

\$2.5 M Seed → \$290 M cash in 3 years

AI Trust Cards

The Physical-World
Search Box



Christopher Burke | CEO | November 2025



Today's trust is broken

- 68 % of people don't trust online sources
- \$400 B lost yearly to fraud & misinformation
- No universal, verifiable identity layer in the real world

E-INK / colour display

BLE + Qi wireless power

Patented trust + ads stack

Works as wallet card, counter display, access key, loyalty card, health pass...

A credit-card-size AI display, verified trust in real life





How It Works

- Personal mode – user photo (no ads)
- Standard publisher mode – source badge + 2 tiny sponsor logos
- Featured takeover – one brand owns the whole card for 90 days
- Split-screen premium – max two brands + issuer logo



The Scalable Ads Model

1. Same card. 7 recurring revenue layers stacked.
2. Google pays publishers \$4–\$9 eCPM
3. We pay publishers \$22–\$140 eCPM (5–30×)

Financial Trajectory 2026-2028



AI TRUST CARDS – Financial Trajectory 2026-2028
\$2.5 M seed → \$290 M cash in 3 years

USD millions	2026	2027	2028
Cards sold in year	33k	250k	800k
Cumulative cards	33k	283k	1.08 M
Product gross profit	0.99	7.5	24.0
Patent licensing	0.23	8.0	35.0
Ads recurring	0.23	36.4	152.8
Total revenue	1.50	51.9	211.8
OpEx + R&D	1.55	1.9	2.4
EBITDA	≈ 0	+50	+209
Cash end-of-year	1.3	≈ 80	≈ 290

2026 = Proof-of-concept. Essentially break-even on \$2.5 M seed.
2027 = Ads + licensing ignite. 34× revenue growth.
2028 = We become the default trust layer for the physical world.

We are not building another card.
We are building the physical-world search box – and taking a tax on every transaction of trust.

Ads Recurring Revenue:

Progressively Dominates

USD millions	2026	2027	2028
Product gross profit	0.99	7.5	24.0
Patent licensing	0.23	8.0	35.0
Ads recurring revenue (7 layers only)	0.23	36.4	152.8
Base-case total revenue	1.5	51.9	211.8
Health Cert + Pharma/Insurer upside	+0.5	+10–30	+40–100
Total revenue with health vertical	1.5-2	51.9-71.9	251.8–311.8

WHO mandate Alignment - Tailwind:

Global Digital Health Certification Network (GDHCN)



- GDHCN + IHR 2025: Digital Yellow Cards mandatory for travel/health emergencies (Q4 rollout)
- "Amendments require global acceptance of digital ICVP versions starting Q4 2025" – WHO Technical Consultation, July 2025
- Trust Card: Offline, glanceable hardware bridge – pharma pays \$50–\$200/user/yr for guaranteed visibility
- Our card: The physical, verifiable layer for 1.8B people in 80 countries

2026 Plan – Proof of Concept

\$2.5 M seed

- 33,000 cards shipped
- \$233k ads + \$225k licensing + \$990k hardware
- Essentially break-even
- \$1.3 M cash left



The Hidden Moat – Patents & Standards



- 7 core patent families filed
- Once proven → every bank, retailer, lock maker pays to be “Trust-Card-compatible”
- 2027–2028 licensing = \$8 M → \$35 M per year

Our technology is protected by a robust intellectual property wall.

- **HK Patent Granted:** No. HK30117667
- **China Patent Allowed:** CNIPA found our claims “**Novel and Inventive**” – a rare result.
- **Global Protection:** PCT filings securing rights in 150+ countries.
- **HKPC Grant Recipient:** Recognized and supported by Hong Kong's innovation ecosystem.

Conclusion of Examination:

Claims 1–7 fully equipped with **novelty**, in accordance with **Article 22, Paragraph 2 of the Patent Law of the People's Republic of China**;

Claims 1–7 fully equipped with **inventiveness**, in accordance with **Article 22, Paragraph 3 of the Patent Law of the People's Republic of China**.

Market Size (50+ Billion)



50 billion payment / loyalty / ID cards in daily use worldwide

(EMVCo, Nilson Report, Statista 2025)

Growing ~5 % CAGR → ~60 billion by 2030

We only need to capture 0.1 % of the installed base by 2028

→ 50–60 million active cards

→ >\$2–3 billion annual revenue potential at maturity

Asia = our beachhead (fastest-growing card market + highest trust deficit)



Team and Traction

- Christopher Burke – CEO & Inventor (20+ years hardware + fintech)
- Hong Kong + Shenzhen team ready
- Patents filed, first pre-production Q1 2026
- Biggest Brand Name in Hong Kong, Octopus Transit Cards

The Ask

\$2.5 M seed (SAFE) at \$15 M pre-money

Use of funds:

\$1.4 M – final hardware + certifications

\$0.7 M – go-to-market & pilot partnerships

\$0.4 M – team & operations



Summary:

We are not just building a card.

We are building the **physical-world API for trust and action.**

The doctor's office is the beginning.

Tomorrow, it will be your bank, your gym, and your government.

We are building the default trust layer for the physical world

– and taking a tax on every transaction of trust.



The Private Data Goldmine

(anonymous card related data)

- Anonymous routine patterns → +\$25–40 / card / year
 - Declared interests & favourite retailers → +\$15–30
 - Trust-score behaviour → +\$10–20
 - Opt-in lifestyle tags → +\$10–20
-
- = +\$60–\$110 extra ARPU per card in 2028
 - (+\$65–\$120 M company-wide revenue)
-
- Privacy-first design = the reason brands pay us 10× more



Thank You

Conclusion

AI Trust Cards is building the physical-world search box — and taking a tax on every transaction of trust.

2026 → 33k cards. \$1.5 M revenue. Essentially break-even on \$2.5 M seed.

2027 → \$52 M revenue.

2028 → \$212 M revenue. \$209 M EBITDA. ~\$290 M cash in the bank.

One tiny card. 7 stacked ad layers. 5–30× more publisher revenue than Google.

Patents already filed → licensing becomes another \$35 M/yr river.

We are not building another card.

We are building the default trust layer for the physical world.