

IMU BY IMANIFEST · PUBLIC WHITE PAPER

Learn. Apply. Verify.

How iMU is built to turn learning into proven results

IMANIFEST LTD · KANATA, ONTARIO, CANADA

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IMANIFEST.MONEY · APP.IMANIFEST.MONEY

A white paper, in white and gold.

For members and the public. Not an offer of securities. No income or results are promised.

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ABSTRACT

One place to learn the skills, do the work, and prove the result.

iMU is the members' learning and success platform built by iManifest Ltd. It brings courses, mentors, live sessions, daily practice and community into one app, and adds something most learning platforms do not offer: a way for members to verify real business results with read-only data instead of screenshots.

This paper describes what iMU is, what is live today, how its trust layer works, how membership is structured, and what is planned next. Each feature is labeled LIVE, IN PROGRESS or PLANNED. Statuses match the public roadmap at app.imanifest.money/roadmap, and figures are counts from the production database on October 28, 2026, not projections.

74	881	250	77	19
PUBLISHED COURSES	VIDEO LESSONS	BOOKS	GUIDES	PODCAST EPISODES

4	0
MENTORS ON BOARD, FOUNDER INCLUDED	MEMBERS TODAY: PRE-LAUNCH BY DESIGN

Pre-launch status. iMU is pre-launch: 0 members today. Enrollment is closed by design until our timed launch; members and additional faculty are onboarded when we open. The platform, library and tools described here are already built and running.

Library counts are read live from the production database and published on the public roadmap at app.imanifest.money/roadmap; figures shown are as of October 28, 2026.

SECTION 1

The problem: scattered tools, unproven claims

People who want to build skills, a business or a better daily practice usually assemble their own stack: a course here, an affirmation app there, a podcast, a paid community, a separate coaching call. Each piece may be useful. Together they are expensive, disconnected and hard to stick with. Progress lives in a dozen places, so it is hard to see.

The second problem is trust. The money and mindset category is crowded with income screenshots that cannot be checked. A buyer has no reliable way to tell a real result from a staged one, and a member who does get a result has no clean way to prove it.

iMU was designed around both problems. In January 2023 the founder wrote a one-page plan for a single platform for manifesting, affirmations and personal development, because the tools he was paying for were scattered. Development has been continuous since then. Between 2023 and 2026, iManifest designed and tested three platforms. Each one taught us something about what members use and what they leave behind, and together they made the case for consolidation: one platform instead of several. That work culminated in iMU, which went live in October 2026. Years of development, now live.

SECTION 2

The iMU approach: learn, apply, verify

I Learn

A course library of video lessons, quizzes, books and guides, certificates of completion, focused tracks such as The Closer's Desk, a Recommended Reading shelf, and iMU Media. The Success Profile quiz shapes the path and reading a member sees first.

II Apply

Learning is tied to action. The Daily Desk sets missions, members log outreach, meetings, sales and progress as wins, and Live Rooms in The Forge bring members and faculty together in real time. Paid 1-on-1 and group mentor sessions are built and open with the student launch. Ask Tom, the in-app AI coach, answers questions along the way.

III Verify

Verified Wins lets a member connect a Stripe account or Shopify store with read-only access. Real sales are confirmed from the source data and earn a gold Verified badge. Manual wins go through a human review queue. Proof replaces screenshots.

> The design principle: every claim on the platform should be checkable, starting with our own. That is why this paper reports measured counts, labels features by status, and makes no promise of income or outcomes.

SECTION 3

The platform today

These are the 23 items listed as LIVE on the public roadmap on October 28, 2026. Each one is switched on for the campus today.

The Daily Desk + Mission Control. One page for the day: the Tenet of the Day, today's missions and your streak.

Course library. 74 published courses, 881 video lessons, quizzes, 250 books and 77 guides across mindset, business, wealth and health.

iManifest toolkit. Affirmations in eight themes, the iManifest Board and a private journal.

Success Profile + Your Path. A short quiz that shapes the path and reading you see first.

Log a win + reviewed quality tiers. Outreach, meetings, sales and progress, reviewed by the team and rewarded in KSX coins.

Verified Wins. Read-only connections to your own Stripe and Shopify accounts, so a sale can carry a gold Verified badge.

KSX coins, ranks and streaks. Earn KSX for real activity, climb the ranks, keep a streak and use the Perks shop.

Ask Tom. The AI coach chat.

Live Rooms in The Forge. Several rooms live at once, scheduled sessions, private rooms, replays and the Millionaire Mentor Room.

Fitness, Nutrition + Health & Wellness. The Gym and The Kitchen, 7-day meal plans, breathwork, sleep and stress tools.

Fitness ranks + workout log. Six ranks from Novice to The OAK, a Day 0 check-in, a workout log, rank tests and an opt-in consistency board.

The Closer's Desk. Sales and closing: 7 courses, 67 lessons and a certificate track.

Certificates. Course and track certificates with the gold lion crest, the iManifest seal and a public verify page.

Mentors. Mentor profiles by niche, the Ask-a-Mentor board and each mentor's own library.

iMU Media. 19 podcast episodes, Aurea Beats and binaural tracks for morning and night.

Recommended Reading. A reading shelf where each book is tied to a lesson.

Work Board. Partner job posts and applications.

iMU Shop. iMU apparel.

Calendar, reminders + push notifications. Reminders for replies, messages, streaks and the Desk, with quiet hours.

Community. The Wins Feed, follows, direct messages, and safety tools to block, report and appeal.

Installable app. Add iMU to your home screen, with dark, light and veteran themes.

Break Room. Games, including Brokie Wars, a money-skills game.

Public blog. Free guides on manifesting, affirmations and habits.

Certificates acknowledge completion of iMU courses only; they are not academic credentials or licenses. Items on the public roadmap hide themselves if their switch is turned off.

SECTION 4

The Closer's Desk

The Closer's Desk is iMU's sales and closing track, opened on October 28, 2026. It grew out of the founder's years as a cubicle sales closer and out of Episode 7 of the iManifest Weekly podcast, which opens the track.

COMPONENT	WHAT IT INCLUDES
7 courses	From closer mindset and rapport through objections, follow-up and asking for the close
67 lessons	Built on the founder's podcast material and real sales experience
Certificate track	A Sales and Closing certificate of completion once the track's courses are finished, with a final knowledge check
Reading shelf	12 recommended books in a "For closers" section of the iMU reading shelf (link-out only)

Persuasion is taught as understanding a buyer's needs, not pressure. Lessons on urgency and scarcity are taught with a real-limit guardrail: only real limits are ever presented as limits.

SECTION 5

The mentor faculty model

iMU pairs its library with people. There are **4 mentors on board**, founder included. Additional faculty are onboarded when enrollment opens.

Profiles by niche — LIVE

A mentor's profile can cover more than one niche, so members find the right person by need, not by a single label.

Ask-a-Mentor and libraries — LIVE

Members ask questions on the Ask-a-Mentor board, and each mentor keeps a library of video and PDF resources. Uploads pass a founder approval queue.

Live teaching — LIVE

Faculty can host Live Rooms in The Forge, including private rooms for their own students.

Paid sessions — IN PROGRESS

One-to-one and group sessions with mentors are built; bookings open with the student launch, paid through iMU's checkout.

Mentor commercial terms are agreed privately with each mentor and are not part of this paper. No session promises results.

SECTION 6

Verified Wins and the trust layer

A result is only as credible as the evidence behind it. Verified Wins replaces screenshots with data read directly from the systems where sales happen.

How it works

Stripe (read-only)

The member creates a restricted, read-only Stripe key. iMU accepts only restricted live keys, rejects secret and publishable keys, and calls a single read endpoint for charges. The key is stored encrypted and shown masked.

Shopify (read-only)

The member authorizes the iMU Shopify app with read-only order access. iMU runs one fixed query over the last 60 days of paid orders, net of refunds, and skips test and canceled orders. No write access is requested.

What members get

- **A gold Verified badge** on wins confirmed from source data.
- **Control.** Members choose what is shared and can disconnect at any time.
- **Daily refresh** of connected accounts, plus a rate-limited manual refresh.
- **Planned:** more read-only sources and a Shopify App Store listing.

The wider trust layer

LAYER	PURPOSE
Human win review	Wins without connected data (outreach, meetings, sales, progress) go to a review queue with approve, reject or "needs work" outcomes. No one approves their own win.
Certificates	Issued only on completion, with a public verify page; worded as completion of iMU courses, not academic credit.
Moderation	Block, report and appeal tools, with mutes and strikes, across the feed and direct messages.
Measured reporting	Public numbers, including in this paper, are measured counts with a date.

> Verified Wins confirms that a sale happened in a connected account. It does not imply that iMU caused the result, and it is not a forecast of what any other member will earn.

SECTION 7

The Inside Hustler

The Inside Hustler, Volume I: A 5-Minute Daily Guide to Practicality is a ten-day program written by Steven Zee. It is free for every signed-in member on every tier, Starter included, and it is the first step on the Starter and Basic Training paths.

10	3–6	10
DAILY GUIDES	MINUTES PER GUIDE	DAILY MISSIONS

How it works

- **One guide a day.** Each guide ends with a short mission. The next day unlocks once the mission is marked done and a new day begins in the member's own time zone.
- **Private notes.** Members can save a private note with each mission.
- **Progress, not promises.** In-app XP for missions, notes, streaks and finishing; five badges from First Shift to The Inside Hustler; and a certificate of completion after all ten missions.

The ten guides

DAY	GUIDE	TODAY'S MISSION (OPENING LINE)
1	What is a Micro-shift?	Write one sentence: "If someone called tomorrow, why would they call me?"
2	Your Toolbox Is Bigger Than You Think	Look in the mirror and don't see your job title.
3	Become the Value	Split a notebook page into two columns.
4	Opportunity Creation = Wealth Creation	For 48 hours, become a student of problems.
5	Stop Selling What You Do. Start Selling Results.	Write "I help people…" at the top of a blank page.
6	In You They Trust	Ask yourself one brutally honest question.
7	Build Your Edge	Spend thirty minutes investing in yourself.
8	The Long Game	Ask yourself one question.
9	Leverage	List everything you repeated three or more times this week.
10	Mindset Mastery	Write down one belief that has been limiting you.

> The guides draw on the founder's own path, from kitchens and sales calls to building companies and studying business, and turn each lesson into one practical action for the day.

SECTION 8

Community and play

Progress is easier to sustain when the work is social and the breaks are good ones. iMU pairs its community with a Break Room of original games and an in-app reward system tied to real activity.

The Break Room LIVE

A members-only space in the sidebar, built for short breaks. The games are free and for fun, with no coins or purchases involved. Brokie Wars, the pinball table, Mindset Match, Star Catch and Word Hustle keep best scores in the player's own browser.

Brokie Wars

An original money-skills trading game set in New York: a fixed number of days to travel between neighborhoods, buy low and sell high on legal resale goods, and handle random encounters. Text, art and code are original to iMU.

Hustler's Pinball 3D

A full 3D pinball table with lit bumpers, ramps and gold flippers. It plays on desktop and phones and falls back to a 2D table on devices without 3D support.

Mindset Match

Flip 16 cards to find 8 pairs of mindset symbols such as Focus, Grit and Vision. Fewer moves is better.

Star Catch and Word Hustle

Catch gold stars while dodging grey "doubt" clouds, or unscramble ten mindset words, each with a short clue.

Hustler's Slots

An entertainment-only slots game played with free Hustle Chips. Members receive a free daily chip allowance and can earn bonus chips by finishing Missions. Chips have no cash value and can't be bought, transferred, redeemed or converted into coins, KSX or anything of value, and there is no real-money play. Wins pay only chips, a small daily-capped amount of XP and badges, and the weekly board is for bragging rights only. No wagering, no purchases, no prizes.

Rewards for real activity LIVE

KSX coins, streaks and the weekly board

Members earn KSX, iMU's in-app coins, for activity such as missions and wins. A 7-day streak adds a bonus, and the weekly Top Earners board recognizes the top three with a profile badge and bonus KSX.

The Perks shop

Members spend KSX they earned through activity on perks such as profile flair. KSX are in-app coins only: they have no cash value and are never paid out.

Elevator rides

Each credited win moves a member up one floor, from the Lobby toward the Penthouse at floor 100, with a short elevator animation and a line from the founder. About one ride in twenty is a rare gold line with a small KSX bonus.

The community

The Wins Feed, follows and direct messages, with safety tools to block, report and appeal. Live Rooms in The Forge bring members together in real time.

On the public roadmap: PLANNED Live Rooms chat and KSX reactions; IN PROGRESS iMU Elevator pop-ups.

SECTION 9

Membership and founding seats

iMU uses a tiered membership so people can start free and go deeper when it makes sense for them. The tiers below are the plans shown on the iMU pricing page at app.imanifest.money/price on October 28, 2026.

TIER	MONTHLY	YEARLY	POSITIONING
Starter	Free	Free	A first look: The Inside Hustler, a starter path, Ask Tom and the community
Basic Training	$19.99	$199 (save $40.88 vs monthly)	The core course library; 7-day free trial
Gold Standard	$49.99	$499 (save $100.88)	The full platform, including live sessions and mentors
Infinity	$88.88	$888 (save $178.56)	Everything in Gold Standard plus premium tracks
Platinum Inner Circle	$249.99	$2,499 (save $500.88)	Limited seats; adds 1-on-1 mentoring (opens at launch) and the Millionaire Mentor Room

Savings are monthly price × 12 minus the yearly price, using the prices shown on app.imanifest.money/price on October 28, 2026. Prices are in US dollars, processed by Stripe, and may change; the pricing page is always the current source. Cancel any time; access runs to the end of the period paid for.

Founding seats

To open the doors fairly, iMU has set aside **175 founding seats**: free Gold Standard membership, offered first come, first served, in three waves.

25	50	100
SEATS · 12 MONTHS FREE	SEATS · 6 MONTHS FREE	SEATS · 3 MONTHS FREE

The seat counter on the founding page is computed from real claims. There are no countdown timers and no artificial urgency. When a free period ends, the member chooses whether to continue on a paid plan.

> Enrollment is closed by design until our timed launch; members and additional faculty are onboarded when we open. Founding seats are claimed from the launch onward.

SECTION 10

Roadmap

This section mirrors the public roadmap at app.imanifest.money/roadmap as of October 28, 2026. Items move to Live only when they are switched on for members. "In progress" means an item is being built or is waiting on an outside step; "Planned" means it is next in line. No dates are given until they are certain.

Live now 23 ITEMS

The Daily Desk + Mission Control · Course library · iManifest toolkit · Success Profile + Your Path · Log a win + reviewed quality tiers · Verified Wins · KSX coins, ranks and streaks · Ask Tom · Live Rooms in The Forge (including private rooms and the Millionaire Mentor Room) · Fitness, Nutrition + Health & Wellness · Fitness ranks + workout log · The Closer's Desk · Certificates · Mentors · iMU Media (podcast, Aurea Beats, binaural tracks) · Recommended Reading · Work Board · iMU Shop · Calendar, reminders + push notifications · Community · Installable app · Break Room · Public blog. Details in section 3.

In progress

ITEM	NOTES
Paid mentor sessions	One-to-one and group sessions with mentors. Built; bookings open with the student launch.
Affiliate payouts in the app	Affiliates get paid out from inside their dashboard.
Crypto (USDT) payments	A second way to pay for a plan.
iMU Elevator pop-ups	Short, on-brand lines that pop up as you move through the campus.

Planned

ITEM	NOTES
iMU Radio	A station from the iMU library and Aurea Beats with an AI DJ, plus downloadable frequencies.
Your own quick bar	Pick the shortcuts on your quick bar.
More Verified Wins integrations	More read-only sources, and a Shopify App Store listing.
Live Rooms chat + reactions	In-app chat and KSX reactions inside Live Rooms.
Native iOS and Android apps	App store versions of the installable app.

Planned items are intentions, not commitments, and may change.

SECTION 11

Milestones achieved

From the first plan in January 2023 to the October 2026 launch, development has been continuous. The milestones below are those published on the public roadmap, plus the founder-confirmed platform history from 2023 to 2026.

Library today

74	881	250	77	19
PUBLISHED COURSES	VIDEO LESSONS	BOOKS	GUIDES	PODCAST EPISODES

Read live from the production database on the public roadmap; as of October 28, 2026.

DATE	MILESTONE
January 2023	iManifest Ltd incorporated in Ontario, Canada (Ontario Corporation No. 1000405234).
April 2023	The iManifest Weekly podcast launched.
2023–2026	Continuous development: three platforms designed and tested, then consolidated into iMU.
October 2026	The iMU campus platform went live: the Daily Desk, Mission Control, the Wins Feed, KSX coins and ranks, Ask Tom and the course library.
October 2026	Launched Live Rooms in The Forge, the Fitness, Nutrition and Health & Wellness sections with fitness ranks, Log a win with reviewed quality tiers, the Work Board, the iMU Shop, and calendar reminders with push notifications.
October 2026	Launched Verified Wins, The Closer's Desk, certificates with the gold lion crest and seal, the Recommended Reading shelf and the public blog.

Next milestone: the timed launch. Enrollment is closed by design until our timed launch; members and additional faculty are onboarded when we open.

SECTION 12

Principles and safety

No guaranteed outcomes

iMU teaches skills and provides tools. It does not promise income, business results or any other outcome. Results depend on each person's effort, circumstances and many factors outside our control.

No medical claims

Affirmation, frequency and mindset content is offered as a personal practice, not science or medicine. It is not a substitute for professional medical, mental health, legal or financial advice.

Email consent (CASL)

iManifest Ltd is a Canadian company and follows Canada's Anti-Spam Legislation. Promotional email is sent only with consent, identifies the sender and includes a working unsubscribe link. Account and transactional email is limited to the service.

Privacy and data minimization

We collect what the service needs. Verified Wins uses read-only access, encrypted storage and member-controlled disconnection.

Honest marketing

No fake countdowns, no invented scarcity and no unverifiable income claims. Seat counters come from real data. Public numbers carry a date.

Safe community

Members can block, report and appeal, and moderation tools (including mutes and strikes) apply across the feed and direct messages.

Clear credentials

iMU does not award degrees, diplomas or academic credit. Certificates acknowledge completion of iMU courses only.

Fair giveaways

Any future giveaway will offer free, equal entry with official rules published before it starts.

> These principles apply to iManifest's own conduct and to the way faculty present their services on the platform.

SECTION 13

A note from the founder

People look at what I'm building today and assume I found the right opportunity. What they don't see are the years before any of it existed.

I dropped out in my first year of high school and never graduated. I worked in kitchens for next to nothing. I was a glorified dishwasher, down on my luck, but the kitchen was quietly teaching me to stay calm under pressure, think three steps ahead and keep my head when everything around me was chaos. There were seasons when I was sleeping rough. There was hustling, every failed idea, every no over the telephone or at a door, every rejection, and every lesson that quietly shaped the person I would become.

Then came sales. I worked in a cubicle with three walls, a phone and a headset. No chair. I stood the whole time. All three walls were filled with pitches, objections and rebuttals, with the answer that worked written under each one in marker. Eventually I didn't need the wall. The answers lived in me. Kitchens taught me discipline. Sales taught me resilience. That playbook is now The Closer's Desk.

Without a high school diploma, I treated admissions at Harvard Business School Online like a sales call. I convinced them that my life skills and experience were just as valuable as the diploma I didn't have. Harvard sharpened the way I look at business.

Looking back, I was practicing manifestation long before I had a name for it. I wasn't journaling or meditating. I was surviving. But even in the hardest seasons, I refused to believe my circumstances were permanent. My thoughts shaped my decisions, my decisions shaped my actions, my actions became habits, and my habits built my life.

In January 2023 I was living in a one-room shack of a studio apartment. I had spent a small fortune on apps, sites and courses, looking for one place that had it all: affirmations, visualization, goals, real skills and a real community. It didn't exist, so I wrote it down on one page. In April 2023 I filmed the first podcast episodes in that same room, the room I slept in. From there I kept building: three platforms designed and tested between 2023 and 2026, each one teaching me what to keep, until it was clear they belonged together.

That one page is iMU now. We are opening it the right way: with the library built, the mentors on board, and a trust layer that lets results speak for themselves. I'm not going to promise you money. I'm going to give you the tools, the people and the proof.

From the shack to the throne. *Ad astra per aspera:* to the stars, through hardship.

Steven Zee

Founder, iManifest Ltd

DISCLAIMER

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Nothing in this paper or on the iMU platform is a promise or guarantee of income, earnings, business results, health outcomes or any other result. Any results described on the platform, including Verified Wins, reflect individual circumstances and are not typical or predictive. Your results depend on your own effort, skills, circumstances and factors beyond anyone's control.

Feature descriptions reflect the platform as of October 28, 2026. Features labeled "In progress" or "Planned" may change, be delayed or not be released. Prices and plan contents are set by the current pricing page at app.imanifest.money/price and may change. Counts are measured from the production platform on the date stated and may change as content is added or retired.

Certificates issued by iMU acknowledge completion of iMU courses only. They are not degrees, diplomas, academic credits or professional licenses. Affirmation, frequency and mindset content is a personal practice and not a substitute for advice from a qualified professional.

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