DOCTRINE

Executive Summary — Seed Round

CONFIDENTIAL

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Doctrine — Executive Summary

The Problem

Every AI writing tool on the market shares the same fatal flaw: **they can't maintain coherence beyond a few pages.**

ChatGPT, Claude, and every AI writing assistant forget what they wrote three chapters ago. Characters change eye color. Arguments contradict themselves. Timelines collapse. The result is that anyone attempting to produce a serious long-form document — a novel, a policy analysis, a legal brief, a research thesis — spends more time fixing AI-generated inconsistencies than they would have spent writing from scratch.

The $6.5B AI writing tools market (projected by 2030) is built on a foundation of **incoherent output**. Existing tools like Sudowrite ($10-44/mo), NovelCrafter ($8-25/mo), and Squibler ($16/mo) offer scene-level or chapter-level generation, but none solve the fundamental problem: **how do you make AI maintain perfect coherence across 20, 50, or 100+ chapters?**

This isn't just a consumer problem. Think tanks need 200-page policy analyses. Law firms need comprehensive legal briefs. Consulting firms need multi-chapter strategy documents. Academic researchers need thesis-length works. **No tool serves them.**

The Solution: Doctrine

Doctrine is the first AI writing platform that produces book-length, publication-ready documents with enforced coherence — in a single automated pipeline.

Our breakthrough is the **Bible Methodology**: an auto-generated master reference document (the "Bible") that serves as the single source of truth across every chapter. No competitor has this. The Bible captures character details, argument threads, timeline events, terminology, and thematic elements — then enforces them through every subsequent generation and revision pass.

How It Works (One Click)

1. **Generate** — AI produces full chapter content guided by user parameters
2. **Bible Creation** — System auto-generates the master reference document
3. **Rewrite** — Every chapter is rewritten against the Bible for coherence
4. **Consistency Check** — Automated detection of duplicate references, timeline conflicts, contradictions
5. **Auto-Fix** — Production errors are resolved without human intervention
6. **Review & Export** — Final quality pass and export to publication formats

The entire pipeline runs **unattended**. A 24-chapter book completes in ~45 minutes.

Three Engines, Infinite Applications

Engine	Use Case	Audience
Thesis Engine	Academic papers, policy analysis, research documents, legal briefs	Researchers, consultants, analysts, law firms
Novel Engine	Fiction with genre-specific conventions (thriller, sci-fi, romance, etc.)	Authors, publishers, content creators
Response Pipeline	Upload any document → AI writes a book-length response from any perspective	Think tanks, political orgs, debate prep, content marketing

The **Response Pipeline** is unique in the market. Upload the Constitution, get a 20-chapter analysis from a military strategist's perspective. Upload a competitor's whitepaper, get a comprehensive rebuttal from your CEO's voice. Upload a legal filing, get a book-length response brief. **No one else can do this.**

Self-Improving System

Doctrine's prompts aren't static. After every run, the AI reviews its own output and refines the generation prompts. The system literally gets better with every document produced. This creates a **compounding quality advantage** that widens over time.

Market Opportunity

Total Addressable Market (TAM): $42.3B

Segment	Market Size	Source
AI Writing Tools	$6.5B by 2030	Allied Market Research
Legal Document Automation	$30.6B by 2030	Grand View Research
Management Consulting Documents	$3.2B (addressable)	Estimated from $350B consulting market
Academic Publishing & Research	$1.5B (addressable)	Estimated from $28B academic publishing
Think Tank / Policy Analysis	$0.5B (addressable)	Estimated from $2B policy research market

Serviceable Addressable Market (SAM): $4.8B

Writers, researchers, consultants, and analysts actively using or evaluating AI writing tools who need long-form coherent output.

Serviceable Obtainable Market (SOM): $48M (Year 3)

Conservative capture of 1% of SAM through direct acquisition and partnerships.

Business Model

Pay-Per-Use (Primary — Optimized for Viral Growth)

Tier	Chapters	Price	Gross Margin
Starter	5 chapters	$5/run	~40% (Sonnet)
Standard	15 chapters	$15/run	~47% (Sonnet)
Professional	25 chapters	$29/run	~56% (Sonnet)
Enterprise	50 chapters	$49/run	~63% (Sonnet)

Subscriptions (Retention & Predictability)

Tier	Price	Features
Free	$0/mo	1 project/month, Sonnet model
Pro	$49/mo	Unlimited projects, Opus model, all engines
Enterprise	$199/mo	Multi-LLM, team collaboration, API access, priority queue

Revenue Mix Target (Year 3)

- 40% Pay-per-use
- 35% Pro subscriptions
- 25% Enterprise subscriptions

Competitive Advantages (5 Moats)

1. **Bible Methodology (IP Moat)** — Proprietary coherence system with no equivalent in market. Patent-eligible process for maintaining cross-chapter consistency through auto-generated reference documents.

2. **Self-Improving Prompts (Compounding Moat)** — Every run makes the system smarter. Competitors using static prompts fall further behind with each iteration. Our prompt library is a proprietary dataset.

3. **Response Pipeline (Category Creation)** — No competitor offers document-in → book-out from arbitrary perspectives. This is a new product category, not an improvement on existing ones.

4. **Pipeline Architecture (Technical Moat)** — Multi-stage generation with automated quality gates. Reproducing this requires deep understanding of LLM orchestration that took months of iteration to develop.

5. **Data Flywheel (Network Moat)** — Every document produced trains better Bibles, better prompts, better consistency checks. Quality improves → more users → more data → better quality.

Team

Ryan Muranaka — Founder & CEO

- Built the entire Doctrine platform solo — architecture, AI pipeline, frontend, deployment
- Deep technical expertise in LLM orchestration, prompt engineering, and production AI systems
- Demonstrated extreme capital efficiency: functional product built in days, not months
- Background in operations and technology across multiple industries

Why Solo Founder is a Strength: - Zero burn rate during development - No equity dilution pre-product - Single technical vision = coherent architecture - Proven ability to ship production software rapidly - Seed funding will add targeted hires (see below)

The Ask

Raising: $1.5M Seed Round

Use of Funds	Allocation	Amount
Engineering (2 senior hires)	40%	$600K
Infrastructure & API costs	20%	$300K
Marketing & Growth	25%	$375K
Operations & Legal	15%	$225K

Milestones This Funding Achieves (18-Month Runway)

- **Month 3:** Public launch, 500 free users, 50 paying customers
- **Month 6:** 2,000 paying customers, $30K MRR, first enterprise contracts
- **Month 12:** 8,000 paying customers, $150K MRR, 3 enterprise partnerships
- **Month 18:** $350K MRR, Series A ready, clear path to $1M MRR

Why Now

1. **LLM costs are plummeting** — Opus-class models will be 5-10x cheaper within 18 months, dramatically improving margins
2. **Long-form AI content is the next frontier** — Short-form is commoditized; the market is ready for serious document generation
3. **No one has solved coherence** — First mover advantage in the Bible methodology creates a lasting moat
4. **Enterprise demand is exploding** — Think tanks, law firms, and consulting firms are actively seeking AI document solutions

Doctrine: The first AI platform that writes books worth reading.

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