



Twin School.

BUILD YOUR AI TWIN.

Teaching marginalized 18–25-year-olds to build their own digital twin — a personal operating system for the agentic era — as the entry path into the next economy.

"I'm a twin. I built a digital twin. Now I want to run the school where young people build theirs."

FOUNDER

Ben Arnon

DOCUMENT

Funder Deck v04

DATE

July 2, 2026

STATUS

Working draft — confidential

FIRST, THE THING ITSELF

What is a *digital twin*?

```
your-twin/ agents.md how it should act for you
thinking/ you, school, life productivity/ things
you do a lot coding/ things you build // a folder
in your Google Drive – on your // computer and in
the cloud at once. // lose the laptop, keep the
twin.
```

WHAT IT DOES

- **It's your own AI** — it knows your story and helps you get things done
- **Thinks with you** — a copilot that knows your context, not a stranger
- **Writes the plan** — turns an idea into a real business plan
- **Builds the thing** — designs and ships working prototypes

*The harness is swappable. The twin is **yours** — and it compounds.*

Underneath, it's just a **folder of plain files you control** — so it's yours forever and works with any AI tool. You build the **twin** (the thing you own); what you get is an AI **copilot that actually knows you**. One idea, two words.

THE AHA MOMENT

Your twin doesn't ask you to fill out a form. It *interviews you.*

TWIN ASKS

"What are you trying to build this year — in school, in work, in life?"

YOU, OUT LOUD 🎤

... you talk. you don't type. you just answer.

TWIN ASKS

"Who's helping you? Who isn't? What's actually in your way?"

YOU, OUT LOUD 🎤

... and again. one question at a time.

→ saved as `intake-conversation-2026-06.md` — in your own words

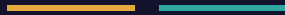
WHY IT LANDS

- **It pulls your knowledge out** — not the internet's. What you know is the raw material no model has.
- **You speak, you don't type** — faster, richer, and the awkwardness is the advantage.
- **It flips the script** — the first thing AI does isn't answer a question. It asks you one.

*That reversal is the moment a twin stops being abstract and starts being **yours.***

THE MOMENT

Every young person needs to start building a twin *now*.



The agentic era didn't arrive gradually. It arrived this year — and the gap between those who can drive agents and those who can't is opening *fast*.

A digital twin is the equalizer. It's the difference between watching the next economy happen and building inside it. The young people who start now own a compounding head start; the ones who wait inherit the gap.

THE SHIFT

Entry-level work is changing *under their feet.*

A YOUNG ADULT WITH A TWIN

Earns the multiplier

Applies to AI-native roles. Builds products without engineering hires. Runs their life with the same compounding leverage founders already have.

A YOUNG ADULT WITHOUT ONE

Locked out of the next door

Same labor market, same year — passed over by AI-fluent peers in every gateway role. The gap is no longer code vs. no-code. It's deploy-agents vs. can't.

The roles 18–25-year-olds traditionally entered — coordination, research, scheduling, support, junior production — are the exact roles agent workflows absorb first.

THE WHITESPACE

No one is in the *four-way intersection*.

LEARN-TO-CODE ORGS

Code.org · Black Girls Code · Per Scholas

Missing: the agent-era stack, not just "write Python"

AI LITERACY AS CRITIQUE

AI4ALL · aiEDU · Rithm Project

Missing: building, not critiquing — and 18–25, not K-12

FOR-PROFIT AGENT CAMPS

Inspirit AI · Modern Age Coders

Missing: free at scale — \$500–\$3,500 gates the underserved out

TWIN SCHOOL

Free · At scale · 18–25 underserved · Builder · Employer pathways

This is the gap. We fill it.

We teach the layer *above* the tools.

We don't teach "how to use Cursor." That dates the moment a tool loses favor. We teach the *durable layer* that sits above whichever harness wins.

Tool fluency expires. A twin doesn't. A digital twin is harness-agnostic by design — today you drive it with Claude Code, tomorrow with whatever's best. Your context, skills, and rules carry over intact. That's what makes it a workforce-readiness investment and not a fad.

THE PROGRAM

10 weeks. Free. *Builder-grade.*

8 weeks of curriculum that build the skill. 2 weeks of capstone that prove it. 40–60 students per site, stipend-supported, 1:8 ratio with peer "twin partners."

WK 1–2

Mindset & voice

What a twin is; folders & files; dictation; a first agent-made win

WK 3–4

Set up & hire it

Your twin's folders; write its behaviors (agents.md)

WK 5–6 / SIGNATURE

The intake & first initiative

The twin interviews you; kick off a real project; "gossiping"

WK 7–8

Prototype & compound

Spec → plan → build; connect a tool; chat → reusable skill

WK 9–10 / CAPSTONE

Ship & pathways

Ship a twin-powered project; portfolio, demo day, employer intros

THE SIGNATURE MODULE

A course ends. A twin *compounds*.

THE CENTER OF THE SCHOOL

Every student builds a twin they own forever.

A simplified version of the same workspace Ben uses to run his life and five ventures. Every skill, rule, and project they add makes the next thing faster — an appreciating asset, not a depreciating credential.

LEAVE WITH

- A working personal twin, kept forever
- A connected tool + an authored skill
- A capstone shipped to a real user
- A "twin partner" peer network

The twin is the artifact. The job is the outcome. The network is the durable asset.

THE FOUNDER

Ben Arnon.

- **Wildfire Interactive**

6th employee; grew from pre-PMF to a \$400M acquisition by Google in 2012.

- **Zapier**

Built a production-grade personal digital twin with Cursor, Claude, MCP, and the Zapier SDK. *He literally lives the curriculum.*

- **Color Farm Impact**

Co-founder of an active 501(c)(3). \$625K FY25 → \$1.25M FY26. MSE Leadership Curriculum live in Chicago, launching in Brooklyn.

- **A twin**

Literal twin brother — the origin of the school's central practice.

*"I'm a twin. I built a digital twin. Now I run the school where young people build **theirs**."*

THREE LAYERS IN ONE SENTENCE — THE ACTUAL STORY

DISTRIBUTION, EMPLOYERS & STRUCTURE

Embed in institutions. Hire through *partners*.

DISTRIBUTION

Year 1: 1 NYC site. Year 2–3: 3–5 sites.

We don't build campuses. We embed in community colleges, HBCUs, and MSIs that already have students, classrooms, and trust.

EMPLOYER PATHWAYS

Per Scholas model. Free in Y1, paid in Y2+.

Every cohort paired with 5–7 employer partners committed to interview & hire. Y2+: paid pipeline access funds 20–30% of operating budget at scale.

HOW IT'S BUILT

501(c)(3) nonprofit, launched under **E2AC fiscal sponsorship** (~12–18 months) for speed, then incorporated standalone. Curriculum, skills, and MCP servers open-sourced as a public good. (A future product arm via a PBC is an optional later path, not part of this ask.)

PATH TO \$10-20M

Coalition wedge first. *Anchors* next.

Coalition wedge	Months 1-5	\$500K-\$1.5M	Patrick J. McGovern · Humanity AI open call · Mozilla Builders · aiEDU · Robin Hood NYC
Anchor pursuit	Months 5-9	\$3-7M	OpenAI Foundation · Anthropic Beneficial Deployments (cash + credits + engineers) · Google.org AI Education Council
Run-rate	Years 2-3	\$10-20M/yr	Anchor renewal + tier-2 + earned revenue + state workforce dollars (WIOA via states)

THE MODEL IS PROVEN · PER SCHOLAS

30,000+ trained · ~\$70M annual revenue, ~80% to program · ~3x graduate wage multiplier · \$2B+ in cumulative graduate lifetime earnings — the same free-to-student, paid-at-the-hiring-end structure Twin School applies to the agent-builder skill set.

The capital is there: \$25B+ OpenAI Foundation · \$200M Anthropic + Gates · \$650M Google.org + Humanity AI. Excluded per founder posture: xAI & direct White House / federal-administration grants (state-administered WIOA funds accepted).

MILESTONES & KILL CRITERIA

Pre-committed in writing.

6-MONTH CHECKPOINT

Wedge proof points

- 2 of 6 coalition grants closed (\$500K)
- 1 inaugural site signed; curriculum lead hired
- Trademark cleared, 501(c)(3) incorporated

If not 2 grants AND 1 site by month 6 → pivot or wind down.

12-MONTH CHECKPOINT

Anchor in formal review

- \$1M+ anchor proposal under formal review
- Inaugural cohort shipped — 80%+ ship-to-production
- 60%+ paid-gig / job placement

If no yes-track anchor → reframe to a \$3–5M ceiling.

THE BUDGET

The pilot year, *fully costed*.

\$1.09M

YEAR-1 BUDGET (BASE)

2 pilot cohorts, ~100 students, 1 NYC site.
Market-rate team, 100% stipends, 10% contingency. Band: \$950K–\$1.24M.

\$5,400

DIRECT COST / STUDENT

Stipend + instruction + hub & tools + placement ops. Fully loaded: ~\$10.9K in the pilot year, falling with scale.

\$7.4M

3-YEAR BASE PLAN

Y1 \$1.09M / 100 students → Y2 \$2.5M / 250 → Y3 \$3.8M / 400 across 3–5 sites. ~750 students total.

BENCHMARKED, NOT GUESSED

Per Scholas' public filings imply roughly **\$8.4–\$11.7K per learner** (FY2024 program spend ÷ published learner counts — derived estimate). Twin School's fully-loaded pilot cost sits inside that band; its direct delivery cost sits below it — before donated space, donated AI credits, and curriculum reuse pull it down.

All figures are forward-looking planning estimates for a planning-stage organization — no cohort has yet been delivered. Full budget, scenario bands, and pro forma: Business Plan v03, Section 8.

THE ASK

The decisive ask is a *multi-year anchor*.

ANCHOR — OPENAI FOUNDATION · ANTHROPIC BENEFICIAL DEPLOYMENTS · GOOGLE.ORG

\$2–5M multi-year + technical embedding + open-source co-publishing

Funds the Year-2→3 expansion: 1 site to 3–5 sites, ~750 students over 3 years, curriculum open-sourced, third-party evaluation. Engineers embed with the curriculum team; curriculum + MCP servers + Agent Skills release as open-source benchmarks.

COALITION FUNDERS — FIRST

\$500K–\$750K wedge (months 1–5)

Buys pilot cohort 1 delivered (~\$270K), the founding team (~\$250K), and org standup (~\$75K) — reaching the pre-committed 6-month kill-criteria checkpoint. Individual grants: \$100K–\$500K.

EMPLOYER PARTNERS

Y1 interview commitments → Y2+ paid pipeline

5–7 partners year 1, 30–50 by year 3 (\$5–15K per hire, Per Scholas model).

WHY NOW & WHY US

We're ready to build. We need anchors ready to bet that the next door opens *for everyone* — not just the families who could already pay for it.

The single conversation that turns into a \$2–5M anchor.

FOUNDER

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STATUS

Working draft — trademark clearance pending