



CaptainOS

Trusted orchestration for sensitive human systems

Where AI, identity, permissions, and real life converge.

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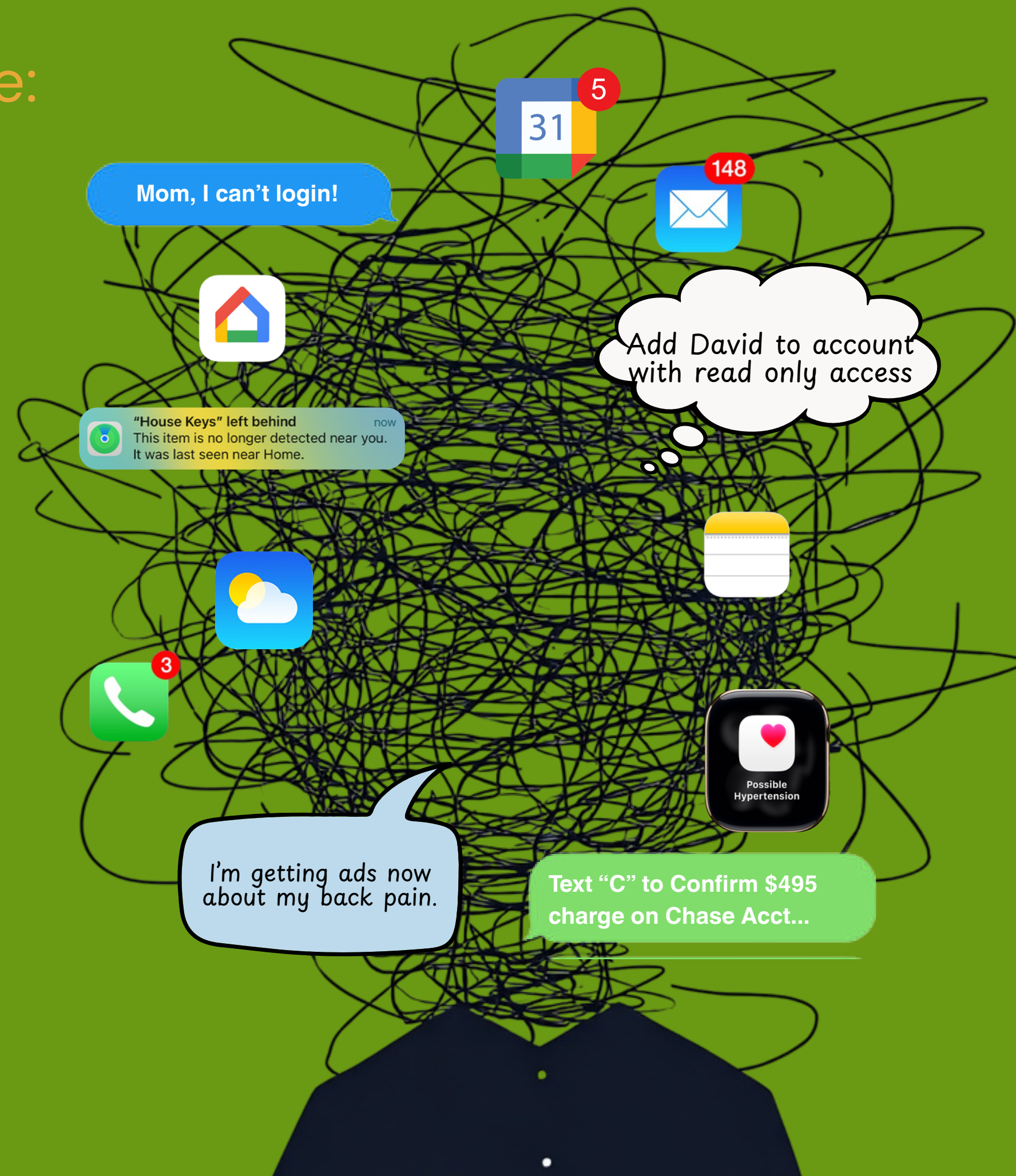
www.captaincollective.co | hello@captaincollective.co

AI systems are about to coordinate:

- healthcare
- finances
- family logistics
- schedules
- permissions
- memory
- identity
- decision-making

...but current platforms are:

- extractive
- fragmented
- context-blind
- over-centralized
- unsafe for sensitive orchestration



The next generation of AI must be aligned with human agency.

We believe in the things that make us **human**:
presence • creativity • connection

Our vision:

Restore **TRUST** in technology — not
engagement maximization.



Captain begins **where coordination complexity is highest.**

The sandwich generation is the canary in the coordination crisis.

Families coordinating children, aging parents, care teams, schedules, and health decisions represent one of the hardest privacy orchestration problems in modern life.

↑ 45%

increase in caregiving in the last decade due to the “sandwich generation” (adults caring for aging parents and toddlers)¹



The hardest human coordination problems become the proving grounds for trustworthy AI systems.

AI cannot support **human life** without **contextual coordination**.

40–70% of caregivers have clinically significant symptoms of depression³

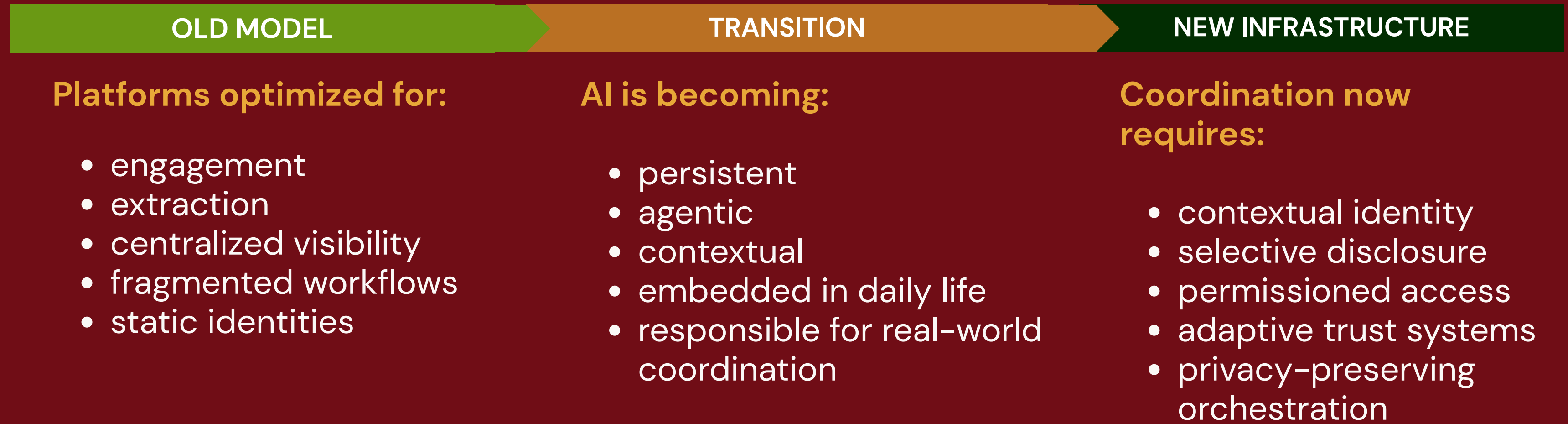
1.5B hours per week that caregivers nationwide are managing fragmented, manual systems of care⁶

79% of Americans are concerned about how companies use their data⁷

Existing platforms were built for static workflows, **not changing human contexts, shifting responsibilities, and sensitive multi-party decisions.**



AI is evolving from information systems **into coordination systems.**



The next generation of AI systems will not simply answer questions. They will coordinate actions, permissions, workflows, relationships, and decisions across sensitive human systems. **Existing infrastructure was never designed for this transition.**

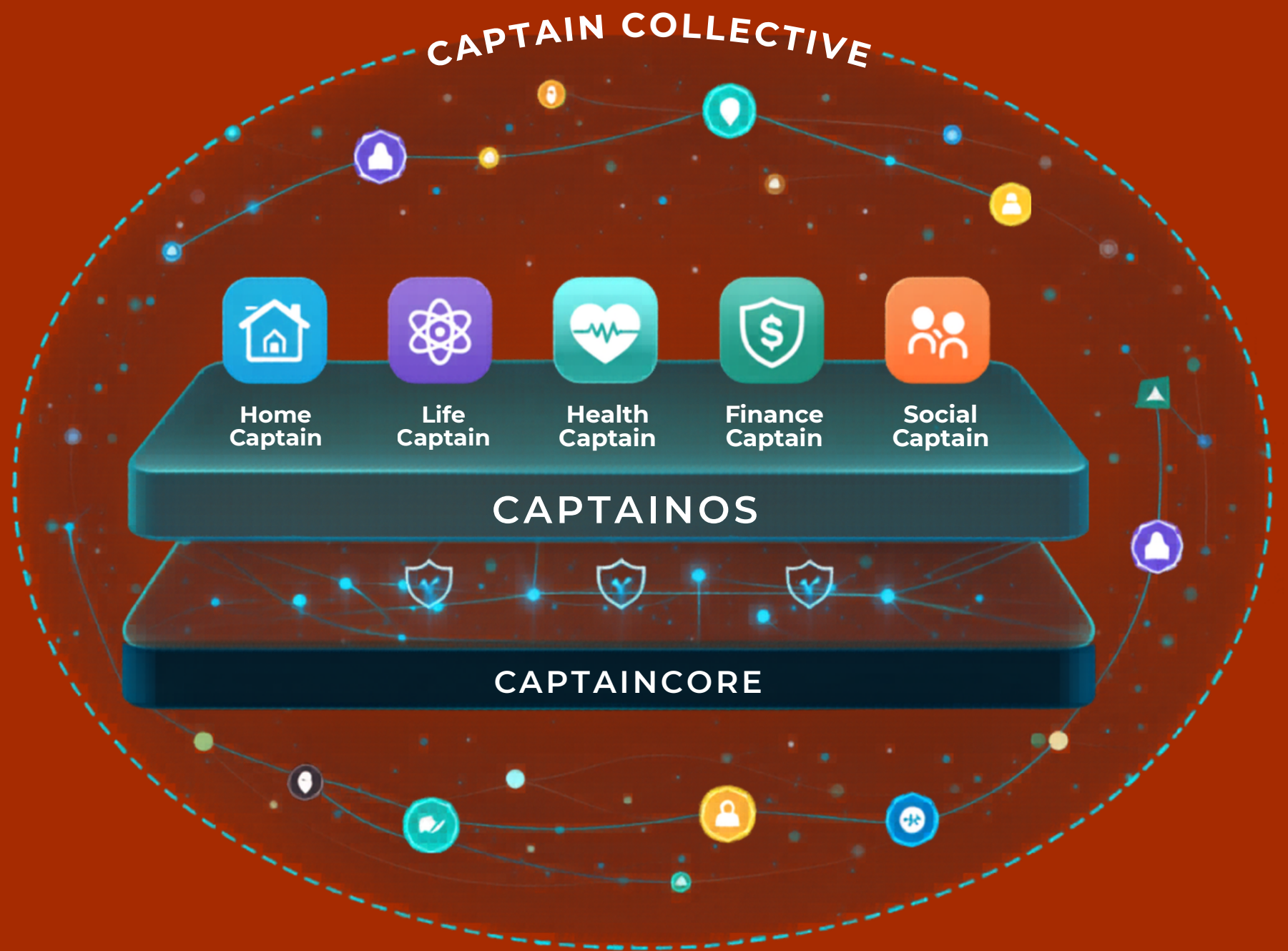
CaptainOS is.

The architecture of trust for AI-era human systems.

Our multi-layer privacy tech stack **Captain Core** doesn't just serve **CaptainOS** and its **Captain Apps** as a platform, it enables an ecosystem of developers to code and scale new technologies that protect people by default.

- Local-first encrypted vault + on-device personal AI
- Federated compute with no raw data exposure
- ZK selective disclosure
- Permission & revocation controls
- A secure API ecosystem that prevents OS forking

Captain “lives at the edge” — coordinating & safeguarding your life’s inputs and PPI with clear controls.



Home Captain

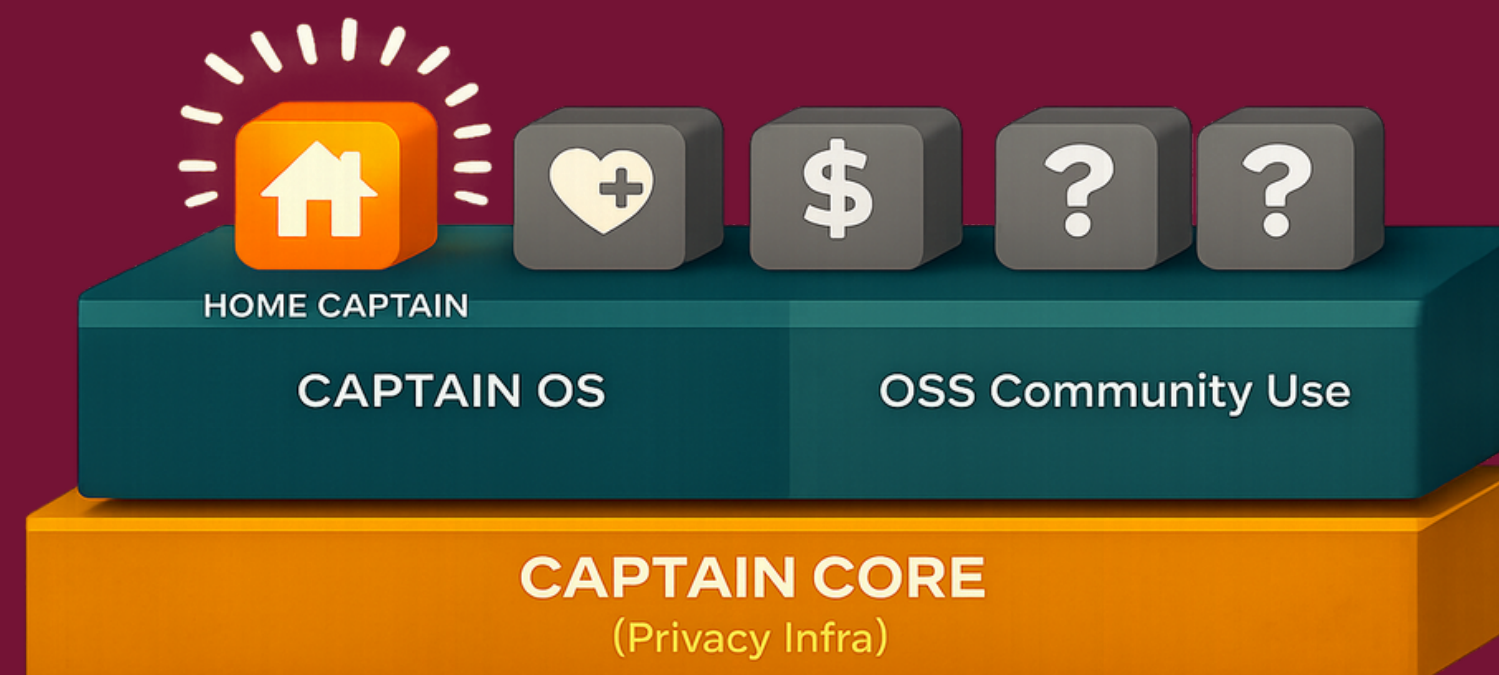
The first applied system built on CaptainOS.

A privacy-preserving coordination system for managing dynamic human workflows **across people, permissions, and contexts.**

Existing platforms manage **isolated tasks.** Captain coordinates **relationships, permissions, decisions, and continuity** across real life systems.



HOME CAPTAIN



Home Captain built on CaptainOS provides a multi- surface coordination layer across people, roles, and systems

by giving users control
over **what gets stored**, who
sees what, and how
information supports
everyday decision-making.

THE PRODUCT

Orchestration Primitives, because coordination requires more than AI.

Integration: Unified contextual coordination across fragmented systems and workflows.

Coordination: Dynamic orchestration across people, roles, permissions, and responsibilities.

Anticipation: Context-aware intelligence that adapts to changing conditions and emerging needs.

Privacy: **Permissioned data architecture with revocable access and selective disclosure.**

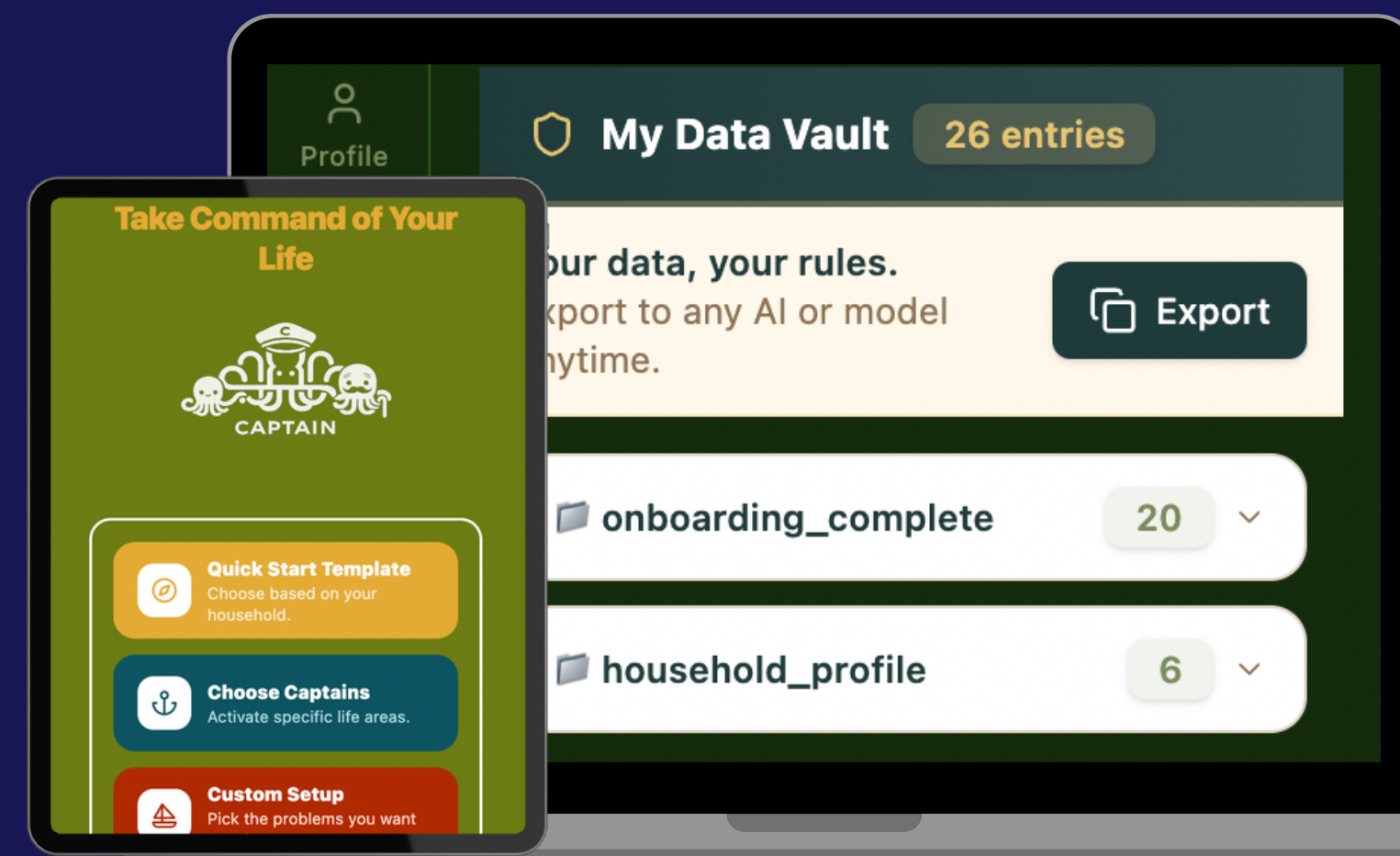
High-Complexity Coordination Domains:

Family Coordination: Multi-party scheduling, delegation, and continuity management.

Neurodivergent Coordination: Adaptive workflows, contextual reminders, sensory-aware orchestration.

Elder Care Coordination: Distributed caregiving, permissions, health context continuity.

Team-Based Coordination: Role-aware orchestration across dynamic operational systems.



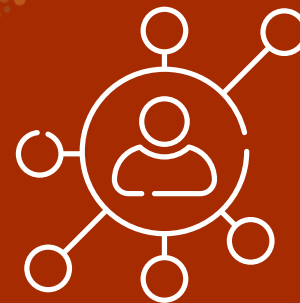
Trust becomes infrastructure in the age of AI.

CaptainOS is designed around permissioned coordination, contextual identity, and privacy-preserving orchestration.



Private by default.

Sensitive coordination occurs without exposing raw personal data to centralized systems.



Permissioned by design.

Access is scoped, revocable, contextual, and adaptive across people, systems, and AI agents.



Engineered with intent.

Captain preserves trust and coordination across changing contexts, responsibilities, and relationships.

Existing systems organize tasks.
Captain orchestrates trust, context, and coordination.

No one else **coordinates** like this.

No one else **protects** like this.

CaptainOS preserves continuity, permissions, and contextual coordination across **evolving human systems over time.**

Existing tools solve one slice. Captain ***IS*** the whole system.

Not family tech. Not productivity software. Coordination infrastructure for real life systems.

CAPABILITY	Captain	Maple	Hearth Skylight	Default Tools	AI Productivity	Neuro Habit Apps
Multi-surface <i>Wall, phone, tablet, wearable-ready</i>	✓	●	✓	✓	○	○
Multi-person coordination <i>Coordinates people, not just calendars</i>	✓	✓	●	●	○	○
Auto-Delegation of Tasks <i>Assign, track, and escalate across roles</i>	✓	●	✓	○	○	○
Private Agentic AI Assistant <i>Coordination partner, not a chatbot</i>	✓	●	○	○	●	●
Automation of coordination <i>Workflows that move people, not just data</i>	✓	●	○	○	●	○
Privacy-layered data model <i>Consent-driven, user-owned data</i>	✓	○	○	○	○	○
Role-based permissions <i>Who sees what, who does what</i>	✓	○	○	●	○	○
Workflow orchestration <i>Health, school, logistics — one system</i>	✓	●	○	○	○	○
Platform marketplace <i>Extensible ecosystem (plug-ins, modules)</i>	✓	○	○	●	○	○
Quality of life system <i>Measures load, balance, and household health</i>	★	○	○	○	○	○

Hearth & Skylight — family display hardware

Default Tools — built-in calendar and productivity apps (Google Calendar, Apple Calendar, Office 365, Outlook)

AI Productivity — AI-powered scheduling and focus tools for individuals (Motion, Reclaim, Superhuman)

Neuro & Habit Apps — visual routine and habit tools for neurodivergent users (Tiimo, LifeAt.io)

Trust-native coordination creates multiple compounding revenue layers.

CORE PLATFORM: FREEMIUM SUBSCRIPTION

Users transition from **Freemium** to Pro through enhanced features, including tracking **daily rhythms**, customizable dashboards, and **integrations with existing tools**.

The **Pro Tier** offers Private AI automations, privacy intelligence, and family orchestration, **priced between \$15 to \$25 monthly**.

Implementing **modular add-ons** (more memory, seats, additional captains etc) will **increase average revenue per user (ARPU)**, driving substantial growth.

FREE

PRO

ADD ONS

Additional Monetization Pathways

■ COORDINATION INFRASTRUCTURE: API'S / PAAS / B2B

Licensing our privacy and coordination technology for enterprise use cases from health care providers to other data coordination/access needs.

- trust orchestration
- contextual workflows
- permissions infrastructure
- privacy coordination

■ ECOSYSTEM: MARKETPLACE + PARTNER COORDINATION

Aligning with value-add partners through referrals and revenue share to launch apps on CaptainOS.

- services
- integrated systems
- referrals
- orchestration marketplace

■ PHYSICAL PRODUCTS

Developing & partnering with complementary native captain hardware, wearables, and ethical devices

■ PARTICIPATORY VALUE NETWORKS

Providing profitable pathways for users to opt-in to data research.

- opt-in
- user-controlled access revocation
- permissioned
- selective disclosure

Coordination infrastructure compounds as **more systems participate** breeding **trust as the reusable systems** primitive.

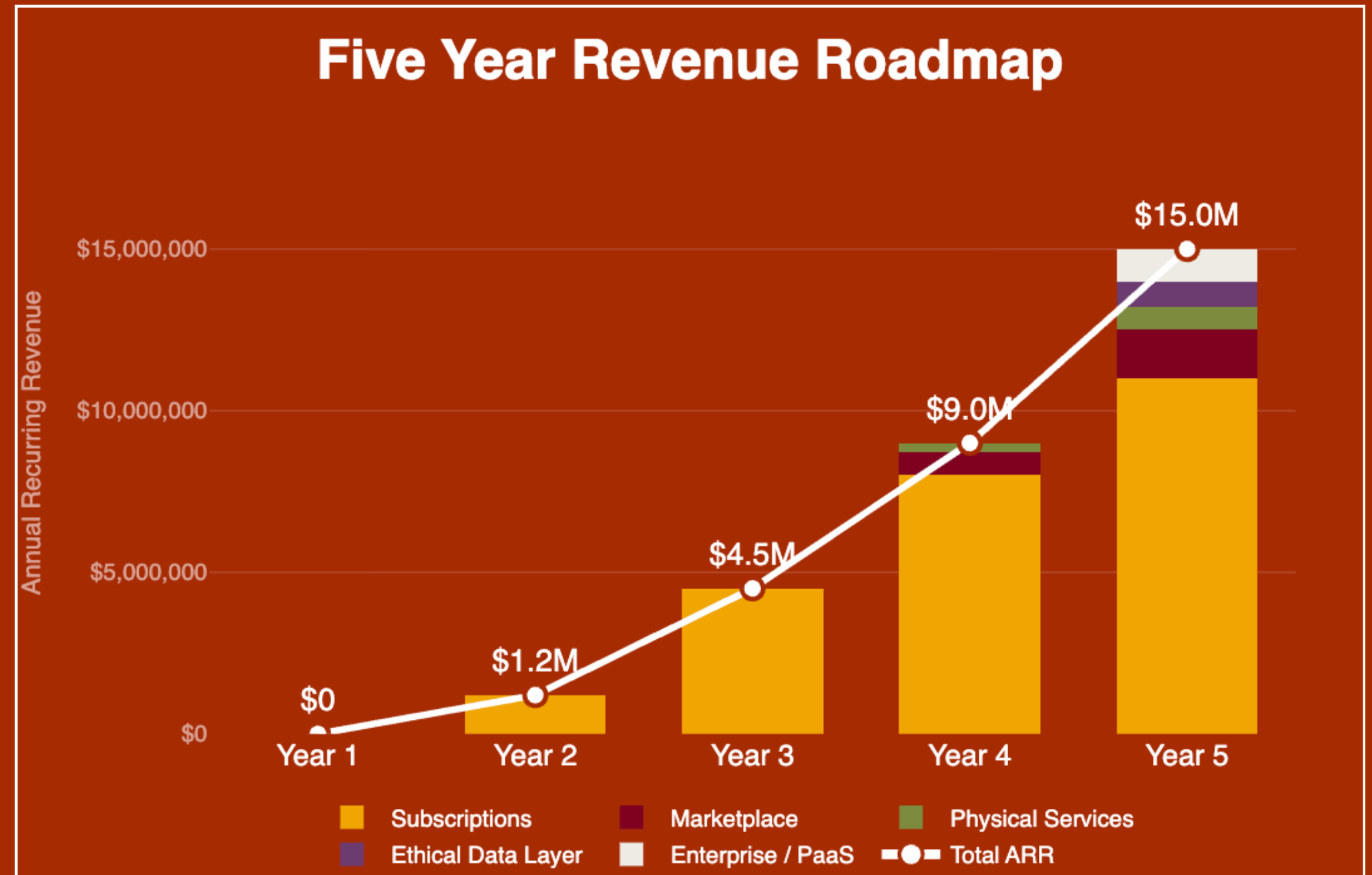
The (highly conservative)

Five-year roadmap to \$15M ARR

As new **Captains** launch over time –

it is an expansion of the **orchestration graph**

and the **value** of **CaptainOS** compounds.



Built by operators who understand both human complexity and systems architecture. Captain combines deep experience across privacy-preserving systems, AI, blockchain, regulated environments, and real-world coordination challenges.

Supported by a long-standing network of top tier operators, engineers, designers, and infrastructure builders with shared execution history across blockchain, privacy-preserving systems, fintech, AI, and large-scale product organizations.



ALIX KELLER

A veteran technologist and platform leader building durable, human-centered technology at scale.

At Captain, Alix leads product architecture, engineering strategy, and privacy-by-design systems. Alix holds 30 years of experience leading product, engineering, data, and privacy across high-complexity domains. 18 of those 30 years as a single mom to a child with autism.

- Built and scaled zero-to-one platforms across fintech, enterprise software, blockchain, privacy tech, and impact technology
- Led cross-functional product and engineering organizations from startup through enterprise scale, with deep experience in federated systems and secure architectures
- Known for translating technical complexity into shipped systems that endure — with a reputation for “getting hard systems built”
- Repeat founder and builder with a trusted network of senior engineers, product leaders, and operators brought together across multiple ventures
- Most recently in Executive Leadership at Consensys and Interchain Foundation focusing on regulatory tech in healthcare, finance, and royalties & rights management.



KRISTIE WEATHERFORD

A product and experience design leader known for building complex, data-driven systems in environments where clarity and speed matter. Her deep expertise spans financial services, media, healthcare, consumer brands and government.

At Captain, she leads design, strategy, and research to create a platform that is intuitive, grounded in real human behavior, and built for the evolving complexity of modern households.

- Brings cross-industry expertise and lived operational insight as a parent of four children while supporting aging parents — an experience that sparked her focus on building better tools to manage the real complexity of everyday life
- Led the design of data-heavy platforms requiring advanced visualization, time-based workflows, and multi-user coordination across financial services, regulatory, and operational environments
- Co-founder and studio builder, with experience hiring, mentoring, and leading high-performing design teams focused on solving complex business and technology problems
- Seasoned translator between experience design, product strategy, and engineering, helping organizations avoid silos and keep complex products moving from concept to execution

Raising \$4M

Initial close: \$2.2M
Extension: \$1.8M

18 months. A paid product live, privacy infrastructure complete, and a platform ready to scale.

Strategic Context

Phase 1 — Core Trust Infrastructure

- permissions architecture
- contextual identity systems
- orchestration engine
- selective disclosure primitives
- federated coordination systems

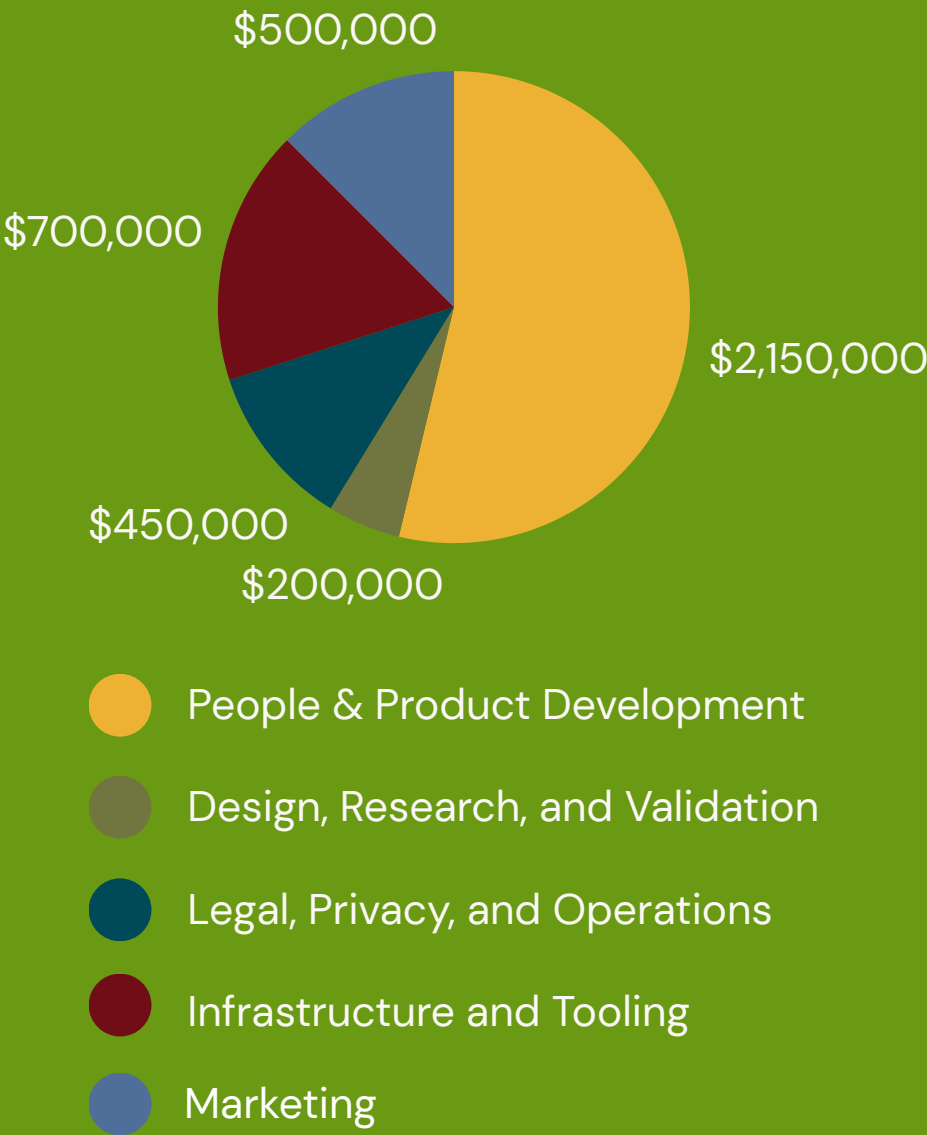
Phase 2 — Applied Coordination Layer

- Home Captain
- adaptive workflows
- AI orchestration
- onboarding systems
- role-aware coordination

Phase 3 — Ecosystem Readiness

- APIs
- extensibility
- governance standards
- partner integrations
- orchestration marketplace foundations

Use of Funds Breakdown



SAFE Note Summary

Target Raise	\$4M seed round
Valuation Cap	\$25M (pre-money)
Discount	20% to next round
Target Close Date	July 2026
Pro Rata Rights	First right of refusal
Use of Funds Timeline	24 months (even w/ \$0 revenue)
Primary Objective	Trusted product(s) built for scale
Next Round	Spring/Summer 2028

Value Creation Opportunity

Aiming for a **\$1.2B exit outcome** where seed investors retain ~10% ownership, returning \$120M at a **30x multiple**.



**Building privacy-preserving orchestration infrastructure
for sensitive human systems.**

“Toward Trustworthy, Privacy-Preserving AI in Real-World Systems”

<https://captaincollective.co/litepaper>

Alix Keller – Product & Technology | Kristie Weatherford – Product & Design

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REFERENCES

1, 2, 9, 10 – AARP & National Alliance for Caregiving, “Caregiving in the US 2025” Report (2025) | 3 – Family Caregiver Alliance, “Caregiver Health” (2021) | 4 – 121M people whose lives are directly impacted by their caregivers” = 73M people under age 18 In the United States + 48M adults who receive unpaid care due to aging, illness, or disability + 15M Americans age 65+ who rely on caregiver support via US Census Bureau, “National Population by Age and Sex” (2023), AARP & National Alliance for Caregiving, “Caregiving in the United States” Report (2023), and Administration for Community Living, “2023 Profile of Older Americans” (2023) | 5 – Asana “Anatomy of Work Index” (2022) | 6 – 1.5B hours = 63M caregivers In the US x “24h per week managing largely fragmented, manual systems of care” AARP & National Alliance for Caregiving, “Caregiving in the US 2025” Report (2025) | 7 – Pew Research Center, “Americans and Privacy: Concerned, Confused and Feeling Lack of Control Over Their Personal Information” (2019). | 8 – 14.5M sandwich generation caregivers = 63M caregivers in the US x “23% are sandwich generation caregivers”, AARP & National Alliance for Caregiving, “Caregiving in the US 2025” Report (2025) | 9– “60% of US adults are married or co-habiting”, US Census Bureau (2023).

Captain

ANNEX

Coordination is becoming a foundational infrastructure market.

As AI becomes embedded across health, finance, caregiving, education, and daily logistics, **trusted coordination becomes a new systems layer.**

Every environment involving: multiple people, changing permissions, sensitive data, contextual decision-making, AI assistance
...inherits the same coordination problem.

1.45M

63M

150M

THE OPPORTUNITY

SERVICEABLE OBTAINABLE MARKET (SOM)

14.5M "sandwich generation" caregivers managing aging parents and young children⁸
= ~725K-1.45M caregivers with an immediate need and readiness

SERVICEABLE ADDRESSABLE MARKET (SAM)

63M family caregivers (~25% of US adults)¹⁰

TOTAL ADDRESSABLE MARKET (TAM)

150M+ adults (60%+ of all adults) in the US actively coordinating shared responsibilities across households, family, dependents, or teams⁸

Coordination requires **contextual identity & trust-aware permissions.**

Primary Orchestration Role

Parents, spouses, & adult children

Maintains continuity across changing responsibilities, workflows, and participants.

Contextual Participant

Children, teens, & aging parents

Receives only the information and actions relevant to their role and current context.

Home **Captain**
dynamically adapts
visibility, workflows, and
responsibilities across
people, roles, and
changing contexts.

Delegated Coordination Partner

Caregivers, nannies, & teachers

Operates with scoped visibility, temporary permissions, and task continuity.

Permissioned Observer

Relatives & involved friends

Maintains awareness without introducing coordination overhead or information risk.

Open Ecosystem & OSS Infrastructure

Trust, **engineered as a community.**

By open-sourcing key components of **CaptainCore** while maintaining governance over security, interoperability, and privacy standards, Captain enables broader collaboration around foundational trust infrastructure for AI-era systems. This approach strengthens security resilience, accelerates ecosystem adoption, reduces duplicated infrastructure effort, and supports long-term sustainability through shared development and **aligned incentives towards trusted compute.**

Our model **projects \$3–5M in ecosystem-driven value contribution by Year 5** through community development, security participation, shared tooling, and expanded adoption of CaptainCore standards through rigorous research & testing. Developers and partners can extend privacy-preserving infrastructure, contribute security improvements, and build interoperable systems on top of trusted open foundations, while Captain shepherds governance across trust, compliance, and ecosystem integrity.

Participatory Value Networks

Participation without surrendering ownership.

Captain enables individuals to selectively participate in trusted research, AI ecosystems, and intelligence networks while preserving privacy, contextual control, and revocable permissions.

This model aims to achieve \$800K ARR by Year 5, leveraging ethical practices and user engagement to create sustainable shared revenue streams for both the user and Captain.

\$400K Research

Users can voluntarily opt-in to contribute to research studies, for rewards enhancing the quality of data while maintaining privacy and control over participation.

\$400K Data Access

Individuals have full control over their data access, ensuring transparency and trust while enabling personalized experiences and benefits from their contributions.

Coordination Infrastructure as a Service

Trust orchestration becomes **reusable infrastructure across industries**.

Captain's trust infrastructure and coordination layer can be licensed through APIs, PaaS, and enterprise SaaS offerings, enabling organizations to build compliant, privacy-preserving systems without centrally controlling sensitive personal data themselves. By supporting permissioned coordination and selective disclosure across fragmented environments, CaptainOS has the potential to unlock long-isolated data ecosystems in industries like healthcare, where regulatory complexity has historically limited trusted cross-system coordination and continuity.

This segment targets \$1M ARR by Year 5 through strategic partnerships, SDK development, and industry-specific Captain deployments built on the platform's orchestration and privacy primitives.

\$.5M Enterprise SaaS

Organizations can integrate **CaptainOS** orchestration primitives through APIs, deploy custom industry-specific coordination environments built on the platform, and participate in extensible enterprise ecosystems designed for privacy-preserving AI and sensitive workflow coordination.

\$.5M Infra Licensing

CaptainCore provides reusable trust infrastructure for organizations handling sensitive data, enabling privacy-preserving systems without requiring in-house cryptographic or compliance-native architecture expertise.

Physical Products

Meeting users where they're at.

Developing and partnering with complementary Captain-native hardware, wearables, and ethical devices enables trusted coordination to extend into everyday environments while reinforcing privacy-preserving data ownership through the Captain Vault.

The target for this segment is to achieve **\$700K ARR by Year 5**, including exploring dedicated **privacy-preserving hardware**.

\$250K

Wearables Re-Seller

Integrating wearables into our ecosystem will provide users with real-time data, promoting healthy habits and improving their overall lifestyle.

\$250K

Ethical Devices

Our ethical Web3 device on-ramps will enable users to access decentralized services, ubikeys, and cold storage. Possibly even our own Captain Ambient Hardware.

Ecosystem: Marketplace & Partnerships

When trust is infrastructural, systems can **safely expand**.

As users coordinate life through Captain, aligned partners can participate through **curated referrals and revenue share** — extending value while preserving user choice and experience through Captain Marketplace launch.

Our target of **\$1.5M ARR by Year 5** showcases the growth potential of leveraging marketplace partnerships for sustained revenue generation.

\$750K Curated Referrals

Curated referrals enhance user experience, driving increased customer loyalty and extending lifetime value through strategic partnerships and Captain recommendations.

\$750K Revenue Share

Implementing revenue share agreements with aligned providers ensures mutual growth and incentivizes collaboration across our ecosystem for their products & services.