

INVESTORS

Destiny-Gram Website and Books

Potential Investors

Introductory E Mail

Subject: Innovative AI-Driven Personal Development Platform - Multi-Stage Investment Opportunity

Dear [Investor's Name],

I hope this email finds you well. I'm reaching out to introduce you to an exciting multi-stage investment opportunity at the intersection of AI, personal development, and edtech.

Destiny-Gram is a groundbreaking AI-powered platform paired with a transformative self-help book, "Your Impossible Mission Accomplished." We're targeting the rapidly expanding global AI and self-improvement markets, initially focusing on the 140 million millennials and Gen Z in the US.

Key Highlights:

- Two-stage, capital-efficient growth plan with significant return potential
- Stage 1 (16 months): Seeking \$120,000 seed funding for MVP and 10,000 users
- Stage 2 (8 months): \$325,000 for national scaling to 100,000+ users
- Stage 3 (3+ years): Potential for strategic partnership/acquisition with 3-year royalties of \$17M to \$72M
- Risk Profile (6 years): Pessimistic minimum expected net value of \$8M
- Proprietary AI-driven personal profiling system
- Integration of theoretical principles (book) with practical application (website)
- Early interest from US educational establishments

We're seeking visionary investors to join us in revolutionizing personal development through AI. I've attached a detailed synopsis of our project for your review.

Would you be interested in scheduling a brief call next week to discuss this opportunity further? I'm eager to share more about how Destiny-Gram is poised to transform the personal development landscape.

Best regards,

Greg Malpass, Founder, Destiny-Gram

Destiny-Gram Investment Opportunity Synopsis

Destiny-Gram: Empowering Personal Growth Through AI

Executive Summary: Destiny-Gram is an innovative AI-driven personal development platform combined with a transformative self-help book, "Your Impossible Mission Accomplished." This unique pairing creates a powerful tool for young adults navigating life's challenges and opportunities.

Vision: To empower over a million young adults annually to leverage our AI-assisted personal profiling and life-assessment tools, revolutionizing how they approach personal and professional growth.

Unique Value Proposition:

1. Proprietary MCQ/POV online questionnaire for comprehensive personal profiling
2. AI-powered life assessment generating personalized insights
3. Seamless integration of theoretical principles (book) with practical application (website) and Progress Tracking System of the same over time
4. Secure data synthesis methods ensuring user privacy and data protection

Market Opportunity:

- Target audience: 140 million millennials and Gen Z in the US
- Expanding global AI and self-improvement markets (valued at \$150BN+)
- Growing demand for personalized, tech-driven development tools

Intellectual Property: Our core IP, currently fully owned by Think Big Partnership, includes:

- Proprietary profiling algorithms
- AI-integrated assessment tools
- Secure data synthesis methods

Investment and Growth Strategy:

Stage 1 (16 months): \$120,000 seed funding

- Develop and launch MVP
- Targeted marketing to US-based Senior High Schools
- Secure 10,000 students from 50-100 schools at \$12 (90% discount)
- Proof of concept and initial user acquisition

Stage 2 (8 months): \$325,000 for national scaling

- Accelerated Development Programme
- Intense national marketing and web development
- Secure additional 100,000+ users by end of Year 2

Stage 3 (3+ years): Strategic partnership/acquisition

- Position for acquisition or partnership with major social networks or AI-chatbot companies
- Projected 3-year post-acquisition royalties: \$17M to \$72M

Financial Projections:

- Conservative estimate: \$8M revenue in 3 years
- Optimistic scenario: \$70M revenue in 6 years
- Book sales projection: Up to 1M copies annually
- Risk Profile (6 years): Pessimistic minimum expected net value of \$8M

Market Validation:

- Over 20,000 Senior High Schools in the US
- 6 million students in top 4 target states
- Market research indicates acceptable level of take-up for pilot tests

Next Steps: We invite you to schedule a call to discuss this opportunity in more detail. We can provide a full pitch deck, financial projections, and answer any questions you may have about our innovative approach to personal development in the AI era.

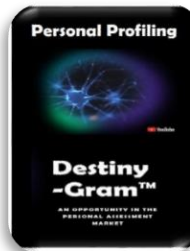
Links to Presentations are attached and a full Information Memorandum is available, upon expression of interest.

Thank you for your consideration. We look forward to potentially partnering with you in this exciting venture.

Greg Malpass, Founder, Destiny-Gram

Presentations

Website and Books Concept Video and Introductions to AI-Profiling



Website and Books Videos and Business Presentation to Literary Agents



Business Concept Introductory Presentations



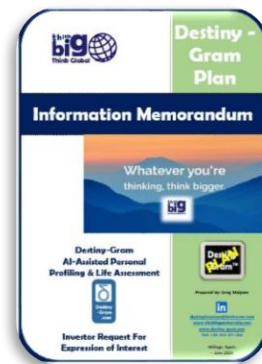
Project Briefing



Founder Greg Malpass Bio



Information Memorandum



Available on request



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