

# Moody x Leonardo - Kickoff Meeting Summary

## Meeting Overview

Leonardo will lead A-Mini investor pitches using an AI plugin to generate personalized presentations. Kate has reduced the funding target from \$50M to \$15M. There is urgency around delayed communication, particularly about secondary issues. The ESOP issue remains unresolved for over 3.5 years. Leonardo's monthly living cost is \$3,700, with a financial independence target of \$92,500. Moody targets 3 million women in the UAE with an initial sales performance of 12 items in under a week.

## Technical Workflow Summary

Inputs from Shani: Raw user data, Product catalog with metadata, Product-Symptom-Life Stage mapping.

Tasks for Leonardo: Design and build MVP recommendation system, Set up backend, Define and implement website integration method.

Joint Task: Plan technical integration together.

Business Steps: Agree on commercial terms and equity, then draft and review the MoU.

## Task Allocation

Shani:

- Send raw data (Google Sheets), product catalog and symptom mapping.
- Provide example websites and quiz access.
- Incorporate Moody in Dubai by August 2024.
- Draft and share one-page MoU.
- Schedule follow-up meeting.

Leonardo:

- Build MVP recommendation system (~1 week).
- Create backend API for product recommendations.
- Define integration method with website.
- Join follow-up sync calls.
- Plan Dubai residency trip.
- Contribute to MoU drafting.

## Annotated Flowchart

