



CVEST

Seed Pitch Deck

Building the Infrastructure for Human-Centered Systems

Mvuselelo Houston Khanyile • Founder & CEO

CVEST's Position in the Value Chain

CVEST is building infrastructure for
a new application category:
Human-Centered Systems.



Application Layer

Human-Centered Systems

Behavioral intelligence applications across culture, defense, innovation, and social simulation



Platform / System Layer

SSE • MCM • ESS

System engines that translate infrastructure into usable simulation, modeling, and decision-support tools



Infrastructure Layer

SQC

The computational counterpart of EPS and the foundational layer for behavioral intelligence



Investor Reframe

CVEST should be evaluated as an infrastructure company creating a new application category — not by application-layer traction standards alone.

The Visionary Behind CVEST

Founder-led invention. First-principles thinking.
Behavioral intelligence infrastructure.

Mvuselelo Houston Khanyile is the **founder and CEO of CVEST**, an entrepreneur, research scientist, and former musician who developed the core **intellectual architecture** behind the company.



Mvuselelo Houston Khanyile

Founder & CEO • Entrepreneur •
Research Scientist • Former Musician

From firsthand experience in the music industry, Khanyile developed a broader thesis around **human behavior, emotion, culture, and social coordination**. This work led to the creation of CVEST's **core frameworks and technologies**.



Key Highlights

- Founder & CEO of CVEST
- Creator of EPS, SQC, MaaA, ESS, and SSE
- Former musician turned founder-scientist
- Built CVEST from first principles
- Architect of Human-Centered Systems



Founder Reframe

Founder-led, but not idea-stage: the core architecture, system models, and commercial thesis have already been developed.

Roadmap

From Awareness to Infrastructure

A phased execution plan that begins with a resource-conscious adoption wedge and scales toward full Human-Centered Systems infrastructure.

CVEST is not attempting to build the entire vision at once. The roadmap is sequenced to begin with awareness, audience formation, and market education around SSE.

Each phase builds toward the next: from adoption wedge, to SSE deployment, to Music 2.0 commercialization, and ultimately full Human-Centered Systems operationalization.



Phase 1 — Awareness Wedge

SSE Signal Sprint
Sphere of Influence

Waitlist • market education • audience formation



Phase 2 — SSE Development

Train SQC and MCM
Integrate ESS

Deploy the Social Simulation Engine



Phase 3 — Music 2.0 + MaaA

Commercialize behavioral intelligence through music
Creators • communities • brands • culture



Phase 4 — Human-Centered Systems

Operationalize the full infrastructure layer
Behavior • emotion • values • culture • coordination



Execution Logic

A large vision, executed in sequence. Phase 1 creates awareness and momentum that prepare CVEST for full SSE deployment.

CVest Technology Stack

The technology behind
Human-Centered Systems.

CVest has developed a connected behavioral intelligence stack that moves from computation to simulation to application and ecosystem.

These technologies are not disconnected ideas. They are layers of one integrated architecture designed to model human behavior, emotion, culture, society, and coordination.



1. SQC

Behavioral intelligence computation layer. Models values, emotion, motivation, social cognition, and decision-making.



2. MCM

Culture intelligence layer. Models music, identity, emotion, belonging, and cultural behavior.



3. ESS

Societal environment layer. Models institutions, infrastructure, geography, digital networks, and constraints.



4. SSE

Integrated social simulation engine. Combines SQC, MCM, and ESS to simulate social interaction and behavioral outcomes.



5. MaaA

Music as an Application. Turns music into a functional tool for emotion, culture, identity, community, and engagement.



6. Music 2.0

Culture ecosystem layer. Commercializes MaaA by turning music into participatory cultural infrastructure.



Stack Logic

SQC provides the intelligence layer. MCM provides the cultural layer. ESS provides the societal layer. SSE integrates them into simulation. MaaA and Music 2.0 commercialize the stack into Human-Centered Systems.

The Ask

Seed Capital for Phase 1

CVEST is raising seed capital to execute Phase 1 of its roadmap: the resource-conscious adoption wedge for the Social Simulation Engine.

This phase funds SSE Signal Sprint, Sphere of Influence, waitlist growth, strategic partnerships, core team formation, and IP protection.

The objective is to build awareness, audience, and momentum around SSE before moving into full SSE development and deployment.



1. SSE Signal Sprint

Build the game app as the public-facing adoption wedge for behavioral intelligence.



2. Sphere of Influence

Package the game show concept to make SSE visible, understandable, and culturally relevant.



3. Waitlist Growth

Capture early demand, grow the audience, and convert awareness into measurable traction.



4. Strategic Partnerships

Secure media, technology, and ecosystem partners to strengthen execution and credibility.



5. Core Team + IP

Form key execution capacity while protecting the company's technology and commercial models.



Seed Round Objective

Fund the first executable milestone that turns CVEST from founder-led infrastructure invention into a market-facing company.

Outcome: awareness, audience, partnerships, execution capacity, and readiness for full SSE deployment.

Contact Information

For investor discussions, strategic partnerships, or follow-up on the CVest seed round, please use the contact details provided.



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Let's Build the Future of Human-Centered Systems

CVest — Building the infrastructure for behavioral intelligence.