

Varia AI

Insider Circle

*An exclusive network for
DTC leaders shaping the
future of AI commerce.*



Varia AI

varia-ai.com

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Prepared by
VariaAI Team

About Varia AI

Varia AI builds the infrastructure brands need for a world where AI drives purchasing decisions.

The Shift

AI is fundamentally restructuring how purchasing decisions happen. Consumers spend 20+ minutes discussing products with ChatGPT, comparing ingredients, evaluating options, and forming purchase intent.. all before visiting a single brand website. This isn't a trend. This is the new baseline for how humans research and buy.

The Infrastructure Gap

Today's ecommerce stack was built for Google SEO and Meta ads. It assumes shoppers arrive cold, browse products, and convert through traditional funnels. But AI-assisted shoppers arrive with deep context, specific questions, and high intent. They expect to continue the conversation they started with ChatGPT. When brands can't provide that, they lose the sale.

The brands that win in AI commerce need entirely new infrastructure: systems to capture AI-referred traffic, experiences that feel native to how shoppers researched, and the ability to complete purchases wherever the conversation happens... including inside ChatGPT itself.

What Varia Builds

Varia builds the commerce infrastructure brands need for a world where AI drives purchasing decisions. When shoppers research products on ChatGPT and then land on a brand's site, they expect the same conversational experience. However, traditional ecommerce sites can't deliver it. Varia provides the foundational capabilities to capture this traffic, engage these shoppers naturally, and convert them at rates 3-5x higher than standard site visitors. As AI reshapes how people shop, Varia gives brands the infrastructure to win.

Team



Dev D

Co-founder, CEO



Benedict K

Co-founder, CTO

IL MAKIAGE
NEW YORK

ODDITY

McKinsey
& Company

LVMH
MOËT HENNESSY • LOUIS VUITTON

HBOmax



Varia AI

The Varia Insider Circle

An exclusive network for DTC leaders shaping the future of AI commerce.

What is the Varia Insider Circle?

An exclusive network of 10 - 15 elite DTC operators who are the early adopters and educators of AI commerce. You get privileged access to intelligence, insights, and data that position you as the expert, while we compensate you when brands in your network partner with Varia.

Think of it as a private advisory group that gets paid for being early and influential.

What role should it play in your career?

You become the operator who saw it first. The one who understood AI commerce before it went mainstream. The trusted voice in your network who educates other founders and growth leaders on where shopping behavior is heading.

When this shift becomes obvious in 6-12 months, you are already the authority.

What will you get from it?



Insider Intelligence

Real-time access to AI shopping data, conversion patterns, and customer insights across dozens of brands. The knowledge that makes you the most informed voice on AI commerce in your network.



Thought Leadership Positioning

Be recognized as a pioneer in the future of the ecommerce. One of the operators shaping the future of ecommerce, not just reacting to it.



Financial Reward for Influence

20% commission when brands in your network partner with Varia. You are not selling. You are educating. We compensate you for your influence and network.



Elite Peer Network

Monthly calls with 10 - 15 other operators who are equally early, equally influential, and equally invested in understanding this shift.

Varia Insider Responsibilities

Your role as a founding member

What are the key responsibilities?

1

Be the Educator

Share what you are learning about AI commerce with your network. When you talk to founders and CMOs, you are the one who understands this shift and can explain why it matters.

2

Facilitate the Connections

When brands in your network should know about Varia, facilitate the introduction. Not as a salesperson, but as a trusted peer sharing something valuable.

3

Shape the Future

Join monthly Insider Circle calls to discuss what you are seeing, challenge our thinking, and help us understand what operators actually need.

You are being compensated for being early, influential, and generous with your network, not for doing sales work.

Who is this for?

You're a fit if you:

- Have direct relationships with 5+ health/wellness DTC brands (founders, CMOs, heads of growth)
- Understand ecommerce and can speak credibly about conversion, AOV, and customer experience
- Are naturally curious about where commerce is heading
- Can facilitate 2-3 strategic introductions per month

Ideal profiles:

- Recently exited DTC founders with time and network
- Fractional CMOs/growth advisors working with multiple brands
- Ecommerce agency owners (non-competing services)
- DTC-focused VCs/angels who want their portfolio to win
- Former Shopify/ecommerce platform employees in partnerships

Varia Insider Benefits

The resources, intelligence, and compensation you receive as a founding member

1 Exclusive AI Commerce Intelligence

Access to our private research repository with real-time data on AI shopping behavior, conversion patterns, and customer intent signals. See aggregated insights from dozens of brands before this information becomes public.

2 Customer Insight Dashboard

Direct access to what shoppers are actually asking AI tools, what concerns block purchases, and what drives conversions. This intelligence helps you advise your own brands and clients more effectively.

3 Monthly Intelligence Briefings

Join monthly Insider Circle calls where we share emerging trends, discuss market shifts, and analyze what we are seeing across the platform with other elite operators.

4 Introduction Templates and Resources

We provide everything you need to facilitate introductions professionally: email templates, brand materials, case studies, and talking points that make it easy to share Varia with your network.

5 Commission Tracking and Fast Payment

Transparent tracking of all introductions and deal status in our private Notion workspace. When a brand signs, you receive 20% commission on the first 3 months of contract value via wire or ACH within 48 hours. For ongoing subscriptions, you continue to receive commission monthly as the brand pays, creating recurring income from your introductions.

6 Founding Partner Recognition

Public recognition as a Varia Pioneer (if desired). Be featured in our content, case studies, and positioned as a thought leader in AI commerce.

7 Priority Access

First look at new product features, beta programs, and strategic initiatives. If you use Varia for your own brands, you get preferred pricing and priority implementation.

8 Direct Founder Access

Direct line to the Varia founding team. Your feedback shapes our product roadmap and go-to-market strategy.

How It Works

Three simple steps to join and start earning:

1 Join the Circle

15-minute onboarding call where we:

- Share our AI commerce insights, products and platform demo
- Discuss your network and identify potential brand fits
- Grant intermediate access to our private Notion workspace with research, insights, and resources

2 Facilitate Introductions

Using our templates and materials, you:

- Identify 2-3 brands per month in your network who should know about Varia
- Make warm introductions as a trusted peer, not a salesperson
- We'll handle all demos, sales conversations, and implementation, and have you part of the sales process

3 Get Compensated

- We close the deal and implement in less than 1 week
- You receive 20% commission on first 3 months within 48 hours
- Ongoing monthly commission for the lifetime of the subscription
- Track everything transparently in our shared Notion workspace



Time Commitment

- **Month 1:** 1 hour (onboarding + setup)
- **Ongoing:** 30 minutes/month (identify and facilitate introductions)
- *Optional:* **Monthly Insider Circle calls (45-60 minutes)**

Commission Structure

Earn 20% on all revenue from brands you introduce.

How You Earn:

Initial Payment

20% commission on first 3 months of contract value, paid within 48 hours of signature

Ongoing Payments

Continue earning 20% monthly commission for the lifetime of the subscription

Example Earnings:

Annual Contract Value	Initial Payment	Ongoing Payments
\$10,000	\$600	\$200/month
\$15,000	\$750	\$250 / month
\$20,000	\$1000	\$333 / month

Payment Terms

- Wire or ACH transfer
- First payment within 48 hours of contract signature
- Recurring payments processed monthly, 5 business days after brand payment received
- Full transparency via Notion commission tracker

No clawbacks. Simple economics.

One introduction can generate \$5K - \$20K in Year 1, with recurring income as long as the brand remains a customer.

Apply To Join

We're capping at 10-15 founding members.

Are you a fit?

You should apply if you:

- Have direct relationships with 5+ DTC brands in health/wellness
- Understand e-commerce (conversion, AOV, customer experience)
- Want to position yourself as an early voice in AI commerce
- Can facilitate 2-3 strategic introductions per month

How to Apply:

Send us the following:

- **Your Background:** Current role, relevant experience, and why you're interested in AI commerce
- **Your Network:** Names of 3-5 DTC brands you have relationships with (founders, CMOs, heads of growth, head of ecommerce)
- **Your Availability:** 2-3 times this week for a 15-minute intro call

What Happens Next:

1. **We review your application** (within 24 hours)
2. **Schedule your onboarding call** (15 minutes)
3. **Get immediate access** to the Notion workspace and research repository
4. **Start making introductions** using our templates and support

Contact Information

Email: devd@varia-ai.com

Calendar: <https://calendly.com/devd-varia-ai/quick-advice-chat>

Questions? Email us directly.

First conversations start this week.