



One full-time operator. Three advisors. The plan is budgeted and scheduled on that basis.

VeriStrata is a single-founder company. Reed O'Neal built the product and leads engineering, product design, customer discovery, demos, support, and fundraising. Advisors contribute judgment, not capacity: the operating plan assumes no selling or engineering time from any of them, and no advisor's hours appear in the revenue plan or the milestone schedule.



Reed O'Neal

Founder & Chief Executive Officer

Senior systems engineer, 20+ years modernizing financial and operational systems. Built GLASS, a general ledger suite for hedge fund administration supporting \$2B to \$20B in AUM. Built the VeriStrata alpha, pipeline, extension, and governance layer.

Full time · Founder equity



Eric Forst

Advisor — Commercialization & Go-To-Market

20+ years across product, sales, and marketing for SaaS, AI, and professional-services firms. Former Head of Business Development at Visible Technologies. Has rebuilt the pitch deck, sharpened investor materials, and sourced investors into this round.

~1 hour / week · No equity issued



Lane Rasberry

Advisor — Open Knowledge & Governance

Wikimedian-in-Residence at the University of Virginia School of Data Science. Wikipedia, Wikidata, citations, source metadata, and community-governed information systems. Advises on evidence attribution, metadata standards, and citation logic.

Advisory · No equity issued



Julie O'Neal

Advisor — Financial Operations & Systems

Financial services executive with 30 years leading fund administration operations. Systems optimization, reporting discipline, and diligence preparation. Advises on financial process and operational scaffolding as the company moves toward pilots.

Advisory · No equity issued

All three advisory engagements are structured to scale with traction — an advisory cadence today, with a defined path to a larger role if pilots convert. Advisor agreements are being executed. Reed works from Hong Kong; VeriStrata, Inc. is a Delaware corporation with its business address in Seattle.

01 / OPERATING MODEL

What Follows From One Operator

Founder concentration is simultaneously the capital-efficiency argument and the principal execution risk.

VeriStrata reached a working alpha, a five-stage extraction and retrieval pipeline, integrated source-reliability providers, a browser extension, and a governance layer before raising institutional capital, on roughly \$150,000 of founder money. An investor in this round receives that work without paying for its construction.

The same fact is the risk. Product development, selling, support, and fundraising all depend on one person, and demos compete directly with development hours. The plan responds by narrowing rather than assuming: a limited feature agenda, conservative account targets, contractor capacity added only around pilot traction, and no assumed referral channel until a pilot produces one.

Strength	Risk	Operating response
The system exists before an engineering team has been funded.	Product, selling, and support depend on a single person.	Keep burn low, document systems, add focused contractor capacity only around traction.



VeriStrata Team and Advisors

The Evidence Layer | Leadership and advisor overview

Remote-first, browser-based product with no on-site requirement.	Founder works from Hong Kong while selling into US institutions.	Prioritize Eastern-time outreach; reserve travel for live conversion opportunities.
Advisors cover commercialization, open-knowledge governance, and financial operations.	Advisors are not operators and hold no equity.	Do not count their capacity in the base model.