



RAPID SIGNAL

The Civic Media Response Engine

Scalable AI infrastructure for verified political communication at machine speed

THE OPPORTUNITY

Political communication moved from broadcast (days) to digital (hours) to AI-native (minutes). Campaigns lack the infrastructure to compete at this speed.

MARKET CONTEXT:

- **2024 election cycle:** \$10.5B spent on digital ads (most with zero attribution)
- **Misinformation spread rate:** Accelerated 3x since 2020
- **AI content generation:** Just reached human-quality threshold (2024)
- **Current infrastructure:** Zero-scaled platforms for verified AI political content

THE GAP:

Traditional agencies take 24-48 hours and charge \$500-2,000 per piece. Campaigns need 2-4 hour turnaround at \$3-78 per piece. **No one is solving this.**

Rapid Signal is the first scalable platform that combines human editorial oversight with AI production velocity — delivering verified content 10x faster and 20x cheaper than traditional methods.

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THE PRODUCT

Rapid Signal's core competitive advantage: **We've already built what competitors would need 6-12 months to create.**

1. PERSONA LIBRARY (EXISTING ASSET — COMPETITIVE MOAT)

~100 Personas Already Developed Across 4 Major Demographics:

HEARTLAND (35-70+ years)

- Farmers, doctors, business owners, homemakers, veterans, teachers.
- Rural and small-town perspectives.
- Heartland values, community-rooted voices
- Geographic: Midwest, South, Mountain West

VIBE (18-28 years)

- Digitally native, culturally diverse, urban-to-rural
- Students, gig workers, early professionals, civic volunteers
- Active on TikTok, Instagram, Reddit, and group chats
- Geographic spread: Midwest, South, West Coast, Southwest, Northeast
- Political diversity: Red, blue, purple state representation
- Socioeconomic and accent/tone variation for authenticity

PRISM (LGBTQ+ Community)

- Age-diverse representation across adult demographics
- Urban and suburban perspectives
- Healthcare, education, business, arts, and advocacy backgrounds
- Authentic community voices for LGBTQ+ issues

NEXT (Economic Mobility & Gig Economy, 22-30)

- Freelancers (video editors, DJs, creatives, influencers)
- Gig economy workers (DoorDash drivers, multiple side hustles)
- Students (journalism, political science, public health, community college)
- Recent graduates are navigating tough job markets
- Underemployed degree-holders (CS grad working as a barista, data analyst with side gigs)

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- Student debt survivors (\$40K-60K burdens)
- First-gen college graduates, nonprofit comms workers
- Key issues: Student debt, healthcare gaps, affordable housing, gig worker protections, and economic mobility

Why This Matters:

- **Instant Deployment:** Clients get Day 1 access to battle-tested personas
- **Network Effects:** More clients → more usage data → better persona optimization
- **Barrier to Entry:** Competitors would need 6-12 months + significant investment to replicate
- **Scalability:** Same personas serve multiple clients across different regions
- **IP Protection:** All personas are protected by CopySight

2. CONTENT PRODUCTION INFRASTRUCTURE

- **Editorial:** Fact-checking APIs (AP, Reuters, GovTrack, PolitiFact) + human verification
- **Creation:** Human-AI collaborative scriptwriting that matches the persona's voice and values
- **Production:** AI voice synthesis with EVI (Emotional Voice Intelligence) and visual generation
- **Protection:** CopySight copyright and usage rights management
- **Formats:** Automated editing and captioning (Descript) for TikTok, Reels, YouTube, and podcasts

3. DISTRIBUTION AUTOMATION

- Platform-specific optimization
- Automated publishing workflows
- Real-time analytics and engagement tracking
- A/B testing and performance optimization

THE RESULT:

Persona Development: Already complete (sunk cost, infinite reuse)

Client Setup Time: 5-7 days (not 4-6 weeks)

Production costs: \$500-2,000 → \$3-78 per piece

Turnaround time: 24-48 hours → 2-4 hours

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Production capacity: 10-30/week → 500+/week per team

Authenticity: 100 demographically researched voices, not generic templates

UNIT ECONOMICS

PRODUCTION COST PER PIECE:

Type	Script	Verif y	Production	Edit/Publis h	Direct Cost	Overhead (40%)	All-in Cost
Audio (60-90 sec)	\$20	\$10	\$1	\$7	\$38	\$15	\$53
Video (60-90 sec)	\$20	\$10	\$16	\$9.50	\$55.50	\$22.50	\$78

CLIENT PRICING (8-WEEK PILOT):

Tier	Volume	Price	Margin
Standard Pilot	240-280 pieces	\$35,000	50-55%

Note: Most clients start with a standard pilot. Custom enterprise pricing available for multi-campaign or statewide deployments.

GROSS MARGINS:

- **Pilot Phase:** 38-47% (as clients scale volume)
- **Post-Scale:** 55-65% (automation improvements + persona reuse)

MARKET SIZE & OPPORTUNITY

TOTAL ADDRESSABLE MARKET (TAM): \$7.1B-7.9B annually

Political Communications: \$2.1B annually

- Congressional campaigns: \$850M
- State/local campaigns: \$620M
- Presidential campaigns: \$630M

Advocacy & Civic Sector: \$4.6B annually

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- Issue advocacy organizations: \$2.1B
- Labor unions: \$1.2B
- Democracy/civic groups: \$800M
- State government communications: \$500M

Education Associations: \$75M-200M annually

- National organizations (NEA, AFT): \$50M-100M combined communications budgets
- State affiliates (50 states): \$25M-100M combined (\$180K-540K per state)
- **Year-round revenue** (not seasonal like campaigns)
- **Higher lifetime value** (multi-year contracts vs. single election cycles)
- Meetings scheduled with IEA (Illinois) and NEA (National)

Adjacent Markets (Future Expansion): \$300M-500M

- Other unions (SEIU, AFSCME, nurses): \$200M-300M
- Professional associations: \$100M-200M

Updated Combined TAM: \$7.1B-7.9B annually

STRATEGIC ADVANTAGE OF THE EDUCATION MARKET:

Market Diversification:

- Political = seasonal (election cycles)
- Education = year-round (legislative sessions, school boards, member comms)
- **Result:** Smoothed revenue, reduced seasonality risk

Higher Lifetime Value:

- Political client LTV: 6-12 months (single campaign)
- Education client LTV: 12-36+ months (annual retainers, multi-year contracts)
- **Result:** 3-5x higher LTV for education clients

Network Effects:

- Success with IEA → NEA → 50 state affiliates
- Education associations → other unions (SEIU, AFSCME, nurses)
- **Result:** Compounding referral engine

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SERVICEABLE ADDRESSABLE MARKET (SAM):

Rapid-response and digital content services within TAM:

- **Realistic capture:** 15-20% of digital spend
- **SAM:** \$1.2-1.5B annually (including education)

SERVICEABLE OBTAINABLE MARKET (SOM) - Year 3:

With 150-200 clients at \$50K-75K average annual spend:

- **Political clients:** 100 campaigns at \$40K avg = \$4M
- **Education/Association clients:** 50 organizations at \$150K avg = \$7.5M
- **Combined SOM:** \$11.5M ARR
- **Market share:** 0.77-1% of SAM

COMPETITIVE LANDSCAPE

CURRENT ALTERNATIVES:

Provider	Speed	Cost/Piece	Volume/Week	Formats	Our Advantage
Traditional Agencies	24-48 hrs	\$500-2,000	10-30	1-2	10x faster, 20x cheaper
Digital Firms	12-24 hrs	\$300-800	20-40	2-3	5x faster, 8x cheaper
In-house Teams	8-16 hrs	\$200-400	5-15	1-2	4x faster, scale advantage
Quiller	N/A	N/A	N/A	Text only	We do multimedia
Arena	N/A	N/A	N/A	Talent placement	We produce content
Rapid Signal	2-4 hrs	\$3-78	500+	5+	Only player in category

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COMPETITIVE MOATS:

1. Persona Library Asset (CRITICAL ADVANTAGE)

~100 pre-developed personas across 4 major demographics. Competitors would need 6-12 months and a significant investment to replicate. This is not just a feature — it's a moat that widens with every client deployment.

2. Time-to-Market Advantage

Clients live in 5-7 days (not 4-6 weeks). We've already done the upfront persona development work that competitors are still fundraising to build.

3. Network Effects

More clients → more persona usage → more engagement data → better optimization → more value. Each client deployment improves the entire platform.

4. Data Moat

Engagement analytics across thousands of pieces and 100 personas inform content optimization that competitors can't match without similar scale.

5. Copyright Protection Infrastructure

CopySight integration protects persona IP and usage rights, creating legal defensibility and a clear ownership structure.

6. Integration Moat

Built-in fact-checking APIs and editorial workflows are not easily replicated. We've integrated with AP, Reuters, GovTrack, and PolitiFact.

7. First-Mover Brand

First mover in "trusted AI political content" category with operational proof of concept.

8. Cost Structure Advantage

Human-AI collaboration + amortized persona development creates a margin advantage that traditional agencies can't match without a complete business model transformation.

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TRACTION & VALIDATION

OPERATIONAL PROOF (READY-TO-DEPLOY PRODUCT):

Truth Loop: 15 Political Content Examples

- **9 Heartland persona clips:** Immigration, tariffs, vaccines + 6 more political topics
- **3 two-person dialogue formats:** Debate/discussion capability proven
- **3 full talking head videos:** Pastor Elijah Brooks, Maya Thompson + 1 more
- **1 host format:** Jordan (Truth Loop anchor persona)
- **1 creative format:** Evelyn Cross investor pitch (CIA file concept)
- **Topics covered:** Immigration, tariffs, vaccines, plus additional political issues
- **Formats proven:** Audio-only, audio + face, full lip-sync video, multi-voice dialogue

What This Proves:

- Political content capability (actual campaign topics, not theory)
- Controversial topic handling (immigration, vaccines - proves can handle tough issues)
- Multiple format options (audio, video, single-voice, dialogue)
- Named persona deployment (Pastor Elijah Brooks, Maya Thompson, Jordan, Evelyn Cross)
- Production-ready quality (15 distribution-ready examples)
- Exact product buyers would get (not proof of concept, actual deliverable)

JourneyWise Studios: Volume & Velocity Validation

- 20 podcasts produced in 30 days (proven production velocity)
- 3 active shows: Campus Chronicles, Paws & Tales, Retro Waves
- Multi-voice capability: 4-5 voices per episode (conversational formats validated)
- 30 personas deployed with consistency across episodes
- Published at jwstud.io (public proof anyone can verify)

EXISTING ASSETS (PRE-RAISE):

- **130+ Personas Developed:**
 - 100 civic/political personas (HEARTLAND, VIBE, PRISM, NEXT)
 - 30+ JourneyWise personas (podcast production)
 - Multiple Truth Loop personas deployed (Pastor Elijah Brooks, Maya Thompson, Jordan, Evelyn Cross, + unnamed Heartland voices)

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- **Geographic Coverage:** Midwest, South, West Coast, Southwest, Northeast
- **Demographic Range:** Ages 18-70+, diverse socioeconomic and political backgrounds
- **All CopySight Protected:** Full legal IP protection on persona library

Value of Existing Infrastructure: Competitors would need 6-12 months and \$200K-400K to build an equivalent asset. We've already made this investment.

CONTENT PRODUCED:

- **15 Truth Loop political examples** (immigration, tariffs, vaccines, etc.)
- **20 JourneyWise podcasts** (multi-voice, 30 days)
- **500+ civic content pieces** (various formats)
- **Total: 535+ pieces demonstrating operational capability**

CURRENT STATUS:

- **In pilot:** [X] campaigns
- **Pipeline:** [X] campaigns in conversation
- **Pilot revenue:** \$[X]
- **Average engagement rate:** [X]%
- **Client satisfaction:** [X]/5

KEY PARTNERSHIPS:

- **Fact-checking:** AP, Reuters, PolitiFact (API access)
- **Technology:** Hume.ai, OpenAI, Runway, LTX Studio
- **IP Protection:** CopySight
- **Advisory:** [Names of political comms experts]

MARKET VALIDATION:

- **Meetings Scheduled:** IEA (Illinois Education Association - 135K members)
- **Meetings Scheduled:** NEA (National Education Association - 3M members)
- **Education Market:** \$75M-200M TAM identified, year-round revenue opportunity

MEDIA/RECOGNITION:

- [Any press coverage]
- [Any awards or recognition]

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GO-TO-MARKET STRATEGY

PHASE 1: LOCAL VALIDATION (Q1 2025)

Target: 3-5 primary campaigns (congressional, mayoral, county)

Goal: Prove unit economics and client satisfaction

Outcomes: Case studies, testimonials, refined product

Revenue Target: \$150K ARR

PHASE 2: REGIONAL SCALING (Q2-Q3 2025)

Target: State-level campaigns and party infrastructure

Expansion: Union and advocacy organization partnerships

Product: White-label licensing for progressive networks

Revenue Target: \$750K ARR

PHASE 3: NATIONAL INFRASTRUCTURE (Q4 2025-2026)

Target: Presidential and Senate campaigns

Scale: Multi-state issue advocacy campaigns

Model: Franchise/licensing for regional "loops"

Revenue Target: \$3-5M ARR

CUSTOMER ACQUISITION:

Direct Sales:

- Campaign managers and communications directors
- State party infrastructure leaders
- Advocacy organization program directors

Channel Partners:

- Higher Ground Labs (progressive tech accelerator)
- Movement Cooperative (data/tech infrastructure)
- State party networks

Pricing Strategy:

- Pilot pricing: \$35K (8-week standard pilot)

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- Retainer model: \$5K-25K/month (post-pilot)
- Enterprise licensing: \$100K-500K/year (state parties, large orgs)

REVENUE MODEL & PROJECTIONS

REVENUE STREAMS:

1. Campaign Retainers (60% of revenue)

- Monthly recurring: \$5K-25K per client
- Average: \$12K/month
- Target: 20-30 active clients by the end of Year 1

2. Pilot Programs (25% of revenue)

- One-time: \$35K per 8-week pilot
- Conversion rate to retainer: 60-70%
- Target: 50 pilots in Year 1

3. White-Label Licensing (15% of revenue)

- Annual license: \$100K-500K
- State parties, advocacy networks
- Target: 2-3 licenses by the end of Year 1

3-YEAR PROJECTIONS:

Metric	Year 1	Year 2	Year 3
Active Clients	25	75	150
Avg Contract Value	\$50K	\$75K	\$100K
Revenue	\$1.25M	\$5.6M	\$15M
Gross Margin	45%	58%	65%
Team Size	8	18	35
EBITDA	-\$250K	\$800K	\$4.2M

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PATH TO PROFITABILITY:

- **Breakeven:** Q4 2025 (15-20 clients at \$10K avg/month)
- **Profitable:** Q1 2026
- **Cash flow positive:** Q2 2026

USE CASE CATEGORIES & PRICING

1. RAPID RESPONSE (60% of volume)

Use Case: Counter false claims within news cycle

Turnaround: 2-4 hours from verification

Format: 30-60 sec social clips

Client WTP: \$2,500-7,000/month

2. PROACTIVE ISSUE FRAMING (30% of volume)

Use Case: Preempt narratives on complex issues

Turnaround: Daily or weekly cadence

Format: Mini-podcasts (5-15 min) or clip series

Client WTP: \$5,000-15,000/month

3. CRISIS DEPLOYMENT (10% of volume)

Use Case: High-volume response to breaking situations

Turnaround: 30-120 minutes (expedited)

Format: Multi-persona blitz (10-20 pieces)

Client WTP: \$10,000-25,000/month

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THE TEAM

Brian Post - Founder & CEO

Brian Post is a serial entrepreneur with a track record of building and scaling ventures across fintech, edtech, CPG, and AI-driven media. A former professional triathlete who went on to lead multiple successful exits, Brian specializes in turning complex operational challenges into simple, scalable products. He founded Fydo and Money Arena to bring behavioral-science-backed financial literacy and negotiation training to athletes and young earners navigating high-risk financial decisions.

Audrey Soglin - Co-Founder & Chief Strategy Officer

Audrey Soglin is a nationally respected education leader with decades of experience in policy, labor relations, professional development, and large-scale system change. As the former Executive Director of the Illinois Education Association (IEA), she led statewide strategy across 135,000 members and partnered with districts, lawmakers, and community stakeholders to advance student-centered policy. Audrey now advises Fydo and Money Arena on education strategy, implementation, and stakeholder alignment across schools, unions, and national organizations.

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THE RAISE

SEEKING: \$500K SEED ROUND

USE OF FUNDS:

Category	Amount	Purpose
Sales & Marketing	\$200K	Hire 2 account reps, build sales infrastructure
Editorial Team	\$150K	3 additional fact-checkers/writers for scale
Technology	\$100K	API integrations, automation improvements
Working Capital	\$50K	Operational runway

ANTICIPATED TERMS:

- **Structure:** SAFE or priced equity round
- **Valuation:** \$3-4M post-money
- **Equity:** 12-15%

12-MONTH MILESTONES

Q1 2025:

- Complete 5 campaign pilots
- Achieve \$150K ARR
- Refine product based on client feedback
- Build a case study library

Q2 2025:

- Expand to 15 active clients
- Launch white-label licensing
- Achieve \$450K ARR
- Hire 3 additional team members

Q3 2025:

- Scale to 25 active clients

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- Sign first major state party deal
- Achieve \$900K ARR
- Establish regional presence in 3 states

Q4 2025:

- Reach 30-35 active clients
- Achieve \$1.2M ARR
- Begin Series A preparation
- Path to profitability established

EXIT SCENARIOS

STRATEGIC ACQUISITION (\$15-30M):

- Major political/comms firms (GMMB, GPS Impact, Bully Pulpit)
- Media companies (Group Nine, Vice, Crooked Media)
- Political tech platforms (ActBlue, NGP VAN)

DEMOCRACY FUND BUYOUT (\$10-20M):

- Civic infrastructure asset acquisition
- Maintained as a nonprofit/public benefit subsidiary
- Examples: ProPublica model, Marshall Project model

CONTINUED GROWTH:

- Profitable standalone company
- \$10-15M ARR by Year 3
- Potential for dividend distributions
- IPO potential at scale (\$50M+ ARR)

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WHY NOW?

1. Technology Convergence

AI voice and video generation reached the human-quality threshold in 2024. This is the moment.

2. Market Failure

Campaigns are losing narrative battles because they lack infrastructure. Pain is acute and immediate.

3. Regulatory Clarity

FEC guidelines on AI use are emerging (2024-2025), creating clearer compliance pathways.

4. Cultural Acceptance

Gen Z and Millennials already expect and accept AI-assisted content. Resistance is declining.

5. Democracy Crisis

Misinformation threat is existential. Democracy funders are actively seeking scalable solutions.

THE VISION

Short-term (1-2 years):

Rapid Signal becomes the standard rapid-response infrastructure for progressive campaigns and civic organizations.

Mid-term (3-5 years):

White-label licensing creates a federated network of "regional loops" — each serving local markets but sharing technology and best practices.

Long-term (5-10 years):

Rapid Signal evolves into the trusted civic media infrastructure for verified information in an AI-native world — serving not just campaigns but governments, schools, and community organizations.

We're not building a campaign vendor. We're building the rails for democratic communication in the age of AI.

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NEXT STEPS

FOR INTERESTED INVESTORS:

1. **Introductory Call** — 30 minutes to review the deck and answer questions
2. **Product Demo** — See the platform in action with a case study walkthrough
3. **Due Diligence** — Financial model, team backgrounds, competitive analysis
4. **Terms Discussion** — Structure and timeline for close

CONTACT:

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Calendar: <https://calendly.com/brian-rapidresponse/30min>

RAPID SIGNAL — A Product of THE SIGNAL LAB

Verified voices at the speed of narrative

Verified signals through the noise

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