

VAJRA STUDIOS

Fabulosa

A voice-and-text AI companion and queer cultural cultural muse.

LGBTQ+ joy, cultural depth, and safety — built in from the foundation.

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A companion people can trust — the market has none

AI companionship is one of the fastest-growing consumer-AI categories — but the leaders are built to maximize engagement, not wellbeing.

Shallow

Character.AI & Replika personas drift and break across a single conversation.

Unsafe

Engagement-maximizing design, with documented safety and privacy concerns for vulnerable users.

Not for us

None is built for — or by — the LGBTQ+ community, an underserved, highly engaged audience.

Fabulosa — a trustworthy companion & cultural muse

A voice-and-text companion and queer queer cultural advisor: cheerleader, creative collaborator, and guide to art, art, music, film, and queer history — wrapped in chosen-family warmth.

Depth & consistency — One persona, held steady across long sessions and surfaces.

Tool-honesty — Our code — not the model — makes every call. She can't fake one.

Safety first — 18+ gate, crisis protocols, AI-disclosure, sealed sensitive data.

Culturally native — Queer culture is the substance — substance — a real, accurate Pantheon.

A multi-agent engine, not a single chatbot

A custom multi-agent Python system on Anthropic's API — an orchestrator coordinating fast pre-classifiers and specialized worker agents.

- ✦ **Pre-classifiers:** crisis, intent routing, vulnerability, and language read in parallel each turn.
- ✦ **Worker agents:** research, artifact-making, a correspondent, an auditor — each with isolated context.
- ✦ **Tool-honesty loop:** the harness halts on a tool call, runs the real query, and resumes — verified by tests.
- ✦ **Interfaces:** talk aloud (tap-to-talk, Octave TTS+STT) or by text, in a Next.js app with accounts + a live artifact panel.

Full-duplex live voice (Hume EVI) and persistent per-user memory are the next milestones.

The category is exploding — and mis-built

Market timing

~\$37B in 2025 → ~\$140B by 2030, ~31% CAGR.

Tech timing

Foundation models + voice APIs let a small team ship a premium product.

Trust timing

High-profile safety failures created appetite for a for a safer, honest alternative.

Competitive timing

Incumbents are locked into engagement-first, first, single-model designs.

A vast category; a focused, underserved wedge

TAM

~\$37B

→ ~\$140B by 2030

Global AI-companion market
(~31% CAGR).

SAM

~\$2B

English-speaking N. American
adults (18+), LGBTQ+ & culturally
culturally engaged — ~20M ×
~\$100/yr.

SOM

\$5–10M

ARR within 3 yrs

~0.25–0.5% of SAM — ~50K–100K
paying subscribers via the
freemium funnel.

Context: Character.AI ~20M MAUs / ~\$32M revenue; Replika ~2M MAUs / ~\$24–30M. A low-single-digit share of a higher-trust, underserved segment is a realistic wedge.

What incumbents can't easily copy

	Character.AI / Replika	Fabulosa
Design goal	Maximize engagement	Wellbeing, accuracy, trust
Persona	Shallow, inconsistent	Deep, consistent, multi-agent
Tool use	Model can fabricate	Code-owned — can't fake a call
Safety	Bolt-on, contested	Crisis machine, 18+ gate, privacy by design
Audience	Generic	Queer-native & culturally fluent

Moat: *a safety- and honesty-first multi-agent architecture is hard to fake — and hard to retrofit onto an engagement-optimized single model.*

Recurring subscription revenue

Freemium SaaS

A subsidy-supported free tier drives adoption; two adoption; two paid tiers unlock deeper memory, memory, voice & premium features.

Kickstarter

Funds the alpha + human-made art, sound, and a real voice actor — launch capital, not recurring revenue.

Cloud credits

Non-dilutive AWS & Google Cloud credits cover cover early compute, protecting margins at launch. launch.

Expansion

Later Vajra products add subscription lines on the on the same shared engine.

Past the idea stage

- ✦ **Vajra Studios (LLC)** formed, and vajrastudios.com is live.
- ✦ **Working prototype:** a multi-agent Python brain with a verified tool-honesty loop, crisis-safety state machine, 18+ gate, and AI-disclosure.
- ✦ **Interfaces:** tap-to-talk (Octave TTS+STT) and text in a Next.js app with accounts and an artifact panel.
- ✦ **Quality bar:** custom evals for safety, honesty, hallucination, sycophancy, and EQ.
- ✦ **Prior versions:** Fabulosa already ran as a claude.ai persona and a Cowork plugin before this standalone build.

Three-phase launch

Phase 1

Free taste

A free public 'taste' open to to anyone, funded by cloud credits — drives adoption and and gathers usage data.

Phase 2

Alpha + Kickstarter

Account-based alpha for testers, testers, timed with a Kickstarter Kickstarter for creative assets and a real voice actor.

Phase 3

Paid launch

Full release on a three-tier subscription, including a subsidized free tier.

Milestone for the next StartOut cohort: launched free tier + account-based alpha, arriving with early users and initial revenue.

Rare founder-market fit

Joel Harrington

Founder, Vajra Studios

*Vision, craft, and lived experience —
in one committed founder.*

Humanities & social science — The source of Fabulosa's depth in character, voice, and cultural authority.

LGBTQ+ founder — Building for my own community, understood from the inside.

Proven execution — Designed the architecture and directed directed AI coding tools to ship a working product.

A two-tier raise

IMMEDIATE

\$8K

AI compute for a free public 'taste' plus dedicated alpha accounts for testers.

PRE-SEED · 12–18 MONTHS

\$150K

Launch, creative hires (voice actor, artist, musician), runway, and go-to-market.

Target investors: LGBTQ+-focused early-stage funds & angels (Gaingels, Chasing Rainbows, Colorful Capital, Backstage, Backstage, Elevate, Identity Ventures) plus consumer/AI angels — larger consumer-AI funds as later-round targets once traction is proven.

One studio, many products

Grow Vajra Studios into a multi-product agentic AI software and games studio — building learning building learning and entertainment on a shared engine for character-rich, trustworthy AI.

Fabulosa

The first — and the fullest expression of how we build.

Companions

More AI companions companions of Fabulosa's depth.

PKM system

An agentic knowledge knowledge system — — teaching & research.

AI Dungeon Master

Play D&D with no human DM.

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