

X-Alpha – High-Level Business Strategy

6116 AI

Vision

X-Alpha is an AI-powered crypto intelligence platform designed to monitor Crypto Twitter/X, identify influential accounts, reverse engineer historical performance, detect emerging narratives, and surface actionable trading signals before they become widely known.

The long-term vision is to build the leading consumer-facing crypto intelligence and signal platform powered by AI, social analysis, and behavioral data.

This is not meant to be positioned as “just another alerts platform.”

The positioning is:

- AI-powered market intelligence
- narrative discovery
- influencer trust scoring
- social alpha detection
- crypto information compression

The ultimate goal is to become a daily-use platform for active crypto traders and eventually expand into institutional-grade intelligence tooling.

Primary Business Goal

Primary Target:

- Build X-Alpha into a \$10M+ ARR SaaS business

Secondary Targets:

- Achieve high-margin recurring revenue
- Create a scalable consumer fintech product
- Build a defensible data moat

- Develop proprietary influencer scoring systems
 - Potentially expand into APIs, institutional tools, and advanced automation later
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Market Opportunity

Crypto Twitter/X remains one of the largest and fastest-moving information ecosystems in crypto.

Estimated crypto-related active users on X:

- Approximately 20M–50M users engage with crypto content monthly
- Estimated 2M–10M highly active “Crypto Twitter” users

The target market is not all crypto users.

The ideal audience is:

- active traders
- speculative traders
- meme coin traders
- alpha hunters
- power users
- smaller crypto funds
- crypto-native users who spend hours/day consuming information

Even a very small market penetration can create a substantial business.

Example:

- 5,000 paying users at ~\$180 blended ARPU = ~\$10.8M ARR

This represents only a tiny fraction of the overall crypto audience.

Core Product Strategy

The initial focus should be on building a highly engaging intelligence platform that users check multiple times per day.

The platform should:

- reduce noise
- surface meaningful signals
- save users time
- identify early opportunities
- help users avoid bad influencers
- create actionable intelligence

The goal is habit formation.

We want users opening X-Alpha daily as part of their trading workflow.

Phase 1 – MVP

Initial Product Features:

- influencer tracking
- token mention tracking
- mention velocity detection
- AI summaries
- trust/ranking system
- Telegram + Discord alerts
- dashboards
- watchlists
- signal notifications

Core Objective:

- validate signal quality
- validate user engagement
- validate retention

This phase is primarily about proving that the product creates value and habit loops.

Unique Strategic Advantage

One of the most important aspects of X-Alpha is that the user base itself becomes part of the research engine.

Users are effectively crowdsourcing market intelligence into the platform.

The system benefits from:

- users identifying new influencers
- users monitoring emerging narratives
- users surfacing profitable accounts
- users naturally discovering new pockets of alpha

This creates a powerful flywheel:

- more users
- more intelligence
- better signals
- stronger rankings
- improved data quality
- stronger product value

Over time, this becomes an increasingly difficult dataset for competitors to replicate.

Internal Trading Intelligence Opportunity

A major secondary opportunity is that the platform itself becomes an internal intelligence and research system for 6116 AI.

The public-facing platform will operate on a slight delay, which will be fully disclosed in platform documentation and user agreements.

This creates a unique strategic advantage:

- the platform can internally process signals before public deployment
- top-performing influencers can be identified in real time
- the system can internally rank users and contributors
- profitable behavioral patterns can be tracked
- signal quality compounds over time

The most valuable aspect is that users themselves are continuously improving the dataset through platform usage and influencer discovery.

Over time, we can build:

- internal leaderboards
- influencer performance rankings
- profitability scoring systems
- historical tracking systems

- behavioral intelligence models

This allows us to identify:

- the highest-performing influencers
- the fastest-moving narratives
- the most predictive accounts
- the strongest repeatable signal patterns

Potentially, this could allow internal deployment of capital based on the highest-performing signals and influencers identified through the platform.

Importantly:

- the public product remains a SaaS intelligence platform
- users receive substantial value from the platform itself
- the intelligence layer improves as the network grows

This creates a highly scalable feedback loop where the platform's user activity continuously strengthens the proprietary internal dataset.

Pricing Strategy

Initial pricing should be simple and optimized for recurring revenue and low friction onboarding.

Starter – \$99/month

Target Audience:

- casual traders
- newer users

Includes:

- limited tracked accounts
- delayed signals
- limited dashboards
- basic analytics

Purpose:

- maximize conversion volume

Pro – \$249/month

Target Audience:

- active traders
- power users

Includes:

- real-time alerts
- full dashboards
- AI summaries
- advanced analytics
- custom watchlists

Purpose:

- likely primary revenue driver
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Elite – \$499/month

Target Audience:

- high-frequency users
- funds
- advanced traders

Includes:

- API access
- advanced analytics
- wallet overlays
- priority support
- custom tracking

Purpose:

- maximize ARPU
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Revenue Model

The model is highly attractive because incremental user cost should remain low once infrastructure is built.

Potential Gross Margins:

- Target: 85–90%

Primary Costs:

- Twitter/X data infrastructure
- AI inference
- proxy infrastructure
- engineering
- customer support
- marketing

The advantage of this model is that infrastructure costs should not scale linearly with revenue.

Key Metrics We Need To Track

Financial Metrics

- MRR
 - ARR
 - blended ARPU
 - gross margins
 - CAC
 - LTV
 - payback period
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Product Metrics

- DAU/MAU ratio
- retention
- churn
- daily sessions

- alerts opened
 - user engagement time
 - conversion rates
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Marketing Metrics

- CAC by channel
 - organic acquisition %
 - referral rates
 - influencer campaign ROI
 - conversion funnel performance
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Customer Acquisition Strategy

The business will likely live or die based on distribution and retention.

Organic Twitter/X Strategy

This should become a major acquisition channel.

We should:

- post signal screenshots
- post trending narratives
- publish influencer rankings
- show “top performing accounts”
- release market insights
- publish AI-generated market summaries

The goal:

Make X-Alpha itself become a trusted crypto intelligence account.

Influencer Strategy

Likely one of the highest ROI channels.

We should:

- partner with mid-sized crypto influencers
- create affiliate structures
- create tracked referral systems
- incentivize recurring subscriptions

Target:

- 10k–100k follower accounts initially
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SEO Strategy

Long-term acquisition moat.

Potential SEO targets:

- best crypto Twitter accounts
- best crypto tools
- best meme coin trackers
- best crypto alert platforms
- crypto narrative tracking
- crypto sentiment tools

This can become a powerful long-term low-CAC channel.

Viral Acquisition Tools

Potentially huge growth driver.

Ideas:

- free influencer score checker
- free narrative tracker

- top trending token dashboard
- top CT accounts leaderboard

The goal:

Use free tools to drive inbound traffic and conversions.

CAC Targets

The economics only work at scale if CAC remains disciplined.

Ideal Targets:

- blended CAC under \$500
- target CAC under 3 months payback
- ideally CAC:LTV ratio better than 1:4

Example:

If blended LTV becomes ~\$2,000+:

- a \$300–500 CAC can work very well
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Retention & Churn Strategy

Retention is more important than acquisition.

If users check the platform multiple times daily:

- churn drops
- referrals increase
- LTV expands dramatically

Retention mechanisms:

- daily alerts
- personalization
- watchlists
- community
- AI summaries
- market recaps

- gamification
- reputation systems

Goal:

Become embedded into users' daily trading workflow.

Technical Requirements

Core Needs:

- backend infrastructure
- frontend/dashboard UI
- scraping/data systems
- AI processing layer
- authentication system
- Stripe billing
- subscription management
- alerting infrastructure

Must-Haves:

- clean UX
 - fast alerts
 - reliable infrastructure
 - mobile-friendly experience
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Marketing Requirements

We will need:

- strong CT presence
- content engine
- social posting systems
- influencer outreach systems
- paid acquisition testing
- onboarding funnels
- lifecycle email campaigns
- retention campaigns

- SEO content production

This business requires consistent content velocity.

User Experience Requirements

We need:

- simple onboarding
- instant perceived value
- fast setup
- clean dashboards
- easy watchlists
- immediate alerts
- frictionless subscription flow

Crypto tools often have poor UX.

A clean and modern interface could become a major advantage.

Biggest Risks

Platform Dependency

Heavy dependency on X/Twitter access.

Mitigation:

- diversify data sources over time
 - Telegram
 - Discord
 - Reddit
 - on-chain data
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Poor Signal Quality

The biggest risk.

If users do not perceive edge:

- churn increases
- CAC becomes unsustainable
- growth slows

The platform must consistently surface meaningful information.

Regulatory Concerns

We should position the platform as:

- intelligence software
- analytics software
- market monitoring

Not:

- investment advice
 - guaranteed returns
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Potential Additional Roadmap Features

Potential future expansion opportunities:

- wallet tracking
- sentiment analysis
- API access
- institutional dashboards
- advanced AI analytics
- webhook integrations
- copy trading infrastructure
- AI trade assistants
- automated execution systems
- predictive narrative models

These should remain secondary to the immediate objective:
building a highly engaging, high-retention SaaS intelligence platform.

Long-Term Vision

The long-term vision is not simply a signals product.

The long-term vision is:

- a crypto intelligence platform
- a data company
- a market analytics platform
- potentially an institutional-grade intelligence layer

If executed properly, X-Alpha could become one of the flagship SaaS businesses inside 6116 AI.

The key is building:

- trust
- habit loops
- proprietary intelligence
- scalable distribution
- strong retention
- recurring revenue

Everything should optimize around:

1. Signal quality
2. User retention
3. Organic growth
4. Scalable margins
5. Brand authority