VyRal

A LeakReceipts Field Guide

LeakReceipts for AI Tool Builders

The Field Guide: where the money leaks, how to prove it, and how to close it

For: AI Tool Builder

by VyRal Dynasty

LeakReceipts for AI Tool Builders The Field Guide: where the money leaks, how to prove it, and how to close it

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How every number in this book is labeled.

- **VERIFIED** means the figure comes from a named, dated source, and the source is printed next to it.
- **CALCULATED** means it is arithmetic on verified numbers or on your own numbers, and the math is shown.
- **ESTIMATE** means a reasoned range, and it is always called one.
- **STRUCTURAL** marks a standing rule of the trade (a law, a contract term, how the paperwork works), not a market figure.
- **STILL BEING MEASURED** means VyRal has not verified a figure yet, so no number is printed.

If a number is not labeled, it is a blank for you to fill from your own paper.

What this book is not. This is education, not legal, tax, accounting or financial advice. Where a fix says a professional decides, a professional decides. Nothing here says that any company, customer or person did anything wrong. The fixes show you how to check your own paper and ask in writing.

About how this book was made. This book was assembled with AI from VyRal's sourced research on this trade and checked against those sources. AI can make mistakes. Before you act on a figure, check it against the source printed beside it. Rules and rates change, and every figure carries its date for that reason.

Before you share any document with anyone, Vera included, black out account numbers, Social Security numbers and anything else you would not hand a stranger.

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The short answer for your trade

Pieter Levels runs a multi-million-dollar business on plain PHP and jQuery — the stack was never the edge. The edge was building a system, proving it in public, and owning the channel it sold through instead of renting one.

Your leak map

Every leak this book covers, biggest first. The size grade is VyRal's research grade for how much money a leak tends to move in this trade. It is a grade, not a dollar figure. Your own paper sets the dollars.

#	Leak	Size grade	Evidence	Fixes
1	Earnings claims — the FTC rule that ends businesses, not fines them	Major	VERIFIED	1
2	One EU user can pull a solo builder into two regulations	Major	VERIFIED	1
3	Platform sunset risk — four OpenAI deprecations, one already shut down	Major	VERIFIED	1
4	Purely AI-generated output is not copyrightable — including the code	Major	VERIFIED	1
5	Renting the customer relationship	Major	VERIFIED	1
6	The US obligations with no revenue threshold at all	Major	VERIFIED	1
7	The indemnity you void by turning off the filters	Major	VERIFIED	1
8	The cost stack — and the part that is metered, not monthly	Significant	VERIFIED	1
9	The listed price and the take-home are two different numbers	Significant	VERIFIED	1
10	Self-employment tax set-aside	Major	STRUCTURAL	1
11	Distribution failure mistaken for product failure	Major	STILL BEING MEASURED	1

What people in your trade say hurts

Before we built a single fix, we went and read what people in this trade say out loud: forums, trade press, regulators' complaint files and court records. These are the pains that kept coming up, the ones with the most sources first. If one of them is yours, you're not imagining it.

Saying my tool will make buyers money can bring the FTC's earnings-claim rules down on me

If my sales page says people will earn money with my AI tool, or that it replaces their staff, the FTC treats that as a claim I have to back up in writing. It has banned one AI tool seller from selling business opportunities for big income claims and an unpaid money-back guarantee.

Found in 2 public sources; newest dated 2026-08-12. VERIFIED count from VyRal's public research log; the sources are listed at the back.

Get your paper together

Every fix in this book starts with paper, not memory. Memory rounds in the other side's favor. Paper doesn't.

Pull the last 90 days. Put it all in one folder, paper or phone, and label each piece with its date. Black out account numbers and Social Security numbers before you share anything with anyone.

The paper that proves each leak:

- Your contracts, invoices, statements, pay records and the messages around them.

My folder checklist

Last 90 days of statements or pay records _____

Every contract or agreement I work under _____

Every invoice, ticket or settlement for the same 90 days _____

The messages that changed a price, a scope or a date _____

Leak 1: Earnings claims — the FTC rule that ends businesses, not fines them

Size grade: Major · Evidence: VERIFIED

What it is. Whether the tool is marketed with any suggestion that buyers will make money with it, and whether any earnings claim is substantiated.

Why it leaks. The moment a tool is sold with the suggestion that buyers will earn money with it, the seller may have entered Business Opportunity Rule territory — which carries mandatory pre-sale disclosure documents and an earnings-claims substantiation regime on top of ordinary FTC Act deception liability. The penalties are not the notable part. The notable part is the remedy: the FTC has repeatedly obtained PERMANENT BANS on marketing any business opportunity, which does not fine a business, it ends one. And this is the live enforcement lane — the FTC's appetite for pursuing general-purpose tools has narrowed, but its appetite for earnings claims has not.

The number to hold it against. The FTC requires solid proof before any claim that buyers will earn money; in a March 2026 case it imposed an $18,000,000 judgment and a ban on marketing business opportunities over unsupported earnings claims. Source: 16 C.F.R. Part 437; FTC press release, 24 Mar 2026.

VERIFIED · Primary — government or regulator

> **Ask yourself:** Does anything in your marketing suggest a buyer will earn money using your tool — a figure, a testimonial, a screenshot, an implication?

1. Marketing that implies buyers will earn money, which brings FTC earnings-claim rules

Fix approved · leak evidence: Verified

Fix 1 — Do it yourself (free).

1. Go through your site, listings, ads, emails, videos and social posts. Mark anything that says or suggests a buyer will make money: a figure, 'passive income', a screenshot of earnings, a testimonial about income.
2. For each one, ask: do I have written proof that typical buyers got this result?
3. Anything you can't back up in writing, take down or rewrite to describe what the tool does, not what buyers will earn.

4. If you sell the tool as a way to start a business, ask an attorney whether the FTC Business Opportunity Rule applies. If it does, it requires a one-page disclosure document given at least seven days before a buyer signs or pays, plus written proof behind any earnings claim.
5. Keep a dated copy of every version of your marketing.

Fix 2 — The words to send, under your own name. Fill in the brackets, keep a copy, and send it from your own email or by mail. Nobody sends it for you.

> Replacement wording (describes the tool, not earnings):
>
> '[TOOL NAME] helps you [TASK] in [What it does]. Results depend on how you use it, your market and your effort. We don't promise any income.'
>
> Note to a testimonial giver asking to edit:
> Hi [NAME], thanks again for the kind words about [TOOL NAME]. I'm tightening up my marketing so it only describes what the tool does. Would you be OK with me using this version: '[Edited testimonial without income figures]'? If not, I'll remove it. Thanks, [YOUR NAME].

Fix 3 — Done for you. **LeakReceipts · Marketing Claims Check**

WE DO: collect every piece of your public marketing into one list, flag each line that states or implies earnings, and draft replacement wording and the attorney question list. YOU DO: decide what to change, make the edits, and talk to your attorney about whether the Business Opportunity Rule applies.

Keep it closed. No new ad, page or post goes live with an income claim unless you hold written proof of typical results.

What this fix can't decide for you. Whether the Business Opportunity Rule applies to how he sells is an attorney's call. We don't call any company's conduct unlawful. Proposed new product added because no seed product covers marketing review.

My receipt for this leak			
Owed by my paper	Paid or billed	Gap (CALCULATED: owed – paid)	Fix 2 sent · answer

FREE FIRST CHAPTER

That's Leak 1 of 11.

The full Field Guide for AI Tool Builders walks through every leak on the map you just read: why it happens, the paper that proves it, and three fixes for each one — one you do yourself for free, the words to send under your own name, and what LeakReceipts can do for you while the decision stays yours.

Get the full guide:
leakreceipts.com/ebooks/ai-tool-builders

Run it on your own numbers:
leakreceipts.com

WE WALK BY FAITH NOT BY SIGHT — 2 Corinthians 5:7