SARETO · CAPABILITY BRIEF · NOVEMBER 2026

Saeed Rezaeitoroghi.



PhD Futures Studies · MSc Entrepreneurship Management · BSc Mechanical Engineering

Founder of CHALENCY Inc. — Toronto, Ontario, Canada

I find problems people have stopped expecting anyone to solve, and I build the product that solves them. Three of them are live.

01

Three kinds of limit, three kinds of creativity

Most builders are trained in one layer of a problem. I was trained in three, one degree at a time — and the opportunities I find sit where they overlap.

LAYER ONE

Physical & objective

BSc Mechanical Engineering · Ferdowsi University of Mashhad

What can be made, at what cost, inside what physical limits.

EVIDENCE

Two registered patents and three further inventions · 70+ factory lines optimised · two Khwarizmi national awards

LAYER TWO

Mental & cognitive

PhD Futures Studies · University of Tehran — first graduate in Iran

How a person decides, what they will want, and why they quit.

EVIDENCE

8 peer-reviewed papers, incl. Scotland and Australia · 3 books · 1,250 managers through foresight programmes

LAYER THREE

Social & economic

MSc Entrepreneurship Management · University of Tehran — first graduate in Iran

Whether a pain is big enough to pay for, and how value moves.

EVIDENCE

4 companies founded and led · first canned-meat production line in Iran, built to national standard

> “An engineer sees what can be built. A cognitive researcher sees why people behave as they do. An entrepreneur sees where value moves. Each one alone produces half a product.”

3
Live products
Built in 24 months, solo, with AI as my pair

4
Companies founded
Manufacturing, consulting, software

22
Years of practice
Research, invention, venture-building

3
Disciplines
Engineering · futures · entrepreneurship

02

Three products, built in Canada

I arrived with no team, no network and no budget, and learned to ship software myself. Each product answers a pain I can state in one sentence, with a loop rather than a feature list.

Challency

challency.com

People quit self-improvement because daily effort is invisible and unrewarded.

A social network where the post *is* your effort: a thirty-second daily report, scored −1 / 0 / +1 by the people who follow you. The score becomes social power, and social power becomes a spendable currency.

iOS on the App Store · Android on Google Play · Flutter and Spring Boot on AWS Canada · CHALLENCY word mark registered in Canada

Selfa

selfa.ca

Every AI companion is a persona laid over a prompt — no self, no inner state you can read.

You write one identity. From that seed Selfa builds and keeps rewriting its own mind, comes to know you through conversation, and shows an inner state with the reasons behind it. Built on a 282-concept framework from my own research.

Web app live in English and Persian · iOS 1.0 in App Review · two sibling deployments · Next.js and Supabase, data in Canada

Lexi

getlexi.app

Every language method makes the learner their own teacher. Nobody sustains that.

A closed loop on the learner's own language: bring any material and Lexi does the choosing, extracting, scheduling and remembering — through review, shadowing, speech and a library that is visibly theirs.

Live on the web and the App Store, approved Oct 2026 · Android closed testing complete · 18 native explanation languages

03

What I am looking for

The products are built and the stores are live. What I do not have is a team, a marketing budget and a North American network — which is the reason for this page.

01 People — a co-founder or early team

Mobile (Flutter), backend (Spring Boot / Node), growth. The ceiling is no longer technical; it is capacity. I would rather give away a real share of something that ships.

02 Market access — marketing partners

The first ten thousand users of each, and the people who know how to reach them in North America.

03 Capital — angel or pre-seed

For go-to-market, not development. One founder, AI pair-programming and cloud infrastructure make the cost structure unusually low.

04 Expertise — advisors who have done this here

Canadian and US market entry, app monetisation, and the regulatory questions these products raise.

And beyond these three: finding opportunities is the part of this I do best, and the part I least want to keep doing alone. I am looking for people to find and build the next one with — where new technology meets a social problem interdisciplinary science can actually explain.

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