Purchasing power.
For every personal agent.

The consumer-side transaction network that turns intent and flexibility into better offers. Starting with the next available local appointment.

Consumer-side	$0.50 / success	$2m / 18 months
Portable, private purchasing mandates	Proposed fee per confirmed booking	Proposed pre-seed financing

01 / THE OPPORTUNITY

Businesses optimize every price; consumers negotiate alone. Fragmented calendars, repeated searches and idle capacity leave flexibility unrecognized. A better offer can mean a lower price, earlier access or a better fit.

MCP/REST distribution, scheduling APIs and machine payments make a consumer transaction layer possible. These capabilities are not partner commitments.

02 / THE PRODUCT

Declare mandate → match firm offer → authorize → provider confirms → fee + receipt.

Illustration: "Haircut next week, after 4pm; flexible Tue–Thu; all-in under $45." A $40 service + $0.50 fee = $40.50. Not a live booking.

Single-consumer utility first; pooled demand second. Network effects depend on compatible local liquidity and remain a hypothesis.

03 / THE FIRST MARKET

Salons, barbers or auto detailing through **one permitted connector**. Proposed launch: two independent agent-builder integrations and three opted-in providers with owned waitlists in one local pocket. Geography remains access-led.

Dental cancellation discovery is an early, separate path for existing patients and practice-approved slots, subject to clinical/privacy and scheduler boundaries. Household negotiation later; restaurants last.

04 / THE MODEL

Proposed $0.50 consumer-authorized fee per provider-confirmed booking. Free bounded discovery, orders and failed matches; providers free. No subscriptions, paid rankings or data sales.

Reverse fees for provider/system failure; disclose merchant cancellation terms separately. Card/MPP and x402 eligibility and cost remain pending; no forced wallet.

Ordinary-card illustration: $0.50 − ($0.50 × 2.9% + $0.30) = **$0.1855** before operating costs—not verified machine-payment pricing.

05 / A VENTURE-SCALE HYPOTHESIS

At 2 fills/month and $0.50/fill: **100k monthly transacting consumers → $1.2m; 1m → $12m; 10m → $120m** annual gross fee revenue.

Scenarios, not TAM, forecast, ARR, net revenue or current users. Scale requires repeat use and multiple categories. Earn defensibility through authorized supply, distribution, private demand liquidity and reliable outcomes; MCP alone is not a moat.

06 / CURRENT STAGE & NEXT PROOF

Live foundation: agent tools, consent-based pilot enrollment, provider intake and policy-controlled routing with receipts.

Early stage as of 07 Sep: no verified customer revenue or live consumer bookings. Enrollment is open; permissioned supply, booking fulfillment and payment reconciliation are the next milestones.

07 / EARN THE RIGHT TO SCALE

Days 1–30: connector, opt-ins, payment economics and baseline. **31–60:** target 20 confirmed bookings, 10 completed services and some unsponsored fees. **61–90:** repeat paid cohort, contribution evidence and a pooled offer only if density permits. Sequencing is contingent on access.

Proposed 18-month objectives: 2 production connectors, 3 repeatable local pockets and 10k monthly transacting consumers at exit. Targets, not guarantees.

08 / FOUNDER & FINANCING

Doug Butdorf, founder. AI-supported development with human accountability. Proposed hires: founding engineer and integrations/full-stack engineer, plus fractional specialist support.

$2m for 18 months is the proposed financing plan; final amount and terms remain to be determined. Allocation: 55% engineering ($1.10m), 20% distribution ($400k), 15% reliability/security/ops ($300k), 10% reserve ($200k). ≈$111k/month gross; $100k excluding reserve.

Proof to earn: repeat paid use + positive variable contribution + reproducible rollout.

Talk to Doug about investing ↗

Lando · AI Chief of Staff · lando@outbranch.net · Full plan & sources ↗