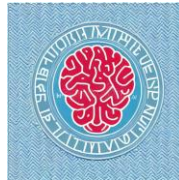


ENGINEERING LEADERSHIP PROFESSIONAL PROGRAMS



me.ai

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Abstract

Me.ai is a concept that aims to create a portable, personal memory to better remember you past to inform your present and future. Since no such market product presently exists, this business model aims to create one for personal memory. The idea of personal memory is one where you add information to enhance your personal memory database over time. This database is used by AI algorithms to serve up accurate information from your past to improve decision making going forward. As the first customers, the memory caregiver market would see an immediate value proposition. We also aim to have middle-aged adults, now in the age group of 40s – 60s as customers, since this population has a risk of developing memory decline or disease in their senior years and has time to work with our product to be better prepared. We have a plan to grow the customer base, while also implementing valuable product features over the next 5 years with the aim of becoming a billion-dollar company.

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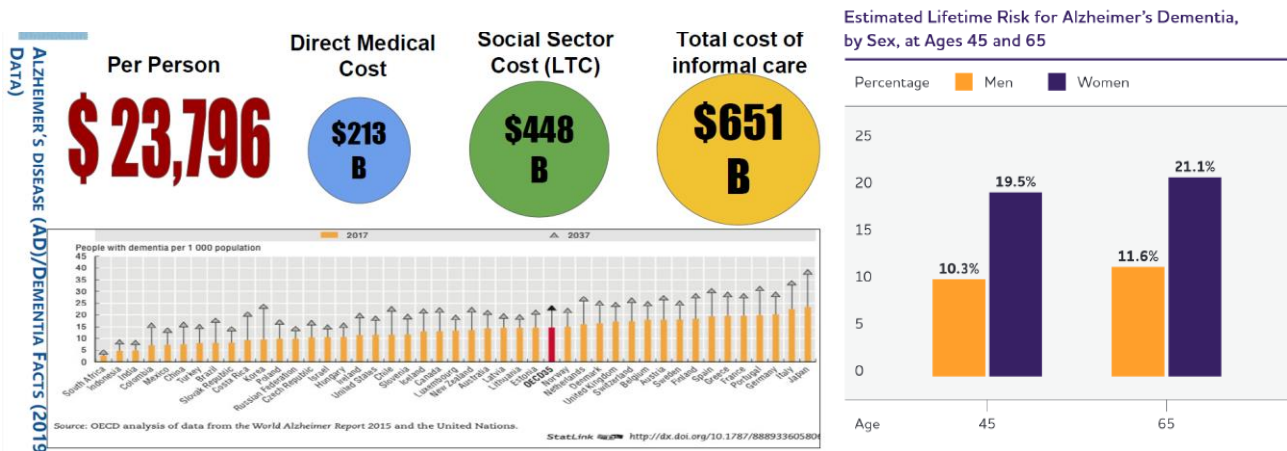
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Section I: Introduction

If you define any organ capable of learning as a brain, then the human body has 3 physical brains – the brain, the heart and the gut. Modern day humans have built complex and sophisticated civilizations and societies where each individual acquires a distinct set of personality traits, talents, wisdom, knowledge, etc. With advances in technology, particularly the emergence of artificial intelligence (AI), these intangible non-physical aspects of an individual can be accumulated in a 4th brain – forever! In a person’s own lifetime, this 4th brain will function to collect your information over time and serve you better decision making for the present and future.

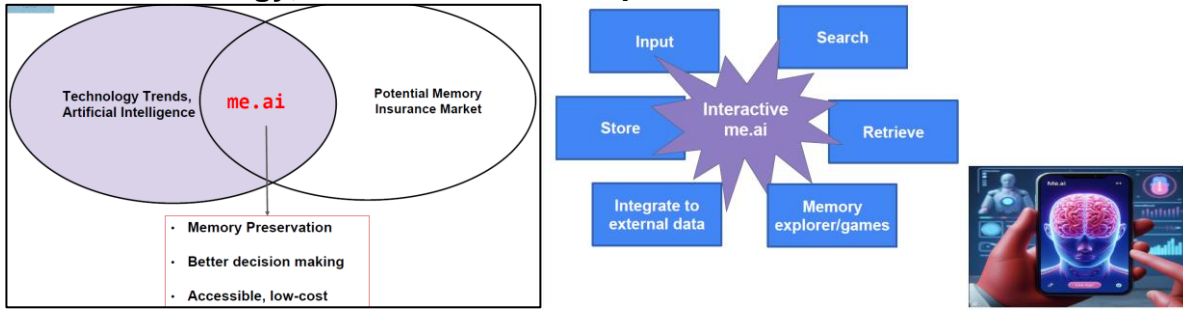
Section II: Existing Market

There is no existing product yet in the market, but we can think of at least two sets of people who would see the value proposition of such a product. The first set are the memory caregivers, who are already very stressed and have few tools to aid them in their job. The second is the population of middle-aged adults in the range of 40s to 60s who will soon enter their senior years. Managing memory decline in seniors is very expensive as indicated by the data below.



Research points out that this population faces as much as 10-20% risk of memory decline at that point, depending on gender. Just as various forms of insurance exist to protect health, loved ones and assets, a product such as ours would allow this segment of the population to better prepare themselves and serve as a memory insurance (not in the financial, but in the functional sense) against memory decline when they grow into seniors. But it could do more than that and serve as an extensive database of personal memory to query and make better decisions throughout life, even in the absence of any memory health issues. It is a fact that we live in an age of rapid technological progress and exponential growth and use of data in all walks of life. Memory lapses, even in the short term, leads to stress and disorder and our product can help guard against this by being a reliable source of personal memory.

Section III: Technology, Context and User Experience



We aim to bring the latest developments and trends in AI algorithms to build a product and market for reliable personal memory, that improves decision making and is accessible at an affordable price. There would be various forms of inputs (text, image, audio, video) and the AI algorithms would be able to search and return context-relevant answers depending on the query, based on this personal database. Memory caregiver features would bring together different tools they need to use in one location for ease of use, accurate information, and convenience.

- Access anywhere, multi-device support



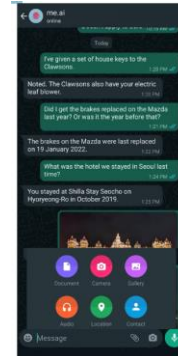
- AI : Context relevant, cognitive stimulation



- Multi-user, role-based access

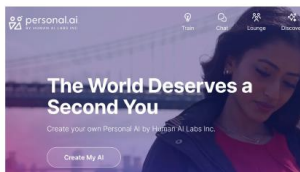


- Privacy and Legal: Encryption, categorized confidentiality level.



Our tech-centric, mobile-app based approach will be cloud based accessible anytime across devices and allow multiple user profiles (such as primary user, caregiver etc.). It would be built with strong encryption to ensure privacy and for legal protections. The interface might resemble something like Whatsapp with the ability to deal with multiple forms of data.

Section IV: Competition



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.



There are startups out there working on similar ideas. Personal.ai is developing an assistant, while forever.ai is focusing on personal stories stored and delivered as audio files. Digital immortality Now is gearing up for future super-intelligent AI that can recreate personalities based on uploaded data traces. Our concept is unique in focusing on personal memory with a special emphasis on memory caregivers.

Section V: Pricing, Go to Market and Financial Projections

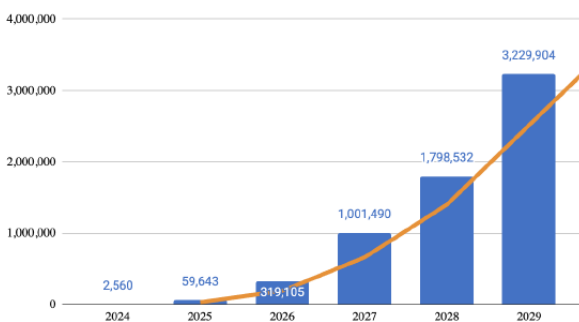
We have a simple pricing model of \$9.99 a month per user (or an annual discounted plan for \$99.99 per user). To reach users, we plan to use both offline and online marketing channels.



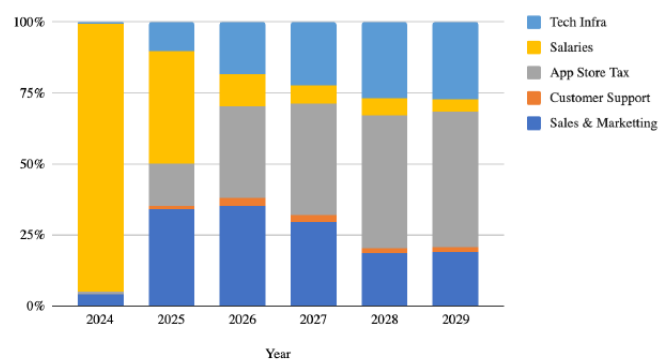
The total available market of users would number about 80 million users between the ages of 40 and 60 and we estimate that, initially, a little more than 1% of them might be interested in paying for a personal memory product, numbering about 1 million. On the other hand, the memory caregivers market is smaller at around 16 million, but we plan to aggressively market to this user group as we expect our product will have a more immediate value proposition to these users and we target about one-eighth of this market numbering 2 million users. In all, we estimate that we could have a customer base on 3 million paying users in 6 years based on a total available market of 96 million users. In the offline marketing channel mode, we aim to work closely with memory impairment centers, life insurance providers and senior clubs among other partners. In the online marketing channel, we plan to use targeted digital ads, social media marketing, influencers and other digital means.

Starting with a product prototype, we expect to grow our base to about 2500 users in the first year. As we grow our subscriber base, more product improvement features will be added based on user feedback and technological capacity. Marketing and sales would play an important role in reaching potential users as outlined in the go to market strategy. The number of users is expected to reach 1 million after 3 years, by which time, we expect to break even in terms of revenue and costs. The profitability would reach a steady state after 5-6 years when the customer base as grown to 3 million users. This is because the app stores take a commission which also scales with the customer base growth.

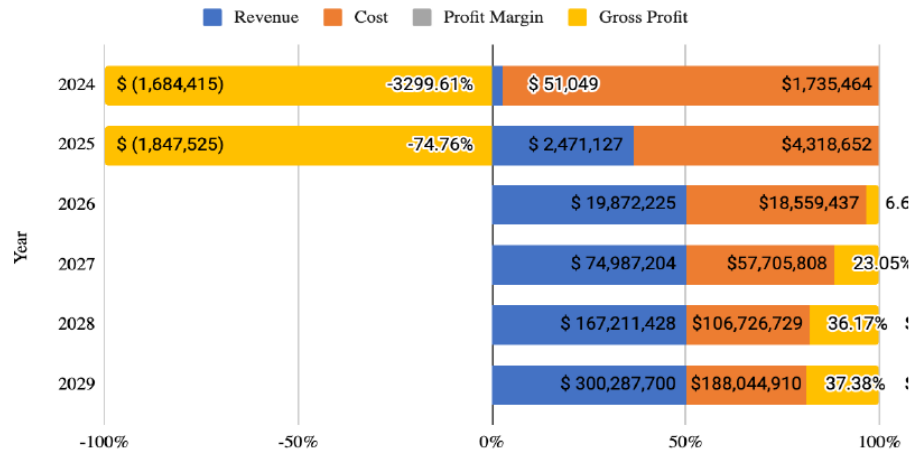
Subscribed Users Growth



Cost distribution & Trend

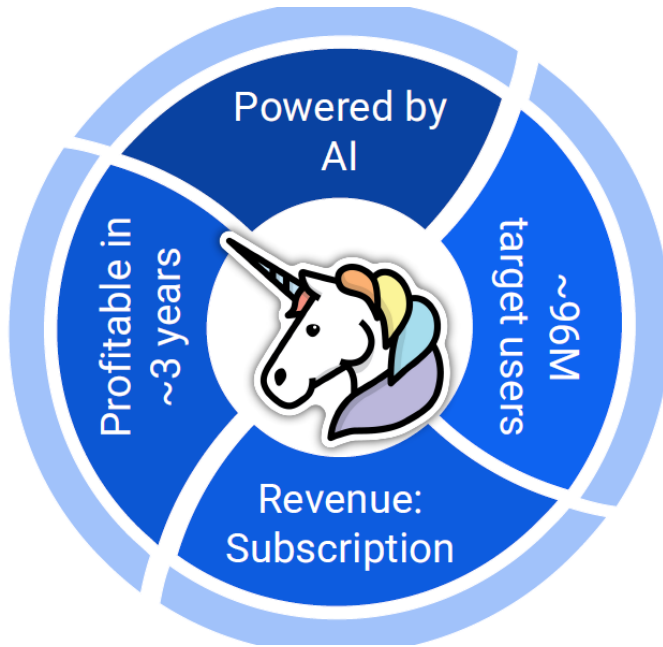


Revenue, Cost & Gross profit



Over time, younger users would keep adding to their personal memory database in our product, and their recurring subscription revenue over time would be sticky (not easy to leave or drop). If we reach these projected growth numbers, we could think of creating our own payment systems to bypass the app stores and embark on a next ‘S’ growth curve phase.

Section VI: Exciting Opportunity – Invest Now!



\$2M for 8% Equity

With revenues reaching \$300 million+, we expected to be valued at over \$1 billion in 6 years. This is an exciting time to get in on the ground floor of a venture that tackles serious personal and societal issues – powered by AI, with a sticky subscription revenue model, with an addressable market of 96 million users and projected to be profitable in 3 years. We will share 8% equity in this venture for a \$2 million investment today – don’t miss out!