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EXECUTIVE SUMMARY

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Ariski — Augmented Risk Intelligence — is the independent guide to AI in insurance, published free in English and Spanish by CEMI.ai. It is pre-revenue. This round funds the step from a platform people read to a programme organizations buy.

The round: \$100,000 of priced equity at \$500,000 pre-money / \$600,000 post-money — 16.7% of the company. Minimum ticket \$10,000; minimum viable close \$40,000.

What exists. A live platform: 30+ pages in each of two languages, dozens of practice items and a 40-entry FAQ, a suite of interactive tools, site search, a newsletter, moderated comments, and Ask Ariski — an AI assistant with four voices, free at a published cap of 5 messages a day, 25 with an account.

Who it is for. Underwriters, claims adjusters, brokers, actuaries, compliance officers and executives — and the carriers, brokerages, associations and regulators that employ or supervise them. The platform reaches them as readers; the programme is sold to the organizations they work for.

How it is meant to earn. Three offers are described on the site and none is priced: the Learning Program ("18 formats across 5 categories", three learning modes, on the Smoother methodology), consulting on AI strategy, and AI products for the industry. All request-based. The public platform stays free — it is the acquisition channel, not a revenue line.

What the round buys. Programme delivery (40%), platform and content including a third published language (25%), the first commercial effort (20%), infrastructure (10%), legal and administration (5%) — 18 months of runway. Not survival: the platform is built and cheap to run.

Risks we would raise ourselves. Ariski has never charged anyone: willingness to pay is untested. Content decays as regulation and tooling move, discovery is organic, and 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.

Every intended revenue stream, and what is published about each: [/investors/revenue/](#)

Financial terms, revenue and detailed materials are available on request. Figures describe capacity built and operating today; forward-looking statements are identified as such.

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business@cemi.ai — Commercial follow-up

CEMI.ai group investor kit — [cemi.ai/investors/](#)

CEMI.ai institutional dossier — [cemi.ai/dossier/](#)



Scan for the investor kit