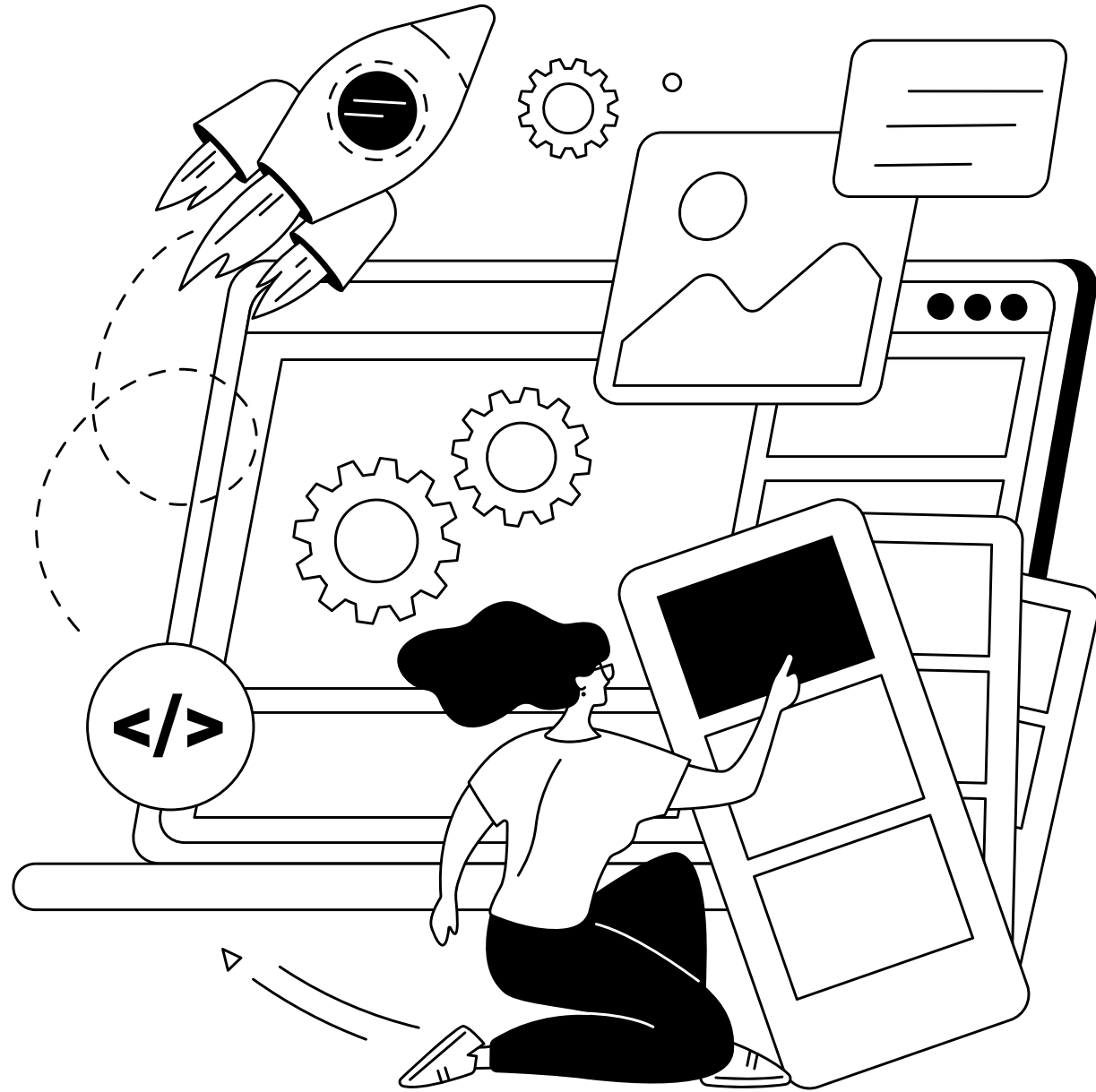


↘ PITCH DECK



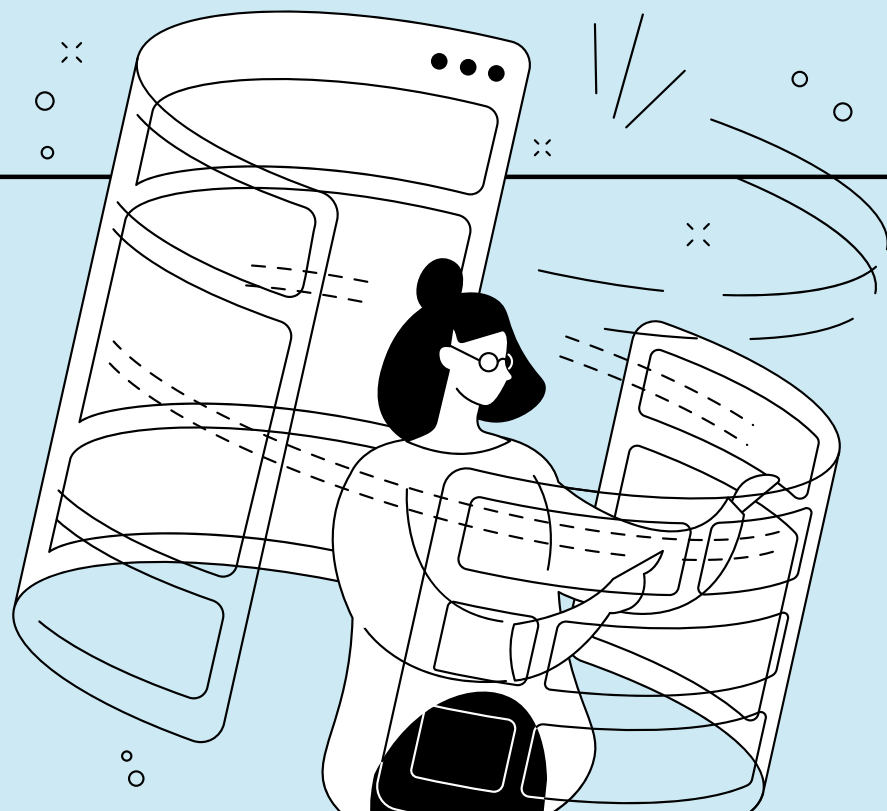
# Project Peterson

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"We give credit where the  
credit is due."

# Problems

- UNMOTIVATED
- DEMORALIZED
- DEPRESSED



## ↘ UNMOTIVATED

They know what to do but can't start.

## ↘ DEMORALIZED

They feel their efforts don't matter.

## ↘ DEPRESSED

They're stuck in a cycle of emptiness

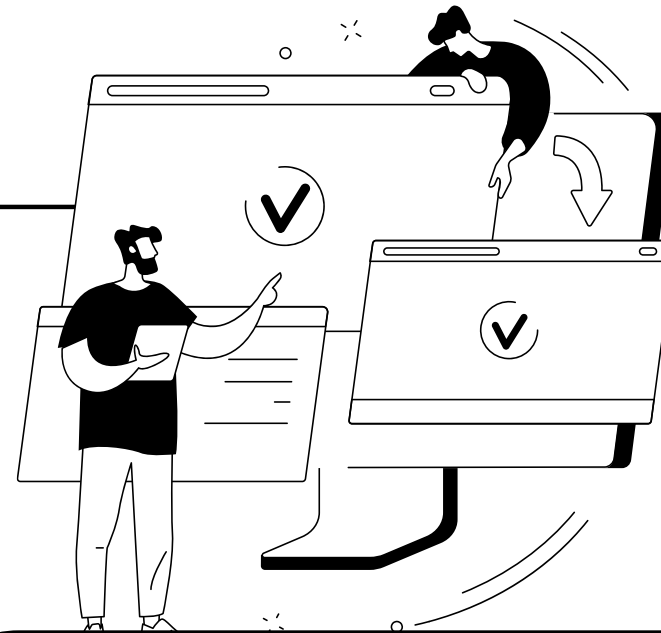
# Solution

A Software Application That  
Listens, Understands, and  
Acts—Like a Human Would.



LISTENS

Not with hollow quotes.  
Predicts your mood  
through text/voice.



UNDERSTANDS

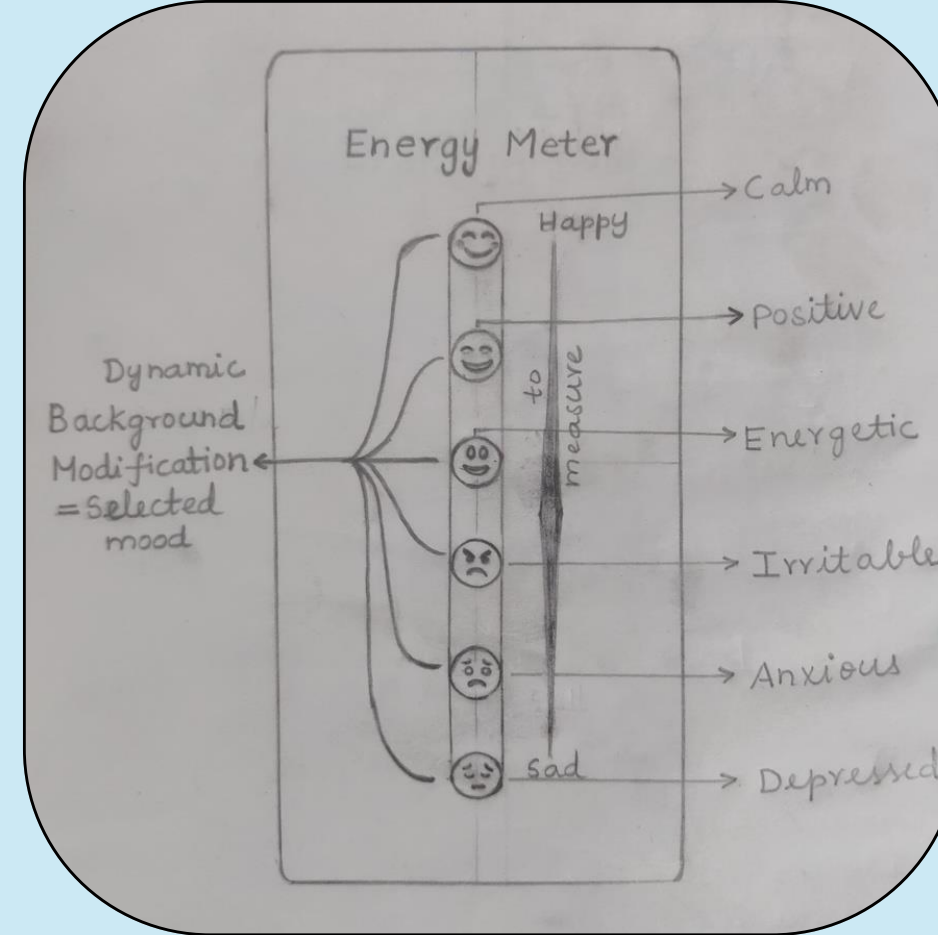
Responds like a human,  
not a bot.



ACTS

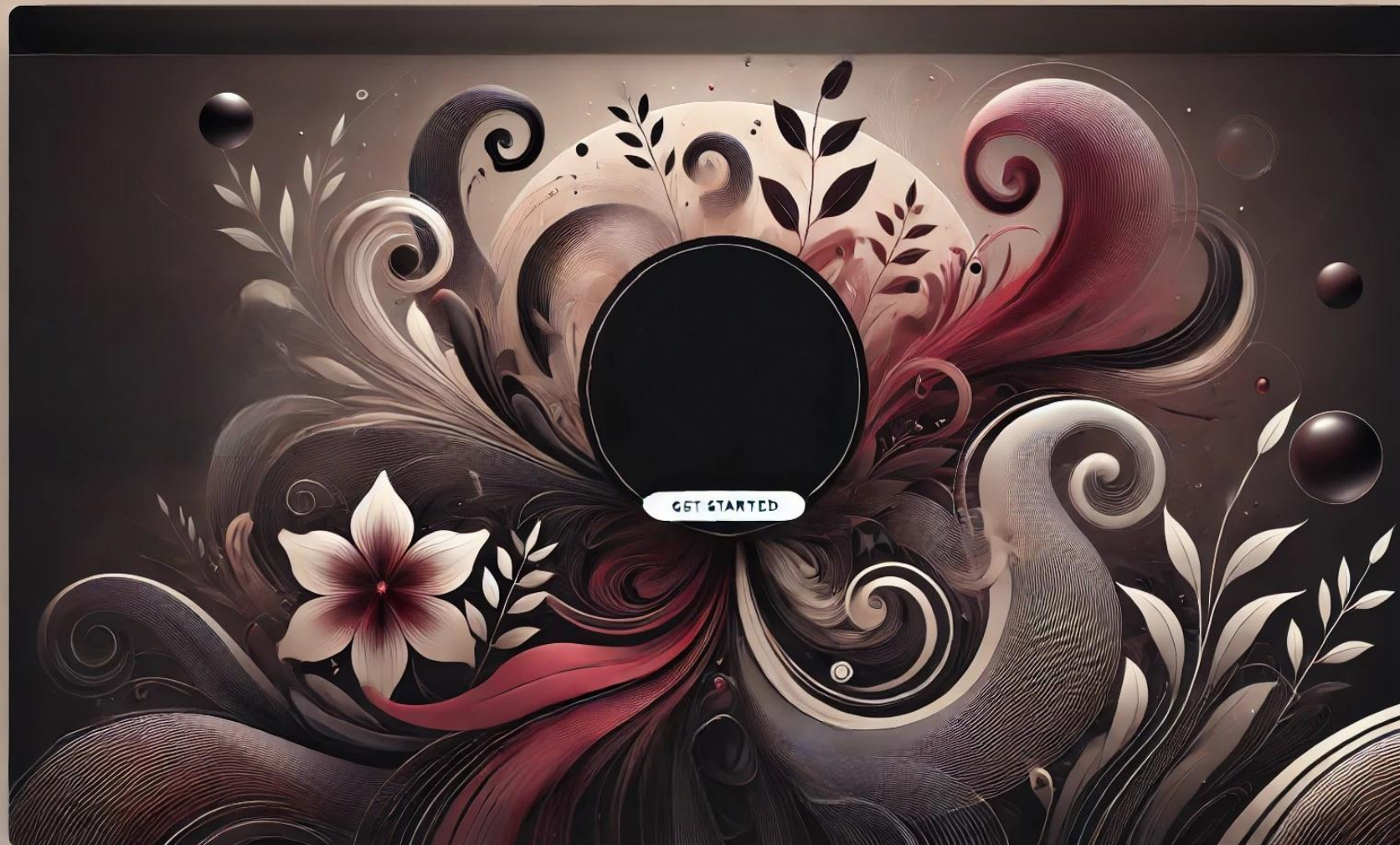
Suggests the right  
content (TED Talks,  
meditations, humor)  
based on your state.





# SOFTWARE APPLICATION

1. You open the app.
2. It reads your mood (frustrated? tired? hopeful?).
3. It talks to you like a wise friend—asking questions, giving honest feedback.
4. It recommends exactly what you need to get back on track.

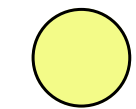
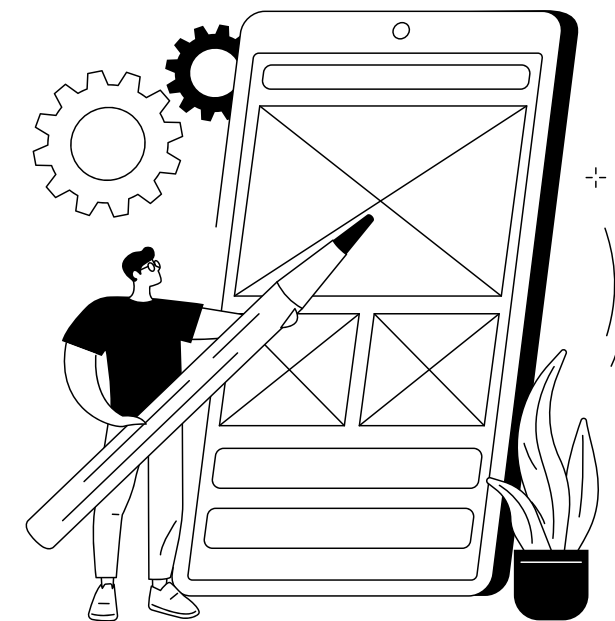




Jordan Peterson's speech on demoralization sparked the question:  
"What if technology could see people's struggles?"

**IDEA ANALYSING**

2024

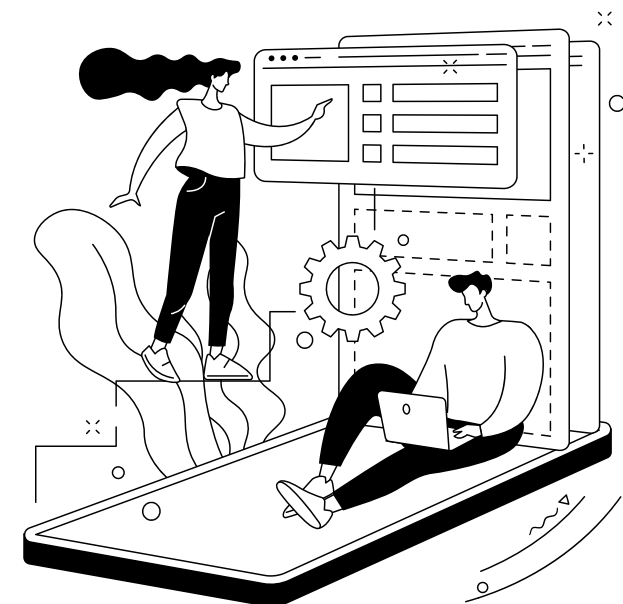


**INTERVIEWS**

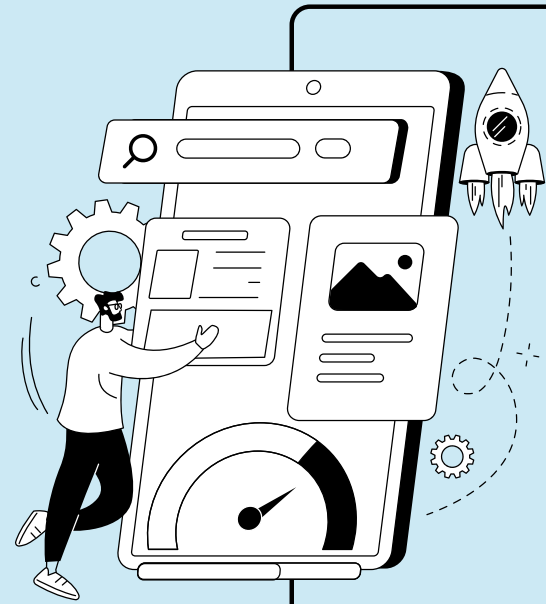
2025

**APP DEVELOPMENT**

CURRENT

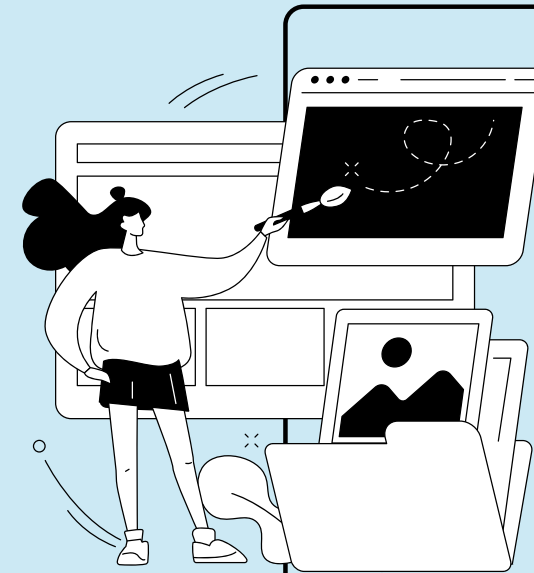


# SWOT Analysis



## STRENGTH

Human-like interaction; no "bot" feel.



## OPPORTUNITY

Rising awareness of mental resilience and structured motivation



## WEAKNESS

Needs user trust to engage fully.

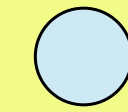
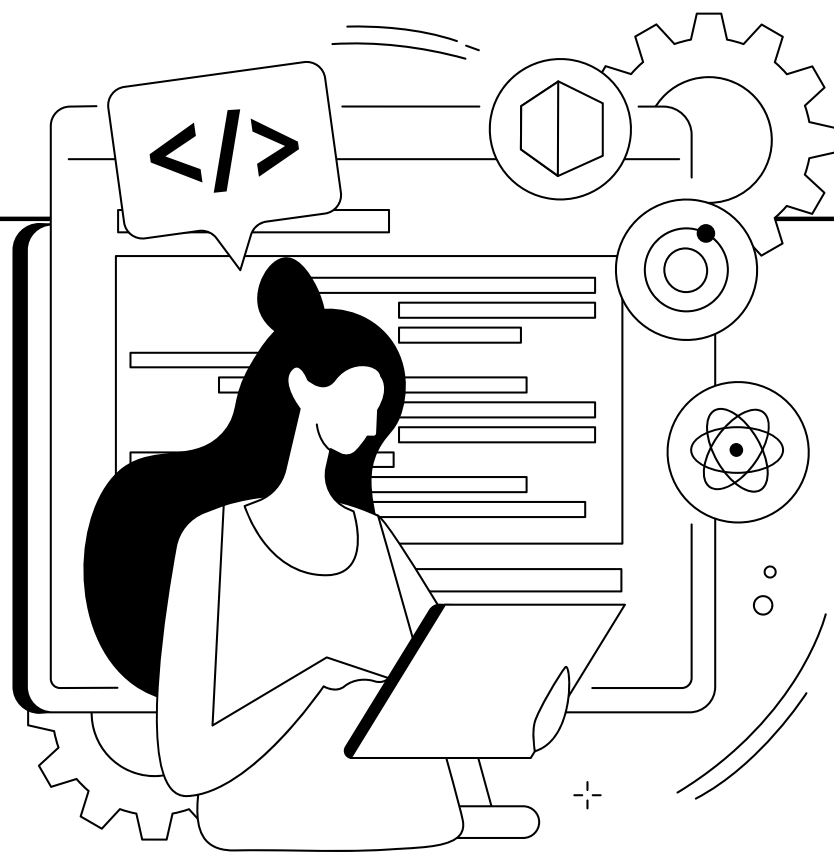


## THREAT

Competitors may mimic personalization.

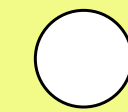
# Why This?

## Why Now ?



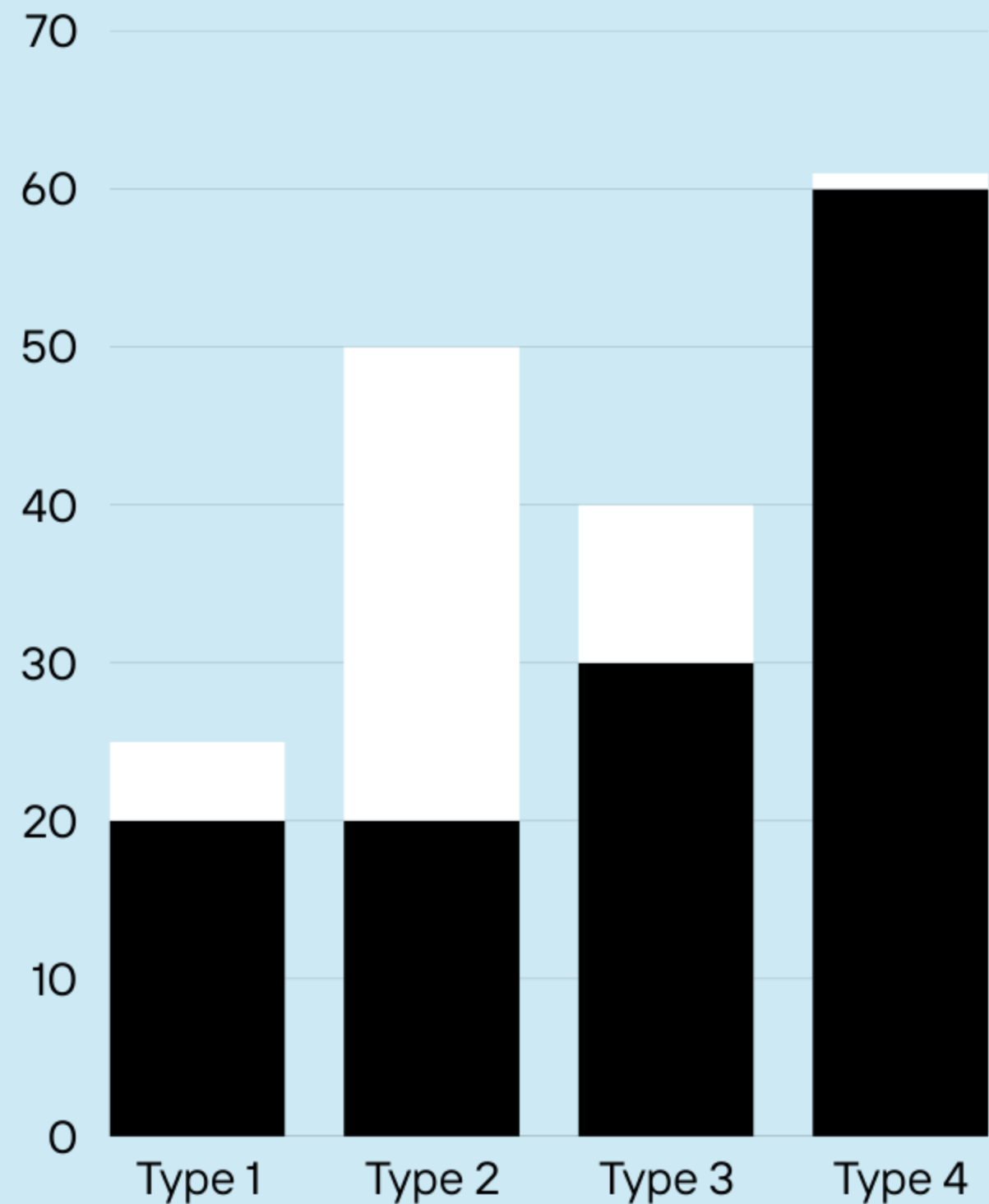
### REASON 1

Post-pandemic burnout is at record highs. People are desperate for meaning.



### REASON 2

AI advances (GPT-4, sentiment analysis) finally allow genuine emotional understanding.



# Progress

Type 1: People reluctant to share feelings with AI

Type 2: People who values consistency

Type 3: People who seek companion

Type 4: People who appreciate recognition for their efforts





# FOCUS



## CHILDREN (10-15)

Lost in social media's void. Need direction, not dopamine hits.



## ADULTS (15-25)

Crushed by uncertainty. Seek proof their efforts matter.

# Our Team

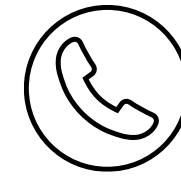


ALLWIN M

Concept Creator & Presenter

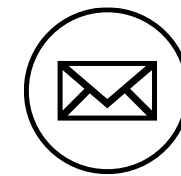
PP

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