

EXODUS

STUDIO

PARTNER STRATEGY · DRAFT v0.1

Clarity in a brutal market.

How we turn domain experts into vertical-software operators — platform, AI, and a commercial structure that earns everyone's weight.

AUDIENCE

Domain-expert partners

COMPANION

Sales deck (.pptx)

PILOTS

GP/LP · Roofing · Expert
Witness

§01

The one-paragraph thesis

Every vertical has domain experts sitting on a decade of proprietary insight, a live network of potential customers, and a clear sense of what's broken in their industry — but no realistic way to ship software that reflects what they know. Building alone takes two years and burns savings; hiring a dev shop produces something generic that the expert can't operate; horizontal SaaS tools (Retool, Bubble, Salesforce) force the vertical to bend to the tool.

Exodus Studio is a third path. The expert brings the domain and the market; we bring an event-sourced operating system, an AI-native agentic layer, an MCP-first API surface, and an engineering team that has already shipped six verticals on the platform. Together we launch the category leader in their space in six months instead of two years, under a shared commercial structure that gives the expert real ownership and us a repeatable way to build a portfolio of vertical products.

§02

Why domain experts cannot execute alone

The experts we're talking to are the strongest operators in their niche. They all hit the same three walls:

The build-it-yourself wall. They hire a CTO or a dev shop, spend \$500k–\$2M, and 18 months later have a product that works for exactly one customer (themselves) and whose architecture will not survive the second. The engineering team is either a permanent drag on the business or disbands the moment the MVP ships.

The horizontal tool wall. Retool, Bubble, Airtable, Salesforce, and Zapier can assemble a v1, but none of them produce products that can be sold to third parties. The data model is wrong, the agentic layer is bolted on, the audit story doesn't exist, and the product looks like a tool, not a system.

The incumbent software wall. In verticals with existing software (Allvue for fund ops, JobNimbus for roofing, legal practice-management tools for expert witness work), the incumbents are old, slow, and architecturally frozen. They cannot adopt event sourcing, rules-as-data, AI-native ingestion, or MCP surfaces without a rewrite. The expert sees the gap but has no tools to exploit it.

The expert needs a pre-built platform that is opinionated enough to be fast and flexible enough to encode their domain. That is what Exodus is, and what Exodus Studio operationalizes.

§03

What Exodus is, in one breath

Exodus is an event-sourced, AI-native operating system for vertical B2B products. Its architecture is load-bearing: an immutable event log as the source of truth, projected state for every view, rules-as-data for versioned domain logic, a calculation engine with full explanation traces, a Temporal-grade workflow layer for durable lifecycle actions, a Claude-powered agentic layer for document ingestion and drafting, and an MCP server so any AI client can drive the system. Six verticals already live on the platform. The shared shell contracts (Intake, Board, Workspace, CommandSurface, Timeline) let a new vertical reuse 60–80% of the surface area and focus engineering time on what the domain actually makes distinct.

The pitch to an expert is not "we have a framework." The pitch is "we have a fully-loaded foundry that has already stamped six products. Yours is number seven, and we already know what the first three months look like."

§04

What Exodus Studio provides to a partner

Four things, in descending order of how heavy each one is for the expert to source alone:

Platform. The full Exodus stack: shared shell primitives, rules store, event ledger, projection engine, calculation engine, workflow engine, MCP server, auth, observability, SOC 2 baseline. Multi-tenant by default; dedicated infrastructure on the enterprise tier. The partner does not rebuild any of this.

Engineering and product team. Our team delivers the vertical-specific adapters, data model, UI workspaces, integrations, and Claude prompts. The partner does not need to hire a CTO. A typical vertical takes 10–14 engineering weeks to ship MVP; four partners in parallel run under a single shared pool without the partner managing headcount.

AI and agentic layer. Document ingestion from day one — LPAs, insurance packets, case files, whatever the domain uses. Drafting for the recurring artifacts the domain demands — LP reports, insurance claims, expert declarations. Claude via MCP with structured prompts per vertical. The partner does not need to hire AI engineers.

Commercial scaffolding. Pricing advice, contract templates, SOC 2 support, security questionnaires, design system, website, sales collateral. The partner does not start from

zero on the business-side plumbing.

What we do not provide: domain expertise, customers, or salespeople for the first ten contracts. Those are the partner's job, and are why the partner earns the equity or revenue share described in §6.

§05

What we're looking for in a partner

Three attributes, in order:

Deep domain fluency. The partner has operated in the vertical for 5+ years, has strong opinions about what's broken, and can articulate the workflow as naturally as they breathe. When we ask "what does a quarterly close look like for a credit GP," or "walk me through the worst day of a roofing op," or "describe an expert's first hour on a new case," we want a 10-minute unbroken monologue from memory.

A real network. At minimum, five warm conversations with potential first customers inside of 30 days. Ideally one of those becomes the design partner. Without this, the partnership is risky on both sides — we have nobody to sell to, and the expert is hoping we'll do outbound they can't.

Skin in the game. Time commitment (full-time or meaningful part-time), capital commitment (equity purchase or deferred comp), or both. Experts who want upside without ownership are not partners; they are consultants. We have a different structure for that.

Anti-patterns — who we politely decline:

- Expert has only "ideas," not networks or customer access.
- Expert wants to outsource all sales to us.
- Expert has never sold to the customer persona they're proposing.
- Expert wants full equity control with no operational commitment.
- Expert is mid-career-pivot and using this as a paid learning experience.

§06

Three commercial models

The right structure depends on the vertical's ACV, TAM, and the expert's operational appetite. We propose, explain the trade-offs, and let the partner self-select.

Model A — Joint Venture (default for high-ACV verticals, \$100k+ ACV or \$50M+ TAM)

A new entity is formed. Both parties hold equity. The expert is typically CEO or president; Exodus provides CTO function plus platform. Ongoing platform services are compensated via a flat fee or revenue share on top of the equity split.

Typical structure:

- New LLC with a 50/50 or 60/40 equity split (the 60 being whichever side brings the larger scarce resource — market or tech)
- Platform services agreement: Exodus provides ongoing platform access and engineering capacity for ~12–15% of gross revenue or a fixed quarterly retainer
- Expert contributes initial capital (\$50–250k) for runway, marketing, and legal
- Board of three: expert, Exodus, independent
- Vesting on both sides over three to four years
- Buy-out or IPO/acquisition terms defined upfront

Fits: GP/LP allocations (six-figure ACV, credit fund buyers). Expert Witness if the expert has national reach and wants a category-leader posture.

Model B — Revenue Share Partnership (for mid-market verticals or experts who prefer low operational commitment)

No new entity. Exodus operates the product under its own brand or a co-brand. Expert is positioned as "domain partner" or "industry lead." Expert is compensated as a percentage of gross revenue from customers they originate or materially support.

Typical structure:

- Exodus owns IP, product, and operations
- Expert receives 20–30% of gross revenue from attributed customers for 3–5 years, declining schedule after that
- Minimum time commitment (e.g. 1 day/week) for the first 12 months
- Expert co-authors case studies, attends industry events, runs discovery calls
- Expert has right of first refusal on a future JV if the vertical takes off

Fits: Expert Witness if the expert is semi-retired or consulting-heavy. Adjacent vertical plays where the expert is an industry veteran but not operator.

Model C — Platform License (for experts running existing businesses)

The expert licenses Exodus to power a product they already run or want to run independently. They own the brand, customers, and revenue. Exodus provides platform access and ongoing engineering support as a paid service.

Typical structure:

- License fee: \$3k-10k/month base + per-customer or per-fund fees
- Implementation services: \$50k-200k one-time for vertical adapters and customization
- Expert owns 100% of their business
- SLA on platform uptime, features, and support responsiveness
- No equity exchange

Fits: Roofing if the partner is an existing roofing operator who wants to productize their in-house system and sell to peers. Any expert with existing distribution who wants Exodus as infrastructure.

Default recommendation by pilot prospect

- **GP/LP warm lead:** Model A (JV). ACV of \$100-250k and the credit TAM justify the complexity of a new entity. The expert bringing a warm customer plus institutional relationships earns meaningful equity.
- **Direct Lending warm lead:** Model A (JV). ACV of \$200-500k and the mid-market direct lending TAM justify a new entity, and the domain depth plus LP relationships the expert brings earn meaningful equity.
- **Expert Witness warm lead:** Model A or B depending on the expert's operational appetite. If they want to run a company, JV. If they want royalties and part-time involvement, rev share.
- **Services warm lead:** Model B or C depending on whether the expert is the operator or the industry advisor. Per-crew ACVs (\$200-1,000/month) are too small for a JV unless the partner is betting on multi-trade expansion (roofing → plumbing → landscape) under one roof.

§07**Engagement flow (what the first 120 days look like)**

Day 0 — First conversation. Discovery: the expert's domain, the pain they're targeting, their network, their commercial expectations. Our pitch on Exodus Studio. Usually 60-90 minutes.

Day 7 — Deep dive. Two follow-up conversations. One on the domain itself — we want to understand the workflow, the incumbent pain, and the specific wedge. One on commercial structure — which model fits, what the expert is willing to commit.

Day 14 — Term sheet. A two-page term sheet outlining model choice, equity or rev share structure, commitments on both sides, and the 90-day plan. Not legally binding but

substantive enough to trigger legal if both sides sign.

Day 30 — Definitive agreements. JV LLC formed, MSAs signed, IP assignment, employment or contractor agreements, board resolutions. Legal on both sides, ideally using a shared template we've refined across prior deals.

Day 30 → Day 120 — MVP sprint. The 12-week sprint plan (see `gp-lp-epic-sprint-plan.md` for the GP/LP version; each vertical gets its own). Expert and Exodus team run daily for the vertical-specific work. Expert is running discovery and design-partner conversations in parallel.

Day 120 — Design partner live. First real customer running the vertical's live operations in the product. Case study draft in progress. Second and third prospects in pipeline.

Day 180 — Public launch. Website live. Brand established. 3-5 customer conversations advancing. Partner has earned meaningful equity or revenue attribution.

§08

The four pilot verticals

GP → LP Allocations

Expert type: Fund operations veteran — former CFO, COO, or head of operations at a \$100M–\$5B private credit or private equity firm. Lives and breathes LPA mechanics, side letters, waterfall math, and Allvue. **Market:** Mid-size private credit GPs (\$50M–\$500M AUM). Incumbents (Allvue, eFront) are old and charge \$250k+. Our wedge: rules-as-data, AI-native onboarding, explainable calculations, MCP. **ACV:** \$100–250k with \$150k+ migration service line item. **Status:** Warm lead identified. Architecture draft, sprint plan, marketing plan, and website plan complete (see companion docs). **Recommended model:** JV (Model A).

Direct Lending

Expert type: Senior credit operator — former head of credit, portfolio manager, or COO at a direct lending fund, BDC, or specialty finance firm. Knows origination flow, covenant monitoring, borrower reporting, and LP communication in and out. **Market:** Mid-market direct lenders (\$200M–\$2B AUM) running origination, underwriting, covenant tracking, and LP reporting on Excel + legacy accounting tools + email. The category has grown faster than its tooling; incumbents serve the top of the market and leave everyone else stitching together point solutions. Our wedge: a unified event-sourced ledger from loan origination through LP capital call, AI-native document ingestion for financials and borrower packages, and explainable covenant math. **ACV:** \$200–500k with \$100k+ implementation line item. **Status:** Warm lead identified. Shares architectural DNA with the GP/LP vertical — significant platform reuse on the fund-side half of the stack. **Recommended model:** JV (Model A).

Services (Roofing, Plumbing, Landscape, and adjacent field ops)

Expert type: Multi-crew services operator who has scaled a business from solo-crew to multi-crew — roofing, plumbing, HVAC, landscape, restoration, or similar — and has opinions about why JobNimbus, ServiceTitan, and AccuLynx don't work at their stage. Or an industry veteran turned consultant with a network of SMB services operators. **Market:** Multi-crew services operators, \$1M–\$20M revenue, who have outgrown single-tool SaaS and have AI-adjacent workflows (photo-based estimating, insurance packet generation, crew scheduling, route optimization). Existing players are feature-war bloated; AI-native is the wedge. One product architecture — configured per trade — can serve the category. **ACV:** \$200–1,000/month depending on feature scope. Per-seat or per-crew caps. **Status:** Roofing vertical code exists in monorepo as the seed configuration; warm lead identified in roofing, with adjacent trades queued behind. **Recommended model:** B or C (Rev Share or License) depending on whether the partner is the operator or the advisor.

Expert Witness Workflow

Expert type: Senior expert witness, testimony veteran, or litigation-support firm principal. Has handled 100+ cases. Knows the expert's month-by-month workflow: case intake, document review, declaration drafting, deposition prep, trial, invoicing. **Market:** Solo and small-group expert witnesses and litigation consultants. Current tools are Outlook + Word + Excel, or legal practice-management tools (Clio, Filevine) that weren't built for experts. AI document review is the wedge. **ACV:** \$500–\$5,000/month depending on case volume. **Status:** Expert witness vertical is in backlog; sprint plan exists; warm lead identified. **Recommended model:** A or B depending on the expert's operational appetite.

§09

Risks and how we talk about them

These come up in every partner conversation. Answering them confidently is half the sale.

"What if Exodus gets distracted by other verticals?" The platform is shared; the vertical team is dedicated. Your MVP sprint has named engineers for the duration. Platform improvements benefit all verticals, including yours.

"What if Exodus shuts down and I've built my company on you?" Source-available clause: in a wind-down scenario, you get a perpetual license to the codebase and an operational handoff period. Specifics in the term sheet.

"What if I'm doing all the work and Exodus keeps a lot of the equity?" The equity structure is designed to reflect contribution, not starting position. If we're not pulling our weight, the agreement has underperformance terms — reduced equity, reduced platform fees, or outright buy-out by you.

"What about IP — does Exodus own my domain knowledge?" Background IP stays with the contributor. Your LPA interpretation, your roofing workflow, your expert methodology is yours. The vertical-specific product built with us is jointly owned per the agreement; the underlying Exodus platform remains ours.

"What if the first customer doesn't sign?" We plan for this. Before Day 30 agreements, we want the design partner conversation already well progressed. If 90 days in we can't close a design partner, we pivot — reduce scope, pivot vertical, or wind down cleanly with well-defined exit terms. Neither side is trapped.

"Why shouldn't I just hire a CTO and build it myself?" You can. Compare the economics honestly: 18 months at \$800k fully loaded (CTO + 2 engineers + infra) gets you to an MVP that still lacks the agentic layer, MCP server, event sourcing, and the five adjacent verticals of learning we bring. With Exodus Studio, you ship in 12–14 weeks at a fraction of the cost with a better-architected product. The math only fails for you if you don't trust that our platform is real — and that we're happy to prove.

§10

What this means for our roadmap

Running four Exodus Studio partnerships in parallel requires us to:

1. **Formalize the platform team vs. vertical team split.** Platform engineers own the shared primitives; vertical pods own adapter + domain delivery. No more blurry responsibilities.
2. **Ship the shell contracts as typed interfaces.** Documented in `docs/shell-contracts.md`; currently conventions. For partners to trust "plug into the platform," the contracts have to be load-bearing TypeScript.
3. **Standardize the partnership ops stack.** Shared term sheet templates, MSAs, JV LLC formation playbook, SOC 2 inheritance documentation, security questionnaire library.
4. **Build the Exodus Studio website.** A sibling to the core Exodus site and each vertical's own brand site. Positions the program, shows pilot verticals, hosts case studies.
5. **Define the partnership intake process.** Not every expert who reaches out is a fit. A structured first-call evaluation (60 minutes, 10 questions) filters the pipeline.

These are investments that earn their rent the moment the second partner signs. The first partner justifies them on trust; the second through fifth compound on them.

§11

Next steps

Short list before we pitch any of the four prospects:

1. Lock the name "Exodus Studio" or propose an alternative. Shortlist ownable names and check domains.
2. Draft the term sheet template for each of the three commercial models.
3. Build the sales deck (see companion .pptx).
4. Prepare a 90-second "what is Exodus Studio" voice memo the prospect can listen to between our meetings.
5. Prepare the intake questionnaire for first-meeting prospects.
6. Schedule the four warm-lead conversations. Recommend running them serially (one, integrate the learnings, run the next) rather than in parallel — each conversation will improve the pitch for the next.

§12

What I want your reaction on

- **Naming.** "Exodus Studio" vs alternatives (Exodus Partners, Exodus Foundry, or something that breaks cleanly from the Exodus brand for the partner-facing story).
- **Default equity splits.** 50/50 and 60/40 are the anchor points I'm suggesting for JVs. Comfortable, or do you want a different structural posture?
- **Order of pitches.** Lead with the GP/LP conversation (highest ACV, most prepared), or with the Expert Witness conversation (lower pressure, good for iterating the pitch)?
- **Exclusivity.** Do we want category exclusivity from partners (they don't pursue another Exodus-adjacent vertical without us)? It tightens the commitment but narrows the funnel.
- **What I should polish before the first pitch.** Is there one element above — commercial models, risk handling, the pilot vertical descriptions — that feels thin to you and deserves another pass before we go live?