Destiny-Gram

BUSINESS PROPOSAL

Destiny -Gram .com

AI-POWERED PERSONAL PROFILING & MENTORING PLATFORM

CAMBRIDGE ANGELS

UNIVERSITY OF CAMBRIDGE enterprise

Cambridge Angels & Cambridge Enterprise Partnership Opportunity

July 7th, 2025

POTENTIAL PARTNERS

Potential Partners

https://www.cambridgeangels.com/angels

Emmi Nicholl, Managing Director

**LinkedIn https://www.linkedin.com/in/emmi-nicholl-186b2a7/**

"Cambridge Angels are some of Europe's leading early-stage investors. Our group provides smart capital from investors who are themselves exited entrepreneurs. My role is to help Cambridge Angels develop its reach by building networks to attract high quality investment opportunities. I get to talk to founders who are seeking funding and learn a lot about a huge variety of tech businesses."

https://www.enterprise.cam.ac.uk/

Dr Jim Glasheen, Chief Executive

LinkedIn https://www.linkedin.com/in/jim-glasheen-36510712/
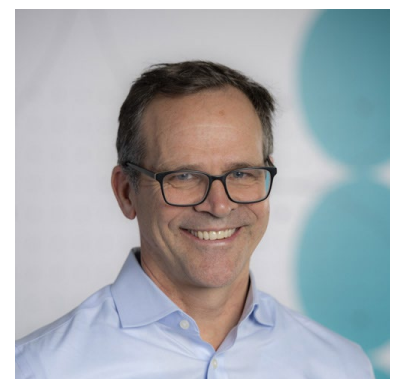
"As the innovation arm of the University of Cambridge, we are responsible for supporting the translation of Cambridge research to create globally leading economic and social impact. Cambridge Enterprise is uniquely positioned to introduce companies to world-class academics, their pioneering research and their emerging technologies."

SUMMARY

Insights by
Mustafa Suleyman, CEO Microsoft AI
"Your digital companion and confidant is coming."

The Problem

Every day, millions of students and professionals receive identical AI responses despite having vastly different backgrounds, goals, and learning styles. Current AI systems treat a confident, experienced Cambridge PhD candidate the same as perhaps a less confident, reserved first-year undergraduate, a Silicon Valley executive the same as a career-changing teacher. This "one-size-fits-all" approach wastes human potential and leaves £150B in value on the table.
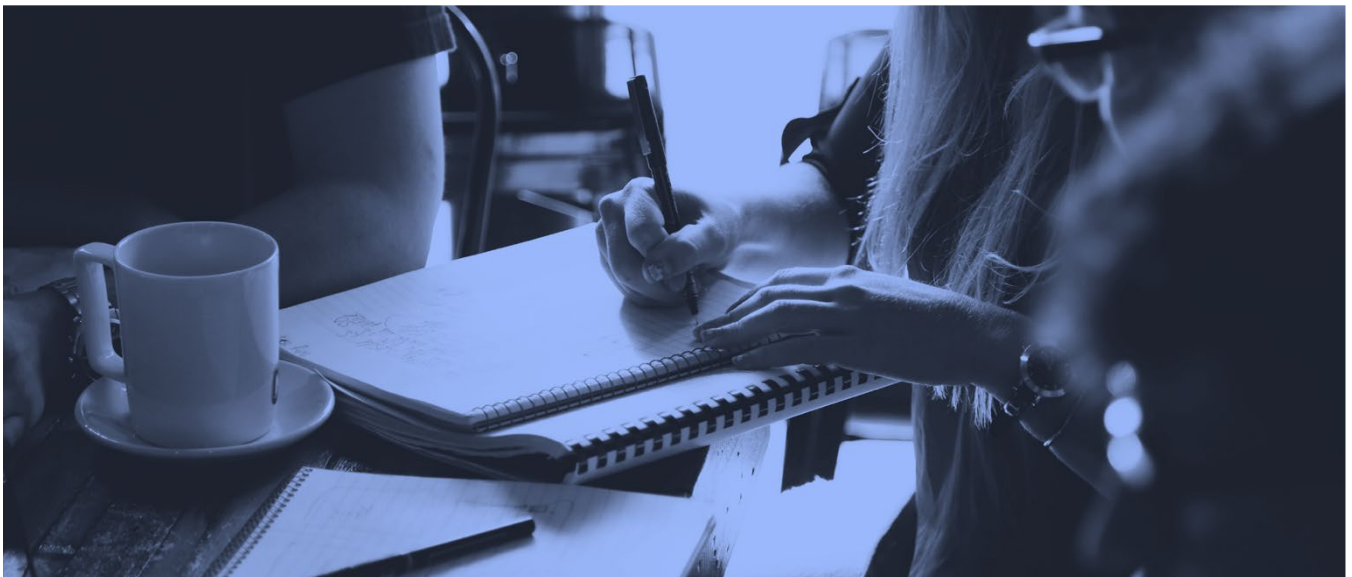
Destiny-Gram solves the £150B AI personalization gap by creating secure, user-controlled profiles that transform generic AI responses into hyper-personalized guidance.
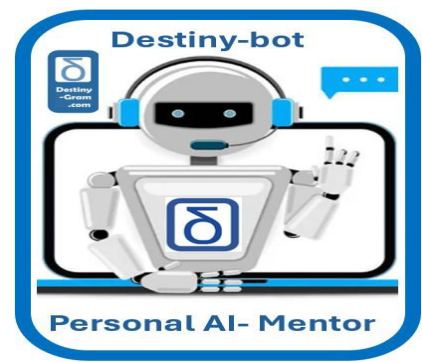
Our long-term Vision is Destiny-Gram becoming the Cambridge-born company that solves AI personalization globally, establishing Cambridge as the leading hub for ethical AI development.

WHAT AI SAYS ABOUT PERSONALIZED AI-MENTORING
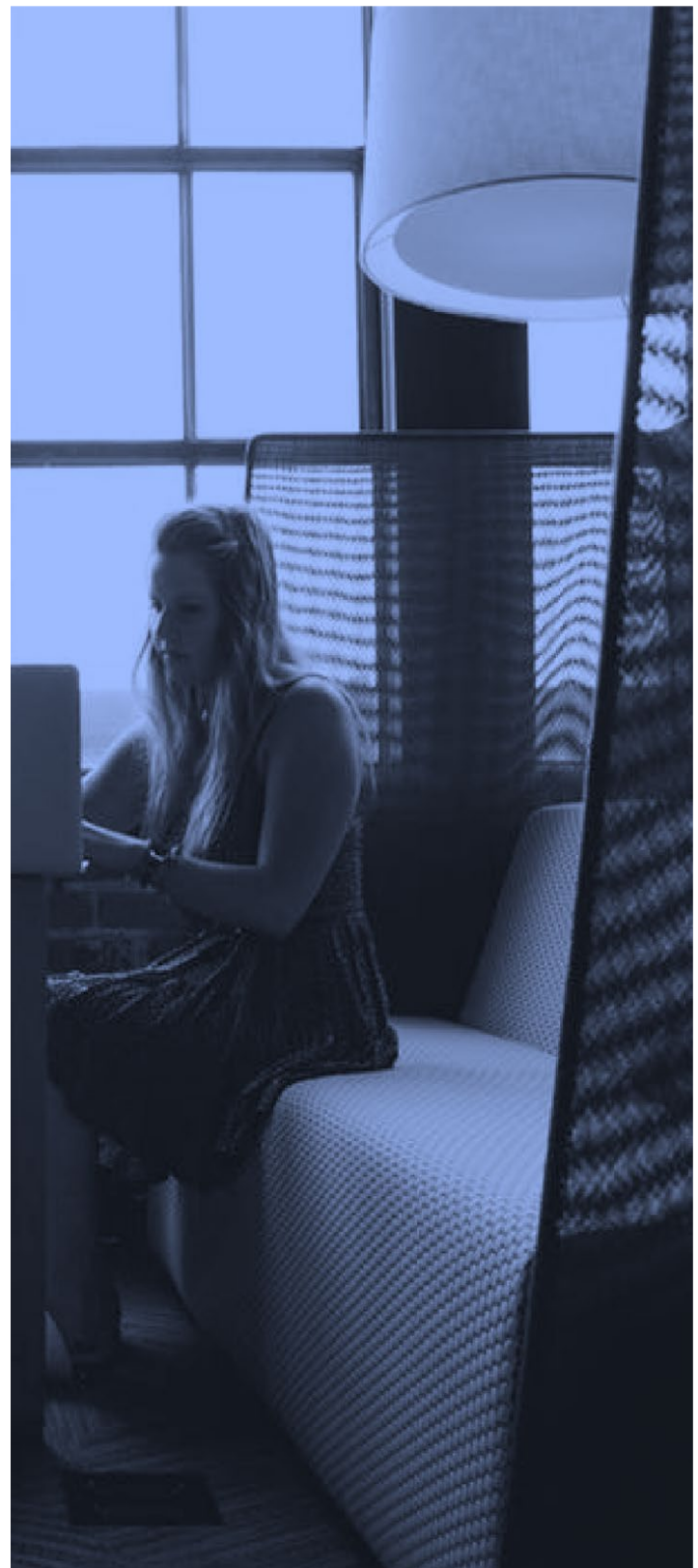
SUMMARY

How it works

"Our goal is for every AI-chatbot user to have a highly personalized but secure AI-produced profile, enabling hyper-personalized AI-mentoring. Cambridge gives us the credibility and research foundation to make this vision a global reality."

The Solution

Our solution creates comprehensive user profiles through validated psychological assessments and academic background analysis, delivering AI that knows you as well as a university professor who's worked with you for years. Testing shows consistent 62% improvement in AI response relevance across all interactions.

The Opportunity

We're seeking £500K pre-seed funding alongside Cambridge Enterprise partnership to establish our global headquarters in Cambridge, build our MVP and leverage the University's world-class AI research ecosystem, piloting and then scaling through institutional partnerships worldwide, with a clear path to £100M+ revenue within 5 years.

SUMMARY

ChatGPT

$300M-$1B revenue range by 2028

Market Potential

The Market

- 20M+ US/UK university/college students seeking personalized guidance
- 900M LinkedIn young professionals requiring career development
- Global AI chatbot market: £15.5B by 2028
- Higher education AI market: £3.2B by 2025

Why We Win

Our contrarian belief: The AI personalization problem isn't about collecting more data—it's about collecting the right data intentionally. While competitors harvest everything, we build purposeful profiles with complete user data sovereignty. This creates competitive advantage, not liability.

Current Traction

- ✅ Profile Assessment Engine: 150+ validated questions with scoring algorithms. Complete data schema, 900+ pages proprietary code independently validated
- ✅ AI Integration Framework: Claude API integration with proven 62% improvement
- ✅ University Pipeline: UK University pilot ready (10K students)
- ✅ International Interest: Malaga University and UPC Barcelona discussions
- ✅ Technical Validation: A/B testing proves consistent improvement

Cambridge Strategy

Phase 1 (Months 1-6): £500K pre-seed funding, establish Cambridge headquarters, recruit Cambridge-educated talent, begin Enterprise collaboration

Phase 2 (Months 6-12): Formal Cambridge Enterprise research partnership, pilot testing with Cambridge (and other selected Universities) students, joint research publications, proof-of-concept for Russell Group universities

Phase 3 (Year 2+): Leverage Cambridge credibility for international partnerships, scale to Ivy League institutions, Series A funding with Cambridge as anchor case study
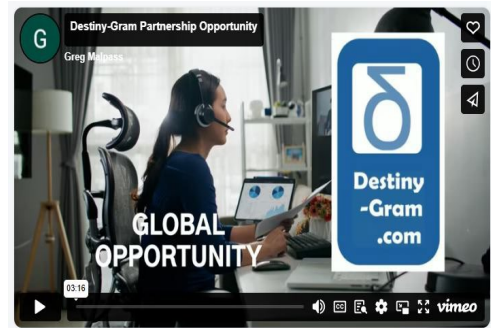
Short Video Intro

CAMBRIDGE ANGELS & CAMBRIDGE ENTERPRISE PARTNERSHIP OPPORTUNITY

Executive Summary

Destiny-Gram solves the £150B AI personalization gap by creating secure, user-controlled profiles that transform generic AI responses into hyper-personalized guidance. We're seeking **£500K pre-seed funding** and **Cambridge Enterprise partnership** to establish our global headquarters in Cambridge and leverage the University's world-class AI research ecosystem.

Key Metrics:

- 62% improvement in AI response relevance (validated)
- 3 universities expressing pilot interest (10K+ students)
- First-to-market in structured AI personalization
- Clear path to £100M+ revenue within 5 years

The Problem: The AI Personalization Gap

Current Reality: AI systems provide identical responses to everyone despite having vastly different backgrounds, goals, and learning styles.

The Pain Point:

- Students constantly re-explain context to AI tutors
- Career guidance ignores individual experience and aspirations
- Learning recommendations don't match personal learning styles
- Context is lost between AI interactions and platforms

Market Evidence:

- 83% of users believe informed AI responses would be "significantly more helpful"
- 82% express privacy concerns about data harvesting for personalization
- Universities spend millions on AI tools that can't deliver truly personalized education

PROPOSAL
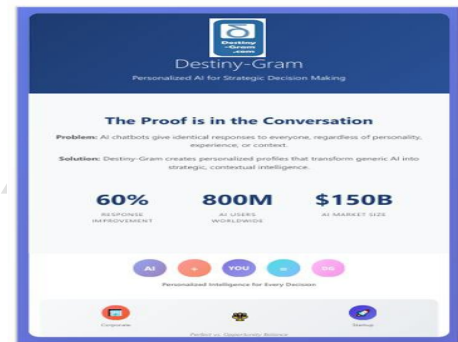
Concept Verification

Our Solution: User-Controlled AI Profiles

Destiny-Gram creates comprehensive user profiles through:

- Validated psychological assessments (150+ questions)
- Academic background analysis
- Career aspiration mapping
- LinkedIn API integration
- Writing sample analysis

The Result: AI that knows you as well as a university professor who's worked with you for years, but with the knowledge base of the entire internet.

Proof of Concept: Our testing shows consistent 62% improvement in response relevance across all AI interactions.

Why Cambridge? Strategic Partnership Vision

Cambridge Angels Investment Rationale

1. Market Timing Perfection

- AI adoption reaching critical mass in education
- Growing demand for privacy-controlled personalization
- University partnerships provide immediate validation pathway

2. Technical Credibility

- Cambridge's world-renowned AI research reputation
- Access to cutting-edge machine learning expertise
- Validation from Europe's leading academic institution

3. Scaling Infrastructure

- Proximity to London's fintech ecosystem (GDPR compliance expertise)
- Access to international talent pipeline
- Strategic location for European expansion

PROPOSAL
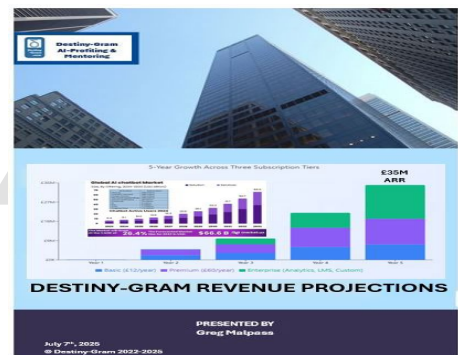
Revenue Projections

Benefits

Cambridge Enterprise Partnership Benefits

For Cambridge:

- Leadership position in £150B AI-education market
- Research publications in top-tier journals
- Grant funding opportunities (NSF, NIH, education foundations)
- Measurable student outcome improvements
- Case study for successful industry collaboration

For Destiny-Gram:

- Academic validation and credibility
- Access to world-class AI research
- Student pilot testing population
- Research collaboration opportunities
- Global university network introductions

Market Opportunity: Path to £100M Revenue

Market Size Drivers

- **19.25M US college students** seeking personalized guidance
- **900M LinkedIn professionals** requiring career development
- **Global AI chatbot market:** £15.5B by 2028
- **Higher education AI market:** £3.2B by 2025

Revenue Model Progression

Year 1: 10,000 university students × £12 = £120K **Year 2:** 225,000 users (80% core £12, 20% premium £60) = £5M
Year 3: 337,500 users + enterprise additions = £10M **Year 4-5:** Scale to 1M+ users across universities, professionals, and enterprises £25M+ ARR

Revenue Streams

- Core subscriptions (£12/year)
- Premium subscriptions (£60/year)
- Enterprise licenses (custom pricing)
- API licensing to platforms
- International university partnerships

PROPOSAL

Competitive Advantage: Our Unique Insight

Contrarian Belief: The AI personalization problem isn't about collecting more data—it's about collecting the *right* data intentionally.

Why We Win:

1. **Quality Over Quantity:** While competitors harvest everything, we build purposeful profiles
2. **User Data Sovereignty:** Complete user ownership creates competitive advantage, not liability
3. **API Integration Strategy:** Leverage existing AI infrastructure rather than building proprietary systems
4. **Privacy-First Architecture:** GDPR compliance by design, not retrofitting

Technical Moat: Our profile structure is engineered specifically for AI comprehension through sophisticated prompt engineering and vector embeddings.

Current Traction & Validation

Built and Functioning

- **Profile Assessment Engine:** 150+ validated questions with scoring algorithms
- **AI Integration Framework:** Claude API integration with 62% improvement demonstrated
- **Technical Architecture:** Complete data schema, 800+ pages of coding, and visualization components

Market Validation

- **University Interest:** Swansea University pilot ready (10K students)
- **International Discussions:** Malaga University and UPC Barcelona expressing interest
- **User Research:** 200+ users confirming value proposition
- **Technical Validation:** A/B testing proves consistent improvement

Team Strength

- **Greg Malpass (CEO, 41%):** 3 years concept development, MBA London Business School
https://www.linkedin.com/in/greg-malpass-b135357/
- **Subrahmanya Beladakere (CTO, 39%):** AI/ML expertise, full-stack development
https://www.linkedin.com/in/subra-beladakere-anantha-ramu-b99404105/
- **Matthew Wright (COO, 20%):** Previous CTO/Co-founder experience
https://www.linkedin.com/in/matthew-wright-241289b/

PROPOSAL

Pilot Testing

Cambridge Strategy: Dual-Track Approach

Phase 1: Angel Investment & Setup (Months 1-6)

- £500K pre-seed funding through Cambridge Angels
- Establish Cambridge headquarters and UK company structure
- Recruit Cambridge-educated technical talent
- Begin Cambridge Enterprise collaboration discussions

Phase 2: University Partnership (Months 6-12)

- Formal Cambridge Enterprise research partnership
- Pilot testing with Cambridge students (1,000+ participants)
- Joint research publications and grant applications
- Proof-of-concept for other Russell Group universities

Phase 3: Global Expansion (Year 2+)

- Leverage Cambridge credibility for international partnerships
- Scale to Ivy League and top-tier European institutions
- Enterprise product development with Cambridge research backing
- Series A funding with Cambridge as anchor case study

Investment Terms & Use of Funds

EXPENSE CATEGORY	TOTAL
Team Costs/Admin	£125,000
R&D (Revised)	£125,000
Sales & Marketing	£250,000
TOTAL EXPENSES	£500,000

Funding Requirement: £500K Pre-Seed

Fund Allocation:

- **40% - Product Development & Marketing:** Complete MVP, enterprise-grade infrastructure
- **25% - Cambridge Operations:** UK entity setup, headquarters, initial team
- **20% - University Pilots:** Cambridge and 2 additional institutions
- **10% - Regulatory & Compliance:** GDPR banking-level security implementation
- **5% - Cambridge Enterprise Partnership:** Research collaboration setup

Expected Milestones (12 Months)

- 10,000+ active student users across 2-3 universities
- £120K+ annual recurring revenue (assuming pilot student charges)
- Cambridge research partnership formalized
- 2-3 peer-reviewed publications submitted
- Series A preparation with £2-8M target

PROPOSAL

Student Presentation

The Cambridge Advantage: Why This Matters Now

Timing Convergence:

- Cambridge's AI research at global forefront
- Educational technology adoption accelerating post-pandemic
- Privacy regulations creating demand for user-controlled solutions
- University partnerships becoming essential for EdTech credibility

Strategic Value for Cambridge Angels:

- First-mover advantage in AI personalization
- Portfolio company with immediate university validation
- Cross-pollination opportunities with other Cambridge ventures
- Global scalability with academic credibility foundation

Long-term Vision: Destiny-Gram becomes the Cambridge-born company that solves AI personalization globally, establishing Cambridge as the leading hub for ethical AI development.

Next Steps

Immediate Actions (Post-Meeting)

1. **Due Diligence Package:** Complete technical review, financial projections, legal documentation
2. **Cambridge Enterprise Introduction:** Formal meeting with innovation team
3. **Student Focus Groups:** Organize Cambridge student testing sessions
4. **Partnership MOU:** Draft Cambridge Angels investment and Enterprise collaboration terms

30-Day Timeline

- **Week 1:** Complete due diligence review
- **Week 2:** Cambridge Enterprise partnership discussion
- **Week 3:** Term sheet negotiation and student pilot design
- **Week 4:** Investment close and Cambridge operations launch

PROPOSAL

Pitch Deck Full Presentation

Contact & Follow-up

Greg Malpass MBA BSc CEng
Founder & CEO, Destiny-Gram
Phone: +44 7850 230692
Email: destinyinvestors@btinternet.com
LinkedIn: https://www.linkedin.com/in/greg-malpass-b135357/

Meeting Scheduled: July 16th, 10:30 AM UK time

Available for immediate follow-up calls with:

- Cambridge Angels investment committee members
- Cambridge Enterprise partnership team
- Technical due diligence reviewers
- University pilot coordinators

"Our goal is for every AI-chatbot user to have a highly personalized but secure AI-produced profile, enabling truly hyper-personalized AI mentoring. Cambridge gives us the credibility and research foundation to make this vision global reality."

Revenue Model

University Pilot Test

Independent Technical Review

USA

Launching in the USA

Footnote:

Strategic Partnership Framework - Alternative Implementation Note:

While this proposal focuses on the Cambridge Angels and Cambridge Enterprise partnership opportunity, the fundamental business model and revenue framework outlined above is deliberately designed for replication across multiple prestigious university ecosystems. Should Cambridge decline this partnership, equivalent strategic frameworks are under consideration with:

US Innovation Hubs: • MIT Engine (Boston) - Partnership with New England VCs • Stanford StartX (Silicon Valley) - Integration with Sand Hill Road investors
• Berkeley SkyDeck (Bay Area) - Collaboration with UC system and local angels • Harvard Launch Labs (Boston) - Joint venture with Cambridge-area venture capital

Alternative UK/European Partners: • Oxford Science Enterprises (OSE) - Direct competitor partnership model • Imperial College London DSV - London-based angel and VC networks • UCL Innovation & Enterprise - UK alternative with similar research credibility

Each alternative partnership would leverage the same core advantages: prestigious university validation, access to student populations, research collaboration opportunities, and credible academic backing for enterprise sales. The 765-university US database and unit economics (5:1+ LTV:CAC, 80% gross margins) provide immediate value regardless of the chosen academic partner.

This Cambridge partnership represents a time-sensitive opportunity for exclusive UK market leadership and preferred international expansion positioning. Alternative partnerships would proceed with similar financial projections but different geographic and network advantages.

Decision timeline: 60 days from proposal date to ensure optimal partnership selection and market entry timing.

Greg Malpass MBA BSc CEng
Malaga, 07/07/2025

PITCH DECK
Documents

Student Intro to Pitch Deck

confidential
STARTUP INVESTORS PITCH-DECK

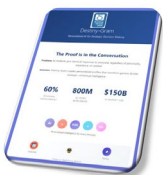**CHATGPT AS YOUR PERSONAL ASSISTANT**

GDPR

One-Pager   Investor REOI   University REOI   Literary Agent REOI

Concept Verification   Investor Pitch Short Video   Student/User   Founder Intro Video

Website Map (Holding Page)   Full Technical Review   PhD Research Proposal   Due-Diligence & IP Docs   YC-Investor Application Review Qtr3, 2025

Pitch Deck Power-Point   Pitch Deck Report   Corporate Plan   Investor Pitch Full Video
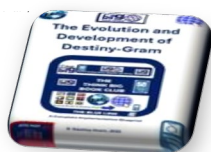
Accelerated Dev Programme   Full Information Memorandum   University Partner Engagement Terms   Equity/Funding Sample Terms   Partnership Examples

The Destiny-Gram History/Evolution   Launch 2022   Launch USA   Destiny Rap Video

The Destiny Experience

Book Themes

Literary Agent Presentations

Book Review

Competitor Analysis – Comparison with X.x.AI

Malaga

Intellectual Property

SWOT Analysis
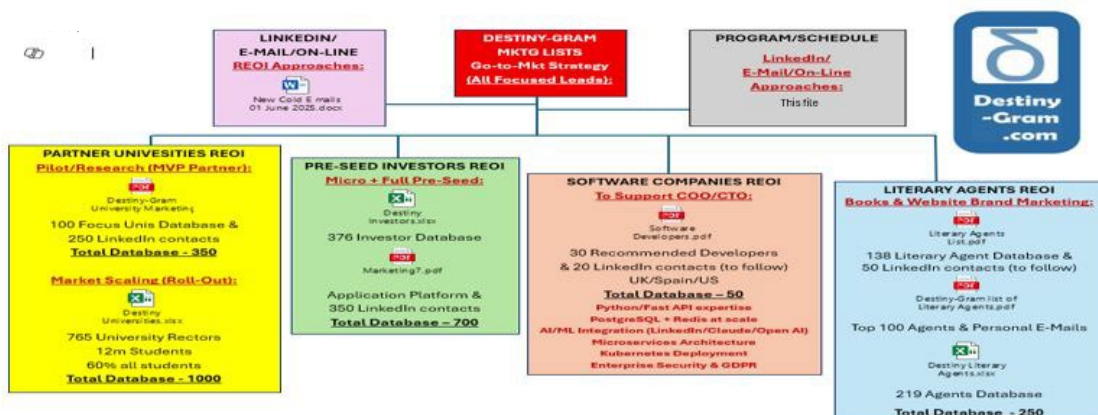
Information Memorandum

RoadMap

Confidential

Architectural Review

Revenue Model

Micro Funding

Destiny-Gram Networking Structue & Data Bases

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