VOLUME · A TRADING GAME

Improvement, Measurement, and Acceleration.

Arc Interactive is raising $50,000–$150,000 in pre-seed funding from a collective of investors on a post-money SAFE at a $3,000,000 cap. The capital pays for user growth, with the goal of raising a **priced Series A** at a higher valuation.

10x more weekly signups in July than in May, after the June signup-flow change	**8 in 14 days** new subscribers – **+167%** vs the entire month before	**+106%** play sessions, last 14 days vs prior 14	**+335%** daily new-subscriber rate since the June 2026 signup-flow change
17,487 registered users	**2.33M** minutes played across all users	**7.14%** of App Store page visitors install – **2x the finance-app benchmark**	**~$110/mo** total operating cost per month – AI agents run ads, creator outreach and testing

INSIDE

ROUND SIZE	MINIMUM CHECK	INSTRUMENT	VALUATION CAP
Raising $50,000 - $150,000	**$3,000**	**Post-money SAFE**	**$3,000,000**

Ready to invest?

Minimum check $3,000. Want to talk first? liam@arc-interactive.co

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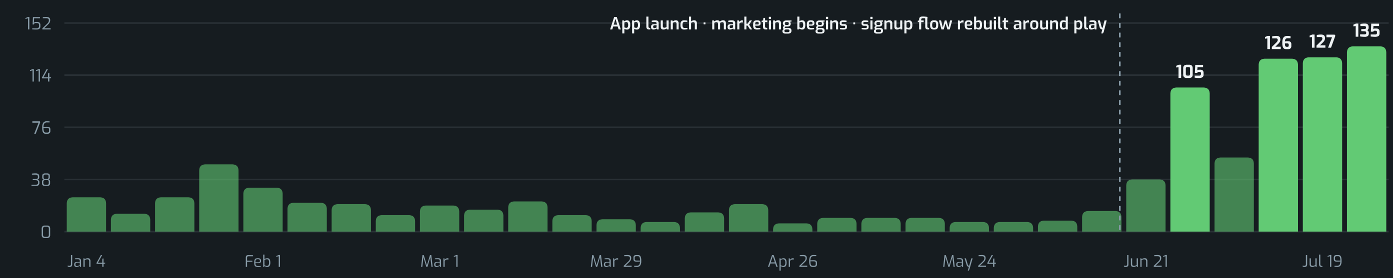
01 · THE EVIDENCE

Growth accelerated in June and July

Volume recorded **10x more new signups in July 2026 than in May 2026**. Three changes preceded the increase: product updates, the release of the iOS app, and the first paid and organic marketing campaigns.

New user signups per week

Production database · Jan 4 – Jul 26, 2026



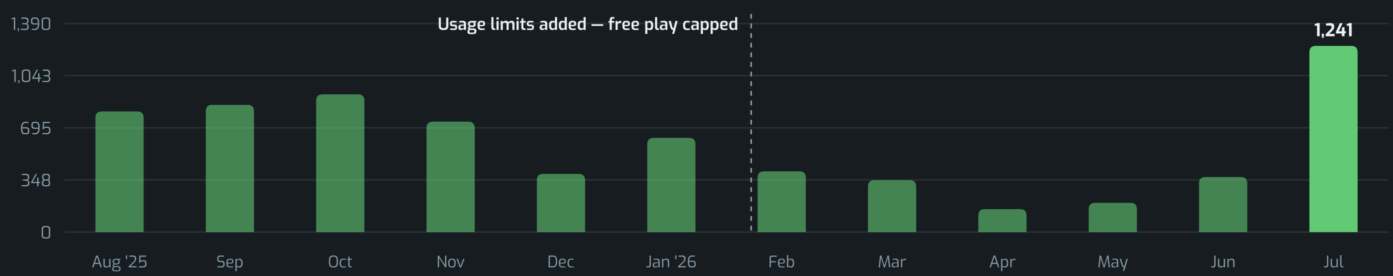
277
new users, last 14 days (**+61%** vs prior 14)

841
play sessions, last 14 days (**+106%** vs prior 14)

8
new subscribers in 14 days – more than the entire prior month (**+167%**)

Play sessions per month

Production database, Aug 2025 – Jul 2026 · July: 1,241 sessions, the highest month recorded, 3.4× June



Totals since founding

2,328,661
minutes played

235,639
positions opened (individual trades placed)

17,487
accounts created since founding

~60 min
average session length

The App Store channel, opened in 2026

7.14%
of App Store product-page visitors install – **2x the typical finance-app benchmark**

1.39K
daily average App Store impressions

283
page impressions via creator links, **$0 spent** – creator partnerships, case study 06

7.14% of App Store page visitors install, twice the finance-app benchmark. Average session length is about 60 minutes. Total paid spend behind these numbers: $536. The constraint is the number of people who see Volume, and that is what this raise pays to change.

Allocation, spend and runway

The plan spends the full $150,000 over 18 months. The percentages below are fixed; the dollar amounts scale with the amount actually raised. A smaller raise lowers the monthly spend, not the 18-month runway.

GROWTH	PRODUCT	OPERATIONS & RESERVE	FOUNDER SALARY
85% · $127,500	**10% · $15,000**	**5% · $7,500**	**$0**

18 mo
planned runway – marketing spend can be reduced at any time to extend it

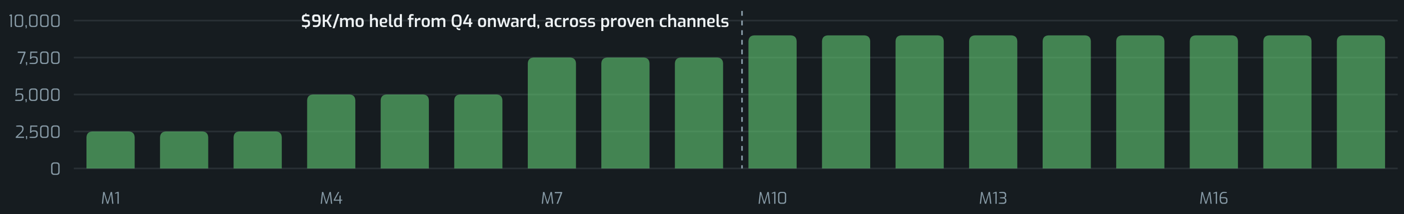
$9K/mo
peak monthly growth spend, reached in quarter 4

15,000
target monthly active players at month 18

500
target paying subscribers at month 18

Monthly growth spend by quarter

$2.5K → $5K → $7.5K → $9K · each increase requires the previous quarter to meet its cost-per-practicing-trader target



QUARTER	GROWTH SPEND / MO	COST PER PRACTICING TRADER	NEW PRACTICING TRADERS
Q1	$2,500	$4.00	1,875
Q2	$5,000	$3.00	5,000
Q3	$7,500	$2.50	9,000
Q4	$9,000	$2.00	13,500
Q5	$9,000	$1.50	18,000
Q6	$9,000	$1.00 – the target	27,000
Total	**$126,000**	**$4 → $1**	**~74,000**

The cost projection continues the decline measured over the ads system's first eight weeks: $6.60 per practicing trader at launch, $3.99 as of August 2026. Unspent growth budget ($1,500) and the operations surplus (~$5,000 at today's ~$110/mo cost) are held as the contingency reserve.

FORECAST VS TARGETS

The goals stated above are 20% lower than our model's forecast. The **$1 end-target is also far higher CAC than Volume has been able to achieve in the past**: the SuttTrades sponsorship acquired practicing traders at about 8¢ each, calculated from $150 spent and 1,819 users who placed at least one trade (next page).

Where the marketing dollars go

Every channel below is measured the way the Google Ads campaigns are measured today: per-user attribution, a hypothesis recorded before launch, and a statistical rule for when to stop. Budget moves to whichever channel produces a practicing trader at the lowest cost.

1 · Creator sponsorships

The automated system in case study 06 continues to sign micro-creators at no cost. Sponsorship budget applies that same system to creators with larger, more active audiences, who require payment. Every deal is measured through the per-creator attribution already running in production. Sponsored live sessions on Twitch and YouTube show Volume's 360× speed simulation running in real time, which a static image ad cannot show.

CASE STUDY · THE SUTTTRADES POST — THE RESULT THIS BUDGET AIMS TO REPEAT

February 2024: Instagram creator Caleb Sutterfield (SuttTrades, ~600 followers) posted a review of Volume. Total cost: $150. The post reached 50,000+ views and about 2,500 shares and produced 3,500+ signups within a month, half of whom placed at least one trade. Instagram has kept producing users since: 6,500+ name it as how they found Volume, 3,000+ placed a trade, and 1,000+ placed ten or more — 82,000 trades against $150 of spend.

Cost per signup: ~4¢. Cost per practicing trader: ~8¢ — compared to $3.99 per practicing trader from paid Google Ads today. Most creator sponsorships will not perform this well, and the plan does not assume they will. At $150 per sponsorship, one post that produces 1,800+ practicing traders covers the cost of ten that produce zero — which is why the budget funds this channel repeatedly rather than waiting for a second result to occur on its own.

2 · Conventional advertising

Volume increases spend on campaigns already measured, then tests new channels one at a time:

- **Google Ads** — the campaigns already running, with cost per practicing trader down from $6.60 to $3.99. Additional budget increases spend on these existing campaigns.
- **Meta ads** — paid placements to audiences interested in trading on Instagram and Facebook, measured through the same attribution system from the first dollar.
- **AI-platform ads** — placements on OpenAI / ChatGPT ad surfaces as they become available. Ad rates on new platforms are typically lower before demand rises.

3 · Press & organic content

Videos, posts, press releases, and ads created by both contracted editors and the AI-run marketing system, which currently handles creator outreach. Organic content costs production time rather than ad spend, can have a viral effect on growth, and serves multiple purposes such as product education and awareness.

Supporting channels

Educator partnerships

Agreements with trading-course creators to include Volume in their curriculum. One agreement can bring an entire enrolled cohort.

App Store optimization

The product page already converts at **7.14%** — 2x the category norm. Keyword and screenshot optimization increases installs from the impressions other channels produce.

Measurement

Every channel reports cost per practicing trader under per-user attribution. Channels that fail the statistical test are stopped; their budget moves to those that pass.

HOW ALLOCATION GETS DECIDED

Small tests run across every channel, each measured against the same cost-per-practicing-trader threshold. Budget then concentrates into the one or two that meet it — the method the live Google Ads campaigns already use.

Year to Date Financials

$7,281
total spend, Jan 1 – Aug 3 — every payment the company made from Jan 1 to Aug 3, 2026

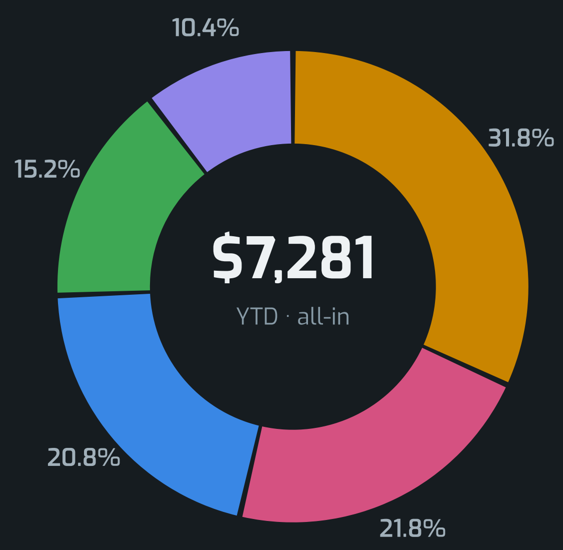
~$110
operations spend for a full month of running the company today: every subscription plus payment fees

$2,318
business overhead YTD — franchise tax, tax prep, registered agent; annual obligations, not recurring monthly cost

$828
variable spend YTD — growth marketing, increased or decreased at the founder's discretion

2026 YTD Spending

YTD spend by purpose · Jan 1 – Aug 3

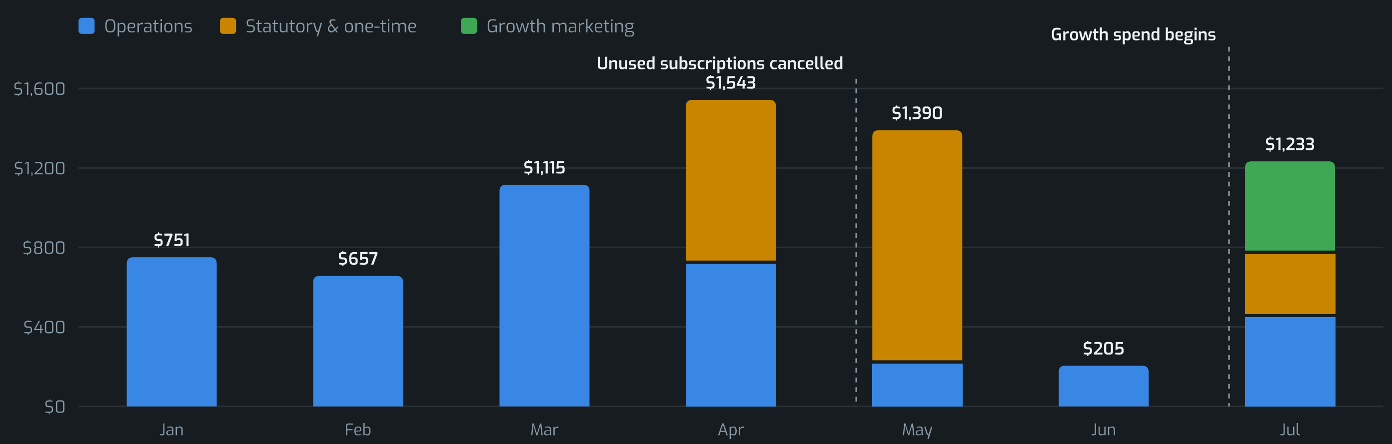


PURPOSE	YTD	SHARE
Corporate & compliance	$2,318	31.8%
Product & dev tools	$1,587	21.8%
Infrastructure	$1,512	20.8%
Growth	$1,105	15.2%
Admin, overhead & payment fees	$759	10.4%
Total	**$7,281**	**100%**

Corporate & compliance is annual statutory cost — franchise tax, tax prep, registered agent — not recurring operating cost. Growth includes ad billing plus the tools that run creator outreach.

Total monthly spend by bucket

Company ledger, Jan – Jul 2026 · August excluded as partial (3 days, $388 — mostly the month's opening ad billing)

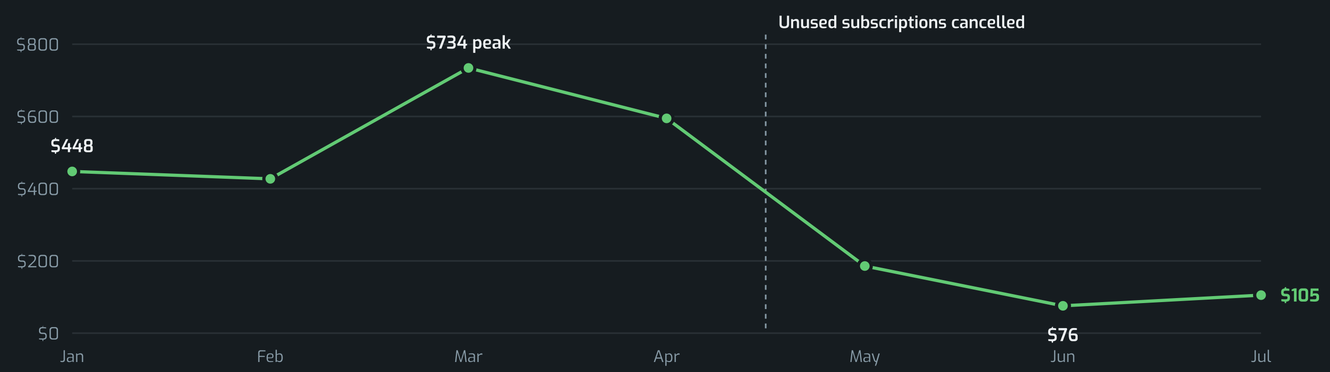


Operations = subscriptions, infrastructure and payment fees. Statutory & one-time = Delaware franchise tax, tax preparation, registered agent. Marketing appears on card-billing dates, which lag platform-measured ad spend, and includes $300 of legacy campaigns retired before the current system.

Reading the numbers. The first four months used a set of subscriptions and services averaging **$810 a month**. The April–May increase is annual statutory cost — tax preparation and the registered agent — not recurring operating cost. In May, every subscription and service that was not required was cancelled or replaced, reducing recurring cost to about **$110 a month**. Marketing became the largest line in July, when the Google Ads campaigns started.

Recurring software and services per month

Monthly recurring subscriptions, infrastructure and payment fees · one-time annual purchases excluded



From a $734 peak in March to about $110 a month, an 86% reduction. Cancelled: AWS (~$142/mo), Anthropic API + ChatGPT (~$130/mo), MongoDB Atlas (~$68/mo), Twilio SMS, Discord, Adobe. Still paid for: Vercel, SendGrid, Apify, ElevenLabs, virtual mailbox and Stripe fees.

REVENUE

$1,626 collected year-to-date. July – the first full month after the signup-flow change – was the highest revenue month of 2026 at $394, which is 3.5 times the ~$110 monthly operating cost. Net cash out for seven months of running and growing the company: $5,655.

WHAT THE NUMBERS SHOW

At ~$110 a month in operating cost, nearly every invested dollar can go to growth rather than overhead. Costs were cut 86% during the same months in which signups and sessions increased. The only spending line that grew in that period was marketing, which is the line this raise increases.

Interested in the round?

Fill out the form, or reach out at liam@arc-interactive.co

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Founder letter

Dear investor,

The last 30 days have been some of the most exciting since our company's inception. I feel as though I've spent three years building for this moment — one where I can say, and truly believe, that Volume is not just a good idea or a cool concept, but a great product with traction, revenue, and a plan to take off.

From the beginning, Volume's aim has been to protect and empower beginner traders by giving them a safe, engaging, and efficient way to learn the risks and the reality of trading. In practice, that meant building a trading game that is easy and genuinely enjoyable to use. That requires billions of rows of data, complex simulation algorithms, hyper-efficient APIs, thousands of user feedback submissions, and countless hours of refinement. When release 1.5.0 shipped on July 5, 2026, after more than 100 release iterations, I knew we were ready.

Two years from today, Volume will be the place ***anyone*** interested in trading goes to learn something new, practice their strategy, warm up before a live session, and analyze their trading data. This raise is the first step toward that reality.

While we grew organically through the build phase — beyond what I ever expected — organic growth alone won't generate the traction, virality, or user feedback we need to achieve escape velocity. Now is the time to bring in new users, each one a data point making our company, from product to funnel, smarter.

As a solo founder with minimal funding, I've been relentless in my pursuit of efficiency with both time and capital, finding ways to force-multiply every hour and every dollar I put into Volume. Today, artificial intelligence assists in everything from marketing and creator outreach to quality assurance, with human judgment reserved for tough decisions, ideation, and value creation. Through this technology, Volume is able to function as a company of fifty or more staff while carrying zero in payroll.

For the last several months I have funded growth and tooling out of my own pocket. Gladly so. Every dollar is recorded in our year-to-date financials as a founder contribution — no reimbursement owed or expected, because I truly believe that for every dollar I have put in, I am getting thousands back in the value of our shares. To reach escape velocity, however, Volume needs fuel — more than I have to give.

So why should you invest? If you can't afford to take a risk, you shouldn't. Jeff Bezos famously told early Amazon investors there was a 70% chance they would see zero return on their investment. I like to think we face similar, if not slightly better, odds. But I can't and won't promise you will see a return. What I can promise is that every dollar you invest will be deployed with purpose and rigor: measured, tested, and weighed with the same discipline, attention to detail, and care with which I have deployed my own capital and invested my own time.

To be clear, this raise isn't just about dollars. It's about building a process, a model, a durable and intelligent business. That requires expertise, experience, and conviction as much as capital. You may have more to give than capital — and if that is the case, or if you want the fuller story, either mine or Volume's, let's talk. If you are ready to board the ship, and have fuel to give, please fill out the form below.

Volume — Pre-Seed Investor Interest →

Liam Bickett Walsh

Founder & CEO, Arc Interactive Inc.

WHAT THIS ROUND IS FOR

The capital pays for user growth and product development, with the goal of reaching the user-count and revenue metrics that venture capital firms evaluate when pricing a round. The target is to raise priced equity above today's $3M cap. The round is raised from a collective of investors, with checks starting at $3,000. The full allocation model – runway, spend schedule and targets – is section 02.

The operating model behind the monthly cost

Testing and reliability, customer service, marketing and accounting are each operated by AI agents, with human judgment applied to the decisions that require it. Core operating cost runs **under $200 a month**, excluding marketing spend and statutory overhead such as state tax minimums. The AI agent capabilities that make this possible were not available two years ago. At this cost, nearly every invested dollar goes to growth rather than overhead.

Financial transparency

Any investor reserves the right to request Volume's latest accounting of cash inflows and outflows for the trailing twelve months, at any time.

YEAR-TO-DATE FINANCIALS — SECTION 03

Every dollar in and out of the company in 2026 is summarized in section 03, drawn from a transaction-level ledger synced across Brex, Stripe and the company's bank accounts. The underlying ledger is available to any investor on request.

Ready to invest?

Questions first? liam@arc-interactive.co

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05 · CASE STUDY

The dashboard redesign, measured

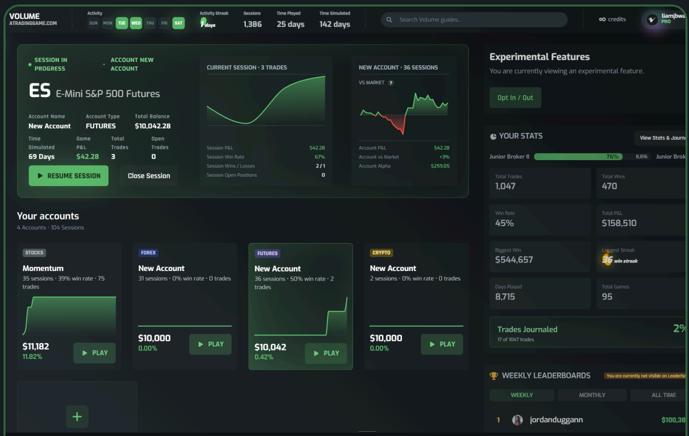
Over the last three months, every feature has shipped as a controlled test. The method: the team writes a hypothesis, releases both versions to live users, and measures which one produces higher engagement. This experiment tested a redesign of the dashboard, the screen players see on every visit, running in GrowthBook against a 50/50 split of production traffic.

HYPOTHESIS ON RECORD — GROWTHBOOK, JUNE 1, 2026

"A redesigned dashboard with clearer visual hierarchy and more prominent play button will increase game engagement and reduce time-to-first-action."

Control

Chart-first layout — the account performance chart fills the screen, with one Play button in a side panel.



Redesign

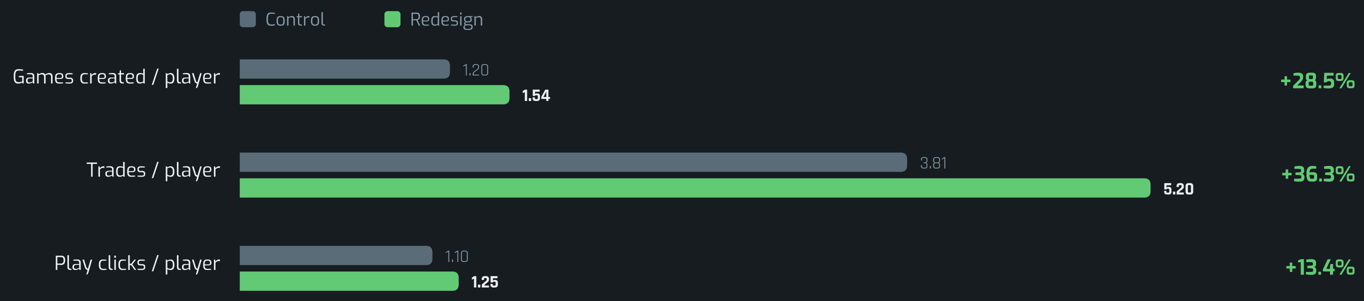
Action-first layout — a resume-session card at the top, a Play button on every account card, and stats and streaks displayed.

Results — 368 players, July 6 – August 1, 2026

METRIC	CONTROL	REDESIGN	LIFT	P(BEATS CONTROL)
Games created per player	1.20	1.54	**+28.5%**	99.0%
Trades per player	3.81	5.20	**+36.3%**	87.2%
Play-button clicks per player	1.10	1.25	**+13.4%**	67.7%
Session duration	28.7 min	21.9 min	**−23.6%**	by design – see below

Per-player engagement, control vs redesign

GrowthBook experiment dashboard_redesign_v1 · Bayesian, 50/50 split



Reading the numbers. Players in the redesign created 28.5% more games, with a 99% probability the redesign beats the control and a credible interval that excludes zero. Trades per player increased 36%. Session duration fell 24%, which is what the hypothesis predicted: players spend less time on the dashboard and start a game sooner. Revenue per player also increased, but the sample is too small to be conclusive.

WHY THIS MATTERS TO AN INVESTOR

This is one experiment. The same process – hypothesis, live traffic, measured result – is how every screen in Volume will be redesigned. The number of experiments Volume can run, and how quickly each one reaches significance, is limited by one input: the number of players going through signup and into the product. A larger user base generates more subscription revenue and reaches statistical significance in experiments faster.

The automated creator-partnership system

Volume built a fully automated creator-partnership system. AI agents find trading micro-creators, score them, contact them, negotiate revenue-share terms within preset limits, and complete onboarding without human involvement. The system was built once and costs nothing per partnership signed. It is already producing attributed traffic.

Discover
keyword agents search TikTok, Instagram and YouTube for trading creators with 100–50K followers

Qualify
each prospect is scored on follower count, engagement rate and content relevance before contact

Outreach
personalized direct messages with scheduled follow-ups and rules for when to stop contacting

Negotiate
agents close revenue-share deals within preset limits – the founder receives an SMS only when terms fall outside them

Onboard
Pro access granted, commission rates set, referral code and custom URL created via the admin API

Live results — July 2026, zero paid spend

2
creator partners live in July – fully onboarded by the system

50+
fully attributed creator-link visitors, per-creator attribution

3rd
deal already closed – onboarding in progress

$0
spent – the channel is commission-only

CREATOR	LINK LIVE SINCE	VISITORS	EARLY SIGNAL
Mariah Charts (TikTok)	July 10	49	First signups have created games and placed trades
Sujal (TikTok)	July 31	5	Link live for less than a week

Every creator link redirects through per-creator UTM tags, so each visitor above is attributed to the specific creator whose link they used — verified in the routing code. In addition to the two live partners, further creators are currently in negotiation, on trial, or awaiting a response to a pitch.

CURRENT STATUS

The second link has been live for days, and the third partner is signed but not yet live. The system launched in July 2026 and is already producing attributed visitors at no cost. Capital is not needed to build or run this system; it pays for sponsorships with the larger creators described in section 02.

Changing the signup flow: routing new users to the game, not the store

The hypothesis behind the June increase: a user who places trades is worth more over time than a user who completes a purchase at signup. We changed the signup flow to send new users into the game instead of to the products page, and ran the change as a controlled experiment.

Measured, not assumed — 179 signups, July 6 – August 1, 2026

The experiment removes the products page from signup and sends users directly to the game:

METRIC	PRODUCTS-PAGE FUNNEL	STRAIGHT-TO-GAME FUNNEL	CHANGE
Total time on site	8.3 min	12.2 min	**+46.0%**
Positions opened per user	3.32	4.75	**+43.3%**
Immediate revenue per user	$0.19	$0.02	**−87.3%**

We accepted the revenue reduction deliberately. Removing the products page from signup cut immediate checkout revenue by 87.3% and increased positions opened per user by 43.3%. The hypothesis: users who play first subscribe at a higher rate later than users prompted to buy at signup. The measurements since support it — the daily new-subscriber rate is up **335%**, and the last two weeks produced more new subscribers than any prior full month, from players who subscribed after playing rather than at signup.

WHAT THE NUMBERS SHOW

Users played more first, and subscription purchases increased after. Changes to the signup and onboarding flow are now decided by experiment results, not assumptions.

Volume — Pre-Seed Investor Interest

$50K–$150K · post-money SAFE · $3M cap · $3K min · or email liam@arc-interactive.co

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Data sources & methodology

FIGURE	SOURCE	METHOD
Users, signups, weekly growth	Production MongoDB	Read-only queries against the live user collection, August 1, 2026; weekly cohorts from account-creation timestamps
Sessions, minutes played	Production MongoDB	Session log with per-session durations; the 2,328,661-minute total uses the platform's curated all-time report, which excludes abnormal (left-open) sessions
Positions, games, players	Production MongoDB	Positions counted across every game on every trading account; per-player lifetime stats aggregated platform-wide
Subscriber counts	Stripe	Live API pull, August 1, 2026 — subscriptions by creation date and status; counts include every subscription started in a window regardless of later cancellation. Daily-rate comparison: 11 new subscriptions in the 41 days after June 21 (0.27/day) vs 5 in the 81 days before (0.06/day)
A/B test results	GrowthBook	Experiments `dashboard_redesign_v1` (368 players) and `signup-products-redirect` (179 players), snapshots August 1, 2026; Bayesian engine, 50/50 split, current phases July 6 – August 1. Dashboard experiment sample-ratio check p = 0.048, within GrowthBook's alerting threshold; noted for transparency
App Store metrics	App Store Connect	Acquisition dashboard: first-time downloads, redownloads, page views, impressions, conversion rate
Creator attribution	GA4 / BigQuery	GA4 export (events tables), window from July 1, pulled August 1, 2026 — distinct visitors where utm_medium = creator, attributed per creator via utm_source; small-sample, early data. Page-impression total (283) re-pulled August 8, 2026 over the same window
Creator partnerships	Creator CRM + production DB	Partner statuses and onboarding dates from the internal creator-outreach system; Pro grants and per-creator commission rates independently verified in the production database
SuttTrades / Instagram cohort	Production MongoDB	Self-reported onboarding source ("How did you hear about us?"): 516 users answered SuttTrades and 6,563 Instagram; activity from per-user lifetime stats (traded = 1+ trades; active trader = 10+ trades); the post-window wave (January 25 – March 31, 2024) counted from account-creation timestamps: 3,546 signups, 1,819 of whom traded. Post metrics (views, shares) and the $150 cost from creator-platform analytics and company records. Queried August 16, 2026
Use-of-funds model	Model assumptions	Forward-looking plan, not measurement: the cost-per-trader curve ($4 → $1) extrapolates the measured $6.60 → $3.99 trend; retention (15%) and subscriber conversion (0.7%) assumptions are stated in section 02; dollar figures assume a full $150,000 close and scale proportionally with the actual amount raised
Operating cost	Company records	Core operating costs, August 2026; excludes marketing spend and statutory overhead (e.g., state tax minimums); unaudited
YTD financials	Company ledger	Transaction-level ledger synced from Brex, Stripe and bank accounts, January 1 – August 3, 2026; every entry categorized by type and purpose; internal transfers excluded; marketing shown on card-billing dates, which lag platform-measured ad spend; unaudited

Disclaimers

This document is for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to buy securities. Any investment in Arc Interactive Inc. will be made solely pursuant to definitive transaction documents, including a SAFE in the form referenced above. This document contains forward-looking statements that involve risks and uncertainties; actual results may differ materially. Metrics are drawn from internal systems as of August 1, 2026 (financial ledger: August 3, 2026) and have not been audited. Volume is a practice simulator built on real market data; it is not a broker, provides no investment advice, and is not a one-to-one copy of live trade execution.

Understanding SAFEs

A SAFE (Simple Agreement for Future Equity) is the standard contract used by early-stage startups to raise capital before a priced round. It was created by Y Combinator in 2013 and is the most widely used instrument for pre-seed and seed fundraising. This section explains what a SAFE is, how it works, and what it means for you.

What a SAFE is

A SAFE is a short contract. You invest a dollar amount now, and in return you receive the right to shares of stock in the company later — when the company raises a priced equity round (such as a Series A). A SAFE is not debt: it carries no interest rate and no maturity date. It is not stock until it converts.

How conversion works

When the company raises a priced round, your SAFE converts automatically into preferred shares at a price determined by the **valuation cap** — the maximum valuation at which your SAFE can convert. If the priced round values the company above the cap, your SAFE converts at the cap, giving you more shares per dollar than the new investors. If the priced round values the company below the cap, your SAFE converts at the lower price, same as the new investors.

Post-money vs. pre-money

Volume's SAFE uses the **post-money** format, which means the valuation cap includes the money raised through SAFEs. This makes ownership calculation straightforward:

YOUR OWNERSHIP = YOUR INVESTMENT ÷ VALUATION CAP

Example: a $15,000 investment on a $3,000,000 post-money cap = 0.50% ownership at conversion. This percentage is fixed at the time you invest and does not change until the priced round.

When does a SAFE convert?

A SAFE converts into shares when one of the following occurs:

- **Equity financing** — the company raises a priced round (e.g. Series A). Your SAFE converts into preferred shares at the cap or the round price, whichever is lower.
- **Liquidity event** — the company is acquired or goes public. You receive a payout based on your ownership.
- **Dissolution** — the company shuts down. SAFE holders are paid back their investment amount before common shareholders, from whatever assets remain.

What a SAFE does not include

No interest, no maturity date, no board seat, no voting rights until conversion. There is one term to negotiate: the valuation cap.

Learn more

Read
Understanding SAFEs and Priced Equity Rounds – Y Combinator overview

Read
The SAFE: Open Standard – official post-money SAFE template and primer

Watch
Startup Financing 101 – how SAFEs convert, with worked examples

Watch
What's a Valuation Cap? – how caps determine your ownership

Volume — Pre-Seed Investor Interest

$50K–$150K · post-money SAFE · $3M cap · $3K min · or email liam@arc-interactive.co

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