• ARCBASE — AUTHORITY INFRASTRUCTURE FOR ENDURING PERSONAL BRANDS

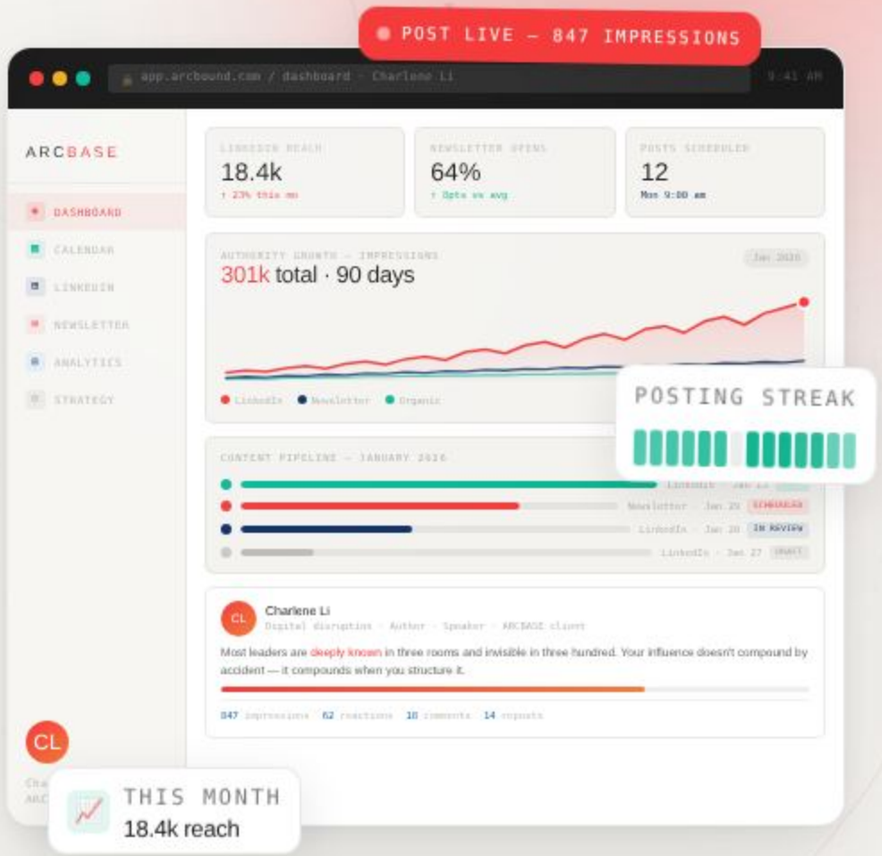
# Your expertise is real. Your *platform* isn't built yet.

ARCBASE is Arcbound's 24–36 month managed authority partnership — the operating layer beneath everything you publish, launch, or build publicly.

• APPLY FOR ARCBASE

SEE HOW IT WORKS →

| 1M+ | 300k | 3 yr |
|---|---|---|
| TEDX VIEWS ONE CLIENT | MONTHLY IMPRESSIONS | AVERAGE PARTNERSHIP |




LIVE EVENT · MAY 14
We'll be at Web Summit Vancouver
CLICK TO EXPAND ↗

## Authority compounds

**DAYS 60–90**

### Establish clarity

Positioning locked. Digital estate live. Voice defined.

**MONTH 6**

### Build rhythm

Content running. Audience recognizing your perspective.

**MONTH 12**

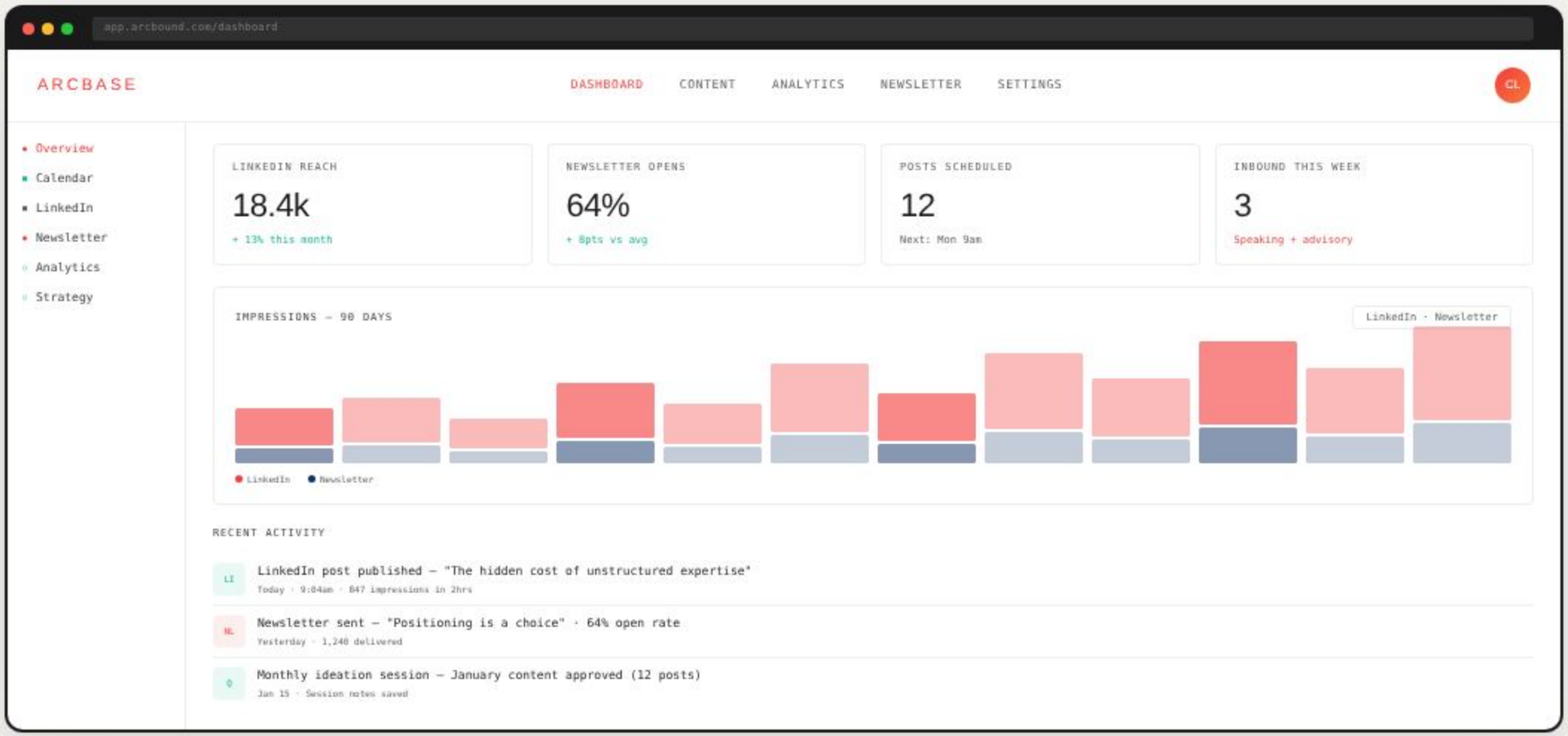
### Create recognition

Inbound starting. Invitations arriving. The market placing you.

**YEAR 2**

### Create leverage

Opportunities arriving pre-sold. Authority working independently.




CONTENT CALENDAR — JANUARY

NEWSLETTER EDITOR — JANUARY EDITION

Former CEO, Altimeter Group

+9,000 newsletter subscribers

+18k new social followers

3+ YEAR CLIENT

public

1M+ TEDx views on YouTube

Book Published with major publisher

3+ YEAR CLIENT

+60% LinkedIn following growth

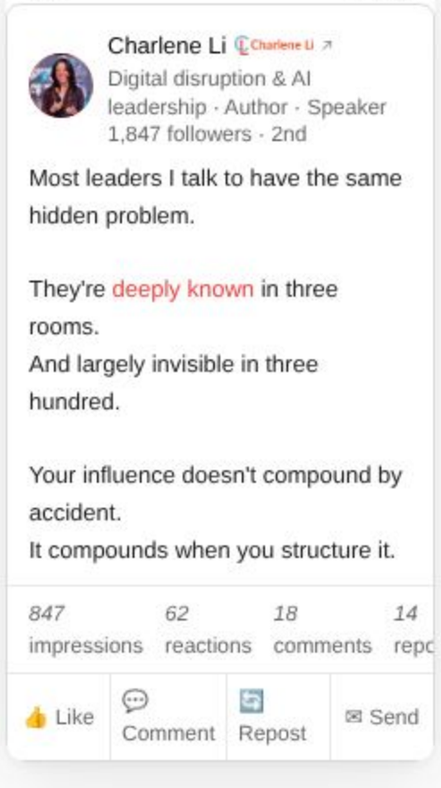
300k+ monthly impressions

2+ YEAR CLIENT

...

BRAND DEVELOPMENT CLIENT

SAMPLE LINKEDIN POST




## THE CHALLENGE

- → Books, research, speaking, advisory across disconnected vendors
- → No unified platform or consistent voice at scale
- → Needed a digital home — bookable, referable

## WHAT ARCBOUND BUILT

- → Unified positioning and visual identity
- → Digital home consolidating her full body of work
- → Replaced multiple vendors with one engine
- → Consistent LinkedIn + newsletter system

## RESULTS — 18 MONTHS

**+7,780**
Newsletter subscribers

**+15,559**
New social followers

**20.4k**
Views, top newsletter

• BY APPLICATION ONLY — 2026 COHORT

# Built for the *few* who are ready.

ArcBase is a 24–36 month managed authority partnership with Arcbound's senior team. We accept a small number of operators, founders, and authors per cohort — people whose expertise is real and whose platform deserves to match it.

| <12 | 24–36 | 1:1 |
|---|---|---|
| SEATS PER COHORT | MONTH ARC | SENIOR TEAM |

WHAT HAPPENS NEXT

01 We review your application personally.

02 If there's a fit, we book a 30-minute discovery call.

## Apply for ArcBase Beta

A QUICK INTRO — TAKES UNDER A MINUTE

FULL NAME *

Jane Doe

WORK EMAIL *

you@company.com

WHAT ARE YOU INTERESTED IN? *

MANAGED SERVICE
DONE-FOR-YOU AUTHORITY PARTNERSHIP

ARC OS (SELF SERVE)
EARLY ACCESS PLATFORM

LINKEDIN URL (OPTIONAL)

linkedin.com/in/your-handle

Paste any LinkedIn link — we'll figure it out. Leave blank if you'd rather not share.

PHONE *(optional)*

+1 ...

REFERRED BY *(optional)*

Name of the person who referred you

• SUBMIT APPLICATION

Your information is private.

ARCBOUND ADMIN

CLIENTS

- Arc Launch
- ArcBase
- Submissions
- + New Client

APPS

- Apps

SALES

- Sales

SETTINGS

- Settings

Sign Out

WORKSPACE

# CLIENTS

Active engagements across Arc Launch, ArcBase, and inbound submissions.

ARC LAUNCH (0) ARCBASE (0) SUBMISSIONS (0)

Search by name or website...

No clients in Arc Launch yet.

ARCBOUND ADMIN

CLIENTS

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APPS

- Apps

SALES

- Sales
  - LinkedIn Audit
  - Brand Audit
  - Sales Engine
  - Contracts
  - Site Analytics
  - Nova Signals
  - Applications

SETTINGS

- Settings

Sign Out

# SALES ENGINE

Generate deliverable packages for prospects

Refresh | + New Package

No packages yet.

Create your first package

ARCBOUND ADMIN

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## LINKEDIN AUDIT

Analyze a prospect and generate outreach strategy

LINKEDIN PROFILE URL

linkedin.com/in/username

WEBSITE URL

example.com

Analyze Prospect

SAVED PROSPECTS (0)

No saved prospects yet

Enter a prospect's URLs and click Analyze

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# SITE ANALYTICS

First-party visitor data — geography, journeys, intent.

24h 7d 30d 90d

Filters: Show bots | Show internal | B2B only

Excluded: 0 bots · 0 internal

| Visitors | Pageviews | CTA clicks | Form focus | Identified | Applications |
|---|---|---|---|---|---|
| 0 | 0 | 0 | 0 | 0 | 0 |

No qualifying visitors in this window.

Try expanding the date range or toggling filters.

CLIENTS
Arc Launch
ArcBase
Submissions
New Client

APPS
Apps

SALES
Sales

SETTINGS
Settings
Admin Team
Visual References
Invite Admin

Sign Out

INTERNAL · NEVER SHOWN TO CLIENTS

# VISUAL REFERENCE LIBRARY

Inspiration auto-injected as visual reference into client graphic generation alongside their brand guidelines.

Drag & drop, paste, or click to upload
Copy any image from the web and press ⌘V anywhere on this page.

Auto-tagged by AI

All 0 | Quote card 0 | Statement 0 | Carousel 0 | Infographic 0 | Diagram 0 | Poster 0 | Editorial 0 | Other 0

Search tags, notes…

No references yet — drop, paste, or upload to seed the library.

Nova
ARCBASE KICKOFF

KICKOFF · READY WHEN YOU ARE

# LET'S BEGIN YOUR KICKOFF.

Nova will walk you through what this phase looks like, why it matters, and how to set the foundation for everything that follows. Headphones recommended. About two minutes.

BEGIN WITH NOVA →

SKIP TO INTAKE

ARCBOUND
Visual Discovery OS

- Project Setup
- Perception Lab
- Brand DNA
- Taste Discovery
- Color Palettes
- Font Selection
- Logo Inspiration
- Logo Symbolism
- Logo Concepts
- Review
- Creative Brief

Discovery Progress 0%

> *"Our goal is to create a visual identity that acts as a vehicle to make your core message and brand ethos even more impactful."*
>
> — ARCBOUND

STEP 01 — PROJECT SETUP

# LET'S BEGIN YOUR VISUAL DISCOVERY

We'll capture your brand essence and translate it into a visual direction that makes the right people know who you are before you say a word.

Brand / Company Name *

e.g. Arcbound

LinkedIn Profile URL

We'll analyze your profile to understand your brand positioning and auto-generate your identity & vision.

https://linkedin.com/in/yourprofile

Analyze

Website URL (if exists)

We'll analyze your website to understand your current positioning, messaging, and visual direction.

https://yoursite.com

Analyze

NAMING ENGINE — PUBLIC BETA

# NAME YOUR BRAND IN 20 MINUTES.

Give us anything you've already written — a website, LinkedIn, manifesto, About page, or pasted notes. We'll read it, distill your DNA, and forge a shortlist of names with availability checks.

BRAND OR PERSON NAME

e.g. Northwind Studio

☐ This is a personal brand (built around an individual)

TELL US IN YOUR WORDS

What do you do, who's it for, what's the bigger ambition?

SOURCES WE'LL READ

WEBSITE

https://…

ANALYZE

LINKEDIN (PERSONAL OR COMPANY)

https://linkedin.com/in/…

ANALYZE

01 How do you use AI in your approach and how does it impact the customer experience?

AI is woven into every layer of ArcBase, but it never replaces the senior strategists, writers, and designers driving your arc. We treat AI as the connective tissue between discovery, delivery, and growth — it accelerates the parts that should be fast (research synthesis, transcript mining, asset generation, scheduling, draft scaffolding) so our team can spend their time on the parts that matter most: positioning, narrative, taste, and judgment.

For you, that means a noticeably different experience. Discovery interviews are converted into a living Brand DNA the moment we hang up. Calls become content drafts within hours, not weeks. Visual direction, sitemaps, and copy are generated against your specific strategy — not generic templates — and reviewed, edited, and approved by humans before anything reaches you. The output feels deeply personal because the inputs are: your transcripts, your aesthetic taste, your audience, your goals.

The net effect is a smaller, more senior team producing the volume and quality of a full agency — without diluting your voice or slowing the cadence.