

// OPERATOR UPLIFT · 2026

Keep your word. Bet on yourself.

Trustless follow-through for people who want **consequences**.

OPERATOR

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WEB

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02 THE PROBLEM

80% of New Year's resolutions **fail** by February.

People don't fail because of reminders.
They fail because **there's no real consequence** when they break their word.

01 · IGNORE

Habit apps are easy to dismiss.

02 · CHEAT

Honor systems get gamed.

03 · QUIT

Walking away costs nothing.

03 WHAT IS UPLIFT

A consumer accountability app.

Uplift helps people keep their word by staking money on commitments, uploading proof, and using AI to verify follow-through. If they fail, **pooled stakes redistribute to committed users.**

// WHO IT'S FOR

**Founders. Athletes.
Creators. Freelancers.
Service providers.**

Anyone whose income or reputation depends on actually shipping what they promised.

// WHAT IT'S NOT

- × A prompt.
- × An AI assistant.
- × A DeFi toy.
- × A habit tracker.

It's enforcement software. Real money. Real proof. Real consequences.

Commit. Stake. Prove. **Settle.**

- 01 Commit** Declare a real goal.
- 02 Stake** Lock real money in escrow.
- 03 Upload proof** Photo · GPS · log · receipt.
- 04 AI verifies** Multi-signal. Dispute path.

05 Settle Honor → reputation grows.
Slash → redistributed to committed users.

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// AI VERIFICATION · COST-CONTROLLED STACK
01 Rules → EXIF · GPS · timestamp · device. Cheap.
02 Classifier → small model scans the photo. Cheap.
03 LLM → only for edge cases, disputes, fraud signals.
```

• WIN PATH
Honored • + STAKE BACK

- AI VERDICT
 - ✓ EXIF clean
 - ✓ GPS match
 - ✓ timestamp ok

+55.40 USDC

REFUND · 50.00
POOL BONUS · +5.40

• FAIL PATH
Slashed • REDISTRIBUTED

- AI VERDICT
 - × EXIF stripped
 - × GPS spoof flag
 - timestamp ok

-50.00 USDC

POOL · committed users
PROTOCOL FEE · 5%

REPUTATION + ON-CHAIN

CONSISTENCY GETS PAID

✓ HONORED · PAYOUT

DISPUTE PATH OPEN

STAKE → COMMITTED USERS

× FAIL · REDISTRIBUTED

Bigger than ~~habits~~.

TAM

\$60B

Self-improvement.

Wellness, habits, coaching. Real money, real users.

SAM

\$1.7B

Accountability tools.

Users already paying for follow-through.

SOM · WEDGE

\$250M

Operators + service providers.

Founders · creators · freelancers who need **trusted** delivery.

The shift: real money + visible proof + consequences people can't talk their way out of.

— 06 COMPETITION

They proved demand. **We pay the consistent.**



Self-report.
Honor system.



A friend judges.
Escape hatch.



Steps only.
One vertical.



// OPERATOR UPLIFT

Consistency gets paid.
When others drop out, you cash out.

07 GTM · FIRST 3-6 MONTH TAKEOFF PLAN

First wedge: **esports.**

Discipline · public stakes · retention loops. Matt's 13-year network is the unfair advantage.

M1-2 · ANCHOR

**Velocity Esports + 1
anchor partner.**

~500 Operators.

M3-4 · WIDEN

**Crypto-native
communities.**

~2K Operators.

M5-6 · EXPAND

**Creators · founders ·
freelancers.**

~5K Operators.

Why this wedge survives crypto friction: esports + Network School cohorts already hold USDC, run wallets daily, and stake on outcomes. Zero onboarding curve. V2 fiat rails open the broader market in M12+.

08 PRICING · BUSINESS MODEL

Pay per stake.

No subscription gate. Flat 5% protocol fee on every stake · win or lose.

Pay-per-stake scales with revenue, not headcount · margins hold even at 10x volume. Subscription gates the funnel; we don't.

// MIN STAKE \$10 · MIN FEE \$0.50 · KEEPS UNIT ECONOMICS POSITIVE AT EVERY SIZE

// OPTIONAL TIERS

<p>FREE</p> <p>\$0 / mo</p> <p>Honor 1 commitment.</p>	<p>PRO</p> <p>\$8 / mo</p> <p>Unlimited · 5 witnesses · pool bonus.</p>	<p>CIRCLE</p> <p>\$24 / mo</p> <p>Group commitments + coach role.</p>
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// UNIT ECONOMICS · \$50 STAKE

Protocol fee	\$2.50
AI verification	-\$0.10
Solana tx + escrow	-\$0.05
Compliance + ops	-\$0.40
Net margin	\$1.95 (78%)

// NO PAYWALL
Free users stake too.

// AUTOMATED
95% machine-handled.

// SCALES WITH VOLUME
Cost / stake stays flat.



13 years in esports. Built for this exact problem.

// VELOCITY ESPORTS

Community + retention loops.

Founded from scratch. Public stakes, dopamine, follow-through · proven at scale.

// MILITARY SCHOOL

Consequence-driven.

Uplift digitizes the accountability structure I grew up in.

// 13 YRS · SOLO BUILDER

Ship, sell, maintain.

A decade selling under real constraints. V1 shipped end-to-end.

// SOLO FOUNDER · LEAD DEVELOPER

Matthew Sim.

@RVACLASSIC

// THE ESPORTS BRIDGE

Esports = **discipline + dopamine + public stakes**. Same primitives Uplift runs on. Matt knows the audience cold.

— 10 TRACTION · SIGNAL BEFORE SCALE

// EARLY SIGNAL

53

waitlist spots sold at \$5 USDC
before code existed.

// CLEAN TIMELINE

Sold before code. **Product in build.**

// VOICE FROM THE COHORT

"Habit apps don't work on me. This one might · because I can't talk myself out of losing \$50."

EARLY OPERATOR · NETWORK SCHOOL

— 11 ASK · USE OF FUNDS

// RAISING

\$1.5M

\$15M POST-MONEY SAFE · ~10% SOLD

18-MONTH RUNWAY

// ALLOCATION



ENG
AI verification
Solana hardening

GROWTH
Esports + pod GTM
Founder content

TRUST
Compliance · ops
liquidity

// MILESTONES · 18 MONTHS

M1-2 **500 Operators · esports anchor** \$10K vol/mo
Velocity Esports + 1 institutional partner

M6 **2K Operators · AI verification v2** \$50K vol/mo
Multi-signal proof · dispute path · Solana audit

M12 **5K Operators · V2 fiat onboarding** \$250K vol/mo
Non-crypto users · App Store ready

M18 **10,000 Operators · Series-A ready** **\$1M vol/mo**
\$600K protocol fees (\$1M vol × 5% × 12) · \$770K subs · ≈ \$1.37M ARR

// CONTACT

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> bet on us. we already did.

— 12 RISKS WE OWN

If we don't say it, **you will.**

01 // PROOF

Can fakes get through?

No. Rules → AI → human for edge cases.

// PLATFORM FIGHT

02 // APP STORE

Will Apple block this?

No. Web-first. V2 iOS uses fiat credit packs.

03 // LEGAL

Is this gambling?

No. Skill-based · consent · audited escrow.

// FRICTION = FILTER

We don't sort for skeptics. We sort for believers.

→ APPENDIX AVAILABLE