DESTINY GRAM

Spring 2025

FUNDING ROUND

Gregory Malpass

General Information

Email

malpass.greg@gmail.com

Phone Number

+34624401086

Age

67

Gender

Male

City where you currently live

Málaga

Role

What is your title, or if you haven't set it yet, main responsibility?

CEO

What percent equity do you have?

100

Do you have at least 10% equity in the company you're applying with?

yes

Are you a technical founder?

no

If accepted to YC, will you commit to working exclusively on this project for the next year?

yes

Background

Your LinkedIn URL

https://www.linkedin.com/in/greg-malpass-b135357/

Education

New York University

Jan 1985 - Jan 1986

MBA, International Business/trade/commerce

London Business School

Jan 1984 - Jan 1986

MBA, International Business

City, University of London

Jan 1975 - Jan 1980

BSc, Civil Engineering

Work Experience

Destiny Gram - Owner

Aug 2022 - Present

Owner of Start-up: pioneering AI-assisted Personal Profiling and hyper-personalized AI-Chatbot Mentoring Platform

Think Big Partnership –

Principal Managing Partner, M&A and Corporate Strategy Adviser

Sep 2015 - Present

www.thinkbigpartnership.com was established as a Confidential Advisory Consultancy offering advice on International Trade, Investment and Corporate Governance. Past assignments include focused Reports on 'Change and Consolidation in the UK Construction Industry'; M&A Advice to Carillion; Construction Opportunities in Spain, Colombia & Peru; and a bid for a Trade Promotion/Advisory contract to UKTI for 'Prosperity Peru', South America. The Think Big Partnership is a General Partnership established in April 2016 under the Laws of England, in London, with Managing Partners now based out of Spain and Peru, South America. Greg Malpass is currently working on a Publication about Global Business Practice, Work Ethics and Executive Personal Development

Pell Frischmann - Consultant- Strategy & Business Development

Oct 2012 - Nov 2013

Advisor/ Consultant to Chairman (Dr Frischmann CBE) in International Business Development and Mergers & Acquisition Strategy. Introduction to Senior level Client and Contractor contacts worldwide and Potential Acquirers of the Business. Company involved in Engineering Consultancy and Process Technologies. Corporate advice to Pell Frischmann Group Ltd; Pell Frischmann Process Technology Ltd; Aqua Dynamics Process Technology Ltd; and Aqua Dynamics SA (Switzerland).

Pell Frischmann Group Ltd - Consultant- Strategy & Business Development

Oct 2012 - Nov 2013

Advisor/ Consultant to Chairman (Dr Frischmann CBE) in International Business Development and Mergers & Acquisition Strategy. Introduction to Senior level Client and Contractor contacts worldwide, with focus on UK, Colombia and Peru. Company involved in Engineering Consultancy and Process Technologies. Corporate advice to Pell Frischmann Group Ltd; Pell Frischmann Process Technology Ltd; Aqua Dynamics Process Technology Ltd; and Aqua Dynamics SA (Switzerland).

Kier Group - Divisional Manager International

Feb 2010 - Oct 2012

Divisional Manager International, responsible for Business Development Overseas, with focus on Middle East, Hong Kong/SE Asia, and Caribbean. Major Project Acquisitions, Strategic Partnerships and company M&A appraisals.

Costain Group PLC - Group International Business Development Director

Jan 2006 - Jun 2009

Group International Business Developer, analysing and assessing international opportunities, negotiating share sale/purchase and investment opportunities, and development of strategic alliances in West Africa, Abu Dhabi and Hong Kong.

UKTI (HMG), Biwater Plc; IPCO (Singapore); Wimpey Plc; Tarmac Plc; Taylor Woodrow Plc; Bovis Inc.

- Global Project Manager & Business Development Executive

Jan 1986 - Jan 2006

Having graduated at City University with a BSc in Civil Engineering I held several project roles with Wimpey in the UK and overseas in Qatar, and Peru. After completing an MBA at London Business School I joined a Construction Consultancy in New York, before returning to the UK to take up a Strategy & Business Development role firstly with Taylor Woodrow, then Tarmac Plc, where I led several large M&A transactions, including the purchase of PSA Projects from HMG for a £100m Dowry; and initiated the £350m Wimpey Tarmac Asset swap. General duties included leading the Business Development, Management Information, and Mergers & Acquisition teams. Before joining Costain in 2006 I spent 2 years based out of Singapore for a Global PFI Contractor, then completed a 3-year secondment to the Foreign Office/DTI Department (now UKTI) as a Trade & Investment Adviser/ Export Promoter with focus on Latin America/ Infrastructure sectors & Privatization opportunities for UK companies. Subsequent to this I was based out of the Middle East (UAE/ KSA); West Africa (Nigeria), and Far East (Hong Kong/ Malaysia) and undertook extensive travel into new markets/ territories (eg. Iran/ Yemen/ Libya/ Indonesia/ South Africa/ India/ China/ Colombia/ Cuba & Dominican Republic).

Personal Website

https://www.thinkbigpartnership.com

Accomplishments

Please tell us about a time you most successfully hacked some (non-computer) system to your advantage.

I negotiated the privatization of PSA Projects (670 people) from the British Government to secure a $100+m cash dowry for Tarmac PLC.

Please tell us in one or two sentences about the most impressive thing other than this startup that you have built or achieved.

I helped develop significant growth in UK trade with Latin America as an International Trade Adviser/Trade Promoter on secondment to the Government. I represented UK in the Andean Countries and worked with Embassies, Chambers, Ministers and Business Leaders.

Tell us about things you've built before. For example, apps you've built, websites, open source contributions. Include URLs if possible.

After liberation of Iraq, I set up an online commerce and tendering site for the reconstruction. I launched it as the only UK rep at the first global Iraq Reconstruction Conference/Summit in Washington and secured 2,000 members in 2 weeks. The business www.coalitionsuppliers.com was only closed due to serious insurgency in Iraq a few months later. Later I established www.thinkbigpartnership.com to encourage international business development and consolidation of the UK construction industry via promotion of M&A.

List any competitions/awards you have won, or papers you've published.

My Iraqi trade site won the "Really Useful Site' Award from the Federation of International Trade Associations in USA www.FITA.org
. My UK Construction Industry Paper on Consolidation and M&A won broad Media coverage and initiated the start of major M&A in the industry https://nebula.wsimg.com/b1bbc824518c202504ba1ff201496d5b?AccessKeyId=95B6737F98B38E354D56&disposition=0&alloworigin=1

Who writes code, or does other technical work on your product? Was any of it done by a non-founder? Please explain.

Anthropic Claude

Are you looking for a cofounder?

Yes

Founder Video

https://www.youtube.com/watch?v=m9fFY8WJs8g&t=69s

Company

Company name

Destiny Gram

Describe what your company does in 50 characters or less.

"AI-assisted Personal Profiling & Chatbot Mentoring"

Company URL, if any

https://destiny-gram.com

Demo Video

https://www.loom.com/share/4f17682051b44af8bb344dd95b227eac

What is your company going to make? Please describe your product and what it does or will do.

I'm building an AI-powered platform that helps students and professionals create hyper-personalized, secure career and personal profiles (personality, career, skills, desires, etc) and get AI-driven life & career guidance day-by-day and progress tracked over time sharing the profiles securely with AI-chatbots. It integrates via consented API with

LinkedIn to download its profile but enhances that profile substantially and offers richer insights that evolve dynamically. We have:

• Completed trilogy of personal development books that support the ethos
• Developed proprietary AI platform architecture and initial coding
• Clear path to subscription-based revenue
• Comprehensive technical framework

Where do you live now, and where would the company be based after YC?

I live in Spain, but company can be based anywhere depending on co-founder location

Explain your decision regarding location.

Flexible

Progress

How far along are you?

We've built the early prototype/coding, and we're seeing strong interest from professionals & AI communities. We are talking with Universities who might pilot the MVP and co-develop to create a defensible branded AI life and career hyper-personalized advisor platform before LinkedIn builds something similar themselves as an add-on to sell to 800m users

How long have each of you been working on this? How much of that has been full-time? Please explain.

After three years of meticulous development, I have created a platform that goes beyond conventional personal development, integrating AI technology with academically validated methodologies (including the Enneagram). I have written 3 books on the concept of self-assessment, development and destiny, which are ready for publishing and complement the site and its ethical ethos

What tech stack are you using, or planning to use, to build this product?

Technical Architecture & Infrastructure including AI-integration has been developed so far using AI-Claude. The Destiny-Gram platform is designed as a multi-tiered application with the following core components: 1. Web Application Layer o React-based frontend application o Mobile-responsive UI components o Client-side form validation o Progressive web app capabilities 2. Application Logic Layer o Node.js backend services o RESTful API endpoints o Business logic implementation o Session management o Profile generation engine 3. Data Access Layer o Database abstraction o Data validation o Query optimization o Cache management 4. AI Integration Layer o Claude AI service integration o LinkedIn API integration o Data transformation services o Response handling 5. Security Layer o Authentication services o Authorization controls o Encryption/decryption services o Audit logging

Are people using your product?

No

When will you have a version people can use?

Coding done but MVP website requires Programmer/Web Designer and Startup funding

Do you have revenue?

no

If you are applying with the same idea as a previous batch, did anything change? If you applied with a different idea, why did you pivot and what did you learn from the last idea?

New Idea, time is of the essence

If you have already participated or committed to participate in an incubator, "accelerator" or "pre-accelerator" program, please tell us about it.

No

Idea

Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?

Everyone uses Google, Social Media, YouTube etc; and algorithms get to know what they want and seek and use that information intrusively to 'offer or sell'. As AI-chatbots are used to personalize Q&As on a day-to-day basis I and others can see the benefit of sharing SECURELY very personal information so that my AI-chatbot can become a personal mentor not just informed globally but informed about me (skills, hopes, desires, health, finances, demographics, etc), so it can trust it to help me in everything, and consult and use it with wearable devices in the future.

Who are your competitors? What do you understand about your business that they don't?

There are NO current competitors. There are no current direct competitors offering the exact combination of services that DestinyGram proposes - specifically, the creation of detailed personal profiles through MCQs and AI analysis for the purpose of enhancing AI chatbot mentoring. However, there are several companies and services that offer related or partially similar features: 1. Personality Assessment Tools: • 16Personality: Offers detailed personality profiles based on the Myers-Briggs model. • Big Five Personality Test: Provides comprehensive personality assessments. 2. AI-Powered Coaching Platforms: • BetterUp: Offers AI-assisted coaching, but focuses on human coaches enhanced by AI insights. • Wysa: An AI-powered mental health chatbot that learns from user interactions. 3. Career Assessment Tools: • Pymetrics: Uses AI and neuroscience games to match individuals with career opportunities. • IBM Watson Career Coach: Provides personalized career advice based on AI analysis. 4. Personal Development Apps: • Reflectly: An AI-powered journaling app that provides personalized insights. • Replika: An AI companion that learns about the user through conversation. 5. Educational Platforms: • Century Tech: Uses AI to create personalized learning paths for students. The closest existing

services might be a combination of currently separate personality assessment tools and AI chatbots, but these typically don't offer the level of integration and personalization that Destiny-Gram proposes. Destiny-Gram's has a unique selling proposition with the combination of: 1. Detailed personal profiling through MCQs 2. AI analysis of these profiles 3. Integration of this personalized data with AI chatbot mentoring This comprehensive approach to creating a personalized AI mentoring experience, based on detailed user profiles, seems to be a novel concept in the current market. The key innovation appears to be the seamless integration of personal assessment data with AI-powered analysis and mentoring, which is a powerful concept.

How do or will you make money? How much could you make?

.• User profile generation/registration subscriptions ($15-60 one-off - global potential) & yearly ($tba) Premium Services Option (PTS progress tracking system)

• Educational institution licenses

• Book sales (multiple formats)

• Corporate training programs

• API licensing potential

Open AI- GPT assessment of potential is impressive – "Estimated Share: Assuming robust 'first-to-market' marketing and value delivery, your service could capture and maintain 2-7% of the overall AI chatbot market within 5 years, scaling with: • Consumer trust in data privacy. • Market adoption of personalized AI tools. • The growing demand for tailored coaching and mentorship. Revenue Potential Based on projections of a $15.5 billion chatbot market by 2028: • Capturing 2-7% would position your service in the $300M-$1B revenue range. • Monetization models (e.g., subscriptions, tiers, partnerships with LinkedIn) could expand earnings".

Which category best applies to your company?

Continuing Education

If you had any other ideas, you considered applying with, please list them. One may be something we've been waiting for. Often when we fund people it's to do something they list here and not in the main application.

This project has global potential- once everyone is comfortable with sharing their personal self with an AI-chatbot - everyone will want to do so - to get their best wise AI-friend and secure him/her 24/7. Destiny-Gram has the chance to design the first profile analysis integrating sophisticated online MCQ etc with AI-analysis and LinkedIn profile inclusion, in the process. A good MVP, roll out with partner University students and quick scaling and branding is required, and not over-expensive to achieve. Initial YC help is key . We need ASAP 1. One committed leading educational institution partnership 2. A small-scale pilot with real users (with educational partner) 3. Clearer validation of user willingness to pay 4. More detailed technical architecture documentation This could be the Number One startup of 2025, if the security and quality issues are implemented.

Equity

Have you formed ANY legal entity yet?

no

If you have not formed the company yet, describe the planned equity ownership breakdown among the founders, employees and any other proposed stockholders. If there are multiple founders, be sure to give the proposed equity ownership of each founder and founder title (e.g. CEO). (This question is as much for you as us.)

EQUITY PLAN TO BE AGREED MVP Funding Round ($175,000) followed by Scaling ($325,00): • Initial Partner: 32%?? • Founder: 48%?? • Other Investors: 20%?? Future Investment Rounds: • Structured to maintain founder/initial partner majority control • Reserved pool for key hires (5-10%) • Option pool for educational partners (5%)

Have you taken any investment yet?

no

Are you currently fundraising?

no

Curious

What convinced you to apply to Y Combinator? Did someone encourage you to apply? Have you been to any YC events?

YC should be the Start for an AI-Tech Startup in my view. If I don't get selected, I will pursue funding together with a University/Educational partner once selected. Literary Agents (for book) will come later once project has MVP success and traction

How did you hear about Y Combinator?

YouTube/TV/Internet