

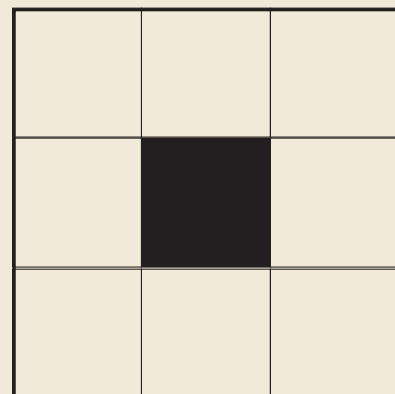
CREATED BY VAE BATAILLE
WORLD-BUILDER • WRITER • MENTOR
MEDIA KIT — PHASE I

A BUSINESS INCUBATOR FOR CREATORS BRINGING IMAGINED WORLDS TO LIFE.

MENTORSHIP • VISIBILITY • COLLAB-
ORATION • EVENTS • INFRASTRUC-
TURE • COMMUNITIES • CULTURE.

PUTTING OUR
IMAGINATION AT
THE CENTER
OF HOW WE
BUILD, EXPAND,
AND LIVE.

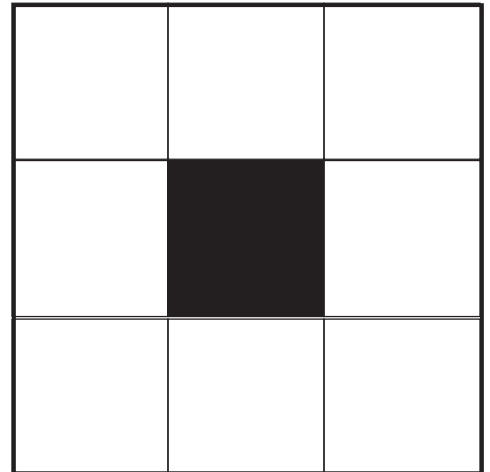
FOR ARTISTS, EN-
TREPRENEURS, AND
CREATORS BUILDING
WORLDS PEOPLE CAN
ENTER, PARTICIPATE
IN, AND GROW WITHIN.



THE9X9UNIVERSE.COM

THE 9X9
UNIVERS

WHAT IS THE 9X9 UNIVERSE?



The 9×9 Universe is a business incubator where **World-Builders** develop their businesses, communities, projects, lore, and collaborations alongside other ambitious creators.

World-Builders are artists, mentors, and entrepreneurs **who build real businesses around fictional worlds of their own creation.** Their products, services, events, communities, stories, and experiences are all connected by a shared lore, mythology, or narrative universe that people can enter, explore, and participate in.

Through mentorship, collaboration, visibility, accountability, events, and shared infrastructure, we help them transform scattered ideas and skills into coherent ecosystems. Members gain clarity around what they are building, identify the vision connecting their work, and develop the businesses, communities, projects, and experiences needed to bring their worlds to life.

OUR MISSION IS TO TRANSFORM IMAGINATION INTO PLACES, PROJECTS, BUSINESSES, AND COMMUNITIES THAT OTHER PEOPLE CAN ENTER AND EXPAND WITHIN.

Since 2018, we have:

BUILT AND LED multiple online communities reaching more than 20,000 people.

HOSTED 120+ online and in-person workshops, gatherings, programs, classes, and events.

MENTORED 200+ artists, entrepreneurs, and creators.

SUPPORTED 20+ businesses through coaching, mentorship, and community.

GATHERED 800+ active readers currently following our writing, projects, and ecosystem on Substack.

BEHIND THOSE NUMBERS ARE THE BOOKS WRITTEN, BUSINESSES LAUNCHED, COMMUNITIES FORMED, COLLABORATIONS CREATED, AND CREATIVE PROJECTS BROUGHT INTO THE WORLD BY THE PEOPLE WE'VE WORKED ALONGSIDE.



THE PURPOSE

Every business begins as an **idea**.

World-builder businesses begin as **worlds**.

And the modern world is full of businesses, but very few invite people to enter somewhere.

We believe businesses can be more than transactions, they can become places of imagination, participation, meaning, and belonging. They can tell stories, create culture and traditions, gather communities, and give people something to return to again and again.

We believe people are looking for more than products.

They are looking for magical places to belong.

THE PURPOSE OF THE 9×9 UNIVERSE IS TO HELP WORLD-BUILDERS CREATE TWO FORMS OF IMPACT:

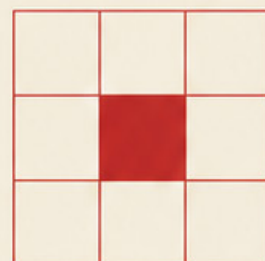
PERSONAL IMPACT

Sustainable businesses capable of supporting the financial wellbeing, creative fulfillment, and long-term sustainability of their creators, collaborators, and team members.

COLLECTIVE IMPACT

Communities, projects, experiences, and cultural contributions that improve the lives of the people they serve.

W H O
A R E
W E
A N D
W H O
A R E
Y O U



OUR QUALIFICATION

We are world-builders ourselves. The businesses, communities, events, stories, and experiences we have built all emerged from imagined worlds of our own creation. The 9×9 Universe is the result of more than eight years spent learning how to bring those worlds into reality. **Our responsibility is to make sure World-Builders like us don't have to build alone.**

YOUR QUALIFICATION

You have a world. There is a lore behind what you do, a deeper vision connecting your ideas, and a desire to build something people can enter, participate in, and grow within. Most importantly, **you are willing to take responsibility for bringing that world into reality.**

THE ONBOARDING PROCESS

The journey begins when a World-Builder claims a plot on the map of The 9×9 Universe. From there, if it's a match, we help them clarify their world, identify the vision connecting their ideas, and develop the businesses, communities, projects, and experiences needed to bring that world to life. Through **mentorship, accountability, visibility, collaboration, and shared infrastructure**, members stop building in isolation and begin building alongside others carrying worlds of their own. The result is not only the growth of a single world, but the collective impact created when ambitious World-Builders support one another and bring meaningful work into the lives of the people they serve.

1. YOU CLAIM A PLOT

**2. WE MAP YOUR WORLD AND YOU JOIN THE
NETWORK**

3. WE BUILD THE BUSINESS INFRASTRUCTURE

4. PEOPLE START VISITING YOUR WORLD

5. COLLECTIVE IMPACT EMERGES

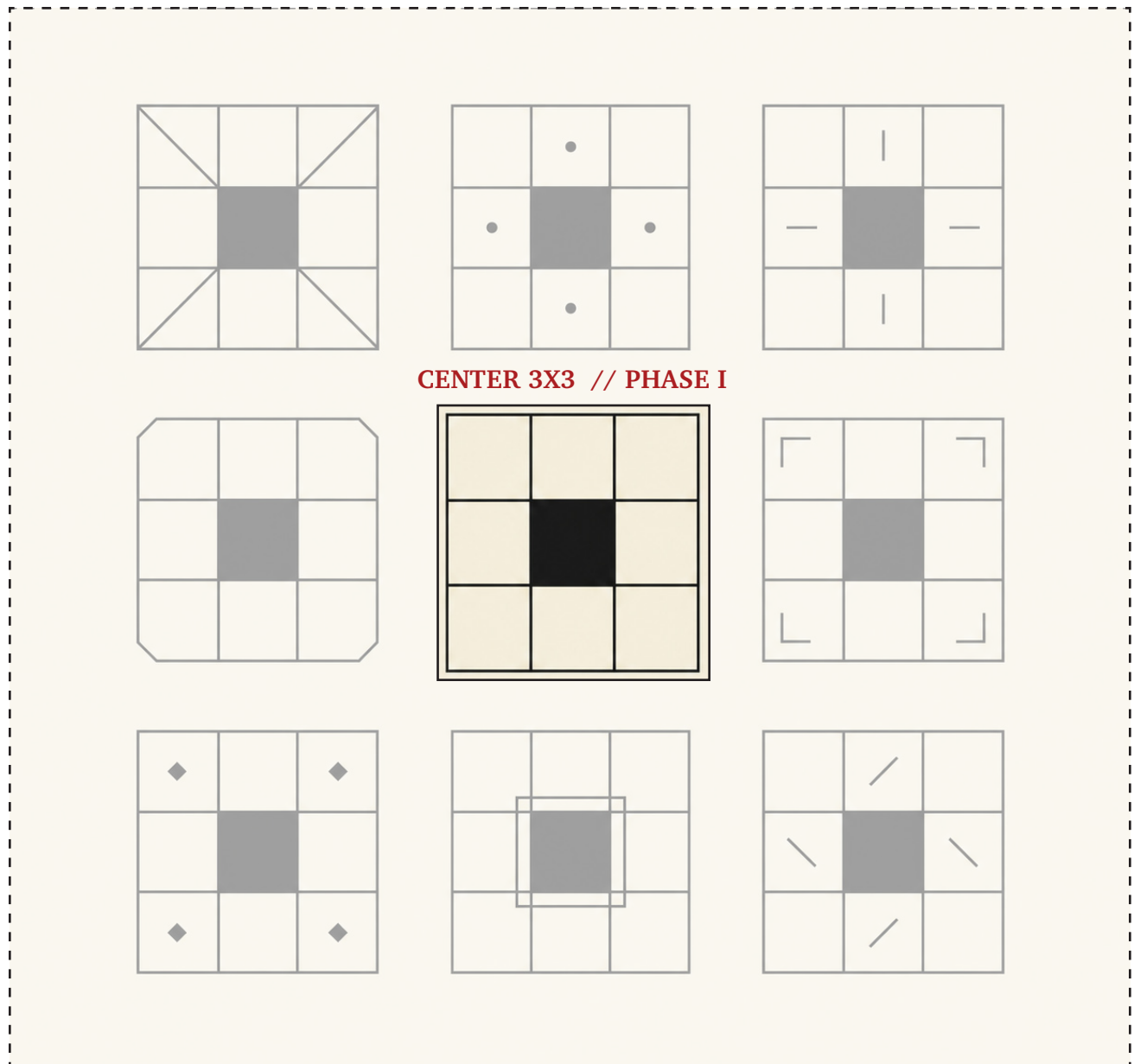
THE MAP & THE NETWORK

The map is the creative interface of the 9x9 network.

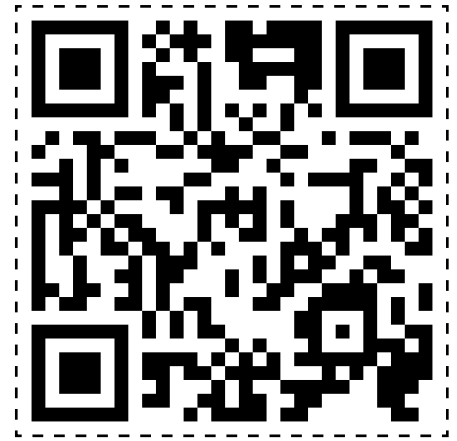
For us, networking is not only transactional: “*Who can help me?*”, “*Who can I make business with?*”, or “*Who has the right connections?*” are not the only questions we ask. Our heart is more focused on: “*Who is building something worth standing beside?*” So people join for proximity to others who share the same scale of **imagination, ambition, self-authority**. Everything else; the mentorship, visibility, collaborations, opportunities, and shared infrastructure emerge naturally from that proximity.

THE MAP OF THE 9X9 UNIVERSE

THE LONG-TERM VISION IS A COMPLETE 9×9 MAP CONTAINING EIGHTY-ONE
WORLD-BUILDER UNIVERSES, EACH CONTRIBUTING TO A LARGER CREATIVE ECOSYSTEM.



MEET THE WORLD- BUILDERS



The first phase of the 9×9 Universe is already inhabited. The first four World-Builders and the founder are actively developing their worlds inside the map.

Adriane Amrii is a French artist from Paris, opening her heart to the world. She wanders through ancient tales, ancestral wisdom, and the depths of the psyche, creating from what feels foreign, forgotten, and yet deeply familiar

Pascale Ruas is building L'Auberge, a territory dedicated to hospitality, belonging, and meaningful human connection. Through gatherings, conversations, travel and shared experiences, she is exploring what it means to create places where people feel welcomed into their own nature.

Sylvie Swan is building her legacy behind the doors of The Lake Mansion, a world centered around beauty, refinement, and woman's leadership. Her work explores how success, elegance, and self-expression can coexist without sacrificing girlhood, imagination and pleasure.

NO_T4G_3RR0R, creator of Techno-Alchemist Station, is building an out-of-space station devoted to study, knowledge, health, and hidden perspectives. Through research, writing, and exploration, she invites others to look beyond complexity and develop a deeper relationship with the simple roots of being human.

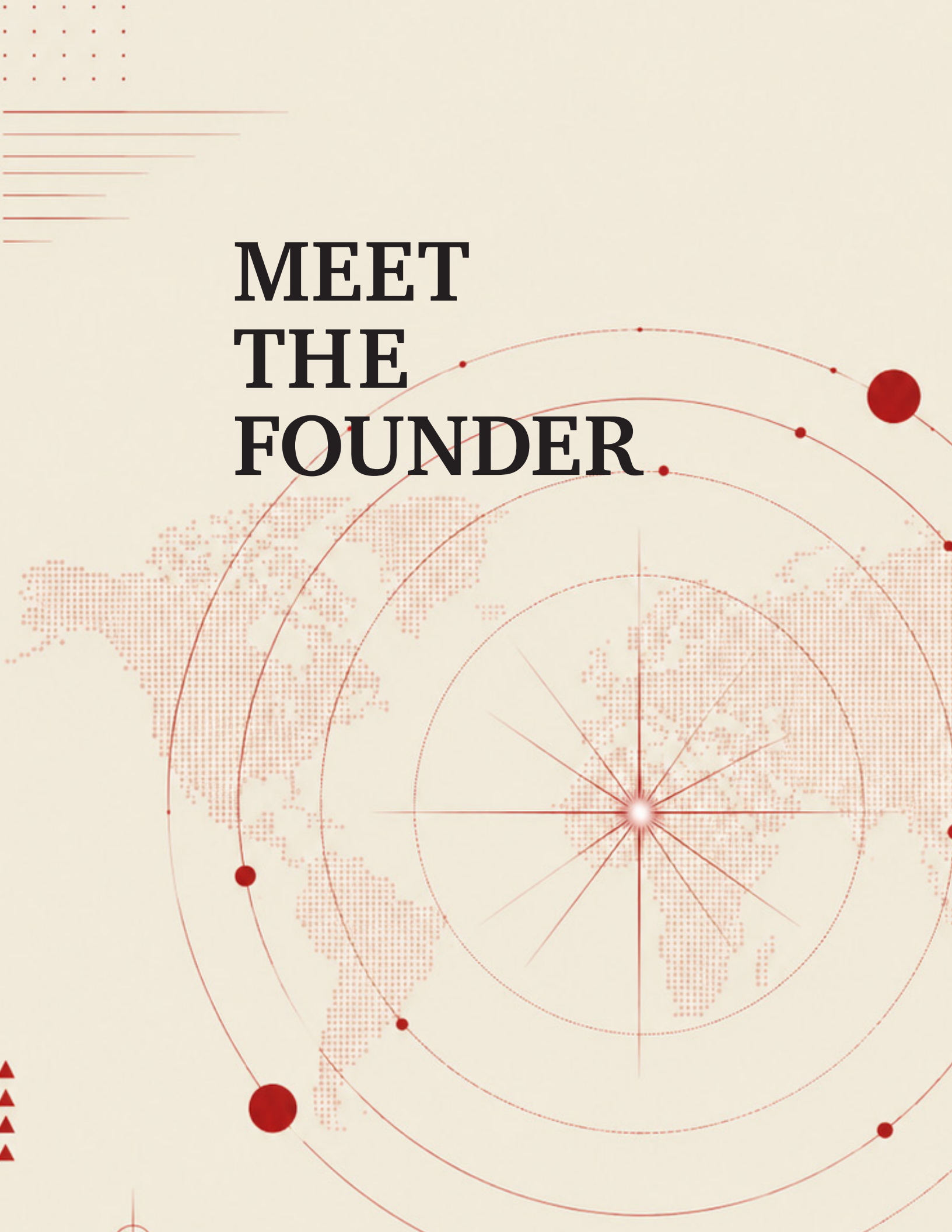
Catherine Cormier is a writer and a teacher with a strong academic practice. She is the co-founder of La Clairière Academia, a learning institution dedicated to the exploration of sexuality, the body, and desire through art.

Together, they represent the **first generation** of world-builders on the 9x9 map.

THE MAP OF THE 9X9 UNIVERSE — CENTER 3X3 // PHASE I



MEET THE FOUNDER



Vae Bataille is the founder, mentor and creative director of the 9×9 Universe. At the center of this world stands **The Church of the Madlands**, a living mythological institution dedicated to the exploration of the human psyche through imagination. Housed within a real church, in collaboration with LE BEAM it exists simultaneously as an immersive theater, a museum, a ritual space, and an evolving work of art. Visitors are invited to step inside an original mythology where every room, object, tradition, celebration, and encounter belongs to the world of the Madlands.



THE COLLECTIVE IMPACT

We found that what we're meant to do as imaginative people is help reshape ordinary life through art, creativity, and beauty. We believe our work does not belong only in books, galleries, films, or childhood; it also belongs in businesses, communities, relationships, education, public spaces, and all the infrastructure that shapes everyday life.

Our World-Builders work on different worlds, serve different people, and pursue different visions. Yet they are united by a common purpose: **helping create a world where beauty, human nature, and creativity are no longer treated as luxuries, but as essential parts of how we live.** At its core, this is a shift from survival to possibility. When imaginative minds are exiled due to a lack of resources, people react, endure, and adapt to the world around them. When imagination is present, people awaken, contribute, and participate in shaping the future.

We devote ourselves to a world where imagination flows as naturally as breath.

WHAT BECOMES POSSIBLE IN THE 9X9 UNIVERSE

A clear world and positioning

Revenue generated through that world

A community gathered around it

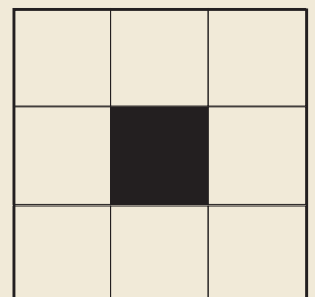
Collaborations with other World-Builders

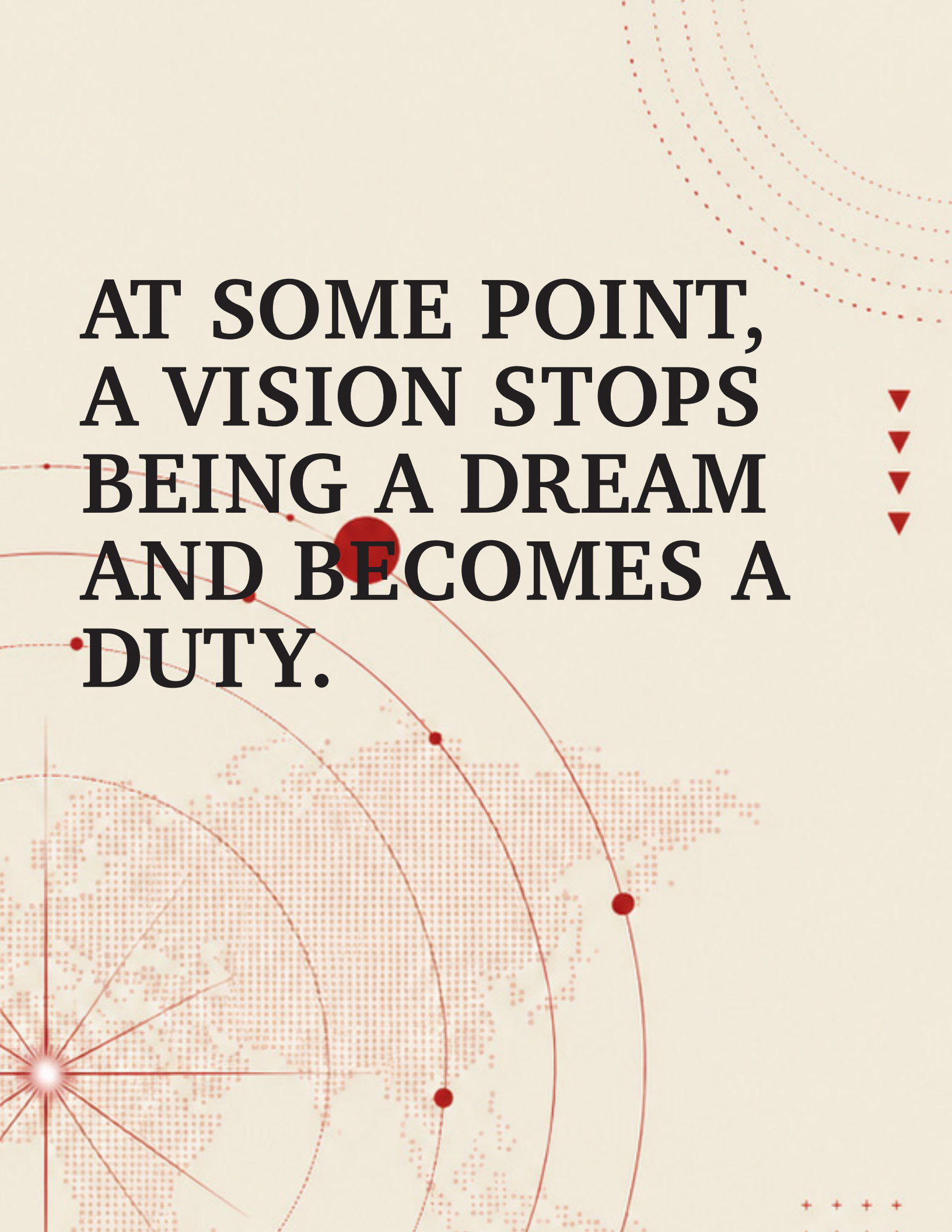
A business that contributes something meaningful beyond the self

Several conversations that accidentally change the trajectory of our lives

A life that becomes increasingly difficult to explain at family gatherings

Magic





**AT SOME POINT,
A VISION STOPS
BEING A DREAM
AND BECOMES A
DUTY.**

BEFORE YOU MOVE IN WITH US, HERE ARE A COUPLE OF THINGS WE THINK MIGHT GET US INTO TROUBLE.

Started in 2018 as a witchcraft business.

Built by someone with no MBA.

No investors, no institution, no certification.

\$40,000 in wandering debt.

Reality is negotiable.

Use AI a lot (not to create, but to clarify)

We do not believe any room in the world is off-limits for us.

Several key positions are currently held by fictional characters.

Changed direction more times than we can count.

Built 3 entire communities and shut them all down.

Spent 20 years unable to explain what it was.

Still cannot fit inside a niche, job title or society.

We sometimes disappoint people while figuring things out.

Mostly built by intuition and terrible business ideas.

Contains ghosts (a lot).

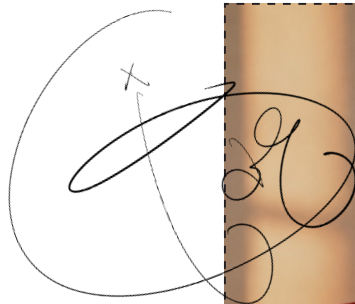
A LETTER FROM THE FOUNDER

Hey, I am Vae, and well... I did not decide to build the 9x9 Universe; it appeared, piece by piece, at the pace of my own expansion. All my life, I lived between two realities: the visible one, where I tried to make things work, and another where everything already existed within chaos, imagination, and meaning. I started my first little business in 2018: a magical burrow where I invited people to explore the occult. In 2021, I built an isolated laboratory dedicated to personal development, Active Imagination experimentation, and case studies. In 2025, I founded an online Imaginal Church where artists from around the world gathered to become world-builders. But eventually, I realized the next era could not belong to me alone, it needed to become a shared territory; a place others could enter, expand, inhabit, and build with me. The 9x9 Universe is the moment I stopped reducing what I saw to fit reality and instead began building a world large enough to hold every piece of me.

The 9x9 Universe is both my portfolio and the territory where creators I mentor continue building theirs.

*Let me be your guide,
from imagination, to reality.*

V.



READY TO MOVE IN WITH US?



BECOME A WORLD-BUILDER

World-builders ready to place their work on the map can submit a request for a plot through the website. If selected when Phase 2 opens, they will be invited into an integration process, receive their plot and resources, meet the other world-builders, and begin building within the territory. Follow us on Substack for updates as Phase 1 comes to a close and Phase 2 begins (Opening in December 2026)

BECOME A LOYAL MEMBER AND ACCESS THE TOWN SQUAR

Those who are not yet ready to establish a world of their own can enter through the membership of the 9×9 Universe. There, artists, creators, and future world-builders gather through culture, events, conversations, and shared experiences while exploring the territory and discovering where they belong. Not everyone arrives ready to build a world, some arrive first to discover the one they are meant to create.

THE 9X9 UNIVERSE
BY VAE BATAILLE AND THE GHOSTS OF THE MADLANDS

PRESS, COLLABORATION & CONTACT

Vae Bataille, the founder of the 9x9 universe, welcomes collaborations, partnerships, podcasts, interviews, speaking opportunities, artistic projects, events, and press inquiries.

We are available for conversations exploring the intersection of fiction and business, the imaginal, imagination as territory, symbolic systems, spirituality and the occult, artistic ecosystems, world-building, mentorship, and the future of creative communities.

THE9x9UNIVERSE.COM

VAE BATAILLE

Founder & Creative Director

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VINCENT RENAUD

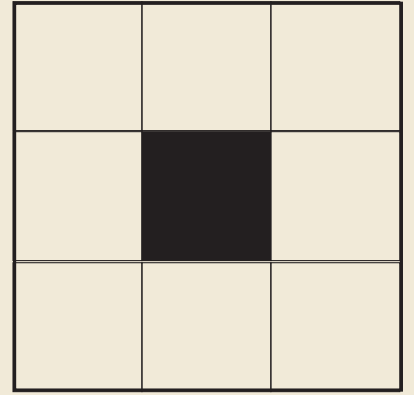
Partnership & Operation

vincentrenaud@the9x9universe.com

FOLLOW US ON



CREATED BY VAE BATAILLE
WORLD-BUILDER • WRITER • MENTOR
MEDIA KIT 01



WHAT BECOMES POSSIBLE
WHEN AMBITIOUS
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THANK YOU

T H E 9 x 9 U N I V E R S E