Arc Launch.

We start with discovery, uncovering your brand strategy as a real-world asset. From there the engagement builds your digital foundation and keeps your ideas in motion: the website, the newsletter, the LinkedIn content, and a video program cut for the platforms where your audience already spends its time.

WEBSITE

Brand strategy, visual identity, and a custom site

We develop your positioning, then design a complete visual identity around it: color, typography, and layout working as one system. The site is designed and built to hold your whole body of work, so the book, the teaching, the speaking, and the consulting live under one roof.

NEWSLETTER

A newsletter, set up and produced

We design the newsletter, bring your existing contacts along from day one, and produce it on a monthly cadence. It becomes the owned channel your ideas travel through between books, classes, and talks.

LINKEDIN

LinkedIn content, written and published

Three posts a week, drawn from your ideas and written in your voice, keeping you present with the professional audience you have already built.

VIDEO

Short reels, edited and ready to publish

Up to eight reels per month, edited in your visual identity and delivered ready to post. One virtual studio session covers the recording.

INSTAGRAM

SELECTED REELS

01 ·	02 ·	03 ·
FRAME.IO	INSTAGRAM	LINKEDIN

THE ENGAGEMENT

The Arc Launch foundation runs 2,100 monthly. Video, outreach, and placement programs are available as add-ons on the following page.

[redacted]

PER MONTH

Add-ons

Each program below layers onto the Arc Launch foundation and can be added or removed as the engagement evolves.

ADD-ON	PRICING	SCOPE
Second website	/ month	Development and ongoing support for DevanKapoor.com alongside HumanoidLandscape.com.
Email and LinkedIn outreach engine	/ month	Custom email campaigns by audience and ICP, LinkedIn outreach, prospect research, engagement development, and metrics reporting.
Short-form video	/ month	Up to eight short-form reels per month, edited in Devan's visual identity and delivered ready to publish. One virtual studio recording session included. Published across Instagram Reels and YouTube Shorts.
Television interviews	per secured interview	Performance-based placement. Devan pays only when an agreed-upon television interview is secured.
Podcast placement package	one-time, paid up front	12 guaranteed lower- to mid-tier podcast appearances. The final number and rate require confirmation.

Performance targets, Phase 1

These are framed as reasonable shared objectives rather than unconditional guarantees.

Tighten the core book website, HumanoidLandscape.com, by mid-September, setting the stage for the launch of DevanCapur.com at a later date, ideally before February 2027.

At least 75 legitimate Amazon reviews.

Most reviews will come from Devan's network, given minimal social and email infrastructure today. Arcbound commits to five copies and reviews from our internal team, a feature in the community notes section of our newsletter, and a guest appearance on The One Away Show.

100+ purchases concentrated in the first two weeks of launch, pursuing an Amazon category bestseller designation.

Bryan will work with Devan on launch strategy and network mobilization, so Devan can run the process with a pre-committed network.

A minimum newsletter audience of 500 people within the first two months.

The ideal starting point is up to 1,000, warming the list for asks down the road.

Several hundred direct launch asks for speaking, book buys, and reviews.

Bryan will work with Devan on the communications.

A coherent, consistent brand presence across the book, website, LinkedIn, and newsletter.

Once we get into January, with launch behind us and the foundation set, we discuss the next set of goals and the focus turns to enduring, consistent, long-term behaviors.

DEVAN'S COMMITMENTS

30 to 40 hours across the first month, moving through the Arcbound process, setting up his network, and working alongside Bryan on launch strategy and mobilization.

Provide Arcbound with access to the manuscript.