

| A PARTNERSHIP PROPOSAL · CONFIDENTIAL

# WHITE WOLF

# × BEARIFIED *CO*

*Two craftsmen. One standard. A platform built for the pack.*

PREPARED FOR

*Jared Mirabile*

FOUNDER · WHITE WOLF CREATIVE CO.

FROM

*Alex Alaniz*

FOUNDER · BEARIFIED

ONE • BEFORE ANYTHING ELSE

WHAT THIS IS NOT

Not a sales pitch.  
*Not a retainer.*  
Not a cut of your  
revenue.

WHAT THIS IS

A conversation.  
*A partnership.*  
A platform built  
around your Pack.

Zero fees to start. You keep your Pack on Skool — it works. We build the layer around it Skool can't. If this makes sense, we build it together.

## TWO · A LETTER

# Dear *Jared,*

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*Your work taught us what  
craft really looks like.*

We're not here to sell you anything. We're here because you've already proven the hardest parts — the craft, the audience, the Pack.

What we bring is the tech layer to scale what you've built — around Skool, not over it. An AI-powered business for each of your 25 Alphas. A content engine that runs your cadence. An admin dashboard that tells you what's actually happening. A public home for your brand.

Nothing you earn goes to us. Your yes is the unlock. Everything else is our problem to solve.

—*Alex*

THREE · WHO I AM

Apple.  
Lyft.  
*Two exits.*  
Now —  
Bearified.

*I* **Apple · 8 years**

Straight out of high school. Consumer-grade product instincts.

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*II* **Lyft · pre-IPO through IPO**

Scaled a two-sided marketplace to a public company.

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*III* **Blockchain · 1 failure, 1 exit (2023)**

NFT venture exited. Learned what kills founder-led brands.

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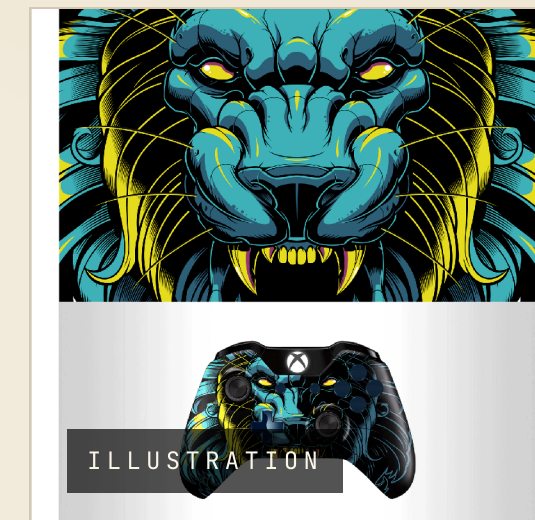
*IV* **Bearified · today**

Agentic infrastructure for creators — 39 agents, 18 months in production.

# He already built *the standard.*

This is not a pitch asking Jared to become more tech. It is a pitch to protect what is already working: custom lettering, illustration, logos, merch, and the eye that makes it all unmistakably his.

- White Wolf keeps the craft, the voice, the approval, and the relationship with the Pack.
- Bearified builds the business layer that turns that craft into repeatable infrastructure.



## *I*

### **Jared keeps the work**

Nothing about the taste layer gets automated away.

## *II*

### **The Pack gets leverage**

Members get systems, not just inspiration.

## *III*

### **Bearified gets proof**

White Wolf becomes the reference implementation.

## *IV*

### **The deal stays clean**

No revenue cut, no equity grab, no platform takeover.

# Keep Skool. Add *Pack OS.*

Skool remains the town square. Pack OS is the workshop behind it: the approval queue, content machine, member dashboards, Alpha workspaces, and public proof that make White Wolf feel larger without making Jared work smaller.

*I*

## **Alpha Incubator**

Each Alpha gets a private operating workspace and AI-agent team.

*II*

## **Content Engine**

Drafts, reminders, war stories, thumbnails, and publishing rhythm.

*III*

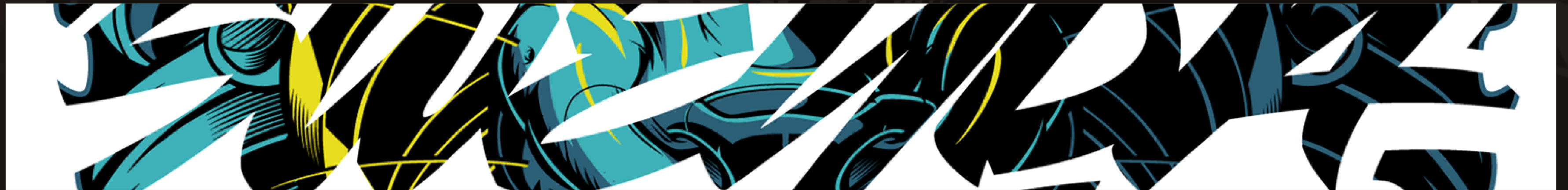
## **Command Center**

Six decisions for Jared; everything else becomes visible and handled.

*IV*

## **Public Face**

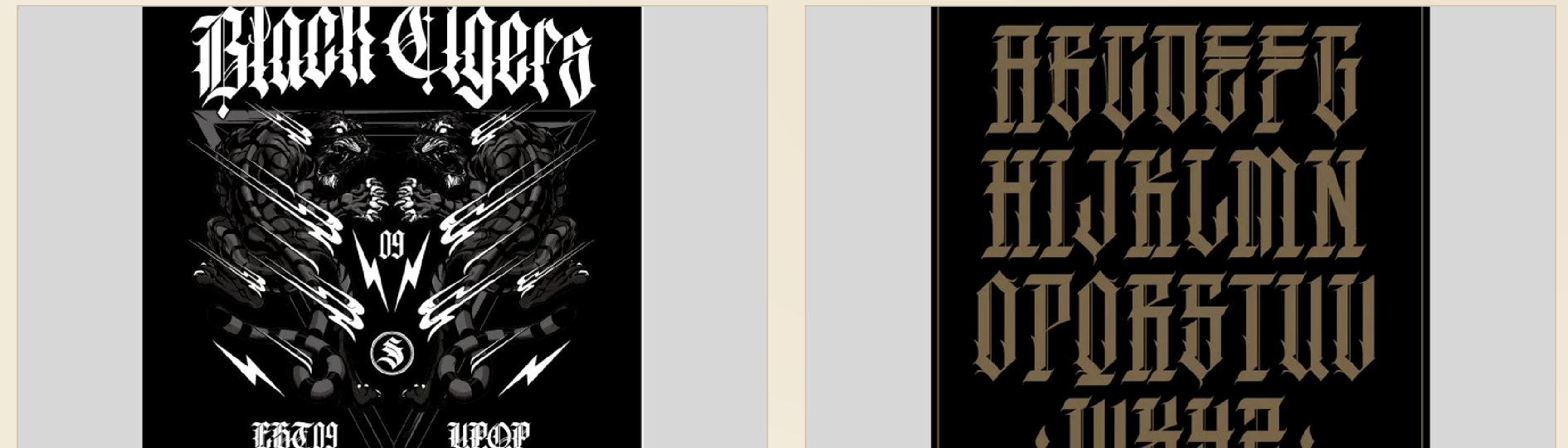
A site and portfolio layer worthy of the work and built to convert.



# Alphas become *operators.*

Jared already sells skill, taste, products, fonts, and artifacts. The Incubator turns that into a workspace where each Alpha can run their own tiny creative business with White Wolf standards baked in.

- Producer, marketer, accountant, assistant, fulfillment, and strategist agents.
- Monthly review with Jared remains the premium human moment.
- Every workspace routes back to Skool membership and Pack identity.

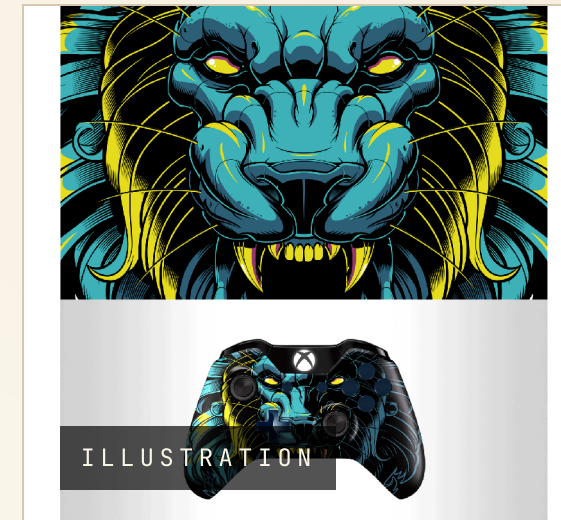


## ALPHA WORKSPACE · LIVE

- Offer builder
- Merch launch checklist
- Client quote generator
- Portfolio publishing queue

# The engine speaks *his language.*

The output is not generic creator content. It is organized around the disciplines Jared already shows: typography, illustration, logos, merchandise, fonts, patches, prints, and Pack challenges.



MON

## Hunt brief

Agent drafts. Jared chooses the theme.

WED

## Skill post

Outline, rough cut, thumbnail variants.

FRI

## War story

Archive-to-case-study pipeline.

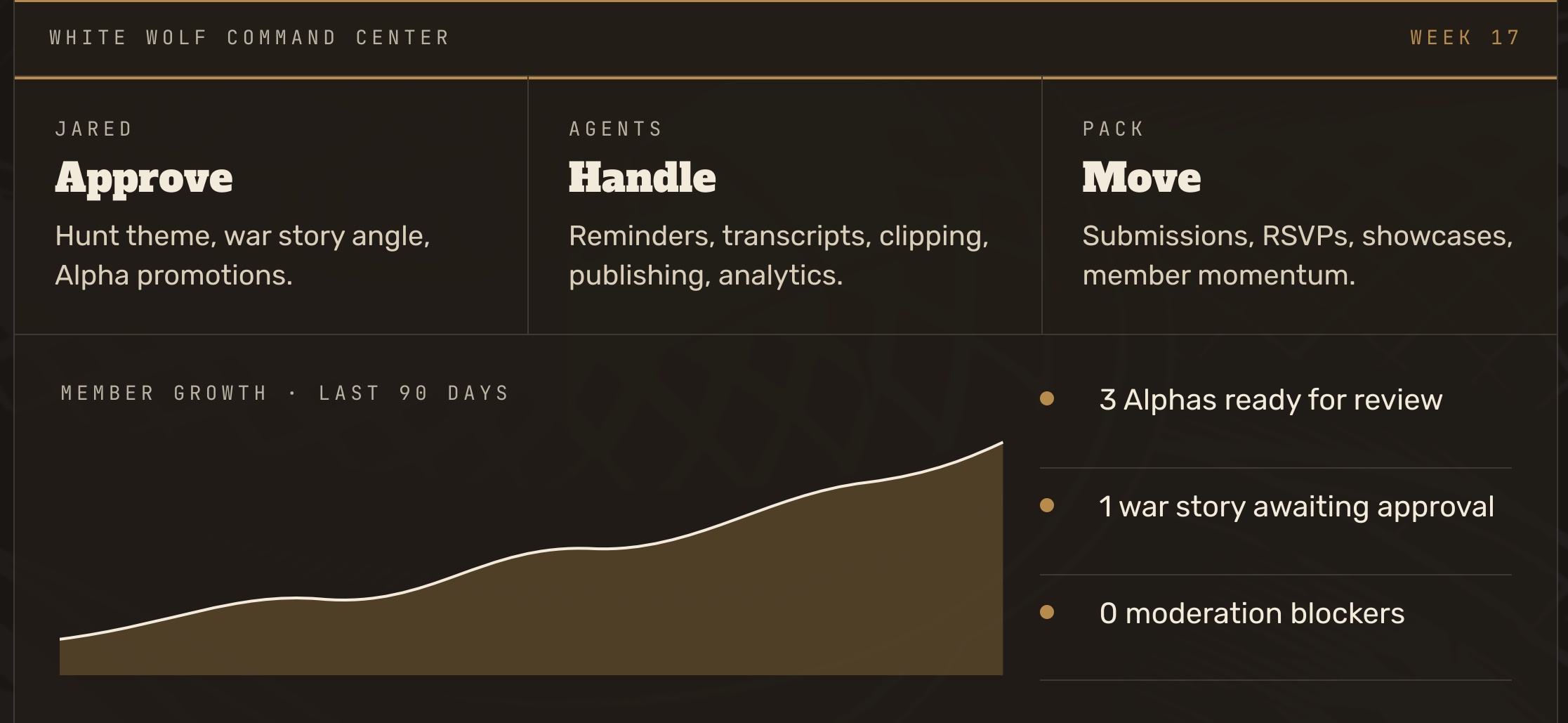
SUN

## Pack spotlight

Member proof routed back into Skool.

# Six decisions. *No fog.*

Jared sees what needs his taste and only what needs his taste. Everything else becomes an agent-owned queue with status, owner, and next action.



# A front door worthy of *33* *years.*

The site should feel like an archive, a shop, a portfolio, and a recruitment engine. Not a generic landing page. A place where the Pack can point and say: this is what we belong to.

- War Stories become public SEO lead magnets.
- Pack work becomes proof and recruitment.
- Skool remains the purchase path.

WHITEWOLFCREATIVECO.COM

SHOP • STORIES • PACK

## WHITE WOLF

The craft of lettering, taught to the Pack.



- New War Story
- Pack Session archive
- Font and vector drops
- Join via Skool

# This honors the posture: *quality over quantity.*

The whole deal only works if White Wolf feels more handcrafted after Bearified, not less. We are not asking Jared to trade taste for scale. We are removing the operational drag around the taste.

*\$0*

## **You pay us**

White Wolf is the launch customer, not the revenue source.

*0%*

## **Revenue taken**

Membership economics stay with Jared.

*100%*

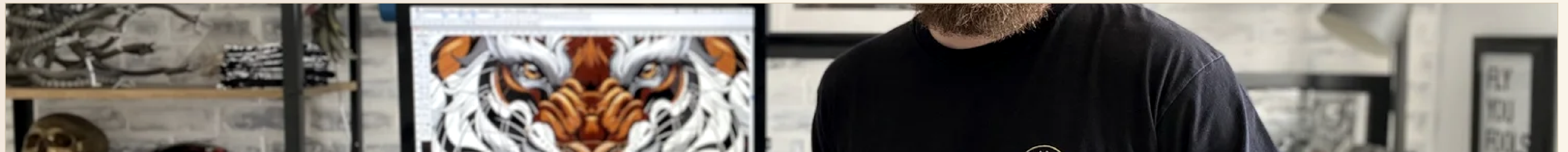
## **Craft control**

Approval stays human where taste matters.

*1*

## **Proof case**

Bearified earns by selling the proven system after.



# The shop proves the shape of *Pack OS.*

Fonts, vector packs, patches, prints, pins, apparel, and limited drops already exist as product instincts. Pack OS turns those instincts into a repeatable creator platform.



*01*

## **White Wolf free forever**

The reference customer should not fund the build.

*02*

## **Creators 2-100 pay**

Bearified sells the proven Pack OS pattern.

*03*

## **Optional upside**

Advisor economics, intro economics, or licensing if Jared wants skin.

*04*

## **Method attribution**

The White Wolf method becomes part of the story, with Jared credited.

# Make the yes *obvious.*

Start with the workflows closest to Jared's current rhythm. Prove the standard in small loops. Then expand into the Alpha workspace and public face once the Pack feels the lift.

- Month 1-3: content engine into Skool, command center v1.
- Month 4-6: Alpha Incubator beta, public site, first productized workflows.
- Month 7-9: all Alpha seats, War Stories, merch automation, year-two decision.



NEXT STEP

**One hour. Live stack. Real spec.**

We walk through Bearified, point at what belongs around White Wolf, and come back with a concrete first build.

END OF DECK