

Sanctuary

The Harbor for Emotional Sovereignty.

\$500K
RAISING

\$5M
CAP

9.4.26
LAUNCH

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SanctuaryApp, Inc. · Delaware C Corp · Nashville, TN

01 · THE PROBLEM

Heartbreak is a medical-grade wound — *the world offers a meditation timer.*

Romantic rejection activates the *same neural pathways as physical injury* — the anterior cingulate cortex and the insular cortex. Dopamine and oxytocin crash. The nervous system enters withdrawal. By every clinical measure, a medical-grade wound. Yet the wellness industry offers generic tools: meditation timers, affirmation apps, journaling templates designed for stress, not for anxious attachment in acute emergency. **There is no specialist platform.**

73%	of adults experience significant heartbreak in their lifetime
\$500B	global emotional wellness market
0	dedicated heartbreak-recovery platforms in market today

02 · THE SOLUTION

Sanctuary — *a daily ritual that grows into an odyssey.*

The first platform purpose-built for heartbreak recovery. Anchored by **the Ember Science** — a proprietary neuroscience methodology (stretch, fold, rise) that uses rhythmic light-pulsing at ~6 cpm, the resonant frequency of heart-rate variability, to regulate the autonomic nervous system. Retained through ritual. Monetized through self-expression.

<p>RITUAL</p> <p>The Cairn</p> <p>One stone every 24 hours of self-respect. A monument that only grows.</p>	<p>NEUROSCIENCE</p> <p>The Ember</p> <p>Rhythmic light-pulsing entrains vagal tone. Actions charge the core to bloom.</p>	<p>AI COMPANION</p> <p>Dove</p> <p>The 2 a.m. crisis shield. Validates before reflecting. Never prescribes.</p>	<p>COMMUNITY</p> <p>The Grove</p> <p>Anonymous witnessing. No likes, no DMs. Survived experience held by strangers.</p>
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03 · BUSINESS MODEL

Revenue from *self-expression.*

- **Free forever** Cairn, Ember, Dove, Grove, Journal — every recovery tool, no paywall.
- **Petal Economy** High-margin cosmetic monetization from the \$200B gaming playbook. Earned through practice or purchased.
- **Referrals** Warm handoffs to licensed therapists. Trust-first affiliate revenue.
- **Future** Creator marketplace · Enterprise EAP licensing post-Series A.

04 · DEFENSIBILITY

Four moats. *No feature parity.*

- **Loss aversion by design** — by Level 30 a user has built 50+ hours of personal monument. Leaving means abandoning the most honest record of their recovery.
- **Ember Science** — proprietary methodology rooted in vagal tone & the stretch-and-fold metaphor. Felt in the body, not just used as a feature.
- **Chronicles of Sanctuary** — a narrative world, not a feature set. Uncloneable at the cultural layer.

05 · TRACTION & ROADMAP

Shipping every week. *Launching September 4, 2026.*

Q1 '26	Q2 '26	MAY '26	MAY 19	SEPT 4	Q4 '26
Incorporated Delaware C Corp	v1.0 live Core platform shipped	v1.25 "Shadow" +30% traffic · retention infra	v1.26 — lore + AI Chronicles · Dove adaptive	iOS + Android Public launch	10K users Series A readiness

“Building something from pain hits different.” — early community

06 · THE FOUNDER

BM **Brian Martori, Founder & CEO.** A decade running high-stakes marketing for brands that couldn't afford to fail. A lifelong gamer fluent in progression design. Built Sanctuary at 3 a.m. on the floor of his worst heartbreak — places his stones every day. The September 4 launch honors his late father, the source of his earliest lessons in *emotional sovereignty*.

Let's build the *harbor.*

\$500K
PRE-SEED RAISE

\$5M
VALUATION CAP

10K
USERS BY '26