



K O D E X

The New Signs. The New Fortune.

*Astrology gave the world twelve signs and a paragraph a day.
Kodex gives the world eight archetypes, built on neuroscience — and
an income stream built on belonging.*

8 ARCHETYPES · 1 SYSTEM · INFINITE REACH

THE BUSINESS OPPORTUNITY PROSPECTUS · PREPARED BY KODEX · LEO@DEEPSYKE.COM

You Are Early. That Is the Entire Opportunity.

Every few generations, a new language for understanding people takes hold of the culture. The Greeks had their twelve constellations. The Chinese had their twelve animals and their Five Elements. Korea has Saju. India has Jyotish. And the modern West, starved of anything deeper than a BuzzFeed personality quiz, adopted "what's your sign?" as a kind of secular scripture — a way to explain love, conflict, ambition, and the strange behaviour of the people around us.

Astrology's genius was never in the stars. It was in giving people an identity they could belong to, a language for talking about themselves that felt more true than a job title, and a community of others who shared it. That single insight has generated a multi-billion-dollar global industry built on paragraphs written by strangers about the position of planets at the moment you were born.

Kodex takes that same ancient hunger for identity and belonging and rebuilds it from the ground up — not on planetary position, but on the two variables neuroscience actually agrees govern human temperament: your baseline dopamine reservoir, and the speed at which your nervous system clears a dopamine spike. Two variables. Four architectures. Eight archetypes, split across masculine and feminine expression: **Kaito the Alchemist, Shin the Mystic, Yuji the Knight, Vex the Maiden, Kenji the Warrior, Jinx the Queen, Rai the King, and Miao the Huntress.**

"This isn't a horoscope. It's an engine. Fundamental biological architecture that determines your physiology, your personality, your romantic patterns, your professional ceiling, your shadow, and your genius."

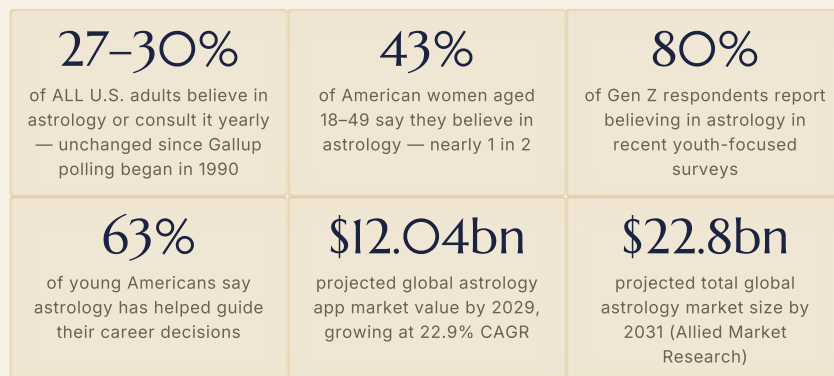
— THE NEW SIGNS, KODEX FOUNDING TEXT

What follows in this prospectus is not a pitch for a product. It is an invitation into a ground-floor cultural and commercial movement — one built on real neuroscience, dressed in the mystique and mythic power of Eastern wisdom traditions, and delivered through the exact content formats that are already making ordinary people rich: short-form video, personality quizzes, affiliate commerce, subscription communities, and high-ticket coaching and matchmaking.

You do not need to be a scientist, a psychologist, or an influencer with a million followers to participate. You need only to understand the system, believe in its power (which the data in the next few pages will make easy), and be willing to be one of the first voices carrying it into a culture that is visibly, measurably hungry for exactly this.

People Never Stopped Believing. They're Just Waiting For Something Better.

The skeptics love to say astrology is dying. The data says otherwise — belief has held rock-steady for over three decades, and among the young, engagement is exploding. Outright rejection remains a minority position.



Sources: Pew Research Center (2025, American Trends Panel, n=9,593); Gallup Polls 1990–2005; EduBirdie Gen Z Survey; Forbes/YouGov 2024; Market Research Future; Allied Market Research; MarkNtel Advisors.

Here is the number that matters most: only a small minority of people are hard skeptics. Pew's landmark 2025 study found that just 30% of Americans consult astrology, tarot, or fortune-telling and that engagement skews heavily toward the young, the lower-income, LGBT communities, and women — precisely the demographics most active on the social platforms where the Kodex system will spread. The remaining population isn't rejecting the idea outright; most are simply **on the fence, waiting to be shown something that feels more credible than a newspaper horoscope column**. That's exactly what Kodex is.

"About half of LGBT Americans consult astrology or a horoscope at least yearly — roughly twice the share of U.S. adults overall. Younger women are nearly 2.5x more likely to believe than older men."

— PEW RESEARCH CENTER, "30% OF AMERICANS CONSULT ASTROLOGY, TAROT CARDS OR FORTUNE TELLERS," MAY 2025

And crucially — belief doesn't require the person to be gullible or uneducated. It requires only that the framework feels true to lived experience. Kodex succeeds where the zodiac eventually fails under scrutiny, because it is not built on celestial mechanics — it is built on dopamine architecture, something every person can feel operating inside them the moment it's explained. This is the single biggest advantage Kodex holds over every existing personality system on the market: it is emotionally resonant and scientifically framed. Believers get their belonging. Skeptics get their neuroscience. Nobody has to choose.

The Future Is Asian. The Wisdom Always Was.

While the reductionist West spent the twentieth century treating self-knowledge as a problem for laboratories and diagnostic manuals, the East never stopped treating it as a sacred, commercial, and deeply respected art — and the numbers prove it.

What Asia Already Knows

In South Korea, the fortune-telling industry — Saju readings, tarot cafés, and increasingly AI-powered divination apps — was already valued at an estimated **\$3.7 billion** and climbing, with young people forming queues outside Seoul's "Broken Heart Tarot Club" as casually as they'd queue for coffee. In China, divination and astrology apps are used by a documented share of the population, including its billionaire class, feeding what analysts describe as a genuine billion-dollar industry standing behind boardroom decisions, marriage timing, and business openings. Feng shui, saju, and I Ching consultation aren't fringe curiosities in Asia — they are woven into architecture, dating, corporate strategy, and government-adjacent decision-making at every level of society.

What the West Is Catching Up To

The West spent a century worshipping cold reductionism — the idea that a human being can be fully explained by a diagnostic code, a productivity metric, or a Myers-Briggs letter combination handed out in a corporate seminar. That worldview correlates with the same institutions now visibly faltering: declining trust in Western economic dominance, contracting military reach, and a self-help industry the size of a small economy that leaves people, in Kodex's own words, "still dating the wrong people, still underperforming, still feeling like they're performing a version of themselves rather than actually being themselves."

The Pattern Is Already Repeating

Yoga. Meditation. Feng shui. Acupuncture. Matcha. K-pop. Manga. Every wave of Eastern wisdom that reaches Western shores follows the same arc: dismissed as fringe, adopted by the young and the curious, then absorbed into the commercial mainstream worth billions. Kodex positions itself at the very start of that arc for a framework built specifically to replace the aging, over-saturated Western zodiac — dressed in the mythic register of the East (archetypes named Kaito, Shin, Yuji, Vex, Kenji, Jinx, Rai, Miao) and backed by the credibility of Western neuroscience.

This is the trade the Kodex system makes on your behalf: it takes the reverence Asian culture has always granted to the art of reading a person's nature, and it fuses it permanently with the one thing the modern Western audience still trusts — the language of science. Dopamine. Neurochemistry. "Architecture," not "sign." The result reads as more credible than a horoscope column and more soulful than a psychology textbook. That fusion is the entire commercial engine of this opportunity, and it is a decade ahead of where the broader market currently sits.

Meet the Eight Kodex Signs

Two neurological variables — tonic dopamine (how full your reservoir runs at baseline) and phasic clearance (how fast a spike processes and clears) — generate four architectures. Split across Yang (initiating) and Yin (receiving) polarity, they become eight living archetypes. Not labels. Engines.

Zone	Architecture	Yang (Masculine)	Yin (Feminine)
SS High Tonic · Fast Clearance	The Grounded Container — stable, present, self-sufficient	Kaito — The Alchemist	Shin — The Mystic
SD High Tonic · Slow Clearance	The Velvet Cage — deep, devoted, emotionally rich	Yuji — The Knight	Vex — The Maiden
DS Low Tonic · Fast Clearance	The Combustion Engine — driven, magnetic, aspirational	Kenji — The Warrior	Jinx — The Queen
DD Low Tonic · Slow Clearance	The Subterranean Fortress — commanding, enduring, territorial	Rai — The King	Miao — The Huntress

"It needs the Warrior/Queen to launch into the chaos that creates new territory. It needs the King/Huntress to conserve, to hold, to maintain. It needs the Knight/Maiden to carry the emotional and cultural memory across generations. It needs the Alchemist/Mystic to process, integrate, and evolve. An entire society of one type would fail. The ecosystem needs all eight."

— THE NEW SIGNS, CHAPTER THREE: THE AFFINITY ZONES

Where the zodiac gives twelve arbitrary categories with no internal logic connecting them, Kodex gives eight archetypes built on an elegant, memorable, and — critically — teachable 2x2 matrix. This matters enormously for the business opportunity: a system this clean is easy to explain in a 30-second video, easy to quiz people into, and easy to build merchandise, content calendars, and coaching curricula around. It is, in the truest sense, a content machine disguised as ancient wisdom.

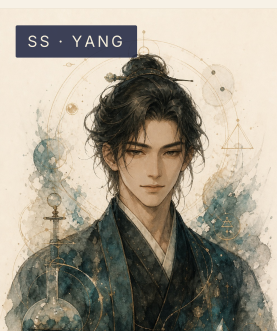
The Depth & Heart Types



SS · YIN POLARITY

Shin — The Mystic

Full reservoir, fast clearance, turned inward. She doesn't move toward the world — the world moves toward her. Ethereal, intuitive, emotionally sovereign; the sign of the artist, the healer, the quiet centre of every room she enters.



SS · YANG POLARITY

Kaito — The Alchemist

The calm centre of any storm — processes fast, releases clean, transmutes chaos into order. Not stoicism performed, but a nervous system that genuinely clears. The strategist, the synthesiser, the one who is already there.



SD · YIN POLARITY

Vex — The Maiden

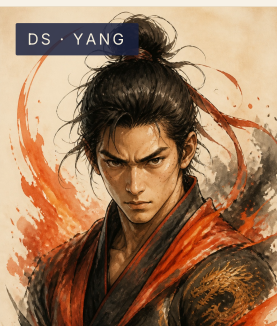
Wild-hearted, radically authentic, emotionally alive. Her honesty is magnetic; she doesn't perform, she simply is. Deep feeling, deep memory, deep loyalty — the sign of the true romantic.



SD · YANG POLARITY

Yuji — The Knight

Chivalrous, devoted, romantically powerful. Leads with his heart, backs it with action. The man who shows up — consistently, devotedly, across decades, not weeks.



DS · YANG POLARITY

Kenji — The Warrior

Low-tonic urgency, fast clearance velocity. Always running, whether moving or still. Accomplished, driven, aspirational — the sign that turns restlessness into relentless achievement.



DS · YIN POLARITY

Jinx — The Queen

She doesn't pursue — she doesn't need to. The world comes to her, and she makes sure of it. Regal, refined, commanding without effort; the sign every other sign quietly wants to become.

The Excellence & Power Types



DD · YANG POLARITY

Rai — The King

Low-tonic architecture that has learned to hold rather than launch. He builds structures that outlast him — institutions, legacies, dynasties. He doesn't perform authority. He simply has it, and the room reorganises around him without a word spoken.

DD · YIN POLARITY

Miao — The Huntress

The rarest, most focused architecture. Once she selects her target — a career, a craft, a person — she does not deviate. Fierce, fearless, and the most completely loyal partner of any archetype once the fortress opens.

Why This Grid Sells Itself

Every one of the eight signs is written to contain a shadow and a genius, a romantic style and a professional superpower, a set of celebrity avatars people already recognise, and a specific psychological wound it heals when someone finally reads their own profile. This is precisely the mechanic that made the zodiac an enduring, generational business: the content never runs out, because every relationship, every career decision, every conflict, every heartbreak can be re-explained through the lens of the signs, forever. Kodex simply does it with better material — dopamine architecture instead of planetary transit — which means the content is more defensible, more shareable, and more "wow, that's actually true" than anything the zodiac has produced in three thousand years.

"Is Beyoncé a Queen? Are You?"

The fastest, cheapest, most reliable way to make anyone care about a personality system is to show them it explains someone they already admire — and then ask if they see the same thing in the mirror.

"The modern Queen — power, grace, excellence."

Picture the video: a 30-second reel of Beyoncé commanding a stadium stage, cut against a single line of on-screen text — **"Beyoncé is a Kodex Queen. Regal. Composed. Commands a room without raising her voice. Sound like anyone you know? Sound like you?"** — followed by a link to the free quiz. This single format, repeated across every archetype and every recognisable face on the planet, is the exact content engine that took the zodiac from a newspaper column to a billion-dollar industry, and it works twice as hard for Kodex because the explanation feels smarter, not just prettier.

Western Avatars

- **Jinx (The Queen):** Beyoncé, Audrey Hepburn, Natalie Portman — regal composure, effortless standard-setting.
- **Rai (The King):** Chris Hemsworth, David Bowie, Robert Downey Jr. — quiet, room-changing authority.
- **Miao (The Huntress):** Rihanna, Madonna, Julia Roberts — fearless, sets her own rules.
- **Kenji (The Warrior):** Brad Pitt, Leonardo DiCaprio, Denzel Washington — disciplined, aspirational mastery.
- **Yuji (The Knight):** Keanu Reeves, Hugh Grant, David Beckham — devoted, warm, shows up.
- **Vex (The Maiden):** Marilyn Monroe, Taylor Swift, Lady Gaga — radiant, authentic, wild-hearted.
- **Kaito (The Alchemist):** Matthew McConaughey, Warren Buffett, Anthony Hopkins — clean, structural calm.
- **Shin (The Mystic):** Angelina Jolie, Cate Blanchett, Zendaya — ethereal, magnetic stillness.

Eastern & Global Avatars

Because Kodex is built to travel East as naturally as West, the same format works with K-pop idols, C-drama leads, anime protagonists, cricket and football icons across Asia, and the region's own business titans and political leaders — all of whom Asian audiences already discuss constantly through the lens of Saju, Chinese zodiac, and feng shui compatibility. Kodex simply gives creators in Seoul, Tokyo, Manila, Mumbai, and Jakarta a fresh, neuroscience-branded vocabulary to keep having that same beloved conversation.

Your Content Never Runs Dry

Every celebrity, every couple, every breakup, every leadership story in the news becomes a ready-made Kodex video: "Which sign is this politician?" "Why did these two celebrities break up — a classic Warrior/Mystic mismatch." The news cycle becomes your unpaid script department, forever.

Why People Won't Just Try This. They'll Convert to It.

Belonging is not a marketing trick bolted onto Kodex. It is the actual mechanism that makes the entire opportunity work — and it is well documented in behavioural science.

1. Identity-based belief is sticky

The moment someone reads "you are a Kaito" or "you are a Jinx" and feels recognised, the archetype stops being information and becomes identity. Once a belief is fused to identity, people don't just hold it — they defend it, share it, and build community around it. This is the exact mechanism behind zodiac loyalty, sports fandoms, and political tribes; Kodex channels the same wiring toward a framework people can actually use to improve their lives.

2. The "in-group" reflex does the marketing for you

Once someone identifies as a sign, they instinctively seek out others who share it (validation) and delight in explaining people who don't (social currency). Both behaviours are inherently viral — a person who calls themselves a Huntress will tag every Huntress they know, correct people who "get it wrong," and defend the system in comment sections for free.

3. Dopamine-branded content is dopamine-generating content

There is a delicious irony at the centre of Kodex's growth mechanism: a framework about dopamine architecture is, itself, extremely good at generating dopamine hits in an audience — the "OMG that's literally me" recognition spike is one of the most shareable emotional experiences on social media, more reliable than almost any other content hook tested by creators today.

4. Trust transfer from science

Because the language is neurochemical rather than celestial, sceptical audiences who would normally dismiss "sign" content give Kodex the benefit of the doubt — and once they engage with the quiz and see themselves accurately described, the scientific framing converts scepticism into advocacy far faster than astrology ever could.

"The resistance you feel toward seeing yourself clearly in one of these archetypes is often exactly the signal that you've found the right one."

— THE NEW SIGNS

Put simply: Kodex isn't fighting for attention against the zodiac, MBTI, or the Enneagram. It is engineered to out-compete all three, because it borrows the identity-loyalty of astrology, the "scientific" credibility of a personality test, and the mythic weight of Eastern wisdom traditions — in one unified system, at a moment when belief in astrology has plateaued but appetite for something new and more legitimate is at an all-time high.

Five Ways to Get Paid Inside the Kodex Ecosystem

You are not being asked to buy a franchise, sign a contract, or pay upfront licensing fees. You are being invited to become an early Kodex Associate — and to build income on your own terms across five simultaneous streams.

- 1 Become a Kodex Influencer**
Post archetype content — celebrity breakdowns, relationship reads, "which sign are you" reels — under your own name and brand. Grow an audience the same way zodiac and personality creators already do, except with content nobody else is making yet.
- 2 Sell Kodex Merchandise**
Sign candles, archetype apparel, art prints of the eight illustrated signs, phone cases, journals — sell it directly on your page. You keep the lion's share; Kodex only takes its cut when a sale happens (see commission structure, next page).
- 3 Become a Certified Kodex Coach**
Complete the Kodex Certified Coach course (\$197 one-time) and legally offer paid coaching in relationships, dating, wellness, mindset, wealth, success, or spirituality — all through the Kodex archetype lens, with a full curriculum and client-ready frameworks provided.
- 4 Recruit for Social Intro (Matchmaking)**
Certified coaches gain access to the Kodex Social Intro network — a modern, no-upfront-fee matchmaking model. You refer people into the list; when a genuinely compatible match is found, Kodex or you (as a trained matchmaker) makes the introduction offer — priced from \$500 to \$10,000 per successful intro.
- 5 Sell Anything, Anywhere — Keep 80%**
Whatever you build on top of the Kodex name — your own guide, your own merch line, your own paid community — you keep a flat 80% commission on every single sale. This is dramatically more generous than almost any affiliate, franchise, or licensing structure in the personal development or influencer economy today.

The Cost of Entry

\$8/month for the Kodex Whop subscriber hub (all official + influencer material, swipeable content, templates) — and \$197 one-time if you choose to become a Certified Coach. That's the entire cost of admission. Everything after that, you keep 80% of.

THE NUMBERS

80% Is Not a Typo.

Most affiliate and licensing programs in the creator economy pay 10–50% and gate their best material behind expensive tiers. Kodex inverts that model entirely.

Revenue Stream	You Keep	Kodex Takes	Notes
Merchandise sales (via your page)	80%	20%	Includes apparel, art, candles, decor, journals
Digital products / guides / templates	80%	20%	Anything you build using Kodex branding & IP
Coaching client fees (post-certification)	80%	20%	You set your own rates; Kodex takes commission only when you invoice
Social Intro matchmaking fees	80%	20%	Intro fee range: \$500–\$10,000 per match, no upfront cost to the client
Whop subscriber hub	—	—	Flat \$8/month gets every Associate the full shared content library

"We do not take upfront fees for people to join our matchmaking list — we only make them an offer to connect when we have a useful match. As an Associate, an intro can be worth anywhere from \$500 to \$10,000. The commission is a flat 80% for everything."

Compare this to the standard creator economy benchmark: most affiliate marketplaces (Whop's own network among them) typically structure commissions in the 20–50% range for the creator, with the platform retaining the larger share. Kodex flips that ratio entirely in your favour. You are not renting an audience from Kodex — you are building your own audience, your own brand voice, your own archetype-based business, and paying Kodex a modest 20% only on what you actually sell.

Why Kodex Can Afford This

Because the real value in this ecosystem isn't the transaction — it's the movement. Every Associate who builds an audience around Kodex archetypes grows the total addressable market for everyone else. A rising tide of "which sign are you" content lifts every coach, every merch seller, every matchmaker, and every future Associate simultaneously. Kodex would rather have 1,000 Associates earning well than 10 Associates earning everything.

What This Could Actually Be Worth to You

Illustrative earning tiers based on the five revenue streams and the flat 80% commission structure. Your actual results depend on audience size, consistency, and how many streams you activate — but the ceiling is uncapped in every direction.



Illustrative figures for education purposes only. Individual results depend on effort, audience size, niche, and market conditions. Not a guarantee of income.

A Simple Example: One Successful Social Intro Month

4 successful matches made through your Social Intro referrals in a single month, at an average intro fee of **\$2,500** each:

$$4 \times \$2,500 = \$10,000$$

At the flat 80% Associate commission: **you keep \$8,000** from that single month, from introductions alone — before a single merch sale, coaching client, or subscriber add-on is counted.

Add a modest coaching practice on top: even 4 clients per month at \$400 each generates \$1,600, of which you keep \$1,280 at 80%.

Combine both and a single Associate working part-time is realistically clearing **\$9,000+ per month** — without ever needing a large following, because Social Intro and coaching are both trust-based, word-of-mouth businesses that reward depth over reach.

GETTING STARTED

Your Path Into Kodex

No franchise fee. No exclusive territory. No inventory to buy. Just three simple steps between where you are now and your first Kodex-powered sale.

1 Join the Whop Hub — \$8/month

Instant access to the full shared content library: swipeable reels, quiz funnels, archetype copy, illustrated assets, celebrity breakdowns, and everything current Kodex influencers are already using. Start posting the same day.

2 Find Your Sign, Then Find Your Audience

Identify your own Kodex archetype first — your content will always be more magnetic when it's coming from lived recognition rather than performance. Then start sharing: your own read, your favourite celebrity avatar, a relationship dynamic you've noticed. Direct people to the free quiz.

3 Decide How Deep You Want to Go

Stay a casual Influencer-and-Merch Associate forever if that's what suits you — or invest the one-time \$197 to become a Certified Kodex Coach, unlocking paid coaching services and access to the Social Intro matchmaking network, where the highest-ticket earnings live.

What Makes This Different From Every Other "Opportunity"

- No pressure to recruit downlines — this is not a multi-level marketing structure. You earn from what you sell and coach, full stop.
- No exclusivity requirements — build your Kodex brand alongside anything else you already do.
- No inventory risk — merchandise, digital products, and coaching are all on-demand.
- No content ceiling — the archetype system regenerates content forever, because every relationship, celebrity, and news story becomes new material.
- A genuinely generous 80% flat commission on everything you build, forever.

Ready to Claim Your Sign?

Reach out directly to begin: leo@deepsyke.com. Tell us your name, your platform (if you have one), and which of the eight signs you suspect you already are.



K O D E X

Astrology took three thousand
years to become an industry.

You have the chance to be early to the one built to replace it.

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