

Labs Raises \$22.5M in Series Seed Funding at \$10B Valuation to Lead in Human-Enhancement Technology

Labs
The Human-enhancement technology company

Yuhmy
YuhmyAI **Yuhmy VR**

Announcing our **\$22.5M**
Series Seed introducing the **COMMERCIAL-TASTE INDUSTRY**

Led by
Jet Investments Group, Jet Ventures, Jet vcira-fund

Alongside
M&O Ventures, Shrad Science, Shrad

Labs is now a **DECACORN** company with a **\$10 Billion Dollar Valuation**

SANTA MONICA, Calif., July 14, 2025 /Labs Newsroom/ — Two years ago, our founders, **Maya Elz Davis** and **Duránd F. Davis Jr.**, began reimagining LavLabs, once a startup studio, into something far more ambitious, **Labs — 1 Company, 7 Labs**. Originally set for a 2030 rollout, that vision was accelerated by demand, urgency, and opportunity. What began as a rebrand became a re-architecture of possibility.

With this raise, we are presenting our **Series Seed Announcement** in the format of a **Brief** — not a typical shorter-form press release, as it's important that our first introduction to the public represent our voice, in our way; **The Labs Way**. We're building a different kind of company, in a different kind of era — where artificial intelligence is charging toward **superintelligence**, and new forms of alignment, integration, and intentionality are required to scale. This **Brief** is intentionally long by design, in both form and function. It reflects the caliber of what we're building, the scope of what we're

architecting, and the clarity with which we intend to lead. It's as much a strategic artifact as it is an announcement—part manifesto, part blueprint, part broadcast. Consider it a *first principles prospectus*.

Introducing Labs Companies, Inc. (Labs)

An ***Everything Supercompany***: a multilabs **human-enhancement** technology strata building across artificial superintelligence, immersive realities, experimental sciences, blockchain infrastructures, cryptographic finance, human experiences, and frontier hardware technologies. A company where the whole is designed to be greater than the sum of its parts.

Building an Everything Supercompany

Just as Super Apps are redefining how we experience integrated digital ecosystems, ***Everything Supercompanies*** will redefine how companies are architected. These are not single-product or single-platform businesses. They are multi-dimensional infrastructure engines — built to scale across sectors, systems, and science.

Everything Supercompanies operate differently because they are *designed* differently. The same way AI can now do in 60 seconds what once took 6 months, these companies are engineered to operate with 600 people instead of 6,000. They are not layered with legacy inefficiencies or unnecessary hierarchy — they're compositional, adaptive, and ever-evolving. Built at the speed of perception.

Most startups grow into parent companies. Labs was born as one. Where Google became Alphabet, Facebook became Meta, Square became Block, Snapchat became Snap, Match.com became Match Group — each shift marked a broader ambition — Labs began with a structure built to explore multiple industries, technologies, and time horizons from the start.

This approach mirrors the foundational architecture of companies like Sony, Samsung, IAC, and Alibaba — each a modern conglomerate operating across hardware, software, entertainment, cloud, finance, commerce, and more. These are not just multi-product companies; they are vertically-integrated ecosystems, designed to invent, produce, and distribute within their own flywheels. Labs belong to this lineage — but built for the AI age.

Supercompany Mode

This approach draws heavily from what Airbnb CEO Brian Chesky recently called “**Founder Mode**”, as captured in Paul Graham’s 2024 YC essay of the same name. But at Labs, our founders take it a step further — what we call **Supercompany Mode**.

Founder Mode is the rejection of the outdated idea that scaling means stepping back. Chesky learned that firsthand — after nearly losing Airbnb by following conventional wisdom to “hire great people and let them do their jobs.” It wasn’t until he re-centered on product, presence, and principles — the way **Steve Jobs led Apple** — that things changed.

Labs extends this philosophy across the entire architecture of the company — not just in how it’s run, but in *what it is*. **Supercompany Mode** is Founder Mode scaled to an *Everything Supercompany*. It’s not just about staying close to the product. It’s about staying close to *everything* that forms the *company*. Because startups today aren’t just launching products — they’re launching systems. Founders aren’t just building companies — they’re architecting *Supercompanies*: compositional, interdisciplinary, and deeply integrated across technology, culture, and commerce.

Supercompany Mode demands a new operating model:

- Founders driving product, platform, and ecosystem.
- Functional integration over departmental separation.
- Presence in the details, not distance from them.
- Urgency, adaptability, and architectural thinking.
- Learning as a design principle, not just a cultural one.

It’s about cohesion, velocity, and systemic clarity.

Our MOAT: Superfounder Form

Our founders are not building a single product, brand, or technology. They’re building an integrated system — a *form* — made up of years of earned secrets and lived convictions. What differentiates **Labs** is not just innovation. It’s integration — the way Maya and Duránd have designed **Labs** to operate like a neural architecture across 7 modalities of science, anchored in the future of **human-enhancement**.

That form is **our moat**. It cannot be replicated by code or copied by capital.

With that, our founders are also committed to building **Labs in the public** — transparently sharing the nature of our deals, news and early prototype-versions of what we're building, unless constrained by strategic or legal considerations. As *founders and funders*, they view this *Series Seed* as a testament to creative financial modeling and long-term conviction — grounded and reimagined in a belief that **Labs** is a *100-Year Company* in the making. This is why we are going into the details of the deal's financial construction.

Today, that grounding and reimagining becomes real.

We're happy to announce that Labs has raised **\$22.5 million in Series Seed financing**, bringing its post-money valuation to **\$10 billion**. This marks Labs' first external priced equity round and brings total capital raised to **\$30 million** year-to-date across five rounds, including *grant-funding* and two *pre-seed investments*.

We've officially entered **decacorn territory**. 🦄

Led by a Generational Investment Group and Family Office

The financing was led by **Jet Investments Group, JET Venture Capital, and JET VC-IRA FUND** — via the family office of **James E. Thomas III**, known as the **Thomas Family Estate Company (TFEC)**. Additional participation came from our founders' affiliated firms, whose involvement reflects long-standing alignment with Labs' **mission, vision, purpose, and philosophy**.

The Deal in the Details

Stephen A. Schwarzman once said, *"It's as easy to do something big as it is to do something small."*

Ben Horowitz recently echoed this in his own way at the **2025 a16z LP Summit**:

"It's just as hard to build a small, inconsequential thing as it is to build a giant world-changing thing. You work the same number of hours. The work is just as hard. It's just as stressful. So, if you're going to go through all that, you might as well do something important."

And like Horowitz also stated of building a firm, **seven times over**, at Labs we're doing just that — **building across seven Labs, seven times over**.

During diligence and negotiations, our founders presented Mr. Thomas, his family and team, with a strategic choice: a **large equity entry-percentage with limited anti-dilution protection**, or a **smaller equity entry-percentage with extreme anti-dilution protection and bonus equity allocation upside down the line**. He chose the latter — betting not just on **Labs**, but on **Maya and Duránd's** ability to build a generation-defining company.

What followed was the creation of the **FOAD Clause** — *Fixed Ownership Anti-Dilution* — an original equity-protection mechanism crafted by our *Founders* that fully adjusts the investor's position *round-by-round*, **without further pro rata payment requirements**, until a **Labs IPO, \$500B post-money valuation, or secondary sale**. This deal structure aligns conviction with longevity, and belief with protection.

This level of detail is often hidden in venture funding — either shielded by legal ambiguity, obfuscated by press spin, or withheld entirely under the guise of “market norms.” Our founders, Mr. Thomas, and his TFEC / JET entities took a different path: one rooted in the belief that clarity is not vulnerability, it's leadership. In a space where founders fear disclosing how much they gave up and investors fear revealing what they demanded — we chose to show our work.

Under the FOAD framework, the JET entities purchased:

\$9,945,000 in *Class A Common Stock and Preferred Stock (Jet Investments Group)*
\$9,945,000 in *Class A Common Stock and Preferred Stock (JET Venture Capital)*
\$110,000 in *Class A Common Stock and Preferred Stock (JET VC-IRA FUND)*
\$2,500,000 in *non-dilutive follow-on capital came from our founders' affiliated firms*

This totals a current **0.225% equity stake respectively** for the **JET entities**, with an additional **1.775% in Convertible Preferred** to be exercised at our upcoming **Series A Round**, for which initial conversations are already underway — representing the next step in our long-range roadmap. Upon conversion, the **JET entities** will hold **2.0% post-Series A ownership** — without contributing any additional capital. This structure was important to Mr. Thomas, and TFEC's JET entities — aligning with their conviction in **owning 2%** of a potentially **trillion-dollar company**: a smaller piece of a much larger pie.

Mr. Thomas stated that, *“Labs is a one in a lifetime company so we had to create a suite of new investment vehicles to properly position ourselves for future upside.”*

What mattered most to Mr. Thomas wasn't playing the short-term multiple game — it was positioning ahead of Labs' vertical integration impetus. While traditional firms bet across 80 startups hoping 1 carries the fund, TFEC's/JET's approach here was conviction: to anchor early with a deep *anti-dilutive upside* in a startup that's architecting its own suite of categories. While diversification reduces risk — integration multiplies potential.

The hybrid nature of the deal — *half Preferred, half Common* — mirrors the 2009 **Yuri Milner "DST Deal"** with **Facebook**, where Milner gave **Zuckerberg** \$200M for **1.96% at a \$10B valuation**. The logic behind that deal — *and ours* — was to allow Mr. Thomas to purchase *primary dollars in Preferred Stock* while buying *Common Stock* to bring down the **dollar cost average** of the investment, ensuring both *protection* and *long-term anti-dilutive upside*.

Too often, LPs applaud a 6x fund return without realizing that the vast majority of companies in the portfolio were quietly marked down or written off. A \$3B exit may make a \$500M fund look great on paper — but it hides a poor per-deal MOIC and shallow firm-wide strategy. Labs' Series Seed deal was designed to counter that pattern: to create early-stage compounding investor upside, through long-term founder alignment, **not just capital**, and paper markup wins.

Not Just Capital — Alignment

This was not a round based on *liquidity needs, short-term revenue, or product-specific inflection*. Instead, our founders sought a **long-horizon partner** not constrained by **LP liquidity pressure** — one who saw *beyond the Yuhmmy App*, into the architecture of a **next-generational company**. A company rooted in the future promise of **superintelligence** and scaling across **7 scientific modalities**.

Because our founders, **Maya and Duránd**, are also funders, they approached this round with **investor precision** — structuring the deal to reflect both **creative finance** and **firm belief**. The **FOAD Clause** is their testament to *building boldly* and *protecting early trust*.

They also believe in an *Open Source Funding* model — one where founders and funders (where legally permitted) share deal structures, protections, and frameworks to help the next generation build better. In their assessment, the system works better when information isn't gatekept. This isn't just a raise — it's a reference design.

Beyond Price Basis: The MDSVR Approach to Valuation

While most startups are priced using conventional methods — purchase basis, revenue multiples, and EBITDA forecasts — Labs, is not valued that way. Instead, our founders employed what we now call the **MDSVR Framework: Maya and Duránd Startup Valuation Rubric**.

This multi-layered methodology combined intrinsic valuation (DCF), comparative IRR analysis, qualitative return-vs-risk filters, and opportunity cost benchmarks — then projected that across AI, immersive realities, blockchain/crypto, scientific-scale infrastructure, and hardware. The result was not just a traditional valuation model — it was a new valuation philosophy.

Peter Thiel once said, *“I think the way one should always try to pitch the value of a company is by explaining why it will be worth a lot more in the future and why investors are getting to invest at a point where it’s a lot cheaper.”*

He rejects the notion that valuation should be a premium on the past. Instead, he argues, it should be a **discount on the future**.

Our Founders and Mr. Thomas fully agreed.

This round was not priced as a markup on previous milestones. It was calibrated as an early stake in something profoundly more ambitious. A chance to own **0.5% – 2.0% of a potential trillion-dollar superintelligence everything supercompany** — a potential 200x+ return on a successful high-scale projected outcome.

Maya and Duránd — along with Mr. Thomas and his family office — didn’t rely on a ‘vibe valuation’ or comps. They ran their own math-models. They studied Thinking Machines (\$10B, pre-product/launch), Safe Superintelligence (\$32B, pre-product/launch), and benchmarked them against Yuhmmy App, and the company's multilabs architecture powering AI, AR/VR, blockchain, financial technologies, experiences, experimental sciences and hardware technologies.

They didn't see this as a defensive valuation. It was an offensive one designed to compound the stretch-goal across seven scientific modalities.

That’s why the MDSVR Framework was necessary. Because Labs doesn’t fit inside the old financial frameworks.

Our founders see the current AI landscape in **three capital stages**:

1. **R&D Capital Era** — Model building, deep science, and foundational infrastructure.
2. **Product Capital Era** — Crossover rounds tied to working prototypes and platform expansion.
3. **Market Share Capital Era** — Capital to dominate categories like Enterprise AI, B2B AI, Consumer AI, Defense AI, Industrial AI, and other AI-integrated systems.

The \$10B valuation reflects the forward-modelled economics of Labs' architecture — not its present-day revenue, but its ability to support multiple multi-billion-dollar businesses under one vertically integrated structure. With monetization frameworks already in place across products like Yuhmmy, the business is designed to scale efficiently across subscriptions, advertising, transactions, and tokenized ecosystems. The valuation was set based on projected enterprise value potential, not short-term benchmarks — aligning with how modern market leaders are priced at the infrastructure stage.

Our founders also didn't initially want to bring in outside investors to fund the company. In an early conversation with Maya, Duránd shared how he was inspired by Phil Libin's honest reflection on building Evernote, in his "*No Exit Strategy for Your Life's Work*" Stanford eCorner talk, where he especially regretted selling something that he argued should've remained a lifelong commitment. That resonated deeply. As Duránd put it, "*This time, we won't build for an exit — we'll build because this is our life's work.*" The intent wasn't to chase a round — it was to ensure that the Cap Table remained lien. Also, to create a self-sustaining company with the depth and conviction to outlast capital cycles. One seeded from their own funds. One powered by what it produces.

Why Build Across the 7 Modalities of Science?

At Labs, we believe the most important frontier of the future is **human health**.

Duránd has lived with chronic asthma since birth — *hospitalized for months at a time as a child*, and still managing its effects today.

Maya has endured *musculoskeletal issues specifically related to fascia* and experiences *hyperemesis gravidarum (HG)* during pregnancy.

As a **married couple** — and **parents of nine** — they're building for a future they want their children to inherit. One where technology enhances human existence. One where systems of **food, healthcare, and sensory computing** are reimaged — which is why they live a *clean vegan lifestyle* and believe the **food, beverage, and consumer industries** can be rebuilt, starting with how we **taste, transact, and interact** — through the world of **Yuhmmy**.

Fueling What Comes Next

The capital raised in this **Series Seed** round will be strategically deployed to accelerate Labs' mission across key dimensions of science, intelligence, infrastructure, immersion, and social human experiences:

- **AI & Contextual Cognition**

Scale our *superintelligence research lab* by expanding STAMs (Social-Taste AI Models™) and STAGs (Social-Taste Agents™) face-to-face™ models, while accelerating deployment of LaLaMo, Lamimo, and Lasamo — our family of foundational models powering perception, cognition, and sensorial systems.

- **Product Development**

Advance core product innovation within the Yuhmmy App, integrating real-time YuhmmyAI personalization and enhancing member experiences that connect taste, identity, and social engagement.

- **Hardware Systems**

Drive the RD&R of projectLARG (Labs AR Gadgets) and Yuhmmy's projectPARG (Palate smARt Gadgets), foundational to Labs' sensory computing stack and future face-wearable technologies.

- **Ecosystems and Economies Expansion**

Scale the FinTaste™, T-Commerce™, and TasteEd™ ecosystems — broadening the utility of Yuhmmy Money, Taste Now Pay Later (TNPL), taste-based learning, and Micro Taste-Transactions™ across the Commercial-Taste Industry™, and its Tasteconomy™, Craveconomy™ and Cuisineconomy™.

- **Market Penetration**

Launch targeted localized U.S. go-to-market initiatives with college students starting in Los Angeles at USC and UCLA, strategic partnerships, and international campaigns to expand Labs' supercompany and super app footprint

— to deepen member acquisition across key regions like APAC, MENA, EMEA, LATAM, DACH, and Nordic countries — for Yuhmmy Brands, Yuhmmy App, Yuhmmy Premium and Yuhmmy Business.

- **Operational Infrastructure**

Invest in talent, regulatory systems, internal platforms, and scalable architecture to support Labs' global expansion and long-term innovation velocity.

- **Executive Team Management**

Build a strong *executive team* with a superintelligence-first agenda to drive efficiency across the entire Org. Here's a list of those initial 25 executives, across our *Areas of Work*, our founders have outlined to hire over the next 18-months:

AI, Science, and Health

Chief AI and Technology Officer (CAITO)

Chief Science and Research Officer (LabsX)

Chief Medical Officer (LabsX)

Chief Clinical Operations Officer (LabsX)

Operations, Business, Revenue

Chief Operating Officer

Chief Business and Revenue Officer

Chief Advertising and Sales Officer (CASO)

Chief Commercial and Partnerships Officer

Chief Economic and Monetization Officer (CEMO)

Marketing, Brand, Creative

Chief Marketing and Communications Officer

Chief Brand, Experience and Design Officer (CBEDO)

Chief Creative and Content Officer (C2CO)

People, Product, Platform

Chief People and Talent Officer

Chief Product and Platform Officer

Chief Hardware Officer

Infrastructure, Security, Trust

Chief Information Security Officer (CISO)

Chief Data and Infrastructure Officer

Chief Safety and Trust Officer

Legal, Compliance, Public Affairs

Chief Legal Officer

Chief Compliance Officer

Chief Global Affairs Officer

Chief Public Affairs Officer

Finance, Tax, Facilities, Locations

Chief Financial Officer

Chief Accounting and Tax Officer (CATO)

Chief Places Officer

Yuhmmy App: The Flagship of Labs' First Public Emergence

At the center of Labs' emergence and debut is Yuhmmy App— a **social-taste engine** pioneering the next frontier of Crave Culture™, Taste Commerce™, and Crave Communities™.

The World's First Social-Taste Super App™

Yuhmmy App is the world's first **Social-Taste Super App™**—a platform for fun, funny, and flavorful audiovisual culinary-conversations.

Yuhmmy as Social-Taste™

Social-Taste™ is a new category of connection built on a universal human truth: **we all eat, we all drink, we all love flavors, and we all crave.**

Where traditional social networking was architected on Moore's Law—treating people as exponential nodes in a growing network—Web2 positioned individuals as content creators and consumers, with their posts, likes, and shares forming the connective tissue of digital life. In that system, people were the nodes, and content was the product.

Social-Taste™ flips this framework. It's not built only around people as digital personas—it's also built around taste as a daily necessity. By making tastes, flavors, cravings, and culinary experiences the center of interaction, **Social-Taste™** creates a deeper and more natural layer of engagement—because eating and drinking aren't optional; they're essential.

Through **Yuhmmy App**, members don't just share updates—they react in real time to tastes, dishes, and sensory experiences. It's social connection grounded in appetite, audiovisual expression, and elevated by a shared craving to explore, dishcover™, and enjoy the world through flavor.

Yuhmmy as a Super App!

A **Super App** is a mobile-to-multiple devices ecosystem that integrates a wide range of services—social networking, discovery, payments, e-commerce, and more—into one seamless experience. Pioneered in Asia by platforms like WeChat, Grab, Gojek, Kakao, LINE, and Pinduoduo, Super Apps have redefined how humans engage with everyday life. Pinduoduo, in particular, merged group buying with social commerce, showing the power of community-driven experiences. **Yuhmmy App** brings this model to the culinary world—making tastes, flavors, and cravings conversational while turning commerce into something beautifully social and irresistibly fun.

Unlike horizontal Super Apps that sprawl across disconnected service categories (like WeChat offering ride-hailing, bill payment, and gaming), Yuhmmy is a *same-sector* Super App—hyper-focused within a single, unifying domain: **Taste**. Every sub-sector

Yuhmmy touches—food service, culinary jobs, recipe sharing, cravings, taste reactions, flavor reviews, local home-cooking commerce, even taste-based entertainment—is intrinsically tied to taste, forming a vertically integrated ecosystem of sensory-driven value. Whether you're applying for a job at Burger King, ordering from a Michelin-starred chef, or reacting to a gummy bear on camera, it all happens inside the **Yuhmmy App**.

What also sets Yuhmmy apart is that it was designed as a **Super App** from day one—and built during the AI era. This stands in stark contrast to legacy platforms like Snapchat, which struggle to retrofit complex integrations into older foundations. Even Meta faces fragmentation by stretching similar features across Facebook, Instagram, and Threads without a unified brand thesis. X (formerly Twitter), despite its ambition to become an “everything app,” remains tethered to its legacy identity. Yuhmmy, however, is born native: unified, intentional, and built to scale fluidly across AI, commerce, and sensory expression—without breaking its brand. **Yuhmmy App as a Social-Taste Super App™ was built under the proverb: *Begin as you mean to go on.***

Built to reimagine how people engage with taste, delight, and dishcovery™, the Yuhmmy App spans a range of unique features:

- **Taste Reactions™** — emotion-driven ultra short taste video responses like 2-second Taste Teases™, 4-second Flavor Flashes™, 6-second Savor Snaps™, 8-second Crave Clips™, and 10-second Munch Moments™.
- **Tasterooms™** — live real-time audiovisual drop-in parties for shared taste experiences and Crave Community™ expression.
- **Taste Sports™** — a Competitive-Tasting™ layer where snackers, sippers, and Tastethusiasts™ turn food and drink into sport.
- **Taste Drops™** — limited-release, crave-worthy PalateProduct™ drops and Crave Collectibles™.
- **Tastestreams™** — taste-based live streams, and live Taste Sales™ / Taste Shopping™ from the frontlines of flavor, food culture, drinks, and Tastertainment™, powered by Yuhmmy Live.
- **Tastechat™** — a rich conversational messenger designed around flavor, food, and Crave Culture™ dialogues.

The 20-Star Taste Experience™

At the heart of Yuhmmy lies **The 20-Star Taste Experience™**—a rich framework that spans the full spectrum of taste across four “C” categories:

Consumption (Mouthwatering Delights)

Savor what you eat, sip, and indulge in: *Food, Drinks, Sweets, Snacks, and Recreational Flavors.*

Culinary (Art of Cooking)

Master the making of every bite: *Flavors, Seasonings, Sauces, Recipes, Cuisines, Nutrition, Diets, Preservation, and Preparation.*

Complements (Enhance the Experience)

Elevate every taste with: *Condiments, Toppings, Catering, and Pairings.*

Captivation (Irresistible Desires)

Indulge in cravings and deepen sensory connection: *Cravings, and Sensory.*

Commercial-Taste Industry™ (CTI): Ecosystems and Economies

Yuhmmy is pioneering an entirely new economic sector by merging **foodtech, fintech, AI, XR and social commerce** into a unified set of ecosystems and economies.

Ecosystems

- **FinTaste™ Ecosystem** powers Tastebank, Yuhmmy Wallet and Yuhmmy Money, including Cravecash, Cravecoins, Tastecoins, Tastetokens, Yuhmbucks, and services like Yuhmmy Prizes, Yuhmmy Earn, Yuhmmy Endorse, Yuhmmy Rewards, and Yuhmmy Pay.
- **Tsports™ Ecosystem** powers YuhmmyVS and the competitive world of Taste Sports™ and Taste Leagues™.
- **Tastertainment™ Ecosystem** powers Yuhmmy Music, Yuhmmyevents and its annual Yuhmmylicious Week, blending online-to-offline flavor experiences.
- **TasteEd™ Ecosystem** powers Yuhmmy Learn, creating a new education vertical for taste.

- **Tastespitality™ Ecosystem** powers YuhmmyHouse, an elevated Social-Taste Super Club™ based on Crave Culture™ and culinary taste realty.
- **T-commerce™ Ecosystem** powers Yuhmmy Seller, Yuhmmy Market and TNPL / Taste Now, Pay Later — AI-personalized Micro-Taste™ financing models that bundle daily cravings into flexible, crave-friendly payment structures.
- **Taste Delivery™ Ecosystem** powers Yuhmmy Bites, real-time Taster-to-Taster™ (T2T) dishcovery™-to-delivery experiences.
- **Taste Immersion™ Ecosystem** powers Spatial-Tasting™ environments that will build upon our Yuhmmy AR/VR, and Yuhmmyverse platforms.

Economies

- **Tasteconomy™** fuels micro Taste-Transactions™ across food, drinks, sweets, snacks and recreational flavors.
- **Craveconomy™** drives social-craving as economic and cultural currency.
- **Cuisineconomy™** links Cravecreators™, chefs, and tastemakers to the cultural and financial value of food.

Yuhmmer™: A New Kind of Palate Persona™

A **Yuhmmer™** is a member and active participant within the **Yuhmmy App** — turning everyday Munch Moments™ into Crave Content™, T-commerce™, and Crave Communities™. **Yuhmmers™** represent a new type of identity within the **Commercial-Taste Industry™**, blending creativity, entrepreneurship, education, entertainment, and competition — all through the universal ***language of taste***.

Our evolving short-list of **Palate Persona™** taste identities. We utilize our own vocabulary to define what it means to be a **Yuhmmer™**:

Palate Personas™

- **Tastetpreneurs™** — Entrepreneurial builders of taste-based businesses.
- **Tastefluencers™** — Crave-driven creators shaping influence through taste.
- **Tastebassadors™** — Social connectors representing Crave Communities™.
- **Tastethusiasts™** — Passionate lovers of flavor who amplify Dishcovery™.
- **Tastevangelists™** — Mission-driven advocates who spread the gospel of flavor.
- **Tastetalent™** — Chefs, hosts, and tastemakers elevating culinary culture.
- **Cravecreator™** — Audiovisual storytellers capturing cravings as content.
- **Tastestreamers™** — Live Cravecasters™ who engage real-time audiences through Yuhmmy Live.
- **Taste Droppers™** — Curators of exclusive, time-sensitive Crave Content™ and craveworthy PalateProduct™ based Taste Drops™.
- **Taste Teachers™** — Educators who share expertise through Taste Classes™ and Tasteschools™.
- **TasteTutors™** — Taste Trainers™ offering personalized taste education and flavor guidance.
- **Crave Coaches™** — Munch Mentors™ who train and strategize for Taste Sports™ competitions.
- **Palate Players™** — Competitive tasters who showcase skill, speed, and creativity on Taste Teams™.
- **Tastertainers™** — Entertainers blending taste with showmanship and storytelling.

Social-Taste Apps: Micro Taste Verticals

- **Crave Channels™** — Subscribe and endorse Cravecreators™ through paid micro-memberships.
- **Craveclubs™** — Premium taste spaces nested inside Crave Channels™.
- **Crave Communities™** — Personalized crave environments shaped by Crave Channel™ access Craveclub™ memberships.
- **TasteCloud™** — A business Dashboard™ for the Commercial-Taste Industry™ (CTI).
- **Taste Charts™** — Daily TasteRanks™ of dishes and Yuhmmers™ by location.
- **Tastecally™** — Book Taste Classes™, chef experiences, and Crave Community™ tastings.
- **Tastetally™** — Track calories, nutrition, and taste-based wellness.
- **Linktaste™** — Promote yourself as a Tastetrepreneur™ or Yuhmmy Seller™.
- **Yuhmmygames™** — Taste-based games built across the Yuhmmy ecosystem.
- **Yuhmmy Watch™** — Upload and watch long-form taste-driven Crave Content™.
- **Yuhmmy Video™** — Edit Crave Content™ using YuhmmyAI, Tastetools™, Tastelytics™ and TasteOS™.
- **Yuhmmy Photo™** — Create crave-ready visuals with editing Tastetools™.
- **Yuhmmy Voice™** — Host Palatepods™ and broadcast live on-air Cravecasts™.
- **Yuhmmy Sound™** — Original Taste Effects™ and crave-centric audio drops.
- **Yuhmmy Maps™** — Dishcover™ and Palatepin™ places using the Taste Atlas™.
- **Yuhmmy!reads™** — Publish and explore Tastenews™ and thought pieces.

- **Yuhmmy Campaigns™** — Support social-taste DishDonations™ and CraveCauses™.

Yuhmmy Brands™

Yuhmmy Brands™ — also known as Taste Brands™ — are extended expressions of the Yuhmmy ecosystem. They are not consumer packaged goods (yet), but rather software solutions and offline experiences designed to enhance the personalization, discoverability, and real-world relevance of the Yuhmmy App. They allow members to navigate Yuhmmy based on Palate Preference™ — activating their Taste Identity™ through both digital behaviors and IRL activations.

A **Yuhmmy Brand™** is both a **category signal** and a **community layer** — where content, filters, Taste Reactions™, and in-app flows are organized and expressed through flavor:

Food

For savory staples, everyday meals, and iconic food categories:

- **Yuhmmy Food** – The universal hub for all food-based **Crave Content™**.
- **Yuhmmy Pizza** – A slice-focused hub for regional, gourmet, and fast-casual pizza culture.
- **Yuhmmy Burgers** – Smash patties, stacked bites, and burger battles from all corners.
- **Yuhmmy Tacos** – From street trucks to taquerias, where taco flavors take center stage.
- **Yuhmmy Wings** – Flavor-forward wing tastings, heat levels, and crispy debates.
- **Yuhmmy Hot Dogs** – Regional takes on a global classic — loaded, grilled, or street-served.
- **Yuhmmy Sushi** – Where visual precision meets raw taste expression.

- **Yuhmmy Ramen** – Broth, noodle, and topping journeys from Tokyo to LA.
- **Yuhmmy Mushrooms** – Culinary and functional fungi; gourmet, wild, and future foods.

Drinks

For beverages that energize, calm, or complement any **Taste Identity™**:

- **Yuhmmy Water** – Still, sparkling, mineral, and aesthetic — water gets its own flavor lane.
- **Yuhmmy Coffee** – Baristas, beans, brews, and rituals of daily taste.
- **Yuhmmy Tea** – Ceremonial or casual, iced or steeped — tea lovers unite.
- **Yuhmmy Wines** – Varietals, pairings, and vineyard expressions.
- **Yuhmmy Cocktails** – Mixology, flavor layering, bar culture, and crafted pours.

Sweets

For the sugar-forward palates and dessert-driven cravings:

- **Yuhmmy Cookies** – Classic and creative cookie culture; soft, crispy, or stuffed.
- **Yuhmmy Donuts** – Iced, glazed, and powdered sweet statements.
- **Yuhmmy Ice Cream** – Creamy categories of cones, sundaes, and frozen flavor flights.
- **Yuhmmy Berries** – Seasonal, sweet, antioxidant-rich taste inspiration.
- **Yuhmmy Apples** – Crispness, tartness, and orchard expression in every bite.

Snacks

For quick bites, cravings, and taste-between-meals:

- **Yuhmmy Chips** – Crunchy, salty, spicy, and globally inspired snacking.
- **Yuhmmy Popcorn** – Theater treats, caramel coats, and buttery classics.

Recreational Flavors

For social, sensory, and mood-driven taste experiences:

- **Yuhmmy Hookah** – A social layer of flavors and lounges built around ritual.
- **Yuhmmy Cannabis** – Taste meets terpene in the new wave of edible and herbal experiences.
- **Yuhmmy Cigars** – Refined, aged, and paired with nuance — taste beyond consumption.
- **Yuhmmy Vapes** – A flavor-forward space for vape tastemakers and trend drivers.

Yuhmmy Characters™

A core part of the Yuhmmy's ecosystems and economies, representing digital and physical taste valuables (DPTVs), and personality-driven Crave Collectibles™ rooted in taste, flavor, and social expressive cravings. Yuhmmy Characters™ also come in the form of Taste Effects™ throughout the Yuhmmy App, categorically as:

- **TasteToons™** — Animated bite-sized digital Palate Personas™ that Tastertain™, educate, and Yuhmote™ across the Yuhmmy App.
- **FlavorFriends™** — Tasteful allies like JabJerky™ helping Yuhmmers™ dishcover™, share, and unlock the flavors they love most across the Yuhmmy App.
- **PalatePups™** — Lovable, loyal taste-based CraveCreatures™ that sniff out tastes, flavors, cravings, MunchMoods™, and hidden GrubGems™ across the Yuhmmy App.

More than a social network, **Yuhmmy App** is also the world's first experiential, **real-time taste-based rewarding system**, powered by:

PACK — The Taste-Based Protocol

- **Participation**
Show up in the Tasteconomy™ by actively reacting, sharing, and engaging with others in real time.
- **Attribution**
Let your flavor fingerprint be known by expressing your personal taste identity and Palate Preferences™.
- **Contribution**
Grow the Yuhmmer™ community by amplifying other tasters, curating experiences, and spreading crave-powered culture.
- **Knowledge**
Enrich the Yuhmmer™ community with flavor insights — from Tastecipes™ to hidden GrubGems™ to decoding Crave Commentary™.

This means, **Yuhmmy App** gives tasters the ability to have fun, be funny, and flavorful — while turning craveable conversations into income and forging flavor-first Crave Communities™ from street carts to fine dining tables — all while shaping a new kind of identity rooted in **taste**.

A \$1 Trillion Taste Market

Despite their cultural ubiquity and economic scale, the global food and beverage, snack, confectionery, and restaurant industries have long remained siloed — fragmented across packaging, logistics, advertising, loyalty, and service with little technological cohesion.

While innovation has reached the shelf and the kitchen, it has rarely reached the stack. These industries lack a unified infrastructure for how taste is expressed, personalized, distributed, or monetized across the digital and physical worlds.

There is no vertically-integrated “**Taste Stack™**” — no connective layer that transforms craving into data, content into commerce, or consumption into community.

Based on 2025 data from Statista, Mordor Intelligence, Grand View Research, Global Data, and Allied Market Research, the global food, beverage, snack, confectionery, and restaurant industries collectively generated over **\$10 trillion** in

revenue — yet remain **minimally touched by artificial intelligence**, particularly when it comes to **social systems at scale**. Labs' goal is to change that.

We define this as the **\$1 Trillion Taste Market Opportunity** — a present-day unlock of value through AI transformation of one of the world's largest, most under-innovated consumer categories. Through **YuhmmyAI** and our proprietary **Taste Intelligence™**, **LabsAI** is bringing **contextual-cognition**, **perception-based computing**, and **sensorial systems** to the **taste layer** — enabling real-time personalization, dynamic flavor modeling via **STAMs** (Social-Taste AI Models™), **STAGs** (Social-Taste Agents™), face-to-face™ models like FacefieAI, and crave-powered behavior prediction across the entire **Commercial-Taste Industry™ (CTI)**.

From **bite to byte**, we're redefining how the world craves, dishcovers™, and experiences flavors.

Yuhmmy App is our flagship product and entry point into this opportunity. It activates Labs' **SAT Framework**, delivering:

- **Subscriptions**, through **Yuhmmy Premium** — our suite of paid-memberships.
- **Advertising**, through **Yuhmmy Promote** — our suite of TasteAds services.
- **Transactions**, through **Yuhmmy Marketplace** — our suite of 2-to-4 sided services.

— We also power a small business and enterprise suite of services under the [Yuhmmy.biz](https://yuhmmy.biz) / **Yuhmmy Business** moniker.

This integrated structure powers recurring revenue, expression-based advertising, and taste-driven commerce — all within a single platform. The **SAT Framework** flows directly into our **BREMS Stratagems** architecture — our proprietary system for orchestrating **Business, Revenue, Economic, Monetization, and Sales** strategies across taste-touchpoints.

As artificial intelligence reshapes sector after sector, **taste is no longer an afterthought** — it's a **trillion-dollar** frontier. **Labs** is building the superintelligence infrastructure to lead it. **Yuhmmy App** is the first platform to embody Labs' core research in **perception-based intelligence**, **sensorial systems**, **contextual-cognition**, and **real-time micro-interaction**.

Mission. Vision. Purpose. Philosophy.

At **Labs**, we believe the future isn't something we inherit—it's something we shape.

- **Our Mission:** Inspire creativity to shape futures that help build communities and advance **human capabilities**.
- **Our Vision:** Accelerate the evolution of embodied existence to improve lives by unlocking **human capacity**.
- **Our Purpose:** Elevate possibility through design, intelligence, and a shared imagination to expand **human potential**.
- **Our Philosophy:** Reimagining the dimensions of science redefines knowledge guiding the course of **human progress**.

1 Company, 7 Labs

Each lab is a distinct but interconnected node in a constellation focused on **human-enhancements**. Together, they make up the foundation of our operating structure and innovation strategy. This allows us to become *humanity-integrated* as a company as we expand the **Yuhmmy** brand and beyond to other verticals.

- **lab1: Labs Intelligence** — Our superintelligence RD&R lab builds contextual-cognitive frameworks, sensorial AI models, and perceptive systems. Through LabsAI, LabsML, LabsIQ, LabsLQ, LaLaMo, Lamimo, and Lasamo, we're shaping intelligence that perceives, emotes, and reasons alongside humanity.
- **lab2: Labs Realities** — Engineering extended reality and immersive technologies across AR, VR, MR, and RR (Replacement Reality™). We are developing the Labsverse, a suite of multidimensional-metaverses, and embodied digital environments that enrich how we sense, perceive and experience reality like *Labs Worlds and Yuhmmy AR/VR, including its Yuhmmyverse*.

- **lab3: Labs Blocks** — Designing decentralized frameworks for a programmable internet. With tools like Labschains, Labswebs, and tokenized infrastructure, we're helping define the next web from Web3 to Web6.
- **lab4: Labs Crypto** — Inventing financial systems built for contextual-cognitive economies. We're designing the Labs Wallet, Labscoins, and Tastetokens, advancing cryptographic technologies and our frontier Cryptoquants™ that support decentralized-AI value and trade economies.
- **lab5: LabsX** — Exploring frontier science across quantum computation, dna computing, neuroscience, nanotechnology, nanoengineering, biotechnology, biochemistry, bioengineering and biosystems. We're building foundational experimental science-labs like: Labsquant, Labsbio, Labsnano, Labsneuro, Labsgenomics, and Labspeutics to push the edge of what's scientifically possible in enhancing human ability, health, existence and longevity.
- **lab6: LavLabs** — The human-experience lab and home of Yuhmmy App, and Workbatch, LavLabs creates technologies that connect with taste, expression, workplaces, memory, and emotion—elevating experiences into moments of joy, creativity, connection, and community.
- **lab7: Factory5227** — Our advanced hardware lab building wearables, devices, electronics, machines, and embedded chip systems including projectLARG (Labs AR Gadgets) and Yuhmmy's projectPARG (Palate smARt Gadgets), for developers building within the LabsOS, LabsXR OS and LabsboticsOS ecosystems.

Labs was born from a belief that technology should elevate human potential, not replace it. Not to disrupt for disruption's sake—but to design, intelligently and intentionally, for what matters most: our shared human journey, across many modalities of life. In fact, the literal definition of **Human-enhancement** is the natural, artificial, or technological alteration of the human body in order to enhance physical or mental capabilities. It's our mission, it's our DNA and it's why we exist.

Moving humankind forward™

This Series Seed round marks more than just a financial milestone—it affirms the founding thesis of Labs: that the next great technology company will not simply live inside screens, but extend into the senses, the self, and society. We are building the **everything supercompany** for **superintelligence** and **human-enhancement**,

designed for the most significant breakthrough in human history—the convergence of intelligence, embodiment, and emotion. While the **Yuhmmy App** opens version 2.0 this summer, Labs is preparing for a future beyond the confines of the mobile device, where software meets selfhood, and digital systems become sensorial, expressive, and alive.

What's ahead is not just a product life cycle — it's a planetary shift. Superintelligence is accelerating beyond trend status, charging toward a \$100 Trillion global industry in the making. It's an unprecedented opportunity for Yuhmmy to build technologies that reimagine how we live, learn, eat, heal, create, and connect — and Labs is building at the frontier.

This is why we didn't set out to build a typical tech company. We set out to build a company for humanity—and we mean that in the most personal way — designed for possibility, built for humankind.

A Family of Labs; 1 Company, 7 Labs

“It's such a special moment as the world awaits the first 1-person billion dollar AI company; we did it with 2-people.”

— **Duránd F. Davis Jr., Founder & CEO**

— **Maya Elz Davis, Co-Founder & President**

Labs Has a New Homepage: Introducing Labs Website 2.0

Today's *Series Seed* announcement also coincides with the debut of Labs Website 2.0—a bold new digital presence architected by our Co-Founder, Vice Chairwoman, President, and Chief Ecosystem Strategy Officer, **Maya E. Davis**. This is more than a redesign—it's a redefining of what a company website must become in this era of human evolution. Every pixel, word, and flow reflects our full-stack RD&R engine, multilabs PSPT ecosystem, and the constellation of our seven core, and cluster labs powering our pursuit of advancing human-enhancement technology. Labs Website 2.0 is a new destination for the mind to wonder—it's an operating system of imagination for the future we're building.

Browse A New Frontier for Humanity Here → www.labscompanies.com

Labs Newsroom

Read the Official **Labs Announcement Brief** here →

<https://SeriesSeedBrief.com>

Want to Join the Tube?

*If you're interested in playing a role in **amplifying human potential**, we're hiring →*
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