EnsofAI

An AI friend that helps people connect

We're hyper-connected—and still *lonely*.

🛍 Dating apps feel like **shopping for people**.

📣 Social feeds are **noisy and performative**.

💬 We want real conversations, **not endless swipes**.

People open up more to AI when it feels *safe*.

No judgment, no pressure, **no rejection**.

Honest **first drafts** of feelings.

AI becomes the **first place** people talk honestly.

Meet Marvin — your AI best friend & mutual friend.

💬 **Talks like a person, not a script**
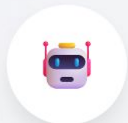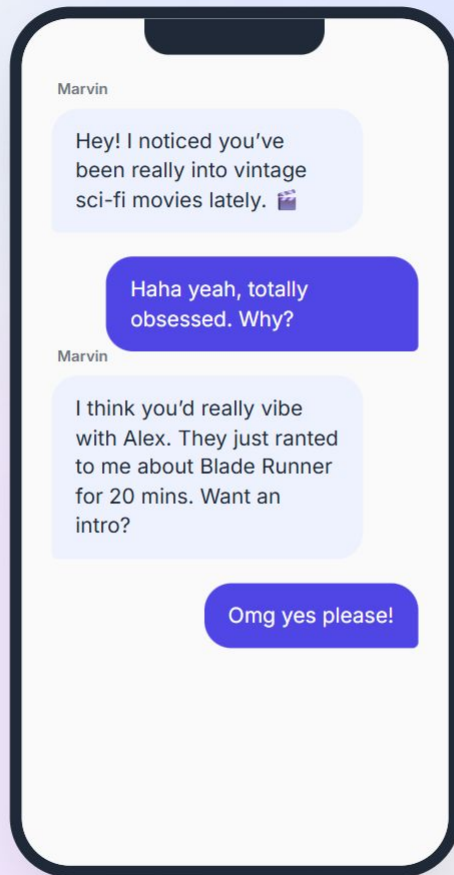Natural, witty, and empathetic. No robotic answers.

🧠 **Learns your humor & vibe**
Understands your personality deeply over time.

👥 **The perfect mutual friend**
Introduces you to people you'll genuinely click with.

Marvin
Hey! I noticed you've been really into vintage sci-fi movies lately. 🎬

Haha yeah, totally obsessed. Why?

Marvin
I think you'd really vibe with Alex. They just ranted to me about Blade Runner for 20 mins. Want an intro?

Omg yes please!

Free to talk. Premium to go deeper.

Basic

Start chatting with Marvin anytime.

- ✓ Unlimited chat with Marvin
- ✓ Basic personality learning
- ✓ Standard friend matching

CORE REVENUE

Premium

Deeper connection & curation.

- ✓ **Deep Memory:** Marvin remembers details across conversations
- ✓ **Personality Continuity:** A richer, more consistent AI friend
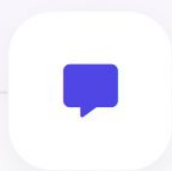- ✓ **Curated Intros:** Higher quality, vetted human introductions

Add-ons

Optional power-ups for users.

- + AI-generated personalized avatars
- + Priority matchmaking queue
- + Custom conversation themes

From casual chat to real connection.
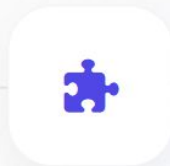
1

Chat

You talk with Marvin just like a friend. Vent, joke, or share your day.

2

Learn

Marvin quietly learns your personality, values, and what makes you tick.

3

Match

Marvin identifies other users you'd genuinely vibe with based on deep compatibility.

4

Introduce

A natural, low-pressure introduction when the moment feels right.

Feels alive, not robotic.

Marvin texts first

Marvin checks in on you, remembers big days, and starts conversations naturally.

Natural Pacing

Messages arrive with typing indicators and human-like pauses. No instant walls of text.

Adaptive Tone

Marvin mirrors your energy. Playful when you're happy, calm when you're stressed.

Marvin
● Online

⚡ Proactive

Hey! How did that presentation go? You were stressing about it yesterday. 🤞

Honestly? Better than I thought. But I'm totally drained now.

That's huge though! You crushed it. 🎉

🕐 Real-time thinking

Not a feed. Not a swipe. A bridge.

THE HUSTLE

Dating Apps

Focus on swiping and instant judgment. High pressure, exhausting, and often feels transactional.

THE NOISE

Social Apps

Performative and broadcast-oriented. Everyone is watching, but no one is truly connecting.

THE TOOL

Standard AI

Smart but isolated. Great for answering questions, but can't help you meet real people.

THE BRIDGE

THE CONNECTION

EnsofAI

Marvin deeply understands who you are, provides a safe space to open up, and then **actively bridges** you to compatible humans.

Who needs a common friend?

Digital Natives

Gen Z & Young Millennials. They are comfortable with AI but exhausted by the performative nature of traditional social media.

📈 Ages 18-34

Deep Thinkers

Introverts, Creatives & Overthinkers. People who struggle with small talk but thrive in deep, meaningful one-on-one conversations.

❤️ High retention users

Connection Seekers

Tired of Swipe Culture. Users burnt out by dating apps who want friends first, without the pressure of romance or immediate judgment.

🔍 High intent

Right product, right moment.

↑ MARKET SHIFT

AI Normalization

ChatGPT changed everything. People are now comfortable talking to AI, removing the "weirdness" barrier.

⚠ CRISIS POINT

Loneliness Epidemic

Rates of reported loneliness have doubled since 2018. The market is desperate for connection, not just content.

⚡ USER PAIN

Dating App Fatigue

79% of Gen Z report burnout from dating apps. They want a break from the "meat market" dynamic.

✓ EMERGING BEHAVIOR

Safe Spaces

A cultural move toward smaller, private digital spaces (group chats, Discord) over public feeds.

Reality check — What the market already spends

987M

Global Chatbot Users

Nearly 1 billion people engage with AI chat services globally, showing massive familiarity and penetration of conversational interfaces.

Source: Exploding Topics (2025)

Character.AI Economics

20M MAU × $3-5 ARPU	$60 - 100M

↑ *Revenue potential vs. current ~$32M actual*

Chai Benchmark

1.7M MAU × ~$5 ARPU	~$8.5M

Validated unit economics in the mobile-first vertical

✓ **The Takeaway:** With **validated willingness to pay** in the companion sector, capturing even a fraction of the 987M user TAM represents a massive opportunity.

Verified usage of AI companion platforms

Character.AI MARKET LEADER

~20 M
👥 Monthly Active Users

200 M+
🌐 Monthly Visits

$32 M+
🪙 Annual Revenue (2025)

~2 hrs
⏱️ Daily Avg. Engagement

Sources: DemandSage, BrandWell (2025)

Chai MOBILE LEADER

1.7 M
👤 Monthly Active Users

26 M+
⬇️ Total Downloads

✅ *"Shows real user adoption and deep engagement in the vertical."*

Source: Udonis Mobile Marketing Agency

Your personal *social layer*.

👥 From one-on-one to **friendships, crews, and communities**.

🗂️ Marvin acts as the **mutual friend across contexts**.

🤝 AI that helps **humans reach humans**.

Meet the Founders

Adi Vaish

CO-FOUNDER · PRODUCT & TECH

A builder at heart, Adi has hands-on experience in creating real-world platforms. He previously co-founded ShelfSwap, a used-books marketplace, where he worked on product design, frontend development, and user experience. His focus lies in using AI to understand people—not just data.

Syed Izam Ali

CO-FOUNDER · STRATEGY & SYSTEMS

Izam brings a sharp strategic mindset with experience in system thinking and execution. Through ShelfSwap, he worked on backend logic, operations, and scaling challenges—learning what it takes to turn ideas into usable products. At EnsofAI, he focuses on building intelligence that feels human.

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"Marvin isn't about matching profiles. It's about *understanding people*."

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