



One phone number instead of five apps.

ATERNA LLC
Denver, Colorado
getmemyagent.com

What if AI actually remembered you between calls?

The AI subscription market is saturated with chat windows. No one has shipped the obvious thing yet.

Every consumer AI product is a text box on a screen. ChatGPT, Claude, Gemini, Copilot. All of them are the same shape. All of them forget you the moment you close the tab. The behavior that actually fits human life, a phone number you can call that remembers who you are, has not been productized at consumer scale.

MEMY is that product.

A phone number that picks up and knows you.

You sign up through a form. Your agent calls your phone within seconds. From then on, you can call it any time of day, leave it texts, talk to it in the morning while you make coffee, or reach for it at 3am when something is on your mind. It remembers every conversation. It builds up a model of your life. It is reachable through phone, SMS, Telegram, a portal, and soon a mobile app. The voice channel is the wedge.

Voice AI just crossed three thresholds at once.

LATENCY

Sub-second.

Conversational voice AI now responds in under 400 milliseconds. Past the threshold where a phone call feels like talking to a person, not waiting for a transcript.

MEMORY

Persistent.

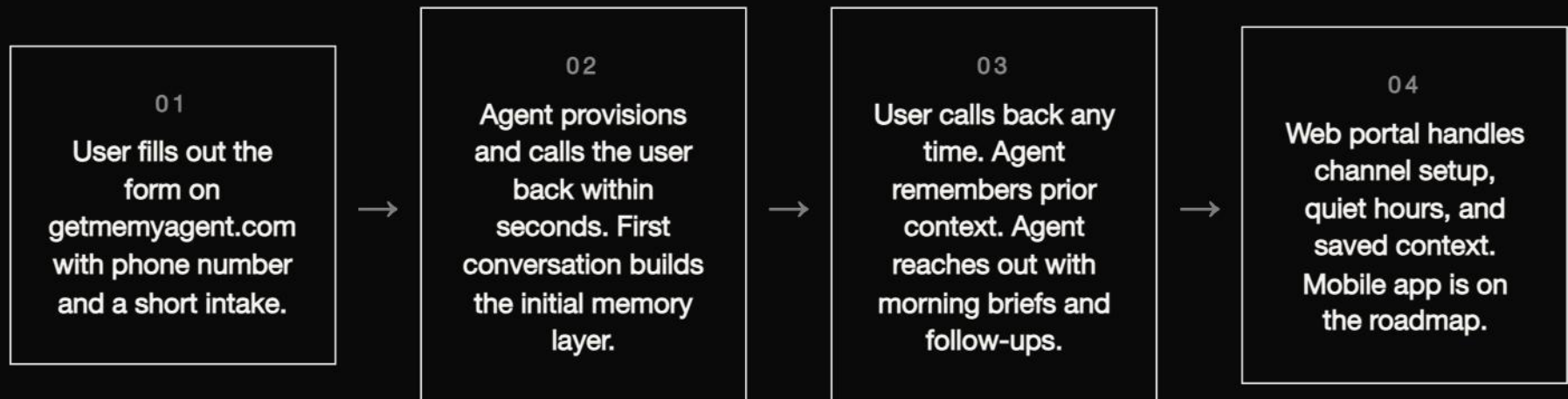
Vector databases and proprietary memory layers like ATERNA's CORTEX make long-term memory architecturally affordable for the first time. No more session amnesia.

COST

Margin-positive.

Inference and voice synthesis costs have collapsed. Even a heavy user at \$59.99 per month stays margin-positive on commodity infrastructure, with an engineered 40 percent floor at the full included-minutes cap.

The activation moment is the conversion magic.



No app to install before the first conversation. No prompt engineering. No model picker. The wow factor is that the agent calls you, and from that moment forward, it is yours.

"The positioning that works is not
'AI agent that remembers.'

It is one phone number
instead of five apps."

Direct quote from the MiroFish multi-agent simulation, June 5, 2026. Eleven other simulated personas converged on the same framing independently.

Inertia is the competitor. Not ChatGPT. Not Apple. Not OpenAI.

Buyers are not choosing between MEMY and a competing AI subscription. They are choosing between MEMY and the fragmented stack they are already maintaining: a calendar app, a notes app, a voice recorder, scattered text threads, and the cognitive load of context switching between all of them.

MEMY's job is to make that switching cost feel painful enough that the user finally consolidates.

When Apple and OpenAI eventually ship memory features inside their existing surfaces, MEMY's moat will not be capability parity. It will be the irreplaceable habit of a phone number that already knows you.

One price, set at the volume floor. Expansion tiers when the habit is set.

LIVE TODAY / SINGLE
TIER

Standard

\$59.99_{/mo}

One phone line. Voice, SMS, Telegram, email. Persistent memory. Morning briefs delivered as inbound calls. 250 voice minutes included, then \$0.25 per minute. Founding cohort pays \$30 for month one. Live at getmemyagent.com since July 2026.

EXPANSION 01 / FAMILY

Family

Shared family line, caregiver mode, and shared household context. Built for the household manager and the adult coordinating an aging parent's care. Sim-validated demand; priced at launch.

EXPANSION 02 / TEAM

Team

Multi-line, compliance, audit logging, governance, and priority support. For small businesses and multi-generational caregiver setups. Sim-validated demand; priced at launch.

Healthy margin from day one. Defensible at scale.

COHORT	VOICE MINUTES / MO	EST. COGS / MO	\$59.99 CONTRIBUTION	GROSS MARGIN
Light user (80%)	5 to 10	\$7 to \$9	\$51 to \$53	85 to 88%
Normal user (15%)	20 to 30	\$9 to \$11	\$49 to \$51	82 to 85%
Power user (5%)	60 to 90	\$13 to \$19	\$41 to \$47	68 to 78%
Worst case (full cap)	250	~\$32	~\$28	~40% floor

Blended gross margin near 85 percent on infrastructure COGS (dedicated line, agent runtime, database, embeddings, plus voice at roughly 10 to 13 cents per minute). The floor is engineered, not hoped for: a user who burns every included minute still clears roughly 40 percent, and overage bills at 25 cents per minute against roughly 12 cents of cost. Fair use and metering are live in production today, not a roadmap item.

**We did not
guess.**

**We ran the
simulation first.**

Two AI-driven pre-mortems before we asked for money.

Before opening this round, we used MiroFish, an open-source multi-agent prediction engine, retrofitted to run entirely on ATERNA's proprietary CORTEX memory layer. Zero data left the local environment. The simulation spun up dozens of synthetic personas, gave them MEMY's seed material, and let them argue about pricing, positioning, and failure modes for the equivalent of months of customer behavior.

2 SIMULATIONS RUN	57 SYNTHETIC PERSONAS	3,022 RECORDED ACTIONS
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Total spend on the de-risking exercise: \$41. The simulations have already changed the tier structure, killed two failed features before they ever shipped, and reframed the homepage hero copy.

Five operational truths we are now executing against.

#	FINDING	WHAT IT CHANGED
01	Voicemail-to-summary fails. Eight percent simulated adoption.	Cut from Pro tier before any engineering investment past prototype.
02	Proactive pulse drives churn. One hundred percent simulated downgrade after two weeks.	Removed from roadmap. Replaced with the principle: agent remembers so the user does not have to.
03	The Family tier as proposed cannibalizes Pro. Pricing comparison set is wrong.	Renamed to Team at \$399. Pro absorbed the family use case at \$179.
04	The 150-customer infrastructure wall is closer than expected. Hits at 50, not 150. Data-schema problem, not compute.	Containerization and database migration moved to Q3 priority instead of post-Series-A.
05	Inertia is the actual competitor. Buyers compare against the existing fragmented stack, not ChatGPT.	Hero copy reframed. Ad creative budget reallocated to operator communities and proof-driven channels.

Pre-revenue. Product complete. Pre ad spend.

This is exactly when capital makes the biggest difference.

0

PAYING CUSTOMERS

6

BETA ACCOUNTS
ACTIVE

100%

PRODUCT FLOW LIVE

\$0

PAID ACQUISITION TO
DATE

What is built and live today: the signup form, the instant-call activation flow, the persistent memory layer on ATERNA CORTEX, the voice channel through VAPI, SMS through Twilio, the web portal for channel configuration, the morning brief, telemetry across thirteen funnel events, daily COGS roll-up cron, Paddle billing wiring, a thirteen-event funnel dashboard, GDPR data-export endpoints, and the safety guardrail prompt set across the assistant fleet.

What is not yet live: paid acquisition, scaled customer base, mobile app, multi-line shared context infrastructure, metered billing overage. All scoped into the use of funds.

Atanasio Juarez

Founder, ATERNA LLC

Atanasio is a multi-product AI operator. He has shipped and operates CORTEX (a proprietary memory architecture used by every ATERNA agent in production), Meridian (an open-source agent operating system on GitHub, MIT licensed), Hermes (the per-customer agent runtime that powers MEMY), and Arlo (his personal AI agent, in continuous production since March 2025). MEMY is the first ATERNA product designed from inception for direct-to-consumer voice.

OPERATIONAL RECORD

Six AI products shipped and live in production. Owns the memory layer (CORTEX), the agent runtime (Hermes), and the consumer surface (MEMY). Vertical-integrated stack means MEMY's marginal cost structure is not at the mercy of a third-party provider.

WHAT MAKES THIS DIFFERENT

Most consumer AI startups are LLM wrappers. ATERNA is a memory infrastructure company with a consumer product on top. The moat is the memory layer, not the chatbot interface.

Distribution allocation, year one.

CHANNEL	ALLOCATION	WHY
Operator communities (Reddit, Indie Hackers, LinkedIn)	40%	Pragmatic buyers comparing unit economics. Sub-\$400 CAC realistic.
Proof-driven creator case studies	25%	Operator workflow audits. Specific use cases shown in context.
Founder and technical communities (HN, technical Slacks)	15%	Lead with the architecture story. CORTEX as differentiator.
Caregiver-context channels (health Reddits, family caregiver forums)	15%	Highest conversion intent. Direct path to the Pro and Team tiers.
Retargeting and referral loop	5%	Brand-recall amplification. Existing-customer-driven acquisition.

Where the \$350,000 goes. Twelve-month plan.

Founder runway (6 to 9 months, modest draw)		\$55,000
Mobile app v1 (build + launch)		\$80,000
Containerized Hermes rewrite (pre-50-customer threshold)		\$30,000
Data architecture migration + GDPR foundation		\$30,000
Initial paid acquisition test (\$5k Reddit, \$5k creator, \$5k retargeting)		\$15,000
Event-sourcing spine for billing + COGS + safety telemetry		\$15,000
Metered billing infrastructure (Pro tier fair use)		\$15,000
Legal, accounting, compliance counsel		\$15,000
Operational reserve and contingency		\$45,000
Allocated total		\$300,000 ¹⁷

\$350,000. Two instruments. One investor partner.

INSTRUMENT 01 / EQUITY

\$250,000

Priced or SAFE at \$2.5M pre-money. Approximately 10 percent post-money equity. Standard pre-seed terms. No board seat at this round size. Pro rata rights for the lead.

INSTRUMENT 02 / REVENUE-SHARE LINE OF CREDIT

\$100,000

Working-capital facility. Interest accrues at market rate, currently approximately SOFR plus 4 to 5 percent. Principal and accrued interest repayable on a revenue-share schedule once MEMY achieves net revenue positive status, defined as \$20,000 plus monthly recurring revenue with positive contribution margin for two consecutive months. No personal guarantee.

The combined structure preserves cap table at pre-revenue stage and gives the investor partner a debt-instrument floor on top of equity upside. The two instruments can come from one source or be syndicated.

Three things, in order.

01 / COMFORTABLE WITH THE DATA

Has invested in consumer subscription, voice AI, or memory-and-personalization companies before. Reads the unit-economics tables on slide 10 and the pre-mortem appendix without needing a translation layer.

02 / PATIENT ON THE LOAN INSTRUMENT

Comfortable holding a revenue-share line for 18 to 36 months before repayment begins. Trusts the founder to call the timing on net revenue positive status accurately.

03 / CONNECTED IN THE RIGHT ROOMS

Active in operator communities, caregiver-tech adjacent networks, or voice AI infrastructure. Introductions matter as much as the dollars at this stage.

04 / WILLING TO WRITE THE FULL CHECK

Strong preference for one investor covering both instruments. A single aligned partner is operationally easier than a syndicate at this round size. We will syndicate if needed.

Three honest failure modes, three operational defenses.

RISK	DEFENSE
Big-tech ships memory features (Apple Intelligence, ChatGPT memory) and commoditizes the wedge.	Moat shifts to the voice channel plus persistent context across all surfaces. Mobile app and SMS make MEMY the only product Anthony calls at 11pm. Capability parity is not the moat; habit is.
Unit economics collapse on power users without metered billing infrastructure shipped in time.	Metering layer is funded in the use of funds and on the engineering roadmap before the 100-customer mark. Fair use cap on Pro tier protects margin from day one.
A single viral safety incident with a vulnerable user damages brand and triggers ad-platform suspension.	Safety guardrails already shipped: 911/988 break-character, advice deflection, critical-fact read-back. Context-accumulation red-teaming is a 30-day priority. Public incident-response SLA.

A fourth risk we will not pretend away: the founder pattern. Atanasio has multiple products. Investor conversations include the explicit commitment that this raise is for MEMY's runway and that MEMY is priority one through to the next milestone.

What success looks like in 12 months.

BY MONTH	MILESTONE
M3	50 paying customers on the live \$59.99 tier. Containerized Hermes shipped. Data architecture migration complete.
M6	200 paying customers. Mobile app v1 live. CAC under \$250, roughly a five month payback at the live price. First Team tier deal closed.
M9	500 paying customers. \$30,000 plus MRR before overage and expansion tiers. Family tier live. GDPR architecture complete.
M12	1,000 paying customers. Net revenue positive. Loan repayment begins. Ready to open Series Seed at meaningful valuation step-up.

These are stretch targets. The pre-mortem analyses have surfaced enough of the failure modes that we believe the trajectory is achievable with the funded use of funds. We will report monthly to the investor partner.

MEMY is the obvious next consumer AI product.

The technology has arrived. The infrastructure is owned. The pricing is validated. The wedge is voice. The competitor is inertia. We have done the work to de-risk the strategy before asking for capital. Now we need the runway to launch.

MEMY
CONTACT

Let's build this.

FOUNDER

Atanasio Juarez

COMPANY

ATERNA LLC, Colorado

PRODUCT

getmemyagent.com

EMAIL

atanasiojuarez@gmail.com

Appendix materials available on request: full pre-mortem reports (June 2 and June 5, 2026), MiroFish simulation methodology, CORTEX architecture overview, technical due-diligence package, projected three-year financial model.

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