PRESENTATION BY

Byte Sized Brains

Greenstein

Transforming Community Chaos into Collective Intelligence

The Problem

In today's digital communities, _essential insights are buried under constant chatter_ — leading to _missed opportunities, disengaged members,_ and a breakdown in collective value

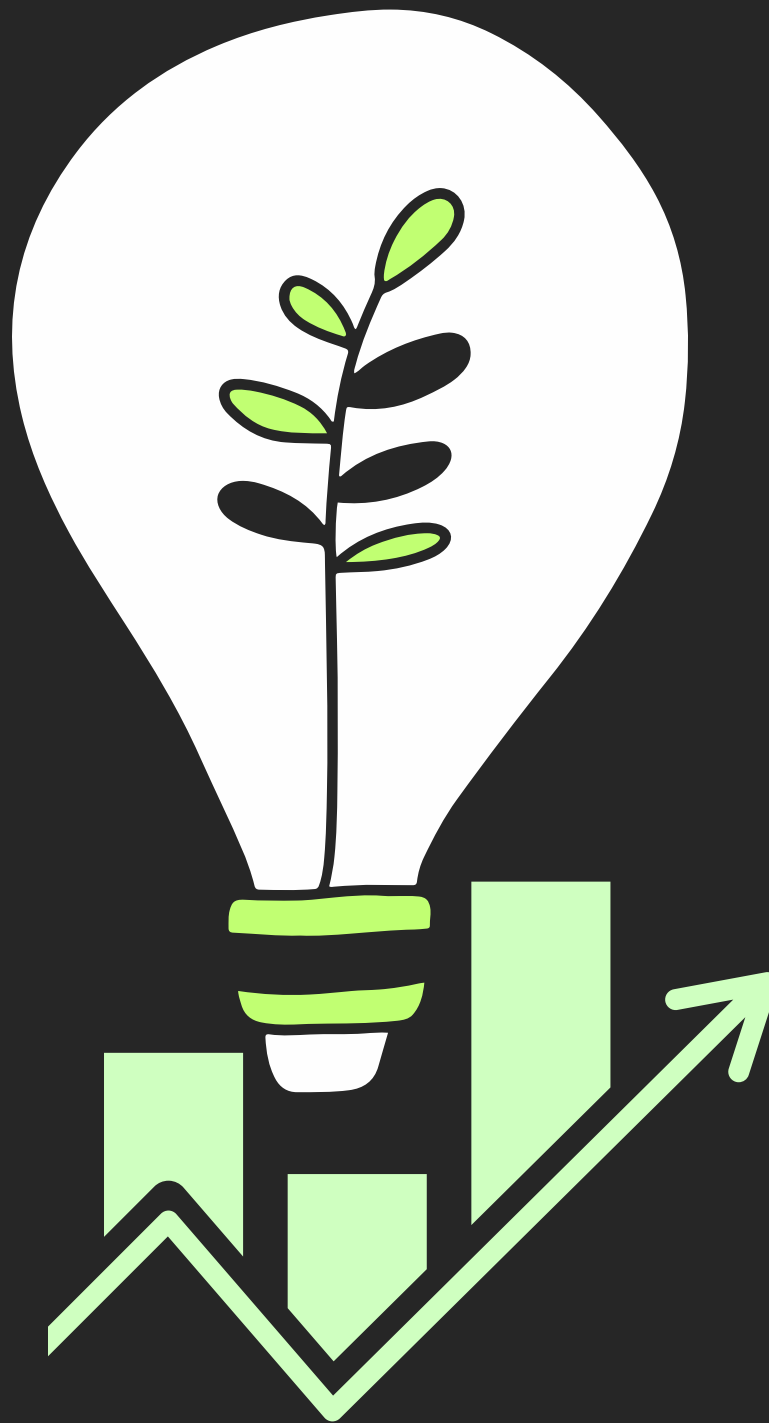**VALUABLE KNOWLEDGE LOST, MEMBER ENGAGEMENT DECLINES.**

INEFFICIENT OPERATIONS, AND A DILUTED SENSE OF BELONGING FOR COMMUNITY

UNIVERSAL CHALLENGE THAT DIRECTLY IMPACTS THE VALUE AND LONGEVITY OF ANY COLLABORATIVE GROUP

Drowning in Chat, Missing What Matters

Whether it's a resident group, a startup forum, or a hobby community, there's always something important being said—but it's getting lost in the scroll. With messages flying in 24/7, key updates, ideas, and decisions are buried before anyone even sees them. Members tune out, engagement drops, and the real value of the community fades into the noise.

Stakeholders & Market Opportunity

Empowering Every Community Role

- <u>The Onboarding Member</u>: Needs *immediate, accurate* answers to orient themselves.
- <u>The Engaged Contributor</u>: Seeks *meaningful interaction* without information fatigue.
- <u>The Community Facilitator</u>: Aims to *foster engagement* and *manage operations* efficiently.
- <u>The Organization/Sponsor</u>: Requires *high member satisfaction* and *measurable engagement* along with *critical insights*.

A Substantial & Growing Market

- <u>3 Billion+ Monthly Messaging App Users</u>[1] *form the foundation of these communities.*
- *Global Online Community Management Software market was* <u>valued at US $6.7 billion in 2024</u> *and is* <u>projected to reach US $19.8 billion by 2032</u> *(CAGR ~14.5%)* [2]
- <u>74% of businesses</u> *state that community is critical to their company's objectives*[3], *highlighting the* **need for better tools**.

Sources:
1. <u>*Statista Priori Data (2023)*</u>
2. <u>*Verified Market Research (2025)*</u>
3. <u>*CMX Report*</u>(2023)

The Status Quo: Current Limitations

RAW CHAT APPS

No structure, no memory. Information is ephemeral and unsearchable

TRADITIONAL FORUMS

Dated UX, disconnected from real-time chat, creating communication silos

HUMAN MODERATION & MANAGEMENT

Unscalable, costly, and cannot provide 24/7 support

The Core Limitation is a Lack of Proactive, Automated Intelligence Integrated where Conversations actually happen

Our Solution: The Greenstein Advantage

A Proactive AI Steward, Not a Passive Bot

<u>Our solution is an intelligence layer that enhances the platforms communities already use.</u>

- **Seamless Integration**: We bring *intelligence* to your existing chat platforms, *eliminating the need for user migration*.
- **Proactive Intelligence**: Automatically summarizes lengthy discussions and *highlights critical announcements*, ensuring no one misses out.
- **Self-Learning Knowledge Hub**: Answers questions grounded in both official documents and past relevant conversations, creating an ever-smarter community hub.
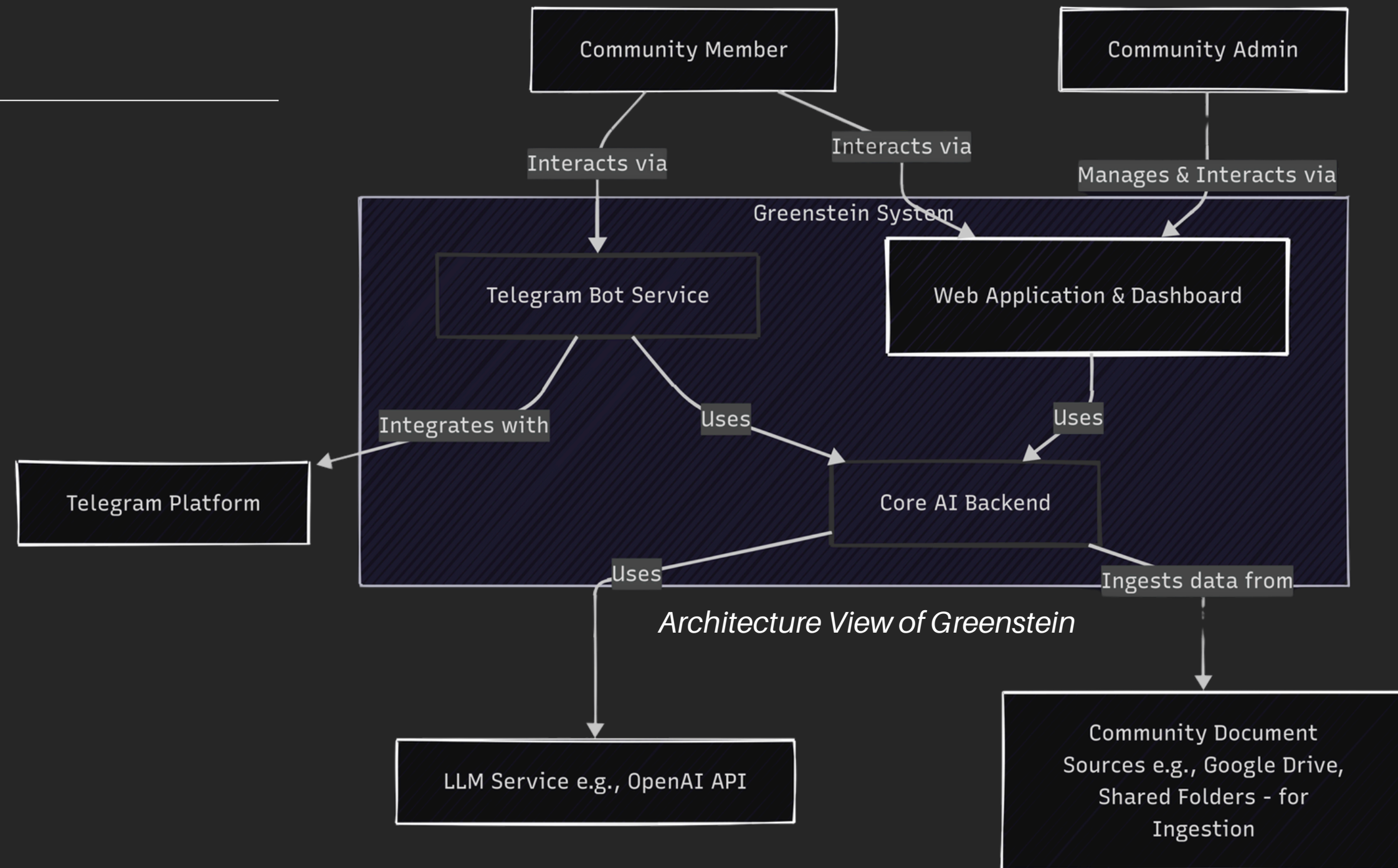
Greenstein works for your community, so your community works better for you

Architecture & Technology: Modular, AI-First Design

Key components

- ***Core AI Backend (Python/FastAPI)*:** A robust, scalable "brain" managing all business logic and AI orchestration.
- ***RAG Engine (LangChain/Vector DB)*:** Ensures AI responses are accurate and grounded in community-specific context, preventing hallucinations.
- ***Integration Layer*:** Lightweight, independent services that connect our AI Core to platforms like a Telegram Bot, with future-proofing for Discord, Slack, etc.

Community Member

Community Admin

Interacts via

Interacts via

Manages & Interacts via

Greenstein System

Telegram Bot Service

Web Application & Dashboard

Integrates with

Uses

Uses

Telegram Platform

Core AI Backend

Uses

Ingests data from

Architecture View of Greenstein

LLM Service e.g., OpenAI API

Community Document Sources e.g., Google Drive, Shared Folders - for Ingestion

Designed with Salesforce Principles and System in Mind: Modular, API-first architecture mirrors the structure of enterprise platforms, ensuring scalability and future integration readiness with corresponding Salesforce resources mapped to all services used.

GREENSTEIN

4

Circle.so,
Tribe

3

Welcome bot,
RSS Feed bot

2

WhatsApp, Telegram

1

While <u>current alternatives focus on building containers for conversation</u>, Greenstein is built to **unlock the collective intelligence inside**

The Evolution of Community Management

4- PROACTIVE INTELLIGENCE & FACILITATION

The AI actively **summarizes**, **assists**, and **learns** from the conversation, transforming the community into a self-organizing knowledge hub. <u>This is true value creation</u>.

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3-CENTRALIZED COMMUNITY PLATFORMS

Provides a structured space and tools but **requires users to migrate** from their daily chat apps, fragmenting the user experience. <u>This offers structure at the cost of convenience</u>

2-BASIC AUTOMATION & BOT

Offers simple, command-driven functions (e.g., /poll). It **lacks conversational understanding** and cannot manage the flow of information. <u>This automates tasks, not intelligence</u>

1- UNSTRUCTURED CONVERSATION

Provides the initial connection but suffers from **information chaos, lost knowledge, and member fatigue**. <u>This is the problem we are solving</u>

Concluding Vision & The Salesforce Scale-Up

Our vision with this project is building institutional memory for every community and moving beyond simple Q&A to create a future where every community's **collective wisdom is accessible, actionable, and ready to drive its members forward**.

The Vision at Scale:
Greenstein as an enterprise solution built on the Salesforce platform

Experience Cloud
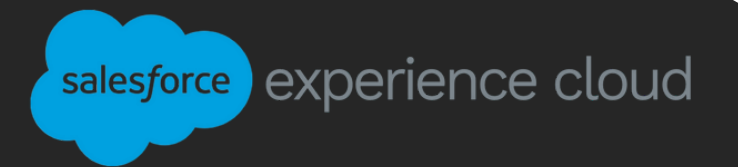
Powers the native web dashboard and community portal.

Einstein GPT & Data Cloud

Drive the AI, grounded in rich, structured member data

Mulesoft

Manages robust, scalable integrations with multiple platforms

CRM Analytics

Provides community managers with insights into member engagement, sentiment trends, and ROI