

Mid-March 2026 Portfolio Update

Portfolio context

The work behind this portfolio started long before any of these products existed. Over thirty-five years of building software, running operations, and solving real problems — including a long stretch in educational technology and years hosting roughly 25,000 short-term rental guests in Buffalo, many of them experiencing the city for the first time — created the instincts and infrastructure behind what you're reading. These projects exist because the problems are real, Buffalo is where the work gets done, and the only thing that's changed is the tools are faster now.

Detailed score matrix, project updates, financing notes, and AI strategy follow.

Mid-March 2026 Portfolio Update

Hardware, software, distribution, and financing snapshot across the current portfolio.

This monthly update summarizes the portfolio for current and potential investors. The core pattern remains consistent: software can launch quickly, hardware can create stronger defensibility, and the current bottleneck is distribution and channel access rather than build capacity alone.



Key update themes

- **RodentRadar** shifted from mixed retail/wholesale language to an exterminator-first position. Low-cost testing suggests exterminators can be reached cost-effectively, and the immediate April goal is 10 partners across the U.S.
- **WiSpyAlert** remains the lightest hardware lift in the portfolio. The ADT / Origin AI transaction strengthens the broader category narrative around predictive, context-aware home sensing.
- **MedicationDiary** remains strategically important, but still needs more hardware work before it can be treated as commercial-ready in the same way as RodentRadar or WiSpyAlert.
- **BitHustle** continues to look more valuable today as an internal agent factory and studio operating system than as a broad external launch.

Reference links

The hardware programs share a common platform foundation, and RodentRadar now also has a dedicated ICP document.

[DuoCore Platform Documentation PDF](#)

[RodentRadar ICP PDF](#)

This document is intended to be updated monthly, with the next version expected in mid-April 2026.

Working posture: RodentRadar remains the flagship hardware business; WiSpyAlert is the leanest strategic hardware bet; MyAlphaPics remains the best ready-to-sell software product; BitHustle functions as the internal leverage engine; 36in36 stays in the background as infrastructure rather than the public sales front door.

Portfolio score matrix

Directional 1-10 scores with brief support text. Higher is better; this is a strategic map, not a financial model.

Project	Product Readiness	Distribution Readiness	Capital Efficiency	Moat / Defensibility	Near-Term Revenue	Strategic Upside	Support / rationale	Link
RodentRadar HW + platform	9 - working now; site refocused to exterminators	8 - low-cost tests suggest exterminators can be reached efficiently	7 - kit split and partner model improve payback	9 - hardware, workflow fit, and partner economics defend well	8 - partner sales plus watch / diagnostic kits create multiple paths	9 - strongest flagship candidate in the current portfolio	Exterminator-first site, defined ICP, two outreach channels, partner map, and kit split.	rodentradar.com ICP PDF
WiSpyAlert HW + platform	8 - base device works; lightest hardware footprint	6 - positioning is improving; channel access still needs proof	8 - single-device hardware burden stays low	7 - privacy-friendly anomaly detection could become sticky	6 - monetization path exists; distribution still needs proof	8 - improved by ADT / Origin AI category validation	Proactive home-awareness framing; detects what is newly too close at the wrong time.	wispyalert.com
MedicationDiary HW + platform	4 - more hardware still needs to be built	4 - trust-heavy category; likely pilot / referral motion first	4 - hardware and support requirements raise cost	9 - aging-in-place plus caregiver workflow can defend well	5 - meaningful revenue potential, but later than ready products	9 - high-value platform if trust and hardware are completed	Care platform with strong long-term value, but still behind on hardware completion.	medicationdiary.com
MyAlphaPics Software	9 - ready to sell with a clear offer	6 - direct response and parent testing should be possible quickly	9 - software-only and already packaged	5 - less defensible technically, but clearer emotionally	8 - strongest immediate software sales candidate	6 - good commercial test bed even if not the biggest company	Clear one-time-purchase offer; easy to test and sell.	myalphapics.com
EstateSaleUSA SW / workflow	7 - practical workflow product with visible use case	5 - likely partner / referral led rather than broad search demand	8 - software-first with situational demand	6 - workflow specificity creates some defensibility	7 - families in transition have real urgency and intent	7 - promising if tightly framed around downsizing / family stress	Family-transition workflow; AI can assist setup, but pain must stay family-first.	estatesaleusa.com
BitHustle SW / agent	7 - product exists, but broad external positioning remains challenging	4 - needs a narrower wedge before broad push	9 - strong internal leverage and low marginal build cost	7 - internal agent workflows may become a real advantage	4 - current best use may be internal acceleration, not immediate mass sales	9 - major upside if the right initial use case is chosen	Internal agent factory already shows meaningful build-speed advantage.	bithustle.com
SomeDo SW / community	6 - working concept with substantial build completed	3 - trust and adoption loops remain unproven	8 - low-cost software iteration is possible	5 - more community/trust dependent than technology dependent	3 - better as a pilot than an immediate revenue focus	6 - interesting but needs constrained real-world proof	Proof of AI build speed; distribution and trust remain the real constraints.	somedo.org
36in36 Infra / studio	7 - real infrastructure value already exists	2 - not ideal as a public-facing sales narrative	7 - useful backend umbrella across multiple projects	6 - value comes more from system leverage than branding	2 - not a direct monetization surface	7 - good internal backbone and founder-story context	Useful backend umbrella, but not a sales front door.	36in36.com

Interpretation: software remains faster to build and iterate; hardware-backed products still offer the best path to defensibility and durable value. Distribution readiness remains the main limiting factor across the portfolio.

Project snapshots — hardware and platform products

Each project below includes a short status line, why it matters, and a practical 30-day outlook.

RodentRadar

<https://rodentradar.com/>

Status: Working product; positioning is now focused almost entirely on exterminators rather than a mixed retail / wholesale message.

Why it matters: This remains the strongest flagship business candidate because it combines hardware, workflow integration, and a partner-economics story that is easier to defend than pure software.

Next 30 days: Push partner recruitment toward the stated goal of 10 U.S. partners by early April, continue outreach through licensing data and polled industry-participant channels, launch the partner map, and start routing retail demand to participating operators.

Product packaging: The hardware offer is now split into a **Watch Kit** (4 sensors) and a **Diagnostic Kit** (8 sensors), aligning better with exterminator workflows and cash-flow timing.



Diagnostic Kit image

Related documents:

[RodentRadar ICP PDF](#)

WiSpyAlert

<https://wispyalert.com/>

Status: Base device approach appears to work and remains the lightest hardware lift in the portfolio.

Why it matters: WiSpyAlert looks strongest when framed as a proactive home-awareness layer: learn what is normal, then react when a new nearby device appears too close during the wrong period. That positioning fits the broader move toward predictive, privacy-friendly sensing.

Next 30 days: Tighten message around proactive awareness, anomaly detection, and early deterrence; keep the product grounded in its real use case rather than overreaching into full-home intelligence claims. Continue using the ADT / Origin AI deal as category validation rather than equivalence.

External validation: [ADT acquires Origin AI](#).

MedicationDiary

<https://medicationdiary.com/>

Status: Important category with platform potential, but more hardware still needs to be built before it can be treated like the more advanced hardware products.

Why it matters: This remains one of the highest-value problems in the portfolio because aging in place, medication adherence, caregiver oversight, and anomaly detection can become sticky and meaningful if the hardware and trust layer are completed.

Next 30 days: Clarify what is ready now versus what is still being developed, continue hardware planning, and shape the next phase around pilotable caregiver / family use rather than broad consumer launch.

Project snapshots — software and studio infrastructure

MyAlphaPics

<https://myalphapics.com/>

Status: Software-only and ready to sell with a clear, emotionally understandable offer.

Why it matters: This is still the best immediate software sales candidate because the promise is specific, setup is understandable, and it does not require the market to learn a new category before buying.

Next 30 days: Run direct parent testing, short-form demo experiments, and onboarding feedback loops to find friction points and improve conversion.

EstateSaleUSA

<https://estatesaleusa.com/>

Status: Promising situational workflow product that aligns with a real family-transition problem.

Why it matters: Best opportunity here is not estate-sale software in the abstract, but a practical tool that reduces chaos, improves sale structure, and helps families handle a stressful moment well.

Next 30 days: Sharpen the language toward family pain, evaluate local or referral-led pilot channels, and decide how much AI-assisted setup should be visible versus behind the scenes.

BitHustle

<https://bithustle.com/>

Status: Broad external positioning remains challenging, but internal leverage appears very real.

Why it matters: BitHustle increasingly looks like a studio operating system and agent factory. That may be more valuable in the short run than forcing it into a broad consumer position too early.

Next 30 days: Keep using it to accelerate software builds, document concrete build-time wins, and look for one sharply defined external wedge instead of a wide launch.

SomeDo and 36in36

<https://somedo.org/>

Status: SomeDo appears best treated as a pilot-first proof point. 36in36 remains useful as infrastructure and studio context, but not as the front brand for customer acquisition.

Why it matters: Together these two projects say more about the studio model than about immediate sales. SomeDo demonstrates the internal build engine; 36in36 can stay in the background supporting operations.

Next 30 days: Constrain SomeDo to narrowly scoped real-world testing. Keep 36in36 operationally important but publicly quiet unless it is helping a founder-story or press narrative.

[36in36 infrastructure link](#)

Finance and next external needs

Finance update

A minimal initial round has been raised under a portfolio-wide participation structure. A further round may be considered in summer 2026, depending on results and demand for the hardware. Additional software investment required to scale the software-only projects is expected to remain manageable.

Internally, the initial raise is viewed as directional validation that the portfolio is on a credible path, while still leaving the primary challenge as distribution rather than fundraising.

The founder continues a rotation away from short-term rentals in Buffalo and expects to continue divesting real estate in order to focus more directly on the projects and on the rapid AI developments that are affecting them.

Property at **469 Franklin** has served both as a short-term-rental location and as workspace at the rear of the building. A decision is expected in summer / fall 2026 on whether the property should be sold or used more substantially as a project base. Hardware work could also be performed in a lower-profile building if that proves more efficient.

Where wider involvement helps most

The next major unlocks are less about raw coding capacity and more about domain expertise, business development, and channel access.

Priority areas include: exterminator/channel introductions for RodentRadar, home-security/channel relationships for WiSpyAlert, caregiver or aging-in-place expertise for MedicationDiary, and distribution-minded operators who can pressure-test messaging and sales motion across the software products.

The portfolio would also benefit from additional people who are strong at partnership development, pilot design, outbound commercial testing, and translating founder-built products into repeatable channel narratives.

Core hardware platform reference: [DuoCore Platform Documentation PDF](#)

AI involvement across the portfolio

AI now affects the portfolio at several levels: **platform modernization**, **solution building**, **hardware + data infrastructure**, and **customer-facing product workflows**. The practical goal is not to add AI everywhere; it is to use AI where it increases speed, lowers cost, improves fit to domain knowledge, and remains difficult to replace with a generic model upgrade.

<p>1. Platform and software layer</p> <p>AI has accelerated movement away from older LAMP-stack patterns and app-store-dependent Flutter distribution toward Next.js and Progressive Web Apps (PWAs). This preserves accumulated domain knowledge while reducing store friction, approval delays, and the cost of store-based distribution.</p>	<p>2. Architected solution building</p> <p>BitHustle feeds OpenClaw and is being used to build solutions that are not simple “vibe coded” outputs, but more structured, architected systems. In recent tests, AI has produced implementation and the related testing for the features it created, increasing iteration speed while keeping continuity across larger projects.</p>
<p>3. DuoCore as the physical-data bridge</p> <p>The DuoCore platform is positioned as a bridge between the physical world and the type of data analysis AI performs well. DuoCore can collect data from ESP32-based sensors, creating a repeatable hardware foundation for multiple projects. Management expects the number of projects built on this base to increase over the next several years.</p>	<p>4. Product AI: selective and durable</p> <p>AI supports order fulfillment and operational tasks across the portfolio, and AI assistants are already present in BitHustle and EstateSaleUSA. The current product thesis avoids shallow “AI feature” traps that could be replaced by a simple OpenAI or Anthropic upgrade. Instead, the focus is on agents that work with embedded system data, workflow context, and project-specific knowledge, which should be harder to displace.</p>

Current working thesis: AI is most valuable in this portfolio when it compresses development time, preserves hard-won domain knowledge, and turns real-world data into better decisions. The strategic value is higher where AI is tied to portfolio-specific data, hardware, or workflow context rather than to commodity front-end features.

This section is meant to explain the operating model behind the portfolio and should be read alongside the DuoCore platform and project-level summaries.