

NEUKO Investor Memo

Date: May 2026

Round: SAFE, \$15M valuation cap

Allocation: ~\$400k remaining

Commitment deadline: May 31, 2026

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Executive Summary

NEUKO is the creative systems company for agentic entertainment. The company helps brands, studios, agencies, and IP owners build AI-native formats that do not just make existing creative work faster or cheaper, but create new forms of audience-facing entertainment: Character Agents, responsive content systems, and autonomous shows.

Most creative AI companies are competing as self-serve tools. They improve creative output through speed, cost, convenience, or model quality. NEUKO is positioned differently: the company partners with creative teams to deliver outcomes that are only possible because of AI, then uses Showrunner, its agent-native infrastructure, to make those outcomes repeatable, governed, and commercially scalable.

The near-term wedge is paid deployment work. Customers buy the visible outcome: a character that can perform in public, a campaign that can respond to the market, a video/social workflow, or an autonomous show pilot. Underneath each deployment, NEUKO configures Showrunner as the operating context for the IP, campaign, or character world. That infrastructure captures memory, rights, approvals, workflow state, performance feedback, and agent actions so each engagement compounds into reusable product infrastructure.

NEUKO has early proof across 200k+ user generations, 21M campaign impressions, a 9% X engagement rate for live Character Agent deployments, and fast-turn video production in roughly two days. The PSYOP representation channel creates a path to higher-value brand and entertainment work, with expected deployment economics ranging from ~\$75k-\$150k for a Campaign AI Layer to \$100k-\$200k plus \$15k-\$35k per month for Character / Talent Launches and \$200k-\$500k+ annualized for Always-On IP Systems.

NEUKO has \$1.1M in commitments, including Seed Club, Solana Ventures, and angels from Amazon, Meta, and Spotify. The company is filling the remaining ~\$400k of the SAFE at a \$15M valuation cap, with commitments due by May 31, 2026. The bridge is intended to convert current commercial momentum into revenue proof, product proof, channel validation, and a stronger seed narrative.

Market Opportunity

AI creative 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 designed to help teams make more assets with fewer people. The larger opportunity is not just faster production. It is creative systems that can remember, respond, adapt, and continue over time.

This is especially important for IP owners and creative teams. Characters can now engage audiences with memory and boundaries. Campaigns can adapt to audience signals while the moment is still alive. Shows can become social-native, participatory, and always-on. These are not faster versions of old deliverables. They are new operating modes for IP.

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 delivers three buyer-visible outcomes.

Character Agents: persistent audience-facing personalities that can 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 can 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: Agent-Native Infrastructure

Showrunner is the agent-native infrastructure that makes NEUKO's 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.

This is the key inversion in the investor story. NEUKO is not primarily a Showrunner company that happens to make characters and content. NEUKO delivers AI-native creative outcomes, and Showrunner is the infrastructure that lets those outcomes scale with consistency, control, and improving margins.

Commercial Proof

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

- 200k+ user generations through GBOYSPECIAL.COM
- 21M campaign impressions through responsive content loops
- 9% engagement rate on X for live Character Agent deployments
- Fast-turn creative production, including video spots produced in roughly two days

This is not yet a fully scaled SaaS motion. The important signal is that the outcomes are real, and the infrastructure is emerging from real deployment rather than abstract product planning.

Go-To-Market

NEUKO sells outcomes while pricing the infrastructure underneath. Creative teams do not usually buy abstract AI infrastructure first. They buy a character, campaign, launch activation, video workflow, social system, dashboarded process, or show pilot. NEUKO uses those paid deployments to deliver the visible outcome and configure Showrunner behind it as the agent-native production backbone.

PSYOP is the key channel proof. 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.

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. 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 expects to package Showrunner-backed deployments around Character Agents, responsive campaigns, autonomous content systems, dashboards, and workflow-specific modules.

Expected economics from the PSYOP rate-card work:

- Typical first PSYOP client engagement: ~\$105k-\$195k NEUKO net
- Campaign AI Layer: \$75k-\$150k NEUKO net
- Character / Talent Launch: \$100k-\$200k initial plus \$15k-\$35k per month operations
- Always-On IP System: \$200k-\$500k+ annualized

NEUKO forecasts \$3M-\$6M ARR by the end of 2026. The path is not to sell commodity AI outputs. It is to price governed production speed, character and IP memory, approval logic, performance feedback, and recurring agent-native infrastructure.

Defensibility

The moat is not generation. 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 bridge round funds an outcome-to-infrastructure proof window:

- Convert active pipeline into revenue
- Activate PSYOP representation into client pitches and studio opportunities
- Package Showrunner-backed deployments around Character Agents, responsive campaigns, and autonomous show pilots
- Improve dashboarding, observability, workflow repeatability, and social-performance feedback loops
- Strengthen multi-user and session reliability

Key Execution Risks

The core execution risk is proving that paid deployment work leaves behind reusable product infrastructure rather than one-off delivery. Showrunner is the main proof point: it needs to become the dependable agent-native backbone behind commercial work.

Pipeline timing is also a risk. Active opportunities can slip, which is why the bridge matters: it gives NEUKO enough operating room to convert commercial momentum without fundraising pressure distorting execution.

Investor Takeaway

NEUKO is building AI-native creative systems for living IP. Characters become agents. Campaigns become responsive systems. Shows become autonomous. Showrunner is the agent-native infrastructure that makes those outcomes governable, repeatable, and scalable.

The bridge round is intended to turn current momentum into revenue proof, product proof, channel validation, repeatable packages, and a stronger seed raise.