

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

NEUKO is a specialized software company for AI-native media.

Forward-deployed creative and engineering experts help brands, studios, and IP owners attack formats they could not operate before. Showrunner is the software layer underneath, capturing each deployment so the next one ships faster, safer, and with less custom human work.

Brands and studios already expect AI to lower production cost. The larger opportunity is launching formats they could not operate before: persistent Character Agents, responsive campaigns, participatory social content, and always-on IP.

NEUKO uses forward-deployed creative and engineering teams to land complex deployments, then converts each one into reusable software: agent behaviors, workflow templates, evaluation data, approval flows, and brand/IP memory.

This is service-led, not services-bound. Buyers do not yet know how to specify AI-native media systems the way they specify SaaS tools, so NEUKO helps define the format, deploys the system, captures the workflow, and abstracts the repeatable pieces into Showrunner.

Showrunner runs in production today.

Showrunner is NEUKO's deployment and operating layer for AI-native media. It stores brand context, character rules, creative boundaries, assets, rights, approvals, workflow history, agent actions, quality checks, and performance data.

Six agents are deployed on Showrunner today: three Character Agents and three agents running responsive content and autonomous shows. Together they power NEUKO's own IP and content pipeline across [G*BOY](#), Strange Nights, and Open World History. The seed funds productization of templates, modules, and self-serve controls so external deployments inherit the same operating context.

NEUKO enters through trusted creative channels and expands into recurring software revenue.

PSYOP is NEUKO's first major agency representation partner, giving NEUKO access to enterprise brand and entertainment buyers through an existing trusted studio relationship.

NEUKO starts with paid launches, then attaches recurring software and operations fees for memory, approvals, monitoring, agent actions, performance feedback, and ongoing content loops.

Early PSYOP economics point to \$75k–\$200k+ launch fees, with Character Agent deployments adding \$15k–\$35k per month in operations.

Early proof shows demand for AI-native formats that drive attention and participation.

200k+ user generations through GBOYSPECIAL.COM.

21M campaign impressions through responsive content loops.

9% engagement rate on X for live Character Agent deployments.

Prior production character agent deployments include [HarmonyRx](#), a multimodal narrative experience with voice agents, speech input, and persistent user memory.

Two active PSYOP-introduced engagements in scoping: Marathon Gas and Angel Soft (a Georgia-Pacific brand), being packaged into repeatable Showrunner-backed deployments.

NEUKO is raising \$3M to turn early proof into a repeatable forward-deployed software business.

Productize Showrunner templates for Character Agents, responsive campaigns, and always-on IP systems.

Build reusable memory, rights, approval, quality-check, monitoring, and performance modules.

Scale compute and model-routing infrastructure.

Launch PSYOP as the first repeatable enterprise channel.

Market

Creative AI's first wave made content cheaper to generate. That market is crowded and increasingly commoditized.

The next wave is not cheaper assets. It is media systems that can stay on-brand, react to culture, preserve IP rules, route approvals, publish across channels, and learn from performance.

Brands, agencies, studios, and IP owners want this, but most cannot specify or operate it yet. They need a partner that can define the format and deploy the infrastructure underneath it.

NEUKO built the first version of this through its own IP, GBOYSPECIAL.COM, where it tested character behavior, audience loops, campaign response, creative governance, production workflows, and infrastructure requirements before selling into the advertising and entertainment market.

Product

NEUKO sells three buyer-visible outcomes:

Character Agents: persistent audience-facing personalities that stay consistent with a character, brand, campaign, or world.

Responsive campaigns: systems that watch audience or cultural signals, update creative direction, generate or edit assets, route approvals, publish, and learn from performance.

Autonomous shows: recurring character-led formats that continue across video, voice, editorial, and social channels.

Showrunner is the software underneath these outcomes. It runs in production today across NEUKO's own IP, G*BOY, Strange Nights, and Open World History, with six agents deployed: three Character Agents plus three agents running responsive content and autonomous shows. The seed funds productization so external deployments inherit the same operating context: rules, memory, assets, approvals, actions, and feedback in one system.

The Software Wedge

Agencies scale through people. NEUKO scales through reusable deployment infrastructure plus a forward-deployed team whose function moves up the value chain over time.

The forward-deployed team is the wedge and a permanent strategic capability. In year one its job is to configure Showrunner for new campaigns, characters, and IP systems. As the platform matures, the team's focus shifts from configuration to format invention: identifying what newly-capable models make possible, and translating that into deployable Character Agents, responsive campaigns, and autonomous shows before generic tools or traditional agencies catch up.

Each engagement produces reusable software assets: agent behaviors, approval flows, quality checks, brand and character memory, model-routing patterns, publishing workflows, and performance feedback. Those assets make the next deployment faster to launch, easier to operate, safer for enterprise buyers, and less dependent on custom labor. The team and the platform compound together.

Competitive Position

NEUKO sits between three other categories.

Traditional creative agencies (PSYOP, Buck, Mom) have taste, relationships, and execution capacity, but no AI infrastructure layer. PSYOP partnered with NEUKO rather than build this internally.

AI-native studios (Promise, Asteria, Late Checkout) build their own IP and formats, not enterprise deployment infrastructure for other brands.

Horizontal AI tools (Runway, ElevenLabs, Midjourney) sell generation primitives, not the workflow and operating layer brands need to ship and govern campaigns.

NEUKO is the only company building the deployment and operating layer for enterprise AI-native media.

Go-To-Market

NEUKO sells outcomes first because buyers understand campaigns, characters, and IP systems faster than they understand abstract AI tooling.

PSYOP gives NEUKO a trusted path into brand and entertainment work through a respected creative studio. NEUKO brings the AI-native execution layer PSYOP does not have: Character Agents, responsive campaigns, production workflows, and always-on IP systems.

Additional near-term paths include active discussions with NBCUniversal's Technology and Innovation team, plus other brand, studio, and IP opportunities already in the pipeline.

Commercial Model

NEUKO starts with paid launches and expands into recurring Showrunner-backed deployments.

Each deployment includes a launch/configuration fee, then recurring software and operations revenue for memory, approvals, monitoring, agent actions, performance feedback, and ongoing content loops.

NEUKO is targeting \$5M ARR by end of 2026, anchored by PSYOP-introduced engagements with Marathon Gas and Angel Soft and a pipeline of brand and entertainment opportunities including NBCUniversal.

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

Defensibility

Generic models will get cheaper and better. NEUKO's advantage is the deployment data and workflow layer around them.

Each deployment compounds the platform in multiple ways:

- Reusable workflows.
- Richer brand/IP memory.
- Better quality and safety evaluations.
- Performance feedback that improves future agent behavior.
- A forward-deployed creative and engineering team whose function is to invent and operate new AI-native formats as model capabilities evolve. This is the layer that captures emerging-AI surface area before generic tools and traditional agencies do.

From seed close forward, NEUKO will instrument every deployment against: setup time per agent, human review touches per asset, approval-to-publish latency, recurring software attach rate, template reuse rate across deployments, and revenue per forward-deployed team member. The thesis is that each deployment makes the next one materially cheaper and more reliable to ship, and that the forward-deployed team becomes more leveraged per person over time, not just more numerous. NEUKO will report the curve in quarterly investor updates.

Traditional agencies do not own this infrastructure. Generic tools do not get this deployment context. NEUKO gets both.

Use of Proceeds

The \$3M seed turns early proof into measured commercial repeatability. Specific milestones NEUKO will deliver with this capital:

Onboard the first cohort of external Showrunner deployments, beginning with the PSYOP-introduced Marathon Gas and Angel Soft engagements.

Ship productized Showrunner templates for Character Agents, responsive campaigns, and always-on IP systems, with reusable memory, rights, approval, evaluation, monitoring, and performance modules underneath.

Sign a second studio or agency channel partner alongside PSYOP to reduce single-channel concentration.

Hire three: agent systems engineer, evaluations and infrastructure engineer, enterprise GTM lead. Contractors only for non-core production capacity.

Report deployment-curve metrics quarterly: setup time per agent, human review load, recurring software attach rate, template reuse rate, and revenue per forward-deployed team member.

Hit \$5M ARR with software attach demonstrated across enterprise deployments.

Risks

NEUKO's view on the three biggest risks:

Foundation model labs vertically integrate the creative tooling layer. Mitigation: frontier labs build general-purpose models, not creative format invention. NEUKO combines proprietary brand, IP, workflow, and approvals context with a forward-deployed team that specializes in attacking emerging AI-native media formats. The wedge is creative format expertise plus operating context, neither of which compresses into a general-purpose model.

PSYOP channel concentration in year one. Mitigation: signing a second studio or agency channel partner by Q3 2026, with NBCUniversal and other pipeline opportunities reducing single-partner dependency.

AI-native media demand softens after early buyer experimentation. Mitigation: NEUKO's leading indicators are renewal rates on Character Agent retainers and software attach on existing deployments, both reported quarterly.

Team

NEUKO was founded by three operators with backgrounds in entertainment, product, and applied AI. In six months their first project together, GBOYSPECIAL.COM, generated 200k+ user creations and \$500k+ in revenue,

Austin Hurwitz, Co-Founder. Career-long entertainment operator with direct lines into the enterprise brand and entertainment buyers NEUKO sells into. Five years at Amazon Music working with record labels, three years at Venice Music building products for independent artists, then Head of Strategy and Business Development at Doodles, leading partnerships with Adidas, Coinbase, Crocs, and G-Shock.

Logan Maddy, Co-Founder. Early operator in applied AI. At MarketMuse he led GPT-3.5 integration into the platform, shipping AI-generated briefs, outlines, and full drafts, work that contributed directly to the company's acquisition. Most recently led product at Doodles, shipping the marketplace, crafting system, and recognition products.

Remy Brommer, Co-Founder. Product and storytelling lead with early AI experience. Helped grow MarketMuse's NLG/NLU platform for content intelligence, then served as Head of Product at Doodles, shaping the brand's interactive and narrative experiences.