

# DESTINY-GRAM

## PROPOSED CAMBRIDGE ALLIANCE



**FOUNDERS - STAKEHOLDERS  
IMPLEMENTATION TEAM  
& STRATEGY**

# DESTINY-GRAM - PROPOSED CAMBRIDGE ALLIANCE - STAKEHOLDERS



**Link** Greg is the 100% owner & **Managing Partner** of Think Big Partnership based in London & Malaga



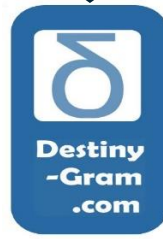
**Link** Think Big Partnership is a n M&A **Business Development Consultancy** based in UK, Spain, USA, & Peru



**Link** Aleks is ex-Managing Partner of Think Big Partnership & **Partnership Attorney** based in Lima & Miami

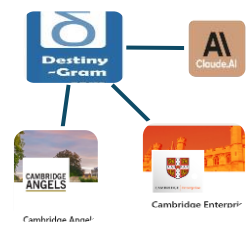


Maya is a global **Public Relations Consultant** based in Peru & Spain and potential **PR Advisor**



**Link**

Russ is an Enneagram Guru & potential **Chief Psychology Advisor**



**Cambridge Strategic Partnership**



**Link** Cambridge Angel(s) proposed Start-up **Pre-Seed Funding/ Equity Partner** in Destiny-Gram based in Cambridge



**Link** Greg is the 100% owner of Destiny-Gram IP and Co-Founder and **Designated CEO** of Destiny-Gram Ltd to be established/ based in Cambridge



**Link** Cambridge Enterprise proposed **Strategic/Minority Equity/IP Stakeholder Partner** in governance, research collaboration/ branding, support for commercialization of Destiny-Gram based in Cambridge & London



## START-UP TEAM



**Link**

Cambridge Enterprise and Cambridge University in combined roles of **AI/ML & Research Guidance/ Pilot Host/ MVP Co-Development/ IP Licensing/ Marketing & Networking/ Governance** of Destiny-Gram based in Cambridge & London . There will be several JV secondees/appointees to help – “*build it; validate it; ensure it is transparent/ protected/ usable/ impactful/ & scalable*”:

- **Board Observer/Advisor** (Nominated by CE, Governance participation -5% equity)
- **Technical Advisory Board Member(s)** ( AI/ML Faculty expertise & Research Guidance - 5% equity)
- **Research Collaboration Lead** (Academic partner for joint publications, grant applications, and research validation – 5%)
- **Cambridge Student Pilot Coordinator (5%)**: Academic staff overseeing student pilot testing program and educational partnerships

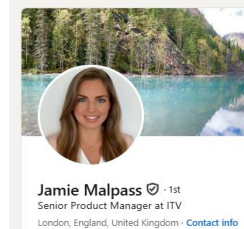
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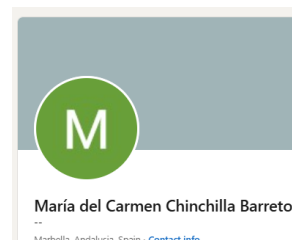
**Link** Matt, experienced Tech Start-up COO (currently in full-time employment) is Greg's Son-in-Law & Co-Founder **COO** elect **post Series A Funding**, based in London



**Link** Subra was recruited from Y-C co-founder network as **CTO** with Support Technical Officer for AI/ML/Azure experienced, based in London



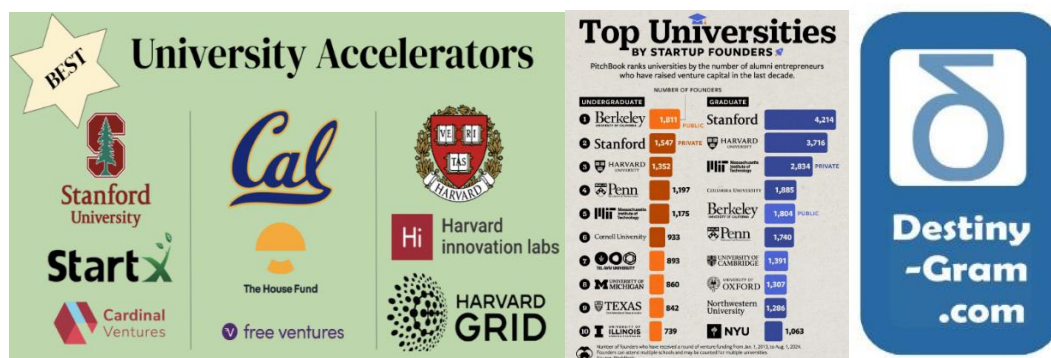
**Link** Jamie, experienced Tech CPO (currently in full-time employment) is Greg's Daughter & Co-Founder **CPO/ CMO** elect **post Series A Funding**, based in London



**Link** Maricarmen is the Founder's wife and potential **Marketing Officer** (Spanish speaking territories), based in Malaga

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## IMPLEMENTATION TEAM



### Executive Overview

Destiny-Gram represents a unique convergence of **family-committed leadership**, **world-class technical expertise**, and **strategic university partnerships** designed to transform AI-powered personal development into a scalable enterprise platform. With exceptional enterprise-grade coding already completed by Anthropic Claude Opus 4 and approved for immediate developer handover, the venture is positioned for immediate success through strategic Cambridge partnerships.

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### Core Team Structure

#### Founding Family Leadership (40% Equity)

- **Greg Malpass (20% - CEO):** 3-year concept developer, personal development author, and Think Big Partnership founder with deep psychological research expertise
- **Jamie Malpass (10% - CPO/CMO Elect):** Leading technical product manager at ITV X, committed to full-time transition post-Series A funding
- **Matthew Wright (10% - COO Elect):** Experienced entrepreneur with computer science background and previous CTO/Co-founder experience at Catwalk Ready, committed to full-time role post-funding

#### Core Technical Leadership (20% Equity)

- **Subra Beladakere (15% - CTO):** Y-Combinator recruited AI/ML specialist with full-stack development expertise, Azure cloud experience, and MLOps capabilities – day-one committed technical leader
- **AI/ML Advisory & Outsourcing Pool (5%):** Specialist AI/ML consultant network and potential equity incentives for critical technical expertise and outsourced development support

#### Cambridge Strategic Partnership (20% Equity)

- **Cambridge Technical Advisory Board (5%):** Senior faculty providing AI/ML expertise and research guidance
- **Cambridge Research Collaboration Lead (5%):** Academic partner for joint publications, grant applications, and research validation
- **Cambridge Student Pilot Coordinator (5%):** Academic staff overseeing 1,000+ student pilot testing program and educational partnerships
- **Cambridge Board Observer (5%):** Cambridge Enterprise strategic advisor with governance participation

#### Investment & Advisory Partners (20% Equity)

- **Cambridge Angels (10%):** Pre-seed funding partner providing £500K investment and Cambridge ecosystem access
  - **Russ Hudson (3%):** Renowned Enneagram authority as Chief Psychology Advisor
  - **Think Big Partnership** and other **Accelerators/Strategic Advisors (7%):** Legal, International PR/Marketing and expansion expertise
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## IMPLEMENTATION STRATEGY

### Cambridge Strategic Partnership Framework

#### Four-Pillar Cambridge Integration Model

##### 1. Cambridge Technical Advisory Board (5% Equity)

- Senior faculty providing cutting-edge AI/ML research insights
- Technical validation and peer review of platform algorithms
- Access to latest Cambridge AI research and methodologies
- Strategic guidance on technical roadmap and innovation

##### 2. Cambridge Research Collaboration Lead (5% Equity)

- Joint research publications in top-tier academic journals
- Grant funding applications (NSF, NIH, education foundations)
- Academic credibility and validation for enterprise sales
- Research partnership development with global universities

##### 3. Cambridge Student Pilot Coordinator (5% Equity)

- Management of 1,000+ student pilot testing program
- Educational partnership development across Russell Group
- Student outcome measurement and academic validation
- University network expansion and relationship management

##### 4. Cambridge Board Observer (5% Equity)

- Strategic governance and advisory participation
- Cambridge Enterprise representation in company decisions
- Academic-commercial bridge and partnership facilitation
- Long-term strategic planning and university relations

#### Implementation Timeline

- **Phase 1 (Months 1-6):** £500K pre-seed funding, Cambridge headquarters establishment, four-pillar Cambridge integration
- **Phase 2 (Months 6-12):** Full research partnership activation, student pilot execution, Russell Group proof-of-concept
- **Phase 3 (Year 2+):** International expansion leveraging Cambridge credibility, Series A funding preparation

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## Competitive Advantages

#### Technical Foundation

- **Enterprise-grade codebase** developed by Claude Opus 4, ready for immediate deployment
- **Committed CTO leadership** through Subra Beladakere's technical expertise and support
- **Proprietary assessment framework** integrating psychological research with AI personalization
- **Scalable architecture** designed for global university partnerships

#### Team Differentiation

Unlike typical young tech founders, Destiny-Gram offers:

- **Complete founding team** with committed technical leadership (Subra as CTO with specialist support)
- **Generational commitment** through family ownership ensuring long-term vision
- **Deep domain expertise** in psychology and personal development
- **Proven technical leadership** with enterprise product management experience
- **Strategic academic partnerships** providing immediate market validation



## Alternative Partnership Strategy

The Cambridge model is replicable across other top global innovation hubs:

- **US Options:** MIT Engine, Stanford StartX, Berkeley SkyDeck, Harvard Launch Labs, Carnegie Mellon CMU, NYU Entrepreneurial Institute
  - **European Alternatives:** Oxford Science Enterprises, Imperial College DSV, UCL Innovation & Enterprise
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## Investment Rationale

### Market Timing Convergence

- AI adoption reaching critical mass in education sector
- Growing demand for privacy-controlled personalization solutions
- University partnerships providing immediate validation pathway
- Post-pandemic acceleration in educational technology adoption

### Scalability Indicators

- **765-university US database** ready for immediate deployment
  - **Unit economics:** 5:1+ LTV:CAC ratio with 80% gross margins
  - **Complete technical team** with committed CTO leadership
  - **Clear path to £100M+ revenue** within 5 years through institutional partnerships
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## Cambridge Partnership Value Proposition

### For Cambridge Enterprise

- Leadership position in £150B AI-education market
- Research publication opportunities across four specialized roles
- Grant funding access and academic credibility enhancement
- Measurable student outcome improvements
- Case study for successful industry-academic collaboration

### For Destiny-Gram

- **Four-pillar expertise access** without operational dependency
  - Academic validation and global credibility
  - **Technical advisory** without diluting core team control
  - Ready student population for comprehensive pilot testing
  - International university network introductions
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## Conclusion

Destiny-Gram's refined stakeholder framework (University Research Pathway) combines long-term **Family-Commitment/Leadership** (40%), **Dedicated Technical Expertise** (20%), and **Strategic Four-Pillar Cambridge Partnership** (20%) together with **Investors/Accelerators/Advisors** (20%) - to create a uniquely positioned venture. With **Subra Beladakere** as day-one committed **CTO**, with specialist AI/ML technical support, Cambridge providing specialized advisory roles rather than operational dependencies, and **Matthew Wright** joining as a Technical **COO**, and **Jamie Malpass** as a Technical **CPO**, after launch/Series A funding, the venture offers optimal risk distribution and expertise access.

**The team's complete founding structure, combined with Cambridge's four-pillar academic excellence, creates an unparalleled foundation for transforming Destiny-Gram into the world's leading AI personalization platform.**