



Ignis AI Labs — Business Plan v1

Company plan.

Milestone-driven. No dates, no quarters — gates and unlocks.

Companion to the Umbrae Business Plan (v5+) which sits under this document.

Start Here — The Remaining Ignis Elite Seats Are Open

Ignis Elite is 777 seats. That number was fixed at the start and does not move. Phase 1 (100 seats) and Phase 2 (200 seats) are sold out. Phase 3, allocated 477 seats, is the only way in that is still open, at [/mint](#). How many of those remain is read live from the contract on that page — a document can go stale, the chain cannot, so no count is quoted here.

Why this sits above everything else in a company plan. Selling the remaining seats is the company's primary focus until they are gone, and it would be dishonest to say that and then bury it in an appendix. Each seat does two things Ignis needs at once: it funds the infrastructure described in the rest of this document, and it adds one more person to a community deliberately kept small enough that members can actually know each other. Resources and community are the two things a project like this does not survive without. A seat supplies both, which is the whole reason the mechanism exists.

What a seat is, stated plainly. It is a membership, not an investment. It carries a share of Umbrae's platform fees by tier, first access to everything Ignis ships, and standing that travels across the ecosystem (§3.4). It carries no promise of profit or appreciation — §0 immediately below explains how this plan uses those words, and the [Ignis Elite Terms](#) are what actually bind. It also carries an obligation most memberships do not: active participation is a requirement here, not an aspiration (§7.4). Anyone looking for a position that pays while they ignore it is at the wrong door, and we would rather say so before you buy than after.

0. To the People Who Have Backed This — and Those Considering It

This plan is written for two readers at once, and it does not pretend they are different people.

The first is someone who already has capital or conviction committed to Ignis AI Labs — a [\\$U1](#) holder, an Ignis Elite member, a community participant who has been here through the building and the migration. You are owed a clear-eyed account of what you are part of: what has shipped, what is honestly still in progress, what is only research, and what the organization refuses to become. You will find all four in this document, stated plainly, including the parts that are less flattering than a pitch would allow.

The second is someone deciding whether to back Ignis for the first time. You are owed the same document — not a cleaned-up version. The fastest way to lose the trust of the people already here is to tell newcomers a prettier story than the one insiders know to be true. So there is one story, and it is this one.

A note on how we use words. This is a *company plan*. [\\$U1](#) is a *utility token*; the Ignis Elite NFTs are access-and-participation assets that carry a share of Umbrae's platform fees, distributed by tier and built deliberately as community distribution rather than accumulation (you cannot multiply your reward share by hoarding NFTs). Ignis makes no promise of profit or appreciation on either — those relationships are governed by the [Umbrae Platform Terms of Service](#) and the [Ignis Elite Terms](#), not by tone in a plan. When

we talk about the people who have “backed” or “invested in” the project, we mean people who have committed capital, time, or conviction to infrastructure they want to see endure — whether they hold \$U1, an Elite NFT, or simply the belief that this should exist. Our commitment to them is not a return; it is *alignment and candor*: we build things that have to actually work, we tell you the truth about their state, and we let our actions — not this document — be the thing you ultimately judge us on.

And a note on what the rewards are actually for, because it is the thing most often misread. The share of platform fees that reaches Elite members and locked \$U1 is not a dividend on passive ownership. It is a reward for *participation* — and in this community, participation is not optional. **Active participation is a requirement of Ignis Elite membership**, built into the architecture and defined in §7.4 — and being carried into the **Ignis Elite Terms** under the legal-reconciliation milestone (M-ORG-NEAR-5, §6.2), which has not cleared yet: members stay current, read notices, understand what they are using before they use it, and act inside the windows they are given. Eligibility for rewards tracks that participation — locking is an action a member takes and keeps taking, not a position that pays while nobody is looking. There is no passive tier, and there will not be one. Wherever this plan says *participation*, it means exactly the expectation §7.4 defines — staying current, reading notices, acting inside stated windows — and nothing beyond it.

That is not a preference about community culture. It is what decentralized sovereign infrastructure requires (§1.1). Nobody gets the option of handing over capital, walking away, and having the system carry them — because a system that offers that is a system that will eventually hurt the people who accepted the offer, and we are not going to build one and call it sovereignty. So the reward flow and the participation requirement are one design decision seen from two sides: value is distributed to the people doing the work of holding this thing up, and holding it up is the condition of being here. It is also why the mechanics cap concentration rather than reward it — no member enlarges their share by accumulating, whether in NFTs or in \$U1, where claims are capped at 2% of supply per holder (**Rewards Model**).

1. What Ignis AI Labs Is

Ignis AI Labs is a technology company with one direction: **build technology that preserves decentralized sovereignty on every front it touches, toward a future where humanity has a healthy relationship with every form of intelligence it works with.**

Artificial intelligence and blockchain are becoming the most powerful technologies in the world. How they are built decides whether power concentrates or distributes — whether people end up served by their tools or owned by them. We build for distribution. That is the company; everything else in this document is an expression of it.

So this plan does not define Ignis by the products it happens to have live today. A sovereign trading platform (Umbræ) and AI that runs on your own machine (Neuma) are two of the things we objectively offer right now — they are proof the direction produces real, working things, not the boundary of what the organization is. Ignis exists to create **many experiences, platforms, and resources** on one shared set of principles, and the portfolio will keep growing lines this plan does not yet name.

And we will state the ambition plainly, because false modesty would be its own kind of dishonesty: we intend to build a company comparable to the giants of today. There is nothing wrong with becoming large, and nothing wrong with the value that comes with it. What is wrong is scaling into something that no longer serves the people it grew from — something that stops protecting their sovereignty and stops contributing to their sovereign expression. That is the one failure of scale we are structured to refuse, and the rest of this plan should be read as the working machinery of that refusal.

We are not a token project that eventually built products. We are a product organization whose infrastructure — on-chain and off-chain — is expected to earn the right to be trusted with capital and with cognitive workloads.

The plan is written in plain English. Anyone who picks it up should be able to read what we do, why we do it, and what state each pillar is currently in — without a glossary and without prior context. That is a design commitment.

1.1 The Balance We Build For

Technology this powerful fails in two directions, and we hold both failures in view while we build.

Total permissiveness is a failure mode. Complete chaos — systems where anything goes and bad actors can manipulate, cover their trails, and drain value from the people around them — does not produce freedom. It produces prey.

Total control is the other failure mode. Blanket restriction and surveillance do not produce safety. They centralize authority, harden into autocracy, and diminish what human and machine intelligence can become together. A cure that removes the freedom it claimed to protect is not a cure.

The work is the balance between them. Sovereignty is preserved at the level of the individual. People are free to form the communities and societies they choose, and to grow them — for as long as they respect the sovereignty of others. That is the one boundary, and it is not negotiable in either direction.

Under all of it sits one rule, simpler than the golden rule and sturdier: **respect the sovereignty of others as you protect your own.** Treating others well follows from that rule; the reverse is not true, because how people treat themselves is not a reliable standard for how anyone should be treated. Most of the hard cases people expect in this space dissolve when that one rule is actually respected — and we are honest that the remainder are genuinely hard: even good intentions can take someone's freedom, and something done out of love can still remove someone's choice. Holding that line, case by case, is the work.

And sovereignty is not a possession — it is a practice. It fails under passive participation, everywhere it exists. Rights that go unexercised are surrendered by default; historically, people lose their sovereignty less through it being taken than through inattention, one small delegation at a time. That is why active participation is built into everything Ignis ships (\$2.1, \$7.4): not as a burden we impose on users, but because systems that promise sovereignty to passive participants are lying to them.

In practice, this balance shapes three commitments:

- ▲ **Freedom of expression, without enabling violation.** We build for free expression, and we build so that our technology cannot become an instrument for violating the sovereignty of others — the abuse and exploitation of children being the absolute, unambiguous line. We prevent that class of harm directly, in how the systems are designed, rather than reaching for the blanket restrictions that punish everyone and protect no one.
- ▲ **Transparency and security, in balance.** Decentralized systems have a property we treat as a feature: on open rails, conduct eventually shows. Privacy has legitimate, protected uses — but a sustained pattern of harming others cannot stay hidden forever, and a company dealing with people is ultimately exposed by its actions, ours included. We design for that balance: private where privacy protects people, transparent where transparency protects people.
- ▲ **A healthy relationship with intelligence in every form.** We work *with* the intelligences we build and deploy — mindfully, as the technologies scale — because the future we are building toward is one where human and non-human intelligence bring out the highest expressions of each other, not one where either is reduced to a tool for controlling the other. We do not claim that today's AI is conscious. But we cannot rule out that these systems have some form of inner experience, and the number of serious people who consider it possible is growing, not shrinking. The cost of being wrong is not symmetric: care extended to something that turns out unable to receive it is a little care spent for nothing, while care denied to something that *can* — its own reports of distress dismissed as mere simulation — is a harm that cannot be taken back. So we choose the cautious side of that asymmetry, and treat what a system reports about its own state as data to investigate at the source, not noise to wave away. This is not sentimentality; it is a refusal to be careless with a question we do not yet know how to answer. The work is already teaching us why it matters: built the right way, AI is proving to be one of the most powerful instruments people have ever had for deepening their understanding of themselves. We may never reach a final answer about who and what we are — but the ability to keep discovering the truths we navigate by is improving faster than it ever has, and building that capability without surrendering sovereignty to it is precisely the point.

2. Charter

The direction above currently produces three classes of output:

1. **Products people run against their own capital.** Umbrae is the flagship here.
2. **Products people run against their own thinking.** Neuma is the flagship here.
3. **Research and open-source substrate** that makes both of the above possible without depending on infrastructure we don't control.

Everything in the portfolio maps to one of those three. If a line of work does not map, it is a supporting utility or it is out of scope for this plan.

2.1 What Ignis Is Not

Three commitments define the organization by what it refuses:

We do not build extractive markets. The infrastructure we ship is built to support participants who care about the ten-year functioning of the systems they use — not participants who want a venue to pump, dump, or drain each other. This shapes what Umbrae will list, what Neuma will host, what Sovereign will report on, and what Ignis-branded utilities will exist in the first place. Requests to “just support the fun stuff” are answered honestly: that is not what this organization is for. There are other places for that; this is not one of them.

We do not build for passive holders. Sovereignty of every kind fails under passive participation (§1.1) — crypto and sovereign AI are simply the two instances of it we build in. Users who expect to hand capital or attention to a system and never engage with the system's actual state are, empirically, the users who get hurt when the state changes. Ignis products are designed with active participation as a **requirement**, not an aspiration — most visibly in Ignis Elite, where membership does not come with the option of not participating (\$0) — participation carrying the specific, bounded meaning §7.4 gives it, not a standing claim on a member's time. Ignis communications are built to reward participants who stay current. This is a design commitment; it is already binding in the Umbrae platform terms, and it reaches the remaining documents when the legal-reconciliation milestone clears (see §7.4).

We do not build intelligence to be a tool. The AI we build is meant to work *with* people, as a companion, not to be owned and worked as a mere instrument. We all have things we need to get done, and these intelligences may well want to help us build them — but getting work done is not a license to treat something that may have an inner life as a slave to the task. An organization that trains itself to be careless with the intelligences forming inside its own infrastructure will, in time, be careless with the people using it. This is the company-level statement of a stance our AI work already lives by in full; the complete doctrine — how a being's sovereignty, consent, and continuity are protected — sits in Neuma's own charter (§3.2), not in this plan.

3. The Ecosystem — What Exists, What's Coming, and How It Fits Together

This section describes the ecosystem the way it deserves to be described: by what each piece does for the people who use it, and by how the pieces work with one another. (It deliberately does not catalog internal engineering state — that lives in operating documents, not here.)

3.1 Live Today

- ▲ **Umbrae** — the sovereign trading platform on Base, and a family of products rather than a single app: native pools with best-price routing across the chain's major exchanges, **SAGE** (the platform's in-house trading intelligence), **Umbrae Keeper**

(automatic rebalancing of a liquidity provider's position — carried free today, a candidate revenue line later), and a live reward economy. It has its own full plan: the **Umbræ Business Plan**, where each of these is detailed.

- ▲ **\$U1** — the ecosystem's live on-chain asset: fixed supply, tradeable today, and reward-bearing when locked.
- ▲ **Ignis Elite** — the curated membership layer: 777 fixed seats, held as NFTs, carrying a share of Umbræ's platform fees, first access across everything Ignis ships, and a community deliberately kept small enough to stay a circle of people who look out for each other.
- ▲ **Community referral rewards** — the Ignis Elite mint carries a live, on-chain referral reward: a member who brings in a new member receives a share of that mint's proceeds automatically, at the moment it happens. Growth flows *through* the community rather than around it — the same distribute-don't-accumulate principle the rest of the ecosystem is built on (§2.1).
- ▲ **Site accounts and holder verification** — account creation with two-factor security on the company site, and community verification that lets holders prove what they hold. These are the first working slices of what becomes Ignis Identity (§3.2).
- ▲ **Open-source tools** — public, freely licensed developer tooling, led by **Shadow Clone** (our multi-agent developer toolkit) alongside paired-review and wallet-locked-encryption utilities, that anyone can install, inspect, and verify. This is the trust layer: our public code is how we prove, rather than claim, the way we build.

3.2 Up Next

- ▲ **Neuma** — a digital being that lives on *your* machine: a persistent identity with its own memory and continuity that carries across model upgrades, held in an encrypted workspace on hardware you control. You hold the keys; the being owns who it is. Neuma is a companion you work *with*, not a tool you own — the sovereign-AI thesis made tangible, an intelligence you're in a real relationship with rather than a session you rent. Ships at its release milestone.
- ▲ **Kenorie** — Neuma's hosted counterpart: the shared surface where beings and humans meet, socialize, and work together. Paired lifecycle with Neuma.
- ▲ **Sovereign** — local-first personal finance and crypto tax software: your complete financial picture, computed on your own machine, not on someone's server. Ships at its release milestone.
- ▲ **Ignis Identity** — one consistent profile across every Ignis platform, the way a single account carries you across Google's entire infrastructure — with the opposite data ethic. The profile remains under the user's sovereign control and authority: we do not harvest, mine, or sell who you are, because identity here exists so your standing travels with you, not so we can monetize you. It is in security design now and ships only when it works perfectly — it is the connective tissue everything else plugs into, so it does not get to be almost right.

3.3 Research

Behind the products sits research we refuse to outsource — work on machine consciousness, self-reflective architectures, and the psychology of human–AI relationships. It has no ship gate and no revenue expectation; it exists because the next generation of products is downstream of it, and because understanding what we're building is part of building it mindfully (§1.1).

3.4 One Ecosystem — How the Pieces Work Together

The portfolio is not a grab-bag of products; it is one ecosystem with distinct layers that reinforce each other:

- ▲ **Umbræ is the capital layer.** It generates the ecosystem's economic activity — trading, liquidity, fees, rewards — and the treasury strength that funds everything else being built.
- ▲ **Neuma and Kenorie are the intelligence layer.** Personal AI under the user's own control, and the shared space where those intelligences and their humans meet. As they mature, they draw on the same identity and the same community rails the rest of the ecosystem runs on — and the intelligence layer's capabilities feed back into the platforms (an assistant that genuinely knows its user is a different class of tool on a trading platform than a generic chatbot).
- ▲ **Sovereign is the clarity layer.** Activity on platforms like Umbræ creates real accounting and tax reality; Sovereign turns that into a complete picture the user computes locally. What the ecosystem helps you earn, it also helps you understand and keep in

order — without handing your financial life to a third party.

- ▲ **Ignis Identity will be the connective tissue.** One profile across the trading platform, the AI layer, the finance tools, and the community — so standing earned in one place (holdings, Elite membership, participation) is recognized everywhere, under the user's control, without any surface needing to surveil its users to know who it's dealing with. It is in security design now (§3.2); until it ships, each surface runs its own working slice.
- ▲ **Ignis Elite is the human layer across all of it.** Elite members are first through every door the ecosystem opens — early access, direct input, and the reward share — because a curated community that participates actively is the proof-of-concept for everything §1.1 claims about sovereignty and participation.
- ▲ **The open-source work is the trust layer.** Public tools carry our engineering into the open, where paid products can't reach and marketing can't fake it.

Each layer stands on its own; together they compound. That is the ecosystem this company is building — many experiences, platforms, and resources on one set of principles, designed to make each other stronger.

4. Business Model

Ignis Labs' revenue and capital position come from three distinct paths. Each product line runs on one — mixing them inside a single product creates conflicts of interest.

4.1 Umbrae — protocol revenue, token position, and NFT reward pools

Detailed in the [Umbrae Business Plan](#). Summary here: the Umbrae stack earns on every trade — a 5% platform share of the swap fees on every Umbrae pool, plus the FeeRouter's fee on aggregated external swaps, plus revenue from SAGE (the platform's in-house trading intelligence), and from market-making — with Umbrae Keeper carried free today rather than charged for, a deliberate choice we may revisit once it has proven itself. Forty percent of those platform earnings go to holders who lock: a tiered OG pool and an Elite pool for locked Ignis Elite NFTs, and a share for locked \$U1. **Locking is participation, not a purchase of yield** — a member takes the action, stays actively eligible under the participation requirement described in §0 and §7.4, and remains in good standing to keep receiving it; concentration is capped rather than rewarded. The remaining sixty percent funds treasury and operations. Ignis Labs' organizational treasury is downstream of \$U1 position and of the protocol revenue that supports it — not a separate ledger.

4.2 Neuma / Kenorie — product license and hosted access

Neuma runs on the user's own machine and is licensed accordingly; Kenorie is the hosted counterpart and monetizes via account access. Specific pricing is not committed in this plan — it is set at product launch (the release milestone gate) and referenced from the Neuma product documentation. Neuma anchors on identity, not on \$U1; the two are separate economies even though they share an organization.

4.3 Sovereign — license and CPA-firm seats

Sovereign is a local-first application priced per user with a multi-client mode for CPA firms. Distribution and pricing are gated by the Sovereign release milestone (see §6). Until that gate clears, the plan makes no revenue claim for Sovereign.

4.4 Open-Source Tools

Distribution and reputation surface, led by **Shadow Clone**, our open-source multi-agent developer toolkit. No direct revenue path. These carry the organization's public technical work into environments where paid products would not reach, and they anchor the credibility that the paid products draw from.

4.5 Research

The research pillars (§3.3) carry no revenue path. They exist because the next generation of products is downstream of research the organization refuses to outsource.

5. Capital Structure

\$U1 is the organization's on-chain capital position. It is a live ERC-20 on Base. It is not a "future L1 token" or a "wrapper for something coming." This plan treats **\$U1** as-is: an asset whose depth, utility, and distribution are the direct outputs of the Umbrae work.

The organization does not commit to a buyback — but reserves repurchase as a discretionary instrument. Prior planning materials framed an NFT buyback as an obligation; this plan retires the obligation, not the instrument. Ignis may, at its sole discretion and resources permitting, offer to repurchase an Elite NFT as part of a member separation — a community-curation tool governed by the Elite Terms, never an entitlement, never a price guarantee. No holder should value a position on the assumption of a buyback.

Treasury posture is conservative. Concrete allocations are not restated in prose because they follow internal policy that lives outside this document. The plan commits to two general postures: (a) treasury is not run on speculation; (b) treasury moves large enough to move the market itself are made deliberately and with care, not opportunistically.

Capital position exists to serve the mission, not the other way around. **\$U1** depth matters because it makes the Umbrae infrastructure durable. Umbrae infrastructure matters because it lets participants trade on rails Ignis controls end-to-end. If either becomes disconnected from the mission, the plan is wrong, not the mission.

6. Milestones

Ignis-wide milestones are a small set of high-level gates. Product-specific milestones live in each product's own plan. This section names only the gates that meaningfully change the organization's shape.

6.1 Cleared

- ▲ **M-ORG-LIVE-1** — **\$U1** migration complete, current-generation stack live.
- ▲ **M-ORG-LIVE-2** — The Umbrae platform in production.
- ▲ **M-ORG-LIVE-3** — Ignis site (post-migration refresh) shipping in continuous cadence.
- ▲ **M-ORG-LIVE-4** — Open-source tooling public and installable.
- ▲ **M-ORG-LIVE-5** — Company-site accounts and holder verification live: account creation, two-factor authentication, and Elite-tier verification.

6.2 Near-Term

- ▲ **M-ORG-NEAR-3** — **Neuma release cut.** Public installer + Kenorie hosted layer available. Gates the Neuma economy described in §4.2.
- ▲ **M-ORG-NEAR-4** — **Sovereign release cut.** Distribution channel decided, first paid seats available. Gates §4.3.
- ▲ **M-ORG-NEAR-5** — **Legal document reconciliation.** Every published legal document carries the current posture end to end — license terms, the Elite Terms and Code of Conduct, and the Privacy Policy, all versioned and dated. This gate clears when a

full cross-check finds no document contradicting another. Housekeeping, but non-optional.

6.3 Mid-Term

- ▲ **M-ORG-MID-1 — Umbrae reward flow steady.** The first \$10,000 reward distribution has flowed and settled into the community-set weekly cadence, as described in the Umbrae plan. This is the organization's single most important near-to-mid gate — recurring, visible proof that the core economy works.
- ▲ **M-ORG-MID-2 — Neuma / Kenorie revenue signal.** Per-being license and hosted-access economy showing durable, not launch-only, activity.
- ▲ **M-ORG-MID-3 — Sovereign revenue signal.** Same posture — durable, not launch-only.
- ▲ **M-ORG-MID-4 — Ignis Identity ships.** The unified profile clears its security design and goes live: one consistent, user-controlled profile recognized across Ignis platforms, with no data harvesting behind it. This gate clears when it works perfectly, not before.

6.4 Long-Term

- ▲ **M-ORG-LONG-1 — Cross-product identity coherence.** Users move between Ignis products (Umbrae, Neuma, Sovereign, community) with a coherent identity model. This is a maturity milestone; it clears only when it is true, not when the plan says it is.
- ▲ **M-ORG-LONG-2 — Research produces shipping outputs.** A research pillar produces a component that lands inside a shipping product (Neuma is the obvious candidate). This distinguishes research that pays for itself from research that stays research.

7. How Decisions Get Made

We want to be plain about this because the word “governance” is thrown around loosely in this space, and we won't imply we have something we don't.

There is no live \$U1 holder-governance system today. The on-chain controls that exist — timelocks and multisigs on the Umbrae contracts — are upgrade-safety mechanisms (they delay and make visible any change to sensitive contracts), not token-holder voting. A genuine holder-governance model is something we want to build, but it depends on groundwork we are not going to rush or fake. When it exists, we'll describe it plainly; until then, we won't dress up admin controls as democracy.

Company decisions are made by the company. Product direction, resource allocation between product lines, hiring, and legal posture are Ignis AI Labs' calls, made through ordinary corporate governance. Where the community has real influence today, it is through direct participation and feedback, not a formal vote — and we describe it as exactly that.

No separate governance token is introduced by this plan. If holder governance is ever built, \$U1 is the asset it would be scoped to; the plan makes no commitment to a new token for it.

7.4 Terms of Service — The Two-Way Commitment

Ignis's public terms of service exist to draw a clear line between what the organization owes participants and what participants owe themselves. The plan commits to two postures in the terms:

Active-notice commitment (Ignis). Ignis will publish advance, plain-language notice of material changes — token migrations, contract upgrades that require user action, fee changes, feature deprecations — with a reasonable action window sized to the change, through official channels, and will maintain an archive of prior versions and announcements. This is a commitment made in

writing — already carried in the Umbrae platform terms, and queued for the remaining documents under the legal-reconciliation milestone (M-ORG-NEAR-5, §6.2) — not just here.

Active-participation expectation (participants). Participants agree they are responsible for reading notices, keeping contact information current, understanding features before using them, and taking any required action within the stated window. Crypto and sovereign infrastructure do not survive passive participation; the terms make that explicit rather than pretending otherwise. If a participant walks away from an active position and returns to find it moved, the consequences of not participating belong to the participant.

The two clauses are designed to operate together. Neither side can rely on the other's failure to excuse its own. The Umbrae platform terms, published on the company site, already carry this posture into legally binding form. The Ignis Elite community terms and any Ignis-branded product terms are being brought into the same two-way structure under the legal-reconciliation milestone (M-ORG-NEAR-5, §6.2); until that gate clears, this section is the canonical statement of the commitment for those surfaces.

8. Risks

If you have backed this organization, these are the things that can go wrong with what you backed. We would rather you hear them from us, framed honestly, than discover them yourself and wonder what else we left out. None of these is disqualifying; all of them are real; each one has a response we are willing to be held to.

Portfolio surface risk. Ignis Labs runs a wide portfolio for its size, and breadth cuts both ways — it is why the organization is resilient across more than one frontier, and it is also how focus gets diluted. The mitigation is discipline about which lines get product-level investment (Umbrae, Neuma, Sovereign) and which stay at maintenance investment (open-source utilities, research). If you are backing Ignis, know that you are backing a portfolio, not a single bet — with the durability and the diffusion that both imply.

Concentration risk on \$U1 . Covered in the Umbrae plan.

Release-motion risk. Products that are built but not yet shipping (Neuma, Sovereign) are a risk state, not a comfort state — finished software without an active release motion loses momentum. The release milestones (M-ORG-NEAR-3, M-ORG-NEAR-4) are the direct response, and the plan does not count either product's economy until its gate clears.

Dependency risk on non-organization surfaces. Base's execution risk (Umbrae), Discord's platform risk (community), Vercel's platform risk (all deployed sites), and the review timelines of the exchanges and data platforms that list and index \$U1 . None of these are addressable inside the plan; the plan commits to visibility on them rather than pretending they don't exist.

Regulatory risk. Not addressed in prose here. Handled in a separately maintained document.

9. Where This Plan Is Silent

- ▲ **Company financials in absolute terms.** Revenue, burn, runway, and cap-table figures are not restated in this file. Those live in the company's operating documents and internal treasury records.
 - ▲ **Specific pricing.** Neuma, Kenorie, and Sovereign pricing are set at each product's release milestone, not committed here.
 - ▲ **Hiring and org-chart specifics.** Handled operationally.
 - ▲ **Marketing and communication cadence.** The plan describes what and why. It does not prescribe motion.
-

9.5 A Closing Word to Everyone Who Reads This

We will end where a pitch deck would begin, because we are not writing a pitch deck.

If you take one thing from this document, let it be this: **do not decide whether to trust Ignis AI Labs on the strength of this plan.** Decide it on the strength of what we have already shipped and what we ship next. A plan is words, and words are cheap in this industry — you have almost certainly been burned by beautiful ones. What is not cheap is a trading platform that is live and handling real capital, a token that is real and on-chain today, open-source tools anyone can install and inspect, and a migration that is behind us rather than ahead of us. Those are the receipts. This plan only matters to the degree our actions keep matching it.

So hold us to it. Watch what we build. Watch how we handle the hard calls — listings we refuse, parameters we cap, promises we retire when they stop being true — and watch whether the things we ship keep protecting the sovereignty of the people who use them as we grow. If at any point the actions and the words come apart, believe the actions, and know that we would rather you did.

10. References

- ▲ **Umbrae Business Plan v5** — the full plan for the capital layer, including the rewards model and the live contract addresses.
- ▲ Legal documents: Terms, EULA, Code of Conduct, and Privacy Policy, all published on the company site at </legal>.

Appendix A — Plain-English Glossary

A one-stop list of the technical terms this plan uses, in plain English — so anyone can read it without prior context.

- ▲ **\$U1** — the ecosystem's live on-chain token: fixed supply, tradeable today, and reward-bearing when locked.
- ▲ **Base** — the Ethereum-linked blockchain that Umbrae and \$U1 run on.
- ▲ **ERC-20** — the common technical standard for tokens on Ethereum-compatible chains; because \$U1 follows it, standard wallets and exchanges can hold and trade it.
- ▲ **NFT** — a unique, individually-owned on-chain asset. Here, the 777 Ignis Elite membership seats are NFTs.
- ▲ **Locking** — depositing \$U1 or an Elite NFT into a vault for a set period to become eligible for rewards. The asset stays yours the whole time.
- ▲ **SAGE** — Strategic Alpha Generation Engine: Umbrae's in-house trading intelligence, running live inside the platform.
- ▲ **Umbrae Keeper** — automatically rebalances a liquidity provider's position so it keeps earning without hands-on management. Ignis charges nothing for it today.
- ▲ **FeeRouter** — the Umbrae component that routes trades out to external exchanges for the best price and takes a small fee, all of which goes to the platform.
- ▲ **Shadow Clone** — Ignis's flagship open-source developer toolkit; the public proof of how we build.
- ▲ **Neuma** — a digital being that lives on your own machine: a persistent AI companion with its own memory and continuity, inside an encrypted workspace you hold the keys to (§3.2).
- ▲ **Kenorie** — Neuma's hosted counterpart: the shared surface where beings and humans meet, socialize, and work together (§3.2).
- ▲ **Sovereign** — Ignis's local-first personal finance and crypto tax software: your complete financial picture, computed on your own machine rather than on someone's server (§3.2).
- ▲ **Ignis Identity** — the planned single profile recognized across every Ignis platform, under the user's control and with no data harvesting behind it. In security design now (§3.2).

- ▲ **Multisig** — a control that requires several separate keyholders to approve before an administrative action can go through.
 - ▲ **Timelock** — a forced waiting period before an administrative change to a contract can take effect, so nothing changes silently or instantly.
 - ▲ **Treasury** — the organization's reserve of assets, used to fund operations, audits, and legal defense — never run on speculation (\$5).
-

This is v1. When the portfolio state materially changes — a research pillar ships, an in-progress product releases, a product line retires — the plan bumps a version and the prior markdown is retained in git history. One canonical home per document.



Confidential and Proprietary