KovaWorks LLC

Company Overview — Products, Financial Models, and Scaling Roadmap — June 2026

KovaWorks is a platform company with a human-first thesis: AI reduces friction in everyday human life without creating dependency. Every product is designed around a specific human moment, solves one problem completely, then gets out of the way. No dark patterns. No engagement traps. No veneered complexity.

> *The business model: build the consumer product to prove the engine works, then license the engine as infrastructure to the organizations that already serve those humans at scale. The Instacart model applied to ingredient-to-action intelligence and place-based discovery.*

The Founder — Emilie Sholomytska

Emilie spent 17 years at the intersection of operations, technology, and the humans who resist both. She started in healthcare IT consulting in 2005, founded MediSys Consulting in 2008 and ran it for nine years building clinical and managed care systems for health plans across California. She consulted at Capgemini in Bordeaux in 2018 across three French regional health authorities. She held a management role at EDF Renewables North America overseeing data and analytics governance, leaving deliberately in 2025 after assessing organizational direction. She holds an M.S. in Computer Science from CSUS, a B.S. in Computer Science from Universite Pierre et Marie Curie in Paris, a Lean Six Sigma Green Belt, and a Certified Scrum Master credential.

In April 2026 she founded KovaWorks LLC and shipped FixDinner: a live iOS app with a multi-model AI pipeline, zero external funding, and zero engineers hired. Real paying subscribers. Real infrastructure. Full stack: strategy, architecture, backend, frontend, prompt engineering, App Store compliance, subscription economics, and go-to-market. Solo.

> *Her differentiator is not technical depth alone or operational breadth alone. It is the ability to move between both without losing either. She builds things that work for real people, then gets out of the way. That philosophy is the foundation of every KovaWorks product.*

SECTION 1 — The Fix Suite: One Engine, Four Products

One AI inference engine. One Supabase backend. One prompt governance architecture. FixDinner proved the model. FixCocktail, FixDessert, and FixLunchBox are fast follows built on the same stack, weeks not months. Each solves a different moment in home life.

FixDinner — LIVE — App Store

The problem: It is 5:47pm. The FFTY box arrived. Inside: rainbow chard, kohlrabi, persimmons. The recipe search returns OR results. The newsletter is for the default box. Confidence collapses before dinner starts.

The solution: Enter what you have. Get 3 to 5 personalized dinner suggestions with assembly instructions in seconds. Not recipes. Suggestions. The decision is already made. The app builds kitchen confidence then gets out of the way.

Revenue model: Consumer freemium at $2.99/mo. B2B: grocery and meal kit partners connect their inventory via API. FixDinner surfaces suggestions using what is actually in the box today. Partners pay a platform fee or revenue share. No custom development per partner.

FixCocktail — Q3 2026

The problem: Most people have a half-used bottle of Aperol, some tonic, a jar of pickle juice, leftover apple cider, and a can of coconut milk. They bought these things. They have no idea what to make. The result: the bottles collect dust and the instinct dies.

The solution: Enter what is actually on your shelf, spirits, mixers, and everything else including the pickle juice, the aquafaba from the chickpea can, the splash of cream, the leftover pomegranate juice. Get 3 to 5 cocktail suggestions with ratios and method. The ingredient you thought was useless becomes the interesting one.

Revenue model: Consumer freemium at $2.99/mo. B2B: wine and spirits retailers, subscription cocktail boxes, hospitality training programs, bar supply chains.

FixDessert — Q3 2026

The problem: Baking is chemistry. You cannot wing it the way you can wing dinner. A substitution gone wrong collapses a cake. Most people avoid baking at home because the margin for error feels too narrow, and recipe sites bury the technique under a thousand words of blog content.

The solution: Enter what you have and what you want to make. Get precise, chemistry-aware dessert suggestions that account for substitutions correctly. Explore global techniques, from French patisserie to Japanese mochi to Moroccan pastry, with honest explanations of why the method matters. Baking demystified without being dumbed down.

Revenue model: Consumer freemium at $2.99/mo. B2B: baking supply brands, specialty ingredient retailers, cooking class platforms.

FixLunchBox — Q4 2026

The problem: Nobody warns you. You agreed to feed small humans five days a week, fifty weeks a year, with food that must be nutritious, non-messy, allergy-safe, temperature-stable, and actually eaten. Preferences change weekly. What worked in September fails in November. You are running a rotating catering operation for the world's most opinionated and inconsistent clients.

The solution: Multi-person, multi-preference meal prep logic. Each family member has a profile with preferences, restrictions, and a feedback score updated by what actually came home eaten versus untouched. The system evolves with the kids. Suggestions rotate to avoid fatigue, account for what is in stock, and flag what prep can be batched across multiple boxes at once.

Revenue model: Consumer freemium at $3.99/mo (higher complexity justifies higher price). B2B: school meal programs, corporate catering, meal kit family subscription tiers.

Platform note: one App Store presence, one backend, one API governance layer, cross-product user profiles. A FixDinner user who opens FixCocktail does not re-enter preferences. The platform compounds with each product added. Grocery and meal kit partners connect once and their inventory is available across all relevant Fix Suite products.

SECTION 2 — CacheQuest: Place-Based Discovery Platform

Validated model: Terra Aventura, France, 2011 to present. 3 million registered users, 700+ routes, average 5 routes per player, one third of players traveling specifically to walk a route. That model does not exist in the US. The gap is structural.

The problem

Every city is full of things worth seeing that nobody sees, because they were never curated, contextualized, or made worth the detour. Audio tours are passive. Geocaching has no cultural context. Historical databases have no engagement layer. Nobody has combined curated POI content, game mechanics, and GPS-guided walking in the US market.

The solution

A GPS-guided urban discovery app where users walk curated routes, solve riddles at each stop, and find a physical cache at the end containing a logbook. Sign it. Photograph it. Badge unlocked. The content is the product. The walk is the vehicle.

AI in CacheQuest

- Content generation: Claude drafts route narratives from verified sources at $200 to $500 per route versus $3,000 traditional. Human review for accuracy. National scale becomes feasible for a small team.
- Quality monitoring: user comments and completion reports scanned automatically. Cache-not-found clusters trigger maintenance alerts. Wrong historical detail flags trigger content review. Humans see only flagged items.
- Content improvement: engagement data feeds back into prompts. Routes get better over time without manual review of every stop.
- Translation: route content localized into multiple languages using the same pipeline proven in FixDinner.
- Personalization: route recommendations based on user history, friend activity, and badge collection gaps.

Retention mechanics

- Physical cache at route end: a weatherproof container with a logbook. Users sign and photograph it. Community ownership drives return visits.
- Thematic badge collection across route types: history, architecture, nature, food, murals, indigenous heritage.
- Annual season model: new routes and characters each season reactivate dormant users without rebuilding the platform.
- Joker system: limited skips that replenish through consecutive completions, rewarding sustained engagement.
- Referral badge: bring a new player, earn an achievement. Every user becomes a micro-ambassador.
- Seasonal and event routes: Wide Open Walls mural route, Gold Rush anniversary, holiday lights. High-margin, low-incremental-cost.

The infrastructure model

CacheQuest is not a walking tour app. It is a place-based discovery platform. Any institution with places worth walking to can put their content on it, send their audience into the physical world, and get engagement data back. Visit Sacramento licenses the platform to run city routes. The Smithsonian could run DC routes. The National Park Service could run trail-based discovery. They all have the places, the content, and the audience. None of them have the platform.

Sacramento institutional partners

- Visit Sacramento (CVB): primary B2B buyer, visitor engagement data in return.
- Preservation Sacramento: existing walking tour program, natural content co-creator.
- Sacramento History Museum: Gold Rush and underground Sacramento routes, measurable foot traffic conversion.
- California Indian Heritage Center: indigenous co-creation with Nisenan Tribal Nation and United Auburn Indian Community as co-authors. They control the narrative. The content is defensible and unreplicable.
- Wide Open Walls Festival: annual mural route, sponsor-funded seasonal product.
- American River Conservancy: trail-based outdoor and nature ecology routes.
- Kaiser and Sutter Health: community wellness programs, a different funding lane entirely.

The D&D; layer: a fictional universe rooted in real place

Each route is narrated by a character with a distinct voice and worldview. A Nisenan elder tells the American River story differently than a Gold Rush prospector or a railroad engineer. Players have favorite guides and seek their routes. A meta-quest spans the full map: reassemble a historic map of Sacramento before European contact, with each piece found at a different route endpoint. The fictional universe is Sacramento's actual mythology, the river spirit, the 49er ghost, the railroad baron, made navigable through game mechanics.

SECTION 3 — Fix Suite Financial Model

Shared assumptions

- Freemium conversion: 5 to 7% (FixDinner current baseline: 7%).
- Average subscription retention: 2 months before churn.
- Apple commission: 15% under Small Business Program (application pending).
- Claude Haiku API cost per generation: approximately $0.003.
- Infrastructure cost: approximately $200/mo now, $500/mo at 1,000 active users.
- Zero paid acquisition assumed in Year 1. All organic and B2B-referred.

FixDinner standalone projection

Metric	Month 6	Month 12	Month 18	Month 36
Total signups	200	800	2,500	15,000
Paying subscribers	14	56	175	1,050
Consumer MRR	$42	$167	$523	$3,140

B2B revenue (annual)	$0	$5,000	$15,000	$60,000
Total ARR	**$504**	**$7,004**	**$21,276**	**$97,680**

B2B assumes: FFTY co-marketing at month 8 via revenue share, second grocery partner at month 14. Consumer growth assumes organic plus FFTY newsletter exposure once outreach threshold is reached.

Fix Suite combined (all four products live by Month 12)

Metric	Month 12	Month 18	Month 24	Month 36
Combined signups	2,400	6,000	12,000	40,000
Paying subscribers	168	420	840	2,800
Consumer MRR	$502	$1,255	$2,510	$8,372
B2B revenue (annual)	$20,000	$45,000	$90,000	$240,000
API licensing revenue	$0	$0	$25,000	$100,000
Total ARR	**$26,024**	**$60,060**	**$145,120**	**$440,464**

FixCocktail and FixDessert modeled at 50% of FixDinner user base by month 18 (shared audience). FixLunchBox modeled at 30% (narrower parent segment). API licensing begins month 24 with one grocery chain at $25K/yr.

SECTION 4 — CacheQuest Financial Model

Revenue streams

Revenue Stream	Price Point	Year 1 Target	Notes
CVB / DMO licensing	$5K to $20K / city / yr	$15,000	1 to 2 Sacramento deals
Institutional co-creation	$2K to $5K / route pkg	$8,000	Museum, preservation orgs
Consumer premium	$4.99/mo or $39.99/yr	$6,000	500 premium users yr 1
Seasonal event routes	$2.99 to $4.99 / route	$3,000	4 seasonal drops
Preservation grants	Non-dilutive	$10,000	Heritage and cultural orgs
Year 1 total (conservative)		**$42,000**	**Sacramento pilot only**

SECTION 5 — 36-Month Scaling Roadmap

Four parallel tracks. Funding unlocks the pace, not the direction.

TRACK	NOW to M6 Pre-seed	M6 to M12 Early traction	M12 to M18 Seed ready	M18 to M24 Seed deploy	M24 to M36 Series A prep
Fix Suite Consumer	FixDinner live Reach 200 signups FFTY threshold	FixCocktail live FixDessert live FFTY outreach sent	FixLunchBox live 500 paying total 1st B2B signed	White-label pilot Cross-product profiles 1,000 paying users	API licensing live $100K+ ARR Series A metrics
CacheQuest Platform	3 routes prototyped Indigenous co-creation Content pipeline built	Sacramento pilot 10 to 15 routes live Visit Sac LOI signed	1st CVB paying 500 completions Season 2 launched	2nd city pilot 1 institutional grant White-label drafted	5 cities live National platform CVB white-label

Fix Suite B2B	FFTY proposal ready Threshold tracking Carol Barsotti contact	FFTY outreach live Revenue share active Raley's on radar	2nd B2B partner API pricing drafted Licensing model set	White-label engine 1 grocery chain Recurring B2B ARR	3 to 5 enterprise $240K+ B2B ARR Licensing at scale
Funding	Pre-seed conversations Ali + network $75K to $150K target	Pre-seed closes PT engineer hired Marketing budget	Seed prep begins Metrics documented Deck updated	Seed round closes $500K to $1.5M 18-month runway	Series A ready $1M+ ARR Multi-city traction

Funding note: pre-seed ($75K to $150K) funds Sacramento pilot and FFTY outreach threshold. Seed ($500K to $1.5M) funds second city, API licensing development, and first engineering hire. Series A conversation begins when combined ARR exceeds $1M.

SECTION 6 — The Platform Thesis

KovaWorks is not building apps. It is building the infrastructure layer for two categories of human experience: everyday home decisions (Fix Suite) and physical world discovery (CacheQuest). A third layer, civic agency, is in concept stage.

Fix Suite infrastructure layer

The AI suggestion engine for any ingredient-to-output problem. Any brand with a product catalog, a grocery chain, a meal kit company, a spirits retailer, a specialty food brand, can connect their inventory via API. FixDinner surfaces suggestions using what is actually in the user's home today. Partners pay a platform fee or revenue share. No custom development per partner. One integration, permanent distribution.

CacheQuest infrastructure layer

The GPS-guided discovery platform for any place-based institution. Any CVB, museum, university, park, preservation society, or cultural organization can put their content on the platform and send their audience into the physical world. They supply the places and the narrative. The engine handles routing, riddles, gamification, cache management, and engagement data. The consumer sees one app. The institution gets a branded route collection and a data dashboard.

The data asset

User preference graphs across millions of ingredient-to-suggestion decisions. Visitor movement data across hundreds of curated urban routes. Both are proprietary datasets that compound with scale and cannot be replicated by a competitor starting from zero. The data layer is the long-term defensible moat that does not appear in the near-term financials.

The three layers of the KovaWorks thesis

- Fix Suite: AI reduces friction in home life. The human moment is the daily decision of what to cook, drink, bake, or pack.
- CacheQuest: AI reduces friction in experiencing the physical world. The human moment is curiosity about the place you already live in.
- Vote with your dollars (concept stage): AI reduces friction in civic participation. The human moment is the desire to have a real say in where your taxes go.

Each layer is an expression of the same thesis: AI at the service of human agency. Not AI replacing human judgment. AI making human judgment easier, more informed, and more connected to the real world.

All financial projections are forward-looking estimates based on stated assumptions. Actual results will vary.