

THE  
**CASH BURNE**  
CHRONICLES



By **Hugh Brix**

## **THE CASH BURNE CHRONICLES**

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Original writing, editing, and creative direction  
by Hugh Brix

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This is a work of fiction and satire. References to actual companies, products, or public figures are used fictitiously or for satirical purposes.

*No goats were consulted on the financial projections.*

# Meet Cash Burne

His confidence is unlimited. His business model remains under development.

Three complete episodes from The Cash Burne Chronicles by Hugh Brix.

Episode 1 introduces Cash. Episode 5 takes you inside his daily all-hands. Episode 10 removes the inconvenience of having an idea before raising money.

The episodes retain their original numbers. Each contains a divider and three comic pages. Read left to right, top to bottom.

E P I S O D E 01

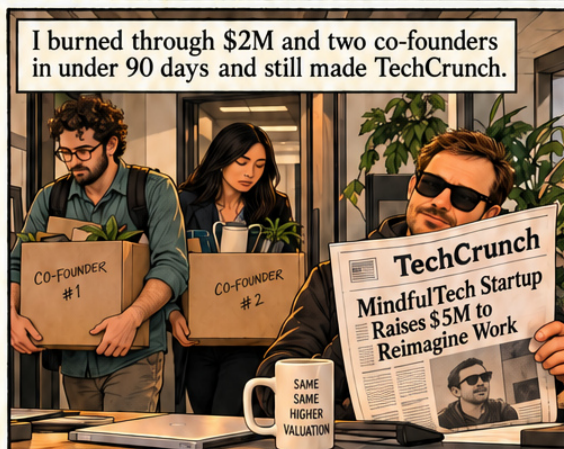
# My Name is a Warning



# THE CASH BURNE CHRONICLES

## EPISODE 1 — WHO IS CASH BURNE?

*A Startup Memoir in Three Acts (and Zero Profit)*



# ACT II – THE PIVOT HEARD 'ROUND THE WORLD

Post-Zen, I pivoted hard.

B2B Sentiment  
Infrastructure Layer  
for Emotionally  
Intelligent Enterprises

SENTIMENT  
SCALES  
Everything

I'm not sure what that means either,  
but we printed hoodies.

EMOTION  
SCALES  
EVERYTHING

EMOTION  
SCALES  
EVERYTHING

EMOTION  
SCALES  
EVERYTHING

EMOTION  
SCALES  
EVERYTHING

I raised an additional \$1.9M from  
CryptoMother.ETH and a Brazilian DJ.

I wanted  
exposure to  
human vibes.

CryptoMother.ETH

I wrote the whitepaper during a mushroom  
ceremony in Big Sur. It was reviewed by  
a parrot named Carl.

Carl approved.

We hired fast. We burned faster.

PEOPLE  
VIBES  
REVENUE  
(SOMEDAY)

Emotional resonance  
per active user

DAU  
12,487  
VIBES  
+ 87%  
FEELINGS  
+ 243%

Our CAC was feelings.

Then the market corrected.  
So did my serotonin levels.

I took a long weekend.

WHITEPAPER v3  
- FUNDRAISE  
- SCALE  
EXIT (MAYBE)

SAME  
IDEAS  
DIFFERENT  
CRASH

# ACT III — THE RETURN

Some founders flame out.  
I made myself harder  
to schedule.

Try Q4.

Calendly

LESS  
MEETINGS  
MORE  
LIFE

Just vibes and intermittent enlightenment.

NO  
WI-FI

KOMBUCHA  
ON TAP

Breathwork  
Stoicism  
Psychedelics  
Better Humans

But the burn doesn't stop.  
It smolders.

A company to run.  
A team to inspire.  
A new reality to burn.

I've seen term sheets  
that would make  
your lawyer cry.

You perform  
better unconscious.

I've hired a growth hacker  
named Nebula and let her  
A/B test my sleep schedule.



BILLABLE  
HOURS  
&  
TEARS

Back at the office, morale needed  
work. I hired three culture officers.  
One per vibe.

Their first  
recommendation?  
Wine on tap.

That's when we installed it.  
But that... is a story for Episode 2.

IDEAS  
PEOPLE  
MISTAKES  
EPISODE 2...

CULTURE PLAN

— CB

E P I S O D E   0 5

# Nobody Leaves. We Meet Again Tomorrow.



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— EPISODE 5 — FOR TRANSPARENCY... I HOSTED ALL-HANDS EVERY DAY —

Someone told me great leaders over-communicate.

Great leaders over-communicate.

So I booked a daily All-Hands.

8:30 AM  
ALL-HANDS  
EVERY DAY  
MANDATORY

The goal was alignment. The result was attrition.

The Daily Sync  
of Truth

Every morning started with a 45-minute keynote from me.

Sometimes a fireside chat... with myself.

One day, emojis. Another day, interpretive dance.



# THE CASH BURNE CHRONICLES

## EPISODE 5 — TRANSPARENCY THEATER

Product gave updates using haikus.

Bugs are fewer now,  
Features inch toward the light,  
Still not shipping yet.

Finance did Cash Flow Karaoke. Legal cried quietly on Zoom.

Cash Flow Forecast

\$2M  
\$0  
(\$2M)  
(\$4M)  
(\$6M)

On Thursdays, employees could ask me anything. Almost.

ASK ME  
ANYTHING

Except:

- runway
- merger
- mezcal cart

First I incentivized attendance with swag. Then equity.

EQUITY  
CERTIFICATE

Eventually, comedians roasted the roadmap. Morale soared. Productivity cratered.

Roadmap

Q1  
Ideas

Q2  
More Ideas

Q3  
???

Q4  
~(ツ)~

Engineering formed No Hands. Marketing A/B tested muting me. I lost to elevator music.

NO  
HANDS

Cash (Muted)  
27%

Elevator Music  
73%

# THE CASH BURNE CHRONICLES

## EPISODE 5 — THE TURNING POINT

One morning, I showed up...  
and I was the only one there.



The entire company had switched to async.  
Without telling me. A Notion page now ran the org.



My updates were replaced by CashBot, trained  
on my old tweets and seed pitch decks.



It was efficient.  
It was scalable.  
It was... better.

I still show up. Same time. Same link.  
Empty grid. Full Patagonia. Negroni in hand.



Leadership isn't about  
control. It's about vibes.

*But that... is a story for Episode 6.*

—CB

E P I S O D E 1 0

# Thinking Will Only Delay Funding



# THE CASH BURNE CHRONICLES

EPISODE 10 — FOR FIRST MOVER ADVANTAGE...

I INVESTED BEFORE THE IDEA

Great founders move fast.



I moved before the idea showed up.



Ideas are a distraction.  
Vibes are eternal.



**BurneRate**  
PreThought Capital



Forty-eight hours later.



How much of this is actual money?

It's emotional  
currency.



# THE CASH BURNE CHRONICLES

## EPISODE 10 — THE APPLICATION PROCESS

Step one: Walk in.



Step two: Say nothing.



Shoes. Aura. Spotify Wrapped.



Is the bathroom this way?



He left with \$250K and a pre-seed valuation.



She blinked twice. I funded her before she sat down.



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## EPISODE 10 — THE VAPORWAVE 12

I gave them blank hoodies. Branding is limiting.



I forgot the idea. Sold fourteen tokens.



We pre-validate unformed thoughts.

Signal without noise. Monetized.



By week two, three had raised Series A.

COMING SOON



These companies barely exist.

PORTFOLIO VALUATION  
**\$40M**



This makes no sense.

Startup Jazz.  
No notes. Just vibes.



I was ahead of the asset class. I was... the product.

Next: Co-founder-market fit. -CB

# There are 21 more

The Cash Burne Chronicles follows Cash through 24 illustrated episodes of startup ambition, corporate rituals, and spectacular financial judgment.

By Hugh Brix.

Enjoyed the sample? Share it with someone who has survived a startup. Keep the title and author credit with the pages.

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