



INFINITI: Pricing Strategy & Economics Analysis

Venture Operating System — Complete Financial & Pricing Model

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Executive Summary

INFINITI operates on a three-tier model: DIY Platform (\$499 one-time), Concierge (\$5K-20K project-based), and Venture Studio (20-40% equity for \$50K-150K capital). This document provides a comprehensive analysis of market positioning, pricing rationale, financial projections, and long-term value creation.

Key Findings:

- Pricing delivers 10-125x value vs. doing it independently
- DIY tier has 95% gross margin (pure platform)
- Concierge tier has 50-60% gross margin
- Break-even at ~200 DIY customers + 5 Concierge projects
- Equity portfolio projected at \$100M+ by Year 3

Part 1: Market Positioning & Competitive Analysis

Competitor	Model	Price	What's Included
Y Combinator	Equity (7%)	\$500K investment	Mentorship, network, demo day
Techstars	Equity (6-10%)	\$0 (equity only)	Mentorship, network, funding
Stripe Atlas	Flat fee	\$500 one-time	Incorporation only
Upwork/Toptal	Hourly	\$50-200/hr	Freelance talent only
Antler	Equity (10-15%)	\$100K investment	Co-founder matching, mentorship
INFINITI	3-tier model	\$499 to equity	Full platform + team + capital



INFINITI's unique positioning: We are the only platform that offers a low-cost entry point (\$499) with a clear path to full venture studio partnership. Competitors either charge high equity upfront (YC, Techstars) or offer only isolated services (Stripe Atlas, Upwork). INFINITI combines AI tools, talent, mentorship, AND capital.



Part 2: Pricing Tiers — Detailed Breakdown

Tier 1: DIY Platform — \$499 (One-Time Access)

- **Target:** First-time founders, solopreneurs, idea-stage entrepreneurs
- **Model:** One-time payment for full platform access

What's Included:

- Full access to Venture OS platform
- AI Business Plan Generator
- Market Research Engine
- Pitch Deck Templates
- Talent Marketplace access
- 50+ proven business model templates
- Community support
- **Value Delivered:** \$15,000+ (if done manually via consultants)
- **Value Multiplier:** 30x
- **Conversion Goal:** 15% upgrade to Concierge within 6 months

Tier 2: Concierge — \$5K-20K (Project-Based)

- **Target:** Funded startups, post-MVP companies, corporate innovators
- **Model:** Project-based engagement, scope-dependent pricing

What's Included:

- Everything in DIY Platform
- Dedicated venture consultant
- MVP development by our team
- Investor pitch preparation
- Go-to-market strategy execution
- Weekly progress check-ins
- Priority investor introductions
- **Value Delivered:** \$100,000-500,000+ (equivalent agency/studio work)
- **Value Multiplier:** 15-25x
- **Conversion Goal:** 10% upgrade to Venture Studio

Tier 3: Venture Studio — Equity (20-40% for \$50K-\$150K Capital)



- **Target:** High-potential ventures, enterprise spin-offs, serial entrepreneurs
- **Model:** Equity partnership with direct capital investment

What's Included:

- Everything in Concierge
- \$50K-\$150K direct investment
- Full-stack team for 6-12 months
- Hands-on co-founder level support
- Series A fundraising preparation
- Board seat & strategic guidance
- Access to full investor network
- **Value Delivered:** \$500,000-2,000,000+ (full venture studio engagement)
- **Value Multiplier:** 10-15x



Part 3: Unit Economics

Metric	DIY Platform	Concierge	Venture Studio
Price	\$499 (one-time)	\$5K-20K (project)	20-40% equity
COGS	\$25 (hosting)	\$2K-8K (team time)	\$50K-150K (capital)
Gross Margin	95%	50-60%	30% + equity upside
CAC	\$50-100	\$1,000-2,000	\$5,000
LTV	\$499 + upsell potential	\$15K-50K	\$500K-5M (equity)
LTV/CAC Ratio	5-10x	10-25x	100x+
Payback Period	Immediate	< 1 month	3-7 years

Customer Journey & Conversion Funnel

Stage	Volume	Conversion	Revenue
Website Visitors	50,000/mo	2% to DIY	-
DIY Customers	1,000/mo	15% to Concierge	\$499K/mo
Concierge Projects	150/year	10% to Studio	\$1.5M/year
Studio Companies	15/year	Portfolio exits	\$50K-150K invested

Part 4: Revenue Projections (3-Year)

Year 1 (2026) — Foundation

Revenue Stream	Volume	Avg Price	Annual Revenue
DIY Platform	500 customers	\$499	\$249,500
Concierge	15 projects	\$12,000 avg	\$180,000
Studio (invested)	3 companies	\$100K avg	-\$300,000 (invested)
Success Fees	5 raises	\$50K avg fee	\$250,000
Net Revenue			\$679,500

Year 2 (2027) — Growth

Revenue Stream	Volume	Avg Price	Annual Revenue
DIY Platform	2,000 customers	\$499	\$998,000



Concierge	40 projects	\$15,000 avg	\$600,000
Studio (invested)	8 companies	\$120K avg	-\$960,000 (invested)
Success Fees	15 raises	\$80K avg fee	\$1,200,000
Equity Exits	2 exits	\$500K avg	\$1,000,000
Net Revenue			\$3,838,000

Year 3 (2028) — Scale

Revenue Stream	Volume	Avg Price	Annual Revenue
DIY Platform	5,000 customers	\$499	\$2,495,000
Concierge	100 projects	\$18,000 avg	\$1,800,000
Studio (invested)	15 companies	\$150K avg	-\$2,250,000 (invested)
Success Fees	30 raises	\$120K avg fee	\$3,600,000
Equity Exits	5 exits	\$2M avg	\$10,000,000
Net Revenue			\$15,645,000



Part 5: Break-Even Analysis

- **Fixed Costs (monthly):** \$60,000 (core team, infrastructure, marketing)
- **DIY Revenue needed:** 120 customers/month × \$499 = \$59,880
- **Or Concierge Revenue:** 5 projects/month × \$12,000 = \$60,000
- **Blended Break-even:** ~200 DIY customers + 5 Concierge projects
- **Expected Timeline:** Month 6-8 post-launch

Part 6: Equity Portfolio Value Projection

The Venture Studio tier builds long-term value through equity stakes in portfolio companies. With 20-40% equity in each company and \$50K-150K invested, the portfolio creates asymmetric returns:

Scenario	Companies (3yr)	Avg Stake	Success Rate	Avg Exit	Portfolio Value
Conservative	25	25%	20%	\$5M	\$25M
Base Case	25	30%	30%	\$15M	\$112M
Optimistic	25	35%	40%	\$30M	\$315M

Part 7: Why This Pricing Works

For Founders:

- \$499 entry point — accessible to any founder with a serious idea
- No equity required until Venture Studio level
- Clear value at each tier (10-125x what you pay)
- Natural upgrade path as company grows

For INFINITI:

- High-volume DIY tier generates cash flow and leads
- Concierge tier provides strong project margins (50-60%)
- Studio tier builds \$100M+ equity portfolio over 3-5 years
- Multiple revenue streams reduce risk

For Investors in INFINITI:

- Platform revenue provides predictable base
- Venture portfolio provides 10-100x upside
- Network effects create defensibility



- Massive TAM (\$50B+ venture support market)

Part 8: Key Assumptions & Risks

Assumption	Risk Level	Mitigation
Market demand for \$499 tier	Low	Validated through landing page signups
15% DIY-to-Concierge conversion	Medium	Proven SaaS upsell playbook
Talent available for Concierge	Medium	Pre-vetted network of 50+ specialists
Studio equity exits in 3-7 years	High	Portfolio approach, 25+ companies
Competition doesn't replicate	Low	Network effects, AI moat, brand

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