



Destiny – Gram™ Plan

Business Overview



**“Assessment of
A Life - Yours!”**

Destiny-Gram



AI-Life Assessment Solutions



Prepared by: Greg Malpass



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Málaga, Spain

– April 2023



Destiny-Gram Plan
Business Overview –
Contents



BUSINESS OVERVIEW CONTENTS



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**"Destiny is not a matter of Chance, it is a matter of Choice.
It is not a thing to be Waited for, it is a thing to be Achieved."
- William Jennings Bryan**



The Destiny-Gram 'LAST' Test
Frequently Asked Questions
Message from the Founder

Destiny
-Gram
.com



'A LIFE ASSESSMENT SOLUTIONS TEST'

What is Destiny-Gram?

An On-line Life Assessment Test designed to help individuals understand their Personality Traits, latent Abilities and Desires, and make important Life Decisions to move forward with Personal Development and Happiness in mind.

How will Destiny-Gram help me?

It will help you go beyond a basic 'Personality Assessment' designed to understand and improve yourself - to a 'Life Assessment' - to help you make 'Life Decisions', based on exploring in-depth your true Character, Skills, Desires, and Passions and concluded purely on your own Values and Criteria, not those of Others, Potential Employers or Partners.

How is Destiny-Gram different?

Destiny-Gram is the only 'Life-Assessment Solutions Test' (LAST) on the market which employs Self-Assessment techniques linked to AI to help individuals make important Life and Career Decisions about themselves, not based on what others are seeking. Destiny-Gram's method of integrating Algorithms and comprehensive Personal Data will generate a completely new Offering in the Global Personality Assessment Solutions Market.

How does Destiny-Gram do what it says?

It uses 'Personality AI and Personal Data Analytics' to analyse your Input via Questionnaire Responses, Online Footage (LinkedIn, Facebook, Twitter, Instagram), Your Resume, Demographic Data, Real Life Desires & Observations- outputting Personality Insights and providing a bespoke Personal Destiny Feedback Report, based on AI assisted Self-Analysis not independent Advice.

Is my Data Secure?

Destiny-Gram is committed to making sure your Personal Data is secure. To prevent unauthorized access or disclosure, Destiny-Gram has technical and organizational measures to safeguard and secure your personal data with the latest online security and highest level of SSL encryption.

What is the Cost?

A secure one-off online charge of US\$12 is levied by credit or debit card per test. There are no other hidden charges.

Why is the 'Life Assessment Solutions Test' worth taking?

It takes approximately 60 minutes, costs US\$12 and potentially has an important impact on your life decision making. It's your life, only you can assess and decide that- after all the Output will be based on your own Input. If you are dissatisfied with the test itself, we will happily refund your money.



'A MESSAGE FROM THE FOUNDER'

"You may be motivated to lie in a 'Personality Assessment Test' completed for a prospective employer or partner - to enhance your perceived image or opportunity in life. You may fool yourself in a 'Self-Assessment Test' completed purely for yourself, with your conscious mind's rationalizing and logical thinking about your environment, abilities, and circumstances. But your subconscious mind will never allow you to lie to yourself in an honest Destiny-Gram 'Life Assessment Solutions Test', once you have understood your deeply held Fears, Beliefs, Desires and put them into context with your Abilities and Reality. Only then will your voluntary actions result in and be responsible for making the right decisions to create your truly desired Destiny. Maybe a 'LAST' Solution."

Greg Malpass, Founder Destiny-Gram



Destiny-Gram Plan Frequently Asked Questions



PROBLEMS AND SOLUTIONS

The Problem

PERSONALITY IS TO A MAN
WHAT PERFUME IS TO A FLOWER
- CHARLES SCHWAB

Currently Obsessed with Recruitment-Based Personality Tests

TOP FIVE REASONS FOR PERSONALITY TESTS

AN INTRODUCTION
Destiny-Gram™
AN OPPORTUNITY IN THE PERSONAL ASSESSMENT MARKET

The Solution

Is The Opportunity

..to Help the Individual to Go Beyond Personality Assessment, Explore Individual Skills & Desires & Assess Personal Destiny using AI

Nobody Knows Me! Except You!

Jung Typology Test

I am Who I Dream to Be

How Do You Know?

I Want to be Me!

Who Are You?

How to Interpret the results of a 16 personality type assessment

Please Don't Try To Analyze Me!

5 Global Online Personality Types

Who Knows You?

Let's do it right. Let's do it from. Let's do it to a game plan.

DISC

I am Me!

And I Assess Myself

SELF ASSESSMENT

The How

AI

Data Analytics
MCQ with answers

"Personality AI takes multiple types of inputs—on-line footage, demographic data, real life desires and observations, questionnaire responses- and outputs personality insights."

YOU



Leading to

Artificial Intelligence Algorithm

Defined Destiny

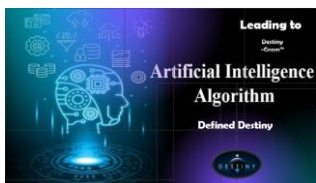
**"Personality, too is Destiny."
- Erik H Erikson**

INTERACTIVE WEBSITES

Destiny-Gram™
Destiny-Gram Plan
Business Overview



BUSINESS MODEL
Business Overview



Link:



“Destiny-Gram’s method of Integrating Algorithms and comprehensive Personal Data will generate a completely new Offering in the Global Personality Assessment Solutions Market.”

– Greg Malpass, Think Big Partnership

Destiny-Gram™ will be a bespoke Online interactive Personal Development Website Business employing Personality Artificial Intelligence and Data Analytics (AIDA). The Website will take multiple types of inputs - online footage, demographic data, real life desires, abilities and observations, questionnaire responses - and output Personality Insights and feedback with Self-Assessed recommendations for key future Personal Life and Career decisions.

Destiny-Gram™
Sponsor/Promoter



SPONSOR
Think Big
Partnership

Link:



Think Big Partnership

Updated today 4:47 PM

Think Big Partnership is developing a Personal Development Website Business to help individuals Self-Assess using AI.

Problem

Competitor On-Line Personality Tests are geared to Corporate Recruitment Sector & only provide Personality Type Analysis relevant to Recruiter's interests and provide the User with little Personal Insight to help him/her make important Career and Life Decision Options based on Character, Abilities, Desires, Values & Interests - not just Personality

Solution

'Personality AI' will be offered using multiple types of inputs- Analysing Online Footage/Links to Social Networks, Questionnaire Responses, Demographic Data, real life Desires and Observations- outputting Personality Insights and exploring Life & Career Decisions open to the Individual with Feedback on Self-Assessed input analysed Destiny Options.

Business

Prepaid Online Tests charged at £10 per Test per User. Projected Users 100,000 pa by Year 2, representing 0.125% of Global Market, generating £1m pa of Revenues, with Target of 50% CAGR, generating £5m pa within 5 Years, at Budgeted 50% Net Margin.

Market

Global Market for 'Cloud-based Personality Assessment Solutions' is US\$7.5bn and 80 million Test are take per year. The Individual Student/Employee/Individual is the customer who will be marketed to via SMM, Press Releases, Online Ads, YouTube etc.

Accomplishments

A Full RFP for the Programming of the Website has been prepared; also a Synopsis/Investor Proposal with Market Information- and Requests for Expression of Interest from Investors and Literary Agents. First REOI is being issued.

Founded Apr, 2016

www.thinkbigpartnership.com

destinyinvestors@btinternet.com

MVP/Seed Stage

Other

Human Resource & Employment

AI, Data analytics

B2B, B2C, B2B2C

Capital seeking (£): 175,000 - 375,000

Already raised of current funding round 0

Registered/incorporated: No

Address: London

Company contact

GREGORY MALPASS

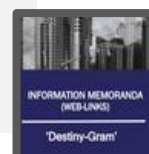
Links:



RFP Website
Design Brief



Investor
Memorandum



Project Info
Web Links

"It is not in the Stars to hold our Destiny, but in Ourselves."
- William Shakespeare.



Destiny-Gram
Website & Books
(Example Homepage Design)



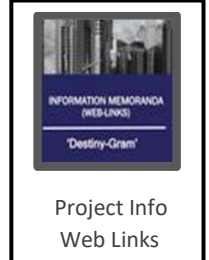
BUSINESS WEBSITE & Books



Link:



Link:



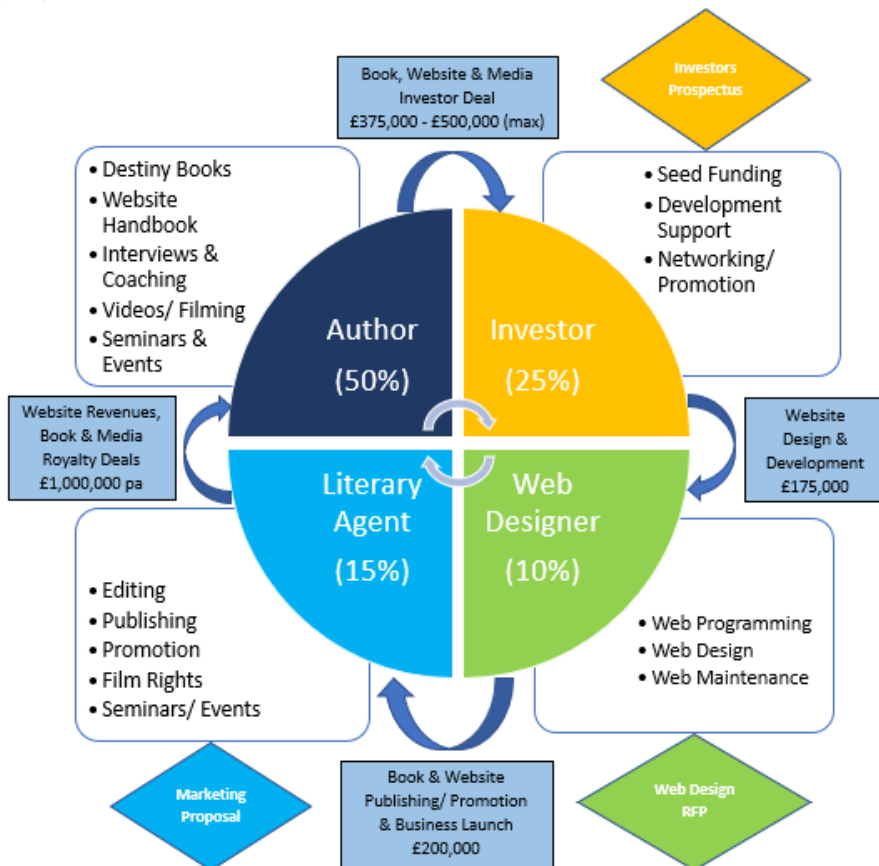
Proposed Partners Roles
(Investor, Programmer,
Literary Agent, Author)



PARTNERS' ROLES Website & Books



Link:



Link:



Link:



Link:



"Make your Own Destiny. Successful and Happy People are those who end up doing what they probably always really wanted to do, and are doing it on Purpose, with Purpose, with Maximum Effort and to Maximum Effect."

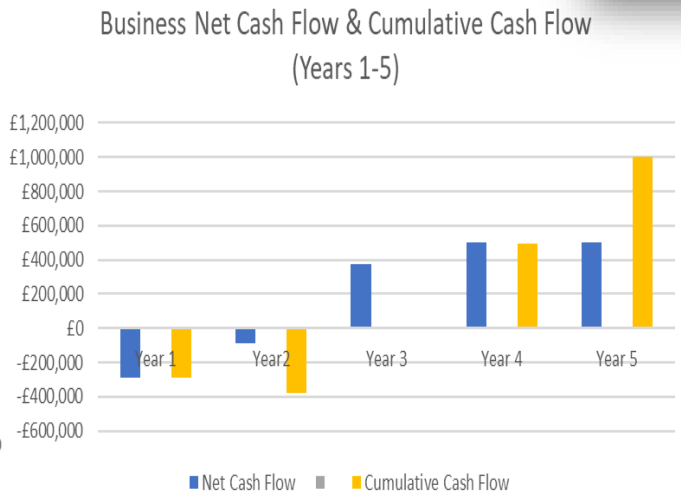
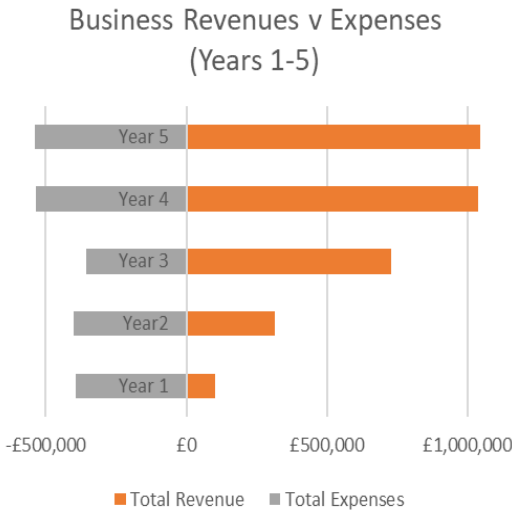
- Greg Malpass



Proposed Budget
(£1m Revenues within 3 Years)



BUDGET FORECAST
Base Case-Conservative



5-Year Cash Flow Forecast (Base Case-Conservative)

BASECASE

	Year 1	Year2	Year 3	Year 4	Year 5
Book Sales (£)	£25,400	£152,400	£285,750	£357,187	£446,485
Web Test Charges (£10)	£100,000	£300,000	£700,000	£1,000,000	£1,000,000
Income/Sales					
Web Test Charges (£10)	£100,000	£300,000	£700,000	£1,000,000	£1,000,000
Book Sales Author Royalty (10%)	£2,540	£15,240	£28,575	£35,719	£44,649
Total Revenue	£102,540	£315,240	£728,575	£1,035,719	£1,044,649
Total Expenses	-£395,000	-£400,000	-£355,000	-£535,000	-£540,000
Film Production	£0	£0	£0	-£250,000	-£250,000
Web Development	-£150,000	-£50,000	-£50,000	-£50,000	-£50,000
Web Maintenance		-£60,000	-£60,000	-£60,000	-£60,000
Overheads					
Launch & Promotion	-£175,000	-£175,000	-£100,000	£0	£0
Salaries & Agent Fees	-£40,000	-£80,000	-£120,000	-£150,000	-£150,000
Travel & Subsistence		-£25,000	-£15,000	-£10,000	-£10,000
Book Editing	-£25,000				
Office Costs/Utilities/Insurances	-£5,000	-£10,000	-£10,000	-£15,000	-£20,000
Total Expenses	-£395,000	-£400,000	-£355,000	-£535,000	-£540,000
Net Cash Flow	-£292,460	-£84,760	£373,575	£500,719	£504,649
Cumulative Cash Flow	-£292,460	-£377,220	-£3,645	£497,074	£1,001,722

Investor Return (US\$)
(Based on 25% equity stake, US\$450k loan, 3-year payback, 10-year project Cash Flow @ 25% CAGR, No Residual Value)

ROI **BASECASE**
ROI (based on 10vrs Cash) **37%**
NPV (@10% Cost of Capital) - \$ 2 mill
\$1,996,251

Minimum US\$2,000,000

Link:



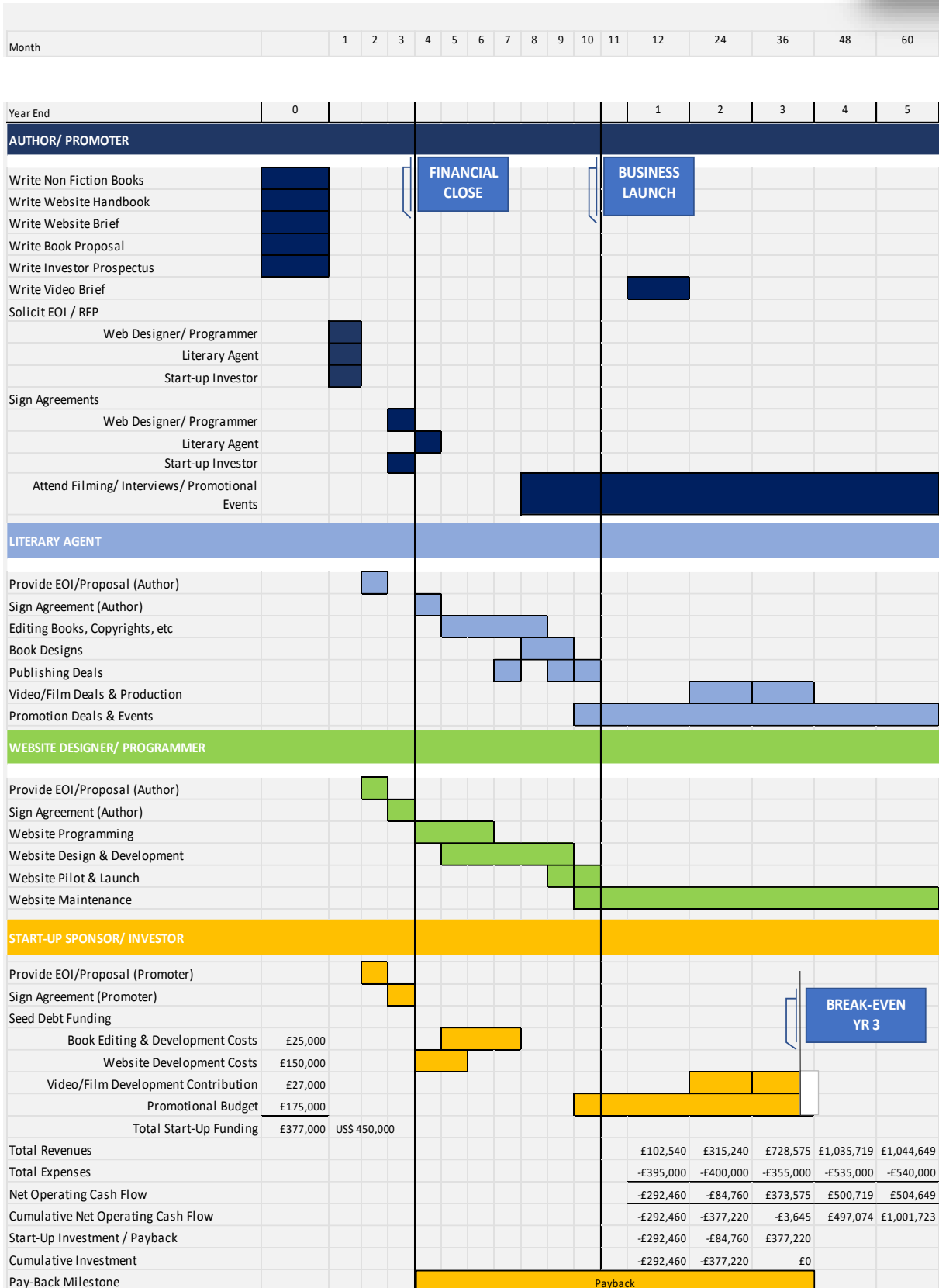
“You don’t have to be great to start, but you have to start to be great.”
- Zig Ziglar



Proposed Schedule/Program
(Business Launch by July 2023)



TARGET PROGRAM
3-Year Payback



“The greatest pleasure in life is doing what people say you cannot do.”
- **Walter Bagehot**



Destiny-Gram Plan Summary (Business Pitch)



SUMMARY **Website Business & Books**

Summary

Destiny-Gram™ will be a bespoke Online interactive Personal Development Website Business employing Personality Artificial Intelligence and Data Analytics (AIDA). The Website will take multiple types of inputs - online footage, demographic data, real life desires, abilities and observations, questionnaire responses - and output Personality Insights and feedback with Self-Assessed recommendations for key future Personal Life and Career decisions.

Problem

Competitor On-Line Personality Tests are geared to Corporate Recruitment Sector & only provide generic Personality Type Analysis relevant to Recruiter's interests & provide the User with little Personal Insight to help him/her make important Career and Life Decisions based on Character, Abilities, Desires, Values & Interests - not just Personality.

Solution

'Personality AI and Personal Data Analytics' will be offered using multiple types of inputs- Analysing Online Footage, Questionnaire Responses, Demographic Data, real life Desires & Observations- outputting Personality Insights and exploring Life & Career Decisions open to the Individual with Feedback on Self-Assessed input analysed Destiny Options. A self-generated 'Life Assessment'.

Unique Selling Point

Destiny-Gram's method of Integrating Algorithms and comprehensive Personal Data will generate a completely new Offering in the Global Personality Assessment Solutions Market offering tangible life and career decision tools. In terms of protection, the AI & Data Analytics will be protected by high level online security & SSL encryption. There will also be Copyright & Trademark protection.

Business

The Website Business would generate Prepaid Online Tests charged at US\$12 per Test per User. Projected Users 100,000 per annum by Year 2, representing 0.125% of Global Market, generating US\$1.2 million revenue per annum, with Target of 50% Compound Annual Growth Rate (CAGR) generating US\$6 million per annum within 5 Years, at Budgeted 50% Net Margin.

Four related Books, written to complement the Website, offer a smaller market opportunity in their own right. The niche Book Business owned by Destiny-Gram would be developed in parallel, off the back of the success of the Website Business. A conservative expectation of Book Sales is 5,000 each Title by Year 2, generating Book Sales retail income of US\$0.3 million (with Author Royalties expected at 10%).

Total Investor Return on Investment (ROI) 37%. Net Present Value (NPV) US\$2 million. (Based on 25% equity stake, US\$450,000 loan, 3-year payback, 10-year project Cash Flow @ 25% CAGR, No Residual Value).

Market

Global Market for 'Personality Assessment Solutions' is US\$7.5 billion (Forecast to grow at 12.8% CAGR to US\$22.6 billion by 2031) and currently 80 million Tests are taken per Year. The Individual/Student/Employee will be the Customer who will be marketed to via Social Media Marketing (SMM), Press Releases, Online Ads, YouTube, etc.

"If you want something you have never had, you must be willing to do something you have never done."
- Thomas Jefferson

The Global Market for the Non-Fiction Books with relevant Self-Help, Biography, Psychology and Political Science Genres amounts to US\$16.6 billion worldwide, and over one £1 billion in the UK.

Forward Strategy

A Full Request for Proposal (RFP) for the Programming of the Website has been prepared; an Investor Memorandum/Proposal with Market Information, and Requests for Expression of Interest (REOI) from Investors and Literary Agents are ready to be issued. The Business Launch would follow 6-months of Website Development after Financial Close.

A top Literary Agent will be appointed to lead the whole Marketing Initiative and ensure/ maximise access to the Publisher and wider Media Market for the Website and Books, on most favourable terms. Following the 6-month Website Development and Launch, and during the subsequent 12-month Business Promotion, a Film/YouTube Promotional Video would be produced, and further income could be expected from Media Coverage, Seminars and Promotional Events.

An Investor is sought to help Fund the Development and Marketing of the Interactive Website, Editing and Publishing and Marketing of the Books and the subsequent Production and Marketing of future Film/YouTube Promotional Video(s), and Brand Awareness.

 **Destiny-Gram Plan Links**

YouTube Introduction



Links
WEB LINKS
Supporting Documents



Think Big Partnership

PDF Business Plan Pitch



Executive Summary



Investor Memorandum



The screenshot shows the Think Big Partnership website. At the top, it says 'think big Think BIG Partnership PROMOTION & ADVICE ON TRADE & INVESTMENT'. Below that is a navigation menu with links for Home, Our Approach, Our History, Leadership, Projects, Reports, and Contact Us. A central banner reads 'We Work as Independent Consultants giving Trade & Investment Advice to Public and Private Clients Worldwide'. The 'STRATEGIES THAT WORK' section lists 'SEEKING ADVICE is wise' and 'INVESTMENT - TRADE - RESEARCH - INNOVATION'. Testimonials from Aleksandar Petrovich (Managing Partner, Americas & Partnership Attorney) and Greg Malpass (Managing Partner, Europe) are featured. A globe icon and a 'Global Trade' logo are also visible.

All Links also available on www.ThinkBigPartnership.com

“When someone tells me ‘no’, it doesn’t mean I can’t do it, it simply means I can’t do it with them.”
- **Karen E. Quinones Miller**



Website Programmer RFP



Business Cash Flow Budget



Book Proposal



Project Website Links



Sample Think Big Partnership Industry Publication



Founder



Competitor Companies



- Aon plc.
- Paradox
- Criteria Corp.
- Development Dimensions Intl, Inc.
- Franklin Covey Co.
- Hogan Assessment Systems Inc.
- Mind Gym plc
- Persona Labs
- SHL
- Sigma Assessment Systems Inc.
- The Myers & Briggs
- Traitify, Inc.
- TTI Success Insights
- Gallup, Inc.
- Crystal Project, Inc.
- Mercer LLC.
- Enneagram Institute

The Personality Assessment Solutions Market Analysis

Market Research Links



Personality Test Companies Study



Competitor Personality Tests



Think Big Partnership



History



Resume



Greg Malpass
Managing Partner
Think Big Partnership

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www.thinkbigpartnership.com

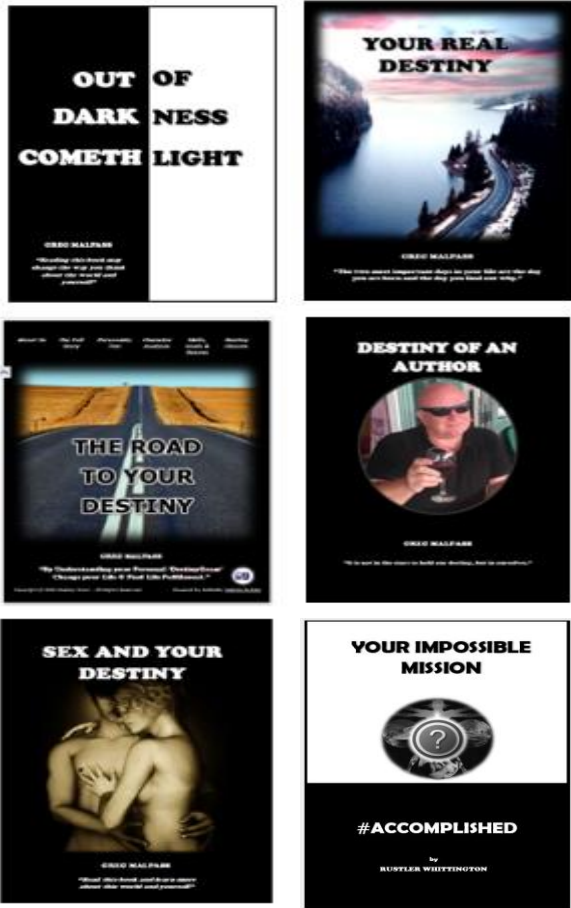
Tel: +44 7715 654280

"If people are not laughing at your goals, your goals are too small."
- Azim Premji

Destiny-Gram™
Destiny-Gram Plan
Destiny Books



**DESTINY BOOKS
In Discussion with
Literary Agents**



Author of
"OUT OF DARKNESS COMETH LIGHT"
"YOUR REAL DESTINY"
"SEX AND YOUR DESTINY"

Greg Malpass - has a BSc in Civil Engineering from the City University London and studied for an MBA at London Business School and New York University. His career spanned 40 years as an International Businessman, working with Multi-National Groups in Infrastructure Sectors, and the UK Government's Department for International Trade, in over 60 countries. In 2020, during the Global COVID 19 Pandemic, he launched his new career as a Writer and Coach on Personal Development. This is his story about how he got there.



**Destiny-Gram will
own all Rights to
Think Big
Destiny Books**

**"I am not what happened to me, I am what I choose to become."
- Carl Gustav Jung**

AN INTRODUCTION

Destiny-Gram™

AN OPPORTUNITY IN THE PERSONAL ASSESSMENT MARKET

The Why

Personality Assessment Solutions Market 2022-2027

12.8% CAGR
22.56Bn

A Large Growth Market

Global Market US\$22.6 Billion
13% CAGR

The But

With several Established Players

Myers-Briggs, The Enneagram

The Because

Dominated by The Corporate Recruitment Sector

70% of Fortune 500 Companies

The Problem

PERSONALITY IS TO A MAN WHAT PERFUME IS TO A FLOWER
- CHARLES SCHWAB

Currently Obsessed with Recruitment-Based Personality Tests

TOP FIVE CORPORATE PERSONALITY TESTS

The Solution

Is The Opportunity

..to Help the Individual to Go Beyond Personality Assessment, Explore Individual Skills & Desires & Assess Personal Destiny using AI

The How

AI

Data Analytics
MCQ with answers

"Personality AI takes multiple types of inputs—on-line footage, demographic data, real life desires and observations, questionnaire responses—and outputs personality insights."

The Detail

Destiny-Gram™ CRM/User Analytical Methods to *Profile* the User incorporate Analysis of Input from utilizing Our Algorithms Developed from related Integrated Data Tables, and Links to External Databases and Social Networking Sites. Data Collection and Analysis will include not only answers to Personality based questions and perceived areas for Personality Development— but also Values, Interests, Abilities, Desires, Ideas and core analyzed with Psychographic Profiling, Demographic, Behaviour, and Lifestyle inputs from Questionnaires, Database and Social Networking Sites.

Destiny-Gram™

"Deals with the Details"

The Result

Moving On

..from Personality Analysis to Character, Ability & Passions - Based "Life Assessment"

Leading to

Artificial Intelligence Algorithm

Defined Destiny

Leading to

Artificial Intelligence Algorithm

Defined Destiny

How Do You Know?

Who Knows You?

Nobody Knows Me! Except You!

I am Who I Dream to Be

I Want to be Me!

They Want to Be Them And Good For Them

Self-Assessment

Please Don't Try To Analyze Me!

5 Global Online Personality Types

I am Me!

And I Assess Myself

SELF ASSESSMENT

To Choose my own Destiny!

Because I am an Individual

2,500 PERSONALITIES

I know What I Want to Do and Who I Want to Be

"Destiny is Not a Matter of Chance it is a Matter of Choice."

The Books

The Website

The Who

Destiny-Gram™

"Helping You Define Your Own Future"

Think Big Partnership

LinkedIn

Greg Malpass
International Mergers & Acquisitions Consultant, Trade & Investment Adviser and Author
New York University

View profile



“Your life cannot be repeated. It is now or never, so find out who you are, what your heart longs to achieve, and then sail away from safe harbours and explore your greatest dreams.”

- Destiny-Gram

Owned by



April 2023



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