



INVESTOR DECK • 2026

The 12 Labors

From mortal to demigod — earned, not claimed.

2026 • THE GAME



— I · THE PROBLEM

Self-improvement has become a spectator sport.

Apps reward opening, not doing. A streak counts the days you tapped a button — not the days you actually changed. Heroism, reduced to a counter.

— II • THE INSIGHT

The myth was never a *metaphor.*

Hercules didn't become a demigod by intending to. He passed twelve real trials. What if your transformation demanded the same proof?

III · THE PRODUCT

Twelve labours. Twelve pins. One Demigod Pin.

Every labour is a real act in the real world. You do it, submit your proof — and earn that labour's pin. All twelve sealed: the *Demigod Pin*. Which cannot be bought, only earned.



THE DEMIGOD PIN

IV · THE LOOP

Four steps, twelve times.

01

Choose a labour

From your personal order of the twelve.

02

Do it — for real

In the real world. Seven days to act.

03

Submit your proof

Photo · video · audio · text

04

The AI verifies

Passed — and your avatar transforms.

— V · THE REFEREE

You cannot fake your way to demigod.

A vision-capable AI model validates every proof across four modalities — image, video, audio, text. A 4-digit gesture code blocks recycled evidence. The approach is *model-agnostic*, moving toward our own, locally-hosted verification model — full data sovereignty and a proprietary moat.

— VI · THE TRANSFORMATION

Six stages. From ash to gold.



ASH → BRONZE → GOLD → LAUREL → HALO

Your avatar — a Kouros in the ancient form — transforms with every trial passed. Visible progress in the app's mirror.

Built for return — but only for doing.

Ichor XP

The golden energy of the gods. Earned only through ritual — never by merely opening the app.

Quests & Leagues

Daily quests and weekly leagues keep the rhythm.

Real streaks

Streaks count completed deeds, not app opens.

The Hades mechanic

Expired labours can be revived through a descent into Hades.

— VIII · TOGETHER

No one transforms alone.

Cohorts of six to twelve walk the path together. Live feeds, reactions, and a progress bar for every member. When someone passes a labour, the whole cohort feels it.

From a reading to the real trials in Greece.

ENTRY

The Analysis

€49

A standalone PDF reading — the door into the world.

THE GAME

The Game

€149

The full 12-labour journey in the app — ending in the Demigod Pin.

MEMBERSHIP

The Pantheon

€4.99 /
month

New seasons, new games and ongoing updates.

ON LOCATION · GREECE

The Hercules Odyssey™

The real journey

The real trials on the ground in Greece — ending in the Awakened God Pin.

— X · WHY NOW

AI just became good enough to be the referee.

Until recently, no machine could reliably judge a real-world proof. Now one can. And The 12 Labors doesn't stand alone — it lives inside the existing Hercules Odyssey™ brand, with audience and sales channel already in place.

Feature-complete. Launch-ready.

3

Platforms — iOS, Android & Web, one game.



387

green backend tests.

4

AI-verified proof modalities.



Live on web & shop-ready — apps await
App Store & Play upload.

XII · THE VISION

The pin is everything.

In a world full of claimed transformations, we sell the only one you have to prove. From mortal to demigod — for real.

HERCULES ODYSSEY™ · THE 12 LABORS

GAME

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SHOP

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CONTACT

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