actr.one

BUSINESS PLAN · BETA · SEPTEMBER 2026 · V0.9

actr.one.
Your career, directed.

A working business plan for an actor operating system. Freemium desk, paid pipeline, paid coach. Grassroots distribution. No fake traction.

Confidential working document · Not an offering · Figures marked “model” are planning assumptions, not actuals.

01 · EXECUTIVE SUMMARY

The career is already a job. The tools are a scavenger hunt.

Actors run a pipeline: sides in email, deadlines in Notes, tapes named FINAL_v7, training when they remember. Casting networks handle submissions. Nobody owns the desk in between — the work of being ready.

actr.one is that desk. One board for auditions, self-tape checklists, character notes, training, computed career health, a craft run, and an xAI coach that only speaks to what was logged.

Product

Authenticated PWA. Call Sheet free. Studio $14/mo. Pro $28/mo. Yearly is ten months priced as twelve.

Motion

Grassroots only at beta: scene partners, classes, teachers. No paid ads. No CD cold-outreach.

Now

Beta. Accounts, entitlements, and the coach are live. Cards are not charged in this preview.

The bet: a free daily board earns the right to charge for unlimited pipeline and for a coach that costs real attention.

02 · PROBLEM

Five apps. One morning.

Sides in email

Buried under a casting thread they will not find at 11pm.

Deadlines in Notes

A list that never says what is actually live.

Tapes named FINAL_v7

No checklist. No note. No idea if it went.

Training when they remember

The instrument drops the week the board fills up.

Existing tools solve *getting seen* (Actors Access, Casting Networks, Spotlight) or *getting better* (classes, coaches). The gap is *running the week*. Actors already pay for classes and submissions. They will not pay for another list unless it is the thing they open the morning of.

03 · PRODUCT

Same OS. Different job, depending on the year.

SURFACE	WHAT IT DOES	WHY IT EXISTS
Audition pipeline	Live roles, status, dates, notes	Status that changes the score — submitted is not booked
Self-tapes	Checklists tied to a role and a due time	The morning of is one card, not a thread
Scripts & notes	Character / scene file next to the work	Prep does not live in a separate app
Training	Sessions logged in minutes and kind	The instrument stays on the board
The run	Ranks, daily sides, weekly quotas, marks	Progress from real work — not a streak guilt trip
Analytics	Pipeline mix, craft minutes (Studio+)	The week becomes readable
Career coach	xAI, board-aware, monthly quota	The thing that actually costs to run
Command center	Modular dashboard, five looks (Studio+)	The desk they will open daily

Career stages map to plans: **first tapes** → Call Sheet; **working week** → Studio; **full book** → Pro. One product, three honest jobs.

04 · MARKET

A narrow beachhead. A wallet that already exists.

We do not need “all actors.” We need the people who already self-tape, already pay for class, and already lose sides in email.

LAYER	WHO	HOW WE TREAT IT
Beachhead	English-speaking working and training actors who self-tape weekly or monthly	The only market we sell into in year one
Core	SAG-AFTRA, Equity, Spotlight, MEAA members who run their own pipeline	Word of mouth inside rooms, not directories
Adjacent	Drama schools, on-camera classes, community theatre, student film crews	Teachers get a 60-second close, not a campus deal
Not now	Agents, managers, CDs, background-only, kids’ extras mills	Out of ICP. Do not pitch.

Reference scale (context, not TAM theatre): SAG-AFTRA membership is on the order of 160,000. Casting profiles exist in the millions and are mostly inactive. The relevant number is *desks opened this week*.

Actors already spend on class ($20–$80/session), self-tape studios, reels, and submissions. **$14/month for an unlimited board is cheaper than one missed callback’s prep chaos.** That is the pricing argument. Not “the market is $X billion.”

05 · COMPETITION

We do not replace Casting Networks.

TYPE	EXAMPLES	GAP
Submission networks	Actors Access, Casting Networks, Spotlight	Get the audition. Do not run the week after it lands.
Generic productivity	Notion templates, Google Calendar, Notes	Flexible, empty. No craft, no coach, no actor status model.
Actor social / discovery	Backstage editorial, Instagram “actorpreneur”	Feeds. The opposite of a quiet desk.
Coaching marketplaces	Session booking, self-tape coaches	People, not a board. Complementary — we do not steal the hour.
All-in-one “actor apps”	Scattered indie CRMs	Usually a contact database. Rarely a morning-of tape card.

Position: **the OS between the email and the room.** We integrate later with calendars and (carefully) with networks. We do not become a directory.

06 · BUSINESS MODEL

Free to stay in rhythm. Paid when the week is full.

	CALL SHEET	STUDIO	PRO
Price	Free	$14/mo · $140/yr	$28/mo · $280/yr
Live roles	8	Unlimited	Unlimited
Notes / tapes	6 / 3	Unlimited	Unlimited
Coach / month	3 asks · 420 tokens	20 asks · 420	80 asks · 720
Looks	Studio Light, Carbon Noir	Five themes	Five themes
Analytics / arrange	—	Yes	Yes
Job	Build the habit	Working week	Busy desk

Yearly is two months free to fight feast-and-famine churn. Upgrade is instant in beta; **nothing is charged in this preview.** When billing goes live: card on upgrade, fail-closed entitlements (already in product), downgrade keeps the work and caps adds.

What actually costs money to run is the coach. Limits are real so a working week still fits — they are not a demo with the lights off.

07 · UNIT ECONOMICS · MODEL

Planning numbers. Not actuals.

Use this to sanity-check pricing, not to raise. Replace with live conversion the moment we have 90 days of real desks.

ASSUMPTION	VALUE	RATIONALE
Call Sheet → Studio, month 6+	8–12%	Cap hits on a working week. The product is built to feel the ceiling.
Studio → Pro	15–25% of Studio	Only the desks that already talk to the coach weekly.
Monthly blended ARPU (paid)	~$16–18	Most paid sit on Studio; Pro is the busy tail.
Annual attach	25–35% of paid	Actors buy years the way they buy class terms.
Paid monthly churn (month-to-month)	6–9%	Feast/famine. Yearly is the retention product.
Coach COGS / Studio ask	cents, not dollars	Short board-aware completions. Quota exists so we can keep it that way.
Coach COGS / Pro ask	higher, still <$0.20 target	Longer read, 720 tokens. Still high gross margin if quotas hold.
Gross margin, blended paid	80%+ target	Software desk is near-zero COGS; coach is the drag, and it is capped.

Illustrative year-one desks (model)

	MONTH 3	MONTH 6	MONTH 12
Call Sheet	400	1,200	4,000
Studio	30	110	400
Pro	8	28	90
Paid MRR (monthly-only, simple)	~$650	~$2.3k	~$8.1k

Month-12 simple MRR ≈ 400 × $14 + 90 × $28 = $8,120 (~$97k ARR before yearly mix and churn). That is a *good grassroots year*, not a venture slide. If we cannot get 400 people to pay $14 because the board is useful, we do not have a business — we have a landing page.

08 · GO-TO-MARKET

Grassroots or nothing, in beta.

Actors smell affiliate. The campaign is built as **The word** inside the product (actr.one/spread): copy-ready DMs, a 60-second class close, a teacher email, group posts that lead with a useful week, and a printable one-pager. Invite links are tagged by room.

Week 1

Week 2

Three scene-partner DMs. One class close. Count conversations.

One teacher email. Offer the close. Do not follow up twice.

Week 3

One public post in a room we already speak in. If it feels like spam, delete it.

Ongoing

When someone is drowning in a tape week, send the short DM. Help first.

Never: cold-DM CDs, agents, managers; invent testimonials; run performance ads at “actors”; buy Discord spam. Paid acquisition is a year-two question, and only for lookalikes of people who already finished a tape on the board.

09 · ROADMAP

Earn the daily open. Then earn the card.

HORIZON	BUILD	WHY
Now · beta	Empty-desk onboarding, grassroots kit, entitlements, coach quotas, PWA	Testers must be able to run a real week without demo fiction
Next 90 days	Live billing, export/backup of the board, email for due tapes, calendar subscribe	Trust + the first time we can measure paid conversion
Next 6 months	Cloud board sync, shared scene-partner view (opt-in), teacher class codes	The grassroots motion wants a class primitive, not a CRM
Later	Careful network import, agent-safe export, iOS/Android shells	Only after the web desk is the morning-of habit

What we will not build in year one: a social graph, a marketplace, NFTs, “AI headshots,” or a submission blaster. Those are other companies. They would also wreck the brand.

10 · OPERATIONS

Founder-led. Small surface. Real auth.

- **Surface:** TanStack Start app, PWA, Better Auth (email + Google + X), per-user board, Postgres-backed accounts and coach quotas.
- **Coach:** xAI, plan-aware limits, fail-closed. This is the variable cost and the paid wedge.
- **Data:** Board lives on-device, keyed to the account. Plan and quota live on the server. No selling actor pipelines. Coach context is the board they already typed.
- **Brand:** Expensive quiet. Violet period. Five looks. Craft language, not gamification slang — ranks are named for rooms (Extra → Lead), earned from logged work.
- **Support:** In beta, founder replies. The in-product coach is not customer support.

11 · RISKS

Feast / famine churn

Actors vanish between seasons. Mitigation: yearly pricing, a free desk they can keep, and a product that is useful on zero auditions (training + notes).

Coach cost blow-up

Uncapped chat would eat the margin. Mitigation: hard monthly quotas, token caps, atomic increment after success.

Local-only board

Device loss feels like career loss. Mitigation: 90-day export/sync. Until then, say it plainly in settings.

Spam wearing our name

A hungry user blasting CDs. Mitigation: The word’s rules, no affiliate payout, no XP for invites.

Network incumbents

Preview billing

If a directory ships a decent tape checklist, we lose the casual user. We keep the ones who want craft + coach on the same board.

Plans activate without charges now. Turning that on will surprise people. Mitigation: banner, receipts, easy downgrade that keeps the work.

12 · TWELVE MONTHS

From empty desks to a paid habit.

QUARTER	PROOF WE NEED	IF WE DON'T HAVE IT
Q1	Testers log a real audition and a tape the week they join. Grassroots kit used without cringe.	Fix the empty-desk hour, not the landing page.
Q2	Billing live. First 50 paid Studio without ads. Coach used because the board is full, not because it's novel.	Do not raise prices. Do not add social. Narrow the week-one path.
Q3	A teacher sends the one-pager unprompted. Yearly attach >20%. Churn understood by career stage.	Kill features nobody opened. Double down on tape morning-of.
Q4	On the order of hundreds of paid desks, or a clear reason why not (and a product change, not a louder campaign).	Stay a free public good or shut the paid story. Do not zombie-SaaS it.

13 · CURRENT STATUS

What is true today.

- Product is in beta: landing, auth, freemium gates, empty-start studio, craft run, PWA, grassroots kit.
- Plans activate instantly in this preview. **Nothing is charged.**
- New accounts start empty. Sample fiction was removed for testers.
- The campaign lives at **actr.one/spread** and in studio as **The word**.
- This plan does not ask for capital. If it ever does, the ask is to finish billing, board sync, and twelve months of runway for a founder-led desk — not to buy actors.

CLOSE

Take the desk before the next sides land.

Call Sheet is free. The business works if that desk is the thing they open the morning of. Everything else is downstream.

actr.one business plan v0.9 · September 2026 · Working document, not audited financials, not an offer to sell securities. Replace every "model" cell with measured conversion before using this outside the room.