



PRIVATE PLACEMENT MEMORANDUM (PPM)

ElderWisdomAI, Inc.

Confidential Offering Document

1. Executive Summary

ElderWisdomAI is an AI-guided self-inquiry and development platform designed to cultivate higher-order thinking, long-term responsibility, and an elder-level perspective.

This is not another coaching app.

It is a system that reshapes how people think, decide, and act—by teaching them to ask better questions.

In a world accelerating toward short-termism and fragmentation, ElderWisdomAI introduces a stabilizing force: structured wisdom, delivered through AI, grounded in the lived experience and distinctions of contemporary elders.

We are seeking **\$1,500,000** in seed capital to build, test, and launch the platform with an initial cohort of users and Elder contributors.

2. The Problem

We are living longer, but not wiser.

- Decision-making is increasingly reactive, polarized, and short-term
- Existing AI tools optimize for speed, not depth
- Coaching and personal development industries lack structural rigor
- There is no scalable system for cultivating wisdom, perspective, and responsibility

The result: more information, less clarity.

3. The Solution

ElderWisdomAI is a guided inquiry engine.

It does not give answers.

It develops the user's capacity to think.

Core functions:

- Structured questioning frameworks that reveal blind spots
- Pattern recognition across personal decisions and narratives
- Long-horizon thinking models (10–20-year consequence awareness)
- Language-based interventions that expose bias and assumptions
- Elder-informed prompts that stabilize and deepen perspective

The system functions as a **thinking partner**, not an advice machine.

4. Market Opportunity

- 60M+ Americans over 65, controlling ~45% of household wealth
- 9,000 people turning 65 daily
- Rapid growth in AI-assisted personal development tools

- Expanding demand for meaning, purpose, and clarity in later life

Primary target:

- Individuals 50–75 seeking purpose beyond traditional retirement
- Leaders, executives, and decision-makers navigating complexity
- Secondary: coaches, therapists, and organizations

We estimate an initial **addressable market of ~12M high-readiness individuals.**

5. Business Model

- Subscription-based platform (monthly/annual)
- Tiered access (individual, professional, enterprise)
- Premium Elder-guided experiences and cohorts
- Licensing to coaching and leadership organizations

Future expansion:

- Enterprise decision-support tools
 - Institutional partnerships (healthcare, education, leadership)
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6. Traction (Initial)

- Existing intellectual property: *Older to Elder* framework
 - Active audience via Substack and webinar series
 - Proven engagement in live “Elder or Elderly” experiences
 - Early concept validation through direct user interaction
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7. Team

- **Leighton Bingham — Lead Developer**
Platform architecture, AI integration, product build

- **Brandon Rogers — CEO**
Strategic leadership, execution, and scaling
 - **Dean Carver — Operations Manager**
Systems, processes, and operational execution
 - **Andrew Matta — Investor Strategy and Capital Alignment**
Brings structure, clarity, and alignment between capital and mission
 - **Marc Cooper — Source / Chief Elder Voice**
Originator of the Elder framework, content architecture, and philosophical foundation
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8. Use of Funds (\$500,000)

- Product development (AI platform build) — 40%
 - Team compensation — 25%
 - User acquisition & marketing — 15%
 - Legal, compliance, and infrastructure — 10%
 - Operating reserve — 10%
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9. Offering Terms (Preliminary)

- Raise: \$500,000
 - Structure: [Equity or Convertible Note – TBD]
 - Minimum investment: \$50,000
 - Investor role: Financial + optional strategic stewardship
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10. Risk Factors

- Early-stage product and market adoption uncertainty
 - Dependence on AI infrastructure and evolution
 - Market education required (new category creation)
 - Execution risk in scaling the platform and user base
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11. Vision

This is not a lifestyle product.

It is an intervention into how humans think in an age of acceleration.

ElderWisdomAI aims to cultivate a distributed network of individuals capable of long-term, responsible, and stabilizing action—what we call **the Elder Field**.

12. Closing

This is not an investment in an app.

It is an investment in a shift:
from reaction to responsibility,
from information to wisdom,
from aging to elderhood.

We are inviting a small group of aligned investors to participate—not just for return, but for impact that extends beyond a single generation.

If you want, I can next:

- Turn this into a **formal legal-style PPM (with full compliance language)**
- Or create a **tight 10-slide pitch deck** that gets you meetings quickly

Both matter—but the pitch deck is what gets the first “yes.”