Graviten

The Personal Brand Operating System for Referral-Led Enterprises

Scale credibility. Measure trust.

Retain your best producers.

So executives focus on differentiation. Not retention.

From your investor deck (Page 3):

“Revenue follows visibility.”

Trust → Visibility → Conversations → Revenue

The problem?

Time and cost have historically put personal brand infrastructure out of reach.

DIY = 10 hours/week off the sales floor
Agencies = $5K+/month barrier

So most producers stay invisible.

KEY INSIGHT

- If your best producers aren’t consistently visible, they’re replaceable on paper—even if they’re irreplaceable in reality.
- Visibility isn’t a marketing tactic. It’s a retention moat.
- Uneven visibility creates uneven revenue performance. Graviten closes that gap at scale.

ENTERPRISES ARE SPENDING MILLIONS… ON BROKEN SYSTEMS

Template: three_column_pain

From investor deck page 4

CMO Pain

- Can’t scale 100+ sales professionals
- Sellers go rogue
- No attribution

Sales Pain

- Invisible to market
- Fragmented tools
- CRM pulls them off sales floor

Executive Pain

- Retention risk
- Recruiting pressure
- Brand leakage

This isn’t a marketing problem. It’s infrastructure failure.

THE STRUCTURAL FAILURE — THREE STAKEHOLDERS. ONE SYSTEM GAP.

Template: tri_stakeholder_gap



ELEVATED FRAMING

- Execs chase retention.
- Marketing chases governance.
- Sales chases attention.

Graviten closes the system gap.

Until personal credibility becomes infrastructure.

In trust-led markets, revenue is driven by individuals.

But the systems supporting their visibility are:

- [x] Manual
- [x] Fragmented
- [x] Ungoverned
- [x] Unmeasurable

Personal credibility must become enterprise infrastructure. Not perks. Not heroics. Infrastructure.

CRM EVOLUTION INSIGHT

Just as sales evolved from spreadsheets to CRMs, personal credibility is evolving from ad-hoc effort to governed infrastructure.

From investor deck (Page 5)

“Graviten systemizes sales professionals’ personal brands for full alignment and maximum efficiency.”

Fractional CMO for every sales professional

But at enterprise scale.

WHAT GRAVITEN PROVIDES

- Clear positioning inside firm guardrails.
- A consistent publishing engine.
- Relationship intelligence.
- Attribution.

THE GRAVITEN OS (5 CONTROL LAYERS)

Template: five_layer_stack

1 **Brand Builder**

Defines positioning within firm guardrails. Spins up portal websites.

2 **Content Master**

Delivers consistent, personalized content.

3 **Channel Intelligence**

Strengthens referral relationships.

4 **Marketing & Attribution Dashboard**

Ties visibility to revenue.

5 **Performance Management**

Turns feedback into growth insights.

This is not a posting tool. It's an operating system.

7-STEP PERSONALIZATION FLOW

1. Industry context
2. Company context
3. Personal inputs
4. Style guides
5. Medium best practices
6. AI + editorial synthesis
7. Final output

Governed flow ensures inputs are captured once and transformed into compliant, on-brand, and channel-ready assets.

OUTCOMES

- ✓ Aligned
- Compliant
- Personalized
- Scalable

ELEVATED FRAMING

- This is how you scale individual voices without scaling risk.

CAPABILITIES

- Tracks referral relationships.
- Identifies cooling partners.
- Surfaces high-performing networks.

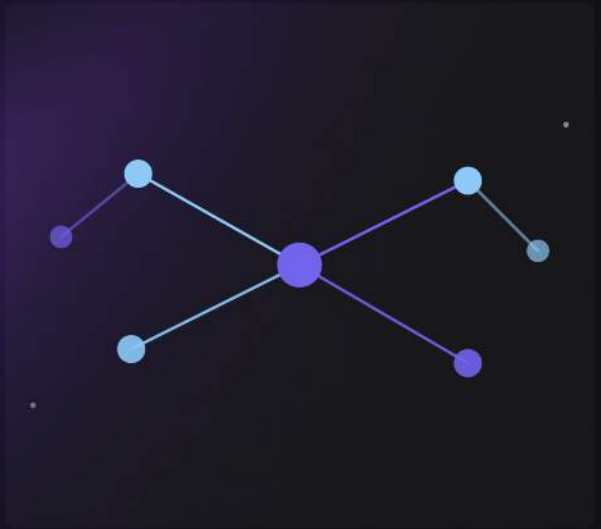
Guesswork → Managed network equity

EXAMPLES

Mortgage
Realtor intelligence.

Wealth
COI + referral mapping.

RELATIONSHIP NETWORK VIEW



High-performing node

Cooling/at-risk partner

Network intelligence transforms relationship-based revenue from intuition into signal.

WHAT LEADERS SEE

- Track interactions
- Map to CRM
- Attribute funded loans
- ROI dashboards

UNDER THE HOOD

- Unique IDs
- Webhook listeners
- CRM match engine
- Immutable audit ledger

DASHBOARD PREVIEW

Illustrative



Board-ready attribution

ELEVATED FRAMING

- **Visibility transitions from soft metric to measurable growth input.**

WHAT THIS CREATES

Template: three_audience_benefits

Executives

- Retention infrastructure
- Recruiting leverage
- Portfolio visibility

Marketing

- Reduced manual lift
- Governance
- Dashboarding

Sales

- Visibility
- Differentiation
- Time leverage

↔ **Graviten aligns executive, marketing, and producer incentives around measurable credibility growth.**

1. **Mortgage** Beachhead
   We prove the playbook in mortgage. Then scale.
2. Insurance
3. Real Estate
4. Wealth

REUSABILITY Cross-vertical

80% reusable across verticals



We prove the playbook in mortgage. Then scale.

ELEVATED FRAMING

- Mortgage validates the wedge: high referral intensity + high producer density = fastest infrastructure adoption curve.

EARLY TRACTION

From page 11 Template: kpi_big_numbers

PILOT REVENUE

[redacted]

became from first enterprise pilot

Validated willingness to pay

MARKET COVERAGE

12.5K pros

Mortgage professionals in database

Foundation for scalable outreach

VOICE OF CUSTOMER

75 interviews

In-depth across mortgage, insurance, RIAs

Clear, consistent pain signals

This is structural pain across trust-led industries — not isolated feedback.

SIMPLE MATH

1–2 closed deals pay for Graviten

PAYBACK TIMELINE



At enterprise level: Recruiting leverage alone justifies platform cost.

ROI COMPOUNDS ACROSS

- Producer-level revenue lift
- Retention + recruiting differentiation
- Operational efficiency gains

DUAL SUBSCRIPTION MODEL

Enterprise + Producer

Enterprise Platform Fee

Firm-wide governance, controls, dashboards

+

ArcBase (Per Producer)

[redacted] / Loan Officer

Activation for producers who want DWY/DFY execution

Dual subscription aligns incentives:

Firm invests in infrastructure. Producers activate visibility.

Terms

36 Months

Option for renewal at Month 18

Partnership note

- Graviten is the operating system.
- ArcBase (via Arcbound) is the managed activation layer for producers who want done-with-you / done-for-you execution.
- Enterprises get software-scale governance + service-layer adoption where needed.

Market context

- AI lowers content barriers
- Fragmentation accelerates

Without infrastructure

- Rogue assets
- Compliance risk
- Brand dilution
- Attribution loss
- Retention risk

Infrastructure with governance wins.

ELEVATED FRAMING

As AI increases content volume, differentiation shifts from creation to control.

IF STRATEGICALLY ALIGNED:

1. Executive demo
2. Identify pilot group
3. CRM integration review
4. 90-day rollout plan

Scale credibility. Measure trust. Retain your best producers.

The firms that win will treat producer credibility as an enterprise asset — not an individual hobby.

Common questions

1 {Insert Question 1 here}

{Insert concise answer or key points here}

2 {Insert Question 2 here}

{Insert concise answer or key points here}

3 {Insert Question 3 here}

{Insert concise answer or key points here}

OPTIONAL CLOSING

Infrastructure Reduces Risk. Fragmentation Creates It.

- Graviten does not create advisor visibility — it governs it.
- It aligns individual producers with enterprise guardrails.
- It measures personal credibility as enterprise infrastructure.