

evolwe

AI personal coach

Digital coaching is an affordable way to cope with anxiety and improve productivity



EVOLWE – AI PLATFORM

**Personal coaching based on
user's personality and mood to
fulfill their potential**

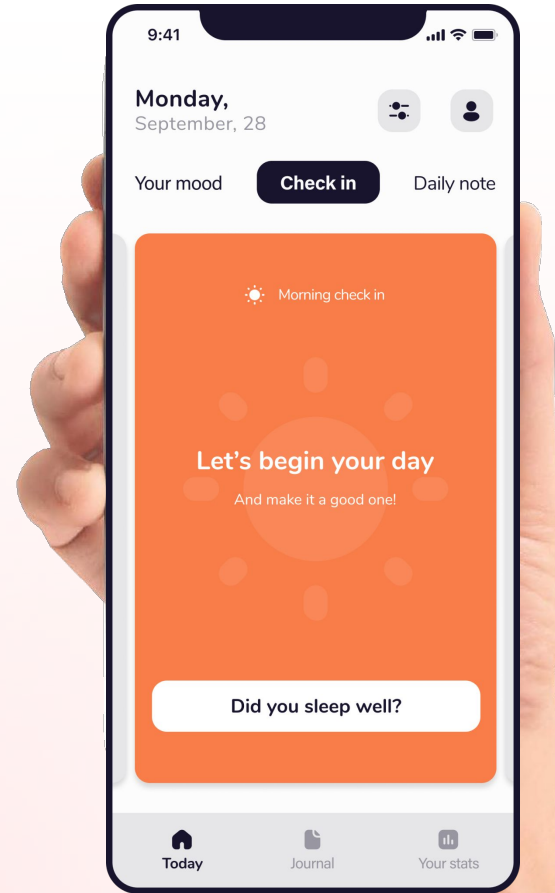
Natural language understanding

+

Emphatic artificial intelligence

+

Most reliable personal growth
methodologies



Coaching and mental wellness market are **booming** and we are willing to take part of it

Mental health market
is **\$402 billion**

402B+

22B+

Coaching market is worth
\$20 billion (CAGR of 7%)

66 %

\$1,4 billion - initial
target market size (US
women aged 25-35)

Evolve covers all steps to personal growth from current state to personal development plan

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 **930k new subscriptions** in the 2024



Our go-to-market strategy focus on **specific customer segment and creating a virality**

As a first target audience we target
US women age 25-35

Our go-to-market strategy will focus on:

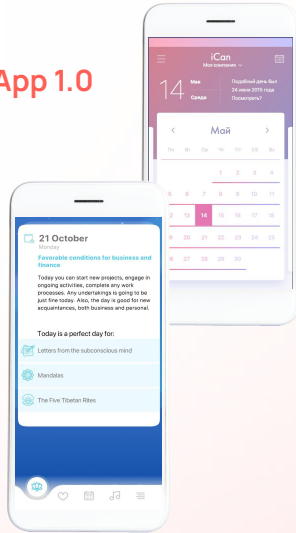
- ✓ **Collaborations with relevant influencers** focusing on self-development and productivity
- ✓ **Community development** in the social medias such as Instagram and Facebook
- ✓ **Engaging coaches** into using Evolve as an assistant to their work
- ✓ **Partnerships**

Product traction

\$750K

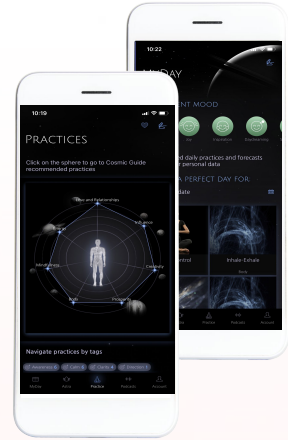
**TOTAL INVESTED BY FOUNDERS
IN PRODUCT DEVELOPMENT**

March 2022 TEST - App 1.0
personal forecasts



March 2023 TEST - App 2.0
digital life coach

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

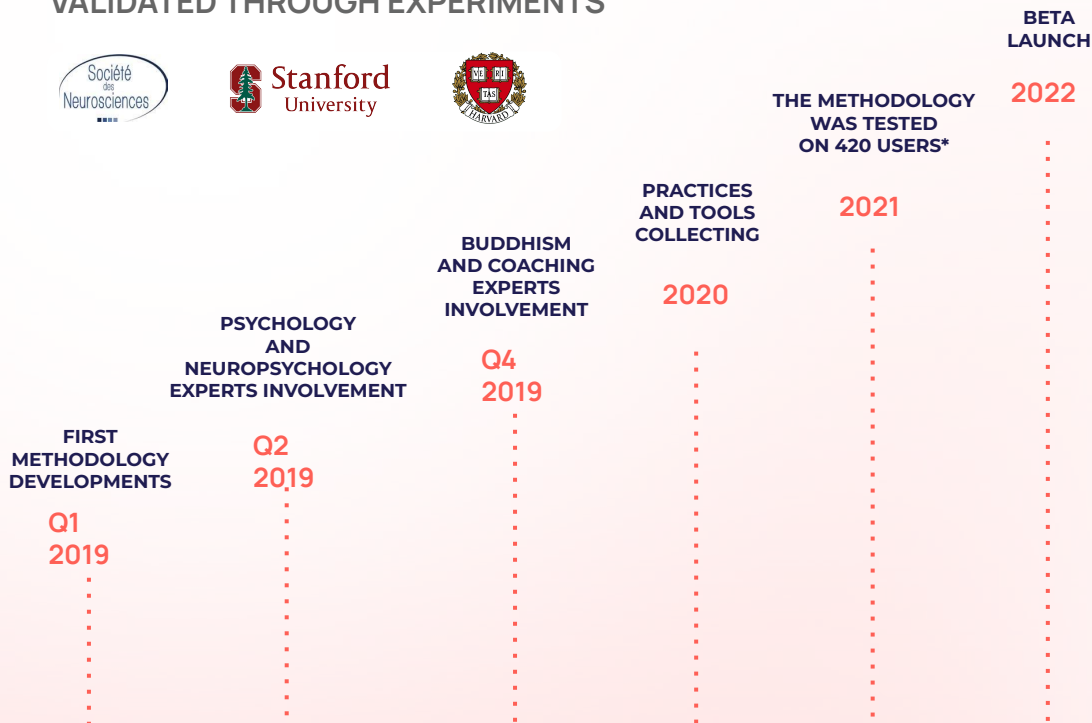


TECHNOLOGY TRACTION

- 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**

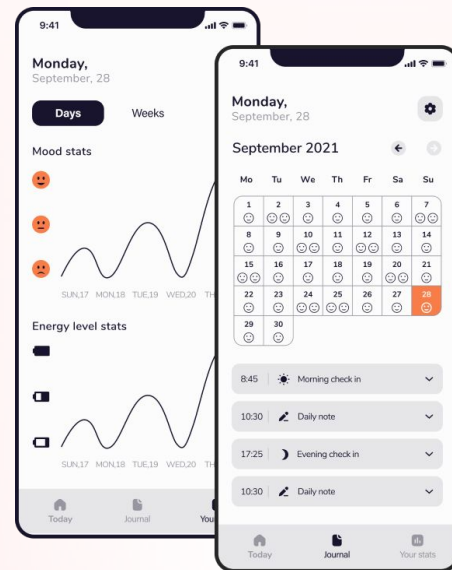
The results from five years work **HAS BEEN
VALIDATED THROUGH EXPERIMENTS**



93%* of users tested improved their sleep cycle, reduced anxiety and felt happier and more fulfilled

75%* of them reached their goals

within 3 month of engaging with our technology



We offer a **subscription model** with
recurrent monthly or annual fees



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

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

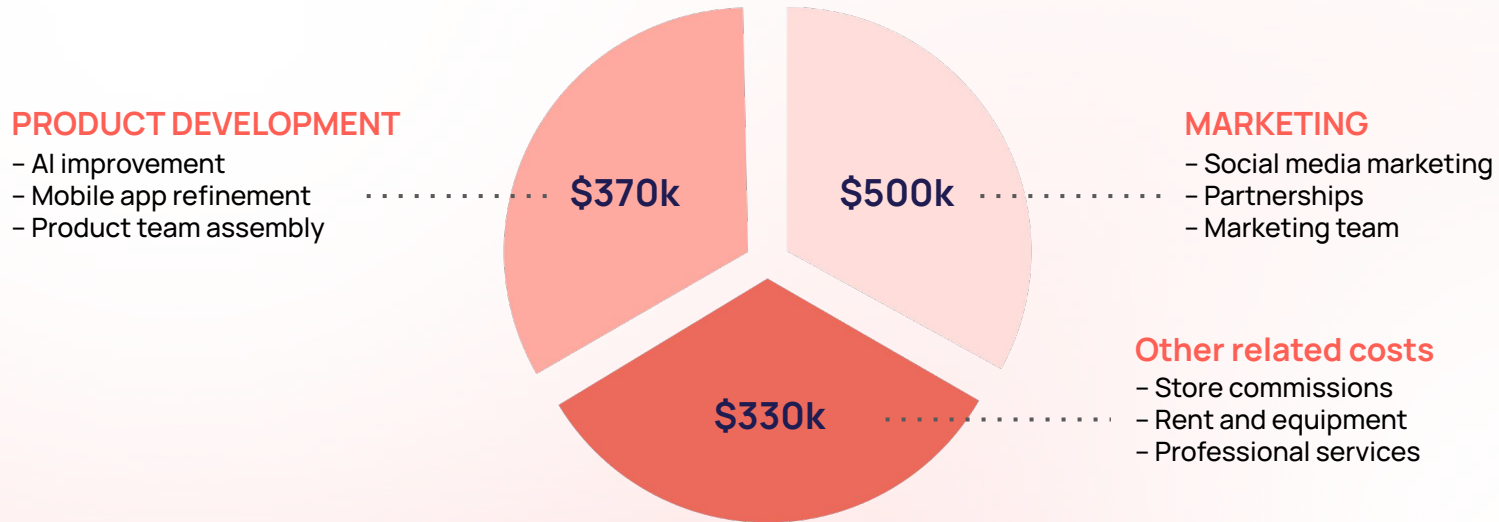


Anastasia Zdoroviak

- 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 coach** that will serve more than **350K users on a monthly basis**



Thank you



Aliya Grig

Founder Evolve

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