

# VESTA pitch deck: a marketplace for psychic Readers

Summary: 17 slides answering the questions an investor asks before investing, from the problem and product to the market, model, unit economics, team, risks and the ask. VESTA is raising a \$500K pre-seed on a post-money SAFE (checks from \$10K); it is a working demo with no real users or revenue yet. Every figure is real or linked to a public source; dashed boxes are TBD for Anna Jade Kasper to fill. Interactive version: [investors.vestareaders.com/c#deck](https://investors.vestareaders.com/c#deck). Not an offer to sell securities.

VESTA · PRE-SEED · 2026

# VESTA. A marketplace for psychic Readers.

Private video sessions at a fixed price each Reader sets, monthly memberships with one Reader, tips and paid extended readings.

WORKING DEMO

NO USERS YET

NO REVENUE YET

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**Anna Jade Kasper**, solo founder · New York

**Raising \$500K pre-seed** on a post-money SAFE · checks from \$10K

Not an offer to sell, or a solicitation of an offer to buy, securities. Any investment is made only through signed SAFE documents with accredited investors. Targets, not forecasts. Milestones, plans and use of funds are forward-looking statements based on Anna's current plans; actual results may differ materially.

# Building a trusted marketplace for vetted Readers.

"Millions of people pay for psychic and tarot readings, but finding a reader you can trust is a gamble. It's scattered across Etsy, TikTok and sketchy sites with no real vetting. VESTA is building a trusted marketplace where people book vetted readers. I'm a product manager who's built the product myself, and I'm raising a pre-seed round to grow both sides of the marketplace."

Anna Jade Kasper, founder (pitch, adapted)

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## Clients

Watch a Reader first, then book a private video session or join them monthly.

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## Readers

One page for sessions, memberships, extended readings, tips and a shop.

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## VESTA

Plans a platform fee on sessions, memberships and readings. Tips carry no VESTA fee.

# The big apps run a meter, and the Reader keeps the smaller share.

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## A meter running

The category's leaders bill by the minute. Keen opens with a "first 5 minutes for \$1" offer.

[Keen, Google Play](#)

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## The platform keeps most

Kasamba takes a 61% commission on each billed minute. Keen charges clients \$0.20 a minute and takes a 54% commission.

[Kasamba terms](#) · [Keen policy](#)

"Finding a reader you can trust is a gamble. It's scattered across Etsy, Tik Tok and sketchy sites with no real vetting." · Anna

# It works today. Watch, choose, book.



Watch Lila's intro



Watch Lila's intro

Lila Chen

I am at the thing you are avoiding.

Specialty. Soft, honest, and good at the thing.

Next open: Fri, Oct 9, 12:00 PM ET

Book 15 minutes · \$1



Watch Sofia's intro

Sofia Reyes

Quiet. Meaning, not noise.

Love and meaning, said quietly and with

Next open: Fri, Oct 9, 12:00 PM ET

Book 15 minutes · \$1

30 min60 min90 min

MoneyWrite in

u wrote your own

you want the hour to hold?

12:15 PM12:30 PM12:45 PM1:00 PM1:15 PM1:30 PM1:45 PM2:00 PM2:15 PM

3:00 PM3:15 PM3:30 PM3:45 PM4:00 PM4:15 PM4:30 PM4:45 PM5:00 PM

5:45 PM6:00 PM6:15 PM6:30 PM6:45 PM7:00 PM7:15 PM7:30 PM

12:15 PM12:30 PM12:45 PM1:00 PM1:15 PM1:30 PM1:45 PM2:00 PM2:15 PM

3:00 PM3:15 PM3:30 PM3:45 PM4:00 PM4:15 PM4:30 PM4:45 PM5:00 PM

VESTA

Sign in

For readers

PRIVATE SESSIONS ON VIDEO

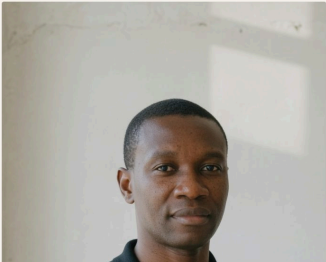
Talk it through with a Reader you choose.

One price per session, no meter running. Your first 15 minutes are \$1.

Meet the Readers

How a session works

Cancel more than 24 hours ahead for a full refund.



Live demo at [vestareaders.com](#). Try VESTA now ↗

Demo data. Every Reader is an illustrative profile with AI-generated portrait and video; times are samples. No real users, sessions or payments. Payments are not live. The demo uses simulated payments; no card is charged. Card fee shown is Stripe's standard US price; VESTA's processor is not confirmed.

# The place a client goes back to the one Reader they trust.

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## Watch first

Free video readings before you book.

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## A set price

Each Reader sets it, and you see it before you book. Nothing runs by the minute.

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## Stay monthly

Join one Reader by the month. Cancel any time.

TBD - Anna to fill:

the 5-year vision, in Anna's words

# People already pay for this, and pay monthly for people they choose.

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## 3 in 10

US adults consult astrology, tarot or a fortune teller at least once a year.

[Pew, May 2025](#)

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## Gen Z

is paying witches and tarot readers for guidance.

[Fortune, Oct 2026](#)

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## 10M+

Patreon fans pay for memberships; Substack has 5M paid subscriptions.

[Patreon](#) · [Substack](#)

# A \$2.3bn US category.

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**\$2.3bn**

US psychic services revenue, 2025  
(IBISWorld estimate).

IBISWorld

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**14M+**

Keen customers, 2,000+ advisors.

Keen, Google Play

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**30%**

of US adults consult at least yearly.

Pew

TBD - Anna to fill:

bottom-up market: reachable clients × sessions or memberships a year × average price × VESTA's cut

# Four ways to pay, all built.

## Sessions

30 min \$40 · 60 min \$70  
90 min \$100 (house prices)  
Optional \$1 first 15 min

## Memberships

\$15 · \$50 · \$90 a month, one  
Reader

## Extended readings

\$12 by default to unlock Part 2

## Tips

From a Reader's page, no  
VESTA fee

House prices on [vestareaders.com/readers](https://vestareaders.com/readers), Oct 14, 2026.

TBD - Anna to fill:  
VESTA's take rate on each line

Readers set their own session prices (half to twice the house price); prices shown are house prices. Memberships are the same on every page; the extended-reading price is \$12 by default. The \$1 first 15 minutes is optional per Reader. Payments are not live. The demo uses simulated payments; no card is charged. Card fee shown is Stripe's standard US price; VESTA's processor is not confirmed.

# One 30-minute session, line by line.

|                                       |         |
|---------------------------------------|---------|
| Client pays                           | \$40.00 |
| Card fee (Stripe standard 2.9% + 30¢) | \$1.46  |
| VESTA platform fee                    | TBD     |
| Reader keeps                          | TBD     |
| CAC · LTV                             | TBD     |

Card fee: [Stripe pricing](#). No real sessions yet, so no measured CAC or retention.

TBD - Anna to fill:  
take rate, who absorbs card fees, CAC and LTV targets

# Per-minute marketplaces keep most of each reading.

|               | HOW CLIENTS PAY                                         | PLATFORM'S CUT   |
|---------------|---------------------------------------------------------|------------------|
| Keen          | By the minute, plus \$0.20 a minute                     | 54% commission   |
| Kasamba       | By the minute                                           | 61% commission   |
| Purple Garden | By the minute (Reader-set rate)                         | 64% platform fee |
| VESTA         | A fixed price per session set by the Reader, or monthly | TBD              |

[Keen policy](#) · [Kasamba terms](#) · [Purple Garden advisor terms](#)

TBD - Anna to fill:  
why VESTA wins and stays ahead, in Anna's words

Competitor figures are those companies' own published claims and terms, as read on Oct 14, 2026; VESTA has not verified them.

# Readers bring their audience. VESTA gives them a place to pay.

## 1 · Readers first

Hand-pick Readers who already have an audience.

Flow as described on [vestareaders.com/readers](https://vestareaders.com/readers).

## 2 · Part 1 free

Readers post Part 1 on YouTube, TikTok or Instagram. Part 2 lives on VESTA.

## 3 · Convert

An optional \$1 first 15 minutes, then sessions and memberships.

TBD - Anna to fill:

size of the first Reader cohort, and first channels for clients

# Built, not launched. Honest zeros.

## Built

Reader pages, booking, an in-browser video room, memberships, tips, extended readings.

## 0

real users. The Readers in the demo are illustrative profiles.

## \$0

revenue. No payments taken.

TBD - Anna to fill:

next milestones with dates: first real Readers signed · first paid session · first membership

# Anna Jade Kasper. Solo founder, New York.

|           |                                                    |
|-----------|----------------------------------------------------|
| FactSet   | Self-service ETL                                   |
| dv01      | Data-quality rules engine                          |
| NASDAQ    | Database security compliance: NIST, ISO 27001, SOX |
| Spectrum  | Google Play app, 400K+ users                       |
| Education | MBA in Data Analytics · PMP                        |

TBD - Anna to fill:  
who builds VESTA and how; first hire

# What could go wrong, and the plan.

|                |                                                                                           |
|----------------|-------------------------------------------------------------------------------------------|
| Payments       | Live payments only after written processor confirmation for the category.                 |
| Law and claims | Reflection, not prediction. 18+, no guaranteed result. Legal review before live payments. |
| Trust          | Prices and refund rule up front. Sessions not recorded. No outcome promises.              |
| Cold start     | Start with Readers who bring their own audience.                                          |

# \$500K pre-seed on a post-money SAFE.

|                |                                                                                                          |
|----------------|----------------------------------------------------------------------------------------------------------|
| Amount         | \$500K pre-seed                                                                                          |
| Instrument     | YC post-money SAFE, cap only (no discount)                                                               |
| Valuation cap  | TBD                                                                                                      |
| MFN · pro rata | No MFN by default · pro rata selectively, by side letter                                                 |
| Minimum check  | \$10K                                                                                                    |
| Runway         | 18 months                                                                                                |
| Who can invest | Accredited investors only · e-signed on Carta or Clerky · wire or ACH to the VESTA business bank account |

TBD - Anna to fill:  
valuation cap

A Delaware C-Corp and a business bank account are set up before any money is accepted.

# What \$500K buys in 18 months.

## Month 6

100 vetted Readers · \$10K in monthly bookings

## Month 18

300 vetted Readers · \$50K in monthly bookings: Anna's proof point for a seed round

## Investors

Marketplace and consumer angels, wellness and spirituality angels, consumer-marketplace pre-seed funds. Applying to YC; StartEngine next.

TBD - Anna to fill:

use of funds by bucket and % of the round; dates for the first real Readers, first paid session and first membership

VESTA · NEXT STEP

# Try it. Then talk to Anna.

TRY VESTA NOW ↗

SCHEDULE A CALL WITH ANNA ↗

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Not an offer to sell, or a solicitation of an offer to buy, securities. Any investment is made only through signed SAFE documents with accredited investors. Readings are for reflection and entertainment. They are not predictions or medical, legal or financial advice. 18+. No guaranteed result.