A$kable App Suite

Investor Brief — Infrastructure for Monetizing Expert Knowledge

Company: A$kable Technologies Inc.

Founder & CEO: Kristin Topping

Seed Round: $1,000,000 for up to 30% equity

The Opportunity

Across social media platforms such as Instagram, TikTok, YouTube, and Threads, millions of followers ask subject-matter experts (SMEs) highly specific questions through direct messages and comments. These interactions often require detailed, personalized responses, yet creators typically answer them without compensation.

This dynamic reveals a structural inefficiency within the creator economy: clear demand for expert guidance without a scalable monetization system.

The global creator economy is projected to approach $480B in value, with a rapidly expanding segment of expertise-driven creators providing education, coaching, and technical guidance.

A$kable introduces the missing infrastructure layer that converts these interactions into structured, monetizable knowledge transactions.

The Solution

The A$kable App Suite transforms high-volume creator–follower interactions into a scalable digital knowledge economy.

The platform operates through two integrated applications:

1. **A$kable Creator App**

   Followers submit structured questions and pay for expert responses.

   AI validates question clarity before submission to protect creator time.

   Creators respond through a streamlined dashboard.

2. **Ask [Creator] Knowledge-Base App**

   Every answered question automatically becomes a searchable knowledge asset.

   Followers subscribe to access the creator's growing knowledge library.

   Individual responses evolve into recurring digital intellectual property.

This workflow converts one-to-one advice interactions into scalable knowledge infrastructure.

Technology Architecture

A$kable is designed as a modular SaaS platform integrating with existing social ecosystems while maintaining independent infrastructure.

Core components include:

- AI question-clarity layer for structured expert queries
- Creator dashboard for response management and earnings tracking
- Secure payment processing and automated revenue distribution
- Knowledge-asset database indexing expert responses
- White-labeled knowledge-base applications per creator

The platform stack includes React Native, Node.js backend services, AI indexing systems, and cloud infrastructure, enabling scalable knowledge-library generation.

Revenue Model

A$kable operates a hybrid SaaS + transaction marketplace model with three revenue streams:

1. **Creator Platform Subscription**

   ~$25/month per creator

2. **Transaction Fees on Paid Questions**

   Average question price: $5

   Platform take rate: ~20%

3. **Knowledge-Library Subscriptions**

   Followers pay monthly for access to curated expert answers

   Platform share: ~20%

Under baseline assumptions, each active creator generates approximately:

$525/month ($6,300 annually) in platform revenue.

Unit Economics

Metric	Estimate
Annual Revenue per Creator	$6,300
Creator Lifetime Value	$25,200
Customer Acquisition Cost	~$400
LTV / CAC Ratio	63 : 1

The platform reaches operational break-even at approximately 75–80 active creators, highlighting strong capital efficiency.

Market Entry Strategy

Initial deployment focuses on high-DM verticals where expertise demand is strongest:

- horticulture & gardening
- fitness & wellness
- financial education
- technical instruction

The Sweetlife Flora community—built by the founder—serves as the proof-of-concept market with existing demand for personalized expertise.

Expansion will follow into adjacent expert-driven verticals.

Capital Raise

Seed Round: $1,000,000

Funding supports:

- MVP development and platform infrastructure
- internal engineering team build-out
- AI and cloud infrastructure
- creator acquisition and early market pilots

The development plan funds ~24 months of runway through MVP launch, validation, and early scaling.

Strategic Outcome

A$kable is positioned as infrastructure for monetizing expertise in the creator economy, enabling:

- direct monetization of DM-based knowledge exchanges
- creation of scalable knowledge libraries
- recurring SaaS-style revenue streams

As creator knowledge libraries expand, the platform benefits from compounding subscription revenue and growing proprietary knowledge assets, creating a defensible and scalable marketplace for expert insight.