BRILLIANCE

Brilliance One

The Business Suite Built for Operators.

Light ERP.

Modular Control.

Compliance-Ready.

Built in the field.

Proven in real operations.

Identity Shift

The Gap in Business Software

• CRMs are too limited

• ERPs are too complex

Brilliance One is the middle ground the market has been missing.

A Light ERP built specifically for SMBs combining control, flexibility, and compliance in a single system.

"The category isn't new. The execution is."

The Real Problem

Businesses don't fail because of lack of software, they fail because their systems don't work together.

Most platforms today:

- Hide critical functionality behind pricing tiers

- Depend on fragmented add-ons and API chains

- Increase cost as businesses scale

- Introduce complexity instead of operational control

The result:
Companies are forced to operate across multiple disconnected systems losing efficiency, visibility, and control.

The Solution

One unified system built for real-world operators.

Brilliance One replaces fragmented software stacks with a single, modular platform that runs the entire business:

- Customer management
- Accounting & financials
- HR & workforce management
- Projects & operations
- Content & digital presence
- Industry-specific systems (e.g., drug testing)
- Marketing & communications
- Technology & asset oversight

Instead of stitching together multiple tools, businesses operate from one system that's built to scale with them.

Why Brilliance One Is Different

Built from the ground up for control, security, and scale.

- **Database-per-tenant architecture**: Every client operates in a fully isolated, private environment, not shared infrastructure.

- **API-first, zero-trust system design**: Every action is verified. No legacy session dependency. Built for modern scale and security.

- **Compliance-first by design**: Aligned with SOC 2, HIPAA, CMMC, and FedRAMP from the architectural level, not retrofitted later.

- **Deep customization without developers**: 3,000+ no-code configuration points with optional developer-level control.

- **Unified system, not stitched integrations**: CRM, accounting, communications, and operations work as one system, not connected tools.

Business Model

Simple Entry. Expand as Needed.

- $97/month core platform
- Module-based expansion (~$135/month per module)
- One-time onboarding: $297

Designed to Scale Without Penalty

- Unlimited users
- Unlimited accounts / clients
- 200GB included storage
- Usage-based costs are transparent (email, SMS, AI)

Why This Wins
- Customers **start small → expand over time**
- No forced upgrades, no user-based pricing traps
- Revenue grows **with customer success, not against it**
- Higher lifetime value through **natural module adoption**

Modular, scalable, and aligned with customer growth

Go-To-Market Strategy

Initial Target Markets (Where We Win First)
• Service-based SMBs (contractors, agencies, operations-heavy teams)
• Regulated industries (drug testing, healthcare-adjacent, compliance-driven orgs)
• IT providers, MSPs, and implementation partners

Why These Markets
• High operational complexity → strong need for unified systems
• Fragmented tools → high replacement value
• Compliance pressure → willingness to switch
• Partner-driven access → faster distribution

Expansion Potential
Brilliance is industry-agnostic by design, but initial focus ensures:
• Faster traction
• Clear messaging
• Measurable acquisition performance

If a business operates, coordinates, tracks, or complies, Brilliance fits.

Traction & Validation

Built in production. Not in theory.

• Developed and deployed through a real operating business (Fawkes Digital Marketing)
• System modules created from real client demands across multiple industries
• Replaced 6+ standalone tools with a unified system
• Proven in live operational environments (agencies, IT, service-based businesses)
• Successfully operated through Year 1 with continued internal use

What This Means

• Not a concept or prototype - **already used in real workflows**
• Features driven by actual business needs, not assumptions
• System designed from real operational bottlenecks

Most companies sell a promise. We built the system behind one.

Market Position

A fragmented market with no true middle layer

- CRM platforms dominate simplicity - but lack operational depth
- ERP systems dominate power - but are too complex and costly for SMBs
- Businesses are forced to stitch together multiple tools to operate

The Gap

- No unified system built specifically for SMB operations
- No scalable solution between "too simple" and "too heavy"
- No platform designed for real-world operational workflows

Why Now

- SMB digital transformation is accelerating
- Rising costs of software stacks are forcing consolidation
- Compliance requirements are expanding into smaller organizations
- Government and regulated sectors are underserved at the SMB level

This isn't a crowded market.
It's an unclaimed layer.

Brilliance sits between CRM and ERP - where no dominant player exists.

Security & Compliance

Core Principle

Security is not a feature tier.

It is built into how the system operates.

Framework Alignment (Architecture-Level)

- HIPAA-ready architecture
- PCI-DSS aligned handling
- SOC 2–aligned controls
- ISO 27001–aligned design principles
- GDPR / CCPA data handling support
- CMMC Level 2–3 alignment in progress
- CJIS-supportive workflows
- FedRAMP-aligned roadmap

What This Means for Customers

- Reduced compliance burden at the system level
- Built-in audit readiness and data controls
- Role-based access and operational security by design
- Enables faster path to certification (administrative layer remains client-side)

Built on three principles:

Honesty. Security. Consistency.

Team

Jordan Feasel, CEO

U.S. Marine Corps • Aerospace Engineer
Leads strategy, operations, and execution discipline.
Focused on building a scalable, resilient company with long-term alignment.

John Marx, CIO

U.S. Army • Microsoft Gold Consultant
Lead architect and developer of the Brilliance platform.
Built the system out of real operational necessity while running a live agency.

Together

- Operator + Architect
- Field-built, not theoretical
- Developed through real client environments, not isolated R&D

Built in the field. Proven under pressure. Designed to hold.

The Ask

$2,000,000 for 10-15% equity.

Purpose of Capital

- Scale partner-led distribution

- Expand sales & customer success

- Certification and audit readiness

- Strengthen infrastructure for growth

Why Now

- Product is built and validated in real-world environments

- Early traction across multiple industries

- Positioned to scale with capital, not discover viability

Investor Alignment

We are seeking a long-term strategic partner aligned with:

- Sustainable, disciplined growth

- High-integrity operations

- Building a durable, independent company

![Brilliance logo]

Contact & Next Move

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The system is proven.
The model is ready.
Now we scale.

Call to Action

Let's continue the conversation.
www.BrillianceOne.com/investors