



campi, for investors What we are building, and why now

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campi is a single company building a small set of focused, single-purpose products. This document is written for investors and for the founders we work with. It explains what we are working on today, where the value compounds, and what we are asking for.

campi is organized as independent repositories. Each one owns its own toolchain, its own nix flake, and its own branding submodule. That isolation keeps every product legible on its own, and lets us add or retire one without dragging the rest of the system with it. They are all one company; the repos are not separate corporate entities.

The short version for an investor is this. We build infrastructure that is boring on purpose; packaging, rendering, and operations that other teams treat as dependencies. We monetize the first stable product directly, and we hold a clear line on a hardware venture that becomes reachable once the software is settled.

Read the overview for the shape of the portfolio, the thesis for why the structure is the bet, the roadmap for timing, and the ask for the specific terms we are raising on. The open source strategy explains how we keep costs low and control high, and the assets and treasury page sets out the real estate and liquidity we plan to hold.

The market page shows the size of the prize: advertising is about 1 percent of global GDP, and a 1 percent share is the addressable ambition.