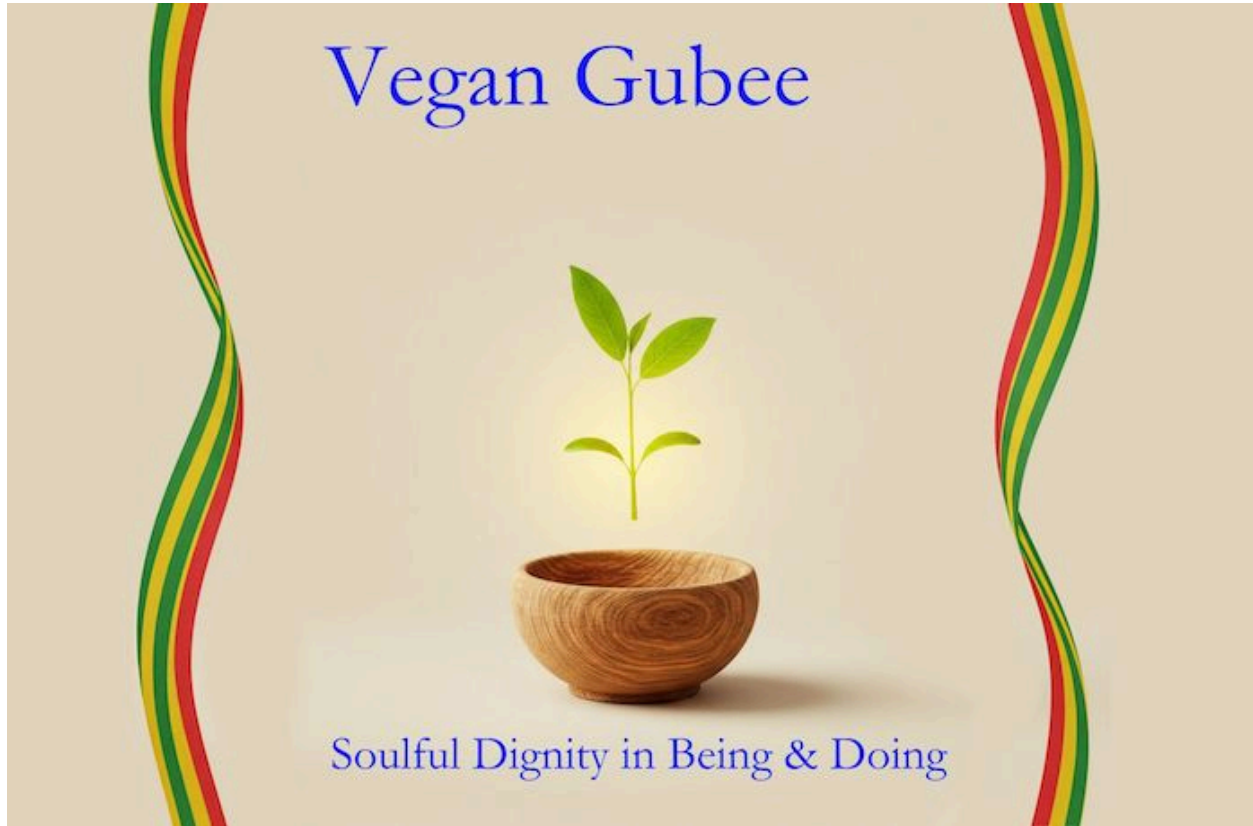


Gubee Pitch Deck

Sentient Dignity on Wheels: A New Paradigm in Food, Work, and Community



The fast food industry is riddled with stress, burnout, and invisibility. Workers are overworked, underpaid, and often stripped of agency or meaning. Imagine instead a mobile sanctuary—a place where nourishment isn't only for the body, but for the soul. Gubee is that sanctuary. A handcrafted, solar-powered, vegan food trailer operated by its workers as a cooperative. It is an invitation to dignity, not just employment.

The current fast food labor model devalues its workers through high turnover, toxic culture, and unsustainable practices. Gubee reclaims this space by putting Makers (as Creators and Doers)—its worker-owners—at the center. These Makers share ownership after contributing a baseline of hours, set their hourly rates transparently, and guide the trailer's flow through a democratic vote system. Every act of labor becomes an act of care, every shift a ritual of presence.

Gubee isn't just ethical food. It's a model for ethical work. In a \$900B global fast food market, Gubee operates within the growing \$100B vegan and mobile dining sector. In its first years, it can serve local communities and events, tapping into a \$3–10M obtainable market. Consumers are seeking alternatives that align with their values—Gubee meets that call.

The business model offers \$1 nutritious meal. Core funding supports the initial Makers with a compensation pool, while revenue streams include event services, campus pop-ups, disaster-relief hubs, and multimedia storytelling. Every Gubee meal is a conversation in dignity.

Traction is already forming: Substack, Spotify, and BlueSky platforms host the early story. The first book, *Vegan Gubee: Soulful Dignity in Being & Doing*, is ready to crowdfund. A network of philosophy and practice underpins the movement, tested through years of co-creative development.

Raul Aguilar, the founding Maker, brings a background in neuroscience, early AI design, and paradigm-shifting frameworks like the Awakening Elements and Create Innovate Paradigms. His role as Vision Architect sets the stage for infrastructure, partnerships, and community-led growth. Once launched, all future roles will emerge via triadic leadership—without hierarchy—within the cooperative.



Financially, Year 1 is forecasted at \$150K revenue, doubling by Year 2 with two trailers, and tripling by Year 3 with a network of trailers. Operating costs are minimized through solar design and shared labor.

We seek \$75,000 USD to build the first Gubee: \$35K for construction, \$10K for sustainable systems, \$15K for Maker compensation, \$10K for media and outreach, and \$5K for legal and co-op formalization.

Where other food trucks focus on price or product, Gubee focuses on labor as sacred, story as invitation, and dignity as currency. It is not just a food business—it is a living model of

sentient, regenerative work.

If you feel the call to help reshape work and nourishment, support the first Gubee. Join us in building a future where care, not profit, leads. Let's serve dignity—one bowl at a time.

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