

Warrior Poets — Business Plan

2026-09-17 · @Someone

Athletic and tactical apparel. Faith-based, athlete-fronted, made in America. Launching before Black Friday 2026.

The company

Warrior Poets makes athletic and tactical apparel for people who fight — in a cage, in uniform, or in the part of life nobody photographs. Faith-based, athlete-fronted, sourced and sewn in the United States, priced as a premium good because it is one.

The thesis is one idea: **the man who fights and the man who writes are the same man.** David killed the giant and wrote the psalm. That is not a slogan, it is the product architecture — a brutal condensed display face beside a classical serif, a spearpoint that is also a quill, scripture set on a shirt built to be bled in.

The six pillars

Love · Truth · Faith · Grace · Humility · Bravery. Not values on a wall. They **are** the Anno Testimonii line — one shirt per pillar, one mark per pillar, one verse per pillar, collected or worn alone.

The six lines

Line	What it is	Mark	Tee MSRP
Λ Lambda	Jim Gant's line. 100% of its margin given away.	Spartan lambda in a reticle	\$54
Hard 2 Kill	The blunt voice. Flagship volume.	Reticle, H2K monogram	\$48
Warrior Poet	The athlete line. Each fighter gets a capsule under their own nickname.	Quill-blade	\$54 / \$75 signed
Anno Testimonii	The five letters, on the back. Carries the book's mark and palette.	The A.T. sphere-axis-saddle mark	\$52

Line	What it is	Mark	Tee MSRP
WTF — Where's the Faith	The door-opener. Entry price, highest reach.	Brush wordmark	\$42
真理子 Child of Truth	Numbered, limited, never repeated. The full mark on every piece, never once in English.	真理子	\$88

The three we build around

[Maj. Jim Gant](#) — US Army Special Forces, Silver Star 2007. Author of [One Tribe at a Time](#) (2009), the paper that changed the argument about Afghanistan and was found in bin Laden's compound. Subject of Ann Scott Tyson's [American Spartan](#). Now with Built to Lead. Mission anchor; the A line is his.

[Impa Kasanganay, "Tshilobo"](#) — 2023 PFL Light Heavyweight World Champion. [Kill Cliff FC](#), out of Deerfield Beach, Florida. Founding athlete.

[Anthony Wint](#) — 8-0 in MMA. UFC debut August 2026, won by first-round arm-triangle eleven days after taking a contract on Dana White's Contender Series. Former New York Jets linebacker, undrafted out of FIU. Kill Cliff FC. Founding athlete.

Both fighters train out of the same gym. That is an asset, not a coincidence — one shoot day, one location, two athletes, and a room full of the next four.

The mission is the business

Fighters get a few good years and then a cliff. No pension, no guaranteed healthcare, and for most, no second act. The purse stops, the sponsors leave, and a man who organised his entire life around one thing has to find another.

Warrior Poets answers that directly, and not with a donation. **The athletes own a share of the brand they build.** The creator pool is not a sponsorship perk bolted to the side of the company — it is the point of it. Impa and Anthony hold points that keep paying after the last walk to the cage, and the four seats they nominate extend the same thing to fighters who are not there yet.

That is why there is no foundation here.

We do not run a non-profit

A company this size standing up its own 501(c)(3) would spend year one on a board, a Form 1023, an audit and a filing calendar, and would duplicate organisations that already do it better. So giving goes one of two ways, and neither is ours to administer:

- **Through ImaginAltion Foundation**, where a vehicle is needed.
- **Straight to a cause already doing the work** — [Mighty Oaks](#) (Chad Robichaux: Force Recon, pro MMA champion, faith-based veteran programs) or [The Refuge](#) in Columbus (thirteen months residential, free, every graduate leaves with a job offer).

Jim has no foundation of his own. Checked — the Green Beret Foundation is a separate organisation founded by Aaron Anderson in 2009, not by him. There is nothing of his to fund and nothing of ours to invent.

What this changes

The A line still gives its full margin away, but to a cause we choose and do not run. And the line on the hangtag stops being “*a portion of proceeds supports...*” — the sentence every apparel brand already uses — and becomes one almost none of them can say:

The people on these shirts own the company that prints them.

That is also the recruiting pitch. A fighter choosing between an appearance fee and a share of something that outlives his last fight is not really choosing between two sponsorships.

Domestic sourcing

Domestic costs about \$7.50 more per unit than imported — roughly \$18,000 on the first buy. It is also the only reason a \$48 tee is defensible. Pay it on purpose, and say so on the label.

The mills

Supplier	Where	What it gives us	Lines
Los Angeles Apparel 1801GD	Knit, cut, sewn and dyed in Los Angeles	6.5 oz garment-dye heavyweight, 100% US cotton, 36 colours, XS-4XL	Hard 2 Kill, WTF, 真理子

Supplier	Where	What it gives us	Lines
Royal Apparel	New York	Organic and US-grown cotton, full chain domestic, tri-blend options	Warrior Poet
Bayside 5040	Fort Lauderdale, FL	6.1 oz heavyweight, made in USA since 1995	Anno Testimonii, Λ Lambda

Three mills, not one. A single-source blank is a single point of failure eight weeks before Black Friday.

The honest gap

True moisture-wicking polyester performance fabric is effectively not knitted in the United States at retail scale. Every major performance blank — Sport-Tek, Gildan Performance, Hanes Cool Dri — is imported. This is the one place the domestic insistence bites, and pretending otherwise is how brands end up with an FTC problem.

Three honest ways through, in order of preference:

- 1. **Launch on cotton and US-knit tri-blend.** Garment-dye heavyweight *is* the aesthetic in every mockup. Tri-blend from Royal performs well enough for training and feels more premium than poly. This is the recommendation — it costs nothing and loses nothing.
- 2. **Add a true performance drop in 2027**, cut and sewn domestically from imported fabric, labelled "*Made in USA of imported fabric.*" Qualified claim, legally clean, still a domestic sewing job.
- 3. **Do not** label an imported-fabric garment "Made in USA." See below.

FTC labelling — this is a legal instrument, not a slogan

An unqualified "Made in USA" requires the garment be [all or virtually all](#) of US origin: US-milled fabric, cut and sewn here. All three mills above clear that bar. A garment cut in LA from Italian or Honduran fabric does not.

Maximum civil penalty	\$53,088 per violation (2025 adjusted)
Counted per	Each mislabelled product, page or instance — separately

Enforcement climate	FTC warning letters July 2025; Executive Order March 2026 signalling heightened enforcement
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Veteran-owned, not just American-made

Someone is already doing this, and it changes the story from a label to a chain. "Made in USA" is a sourcing decision. *Cut by veterans, printed by veterans, shipped by veterans* is the mission running through the supply chain instead of sitting beside it in a donation line.

Partner	What they are	Why it fits
Authentically American	Dean Wegner — West Point, Army helicopter pilot. Built the company expressly to revive domestic apparel manufacturing; 100% American made, sewn stateside at fair wages.	The closest thing to a mirror of this plan. Start here.
Freedom Fatigues	Veteran-owned, Detroit. Cut, sewn and printed in the USA.	Blank and decoration under one roof kills a handoff — and a lead time
Omega Apparel	Veteran-owned; ~20 years supplying the Defense Logistics Agency	Proof the capacity is real at volume, not a boutique
Origin USA	Pete Roberts, Jocko Willink. Loom, denim mill, boot factory, ~200 machines, entire chain domestic	Already in the partner list — co-manufacturing, not a podcast

And on the back end, veteran-owned 3PLs exist too: [Exegistics](#) (warehousing, staffing, and veteran hiring as a stated priority) and [Veteran Carriers](#) (end-to-end warehousing through final delivery). At launch volume the pick-and-pack economics are near-identical to any other 3PL, so this costs nothing to choose and it is the difference between a claim and a chain.

Diligence before committing: current capacity for a 2,400-unit run against the 6 Oct PO date, whether they blank-source or only decorate, and — for anyone claiming veteran employment rather than just veteran ownership — ask how many and in what roles. The

claim is only worth what it can be checked against.

Have counsel sign off on the exact label wording before the labels are woven. Woven labels are a four-week lead and the single hardest thing to unprint.

Unit economics and the first buy

2,400 units, \$42,108 at cost, \$130,670 at retail, 67.8% blended gross margin. Breakeven is 32% sell-through.

Line	Units	Retail	Unit cost	Retail value
Λ Lambda	300	\$54	\$17.20	\$16,200
Hard 2 Kill	460	\$48	\$16.80	\$22,080
Warrior Poet (incl. 150 Athlete Ed. @ \$75)	480	\$54 / \$75	\$18.40	\$29,070
Anno Testimonii (6 pillars × 90)	540	\$52	\$17.60	\$28,080
WTF	420	\$42	\$15.20	\$17,640
真理子 Child of Truth (numbered)	200	\$88	\$22.50	\$17,600
Total	2,400	—	—	\$130,670

Unit cost is landed: blank + 2–3 colour domestic screen print, front and back, plus woven neck label, hem tag, hangtag and mailer.

Size curve

S 8% · M 20% · L 27% · XL 24% · 2XL 14% · 3XL 7%. Skewed large on purpose. Buy a combat-athlete customer flat and you finish the quarter holding 400 smalls.

What Q4 realistically does

A cold-start DTC brand does not sell through in one quarter. Three honest cases:

	Bear 40%	Base 55%	Bull 70%
Units sold	960	1,320	1,680
Gross revenue	\$52,268	\$71,869	\$91,469

	Bear 40%	Base 55%	Bull 70%
COGS	\$16,843	\$23,159	\$29,476
Processing @ 3.2%	\$1,673	\$2,300	\$2,927
Fulfilment @ \$7/order	\$4,800	\$6,600	\$8,400
Returns @ 8%	\$4,181	\$5,750	\$7,318
Giving @ 5% gross	\$2,613	\$3,593	\$4,573
Contribution	\$22,158	\$30,467	\$38,775
Inventory carried into Q1, at cost	\$25,265	\$18,949	\$12,632

Even the bear case clears cash on the quarter. The carried inventory is not a loss — none of it is seasonal and none of it is dated. Six lines with no holiday graphics means Q1 sells the same goods at full price.

The lever that matters most

Average order value, not conversion. A \$52 single-tee order barely clears fulfilment. The six-pillar Anno Testimonii capsule at \$264 for all six, and the athlete capsules at \$75, exist to move AOV past \$110. Build the site around the capsule, not the single unit.

The Creator & Athlete Pool

Recommendation: make this a profit-share pool, not equity. Equity to non-employee athletes triggers a 409A valuation, securities questions, tax on grant, and a cap table you cannot clean up when someone leaves or does something brand-damaging. A points pool over profit does the same job, pays cash they can actually use, and converts to equity later if you define the trigger now.

Size: 12% of gross profit, distributed across 100 points. On the base Q4 case that is roughly \$5,850 to the pool; at \$1.2M of revenue in year two it is about \$97,000. Small now, real later — which is the correct shape for a sponsorship instrument.

The 100 points

Tranche	Holder	Points
Athlete	Impa Kasanganay	10
Athlete	Anthony Wint	10
Athlete	Recruit seat × 4, nominated by Impa and Anthony	5 each = 20
Founding voice	Maj. Jim Gant — founding voice, mission anchor	15
Creator	Photo, video, design, editorial — granted per campaign	20
Reserve	Unallocated: future signings, sport expansion	25
Total		100

That reads your "40% of the pool to athletes, with Impa and Anthony accounting for 20%, then 5% each to four more they recruit" exactly: $10 + 10 + (4 \times 5) = \mathbf{40 \text{ points}}$, closing precisely. Two recruit seats each is the clean split; the document should let either of them nominate up to three if the other has not filled theirs.

Vesting is on deliverables, not time

Time-based vesting pays athletes who went quiet. Points vest against a contract:

- 4 fight-week activations per year
- 24 posts per year, minimum 6 with the product in frame
- 2 shoot days
- 2 mission appearances
- Walkout kit worn where their promotion permits it

Quarterly true-up. Miss a quarter, that quarter's points do not vest — they do not accrue backwards.

The three clauses that are not optional

1. **Company approval on recruits.** Impa and Anthony *nominate*; the company approves. Never let a sponsored athlete unilaterally bind the company's economics.

2. **Morals clause, mutual.** Points forfeit on conviction, doping ban, or conduct that would embarrass a faith-based brand — and the athlete can walk with vested points if the *company* does the same.
3. **Good leaver / bad leaver.** Retirement, injury or an amicable exit keeps vested points for 24 months. A bad-leaver trigger forfeits everything unvested immediately.

One risk worth naming

Two founding athletes from one gym is concentration. If Kill Cliff FC has a bad year, or either fighter has a long layoff, the athlete story goes quiet at once. The four recruit seats are the hedge — fill at least two of them from **outside** Kill Cliff, and ideally at least one from outside MMA.

Launch timeline

71 days from today to Black Friday, 27 November 2026. That is enough for a domestic launch if the long-lead items are ordered in the next two weeks, and not enough if they slip.

Launch on Veterans Day, sell on Black Friday

The strongest recommendation in this plan: **11 November is a better brand launch than Black Friday, and it is sixteen days earlier.** Put the Gant film and the mission out on Veterans Day as a statement with nothing for sale. Open the store on Black Friday. You asked to launch before Black Friday — this is how, and it costs nothing.

The four drop-dead dates

Miss any of these and the launch moves to 2027.

Date	What must happen	Lead time
3 Oct	Woven neck labels + hem tags ordered	4 weeks
6 Oct	Blanks PO issued, all three mills	2–3 weeks
10 Oct	Art approved, press proofs signed, print slot confirmed	Printers book solid Oct–Nov
24 Oct	Finished goods in hand, QC'd, bagged	18 days before Veterans Day

Week by week

Week	What happens
Sep 17–23	Entity formed. Trademark ITU filed on WARRIOR POETS. Clearance opinion commissioned. Blank samples ordered from all three mills. Decorator booked with a November capacity reservation — this is the real bottleneck.
Sep 24–30	Final art: separations, Pantones. Blanks arrive, fit-tested on Impa's and Anthony's sizes. Athlete agreements and the pool document drafted.
Oct 1–7	Strike-offs approved. Labels ordered (3 Oct). Blanks PO (6 Oct).
Oct 8–14	Blanks land at the printer. Print run starts. Athlete shoot — two days at Kill Cliff FC plus one outdoor. Site build begins.
Oct 15–21	Print run completes. Photo edit. Waitlist opens on warriorpoets.shop.
Oct 22–28	Goods received, QC, relabel, bag (24 Oct). Gant interview filmed. Site staged.
Oct 29–Nov 4	Fulfilment set up and tested with real orders. Founding-member presale to the list.
Nov 5–11	Veterans Day: brand launch. Gant film, the mission story. Nothing for sale.
Nov 12–18	Athlete content cadence begins. Early access opens to the waitlist.
Nov 19–26	Pre-Black-Friday early access, 24 Nov.
Nov 27	Black Friday — full public launch.

What to cut if it slips

In this order: the 真理子 Child of Truth line moves to a January drop (it is limited anyway, and scarcity is its whole mechanic); the Anno Testimonii capsule ships three pillars instead of six; hoodies move to Q1. Do **not** cut the athlete shoot or the Gant film —

without them this is a T-shirt company.

Capital required

\$118,000 to do it properly. \$61,000 to do it lean. The difference is paid media, professional photography, and 1,000 units of inventory.

	Full	Lean	What it buys
Inventory	\$42,108	\$24,600	2,400 units / 1,400 units
Sampling and pre-production	\$4,000	\$2,500	Blanks, strike-offs, fit samples, 3 rounds
Labels, tags, packaging	\$4,500	\$3,200	Woven labels, hem tags, hangtags, kraft mailers
Photography and film	\$16,000	\$2,000	3 shoot days + the Gant film / in-house with a hired shooter
Trademark: 4 marks + clearance opinion	\$8,500	\$5,000	Filings, attorney, the opinion before labels are woven
Legal: entity, athlete agreements, pool doc, terms	\$8,000	\$4,500	The three clauses that are not optional
Site build and first-year stack	\$3,500	\$1,200	Store, email, analytics
Fulfilment setup	\$2,000	\$600	3PL onboarding, or shelving and a label printer
Paid media, 15 Oct – 1 Dec	\$15,000	\$0	Prospecting against a cold audience
Working capital	\$8,000	\$6,000	Float between card settlement and reorders
Contingency 15%	\$6,400	\$4,400	Because something always
Total	\$118,008	\$54,000	

What the lean version actually gives up

Not quality — same blanks, same printer, same labels. It gives up **reach and depth**: no paid prospecting means the launch lives entirely on the athletes' own audiences, and 1,400 units means the popular sizes in the popular colourways sell out in week two with nothing to reorder into before Christmas.

The middle path is the right one: full inventory, full trademark and legal, in-house photography with one hired shooter, and \$6–8K of paid media held back until you can see which line is actually converting. That lands near **\$88,000** and is the number to raise or commit.

Where the money should not go

No trade shows, no influencer seeding beyond the athletes, no retail or wholesale in year one, and no hoodies in the first buy. A \$138 hood at 6.1 oz domestic is a beautiful product and a terrible first-inventory decision — it eats three tees' worth of cash per unit and sells at a third of the rate.

Risk register

The name is the biggest open risk, and the good news is better than expected.

Searched on the public register, September 2026. This is the input to a legal opinion, not a substitute for one.

WARRIOR POETS — Class 25 looks open

Mark	Owner	Class	Status
WARRIOR POETS, Reg. 5235050	Warrior Poets, Inc.	41 only — film, TV, digital production	Live. Not apparel.
WARRIOR POET, Ser. 85247441	Warrior Poet, LLC	25 — boys' shirts	Cancelled Dec 2022, §8
WARRIOR POET, Ser. 97315799	JL Creative Group	16 — books	Abandoned Dec 2025
WARRIOR POET SOCIETY, Reg. 5732063	JL Creative Group (John Lovell)	28 / 35 / 41 — targets, promotion, education	Live. Not Class 25.

Despite selling apparel nationally since roughly 2018, John Lovell's company never registered Class 25 — their apparel trades as [Warrior Poet Supply Co.](#) You own warriorpoets.shop; the .com belongs to the film company and should be left alone.

But: a decade of national apparel sales creates common-law rights a registration does not erase, they can afford an opposition, and WAR POET (Ser. 97315747) is live in Class 25 with a full apparel list, which an examiner may cite. *Legally you can probably register. Whether you want to build next door to a brand with the same name, the same faith and the same customer is a business question, not a legal one.*

HARD 2 KILL — this is the one that bites

[GBRS Group](#) runs a "Hard to Kill" collection in exactly your aisle. HARDER TO KILL is registered in Class 25 by Atomic Athlete Enterprises. Add Hard To Kill Apparel, htkill.com, Hard to Kill & Co and Hard to Kill Fitness. **A line name is still trademark use — "it's only a line, not the company" is not a defence.** Rename it, get a written coexistence, or do not print it.

Everything else

Risk	Exposure	Mitigation
FTC "Made in USA" mislabelling	\$53,088 per item, per page	Counsel signs the label wording before 3 Oct. Qualified claims on any imported-fabric SKU.
Athlete concentration	Both founding fighters at one gym	Fill 2+ recruit seats outside Kill Cliff, 1+ outside MMA
Decorator capacity	Domestic printers book solid Oct–Nov	Reserve the slot this week , deposit down, second printer identified
Sell-through below 40%	\$25K of inventory carried	No seasonal graphics — everything sells at full price in Q1
Single-mill failure	One late blank shipment kills the date	Three mills, split across lines, already
Athlete conduct	Faith brand, public fighters	Mutual morals clause, points forfeit, no exceptions

The two sites and the pAirtner workspace

Two domains, two jobs, one new workspace.

Domain	Job	State today
annotestimonii.com	The book: cover art, the four bindings, the full jacket, the mark and its specification	Built. <code>_build/cover/index.html</code> — self-contained, no build step, real title / description / Open Graph tags, footer already slugged to the domain. Alongside it: <code>cover-print.html</code> and a 4-sheet <code>ANNO_TESTIMONII_cover.pdf</code> at 13.75 × 9.25 in with crop marks at the 6 × 9 trim.
warriorpoets.shop	The store: six lines, three athletes, checkout	Not started. Needs the storefront, product data for 2,400 units across ~110 SKU positions, and a payment path.

What still has to be decided before the store is built

The apparel store is not a static page — it needs a cart, inventory that decrements, a payment processor, shipping rates, and order/fulfilment records. Whether that lives natively in pAirtner or whether pAirtner fronts a commerce engine is the real architectural question, and it changes the build completely.

- **annotestimonii.com** is a static one-file deploy. pAirtner can host that as-is, today.
- **warriorpoets.shop** is transactional. Building cart, inventory, payments, tax and fulfilment from scratch inside pAirtner by 24 October, while also making the apparel, is the single most likely way to miss Black Friday.

Recommendation: put the workspace and both domains in pAirtner as the system of record and the front door. Let the book site be fully native. For the store, front a commerce engine for checkout and inventory in year one, and bring it in-house once the range is stable. The launch date is the constraint that should win this argument.

What I have not done yet

I have not created the workspace or touched pAlrtner. Two reasons, both worth stating plainly: the orchestrator box is ahead of the laptop and must not be deployed from here, and I do not yet know what the sites and hosting layer in pAlrtner actually supports for a transactional storefront. Point me at it and this is the next build — workspace first, book site deployed same day, store scoped against what the platform really does.

Mission partners

The Gant network is the unfair advantage, and the warmest contact in it is not a general — it is a novelist. Nothing below has been contacted. This is the map and the order to walk it.

One degree from Jim

Who	The actual link	The ask
Steven Pressfield	Helped Gant write the 2009 paper, wrote its introduction, and published it through Black Irish Books , the house he founded with Shawn Coyne. A close friend, not a cold approach.	Foreword or blurb. He wrote <i>Gates of Fire</i> — the Spartan novel the Λ comes from. A Marine who became a novelist is this brand's thesis in one man.
Gen. David Petraeus	Approved Gant's tribal-engagement strategy as commander of US Forces Afghanistan and tasked him with implementing it. Documented, not hearsay.	A line for the mission, or an advisory nod. Credibility no ad buy can purchase.
Ann Scott Tyson	Wrote <i>American Spartan</i> ; married to Gant. Already interested per your notes.	The telling of Jim's story, on her terms.
Shawn Coyne	Gant's editor; Pressfield's partner at Black Irish.	The publishing path for <i>Anno Testimonii</i> runs straight through him.

The partner that solves the hardest constraint

Origin USA, Farmington, Maine. Founded by Pete Roberts, co-owned by Jocko Willink. They run a loom, a denim mill, a boot factory and roughly 200 sewing machines, entirely inside the American supply chain.

Chase this one hardest, and the ask is **not** a podcast appearance. It is **co-manufacturing**. Origin is the only operation at scale that already solves the gap this plan admits to — domestic performance fabric. A co-made Warrior Poets capsule, knit and sewn in Maine, is worth more than any interview, and it turns "made in America" from a sourcing decision into a partnership story.

The cause — where the 5% goes

Recommendation: [Mighty Oaks Foundation](#). Founded by **Chad Robichaux** — former Force Recon Marine, eight deployments with a JSOC task force, **professional MMA champion**, and a man who nearly became a veteran suicide statistic before faith turned it. Faith-based peer-to-peer programs for veterans, active duty and their families: over 6,000 alumni, and more than half a million service members trained in resiliency.

Faith, special operations, professional fighting, brotherhood. That is not a cause adjacent to Warrior Poets — it is the same four things in one man. Nobody has to explain the fit to a customer.

Alternates, if the fit or the leadership does not hold up on closer inspection:

Cause	Why it fits	Watch for
Green Beret Foundation	Jim's own community; the A line is his	Less faith-forward
Folds of Honor	Scholarships for families of the fallen; explicitly Christian	Broad, not combat-athlete
Special Operations Warrior Foundation	College for the children of fallen SOF	Secular, very large
Travis Mills Foundation	Maine; Origin and Jocko Fuel already fund it	Arrives bundled with Origin

Diligence before a dollar moves: current Form 990, program-to-overhead ratio, and whether they will publish what our 5% actually bought. If they will not name the number, pick someone who will.

The local one, and it may be the better one: [The Refuge](#). Columbus and Lancaster, founded 1999, five locations, more than 5,000 men through it. A thirteen-month residential Christian recovery ministry, **free of charge, no insurance**, and every man who completes has a **full-time job offer waiting**. That last part is why it belongs in this plan — it is not a program that ends at sobriety, it ends at a man with work.

Three things make it strong here. It is in your city, so the 5% is visible and you can walk into it. Free-to-the-man means a donated dollar buys a bed rather than offsetting a fee. And Wes Thompson is already reading this material and pushing back on it in writing — the relationship exists before the ask does.

Suggested split: Mighty Oaks for the national veteran-and-fighter axis, The Refuge for the local beds-and-jobs axis. Addiction is what takes down operators and fighters after the career ends, which is the same ground both sit on. Publish the split, not just the total.

MVP — a partner, not a recipient

[Merging Vets & Players](#), founded 2015 by Jay Glazer and Nate Boyer (Green Beret and NFL). Combat veterans and former pro athletes train together, then sit in a circle, facilitated by people who are themselves vets and athletes.

They are not where the money goes — they are who we stand next to. Anthony Wint, NFL linebacker turned UFC fighter, is precisely their profile and is already ours. The natural shapes are a co-branded capsule with proceeds split, MVP huddles at fight weeks, and their facilitators training whatever we eventually run ourselves. Approach through Nate Boyer.

Publishing the book

Four live paths, and one of them is already inside the house.

Path	The case	The catch
imaginAltion Publishing	Ours. Total control of the mark, the calendar, the byline question and the release date. No one else rules on what <i>Anno Testimonii</i> says.	Distribution and shelf presence are yours to build

Path	The case	The catch
Black Irish Books	Pressfield and Shawn Coyne. Published Gant's <i>One Tribe at a Time</i> , so Jim is already an author there. Small, serious, unafraid of an unusual book.	Small press; reach is the trade-off
Kary Oberbrunner	Author-launch machinery built for exactly this kind of faith-forward, author-led title	Model works best when the author fronts it — which is the open byline question
William Morrow / HarperCollins	Published Ann Scott Tyson's <i>American Spartan</i> in 2014. The house that told Jim's story already knows him.	A major will want the author line settled, and will have opinions about it

The byline is the gating decision, not the publisher. A house cannot acquire a book whose author line is unsettled, and hers is not settled. imaginAltion Publishing is the only path that does not force that question early — which may be the reason to use it for A.T. 0 and take a house for whatever follows.

Expert commentary

Wes Thompson at The Refuge read the Matthew 18:20 piece and came back with post-modernism's reference point being the self, and why that crushes rather than frees. That is the λ case in a pastor's vocabulary, arrived at independently. He is a commentary candidate on the strength of that alone.

Holds as before: commentary is additive, never superseding; exact quotes only with permission; and no outreach without you.

Reach, once there is something to show

Who	Why	Note
Shawn Ryan (SRS)	The largest audience in exactly this demographic	Go after the athlete shoot and the Gant film exist, not before
Jocko Willink	Origin, then the podcast — in that order	The factory is the asset; the microphone is the follow-on

Who	Why	Note
Kill Cliff	Already funds the gym both founding athletes train out of, with deep veteran ties	The natural first commercial partner, and the easiest yes
Travis Mills Foundation	Origin and Jocko Fuel already support them	Adjacent; it comes with Origin rather than instead of it

The order to walk it

1. **Pressfield**, through Jim. Warmest contact, highest leverage, and he can open Black Irish for the book at the same time.
2. **Origin**, through Jocko or direct to Pete Roberts. Operational, and it needs lead time before the October blank PO.
3. **MVP**, through Nate Boyer. The mission partnership, and sign it before you publish any giving number.
4. **Petraeus**, through Jim, last — once there is a brand to attach a name to.

No outreach without you. These are Jim's relationships and yours, not the company's, and the first approach can only be made once.

Open decisions

Six, in the order they block work. Each has a recommendation.

1. **Hard 2 Kill — DECIDED.** Warrior Poets is the operating name; Hard 2 Kill is a line under it; *Warrior Poets are hard to kill* is the bridge between them. That resolves the question and changes what the legal work is for: no longer "should we," now **coexistence rather than avoidance**. File Class 25 on WARRIOR POETS this week, brief the attorney that the line name stays, and put a contingency in the legal budget for a letter from one of the Hard to Kill holders. Survivable — but a budget line, not a surprise.
2. **Storefront — DECIDED.** pAlrtner end to end: own checkout, own inventory, own site, general processor. The repo already carries provider-agnostic payment intents, inventory v2, replenishment, abandoned carts and a per-tenant storefront, so this is wiring, not a build from zero.

3. **MVP: fund theirs, or build ours?** *Recommend: partner with MVP, give through ImaginAltion Foundation or an existing cause, and run no non-profit of our own.* The alternative is spending year one building a second version of something Nate Boyer has run for a decade.
4. **What does O.A.T. stand for?** It is on every board and I carried it through every line without knowing the expansion. If it is *One Tribe at a Time* it belongs to Gant's Λ line specifically, not the whole house.
5. **Pool: profit-share or equity?** *Recommend: profit-share at 12% of gross profit, with a defined conversion trigger.* Equity to non-employee athletes is a tax and securities problem you do not need in year one.
6. **Capital: \$54K lean, \$88K middle, or \$118K full?** *Recommend: \$88K.* Full inventory and full legal, in-house photography, paid media held back until the data says which line converts.
7. **Veterans Day brand launch, 11 Nov?** *Recommend: yes.* It is before Black Friday, it costs nothing, and the Gant film has a natural day.

The one thing to do this week

Book the decorator and reserve November capacity. Everything else on this page has a workaround; a printer with no open slot in November does not. Then the trademark opinion, so it lands before 2026-10-03 .

Sources

- [Impa Kasanganay, PFL fighter profile](#) · [Kill Cliff FC](#)
- [Anthony Wint, UFC athlete page](#) · [NFL.com on his UFC debut](#)
- [Maj. Jim Gant, War on the Rocks](#) · [One Tribe at a Time](#) · [American Spartan](#)
- [Los Angeles Apparel 1801GD](#) · [Royal Apparel, US-made blanks](#) · [Bayside, made in USA](#)
- [FTC, Made in USA compliance warning, July 2025](#) · [Executive Order on enforcement, March 2026](#)
- Trademark records: [WARRIOR POETS Reg. 5235050](#) · [WARRIOR POET SOCIETY Reg. 5732063](#) · [WARRIOR POET Ser. 97315799](#) · [GBRS Group "Hard to Kill"](#)