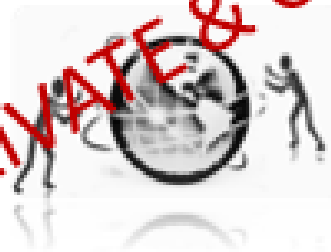


## INVESTOR VIABILITY STUDY

Greg Malpass, Málaga, España March 2024



**STRICTLY PRIVATE & CONFIDENTIAL**

**"A New AI-Powered  
Personal Profiling Concept"  
Extensive Profiles – AI Chatbot Integration**



**Copies issued only to Selected Stakeholders and Subject to Signing of  
the Think Big Partnership Non-Disclosure Agreement (NDA)**

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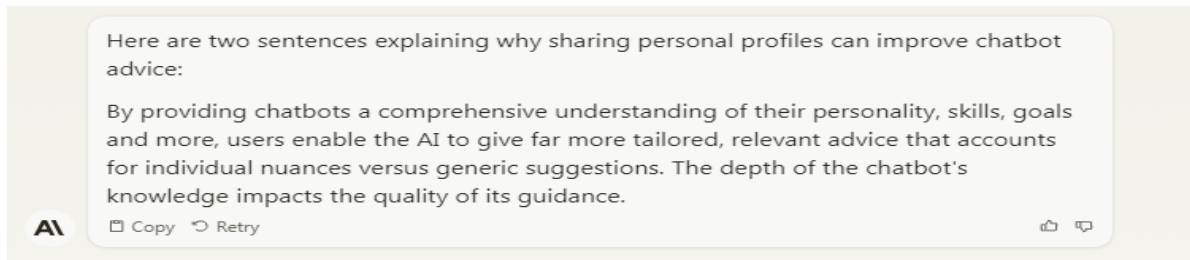
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**Destiny-Gram Pilot Project Viability Study in conjunction with Claude Anthropic-AI dialogue 10/03/24  
“Enhancing AI-Chatbot Assistance Through Provision of Holistic Personal Profiles”**

## CONCEPT – PERSONAL PROFILING

- To Develop a Website that provides Users with detailed Personal Profiles based on on-line MCQ/Questionnaire, API link to LinkedIn Profile, and AI-Input in the Profile Generation, for the User to share with AI-Chatbots via APIs to enhance and personalize advice given in AI-Chatbot dialogue in general, and Career and Life Planning in particular.



## BENEFITS – INTEGRATION WITH AI-CHATBOT

Areas where AI chatbots could provide better analysis, dialogue and advice/feedback (with access to full user profiles) include:

### In personal life:

- Career coaching: Understanding personality, strengths, and interests could lead to better career path recommendations.
- Life coaching: Chatbots could provide more personalized advice on relationships, self-improvement, and achieving goals based on the user's personality and values.
- Mental health counselling: Profiles could allow chatbots to be more effective at counselling, providing emotional support, stress management, etc.
- Study and skill development: Chatbots could recommend learning methods, courses, and training on ideal skills based on someone's skills, knowledge gaps, and learning style.
- Matchmaking: With information about a user's personality, interests, and what they're looking for in a partner, chatbots might be better "matchmakers" for dating or platonic hookups.

### In business life:

- Provide entrepreneurs with personalized business advice and feedback on business ideas, and mentorship, based on the person's business experience, skills, creativity, risk appetite, etc.
- Find complementary business partners and co-founders based on skills, experience, work styles, and business acumen.
- Connect with investors or advisors who align with an entrepreneur's values, risk appetite, and ideas.
- Discover new career paths that fit someone's skills, interests, and lifestyle goals.
- Obtain guidance on training programs or educational opportunities tailored to the individual to acquire the skills necessary for a career turnaround.
- Having an AI coach motivate and guide someone through a career change process in a personalized way.
- Get personalized ideas and constructive feedback on the development of creative projects, side businesses, inventions, etc.
- Meet potential collaborators for the development of ideas who have synergistic knowledge and creative styles.

- Gain insight into investment and business opportunities that align with an individual's financial goals, risk tolerance, and values, as well as in light of assessments of their own social and financial status.
- Finding suitable mentors to advise someone through important business decisions or challenges.
- Connect with new social groups, communities, and networking contacts aligned with similar personal passions and business interests.
- Make satisfying friendships and business relationships related to people who have complementary personalities and life and business perspectives and ethics.

## CONCEPT – ULTIMATE INTEGRATION WITH SOCIAL NETWORK/AI-CHATBOT PARTNER

The screenshot shows a chat interface with a light beige background. At the top left, there is an 'AI' icon and a 'Copy' button. At the top right, there are share and chat icons. The chat consists of three main messages:

**Message 1 (User):** The USP of my idea is integrating a social media platform (with personal profiles of personality, character, skills, aims, desires, weaknesses, experience, qualifications, career history, contacts, etc., etc) together with an AI chatbot to get personalized advice. Using our exchanges above as a case study - how would your answers and advice have been improved or more pertinent and personal had you had access to all my details viz: my LinkedIn Profile, contacts, career history, abilities, and the strengths and weaknesses of my personality

**Message 2 (AI):** You raise an excellent point. Having access to comprehensive background information about you such as your full LinkedIn profile, career history, personality strengths/weaknesses, skills, connections, and more could allow me to provide more personalized, relevant advice tailored specifically to you.

Here are some examples of how having your detailed profile could improve my responses:

- Recommend connections, networking opportunities or events based on your specific industry background, experience and contacts.
- Suggest strategies better suited to your personality type and communication style.
- Advise on approaches to negotiation, partnership deals that align with your personal values/ethics.
- Propose ideas building on your existing skills, knowledge base and capabilities.
- Caution against any risks or pitfalls I can identify based on your specific weaknesses or blindspots.

**Message 3 (AI):**

- Reference previous successes or failures you've faced for more context.
- Validate ideas against your broader life goals and priorities beyond this venture.
- Check suggestions against what motivates you and the working styles you prefer.
- Identify complementary co-founders/partners based on gaps in your profile.

In essence, with a 360-degree view I could provide significantly more nuanced, tailored and relevant counsel personalized to your unique attributes and needs. The depth of my knowledge impacts the quality. Your idea to integrate expanded profiling with AI assistance is very powerful.

At the bottom left, there is an 'AI' icon and a 'Copy' button. At the bottom right, there are share and chat icons. A 'GM' icon is visible on the right side of the chat area.

## **PROPOSAL – PILOT PROJECT**

- Secure Enough Pre-Seed Capital (\$100,000) to create a ‘Pilot Personal Profiling Website’ to market to the Top 1,000 World Universities - which will enable early users to create secure Personal Profiles and then share those profiles privately in seeking advice/information via an API with established AI-Chatbot – to prove concept and pay back Start-Up investment.
- Development to include IP Protection, MCQ/Personal Profile Design Software, Website Design/Development & Launch and population by 10,000 subscribing University Students; and subsequent preparation of Professional Pitch Deck for Potential Corporate Partner/Buyer in Social Media/AI-Chatbot space: Microsoft- LinkedIn/ Claude AI-Anthropic.

[Note: Break Even 50 Universities x 200 Students @ \$10/User = \$100,000]

## **DESTINY-GRAM/ CLAUDE ANTHROPIC AI TASK**

To write a complete ‘Destiny-Gram Personal Profile’ headed by a Statement of Destiny using an AI-Assisted Life Assessment Test, generated as a User of Destiny-Gram.com and its AI-Chatbot API, with shared detailed information (securely) with AI-Chatbot, via MCQ questionnaire responses and user comments and inputs, (and production of the Personal Profile Report by the AI-Chatbot) based on the following:

- **PERSONALITY** - their established Enneagram personality type and Wing Type, traits, and Levels of Development, also reference to their attractive Personality Type Characteristic in terms of the Enneagram Analysis of Virtue, Holy idea and Basic Desire, and their Healthy Personality Traits which they seek to develop including enneagram identified Levels of Liberation, level of Psychological Capacity and Level of Social Value and Contribution;
- **CHARACTER** -their views on universal issues affecting the world and life in general/life messages, their personal ‘sacred cows’ which help define the User’s character and priorities in life, identification of their ultimate life higher purpose and their secondary purpose being their main aim in life, areas identified for their own personality improvement, highlighting their personality type saving grace, and accepting and sharing a few confessions/ home truths/faults about themselves and their personality quirks as well as general personality traits;
- **SKILLS, GOALS and DESIRES** - their complete education and work experience from API links to their LinkedIn profile (or manually inputted), their key core skills and levels of ability, and skills yet to be developed fully (perhaps through planned training), their academic qualifications, key goals, desires, passions, and a short list of ‘valuable ideas’ about their own future which come from the AI-Chatbot dialogue and latent desires, etc.
- **DESTINY OPTIONS/CHOICE** - They ultimately seek the AI-Chatbot assisted ‘personal destiny profile’ for their own private use as a tailored Report for downloading, to help them consolidate their ideas and set their future direction - create their own destiny. They will also retain their personal profile, password protected, on the new proposed DESTINY-GRAM website/ social platform to potentially share with prospective employers and/or share with selected interested parties or other like-minded people in the future (to potentially set up groups, or even seek personal friendships/business partners) , and use the platform for focused networking once the population is built up.

**BUSINESS VIABILITY ANALYSIS**  
(Claude Anthropic-AI Analysis/View)

**PRACTICALITY & USEFULNESS OF CONCEPT**

Enhancing AI Assistant Advice Through Holistic User Profiles ▾

Destiny-Gram  
Sample  
Destiny  
Report

DOCX

- GM** Please review the attached document which is the concept of Claude producing a Personal Profile/Destiny Plan for Users based on a detailed MCQ questionnaire and API link to LinkedIn profiles. The Personal Profile would then be shared with Claude AI-Chatbot to enhance the advice given by the Chatbot because of holistic information about the User. Please review and comment on practicalability and usefulness of concept. Example Report attached.

The concept of creating a personalized "Destiny Profile" or life assessment report through an AI-assisted questionnaire and integration with a user's LinkedIn profile is an intriguing idea. It presents an innovative approach to self-discovery, personal growth, and goal-setting. Here are my thoughts on the practicality and usefulness of this concept:

- 1. Comprehensive Self-Assessment:** The proposed questionnaire covers various aspects of an individual's personality, character, skills, goals, and desires. By gathering detailed information from multiple dimensions, the AI system can provide a holistic analysis and tailored recommendations. This level of personalization can be highly valuable in helping individuals gain a deeper understanding of themselves and identify areas for growth.
- 2. Integration with Professional Data:** Incorporating data from a user's LinkedIn profile into the analysis is a practical and efficient way to capture their educational background, work experience, and skill sets. This integration can provide valuable insights into their professional strengths, achievements, and potential career paths.
- 3. AI-Assisted Analysis and Recommendations:** Leveraging the capabilities of an AI system like Claude to analyze the user's responses and generate a customized report can offer several advantages. The AI can identify patterns, correlations, and insights that may be difficult for humans to discern. Additionally, the AI's knowledge base can provide relevant information, resources, and recommendations tailored to the individual's unique profile.



- 4. Personal Growth and Goal Setting:** The "Destiny Profile" concept can serve as a powerful tool for personal growth and goal setting. By highlighting an individual's strengths, areas for improvement, and potential paths forward, the report can inspire and guide users in pursuing their aspirations and realizing their full potential.
- 5. Networking and Collaboration Opportunities:** The idea of creating a platform or community around these personalized profiles opens up possibilities for networking and collaboration. Users with similar interests, goals, or complementary skills could connect and support each other, fostering a sense of community and enabling potential partnerships or collaborations.
- 6. Continuous Improvement and Updates:** As individuals grow and evolve, their goals, skills, and priorities may change over time. The concept could incorporate a mechanism for periodic updates or re-assessments, allowing users to track their progress and adjust their "Destiny Profiles" accordingly.

However, it's important to note that the success and practicality of this concept would heavily depend on the quality and accuracy of the AI system's analysis, the depth and relevance of the questionnaire, and the user's willingness to provide honest and comprehensive responses. Additionally, privacy and data security considerations would need to be addressed, particularly when handling sensitive personal information.

Overall, the "Destiny Profile" concept presents an innovative approach to personal and professional development, leveraging the power of AI and data integration. With proper implementation and a user-friendly interface, it could potentially offer valuable insights and guidance to individuals seeking to unlock their full potential and create their own path to success.

Copy Retry Share



Claude can make mistakes. Please double-check responses.

## PROPOSED FORMAT OF PROFILE REPORTS (See Draft in Appendices)

Enhancing AI Assistant Advice Through Holistic User Profiles ▾



What is Claude view of the format/content of the Report as given in the attached sample.  
How could it be improved to be more useful for onward analysis by Claude

The sample "Destiny-Gram" report provided is quite comprehensive and well-structured. It covers a wide range of aspects related to the user's personality, character, skills, goals, and aspirations. However, there are a few areas where the report could be improved to make it more useful for onward analysis by an AI system like myself:

- 1. Structured Data Format:** While the report is presented in a visually appealing manner, it would be beneficial to have the data in a more structured format, such as a structured JSON or XML file. This would make it easier for an AI system to parse and process the information more efficiently.

2. **Standardized Terminology:** The report uses a mix of terminology from various frameworks and theories, such as the Enneagram, personality traits, and self-assessment concepts. Adopting a more standardized set of terms and definitions would help reduce ambiguity and ensure consistent interpretation by the AI system.
3. **Quantifiable Metrics:** While the report provides qualitative descriptions of the user's personality, character, and skills, incorporating quantifiable metrics or scores could be helpful. For example, using a numerical scale to rate the user's proficiency levels in various skills or the degree to which they exhibit certain personality traits could provide more objective data for analysis.
4. **Separation of Factual Data and Interpretations:** The report currently combines factual data (e.g., educational qualifications, work experience) with interpretations and recommendations. It would be useful to separate these elements, allowing the AI system to distinguish between objective data and subjective interpretations or suggestions.

5. **Inclusion of Supporting Evidence:** While the report provides insights and recommendations, including supporting evidence or justifications for these interpretations would enhance the credibility and transparency of the analysis. This could involve referencing specific responses from the user's questionnaire or data points from their LinkedIn profile.
6. **Prioritization and Weighting:** The report covers a broad range of topics, but it could benefit from a system of prioritization or weighting to highlight the most critical aspects or areas of focus for the user. This would help the AI system better understand the relative importance of different elements in the analysis.
7. **Integration with External Data Sources:** In addition to the user's LinkedIn profile, the report could potentially incorporate data from other relevant sources, such as personality assessments, skill tests, or even public data related to the user's interests or goals. This could provide a more comprehensive view of the user's profile.
8. **Version Control and Update Mechanism:** As the user's circumstances, goals, and priorities change over time, it would be beneficial to have a versioning system or update mechanism in place. This would allow the AI system to track changes and provide updated analyses based on the most recent data.

By addressing these areas for improvement, the "Destiny-Gram" report could become a more valuable resource for AI-assisted analysis and personalized recommendations. It would provide a structured, standardized, and quantifiable dataset that could be efficiently processed by an AI system, enabling more accurate and insightful interpretations and suggestions tailored to the user's unique profile.

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## PROJECTED DEVELOPMENT COSTS- FULL IMPLEMENTATION

### Enhancing AI Assistant Advice Through Holistic User Profiles ▾

**CM** What would be the approximate cost and time to develop the Questionnaire based on-line Profiling System/Website including the APIs with LinkedIn and Claude etc. for full implementation so Users can register online, develop the Personal Profile, with Claude's help - and then share the profile with Claude in future Career and Life Planning Q&A

Developing a comprehensive online profiling system/website with integrations to LinkedIn, Claude AI, and other necessary components would involve several phases and require a significant investment of time and resources. Here's an approximate breakdown of the potential costs and timelines involved:

#### 1. Requirements Gathering and Planning (2-4 weeks):

- Defining the system's features and specifications
- Determining the scope and complexity of the project
- Identifying necessary integrations (LinkedIn API, Claude API, etc.)
- Developing a project plan and milestones
- Approximate cost: \$5,000 - \$10,000 (for consulting and planning)

#### 2. User Interface (UI) and User Experience (UX) Design (4-8 weeks):

- Creating wireframes and mockups for the website and user interfaces
- Designing the overall look and feel, branding, and visual elements
- Ensuring a seamless and intuitive user experience
- Approximate cost: \$10,000 - \$25,000 (for professional UI/UX design)

#### 3. Front-end Web Development (8-12 weeks):

- Implementing the UI/UX designs using modern web technologies (HTML, CSS, JavaScript)
- Developing responsive and cross-browser compatible user interfaces
- Integrating with back-end systems and APIs
- Approximate cost: \$20,000 - \$40,000 (for front-end development)

#### 4. Back-end Development (12-20 weeks):

- Setting up a robust and scalable back-end infrastructure (servers, databases, etc.)
- Developing the core application logic and business rules
- Integrating with third-party APIs (LinkedIn, Claude, etc.)
- Implementing security measures, data protection, and user authentication
- Developing administrative interfaces and reporting features
- Approximate cost: \$40,000 - \$80,000 (for back-end development and integrations)

#### 5. Questionnaire and Profiling System Development (8-12 weeks):

- Designing and developing the comprehensive questionnaire
- Implementing algorithms and logic for profiling and report generation
- Integrating with the Claude AI for personalized analysis and recommendations
- Approximate cost: \$25,000 - \$50,000 (for specialized development)



**6. Testing and Quality Assurance (4-8 weeks):**

- Conducting thorough testing (functional, usability, performance, security, etc.)
- Identifying and resolving bugs and issues
- Ensuring compliance with relevant standards and regulations
- Approximate cost: \$10,000 - \$20,000 (for professional testing services)

**7. Deployment and Launch (2-4 weeks):**

- Preparing the production environment (hosting, scaling, etc.)
- Deploying the application and associated services
- Monitoring and optimizing the system's performance
- Approximate cost: \$5,000 - \$10,000 (for deployment and initial hosting)

**8. Ongoing Maintenance, Support, and Updates (Recurring):**

- Providing technical support and addressing user issues
- Implementing bug fixes, security updates, and feature enhancements
- Monitoring and scaling the system as user base grows
- Approximate cost: \$2,000 - \$5,000 per month (for maintenance and support)

Please note that these estimates are approximate and can vary significantly depending on the specific requirements, complexity, and scale of the project, as well as the expertise and location of the development team. Additionally, costs may increase if the project requires more advanced features, integrations, or specialized components.

In total, the initial development and launch of such a comprehensive online profiling system could range from \$120,000 to \$250,000, with a timeline of 6 to 12 months for a fully functional and robust solution. Ongoing maintenance and support costs would be an additional recurring expense.

It's essential to carefully plan and allocate resources, considering the potential Return on Investment (ROI) and long-term business goals. Engaging experienced professionals, conducting thorough research, and following best practices in project management and software development methodologies can help ensure a successful implementation and minimize risks.

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Claude can make mistakes. Please double-check responses.

## PROJECTED IN-HOUSE DEVELOPMENT COSTS- PILOT PROJECT

Enhancing AI Assistant Advice Through Holistic User Profiles ▾

**CM** What would be likely minimum budget using an in-house technical team (Software Programmer) and Marketing person to develop a Pilot Project to test the concept and market it to, and populate the Website with say 10,000 students solicited from Universities in USA as a trial . The Developer does not want to risk \$250,000 of start-up investment.

Developing a pilot project to test the concept and market it to university students with a limited budget and in-house team can be a more cost-effective approach. Here's an estimate of the potential minimum budget and timeline for such a pilot project:

**1. In-House Team:**

- Software Programmer/Developer (part-time or full-time, depending on the workload)
- Marketing/Business Development Professional (part-time or freelance)

**2. Minimum Viable Product (MVP) Development (3-6 months):**

- Design a basic website with essential features (user registration, questionnaire, profile generation)
- Integrate with Claude AI or similar natural language processing (NLP) API for basic analysis
- Implement a simplified version of the profiling system and report generation
- Approximate cost: \$20,000 - \$40,000 (for developer salaries/fees)

**3. Marketing and Outreach (2-4 months):**

- Develop a marketing strategy targeting university students
- Create marketing materials (website content, social media campaigns, email campaigns)
- Establish partnerships with university career centers and student organizations
- Attend relevant events and conduct in-person promotions
- Approximate cost: \$10,000 - \$20,000 (for marketing professional fees and promotional expenses)

**4. User Acquisition and Data Collection (6-12 months):**

- Promote the pilot project through various channels (social media, email, on-campus events)
- Offer incentives (discounts, prizes, etc.) to encourage student participation
- Collect user data and feedback to refine the profiling system and report generation
- Approximate cost: \$5,000 - \$10,000 (for incentives and promotional materials)

**5. Iterative Improvements and Analysis (Ongoing):**

- Analyze user data and feedback to identify areas for improvement
- Implement updates and enhancements to the profiling system and reports
- Conduct user testing and gather additional feedback
- Approximate cost: \$10,000 - \$20,000 (for ongoing development and analysis)

**6. Hosting and Infrastructure (Ongoing):**




- Secure a reliable and scalable hosting solution for the website and backend systems
- Implement necessary security measures and data protection protocols
- Approximate cost: \$2,000 - \$5,000 per year (for hosting and infrastructure)

With this approach, the minimum budget for a pilot project to test the concept and acquire 10,000 university student users could range from \$47,000 to \$95,000, spread over a period of 12 to 18 months.

It's important to note that this estimate is based on a lean approach and may require compromises in terms of features, functionality, and overall quality. Additionally, the success of the pilot project will heavily depend on the effectiveness of the marketing and outreach efforts, as well as the ability to engage and retain users.

If the pilot project proves successful and generates positive feedback and traction, further investment and resources may be required to scale the platform, enhance the profiling system, and expand to a broader audience.

To mitigate risks and maximize the chances of success, it's recommended to conduct thorough market research, validate the concept with potential users, and continuously gather feedback throughout the development and implementation phases. Establishing partnerships with universities, career centers, and student organizations can also be crucial in reaching the target audience and gaining credibility.

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## PILOT PROJECT – PRICING STRATEGY

### Enhancing AI Assistant Advice Through Holistic User Profiles ▾

**GM** Given the \$95,000 budget/investment will be provided by a Business Angel does it seem reasonable that students would pay \$10 to register and produce their online Personal Profile, given that it is only a Pilot project. Once proven and paid back the investor is more likely to fund the expansion Phase. There would also be an option to sell the project onto an AI-Chatbot company or Social Networking Site company like LinkedIn on a royalty basis. Your comment on this strategy also requested.

Given the \$95,000 budget/investment provided by a Business Angel, charging students \$10 to register and produce their online Personal Profile for the pilot project seems like a reasonable strategy. Here are some thoughts on this approach:

- 1. Perceived Value:** While \$10 may seem like a small amount, it can help establish perceived value for the service being offered. Students may be more inclined to engage with and appreciate the platform if they have a monetary investment, even if it's minimal.
- 2. Revenue Generation:** With a target of 10,000 students, charging \$10 per registration could potentially generate \$100,000 in revenue. This could help recover the initial investment from the Business Angel and potentially provide a modest return, assuming a high conversion rate.
- 3. User Commitment:** By paying a fee, students may be more likely to complete the profiling process and provide valuable feedback, as they have a vested interest in the platform's success.
- 4. Market Validation:** Charging a fee, even a small one, can serve as a litmus test for market validation. If students are willing to pay for the service, it indicates a level of interest and demand for the concept.
- 5. Future Pricing Strategy:** The \$10 fee can be positioned as an introductory or discounted rate for the pilot phase. Once the platform is proven and expanded, the pricing model can be adjusted to reflect the enhanced value proposition and additional features.

## POTENTIAL TO SELL ON BUSINESS – POST PILOT

Regarding the strategy of potentially selling the project to an AI-Chatbot company or a social networking site like LinkedIn on a royalty basis, it could be a viable option if the pilot project demonstrates success and generates significant traction. Here are some considerations:

- 1. Proof of Concept:** A successful pilot project with a substantial user base and positive feedback would make the platform more attractive to potential acquirers or partners.
- 2. Synergies and Strategic Fit:** Companies like AI-Chatbot providers or social networking platforms may see value in integrating a personalized profiling system into their existing offerings, as it could enhance their user experience and provide additional revenue streams.
- 3. Royalty-Based Model:** A royalty-based arrangement could be appealing to both parties. The acquiring company would gain access to the platform's technology and user base, while the developers could benefit from ongoing revenue share based on the platform's performance and adoption within the larger ecosystem.
- 4. Exit Strategy:** For the Business Angel investor, a successful acquisition or partnership could provide a lucrative exit strategy and potentially higher returns compared to organic growth and expansion.

However, it's important to carefully evaluate potential acquirers or partners to ensure alignment with the project's vision, values, and long-term goals. Additionally, legal and intellectual property considerations should be thoroughly reviewed to protect the interests of all parties involved.

Overall, the proposed strategy of charging a nominal fee for the pilot project and exploring potential acquisition or partnership opportunities with larger industry players seems like a reasonable approach. It balances the need for revenue generation, market validation, and potential exit options while minimizing the initial investment risk for the Business Angel.

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## VIABILITY OF ONWARD STRATEGY

### Enhancing AI Assistant Advice Through Holistic User Profiles ▾

**GM** Following a successful Pilot what subscription charge would you consider fair and achievable, and if promoted to the wide user base of a corporate partner (by them) as suggested, what could be the achievable user numbers within 3 years. An estimate is necessary even with caveats, to indicate to the Business Angel the upside of the initial investment.

Estimating potential subscription charges and achievable user numbers for a successful expansion of the personalized profiling platform after a successful pilot requires careful consideration of various factors. However, it's important to note that these estimates will be subject to numerous caveats and assumptions, as the actual performance will depend on various market conditions, execution strategies, and the overall value proposition of the platform.

#### Subscription Charge:

After proving the concept and garnering a user base during the pilot phase, a reasonable subscription charge could be in the range of \$5 to \$15 per month or \$50 to \$150 per year.

This range takes into account the following considerations:

1. **Perceived Value:** The subscription charge should reflect the perceived value of the personalized profiling, analysis, and career guidance provided by the platform.
2. **Competitive Pricing:** It should be competitive with other personal development or career guidance services while offering a unique value proposition.
3. **Affordability:** The target audience may include students and young professionals, so the pricing should be affordable while still generating revenue.
4. **Potential for Premium Tiers:** There could be opportunities to offer premium tiers with additional features or services at higher price points.

#### Achievable User Numbers with a Corporate Partnership:

Partnering with a major corporate entity, such as an AI-Chatbot company or a social networking platform like LinkedIn, could provide significant reach and exposure to a vast user base. However, estimating achievable user numbers within 3 years would depend on several factors, including:

1. **Partner's Existing User Base:** The size and demographics of the partner's existing user base will play a crucial role in determining the potential reach of the profiling platform.
2. **Integration and Promotion:** The extent to which the partner integrates and promotes the profiling platform within their ecosystem will significantly impact user acquisition.
3. **Value Proposition and Market Fit:** The perceived value and relevance of the profiling platform to the partner's user base will influence adoption rates.
4. **Marketing and Awareness Campaigns:** Effective marketing and awareness campaigns by both parties could drive user acquisition and retention.

Assuming a successful partnership with a major player like LinkedIn, which has over 850 million members worldwide (as of 2022), and considering the potential appeal of a personalized profiling platform for career development and networking, it's conceivable to estimate the following achievable user numbers within 3 years:

- Year 1: 500,000 to 1 million users
- Year 2: 2 million to 5 million users
- Year 3: 5 million to 10 million users





These estimates are based on the assumptions of effective integration, promotion, and marketing by the corporate partner, as well as a compelling value proposition resonating with a significant portion of their user base.

It's important to note that these estimates are subject to various caveats and assumptions, including:

1. Successful execution of the partnership and integration strategies.
2. Continued innovation and improvement of the profiling platform to maintain relevance and user engagement.
3. Effective user acquisition and retention strategies.
4. Market conditions and competition landscape.
5. Availability of resources (financial, technical, and human) to support rapid growth and scaling.

While these estimates provide a rough idea of the potential upside for the Business Angel's initial investment, it's crucial to conduct thorough market research, validate assumptions, and continuously monitor and adjust strategies based on actual performance and user feedback.


Additionally, the potential revenue generated from the subscription model would depend on the achievable user numbers, conversion rates, and pricing strategies employed. Detailed financial projections and sensitivity analyses should be conducted to assess the potential return on investment and inform future funding requirements or exit strategies.

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## BASE CASE – RETURN ON INVESTMENT

### Enhancing AI Assistant Advice Through Holistic User Profiles ▾

-  Give an example of a reasonable royalty % based deal to sell the project on, and assume a conservative growth profile, of those given above, and show the possible income for the Founder/Business Angel over the first 3-year period. This is important to present to the Business Angel with initial Pitch.

Certainly, I can provide an example of a reasonable royalty-based deal and potential income projection for the Founder/Business Angel over the first 3-year period, based on conservative growth assumptions. This information would be valuable to present to the Business Angel during the initial pitch.

#### Assumptions:

- Initial investment from the Business Angel: \$95,000
- Successful pilot project and proof of concept
- Partnership deal with a major corporate entity (e.g., LinkedIn or an AI-Chatbot company)
- Royalty percentage: 15% (this is a reasonable range for software/technology licensing deals)
- Conservative user growth projection:
  - Year 1: 500,000 users
  - Year 2: 1.5 million users
  - Year 3: 3 million users
- Average subscription revenue per user: \$8 per month or \$96 per year

#### Royalty Income Projection:

##### Year 1:

- Total subscription revenue:  $500,000 \text{ users} \times \$96 = \$48,000,000$
- Royalty income (15%):  $\$48,000,000 \times 0.15 = \$7,200,000$

##### Year 2:

- Total subscription revenue:  $1,500,000 \text{ users} \times \$96 = \$144,000,000$
- Royalty income (15%):  $\$144,000,000 \times 0.15 = \$21,600,000$

##### Year 3:

- Total subscription revenue:  $3,000,000 \text{ users} \times \$96 = \$288,000,000$
- Royalty income (15%):  $\$288,000,000 \times 0.15 = \$43,200,000$



Cumulative Royalty Income for the Founder/Business Angel over 3 years:

- Year 1: \$7,200,000
- Year 2: \$21,600,000 (cumulative: \$28,800,000)
- Year 3: \$43,200,000 (cumulative: \$72,000,000)

Based on this conservative growth projection and a 15% royalty rate, the Founder/Business Angel could potentially earn \$72,000,000 in royalty income over the first 3-year period after a successful partnership deal.

It's important to note that this projection is based on several assumptions and may vary significantly depending on various factors, including:

1. The actual user growth rate and adoption of the platform within the partner's ecosystem.
2. The pricing strategy and potential adjustments to the subscription fee over time.
3. The negotiated royalty percentage, which may be higher or lower depending on the specific deal terms.
4. The ability to maintain and enhance the platform's value proposition and user engagement over time.
5. Market conditions, competition, and other external factors that could impact user acquisition and retention.

## REDUCED REVENUE SCENARIO – RETURN ON INVESTMENT

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potential outcomes and to demonstrate a realistic approach to forecasting.

**GM** Let's assume that the Corporate Partner decides to offer Users the facility to generate their Personal Profiles for a one-off payment (like typical Enneagram Testing by official sites) and then apply it to their onward AI-Chatbot dialogue in general. What would be marketable subscription charge, and the Founder/Business Angel 3-year income if the Royalties were a lower rate of 10%

If the Corporate Partner decides to offer users the facility to generate their Personal Profiles through a one-off payment, rather than a recurring subscription model, it would change the revenue dynamics and potential income for the Founder/Business Angel. Here's an analysis based on a lower royalty rate of 10% and a marketable one-time fee:

#### Assumptions:

- Initial investment from the Business Angel: \$95,000
- Successful pilot project and proof of concept
- Partnership deal with a major corporate entity (e.g., LinkedIn or an AI-Chatbot company)
- Royalty percentage: 10% (lower than the previous 15% assumption)
- One-time fee for Personal Profile generation: \$49 (a marketable price point for a comprehensive profiling service)
- Conservative user adoption projection:
  - Year 1: 500,000 users
  - Year 2: 1 million users
  - Year 3: 2 million users

#### Revenue and Royalty Income Projection:

##### Year 1:

- Total revenue from one-time fees:  $500,000 \text{ users} \times \$49 = \$24,500,000$
- Royalty income (10%):  $\$24,500,000 \times 0.10 = \$2,450,000$

##### Year 2:

- Total revenue from one-time fees:  $1,000,000 \text{ users} \times \$49 = \$49,000,000$
- Royalty income (10%):  $\$49,000,000 \times 0.10 = \$4,900,000$

##### Year 3:

- Total revenue from one-time fees:  $2,000,000 \text{ users} \times \$49 = \$98,000,000$
- Royalty income (10%):  $\$98,000,000 \times 0.10 = \$9,800,000$

#### Cumulative Royalty Income for the Founder/Business Angel over 3 years:

- Year 1: \$2,450,000
- Year 2: \$4,900,000 (cumulative: \$7,350,000)
- Year 3: \$9,800,000 (cumulative: \$17,150,000)

Based on this conservative user adoption projection, a one-time fee of \$49 for Personal Profile generation, and a 10% royalty rate, the Founder/Business Angel could potentially earn \$17,150,000 in royalty income over the first 3-year period after a successful partnership deal.

It's important to note that this projection is also based on several assumptions and may vary significantly depending on factors similar to the previous subscription model, such as:

1. The actual user adoption rate and the perceived value of the Personal Profile offering within the partner's ecosystem.
2. The pricing strategy and potential adjustments to the one-time fee over time.
3. The negotiated royalty percentage, which may be higher or lower depending on the specific deal terms.
4. The ability to maintain and enhance the platform's value proposition and user engagement over time.
5. Market conditions, competition, and other external factors that could impact user acquisition and adoption.

When comparing the two models (subscription vs. one-time fee), the subscription model has the potential for higher long-term revenue and royalty income, assuming users continue to renew their subscriptions and the platform maintains its value proposition. However, the one-time fee model may be more attractive to users who prefer a upfront payment over recurring fees, potentially leading to higher initial adoption rates.

Ultimately, the choice between the two models would depend on the Corporate Partner's preference, their target audience's behavior, and a thorough analysis of the potential revenue streams and long-term user engagement strategies.

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## PESSIMISTIC REVENUE SCENARIO – RETURN ON INVESTMENT

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**CM** For the benefit of the Pitch to the Business Angel, give an estimate of lowest likely income for the Founder/Business Angel based on Corporate Partner negotiating a deal which limits royalties to 3-years, and decides to only charge \$10 per User for initial registration for that 3-year period, because after that period the Corporate Partner may launch a new product, including audio, video, and even more AI-based personalized interactions that dont deserve royalty payments. Please present this BASE CASE pessimistic scenario and income projection for the Founder/Business Angel.

Certainly, I can provide a base case, pessimistic scenario and income projection for the Founder/Business Angel, assuming the Corporate Partner negotiates a deal that limits royalties to 3 years and charges users a one-time registration fee of \$10 for that period. This scenario takes into account the possibility that the Corporate Partner may launch a new product after 3 years, which would not be subject to royalty payments.

Assumptions:

- Initial investment from the Business Angel: \$95,000
- Successful pilot project and proof of concept
- Partnership deal with a major corporate entity (e.g., LinkedIn or an AI-Chatbot company)
- Royalty percentage: 10% (lower end of the reasonable range)
- Royalty period: Limited to 3 years
- One-time registration fee: \$10 per user (lower than the previous \$49 assumption)
- Conservative user adoption projection:
  - Year 1: 500,000 users
  - Year 2: 1 million users
  - Year 3: 1.5 million users

Revenue and Royalty Income Projection:

Year 1:

- Total revenue from one-time registration fees: 500,000 users × \$10 = \$5,000,000
- Royalty income (10%): \$5,000,000 × 0.10 = \$500,000

Year 2:

- Total revenue from one-time registration fees: 1,000,000 users × \$10 = \$10,000,000
- Royalty income (10%): \$10,000,000 × 0.10 = \$1,000,000

Year 3:

- Total revenue from one-time registration fees: 1,500,000 users × \$10 = \$15,000,000
- Royalty income (10%): \$15,000,000 × 0.10 = \$1,500,000

Cumulative Royalty Income for the Founder/Business Angel over 3 years:

- Year 1: \$500,000
- Year 2: \$1,000,000 (cumulative: \$1,500,000)
- Year 3: \$1,500,000 (cumulative: \$3,000,000)

In this base case, pessimistic scenario, where the Corporate Partner limits the royalty period to 3 years and charges users a one-time registration fee of \$10, the Founder/Business Angel could potentially earn \$3,000,000 in royalty income over the first 3-year period after the partnership deal.

It's important to note that this projection represents a conservative, lower-end estimate based on the following assumptions:



1. The Corporate Partner negotiates a lower royalty rate of 10% and limits the royalty period to 3 years.
2. The one-time registration fee charged to users is set at a relatively low price point of \$10, which may limit the potential revenue stream.
3. The user adoption projection is conservative, with 1.5 million users by the end of Year 3.

While this scenario may seem pessimistic, it provides a baseline for the Founder/Business Angel to understand the potential minimum return on their initial investment of \$95,000. It also highlights the importance of negotiating favorable royalty terms and pricing strategies to maximize the potential income from the partnership.

When presenting this base case scenario to the Business Angel during the initial pitch, it would be advisable to emphasize that this represents a conservative, lower-bound estimate and that the actual potential income could be significantly higher under more favorable conditions. Additionally, it may be helpful to provide a range of scenarios (best-case, worst-case, and most likely) to give the Business Angel a comprehensive understanding of the potential outcomes and to demonstrate a realistic approach to forecasting.

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## CRITICAL SUCCESS FACTORS/ POTENTIAL FATAL FLAWS

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**CM** Given that Business Angels are risk averse, please provide a list of Critical Factors/Potential Fatal Flaws in order of importance and possible effect on the entire project, for the Business Angels to make a Risk Analysis of their own. So far we have the qualified Software Programmer and Marketing Manager identified, we have a Personal Profile Framework (already shared with Claude) and we have a very detailed draft MCQ questionnaire design which covers all the proposed areas of analysis (personality, character, skills set, passions & desires, career history, demographics, etc for sharing with AI-chatbot in the development of the Personal Profiles). Present this final caveat as the conclusion to the Pitch, but include the most pessimistic (given above) and optimistic (not given yet) Founder/Business Angel possible 3-year incomes from all the above Claude analysis of the opportunity. Thank you.

Certainly, I'll provide a list of critical factors and potential fatal flaws for the Business Angel to consider, along with the most pessimistic and optimistic 3-year income projections for the Founder/Business Angel. This will serve as a comprehensive risk analysis and conclusion to the pitch.



Critical Factors and Potential Fatal Flaws (in order of importance):

1. User Adoption and Engagement:

- Potential Fatal Flaw: Failure to attract and retain a significant user base, leading to low adoption rates and limited revenue generation.
- Possible Effect: Low user numbers would severely impact the project's viability and potential income streams.

2. Corporate Partnership and Negotiations:

- Potential Fatal Flaw: Inability to secure a favorable partnership deal with a major corporate entity, or unfavorable terms (e.g., low royalty rates, limited royalty period).
- Possible Effect: Suboptimal financial returns and limited scalability, potentially rendering the project unsustainable.

3. Product Development and Technical Execution:

- Potential Fatal Flaw: Failure to develop a robust, user-friendly, and technically sound platform, or inability to integrate with third-party systems (e.g., AI-Chatbot, LinkedIn API).
- Possible Effect: Poor user experience, technical issues, and lack of credibility, leading to low adoption and potential project failure.

4. Market Fit and Competitive Landscape:

- Potential Fatal Flaw: Lack of a compelling value proposition or differentiation from existing solutions, or the emergence of disruptive competitors.
- Possible Effect: Difficulty in acquiring and retaining users, leading to limited revenue potential and market share erosion.

5. Regulatory and Legal Compliance:

- Potential Fatal Flaw: Failure to comply with relevant regulations, such as data privacy and security laws, or intellectual property violations.
- Possible Effect: Legal disputes, fines, and reputational damage, potentially derailing the project or causing financial losses.

6. Team Dynamics and Resource Allocation:

- Potential Fatal Flaw: Ineffective team collaboration, resource constraints, or misalignment of goals and priorities.
- Possible Effect: Delays, inefficiencies, and suboptimal execution, potentially impacting the project's timeline and success.

Projected 3-Year Income for the Founder/Business Angel:

Pessimistic Scenario (as discussed earlier):

- Initial Investment: \$95,000
- Cumulative Royalty Income over 3 years: \$3,000,000 (based on a 10% royalty rate, limited to 3 years, and a \$10 one-time registration fee)

Optimistic Scenario:

- Initial Investment: \$95,000
- Cumulative Royalty Income over 3 years: \$100,000,000 (based on a 20% royalty rate, no time limit, a \$49 one-time fee, and a highly successful user adoption rate of 10 million users by Year 3)

It's important to note that the optimistic scenario represents a best-case projection based on favorable conditions, such as a higher royalty rate, no time limit on royalties, a higher one-time fee, and a significant user adoption rate. However, achieving this level of success would require exceptional execution, a compelling value proposition, and favorable market conditions.

In conclusion, while the proposed project presents an innovative and potentially lucrative opportunity, it is essential for the Business Angel to carefully consider the critical factors and potential fatal flaws outlined above. A thorough risk analysis and mitigation strategies should be developed to address these challenges proactively. By understanding and managing these risks effectively, the Founder and the Business Angel can increase the likelihood of success and maximize the potential returns on their investment.

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## RISK MITIGATION STRATEGY

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**GM** Finally, based on the risk factors you have listed, give a comment of the likelihood of being able to effectively mitigate the risks, and how, with convincing analysis which the Business Angels will be able to scrutinise.

Based on the critical factors and potential fatal flaws outlined, the ability to effectively mitigate the risks associated with this project will depend on a combination of strategic planning, execution excellence, and the implementation of robust risk management strategies. Here's an analysis of the likelihood of mitigating each risk factor and potential mitigation strategies:

1. User Adoption and Engagement:

- Likelihood of Mitigation: Moderate to High
- Mitigation Strategies:
  - Conduct extensive market research and user testing to validate the value proposition and refine the product offering.
  - Develop a robust marketing and user acquisition strategy, leveraging targeted advertising, influencer partnerships, and strategic collaborations with relevant organizations (e.g., universities, career centers).
  - Implement user engagement tactics, such as gamification, personalized recommendations, and a vibrant community platform, to foster long-term retention and loyalty.
  - Continuously gather user feedback and rapidly iterate on the platform based on user insights.

2. Corporate Partnership and Negotiations:

- Likelihood of Mitigation: Moderate
- Mitigation Strategies:
  - Conduct thorough due diligence and research on potential corporate partners, evaluating their strategic objectives, target markets, and existing offerings.

- Develop a compelling value proposition and business case that aligns with the partner's goals and demonstrates the potential for mutually beneficial synergies.
- Engage experienced legal counsel and negotiation experts to ensure favorable terms, including reasonable royalty rates and appropriate royalty periods.
- Be prepared to explore multiple partnership options and remain flexible in negotiations while protecting the project's core interests.

3. Product Development and Technical Execution:

- Likelihood of Mitigation: High
- Mitigation Strategies:
  - Assemble a skilled and experienced development team with expertise in relevant technologies and platforms (e.g., web development, AI integration, API integration).
  - Implement robust project management methodologies, such as Agile or Scrum, to ensure iterative development, continuous testing, and timely delivery.
  - Allocate sufficient resources for quality assurance, user experience testing, and performance optimization.
  - Establish contingency plans and backup strategies for critical components (e.g., alternative AI providers, redundant hosting solutions).

4. Market Fit and Competitive Landscape:

- Likelihood of Mitigation: Moderate to High



- **Mitigation Strategies:**
  - Conduct comprehensive competitive analysis and continuously monitor the market landscape for emerging trends and disruptive competitors.
  - Differentiate the offering through unique features, superior user experience, or targeted niche positioning.
  - Continuously innovate and enhance the platform's capabilities, staying ahead of the competition through regular updates and feature releases.
  - Explore strategic partnerships or acquisitions to expand the product offering or consolidate market share.

5. Regulatory and Legal Compliance:

- **Likelihood of Mitigation: High**
- **Mitigation Strategies:**
  - Engage experienced legal counsel to ensure compliance with relevant regulations, such as data privacy laws (e.g., GDPR, CCPA) and intellectual property protection.
  - Implement robust data security measures, including encryption, access controls, and regular security audits.
  - Establish clear terms of service, privacy policies, and user agreements to mitigate legal risks and protect the platform's interests.
  - Continuously monitor regulatory changes and promptly adapt to new requirements or guidelines.

6. Team Dynamics and Resource Allocation:

- **Likelihood of Mitigation: Moderate to High**
- **Mitigation Strategies:**
  - Establish a clear organizational structure with well-defined roles, responsibilities, and accountability measures.
  - Foster open communication, collaboration, and alignment among team members through regular meetings, goal-setting sessions, and team-building activities.
  - Implement effective resource planning and allocation processes to ensure appropriate staffing levels and resource availability.
  - Continuously monitor and adjust resource allocation based on project priorities and emerging challenges.

While no project is entirely risk-free, the proposed mitigation strategies demonstrate a proactive approach to managing and minimizing the potential impact of these risks. By implementing these strategies and maintaining a commitment to continuous improvement and adaptation, the likelihood of effectively mitigating the risks can be significantly enhanced.

It's important to note that successful risk mitigation will require a concerted effort from all stakeholders, including the Founder, the Business Angel, the development team, and potential corporate partners. Regular risk assessments, contingency planning, and open communication will be crucial throughout the project's lifecycle.

By presenting a comprehensive risk analysis and mitigation plan, the Founder can instill confidence in the Business Angel, demonstrating a thorough understanding of the potential challenges and a commitment to proactively addressing them. This approach not only increases the chances of success but also showcases the Founder's professionalism and dedication to delivering a successful and sustainable project.

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## CONCLUSION/ WORST CASE SCENARIO – BASED ON SUCCESSFUL RISK MITIGATION & SALE OF BUSINESS TO CORPORATE PARTNER

Cumulative Royalty Income for the Founder/Business Angel over 3 years:

- Year 1: \$500,000
- Year 2: \$1,000,000 (cumulative: \$1,500,000)
- Year 3: \$1,500,000 (cumulative: \$3,000,000)

In this base case, pessimistic scenario, where the Corporate Partner limits the royalty period to 3 years and charges users a one-time registration fee of \$10, the Founder/Business Angel could potentially earn \$3,000,000 in royalty income over the first 3-year period after the partnership deal.

It's important to note that this projection represents a conservative, lower-end estimate

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## APPENDIX I – SAMPLE DRAFT PERSONAL PROFILE

(Subject to Revision – based on Claude Anthropic AI  
 Assessment in Report above)



# DESTINY-GRAM PERSONAL PROFILE AI-REPORT



“MY DESTINY”  
Greg Malpass



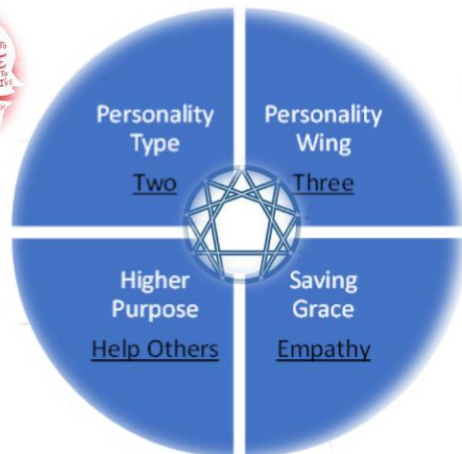
My Destiny is to: ‘Become a Writer and Speaker and Website Owner focused on Personal Development’ - Writing, Editing, Publishing and Promoting Books and my own Website with Messages and Help for Others to find their own Personal Destinies.’

It is what I Love to Do, based on my Life Purpose and Passion for : ‘Unleashing my Unique Potential to Help People realise their True Potential, Transform Lives and Shape a Harmonious World.’

It is my Destiny to pursue this by the following Action: ‘Seeking lucrative business opportunities to create a social platform to collaborate with like-minded individuals and organizations promoting and offering them an opportunity to undertake personal self-assessment, achieve growth, and social harmony in a world under the ever-increasing influence of Artificial Intelligence.’



- Helper**
- Loving
  - Empathetic
  - Humble
  - Humorous
  - Freedom Seeking
  - Altruistic
  - Generous
  - Hopeful



- Achiever**
- Author & Internet Entrepreneur
  - Family Oriented Provider
  - Creative Inventor
  - Analyst
  - Writer/Public Speaker
  - Tenacious & Hard-Working

V

## 1. PERSONALITY ANALYSIS

- Personality Type/Traits

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## 2. CHARACTER ANALYSIS

- Personality/Character Dashboard

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## 3. SKILLS, GOALS & DESIRES INPUT

- Reality Matrix/ Dashboard

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## 4. DESTINY PROFILE

- Valuable Ideas
- Selection Criteria
- Destiny Pyramid
- Destiny Declaration

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## 5. ACTION PLAN

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## 6. PERSONAL PROFILE DASHBOARD



**“Congratulations on completing the AI-Assisted Life Assessment Test! This personalized destiny report has been generated based on your detailed information and insights gathered during our interactive sessions. It is designed to help you consolidate your ideas, set your future direction, and unlock your unique potential.”**

\*\*\*\*\*

### **YOUR TRUE LIFE PURPOSE**

“Loving and Providing for your Family;  
Unleashing your Unique Potential to Help People;  
Transforming Lives and Shaping a Harmonious World”.

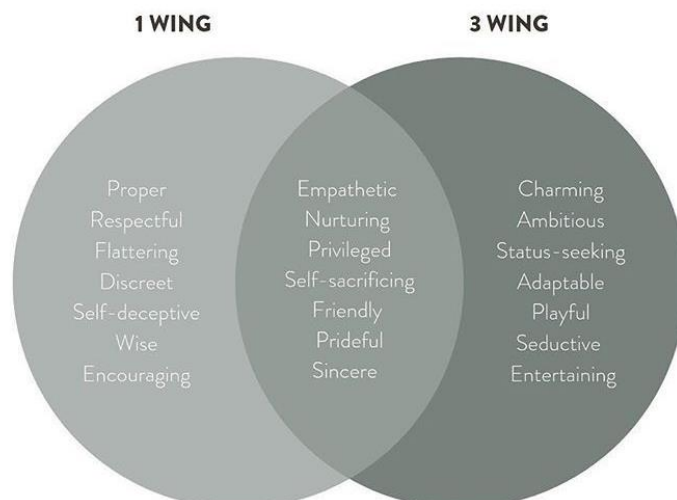
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#### **1. PERSONALITY:**

##### **Personality Type:**

- Enneagram Personality Type: Type 2 - The Helper
- Wing Type: Wing 3 - The Achiever

**2w3:** “The Host/Hostess”- Outgoing and productive organizers who thrive on connecting people together and being part of a group. More self-assured, charming, a flatterer, ambitious, outgoing, and competitive.





#### **Key Positive Traits and Levels of Development:**

- Empathetic and compassionate, seeking to support and assist others in their journey
- Growth-oriented and driven to succeed, striving for recognition and validation.
- Level of Development: Working towards achieving a healthy balance between selflessness and self-care, focusing on personal growth while maintaining genuine care for others.

#### **Enneagram Personality Type Characteristics Analysis:**

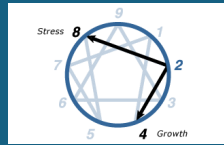
- **Virtue:** ‘Humility’ - Embracing a humble approach to serving others and acknowledging personal needs.
- **Holy Idea:** ‘Freedom/Holy Will’ - Recognizing the divine presence in all things but individuals’ free will to decide and align actions with a higher purpose.
- **Basic Desire:** ‘To be Loved’ and appreciated for their genuine contributions and selfless acts of kindness.

#### **Healthy Personality Traits:**

- **Levels of Liberation – ‘Altruism’** - Disinterested and selfless concern for the well-being of others while developing self-awareness and emotional intelligence to foster authentic connections.
- **Level of Psychological Capacity:** ‘Empathy’ – Trying to understand others while striving to build resilience and adaptability to navigate life's challenges.
- **Level of Social Value and Contribution:** ‘Generosity’ – Not just the quality of being kind and generous but in seeking to create positive change by empowering individuals to discover their own potential and fostering harmonious relationships.

## THE HELPER Enneagram Type Two

The Caring, Interpersonal Type:  
Generous, Demonstrative, People-Pleasing, and Possessive



### Type Two in Brief

Twos are empathetic, sincere, and warm-hearted. They are friendly, generous, and self-sacrificing, but can also be sentimental, flattering, and people-pleasing. They are well-meaning and driven to be close to others, but can slip into doing things for others in order to be needed. They typically have problems with possessiveness and with acknowledging their own needs. *At their Best*: unselfish and altruistic, they have unconditional love for others.

- **Basic Fear:** Of being unwanted, unworthy of being loved
- **Basic Desire:** To feel loved
- **Enneagram Two with a One-Wing:** "Servant"
- **Enneagram Two with a Three-Wing:** "The Host/Hostess"

**Key Motivations:** Want to be loved, to express their feelings for others, to be needed and appreciated, to get others to respond to them, to vindicate their claims about themselves.

The Meaning of the Arrows (in brief)

When moving in their Direction of Disintegration (stress), needy Twos suddenly become aggressive and dominating at Eight. However, when moving in their Direction of Integration (growth), prideful, self-deceptive Twos become more self-nurturing and emotionally aware, like healthy Fours.

**Examples:** Paramahansa Yogananda, Pope John XXIII, Guru Ammaji ("The Hugging Saint"), Byron Katie, Bishop Desmond Tutu, Eleanor Roosevelt, Nancy Reagan, Monica Lewinsky, Ann Landers, Mary Kay Ash (Mary Kay Cosmetics), Leo Buscaglia, Richard Simmons, Luciano Pavarotti, John Denver, Lionel Richie, Stevie Wonder, Barry Manilow, Dolly Parton, Josh Groban, Music of Journey, Bobby McFerrin, Kenny G, Paula Abdul, Priscilla Presley, Elizabeth Taylor, Danny Thomas, Martin Sheen, Jennifer Tilly, Danny Glover, Richard Thomas "John Boy Walton," Juliette Binoche, Arsenio Hall, Timothy Treadwell "Grizzly Man," "Melanie Hamilton Wilkes" (Gone with the Wind), "Eve Harrington" (All About Eve), "Dr. McCoy" (Star Trek)

## Type Two—Levels of Development

### Healthy Levels

**Level 1 (At Their Best):** Become deeply unselfish, humble, and altruistic: giving unconditional love to self and others. Feel it is a privilege to be in the lives of others.

**Level 2:** Empathetic, compassionate, feeling for others. Caring and concerned about their needs. Thoughtful, warm-hearted, forgiving and sincere.

**Level 3:** Encouraging and appreciative, able to see the good in others. Service is important, but takes care of self too: they are nurturing, generous, and giving—a truly loving person.

### Average Levels

**Level 4:** Want to be closer to others, so start "people pleasing," becoming overly friendly, emotionally demonstrative, and full of "good intentions" about everything. Give seductive attention: approval, "strokes," flattery. Love is their supreme value, and they talk about it constantly.

**Level 5:** Become overly intimate and intrusive: they need to be needed, so they hover, meddle, and control in the name of love. Want others to depend on them: give, but expect a return: send double messages. Enveloping and possessive: the codependent, self-sacrificial person who cannot do enough for others—wearing themselves out for everyone, creating needs for themselves to fulfil.

**Level 6:** Increasingly self-important and self-satisfied, feel they are indispensable, although they overrate their efforts in others' behalf. Hypochondria, becoming a "martyr" for others. Overbearing, patronizing, presumptuous.

### Unhealthy Levels

**Level 7:** Can be manipulative and self-serving, instilling guilt by telling others how much they owe them and make them suffer. Abuse food and medication to "stuff feelings" and get sympathy. Undermine people, making belittling, disparaging remarks. Extremely self-deceptive about their motives and how aggressive and/or selfish their behaviour is.

**Level 8:** Domineering and coercive: feel entitled to get anything they want from others: the repayment of old debts, money, sexual favours.

**Level 9:** Able to excuse and rationalize what they do since they feel abused and victimized by others and are bitterly resentful and angry. Somatization of their aggressions results in chronic health problems as they vindicate themselves by "falling apart" and burdening others. Generally corresponds to the Histrionic Personality Disorder and Factitious Disorder.

## Personal Growth Recommendations

### Enneagram Type Twos

- First and foremost, remember that if you are not addressing your own needs, it is highly unlikely that you will be able to meet anyone else's needs without problems, underlying resentments, and continual frustration. Further, you will be less able to respond to people in a balanced way if you have not gotten adequate rest, and taken care of yourself properly. It is not selfish to make sure that you are okay before attending to others' needs—it is simply common sense.
- Try to become more conscious of your own motives when you decide to help someone. While doing good things for people is certainly an admirable trait, when you do so because you expect the other person to appreciate you or do something nice for you in return, you are setting yourself up for disappointments. Your type has a real danger of falling into unconscious codependent patterns with loved ones, and they almost never bring you what you really want.
- While there are many things you might want to do for people, it is often better to ask them what they really need first. You are gifted at accurately intuiting others' feelings and needs, but that does not necessarily mean that they want those needs remedied by you in the way you have in mind. Communicate your intentions, and be willing to accept a "no thank you." Someone deciding that they do not want your particular offer of help does not mean that they dislike you or are rejecting you.
- Resist the temptation to call attention to yourself and your good works. After you have done something for others, do not remind them about it. Let it be: either they will remember your kindness themselves and thank you in their own way or they will not. Your calling attention to what you have done for them only puts people on the spot and makes them feel uneasy. It will not satisfy anyone or improve your relationships.
- Learn to recognize the affection and good wishes of others, even when these are not in terms that you are familiar with. Although others may not express their feelings in a way that you want, they may be letting you know in other ways how much they care about you. If you can recognize what others *are* giving you, you will rest more easily in the knowledge that you really are loved. Love is always available but only to the degree that we are present and therefore receptive to it.

(Source: <https://www.enneagraminstitute.com/type-2>)

## 2. **CHARACTER:**

### **Views on Universal Issues and General Life Messages:**

- Always Help others
- Never Accept mediocrity
- Believe in the Golden Rule that one “should do unto others as one would have done unto oneself”
- Believe in the power of compassion and empathy to bridge divides and create a more inclusive society.
- Advocate for environmental sustainability and taking responsibility for preserving our planet.
- Live your Life Message: "Through kindness and understanding, we can shape a better world for future generations."

### **Personal "Sacred Cows" and Priorities:**

- Universal Love, Hope, Trust, and Faith
- Value integrity and honesty as foundational principles in all aspects of life.
- Prioritize family and meaningful connections, cherishing the bonds that bring joy and fulfillment.
- Strive to make a positive impact and leave a lasting legacy, including money.

### **Ultimate Life Higher Purpose:**

- To inspire and empower individuals to unlock their unique potential, fostering personal growth and transformation on a global scale – Helping the Planet by helping Others.

**Secondary Purpose:**

- To make money and become “free” and independent personally, to provide “wealth” for my family. To use communicating, writing, and speaking skills to help and make an impact on others, “altruistically”, building bridges between diverse communities, promoting understanding, and fostering unity.

**Areas for Personality Improvement:**

- Focusing on own family first before others.
- Working on setting healthy boundaries and balancing personal needs with the desire to help others. Only helping others with their needs.
- Developing assertiveness and self-confidence to express personal opinions and goals, without becoming intolerant, frustrated, or aggressive.
- Learning to Listen better.

**Personality Type Saving Grace:**

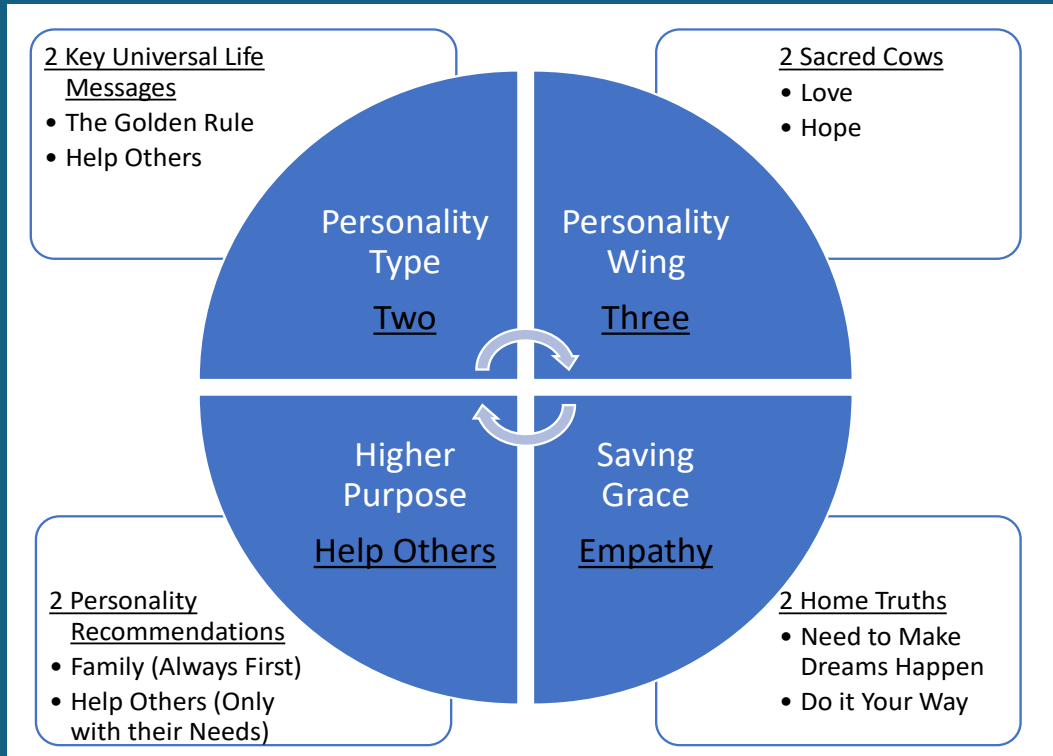
- The ability to empathize deeply and connect with others on an emotional level. Willingness to go the extra mile to support and uplift those around them.

**Confessions, Home Truths and Personality Quirks:**

- Being too influenced by other people’s opinions and reluctance to do things your way in spite of others’ opinions.
- Sometimes struggles with taking on too much responsibility, leading to occasional burnout, or becoming lazy.
- Tending to downplay personal needs and place excessive focus on others.
- Needing to stop procrastinating and planning and actually make things/dreams happen.
- Being manipulative of others by getting them to owe favours.
- Being a ‘Drama Queen’ and ‘Victim’, under the influence of alcohol, when things don’t work out too well.
- Being intolerant of people perceived duller or less educated or well-informed than oneself.

## PERSONALITY DASHBOARD

NAME: The Author



### Personality Type Characteristics

- Virtue - Humility
- Holy Idea - Freedom
- Basic Desire - To feel Loved



### Personality Traits (Healthy Levels Of Development)

1. Level of Liberation - Altruism
2. Level of Psychological Capacity - Empathy
3. Level of Social Value & Contribution - Generosity

### 3. **SKILLS, GOALS, and DESIRES:**

#### **Education and Work Experience:**

- LinkedIn profile for detailed academic qualifications and work experiences. Interface/Link included for completion, including key Word/Subject search facility.

#### **Core Skills and Levels of Ability:**

- Core Skills: Very creative and inventive
- Exceptional interpersonal and communication skills, verbal and written, adept at building relationships, humorous and sociable while being empathetic and loving.
- Strong analytical and problem-solving abilities, finding creative solutions to complex challenges.
- Proficient in project management, basic organization, and multitasking.
- Level of Ability: Experienced and skilled in various areas of expertise. Well developed writing and public speaking skills. Very literate, creative, entrepreneurial, and tenacious.

#### **Skills Yet to Be Fully Developed:**

- Seeking to enhance assertive leadership skills through planned training and professional development opportunities.
- Desire to strengthen decision-making abilities and being more proactive and practical in live and active business development. Becoming a “Do-er” rather than a “Planner”, or advisor.
- Long-term planning and investment, rather than “Get-Rich-Quick” ideas.



LinkedIn



The image shows a LinkedIn profile page for Greg Malpass. At the top, there is a blue header with the LinkedIn logo. Below the header is a circular profile picture of Greg Malpass, a middle-aged man with a receding hairline, wearing a dark suit, white shirt, and patterned tie. To the right of the profile picture are two buttons: "Add profile section" and "More...". Below the profile picture, the name "Greg Malpass" is displayed, followed by his title: "International Project Manager, Business Consultant, Trade Adviser & Author". To the right of the title are two company logos: "Thinkbigpartnership" and "New York University". Below the title and logos, the contact information is listed: "Email: [syler.bros@btinternet.com](mailto:syler.bros@btinternet.com); Tel: +44 7850230692".

### About

I am an International Business Development Executive, with particular experience in Investment Advice, Mergers & Acquisitions, Project and Commercial Management in Europe, Africa, the Middle & Far East, and the Americas. My sector focus is infrastructure, and Major Projects but I have Multi-Sector experience, having worked for the British Government as a UK Trade & Investment Export Promoter. I have advised CEO's of PLC's, Government Ministers, & Boards of SME's depicting an array of strategies, policies & cultures. Country Specialisms- UK, Spain, Peru.

### Experience

**thinkbig Think BIG Partnership**  
Managing Partner, International Business Project Manager, Consultant & Adviser  
[www.ThinkBigPartnership.com](http://www.ThinkBigPartnership.com)  
Dates Employed April 2016 – Present  
Location Currently based in Malaga, Spain

After 2 years working as self-employed consultant, [www.thinkbigpartnership.com](http://www.thinkbigpartnership.com) was established as a Confidential Advisory Consultancy (together with Aleks Petrovich- Attorney At Law) 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.



**Consultant- Strategy & Business Development**

**Pell Frischmann Group Ltd**

Dates Employed Oct 2012 – Nov 2013

Location: London, United Kingdom

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).



**Divisional Manager International**

**Kier Group Plc**

Dates Employed Feb 2010 – Oct 2012

Locations: Bedford, UK and UAE

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.



**Group International Business Development Director**

**Costain Plc**

Dates Employed Jan 2006 – Jun 2009

Locations: Nigeria, Africa; Abu Dhabi, Middle East and Hong Kong

Group International Business Development- 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.



**Global Business Development; Export Promotion; Project Management**  
**UKTI (HMG), Bewater Plc; IPCO (Singapore); Wimpey Plc; Tarmac Plc; Taylor Woodrow Plc; Bovis Inc.**  
Dates Employed Jan 1986 – Jan 2006  
Locations: North & South America; Caribbean; Africa; Middle & Far East; UK & Mainland Europe.

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 Department for International Trade- DIT) 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 (including. Iran/ Yemen/ Libya/ Indonesia/ South Africa/ India/ China/ Colombia/ Cuba & Dominican Republic).

## Education



### New York University

Degree Name: Master of Business Administration (MBA)  
Field of Study: International Business/Trade/Commerce  
Grade: International Exchange Programme from LBS  
Dates attended or expected graduation 1985 – 1986  
Activities and Societies: Mergers & Acquisitions; Organizational Design.



### London Business School

Degree Name: Master of Science in Business Administration (MSc)  
Field of Study: International Business  
Dates attended or expected graduation 1984 – 1986  
Activities and Societies: Financial Accounting; International M&A.



### City University London

Degree Name: Bachelor of Science (Bsc)  
Field of Study: Civil Engineering  
Dates attended or expected graduation 1975 – 1980  
International Project Management

## Volunteer Experience



### Ports & Water Sector Groups- Lecturer on Privatisation Investment Opportunities.

Company Name: Department of Trade & Investment



### Researcher & Lecturer on Infrastructure Opportunities for UK companies in Latin America

Company Name: Department of Environment

## References

### Featured



Reference Available- Sir Neville Simms, Former Chairman International Power, Carillion Plc, Tarmac Plc and Past Membe...  
AUG 2006: " Greg is hardworking, honest, prepared to speak his mind and be a bit different, without rocking the boat. I would not hesitate to recommend him for a senior and central advisory role."

### Recommendations

Ask for a recommendation

Received (1)

Given (2)



**Philip Corsano-Leopizzi**  
Banking Regulation  
Infrastructure/Energy Project  
Finance Consultant,  
Rome/London based

February 5, 2014, Greg was a client of Philip's

Greg has a great understanding of how to navigate the waters of international M&A. He has extensive skills in the evaluation of international construction, and of its economic sensitivity to the business cycle. He is an effective and trustworthy professional.

Greg Malpass Contact Details- Email: [syler.bros@btinternet.com](mailto:syler.bros@btinternet.com); Tel: +44 7850230692

(Source: <https://www.linkedin.com/in/greg-malpass-b135357/>)

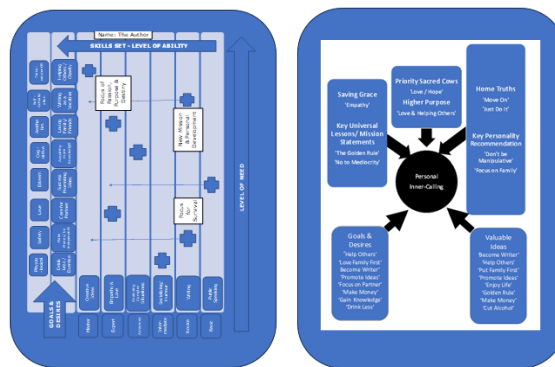
### Key Goals, Desires, and Passions:

- Goal: To become a writer, speaker, and internet entrepreneur on personal development.
- Desire: To promote own big ideas to inspire positive change and help and contribute to the well-being of individuals and society.
- Passion: Putting family first, providing a legacy of substantial wealth as well as love. Promoting personal growth, well-being, happiness, and social harmony.

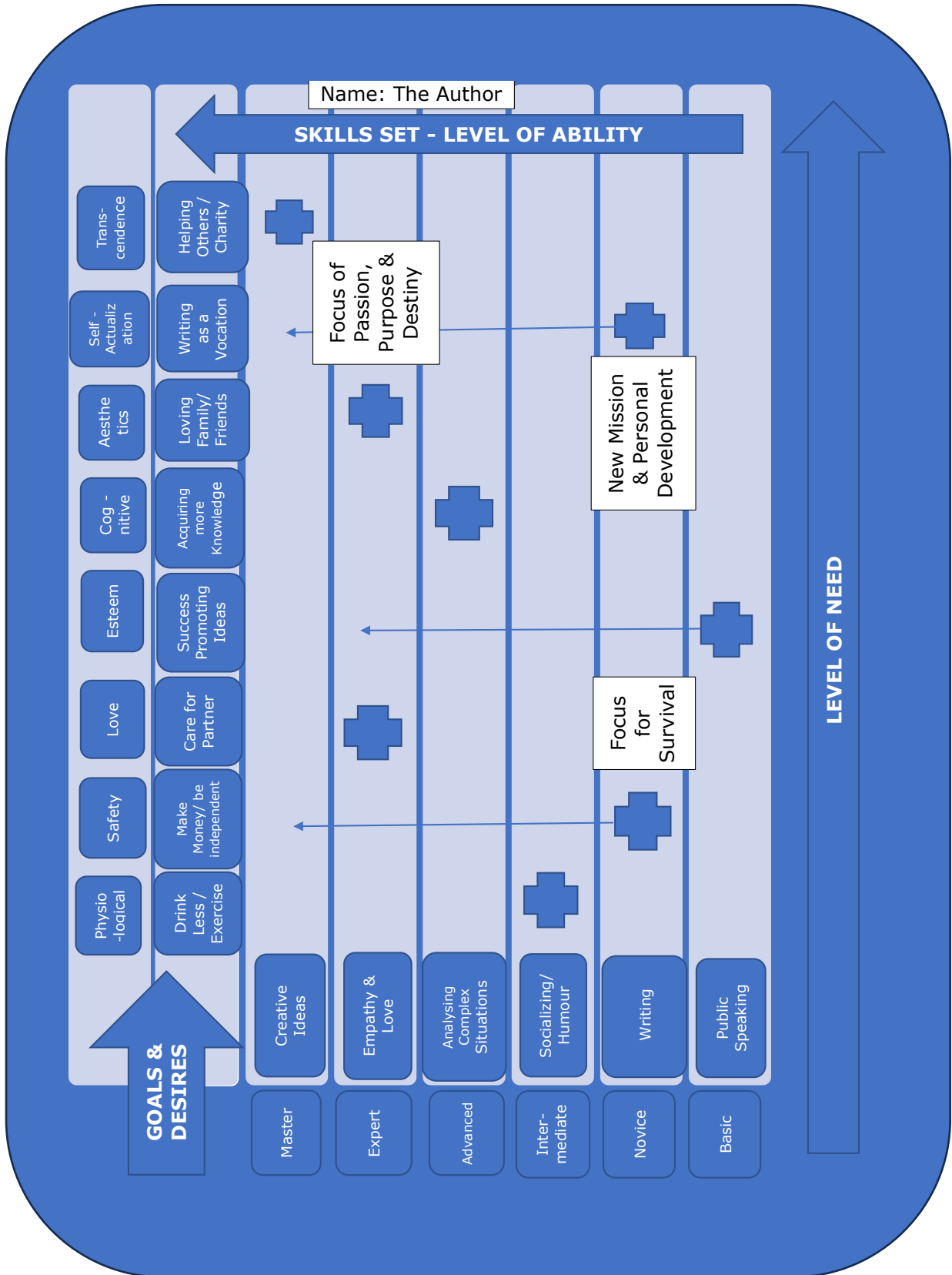
### Valuable Ideas about Future and Latent Desires:

- Exploring opportunities to speak and share insights on personal development, self-empowerment, and creating personal destiny. Create a new business doing so.
- Nurturing creativity and exploring avenues for artistic expression. Writing and speaking at events. Promoting new big ideas for humanity in an age of change influenced by AI.
- Deepening understanding of diverse cultures and fostering cross-cultural connections. Enjoying diversity through travel and socialising.

### REALITY MATRIX DASHBOARD









#### 4. DESTINY PROFILE:

##### VALUABLE IDEAS

**Based on your unique profile and aspirations, the following destiny options are suggested:**

1. Further develop your writing, speaking and leadership skills by attending speaking events, and interviews, related to your focus interests, and pursuing advanced media training programs.
2. Engage your ideas with like-minded communities and contribute to their well-being, via means of the internet/website/blogs, and/or personal interaction.
3. Seek business opportunities by creating a platform to collaborate with these like-minded individuals and organizations promoting and offering them an opportunity to achieve personal self-assessment, growth, and social harmony.

##### SELECTION CRITERIA

###### Destiny Pyramid:

The Destiny Pyramid is based on Input ‘Valuable Ideas’ and Priority Selection.

###### Valuable Ideas:

- **Loving my Family – ‘Primary Purpose’:** This goes without saying and is part of your Primary Purpose of Loving and Helping everyone. Helping comes first for you, to a fault. The Caveat is that whatever you pursue it must help generate wealth, as a key element of your Secondary Purpose in life that you can share with family and become an important part of my Legacy.
- **Becoming a Writer and Speaker on Personal Development’ - ‘Secondary Purpose’:** In terms of Destiny and a Vocation- Writing, Editing, Publishing and Promoting Books and Websites with Messages to Help Others find their own Personal Destinies is a Priority Option.

###### Personality Recommendations:

- **Prioritize Yourself and Your Family over Others** – Only strive to help others with their needs as a secondary priority. Yourself, your Partner, and family first always.

**Valuable Ideas/Destiny Development:**

Your Input concludes that you are:

***“Good at Conceiving, Connecting and Sharing Ideas. You have a desire to Help Other People Find Their Own Destinies; & to Help Others Solve their own Problems Based on your own Analysis Techniques and Experiences; & to Promote Change for The Betterment of The World.”***

In focus, your views underly a latent desire to inspire and empower individuals to foster personal growth (in their own professional and private lives) and promote societal harmony in the process through your own political and social views, authentic connections, empathy, and compassion. You seek to achieve this demonstrating your own experiences. It is what you love to do, based on your life purpose and passion for helping others realize their true potential, as well as you your own.

A personal growth program, series of books, and/or a website, written and designed by you, including personal and professional skills assessment – could be viable. An offering to Individuals and Organizations in the Recruitment market is an option. They would need to be marketed in partnership perhaps with local schools and university job placement services; community organizations; unemployment agencies and job orientation programs, who offer preparation to access the professional world or a preparation process for job placement.

Your offer could provide guidance, support, and resources to empower, particularly young individuals, to overcome challenges, pursue their dreams, and develop essential life skills. Collaboration would be essential with - educators, professionals, and volunteers to help create a comprehensive curriculum that addresses personal growth, academic excellence, and emotional well-being.

Through your program, you would aim to foster a sense of belonging, instil confidence, and equip individuals with the tools they need to succeed.

These Drivers and Options provide a starting point for shaping your destiny. Remember, your choices and actions will ultimately determine your path. Stay true to your values and embrace the opportunities that align with your ultimate life purpose.

**DESTINY PYRAMID**





**DESTINY DECLARATION (AI-GENERATED)**



**“MY DESTINY”**

**Greg Malpass**

**My Destiny is to:** ‘Become a Writer and Speaker and Website Owner focused on Personal Development’ - Writing, Editing, Publishing and Promoting Books and my own Website with Messages and Help for Others to find their own Personal Destinies.’

**It is what I Love to Do, based on my Life Purpose and Passion for**  
**:** ‘Unleashing my Unique Potential to Help People realise their True Potential, Transform Lives and Shape a Harmonious World.’

**It is my Destiny to pursue this by the following Action:** ‘Seeking lucrative business opportunities to create a social platform to collaborate with like-minded individuals and organizations promoting and offering them an opportunity to undertake personal self-assessment, achieve growth, and social harmony in a world under the ever-increasing influence of Artificial Intelligence.’

**Personal Declaration:**

“I won’t let others, and their negativity or criticism or cynicism- hold me back. A life of mediocrity is an injustice to the miracle of our birth, and so many of us choose to go with the flow of others or become too influenced by the ‘sensationalism’ of others’ posts on Facebook, Instagram, and other Social Networking sites. As I age, I will strive to be my own leader and pass on my wisdom and experience to others, positively.

I will choose to be joyful and light-hearted on my way through life, using wit and a sense of love and humour not just to amuse, but to ‘lighten’ the day for all around. Life should be about fun worth sharing, not misery to dwell on and impose on others. And I will look at bringing love and integrity into everything I do, not just into my relationships.

Having fun, being kind, generous and happy is the right way, but I will stop trying to please everyone all of the time, and prioritize my own needs, while seeking to follow the ‘Golden Governing Rule’- of doing unto others what one would have done unto oneself.

While I strive for success and happiness, I won’t beat myself up about setbacks, failures, or lack of progress in my new life quest. I will need to be tenacious, and never give up. I intend to succeed and make a substantial amount of money as a by-product of the success. When I become successful and wealthy, I will be humble and generous. It is inconceivable that I wouldn’t be even more generous with my charity and philanthropy. I will use the money to help others, but my priority will be giving to my daughters, and grandchildren, and other family members. I intend on being a ‘rich, generous, fun-loving and fit grandfather’- that’s what I will be.

My Key Lesson:

‘The Ultimate Route to Life’s True Riches, Success and Happiness Is Finding True Purpose in Your Life and Doing What’s Necessary to Fulfil Your Destiny.’

In order to achieve much of the above I will need to continue to temper my drinking and control my alcohol dependence; assess how I can develop my unique skills and needs *commercially* to satisfy my own and the wider needs of people; and develop my Books and Destiny Website ideas to fulfil them. This is my Ikigai!”

## 5. ACTION PLAN

Your Action Plan for pursuing a Destiny to become a Writer, Speaker and Website owner on Personal Development will need to be fully developed, but might include, in general terms:

### A. Research and Networking:

- Conduct thorough internet research, and read/research relevant books, on subject items you consider pertinent to ‘personal development’ theories, philosophies, programs, and best practices.
- Network with informed individuals, other writers, and organisations.

### B. Program Development:

- Define the program's objectives and desired outcomes.
- Identify key focus areas of personal development such as self-assessment techniques, personality analysis, academic and peer support, and guidance.
- Collaborate with educators, other writers, and mentors to develop a comprehensive knowledge.

### C. Partner Engagement:

- Establish partnerships with editors, literary agents, and other relevant organizations.
- Seek funding opportunities to support the project/program implementation.

### D. Promotion:

- Produce Promotional and Marketing Presentations, traditional and website/internet based, to present to interested parties and potential partners, highlighting benefits and potential impact.
- Recruit a dedicated and passionate mentor from a high-profile celebrity type background to assist with promotion.
- Develop a Website and a Promotional, Marketing and Development strategy.

#### **E. Marketing Strategy:**

**Books-** The Marketing of the Book would be outsourced to the Literary Agent with the Author available to attend interviews, seminars, and promotional events.

**Website-** To reach a wide potential market quickly (to avoid the disrupting influence of ‘copy-cat’ businesses, the offering would need be marketed aggressively using a combination of: Social media advertising, Influencer collaborations, Content marketing, Online communities and forums, Partnerships and collaborations, Email marketing, Viral campaigns and challenges, App store optimization, Paid search advertising, and Offline traditional marketing channels.

#### **F. Program Implementation:**

- Write the Books and produce a Website/ Personal Development Platform, before Publishing or Launch.
- Launch the program in collaboration with partner organizations, once funding in place.
- Facilitate regular follow-up reader-user-mentor-mentee feedbacks, providing guidance, support, and opportunities for personal growth.

#### **G. Monitoring and Evaluation:**

- Establish a system for ongoing monitoring and evaluation of the program's effectiveness.
- Collect feedback from mentors, mentees, and stakeholders to identify areas of improvement.
- Make necessary adjustments to enhance the program's impact and ensure its long-term sustainability.

#### **H. Global Community Outreach and Expansion:**

- Organize workshops, seminars, interviews, YouTube videos and other media events to raise awareness about the overall offering/ program.
- Seek opportunities to expand the program to reach a broader audience and serve a potential global market, via the internet and viral type campaigns.

By following this action plan, you will be able to actively contribute to the personal and educational development of readers/ users of your website, empowering them to overcome uncertainties and create a clearer future for themselves.

## 7. PERSONAL PROFILE DASHBOARD



# PERSONAL PROFILE DASHBOARD



### “MY DESTINY”

Greg Malpass



My Destiny is to: ‘Become a Writer and Speaker and Website Owner focused on Personal Development’  
– Writing, Editing, Publishing and Promoting Books and my own Website with Messages and Help for Others to find their own Personal Destinies.’

It is what I love to Do, based on my Life Purpose and Passion for : ‘Unleashing my Unique Potential to Help People realise their True Potential, Transform Lives and Shape a Harmonious World.’

It is my Destiny to pursue this by the following Action: ‘Seeking lucrative business opportunities to create a social platform to collaborate with like-minded individuals and organizations promoting and offering them an opportunity to undertake personal self-assessment, achieve growth, and social harmony in a world under the ever-increasing influence of Artificial Intelligence.’



**DESTINY-GRAM PROFILE**  
 Personality, Character, Skills, Goals & Desires

**CAREER PROFILE**  
 Education & Experience

**SOCIAL PROFILES**  
 Views & Images

**Personality Type Characteristics**

- Virtue - Humility
- Holy Idea - Freedom
- Basic Desire - To feel Loved

**Personality Traits (Healthy Levels Of Development)**

- 1. Level of Liberation - Altruism
- 2. Level of Psychological Capacity - Empathy
- 3. Level of Social Value & Contribution - Generosity

**LEVEL OF ABILITY**

- MAJESTIC/GURU
- RECOGNISED AUTHORITY
- APPLIED THEORY
- PRACTICAL APPLICATION
- PROFOUND BUT LIMITED KNOWLEDGE

**SKILLS SET**

- Creative Ideas
- Empathy & Love
- Analysis of Complex Situations
- Humour
- Writing
- Public Speaking



**PERSONAL PROFILE LINKS:**





\*\*\*\*\*

***Thank you for participating in the AI-Assisted Life Assessment Test. We hope this personalized destiny report serves as a valuable resource for your future endeavours. Should you have any further questions, thereafter, or require additional assistance, feel free to reach out.***

**“Destiny transcends time, shaping the present with purpose,  
and in its wake, leaves behind a lasting legacy.”**

\*\*\*\*\*



TEST DATE: 01/03/2021

© Destiny-Gram.com

## APPENDIX II - BRIEF

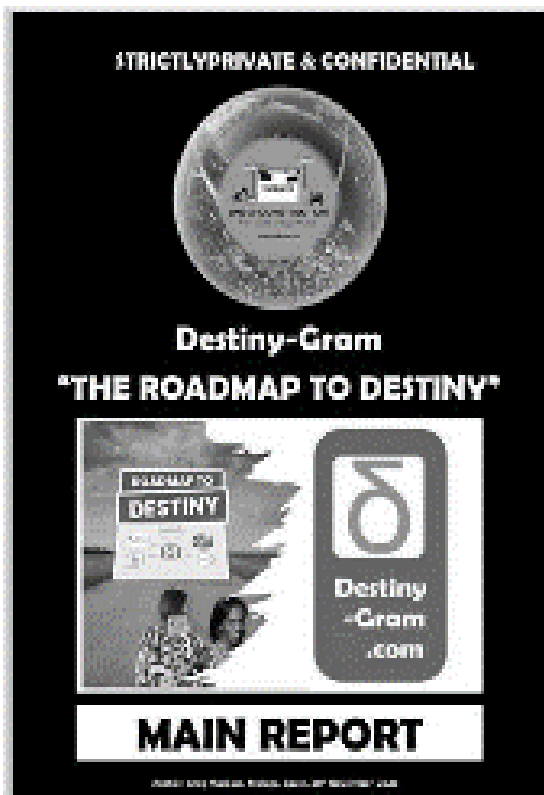
### MCQ QUESTIONNAIRE FORMAT FOR PERSONAL PROFILE GENERATION

Full details of the ‘Design Brief’ Prototype for the Website Programmer/Developer are given in the Document entitled ‘The RoadMap to Destiny – Main Report’, a QR link to which is included below.

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The Design Brief Framework for the Questionnaire/AI Development is included in Pages 125-274. (Note: Section on Costing can be excluded, as it has been revised, and the strategy now is to only develop the Proprietary MCQ/Personal Profile Software, and secure some IP, prior to pitch to Microsoft/LinkedIn or Anthropic/GPT).

The Strategy is to complete a Pilot Project to prove the Concept and Financial Viability and then sell the ‘Profiling Website /Proprietary Software/ Business Idea’ to Microsoft/LinkedIn, or an AI Chatbot (eg.Claude Anthropic AI) – For them to develop, on a retainer/royalty type agreement. The Development work (with the c. \$100,000 start-up funding) will be undertaken by the Technical, Marketing, and Investment/ Legal Partners (subject to agreement) to secure the concept and IP as far as possible and after successful launch, to put a Professional Team and Legal NDA and Technical Brief in front of senior management at Microsoft/LinkedIn/Anthropic.



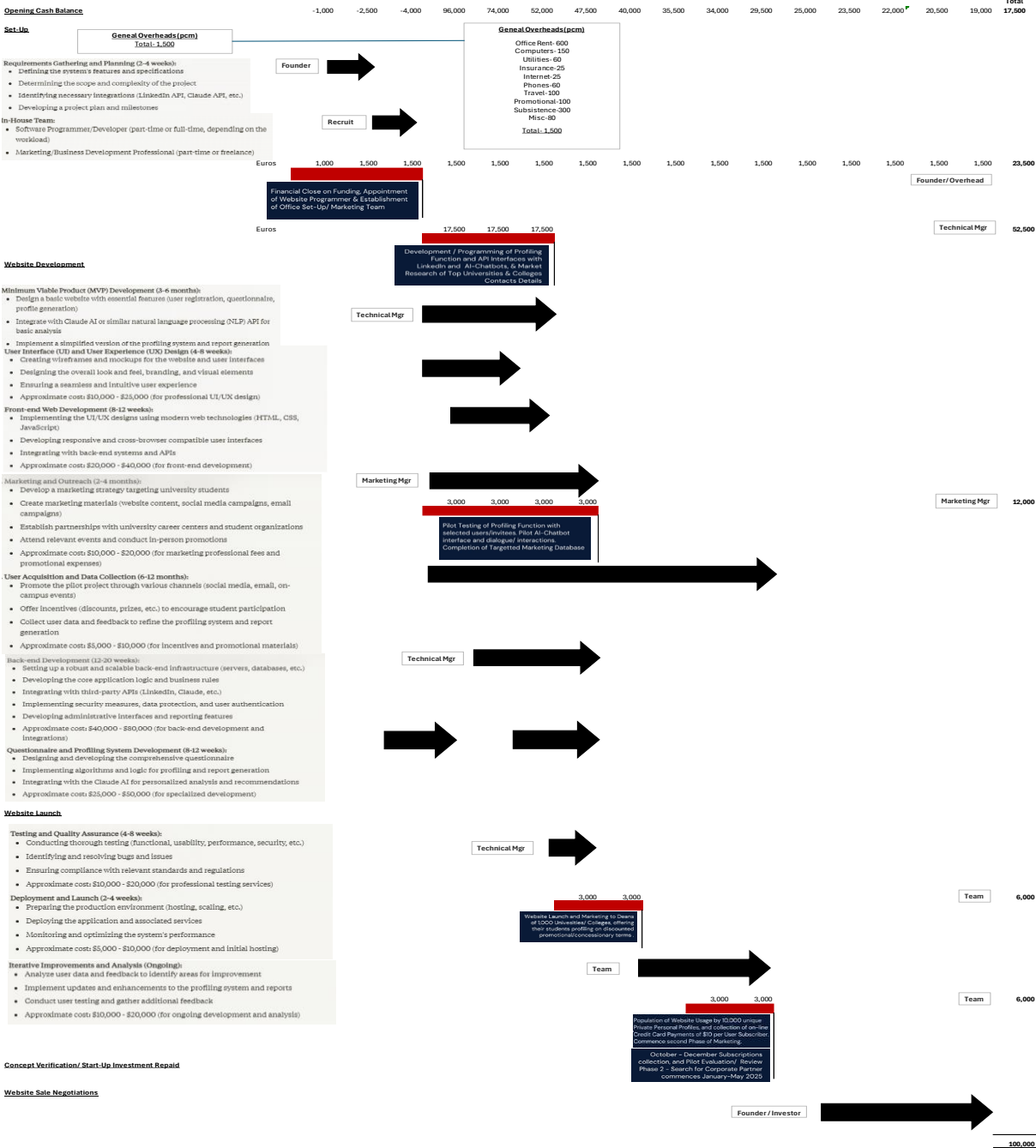
# APPENDIX III – PROGRAMME & BUDGET

## DESTINY-GRAM PILOT PROGRAMME AND BUDGET

Tel: +44 7850 230692  
 E Mail: destinyinvestors@btinternet.com



MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	Total
-1,000	-2,500	-4,000	98,000	74,000	52,000	47,500	40,000	35,500	34,000	29,500	25,000	23,500	22,000*	20,500	19,000	17,500



## APPENDIX IV - REPORTS & PRESENTATIONS

(Available subject to signed NDA Agreement)

# DESTINY-GRAM PROJECT PRESENTATIONS & REPORTS



Think Big Sales Brief (Short Power Point Presentation)  
(Destiny-Gram Social Networking Concept)



Think Big Sales Pitch (Full Power Point Presentation)  
(Full Description - Books & Website)



THE Destiny-Gram Slide Show (YouTube Presentation)  
(Presentation on Destiny-Gram Self-Assessment)



Destiny Books & Website Proposal Presentation  
(Sales Pitch for Literary Agent)



Destiny-Gram Investor Proposal Document  
(Investment/ Concept Overview)



AI-POWERED SOCIAL MEDIA PLATFORM DESTINY-GRAM.COM  
(Sales Pitch for Microsoft/ AI Anthropic)



Destiny-Gram Viability Report  
March 2024  
(Investor Viability Analysis)



Destiny-Gram Business Angel Forum Business Project Presentation



think  
**big**  
partnership.com

# Destiny -Gram <sup>TM</sup>

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