muse
PLATFORMS

More Power to Build. More Ways to Earn.

Software and specialist teams that help businesses and creators shape their digital experiences, build direct audience relationships and develop new revenue opportunities.

Investor Introduction · November 2026



Breakthrough Technology built through client work

Muse combines two product opportunities with the expertise to implement them.

The growth thesis is to resell our proprietary software across customers while charging separately for delivery and ongoing support.

Ask Hercules

AI visibility software for B2B marketing teams and agencies.

Shoppable NETWORKS

Licensed TV, media and commerce technology for branded networks.

Two key customer problems Muse can address

AI DISCOVERY

“Our expertise is missing from the answer.”

Marketing teams need to understand how AI represents them, improve the evidence and measure what changes.

CONNECTED MEDIA

“Our audience is spread across other platforms.”

Content owners need a branded destination that connects publishing with commerce and direct audience relationships.

Discovery and viewing are changing

60%

of B2B buyers use GenAI
to help shape purchase decisions

Brands need evidence that both buyers and AI systems can understand.

49.6%

of U.S. television watch time
came from streaming in August 2026

Media businesses need a direct route from viewing to an ongoing relationship.

Gartner, February 2026. Nielsen, August 2026 viewing, published October 22, 2026.

Four programs connect products and services

Customer program	What the customer needs	Selected offerings
AI visibility and growth	Help the right buyers discover us	Ask Hercules, SEO/AEO/GEO, content and evidence
AI and digital implementation	Build or improve a working system	Discovery, AI workflows, websites, training
Media, streaming and commerce	Publish and earn from our content	Shoppable Networks, production, streaming
Enterprise expertise and teams	Add the expertise to deliver	Architecture, Data Cares, fractional specialists

A shared collection of offerings can support more than one program.

Ask Hercules

Be the answer AI trusts.

Audit Compare brand mentions and citations across four AI models.

Fix Prepare content, evidence and structured changes for approval.

Track Return to the same buyer questions with weekly re-scans.

Prove Keep the underlying answers and citation evidence.

Founding 50: free 90-day access for the first members.



Shoppable Networks

License the technology behind Subamerica for your own branded network.

- Channel scheduling and live sources
- Linear and on-demand programming
- Creator portals with commerce
- TV-to-phone QR journeys

Six TV feed integrations to use with our One-Click TV Technology
Roku, Fire TV, Samsung, Apple TV, LG and Google TV

App approval, carriage and availability vary by network and deployment.



Evidence the team can deliver

10,000+

Orvis products

Search and analytics implementation for a large retail catalogue.

Historical engagement. Catalogue size, not a conversion lift.

14 to 2

Tracked UAE search position

Al-Ajaleen's "GCC trademark" query improved between two reports.

August 3 to September 7, 2026. Search ranking, not AI revenue.

3,142

Subamerica active users

A published audience snapshot from the operating network.

September 2026 snapshot. Not paid customers or attributed lift.

5.0 / 5 on Clutch across five client reviews

A revenue model with software and services

Revenue source	Commercial model	Expansion opportunity
Ask Hercules	Software $99–$899/month Managed from $1,299/month + setup	Additional client workspaces, approved implementation and managed support
Shoppable Networks	From $50,000/year license $75,000 implementation	Deployment-specific operations, production and support
Muse expertise	Scoped projects, managed services and fractional assignments	Follow-on delivery around a customer's systems and goals

Shoppable Networks starts at $125,000 in first-year fees

USD. Published offer pricing, not contracted revenue. Third-party and usage costs vary by scope.

Two focused routes to paying customers

Ask Hercules

B2B SaaS marketing teams and agencies with a clear buyer question set and control of their website.

Use the Founding 50 to establish a baseline, ship approved changes and test conversion into paid use.

Shoppable Networks

Established publishers and content owners with rights, a catalogue, an audience and a launch budget.

Lead with the Subamerica.net working network demonstration and a scoped deployment plan tied to a signed commercial agreement.

Recommended focus: prove one repeatable acquisition motion for each product.

How Muse competes to win

Ask Hercules

AI visibility with accountable execution

For B2B SaaS teams and agencies

Approved fixes customers keep on their own site. Repeat scans of the same buyer questions. Citations reported separately from mentions.

Software or managed delivery.
Your strategist for AI, search and social.

Alternatives: Profound, Peec AI and agency services

Shoppable Networks

TV networks built for direct fan commerce

For independent media owners and creator networks

TV scheduling, six feed integrations and creator portals connect viewing to merchandise, tickets, memberships and tips.

License the technology.
Launch your own commerce network.

Alternatives: Uscreen, Vimeo OTT and custom builds

Illustrative recurring-revenue model

ILLUSTRATION, NOT A FORECAST

Product	Illustrative volume	Annual product fees	Implementation fees
Shoppable Networks	5 annual licenses	$250,000	$375,000 one time
Ask Hercules Growth	50 paid accounts	$179,400	Excluded

$429,400

Illustrative annualized recurring product fees

Uses entry license pricing and $299/month Growth. Assumes full paid periods and no churn or discounts. Excludes trial periods, taxes and all costs. These are revenue scenarios, not current ARR or profit.

Founder and delivery network



Colleen Nagle

Founder & CEO

20+ years across digital transformation, analytics and enterprise technology. Founded Muse in 2015. Former Adobe Enterprise Architect.

Specialist delivery network

Broadcast architecture with Tahir Younas. Creative and content expertise with Jess Rowland. Enterprise, implementation and fractional specialists matched to each scope.

Muse’s next chapter

Repeatable product revenue, grounded in experienced delivery.

We welcome investors and strategic partners who can help turn the next customer proof into a repeatable business.

Colleen Nagle / Founder & CEO

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