AN INVITATION TO BUILD WITH ME

A real business, ready to grow — and a place for you in it.

PEPHORMIA is built, live, and moving. It's honest, cited peptide & hormone education that powers three revenue streams — **physical skincare, digital guides, and print products**. The foundations are done. What accelerates it now is capital and a small circle of partners who grow alongside it. **I'm inviting you to be one of them.**

Your stake: 1% of the business for every A$1,000 invested

A total of 25% of the business is offered for investment (a A$25,000 raise), shared across a small circle of partners — not 25% each. Minimum ticket 5% (A$5,000). Your stake's value grows as PEPHORMIA grows.

Two ways to come in

OPTION A · AGREEMENT NOW, COMPANY WHEN WE PROCEED

No incorporation cost up front. We sign the MOU recording your stake, and a simple share agreement secures it. I form the Pty Ltd and issue your shares once partners are committed — nothing spent on the company until it's warranted.

OPTION B · FORMAL SHARES FROM DAY ONE

Prefer registered shares immediately? I incorporate the Pty Ltd up front and issue your shares straight away, with full legal protection from the start.

What you get as a partner

→ A real **equity stake** in a registered business, with upside that grows as it grows.

→ **Weekly progress meetings** — full visibility on the numbers, the wins, and the plan.

→ A full-time founder running and scaling it, compliance-first, with the groundwork already done.

→ A fair **exit option after six months**, priced by an independent, neutral valuer — your liquidity, protected.

→ A **Pty Ltd company** to issue your shares — up front, or once we proceed — with full legal protection.

Straightforward and honest: this is a growth business, not a fixed-interest product — your return comes from the rising value of your stake as PEPHORMIA scales. Terms are documented in the MOU on page 3, with a formal agreement to follow. A confident opportunity, offered plainly to people I trust.

WHY PEPHORMIA

Trust is the product.

Peptides and hormones are one of the fastest-growing areas in health and wellness — and one of the noisiest, full of hype and unverified claims. **PEPHORMIA does the opposite.** We don't invent claims; we aggregate the existing peer-reviewed science and **grade it honestly** — telling people exactly how strong the evidence is, through a signature four-tier system: **strong · human · weak · mechanistic**. In a category built on overpromising, cited and honest education is the moat competitors can't easily copy. That trust is what converts readers into customers.

WHY NOW

The window is open — and timed.

Public interest in peptides and hormones is peaking across search, social, and regulation right now. A specific, dated regulatory event on the near horizon will push a wave of attention onto exactly our topics — and our cited content is built to capture that traffic while others scramble. **First-mover advantage in a trust-based category compounds:** the audience and search authority we build now are hard for latecomers to displace. The groundwork is finished; the cost to move is lowest today.

WHAT WE DO

One brand, three revenue streams.

STREAM 01

Physical

Compliant, cosmetic-grade topical skincare — copper-peptide serums and more, Australian-made where possible, properly labelled. **A tangible, repeat-purchase product line.**

STREAM 02

Print & Digital

Cited evidence-review guides and PDFs, plus print-on-demand journals and planners. **Near-zero cost of goods, instant delivery, infinitely scalable — the margin engine.**

STREAM 03

Blog & Newsletter

An owned audience built through the education content, converting readers into an email list. **The compounding asset that de-risks and feeds the other two.**

WHY IT'S DIFFERENT

Everyone else sells a product and reaches for a claim. **We sell the truth about the evidence, and let that earn the sale.** The honesty is the marketing — defensible, compliant, and exactly what an overwhelmed, distrustful audience is looking for. Physical, print and digital all draw from the same trusted core, so every piece of content strengthens the whole business.

> **Already in place:** live site, locked brand identity, product and content library, and the compliance discipline that keeps all three streams safe to sell and to advertise. This is a business to **accelerate**, not to start from scratch.

MEMORANDUM OF UNDERSTANDING

Investment & Partnership — Summary of Terms

BETWEEN	**Rajdeep Singh**, trading as Artigellence Augmentation Aggregator (the "Founder") — and — **[Investor / Partner name]** (the "Partner").
THE VENTURE	**PEPHORMIA** — a peptide & hormone education and commerce business (physical skincare, print & digital products, newsletter).
INVESTMENT	Partner invests **A$[___________]**.
EQUITY OFFERED	**1% of the business for every A$1,000 invested.** A maximum of **25% of the business in total (A$25,000)** is offered for investment across all partners combined — **not 25% each**. Minimum ticket per Partner: 5% (A$5,000).
STRUCTURE — PICK ONE	**Option A** — stake recorded now under this MOU and secured by a simple share agreement; Pty Ltd incorporated and shares issued once partners are committed (no company cost up front). **Option B** — Pty Ltd incorporated up front and registered shares issued immediately. *Partner's choice:* ☐ A ☐ B
RETURN	Return is through the **growth in value of the equity stake** as the business scales. A growth investment, not a fixed-interest product; no fixed or guaranteed return is offered.
TRANSPARENCY	**Weekly progress meetings** and regular financial & operational updates.
EXIT OPTION	After a minimum **6-month** holding period, the Partner may exit at **fair value set by an independent, mutually-agreed neutral valuer**.
FOUNDER ROLE	The Founder operates the business full-time — product, content, marketing, compliance and growth.
STATUS	This MOU records the intended terms in good faith. A **formal agreement** (share subscription / SAFE) will be prepared and executed to make the investment binding. This offer is private, to individuals known to the Founder.

FOUNDER & BUSINESS DETAILS

FOUNDER **Rajdeep 'Raj' Singh**	REGISTERED BUSINESS **Artigellence Augmentation Aggregator**
ABN **83 988 690 362**	LOCATION **Sydney NSW · Australia**
PHONE **+61 469 313 323**	EMAIL **raj@artigellence.com**

FOUNDER — RAJDEEP SINGH · DATE

PARTNER — NAME · DATE

Note: This MOU is a good-faith statement of intent, not the final binding contract. The formal investment agreement will be drafted and reviewed by a lawyer before funds are transferred; both parties are encouraged to take independent advice. Not financial or legal advice.