

Features & Benefits

RIMA is a conversational intelligence layer that sits between people and their work — turning everyday chat into organized, meaningful outcomes.

RIMA — Core Features

1. Chat-First Workspaces

- One main room with optional focused sub-rooms
- Group chats with role-based participants
- Private rooms when needed (personal, health, family)

2. Natural Language Operations

- Create, update, and query anything by chatting
- No forms, no rigid workflows
- Works with messy, real conversations

3. Structured Memory

- Remembers decisions, reasons, and context
- Tracks who said what, when, and why
- Preserves institutional and personal memory

4. Task & Dependency Tracking

- Converts conversations into:
 - tasks
 - deadlines
 - owners
 - dependencies
- Highlights blockers automatically

5. Multi-Domain Support

- Events, projects, family life, health, startups, enterprise programs
- Same system, different contexts
- Adapts tone and behavior per scenario

6. Calendar & Time Awareness

- Connected to calendars

- Flags conflicts and busy periods
- Sets reminders in context

7. Financial Tracking

- Logs expenses naturally in chat
- Tracks budgets, estimates, and risks
- Links money to decisions and activities

8. Document & Evidence Management

- Upload PDFs, images, reports
- Attaches files to the right context
- Reuses past documents when relevant

9. Real-Time Collaboration

- Multiple participants per room
- Live updates via WebSocket
- Keeps teams aligned without meetings

10. Intelligence & Insights

- Detects patterns and trends
 - Flags risks early
 - Generates summaries on demand
-

RIMA — Key Benefits

1. A Clear Head

RIMA takes everything out of your mind and puts it where it belongs. Thoughts, messages, plans, files — dumped once, understood forever. You stop carrying mental clutter and start thinking clearly again.

2. Zero Organization Work

You don't label.
You don't sort.
You don't maintain systems.

RIMA does the organizing in the background — continuously, intelligently, invisibly.

3. One Place Instead of Five

Chats, notes, decisions, plans, and updates stop living in separate apps. RIMA becomes the single place where everything connects and makes sense.

No hopping. No hunting.

4. Calm Control Over Everything

You always know:

- What's going on
- What matters now
- What's coming next

Without spreadsheets or manual tracking.

5. Work That Matches How Humans Think

You speak freely.
You share messily.
You change your mind.

RIMA absorbs the mess and turns it into structure — without forcing you to change how you work.

6. Nothing Gets Lost Over Time

Important details don't fade.
Decisions don't disappear in threads.
Context doesn't reset every week.

RIMA keeps continuity intact, even as life gets busy.

7. Faster Progress, Fewer Conversations

RIMA already knows the context.
So updates are instant.
Summaries are accurate.
Decisions happen without endless clarification loops.

8. Effortless Accountability

Ownership is clear.
History is preserved.
Outcomes are visible.

Not because people update tools — but because RIMA is always paying attention.

9. Grows With Your Life

Use it for yourself.
Then for a project.
Then for a team.
Then for something bigger. RIMA scales naturally, without becoming heavy or complicated.

The Core Advantage

You focus on outcomes.

RIMA handles the thinking infrastructure.

No organizing.

No documenting.

No reporting.

Just clarity — at scale.

Scenario 1 - Euro Trip

Scenario 1 — Brief

In this scenario, Sara is planning a 10-day multi-city trip with her friends. Instead of managing endless messages, notes, and documents across different apps, she uses **RIMA** as a shared group space to organize everything in one place.

RIMA helps Sara naturally turn a casual group chat into a structured plan by:

- Creating a **main room** for general discussion and decisions
- Suggesting **sub-rooms** for each city and for bookings when the plan becomes complex
- Tracking dates, responsibilities, and evolving ideas without interrupting the conversation

This scenario shows how RIMA:

- Adapts to **real human conversations**
- Scales from simple chat to structured planning **only when needed**
- Keeps multiple participants aligned without forcing forms or rigid workflows
- Reduces mental load by organizing information in the background

Key takeaway:

RIMA doesn't replace the conversation—it quietly supports it, turning shared ideas into clear, organized plans while everyone keeps chatting naturally.

Below is **Scenario 1 fully populated** with:

- Main room chat
 - Sub-room chats (Paris, Milan, Rome, Bookings)
 - Showing how **RIMA gently guides**, not controls
-



Sara + RIMA

Europe Trip with the Ladies (April 2026)



Main Room

“Europe Trip with the Ladies”

Participants: Sara, Maryam, Noora, Hind, RIMA

Sara:

Hey ladies! April Europe trip is officially happening 🇪🇺🌟

Maryam:

Finally!! I'm so excited 😊

Noora:

10 days right? We said April but not exact dates yet.

Hind:

Can we do Paris + Milan + Rome? Dream combo.

Sara:

Yes! I'm adding RIMA here to help us organize because my brain can't handle this 😅
@RIMA we're planning a 10-day Europe trip in April 2026.

RIMA:

Love this plan ✨

I can help you keep everything organized.

Since you mentioned multiple cities, would you like me to create city rooms (Paris, Milan, Rome) and one room for bookings?

Sara:

Yes please, do it.

RIMA:

✓ Done.

I've created:

- Paris
- Milan

- Rome
- Bookings

We'll keep this main room for general planning and decisions.

Noora:

This already feels calmer 😊

Hind:

Agreed. Can we decide rough dates first?

Sara:

Let's aim for April 5–15?

Maryam:

Works for me.

RIMA:

Noted ✎

Tentative trip dates: April 5–15, 2026

You can change this anytime.



Sub-Room: Paris

Sara:

Okay Paris girls 🇫🇷

How many days should we stay?

Maryam:

At least 3 nights. I want museums + cafés.

Noora:

Same. And shopping.

Hind:

And no rushing please 😅

Sara:

@RIMA note this.

RIMA:

📍 Paris (Draft Plan)

- Duration: 3 nights

- Style: relaxed, museums, cafés, shopping
I'll update this as plans evolve.

Maryam:

I'll look into hotels near Saint-Germain.

RIMA:

Great. Maryam is noted as **Paris hotel lead** 

Sub-Room: Milan

Sara:

Milan thoughts?

Noora:

Shopping + lake day maybe?

Hind:

2 nights should be enough.

Sara:

Agree.

RIMA:

 Milan (Draft Plan)

- Duration: 2 nights
- Focus: shopping, leisure, possible day trip
Let me know when you want itinerary suggestions.

Noora:

I'll handle Milan shopping spots 😊

RIMA:

Noted. Noora is **Milan planning lead**.

Sub-Room: Rome

Hind:

Rome needs more time I think.

Sara:

Yes history, food, walking.

Maryam:

4 nights?

Noora:

Perfect.

RIMA:

📍 Rome (Draft Plan)

- Duration: 4 nights
 - Focus: history, food, walking tours
 - Pace: relaxed
- Hind, would you like me to assign you as Rome lead?

Hind:

Yes please!

RIMA:

Done ✅



Sub-Room: Bookings

Sara:

This room is making me feel very responsible 😅

Let's talk flights.

Maryam:

I prefer Emirates.

Noora:

Whatever has best timing.

Sara:

@RIMA can you track flight options and costs here?

RIMA:

Of course ✈️

This room will be used for:

- Flights
- Hotels

- Trains between cities
- Uploaded tickets & PDFs
- Shared expenses

Once bookings start, I'll keep a clean summary.

Hind:

We should also upload visa docs here later.

RIMA:

Good idea. I'll keep visa documents grouped here as well.



What RIMA is quietly doing in the background

Without interrupting the chat, RIMA is:

- Structuring the trip into a **main conversation + focused sub-rooms**
- Assigning informal “leads”
- Tracking dates, durations, responsibilities
- Preparing future summaries like:
 - “Trip overview”
 - “City breakdown”
 - “Estimated budget”
 - “Who’s responsible for what”



What Sara sees on the dashboard (conceptually)

Europe Trip – Overview

- Status: Planning
- Dates: April 5–15, 2026 (tentative)
- Cities: Paris (3) · Milan (2) · Rome (4)
- Participants: 4
- Open items:
 - Flights not booked
 - Hotels pending
 - Visa process upcoming

Each city tile opens its room.

Bookings tile shows documents & costs.

Scenario 2 - Supermom

Scenario 2 — Brief

In this scenario, Sara uses **RIMA** as a personal assistant to manage her children's school life, activities, and schedules. Instead of juggling calendars, school portals, messages, and notes, she has one private space where everything related to her kids lives.

RIMA helps Sara by:

- Creating a **main private room** where she can see the big picture of her family's week
- Maintaining **separate, child-specific rooms** that respect privacy and focus
- Tracking school schedules, homework, grades, and activities
- Syncing with Sara's calendar and proactively flagging conflicts or busy days
- Communicating in age-appropriate ways with each child

This scenario shows that RIMA:

- Extends beyond work into **real life and family organization**
- Acts as a **memory and intelligence layer**, not just a chat tool
- Adapts its tone and behavior to different users and ages
- Helps reduce mental load while keeping Sara fully in control

Key takeaway:

RIMA empowers Sara to stay organized, present, and proactive as a parent—without turning family life into spreadsheets or stress.



Sara, the Supermom

Sara is a working mother of three kids:

- **Omar (16)** – high school, football, exams
- **Hessa (12)** – middle school, creative, easily stressed
- **Salem (8)** – primary school, energetic, needs structure

She uses **RIMA** as her **family command center**, fully connected to:

- her **calendar**
 - school schedules
 - homework & grades
 - activities & hobbies
-



Main Room

“My Angels”

Participants: Sara + RIMA only

This room is **Sara's private space**.

Sara:

Good morning RIMA ☕ I feel like this week is going to be crazy.

RIMA:

Good morning Sara 💐

Here's a quick overview for this week:

- **Omar:** Math exam on Thursday, football training Tue & Thu
- **Hessa:** Science project due Wednesday
- **Salem:** School trip on Tuesday

You have **2 overlapping items** on Wednesday afternoon. Would you like me to flag them on your calendar?

Sara:

Yes please. Also... who needs my attention the most this week?

RIMA:

Based on deadlines and recent activity:

- ① Hessa – upcoming project + exam stress last week
- ② Omar – exam + late practices
- ③ Salem – all on track 

Sara:

Thank you... that helps a lot.

RIMA:

Anytime. You're doing great 



Sub-Room: Omar

Participants: Sara, Omar, RIMA

Sara:

Hey Omar, how's school going this week?

Omar:

Okayyy I guess. Math exam is stressing me out.

Sara:

I know 😅 Have you started studying?

Omar:

A little...

RIMA:

Omar, according to your schedule:

- Math exam: Thursday
- You studied Math for 30 minutes on Sunday

Would you like me to help you plan short study sessions around football?

Omar:

Yes pls 😭

RIMA:

Suggested plan:

- Monday: 30 min after dinner
- Wednesday: 45 min before training

Sara, shall I add this to Omar's calendar?

Sara:

Yes, add it.

RIMA:

✓ Added to calendar.

Omar, I'll remind you 10 minutes before each session.

Omar:

Thanks RIMA 🙏

Sub-Room: Hessa

Participants: Sara, Hessa, RIMA

Hessa:

Mamaaa I don't like my science project 😞

Sara:

What's wrong?

Hessa:

I don't understand it.

RIMA:

Hessa, your science project is due **Wednesday**.

Last time, breaking it into small steps helped. Shall we do that again?

Hessa:

Yes 😊

RIMA:

Okay 🌸

Step 1: Choose topic (today)

Step 2: Research (tomorrow)

Step 3: Presentation (Wednesday)

Sara, would you like me to track progress?

Sara:

Yes please.

RIMA:

Noted.

Hessa, once you finish Step 1, just tell me “done” 😊

Hessa:

Okay ❤️

Sub-Room: Salem

Participants: Sara, Salem, RIMA

Salem:

Mama guess what!! I got a star ⭐⭐⭐

Sara:

That's amazing!! For what?

Salem:

Reading!

RIMA:

🎉 Great job Salem!

I've recorded:

- Reading score: Excellent
- Teacher note: “Very enthusiastic”

Sara, Salem has improved his reading score for the **third week in a row**.

Sara:

I'm so proud of you baby ❤️

Salem:

Can we get ice cream? 🍦

Sara:

😂 We'll see.



What RIMA is doing quietly in the background

- Syncing **school schedules** to Sara's calendar
 - Tracking:
 - Grades
 - Homework
 - Exams
 - Activities
 - Noticing patterns:
 - Stress before exams
 - Progress trends
 - Adjusting tone based on age:
 - Structured with Omar
 - Gentle with Hessa
 - Encouraging with Salem
-



Sara's Dashboard View (Conceptual)

Family Overview

- Salem: On track
- Hessa: Project due (2 days)
- Omar: Exam approaching

This Week

- 5 school items
- 3 activities
- 2 reminders set

Insights

- Omar performs better when study sessions < 45 min
 - Hessa benefits from task breakdowns
 - Salem is consistently improving in reading
-



What this scenario shows

This scenario proves that **RIMA is not just for work.**

It shows that RIMA can be:

- A **family organizer**
- A **memory system**
- A **calendar-aware assistant**
- A **gentle intelligence layer**
- A support system for real life

Key message:

RIMA helps Sara stay present — not overwhelmed.

Scenario 3 — Operations Manager

Scenario 3 — Brief

In this scenario, Sara is an **Operations Manager** working on the **Dubai Reefs** initiative—a large, multi-team, multi-stakeholder environmental project.

Her day-to-day reality includes:

- Constant messages from different teams
- Dependencies across surveys, vendors, permits, and deployment
- Tight deadlines and cost risks
- High accountability and reporting pressure

Sara uses **RIMA** as her operational control center to manage the complexity without slowing down decision-making.

This scenario shows how RIMA functions in a **real enterprise environment** where conversations are messy, priorities shift, and missing one detail can have major consequences.

Key takeaway:

RIMA acts as a coordination and intelligence layer that absorbs operational chaos and gives leaders clarity, continuity, and confidence.

Main Room

“Dubai Reefs – Program Operations”

Participants:

Sara · RIMA · Ops Lead · Marine Lead · Vendor Manager · Compliance Officer

Ops Lead:

Morning everyone, deployment timeline for Phase 1 is getting tight.

Marine Lead:

We still haven't finalized the reef module locations. We need updated bathymetry.

Vendor Manager:

Also, FYI, the fabrication vendor needs confirmation by end of week or pricing changes.

Sara:

Okay... one thing at a time please 😊

@RIMA can you capture the open items from today?

RIMA:

Captured so far:

1. Reef module locations pending bathymetry update
2. Fabrication pricing confirmation deadline — end of week
3. Phase 1 deployment timeline at risk

I'll keep tracking these unless told otherwise.

Compliance Officer:

Don't forget we're still waiting on the environmental permit amendment.

Sara:

Right, thanks for reminding me.

@RIMA add that as well.

RIMA:

Added:

4) Environmental permit amendment — pending approval

Ops Lead:

Can we split discussions? This is getting messy.

Sara:

Yes please.

@RIMA create sub-rooms for:

- Site Deployment – Phase 1
- Vendors & Fabrication
- Permits & Compliance

RIMA:

✓ Sub-rooms created.

I've invited relevant participants to each room.

Sub-Room: Site Deployment – Phase 1

Participants:

Sara · Ops Lead · Marine Lead · RIMA

Marine Lead:

We need the updated bathymetric survey before we lock coordinates.

Ops Lead:

Survey team said “early next week” but no exact date.

Sara:

That's risky.

@RIMA when was the last time they gave us a firm date?

RIMA:

Last confirmed update from the survey team was **12 days ago**, with “early next week” mentioned twice since then without a date.

Sara:

Okay... please remind me to follow up if no update by Tuesday 10 AM.

RIMA:

⏰ Reminder set for Tuesday at 10:00 AM.

Marine Lead:

Once we get the data, we'll need 48 hours to finalize locations.

RIMA:

Noted:

- Bathymetry received → 48 hours for final coordinates
-

Sub-Room: Vendors & Fabrication

Participants:

Sara · Vendor Manager · Procurement · RIMA

Vendor Manager:

Fabrication cost might increase 8–10% if we don't confirm quantities by Friday.

Procurement:

We still don't have signed approval for the revised quantities.

Sara:

This is exactly the kind of thing that blows up later 😞

@RIMA what's blocking the approval?

RIMA:

Approval pending from:

- Finance (budget reallocation)
- Technical sign-off (module count confirmation)

Sara:

Okay, I'll chase finance.

@RIMA please log this as a cost risk.

RIMA:

⚠ Risk logged:

"Fabrication cost increase (8–10%) if confirmation delayed beyond Friday."

Vendor Manager:

Please keep us posted by Thursday at the latest.

RIMA:

Deadline noted: **Thursday – Vendor confirmation update**

Sub-Room: Permits & Compliance

Participants:

Sara · Compliance Officer · External Consultant · RIMA

Compliance Officer:

The permit amendment is with the authority, but they asked for clarification on deployment depth.

External Consultant:

Yes, they want confirmation it won't exceed approved depth ranges.

Sara:

Do we already have that info documented somewhere?

RIMA:

Yes.

A similar clarification was submitted in **Phase 0 documentation (August)**.

I can attach the relevant excerpt here.

Sara:

Please do.

RIMA:

📎 Attached: "Deployment Depth Clarification – Phase 0"

Would you like me to draft a response using this as reference?

Compliance Officer:

That would save us time, yes.

RIMA:

Draft prepared. Waiting for Sara's approval before sending.



What RIMA is doing quietly (business value)

Without interrupting people, RIMA is:

- Tracking **dependencies** (survey → locations → fabrication → deployment)
- Logging **risks** automatically
- Remembering **past decisions & documents**
- Turning messy conversations into:
 - Action items
 - Deadlines
 - Follow-ups
- Acting as Sara's **second brain**

Sara doesn't need to "take notes" — she leads.

What this scenario is showing

This scenario demonstrates that RIMA:

- Works in **real, messy, multi-team environments**
- Handles **enterprise-scale coordination**
- Reduces meeting overload
- Prevents critical details from being lost in chat
- Supports compliance and audit needs
- Helps managers focus on **decisions**, not admin

Key message:

RIMA doesn't make complex projects simple — it makes them **manageable**.

Perfect—here's a **clear, business-facing explanation** of Scenario 3, followed by a **conceptual dashboard view** (what Sara sees, not UI design).

What this scenario is showing (strategically)

This scenario demonstrates that RIMA can:

- Handle **large-scale, real-world operations**
- Support **multiple teams working in parallel**
- Track dependencies, risks, and approvals automatically
- Preserve institutional memory across long projects
- Reduce reliance on meetings, spreadsheets, and follow-up emails
- Support compliance and audit requirements naturally through chat

It proves RIMA is suitable for **enterprise, government, and infrastructure-scale projects**, not just small teams.



The Dashboard — What Sara sees

Project Overview (Top Section)

Dubai Reefs – Program Operations

- Status: ⚠ At Risk (2 flagged items)
 - Active Sub-Rooms: 5
 - Active Teams: 6
 - Last Activity: 12 minutes ago
-

Operational Health Snapshot

Open Operational Items

- ● 1 Critical
 - Bathymetric survey delay (Site Deployment – Phase 1)
- ● 2 Medium
 - Fabrication cost risk (8–10%)
 - Permit amendment clarification pending

Upcoming Deadlines

- Thursday: Vendor confirmation
 - Tuesday 10:00 AM: Survey follow-up reminder
-

Risks & Dependencies

Tracked Risks

- Fabrication cost increase if quantities not confirmed
- Deployment delay if survey data slips

Key Dependencies

- Survey data → Final coordinates → Fabrication quantities → Deployment timeline

RIMA highlights where **one delay cascades into others**.

Team & Accountability View

Who is responsible for what

- Site Deployment: Ops Lead / Marine Lead
- Vendors: Vendor Manager / Procurement
- Compliance: Compliance Officer / External Consultant

Sara can instantly see:

- Who owns each issue
 - What's blocked
 - What's waiting for her decision
-

Documentation & Evidence

Recent Documents

- Deployment Depth Clarification (Phase 0)
- Vendor Pricing Proposal v3
- Permit Amendment Draft

Each document is:

- Linked to its room
 - Linked to decisions
 - Time-stamped and auditable
-

Executive Summary (Auto-generated by RIMA)

A short paragraph Sara can copy/paste into an email or briefing:

"Phase 1 deployment is currently dependent on pending bathymetric survey data. Fabrication costs are at risk of increasing if confirmation is delayed beyond Thursday. Permit amendment clarification has been drafted and is awaiting approval. No irreversible delays at this stage, but close monitoring required over the next 5 days."

Why this dashboard matters

Without RIMA:

- Sara would rely on memory, notes, and meetings
- Risks would surface late
- Context would be lost between teams

With RIMA:

- The project has **continuous situational awareness**
- Decisions are based on live, structured intelligence
- Leadership reporting becomes effortless

Scenario 4 — My Health

Scenario 4 — My Health

Sara uses **RIMA** as her private health companion.

No groups, no noise—just one trusted space where she logs workouts, habits, and medical information.

Participants:



Sara + RIMA

Room: “My Health”



Main Room — *My Health*

Daily, casual inputs (very lightweight)

Sara:

Did a 40-minute walk today. Felt good but a bit tired at the end.

RIMA:

Logged ✓

40-minute walk — moderate intensity

Noted: fatigue at the end

Sara (another day):

Skipped workout today. Long workday.

RIMA:

Noted.

No worries—rest days are part of consistency 🌱

Sara:

Gym session:

- 20 min treadmill
 - light weights
- Energy level: medium

RIMA:

Got it 💪

Workout logged with medium energy level.

Health data alignment (reports & context)

Sara:

Uploading my blood test results.

(PDF uploaded)

RIMA:

Thanks, Sara. I've reviewed your report and aligned it with your health profile.

Key notes:

- Vitamin D: slightly below optimal range
- Iron: within normal range
- Cholesterol: stable

I'll keep this in mind when tracking fatigue, recovery, and workout patterns.

Sara:

Please do. I've been feeling low energy lately.

RIMA:

Noted.

I'll flag any patterns between:

- low energy days
 - workout intensity
 - sleep & recent lab results
-



Monthly Briefing (User Request)

Sara:

RIMA, brief me about my exercise in November.

RIMA (example answer):

Here's your **November exercise summary** 🚶

- Total active days: **14**
- Average session length: **35 minutes**
- Most common activity: **Walking**
- Gym sessions: **4**
- Rest days: **16**

Patterns I noticed:

- You were most consistent during the **first half of the month**
- Energy levels dipped on days following late nights
- Lighter workouts correlated with better next-day energy

Overall:

November was a moderate but balanced month. Consistency dropped slightly in week 3, likely due to workload—not motivation.

Would you like suggestions for December?



RIMA being proactive (without being annoying)

RIMA:

Just a heads-up ☀️

You haven't logged movement in 3 days.

Would a short walk today fit your schedule?

Sara:

Yes, remind me after work.

RIMA:

🕒 Reminder set for 6:30 PM.



Extra examples (optional but powerful)

1 Gentle health awareness

RIMA:

I've noticed fatigue appears more often on days after intense workouts.
Would you like me to suggest lighter recovery days?

2 Trend-based insight

Sara:

Why do I feel more tired this month?

RIMA:

Based on your data:

- Exercise intensity increased
- Sleep duration slightly decreased
- Vitamin D is still below optimal

These combined could explain the fatigue.

3 Simple goal setting

Sara:

I want to be more consistent next month.

RIMA:

Would you like:

- Fewer but longer workouts, or
 - Short daily movement goals?
-



Simple Dashboard (Conceptual)

My Health & Fitness — Overview

- Activity level: Moderate
- Active days this month: 14
- Average energy: Medium
- Last blood test: Uploaded & aligned

Highlights

- Best consistency week: Week 1
- Most effective activity: Walking
- Improvement area: Recovery & sleep

Quick Actions

- View monthly summary
 - Set movement goal
 - Upload new health report
-

What this scenario shows

This scenario demonstrates that RIMA:

- Works as a **private, trusted assistant**
- Combines **subjective input** (feelings) with **objective data** (labs)
- Provides **insight, not judgment**
- Supports health without turning life into tracking fatigue
- Can summarize months of data in seconds

Key takeaway:

RIMA helps Sara understand her body over time—not just count steps.

Scenario 5 — Startup

Scenario 5 — Startup

Brief

Sara is starting a **small accessories & jewelry brand**.
No big team. No systems. Everything is happening at once.

She uses **RIMA** as her **founder workspace** — not to replace people, but to *connect them*.

Main Room

“My Business”

Participants:

Sara · RIMA

This is Sara's **CEO / brain-dump room**.

Sara:

Okay RIMA... I feel like I'm doing 10 jobs at the same time 😬

RIMA:

That's normal at this stage.

I can help you keep things clear.

Would you like me to organize work into focused rooms with the people involved?

Sara:

Yes please. I'm losing track already.

RIMA:

Based on what you're working on, I suggest:

- Suppliers & Materials
- Design & Collection
- Website & Operations
- Social Media & Marketing

Shall I create these and invite the right people?

Sara:

Yes, go ahead.

RIMA:

Rooms created and participants invited.

You can use this main room anytime to ask for updates or think out loud.

Sara:

Quick question before I jump into rooms — what's blocking my launch right now?

RIMA:

At the moment:

1. Final material choice not confirmed
2. First collection designs not locked
3. Website product pages not ready

Once any one of these moves, the others will follow.

Sara:

That actually helps a lot. Thank you.

Sub-Room: Suppliers & Materials

Participants:

Sara · Supplier (Ali) · Designer (Lina) · RIMA

Ali (Supplier):

We can do gold-plated brass, MOQ 100 pieces per design.

Lina (Designer):

I'm worried about tarnishing. Can we test samples?

Sara:

Ali, how long for samples?

Ali:

About 10 days.

Sara:

That might delay us...

RIMA:

Noted:

- Material option: gold-plated brass
- MOQ: 100 per design
- Sample lead time: 10 days

Sara, this may impact your planned launch window.

Sara:

Yeah... Lina, do we have a backup material?

Lina:

Yes, stainless steel. Slightly higher cost, but better durability.

Sara:

@RIMA can you compare both options for me later?

RIMA:

Sure. I'll prepare a comparison once pricing is confirmed.



Sub-Room: Design & Collection

Participants:

Sara · Lina (Designer) · RIMA

Lina:

Here are 3 initial designs for the first drop.

(uploads sketches)

Sara:

I love 1 and 3. Not sure about 2.

Lina:

2 was experimental anyway.

RIMA:

Design status updated:

- Design 1: Approved
- Design 3: Approved
- Design 2: On hold

Would you like me to track revisions for the approved designs?

Sara:

Yes please. Also remind me why we dropped design 2 later 😂

RIMA:

Noted.

Reason for holding Design 2: "Did not align with brand direction."



Sub-Room: Website & Operations

Participants:

Sara · Web Developer (Khaled) · RIMA

Khaled (Dev):

I need product names, prices, and photos to set up pages.

Sara:

Prices are not final yet.

Khaled:

Okay, but that blocks checkout setup.

Sara:

@RIMA please note this dependency.

RIMA:

Dependency logged:

- Product pricing → Website checkout configuration

Sara, this is linked to material choice in **Suppliers & Materials**.

Sara:

Got it. Thanks.

Sub-Room: Social Media & Marketing

Participants:

Sara · Lina (Designer) · Mark (Marketing) · RIMA

Mark:

We should start teasing the brand on Instagram even before launch.

Sara:

I agree but I don't even have final photos yet.

Lina:

We can do mood boards and sketches first.

RIMA:

Content idea logged:

- Pre-launch teasers using sketches & mood boards

Mark, would you like me to track engagement once posts go live?

Mark:

Yes, that would be helpful.

Sara:

Also please remind me not to overpromise dates 😊

RIMA:

Noted 😊

I'll flag any content that mentions specific launch dates.



What RIMA is doing quietly (founder value)

RIMA is:

- Connecting **material decisions** → **pricing** → **website** → **launch**
- Remembering *why* choices were made
- Tracking dependencies across rooms
- Giving Sara clarity without slowing her down
- Letting humans stay human — imperfect, emotional, creative

🎯 What this scenario is showing

This scenario proves that RIMA:

- Is ideal for **early-stage founders**
- Handles messy, overlapping conversations
- Connects creative, operational, and technical work
- Prevents “why did we decide this?” moments
- Acts as a calm, always-available co-founder

Key takeaway:

RIMA doesn't replace Sara's hustle — it protects it from chaos.

Perfect. Below is a **clear, founder-friendly dashboard** for **Scenario 5 (Early-stage Jewelry Brand)**.

This is **conceptual** (what Sara sees and understands at a glance), not UI design.



Dashboard

This dashboard answers one question for Sara every day:

“Where am I, what’s blocking me, and what needs my attention right now?”



1. Brand Overview (Top Section)

My Jewelry Brand

Status: 🟡 Pre-launch

Last activity: 12 minutes ago

At a glance

- Active rooms: 4
- Open decisions: 3
- Launch readiness: 60%
- Team members involved: 4

2. Room-by-Room Snapshot

Suppliers & Materials

- Status:  Decision pending
 - Latest update:
“Gold-plated brass vs stainless steel under review”
 - Risk:
Sample lead time (10 days)
-

Design & Collection

- Status:  On track
 - Designs approved: **2**
 - Designs on hold: **1**
 - Next step:
Final tweaks after material confirmation
-

Website & Operations

- Status:  Blocked
 - Blocked by: Pricing confirmation
 - Dev waiting on: Product data
-

Social Media & Marketing

- Status:  Active
 - Pre-launch ideas ready: **3**
 - Waiting on: Final product photos
 - Engagement tracking: Enabled
-

4. Expenses & Budget Tracking

Financial Snapshot

Total spent so far:

 18,700 AED

Planned but not paid:

 10,800 AED

Estimated launch budget:

 70,000 AED

Expense Breakdown

Design

- Designer fees: 11,200 AED
- Sketch revisions: 1,300 AED

Suppliers

- Sample request deposit: 5,700 AED (pending)

Website

- Initial dev payment: 500 AED
-

RIMA Insight (very important)

“If you choose stainless steel, estimated unit cost increases slightly, but reduces long-term returns and rework.”

This is **intelligence**, not accounting.

5. Pending Tasks for Sara

Needs your input

- Final material selection
- Target launch window (soft vs hard date)
- Pricing range approval

RIMA lets Sara **decide**, not chase.

6. Ask RIMA (Quick Actions)

At the top or bottom, Sara can type:

- “What’s blocking my launch right now?”
 - “How much did I spend this week?”
 - “Summarize supplier risks”
 - “If I delay launch by 2 weeks, what changes?”
 - “What decisions did I make last month?”
-

What this dashboard shows (strategically)

This dashboard proves that RIMA:

- Is a **founder’s control center**
- Combines chat + tasks + money + memory
- Keeps early-stage chaos understandable
- Makes tradeoffs visible, not hidden
- Grows naturally with the business

Key takeaway:

RIMA turns hustle into clarity — without killing momentum.