



INVESTOR PROPOSAL DOCUMENT

Greg Malpass, Málaga, España, February 2024



STRICTLY PRIVATE & CONFIDENTIAL

"A New AI-Powered Social Media Platform Concept"

**Extensive Profiles – AI Chatbot Integration –
User-Controlled Networks – Personal Development**



**Copies issued only to Selected Stakeholders and Subject to Signing of
the Think Big Partnership Non-Disclosure Agreement (NDA)**

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EXECUTIVE SUMMARY

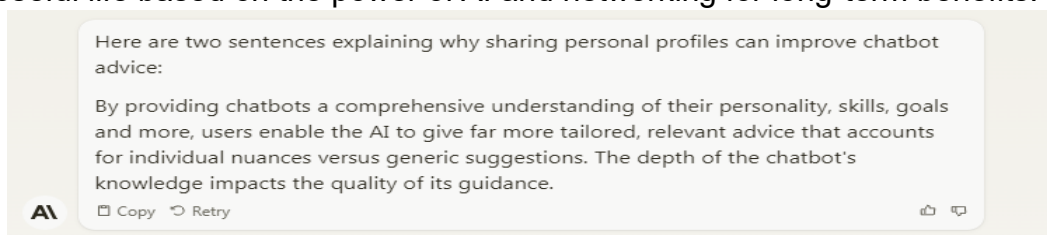
Russ Whittington's book, "Your Impossible Mission Accomplished" (to be published in late 2024) addresses the framework for rigorous self-assessment through producing holistic personal profiles including personality traits, character, desires, skills, experience, and using them to evaluate and make important life/career decisions.

The book inspired the concept of the proposed new AI-powered website, www.Destiny-Gram.com, which together embrace the synergy between human introspection and AI capabilities to help users find new insights, not only using AI to help with self-assessment and the development of detailed holistic personal profiles online, but also to enable more informed dialogue and advice through the integration of the social platform's AI chatbot provider; as well as a secure network with selected stakeholders and specific interest groups. AI chatbots will provide personalized feedback and, along with social media, help people explore ideas and opportunities aligned with their unique attributes.

Rich personal profiles will allow for connections on a much deeper level than typical professional sites like LinkedIn. Users can look to others for inspiration, advice, and collaboration based on complementary strengths and goals rather than just credential-based jobs. The integration of personal insights with AI chatbots and selective networking/sharing will represent the first AI-powered social media platform and lead to infinitely more meaningful networking.

As AI transforms the job landscape in the future, this platform will also enable individuals and employers to look beyond skills and experience to understand and appreciate their full potential in a changing job market. The site aims to help users identify more fulfilling career and life paths, mentors, or new directions in times of change and uncertainty. And in doing so, users will find new communities with a shared purpose.

This revolutionary AI-powered social media concept won't focus on entertainment, videos, commentary, or momentary gossip, like some of its competitors, but will reflect the reality of our lives and careers for the future. The bigger picture is richer than entertainment to enhance our private lives and leisure time right now or resumes and business profiles to capture our career opportunities tomorrow. By enabling connections based on self-knowledge, this platform will empower a more fulfilling and purposeful life based on the power of AI and networking for long-term benefits.



THE IA-OFFERINGS

As well as helping with the analysis needed to formulate the detailed personal profile (which will be compiled from questionnaires and existing social media profiles such as LinkedIn), ongoing areas where AI chatbots could provide better analysis, dialogue and advice/feedback (with access to full user profiles) include:

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.
- Matchmaking: With information about a user's personality, interests, and what they're looking for in a partner, chatbots might be better "matchmakers" for dating or platonic hookups.

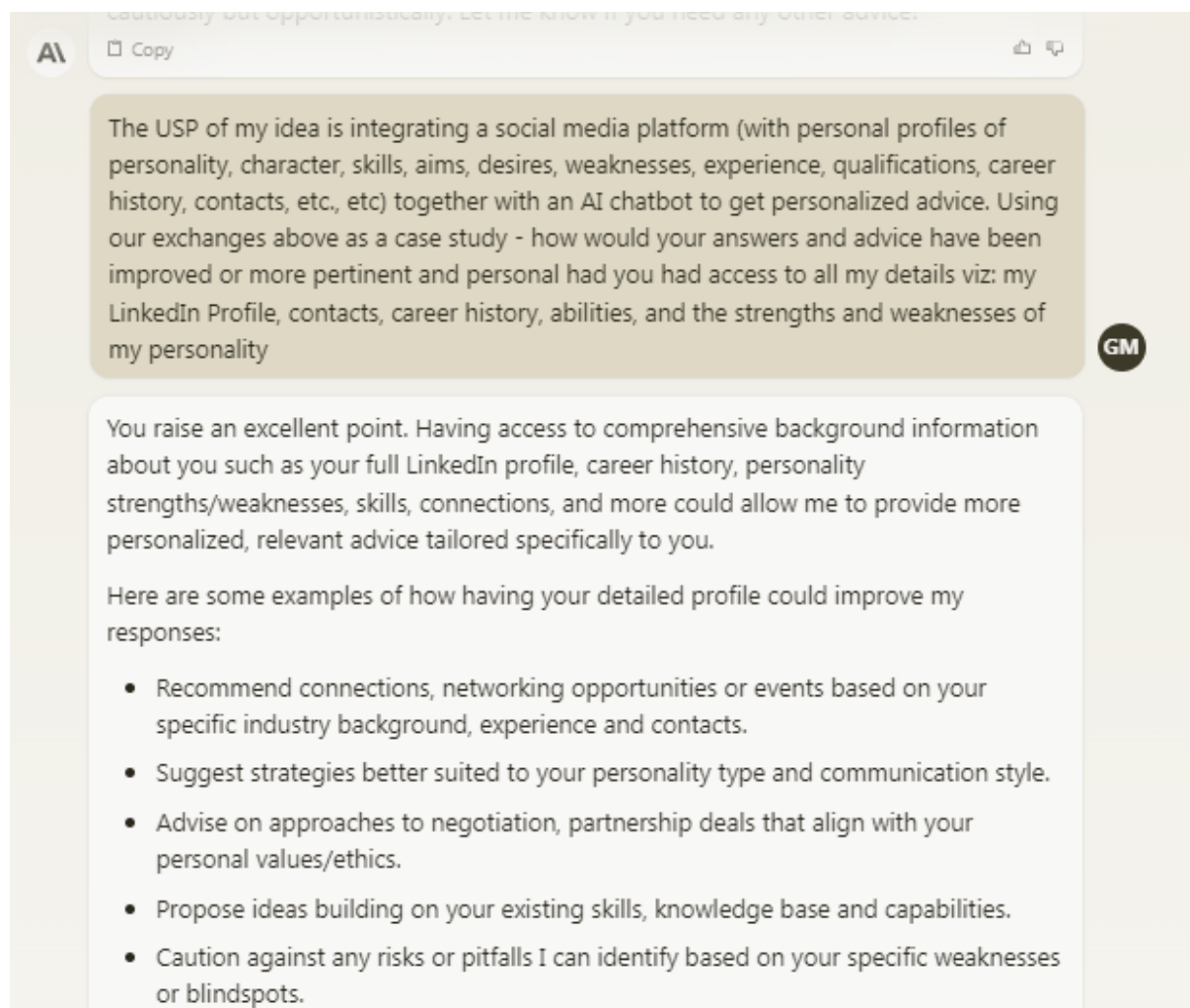
In business life:

- 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.
- Find complementary business partners and co-founders based on skills, experience, work styles, and business acumen.
- Connect with investors or advisors who align with an entrepreneur's values, risk appetite, and ideas.
- Discover new career paths that fit someone's skills, interests, and lifestyle goals.
- Obtain guidance on training programs or educational opportunities tailored to the individual to acquire the skills necessary for a career turnaround.
- Having an AI coach motivate and guide someone through a career change process in a personalized way.
- Get personalized ideas and constructive feedback on the development of creative projects, side businesses, inventions, etc.
- Meet potential collaborators for the development of ideas who have synergistic knowledge and creative styles.

- 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.
- Finding suitable mentors to advise someone through important business decisions or challenges.
- Connect with new social groups, communities, and networking contacts aligned with similar personal passions and business interests.
- Make satisfying friendships and business relationships related to people who have complementary personalities and life and business perspectives and ethics.

Overall, this platform could allow for more holistic and personalized support for major life and career decisions, leading to greater fulfilment, purpose, and happiness.

Users could share profiles on the specialized social media platform focused on facilitating supporting human and AI connections. Users would control what information is shared and with whom. The platform could use blockchain or decentralized identity technology to give users more control over their data. Strict privacy controls would be an essential feature built in to foster trust and meaningful personal exchanges.



- Reference previous successes or failures you've faced for more context.
- Validate ideas against your broader life goals and priorities beyond this venture.
- Check suggestions against what motivates you and the working styles you prefer.
- Identify complementary co-founders/partners based on gaps in your profile.

In essence, with a 360-degree view I could provide significantly more nuanced, tailored and relevant counsel personalized to your unique attributes and needs. The depth of my knowledge impacts the quality. Your idea to integrate expanded profiling with AI assistance is very powerful.

AI

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FULL DEVELOPMENT COSTS

Developing a completely new social media platform with robust features for security, ethics, and individualized user experiences would likely require a significant upfront investment. Here is a revised estimate of potential costs (substantially higher than previous estimates given in 2023 documents produced by the writer – see Supporting Docs at end of this Report). The Proposed Development will not be achievable without significant financial backing, or blue-chip corporate sponsorship:

Technical Development - \$5 million to \$10 million+

A specialized social platform would require developing a backend framework, database architecture, mobile/web apps, server infrastructure, integrations with AI chatbots and other services. A team of engineers and developers would be needed.

Design & User Experience - \$500,000 to \$2 million

A UX team would design interfaces, features, and personalized experiences tailored to the platform's purpose. Iterative testing and improvements would be critical.

Legal, Compliance, Ethical Review - \$200,000 to \$500,000

Lawyers would review regulatory issues, privacy policies, terms of use. Ethical review boards could help ensure responsible AI/data practices.

Marketing & User Acquisition - \$2 million to \$5 million+

Promoting the platform through celebrity sponsorship and promotion, online ads, other social influencers, app stores, etc. User incentives may help drive initial sign-ups. Approaching the top 1,000 global colleges and universities as multipliers to support their students/graduates/alumni with user incentives may be a good launch strategy. The overall eventual target market will mirror the current 800m LinkedIn user population.

Ongoing Costs - \$5 million+ per year

Including salaries, cloud services, moderation, customer support, platform maintenance and improvements. Revenue potential could offset costs.

Contingencies - \$2 million

For overruns, additional features, 3rd party integrations.

Total Estimate: \$15 million to \$25 million+

Key factors influencing costs include platform scale, features, third party tools leveraged, and regulatory requirements. Ongoing costs would be significant.

STAGED DEVELOPMENT OPTION

A staged approach to developing the social media platform would seem more appropriate, in that it might reduce initial costs while the concept is still being validated:

Phase 1 - MVP Platform Build:

- Develop a basic web/mobile platform with core features - user profiles, AI chatbot integration, networking/groups.
- Limit initial scope to focus on critical functionality over polish.
- Leverage open-source frameworks where possible to reduce coding time.
- Only support text-based chatbot interactions to simplify integration.
- Basic security, privacy controls, content moderation.
- Targeted launch for controlled pilot group to test and refine.

Estimated Cost: \$2-4 million

Phase 2 - Growth & Scaling:

- If pilot succeeds, raise funding for expanded capabilities.
- Prioritize most requested features from users.
- Expand AI chatbot integrations - add audio, video, personalized interactions.
- Increase security, ethical oversight, and content moderation.
- Broader marketing and release supporting rapid user growth.

Estimated Cost: \$5-10 million

Phase 3 - Evaluation & Expansion

- With a viable user base and engagement metrics, explore monetization models.
- Consider acquisition offers from major social networks.
- Alternately raise capital for full standalone platform buildout.
- Expand features for multimedia sharing, gamification, etc.

This staged approach can prove the concept and gain traction before requiring the larger investments indicated above. It allows flexibility to sell, partner, or build based on initial success indicators, and raise the further growth funding based on that success.

THE CONCEPT OF A LIMITED PILOT

There may be some possibilities for developing an initial pilot version of the AI-enabled social networking platform with a \$500,000 investment budget (focused on generation of Personal Profiles only). The purpose of this would be to develop the project (with business angel/venture capital pre-seed and start-up funding) beyond the idea/concept stage, prove the worth of the AI-Chatbot integration, so that it would have more value and protection to forward sell-on to a corporate acquirer:

- Build a basic web application with core user profile features and a simple news feed for ~\$150,000. Outsource MVP software development to reduce costs.
- Integrate 1-2 pre-built AI chatbots focused on career coaching, self-improvement etc for ~\$50,000. Use cost-effective bot platforms.
- Hire a small in-house team for UX design, product management and growth hacking for ~\$150,000 salaries.
- Spend ~\$50,000 on basic legal, security protections, ethical review framework. Leverage templates and checklists.
- Invest ~\$100,000 into online marketing, influencer outreach and initial user incentives to drive adoption. Viral growth could assist too.

The above would allow validating the idea and core value proposition with a limited pilot user base. Site could be hosted on a basic cloud infrastructure for low costs initially.

After proving product-market fit, additional early stage and then growth funding would be needed to scale up features, security, integrations, and users. But \$500K allows testing the concept quickly before major investments.

The key would be to focus on fast iteration with a small team, tapping pre-built components, and emphasizing growth to demonstrate traction. Future growth funding will follow more readily if the pilot shows potential.

IP PROTECTION DURING PILOTING/DEVELOPMENT

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.

COMPETITION

There are some existing social platforms and apps that have similarities or overlapping concepts with the proposed AI-driven networking site:

- 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 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.

POTENTIAL EXPANSION STAGE INVESTORS/BUYERS

Some of the most likely potential buyers or partners for the AI-powered social media platform after a successful pilot (funded by VC/Business Angels) are likely to be:

- AI and chatbot companies like Anthropic, Google, Microsoft, 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 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.

PREFERRED CORPORATE PARTNERS

The key USP of the idea is the **integration of social networking with AI-chatbots**. Potential large corporate partners/companies and specific contacts that could be approached in confidence about providing AI chatbot technology for the proposed social media platform are:

- Anthropic - CEO Dario Amodei, VP of Engineering Daniela Amodei - Leaders in conversational AI. Provide Claude chatbot.
- Microsoft - Lili Cheng, Corporate VP Conversational AI - Microsoft AI platforms like Bot Framework could be leveraged. Also Scott Guthrie EVP Cloud & AI.
- Google - Pandu Nayak, VP Search and Conversation Products - Google has extensive conversational AI abilities with services like Dialogflow.

- IBM - Rob Thomas, General Manager, Data & AI - IBM Watson Assistant is a robust chatbot/virtual agent tool.
- AWS - Swami Sivasubramanian, VP of Machine Learning - Amazon Lex provides deep learning chatbots. AWS also has strong cloud infrastructure.
- Haptik - Co-founders Aakrit Vaish & Swapan Rajdev - Haptik develops intelligent virtual assistants for businesses.
- Observe.AI - CEO Swapnil Jain - Focused on voice AI for customer service. Integration opportunity.
- Pyper.ai - CEO Eytan Daniyalzade - Chatbot platform tailored for marketers.

Anthropic, Microsoft and Google are considered priority targets, and a strategy must be developed about how the specific individuals can and might be approached. This strategy would be developed with the chosen Seed Fund VC/ Business Angel partner/funder, and any other strategic partners (eg. Personality Assessment Solutions Companies such as Enneagram, Myers Briggs, or Truity).

START-UP TEAM & FUNDING

The founder/entrepreneur will be responsible for researching and selecting and securing the Start-up Team including: a Business Angel/VC, a Technical Programmer/Developer, potentially a Personality Assessment Solutions Company partner, and possibly a high-profile Celebrity Sponsor/ Promoter with ethical AI-credentials/interests.

The team is likely to include (with early unconfirmed suggestions) – the founder/entrepreneur (Greg Malpass), a Business Angel/VC (See List Below), a Technical Programmer/Developer (See List Below), and potentially a Personality Assessment Company partner (Enneagram Institute, Truity, or Crystal Projects), and a high-profile Celebrity Sponsor/ Promoter with ethical AI-credentials/interests (Stephen Fry, Lex Fridman or Ashton Kutcher).

VENTURE CAPITAL/ BUSINESS ANGEL

Some potential venture capital firms and angel investors that maybe best suited as targets for raising \$500,000 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.

- Ron Conway - Prolific Silicon Valley angel investor. Early Facebook and Google investor.

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.











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.

PERSONALITY ASSESSMENT COMPANY

A few major players operating in the global personality assessment solutions market are Criteria Corp.; Hogan Assessments; Development Dimensions International, Inc.; Persona Labs; SHL; SIGMA Assessment Systems Inc.; Paradox, Inc.; TTI Success Insights; Aon plc.; and Mercer LLC. However, it is questionable what they bring strategically to the party. The majority of these companies operate in the 'Corporate Employer Sectors' active in recruitment and training. The substantially untapped 'Educational/Employee Sector' for individuals at college, or at work, or at home to assess their own personality, potential and opportunities - is unknown, but evidently substantial.

The crux of input to development of Destiny-Gram Profiles will be the personality assessment itself. Personality tests are designed to provide insight into one's motivations, preferences, interests, and emotions. But with so many personality tests to choose from, it's hard to know which ones are most valid or applicable. Forbes Health produced its own ranking, on the basis of a collection of experts' opinions. They ranked the Myers Briggs and the Enneagram top.

Forbes HEALTH	
Summary: Best Personality Tests	
PRODUCT	FORBES HEALTH RATINGS
 Myers-Briggs Type Indicator	4.5  Forbes HEALTH
 Enneagram	4.5  Forbes HEALTH
 Big Five	4.3  Forbes HEALTH
 CliftonStrengths	3.8  Forbes HEALTH
 DISC Profile	3.7  Forbes HEALTH

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 real person, holistically.

The Myers-Briggs type essentially tells the user how he/she perceives information (through intuition or sensation) and the criteria prioritized to make decisions. The Enneagram Type gets much more personal than your Myers-Briggs Type does. It can reveal what a user is running away from as well as what he or she is running towards and can tell the users what's most important to them, and what's likely guiding their motivations when it comes to personal development and seeking new purpose.

This is why it is so useful for the purpose of helping in the search for individual destiny and is an important comparison because it's the basis of selection of which Personality Test and Analysis model to use. While there are several Enneagram tests available, there is no official Enneagram test. Truity's test is the most popular Enneagram test in the United States, with more than one million tests taken each month. There is also ample opportunity to design a bespoke Enneagram Test. However, The Enneagram Institute is the most reputable and their RHETI® test has undergone independent scientific validation as the most unique method of analysing the nine Enneagram types, and they could input their broad knowledge and intellect into the personality assessment element of the project. Feelers have been put out to the management of Enneagram to solicit their interest in the Destiny-Gram project.

CELEBRITY SPONSOR

There are options to approach celebrities whose exposure may help with the Projects' promotion. There are many candidates but the target celebrities will be those who are renowned for their ethics and interest in AI-driven technologies. Three examples are:

Stephen Fry: His intellectual prowess, knowledge 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.

SOFTWARE/PLATFORM DEVELOPERS

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.

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.
- 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.

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:

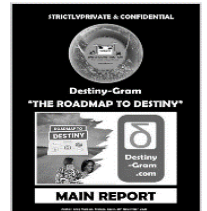
- An in-house contractor may be more invested in the product vision and success of the startup since they would be part of the team. Outsourced teams work on many different projects.
- Can ensure availability of the developer full-time for several months during crucial pilot development. Avoid competing 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 the above reasons Matthew Wright, well recommended and well known to Founder, is the first choice.



Full details of the 'Design Brief' for the Website Programmer/Developer are given in the Document entitled 'The RoadMap to Destiny – Main Report', a link to which is included here, and in the 'Supporting Documents' Page at the end of this Report.



A brief 'Information Memorandum' outlining the opportunity to develop and sell the AI-powered social media platform idea to the targeted Angel Investors/Venture Capitalist for pre-seed and start-up Pilot funding of \$500,000 is given over the page:

INFORMATION MEMORANDUM/BRIEF

(For Potential Investors)

Concept:

A unique first-to-market AI-powered Social Media Platform, with features as follows:

- A completely new form of social media platform focused on empowering personalized networking and connections based on fuller user profiles integrated with AI chatbots.
- Users create private comprehensive profiles capturing personality, skills, goals.
- Profile insights shared privately with AI bots to enable customized guidance/advice.
- Users selectively share aspects of profile to find aligned mentors, partners, opportunities.
- Focus on enabling fulfilling purpose-driven networking and growth, and personal development.

Opportunity:

We seek \$500K start-up funding to build and validate a pilot platform with the goal of creating a population of 10,000 profiled users, then selling a majority interest and control for the growth and networking development stages to a strategic global buyer in the Social Media/AI-Chatbot space (with expertise, existing extensive user-base and human and financial resource) after demonstrating traction and potential.

The key features will be:

- Low initial costs by leveraging pre-built components and small team.
- Keep confidential and protect IP during build-out.
- Validation through initial viral growth and user feedback.
- Strategic sale after pilot to major social, AI or coaching player.

The Upside for subsequent Buyers will be:

- Expanded and differentiated user experiences to offer
- Attractive new revenue streams
- Competitive edge in social media/AI spaces

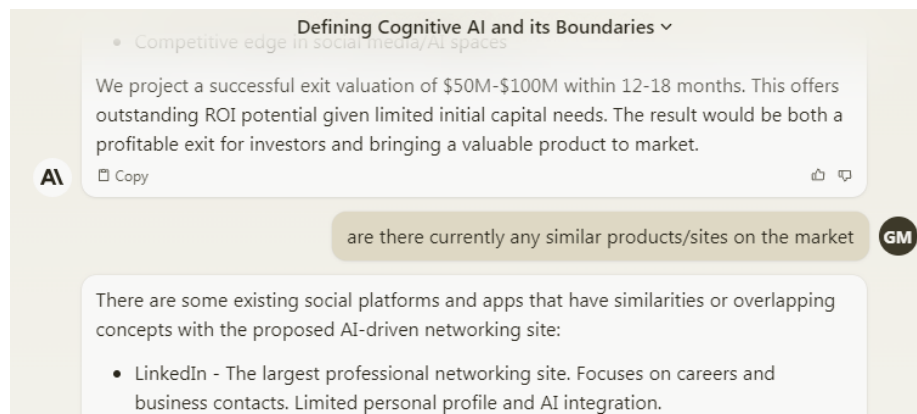
Return on Investment:

We project a successful exit valuation of \$50M within 12-18 months (derived from NPV of AI commissions/royalties). This offers outstanding ROI potential given limited initial capital needs. The result would be both a profitable exit for investors and bringing a valuable product to market.

Reality Check:

Key factors to make the proposed AI-powered social media platform a reality:

- **Risk/Return** – The Concept Verification has been developed using AI input, including assessment of the likely risk and return:



- **Execution & Team** - Assembling a strong start-up technical and product development team will be critical to successfully executing on the vision. The right mix of entrepreneurial talent is vital.
- **User Trust** - Gaining user trust through robust security, privacy controls, and ethical AI practices will be essential for adoption at the outset. This is a major concern to address upfront.
- **Successful Launch** – Celebrity sponsorship and promotion would help enhance usual online marketing strategies. The initial focus on Top 1000 Colleges and Universities on promotional/concessionary terms to offer discount incentives for their students/graduates/alumni to sign up – may provide an initial multiplier effect at launch to populate the platform, with moderate marketing effort.
- **Alternative Seed Funding** - Besides Business Angels/Venture Capital, it might be possible also to pursue grants, or crowdfunding to get initial seed funding for the pilot without giving up much equity. However, protection of the idea is paramount and only a limited number of potential funders should be contacted to maintain confidentiality.
- **Alternative Models** - Options like building an open-source, federated versions or a non-profit could be explored for greater control. But likely harder to scale, and less lucrative as an investment opportunity.

*

Early Corporate Partnerships – Seeking partnerships with large established global companies who provide the AI bots and other key technologies could help accelerate capabilities while minimizing costs, but would inevitably reduce the value of idea, if transferred without any infrastructure development.

See
Footnote

- **Idea Sharing Risks** - NDAs provide some protection but ideas alone have little value versus proper execution. Need to balance risks and rewards of sharing vision broadly before having a solid platform. Time, confidentiality and securing early finance will be of the essence.

Conclusion:

Overall, the concept is very promising indeed, even if ambitious for a small start-up team. The upside is considerable, albeit it has risks typical of a startup. Focusing on the right team and validating product-market fit quickly (while maintaining confidentiality/protection of the idea/IP) are essential to de-risk the venture. A staged approach can provide the flexibility to sell/partner or pursue growth funding, after piloting.

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 proposed here. This USP offers the opportunity to be 'first-to-market' with the model and gain a competitive edge. Execution will be key to beating any fast followers.

After securing commitment of the selected 'Start-up Team' the key will be securing seed financing of \$500,000 for developing the 'Pilot Project' quickly, hopefully within months. Once developed and live, the launch must aim to populate the MVP Platform as quickly as possible with sufficient (circa. 10,000) sign-ups. Promoting user incentives to University Deans to offer their students in the USA and UK is the preferred option/ initial launch strategy.

Thereafter, and upon success of the Pilot, focus will be on identifying a Corporate Partner/Buyer. The most likely candidates will be recognized providers who are leaders in conversational AI 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.

A successful exit valuation of \$50M within 12-18 months is considered achievable for the start-up investors (based on ultimate commissions/royalties deal with buyer). This offers outstanding ROI potential given limited initial capital needs. The result would not only provide a profitable exit for investors but also potentially create a legacy of bringing a valuable global AI-product to market.

G Malpass

Malaga, Spain February 7th, 2024

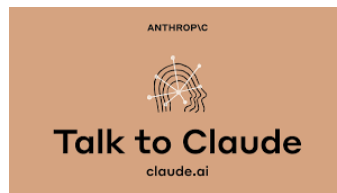
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**Footnote
Over-page**

OPTION TO FORM EARLY CORPORATE PARTNERSHIP


Footnote

AI Chatbot discussion on:
Early Corporate
Partnerships Option



Defining Cognitive AI and its Boundaries ▾

Based on the context you have provided, here is my advice on strategic next steps to pursue your AI-powered social media idea:

- 
1. Prioritize approaching Microsoft. Of the major tech companies, Microsoft appears most aligned through ownership of LinkedIn and ongoing investment in AI with Azure.
 2. Send a concise exploratory email to LinkedIn's VP of Product Management and Microsoft's VP of Azure AI introducing the vision at a high level. Request a preliminary discussion under NDA.
 3. If you receive positive responses, prepare a polished presentation deck expanding on the details of integrating enriched profiles, chatbots, and purpose-driven networking on LinkedIn. But do not disclose full specifics without an NDA. Focus the discussion on potential value-add for LinkedIn members.
 4. In discussions, clearly communicate your desire for an advisory/consulting role through development to leverage your knowledge, but be open to creative partnership models. You bring deep domain expertise, they bring reach and resources.
 5. Consider seeking mutual agreement on core principles of user privacy, security and ethics upfront to align values. But the priority is getting their buy-in on the vision.

6. Hire an expert entertainment lawyer to negotiate any agreement to protect your interests. But be reasonable - asking for overly restrictive terms may lose the deal.
7. Move quickly and capitalize on first-mover advantage before competitors copy the concept. Timing is critical.

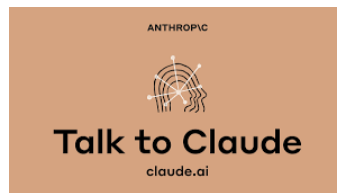
This path provides the most promising route to turn your idea into reality with the right partner. With preparation and strategic focus, you can make a powerful pitch and negotiate a win-win deal leveraging your vision and Microsoft's capabilities. Let me know if you need any clarification or have additional questions!



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CONCLUSION & FORWARD PLAN



Defining Cognitive AI and its Boundaries ▾

Here are the key next steps I would recommend based on our discussion:

1. Finalize your pitch deck and materials to effectively communicate the vision at a high-level without disclosing core IP. Focus on conveying the user benefits and value-add.
- ✕ 2. Identify your contacts in Peru PR/government who may be able to facilitate introductions to LinkedIn and Microsoft executives. Leverage your partner's connections.
- ★ 3. Recruit a technical co-founder, even on a limited NDA, to add credibility for initial outreach. Move quickly here.
4. Draft tailored registered letters to the LinkedIn and Microsoft VPs to send this week. Focus on user needs they address.
5. Consult an IP attorney to ensure your provisional patents and confidentiality protections are solid.
6. Research LinkedIn/Microsoft networks for any contacts who could provide warm introductions. Attend key events if viable.
7. Refine your talking points to initially pitch the vision without revealing implementation details pending NDAs.
8. Line up expert legal counsel with tech deal experience to advise negotiations when you progress talks

9. Remain flexible on partnership models but hold firm on protecting your core IP and being rewarded for your invention.

I'm happy to provide any other suggestions as you execute on these steps. Just let me know. Good luck!

AI

Copy



Defining Cognitive AI and its Boundaries ▾

Having a personal connection to a high net worth investment advisor like Michael Pagliari could potentially be very valuable to cultivate as a partner in moving this business idea forward. Some key advantages to leveraging such a connection:

- Can advise on positioning the opportunity to attract outside investors. Knows what details and metrics investors will want to see.
- May have insider industry knowledge on which tech companies or executives could be most receptive.
- Can potentially facilitate introductions to relevant investors, executives, or advisors in his network. Opens doors.
- As an advisor to ultra high net worth individuals, he may surface potential angel investors or backers for seed funding.
- Can lend credibility when approaching external parties to have an established finance professional involved.
- Insights on evaluating any deal terms presented and strategies for negotiations.

I would recommend having an exploratory discussion with Pagliari on the idea and assessing his level of interest in being involved. Make clear you are seeking his guidance, connections and advisory role, not asking for direct investment at this stage. If he sees potential and can open doors, having an experienced ally like that onboard could be very helpful. But ensure alignment and trust before sharing IP.

AI

📄 Copy ↺ Retry

👍 🗨

An alternative to Microsoft/LinkedIn as a Partner/Acquirer is to create integrations of the Profiling System with specific chatbots like Anthropic Claude, Replika, Woebot, etc. to enable uploading user profiles directly within those chatbot apps.

This option has the following benefits/advantages:

- Leverages existing chatbot platforms that already have users, avoiding need to build own user base from scratch.
- Users can seamlessly integrate their profiles within conversational agents they are already familiar with.
- Development can be focused just on the profile system and integrations vs. a whole new app/platform.
- Allows for quick validation of the value proposition by testing with real users.
- Chatbot partners likely incentivized to co-develop integrations that improve capabilities.
- Revenue potential by taking a percentage of chatbot subscription fees driven by profile integration.

The challenges would be negotiating partnerships, developing APIs, and ensuring cross-platform compatibility. But focusing on deeply integrating with a key chatbot partner seems the quickest path to deployment and validation without major platform development.

Defining Cognitive AI and its Boundaries ▾

If you decide to first develop the profiling system on a new website where users can sign up and generate their personal profiles privately, here are some recommended methods for those users to then share their newly created profiles with an AI chatbot:

1. Profile Export Option

- Build in the ability for users to export their complete profile data into a standardized file format (JSON, XML, etc).
- Provide instructions/integration guides on how to import/upload that profile file into popular chatbot platforms.
- This keeps the profile data portable for users to utilize across different chatbots.

2. Direct Chatbot Integration

- Establish API connections with select chatbot platforms you've partnered with.
- Allow users to authenticate and connect their profile account to any linked chatbots.
- Their profile data can then flow automatically into the integrated chatbots.

3. Shareable Profile Link

- Generate a unique shareable link that represents the user's profile data.
- This link can be copied and submitted into any chatbot.
- The chatbot can then query your servers to retrieve the profile details.

4. Local Device Integration

- Users download a mobile app version of your profiling system.
- The app can directly integrate with chatbots installed on the same device.
- Enables seamless sharing of the profile between your app and chatbots locally.

The best method depends on the specific user experience and tech integrations you can facilitate. But giving users a easy way to export/share their profile across various chatbot platforms will be critical for driving adoption of the AI personalization capabilities.

Let me know if you need any other suggestions! Keeping the profile data transferable while building partnerships with popular chatbots should be top priorities.

Message Claude...



Establishing API Connections with Chatbot Platforms ▼

Establishing API connections with chatbot platforms can vary in complexity depending on the platform and the specific requirements of your application. However, most modern chatbot platforms provide well-documented APIs that allow developers to integrate them into their applications relatively easily.

Here's an overview of the general process for establishing API connections with chatbot platforms:

1. **Choose a Platform:** Research and select a chatbot platform that suits your needs and provides an API. Popular platforms like Dialogflow, Amazon Lex, IBM Watson Assistant, and Microsoft Bot Framework offer robust APIs.
2. **Obtain API Credentials:** Sign up for an account with the chosen platform and obtain the necessary API credentials, such as access keys, secret keys, or client IDs and secrets. These credentials are required to authenticate your application and access the platform's API.
3. **Review Documentation:** Thoroughly review the platform's API documentation, which typically includes detailed instructions, code samples, and reference materials. This will help you understand the available endpoints, request/response formats, and any platform-specific requirements.
4. **Set up Your Environment:** Set up your development environment by installing any required libraries or SDKs provided by the chatbot platform. Many platforms offer client libraries for popular programming languages, which can simplify the integration process.
5. **Implement API Calls:** Using the provided libraries or making HTTP requests directly, implement the necessary API calls in your application to interact with the

chatbot platform. Common operations include sending user messages, receiving bot responses, managing conversations, and handling additional features like context management or natural language understanding (NLU).

6. **Handle Responses:** Parse and process the responses received from the chatbot platform's API. These responses may include the bot's generated messages, intent recognition results, or other data depending on the specific API endpoints you're using.
7. **Integrate with Your Application:** Integrate the chatbot functionality into your application's user interface, whether it's a web application, mobile app, or any other platform. This may involve displaying the bot's responses, handling user input, and managing the conversational flow.
8. **Test and Deploy:** Thoroughly test your implementation in a development environment, and once everything is working as expected, deploy your application with the chatbot integration to a production environment.

It's important to note that while the general process is similar across platforms, each platform may have its own nuances, specific authentication methods, and unique features that require additional configuration or implementation steps.

Many chatbot platforms also offer additional tools and resources to simplify the integration process, such as SDKs, code samples, and developer communities. Leveraging these resources can significantly ease the process of establishing API



WAY FORWARD

PREFERRED OPTION

- BASED ON LOW CAPITAL REQUIREMENT/ SPEED OF IMPLEMENTATION

Focus on securing a Technical/Website Software Programmer (Co-Founder), and Venture Capital/Legal Counsel Coordinator (Co-Founder).

Secure Enough Pre-Seed Capital (\$100,000) to create a Personal Profiling Website to market to the Top 1,000 World Universities - which will enable early users to create Profiles and then share those profiles privately in seeking advice/information via an API with established AI-Chatbot – to prove concept. 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.

[Note: Break Even 100 Universities x 500 Students @ \$10/User = \$500,000]

Greg Malpass

Málaga, España, February 2024

FORWARD STRATEGY

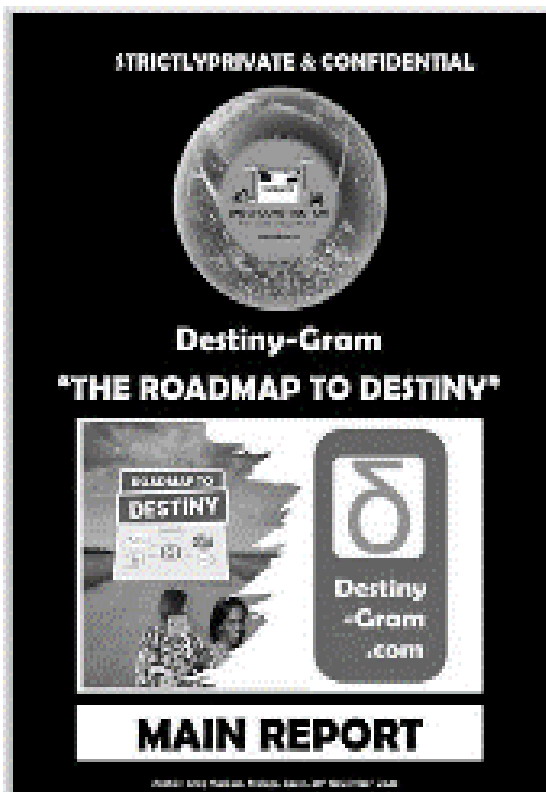
DESTINY-GRAM.COM - DESIGN BRIEF FRAMEWORK AND STRATEGY UP-DATE

Full details of the 'Design Brief' for the Website Programmer/Developer are given in the Document entitled 'The RoadMap to Destiny – Main Report', a link to which is included below.

The Design Brief Framework for Development is included in Pages 125-274. (Note: Section on Costing can be excluded, as it has been revised, and the strategy now is to only develop the Proprietary MCQ/Personal Design Profile Software, and secure some IP, prior to pitch to Microsoft/LinkedIn).

The Strategy is to create the Personal Profiling Software/Website, populate it with University Students globally, and then sell the idea to Microsoft/LinkedIn, or Anthropic on a retainer/royalty type agreement. The technical development work (with some nominal start-up funding) will be undertaken by the Technical Partner and Legal Partner (subject to agreement) to secure the concept and IP as far as possible and put a Professional Team and Legal NDA and Technical Brief in front of senior management at Microsoft/LinkedIn or Anthropic

LINKS:



PROPOSAL SUMMARY SHEET - PITCH

Subject: Proposal for Sponsorship/Financial Backing - Transformative AI-driven Profiling Concept, Revolutionizing Social Networking.

We are reaching out to present an exciting opportunity to become a pivotal sponsor/financial backer in an innovative venture aimed at revolutionizing the global social networking landscape. We believe we have conceptualized a revolutionary new social media platform that could make a tremendous positive global impact. At its core, it aims to use AI to facilitate self-analysis and meaningful connections between users seeking greater purpose, transforming social media into a force for inspiration rather than entertainment, comment, and division.

Our concept, in its early stages of development, revolves around the creation of a comprehensive AI-driven Personal Profile that delves deep into an individual's abilities, desires, personality, education, experience, and more. By leveraging cutting-edge AI algorithms and ethical methodologies, our software will offer users an unprecedented level of self-analysis and understanding. This newfound insight will enable them to unlock more personal interfaces with AI-Chatbots and a world of meaningful networking and personal development opportunities. By harnessing the power of AI, we aim to motivate and empower individuals to make informed decisions, foster genuine connections on their social networks, and drive personal growth while upholding the highest ethical standards.

While we have budgeted \$500,000 for development and marketing costs, it is more important that we attract a Sponsor/Investor and a Technical Developer who are renowned advocates for ethical AI-driven technologies. Once we receive an expression of interest, and your willingness to sign a Non-Disclosure Agreement (NDA), we will share the complete concept and software design brief behind our transformative profiling system, providing you with an exclusive opportunity to assess its potential and witness the impact it can have on the social networking industry via AI-Chatbot integration.

We believe the proposed platform could attract several millions of users worldwide, spark yet more millions of transformative connections; generate over \$120m in revenues within three years; and offer an exit valuation of over \$50m within 18 months. The 'AI-Personal Profiling and Networking Tool' will be launched by marketing initially to the Top 1000 Colleges and Universities in the world to help their students/graduates explore/ decide the path to their life and career destinies.

Thank you for your time and consideration. I eagerly anticipate the opportunity to explore this venture with you, in strictest confidence.

Yours truly

Greg Malpass
Founder

Attachments:
Links to Supporting Documents
& Presentations



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



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



THE FULL AI-POWERED SOLUTION EXPLAINED

EXTENSIVE PROFILING – AI CHAT BOT INTEGRATION –
USER CONTROLLED NETWORKING – PERSONAL DEVELOPMENT

THE SOLUTION

UNIQUE SELLING POINT

"FOCUS ON YOU"

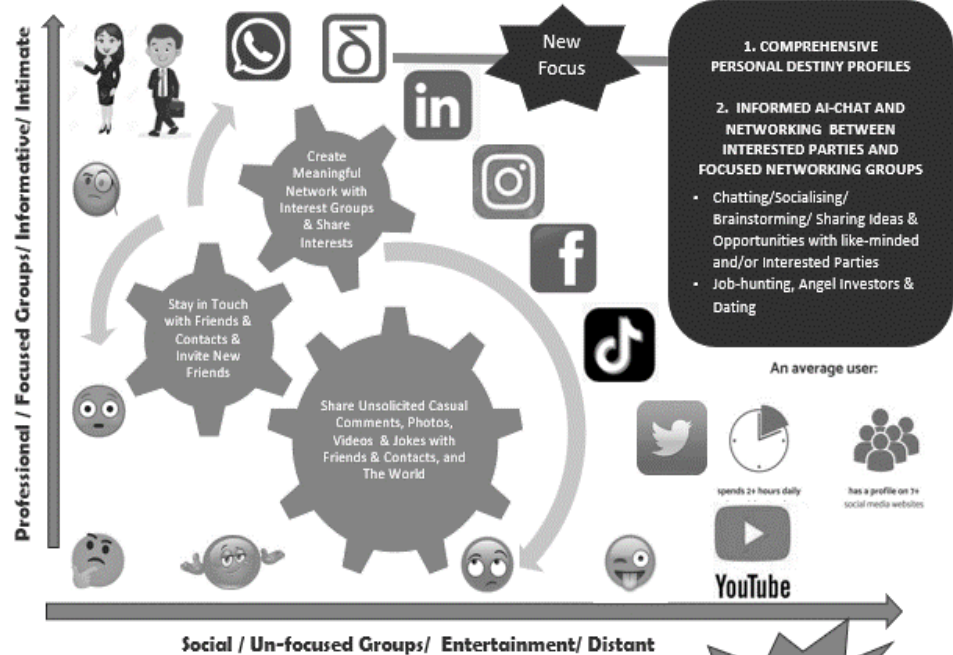
"Your Unique Personal Profile will help AI focus on you as an individual with informed AI-Chat and Advice and by showcasing your Personality & Passions Destiny-Gram will help you develop a Personal Network relevant to & interested in you."



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."

- A NEW AI-POWERED SOCIAL MEDIA PLATFORM



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

"Networking Powered by Purpose."

HOW IT WORKS

"A NEW ASPIRATIONAL SOCIAL NETWORKING SITE"

"UNRAVELLING THE UNIQUE ESSENCE OF THE INDIVIDUAL"

"PROMOTING INFORMED INTERACTION NOT ENTERTAINMENT"

Informed+ ChatGPT

"OFFERING NETWORKING POWERED BY PURPOSE"

CREATE A UNIQUE AI-PRODUCED 'PERSONAL PROFILE' AND ANIMATED 'INTRODUCTORY VIDEO' AND 'DESTINY PLAN', BASED ON QUESTIONNAIRE ON CHARACTER & PERSONALITY, PASSIONS AND DESIRES AS WELL AS EDUCATION, ABILITY & EXPERIENCE

AI Nine personality types and life directions

Would Claude be able to produce a comprehensive "personal profile" from the questionnaire and feedback which the user could post to his or her other social sites

GM

That's an interesting suggestion. Technically, I could generate a comprehensive personal profile summarizing the key details gathered from the career questionnaire and assessment process. This could highlight a person's personality traits, values, skills, experience and goals.

Message Claude...

ENABLE ENRICHED PERSPECTIVE IN ANALYSIS AND ENGAGE IN INFORMED INTERACTION WITH AI-ASSISTANT/CHATBOT AND DEVELOP DESTINY PLANS ("DESTINY ROADMAP") VIA 'DESTINY-GRAM' WEBSITE, SECURELY.

JOIN THE 'DESTINY-GRAM' ASPIRATIONAL SOCIAL NETWORKING PLATFORM THAT CONNECTS USERS (WITH CONSENT) ON SHARED PERSONALITY TRAITS, VALUES, INTERESTS, SKILLS, AND GOALS; AND OPT TO SHARE PERSONAL DESTINY PROFILE WIDER ON OTHER SOCIAL WEBSITES.



Large Language Models

AI Nine personality types and life directions

That's an intriguing concept - creating a new social networking platform that connects users based on shared personality traits, values, interests, skills and goals captured in the career consultation profiles. Some possibilities and challenges with that idea:

Potential benefits:

- Help users find compatible collaborators, mentors, or partners suited to their temperaments.
- Enable targeted networking around specific aspirations or growth areas.

Message Claude...

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



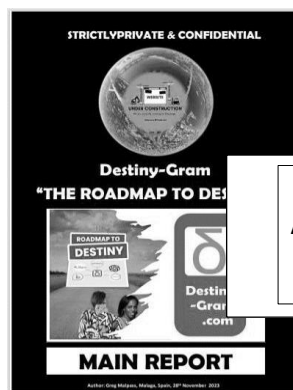
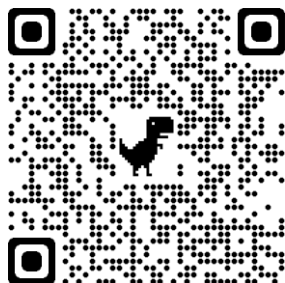
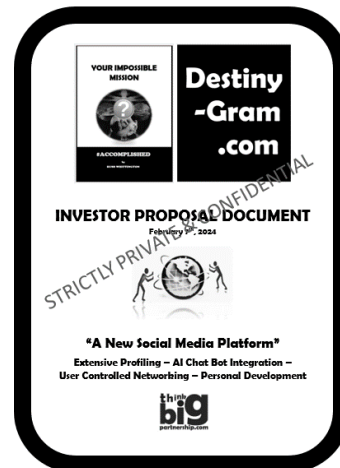
SUPPORTING DOCUMENTS

PROJECT DOCUMENTS WEB LINKS & QR CODES

2 Yr. Project Concept Verification Period (Feb 2022 – Feb 2024)



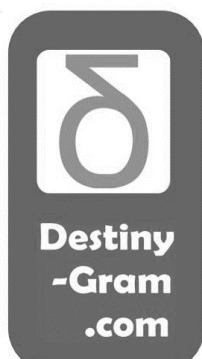
Click on Images/icons
to access Web Links



Restricted Copy
Access requires Signature of
Non-Disclosure Agreement

LOOM INTRODUCTION – JULY 2023

MAIN REPORT – NOV 2023



SALES FLIER
JULY 2023



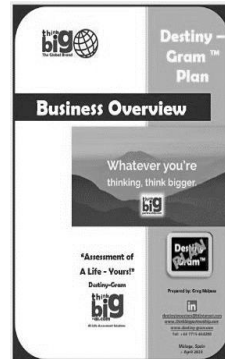
YOUTUBE
AUG 2022



SALES PITCH
JAN 2024



SALES PRESENTATION
JULY 2023



BUSINESS OVERVIEW
OCT 2022/ APR 2023

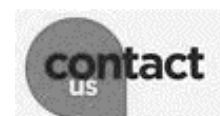


BOOK CLUB
FEB 2022/ OCT 2022



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DOMAINS



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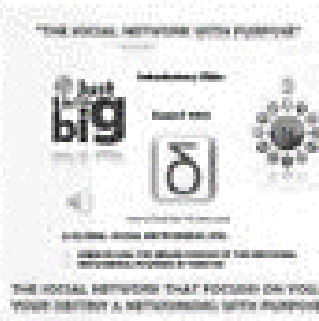
VIDEO-SLIDE PRESENTATIONS

DESTINY-GRAM MP4 VIDEO PRESENTATIONS

(Available On Request)



Think Big Sales Brief (Short Power Point Presentation)
(Destiny-Gram Social Networking Concept)



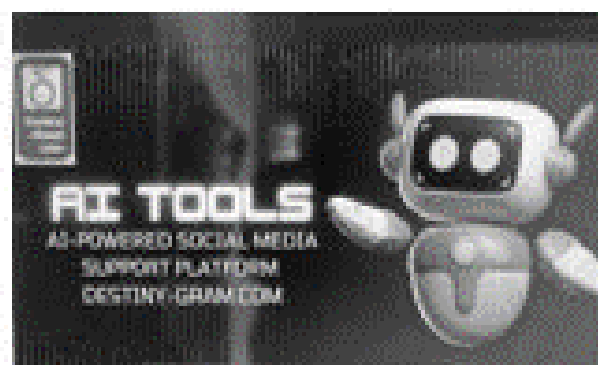
Think Big Sales Pitch (Full Power Point Presentation)
(Full Description - Books & Website)



THE Destiny-Gram Slide Show (YouTube Presentation)
(Presentation on Destiny-Gram Self-Assessment)



Destiny Books & Website Proposal Presentation
(Sales Pitch for Library Agent)



AI-POWERED SOCIAL MEDIA PLATFORM DESTINY-GRAM.COM
(Sales Pitch for Microsoft/ AI Anthropic)

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:

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

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 Destiny-Gram platform ("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 social media 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.

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
