
MAX DAHL UNIVERSE

Where True Crime Meets Interactive Entertainment

MDIO AS · INVESTOR PRESENTATION · 2026

The Audience Exists. The Platform Doesn't.

84%

of adults consume true crime

42M

monthly true crime podcast listeners

50%

want to solve mysteries themselves

No one has built the interactive universe they've been waiting for.






Introducing Max Dahl Universe

"Don't just follow Max Dahl — become his partner."

THE VISION

A persistent, interactive entertainment ecosystem for adult true crime fans — built around the fictional detective Max Dahl and his investigations of real, unsolved cold cases.

FIVE PILLARS

-  14-volume book series
-  AI-powered detective platform
-  AI Max Dahl — personal investigative partner
-  Community with 8 detective rank levels
-  Netflix/HBO TV adaptation pipeline

The AI Max Dahl Clone

Every member gets a personal detective partner

TRAINING DATA

Trained on all 14 books — his voice, reasoning, and personality

Complete cold case database from every volume

Real investigative methodology and Nordic noir aesthetics

AVATAR STRATEGY

Before actor casting: Stylized avatar, fully functional

After casting: Face & voice swap to actor likeness — seamlessly

Stack: RAG + LoRA fine-tuning, ElevenLabs, Heygen/D-ID

Revenue Model

Four streams. Compounding growth.

DIGITAL

Platform Subscriptions: Free → \$10/mo → \$25/mo → \$99/mo

Book Sales: 14 volumes via KDP + Ingram Spark, NO + EN

PHYSICAL & LICENSING

Cold Case Box: Monthly physical subscription, \$45–65/mo

TV / Film Licensing: Netflix/HBO option agreements

Go-to-Market

Community first. Books second. Platform always.

FOUNDATION

Phase 1 (2026): Newsletter, Founding Detectives program, platform launch, Volume 1, Detective Dinner Oslo

Phase 2 (2027): Nordic expansion, Cold Case Box, English Volume 1, seed round

SCALE

Phase 3 (2028–2029): Global English launch, Netflix/HBO pitch with fanbase + TV Bible + actor, Series A

Competitive Landscape

No one builds all five pillars. We do.

	Books	Platform	AI	Ranks	TV
Hunt A Killer	✗	✗	✗	✗	✗
True Crime Obsessed	✗	✗	✗	✗	✗
Jo Nesbø / Harry Hole	✓	✗	✗	✗	✓
Mystery apps	✗	✓	~	✗	✗
Max Dahl Universe	✓	✓	✓	✓	✓

The moat is IP + community + content. Once 10,000 people call themselves 'Senior Detectives,' no competitor can offer them that identity.

The Moonshot

What happens when the series hits Netflix

500K+

community subscribers

500M-1B

NOK IP value

55M+

books sold (Jo Nesbø comp.)

| *Max Dahl starts with something Harry Hole will never have: an interactive universe built in.*

The Ask

Join the investigation

Seed Round: 3–8 MNOK

Closing Q1–Q2 2027

Milestone: 1,000+ paying subscribers + Volume 2 in progress

USE OF FUNDS

- Ghostwriter for Volumes 4–6
- Platform scaling and payment integration
- English translation and international distribution
- Community and marketing (first 10,000 subscribers)
- Live event pilot program