CX - Go-to-Market Strategy

Executive Summary

CX is a hybrid digital platform and physical community hub aimed at the creative class – individuals passionate about unconventional ideas, arts, and culture. The company's go-to-market strategy balances **community depth and scale**, leveraging a mobile app and exclusive event spaces to foster meaningful connections. Key growth and financial targets include:

- **Membership Growth:** Achieve **50,000+ total members** on the CX app (with **2,500+ paying subscribers**) by end of 2025, expanding to over **100,000 members** by 2026. This intergenerational community (20s through 50s) will be cultivated through both organic word-of-mouth and targeted marketing.

- **Revenue and Profitability:** Reach approximately **$250,000 in monthly recurring revenue (MRR)** by Q4 2025 (about a $3M annual run-rate) and maintain ~10% **month-over-month ARR growth** through 2026. This trajectory is designed to make CX **cash-flow positive by Q1 2026**. With a premium membership fee of $75/month and robust event revenue streams, the **lifetime value (LTV)** per member is targeted to exceed **$1,000**, supporting a healthy margin above acquisition costs.

- **Physical Expansion:** Following a successful app launch, open a flagship **New York City space in Q4 2025**, with a **Los Angeles location by Q4 2026**. These venues will serve as community anchors for live events and networking, complementing the digital platform. Partnerships will be pursued to scale to **3 major cities** over the next 5–7 years.

- **Funding and Launch Timeline:** The CX app is slated for a public launch in **Q2 2025**, after a series of private beta events and a soft launch in late 2024. The company plans to raise growth capital in **Q1–Q2 2025** to fuel user acquisition and venue rollout. By focusing on a clear niche and proven demand (early memberships have sold out rapidly), CX is positioned for accelerated growth with investor support.

Target Audience & Psychographics

I - Our Niche
- Psychographic Five Points
- Directly involved

II - Aspiring
- People who want to be a part of the above
- Signals to other that they are interesting, mainly for dating
- Our young people who want to be involved in our five points

III - Creatives
- Eventually we expand to the broader creative class
- Creative professionals
- Art students, and other aspiring creative

IV - Inspired By
- Normal people who are inspired by all the above.
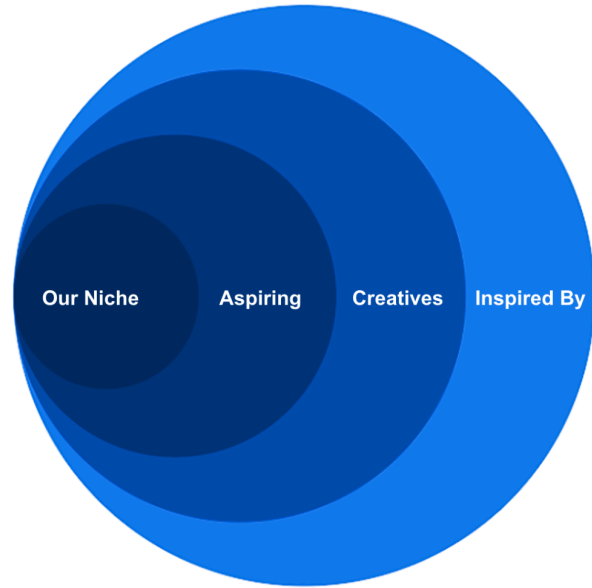
CX targets a **niche-yet-large audience** of creative, forward-thinking individuals who are dissatisfied with mainstream social networks and crave more **meaningful, curated connections**. This audience profile can be described as follows:

- **Demographics:** Intergenerational (primarily 20s-50s age range), professionals or emerging creatives, with an **affluent profile** (many have or aspire to ~$200K annual income). They include entrepreneurs, artists, academics, and culturally influential people in urban centers.

- **Psychographic Alignment:** Members are **values-aligned around "frontier" ideas, holistic well-being, and edge culture.** They are intellectually curious, open-minded, and seek experiences beyond the conventional. Importantly, they view typical social media with skepticism – (according to Pew Research, **64% of people have a negative view of social media** today) – so they are looking for an alternative community platform that feels authentic and enriching.

- **Engagement Segments:** CX's growth strategy recognizes four tiers of audience engagement:

  - **Core Niche Creatives** – the initial loyalists deeply involved in the five content areas (see *Five Points* below). These are the trend-setters and community hosts who actively create content and events.

  - **Aspiring Creators** – younger or less-established individuals who *aspire* to participate in those creative scenes. Joining CX signals their interests and gains

them access to mentors/peers; for many, it's also a social/dating appeal to appear "interesting."

- **Wider Creative Class** – the broader creative professionals and students (the **"creative class" is ~40 million people in the US**) who may not be as edgy but are drawn to high-quality creative content and networking. Over time, CX will expand marketing to this wider segment as the community gains momentum.

- **Inspired Observers** – an even larger global group (100M+ worldwide) who are inspired by creative culture and thought leadership. They might engage as digital followers or event attendees, even if not creators themselves. CX's digital membership (with potentially **unlimited global reach**) can cater to these users with streamed content, discussion forums, and periodic visits to physical hubs.

By focusing first on the niche creative influencers and early adopters, CX builds brand cachet and authenticity, which then attracts the broader circles of the creative community. This psychographic targeting ensures that the community has a **strong cultural identity** from the start.

Market Opportunity and Size

01 Total Addressable Market (TAM)
We believe the TAM is everyone who is looking for a new way to connect outside or traditional dating apps and hyper-scaled social network. $8B - $12B

02 Serviceable Addressable Market (SAM)
Our focus is on people within our niche, of "edge culture" and adjacent communities.

03 Target Market
For our first few years we will focus on New York City and Los Angeles.

04 Market Share
We estimate we can get to $40M in annual revenue in three years, with the focus from above.

$10B – TAM

$2B – SAM

$200M – Target

$40M
Our Share
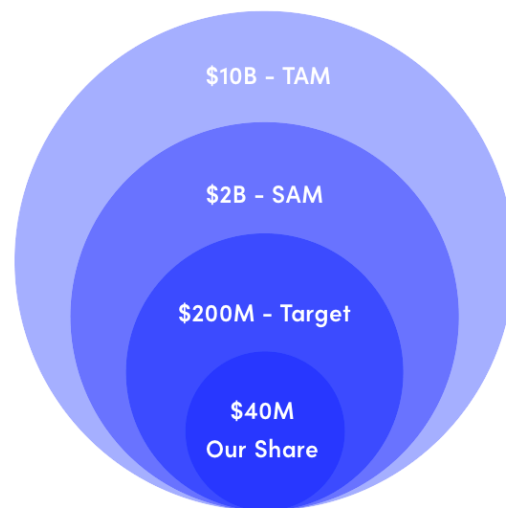
There is a significant market opportunity at the intersection of the creator economy, social networking, and experiential events:

- **Large Creative Class:** In the United States alone, roughly **40 million people** are part of the "creative class" (artists, knowledge workers, cultural creatives). Globally, over **100 million** people could be considered creatives or creative enthusiasts looking for

communities and outlets to connect. This represents CX's **Total Addressable Market (TAM)** in terms of potential users of a creative-focused social platform.

- **Serviceable Market:** CX's initial **Serviceable Market** focuses on major urban centers and digitally savvy users who are already seeking alternatives to mainstream social media. Our early adopters come from metropolitan creative scenes (NYC, LA, etc.), which encompass a few million potential users in the U.S. (a subset of the broader creative class defined above).

- **Initial Beachhead (SOM):** For the first phase (next 2–3 years), CX's **Serviceable Obtainable Market** will be those niche, highly-engaged creatives and their immediate circles in our launch cities. This includes the first ~10,000 membership slots in New York (planned capacity) and similar numbers in Los Angeles and a third city, plus tens of thousands of free digital community members worldwide. In total, the goal is to onboard **50–100K users** in the near-term who fit our psychographic profile. This beachhead can then grow virally given the social nature of the product.

- **Market Trends:** Current social networking platforms are increasingly seen as noisy, inauthentic, or detrimental to mental health – an opportunity for CX to position itself as a **premium, positive alternative**. With **64% of people holding a negative perception of traditional social media** (Pew Research Center), there is a clear demand for platforms that offer **quality over quantity** of connections. Furthermore, studies on the creator economy indicate the creative class is *growing* and actively seeking better ways to network and collaborate. CX sits at the convergence of these trends, offering a solution tailored to creatives' needs.

- **TAM Monetization Potential:** In addition to user count, the spending potential is significant. Creative professionals and enthusiasts invest in personal growth, events, and networking: CX's model taps into **subscription revenue, event ticketing, and F&B spend**. With a $75/month premium membership and additional event sales, a fully scaled CX could capture a share of a **multi-billion dollar market** (for instance, **$100M+ in annual digital revenue** is attainable at scale through global subscriptions and content offerings). This does not include sponsorships or partnerships, which represent additional upside as the community grows.

In summary, CX is targeting a sizable and underserved market of creatives who are dissatisfied with existing platforms. By starting with a focused segment and expanding outward, we can realistically capture a meaningful portion of this market in the coming years.

Product and Brand Positioning

CX is positioned as a **premium community platform** that blends **digital and physical experiences**. The brand stands for **cutting-edge creative content, genuine connection, and exclusivity with purpose**. Our product has two key pillars:

- **The CX App (Digital Platform):** A members-only social network and content hub where users can discover niche content, engage in discussions, and connect 1:1 or in interest-based groups. The app's content strategy is centered on depth and relevance rather than mass appeal – it showcases podcasts, articles, discussions, and user-generated posts aligned with our five content themes ("Five Points"). Gamification (badges, invites) and community management ensure high engagement among members. The app also serves as the gateway for event discovery and ticketing, blending online and offline engagement.

- **Physical Spaces & Events:** CX will partner with operators to run our flagship venues (starting in NYC, then LA, etc.) that function as **clubhouses for creatives** – hosting salons, workshops, performances, and social mixers that bring the community to life. These spaces are intimate and curated, providing the kind of networking and serendipitous encounters that generic co-working spaces or bars don't. In 2023, the team validated demand through pop-up events and a private "speakeasy" experience (under the stealth name *Secret*). Going forward, recurring events (some open to free-tier members or guests via day passes) will drive buzz and serve as a marketing funnel into paid memberships.
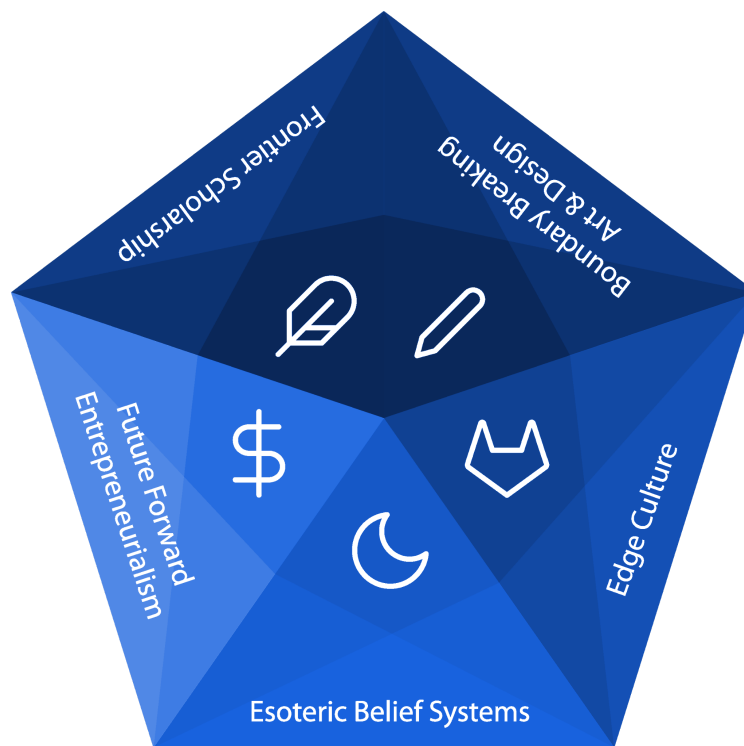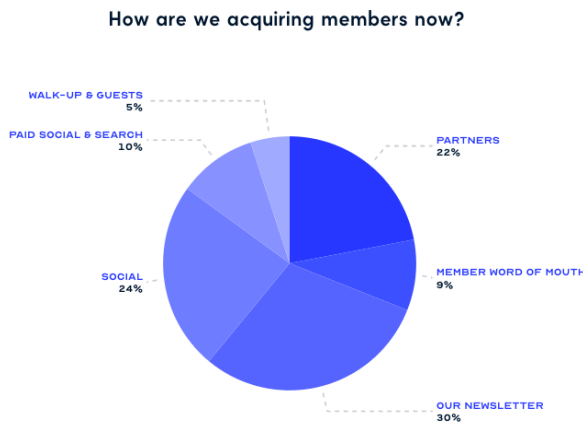
Brand Differentiation: CX's content and programming are deliberately *niche and provocative* to set us apart from mainstream clubs or social networks. We focus on **"psychographic alignment"** – attracting those who resonate with our unique mix of themes. The core content pillars, known as the **Five Points**, define CX's brand persona:

- **Frontier Scholarship:** Unconventional academia and fringe intellectual pursuits beyond the mainstream. (Think edgy, avant-garde research, alternative history, off-curriculum studies that spark deep discussion.)

- **Future-Forward Entrepreneurialism:** Non-conformist perspectives on technology, entrepreneurship, and human evolution. This includes candid founder stories, debates on AI and post-humanism/pro-humanism, and other visionary business topics that challenge the status quo.

- **Boundary-Breaking Art & Design:** Avant-garde art, performance, and design that push boundaries outside traditional institutions. From underground art scenes to experimental dance and indie fashion, CX showcases creativity that might be too edgy for galleries or corporate venues.

- **Edge Culture:** Cutting-edge subcultures and nightlife. This ranges from electronic music and DIY rave culture, to punk and hip-hop scenes, to alternative lifestyles (e.g. BDSM and polyamory communities, body modification art). These cultural movements bring an energy and authenticity that appeal to our members.

- **Esoteric Belief Systems:** Spiritual and philosophical explorations outside the norm. Topics include Jungian psychology, hermetic and ancient wisdom traditions, modern astrology, consciousness and frequency exploration, and plant medicine ceremonies. CX provides a forum for serious discussion of these often-marginalized interests.

By curating content around these Five Points, CX positions itself as **the go-to community for "the creative edge"** – a place where members can find content and people they *can't* on LinkedIn, Facebook, or even Soho House. This sharp brand positioning not only attracts a passionate user base but also makes CX *highly defensible*: it caters to a culture that is self-selecting and enthusiastic, fueling strong word-of-mouth.

Acquisition Strategy: Top-Down and Bottom-Up

WALK-UP & GUESTS
5%

PAID SOCIAL & SEARCH
10%

PARTNERS
22%

SOCIAL
24%

MEMBER WORD OF MOUTH
9%

OUR NEWSLETTER
30%

Build virality into the product.
Make referrals a core part of the product and encourage word of mouth.

Drive acquisition through paid social & search.
We will increase our spend on paid social & search once our conversion funnel is tight/final and trackable.

Leverage our partners/influencers.
We will also have a top down approach with partners, influencers and "hosts" incentivized with equity.

To rapidly scale its user base while maintaining community quality, CX employs a dual acquisition strategy combining **top–down ambassador outreach** and **bottom–up virality**:

- **Top-Down Ambassadors:** CX is seeding growth through a **"host" program** – recruiting about **100 influential creators/influencers** in our target domains to act as community ambassadors. These individuals (artists, thought leaders, event curators with existing followings) are invited to host events and bring their networks onto the platform. They are **incentivized with equity stakes and exclusive access** (e.g. each host who meets certain engagement milestones earns a ~$2,500 equity grant and free use of the CX space for their own events). The goal for 2025 is to onboard **~250 host ambassadors** (anticipating that perhaps 20% will actively deliver results). If ~50 of these hosts fully activate, each contributing an estimated 1,500 members, this channel can generate on the order of **75,000 new (free-tier) members**. In addition to pure user acquisition, this strategy also populates the platform with high-quality content and events, since these ambassadors are content generators by nature. It's essentially an **affiliate/partner model** tailored to community leaders.

- **Bottom-Up Viral Loops:** Concurrently, CX drives organic growth through **member referrals and network effects** built into the product. Upon joining, each member is encouraged to **invite at least 7 friends** from their personal network to try the app (leveraging in-app invite links and social sharing). To motivate this, CX offers substantial rewards – for example, if a member successfully invites seven new sign-ups, they receive a significant **discount on their membership fee** or other perks. This not only brings in new users at near-zero cost, but also creates tighter social graphs within the app (friends inviting friends). Our target is to achieve a **viral coefficient >1.2**, meaning every member, on average, brings in more than one additional member. Early testing in the private beta has shown promising uptake of invite incentives. As the public launch rolls out, we will double down on referral marketing (in-app prompts, referral contests,

etc.) to amplify this bottom-up growth.

These two approaches reinforce each other: the **top-down hosts** draw in large communities at once (often via events or content that get buzz), while the **bottom-up referrals** ensure that new members are motivated to propagate the growth. Together, this strategy keeps customer acquisition costs low and community authenticity high (since new users come via trusted relationships or respected creators).

Conversion Funnel & Unit Economics

01 **Impressions**
This is a mix of partners, influencers, organic social, paid social, press & publicity

02 **Click-throughs**
This is who is landing on the website

03 **Downloads**
Everyone who installs the app.

04 **Accepted**
All those who complete and application and are accepted into the community.

1,000,000
impressions

50,000
click-throughs (5%)

12,500
downloads (2.5%)

2,500
Accepted (20%)
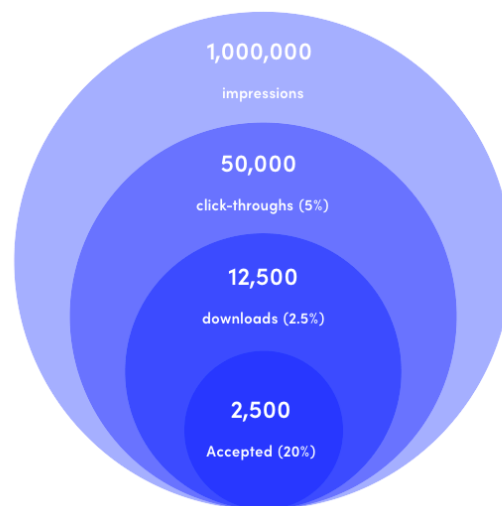
CX's marketing funnel is designed to efficiently convert a broad audience interest into engaged, paying members. We track each stage of the funnel with associated costs and conversion metrics, optimizing for a sustainable **Customer Acquisition Cost (CAC)** relative to lifetime value:

- **Awareness -> Site Traffic:** We drive top-of-funnel awareness via social media, PR, event marketing, and targeted ads. On average, **website visits cost ~$0.25 each** through paid marketing (while organic traffic is growing as well). Our goal is to activate about **1 million impressions** per month (50% organic, 50% paid) which translate into roughly **100,000 site visitors** monthly. At a $0.25 paid cost, that's about **$12,500/month** on paid media for 50k paid clicks (matched by ~50k organic visits).

- **Site Visitor -> App Download:** The website and landing pages promote the value of joining CX (with testimonials, sneak peeks of content, event calendars, etc.). We see roughly a **25% conversion from visit to app sign-up** (free tier). That yields ~25,000 new app downloads per month from 100k visitors. Our effective cost per app install is about **$1.00** (since many visits are free or word-of-mouth, the marginal paid cost per

install is low).

- **App Signup (Free Member) -> Active User:** Once someone creates a free account, the focus is on activating them – getting them to fill out their profile, consume content, and attend an event (virtual or in-person). Our product team's OKRs target that **at least 25% of all members are monthly active users (MAU)**, and **10% are daily active (DAU)**, with rich in-app engagement (posts, messages, event RSVPs). The community design (niche content, events, and the referral incentives) supports these activation goals. We also aim to keep **monthly churn below 30%** in the free member cohort through ongoing engagement. With these benchmarks, the effective cost per *active* free member is kept low – about **$5** per active free user acquired (blending those who churn out quickly at low cost and those who stay).

- **Free Member -> Paid Conversion:** Converting free members into paid subscribers (the core of our revenue model) is a critical funnel stage. We offer a premium membership ($75/month) which grants unlimited event access, exclusive content, and other perks, while free users have limited access (e.g., a few free events or content pieces as a teaser). We project roughly **10% of free members convert to paid** given the value proposition and early data. At that conversion rate, our blended **CAC per paid member is ~$50**. This assumes some marketing cost is spread over those who don't convert; however, as the community grows, a larger share of conversions will come from engaged organics (further lowering CAC). Notably, during our stealth phase, we achieved initial paid signups with effectively $0 paid CAC, indicating the strength of word-of-mouth when the product resonates.

Overall, these unit economics are attractive. With a target LTV of >$1,000 (a paying member who stays ~14+ months would hit this, not counting additional event spend), even a $50 CAC yields an **LTV:CAC ratio of 20:1**, which is excellent. We will reinvest in growth as long as we maintain strong LTV/CAC, using performance marketing tactically to supplement the primarily organic growth engine. Furthermore, as **scale increases**, we expect **CAC to decline**: larger member networks and brand awareness will drive more unpaid traffic (referrals, press, inbound interest), improving the efficiency of each dollar spent on acquisition.

(Note: All funnel metrics above are subject to ongoing optimization. The team continuously experiments with onboarding flows, paywalls, and marketing channels to improve conversion rates. For instance, improving the free-to-paid conversion from 10% to 15% would substantially boost revenue without additional acquisition spend.)

Go-to-Market Roadmap (2023–2026)

CX has a clear phased rollout plan, ensuring that marketing and product development align with community growth at each stage:

- **2023 – "Secret" Stealth Phase:** In 2023, the focus was on proof-of-concept within a closed community. Operating under a temporary brand name "Secret," we onboarded an initial cohort of ~1,000 paying members purely through personal networks and exclusive events. During this period, there was **no public marketing, no social media presence** – growth was driven by FOMO and insider appeal. We hosted numerous small-scale events (over 200 events by Q3 2023) to refine our programming and build buzz among tastemakers. This phase validated that there is high demand for what CX offers (memberships even **sold out** early on) and provided feedback for the app's beta version.

- **2024 – Official Launch of CX:** The latter half of 2024 is about emerging from stealth and launching the **CX brand to the public**. Key activities include a series of **pre-launch events in summer 2024** to re-engage the community and attract press attention, culminating in the **official launch event in mid-September 2024**. Around this time, we roll out the CX app to our waitlist and early adopters, while still keeping an aura of exclusivity. Marketing efforts ramp up: we'll introduce social media channels (highlighting our unique content and events), begin selective PR (thought leadership pieces, profiles in culture/business media), and build partnerships with aligned organizations (e.g., creative schools, conferences) to spread the word. By the end of 2024, our aim is to have ~5,000 members on the platform and a solid pipeline of interested users for 2025. This sets the stage for scaling.

- **2025 – Beginning of Scale:** In 2025, CX moves into a growth phase, both digitally and physically. **Q2 2025** marks the **public launch of the CX app** – removing any waitlist so that anyone from our target market can sign up. Concurrently, we plan to **raise a funding round in Q2–Q3 2025** to support expansion. Marketing spend will increase strategically, maintaining a roughly 50/50 mix of organic vs. paid acquisition (per our funnel economics). Mid-year, we will open our first **flagship physical space in New York City (targeting Q4 2025)**. The NYC hub will not only drive a new revenue stream (through membership dues and events) but also serve as a living advertisement for the brand – a place where press can be invited and potential members can taste the CX experience via guest passes. Late 2025 might also see early groundwork for Los Angeles (community meetups, scouting for venue). By the end of 2025, with the app fully launched and NYC space operational, we target reaching the **50k+ user and 2.5k paid member milestones** mentioned earlier, and hitting ~$250k in monthly revenue.

- **2026 – National Expansion:** In 2026, CX will leverage its momentum to expand geographically and scale the community nationally (and eventually globally). The **Los Angeles location is slated to open by Q4 2026**, establishing a bi-coastal presence. We will also explore a third city (potentially another cultural hub like London, San Francisco, or Miami) through partnerships or pop-up experiences as a precursor to a physical site. On the digital side, 2026 is about solidifying CX as *the* platform for creative networking: we will invest in content (e.g., original podcasts or video series highlighting our Five Point themes) to engage a growing global audience. By 2026's end, the goal is to have **100,000+ members on the app** and multiple thousands of paying subscribers

across at least two major cities, firmly proving out our model in different markets. Beyond 2026, the vision is to **scale to additional cities and a global membership**, but with the playbook established in the first two markets.

Throughout this roadmap, our strategy emphasizes **controlled growth**: we combine **exclusive, buzz-worthy events** (to drive demand) with careful community management (to maintain quality). Each phase has clear success metrics (e.g., member count, engagement, revenue milestones) that inform the go/no-go decisions for scaling to the next phase.

Projected Growth: Three-Year Membership & Revenue Outlook

Based on our current traction and planned go-to-market execution, we have a realistic growth trajectory for both membership and revenue over the next three years:

- **Member Growth Projections:** We anticipate growing the total member base from ~1,000 at the end of 2023 to **over 100,000 by 2026**. This includes both free and paid members. The paying subscriber count is expected to rise from ~1,000 in 2023 (initial cohort) to **2,500+ by end of 2025**, and continue toward roughly **10,000 by 2026** as we expand to new cities and convert more free users. These figures correspond to the earlier discussed targets (e.g., ~5%–10% conversion of a growing free user pool). Notably, the **community engagement** is projected to remain high – with continued focus on the niche content and networking benefits, we aim to keep monthly active users at or above 25% of total members. By 2026, having 100k members with that engagement level would make CX one of the leading platforms for creatives.

- **Revenue Projections:** Revenue will scale with the member growth, through a combination of **subscription fees, event ticket sales, and in-venue spending**. In 2023, even with limited operations, CX generated about **$1.5M in revenue in just six months** (approximately from membership dues and event sales in the pilot phase). For 2024, with the official launch, we expect a modest increase as we re-invest in growth (many users will still be on free trials or discounts to stimulate adoption). The big inflection comes in 2025: by hitting ~2,500 paying users and opening the NYC venue, we target an **annualized revenue run-rate of ~$3M by Q4 2025**. This assumes revenue streams per member consistent with our pricing ($900/year from subscription, plus ancillary spend). Moving into 2026, if we indeed grow paying members toward 10k and open LA, annual revenues could reach on the order of **$8–10M** (or more, particularly as **digital-only revenue** from a larger global free user base starts contributing via sponsorships, upsells, or a possible premium content tier). We have set an objective of **10% monthly ARR growth in 2026**, which roughly triples revenue over that year – a pace in line with transitioning from startup to scale-up.

- **Cost and Profitability:** On the cost side, the major expenses scaling up will be marketing (customer acquisition), team expansion, and operating costs for physical spaces. Our plan targets breakeven/cash-flow positive by early 2026, which is achievable if we hit our revenue and CAC targets. High gross margins (typical of software/content businesses) on the digital side, and careful capacity planning on the physical side (e.g., running venues at profitable utilization), mean that the business can attain profitability at relatively low tens of millions in revenue. Post-2026, as growth continues, we would reinvest in new locations and possibly content production, but the unit economics of each city/community are projected to be strong (each fully utilized city hub can drive ~$9M in annual revenue at healthy margins).

Overall, these projections reflect a **high-growth subscription business** augmented by real-world experiences. By year three, CX aims to demonstrate not only a large user base but also a solid revenue model with potential for further scale (especially through digital scalability). Investors can take confidence in the fact that growth assumptions are backed by early indicators (e.g., conversion rates, waitlist sign-ups, event attendance) from our pilot and launch phases.

Traction & Proof Points to Date

In the past year, CX has built a foundation that de-risks many aspects of the concept. Key proof points include:

- **Paid Community Demand:** In Q2 2023, during our stealth "Secret" phase, we **sold out 1,000 membership slots** almost entirely via word-of-mouth. This initial member base was acquired with effectively **$0 CAC**, indicating very strong product-market fit among the target audience. People were willing to pay for CX even in beta, confirming the appetite for a curated creative community.

- **Active Engagement:** By Q3 2023, we had **hosted over 200 events** in New York (and a few in Los Angeles) featuring **world-class speakers and performers** from our Five Point domains. These ranged from intimate salon discussions to underground music nights. The consistent high turnout and member enthusiasm proved that CX can drive engagement offline. Many events had waitlists, and members spent an average of $55 per person on food & beverage at events – demonstrating additional revenue potential and member willingness to invest in experiences.

- **Revenue Generation:** In a limited launch, CX has already generated significant revenue, underscoring the business viability. We earned **$1.5 million in revenue in the first 6 months of 2023** (combining membership fees and event revenue). This was achieved without any formal marketing, purely through community buzz. It validates that our pricing ($75/month membership, plus paid guest tickets) is palatable to customers and that they see enough value to pay for CX's offerings.

- **Fast-Paced Growth (Early 2024):** In Q1 2024, we conducted a **private launch of the CX app** to a select group of users (invitation-only). The response was extremely encouraging: the initial batch of "early access" memberships **sold out within 14 hours**. This rapid uptake, even before any mass marketing, indicates a strong viral potential and pent-up demand. It also provided us with a fresh wave of user feedback to refine the app before wider release.

Together, these traction points show a clear trend: **CX resonates deeply with its intended audience.** They not only sign up when they hear about it, but they also stick around and engage (our churn in the pilot was low, and referrals were high). This early momentum gives us confidence in scaling up – with additional capital and the full launch, we can accelerate growth knowing that the concept has been battle-tested on a smaller scale.

Key Financial Metrics at a Glance

10,000	$75	$55	$30
Memberships to be Offered in New York	Monthly Membership Fee	Average F&B Spend Per Person Per Event	Average Cost For a Guest Pass

3	$9M	Unlimited	$100M+
Cities Launched Within the Next 5 - 7 Years	Projected Membership Revenue Per City	Global Digital Memberships	Potential Annual Digital Revenue

Finally, here are some of CX's key financial and operating metrics that outline our model's economics and capacity:

- **$30** – Average **guest pass price** for one-off event attendance. (This is the fee non-members pay to attend a CX event, which drives revenue and also serves as a lead generator for memberships.)

- **$55** – Average **Food & Beverage spend per person per event**. (On-site F&B sales are a supplementary revenue stream; our venues encourage socializing, with bars/cafes that members and guests use during events.)

- **$75** – **Monthly membership fee** (recurring subscription). This price grants full access to the app and physical events. It positions CX as a premium offering but still attainable for our professional target users.

- **10,000** – **Memberships planned in New York City** at full capacity. (The NYC flagship space will accommodate roughly 10k paying members in its first phase, balancing exclusivity with scale. This number also aligns with the point at which we'd generate about $9M/year in NYC subscription revenue.)

- **$100M+** – **Potential annual digital revenue** in the long term. (Because digital memberships/content have no physical capacity constraints, if CX captures even a fraction of the 100M global creatives as subscribers or pay-per-view content consumers, the upside in digital subscription and media revenue exceeds $100 million annually. This illustrates the scalable portion of the business beyond the city clubs.)

- **Unlimited** – **Global digital memberships available.** (Whereas physical club memberships might be limited per city for experience quality, the online community can grow without a hard cap. This enables network effects to compound globally, and CX can offer lower-tier or content-only subscriptions to an unlimited audience as a future growth lever.)

- **$9M** – **Projected annual membership revenue per city** at capacity. (Each city like NYC or LA, with ~10k members paying $900/year, can generate about $9M in subscription revenue, not including event tickets or F&B. This figure helps model the returns as we add city chapters – e.g., 3 cities could yield ~$27M/year just in membership fees once mature.)

- **3** – **Cities in the expansion plan (next 5–7 years).** (Our mid-term plan is to establish CX presences in three key cultural cities. New York and Los Angeles are first, with a third city to follow – chosen based on market demand and strategic fit. This disciplined expansion approach allows us to refine the model and de-risk each launch, rather than stretching too thin too fast.)

These metrics underscore a business that has **strong unit economics and room to scale**. High average revenue per user (ARPU, thanks to the membership fee and event spend) combined with controlled costs means each city operation can be profitable on its own. Meanwhile, the digital side provides **high-margin scalability** on top of that, turning CX into a hybrid model with both exclusive local communities and a global online presence.

Our Past, Present & Future

Our past was focused on experimenting with the core audience of our founder, William Etundi Jr. Now in our present era we expand that reach via our curatorial team, selling on hospitality and providing access to rare spaces. In the future, as the app scales, the technology will be the

center of the offering with the events and spaces acting as marketing for the digital network and our AI concierge system.

Past

Present

Future

2022 - 2023

2024 - 2025

2026 - Beyond

The "Secret" Era
Test & prove the concept while in stealth.

Focus on Hospitality
Work to cash-flow positive, by focusing on hospitality enabled by the app. The events are our killer feature and drive membership sales.

Focus on Scale
Utilize our flagship spaces to drive membership while scaling the app/community globally. Iterate on Cleo, become a leader in applied voice AI.