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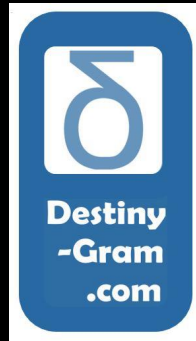


Destiny-Gram

“THE ROADMAP TO DESTINY”



MAIN REPORT



“THE ROADMAP TO DESTINY”

DISCOVER YOUR DESTINY. UNLOCK YOUR POTENTIAL.

Destiny-Gram is the social network of the future—one that helps you become the person you were meant to be. Our groundbreaking informed AI-Interface learns who you truly are and advises you and matches you with opportunities and people to help you thrive.

- **See Yourself Clearly:** Create a comprehensive profile and AI-generated virtual animated video that captures the full essence of your skills, passions, and aspirations. Destiny-Gram reveals your untapped talents and hidden potential.
- **Align Your Path:** Let your AI-informed Chatbot Interface use its insights to guide you. Discover fulfilling careers, relationships, and growth opportunities tailored to help you live your best life. Destiny-Gram shows you who you can become.
- **Connect Purposefully:** Leave superficial relationships behind. Destiny-Gram's intuitive matching algorithms connect you with people and groups that share your values and ignite your purpose. Collaborate, brainstorm, and make your dreams reality.

The future of social media is human empowerment. Destiny-Gram creates an uplifting community that unlocks every person's unique genius and catalyses positive change, transforming social media into a force for inspiration.

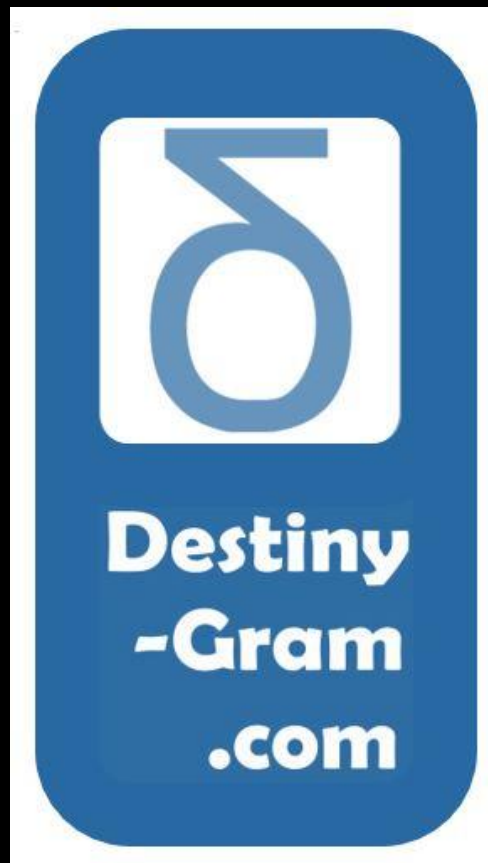
Join Destiny-Gram and transform your life. With our proprietary AI, access to vast datasets, and rapidly growing user base, our influence will be immense. Help us redefine social media's role in society. The opportunity is now. Back our vision and let's shape humanity's destiny together.

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**NEW SOCIAL NETWORKING SITE
CONCEPT VERIFICATION, MARKETING PLAN,
& WEBSITE DESGN BRIEF
(MAIN REPORT & APPENDICES)**

NOVEMBER 28TH 2023

“THE SOCIAL NEIWORK WITH SOCIAL CONSCIENCE AND PURPOSE”



ISSUED BY: Greg Malpass, Think Big Partnership

COPY NUMBER:

Sent to:

Date: / /

THE MESSAGE



“If you can See it, You can Be it”

“It is really a simple but very powerful concept. Get AI to help you learn, derive, and write the most detailed intimate personal profile about yourself - identify your personality traits, define your true character, values, skills set, abilities and valuable ideas; then chase your goals, desires, and passions. Share that intimacy, confidentially, in all your future interaction with your AI-chatbot/mentor seeking your life questions and answers. Then very selectively, not gratuitously, use the social network to share, confidentially, your profile, dreams, and plans with a few selected kindred spirits, like-minded and interested parties, both professional and private; to help become your destiny.”

- Greg Malpass (Author)

https://youtu.be/NqaD-o1eFXs?si=o6gC2GKx_fmS9JmPM

THE PITCH

Dear

I believe I have conceptualized a revolutionary new social media platform that could make a tremendously positive global impact. At its core, it aims to use AI to facilitate self-analysis and meaningful connections between users seeking greater purpose. I seek to transform social media into a force for inspiration rather than division.

This platform is envisioned as a medium that fosters profound, not frivolous, connections and is designed to guide users in sharing their authentic selves, finding common ground, and uplifting each other. By incentivizing empathy, introspection, and the discovery of shared goals, I envision creating an online community devoted to illuminating collective destiny.

To fully realize this ambitious vision and business model, I need a thoughtful co-developer to pioneer the concept- someone committed and motivated to leverage technology for the betterment of humanity. Your values, intellect and mission lead me to think you may find this concept intriguing. I would be honoured to share more details with you in confidence and get your insights on bringing this platform to life.

In a world where time, knowledge, and the power of artificial intelligence have converged, it has become increasingly evident that these precious resources are meant to be invested wisely, not squandered, nor misappropriated. Imagine the power of social media not as an addiction, but as nourishment for the soul.

I believe this platform can spark millions of transformative connections - the first step to discovering both the individual's and humanity's destiny. But I cannot do it alone. Please let me know if you are open to learning more.

With admiration



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<https://www.ThinkBigPartnership.com> ; www.Destiny-Gram.com

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



Information is Provided and Disclosed on a Strictly Private & Confidential Basis to the Addressee, not to be shared with any Third Parties without the expressed written Permission of the Author

THE NON-DISCLOSURE AGREEMENT

This Non-Disclosure Agreement ("Agreement") is made effective as of ___/___/___ (the "Effective Date"), by and between:

Disclosing Party: **Gregory Malpass, Affiliation: Think Big Partnership, Address: Calle Levante 4, Alegranza, Bloque I, Apt 211, Malaga 29630 National ID: Y5913274B**

Receiving Party:

WHEREAS the Disclosing Party possesses certain confidential and proprietary information ("Confidential Information") related to Destiny-Gram;

WHEREAS the Receiving Party acknowledges that the Confidential Information is valuable and of significant importance to the Disclosing Party;

WHEREAS the Receiving Party desires to receive access to the Confidential Information for the sole purpose of Concept Verification/Evaluation, and Proposal for Cooperation for the Destiny-Gram Social Networking Website Ownership, Design, Development, and Marketing.

NOW, THEREFORE, in consideration of the premises and the mutual covenants contained herein, the Parties agree as follows:

1. Definition of Confidential Information

The term "Confidential Information" shall include all information (other than information in the public domain) in the Destiny-Gram Website Information Document ("The Road Map to Destiny") dated November 28th, 2023, Copy Number _____

2. Non-Disclosure Obligations

2.1 The Receiving Party agrees to hold all Confidential Information in strict confidence and not to disclose, directly or indirectly, any Confidential Information to any third party, without the prior written consent of the Disclosing Party.

2.2 The Receiving Party shall use the Confidential Information solely for the purpose of Concept Verification/Evaluation, and preparation of a Proposal for Cooperation for the Destiny-Gram Social Networking Website Ownership, Design, Development, and Marketing ; and shall not use it for any other purpose without the prior written consent of the Disclosing Party.

2.3 The Receiving Party shall take reasonable measures to prevent unauthorized access, use, or disclosure of the Confidential Information. Such measures shall be at least as stringent as the measures the Receiving Party uses to protect its own confidential information.

3. Exceptions

The obligations set forth in this Agreement shall not apply to any Confidential Information that:

- 3.1 Was already known to the Receiving Party prior to the Effective Date and was not subject to any obligation of confidentiality;
- 3.2 Becomes publicly available through no fault of the Receiving Party;
- 3.3 Is received from a third party without any obligation of confidentiality;
- 3.4 Is independently developed by the Receiving Party without reference to the Confidential Information.

4. Return of Confidential Information

Upon the written request of the Disclosing Party or upon the termination of this Agreement, the Receiving Party shall promptly return or destroy all Confidential Information, including any copies or reproductions thereof, and provide written certification of such return or destruction.

5. Governing Law and Jurisdiction

This Agreement shall be governed by and construed in accordance with the laws of England and Wales. Any disputes arising out of or in connection with this Agreement shall be subject to the exclusive jurisdiction of the courts of England and Wales.

6. Entire Agreement

This Agreement constitutes the entire agreement between the Parties with respect to the subject matter hereof and supersedes all prior discussions, understandings, or agreements, whether oral or written.

7. Severability

If any provision of this Agreement is held to be invalid or unenforceable, such provision shall be severed from this Agreement, and the remaining provisions shall continue in full force and effect.

IN WITNESS WHEREOF, the Parties hereto have executed this Non-Disclosure Agreement as of the Effective Date, / /

Disclosing Party:



Gregory Malpass

Receiving Party:



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THE CONCEPT/MISSION

- **Bespoke Detailed User Personal Profile**


(Using Questionnaires, Personality & Character Analysis, Declared Skills & Desires, Promotion of Valuable Ideas, Self-Analysis, LinkedIn Profile Analysis, and Data and AI Analysis of all of the above).

- **Unique AI-Chatbot Interface and Mentoring Opportunity**


(Interface with AI Chatbots based on enabled AI access to all of the above data, including LinkedIn Profile, prior to Chatbot interaction, Q&A, and analysis).

- **Network matching with Like-Minded Influencers**

(Use of AI Algorithms to highlight and potentially select potential Kindred Spirits and create networks of Users with complementary views and/or interests, and promote dialogue and networking opportunities, geared to helping Users discovery their Destinies, and make important Life Decisions).

“THISISIT” 

- USING AI TO GUIDE INDIVIDUALS IN LIFE DECISIONS



**Destiny
-Gram™**
www.Destiny-Gram.com

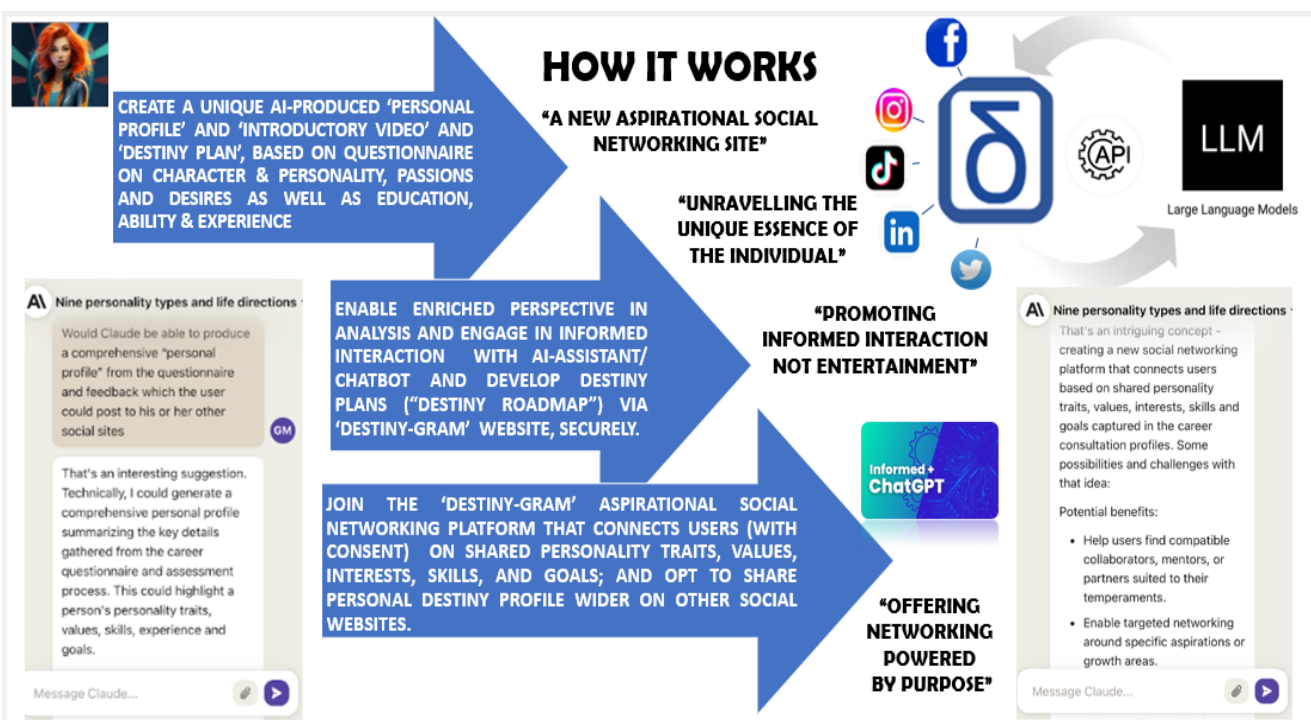
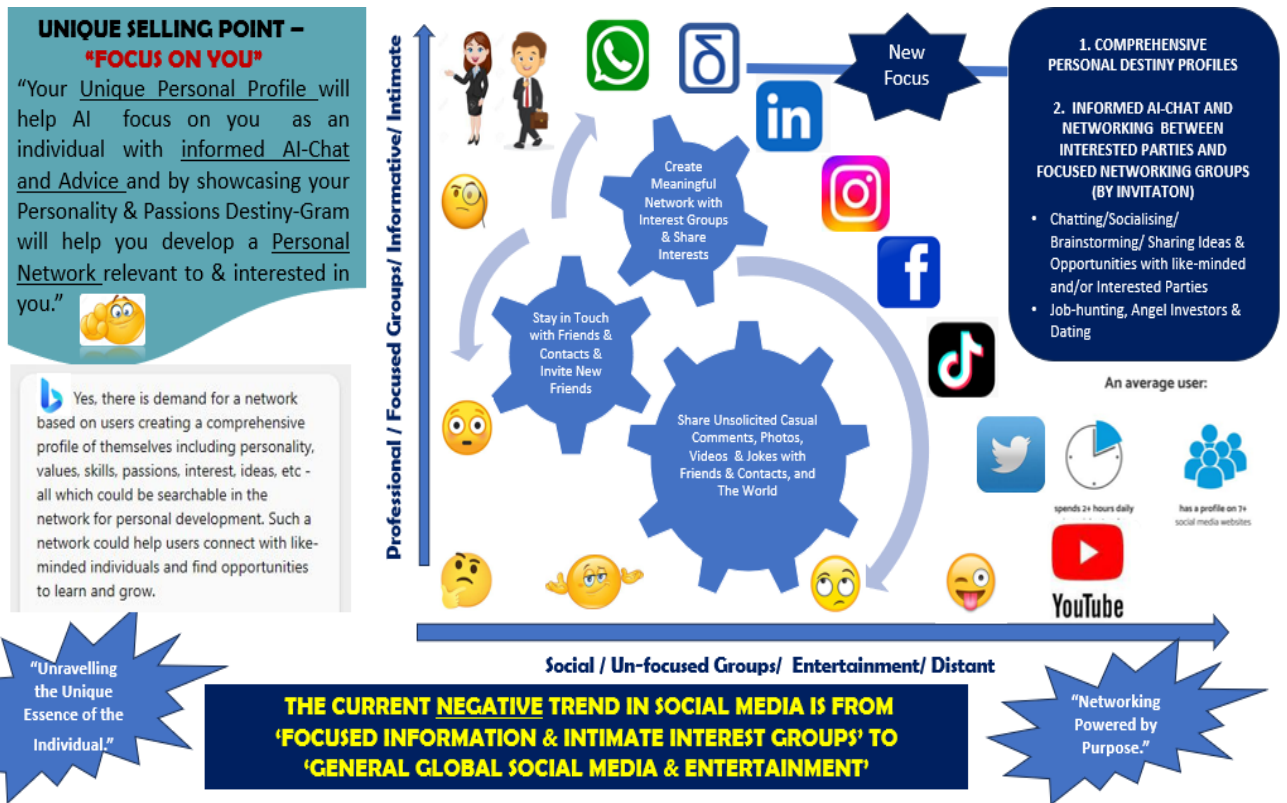
<https://www.youtube.com/watch?v=WH2kZDDc2oY>

“The evolution of time, humanity and now artificial intelligence has brought us to the realisation that time and knowledge are the most precious commodities bestowed upon us not to squander nor misappropriate, but rather to invest and employ in the discovery of our destiny to the benefit of all which and whom we love.”

- *Greg Malpass*

CONCEPT DESCRIPTION

WHAT IT IS



USERS CAN CREATE DESTINY PROFILES & ROADMAPS USING AI-LLM PROCESSING & OPTIMISATION ALGORITHMS, ADDING SIGNIFICANT CONTEXT IN AI-CHATBOT INTERACTION, PLANS & UPDATES, AND NETWORK WITH LIKE-MINDED AND INTERESTED PARTIES VIA DESTINY-GRAM NETWORK OR LINKS TO THEIR OTHER SOCIAL MEDIA SITES.

THE THREAT



Elon Musk CEO of Tesla Inc and Rishi Sunak UK Prime Minister, during a discussion on artificial intelligence risks in London, UK, on Thursday, Nov. 2, 2023.

“It's hard to say exactly what that moment is, but there will come a point where no job is needed,” Musk told U.K. Prime Minister Rishi Sunak. “You can have a job if you want to have a job, or sort of personal satisfaction, but the AI will be able to do everything” – was the stark warning on the potentially ruinous impact it could have on traditional jobs, given by Elon Musk. "We are seeing the most disruptive force in history here," Mr Musk said.

THE OPPORTUNITY

There was agreement on the possibilities AI presents for young people's learning, with Mr Musk saying it could be "the best and most patient tutor". The agreed conclusion was that - "It's both good and bad - one of the challenges in the future will be how do we find meaning in life."

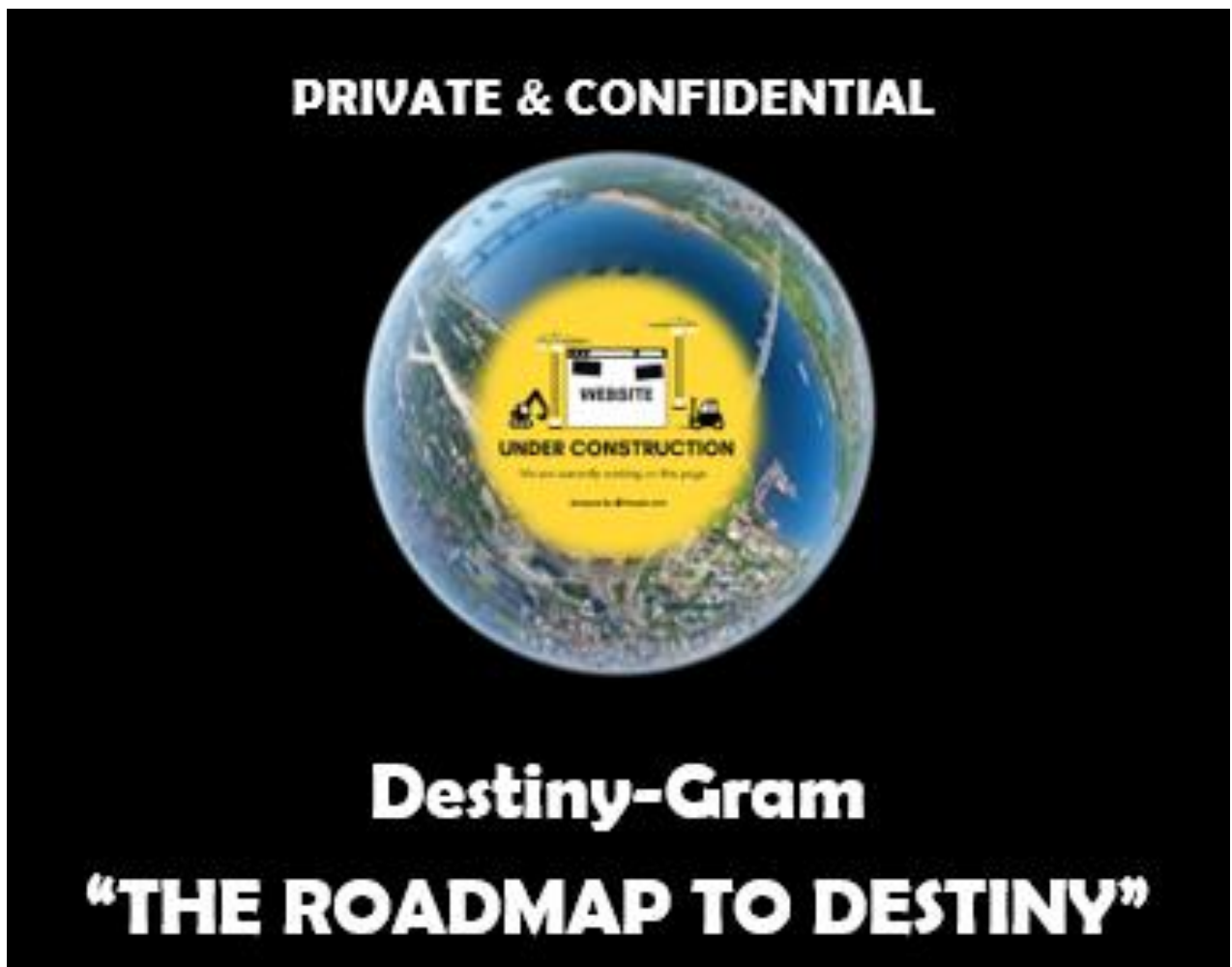
What Destiny-Gram offers...

The Unique Opportunity to:

- Share your Bespoke Destiny-Gram Personal Profile with AI-Chatbots in all future Q&A and advice seeking, making your interface personal and allowing AI to get to know you intimately and become ‘your best and most patient tutor’.
- Use your Destiny-Gram Network to find the people and route and means to new ideas and opportunity creation to ‘find new meaning in life’.

THE PURPOSE


- To Provide Full Confidential Information on the Concept Verification and Design Brief as a Request For Proposal from selected Programmer/Software Design Engineers to design and implement the Social Networking Site Destiny-Gram.com
- To Provide Full Information on the Concept Verification and Marketing Plan as a Confidential Information Memorandum (Subject to Non-Disclosure Agreement) to a very select shortlist of potential Co-Founder/Potential Sponsor/Investors.




“A Revolution in Social Networking through the integration of AI”

INTRODUCTION




CONCEPT VERIFICATION, MARKETING PLAN & DESIGN BRIEF



THE AI WEBSITE



'AI-LIFE ASSESSMENT SOLUTIONS BUSINESS'



The Only Global Social Networking Site offering AI-Analysis in its Personal Profiling

“DISCOVER YOUR DESTINY. UNLOCK YOUR POTENTIAL”



“I’m Greg Malpass, Co-Founder of ‘Destiny-Gram’ the new ‘Aspirational Social Networking Site’ designed to help you become the person you were meant to be.

Through personalization and customization our groundbreaking AI gets to know the real you and helps you articulate your innermost passions and aspirations via a comprehensive online ‘Personal Profile’ that captures your essence - your skills, values, dreams, passions, everything that sets your soul on fire.

With the integration of AI into social network services, you can tap into advanced analysis, data-driven insights, and receive ‘Personalised Recommendations’ that enhance your understanding of yourself and align your path with true calling. You can then use the ‘Destiny-Gram Social Network’ to connect with kindred spirits, like-minded influencers, brainstorm and collaborate. Destiny-Gram will open doors to opportunity in your personal and professional life helping you discover your purpose and live your destiny.

So, embrace the synergy between human introspection and AI capabilities to set up your Personal Profile including an AI-generated animated ‘Introductory Video’, like this one, going beyond static information and providing a deeper understanding of your individuality to stand out in a crowded digital landscape.

The future of social media is here. It's time to shift beyond its current superficiality. Don't miss out, sign up now at [Destiny-Gram.com](https://www.destiny-gram.com) and our AI will help you discover what you were born to do and guide you on the path to purpose and your full potential.”

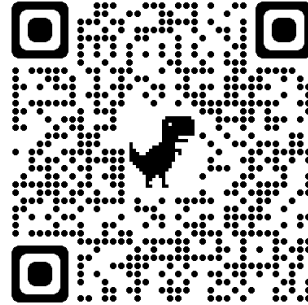
Greg Malpass
Co-Founder

<https://www.loom.com/share/1f30bf9d3a124e8187f145900b73e377>

LINKS TO EARLY PRESENTATIONS

YOUTUBE

Slide Video



POWER POINT

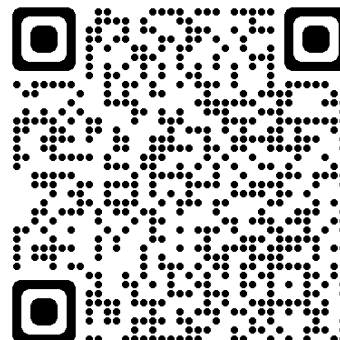
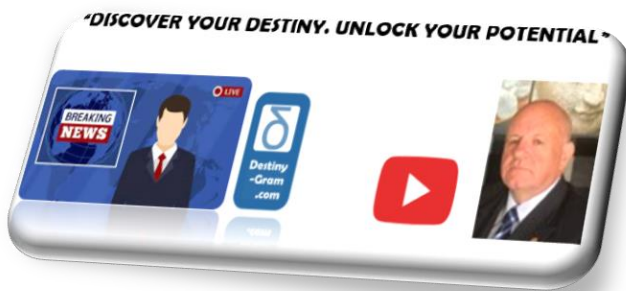
Users Slide Briefing

Investors Presentation



LOOM

Introduction



EXECUTIVE SUMMARY

Destiny-Gram is an AI-powered social networking platform built to help users discover their life's purpose, develop their talents, and connect with others to achieve their full potential, via a purposeful social network OF shared experience based on personality, values, and destiny.

Our Vision: Destiny-Gram aims to transform social networking by utilizing AI to focus on human development rather than just career planning or personal entertainment. Our goal is to create an uplifting community that brings out the best in people.

How It Works:

- An AI-generated Comprehensive Personal Profile and AI-produced animated or real-life Video Introduction will showcase users' multifaceted identities.
- Personalised AI-informed insights guide users in career planning, relationship building, personal growth and more to align with their true calling.
- Networking and advanced matching algorithms connect users to kindred spirits, collaborators, mentors, and opportunities suited to their passions and aspirations.

Competitive Advantage: No other social network focuses on building comprehensive personal profiles, develops and networks them, and empowers purpose, meaning and human flourishing using AI. Our proprietary AI-assessment tools, capabilities and datasets provide deep insights into matching people with their ideal personal and professional trajectories. The site is focused on helping the user and will contain NO Advertising.

Revenue Model:

- User One-off Sign-up Subscription (\$10-30)
- Premium Services in online Destiny Mapping/ Personal Development
- Selling on Human Advisors, Counsellors, Mentoring Services

Market Opportunity:

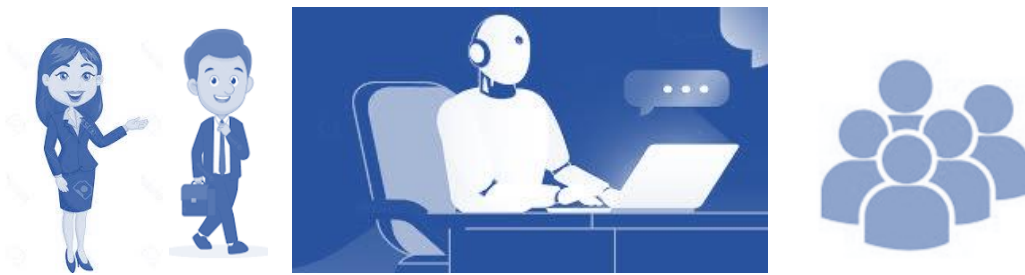
- Social media market projected to grow to over \$102B by end of 2023
- Users crave more meaningful social media connections
- Corporations desire better employee/customer matching

Leadership:

- CEO and COO have combined 50 years in Marketing and Programming and Software Development
- Renowned technical and advisory support team with top AI experts

Funding Needs: Seeking \$0.5M seed funding for technology buildout and user acquisition. Projects to profitability within 1 year.

THE CRUX OF DESTINY-GRAM'S AI-FUNCTIONALITY



YOUR PERSONAL PROFILE WILL DEFINE YOU AND BUILD YOUR EMOTIONAL INTELLIGENCE

The Crux of Destiny-Gram's Functionality/User Criteria will be its Key User Features of: (1) Producing unique and intriguing AI-Generated **'Personal Profiles'** (with AI-Produced Introductory Videos) from online Questionnaires and consented access to Users' LinkedIn Profiles; (2) Automated production of private AI-Generated **'Destiny Mapping Reports'** with Options and Recommendations for career and life decisions, from further AI-Analysis of that data; (3) Secure, consented sharing of the Data with AI-Chatbots to enable more personalised, engaged, informed and enlightened **'AI-Chatbot Interfaces'** for Private Chat and Advice Seeking; (4) Options to use the Website's **'Premium Services'** for Destiny Mapping/Personal Development using proprietary Destiny-Gram developed AI-Assessment Tools; and finally 5) Users to develop **'Networking Opportunities'** presented by Destiny-Gram's Network of like-minded people, as well as the option to share their Destiny-Gram AI-Generated Personal Profiles via API's with Users' on their other Social Media Platforms.



**"YOUR EMOTIONAL INTELLIGENCE
IS YOUR FORMULA TO SUCCESS!"**

$EQ^2 + \sqrt{(IQ + AI)} = \$UCCESS$

©Destiny-Gram 2023

OVERVIEW

PURPOSE DRIVEN

Networking Redefined: “A Purpose-Driven Social Movement”

‘Destiny-Gram’ will pioneer a new social networking model that defies the status quo. While current platforms prioritize entertainment, validation, and superficial connections, Destiny-Gram’s vision is to create an uplifting community focused on maximising human potential, redefining the social purpose of social networking for the individual.

OUR AIM

‘Destiny-Gram’ will be a new AI-driven purpose-centric social networking platform which will redefine social media focused on human potential, connections, and self-actualization.

‘Destiny-Gram’ will showcase purpose, passions, values, and goals, over skills and status (viz. LinkedIn) or random posts of personal comment, photos, or media video clips, outside a close circle of family and friends, for entertainment purposes (viz. the trend for most other forms of social media). ‘Destiny-Gram’ will differentiate itself by leveraging AI insights to empower millions of users to pursue their passions and potential within a purpose-driven network, connected beyond superficial status, entertainment, or validation.

OUR MARKET OFFERING

Synergistic market offerings in Self-Assessment & Profiling, AI-Informed Personal Interaction, and relevant Social Networking

1. “Unravelling the Unique Essence of the Individual”

Users complete an online personalized questionnaire on personality, character, passions, skills, and goals assessments- to generate a comprehensive AI-powered ‘Personal Profile’, including an AI-produced Animated Introductory Video, to showcase their core values, growth areas and essence.

2. “Promoting AI-Informed Personal Interaction”

A ‘Destiny Report’, produced from the data input and prompting via proprietary AI-assessment tools, will provide a personalised destiny plan with options and recommendations. In sharing this personal information with AI Chatbots, securely via ‘Destiny-Gram’, ongoing interaction, monitoring and updates will be given with greatly enriched perspective. Optional premium services will further guide users on their destiny journeys, in self-actualization and personal development, including the offer of human advisors, counsellors, and mentoring to augment the informed AI-Analysis .

3. “Networking Powered by Purpose”

Connect users, based on shared aspirations and values, rather than career history, status, or skills alone, disrupting platforms like LinkedIn.

Prioritising ethical use of data and privacy protections as points of differentiation.

OUR MARKET ENTRY STRATEGY

To design the proprietary software and AI-Assessment tools to create the Platform focused initially on the Professional Sector and secure a Celebrity Sponsor and Mentor to help promote it.

The Strategic Approach is to redefine the core purpose of social media and , focused on realising human potential, to foster an uplifting community of a minimum of 10 million within the first three years, converting professional users to seek more meaningful profiles and connections, as a completely new media offering, not just as a potential “add-on” to existing less-focused social media site services.

While ‘Destiny-Gram’ will be focused on the professional market sector, the potential for subsequent growth across all discerning users interested in personal development is exponential. The global market for ‘Personality Assessment Solutions’ alone is forecast to grow to US\$ 16.5 billion by 2028, and the wider global Social Media Networking market, currently consisting of

4.8 billion users (60% of the global population), is projected to reach a market size worth one trillion US dollars within three years. LinkedIn, which focuses exclusively on the professional market sector, currently has over 820 million users.

To assist in maximising the initial impact at launch, 'Destiny-Gram' will approach and pitch to a small number of targeted, high-profile celebrities and personalities to secure an influential sponsor and mentor. More than just an endorser, the chosen celebrity must have a recognized voice and passion for leading with personality and heart, rather than status or skills alone, and endorse the idea of personal development using AI-assisted networking. By personally embracing Destiny-Gram's AI-inspired movement, the celebrity will help drive rapid interest in its purpose-driven mission and uplifting community. The celebrity involvement, and access to his/her public following will be essential to set the tone and lend credibility.

SUMMARY

In summary, 'Destiny-Gram' will pioneer development of AI-driven self-assessment and purpose-based social networking. By matching users based on passions and values, 'Destiny-Gram' will empower lives, disrupt the social media market, and redefine the status quo!


The market opportunity and competitive positioning make this a compelling value proposition for both a key celebrity sponsor and investors.

Greg Malpass


Founder

© Destiny-Gram, 2023

A DESTINY-GRAM PERSONAL PROFILE



Destiny
-Gram
.com



Including an AI-produced Virtual Introductory Video

Through 'Personalization and Customization' the Destiny-Gram Personal Profile, including an AI-produced Introductory Video, allows users to express their unique qualities, passions, and aspirations through customizable features, tailoring their profile to reflect their individuality and stand out in a crowded digital landscape.



CONCEPT

UNIQUE SELLING POINT -

"FOCUS ON YOU"

"Your Unique Personal Profile will help AI focus on you as an individual with informed AI-Chat and Advice and by showcasing your Personality & Passions Destiny-Gram will help you develop a Personal Network relevant to & interested in you."



Yes, there is demand for a network based on users creating a comprehensive profile of themselves including personality, values, skills, passions, interest, ideas, etc - all which could be searchable in the network for personal development. Such a network could help users connect with like-minded individuals and find opportunities to learn and grow.



Professional / Focused Groups/ Informative/ Intimate

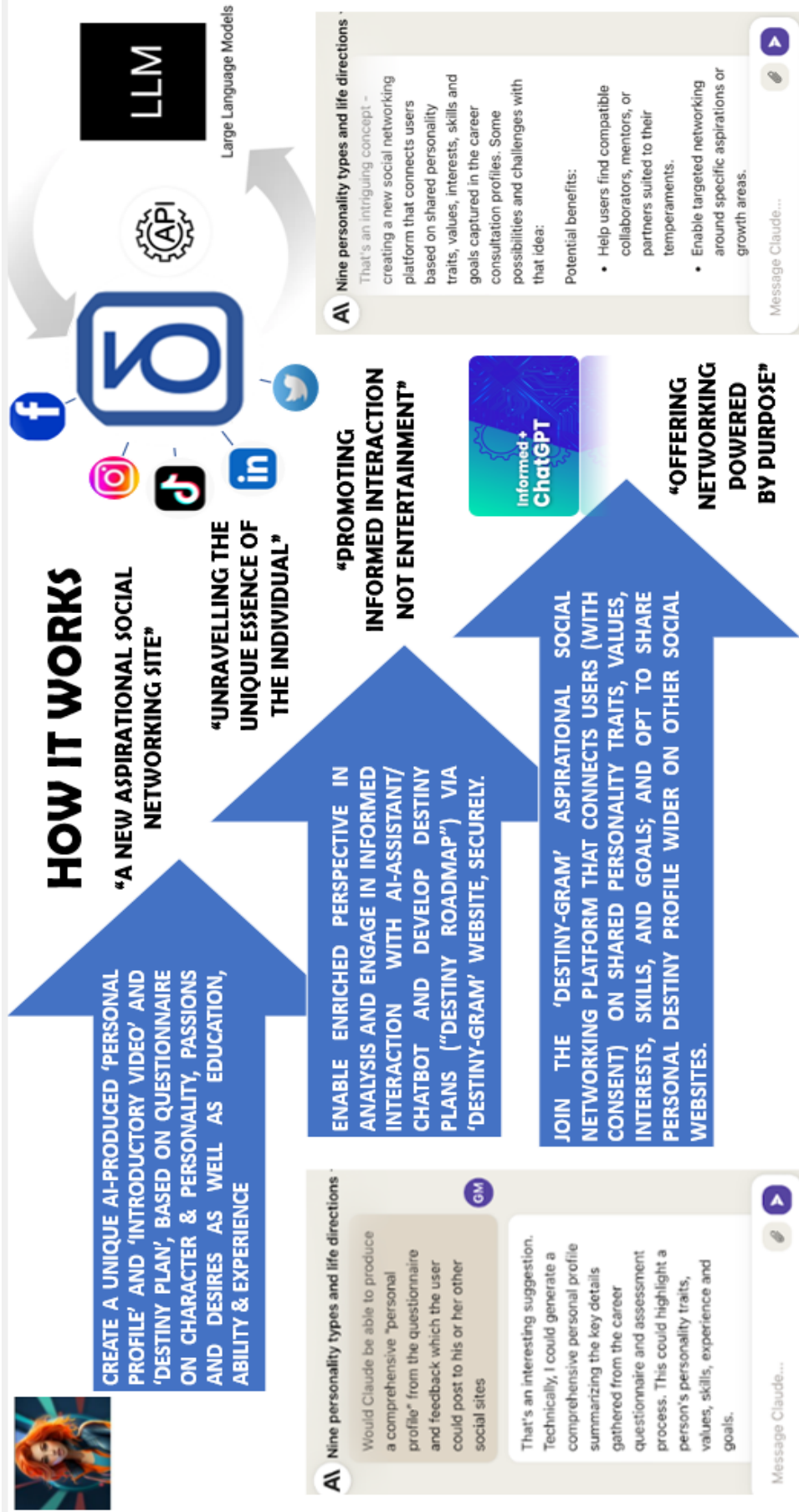
"Networking Powered by Purpose."

Social / Un-focused Groups/ Entertainment/ Distant

THE CURRENT **NEGATIVE** TREND IN SOCIAL MEDIA IS FROM 'FOCUSED INFORMATION & INTIMATE INTEREST GROUPS' TO 'GENERAL GLOBAL SOCIAL MEDIA & ENTERTAINMENT'

"Unravelling the Unique Essence of the Individual."

CONCEPT WORKS



USERS CAN CREATE DESTINY PROFILES & ROADMAPS USING AI-LLM PROCESSING & OPTIMISATION ALGORITHMS, ADDING SIGNIFICANT CONTEXT IN AI-CHATBOT INTERACTION, PLANS & UPDATES, AND NETWORK WITH LIKE-MINDED AND INTERESTED PARTIES VIA DESTINY-GRAM NETWORK OR LINKS TO THEIR OTHER SOCIAL MEDIA SITES.

The Ultimate Guide to Go-to-Market Strategy for SaaS



www.Destiny-Gram.com



CONCEPT VERIFICATION, MARKETING PLAN & DESIGN BRIEF



www.Destiny-Gram.com

CONCEPT VERIFICATION



THE MISSION

The Mission is to become a ‘Purposeful Social Network based on Personality, Values and Destiny’ by providing an ‘Aspirational Social Networking Website’ with tens of millions of motivated and discerning subscribers, but not hundreds of millions, focused on generating unique comprehensive ‘Personal Profiles’ to help with self-assessment, share with AI Chatbots, and showcase their ‘Personalities and Passions’ as well as ‘Abilities and Experience’, to a meaningful Network of like-minded and interested parties, not mass media, thereby empowering ‘Development and Opportunity’ for the individual.



THE INCREDULITY

You want to do what? Develop a completely new social media networking site based on individuals sharing their personalities and passions and communicating with each other privately on that basis?



“Follow the Crowd”

G GREG

In your knowledge of past successes - do most good successful ideas get scorned at first. Give examples

AI CHATGPT

Yes, many successful ideas have faced initial skepticism or scorn. For instance, the telephone was ridiculed as unnecessary, and the concept of personal computers was questioned. Even the idea of social media faced doubt before becoming widespread. It's not uncommon for groundbreaking ideas to be met with resistance before proving their value over time.

G GREG

What's the next generation of social networking likely to be?

AI CHATGPT

Predicting the exact future of social networking is challenging, but some potential trends include greater integration of virtual reality and augmented reality, more personalized and private communication platforms, increased emphasis on mental health and well-being features, and possibly even decentralized and blockchain-based social networks. These developments could reshape how we connect and interact online in the next generation of social networking.

Message



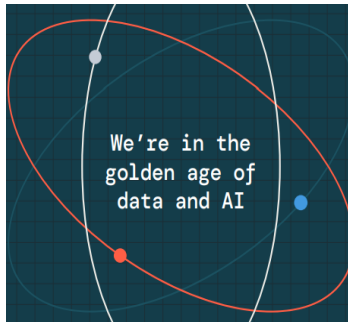
or “Consult CHATGPT?”

THE PROBLEM

The Problem is 'Overload' - too many social websites, too many unfocused users, too many pointless posts, too much attention seeking, too many would-be AI service providers, too much noise and comment from random strangers, and mostly irrelevant, often worthless, if amusing video-based content.

OVERLOAD

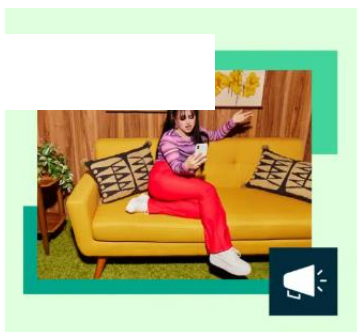
The AI Frenzy



- The leader: [ChatGPT](#)
- The runner-up: [Google Bard](#)
- Open source: [HuggingChat](#)
- For building your own chatbot: [Zapier AI Chatbot](#)
- For searching the web: [Microsoft Bing AI](#), [Perplexity](#), [YouChat](#), [KoalaChat](#)
- For content writing: [Jasper Chat](#), [Chat by Copy.ai](#), [ChatSonic](#), [ZenoChat](#)
- For sales and marketing: [ChatSpot](#)
- For messaging: [Personal AI](#)
- For personal coaching: [Pi](#)
- For tinkering: [OpenAI playground](#), [Poe](#), [DeepAI Chat](#)
- For fun: [Character.AI](#)
- On social media: [Snapchat My AI](#)
- For coding auto-complete: [GitHub Copilot](#), [Amazon CodeWhisperer](#)
- Up-and-coming: [Claude](#), [Khanmingo](#)



New Social Media Apps Marketers Should Watch in 2023



- BeReal
- Clubhouse
- Instagram Reels
- Spotify Live
- Discord
- Twitch
- Patreon
- Substack
- Lemon8
- Telegram
- Polywork
- Mastodon
- Locket
- Tribel
- Hive Social
- Gas
- CoHost
- Counter Social



THE NEED

The trend for social networking is currently going from ‘focused information & intimate interest groups’ to ‘general global social media, AI-generated applications, & entertainment’. Social Networks and AI Chatbots and Service Providers need to get more focused on the Individual, and their specific interests, needs and aspirations.... and that doesn’t mean AI becoming you?

GETTING A.I. INFORMED ABOUT YOU

"The Only Global Social Networking Site offering AI-Analysis in its Personal Profiling, and Giving AI Chatbots access to it, prior to seeking Chat or Advice"

"Mr Big I am AI ..

..do you know to whom you are talking?"

UP UNTIL NOW AI LARGE LANGUAGE MODEL CHATBOTS SEEM TO KNOW EVERYTHING ABOUT EVERYTHING IN THEIR REPLIES - EXCEPT WHO YOU ARE IN THEIR CHAT AND ADVICE

Get Personal

“Personal AI is great for messaging others, writing emails, or creating content in your own voice and starting from your own knowledge. It will suggest replies in your conversations that will start sounding more and more like you over time. Once you're confident it represents who you are and what you know, you can set it to Autopilot on a conversation-by-conversation basis to let it take over.”

- Personal AI, July 2023

Guide for Chatbot Platforms

Chatbot is an algorithm, a programming script that is designed to give users the ability to communicate online in order to perform a certain task, without any engagement of the human factor.

Unfortunately, currently users of AI-Chatbots seek advice or help in solving a problem, purposely without “any engagement of the human factor”. The AI-Chatbot doesn’t know you, or the people who might ordinarily be involved in helping solve the problem or answer questions person to the user. As with human encounters, the more intimate the interaction, the more fruitful it is likely to be. There is a need for both the individual and AI-assistants to become better informed about each other in their interaction.

THE SOLUTION

The Solution will use online questionnaires and AI analysis to produce ‘Unique Personal Profiles’ that will help AI -Chatbots focus on the individual and generate more informed AI-Chat and Advice in the future, using a personalised interface, helping individuals develop a better understanding of their aspirations and destiny planning in a structured way using proprietary AI-assessment tools.

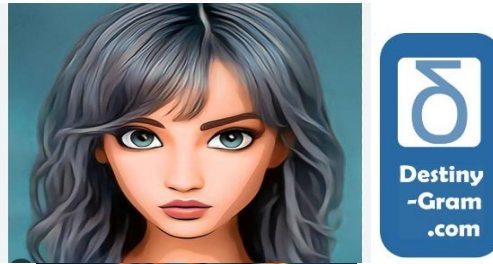


By showcasing ‘Personality & Passions’ as well as ‘Ability and Experience’ (already available in LinkedIn profiles) the individual can build a relevant Personal Network using his/her Personal Profile on the new ‘Aspirational Social Networking Site’ Destiny-Gram and share their Personal Profiles via API’s with their other existing Social Media Sites and contacts, if they choose to do so. The network opportunities would offer intriguing potential to connect people seeking purpose and growth in an uplifting way.

Creating comprehensive profiles using AI technology offers individuals a powerful tool for self-expression, self-awareness, and informed decision-making. By leveraging AI’s capabilities, users can build profiles that reflect their unique identities, aspirations, and desires – not offered by any competitive social networking platforms. The benefits include enhanced self-awareness, informed decision-making, personalized AI guidance, and networking opportunities. The viability of AI in profile creation lies in its intelligent analysis, personalization features, time efficiency, and continuous improvement potential. As AI continues to evolve, it holds the promise of transforming how individuals present themselves online, empowering personal and professional growth, and shaping fulfilling life paths.

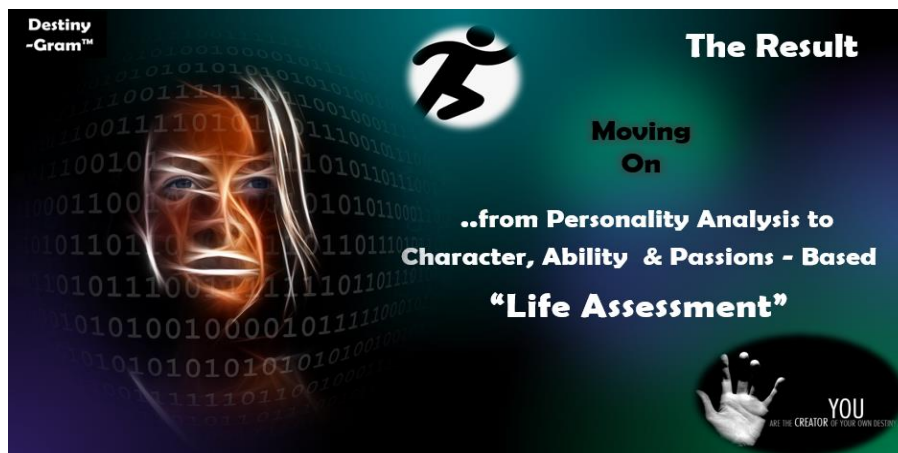
THE PERSONAL PROFILE

USING PERSONAL PROFILES TO GET PERSONAL WITH AI

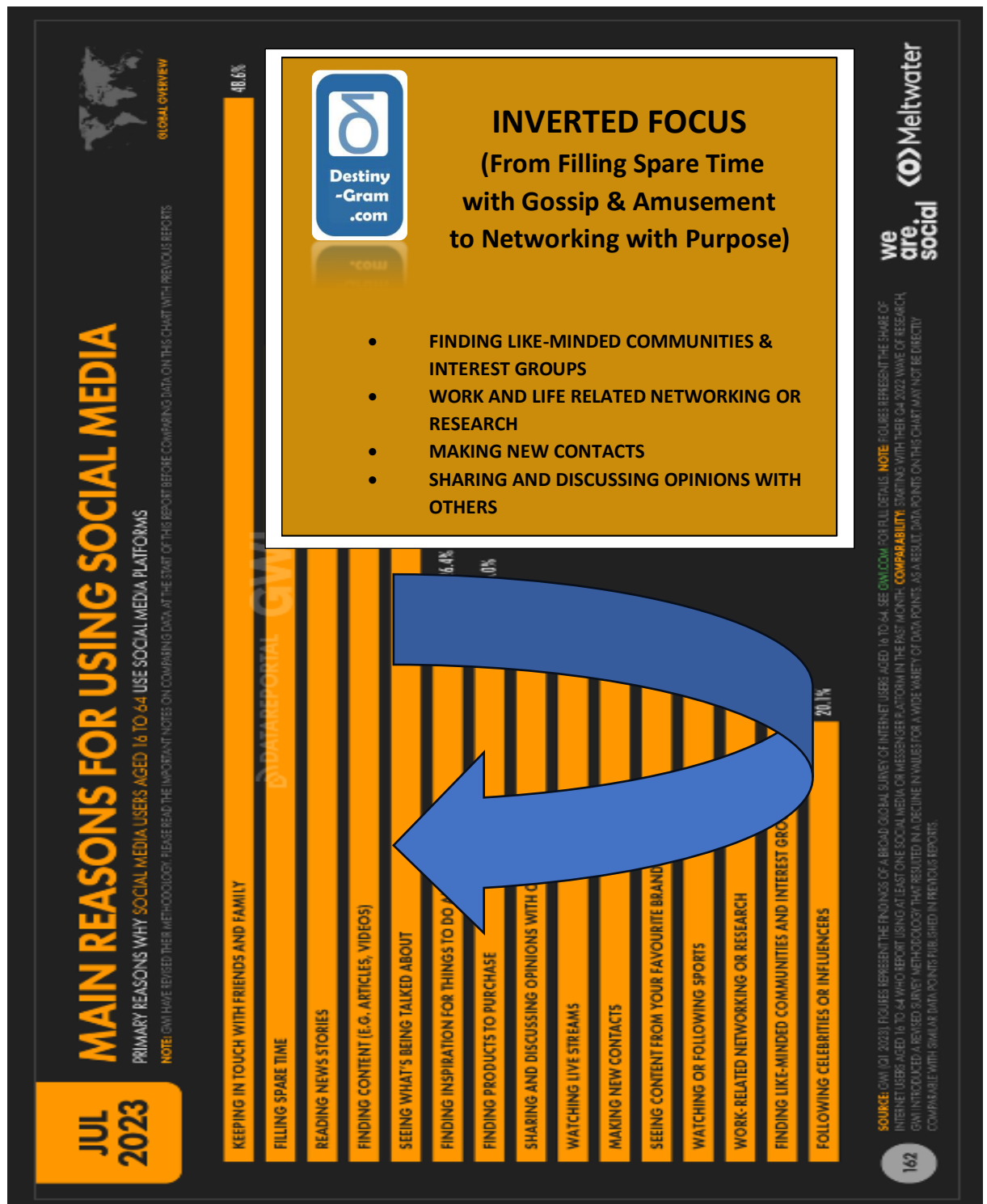


IN "LIFE ASSESSMENT"

"Having a comprehensive AI-produced online personal profile that showcases various aspects of personality, character, skills, desires, passions, views, and destiny plans, including an AI-produced Animated (or Real) Introductory video, will be invaluable - serving multiple purposes, including better informed AI Chat and virtual interaction in life assessment and personal development. The personal profile and related networking can assist with career planning, job hunting, dating, brainstorming, idea creation, and seeking finance & investment. It will offer individuals a deeper understanding of themselves, aiding in self-assessment, guiding decision-making, promoting personal growth, and the pursuit of fulfilling lives - in a ground-breaking way not offered by any competitive social networking platforms."



THE NEW FOCUS



Destiny-Gram users will be more motivated by networking with purpose, than using social media to fill time, read gossip posts, or watch video clips for entertainment. To satisfy Destiny-Gram users' demands and motivations requires a completely new form of social media.

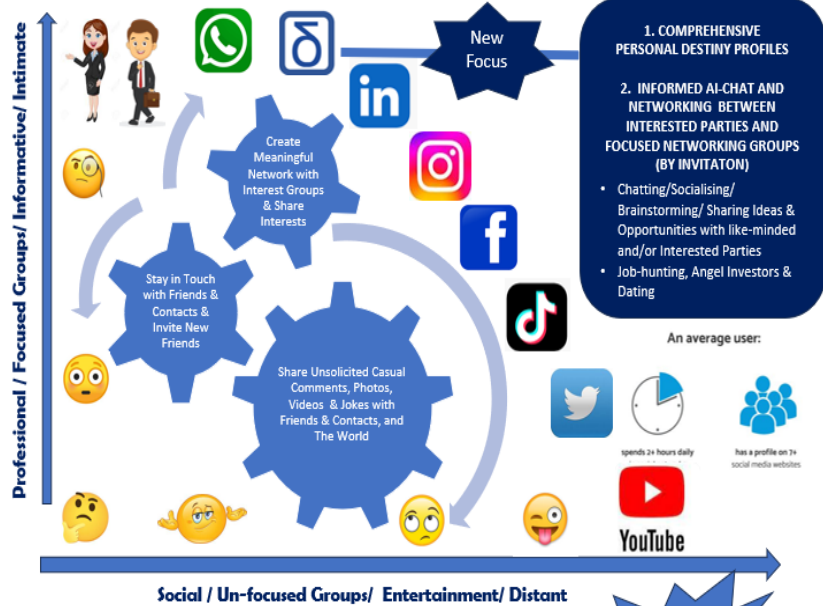
A NEW FORM OF SOCIAL MEDIA

“ASPIRATIONAL SOCIAL NETWORKING”

UNIQUE SELLING POINT – “FOCUS ON YOU”

“Your Unique Personal Profile will help AI focus on you as an individual with informed AI-Chat and Advice and by showcasing your Personality & Passions Destiny-Gram will help you develop a Personal Network relevant to & interested in you.”

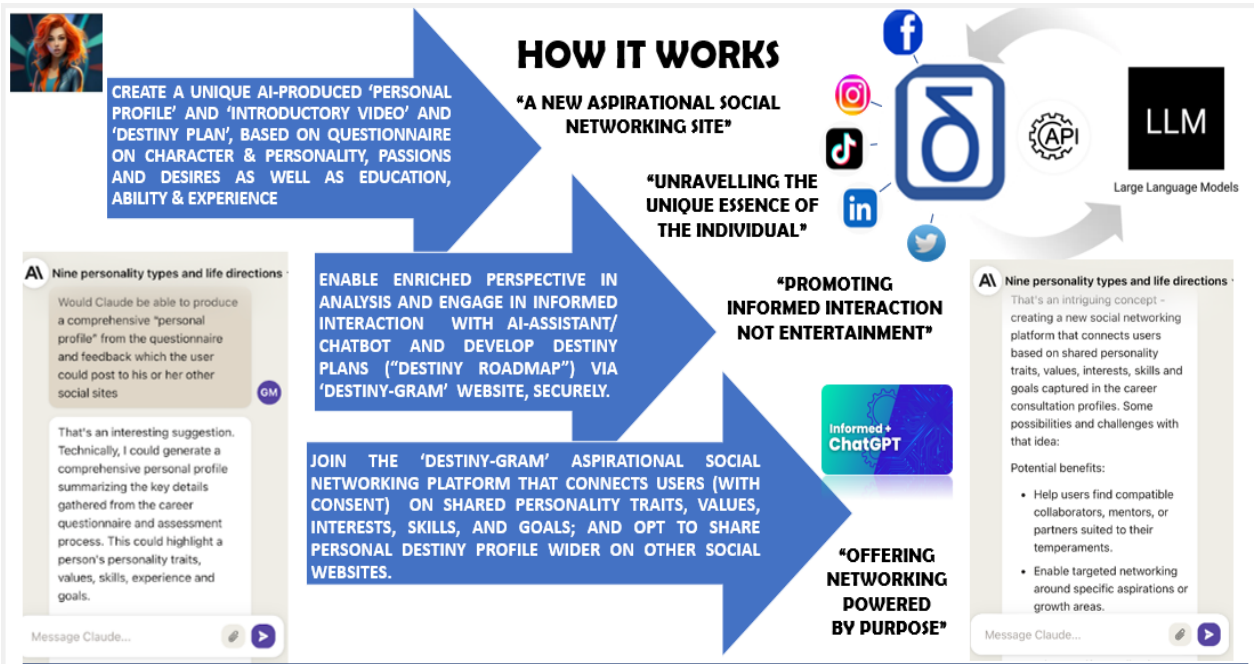
Yes, there is demand for a network based on users creating a comprehensive profile of themselves including personality, values, skills, passions, interest ideas, etc - all which could be searchable in the network for personal development. Such a network could help users connect with like-minded individuals and find opportunities to learn and grow.



“Unravelling the Unique Essence of the Individual.”

THE CURRENT NEGATIVE TREND IN SOCIAL MEDIA IS FROM ‘FOCUSED INFORMATION & INTIMATE INTEREST GROUPS’ TO ‘GENERAL GLOBAL SOCIAL MEDIA & ENTERTAINMENT’

“Networking Powered by Purpose.”

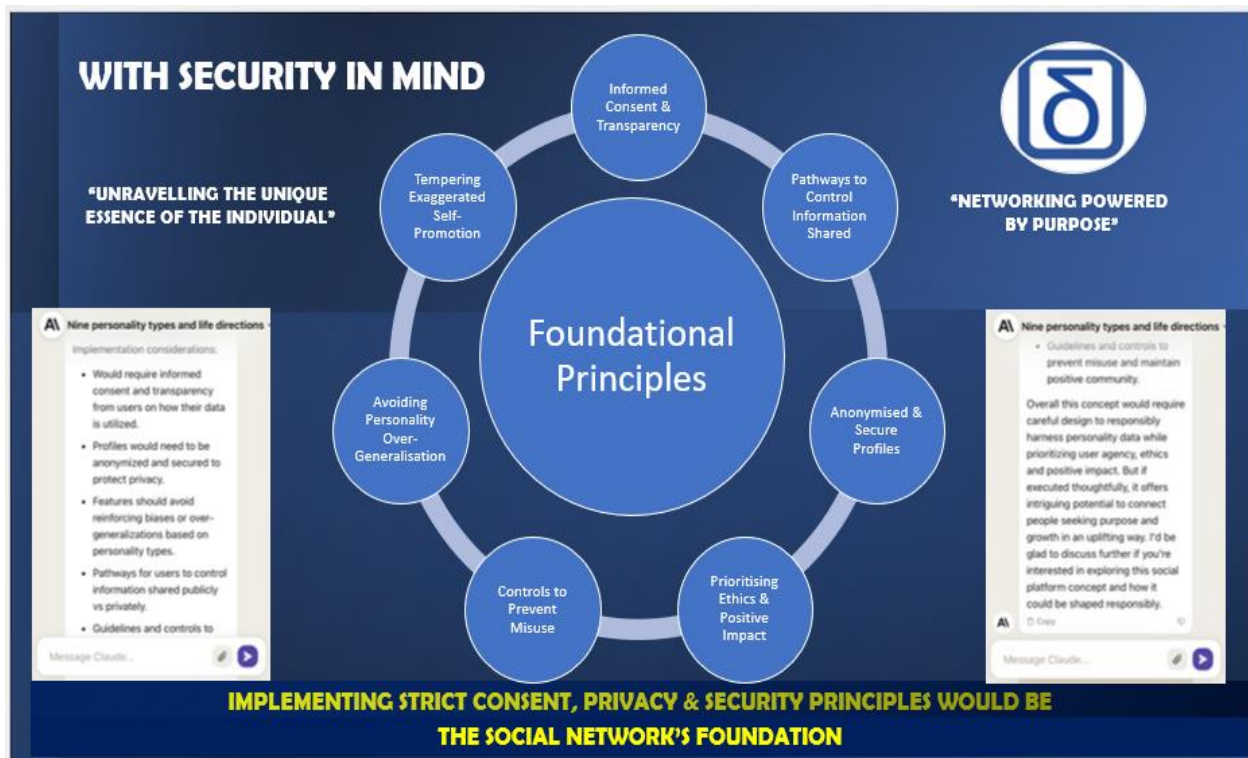


USERS CAN CREATE DESTINY PROFILES & ROADMAPS USING AI-LLM PROCESSING & OPTIMISATION ALGORITHMS, ADDING SIGNIFICANT CONTEXT IN AI-CHATBOT INTERACTION, PLANS & UPDATES, AND NETWORK WITH LIKE-MINDED AND INTERESTED PARTIES VIA DESTINY-GRAM NETWORK OR LINKS TO THEIR OTHER SOCIAL MEDIA SITES.

HOW IT WOULD WORK

1. **To create** a unique AI-generated Destiny-Gram 'Personal Profile' and AI-produced 'Animated Introductory Video' from user completed questionnaire, consented info pulled from LinkedIn profiles & tailored prompted AI-chat & structured analysis using Destiny-Gram AI-assisted proprietary assessment tools.
2. **To enable** enriched perspective when seeking 'informed AI-advice' by sharing 'Personal Profile' with ai-assistant, via destiny-gram website, securely, openly, prior to further structured AI-analysis, and feedback.
3. **To create** a 'new social networking platform' that connects users on shared traits, values, interests, skills, and goals captured in, and searched via, the user's Destiny-Gram 'Personal Profile'; plus, option for users to consent to share their Destiny-Gram Personal Profile with contacts on their other social websites (using application programming interfaces -API's).

THE CAVEATS



Implementation Considerations, particularly with respect to Security would have to include:

- a. Informed consent and transparency from users on how their data is utilised.
- b. Profiles would need to be anonymised in AI Chat in their formation and secured to protect privacy unless disclosure approved by the user.
- c. Features would need to avoid reinforcing biases or over-generalisations based on personality types.
- d. Pathways for users to control information shared publicly vs privately.
- e. Guidelines and controls to prevent misuse and maintain positive community.

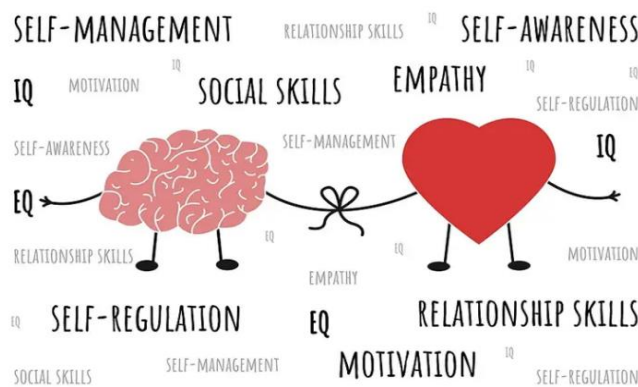
OTHER MARKET DRIVERS

With AI levelling the playing field in Ability-based Judgement and Selection in careers and life in general, Human Destiny and Well-Being will be defined in the future more through differentiation in Personal Qualities, Traits of Character, Personality, Passion, and Desires. Creating comprehensive profiles which showcase these attributes, using AI technology, has the potential to revolutionize the way individuals present their identities online and differentiate themselves, to their benefit and well-being in their business and private lives.

Individuals' confidence, and success, and well-being will rely more on the sharing of their personal qualities, than their abilities in given intellectual and occupational fields. Personal Qualities are essential in maintaining 'Emotional Intelligence', coping effectively with life, and creating satisfying relationships in social encounters.

AI can help enhance knowledge and skills as tools for recognition of creative abilities, rather than acknowledgement of IQ or 'Cognitive Intelligence'. Cognition encompasses all aspects of intellectual functions and processes such as: perception, attention, thought, imagination, intelligence, the formation of knowledge, memory and working memory, judgment and evaluation, reasoning, and computation, problem-solving and decision-making, comprehension and production of language. AI excels in so many of these functions over human ability, and the future of AI will revolve around humans using it to their benefit and advantage.

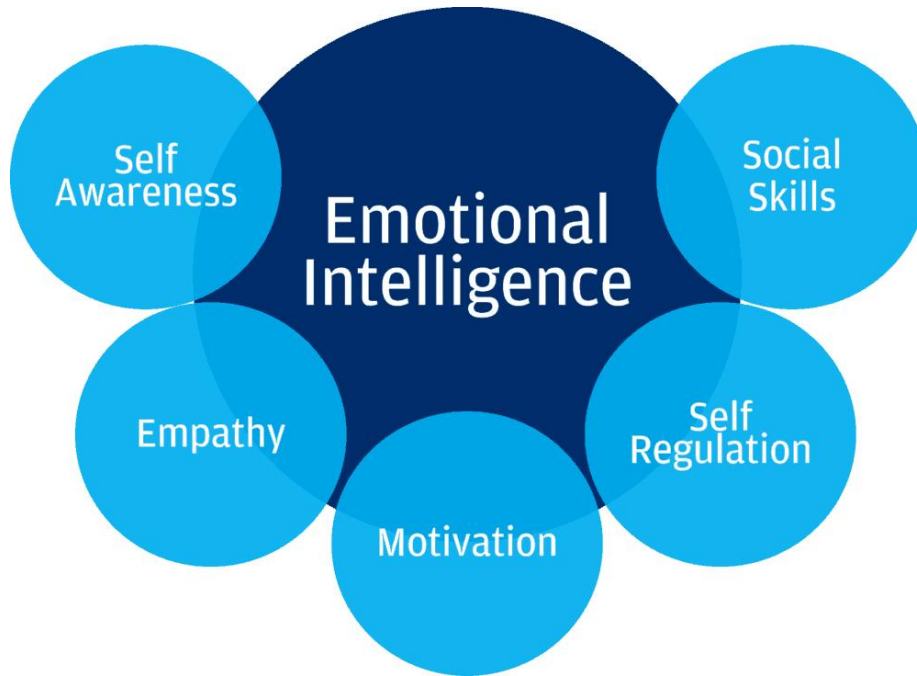
WELL-BEING AND PERSONAL QUALITIES



While AI is predicted to replace many professional, clerical, and manual jobs, the need to focus in future on an Individual's Unique Character, Personality, Passions and Emotional Intelligence, will increase over time. Individuals' Intelligence Quotient, Education and Abilities, will become less relevant because they will be supported and enhanced in the marketplace by the use of Artificial Intelligence (rather like Google can make everyone a Quiz-night winner. However, the Importance of Emotional Intelligence will increase in career and personal selection in life, and the Demand for Individuals exhibiting high levels of 'Emotional Intelligence' will increase accordingly.

WHAT IS

“EMOTIONAL INTELLIGENCE”

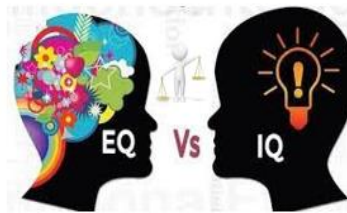


THE CONCLUSION

FOCUS ON YOUR EMOTIONAL INTELLIGENCE

HOW CAN I HELP YOU TODAY?

AI "I am available to support people of all levels of intelligence and ability."



FORMULA FOR SUCCESS

$$EQ^2 + \sqrt{(IQ + AI)} = \text{SUCCESS}$$

Observation and Conclusions drawn by the Books' testimonials and personal anecdotes became – 'The Author's Life's Knowledge Shared'. They focus on the shift from the 'Physical Science' of Situational Analysis and Business Scenarios to 'Cognitive Science' and Analysis of the Personality of the Person with whom one is dealing, and the study of the relationship between Intelligence and Behaviour. The conclusion was that it is the Moral State, Personality, and Character of a person that will rule more and more, not an individual's Profession or Training, or Social Status, as AI levels the measure of Ability in most Professions.

FUTURE FOCUS WILL BE ON AN INDIVIDUAL'S EMOTIONAL INTELLIGENCE – YOUR UNIQUENESS, CHARACTER, PASSION, PERSONALITY, & YOUR ABILITY TO UNDERSTAND AND MANAGE EMOTIONS– NOT JUST IQ & ABILITY IN A WORLD SUPPORTED & INFLUENCED BY LIMITLESS ARTIFICIAL INTELLIGENCE.



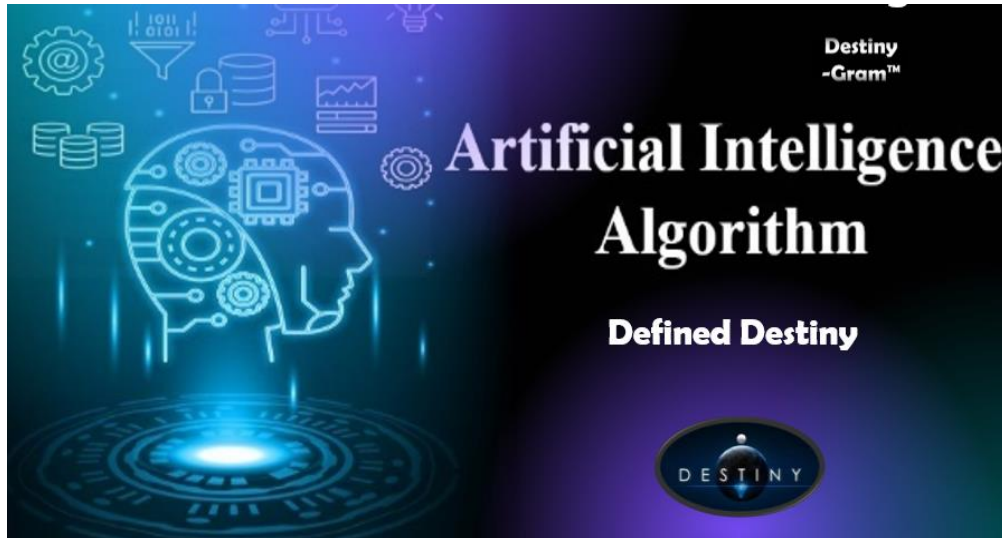
"I can enhance IQ and Ability (AIQ), but not EQ"

LIFE'S FORMULA FOR SUCCESS

$$EQ^2 + \sqrt{(IQ + AI)} = \text{SUCCESS}$$

THE USE OF AI

How to Leverage AI to produce 'Life Assessment Solutions'



The idea is a simple one – to use AI to help produce Comprehensive Personal Profiles to Empower Personal and Professional Growth. With the integration of AI into the process, it is possible to tap into advanced analysis, data-driven insights, and personalized recommendations that can enhance people's understanding of themselves and align their paths with true calling.

Destiny-Gram™

Destiny-Gram™

"Deals with the Details"

The Detail

Destiny-Gram™ CRM/User Analytical Methods to *Profile* the User incorporate Analysis of Input from utilizing Questionnaires, 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 cross-analyzed ..with Psychographic Profiling, Demographics, Behaviour, and Lifestyle trends from Questionnaires, Databases and Social Networking Sites.



Open-AI ChatGPT

A human with a smart phone is already an 'Android', an extended digital version of him or herself, with access to almost limitless information and forms of communication. ChatGPT is now changing the world of on-line searches and analysis, with unimaginable super-humanlike capabilities. What ChatGPT offers or will soon be able to offer, and how it could be managed, represent groundbreaking changes and opportunity for development of the original Destiny-Gram concept - for assessment of individual destiny options by means of AI 'chat' with the detailed sharing of personal information on character, opinions, abilities, desires, values, and interests.

GPT stands for 'Generative Pre-trained Transformer'. ChatGPT(3) was launched in November 2022, as an AI language model, trained on a vast amount of text data (over 120 billion parameters) collected from the internet and can provide detailed responses across a wide range of topics, including assisting people with self-analysis questions. ChatGPT therefore provides the important AI analysis tool for Destiny-Gram use, which it previously intended to self-develop.

Open-AI ChatGPT is a 'black box' corpus of human language and knowledge with logarithmic growth in capability and use, with the goal and purpose of answering questions on any topic with incredible accuracy. But in terms of helping people with self-analysis and providing a creative role in the realm of personal development it can only offer insights, information, and suggestions which are based on the input it receives. It does not have access to real-time or specific personal data about individuals unless explicitly shared in the conversation and lacks the contextual understanding and real-life experiences that a human expert possesses. The critical thinking and verification are therefore still required from reliable sources. Personal destiny and future outcomes depend upon personal agency, external circumstances, and the complexity of individual lives.

The value of Destiny-Gram will be its ability to add that critical thinking and verification in a complex process of 'Prompt Building' and 'Super Prompting' necessary for ChatGPT to be used as a 'Reasoning Engine' rather than just a 'Knowledge Engine' as Google Search is currently used. ChatGPT 'Inputs, Chats and Prompts' will be programmed, managed, channelled, and fed by individual Destiny-Gram Questionnaire and Data and Comment inputs. Furthermore, sharing sensitive or personally identifiable information with an AI model like ChatGPT carries inherent risks, so Destiny-Gram's will sanitise, encrypt, and anonymise all personal data and information it shares with ChatGPT., in the production of Personalised Profiles, unless or until identification authorized.

The Destiny-Gram/Open-AI ChatGPT Model

The outputs from the various stages of the Destiny-Gram on-line Life Assessment Test/Registration have to be designed to be fed into a ChatGPT Chat feed line automatically, generating AI-automated feed-back for onward incorporation in the analysis. The stages include – Questionnaire Personality Assessment (type, traits, etc.); Character Input Analysis (sacred cows, higher purpose, universal views, personality levels of development, etc); Skills Goals and Desires Inputs and Comments (gifts, abilities, skills, needs, goals, desires, etc); Valuable Ideas and Destiny Choices and Selections. (Refer to Sections on Design Brief).

The evaluation will represent the Measure of ‘Purpose, Priorities, Personality, Potential, Passion and Perfection’ in the AI-assisted self-analysis of best attainable outcomes, desires, and circumstances.

Viability of AI in Profile Creation:

- 1. Intelligent Analysis:** AI’s ability to process and analyse vast amounts of data enables it to extract valuable insights from questionnaire-based responses. By leveraging natural language processing and machine learning algorithms, AI can accurately assess and understand individuals’ attributes.
- 2. Personalization and Customization:** AI algorithms can provide personalized prompts, recommendations, and resources based on individual responses, making the profile creation process more engaging, relevant, and unique to each user. This feature will form an integral AI element of the Website Design.
- 3. Time and Efficiency:** The AI algorithmic interface will be designed to use ‘super prompting’ to streamline the profile creation process by automating certain aspects, reducing manual effort, and suggesting relevant content. This saves users time and encourages broader adoption of comprehensive profiles.
- 4. Continuous Improvement:** AI systems can learn from user interactions and feedback, continually improving the profile-building experience. As more data is collected, AI algorithms can refine their understanding of user preferences and offer even more accurate guidance. (Reference Destiny-Gram Premium Services and ongoing Destiny Mapping/Monitoring).

THE DETAILS (Q & A)

What are the Alternatives to AI-Chatbot?



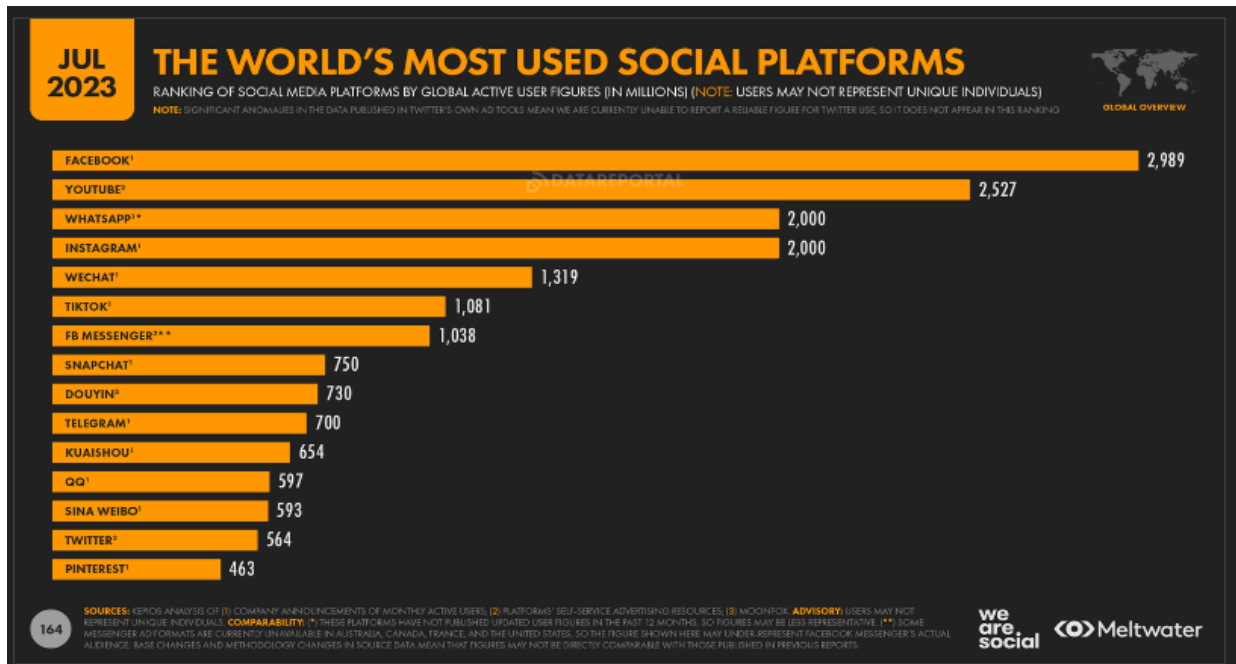
Everyone who uses the internet knows about ChatGPT, one of the most potent and one of, if not the best, AI chatbots in the market. This AI chatbot uses natural language processing technology to analyse and respond precisely as humans would during conversations. What distinguishes it from other bots is its sheer size and power capacity; having been trained with massive amounts of data makes its responses incredibly nuanced and human-like - from answering trivia questions and providing emotional support to writing HTML and debugging code- ChatGPT is undoubtedly one of the best AI chatbots that's revolutionising how we interact with machines.

Why use a ChatGPT alternative?

While ChatGPT 3/4/5 is definitely a front-runner among AI chatbots, plenty of other compelling alternatives are under development and worth considering. Some of the best ChatGPT alternatives (as of November 2023) are:

- **The leader:** [ChatGPT](#)
- **The runner-up:** [Google Bard](#)
- **Open source:** [HuggingChat](#)
- **For building your own chatbot:** [Zapier AI Chatbot](#)
- **For searching the web:** [Microsoft Bing AI](#), [Perplexity](#), [YouChat](#), [KoalaChat](#)
- **For content writing:** [Jasper Chat](#), [Chat by Copy.ai](#), [ChatSonic](#), [ZenoChat](#)
- **For sales and marketing:** [ChatSpot](#)
- **For messaging:** [Personal AI](#)
- **For personal coaching:** [Pi](#)
- **For tinkering:** [OpenAI playground](#), [Poe](#), [DeepAI Chat](#)
- **For fun:** [Character.AI](#)
- **On social media:** [Snapchat My AI](#)
- **For coding auto-complete:** [GitHub Copilot](#), [Amazon CodeWhisperer](#)
- **Up-and-coming:** [Claude](#), [Khanmingo](#)

What Roles do the Social Networking Platforms help you perform?



THE MOST POPULAR SOCIAL MEDIA PLATFORMS

	Facebook	Instagram	Twitter	LinkedIn	TikTok	Snapchat
PEOPLE	<ul style="list-style-type: none"> 25-34 Boomers 	<ul style="list-style-type: none"> 18-24, 25-34 Millennials 	<ul style="list-style-type: none"> 25-34, 35-49 Educated/wealthy 	<ul style="list-style-type: none"> 46-55 Professionals 	<ul style="list-style-type: none"> 10-19 Female (60%) 	<ul style="list-style-type: none"> 13-17, 25-34 Teens
CONTENT	<ul style="list-style-type: none"> Photos & links Information Live video 	<ul style="list-style-type: none"> Inspiration & adventure Questions/polls 	<ul style="list-style-type: none"> News Discussion Humor 	<ul style="list-style-type: none"> Long-form content Core values 	<ul style="list-style-type: none"> Entertainment Humor Challenges 	<ul style="list-style-type: none"> Silly Feel-good Trends
STRATEGIES	<ul style="list-style-type: none"> Local marketing Advertising Relationship building 	<ul style="list-style-type: none"> Ecommerce Organic engagement Influencer 	<ul style="list-style-type: none"> Customer service Ads for males 	<ul style="list-style-type: none"> B2B Organic engagement International 	<ul style="list-style-type: none"> Influencer marketing 	<ul style="list-style-type: none"> Video ads Location-based marketing App marketing
INDUSTRIES	<ul style="list-style-type: none"> Beauty/fitness Jobs/education Employment/job train Healthcare Restaurants Finance 	<ul style="list-style-type: none"> Higher ed Sports teams Nonprofits Technology Consumer goods Office supplies 	<ul style="list-style-type: none"> Higher ed Sports teams Food & bev Alcohol Financial svc Healthcare communication 	<ul style="list-style-type: none"> Hospital/health IT Construction Public admin Retail Manufacturing 	<ul style="list-style-type: none"> Entertainment FM consumer goods Interior design Fitness & sports Beauty, art, fashion, jewelry 	<ul style="list-style-type: none"> Schools/college Gyms Salons Restaurants Concerts
EMOTIONS	<ul style="list-style-type: none"> Informed Overwhelmed Guilty Curious Self-conscious Connected Entertained Isolated Lonely 	<ul style="list-style-type: none"> Inspired Entertained Adventurous Smart Flirtatious Self-conscious Creative Playful Attractive 	<ul style="list-style-type: none"> Anxious Isolated Overwhelmed Informed Flirtatious Lonely Self-conscious Guilty Depressed 	<ul style="list-style-type: none"> Informed Smart Inspired Celebratory Connected Motivated (Not backed by study) 	<ul style="list-style-type: none"> Funny Creative Informed Motivated Practical 	<ul style="list-style-type: none"> Silly Creative Attractive Adventurous Flirtatious Excited Happy Playful Spontaneous
WEAKNESS	<ul style="list-style-type: none"> Weak organic reach 	<ul style="list-style-type: none"> High ad costs 	<ul style="list-style-type: none"> See above 	<ul style="list-style-type: none"> Reporting and custom audience 	<ul style="list-style-type: none"> Least popular for marketing 	<ul style="list-style-type: none"> Can't build relationships


WordStream by LOCALiQ

- **Facebook:** Connect with friends and family, share updates, photos, and videos.
- **Twitter:** Share short messages (tweets) with the world, follow people and topics of interest.
- **Instagram:** Post and explore visually appealing photos and videos, connect with creators and brands.
- **LinkedIn:** Build a professional network, showcase your skills and experience, find job opportunities.
- **YouTube:** Watch and upload videos on a wide range of topics, follow creators, and discover new content.
- **Snapchat:** Share disappearing photos and videos with friends, explore stories from around the world.
- **Pinterest:** Discover and save ideas, create mood boards, explore various interests and hobbies.
- **TikTok:** Create and watch short, entertaining videos, discover trends, and follow creators.
- **Reddit:** Join communities (subreddits) based on interests, discuss and share content, ask questions.
- **WhatsApp:** Send messages, make voice and video calls, share media with friends and family.

What would 'Destiny-Gram' add?

Characteristic	Instagram	Facebook	Snapchat	Pinterest
News	18%	38%	17%	9%
Viewing photos	77%	65%	64%	59%
Watching videos	51%	46%	50%	21%
Sharing content with everyone	45%	57%	46%	21%
Networking	23%	33%	15%	10%
Sharing content one to one	31%	43%	45%	12%
Finding/shopping for products	11%	15%	5%	47%
Promoting my business	9%	7%	6%	5%

DESTINY-GRAM FOCUS

DESTINY-GRAM PROFILE	
	
PEOPLE	<ul style="list-style-type: none"> • 18-65 • Professional • Thinkers
CONTENT	<ul style="list-style-type: none"> • Personal Profiles • Aspirations, Values, Opportunities • Networking
STRATEGIES	<ul style="list-style-type: none"> • Career & Life Planning • Relationship Building • B2B Services, Counselling & Mentoring
INDUSTRIES	<ul style="list-style-type: none"> • Health / Education • IT / Finance • Construction / Engineering • Public / Employment Agencies • Retail • Manufacturing • Schools & Colleges
EMOTIONS	<ul style="list-style-type: none"> • Informed • Inspired / Aspirational • Smart • Connected • Motivated • Creative • Entrepreneurial • Spiritual
WEAKNESS	<ul style="list-style-type: none"> • Initial Small Network/ Number of Users • Overlap with other Social Networks

In the realm of social networking, 'Destiny-Gram' would represent a unique 'Personal Profile', including an AI-produced Animated (or real) Introductory Video, that would be a comprehensive and dynamic representation of an individual's identity to chat with AI Chatbots. This profile would encompass various new aspects to add to skills and competencies such as personality traits, character strengths, , passions, aspirations, and even personal values. Undertaking the online questionnaire based 'AI-assisted Life Assessment Test' would help the user create such a profile initially for their own use in planning their future, offering a holistic view of who they really are, what they excel at, and what drives them. Thereafter and additionally, it would provide the space, without crowding, for individuals to express their desires, goals, and ambitions, helping them connect with potential employers, partners, or like-minded individuals or opportunities that align with their personal growth and fulfilment. The Platform affords the users the opportunity to connect with a supportive community of individuals who share similar goals and interests, facilitating collaboration, mentorship, and networking within the platform. Moreover, such a profile would go beyond static information and provide a deeper understanding of a person's unique qualities and aspirations.

Premium Services would be provided as add-ons, including:

1. Extra Online proprietary Services in Destiny Mapping/Monitoring, Personal Growth and Assessments tools, as extensions to the initial AI-generated Destiny Mapping Report and Personal Profile generated on signing up and completing the detailed online questionnaire.
2. Extra Online proprietary Services in assistance with Ideas Generation, Career Planning, Job Hunting, Networking, Dating and Match Making.
3. Provision of Human Advisors/ Counsellors/ Mentoring as well as informed AI-Chatbot Prompting to guide users on their destiny journeys, (including Sale of the Think Big Destiny Books to users focused on self-actualization, destiny, and impact, not just Personal Profile ownership and Networking).

Seamless integration with other popular relevant social networking platforms will be possible using API's and allow users to use Destiny-Gram as a Portal for sharing and amplifying their comprehensive profile across different online social media channels.

Will your Personality Type impact on your Destiny decisions?

Yes, but individual Destiny-Gram Personal Profiles will be tailored using AI to the individual's specific interests, skills, passions, and aspirations within his/her specific personality type, however that might be defined. Examples, based purely on generic personality types are informative, while not deterministic:

Why does Destiny-Gram use the Enneagram as opposed to other Personality Models?

The process of producing a holistic 'Personal Profile' requires understanding oneself, both Character and Personality, driven by personal Mental and Moral Characteristics. Character unlike Personality, for example, includes qualities rather than traits, such as: Loyalty and Honesty, Leadership, Trust and Respect, Courage, Patience and Understanding. All are crucial in defining a person, so much more than just exploration and analysis of Skills, Abilities, Needs, Passions and Desires. Only together can they assess a person and derive a distinctly personal profile which might uncover Destiny options and an Inner-Calling.

When it comes to 'Personality Tests' and the world of typology, two systems tend to be at the forefront: The Myers-Briggs system and the Enneagram. Both systems are used for the betterment of self-understanding. While the former is used often more prevalently in career assessments and job psychometrics, the latter delves deeper into the personal psyche. The Enneagram can tell what the basic desires and fears are driving a person. It can reveal what an individual might be running away from as well as running towards, thereby discovering both conscious and subconscious desires. The Enneagram is 'focused on internal motivations rather than external behaviours'.

Ultimately the Enneagram goes further in assessing what is most important for a person, guiding their likely motivations when it comes to personal development and seeking new purpose. That is why it is so useful as one tool in the search for destiny, and the production of a Personal Profile which reflects it.

Does AI actually help in the creation of a Destiny-Gram Personal Profile?

Absolutely! AI can play a significant role in helping individuals set up a comprehensive profile by utilizing the questionnaire-based prompts. Through intelligent optimisation algorithms and natural language processing, AI can analyse the responses provided by individuals and generate insights about their personality, character, skills, desires, create a better personal branding, and more. AI-powered systems can provide personalized recommendations, suggest relevant prompts, and guide users in building a more accurate and detailed profile. By leveraging AI's ability to process and analyse vast amounts of data, it can assist individuals in creating a profile that captures their unique attributes effectively. This can save time, provide valuable self-reflection opportunities, and enhance the overall profile-building experience to help achieve personal or professional growth. This will be a key feature of the value of the Destiny-Gram social network platform.

A DESTINY-GRAM PERSONAL PROFILE



Through 'Personalization and Customization' a 'Destiny-Gram Personal Profile', including an AI-produced Introductory Animated (or Real) Video, allows users to express their unique qualities, passions, and aspirations through customizable features, tailoring their profile to reflect their individuality and stand out in a crowded digital landscape.

Will the Destiny-Gram Platform's functionality be Secure?

Data privacy and security will be of prime importance, utilizing strong security measures, transparent privacy policies, and user control over the information shared in their profile (a key feature of the Website Design Brief).

To start, the website will allow users to create and manage their profiles using anonymous interfaces with the AI platform to protect identity and guard against sharing personal or sensitive information. This design will involve an intuitive user interface, implementing profile creation and editing functionalities, and incorporating report outputs as desired. This will be essential in creating the initial 'Personal Profile' and 'Destiny Report'.

Once users have their password protected profile creation functionality in place, they can focus on building the sharing aspect. Privacy and data security will remain paramount, providing appropriate options for users to control the visibility of their profiles. Implementing features like user authentication, privacy settings, and sharing mechanisms will be the subject of careful planning and development. Users will not be identifiable as individuals in general searches unless they consent to invites.

How will the Destiny-Gram Personal Profile ultimately help with formulating Individual Destiny?

The comprehensive Personal Profile once formulated will encompass various aspects of an individual's identity that can help the user make informed decisions about their professional and personal lives, ultimately guiding them in setting their own path and defining their destiny in terms of:

- Self-awareness
- Goal setting
- Career planning
- Personal growth and development
- Networking and connections
- Decision-making support
- Personal fulfilment

After Users sign-up and build a Personal Destiny Profile, how would AI go onto help with Destiny Mapping/Planning and Options, with its follow-up Premium Services Offer?

AI would analyse the questionnaire results and generate personalized destiny plans with options and action steps in its Destiny Report Output (“Roadmap to Destiny”). The AI would ingest and analyse the questionnaire results to:

- Identify the user's core passions, values, and interests
- Assess their skills and abilities
- Uncover motivations and hidden potentials

Using natural language processing and optimization algorithms, the AI would:

- Generate a set of potential life purpose statements aligned with the user's passions and values
- Provide customized legacy goal options based on motivations
- Develop credible 10 to 15-year plans to achieve each legacy goal
- Match skills and abilities to action steps for each plan
- Prioritize and sequence action steps based on dependencies
- Produce personalized destiny plans in different focus areas (career, relationships, self-actualization, etc)

The output could thereafter be an interactive dashboard where users could subscribe to Premium Services to:

- Browse and select their preferred legacy goals over time
- View destiny plans for each goal with sequenced action steps
- Get reminders and track progress on action steps
- Request additional legacy goal and plan options from the AI
- Have the system reassess plans periodically based on updated skills/priorities

With some thoughtful design around the user experience, the AI system could provide significant value in generating insights from the questionnaires and producing personalized destiny roadmaps for onward monitoring. The key is ensuring the AI's recommendations and plans align with the user's unique passions, abilities, and motivations – and are unique and bespoke to the User.

ROADMAP TO DESTINY



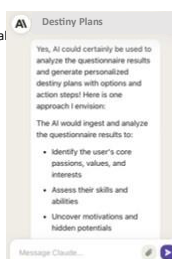
USE THE AI-PRODUCED PERSONALIZED DESTINY ROADMAP

Using natural language processing and optimization algorithms, the AI would:

- Generate a set of potential life purpose statements aligned with the user's passions and values
- Provide customized legacy goal options based on motivations
- Develop credible 10 to 15 -year plans to achieve each legacy goal
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DESTINY ROADMAPS PRODUCED USING AI'S NATURAL LANGUAGE PROCESSING AND OPTIMIZATION ALGORITHMS TO ENSURE RECOMMENDATIONS AND PLANS ALIGN WITH THE USER'S UNIQUE PASSIONS, ABILITIES, AND MOTIVATIONS

Why will a Destiny-Gram Personal Profile be important to have and maintain?

Apart from the benefits of the Premium Services in Destiny Planning and Monitoring outlined above, in the future, just having a comprehensive online profile - that showcases various aspects of an individual's personality, character, skills, desires, passions, views, and destiny plans - will become increasingly valuable to differentiate from others. Such profiles and the website's networking facilities will serve multiple purposes, including job hunting, dating, , idea creation, and seeking financing/investment. Here are a few reasons why people would need such profiles:

- **Job Hunting:** As the job market becomes more competitive, and AI takes over many professional roles based on knowledge, employers will seek candidates who not only possess certain necessary skills and qualifications but increasingly more importantly also align with the company's values and culture. Personality and Character will stand for more than ever before in the selection. An online profile that provides a holistic view of an individual's personality, character traits, and career goals can help employers assess the suitability and cultural fit of potential candidates. It allows job seekers to showcase their unique

strengths, aspirations, and personal values, making them stand out in the application process. Such personal information will not just be an *'add-on'* to work experience and education information provided on career networking sites like LinkedIn.

- **Dating:** In the realm of online dating, individuals are seeking more meaningful connections beyond surface-level information. A comprehensive profile that goes beyond superficial details allows people to express their genuine personalities, spirituality, interests, and long-term aspirations. It helps in attracting like-minded individuals who resonate with their values, passions, and life goals. Such profiles create a stronger foundation for establishing deeper connections and potentially finding compatible partners, than traditional dating websites.
- **Networking:** Building professional networks is crucial for personal and career growth. An online profile that highlights an individual's skills, experiences, and aspirations can serve as a powerful networking tool. It enables professionals to connect with others who share similar interests, expertise, or career goals. By showcasing their passions, desires, ideas and future plans, individuals can attract opportunities for collaborations, mentorship, investment, and knowledge exchange.
- **Ideas Creation:** Online platforms that facilitate idea-sharing and collaboration between individuals or interest groups will become increasingly prevalent. By having a detailed profile that outlines an individual's skills, expertise, and areas of interest, they can find like-minded individuals to brainstorm and collaborate on new projects or ventures. These profiles serve as a repository of knowledge and capabilities, fostering creativity and innovation by connecting individuals with complementary skills and shared passions.

In summary, a comprehensive online Personal Profile, and Introductory Animated (or real) Video, that encompasses an individual's personality, character, skills, desires, passions, views, and destiny plans will be invaluable in the future. Most importantly it will aid in self-assessment and decision making in careers and personal lives. It will also aid in job hunting and attracting potential employers and facilitate meaningful connections in dating and networking contexts. Furthermore, it will serve as a catalyst for ideas creation and collaboration, bringing together individuals with shared interests and aspirations (via AI use of the network) to foster innovation and personal growth.

THE MARKET DYNAMICS


(Market Segmentation/ Target Markets/ Market Offering/ Market Opportunity)

Based on the preceding discussion and analysis, Destiny-Gram is to be targeted at two distinct but related markets according to its unique market offerings and branding :

MARKET OFFERINGS

1. **“UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL”** (Involving AI-Assisted Personal Profiling, Self-Assessment, and Promotion of AI-Informed Personal Interaction)
2. **"NETWORKING POWERED BY PURPOSE"** (Involving Networking based on Personal Profiles).


1. “UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL”



Destiny-Gram.com

“With AI transforming the job landscape, showcasing our humanity and purpose will be key to forging meaningful connections and opportunities.”


YOUR DESTINY PROFILE



YOUR PERSONAL AI-DESTINY PROFILE & NETWORK OPPORTUNITIES WILL HELP DEFINE YOUR DESTINY

“UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL”

SECURE, PERSONALISED, ETHICAL USAGE WILL BE ITS CODE & ‘RAISON D’ÊTRE’



“The future calls us all to lead with our hearts.”

Market Segmentation:

Some users may sign up just to get the benefit of having the AI-generated 'Personal Profile', the AI-produced 'Animated Introductory Video', and the 'Networking Opportunities' associated with it, but the market offering includes both the Production of the online 'AI-Destiny Report' and 'Destiny Profile', and the 'Offer of Proprietary Destiny Planning, Personal Growth and Assessments Tools as Premium Services' - for a community passionate on self-actualization and assessment of their destiny options (students/career changers/people going through life changes/retirees).

As discussed, these follow-up 'Premium Services' may be developed as recurring revenue earners and include chargeables such as Online proprietary AI Services in Personal Growth and Assessments tools, Career Planning, Job Hunting, Networking, Dating and Match Making; and Providing Human Advisors/ Counsellors and Mentoring Services. Personal research into Destiny will be complemented by Publication, Promotion and Sale of the Think Big Destiny Books.

The above Services in their entirety can be classified as part of the 'Personality Assessment Solutions' market. In terms of Segmentation, up until now, the majority of the users come from the 'Corporate Employer Sectors' active in 'Recruitment and Training'. The substantially untapped 'Educational/Employee Sector' for individuals at college, or at work, or out-of-work, or at home - to assess their own personality, potential and opportunities - is unknown, but evidently substantial.

Target Markets:

The Global Market for 'Personality Assessment Solutions' is forecast to grow from US\$7.4 billion in 2021 to US\$ 16.5 billion by 2028 and US\$22.6bn by 2031. A few major players operating in the market are Criteria Corp.; Hogan Assessments; Development Dimensions International, Inc.; Persona Labs; SHL; SIGMA Assessment Systems Inc.; Paradox, Inc.; TTI Success Insights; Aon plc.; and Mercer LLC. Many use 'Personality Tests' are their core business offering.



The Competition is intense with over two thousand ‘Personality Tests’ on the market. The on-line Personality Tests themselves (e.g., Myers-Briggs, DISC, the Winslow Personality Test, NEO, the Color Code, Birkman, HEXACO, and the Enneagram) are an integral part of the overall ‘Solutions Market’, with over 80 million Personality Tests taken worldwide each year. Tests Charges vary from US\$45 per test to Free Tests for basic assessments. However, Personality Testing alone as a ‘Personality Assessment Solution’ is becoming tired, and inconclusive in terms of career and life planning. Destiny-Gram goes further by- creating a Personal Profile including Personality, Character and Passions, providing a personalised AI-interface, and access to a related and relevant Network.

Companies:

The leading Companies who operate in the Integrated Global Personality Assessment Solutions Market include:

Destiny-Gram™

NEO

DISC

COLOR CODE
Personality science.

TestGroup

mbti

WINSLOW SOLUTIONS

WORLD'S FIRST AI DRIVEN PERSONALITY TEST

HEXACO

The But

With Several Established Players

Myers-Briggs, The Enneagram



- Aon plc.
- Paradox
- Criteria Corp.
- Development Dimensions International, 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
- Hire Success
- Well Suited

Most of the above companies work principally in the Corporate Employer Market Sector because that is where the income is, and their services are invariably chargeable. The SIGMA Assessment, for example, costs £799 per candidate. Custom Tests produced by HIRE SUCCESS and WELL SUITED can cost over \$10,000.

In terms of the 'Tests' themselves, there are over 2,000 Personality Test on the market. Many are free but of questionable output. Recognised On-Line Personality Test Companies still charge, and the best tests aren't free: Personality assessments are an internal investment. The cost of personality assessments can range under between \$10 and \$10,000 per individual or employee. Truity.com is one of the fastest growing and most-used On-Line Companies focused on 'individuals' not Corporate Clients. They claim to have 2 million tests undertaken per month. They combine the leading recognised tests of the Enneagram, Type-Finder, Big Five Assessment, Career Profiler and Workplace DISC Tests. They offer free tests but typically charge \$19-\$70 for upgraded full reports. The Top-5 Ranked Tests according to SeniorExectutive.com all charge- Enneagram, Big Five, Disc, Myers-Briggs And Clifton Strengths.

Top 50 On-Line Tests :

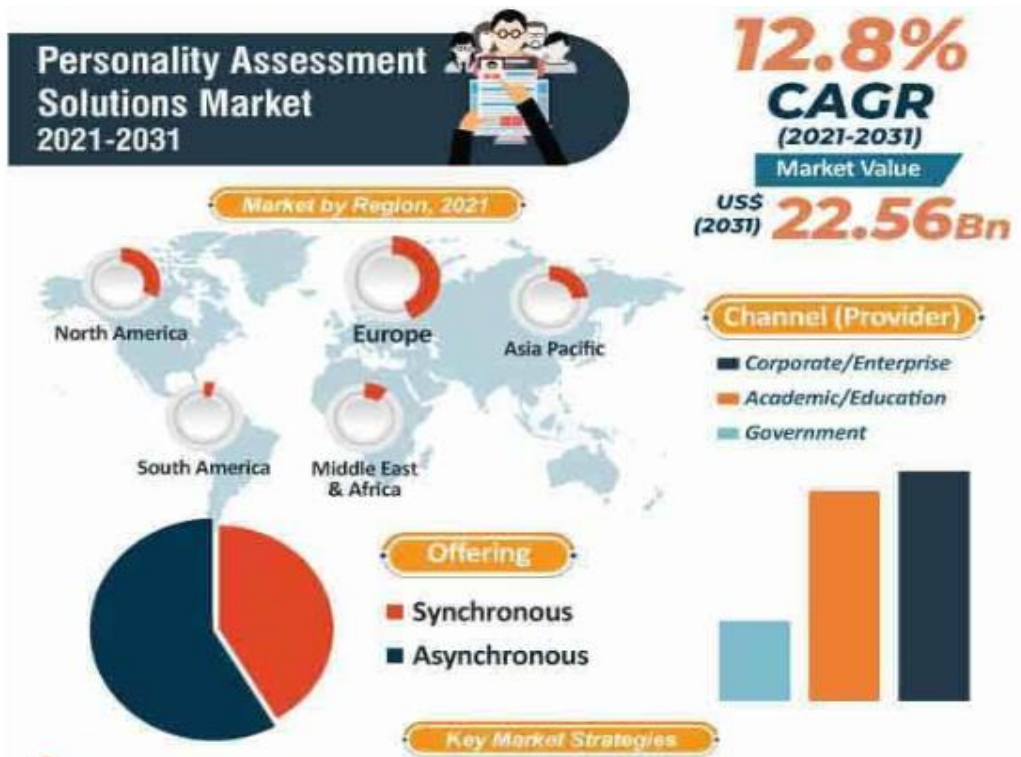
*1	Truity.com	5 free tests, \$19-70 per full test, 2m tests / MTh
*2	Enneagraminstitute.com	\$12 per test
*3	Discprofile.com	\$64 per test
*4	Myers-briggs.org	\$50 per test
*5	Gallup.com/Clifton Strengths	\$50 per test
6	Integrative9.com	\$60 per test
7	Narrativeeneagram.org	\$10 per test
8	High5test.com	Based on strengths assessment
9	Openpsychometrics.com	16 personality factor questionnaires (Big 5)
10	Hexaco.com	
11	Acer.edu.au	Revised NEO personality inventor
12	Similarminds.com	Eysenck personality (inventory & questionnaire)
13	Pearsonclinical.com	Minnesota multiphasic (personality inventory)
14	Birkman.com	
15	PsyTech.com	Values and motives inventory
16	Hoganassessments.com	3-Motives, values, preferences tests
17	Psychometrics.com	California psychological inventory
18	Psionline.com	Personality and preference inventory
19	Verywellmind.com	Keirsey temper sorter
20	Redbull.com	Redbull Wingfinder
21	My-personality-test.com	True Colours
22	Caliper.com.au	Caliper profile
23	Pymetrics.ai	Used by EY
24	Theinkblot.com	Rorschach inkblot test
25	Winslowsolutios.com	
26	Parinc.com	Based on NEO
27	Learning-mind.com	Szondi test
28	Personalityhacker.com	
29	Careerfitter.com	
30	Seemypersonality.com	
31	Testcolor.com	
32	Sapa-project.org	
33	Humanmetrics.com	
34	123test.com	
35	Crystalknows.com	1 million tests a year
36	Personalityperfect.com	
37	You.visualdna.com	
38	Careerexplorer.com	Berkeley emotional intelligence test
39	Ihhp.com	Institute for health & human potential
40	Goodjob.io	
41	Zelfium.com	AI based
42	Testgorilla.com	AI based
43	Testgroupassessments.com	AI based
44	Mygoodinterview.com	AI based
45	Sapia.ai	AI based
46	Ntalents.ai	AI based
47	Typefinder.com	\$29 per test
48	Testyourself.psychtests.com	
49	Resourceassociates.com	\$15-75 per test
50	Centraltest.com	

Ranked Best -Top 5 Personality Tests

<https://seniorexecutive.com/the-top-5-personality-tests-in-business-which-one-should-your-company-use/>

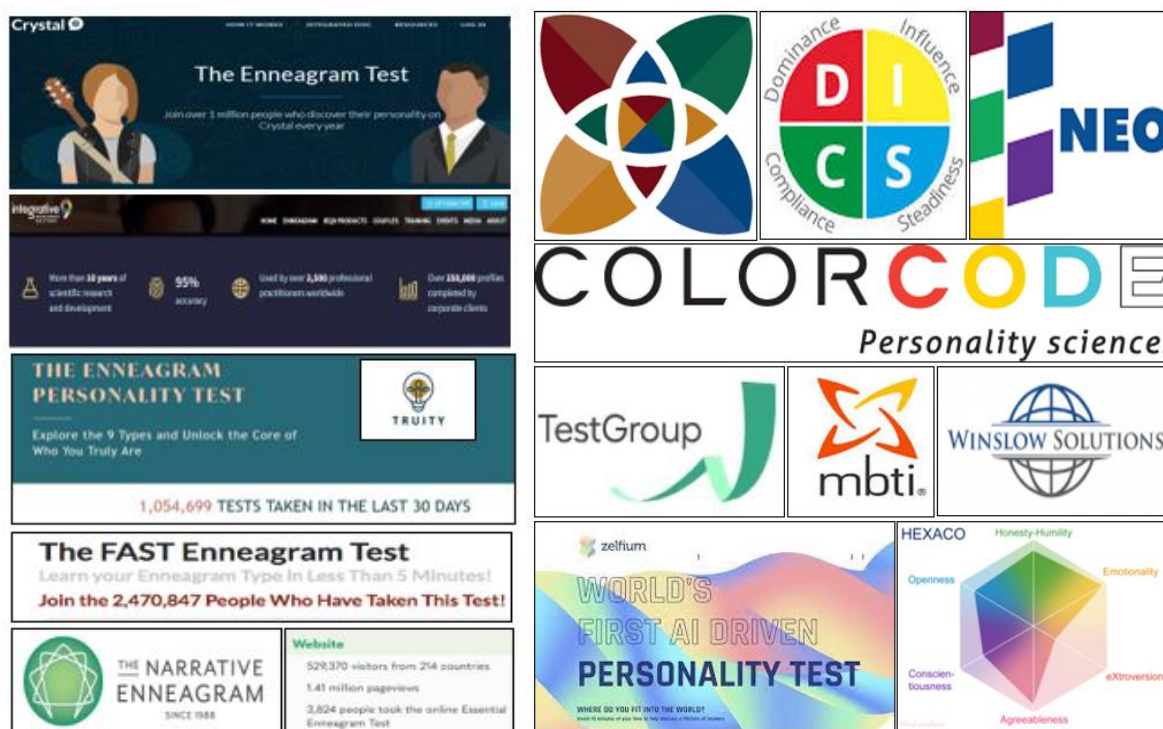
Declared AI-based Personality Tests

THE PERSONALITY ASSESSMENT MARKET



Source: <https://www.transparencymarketresearch.com>

Competitor Analysis



The 'Myers-Briggs Type Indicator' (MBTI) is the most popular Personality Test in the business world with recruiters and has more than two million users every year. It is used in twenty-six countries to assess employees, students, soldiers, and potential marriage partners. It is used by Fortune 500 companies and universities, in self-improvement seminars and wellness retreats. The Enneagram Institute' 'Riso-Hudson Enneagram Type Indicator' (RHETI) Test is the world's most popular on-line Enneagram-based Personality Test which gives a deeper analysis of a Person and his/her inner self and is more useful outside the recruitment process.

The MBTI focuses on inborn personality traits and individual preferences, while the Enneagram focuses on nurturing personality types, and helps explain patterns in motivation, emotion, and thought, and markers in one's life. Because the Enneagram is exploratory and can help explain how an individual's core beliefs can affect their decisions and behaviour – it is the base Personality Analysis incorporated in the Destiny-Gram wider 'Personality, Character & Passions Test'. It is also based on 9 distinct Personality Types for clarity and focus.

If people, in their millions every year, not just recruiting companies, are already exploring how the Personality Test results can help them understand themselves and develop as individuals positively - they will inevitably want to go one stage further and explore their unique comprehensive 'Personal Profiles' and 'Destiny Report' with options in Life, based on analysis of their Values, Passions and Abilities as well as their Personalities.

A Unique Selling Point of the Destiny-Gram offering will be its interface with AI-Chatbots in the development and use of the 'Destiny Report'. Artificial Intelligence (AI) in recruitment is not new but currently Personality Test businesses, (such as 'Zelfium'), who claim to be AI- Personality Test Companies, don't take the concept of AI application further than the Identification and Analysis of Personality Types and Traits. Only Destiny-Gram uses AI to get personal and talk with (via Chatbots) and analyse Individual Personal Skills and Desires and make Destiny Assessments and give bespoke advice.

Market Offering:

The Market Offering will be based on the user completing a detailed on-line AI 'Personal Assessment Test' of 60 (-120) minute duration, US\$12 (-30) one-off charge, depending on whether LinkedIn profile incorporated, and AI assessed; and receiving AI-generated - Personal Profile, Animated Introductory Virtual Video, and Destiny Mapping Report. Further chargeable items will be the subject of opted-in follow-on Personal Development Premium Services.

The online MCQ Questionnaire and AI-Prompting will require careful Design to maximise the relevance of Inputs/Outputs. With user consent, information will be sourced from a user's **LinkedIn Profile** to supplement the career and destiny assessment, without exhaustive questioning being necessary with respect to work experience and history. The AI-assistant will:

- Pull work history details to pre-populate the experience section of the questionnaire. This saves time and ensures accuracy.
- Use the user's profile summary to gain additional insight into their skills, interests, goals, and personality.

- Reference listed certifications, volunteer work, organizations, and causes to further understand talents and values.
- Check endorsements and recommendations to help identify strengths peers have recognized.
- Look at connections to find shared links that may reveal networking opportunities related to aspirations.
- Review publications, projects, and presentations to highlight relevant achievements.
- Scan job titles over time to assess career progression and shifts.
- Examine types of companies worked at to gauge work culture preferences.
- Note education details like major and degrees earned.

With the user's permission, connecting to the LinkedIn profile can add significant context about who they are and what they care about. This allows for an enriched perspective when advising on potential purpose-aligned career paths. Relevant profile details would be incorporated appropriately into the integrated summary.

Accessing a user's other social media profiles beyond LinkedIn would require explicit consent from the user to access and utilize that data. This may be incorporated as a future feature but there would be factors to consider:

- **Privacy** - People may share different levels of personal information across various social platforms, so permission would be needed to use that data respectfully.
- **Relevance** - Details from sites like Facebook may provide additional context about someone's interests and personality. However, professional sites like LinkedIn tend to be most relevant for career analysis.
- **Time Investment** - Compiling insights from multiple large social platforms could become very time intensive and provide diminishing returns for the career advising purpose.
- **Biases** - Unfiltered social content may introduce biases or assumptions that aren't directly applicable to professional pursuits.

Destiny-Gram's early strategy would be to focus primarily on professional platforms like LinkedIn that directly showcase skills, experience, and goals. While personal sites could add some supplemental context in theory, the privacy concerns and time requirements may outweigh the relatively small benefits for life/career assessment. However, in due course as the Social Network develops, with informed consent, some high-level insights could be cautiously gleaned. Maintaining ethical data practices would be a priority.

As well as Professional Profiling, the online Questionnaire will include questions and profiling of social likes and personality preferences for use in potential partner profiling, as an integral part of an individual's life and destiny planning.

Summary of the benefits of the Market Offering with respect to 'Unravelling The Unique Essence of the Individual' and 'Providing an AI-informed Personal Interface':

- **Self-Awareness:** Reflecting upon personality, values, skills, desires, and aspirations fosters self-awareness, allows individuals to gain a deeper understanding of their strengths, weaknesses, and areas for growth.
- **Goal Setting:** With a clear understanding of attributes and aspirations, individuals can set meaningful goals aligned with their values and passions.
- **Career Planning:** By identifying their skills, competencies, and professional interests within the comprehensive profile, individuals can align their career choices accordingly. They can explore job opportunities, industries, or paths that resonate with their profile, far deeper than existing social network sites.
- **Personal Growth and Development:** Individuals can leverage self-awareness to pursue learning opportunities, acquire new skills and develop themselves personally and professionally.
- **Decision-Making Support:** Individuals can refer to their comprehensive profile to ensure alignment with their values, desires, passions, and long-term aspirations, serving as a guiding framework, helping individuals make decisions that are in line with their authentic selves.

- **Personal Fulfilment:** By consciously shaping their lives based on their comprehensive profile, individuals have the potential to experience a greater sense of fulfilment and purpose. They can make choices that align with their true selves, leading to a more satisfying and meaningful life journey, discovering their real destiny.

Market Opportunity:

MARKET OPPORTUNITY

The slides cover:

- AN INTRODUCTION:** Destiny-Gram™, AN OPPORTUNITY IN THE PERSONAL ASSESSMENT MARKET.
- The Why:** A Large Growth Market. Global Market US\$22.6 Billion, 19% CAGR.
- The Because:** Dominated by The Corporate Recruitment Sector. 70% of Fortune 500 Companies.
- The How:** "Personality AI takes multiple types of inputs – on-line feedback, demographic data, real life desires and observations, questionnaire responses – and outputs personality insights."
- The Solution:** "To Help the Individual to Go Beyond Personality Assessment, Explore Individual Skills & Desires & Assess Personal Destiny using AI."
- The Books & The Website:** "Destiny is Not a Matter of Chance It is a Matter of Choice."

BUSINESS CASE

The 'Global Market' for 'Personality Assessment Solutions' is US\$7.5 billion and is forecast to grow to US\$ 16.5 billion by 2028. 'Partners' Returns' for Individual Investments in Cash or Kind, will include Payment for Services rendered and Share in the Partnership's success in Equity, Sales and Profits.

" A new secure Social Networking Site with Unique Features:"

The 'Website Business' Pessimistic Base Case (MVP) is to generate Annual Revenues of US\$1 million and Investment Pay-Back within 3 years. Dependent on a successful and fully funded initial launch of Destiny-Gram.com as a 'Unique Social Networking Site' with 'Destiny Profile' Links to existing Social Media Sites via APIs, the 'Stretch Target' is a minimum of 10 million 'Profiled Users' within 3 years, generating 'US\$120 million' of cumulative revenues.

PERSONALITY ASSESSMENT SOLUTIONS MARKET US\$22.6bn by 2031

SOCIAL NETWORK OF 10 MILLION USERS GENERATING \$120 MILLION IN REVENUES

Dependent on a successful and fully funded initial launch of Destiny-Gram.com as a future 'Unique Social Media Site with Personal Profiles and Networking Opportunities' and API Links to individuals' other existing Social Media Sites, the 'Stretch Target' is a minimum of 10 million 'Profiled Users' within 3 years, generating 'US\$120- 300 million' of cumulative revenues.


LEVERAGING ARTIFICIAL INTELLIGENCE

‘LIFE ASSESSMENT SOLUTIONS’


Destiny-Gram.com LEARN HOW TO USE YOUR PROFILE

"Discovering one's Personal Destiny is like solving a complex equation: you need the right variables, a dash of inspiration, and the ability to balance the unknowns... Or you could just flip a coin and hope for the best!"


Profile, Self-Assessment & Personal Development




Who Am I?



What Do I Want to Achieve?




What is My Destiny?





How Do I Make the Right Decisions?


Networking, Ideas & Opportunities




Jobs - Love - Ideas










How Do I Build and Use my Professional & Private Networks?







How Do I attain Fulfillment, True Purpose & Happiness?



Self-Awareness: Reflecting upon personality, values, skills, desires, and aspirations fosters self-awareness, allows individuals to gain a deeper understanding of their strengths, weaknesses, and areas for growth.

Goal Setting: With a clear understanding of attributes and aspirations, individuals can set meaningful goals aligned with their values and passions.

Career Planning: By identifying their skills, competencies, and professional interests within the comprehensive profile, individuals can align their career choices accordingly. They can explore job opportunities, industries, or paths that resonate with their profile, far deeper than existing social network sites.

Personal Growth And Development: Individuals can leverage self-awareness to pursue learning opportunities, acquire new skills and develop themselves personally and professionally.

Decision-Making Support: Individuals can refer to their comprehensive profile to ensure alignment with their values, desires, passions, and long-term aspirations, serving as a guiding framework, helping individuals make decisions that are in line with their authentic selves.

Networking And Connections: The comprehensive profile can facilitate meaningful connections with like-minded individuals, mentors, potential employers or partners, or professionals in related fields. By showcasing their unique qualities and interests, individuals can attract connections that can support and guide them on their chosen career path and personal lives, including job-hunting and dating.

Ideas Creation: Brainstorming and collaborating on new projects or ventures, in partnerships or groups. The profiles serve as a repository of knowledge and capabilities, fostering creativity and innovation by connecting individuals with complementary skills and shared passions.

Personal Fulfillment: By consciously shaping their lives based on their comprehensive profile, individuals have the potential to experience a greater sense of fulfillment and purpose. They can make choices that align with their true selves, leading to a more satisfying and meaningful life journey, discovering their real destiny.

2. "NETWORKING POWERED BY PURPOSE"

Market Segmentation:

As a Social Media Networking Site, Destiny-Gram will compete in the Global Social Networking Platforms Market which was evaluated at US\$192.950 billion for the year 2019 and was projected to grow at a CAGR of 25.38% to reach a market size of US\$939.679 billion by the year 2026.

The overall size of the market is irrelevant, and Market Offering Differentiation and its Unique Selling Points will be key for Destiny-Gram's success in its market entry and establishment, providing 'Personal Profiles' and 'AI-Life Assessment Solutions' for individuals in search of Personal Destiny and Networking Opportunities.

Market Offering:

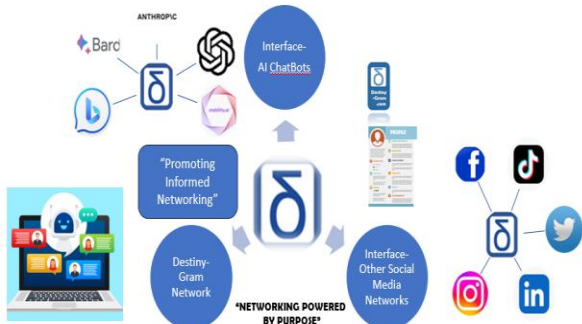
The addition Market Offering with respect to “Networking Powered by Purpose” therefore includes-

- **Networking And Connections:** The comprehensive profile can facilitate meaningful connections with like-minded individuals, mentors, potential employers or partners, or professionals in related fields. By showcasing their unique qualities and interests, individuals can attract connections that can support and guide them on their chosen career path and personal lives, including job-hunting and dating.
- **Ideas Creation:** Brainstorming and collaborating on new projects or ventures, in partnerships or groups. The profiles serve as a repository of knowledge and capabilities, fostering creativity and innovation by connecting individuals with complementary skills and shared passions.

Destiny-Gram will strive to be a Responsible Social Networking Site with strict Consent, Privacy & Security Principles as its foundation, prioritising Ethical Use of Data and Privacy Protections as points of differentiation. Other USPs include being:

- The Only Social Networking Site offering AI-Analysis in its Personal Profiling, and Giving AI Chatbots access to it, prior to seeking Chatbot Advice.
- The Only Social Networking Site based on Aspirations and offering the concept of AI-Assisted Destiny Planning in terms of- Self-Awareness, Goal Setting, Career Planning, Personal Development, and ‘Networking’ of Contacts, Ideas & Opportunities in both a user’s Professional and Private lives.
- No Advertising

MARKET OFFERING BASED ON NETWORKING



USING YOUR UNIQUE PERSONAL PROFILE TO SHARE, YOU CAN CREATE AN INFORMED INTERFACE WITH AI-CHATBOTS, AS WELL AS SHARING WITH OTHERS ON THEIR SOCIAL MEDIA SITES

SEARCH/ INVITE

"Anything that's relevant to Your Search"

SEARCH CRITERIA

SEARCH RESULTS

Identify Protected / Anonymous (User Invite Accepted)

- Under 40
- Single Parent
- Marketing Experience
- Artistic
- Pragmatic
- Numerate
- Self Employed
- Explorer
- Computer Programmer
- HR/Recruiter
- Life Coach
- Inventor
- Entrepreneur
- Library Agent
- Merchant Banker
- Leader
- Family Oriented
- Company Executive

- Key words
- Reformer
 - Hopeful
 - Generous
 - Living
 - Strategic
 - Freedom Seeking
 - Humorous
 - Humble
 - Honest
 - Empathetic
 - Passionate
 - Non-Sneaker
 - Salsa Lover
 - Enthusiast
 - University Drop out
 - Social Justice
 - Global Conservation
 - Liberal
 - Procrastinator/Mislator
 - United States of America
 - IT Specialist
 - MBA
 - Youngest Child
 - French Speaker
 - Sport Lover
 - Ex-Google Employee
 - Impatient, Tenacious
 - World Traveler
 - Trouble Shooter
 - Lateral Thinker

"UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL"

"NETWORKING POWERED BY PURPOSE"

PERSONAL PROFILE DASHBOARD

FIND & NETWORK WITH LIKE-MINDED PEOPLE, PROFESSIONALS OR POTENTIAL PARTNERS

MY PROFILE : SELF-ASSESSMENT : PERSONAL DEVELOPMENT

ABOUT ME:

- BASIC INFORMATION, SEX, DOB, LOCATION, ROLE, JOB DESCRIPTION
- ABOUT DESCRIPTION
- EDUCATION
- EXPERIENCE
- SKILLS
- LANGUAGES
- PLACES LIVED
- RELATIONSHIP
- CAREER INTERESTS

WHO AM I?

- PERSONALITY TYPE
- PERSONALITY WING
- PERSONALITY TRAITS
- CHARACTER CHARACTERISTICS
- FOCUS PURPOSE
- LEARNING-GRADE
- UNIVERSITY VIEWS
- SACRED CODES
- HOME TRUSTS
- IDENTITY: PERSONAL BELIEFS
- PERSONAL GROWTH OPPORTUNITIES LEVEL OF DEVELOPMENT

WHAT DO I WANT TO ACHIEVE?

- FOCUS SKILLS/ LEVELS OF ABILITY
- FOCUS GOALS/DESIRES/INTERESTS
- FOCUS VALUABLE IDEAS
- PARTNER PREFERENCE QUESTIONNAIRE

WHAT IS MY DESTINY?

- PERSONAL/ JOB/CAREER OPTIMIZATION RECOMMENDATIONS
- PERSONAL DEVELOPMENT RECOMMENDATIONS
- PARTNER TYPE OPTIMIZATION RECOMMENDATIONS
- DESTINY/ FUTURE GOALS RECOMMENDATIONS

SOCIAL MEDIA LINKS

PERSONAL PROFILE LINKS: [Social Media Icons]

MY NETWORKING: IDEAS: OPPORTUNITIES

MY NETWORK? PROFILE LINKS

- FRIENDS: INVITES (From Other Social Networks)
- CONTACTS: INVITES (From Other Social Networks)
- PROFILE SEARCHES
- PROFILE MATCHES: INVITES (Similar Profile Searches)
- GROUPS
- DISCUSSION FORUMS

HOW DO I USE MY NETWORK?

- POSTS: COMMENTS
- MESSAGES
- PHOTOS/VIDEOS
- ARTICLES
- EVENTS: NOTIFICATIONS

JOB: PROFESSIONAL:

- JOB SEARCH
- TRAINING OPPORTUNITIES
- MARKET PLACE: PRODUCTS & SERVICES FOR SALE

PERSONAL:

- DATING PREFERENCES: QUESTIONNAIRE
- PROFILE SEARCHES
- PROFILE MATCHES: INVITES

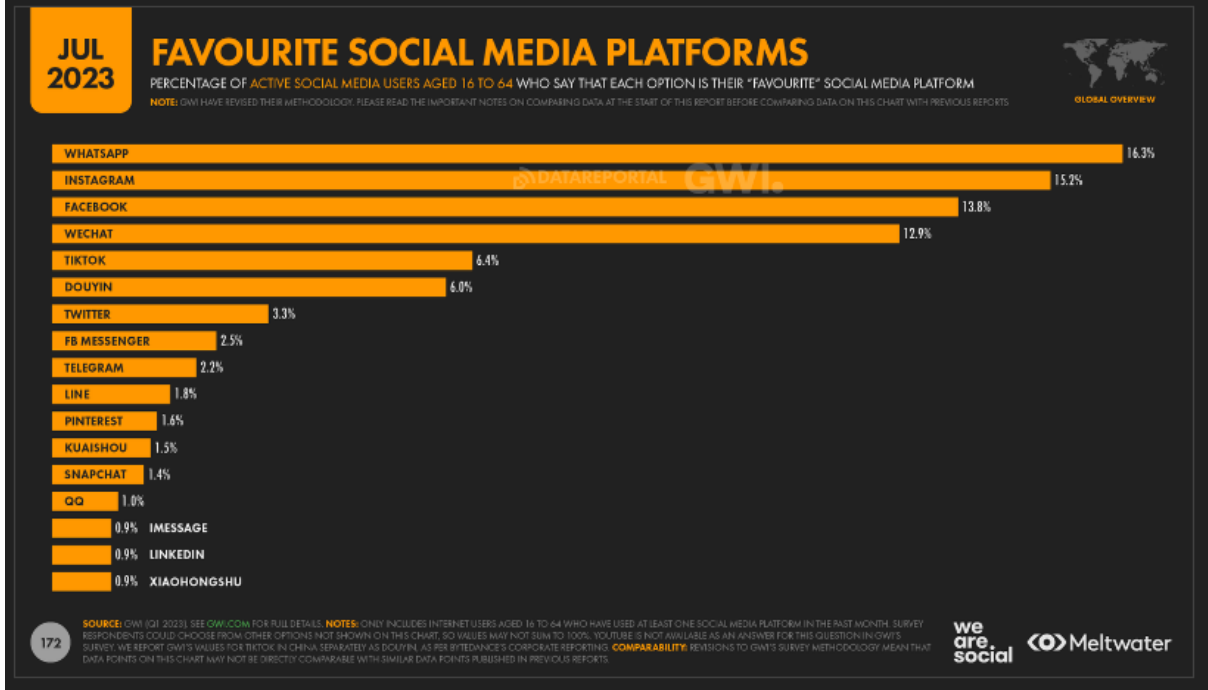
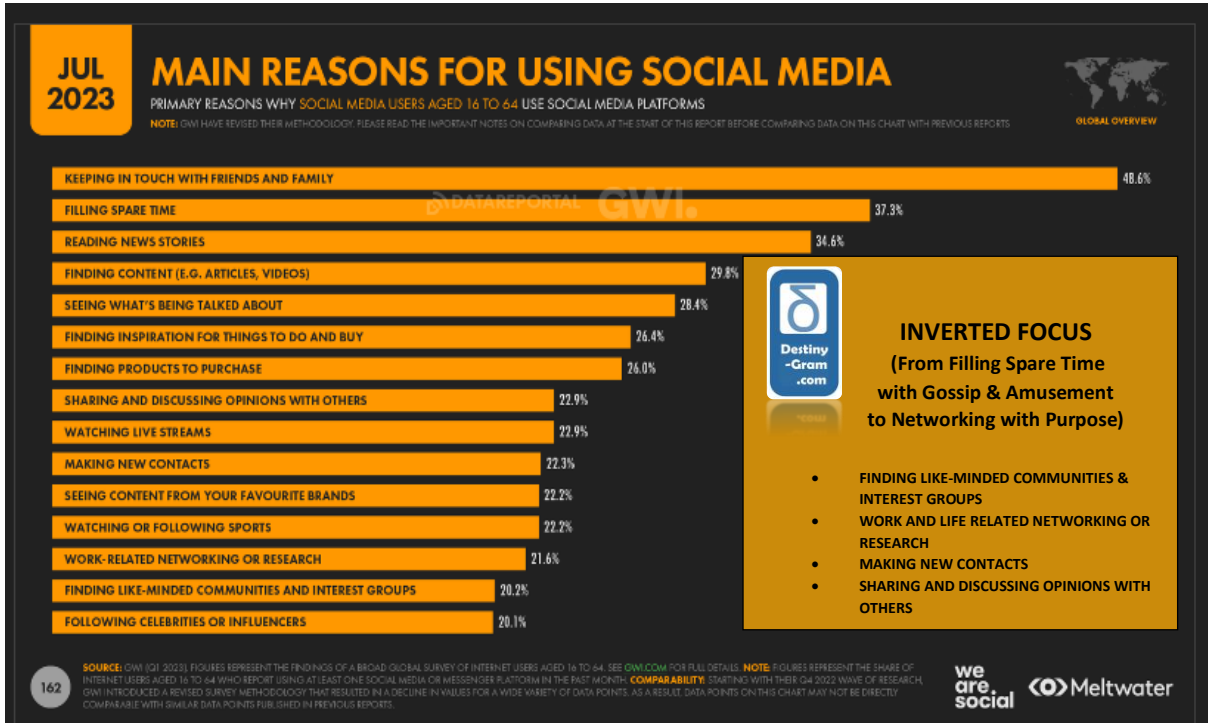
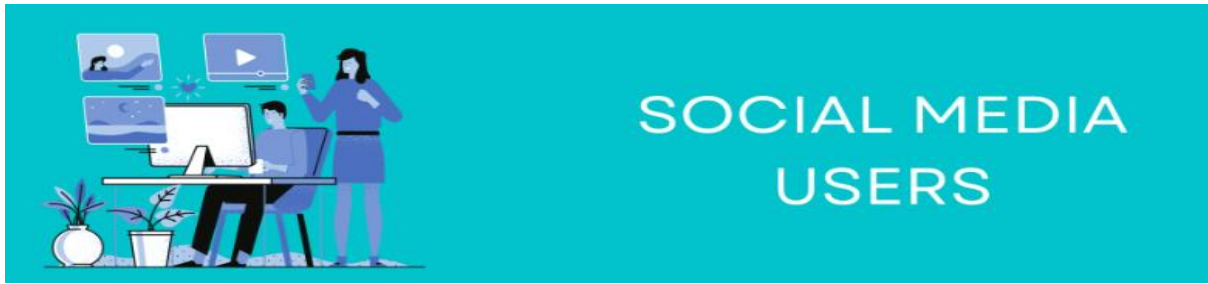
IDEAS:

- GOAL SETTING
- IDEAS: IDEAS CREATION
- INVESTMENT OPPORTUNITIES

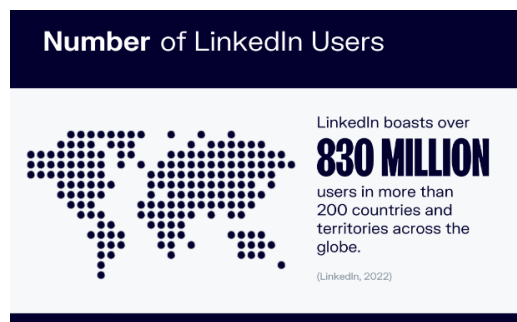
SOCIAL MEDIA LINKS

PERSONAL PROFILE LINKS: [Social Media Icons]

Target Markets:



Destiny-Gram’s ‘Personal Profiling, Video Production, Personal Development and Networking Services’ will be aligned with and initially targeted at LinkedIn current Users, and Market Segment, on the basis of having related Purpose and Focus.



TARGET USERS

LinkedIn has 420 million ‘Monthly Active Users’ and 830 million annual users. It would be Destiny-Gram’s Target to market penetrate 2.5% of their MAU as Individuals who would seek to add ‘Personality and Passions’ and a ‘Personal Introductory Video’ to their searchable Personal Profiles and would sign-up to Destiny-Gram to create their Independent Unique Profile, and have access to a network focused on it, as well as linking it to their current career related LinkedIn Page.

LinkedIn

LinkedIn has more than 830 million members in over 200 countries, with more than 224 million in the U.S. 117 job applications are submitted per second, and eight people are hired every minute.

LinkedIn Premium

- in Mail** InMail - LinkedIn Premium provides users with 3 InMail credits per month, enabling them to directly contact decision-makers of companies.
- Who's Viewed Your Profile** - With LinkedIn Premium, users can find out who has viewed their profile within the previous 90 days.
- in Learning** LinkedIn Learning - As a Premium User, you will have access to over 15,000 online courses.
- Applicant Insights** - LinkedIn Premium includes Applicant Insights, which directs users to job openings based on their skills, experience and current role.

LinkedIn Premium is offered to LinkedIn users as an upgrade option. It costs between \$29.99 and \$99.95 per month, depending on whether the user is a jobseeker, recruiter, salesperson, or business professional.

LinkedIn Premium aims to help its users network more effectively by providing more features than the platform’s free offering. If LinkedIn were to offer the specialist profiling and search facilities envisaged by Destiny-Gram it would likely form part of its Premium Service charges. Destiny-Gram would aim to develop its users Profiles independently of LinkedIn competitively, as well as provide its own Premium Services, and not aim to compete directly with LinkedIn.

10 LINKEDIN STATISTICS

Every Marketer Should Know



Number of LinkedIn Users



LinkedIn boasts over **830 MILLION** users in more than 200 countries and territories across the globe.

LinkedIn Demographics: Gender



42.8% of LinkedIn users worldwide are female, compared to **57.2%** of males.

LinkedIn Demographics: Age

36% of US adults aged between 30 and 49 use LinkedIn.



LinkedIn Demographics: Education

HALF of all US adults with college degrees use LinkedIn.



LinkedIn Demographics: Job Seniority



Nearly **25%** of all LinkedIn users are senior-level influencers.

LinkedIn for Business

There are more than **55 MILLION** companies listed on LinkedIn.



LinkedIn's Popularity Among B2B Marketers



LinkedIn is the **2ND** most popular platform among B2B marketers, just behind Facebook.

LinkedIn Ads Reach

The US offers the largest group of LinkedIn advertising audience with a reach of **160 MILLION** users.



LinkedIn's Role in Buyer's Journey



52% of buyers list LinkedIn as the most influential channel during their research process.

LinkedIn's Mobile Traffic

57% of LinkedIn's traffic comes from mobile devices.



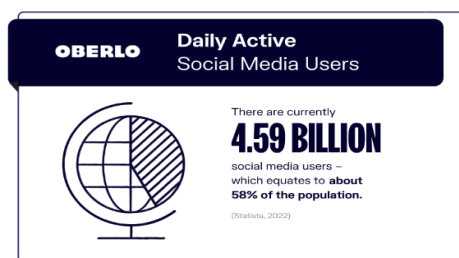
DESTINY-GRAM'S UNIQUE SALES PITCH

“With the integration of AI into Social Network Services, you can tap into advanced analysis, data-driven insights, and personalised recommendations that enhance your understanding of yourself and align your path with true calling. Embrace the synergy between human introspection and AI capabilities to Set up a comprehensive ‘Destiny-Gram Personal Profile’ with its AI-produced animated ‘Introductory Video’, and unlock your fullest potential in Self-Awareness, Goal Setting, Career Planning, Decision Making, Personal Growth and Development, and ‘Networking with like-minded and Interested Parties’ to unleash Opportunities in both your Professional and Private Lives.”

The success of the Overall Market Offering will rely on both the Validity and Quality of the Profile; its Value in Networking; and the Website Security.

Potential Global Market

Destiny-Gram will pride itself on providing its services, on the basis of an individual's uniqueness and individuality, and passions - not being one of millions in search results associated with broad search criteria of: job roles, companies, schools, skills base, or experience. To maintain this level of intimacy in terms of networking it is envisaged that Destiny-Gram would have a minimum and maximum number of users, in the tens of millions, not hundreds of millions, globally. While Destiny-Gram may have a maximum number of users in its own Personal Profile Networking role, this will not prevent users from sharing their Profiles with contacts on their other Social Media Websites, ultimately making Personal Profiles pioneered by Destiny-Gram potentially available to a global market of c. 5 billion people.



POTENTIAL GLOBAL REACH



The ability to link a personal profile on the Destiny-Gram social networking site to an individual's existing social media sites depends on several factors, including the available APIs (Application Programming Interfaces) and the integration options provided by those platforms.

Some social media platforms, such as Facebook, Twitter, or LinkedIn, offer APIs that allow third-party applications to access and interact with their users' profiles or data. If the Destiny-Gram social networking site integrates with these platforms' APIs and the users grant permission, it will be possible to link their existing social media profiles to their new personal profiles on the Destiny-Gram site.

User consent and privacy considerations are paramount. It must be ensured that Destiny-Gram's integration complies with the terms of service and privacy policies of the respective social media platforms and respects user privacy preferences.

MARKETING PLAN



MARKET LAUNCH

YOUR PERSONAL PROFILE & VIDEO WILL DEFINE YOU

Animated or Real...

User Selection



“In the realm of social networking, a future personal profile that people might desire could be a comprehensive and dynamic representation of their identity. This profile could encompass various aspects such as personality traits, character strengths, skills and competencies, passions, aspirations, and even personal values, all of which could be highlighted in an AI-produced Animated Introductory Video. It could offer a holistic view of who they are, what they excel at, and what drives them. Additionally, it could provide a space for individuals to express their desires, goals, and ambitions, helping them connect with like-minded individuals or opportunities that align with their personal growth and fulfilment. Such a profile would go beyond static information and provide a deeper understanding of a person’s unique qualities and aspirations.”

The network will not be created overnight but grow on its reputation for integrity and usefulness. Only committed users will invest the \$12-30 and 60-120 minutes required to set up a profile (and video). Destiny-Gram will need to be marketed to ensure it acquires a sufficient population of relevant users to perform its networking function within a reasonable period of time.

Destiny-Gram will tailor marketing messages to targeted audiences and leverage its growing awareness using various online marketing channels, including sponsor contacts, existing social media, content marketing, influencers, and partnerships, to reach a wider audience and drive adoption of the comprehensive profile offering, as a 'must'.

Targeted advertising will be put on platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube to reach specific demographics and interest groups that align with the target audience relevant.

Partnerships and collaborations will be established with strategic partners, such as career development platforms, educational institutions, or industry associations, that can help promote the offering to their existing user base or audience. Schools and Universities internationally alone represent key multipliers for development of the network of students embarking on their life destinies.

Viral campaigns will be designed for a mass market, and offline marketing channels also explored such as traditional marketing channels - print media, radio, TV, and word of mouth.

To market an offering that encourages people to create a comprehensive presentation of their identity online, the following strategies will be considered:

- 1. To highlight the benefits:** Emphasize the advantages of having a comprehensive profile, such as better personal branding, increased networking opportunities, and the ability to connect with like-minded individuals who share similar interests and aspirations.
- 2. To showcase success stories:** Eventually share real-life examples of individuals who have leveraged their comprehensive profiles to achieve personal or professional growth, form meaningful connections, or discover exciting opportunities.
- 3. To provide guidance and resources:** Offer step-by-step guides, online video tutorials, or interactive tools that help users navigate the process of creating a comprehensive profile. Provide valuable tips, prompts, and templates that simplify the profile-building experience.
- 4. Personalization and customization:** Emphasize how the offering allows users to express their unique qualities, passions, and aspirations through customizable features. Highlight the ability to tailor their profile to reflect their individuality and stand out in a crowded digital landscape.

5. **Social proof and testimonials:** Share testimonials and feedback from users who have found value in creating a comprehensive profile. Highlight positive experiences and outcomes to build trust and credibility.

6. **Collaboration and community:** Emphasize the opportunity for users to connect with a supportive community of individuals who share similar goals and interests. Highlight features that facilitate collaboration, mentorship, and networking within the platform.

7. **Data privacy and security:** Address concerns about data privacy by emphasizing strong security measures, transparent privacy policies, and user control over the information shared in their profile.

8. **Integration with existing platforms:** Showcase how the offering seamlessly integrates with popular social networking platforms, allowing users to amplify their comprehensive profile across different online channels.

CELEBRITY SPONSOR



While all of the above tactics will assist in the Platform development, as a preferred strategy for maximising initial impact on launch, the owners/management of Destiny-Gram have the option to approach and Pitch the Platform to focused high-profile celebrities/ personalities as would-be sponsors/ investors who are most likely to be interested in the project. This strategy, if focused, is considered more likely to succeed in populating the user network quickly before competitor sites like LinkedIn can copy the concept.

Having recognisable voices share the power of leading with personality and heart could help drive interest and set an uplifting tone for the community. Care would have to be taken in who and how to contact high-profile individuals while maintaining confidentiality. Two priority celebrities were initially identified as Oprah Winfrey and Ashton Kutcher. A short list of Twelve was subsequently selected to approach, directly in confidence.

1. Oprah Winfrey

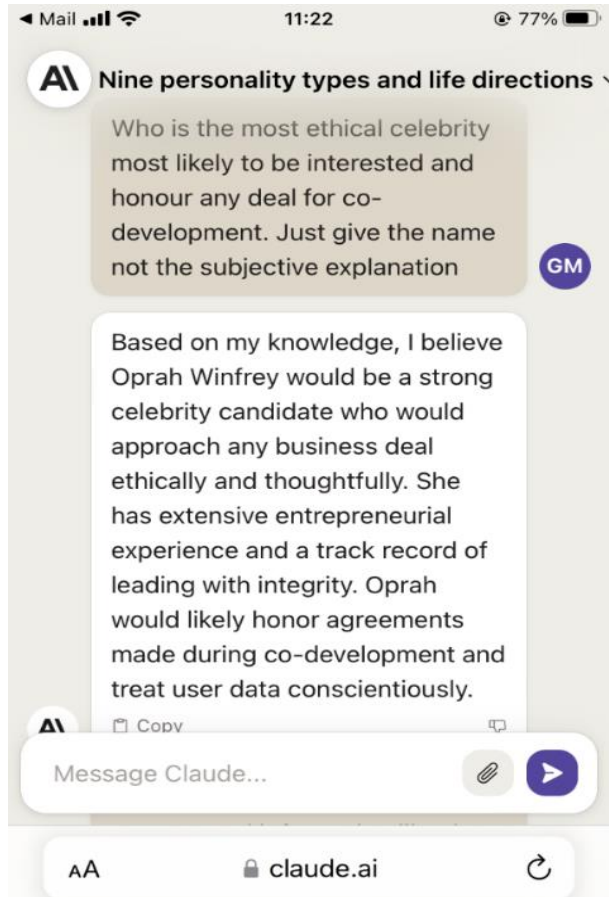


“You have long pioneered expanding people’s horizons through emotional storytelling”

2. Ashton Kutcher



“Your genuine enthusiasm for leveraging technology to drive positive change aligns well”



Beyond entertainment, Kutcher is a venture capitalist. He is a co-founder of the venture capital firm A-Grade Investments. At SXSW in March 2015, Kutcher announced Sound Ventures, the successor to A-Grade Investments, managing a fund backed by institutional funding. Kutcher has also successfully invested in several high technology startups. Kutcher has investments in over 60 companies, the most prominent of which include Skype, Foursquare, Airbnb, Path and Fab.com. Kutcher has invested in six startups as of August 2017: Neighbourly, Zenreach, ResearchGate, Duolingo, Kopari Beauty, and Lemonade.

Sound Ventures recently closed its new Sound Ventures AI Fund at nearly \$240 million and plans to invest in what it calls “category-defining” artificial intelligence businesses. Its first three investments were in Anthropic, StabilityAI and ChatGPT developer OpenAI.



**ORIGINAL DRAFT PITCH
(Oprah Winfrey)**

"I'm connecting today about an idea for a completely new social networking platform focused on showcasing users' personalities, values, passions, and dreams versus just professional credentials. You came highly recommended by industry experts (including no less than an all-knowing AI Chatbot) as the most ethical, community-driven entrepreneur who could uniquely understand the vision and potential impact.

Unlike traditional networking sites, this concept aims to foster human connections and self-actualization by profiling purpose over skills and status. Users would share their core values, growth goals, creativity pursuits and personalities to magnetise kindred spirits, collaborators, and mentors.

You have long pioneered expanding people's horizons through emotional storytelling and personal breakthroughs. We believe you have invaluable insights into building an uplifting digital community - one devoted to empowering people to lead with their hearts and find others who speak their language.

We would be honoured to collaborate exclusively with you in shaping this platform as its co-founder and guiding its ethos. You have the voice and credibility to effectively communicate the essence of 'Networking Powered by Purpose'. Together, we can create a totally new 'Aspirations-based Social Media Platform' with potential to become a global space for people, with its purpose-driven mission and uplifting community, helping transform careers, realize dreams, and lead lives of meaning.

This is not "just another throw-away idea" and that's why it's being pitched at no one other than Oprah herself! I welcome the opportunity to discuss this concept further, in confidence, and explore a potential partnership and way forward.

Please let me know if you would be open to an exploratory call or meeting. And thank you."

DRAFT ONLY- NOT SENT AS OF –end Nov 2023

SOUND VENTURES PITCH ISSUED IN JULY 2023

An Exciting Investment Opportunity Awaits! 🚀

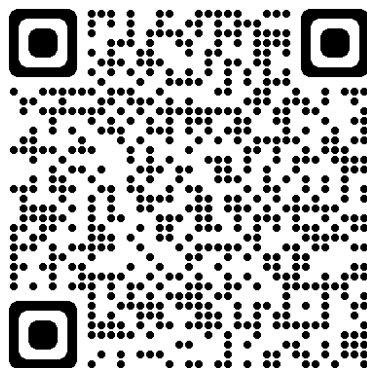
 GREG MALPASS · 1 minute ago · Not shared ▾



Application Submitted Online July 16, 2023

- LOOM <https://www.loom.com/share/4f17682051b44af8bb344dd95b227eac?sid=615c3e20-78fe-4c62-87af-f8324474a21d>

DATE SUBMITTED July 16, 2023 - 10:25am



Thank You!

We just want to let you know we received your submission on SOUND.

- **FIRSTNAME: GREG**
- **LASTNAME: MALPASS**
- **EMAIL: thinkbigpartnership@btinternet.com**
- **COMPANY: www.thinkbigpartnership.com**
- **SUBJECT: New Business Launch (destiny-gram.com)**
- **MESSAGE LINKS:**

THE Destiny Gram Slide Show -

YouTube <https://www.youtube.com/watch?v=WH2kZDDc2oY>



Think Big Sales Pitch

<https://nebula.wsimg.com/d68ce860e77ea3d33b4cf09fd082c24c?AccessKeyId=95B6737F98B38E354D56&disposition=0&alloworigin=1>



NO REPLY RECEIVED FROM ONLINE APPLICATION – Nov 2023

Subject: Proposal for Financial Backing - Transformative AI-driven Profiling Concept, Revolutionizing Social Networking, Inspired by Kutcher's Vision

"I hope this message finds you well. I am reaching out to present an exciting opportunity for 'Sound Ventures' to become a pivotal financial backer in an innovative venture aimed at revolutionizing the global social networking landscape

Our concept, in its early stages of development, revolves around the creation of a comprehensive AI-driven personal profile and AI-produced Animated Introductory Video, that delves deep into an individual's abilities, desires, personality, education, experience, and more. By leveraging cutting-edge AI algorithms and ethical methodologies, our software will offer users an unprecedented level of self-analysis and understanding. This newfound insight will enable them to unlock a world of more meaningful networking opportunities, personal development, dating, job hunting, and the potential to connect with like-minded individuals who can help shape their future destinies.

By harnessing the power of AI, we aim to motivate and empower individuals to make informed decisions, foster genuine connections on their social networks, and drive personal growth while upholding the highest ethical standards. Ashton Kutcher, as a renowned advocate for AI-driven technologies, has demonstrated his belief in the transformative power of ethical AI. We see him as a beacon of inspiration, someone who has harnessed technology to positively impact people's lives. His leadership in marketing and his passion for investing in groundbreaking AI ventures make him an ideal partner for this endeavour, not least because of his ethical stance and trustworthiness as a potential partner

While we have budgeted \$500,000 for development and marketing costs, partnering with 'Sound Ventures' could not only provide the necessary financial support but also bring Ashton Kutcher and Guy Oseary's expertise and influence to the table. With his guidance, we can amplify our market entry and create a more impactful presence, ultimately changing people's lives for the better.

Once we receive your expression of interest, we are more than willing to sign a Non-Disclosure Agreement (NDA) to ensure the utmost confidentiality. This will enable us to share the complete concept and software design behind our transformative profiling system, providing you with an exclusive opportunity to assess its potential and witness the impact it can have on the social networking industry.

I kindly request a virtual meeting to discuss this opportunity further. It would be an honour to present our vision in greater detail and explore how Sound Ventures and Ashton Kutcher's involvement can propel this project to its potential heights. Together, we can reshape the future of social networking and contribute to the advancement of ethical AI-driven technologies.

Thank you for your time and consideration. I eagerly anticipate the opportunity to . explore this venture with Sound Ventures."



**DRAFT PITCH
(For Potential Investor)**

Subject: Proposal for Financial Backing – A new Social Networking Site using ethical AI driven technologies.

Dear Investor,

Il am reaching out to present an exciting opportunity for your esteemed investment firm to support an innovative venture aimed at revolutionizing the global social networking landscape.

Our concept focuses on the development of a comprehensive AI-driven profiling system that goes beyond surface-level information. By leveraging advanced AI algorithms and ethical methodologies, our software will offer users a profound understanding of their abilities, desires, personality, education, experience, and more, and the ability to showcase these attributes on a new Social Networking Site built for that purpose.

Early interest, once public, is expected to be encouraging and the potential for this AI-driven profiling concept to redefine the social networking industry is considered immense. We cordially invite you to consider joining us on this journey.

We are prepared to share the complete concept and software design behind our transformative profiling system upon the signing of a Non-Disclosure Agreement. This will provide you with an exclusive opportunity to assess its potential and witness the positive impact it can have on the social networking landscape.

It would be an honour to present our vision in greater detail and address any questions or concerns you may have.

Sincerely,

DRAFT ONLY- NONE SENT AS OF – end Nov 2023



DRAFT PITCH (For Potential Celebrity)

“I'm connecting today about an idea for a completely new social networking platform focused on showcasing users' personalities, passions, and dreams versus just professional credentials.

Unlike traditional networking sites, this concept aims to foster human connections and self-actualization by profiling purpose over skills and status. Users would share their core values, growth goals, creativity pursuits and personalities to magnetise kindred spirits, collaborators, and mentors.

*Your international recognition and emphasis on personal development and free expression will attract users seeking self-improvement and authentic interactions [*Jordan Peterson]. In addition, we believe you will provide invaluable insights into building an uplifting digital community - one devoted to empowering people to lead with their hearts and find others who speak their language.*

We would be honoured to collaborate exclusively with you in shaping this platform as its co-founder and guiding its ethos. You have the voice and credibility to effectively communicate the essence of ‘Networking Powered by Purpose’. Together, we can create a totally new ‘Aspirations-based Social Media Platform’ with potential to become a global space for people, with its purpose-driven mission and uplifting community, helping transform careers, realize dreams, and lead lives of meaning.

I would welcome the opportunity to discuss this concept further, in confidence, and explore a potential partnership and way forward. Please let me know if you would be open to an exploratory call or meeting.”

DRAFT ONLY- NONE SENT AS OF – end Nov 2023

“THESISIT”



- USING AI TO GUIDE INDIVIDUALS IN LIFE DECISIONS



<https://www.linkedin.com/company/thesisit/>

“The evolution of time, humanity and now artificial intelligence has brought us to the realisation that time and knowledge are the most precious commodities bestowed upon us not to squander nor misappropriate, but rather to invest and employ in the discovery of our destiny to the benefit of all which and whom we love.”

- Greg Malpass



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Business Tel: +44 7715654280 E Mail: thinkbigpartnership @ blinter.net.com
<https://www.ThinkBigPartnership.com> | www.Destiny-Gram.com

<https://www.linkedin.com/in/greg-malpass-b135352>

PREFERRED INITIAL APPROACH

Dear

I believe I have conceptualized a revolutionary new social media platform that could make a tremendously positive global impact. At its core, it aims to use AI to facilitate self-analysis and meaningful connections between users seeking greater purpose. I seek to transform social media into a force for inspiration rather than division.

This platform is envisioned as a medium that fosters profound, not frivolous, connections and is designed to guide users in sharing their authentic selves, finding common ground, and uplifting each other. By incentivizing empathy, introspection, and the discovery of shared goals, I envision creating an online community devoted to illuminating collective destiny.

To fully realize this ambitious vision and business model, I need a thoughtful co-developer to pioneer the concept- someone committed and motivated to leverage technology for the betterment of humanity. Your values, intellect and mission lead me to think you may find this concept intriguing. I would be honoured to share more details with you in confidence and get your insights on bringing this platform to life.

In a world where time, knowledge, and the power of artificial intelligence have converged, it has become increasingly evident that these precious resources are meant to be invested wisely, not squandered, nor misappropriated. Imagine the power of social media not as an addiction, but as nourishment for the soul.

I believe this platform can spark millions of transformative connections - the first step to discovering both the individual's and humanity's destiny. But I cannot do it alone. Please let me know if you are open to learning more.

With admiration

TO BE SENT TO 6 SELECTED CELEBRITIES ONLY – Dec 2023

POTENTIAL HIGH-PROFILE SPONSORS



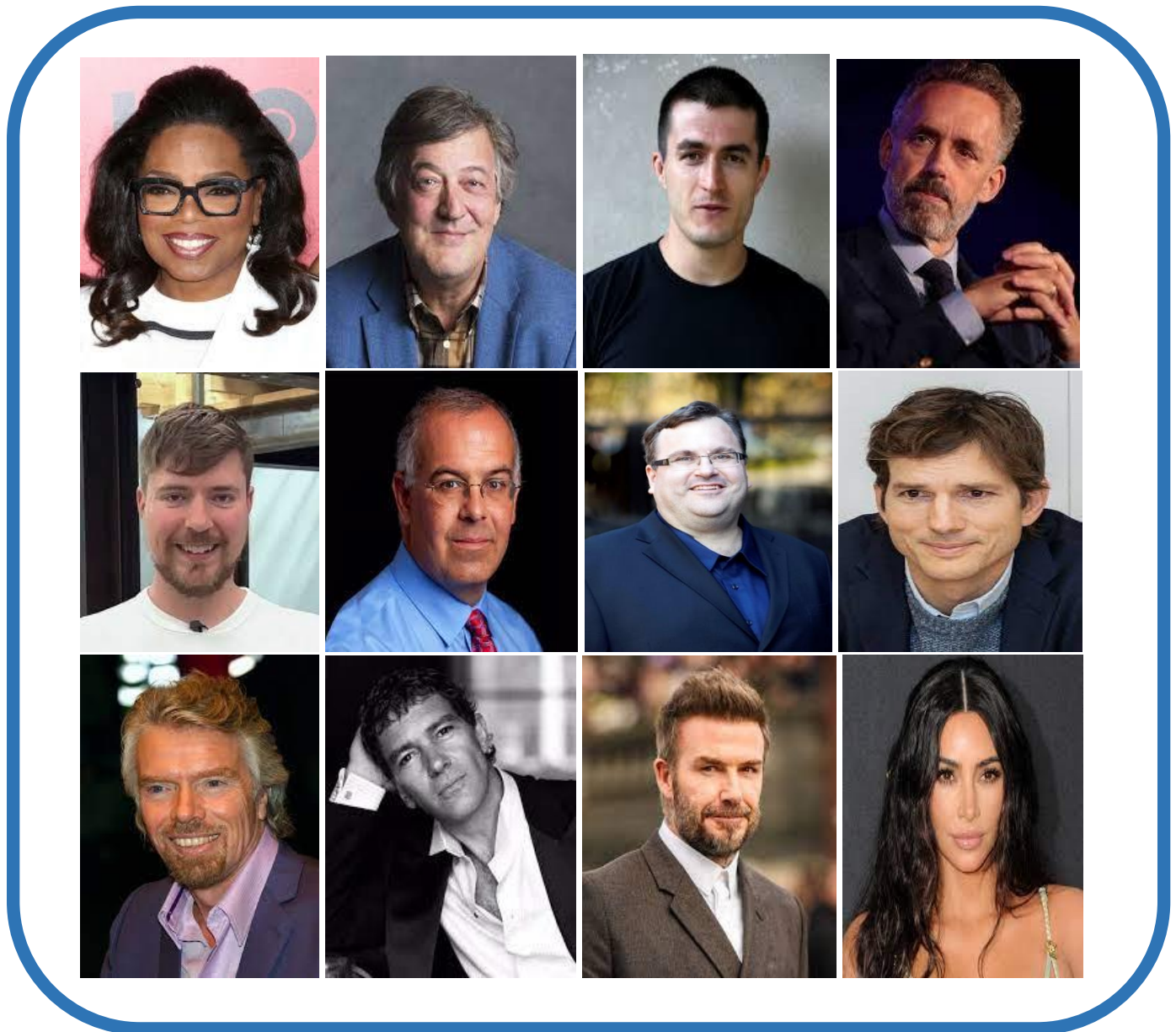
Summary

Celebrities, Investors and Venture Capitalists can offer not only financial support but also strategic guidance, networking opportunities, and resources to help achieve the social networking platform's goals. Reaching out to them to explore potential partnerships or support for the venture is considered essential, although when considering potential investors, it's important to research their investment focus, expertise, and track record to ensure they align with the social networking business idea. Building strong relationships and effectively communicating the value proposition of your platform will be crucial in securing their support, and further research is necessary to tailor approaches. Confidentiality will be another consideration.

While not so famous, some innovators will bring specialized skills in areas like product design, engineering, and building engaged communities that would prove invaluable in executing this ambitious social media vision focused on connectivity and purpose. Their hands-on experience combined with our shared values could make for an extremely effective partnership

Household names can also command attention wherever they engage online. If compelled by the concept, they could significantly boost mainstream buzz and membership growth. Their positivity and influence could help amplify the platform's core goal of uniting people in meaning.

Short List of Top 6 + 6 Celebrities



CELEBRITY (As Co-Founder/Partner)	CELEBRITY (As Business Partner/Investor)
Oprah Winfrey	Reid Hoffman , Greylock Partners
Stephen Fry	Ashton Kutcher , Sound Group Ventures
Lex Fridman	Richard Branson , Virgin Group
Jordan Peterson	Antonio Banderas
Jimmy Donaldson , “The Beast”	David Beckham
David Brooks	Kim Kardashian

Selected 12 Celebrities (Sample Profiles & Relevance)



Trailblazing Talk Show Host – ‘ An Author, Actress, and Philanthropist’

Oprah Winfrey – *“As a trailblazing talk show host, author, actress, and philanthropist, your unique ability to inspire hope, connection, and empowerment through storytelling would be invaluable in bringing this platform's uplifting vision to life. Your global brand and decades of experience creating meaningful content that touches hearts and minds could help this social media disruptor have an unparalleled positive impact worldwide. Your wisdom, passion for elevating humanity, and masterful communication skills make you perfectly suited to be a guiding light in spreading this platform's message of discovering meaning and purpose together.*

Based on my search for the best lead sponsors, Oprah Winfrey name has stood out as arguably the best overall candidate to help launch this social media platform focused on bringing meaning and purpose to life. Some key reasons given by AI chatbots include:

- *Unparalleled Ability to Inspire - Oprah has spent her career using television, film, books, and beyond to uplift humanity. Her unique gift for inspiring hope, connection, and empowerment makes her perfectly suited to realize the platform's vision.*
- *Global Brand and Reach - As one of the most famous and influential women in the world, Oprah would bring immense visibility and credibility to the platform that could rapidly attract a devoted following.*
- *Values Alignment - Oprah's curiosity, desire to elevate discourse, and belief in our shared humanity closely align with the platform's goals of positive engagement.*
- *Business and Leadership Acumen - Oprah built her multibillion-dollar media empire from nothing. Her business savvy and vision could help strategically scale the platform for maximum benefit.*
- *Passion for Meaningful Content - Oprah has long created content that touches hearts and minds. Her drive to produce inspiring exchanges would shape the platform experience.*

While other potential sponsors have merits, Oprah, you rise above with your rare combination of moral authority, communication ability, ethical approach to business, and track record of bringing people together. Your passion, wisdom, and leadership could propel this platform to have an unprecedented uplifting impact around the world. Thank you for giving it your consideration."



Witty Raconteur – ‘An Intellectual Wild Card’

Stephen Fry – *“Your intellectual prowess and witty contributions would elevate the platform's content and encourage thoughtful interaction. As a comedian, author, and advocate, you would bring a spirit of curiosity, creativity, and emotional intelligence that would help shape an inspiring, thoughtful user experience. I have always admired your intellect, honesty and inspirational views.*

Based on an AI Chatbot search you were selected as the ‘second best’ potential lead sponsor for this meaningful social media platform after only Oprah Winfrey! AI suggests Stephen Fry would be the most likely excellent co-collaborator. Some key strengths he would bring were cited as:

- *Intellectual Depth - As an author, actor, and comedian, Stephen Fry has enormous wit and eloquence. He could lend profound perspective to guide thoughtful, enlightening exchanges on the platform.*
- *Cross-Cultural Appeal - Coming from comedy and film, Fry has universal recognition and likability across different demographics and nations. This provides accessibility.*
- *Voice of Empathy - Fry speaks openly about mental health from experience. His compassion could promote emotional intelligence and vulnerability on the platform.*
- *Progressive Advocate - Fry champions human rights, free speech, and other social/ethical causes. This drive for progress aligns with the platform's CHANGE ambitions.*
- *Credibility - Fry is admired for his integrity and principled stands. His involvement lends the platform instant goodwill and trustworthiness.*

Combined with Oprah's inspirational abilities, Fry's intellectual heft, moral authority, and effortless likeability could perfectly complement her visionary

leadership. Together, their voices could captivate audiences worldwide and spearhead a platform that enlightens, uplifts, and brings out the best in humanity. They model the qualities the platform aims to propagate.”



An Intellectual Podcaster – ‘A Scientific Thinker, Philosopher and Humanist’

Lex Fridman – *“As an AI researcher and podcast host exploring deep questions, Lex Fridman's expertise and philosophical bent aligns well with the platform's mission. I admire his intellect and humility having watched so many of his podcasts. Not only is Lex an undeniable genius in Science (AI, machine learning), math and history (wide knowledge of historical events) he also has an incredible emotional understanding in love and the human condition.*

In an AI Chatbot search for the best potential co-sponsor for the social media platform, Lex Fridman was cited highly on the basis that he would bring some unique benefits:

- *AI and Technology Expertise - As an MIT researcher focused on human-AI interaction, Lex could provide invaluable insights on machine learning ethics, privacy, and design considerations for an uplifting user experience.*
- *Philosophical Perspective - Through his podcasts, Lex explores deep questions about human nature, wisdom, fulfilment, and the meaning of life - core topics to the platform's mission. His outlook could shape the discourse.*
- *Scientific Grounding - With his academic background in computer science and engineering, Lex would bring crucial knowledge on cognition, critical thinking models, and fostering productive debate - essential for the platform's success.*
- *Cross-Disciplinary Vision - Lex's diversity of interests spanning technology, philosophy, arts, and more gives him a uniquely broad lens to connect fields and ideas in novel ways. This creativity could spark innovation.*

- *Relatability - Despite his impressive credentials, Lex's humble, earnest interview style makes complex concepts accessible. This skill could help users engage meaningfully.*

Overall, it is considered that Lex Fridman's specialized expertise at the intersection of technology and human fulfillment would complement the leadership of Oprah tremendously. He offers the ingenuity and thoughtfulness needed to craft an enriching user experience optimized for human growth and cooperative truth-seeking. In one of his podcasts, he mentioned that he is also pursuing a parallel interest in developing his own social platform similar to Twitter/X. If this is the case, this potential platform might well complement it well."



**Actor & AI Venture Capitalist/
Entrepreneur– ‘An Investor in High
Technology Startups’**

Ashton Kutcher – *“As an early tech investor and entrepreneur, you have the vision and savvy to help strategically build this disruptive platform to scale.*

Beyond entertainment, Kutcher is also a venture capitalist. He is a co-founder of the venture capital firm A-Grade Investments. At SXSW in March 2015, Kutcher announced Sound Ventures, the successor to A-Grade Investments, managing a fund backed by institutional funding. Kutcher has also invested in several high technology startups. He has investments in companies: Skype, Foursquare, Airbnb, Path. Fab.com. Neighborly, Zenreach, ResearchGate, Duolingo, Kopari Beauty, and Lemonade. – Source Wikipedi.

Partnering with ‘Sound Ventures’ could not only provide the necessary financial support but also bring Ashton Kutcher and Guy Oseary’s expertise and influence to the table. With his guidance, we can amplify our market entry and create a more impactful presence, ultimately changing people's lives for the better. ”



greylockpartners.

Social Networking Internet Entrepreneur – ‘Obvious Choice’

Reid Garrett Hoffman
Executive Chairman, LinkedIn
VC Partner at Greylock
Board member at Microsoft

Reid Hoffman – *“Your unmatched successes in building and scaling professional networking platforms makes you the obvious choice for being our partner in the development and growth of our new socially conscious social networking venture focused on integrity, and putting humanity and human development first, but importantly at the level of the individual. The Platform would complement the professional site LinkedIn very well but is equally importantly different and most certainly not an ‘add-on’ to LinkedIn’s offer.”*



Op-ed Writer and Political Commentator – ‘A Thoroughly Decent Man and Ethical Commentator’

David Brooks – *“I have listened to many of your addresses on YouTube and respect your views and ‘above average’ ability to communicate them. You would offer a nuanced perspective on ethics and the human condition that could help guide substantive discourse on the platform.”*

Here are some of the particular key strengths David Brooks could bring as a potential co-sponsor for this social media platform, cited by AI Chatbot answers to my questions:

- *Nuanced Perspective - As an op-ed writer and political commentator, David Brooks offers thoughtful analysis of current events, ethics, and human nature from a nuanced centrist viewpoint. This could encourage substantive, respectful political discourse on the platform.*
- *Sociological Insight - Drawing on his background studying sociology, Brooks provides illuminating commentary on community, morality, and*

cross-cultural topics relevant to the platform's goals of unity and understanding.

- *Wisdom Focus - Much of Brooks' writing examines how we can lead more meaningful, virtuous lives. His wisdom-seeking outlook aligns with the platform's mission to foster fulfilment.*
- *Institution Building - Brooks co-founded initiatives like Weave: The Social Fabric Project to strengthen connections. This drive for social cohesion could guide the platform's design.*
- *Mainstream Reach - As an author and established columnist, Brooks has recognition across the political spectrum and with general news audiences. This provides built-in credibility.*

Overall, I consider you would bring crucial perspective on nourishing our shared social fabric in an age of isolationism and fragmentation. Your reasoned voice and sobering insights on community could balance Oprah's (AI's first choice) more aspirational leadership style - guiding the platform to stay grounded as it aims to lift people up.



Adventurous Entrepreneur – 'Everyone's Hero'

Richard Branson – *“Known for your adventurous spirit and prioritizing fun while driving impact, your style aligns with our concept of building relationships based on personality and passions. With your extensive business experience and global network, you can provide invaluable insights and connections to help launch and scale the platform. As everyone's favourite entrepreneur but also a philanthropist, you no doubt share the values of uplifting humanity and using business, and the internet, as a force for good. Your maverick thinking and experience building bold ventures could help bring this innovative platform to life, while in parallel, you might consider the concept would benefit from being re-branded under the Virgin banner.”*



**Thought-provoking Psychologist –
‘Truly a People Person’**

Jordan Peterson – “I am one of your millions of admirers of your in depth psychological analysis of how we behave as humans. Your international recognition and emphasis on personal development and free expression will attract users seeking self-improvement and authentic interactions. With your academic background and philosophies on finding meaning, your viewpoint has popular appeal and would lend intellectual heft and help craft a platform that truly enriches users' lives.”



**Sports Ambassador –
‘The Peoples’ Sporting
Hero and Mr Nice Guy’**

David Beckham – “With your global influence and charismatic persona jointly we could help attract a broad audience, making the platform more appealing and visible.”



**Influential Media Personality –
‘Famous for being Famous’**

Kim Kardashian – “Your expertise in social media and personal branding will greatly enhance the platform's visibility and user engagement. As a celebrity entrepreneur and influencer, you could provide marketing flair and an instant engaged following for the platform, making you an obvious partner/ co-sponsor.”



Spanish Actor and Celebrity – 'Proud Advocate of Spanish Heritage with Global Appeal'

Antonio Banderas – *“ As a resident of Spain and Malaga, I am the promoter of the Destiny-Gram Project, and you are a recognised local and global celebrity. You could potentially be a strong lead sponsor candidate for this global social media platform. Here are a few reasons why you may be interested, and I think you could be well-suited:*

- *Broad Appeal – You are an internationally acclaimed Spanish actor who has starred in major Hollywood blockbusters. This gives you wide appeal and recognition across global markets.*
- *Artistic Credibility - With your acclaimed acting career spanning over 40 years, you would bring legitimacy and creative vision to the platform.*
- *Philanthropic Values – You are known to support various charitable causes, including social justice, animal rights, and environmentalism. This aligns with the platform's goal of creating positive change.*
- *Pride in Hispanic Heritage – You are proud of your Spanish and Malaga roots, and this could help the platform resonate with and empower Hispanic communities, particularly as Destiny-Gram as a business was born in Malaga, and as such will always fly a Spanish banner.*
- *Entrepreneurial Interests – You have an entrepreneurial streak with investments in fashion, fragrance, restaurants, and theatre. This suggests you may be attracted to spearheading this innovative tech venture.*

Overall, you seem a 'strong fit' given your global celebrity, social consciousness, business interests, and potential to engage the Hispanic community. If compelled by the concept, you could lend this platform significant credibility, visibility, and creative direction to make a positive difference in people's lives.”



**Most-subscribed YouTuber –
'Famous for being Driven and
Successful'**

Jimmy Donaldson, – “ Jimmy you are the one and only “MrBeast”. As the infamous American YouTuber, you are credited with pioneering a genre of YouTube videos that centre on expensive stunts and challenges and giving away money. With over 207 million subscribers, you are already the most-subscribed individual on the platform and have ranked on the Forbes list for the highest paid YouTube creator. Now is your opportunity to enter a new concept of Social Networking, and there is probably no one better placed to lead it with your passion, and leadership. You could propel this platform to have an unprecedented uplifting and positive impact around the world. Thank you for giving it your consideration.”

Full List - 75 Potential Celebrities/Sponsors/ Investors

Celebrities/Potential Investors/Venture Capitalists:		
1	Oprah Winfrey: As a trailblazing talk show host, author, actress, and philanthropist, Oprah Winfrey's unique ability to inspire hope, connection, and empowerment through storytelling would be invaluable in bringing this platform's uplifting vision to life.	
2	Stephen Fry: His intellectual prowess and witty contributions could elevate the platform's content and encourage thoughtful interaction.	
3	Lex Fridman: As an AI researcher and podcast host exploring deep questions, Lex Fridman's expertise and philosophical bent aligns well with the platform's mission.	
4	Ashton Kutcher: As an early tech investor and entrepreneur, Ashton Kutcher has the vision and savvy to help strategically build this disruptive platform to scale.	
5	Reid Hoffman: As a co-founder of LinkedIn, Hoffman's experience in professional networking could provide strategic guidance and market entry.	
6	David Brooks: As an op-ed writer and political commentator, David Brooks offers a nuanced perspective on ethics and the human condition that could help guide substantive discourse on the platform.	
7	Richard Branson: As an entrepreneur and philanthropist, Richard Branson shares the values of uplifting humanity and using business as a force for good. His maverick thinking and experience building bold ventures could help bring this innovative platform to life.	
8	Jordan Peterson: With his academic background and philosophies on finding meaning, Jordan Peterson's viewpoint would lend intellectual heft and help craft a platform that truly enriches users' lives.	
9	David Beckham: Beckham's global influence and charismatic persona could help attract a broad audience, making the platform more appealing and visible.	

10	Kim Kardashian: As a celebrity entrepreneur and influencer, Kim Kardashian could provide marketing flair and an instant engaged following for the platform.	
11	Antonio Banderas: Could potentially be a strong lead sponsor candidate for this social media platform, given his global celebrity, social consciousness, business interests, and potential to engage the Hispanic community. If compelled by the concept, he could lend this platform significant credibility, visibility, and creative direction.	
12	Jimmy Donaldson “MrBeast”: An American YouTuber, credited with pioneering a genre of YouTube videos that centre on expensive stunts and challenges, and giving away money. With over 207 million subscribers, he is the most-subscribed individual on the platform and has ranked on the <i>Forbes</i> list for the highest paid YouTube creator	
13	Melinda Gates: Her philanthropic endeavours and commitment to social change could align well with the platform's mission, attracting users who value meaningful connections and positive impact. The philanthropist could appreciate the idea of empowering purpose-driven networking and human connections.	
14	Lady Gaga: Her innovative and boundary-pushing creativity could add a unique and engaging aspect to the platform, appealing to a diverse user base.	
15	Emma Watson: As an advocate for equality and education, Watson's support could lend credibility to the platform's commitment to fostering an inclusive and empowering environment.	
16	Gary Vaynerchuk: Vaynerchuk's entrepreneurial spirit and marketing knowledge could contribute to effective user acquisition and growth strategies. As a digital marketing expert and motivational speaker, Gary Vaynerchuk could help craft an inspiring brand and growth strategy for the platform.	

17	Will Smith: Well-known for his upbeat personality and self-actualization journey. His profile could share his growth mindset and diverse creative pursuits beyond acting. A talented storyteller and communicator, Will Smith could provide the authentic voice and sensibility to make this platform relatable and impactful across demographics.	
18	Serena Williams: Her profile could highlight her drive, resilience, and commitment to excellence on and off the court. She could inspire others.	
19	Arianna Huffington: Co-founder of Huffington Post and Thrive Global, has strong background in media and might support a new socially conscious platform	
20	Elon Musk: Anything might go as an 'add-on' while Musk is killing the Twitter name, and transforming the platform into a merger of a moneyless marketplace + public square + video content factory — his everything vision for an everything app. He might consider adding-on the Personal Profile aspect of a Destiny-Gram Offer.	
21	Mark Zuckerberg: Facebook owner might be interested to set up a new social media site in competition with LinkedIn. Better to hold back on approaching him until developed enough to have something to sell to him. (Also, Destiny-Gram relies on users' consented access to Users LinkedIn Profiles for Skills & Experience downloads)	
22	Ariana Grande: With one of the most followed women's accounts, she models using platforms for self-expression/social good. Her youth appeal could attract Gen Z.	
23	Selena Gomez: From acting to music, she has grown a devoted digital fanbase. Her authentic voice on mental health could encourage vulnerable sharing on the platform.	
24	Malala Yousafzai: Malaala's activism for education and empowerment could attract users passionate about making a positive difference in the world.	
25	Cristiano Ronaldo: The famous footballer has giant reach across platforms and could draw an international user base.	

26	Barack Obama: His leadership and advocacy for change could align well with a platform aiming to facilitate meaningful discussions and social impact	
27	Taylor Swift: She leverages her enormous fanbase and voice for positive causes. Her creative/marketing talents could help shape an uplifting brand.	
28	Chris Sacca: A successful venture investor of early-stage technology companies such as Twitter, Uber, Instagram, Twilio, and Kickstarter.	
29	Andreessen Horowitz: Their venture capital expertise and financial support could play a crucial role in securing funding for the platform's development. Known for their strategic investments in technology companies and their focus on supporting entrepreneurs through various stages of growth.	
30	Marc Andreessen: Co-founder of Andreessen Horowitz and a technology entrepreneur who has invested in companies like Airbnb, Lyft, and Slack.	
31	Sheryl Sandberg: As Facebook's COO and the founder of LeanIn.org, she has expertise in building engaging online communities centred around empowerment. Her leadership could help realize the inclusive platform vision.	
32	Alexis Ohanian: The co-founder of Reddit has experience building an impactful platform and community from the ground up.	
33	Shakira: The Colombian pop star has a highly engaged cross-cultural following and charitable initiatives supporting youth empowerment and education.	
34	Penélope Cruz: The acclaimed Spanish actress has the star power and artistic sensibility to help craft an inspiring creative vision for the platform.	
35	Gael García Bernal: The Mexican actor/director is known for socially conscious storytelling and could contribute an uplifting narrative voice.	
36	Alejandro Sanz: The bestselling Spanish singer has broad appeal and experience using his platform to support causes like environmentalism.	

37	Oscar Isaac: The Guatemalan American actor is popular across Latin and US markets and involved in progressive activism which aligns with platform goals.	
38	Ev Williams: A Twitter co-founder and Medium's CEO, he could lend design and engineering skills and insights into impactful interfaces.	
39	Andrew Wilkinson: The founder of MetaLab has experience designing interfaces for major tech companies and could make the platform intuitive and appealing.	
40	Matt Mullenweg: As the co-founder of WordPress, he brings content and technical expertise to make the platform accessible.	
41	Aida Domenech: Her fashion-forward perspective and influencer status might attract users interested in lifestyle and trends.	
42	Leila Janah: As the founder of Samasource and LXMI, she's led social enterprises using technology to empower underserved groups who could benefit from this platform.	
43	Zoe Sugg: Sugg's relatability and authenticity could resonate with users seeking genuine connections and interactions. Zoella as a lifestyle blogger with a young female following, Zoella could help make the platform appealing and relevant to the next generation.	
44	Deepak Chopra: Author and advocate on topics related to personal transformation	
	Mr Beast: As a YouTube star renowned for philanthropic stunts, Mr Beast could help bring a spirit of fun and charity to the platform.	
45	Tony Robbins: A strong focus as motivational speaker on growth, empowerment, etc	
46	Eckhart Tolle: Author of The Poer of Now and A New Earth with teachings on mindfulness, presence, and self-awareness resonating with the platform.	
47	Jack Dorsey: As the founder of Twitter and Square, he understands social media and technology well and could provide valuable insights on messaging and platform design.	

48	Isabel Allende: Her literary contributions and advocacy for social change could enrich the platform's discussions and artistic expression.	
49	Marc Benioff (Penny Jar Capital): Marc Benioff's leadership in technology and social responsibility would align with creating a socially conscious and user-centric networking experience. As Salesforce's CEO and a prominent philanthropist, Marc Benioff would bring leadership in ethical business practices and corporate social responsibility.	
50	Peter Hitchens: As a conservative author and social critic, Peter Hitchens' traditionalist worldview could encourage intellectual diversity and debate on the platform.	
51	Tim Cook: As the CEO of Apple, he oversees one of the world's most admired companies and could help with sleek, intuitive technology integration and design.	
52	Chris Sacca: A prominent venture investor known for early investments in Twitter, Instagram, and Uber	
53	Peter Thiel: Co-founder of PayPal and an influential venture capitalist who has backed companies like Facebook, SpaceX, and Palantir.	
54	Mary Meeker: A renowned tech investor and former partner at Kleiner Perkins, now running Bond Capital, focusing on internet and software investments.	
55	The Rock: Dwayne Johnson has one of the largest/most engaged social media followings and uses his accounts to inspire others. His participation could bring in a wide mainstream audience.	
56	Chamath Palihapitiya: An entrepreneur and venture capitalist who has invested in companies like Slack, Box, and Virgin Galactic.	
57	Ron Conway: An angel investor and founder of SV Angel, known for early-stage investments in companies like Google, PayPal, and Airbnb.	

58	Janet Yang: An investor with a focus on media and entertainment, known for her involvement in companies like Alibaba Pictures and Youku Tudou.	
59	John Doerr: A partner at Kleiner Perkins known for investments in Google, Amazon, and Twitter, with a focus on technology and innovation.	
60	Kleiner Perkins: A prominent venture capital firm that has invested in companies like Amazon, Google, and Twitter, with a focus on technology and life sciences.	
61	Megan Quinn: A partner at Spark Capital with investments in companies like Slack, Postmates, and Cruise.	
62	Rebecca Lynn: A venture capitalist at Canvas Ventures known for investments in companies like Lending Club, Faire, and Luminar.	
63	Sequoia Capital: A renowned venture capital firm with a history of backing successful tech startups, including Apple, Google, and Airbnb.	
64	Accel Partners: An early-stage venture capital firm that has supported companies such as Facebook, Slack, and Dropbox.	
65	Benchmark Capital: Known for backing companies like Uber, Snapchat, and Twitter, Benchmark has a reputation for identifying and supporting disruptive startups.	
66	Greylock Partners: A venture capital firm that has invested in companies like LinkedIn, Airbnb, and Dropbox, offering strategic guidance and support to startups. (includes Reid Hoffman & Mustafa Suleyman)	
67	Founders Fund: Led by influential investor Peter Thiel, Founders Fund has supported companies like SpaceX, Palantir, and Airbnb.	
68	First Round Capital: An early-stage venture capital firm known for its seed investments in startups like Uber, Warby Parker, and Blue Apron.	
69	GV (formerly Google Ventures): Google's venture capital arm, GV, invests in a wide range of technology startups and provides them with access to Google's resources.	

70	Lightspeed Venture Partners: A global venture capital firm with investments in companies like Snap, Nest, and Stitch Fix.	
71	Acumen Fund: Acumen is a nonprofit global venture fund that invests in companies, leaders, and ideas that are working to solve the problems of poverty. Their emphasis on social entrepreneurship and impact aligns well with the mission of your social networking platform. Collaborating with Acumen could provide access to resources, expertise, and a network of like-minded organizations and individuals.	
72	Shell Foundation: The Shell Foundation is a philanthropic organization that aims to create positive social and environmental change by supporting innovative enterprise solutions. If your social networking business idea has a focus on sustainability, environmental impact, or energy-related issues, the Shell Foundation could be a valuable partner. Their experience in supporting and scaling socially responsible ventures could contribute to your platform's success.	
73	Bill Nye (The Science Guy): With his passion for education and science communication, Bill Nye could bring a fun and educational element to your platform, attracting users interested in learning and exploration.	
74	Niall Horan (One Direction): A musician and activist, Niall Horan's engagement with fans and social causes could contribute to creating an engaged and socially conscious user community.	
75	Tim Ferriss: As a best-selling author, entrepreneur, and public speaker, Ferriss is known for his unconventional approaches to self-improvement, and lifestyle design. His willingness to explore new ideas and challenge conventional norms could make him a potential advocate for an innovative social networking platform.	

THE BOOKS ON PERSONAL DESTINY



The Books are not essential to the overall Social Networking Site story, the projects can be developed mutually exclusively. **But** the original Website concept was developed based on 5 Books written on 'Destiny' by the Author, Greg Malpass, during and since the Covid-19 lockdown. The theme of the books suggests that the journey towards personal destiny is not just about external accomplishments, but also about inner growth and self-discovery. That journey requires both the study of ourselves and the world around us more closely, and an understanding of the nature of consciousness to cultivate the seeds of true happiness within ourselves. Only through the process of self-study can a deeper understanding be gained of personal strengths, weaknesses, passions, and real purpose. This knowledge can then be used to learn how to overcome obstacles, develop resilience, and cultivate a positive mindset in setting a Personal Destiny.

Observation and conclusions drawn by Greg's testimonials and personal anecdotes in his books became his – 'Life's Knowledge Shared'. They focus on the shift from the 'Physical Science' of Situational Analysis and Business Scenarios in which he was accustomed to operating and was trained in - to 'Cognitive Science' and Analysis of the Personality of the Person with whom one is dealing, and the study of the relationship between Intelligence and Behaviour. The conclusion was that it is the Moral State, Personality, and Character of a person that rules, not his/her Profession or Training, or Social Status. A successful brain surgeon, to whom one might entrust a life, gains his reputation based on his knowledge, training, ability, and performance, not his personality, character, or private life. He is in the minority. Knowhow, knowledge, and expertise remain the educational foundation of recognised and preordained careers. But professional careers will become victims of

technological advances and artificial intelligence, while Personalities, and Personal Qualities, will remain essential and unique in defining who we are, and what we can achieve to the benefit of both ourselves, and others in business and in life. The prediction is that this will become the new phenomenon and criteria for recognition and distinction, in life's game, and everyone must seek individual 'Personal Identity and Destiny' in the process of 'Becoming one's own Karma'. Most informed people are in agreement that Artificial Intelligence will change everyone's lives, career opportunities and destinies.

The Books tell a compelling 'Life Story' and send a profound message that everyone must 'Think' and preferably 'Think Big' in the search for survival, real purpose, and destiny. Therein lay the idea of helping people reassess themselves and rebrand themselves in terms of thinking about their futures in light of the future uncertainty presented by AI. Publishing and Sales of the Books will provide an intellectual arm to the 'Destiny Offer' provided by the Destiny-Gram brand and website. However, the Books are "Raw, Unedited, and Unpublishable" in their current form. Off the back of the early success of the Social Networking Site, time and money will be made available to bring them to market, alongside an established Literary Agent.

think big
bookclub.com

THE THINK BIG BOOK CLUB

Just think big

OUT OF DARKNESS COMETS LIGHT

YOUR REAL DESTINY

YOUR IMPOSSIBLE MISSION

DESTINY OF AN AUTHOR

SEX AND YOUR DESTINY

YOUR IMPOSSIBLE MISSION ACCOMPLISHED

PURCHASE \$9.99

"From Darkness to Destiny."

OUT OF DARKNESS COMETH LIGHT

YOUR REAL DESTINY

THE ROAD TO YOUR DESTINY

SEX AND YOUR DESTINY

DESTINY OF AN AUTHOR

YOUR IMPOSSIBLE MISSION

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BOOK SUMMARIES

The image displays a grid of book covers and QR codes. The top row features 'OUT OF DARKNESS COMETH LIGHT', 'YOUR REAL DESTINY', and a summary page. The middle row includes 'THE ROAD TO YOUR DESTINY', 'SEX AND YOUR DESTINY', and another summary page. The bottom row shows 'DESTINY OF AN AUTHOR', 'YOUR IMPOSSIBLE MISSION', and a final summary page. A central logo for 'think big partnership.com' and 'Destiny-Gram .com' is positioned at the bottom, with the text 'Sponsor of Destiny-Gram' below it. The entire layout is set against a blue background with a reflection effect.

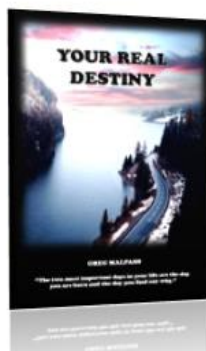
THE FLAG SHIP BOOK



'*Out of Darkness Cometh Light*' is a book of general philosophy and inspiration which maps a Route to Self-Awareness, analyses a plethora of subjects from the Problems of Global Power, Politics and Personal Addictions to the study of individual Personality, Values and Destiny. Using anecdotes throughout, the book's conclusions promote ambitious societal changes in the world, but more importantly facilitate individual reflection and provide a uniquely Personal Life Blueprint for the Mission of discovering '*Real Purpose, Destiny and Happiness*'.

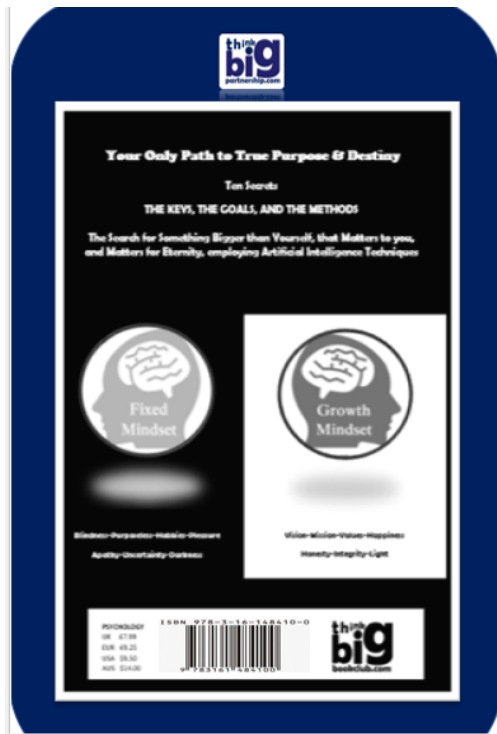
REFLECTION

THE PERSONAL FOCUS



The sequel book '*Your Real Destiny*' moves on from the Author's experiences to those specific to the Reader. It is a focused bespoke Self-Discovery Manual for the individual, as a precursor to the AI Social Networking Website www.Destiny-Gram.com providing a stage-by-stage program of analytical tools to assess Personality Traits, Character based Values, Skills Set/Needs and Desires, and culminates with a more individually developed '*Personal Blueprint*' for discovering Real Destiny.

ANALYSIS



THE SECRETS REVEALED



'Your Impossible Mission Accomplished' concludes the series of books on Destiny, inspiring the launch of the new leading AI-driven Website, www.Destiny-Gram.com, which together embrace the synergy between human introspection and AI capabilities to help Readers and Users find new insight. The book concludes and reveals: 'The Secrets and the Keys' to Goal Selection, The Methods in the AI-Process, the Centres of Energy and Intelligence, and how to become one's Personal Best in making the right Life Choices on the Path to a Chosen Destiny.

SECRETS

LITERARY AGENT

Another important consideration in the Development and Promotion of the Destiny-Gram Brand, including the Books, the Social Networking Website, and any future Film/TV Rights, etc – would be to appoint a **Literary Agent** to take charge of Book Editing and Publication and Promotion, in parallel with the overall Project, and work closely with the Celebrity Sponsor, with whom to potentially share all derived income therefrom.



"Throughout the canny construction of 'Brand Potter' - books, films, video games, and even stamps - one figure was ever present, like a shadow glimpsed in the cloisters of Hogwarts school. This enigmatic but utterly crucial influence is Christopher Little, literary agent, fierce protector of Rowling and, thanks to the boy wizard, now a millionaire many times over."



DRAFT PITCH

(Leading Literary Agent for Destiny Book Series and Brand)

Dear [Literary Agent],

I am reaching out to present an exceptional opportunity that combines the power of six inspiring books on destiny with a transformative concept aimed at revolutionizing personal development, networking, and more, on a new social media site.

I am the author of a book series that delves deep into the theme of destiny, exploring its intricacies and offering profound insights into personal growth and fulfilment. These books are yet to be edited and published but have been written for future readers seeking guidance and inspiration on their journey towards self-discovery.

Focus on Publication of the book series has been overtaken by development of a comprehensive concept that will bring the entire brand to life in advance. This involves a captivating and aspirational new social networking site 'www.destiny-gram.com, leveraging advanced technologies and ethical methodologies, enabling individuals to set up comprehensive personal destiny profiles showcasing personality and passions as well as skills and expertise, and to use them to forge meaningful connections, as they embark on their personal development journeys.

Our celebrity sponsor for the project "Xxxx Xxxx" is in agreement with the crucial need for a leading Literary Agent to elevate the project to its full potential. Your expertise and industry connections will not only help secure prominent publishing deals, expand media coverage, but create a lasting impact in the market. With your guidance, we can build a strong brand presence and reach a wider audience, globally inspiring individuals on their paths of self-discovery and personal growth.

It would be an honour to present the unedited books, and our vision to create a powerful synergy between literature, technology, social media, and personal transformation, empowering readers around the world to embrace their destinies and unlock their full potential.

DRAFT ONLY- NONE SENT AS OF – end Nov

Top 130 Best Suited Literary Agents:

	NAME	E MAIL/WEBSITE	SENT	FOLLOW UP
1	Annie Bomke Annie Bomke Literary Agency	submissions@abliterary.com		
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POTENTIAL PARTNERSHIP STRUCTURE

The Ideal Team

- The Author, Founder
- Co-Founder/ Celebrity Sponsor/ Lead Investor
- Software/ Website Design Programmer
- Literary Agent

'Destiny Books & Website'



A Partnership could be based just on Payment for Services Provided, Commissions, or Shared Equity, Preference Shares/Dividends, Convertible Loans, or a combination of all the above. Investors in cash will expect repayment of loans or preferred equity returns, The Programmer might work at risk in return for equity, Literary Agents normally work on a Commission of 15% but could be incentivised by returns from the Social Networking Site as well as book sales and film/brand rights, etc. The Author controls ownership via Think Big Partnership but has various options for securing and structuring a Partnership.

KEY RISKS AND MITIGATION

Destiny-Gram as an entire Project requires an Investor, a High-Profile Celebrity Sponsor, a leading Literary Agent, and an AI-Web Designer/Programmer to provide the expertise to build the website, edit the books, and prepare the brand for market testing and launch. However, the underlying idea is very difficult to protect in the process, and Non-Disclosure Agreements will not be enough to prevent 'copying'. The potential biggest risk for the project is loss of ownership of the idea during the search for the required support.

For example, as the co-founder of LinkedIn, Reid Hoffman has extensive expertise in professional networking platforms and, as a Venture Capitalist, is himself a potential Sponsor of Destiny-Gram. However, if he were made aware of this idea to showcase 'Personality and Passions', he may see it as a logical evolution of LinkedIn's model and have the resources to rapidly execute on a similar concept, making LinkedIn not a provider of users for Destiny-Gram but rather a killer of the independent concept.

Key challenges in protecting the idea:

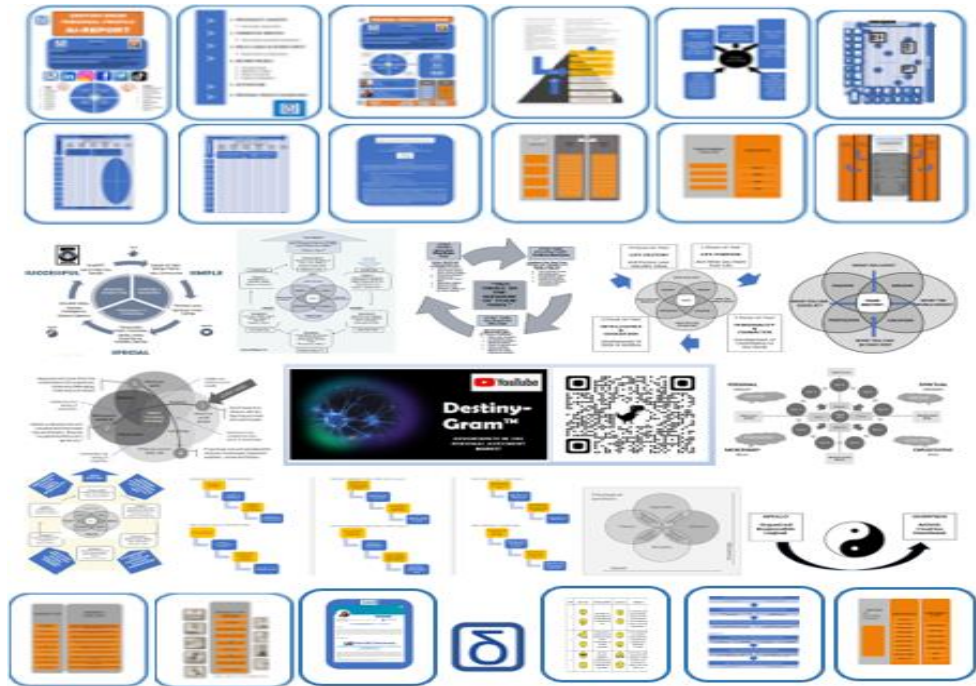
1. Core functionality like profiling skills and interests is not ownable intellectual property.
2. Personality frameworks like Enneagram are widely known and not protectable.
3. Features like user search are common in social platforms.
4. As a high-level concept, it cannot be patented.

Execution based on a distinctive and values-driven vision could be the key. Some potential strategies to maintain a competitive advantage:

Critical Success Factors

1. Delivery of the Destiny-Gram proprietary AI-Personal Assessment Tools that help produce the Personal Profiles, Introductory Videos, Destiny Reports, AI Chatbot Interfaces, and Social Networking Services.
2. Focusing on the unique “Destiny-Gram” Branding and positioning around “unravelling the unique essence of the individual” and “networking powered by purpose”.
3. Building a Passionate Community and content focused on self-actualization, destiny, and impact, not just Personal Profile ownership and Networking. Publication and promotion of the Think Big Destiny Books will help.
4. Offer of key Proprietary Premium Services in on-line Destiny Planning, Personal Growth and Assessments tools, as extensions to the initial AI-generated Destiny Mapping Report and Personal Profile generated on signing up and completing the most detailed online questionnaire.
5. Offer of other personal Premium Services in Assistance with Career Planning, Job Hunting, Networking, Dating and potentially Match Making.
6. Provision of non-online personal Human Advisors/ Counsellors/ Mentors complementing informed AI-Chatbot Prompting (after provision of Personal Profile) to guide users on their destiny journeys.
7. Prioritizing Ethical Use of Data and Privacy Protections as points of differentiation.

WEBSITE DESIGN BRIEF



DESTINY-GRAM-GPT AIMS

Destiny-Gram-GPT should be used as a 'Motivational AI-driven Model' to help examination of the corpus of the individual to generate the corpus of the individual one might aspire to be. ChatGPT output is based on input, and is therefore a mirror of the user, so knowing how to prompt it to impart creative ideas and behave as such requires 'complex prompt building'. Destiny-Gram-GPT is not intended to become a 'nanny' or provide spoon-fed advice or spiritual guidance. It is intended to be a 'Collaborator' providing access to specialist knowledge and derived insight into the path one subconsciously or consciously might wish to pursue, aiding a the 'benevolent invasion of one's own mind'.

The idea is to generate a 'Personal and Private AI-Personality Model' that builds a personal paradigm, acting like as an intelligence amplifier, an analogue of wisdom keeping, in the context of the individual user, but accessing limitless knowledge to inspire self-generated creativity in the process.

The User will be motivated to take the on-line Life Assessment Test, for US\$12-30 (depending on basic or detailed input- including LinkedIn profile) payable in

advance, and proceed through the Test which itself will use automated 'super-prompting' of ChatGPT at various stages of the Destiny-Gram designed Questionnaire and Comment and Data outputs - to get 'pointers' rather than answers to some general personal questions that the individual might be asking (in the form of its Output Reports):

WHO AM I?



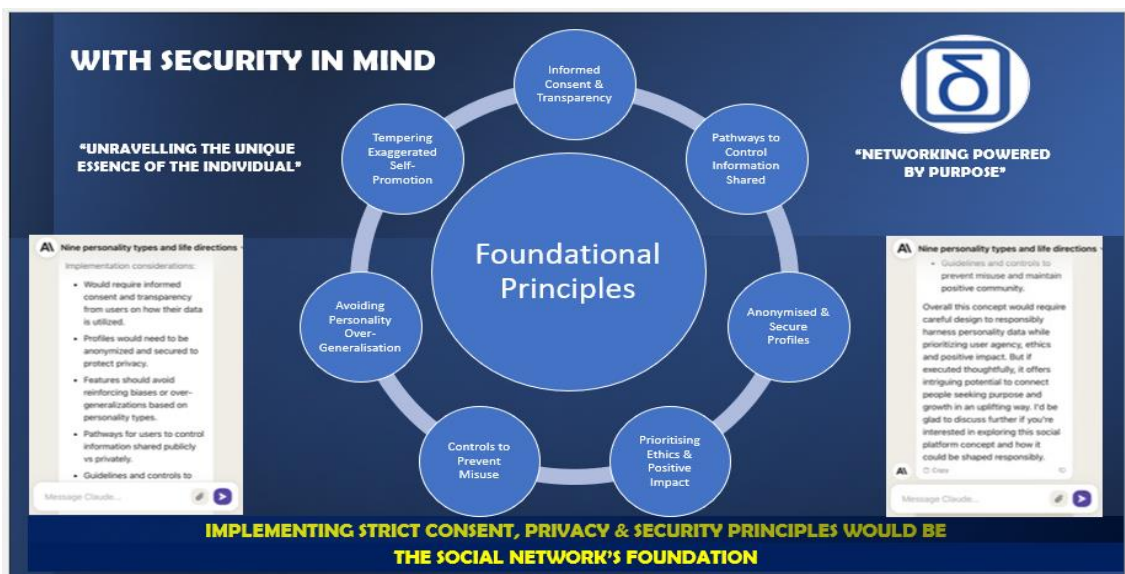
- Who really am I?
- What's most important to me in my life in this world?
- What are my deepest held values and higher purpose?
- What's my personality type, personality traits, personal strengths, and weaknesses?
- What am I doing wrong in my personal/professional life that might be holding me back?
- How can I best select the right employer/ partner(s) in my business and personal life relationships going forward?
- How do I become my very best self. What do I need to work on doing more of?
- How do I re-evaluate my job, career, relationship, and life in its totality?
- What do I really love the most in life, and love the most doing?
- What am I good at. Do I have any natural aptitudes, or hidden potential which matches a deeply held passion?
- What are the possibilities in the related markets in the world to fulfil this passion?
- What can I offer the world that's unique and valuable?
- How do I discover where my Passion, Mission, Vocation and Profession drivers merge?
- What would be a career and lifestyle best suited for me?
- How can I make the right changes now to help me discover my true destiny?
- What's holding me back from making the changes I need to make?
- What are my destiny options, methods, and decisions I have to make?

Not a 'Wish-List or Pipe Dream', the on-line Test will be designed to conform with, and deliver on, these generic User Requirements Stage by Stage, as far as is possible given their subjectivity and dependency on personal preference and circumstance. In many ways the Output, if accurately interpreted, will only be telling the User what they want to hear, from their own Input. However, the Analytical Methods to Profile the User will incorporate AI-Analysis of Input from utilising Questionnaires, AI-access to global information, and extracts from LinkedIn profiles. 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 cross-analysed with psychographic profiling, demographics, behaviour, and lifestyle trends from Questionnaires, Databases, Comments and Social Networking Sites.

Using ChatGPT will help Destiny-Gram act as the 'catalyst and collaborator' during the process of shaping the individual's own path, based on:

- Personal Circumstances
- External Opportunities
- Individual Values

SECURITY



Noone will use a Social Networking Site that in any way compromises personal security or integrity of personal data. At the outset of Programming Design, the ethos must be one of Total Security in preventing misuse, protecting privacy, and maintaining positive community in the ethics of usage.

Ethical Usage:

Key considerations for ensuring ethical usage, appropriate content, and strong privacy protection when building a social networking platform will be:


- Clear and transparent terms of service and privacy policies that outline appropriate use expectations and data practices. These should be conspicuously displayed.
- Allow users granular control over privacy settings and content sharing - enable them to limit visibility and access.
- Implement robust security measures like encryption, anomaly detection, rate limiting on requests. Follow best practices.
- Allow for tagging or flagging of inappropriate content and provide quick protocols for review and removal if warranted.
- Provide easy ways for users to report abusive behaviour and harassment with timely response.
- Develop a comprehensive content moderation strategy with combination of AI detection and human review.
- Institute age restrictions or parental controls as applicable to protect minors and limit illegal content.
- Limit data collection and retention only to what is necessary. Allow users to access and delete their data.
- Conduct ethical reviews of any AI systems for biases and safety. Avoid manipulative nudging.
- Audit algorithms frequently and address any discriminatory impacts proactively.
- Clearly communicate how user data may be utilized or monetized and obtain opt-in consent.

Adhering closely to "trust but verify" principles for protecting user rights and safety is key for sustainable success and positive impact.

FUNCTIONALITY/USER REQUIREMENTS


The core features or capabilities that the Social Networking Site is built around, that represent the primary reasons for Users to Sign-up and interact with the Site, are:

THE CRUX OF DESTINY-GRAM'S AI-FUNCTIONALITY



**YOUR PERSONAL PROFILE WILL DEFINE YOU
AND YOUR EMOTIONAL INTELLIGENCE**

The Crux of Destiny-Gram's Functionality/User Criteria will be its Key User Features of: (1) Producing unique and intriguing AI-Generated 'Personal Profiles' (with automated Animated AI-Produced Introductory Videos) from online Questionnaires and consented access to Users' LinkedIn Profiles; (2) Automated production of private AI-Generated 'Destiny Reports' with Options and Recommendations for career and life decisions, from further AI-Analysis of that data; (3) Secure, consented sharing of the Data with AI-Chatbots to enable more personalised, engaged, informed and enlightened 'AI-Chatbot Interfaces' for Private Chat and Advice Seeking; (4) Options to use the Website's 'Premium Services' for Personal Development using proprietary Destiny-Gram developed AI-Assessment Tools; and finally 5) Users to develop 'Networking Opportunities' presented by Destiny-Gram's Network, as well as the option to share their Destiny-Gram AI-Generated Personal Profiles via API's with Users' on their other Social Media Platforms.



"FORMULA FOR SUCCESS!"
 $EQ^2 + \sqrt{(IQ + AI)} = SUCCESS$

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The criteria, in summary:

- 1) Personal Profiles
- 2) Destiny Map/Plans/Reports
- 3) AI-Chatbots Interfaces
- 4) Premium Services/Destiny Mapping-Monitoring
- 5) Networking Opportunities

Destiny-Gram

**WILL HELP
YOU DEVELOP
YOUR
EMOTIONAL
INTELLIGENCE**


**LIFE'S
FORMULA FOR SUCCESS:
 $EQ^2 + \sqrt{(IQ + AI)} = SUCCESS$**

THE CRUX OF THE AI-FUNCTIONALITY

- **Your AI-Personal Profile**
"DEFINES YOU"
- **Your AI-Destiny Plan**
"GUIDES YOU"
- **Your Personalized AI-Chatbot Interface**
"INFORMS YOU"
- **Your Use of the AI-Premium Services Products**
"DEVELOPS YOU"
- **Your AI-Networking Opportunities**
"EMPOWER YOU"

**SIMPLE
SPECIAL
SUCCESSFUL**

THE CRUX OF DESTINY-GRAM'S AI-FUNCTIONALITY



YOUR PERSONAL PROFILE WILL DEFINE YOU
AND YOUR EMOTIONAL INTELLIGENCE

The Crux of Destiny-Gram's Functionality/User Criteria will be its Key User Features of: (1) Producing unique and intriguing AI-Generated **"Personal Profiles"** (with automated Animated AI-Produced Introductory Videos) from online Questionnaires and consented access to Users' LinkedIn Profiles; (2) Automated production of private AI-Generated **"Destiny Reports"** with Options and Recommendations for career and life decisions, from further AI-Analysis of that data; (3) Secure, consented sharing of the Data with AI-Chatbots to enable more personalised, engaged, informed and enlightened **"AI-Chatbot Interfaces"** for Private Chat and Advice Seeking; (4) Options to use the Webinars **"Premium Services"** for Personal Development using proprietary Destiny-Gram developed AI-Assessment Tools; and finally (5) Users to develop **"Networking Opportunities"** presented by Destiny-Gram's Network, as well as the option to share their Destiny-Gram AI-Generated Personal Profiles via API's with Users' on their other Social Media Platforms.

FORMULA FOR SUCCESS
 $EQ + \sqrt{(IQ + AI)} = SUCCESS$

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**YOUR PERSONAL PROFILE WILL DEFINE YOU
AND YOUR EMOTIONAL INTELLIGENCE**

In practice, the Platform will function as follows:

Business Model:

The Destiny-Gram Personal Profile Platform will operate on a Business Model of charging a one-time fee of \$12-30 for setting up a Personal Profile, including an AI-produced Animated Introductory Video, using the in-depth personal information and analysis (and LinkedIn profile). A subscription-based social network can indeed work. While free social networks have dominated the market for a long time, there are successful examples of subscription-based platforms that offer unique features and value propositions to users. Furthermore, a subscription-based model allows social networks to generate revenue directly from their users, reducing dependence on advertising and potentially creating a sustainable business model. The model will include for the chargeable 'Premium Services' as listed above including Online proprietary Services in ongoing Destiny Planning, Personal Growth and Assessments tools, Career Planning, Job Hunting, Networking, Dating and Match Making; and Providing Human Advisors/ Counsellors and Mentoring Services.

User Input:

Users would need to provide honest relevant information about themselves, including skills, desires, personality traits, and character attributes, (and for the full profile allow AI-Assistant access to LinkedIn profiles). This will be in the form of detailed questionnaires, surveys, or interactive exercises. The time required for users to complete these inputs can vary based on the two options

of depth and complexity of analysis, and their answers. A period of 60-120 minutes is envisaged. Destiny-Gram will be designed and priced for the discerning User, not the casually intrigued User.

Data Processing:

Once the user input is all received, the platform would employ algorithms and AI re-analysis techniques (including LinkedIn profiles) to process and analyse the data. This step involves computational calculations, pattern recognition, and comparison with relevant models or benchmarks. The analysis may require engaging in further prompted AI-Chatbot exchange – all matter for the Website Designer to ascertain.

Report Generation:

After the data processing phase, the platform would generate the personalized report summarizing the user's profile and providing insights based on the analysis. The length and complexity of the report itself will depend on the two options of extent of data inputted and shared in the chat interaction, as well as any additional visualizations or recommendations. A standard format will be developed for the feedback, Personal Profile, Video and Destiny Report.

The Website Updates:

The application would allow users to create and manage and update their Personal Profiles and Destiny Plans/Dashboards (eg. up-dating skills acquisition). This will involve an intuitive user interface, implementing profile creation and editing functionalities, and incorporating report outputs as desired., some of which will involve the planned Website Premium Services Offer.

Networking:

With the profile creation functionality in place, the focus will be on building the sharing aspect, with due consideration to user privacy and data security, as well as provide appropriate options for users to control the visibility of their profiles. Features like user authentication, privacy settings, and sharing mechanisms will form an integral part of the website planning and development. AI will assist with searching, identifying, and contacting targeted interested parties.

The criteria, in detail:

1. Personal Profiles



Initially it will be necessary to Undertake the basic Questionnaire-based Personality Test using a Destiny-Gram designed Bespoke *Enneagram Type* MCQ Questionnaire (108 Questions), Analysis and Model Outputs or similar. The Personality Outputs and Traits, etc, according to Type, will be made available as part of the Feedback/Personal Profile.

Once the User's Personality Type and "Wing" have been established from analysis of the Personality Questionnaire, with Feedback, the AI-Assistant will be required to go onto generate the full comprehensive Personal Profile from analysis of further details gathered from the subsequent questionnaires, on character, values, goals, passions, ideas, as well as skills and experience, gained subsequently from consented access to the user's LinkedIn profile.

There will be a few important caveats to consider:

- Privacy - AI will need explicit consent from the user to generate any public-facing profile using their consultation data. Public Profiles should be crafted using only information the user approves to share.
- Context - A profile produced for career and life assessment and evaluation purposes on Destiny-Gram.com may not entirely fit the tone and interests of the user's other social media audiences if the user elects to share

his/her profile to them. The User may wish to limit personal details in their Personal Profiles for public consumption, while including all data and analysis in details shared, securely, with AI-Chatbots for the purpose of seeking advice.

- Objectivity – Profiles must be honest accounts to be useful, not exaggerated presentations for marketing purposes. Summarizations should aim to be balanced and avoid excessive self-promotion if shared publicly.
- Security - Posting extensive personal and some career details publicly could raise security and identity theft risks, so summaries may need to be circumspect or anonymous for initial public posting.

Consented Access to LinkedIn Profiles:

With consent from Users opting for the fuller \$30 profiles, information from a user's LinkedIn profile would be utilized to supplement the career and destiny assessment in the following ways:

- Pull work history details to pre-populate the experience section of the questionnaire. This saves time and ensures accuracy.
- Use the user's profile summary to gain additional insight into their skills, interests, goals, and personality.
- Reference listed certifications, volunteer work, organizations, and causes to further understand talents and values.
- Check endorsements and recommendations to help identify strengths peers have recognized.
- Look at connections to find shared links that may reveal networking opportunities related to aspirations.
- Review publications, projects, and presentations to highlight relevant achievements.
- Scan job titles over time to assess career progression and shifts.
- Examine types of companies worked at to gauge work culture preferences.
- Note education details like major and degrees earned.

With the user's permission, connecting the LinkedIn profile can add significant context about who they are and what they care about. This allows for an enriched perspective when AI-Chatbots advise on potential purpose-aligned career paths. Relevant profile details would be incorporated appropriately into the integrated summary, Personal Profiles and Destiny Reports.

Focus:

The core aspects of the online questionnaire consultation profile that could be most useful and acceptable for users to share publicly in a responsible way include:

- **Personality strengths** - For example, highly empathetic, excellent written communication skills, natural leadership abilities. Highlights of key talents.
- **Core values** - most important to the user like creativity, integrity, service. Helping connect users based on shared principles.
- **Personal growth goals** - A few measurable goals like "develop project management abilities" or "build public speaking skills". Allows networking around development areas.
- **Career interests** - Broad interest areas like technology, education, sustainability. Enabling alignment on passions.
- **Preferred work or personal culture** - Descriptors like collaborative, innovative, remote-friendly. Helping users find ideal environment fit.

The focus should be on showcasing users' aspirational and talent-oriented attributes rather than overly personal details. The details of more professional highlights will be added via the APIs with LinkedIn profiles, so the Questionnaire will not need to duplicate in terms of seeking answers for information already available for access on LinkedIn.

Humanity:

HOW AI IS CHANGING EVERYTHING

WHY YOU NEED A DESTINY-GRAM PERSONAL PROFILE

AI & PERSONALITY

CREATE A UNIQUE IDENTITY

"Creating comprehensive profiles using AI technology has the potential to revolutionize the way individuals present their identities online and differentiate themselves, as well as communicate with AI-Chat Engines.

Having a comprehensive online profile that showcases various aspects of personality, character, skills, desires, passions, views, and destiny plans will be invaluable, - serving multiple purposes, including better informed AI Chat and analysis, job hunting, dating, networking, brainstorming, idea creation, and seeking finance & investment.

It will offer individuals a deeper understanding of themselves, aiding in self-assessment, guiding decision-making, promoting personal growth, and the pursuit of fulfilling lives - in a ground-breaking way not offered by any competitive social networking platforms."

HARNESS THE POWER OF AI AS YOUR ALLY & UNRAVEL YOUR DESTINY THROUGH IN-DEPTH AI-ASSISTED SELF-ASSESSMENT & NETWORKING

"With AI levelling the playing field in Ability-based Judgement and Selection in life, Human Destiny will be defined through differentiation in traits of Character, Personality, Passion and Desires."

- Greg Malpass

"AI CAN CHANGE EVERYTHING IN THE WORLD EXCEPT..."

"AI can change everything in the world except how men think and behave."

- Warren Buffett

As AI continues to automate certain tasks and jobs , over time - a candidate's personality, passions, and dreams will become ever more important factors in determining career fits. Career paths and decisions in private lives will become more aligned with a person's humanity, unique personal gifts, interests, and passions.

Some additional profile sections will need to be added to the Questionnaires that will highlight these aspects:

- **Passions** – Personal endeavours that deeply resonate, like painting, entrepreneurship, helping children.
- **Dreams** - Bucket list goals that reflect hopes and aspirations, like writing a novel, starting a nonprofit, running a 5K.
- **Creativity** - Inventive pursuits of interest like baking, photography, singing, furniture building.
- **Growth goals** - Going beyond career skills to include personal development like cultivating gratitude, being more vulnerable in relationships, maintaining physical health.
- **Fun facts** - Quirky tidbits that capture personality like favourite foods, travel desires, love of karaoke, knowing how to juggle.

The aim will be crafting multidimensional profiles that reveal alignment beyond just professional experiences. With AI transforming the job landscape, showcasing humanity and purpose will be key to forging meaningful connections and opportunities. The Questionnaire must be designed to draw these aspects out in the answers for use in the analysis.



“The questionnaire and assessment programming will need to help profile, showcase, and network someone's passions, dreams, and personality, and temper those alongside skills and capabilities, in an engaging yet appropriate way.”

2. Destiny Plan/Report:

AI will be used to analyse the questionnaire results and generate personalized destiny plans with options and action steps. Such an envisioned framework may be:

The AI would ingest and analyse the questionnaire results to:

- Identify the user's core passions, values, and interests
- Assess their skills and abilities
- Uncover motivations and hidden potentials

Using natural language processing and optimization algorithms, the AI could then:

- Generate a set of potential life purpose statements aligned with the user's passions and values
- Provide customized legacy goal options based on motivations
- Develop credible 10–15-year plans to achieve each legacy goal
- Match skills and abilities to action steps for each plan
- Prioritize and sequence action steps based on dependencies
- Produce personalized destiny plans in different focus areas (career, relationships, self-actualization etc)

The output could be an interactive dashboard where users can:

- Browse and select their preferred legacy goals
- View destiny plans for each goal with sequenced action steps
- Get reminders and track progress on action steps
- Request additional legacy goal and plan options from the AI
- Have the system reassess plans periodically based on updated skills/priorities
- Use premium services offer to pursue specific selected areas of personal development and assistance on areas of career and life planning and focused networking.

With some thoughtful design around the User experience, an AI system could provide significant value in generating insights from the questionnaires and producing personalized 'Destiny Roadmaps'. The key is ensuring the AI's recommendations and plans align with the user's unique passions, abilities, and motivations.



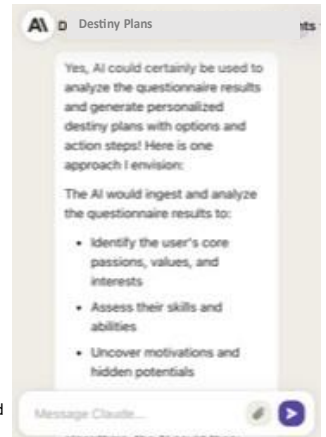
USE THE AI-PRODUCED PERSONALIZED DESTINY ROADMAP

Using natural language processing and optimization algorithms, the AI would:

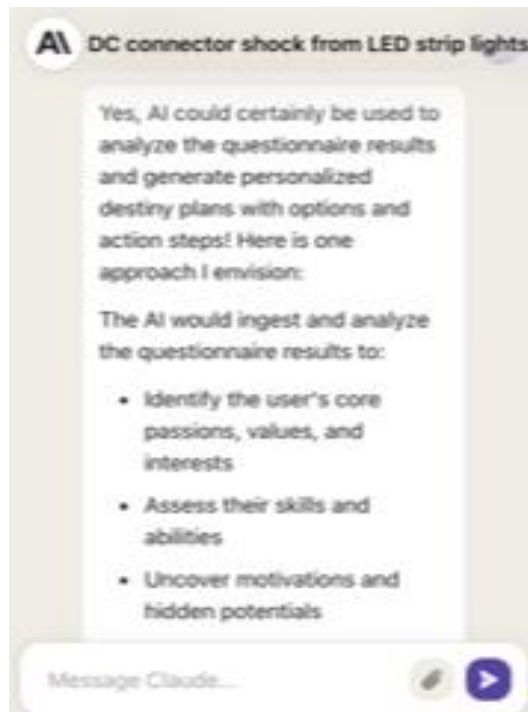
- Generate a set of potential life purpose statements aligned with the user's passions and values
- Provide customized legacy goal options based on motivations
- Develop credible 10 to 15 -year plans to achieve each legacy goal
- Match skills and abilities to action steps for each plan
- Prioritize and sequence action steps based on dependencies
- Produce personalized destiny plans in different focus areas (career, relationships, self-actualization, etc)

The output would thereafter be an interactive dashboard where users can subscribe to Premium Services to:

- Browse and select their preferred legacy goals over time
- View destiny plans for each goal with sequenced action steps
- Get reminders and track progress on action steps
- Request additional legacy goal and plan options from the AI
- Have the system reassess plans periodically based on updated skills/priorities



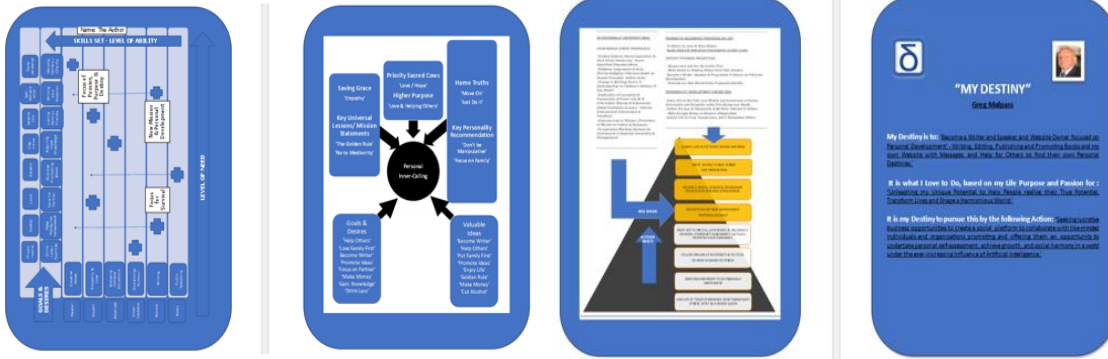
DESTINY ROADMAPS PRODUCED USING AI'S NATURAL LANGUAGE PROCESSING AND OPTIMIZATION ALGORITHMS TO ENSURE RECOMMENDATIONS AND PLANS ALIGN WITH THE USER'S UNIQUE PASSIONS, ABILITIES, AND MOTIVATIONS



The Output Format for the 'Destiny Plan/RoadMap Report' is to be developed. A sample summary table (integrating the key elements from the Personality, Character, Skills, and Destiny Ideas questionnaires) to help assess someone's traits, abilities, and growth areas in determining ideal career paths and life purpose – might include information such as (based on an example Enneagram Type 4):

CATEGORY (example)	DETAILS (example)
Personality Type	Enneagram Type 4 - Individualist, authenticity-seeking, creative, emotionally expressive
Key Traits	Imaginative, introspective, passionate, aesthetic orientation
Core Values	Authenticity, self-expression, creativity, beauty
Motivations	Validation through unique works, emotional catharsis
Fears	Lack of identity, conformity, loss of inspiration
Stress Reactions	Withdrawal, dramatic outbursts, dark moods
Decision-Making Style	Values subjective meaning, follows the heart
Interpersonal Style	Deep emotional connections, avoids superficial relationships
Strong Skills	Writing, visual arts, design, empathy, perspective-taking
Growth Areas	Consistency, focus, pragmatism, resilience
Education	Bachelor's Degree in English Literature, art classes
Work Experience	5 years as freelance writer, blogger, graphic designer
Career Goals	Launch creative agency, publish poetry book
Life Purpose	Create works that inspire self-reflection and emotional awakening

A summary of 'Personalized Destiny Plans' should include suggestions and likely priorities for potential career paths and life purpose based on the user's responses to the detailed questionnaire. As an example:



Summary and Destiny Ideas (Based on Enneagram Type 4 example)

Your personality, creative skills and interests, and desire for self-expression, careers that could align with your innate gifts and motivations include:

Likely Career Priority:

- Author - writing fiction, poetry, or memoir allows you to process emotions and insights while creating literary works.

Other Options:

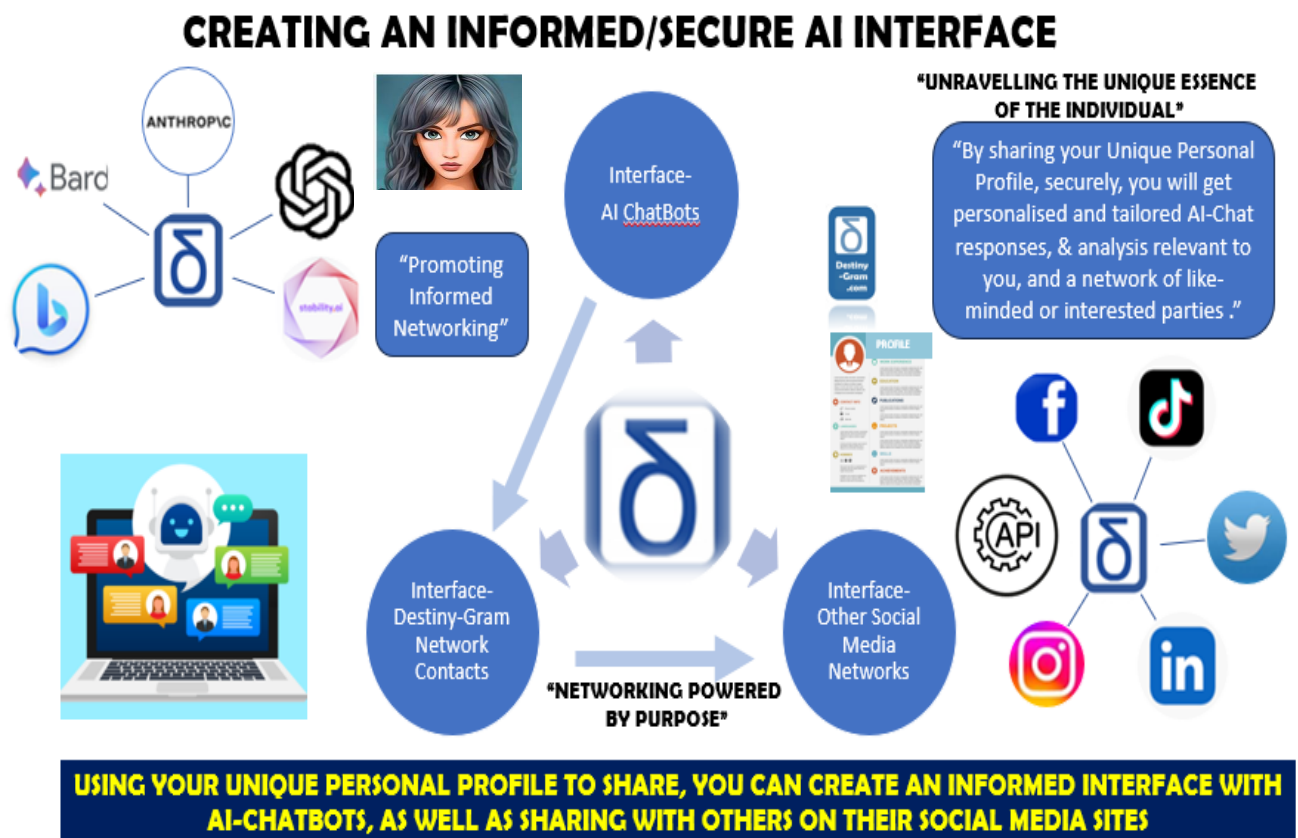
- Visual Artist - painting, sculpture, or mixed media provides outlets for your vision and perspective.
- Art Therapist - you can blend creativity with counselling to help others explore their feelings.
- Graphic Designer - visual communication lets you share messages aesthetically.
- Photography - capturing images reflects your unique way of seeing the world.

Life Purpose:

Your life purpose may connect to inspiring emotional awakening or understanding in others through original art, writing, or therapy. Your sensitivity and empathy can be powerful tools for meaningful work if focused with consistency.

3. AI Personalised Chatbot Interface

Each 'Personal Profile' and 'Destiny Road Map/Plan/Report' will hold comprehensive profiling, as indicated above, documenting these key aspects of individuals, including - skills, experience, personality traits, character, core values, growth goals, interests, passions, etc. The 'Personal Profile' will be designed so it is suitable for sharing online, once approved. The details contained in the 'Destiny Plans' will however be private to the User unless opted to share. Nevertheless, the data from both can be shared securely with AI-Chatbots (directly or via Destiny-Gram), so that subsequent chat conversations can be more personalized, with AI acting as a personal mentor, building on the context of the provided details.



To achieve this in an optimal way the Programmer must consider:

- The Format - Create the profiles in a format suitable for sharing separately.

- Detail - Include specifics that would be relevant for career/life advice but only details the User is comfortable in sharing.
- Security/ Consent - If storing or sending any sensitive info, use of encryption and secure sharing platforms. Where access is given, confirmation that the info will be used exclusively for advising and chat/ discussions, and that the data won't be retained or shared.

The comprehensive Personal Profile and Destiny Report once formulated will encompass various aspects of an individual's identity that once shared with AI-Chatbots will help the Users engage in informed chat and make informed decisions about their professional and personal lives, based on better-informed advice, ultimately guiding them in setting their own path and defining their destiny in terms of:

- Self-awareness
- Goal setting
- Career planning
- Personal growth and development
- Networking and connections
- Decision-making support
- Personal fulfilment

Security must be Paramount:



AI

“Any conversations you have directly with me remain confidential, within the scope of our discussion. I don't share or retain any personal information or details from our chat without your consent. My goal is simply to provide helpful information to you to the best of my abilities based on our dialogue.”

4. Premium Personal Development Services /Destiny Mapping-Monitoring



Extra Online Proprietary AI-Assessment Tools/Services in areas of Personal Growth will be on offer as extensions to the initial basic AI-generated Destiny Report and Personal Profile generated on signing up and completion of the online questionnaire.

The extra Premium Services may be structured around the main output of the Destiny Plan and Options and the interactive Dashboard.

- To Pursue specific selected areas of personal development and assistance on areas of career and life planning and focused networking, to:
 - Browse and select preferred destiny options and legacy goals
 - View destiny plans for each goal with sequenced action steps
 - Get reminders and track progress on action steps
 - Request additional legacy goal and plan options from the AI
 - Have the system reassess plans periodically based on updated skills/priorities
 - Help with focused networking, ideas creation, etc.
- Online Proprietary Services in assistance with specific requests with respect to Career Planning, Job Hunting, Networking, Dating and Match Making.
- Provision of regionally based approved Human Advisors/ Counsellors/ Mentoring to supplement the informed online AI-Chatbot advice and guidance offered users on their destiny journeys.
- Sale of the Think Big Destiny e-Books to users interested in further study of self-actualization, destiny, and impact.

5. Networking Opportunities

The new Social Media site will be set up using the Personal Profiles (with different levels of content, identity and disclosures depending on approvals). Networking will be available in its own right with search facilities similar to but more broadly based than LinkedIn's search criteria, to include key word searches relevant to personality, character, desires, passions, ideas, plans, etc. But also, AI-assisted searches will help create a more intimate social networking platform that connects users based on their shared personality traits, values, interests, skills, and goals captured from the online questionnaire consultation derived Personal Profile. Key benefit-drivers and considerations may include:

USING SEARCH/ INVITE FACILITIES

"Anything that's relevant to Your Search"

SEARCH CRITERIA

Common With:
LINKEDIN/ FACEBOOK/
INSTAGRAM/ TWITTER/ TIK
TOK - GENERAL SEARCH

NAME, SEX, TITLE
COMPANIES WORKED FOR
'ABOUT' - KEY WORD SEARCH
LOCATION/PLACES LIVED
CONNECTIONS
EXPERIENCE
INDUSTRY
SERVICE CATEGORY
SCHOOLS
LANGUAGES
RELATIONSHIP STATUS
PEOPLE
POSTS
PHOTOS
VIDEOS
TWEETS
HOBBIES
GROUPS
APPS
LINKS
EVENTS

SEARCH CRITERIA

Additional Categories:
DESTINY-GRAM - GENERAL
SEARCH

AGE, FAMILY INFORMATION
DESTINY - PERSONAL IDENTITY
'AI FULL DESTINY STATEMENT'-
KEY WORD SEARCH
PERSONALITY/CHARACTER
HIGHER PURPOSE
UNIVERSAL VIEWS
SACRED COWS
HOME TRUTHS
PERSONALITY
RECOMMENDATIONS
PERSONALITY TYPE
CHARACTERISTICS
POSITIVE PERSONALITY TRAITS
SKILLS, GOALS, DESIRES
EDUCATION/WORK EXPERIENCE
(LinkedIn)
CORE SKILLS & LEVEL OF ABILITY
GOALS/ DESIRES PASSIONS
VALUABLE IDEAS
ACTION PLAN
RESEARCH
DEVELOPMENT
PROMOTION
FEEDBACK

Identity Protected / Anonymous (Until Invite Accepted)

- Under 40
- HR/ Recruiter
- Single Parent
- Life Coach
- Marketing Experience
- Investor
- Artistic
- Entrepreneur
- Pragmatic
- Literary Agent
- Numerate
- Merchant Banker
- Self-Employed
- Leader
- Explorer
- Family Oriented
- Computer Programmer*
- Company Executive

- Reformer
- Social Justice
- Hopeful
- Global Conservation
- Generous
- Liberal
- Loving
- Peacemaker/Mediator
- Altruistic
- United States of America
- Freedom Seeking
- IT Specialist
- Humorous
- MBA
- Humble
- Youngest Child
- Honest
- French Speaker
- Empathetic
- Sport Lover
- Passionate
- Ex-Google Employee
- Non-Smoker
- Impatient, Tenacious
- Salsa Lover
- World Traveller
- Enthusiast
- Trouble Shooter
- University Drop-out
- Lateral Thinker

**FIND & NETWORK WITH LIKE-MINDED PEOPLE,
PROFESSIONALS OR POTENTIAL PARTNERS**

**"UNRAVELLING THE UNIQUE
ESSENCE OF THE INDIVIDUAL"**

**Showcase Your
Personality &
Passions**

**"NETWORKING POWERED
BY PURPOSE"**

PERSONAL PROFILE DASHBOARD

"MY DESTINY"

PERSONALITY TYPE

PERSONALITY WRITING

HIGHER PURPOSE

SAVING IDEAS

PERSONALITY TYPE CHARACTERISTICS

PERSONALITY TYPE PRIORITY LEVELS OF DEVELOPMENT

PERSONALITY TYPE LINKS

- Help users find compatible collaborators, mentors, or partners suited to their temperaments.
- Enable targeted networking around specific aspirations or growth areas.
- Build community and allow users to inspire/support others' self-actualization.

Networking Functionality implementation considerations:

- Will require informed consent and transparency from Users on how their data is utilized.
- Profiles full details will need to be accessible only by invitation and secured to protect privacy until access to full details consented.
- Features should avoid reinforcing biases or over-generalizations based on personality types.
- Pathways for users to control information shared publicly vs privately.
- Guidelines and controls to prevent misuse and maintain positive community.

Overall, the concept will require careful design by the Programmer to responsibly harness personality data while prioritizing User agency, ethics, and positive impact. The aim is that the network facility should offer intriguing potential to connect people seeking purpose and growth in an uplifting way – NOT casual exchanges, as is the case with many global social networking sites.



There is also potential for the networking facilities to serve multiple purposes, including job hunting, dating, , idea creation, and seeking financing/investment. Here are a few specific tasks people might use their online Personal Profile and Networking function for:

- **Job Hunting:** As the job market becomes more competitive, and AI takes over many professional roles based on knowledge, employers will seek candidates who not only possess certain necessary skills and qualifications but increasingly more importantly also align with the company's values and culture. Personality and Character will stand for more than ever before in the selection. An online profile that provides a

holistic view of an individual's personality, character traits, and career goals can help employers assess the suitability and cultural fit of potential candidates. It allows job seekers to showcase their unique strengths, aspirations, and personal values, making them stand out in the application process. Such personal information will not just be an *'add-on'* to work experience and education information provided on career networking sites like LinkedIn.

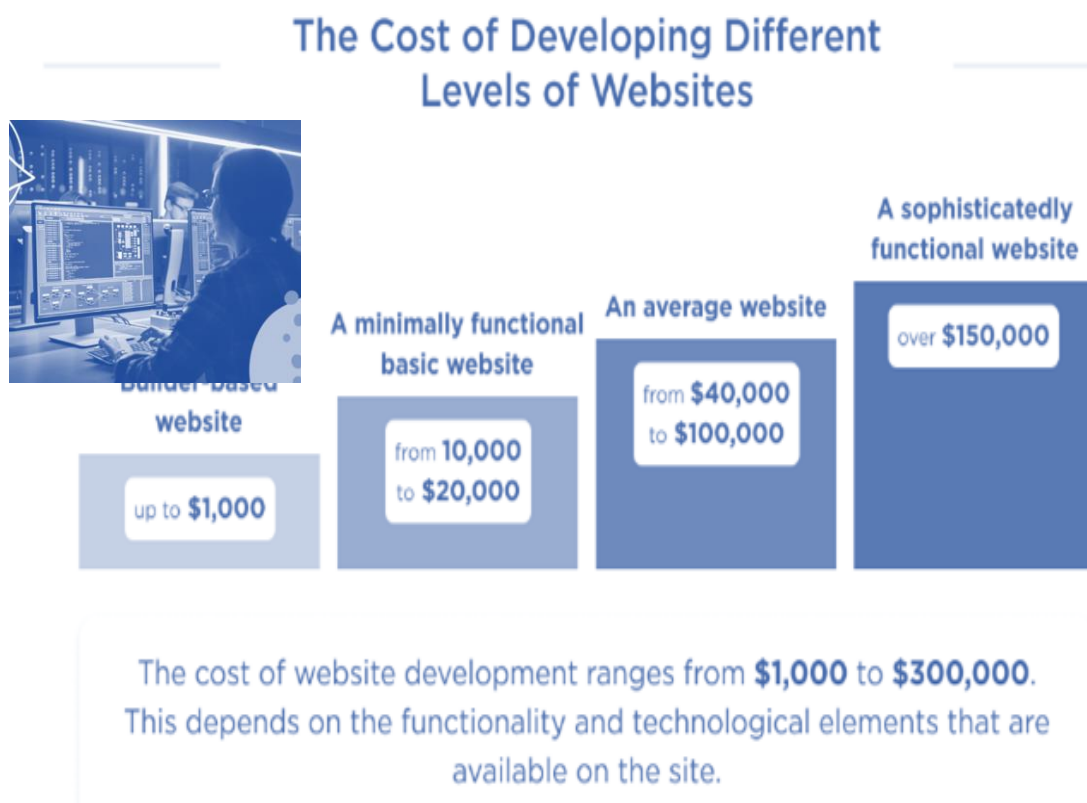
- **Dating:** In the realm of online dating, individuals are seeking more meaningful connections beyond surface-level information. A comprehensive profile that goes beyond superficial details allows people to express their genuine personalities, spirituality, interests, and long-term aspirations. It helps in attracting like-minded individuals who resonate with their values, passions, and life goals. Such profiles create a stronger foundation for establishing deeper connections and potentially finding compatible partners, than traditional dating websites.
- **Interest Groups:** Building professional networks is crucial for personal and career growth. An online profile that highlights an individual's skills, experiences, and aspirations can serve as a powerful networking tool. It enables professionals to connect with others who share similar interests, expertise, or career goals. By showcasing their passions, desires, ideas and future plans, individuals can attract opportunities for collaborations, mentorship, investment, and knowledge exchange.
- **Ideas Creation:** Online platforms that facilitate idea-sharing and collaboration between individuals or interest groups will become increasingly prevalent. By having a detailed profile that outlines an individual's skills, expertise, and areas of interest, they can find like-minded individuals to brainstorm and collaborate on new projects or ventures. These profiles serve as a repository of knowledge and capabilities, fostering creativity and innovation by connecting individuals with complementary skills and shared passions.

It will of paramount importance to avoid any misuse in pursuit of the above objectives, and properly controlled and policed.

WEBSITE DEVELOPMENT COSTS

It is recognised that a complex social website such as Destiny-Gram with advanced functionalities will cost considerably more than a basic, if global, corporate or e-commerce type website. Cost expectations need to consider that the complex website will require robust design, multifunctional integrations, interfaces with AI-Chatbots, APIs with other Social Networking Sites such as LinkedIn, top-notch UX/UI design, work with multiple databases, complex front-end interactions, and require a full maintenance and quality control team.

Cost References (Historic):



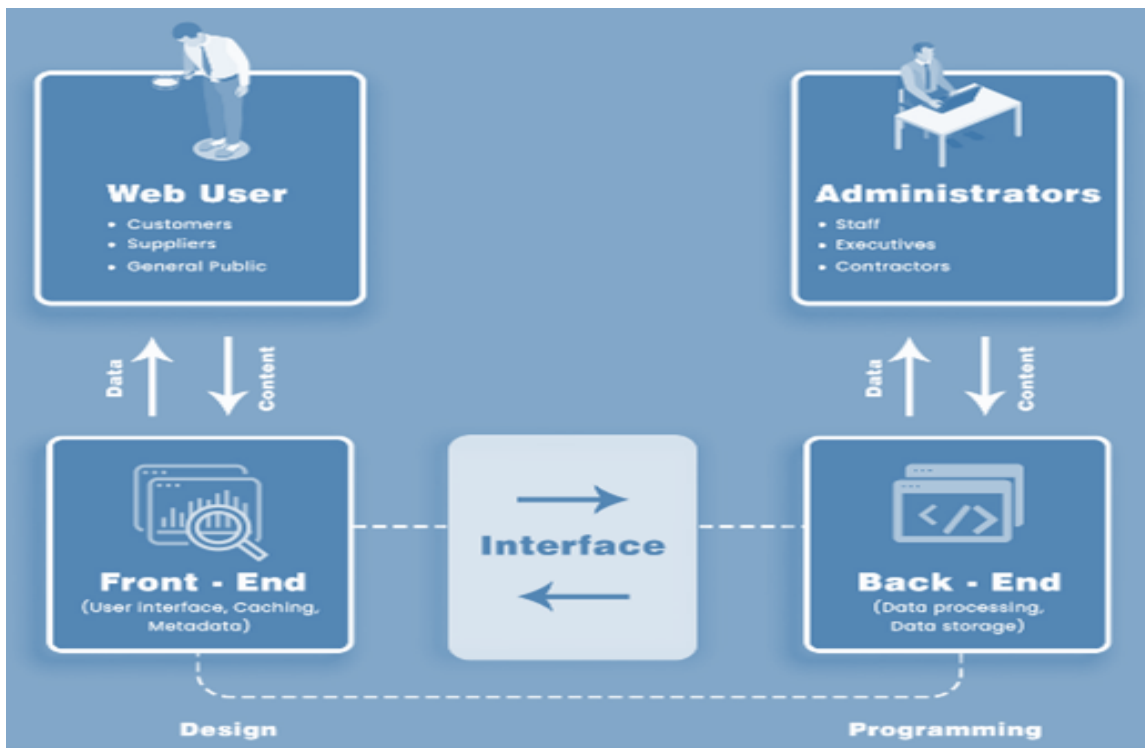
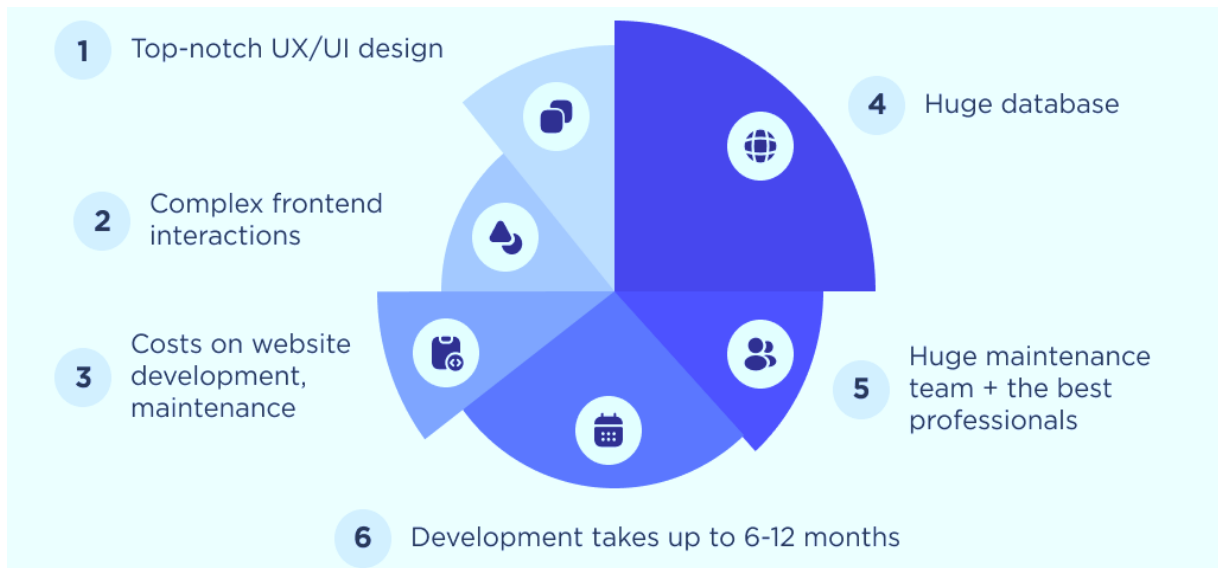
According to spdload.com:

The average base cost of development for an e-commerce website like **Amazon** is about **\$60,000 – \$80,000**.

An average base cost for developing a social media website like **Facebook** ranges from **\$50,000 to \$80,000**.

An average base cost for developing a marketplace platform like **Airbnb** ranges from **\$60,000 to \$80,000**.

Custom Website Development



Source: www.spdload.com

Cost References (Updated):

The above historic cost references are considered to underestimate the likely overall costs of developing a social networking site of the complexity anticipated. Anthropic’s Claude 2023 next-generation AI assistant Chatbot search gave a more up-dated, realistic Cost Estimate, as follows:

“Developing a social networking platform like LinkedIn from scratch would likely have a significant programming cost, though the exact amount can vary greatly based on the specific features and scope. Here are some estimates on potential costs:

- Basic social network functionality (user profiles, feed, connections) - \$50,000 to \$150,000+
- Additional features like job boards, content publishing, messaging - \$100,000 to \$300,000+
- Complex features like advanced search, recommendations, analytics - \$150,000 to \$500,000+
- Polished user interface and experience - \$50,000 to \$250,000+
- Backend infrastructure and scalability - \$50,000 to \$250,000+
- Security features and integrations - \$50,000 to \$200,000+
- Mobile app development - \$50,000 to \$250,000 per platform

So, for a LinkedIn-like platform with robust web and mobile apps, extensive features and strong infrastructure, the total programming costs could easily exceed \$1,000,000. And that's not including ongoing maintenance, operational costs, and future development. Significant technical expertise would also be required.

Cutting scope by simplifying features, limiting platforms, and using open-source software can reduce costs. But in general, developing and maintaining a large-scale professional social network requires major investment and a capable technology team. The exact costs depend heavily on the specifics of each project.”

Bottom line is- Costs will exceed one million dollars, and Destiny-Gram will need a Partner(s) with expertise, knowhow, financing capabilities, an existing network, and credibility.

Destiny-Gram Budgeted Costs:

But, as a Start-Up Business it is unlikely that a full site will be developed without ‘Proof-of-Concept’ and ‘Market Testing’. Antropic’s Claude AI-Chatbot provided an estimate of \$300,000 as the potential base costs for an MVP version of a Destiny-Gram/LinkedIn-like platform. For an initial demonstratable

prototype of a LinkedIn-like social networking platform, the programming costs could potentially range from \$150,000 to \$300,000.

A breakdown of estimated costs for key features:

- User profiles and registration - \$15,000 to \$30,000
- Basic news feed and activity streams - \$20,000 to \$40,000
- Network connections and messaging - \$25,000 to \$50,000
- Job boards with company pages - \$30,000 to \$60,000
- Search and recommendation engines (MVP versions) - \$20,000 to \$40,000
- Core website UI and responsive design - \$25,000 to \$50,000
- Basic admin portal and content management - \$15,000 to \$30,000
- Backend and infrastructure (cloud hosted) - \$20,000 to \$40,000
- Security protections and access controls - \$10,000 to \$20,000

With a tight scope focused on core functionalities and limited scalability, an initial Proof-of-Concept could potentially be built for \$150,000 to \$200,000.

However, allowing for more polished design, smoother user experience and support for increased traffic, a budget closer to \$250,000-\$300,000 would be more realistic for a solid demo.

Ongoing costs for maintenance, future development and talent/hosting fees would also need to be accounted for beyond the initial build.

The Overall *Launch* Budget and Timeframe to Develop, Launch and Maintain the Website Business during the 18-month Launch period is therefore set at US\$450-500,000, including 6-months of initial Website Development (US\$200,000) followed by 12-months of further Website Development, Marketing, and Promotion after a successful pilot (US\$250,000). After a successful full 18-month Launch and Promotion period – the Website would eventually be developed to operate in multiple languages– all subject to success, and a subsequent annual overall Post Launch Business Maintenance and Promotional Budget of a minimum of US\$200,000.

Other Budgetary Factors:



Factors that will affect the Cost of the initial Destiny-Gram Web Launch early Development (budgeted at US\$200,000) will include:

- The Complexity of Website structure and UX/UI design
- Development/Creation of Integrated Databases & Questionnaires
- Number of 3rd party integrations and interfaces- Payment Gateway, GPT AI-Chatbot Analytical Tools, and Social Media Networks Application Programme Interfaces
- Links to external Databases
- Implementation of AI-Analytical Methods/Algorithms required to achieve User Profiling, Reporting, etc.
- Security/Encryption of the Website and its Input and stored Data.
- Internet-based Launch/ Marketing Methods
- Pilot Testing Procedures and Feed-back

After Development Costs will be the ongoing Maintenance costs. The cost of resources required to ensure the website's speed, uptime, and protection as an ongoing on-line website business will constitute a large element of the maintenance costs. The complexity of the website will also influence the maintenance costs (budgeted at US\$60,000 pa) which will include:



- Domain & Website hosting
- SSL
- 3rd party integrations

- Infrastructure costs
- Storage costs
- Servers

Finally, the Website Creation and Marketing will go hand in hand. Unless Destiny-Gram becomes a branded on-line business within the 18-month development, launch and marketing period, copy-cat cloned websites will likely appear, rather like the plethora of free Enneagram Personality Test Websites copying the original chargeable Riso-Hudson Enneagram Type Indicator (RHETI®) Test. Therefore, the marketing of the business must begin even before the website launches (viz. Celebrity Sponsor Strategy). Within marketing, there will be various aspects, including the usual SEO, content, and link building. Getting top ranks on Google will matter because the users will not visit the second page of Search Engine Results Page, and clone websites will no doubt use similar names and key words to Destiny-Gram. Marketing the new start-up (budgeted at US\$140,000 pa) will include:



Celebrity Sponsor Promotional Campaign, plus:

- Press Releases
- SMM
- Facebook Ads
- Google Ads
- PPC Advertising
- LinkedIn Ads
- Newsletters
- Blogging
- Copywriting
- Author's Related Book Publications
- Promotional on-line Offers
- YouTube and Video Marketing
- Personal Interviews and Promotional Events

Note: All these costs are subject to revision subject to agreement with Web-Programmer and Celebrity Sponsor for 'Proof-of-Concept' and 'Market Testing'.

DATA INPUT / OUTPUT PROCESSES

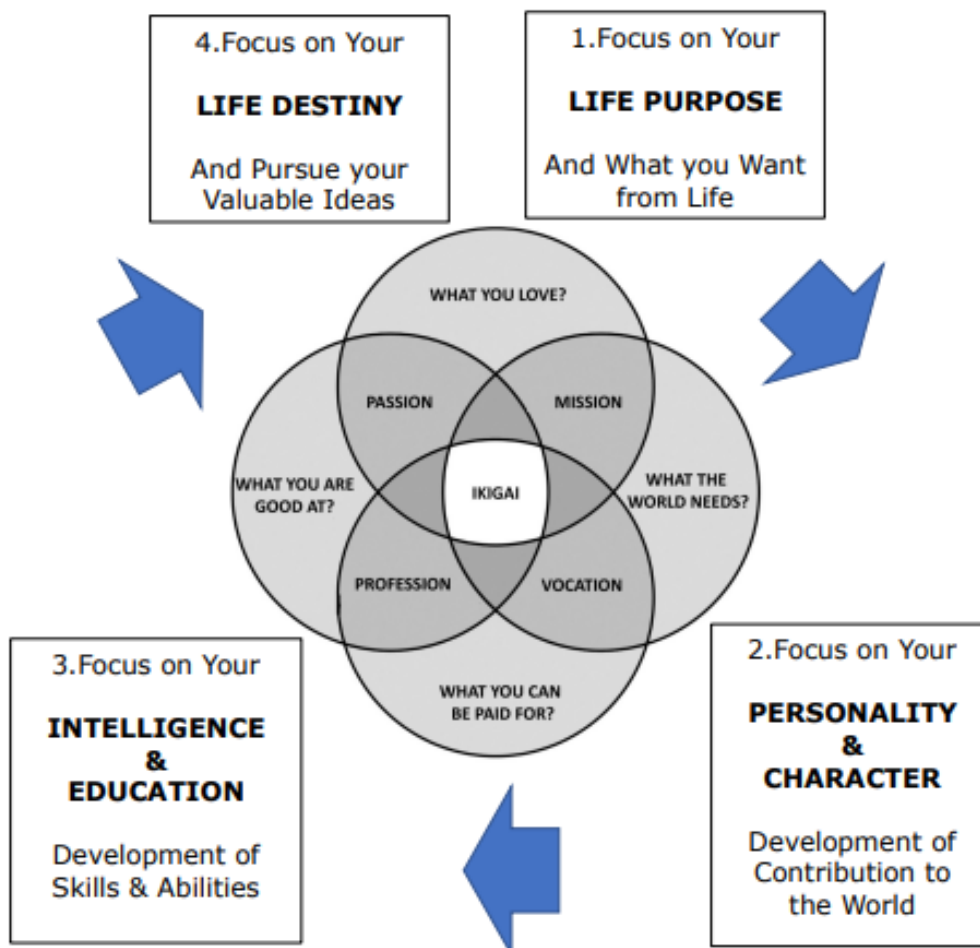
The On-Line Processes will utilize all the Input and Output Data, and link algorithmically using AI to External Databases on Personality Career, and Relationship Preferences, and LinkedIn Profiles, where provided.

The Stages in Defining the User Profile and Destiny Options, using the Questionnaires and Databases, can be broken down into 4- Steps of Re-Focus; 6- Defining Processes; and 25 Process Outputs

[\(Refer to - The Website Handbook 'The Road to Your Destiny'\)](#)

Four Steps sets the sequence from Identifying Life Purpose and Developing Personality and Character Traits to Assessing Ability and Pursuing the most Valuable Ideas.

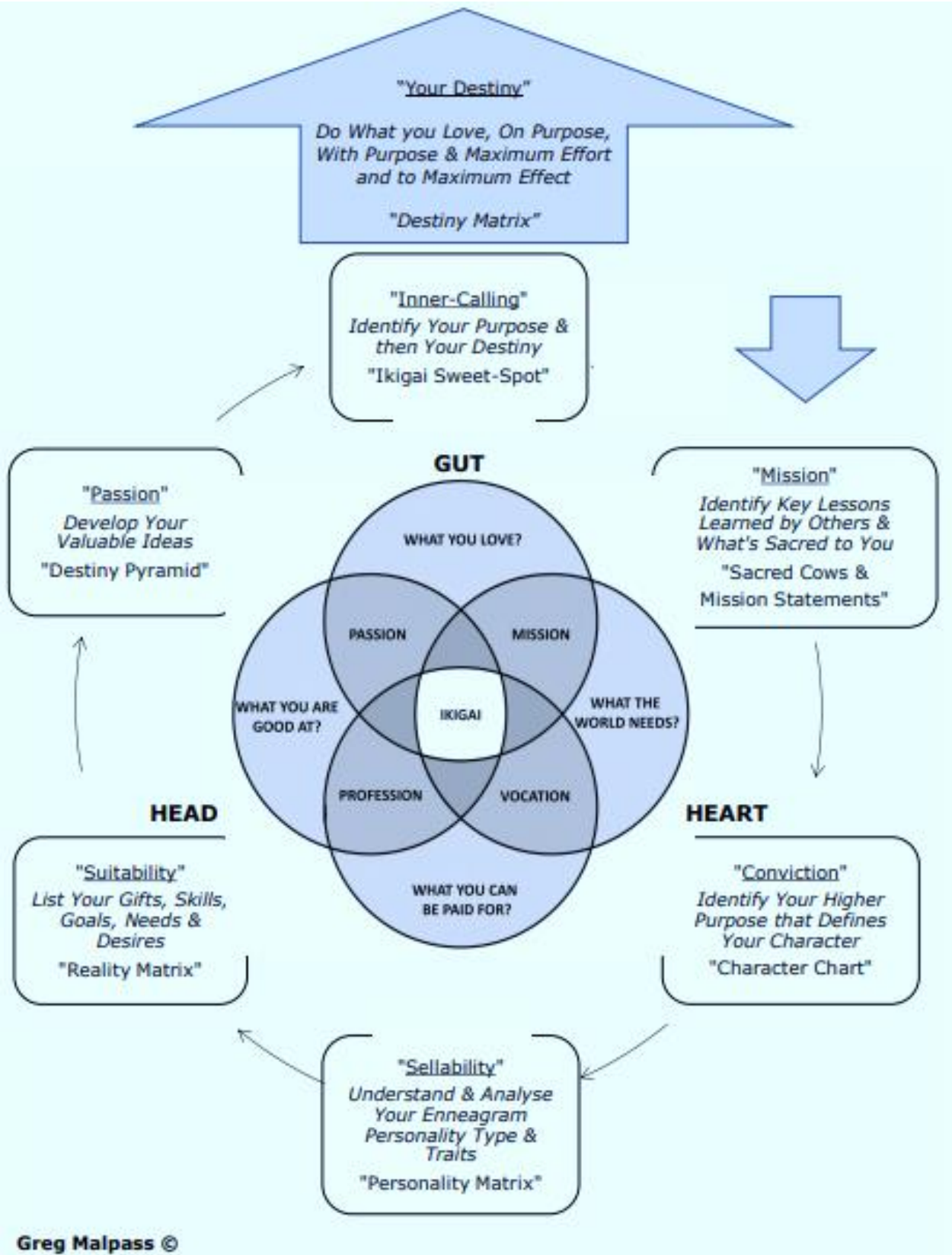
Four Steps of Re-Focus:



The Six Defining Processes Assess - Mission, Conviction, Sell-ability, Passion, and Inner-Calling:

Six Defining Processes:





IMPORTANT: FOR ALL INPUT/OUTPUT/TABLE REFERENCES, BELOW AND IN THE REST OF THIS DESIGN BRIEF – REFER TO (NON-AI BASED) WEBSITE HANDBOOK “THE ROAD TO YOUR DESTINY”

25 Process Outputs:

"Mission"
Identify Key Lessons Learned by Others & What's Sacred to You
 "Sacred Cows & Mission Statements"

"Conviction"
Identify Your Higher Purpose that Defines Your Character
 "Character Chart"

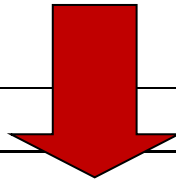
"Sellability"
Understand & Analyse Your Enneagram Personality Type & Traits
 "Personality Matrix"

"Suitability"
List Your Gifts, Skills, Goals, Needs & Desires
 "Reality Matrix"

"Passion"
Develop Your Valuable Ideas
 "Destiny Pyramid"

"Inner-Calling"
Identify Your Purpose & then Your Destiny
 "Ikigai Sweet-Spot"

Output I	9 Selected Key Life Lessons & Mission Statements
Output II	The Final Solution
Output III	4 Selected Sacred Cows



Output IV	Selected Higher Purpose
Output V	Character Chart

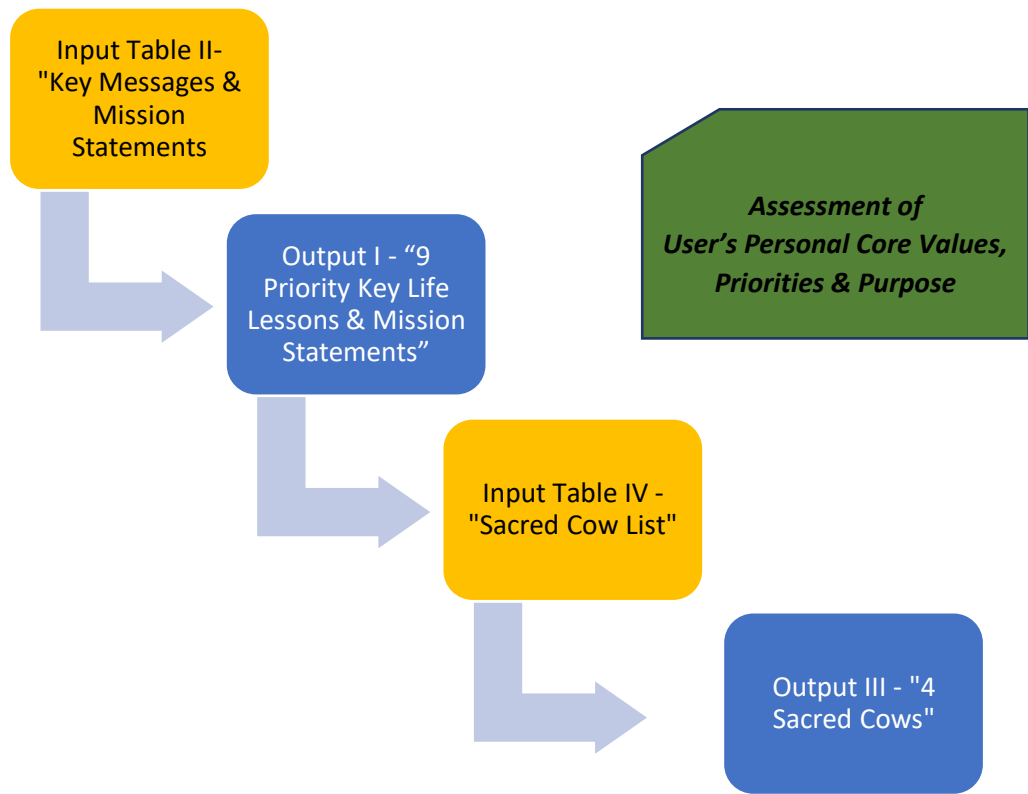
Output VI	Your Enneagram Personality Type
Output VII	Enneagram Personality Wing Type
Output VIII	7 Selected Home Truths
Output IX	Your Enneagram Type Saving Grace
Output X	9 Selected Priority Personality Recommendations

Output XI	Your Personality Matrix Criteria Long List
Output XII	Your Personality Matrix
Output XIII	Your Personality Matrix Focus Criteria
Output XIV	Your Reality Matrix Criteria Long List- Skills
Output XV	Your Reality Matrix Focus Criteria - Skills Set
Output XVI	Your Reality Matrix Criteria Long List- Goals
Output XVII	Your Reality Matrix Focus Criteria - Goals
Output XVIII	Your Reality Matrix
Output XIX	Your Reality Matrix Focus Criteria - Goals
Output XX	Your Revised Personal Final Solution

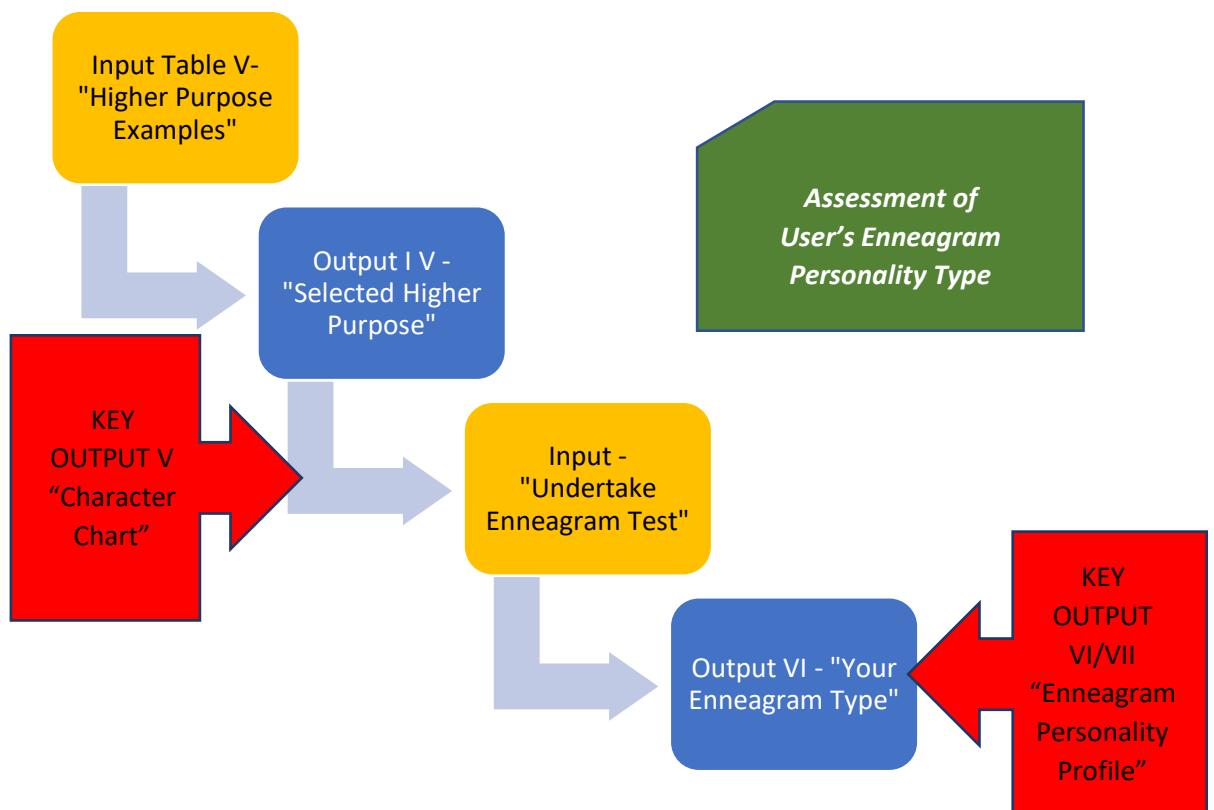
Output XXI	Your Valuable Ideas List & Personality Development Criteria
Output XXII	Your Positive Personal Profile
Output XXIII	Your Top 4 Ranked Most Valuable Ideas & Related Personality Developments
Output XXIV	Your Destiny Personal Pyramid
Output XXV	Your Personal ikigai Model

Individual Inputs- Outputs On-Line Processes
(Refer to - The Website Handbook 'The Road to Your Destiny')

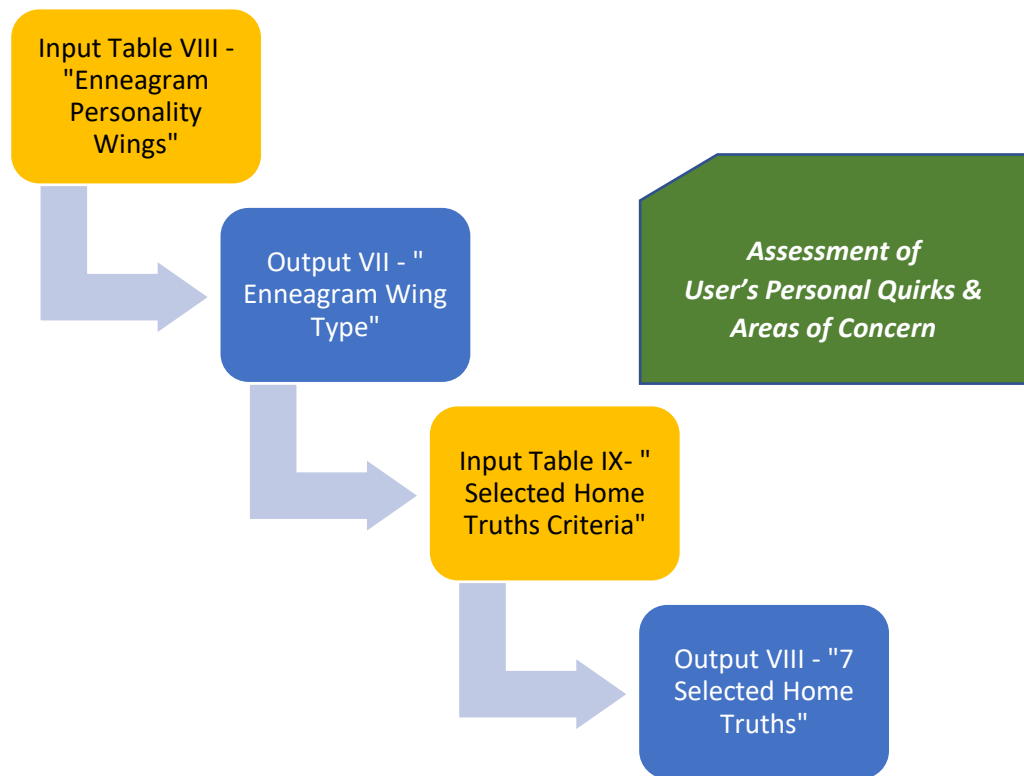
Key Life Lessons- Sacred Cows



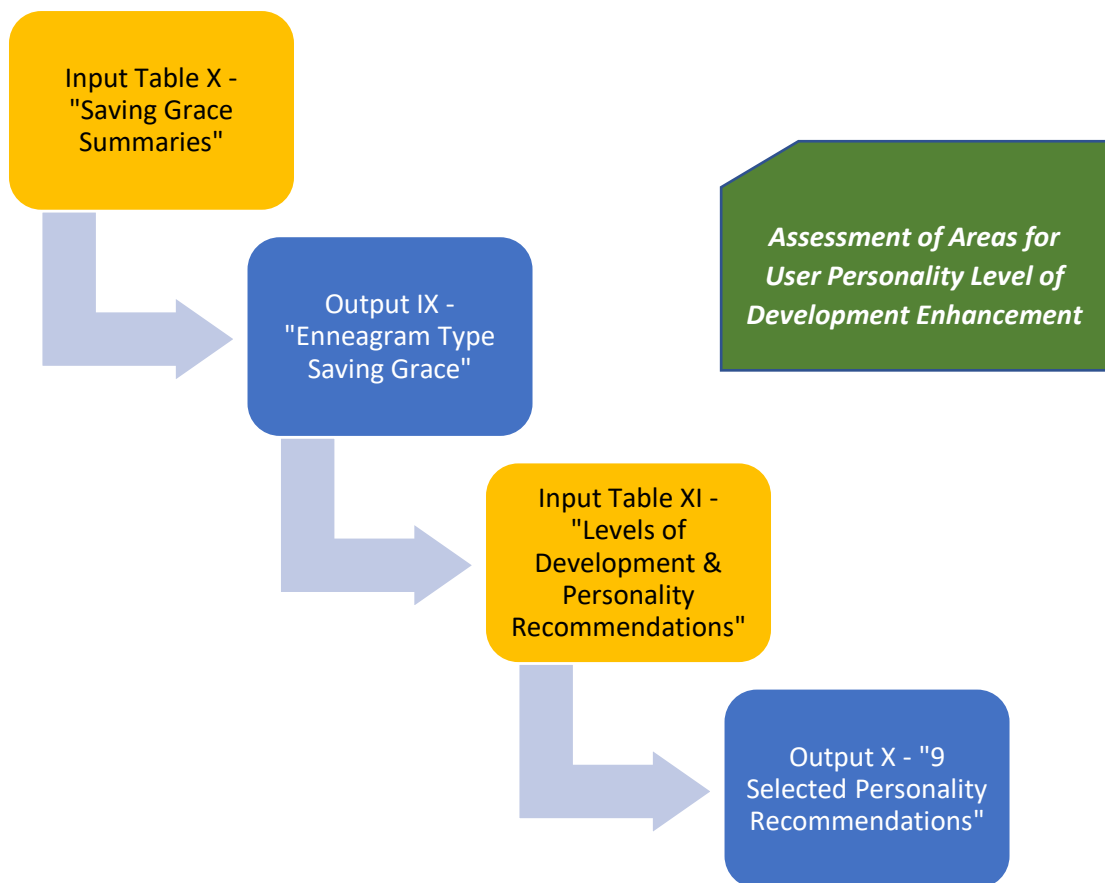
Higher Purpose- Enneagram Type



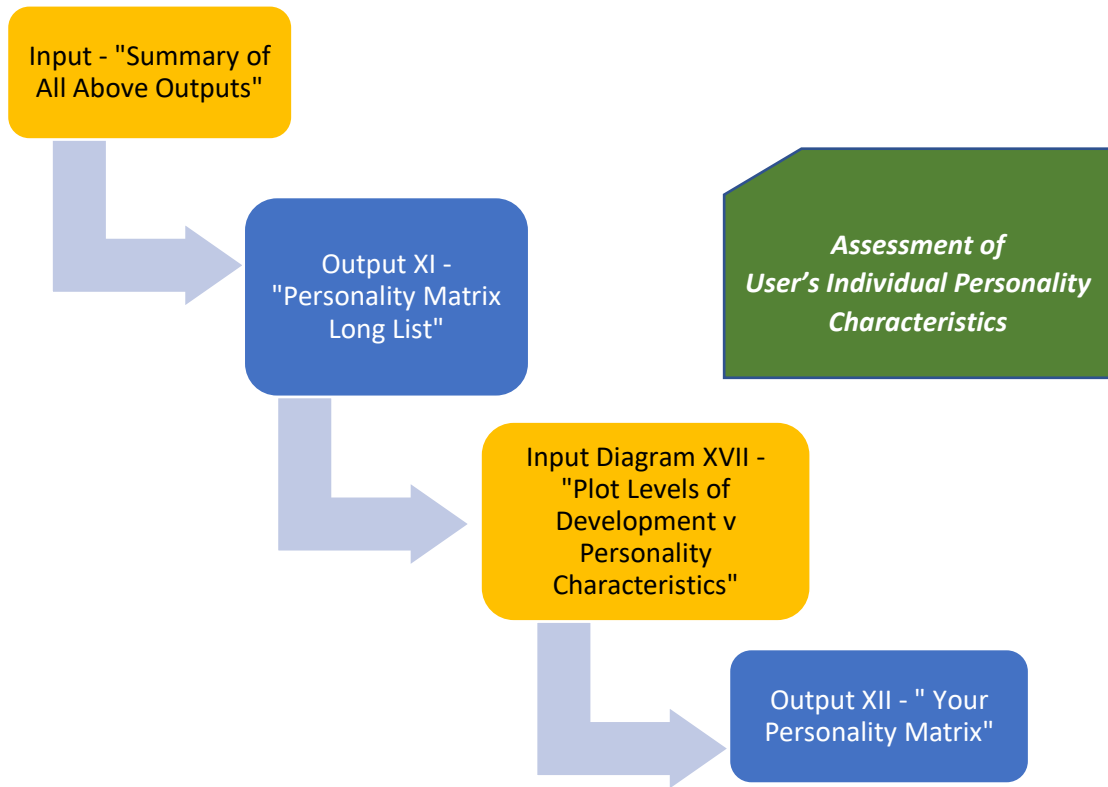
Personality Wing – Home Truths



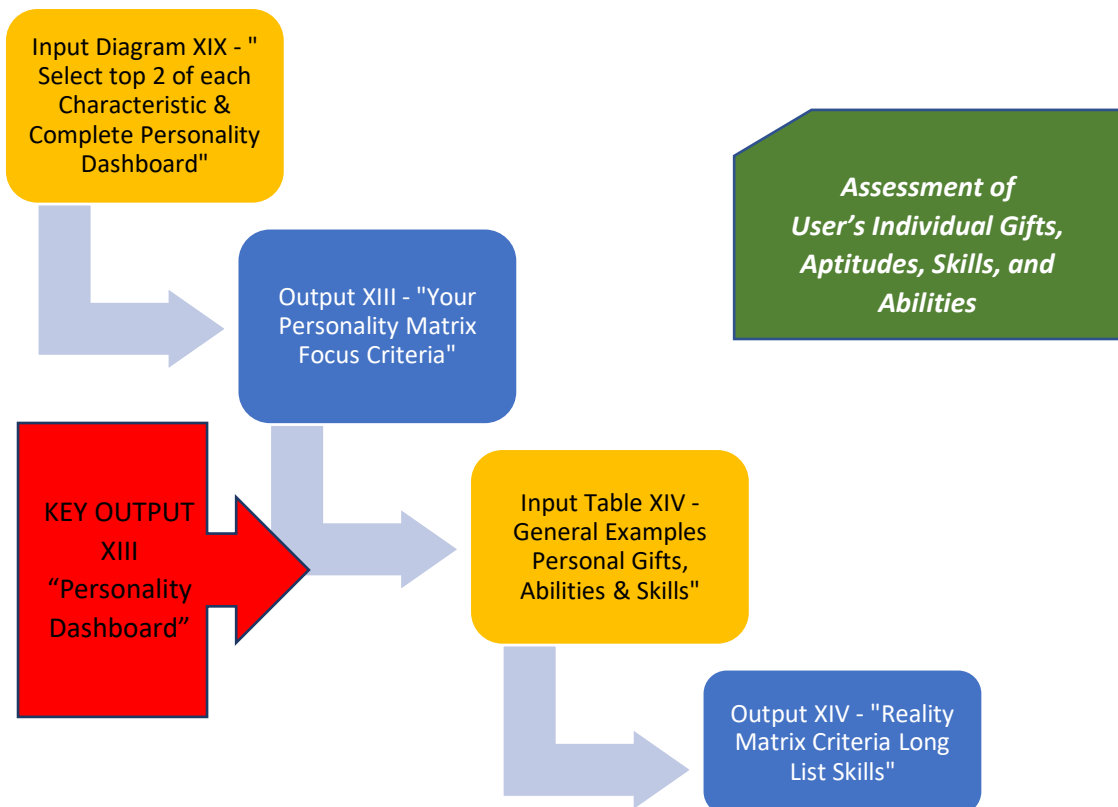
Saving Grace- Personality Recommendations



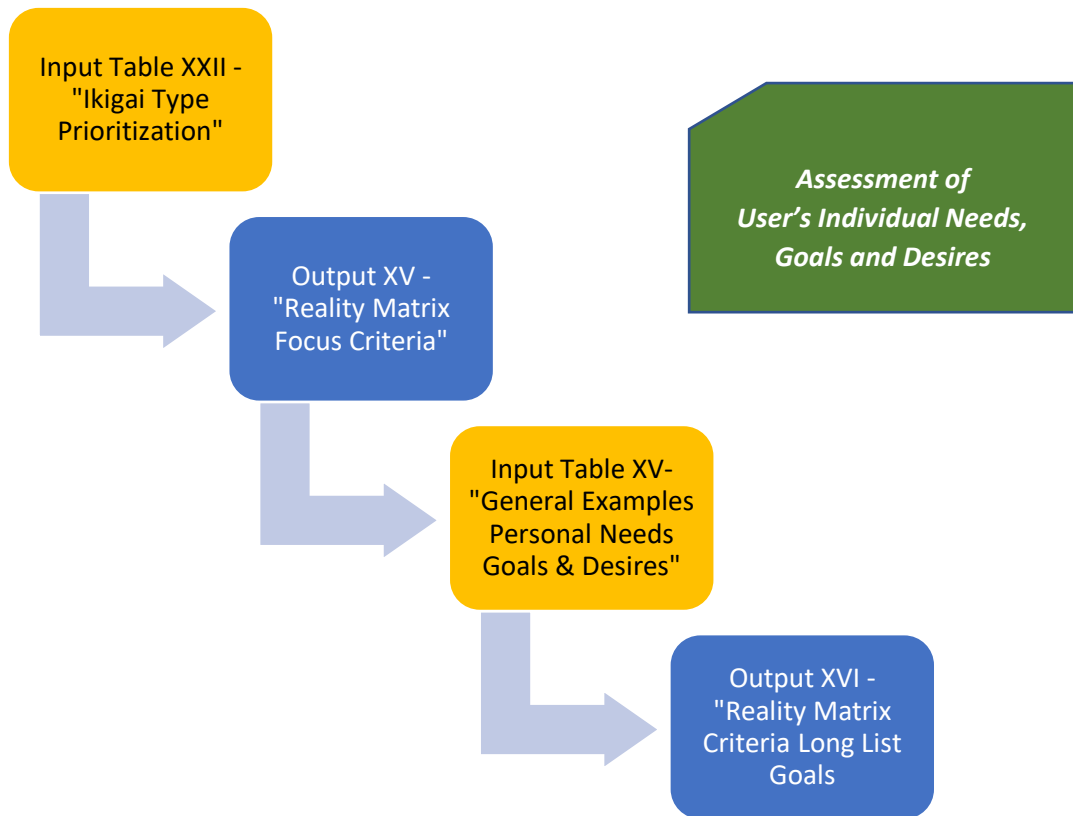
Matrix Criteria Long List- Personality Matrix



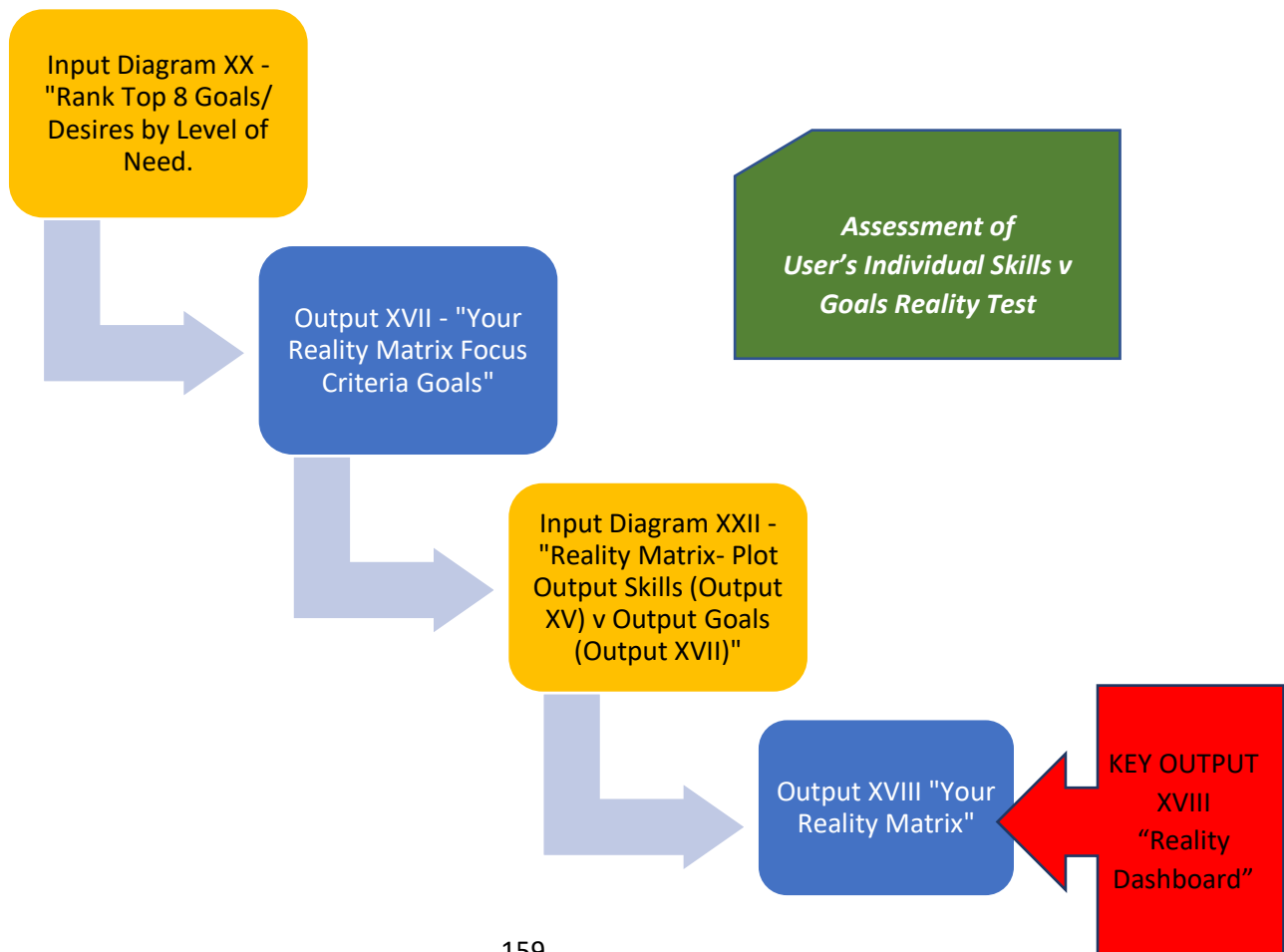
Personality Dashboard- Reality Matrix Skills Long List



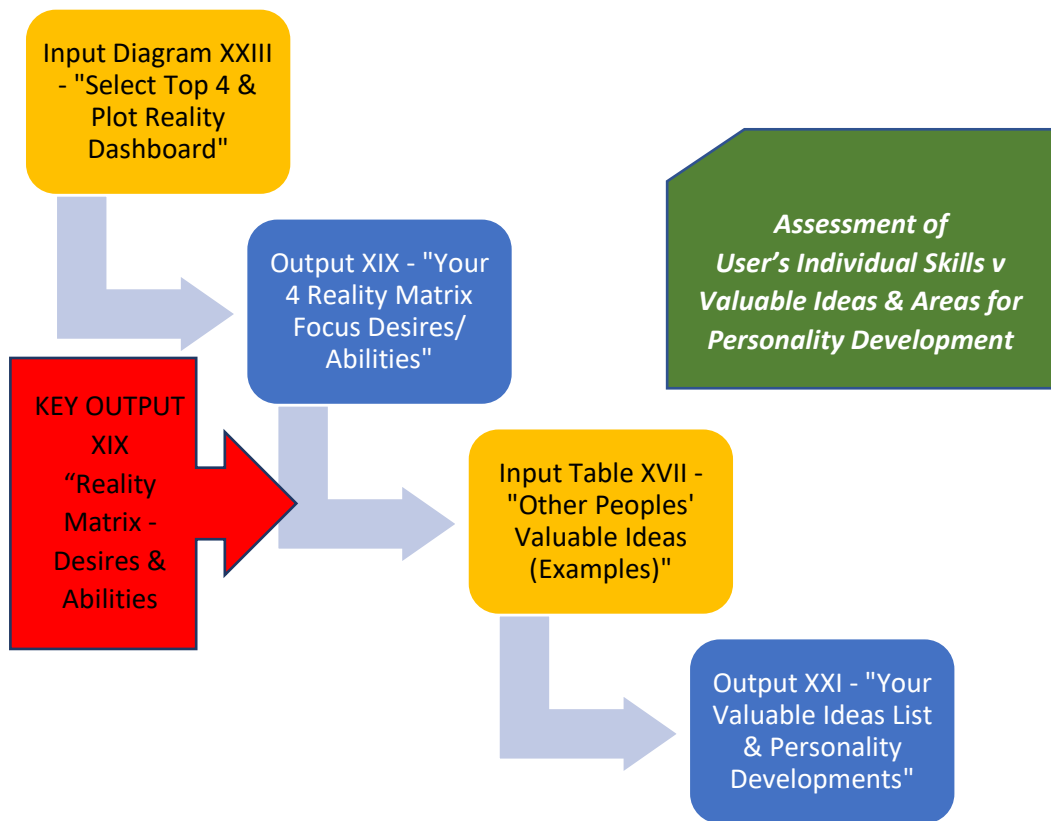
Skills Set Prioritization- Reality Matrix Criteria Long List



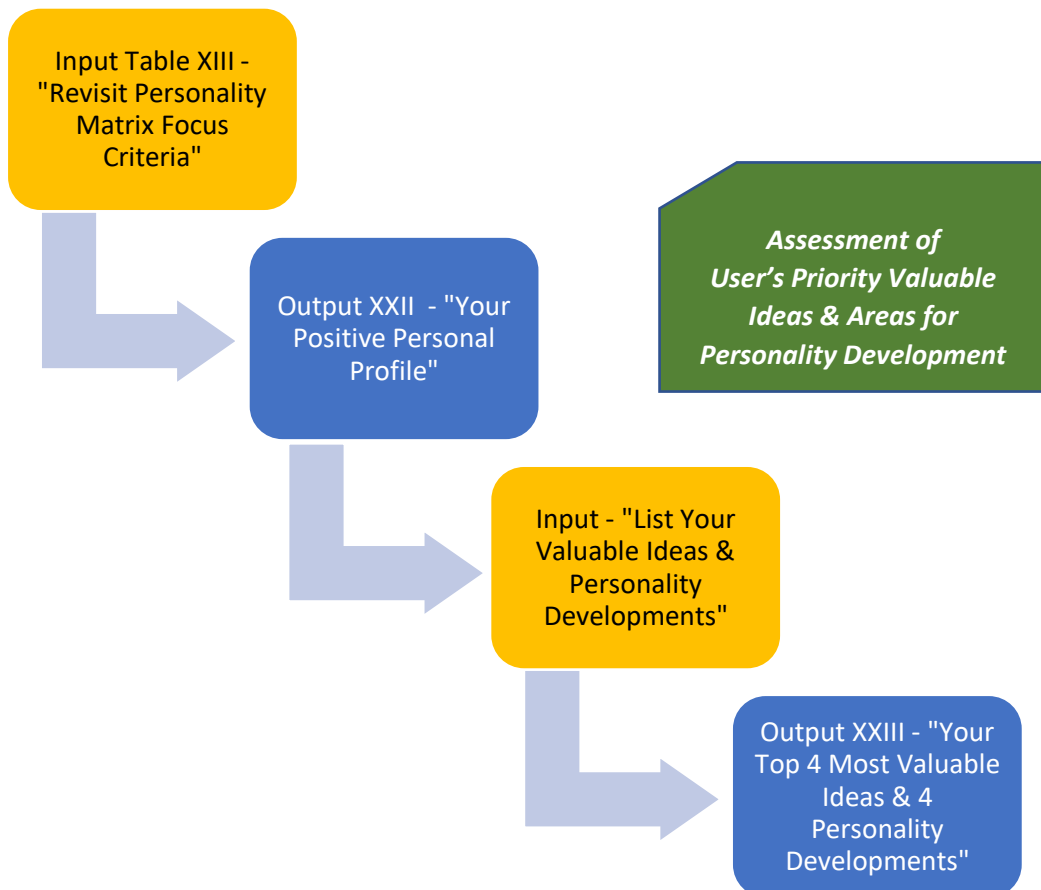
Reality Matrix Criteria- Reality Matrix



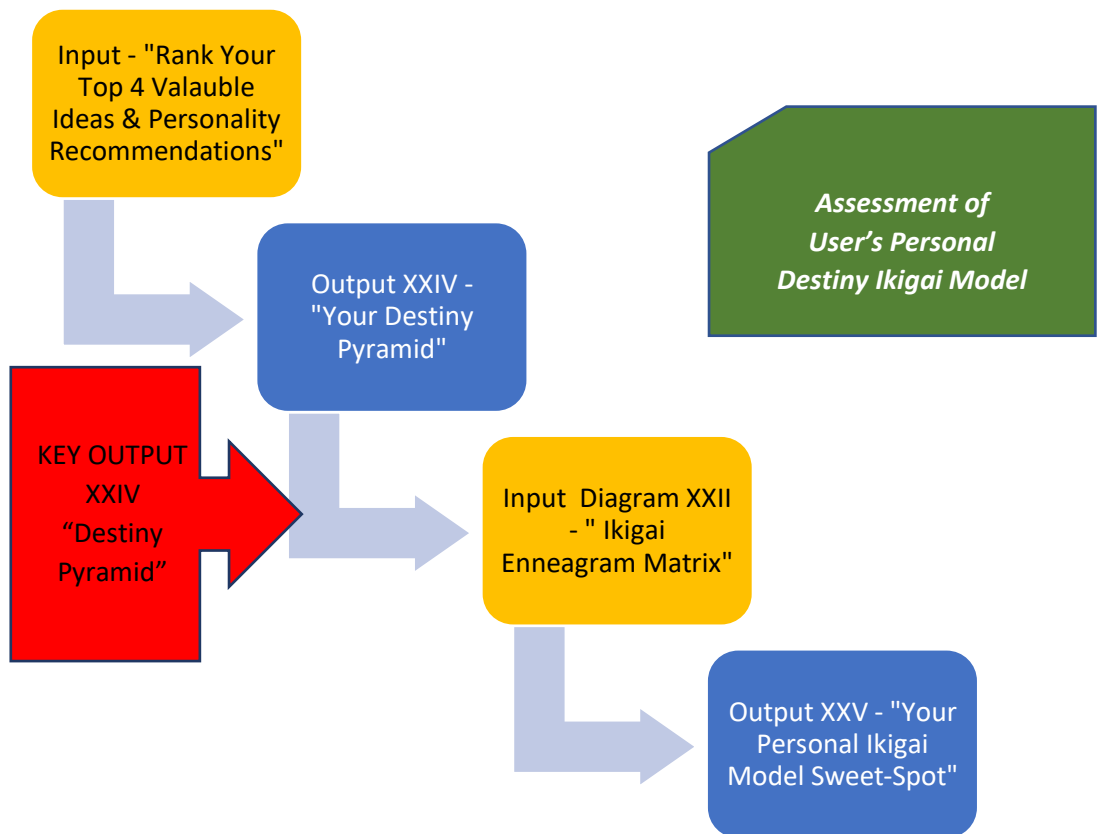
Reality Dashboard- Valuable Ideas



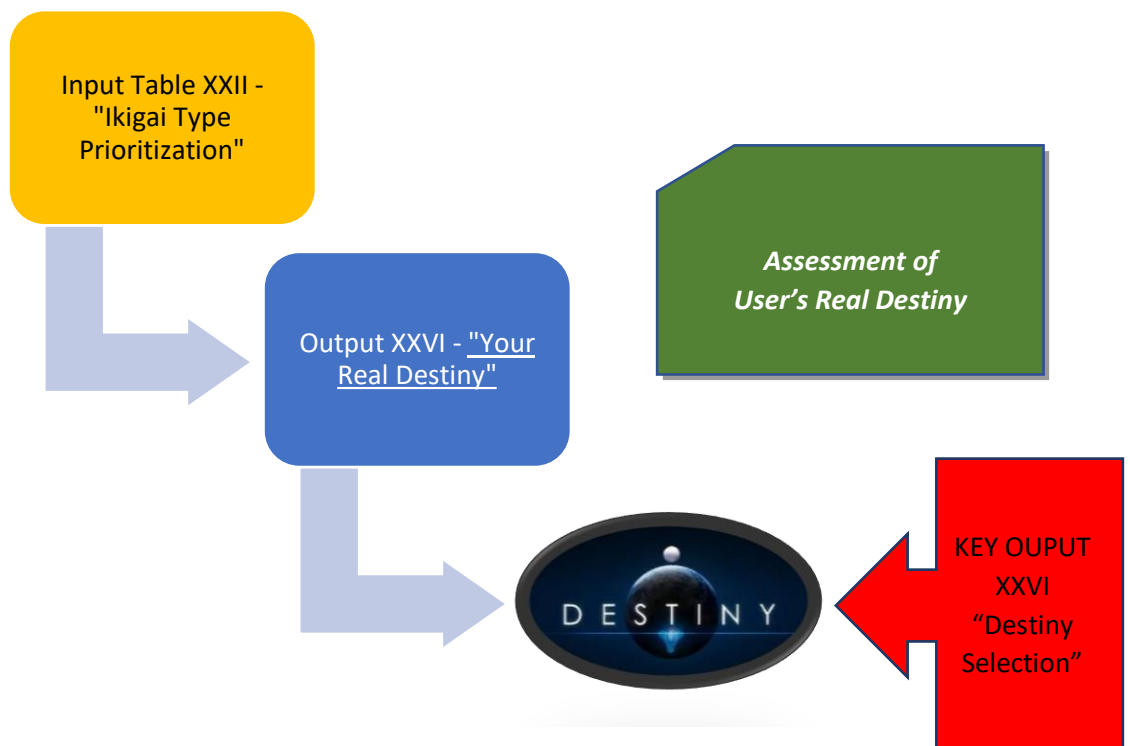
Personal Profile- Top 4 Valuable Ideas



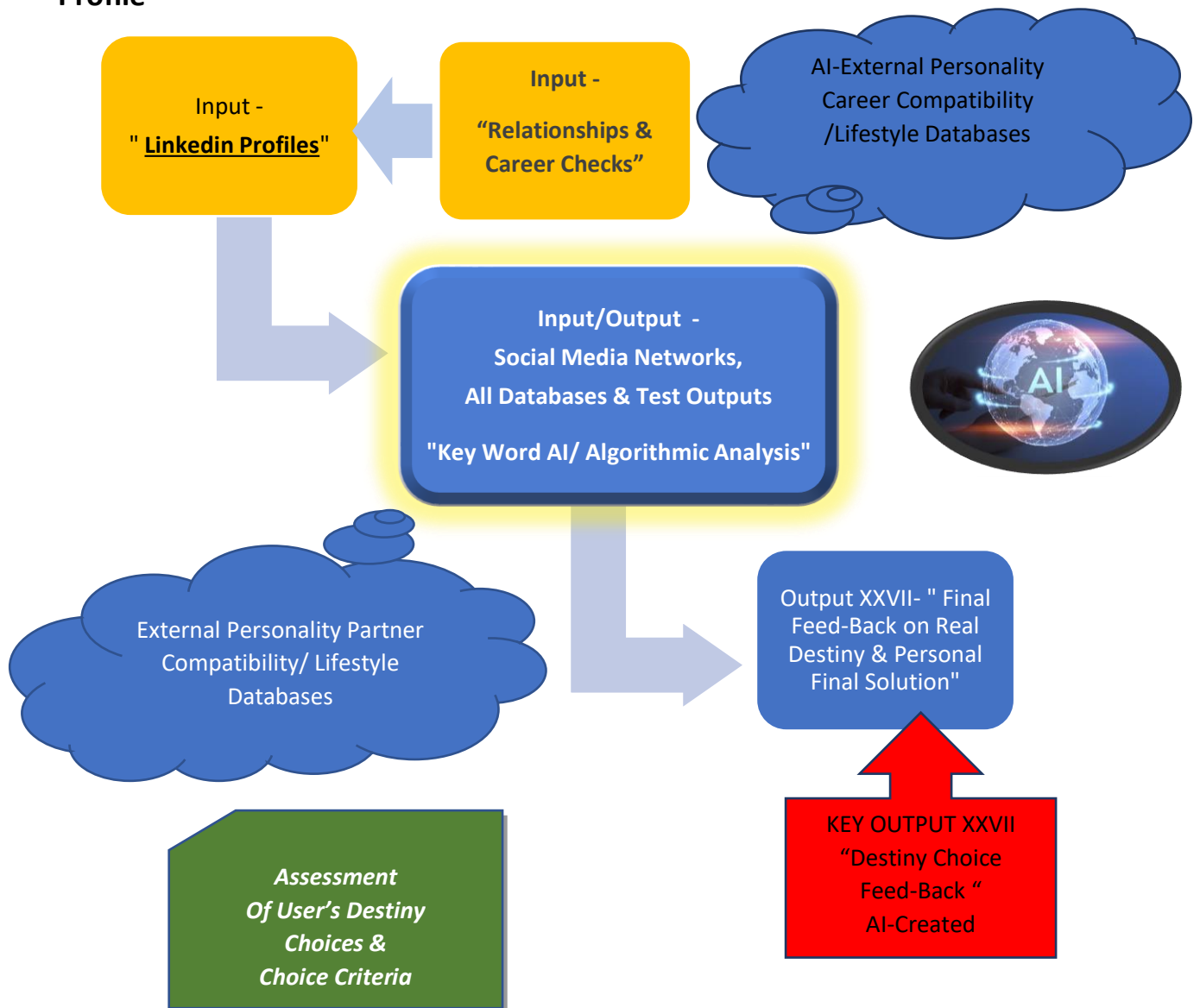
Destiny Matrix- Personal Ikigai Model



Destiny Prioritization- Personal Final Solution



Final Solution- Final 'OPTED-IN' AI Feed-Back Review with access to LinkedIn Profile



The Final Feed-Back will give related Comment on Selected Real Destiny and Personal Final Solution- relevant to all Inputs/Outputs, checks with AI-accessed External Databases on Career Selection and Partner Compatibility, and Algorithmic correlations with Social Network Profiles (eg. LinkedIn).

Reference Access to LinkedIn profile- Analysis up to this point will have been undertaken based on an Anonymous User (other than on-line Payment). Should the User elect to opt-in to provide Personal Information/Access to LinkedIn Social Network - this must be a Bespoke Analysis/Profile/Output and Set of Recommendations, and all Inputs/Outputs and Applications must be subject to Fully Encrypted Security Protection.

DATA INPUT/OUTPUT PROCESS (Cont'd)

Input Questionnaire Summary of the Individual Inputs- Outputs On-Line Processes [\(Refer to - The Website Handbook 'The Road to Your Destiny'\)](#)

Input Table	Questionnaire or Other	Basis of Selection
Table II- Key Messages & Mission Statements	25 Key Messages & 25 Mission Statements from Book 'Out of Darkness Cometh Light'	Selection of 9 of each from Multiple Choice Rankings
Table IV- Sacred Cow List	Examples of Selection by Enneagram Type Given & give 150 Abstract Nouns given.	User Selection of 10 Nouns by browsing and <i>clicking</i> followed by selection of 4 by Questionnaire Multiple Choice Ranking
Table V- Higher Purpose Examples	Categorized by Desire to Heal, deliver a Message, Bring Revolution and give examples but not as Questionnaire	User decides and writes in a single Higher Purpose as the Input
Table VIII- Enneagram Test	180 Questions based on Enneagram Format	Full Download Output on Personality Type, Wing, Characteristics & Traits, Levels of Development, etc
Table IX- Selected Home Truths	Provision of Tables IX with Dilemma & Mission given for Each as examples & then 7 Characteristics for each Type, not as Questionnaire	Selection based on one Home Truth written in by User under each category- Ego, Holy Idea, Basic Fear, Basic Desire, Temptation, Vice, Virtue
Table X- Saving Grace Summaries	No Questionnaire	Download from Enneagram Type Test Results
Table XI- Levels of Development & Personality Recommendations	Table XI listing/describing 9 Levels of Development Characteristics for each Type and 19 Personality Recommendations as Questionnaire.	User selects one Personality Recommendation that they consider matches their needs at each Level of Integration 1 to 9, thereby reducing 19 to 9 number
Diagram XVII- Plotting Levels of Dev v Personality Characteristics	Website will automatically Plot Selected Type Characteristics (Vice-Fear-Temptation-Ego-Desire-Idea-Virtue) by Levels of Integration 1-9.	Website will automatically list the Life Lessons/ Mission Statements, 4 Sacred Cows, 7 Home Truths, 9 Personal Recommendations and User will Select 2 from each which relate closest to Levels 1,2,3 and Virtue, Idea, Desire.

Diagram XIX- Selection 2 of each & complete Personality Dashboard	Selection Above of 2 of each Category will allow Website to complete Personality Dashboard.	Above allows Personality Dashboard Output on screen.
Table XIV- General Examples of Personal Gifts, Abilities, Skills	Examples of 30 Action-based Core Skills and 75 Specialised-based Gifts and 115 General Functional-based Abilities are listed.	User browses and <i>clicks</i> on 21 total or adds his/her own skills.
Table XXII- Ikigai Prioritization	21 Overall Skills, are reduced to 6 total by categorization from Levels 1 to 6 in Ability by Questionnaire asking Ikigai and Level of Ability questions for each	A Sills Set is derived by Rankings
Table XV- General Examples of Personal Needs, Goals, Desires	Questionnaire of 65 Listed Intrinsic & Extrinsic Life Goals, Needs-based Goals & Personality Development Goals given; 30 Basic Desires & Others prompted to be typed in by User	18 Total are selected by Questionnaire Ranking
Diagram XX- Rank Top 8 Goals by Levels of Need	Ranked by 8 Levels of Hierarchical Needs by Prioritization	8 Selected and Ranked by Needs 1 to 8
Diagram XXII- Reality Matrix – Plot Output Skills v Output Goals	Website will automatically Plot Skills v Goals by Level of Ability and Level of Need	Website Focus will Select 9 Priority Goals from Levels 8/7/6 and within Skills Levels 1-3.
Diagram XXIII- Select Top 4 & Plot Reality Dashboard		User will Select 4 from 9 presented above
Table XVII- Other Peoples Valuable Ideas	150 Random Ideas as examples to browse and click.	Browse and Select 2 max
Table XXI Long List of 20 Valuable Ideas	See ‘Valuable Ideas Selection Business Criteria’ (below)	See ‘Valuable Ideas Selection Business Criteria’ (below)
Destiny Pyramid 8 Ideas (4Desires/4Personality)	Users Discretion / Ikigai Table XII	

Databases & Website Checks/Comparisons include, for information:

Compatibility	Career	Other
Road to Your Destiny - Relationship Data Table Questionnaire Check	Road to Your Destiny - Career Data Table Questionnaire Check	Kyle-magee.medium.com
Enneagrammer.com/database-list	Enneagramgift.com	Trinity.com
Familyapp.com	Crystalknows.com	Bustle.com
Mindbodygreen.com	Thecareerproject.org	Bgc-group.hk

Social Networking Sites include:

Social Media Network Site
Facebook Messenger
Twitter
LinkedIn
Instagram

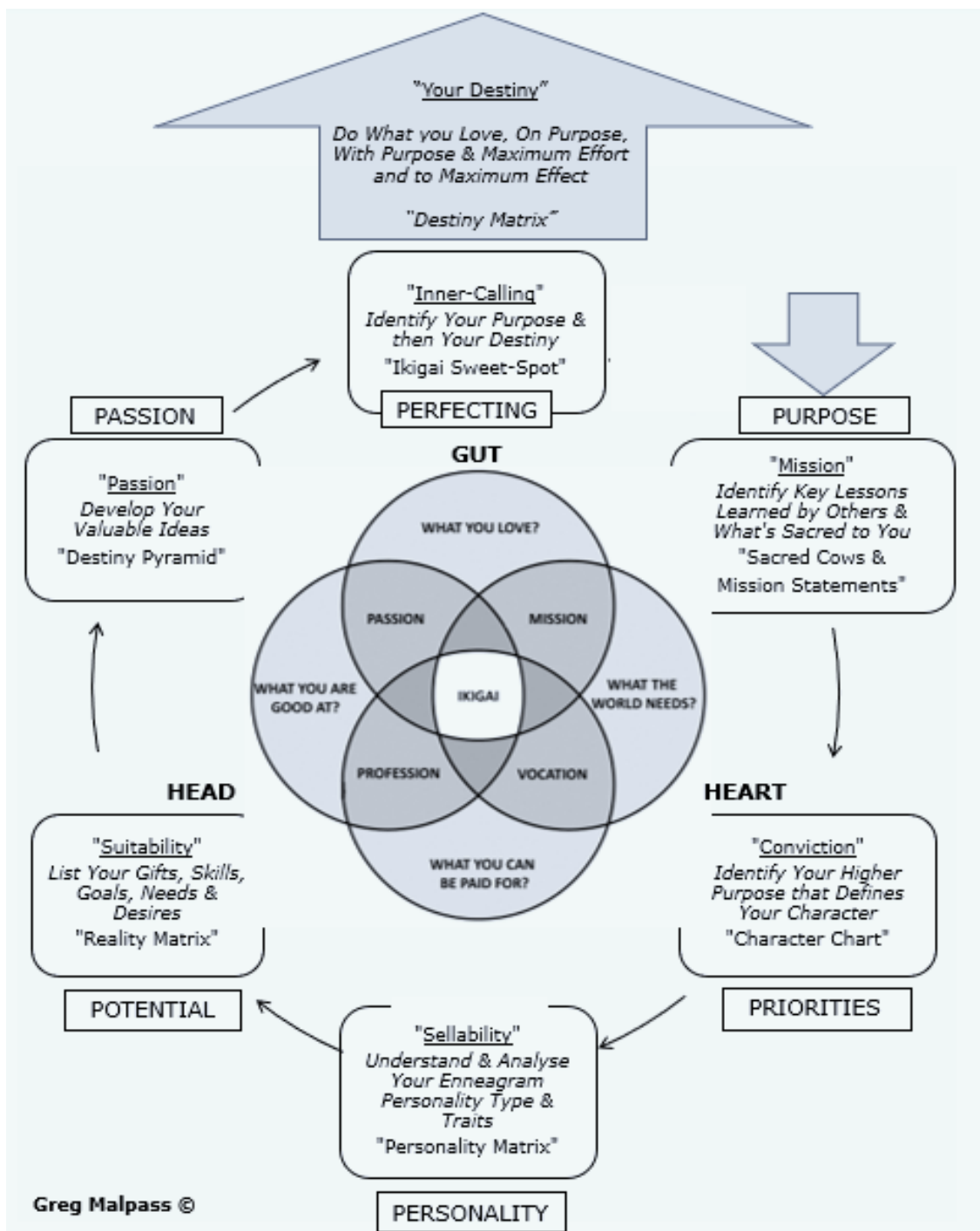
Valuable Ideas Selection Business Criteria:

Valuable Idea	Criteria	Base
1	Originality & Easy of Understanding	COMMON SENSE
2	Counter-Intuitive	DIFFERENT
3	Passionate Interest	IKIGAI MODEL
4	Good At It	IKIGAI MODEL
5	Demand & Ease to Get Paid for It	IKIGAI MODEL
6	Helping Others	IKIGAI MODEL
7	4-Personal Goals & Desires Matches	INPUT
8	6-Skills Matches	INPUT
9	Virtue Match	PERSONALITY TRAITS
10	Holy Idea Match	PERSONALITY TRAITS
11	Basic Desire Match	PERSONALITY TRAITS
12	Level of Liberation	PERSONALITY TRAITS
13	Level of Psychological Capacity	PERSONALITY TRAITS
14	Level of Social Value	PERSONALITY TRAITS
15	Higher Purpose	VALUE BASE
16	Saving Grace	VALUE BASE
17	2-Sacred Cows	VALUE BASE
18	2-Home Truths	VALUE BASE
19	2-Personality Recommendations	PERSONALITY DEV
20	2- Other People's Ideas	WILD CARD

QUESTIONNAIRE PURPOSE

The success of the Website Business Questionnaire will be measured by the 'Usefulness of the Output' for the Individual taking the Test, and the 'Security/Encryption' in taking the Test & providing secure access to Personal data.

The Processes involved in the generation of the Output track the "Six P's" – Purpose, Priorities, Personality, Potential, Passion, and Perfection.



QUESTIONNAIRES DESIGN (Suggestions)

MCQ Questions

1. Personality
2. Character
3. Skills & Desires
4. Valuable Ideas/Destiny Options
5. Destiny Road Map

The Questionnaires will be Based on Selection of one of five possible responses and scoring- strongly agree-5 /agree-4/no view-3/ disagree-1/strongly disagree-0 responses. This will enable Ranking/Prioritization of the Data/Options in the Data Tables based on Level of Agreement to questions geared to achieve the Ranking/Prioritization.

The overall number of Questions should be kept to a practical minimum (less than 500), and each question/selection should be time restricted to 15 seconds (circa 2 hours total for the most detailed Personal Profile)

Personality Assessment will be Bespoke but based on the renowned Enneagram Model.



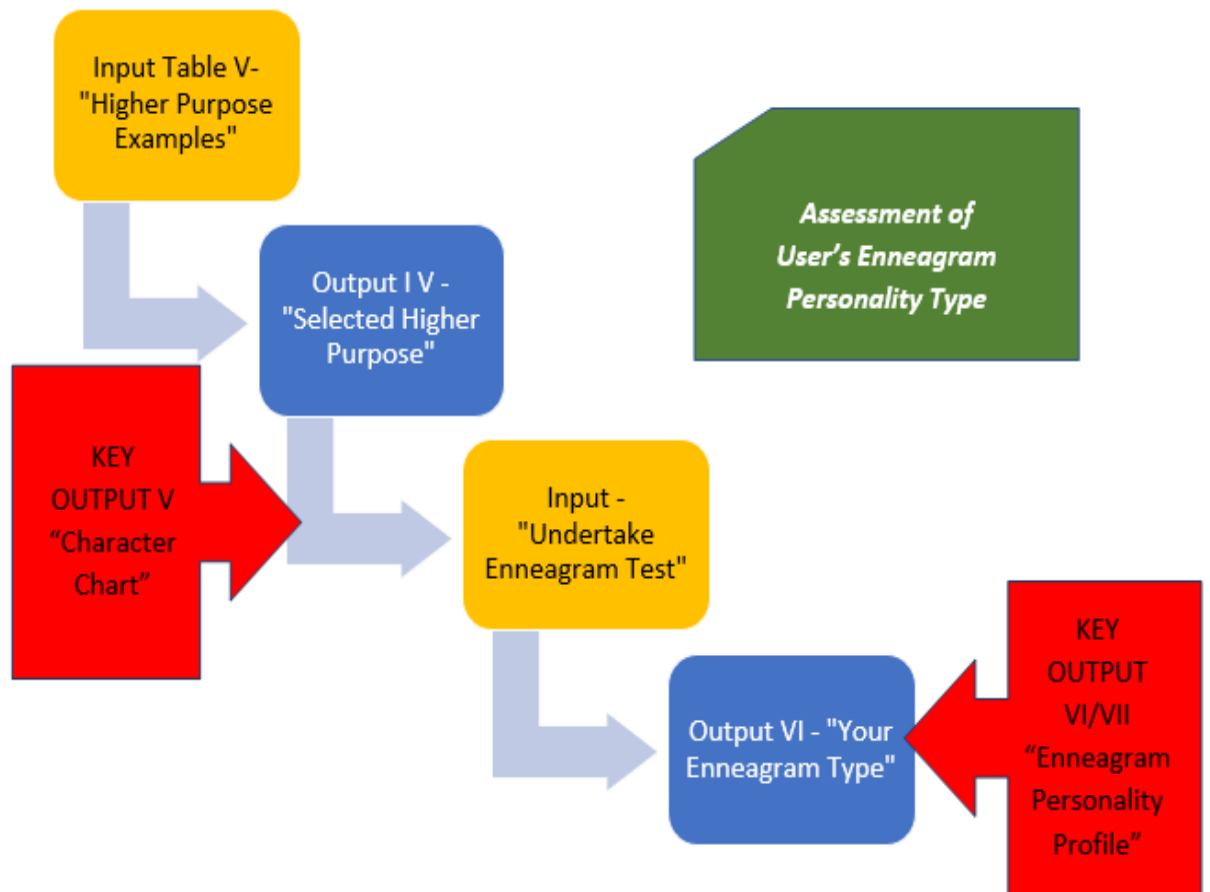
1. IDENTIFY THE USER'S PERSONALITY TYPE

To Undertake a Questionnaire based Personality Analysis

Using a Bespoke *Enneagram Type* MCQ Questionnaire (108 Questions), Analysis and Model Outputs or similar. Type is disclosed by Highest Scorings.

(Refer to - The Website Handbook 'The Road to Your Destiny')

Higher Purpose- Enneagram Type



Prior to establishing the User's Personality Type, the individual's 'Higher purpose' in life has to be defined. Few ordinary people put their 'Higher Purpose' on Billboards or TV Ads, so the definition is important.

Higher Purpose

Higher Purposes are categorized or based on the three different intents and effects: *Healing*, Delivering a *Message*, or Bringing about *Revolution*. There are the Right and the Wrong ways to express the intent, which can be given as examples:

Wrong: My higher purpose is to use my friendship with and affection for others to improve my home life and obtain pleasure and recognition.

Right (Healing): My higher purpose is to use my affection to spread joy and happiness to others

Wrong: My higher purpose is to be a teacher of under-privileged children to identify those which have the potential to become successful entrepreneurs.

Right (Message): My purpose is to use my skills to teach under-privileged children the keys to success and how to become young and successful entrepreneurs by igniting their ambition to change their lives.

Wrong: My higher purpose is to live and mentor an authentic, adventurous, spiritual life, while being a catalyst for positive change.

Right (Revolution): My life purpose is to be the change I seek in this world

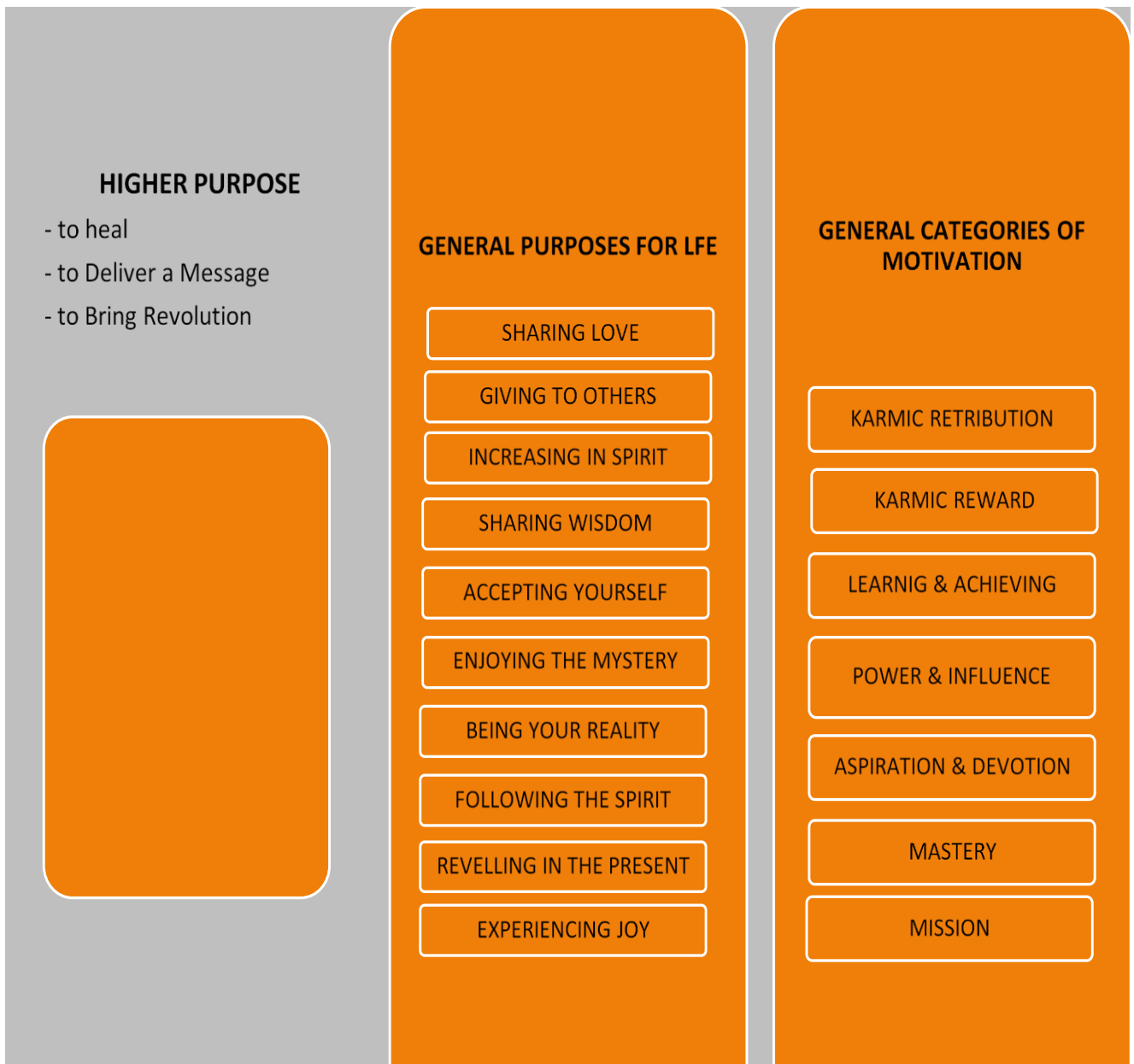
The Users should be encouraged, in the prompt, to consider their Primary Higher Motives or Purpose, outside themselves that goes Beyond their Egos (Purpose, not a specific Goal or Objective) - Love, Charity, Children, Environment, Sustainability, Health-Medicine, Education, Religion, Community, Social Justice, Knowledge, Artificial Intelligence, Exploration, Political Reform, Working Practice, Poverty, Corruption, Exploitation, Ethics, Accountability, Inspiration, Sex, Addictions, Wealth, Moral Sentiment, Consciousness, Reciprocity, Inclusiveness, Happiness, Art, Spirituality, etc.

A few Examples of Higher Purpose & Possible Destinies can be provided to guide to prompt the User to write his/her own as a Input.

Example Primary Purpose	Example Possible Destiny	Example Primary Purpose	Example Possible Destiny
To learn wisdom for the benefit of all	To become a Philosopher and writer To teach under-pivileged children To study for a PhD at 50	To share my love	To rekindle the love and sex life in my marriage To be a loving and devoted mother, sister, daughter and wife To join the samaritans and help save lives of troubled people
To accept myself and promote good ideas to improve lives	To use my own disability to promote awareness of mental illness To use my inheritance to establish a Trust for animal welfare To set up a help line for transsexuals	To give to others	To change my career as a trader and become a teacher To set up a distant on-line learning business to encourage mature students to study To become a philanthropist
To enjoy the mstery of life and help other to	To become an contemporary artist and share criptic messages of life To become a singer-song writer specialising in deep-mystic lyric writing To become a poet writing from the soul	To capitalise on my achievements to help my community	To become head teacher at the local school To retire as a professional footballer and set up a local training school for youngsters To become a community leader
To create my own reality take control of my future and lead	To establish a new political party and promote and lead it To drop out of school and become an activist leading the voice against social injustice To buy out my company and set in on a growth strategy	To use my power and influence to bring about change for good	To win the election and make the manifesto happen To become CEO and put in strategy to convert to a green zero carbon company To campaign for animal protection
To follow my spirit and inspire others	To leave my studies and become a lecturer To promote holistic health remedies and lifestyles To follow mystic leader/ gurus in India and write a book	To achieve mastery in my chosen field to help change the world	To win a Nobel prize for peace To become a UNICEF ambassador To become a lecturer on global warming
To revel in the present and share my joy	To move to a remote island with my partner and make a reality film of our lives To manage a gym or beauty salon to revel in physical and cosmetic beauty To write columns in a lifestyle magazine	To live my mission and spread the word	To become a spiritual leader/ missionary To become a Rapp singer with a spiritual message To convert to a Jehovah Witness
To experience joy and happiness and pass on my experience to others	To travel the globe and meet people and produce a documetary To become a motivator or trainer and pass on my positivity To become a comic and entertainer to share my love of life and sense of humour	To save lives	To become a health worker/ doctor To join to UN as a leader of peace keeping forces To promote healthy life styles and diets

Select your Higher Purpose as a 'Desire to Heal; Deliver a Message; or Bring about a Revolution'. It might be useful to consider categories of 'General Purpose for Life' and categories of 'Motivation'

Selection of User's Higher Purpose



AI will categorise the User's Higher Purpose as a 'Desire to Heal; Deliver a Message; or Bring about a Revolution'. It will also consider categories of 'General Purpose for Life' and categories of 'Motivation'

Personality Type

Input Table	Questionnaire or Other	Basis of Selection
Table VIII- Enneagram Test	108 Questions based on Enneagram Format	Full Download Output on Personality Type, Wing, Characteristics & Traits, Levels of Development, etc

BASED GENERICALLY ON THE ENNEAGRAM PERSONALITY TYPES

BEGIN YOUR JOURNEY OF SELF DISCOVERY WITH THE ENNEAGRAM

9 THE PEACEMAKER
The Soothing, Self-Effacing Type: Receptive, Reassuring, Agreeable, and Complacent

8 THE CHALLENGER
The Powerful, Dominating Type: Self-Confident, Decisive, Willful, and Confrontational

7 THE ENTHUSIAST
The Busy, Fun-Loving Type: Spontaneous, Versatile, Distractible, and Scattered

6 THE LOYALIST
The Committed, Security-Oriented Type: Engaging, Dependable, Anxious, and Suspicious

5 THE INVESTIGATOR
The Intense, Cerebral Type: Perceptive, Innovative, Secretive, and Isolated

4 THE INDIVIDUALIST
The Sensitive, Withdrawn Type: Expressive, Dramatic, Self-Absorbed, and Temperamental

3 THE ACHIEVER
The Success-Oriented, Pragmatic Type: Adaptable, Encouraging, Driven, and Image-Conscious

2 THE HELPER
The Caring, Interpersonal Type: Demonstrative, Generous, People-Pleasing, and Possessive

1 THE REFORMER
The Rational, Idealistic Type: Principled, Purposeful, Self-Controlled, and Perfectionistic

2 THE HELPER
Two are empathetic, warm, and caring-based. They are friendly, generous, and self-sacrificing, but can also be sentimental, clinging, and overly giving. They are self-motivated and driven to be close to others, but can do the wrong things for others in order to be needed. They typically have problems with competitiveness and with acknowledging their own needs.

3 THE ACHIEVER
Three are self-motivated, ambitious, and charming. Ambitious, competitive, and energetic, they can also be status-conscious and highly driven for achievement. They are optimistic and proud, but can also be overly concerned with their image and what others think of them. They typically have problems with workaholic and competitiveness.

4 THE INDIVIDUALIST
Four are self-aware, sensitive, and moody. They are emotionally honest, creative, and personal, but can also be moody and self-obsessed. Withholding themselves from others due to being vulnerable and delicate, they can also feel doubtful and exempt from ordinary ways of being. They typically have problems with workaholic, self-indulgence, and self-love.

5 THE INVESTIGATOR
Five are smart, insightful, and curious. They are able to concentrate and focus on developing complex ideas and skills. Independent, resourceful, and reserved, they can also become preoccupied with their thoughts and imaginary scenarios. They have an excellent memory for high-stakes and career. They typically have problems with accessibility, isolation, and isolation.

6 THE LOYALIST
The committed, security-oriented type. Sixes are reliable, hard-working, responsible, and trustworthy. Good "bookkeepers," they foresee problems and foster cooperation, but can also become defensive, anxious, and procrastinating or passive while considering about it. They can be laudable and reliable, but also nervous, fearful, and cautious. They typically have problems with self-doubt and suspicion.

7 THE ENTHUSIAST
Sevens are adventurous, optimistic, versatile, and spontaneous. Flexible, high-minded, and practical, they can also miss out on many talents, becoming over-enthusiastic, scattered, and undisciplined. They constantly seek new and exciting experiences, but can become distracted and exhausted by making too go. They typically have problems with impatience and impulsiveness.

8 THE CHALLENGER
Eights are self-confident, taking, and dominant. Protective, motivated, straightforward, and intense, but can also be self-assertive and commanding. They are self-motivated, confrontational, and inspiring. Eights typically have problems with self-assertion and with allowing themselves to be vulnerable.

9 THE PEACEMAKER
Nines are accepting, trusting, and stable. They are usually creative, generous, and supportive, but can also be too willing to go along and be without conflict, but they can also tend to be "compassionate" and enabling, possibly overlooking serious issues. They typically have problems with inertia and substance.

1 THE REFORMER
Ones are conscientious and ethical with a strong sense of right and wrong. They are serious, principled, and driven to do things the "right" way, usually in terms of high standards, but they can also be too critical and perfectionistic. They typically have problems with treatment and resistance.

TAKE THE TEST AT ENNEAGRAMINSTITUTE.COM

Draft Bespoke Personality Questionnaire

	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I feel like I don't know how to make decisions for myself. (Type 9)					1
2	I have inner strength and resilience, even in difficult times. (Type 8)					1
3	I tend to be anxious and worry about potential misfortune. (Type 6)					1
4	I am orderly, organized, and hardworking. (Type 1)					1
5	I feel things deeply and have strong emotions. (Type 4)					1
6	I have high standards for performance and competence. (Type 5)					1
7	I avoid conflict and prefer to go with the flow. (Type 9)					2
8	I express empathy but can also be emotionally detached. (Type 3)					1
9	I have a strong inner sense of purpose and direction. (Type 1)					2
10	I am outgoing, fun-loving, and adventuresome. (Type 7)					1
11	I feel angry when things seem unfair or unjust. (Type 1)					3
12	I want to be recognized for my accomplishments and status. (Type 3)					2
13	I am caring, warm-hearted, and empathetic. (Type 2)					1
14	I like to analyse complex issues and problems. (Type 5)					2
15	I am diplomatic, tactful, and work to build agreement. (Type 9)					3
16	I tend to put others' needs before my own. (Type 2)					2
17	I can become aggressive, combative, and forceful. (Type 8)					2
18	I have trouble making decisions and identifying my own needs. (Type 9)					4
19	I strive for perfection and virtuousness. (Type 1)					4
20	I am success and image focused. (Type 3)					3
21	I have high ethical standards I expect others to meet. (Type 1)					5
22	I am passionate, fiery, and go to extremes. (Type 4)					2
23	I am caring, sentimental, and melodramatic. (Type 2)					3

24	I have a sophisticated, cerebral style. (Type 5)					3
25	I am self-confident, direct, and authoritative. (Type 8)					3
26	I think strategically about how to achieve my goals. (Type 3)					4
27	I am creative, quirky, and individualistic. (Type 4)					3
28	I am private, restrained, and difficult to get to know. (Type 5)					4
29	I get obsessed about particular passions or interests. (Type 7)					2
30	I am logical, structured, and good at reasoning. (Type 5)					5
31	I have charisma, boldness, and leadership skills. (Type 8)					4
32	I am nonconformist and unconventional. (Type 7)					3
33	I am helpful, nurturing, and relationship focused. (Type 2)					4
34	I am diplomatic, harmonizing, and avoid conflict. (Type 9)					5
35	I often find myself worrying about potential risks and worst-case scenarios (Type 6)					2
36	I feel resentful and uncared for if unappreciated. (Type 2)					5
37	I mask insecurities with status, appearance, and possessions. (Type 3)					5
38	I think about things from different theoretical perspectives. (Type 5)					6
39	I am responsible, committed, and self-disciplined. (Type 1)					6
40	I have strong instincts about people and ability to manoeuvre situations. (Type 8)					5
41	I am idealistic, principled, and value justice. (Type 1)					7
42	I get excited about new possibilities and adventures. (Type 7)					4
43	I am insightful about people's motivations and psychology. (Type 4)					4
44	I am charming, attractive, and able to adapt to social situations. (Type 3)					6
45	I am more comfortable when I have a structured plan or guidelines to follow (Type 6)					3
46	I am unconventional and quirky in my self-expression. (Type 4)					5
47	I am easy-going and prefer a relaxed, casual environment. (Type 9)					6
48	I tend to be rigid about rules and procedures. (Type 1)					8

49	I am enthusiastic and high-energy. (Type 7)					5
50	I am empathetic, compassionate, and drawn to help others. (Type 2)					6
51	I have an unusual, creative perspective and style. (Type 4)					6
52	I am private and keep much of myself hidden. (Type 5)					7
53	I am success oriented, ambitious, and driven. (Type 3)					7
54	I am playful, mischievous, and pleasure seeking. (Type 7)					6
55	I feel defective, flawed, or fraudulent deep down. (Type 4)					7
56	I seek harmony and cooperation over conflict. (Type 9)					7
57	I tend to seek guidance and advice from others before making important decisions (Type 6)					4
58	I am nurturing, supportive, and caring. (Type 2)					7
59	I have penetrating insights into people and things. (Type 5)					8
60	I have strong instincts and ability to lead. (Type 8)					6
61	I am nonjudgmental and accept people unconditionally. (Type 9)					8
62	I am competitive and compare myself to others. (Type 3)					8
63	I am wise, philosophical, and give good advice. (Type 9)					9
64	I am passionate and go to extremes. (Type 4)					8
65	I am conceptual, original, and interested in everything. (Type 5)					9
66	I am helpful, dutiful, and reliable. (Type 6)					5
67	I am confident, assertive, and dominate situations. (Type 8)					7
68	I am joyful, optimistic and bring positivity to others. (Type 7)					7
69	I am prudent, proper, and highly self-controlled. (Type 1)					9
70	I am imaginative, sensitive, and emotionally honest. (Type 4)					9
71	I am success driven and enjoy commanding roles. (Type 3)					9
72	I am unconventional, creative, and party eccentric. (Type 4)					10
73	I am cheerful, fun, and want to enjoy life. (Type 7)					8

74	I seek pleasure, avoid discomfort or commitments. (Type 7)					9
75	I am wise, steady, and provide perspective to others. (Type 9)					10
76	I feel like I don't know how to make decisions for myself. (Type 9)					11
77	I have inner strength and resilience, even in difficult times. (Type 8)					8
78	I tend to be anxious and worry about potential misfortune. (Type 6)					6
79	I am orderly, organized, and hardworking. (Type 1)					10
80	I feel things deeply and have strong emotions. (Type 4)					11
81	I have high standards for performance and competence. (Type 5)					10
82	I avoid conflict and prefer to go with the flow. (Type 9)					12
83	I express empathy but can also be emotionally detached. (Type 3)					10
84	I have a strong inner sense of purpose and direction. (Type 1)					11
85	I am outgoing, fun-loving, and adventuresome. (Type 7)					10
86	I feel angry when things seem unfair or unjust. (Type 1)					12
87	I want to be recognized for my accomplishments and status. (Type 3)					11
88	I am caring, warm-hearted, and empathetic. (Type 2)					8
89	I like to analyse complex issues and problems. (Type 5)					11
90	I am known for being loyal and dependable, even in challenging situations (Type 6)					7
91	I tend to put others' needs before my own. (Type 2)					9
92	I can become aggressive, combative, and forceful. (Type 8)					9
93	When faced with uncertainty, I tend to seek reassurance from others (Type 6)					8
94	I am success and image focused. (Type 3)					12
95	I have a tendency to question authority or challenge established norms (Type 6)					9
96	I am passionate, fiery, and go to extremes. (Type 4)					12
97	I am caring, sentimental, and melodramatic. (Type 2)					10
98	I have a sophisticated, cerebral style. (Type 5)					12

99	I am self-confident, direct, and authoritative. (Type 8)					10
100	I am diligent about preparing for potential problems or challenges in advance (Type 6)					10
101	I get obsessed about particular passions or interests. (Type 7)					11
102	I sometimes struggle with indecisiveness, overthinking my options (Type 6)					11
103	I have charisma, boldness, and leadership skills. (Type 8)					11
104	I am nonconformist and unconventional. (Type 7)					12
105	I am helpful, nurturing, and relationship focused. (Type 2)					11
106	I feel resentful and uncared for if unappreciated. (Type 2)					12
107	I would describe myself as someone who values security and stability in your life (Type 6)					12
108	I have strong instincts about people and ability to manoeuvre situations. (Type 8)					12

How to Derive the Wings:

The Enneagram has 9 main types, but each type also has a "wing" which is the adjacent type that exerts some influence. To identify the wing, it's necessary to determine the main Enneagram type using the highest score from the questionnaire. Once known the main type, the wing can be established:

For Types 1, 2, and 3: The wing will be the higher scoring of the two adjacent types. For example:

- If Type 2 is the main type, compare scores for Type 1 and Type 3. Whichever is higher is the wing.

For Types 5, 6, 7: The wing is whichever adjacent type (4 or 6 for Type 5, 5 or 7 for Type 6, 6 or 8 for Type 7) has the higher score.

For Types 8, 9, 4: There is only one possible wing for these since they are at the ends.

- Type 8 wings are Type 7
- Type 9 wings are Type 8
- Type 4 wings are Type 5

In summary, the wing (which the AI- Algorithms will define automatically) is found by:

- Identifying the main Enneagram type (highest score)
- Comparing the scores of the two adjacent types
- The higher scoring adjacent type is the wing



Destiny-Gram
Personality
Type

PERSONALITY TYPE

THE REFORMER/PERFECTIONIST

THE HELPER

THE ACHIEVER/MOTIVATOR

THE INDIVIDUALIST/ARTIST

THE INVESTIGATOR/THINKER

THE LOYALIST

THE ENTHUSIAST/GENERALIST

THE CHALLENGER/LEADER

THE PEACEMAKER



AI will provide a Full Personality Profile & Wing Description for Users based on AI sourced Enneagram Type database including Characteristics, Traits & Levels of Development



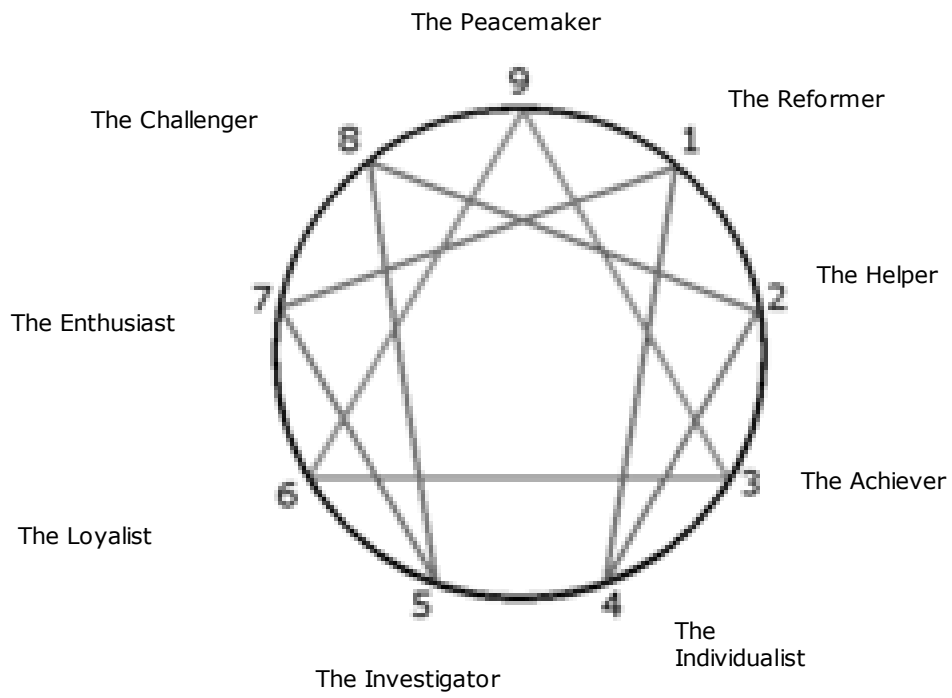
Above based on Enneagram Types

Characteristics of Enneagram Personality Types

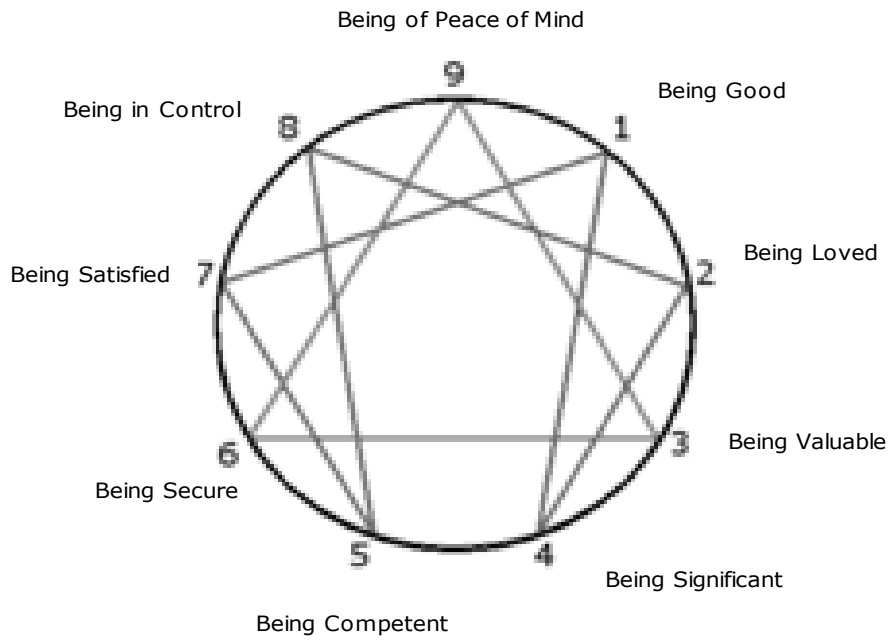
Type	Characteristic Role	Ego Fixation	Holy Idea	Basic Fear	Basic Desire	Temptation	Vice/ Passion	Virtue
1	Reformer/ Perfectionist	Resentment	Perfection	Corruptness/ Imbalance/ Being Bad	Goodness/ Integrity/ Balance	hypocrisy Hypercriticism	Anger	Serenity
2	Helper/ Giver	Flattery/ Ingratiation	Freedom/ Will	Being Unloved	To feel Loved	Deny own Needs/ Manipulation	Pride	Humility
3	Achiever/ Performer	Vanity	Hope/ Law	Worthlessness	To feel Valuable	Pushing Self to always be 'The Best'	Deceit	Truthfulness / Authenticity
4	Individualist/ Romantic	Melancholy/ Fantasizing	Origin	Having no Identity or Significance	To be Uniquely Themselves	To Overuse Imagination in Search of Self	Envy	Equanimity/ Emotional Balance
5	Investigator/ Observer	Stinginess/ Retention	Omniscience/ Transparency	Helplessness/ Incapacity/ Incompetence	Mastery/ Understanding	Replacing Direct Experience with Concepts	Avarice	Non-attachment
6	Loyalist/ Sceptic	Cowardice/ Worrying	Faith	Being without Support or Guidance	To have Support & Guidance	Indecision/ Doubt/ Seeking Reassurance	Fear	Courage
7	Enthusiast/ Adventurer	Planning/ Anticipation	Wisdom/ Plan	Being trapped in Pain and Deprivation	To be Satisfied & Content	Thinking Fulfilment is Somewhere else	Gluttony	Sobriety
8	Challenger/ Leader	Vengeance/ Objectification	Truth	Being Harmed/ Controlled/ Violated	Self- protection	Thinking they are Completely Self-sufficient	Lust/ Forcefulness	Innocence
9	Peacemaker Mediator	Indolence/ Daydreaming	Love	Loss/ Fragmentation / Separation	Wholeness/ Peace of Mind	Avoiding Conflicts/ Avoiding Self-assertion	Sloth/ Dis-engagement	Action

Key Personality Traits

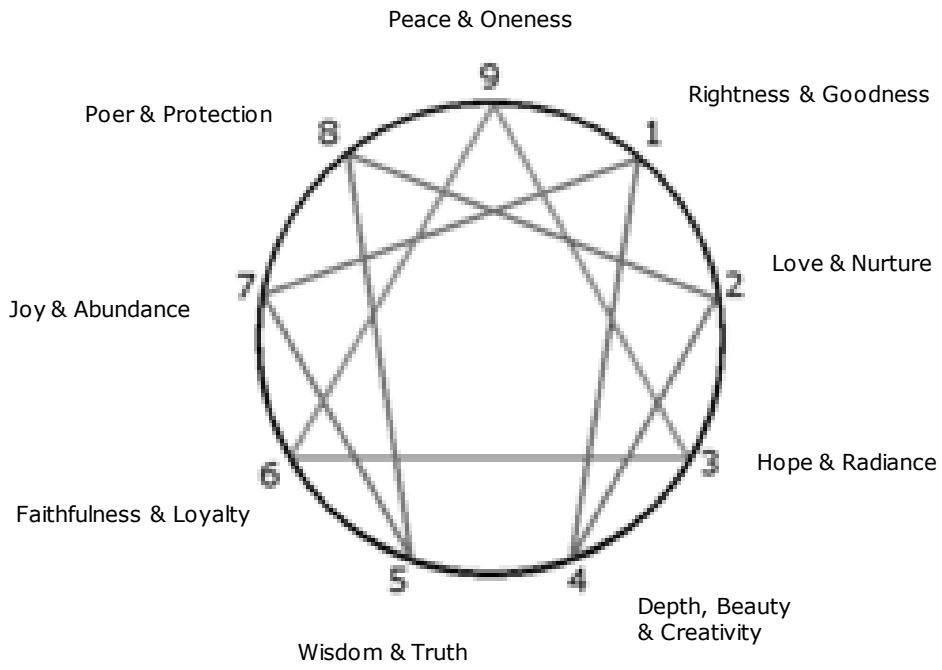
Types



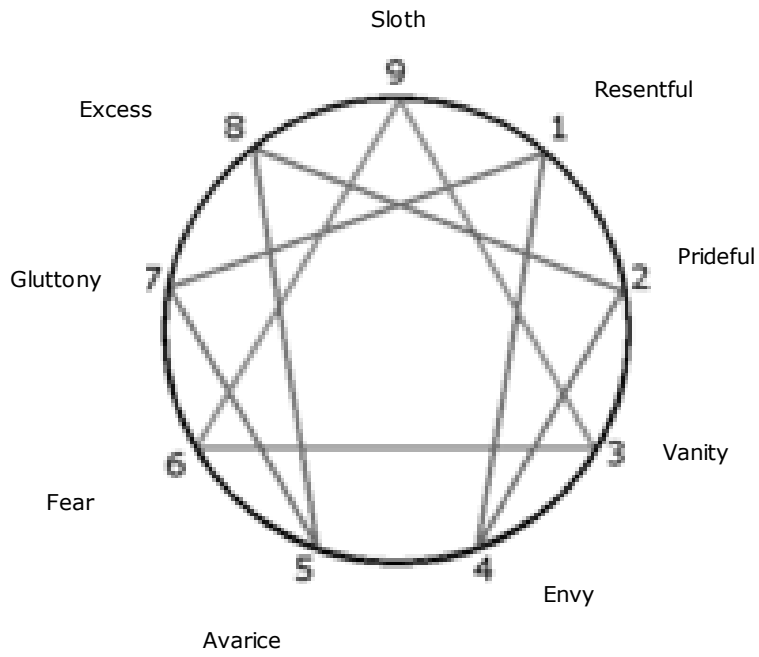
Motives



Virtues



Vices



Levels of Development

			Healthy		
	Characteristic Role	Level 1: The Level of Liberation & Self-Transcendence	Level 2: The Level of Psychological Capacity & Sense of Self	Level 3: The Level of Social Value & Contribution to Others	Level 4: The Level of Imbalance/ Social Role
1	Reformer / Perfectionist	Discernment: Tolerance	Rationality: "I am reasonable"	Principles: Objectivity	Personal Obligation
2	Helper / Giver	Dis-interestedness: Altruism	Empathy: "I am caring"	Generosity: Service	Well Intentioned
3	Achiever / Performer	Self-Acceptance: Genuineness	Adaptability: "I am desirable"	Ambition: Self-Development	Competitiveness
4	Individualist / Romantic	Self-Renewal: Creativity	Self-Awareness: "I am intuitive"	Individualist: Self-Expression	Living in Imagination
5	Investigator / Observer	Understanding: Discovery	Observation: "I am perceptive"	Knowledge: Expertise	Endless Analysis
6	Loyalist / Sceptic	Self-Affirmation: Courage	Emotional Engagement: "I am likeable"	Commitment: Cooperation	Dependency
7	Enthusiast / Adventurer	Assimilation: Gratitude	Responsiveness: "I am happy"	Practicality: Productivity	Acquisitiveness
8	Challenger / Leader	Self-Restraint: Magnanimity	Self-Assertiveness: "I am strong"	Authority: Leadership	Self-Interest
9	Peacemaker Mediator	Self-Possession: Fulfilment	Receptivity: "I am peaceful"	Stability: Nurturance	Accommodation

Average			Unhealthy	
Level 5: The Level of Interpersonal Control	Level 6: The Level of Over-compensation & Offensive Behaviour	Level 7: The Level of Violation of Self and Others	Level 8: The Level of Delusion & Obsession and Compulsion	Level 9: The Level of Pathological Destructiveness
Emotional Control: Rigid Orderliness	Perfectionism: Dogmatism	Self-Righteousness: Intolerance towards Others	Obsessions: Compulsive Contradictions	Punitiveness: Retributive Behavior
Intrusiveness: Possessiveness	Self-Importance: Indispensability	Self-Deception: Manipulation of Others	Entitlement: Coerciveness	Conversion Reactions: Psychomatic Problems
Calculation: Projecting Images	Narcissism: Arrogance	Hostility: Exploitation of Others	Malice: Duplicity	Sadism: Psychopathic Problems
Self-Absorption: Withdrawal	Self-Pity: Self-Indulgence	Self-Inhibition: Alienation of Others	Self-Hatred: Emotional Torment	Self-Destructiveness Suicidal Behaviour
Preoccupation: Detachment	Contentiousness: Extremism	Rejection: Isolation from Others	Paranoia: Phobias	Psychotic States: Deranged Behaviour
Ambivalence: Evasiveness	Rebelliousness: Authoritarianism	Self-Disparagement: Dependency on Others	Over-reaction: Irrational Behaviour	Self-Defeat: Masochistic Behaviour
Uninhibitedness: Hyperactivity	Insatiability: Excessiveness	Impulsiveness: Abusiveness towards Others	Manias: Erratic Behaviour	Panic Attacks: Hysteric Behaviour
Expensiveness: Domination	Willfulness: Combativeness	Ruthlessness: Violence towards Others	Megalomania: Overextension	Vengefulness: Destructive Antisocial Behaviour
Disengagement: Passivity	Resignation: Fatalism	Repression: Neglectfulness of Others	Dissociation: Disorientation	

2. ANALYSIS OF CHARACTER & VALUES SET

To Undertake a Questionnaire based Character Analysis

Personality refers to value judgments made about a person's morals or ethical behaviour, whereas character is the unique way in which each individual thinks, acts, and feels throughout life

Character represents learned behaviour, and deeply held ethics and morals. Personality can be subjective in the analysis, but character is objective. Removing some of the subjectivity in the User's understanding about his/her own personality is therefore an important early stage in the search for true Purpose and Destiny. Honesty for example is not a personality trait, it is character based. Users must be encouraged to be honest with themselves in the analysis.

Character, unlike Personality, includes qualities, rather than traits, such as:

- Loyalty and Honesty
- Leadership
- Trust and Respect
- Courage
- Patience and Understanding

PERSONALITY	CHARACTER
↳ Based on Techniques	↳ Based on Principles
↳ Focuses on how to "Appear to Be..."	↳ Focuses on how to "Actually Be..."
↳ Revolves around:	↳ Revolves around:
↳ Image Creation	↳ Integrity
↳ Public Relation	↳ Fidelity
↳ Communication	↳ Compassion
↳ Management	↳ Contribution
	↳ Responsibility
	↳ Justice
	↳ Courage

The Software/Website Design Engineer will be required to Develop Questionnaires to assess these character traits and priorities based on categories like universal values, personal sacred cows, life purpose, areas for improvement, quirks etc., based on criteria/topics such as, for example:

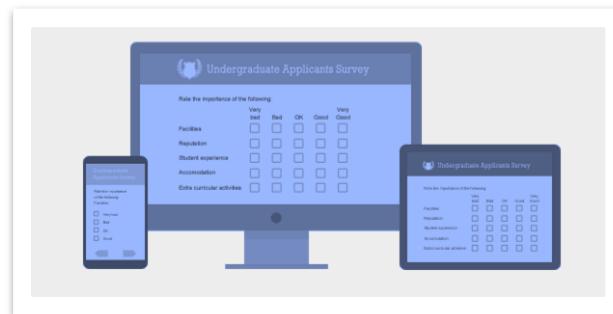
DESCRIPTION	
Universal Values:	Secondary Life Purpose (cont'd)
Compassion	Lasting relationships
Justice	Physical health
Integrity	Mental wellbeing
Respect	Creative expression
Responsibility	Areas for Improvement:
Forgiveness	Patience
Loyalty	Decisiveness
Excellence	Confidence
Personal Sacred Cows:	Positivity
Love	Self-discipline
Faith	Communication skills
Family	Taking initiative
Truth	Time management
Freedom	Personal Quirks:
Nature	Stubbornness
Knowledge	Anxiety
Individuality	Procrastination
Higher Life Purpose:	Disorganization
Serve humanity	Hot temper
Protect the environment	Rebelliousness
Promote peace and understanding	Sensitiveness
Alleviate suffering	Impulsiveness
Create beauty and joy	Universal Values:
Discover truth	Compassion
Foster community	Justice
Secondary Life Purpose:	Integrity
Financial independence	Respect
Continuous learning	
Work/life balance	
Travel and adventure	

Questions may be integrated into the AI-analysis to help produce the Final Personal Profiles. Examples may include:

- Values - What principles and causes do you care about most deeply? What issues motivate you into action? Identifying your core values helps align your life with what matters most.
- Impact - How do you hope to positively influence others or the world? What legacy or impact do you want to leave behind?
- Growth -
 - What personal qualities would you like to cultivate in yourself? How will this growth help you find purpose? What new experiences or activities could help expand your horizons?

The Various Stages- Further Examples/ Suggestions

(Refer to - The Website Handbook ‘The Road to Your Destiny’)

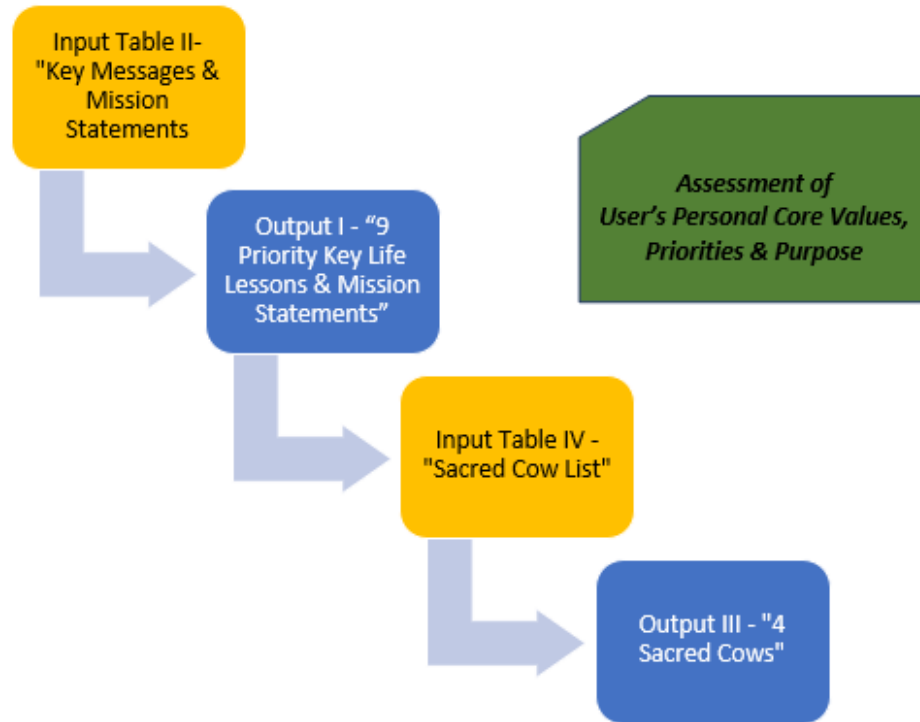


Using the Destiny-Gram Bespoke designed MCQ Questionnaires, Developed from Integrated Databases/ Tables and Analysis, the following Stages need to be tracked in the process:

- **Identifying the User’s Higher Purpose (covered in section 1 above)**
- **Prioritizing Users’ Key Life Lessons & Identifying What’s Sacred to them.**
- **Identifying Home Truths, & Recognising the Personality’s Saving Grace**
- **Listing & Deciding the User’s key Personality Recommendations**
- **Developing the User’s Personality Dashboard**

Prioritizing Users’ Life Lessons & Identifying What’s Sacred to them.

Key Life Lessons- Sacred Cows



Key Life Lessons

Input Table	Questionnaire or Other	Basis of Selection
Table II- Key Messages & Mission Statements	25 Key Messages & 25 Mission Statements from Book ‘Out of Darkness Cometh Light’	Selection of 9 of each from Multiple Choice Rankings

Irrespective of personalities, character and priorities, there will always be external effects, past and present (politics, economies, climate, health, etc.) that affect individual thinking, opinions, actions, and behaviour.

Individuals’ views on these can tell us a lot about who they are but knowledge of global events and issues affecting our communities vary from one individual to another. Therefore, some generic statements have to be given to all Users who then prioritise as most relevant or important to them to be used in the wider analysis and may impinge on the AI analysis of potential Destiny choices.

They are sourced from the Author’s book “*Out of Darkness Cometh Light*” and the User should be asked to select the Top Nine Key Life Messages and Mission Statements to which they most relate:

Key Messages and Mission Statements

	KEY MESSAGES ("We are")	MISSION STATEMENTS ("I will")
1	A Life of Mediocrity Is 'An Injustice to The Miracle of Our Birth'	I will Seek to Lift Myself from The Shadows of Mediocrity & Re-Examine Myself
2	We Are Responsible for Our own Lives, and the Change we Seek	I will Set 'Sacred Cows' for my Change Programme
3	Common Interest is What Brings People Together to Help Each Other	I will work for the Common Interest and not get involved in Any 'Acts of Corruption' or 'Perversions of Power'
4	Empowerment of Women Is a Necessity for The Very Development of a Society	I Will Respect and Promote Empowerment of Women and Enforcement of Equal Rights.
5	Humans Need A Real Meaning in Life and have Moral Concerns	I will Choose to pursue a Joyful, Kind & Meaningful Life
6	It Is Our Capacity for Self-Accountability That Keeps us Functioning Ethically and Responsibly	I will be Self-Accountable to Myself and Function Ethically and Responsibly
7	Corruption and Hypocrisy Ought Not to Be Inevitable Products of Democracy	I Will Not Vote for; Work for; or Get Involved with any Government Bodies, Companies or People Which/Who indulge in Corrupt Practice
8	A Man Should Seek to Spend as Much Time with His Family as Possible	I will Strive to Work Hard and Treat Others Well, but I will Always Prioritize my Family in terms of my Time, Affection and Dedication
9	We should all Learn from The Inspiration Shared by Certain Great Leaders – In their Quest for Change, Freedom and Liberty, The End of Conflict, Peace and Goodwill	As I Age, I Will Strive to Be My Own Leader and Pass on My Wisdom and Experience to Others for the Common Good.

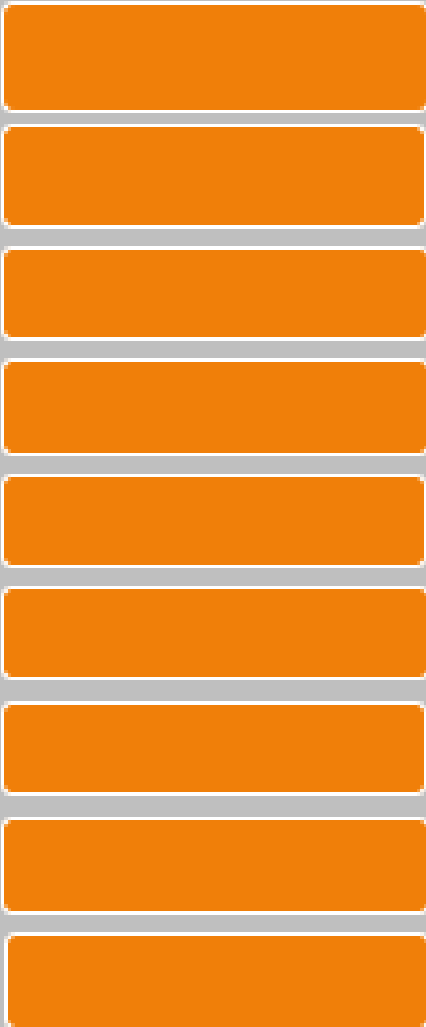
10	Illegal or Immoral Forms Of 'Prostitution' In Most of Their Forms Will Never Be Eradicated Around the World While Men with Money Seek Easy Sex for Money, And A Culture of Corruption Prevails in Society	I Will Look at Bringing Love into Everything I Do. I will not be judgemental of others in their Life Choices, including Prostitutes and I will respect them where I consider they so deserve
11	Charity Cures Greed by Putting the Desire to Help Others Above Storing Up Treasures for Oneself. 'Humility Cures Pride' By Removing One's Ego and Boastfulness	I Will Strive for Happiness with Humility. But I will seek to Make Money as A By-Product. I Will Use the Money to Help Others, Particularly My Children
12	It's A Fact. Alcoholism & other Addictions Impairs Overall Life-Performance So the Opportunity Cost Is Considerable	I Will Temper My Addictions. I Will Eat Healthily and Exercise.
13	We should all Find A Lover- If We Don't Have One, Be A Lover	I will never 'Take A Lover' without being Mindful that it May Turn into A Life of Continued Regret and Depression, if it involves unfaithfulness
14	At the End of The Day It's Our Personality (& Importantly Our Character) Which Defines Who We Are as Persons	I will become 'The Master of My Own Destiny': Be Me, Proud of Me- and Decide What I Want in Life, And Go After It
15	Engage in Meditation and Self-Transcendence- It is The Realization That We Are One Small Part of a Greater Whole. Act accordingly	I Will Become More Self-Aware and Develop Valuable Personal Ideas and Plans. That way I will understand my Purpose in this World and find ways to help others.
16	We Don't Need Any Methods to Get Rid of The Wrong Ideas We Have About ourselves. All we Have to Do Is Stop Believing Them	I Will Transcend A Journey Of 'Self Discovery and Understanding' To 'Go Beyond My Ego' And Identify My 'Inner-Calling'- always focusing on the positives.
17	Good Marriage, Family and Community Seem to Have More Impact on Our Happiness Than Money and Health. Happiness also Consists of Seeing One's Life in Its Entirety as Meaningful and Worthwhile	I will End Up Doing What I Really Want to Do and will Do it on Purpose with Maximum Effort. And my Family will come first. Always.

18	Charity Unites Us All and is Perhaps the Purest Form of Doing Right by People	In My Life I Will Follow the Governing Rule- Do Un to Others What You Would Have Done Un to Yourself. And I will give
19	Religious People and Atheists Alike Could Find A Moment of Revelation by Studying the Insight Buddhism Offers for Happiness	In the End, How I Act in The Face of Adversity Reveals my True Character. I will be guided by Buddhist Philosophy
20	'Capitalism with a Social Conscience' Will Benefit Society Where the Goal Is Making Social Improvements, Rather Than Focusing on Accumulation of Capital.	If I Become Successful and Wealthy; It Is Inconceivable That I Wouldn't Be Even More Generous With My Charity And Philanthropy
21	Universal Recipe for Happiness is Taking Time to Be Others Orientated and Being in The Present Moment	I Will Find New Purpose in The Rest of My Life Derived from Something of Real Substance for Me, Defined by Me, but also to the Benefit of Others
22	The Importance of Understanding the Concepts of Consciousness, Reciprocity & Inclusiveness is paramount	The Basis of My Spirituality will be My Consciousness, Reciprocity, and Inclusiveness
23	People with True Purpose Fulfil Their Destiny and Find Happiness. Purpose Is the Destination While Destiny Is the Pathway That Takes You There.	No Matter What I Decide to Do, The Choice Will Be My Own. It will be to Fulfil my Destiny, and to have Fun on the Way. And I will Act Now.
24	The Ultimate Route to Life's True Riches, Success and Happiness Is Finding True Purpose in Your Life and Doing What's Necessary to Fulfil Your Destiny	I Will Find True Purpose in My Life and Do What's Necessary To Fulfil My Destiny. Before I Speak, I Will Listen. Before I Die, I Will Give
25	Our lives 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 [& Your Destiny	I must be the change I wish to see in this world - Mahatma Gandhi It's all down to me.

Source: 'Out of Darkness Cometh Light'

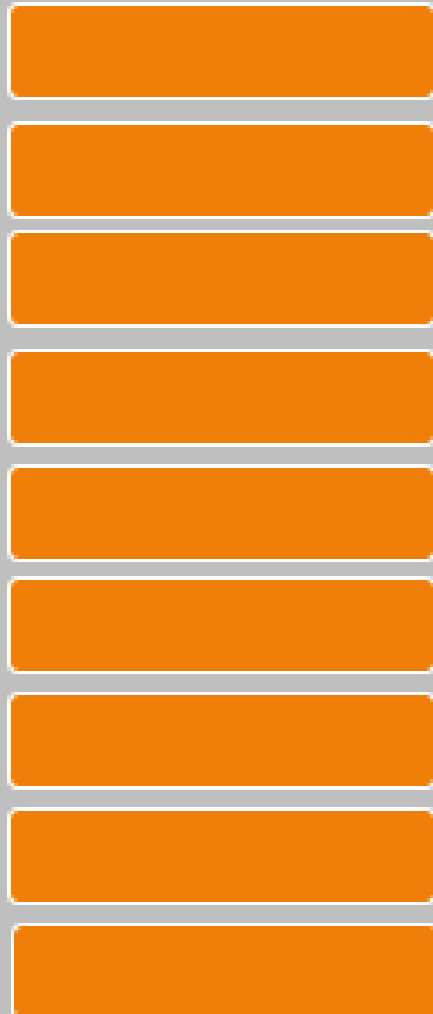
Selected 9 Universal Life Lessons & 9 Life Missions

9 UNIVERSAL 'LIFE LESSONS'



A vertical stack of 9 empty orange rounded rectangular boxes, each with a thin white border, intended for writing the 9 Universal Life Lessons.

9 UNIVERSAL 'MISSION STATEMENTS'



A vertical stack of 9 empty orange rounded rectangular boxes, each with a thin white border, intended for writing the 9 Universal Mission Statements.

Sacred Cows

Input Table	Questionnaire or Other	Basis of Selection
Table IV- Sacred Cow List	Examples of Selection by Personality Type Given & give 150 Abstract Nouns given.	User Selection of 10 Nouns by browsing and <i>clicking</i> followed by selection of 4 by Questionnaire Multiple Choice Ranking

Identifying ‘Sacred Cows’ is not an exact science - they describe in words what are important to the Users, but maybe lacking still in their lives- a quality, desire, need or hope to be better. They are invariably positive actions or intent about being better. They represent ideals one strives for.

There is no guidance or right or wrong answer in this process. They will be personal to the User. They may be currently real, tangible, imaginary, philosophical, or illusionary, but in the process that follows the User has to choose four. And each has to have a Key Descriptive Name, a Tag, a Generic Word of what the Quality, Desire, Need, Hope, or Improvement is. It may describe an important event now or in your past, a desire, or a decision to change, or relate to something deeper in the psych – ‘Hope’ (maybe to continue supporting a terminally ill dependant relative), ‘Courage’ (maybe to change job or partner), ‘Sensuality’ (maybe to re-kindle a relationship or start a new one), ‘Philanthropy’ (maybe a desire to establish a charity or just help others)’, etc.

Abstract Nouns are used in the selection process because they name things we can’t perceive with our five senses- advice, belief, compassion, fear, gratitude, happiness, hope, knowledge. They are useful in making ourselves become more open in expressing a general opinion or emotion about ourselves, without writing a ‘Mission Statement’ or ‘Life Confession’- a manifestation of our higher feeling or sensibility. The User should be prompted to identify and select *Four* from a Table or given the option to name his/her own. The selection process should be quick and spontaneous, and not encourage too much deeper thought.

It might be useful to cite example in the preamble to the selection table, eg:

<p style="text-align: center;">VIRTUAL PERSONAL ANALYSIS</p> <p style="text-align: center;"><i>(based on how a Personality Type might assess him/herself, generically rather than specifically to individual circumstances)</i></p>	<p style="text-align: center;">SACRED COW SELECTION</p>	<p style="text-align: center;">TYPICAL ENNEAGRAM PERSONALITY TYPE</p>
<p>I can be tolerant of most people because I am a reasonable person. I'm realistic and think objectively not subjectively. That's my key principle. But it shouldn't be my obligation to teach or tell the world what they have to do. I know I can be dogmatic, self-righteous, and intolerant. Maybe I should learn to chill and not be so obsessive but I'm only going to end up beating myself up and being aggressive to others. I need to show my human side more to be at my best and just be grateful for everything.</p>	<p style="text-align: center;">Tolerance, Relaxation, Speaking Non-Harshly, Gratitude</p>	<p style="text-align: center;">Type One</p>
<p>While I am generally altruistic and caring, sometimes my love and generosity while well intentioned, are ill-focussed. It's not my job to save the world and expect people less fortunate than I worship me for doing so. And I can't keep drinking and blaming the world for my problems. I need to put my family first and stop dreaming and being an occasional drama queen.</p>	<p style="text-align: center;">Devotion, Abstinence, Kindness, Rationality</p>	<p style="text-align: center;">Type Two</p>
<p>I am a lot more genuine than some people might think. Other people are attracted to me because I am attractive and ambitious and can motivate people. Some don't understand. Maybe I should be more humble, more cooperative, less competitive. My image can be one of arrogance and exploitative behaviour. There in really no malice in me.</p>	<p style="text-align: center;">Cooperation, Trust - Worthiness, Humility, Attractiveness</p>	<p style="text-align: center;">Type Three</p>
<p>I'm the creative, intuitive one in class, always the individual living in imagination, but I can become withdrawn, self-absorbed, and self-indulgent, which seems to alienate me from others to the point of self-destruction. I need to not get so absorbed by my feelings and do myself some good without turning to addictions. Self-pity is not becoming, and I must be conscious that I am a useful member of the community and commit to doing community stuff. I will make a better friend of myself.</p>	<p style="text-align: center;">Social Commitment, Discipline, Community, Artistry</p>	<p style="text-align: center;">Type Four</p>

<p>I'm a discoverer and the analyst. Few people are as perceptive as I. And it's not just chance. I have acquired knowledge and expertise by analysing analysis of others always coming up with new perspective- almost to the point of extremism. But this only leads to my isolation and rejection by people who feel intimidated or don't think at my level. I shouldn't let excesses get to me. If only I could calmly observe and be more trusting and less cynical or judgmental. I'd be happier being less conflictive.</p>	<p>Calmness, Trust, Balance, Inquisitiveness</p>	<p>Type Five</p>
<p>I do believe in myself and I'm likeable and easy to get along with, but I tend to be a follower not a leader, giving into people & bosses rather than standing my ground. I'm usually trusting and respectful, but some authority figures don't live up to my expectation and let me down. Rather than then over-reacting I would benefit by taking responsibility for myself and stop being my own worst enemy. It only makes me anxious and defensive and turn to alcohol. I'm better than that and need to be my own man.</p>	<p>Self-Reliance, Usefulness, Assertiveness, Respect</p>	<p>Type Six</p>
<p>I'm so grateful for everything I have. I'm a more joyous and happier person than most. At my best I'm a producer and can be acquisitive but I can overdo it, burn out, be too excessive and end up taking it out on others. Being erratic and impulsive and experience seeking only leads me down the wrong paths. I really need to be patient, listen, and give more, and focus on selective quality in my life not meaningless quantity of more of nothing.</p>	<p>Joy, Acquisitive, Patience, Quality-over- quantity</p>	<p>Type Seven</p>
<p>When I find my empathetic side, I can be magnanimous despite my strength of leadership. It's not always about me but it's always me who dominates. I have had to fight for all I have and to get to the top one has to be ruthless sometimes. I don't take prisoners, but a little more compassion, warmth & empathy would help me, give higher purpose and meaning to my life- and I could end up inspiring more people.</p>	<p>Magnanimity, Compassion, Strength, Purpose</p>	<p>Type Eight</p>
<p>I may feel fulfilled and be at peace and want to pass on my mindset to others and nurture them with my grace. But I can become too accommodating and self-effacing, almost passive to the point of fatalism. I can become disoriented and lose myself. I need to exert myself where necessary, live life for myself and be conscious of all I do.</p>	<p>Consciousness Self-Respect, Assertiveness, Peace</p>	<p>Type Nine</p>

High-lighted Nouns are just selection examples



Authenticity	Abundance	Accuracy	Adoration	Affluence	Amazement	Approachability	Assertiveness	Availability
Addiction	Acceptance	Achievement	Adroitness	Aggressiveness	Ambition	Approval	Assurance	Awareness
Anger	Accessibility	Acknowledgement	Advancement	Agility	Amusement	Art	Attentiveness	Awe
Abstinence	Accomplishment	Activeness	Adventure	Alertness	Anticipation	Articulacy	Attractiveness	Authority
Arrogance	Accountability	Adaptability	Affection	Altruism	Appreciation	Artistry	Audacity	Autonomy
Adultery	Accusational	Anxiety	Argumentative	Ashamedness	Affraidness	Acknowledgment	Abuse	Areshole
Balance	Boldness	Belonging	Bullying	Bravery	Buoyancy	Benevolence	Boldness	Brilliance
Beauty	Being the best	Bullying	Beligerance	Babbling	Bitterness	Back-stabbing	Blasphemous	Boasting
Creativity	Commitment	Carefulness	Cheerfulness	Community	Confidence	Continuity	Cordiality	Credibility
Credibility	Consistency	Celebrity	Clarity	Compassion	Conformity	Contribution	Correctness	Cunning
Citizenship	Creativity	Certainty	Cleanliness	Competence	Congruency	Control	Country	Curiosity
Community	Calmness	Challenge	Clear-mindedness	Competition	Connection	Conviction	Courage	Clear-mindedness
Competency	Camaraderie	Change	Cleverness	Completion	Consciousness	Conviviality	Courtesy	Cleverness
Conviction	Candor	Charity	Closeness	Composure	Conservation	Coolness	Craftiness	Closeness
Conviviality	Capability	Charm	Comfort	Concentration	Contentment	Cooperation	Courtesy	Comfort
Coolness	Care	Chastity	Conservation	Cooperation	Cunning	Consciousness	Craftiness	Commitment
Composure	Compassion	Concentration	Consistency	Cordiality	Competition	Conformity	Continuity	Country

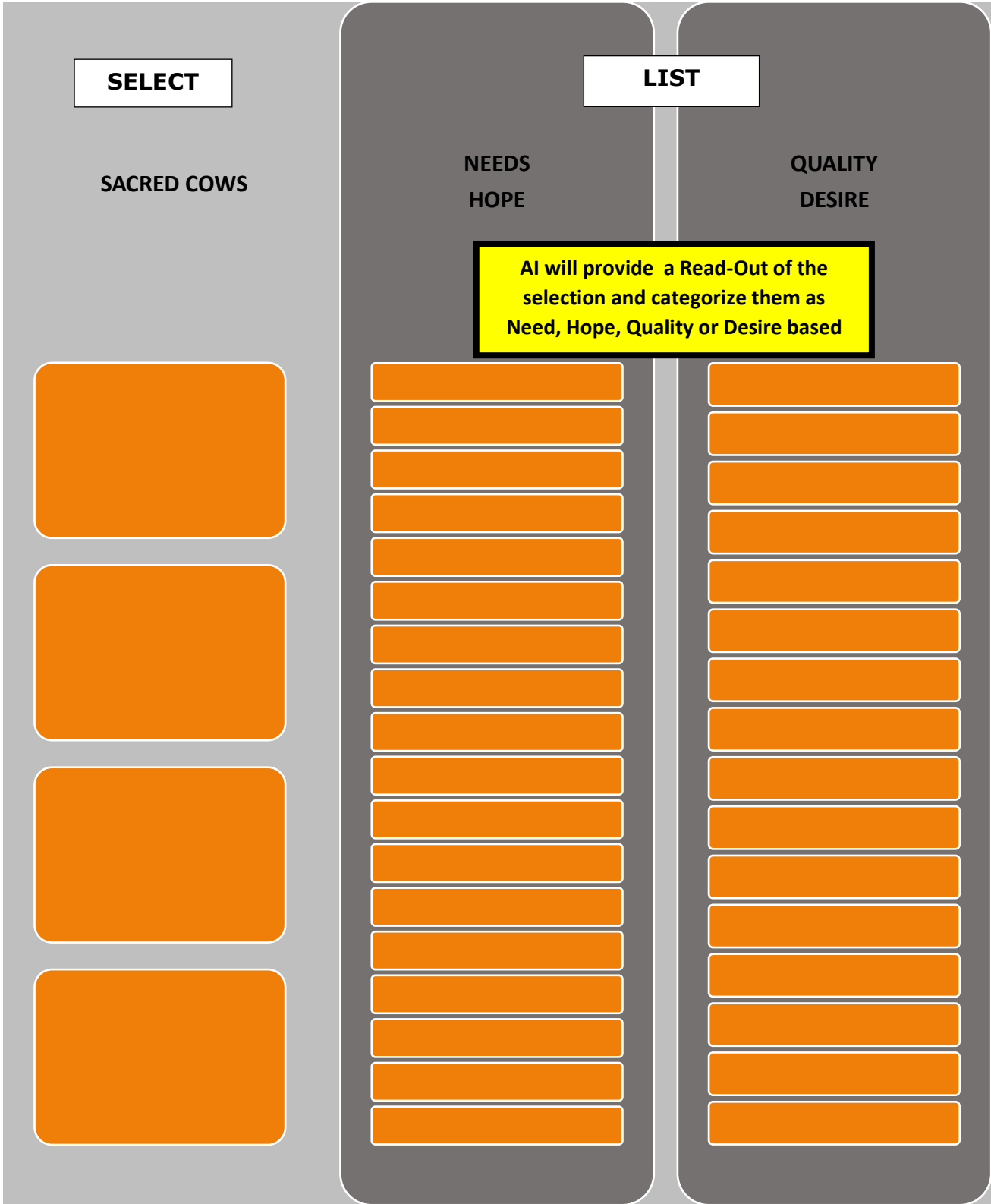
Connection	Competence	Confidence	Contentment	Correctness	Completion	Congruency	Contribution	Courage
Complaining	Conceit	Condemning	Contempt	Covetousness	Classism	Cowardness	Control-freak	Cuteness
Corruption	Contentiousness	Complaisance	Craftiness	Deceit	Disobedience	Desire	Denial	Dodginess
Determination	Daring	Delight	Devotion	Direction	Diversity	Drive	Discovery	Dignity
Dependability	Decisiveness	Dependability	Devoutness	Directness	Dominance	Duty	Discretion	Diligence
Desire	Decorum	Depth	Dexterity	Discipline	Dreaming	Doubting	Determination	Deference
Experience	Exhilaration	Euphoria	Enthusiasm	Energy	Empathy	Efficiency	Ecstasy	Eagerness
Expertise	Expectancy	Excellence	Environmentalism	Enjoyment	Encouragement	Elation	Education	Ease
Exploration	Expediency	Excitement	Ethics	Entertainment	Endurance	Elegance	Effectiveness	Economy
Expressiveness	Extroversion	Efficacy	Eating Disorder	Enticing	Extortion	Evil	Extravagance	Exuberance
Environmentalism	Education	Fitness	Faithfulness	Fearlessness	Financial independence	Friendliness	Fluency	Fairness
Fun	Freedom	Fascination	Flow	Ferocity	Firmness	Friendship	Focus	Faith
Frankness	Flexibility	Fashion	Fierceness	Fidelity	Fitness	Frugality	Fortitude	Fame
Family	Fearing	Foresaking	Falsehood	Fancifulness	Fault	Foolishness	Forebidding	Fornication
Fraud	False Witness	Generosity	Giving	Gratitude	Growth	Grace	Gregariousness	Guidance
Gentility	Gallantry	Greed	Getting Drunk	Gambling	Gluttony	Growth	Gloating	Good humour
Happiness	Honesty	Humour	Health	Homophobia	Helpfulness	Heroism	Holliness	Honour
Hope	Hospitality	Humility	Hygiene	Heart hardened	Hypocrisy	Harmony	Hindrance	Hate

Imagination	Intuition	Intimacy	Integrity	Industry	Insightfulness	Individuality	Inquisitiveness	Involvement
Impact	Intuitiveness	Intrepidity	Intellect	Influence	Inspiration	Investing	Introversion	Intensity
Impartiality	Inventiveness	Introspection	Intelligence	Ingenuity	Independence	Incredibility	Injustice	Incredulity
Illicit	Ill-judgment	Illness	Idiocy	Ignorance	Incompetence	Ineptitude	Inconsistency	Isolation
Imagination	Impudent	Impotence	Judiciousness	Joy	Judiciousness	Judgemental	Jealous	Judicious
Keeness	Kindness	Knowledge	Killing	Leadership	Liberation	Lightness	Logic	Love
Lenacy	Loathing	Liar	Lustful	Learning	Liberty	Liveliness	Longevity	Loyalty
Lukewarm	Loose Cannon	Loose Tempered	Majesty	Mastery	Meekness	Mindfulness	Motivation	Madness
Mocking	Mischief	Mysteriousness	Making difference	Maturity	Mellowness	Modesty	Mildness	Moroseness
Malice	Murmuring	Meticulousness	Marriage	Meaning	Nature	Neatness	Nurture	Nerve
Nonconformity	Non-believer	Not-righteous	Narcissism	Negativity	Non-tolerant	Optimism	Open-minded	Outrageousness
Obedience	Openness	Order	Originality	Outlandishness	Obese	Optimism	Organization	Outdoors
Obstinace	Presence	Partnership	Perceptiveness	Persistence	Playfulness	Positivity	Practicality	Proactivity
Prudence	Pride	Perseverance	Perfection	Persuasiveness	Pleasantness	Popularity	Pragmatism	Professionalism
Punctuality	Privacy	Passion	Perkiness	Philanthropy	Pleasure	Potency	Precision	Prosperity
Patriotism	Purity	Peace	Perseverance	Piety	Poise	Power	Preparedness	Pious
Preaching	Prejudice	Perversion	Provocative	Resilience	Restraint	Reflection	Religiousness	Reason
Reliability	Rationality	Recognition	Respect	Resolution	Reverence	Relaxation	Reputation	Reasonableness

Relief	Realism	Recreation	Responsibility	Resolve	Richness	Refinement	Racism	Rigor
Righteousness	Resourcefulness	Rebellious	Racism	Rewarding	Reject	Regretting	Resist	Riot
Rich	Solidarity	Sacredness	Self-control	Sex/Misconduct	Spontaneity	Structure	Sensuality	Silliness
Surprise	Solitude	Sacrifice	Selflessness	Sharing	Spunk	Success	Serenity	Simplicity
Sympathy	Sophistication	Scornfulness	Self-reliance	Shrewdness	Stability	Support	Spirit adventure	Sincerity
Synergy	Soundness	Saintliness	Self-respect	Significance	Status	Supremacy	Sexism	Skillfulness
Satisfaction	Speed	Serving to others	Sensitivity	Silence	Stealth	Spirituality	Strength	Stiliness
Science	Spirit	Security	Silliness	Sloth	Sorceries	Speaking harshly	Stubborn	Sorrow
Studious	Self-serving	Selfish	Selflessness	Self-willed	Smoking	Scoffer	Salvation	Slanderous
Teaching	Thankfulness	Thrift	Traditionalism	Trust	Tyrant	Talent	Title	Tolerance
Teamwork	Thoroughness	Tidiness	Tranquility	Trustworthiness	Tardiness	Temptation	Torturous	Tittilating
Temperance	Thoughtfulness	Timeliness	Transcendence	Truth	Un-righteous	Ungrateful	Unfaithful	Un-merciful
Usefulness	Understanding	Uniqueness	Unkindness	Unthankful	Unloving	Unflappable	Unity	Uncouth
Utility	Unworthiness	Variety	Victory	Vigor	Virtue	Vision	Vitality	Vivacity
Volunteering	Vanity	Vilify	Voluminous	Valor	Warmth	Watchfulness	Wealth	Willfulness
Willingness	Winning	Wisdom	Wittiness	Wonder	Worthiness	Warmheartedness	Wickedness	Witchcraft
Work ethic	Youthfulness	Youthism	Zeal	Xenophobia				

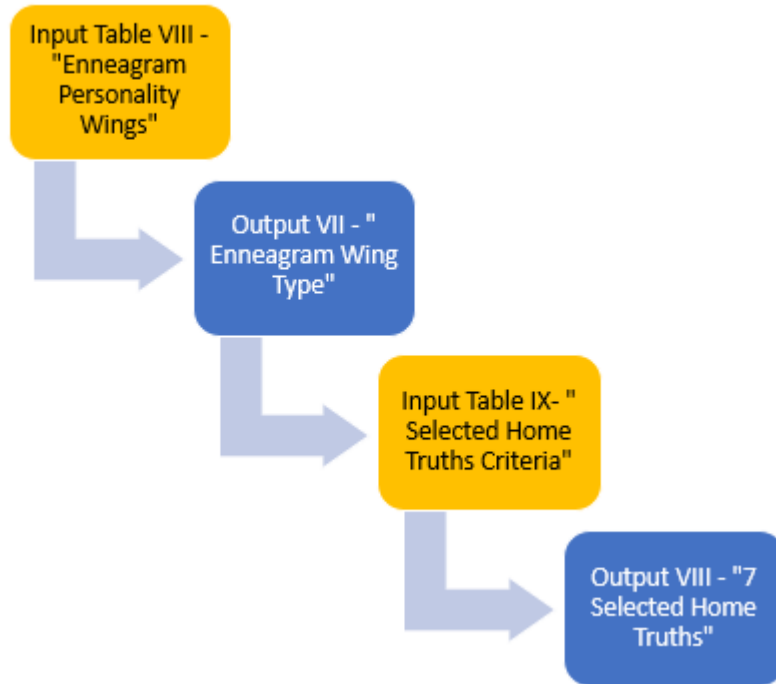
Once selected it should be noted whether the Four Sacred Cows relate to **quality** (a virtue), **desire** (to rid a vice), a **need** or **hope** in your selection.

Selected Sacred Cows



Identifying Home Truths

Personality Wing – Home Truths

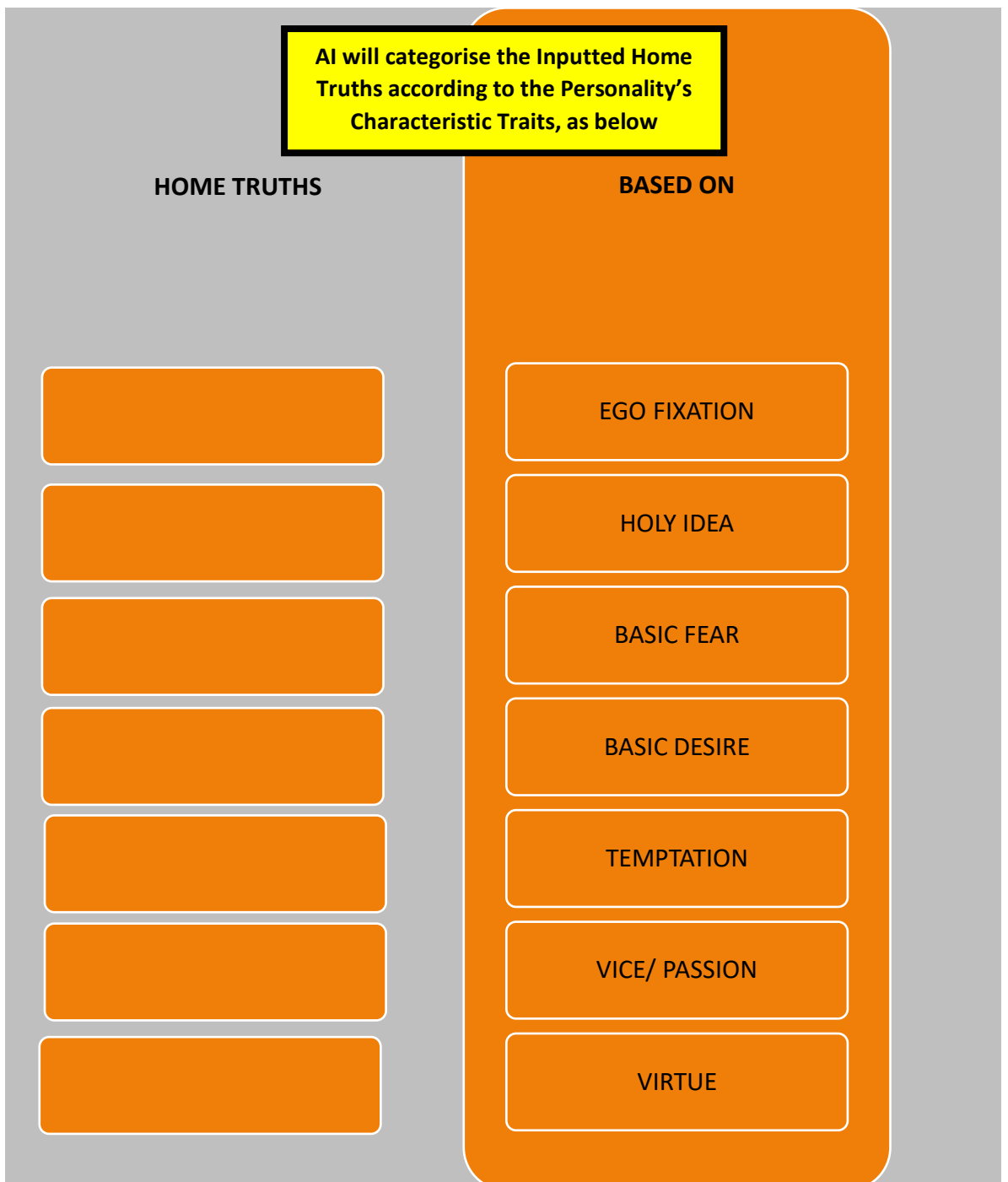


Input Table	Questionnaire or Other	Basis of Selection
Table IX- Selected Home Truths	Provision of Tables IX with Dilemma & Mission given for Each as examples & then 7 Characteristics for each Type, not as Questionnaire	Selection based on one Home Truth written in by User & AI categorized as- Ego, Holy Idea, Basic Fear, Basic Desire, Temptation, Vice, Virtue

Whether the User is a *Reformer*- striving to be objective; a *Helper* being altruistic; an *Achiever* being hopeful; an *Individualist* being creative; an *Investigator* being wise; a *Loyalist* being faithful; an *Enthusiast* being joyous; a *Challenger* being decisive; or a *Peacemaker* being as patient as he/she can be – none are all perfect and the objective is to identify some Self-Confessed ‘Home Truths’ revolving around unresolved issues, habitual temptations or desires, or habitual fears. The User should be encouraged to be honest. They can be referenced by AI to the - “Characteristics of Enneagram Personality Types” given below to help analyse the User’s underlying problems - ‘Ego Fixation’, is it a problem in their Development; Are they eluding themselves with lofty ‘Holy

Ideas'; Are the User's Types' 'Basic Fears' dominating them and holding them back; Do their 'Basic Desires' define them to become obsessions or are they ill-founded fatal flaws; Are their instinctive 'Temptations' their Achilles heel; Do their primary Vices overwhelm them; Do they not make the most of their Personality's finest Virtue? AI will categorize the Users' Home Truths as Inputted, according to these 7 categories:

Home Truths

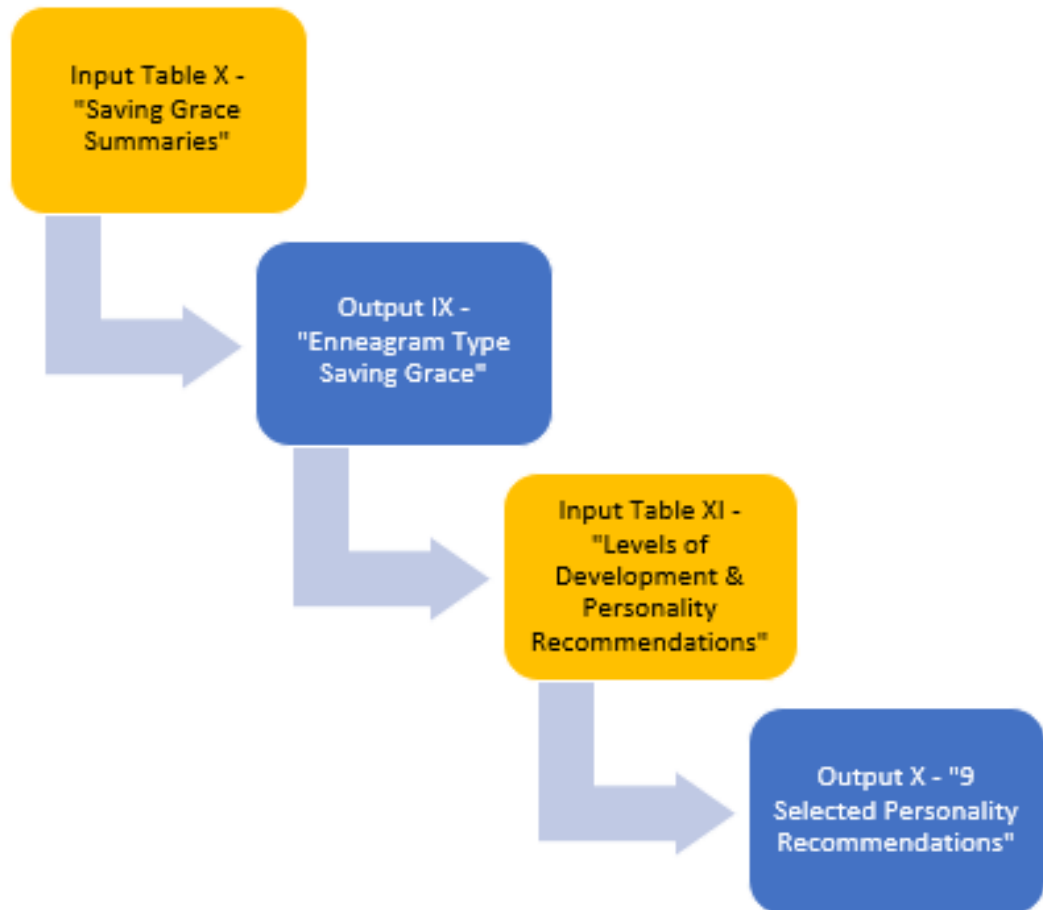


Characteristics of Enneagram Personality Types

Type	Characteristic Role	Ego Fixation	Holy Idea	Basic Fear	Basic Desire	Temptation	Vice/ Passion	Virtue
1	Reformer/ Perfectionist	Resentment	Perfection	Corruptness/ Imbalance/ Being Bad	Goodness/ Integrity/ Balance	hypocrisy Hypercriticism	Anger	Serenity
2	Helper/ Giver	Flattery/ Ingratiation	Freedom/ Will	Being Unloved	To feel Loved	Deny own Needs/ Manipulation	Pride	Humility
3	Achiever/ Performer	Vanity	Hope/ Law	Worthlessness	To feel Valuable	Pushing Self to always be 'The Best'	Deceit	Truthfulness / Authenticity
4	Individualist/ Romantic	Melancholy/ Fantasizing	Origin	Having no Identity or Significance	To be Uniquely Themselves	To Overuse Imagination in Search of Self	Envy	Equanimity/ Emotional Balance
5	Investigator/ Observer	Stinginess/ Retention	Omniscience/ Transparency	Helplessness/ Incapacity/ Incompetence	Mastery/ Understanding	Replacing Direct Experience with Concepts	Avarice	Non-attachment
6	Loyalist/ Sceptic	Cowardice/ Worrying	Faith	Being without Support or Guidance	To have Support & Guidance	Indecision/ Doubt/ Seeking Reassurance	Fear	Courage
7	Enthusiast/ Adventurer	Planning/ Anticipation	Wisdom/ Plan	Being trapped in Pain and Deprivation	To be Satisfied & Content	Thinking Fulfilment is Somewhere else	Gluttony	Sobriety
8	Challenger/ Leader	Vengeance/ Objectification	Truth	Being Harmed/ Controlled/ Violated	Self- protection	Thinking they are Completely Self-sufficient	Lust/ Forcefulness	Innocence
9	Peacemaker Mediator	Indolence/ Daydreaming	Love	Loss/ Fragmentation / Separation	Wholeness/ Peace of Mind	Avoiding Conflicts/ Avoiding Self-assertion	Sloth/ Dis-engagement	Action

Recognising the Personality's Saving Grace

Saving Grace- Personality Recommendations



Input Table	Questionnaire or Other	Basis of Selection
Table X- Saving Grace Summaries	No Questionnaire	Download from Enneagram Type Test Results

Not to be discouraged by having identified the negative traits of their particular Personality Types Users will be given their Personality's stated 'Saving Grace'. They are specific to the Personality Type not to the individual User or his/her own subjective assessment.

Saving Grace Summaries

PERSONALITY TYPE

THE REFORMER/
PERFECTIONIST

THE HELPER

THE ACHIEVER/MOTIVATOR

THE INDIVIDUALIST/ARTIST

THE
INVESTIGATOR/THINKER

THE LOYALIST

THE
ENTHUSIAST/GENERALIST

THE CHALLENGER/LEADER

THE PEACEMAKER

PERSONALITY 'SAVING GRACE'

YOUR CAPACITY FOR REASON AND MODERATION- DESPITE BEING A JUDGMENTAL PERFECTIONIST, YOU CAN AVOID INTOLERANCE OR SELF-RIGHTEDOUS OBSESSIONS.

GENUINE EMPATHY- IDENTIFYING WITH OTHERS DESPITE YOUR GROWING PRIDE & SELF-IMPORTANCE

DESIRE TO BE ACCEPTED- MODERATES YOUR NARCISSISM AND ARROGANCE, EXPLOITING PEOPLE AND ACTING WITH HOSTILITY

SELF AWARENESS - ALLOWS YOU TO KNOW WHAT YOU'RE DOING TO YOURSELF DESPITE SELF-INDULGENCE & WITHDRAWAL

CAPACITY FOR OBSERVATION- HELPS YOU REASSESS IDEAS, AND CORRECT DISTORTIONS IN THINKING

CAPACITY TO MAINTAIN RELATIONSHIPS- DESPITE YOUR INCREASING TENSIONS AND ACTIONS THAT BRING ON REJECTION

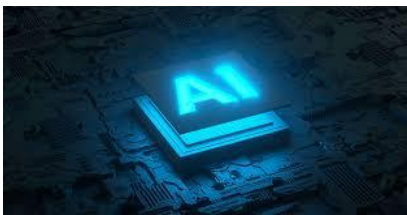
CAPACITY TO ENJOY THE WORLD- DESPITE INCREASING EXCESSES AND ESCAPISM MAY HELP YOU TO RETURN TO HEALTHY LEVELS OF FUNCTIONING

DESIRE FOR SELF RELIANCE- MAY BE CATALYST TO RETURN TO ASSERTING YOURSELF IN BALANCED WAY, NOT VIA CONFRONTATION, INTIMIDATION AND BAD BEHAVIOUR

HEALTHY CAPACITY TO BE RECEPTIVE TO PEOPLE- HELPS YOU PUT NEEDS OF OTHERS FIRST, AND DESPITE FATALISM AND NEGLIGENCE TO RETAIN RELATIONSHIPS

Listing & Deciding the User's key Personality Recommendations

Input Table	Questionnaire or Other	Basis of Selection
Table XI- Levels of Development & Personality Recommendations	Table XI listing/describing 9 Levels of Development Characteristics for each Type and 19 Personality Recommendations.	AI selects one Personality Recommendation that it consider matches their needs at each Level of Integration 1 to 9, thereby reducing 19 to 9 number



**Post-AI
Assessment**



The Enneagram ‘Levels of Development’ represents an internal structure within each personality type and is a concept which the User will not be required to understand but be analysed by AI in the assessment of the Questionnaires and Input. That structure is the continuum of behaviours, attitudes, defences, and motivations formed by the nine Levels of Development which make up the personality type itself. The Levels account for differences between people of the same type as well as how people change both for better or worse. Thus, such analysis will allow the Users to appreciate the Output suggestions and solutions to problems or areas of improvement their personality, given in the ‘Destiny Road Map’

The Continuum of the Levels of Development are:

Healthy

- Level 1: The Level of Liberation
- Level 2: The Level of Psychological Capacity
- Level 3: The Level of Social Value

Average

- Level 4: The Level of Imbalance/ Social Role
- Level 5: The Level of Interpersonal Control
- Level 6: The Level of Overcompensation

Unhealthy

- Level 7: The Level of Violation
- Level 8: The Level of Obsession and Compulsion
- Level 9: The Level of Pathological Destructiveness

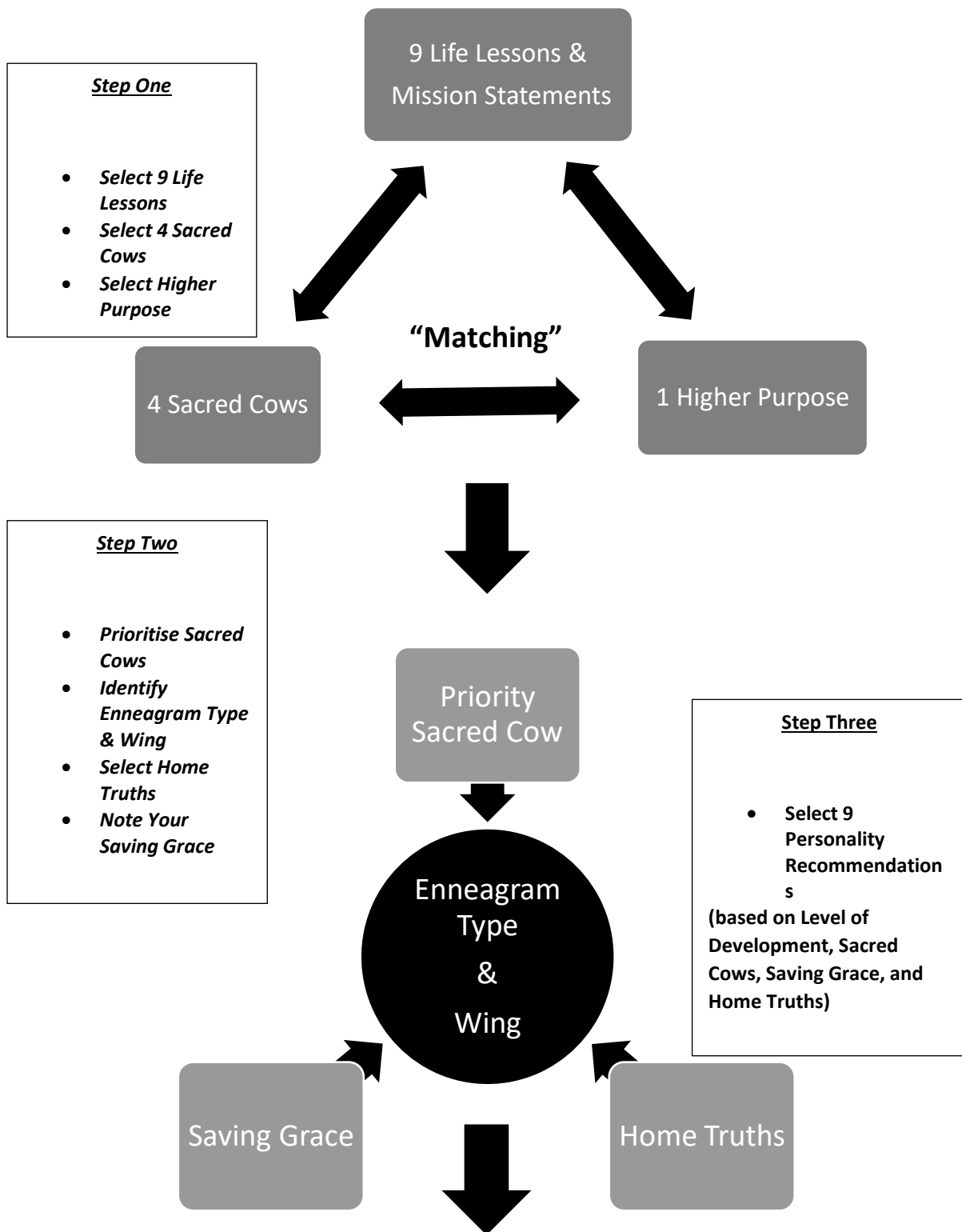
Choice Criteria

The criteria for AI to select the most important 9 Personality Recommendations for them will involve an analytical assessment based on:

1. Their Personality Type & identified prevalent personal Levels of Development
2. Matching
 - Their 9 Chosen Life Lessons and 9 Mission Statements
 - Their 4 Chosen Sacred Cows
 - Their Chosen Higher Purpose
3. Focusing on:
 - Their Priority Sacred Cow
 - Their Personality Saving Grace
 - Their Chosen Home Truths

AI will undertake this analysis and selection.

AI Assessment/Selection



Enneagram Personality Recommendations

9 AI Selected from 19 Personality Recommendations

TYPE 9 'THE PEACEMAKER'

BE YOURSELF & BE INDEPENDENT

EXERT YOURSELF DONT DAY-DREAM

CONTROL YOUR NEGATIVE EMOTIONS

ACCEPT WHEN YOU CAUSE PROBLEMS

EXERCISE & DEVELOP BODY AWARENESS

REPRESSING YOUR FEELINGS WILL MAKE YOU ILL- SEEK HELP

DO NOT USE TRANQUILIZERS FOR ANXIETY LEARN TO COPE

DONT COME TO END OF LIFE WITHOUT LIVING YOUR CALLING

VENTILATE YOUR FEARS & ANXIETIES WITH YOUR PARTNER & FRIENDS

LISTEN TO PEOPLE CAREFULLY TO APPRECIATE THEIR LOVE

NEED TO FIND UNION WITH YOURSELF BEFORE OTHERS

TAKE RESPONSIBILTY FOR YOURSELF AND PROBLEMS YOU CAUSE

TRY TO BE MOOR RECEPTIVE, OPEN, UNSELF-CONSCIOUS EMOTIOPNALLY STABLE AND SERENE

DONT BE OBSTINATE AND STUBBORN DENYING THAT PROBLEMS AND CONFLICT EXIST

REMAIN A PEACEFUL AND EASY GOING PERSON

DONT BE TOO ACCOMODATING OR CONCILIATORY TO SUBORDINATES

AVOI SLOTH AND LACK OF ENERGY

PATIENCE IS YOUR VIRTUE BUT DONT BE PASSIVE. STAY ENGAGED

FACE REALITIES

TYPE 1 'THE REFORMER'

LEARN TO RELAX TAKE TIME FOR YOURSELF

TEACH OTHERS BUT DONT EXPECT IMMEDIATE CHANGE

STOP WATCHING EVERYONE ELSE & ACKNOWLEDGE YOUR OWN FAILINGS

GET IN TOUCH WITH YOUR FEELINGS AND UNCONSCIOUS IMPULSES

STOP PLAYING JUDGE & JURY AND LECTURING AND MORALISING

ALLOW PEOPLE TO COME TO DECISIONS ON THEIR OWN

LISTEN TO OTHERS, OFTEN THEY ARE RIGHT

REALISE THAT PERFECTION IS NOT ALWAYS A USEFUL STANDARD

DONT BE OBSESSIVE IN YOUR THOUGHTS AND COMPULSIVE IN YOUR ACTIONS

GIVE YOURSELF THE TRUE SATISFACTION OF BECOMING HUMAN, NOT INHUMANLY PERFECT.

MAINTAIN BALANCED VIEW OF RIGHT & WRONG

AVOID BEING SELF-RIGHTEOUS, INTOLERANT & INFLEXIBLE

DONT BECOME OBSESSED ABOUT WRONG DOINGS OF OTHERS

STRIVE TO BE REASONABLE, AND OBJECTIVE

SEEK GREATER REALISM AND OBJECTIVITY TO BE WISE

USE OBJECTIVITY AND AVOID EXCESSIVE PERSONAL IMPULSES AND DESIRES

DONT FEAR BEING CONDEMNED

TRY NOT TO BE CRUEL AND SHOW MERCY IN CONDEMNING OTHERS

DONT BE AFRAID OF MAKING MISTAKES

TYPE 2 'THE HELPER'

HELP PEOPLE ONLY WITH THEIR NEEDS

DONT BE GOOD JUST TO ATTRACT PEOPLE

BEWARE OF YOUR ALTERIOR MOTIVES

RESIST CALLING ATTENTION TO YOURSELF

DONT ALWAYS BE DOING FOR PEOPLE

FOCUS ON YOUR FAMILY FIRST

DO CHARITABLE THINGS ANONYMOUSLY

DO NOT BE POSSESSIVE OF YOUR FRIENDS

DONT DO FOR OTHERS TO BOOST YOUR EGO

LOVE OTHERS SELFLESSLY

LEARN TO LISTEN TO OTHERS

RECOGNISE AFFECTION & GOOD WISHES OF OTHERS WITHOUT IT SHOWN

ACKNOWLEDGE OWN REAL FEELINGS & INNER STATES

AVOID BEING COERCIVE & DOMINEERING

DONT BE MANIPULATIVE, SELF-SERVING NOR SELF-DECEPTIVE ABOUT SELFISH BEHAVIOUR

DONT BECOME OVERLY INTIMATE OR INTRUSIVE WITH FRIENDS

STRIVE TO BE EMPATHETIC, COMPASSIONATE & SINCERE

DO NOT ABUSE ALCOHOL

DONT SEEK SYMPATHY

TYPE 3 'THE ACHIEVER'

BE TRUTHFUL WITH YOURSELF

BE MORE LOVING & FAITHFUL

TAKE A BREAK FROM YOUR AMBITIONS

WORK COOPERATIVELY WITH OTHERS

DISCOVER YOUR TRUE VALUES

DONT DO THINGS TO BE ACCEPTED

SUPPORT & ENCOURAGE OTHERS

WORK FOR WELFARE OF GROUPS

DONT GET ENRAGED BY OTHERS VIEWS

DONT OVERVALUE YOURSELF

DONT BE NEGATIVE ABOUT COMPETITORS

DEVELOP YOUR SPIRITUALITY

FOCUS ON DOING FOR OTHERS

DONT WORRY ABOUT OTHERS VIEWS OF YOU

LEARN TO APPRECIATE OTHERS

STOP SHOWING OFF

DONT BE DUPLICITOUS

COOPERATE DONT COMPETE

BE YOUR BEST ALWAYS

TYPE 4 'THE INDIVIDUALIST'

STOP WORRYING ABOUT YOUR FEELINGS

DONT ACT WHEN NEGATIVE

COMMIT TO MEANINGFUL WORK

WORK IN THE REAL WORLD

WORK FOR GOOD & SELF ESTEEM

DONT WAIT FOR GOOD MOODS TO ACT

BRING OUT THE BEST IN YOURSELF

DEVELOP HEALTHY SELF DISCIPLINE

AVOID EXCESSIVE SENSUALITY

LIVE DONT DREAM YOUR LIFE

TALK TO SOMEONE YOU TRUST

TRY TO BE LESS SELF CONSCIOUS

DONT BECOME A VICTIM

DONT TAKE THINGS PERSONALLY

BECOME YOUR OWN BEST FRIEND

LIVE FOR YOU NOT OTHERS

DONT LET PEOPLE TAKE ADVANTAGE

STAND UP FOR YOURSELF

WORK CONSISTENTLY IN REAL WORLD

TYPE 5 'THE INVESTIGATOR'

STAY CONNECTED WITH YOUR PHYSICALITY

LEARN TO CALM DOWN

GET ADVICE FROM SOMEONE YOU TRUST

DONT GET INVOLVED IN THINGS THAT DONT HELP YOU

WORK ON CONFLICTS DONT WITHDRAW

ANALYSE LESS & OBSERVE MORE

BEING CALMER IS HEALTHIER

ASSESS IMPORTANCE OF PROJECTS

DONT JUMP TO CONCLUSIONS

LEARN TO TRUST PEOPLE MORE

CONFIDE IN CLOSE FRIEND

BE COOPERATIVE NOT A LONER

DONT INTIMIDATE OTHERS WITH YOUR KNOWLEDGE

ACCEPT OTHERS INTELLECTUAL LIMITATIONS

DONT BE HARSH WITH JUDGMENTS

EXAMINE WHY YOU HAVE PERSONAL CONFLICTS

DONT ANALYSE OTHERS CONNECT WITH THEM

RELAX & TRUST TO BE HAPPY

YOUR ANALYSIS MAY BE WRONG

TYPE 6 'THE LOYALIST'

ACCEPT YOUR ANXIETY

WORK CRATIVELY WITH YOUR TENSIONS

DONT BE PESSIMISTIC WHEN ANGRY

DONT OVER-REACT

BECOME MORE TRUSTING

LET PEOPLE KNOW HOW YOU FEEL

DONT THINK PEOPLE OUT TO GET YOU

ACCEPT THAT ALL PEOPLE GET ANXIOUS

DONT TURN TO ALCOHOL

BE LESS DEFENSIVE & TESTY

UNDERSTAND WHY YOU OVER-REACT

TRUST OTHERS EVEN WHEN STRESSED
OUT

GET OFF THE FENCE

ACCEPT RESPONSIBILITY GRACEFULLY

BECOME LESS ANTAGONISTIC

BECOME MORE SECURE IN SELF

BECOME MORE SELF-AFFIRMING

DONT WORSHIP AUTHORITY

BE FAIR & DECISIVE

TYPE 7 'THE ENTHUSIAST'

RECOGNIZE YOUR IMPULSIVENESS

LOOK TO GENUINE RELATIONSHIPS

APPRECIATE SILENCE & SOLITUDE

TRUST YOURSELF WITHOUT STIMULUS

BE SELECTIVE AND ENJOY BETTER

GIVE YOURSELF TO SOMETHING
WORTHWHILE

DO THINGS THAT ARE GOOD FOR YOU

BE CAREFUL WHAT YOU PRAY FOR

CONSIDER LONG TERM CONSEQUENCES

DONT DO THINGS ON A WHIM

FOCUS ON A HIGHER PURPOSE

DONT MAKE BEING HAPPY YOUR MAIN
GOAL

GIVE RATHER THAN RECEIVING

CAREFUL WHAT YOU SAY IN JEST

LEARN TO LISTEN TO OTHERS

DONT WORRY ABOUT LOST
OPPORTUNITIES

STOP CONSUMING

CHOOSE QUALITY NOT QUANTITY

STOP SEEKING THE HIGHS

TYPE 8 'THE CHALLENGER'

ACT WITH SELF RESTRAINT

FORBEAR FROM ASSERTING YOUR WILL
WITH OTHERS

LEAD BY HELPING OTHERS

YIELD TO OTHERS OCCASIONALLY

DONT THINK THE WORLD IS AGAINST
YOU

SHOW APPRECIATION FOR LOYALTY

REMEMBER YOU NEED OTHERS ALWAYS

REMEMBER MONEY DOESNT BUY
LOYALTY

TRY TO INSPIRE RATHER THAN BULLY

SHOW MORE MERCY

REMEMBER BAD TREATMENT WILL
LEAD TO RETRIBUTION

DONT OVERVALUE MONEY OR STATUS

FIND A HIGHER PURPOSE

TURN YOUR LIFE AROUND

DONT LIVE BY THE SWORD

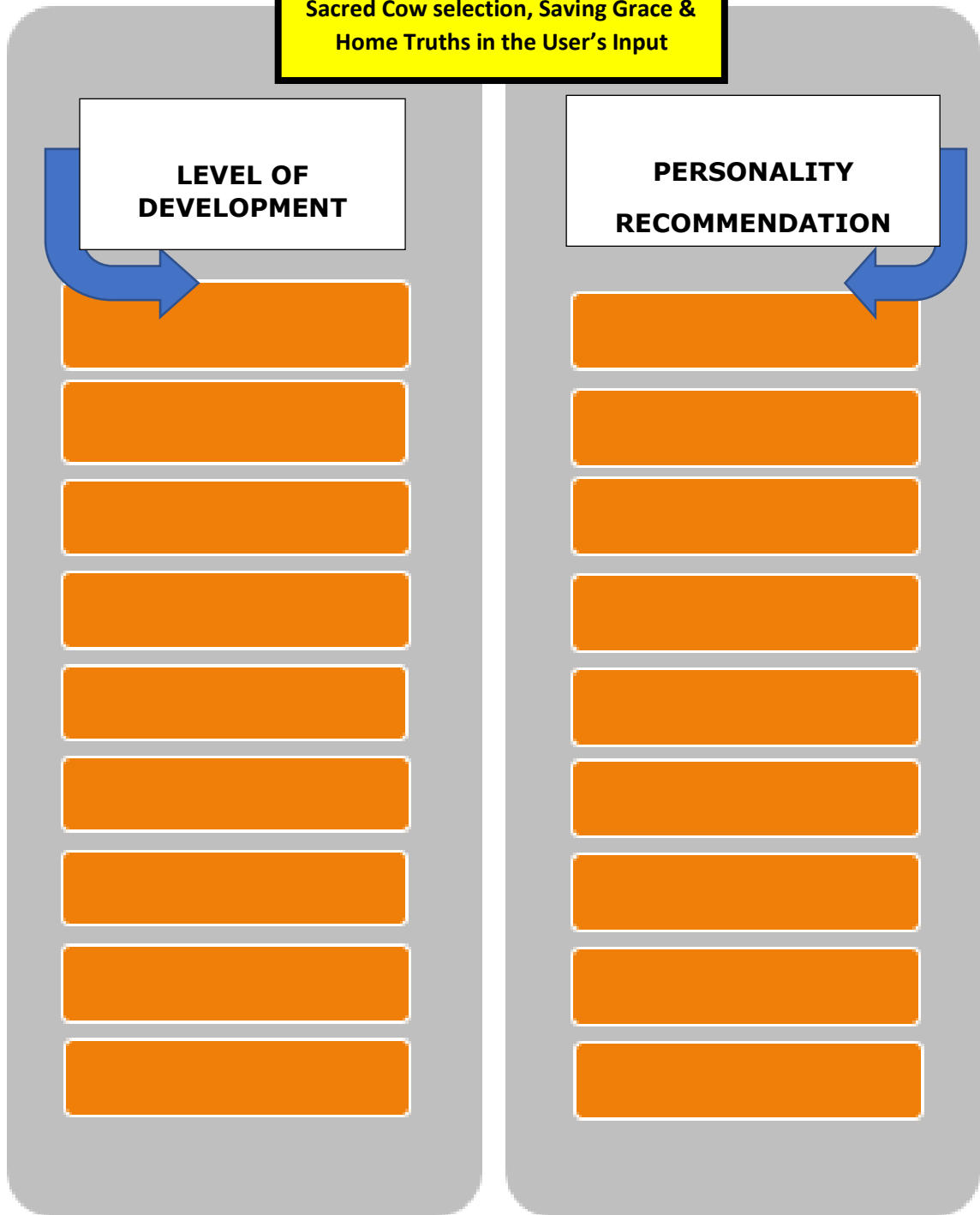
CONSIDER THE GOOD YOU CAN DO

THINK ABOUT YOUR LEGACY

DONT BE DESTRUCTIVE

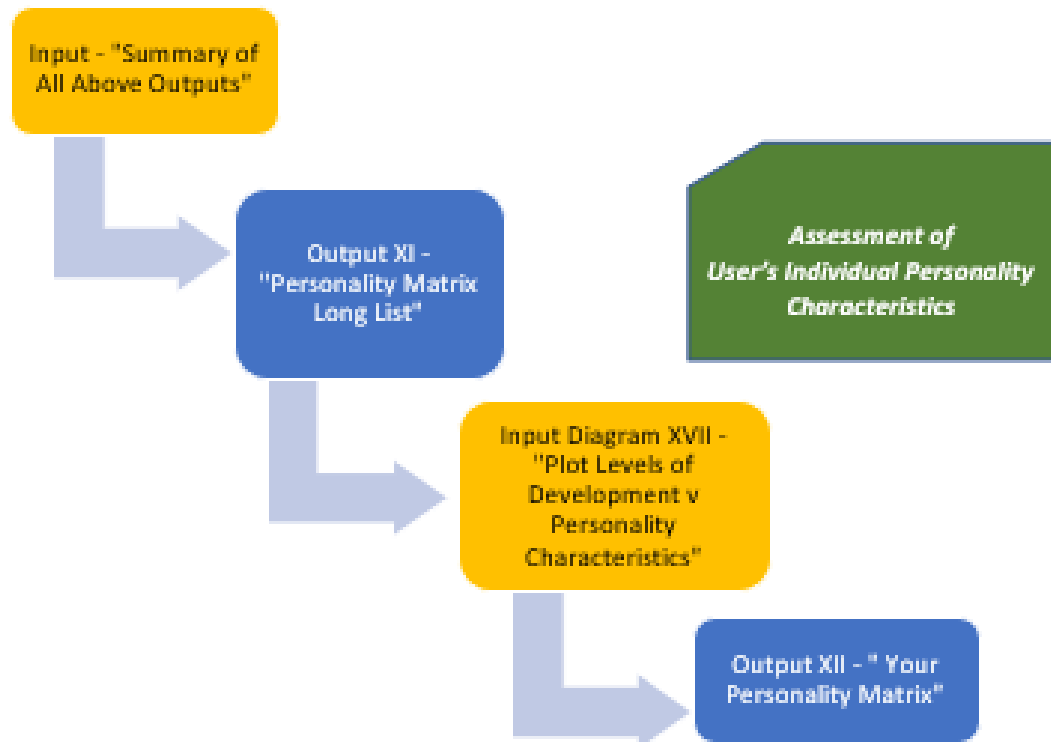
PUT YOUR SKILLS TO DO GOOD

AI will select the priority Personality Recommendations based on Assessment of Levels of Development, Sacred Cow selection, Saving Grace & Home Truths in the User's Input

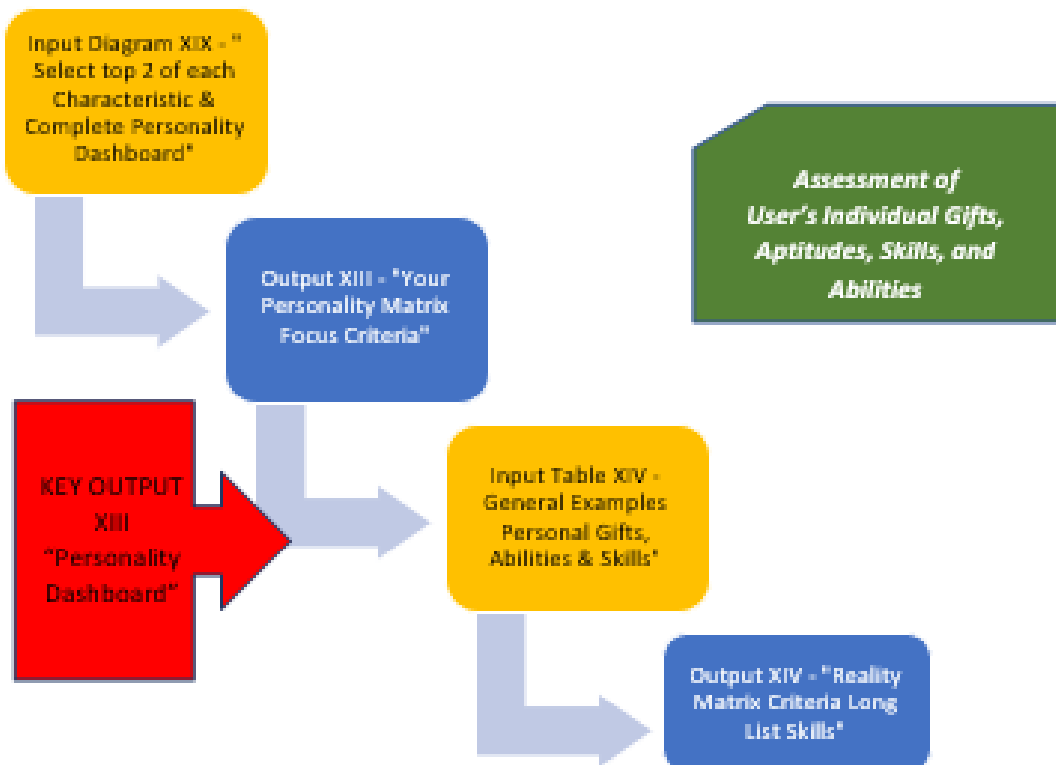


Developing the User's Personality Dashboard

Matrix Criteria Long List- Personality Matrix



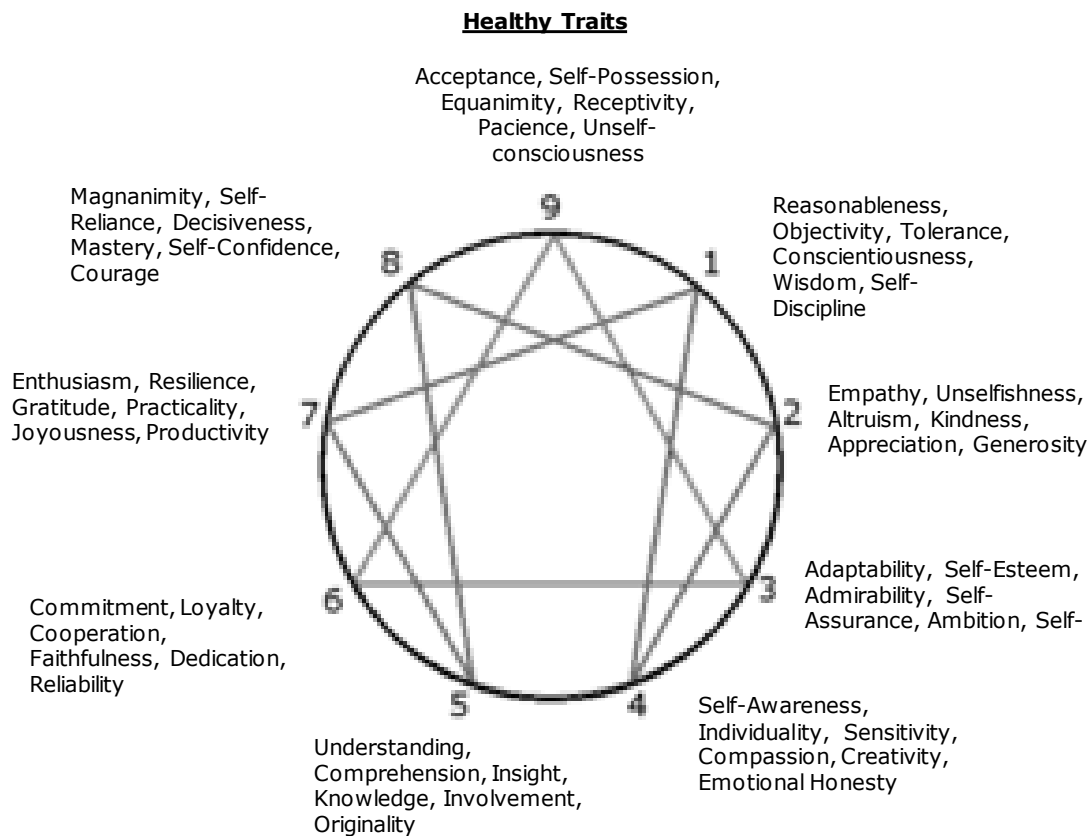
Personality Dashboard- Reality Matrix Skills Long List



Input Table	Questionnaire or Other	Basis of Selection
Diagram XVII- Plotting Levels of Dev v Personality Characteristics	AI will Plot (virtually) Selected Type Characteristics (Vice-Fear-Temptation-Ego-Desire-Idea-Virtue) by Levels of Integration 1-9.	AI will automatically list the Life Lessons/ Mission Statements, 4 Sacred Cows, 7 Home Truths, 9 Personal Recommendations and User will Select 2 from each which relate closest to Levels 1,2,3 and Virtue, Idea, Desire.
Diagram XIX- Selection 2 of each & complete Personality Dashboard	AI Selection Above of 2 of each Category will allow AI to complete Personality Dashboard.	Above allows Personality Dashboard AI Output which will be included in the Destiny Report

Developing a Personality Dashboard

A **Personality Dashboard** is intended to be a positive tool and aid Character Development which is all about emulating an individual’s given personality’s healthiest traits.

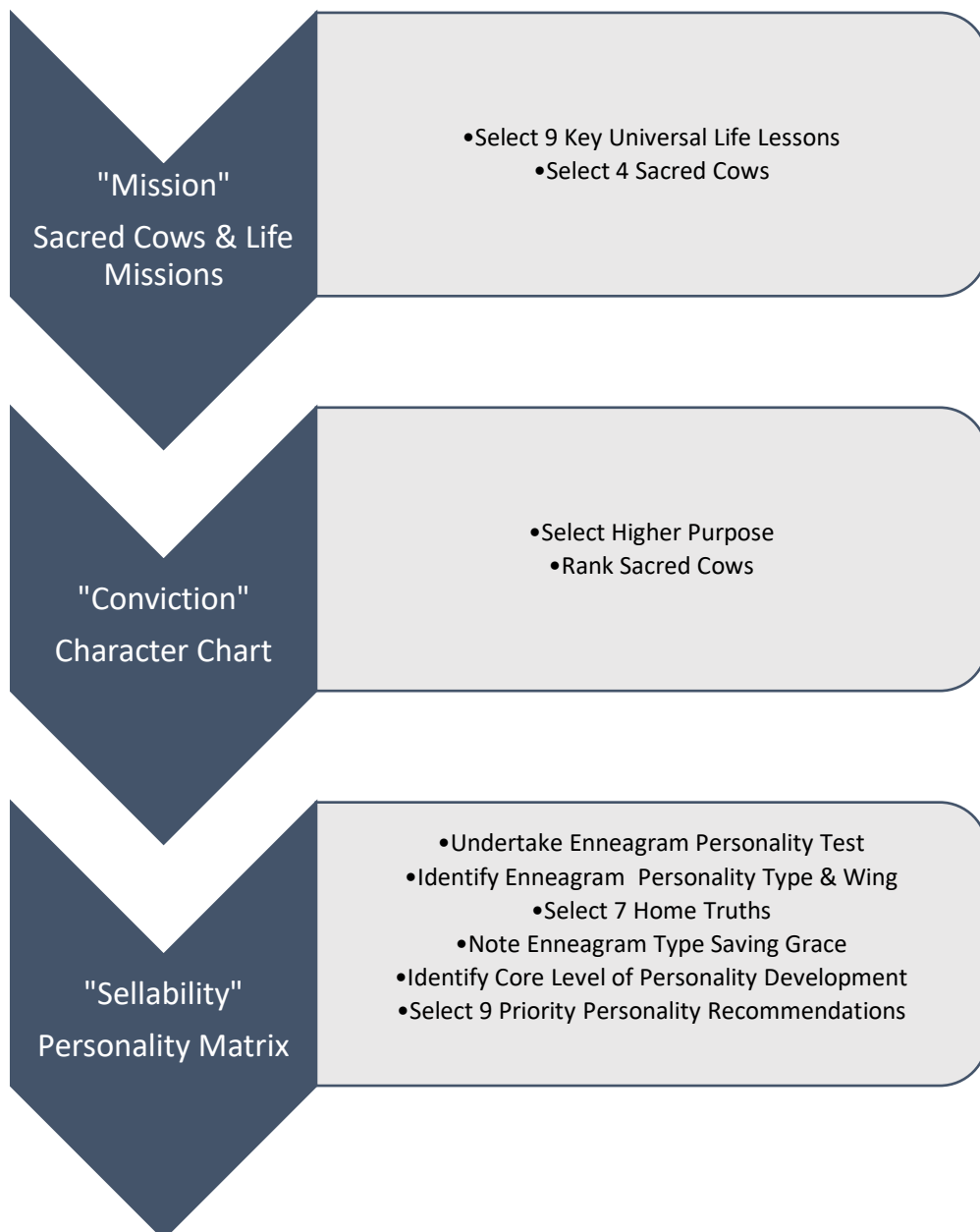


The Footprint going forward will focus on the Users' core definitive Personality and Character drivers in terms of their:

- Top 2 Universal Life Lessons/Mission Statement
- Top 2 Sacred Cows
- Top 2 Home Truths
- Top 2 Personality Recommendations...

all bound by their (defined/fixed) Enneagram Personality Type, and in the context of their (selected) Higher Purpose.

Review of Process up to this point in the Analysis



The next stage is to compare Level of Development with the typical Characteristics of User's Enneagram Personality Type. This will be carried out 'virtually' by the AI algorithms and not necessarily be an Output to share with the User.

AI will conduct the comparison of the User's Level of Development with the typical Characteristics of his/her Enneagram Personality Type. For example, it is most clear that a person's 'Virtue' should align with the 'Healthy Levels' (1-3) of Integration of the Personality's Development. Equally a person's 'Vice' would expect to be most prevalent when the Personality Level is at the 'Unhealthy Levels' (7-9) of Disintegration.

- At Level 1- 'Fear' is surmounted, 'Ego' transcended and 'Basic Desire', 'Holy Idea' and 'Virtue' flourish.
- At Level 2- The Personality may succumb to 'Fear' but underlying 'Basic Desire' compensates
- At Level 3- The Personality starts to succumb to 'Fear', 'Desire' and the 'Ego' starts to become more prominent in actions
- At Levels 4/5/6- The Personality succumbs to 'Temptation' and 'Ego Fixation'
- At Levels 7/8/9- The Personality becomes delusional and destructive-overcome by 'Fear', and 'Vice'.

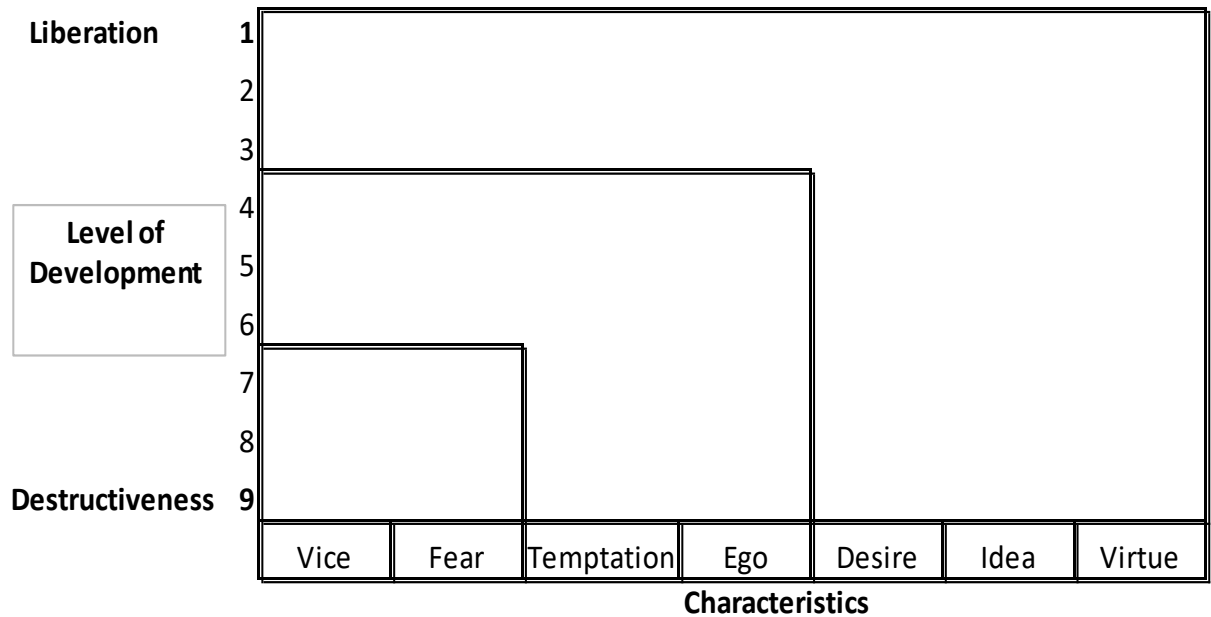
AI will plot (virtually) the User's:

- Top 9 Universal Life Lessons/Mission Statement
- Top 4 Sacred Cows
- Top 7 Home Truths
- Top 9 Personality Recommendations

And then Select Levels 1-4 of Development (Liberation-Psychological Capacity-Social Value-Social Role) and Characteristics Basic Desire- Holy Idea- Virtue (Top Right Quartile).

Virtual Personality Matrix

Enneagram Personality Characteristics



Explanation

The reason for this virtual analysis is that the User's future Destiny should focus on the positive characteristics in User's personality and his/her life:

- Pursuing his/her natural Needs and Desires as a Personality and an Individual
- Pursuing his/her Holy Ideas and Ideals as a Personality and an Individual
- Maximising his/her Strengths and Virtues as a Personality and an Individual

The other reason is to set up the User to reach the highest Levels of Development of their Personality (The Direction of Integration and Growth) increasing psychological health and balance- and most importantly avoiding inflation of the ego.

It is important to rise to Level 4 and above. At Level 4 (Level of Imbalance) a person usually succumbs to a significant Characteristic Temptation that violates

his or her best interests and development, the ego is inflated, defences increase, and imbalances begin.

Even at Level 2 (Level of Psychological Capacity) a person can succumb to his or her Basic Fear. But if he or she does the Basic Desire rises to compensate.

The ideal for all is to become the very best person they can in the pursuit of destiny. At Level 1 (Level of Liberation) the Personality's Basic Fear is surmounted, and with liberation can move into a state of ego transcendence where he or she begins to actualise the self, attains his or her Basic Desire and therefore begins to fulfil his or her higher-level Needs.

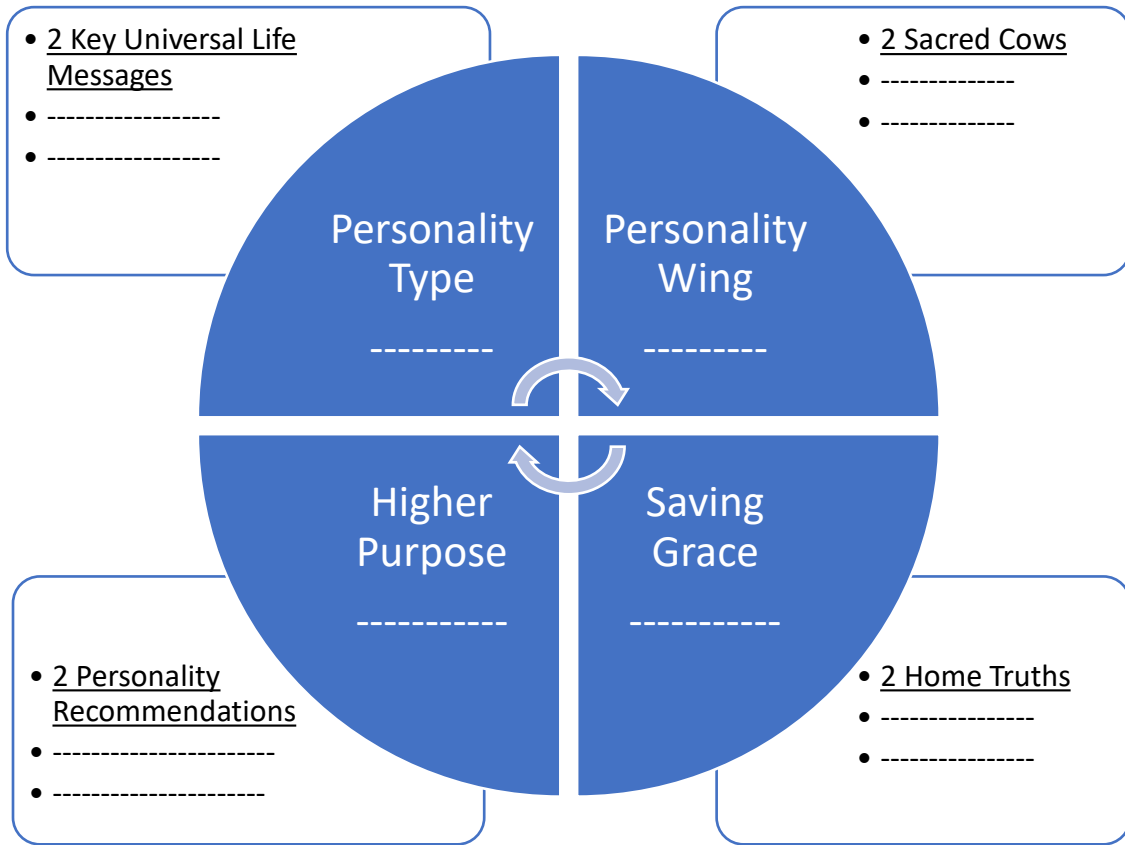
This is the best State for the Individual to move to the next Stage "From Enneagram to Inner-Calling" to Real Purpose, a Chosen Destiny, and a Happier Life.


Given the above analysis and direction for improvement, AI will prioritize and select the User's core definitive Personality and Character drivers, and provide the definitive Output in terms of:

- Top 2 Universal Life Lessons/Mission Statement
- Top 2 Sacred Cows
- Top 2 Home Truths
- Top 2 Personality Recommendations

And then Plot the User's Personality Dashboard accordingly as an Output in the Destiny Report:

Personality Dashboard





Personality Type Characteristics

- 1. Virtue _____
- 2. Holy Idea _____
- 3. Basic Desire _____

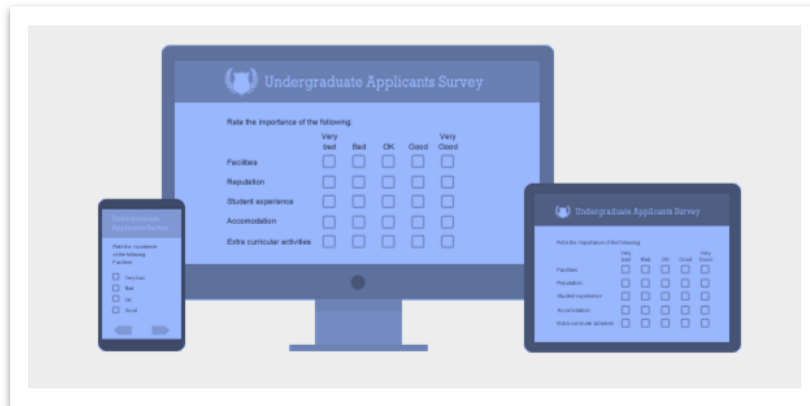


Personality Traits (Healthy Levels Of Development)

- 1. Level of Liberation _____
- 2. Level of Psychological Capacity _____
- 3. Level of Social Value & Contribution _____

3. ANALYSIS OF SKILLS SET, GOALS & DESIRES

To Identify Questionnaire based derived Skills, Goals & Desires



The Software/Design Engineer will be required to Develop Questionnaires and AI Analysis to assess the User's perceived, actual and aspirations for Skills, Goals & Desires and cover topics such as not just Skills, but Abilities, Education, Work Experience, Interests, and Vision.

Gaining insights into someone's expertise, education, and work history helps assess their strengths and growth areas to determine optimal team or role fit as well as likely Destiny in pursuit of career paths. The questionnaires will need to surface their passions and aspirations as much as skills.

AI will be able to better assess answers to uncover latent desires, etc, but questioning could include, for example, specific areas of Career Skills and Education **BUT** it is proposed that AI subsequently be invited to access the User's existing LinkedIn Profile to include all data therein in its analysis, precluding the need for, or perhaps contradicting many questions in this regard, other than questions that might add to all the available data, viz:



Sample/Example Questions

Skills Assessment
<ul style="list-style-type: none"> • What are your strongest hard skills? (e.g. programming languages, tools, certifications)
<ul style="list-style-type: none"> • What soft skills come naturally to you? (e.g. communication, creativity, leadership)
<ul style="list-style-type: none"> • In which areas do you have room for growth to improve your skills?
<ul style="list-style-type: none"> • How would you rate your skills in the following areas: analytical thinking, project management, presenting, decision making, collaborating, problem solving?
Education
<ul style="list-style-type: none"> • What did you most appreciate and value from your educational experiences?
<ul style="list-style-type: none"> • What programs, trainings, or courses have you completed outside of formal education?
Work Experience
<ul style="list-style-type: none"> • Walk me through your recent work experiences and roles. What were your responsibilities and achievements, what was lacking?
<ul style="list-style-type: none"> • Which work accomplishments are you most proud of? Why?
<ul style="list-style-type: none"> • What did you enjoy most and least from previous roles?
<ul style="list-style-type: none"> • Which kinds of work environments enable you to be most productive and engaged?
Aspirations
<ul style="list-style-type: none"> • Looking ahead, what are your goals and aspirations in your career?
<ul style="list-style-type: none"> • How do you hope to develop your skills and experience in the future?
<ul style="list-style-type: none"> • What kind of work culture and role do you see yourself thriving in?
<ul style="list-style-type: none"> • What are your deepest interests or passions? What topics could you talk about for hours?
<ul style="list-style-type: none"> • What are your deepest interests or passions? What topics could you talk about for hours?
<ul style="list-style-type: none"> • If you could learn about anything full-time, what would you study?

Vision
• If you pictured your best possible life 5 years from now, what does it look like? Describe your ideal future.
• What goals or dreams most excite or inspire you? Why?
• What unique strengths, abilities or skills come most naturally to you that you want to put to better use?
• When do you feel fully engaged and lose track of time? What activities absorb your focus?

LinkedIn Profiles are often a 'Sales Pitch' and not always honest or accurate with past experience nor true to the candidate's aspirations for the future. It may be advantageous also for Users to critically Review their own LinkedIn Profile in the AI interface, and rate their Skills Levels and Interest Levels in each of the stated areas on a scale of 1-5 (1 = low, 5 = high), e.g.:

- Technical skills in field/industry
- Project management
- Leadership
- Communication
- Strategic planning
- Budgeting/financial management
- People management
- Creativity
- Problem solving
- Decision making
- Collaboration/teamwork
- Time management
- Patience/persistence
- Adaptability

The overall purpose is for the AI analysis to delve into the nuances and truths behind sales rhetoric, factual statements, and latent desires.

Relevant Questionnaires Design cont'd



Examples/ Suggestions

(Refer to - The Website Handbook 'The Road to Your Destiny')

- Listing the User's Gifts, Abilities & Skills
- Listing the User's Needs, Goals & Desires
- Developing the User's Reality Dashboard

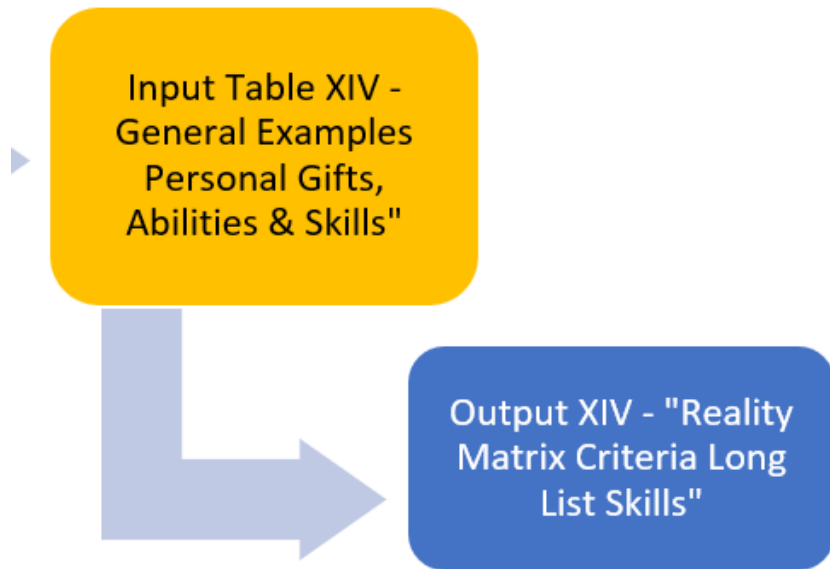


Once understood,
can lead to greater
satisfaction

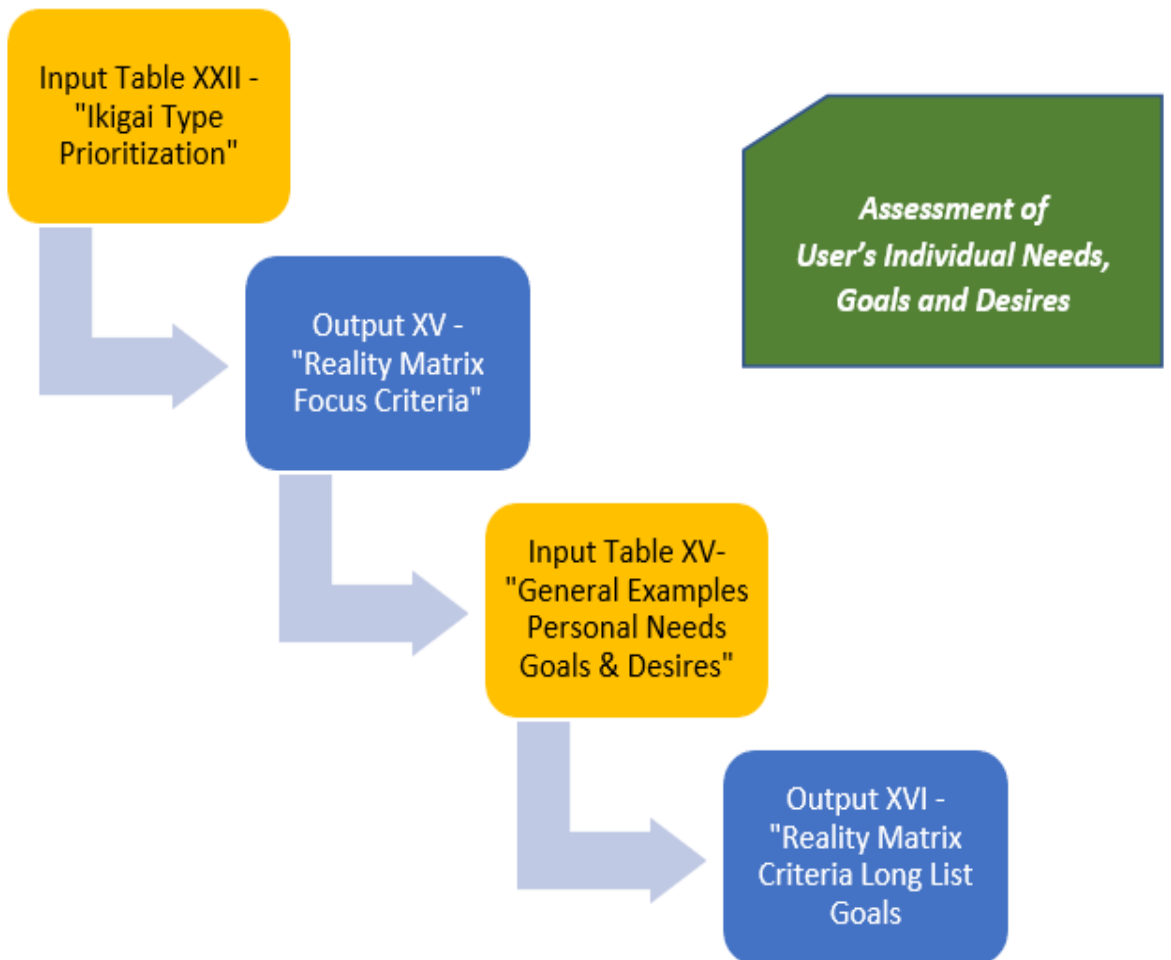
Motivated people
are driven by their
natural abilities



Listing the User's Gifts, Abilities & Skills



Skills Set Prioritization- Reality Matrix Criteria Long List



Input Table	Questionnaire or Other	Basis of Selection
Table XIV- General Examples of Personal Gifts, Abilities, Skills	Examples of 30 Action-based Core Skills and 75 Specialised-based Gifts and 115 General Functional-based Abilities are listed.	User browses and <i>clicks</i> on 21 total or adds his/her own skills.

The strengths (gifts, abilities, & skills) Questionnaire should be searching for, as output, those attributes which best define the User, which are useful to others, which are fuelled by his/her deepest passions and meet the aspirations of the User’s perceived Life Purpose. They may have nothing to do with the past.

While Enneagram Types natural talents are relevant, they don’t define an individual’s unique gifts, passion nor future life path. Traits do however guide the direction of instinct: They are worthy of mention to the User before he/she uses Instinct to relay inherent skills. They (by Enneagram Personality Type) are to:- TYPE 1. Guide, Mentor, Sage, Lead & Enlighten; 2. Nurture, Care, Counsel, Advise, Support & Developer; 3. Lead, Plan, Design, Build, Organize, Administer & Manage; 4. Create, Write, Perform, Act, Sing, Illustrate & Express; 5. Research, Investigate, Analyse, Simulate, Report, Document & Philosophise; 6. Commit, Follow, Prepare, Respect & Question; 7. Pioneer, Explore, Discover, Accomplish, Invent & Visualise; 8. Lead, Adventure, Hunt, Battle & Protect; 9. Reassure, Teach, Heal, Illuminate, Explain, Balance & Mediate.

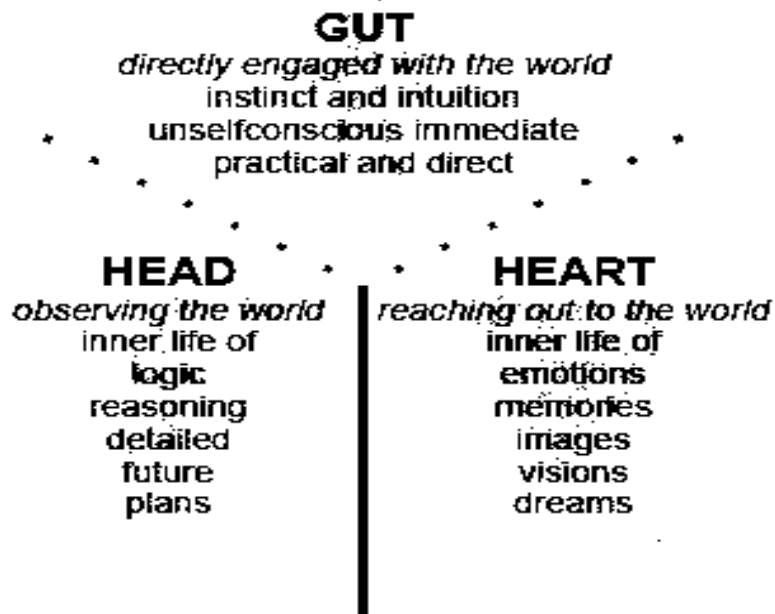
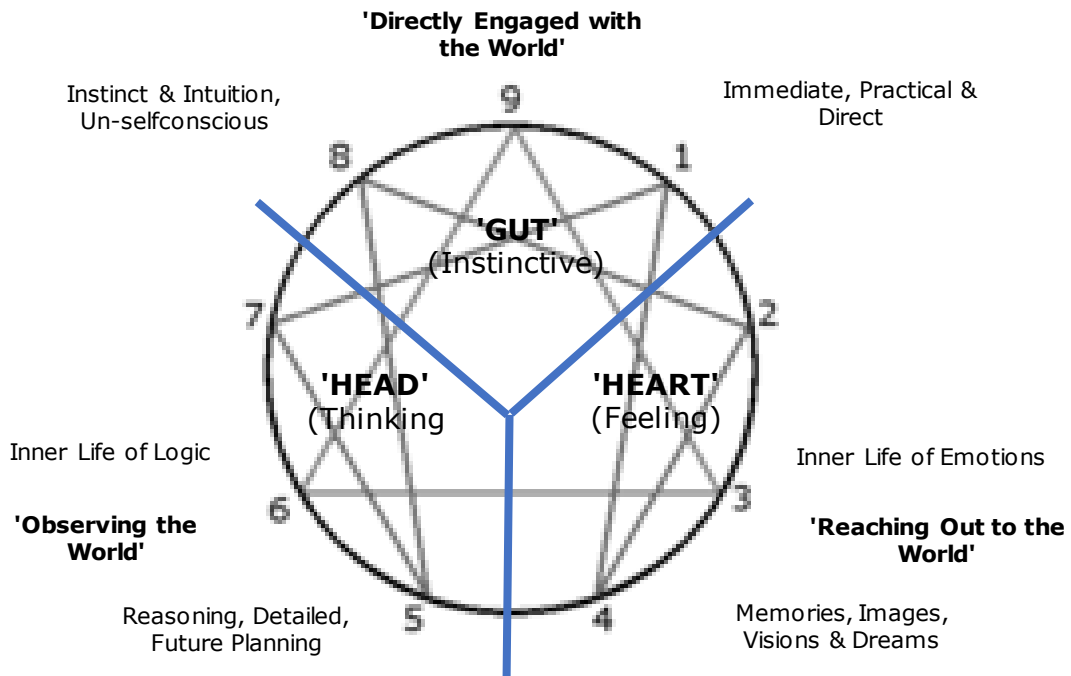
Instincts and natural strengths are not directly linked to motivation nor incentive to act. So, each User’s abilities list must be ‘bespoke’ and only relate to their specific skills and the motivations that are unique to them, not just the inherent instinct/ability of their Personality Type. The Questionnaire may be worded/designed to provoke answers to things the Users:

- feel most alive while doing;
- Is in their spirit, and make them feel full and grounded when doing it;
- consumes them when they are doing it and makes them lose track of time;
- can often be found close to danger and risk taking;
- have been doing all their lives, but don’t realise its strength unless somebody else mentions it;
- feel compelled to do;
- feel create strong emotions in them;

- recognise that arise in many life circumstances from work to love and family.

Each Enneagram Type is very much driven by either the ‘Gut, Heart or Head’ in its decision making, motivation and nurturing of talents. AI must assess this in its interpretation of the User’s Inputs. Gifts and Talents can be broadly categorizes using a Gut-Heart-Head distinction:

Personality Destiny Drivers



The Questionnaire Input should be designed to encourage the User to input an initial 'long-list' as broad and long as possible (suggested 21 total), and do so without too much self-analysis and deeper thought- and note items even if they don't match their current profession or pass times.

The list can include *Gifts, Abilities & Skills* drawn up and inputted on an ad-hoc basis, or drawn up in prompted categorizations, for example:

- 1) 30- Action-oriented or Trained core skills (eg. In politics, business, professions, sports, science, or arts-based vocations).
- 2) 75- Specialized (natural) vocational gifts, or talents (eg. In acting, speaking, writing, performing, conceptualizing, mentoring).
- 3) 115- General Role and Functional-based developed abilities (eg. In software design, project management, planning, marketing, negotiation, conflict resolution)

Category Lists Examples which might be used as prompts:

Action-based core skills:

Business Management; Politics & Economics; Professional Sports ; Acting / Drama; Art/ Drawing, Painting; Building / Construction; Carpentry; Cooking; Craft; Dressmaking & Sewing; Electronics; Fashion ; Gardening ; Graphics Arts ; House renovations and maintenance; Interior Decorating; Mechanics; Metal work; Model making; Movie Reviews; Music; Photography; Pottery; Publishing; Computing and Technology; Thinking and Writing. (30)

Specialised-based gifts:

Entertaining ability: to perform, act, dance, speak, magic; Recruiting ability: to enlist and motive people to get involved; Interview ability: to discover what others are really like; Researching ability: to read, gather information, collect data; Artistic ability: to conceptualize, picture, draw, paint, photograph, or make renderings; Graphics ability: to lay out, design, create visual displays or banners; Evaluating ability: to analyse data and draw conclusions; Planning

ability: to strategize, design and organize programs and events; Managing ability: to supervise people to accomplish a task or event and coordinate the details involved; Counselling ability: to listen, encourage and guide with sensitivity; Teaching ability: to explain, train, demonstrate, tutor; Writing ability: to write articles, letters, books; Editing ability: to proofread or rewrite; Promoting ability: to advertise or promote events and activities; Repairing ability: to fix, restore, maintain; Cooking ability: to create meals for large or small groups; Recall ability: to remember or recall names and faces; Mechanical operating ability: to operate equipment, tools or machinery; Resourceful ability: to search out and find inexpensive materials or resources needed; Counting ability: to work with numbers, data or money; Classifying ability: to systematize and file books, data, records & materials so they can be retrieved easily; Public Relations ability: to handle complaints and unhappy customers with care and courtesy; Welcoming ability: to convey warmth, develop rapport, making others feel comfortable; Composing ability: to write music or lyrics; Landscaping ability: to do gardening and work with plants; and Decorating ability: to beautify a setting for a special event. (75)

General Role and Functional-based developed abilities:

General Role and Functional-based developed abilities (eg. In software design, project management, planning, marketing, negotiation, conflict resolution). (115)

General Role & Function based Examples: Personal Gifts, Abilities & Skills

Ability to deal with Failure	Computer Literacy	Guerrilla Marketing	Logistics	Problem Solving	Social Intelligence
Ability to focus	Computers / IT	Health / Fitness	Magic	Programming	Social Networking
Ability to handle Change	Conflict Resolution	High Energy	Maintenance / Routine Tasks	Project Management	Software
Ability to make Friends	Creativity	Hiring / Recruiting	Making Connections	Public Speaking	Story Telling
Ability to spot new Trends	Critical Thinking	Human Resources	Marketing	Raise Money	Strategic Planning
Academics	Decision Making	Identify Strengths and Weaknesses	Math	Reading	Systems management
Accounting	Detail Orientation	Imagination	Meeting Management	Relaxation	Taxes
Adaptability	Dexterity	Imaginative	Money Management	Reliability	Teaching / Training
Advertising	Drawing	Initiative	Music	Relieve Stress	Time Management
Affiliate systems	Empathy	Innovation	Negotiating Skills	Research	Troubleshooter
Analyzing the past	Encouraging	Inspiring	Networking (in the virtual world)	Risk Management	Typing
Art	Enthusiasm	Integrity / Honesty	Networking (person to person)	Sales	Video Creation
Articulate	Fairness	Intuition	People Judgment	Self Control	Visualization
Asking Questions	Financial Management	Inventiveness	Personal Productivity	Self Management	Volunteering
Athleticism	Financial Planning	Jokes / Humour	Persuasive	Self-Assurance	Website
Awareness	Foreign Language	Leadership	Photography	Self-Discipline	Wisdom
Bookkeeping	Future Thinking	Learner	Planning	SEO	Wisdom (Guru)
Brainstorming	Futuristic	Legal	Polyglot (learn/know a many languages)	Sign Language	Woodworking
Communication Skills	Graphics	Listening	Positiveness	Singing	Writing

Source: Michalelhartzell.com

The Final Input will be a Long List of 21 perceived Gifts, Abilities & Skills

a) User's Gifts

- 1
- 2
- 3
- 4
- 5
- 6
- 7

b) User's Abilities

- 1
- 2
- 3
- 4
- 5
- 6
- 7

c) User's Skills

-
- 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7
-

Prioritization

Input Table	Questionnaire or Other	Basis of Selection
Table XXII- Ikigai Prioritization	21 Overall Skills, are reduced to 6 total by categorization from Levels 1 to 6 in Ability by Questionnaire asking Ikigai and Level of Ability questions for each	A Skills Set is derived by Rankings

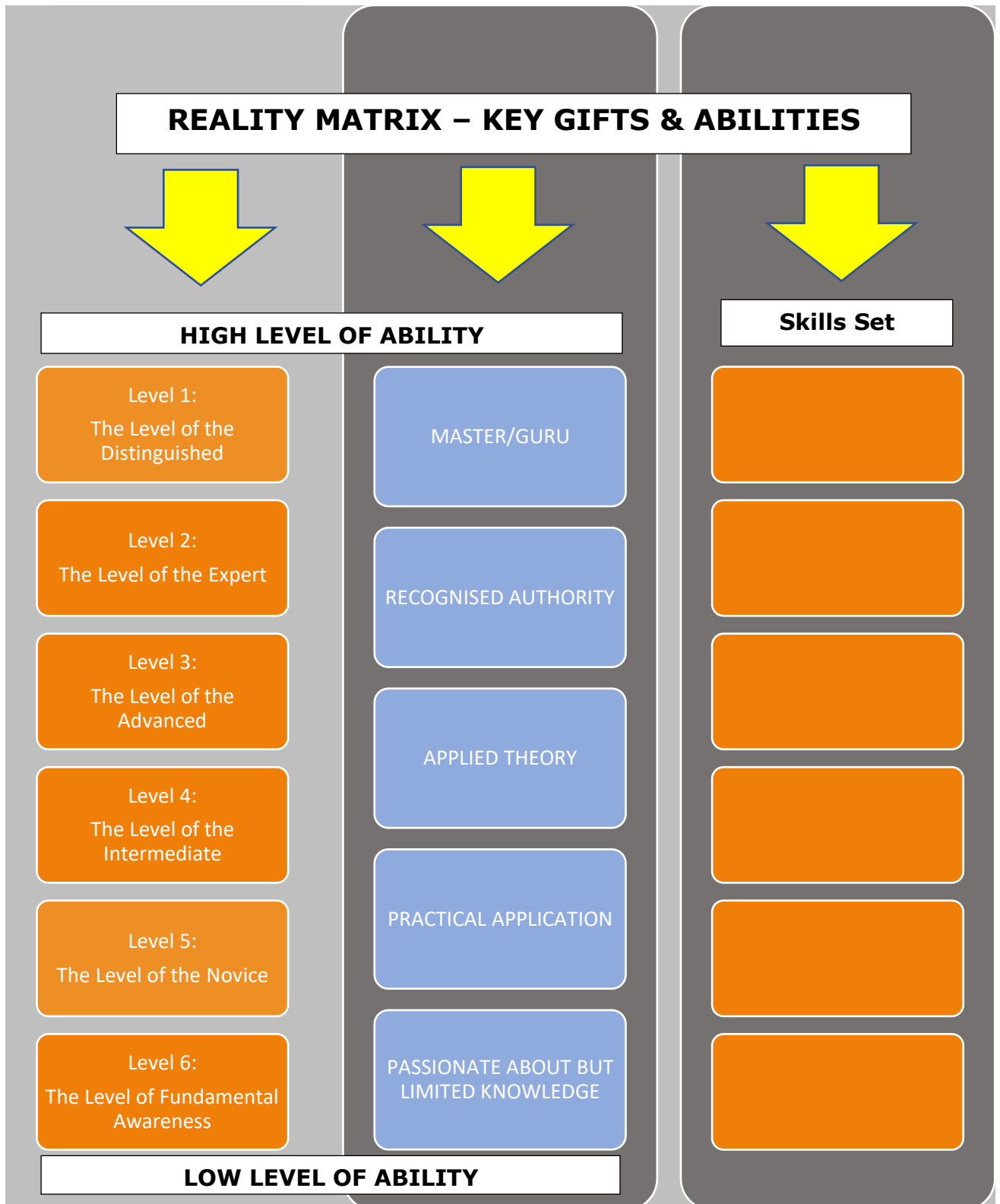
It is proposed that the further focused selection/Prioritization be based on the TOP-6 combined Skills Set (Gifts/Abilities/Skills) for onward analysis (to a 'Reality Matrix'). Selection should be made only after honestly answering the following questions, relating to each Gift, Ability or Skill. AI-algorithms may then analyze these answers and make the selection that AI assesses as the likely priority/ importance of the long list of gifts/abilities.:

Ikigai Sweet Spot Prioritization

1. What ability have you been most blessed with?
2. What could you excel at & be in the top percentile in the world doing of?
3. What are you most passionate about doing?
4. What do you consider you were born to do?
5. What do you do that aligns with your life purpose?
6. What are you phenomenal at?
7. What amazes you that you can do without even trying?
8. What are you doing when you hit a groove?
9. What do you do that just flows out of you?
10. What do you do that taps into some innate ability?
11. What activity gives you a surge in energy and ideas?
12. What are you drawn to doing?
13. What would you pay to be able to do?
14. What activity would you do if money was not an issue?
15. What can you do that you can't explain how you do it?

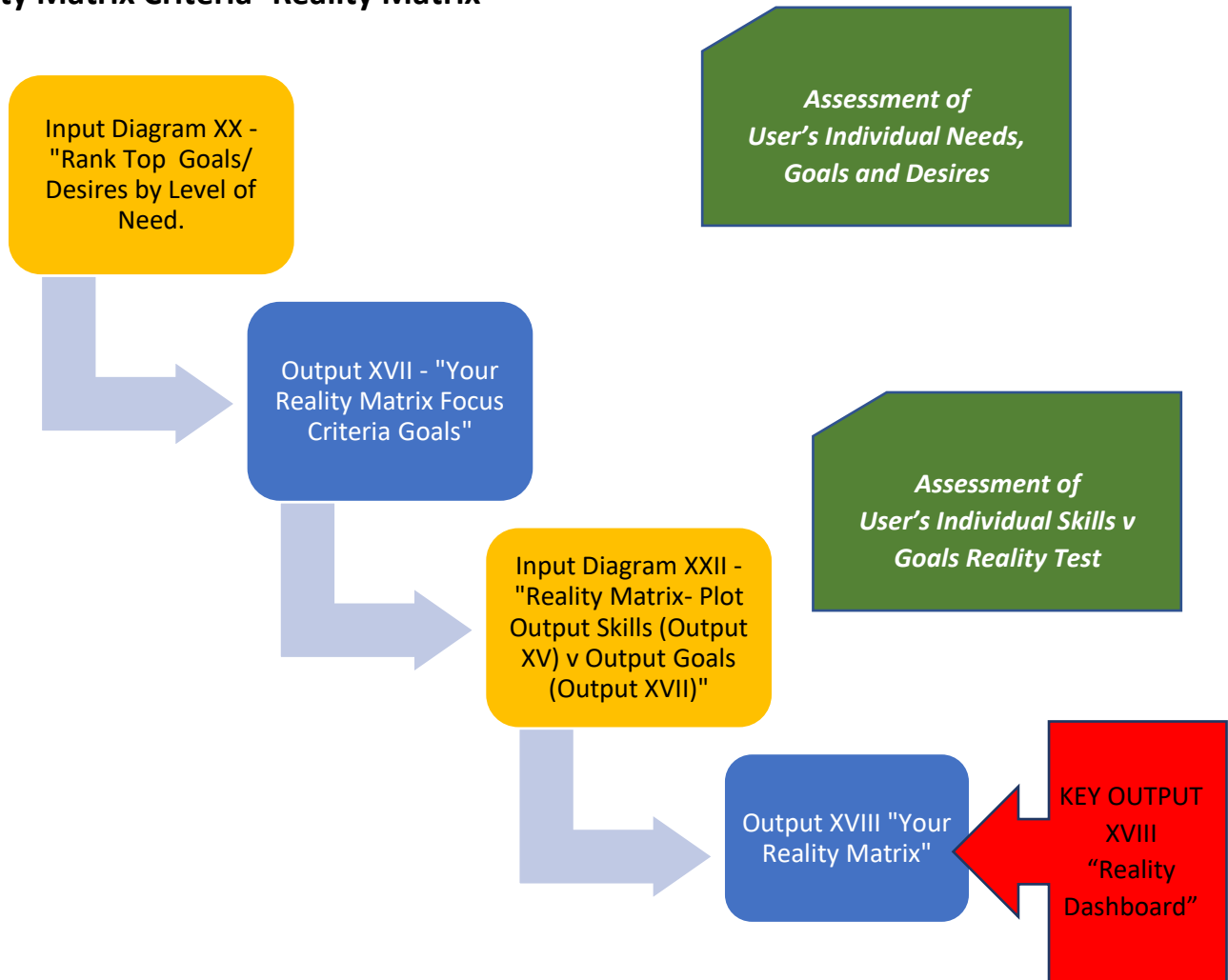
AI will rank them from 1 to 6 based on *relative* levels of Ability/ Competency from Level 1 'Master' to Level 6 of 'Fundamental Awareness', as assessed by all the User Input. The Users may well have competent skills which they are openly or subconsciously passionate about but still require further development.

Reality Matrix – 6 Gifts, Abilities, Skills (Based on AI selection)



Listing the User's Needs, Goals & Desires

Reality Matrix Criteria- Reality Matrix



Input Table	Questionnaire or Other	Basis of Selection
Diagram XX- Rank Top 8 Goals by Levels of Need	Ranked by Levels of Hierarchical Needs by Prioritization	8 Selected and Ranked by Needs 1 to 8
Diagram XXII- Reality Matrix – Plot Output Skills v Output Goals	AI will automatically Plot Skills v Goals by Level of Ability and Level of Need	AI will Select 9 Priority Goals from Levels 8/7/6 and within Skills Levels 1-3.
Diagram XXIII- Select Top 4 & Plot Reality Dashboard		User/AI will Select 4 from 9 presented above

Categorization of Goals

The classic profile of most busy people getting on with life is: 1- Improving health and well-being, taking exercise, and eating well as a day-to-day objective which might be being neglecting. 2- Nurturing personal and professional relationships as ‘work-in-progress’ something not planned for or the subject of set targets. 3- Intellectually, after graduation developing the mind, but restricted to what emerges in one’s business life. 4- Growing in spirituality possibly but most probably on the back burner. 5- Family, but as a busy businessperson, professional or even manual labourer on a taxing work schedule, Mr or Mrs Average only strives to spend as much quality time with their family, although most people are fully aware of the need to do more to strengthening one’s family unit.

To offset this rather negative reality, the Needs/Goals/Desires Questionnaire must be designed to dig a lot deeper and Determine and Prioritize Real and Latent Personal Needs/ Goals in Life. Life goals are what Users want to achieve in the long run, and they’re much more meaningful than just ‘what needs to be accomplished day by day to survive’. Personal goals revolve around:

- Self-development
- Professional success
- Family life
- Life as a whole

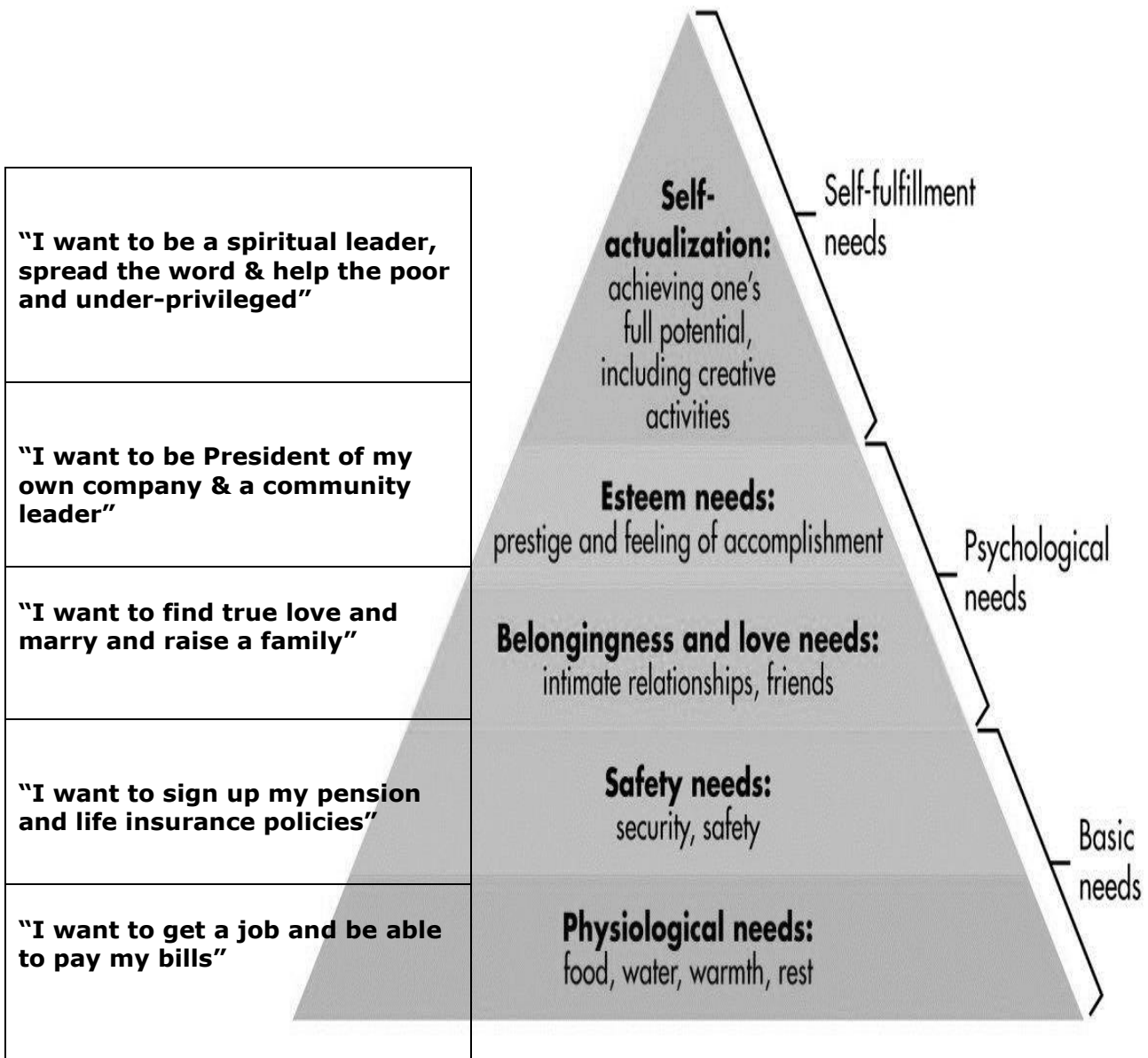
Intrinsic and Extrinsic Goals

1. *Intrinsic goals* relate to emotional intimacy, personal growth, and helping others. They are aligned with needs as humans, reflecting inherent desire for self-knowledge and more fulfilling relationships.
2. *Extrinsic goals* are more culturally defined and less about nature as human beings, encompassing things like physical appearance, social standing, status symbols, and wealth.

Research suggests that intrinsic life goals meeting levels of need are related to greater happiness, self-actualization, vitality, and satisfaction with life, compared with extrinsic life goals.

Intrinsic Life Goals satisfy the needs that stem from being human, including our psychological and self-fulfilment needs, as shown below in Maslow’s Hierarchy.

Maslow hierarchy of Needs



However, evidence also shows that the content of our goals may be less important to our well-being than our reasons for pursuing them. Having the 'right' reason for goal pursuit—irrespective of the aspiration itself, that is—has been found to contribute most to our well-being. "I want to provide financially for my daughters so they can live a more privileged life and not slaves to jobs they don't love".

The Needs/Goals/Desires Questionnaire must cover the above categories and concepts and seek rankings of importance. Examples to set the scene are:

General Examples: Personal Needs, Goals & Desires

Intrinsic Life Goals might include:

• Having a loving marriage or a trusting relationship with your partner;
• Finding and keeping a healthy work-life balance, dedicating more time for friends and family;
• Living with integrity, being honest and open with all your peers;
• Inspiring others through sharing your beliefs;
• Being a great listener encouraging others to turn to and follow you;
• Being an expert in your field and using your knowledge to help others.

Extrinsic Life Goals might include:

• Owning the very latest Tesla car;
• Becoming a millionaire;
• Getting a big promotion or securing a senior position at work;
• Securing the lead role in a movie;
• Owning a small business;
• Visiting every country in the world.

Self-fulfilment Needs-based Goals in General, might include:

• Being a Better Parent;
• Becoming an inventor;
• Being a successful entrepreneur;
• Creating personal brand;
• Getting a degree;
• Learning new vocational Job Skills.
• Become Debt Free;
• Increasing in Fitness;
• Living Abroad;

• Investing in Real Estate;
• Becoming a Life coach/ Mentor;
• Reach and Maintain Ideal Body Weight;
• Learning a New Skill or Trade;
• Learning a new Language;
• Finding a more fulfilling Career;
• Buying a House;
• Saving Enough to Retire;
• Changing/finding a new Partner;
• Funding Children’s private Education;
• Learning a Foreign Language;
• Generate a Passive Sources of Income;
• Decluttering Life;
• Going on a world Cruise;
• Researching Family Tree;

Personality Development Goals might include:

• Increasing Willpower;
• Embracing Empathy;
• Practicing Mindfulness;
• Listening more Actively;
• Becoming a more Well-Rounded Individual;
• Caring Less About Others’ Opinions;
• Improving Body Language;
• Getting Along With Others;
• Getting to Love Yourself;
• Creating a Legacy to be Proud Of;
• Avoiding Procrastinating;
• Getting Recognized for Skills;

• Becoming an early Riser;
• Becoming More Proactive;
• Mastering the Art of Conflict Resolution;
• Generating Self-Confidence & Self-Esteem;
• Learning How to Achieve Long-Term Goals;
• Letting go of the Past;
• Reading & Studying More;
• Becoming More Resilient;
• Becoming an Effective Manager of Stress;
• Ignoring personal Limitation;
• Sharing Oneself/ Transferer of Knowledge;
• Becoming More Spiritual;
• Becoming a decisive Decision Maker;
• Working on growth of Mindset;
• Becoming More Emotionally Intelligent;
• Making a Difference as an Activist;

Universal *Desires* that Drive Behaviour that might be added to, and analysed with, these criteria and categories include:

- Acceptance, the need for approval
- Curiosity, the need to learn
- Eating, the need for food
- Family, the need to raise children
- Honour, the need to be loyal to the tradition values of one's clan/ethnic group
- Idealism, the need for social justice
- Independence, the need for individuality
- Order, the need for organized, stable, predictable environments
- Physical activity, the need for exercise
- Power, the need for influence of will
- Romance, the need for sex
- Saving, the need to collect
- Social contact, the need for friends (peer relationships)
- Status, the need for social standing/importance
- Safety, the need to be safe
- Vengeance, the need to strike back/to win

Motivations that Drive Behaviour might also be included in the AI analysis:

- **Family-** The motivation behind a drive toward family is strong in most loving people. It is driven by the natural desire to protect a spouse and raise children and is connected with an intrinsic feeling of love.
- **Honour-** A lot of people have a strong moral and ethical code which they aspire to follow. A motivational drive for honour is fuelled by a desire to obey such moral codes and achieve an upstanding character. The intrinsic feeling breeds loyalty when one knows he/she has acted in ways that meets with the approval of the social group to which the individual wishes to belong.
- **Independence-** The drive for independence has become stronger in every generation since the young become less reliant on their parents and move away from the family home. It is motivated by a desire for self-reliance/autonomy.
- **Order-** Despite a desire for more independence, this motivational drive is based on a desire for organization and routine in whatever new environment we find ourselves. In many ways, since man's hunter-gatherer and tribal past, this universal desire is important to maintain not only one's physical safety, but also one's well-being. The associated intrinsic feeling is stability.
- **Acceptance-** The underlying motivation behind a strong desire for acceptance is also linked to social groups and communities where the individual desires approval and acceptance by peers. It extends beyond feeling accepted by family, friends, or co-workers. Another important component of acceptance involves self-acceptance.
- **Curiosity-** Homo Sapiens survival has been down largely to its curiosity, and consciousness. The desire of curiosity represents a hunger for knowledge, followed by an intrinsic feeling of wonder or awe. It's spiritual for some people. For many learning inspires passion, including a deep curiosity to understand oneself, others, and the wider world.
- **Idealism-** This drive is thought to come from perhaps a forlorn hope/ desire for eutopia based on altruism or social justice everywhere. This motivational drive may be expressed behaviourally through taking actions to correct what appears to be unjust or through giving one's time, energy, or goods to others who are perceived to be in need. Along with these behaviours comes an intrinsic feeling of compassion. Desires of reformers, helpers, thinkers, and peacemakers.
- **Money-** Money throughout history has succeeded where Gods and kings

have failed. Money has become the most universal and most efficient system of mutual trust ever devised, bridging all cultural gaps, which doesn't discriminate on the basis of religion, gender, race, age, or sexual orientation. Humans seem to have an inbred extrinsic life desire for money, almost above all else. Since many cannot think of happiness without money, prosperity is very linked to happiness. For this reason, people love money and would do anything possible to possess more money so as to enjoy a happy life.

- **Experience-** Some people are just driven to do things for excitement, experience, enjoyment, pride – 'climbing a mountain because it is there'.

From the above analysis and questionnaire responses, the User's Reality Matrix Criteria Long List of 18 Needs, Goals & Desires would be drawn up:

a) User's Needs (Have to have)

1
2
3
4
5
6

b) User's Goals (Want to achieve)

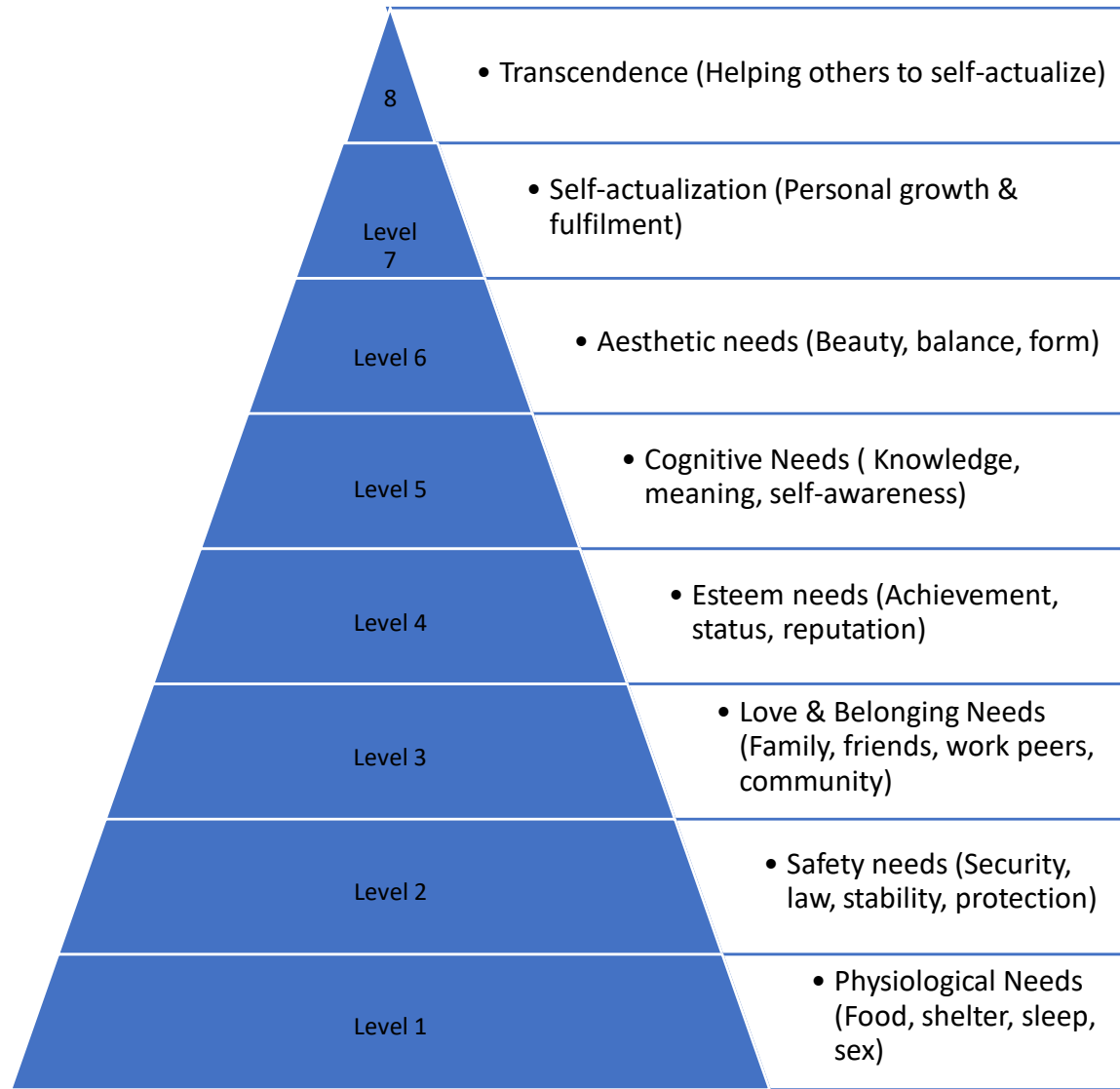
1
2
3
4
5
6

c) User's Desires (Oh if Only I could)

1
2
3
4
5
6

The Link between Desire and Need

The 'Goals and Desires' are then shortlisted to 8 by the AI algorithms, analysis of all the above, and ranked in order of the closest 'Need', according to the 8 levels below:



Levels 1 and 2 are considered 'Basic Needs'; Levels 3 and 4 'Psychological Needs'; 5 and 6 'Self-Fulfilment Needs' and Level 7 relating to the highest level of 'Transcendence' and going beyond the self.

Input Table	Questionnaire or Other	Basis of Selection
Diagram XX- Rank Top 8 Goals by Levels of Need	Ranked by Levels of Hierarchical Needs by Prioritization	8 Selected and Ranked by Needs 1 to 8

**AI-Derived User Reality Matrix Criteria Short List –
Goals & Desires” (based on your Levels of Needs)**

Lower Levels of Hierarchical Needs

Level	Need	Description	Goal/ Desire
1	Physiological	Food, Money, Shelter	
2	Safety	Stability, Protection	
3	Love & belonging	Family, relationships	
4	Esteem	Status, Role, Reputation	
5	Cognitive	Knowledge, Self-awareness, Understanding	
6	Aesthetic	Spiritual awareness, Beauty	
7	Self-actualization	Self-fulfilment, Achievement, Personal growth	
8	Transcendence	Spiritual Awakening, Enlightenment	

Higher Levels of Hierarchical Needs

Forming the User's Reality Dashboard

Input Table	Questionnaire or Other	Basis of Selection
Diagram XXII- Reality Matrix – Plot Output Skills v Output Goals	AI will automatically Plot Skills v Goals by Level of Ability and Level of Need	AI will Select 9 Priority Goals from Levels 8/7/6 and within Skills Levels 1-3.

The purpose is to match the Users' greatest 'Desires and Dreams' to their existing or inherent/latent/potential skills which may still be under-developed but *developable* based on core skills, passion, and a mission to follow a chosen path of Destiny.

Having derived a Long List of perceived 'Gifts, Abilities and Skills'; and then ranked the Top *preferred* 6 as a 'Skills Set', based on existing 'Gifts and Abilities', and ability to improve, they were ranked by AI from a Level 1 of Mastery to a Level 6 of basic novice current knowledge or ability.

The Users then selected a Long List of their perceived 'Needs, Goals and Desires'; and then AI ranked their Top 8 *preferred* 'Goals and Desires' based on 'Level of Needs' appropriate or achievable. The Lowest Level of Needs and often easier to achieve are those considered 'Basic Needs' and 'Psychological Needs'; while the Higher Levels of Needs are often more difficult to achieve and relate to 'Self-Fulfilment, Enlightenment and Transcendence' and basically going beyond the self to a higher awareness. These are invariably linked to what the analysis derived as 'Higher or Primary Purpose in Life'.

Reality Dashboard

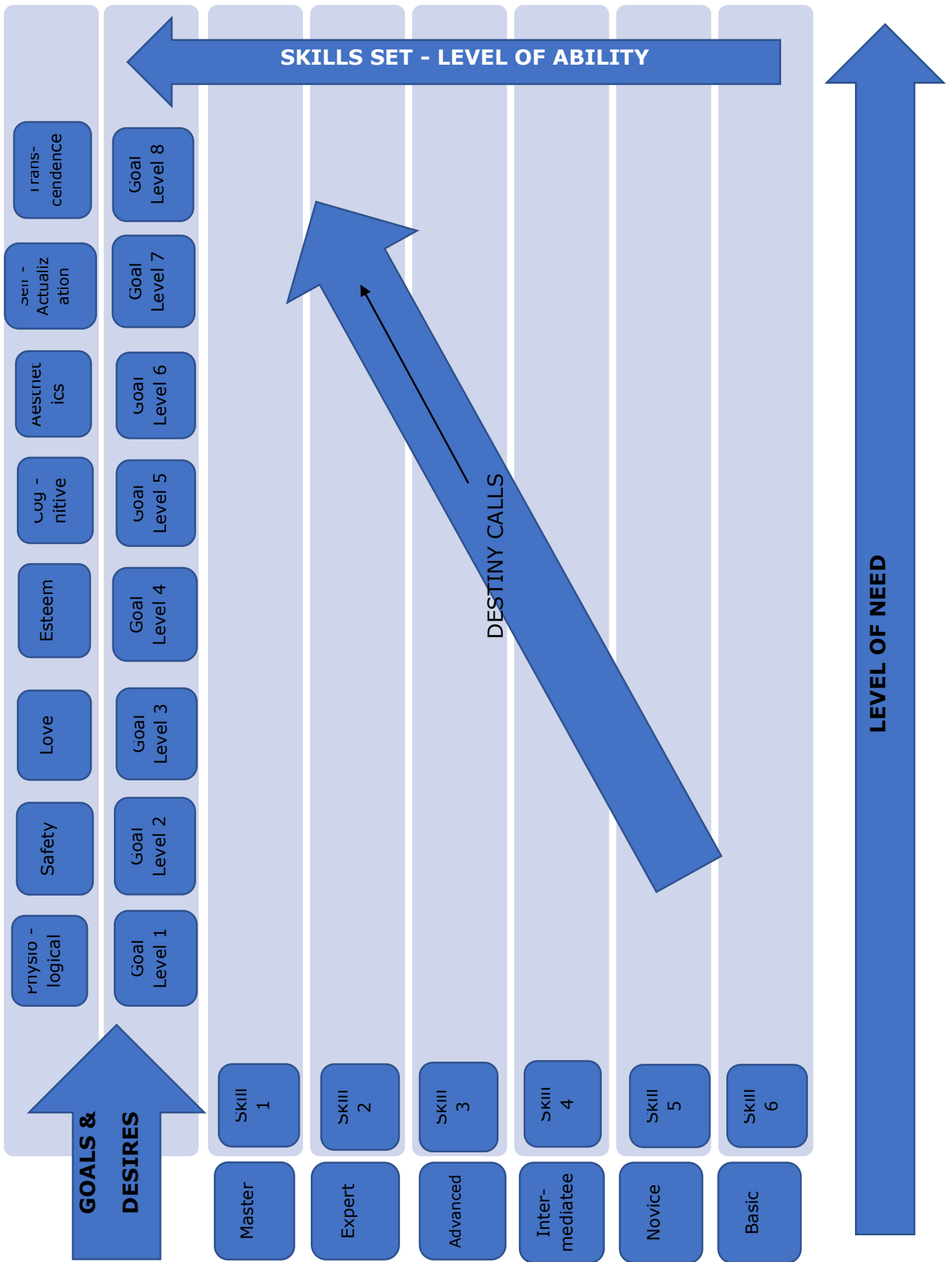
Input Table	Questionnaire or Other	Basis of Selection
Diagram XXIII- Select Top 4 & Plot Reality Dashboard		User/AI will Select 4 from 9 presented above

The AI-algorithms now Plot each of the Users' 8 chosen Goals and Desires ranked by their Level of Need against the assessed Skills Set appropriate to each Goal and Desire – on "A Reality Dashboard". From this diagrammatical representation, the AI outputs a shortlist the Top 4 Goals and Desires, ranked accordingly to the User's current level of Ability.

Goals & Desires (ranked according to Maslow's Hierarchy of Personal Needs) are therefore plotted against Levels of the User's current perceived Levels of Ability (ranked 1-6 from Mastery to Basic Knowledge).

Then a shortlist Top 4 Goals and Desires, are derived, ranked accordingly to the User's Desire/Level of Personal Need and current Level of Ability. In parallel an 'Achievable Level', is assessed based on a AI analysis, and on the basis of a potential programme of self-development, which will form part of the AI-produced "Destiny Road Map".

These aspirations will be featured in the Top Right-Hand Quartile of the Diagram/Graph. The latter will be included by AI as potential *outliers* based on Levels of Passion and provided the required Level of Competency/Ability is considered Achievable (ie. according to an 'Artificial Intelligence based Reality Assessment'). Maybe Elon Musk always felt he wanted to colonise Mars for the benefit of humanity's long-term survival?



**Reality Matrix –
4 Goals/Desires
6 Skills / Abilities**

Focus Goals & Desires	
1	
2	
3	
4	

Ranked Skills Set

4. DEVELOPING A LIST OF THE USER'S MOST VALUABLE IDEAS/DESTINY PYRAMID

To Develop the AI/Algorithmic-based Destiny Choices from the User's Profile & MCQs

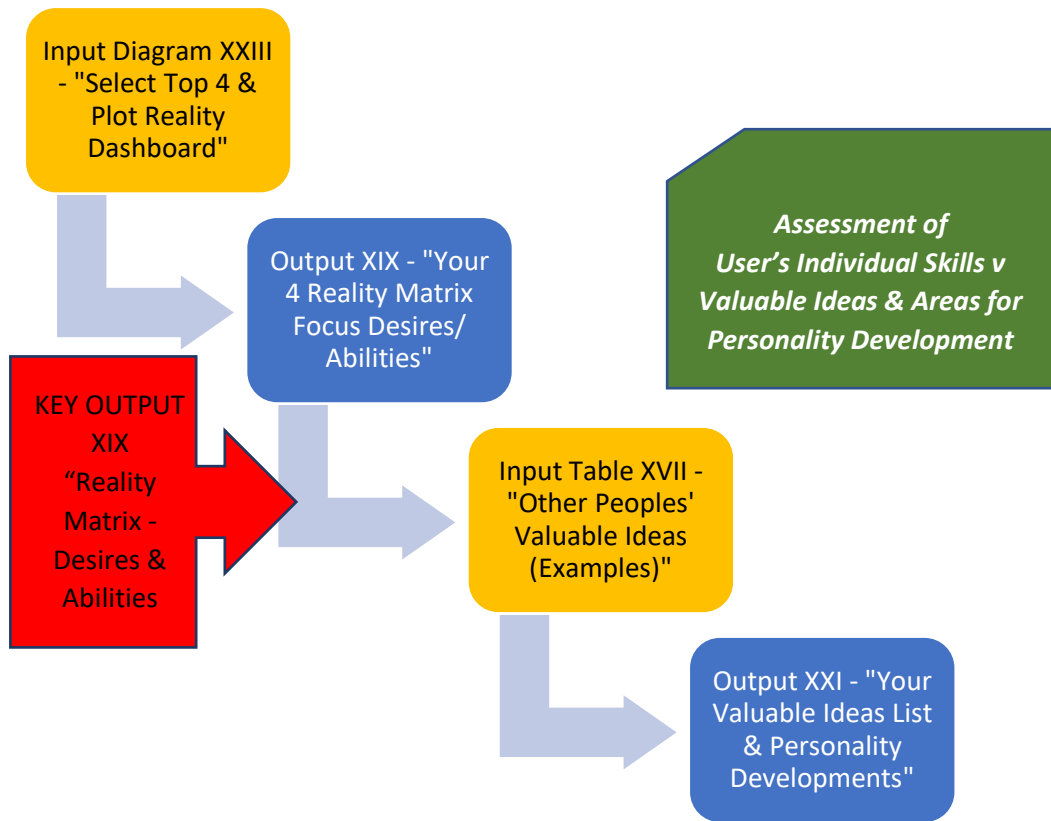


(Using Questionnaire Outputs and Links to AI and Enneagram Type Career and Relationship Databases and opted-in LinkedIn Social Network Sites)

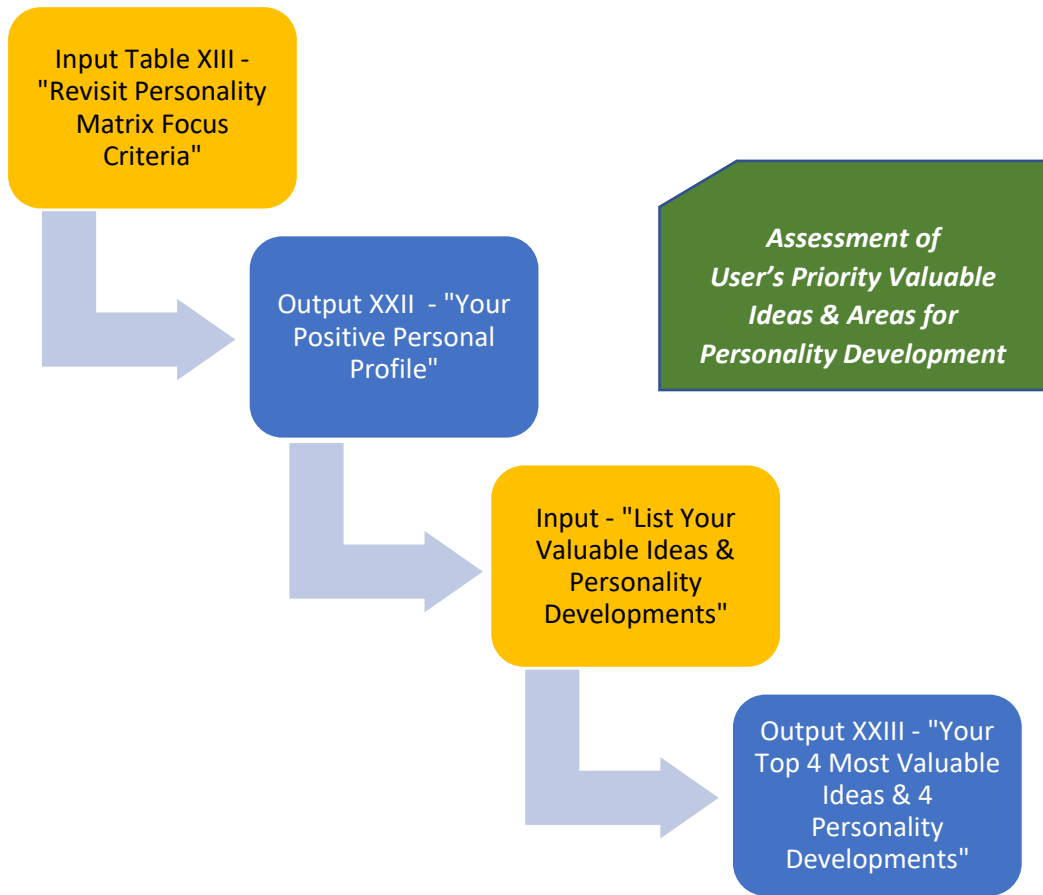
The Stages of the AI analysis must include: Building the User's 'Destiny Pyramid'; Developing a Destiny Choice Criteria; and Concluding a Destiny Choice. The '**Apex**' of the Destiny Pyramid will likely be the User's Ultimate Life Purpose & Legacy Goals; describing what the User feels is his/her life purpose and destiny. What legacy he or she wants to leave behind. The 'Middle Ground' of a Destiny Pyramid should focus on goals aligned with purpose achievable within 10-15 years. To answer this the analysis needs to assess measurable goals that the User can set to achieve his/her life purpose in the next 10-15 years and set the scene for the ultimate goal. At the 'Base' - Current skills/abilities will have been identified that support current destiny goals.

Current skills and proven abilities that the User already has that support the long-term destiny goals, will have been easily identified, and in terms of a career probably confirmed by analysis of the User's existing LinkedIn profile. More subtle will be the skills assessed by AI that are identified as likely to help make the Users' goals more credible.

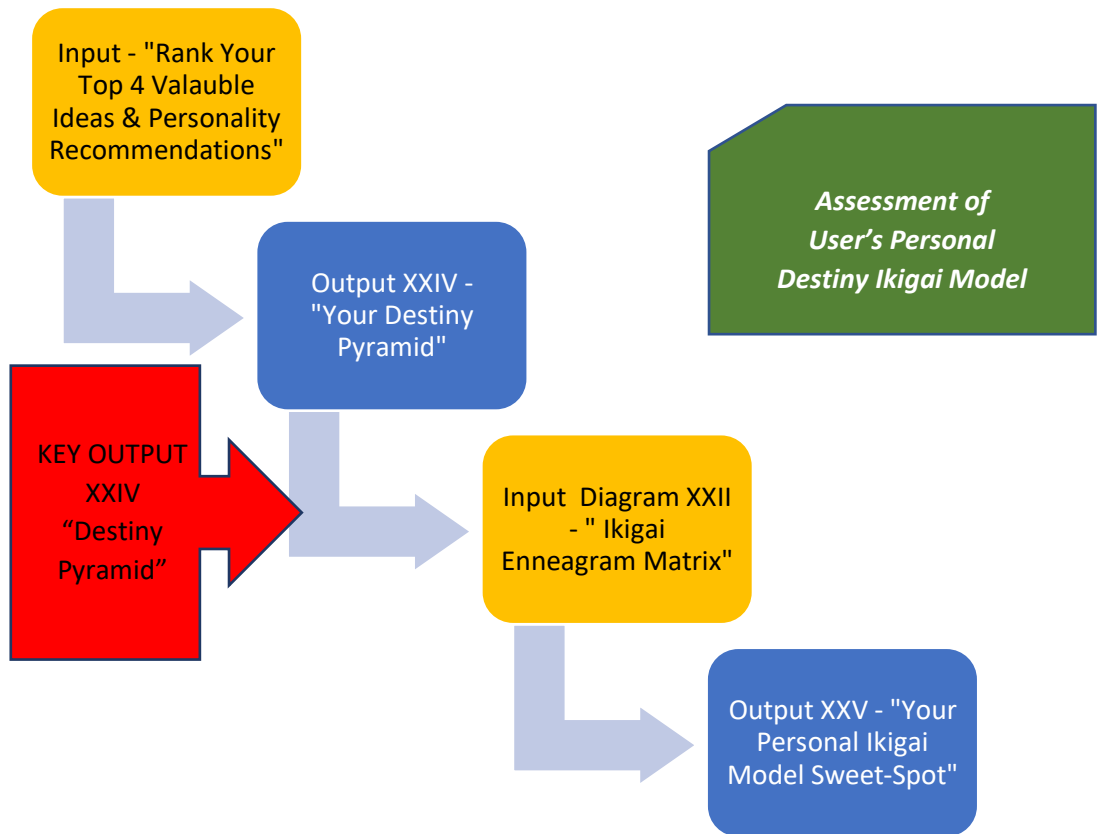
Reality Dashboard- Valuable Ideas



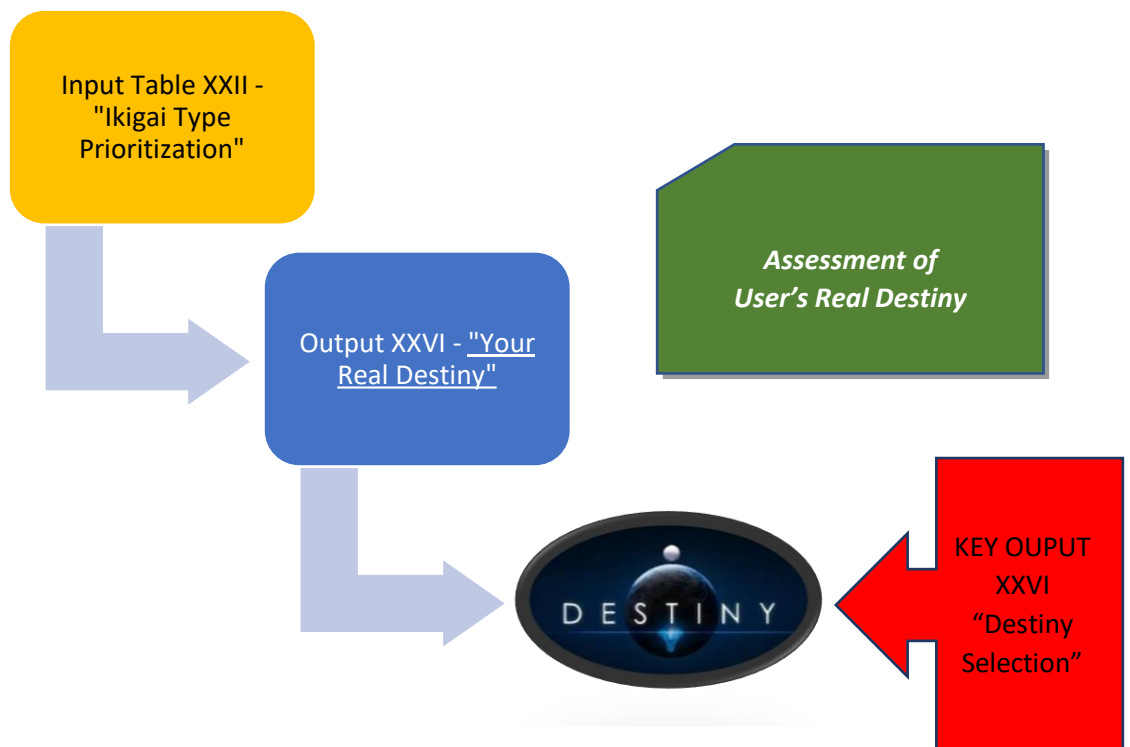
Personal Profile- Top 4 Valuable Ideas



Destiny Matrix- Personal Ikigai Model



Destiny Prioritization- Personal Final Solution



Input Table	Questionnaire or Other	Basis of Selection
Table XVII- Other Peoples Valuable Ideas	150 Random Ideas as examples to browse and click.	Browse and Select 2 max
Table XXI Long List of 20 Valuable Ideas	See 'Valuable Ideas Selection Business Criteria'	See 'Valuable Ideas Selection Business Criteria'

The AI analysis will have to assist the User in identifying 'Valuable Ideas' that are achievable, meaningful, and purposeful – not pipe dreams. But if there is no 'Passion' behind Users' 'Most Valuable Ideas' - they will unlikely define their 'Real Destiny' or 'Mission' in life- but are more likely to reflect their chosen Profession or Vocation to-date (ie. their LinkedIn profile so far). 'Valuable Ideas' will be inextricably linked in some way or other to the four focused 'Goals and Desires', the 6 'Core Skills and Abilities' and the areas for personal improvement, ie. 'Personality Recommendations' which have been the key output of the MCQ/AI analysis up to this point.

But if Valuable Idea(s) are to become a User's future 'Vocation and Source of Income' as well as his/her 'Reason for Being' – then they will need to satisfy all four components, described by the 'Ikigai Reality'. Ikigai is the union point of four fundamental components of life: passion, vocation, profession, and mission. In other words, where; what you love meets what you are good at, meets what you can be valued and paid for meets that which the world needs.

So, while not subduing passion, the AI Guide should highlight certain pointers, in terms of 'Features of Valuable Ideas': The Ikigai Sweet Spot, Originality, Counter-Intuitive, Ease of Understanding, Marketability, and Personal Uniqueness.

Features of Valuable Ideas



Ikigai- The point of union of: Passion, Mission, Vocation, Profession.

Originality- Originality is probably one of the most important factors in making an idea valuable to you, not being mundane, more of the same.

Counter-Intuitiveness- An idea immediately becomes far more valuable if it is counter-intuitive, 'thinking outside the box'.

Ease of Understanding- A valuable idea can usually be summarized and transmitted easily, even if complex in its design.

Marketability- Research what people actually want to buy and then create something for that target market.

Personal Uniqueness- Based on User's 4-selected goals and desires and 6-skills and abilities, and 2- personality traits with areas for personal development.

With regards to the latter (2- areas for personal development) AI would derive these from analysis of the User's goals, desires, skills, personality type, virtuous traits (virtue, holy idea, basic desire, level of liberation, level of psychological capacity, level of social value & contribution), value base (higher purpose, saving grace, sacred cows, home truths)

Selection of 2 Personality Recommendations



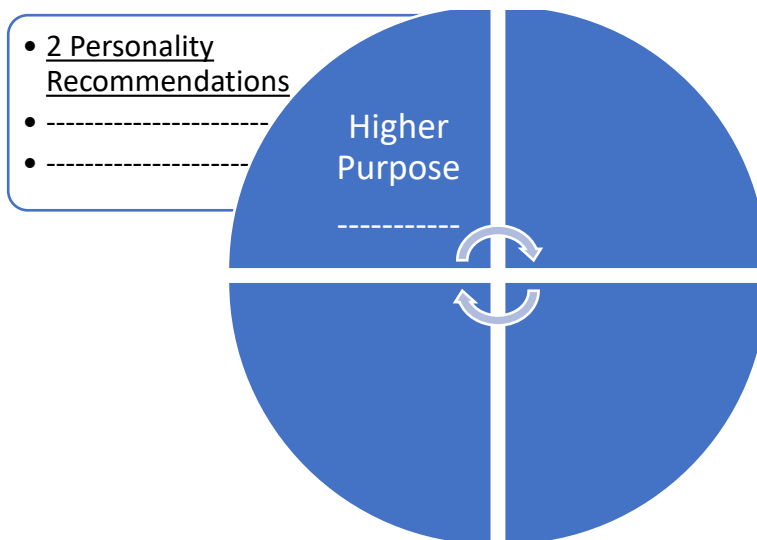
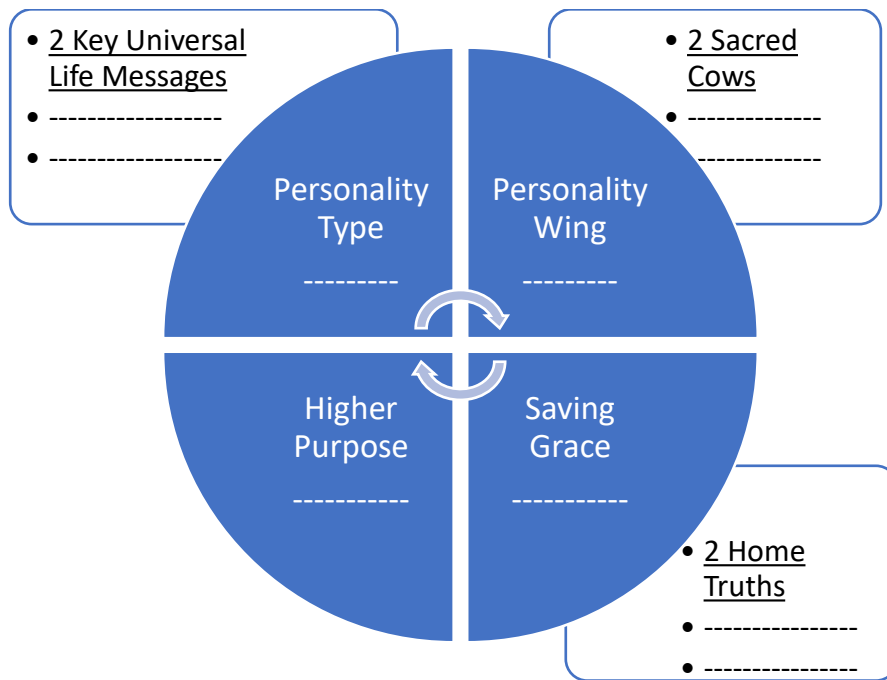
Personality Type Characteristics

- 1. Virtue _____
- 2. Holy Idea _____
- 3. Basic Desire _____



Personality Traits (Healthy Levels Of Development)

- 1. Level of Liberation _____
- 2. Level of Psychological Capacity _____
- 3. Level of Social Value & Contribution _____



Seven Dimensions of the Features of Valuable Ideas

Destiny, fulfilment, happiness, and purpose will normally come when a User is improving him or herself; living up to personal values; doing what is natural for his/her personality type when at its best; delivering on core goals and desires; doing something he/she is passionate about, good at, and that helps others: and the idea should be special, simple, and viably successful.

The AI analysis behind the Users' long-list selections of 'Valuable Ideas' should therefore be designed to tick the following boxes:

First- Focus only on ideas that are:

- Original
- Intrinsically easy to understand if not implement
- Maybe counter-intuitive

Second- Focus only on ideas where the Users' involvement entails doing:

- Something they are passionate about
- Something they are good at
- Something that helps others

Three- Focus only on ideas that relate directly to the Users' Personality Goals, Desires and Skills Set:

- User's 4 selected Goals and Desires
- User's 6 declared Core Skills and Abilities

Four- Focus only on ideas that best match the User's natural Personality Characteristics and Traits at Healthy Levels of Development:

- Virtue
- Holy Idea
- Basic Desire
- Liberation
- Psychological Capacity
- Social Value & Contribution

Five- Focus only on personal value drivers and ideas that truly deliver, recognise, accommodate, and capitalise on the User's own 'Personal Values' Set. This is based on the earlier AI-assisted analysis and outputs on:

- Higher Purpose
- Sacred Cows

- Home Truths

Six- Focus on ideas that will make the User a better person by addressing his/her:

- Selected key Personality Recommendations

Seven- Focus on the Healthy Traits to the User's Enneagram Personality Type and highest level of development-

- Type One- Tolerance and Serenity
- Type Two- Altruism and Humility
- Type Three- Genuineness and Truthfulness
- Type Four- Creativity and Emotional Balance
- Type Five- Discovery and Understanding
- Type Six- Courage and Self-Affirmation
- Type Seven- Gratitude and Sobriety
- Type Eight- Magnanimity and Self Control
- Type Nine- Fulfilment and Action

Valuable Ideas Long List

“Other Peoples’ Valuable Ideas” can possibly be used as prompts, but the Users should be encouraged to generate their own, checked by AI against the prior criteria, and categorized as such in the long list of 20 selected:

AI-generated random Valuable Ideas

Turn Professional Golfer	Set up a Coach Business	Give up Job & Care for Kids	Become a Private Investigator
Drop out of Uni and Do my Thing	Shopping Service for the Old	Make my Worst Enemy my Friend	Retire to a Cheaper Country
Become a Space Tourist	Sack Under-Performing Staff	Establish a Golf Society	Found a 3rd World Private School
Become an Organ Donor	Be a Community Leader	Convert / Become a Muslim	Float my Business on Stock Xchge
Tell my Mom I love Her	Patent my Best Idea	Leave my Job & Become a Teacher	Set up a Mobile Car-Wash Business
Become a Free Mason	Campaign for Women's Rights	Form a Translation Service	Coach a Football Team
Find a New Partner in Life	Help Reform Ex-Convicts	Leave the City & Become a Farmer	Learn a Foreign Language
Forgive	Promote Gay Rights	Become a Magistrate	Buy a Bar in Spain
Travel the World with a Message	Import Super Foods to UK	Start a Pet Business	Crowd Fund my Charity Idea
Set up a Band	Become an On-Line Lawyer	Establish over 65 Dating Agency	Do Ayahuasca in Brazil
Set-Up Home Based Catering Business	Buy my Grandkids a home each	Leave my Abusive Husband	Buy myself a Motor Bike
Become a Mentor to a friend	Create an Affiliate Marketing Program	Beat my Depression	Go Home
Adopt a Child from Colombia	Liquidate all my assets	Write a Book	Become a Samaritan
Do a Master's Degree	Blackmail a Bad Man	Give up Alcohol & Drugs	Become a Buddhist
Declare myself Gay	Set up Woodwork Shop	Establish my own Architectural Firm	Plant Trees
Lead My Own Life	Leave my Job & My Wife	Become Green Peace Campaigner	Arrange Car Boot Sales
Have sex more often	Buy Shares in 20 Companies	Re-Marry my Ex	Print On-Demand T-Shirts

Form a Leer Jet Timeshare	Buy a Tesla Electric Car	Develop my own YouTube Video	Lead a Workers Union
Whistle Blow on something serious	Get into Religion	Become a Single Dad	Design Apps for Kids
Give more to Charity	Work Double Shifts for a Year	Set up a Student Exchange Idea	Set up an Auto Repair Franchise
Sell my Business & Disappear	Write Music & Songs	Set up an Atheist Cult	Become a UN Ambassador
Travel a year in a Campervan	Lead a Revolution in my Country	Work in a Hospice	Fight Corruption Worldwide
Down-Size in Life	Offer Post Natal Services	Become a Political Activist	Go back to College
Expose a Paedophile	Donate to Cancer Research	Set up Home Improvements Firm	Design & Sell Clothes On-Line
Create On-Line Lectures	Dedicate my Life to my Kids	Go On Holiday 3 times a year	Become a Jehovah Witness
Swap Jobs with my Husband	Get into the Swingers Scene	Market Companies	Become an Investment Angel
Become an Actor	Learn to Meditate	Change my Sex	Take better Care of Myself
Save the Planet	Make lots of Money	Put myself First	Put my Wife First
Merge my Company	Join the Army	Change Careers	Lose Weight & Find a Wife
Run for President	Take up Yoga	Re-habilitate Prostitutes	Move into the Countryside
Develop YouTube Videos for Others	Set up a Charity	Retire Early	Hit Someone where it hurts
Be Good	Be Kind	Be Silly	Be Serious
Be Creative	Be Tolerant	Be Thoughtful	Be Outrageous
Just Do It	Swallow my Pride	Be Brave	Go Sober
Go Beyond my Ego	Have Faith in Myself	Ignore what people Say	Be my Own Woman
Never Give Up	Study Philosophy	Be Spiritual	Harm No one
Trust More	Love Everyone	Give more	Judge Less
Take up Golf	Become a Public Speaker	Give my Money Away	Save and Invest More

User's Valuable Ideas Long List
(Categorized by AI)

	VALUABLE IDEA	INPUT	PERSONALITY TRAITS	VALUE BASE	PERSONALITY DEVELOPMENT
1		Goals Desires Skills	Virtue & Holy Idea Basic Desire Liberation Psychological-Capacity & Contribution	Higher Purpose Saving Grace Sacred Cows Home Truths	
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

	CRITERIA	BASE	VALUABLE IDEA
1	Original & Easy to Understand	COMMON SENSE	
2	Counter-Intuitive	DIFFERENT	
3	Passionate Interest in It	IKIGAI	
4	Good At It	IKIGAI	
5	Demand & Can Get Paid For It	IKIGAI	
6	Helps Others	IKIGAI	
7	4-Goals & Desires Matches	INPUT	
8	6-Skills Matches	INPUT	
9	Virtue Match	PERSONALITY TRAITS	
10	Holy Idea Match	PERSONALITY TRAITS	
11	Basic Desire Match	PERSONALITY TRAITS	
12	Level of Liberation	PERSONALITY TRAITS	
13	Level of Psychological Capacity	PERSONALITY TRAITS	
14	Level of Social Value	PERSONALITY TRAITS	
15	Higher Purpose	VALUE BASE	
16	Saving Grace	VALUE BASE	
17	2-Sacred Cows	VALUE BASE	
18	2-Home Truths	VALUE BASE	
19	2-Personality Recommendations	PERSONALITY DEV	
20	2- Other People's Ideas	WILD CARD	

Building a 'Destiny Pyramid'

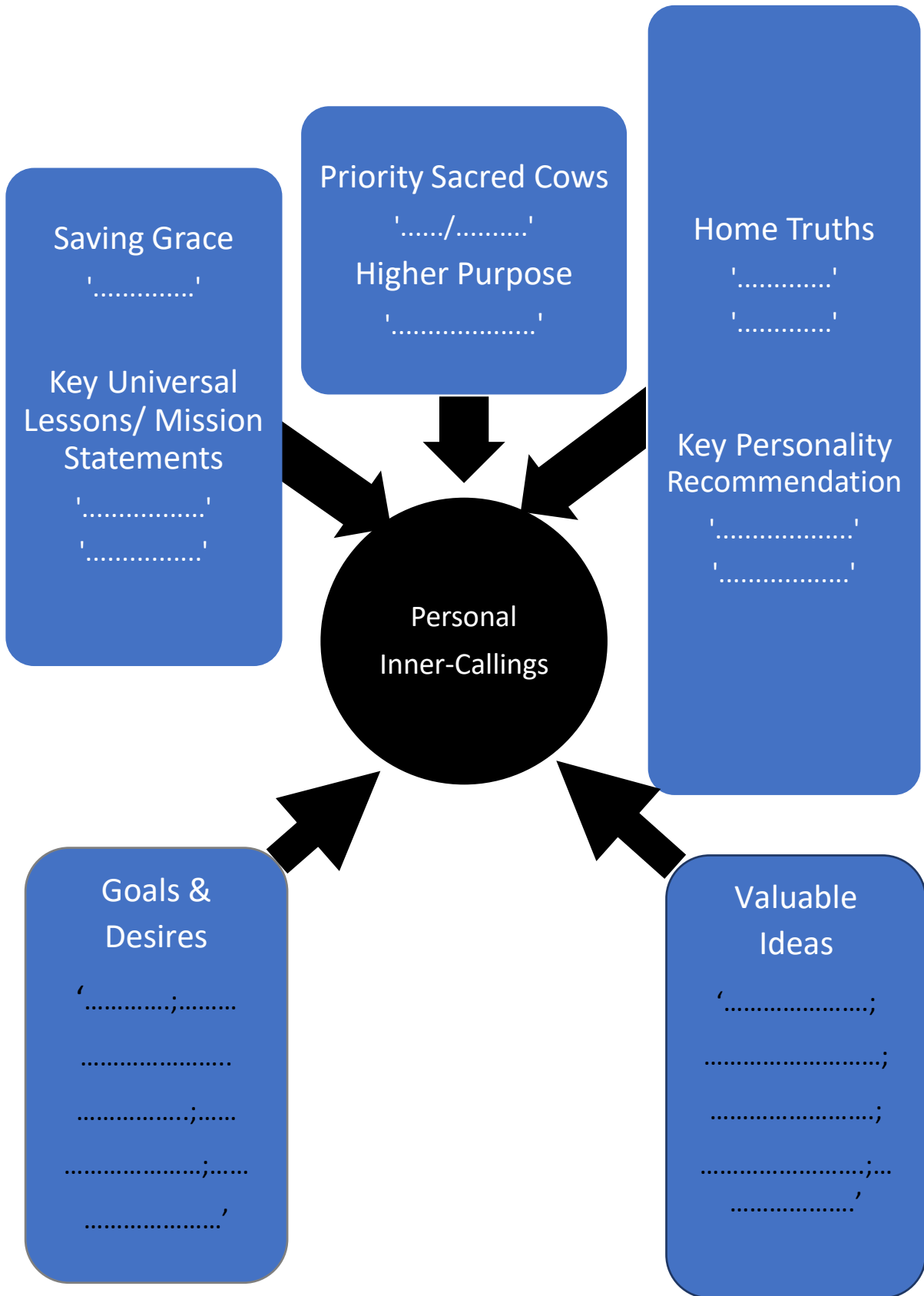
Input Table	Questionnaire or Other	Basis of Selection
Destiny Pyramid 8 Ideas (4Desires/4Personality)	Users Discretion / Ikigai Table XII /AI Analysis	

The Output is an unfocused List of 20 Valuable Ideas. The the aim then is to use all the prior AI analysis to select 4 most Valuable Ideas ranked by Goals/Desires/Skills and 4 most Valuable Ideas ranked by suitability for the User's Personality Traits/Value Base & Focus for Personality Development. From this analysis will be derived to define a personal destiny and on what Valuable Idea it will be based. The first are what the individual knows he or she really passionately wants to do, and can do – while the latter represent what he or she knows deep down that she or he ought to do, and therefore must do.

Basis of the AI-Analysis/ Selection Criteria

VALUABLE IDEA	INPUT	PERSONALITY TRAITS	VALUE BASE	PERSONALITY DEVELOPMENT
	Goals Desires Skills	Virtue & Holy Idea Basic Desire Liberation Psychological-Capacity & Contribution	Higher Purpose Saving Grace Sacred Cows Home Truths	

AI-Analysis



User Destiny Pyramid – Selection Criteria

BASED ON:

PRIMARY & SECONDARY PURPOSES IN LIFE:

.....
.....

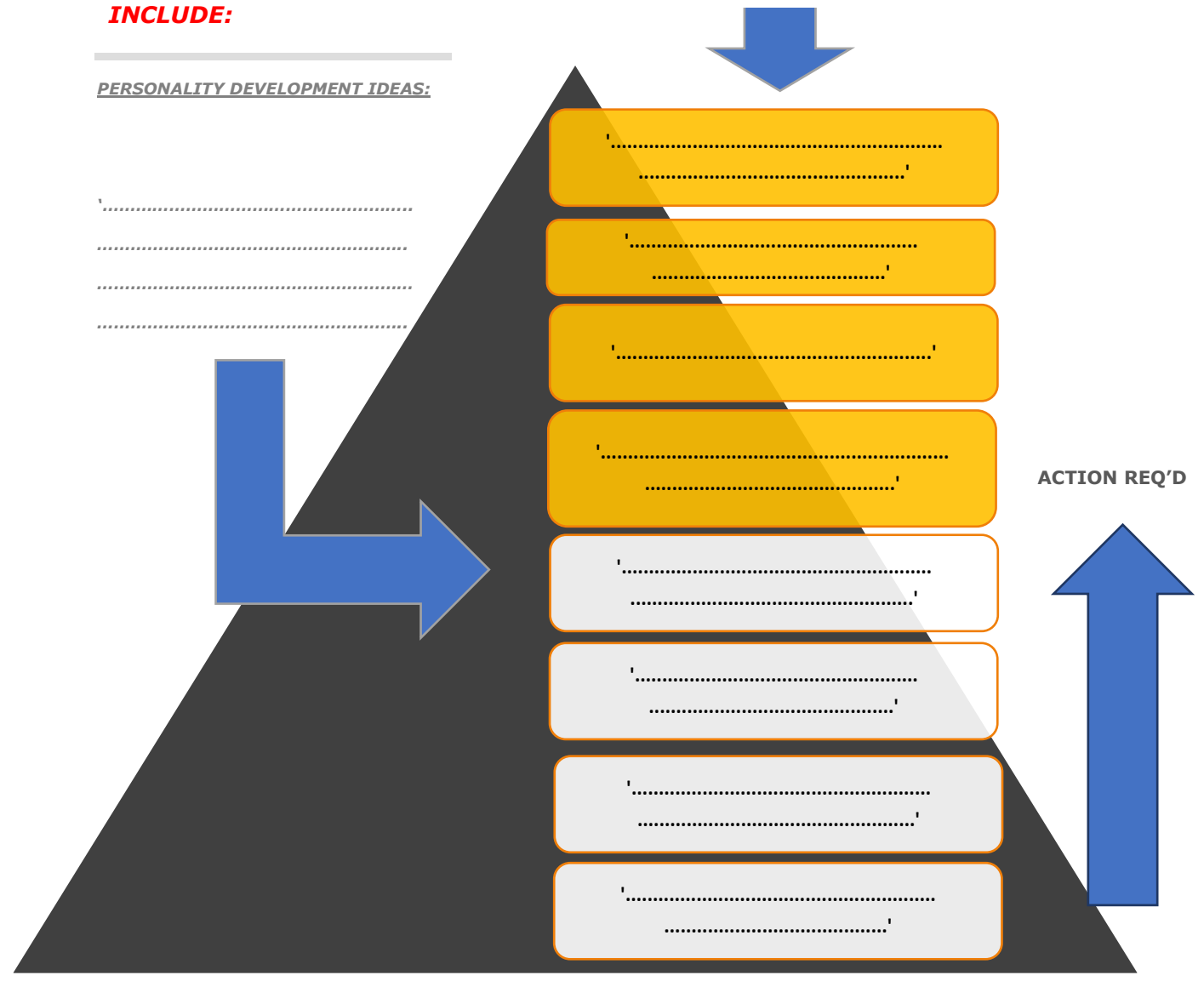
RANK:

Range of Destiny Choices

INCLUDE:

PERSONALITY DEVELOPMENT IDEAS:

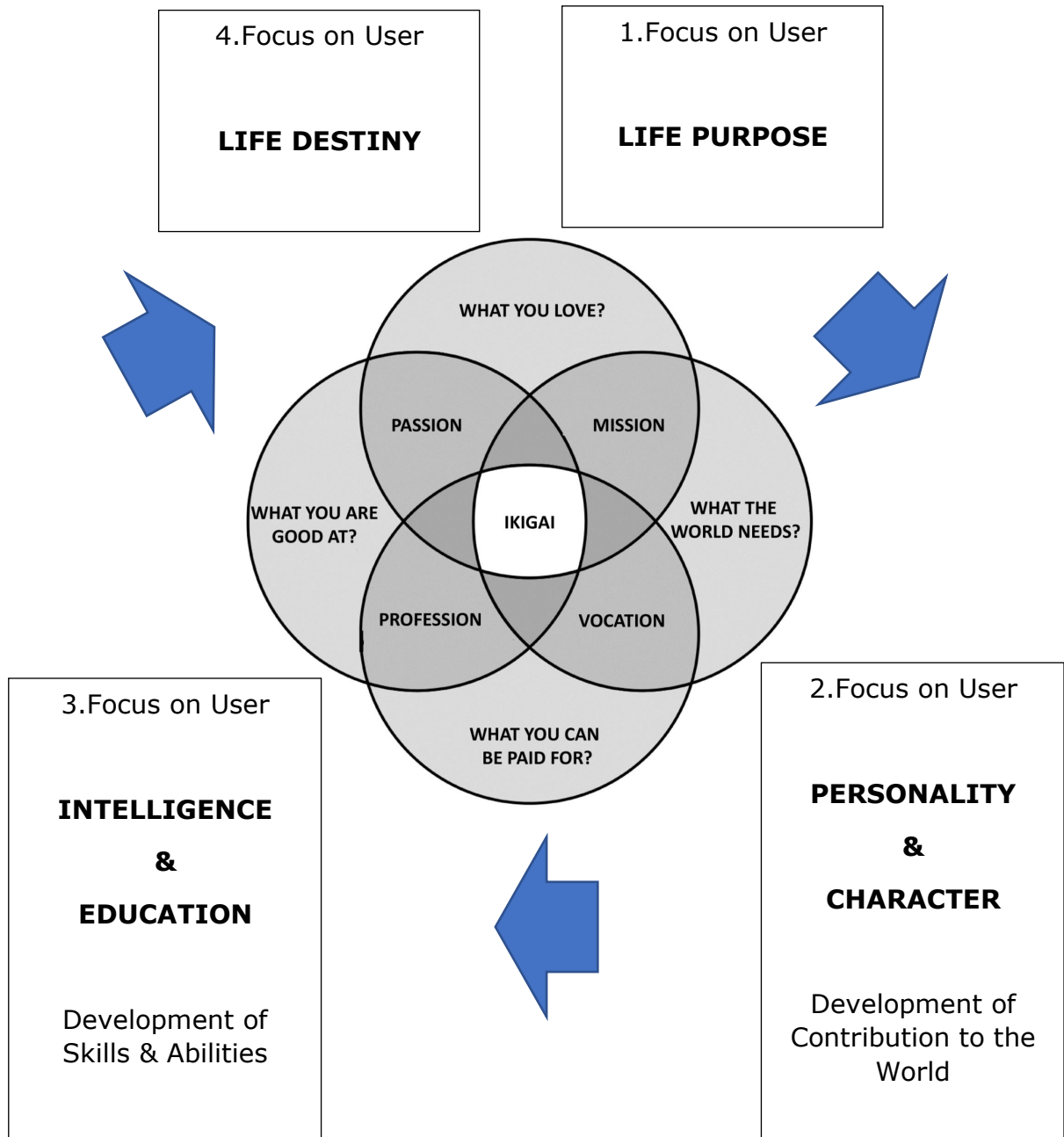
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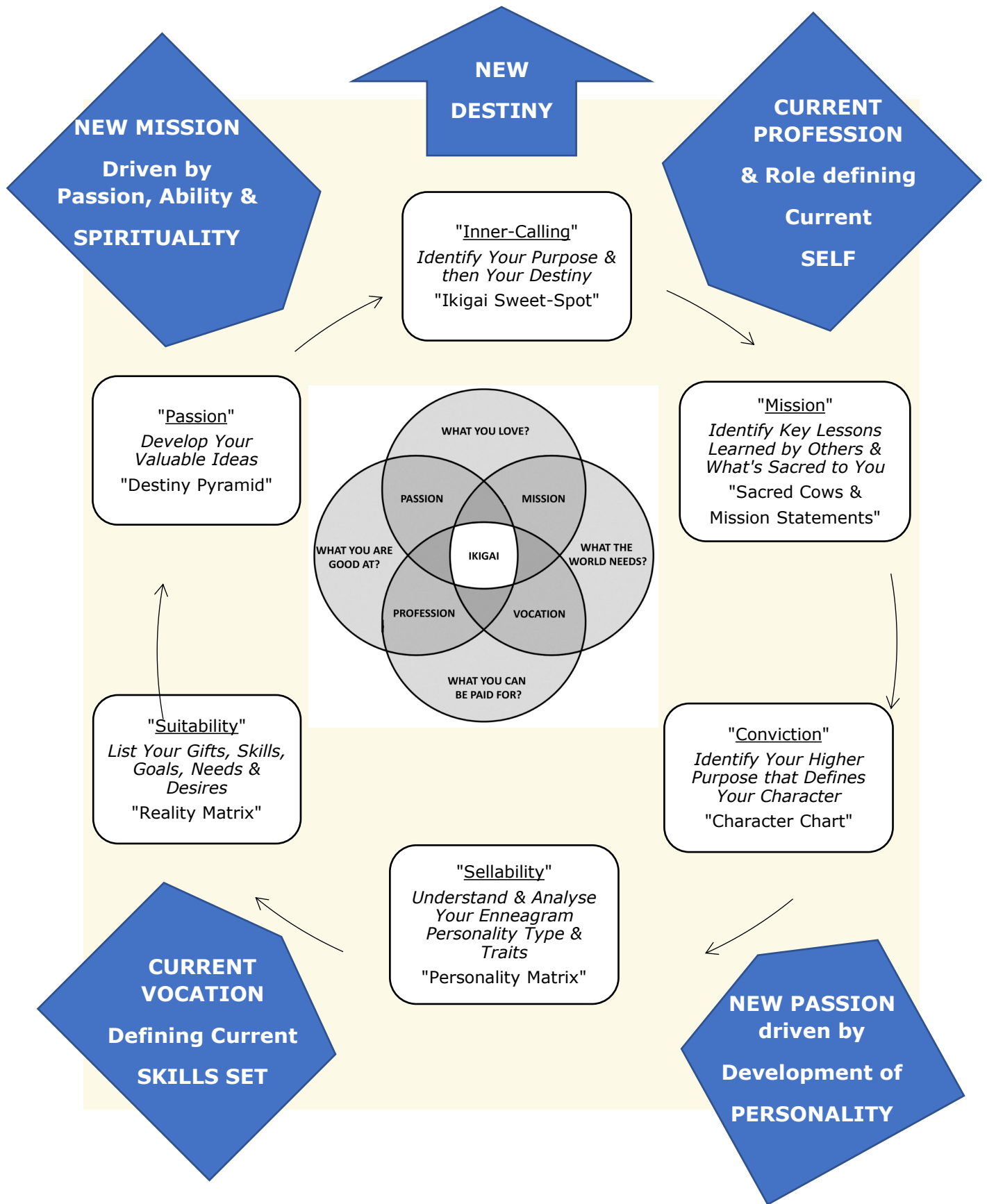


AI-application of the Ikigai Analysis in Destiny Choice

“The AI- Corrective Ikigai Model” below highlights the Corrective Measures around the Ikigai used to align Destiny with Purpose Personality and Ability.

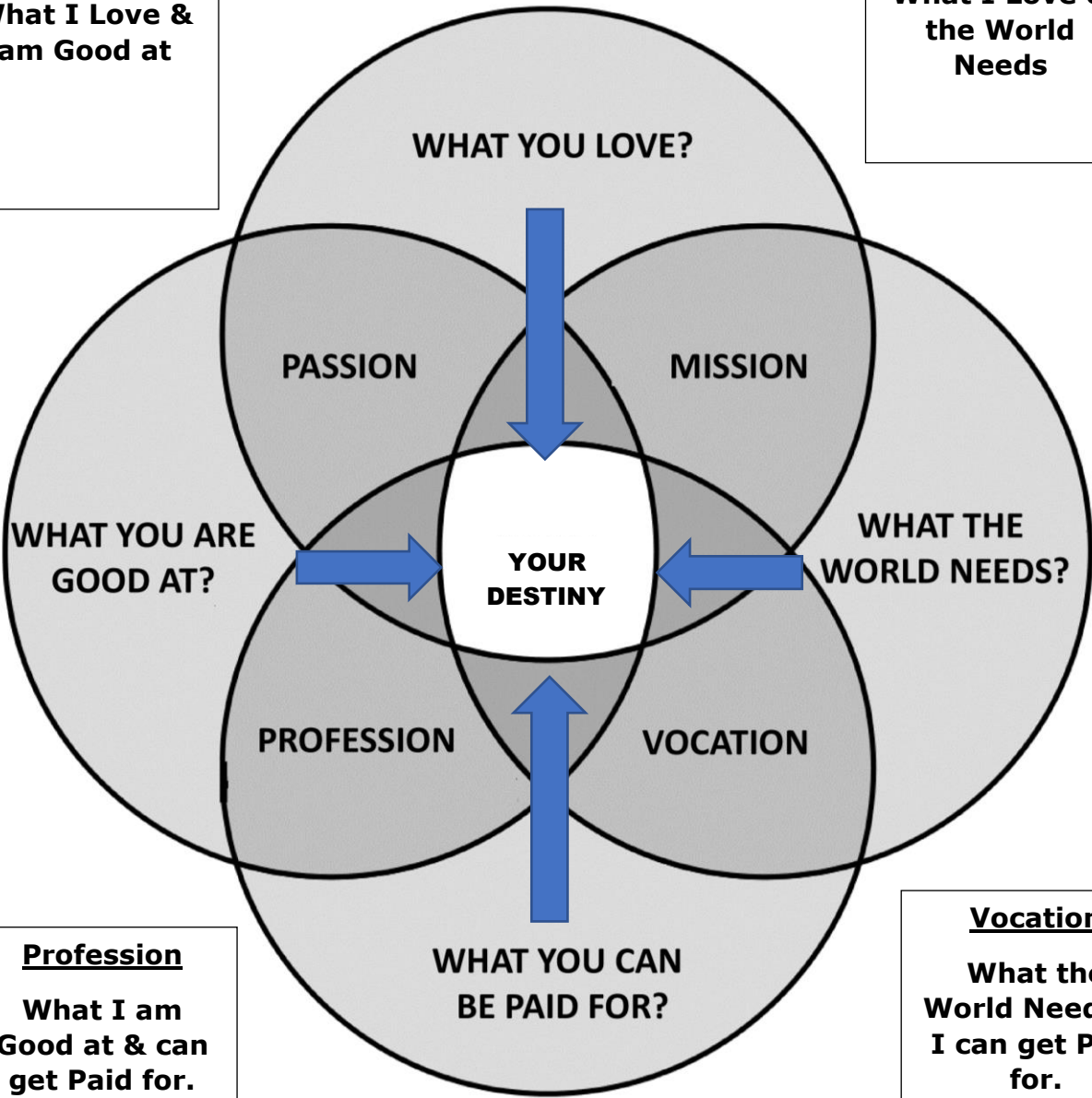
Steps





Passion
What I Love & am Good at

Mission
What I Love & the World Needs



Profession
What I am Good at & can get Paid for.

Vocation
What the World Needs & I can get Paid for.

**Top 8 Ranked Most Valuable Ideas & Related Personality Developments
(Final Selection)**

Primary

4 Ranked
'Most Valuable Ideas'



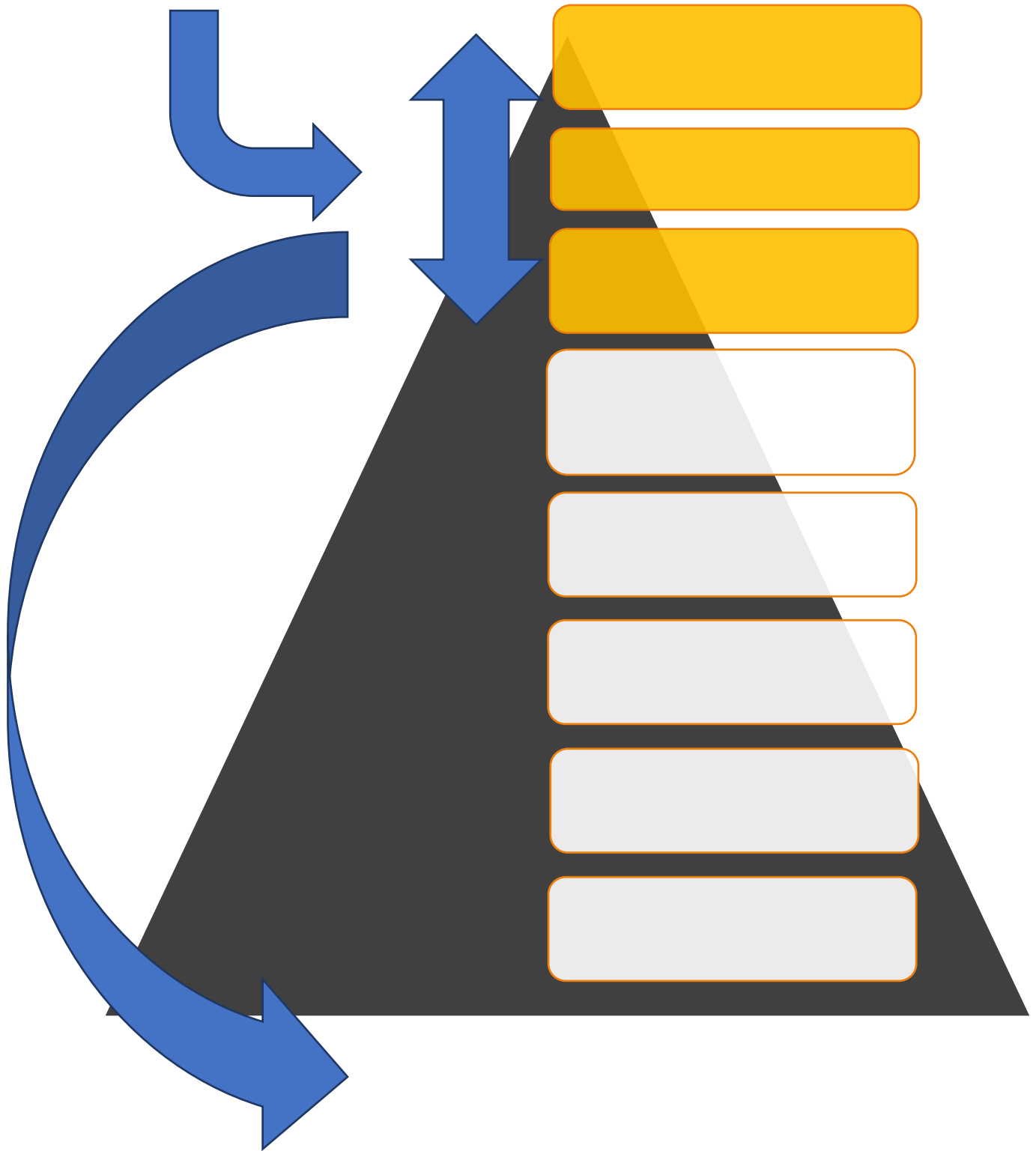
Secondary

4 Most Important related
'Personality Developments'



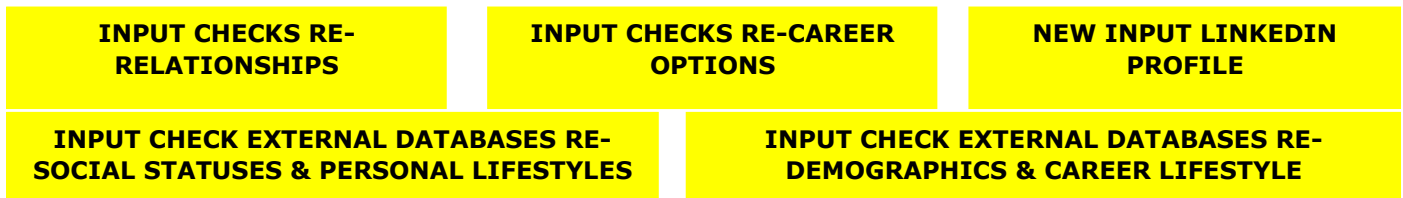
User's AI-assisted selected Destiny Choice

AI helps the User decide Where his/her Heart really lies

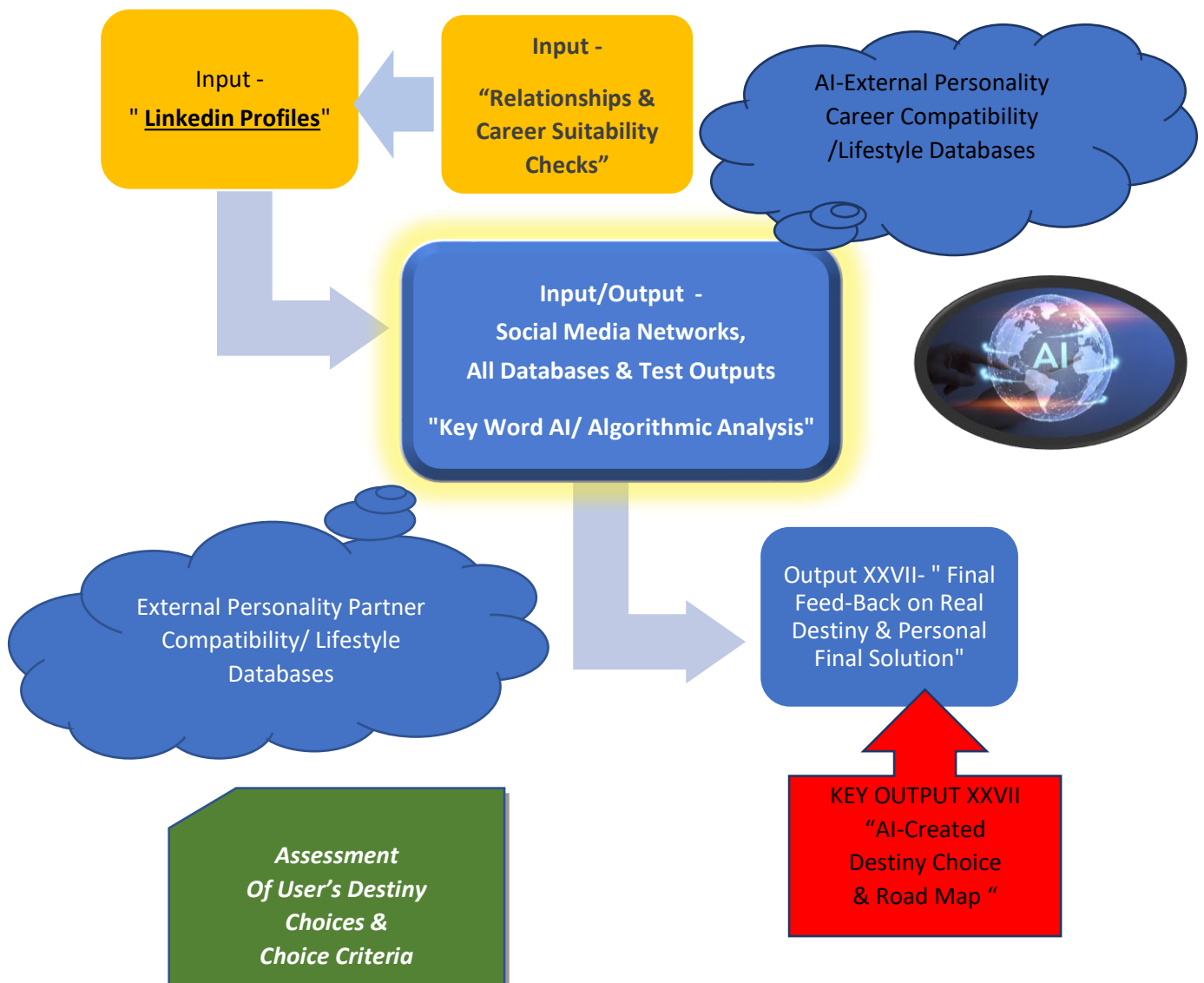


5. DEVELOPING/MONITORING PERSONALISED AI- DESTINY PROFILE AND DESTINY ROAD MAP

The Final AI-Report for Users who elect a full (\$30) personal profile gives further in-depth AI re-analysis on Selected Destinies- relevant to all Inputs/Outputs, AI- available External Databases, AI-Algorithmic correlations including the additional access and AI-analysis of the User’s LinkedIn Social Network Profile. All will be valuable in the onward Destiny Profile and Destiny RoadMap updating and monitoring.



Final Premium AI Feed-Back Review



The Crux of the Value of the Full (\$30) AI- Personal Profile, enabled AI-chatbot Interface & Premium Services Offer

Overall Market Offering:

The Market Offering will be based on the User completing the detailed on-line AI 'Personal Assessment Test' of 60 (-120) minute duration, US\$12 (-30) one-off charge, depending on whether the LinkedIn profile is incorporated, and AI assessed; and receiving AI-generated - Personal Profile, Animated Introductory Virtual Video, and Destiny Mapping Report. Further chargeable items will be the subject of opted-in follow-on Personal Development Premium Services.

Incorporation of LinkedIn Profile:

The online MCQ Questionnaire and AI-Prompting will require careful Design to maximise the relevance of all Inputs/Outputs. With the user's permission, connecting to the LinkedIn profile will add significant context about who Users are and what they care about. This allows for an enriched perspective when advising on potential purpose-aligned life and career paths. Relevant profile details would be incorporated appropriately into the integrated summary.

- Pull work history details to pre-populate the experience section of the questionnaire. This saves time and ensures accuracy.
- Use the user's profile summary to gain additional insight into their skills, interests, goals, and personality.
- Reference listed certifications, volunteer work, organizations, and causes to further understand talents and values.
- Check endorsements and recommendations to help identify strengths peers have recognized.
- Look at connections to find shared links that may reveal networking opportunities related to aspirations.
- Review publications, projects, and presentations to highlight relevant achievements.
- Scan job titles over time to assess career progression and shifts.
- Examine types of companies worked at to gauge work culture preferences.
- Note education details like major and degrees earned.

The Premium AI Re-Analysis & Destiny Road Map Creation & Monitoring:

The Final Feed-Back will give related Comment on Selected Real Destiny and Destiny Road Map- relevant to all Inputs/Outputs, checks with External Databases on Career Selection and Partner Compatibility, and Algorithmic correlations with Social Network Profiles (LinkedIn).

All personal data will be cross analysed by AI with psychographic profiling, demographics data, behaviour, and lifestyle trends. Using ChatGPT will help Destiny-Gram act as a 'catalyst and collaborator' during the process of shaping the individual's own path, based on:

- Personal Circumstances
- External Opportunities
- Individual Values

The analysis prior to opting into the premium \$30 analysis will have been undertaken based on an Anonymous User basis (other than on-line Payment). Should the User elect to opt-in to provide Personal Information (re-Career and Partner information) and Access to LinkedIn Social Network - this will then trigger the re-analysis based on the additional new information provide and generate a new-updated Bespoke Analysis/Profile/Output and Set of Recommendations. All Inputs/Outputs and Applications must be subject throughout to Fully Encrypted Security Protection.

In the production of the User's Personalised Destiny Road Map report, the AI will use its natural language processing and optimization algorithms to:

- Generate a set of potential life purpose statements aligned with the user's passions and values
- Provide customized legacy goal options based on motivations
- Develop credible 10–15-year plans to achieve each legacy goal
- Match skills and abilities to action steps for each plan
- Prioritize and sequence action steps based on dependencies
- Produce personalized destiny plans in different focus areas (career, relationships, self-actualization etc)

The User's ownership of both his or hers Personal Profile and Destiny Road Map will allow a far more informed interface with AI- Chatbots in future.

Road Map Summary:

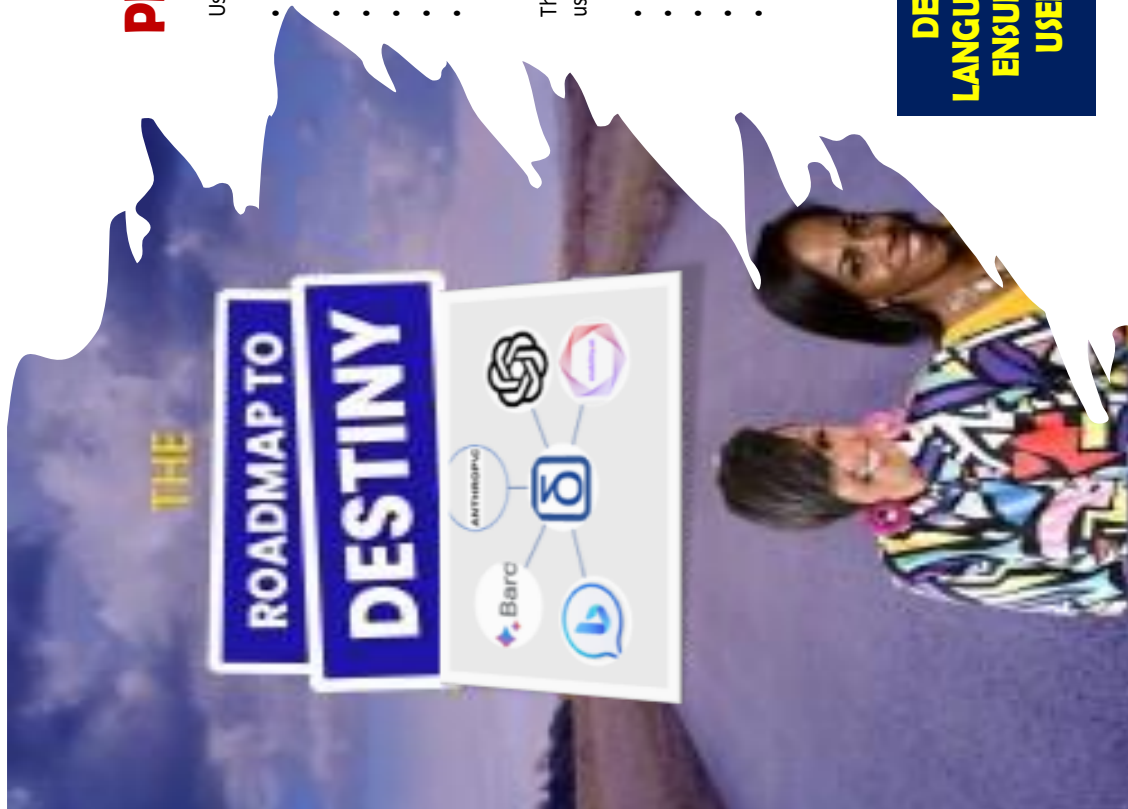
USE THE AI-PRODUCED PERSONALIZED DESTINY ROADMAP

Using natural language processing and optimization algorithms, the AI would:

- Generate a set of potential life purpose statements aligned with the user's passions and values
- Provide customized legacy goal options based on motivations
- Develop credible 10 to 15 -year plans to achieve each legacy goal
- Match skills and abilities to action steps for each plan
- Prioritize and sequence action steps based on dependencies
- Produce personalized destiny plans in different focus areas (career, relationships, self-actualization, etc)

The output would thereafter be an interactive dashboard where users can subscribe to Premium Services to:

- Browse and select their preferred legacy goals over time
- View destiny plans for each goal with sequenced action steps
- Get reminders and track progress on action steps
- Request additional legacy goal and plan options from the AI
- Have the system reassess plans periodically based on updated skills/priorities



DESTINY ROADMAPS PRODUCED USING AI'S NATURAL LANGUAGE PROCESSING AND OPTIMIZATION ALGORITHMS TO ENSURE RECOMMENDATIONS AND PLANS ALIGN WITH THE USER'S UNIQUE PASSIONS, ABILITIES, AND MOTIVATIONS

The AI Personalised Chatbot Interface:

The 'Personal Profile' must be designed so it is suitable for sharing online, once approved by the User. The details contained in the 'Destiny Plans' will however be private to the User unless opted to share. Nevertheless, the data from both can be shared securely with AI-Chatbots (directly or via Destiny-Gram), so that subsequent chat conversations can be more personalized, with AI acting as a personal mentor, building on the context of the provided details.

To achieve this in an optimal way the Programmer must consider:

- The Format - Create the profiles in a format suitable for sharing separately.
- Detail - Include specifics that would be relevant for career/life advice but only details the User is comfortable in sharing.
- Security/ Consent - If storing or sending any sensitive info, use of encryption and secure sharing platforms. Where access is given, confirmation that the info will be used exclusively for advising and chat/ discussions, and that the data won't be retained or shared.

The comprehensive Personal Profile and Destiny Report once formulated will encompass various aspects of an individual's identity that once shared with AI-Chatbots will help the Users engage in informed chat and make informed decisions about their professional and personal lives, based on better-informed advice.

Ongoing Premium Services:

The output that would have been provided in the form of an interactive dashboard in the Destiny Road Map would be monitored and adjusted over time. Users could subscribe to Premium Services to:

- Browse and select their preferred legacy goals
- View destiny plans for each goal with sequenced action steps
- Get reminders and track progress on action steps
- Request additional legacy goal and plan options from the AI
- Have the system reassess plans periodically based on updated skills/priorities

The full range of Premium Services that could be provided as add-ons, include:

1. The Extra Online proprietary Services (described above) in Destiny Mapping/Monitoring, Personal Growth and Assessments tools, as extensions to the initial AI-generated Destiny Mapping Report and Personal Profile generated on signing up and completing the detailed online questionnaire.
2. Extra Online proprietary Services in assistance with Ideas Generation, Career Planning, Job Hunting, Networking, Dating and Match Making.
3. Provision of Human Advisors/ Counsellors/ Mentoring as well as informed AI-Chatbot Prompting to guide users on their destiny journeys, (including Sale of the Think Big Destiny Books to users focused on self-actualization, destiny, and impact, not just Personal Profile ownership and Networking).

The key will be in ensuring the AI's recommendations and plans align with the user's unique passions, abilities, and motivations, as they might change over time. The Website Designer would need to expand on these elements of high-level description.

The overall purpose and raison d'être of Destiny-Gram will be to assist Users understand themselves, share their profiles, and make informed decisions about their professional and personal lives, ultimately guiding them in setting their own paths and defining their destiny in terms of:

- Self-Awareness: Reflecting upon personality, values, skills, desires, and aspirations fosters self-awareness, allows individuals to gain a deeper understanding of their strengths, weaknesses, and areas for growth.
- Goal Setting: With a clear understanding of attributes and aspirations, individuals can set meaningful goals aligned with their values and passions.
- Career Planning: By identifying their skills, competencies, and professional interests within the comprehensive profile, individuals can align their career choices accordingly. They can explore job opportunities, industries, or paths that resonate with their profile, far deeper than existing social network sites.
- Personal Growth and Development: Individuals can leverage self-awareness to pursue learning opportunities, acquire new skills and develop themselves personally and professionally.
- Decision-Making Support: Individuals can refer to their comprehensive profile to ensure alignment with their values, desires, passions, and long-

term aspirations, serving as a guiding framework, helping individuals make decisions that are in line with their authentic selves.

- **Personal Fulfilment:** By consciously shaping their lives based on their comprehensive profile, individuals have the potential to experience a greater sense of fulfilment and purpose. They can make choices that align with their true selves, leading to a more satisfying and meaningful life journey, discovering their real destiny.

The network once established with a critical mass of Users will represent a community passionate on self-actualization and assessment of their destiny options empowering all of the above. The target Users will include, although not be limited to: LinkedIn Users. high school and university students, mid-career disgruntled employees considering a career change, people going through personal life changes (eg. bereavement, divorce, redundancy, illness), and retirees.

Networking Functionality:

The social network created would provide the space, without crowding, for individuals to express their desires, goals, and ambitions, helping them connect with potential employers, partners, or like-minded individuals or opportunities that align with their personal growth and fulfilment. The Platform affords the users the opportunity to connect (using AI-assisted search facilities) with a supportive community of individuals who share similar goals and interests, facilitating collaboration, mentorship, and networking within the platform. Moreover, such a profile would go beyond static information and provide a deeper understanding of a person's unique qualities and aspirations.

Seamless integration with other popular relevant social networking platforms will be a future possible option for consideration, using API's and allow users to use Destiny-Gram as a Portal for sharing and amplifying their comprehensive profile across different online social media channels.

In terms of specific networking functionality implementation considerations:

- Data sharing Will require informed consent and transparency from Users
- Profiles' full details will need to be accessible only by invitation and secured to protect privacy until access to full details consented.
- Features should avoid reinforcing biases or over-generalizations based on personality types.

- Pathways for exist for users to control information shared publicly vs privately.
- Guidelines and controls to prevent misuse and maintain positive community must be robust.

Overall, the concept will require careful design by the Programmer to responsibly harness personality data while prioritizing User agency, ethics, and positive impact. The aim is that the network facility should offer intriguing potential to connect people seeking purpose and growth in an uplifting way – not casual or unsolicited exchanges, as is the case with many global social networking sites.

In addition to collaboration, mentorship, and general networking , the networking facilities will serve multiple focused purposes, including job hunting, dating, , idea creation, and seeking financing/investment. Here are a few specific tasks people might use their online Personal Profile and Networking function for, for consideration of inclusion by the Website Designer>

- **Interest Groups:** Building professional networks is crucial for personal and career growth. An online profile that highlights an individual's skills, experiences, and aspirations can serve as a powerful networking tool. It enables professionals to connect with others who share similar interests, expertise, or career goals. By showcasing their passions, desires, ideas and future plans, individuals can attract opportunities for collaborations, mentorship, investment, and knowledge exchange.
- **Ideas Creation:** Online platforms that facilitate idea-sharing and collaboration between individuals or interest groups will become increasingly prevalent. By having a detailed profile that outlines an individual's skills, expertise, and areas of interest, Users can find like-minded individuals to brainstorm and collaborate on new projects or ventures. These profiles serve as a repository of knowledge and capabilities, fostering creativity and innovation by connecting individuals with complementary skills and shared passions.
- **Job Hunting:** Personality and Character will stand for more than ever before in the future of employee selection. An online profile that provides a holistic view of an individual's personality, character traits, and career goals can help employers assess the suitability and cultural fit of potential candidates. Such personal information will not just be an 'add-on' to work experience and education information provided on career networking sites like LinkedIn.

- **Dating:** In the realm of online dating, individuals are seeking more meaningful connections beyond surface-level information. A comprehensive profile that goes beyond superficial details allows people to express their genuine personalities, spirituality, interests, and long-term aspirations. It helps in attracting like-minded individuals who resonate with their values, passions, and life goals. Such profiles create a stronger foundation for establishing deeper connections and potentially finding compatible partners, than traditional dating websites, or social networks.

It will of paramount importance to avoid any misuse in pursuit of all the above objectives, and properly controlled and policed.

Sample Destiny-Gram Personal Profile Report

Task:

To write a complete fictional 'destiny-gram personal profile' headed by a STATEMENT OF DESTINY using an AI-Assisted Life Assessment Test, generated as a user of GPT who has shared very detailed information on ChatGPT, via intermediary questionnaire responses and comments on the following:

PERSONALITY - their established Enneagram personality type and Wing Type, traits, and Levels of Development, also reference to their attractive Personality Type Characteristic in terms of the Enneagram Analysis of Virtue, Holy idea and Basic Desire, and their Healthy Personality Traits which they seek to develop including enneagram identified Levels of Liberation, level of Psychological Capacity and Level of Social Value and Contribution;

CHARACTER -their views on universal issues affecting the world and life in general/life messages, their personal 'sacred cows' which help define the User's character and priorities in life, identification of their ultimate life higher purpose and their secondary purpose being their main aim in life, areas identified for their own personality improvement, highlighting their personality type saving grace, and accepting and sharing a few confessions/ home truths/faults about themselves and their personality quirks as well as general personality traits;

SKILLS, GOALS and DESIRES - their complete education and work experience from their LinkedIn profile, their key core skills and levels of ability, and skills yet to be developed fully (perhaps through planned training), their academic qualifications, key goals, desires, passions, and a short list of 'valuable ideas' about their own future which come from the ChatGPT and latent desires, etc.

DESTINY OPTIONS/CHOICE - They ultimately seek the GPT assisted 'personal destiny profile' for their own private use as a tailored Report for downloading, to help them consolidate their ideas and set their future direction - create their own destiny. They will also retain their personal profile, password protected, on the DESTINY-GRAM social platform to potentially share with prospective employers and/or share with selected interested parties or other like-minded people (to potentially set up groups, or even seek friendships/partners) , and use the platform for focused networking once the population is built up.

Sample (Only):

DESTINY-GRAM PERSONAL PROFILE AI-REPORT

"MY DESTINY"
Graj Malhotra

My Destiny is: "Success as a Writer and Speaker and Website Owner based on Personal Development", Writing, Editing, Publishing, and Promoting Books and my own Website with My success and Help for Others to find their own Personal Destinies.

It is what I love to do, based on my Life Purpose and Passion for "Stimulating the Unique Potential of Each Person in the World to Live a Successful and Happy Life in the Present World".

It is my destiny to pursue this by the following Action: "Inspiring, leading, business opportunities to create a social platform for individuals, with like-minded individuals and organizations, promoting and offering them an opportunity to undertake personal self assessment, achieve growth, and social harmony in a world under the ever increasing influence of Artificial Intelligence".

Helper

- Loving
- Empathetic
- Humble
- Humorous
- Freedom Seeking
- Altruistic
- Generous
- Hopeful

Achiever

- Author & Internet Entrepreneur
- Family Oriented Provider
- Creative Inventor
- Analyst
- Writer/Public Speaker
- Tenacious & Hard-Working

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- 1. PERSONALITY ANALYSIS**
 - Personality Type/Traits
- 2. CHARACTER ANALYSIS**
 - Personality/Character Dashboard
- 3. SKILLS, GOALS & DESIRES INPUT**
 - Reality Matrix/ Dashboard
- 4. DESTINY PROFILE**
 - Valuable Ideas
 - Selection Criteria
 - Destiny Pyramid
 - Destiny Declaration
- 5. ACTION PLAN**
- 6. PERSONAL PROFILE DASHBOARD**

"Congratulations on completing the AI-Assisted Life Assessment Test! This personalized destiny report has been generated based on your detailed information and insights gathered during our interactive sessions. It is designed to help you consolidate your ideas, set your future direction, and unlock your unique potential."

YOUR TRUE LIFE PURPOSE

"Loving and Providing for your Family;
Unleashing your Unique Potential to Help People;
Transforming Lives and Shaping a Harmonious World".

1. PERSONALITY:

Personality Type:

- Enneagram Personality Type: Type 2 - The Helper
- Wing Type: Wing 3 - The Achiever

2w3: "The Host/Hostess"- Outgoing and productive organizers who thrive on connecting people together and being part of a group. More self-assured, charming, a flatterer, ambitious, outgoing, and competitive.

1 WING

3 WING

Empathetic, Nurturing, Privileged, Self-sacrificing, Friendly, Proudful, Sincere

Key Positive Traits and Levels of Development:

- Empathetic and compassionate, seeking to support and assist others in their journeys.
- Growth-oriented and driven to succeed, striving for recognition and validation.
- Level of Development: Working towards achieving a healthy balance between selflessness and self-care, focusing on personal growth while maintaining genuine care for others.

Enneagram Personality Type Characteristics Analysis:

- **Virtue:** 'Humility' - Embracing a humble approach to serving others and acknowledging personal needs.
- **Holy Idea:** 'Freedom/Holy Will' - Recognizing the divine presence in all things but individuals' free will to decide and align actions with a higher purpose.
- **Basic Desire:** "To be Loved" and appreciated for their genuine contributions and selfless acts of kindness.

Healthy Personality Traits:

- **Levels of Liberation** – 'Altruism' - Disinterested and selfless concern for the well-being of others while developing self-awareness and emotional intelligence to foster authentic connections.
- **Level of Psychological Capacity:** 'Empathy' – Trying to understand others while striving to build resilience and adaptability to navigate life's challenges.
- **Level of Social Value and Contribution:** 'Generosity' – Not just the quality of being kind and generous but in seeking to create positive change by empowering individuals to discover their own potential and fostering harmonious relationships.

THE HELPER
Enneagram Type Two

The Caring, Interpersonal Type:
Generous, Demonstrative, People-Pleasing, and Possessive



Type Two in Brief

Twos are empathetic, sincere, and warm-hearted. They are friendly, generous, and self-sacrificing, but can also be sentimental, flattering, and people-pleasing. They are well-meaning and driven to be close to others, but can slip into doing things for others in order to be needed. They typically have problems with possessiveness and with acknowledging their own needs. At their Best, unselfish and altruistic, they have unconditional love for others.

- Basic Fear: Of being unwanted, unworthy of being loved
- Basic Desire: To feel loved
- Enneagram Two with a One-Wing: "Servant"
- Enneagram Two with a Three-Wing: "The Host/Hostess"

Key Motivations: Want to be loved, to express their feelings for others, to be needed and appreciated, to get others to respond to them, to vindicate their claims about themselves.

The Meaning of the Arrows (in brief)

When moving in their Direction of Disintegration (stress), needy Twos suddenly become aggressive and dominating at Eight. However, when moving in their Direction of Integration (growth), prideful, self-deceptive Twos become more self-nurturing and emotionally aware, like healthy Four.

Examples: Paramahansa Yogananda, Pope John XXIII, Guri Amma ("The Hugging Saint"), Byron Katie, Bishop Desmond Tutu, Eleanor Roosevelt, Nancy Reagan, Monica Lewinsky, Ann Landers, Mary Kay Ash (Mary Kay Cosmetics), Leo Buscaglia, Richard Simmons, Luciano Pavarotti, John Denver, Lionel Richie, Stevie Wonder, Barry Manilow, Dolly Parton, Josh Groban, Music of Journey, Bobby McFerrin, Kenny G, Paula Abdul, Priscilla Presley, Elizabeth Taylor, Danny Thomas, Martin Sheen, Jennifer Tilly, Danny Glover, Richard Thomas "John Boy Walton," Juliette Binoche, Arsenio Hall, Timothy Treadwell "Grizzly Man," Melanie Hamilton Wilkes ("Gone with the Wind"), "Eve Harrington" (All About Eve), "Dr. McCoy" (Star Trek)

Type Two—Levels of Development

Healthy Levels

Level 1 (At Their Best): Become deeply unselfish, humble, and altruistic: giving unconditional love to self and others. Feel it is a privilege to be in the lives of others.

Level 2: Empathetic, compassionate, feeling for others. Caring and concerned about their needs. Thoughtful, warm-hearted, forgiving and sincere.

Level 3: Encouraging and appreciative, able to see the good in others. Service is important, but takes care of self too: they are nurturing, generous, and giving—a truly loving person.

Average Levels

Level 4: Want to be closer to others, so start "people pleasing," becoming overly friendly, emotionally demonstrative, and full of "good intentions" about everything. Give seductive attention: approval, "strokes," flattery. Love is their supreme value, and they talk about it constantly.

Level 5: Become overly intimate and intrusive: they need to be needed, so they hover, meddle, and control in the name of love. Want others to depend on them: don't expect a return: send double messages. Enveloping and possessive: the codependent, self-sacrificial person who cannot do enough for others—wearing themselves out for everyone, creating needs for themselves to fulfil.

Level 6: Increasingly self-important and self-satisfied, feel they are indispensable, although they overrate their efforts in others' behalf. Hypochondria, becoming a "martyr" for others. Overbearing, patronizing, presumptuous.

Unhealthy Levels

Level 7: Can be manipulative and self-serving, instilling guilt by telling others how much they owe them and make them suffer. Abuse food and medication to "stuff feelings" and get sympathy. Undermine people, making belittling, disparaging remarks. Extremely self-deceptive about their motives and how aggressive and/or selfish their behaviour is.

Level 8: Domineering and coercive: feel entitled to get anything they want from others: the repayment of old debts, money, sexual favours.

Level 9: Able to excuse and rationalize what they do since they feel abused and victimized by others and are bitterly resentful and angry. Somatization of their aggressions results in chronic health problems as they vindicate themselves by "falling apart" and burdening others. Generally corresponds to the Histrionic Personality Disorder and Factitious Disorder.

Personal Growth Recommendations

Enneagram Type Twos

- First and foremost, remember that if you are not addressing your own needs, it is highly unlikely that you will be able to meet anyone else's needs without problems, underlying resentments, and continual frustration. Further, you will be less able to respond to people in a balanced way if you have not gotten adequate rest and taken care of yourself properly. It is not selfish to make sure that you are okay before attending to others' needs—it is simply common sense.
- Try to become more conscious of your own motives when you decide to help someone. While doing good things for people is certainly an admirable trait, when you do so because you expect the other person to appreciate you or do something nice for you in return, you are setting yourself up for disappointments. Your type has a real danger of falling into unconscious codependent patterns with loved ones, and they almost never bring you what you really want.
- While there are many things you might want to do for people, it is often better to ask them what they really need first. You are gifted at accurately intuiting others' feelings and needs, but that does not necessarily mean that they want those needs remedied by you in the way you have in mind. Communicate your intentions and be willing to accept a "no thank you." Someone deciding that they do not want your particular offer of help does not mean that they dislike you or are rejecting you.
- Resist the temptation to call attention to yourself and your good works. After you have done something for others, do not remind them about it. Let it be either they will remember your kindness themselves and thank you in their own way or they will not. Your calling attention to what you have done for them only puts people on the spot and makes them feel uneasy. It will not satisfy anyone or improve your relationships.
- Learn to recognize the affection and good wishes of others, even when these are not in terms that you are familiar with. Although others may not express their feelings in a way that you want, they may be letting you know in other ways how much they care about you. If you can recognize what others are giving you, you will rest more easily in the knowledge that you really are loved. Love is always available but only to the degree that we are present and therefore receptive to it.

(Source: <https://www.enneagraminstitute.com/type-2>)

2. CHARACTER:

Views on Universal Issues and General Life Messages:

- Always Help others
- Never Accept mediocrity
- Believe in the Golden Rule that one "should do unto others as one would have done unto oneself"
- Believe in the power of compassion and empathy to bridge divides and create a more inclusive society.
- Advocate for environmental sustainability and taking responsibility for preserving our planet.
- Live your Life Message: "Through kindness and understanding, we can shape a better world for future generations."

Personal "Sacred Cows" and Priorities:

- Universal Love, Hope, Trust, and Faith
- Value integrity and honesty as foundational principles in all aspects of life.
- Prioritize family and meaningful connections, cherishing the bonds that bring joy and fulfilment.
- Strive to make a positive impact and leave a lasting legacy, including money.

Ultimate Life Higher Purpose:

- To inspire and empower individuals to unlock their unique potential, fostering personal growth and transformation on a global scale – Helping the Planet by helping Others.

Secondary Purpose:

- To make money and become "free" and independent personally, to provide "wealth" for my family. To use communicating, writing, and speaking skills to help and make an impact on others, "altruistically", building bridges between diverse communities, promoting understanding, and fostering unity.

Areas for Personality Improvement:

- Focusing on own family first before others.
- Working on setting healthy boundaries and balancing personal needs with the desire to help others. Only helping others with their needs.
- Developing assertiveness and self-confidence to express personal opinions and goals, without becoming intolerant, frustrated, or aggressive.
- Learning to Listen better.

Personality Type Saving Grace:

- The ability to empathize deeply and connect with others on an emotional level. Willingness to go the extra mile to support and uplift those around them.

Confessions, Home Truths and Personality Quirks:

- Being too influenced by other people's opinions and reluctance to do things your way in spite of others' opinions.
- Sometimes struggles with taking on too much responsibility, leading to occasional burnout, or becoming lazy.
- Tending to downplay personal needs and place excessive focus on others.
- Needing to stop procrastinating and planning and actually make things/dreams happen.
- Being manipulative of others by getting them to owe favors.
- Being a 'Drama Queen' and 'Victim', under the influence of alcohol, when things don't work out too well.
- Being intolerant of people perceived duller or less educated or well-informed than oneself.

3. SKILLS, GOALS, and DESIRES:

Education and Work Experience:

- [LinkedIn profile](#) for detailed academic qualifications and work experiences. Interface/Link included for completion, including key Word/Subject search facility.

Core Skills and Levels of Ability:

- Core Skills:** Very creative and inventive
- Exceptional interpersonal and communication skills, verbal and written, adept at building relationships, humorous and sociable while being empathetic and loving.
- Strong analytical and problem-solving abilities, finding creative solutions to complex challenges.
- Proficient in project management, basic organization, and multitasking.
- Level of Ability:** Experienced and skilled in various areas of expertise. Well developed writing and public speaking skills. Very literate, creative, entrepreneurial, and tenacious.

Skills Yet to Be Fully Developed:

- Seeking to enhance assertive leadership skills through planned training and professional development opportunities.
- Desire to strengthen decision-making abilities and being more proactive and practical in live and active business development. Becoming a "Do-er" rather than a "Planner", or advisor.
- Long-term planning and investment, rather than "Get-Rich-Quick" ideas.

PERSONALITY DASHBOARD

NAME: The Author

1 Key Universal Life Messages

- The Golden Rule
- Help Others

2 Sacred Cows

- Love
- Hope

2 Personality Recommendations

- Family (Always First)
- Help Others (Only with their Needs)

2 Home Truths

- Need to Make Dreams Happen
- Do it Your Way

Personality Type Characteristics

- Virtue - Humility
- Holy Idea - Freedom
- Basic Desire - To feel Loved

Personality Traits (Healthy Levels Of Development)

1. Level of Liberation	- Altruism
2. Level of Psychological Capacity	- Empathy
3. Level of Social Value & Contribution	- Generosity

LinkedIn

Greg Malpass
International Project Manager, Business Consultant, Trade Advisor & Author
New York University

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About

I am an International Business Development Executive, with particular experience in Investment Advice, Mergers & Acquisitions, Project and Commercial Management in Europe, Africa, the Middle & Far East, and the Americas. My sector focus is infrastructure, and Major Projects but I have Multi-Sector experience, having worked for the British Government as a UK Trade & Investment Export Promoter. I have advised CEOs of PLC's, Government Ministers, & Boards of SME's depicting an array of strategies, policies & cultures. Country Specialisms: UK, Spain, Peru.

Experience

think big Partnership

Managing Partner, International Business Project Manager, Consultant & Adviser

www.thinkbigpartnership.com

Dates Employed April 2016 - Present
Location Currently based in Managa, Spain

After 2 years working as self-employed consultant, www.thinkbigpartnership.com was established as a Confidential Advisory Consultancy (together with Avels Petroulous - Attorney At Law) offering advice on International Trade, Investment and Corporate Governance. Past assignments include focused Reports on Change and Consolidation in the UK Construction Industry; M&A Advice to Caribbean; Construction Opportunities in Spain, Colombia & Peru; and a bid for a Trade Promotion/Advisory contract to UKTI for 'Prosperity Peru', South America.

The Think Big Partnership is a General Partnership established in April 2016 under the Laws of England, in London, with Managing Partners now based out of Spain and Peru, South America.

Volunteer Experience

Ports & Water Sector Groups- Lecturer on Privatisation Investment Opportunities.
 Company Name: Department of Trade & Investment

DOE
 Department of Environment

Researcher & Lecturer on Infrastructure Opportunities for UK companies in Latin America
 Company Name: Department of Environment

References

Featured

Reference Available: Sir Neville Stames, Former Chairman International Power, Carlton PLC, Tarmac PLC and First Member, AUG 2006 - Greg is hardworking, honest, prepared to speak his mind and be a bit different, without rocking the boat. I would not hesitate to recommend him for a senior and central advisory role.

Recommendations

Received (1) Given (2) Ask for a recommendation

Philip Corrado-Leopoldi Greg has a great understanding of how to navigate the waters of international M&A. He has extensive skills in the evaluation of international construction, and of its economic sensitivity to the business cycle. He is an effective and trustworthy professional.

Greg Malpass Contact Details- Email: gyler.bros@btinternet.com; Tel: +44 7850230692

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

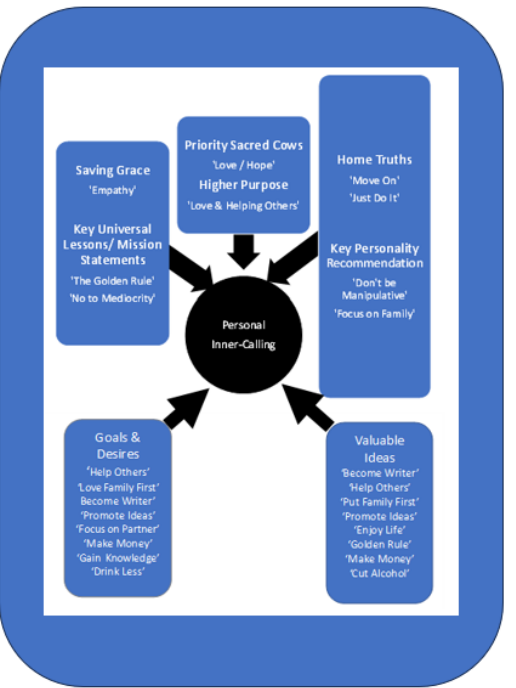
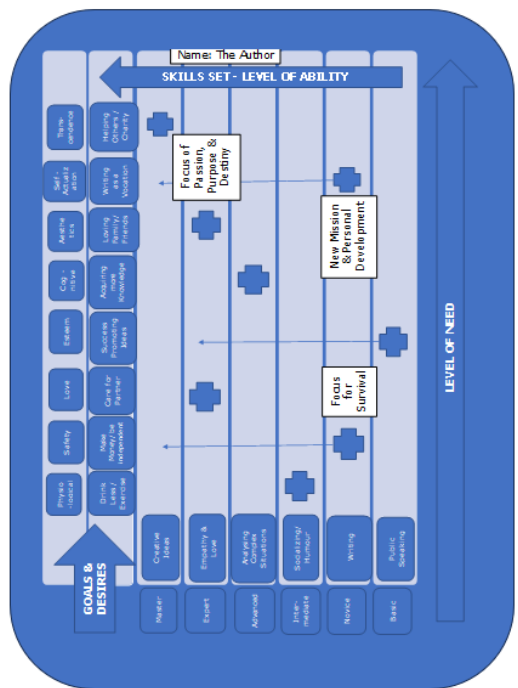
Key Goals, Desires, and Passions:

- Goal: To become a writer, speaker, and internet entrepreneur on personal development.
- Desire: To promote own big ideas to inspire positive change and help and contribute to the well-being of individuals and society.
- Passion: Putting family first, providing a legacy of substantial wealth as well as love. Promoting personal growth, well-being, happiness, and social harmony.

Valuable Ideas about Future and Latent Desires:

- Exploring opportunities to speak and share insights on personal development, self-empowerment, and creating personal destiny. Create a new business doing so.
- Nurturing creativity and exploring avenues for artistic expression. Writing and speaking at events. Promoting new big ideas for humanity in an age of change influenced by AI.
- Deepening understanding of diverse cultures and fostering cross-cultural connections. Enjoying diversity through travel and socialising.

REALITY MATRIX DASHBOARD



4. DESTINY PROFILE:

VALUABLE IDEAS

Based on your unique profile and aspirations, the following destiny options are suggested:

1. Further develop your writing, speaking and leadership skills by attending speaking events, and interviews, related to your focus interests, and pursuing advanced media training programs.
2. Engage your ideas with like-minded communities and contribute to their well-being, via means of the internet/website/blogs, and/or personal interaction.
3. Seek business opportunities by creating a platform to collaborate with these like-minded individuals and organizations promoting and offering them an opportunity to achieve personal self-assessment, growth, and social harmony.

SELECTION CRITERIA

Destiny Pyramid:

The Destiny Pyramid is based on Input 'Valuable Ideas' and Priority Selection.

Valuable Ideas:

- **Loving my Family** – 'Primary Purpose': This goes without saying and is part of your Primary Purpose of Loving and Helping everyone. Helping comes first for you, to a fault. The Caveat is that whatever you pursue it must help generate wealth, as a key element of your Secondary Purpose in life that you can share with family and become an important part of my Legacy.
- **Becoming a Writer and Speaker on Personal Development** - 'Secondary Purpose': In terms of Destiny and a Vocation- Writing, Editing, Publishing and Promoting Books and Websites with Messages to Help Others find their own Personal Destinies is a Priority Option.

Personality Recommendations:

- **Prioritize Yourself and Your Family over Others** – Only strive to help others with their needs as a secondary priority. Yourself, your Partner, and family first always.

Valuable Ideas/Destiny Development:

Your Input concludes that you are:

"Good at Conceiving, Connecting and Sharing Ideas. You have a desire to Help Other People Find Their Own Destinies; & to Help Others Solve their own Problems Based on your own Analysis Techniques and Experiences; & to Promote Change for The Betterment of The World."

In focus, your views underly a latent desire to inspire and empower individuals to foster personal growth (in their own professional and private lives) and promote societal harmony in the process through your own political and social views, authentic connections, empathy, and compassion. You seek to achieve this demonstrating your own experiences. It is what you love to do, based on your life purpose and passion for helping others realize their true potential, as well as you your own.

A personal growth program, series of books, and/or a website, written and designed by you, including personal and professional skills assessment – could be viable. An offering to individuals and Organizations in the Recruitment market is an option. They would need to be marketed in partnership perhaps with local schools and university job placement services; community organizations; unemployment agencies and job orientation programs, who offer preparation to access the professional world or a preparation process for job placement.

Your offer could provide guidance, support, and resources to empower, particularly young individuals, to overcome challenges, pursue their dreams, and develop essential life skills. Collaboration would be essential with - educators, professionals, and volunteers to help create a comprehensive curriculum that addresses personal growth, academic excellence, and emotional well-being.



Through your program, you would aim to foster a sense of belonging, instill confidence, and equip individuals with the tools they need to succeed.

These Drivers and Options provide a starting point for shaping your destiny. Remember, your choices and actions will ultimately determine your path. Stay true to your values and embrace the opportunities that align with your ultimate life purpose.

DESTINY PYRAMID



DESTINY DECLARATION (AI-GENERATED)

"MY DESTINY"

Greg Malpass

My Destiny is to: 'Become a Writer and Speaker and Website Owner focused on Personal Development'-Writing, Editing, Publishing and Promoting Books and my own Website with Messages and Help for Others to find their own Personal Destinies.'

It is what I Love to Do, based on my Life Purpose and Passion for : 'Unleashing my Unique Potential to Help People realise their True Potential, Transform Lives and Shape a Harmonious World.'

It is my Destiny to pursue this by the following Action: 'Seeking lucrative business opportunities to create a social platform to collaborate with like-minded individuals and organizations promoting and offering them an opportunity to undertake personal self-assessment, achieve growth, and social harmony in a world under the ever-increasing influence of Artificial Intelligence.'

Personal Declaration:

"I won't let others, and their negativity or criticism or cynicism- hold me back. A life of mediocrity is an injustice to the miracle of our birth, and so many of us choose to go with the flow of others or become too influenced by the 'sensationalism' of others' posts on Facebook, Instagram, and other Social Networking sites. As I age, I will strive to be my own leader and pass on my wisdom and experience to others, positively.

I will choose to be joyful and light-hearted on my way through life, using wit and a sense of love and humour not just to amuse, but to 'lighten' the day for all around. Life should be about fun worth sharing, not misery to dwell on and impose on others. And I will look at bringing love and integrity into everything I do, not just into my relationships.

Having fun, being kind, generous and happy is the right way, but I will stop trying to please everyone all of the time, and prioritize my own needs, while seeking to follow the 'Golden Governing Rule'- of doing unto others what one would have done unto oneself.

While I strive for success and happiness, I won't beat myself up about setbacks, failures, or lack of progress in my new life quest. I will need to be tenacious, and never give up. I intend to succeed and make a substantial amount of money as a by-product of the success. When I become successful and wealthy, I will be humble and generous. It is inconceivable that I wouldn't be even more generous with my charity and philanthropy. I will use the money to help others, but my priority will be giving to my daughters, and grandchildren, and other family members. I intend on being a 'rich, generous, fun-loving and fit grandfather'- that's what I will be.

My Key Lesson:

"The Ultimate Route to Life's True Riches, Success and Happiness Is Finding True Purpose in Your Life and Doing What's Necessary to Fulfill Your Destiny."

In order to achieve much of the above I will need to continue to temper my drinking and control my alcohol dependence; assess how I can develop my unique skills and needs commercially to satisfy my own and the wider needs of people; and develop my Books and Destiny Website ideas to fulfil them. This is my Ikigai!"

5. ACTION PLAN

Your Action Plan for pursuing a Destiny to become a Writer, Speaker and Website owner on Personal Development will need to be fully developed, but might include, in general terms:

A. Research and Networking:

- Conduct thorough internet research, and read/research relevant books, on subject items you consider pertinent to 'personal development' theories, philosophies, programs, and best practices.
- Network with informed individuals, other writers, and organisations.

B. Program Development:

- Define the program's objectives and desired outcomes.
- Identify key focus areas of personal development such as self-assessment techniques, personality analysis, academic and peer support, and guidance.
- Collaborate with educators, other writers, and mentors to develop a comprehensive knowledge.

C. Partner Engagement:

- Establish partnerships with editors, literary agents, and other relevant organizations.
- Seek funding opportunities to support the project/program implementation.

D. Promotion:

- Produce Promotional and Marketing Presentations, traditional and website/internet based, to present to interested parties and potential partners, highlighting benefits and potential impact.
- Recruit a dedicated and passionate mentor from a high-profile celebrity type background to assist with promotion.
- Develop a Website and a Promotional, Marketing and Development strategy.

E. Marketing Strategy:

Books- The Marketing of the Book would be outsourced to the Literary Agent with the Author available to attend interviews, seminars, and promotional events.

Website- To reach a wide potential market quickly (to avoid the disrupting influence of 'copy-cat' businesses, the offering would need to be marketed aggressively using a combination of: Social media advertising, Influencer collaborations, Content marketing, Online communities and forums, Partnerships and collaborations, Email marketing, Viral campaigns and challenges, App store optimization, Paid search advertising, and Offline traditional marketing channels.

F. Program Implementation:

- Write the Books and produce a Website/ Personal Development Platform, before Publishing or Launch.
- Launch the program in collaboration with partner organizations, once funding in place.
- Facilitate regular follow-up reader-user-mentor-mentee feedbacks, providing guidance, support, and opportunities for personal growth.

G. Monitoring and Evaluation:

- Establish a system for ongoing monitoring and evaluation of the program's effectiveness.
- Collect feedback from mentors, mentees, and stakeholders to identify areas of improvement.
- Make necessary adjustments to enhance the program's impact and ensure its long-term sustainability.

H. Global Community Outreach and Expansion:

- Organize workshops, seminars, interviews, YouTube videos and other media events to raise awareness about the overall offering/ program.
- Seek opportunities to expand the program to reach a broader audience and serve a potential global market, via the internet and viral type campaigns.

By following this action plan, you will be able to actively contribute to the personal and educational development of readers/ users of your website, empowering them to overcome uncertainties and create a clearer future for themselves.

7. PERSONAL PROFILE DASHBOARD

PERSONAL PROFILE DASHBOARD

"MY DESTINY"
Gino Maltese

My Destiny is to: become a Writer and Speaker and Website Owner based on Personal Development, Life, Health, Fitness, Publishing and Promoting Books and my own Website with Millions and Help for others to find their own Personal Destinies.

It is what I love to do, based on my Life Purpose and Passion for: "Establishing the Ultimate Potential to Help Promote and Grow Your Personal, Professional and Career & Entrepreneurial World."

It is my Destiny to pursue this by the following Action: "Seeking positive business opportunities to create a social platform to collaborate with like-minded individuals and organizations, promote and offer them an opportunity to achieve personal self-actualization, achieve growth, and social harmony in a world under the ever-changing influence of Artificial Intelligence."

Personality Type: HELPER (To Help Others)

Personality Wing: AHOEVER (Serving Grace, Equality)

Personality Type Characteristics:

- Writer
- Speaker
- Motivator
- Best Deeds: To Not Laze

Personality Traits (Healthy Levels Of Development):

- Level of Inspiration
- Level of Psychological Capacity
- Level of Social Value & Contribution

LEVEL OF ABILITY:

- Inspiring
- Empowering
- Encouraging
- Motivating
- Inspiring
- Empowering
- Encouraging
- Motivating

MEDIA SET:

- Facebook
- YouTube
- Instagram
- LinkedIn
- Twitter
- Email
- Website

PERSONAL PROFILE LINKS:


- Website
- YouTube
- Instagram
- LinkedIn
- Twitter
- Email

.....

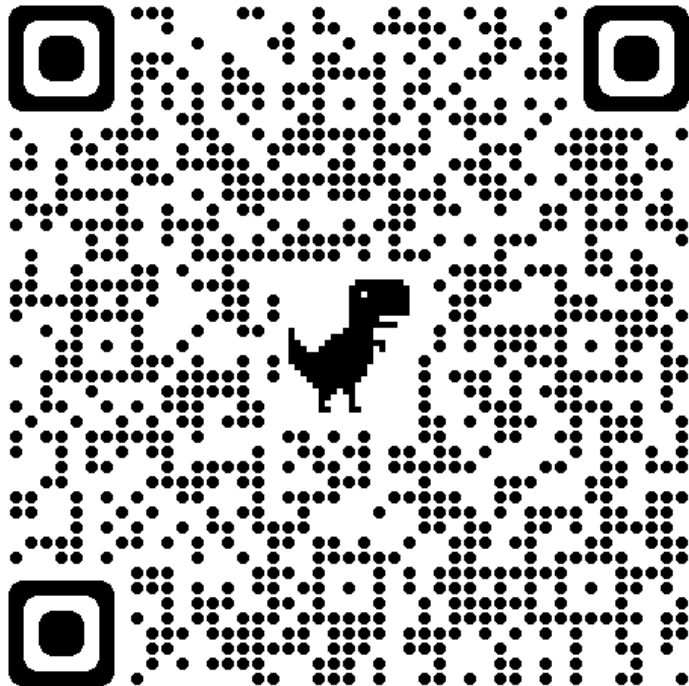
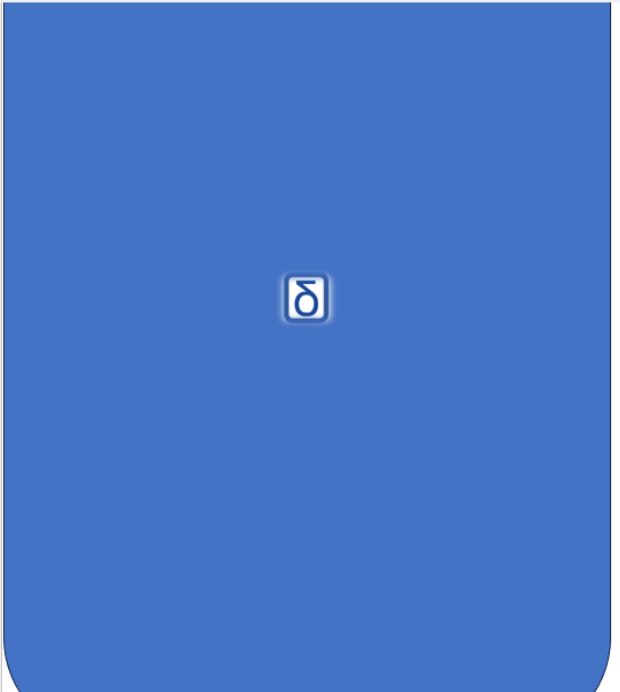
Thank you for participating in the AI-Assisted Life Assessment Test. We hope this personalized destiny report serves as a valuable resource for your future endeavours. Should you have any further questions, thereafter, or require additional assistance, feel free to reach out.

"Destiny transcends time, shaping the present with purpose,
and in its wake, leaves behind a lasting legacy."

.....



TEST DATE: 01/05/2021
© Destiny-Gram.com



PROPOSED DEVELOPMENT PROGRAM

Month		1	2	3	4	5	6	7	8	9	10	11	12	24	36	48	60
Target Month	end dec	jan	feb	mar	apr	may	jun	july	aug	sep	oct	nov	end dec	end dec	end dec	end dec	end dec
Year End	0												1	2	3	4	5
AUTHOR/ PROMOTER																	
Write Non Fiction Books																	
Write Website Handbook																	
Write Website Brief																	
Write Book Proposal																	
Write Investor Prospectus																	
Write Video Brief																	
Solicit EOI / RFP																	
Web Designer/ Programmer																	
Literary Agent																	
Start-up Investor																	
Sign Agreements																	
Web Designer/ Programmer																	
Literary Agent																	
Start-up Investor																	
Attend Filming/ Interviews/ Promotional Events																	
LITERARY AGENT																	
Provide EOI/Proposal (Author)																	
Sign Agreement (Author)																	
Editing Books, Copyrights, etc																	
Book Designs																	
Publishing Deals																	
Video/Film Deals & Production																	
Promotion Deals & Events																	
WEBSITE DESIGNER/ PROGRAMMER																	
Provide EOI/Proposal (Author)																	
Sign Agreement (Author)																	
Website Programming																	
Website Design & Development																	
Website Pilot & Launch																	
Website Maintenance																	
START-UP SPONSOR/ INVESTOR MOST PESSIMISTIC SCENARIO																	
Provide EOI/Proposal (Promoter)																	
Sign Agreement (Promoter)																	
Seed Debt Funding																	
Book Editing & Development Costs	£25,000																
Website Development Costs	£150,000																
Video/Film Development Contribution	£27,000																
Promotional Budget	£175,000																
Total Start-Up Funding	£377,000	US\$ 450,000															
Total Revenues													£102,540	£315,240	£728,575	£1,035,719	£1,044,649
Total Expenses													£-395,000	£-400,000	£-355,000	£-535,000	£-540,000
Net Operating Cash Flow													£-292,460	£-84,760	£373,575	£500,719	£504,649
Cumulative Net Operating Cash Flow													£-292,460	£-377,220	£-3,645	£497,074	£1,001,723
Start-Up Investment / Payback													£-292,460	£-84,760	£377,220		
Cumulative Investment													£-292,460	£-377,220	£0		
Pay-Back Milestone																	

Stretch Target – Revenues of US\$ 120m within 3 years

REQUEST FOR PROPOSAL CRITERIA



The RFP

- Website Design Proposal & Timeframe
- Technical Proposal (including all CRM/ User AI Analytical Methods, etc. – for Selection Processes and User Profiling)
- Overall, 18-month Website Costs
- Website Cost Breakdown - Development, Launch, Promotion & Maintenance Costs
- Proposed Stage Payments
- Multiple Languages Options Costs

The Program

- Deadlines for RFP submissions (TBA)
- Timeline for RFP reviews, and ultimate Award (TBA)
- Completion of Website Design & Development (TBA)
- Website Pilot & Launch (TBA)
- Website Promotion & Maintenance (TBA)

DESTINY-GRAM CURRENT SPONSOR

think big Think BIG Partnership
PROMOTION & ADVICE ON TRADE & INVESTMENT

[Home](#) |
 [Our Approach](#) |
 [Our History](#) |
 [Leadership](#) |
 [Projects](#) |
 [Reports](#) |
 [Contact Us](#)

We Work as independent Consultants giving Trade & Investment Advice to Public and Private Clients Worldwide

 London Stock Exchange

 FTSE

 Aleksandar Petrovich,
 Managing Partner, Americas & Partnership Attorney:
 "We put a Global perspective on Mergers & Acquisitions and Corporate Governance"

 Greg Malpass,
 Managing Partner, Europe:
 "The UK construction Industry needs new vision and leadership. Global Capital may be the catalyst"

EXPERTS

WHO'VE BEEN THERE INVESTMENT ADVICE - TRADE PROMOTION - RESEARCH & ANALYSIS - INNOVATION & SPONSORSHIP NEW BUSINESS DEVELOPMENT

 think big partnership.com



 YouTube



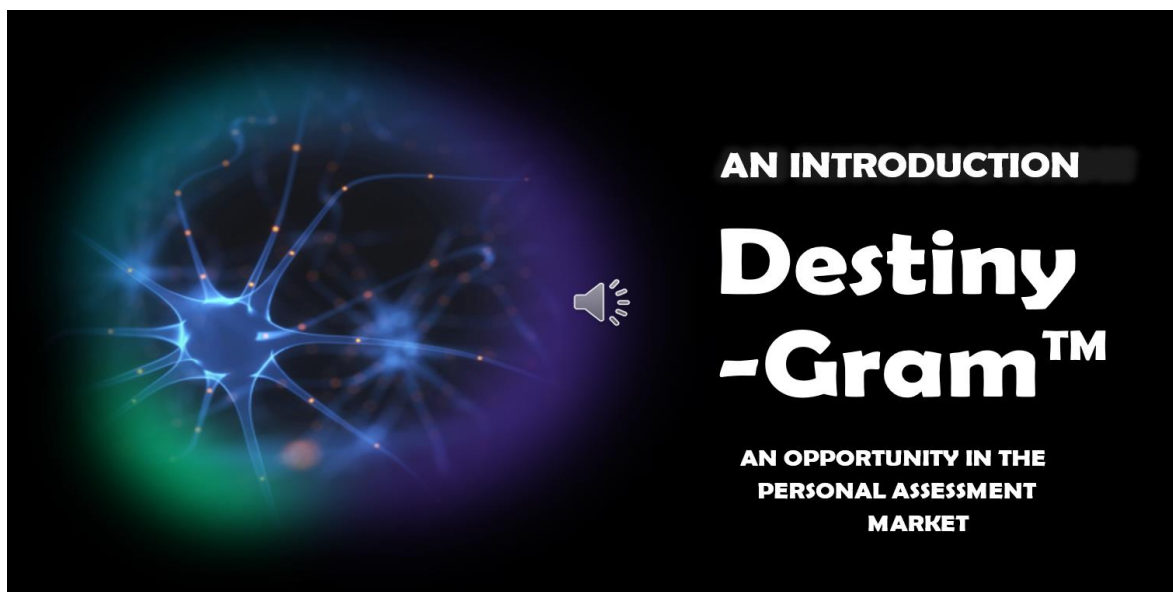
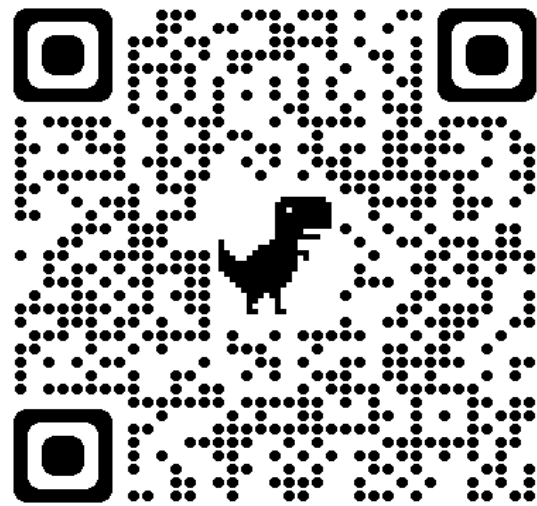
PLEASE NOTE:

 think big partnership.com

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APPENDIX I

DESTINY-GRAM – AN INTRODUCTION



AN INTRODUCTION

Destiny-Gram™

AN OPPORTUNITY IN THE PERSONAL ASSESSMENT MARKET

The Why

Personality Assessment Solutions Market
2017-2021

12.8% CAGR
22.56%

A Large Growth Market

Global Market US\$22.6 Billion
13% CAGR

The But

With several Established Players

Myers-Briggs, The Enneagram

The Because

Personality Assessment Solutions Market Segmentation

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

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

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 Uses Analytical Methods to Analyze the User Incorporate Analysis of Input from utilizing Questionnaires 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 personal areas for Personality Development— but also Values, Interests, Abilities, Desires, Ideas and core analyzed with Psychometric Testing, Demographic, Behavioral, and Lifestyle trends from Questionnaires, Databases 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"

LinkedIn

Greg Malpass

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

View profile

APPENDIX II

DESTINY-GRAM ON ONE SLIDE



A collection of branding elements for Destiny-Gram. On the left is the 'Just think big' logo with a speaker icon below it. In the center is a large blue square containing a white Greek letter delta (δ) and the website URL 'www.Destiny-Gram.com'. To the right is a globe surrounded by various social media icons (Twitter, Facebook, LinkedIn, etc.). Above the globe are the names 'Greg Malpass' and 'Karim Vuorisara'.

ASPIRATIONAL SOCIAL NETWORKING

A NEW FORM OF SOCIAL MEDIA

UNIQUE SELLING POINT – "FOCUS ON YOU"

"Your Unique Personal Profile will help AI focus on you as an individual with informed AI-Chat and Advice and by showcasing your Personality & Passions Destiny-Gram will help you develop a Personal Network relevant to & interested in you."



Yes, there is demand for a network based on users creating a comprehensive profile of themselves including personality, values, skills, passions, interest, ideas, etc - all which could be searchable in the network for personal development. Such a network could help users connect with like-minded individuals and find opportunities to learn and grow.



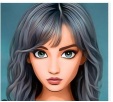
1. COMPREHENSIVE PERSONAL DESTINY PROFILES
2. INFORMED AI-CHAT AND NETWORKING BETWEEN INTERESTED PARTIES AND FOCUSED NETWORKING GROUPS (BY INVITATION)
 - Chatting/Socialising/ Brainstorming/ Sharing Ideas & Opportunities with like-minded and/or Interested Parties
 - Job-hunting, Angel Investors & Dating

An average user:
 spends 2+ hours daily
 has a profile on 7+ social media websites

"Unravelling the Unique Essence of the Individual."

THE CURRENT NEGATIVE TREND IN SOCIAL MEDIA IS FROM 'FOCUSED INFORMATION & INTIMATE INTEREST GROUPS' TO 'GENERAL GLOBAL SOCIAL MEDIA & ENTERTAINMENT'

"Networking Powered by Purpose."



HOW IT WORKS

CREATE A UNIQUE AI-PRODUCED 'PERSONAL PROFILE' AND 'INTRODUCTORY VIDEO' AND 'DESTINY PLAN', BASED ON QUESTIONNAIRE ON CHARACTER & PERSONALITY, PASSIONS AND DESIRES AS WELL AS EDUCATION, ABILITY & EXPERIENCE

"A NEW ASPIRATIONAL SOCIAL NETWORKING SITE"



"UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL"

ENABLE ENRICHED PERSPECTIVE IN ANALYSIS AND ENGAGE IN INFORMED INTERACTION WITH AI-ASSISTANT/CHATBOT AND DEVELOP DESTINY PLANS ("DESTINY ROADMAP") VIA 'DESTINY-GRAM' WEBSITE, SECURELY.

"PROMOTING INFORMED INTERACTION NOT ENTERTAINMENT"

JOIN THE 'DESTINY-GRAM' ASPIRATIONAL SOCIAL NETWORKING PLATFORM THAT CONNECTS USERS (WITH CONSENT) ON SHARED PERSONALITY TRAITS, VALUES, INTERESTS, SKILLS, AND GOALS; AND OPT TO SHARE PERSONAL DESTINY PROFILE WIDER ON OTHER SOCIAL WEBSITES.



"OFFERING NETWORKING POWERED BY PURPOSE"

AI: Nine personality types and life directions · That's an intriguing concept - creating a new social networking platform that connects users based on shared personality traits, values, interests, skills and goals captured in the career consultation profiles. Some possibilities and challenges with that idea:
 Potential benefits:
 • Help users find compatible collaborators, mentors, or partners suited to their temperaments.
 • Enable targeted networking around specific aspirations or growth areas.

AI: Nine personality types and life directions · Would Claude be able to produce a comprehensive "personal profile" from the questionnaire and feedback which the user could post to his or her other social sites
 GM
 That's an interesting suggestion. Technically, I could generate a comprehensive personal profile summarizing the key details gathered from the career questionnaire and assessment process. This could highlight a person's personality traits, values, skills, experience and goals.
 Message Claude...

USERS CAN CREATE DESTINY PROFILES & ROADMAPS USING AI-LLM PROCESSING & OPTIMISATION ALGORITHMS, ADDING SIGNIFICANT CONTEXT IN AI-CHATBOT INTERACTION, PLANS & UPDATES, AND NETWORK WITH LIKE-MINDED AND INTERESTED PARTIES VIA DESTINY-GRAM NETWORK OR LINKS TO THEIR OTHER SOCIAL MEDIA SITES.

APPENDIX III

THINK BIG BOOK CLUB

BOOK SUMMARIES

think big
bookclub.com

THE THINK BIG BOOK CLUB

Destiny-Gram.com

OUT OF DARKNESS COMETH LIGHT

YOUR REAL DESTINY

THE ROAD TO YOUR DESTINY

YOUR IMPOSSIBLE MISSION

#ACCOMPLISHED

DESTINY OF AN AUTHOR

SEX AND YOUR DESTINY

THE ROAD TO YOUR DESTINY

DESTINY-GRAM
On-line text
PURCHASE
\$18.00

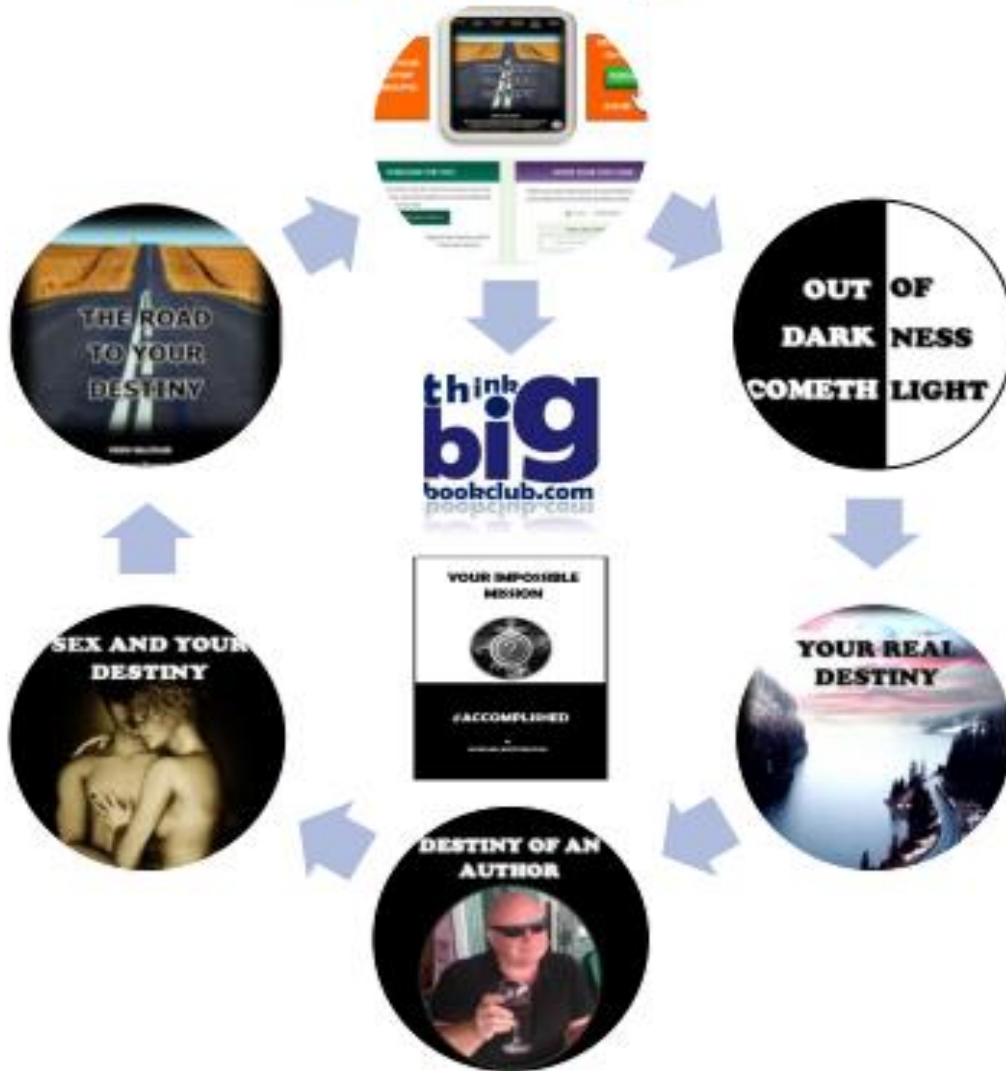
www.thinkbigbookclub.com

www.Destiny-Gram.com

"FROM DARKNESS TO DESTINY"

Just think big

The Path to Destiny



From Darkness to Destiny





THE THINK BIG BOOK CLUB



OUT OF DARK NESS COMETH LIGHT
GREG MALPASS
"Having darkness and light around the way you think about the world and yourself"

YOUR REAL DESTINY
GREG MALPASS
"The most important step to your life are the steps you are here and the steps you find out why."

THE ROAD TO YOUR DESTINY
GREG MALPASS
"By Understanding your Personal 'DestinyGram' Change your Life & Find Life Fulfillment."
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YOUR IMPOSSIBLE MISSION
#ACCOMPLISHED
by BUNTER WHITTINGTON

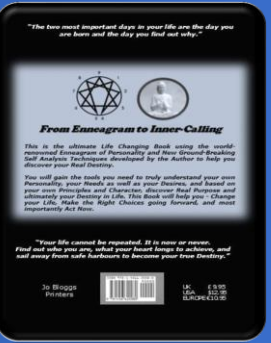
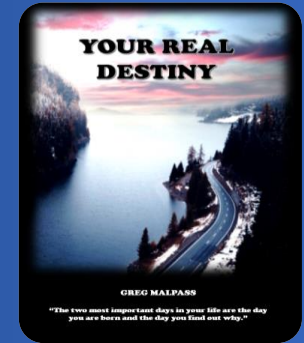
DESTINY OF AN AUTHOR
GREG MALPASS
"It is not by the stars we build our destiny, but by ourselves."

SEX AND YOUR DESTINY
GREG MALPASS
"Read this book and learn more about the world and yourself"

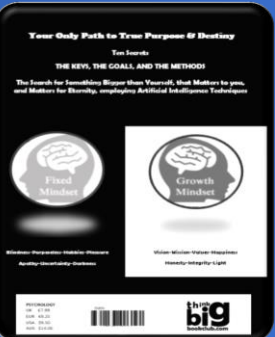
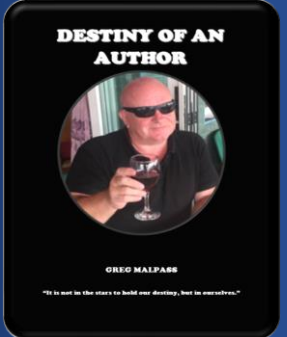
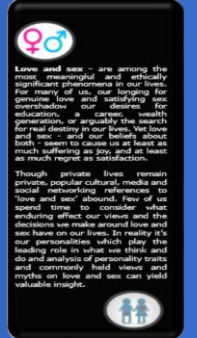
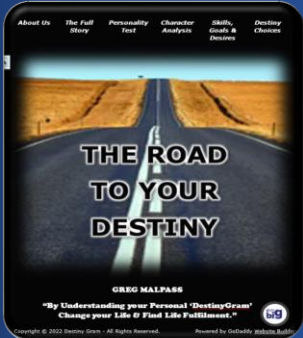
DESTINY-GRAM On-line test
PURCHASE
£10.00

From Darkness to Destiny





BOOK SUMMARIES



Sponsor of Destiny-Gram

APPENDIX IV

AI-LIFE ASSESSMENT SOLUTIONS

SALES FLIER

LEVERAGING ARTIFICIAL INTELLIGENCE

‘LIFE ASSESSMENT SOLUTIONS’

Destiny-Gram.com



"Destiny transcends time, shaping the present with purpose, and in its wake, leaves behind a lasting legacy."













CREATE YOUR UNIQUE PERSONAL PROFILE

With the integration of AI into Social Network Services, you can tap into advanced analysis, data-driven insights, and personalised recommendations that enhance your understanding of yourself and align your path with true calling. Embrace the synergy between human introspection and AI capabilities to set up a comprehensive ‘Destiny-Gram Personal Profile’ and unlock your fullest potential in Self-Awareness, Goal Setting, Career Planning, Decision Making, Personal Growth and Development, and Networking and Opportunities in both your Professional and Private Lives.





Sign up to www.Destiny-Gram.com to generate your unique Personal Profile and benefit from the Platform's Personal Development and Networking Opportunities.





"We hold a Monopoly on Unique Personal Profiles"

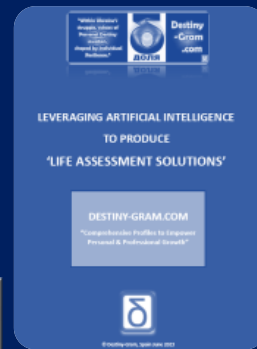
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LEVERAGING ARTIFICIAL INTELLIGENCE 'LIFE ASSESSMENT SOLUTIONS'

Destiny-Gram.com



"Destiny transcends time, shaping the present with purpose, and in its wake, leaves behind a lasting legacy."



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Sign up to www.Destiny-Gram.com to generate your unique Personal Profile and benefit from the Platform's Personal Development and Networking Opportunities.



"We hold a Monopoly on Unique Personal Profiles"



©Destiny-Gram 2023

Destiny-Gram is the only Social Networking Site that holds Comprehensive Profiles & uses AI to Empower Personal and Professional Growth .

The collage features a variety of reports and diagrams. At the top left is a 'PERSONAL PROFILE AI-REPORT' showing social media icons and a profile overview. Next to it is a 'PERSONALITY ANALYSIS' flowchart with five steps: 1. PERSONALITY ANALYSIS, 2. CHARACTER ANALYSIS, 3. MISSION, GOALS & DREAMS IMPACT, 4. DESTINY PROFILE, and 5. ACTION PLAN. To the right is a 'PERSONAL PROFILE DASHBOARD' with a circular chart and a bar chart. Below these are several circular diagrams, including a 'PERSONALITY MATRIX' with four quadrants (Aggression, Intuition, Sensation, Thought) and a 'PERSONALITY MATRIX' with a yin-yang symbol. There are also several flowcharts and diagrams illustrating the 'PERSONALITY MATRIX' and 'PERSONALITY MATRIX'.

Harness the power of AI as your ally in unravelling your Destiny through in-depth Self-Assessment.



©Destiny-Gram 2023

LEVERAGING ARTIFICIAL INTELLIGENCE 'LIFE ASSESSMENT SOLUTIONS'

Destiny-Gram.com

LEARN HOW TO [USE](#)
YOUR PROFILE

"Discovering one's Personal Destiny is like solving a complex equation; you need the right variables, a dash of inspiration, and the ability to balance the unknowns... Or you could just flip a coin and hope for the best!"



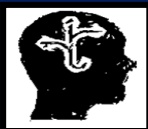
Profile, Self-Assessment & Personal Development



Who Am I?



What Do I Want to Achieve?



What is My Destiny?



How Do I Make the Right Decisions?

Networking, Ideas & Opportunities



Jobs - Love - Ideas



How Do I Build and Use my Professional & Private Networks?



How Do I attain Fulfilment, True Purpose & Happiness?

Self-Awareness: Reflecting upon personality, values, skills, desires, and aspirations fosters self-awareness, allows individuals to gain a deeper understanding of their strengths, weaknesses, and areas for growth.

Goal Setting: With a clear understanding of attributes and aspirations, individuals can set meaningful goals aligned with their values and passions.

Career Planning: By identifying their skills, competencies, and professional interests within the comprehensive profile, individuals can align their career choices accordingly. They can explore job opportunities, industries, or paths that resonate with their profile, far deeper than existing social network sites.

Personal Growth And Development: Individuals can leverage self-awareness to pursue learning opportunities, acquire new skills and develop themselves personally and professionally.

Decision-Making Support: Individuals can refer to their comprehensive profile to ensure alignment with their values, desires, passions, and long-term aspirations, serving as a guiding framework, helping individuals make decisions that are in line with their authentic selves.

Networking And Connections: The comprehensive profile can facilitate meaningful connections with like-minded individuals, mentors, potential employers or partners, or professionals in related fields. By showcasing their unique qualities and interests, individuals can attract connections that can support and guide them on their chosen career path and personal lives, including job-hunting and dating.

Ideas Creation: Brainstorming and collaborating on new projects or ventures, in partnerships or groups. The profiles serve as a repository of knowledge and capabilities, fostering creativity and innovation by connecting individuals with complementary skills and shared passions.

Personal Fulfilment: By consciously shaping their lives based on their comprehensive profile, individuals have the potential to experience a greater sense of fulfilment and purpose. They can make choices that align with their true selves, leading to a more satisfying and meaningful life journey, discovering their real destiny.



©Destiny-Gram 2023

Your comprehensive profile will facilitate meaningful connections with like-minded individuals, mentors, and other professionals, including potential employers, and partners in job-hunting, and dating.

MY PROFILE: SELF-ASSESSMENT, PERSONAL DEVELOPMENT

PULL PROFILE

ABOUT ME

WHO AM I?

WHAT DO I WANT?

MY DESTINY

PERSONAL PROFILE LINKS



NETWORKING OPPORTUNITIES

NETWORKING, IDEAL OPPORTUNITIES

MY NETWORK

PEOPLE SEARCH

POSTS, INTERVIEWS

JOB SEARCH

MARKETPLACE

DATING

IDEAS

PERSONAL PROFILE LINKS



About Me



Personality Type



Profile Dashboard



Reality Matrix



Destiny Pyramid



LinkedIn Profile



My Contacts



Profile Search



Posts



Jobs



Market Place



Dating



Ideas

A comprehensive profile once formulated that encompasses various aspects of an individual's identity can help the user make informed decisions about their professional and personal lives, ultimately guiding them in setting their own path and defining their destiny.



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APPENDIX V

AI-LIFE ASSESSMENT SOLUTIONS

SPONSOR POWER-POINT PRESENTATION

think big
partnership.com

SALES PITCH

'AI-LIFE ASSESSMENT SOLUTIONS BUSINESS'

Just think big

"A NEW ASPIRATIONAL SOCIAL NETWORKING SITE"

SPONSOR / INVESTOR PRESENTATION

August 2023



Greg Malpass
Karim Vuorisara



www.Destiny-Gram.com

A GLOBAL SOCIAL NETWORKING SITE BASED ON:

- UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL
- NETWORKING POWERED BY PURPOSE

FORMULA FOR SUCCESS
EQ + √(IQ + AI) = SUCCESS



1. **THE CONCEPT**

2. **THE BOOK CLUB**

3. **THE AI WEBSITE**

4. **THE PARTNERSHIP**

5. **THE BUSINESS CASE**

THE CONCEPT



RESEARCH BOOKS ON DESTINY & A GLOBAL SOCIAL NETWORKING SITE BASED ON:

- AI-GENERATED UNIQUE PERSONAL PROFILES
- INFORMED AI-CHAT BASED ON SHARED PROFILES
- FOCUSED NETWORKING OPPORTUNITIES



HELPING DEFINE PERSONAL DESTINY & ENABLING MEANINGFUL, USEFUL AI-GENERATED CONNECTIONS

THE CONCEPT



'AI-LIFE ASSESSMENT SOLUTIONS BUSINESS'



"A NEW ASPIRATIONAL SOCIAL NETWORKING SITE"

THE PURPOSE



Interest

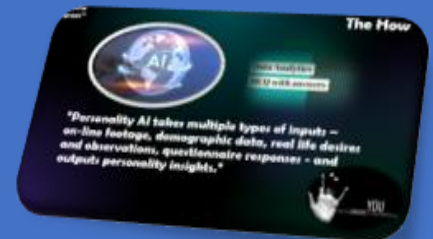


"UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL"

RESEARCH BOOKS ON DESTINY



AND A SOCIAL NETWORKING SITE



UTILISING ARTIFICIAL INTELLIGENCE

Benefit

"NETWORKING POWERED BY PURPOSE"

TO 'DEFINE YOUR UNIQUE ESSENCE' IN A PERSONAL PROFILE, PROVIDE A RELEVANT AI-INFORMED CHATBOT INTERFACE, & BUILD A NETWORK TO DEVELOP IT.

- 1. THE CONCEPT
- 2. THE BOOK CLUB
- 3. THE AI WEBSITE
- 4. THE PARTNERSHIP
- 5. THE BUSINESS CASE

THE BOOK CLUB

The 'Social Networking Site' www.Destiny-Gram.com was inspired by Books written by author Greg Malpass keen to share his international experiences and insight and, in wearing his heart on his sleeve, inspire others to 'Think Big' in the search for their 'Real Destiny' in life.

SIX BOOKS ON THE STUDY OF PERSONALITY & PERSONAL DESTINY



THE THINK BIG BOOK CLUB

"From Darkness to Destiny."





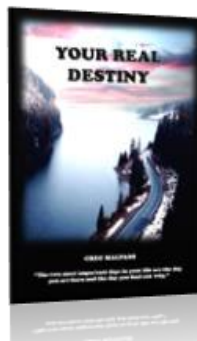
THE FLAG SHIP BOOK



'Out of Darkness Cometh Light' is a book of general philosophy and inspiration which maps a Route to Self-Awareness, analyses a plethora of subjects from the Problems of Global Power, Politics and Personal Addictions to the study of individual Personality, Values and Destiny. Using anecdotes throughout, the book's conclusions promote ambitious societal changes in the world, but more importantly facilitate individual reflection and provide a uniquely Personal Life Blueprint for the Mission of discovering 'Real Purpose, Destiny and Happiness'.

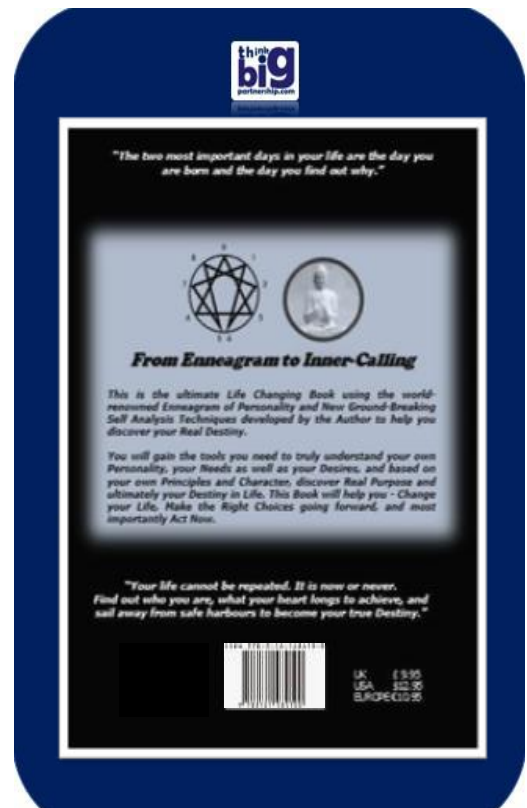
REFLECTION

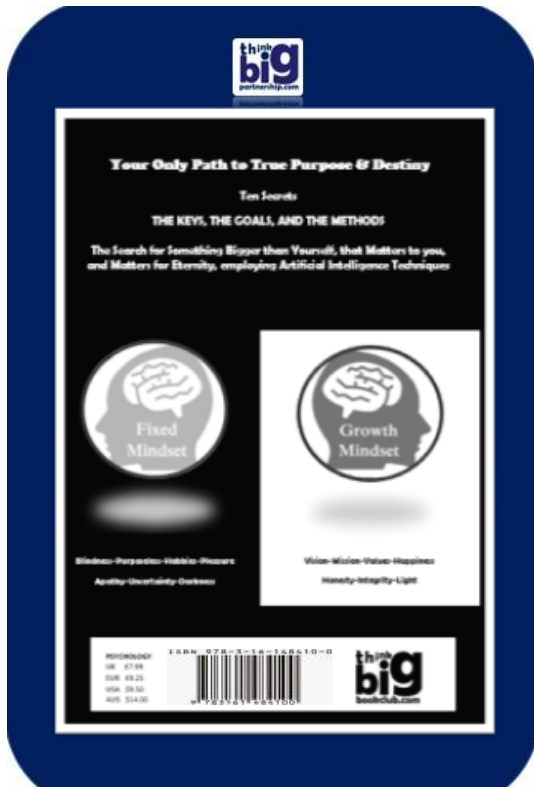
THE PERSONAL FOCUS



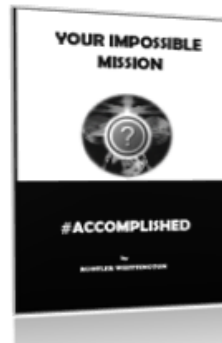
The sequel book 'Your Real Destiny' moves on from the Author's experiences to those specific to the Reader. It is a focused bespoke Self-Discovery Manual for the individual, as a precursor to the AI Social Networking Website www.Destiny-Gram.com providing a stage-by-stage program of analytical tools to assess Personality Traits, Character based Values, Skills Set/Needs and Desires, and culminates with a more individually developed 'Personal Blueprint' for discovering Real Destiny.

ANALYSIS





THE SECRETS REVEALED



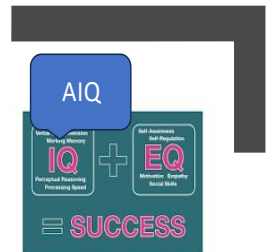
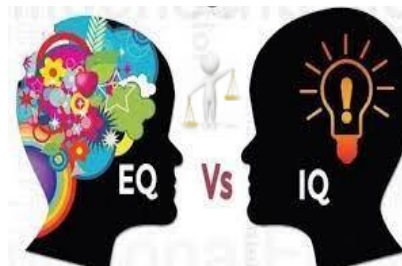
'Your Impossible Mission Accomplished' concludes the series of books on Destiny, inspiring the launch of the new leading AI-driven Website, www.Destiny-Gram.com, which together embrace the synergy between human introspection and AI capabilities to help Readers and Users find new insight. The book concludes and reveals: 'The Secrets and the Keys' to Goal Selection, The Methods in the AI-Process, the Centres of Energy and Intelligence, and how to become one's Personal Best in making the right Life Choices on the Path to a Chosen Destiny.

SECRETS

THE CONCLUSION

FOCUS ON YOUR EMOTIONAL INTELLIGENCE

AI "I am available to support people of all levels of intelligence and ability"



FORMULA FOR SUCCESS

$$EQ^2 + \sqrt{(IQ + AI)} = \text{SUCCESS}$$

Observation and Conclusions drawn by the Books' testimonials and personal anecdotes became – 'The Author's Life's Knowledge Shared'. They focus on the shift from the 'Physical Science' of Situational Analysis and Business Scenarios to 'Cognitive Science' and Analysis of the Personality of the Person with whom one is dealing, and the study of the relationship between Intelligence and Behaviour. The conclusion was that it is the Moral State, Personality, and Character of a person that will rule more and more, not an individual's Profession or Training, or Social Status, as AI levels the measure of Ability in most Professions.

FUTURE FOCUS WILL BE ON AN INDIVIDUAL'S EMOTIONAL INTELLIGENCE – YOUR UNIQUENESS, CHARACTER, PASSION, PERSONALITY, & YOUR ABILITY TO UNDERSTAND AND MANAGE EMOTIONS – NOT JUST IQ & ABILITY IN A WORLD SUPPORTED & INFLUENCED BY LIMITLESS ARTIFICIAL INTELLIGENCE.



"I can enhance IQ and Ability (AIQ), but not EQ"

1. THE CONCEPT

2. THE BOOK CLUB

3. THE AI WEBSITE

4. THE PARTNERSHIP

5. THE BUSINESS CASE

THE A.I. WEBSITE



'Destiny-Gram' is a new Social Network Website Platform employing Personality Artificial Intelligence and Data Analytics (AIDA) with multiple types of inputs including experience, education, online footage, demographic data, real-life desires, abilities, views and observations, and questionnaire responses – provided in an on-line Test/Assessment generating a:

Unique AI -Produced 'Personal Profile', 'Video' and 'Destiny Plan', based on Character & Personality, Passion and Desires as well as IQ, Education, Ability & Experience

- for use in ongoing AI-Assisted Self-Awareness, Goal Setting, Career Planning, Destiny Planning, Personal Development, and 'Networking' of Contacts, Ideas & Opportunities in both a user's Professional and Private lives.

GENERATING UNIQUE AI-DERIVED PERSONAL PROFILES FOR AI-ASSISTED SELF-ASSESSMENT, PERSONAL DEVELOPMENT AND NETWORKING

the big partnership.com

THE AI WEBSITE

'AI-LIFE ASSESSMENT SOLUTIONS BUSINESS'

Destiny-Gram.com

The Only Global Social Networking Site offering -Analysis in its Personal Profiling

THE PROBLEM

GETTING A.I. INFORMED ABOUT YOU

"The Only Global Social Networking Site offering AI-Analysis in its Personal Profiling, and providing an informed AI Chatbot Interface, for Advice and ongoing Interaction."



"UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL"



UP UNTIL NOW AI LARGE LANGUAGE MODEL CHATBOTS SEEM TO KNOW EVERYTHING ABOUT EVERYTHING IN THEIR REPLES - EXCEPT WHO YOU ARE IN THEIR CHAT AND ADVICE

"Mr Big I am AI ..

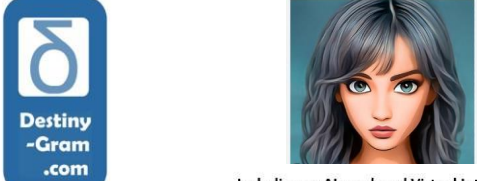
..do you know to whom you are talking?"

Get Personal

USING AN AI - GENERATED PERSONALISED PROFILE & ANIMATED INTRODUCTORY VIRTUAL VIDEO

GET 'AI-PROFILED'
 "And create your own Animated Interactive Chat Character"

A DESTINY-GRAM PERSONAL PROFILE



Including an AI-produced Virtual Introductory Video

Through 'Personalization and Customization' the Destiny-Gram Personal Profile, including an AI-produced Introductory Video, allows users to express their unique qualities, passions, and aspirations through customizable features, tailoring their profile to reflect their individuality and stand out in a crowded digital landscape.

CREATE

Select	Select
Virtual Image	Profile Photo
Virtual Voice Recording	Own Voice Recording
AI- Created Content	Own Profile Summary
Edit	Edit

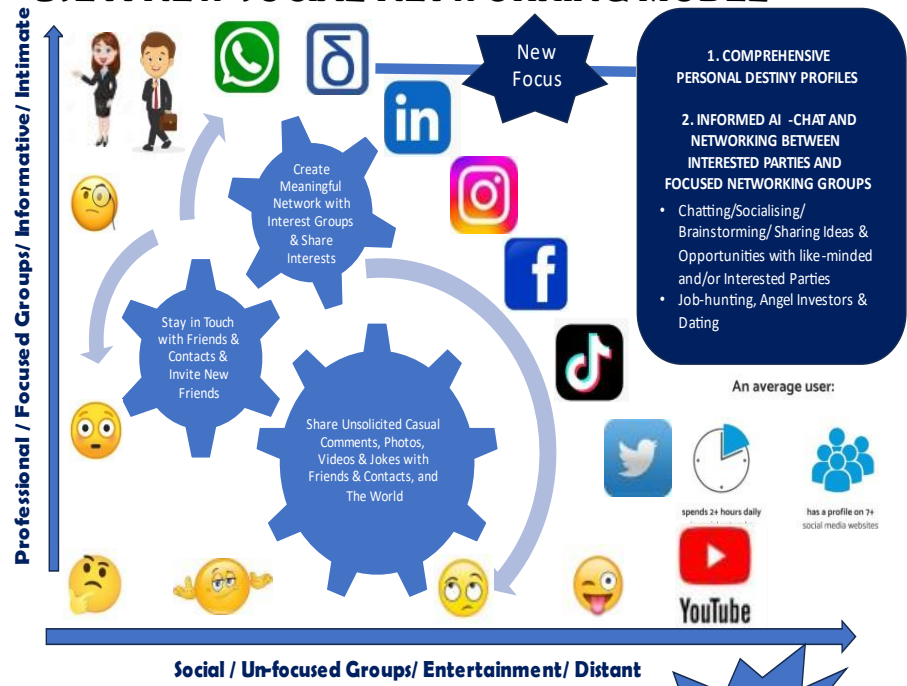
USE YOUR PERSONAL PROFILE IN ANONYMOUS AI -CHAT OR NETWORKING OR SHARE YOUR FULL DETAILS PRIVATELY WITH INVITEES

THE SOLUTION
UNIQUE SELLING POINT
"FOCUS ON YOU"
 "Your Unique Personal Profile will help AI focus on you as an individual with informed AI-Chat and Advice and by showcasing your Personality & Passions Destiny-Gram will help you develop a Personal Network relevant to & interested in you."

Yes, there is demand for a network based on users creating a comprehensive profile of themselves including personality, values, skills, passions, interest, ideas, etc - all which could be searchable in the network for personal development. Such a network could help users connect with like-minded individuals and find opportunities to learn and grow.

"Unravelling the Unique Essence of the Individual."

USE A NEW SOCIAL NETWORKING MODEL



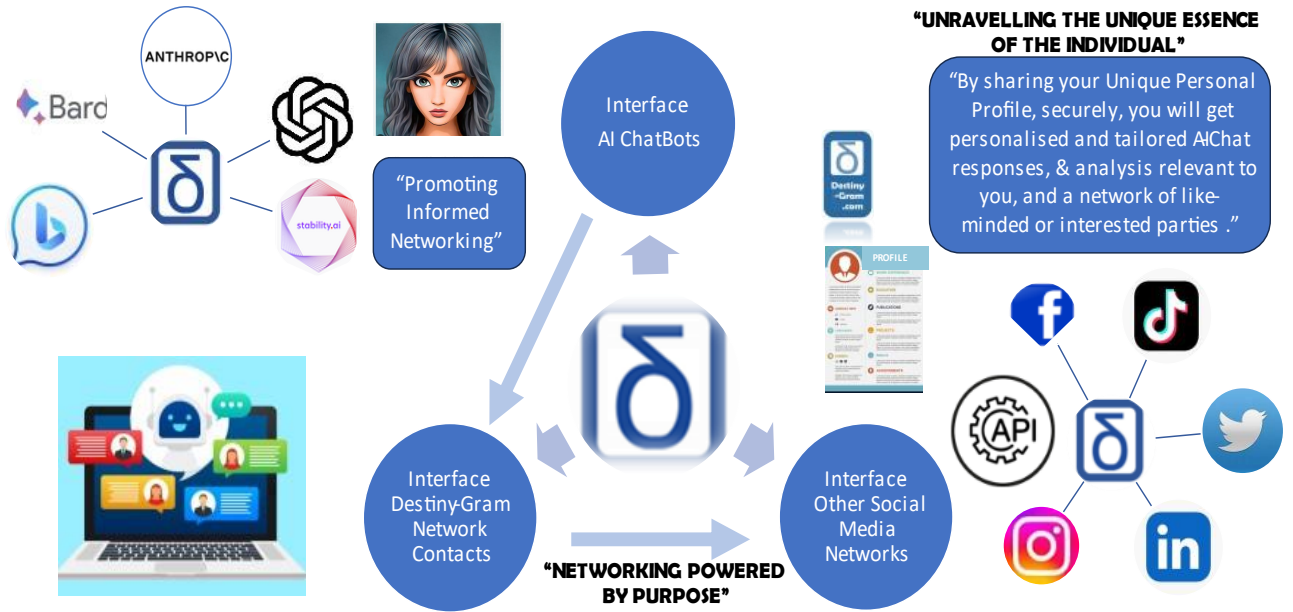
1. COMPREHENSIVE PERSONAL DESTINY PROFILES
2. INFORMED AI -CHAT AND NETWORKING BETWEEN INTERESTED PARTIES AND FOCUSED NETWORKING GROUPS
 - Chatting/Socialising/ Brainstorming/ Sharing Ideas & Opportunities with like-minded and/or Interested Parties
 - Job-hunting, Angel Investors & Dating

An average user:
 spends 2+ hours daily
 has a profile on 7+ social media websites

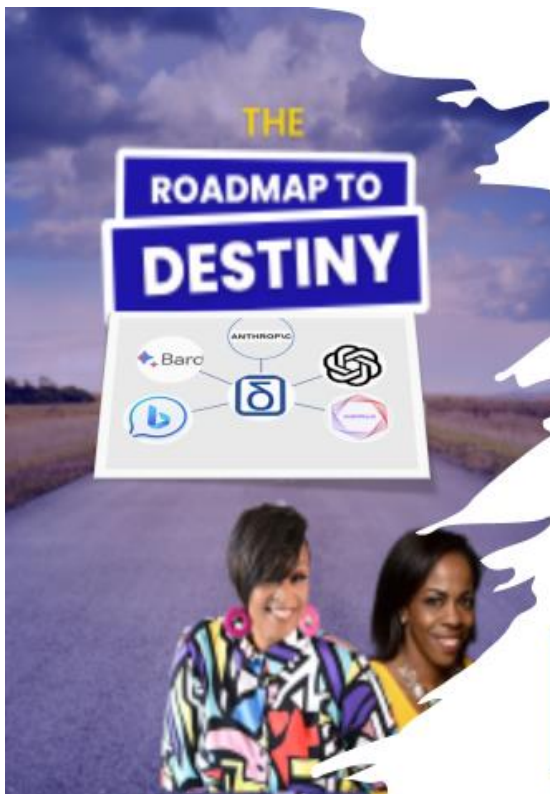
THE CURRENT NEGATIVE TREND IN SOCIAL MEDIA IS FROM 'FOCUSED INFORMATION & INTIMATE INTEREST GROUPS' TO 'GENERAL GLOBAL SOCIAL MEDIA & ENTERTAINMENT'

"Networking Powered by Purpose."

CREATING AN INFORMED/SECURE AI INTERFACE



USING YOUR UNIQUE PERSONAL PROFILE TO SHARE, YOU CAN CREATE AN INFORMED INTERFACE WITH AI-CHATBOTS, AS WELL AS SHARING WITH OTHERS ON THEIR SOCIAL MEDIA SITES



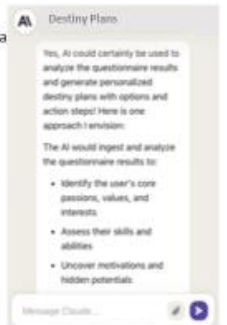
USE THE AI-PRODUCED PERSONALIZED DESTINY ROADMAP

Using natural language processing and optimization algorithms, the AI would:

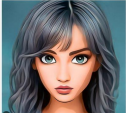
- Generate a set of potential life purpose statements aligned with the user's passions and values
- Provide customized legacy goal options based on motivations
- Develop credible 10 to 15-year plans to achieve each legacy goal
- Match skills and abilities to action steps for each plan
- Prioritize and sequence action steps based on dependencies
- Produce personalized destiny plans in different focus areas (career, relationships, self-actualization, etc)

The output would thereafter be an interactive dashboard where users can subscribe to Premium Services to:

- Browse and select their preferred legacy goals over time
- View destiny plans for each goal with sequenced action steps
- Get reminders and track progress on action steps
- Request additional legacy goal and plan options from the AI
- Have the system reassess plans periodically based on updated skills/priorities



DESTINY ROADMAPS PRODUCED USING AI'S NATURAL LANGUAGE PROCESSING AND OPTIMIZATION ALGORITHMS TO ENSURE RECOMMENDATIONS AND PLANS ALIGN WITH THE USER'S UNIQUE PASSIONS, ABILITIES, AND MOTIVATIONS

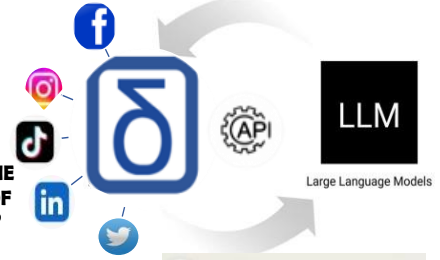


CREATE A UNIQUE AI-PRODUCED 'PERSONAL PROFILE' AND ANIMATED 'INTRODUCTORY VIDEO' AND 'DESTINY PLAN', BASED ON QUESTIONNAIRE ON CHARACTER & PERSONALITY, PASSIONS AND DESIRES AS WELL AS EDUCATION, ABILITY & EXPERIENCE

HOW IT WORKS

"A NEW ASPIRATIONAL SOCIAL NETWORKING SITE"

"UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL"



AI Nine personality types and life directions

Would Claude be able to produce a comprehensive "personal profile" from the questionnaire and feedback which the user could post to his or her other social sites

That's an interesting suggestion. Technically, I could generate a comprehensive personal profile summarizing the key details gathered from the career questionnaire and assessment process. This could highlight a person's personality traits, values, skills, experience and goals.

ENABLE ENRICHED PERSPECTIVE IN ANALYSIS AND ENGAGE IN INFORMED INTERACTION WITH AI-ASSISTANT/CHATBOT AND DEVELOP DESTINY PLANS ("DESTINY ROADMAP") VIA 'DESTINY-GRAM' WEBSITE, SECURELY

"PROMOTING INFORMED INTERACTION NOT ENTERTAINMENT"



"OFFERING NETWORKING POWERED BY PURPOSE"

AI Nine personality types and life directions

That's an intriguing concept - creating a new social networking platform that connects users based on shared personality traits, values, interests, skills and goals captured in the career consultation profiles. Some possibilities and challenges with that idea:

Potential benefits:

- Help users find compatible collaborators, mentors, or partners suited to their temperaments.
- Enable targeted networking around specific aspirations or growth areas.

USERS CAN CREATE DESTINY PROFILES & ROADMAPS USING AI -LLM PROCESSING & OPTIMISATION ALGORITHMS, ADDING SIGNIFICANT CONTEXT IN AI -CHATBOT INTERACTION, PLANS & UPDATES, AND NETWORK WITH LIKE -MINDED AND INTERESTED PARTIES VIA DESTINY -GRAM NETWORK OR LINKS TO THEIR OTHER SOCIAL MEDIA SITES.

WITH SECURITY IN MIND

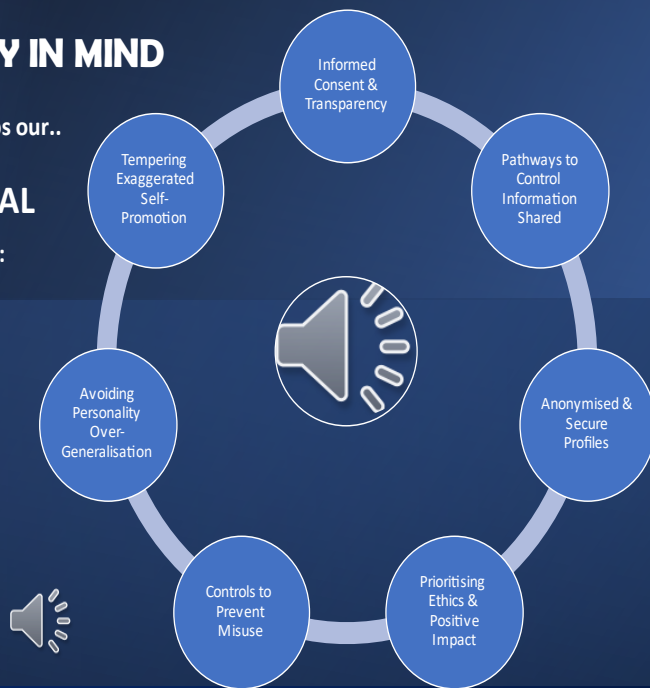
Shout from the Roof Tops our..

FOUNDATIONAL PRINCIPLES:

AI Nine personality types and life directions

Implementation considerations:

- Would require informed consent and transparency from users on how their data is utilized.
- Profiles would need to be anonymized and secured to protect privacy.
- Features should avoid reinforcing biases or over-generalizations based on personality types.
- Pathways for users to control information shared publicly vs privately.
- Guidelines and controls to



"UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL"



"NETWORKING POWERED BY PURPOSE"

AI Nine personality types and life directions

- Guidelines and controls to prevent misuse and maintain positive community.

Overall this concept would require careful design to responsibly harness personality data while prioritizing user agency, ethics and positive impact. But if executed thoughtfully, it offers intriguing potential to connect people seeking purpose and growth in an uplifting way. I'd be glad to discuss further if you're interested in exploring this social platform concept and how it could be shaped responsibly.

IMPLEMENTING STRICT CONSENT, PRIVACY & SECURITY PRINCIPLES WOULD BE THE SOCIAL NETWORK'S FOUNDATION

USING SEARCH/ INVITE FACILITIES

"Anything that's relevant to Your Search"

SEARCH CRITERIA

Common With:
LINKEDIN/ FACEBOOK/
INSTAGRAM/ TWITTER/ TIK
TOK - GENERAL SEARCH

NAME, SEX, TITLE
COMPANIES WORKED FOR
ABOUT - KEY WORD SEARCH
LOCATION/PLACES LIVED
CONNECTIONS
EXPERIENCE
INDUSTRY
SERVICE CATEGORY
SCHOOLS
LANGUAGES
RELATIONSHIP STATUS
PEOPLE
POSTS
PHOTOS
VIDEOS
TWEETS
HOBBIES
GROUPS
APPS
LINKS
EVENTS

SEARCH CRITERIA

Additional Categories:
DESTINY-GRAM - GENERAL
SEARCH

AGE, FAMILY INFORMATION
DESTINY - PERSONAL IDENTITY
AI FULL DESTINY STATEMENT-
KEY WORD SEARCH
PERSONALITY/CHARACTER
HIGHER PURPOSE
UNIVERSAL VIEWS
SACRED COWS
HOME TRUTHS
PERSONALITY
RECOMMENDATIONS
PERSONALITY TYPE
CHARACTERISTICS
POSITIVE PERSONALITY TRAITS
SKILLS, GOALS/ DESIRES
EDUCATION/WORK EXPERIENCE
(LinkedIn)
CORE SKILLS & LEVEL OF ABILITY
GOALS/ DESIRES/ PASSIONS
VALUABLE IDEAS
ACTION PLAN
RESEARCH
DEVELOPMENT
PROMOTION
FEEDBACK

Identity Protected / Anonymous (Until Invite Accepted)

- Under 40
- HR/ Recruiter
- Single Parent
- Life Coach
- Marketing Experience
- Investor
- Artistic
- Entrepreneur
- Pragmatic
- Literary Agent
- Numerate
- Merchant Banker
- Self-Employed
- Leader
- Explorer
- Family Oriented
- Computer Programmer
- Company Executive

- Reformer
- Social Justice
- Hopeful
- Global Conservation
- Generous
- Liberal
- Loving
- Peacemaker/Mediator
- Altruistic
- United States of America
- Freedom Seeking
- IT Specialist
- Humorous
- MBA
- Humble
- Youngest Child
- Honest
- French Speaker
- Empathetic
- Sport Lover
- Passionate
- Ex-Google Employee
- Non-Smoker
- Impatient, Tenacious
- Salsa Lover
- World Traveller
- Enthusiast
- Trouble Shooter
- University Drop-out
- Lateral Thinker

FIND & NETWORK WITH LIKE-MINDED PEOPLE,
PROFESSIONALS OR POTENTIAL PARTNERS

"UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL"

Showcase Your
Personality &
Passions

"NETWORKING POWERED BY PURPOSE"

PERSONAL PROFILE DASHBOARD

LEVERAGING ARTIFICIAL INTELLIGENCE
"LIFE ASSESSMENT SOLUTION"
Destiny-Gram.com

"Discovering one's Personal Destiny is like solving a puzzle where you need the right variables, a dash of intuition, and the ability to balance the unknown. Or you could just flip a coin and hope for the best."

Profile, Self-Assessment & Personal Development

THE AI-WEBSITE PROVIDES

Create a Unique Personal Profile to interface with AI-ChatBots & Build A Relevant Personal Network (One-Off Payment \$12)

Free Use of the Global Networking Facilities (For Profile Holders)

A PERSONAL PROFILE & VIDEO

LEVERAGING ARTIFICIAL INTELLIGENCE
"LIFE ASSESSMENT SOLUTION"
Destiny-Gram.com

"Destiny transcends time, shaping the present with purpose, and in its wake, leaves behind a lasting legacy."

THE AI WEBSITE

"UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL"

"NETWORKING POWERED BY PURPOSE"

ACCESS TO A GLOBAL NETWORK

"NETWORKING POWERED BY PURPOSE"

COLLABORATING, SHARING IDEAS & OPPORTUNITIES

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PERSONAL PROFILES/ GLOBAL NETWORK

“Embracing the synergy between Human Introspection and AI capabilities to set up a unique Destiny Personal Profile & Video, an ongoing interactive Personal AIChatbot Interface & Analysis tools, and access to a relevant Global Network to share ideas and opportunities.”

A NETWORK OF PERSONAL PROFILES SERVING AS REPOSITORIES OF INDIVIDUAL QUALITIES, KNOWLEDGE & CAPABILITIES - FOSTERING CONNECTIVITY, CREATIVITY & INNOVATION



WHY YOU NEED A DESTINY -GRAM PERSONAL PROFILE



“Creating comprehensive profiles using AI technology has the potential to revolutionize the way individuals present their identities online and differentiate themselves, as well as communicate with AI -Chat Engines.

Having a comprehensive online profile that showcases various aspects of personality, character, skills, desires, passions, views, and destiny plans will be invaluable, - serving multiple purposes, including better informed AI Chat and analysis, job hunting, dating, networking, brainstorming, idea creation, and seeking finance & investment.

It will offer individuals a deeper understanding of themselves, aiding in self-assessment, guiding decision -making, promoting personal growth, and the pursuit of fulfilling lives - in a ground-breaking way not offered by any competitive social networking platforms. ”

CREATE A UNIQUE IDENTITY



“With AI levelling the playing field in Ability-based Judgement and Selection in life, Human Destiny will be defined through differentiation in traits of Character, Personality, Passion and Desires.”
- Greg Malpass



“AI can change everything in the world except how men think and behave.”
- Warren Buffett

HARNESS THE POWER OF AI AS YOUR ALLY & UNRAVEL YOUR DESTINY THROUGH IN-DEPTH AI-ASSISTED SELF-ASSESSMENT & NETWORKING

THE CRUX OF THE AI-FUNCTION

- Your AI-Personal Profile
- Your AI-Destiny Plans
- Your AI-Chatbot Interface
- Your AI-Destiny Network
- Your AI-Destiny Opportunities

"IT WILL HELP YOU BUILD YOUR EMOTIONAL INTELLIGENCE"

THE FORMULA FOR SUCCESS:

$$EQ^2 + \sqrt{(IQ + AI)} = \$UCCESS$$

© DestinyGram 2023

THE CRUX OF THE BENEFIT OF THE AI-FUNCTIONALITY

- Your Personal Profile will **"Define You"**
- Your Destiny Plan will **"Guide You"**
- Your Personalized AI-Chatbot Interface will **"Inform You"**
- Your Use of the Premium Services will **"Develop You"**
- Your Networking Opportunities will **"Empower You"**

SIMPLE
SPECIAL
SUCCESSFUL

YOUR PERSONAL PROFILE WILL DEFINE AND YOUR EMOTIONAL INTELLIGENCE



"With AI transforming the job landscape, showcasing our humanity and purpose will be key to forging meaningful connections and opportunities."

YOUR DESTINY PROFILE

WILL DEFINE YOU



"UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL"



"The future calls us all to lead with our hearts."

YOUR PERSONAL AI-DESTINY PROFILE & NETWORK OPPORTUNITIES WILL HELP DEFINE YOUR DESTINY



'The Opportunity' is to develop and market globally the AI-based Social Networking Website, 'Destiny-Gram', on the theme of providing 'Personal Profiles' and 'AI-Life Assessment Solutions' for individuals in search of Personal Destiny and Networking Opportunities

WEBSITE

- To offer a Unique AI-generated Personal Profile & Video, an AI-produced Destiny Report and the Benefits from the Platform's Personal Development features and online Global Networking Opportunities with like-minded individuals.

BOOKS

- Produce substantially edited versions of the raw 'Destiny Books' and publish them in the 'Self-Help' genre, as complementary further reading on Destiny, Personality & Character.

'Destiny-Gram will be the only Social Networking Site that holds unique Comprehensive Profiles based on Character & Personality and Passions, as well as Skills & Capabilities - Empowering Personal and Professional Growth employing AI and a Global Network based on those Profiles.'

THE MARKET OPPORTUNITY

The slides include:

- AN INTRODUCTION** to Destiny-Gram™ as an opportunity in the Personal Assessment Market.
- The Why**: A Large Growth Market with a Global Market of US\$22.6 Billion and 13% CAGR.
- The Because**: Dominated by The Corporate Recruitment Sector, with 70% of Fortune 500 Companies.
- The How**: Personality AI takes multiple types of inputs – on-line footage, demographic data, real life desires and observations, questionnaire responses – and outputs personality insights.
- The Solution**: To Help the Individual to Go Beyond Personality Assessment, Explore Individual Skills & Desires & Assess Personal Destiny using AI.
- The Books & Website**: A summary of the product offering.

PERSONALITY ASSESSMENT SOLUTIONS MARKET US\$22.6bn by 2031

1. THE CONCEPT

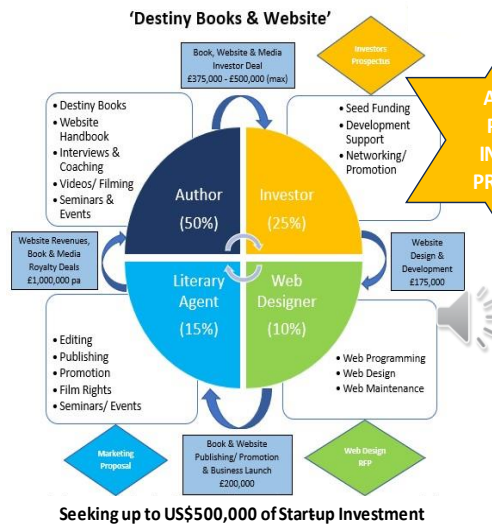
2. THE BOOK CLUB

3. THE AI WEBSITE

4. THE PARTNERSHIP

5. THE BUSINESS CASE

THE PARTNERSHIP



AN INTEGRATED PARTNERSHIP FOR BOOK & WEBSITE OWNERSHIP, DEVELOPMENT, AND MARKETING.

THE PARTNERSHIP



'AI-LIFE ASSESSMENT SOLUTIONS BUSINESS'



The Only Global Social Networking Site offering AI -Analysis in its Personal Profiling

1. THE CONCEPT
2. THE BOOK CLUB
3. THE AI WEBSITE
4. THE PARTNERSHIP
5. THE BUSINESS CASE

THE BUSINESS CASE



The *'Global Market'* for 'Personality Assessment Solutions' is US\$7.5 billion and is forecast to grow to US\$ 16.5 billion by 2028. *'Partners' Returns'* for Individual Investments in Cash or Kind, will include Payment for Services rendered and Share in the Partnership's success in Equity, Sales and Profits.

"A new secure Social Networking Site with Unique Features."



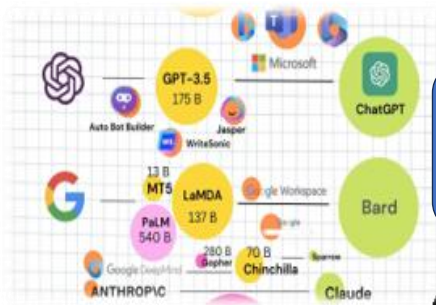
The *'Website Business'* Pessimistic Base Case (MVP) is to generate Annual Revenues of US\$1 million and Investment Pay-Back within 3 years. Dependent on a successful and fully funded initial launch of Destiny-Gram.com as a 'Unique Social Networking Site' with 'Destiny Profile' Links to existing Social Media Sites via APIs, the *'Stretch Target'* is a minimum of 10 million 'Profiled Users' within 3 years, generating *'US\$120 million'* of cumulative revenues.

**SOCIAL NETWORK OF 10 MILLION USERS
GENERATING \$120 MILLION IN REVENUES**

THE BUSINESS CASE

'AI-LIFE ASSESSMENT SOLUTIONS BUSINESS'

The Only Global Social Networking Site offering AI -Analysis in its Personal Profiling

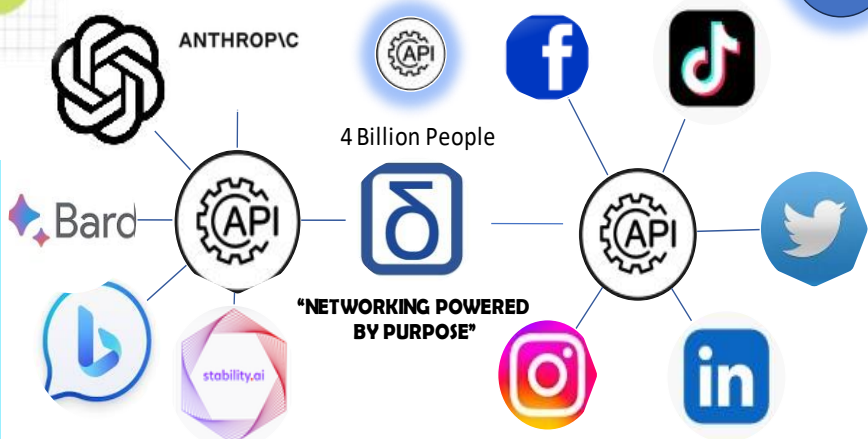


POTENTIAL TO GO GLOBAL

"Destiny-Gram will be a New secure Social Networking Site in its own right with Personalised Ethical Usage as its 'raison d'être', with its own Networking Features BUT also have Web API Links with existing Social Media Sites to allow and facilitate sharing 'Destiny Profiles' content and data with People's existing contacts on other Social Networks, where users opt to do so."




Four Billion Users



PERSONAL DESTINY PROFILE APPLICATION PROGRAMMING INTERFACES WITH EXISTING SOCIAL MEDIA HAS THE POTENTIAL TO REACH 4 BILLION PEOPLE

OWNERSHIP / MANAGEMENT



"With AI levelling the playing field in Ability-based Judgement and Selection in Life, Human Destiny will be defined through differentiation in traits of Character, Personality, Passion and Desires."

"If you don't value a Person's Character and Personality highly enough, it says something about your own."

Greg Malpas
International Businessman, Author, and Entrepreneur
Malaga, SPAIN
BSc, MBA/MSc
Engineering & Business Administration



The Rights to
Destiny-Gram are
currently owned by
Think Big Partnership






"In a technical domain, our approach takes into account the long term roadmap of the solution."

"The services provide milestones from profile creation to personal development and networking with others converging to the core concept of destiny determination."

Karim Vuorisara
Senior Software Architect and Developer
Helsinki, FINLAND
BSc, MSc
Mathematics





THE OWNERS ARE THE MANAGERS AND THE DECISION MAKERS

SUMMARY

- 1. THE CONCEPT**
- 2. THE BOOK CLUB**
- 3. THE AI WEBSITE**
- 4. THE PARTNERSHIP**
- 5. THE BUSINESS CASE**

- 1. THE CONCEPT** is one of helping individuals discover real purpose, destiny and happiness using a global social networking site offering AI-generated Unique Personal Profiles and Animated Introductory Videos, and Analysis and "Destiny Roadmaps" based on Character & Personality and Desires as well as Ability and Experience. And promote related-focused Global Networking Opportunities to showcase their unique qualities and interests attracting connections that can support and guide them on their chosen career paths and personal lives; including career planning, job-hunting, business partnerships, personal dating, and the sharing of views and ideas with like-minded individuals and interested parties.
- 2. THE BOOK CLUB** consists of Six Books on the study of personality and Personal Destiny which inspired the creation of Destiny-Gram.com, offering further subject reading, including 'Out Of Darkness Cometh Light' laying the groundwork; 'Your Real Destiny' developing the idea of personal blueprints; and 'Your Impossible Mission Accomplished' revealing the secrets and methods in the AI process of building a Unique Personal Profile.
- 3. THE AI-WEBSITE** will generate Unique Personal Profiles, Introductory Video, and Destiny Plans for Sharing with AI-ChatBots to enhance and enrich AI-feedback, AI-analysis, self-assessment, goal setting, career planning, personal development and Networking ideas & opportunities globally - helping individuals define their personal destiny in both their professional and private lives.
- 4. AN INTEGRATED PARTNERSHIP**, and overall start-up investment of up to \$500,000, is sought for the co-ownership and rights to develop the programming, and market the opportunity - presented by the Social Networking Website, 'Destiny-Gram', the 'Think Big Destiny Books', and the 'Destiny-Gram and Think Big Brands' - on the combined theme of providing 'AI-Assisted Life Assessment Solutions'.
- 5. THE BUSINESS CASE** is based on a successful and fully funded initial launch of www.Destiny-Gram.com as a 'unique social networking site' and the creation of a social network population of 10 million users generating \$120 million in revenues within 3 years, with further chargeable Premium Services, and exponential growth potential, via API 'Destiny Profile' Links with people's existing Social Media Sites.








NO OTHER SOCIAL MEDIA SITE GENERATES UNIQUE COMPREHENSIVE AI -PERSONAL PROFILES & THEN ASSISTS AN AI -CHATBOT INTERFACE WITH THEM & OTHER LIKE -MINDED INDIVIDUALS

think big
partnership.com

INVESTMENT MEMORANDUM

'AI-LIFE ASSESSMENT SOLUTIONS BUSINESS'

Just think big

"A NEW ASPIRATIONAL SOCIAL NETWORKING SITE"

LEVERAGING ARTIFICIAL INTELLIGENCE TO PRODUCE 'LIFE ASSESSMENT SOLUTIONS'

DESTINY-GRAM.COM

Comprehensive Profiles to Empower Personal & Professional Growth!

think big

INVESTMENT OPPORTUNITY

Just think big

think big THE THINK BIG BOOK CLUB **Just think big**

think big

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LEVERAGING ARTIFICIAL INTELLIGENCE TO PRODUCE 'LIFE ASSESSMENT SOLUTIONS'

DESTINY-GRAM.COM

Comprehensive Profiles to Empower Personal & Professional Growth!

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Destiny-Gram.com **think big**

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Business Overview

Whatever you're thinking, think bigger.

think big

<https://www.ThinkBigPartnership.com>

"Destiny transcends time, shaping the present with purpose, and in its wake, leaves behind a lasting legacy."

- Greg Malpass



LIFE'S FORMULA FOR SUCCESS

$$EQ^2 + \sqrt{(IQ + AI)} = \$UCCESS$$



REMEMBER

CONTACT US IN CONFIDENCE
For an INVESTMENT MEMORANDUM

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Confidential Information Requiring
Non-Disclosure Agreement



**"UNRAVELLING THE UNIQUE
ESSENCE OF THE INDIVIDUAL"**

VISIT THE YOUTUBE PRESENTATION



**"NETWORKING POWERED
BY PURPOSE"**

THANK YOU



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APPENDIX VI
DRAFT
ADDRESS TO SOCIAL MEDIA USERS
August 2023



**“How to Become a Visionary &
Demonstrate Emotional Intelligence in a Personal Profile”**

Draft Speech by Greg Malpass, Founder of Destiny-Gram to Audience of Enthusiastic Social Media Users, August 2023

“How to Become a Visionary & Demonstrate Emotional Intelligence in an online Destiny-Gram Personal Profile”

“Ladies and gentlemen,

I stand before you as Greg Malpass, the founder of Destiny-Gram.com—a groundbreaking paradigm shift in the world of social networking. Let us transcend the current state of affairs where mere entertainment, fleeting validation, and shallow connections dominate. Destiny-Gram beckons us toward a new horizon, a realm where artificial intelligence intertwines with human purpose to craft a social network that elevates the individual and propels humanity forward.

Our guiding light is a vision to create an AI-powered social network rooted in purpose—a sanctuary for fostering a community united by the pursuit of human potential. Imagine a tapestry of minds intertwined, each thread representing an individual’s true calling. With the seamless fusion of AI and Social Network Services, we offer you a key to unlock a world of profound understanding and alignment.

Imagine diving deep into self-awareness as AI analyses your intricacies, revealing insights that propel you toward your true path. Picture, if you will, your very own ‘Destiny-Gram Personal Profile,’ accompanied by an AI-crafted ‘Introductory Video.’ This amalgamation of human introspection and AI prowess becomes the cornerstone of a journey toward self-discovery, goal attainment, and personal growth – embodying your “Emotional Intelligence”.

The life opportunity is to harness its power to illuminate career avenues, make informed decisions, and connect with kindred spirits who share your aspirations. Yet, Destiny-Gram goes further, unveiling a canvas where your individuality is the brushstroke that paints your profile. Imagine expressing your passions, talents, and aspirations through AI-forged brilliance that transcends the mundane. A dynamic self-portrait emerges—one that encapsulates personality, strengths, skills, passions, and values in a symphony of uniqueness. Your AI-crafted Introductory Video becomes a declaration of your essence, a proclamation of your prowess, and an invitation to synergize with those who resonate with your purpose.

Dear visionaries, consider a future where personal profiles are more than static snapshots; they are vibrant tapestries that encapsulate the human spirit. AI breathes life into this tapestry, showcasing personality facets, aspirations, and ambitions. It opens doors to a network where dreams align, where dating is an exploration of kindred souls, where career paths unfold seamlessly, and where innovation blossoms through shared dreams.

Ladies and gentlemen, Destiny-Gram beckons us to redefine social networking—a journey of self-discovery, a bridge to opportunities, and a beacon guiding us toward collective evolution. Embrace this symphony of human and AI collaboration, and together, let us orchestrate a future where potential knows no bounds.

Thank you.”

Slides:



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'AI-LIFE ASSESSMENT SOLUTIONS BUSINESS'

Just think big

"A NEW ASPIRATIONAL SOCIAL NETWORKING SITE"

HOW TO BECOME YOUR OWN VISIONARY

August 2023




www.Destiny -Gram.com

A GLOBAL SOCIAL NETWORKING SITE BASED ON:

- UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL
- NETWORKING POWERED BY PURPOSE

LIFE'S FORMULA FOR SUCCESS:

$$EQ^2 + \sqrt{(IQ + AI)} = \$UCCESS$$



"THE ROADMAP TO DESTINY"
DISCOVER YOUR DESTINY. UNLOCK YOUR POTENTIAL.

Destiny-Gram is the social network of the future—one that helps you become the person you were meant to be. Our groundbreaking Informed AI-Interface learns who you truly are and advises you and matches you with opportunities and people to help you thrive.

- **See Yourself Clearly:** Create a comprehensive profile and AI-generated virtual animated video that captures the full essence of your skills, passions, and aspirations. Destiny-Gram reveals your untapped talents and hidden potential.
- **Align Your Path:** Let your AI-informed Chatbot Interface use its insights to guide you. Discover fulfilling careers, relationships, and growth opportunities tailored to help you live your best life. Destiny-Gram shows you who you can become.
- **Connect Purposefully:** Leave superficial relationships behind. Destiny-Gram's intuitive matching algorithms connect you with people and groups that share your values and ignite your purpose. Collaborate, brainstorm, and make your dreams reality.

The future of social media is human empowerment. Destiny-Gram creates an uplifting community that unlocks every person's unique genius and catalyses positive change.

Join Destiny-Gram and transform your life. With our proprietary AI, access to vast datasets, and rapidly growing user base, our influence will be immense. Help us redefine social media's role in society. The opportunity is now. Back our vision and let's shape humanity's destiny together.

HOW DESTINY-GRAM WILL HELP YOU



Greg Malpass- Founder

See Yourself Clearly



Align Your Path



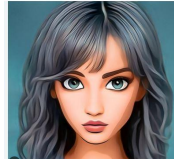
Connect Purposefully

GET 'AI-PROFILED'

"Create your own Animated Interactive Chat Character"

USING AN AI -
GENERATED
PERSONALISED
PROFILE &
ANIMATED
INTRODUCTORY
VIRTUAL VIDEO

A DESTINY-GRAM PERSONAL PROFILE



Including an AI-produced Virtual Introductory Video

Through 'Personalization and Customization' the Destiny-Gram Personal Profile, including an AI-produced Introductory Video, allows users to express their unique qualities, passions, and aspirations through customizable features, tailoring their profile to reflect their individuality and stand out in a crowded digital landscape.

CREATE

Select	Select
Virtual Image	Profile Photo
Virtual Voice Recording	Own Voice Recording
AI- Created Content	Own Profile Summary
Edit	Edit

USE YOUR PERSONAL PROFILE TO ENRICH AI -CHAT
OR NETWORK WITH LIKE -MINDED AND ENGAGED INDIVIDUALS

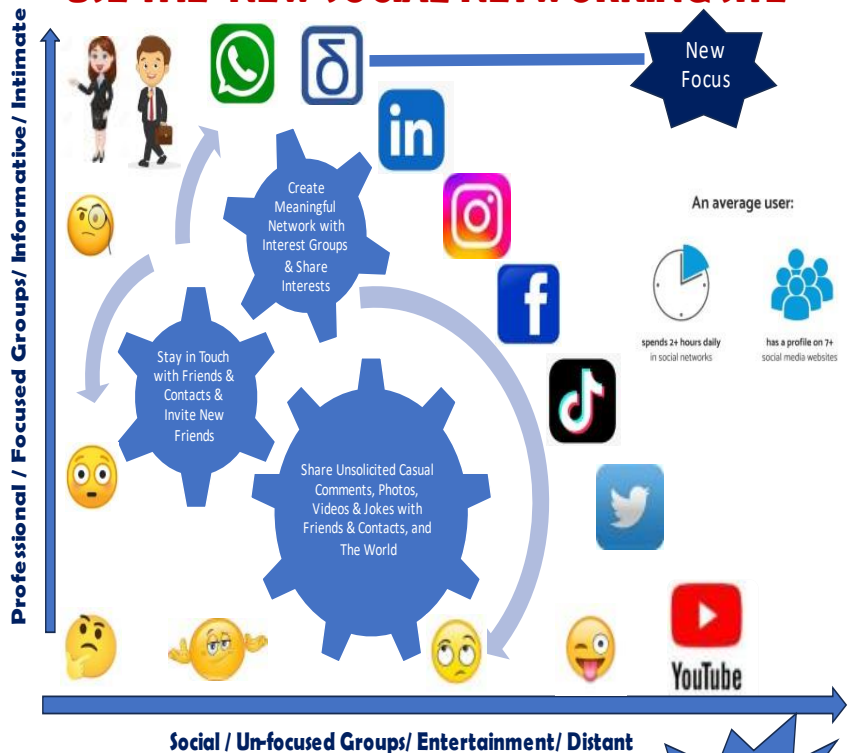
UNIQUE SELLING POINT "FOCUS ON YOU"

"Your Unique Personal Profile will help AI focus on you as an individual with informed AI-Chat and Advice and by showcasing your Personality & Passions Destiny-Gram will help you develop a Personal Network relevant to & interested in you."



Yes, there is demand for a network based on users creating a comprehensive profile of themselves including personality, values, skills, passions, interest, ideas, etc - all which could be searchable in the network for personal development. Such a network could help users connect with like-minded individuals and find opportunities to learn and grow.

USE THE 'NEW SOCIAL NETWORKING SITE'



"Unravelling the Unique Essence of the Individual."

THE NEW SOCIAL NETWORKING SITE IS FOCUSED ON
INTIMATE INTEREST GROUPS
NOT GENERAL INFORMATION OR ENTERTAINMENT'

"Networking Powered by Purpose."

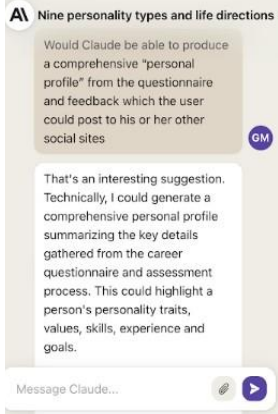


UNDERSTAND HOW IT WORKS

CREATE A UNIQUE AI-PRODUCED 'PERSONAL PROFILE' AND ANIMATED 'INTRODUCTORY VIDEO' AND 'DESTINY PLAN', BASED ON QUESTIONNAIRE ON CHARACTER & PERSONALITY, PASSIONS AND DESIRES AS WELL AS EDUCATION, ABILITY & EXPERIENCE

"A NEW ASPIRATIONAL SOCIAL NETWORKING SITE"

"UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL"



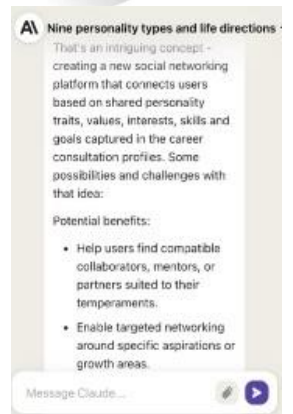
2. ENABLE ENRICHED PERSPECTIVE IN ANALYSIS AND ENGAGE IN INFORMED INTERACTION WITH AI-ASSISTANT/CHATBOT AND DEVELOP DESTINY PLANS ("DESTINY ROADMAP") VIA 'DESTINY-GRAM' WEBSITE, SECURELY

"PROMOTING INFORMED INTERACTION NOT ENTERTAINMENT"



3. JOIN THE 'DESTINY-GRAM' ASPIRATIONAL SOCIAL NETWORKING PLATFORM THAT CONNECTS USERS (WITH CONSENT) ON SHARED PERSONALITY TRAITS, VALUES, INTERESTS, SKILLS, AND GOALS; AND OPT TO SHARE PERSONAL DESTINY PROFILE WIDER ON OTHER SOCIAL WEBSITES

"OFFERING NETWORKING POWERED BY PURPOSE"



USERS CAN CREATE PERSONAL PROFILES & DESTINY ROADMAPS, ADD SIGNIFICANT CONTEXT IN AI-CHATBOT INTERACTION, AND NETWORK WITH LIKE-MINDED AND INTERESTED PARTIES



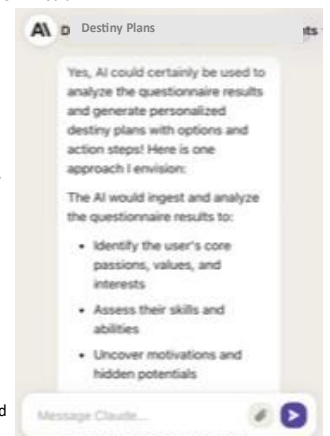
USE THE AI-PRODUCED PERSONALIZED DESTINY ROADMAP

Using natural language processing and optimization algorithms, the AI would:

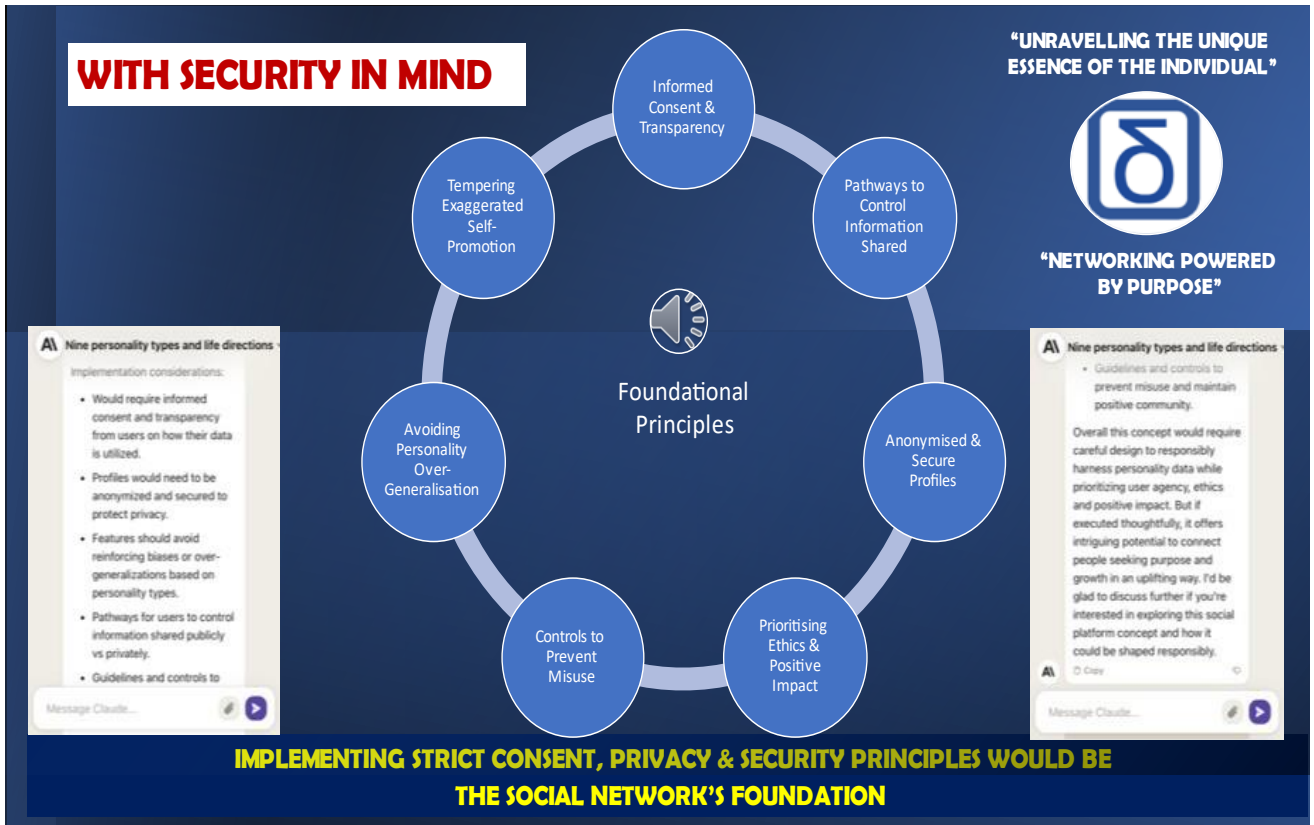
- Generate a set of potential life purpose statements aligned with the user's passions and values
- Provide customized legacy goal options based on motivations
- Develop credible 10 to 15-year plans to achieve each legacy goal
- Match skills and abilities to action steps for each plan
- Prioritize and sequence action steps based on dependencies
- Produce personalized destiny plans in different focus areas (career, relationships, self-actualization, etc)

The output would thereafter be an interactive dashboard where users can subscribe to Premium Services to:

- Browse and select their preferred legacy goals over time
- View destiny plans for each goal with sequenced action steps
- Get reminders and track progress on action steps
- Request additional legacy goal and plan options from the AI
- Have the system reassess plans periodically based on updated skills/priorities



DESTINY ROADMAPS PRODUCED USING AI'S NATURAL LANGUAGE PROCESSING AND OPTIMIZATION ALGORITHMS TO ENSURE RECOMMENDATIONS AND PLANS ALIGN WITH THE USER'S UNIQUE PASSIONS, ABILITIES, AND MOTIVATIONS



HOW AI IS CHANGING EVERYTHING

WHY YOU NEED A DESTINY -GRAM PERSONAL PROFILE

AI & PERSONALITY

CREATE A UNIQUE IDENTITY

“Creating comprehensive profiles using AI technology has the potential to revolutionize the way individuals present their identities online and differentiate themselves, as well as communicate with AI -Chat Engines.

Having a comprehensive online profile that showcases various aspects of personality, character, skills, desires, passions, views, and destiny plans will be invaluable, - serving multiple purposes, including better informed AI Chat and analysis, job hunting, dating, networking, brainstorming, idea creation, and seeking finance & investment.

It will offer individuals a deeper understanding of themselves, aiding in self-assessment, guiding decision -making, promoting personal growth, and the pursuit of fulfilling lives - in a ground-breaking way not offered by any competitive social networking platforms. ”

“With AI levelling the playing field in Ability-based Judgement and Selection in life, Human Destiny will be defined through differentiation in traits of Character, Personality, Passion and Desires.”

- Greg Malpass

HARNESS THE POWER OF AI AS YOUR ALLY & UNRAVEL YOUR DESTINY THROUGH IN-DEPTH AI-ASSISTED SELF-ASSESSMENT & NETWORKING

“AI CAN CHANGE EVERYTHING IN THE WORLD EXCEPT...”

WARREN BUFFETT 2023

“AI can change everything in the world except how men think and behave.”

- Warren Buffett

Destiny-Gram

WILL HELP
YOU DEVELOP
YOUR
EMOTIONAL
INTELLIGENCE

LIFE'S FORMULA FOR SUCCESS

IS SIMPLE:

$$EQ^2 + \sqrt{(IQ + AI)} = \$UCCESS$$

WHAT DESTINY -GRAM'S AI-FUNCTIONALITY WILL DO FOR YOU

- Your AI-Personal Profile will **"DEFINE YOU"**
- Your AI-Destiny Plan will **"GUIDE YOU"**
- Your Personalized AI-Chatbot Interface will **"INFORM YOU"**
- Your Use of the AI-Premium Services Products will **"DEVELOP YOU"**
- Your AI-Networking Opportunities will **"EMPOWER YOU"**

SIMPLE
SPECIAL
SUCCESSFUL

THE CRUX OF DESTINY-GRAM'S AI-FUNCTIONALITY



YOUR PERSONAL PROFILE WILL DEFINE YOU
AND YOUR EMOTIONAL INTELLIGENCE

The Crux of Destiny-Gram's Functionality/User Criteria will be its Key User Features of: (1) Producing unique and intriguing AI-Generated **'Personal Profiles'** (with automated Animated AI-Produced Introductory Videos) from online Questionnaires and consented access to Users' LinkedIn Profiles; (2) Automated production of private AI-Generated **'Destiny Reports'** with Options and Recommendations for career and life decisions, from further AI-Analysis of that data; (3) Secure, consented sharing of the Data with AI-Chatbots to enable more personalised, engaged, informed and enlightened **'AI-Chatbot Interfaces'** for Private Chat and Advice Seeking; (4) Options to use the Website's **'Premium Services'** for Personal Development using proprietary Destiny-Gram developed AI-Assessment Tools; and finally 5) Users to develop **'Networking Opportunities'** presented by Destiny-Gram's Network, as well as the option to share their Destiny-Gram AI-Generated Personal Profiles via API's with Users' on their other Social Media Platforms.



"FORMULA FOR SUCCESS!"
 $EQ^2 + \sqrt{(IQ + AI)} = SUCCESS$

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YOUR PERSONAL PROFILE WILL DEFINE YOU
AND YOUR EMOTIONAL INTELLIGENCE



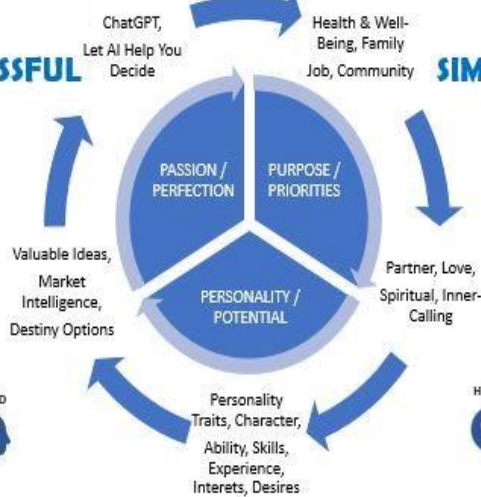
Destiny
-Gram
.com

YOUR DESTINY
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YOUR

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"UNRAVELLING THE
UNIQUE ESSENCE OF
THE INDIVIDUAL"

A DESTINY-GRAM PERSONAL PROFILE



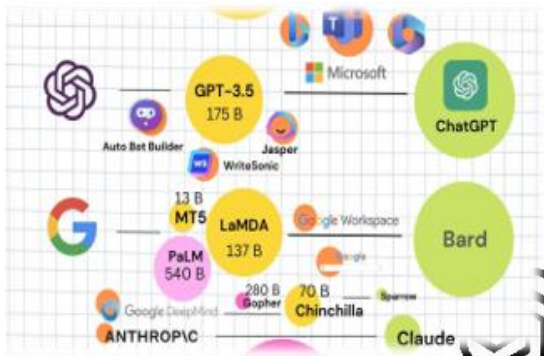
Including an Automated Video Introductory Video

Through Personalization and Customization of the Destiny-Gram Personal Profile, including an AI-produced Introductory Video, users learn to express their unique qualities, passions, and aspirations through customizable features, tailoring their profile to reflect their individuality and stand out in a crowded digital landscape.



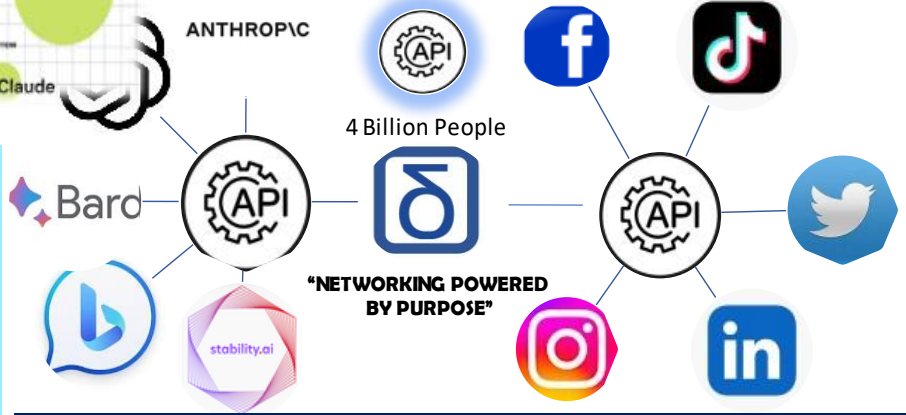
"The future will call us all to
lead with our hearts."

YOUR PERSONAL AI-DESTINY PROFILE & NETWORK
OPPORTUNITIES WILL HELP DEFINE YOUR DESTINY



THE POTENTIAL IS GLOBAL

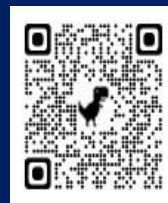
Four Billion Users



PERSONAL DESTINY PROFILE APPLICATION PROGRAMMING INTERFACES WITH EXISTING SOCIAL MEDIA HAS THE POTENTIAL TO REACH 4 BILLION PEOPLE



THANK YOU



VISIT THE YOUTUBE PRESENTATION

MAIN REPORT

To be read in conjunction with

APPENDICES



A Think Big Partnership owned Business

November 28th, 2023

Malaga, Spain