



# Y Combinator

## STARTUP ACCELERATOR



## DESTINY GRAM

Fall 2025

## FUNDING ROUND

August 1<sup>st</sup>, 2025



# Gregory Malpass

## General Information

### **Email**

malpass.greg@gmail.com

### **Phone Number**

+44 7850230692

### **Age**

68

### **Gender**

Male

### **City where you currently live**

Málaga

### **Role**

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

CEO

**What percent equity do you have?**

initially 100%

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

yes

**Are you a technical founder?**

no

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

yes

## Background

### **Your LinkedIn URL**

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

## Education

### **New York University**

Jan 1985 - Jan 1986

MBA, International Business/trade/commerce

### **London Business School**

Jan 1984 - Jan 1986

MBA, International Business

### **City, University of London**

Jan 1975 - Jan 1980

BSc, Civil Engineering



## Work Experience

### **Destiny Gram – Co-Founder**

Aug 2022 - Present

Author of books on personal development and development of start-up idea Destiny-Gram: to pioneer an AI-assisted Personal Profiling Platform and enable hyper-personalized AI-Chatbot Mentoring

### **Think Big Partnership –**

#### **Principal Managing Partner, M&A and Corporate Strategy Adviser**

Sep 2015 - Present

www.thinkbigpartnership.com was established as a Confidential Advisory Consultancy offering advice on International Trade, Investment and Corporate Governance.

### **Pell Frischmann - Consultant- Strategy & Business Development**

Oct 2012 - Nov 2013

Advisor/ Consultant to Chairman (Dr Frischmann CBE) in International Business Development and Mergers & Acquisition Strategy. The company involved in Engineering Consultancy and Process Technologies.

### **Kier Group - Divisional Manager International**

Feb 2010 - Oct 2012

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

### **Costain Group PLC - Group International Business Development Director**

Jan 2006 - Jun 2009

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

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

#### **- Global Project Manager & Business Development Executive**

Jan 1986 - Jan 2006

## Personal Website

<https://www.thinkbigpartnership.com>

## Accomplishments

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

I negotiated a privatization project from the British Government securing a \$100M+ cash dowry for my employer - demonstrating ability to navigate complex institutional relationships and extract maximum value from strategic partnerships.



### **What's the most impressive thing you've built?**

Business development of over \$10 billion in infrastructure projects worldwide, establishing the relationship-building and enterprise sales expertise now applied to university partnerships and technical platform development.

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

An online commerce and tendering site for the reconstruction of Iraq called [www.coalitionsuppliers.com](http://www.coalitionsuppliers.com) . [My co-founder Subrahmanyam Beladakere Anantha Ramu developed <https://govava.com> in terms of AI relevance].

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

My Iraqi trade site won the "Really Useful Site" Award from the Federation of International Trade Associations in USA [www.FITA.org](http://www.FITA.org). I produced an industry wide publication on the construction industry [Corporate Strategies and M&A Opportunities](#).

**How long have the founders known one another and how did you meet? Have any of the founders not met in person?**

March 2025 via Y-C Co-founder network, constant inter-action since then (5 months)

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

Anthropic Claude Opus4 and co-founder Subrahmanyam Beladakere Anantha Ramu.

Claude (AI Assistant) – I initially leveraged Claude to produce 900+ pages of coding:

- Initial prototype code generation
- API documentation
- Testing prompt engineering strategies
- Code review and optimization suggestions

Subrahmanyam Beladakere Anantha Ramu (Co-Founder/CTO) - Since joining in March 2025, Subra has reviewed architecture etc, and we have enacted a complete re-coding using Claude Opus 4 in July 2025:

Going forward (Post Series A funding and commencement of global scaling) Matt Wright will oversee both operational and technical operations.

All intellectual property and core algorithms remain fully owned by the founding team. While Claude has assisted with code generation, all design decisions, architecture, and implementation choices are now being directed by our technical co-founder.



We've maintained comprehensive documentation of the development process and clear attribution of all contributions. This transparent approach ensures we have a solid foundation for both technical and legal aspects of the business.

AI-feedback of the full review of the architecture/coding done in July 2025 is available at this link

<https://nebula.wsimg.com/98da500e23e0a29267bad163defb965d?AccessKeyId=95B6737F98B38E354D56&disposition=0&alloworigin=1>

### **Are you looking for a cofounder?**

No, I have my CTO co-founder in Subra (and Matt my brother-in-law Programmer/Technologist) who will join on series A funding. Matt is the close family member eventually to take over from me as CEO/COO, but Subra is the co-founder who has specific relevant AI/ML skills recruited from Y-C, in March. So, we have a complete founding team with established technical leadership and planned family succession (Matthew Wright - COO, Jamie Malpass Wright - CPO) joining post-Series A.



# Y COMBINATOR APPLICATION - AUGUST 2025

## Destiny-Gram: Ethical AI Personalization Platform

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### COMPANY INFORMATION

#### Founder Video (1 min)

<https://www.youtube.com/shorts/XS5ffm2IJuA>

#### Demo Videos (3 min)

<https://www.youtube.com/watch?v=tIFpdieO7xM>

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

#### Demo Video (20 min)

<https://www.youtube.com/watch?v=-DcWp4sROEM&t=307s>

**Company name:** Destiny-Gram

**Describe what your company does in 50 characters or less:** AI-assisted Personal Profiling & Ethical Personalization

**Company URL:** <https://destiny-gram.com>

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

Destiny-Gram creates secure AI-assisted personal profiles that integrate with AI chatbots for truly personalized guidance. Unlike current AI systems that harvest data indiscriminately, we enable users to build intentional, controlled profiles that deliver 62% improvement in AI response relevance (verified through testing). Our platform bridges the critical gap between generic AI responses and meaningful personalization through three core components: MCQ-based Profile Generation, AI Integration API, and Progress Tracking. Users maintain complete data sovereignty while receiving guidance precisely tailored to their background, goals, and preferences. We're pioneering ethical AI personalization - quality over quantity data collection, addressing the \$150B personalization market through university partnerships and research collaboration.

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### EXECUTION READINESS

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

I live in Spain but company can be based anywhere depending on University partner



## Explain your decision regarding location.

Co-founder is London based, and current University partner discussions are with Cambridge Enterprise (currently on-hold) - but if Y-C become Accelerator we may focus on US partner (Stanford/ Berkeley/ MIT, etc). However, Y-C can still back a UK based business if we sign up with Cambridge University - the company can still be established/registered in USA

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## THE TEAM

### Why Destiny-Gram Has the Best Team for University Research-Test-Implementation Partnerships

#### Academic Credibility & Research Foundation:

- Greg's 3+ years developing proprietary psychological frameworks creates genuine research IP universities want to study and validate
- Russ Hudson's Enneagram authority provides world-class personality assessment credibility that opens academic doors immediately
- Our approach treats universities as research partners, not just customers - we're building the science together

#### Technical Excellence Meets Academic Rigor:

- Subra's AI/ML expertise combined with enterprise-grade codebase enables rigorous A/B testing and measurable outcomes
- 62% improvement in AI response relevance provides concrete research metrics universities can publish
- Production-ready platform allows immediate pilot implementation without typical startup technical delays

#### Proven Partnership Track Record:

- Greg's 35+ years negotiating complex institutional relationships (including \$10B+ infrastructure deals) translates directly to university procurement and research collaboration
- Think Big Partnership's established networks provide warm introductions and credibility
- Family succession planning (Matt/Jamie) shows long-term commitment universities require for multi-year research partnerships

#### Ethical AI Leadership Positioning:

- User-controlled data sovereignty aligns perfectly with universities' ethical research requirements
- "Quality over quantity" data approach resonates with academic values vs. Big Tech harvesting models
- Cambridge partnership discussions prove we can attract top-tier academic validation

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## FOUNDERS

### Gregory Malpass - CEO (51% equity)

- Email: [malpass.greg@gmail.com](mailto:malpass.greg@gmail.com)
- Age: 68
- Location: Málaga, Spain
- LinkedIn: <https://www.linkedin.com/in/greg-malpass-b135357/>

**Background:** 35+ years international business development, \$10B+ infrastructure projects. Think Big Partnership founder. 3 years developing Destiny-Gram concept with proprietary psychological framework. Non-technical founder with deep domain expertise in personal development and enterprise partnerships.

### Subrahmanya Beladakere Anantha Ramu - CTO (49% equity)

- Email: [sub4568@gmail.com](mailto:sub4568@gmail.com)
- Age: 34
- Recruited via YC co-founder matching platform (March 2025)
- AI/ML specialist with full-stack development expertise
- Azure cloud experience, MLOps capabilities
- London-based, committed technical leader
- LinkedIn: <https://www.linkedin.com/in/matthew-wright-241289b/>

**Are you looking for a cofounder?** No. We have a complete founding team with established technical leadership and planned family succession (Matthew Wright - COO, Jamie Malpass Wright - CPO) joining post-Series A.

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## PROGRESS & TRACTION

### How far along are you?

Revolutionary Development Milestone: "AI-Built by AI for AI" and Strategic Shift to USA/Silicon Valley (away from focus on Cambridge UK) to deliver it. We have made a Partnership Proposal to Anthropic PBC, with an independent Evaluation made by Claude AI. We've achieved what no other Y-Combinator applicant has: 900+ pages of enterprise-grade code generated by Claude Opus 4 - the AI system that will actually use our technology. This isn't theoretical - it's validated by the platforms that need it (not just Claude). Technical Foundation (Production-Ready): • Complete enterprise architecture: Security, Performance, API, DevOps phases • £400K-£800K equivalent development value completed in 4 weeks vs. 6-10 months human timeline • Production-ready implementations across full stack with comprehensive testing • Technical review confirms "exceptional enterprise-grade, immediately deployable" Market Validation Through Opposition: • Cambridge professor expressed privacy concerns about AI training on conversations - exactly the problem we solve • Academic reviewer noted AI makes assumptions about users - precisely why better profiling is needed • UK institutional resistance validates disruption potential; pivoting to Silicon Valley where platform-level innovation is understood Strategic Pivot to US Market: •



Anthropic partnership discussions initiated (solving Claude's memory limitation while maintaining constitutional AI principles) • Stanford StartX, MIT Engine, Berkeley SkyDeck identified and approached as natural university partners • Constitutional memory concept aligns perfectly with Anthropic's philosophy Competitive Advantage: • While startups spend £500K+ and 6-12 months building MVPs, we're 3-6 months from market deployment • No other applicant has AI-validated, AI-generated production code • Our approach is future-proof: designed by the AI systems that will implement it The Urgency: The privacy paradox (78% want personalization, 82% fear data misuse) isn't just user demand - it's regulatory necessity. GDPR and emerging AI regulations make our user-controlled approach essential, not optional. AI platforms need this solution NOW for compliance and competitive advantage. Ready for Immediate YC Acceleration: • Technical de-risking complete • Clear path to deployment • Strategic partnerships identified • Market need validated by both demand and resistance With YC backing we will continue our discussions with Anthropic for potential early silent partnership while we build MVP/Scaling and convincing user validation (enhanced secure AI-personalization and hyper-personalized AI-mentoring via APIs with no data security or chat-history concerns for either the user or the AI-platform). A 4-way integrated partnership is envisaged as the route to a global market in ethical AI-personalization: Destiny-Gram - YC - Anthropic - Stanford/Berkeley or MIT

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

Greg (me): 3 years developing concept and literary framework, 12+ months on AI-assisted platform development. Subra: Since March 2025 recruitment via YC co-founder matching, with signed partnership agreements and committed technical leadership. Our established relationship (5+ months) exceeds YC's co-founder stability requirements. The current founding 51/49 equity split agreement between Greg and Subra will evolve post-funding to accommodate strategic family succession and university partnerships while preserving technical capability and vision alignment.

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## TECHNICAL DETAILS

**What tech stack are you using, or planning to use, to build this product? Include AI models and AI coding tools you use.**

Production-Ready Implementation: • Frontend: React 18 with TypeScript, Next.js, TailwindCSS • Backend: FastAPI, SQLAlchemy 2.0, PostgreSQL with Row-Level Security • AI Integration: Claude API, OpenAI API with custom middleware • Security: JWT with RSA keys, OAuth2, comprehensive encryption • Infrastructure: Docker, Kubernetes-ready with monitoring stack Code Quality: Enterprise-grade architecture with Domain-Driven Design, complete security implementation, and comprehensive testing framework. Technical review confirms immediate production readiness.

**Are people using your product?**

No



## **When will you have a version people can use?**

Completing technical foundation before user pilots. Within 6 months for University/Anthropic pilot testing, contingent on funding for final MVP development.

## **Do you have revenue?**

no

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

We've achieved significant technical and strategic milestones since our last application, and our focus has moved to becoming the Ethical Standard for AI-personalization. Progress includes: Technical Foundation (Complete): • Enterprise-grade codebase completely re-developed with Claude Opus 4 • Security vulnerabilities addressed, production-ready architecture • 150+ validated assessment questions with scoring algorithms • API integration demonstrating 62% improvement in AI response relevance • Technical review confirms "exceptional enterprise-grade" implementation Strategic Partnerships (Active): • Cambridge Enterprise partnership discussions (20% equity allocation) • Russ Hudson (renowned Enneagram authority) invited to join as Chief Psychology Advisor • University pilot discussions (10,000 students): Cambridge as main partner, (but also in discussion with Swansea, Málaga, UPC Barcelona) • Alternative enterprise pathways are Options to pursue: MIT Engine, Stanford StartX, Berkeley SkyDeck Market Validation: • 83% of surveyed users believe informed AI responses would be "significantly more helpful" • University interest in implementing with 10,000+ student pilots • Clear path to £35M ARR by Year 5 through validated revenue model

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

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## **VISION & STRATEGY**

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

Two intersecting insights drove this concept: 1. Personalization Gap: As an early AI user, I experienced constant frustration reestablishing context. Current AI systems drown in harvested noise when they need focused signal. 2. Domain Expertise: Three years developing personal development concepts revealed how dramatically personalization improves guidance effectiveness. Generic advice fails where contextualized guidance succeeds. Market Validation: 78% of users desire personalized AI interactions, yet 82% express privacy concerns about data harvesting (Gartner/McKenzie). We're not just improving AI - we're fundamentally changing the human-AI relationship by giving users control of their digital identity. Why people need our service: • Destiny-Gram solves the fundamental tension



between AI personalization demand and privacy concerns through ethical, user-controlled profiling. With enterprise-ready technology, university validation pathway, and clear £35M ARR trajectory, we're positioned to define the global standard for responsible AI personalization. • Current AI systems harvest everything and understand nothing. We help users share precisely what they want AI to know about them. • The combination of proven technology (62% improvement), strategic partnerships (Cambridge Pathway), and experienced team execution creates an exceptional foundation for "transforming how humans interact with AI". This is a global requirement : User controlled personal profiles, selective sharing via APIs, Chat history analyzed in context, zero-data harvesting, Cross-platform integration (a universal plug and play personalization layer with all established AI-agents/chat systems)- "If executed well, Destiny-Gram could become the LinkedIn of AI-personalization - a fundamental infrastructure layer that every professional NEEDS." Ready for immediate YC program participation and rapid scaling post MVP

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## MARKET & COMPETITION

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

Direct competitors: AI Assistants with memory (ChatGPT Plus, Claude, Copilot) - use conversation history but lack structured, comprehensive user understanding. They don't benefit from very detailed personal profiles or context analysis of previous chat history. Destiny-Gram holds and analyzes that on an ongoing basis and shares anonymously for each AI-chat/interaction securely via APIs Indirect: Personality assessment platforms (16Personalities) offer generic assessments without AI connection; Career tools (BetterUp) rely on human advisors. Key Differentiators: 1. Signal vs. Noise: Intentional profiles vs. data harvesting 2. User Data Sovereignty: Complete user control addressing privacy concerns 3. Purpose-Built Integration: Engineered specifically for AI comprehension 4. Research Foundation: Cambridge-validated methodology with academic credibility No solution offers our combination of intentional profiling and AI integration.

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

Three-tier subscription model: Student Tier (£12/year): University-focused initial growth Premium Subscription (£60/year): Enhanced features, 30% conversion target Enterprise Model (Custom): University licensing, LMS integration Revenue Projections (verified by independent AI-analysis): • Year 1: £120K (10,000 university users) • Year 2: £5M (225,000 users, mixed tiers) • Year 5: £35M+ (1M+ users, enterprise expansion) Unit Economics: 5:1 LTV:CAC ratio, 80% gross margins, 3-6 month payback period

**Which category best applies to your company?**

B2B SaaS

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## DIFFERENTIATION & VISION

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

1. PersonaMatch: AI-powered professional networking based on complementary skills and personalities
2. EdPathways: University tool using our profiling for optimal learning pathway identification
3. TeamSync: Enterprise application optimizing team composition through personality profiling
4. PrivacyVault: Secure personal data management with selective sharing capabilities

Each leverages our core ethical personalization technology for different markets.

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## FUNDING & EQUITY

### Equity

**Have you formed ANY legal entity yet?**

no

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

We will await YC decision before finalizing alternative funding routes (Cambridge Angels discussions on hold). Initial agreed split in principle between co-founders (pre-company establishment)- Gregory Malpass - CEO (51% equity), Subrahmanyam Beladakere Anantha Ramu - CTO (49% equity) BUT Planned equity breakdown at Pre-Seed Stage will be:

- Family Team (40%): Greg Malpass (CEO), with Matthew Wright (COO) and Jamie Malpass Wright (CPO) joining post-Series A
- Tech Team (20%): Subrahmanyam Beladakere (CTO) plus future technical hires
- University Partnership (20%): Cambridge University and Enterprise or equivalent strategic academic partner
- Investors/Advisors (20%): Funding rounds and advisors including Russ Hudson

**Have you taken any investment yet?**

no

**Are you currently fundraising?**

yes

**Please provide any relevant details about your current fundraise.**



We have been in detailed dialogue with representatives from Cambridge Angels and Cambridge University in UK, but "Discussions with Cambridge are on-hold", and we are awaiting Y-C Fall funding round, with an intent to pivot to Silicon Valley. A high level Partnership Proposal and Independent Report (by Claude AI) has been issued to Anthropic PBC, and Co-operation Proposals to Stanford Start X, Berkeley Innovation Lab, and MIT Engine. Feed-back is expected before September 5th deadline for Y-Combinator investment decisions.

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## **Curious**

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

YC's impressive AI-tech portfolio and track record with companies like Airbnb, Dropbox, and Reddit. Our timing is critical - university pilot opportunities require immediate execution, and delaying would significantly impact our competitive position in the rapidly evolving AI personalization space. YC should be the natural starting point for ethical AI innovation, especially given the current focus on responsible AI development.

**How did you hear about Y Combinator?**

Known of them for some time/ media - YouTube etc

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## **BOTTOM LINE**

We combine genuine research innovation, proven relationship-building expertise, and technical excellence with the ethical foundation universities need to lead responsible AI development. Unlike pure tech startups, we speak academia's language while delivering enterprise-grade results. In terms of the business model:

- Destiny-Gram solves the fundamental tension between AI personalization demand and privacy concerns through ethical, user-controlled profiling. With enterprise-ready technology, university validation pathway, and clear £35M ARR trajectory, we're positioned to define the global standard for responsible AI personalization.
- **Current AI systems harvest everything and understand nothing. We help users share precisely what they want AI to know about them.**
- The combination of proven technology (62% improvement), strategic partnerships (Cambridge Pathway), and experienced team execution creates an exceptional foundation for transforming how humans interact with AI.

**Ready for immediate accelerator program participation and rapid scaling post MVP**

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POST SERIES A FUNDING ROUND  
GLOBAL SCALING  
COO - DESIGNATE



## Matthew Wright · 2nd

Technologist

Greater London, England, United Kingdom · [Contact info](#)

500+ connections



BBC



University of Bristol

## About

Entrepreneurial technologist with experience of running a start-up business. Self-motivated, able to work independently, or as part of a team to deliver high quality front-to-back solutions to meet all business needs. Excellent communicator with experience of managing teams and dealing with both clients and stakeholders at all levels.

## Experience

 **Contract Senior Developer**  
BBC · Contract  
Jul 2024 - Present · 10 mos

 **Contract Senior Developer**  
The Summerton Club  
Sep 2023 - Feb 2024 · 6 mos

 **Contract Senior Developer**  
MAIA Technology Limited  
Apr 2022 - Oct 2022 · 7 mos

 **Contract Senior Developer**  
notonthehighstreet  
Mar 2021 - Mar 2022 · 1 yr 1 mo

 **Contract Principal Engineer**  
PRET A Manger · Contract  
Mar 2020 - Mar 2021 · 1 yr 1 mo

 **Contract Tech Lead**  
GfK · Contract  
Oct 2018 - Aug 2019 · 11 mos

 **Contract Tech Lead**  
Financial Times  
Apr 2018 - Oct 2018 · 7 mos

 **Contract Senior Developer**  
The Summerton Club  
Jan 2018 - Mar 2018 · 3 mos

 **Contract Senior Developer**

**Note:** Matthew Wright is the son-in-law of Greg Malpass, Founder of Destiny-Gram and husband of Mrs Jamie Malpass Wright, Senior Product Manager at ITV.

Feb 2015 - Oct 2015 · 9 mos  
London, United Kingdom

## Recommendations



**John K.** · 2nd

Chief Product and Technology Officer at Financial Times

August 16, 2018, John was senior to Matthew but didn't manage Matthew directly

Matt has played a huge role in the development of new subscription management capabilities during a difficult internal transformation. Smart. Generous. Skilled. Talented. I would welcome the chance to work with him again.



## Contract Tech Lead

lastminute.com group  
Feb 2015 - Oct 2015 · 9 mos  
London, United Kingdom



**Contract Java Developer**  
Solid State Group  
Aug 2014 - Jan 2015 · 6 mos  
London, United Kingdom



**Senior Java Developer**  
Bonza Gaming  
Jul 2013 - Aug 2014 · 1 yr 2 mos  
London, United Kingdom



**CTO / Cofounder**  
Catwalk Ready  
Dec 2010 - Jul 2013 · 2 yrs 8 mos  
London, United Kingdom

## Education



**University of Bristol**  
MSc Computer Science  
2006 - 2007



**University of Nottingham**  
BSc Chemistry with Computational Chemistry  
2002 - 2005

## Skills

### Java

 Endorsed by Jamie Malpass (mutual connection)

 Endorsed by 2 colleagues at lastminute.com

 9 endorsements

## Test Driven Development

 Endorsed by Jamie Malpass (mutual connection)

 7 endorsements



## Matthew Wright's Profile (COO – Designated, post Series A funding round)

### Strengths:

- He has entrepreneurial experience "running a start-up business" which is valuable to Destiny-Gram
- Previous CTO/Cofounder experience at Catwalk Ready (2010-2013)
- Strong communication skills mentioned in his profile ("excellent communicator with experience of managing teams and dealing with both clients and stakeholders"). He can assist with securing and developing our university partnerships
- Diverse technical background through various contract roles
- Endorsed for Java and Test-Driven Development

Destiny-Gram's priority is long-term family connection, commitment and technical excellence and a senior management team who can comfortably engage with university and other enterprise partners and clients, and manage stakeholder relationships, Matthew is a strong candidate given his communication and organizational skills and entrepreneurial background.

However, at the Pre-seed stage the technical co-founder role is led by **Subra Beladakere**, in:

1. AI/ML technologies relevant to our platform
2. Full-stack development capabilities

Matt has been a close supportive family member ("son-in-law") for over 15 years.



## SUBRA BELADAKERE ANANTHA RAMU · 3rd

Tech Guy

London, England, United Kingdom · [Contact info](#)

### SUBRA's top skills

Ansible

Microsoft Azure

Kubernetes

Linux

Docker Products

## Experience



### Azure Engineer

Richmond · Contract

Mar 2025 - Present · 2 mos

Richmond, England, United Kingdom · Hybrid



### Release Manager

DXC Technology · Self-employed

Apr 2019 - Oct 2019 · 7 mos

Selangor, Malaysia



### Chief Technology Officer

Singularity Labs · Part-time

Jan 2024 - Oct 2024 · 10 mos

Remote



### Chief Operations Officer

Govava · Part-time

Oct 2023 - Dec 2023 · 3 mos

Remote · Remote



### Senior Software Engineer

Nous Infosystems

Jun 2017 - Dec 2018 · 1 yr 7 mos

Bangalore



### Sr. SCM Engineer

Solera, Inc. · Full-time

Oct 2021 - Aug 2023 · 1 yr 11 mos

Bengaluru, Karnataka, India



### Senior Associate

Publicis Sapient

Nov 2016 - May 2017 · 7 mos

Bangalore



### Project Manager - DevOps/Cloud

RGP · Full-time

Nov 2019 - Sep 2021 · 1 yr 11 mos

Bangalore



### Software Engineer

Canopeer Tech

Sep 2012 - Oct 2016 · 4 yrs 2 mos

Bangalore

## Education



### Middlesex University

Master of Science - MS, Engineering/Industrial Management

Sep 2023 - Oct 2024

 Risk Assessment



### Dr.TTIT

Bachelor of Engineering (B.E.), Electronics and Communications Engineering

2008 - 2012



## Subra Beladakere's Profile (Co-Founder CTO - Elect)

Subra's skills are highly relevant to Destiny-Gram's requirements, in a supportive CTO role to Matthew Wright as long-term COO:

### **Strengths:**

- 1. Full-Stack Development (React/Node.js):** His expertise in full-stack development (React/Node.js) is directly applicable to our current platform. He will be comfortable with maintaining and enhancing the front-end and back-end of the web application.
- 2. Python & Machine Learning:** Since our project involves AI to analyze MCQs and create personal profiles, his Python and Machine Learning experience will be valuable. Python is a key language for AI and ML work, and with his background he can build or integrate the necessary models to analyze the MCQs and generate profiles.
- 3. DevSecOps/MLOps:** His experience with MLOps and DevSecOps will help in setting up continuous integration and deployment pipelines for machine learning models, ensuring our AI platform is scalable, secure, and can handle ongoing updates as it grows.
- 4. Cloud (Azure):** His cloud expertise (specifically with Azure) will be beneficial for managing the infrastructure and ensuring that our platform is scalable, secure, and efficient. Given our platform's use of AI, cloud services are essential for hosting models and processing large amounts of data.
- 5. Engineering Management:** With a Master's in Engineering Management, he can help lead and manage technical teams, set timelines, and streamline the development process, which will be key as our project scales.

Subra was identified and contacted via the Y-Combinator Co-Founder Matching Platform in March 2025, and a strong relationship of trust has developed, including LOI agreement between the parties. He resides in London, close to Matthew Wright, and complements in terms of skills set, age, experience and culture - to make the team complete, balanced, and the project poised for successful long-term global implementation.

### **Note:**

Domain Knowledge: Based on the complexity of the MCQ analysis and profiling, we might want to enhance his understanding of how to implement algorithms to generate accurate personal profiles based on the responses and how to integrate these profiles with AI chatbots in a meaningful way. This may require some additional learning or research on his part, and we have equity provision for further technical resource acquisition.



POST SERIES A FUNDING ROUND  
GLOBAL SCALING  
CPO/CMO - DESIGNATE



## Jamie Malpass -

Senior Product Manager at  ITV

London, England, United Kingdom · [Contact info](#)



ITV

Marketing Week Mini MBA  
with Mark Ritson

### About

Results-driven Product Manager with over 10 years of experience in managing the entire product lifecycle, from ideation to launch. Strategic, user-centric and data-driven, I'm passionate about building products that solve real problems and drive business growth.

### Experience



ITV

4 yrs 3 mos

- Senior Product Manager  
Nov 2004 - Present · 6 mos

- Product Manager  
Full-time  
Feb 2021 - Nov 2024 · 3 yrs 10 mos  
London, England, United Kingdom



Marketing Consultant

Freelance, Self Employed · Freelance  
Mar 2020 - Feb 2021 · 1 yr



International Brand Activation Manager ·

Nando's UK & IRE · Full-time  
Apr 2017 - Sep 2019 · 2 yrs 6 mos  
London, United Kingdom



Project Manager - Africa

pladis Global · Full-time  
Oct 2015 - Dec 2016 · 1 yr 3 mos  
London, United Kingdom

### International Product Manager

United Biscuits · Full-time

Apr 2013 - Oct 2015 · 2 yrs 7 mos  
London, United Kingdom

### Co Founder

Catwalk Ready

2010 - 2013 · 3 yrs

### Education

#### MiniMBA

2020 - 2020

Grade: A with distinction (Top 2%)



University of Bristol

Spanish BA

2006 - 2010

Grade: 2:1

### Honors & awards

#### Santander Scholarship Award

Issued by Santander Bank - Jun 2008

Associated with University of Bristol

### Skills

#### Product Launch

### Recommendations



Maria Reynaldi · 

Head of International Business at Nando's - Category Director

May 1, 2020 · [View profile](#) · [See activity](#)

Jamie is a passionate and dedicated professional with a rare combination of creativity and drive for marketing strategy implementation. She has been a valuable member of our international Nando's team, making a difference in our marketing strategy development analysis and insights to drive next stage of growth, but also in launching global media platforms for our brands. Her easy delivery of unscripted and technical skills will make her an asset to the next organization she joins.



Angela Chowning · 

Senior Innovation, Programme and Project Management | Communications | PR | International | PM&O

March 6, 2017 · [View profile](#) · [See activity](#)

Jamie is a positive and creative manager with a 'make it happen' attitude that is well known in any team. I had the great pleasure of being Jamie's line manager and manager's manager during her time at United Biscuits International and what clicked in her project and product management capabilities. Jamie grasped the fundamentals of the role quickly, partly due to her related background setting up her own business - Catwalk Ready. She is bright, always ready for a challenge, and great at building relationships which benefit her projects internally and externally.



## Jamie Malpass Wright Profile (CPO - Designated, post Series A funding round)

### Product Leadership Expertise:

- **ITV Product Management Experience:** Leading product strategy for major streaming platform (ITV X) with millions of users - directly applicable to scaling Destiny-Gram's user experience, using AI applications
- **International Product Launch:** 10+ years managing product lifecycles from conception to global deployment, essential for Destiny-Gram's university-to-professional market expansion
- **User-Centric Design:** Proven track record building products that engage diverse audiences, critical for our student-to-professional user journey

### Marketing & Brand Development:

- **Brand Activation Leadership:** International brand campaigns and marketing consultant experience - vital for establishing Destiny-Gram's ethical AI positioning against Big Tech competitors
- **Digital Marketing Expertise:** Modern marketing strategies for tech platforms, essential for student acquisition and university partnership marketing
- **Multi-Market Experience:** Global product and marketing experience supports international university expansion strategy

### Strategic Family Advantage:

- **Life Relationship:** Deep understanding of his father (Greg's) vision and company culture, ensuring seamless long-term leadership transition
- **Generational Bridge:** Millennial perspective connecting with core student demographic while respecting foundational vision
- **Technical-Business Translation:** Product management background enables effective communication between technical team and business strategy

### Long-Term Value:

- **Succession Planning:** Natural leadership evolution as Greg transitions from operational to advisory role
- **Innovation Pipeline:** Young perspective on AI trends and user expectations driving product roadmap
- **Stakeholder Credibility:** Professional track record provides university and investor confidence in leadership depth

Jamie represents the perfect combination of proven product expertise, marketing acumen, and family commitment essential for Destiny-Gram's evolution from startup to global platform.