

Martori

A FOUNDER MANIFESTO

People like *us*

I built a suite of products — five in all. Sanctuary, Vigil, Marrow, Ledger, and Drift. None of them came from a spreadsheet or a gap in a market. They came from my own life.

I have been heartbroken in a way that rearranged who I was. I have stood at a service for someone I loved and felt the floor disappear. I have lived inside a dependency long enough to stop noticing the walls. These products exist because I have been all of those people, and I am not rare. Millions are carrying these same seasons right now, each one convinced they are the only one.

For most of my life I treated those seasons as something to bury. I was ashamed of what I had survived and guilty about who it had made me. I believed that if people saw the full version of me, the one that grieved and craved and came undone, they would decide I was too much, or not enough, or simply weak. Somewhere along the way our culture decided that vulnerability is unattractive. That needing help gives people the ick. That falling apart is a character flaw instead of a chapter. So we hide. We perform a smaller, smoother version of ourselves and call it strength.

I am not interested in hiding anymore. I started Martori to take that instinct apart. Recovery, grief, and the long climb back are not secrets to keep. They are some of the most human work a person will ever do, and they are not meant to be done alone.

These are not isolated individuals. They are communities. The people in early sobriety, the newly bereaved, the ones rebuilding after a love has ended. Huge, active, deeply alive groups who need each other and too often cannot find each other. The pain is isolating by design. The healing has to be the opposite.

Two of these came from watching as much as living. I have seen far too many people pulled under by gambling and sports betting, not because they are reckless but because calling something right and winning is one of the oldest pulls there is. Ledger keeps that feeling and removes the ruin, a prediction game where being right is the whole reward and nothing is staked but the guess. And I have always wanted a place with no clock and no consequence, somewhere a wound-up nervous system could finally let go, so I built Drift, a limitless space you can disappear into and come back from a little steadier.

Everything changed for me when I stopped clenching. When I let go of the carefully edited version of my story and jumped. Not because the fear left, but because I decided it was no longer the one in charge. This studio is built on a single promise: to take the weight of the hardest seasons and make it lighter to carry, and to help people walk into their next chapter with something better than relief. With joy. With acceptance of everything that brought them there.

EVERY PRODUCT WE MAKE RESTS ON FOUR THINGS

Structure

Chaos is where pain wins. A clear next step is its own kind of mercy.

Ritual

Healing is not decided once. Ritual is a door you can keep walking through.

Reward

Progress that goes unmarked feels like it never happened. People deserve to feel themselves getting better.

Affirmation

The voice in your head learned to be cruel somewhere. It can be taught something else.

Martori is not an app company. It is a universe being built for people like us, by people like us, on the belief that the parts of ourselves we were taught to hide are the exact parts that connect us to everyone else.

You were never the weak one. You were just alone with it. *That part is over.*

Brian

FOUNDER, MARTORI STUDIO

Sanctuary · Vigil · Marrow · Ledger · Drift