

STROOM

Building the First Emotionally Intelligent
Infrastructure Ecosystem for Fluid Creators

Physical Infrastructure · Digital Platform · Experiential Studios

INVESTOR PRESENTATION | 2026

PHYSICAL INFRASTRUCTURE

DIGITAL PLATFORM

EXPERIENTIAL STUDIOS

COMMUNITY ECOSYSTEM

FRANCHISE SCALE

Fluid Art Is Quietly Becoming a Major Creative Movement

Millions of creators globally participate through YouTube, Instagram, TikTok, workshops, and retreats — with no signs of slowing.

Creators are not arriving for the art. They are arriving for the feeling — nervous-system regulation, emotional restoration, sensory immersion, and flow.

The category is emotionally mature but commercially underdeveloped. Infrastructure has not kept pace with the community.

Most brands sell materials. None have understood why creators are there — or built systems worthy of the depth of that engagement.

“The fluid art community was not underserved in materials. It was underserved in understanding.”

A Community Deeply Engaged — But Poorly Supported

What creators are truly seeking:



The Market Positioning Gap:



STROOM Operates at the Convergence of Three Expanding Markets

ARTS & CRAFTS

\$47B

→ **\$67B by 2030**

7.4% CAGR · 210M active participants globally

The Business Research Company, 2025

CREATOR ECONOMY

\$252B

→ **\$1.3T by 2033**

23.3% CAGR · 207M+ creators worldwide

Grand View Research, 2025

WELLNESS ECONOMY

\$6.8T

→ **\$9.8T by 2029**

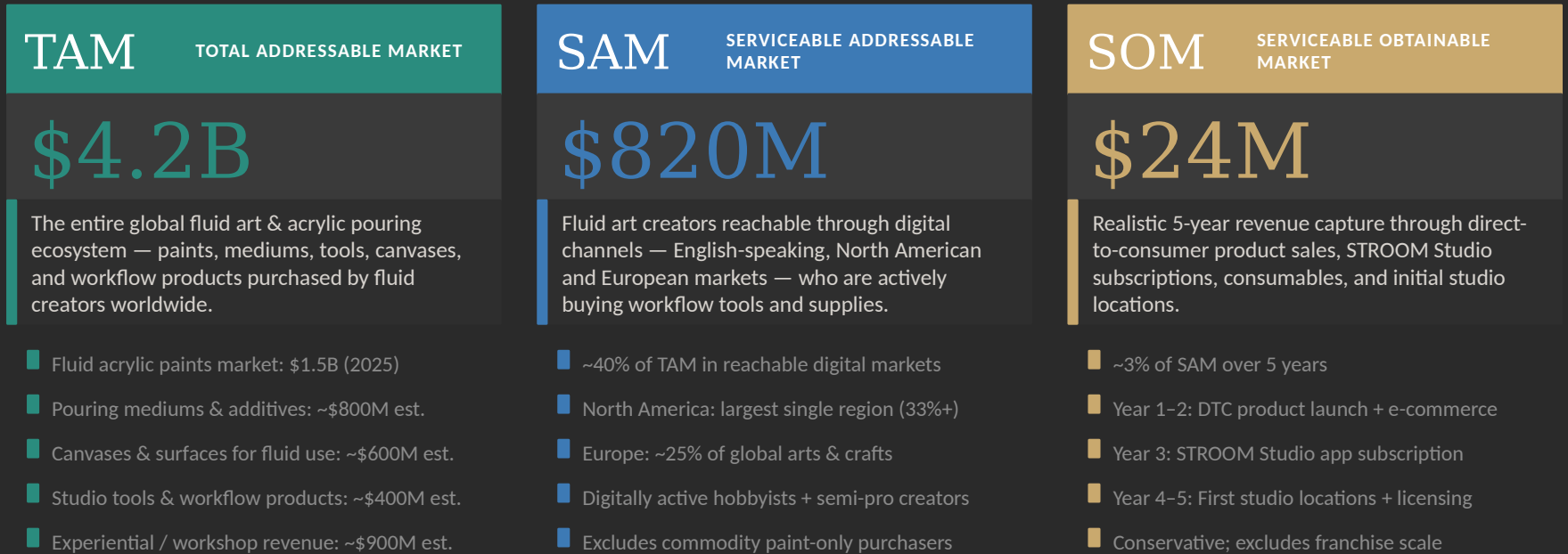
7.9% annual growth · Mental wellness fastest-growing segment

Global Wellness Institute, 2025

Fluid art sits at the intersection of all three — a creative wellness practice with a growing global community and no infrastructure brand.

How Much of This Market Is Actually STROOM's?

Each market layer is a progressively more focused slice of the same creator.



Source: DataInsightsMarket 2025 · internal estimates

Based on North America + Europe regional share of arts & crafts market

Internally modeled · subject to financial model validation

Everyone Sells Supplies. Nobody Owns the Creator Journey.

COMPANY	PAINTS & MATERIALS	ERGONOMIC TOOLS	WORKFLOW SOFTWARE	COMMUNITY PLATFORM	PHYSICAL STUDIOS	WELLNESS POSITIONING	CREATOR JOURNEY
Liquitex <i>Paint & mediums</i>	✓	—	—	●	—	—	—
Golden Artist Colors <i>Professional paint</i>	✓	—	—	—	—	—	—
DecoArt <i>Craft & hobby paint</i>	✓	—	—	—	—	—	—
Arteza <i>Budget art supplies</i>	✓	—	—	—	—	—	—
Pinot's Palette <i>Paint-and-sip events</i>	●	—	—	●	✓	—	—
Color Me Mine <i>Pottery studio franchise</i>	●	—	—	—	✓	—	—
Amazon / Generic <i>Commodity tools</i>	✓	●	—	—	—	—	—
STROOM <i>Infrastructure ecosystem</i>	●	✓	✓	✓	✓	✓	✓

✓ Has it ● Limited — Does not exist

STROOM is the only brand building across all six dimensions simultaneously.

Creators Are Engineering Their Own Ecosystem

These behaviors are not isolated. They signal that the category has matured emotionally faster than its supporting infrastructure.

Plywood Reinforcement

Canvases reinforced manually against fluid weight

Improvised Leveling

Household materials adapted as studio supports

Modified Turntables

Inexpensive rotating platforms hacked for pours

Recipe Journals

Years of handwritten documentation systems

DIY Pour Surfaces

Absorbent materials improvised for paint runoff

Physical Limitations

Creators engineer around ergonomic constraints

A Layered Creative Infrastructure Ecosystem

01

PHYSICAL INFRASTRUCTURE

Pivot Stands · Pivot Table System · Mixer · Paddle

02

DIGITAL PLATFORM

STROOM Studio App — near-complete · launching with Pivot Stands · Free tier · Pro \$39.99/yr · Studio tier (v2)

03

EXPERIENTIAL STUDIOS

Immersive physical spaces — Memberships · Workshops · Paint-on-tap · Studio sessions

04

COMMUNITY ECOSYSTEM

Creator network — Events · Retreats · Influencer partnerships · Ambassador programs

05

FRANCHISE SCALE

Long-term — Licensing · Franchise systems · Educational partnerships · Creator IP

A Layered Moat — Built Across Every Dimension

STROOM'S DESIGN PHILOSOPHY

Human-Centered Design (HCD)

Every product starts with the human experience — how the artist's body moves, how fatigue accumulates, how dexterity varies — and works backward to the tool. The competition starts with the tool.

THE ONLY COMPETITOR

SplashNcolor Canvas Handles

Screwed into canvas with hardware
Two fixed D-ring handles
No leveling, no tilt stability
Product-first design — not HCD

01 PATENT PORTFOLIO

Pivot Stands — provisional filed, engineering phase
Pivot Table System, Structural Canvases, Mixer,
Paddle, Pour Pads — provisionals in progress
Each product independently patented as a novel invention

02 HCD DESIGN METHODOLOGY

Empathize → Define → Ideate → Prototype → Test
Products designed from the artist's body outward
Accessibility, dexterity, fatigue built into every spec
Methodology is a compounding advantage — not a blueprint

03 SOFTWARE MOAT

STROOM Studio captures creator workflow intelligence
Recipe archives, process memory, experiment history
Creator data deepens over time — switching cost grows

04 ECOSYSTEM LOCK-IN

Hardware → Consumables → Software → Studios
Each layer reinforces the next
Copying one product doesn't replicate the ecosystem

The moment a competitor copies a Pivot Stand, they still haven't copied STROOM.

Three-Stage Ecosystem Entry Model

ENTRY PRODUCTS

01

- Mixer
- Paddle
- Pour Pads

PURPOSE

Low friction adoption, repeat usage, brand introduction

INFRASTRUCTURE PRODUCTS

02

- Pivot Stands
- Pivot Table System

PURPOSE

Workflow stabilization, ergonomic support, professionalized creation

RETENTION SYSTEMS

03

- STROOM Studio
- Workflow Archives
- Creator Documentation

PURPOSE

Recurring engagement, ecosystem dependence, creator investment

CONSUMABLES

Pour Pads · Structural Canvases · Workflow materials — repeat-purchase surfaces and studio supplies

Infinite Novelty Within a Familiar Ritual

Curiosity & First Pour

Emotional Reward

Experimentation & Discovery

Workflow Friction

Why Creators Never Leave:
STROOM Adoption

Creative Confidence

Community & Identity

Mastery & Recurrence



No pour fully resolves

Outcomes remain partially unpredictable — driving infinite return

Mastery remains expandable

The process always rewards deeper investment and experimentation

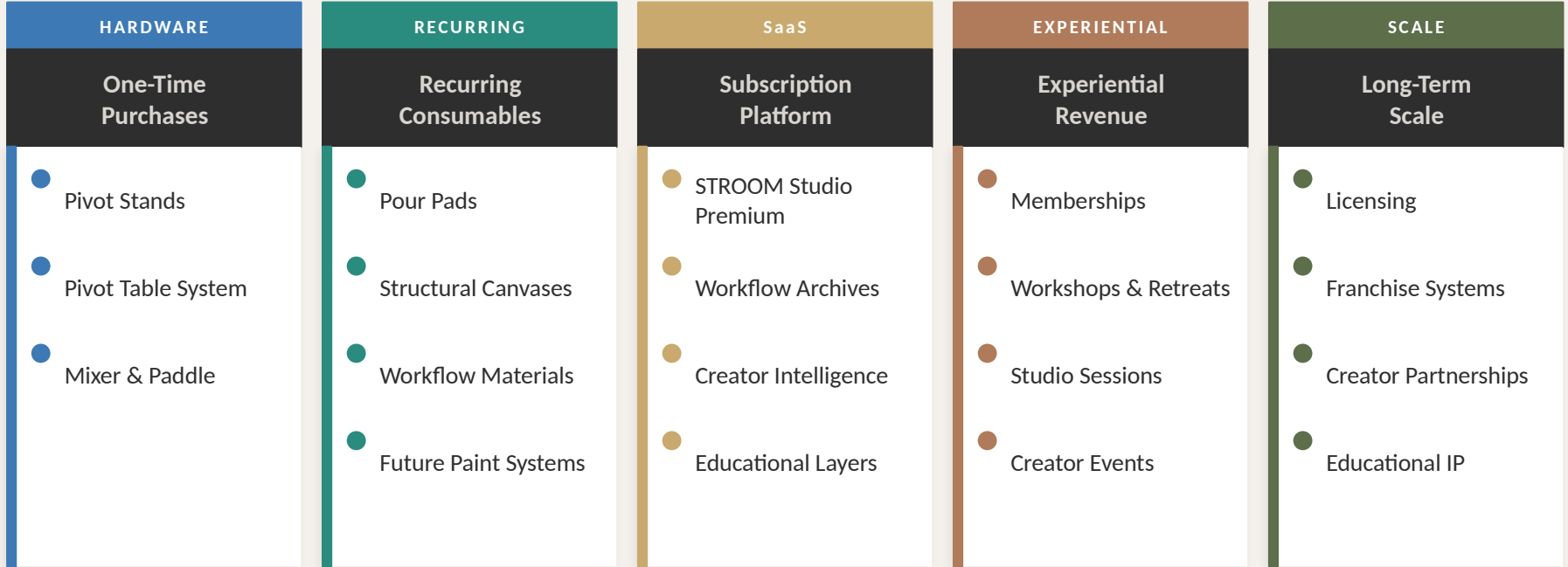
Collection behavior is innate

Every new medium, additive, or tool creates additional creative variation

Emotional investment compounds

Workflow and recipe archives create switching cost and loyalty

Multi-Stream Revenue Model Built for Scale



Hardware drives acquisition. Consumables and SaaS drive retention. Studios and franchise drive scale.

Three Products. One Ecosystem. Compounding Revenue per Creator.

	PIVOT STANDS	POUR TACKS	POUR PADS
Format	Set of 4	Pack of 4	10" × 25' roll
Retail Price (DTC)	\$27.00	\$11.99	\$9.99 / \$24.99 (3pk)
COGS (5K units)	\$12.46	\$6.53	\$7.61
Gross Margin (5K)	54%	46%	24% / 44% (3pk)
Gross Margin (10K)	61%	53%	33% / 48% (3pk)
Purchase type	Hardware — 1–3× lifetime	Consumable — monthly	Consumable — bi-weekly
Sessions per unit	Indefinite (drying rack)	~20–30 uses	~4 sessions

ESTIMATED ANNUAL REVENUE PER CUSTOMER

Pivot Stands (2–3 sets) \$54–\$81 · Pour Tacks (monthly) \$144 · Pour Pads (bi-weekly) \$240–\$260 · Total \$438–\$485 / year

Conservative Growth Trajectory — DTC Launch to Ecosystem Scale

All figures in USD. Based on DTC-first launch, consumable compounding, and staged product + studio rollout.

REVENUE STREAM	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Pivot Stands Hardware · \$27/set	\$27K	\$81K	\$189K	\$378K	\$648K
Pour Tacks Consumable · \$11.99/pack	\$12K	\$48K	\$120K	\$240K	\$420K
Pour Pads Consumable · \$9.99/\$24.99	\$18K	\$72K	\$180K	\$360K	\$630K
STROOM Studio App Free · Pro \$39.99/yr · Studio \$54.99/yr	\$8K	\$30K	\$96K	\$240K	\$480K
Experiential / Studios Workshops + memberships	—	\$12K	\$60K	\$180K	\$420K
TOTAL REVENUE	\$65K	\$243K	\$645K	\$1.4M	\$2.6M

KEY ASSUMPTIONS

Yr 1: ~1,000 customers · Pivot Stands + Pour Tacks + Pour Pads + App — simultaneous launch · Yr 2: 3,000 customers · Studio tier beta · Yr 3: 7,000 customers · Community launch + workshops · Yr 4-5: 14K-25K customers · Studio pilots · All figures pre-tax, conservative case

Five Creator Archetypes — One Shared Destination

All five enter through different doors — but all are ultimately seeking the same state of immersive creative flow.

The Therapeutic Creator	The Experimental Systems Builder	The Design-Conscious Maker	The Creative Entrepreneur	The Accessible Artist
<p>Creates for emotional restoration, nervous-system regulation, and sensory immersion.</p>	<p>Obsessed with chemistry, repeatability, ratios, and workflow optimization.</p>	<p>Values elevated aesthetics, tactile objects, and thoughtfully designed studio environments.</p>	<p>Uses fluid art as personal expression and micro-business infrastructure.</p>	<p>Arrives through accessibility needs, late-stage creativity, or rediscovered creative identity.</p>
<p>Wellness</p>	<p>Process</p>	<p>Aesthetics</p>	<p>Business</p>	<p>Accessibility</p>
<p>Restoration</p>	<p>Chemistry</p>	<p>Design</p>	<p>Brand</p>	<p>Inclusion</p>
<p>Regulation</p>	<p>Mastery</p>	<p>Environment</p>	<p>Community</p>	<p>Identity</p>

STROOM's brand architecture is designed to speak to all five archetypes simultaneously — without alienating any.

The Category Is Emotionally Mature — But Commercially Underdeveloped

300M+

Creators worldwide on platforms

71%

of U.S. adults identify as crafters

\$6.8T

Wellness economy — new record 2024

9.2%

CAGR in wellness institutional channel

STROOM enters at the precise moment the category is ready for its defining brand.

STROOM Studios — Immersive Creative Infrastructure

*“The objective is not traditional classroom instruction.
The objective is emotionally intelligent creative hospitality.”*

Paint-on-Tap
Dispensing

Modular
Workstations

Drying Rack
Reservations

Creator
Memberships

Recording
Infrastructure

Educational
Stations

FRANCHISE PATHWAY

- 1 Pilot Studio — Proof of Concept
- 2 Operations Manual & Unit Economics
- 3 FDD Filing & Franchise Structure
- 4 Licensee / Franchisee Recruitment
- 5 National Studio Network

What Has Already Been Built

✓ STROOM LLC Formed

Northwestern Registered Agent · EIN secured · Operating Agreement executed

✓ USPTO Provisional Patent

Pivot Stands — Provisional filed · Engineering phase · 12-month window for utility patent

✓ Domain & Brand Identity

stroomstudio.co secured via GoDaddy · All social handles secured across platforms

✓ Google Workspace

Professional infrastructure established · Team collaboration ready

✓ Social Media Presence

@stroomstudio secured on Instagram, TikTok, Pinterest

✓ Strategic Foundation + App

Brand Thesis · Manifesto · Mission · Vision · Core Values · Investor Architecture — documented · STROOM Studio App near-complete · Free / Pro \$39.99yr / Studio \$54.99yr · launching with Pivot Stands

Carol Sepulveda

Founder & CEO, STROOM LLC · carol@stroomstudio.co · Wilmington, NC

STROOM did not emerge from a business plan. It emerged from the direct experience of being a fluid artist who is also a designer, a builder, and an operator — and noticing that the infrastructure around a deeply meaningful creative practice was almost entirely missing.

DESIGNER

Trained eye for how form follows function. Every STROOM product begins with how the artist's body moves — not how the tool is manufactured. HCD methodology applied from the first sketch.

ENTREPRENEUR & OPERATOR

Experienced building and running businesses. Understands unit economics, supply chain, and the gap between vision and execution. STROOM is not a first venture.

CONSTRUCTION PROFESSIONAL

Deep understanding of systems thinking, structural integrity, and workflow sequencing. Brings an operator's discipline to product engineering — not just aesthetics.

FLUID ARTIST

Active practitioner — not an observer of the category. The friction points STROOM solves are friction points Carol experienced firsthand, session after session, canvas after canvas.

WORKFLOW OBSERVER

Spent significant time in the fluid art community watching how creators actually work. Documented the workarounds, the improvised solutions, the frustrations. The gap became undeniable.

The combination of these five disciplines in a single founder is what makes STROOM possible — and what makes it difficult to replicate.

Five Channels. One Compounding Creator Community.

CHANNEL	BUDGET / YR	DESCRIPTION	EXPECTED OUTCOME
Creator Seeding	\$7,750	Gift kits to 30–50 fluid art YouTubers, TikTokers, and Instagram creators. Product cost ~\$65/kit including Pivot Stands, Pour Tacks, and Pour Pads.	10–20 authentic content pieces. ROI: \$7.25 per \$1 invested.
YouTube Advertising	\$8,000	Pre-roll ads on fluid art tutorial content. Audience is already in the creative mindset. \$0.01–\$0.03 CPV. Start \$1K/mo, scale Q3–Q4.	400K–800K targeted views from engaged fluid art viewers.
Meta Ads — App	\$6,000	Facebook and Instagram app install campaigns targeting creative hobbyists. Free tier costs nothing to deliver. App drives physical product discovery.	2,000–6,000 app installs. App markets the physical products.
Retreat Sponsorships	\$7,500	Sponsor 3–5 fluid art retreats with product trials. Product donation plus small cash sponsorship. Highest-trust channel — community leaders in the room.	Direct access to most influential creators in the category.
Own Channels + Collabs	Prod. only	STROOM Instagram, TikTok, YouTube. Demonstration content built by branding agency at launch. Creator seeding generates ongoing UGC library organically.	Compounding organic reach. UGC library for paid ads creative.

YEAR 1 TOTAL: \$35,250 · Implied CAC: ~\$35/customer · Brand identity (pre-launch capital): \$15,000 — separate from marketing budget

Path to Profitability — Conservative Case

Month 18

ESTIMATED BREAK-EVEN

~\$243K

YEAR 2 REVENUE TARGET

9.3x

LTV:CAC YEAR 1

COST CATEGORY	YEAR 1	YEAR 2	NOTES
Cost of Goods Sold (blended ~46% COGS rate)	~\$30K	~\$112K	See unit economics by product tab
Marketing Budget (Year 1 GTM plan)	\$35K	\$35K+	Creator seeding, YouTube, Meta, retreats
Operations, Legal & IP (patents, systems, inventory)	~\$16K	~\$20K	IP filings, business infrastructure
Brand Identity + App Development (one-time)	~\$40K	—	Launch investment; not recurring
ESTIMATED TOTAL BURN YEAR 1	~\$121K	~\$167K	vs. \$65K revenue Y1 / \$243K revenue Y2

Break-even projected at approximately Month 18 — mid-Year 2 — driven by consumable revenue compounding against declining one-time launch costs. LTV:CAC of 9.3x in Year 1 grows to 16.7x by Year 5 as CAC decreases and consumable + app revenue compounds per customer.

All figures in USD. Conservative case. Pre-tax. Brand identity (\$15K) and app development (\$25K) treated as one-time launch investments. Ongoing COGS and marketing are primary recurring cost drivers. See STROOM_Financial_Model_Assumptions.xlsx for full detail.

Seed Investment to Launch the Ecosystem · Seeking \$300,000

USE OF FUNDS

30
%**Product Development**Pivot Stands manufacturing · Patent filings · Pour
Tacks + Pour Pads tooling20
%**Brand Identity + Launch**Logo + visual identity system (\$15K) · Packaging
design · Website · Launch content18
%**Marketing — Year 1**Creator seeding · YouTube + Meta ads · Retreat
sponsorships · Content production17
%**App Development (Mobile)**iOS build via Capacitor · App Store submission ·
Pro tier infrastructure10
%**Operations & Legal**IP filings · Business systems · Inventory
management infrastructure

5%

Working Capital

Runway, contingency, team

IMMEDIATE PRIORITIES

Brand Identity Agency

Logo + visual identity system · \$15K budget locked

Utility Patent Filing

Pivot Stands — 12-month window from provisional

App Mobile Build

iOS via Capacitor · App Store submission

Shopify Launch

DTC e-commerce infrastructure + product pages

Creator Seeding Program

30–50 fluid art creator kits shipped

Manufacturing Order

Pivot Stands + Pour Tacks first production run

STROOM

The opportunity is larger than art supplies.

The opportunity is infrastructure for immersive creative participation.

VISION

To become the defining infrastructure brand for fluid creators worldwide.

CORE VALUES

Flow · Curiosity · Precision · Accessibility · Craft · Community

01 The defining infrastructure brand for fluid creators

02 The first emotionally intelligent operating ecosystem for the category

03 A scalable physical and digital creative platform where artists feel supported and understood