

# evolwe

AI Avatars platform

# **Immersive worlds feel empty and unrealistic without human presence and interactions**



**Less enjoyment**



**Less engagement**



**Less retention**

**Decline in revenue streams**

**Lost of players**

**Lack of business presence**

**Decline in ads revenue**

# EVOLWE – AI PLATFORM

Platform to create personal avatars  
based on AI to provide engaging  
experience during gaming

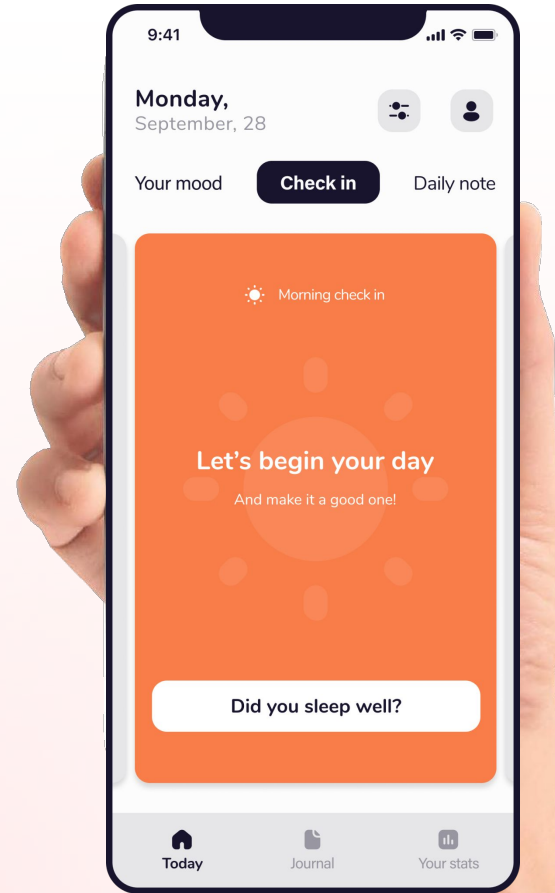
Natural language understanding

+

Empathetic artificial intelligence

+

Understanding of user's emotional  
and psychological state



# Immersive worlds are growing due to rapid technological advances

Gaming market is **\$214 billion** (CAGR of 8%)

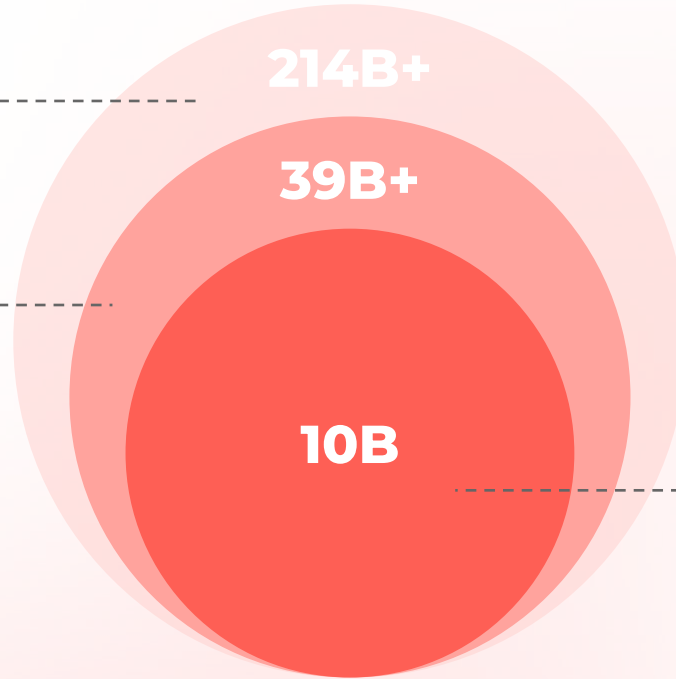
**214B+**

**39B+**

Metaverse market is **\$39 billion** (CAGR of 39%)

**10B**

Digital avatars market is **\$10 billion** (CAGR of 46%)



# Evolve creates **personal experience** and brings **life to games** by understanding players emotions and communication based on their psychological profile

## Evolve

- An **intelligent, EMPATHIC AI chatbot** that engages like a human based on neurophysiology, thought analysis, emotional intelligence
- Our own **neural network** which generates responses that are emotionally sensitive and have '**personality**' (using GPT2, GPT3, BERT, T5, XLnet, etc.)
- **Smooth switching of skills** to adapt to the **emotional context** of engagement with the user
- '**Awareness**' of the surrounding world
- **Out-of-the-box, customized dialogue solutions** designed to automate wellbeing processes
- **Easily integrated** into online platforms.
- Full **GDPR** and international **privacy protection**

## Technologies used

NATURAL LANGUAGE UNDERSTANDING (NLU)

NAMED ENTITY RECOGNITION (NER)

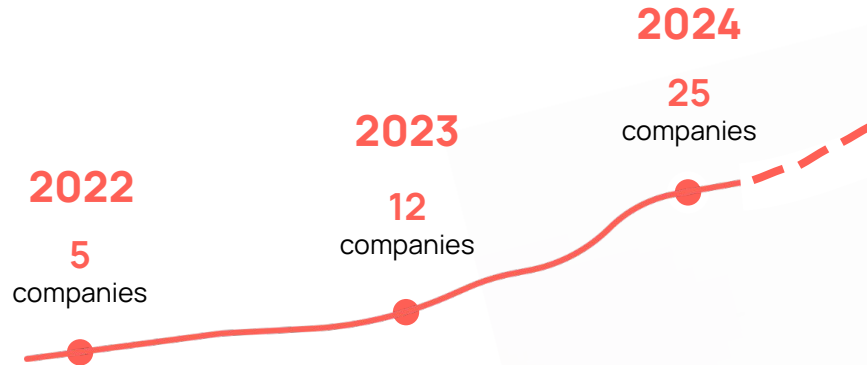
CONVERSATIONAL AI

SENTIMENT ANALYSIS

VARIOUS AI TRAININGS

AI-BASED ANALYTICS

# We target to reach **25 B2B clients** in the 2024



# Our go-to-market strategy focus on **gaming and Web3 players and adding value to these companies**

As a first target audience we focus on **Metaverses and Gaming companies**

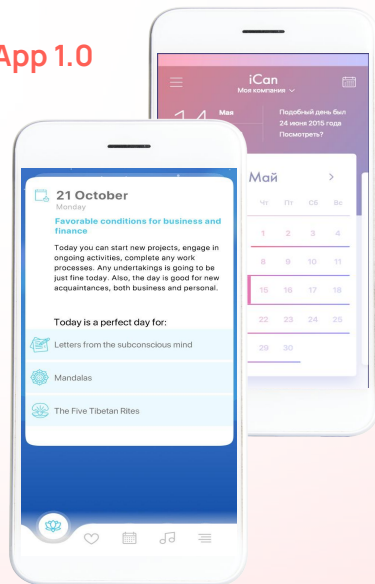
Our go-to-market strategy will focus on:

- ✓ **Collaborations with relevant companies** focusing on content creation for games
- ✓ **Participation at the major conferences** and showing demos to opinion leaders
- ✓ **Engaging animators** into using Evolve as a technology that can make an engaging experience
- ✓ **Partnerships** with metaverses and creating demo digital NPCs

# Product traction

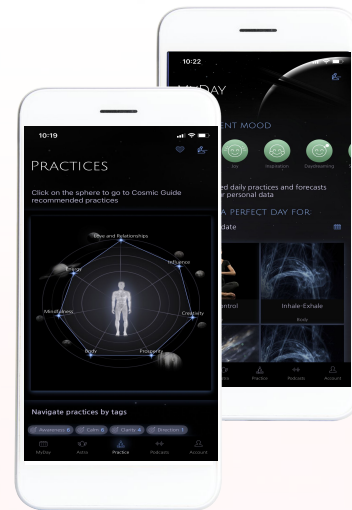
**\$750K** TOTAL INVESTED BY FOUNDERS  
IN PRODUCT DEVELOPMENT

**July 2020 TEST - App 1.0**  
personal forecasts



**Sep 2021 TEST - App 2.0**  
digital life coach

- emotions recognition in text
- behavior traction
- conversational AI
- **MVP of chat bot created**



## TECHNOLOGY TRACTION

- Recognition of the emotional and contextual content of the text
- Conclusions and recommendations
- Maintaining conversation and smalltalk
- Recognition of emotional coloring and user intent
- Trained on 150k+ datasets



# Our technology has been successfully **TESTED SCIENTIFICALLY**

The results from five years work **HAS BEEN  
VALIDATED THROUGH EXPERIMENTS**



FIRST  
METHODOLOGY  
DEVELOPMENTS  
**Q1 2019**

PSYCHOLOGY  
AND  
NEUROPSYCHOLOGY  
EXPERTS INVOLVEMENT  
**Q2 2019**

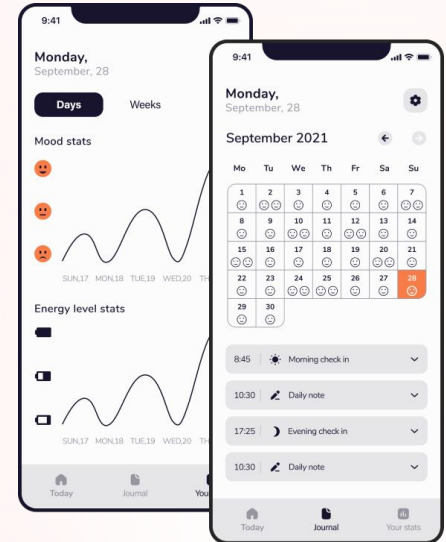
BUDDHISM  
AND COACHING  
EXPERTS  
INVOLVEMENT  
**Q4 2019**

PRACTICES  
AND TOOLS  
COLLECTING  
**2020**

THE METHODOLOGY  
WAS TESTED  
ON 420 USERS\*  
**2021**

BETA  
LAUNCH  
**2022**

Implementation of digital  
avatars leads to increased  
engagement **by 42%\***  
**90% NPS, 4,6x increase in  
conversion rate**



## We offer **different subscription model** with additional benefits

Creation platform

Training algorithms

Testing environment

API Integration

**xx\$**  
annually

**evolwe**

# Team

18 FTE | 12 PTE



**Aliya Grig**

Founder & CEO

- Launched a space tech startup Lin Industrial (small launch vehicle for satellites) and made a successful exit with a 2X ROI
- Attracted \$22 mln in investments
- Contributor for Forbes, L'Officiel magazines.
- Trinity college Dublin, Bocconi & HEC alumni



**Mikhail Chinov**

Chief data scientist & AI

- More than 15 years of experience as a Chief Data Scientist in ML and AI in leading european banks (Gazprombank, Sberbank)
- PhD in math Moscow State University



**Igor Shatalin**

NLP Specialist

- More than 12 years in NLP and Conversational AI (Skolkovo)
- PhD in math St Petersburg State University



**Konstantin Sokolov**

NLP Specialist

- 15+ years of experience in software engineering, industrial R&D and academic research in the fields of computational linguistics, machine learning, large-scale distributed modeling for logistics and high-load international e-commerce.

# Advisory board



**Ruchika Sikri**

- 15+ years at Google HQ
- Created and launched numerous well-being and mindfulness programs for over 120,000 employees
- Founder of Mandala Ventures
- International mindfulness consultant, writer



**Milo Sprague**

- Silicon Valley Bank CTO
- Technology executive and Board Advisor
- Over 25 years of leadership experience focused on Emerging Technology and Innovation
- Harvard alumni



**Violetta Chekan**

- 7+ years experience in Venture Capital working for the biggest funds of Portugal
- €40M+ in investment contracts
- Founded Vis Caeli Startup Studio
- Alumni of Stanford's executive program in Venture Capital

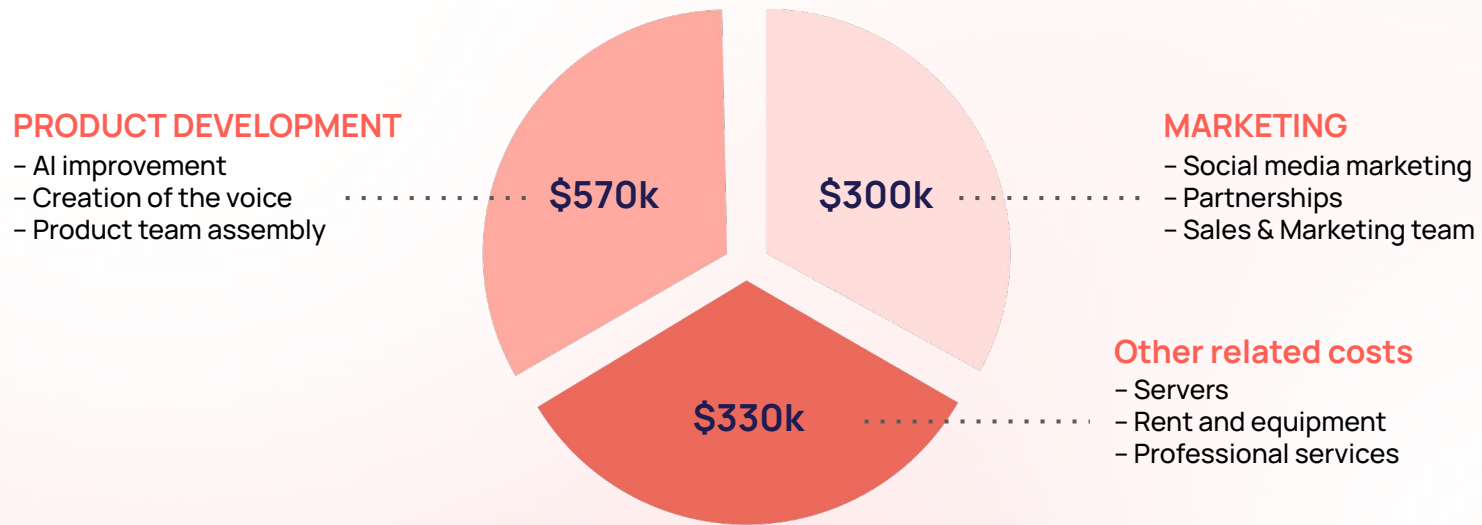


**Anastasia Zdoroviak**

- Director CX, DoorDash
- Head of Consumer Experience & Strategic Initiatives at DoorDash, ex-management consultant

# We are fundraising **\$1 200 000**

Our goal is to create the **best in class AI platform** that will serve more than **350K users on a monthly basis**



# Thank you



**Aliya Grig**

Founder Evolve

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