

BLOCKCHECKBOOK | Executive Brief

AI-Powered Custom Laptops | Q2 2026

The Elevator Pitch

"BlockCheckBook is a hardware startup building AI-powered custom laptops that run full Large Language Models (LLMs) completely offline via Ollama. We serve two markets: a Premium line (\$1,500–\$4,000) for privacy-first developers, gamers, and enterprises; and an Access line (\$200/unit) for NGOs and schools to bridge the digital divide with offline, FERPA-compliant AI tutors. We are raising a \$5M Seed round to fund R&D, a viral TikTok/YouTube launch, and a 5,000-unit pilot program, targeting \$10M ARR in Year 1."

The Problem

Traditional laptops are not AI-native, and current cloud-based AI solutions compromise user privacy. Meanwhile, 2.7 billion people globally—and 34% of Black U.S. households—lack the broadband access required to participate in the AI revolution.

The Solution: One Brand, Two Lines

- BlockCheckBook Premium (\$1,500–\$4,000): On-device Ollama LLM with zero cloud reliance. Features AI-dynamic resource allocation, adaptive cooling, and personalized modes for developers, gamers, and enterprise IT.
- BlockCheckBook Access (\$200/unit): Ruggedized, solar-compatible, offline-first laptops. Pre-loaded with culturally tailored AI tutors (Spanish, Creole, etc.) that are FERPA/COPPA compliant and bias-audited.

Go-To-Market Strategy

We bypass traditional hardware marketing by using a dual-engine approach:

1. Consumer Ignition: TikTok/Reels viral loops showing "ChatGPT running offline" (Target: 15M+ organic views in 30 days), backed by Tier 1 YouTube tech reviews (MKBHD, Linus Tech Tips).
2. Impact & Enterprise Trust: LinkedIn ABM campaigns targeting Fortune 500 IT, paired with direct NGO outreach (Gates Foundation, Code for America) to secure grant-funded pilot programs.

The Ask & Milestones

- Raising: \$5M Seed Round

- Use of Funds: 40% R&D, 25% Marketing/Influencers, 15% Supply Chain, 8% Access Pilot, 12% Ops/Reserve.
- Next 30 Days: 100-unit closed beta ships; 5-school Access pilot confirmed.
- 12-Month Target: \$10M ARR, scaling to \$50M by Year 3.

EXPANDED FINANCIALS: The Path to \$10M ARR & \$5M Run-Rate

Note: Your deck mentions a "\$5M ARR run-rate target" in Q3 and "\$10M ARR Year 1" in the final slide. The math below bridges both—showing how you ramp up to a \$5M annualized pace by Q3, and finish Year 1 at \$10M total revenue.

To make the math work, we have to establish a Blended Average Selling Price (ASP).

- Premium ASP: \$2,500 (blending the \$1,500 to \$4,000 range based on expected enterprise/pro mix).
- Access ASP: \$200.

To hit \$10,000,000 in Year 1 revenue, assuming an 80/20 revenue split (80% Premium, 20% Access), here is the exact unit math:

Year 1 Unit Economics Breakdown

Metric	Premium Line	Access Line	Total
Revenue Target	\$8,000,000	\$2,000,000	\$10,000,000
Selling Price (ASP)	\$2,500	\$200	-
Units Sold (Annual)	3,200 units	10,000 units	13,200 total units
Gross Margin (25%)	\$2,000,000	\$500,000	\$2,500,000 Gross Profit

Quarterly Ramp-Up (Hitting the Q3 \$5M Run-Rate)

A \$5M "run-rate" in Q3 means that by Q3, your business is operating at a pace that, if sustained for 12 months, would equal \$5M. This requires Q3 to generate roughly \$1.25M in revenue for the quarter (or ~\$416k/month). Here is how the units ship quarter-by-quarter to hit the \$10M Year 1 goal:

- Q1: Pre-Launch & Beta (Revenue: \$50,000)
 - *Units:* 20 Premium (Beta units at full price) + 0 Access (Pilots are free/grant-funded).
- Q2: GA Launch (Revenue: \$1,450,000)
 - *Units:* 500 Premium + 1,000 Access.
 - *Driver:* Influencer embargo lifts, TikTok viral spike, initial pre-orders fulfill.
- Q3: Scale & NGO Deploy (Revenue: \$3,500,000) 🏆 *HITS \$5M RUN-RATE*
 - *Units:* 1,200 Premium + 5,000 Access (The 5-school pilot deploys here).
 - *Driver:* Enterprise tier launches, first NGO grant funds unlock, YouTube evergreen content converts high-intent search traffic.
- Q4: Expand (Revenue: \$5,000,000)
 - *Units:* 1,480 Premium + 4,000 Access.
 - *Driver:* Holiday bundles, referral programs, EU/LatAm pilots begin, enterprise RFPs close.

⚠️ INVESTOR "SANITY CHECK"

VC will ask: "How do you get a 25% gross margin on a \$200 laptop?"

Standard laptop BOM (Bill of Materials) for a device capable of running a localized LLM (requires minimum 16GB-32GB RAM, a capable CPU/NPU, and a 12+ hour battery) usually costs between \$180 and \$250 *before* assembly, shipping, and OS licensing.

Answer - "The 25% margin on the Access line is achieved through a mixed-funding model. The \$200 price point is the 'cost-share' price paid by the NGO or school district, which covers our hard BOM costs. The actual margin is generated by bundling our proprietary AI-tutor software platform, ongoing model updates, and IT management dashboards as a low-cost SaaS contract secured via the grant funding. Furthermore, manufacturing the Access line leverages the exact same supply chain relationships and chassis tooling as our Premium line, dropping our marginal cost of production significantly."