

NEUKO Investor Memo

Date	May 2026
Round	\$3M Seed
Previous Financing	\$1.1M Pre-Seed SAFE from Seed Club, Solana Ventures, and Angels from Amazon, Meta, and Spotify
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Executive Summary

The real opportunity in creative AI is much larger than cheaper production - it's new formats that drive performance.

- Enterprise buyers already expect AI efficiency; faster and cheaper is table stakes.
- While the tooling market continues to expand, our clients continually tell us their problems are not in production; they are in concepting what is possible with AI.
- Legacy agencies lack domain expertise and technical knowledge to develop and execute new AI formats on their own.
- NEUKO's service-led go-to-market deploys agentic media systems into each client for a recurring relationship.

NEUKO's wedge is expert-led deployment through trusted creative channels, not cold self-service software.

- NEUKO's forward deployed creative model puts our team in the room to concept and deploy AI-native formats that improve attention, participation, campaign performance, and ROI.
- Clients need format design, brand context, governance, workflow, deployment support, and a partner who can show what is possible.
- Signed partners give NEUKO channels into enterprise brand and entertainment buyers who already trust the studio relationship.
- NEUKO enters with outcomes first, then installs the agent infrastructure underneath each deployment.

\$3M turns early proof into repeatable agent based deployments across agency, brand, studio, and IP channels.

- Showrunner is NEUKO's first agent-native creative media system for brand context, character rules, approvals, asset memory, workflows, agent actions, observability, and performance feedback.
- Early proof includes 200k+ user generations, 21M campaign impressions, and a 9% X engagement rate for live Character Agent deployments.
- The seed funds infrastructure that makes deployments faster to configure, safer to operate, easier to price, and repeatable across enterprise channels.

Market Opportunity

Creative AI is moving from one-off generation to always-on performance. The first wave made images, videos, copy, and concepts cheaper to produce. That created a crowded market of tools and service providers promising speed, cost reduction, and model quality.

That is not where the durable opportunity sits. For agencies, competing on price is becoming table stakes because everyone can claim AI-enabled efficiency. The more important buyer question is shifting from “how do we make this cheaper?” to “what can we now do that we could not do before?”

Clients want net-new experiences that help them capture outcomes: audience participation, social attention, IP engagement, cultural responsiveness, campaign performance, and new ways for characters and brands to stay alive over time. This is the market gap NEUKO has been building toward since inception.

NEUKO started by incubating AI-native entertainment formats using its own IP (gboyspecial.com). That gave the company a practical environment to test character behavior, audience loops, campaign responsiveness, creative governance, production workflows, and infrastructure requirements before selling the same capabilities into the advertising and entertainment market.

The constraint shifts from generation to governance. Creative teams need systems that preserve character, brand, world, rights, approvals, quality, performance feedback, and workflow state across every output and interaction.

What NEUKO Delivers

NEUKO has three buyer-visible outcomes in the market today, with plans to continually invest in new AI-native formats.

- **Character Agents:** persistent audience-facing personalities that engage across social and community channels while staying consistent with a character, brand, campaign, or world. They operate with memory, creative context, boundaries, approval modes, and performance feedback.
- **Responsive content:** campaign and social systems that observe audience or cultural signals, update creative direction, generate or edit assets, route through approval, publish, and learn from performance. This supports rapid-response media, short-form video, campaign variants, stickers, and community-driven moments.
- **Autonomous shows:** always-on serial formats where recurring character-led episodes, social-native narratives, participatory storylines, and production loops continue across video, voice, editorial, and social channels.

These outcomes give NEUKO a clear partner-led position. NEUKO is not asking customers to adopt a generic tool and figure out the format themselves. NEUKO delivers the format, then builds the agent-native infrastructure underneath it.

Showrunner: NEUKO's First Agent Media System

Showrunner is NEUKO's first agent media system that makes outcomes governable and repeatable. Each Showrunner instance acts as the operating context for an IP, campaign, or character world.

Showrunner holds brand and IP context, character and world rules, storylines, preferences, boundaries, asset and rights memory, model choices, workflow history, human approvals, evaluations, performance feedback, agent actions, and observability.

NEUKO delivers AI-native creative outcomes, and Showrunner is the infrastructure that lets those outcomes scale with consistency, control, and improving margins. As we scale into new formats we expect to build additional agent frameworks to sit beside Showrunner.

Commercial Proof

NEUKO already has early proof across volume, reach, engagement, production speed, and commercial interest:

- 200k+ user generations through GBOYSPECIAL.COM
- 21M campaign impressions through responsive content loops
- 9% engagement rate on X for live Character Agent deployments
- Active engagements with PSYOP clients, now being packaged into repeatable agent-backed deployments.

Go-To-Market

While much of the market tries to sell creatives abstract AI tooling, NEUKO sells outcomes while pricing the infrastructure underneath. New client conversations typically start with a lunch-and-learn showing what outcomes are possible; clients often ask how to work together before the presentation is finished.

The advertising market is the larger opportunity because agencies and brands are under pressure to produce work that is not merely cheaper, but more responsive, participatory, culturally alive, and tied to business outcomes. Most AI tooling sits in the cost-reduction lane. NEUKO is positioned around the new-format lane.

PSYOP is a key channel partner as we build our enterprise wedge. NEUKO has been signed by PSYOP for agency representation, giving the company a trusted path into brand and entertainment work through a respected creative studio. PSYOP can pitch NEUKO's services and software into its client base, while NEUKO brings the AI-native execution layer for Character Agents, responsive campaigns, production workflows, and potential studio expansion. We intend to scale this channel through similar partnerships as we develop our offerings in market.

Additional near-term paths include active discussions with NBCUniversal's Technology & Innovation team, plus other brand, studio, and IP opportunities already reflected in the pipeline. The channel strategy matters because trusted studios and agencies already have taste, relationships, and client access. They are a trusted partner to their clients and NEUKO gives them the AI-native capability layer they do not have.

Commercial Model

NEUKO starts with paid outcome builds and expands into recurring creative infrastructure. Today, revenue comes through project-based work, retainers, and forward-deployed production. Next, the company will package Showrunner-backed deployments around Character Agents, responsive campaigns, autonomous content systems, dashboards, and workflow-specific modules. NEUKO forecasts \$3M-\$6M ARR by the end of 2026.

Typical economics from engagements under the PSYOP umbrella:

Engagement Type	Typical Economics (NEUKO Net)
Typical first PSYOP client engagement	~\$150k-\$200k
Campaign AI Layer	\$75k-\$150k
Character Agent Launch	\$100k-\$200k initial plus \$15k-\$35k per month operations
Always-On IP System	\$200k-\$500k+ annualized

Defensibility

Generic generation will continue to get cheaper, better, and more available. NEUKO's defensibility comes from the operating context behind the outcomes: character memory, campaign ontology, asset state, rights logic, approval patterns, evaluation data, workflow templates, performance feedback, observability, and cross-deployment intelligence.

Each deployment should make the next one faster to configure, safer to operate, easier to price, and more valuable to the customer. That is why the services motion is part of the software strategy rather than a detour from it.

Use of Proceeds

The \$3M seed enables NEUKO to reinvest in infrastructure while scaling its agentic entertainment offerings to more clients and agencies.

- Scale compute infrastructure
- Launch character agent studio with PSYOP, a dedicated offering to pitch their clients
- Expand agency channel distribution
- Improve dashboarding, observability, workflow repeatability, and social-performance feedback loops
- Hire one additional engineer focused on agentic systems while scaling creative execution through contractors and partner capacity