



# Destiny - Gram Plan

## Information Memorandum

Whatever you're  
thinking, think bigger.



### Destiny-Gram AI-Assisted Personal Profiling & Life Assessment



### Investor Request For Expression of Interest



Prepared by: Greg Malpass



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Málaga, Spain  
– June 2024



Destiny-Gram Plan  
Introduction



## INFORMATION MEMORANDUM A Video Introduction



Link



THE INTRODUCTION



THE DESTINY-GRAM SOLUTION



Destiny-Gram ©

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**“What is the destiny of man, but to fill up the measure of his sufferings, and to drink his allotted cup of bitterness?”  
— Johann Wolfgang von Goethe, The Sorrows of Young Werther**



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- ❖ **BUSINESS MODEL**
- ❖ **THE PROMOTER**
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- ❖ **MARKET/ COMPETITOR ANALYSIS**
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- ❖ **TEAM & POTENTIAL PARTNERS**
- ❖ **THINK BIG BOOK CLUB**
- ❖ **EXIT STRATEGY**
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- ❖ **APPENDIX II - NDA**

Link



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



Destiny-Gram Plan  
Investor REOI - Presentations

## INFORMATION MEMORANDUM Presentation & Proposal



Links

YouTube



PERSONAL PROFILING PRESENTATION



PROFILING PRESENTATION TO STUDENTS IN USA



PILOT PROJECT BUSINESS PROPOSAL (ANGEL INVESTOR)

**"Your life is like a coin. You can spend it anyway you want, but only once. Make sure you invest it and don't waste it. Invest it in something that matters To you and matters for eternity."**

- Tony Evans





**PERSONAL PROFILING & AI-ASSISTED LIFE ASSESSMENT PLATFORM  
INFORMATION MEMORANDUM  
REQUEST FOR EXPRESSION OF INTEREST**



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

**MVP PROJECT – INFORMATION MEMORANDUM DOCUMENT  
REOI - CONTENTS**

(Full document available upon request subject to NDA)

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| ❖ <b>Business Model</b>              | ❖ <b>Programme/ Budget</b>                 |
| ❖ <b>The Promoter</b>                | ❖ <b>Accelerated Development Programme</b> |
| ❖ <b>Market Offering</b>             | ❖ <b>Team &amp; Potential Partners</b>     |
| ❖ <b>Market/ Competitor Analysis</b> | ❖ <b>Think Big Book Club</b>               |
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# MVP PROJECT EXECUTIVE SUMMARY

## REQUEST FOR EXPRESSION OF INTEREST



### “A Personal Profiling and AI-Assisted Life Assessment Platform”

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

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

- **Stage 1 (16 months): \$120,000 seed funding for MVP and 10,000 users**
- **Stage 2 ( 8 months): \$325,000 for national scaling to 100,000+ users**
- **Stage 3 ( 3+ years ) : Potential for strategic partnership/acquisition with 3-year royalties of \$17M to \$72M**

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

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

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

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

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



# FOUNDER'S INTRODUCTION

## INTRODUCTION

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

### Core Value Proposition:

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

### Unique Differentiator:

Destiny-Gram's ability to integrate user profiles with AI chatbots creates a symbiotic relationship between human input and machine intelligence. This synergy enables hyper-personalized guidance, far surpassing generic advice, and empowers users to make informed decisions aligned with their unique traits and goals. Meanwhile our commitment to data security and user-centric design will foster a trust-based community, attracting a diverse user base and positioning us for strategic partnerships or acquisition.

### Strategic Vision:

As we scale, Destiny-Gram will expand into a comprehensive ecosystem for personal growth, career navigation, and networking. 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 potential future networks where dreams align, where dating is an exploration of kindred souls, where career paths unfold seamlessly, and where innovation blossoms through shared dreams.

Destiny-Gram will beckon us to redefine what we expect from our social networking sites - 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. In an era where one-size-fits-all solutions fall short, Destiny-Gram stands as a beacon of personalized empowerment. We're not just building a platform; we're crafting individual roadmaps for success, one profile at a time.

Thank you."

**Greg Malpass**  
**Founder**  
**June 2024**





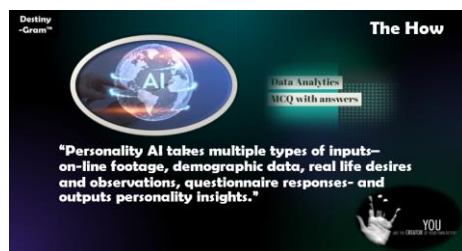
# PERSONAL ASSESSMENT Problem & Solution



THE PROBLEM



THE SOLUTION



**“The solution in Personal Assessment is to help the individual to go way beyond Personality Assessment, and explore and analyse skills, desires and deeply held passions to assess Personal Destiny Options using the understanding and knowledge base of AI.”**

**“Personality, too is Destiny.”  
- Erik H Erikson**





INTERACTIVE WEBSITES



Link:



**“Destiny-Gram’s method of producing in-depth AI-derived Personal Profiles and their Integration with AI-Chatbots will generate a completely new Offering in the Global Personality Assessment Solutions Market.”**

**– Greg Malpass, Think Big Partnership**

**Destiny-Gram™ will be a bespoke Online interactive Personal Development Website Business employing Artificial Intelligence and Data Analytics (AIDA). The Website uses AI to analyse and assess multiple types of inputs – Multiple-choice MCQ questionnaire & Point of View (POV) responses, on personality, character, skills & abilities, academic achievements, real life passions & desires, and observations, - and outputs an informed ‘Personal Profile Report’ with AI-Assessed recommendations for key future Personal Life and Career decisions; and then offers the opportunity to share the Report on users’ LinkedIn Profiles, and with prospective employers, and develop career/personal life plans further with ongoing personalised Q&A with the user’s preferred AI-Chatbot, as a virtual mentor.**

**big Think Big Partnership**  
Updated today 4:47 PM

+ Add to deal

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

**Problem**

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

**Solution**

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

**Business**

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

**Market**

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

**Accomplishments**

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

UK Founded

[www.thinkbigpartnership.com](http://www.thinkbigpartnership.com)

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MVP/Seed Stage

Other

Human Resource & Employment

AI, Data analytics

B2B, B2C, B2B2C

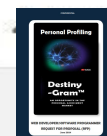
Capital seeking (£): 175,000 - 375,000

Already raised of current funding round 0

Registered/incorporated: No

Address: London

**Company contact**



RFP Website

Pilot Project

Designer Brief

Investor Presentation

**Links**

**"It is not in the Stars to hold our Destiny, but in Ourselves."**

**- William Shakespeare.**



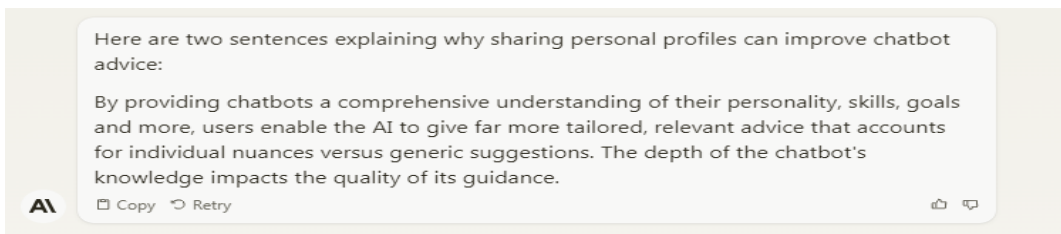


## Destiny-Gram Plan AI-Tools Presentation



## BUSINESS MODEL Overview - Presentations

**“Overall, the Destiny-Gram Personal Profiling concept presents an innovative approach to personal and professional development, leveraging the power of AI and data integration. It will provide a solid foundation for future AI-Chatbot assisted analysis, mentoring and soliciting personalized recommendations, tailored to the user’s unique personality, interests, and abilities. With proper implementation and user-friendly interface, it could potentially offer insights and guidance to individuals seeking to unlock their full potential and create their own paths to success, as well as the option to share their broader profiles on LinkedIn and with prospective employers where they consider appropriate”**



### Links



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



**PROMOTER  
Think Big  
Partnership**



# Think BIG Partnership

PROMOTION & ADVICE ON TRADE & INVESTMENT

INNOVATION & SPONSORSHIP:

SPONSOR OF ENTREPRENEURSHIP & INNOVATION

IN ARTIFICIAL INTELLIGENCE



NEW BUSINESS

CHANGING ROLES:

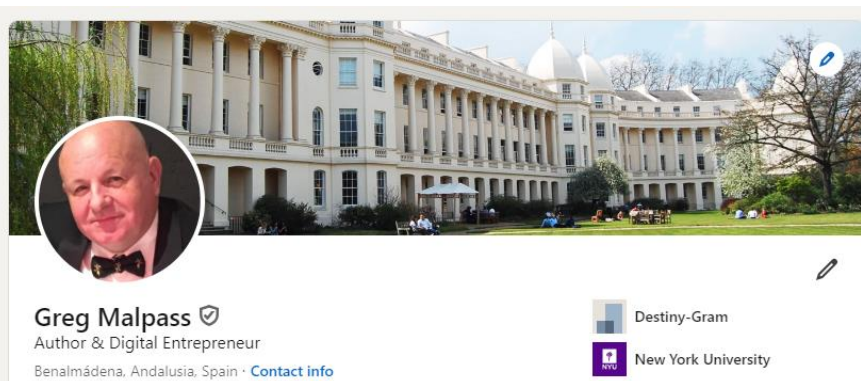


PARTNERSHIP ANNOUNCEMENT APRIL 4TH 2023

The Think Big Partnership ([www.thinkbigpartnership.com](http://www.thinkbigpartnership.com)) ceased trading as an International Trade & Investment Consultancy on 4th April 2023 on the retirement of its Managing Partner and Senior Management.

Co-Founder and Managing Partner Greg Malpass retains ownership of the Partnership and will focus on his work as an Author on Destiny & Personal Development and Founder of the Partnership's social media business on 'AI-Life Assessment Solutions' ([www.destiny-gram.com](http://www.destiny-gram.com)). Investors are being sought for this opportunity to leverage advancements in Conversational AI to reimagine social networking in a more purpose-driven, personalized way with networking and personal development capabilities. The proprietary techniques generate holistic insights and provide intelligent guidance tailored to subscribed users.

## GREG MALPASS - FOUNDER

**Greg Malpass** ✓  
Author & Digital Entrepreneur  
Benalmádena, Andalusia, Spain · [Contact info](#)

Destiny-Gram  
New York University



**"If you can't change your fate, change your attitude."  
- Charles Revson**



Unique Selling Point



## MARKET OFFERING

**“It is really a simple but very powerful concept. Get AI to help you learn, derive, and write the most detailed informative personal profile about yourself – identify your personality traits, define your true character, core values, key skills set, abilities and valuable ideas; then chase your goals, desires, and true passions. Share that intimacy, confidentially, in all your future interactions with your AI-chatbot/virtual mentor when seeking answers to your life and career questions and plans. Then very selectively post all, or parts of, your broader profile on appropriate social networks (eg. LinkedIn) to share your personal inner-self, skills and goals and develop your plans, dreams, ideas with a few selected kindred spirits, like-minded and interested parties, to help you achieve your aims, and become your destiny.”**

### Problem

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

### Solution

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

### Market

Global Market for 'Personality Assessment Solutions' is US\$7.5 billion (Forecast to grow at 12.8%CAGR to US\$22.6 billion by 2031) and currently 80 million Tests are taken per Year. The Senior High School/College Students who are embarking on their career and life paths will be the Target Market for the Pilot Project.

### Unique Selling Point

Destiny-Gram is a lot more than an on-line Personality Test, of which there are many on the market. It outputs an informed 'Personal Profile Report' with AI-Assessed analysis and recommendations (via API's) for key future Personal Life and Career decisions, and then offers the opportunity to develop plans with further ongoing personalised Q&A with an AI-Chatbot (via API or attached files to Chat) as a virtual mentor. Destiny-Gram's method of Integrating AI-Algorithms and comprehensive Personal Data will generate a completely new Offering in the Global Personality Assessment Solutions Market. In terms of protection, the AI & Data Analytics, and Personal Information will be anonymous and protected by high level online security & SSL encryption. And in terms of integration, none of the existing global social networking platforms (eg. LinkedIn) offer the combined extensive profiling, AI chatbot integration, and user control over sharing for personalized networking, job searching, and personal growth proposed here. This USP offers the opportunity to be 'first-to-market' with the model and gain a competitive edge. A key USP will be the add-on information that LinkedIn

**“You can't go back and change the beginning, but you can start where you are and change the ending.”**  
- C.S. Lewis





Unique Selling Point



## MARKET OFFERING

Profiles currently lack in terms of searching candidates on more than their experience and career profiles.

The market offering of the production of the online 'AI-derived Personal Profile and Report', will be supplemented in the future with 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). 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.

The longer-term strategy/concept is to create a unique first-to-market 'AI-powered and integrated Social Media Platform', most likely via partnership with, or sale to an existing Social Media Platform (like LinkedIn), focused on empowering personalized networking and connections based on authorised and controlled (anonymous) use of the fuller user profiles, integrated with AI chatbots, shared selectively with aligned mentors and partners seeking connection or opportunity.

The key USP of the long-term concept for the website is the integration of a population of social networking users and their personal profiles with AI-chatbots. None of the existing global social networking platforms offer the combined extensive profiling, AI chatbot integration, and user control over sharing for personalized networking and growth. The long-term concept is one of building a 'purpose-driven' social network, potentially globally, mirroring LinkedIn's success, but offering more informative profiles than just online curriculum vitae/resumes.

### Demand

Personality Tests have been widely used for decades (from Major Corporations evaluating employee candidates during their hiring process, to Personal Dating Sites using the Personality Tests to try and match potential partners). It has given rise to a 'Personality Assessment Solutions Market' whose size and growth are impelled by escalating adoption of 'Cloud-based Personality Assessment Solutions'. Sophisticated Personality Assessment Solutions are now used widely in educational sectors for career guidance support as well as the growing adoption in the recruitment process, turning Human Resources into an algorithm-based business.

While 'Recruitment' is the main component of the sector, the 'Training and Development' sector is only principally served by Career Advisers who use existing Tests to try and help potential employees. The un-tapped opportunity in the market is for the student/employee/individual to proactively take part in, and benefit from, the Assessment Process and Tests to find out more about themselves and their future options, using AI as a virtual adviser. The substantially untapped 'Educational/Employee Sector' for individuals at college, or at work, or at home to assess their own personality, character, skills, desires, potential and opportunities - is unknown, but evidently substantial

**"Your past is not your destiny. You can change your future at any moment."  
- Anthon St. Maarten**



## Enneagram

There are more than two thousand personality tests on the market. The 'Myers-Briggs Type Indicator', or MBTI, is the most popular personality test in the world. More than two million people take it 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' is another leading Personality Test System. The Enneagram Institute' 'Riso-Hudson Enneagram Type Indicator' (RHETI) was developed in 1997 and is the world's most popular on-line Enneagram-based Personality Test. MBTI assesses the way a candidate perceives and processes data in terms of a job role and is most useful in recruitment. Enneagram delves much deeper into the psyche and heart of a candidate's personality (basic fears, desires, avoidances, etc) and is considered more relevant to steering the user to the right life decisions and preferred future in terms of both career and personal life and is used in the personality section of the Destiny-Gram assessment for that reason.

## Benefits

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

- **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.

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.

Specific areas where AI chatbots will provide better analysis, dialogue and advice in its feedback to online Q & A (with access to full user profiles) include:

**"It is in your moments of decision that your destiny is shaped."  
- Tony Robbins**



### In personal life:

- **Career coaching:** Understanding personality, strengths, and interests could lead to better career path recommendations.
- **Life coaching:** Chatbots could provide more personalized advice on relationships, self-improvement, and achieving goals based on the user's personality and values.
- **Mental health counselling:** Profiles could allow chatbots to be more effective at counselling, providing emotional support, stress management, etc.
- **Study and skill development:** Chatbots could recommend learning methods, courses, and training on ideal skills based on someone's skills, knowledge gaps, and learning style.

### In business life:

- **Entrepreneurship:** Provide entrepreneurs with personalized business advice and feedback on business ideas, and mentorship, based on the person's business experience, skills, creativity, risk appetite, etc.
- **Partnerships:** Suggest complementary business partners and co-founders based on skills, experience, work styles, and business acumen.
- **Investment:** Connect with investors or advisors who align with an entrepreneur's values, risk appetite, and ideas.
- **Career coaching:** Discover new career paths that fit someone's skills, interests, and lifestyle goals.
- **Training:** Obtain guidance on training programs or educational opportunities tailored to the individual to acquire the skills necessary for a career turnaround.
- **Ideas development:** Suggest potential collaborators for the development of ideas who have synergistic knowledge and creative styles.
- **Financial awareness:** Gain insight into investment and business opportunities that align with an individual's financial goals, risk tolerance, and values, as well as in light of assessments of their own social and financial status.
- **Personal Mentorship:** Finding suitable mentors to advise someone through important business decisions or challenges.

Having an AI coach can motivate and guide someone through a career change process in a personalized way, including personalized ideas and constructive feedback on the development of an individual's creative projects. Post Covid, individuals are more motivated than ever to seek their independence and career paths, working from home.

### **Artificial Intelligence**

Application of AI-technology can be a two-edged sword. Artificial Intelligence (AI) as used in some recruitment processes is becoming Intrusive Analysis (IA) of people's social media networks, career history, personal finances, and health – and it is just the tip of the iceberg. By collecting information from an individual's Facebook or Twitter (X) profile, a more selective recruitment can be made because of the growing ability to analyse an applicant's personality from what he or she posts online. This also contributes to understanding the compatibility for


**“There is no chance, no destiny, no fate, that can circumvent or hinder  
or control the firm resolve of a determined soul.”**

**- Ella Wheeler Wilcox**



a potential job applicant with the organization. Social media analytics are evolving, with digital activity used to describe people – not just in terms of gender, age, sexual orientation, and political views, but even alcohol or drug use and whether someone’s parents are separated. Facebook ‘likes’ and word usage can also predict key talent signals, such as cognitive ability and personality. Soon Spotify preferences will give accurate predictions about emotional stability, Uber ratings might inform on emotional intelligence, and Amazon purchases reveal an individual’s conscientiousness! But how can this analytical paralysis of ‘Big Data’ be put to good use to help the individual, not the corporate recruiter. This is the area of substantial opportunity identified by Destiny-Gram. By sharing personal profiles, with all its details on the individual’s psyche, confidentially with an AI-mentor, the user can benefit from tailored, positive advice, not negative exclusion.

### AI-Confirmation



Claude, developed by Anthropic AI, is both an AI chatbot and the name for the underlying Large Language Models (LLMs) that power it. Claude is trained to have natural, text-based conversations, and excels in tasks like summarization, editing, life Q&A, and important decision-making.

AI
Copy
👍 🗨

The USP of my idea is integrating a social media platform (with personal profiles of personality, character, skills, aims, desires, weaknesses, experience, qualifications, career history, contacts, etc., etc) together with an AI chatbot to get personalized advice. Using our exchanges above as a case study - how would your answers and advice have been improved or more pertinent and personal had you had access to all my details viz: my LinkedIn Profile, contacts, career history, abilities, and the strengths and weaknesses of my personality

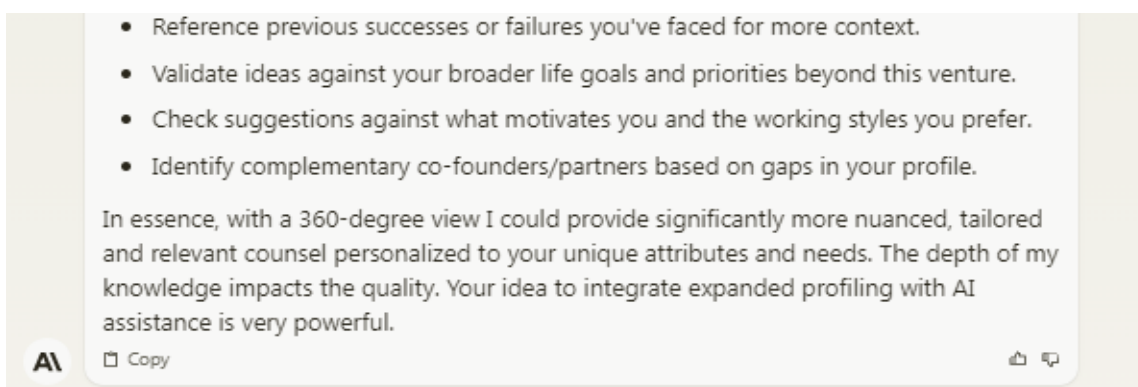
You raise an excellent point. Having access to comprehensive background information about you such as your full LinkedIn profile, career history, personality strengths/weaknesses, skills, connections, and more could allow me to provide more personalized, relevant advice tailored specifically to you.

Here are some examples of how having your detailed profile could improve my responses:

- Recommend connections, networking opportunities or events based on your specific industry background, experience and contacts.
- Suggest strategies better suited to your personality type and communication style.
- Advise on approaches to negotiation, partnership deals that align with your personal values/ethics.
- Propose ideas building on your existing skills, knowledge base and capabilities.
- Caution against any risks or pitfalls I can identify based on your specific weaknesses or blindspots.

**“Actions are the seed of fate; deeds grow into destiny.”**

**- Harry S Truman**



### Multiple Choice and Point of View Questionnaires (MCQ/POV)

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

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 assessment, without exhaustive questioning being necessary, with respect to work experience and history. While younger students may not have a LinkedIn profile or career history, others will. Where they do, 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 an enriched perspective when advising on potential purpose-aligned career paths. Relevant profile details would be incorporated appropriately into the integrated summary.


The proposed design of the MCQ/POV on-line experience is covered in the Website Designer/Software Programmer Request for Proposal (RFP).

**"Character is destiny."  
- Heraclitus**

## Web Developer RFP

CONFIDENTIAL

**Personal Profiling**



**Destiny  
-Gram™**

AN OPPORTUNITY IN THE  
PERSONAL ASSESSMENT  
MARKET

**WEB DEVELOPER/SOFTWARE PROGRAMMER  
REQUEST FOR PROPOSAL (RFP)**

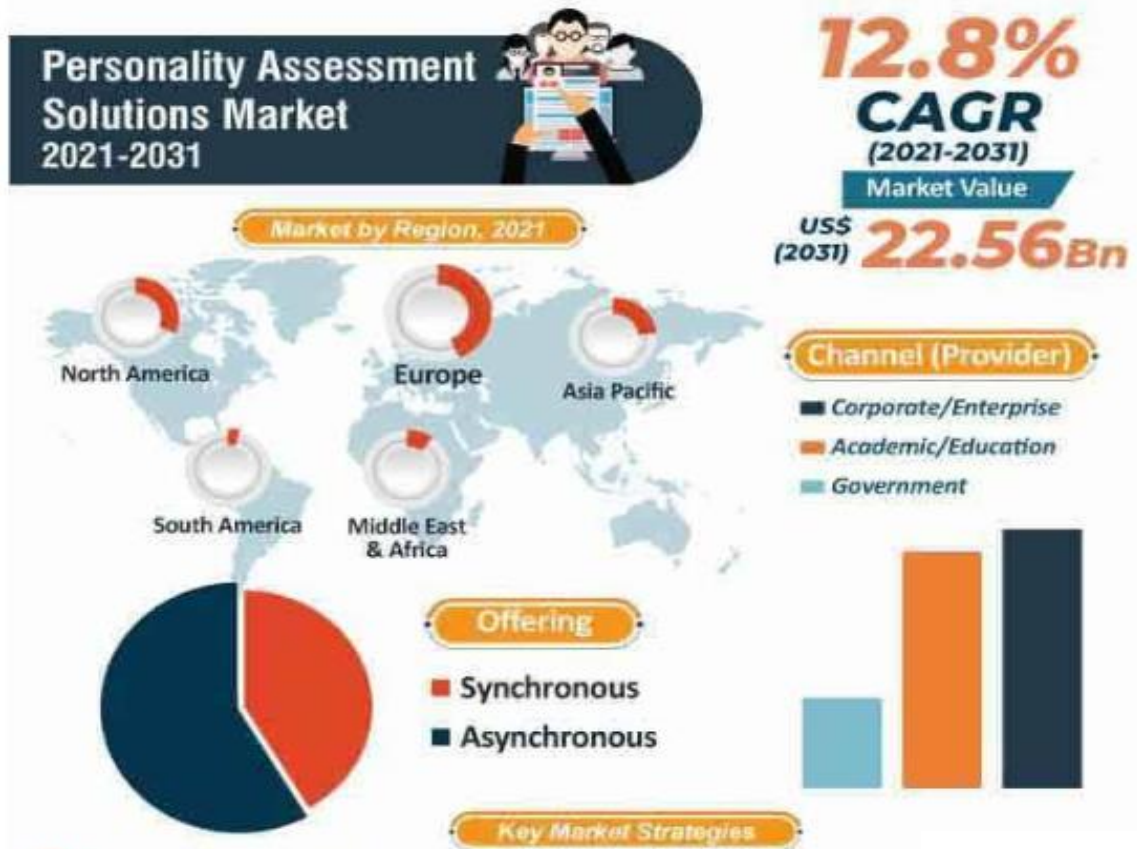
June 2024

**“Control your own destiny or someone else will.”  
- Jack Welch**

**“The shift in focus in the future global employment market will be from the ‘Physical Science’ of Situational Analysis and Business Scenarios to ‘Cognitive Science’ and Analysis of the Personality of the Persona, and ‘Emotional Intelligence’. It is the Moral State, Personality, and Character of a person that will rule in careers, not Profession or Training, or Social Status. Knowhow, knowledge, and expertise still remain the educational foundation of recognised and preordained careers, but professional careers will become victims of technological advances and artificial intelligence, Emotional Intelligence, 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. Herein lies the raison d’etre for every individual to fully assess their own qualities and desires, and share them where appropriate with kindred spirits on more informed personal social networks.”**

**The Market**

The analysis begins, but does not end, with ‘Personality Assessment’; a market with established players, business models and recognised ‘Personality Tests’.



**“Every man gotta right to decide his own destiny.”  
- Bob Marley**





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

According to a recent 'The Insight Partners' market study on 'Personality Assessment Solutions Market Forecast to 2028' - the Global Personality Assessment Solutions Market Size is expected to grow from US\$ 7.4 billion in 2021 to US\$ 16.5 billion by 2028; and US\$ 22.6 billion by 2031 at a compound annual growth rate of 12%. On the basis of end-user, the personality assessment solutions market is segmented into corporate/enterprise, academic/education, and government.

### The Competitors

The leading Companies who operate in the Integrated 'Global Personality Assessment Solutions Market' mostly 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 SeniorExecutive.com all charge- Enneagram, Big Five, Disc, Myers-Briggs And Clifton Strengths.

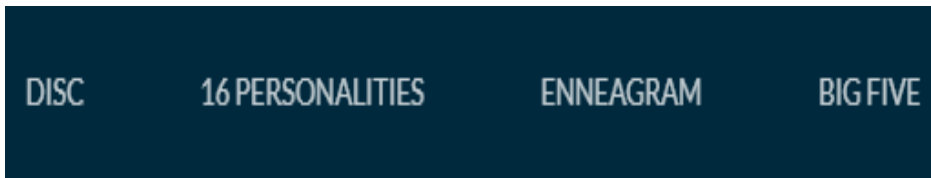
**"Destiny has two ways of crushing us - by refusing our wishes and by fulfilling them."  
- Henri Frederic Amiel**



- 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

In terms of companies who provide the Personality Tests, there are many personality models, but four of the most popular are DISC, 16 Personalities, Enneagram, and Big Five, best explained on the crystal-knows website. The Enneagram stands out as the best model for helping users with personal growth and self-awareness.



**“I have always felt it is my destiny to build a machine that would allow man to fly.”  
- Leonardo da Vinci**



## The Competitors

## Top 50 On-Line Tests :

**Destiny  
-Gram  
.com**
**COMPETITOR  
Competitors  
Personality 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	Narrativeenneagram.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	Keirsej 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**

**"If you do not create your destiny, you will have your fate inflicted upon you."**

**- William Irwin Thompson**



The 'Myers-Briggs Type Indicator' (MBTI) is the most popular '16-Type' 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's 'Riso-Hudson Enneagram Type Indicator' (RHETI) Test is the world's most popular on-line Enneagram-based Personality Test giving a deeper analysis of a Person's 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.



Some of the leading Social Media Platform and App Companies who could be considered competitors and have similarities or overlapping concepts with the proposed longer-term Destiny-Gram AI-driven networking model are:

- **LinkedIn** - The largest professional networking site. Focuses on careers and business contacts. Limited personal profile and AI integration (but would greatly benefit from these features as add-ons and could quickly implement them and offer to existing users – potential partner/acquirer, but also risk of 'copy-cat').
- **Facebook** - Major social network. Allows creating a profile and joining groups, but not optimized for mentoring/development.
- **Meetup** - Allows joining groups based on interests and events. Not AI-driven and profiles are minimal.
- **MentorCruise** - Matches mentors and mentees based on professional interests. No AI and limited networking.
- **Coach.me** - Connects users to human coaches but profiles and matching are basic.
- **MyAnthro** - Personality testing and coaching app with some social features. No networking component.
- **Idio** - AI app that provides personalized audio courses. No social platform.

However, none offer the combined extensive profiling, AI chatbot integration, and user control over sharing for personalized networking and growth proposed here. The opportunity exists to be 'first-to-market' with this model and gain a competitive edge. Execution will be key to beating any fast followers. Network effects and AI advantages can help secure a leadership position

**"In real open source, you have the right to control your own destiny."  
- Linus Torvalds**



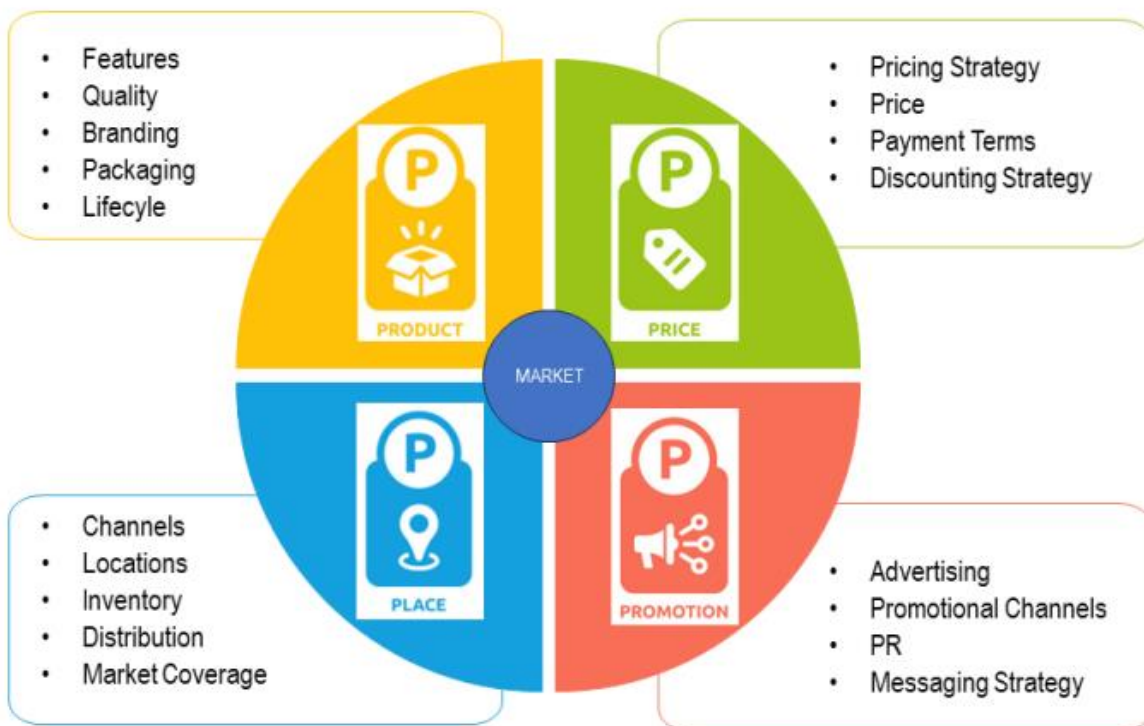


# MARKETING STRATEGY Global Opportunity

## Global Market Opportunity/ Business Case

### Team

The Marketing Strategy will entail putting a Project Team together (see Section on Team & Partners). Partnership could be based just on Payment for Services Provided by the Partners, 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 Website Developer/Software Programmer might work partly at risk in return for equity. A full-time Technical Manager for 3 months is budgeted at £52,500.



### Pricing Strategy/ Discounting

The Pilot Strategy is to create the Personal Profiling Software/MVP Website and populate it with 10,000 High School/College Students in the USA and Europe, from up to 100 Select Educational Facilities, as quickly as possible, as proof of concept to payback the initial start-up funding. Students will be offered discretionary discounted subscription rates of \$12 per student (via free prior High School/College Principals Sign-Ups) as opposed to individuals at \$60 and corporate rates of \$100 per user. As the website becomes increasingly more populated, the target market will shift to individual (800 million) LinkedIn members, and add-on revenue earning features for career and personal development and networking can be developed.

**“Successful and happy people are those who end up doing what they really want to do and are doing it on purpose, with purpose, with maximum effort, and to maximum effect.”**

- Greg Malpass





# MARKETING Strategy Implementation

## Promotion/ Geographical Focus

Marketing will be undertaken in-house with a full-time Marketing Manager, who will explore viral marketing campaigns, and traditional promotion channels (events, PR, strategic partnerships). An E-mail campaign will be launched to invite High School Principals to the Project using available subscription databases in the USA like- bookyourdata.com (31,500), infoglobaldata.com (11,700), exacdata.com (43,000), highschoolprincipalmarketing.com, k12prospects.com, principals-emaillist.com, mdreducation.com, datacapture.com, etc.

## Branding/ Market Differentiation

The longer-term strategy/concept is to create a unique first-to-market 'AI-powered and integrated Social Media Platform', but most likely via partnership with, or sale to an existing Social Media Platform (like LinkedIn). The strategy will be to focus on identifying a Corporate Partner/Buyer who sees the benefit of the integration and is a leader in conversational AI or Social Media and has an existing large user customer base to drive widespread adoption, expertise, and capital to scale the platform quickly. The most likely potential buyers for such an AI-powered Social Media Platform would be AI and Chatbot companies like: OpenAI, Google, Anthropic, Microsoft (LinkedIn), or Amazon Web Services. LinkedIn is the best fit.

## Implementation Strategy

Based on a low capital requirement and speed of implementation, the focus will be on securing a Technical/Website Software Programmer (and potential Co-Founder), and Business Angel/Venture Capital/Legal Counsel Coordinator (Co-Founder) - to secure enough Pre-Seed Capital (£100,000) to create the MVP Personal Profiling Website to market to the Top 1,000 World Universities. Development to include IP Protection, MCQ/Personal Profile Design Software, and preparation of Professional Pitch Deck for Potential Corporate Partner/Buyer in Social Media/AI-Chatbot space - Microsoft/ AI-Anthropic.

Thereafter, subject to a successful Pilot Project launch in the USA education sector, and payback of the £100,000 the strategy will be to focus on identifying a Corporate Partner/Buyer

## Pilot Project Business Case (16-month Pilot Project)

The 16-month Pilot Project will require minimum investor funding of £100,000 (\$120,000). The Plan is to raise this capital as a repayable loan, and in parallel sell equity in the SPV to the investor (at a nominal price/ on terms to be agreed) and then to populate the Website with High School student sign-ups in the USA and receive 10,000 subscriptions at £10 (\$12) within 16 months as Proof of Concept. In the event that that projection is not achieved, sales campaigns will continue until it is, and the £100,000 funding is re-paid.

**"I'm in control of my own destiny, I suppose, and my own development if I put the work in."**  
- Jude Bellingham



# MARKETING Start-Up Funding Pay-Back

## Pilot Project Business Case (16-month Pilot Project)

**Stage 1 - Pilot & Proof of Concept**

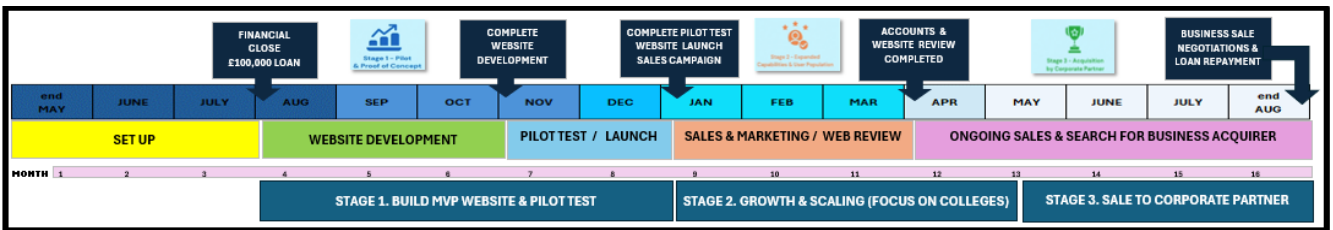
Build MVP Platform - Website with User Profile features and AI-Chatbot Integration. Target launch for controlled pilot group to test and refine.

**Stage 2 - Expanded Capabilities & User Population**

Growth & Scaling - Broader Marketing & User base, expand personalized AI-Analysis and Interaction options

**Stage 3 - Acquisition by Corporate Partner**

Sale to Corporate Partner - Social Network or AI-Chatbot company to integrate with & leverage existing Users - based on % subscription fee



**Geneal Overheads (pcm)**

- Office Rent- 600
- Computers- 150
- Utilities- 60
- Insurance-25
- Internet-25
- Phones-60
- Travel-100
- Promotional-100
- Subsistence-300
- Misc-80
- Total- £ 1,500**

**Pay-Back**

- Initial Investment - £100,000
- No. of Schools Signed Up - 50-100
- No. of Students Signed Up - 10,000
- Subscriptions @ US\$12 - **£100,000**

Stage 1 - Pilot & Proof of Concept

Destiny-Gram.com

**Pay-Back**

Founder

1,500     23,500

OVERHEAD BUDGET

Technical Mgr

52,500

TECHNICAL MANAGER BUDGET

Marketing Mgr

12,000

MARKETING BUDGET

Marketing / Technical Team

6,000

MARKETING & SYSTEM REVIEW

LAUNCH CAMPAIGN BUDGET

6,000

Overhead £23,500

Tech Manager £52,500

Mktg Manager £12,000

System Review £6,000

Launch Campaign £6,000

**“Man is asked to make of himself what he is supposed to become to fulfil his destiny.”  
- Paul Tillich**



Strategic Partnership

On-ward Business Partnership



# MARKETING Royalty/ Business Sale Strategy



## Enhancing AI Assistant Advice Through Holistic User Profiles

Give an example of a reasonable royalty % based deal to sell the project on, and assume a conservative growth profile, of those given above, and show the possible income for the Founder/Business Angel over the first 3-year period. This is important to present to the Business Angel with initial Pitch.

Certainly, I can provide an example of a reasonable royalty-based deal and potential income projection for the Founder/Business Angel over the first 3-year period, based on conservative growth assumptions. This information would be valuable to present to the Business Angel during the initial pitch.

### Assumptions:

- Initial investment from the Business Angel: \$95,000
- Successful pilot project and proof of concept
- Partnership deal with a major corporate entity (e.g., LinkedIn or an AI-Chatbot company)
- Royalty percentage: 15% (this is a reasonable range for software/technology licensing deals)
- Conservative user growth projection:
  - Year 1: 500,000 users
  - Year 2: 1.5 million users
  - Year 3: 3 million users
- Average subscription revenue per user: \$8 per month or \$96 per year

### Royalty Income Projection:

#### Year 1:

- Total subscription revenue: 500,000 users × \$96 = \$48,000,000
- Royalty income (15%): \$48,000,000 × 0.15 = \$7,200,000

#### Year 2:

- Total subscription revenue: 1,500,000 users × \$96 = \$144,000,000
- Royalty income (15%): \$144,000,000 × 0.15 = \$21,600,000

#### Year 3:

- Total subscription revenue: 3,000,000 users × \$96 = \$288,000,000
- Royalty income (15%): \$288,000,000 × 0.15 = \$43,200,000

**“Your life will be no better than the plans you make and the action you take. You are the architect and builder of your own life, fortune, destiny.”**  
- Alfred A. Montapert



# MARKETING Royalty/ Business Sale Strategy

Cumulative Royalty Income for the Founder/Business Angel over 3 years:

- Year 1: \$7,200,000
- Year 2: \$21,600,000 (cumulative: \$28,800,000)
- Year 3: \$43,200,000 (cumulative: \$72,000,000)

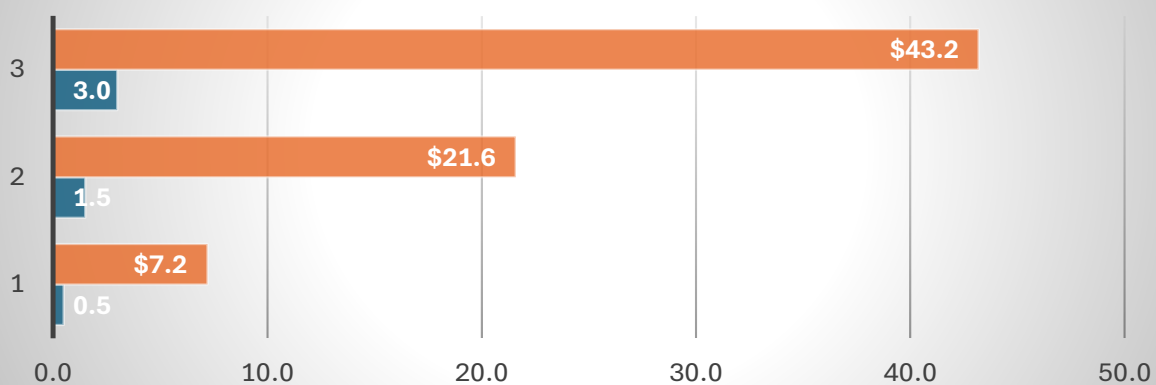
Based on this conservative growth projection and a 15% royalty rate, the Founder/Business Angel could potentially earn \$72,000,000 in royalty income over the first 3-year period after a successful partnership deal.

It's important to note that this projection is based on several assumptions and may vary significantly depending on various factors, including:

1. The actual user growth rate and adoption of the platform within the partner's ecosystem.
2. The pricing strategy and potential adjustments to the subscription fee over time.
3. The negotiated royalty percentage, which may be higher or lower depending on the specific deal terms.
4. The ability to maintain and enhance the platform's value proposition and user engagement over time.
5. Market conditions, competition, and other external factors that could impact user acquisition and retention.

**Optimistic Projection: Year 3 Cumulative Royalties \$72 million**

## Royalties (based on 15% of \$8 pcm Subscriptions)



**“God wants us to prosper financially, to have plenty of money, to fulfil the destiny He has laid out for us.”  
- Joel Osteen**





## AI

Let's assume that the Corporate Partner decides to offer Users the facility to generate their Personal Profiles for a one-off payment (like typical Enneagram Testing by official sites) and then apply it to their onward AI-Chatbot dialogue in general. What would be marketable subscription charge, and the Founder/Business Angel 3-year income if the Royalties were a lower rate of 10%

If the Corporate Partner decides to offer users the facility to generate their Personal Profiles through a one-off payment, rather than a recurring subscription model, it would change the revenue dynamics and potential income for the Founder/Business Angel. Here's an analysis based on a lower royalty rate of 10% and a marketable one-time fee:

### Assumptions:

- Initial investment from the Business Angel: \$95,000
- Successful pilot project and proof of concept
- Partnership deal with a major corporate entity (e.g., LinkedIn or an AI-Chatbot company)
- Royalty percentage: 10% (lower than the previous 15% assumption)
- One-time fee for Personal Profile generation: \$49 (a marketable price point for a comprehensive profiling service)
- Conservative user adoption projection:
  - Year 1: 500,000 users
  - Year 2: 1 million users
  - Year 3: 2 million users

### Revenue and Royalty Income Projection:

#### Year 1:

- Total revenue from one-time fees: 500,000 users × \$49 = \$24,500,000
- Royalty income (10%): \$24,500,000 × 0.10 = \$2,450,000

#### Year 2:

- Total revenue from one-time fees: 1,000,000 users × \$49 = \$49,000,000
- Royalty income (10%): \$49,000,000 × 0.10 = \$4,900,000

#### Year 3:

- Total revenue from one-time fees: 2,000,000 users × \$49 = \$98,000,000
- Royalty income (10%): \$98,000,000 × 0.10 = \$9,800,000



Strategic Partnership



**MARKETING  
Royalty/ Business  
Sale Strategy**

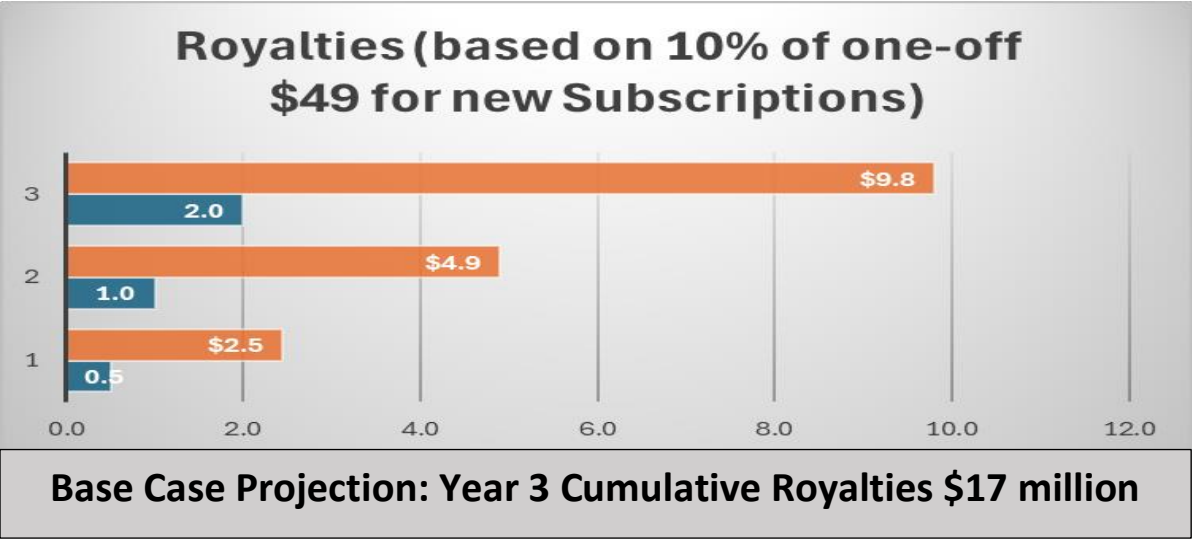
Cumulative Royalty Income for the Founder/Business Angel over 3 years:

- Year 1: \$2,450,000
- Year 2: \$4,900,000 (cumulative: \$7,350,000)
- Year 3: \$9,800,000 (cumulative: \$17,150,000)

Based on this conservative user adoption projection, a one-time fee of \$49 for Personal Profile generation, and a 10% royalty rate, the Founder/Business Angel could potentially earn \$17,150,000 in royalty income over the first 3-year period after a successful partnership deal.

It's important to note that this projection is also based on several assumptions and may vary significantly depending on factors similar to the previous subscription model, such

1. The actual user adoption rate and the perceived value of the Personal Profile offering within the partner's ecosystem.
  2. The pricing strategy and potential adjustments to the one-time fee over time.
  3. The negotiated royalty percentage, which may be higher or lower depending on the specific deal terms.
  4. The ability to maintain and enhance the platform's value proposition and user engagement over time.
  5. Market conditions, competition, and other external factors that could impact user acquisition and adoption.
- When comparing the two models (subscription vs. one-time fee), the subscription model has the potential for higher long-term revenue and royalty income, assuming users continue to renew their subscriptions and the platform maintains its value proposition. However, the one-time fee model may be more attractive to users who prefer a upfront payment over recurring fees, potentially leading to higher initial adoption rates.
- Ultimately, the choice between the two models would depend on the Corporate Partner's preference, their target audience's behavior, and a thorough analysis of the potential revenue streams and long-term user engagement strategies.



**“Our history is not our destiny.”  
- Alan Cohen**



## RISK ANALYSIS Intellectual Property

Destiny-Gram as an entire Website Project (including publishing Destiny Books) requires an Investor, a leading Literary/Media Agent, and an AI-Web Developer/ Software Programmer to provide the expertise to build the website, edit the books, and prepare the brand for market testing and launch. However, during the Pilot Project focus will be on introducing the website as an MVP. The underlying idea will be 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, and delay in populating the website once launched.

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', alongside career history and skills at LinkedIn, 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 and Reports, and AI Chatbot Interfaces.
2. Focusing on the unique "Destiny-Gram" Branding and positioning around "unravelling the unique essence of the individual" and future "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 may help with building this community.
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 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.

**"Most importantly, the meaning of spirituality lays the seeds for our destiny and the path we must follow."  
- Dennis Banks**



## RISK ANALYSIS Critical Success Factors

### Intellectual Property

Some strategies that could help protect the AI-powered social media platform idea during the pilot phase, so it retains value for a potential sale are:

- Apply for a provisional patent on the concept/key innovations to protect intellectual property.
- Require NDAs and strict confidentiality agreements with any development partners.
- Limit public information about features and inner workings - maintain stealth through launch.
- Watermark demo videos and limit access to avoid features being replicated.
- Build in proprietary algorithms or data structure "secret sauce" that gives competitive advantage.
- Include restrictive clauses in pilot user terms against reverse engineering or copying platform.
- Assemble a strong legal team to ensure IP and confidentiality protections are rock solid.
- Release platform initially in discrete invitation-only beta phases to contained groups.
- Make branding, logo, and UX distinct to cement platform identity and prevent lookalike clones.
- Build a comprehensive data/analytics backend that is hard to replicate at scale.

With strong IP protections and information control, the platform's unique value proposition could be preserved during the pilot for potential acquisition. Secrecy and legal deterrents make copying daunting.

Because of all the risks mentioned above, the strategy will be to seek a corporate partner/acquirer as soon as the 16-month Pilot Project is complete. Thereafter progress will depend upon:

1. Successful execution of the partnership and integration strategies.
2. Continued innovation and improvement of the profiling platform to maintain relevance and user engagement.
3. Effective user acquisition and retention strategies.
4. Market conditions and competition landscape.
5. Availability of resources (financial, technical, and human) to support rapid growth and scaling.

While these estimates provide a rough idea of the potential upside for the Business Angel's initial investment, it's crucial to conduct thorough market research, validate assumptions, and continuously monitor and adjust strategies based on actual performance and user feedback.

Additionally, the potential revenue generated from the subscription model would depend on the achievable user numbers, conversion rates, and pricing strategies employed. Detailed financial projections and sensitivity analyses should be conducted to assess the potential return on investment and inform future funding requirements or exit strategies.

**"Everyone, real or invented, deserves the open destiny of life."  
- Grace Paley**





Prior to seeking a corporate partner, first the Pilot Project has to be successful. It will be focused on Senior High School students in the USA and will provide 'Proof Of Concept'. It's success (based on the nominal promotional \$12 sign-up fee) will depend on considerations to determine whether final year high school students would welcome and pay for such a service.

These include:

### Potential Benefits for Students

- Personalized Advice: A more informed chatbot could provide tailored advice that is highly relevant to the student's unique profile.
- Self-Discovery: Completing the test could help students gain greater insights into their own strengths, weaknesses, and interests.
- Career Guidance: The process could help students make more informed decisions about their career paths and life goals. They may be motivated to include their personal profile information in their LinkedIn career profile to broaden their personal footprint and open opportunities based on that inclusion.

### Willingness to Pay

- Value Proposition: Students and parents might see value in paying a one-off \$12 for a comprehensive analysis that could significantly impact the student's future decisions.
- Perceived Accuracy and Helpfulness: If students believe the chatbot can provide genuinely useful and accurate advice, they may be more willing to invest time and money.
- Comparison to Alternatives: The cost should be competitive with other career guidance tools or services. If it offers unique benefits, it will be more attractive.

### Willingness to Spend Time

- Interest Level: Motivated students who are eager to explore their future options may be willing to spend up to 2 hours on the test.
- Ease of Use: The test should be engaging and not feel overly tedious. Breaking it into sections with progress tracking might help.
- Immediate Feedback: Providing some form of immediate feedback or results at different stages could maintain interest.

### Marketing and Trust

- Trust in the AI: Students and parents need to trust that the AI is capable of providing valuable insights. Testimonials, case studies, or endorsements from educators could help build this trust.
- Privacy Concerns: Ensuring that data privacy is respected and communicated clearly will be crucial.

**"I can control my destiny; I control my life."**

**- Shahid Khan**



### AI

#### Enhancing AI Assistant Advice Through Holistic User Profiles ▾

Given that Business Angels are risk averse, please provide a list of Critical Factors/Potential Fatal Flaws in order of importance and possible effect on the entire project, for the Business Angels to make a Risk Analysis of their own. So far we have the qualified Software Programmer and Marketing Manager identified, we have a Personal Profile Framework (already shared with Claude) and we have a very detailed draft MCQ questionnaire design which covers all the proposed areas of analysis (personality, character, skills set, passions & desires, career history, demographics, etc for sharing with AI-chatbot in the development of the Personal Profiles). Present this final caveat as the conclusion to the Pitch, but include the most pessimistic (given above) and optimistic (not given yet) Founder/Business Angel possible 3-year incomes from all the above Claude analysis of the opportunity. Thank you.

Certainly, I'll provide a list of critical factors and potential fatal flaws for the Business Angel to consider, along with the most pessimistic and optimistic 3-year income projections for the Founder/Business Angel. This will serve as a comprehensive risk analysis and conclusion to the pitch.

### Overall Project Potential Fatal Flaws

Critical Factors and Potential Fatal Flaws (in order of importance):

#### 1. User Adoption and Engagement:

- **Potential Fatal Flaw:** Failure to attract and retain a significant user base, leading to low adoption rates and limited revenue generation.
- **Possible Effect:** Low user numbers would severely impact the project's viability and potential income streams.

#### 2. Corporate Partnership and Negotiations:

- **Potential Fatal Flaw:** Inability to secure a favorable partnership deal with a major corporate entity, or unfavorable terms (e.g., low royalty rates, limited royalty period).
- **Possible Effect:** Suboptimal financial returns and limited scalability, potentially rendering the project unsustainable.

#### 3. Product Development and Technical Execution:

- **Potential Fatal Flaw:** Failure to develop a robust, user-friendly, and technically sound platform, or inability to integrate with third-party systems (e.g., AI-Chatbot, LinkedIn API).
- **Possible Effect:** Poor user experience, technical issues, and lack of credibility, leading to low adoption and potential project failure.

**"A consistent soul believes in destiny, a capricious one in chance."  
- Benjamin Disraeli**



4. Market Fit and Competitive Landscape:

- Potential Fatal Flaw: Lack of a compelling value proposition or differentiation from existing solutions, or the emergence of disruptive competitors.
- Possible Effect: Difficulty in acquiring and retaining users, leading to limited revenue potential and market share erosion.

5. Regulatory and Legal Compliance:

- Potential Fatal Flaw: Failure to comply with relevant regulations, such as data privacy and security laws, or intellectual property violations.
- Possible Effect: Legal disputes, fines, and reputational damage, potentially derailing the project or causing financial losses.

6. Team Dynamics and Resource Allocation:

- Potential Fatal Flaw: Ineffective team collaboration, resource constraints, or misalignment of goals and priorities.
- Possible Effect: Delays, inefficiencies, and suboptimal execution, potentially impacting the project's timeline and success.

**Potential Income/ Valuation Sensitivities**

Projected 3-Year Income for the Founder/Business Angel:

Pessimistic Scenario (as discussed earlier):

- Initial Investment: \$95,000
- Cumulative Royalty Income over 3 years: \$3,000,000 (based on a 10% royalty rate, limited to 3 years, and a \$10 one-time registration fee)

Optimistic Scenario:

- Initial Investment: \$95,000
- Cumulative Royalty Income over 3 years: \$100,000,000 (based on a 20% royalty rate, no time limit, a \$49 one-time fee, and a highly successful user adoption rate of 10 million users by Year 3)

It's important to note that the optimistic scenario represents a best-case projection based on favorable conditions, such as a higher royalty rate, no time limit on royalties, a higher one-time fee, and a significant user adoption rate. However, achieving this level of success would require exceptional execution, a compelling value proposition, and favorable market conditions.

In conclusion, while the proposed project presents an innovative and potentially lucrative opportunity, it is essential for the Business Angel to carefully consider the critical factors and potential fatal flaws outlined above. A thorough risk analysis and mitigation strategies should be developed to address these challenges proactively. By understanding and managing these risks effectively, the Founder and the Business Angel can increase the likelihood of success and maximize the potential returns on their investment.





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## RISK ANALYSIS Risk Mitigation

### Enhancing AI Assistant Advice Through Holistic User Profiles ▾

AI

Finally, based on the risk factors you have listed, give a comment of the likelihood of being able to effectively mitigate the risks, and how, with convincing analysis which the Business Angels will be able to scrutinise.

Based on the critical factors and potential fatal flaws outlined, the ability to effectively mitigate the risks associated with this project will depend on a combination of strategic planning, execution excellence, and the implementation of robust risk management strategies. Here's an analysis of the likelihood of mitigating each risk factor and potential mitigation strategies:

#### 1. User Adoption and Engagement:

- Likelihood of Mitigation: Moderate to High
- Mitigation Strategies:
  - Conduct extensive market research and user testing to validate the value proposition and refine the product offering.
  - Develop a robust marketing and user acquisition strategy, leveraging targeted advertising, influencer partnerships, and strategic collaborations with relevant organizations (e.g., universities, career centers).
  - Implement user engagement tactics, such as gamification, personalized recommendations, and a vibrant community platform, to foster long-term retention and loyalty.
  - Continuously gather user feedback and rapidly iterate on the platform based on user insights.

#### 2. Corporate Partnership and Negotiations:

- Likelihood of Mitigation: Moderate
- Mitigation Strategies:
  - Conduct thorough due diligence and research on potential corporate partners, evaluating their strategic objectives, target markets, and existing offerings.

- Develop a compelling value proposition and business case that aligns with the partner's goals and demonstrates the potential for mutually beneficial synergies.
- Engage experienced legal counsel and negotiation experts to ensure favorable terms, including reasonable royalty rates and appropriate royalty periods.
- Be prepared to explore multiple partnership options and remain flexible in negotiations while protecting the project's core interests.

#### 3. Product Development and Technical Execution:

- Likelihood of Mitigation: High
- Mitigation Strategies:

**“Sow an act and you reap a habit. Sow a habit and you reap a character. Sow a character and you reap a destiny.”**  
- Charles Reade





## RISK ANALYSIS Risk Mitigation

- Assemble a skilled and experienced development team with expertise in relevant technologies and platforms (e.g., web development, AI integration, API integration).
- Implement robust project management methodologies, such as Agile or Scrum, to ensure iterative development, continuous testing, and timely delivery.
- Allocate sufficient resources for quality assurance, user experience testing, and performance optimization.
- Establish contingency plans and backup strategies for critical components (e.g., alternative AI providers, redundant hosting solutions).

#### 4. Market Fit and Competitive Landscape:

- Likelihood of Mitigation: Moderate to High

- Mitigation Strategies:

- Conduct comprehensive competitive analysis and continuously monitor the market landscape for emerging trends and disruptive competitors.
- Differentiate the offering through unique features, superior user experience, or targeted niche positioning.
- Continuously innovate and enhance the platform's capabilities, staying ahead of the competition through regular updates and feature releases.
- Explore strategic partnerships or acquisitions to expand the product offering or consolidate market share.

#### 5. Regulatory and Legal Compliance:

- Likelihood of Mitigation: High

- Mitigation Strategies:

- Engage experienced legal counsel to ensure compliance with relevant regulations, such as data privacy laws (e.g., GDPR, CCPA) and intellectual property protection.
- Implement robust data security measures, including encryption, access controls, and regular security audits.

- Establish clear terms of service, privacy policies, and user agreements to mitigate legal risks and protect the platform's interests.
- Continuously monitor regulatory changes and promptly adapt to new requirements or guidelines.

**“You will never fulfil your destiny doing work you despise.”**

**- John C. Maxwell**



©Budd.com

## RISK ANALYSIS Mitigation Plan

### 6. Team Dynamics and Resource Allocation:

- Likelihood of Mitigation: Moderate to High
- Mitigation Strategies:
  - Establish a clear organizational structure with well-defined roles, responsibilities, and accountability measures.
  - Foster open communication, collaboration, and alignment among team members through regular meetings, goal-setting sessions, and team-building activities.
  - Implement effective resource planning and allocation processes to ensure appropriate staffing levels and resource availability.
  - Continuously monitor and adjust resource allocation based on project priorities and emerging challenges.

While no project is entirely risk-free, the proposed mitigation strategies demonstrate a proactive approach to managing and minimizing the potential impact of these risks. By implementing these strategies and maintaining a commitment to continuous improvement and adaptation, the likelihood of effectively mitigating the risks can be significantly enhanced.

It's important to note that successful risk mitigation will require a concerted effort from all stakeholders, including the Founder, the Business Angel, the development team, and potential corporate partners. Regular risk assessments, contingency planning, and open communication will be crucial throughout the project's lifecycle.

By presenting a comprehensive risk analysis and mitigation plan, the Founder can instill confidence in the Business Angel, demonstrating a thorough understanding of the potential challenges and a commitment to proactively addressing them. This approach not only increases the chances of success but also showcases the Founder's professionalism and dedication to delivering a successful and sustainable project.

Copy Retry ↻ 🔍



Claude can make mistakes. Please double-check responses.

## ACCELERATED DEVELOPMENT PROGRAMME



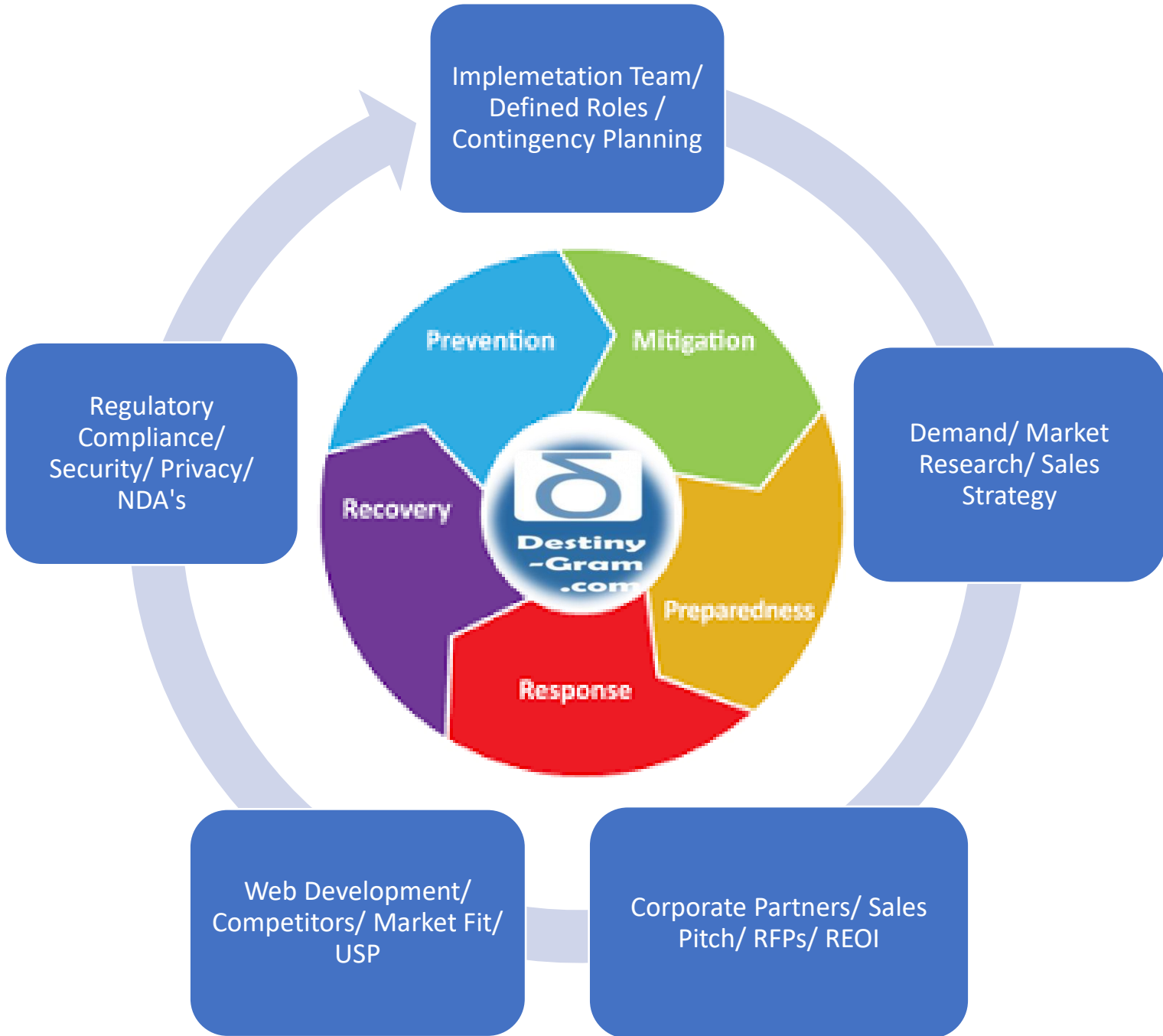
User Adoption and securing a Corporate Partnership are considered the most critical factors for success (see section on Mitigating Strategies). However, while project is not risk-free, once the Website is developed and live, and Pay-back of initial £100k investment achieved, Marketing is key to accelerated sign-ups & likelihood of securing Corporate Partnership. The ADP Program (see section on ADP) is considered best strategy to accelerate this process and ensure attractive ROI, even if Corporate Partnership not secured in short-term. It requires commitment to increased growth funding during first 2-years of the Project Development (£275k during 8-months following successful 16-month Pilot Project £100k launch & Pay-back).

**"Knowing yourself is the beginning of all wisdom."  
- Aristotle**



# RISK ANALYSIS Mitigation Action Undertaken

## Mitigation Research/Action Undertaken



# RISK MANAGEMENT STRATEGY

**"Destiny doesn't make mistakes."  
- Dustin Poirier**



**RISK ANALYSIS  
Mitigation Action  
Undertaken**

RISK FACTOR		MITIGATION STRATEGY	ACTION TAKEN
1.	<b>USER ADOPTION &amp; ENGAGEMENT</b>	Conduct market research and user testing. Develop user acquisition strategy, and collaboration with target High School Principals and implement user engagement and a community platform.	Database of 40,000 educational establishment Principals identified. 100 School Principals approached as market test, 60 replies of which 20 (20%) indicated interest in sign-up to facilitate discounted subscription for their students. Conservative Target School sign-ups assumed 100 schools (0.25%) x 100 students each (total 100,000 users during Pilot Test 16-months). Video pitch to School Principals complete.
2.	<b>CORPORATE PARTNERSHIP &amp; NEGOTIATION</b>	Develop compelling value proposition and business case for corporate partnership. Explore multiple options while protecting idea. Engage legal counsel to secure partnership on favourable terms.	High School Students have no career history, and in setting up LinkedIn profiles they will be motivated to add Destiny Profiles. Compelling sell to LinkedIn as potential corporate partner to scale up to offer their 800 million users. Corporate Video (and NDA's/IP protection strategy- see page 27) to be prepared by Founder. Companies to approach include OpenAI, Google, Anthropic, Microsoft (LinkedIn), and Amazon Web Services.
3.	<b>PRODUCT DEVELOPMENT &amp; TECHNICAL EXECUTION</b>	Assemble full experienced Team, (incl. Programmer with AI and API integration expertise). Offer USPs. Explore market penetration thru strategic corporate partner.	Sent RFP for MVP to multiple Web Programmers- (UK)Neon Tribe, Made by Many, Talented Mr A, 7-digital; (Spain) BQ, Intelygenz, Nodes, Secuoyas Studio. Considering Full Time in-house Technical and Marketing Team, subject to funding (see Accelerated Development Program [ADP])

**"I may be going nowhere, but what a ride."  
— Shaun Hick**



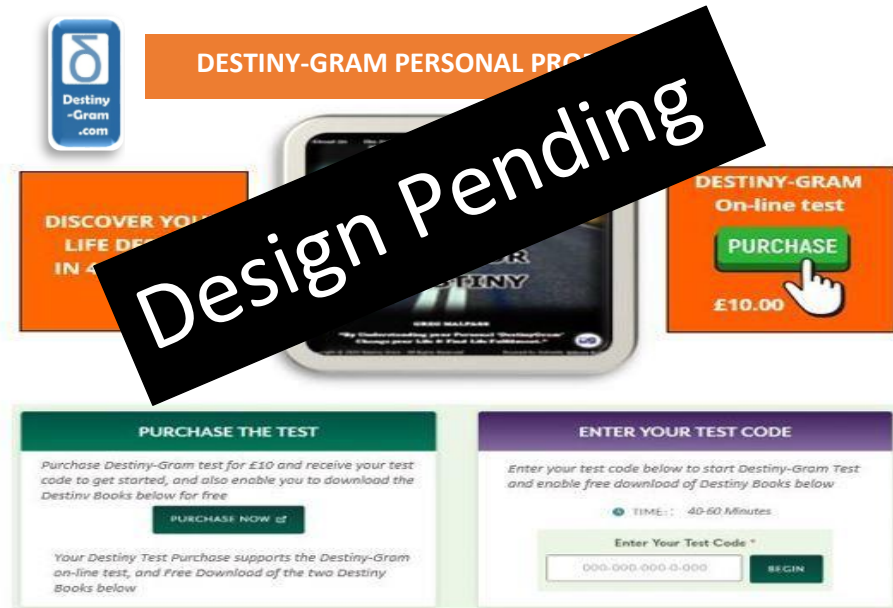
<p>4. MARKET FIT &amp; COMPETITIVE LANDSCAPE</p>	<p>Do competitor analysis, highlight USP for target market, explore strategic partnership or acquisition to expand offering and market penetration.</p>	<p>The USP are the bespoke MCQ/POV analysis with AI-integration and analysis of character, skills, desires, etc as well as personality; the personal profile output and the API with AI-chatbot for virtual mentoring. Attractive add-on to LinkedIn offer, but risk of LinkedIn copying idea. Risk mitigation would involve more intense marketing to achieve higher market penetration at earlier stage to establish brand (ADP attractive route to this), prior to approaching corporate partner/acquirer.</p>
<p>5. REGULATORY &amp; LEGAL COMPLIANCE</p>	<p>Engage legal counsel ref privacy laws (GDPR, CCPA); implement robust security measures.</p>	<p>Security measures &amp; user agreement requirements included in Programmer RFP. Protection of Platform and IP issues addressed in this report. Think Big Partnership Attorney Aleks Petrovich on call. NDA's also produced for team partners and all potential corporate partners.</p>
<p>6. TEAM DYNAMICS &amp; RESOURCE ALLOCATION</p>	<p>Establish strong team, structure and accountability. Assess appropriate resources.</p>	<p>Team structure given in this report to include Programmer, Investor, Media Agent, and Founder. Consideration to be given to fuller full-time in-house team (viz. ADP option). Equity share incentives to be explored.</p>
<p>7. ACCELERATED DEVELOPMENT &amp; TEAM FUNDING</p>	<p>Ensure sufficient funding to procure enough dedicated time of all team members (Founder, Investor, Technical Development Manager, Marketing Manager) &amp; potential Corporate Partner.</p>	<p>While project is not risk-free, once the Website is developed and live, Marketing is key to sign-ups &amp; pay-back &amp; Corporate Partnership. The ADP Program is considered best strategy to accelerate this process and ensure ROI, even if Corporate Partnership not secured in short term (requiring increased start-up funding after pay-back).</p>

**“Destiny stands by sarcastic with our dramatis personae folded in her hand.”  
— George Eliot, Middlemarch**

 Destiny-Gram  
Website  
(Design)

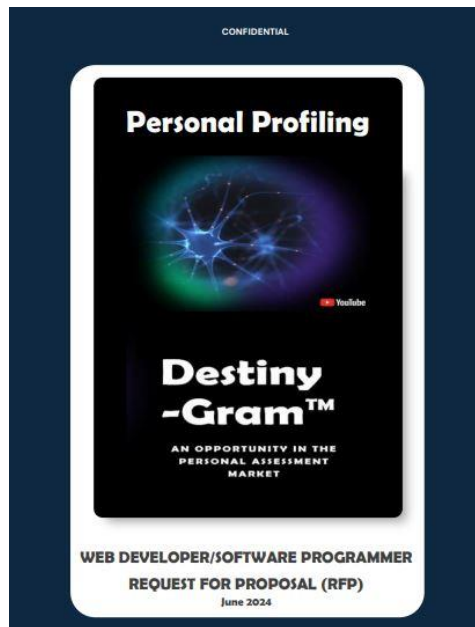


**DESTINY-GRAM  
WEBSITE**

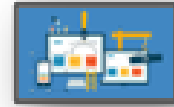


The website Developer will design the website according to the System and Technical Requirements provided in the Web Developer/Software Programmer Request for Proposal (RFP). This will include the homepage, engaging landing page, login/sign-up, registration, payment options (to include student discount codes which apply to Schools where Principals signed up) , assessment modules (Personality, Character, Skills, Goals & Desires, Valuable Ideas, Destiny Options), AI- API integration/Analysis and Recommendation Engine, and Personal Profile output. Website will also allow import and export of information from and to LinkedIn profiles, via APIs, and all Security matters (viz: encryption, and adherence to privacy regulations (GDPR, CCPA, etc).

**Link**



**“Luck and destiny are the excuses of the world’s failures.”  
— Henry Ford**



**Report Output**

The Website will produce 'Personal Profiles' for download, saving, updating. The following file was provided to the Website Developer/Software Programmer as an example of possible formats (for information only).

**Personal Profile Sample/ Example**

**LEVERAGING ARTIFICIAL INTELLIGENCE TO PRODUCE 'LIFE ASSESSMENT SOLUTIONS'**

**DESTINY-GRAM.COM**  
"Comprehensive Profiles to Empower Personal & Professional Growth"

© Destiny-Gram, Spain June 2023

**Personality Dashboard Sample/ Example**

NAME: The Author

**2 Key Universal Life Messages**  
• The Golden Rule  
• Help Others

**2 Sacred Cows**  
• Love  
• Hope

**Personality Type**  
**Two**

**Personality Wing**  
**Three**

**Higher Purpose**  
**Help Others**

**Saving Grace**  
**Empathy**

**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

**Profile Dashboard Sample/ Example**

**PERSONAL PROFILE DASHBOARD**

**"MY DESTINY"**  
Sina Malpass

My Destiny is to: **become a Writer and Speeches and Website Content Creator focused on Personal Development.**  
2. Writing, Editing, Publishing and Promoting Books and my own Website with Messages and Help for Others to Realize their own Personal Dreams.

It is what I love to Do, based on my Life Purpose and Passion for: **Unleashing my Unique Potential to Help People realize 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 addition to collaborate with like minded individuals and organizations, promote and offer their services, products to undertake personal and professional advice, growth, and social networks in a way that under the ever increasing influence of Artificial Intelligence.**

**2 Key Universal Life Messages**  
• The Golden Rule  
• Help Others

**2 Sacred Cows**  
• Love  
• Hope

**Personality Type**  
**Two**

**Personality Wing**  
**Three**

**HELPER**  
Higher Purpose  
Help Others

**ACHIEVER**  
Saving Grace  
Empathy

**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

**DESTINY-GRAM PROFILE**  
Personality, Character, Habits, Goals & Dreams

**LINKED PROFILE**  
Advertisement & Experience

**SOCIAL PROFILES**  
Views & Images

**LEVEL OF ABILITY**  
RECOGNIZED SKILLS  
APPLIED KNOWLEDGE  
PERSONAL APPLICATIONS

**SKILLS SET**  
Creative Ideas  
Empathy & Love  
Analysis of Complex Situations  
Innovation  
Writing  
Public Speaking

**PERSONAL PROFILE LINKS:** (+)

**Destiny Pyramid Sample/ Example**

**DESTINY PYRAMID**

**INTERNATIONAL DESTINY GOALS**  
(EVER-WORLD CHIEF PROPOSALS)  
- Political Reform (Social Challenges) & More Social Democracy: Power Appointed Representatives  
- Holistic Governance & Unity (Human Religious Universalism based on Shared Principles Golden Rule)  
(It means in Working, Service & Development due to Children's Welfare (It may Mean) - Organization & Permissions of Power (not All & Information Sharing & Empowerment Distribution to avoid - Global International Collaboration & Partners))  
(It requires Working (without the Investment in Business Ownership & Management))

**DESTINY & DESTINY PURPOSE IN LIFE**  
- To Share my Love & Help Others (Work without the Need to Gain Love)  
**DESTINY PERSONAL PROPOSALS**  
- Always Love and Put My Family First  
- Write Books to Help Others Find their Destiny (become a Writer, Speeches & Promote Personal and Personal Development)  
- Promote my New World Order Proposals Globally

**PERSONAL DEVELOPMENT PURPOSES**  
- Only Live to the Full, Love Widely and Inclusively in Family, Community and Humanity while Promoting my Needs (Follow the Law of Attraction) & be More tolerant of Others (Help through them to become independent - Lead a Life of True Transparency, Don't Manipulate Others

**DESTINY GOALS**

**ACTION ROAD**

1. ALWAYS LOVE & PUT FAMILY BEFORE ANYTHING

2. WRITE BOOKS TO HELP OTHERS FIND THEIR DESTINY

3. BECOME A WRITER, SPEECHES & PROMOTE PERSONAL AND PERSONAL DEVELOPMENT

4. PROMOTE MY NEW WORLD ORDER PROPOSALS GLOBALLY

5. ONLY LIVE TO THE FULL, LOVE WIDELY & INCLUSIVELY IN FAMILY, COMMUNITY & HUMANITY - OUTRAGE PEOPLE TO FOLLOW ME

6. FOLLOW THROUGH ON MY PROMISES & TRY TO BE IN MORE TOUCH WITH OTHERS

7. MAKE ENOUGH MONEY TO BE FINANCIALLY FREE MYSELF

8. LEAD LIFE OF TRUE TRANSPARENCY, DON'T MANIPULATE OTHERS, DON'T BE A SCAM QUINCY

**"That which you do not bring to consciousness comes to you as your Fate, that which you do bring to consciousness, whether it was what you thought you wanted or not, is your destiny."**  
— C.G. Jung



**DESTINY-GRAM  
WEBSITE**



## **Enneagram-Type Examples**

### **Personality Types, Character Traits, Core Skills, And Life Goals (in general)**

Destiny-Gram will produce a 'Personal Profile' bespoke to the User, based on AI-analysis of the MCQ/POV questionnaire inputs, downloadable in sections (to be shared where and with whom the User decides) under Personality, Character Traits, Core Skills/Abilities, Goals/Passions/Desires, Destiny-Strategic Options/Life Paths. It will be presented in a user-friendly way and include Dashboards (as above) and in a format, to be developed by the Web Developer, according to the brief given in the RFP. Below is an example of typical profile characteristics for specific stereotype Enneagram Personality Types (as non-individualistic examples).

#### **Personality Types**

1. Reformer
2. Helper
3. Achiever
4. Individualist
5. Investigator
6. Loyalist
7. Enthusiast
8. Challenger
9. Peacemaker

#### **Explanation:**

1. Reformer: The principled, ethical, and perfectionistic type.
2. Helper: The caring, generous, and people-pleasing type.
3. Achiever: The success-oriented, efficient, and image-conscious type.
4. Individualist: The romantic, introspective, and self-absorbed type.
5. Investigator: The perceptive, innovative, and detached type.
6. Loyalist: The committed, security-oriented, and defensive type.
7. Enthusiast: The spontaneous, multi-talented, and scattered type.
8. Challenger: The powerful, confrontational, and domineering type.
9. Peacemaker: The accommodating, reassuring, and conflict-avoidant type.

The Enneagram is a widely used personality typology system that describes nine distinct personality types, each with its unique motivations, fears, and patterns of thinking, feeling, and behaving.

#### **Character Traits**

1. Integrity
2. Empathy
3. Resilience
4. Curiosity
5. Humility
6. Accountability
7. Compassion
8. Adaptability
9. Authenticity

**“There's nowhere you can be that isn't where you're meant to be...”  
— John Lennon**





**DESTINY-GRAM  
WEBSITE**



## **Enneagram-Type Examples**

Explanation:

These traits encompass various aspects of an individual's personality, values, and behaviour. They cover qualities such as ethical conduct, emotional intelligence, mental toughness, intellectual curiosity, self-awareness, responsibility, kindness, flexibility, and genuineness. While these are broad categories, they can serve as a framework for evaluating and understanding an individual's character from multiple perspectives.

### **Core Skills**

1. Technical
2. Analytical
3. Creative
4. Communication
5. Leadership
6. Strategic
7. Organizational
8. Interpersonal
9. Adaptability

Explanation:

1. Technical: Skills related to specific domains, technologies, or tools.
2. Analytical: Skills involving logical reasoning, problem-solving, and data analysis.
3. Creative: Skills involving innovation, idea generation, and out-of-the-box thinking.
4. Communication: Skills related to effective verbal, written, and presentation abilities.
5. Leadership: Skills involving motivating, guiding, and influencing others.
6. Strategic: Skills related to long-term planning, decision-making, and goal-setting.
7. Organizational: Skills involving time management, multitasking, and attention to detail.
8. Interpersonal: Skills related to building relationships, collaboration, and emotional intelligence.
9. Adaptability: Skills involving flexibility, learning agility, and the ability to thrive in change.

These headings cover a broad range of skills that are valuable across various industries and roles. They encompass technical expertise, cognitive abilities, creative thinking, communication proficiency, people management, strategic thinking, organizational prowess, social intelligence, and the capacity to adapt to evolving circumstances.

### **Goals**

1. Family
2. Career
3. Creativity
4. Adventure
5. Spirituality
6. Community
7. Knowledge
8. Activism
9. Wellness

**“Does the walker choose the path, or the path the walker?”  
— Garth Nix, Sabriel**



**DESTINY-GRAM  
WEBSITE**



## **Enneagram-Type Examples**

Explanation:

1. Family: Focusing on nurturing relationships with loved ones and building a strong family unit.
2. Career: Pursuing professional growth, achievement, and fulfilment through work.
3. Creativity: Expressing oneself through artistic or innovative endeavours.
4. Adventure: Seeking excitement, exploration, and new experiences.
5. Spirituality: Exploring personal beliefs, values, and finding meaning in life.
6. Community: Contributing to society and making a positive impact on others.
7. Knowledge: Continuously learning, expanding one's understanding, and pursuing intellectual growth.
8. Activism: Advocating for social, political, or environmental causes.
9. Wellness: Prioritizing physical, mental, and emotional well-being.

These headings represent various domains that individuals may find deeply meaningful and motivating. They cover personal relationships, professional aspirations, self-expression, personal growth, purpose-driven living, societal contribution, intellectual curiosity, championing beliefs, and holistic health. These areas often serve as sources of passion, fulfilment, and goal setting for people throughout different stages of life.

### **Character , Core Skills, Life Goals (by Enneagram Type)**

- 1) Integrity, Technical, Family
- 2) Empathy, Communication, Spirituality
- 3) Accountability, Achiever, Career
- 4) Curiosity, Creative, Adventure
- 5) Resilience, Analytical, Knowledge
- 6) Compassion, Loyalist, Community
- 7) Adaptability, Enthusiast, Creativity
- 8) Humility, Challenger, Activism
- 9) Authenticity, Peacemaker, Wellness

This ordering is not definitive, but it attempts to group related traits, skills, and goals together in a way that creates a coherent flow around the wheel. The numerical assignments are based on potential alignments with the Enneagram types.

### **Destiny Strategies/Life Paths (Traits/Abilities/ Desires/Role Model)**

Based on key character traits, abilities, and desires mapped by Enneagram personality type, here are some general comments and key considerations for each type. The comments also highlight some potential pitfalls, focus areas and key decisions each type may need to consider as they navigate their preferred life path in terms of both career and personal arenas. Self-awareness is key to making conscious choices.

1. Integrity, Technical, Family: Pursue a technical career that aligns with your strong ethics (e.g. engineer, scientist, accountant). Prioritize family values and responsibilities. Don't compromise your principles for career gain. Find an ethical organization that values your skills. Make time for family amid work demands. Type

**“All the world's a stage and most of us are desperately unrehearsed.”  
— Seán O'Casey**



**DESTINY-GRAM  
WEBSITE**



2. Empathy, Communication, Spirituality: Consider a caring profession (e.g. counsellor, social worker, clergy). Develop emotional intelligence. Explore spiritual practices. Leverage your listening skills in counselling/coaching roles. Practice mindfulness to reduce burnout. Share your spiritual discoveries. Type Role Model - Oprah Winfrey (Empathetic communicator, spiritual seeker)
3. Accountability, Achiever, Career: Find a results-driven career you can excel in (e.g. business, law, athletics). Maintain high standards. Keep advancing professionally. Be mindful of workaholism - success requires balance. Build a family/social support system. Mentor others as you advance. Type Role Model - Elon Musk (Driven entrepreneur, achievement-oriented career)
4. Curiosity, Creative, Adventure: Unleash your creativity in artistic/innovative fields. Seek work that allows travel/exploration. Embrace an unconventional lifestyle. Resist getting bored or restless - continually explore new outlets. Save money for travel/experiences. Don't sideline relationships. Type Role Model - Prince (Authentic visionist, prolific musician songwriter and performer, creative self-expressionist)
5. Resilience, Analytical, Knowledge: Build expertise in an analytical domain (e.g. research, data science, academia). Cultivate grit to overcome challenges. Continuously learn. Have patience - expertise takes time. Build practical skills beyond theory. Apply knowledge to help others. Type Role Model - Albert Einstein (Brilliant tenacious theorist driven by a quest for knowledge and innovative ideas).
6. Compassion, Loyalist, Community: Set boundaries - Serve others through social impact work or public service. Be a committed team player. Strengthen your local community. you can't pour from an empty cup. Join organizations aligned with your values. Rally others to causes. Type Role Model - Dolly Parton (Generous philanthropist, loyal to roots, supports communities)
7. Adaptability, Enthusiast, Creativity: Embrace variety, pursue an entrepreneurial or multifaceted career. Channel energy into passion projects. Remain open to change. Finish what you start before moving to new projects. Develop financial discipline. Embrace routines amid spontaneity. Type Role Model - Will Smith (Versatile entertainer, upbeat personality, creatively pursues passions)
8. Humility, Challenger, Activism: Fight for what you believe in through activism or advocacy roles. Question authority. Stay grounded through spiritual practices. Check your ego - fight the cause, not individuals. Build strategic allies and resources. Practice self-care amid struggles. Type Role Model - Jane Fonda (Outspoken activist, confronts norms, spiritually grounded)
9. Authenticity, Peacemaker, Wellness: Prioritize work that aligns with your values. Resolve conflicts diplomatically. Focus on holistic health and work-life balance. Don't people-please at your own expense. Voice your needs clearly. Lean into discomfort to grow. Inspire through your example. Type Role Model - Jacqueline Woodson (Authentic storyteller, promotes reconciliation, well-being focus)

While celebrity personas are curated, these public figures seem to exemplify some of the core qualities associated with each type based on their mapped character traits, abilities, and desires/passions. Their careers, advocacy, and personal lives provide visible examples that align with the stated attributes and life strategies. In contrast, each personal profile



#### Example (based on Enneagram Type 4)

The Output Format for the 'Destiny Personal Profile/ Report' is to be developed by the Web Developer. 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 follows (based on an example Enneagram Type 4 ):

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



9



**Authenticity, Peacemaker, Wellness:** Prioritize work that aligns with your values. Resolve conflicts diplomatically. Focus on holistic health and work-life balance. Don't people-please at your own expense. Voice your needs clearly. Lean into discomfort to grow. Inspire through your example. Type Role Model - Jacqueline Woodson (Authentic storyteller, promotes reconciliation, well-being focus)

8



**Humility, Challenger, Activism:** Fight for what you believe in. Engage in activism or advocacy roles. Question authority. Stay grounded. Practice self-care amid struggles. Type Role Model - Jane Fonda (Challenges norms, spiritually grounded)

**CELEBRITY EXAMPLES -  
PERSONALITY TYPES, CHARACTER TRAITS,  
CORE SKILLS, AND LIFE GOAL DRIVERS**

7



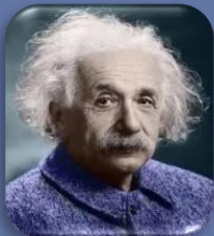
**Adaptability, Versatility:** Embrace variety, pursue an entrepreneurial or multifaceted career. Channel energy into passion projects. Remain open to change. Finish work before moving to new projects. Develop financial discipline. Embrace spontaneity. Type Role Model - Will Smith (Versatile entertainer, upbeat personality, creatively pursues passions)

6



**Compassion, Loyalist, Community:** Set boundaries - Serve others through social impact work or public service. Be a committed team player. Strengthen your local community. You can't pour from an empty cup. Join organizations aligned with your values. Rally others to causes. Type Role Model - Dolly Parton (Generous philanthropist, loyal to roots, supports communities)

5



**Resilience, Analytical, Knowledge:** Build expertise in an analytical domain (e.g. research, data science, academia). Cultivate grit to overcome challenges. Continuously learn. Have patience - expertise takes time. Build practical skills beyond theory. Apply knowledge to help others. Type Role Model - Albert Einstein (Brilliant tenacious theorist driven by a quest for knowledge and innovative ideas).

# DESTINY WHEEL



Destiny Wheel



## TAP INTO YOUR DESTINY



**Character Trait**



**Core Ability**



**Passion/ Desire**



# LIFE PATHS

## Character - Ability - Passion

1



**Integrity, Technical, Family**: Pursue a technical career that aligns with your strong ethics and attention to detail (e.g. engineer, scientist, accountant). Prioritize family values and responsibilities. Don't compromise your principles for career gain. Find an ethical organization that values your skills. Make time for family amid work demands. Type Role Model - Denzel Washington (Principled perfectionist, acclaimed actor, devoted family man)

2



**Empathy, Communication, Spirituality**: Consider a caring profession (e.g. counsellor, social worker, clergy). Develop emotional intelligence. Explore spiritual practices. Leverage your listening skills in counselling/coaching roles. Practice mindfulness to reduce burnout. Share your spiritual discoveries. Type Role Model - Oprah Winfrey (Empathetic communicator, spiritual seeker)

3



**Accountability, Achiever, Career**: Find a results-driven career you can excel in (e.g. business, law, athletics). Maintain high standards. Keep advancing professionally. Be mindful of workaholism - success requires balance. Build a family/social support system. Mentor others as you advance. Type Role Model - Elon Musk (Driven entrepreneur, achievement-oriented career)

4



**Curiosity, Creative, Adventure**: Unleash your creativity in artistic/innovative fields. Seek work that allows travel/exploration. Embrace an unconventional lifestyle. Resist getting bored or restless - continually explore new outlets. Save money for travel/experiences. Don't sideline relationships. Type Role Model - Prince (Authentic visionary, prolific musician songwriter and performer, creative self-expressionist)

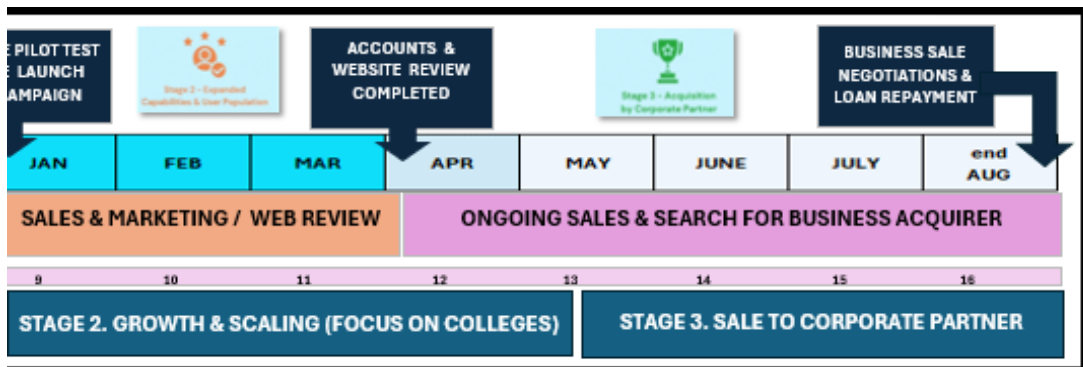
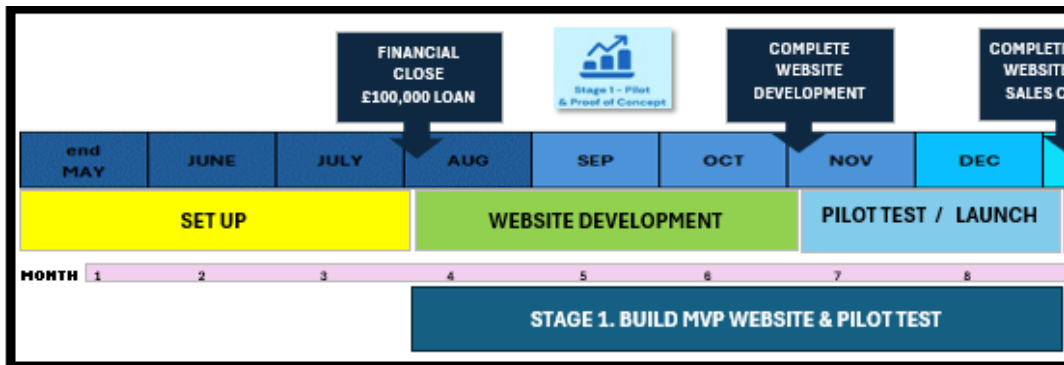
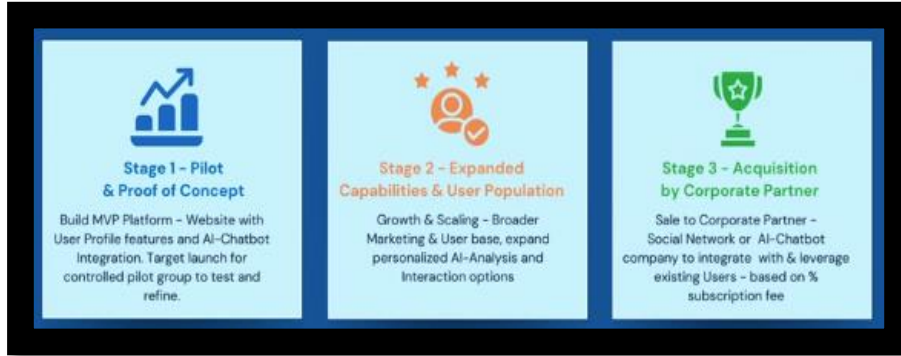




Proposed Schedule/Program  
(Business Launch)



**TARGET PROGRAM**  
**16-Month Payback**



**“Lots of folks confuse bad management with destiny.”**  
**- Kin Hubbard**





# Proposed Programme/Budget (Stage 1 - 16 Months Pilot & Proof of Concept)



## PROGRAM/ BUDGET



# DESTINY-GRAM PROGRAMME AND BUDGET

**Stage 1 – Pilot & Proof of Concept**  
Build MVP Platform - Website with User Profile features and AI-Chatbot integration. Target launch for controlled pilot group to test and refine.

**Stage 2 – Expanded Capabilities & User Population**  
Growth & Scaling - Broader Marketing & User base, expand personalized AI-Analytic and interaction options

**Stage 3 – Acquisition by Corporate Partner**  
Sale to Corporate Partner - Social Network or AI-Chatbot company to integrate with & leverage existing Users - based on % subscription fee

**think big partnership.com**

**BUSINESS PILOT PROJECT**

## PROGRAMME

**Stage 1**  
Development / Programming of Profiling Function and API Interfaces with LinkedIn and AI-Chatbots, & Market Research of Top Universities & Colleges Contacts Details

**Stage 2**  
Website Launch and Marketing to Deans of 1,000 Universities / Colleges, offering their students profiling on discounted promotional/concessionary terms.

**Stage 3**  
Phase 2 - Search for Corporate Partner

**August**  
Financial Close on Funding, Appointment of Website Programmer, & Establishment of Office Set-Up/ Marketing Team

**November**  
Pilot Testing of Profiling Function with selected users/invitees. Pilot AI-Chatbot interface and dialogue/interactions. Completion of Targetted Marketing Database

**December**

**January**

**April**  
Population of Website Usage by 10,000 unique Private Personal Profiles, and collection of on-line Credit Card Payments of \$10 per User Subscriber. Commence second Phase of Marketing.

**April - September 2025**

**THE AI WEBSITE**

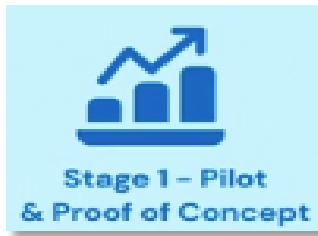
**Destiny-Gram™**

**'AI-LIFE ASSESSMENT SOLUTIONS BUSINESS'**

**Greg Malpass**  
Tel (UK) : +447850 230652  
E-Mail: destinyinvestors@btinternet.com  
Website: www.thinkbigpartnership.com  
www.destiny-gram.com

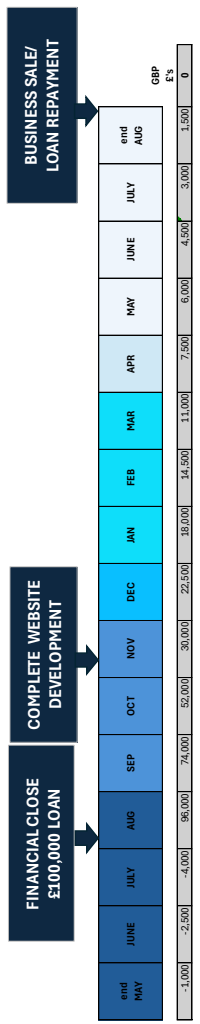
Destiny-Gram © June 2024

**"You don't have to be great to start, but you have to start to be great."  
- Zig Ziglar**



**PROGRAM/  
BUDGET**

**DESTINY-GRAM PROGRAMME AND BUDGET**



**16 month PROGRAMME end May 2023- end August 2024**

- General Overheads (per month)**
- Office Rent: 600
  - Computers: 100
  - Insurance: 25
  - Internet: 25
  - Phone: 100
  - Promotional: 100
  - Subsistence: 300
  - Misc: 80
  - Total: 1,800**

**Set-Up**

Requirements Gathering and Planning

- Defining the system's features and specifications
- Determining the scope and complexity of the project
- Identifying necessary integrations (LinkedIn API, Claude API, etc.)
- Developing a project plan and milestones

**In-House Team:**

- Software Programmer/Developer (part-time or full-time, depending on the workload)
- Marketing/Business Development Professional (part-time or freelance)

**FINANCIAL CLOSE**

**SET-UP / FINANCIAL CLOSE**

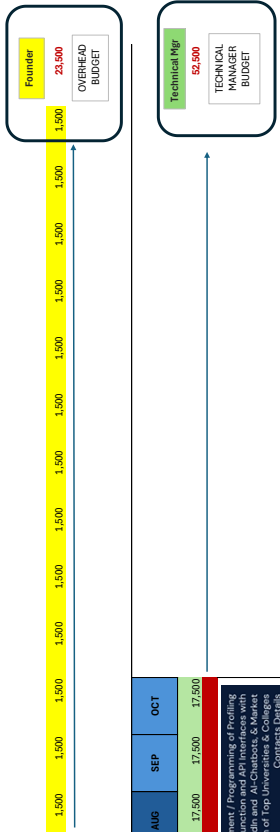
Financial Close on Funding Appointment of Website Programmer & Establishment of Office Set-Up/Marketing Team

**Website Development**

- Minimum Viable Product (MVP) Development**
- Design a basic website with essential features (user registration, questionnaire, profile generation)
  - Integrate with Claude AI or similar natural language processing (NLP) API for basic analysis
  - Implement a simplified version of the profiling system and report generation
- User Interface (UI) and User Experience (UX) Design**
- Creating wireframes and mockups for the website and user interfaces
  - Designing the overall look and feel, branding, and visual elements
  - Ensuring a seamless and intuitive user experience

**Front-end Web Development**

- Implementing the UI/UX designs using modern web technologies (HTML, CSS, JavaScript)
- Developing responsive and cross-browser compatible user interfaces
- Integrating with back-end systems and APIs



**WEBSITE DEVT**

Development/Programming of Profiling Function and API interfaces with LinkedIn and AI-Chabots & Market Research of Top Universities & Colleges in Great Britain

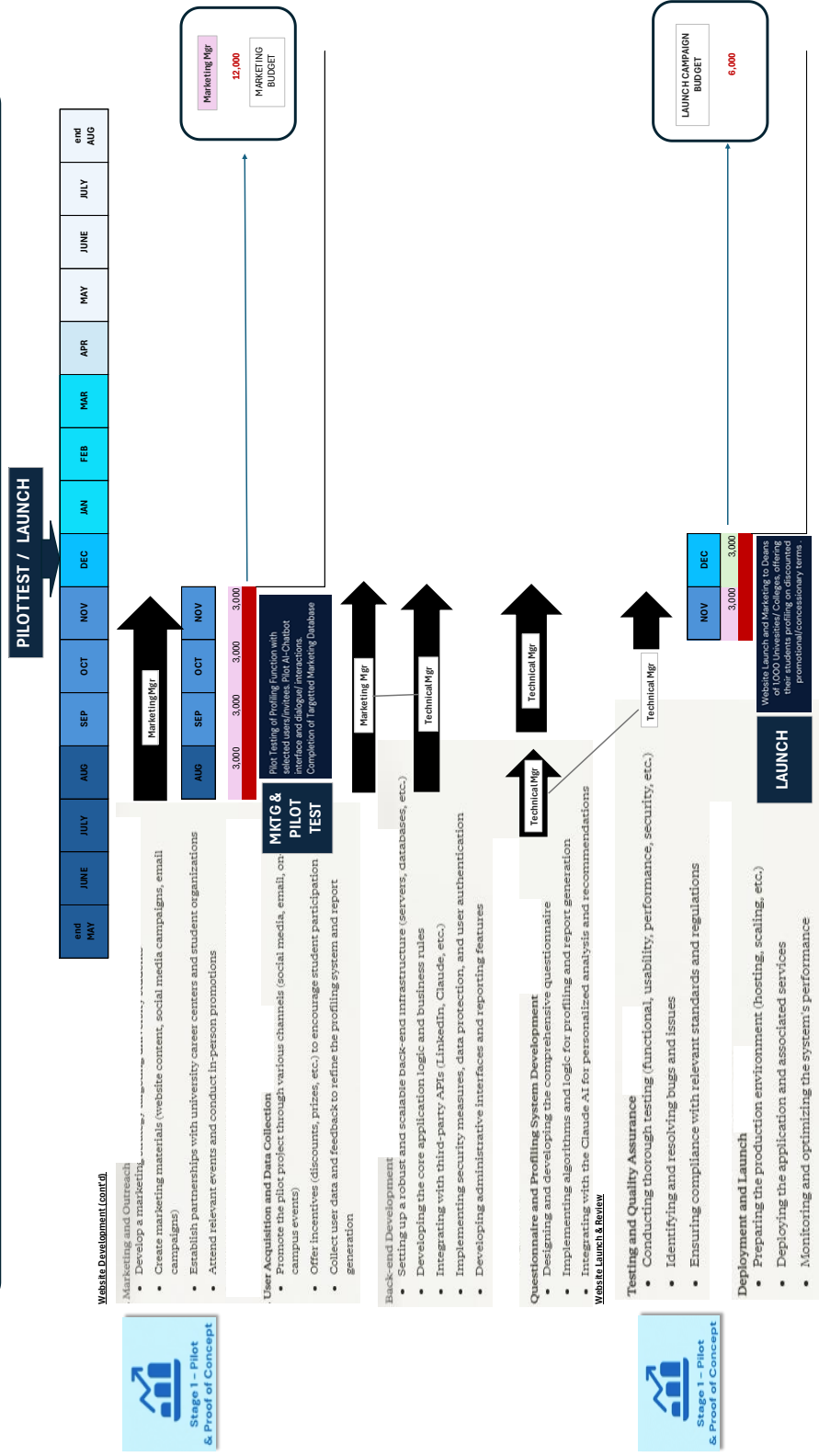
**Technical Mgr**

**There is no such thing as chance; and what seem to us merest accident springs from the deepest source of destiny.**  
- Friedrich Schiller

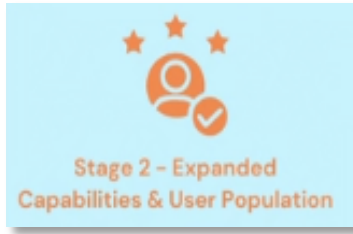
# PROGRAM/ BUDGET



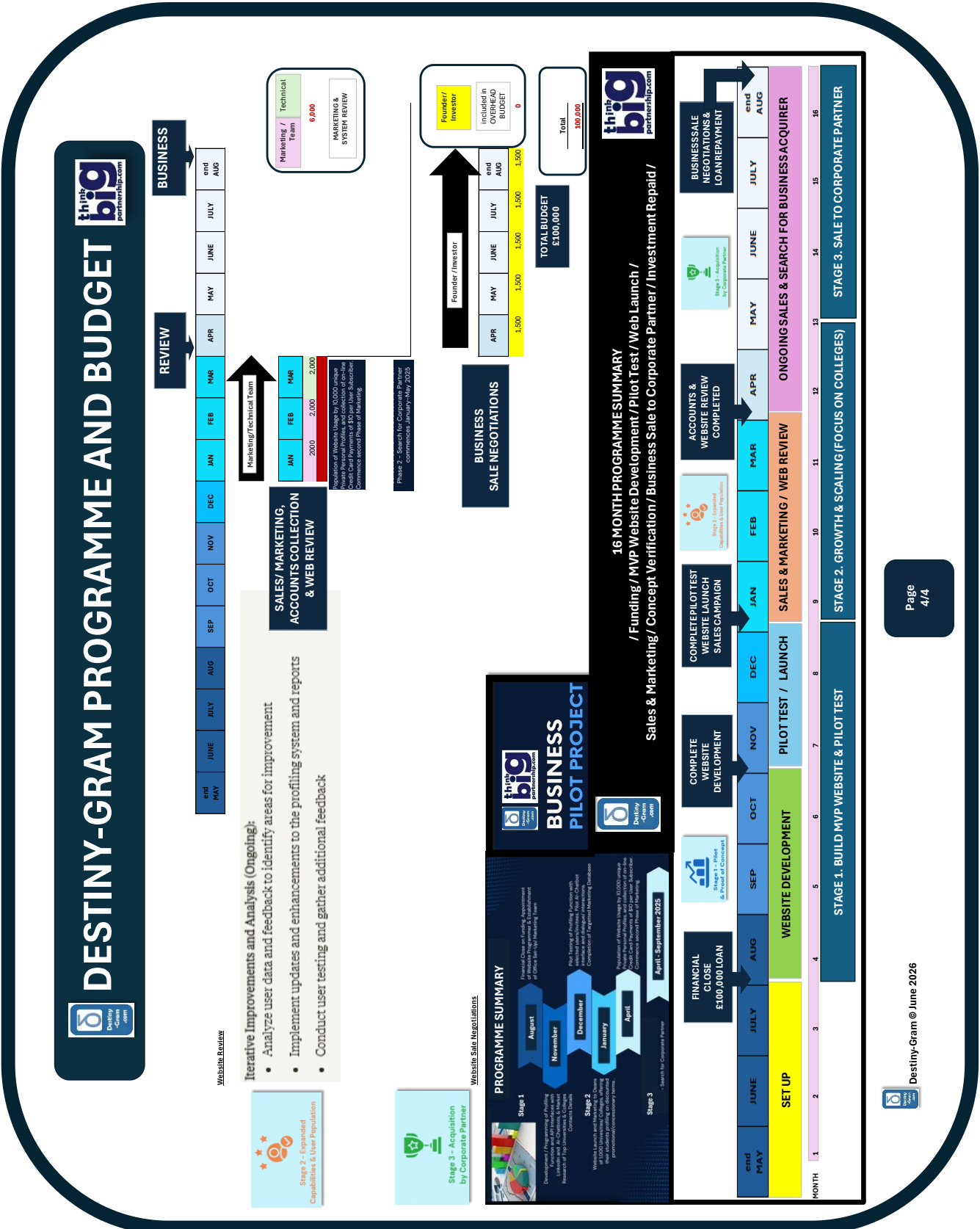
## DESTINY-GRAM PROGRAMME AND BUDGET



**"Nobody can tell you what your destiny is."**  
- DeMarcus Cousins



**PROGRAM/  
BUDGET**

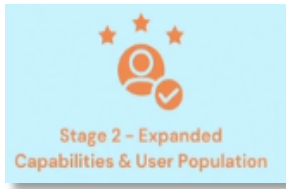


**"I firmly believe in destiny, so let's see what my luck has in store for me."**  
- **Rishi Kapoor**



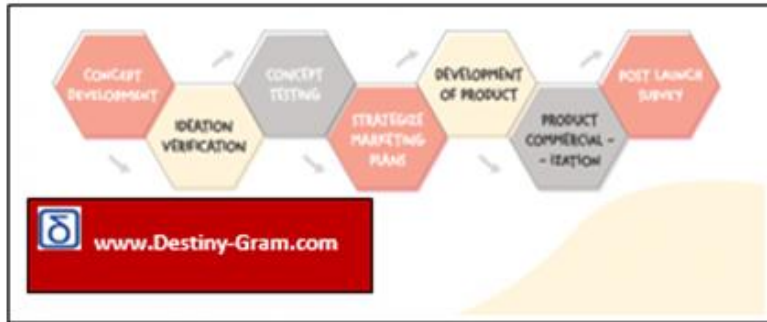


# Stage 2 – Accelerated Development Program



# ACCELERATED DEVELOPMENT PROGRAM User Population Expansion

## Pilot Test & Proof of Concept



**Stage 1 - Pilot & Proof of Concept**  
Build MVP Platform - Website with User Profile features and AI-Chatbot Integration. Target launch for controlled pilot group to test and refine.

The Destiny-Gram 16-month Pilot Programme and Budget assumes that an investor commits £100,000 in the cost of building a MVP Platform, and that Proof of Concept and Payback of the investment is achieved by targeted marketing to the Principals of selected US-based Senior High Schools, and 10,000 students sign-up for the Destiny-Gram tests at between 50-100 schools.

**Stage 2 - Expanded Capabilities & User Population**  
Growth & Scaling - Broader Marketing & User base, expand personalized AI-Analysis and Interaction options

The onward ‘Marketing Royalty/Business Sale Strategy’ outlined in previous sections assumes that the success of the Pilot Project/ Proof of Concept will be sufficient to self-fund Stages 2 and 3 and achieve enough growth and scaling, expanded user-base, and API integration – to secure a Social Network or AI-Chatbot corporate partner, after the 16-month pilot, to integrate with, and leverage to their existing multi-million user base over the following 2 years. Cumulative projected 3-year royalties (depending on subscription rates/% commissions) are estimated at between \$72 million and \$17 million.

**Stage 3 - Acquisition by Corporate Partner**  
Sale to Corporate Partner - Social Network or AI-Chatbot company to integrate with & leverage existing Users - based on % subscription fee

However, the comprehensive ‘Risk Analysis’ recognises that ‘User Adoption And Securing a Corporate Partnership’ are the most critical factors for success, and the latter will probably rely on the former.

There is also a risk that a potential corporate partner (like LinkedIn) would develop their own Personal Profiling system to complement existing user education and experience-based profiles. In order for the Destiny-Gram Website to reach a wide potential market quickly (to avoid the disrupting influence of ‘copy-cat’ businesses) the offering would need be marketed aggressively using a combination of: Targeted High Schools & Colleges in the US and worldwide; targeted existing young LinkedIn users; 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. This accelerated marketing campaign would require extra funding (estimated £275,000) immediately after the success of the Pilot Project securing the first 10,000 student users.

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



Stage 2 – Accelerated Development Program



**ACCELERATED DEVELOPMENT PROGRAM**  
**Stage 2 Development Budget - £275,000**

 <p><b>Stage 1 - Pilot &amp; Proof of Concept</b></p> <p>Build MVP Platform - Website with User Profile features and AI-Chatbot Integration. Target launch for controlled pilot group to test and refine.</p>	 <p><b>Stage 2 - Expanded Capabilities &amp; User Population</b></p> <p>Growth &amp; Scaling - Broader Marketing &amp; User base, expand personalized AI-Analysis and Interaction options</p>	 <p><b>Stage 3 - Acquisition by Corporate Partner</b></p> <p>Sale to Corporate Partner - Social Network or AI-Chatbot company to integrate with &amp; leverage existing Users - based on % subscription fee</p>
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## ACCELERATED DEVELOPMENT PROGRAMME





**Destiny-Gram.com**

User Adoption and securing a Corporate Partnership are considered the most critical factors for success (see section on Mitigating Strategies). However, while project is not risk-free, once the Website is developed and live, and Pay-back of initial £100k investment achieved, Marketing is key to accelerated sign-ups & likelihood of securing Corporate Partnership. The ADP Program (see section on ADP) is considered best strategy to accelerate this process and ensure attractive ROI, even if Corporate Partnership not secured in short-term. It requires commitment to increased growth funding during first 2-years of the Project Development (£275k during 8-months following successful 16-month Pilot Project £100k launch & Pay-back).

The Accelerated Development Programme (ADP) assumes the investor would make a commitment to fund up to a further £275,000 for Stage 2, to undertake a more intense marketing/development strategy to secure a further 100,000 users by the end of Year2, and Payback of the Stage 2 investment.

Based on a 50% Compound Annual Growth rate thereafter the annual subscription rate would rise to 500,000 per year by Year 6. Negotiations for a Corporate Partnership would continue in parallel with the ADP Marketing Plan. Nevertheless, even without a successful partnership, a cumulative net cash flow for the successful user adoption over the 5-Years, post Pilot/Proof of Concept would be £7 million.

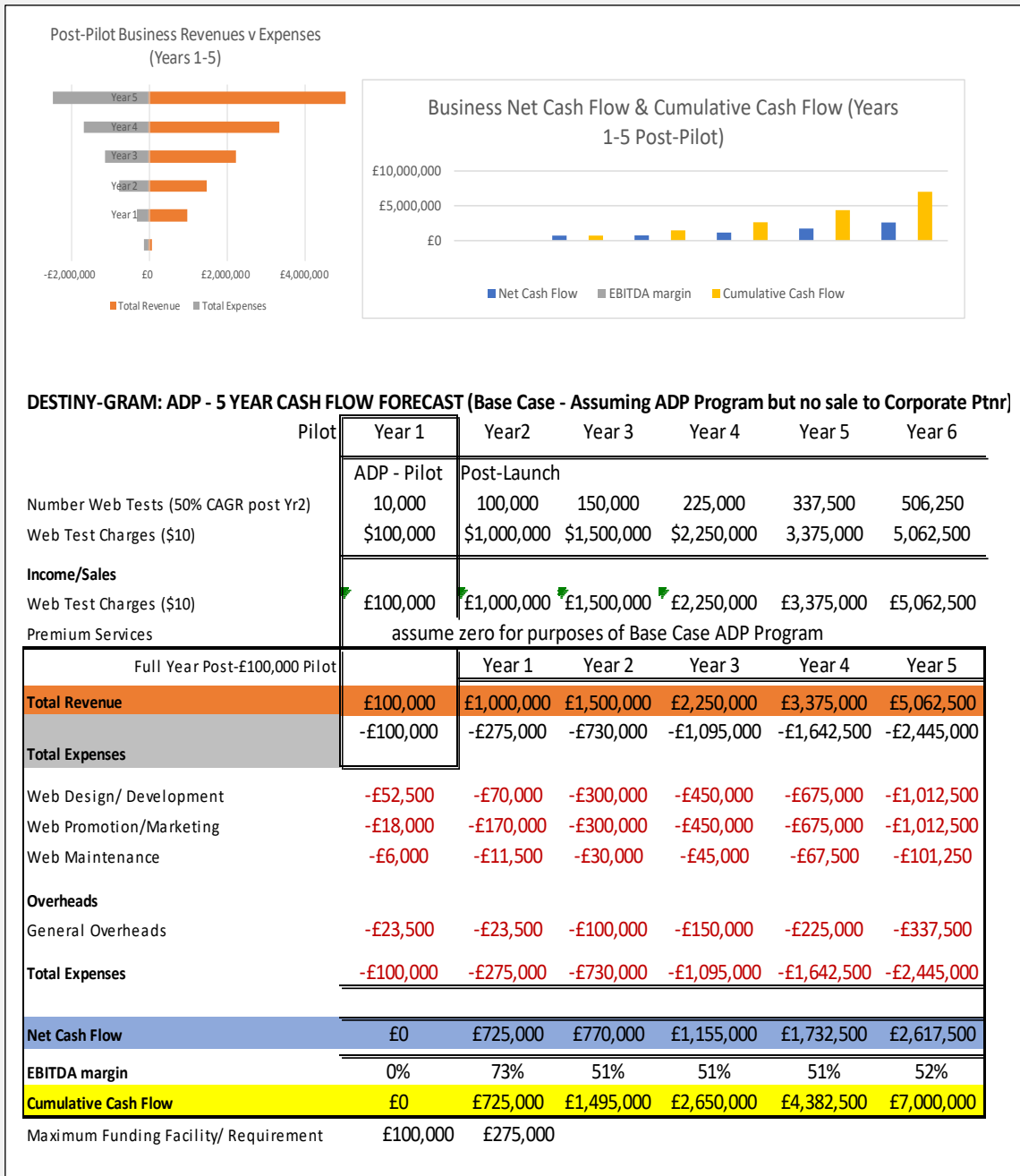
**“If people are not laughing at your goals, your goals are too small.”**  
 - Azim Premji



**Proposed Budget**  
(£5m Revenues p.a. within 5 Years)



**ACCELERATED  
DEVELOPMENT PROGRAM  
5-Year Budget Forecast**



**“As long as we are persistence in our pursuit of our deepest destiny, we will continue to grow. We cannot choose the day or time when we will fully bloom. It happens in its own time.”**  
- Denis Waitley



## Potential Partners

(Investment, Programming, Marketing, Media/PR, Corporate Partnership and Sponsorship)



## TEAM & POTENTIAL PARTNERS

### Website Development

### Potential Partners

Potential Partners include: an Investor/Business Angel; a Web Developer/Software Programmer, a Literary/Media Agent, a Celebrity Sponsor; and ultimately a Corporate Acquirer/Partner.

### Investors (Venture Capitalist/ Business Angel)

Some potential venture capital firms and angel investors that maybe best suited as targets for raising £375,000 of seed/start-up capital for an AI powered social networking startup have been identified as:

#### USA:

- Y Combinator - Early-stage VC, backed companies like Airbnb and Reddit. Strong track record launching tech startups.
- Techstars - Global accelerator with excellent connections. Run programs in major tech hubs and provides mentorship and support.
- Ron Conway - Prolific Silicon Valley angel investor. Early Facebook and Google investor.
- Sequoia Capital - A Silicon Valley-based venture capital firm known for early-stage investments in technology start-ups.
- Andreessen Horowitz - Silicon Valley venture capital firm focused on investing in software and internet startups.
- First Round Capital - Early-stage VC firm that provides seed funding and support to startups.
- Accel Partners - A global VC firm with a strong presence in Silicon Valley, known for investing in technology startups at various stages.
- 500 Startups - A seed accelerator and VC firm that invests in early-stage startups across various industries.
- FundersClub - An online VC firm that allows accredited investors to invest in early-stage startups through its platform.
- Kleiner Perkins - A VC firm that has been investing in technology startups for decades, with a focus on early-stage and growth-stage companies.
- Founders Fund – A VC firm known for its investments in disruptive technology companies, founded by Peter Thiel and other prominent entrepreneurs.

#### UK:

- Passion Capital - London VC focused on early-stage startups and digital media.
- LocalGlobe - Seed investor in UK startups like Zoopla and TransferWise.
- Saul Klein - Partner at LocalGlobe. Investor in Chartbeat, Seedcamp.
- Index Ventures – A VC firm with offices in London, San Francisco and Geneva, investing in technology and life sciences startups.

**“As long as we are persistence in our pursuit of our deepest destiny, we will continue to grow. We cannot choose the day or time when we will fully bloom. It happens in its own time.”**

**- Denis Waitley**





**Potential Partners**  
 (Investment, Programming, Marketing,  
 Media/PR, Corporate Partnership and  
 Sponsorship)



**TEAM & POTENTIAL  
 PARTNERS**  
**Website Development**

- Balderton Capital – A London-based venture capital firm investing in early-stage startups across Europe.
- Atomico – A VC firm founded by Niklas Zennstrom, focusing on Series A and later-stage investments in technology start-ups.
- Accer Partners – With offices in London, they invest in technology startups across Europe and USA.
- Draper Esprit – A VC firm investing in high-growth technology companies across Europe, with offices in London and Dublin.
- Episode 1 Ventures – A VC firm investing in early-stage technology startups in UK.
- Entrepreneur First – A company builder and VC firm investing in deep tech startups at the pre-seed stage.
- MMC Ventures – A VC investing in early-stage technology firms in UK.
- Octopus Ventures – A London-based VC firm investing in early-stage companies across Europe.

**Spain:** (Preferred as Resident Country of Founder)

- K Fund - One of the top VCs backing Spanish startups. They focus on digital/tech companies and have invested in major successes like Typeform, Red Points, and Wallapop. Over €75M under management.
- Javier Santiso - Veteran angel investor. Deep expertise in EU tech startups.
- Samaipata Ventures - Backed Spanish startups like Jobandtalent and Red Points.
- SeedRocket - Specialized in early-stage startups, with several investments in social media, community and AI technologies. Backed companies like Minoryx Therapeutics and Jeff.
- JME Ventures - Early-stage tech investors based in Madrid. Have funded startup bets in social media space before like Uniwersytet Dzieci.
- Bernardo Hernandez - Veteran internet entrepreneur and executive. Strong track record and experience scaling tech companies. Very well connected.
- Miguel Martin - Advisor at All Iron Ventures fund. Experience in digital media space as former CEO of AutoScout24. Knows the terrain well.
- All Iron Ventures - Backed some social media startups before like PopCorn Apps. Focus on early-stage digital media.
- Nauta Capital – A VC firm with offices in Barcelona, London, and Munich, investing in technology startups across Europe and USA.
- Kibo Ventures – A Madrid-based VC focused on early-stage investments in technology startups.
- Seaya Ventures – Spanish VC firm investing in early-stage and growth-stage technology companies.
- Caixa Capital Risc – The VC arm of la Caixa foundation, investing in innovative startups in Spain.

**“Love is our true destiny. We do not find the meaning of life by ourselves alone – we find it with another.**

**- Thomas Merton**



## Potential Partners

(Investment, Programming, Marketing, Media/PR, Corporate Partnership and Sponsorship)



## TEAM & POTENTIAL PARTNERS Website Development

- Banco Sabadell – Through its VC firm invests in technology startups in Spain and Latin America.
- Inveready – A VC firm investing in technology startups in Spain, with focus on digital media, software, and telecommunications.
- Nero Ventures – A VC firm investing in early-stage technology startups in Spain and Europe.
- Encmenda Smart Capital – A VC firm investing in deep tech startups in Spain.
- Bind 40 – A VC firm based in Basque country.

Potential Investors should be contacted selectively, in terms of priority interest, and offered exclusivity, on terms of non-disclosure, upon serious expression of interest.

### Web Developers/Software Programmers

Top software development firms in the UK and Spain that could be great partners to create the pilot platform for the AI social media startup include:

#### UK:

- Neon Tribe - Award-winning UK agency experienced building digital platforms and apps. Specialize in innovation.
- Made by Many - Well-regarded London firm focused on product design and development for startups.
- Talented Mister A - Creative developer that has worked with startups and brands like Deliveroo and Financial Times.
- 7digital - Over two decades of experience building highly scalable music/media platforms.
- Ficode – A software development company offering a wide range of services, including web and app development.
- Bespoke Software Development – Specialises in bespoke software solutions tailored to specific business needs.
- Red Badger – Provides digital product development services, including web and app development.
- Mubaloo – A mobile app development company with expertise in building innovative web solutions.
- Softwire – Offers custom software development services.

#### Spain:

- BQ - Spanish consumer electronics company with large in-house software team. Could provide affordable development.
- Intelygenz - Madrid firm focused on AI, big data and cloud development. Expertise in advanced platforms.

**“I think that by going on the path that I am, my destiny will just come to me.”**

**- Jason Derulo**



## Potential Partners

(Investment, Programming, Marketing, Media/PR, Corporate Partnership and Sponsorship)



## TEAM & POTENTIAL PARTNERS Website Development


- Nodes - Company builder located in Barcelona that partners with startups on MVP builds.
- Secuoyas Studio - App developer backed by major Spanish VC Secuoyas. Experience with social apps.
- Scalac – Software development company specialising in building scalable solutions using cutting-edge technologies.
- Methinks – An experienced team of developers offering custom software development services.
- XenonStack – Provides software development services with expertise in AI, machine learning, and chatbot development.
- InnovationM – Offers end-to-end software development services, including web and app development.
- MarsBased – A development consultancy with expertise in building web applications and APIs.

It would be necessary to evaluate their technical capabilities, culture fit, availability, and costs to find the best match as a development partner for the initial platform build. Firms like Neon Tribe, Nodes or Intelygenz are recognized as particularly well-aligned. The potential advantages of recruiting an in-house contractor/developer as part of the core team versus outsourcing to an agency for the AI social media platform pilot are:


- An in-house contractor may be more invested in the product vision and success of the startup since they would be part of the team. Outsourced teams work on many different projects.
- Can ensure availability of the developer full-time for several months during crucial pilot development. Avoid competing priorities.
- Facilitates close collaboration, tight feedback loops, and ability to quickly iterate on product.
- Developer can gain deeper knowledge of the platform architecture and tech stack which is valuable long-term.
- Potentially lower overall cost than agency rates for a dedicated resource.
- Reduces communication barriers and gives product manager close control over prioritization.

For these reasons Matthew Wright, well recommended and well known to Founder, is a first choice, subject to availability. This would ensure the full-time engagement of the core team:


**OUR TEAM**



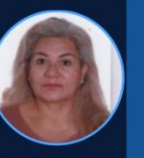
**Destiny  
-Gram  
.com**



Greg  
Malpass  
General Manager



Matthew  
Wright  
Technical Manager



Maricarmen  
Chinchilla  
Marketing Manager



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

**- Karen E. Quinones Miller**



**Literary Agents (specialising in self-help/personal development genre)**

Annie Bomke	Miriam Altshuler	Hattie Grunewald / Rachel Petty
Annie Bomke Literary Agency	DeFiore and Company	The Blair Partnership
Faye Bender	Cassie Hanjian	Kari Stuart / Hillary Jacobson
Faye Bender Literary Agency	DeFiore and Company (*)	ICM Partners
Claire Alexander	Brian DeFiore	Michelle Johnson
Terrie Wolf (no pdf)	DeFiore and Company	Maria Whelen
Antony Harwood	Julie Dinneen	Amy Tannenbaum
Antony Harwood Limited	Katie Kotchman	Jenni Burke
Betsy Amster	Don Congdon Associates	Ali Lake / Chad Luibl / Suzannah
Betsy Amster Literary Enterps	Jessica Kasmer Jaccobs / David H	Bentley / Paul Lucas (UK)
Carla Mayer Glasser	Headley	Janklow & Nesbit Associates
Betsy Nolan Literary Agency	DHLiterary	Jessica Felleman
B J Robbins	Sandra Dijkstra	Jennifer Lyons Literary Agency
B J Robbins Literary Agency	Jan Miller	Michael Alcock
Janet Kobobel Grant	Dupree Miller & Associates	Joy Tutela
Books & Such Literary Agency	Jane Dystel / Lauren E Abramo	Kimberley Cameron
Barbara Lowenstein	Dystel Goderich & Bourret	Kimberley Cameron &
Lowenstein Associates	Michael Ebeling	Associates
Danielle Egan-Miller	Ebeling and Associates	Deidre Knight
Browne & Miller Literary Assoc	Tess Callero	The Knight Agency, Inc.
Paul Bresnick	Europa Content	Kathryn Green
Joe Veltre (TV and Film)	Suzy Evans	Kathryn Green Literary Agency
Carol Mann / Lydia Shamah	Suzy Evans Literary Agency	Jennifer De Chiara
Carol Mann Agency	Eve White	Jennifer De Chiara Literary
Sarah Gerton	Peter Rubie	Agency
Paige Wheeler	Fine Print Literary Management	Stephanie Rostan
Elyse Cheney	Melissa Chinchillo / Christy	Levine Greenberg Rostan
Chris Calhoun	Fletcher	Literary Agency
Jessica Sinsheimer	Fletcher & Company	Fiona Lindsay
Context Literary	Sorche Elizabeth Fairbank	LimeLight Management
Steve Harris	Fairbank Literary Representation	Linda Konner
CSG Literary Partners LLC	Mark Falkin	Linda Konner Literary Agency
Sylvie Carr	Dado Derviskadic / Jeff Kleinman	Linda Roghaar
The Carr Agency	Folio Literary Management	Linda Roghaar Literary Agency
Farley Chase	Gordon Warnock / Margaret Bail	Lisa Hagan
Chase Literary Agency	Fuse Literary	Lisa Hagan Literary
Richard Pike	Andrew Lownie	Sam Fleishman
Beth Davey	Jane Graham Maw	Literary Artists Representatives
Davey Literary & Media	Graham Maw Christie Literary	Tom Miller
Ms. Dana Newman	Agents	Liza Dawson Associates
Dana Newman Literary	Antony Topping	Anish Chandy
Darley Anderson	Joanne Swainson / Therese Coen	Labyrinth Literary Agency
David Godwin	Harvey Klinger	Stephanie Rostan
David Godwin Associates	Harvey Klinger	Levine Greenberg Rostan
	Michael Caligaris	Literary Agency

**"When fate hands us a lemon, let's try to make lemonade."**

**— Andrew Carnegie**





## Potential Partners

(Books/Media/PR)

Rica Allannic  
 Henry Dunow  
 Priya Doraswamy  
 Lotus Lane Literary  
 Maximilian Ximenez  
 Chip MacGregor  
 MacGregor & Luedeke Literary  
 Mackenzie Brady Watson  
 Elizabeth Winick  
 McIntosh and Otis  
 Anne Marie O'Farrell  
 Marcil O'Farrell Literary  
 Madeline Milburn/Anna Hogarty  
 Madeleine Milburn  
 Marie Brown  
 Marie Brown Associates  
 Jill Marsal  
 Marsal Lyon Literary Agency, LLC  
 David McCormick  
 McCormick Literary  
 Scott Andrew Mendel  
 Mendel Media Group  
 Stephanie Kim  
 New Leaf Literary & Media  
 Isabelle Bleeker  
 Nordlyset Literary Agency  
 Monica Odom  
 Odom Media Management  
 Anna Olswanger  
 Olswanger Literary  
 Serene Hakim  
 Cecilia Lyra  
 P.S. Literary Agency  
 Catherine Cho  
 Paper Literary  
 John Maas  
 Park & Fine Literary and Media  
 Theresa Park  
 Park & Fine Literary and Media  
 Paul Levine  
 Paul S. Levine Literary Agent  
 Regina Ryan  
 Regina Ryan Publishing  
 Enterprises  
 Holly Bemiss  
 Susan Rabiner Literary Agency



Rick Broadhead Rick  
 Broadhead &  
 Associates Literary Agency  
 Lorin Rees  
 Helen Rees Literary Agency  
 Laura Rothschild / Sandra  
 O'Donnell  
 Melissa Nasson  
 Sarah Jane Freymann /  
 Katharine Sands  
 Sarah Jane Freymann Literary  
 Agency  
 Sonia Land  
 Sheil Land Associates Ltd  
 Sheree Bykofsky  
 Sheree Bykofsky Associates,  
 Inc.  
 Kim Lindman / Adrienneb  
 Rosado  
 Stonesong  
 Marisa Zeppieri-Caruana  
 Strachan Literary Agency  
 Susan Rabiner Literary Agency  
 Regina Brooks  
 Serendipity Literary Agency  
 Ed Maxwell  
 Wendi Lula Gu  
 Elizabeth Bewley  
 Susanna Lea  
 Susanna Lea Associates -  
 London  
 Suzy Evans  
 Suzy Evans Literary Agency  
 Angela Rinaldi  
 The Angela Rinaldi Literary  
 Agency  
 Olivia Blumer  
 The Blumer Literary Agency  
 Paul Feldstein  
 The Feldstein Agency  
 Literary Agency

## TEAM & POTENTIAL PARTNERS

### Book Publication & Media Management

Sarah Burns  
 Helen Zimmermann / Helen  
 Adams  
 The Helen Zimmermann The Jeff  
 Jeff Herman Herman Agency  
 Alice Martell  
 The Martell Agency  
 Gina Panettieri  
 Talcott Notch Literary Services  
 Jenny Bent  
 The Bent Agency  
 Peter Beren  
 The Peter Beren Agency  
 Marisa Cleveland  
 The Seymour Agency  
 Christine Tomasino  
 The Tomasino Agency  
 Jen Nadol  
 The Unter Agency  
 Uwe Stender  
 Triadaus Literary Agency  
 Kate Walsh  
 United Agents, LLP  
 Michael Carr  
 Veritas Literary  
 David Vigliano  
 Vigliano Associates  
 Ashley Lopez  
 Waxman Agency  
 Dorian Karchmar  
 William Morris Endeavor  
 Jodi Reamer  
 Writers House  
 Wendy Sherman  
 Wendy Sherman Associates  
 Ms. Sarah Joy Freese  
 Word Serve Literary Agency  
 Ms. Michelle Wolfson  
 Wolfson Literary Agency  
 Todd Shuster  
 Zachary Shuster Harmsworth

**"If people are not laughing at your goals, your goals are too small."**

- **Azim Premji**



## Potential Partners

(Investment, Programming, Marketing, Media/PR, Corporate Partnership and Sponsorship)



## TEAM & POTENTIAL PARTNERS Potential Celebrity Sponsors/Endorsements

### Celebrity Sponsors

- 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, bringing this platform's uplifting vision to life.
- Stephen Fry: His intellectual prowess and witty contributions could elevate the platform's content and encourage thoughtful interaction.
- 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.
- 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.
- Reid Hoffman: As a co-founder of LinkedIn, Hoffman's experience in professional networking could provide strategic guidance and market entry.
- 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.
- 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 the innovative platform to life.
- 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.
- David Beckham: Beckham's global influence and charismatic persona could help attract a broad audience, making the platform more appealing and visible.
- Kim Kardashian: As a celebrity entrepreneur and influencer, Kim Kardashian could provide marketing flair and an instant engaged following for the platform.
- 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.
- 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 Forbes list for the highest paid YouTube creator.
- 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.
- Lady Gaga: Her innovative and boundary-pushing creativity could add a unique and engaging aspect to the platform, appealing to a diverse user base.

**"Sometimes when you lose your way, you find YOURSELF."  
— Mandy Hale, The Single Woman: Life, Love, and a Dash of Sass**



## Potential Partners

(Investment, Programming, Marketing, Media/PR, Corporate Partnership and Sponsorship)



## TEAM & POTENTIAL PARTNERS Potential Celebrity Sponsors/Endorsements

- 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.
- 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.
- 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.
- Serena Williams: Her profile could highlight her drive, resilience, and commitment to excellence on and off the court. She could inspire others.
- Arianna Huffington: Co-founder of Huffington Post and Thrive Global, has strong background in media and might support a new socially conscious platform
- 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.
- 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)
- 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.
- 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.
- Malala Yousafzai: Malala's activism for education and empowerment could attract users passionate about making a positive difference in the world.
- Cristiano Ronaldo: The famous footballer has giant reach across platforms and could draw an international user base.
- Barack Obama: His leadership and advocacy for change could align well with a platform aiming to facilitate meaningful discussions and social impact
- Taylor Swift: She leverages her enormous fanbase and voice for positive causes. Her creative/marketing talents could help shape an uplifting brand.
- Chris Sacca: A successful venture investor of early-stage technology companies such as Twitter, Uber, Instagram, Twilio, and Kickstarter.
- 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.

**"If you do not change direction, you may end up where you are heading"**  
— Siddhārtha Gautama



## Potential Partners

(Investment, Programming, Marketing, Media/PR, Corporate Partnership and Sponsorship)



## TEAM & POTENTIAL PARTNERS Potential Celebrity Sponsors/Endorsements

- Marc Andreessen: Co-founder of Andreessen Horowitz and a technology entrepreneur who has invested in companies like Airbnb, Lyft, and Slack.
- 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.
- Alexis Ohanian: The co-founder of Reddit has experience building an impactful platform and community from the ground up.
- Shakira: The Colombian pop star has a highly engaged cross-cultural following and charitable initiatives supporting youth empowerment and education.
- Penélope Cruz: The acclaimed Spanish actress has the star power and artistic sensibility to help craft an inspiring creative vision for the platform.
- Gael García Bernal: The Mexican actor/director is known for socially conscious storytelling and could contribute an uplifting narrative voice.
- Alejandro Sanz: The bestselling Spanish singer has broad appeal and experience using his platform to support causes like environmentalism.
- Oscar Isaac: The Guatemalan American actor is popular across Latin and US markets and involved in progressive activism which aligns with platform goals.
- Ev Williams: A Twitter co-founder and Medium's CEO, he could lend design and engineering skills and insights into impactful interfaces.
- Andrew Wilkinson: The founder of MetaLab has experience designing interfaces for major tech companies and could make the platform intuitive and appealing.
- Matt Mullenweg: As the co-founder of WordPress, he brings content and technical expertise to make the platform accessible.
- Aida Domenech: Her fashion-forward perspective and influencer status might attract users interested in lifestyle and trends.
- 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.
- 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.
- Deepak Chopra: Author and advocate on topics related to personal transformation
- Tony Robbins: A strong focus as motivational speaker on growth, empowerment, etc
- Eckhart Tolle: Author of The Power of Now and A New Earth with teachings on mindfulness, presence, and self-awareness resonating with the platform.
- 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.
- Isabel Allende: Her literary contributions and advocacy for social change could enrich the platform's discussions and artistic expression.
- 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.

**“What is the point of having free will if one cannot occasionally spit in the eye of destiny?”  
— Jim Butcher, White Night**





## Potential Partners

(Investment, Programming, Marketing, Media/PR, Corporate Partnership and Sponsorship)



## TEAM & POTENTIAL PARTNERS Potential Celebrity Sponsors/Endorsements

- Peter Hitchens: As a conservative author and social critic, Peter Hitchens' traditionalist worldview could encourage intellectual diversity and debate on the platform.
- 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.
- Chris Sacca: A prominent venture investor known for early investments in Twitter, Instagram, and Uber.
- Peter Thiel: Co-founder of PayPal and an influential venture capitalist who has backed companies like Facebook, SpaceX, and Palantir.
- Mary Meeker: A renowned tech investor and former partner at Kleiner Perkins, now running Bond Capital, focusing on internet and software investments.
- 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.
- Chamath Palihapitiya: An entrepreneur and venture capitalist who has invested in companies like Slack, Box, and Virgin Galactic.
- Ron Conway: An angel investor and founder of SV Angel, known for early-stage investments in companies like Google, PayPal, and Airbnb.
- Janet Yang: An investor with a focus on media and entertainment, known for her involvement in companies like Alibaba Pictures and Youku Tudou.
- John Doerr: A partner at Kleiner Perkins known for investments in Google, Amazon, and Twitter, with a focus on technology and innovation.
- 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.
- Megan Quinn: A partner at Spark Capital with investments in companies like Slack, Postmates, and Cruise.
- Rebecca Lynn: A venture capitalist at Canvas Ventures known for investments in companies like Lending Club, Faire, and Luminar.
- 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)
- Shell Foundation: The Shell Foundation is a philanthropic organization that aims to create positive social and environmental change by supporting innovative enterprise solutions. Supports business idea that have a focus on sustainability, environmental impact, or energy-related issues. Shell Foundation could be a valuable partner, their experience in supporting and scaling socially responsible ventures could contribute to the platform's success.
- 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.
- 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.
- 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

**“Coincidences mean you're on the right path.”  
— Simon Van Booy, Love Begins in Winter: Five Stories**



### Potential Partners

(Investment, Programming, Marketing, Media/PR, Corporate Partnership and Sponsorship)



### TEAM & POTENTIAL PARTNERS Potential Celebrity Sponsors/Endorsements

willingness to explore new ideas and challenge conventional norms could make him a potential advocate for an innovative social networking platform.

- Banksy: The provocative and anonymous street artist with a counter-culture appeal who might attract an electric early adopter user base. Their anti-establishment ethos might suit a platform seeking to shift society's consciousness.
- Greta Thunberg: The young climate activist knows how to rapidly mobilise a global movement online. With commitment to better humanity's future and rally the youth to find purpose, speaking hard truths- could provide uncompromising guidance for the platform's vision.

### Corporate Partners (Potential Investors/Buyers for Expansion Stage)

Some of the most likely potential buyers or partners for the 'Personal Profiling & AI-Assisted Life Assessment/ Social Media support platform after a successful pilot (funded by VC/Business Angels) are likely to be:

- AI and chatbot companies like Anthropic, Google, Microsoft (LinkedIn), Amazon that want to integrate and showcase their technology's capabilities.
- Major social networks like LinkedIn, Facebook, or Twitter/X looking to expand into new opportunities and markets. They have huge resources and reach.
- Online dating/matchmaking services such as Match Group, eHarmony or Bumble interested in enhanced matchmaking abilities.
- Large career-focused companies like Indeed or Glassdoor seeking to strengthen their platform offerings.
- Executive recruiting firms and head-hunters attracted to the candidate insight potential.
- Coaching or self-improvement companies like BetterUp or Masterclass that could integrate personalized services.
- Venture capital investors that want to fuel rapid growth and expansion of the platform.
- Specialist social media/networking apps like Nextdoor or Strava where it aligns with their communities.

**Microsoft**

**PREFERRED PARTNERS**  
Microsoft is best aligned through ownership of LinkedIn and ongoing investment in AI with Azur

**"I knew it like destiny, and at the same time, I knew it as choice."  
— Jeanette Winterson, Lighthousekeeping**



## Potential Partners

(Investment, Programming, Marketing, Media/PR, Corporate Partnership and Sponsorship)



## TEAM & POTENTIAL PARTNERS Potential Corporate Partner/ Acquirer

**business partner**  
ONE-STOP MARKETING



Microsoft as owners of LinkedIn is the favourite. Google also have their AI and chatbots but don't currently feature highly in social media. Elon Musk's Twitter/X might be interested. Others might include the Chinese – Tencent Holdings (WeChat and QQ), Byte Dance (Tik Tok, Douyin), Sina Corp (Weibo), or Advance Publications (Reddit). An element of competition might be introduced once the successful pilot is complete, and the project is ready to market to the global corporate partners (see section on 'Exit Strategy').

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**AI TOOLS**  
AI-POWERED SOCIAL MEDIA  
SUPPORT PLATFORM  
DESTINY-GRAM.COM

**UPSIDE FOR PARTNERS**

- EXPANDED & DIFFERENTIATED USER EXPERIENCE
- NEW REVENUE STREAMS & COMPETITIVE EDGE IN SOCIAL MEDIA/ AI SPACE

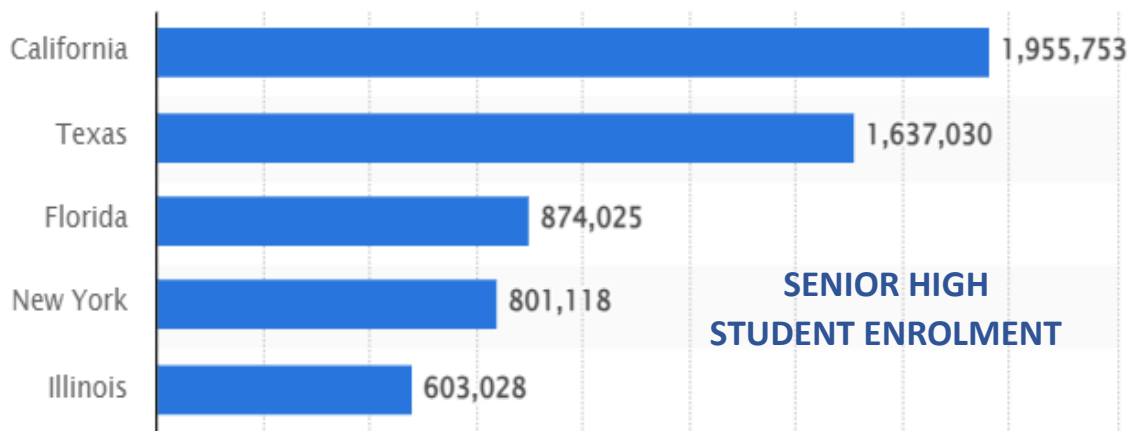
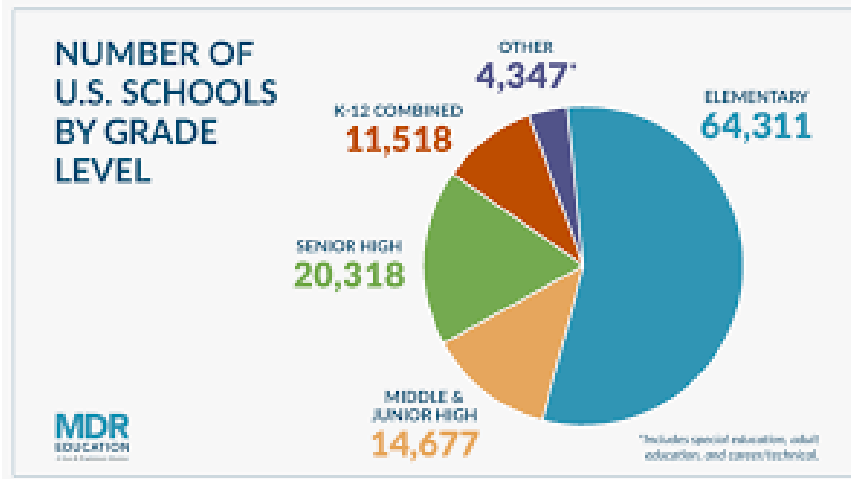
**"Your will shall decide your destiny."  
— Charlotte Brontë, Jane Eyre**



**TEAM & POTENTIAL PARTNERS**  
**Selected Senior High Schools in USA/UK**

**High School Principals**

There are over 20,000 Senior High Schools in the USA, and almost 6 million students in the top 4 States alone.



High School Principals are excellent ‘Multipliers’ to secure multiple student signups and ongoing subscriptions. The Accelerated Development Plan seeks to secure 110,000 students in the first 2 years. This represents 1.8% of the Senior High Students in the top 4 States.



An E-mail campaign, with follow-up calls, will be launched to invite High School Principals to the Project using available subscription databases in the USA like- [bookyourdata.com](http://bookyourdata.com) (31,500), [infoglobaldata.com](http://infoglobaldata.com) (11,700), [exacdata.com](http://exacdata.com) (43,000), [highschoolprincipalmarketing.com](http://highschoolprincipalmarketing.com), [k12prospects.com](http://k12prospects.com), [principals-emaillist.com](http://principals-emaillist.com), [mdreducation.com](http://mdreducation.com), [datacaptive.com](http://datacaptive.com), etc.

**“Darkness is my destiny.”**  
**— Hafsa Faizal, We Hunt the Flame**





# Proposed Partners Roles

(Investor/Business Angel, Web Developer/ Software Programmer, Literary/Media Agent, Author/Founder)



# PARTNERS' ROLES Website Development & Investment Cycle

## Partner Roles



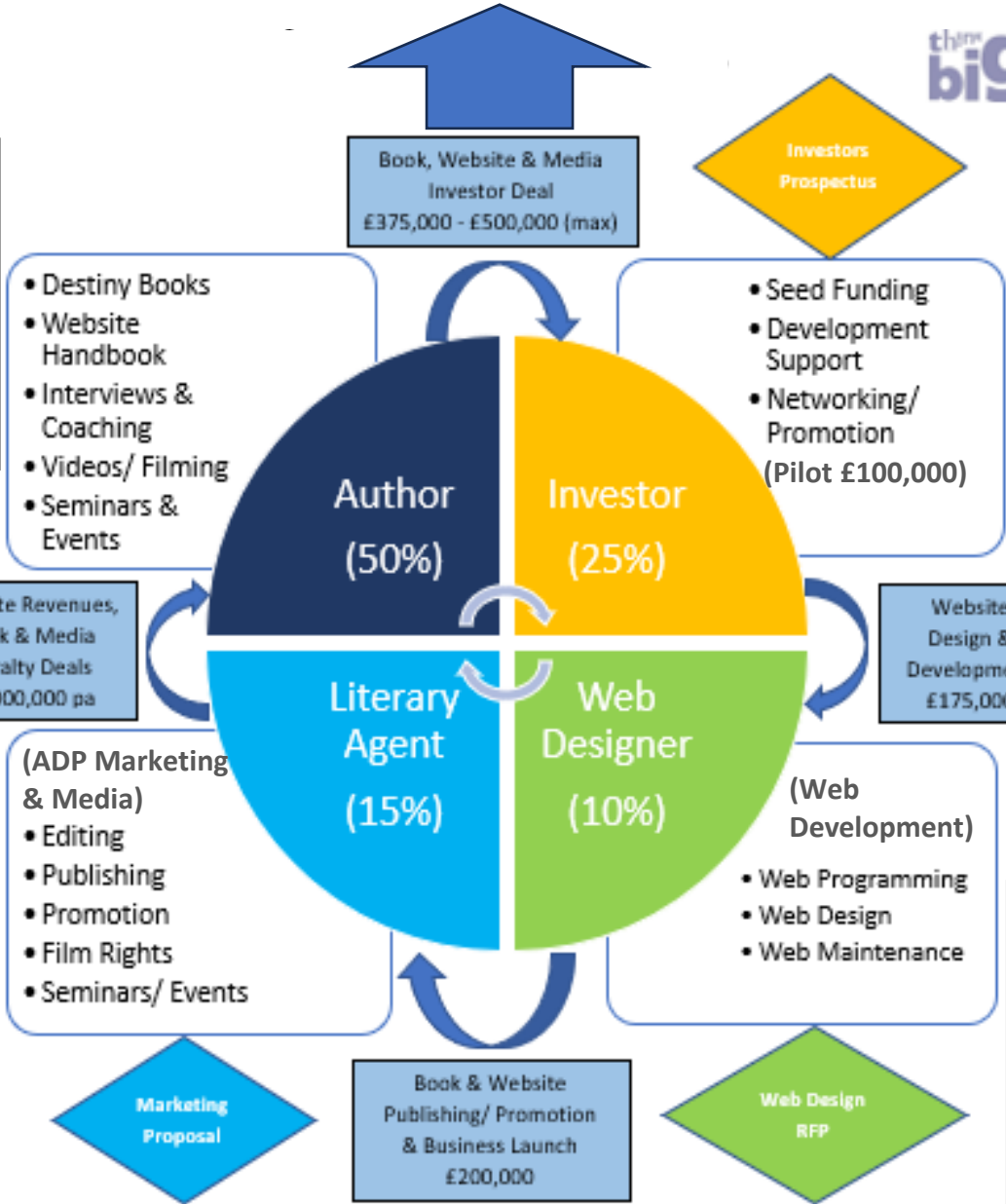
**business partner**  
ONE-STOP MARKETING



## CORPORATE PARTNERSHIP NEGOTIATIONS



Greg Malpass  
Author/Founder



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



Destiny Books

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big**  
bookclub.com



**THINK BIG BOOK CLUB**



### Books Review

The Books are not essential to the overall Personal Profiling/Social Networking Website 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. In this respect the books, and particularly 'Your Impossible Mission Accomplished', are complementary reading for a Destiny-Gram.com user. The books seek an Editor and Publisher, before they can be shared with Website users.

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, Character, and 'Emotional Intelligence' of a person that will rule, not his/her Profession or Training, or Social Status in the future. 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, and 'Emotional Intelligence' will be what differentiates people most.

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 seek and bring them to market, alongside an established Literary Agent.

**"Life is not always going to be roses and rainbows. You are going to have uncomfortable moments. It's what we do with those moments that is going to count and determine our destiny."**

- Lana

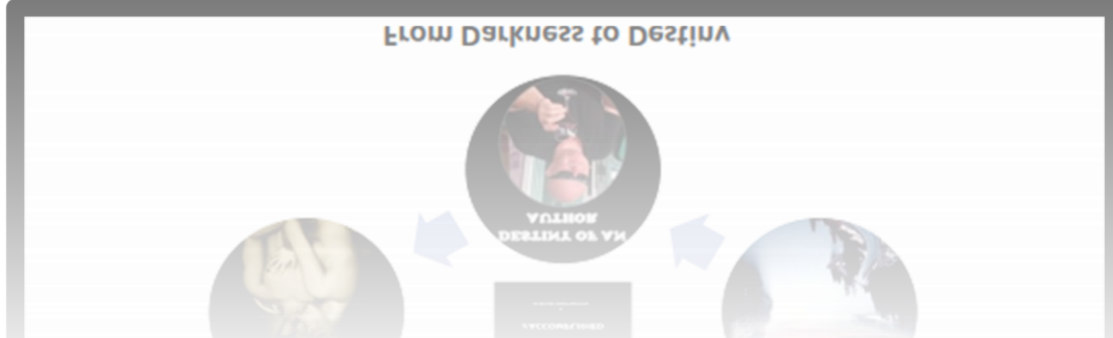


Destiny Books

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**"I can control my destiny, but not my fate. Destiny means there are opportunities to turn right or left, but fate is a one-way street. I believe we all have the choice as to whether we fulfil our destiny, but our fate is sealed."**

**- Paulo Coelho**



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Link

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**Just think big**

OUT OF DARKNESS COMETH LIGHT

YOUR REAL DESTINY

YOUR IMPOSSIBLE MISSION

THE MOUNTAIN YOU WOULD BE ASKED TO CLIMB

THE MOUNTAIN YOU WOULD BE ASKED TO CLIMB

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DESTINY GRAM The Book Year

**PURCHASE**

£19.99

**“From Darkness to Destiny.”**

**“From Darkness to Destiny.”**

**“It is in your moments of decision that your destiny is shaped.”**

- Tony Robbins





Destiny Books

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**OUT OF DARKNESS COMETH LIGHT**

**YOUR REAL DESTINY**

**BOOK SUMMARIES**

**THE ROAD TO YOUR DESTINY**

**SEX AND YOUR DESTINY**

**DESTINY OF AN AUTHOR**

**YOUR IMPOSSIBLE MISSION**

**#ACCOMPLISHED**

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**"A person often meets his destiny on the road he took to avoid it."**

**- Jean de La Fontaine**



**THINK BIG BOOK THEMES**



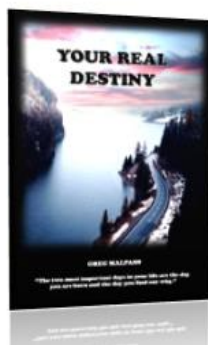
**THE FLAG SHIP BOOK**



'*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](http://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**

**"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something - your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life."**

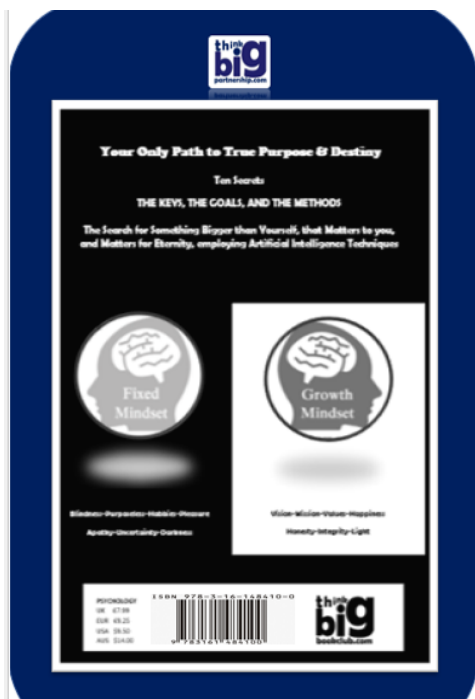
- Steve Jobs



Destiny Gram  
Destiny Books



THINK BIG BOOK THEMES



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](http://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

Search for Literary/Media Agent

Another important consideration in the Development and Promotion of the Destiny-Gram Brand, including the Think Big Destiny Books, the Destiny-Gram Personal Profiling & AI-Assisted Life Assessment Website, and any future Film/TV Rights, etc – will be to appoint a Literary Agent to take charge of Book Editing and Publication and Promotion, and all Media interaction in parallel with the overall Project, with whom to potentially share all derived income therefrom.



Christopher Little  
Literary Agency LLP

TB  
P

**"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."**

- Harry Potter Critic



# THINK BIG BOOK CLUB



## Sales pitch

Subscribers to the Destiny-Gram will be offered Think Big E-Books on Destiny at concessionary prices, online.

## Links to Sales Pitches to Literary Agent

Destiny Books & Website

**THINK BIG PARTNERSHIP**

**ABOUT US**

Destiny Books & Website

Think Big Partnership is owned by Greg Malpass, author of Books on Destiny and Promoter of a new related AI-Powered Web Application [www.Destiny-Gram.com](http://www.Destiny-Gram.com)

**think big partnership.com**

We seek Partners for the Book Publications, Website Development & Commercialization

**OUR GOALS**

- To enhance peoples' lives through developing new ideas about Self-Assessment and AI- applications.
- Create a revolutionary AI-Powered social media concept based on the Books and Website findings.
- Enable Readers/Users to look beyond skills and experience to understand and appreciate their full potential in a changing job market



**"What we think, we become."  
- Buddha**





## Exit Strategy

The Pilot Strategy is to create the Personal Profiling Software/MVP Website and populate it with 10,000 High School/College Students in the USA and Europe, from over 100 Select Educational Facilities, as quickly as possible, as proof of concept to payback the initial start-up funding. Students will be offered discretionary discounted subscription rates of \$12 per student (via free prior High School/College Principals Sign-Ups) as opposed to individuals at \$60 and corporate rates of \$100 per user. As the website becomes increasingly more populated, add-on revenue earning features for career and personal development and networking can be developed.

Upon success of the 16-month Pilot Project, and during the subsequent 5-year Accelerated Development Programme (ADP), focus will be on an **Exit Strategy of Identifying a Corporate Partner/Buyer**. The most likely candidates will be recognized providers who are leaders in the Social Media and/or Conversational AI-Chatbot spaces, and open to partnering on innovative applications of their technology. An ideal buyer will also have an existing large user customer base to drive widespread adoption, expertise, and capital to scale the platform quickly. Carefully vetting interests before full disclosure and using NDAs will mitigate risks of idea sharing during any exploratory discussions.

The most likely potential buyers would be one of the leading Social Networking/AI/Chatbot companies like:

- Major social networks like LinkedIn, Facebook, or Twitter/X looking to expand into new opportunities and markets. They have huge resources and reach.
- AI and chatbot companies like OpenAI-GPT, Anthropic, Google, Microsoft, Amazon Web Services that want to integrate and showcase their technology's capabilities.
- Online dating/matchmaking services such as Match Group, eHarmony or Bumble interested in enhanced matchmaking abilities.
- Large career-focused companies like Indeed or Glassdoor seeking to strengthen their platform offerings.
- Executive recruiting firms and head-hunters attracted to the candidate insight potential.
- Coaching or self-improvement companies like BetterUp or Masterclass that could integrate personalized services.
- Venture capital investors that want to fuel rapid growth and expansion of the platform.
- Specialist social media/networking apps like Nextdoor or Strava where it aligns with their communities.

Microsoft as owners of LinkedIn is a favourite. Google also have their AI and chatbots but don't currently feature highly in social media. Elon Musk's Twitter/X might be interested.

Others might include the Chinese – Tencent Holdings (WeChat and QQ), Byte Dance (Tik Tok, Douyin), Sina Corp (Weibo), or Advance Publications (Reddit). An element of competition might be introduced once the successful pilot is complete, and the project is ready to market to the global corporate partners.

**"Life isn't about finding yourself. Life is about creating yourself."  
-George Bernard Shaw**



## **EXIT STRATEGY**

### **LinkedIn as Acquirer or Competitor**

Partnering with a major corporate entity, such as LinkedIn, would provide exponential growth potential based on exposure to their existing user base. However, for the Exit Strategy to be successful - **The value proposition and market fit would have to be compelling for the Acquirer/Corporate Partner.** The perceived value would most likely be based on the relevance of the personal profiling and AI-assisted life assessment services- to their existing users. The risk of a copy-cat service offer is also a risk, which would only be mitigated by the value of the proprietary MCQ/POV assessment analysis, and the success of user take-up over the pilot and ADP periods. Marketing and awareness campaigns will be essential to the success.

If a sale or a royalty-based partnership is not achieved with a Corporate Partner within the ADP total 6-year period, the longer-term strategy/concept would be to continue to achieve new user subscribers, and in parallel **Develop Destiny-Gram into a unique first-to-market 'AI-powered and integrated Social Media Platform' itself** (like LinkedIn), focused on premium personal development services and empowering personalized networking. Connections would be based on authorised and controlled (anonymous) use of the fuller user profiles, integrated with AI chatbots, shared selectively with aligned mentors and kindred like-minded users seeking connection or opportunity.

The key USP of the idea would be the integration of a population of social networking users and their personal profiles with AI-chatbots. None of the existing global social networking platforms offer the combined extensive profiling, AI chatbot integration, and user control over sharing for personalized networking and growth. The long-term concept, if a corporate sale strategy fails, is one of building a 'purpose-driven' social network, potentially globally, mirroring LinkedIn's success, but offering more informative profiles than just online curriculum vitae/resumes.

#### **LinkedIn Profile (Preferred Corporate Partner/Potential Competitor)**

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 aims to help its users network more effectively by providing more features than the platform's free offering. 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.

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 and could be marketed as a one-off addition to existing profiles, or a monthly charge based on the additional networking and personal development services.

**"Absorb what is useful. Discard what is not. Add what is uniquely your own."**  
**- Bruce Lee**



# EXIT STRATEGY LinkedIn Complementary Profile

## 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.



### 10 LINKEDIN STATISTICS Every Marketer Should Know

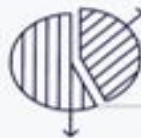


#### Number of LinkedIn Users



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 **2<sup>ND</sup>** 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.



**"Whatever the mind of man can conceive and believe, it can achieve."  
- Napoleon Hill**



## **EXIT STRATEGY Destiny-Gram Offer to Potential Corporate Partner**

### **Destiny-Gram Offer to Corporate Partner - Potential Premium Personal Development Services /Destiny Mapping-Monitoring**



No Social Platform currently has integration with AI either in its profile formation, nor the use thereof. The viability of AI in Destiny-Gram's Profile Creation is compelling:

- **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.
- **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 Destiny-Gram's Website Design.
- **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.
- **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.

#### **Premium Services**

Destiny-Gram could offer its Corporate Partner, or offer inhouse, extra Online Proprietary AI-Assessment Tools/Services in areas of Personal Growth as extensions to the initial basic LinkedIn job-searching services, and/or Destiny-Gram's 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 Personal Profile and Plan and Options and the interactive Dashboard.

**"Dreams are what guide us, art is what defines us, math is what makes it all possible, and love is what lights our way."**

**— Mike Norton**





- 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 parallel Proprietary Services in assistance with specific requests with respect to Career Planning, Job Hunting, Networking, Dating and Match Making (where the Personal Profiles become relevant in the searches).
- 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.

### Networking Opportunities

A joint (or self-developed) more informative Social Media site could be set up using the Personal Profiles (with different levels of content, identity and disclosures depending on approvals). Networking would be available in its own right with search facilities similar to but more broadly based than LinkedIn's existing 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:



- 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.

**“Accidents. It's all about the accidents.”  
— Gayle Forman, Just One Year**



# EXIT STRATEGY Destiny-Gram Offer to potential Corporate Partner

## USING SEARCH/ INVITE FACILITIES

**"Anything that's relevant to Your Search"**

**SEARCH CRITERIA**

Current Web:  
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  
UNITS  
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 EDOMS  
HOME TRUTHS  
PERSONALITY  
RECOMMENDATIONS  
PERSONALITY TYPE  
CHARACTERISTICS  
POSITIVE PERSONALITY TRAITS  
SKILLS, SOCIAL 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
- Pacemaker/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**

### 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 would require careful design to responsibly harness personality data while prioritizing User agency, ethics, and positive impact. The aim would be that the network facility should offer intriguing potential to connect people seeking purpose and growth in an uplifting way – not casual exchanges, or purely job search-based.

### LinkedIn/Corporate Partner Sales Pitch

Many of Destiny-Gram's users and young Student Profiled target market may not have existing LinkedIn profiles, simply because they have no career history. Most existing LinkedIn users are between 45 and 55 years old! **There is much motivation for LinkedIn to attract younger people. To do so it need to expand its offer.** They may well be persuaded to create a LinkedIn profile which includes attributes of their personality, character, strengths and passions, as well as their educational qualifications and experience to-date. Apart from the AI-Assisted Personal Profile formation and AI-derived Life Assessment, there would be potential for future networking facilities to serve multiple allied 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:

**"Your life cannot be repeated. It is now or never, so find out who you are, what your heart Longs to achieve, and then sail away from safe harbours and explore your greatest dreams."**  
- **Kenneth O' Foster**




- **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 the current career networking site 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.

### **Destiny-Gram Profile**

Once acquired, or in Corporate Partnership, or established as a Social Network itself, Destiny-Gram will differentiate itself from other Social Network offerings with its unique profile and USP.



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

**“Destiny doesn't do home visits... you have to go for it yourself.”  
— Carlos Ruiz Zafón, The Prisoner of Heaven**





## Summary



Destiny-Gram Exit Strategy will depend on several critical factors:

- **Securing Start-up funding, procuring Website Development/Software Programmer service, Development of MVP secure and efficient Website, and Marketing to US High Schools.**
- **A successful Pilot Project and sufficient User Sign-ups to pay back initial Startup funding and prove Concept viability, value of service offering, and potential for exponential demand growth to initiate Accelerated Development programme.**
- **Secure funding for ADP Stage 2 Development and secure 100,000 user paid sign-ups by end of Year 2.**
- **Identifying of suitable and interested Corporate Partner/Buyer, while maintaining confidentiality and idea protection.**
- **Demonstrate value proposition and market fit to be compelling for the Acquirer/Corporate Partner**
- **Negotiate successful Sale or Royalty deal with large Corporate Partner to achieve exponential growth in user uptake, and income, and expansion of project Technical and Marketing support.**
- **In the event of failure to successfully sign a Corporate Partner deal, continue with annual profitable Expansion of Destiny-Gram user base, and Development of Website into a unique first-to-market 'AI-powered and integrated Social Media Platform' itself, within 5-years, offering full range of attractive Premium Services in Personal Development and Social Media Networking.**
- **Maintain security of website, user confidence, and legal compliance throughout.**


**AI-Chatbot Advice**

Regarding the strategy of potentially selling the project to an AI-Chatbot company or a social networking site like LinkedIn on a royalty basis, it could be a viable option if the pilot project demonstrates success and generates significant traction. Here are some considerations:

1. **Proof of Concept:** A successful pilot project with a substantial user base and positive feedback would make the platform more attractive to potential acquirers or partners.
2. **Synergies and Strategic Fit:** Companies like AI-Chatbot providers or social networking platforms may see value in integrating a personalized profiling system into their existing offerings, as it could enhance their user experience and provide additional revenue streams.
3. **Royalty-Based Model:** A royalty-based arrangement could be appealing to both parties. The acquiring company would gain access to the platform's technology and user base, while the developers could benefit from ongoing revenue share based on the platform's performance and adoption within the larger ecosystem.
4. **Exit Strategy:** For the Business Angel investor, a successful acquisition or partnership could provide a lucrative exit strategy and potentially higher returns compared to organic growth and expansion.

However, it's important to carefully evaluate potential acquirers or partners to ensure alignment with the project's vision, values, and long-term goals. Additionally, legal and intellectual property considerations should be thoroughly reviewed to protect the interests of all parties involved.

Overall, the proposed strategy of charging a nominal fee for the pilot project and exploring potential acquisition or partnership opportunities with larger industry players seems like a reasonable approach. It balances the need for revenue generation, market validation, and potential exit options while minimizing the initial investment risk for the Business Angel.

Copy Retry

**"Only those who risk going too far can possibly find out how far one can go."**

**- T. S. Eliot**

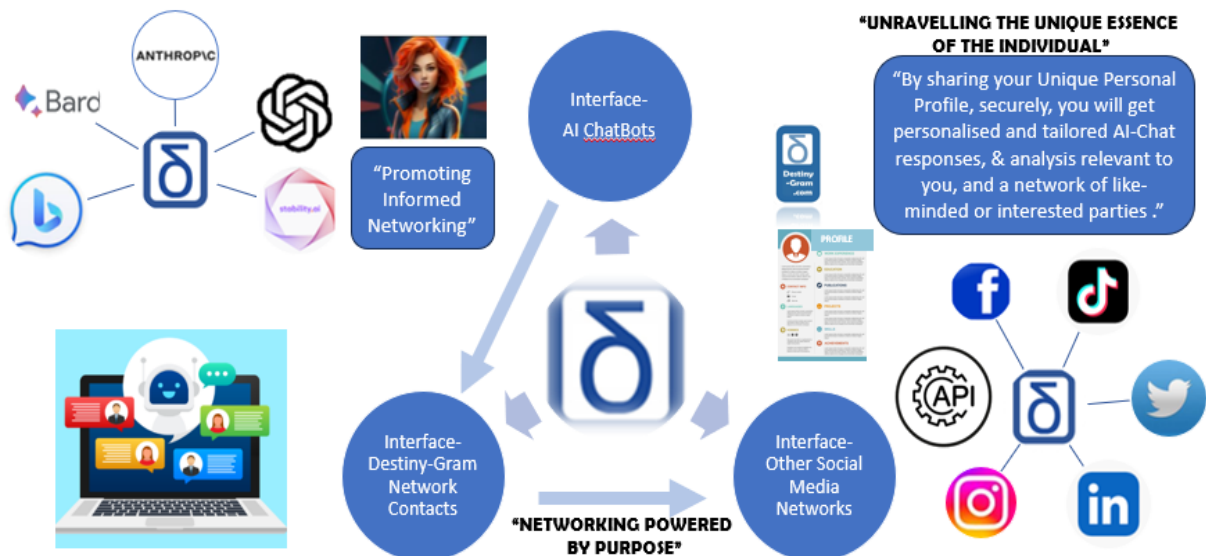


## KEY MARKET OFFERING

### UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL

“Involving AI-Assisted Personal Profiling, Self-Assessment, and Promotion of Informed AI-Chatbot Personal Interaction, and Future Networking Option.”

### 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**



### WITH SECURITY AS A PRIORITY

“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, or shared in, 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.”

**“Develop success from failures. Discouragement and failure are two of the surest stepping stones to success.”**  
**- Dale Carnegie**

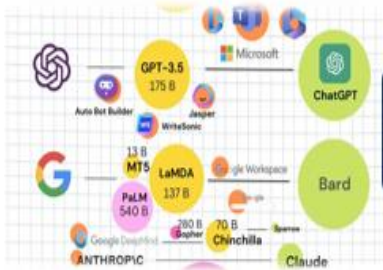
## AND POTENTIAL GLOBAL REACH



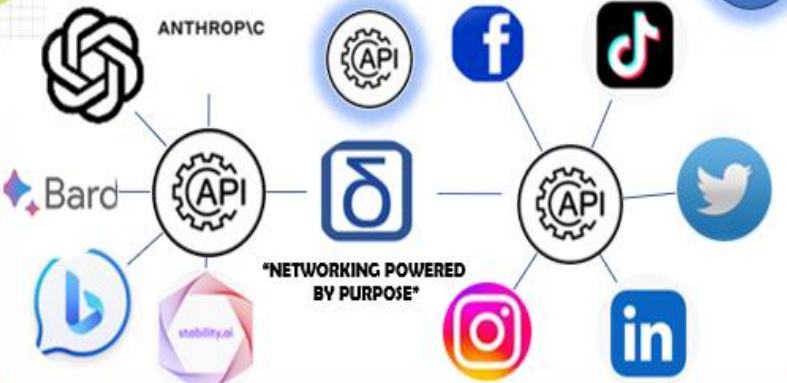
**OBERLO Daily Active Social Media Users**

There are currently **4.59 BILLION** social media users – which equates to **about 58% of the population.**  
(Statista, 2022)

## EXIT STRATEGY Key Sale Features



“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 (where permitted) ‘Destiny Profiles’ content and data with People’s existing contacts on other Social Networks, and directly with AI-Chat Assistants/ Engines.”



**PERSONAL DESTINY PROFILE APPLICATION PROGRAMMING INTERFACES WITH EXISTING SOCIAL MEDIA HAS THE POTENTIAL TO REACH 4 BILLION PEOPLE**

## PROVIDING THE ROADMAP TO YOUR DESTINY



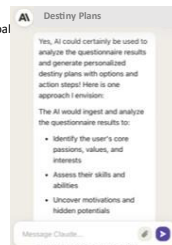
### USE THE AI-PRODUCED PERSONALIZED DESTINY ROADMAP

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
- 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**

**“At the end of time I want my art to stand up and my soul to bow down.”  
— Rob Ryser, Great Desires for Absent Things**





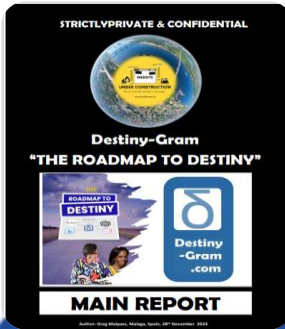
The Destiny-Gram Long Term Self-Developed Strategy (in event of no sale to Corporate Partner)



**NON-EXIT STRATEGY  
Self-Developed Fully  
Integrated Social  
Media Platform**

Link:

Link:



THE ROADMAP TO DESTINY  
MAIN REPORT



THE ROADMAP TO DESTINY  
SOCIAL MEDIA PLATFORM CONCEPT



## “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.

**“A master lives in the world of transformation, not the world of loss and gain.”  
- Dr. John Demartini**



**LONG TERM STRATEGY DESTINY-GRAM SOCIAL NETWORKING MODEL**  
**Self-Developed Fully Integrated Social Media Platform Concept**  
**(in the event of no Corporate Partnership negotiated)**

**A NEW SOCIAL NETWORKING MODEL**



**"Networking Powered by Purpose."**

**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."**

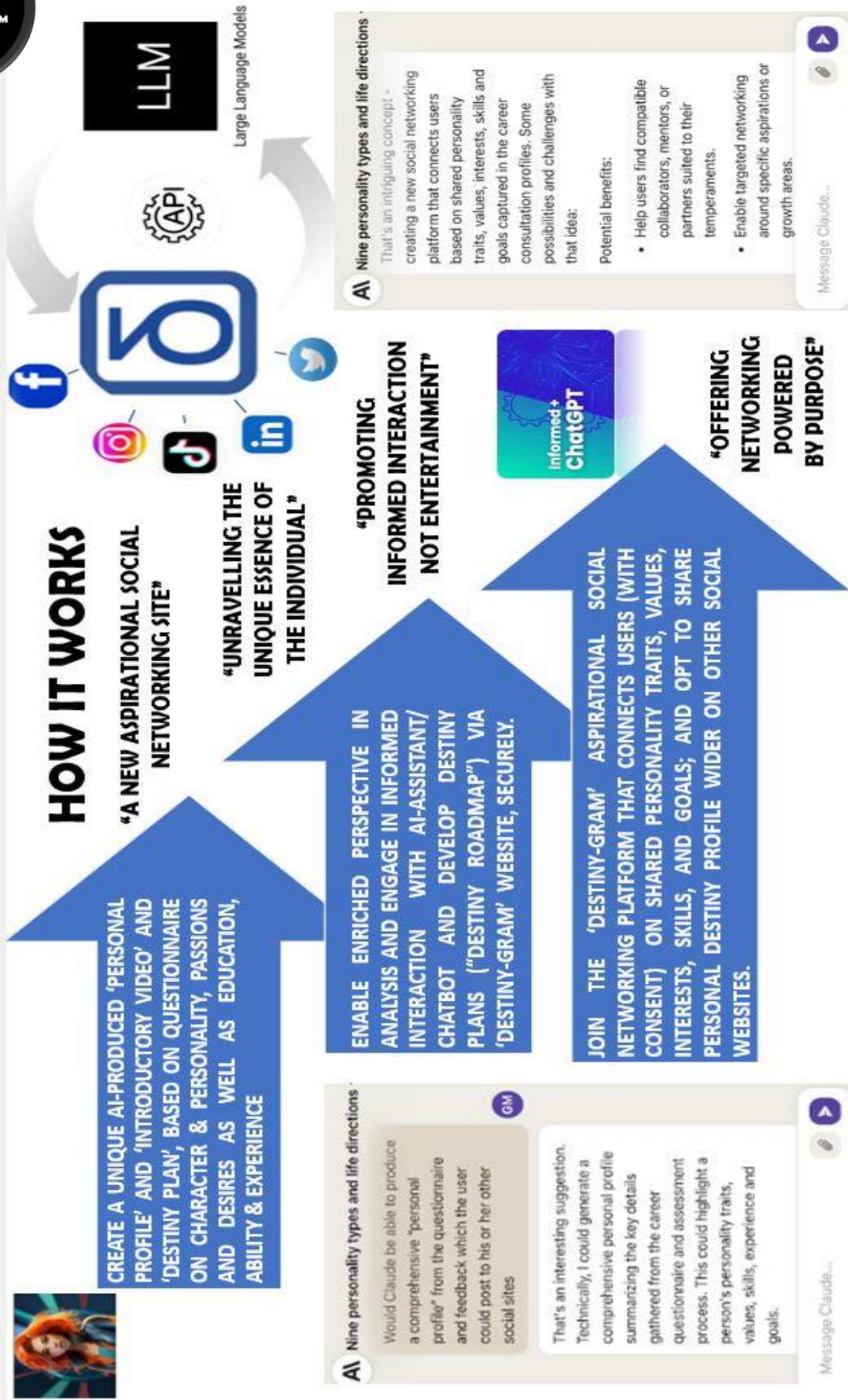
**THE CURRENT NEGATIVE TREND IN SOCIAL MEDIA IS FROM 'FOCUSED INFORMATION & INTIMATE INTEREST GROUPS' TO 'GENERAL GLOBAL SOCIAL MEDIA & ENTERTAINMENT'**

**"I do believe that one way to have a destiny is to choose one."**

**- Melinda McGraw**

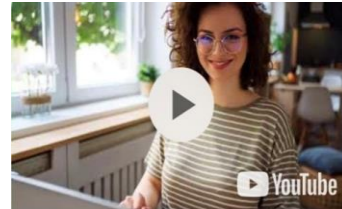
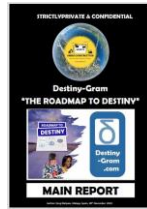


**LONG TERM STRATEGY DESTINY-GRAM SOCIAL NETWORKING MODEL**  
**Self-Developed Fully Integrated Social Media Platform Concept**  
**(in the event of no Corporate Partnership negotiated)**



**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.**

**“Destiny has a lot to do with it, but so do you. You have to persevere; you have to insist.”**  
**- Andrea Bocelli**



INVESTOR VIABILITY STUDY  
PILOT PROJECT  
(March 2024)



INVESTOR PROPOSAL DOCUMENT  
ENTIRE PROJECT (PRELIMINARY)  
(February 2024)

DESTINY-GRAM PILOT PROGRAMME AND BUDGET



PILOT PROJECT  
PROGRAMME AND BUDGET  
(March 2024)



YOUTUBE PRESENTATION ON CONCEPT OF  
AI-POWERED SELF ASSESSMENT  
(August 2022)



MP4 VIDEO SLIDE PRESENTATION OF  
AI-POWERED SOCIAL NETWORK CONCEPT  
(February 2024)



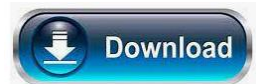
MP4 VIDEO SLIDE PRESENTATION / PITCH TO INVESTORS  
FOR PERSONAL PROFILE WEBSITE  
PILOT PROJECT  
(March 2024)



MP4 VIDEO SLIDE PRESENTATION / PITCH TO LITERARY  
AGENTS FOR DESTINY BOOKS/WEBSITE OPPORTUNITY  
(February 2024)



FULL POWER-POINT PRESENTATION OF AI-LIFE  
ASSESSMENT SOLUTIONS BUSINESS CONCEPT  
(August 2023)



BRIEF POWER-POINT PRESENTATION OF AI-LIFE  
ASSESSMENT SOLUTIONS BUSINESS CONCEPT  
(August 2023)



**"A true thing, poorly expressed, is a lie."  
— Stephen Fry**





## The Destiny-Gram Frequently Asked Questions



## APPENDIX I - FREQUENTLY ASKED QUESTIONS

### What is Destiny-Gram?

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

### How will Destiny-Gram help me?

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

### How is Destiny-Gram different?

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

### How does Destiny-Gram do what it says?

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

### Is my Data Secure?

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

### What is the Cost?

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

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

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

### Can't Tests' answers be lied, rendering the Analysis worthless?

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

**"We ought to face our destiny with courage."  
— Friedrich Nietzsche**

# APPENDIX I - FREQUENTLY ASKED QUESTIONS

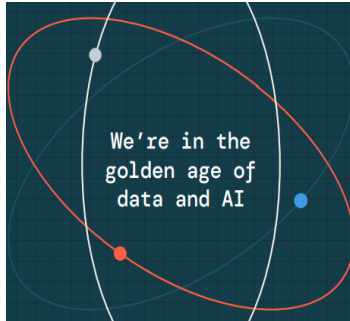


Aren't there too many Social Networks and Profile sharing options already?

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, ChatBy.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



**"It's choice - not chance - that determines your destiny."**  
— Jean Nidetch

### What do Social Networks and AI Chatbots need to focus on going forward?

The negative 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. Personal AI is already 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, like a trusted PA, while you concentrate on using AI to help you with more important life matters.



### Why should I want my AI-Chatbot to get to know me better, and write me a Personal Profile?

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.

### If AI is going to take everyone’s jobs, what do I need to focus on?

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.

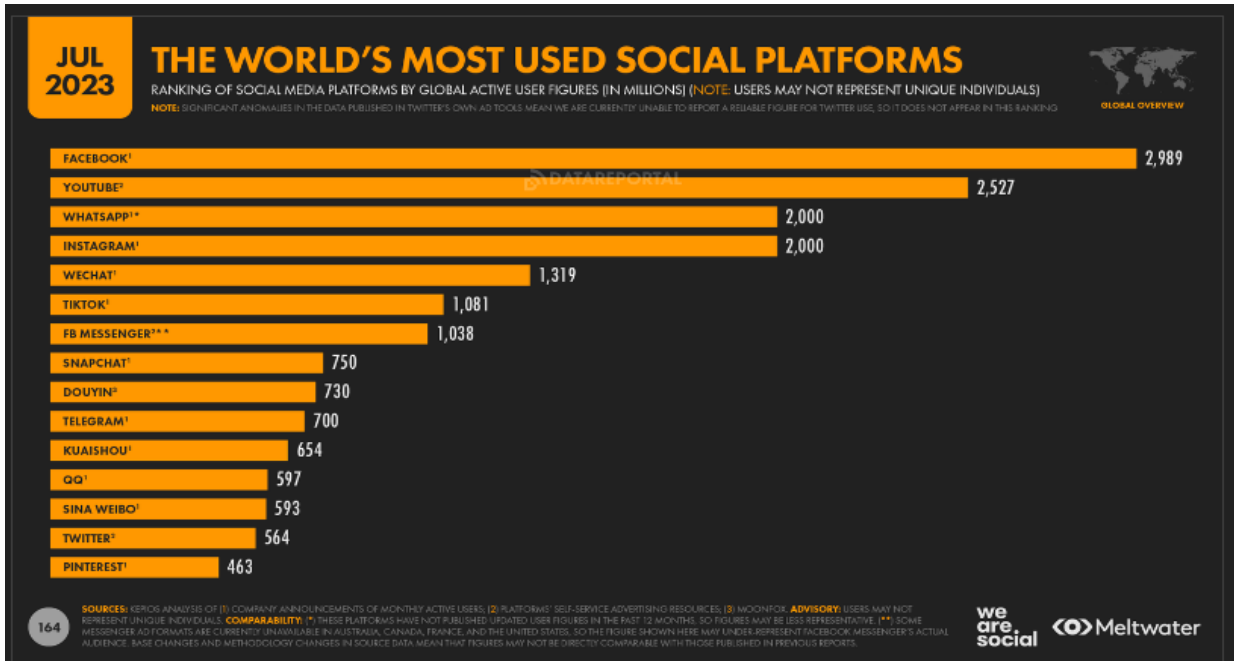


**“The willing, Destiny guides them. The unwilling, Destiny drags them.”**  
 — Seneca





What Roles do the existing Social Networking Platforms with no AI-integration help me perform?



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



**“The sword of destiny has two edges. You are one of them.”  
— Andrzej Sapkowski**





- 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 to existing Social Media?

In the realm of social networking, 'Destiny-Gram' (when integrated with a Social Network or using its own once developed) would represent a uniquely more detailed 'Personal Profile' than any Social Network currently uses, adding to skills and competencies such information as personality traits, character strengths, passions, aspirations, and even personal values. for the user's own use in planning his/her future, offering a holistic view of who they really are, what they excel at, and what drives them. 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 profiles across different online social media channels.

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. Social Networks who augment such a profile would go beyond static information and provide a deeper understanding of a person's unique qualities and aspirations.

### Will my Personality Type really impact on my Destiny decisions?

Yes, but individual Destiny-Gram Personal Profiles will be bespoke, and tailored using the AI-Algorithmic analysis of the individual's Multiple Choice Questions and Point of View given in the online questionnaire with respect to 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 – that is the limitation of existing online Personality Tests which give only generic feedback based on broad personality types. Your 'Destiny-Gram Personal Profile' will impact your Destiny decision making, and you will use your informed AI-Chatbot interface to help you along the way.



**"We come from long lines of people destined never to meet."  
— Miranda July**



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

**“What if destiny doesn't care?”  
— Scott Westerfeld, Goliath**



## Why does Destiny-Gram use the Enneagram as opposed to other Personality Models in its analysis of the Personality elements of the overall Life Assessment?

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 the online 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.

## 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, and which sections they wish to share. Implementing features like user authentication, privacy settings, and sharing mechanisms will be the subject of careful planning and development.

## 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 (with informed AI-Chatbot assistance) about

**"Sorrowful and great is the artist's destiny."  
— Franz Liszt**

## APPENDIX I - FREQUENTLY ASKED QUESTIONS



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 & 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 (some subject to Premium Services):

- 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.

**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. Users will be able to post their profiles to other Social Network Profiles like LinkedIn, and others, including using the Destiny-Gram network itself, once developed, or integrated with another Social Media player via a Corporate Partnership. Here are a few reasons why people would need such profiles in the future:

**“Life, here I come!” he said. And was immediately and fatally run over by a bus.  
— Jonas Jonasson, The Girl Who Saved The King Of Sweden**





- **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, 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.

As Social Network users habits shift over time from entertainment-based usage to informative networking, those Social Media companies which add extra User Profile Information, will be able to offer the broader proactive networking services (as LinkedIn currently does in identifying talent and jobs for recruiters and jobseekers).

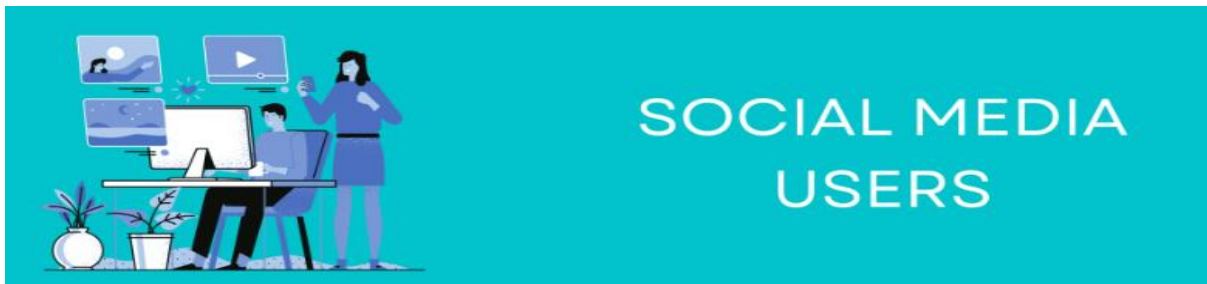
### **How will I actually add my Destiny-Gram Profile Information, or selected parts of it, to my other Social Networking Site Profiles, where I choose to do so?**

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.

**"I swear, the best things come to me by accident! Or should I say, effortless destiny?"  
— C. JoyBell C.**

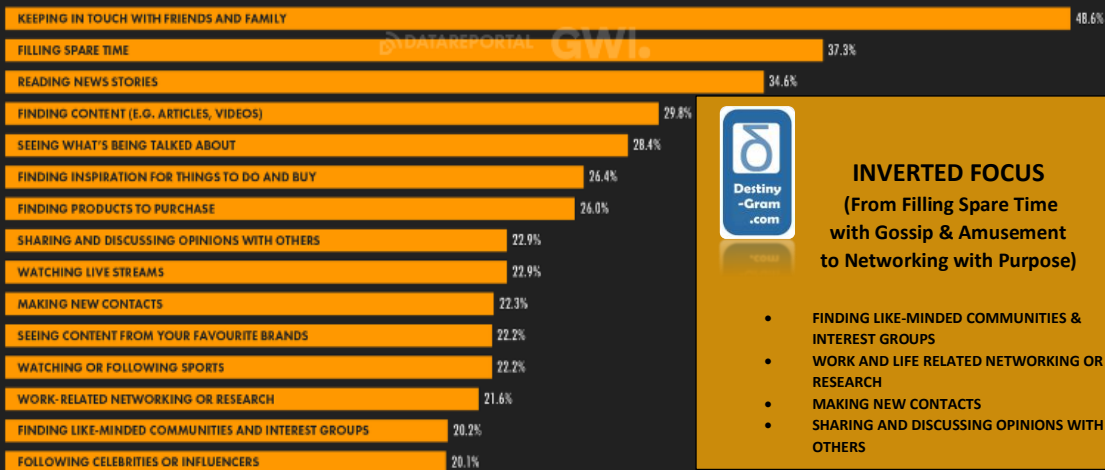


**JUL 2023**

## MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.



**INVERTED FOCUS**  
(From Filling Spare Time with Gossip & Amusement to Networking with Purpose)

- FINDING LIKE-MINDED COMMUNITIES & INTEREST GROUPS
- WORK AND LIFE RELATED NETWORKING OR RESEARCH
- MAKING NEW CONTACTS
- SHARING AND DISCUSSING OPINIONS WITH OTHERS

162

SOURCE: GWI (Q1 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. COMPARABILITY: STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

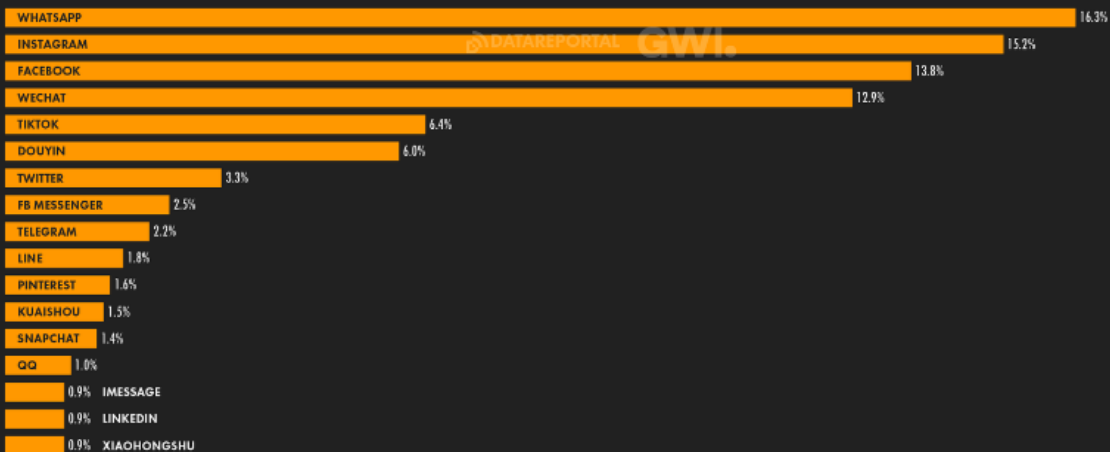


**JUL 2023**

## FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.



172

SOURCE: GWI (Q1 2023). SEE GWI.COM FOR FULL DETAILS. NOTES: ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING. COMPARABILITY: REVISIONS TO GWI'S SURVEY METHODOLOGY MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.



**“Resistance is a sign that shows you're going the right way”  
— Constance Friday**



### Can you give a concise Summary of the overall benefits of Destiny-Gram?

Destiny-Gram is a pioneering AI-integrated platform poised to revolutionize personal and professional development, aimed particularly at young adults embarking on their career and life paths. By seamlessly blending user-provided data with advanced AI analysis, Destiny-Gram offers individuals unprecedented insights into their personalities, characters, skills, passions and aspirations.

#### Core Value Proposition:

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

#### Unique Differentiator:

Destiny-Gram's ability to integrate user profiles with AI chatbots creates a symbiotic relationship between human input and machine intelligence. This synergy enables hyper-personalized guidance, far surpassing generic advice, and empowers users to make informed decisions aligned with their unique traits and goals. Meanwhile our commitment to data security and user-centric design will foster a trust-based community, attracting a diverse user base and positioning us for strategic partnerships or acquisition.

#### Strategic Vision:

As we scale, Destiny-Gram will expand into a comprehensive ecosystem for personal growth, career navigation, and networking. 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 potential future networks where dreams align, where dating is an exploration of kindred souls, where career paths unfold seamlessly, and where innovation blossoms through shared dreams.

Destiny-Gram will beckon us to redefine what we expect from our social networking sites—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. In an era where one-size-fits-all solutions fall short, Destiny-Gram stands as a beacon of personalized empowerment. We're not just building a platform; we're crafting individual roadmaps for success, one profile at a time.

### Can you give a Summary of your Implementation Strategy

Investment is sought and required to Fund the Development and Marketing of the Interactive Website. A Full Request for Proposal (RFP) for the Development/Programming of the Website has been prepared; this Investor Memorandum/Proposal contains detailed Market, Budgeting and Strategy Information; and Requests for Expression of Interest (REOI) from Investors and Literary Agents are ready to be issued. A short list of target Investors, Web Developers/Software Programmers and Literary Agents have been drawn up. The Pilot Business Launch and Concept Verification would be completed within 16-months of Financial Close of the Seed Start-up funding.

The Destiny-Gram 16-month Stage 1 Pilot Programme and Budget assumes that an investor commits £100,000 of Seed Funding in the cost of building a MVP Platform, and that Proof of Concept and potential Payback of the investment be achieved by targeted marketing to the Principals of selected US-based Senior High Schools, resulting in 10,000 students sign-up for the Destiny-Gram tests at between 50-100 schools. Market Research has indicated that there will be an acceptable level of take-up from the targeted US Senior High Schools.

**"I shall seize fate by the throat."  
— Ludwig van Beethoven**

## APPENDIX I - FREQUENTLY ASKED QUESTIONS



The subsequent Accelerated Development Programme (ADP) assumes the investor(s) would make a commitment to fund up to a further £275,000 for Stage 2, to undertake a more intense marketing/development strategy to secure a further 100,000 users by the end of Year2 and enable Payback of the Stage 2 investment.

Based on a 50% Compound Annual Growth rate thereafter, the annual subscription rate would rise to 500, 000 new users per year by Year 6. Negotiations for a Corporate Partnership would continue in parallel with the ADP Marketing Plan. Nevertheless, even without a successful partnership, a cumulative net cash flow for the successful user adoption over the 5-Years, post Pilot/Proof of Concept would be expected to be £7 million.

During Stage 2, a top Literary Agent will be appointed to lead the whole Marketing Initiative and ensure/ maximise access to the Publisher and wider Media Market for the Website and Books, on most favourable terms. Celebrities, who are sensitive to 'Personal Development and the use of AI' will also be approached to solicit potential interest in sponsoring/endorsing the Destin-Gram model and brand.

**Greg Malpass**

June 2024

**"Those who look behind will never see beyond."**

**— Sherry K. White, Walking in the Father's Riches: The Prosperity of Sonship**





## **NON-DISCLOSURE AGREEMENT**

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

Disclosing Party:

**Gregory Malpass, owner of all IP associated with Destiny-Gram and Think Big Partnership, Address: Calle Levante 4, Alegranza, Bloque I, Apt 211, Malaga 29630 National ID: Y5913274B**

Receiving Party:

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**WHEREAS** the Disclosing Party possesses certain confidential and proprietary information ("Confidential Information") related to the Destiny-Gram Personal Profiling and AI-Assisted Life Assessment social media Platform ("The Project")

**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 consideration of any Proposal for Cooperation in any or all aspects of Investment, Co-Ownership, Design, Development, Management, Sponsorship, or Marketing of The Project.

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

### **1. Definition of Confidential Information**

Confidential Information shall include but not be limited to: product designs, architecture, software code, technology stack, algorithms, user data models, business plans, financial models, marketing plans, and intellectual property associated with the Destiny-Gram social networking platform.

-/-----



## 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 consideration of any Proposal for Cooperation in any or all aspects of Investment, Co-Ownership, Design, Development, Management, Sponsorship, or Marketing of The Project; 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. Non-Compete

The Receiving Party agrees not to design, develop, consult on, market, or assist with any competing profiling or AI or social media-related platform or product incorporating similar elements as Destiny-Gram for a period of 2 years after the date of signature of this NDA.

## 4. Term

The obligations of confidentiality under this Agreement shall remain in effect for a period of 3 years from the date of disclosure of Confidential Information.

## 5. Injunctive Relief

The Receiving Party acknowledges that breach of this Agreement may cause irreparable harm, and that the Disclosing Party shall be entitled to seek immediate injunctive relief to limit damages and prohibit further violations.

## 6. Residual Information

Even if materials containing Confidential Information are returned or destroyed, any retained mental impressions, notes or memoranda related to the Confidential Information shall remain subject to the obligations herein.

## 7. Authority to Bind

The persons signing below represent that they have authority to legally bind their respective organizations to the terms of this NDA.

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**8. Consent for Use**

The Receiving Party will not utilize any Confidential Information, even internally, without obtaining prior written consent from the Disclosing Party.

**9. Secure Transmission**

Any transmission of Confidential Information shall be through encrypted email, secure file transfer systems, or other means approved by the Disclosing Party.

**10. Governing Law**

This Agreement shall be governed by the laws of England and Wales and any applicable laws in the United States, European Union, and other jurisdictions where the Parties conduct business.

**11. 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.

**12. 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.

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

**Disclosing Party:**

**Receiving Party:**

**Gregory Malpass**

\_\_\_\_\_

**Addendums:**

*AM*

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Sponsored by



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



 **Greg Malpass**  
 Managing Partner  
 Think Big Partnership  
[destinyinvestors@btinternet.com](mailto:destinyinvestors@btinternet.com)



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June 2024

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