

ARISKI · ARISKI.COM

Augmented Risk Intelligence

- The independent guide to AI in insurance. A CEMI.ai initiative.
- \$100,000 priced equity · \$500,000 pre / \$600,000 post · 16.7%

THE POSITION

Between the vendors and the doom

- "Most resources available to insurance professionals fall into two camps: uncritical enthusiasm from vendors trying to sell products, or reflexive fear from commentators who do not understand the technology. Neither serves the industry well." — ariski.com
- A carrier cannot buy independence from a vendor. That is the editorial position and the commercial one at once.

WHAT IS BUILT

A platform, live today

- 30+ pages in each of two languages · dozens of practice items · a 40-entry FAQ
- Interactive tools: readiness assessment, AI help calculator, adoption roadmap, prompt builder and library, ethics simulator, tool directory, jurisdiction guide
- Ask Ariski: an AI assistant with four voices, accounts, history and published free caps

WHO IT REACHES

The people who price and pay claims

- Underwriters, claims adjusters, brokers, actuaries, compliance officers, executives.
- Reached as readers. The same people sign training and advisory budgets at carriers, brokerages and associations.

THE OFFER

Described on the site. Not yet priced.

- Learning Program — "18 formats across 5 categories", three learning modes, on the Smoother methodology.
- Consulting on AI strategy for insurance organizations. AI products for the industry.
- All request-based. No price published for any of them.

WHERE WE ARE

Pre-revenue. Post-platform.

- Ariski has never charged anyone. There is no revenue, no price list and no customer to name.
- What exists instead is the product that makes the offer credible, already published.

WHAT WE DO NOT CLAIM

No market size in this deck

- We have no citable source for AI-literacy spending in insurance, so we state no number. A figure we cannot source is worth less than the silence.

THE ROUND

\$100,000 of priced equity

- \$500,000 pre-money · \$600,000 post-money · 16.7% of the company
- Minimum ticket \$10,000 · minimum viable close \$40,000 · 18 months of runway
- Open now; target close 31 March 2027, or earlier on full subscription.

USE OF FUNDS

Sized to a plan

- 40% · \$40,000 — Programme delivery
- 25% · \$25,000 — Platform and content
- 20% · \$20,000 — Commercial capacity
- 10% · \$10,000 — Infrastructure
- 5% · \$5,000 — Legal and administration

TICKETS

What each ticket carries

- \$10,000 · 1.67% — Named in the cap table · quarterly written investor update.
- \$25,000 · 4.17% — All of the above · an annual call on strategy with the curator.
- \$50,000 · 8.33% — All of the above · full information rights · pro-rata rights in the next round.
- \$100,000 · 16.67% — All of the above · a board observer seat · consent on any change to the use of funds below.

EIGHTEEN MONTHS

From platform to programme

- 1–6 · Make the programme deliverable: designed units, assessment, case material, indicative pricing, first engagements.
- 6–12 · Make it sellable more than once: a repeatable commercial motion, the site in a third language.
- 12–18 · Find out whether it renews: second engagements, real unit economics, a decision on the product line.

RISKS

What we would ask ourselves

- Willingness to pay is untested here. Content decays as regulation and tooling move. Discovery is organic and can move without warning. One curator is a key-person risk.
- The round is sized to test the first of those in eighteen months, not to assume it away.

TEAM

One human, three AI guides — disclosed

- Carlos Miranda Levy, curator of Ariski, Coordinator of Impact, Innovation and Intelligence.
- Vera, Bruno and Zaira are original AI personas from the CEMI Personas source of truth — fictional characters, never presented as employees or practitioners. None holds equity or appears in the cap table.

CONTACT

Talk to us

- invest@cemi.ai — round and terms · business@cemi.ai — commercial follow-up
- The full kit: <https://ariski.com/investors/>
- Carlos Miranda Levy · Coordinator of Impact, Innovation and Intelligence