Every company is a media company now.

Almost none can afford to run like one. So we built the operating system that can: one system instead of seven tools and four freelancers. Build. Publish. Grow. Repeat.

Brand audit **Content matrix** **Brian AI** **Approval queue** **9 channels**

THE SYSTEM, IN FIVE STEPS

1 Brand audit
AI reads the brand and the market

2 Content matrix
strategy mapped on 4 buying stages

3 Brian AI creates
text, image and video, on brand

4 You approve
one queue, minutes a day

5 It publishes
9 channels, every day, analytics back

"The human stays where humans matter — judgment and approval. The machine does everything else."

Razvan Laichici · Founder & CEO, ContentSystemOS · C(AI)MO

October 2026

FROM THE FOUNDER'S SEAT · TWENTY YEARS OF CONTENT, ONE CEILING, ONE MACHINE

I ran content for twenty years. Then I built the thing that runs it.

Every brand I have ever grown — from a 2006 performance campaign to a billion-dollar Web3 launch — hit the same ceiling: content is the growth engine, and nobody can staff it. Agencies cost EUR 5–15k a month, in-house teams burn out, and seven tools with four freelancers never become a system. In August 2024 my Webness team of six started building the operating system I had wanted my whole career. It has been in production since: real brands publish through it every day.

AUGUST 2024

The build

A team of six, in Dumbravita. Brand audit, content matrix, Brian AI, the approval queue, nine channels — one product, end to end.

2025 → 2026

The receipts

A EUR 675 pre-launch test that produced 461,534 impressions and 1,285 leads; twelve founding brands live; twelve named testimonials.

TODAY

The company

THE CONTENT SYSTEM S.R.L., Dumbravita, Romania. Trademark being registered; all code assigned to the company; diligence folder ready.

"We are not asking for anything. This is where the project stands, and where its value goes as the staircase gets climbed."

CONTENT IS THE GROWTH ENGINE NOBODY CAN STAFF

So companies post nothing — and a dead channel kills trust before sales ever gets the call.

60–70%
OF B2B CONTENT IS NEVER USED · FORRESTER

5%
OF CONTENT DRIVES 90% OF ENGAGEMENT · BECKON

EUR 5–15k
PER MONTH FOR A REAL CONTENT TEAM, AGENCY OR IN-HOUSE · RO / EU MARKET RATES

01
Too small for agencies
SMBs and funded startups cannot justify a retainer; the agency does not want the account either.

02
Too busy for seven tools
A scheduler, a designer, a writer, an analytics tab, a video app, two freelancers — and a founder stitching them together on Sunday night.

03
So the channel dies
The last post is from months ago. The prospect checks, sees silence, and the sales call never happens.

ONE SYSTEM INSTEAD OF SEVEN TOOLS AND FOUR FREELANCERS · CONTENTSYSTEMOS RUNS THE WHOLE MEDIA OPERATION, END TO END

Five steps. One queue. Minutes a day of human time.

1
Brand audit
AI reads the brand and the market

2
Content matrix
strategy mapped on 4 buying stages

3
Brian AI creates
text, image and video, on brand

4
You approve
one queue, minutes a day

5
It publishes
9 channels, every day, analytics back

What the machine does
Reads the brand and the market, writes the strategy on four buying stages (cold, warm, ready to buy, buy), generates text, image and video on brand, schedules it across nine channels, and brings the analytics back into the next matrix.

What the human does
Judgment and approval. One queue, a few minutes a day. Nothing is published that a person has not seen. That is the whole division of labour — and the reason brands trust it with their voice.

Every audit, approval and post deepens the brand vault: a data flywheel per brand. Switching away means starting from zero.

NINE MINUTES TO WOW · THE DEMO IS THE PRODUCT

From signup to a full brand audit in nine minutes. From one engine to a thousand on-brand assets a month.

9 minutes

FROM SIGNUP TO A FULL BRAND AUDIT — THE DEMO IS THE PRODUCT

1,000+

ON-BRAND ASSETS PER MONTH FROM ONE ENGINE: TEXT, IMAGE, VIDEO

9 channels

FROM ONE APPROVAL QUEUE — META AND X LIVE, LINKEDIN NEXT

EUR 99–1,499

PER MONTH — A TENTH OF THE TEAM IT REPLACES

Built since August 2024. In production today — real brands publish through it every day.

SMALL NUMBERS. REAL ONES.

Every claim we will ever publish is a receipt: named clients, public dashboards, real numbers.

12

FOUNDING BRANDS LIVE ON THE PLATFORM, CONVERTING TO PAID PLANS THROUGH NOVEMBER

12

NAMED FOUNDER TESTIMONIALS — SIGNED CONSENTS, REAL FACES ON THE SITE

1,285

LEADS FROM ONE PRE-LAUNCH TEST · EUR 675 SPEND · EUR 0.36 PER CLICK

461k

IMPRESSIONS IN THAT SAME MAY 2025 TEST — DEMAND PROVEN, NOT ASSUMED

That culture starts here. It is the same rule I apply on TerranOS: emotion sells, proof closes — and every figure carries its source or is not published.

A $300B WAVE, PRICED FOR THE COMPANIES IT LEFT BEHIND

MarTech grows 69% in five years — and AI content ops is its fastest lane.

We price where the decision is arithmetic, not persuasion.

MARTECH MARKET · INDUSTRY REPORTS, 2025

+69% in five years. Source: MarTech industry reports, 2025.

Our wedge

SMBs and funded startups with dead channels — too small for agencies, too busy for seven tools. The segment the $300B wave priced out.

Priced to be obvious

EUR 99–1,499 a month where the alternative costs EUR 5–15k a month. Five tiers per brand; agencies buy many seats at once.

The alternative is not a competitor. It is silence — and silence is what we replace.

GROWTH IS NOT A HOPE · TEN ENGINES, LIT THE SAME DAY

This is the C(AI)MO's own go-to-market, applied to his own product: ten engines with owners, hour-by-hour schedules and a live readiness model.

E1 Handpicked
AI dossiers + personal video, 10 a day

E2 Signal outbound
emails to visibly dead channels

E3 Public audits
5 live brand teardowns a day

E4 Own channels
the product posts its own proof daily

E5 Referral
invite at the wow moment + Founder counter

E6 Affiliates
influencers paid monthly, recurring

E7 Agencies
wholesale seats — one deal, many brands

E8 LinkedIn ads
judged on cost per closed deal

E9 PR
journalist waves tied to launch numbers

E10 Funded companies
raised $3M+, weak social presence

Every engine has owners, weekly schedules capped at 44–46 hours, budgets and kill conditions. We can show you, slider by slider, what moves the number.

THE STAIRCASE WE ARE CLIMBING · EVERY STEP HAS A WRITTEN PLAN

From twelve founding brands to a thousand paying clients by 31 March 2027.

12

TODAY

founding brands live, converting to paid through November

100

15 NOV 2026

35 fire days, scheduled hour by hour

1,000

31 MAR 2027

ARR ~EUR 1.4M at EUR 118 blended ARPU

3,500

VISION 2030

clients on the path the investor pitch maps to $147M ARR

Owners, weekly schedules, budgets, kill conditions — written before the first fire day, not explained after.

SUBSCRIPTION SOFTWARE. SOFTWARE MARGINS. HARD TO COPY, EXPENSIVE TO CHASE.

Cents to serve, euros to sell — and a moat made of receipts, not features.

EUR 99–1,499

PER BRAND PER MONTH, FIVE TIERS; AGENCIES BUY MANY SEATS

cents, not euros

AN AUDIT COSTS UNDER EUR 1 TO SERVE; AI SPEND METERED AND WATCHED WEEKLY

1,000 seats

FOUNDER EDITION: LAUNCH PRICE LOCKED FOR LIFE WHILE SUBSCRIBED

EUR 1.4M ARR

AT 1,000 PAYING (MRR ~EUR 118K); THE WHOLE PLAN COSTS EUR 11–42K/MO, COVERED FROM MONTH 2

Trade secrets, run as a program

Prompts, Brian AI configurations and the matrix method under NDAs, access control and labeling — EU trade-secret law.

Brand being registered now

CONTENTSYSTEMOS word + logo at OSIM, then EUIPO; EU design filings on the signature screens.

A receipts culture no clone can fake

Twelve named founding voices, public dashboards, build-in-public. Trust compounds faster than features.

A data flywheel per brand

Every audit, approval and post deepens the brand vault; switching away means starting from zero.

IP chain of custody clean by design: all code assigned to THE CONTENT SYSTEM S.R.L., diligence folder ready before the data room opens.

WHAT THIS PROJECT IS WORTH · TODAY, AND AT 3,500 CLIENTS · MANAGEMENT ESTIMATES, NO ASK

We are not asking for anything today.
This is simply where the project stands.

TODAY · PRE-MONEY

EUR 2.2–3.8M

product built and live, 12 founding brands on board, launch machine ready

→

3,500 paying clients
ARR ~EUR 5M

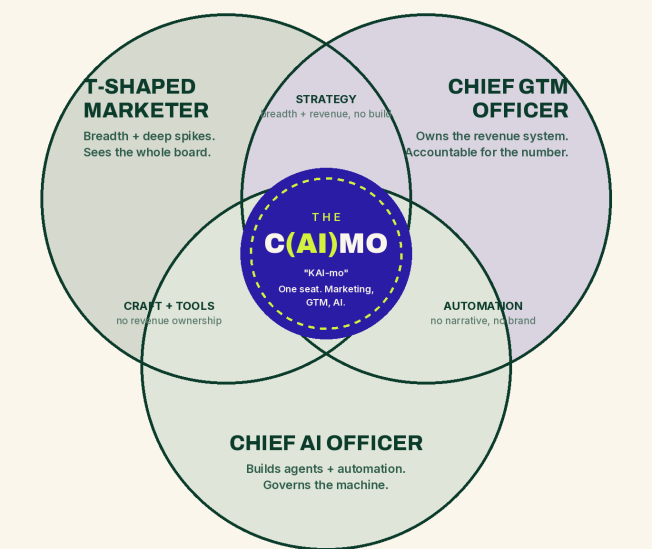
AT 3,500 PAYING CLIENTS

EUR 40–60M

at the 10× ARR multiple the SaaS market pays for 40%+ growth

Where the value goes as the staircase gets climbed: 12 → 100 → 1,000 → 3,500. Each step has owners and a date.

DOCUMENT 5 OF 5 · WHY CONTENTSYSTEMOS CLOSES THE SERIES



The other four documents describe what I built. This one is the machine that tells the world about all of it.

In the C(AI)MO model, content engineering is one of the eight builds the role must command. ContentSystemOS is that build turned into a product — and the ventures in this series are its first multi-brand demonstration: one man, several ventures, one content engine. The CV states the role; TerranOS, TeamBuy and the Portfolio show the work; ContentSystemOS is how the work gets published, every day, without a seven-tool stack.

AI

- Brian AI generates text, image and video on brand
- The audit reads a brand and its market in nine minutes
- AI spend metered per plan, watched weekly

M · Marketing

- The content matrix on four buying stages
- Receipts culture: named voices, public dashboards
- Ogilvy's rule, automated: say what it does, prove it

O · GTM & ownership

- Ten engines, owners, schedules, kill conditions
- Founder Edition pricing instead of discounting
- IP assigned, trademark filed, data room ready

1 **The CV** — Who he is. →

2 **TerranOS** — What he builds now. →

3 **TeamBuy** — How he trades and operates. →

4 **Portfolio** — What he built with his hands. →

5 **ContentSystemOS** — The machine that publishes it all.