



RAGBAZ

PROSPECTUS

VALUE · POSITION · DIRECTION

ETHOS

BUILT FOR

*OPERATORS, NOT
CONSUMERS*

Clarity over charm. Legibility over delight. Substance over surface. The brand never apologises and never oversells.

PATHOS

WARM

PRECISION

A desk lamp at 2am. Ember, not fire. The feeling of a terminal configured exactly right.

LOGOS

STRUCTURED

REASON OVER IMPULSE

No glassmorphism. No light theme. No decorative animation. The confidence to be unfashionable.

A small studio with a large address space

RAGBAZ is an independent studio whose flagship product is **Matches** — a semantic choreography and cinematographic rendering engine. The runtime delivers grounded locomotion, tactical AI, procedural choreography, and emotional pacing in a deterministic fixed-tick loop.

The studio also publishes a design system, a workspace coordination CLI (**frog**), a documentation atlas, and a growing family of infrastructure products under the **Articulate** brand.

Three convictions

1. Clarity over charm.

Tools should read like a well-maintained configuration file.

2. Legibility over delight.

Content hierarchy is structural, not decorative.

3. Substance over surface.

If a line, colour, or space does not mean something, it does not belong.

"RAGBAZ builds for operators, not consumers. The aesthetic discipline is not decoration — it is a statement of values."

DESIGN SYSTEM README

STUDIO

founded	2025
mo. lines of code	~150k
active products	7
repos tracked	43

COMPLETION

Matches	55-70%
Design System	80-90%
frog	65-80%
Articulate	40-55%
DetCordon	50-65%
Glither	5-15%

STACK

primary language	TypeScript
systems lang	Rust / Python
3D engine	Three.js
desktop shell	Tauri
deploy target	Docker / CF
typesetting	Typst

Seven products, four layers — and the next bet

Flagship - Matches

Semantic choreography, cinematographic rendering. Procedural animation, tactical AI, emotional modeling, deterministic runtime. 37 regression tests. Blender export pipeline.

Commerce - Articulate

Headless WordPress commerce platform. Eight projects spanning storefront, checkout, access control, admin ops, ingress hardening, mail delivery, and AI-assisted support.

Security - DetCordon + Gatekeeper

Containment-first malware observation environment (DetCordon). Hardened WordPress ingress with upload policy, GraphQL safety, and runtime hardening (Gatekeeper).

Infrastructure - Frog + Typesetr + Design System

Workspace coordination CLI, print-ready PDF typesetting pipeline, and full design token system governing all RAGBAZ surfaces.

Niche - Shipwrecks.se + ESP32Tolk

Maritime heritage mapping platform with subscriptions. ESP32-based live translation device concept.

Next - Glither → WASM/OCI/WIT compiler

The forward bet (ROADMAP "Next"): compile Glither rule dialects to a typed IR and a WebAssembly Component (WIT world), package as an OCI artifact, and run under a WASI capability sandbox — a ruleset's only authority is its declared WIT imports (mail, segments, api, flow, decision). Spec-stage, design-first.

LINES

Flagship Matches

Commerce Articulate Cloud

Security DetCordon | Gatekeeper

Infrastructure frog | typesetr Design System

Niche shipwrecks.se | esp32tolk

THESIS

"The strongest capitalization story is not many products. It is three coherent product lines."

SOURCE: VALUE.md · 2026-05-14 · rev 2026-06-14

MATURITY

Matches	55-70%
frog	65-80%
Typesetr	70-85%
Design System	80-90%
Articulate	40-55%
DetCordon	50-65%
Shipwrecks.se	25-40%
Glither	5-15%

VALUATION

\$4.0M – \$12.5M portfolio estimate

Indicative estimate of **productizable business value** over the next 12-24 months, based on execution readiness, monetization fit, differentiation, and reuse leverage. Not a formal appraisal.

FLAGSHIP

\$0.8M–\$2.5M

Matches

Core engine, Blender pipeline, 37 tests. A real technical wedge — licensing, enterprise simulation, or cinematic pipelines.

COMMERCE

\$2.4M–\$6.9M

Articulate family

8 projects (universe, gatekeeper, mailstack, sidecar, registry). After dedup **\$2.35M–\$6.85M**. Highest-value asset class.

ESTIMATES

Articulate family

universe	\$1.50M–\$4.00M
gatekeeper	\$0.40M–\$1.20M
wp-sidecar	\$0.30M–\$0.90M
mailstack	\$0.15M–\$0.50M
storefront	\$0.20M–\$0.60M*

Security

DetCordon	\$0.80M–\$2.50M
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Niche

shipwrecks.se	\$0.20M–\$0.80M
esp32tolk	\$0.25M–\$1.00M
discord-bot	\$0.05M–\$0.15M

Portfolio uplift

canonicalize ✓	\$0.25M–\$0.90M
demoability	\$0.40M–\$1.50M
security hygiene	\$0.20M–\$0.80M
CI + release	\$0.30M–\$1.00M
shared payments	\$0.30M–\$1.20M
positioning	\$0.25M–\$0.90M

SECURITY

\$1.2M–\$3.7M

DetCordon + Gatekeeper

Containment-first sandbox with telemetry + extraction, plus hardened WordPress ingress. Differentiated and credible.

NICHE + OPS

\$0.5M–\$2.1M

Remaining products

Shipwrecks.se, ESP32Tolk, Discord Bot, Portfolio, SciPub. Niche but real monetization potential in vertical markets.

EMERGING

\$0.3M–\$1.5M

Glither compiler

Rules → typed IR → WIT world → WASM component → OCI, run under a WASI sandbox. The ROADMAP-Next core bet — speculative but strategically central.

REALIZED

captured

Canonicalization

storefront folded into universe/main; mailstack relocated. Articulate is now legible — the dedup uplift is captured, not just projected.

EXECUTION

How much working product surface already exists. Matches and frog lead.

MONETIZATION

Whether the project maps cleanly to a paid offer. Commerce and security do.

DIFFERENTIATION

Whether there is a real technical wedge. Matches and DetCordon lead.

Semantic choreography, cinematographic rendering

Matches combines procedural animation, tactical AI, emotional modeling, and cinematic direction in a single deterministic simulation loop. The runtime works identically in the browser (Three.js), headless Node.js, and via a Blender export pipeline for offline rendering.

Solve pipeline - 18 ordered stages

Sample mixer, foot IK, terrain adaptation, balance solving, stance/fatigue/breathing overlays, stagger recovery, expression blending, momentum, follow-through, and world-pose evaluation — executed in fixed order every tick.

Dual mode

Editor Mode: Manual DSL keyframe composition with timeline, transport, and pose library.

Battle Mode: Autonomous AI-driven fighter behaviors, tactical zones, team AI, morale, emotional storytelling, and cinematic director with camera composition scoring.

Architecture

Fixed-tick clock. Centralized event bus. Seeded RNG for determinism. Runtime health monitoring with NaN/infinity drift detection. 37 automated regression tests. Written in TypeScript with React, Three.js, Tauri, and Vite.

Matches

STATUS

engine files	131
regression tests	37
solve stages	18
max actors	32
max cameras	8

CAPABILITIES

locomotion	contact phases
combat AI	tactical + zone
emotional model	memory + crowd
cinematic	director + camera
export format	Blender + JSON

VALUE

\$0.8M-\$2.5M

medium confidence

DETERMINISTIC

Identical output every run. Seeded RNG. No floating-point drift.

HEADLESS-FIRST

Runtime runs in Node.js without DOM. CI-testable.

BLENDER EXPORT

Export battles as JSON. One Blender Python script imports.

Headless WordPress commerce family

The Articulate family is the highest-value asset in the portfolio: eight projects spanning storefront, checkout, access control, admin operations, ingress hardening, mail delivery, and AI-assisted support. The strongest business case is managed headless commerce for WordPress operators.

Canonical deployment

Complete WordPress-to-checkout pipeline: Next.js storefront + WordPress GraphQL + Stripe + Cloudflare delivery with gatekeeper ingress.

Pricing

Starter	\$299/mo · 1 site · email support
Business	\$899/mo · 5 sites · priority support
Enterprise	Custom · unlimited · SLA

Onboarding

1. WordPress audit + GraphQL schema mapping
2. Storefront deployment (Next.js + Stripe)
3. Gatekeeper ingress configuration
4. Content model alignment + checkout flow
5. Go-live with health monitoring

Case study: content → paid checkout A WordPress operator with 12k monthly article views replaced manual invoice workflow with Stripe Checkout. Visitors browse content on WordPress; a “Purchase full report” button triggers a Stripe Payment Link served through Next.js. First 30-day cohort converted at 3.2% with \$4,200 gross revenue. Integration time: 11 days from audit to live.

Delivery infrastructure

gatekeeper: Hardened ingress with upload policy, GraphQL safety, vulnerability feeds. Written in Rust.

wp-sidecar: Rust edge + php-fpm sidecar over Unix sockets. Next-generation architecture.

mailstack: Rust CLI + Cloudflare Worker relay. DKIM, DMARC, domain hygiene.

ARTICULATE

PROJECTS

universe	\$1.50M-\$4.00M
gatekeeper	\$0.40M-\$1.20M
wp-sidecar	\$0.30M-\$0.90M
mailstack	\$0.15M-\$0.50M
storefront	\$0.20M-\$0.60M
registry	\$0.02M-\$0.08M

ESTIMATED TOTAL

\$2.4M-\$6.9M

before deduplication; medium confidence

KEY MOVE

Shipping now — see left.

WHAT IS STANDARD

WordPress content management · Stripe checkout · Cloudflare delivery · Basic admin UI · User auth · Email relay

WHAT IS NEW

Rust ingress + runtime hardening · AI-assisted content operations · WordPress-as-sidecar architecture · Programmatic store health

Containment, hardening, observation

Two products form the security wedge: **DetCordon** for containment-first malware observation, and **Gatekeeper** for hardened WordPress ingress. Together they represent the most differentiated non-commerce offering.

DetCordon - Malware observation sandbox

Separated sandbox and sink hosts, telemetry capture, sample extraction, at-rest age encryption, write auditing, and deployment TUI. Strongest standalone product candidate outside commerce. Estimated at **\$0.8M-\$2.5M**.

Gatekeeper - WordPress runtime hardening

Specialized ingress layer with upload policy enforcement, GraphQL safety rails, observability, incident tooling, filesystem hardening, and vulnerability-feed checks. Sellable as "secure WordPress ingress" for agencies and regulated publishers. Estimated at **\$0.4M-\$1.2M**.

COMMON / STANDARD

- WAF rules · Rate limiting
- Basic auth · TLS termination
- Reverse proxy patterns
- Docker deployment

NEW / FRESH

- Containment-first architecture
- Age-encrypted at-rest evidence
- WordPress-specific GraphQL safety
- Rust-owned FastCGI control plane

SECURITY

DETCORDON	
sandbox hosts	isolated
sink hosts	contained
encryption	age at-rest
telemetry	capture + audit
deploy interface	TUI
completion	50-65%
<hr/>	
GATEKEEPER	
language	Rust
ingress model	hardened
policy scope	upload + GraphQL
observability	incident tooling
completion	40-55%
<hr/>	
COMBINED VALUE	
\$1.2M-\$3.7M	
<i>medium confidence</i>	

A portfolio view of convention vs. edge

Standard – reliable, expected, table stakes

Capabilities the portfolio delivers as baseline. Not innovative — but required for trust and operational credibility.

INFRASTRUCTURE

Docker deployment · REST APIs
Cloudflare delivery · PostgreSQL
CI pipelines · Health checks
Stripe payments · Auth-n

PRODUCT

WordPress content · React UI
TypeScript codebase · Tauri shell
Deterministic tests · Git
Markdown docs · Quarto

New – fresh, differentiated, the RAGBAZ wedge

These capabilities represent genuine technical differentiation and are the core of RAGBAZ’s competitive position.

TECHNICAL

Deterministic animation pipeline
Rust WordPress ingress + sidecar
Age-encrypted evidence storage
Seeded RNG simulation runtime
Headless animation engine

METHOD

Multi-agent coordination (frog)
Border-led dark design system
Prospectus-shaped positioning
Agent-aware workspace structure
Design-as-philosophy approach

CAPITALIZATION

01 Articulate Commerce

Canonicalize universe/main. One pricing page. One onboarding. One case study.

02 Secure WordPress

Runtime Gatekeeper + sidecar as hardened edge package for agencies and regulated publishers.

03 Malware Observation

DetCordon as differentiated security product. One pilot-ready deploy story.

SHARED UPLIFT

Canonicalization, demoability, hygiene, CI, shared payments, and positioning add **\$1.7M-\$6.3M** in portfolio uplift.

“Stop behaving like fourteen equal priorities.”

VALUE.md · Bottom Line

Visual identity as operating philosophy

The RAGBAZ Design System codifies a warm solarized dark / gruvbox-dark-warm aesthetic, derived from the Matches studio codebase. It governs all products, documentation, and marketing surfaces.

Core tokens

ORANGE EMBER #f3c46c — primary accent Active state, wordmark, money “Desk lamp at 2am”	CYAN-BLUE #7ab8ff — secondary Display headings, keywords, links Calm authority
WARM CREAM #f6d7a7 — body text Warm sand, not white Continuity. The story.	DARK SURFACES #0f0f10-#1a1a1a Tight increments, border-led Depth without gravity

“The palette is not decoration. It is a statement of values.”

The RAGBAZ style of thinking

A style of thinking is not a methodology. It is a stance — a way of approaching the world that precedes any method. The RAGBAZ stance: start with the constraint, not the canvas. Say what it does, never what it hopes to be. If it does not carry meaning, it does not belong. Constraint is not limitation — constraint is concentration.

TOKENS

TYPOGRAPHY

sans	Hanken Grotesk / Inter
serif	Spectral / Noto Serif
mono	Intel One Mono
display size	44px · 800 weight
body size	14px · 400 weight

SPACING

grid base	4px
radii default	0px
buttons	6px
cards	8px

FORBIDDEN

- × glassmorphism / backdrop-blur
- × border-radius: 9999px
- × glow shadows (>2px blur)
- × gradient backgrounds
- × decorative animations
- × light theme

MARK



Hexagon frame (orange-3) + inner diamond (blue-2). Min padding equals one diamond-width on every side.



RAGBAZ

STUDIO

FLAGSHIP

Matches

semantic choreography, cinematographic rendering

COMMERCE

Articulate

headless WordPress platform

SECURITY

DetCordon

containment-first malware obs.

"Clarity over charm. Legibility over delight. Substance over surface."

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