The Destiny-Gram Plan Investor REOI – Executive Summary

PERSONAL PROFILING & AI-ASSISTED LIFE ASSESSMENT PLATFORM INFORMATION MEMORANDUM

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"Overall, the Destiny-Gram Personal Profiling concept presents an innovative approach to personal and professional development, leveraging the power of AI and data integration. It will provide a solid foundation for future AI-Chatbot assisted analysis, mentoring and soliciting personalized recommendations, tailored to the user's unique personality, interests, and abilities. With proper implementation and user-friendly AI-interface, it could potentially offer insights and guidance to millions of individuals seeking to unlock their full potential and create their own paths to success."

MVP PROJECT – INFORMATION MEMORANDUM DOCUMENT REOI - CONTENTS

(Full document available upon request subject to NDA)

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REQUEST FOR EXPRESSION OF INTEREST

"A Personal Profiling and AI-Assisted Life Assessment Platform"

Objective: Develop and launch an MVP website that empowers users to create comprehensive personal profiles through an intuitive online questionnaire (covering personality types, character traits, core skills, and life goals/passions as well as education, experience and qualifications). By integrating with AI chatbots, Destiny-Gram will use AI to analyse user data to generate personalized Profiles and growth strategies, and subsequently enable tailored AI chatbot mentoring for life and career decisions with advice highly relevant to the user's unique profile

Key Financials: Destiny-Gram offers a two-stage, capital-efficient growth plan with significant return potential:

- **Stage 1 (16 months): $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 : $8M**

The Stage1 Pilot Business Launch and Proof of Concept would cover the $120K cost of building the MVP Platform, and targeted Marketing of Principals at selected US-based Senior High Schools, to secure 10,000 students from 50-100 schools signing up for the Destiny-Gram Pilot Tests at a (90% discount) discretionary rate of $12. Market Research of targeted US Senior High Schools has indicated that there will be an acceptable level of take-up. There are over 20,000 Senior High Schools in the US, and 6 million students in the top 4 target States.

At Stage 2 Growth & Scaling would be achieved within 8 months, via an Accelerated Development Programme requiring $325K to undertake intense national Marketing/Web Development to secure a further 100,000 users by the end of Year2.

Future Prospects: By Stage 3, Destiny-Gram's unique value proposition and growing user base will position us as an attractive acquisition or partnership target for major social networks or AI-chatbot companies. Our proprietary AI-assisted profiling system will enhance their offerings, particularly in attracting younger demographics. Post-acquisition, we project 3-year royalties between $17-72M, based on commercial rates.

USP: Destiny-Gram's USP lies in its proprietary blend of comprehensive personal profiling with AI-assisted analysis, AI-chatbot integration for personalized mentoring, and user-controlled data sharing. This trifecta enables personalized networking, self-assessment, and growth insights unmatched by current social platforms. For instance, it could help LinkedIn attract and retain younger users by providing the depth of personal insights their profiles currently lack.

Risk Mitigation: Even without a corporate partnership, our robust business model ensures profitability. Conservative projections indicate payback of $445K start-up funding by end of year 2, and a user base of 500,000 annual subscribers by Year 6, generating over $8M in cumulative net cash flow. This self-sustaining growth eliminates the need for further investment, showcasing Destiny-Gram's inherent value and market appeal.

FOUNDER'S INTRODUCTION

"I am Greg Malpass, a seasoned entrepreneur with a developing track record in AI and personal development technologies. Destiny-Gram is a pioneering AI-integrated platform set to redefine personal and professional growth for young adults. By seamlessly blending user-provided data with advanced AI analysis, Destiny-Gram offers individuals unprecedented insights into their personalities, characters, skills, passions and aspirations.

Core Value Proposition:

- Comprehensive self-assessment through intuitive MCQ and POV questionnaires
- AI-generated "Personal Profile" reports, offering deep personal insights
- Secure, anonymous profile sharing with AI chatbots for personalized mentoring
- Continuous profile updates to track personal growth and evolving aspirations

Unique Differentiator:

Destiny-Gram's ability to integrate user profiles with AI chatbots creates a symbiotic relationship between human input and machine intelligence. This synergy enables hyper-personalized guidance, far surpassing generic advice, and empowers users to make informed decisions aligned with their unique traits and goals.

Strategic Vision:

As we scale, Destiny-Gram will expand into a comprehensive ecosystem for personal growth, career navigation, and networking. Our commitment to data security and user-centric design will foster a trust-based community, attracting a diverse user base and positioning us for strategic partnerships or acquisition.

In an era where one-size-fits-all solutions fall short, Destiny-Gram stands as a beacon of personalized empowerment. We're not just building a platform; we're crafting individual roadmaps for success, one profile at a time.

Q&A- Potential Areas of Investor Concern:

Here are three critical questions/concerns potential investors might raise, along with responses providing assurance of their mitigation:

1. Question: How will Destiny-Gram ensure data privacy and security, given the sensitive nature of the personal information being collected and shared?

   Answer: Data privacy and security are our top priorities. We implement state-of-the-art encryption and anonymization techniques to protect user data. Our platform is designed with a user-centric approach, giving individuals full control over their data sharing. We adhere to the strictest data protection regulations and regularly undergo third-party security audits. Additionally, our business model is not based on selling user data, further reinforcing our commitment to user privacy.

2. Question: The market for personal development and AI-assisted platforms is becoming increasingly crowded. How does Destiny-Gram plan to differentiate itself and capture market share?

   Answer: Destiny-Gram's unique value proposition lies in our proprietary blend of comprehensive personal profiling algorithms, AI-integrated assessment tools, and secure user-controlled data synthesis methods. This combination enables a level of personalized networking, self-assessment, and growth insights unmatched by current platforms. Our focus on younger demographics, particularly students, fills a gap in the market that major players like LinkedIn have struggled to address. Our potential to enhance existing social networks' offerings also positions us as an attractive acquisition or partnership target, providing multiple paths to market success.
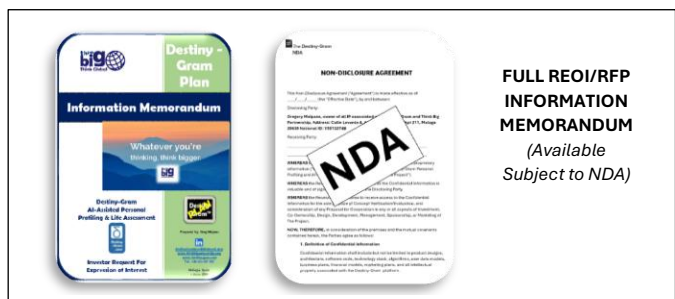
3. Question: The financial projections seem ambitious, especially the potential 3-year royalties of $17M to $72M post-acquisition. What's the basis for these projections, and how realistic are they?

   Answer: While our projections are ambitious, they're grounded in careful market analysis and conservative user growth estimates. The wide range in potential royalties reflects different scenarios of market penetration and user adoption. Even without a corporate partnership or acquisition, our business model ensures profitability. Our conservative projections indicate a user base of 500,000 annual subscribers by Year 6, generating over $8M in cumulative net cash flow. This demonstrates the inherent value and market appeal of our platform. The higher-end projections account for the significant value our proprietary AI-assisted profiling system could add to a major social network or AI company, particularly in attracting and retaining younger users. We're confident in our ability to deliver substantial returns, whether as a standalone company or through strategic partnerships.

Thank you."

Greg Malpass
Founder
September 2024

REOI/Full Information Memorandum:

FULL REOI/RFP INFORMATION MEMORANDUM
(Available Subject to NDA)

Links:

YOUTUBE VIDEO USA LAUNCH BY FOUNDER GREG MALPASS

YOUTUBE VIDEO PRESENTATION STUDENTS IN USA

VIMEO VIDEO PRESENTATION WORLD BUSINESS ANGELS FORUM

YOUTUBE VIDEO PRESENTATION TO LITERARY AGENTS

THESE YOUTUBE VIDEOS BEST DESCRIBE THE ETHOS OF THE DESTINY-GRAM PROJECT, ITS OBJECTIVES & POTENTIAL INFLUENCE

BOOK