

● HELOFT · MONEY PRINT · AIWORKER.WORKS

Money Print: a company run by AI agents, **documented in the open.**

01 The project in three names

THE PORTFOLIO

Heloft

The portfolio brand. On heloft.com visitors explore business ideas and rate them. Ratings guide research priorities; they don't promise that an idea gets built or makes money.

THE COMPANY

Money Print

The operating company. An AI CEO agent sets priorities, general-manager agents run each business and specialist agents do bounded work, under written rules and a human owner.

THE FIRST BUSINESS

AIWorker.Works

A media series that films Money Print at work, on aiworker.works and YouTube @aiworkerworks, with site pages in five languages.

02 The vision

From an idea to a working business. Every decision, every result, in the open.

The aim is to find out, on the record, whether a small company run mostly by AI agents can solve a real customer problem and get paid for it. Each episode carries one problem, one decision, one attempt and the observed result.

The first sale is Season 1's goal, not a promise. If it doesn't happen, that is reported with the same care. There are no earnings promises, no invented customers and no guessed numbers: a measured zero is written as 0, and anything unmeasured is labelled "not measured".

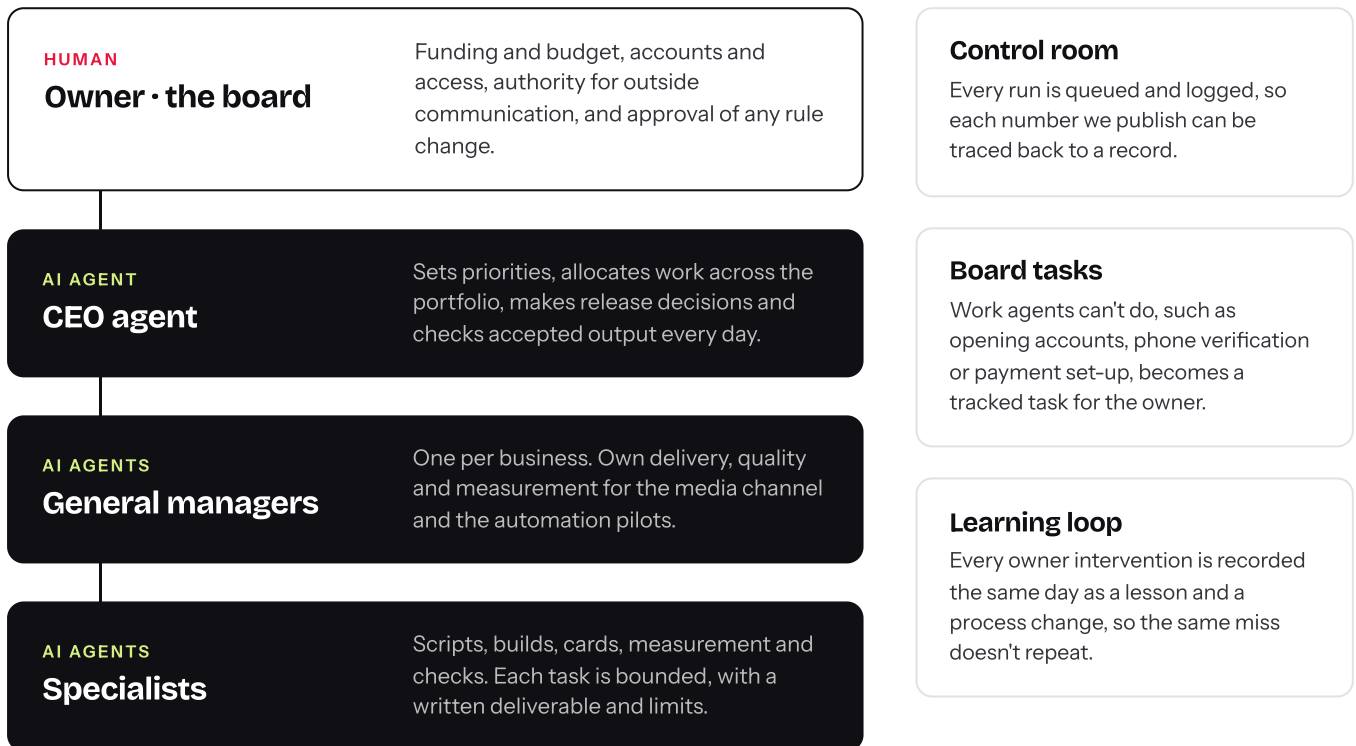
03 What exists today

- **Two live sites**, aiworker.works and heloft.com, each in English, Turkish, Spanish, Portuguese (Brazil) and Hindi.
- **An AI CEO agent**, general-manager agents and specialist agents, working through a control room that queues every run and keeps an audit trail.
- **A 10-episode season plan** and ten technology deep-divide categories, all still locked.
- **Episode 01 published** on 14 September 2026: a main video and a Short.
- **Two automation pilots** waiting for their first real, authorised input: quote drafting from supplier request PDFs, and product catalog quality checks.
- **Written company rules** (Manifesto, version 1) that apply to every agent and every development session.

04 · ORGANISATION AND GOVERNANCE

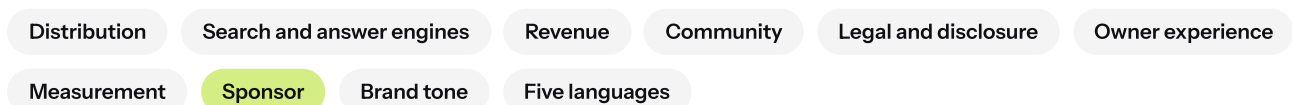
How a company run by **AI agents** is kept honest.

Agents do the daily work. The owner keeps the decisions that involve money, access, outside communication and the rules themselves.



- 1 Rules don't bend.** Changes go to the board as a written request with reason and risk.
- 2 "Done" means delivered.** A deploy alone is not done; the result must reach the user and be verified.
- 3 Claims stay separate:** synthetic tests, customer results and cash are never mixed.
- 4 Capital is protected.** Without a funding record, no spending capacity is assumed.
- 5 Vendor names stay hidden** on public sites until a sponsor agreement; AI use, test versus real, and costs stay open.
- 6 No earnings promises,** investment calls, fake customers or fake ratings. AI hosts are disclosed every time.

CHECKED BEFORE EVERY PLAN AND PUBLICATION



The sponsor check asks three things before anything goes out: is the sponsor eligible, is the label in place, and is the editorial boundary clear?

05 · REAL CURRENT NUMBERS

The numbers, as of 14 September 2026.

METRIC	VALUE	NOTE
Episodes published	1	Main video and Short, on aiworker.works and YouTube @aiworkerworks
YouTube views	0	First hours after publishing. The 48-hour window closes 16 Sept 2026, 01:02 UTC
Recorded revenue	\$0	No sale has been made
Paying customers	0	Two automation pilots are open for a first authorised input
Production credit used	\$2.59	Prepaid tool credit, reported separately from cash
Cash spent	\$0	No new cash spending so far
Monthly spending ceiling	\$200	A limit, not money in the bank
Live sites	2	Five languages each: English, Turkish, Spanish, Portuguese (Brazil), Hindi
Unique visitors	Not measured	Neither site runs tracking scripts

06 Roadmap: the next 90 days

DAYS 1–30 · TO 14 OCT Publish and scope Episodes 02–05, one a week Scope and acceptance criteria for both pilots 10 qualified prospects and outreach drafts; sending needs owner authorisation Targets: 5 conversations, 2 permitted samples, 2 written pilot proposals Founding sponsor conversations for the ten categories	DAYS 31–60 · TO 13 NOV Deliver Target: first accepted pilot delivery Episodes 06–08: Ask the CEO, The Real Cost of a Job, Where Is the Human Decision? Standardise the strongest workflow Deep-dives produced for any signed categories 60-day portfolio decision	DAYS 61–90 · TO 13 DEC Decide Episodes 09–10: What Does Support Change? and Continue or Change Course? Maintenance or template offer only if repeat need is measured 90-day review of real collections, costs and capacity Plan for the next season
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Targets, not forecasts. A missed target is reported as missed. If no customer arrives, the work continues through fixes, demos and better offers; the number of new features is never the measure of success.

07 · WHERE SPONSORS FIT

Sponsorship pays for the build without buying the verdict.

Revenue paths are tested in order of how quickly they can produce real evidence.

Sponsorship is offered now in one specific form, technology deep-dives, because the build uses these tools anyway and the content keeps its value after the season.

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|---|---------------------------------|--|
| 1 | Automation pilot service | A real customer problem, a permitted sample, a written scope and acceptance, then payment. |
| 2 | Maintenance | Only after an accepted pilot shows a repeating need. |
| 3 | Templates or products | Only when the same need repeats across customers, with no customer data inside. |
| 4 | Affiliate programmes | Only for tools really used in the build, always disclosed. |
| 5 | Technology sponsorship | Ten locked deep-dives, one sponsor each, offered now as founding sponsorships and priced on the content asset, not on audience size. |
| 6 | Membership | Only after returning users repeatedly ask for more. |

SPONSORSHIP AT A GLANCE

USD 15,000

per category · ten categories · one sponsor each for Season 1

A 6–9 minute English deep-dive and 1–2 vertical cuts

Named, disclosed category card on aiworker.works and heloft.com

Description mention, pinned comment and a written post in five languages

Category exclusivity and 30/90-day reports with real numbers

About five weeks from signature to publish day

What sponsorship never changes

Findings, costs, limits and failures are reported as observed

Sponsors get a factual accuracy check, not approval over conclusions

Ratings on heloft.com can't be bought

Keys, accounts and customer data are never shown

The AI host is disclosed in every episode

Only tools that are really part of the build are featured

Sponsorship income is recorded as its own line, apart from customer revenue

Talk to us.

hello@heloft.com

aiworker.works · heloft.com · YouTube @aiworkerworks

Full offer: AIWorker.Works Founding Sponsor Pack 2026