
Buyer Diligence Pack

A premium one-word domain paired with a complete production-ready Next.js platform for the biography, personal-branding, memoir, memorial, and family-legacy markets.

PROPERTY

biography.co

ASKING

\$4,999 USD

PREPARED FOR

Prospective buyers

EXECUTIVE SUMMARY

The thesis in 90 seconds.

Biography.co is a complete digital asset available for acquisition at **\$4,999 USD**. It pairs an evergreen, exact-category, one-word domain with a polished Next.js platform built specifically for the biography, personal-branding, memoir, memorial, and family-legacy markets — five overlapping verticals that together represent a multi-billion-dollar services industry.

The platform is not a wireframe or a parked page. It includes ten working AI generators, a bio-quality scorer, a life-story interview tool, an editorial library of guides, templates, and examples, and the **Biography Library** — 76 interlinked reference entries spanning 36 industry playbooks, 16 writing frameworks, 12 word banks (891+ curated words), and 12 voice profiles. Everything is owned outright by the buyer on closing.

Honest framing. No fabricated traffic, no fabricated revenue, no fake testimonials. The value is in the domain, the working platform, the editorial library, and the monetization optionality — not in a dashboard number. The buyer brings the marketing.

What is being acquired.

Domain

biography.co

- Premium, one-word, exact-category .co domain
- Authority code provided for clean registrar push
- DNS records and current configuration notes included

Codebase

Next.js 15 · React 19 · TypeScript

- App Router, TypeScript strict mode, Tailwind v4
- Radix UI primitives + shadcn-style components
- PostgreSQL via pg, Zod end-to-end validation
- Production-ready Docker + nginx deployment runbook

Working tools

10 generators + scorer + interview app

- Universal · Professional · Founder · Speaker bios
- Author · Artist · Memorial · Family · Student · Military
- Bio Quality Scorer (8-dimension rubric)
- Life Story Interview Questions

The Biography Library

76 interlinked reference entries

- 36 industry-specific playbooks
- 16 writing frameworks
- 12 word banks · 891+ curated words
- 12 voice profiles

Editorial content

- 15 long-form how-to guides
- 10 copyable templates
- 10 editorial example collections
- Markdown-first, easy to extend

Infrastructure

- PostgreSQL schema with idempotent migrations
- DB-backed rate limiting (no Redis required)
- Privacy-conscious lead capture + email integration
- Sitemap, JSON-LD, OG images, security headers

ASSET INVENTORY

Everything that transfers on closing.

COMPONENT	DESCRIPTION	BUYER VALUE	TRANSFER NOTES
Domain	biography.co — premium one-word .co	Brand credibility, category SEO, aftermarket value floor	Registrar push (.co), authority code provided
Codebase	Next.js 15 + React 19 + TypeScript	Production-ready, owned outright, no platform lock-in	Git repository transferred with full history
AI generators (×10)	Universal, Professional, Founder, Speaker, Author, Artist, Memorial, Family, Student, Military	Working tools that already convert intent into output	Included in codebase; OpenAI key provided by buyer
Bio Quality Scorer	8-dimension rubric, structured scoring API	Top-of-funnel + retention layer for SaaS conversion	Included in codebase
Biography Library	76 interlinked reference entries	Differentiated content moat, ranking surface area	Type-safe TypeScript data files — easy to extend
Editorial content	15 guides · 10 templates · 10 examples	Ready-to-publish category coverage	Markdown files; original content, no scraped data
Postgres schema	Tables, idempotent migrations, rate limits	Reduces time-to-launch and dev overhead	Schema + migration scripts in repository
Lead-capture system	Privacy-conscious forms with intent tracking	Pipeline foundation for services or referrals	Configured for any SMTP provider
SEO infrastructure	Sitemap, robots, JSON-LD, OG images, security headers	Day-one search readiness	Configured per-route; metadata builder included
Documentation	README, DEPLOYMENT, TRANSFER, CONTENT_GUIDE, ENV vars, original PRD	Operator-grade handoff	Markdown files in repository

BUYER FIT

Who this is right for.

Biography.co maps cleanly to several distinct buyer archetypes. Each one can extract value in a different way; none of them require rewriting the platform.

Personal-brand agencies

Use the platform as a top-of-funnel lead magnet that feeds your existing service. Templates and Library become value-adds for retainers.

AI tool operators

Add Biography.co as a vertical-specific entry point inside a writing-tool portfolio. Strong category SEO and a focused conversion path.

Memoir & legacy studios

The family-history and memorial flows are a discovery layer that feeds high-ticket memoir, family-history, and tribute publishing work.

Solo founders / indie hackers

A defensible niche with a complete platform foundation. Domain credibility shortens the runway to first revenue.

Domain investors

One-word .co with exact keyword intent has long-term defensible value. The platform is a free upside option.

Funeral & memorial services

The memorial-biography flow and obituary templates align with high-ticket funeral printing, programs, and tribute services.

COMMERCIALIZATION OPPORTUNITIES

Realistic paths to revenue.

Each path below is plug-in compatible with the existing platform. None of them require a structural rewrite. Most can run in parallel.

OPPORTUNITY	WHY IT FITS	SUGGESTED FIRST MOVE	COMPLEXITY
AI biography SaaS	Generators + DB-backed rate limits + accounts table are already in place; pricing tiers are a natural fit.	Wire Stripe to the existing rate-limit layer; gate generation by plan.	MEDIUM
Ghostwriting referrals	Lead-capture is already wired with a 'hire a writer' intent.	Partner with 2–3 vetted ghostwriters; route inbound through a CRM.	LOW
Paid template packs	Templates are already segmented and can be productized.	Add Stripe Checkout (or Gumroad) on premium template pages.	LOW
Affiliate referrals	Bio, branding, memorial, and self-publishing categories have strong affiliate programs.	Insert affiliate links into the existing CTAs and content pages.	LOW
Paid directory / listings	DB schema and routing accommodate listing pages without a rewrite.	Build admin + listing UI; price annually per listing.	MEDIUM
Editorial / sponsored placements	35 polished editorial pages plus the Library give meaningful inventory.	Define ad slots; price by audience as it grows.	LOW
Newsletter / content media	Lead-capture flows convert with a low-friction CTA.	Add a weekly digest; monetize with sponsorships or partnerships.	LOW
Course / paid downloadable guide	Library content is a natural source of premium guide material.	Bundle 2–3 Library entries into a paid PDF or short course.	MEDIUM

Why acquisition beats commissioning from zero.

Build this from scratch

- Source and acquire a premium domain
- Define brand and category positioning
- Design the UX and page architecture
- Engineer the platform and AI integrations
- Design and write the editorial library
- Build the Biography Library reference work
- Wire infrastructure: DB, lead capture, email
- Build SEO infrastructure and metadata
- QA, deploy, document, and handoff

Acquire Biography.co

- Take ownership of a premium one-word .co domain
- Inherit a working, production-ready platform
- Plug in your own OpenAI / SMTP credentials
- Use 76+ interlinked Library entries day one
- Skip months of platform and content work
- Start testing monetization in weeks, not quarters
- Keep all upside; no platform fees on the asset

Replacement-cost ranges referenced on the live Biography.co acquisition page are derived from published freelance market rates for Next.js development and long-form editorial content. The asking price is deliberately below the cost to commission an equivalent build.

SUGGESTED PHASED GROWTH PLAN

Initial · Growth · Scale.

A timeless framing instead of a date-bound roadmap. Adapt the depth of each phase to your operating cadence.

INITIAL PHASE

Technical handoff & baseline.

- Complete domain push and verify control at the registrar
- Stand up hosting; deploy from **DEPLOYMENT.md**
- Configure environment variables and SMTP / AI provider keys
- Enable analytics (Plausible-compatible) and Search Console
- Conduct a content audit and decide initial monetization tracks
- Confirm lead-capture forms route to the buyer's mailbox

GROWTH PHASE

Distribution & first revenue.

- Expand or refresh editorial content within chosen verticals
- Begin outreach to partners, affiliates, and ghostwriters
- Add lead capture or affiliate paths to high-intent pages
- Test the first monetization track end-to-end
- Instrument basic conversion tracking on CTAs

SCALE PHASE

Compound & defend.

- Scale the channels with the best return
- Add authority pages (deep Library expansions, comparisons)
- Improve conversion rate on the highest-intent flows
- Build repeatable acquisition loops (SEO, partnerships, paid)
- Consider productized service tiers or directory pricing

TRANSFER CHECKLIST

A clean, escrow-friendly handover.

Use this checklist to track items during the transfer window. Most buyers complete the handover in a single working session.

- Open Escrow.com transaction; confirm parties and price
- (Optional) sign a short non-binding LOI for staged deals
- Buyer wires escrow funds; seller is notified
- Initiate **.co** registrar push; share authority code
- Transfer Git repository (private) to buyer-owned org
- Hand over environment-variable scaffolding (no live secrets)
- Walk through DEPLOYMENT.md; confirm a first successful deploy
- Transfer ownership of brand assets (logo, OG images, fonts)
- Transfer ownership of all repository documentation
- Buyer creates own analytics / Search Console / AI / SMTP accounts
- Buyer inspects domain control, code, schema, and migrations
- Buyer approves escrow release; funds are disbursed
- Two-week post-close email support window begins

BUYER DILIGENCE CHECKLIST

Questions to answer before opening escrow.

Work through these before committing. None of them are designed to be blockers — they are designed to ensure you are acquiring this for the right reasons.

Strategy & fit

- Do I understand the biography / personal-branding category?
- Which buyer archetype best describes my plan (agency, indie, studio, investor)?
- Do I have a concrete monetization path I can begin with?
- Am I prepared to bring marketing, distribution, or services?

Technical

- Have I (or my engineer) reviewed the codebase under NDA?
- Do I understand the third-party dependencies (OpenAI, SMTP, Postgres)?
- Do I have a hosting plan (own VPS, Hetzner, OVH, Digital Ocean, etc.)?
- Have I read DEPLOYMENT.md and confirmed I can follow it?
- Have I confirmed I can provision the required environment variables?

Content & brand

- Have I sampled the live Biography Library on the site?
- Am I comfortable with the editorial voice as a starting point?
- Do I plan to extend or rebrand any of the existing content?
- Are there any claims on the site I want re-stated before purchase?

Legal & compliance

- Do I understand the applicable privacy laws for my market?
- Will the existing privacy / terms pages need updates for my entity?
- Will memorial / family-history flows need any local compliance review?
- Am I comfortable with the lead-capture and email handling design?

Financial

- Have I confirmed the source of funds and currency for escrow?
- Am I willing to cover the escrow fee per convention?
- Have I budgeted hosting and AI / SMTP costs for the operating phase?
- Have I separately budgeted the marketing investment to drive traction?

IMPORTANT BUYER NOTES

Risk & disclaimer.

This is a foundation, not a business. The asset includes a premium domain, a complete platform, an editorial library, and a deployment runbook. It does not include traffic, revenue, an email list, subscribers, or brand recognition. The buyer brings the marketing.

- The asset is sold **as-is** unless otherwise agreed in writing.
- There are **no revenue or traffic guarantees** attached to the sale. Any projections referenced are illustrative and not promises.
- The buyer is responsible for their own due diligence, including (but not limited to) reviewing the codebase, content, and infrastructure under NDA prior to closing.
- The buyer is responsible for future marketing, SEO, monetization, legal compliance, hosting, accounts, and ongoing operations after transfer.
- Any third-party integrations (OpenAI, SMTP, analytics, etc.) will require buyer-owned accounts and credentials after transfer.
- Domain transfer timing depends on registrar processes and is outside direct seller control. Best-effort cooperation is provided.
- Post-close support is limited to two weeks of email-based assistance for deployment questions, unless an extended arrangement is agreed in writing.

NEXT STEPS

How to move forward.

1 • Re-read the live page

Open the full acquisition memorandum at <https://biography.co/acquire> for the latest figures, charts, and comparable analysis.

2 • Request the codebase walkthrough

Under a short NDA, the seller provides a read-only walkthrough of the private repository so you (or your engineer) can verify every claim.

3 • Open escrow

Initiate the escrow transaction through the seller-provided Escrow.com link. The full price is held in escrow until you approve release.

4 • Handover & verification

The seller initiates the domain push, transfers the repository, and hands over environment scaffolding. You verify, deploy, and approve release.

ACQUISITION

Acquire Biography.co.

\$4,999 USD

Domain + complete website asset.

[Buy now via Escrow.com](#) →

Or visit <https://biography.co/acquire>