



**KovaWorks LLC**

**Human-first design,  
AI-powered  
execution.**

Founded July 2025 · Sacramento, CA · Solo founder · One live product on the App Store · Zero external funding

# The Problem with AI Products Today

## What everyone else builds

AI products optimize for **retention**, **not usefulness**. Beautiful onboarding masks broken core loops and dark patterns. They don't solve the human problem they claim to.

⚠️ RecipeRoulette and its peers: maximize engagement, retention hooks, annual billing traps.

## What KovaWorks builds instead

AI that serves human agency — then **gets out of the way**. The goal is for users to eventually not need the app. No competitor says that. That is the point.

✅ Solve the problem completely. Build confidence. Then step back.



# The Fix Suite — One Engine, Four Products

One AI inference engine. One Supabase backend. One prompt governance architecture. The Instacart model: partners connect inventory via API, the engine surfaces personalized suggestions using what is actually in the home today.



## FixDinner

LIVE ON APP STORE

The 5pm problem. 3–5 suggestions with assembly instructions in seconds using ingredients *already at home*.  
**147 signups, 7 paying subscribers, zero ad spend.**



## FixCocktail — Q3 2026

What to make with what is actually on your shelf: the half-used Aperol, the pickle juice, the aquafaba. The ingredient you thought was useless becomes the interesting one. Also mocktails.



## FixDessert — Q3 2026

Baking is chemistry. Precise substitution logic across global techniques — French patisserie to Japanese mochi to Moroccan pastry. Using what's already on hand.



## FixLunchBox — Q4 2026

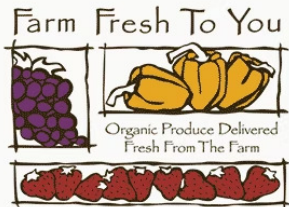
Multi-person meal prep logic for the parent running a rotating catering operation. Evolving preference profiles per child. Feedback scoring on what came home eaten versus untouched.

# The B2B Playbook in Motion

One engine. Many partners. Distribution without acquisition cost.

## The Model

The Fix Suite engine connects to any brand with an ingredient-based product catalog. Partners plug in their inventory via API. Their customers get personalized suggestions using what is actually in their home today. The partner pays a platform fee or revenue share. No custom development per partner. One integration, permanent distribution.



## First Target — Farm Fresh to You

80,000+ California households. A documented churn problem rooted in the last-mile decision gap. Eight-page partnership proposal built and ready. Five partnership models from zero-cost co-marketing to co-branded tier. Outreach trigger: 200 signups and 10 paying subscribers. Currently at 147 signups, 7 paying. Weeks away.

**i** FFTY proves the B2B model. Raley's and fieldTRUE are the next conversation. Carol Barsotti is the thread that connects both.



# CacheQuest

"Every city has secrets. CacheQuest finds them."

Heritage discovery platform for curious travelers and locals alike.

## Validated Model

**Terra Aventura**, France, 2011–present: **3 million users, 700+ routes**, average 5 routes per player, one-third traveling specifically to walk a route. That model does not exist in the US.

The experience: GPS-guided urban discovery. Walk curated routes. Solve riddles at each stop. Find a physical cache at the end. Sign the logbook. Photograph it. Badge earned.

**AI** is upstream, not at runtime. Claude drafts route narratives at \$200–\$500 per route vs. \$3,000 traditional. Stored in database — fast, cheap, reliable, no hallucination risk.

## Retention Mechanics

**Sacramento pilot partners**: Visit Sacramento, Preservation Sacramento, Sacramento History Museum, California Indian Heritage Center.

### Physical Logbook

Community ownership and return visits baked into the object itself.

### Badge Collection

Thematic completionist behavior drives sustained engagement.

### Annual Season Model

Reactivates dormant users with fresh content each cycle.

### Referral Badge

Every user becomes a micro-ambassador for the platform.

# The Three Layers

Every KovaWorks product expresses one thesis: **AI reduces friction in everyday human life without creating dependency.**

## Fix Suite

HOME LIFE LAYER

*The human moment:* What do I cook, drink, bake, or pack today?

AI that knows your pantry, respects your time, and builds your confidence in the kitchen — then steps back.

## CacheQuest

PHYSICAL WORLD LAYER

*The human moment:* I am curious about the place I already live in and want a reason to go outside.

GPS-guided discovery that turns any city into an adventure without a screen dependency.

## Vote with Your Dollars

CIVIC LAYER — CONCEPT STAGE

*The human moment:* I want a real say in where my taxes go.

Participatory budgeting with real data back to policymakers. AI at the service of civic agency.

AI at the service of **human agency**.

Not replacing **human judgment**.

Making it easier, more informed, and more connected to the **real world**.

# The Platform Thesis

**KovaWorks is not building apps. It is building infrastructure.**

## Fix Suite Infrastructure

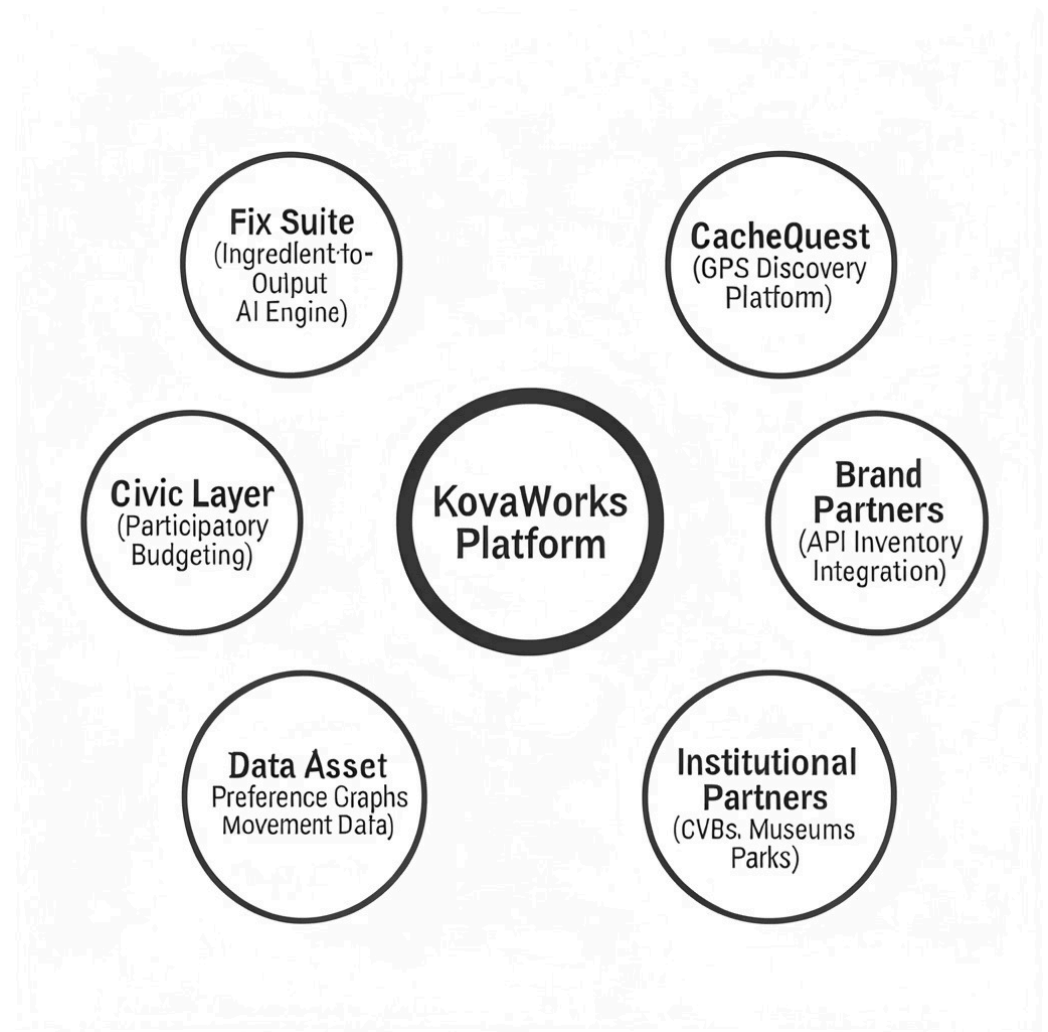
The AI suggestion engine for any ingredient-to-output problem. Any brand with a product catalog connects their inventory via API. Partners pay a platform fee or revenue share. **No custom development per partner. One integration, permanent distribution.**

## CacheQuest Infrastructure

The GPS-guided discovery platform for any place-based institution — CVBs, museums, universities, parks, preservation societies. They supply the places and the narrative. The engine handles routing, gamification, cache management, and engagement data back to the institution.

## The Data Asset

User preference graphs across millions of ingredient-to-suggestion decisions. Visitor movement data across hundreds of curated urban routes. **Proprietary datasets that compound with scale and cannot be replicated from zero.**



# What Comes Next

The conversation, not the close.

1

## Sacramento CacheQuest Pilot

10–15 routes, first institutional partner LOI. Proving the physical loop closes.

2

## FFTY Partnership Outreach

Proposal ready. Threshold approaching. Distribution before scale.

3

## Fix Cocktail + Fix Dessert

Q3 2026 on proven stack. Two new verticals, zero new infrastructure cost.

The question for Ali: **what does zero to one look like for the companies in your portfolio you are most proud of?**