



INFINITI 8-Product Ecosystem Strategy

Complete Product Funnel, Upsell/Cross-sell Strategy & Financial Projections

Prepared by: INFINITI Universe LLP

Date: January 2026 | Version: 2.0

Executive Summary

INFINITI is building a product ecosystem where 8 complementary AI-powered products work together to:

- Generate leads through low-cost entry products
- Build relationships through mid-tier tools
- Convert to premium Concierge and Venture Studio engagements
- Create long-term value through equity and co-investment

Key Insight: Not every customer will buy full Concierge or Venture Studio services. But by offering 8 products at different price points, we capture customers at every stage and guide them through our funnel toward higher-value engagements.

Part 1: The 8-Product Ecosystem

Product 1: AI Market Researcher

- **Price:** \$99-499 per report
- **Type:** One-time purchase
- **Target:** Founders, corporate innovation teams, investors
- **Function:** Lead magnet, entry product

Automated market analysis, competitive landscape, customer validation. Delivered in 24-48 hours using proprietary AI engines + human review.



Product 2: AI GrowthMentor

- **Price:** \$49-149/month
- **Type:** Recurring subscription
- **Target:** Founders, growth managers
- **Function:** Engagement product, community builder

AI-powered growth coaching, weekly actionable tips, founder community, expert mentor sessions, growth metrics tracking.

Product 3: AI Business Plan Generator

- **Price:** Included in DIY Platform (\$499)
- **Type:** Core platform feature
- **Target:** Founders seeking investment
- **Function:** Key value driver for DIY tier

Investor-ready business plans in 24 hours. Includes financial projections, market sizing, competitive analysis, and pitch deck outline.



Product 4: Talent Marketplace

- **Price:** 15-25% commission on placements
- **Type:** Transaction-based
- **Target:** Startups needing developers, designers, marketers
- **Function:** Revenue generator, ecosystem lock-in

Access to 50+ pre-vetted specialists. AI-matched talent based on project needs, budget, and timeline. Faster and cheaper than traditional hiring.

Product 5: Investor CRM & Deal Flow

- **Price:** \$99-299/month
- **Type:** Recurring subscription
- **Target:** Founders raising capital
- **Function:** High-intent qualifier for Concierge tier

Investor database access, automated outreach, deal tracking, pitch deck analytics, and warm introductions.

Product 6: Financial Modeling Suite

- **Price:** \$49-199/month
- **Type:** Recurring subscription
- **Target:** CFOs, founders, financial analysts
- **Function:** Engagement product, data collection

Automated financial projections, scenario planning, unit economics calculator, cap table management, and investor reporting.

Product 7: Legal Document Generator

- **Price:** \$49-299 per document
- **Type:** Transaction-based
- **Target:** Founders, legal teams
- **Function:** Utility product, trust builder

Automated term sheets, SHA, incorporation documents, NDAs, employment contracts. AI-generated with optional lawyer review.

Product 8: Venture OS Platform (Full Suite)

- **Price:** \$499 one-time (DIY) / \$5K-20K (Concierge) / Equity (Studio)



- **Type:** Three-tier model
- **Target:** Serious founders, growth companies, enterprises
- **Function:** Core revenue driver, maximum value

All 7 products integrated into one platform. At Concierge level, adds dedicated team. At Studio level, adds capital investment and co-founder partnership.



Part 2: Product Funnel & Conversion Strategy

Stage	Products	Price Range	Goal
Awareness	Market Researcher, Blog	\$99-499	Generate leads
Engagement	GrowthMentor, Financial Suite	\$49-199/mo	Build relationships
Consideration	Investor CRM, Legal Docs	\$49-299	Qualify high-intent
Conversion	DIY Platform	\$499	First purchase
Upsell	Concierge	\$5K-20K	Project engagement
Partnership	Venture Studio	20-40% equity	Full co-founder deal

Conversion Path: Free content → \$49-499 standalone product → \$499 DIY Platform → \$5K-20K Concierge project → Venture Studio equity partnership. Each product builds trust and demonstrates value, making the next purchase a natural step.

Part 3: Revenue Projections by Product (Year 2)

Product	Customers/Year	Avg Revenue	Annual Revenue
AI Market Researcher	500	\$250	\$125,000
AI GrowthMentor	300 subscribers	\$99/mo × 8mo	\$237,600
Business Plan Generator	Included in DIY	-	(drives DIY sales)
Talent Marketplace	100 placements	\$3,000 commission	\$300,000
Investor CRM	200 subscribers	\$199/mo × 6mo	\$238,800
Financial Modeling Suite	150 subscribers	\$99/mo × 8mo	\$118,800
Legal Document Generator	400 documents	\$150 avg	\$60,000
Venture OS (DIY)	2,000 customers	\$499	\$998,000
Venture OS (Concierge)	40 projects	\$15,000	\$600,000
Venture OS (Studio)	8 companies	Equity + fees	\$1,200,000
TOTAL			\$3,878,200



Part 4: Team & Operational Model

Each product is managed by a small cross-functional team leveraging shared platform infrastructure:

- **Core Platform Team:** 6-8 engineers maintaining the Venture OS
- **Product Teams:** 2-3 people per product (PM + engineer + designer)
- **AI/ML Team:** 3-4 specialists building and maintaining AI engines
- **Growth Team:** 3-4 marketers driving acquisition across all products
- **Specialist Network:** 50+ distributed talent for Concierge delivery

Total team: 20-25 full-time + 50+ specialists on-demand. This lean structure enables high margins while delivering enterprise-grade service across all 8 products.

Part 5: Cross-Sell & Upsell Mechanics

Every product interaction creates data and relationship depth that enables intelligent cross-selling:

- **Market Researcher** → **DIY Platform:** "You've validated the market. Now build the business plan."
- **DIY Platform** → **Concierge:** "Your plan is ready. Let our team build the MVP."
- **Concierge** → **Venture Studio:** "Your MVP has traction. Let's invest and scale together."
- **Investor CRM** → **Concierge:** "Struggling to close? Our team can prepare your pitch."
- **Talent Marketplace** → **Concierge:** "Need a full team, not just one hire? Upgrade to Concierge."

Version: 2.0 | **Date:** January 2026 | **Status:** Active

Contact: contact@infiniti.stream | **Platform:** console.infiniti.stream