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Investment Opportunity

A Universal Identity & Trust Layer for AI

“Transforming the £150BN AI Personalization Market through Constitutional Memory”



DESTINY-GRAM REVENUE PROJECTIONS

PRESENTED BY

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DESTINY-GRAM

Strategic Investment Opportunity

Universal Identity & Trust Layer for AI

Transforming the £150 Billion AI Personalization Market

THE OPPORTUNITY

Market Inflection Point: AI adoption has reached critical mass, but personalization requires surrendering personal data to tech giants. Destiny-Gram solves this with user-controlled "Constitutional Memory" - enabling hyper-personalized AI while maintaining complete data sovereignty.

The Numbers That Matter:

- **78%** of users want AI personalization
 - **82%** fear data misuse (the "Privacy Paradox")
 - **62%** improvement in AI response quality (validated)
 - **£35M** projected revenue by Year 5
 - **100M+** potential global users within 6 years
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STRATEGIC ADVANTAGES

Technical Moat

- **900+ pages** of enterprise-grade code (3 years development)
- **Immediate deployment** capability - no development delay
- **API-based architecture** works across all AI platforms
- **Bank-level encryption** with constitutional privacy design

Market Position

- **First-mover advantage** in structured AI personalization
- **Regulatory alignment** with EU AI Act and GDPR requirements
- **Academic validation** through university research partnerships
- **Strategic database:** 765 US universities covering 12-14M students

Competitive Barriers

- **Constitutional Memory:** Ethical alternative to surveillance-based AI
 - **Cross-platform compatibility:** Universal identity layer for all AI systems
 - **Enterprise liability protection:** Organizations avoid data storage risks
 - **Network effects:** User profiles become more valuable at scale
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REVENUE MODEL

Three-Tier Strategy

1. **Student Subscriptions:** £12-£60 annual (accessible pricing, high volume)
2. **University Enterprise:** £15K-£200K annual (institutional licensing)
3. **Professional Market:** £120-£600 annual (post-education expansion)

Financial Projections

- **Year 1:** £120K (pilot validation)
- **Year 2:** £5M (proven concept)
- **Year 3:** £10M (market penetration)
- **Year 4:** £22M (scaling phase)
- **Year 5:** £35M+ (market leadership)

Unit Economics

- **LTV:CAC Ratio:** 5:1 to 9:1
 - **Gross Margin:** 80%+ (improving with scale)
 - **Payback Period:** 3-6 months
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THE TEAM

Proven Leadership

- **Greg Malpass** (Founder/CEO): LBS/NYU MBA, 25+ years international business, £10B+ deal experience
- **Subrahmanya Beladakere** (CTO): AI/ML specialist, recruited via Y-Combinator platform, committed since March 2025
- **Lefty Panayiotou** (Interim President): Experienced interim CEO for fundraising and business development

Advisory Network

- **University partnerships** in development (LBS, City St George's, UCL)
 - **Government connections:** UK AI Safety Institute relationships
 - **Strategic alliances:** Discussions with Anthropic, Microsoft, Darktrace
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INVESTMENT THESIS

Why Now?

- **AI memory wars:** ChatGPT vs Claude driving demand for personalization solutions
- **Privacy legislation:** EU AI Act creates regulatory necessity for user-controlled data
- **Market timing:** 18-24 month head start before Big Tech surveillance models dominate
- **Academic validation:** University partnerships provide enterprise credibility

The £10 Billion Pathway

Phase 1 (Years 1-5): Education market validation → £35M ARR

Phase 2 (Years 6-10): Professional market expansion → £10B+ opportunity

Exit Options: Strategic acquisition by Microsoft/Anthropic/Google or IPO at £500M+ scale

Risk Mitigation

- **Diversified revenue:** Student + enterprise + professional tiers
 - **Academic foundation:** University partnerships provide stable validation
 - **Multiple exit paths:** Technology valuable across education and professional markets
 - **Technical assets:** Existing code base eliminates development risk
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FUNDING REQUIREMENT

Investment Need: £500K

Purpose: MVP development and market validation through 18-month academic partnership program

Use of Funds

- **Team expansion:** £125K (technical and operational hires)
- **R&D completion:** £125K (MVP finalization and testing)
- **Sales & Marketing:** £250K (university partnerships and user acquisition)

Return Framework

Multiple attractive structures available:

- **Equity participation:** Direct shareholding with Series A upside
 - **Convertible instruments:** SAFE or convertible debt with preferential terms
 - **Revenue sharing:** Fixed return plus equity participation
 - **Strategic partnership:** Joint venture with technology leadership via licensing
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COMPETITIVE LANDSCAPE

Current Solutions Are Inadequate

- **ChatGPT Memory:** Platform-controlled data retention
- **Google/Microsoft:** Generic personalization without user sovereignty
- **LinkedIn Learning:** Static profiles, no AI integration
- **University Systems:** No cross-platform AI personalization

Destiny-Gram's Differentiation

- **User-controlled data:** Complete sovereignty over personal information
 - **Universal compatibility:** Works with all AI platforms (Claude, ChatGPT, Copilot)
 - **Academic credibility:** Research-backed effectiveness validation
 - **Enterprise focus:** Reduces institutional liability while improving outcomes
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MARKET VALIDATION

Proven Demand

- **Independent AI Assessment:** "Could become the LinkedIn of AI personalization"
- **Academic Interest:** University partnership discussions active
- **Student Feedback:** 62% improvement in AI interaction quality
- **Enterprise Need:** GDPR compliance + productivity enhancement

Strategic Database Advantage

- **765 US universities** in existing database
 - **12-14 million students** accessible through warm relationships
 - **Immediate market entry** without cold outreach
 - **Scalable framework** for international expansion
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EXIT STRATEGY

Strategic Acquisition Targets

- **Microsoft/LinkedIn:** 900M professional users need AI personalization
- **Anthropic/Claude:** Constitutional memory aligns with constitutional AI principles
- **Google/OpenAI:** Universal identity layer for AI platforms
- **Education Giants:** Coursera, Blackboard, Canvas integration opportunities

Valuation Multiples

- **Current Assessment:** £1.5M-£2.5M pre-money (Claude AI evaluation)
 - **Series A Target:** £10M-£25M (18-month timeline)
 - **Strategic Sale:** £500M-£1B (15-25x ARR typical for AI platforms)
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THE ASK

Investment Opportunity: £500K for 18-month bridge to Series A or strategic partnership

Investor Profile: Visionary individual who recognizes the infrastructure opportunity in AI personalization before Big Tech dominates through surveillance models

Value Creation Timeline:

- **6 months:** University partnerships established
- **12 months:** MVP validated with 1,000+ student users
- **18 months:** Series A funding or strategic partnership negotiations
- **24-36 months:** Exit opportunity or continued growth funding

Why This Investment Wins

1. **Technical de-risking:** 3 years of development completed
 2. **Market timing:** 18-month regulatory window before compliance becomes mandatory
 3. **Academic validation:** University credibility accelerates enterprise adoption
 4. **Multiple exit paths:** Education, professional, or technology licensing opportunities
 5. **Defensive positioning:** User-controlled data creates sustainable competitive advantage
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NEXT STEPS

Immediate Actions:

1. **Investment commitment** and structure finalization
2. **Company registration** and banking setup (Destiny-Gram IP Ltd)
3. **Team activation** with Lefty as Interim President/CEO
4. **University partnership** acceleration with LBS/City St George's
5. **MVP completion** and student pilot program launch

Timeline: Investment to market validation in 12 months, Series A discussions by Month 18.

The Strategic Vision: Destiny-Gram becomes the universal identity layer that every professional needs to interact effectively with AI - a £10 billion infrastructure opportunity disguised as an education technology startup.

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"Constitutional AI deserves Constitutional Memory"

CONFIDENTIAL INVESTMENT OPPORTUNITY

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Destiny-Gram Ethical AI Personalization Platform 4 Page SUMMARY

Four-Page Summary



AI needs Constitutional Memory



[Destiny-Gram Holding Website](#)



[Claude-AI Analysis Links](#)