

A I V G H O L D I N G S L L C

W H E R E I T C A M E F R O M · W H Y I T I S D I F F E R E N T · W H E R E I T G O E S

The holding company built by the woman who is **always early**.

A publishing and commerce house built by one operator who has spent thirty years seeing what works before the rest of the market does. Many independent brands, each with its own name and checkout, all run from a single backend with a human directing every move.

O R I G I N ♦ E D G E ♦ E N G I N E ♦ P R O O F ♦ T R A J E C T O R Y

A I V G H O L D I N G S . C O M · I N F O @ A I V G H O L D I N G S . C O M

C O N F I D E N T I A L · P R E S S & P A R T N E R B R I E F I N G · J U N E 2 0 2 6

ORIGIN · THE THESIS

The market keeps arriving late to her.

At fifteen she decided she belonged in a law office. She opened the Yellow Pages and called firms one by one. You are how old, they said, and hung up. She kept calling until a woman said yes. Every bet she has made since has run the same way. She moves first, and the rest of the world shows up years later.

That timing is not a personality trait. It is an asset, and it is the one **AIVG Holdings** is built to put to work. The company takes a single read on where a market is heading and turns it into brands, one after another, on a backend made to carry them all.

"I build in rooms that do not have names yet, then watch everyone walk in years later and call it obvious."

THE OPERATOR

25

BRANDS LIVE

1

SHARED BACKEND

11

AGENTS ORCHESTRATED

ORIGIN · THE OPERATOR

Allergic to waiting for permission

AIVG Holdings did not come from a windfall or a connection. It came from her. Her father bought her a computer when she was twelve, handed it over, and told her to go make something with it. She did, and she never stopped. She and Vance Gannon have been together since 2002. She owns **AIVG Holdings**; he owns Real Deal Pearls. Two companies, one table, the whole way.

"I am not subtle. I am not cautious. I am a bulldozer."

A THIRTY YEAR RECORD OF BEING RIGHT EARLY

- | | |
|-------------|--|
| 1992 | Only girl on the flag football team. Refused no. Won the championship. |
| 2002 | She and Vance start, side by side, and never stop. |
| 2006 | Fully remote, back when the word for it was scam. |
| 2009 | Handed an empty building. Leased it out before the semester started. |
| 2015 | Consulting covered by Fortune. Rooms in DC, London, Dubai. |
| 2020 | TikTok. 150,000 followers in seven days. |
| 2025 | Pulls every brand under one roof and names it AIVG Holdings. |

ORIGIN · PROOF OF CONVICTION

A wrong map pin, and a mailbox that read 717.

A bad pin parked them a mile short of the Florida parcel they had driven out to see. While they waited, she looked up and read white numbers on black metal across the road. 717. Her birthday, Vance's birthday, their anniversary, all the same day. She is the one who reads the fine print twice and trusts a spreadsheet over a feeling, and even she stopped arguing. She wrote the deposit check that afternoon, closed on June 14, 2024, and turned ten bare acres into a finished home in fourteen months. Her father died in Ohio before the first shovel and never saw it happen.

She wrote it all down in the memoir beside this. **AIVG Holdings** runs on the same move she made at that mailbox: commit before the proof is comfortable, then do the unglamorous work of making it real, every brand on one backend instead of twenty five separate setups.

Roots and Red Tape

A Memoir of Building from Nothing in a County That Fought Us Every Step of the Way

By **Angela Irizarry** · rootsandredtape.com

Hardcover	\$47.03
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Paperback	\$25.65
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Kindle	\$9.99
Read free on Kindle Unlimited	

In print and digital on **Amazon**

THE STRUCTURE

The architecture at a glance



HOW TO READ IT

A single backbone for payments, compliance, analytics, and deployment. Each sector branches from it while keeping its own identity.

Real Deal Pearls LLC sits outside the umbrella as a separately owned company that supplies the affiliate operation.

THE NERVOUS SYSTEM

One screen runs the whole Empire

The Command Center is the single source of truth. No brand's status lives only in someone's head. Every property reports its real state into one place, which is how a small operation holds twenty-five live sites to one standard.

01 Status and deploy state

Every brand's build, deploy, and live state, tracked per property and never out of sync.

02 The Empire SEO board

A seven point on-page standard per site. The internal rule is plain: unindexed is unpaid.

03 Compliance clearance

A hard gate state per brand. Nothing reaches the public until it is cleared.

04 First party analytics

Pageview, session, scroll, and outbound click, collected on AIVG infrastructure, not rented.

05 The operations journal

Real launches and milestones recorded automatically, so the record matches what shipped.

06 Config control plane

Checkout names, statement descriptors, and locked affiliate IDs governed from one place.

HOW THE WORK GETS DONE

A coordinated operating system, with a human at the controls

AIVG runs on a team of specialized agents, each owning one function: building sites to standard, writing and cleaning copy, generating brand assets, running SEO, watching analytics, vetting sellers. They feed a single command center and they move fast. They do not act alone. The work runs on rails, and the decisions stay with the owner.

01

Build to one standard

Every property is built to the same production bar, then given its own distinct identity. No recolored templates.

02

Clear the gate

Compliance reviews the language and the legal docs before anything goes public. No clearance, no launch.

03

Deploy and report

A site is not done until its real state is written back to the command center. The dashboard never drifts from the truth.

Speed comes from the agents. Authority stays with one person. Every external action waits for **one signature**.

THE GATE

Nothing ships until it clears

A brand can be finished and still not be allowed to launch. Clearance is a separate decision, and it is not automated.

A dedicated compliance function reviews every property before it reaches the public. The standard is the same whether the brand earns one dollar or one thousand.

Language and legal docs, both

A site does not launch until its copy is cleared and its privacy, terms, and disclaimers are in place. A hard pre-launch gate.

Plain category language

Game properties carry entertainment-only language with no real-money gambling. Categories are named honestly.

Disclosures preserved

Affiliate disclosure and an AI-assisted transparency note stay on every site, by directive, ahead of disclosure law.

Claims only when true

SEO and indexing flags are asserted only when they are real in the shipped page. The record never claims what was not done.

Owner controlled

The clearance decision stays with a person. No agent can clear itself to launch.

PROPRIETARY ASSET

Seller Intelligence, on rails

Brand deals do not live in an inbox and a spreadsheet. They live in the Command Center, where every seller, offer, and product is tracked, scored, and drafted against a fixed set of rules.

The system prepares. It never commits. No offer is accepted and no seller is contacted without the owner.

01

Capture

Sellers, offers, products, and ASINs are logged in one place instead of scattered across email threads.

02

Review every morning

A daily preliminary pass classifies new offers against fixed selection rules and surfaces only the ones worth a look.

03

Verify on real data

Product intelligence is pulled and cached by ASIN, so pricing and fit are judged on the listing, not the pitch.

04

Draft, then wait

Channel-aware replies are written and queued. They sit until the owner reads, edits, and sends them.

THE MODEL

How one backbone runs many brands

Customers get a distinct brand every time.
The company keeps one backend and one
source of truth behind all of them.

01

A single master processor

Payments run through one processor under AIVG Holdings LLC, with consolidated reporting and a single point of control.

02

The brand leads at checkout

Each brand presents its own identity at checkout, and AIVG is named as the processor on the receipt. Transparent, and the brand stays in front.

03

One source of truth

Every brand's status and deploy state lives in one internal command center, which is how a small team keeps twenty-five live properties consistent.

04

No brand is a copy

Each brand is built to the same production standard, then given a distinct identity. The only shared public element names AIVG as the operator.

PORTFOLIO, SECTOR ONE

Affiliate and reviews

11
LIVE BRANDS

Eleven distinct Amazon Associates review sites that look and read like eleven different publishers. The affiliate operation is supplied by a separately owned sister company, and every link runs on one locked affiliate account for clean accounting.

Stinky Odorsstinkyodors.com**We Smell Fantastic**wesmellfantastic.com**I Like Sweaters**ilikesweaters.com**Grandpa's Feet**grandpasfeet.com**Weird Odors**weirdodors.com**Customer Candy**customercandy.com**Open Mouth Insert Foot**openmouthinsertfoot.com**Squished Nuts**squishednuts.com**Tasty Odors**tastyodors.com**Combs and Brushes**combsandbrushes.com**Grandma's Feet**grandmasfeet.com

PORTFOLIO, SECTOR TWO

Authority and AI

3
LIVE BRANDS

AIButNotABot

aibutnotabot.com

The operator's field journal and proof engine. The public record of what was built, how, and what it cost to be early.

Emotional Entrapment

emotionalentrapment.com

Course and authority content on persuasion and narrative, packaged from the same operating playbook used across the portfolio.

Mossy Frog Media

mossyfrogmedia.com

The AI consulting and services arm, where the systems proven inside the Empire are offered as work for hire.

The proof is published first. The **authority follows the receipts.**

PORTFOLIO, SECTOR THREE

Private communities

2

LIVE BRANDS

Membership platforms built on subscriptions and member-only products. A recurring-revenue model that sits apart from the affiliate sites and the books.

Ladies of the Neighborhood

ladiesoftheneighborhood.com

A private, invite-shaped community with member subscriptions and neighborhood products, built on the Empire's own community platform.

Gents of the Neighborhood

gentsoftheneighborhood.com

The counterpart community on the same platform, with separate branding, billing tiers, and a distinct membership experience.

Members pay monthly. The relationship compounds.

RECURRING REVENUE · ONE PLATFORM

PORTFOLIO, SECTOR FOUR

Dirt Road Poker

dirtroadpoker.com

A downloadable game app sold direct. This is the brand that first exposed the problem the Empire was built to fix: its checkout used to read another company's name, which killed trust at the worst possible moment. Now the brand leads at checkout, and paid players reach a gated download of the full rules guide.

MODEL

Direct product sale, downloadable

DELIVERY

Gated download for paid players

For entertainment purposes only. No real-money gambling or wagering. Category language is held to this standard by directive across every game property.

The brand that proved why the Empire needed one clean checkout.

PORTFOLIO, SECTOR FIVE

Publishing and the children's imprint



ADULT AND NONFICTION

Echotemporia echotemporia.com

Roots and Red Tape rootsandredtape.com

Remember River rememberriver.com

The Last 10 Seconds thelasttenseconds.com

CHILDREN'S IMPRINT, BOOK PLUS WEB APP

Professor Dinosaur professordinosaur.com

Sloth Monkeys slothmonkeys.com

Curious Willy curiouswilly.com

Echotemporia is featured on the next page; Roots and Red Tape sits with the build story it tells. The children's titles each pair an illustrated book with an interactive web app and a paid unlock on its own domain.

THE SECOND TITLE

Echotemporia

A True Story of Seeing the Future Before the World Was Ready · The Echotemporia Memoirs, Book 1

Nonfiction by **Angie Irizarry**

A word she coined for living three steps ahead, where the echoes of your early struggles get louder as the world finally catches up. Dedicated to her father, the first hustler she ever knew, who saved up for her first computer and taught her that ideas become work.

The series lives at **echotemporia.com**

ON AMAZON NOW

Hardcover **\$39.88**

Paperback **\$22.85**

Kindle edition **\$9.99**
Included with Kindle Unlimited

WHY THIS IS DIFFERENT

Most portfolios are bought. **This one was built,**
one brand at a time, to a single standard.

01 One backend, many real brands

A single payment and reporting core, while each customer meets a distinct brand with its own identity. Trust stays intact at checkout.

02 A gate, not a vibe

Nothing reaches the public until compliance clears the language and the legal docs. Governance is built in, not bolted on.

03 A human signs off

The operating system prepares everything and decides nothing. No payment, no send, no launch happens without the owner.

04 Proof over claims

The record only states what actually shipped. The dashboard is the truth, and it is written back after every deploy.

Twenty-five live brands, two published books, one backend, and one person accountable for all of it.

PROOF OF REACH

The names were advertised widely

The portfolio announcement was distributed through **EIN Presswire on June 15**, reaching well beyond a single legal notice and into national and regional media networks.

211 United States distribution targets	268 Florida distribution targets	5,300+ Affinity Group niche-site network
130M+ USA TODAY Network monthly readers	107 Broadcast-affiliate pickups across ABC, CBS, NBC, FOX, CW	621 Tracked placement URLs in the distribution report

Source: EIN Presswire distribution report, release distributed June 15, 2026. Figures reflect distribution and syndication reach, not guaranteed editorial coverage.

PRESS CONTACT

AIVG Holdings LLC

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aivgholdings.com

Direct all media inquiries to info@aivgholdings.com. The live brand roster, sector breakdown, and company facts can be confirmed against aivgholdings.com and the individual brand sites before publication.