

INVESTOR BRIEF

BLOCKCHECKBOOK.COM

AI-POWERED CUSTOM LAPTOPS

AI in your *hands.*

A marketing plan for AI-powered custom laptops - from privacy-first consumer devices to \$200 offline-first laptops bridging the digital divide.

Q2 2026 | v1.0 | Confidential

AGENDA

What we'll cover

01

Market Opportunity

Why \$145B laptop market + AI is the biggest hardware bet right now

02

Brand & Positioning

Two product lines: consumer laptops + social impact devices

03

Channel Strategy

YouTube, TikTok, Reddit, community - built for both audiences

04

Budget & Measurement

Where the dollars go and what we track

05

Roadmap & Risks

12-month plan from beta to brand authority

SECTION 01

Market *Opportunity*

Why \$145B + AI is the biggest hardware opportunity of the decade.

The laptop market is ready. AI is the catalyst.

Traditional laptops can't adapt to how people actually work and play. AI closes that gap - and nobody owns it yet.

\$145B

Global laptop market by
2025

12.1%

CAGR of gaming laptop
segment

34%

Of Black U.S. households
lack broadband - digital
divide gap

2.7B

People globally remain
unconnected to AI tools

AUDIENCE

Two audiences. Two angles. One brand.

Our marketing playbook serves both the premium consumer market and the social impact market - different hooks, same mission.

PERSONA A

Premium Consumer / Enterprise Buyer

Profile	18-45, gamer, developer, remote worker, or enterprise IT
Behaviors	Researches specs, watches reviews, values privacy and performance
Top channels	YouTube, Reddit, Twitch, X/Twitter
Content they love	Benchmarks, unboxings, "AI actually running locally" demos
Killer hook	"This laptop runs a full LLM - offline, private, no cloud"

PERSONA B

Social Impact Buyer (NGO / Government)

Profile	30-55, NGO program director, school district CTO, government CIO
Behaviors	Needs impact metrics, compliance, scalability, and grant alignment
Top channels	LinkedIn, conferences, peer networks, grant announcements
Content they love	Impact reports, case studies, compliance docs, FERPA/HIPAA
Killer hook	"\$200 laptop. Full LLM. Zero internet required. FERPA-compliant."

Same channels. Different hooks. Our creative team ships to both - simultaneously.

SECTION 02

Brand & *Positioning*

Two product lines. One mission: AI belongs in everyone's hands.

One mission. Two product lines.

UNIQUE VALUE PROPOSITION

"The only laptop that runs a full LLM - completely offline, completely private, from \$200."

LINE 1

BlockCheckBook Premium

AI-powered custom laptops

\$1,500 - \$4,000

- On-device Ollama LLM - full privacy, no cloud
- AI dynamic resource allocation (CPU/GPU tuning)
- Adaptive cooling + personalized gaming/pro modes
- Built for gamers, developers, remote workers

LINE 2

BlockCheckBook Access

Offline-first AI laptops for underserved communities

\$200/unit

- Pre-loaded localized LLMs - zero internet required
- Culturally tailored AI tutors (Spanish, Creole, more)
- 12+ hour battery, solar-compatible, rugged design
- FERPA / COPPA compliant, bias-audited models

SECTION 03

Channel *Strategy*

YouTube for depth. TikTok for ignition. LinkedIn for trust.

TikTok is our launch engine.

Ship 4-6 short videos per day during launch week. Show the LLM running locally - nothing else converts like it.

Content pillars

Hook	First 3 seconds - "This laptop runs ChatGPT offline" pattern interrupt
Show	Raw Ollama running locally - code assistant, document analysis, no cloud
Tell	Dev face-cam: "Here's my private AI coding assistant on a \$2K laptop"
Trend	Hijack #AI, #GamingSetup, #TechTok trending sounds within 48 hours
Loop	End on a cliffhanger - "Part 2: I tried using it for 30 days..."

TARGETS - FIRST 30 DAYS

15M+

Organic views on TikTok + Reels
(Ollama demo goes viral)

8-12%

Avg. watch-through rate on local
LLM demo content

5K+

Waitlist / pre-order signups from
short-form traffic

20+

Gaming & tech creator partnerships
(10K-1M tier)

Depth on YouTube. Trust on LinkedIn.

YOUTUBE

Long-form technical authority

Reviews	3-5 influencer reviews booked at launch (MKBHD, Linus, Dave2D tier)
Deep dives	"Full Ollama Setup Guide" + benchmarks vs cloud AI - evergreen content
Dev diaries	How we built the AI engine, integration with Ollama, privacy architecture
Reddit AMAs	Founder AMA on r/hardware + r/Artificial + r/SideProject at launch
Goal	Own the search query: "best laptop for local AI" within 6 months

LINKEDIN

Enterprise & social impact trust

Founder	CEO posts 2x/wk - company story, impact data, partnership news
Impact	Case studies from pilot schools + impact metrics published monthly
Enterprise	Targeted ABM campaigns against VP IT at Fortune 500 companies
NGO outreach	LinkedIn DM campaign to program officers at Gates Foundation, NSF
Goal	Get on NGO grant shortlists and enterprise procurement radar

A six-month arc, not a launch moment.

Pre-launch builds the waitlist. Launch ignites the flywheel. Post-launch is where both revenue and impact are made.

T-12 to T-1 weeks

Pre-Launch

- Founder channels live on X, LinkedIn, YouTube
- Closed beta with 100 premium customers + 10 pilot schools
- Ollama integration tutorial series begins (YouTube)
- Waitlist goal: 20K consumer + 50 NGO contacts
- Influencer seeding 6 weeks out (20 tech creators)

Launch week + 30 days

Launch

- Coordinated reveal across all platforms simultaneously
- MKBHD / Linus Tech Tips review embargo lifts
- Press wave: TechCrunch, The Verge, Wired coverage
- \$200 Access laptop pilot announced with 5 schools
- Goal: 2K pre-orders + 2 NGO partnership MOUs

Day 31 onwards

Post-Launch

- Monthly impact reports from pilot schools (LinkedIn + blog)
- Creator content renewal: Tier 2 wave + UGC contests
- Consumer: seasonal bundles, referral program launch
- Enterprise: SOC2/HIPAA audit begun, RFP responses
- Reinvest 30% of revenue into evergreen content + paid UA

AMPLIFICATION

Two influence engines. One brand.

Consumer creators drive premium demand. NGO and grant partners scale the social impact line.

Tier 1 Mega Creators	Tier 2 Mid-Tier Tech	Partnerships NGO + Education
3-5 <i>1M+ followers</i> ■ Co-branded launch video ■ Featured in press kit embargo ■ Early access unit + review ■ Conference appearance	20-30 <i>100K-1M followers</i> ■ Early access + review unit ■ Featured on brand channels ■ Affiliate / referral codes ■ Quarterly content check-ins	5-10 <i>NGO / school pilots</i> ■ 5,000-unit Phase 1 pilot (Title I schools) ■ Code for America, Black Girls CODE ■ Grant applications co-written ■ Tech Ambassador training program

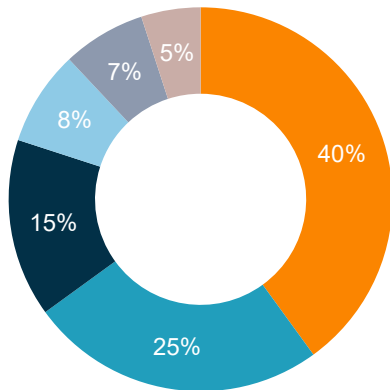
SECTION 04

Budget & *Measurement*

*Capital allocation mapped to two north stars: pre-orders
and pilot units deployed.*

BUDGET ALLOCATION | \$5M SEED ROUND

Where the dollars go.

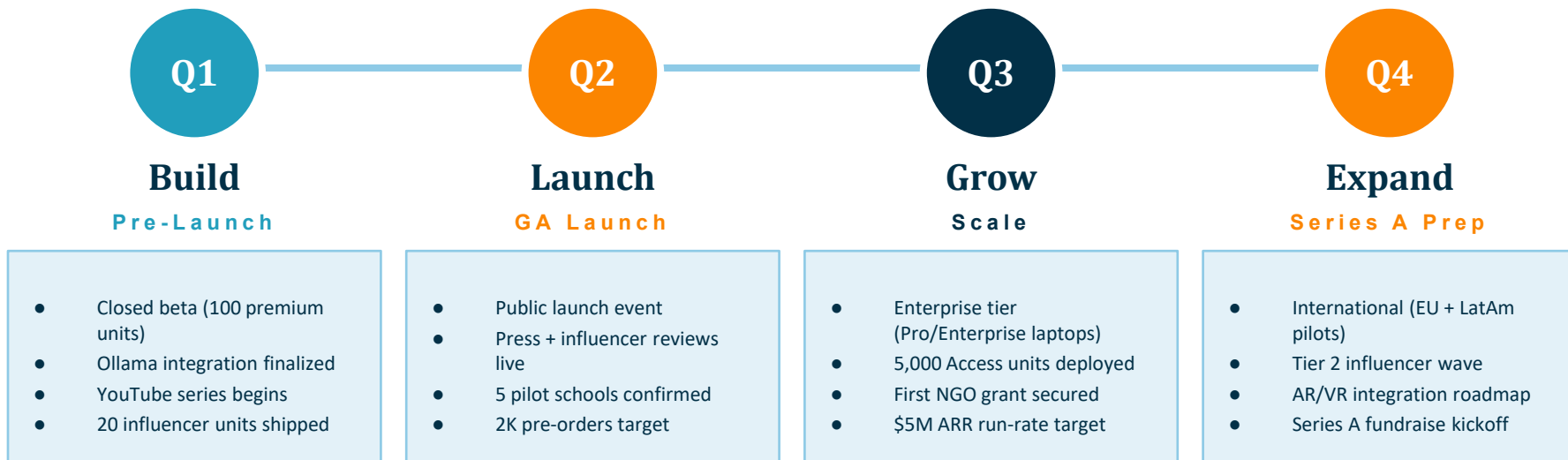


■ R&D (AI Engine + Hardware) ■ Marketing & Influencers
■ Manufacturing & Supply Chain ■ Pilot Program (Access Line)
■ Operations & Compliance ■ Reserve

LINE ITEMS

R&D (AI Engine + Hardware)	40%	\$2.0M
Marketing & Influencers	25%	\$1.25M
Manufacturing & Supply Chain	15%	\$750K
Pilot Program (Access Line)	8%	\$400K
Operations & Compliance	7%	\$350K
Reserve	5%	\$250K

From beta to brand authority.



Top risks: GPU/component shortages, Ollama model performance gaps, NGO procurement cycles. Mitigation: multi-supplier agreements + open model layer + 18-month cash reserve.

THE ASK.



Let's put AI in everyone's hands.

WHAT WE NEED

\$5M Seed

to fund R&D, manufacturing setup, influencer launch, and 5,000-unit Access pilot program

WHAT WE'LL DELIVER

\$10M ARR

Year 1 with 25% gross margins - growing to \$50M by Year 3 and 15% premium market share

WHAT'S NEXT

Pilot in 30d

100-unit beta ships in 30 days. 5-school Access pilot confirmed. Seed close target: Q4 2025