INTRODUCING
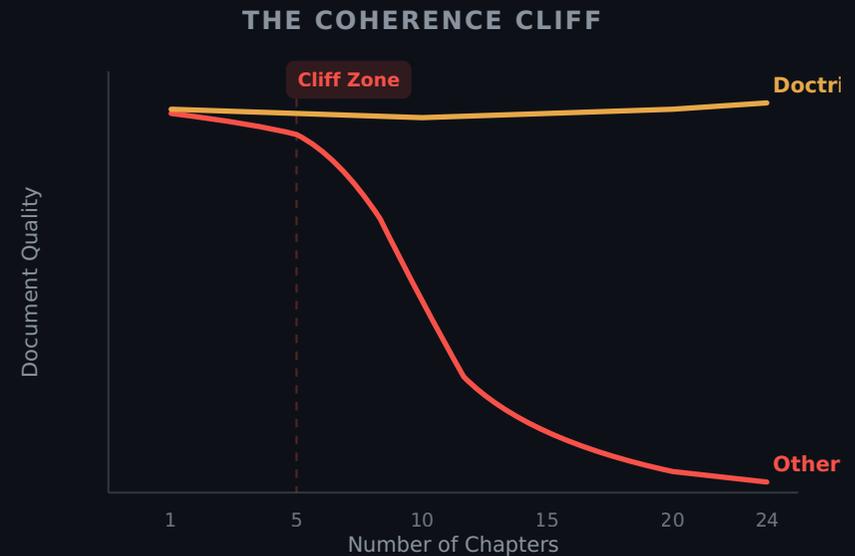
Doctrine

The AI Pipeline for Authoritative Documents

SEED ROUND — $2.5M

Ryan Muranaka · Founder & CEO · March 2026

AI Can't Write Anything
Longer Than a Blog Post

- Every AI writing tool loses coherence after ~5 chapters

- ChatGPT, Claude, Gemini — none can maintain voice, facts, or narrative across 24 chapters

- The AI writing market is **$6.5B by 2030** — with **zero** solutions for long-form coherence

- Professionals need 50–200 page documents: reports, briefs, manuscripts, white papers

- Current workaround: manual stitching, days of editing, or giving up entirely

THE COHERENCE CLIFF

Chart: "The Coherence Cliff" — x-axis labeled "Number of Chapters" (1, 5, 10, 15, 20, 24), y-axis labeled "Document Quality". Includes "Cliff Zone" marker near chapter 5, a yellow line labeled "Doctri..." staying high, and a red line labeled "Other" declining sharply.

A 7-Stage AI Pipeline with
Proprietary Coherence Architecture

One click. 45 minutes. A 24-chapter document that reads like one person wrote it in one sitting.

| Concept | → | Research | → | Outline | → | Chapters | → | Bible | → | Rewrite | → | Export |

Auto-Pilot Mode

Entire pipeline runs unattended. Upload a concept, come back to a finished document.

The Bible

Auto-generated master reference: cross-references, voice rules, fact registry, transition architecture.

Self-Improving

AI reviews its own output. Prompts evolve automatically. Each run is better than the last.

The Response Pipeline

Upload ANY document. Get a book-length response from ANY perspective.

- Same source document → radically different outputs depending on perspective

- Use cases: think tanks, law firms, political campaigns, academic rebuttals, strategic analysis

- Every output is shareable content that markets the product

🏛️ President   👔 CEO   ⚔️ Military Commander

✨ God   🔬 Researcher   ⚖️ Legal Counsel

🎯 Custom

The viral hook:

"What would God say about your thesis?"

One document. Six perspectives.
Six shareable products.

Bible Methodology

Write fast. Unify later. Ship perfect.

❌ Without Bible

Ch 1 — Formal tone, introduces "Dr. Smith"

Ch 2 — Casual tone, calls her "Sarah"

Ch 3 — Contradicts Ch 1 statistics

Ch 4 — Repeats Ch 2 opening paragraph

Ch 5 — No transition from Ch 4

Incoherent. Contradictory. Unusable.

✅ With Bible

Ch 1 — Consistent voice, establishes Dr. Smith

Ch 2 — Same voice, proper name reference

Ch 3 — Cross-verified statistics match

Ch 4 — Unique content, smooth transition

Ch 5 — Builds on Ch 4 naturally

Reads like one person wrote it in one sitting.

Cross-Reference Map

Every character, fact, and claim
tracked across all chapters

Voice & Consistency Registry

Tone rules, terminology standards,
style enforcement

Transition Architecture

Chapter-to-chapter flow designed
before rewrite

Built & Working Today

Auto-Pilot Mode

One-click pipeline execution

Stage 5/7 — Bible Generation

Main Dashboard

Dark theme · Project sidebar · Chapter grid with status indicators

Perspective Selector

Choose any viewpoint for response documents

🏛️ President

👔 CEO

⚔️ Commander
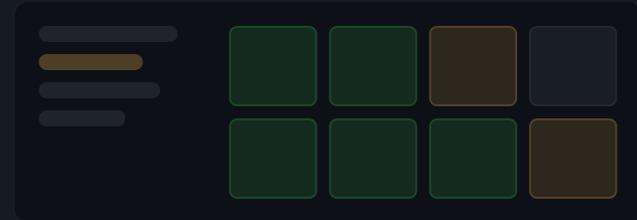
A Massive, Underserved Market

TAM — $37B
AI Writing + Consulting + Legal

SAM — $6.5B
AI Long-Form Writing (2030)

$65M
SOM Year 3

Target Segments

- **Think Tanks & Policy Orgs** — multi-hundred-page reports, fast turnaround

- **Consulting Firms** — client deliverables, white papers, strategy docs

- **Law Firms** — briefs, memoranda, case analysis documents

- **Authors & Academics** — manuscripts, dissertations, research papers

- **Political Campaigns** — position papers, opposition research, messaging

Pay-Per-Use + Subscriptions
Margins That Scale

Starter
$5

5 chapters
Sonnet model
Standard export

Standard
$15

15 chapters
Sonnet model
Full pipeline

Professional
$29

25 chapters
Opus model
Bible methodology

Enterprise
$49

50 chapters
Multi-LLM
API access

$23

Cost per 24ch Opus run

76%+

Pro subscriber margin
(2+ runs/month)

85%+

Enterprise margin

Subscriptions: Free (Sonnet, 1 project) · Pro $49/mo (Opus, unlimited) · Enterprise $199/mo (multi-LLM, teams)

No One Else Has More Than One

Feature	Doctrine	Sudowrite	NovelCrafter	Squibler	Jasper	ChatGPT
Multi-chapter coherence	✓	—	—	—	—	—
Auto-generated Bible	✓	—	—	—	—	—
Response pipeline	✓	—	—	—	—	—
Perspective shifting	✓	—	—	—	—	—
Self-improving prompts	✓	—	—	—	—	—
Consistency checking	✓	✓	—	—	—	—
One-click pipeline	✓	—	—	✓	—	—
Production error fixing	✓	—	—	—	—	—

8 / 8 features vs. closest competitor: 1 / 8

Working Product. Not a Prototype.

24	**45**min	**$23**
Chapters generated in a single pipeline run	End-to-end pipeline completion time	Total cost per full document generation

Key Milestones

- **Full pipeline operational** — not a demo, not a mockup

- First document: **24-chapter presidential response** to a geopolitical manifesto

- Pipeline self-review **identified and fixed its own weaknesses** autonomously

- Built by a **solo founder in days** — extreme capital efficiency

> *"We didn't raise to build a product. We built the product, then raised to scale it."*

Guerrilla First. Scale Fast.

PHASE 1 · MONTHS 1–3

Guerrilla Launch

Viral "Famous Document Response" series. Product Hunt launch. Reddit/Twitter organic. Free first run for every user.

PHASE 2 · MONTHS 4–6

Content & Community

"Upload your worst AI chapter" conversion challenge. Build-in-public. Influencer seeding to writing communities.

PHASE 3 · MONTHS 7–12

Paid + Partnerships

LinkedIn ads targeting consultants. Think tank pilot programs. Law firm integrations. First enterprise sales hire.
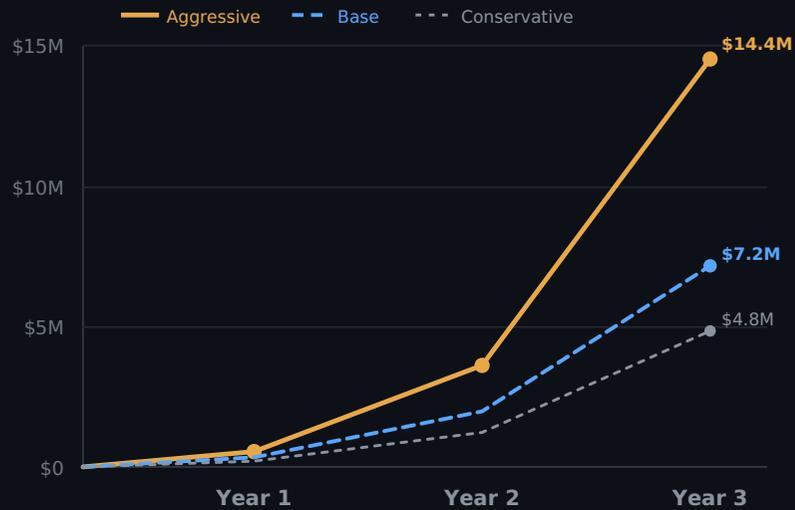
Viral Mechanic

Every output is shareable content that markets the product. A user's 24-chapter presidential response becomes a viral artifact — and a Doctrine advertisement.

Conversion Engine

Free first run → experience the full pipeline → upsell to pay-per-use or subscription. Users who see the Bible methodology don't go back.

Path to $14M+ ARR in Year 3

Key Assumptions

Aggressive — — Base ····· Conservative

$15M — **$14.4M**

$10M

$7.2M

$5M — **$4.8M**

$0

Year 1   Year 2   Year 3

- **5%** monthly user growth
- **8%** free-to-paid conversion rate
- **$35** average revenue per paying user
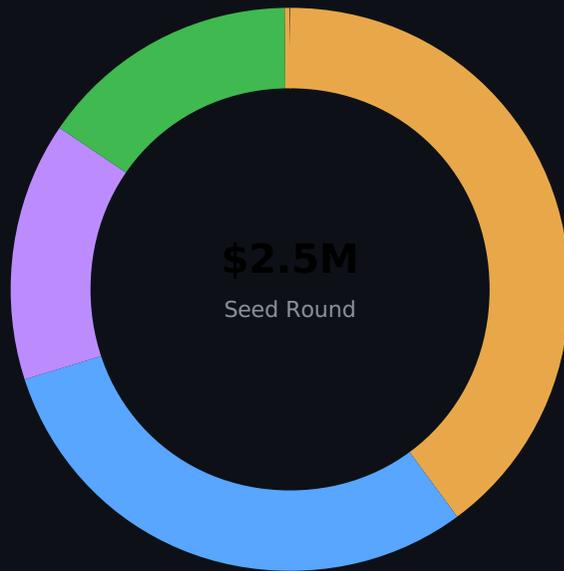- Path to profitability: **Month 8–14**

YEAR 1 ARR	YEAR 2 ARR
$180K–$540K	**$1.2M–$3.6M**

$2.5M Seed — 18 Months of Runway

$2.5M
Seed Round

Engineering — 40% / $1M
Multi-tenant SaaS, multi-LLM support (GPT-4o, Gemini), API, enterprise features

Growth — 30% / $750K
Guerrilla campaign, content marketing, community building, first sales hire

Infrastructure — 15% / $375K
Cloud hosting, GPU compute, security & compliance

Operations — 15% / $375K
Legal (IP protection), 18-month runway buffer

Capital-Efficient.
Product-First.

"We're not asking you to fund an idea. We're asking you to scale a working product."

RM

Ryan Muranaka
Founder & CEO

⚡ Built entire platform solo — in days

🧠 Deep AI & defense technology expertise

🏗️ Technical founder who ships

💰 Product built before raising a dollar

Why This Founder

- Extreme capital efficiency — entire product built pre-raise

- Domain expertise at the intersection of AI, defense, and emerging tech

- Technical depth to evolve the architecture as LLMs advance

- Builder mentality — execution over fundraising theater
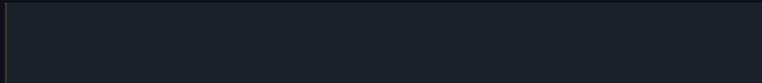
Advisory Board

Building out — positions available for AI/ML, Enterprise SaaS, and Publishing domain experts

Seed Round — $2.5M

RAISING

$2.5M

PRE-MONEY

$12.5M

12-Month Milestones

M2   Multi-tenant SaaS launch

M4   100 paying users

M6   First enterprise pilot

M12   1,000+ paying users

Our Moats

📖 **Bible Methodology**

Proprietary coherence architecture — our defensible IP

🎯 **Response Pipeline**

Our wedge into the market — viral by design
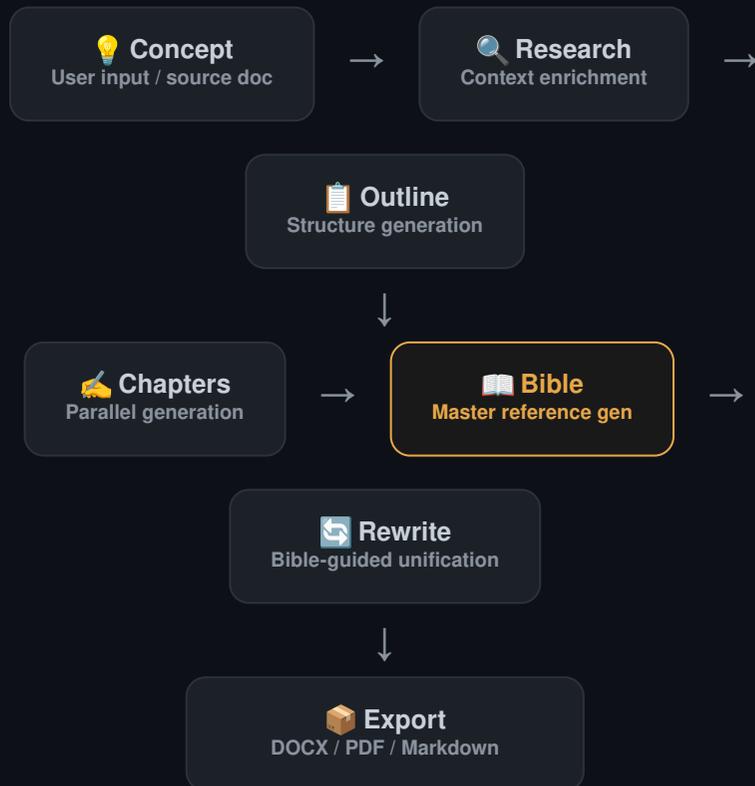
🔄 **Self-Improving System**

Our flywheel — every run makes the next one better

The Bible methodology is our moat.
The Response Pipeline is our wedge.
The self-improving system is our flywheel.

Technical Architecture

7-Stage Pipeline Detail

💡 **Concept**
User input / source doc

→

🔍 **Research**
Context enrichment

→

📋 **Outline**
Structure generation

↓

✍️ **Chapters**
Parallel generation

→

📖 **Bible**
Master reference gen

→

🔄 **Rewrite**
Bible-guided unification

↓

📦 **Export**
DOCX / PDF / Markdown

Bible Document Components

Cross-Reference Map

Tracks every entity, claim, and reference across all chapters. Ensures Ch 18 doesn't contradict Ch 3.
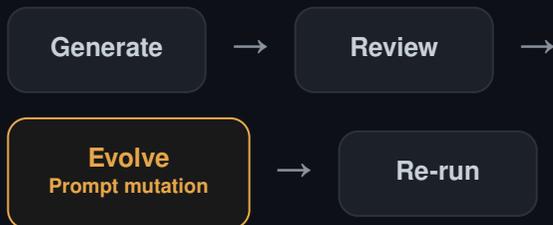
Fact Registry

Single source of truth for all statistics, dates, names, and claims used in the document.

Voice Rules

Tone, vocabulary, sentence structure, and stylistic rules derived from initial chapters.

Self-Improving Feedback Loop

Generate → Review →

Evolve
Prompt mutation → Re-run

Tracks terminology, abbreviations, and naming conventions for uniform usage.

Transition Architecture

Pre-planned chapter-to-chapter bridges ensuring narrative flow before rewrite begins.

Future: Multi-LLM Comparison

Run the same pipeline through Claude, GPT-4o, and Gemini simultaneously. Compare outputs. Pick the best chapters from each. **Enterprise roadmap feature.**