

Financials
Four Engines, One Unstoppable Machine



Ascension Hive

THE ANGRY ARMY

This is not a customer acquisition problem. The customers have already left. Or they are trapped. And they are furious.
Already Gone:

4 million children pulled from state schools entirely

11 million chronically absent — functionally gone already

15 million parents actively searching for an alternative right now

Trapped But Desperate:

Millions more who would leave tomorrow if they could afford to. They cannot. Because leaving means one parent stops working. Most families cannot survive on one income. They are not happy. They are not passive. They are volcanic. And they are on every platform you can name.

Where The Noise Is:

Facebook: Hundreds of homeschooling and conservative parenting groups. Many 50,000 to 200,000 members each. Every day filled with fury, fear, and desperation for something better.

Reddit: r/homeschool, r/unschooling, r/Conservative, r/Parents. Thousands of posts daily. Comment sections that read like a revolution in slow motion.

YouTube: Conservative education channels generating millions of views per video. Comment sections full of parents who have already made their decision — they just have nowhere to go yet.

Podcasts: The Daily Wire, Glenn Beck, Patrick Bet-David, Dr Steve Turley, Allie Beth Stuckey. Combined audience north of 100 million. These are not casual listeners. These are activated, values-driven parents who act on what they hear from voices they trust.

Rumble, Locals, Substack, Truth Social, MeWe: The deplatformed and the disillusioned. More concentrated. More angry. More ready to move than anyone on mainstream platforms.

Church Networks: Private WhatsApp chains, Facebook groups, Sunday bulletins, pastor recommendations. The most trusted distribution channel on earth. When a message arrives through a church network it does not get ignored.

The problem was never finding them. They were never hiding. Nobody built them something worth finding.

Until now.



THE SALES ARMY

We do not need to advertise. We need to show up where the anger already lives. And we have built the most sophisticated parent acquisition system ever assembled for the education sector.

Layer 1 — The Intelligence Engine

Five human operatives and an automated AI reading system monitor 50+ communities simultaneously across Facebook, Reddit, YouTube, Rumble, Locals, Substack, Truth Social, MeWe, church network forums, and conservative parenting communities.

Every post is public. Every word is already out there. We simply built a system that reads at scale, extracts patterns, and turns raw parent emotion into actionable intelligence.

Every objection is captured. Every fear is categorised. Every question is logged. Every phrase that changes a parent's mind is recorded. Every phrase that loses them is noted and eliminated.

It all feeds into HiveMind overnight.

By Month 3 our system has read hundreds of thousands of posts across dozens of platforms. By Month 4 when our first sales avatar makes its first call, the AI already knows:

The 50 most common objections and the exact words that resolve each one

The emotional triggers that move parents from curious to committed

The fears that must be addressed before any parent will enroll

The language that resonates in Texas versus Tennessee versus Florida

No fake accounts. No deception. No terms of service violations. Pure public intelligence gathered at a scale no human research team could match.

Legally. Transparently. Devastatingly effectively.

By the time a parent picks up that WhatsApp call they have already been understood for months. They just don't know it yet.



THE SALES ARMY Cont'd

Layer 2 — The Ambassador Megaphone

Two ambassadors. Benny Johnson and Allie Beth Stuckey.

Benny Johnson — 6.5 million followers. Viral content machine. His audience shares obsessively. One video reaches millions before breakfast.

Allie Beth Stuckey — 1 million deeply loyal Christian conservative mothers. Her audience IS our customer. Trusted voice. Not just loud voice.

Together they tour the entire conservative podcast ecosystem — Shapiro, Walsh, Beck, Bet-David, Turley, Crowder. The same parent hears the message from Benny on Tuesday. From Allie on Thursday. Sees it in their homeschool Facebook group on Friday. Gets a WhatsApp video call on Saturday night. By the time that call comes they already believe. The sale is already half made.

Layer 3 — The AI Sales Force

100 photorealistic AI video sales agents at launch. Every one answering calls 24 hours a day. Every conversation analysed overnight. Every agent performing at the level of yesterday's best agent. Every single morning.

By Year 2: 500 agents. Capacity for over 1 million calls per month. Closing rate optimised daily by HiveMind. Getting smarter every single night without a single salary increase.

Layer 4 — The Pod Captain Multiplier

We recruit one family. Their child recruits 9 best friends. Those 9 children go home and tell their parents. We acquire 10 students for the cost of reaching 1. Every pod that opens recruits the next pod. The network sells itself.

The Timeline:

Month 1: Intelligence system deployed across 50+ platforms. Data flowing into HiveMind immediately.

Month 3: 100 AI video sales agents built, tested, and ready.

Month 4: Sales engine goes live. 100 agents making calls. Ambassador tour begins.

Month 5: 32,000 mentor profiles launched.

Month 7: First pods open. Revenue begins.

Month 12: 50 pods minimum. Bridge loan repaid. Investor paid in full.

Four layers. One unstoppable machine. Powered by the anger that was already there.



THE INEVITABILITY STATEMENT

The sales engine goes live in Month 4.

From that moment HiveMind learns. Every single day. Every single night. Every conversation analysed. Every objection refined. Every closing technique sharpened.

By Month 5 — 30 upgrades. By Month 6 — 60 upgrades. By Month 7 — 90 upgrades and 360,000 real parent conversations analysed, dissected, and turned into the most perfectly optimised education sales funnel ever built.

100 sales agents. Pitch perfect. Objection proof. Closing optimised to a razor's edge by 90 consecutive nights of HiveMind intelligence.

Each one talking to 1,200 parents every single month.

Combined: 120,000 conversations every month with parents who are already angry, already looking, and already halfway to yes before the call begins.

Behind them: Benny Johnson and Allie Beth Stuckey. Every week. Every podcast. Every platform. Reaching millions of conservative parents who trust them completely and act on what they say.

In front of them: the easiest close in sales history.

Because we are not selling something parents don't want. We are answering a prayer they have already been praying.

And after all of that — after 90 days of perfect optimisation, 360,000 analysed conversations, 120,000 monthly calls, and two of the most trusted voices in conservative America pointing directly at us —

All we need is 50 pods.

50 pods out of 15 million searching parents.

50 pods out of 120,000 monthly conversations.

50 pods to repay the bridge loan in full.

It is not a target. It is a formality.

There is no downside. Only degrees of upside.



The Four Engines (Overview)

Engine	Description	Launch
Engine 1	US Pod Income (\$18,000/pod/year)	Month 4
Engine 2	85/15 Split (student company profits)	Year 2
Engine 3	Overseas Licensing (\$300/pod/month + upfront)	Year 3
Engine 4	External Foundry (80/20 equity + fees)	Year 2



Engine 1: Pod Income (The Foundation)

Assumptions:

Deployment starts Month 7

Year 1: 200 pods/month → Year 5: 500 pods/month

\$18,000 annual fee per pod

6,000 hardware (one-time) + 6,000 operating cost/year

Year-by-Year:

Year	New Pods	Total Pods	Revenue	Net Profit
1	2400	2400	\$43.2M	\$18.8M
2	3000	5400	\$97.2M	\$55.8M
3	3600	9000	\$162.0M	\$97.2M
4	4800	13800	\$248.4M	\$151.2M
5	6000	19800	\$356.4M	\$219.6M



Engine 2: The 85/15 Split (The Perpetual Engine)

Assumptions:

2 companies per pod (5 students each)

70% survival rate

Profit scales: 5k→15k → \$50k per company

Hive takes 15% of profit

Year-by-Year:

Year	Total Companies	Surviving	Hive 15% Share
1	4800	3360	\$2.5M
2	10800	7560	\$5.7M
3	18000	12600	\$28.4M
4	27600	19320	\$43.5M
5	39600	27720	\$207.9M



Engine 3: Overseas Licensing (The Global Multiplier)

Assumptions:

Launch Year 3

\$500k upfront per country

\$300/pod/month license fee to Hive

Year-by-Year:

Year	Countries	Intl Pods	Upfront Fees	License Revenue	Total
3	3	1800	\$1.5M	\$6.5M	\$8.0M
4	7	8400	\$2.0M	\$30.2M	\$32.2M
5	15	26400	\$2.5M	\$95.0M	\$97.5M



Engine 4: External Foundry (80/20 Partnerships)

Assumptions:

Launch Year 2

External entrepreneurs keep 80%, Hive takes 20%

HiveMind selects top 10% of applicants

Annual Fee Revenue:

Year	Accepted Companies	Hive Equity (Entry)	Fee Revenue
2	10	\$4.0M	\$0.00
3	25	\$10.0M	\$2.0M
4	50	\$20.0M	\$5.0M
5	100	\$40.0M	\$10.0M

Equity Portfolio Exit Value (10x-50x):

Year	Equity Entry Value	Exit Value (10x-50x)
3	\$14.0M	140M-140M-700M
4	\$34.0M	340M-340M-1.7B
5	\$74.0M	740M-740M-3.7B



Combined Four Engines (Annual Profit to Hive)

Year	Pod	85/15	Overseas	External	Total
1	\$18.8M	\$2.5M	\$0.00	\$0.00	\$21.3M
2	\$55.8M	\$5.7M	\$0.00	\$0.00	\$61.5M
3	\$97.2M	\$28.4M	\$8.0M	\$2.0M	\$135.6M
4	\$151.2M	\$43.5M	\$32.2M	\$5.0M	\$231.9M
5	\$219.6M	\$207.9M	\$97.5M	\$10.0M	\$535.0M

Five-Year Cumulative Profit: \$985.3M



The Disaster Scenario (10% of Projected Enrollment)

Assumptions:

- 10% enrollment vs base case
- 85/15 engine produces \$0 (worst case)
- Overseas delayed by 1 year, 50% of target
- Renewal rate 80% (not 100%)

Year-by-Year:

Year	Pod Income	Overseas	External	Total
1	\$1.5M	\$0.00	\$0.00	\$1.5M
2	\$4.7M	\$0.00	\$0.00	\$4.7M
3	\$8.6M	\$0.00	\$0.00	\$8.6M
4	\$13.6M	\$3.2M	\$0.00	\$16.8M
5	\$20.1M	\$9.6M	\$0.00	\$29.7M

Five-Year Cumulative Profit (Disaster): \$61.3M
Loan Repaid: Within Year 1 (10 months max)
Collateral Coverage: 920% (unchanged)



The Investor's 5% Equity (Base Case)

You came for the 20% loan return. You stayed for this.

Year	Your Share (Annual)	Cumulative Return
5	\$26.5M	\$48.5M
10	\$154M	\$700M
20	\$438M	\$5B+

\$10 million to \$25 million

Biannual dividend payments. No board responsibilities. No operational involvement. Just ownership. The loan repays in Month 12 at the latest.

The equity pays forever.

You put in \$250,000. - You got \$300,000 back.

Then you collected \$26.5 million in Year 5. - Then \$154 million in Year 10. -

Then \$438 million a year for the rest of your life.

For a \$250,000 bridge loan.

With zero ongoing involvement.

In a company that was already self-funding before you got your money back.

There has never been a bridge loan structured like this. Because nobody ever built a company like this.



The Explosive Case (What If The Kids Blow Up?)

Assumptions:

Student companies produce	500k profit by Year 5 (Not 50k)
Student companies produce	\$2M profit by Year 10
Student companies produce	\$10M profit by Year 20

External Foundry exits at 50x (not 10x)

Year 5: Total Hive Profit 2.41B→	Your \$602M/year
Year 10: Total Hive Profit 52.0B→	Your \$13.0B/year
Year 20: Total Hive Profit 528.8B→	Your \$132.2B/year

10M→1.2T+ over 20 years



20-Year Projection (Base vs Explosive)

Scenario	Your \$250k Becomes
Base Case (conservative)	\$10B+
Explosive Case (kids build unicorns)	\$48M+
Disaster Case (10% enrollment)	\$6M (still profitable)

"There is no downside. Only degrees of upside.."



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Closing

"We forgot a revenue stream. That is how rich this model is.

Four engines. One machine. Half a trillion dollars in potential value.

The loan is safe. The equity is sacred.

One pays your bills. The other builds your monument.

The door is open. The table is set.

The question is: what will your grandchildren say?"

