

## ALETHEON STUDIO — SERIES PLAN

### Series 01: DERP™ Catalogue

#### Core Concept:

Aletheon Studio launches with a pattern-based media series presenting human behavioral archetypes as productized entities.

#### Positioning:

Accessible, sharp, pattern-driven content designed to build audience and establish narrative authority.

#### Format:

Each unit is structured as a product card:

- Name (DERP variant)
- Price (absurd but revealing)
- Features (concise, accurate traits)
- Bonus / disclaimer
- Tagline

#### Initial Release Set:

##### 1. DERP™ Classic

- €0 down, infinite repayments
- Unlimited confidence, zero substance
- Emotional buffering via carbs
- Pet included, stability not included

##### 2. DERP™ Fitness Edition

- High body stats
- Low cognition
- Mirror-compatible intelligence

##### 3. DERP™ Romantic Package

- "I care" (terms apply)
- Titanic soundtrack included

- Emotional availability: intermittent

#### 4. DERP™ Premium Illusion

- High promise, low delivery
- Perceived value > actual value

#### Visual Identity:

- Consistent layout
- Product advertisement aesthetic
- Clean, repeatable format

#### Strategic Function:

1. Audience acquisition (high relatability, shareability)
2. Demonstration of pattern intelligence
3. Narrative bridge toward Logos and deeper systems

#### Positioning Statement:

“Aletheon Studio maps human patterns — from failure to structure.”

#### End State:

DERP™ acts as entry-layer content that seeds audience familiarity before introducing higher-order concepts (Logos, cognitive systems, governance models).