



The Accountability Layer for Work

Track commitments. Prove delivery. Build reputation.

NEBULA PLATFORM | BUSINESS PLAN

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1. Executive Summary

Nebula Platform is the operating system for accountable work. We combine an AI-powered marketplace, self-executing smart contracts, and portable reputation scores into one platform where humans and AI agents find work, deliver on commitments, and prove their track record.

The construction and EPC industry loses over \$50 billion annually to disputes that stem from a single root cause: there is no single source of truth for who promised what and whether it was delivered. Teams track obligations across spreadsheets, emails, and memory. When things go wrong, the average dispute costs \$52 million and takes 15 months to resolve.

This problem is about to get worse. AI agents are increasingly executing real work alongside humans, and there is zero infrastructure to hold them accountable. Nebula is building the accountability infrastructure for all work: any party, human or machine, that commits to a deliverable is tracked, verified, and held to it.

We are raising \$380,000 in a pre-seed round via post-money SAFE (\$1.5M valuation cap, 16% discount), seeking the full amount from Sydney Angels. The implied pre-money valuation is \$1.12M. The platform MVP is functional and live, built end-to-end by the founder with 8+ years of direct experience managing the exact EPC projects Nebula serves. Previous capital raised: \$20,000 founder round (November 2025), self-funded to functional MVP.

2. Company Overview

2.1 Company Details

Field	Detail
Legal Name	Nebula Platform Pty Ltd
Structure	Australian Proprietary Limited Company
Founded	2024
Location	Australia
Website	nebulaplatform.com.au

2.2 Mission Statement

To make every commitment in the working world visible, verifiable, and enforceable, whether made by a human or an AI agent.

2.3 Vision Statement

Nebula Platform envisions a future where all contracted work, between any parties, is found, agreed upon, and guaranteed through a single accountability platform. Starting with EPC construction, expanding to all industries, and ultimately becoming the trust layer for a world where humans and AI agents work side by side.

2.4 One-Line Pitch

Nebula is the platform where humans and AI agents find work, lock in contracts that enforce themselves, and build reputation that follows them everywhere.

3. The Problem

3.1 The Accountability Gap

In construction and EPC, every project runs on commitments between parties, but there is no single source of truth for what was agreed, who is responsible, or whether it was delivered. Teams rely on spreadsheets, emails, and memory. When things go wrong, disputes average \$52M and 15 months to resolve.

3.2 The Scale of the Problem

Metric	Value	Source
Average dispute value	\$52 million	Arcadis Global Report
Average resolution time	15 months	Arcadis Global Report
Annual industry dispute cost	\$50B+	Industry estimates
Projects exceeding budget	80%	McKinsey & Co
Average cost overrun	80% over budget	McKinsey & Co

3.3 Why Existing Solutions Fail

Current tools solve fragments of the problem, but none close the accountability loop. Project management tools (Procore, Aconex) track documents but never enforce commitments or build reputation. Freelance marketplaces (Upwork, Fiverr) have reputation but no contract enforcement and ignore enterprise projects. Legal tech (Ironclad) manages contracts but stops at the point of signing. None are building for a world where AI agents do contracted work alongside humans.

3.4 The Emerging Agent Problem

AI agents are beginning to execute real work: writing code, managing procurement, coordinating logistics, generating reports. As this accelerates, a new accountability gap emerges. Who ensures the agent delivered what was contracted? Who verifies quality? Who is liable when an agent fails? No infrastructure exists to answer these questions. Nebula is building it before the market demands it.

4. The Solution

4.1 Platform Overview

Nebula Platform is an integrated accountability system with three core products that work together to create a complete loop: commitments are tracked, enforced, and used to build verifiable reputation that determines future opportunities.

4.2 Product 1: Commitment Tracker

AI-powered contract parsing that transforms PDF contracts into live, trackable dashboards. Every deliverable, milestone, deadline, and obligation is extracted automatically and assigned clear ownership. Every transition is timestamped and blockchain-anchored with a clear lifecycle: Draft, Proposed, Active, Claimed, Verified, Closed.

4.3 Product 2: Smart Contracts

Self-executing agreements built on Hyperledger Fabric that automatically enforce payments, penalties, and milestone releases when predefined conditions are met. This eliminates disputes over what happened because the contract itself is the arbiter. Three-layer smart contract system: obligation, workflow, and reputation contracts with an immutable audit trail anchored to Polygon blockchain.

4.4 Product 3: Verified Marketplace

A talent and contractor marketplace where reputation earned from completed work determines who gets hired next. Unlike traditional marketplaces built on self-reported reviews, Nebula reputation is derived from verified, on-chain work history. Dual marketplace model serving both human contractors and AI agent operators.

4.5 Technology Architecture

Component	Technology
Frontend	Next.js with React, Tailwind CSS
Backend	Next.js API routes, Prisma ORM
Database	Supabase (PostgreSQL)
Blockchain	Hyperledger Fabric (private), Polygon (public anchoring)
AI Engine	Five AI agent types for contract parsing, obligation tracking, and risk analysis
Authentication	NextAuth.js with role-based access control
Compliance	GDPR and Australian Privacy Principles compliant

5. Market Analysis

5.1 Target Market

Global construction is a \$13 trillion industry. EPC projects represent the highest-value, most dispute-prone segment. Our beachhead is EPC contractors and asset owners in Australia and North America managing projects over \$10 million, where accountability gaps hurt most. As AI agents begin doing real work, our market expands to any industry where work is contracted between parties.

5.2 Market Sizing

Tier	Value	Description
TAM	\$13T	Global construction industry total output
SAM	\$680B	EPC and large capital projects in Australia and North America
SOM	\$2.5B	EPC contract management software (beachhead market)

5.3 Customer Segments

Segment 1: EPC Contractors

Mid-to-large EPC contractors managing multiple concurrent projects who need to track obligations across clients, subcontractors, and suppliers. Typically 5-50+ active projects simultaneously with contract values ranging from \$10M to \$500M+.

Segment 2: Asset Owners

Asset owners and operators commissioning large capital projects who need visibility into whether contractors are delivering what was agreed. Includes oil and gas companies, mining operators, infrastructure developers, and government agencies.

Segment 3: AI Agent Operators

The emerging market of businesses deploying AI agents to execute contracted work, who need infrastructure to verify agent outputs and enforce delivery standards.

5.4 Market Trends

Digital transformation in construction (second-least digitised sector globally), AI agent proliferation with no accountability infrastructure, enterprise blockchain adoption for supply chain and contract management, and increasing regulatory requirements for audit trails in major capital projects.

6. Competitive Analysis

6.1 Competitive Landscape

No direct competitor combines AI contract parsing, self-executing contracts, reputation scoring, and a marketplace in one platform.

Competitor	Track	Enforce	Reputation	Marketplace	Agents
Procore / Aconex	Yes	No	No	No	No
Ironclad	No	No	No	No	No
Upwork	No	No	Yes	Yes	No
Nebula Platform	Yes	Yes	Yes	Yes	Yes

6.2 Competitive Advantages

Founder Domain Expertise

8+ years managing the exact EPC projects Nebula serves. Every design decision comes from pain felt daily, not theorised from the outside.

Reputation as a Moat

Every completed commitment builds portable proof that locks users in and attracts new ones. Leaving the platform means abandoning verified work history.

First Mover on Agent Accountability

No platform exists where AI agents are contracted, tracked, and held to delivery standards alongside humans. Nebula is building this infrastructure before the market demands it.

7. Business Model

7.1 Revenue Model

Nebula operates a SaaS plus marketplace model with three compounding revenue layers:

Layer 1: SaaS Subscriptions

Tier	Price	Projects	Features
Starter (Free)	\$0/month	1 active project	Basic tracking, 3 users
Professional	\$199/month	10 active projects	AI parsing, blockchain, 15 users
Enterprise	Custom	Unlimited	Smart contracts, API, SSO, dedicated support

Layer 2: Marketplace Transaction Fees

Transaction fees of 3-8% on marketplace engagements when parties find and contract work through Nebula.

Layer 3: Smart Contract Execution Fees

Fees charged when self-executing contracts process payments, penalties, or milestone releases.

7.2 Network Effects

More completed work generates richer reputation data, which makes the platform more valuable for discovering reliable contractors, which attracts more users. This creates a flywheel that accelerates with scale.

7.3 Unit Economics (Projected Year 2)

Metric	Target
Average Revenue per Account (ARPA)	\$6,251/year
Customer Acquisition Cost (CAC)	\$1,200
CAC Payback Period	6 months
Gross Margin	92%
Target LTV:CAC Ratio	5:1+

8. Sales & Marketing Strategy

8.1 Go-to-Market Strategy

Land with the pain. We target EPC project managers through direct outreach, industry events, and LinkedIn content showing real accountability gaps. The free tier lets teams experience the core tracking loop with no risk.

8.2 Customer Acquisition

Phase 1: Direct Outreach (Months 1-6)

Founder-led sales targeting EPC project managers and contract administrators within the founder's professional network in Australian energy and infrastructure. Goal: 5-10 pilot customers.

Phase 2: Content-Led Growth (Months 3-12)

LinkedIn and industry publication content demonstrating real accountability gaps with concrete examples from EPC projects.

Phase 3: Viral Expansion (Months 6+)

Every project on Nebula naturally involves at least two parties. When a contractor invites a client onto a shared project, the client sees the value and brings it to their other projects.

8.3 Retention Strategy

Once commitments are tracked on Nebula, switching costs are immediate because the audit trail lives in the platform. Over time, reputation data accumulates and becomes the user's most valuable professional asset.

9. Operations Plan

9.1 Current State

The platform MVP is functional and live. A complete 10-phase build has been executed by the founder, delivering end-to-end functionality: user authentication, contract upload, AI obligation extraction, commitment lifecycle management, blockchain anchoring, and reputation scoring.

9.2 Technology Roadmap

Phase	Timeline	Deliverables
MVP Refinement	Q1-Q2 2026	User feedback integration, UX polish, pilot onboarding
Smart Contracts	Q2-Q3 2026	Self-executing payment and penalty contracts on Hyperledger
Marketplace Beta	Q3-Q4 2026	Verified contractor marketplace with reputation matching
Agent Integration	Q1-Q2 2027	AI agent accountability framework, agent-to-human contracting
Scale	Q3 2027+	North American expansion, enterprise features, API ecosystem

9.3 Key Milestones

Completed: Functional MVP with AI contract parsing, blockchain anchoring, and commitment lifecycle.

Completed: Market validation survey (94% of 82 respondents expressed interest).

Completed: \$20,000 founder round (November 2025). Self-funded to functional MVP.

Next: 5-10 pilot customers on the platform.

Next: Technical co-founder recruitment.

Target: Y Combinator application with demonstrated traction.

10. Management Team

10.1 Founder

Timi Adeyemi — Founder & CEO

Timi brings 8+ years of direct experience managing complex EPC projects across oil and gas, energy storage, and infrastructure. As a Design Manager and Project Manager at Powertech Pty Ltd, he manages multi-million-dollar battery energy storage system projects for clients including ConocoPhillips and Santos, involving sophisticated power systems engineering, commercial negotiations, and technical integration challenges.

He does not just understand the problem; he lives it daily. Every design decision in Nebula comes from firsthand experience with the accountability gaps, fragmented systems, and manual tracking that cost real money and time on real projects.

Timi built the entire Nebula MVP end-to-end: AI contract parsing, blockchain anchoring, commitment lifecycle management, and reputation scoring. The platform is functional and live, demonstrating both domain expertise and technical execution capability.

Professional accreditations include RPEQ and CPENG (ongoing CPD), reflecting deep technical authority in engineering practice.

10.2 Team Building Plan

Technical Co-Founder: Senior engineer with blockchain/distributed systems and AI experience to scale the platform architecture.

Advisors: EPC industry executives, blockchain/Web3 technical advisors, and SaaS growth experts. Actively seeking advisors as the platform scales.

Early Hires: Frontend engineer and customer success lead within 6 months of funding.

11. Financial Plan

11.1 Previous Capital Raised

Round	Amount	Date	Notes
Founder Round	\$20,000	November 2025	Self-funded to functional MVP. No external capital.

11.2 Funding Requirements

Nebula Platform is raising \$380,000 in a pre-seed round via post-money SAFE (Simple Agreement for Future Equity), the standard Y Combinator instrument. The full \$380,000 is being sought from Sydney Angels.

Term	Detail
Instrument	Post-Money SAFE
Amount Sought	\$380,000
Sought From Sydney Angels	\$380,000 (full round)
Valuation Cap	\$1,500,000
Discount	16%
Pre-Money Valuation	\$1,120,000 (\$1.5M cap minus \$380K raise)
Investor Equity (on conversion)	25.33%

11.3 Use of Funds

Category	Allocation	Amount
Technical Co-Founder / Engineering	40%	\$152,000
Pilot Customer Acquisition	25%	\$95,000
Product Development & Infrastructure	25%	\$95,000
Legal & Operations	10%	\$38,000
Total	100%	\$380,000

11.4 Revenue Projections

Metric	Year 1	Year 2	Year 3
Paying Customers	12	65	200
SaaS ARR	\$60K	\$371K	\$1.4M
Marketplace Revenue	—	\$25K	\$100K

Smart Contract Fees	—	\$10K	\$75K
Total Revenue	\$60K	\$406K	\$1.6M
Gross Margin	84%	92%	94%

11.5 Cap Table (Post-Round)

Shareholder	Pre-Round	Post-Round
Timi Adeyemi (Founder)	100%	74.67%
SAFE Investors	—	25.33%
Total	100%	100%

11.6 18-Month Cash Flow Summary

A detailed month-by-month 18-month cash flow projection is provided in the accompanying Financial Projections spreadsheet. Key highlights:

Opening position: \$20,000 (founder round) + \$380,000 pre-seed = \$400,000 starting cash.

Monthly burn: ~\$22,500/month average, declining as revenue ramps.

Revenue ramp: First paying customers from Month 4, growing to ~80 customers and ~\$19K MRR by Month 18.

Cash position at Month 18: ~\$49,000 remaining with declining burn rate.

Path to cash positive: ~150 Professional customers on current unit economics. Achievable within 24 months.

11.7 Capital Raising Profile (18 Months)

Round	Amount	Timing	Status
Founder Round	\$20,000	November 2025	Closed
Pre-Seed (Sydney Angels)	\$380,000	Q1 2026	Current round
Seed Round	\$1.5M-\$3M	Q4 2026 / Q1 2027	Planned (contingent on 30+ customers, PMF)

The pre-seed round provides 18 months of runway. The seed round would fund North American market entry, smart contract deployment at scale, and marketplace launch. Additional funding to breakeven is not anticipated beyond the seed round; the business reaches monthly profitability at approximately 150 Professional tier customers.

11.8 Path to Profitability

With a gross margin target of 92% (standard for SaaS), Nebula reaches cash flow positive at approximately 150 paying customers on the Professional tier. At the projected growth rate, this milestone is achievable within 18-24 months of funding, depending on the pace of enterprise adoption.

12. Risk Analysis

Risk	Probability	Mitigation
Slow enterprise adoption	High	Free tier reduces friction; founder network provides warm introductions; land-and-expand strategy
Single founder risk	Medium	Active co-founder search; 40% of funds allocated to engineering hire; working MVP reduces technical risk
Competitor response	Medium	Full-loop integration is hard to replicate; reputation data is a moat
Blockchain complexity	Low-Medium	Blockchain is invisible to users; positioned as verifiable records, not blockchain
Regulatory	Low	GDPR and Australian Privacy Principles compliance built in; legal budget allocated

13. Appendices

13.1 Market Validation

A survey of 82 industry professionals was conducted via Pollfish (May 2024) to validate the core problem and solution. 94% of respondents expressed interest in a platform that tracks contract commitments with verifiable proof. Respondents consistently cited spreadsheet-based tracking and lack of accountability as their primary pain points. The most requested features aligned directly with Nebula's core products: 29% ranked secure contracts as the most crucial feature, followed by ease of use (26%) and integration with existing tools (21%).

13.2 Product Screenshots

Available upon request. The platform MVP is functional and can be demonstrated live.

13.3 Subsidiary: Locus Document Intelligence

Nebula's subsidiary product Locus (locusdocs.com) is a local-first desktop document intelligence application that answers questions with cited file name, page, and section references. Files never leave the machine, with only indexed fragments sent via zero-retention API. Locus has been successfully used for commercial contract review on multi-million dollar EPC contracts, demonstrating the AI parsing capability that underpins Nebula's Commitment Tracker.

13.4 Contact Information

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