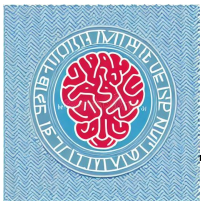


me.ai

**Team-4: Abhishek Kothari, Ananth Bhoj,
Ben Wang, Bhopal Singh, Yangwen Liang**

ELPP Global Fall 2023

Berkeley Sutardja Center for
Entrepreneurship & Technology
COLLEGE OF ENGINEERING



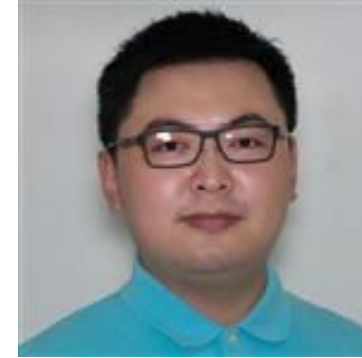
Our Team



**Abhishek Kothari – CEO
GS**



**Ananth Bhoj - CTO/CDO/CISO
Applied Materials**



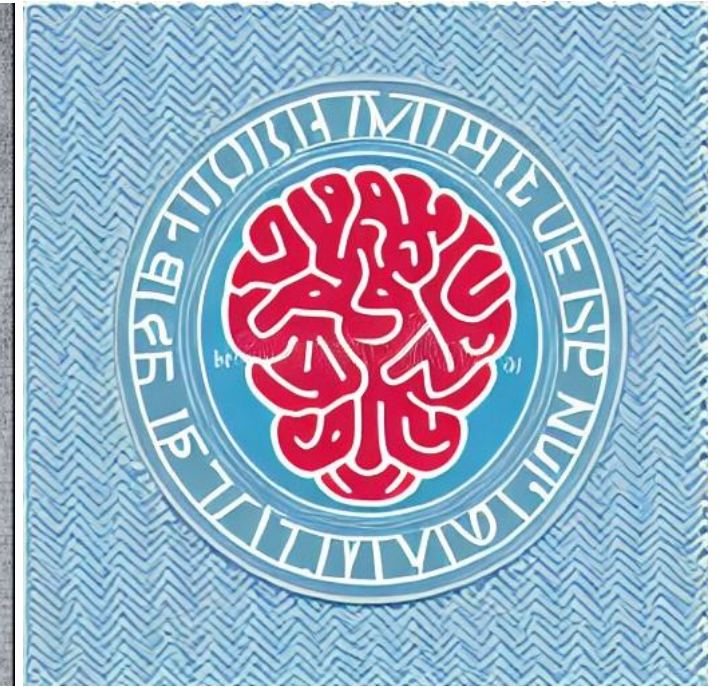
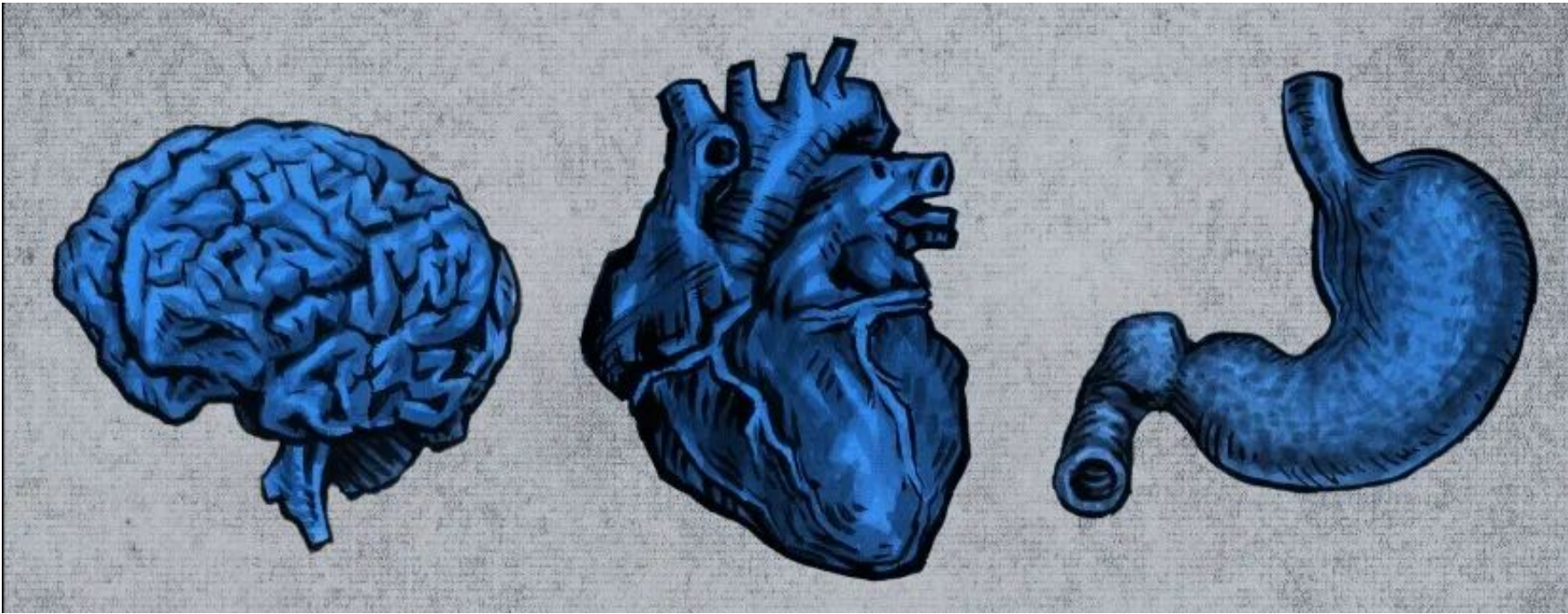
**Ben Wang - CPO
Applied Materials**



**Bhopal Singh – CFO
Yahoo**



**Yangwen Liang - CMO
Samsung**



Brain #1

Brain #2

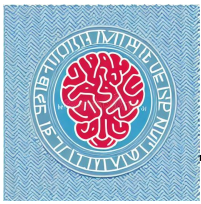
Brain #3

Brain #4

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Picture of the 3 brains courtesy: https://medium.com/@joemechlinski_9502/understanding-the-three-brains-in-our-body-and-their-critical-role-at-work-d1715ae62bff
Picture of the 4th brain: <https://deepai.org/machine-learning-model/logo-generator>

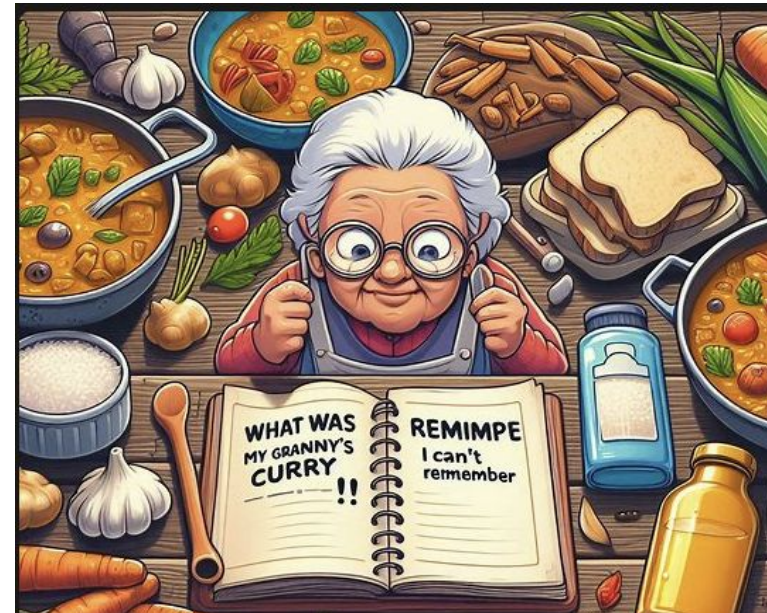


Memory and Quality of Life

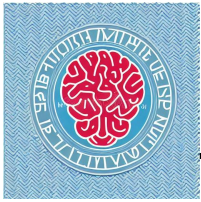
Anniversary's coming up.....What do I get her this time? What does she like that I have not gotten her yet?



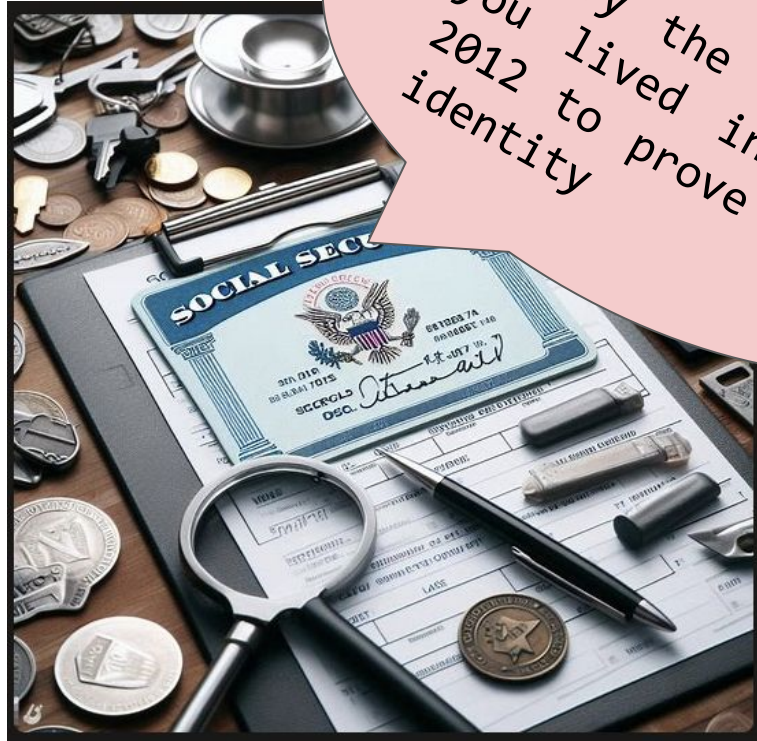
Granny's recipe would have been perfect for this party 😞



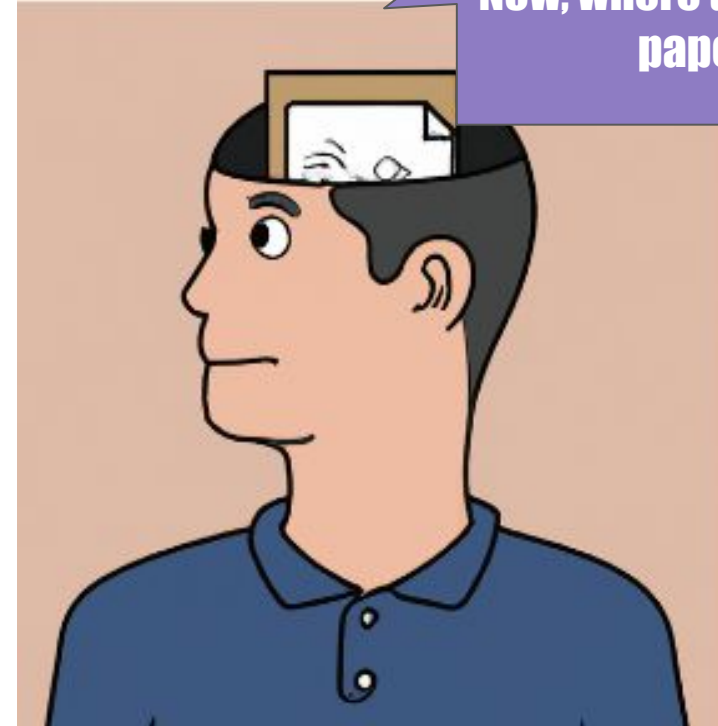
- **Busy, eventful lives – work, stories, experiences, transactions**
- **Essential role of Memory for Quality of Life**



Memory and Transactions: Data Overload!

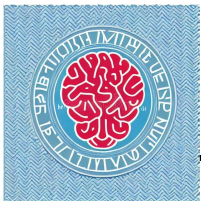


Verify the address you lived in year 2012 to prove your identity



Now, where did I keep my tax paperwork?

- Exponential growth and use of data in all fields!
- Memory lapses lead to stress and disorder in life



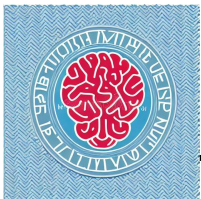
Memory Insurance?

- Various forms of insurance to protect your health, loved ones and assets



- Restore Memory Gaps
- Short term: forgetting something?
- Long-term memory decline





Need: Memory Decline is \$Expensive!

Alzheimer's Disease
(AD)/Dementia Facts (2019 Data)

Per Person

\$ 23,796

Direct Medical Cost

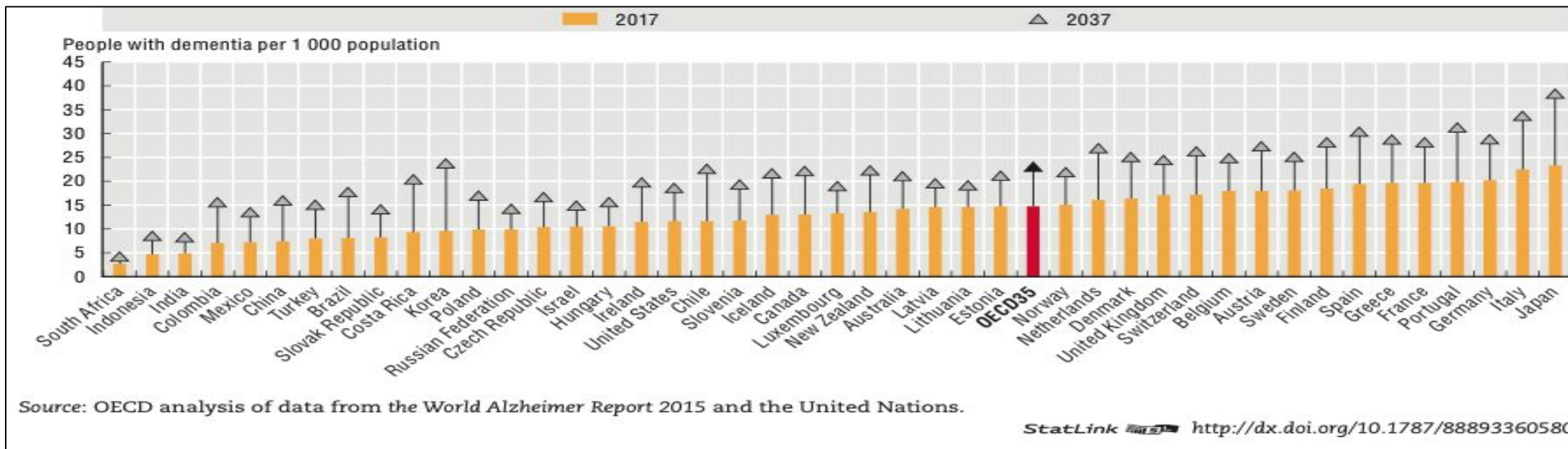
\$213 B

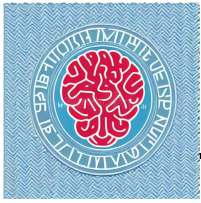
Social Sector Cost (LTC)

\$448 B

Total cost of informal care

\$651 B





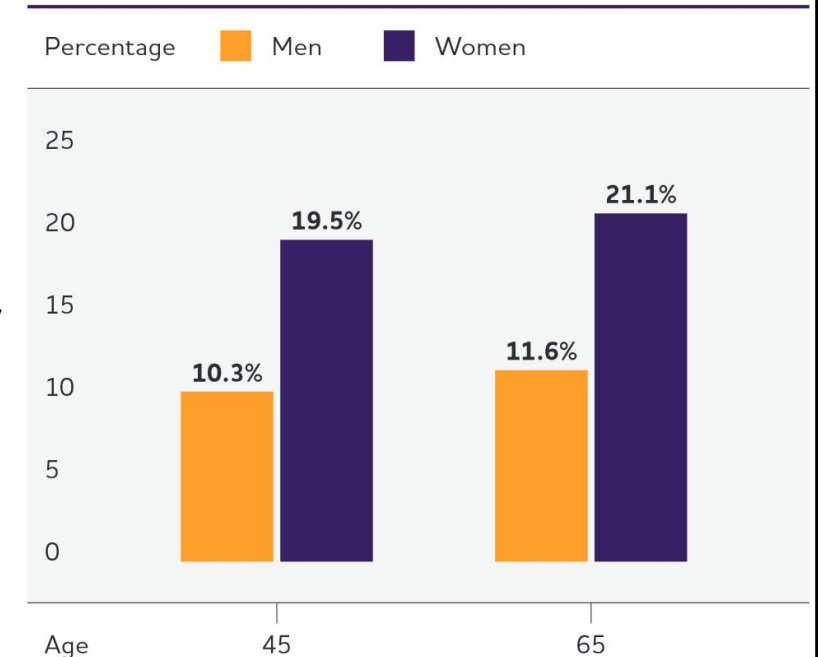
Research: Customer discovery

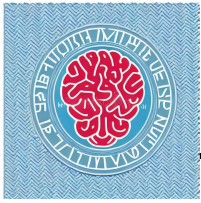
- Dementia/AD patient caregivers
- Age group (40s - early 60s) at significant lifetime risk of AD

Validation:

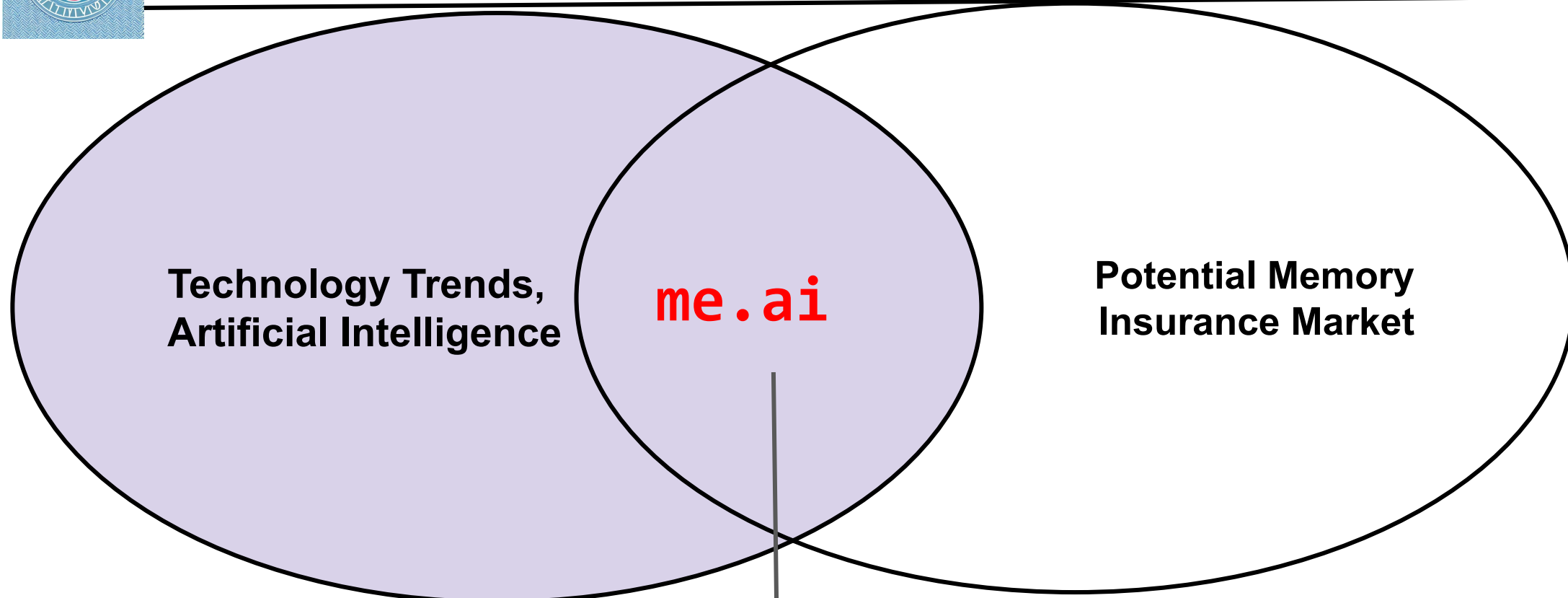
Small group conversations indicate interest in a product that offers promise of memory reliability

Estimated Lifetime Risk for Alzheimer's Dementia, by Sex, at Ages 45 and 65

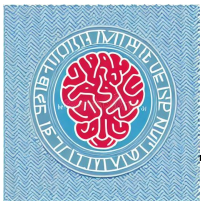




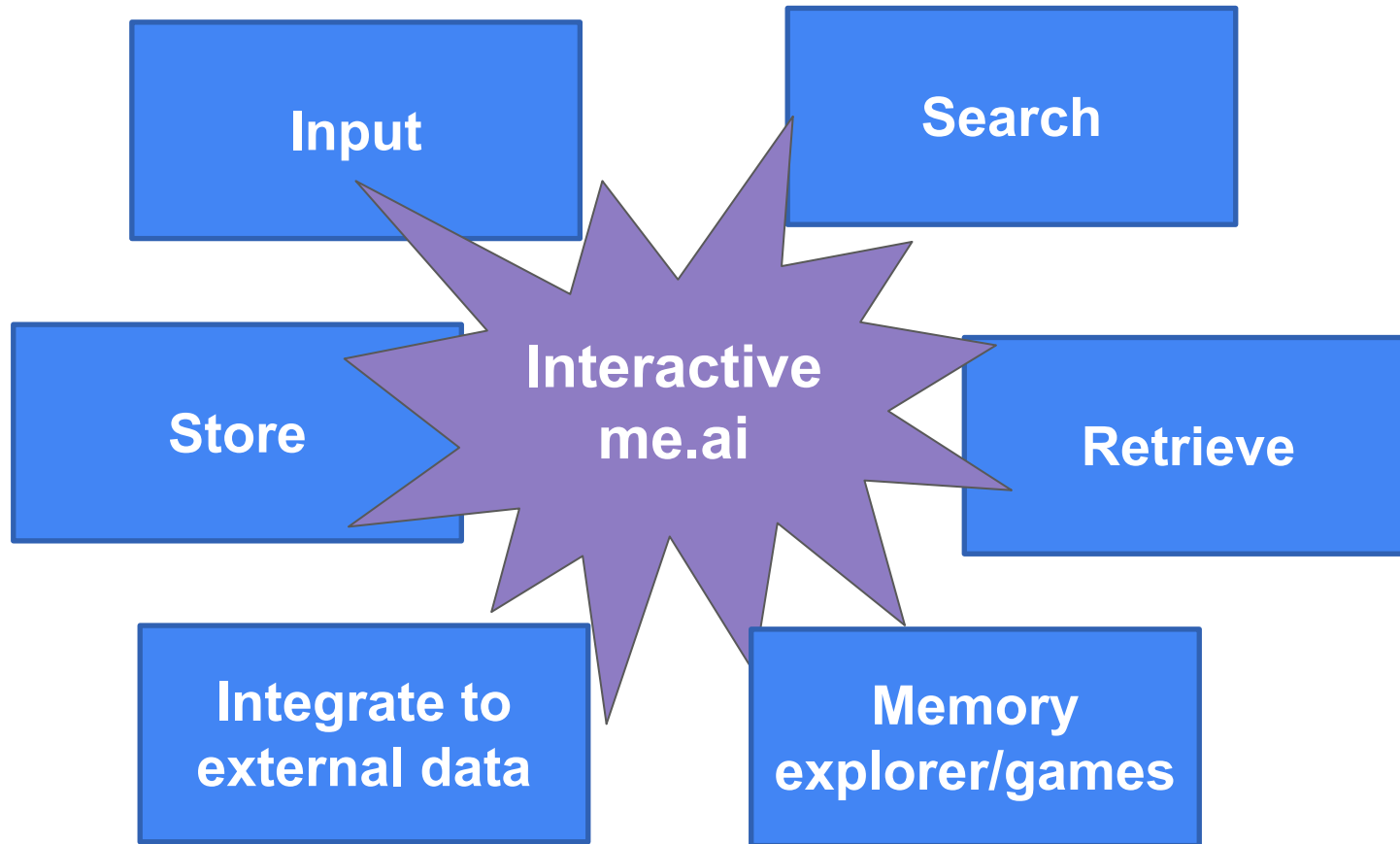
Trends in Tech/AI x Memory Insurance

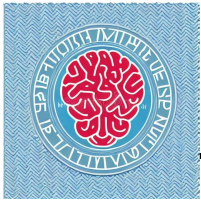


- **Memory Preservation**
- **Better decision making**
- **Accessible, low-cost**



me.ai : Tech-centric Approach to Reliable Memory





me.ai: Features

- **Access anywhere, multi-device support**



- **AI : Context relevant, cognitive stimulation**

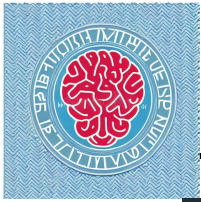


- **Multi-user, role-based access**

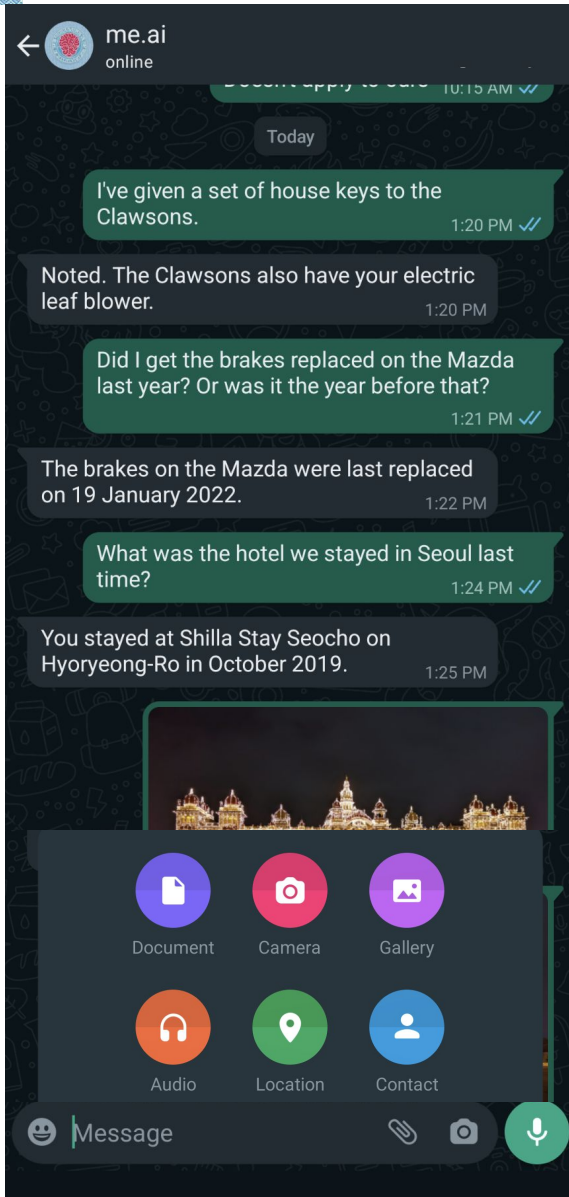


- **Privacy and Legal: Encryption, categorized confidentiality level.**

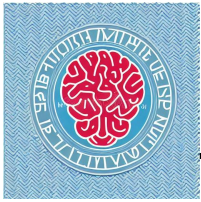




me.ai: User Experience

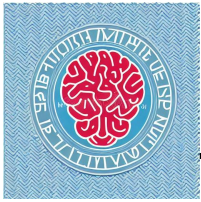


- **Easy to use: like Whatsapp**
- **Intelligent Interaction: voice, text, images, videos**
- **Users: Build personal memory database over years**
- **AI: Longer-term context, search and retrieval**
- **Caregivers: Usability, accessibility, convenience**



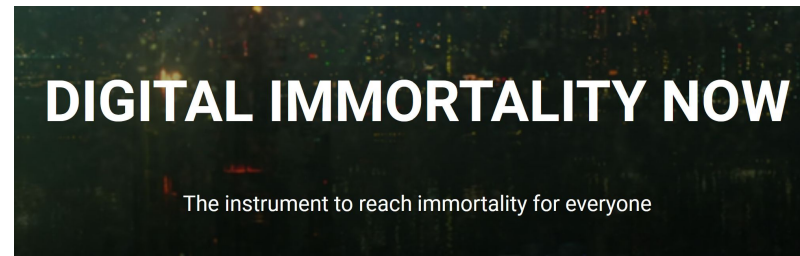
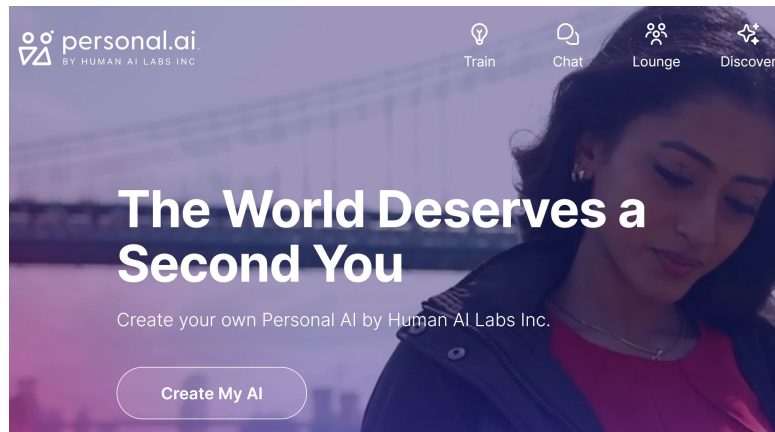
Memory Caregiver features

- **Partial list of possible tools for caregiving:**
 - **Medication management**
 - **Memory stimulation games, exercises**
 - **Medical expert guide for AD/dementia**
 - **Symptom history tracker**



Competition

- **Our concept is the only one that is focused around memory:**
 - **Building personalized, long-term context-aware memory**
 - **Can Share with trusted partner or family member**
 - **Specifically designed features for AD caregivers**

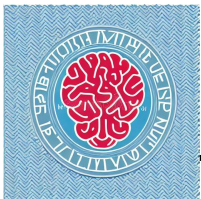


Here  After

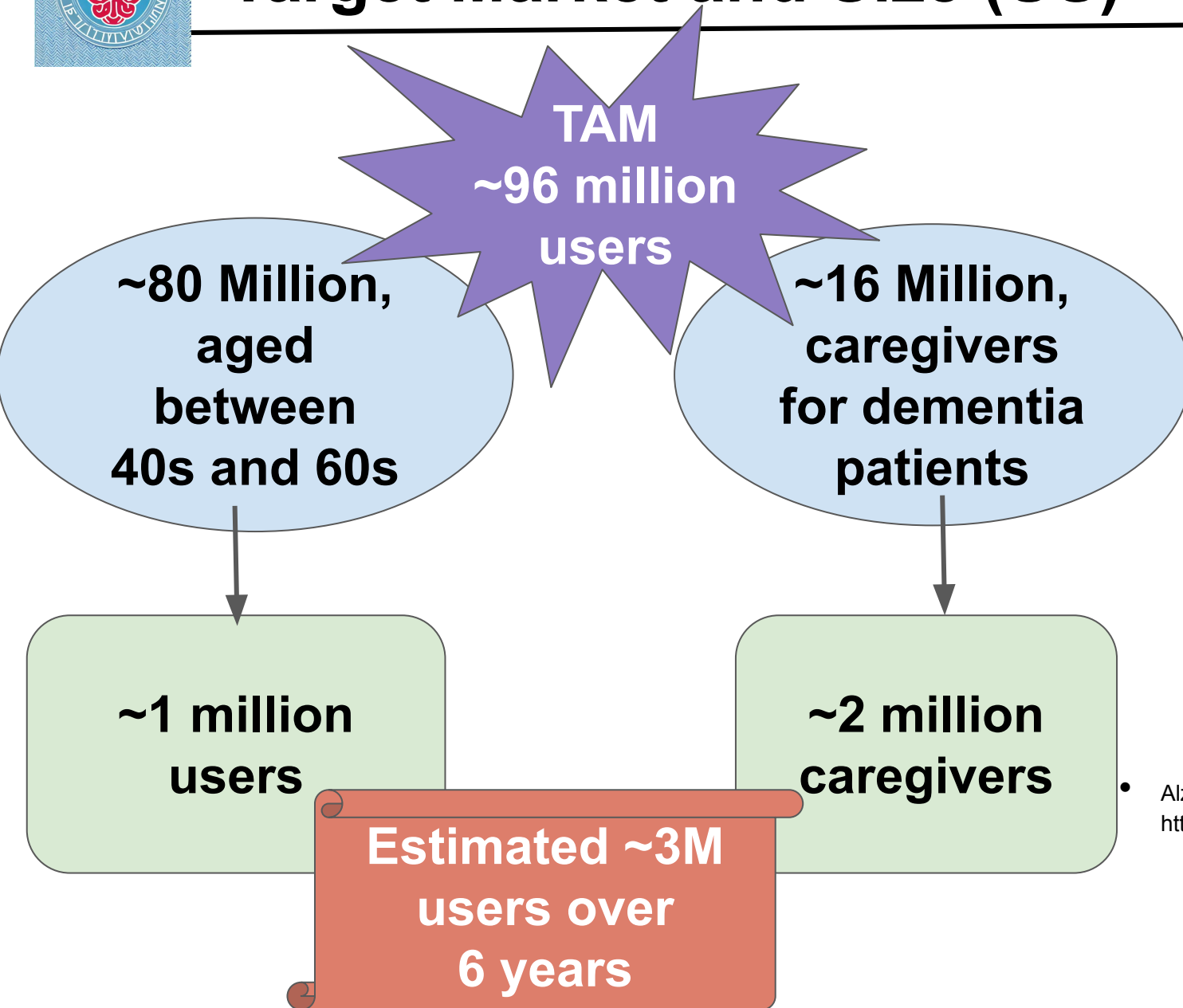
Your stories and voice. Forever.

Preserve memories with an app that interviews you about your life. Then, let loved ones hear meaningful stories by chatting with the virtual you.

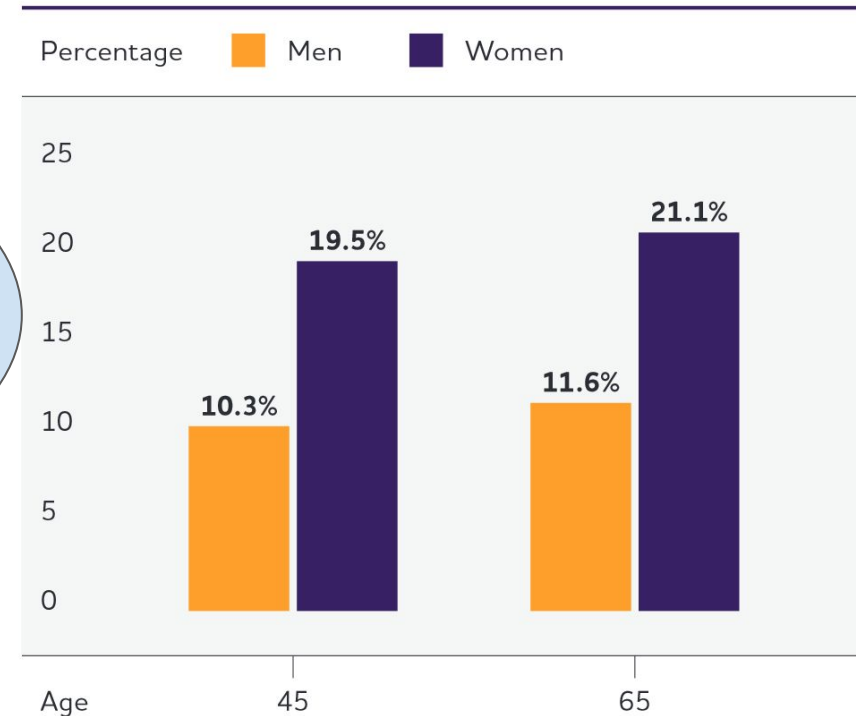




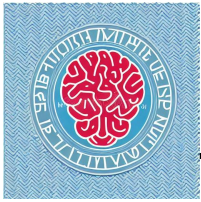
Target Market and Size (US)



Estimated Lifetime Risk for Alzheimer's Dementia, by Sex, at Ages 45 and 65



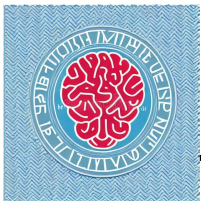
Alzheimer's Facts and Figures:
<https://www.alz.org/media/Documents/alzheimers-facts-and-figures.pdf>



Pricing and Financial Model



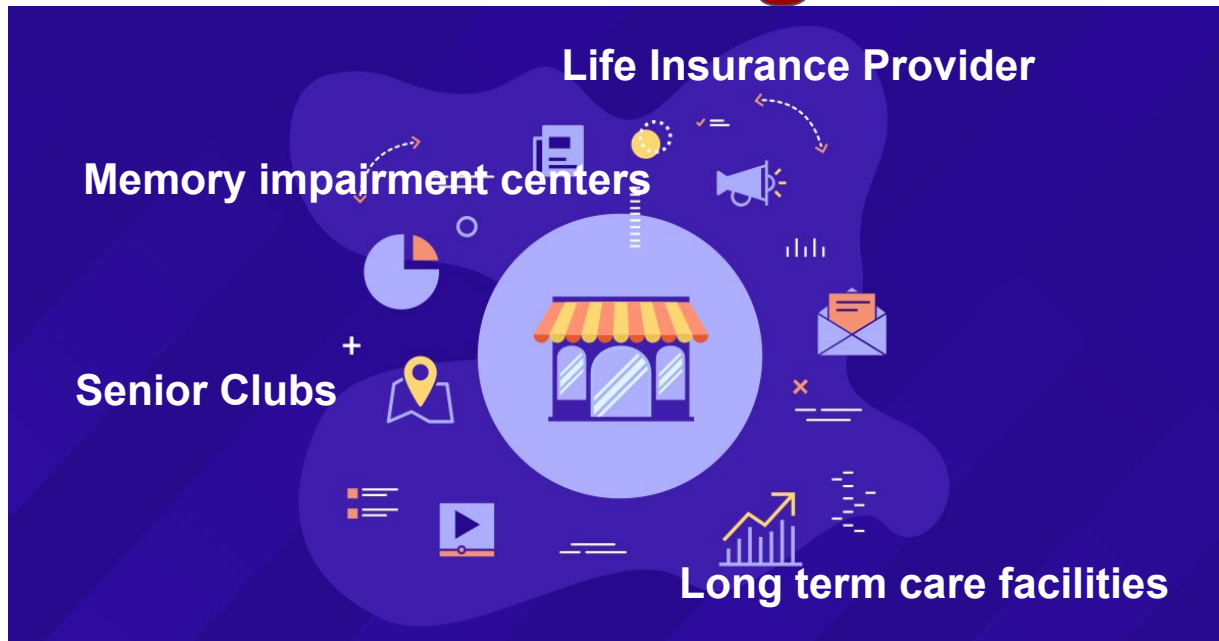
Subscription per user:
\$9.99 monthly
\$99.99 annually – ONLY



Go To Market

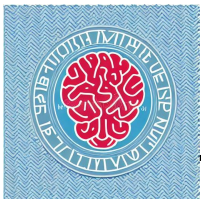
- “Personal memory that lasts forever”
- Freemium model for all users and then upsell...

Offline Marketing



Online Marketing

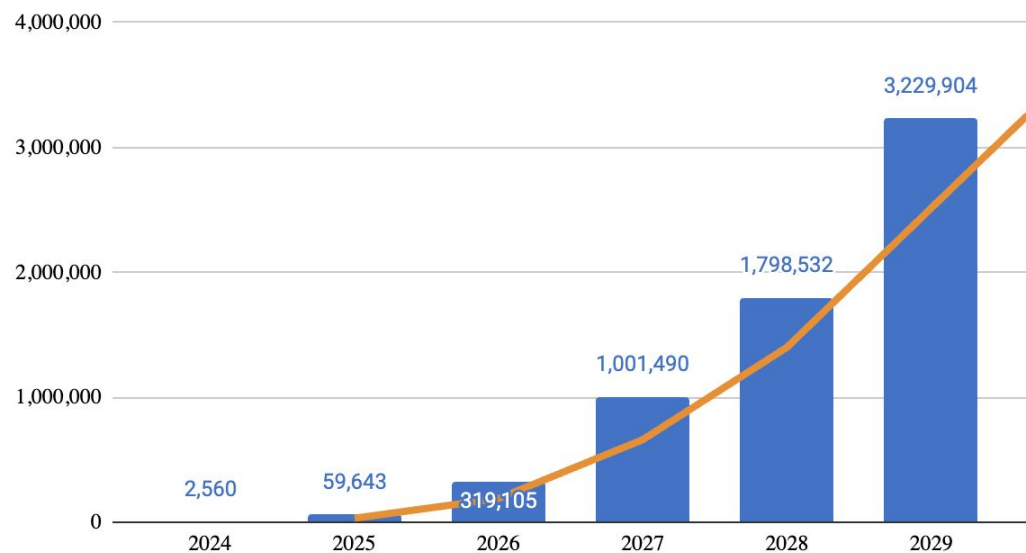




Financial Projections

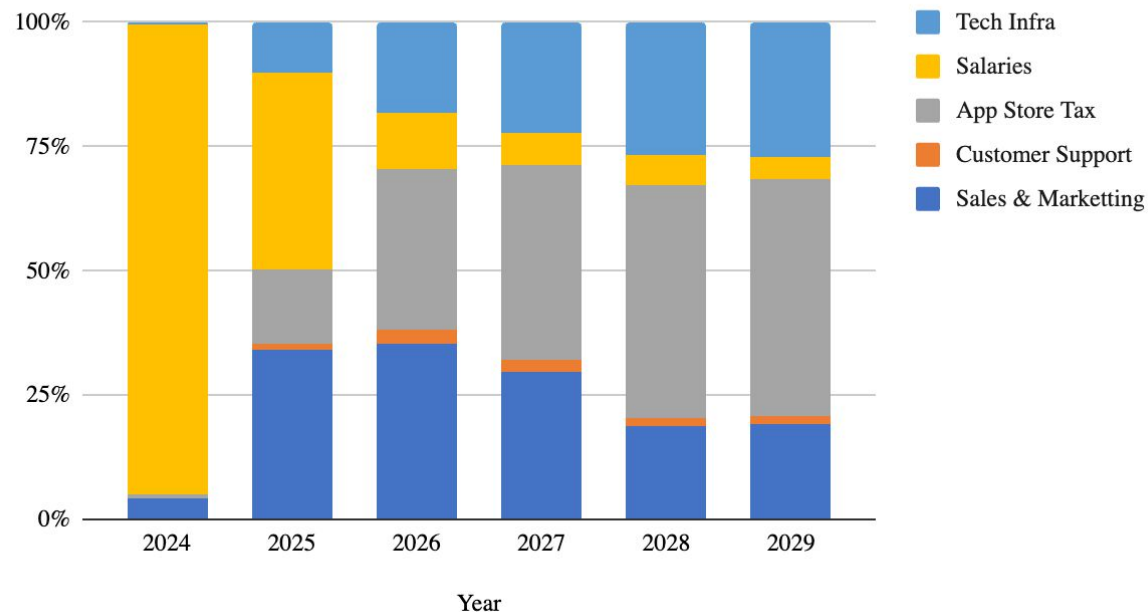
- Growing Customers

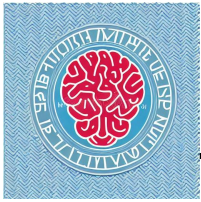
Subscribed Users Growth



- Appstore Kills!

Cost distribution & Trend

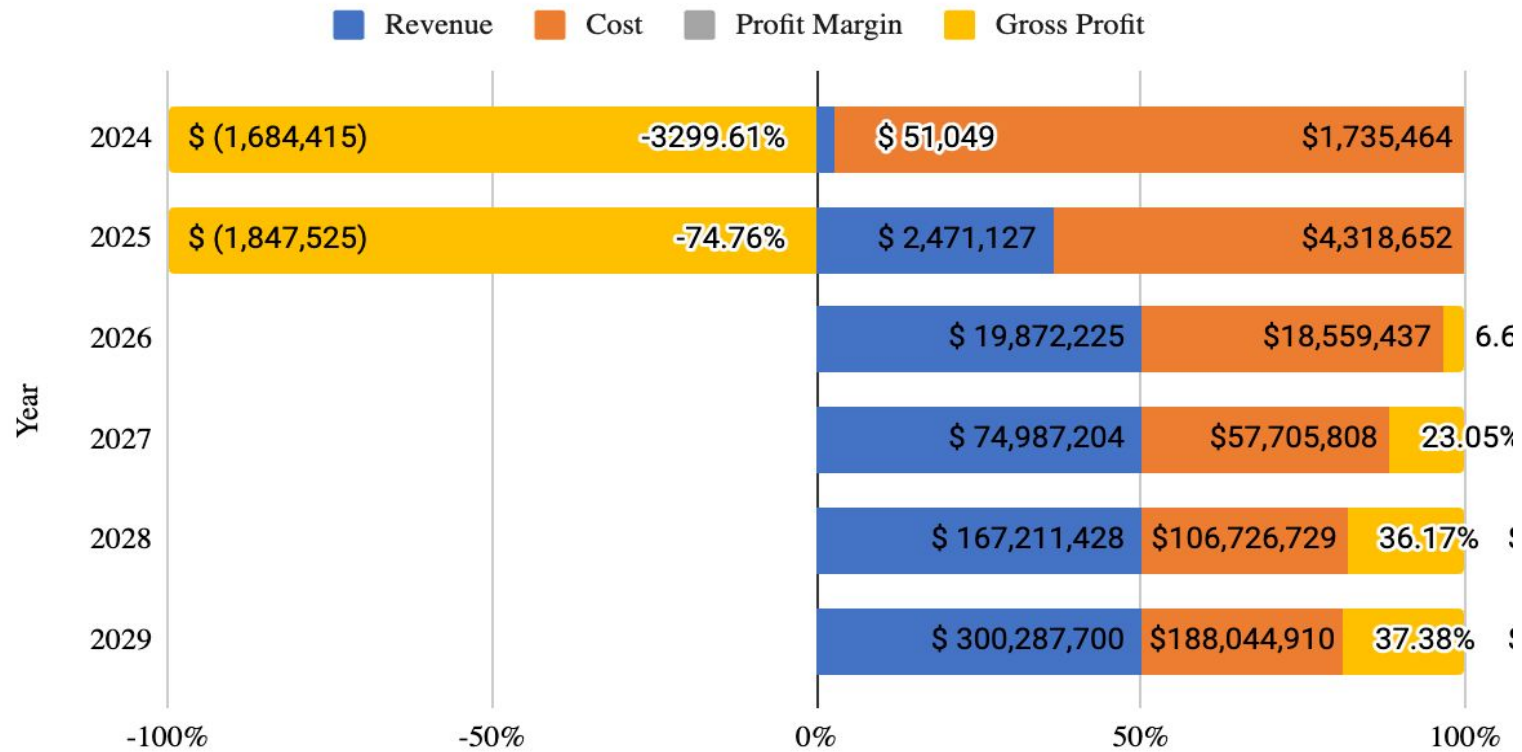




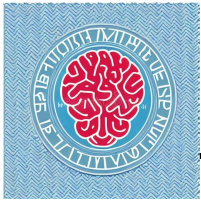
Financial Projections

Subscription per user: i) Monthly: \$9.99 ii) Annual: \$99.99

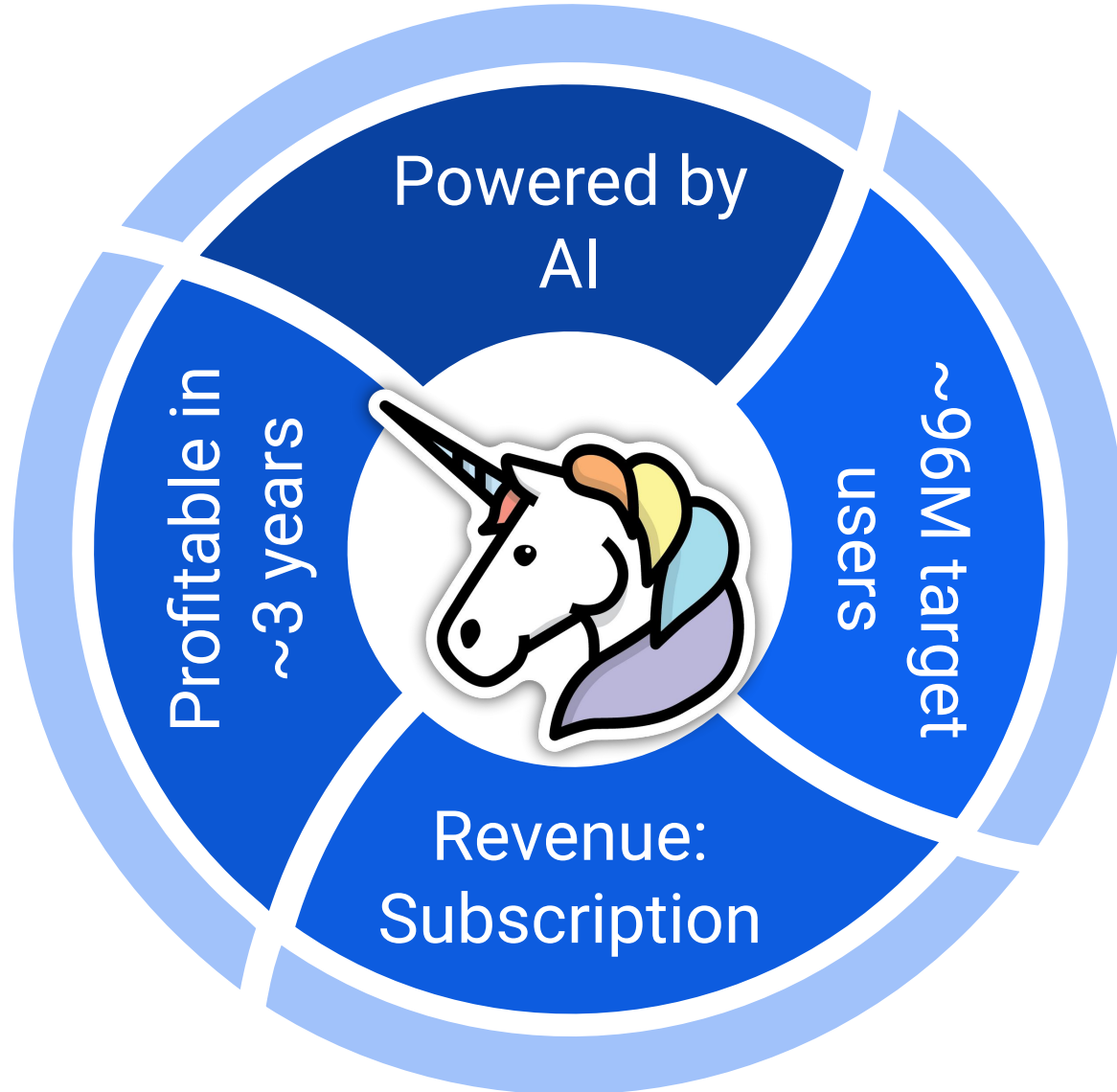
Revenue, Cost & Gross profit



- Break even is between 2nd and 3rd year when profit goes -ve to +ve.



Exciting Opportunity -> **me.ai**



\$2M for 8% Equity

Cogito, ergo sum.

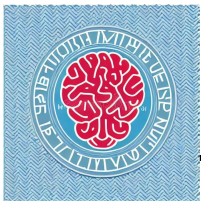
I think, therefore I am.

- René Descartes

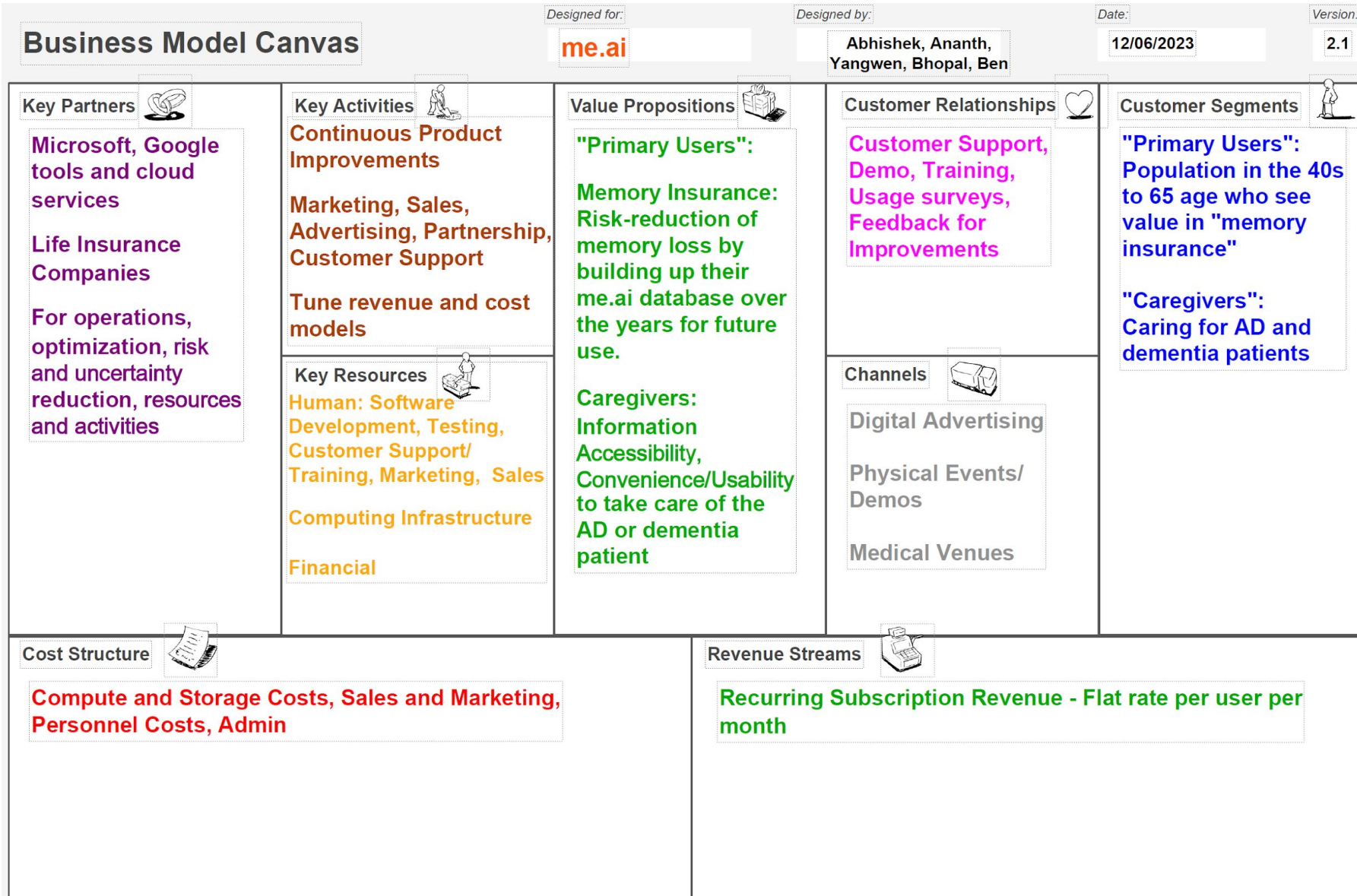
Memini, ergo sum.

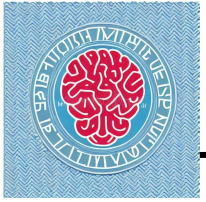
I remember, therefore I am.

- ME.AI



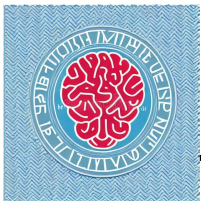
Business Model Canvas



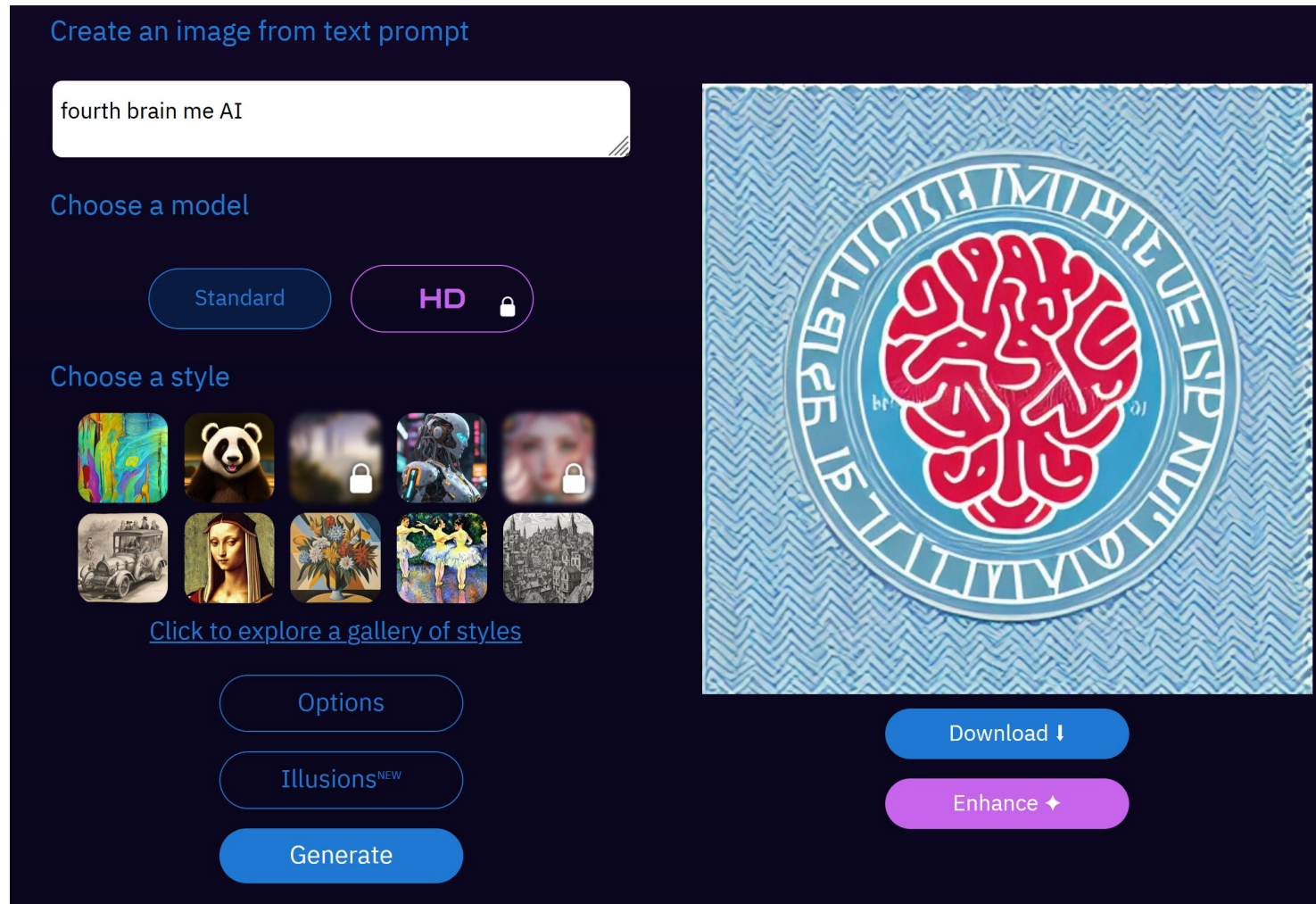


Backup Slides

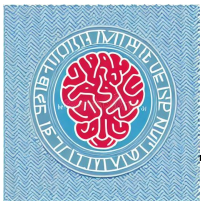
- **Appendix slides follow**



me.ai : Appendix: Logo



- <https://deepai.org/machine-learning-model/logo-generator>



me.ai : Appendix: Memory problems in Literature

- Common memory problems ^{[1],[2]} are shown below:

Forgetfulness	Distortion
Transience: Fading over time	Misattribution: Correctly remember broadly; details not so much
Absent-mindedness: Forgetting tasks	Suggestibility: Color memory with suggestions and questions
Blocking: Forgetting temporarily	Bias: Personal, cultural or unconscious influence

- Frequency of common memory problems in the workplace ^{[2],[3]}

Type	Example	Freq
Transience: Fading over time	Forgetting someone's name, word, a past event, etc.	47%
Absent-mindedness: Forgetting tasks	Forgetting to send out a report prior to a discussion	29%
Absent-mindedness: Prospective Slips	Forgetting an appointment	24%

^[1] Schacter, D.L., "The Seven Sins of Memory..", American Psychologist, 54(3), 182-203 (1999)

^[2] Sunil, V., et al, "An Audio-Based Personal Memory Aid", International Conference on Ubiquitous Computing, 400-417 (2004)

^[3] Eldridge, M., et al, "Memory Problems at Work: ...", Technical Report EPC-1992-129, Rank Xerox Research Center (1992)