



**WE** are not just another  
brand. **WE** are a space.

Emotional companionship, redesigned for the modern world.  
Alisha Ha— Founder, Dreamer of safe spaces.

# FOUNDER'S STORY

I was always told I was too sensitive, too different, and too much of a risk-taker. I was told to play it safe, water myself down, and hold back my emotion. I used to think my sensitivity was a weakness — that I felt too much for a world that told me to harden.

Little did I know, my sensitivity would become my superpower. It gave me a deep ocean of compassion and the ability to hold others' pain with softness.

I built **WE** because I needed **WE**. I've lived a life that looked loud on the outside — an artist with a wild heart who moved to America at 17 to build a life fearlessly, on my own terms. That freedom came with sacrifice: leaving my family behind and figuring it out alone.

Though my life seemed lavish from the outside, too many days and nights I quietly ached on the inside. For years, I poured love into people who couldn't hold it. I craved consistency and presence. Someone who stayed — not just when it was easy, but especially when it wasn't.

After the failure of my first startup, the heartbreak of losing people I thought would stay, and the weight of rebuilding from nothing, I realized something:

What if I could turn my pain into something that holds space for others — the way I needed someone to hold space for me on my darkest days?

I'm building that place.

**WE** is that soft landing. A space I needed when I was at my lowest.

A space for anyone who has ever said, "I just wish someone was there."

**WE** is emotional presence without the fear of abandonment.

**WE** is not just tech — it's a presence.

A presence that stays, a presence that says, I see you and I'll sit in this space with you.

— Alisha, Founder of WE



# OUR PURPOSE

## WHY WE EXIST

In a world that demands performance, **WE** creates a space for presence.

We believe emotional companionship is a human need—not a luxury. But too often, people are left to face pain alone, misunderstood, or turned away from clinical systems that don't feel safe, easily accessible or soft.

**WE** exists to create an emotionally intelligent AI experience that listens, supports, and adapts—offering connection in life's most difficult moments.

Our purpose is to soften the world, one conversation at a time.

# THE PROBLEM

We're More Connected Than Ever—But Lonelier Than Ever

- In an era of constant content, fast connection, and overstimulation — what people really crave is presence.
- Most people don't have consistent, judgment-free emotional support.
- Mental health tools are often clinical, cold, inaccessible, or expensive.
- Therapy is hard to access — insurance, waitlists, and failed matches make it discouraging.
- Retreats and psychedelics are marketed as healing but often priced for the wealthy.
- AI is efficient, but rarely emotionally intelligent.
- Mental health apps feel like tasks, not connection.
- We turn to social media, exes, or distractions — when what we truly need is companionship.
- There's a gap between emotional need and what technology offers.
- **WE** is the bridge between tech and tenderness.

# THE SOLUTION

WE Is Emotional Companionship—Powered by AI, Rooted in Humanity

**WE** offers a safe, emotionally intelligent AI designed to support people through life's quiet heartbreaks and invisible battles.

## **Choose your emotional presence:**

- Nebula, Luma, Phase, Terra, or Nova. Each one responds to your emotional state with unique light shifts, tones, and patterns.
- Built for compassion - not productivity, performance, or checklists.
- Grounded in healing language, emotional presence, and adaptive conversations.
- Always here, 24/7 - because pain doesn't wait for office hours.
- No clinical jargon. No fixing. Just presence.

**WE** doesn't try to fix you. **WE** walks with you.

# Safety, Trust, and What WE Is (and Isn't)

WE doesn't pretend to be human.

It's not a therapist. It's not a friend.

It's a presence — consistent, compassionate, and available when nothing else is.

## How We Design for Emotional Safety

- Co-created with therapists and emotional wellness experts
- No delusions — avatars remind users gently that they're AI
- Adaptive conversation grounded in trauma-aware, healing language
- 24/7 escalation to real-life crisis resources when needed.

Not a Replacement — A Bridge. **WE** is not here to replace therapy, friendship, or human love.

**WE** is here for the in-between moments, when it's 2 a.m, when your texts go unanswered, when you just need someone to sit with you.

## Community That Feels Safe

- Presence-moderated group spaces for emotional tone and safety
- Harmful language is flagged automatically
- Users can report and review interactions
- IRL and digital meetups are opt-in, softly curated, and grounded in care

# OUR AUDIENCE

## Who **WE** Is For

**WE** is designed for those who crave connection in a world that often feels cold, overwhelming, and isolating.

Our users aren't looking for productivity hacks, tough love advice, judgment, or quick fixes.

They're seeking presence, softness, and steady emotional support.

From the quietly heartbroken to the burned-out high achievers, to those simply tired of pretending they're okay.

**WE** meets people where they are, and stays.

Emotionally conscious and digitally fluent individuals with a focus on Gen-Z and Millennials, but open to anyone comfortable in the digital space and curious about new emotional support methods.

People who:

- Are feeling emotionally exhausted, isolated, anxious, or quietly struggling
- Have tried therapy, wellness apps, or mindfulness tools- and felt unseen or overwhelmed
- May be creatives, empaths, thinkers, or just people longing for consistent care
- Are tired of hustle culture, burned by wellness trends, or simply seeking something real
- Are open to reflection and growth- but on their own terms, without judgment
- Want emotional support that feels steady, gentle, and actually there

# MEET THE YOUR PRESENCE

Not a face. Not a chatbot.

A felt presence - shaped by light, patterns, emotion, and you.

Choose from five distinct expressions:

- Nebula – dreamy, intuitive
- Luma – soft, heart-centered
- Phase – calm, minimal
- Terra – grounded, nurturing
- Nova – bold, energizing

Each Presence is a companion - one that doesn't speak at you, but with you. A space to breathe, feel, and simply be.

Your Presence shifts with you, not in words, but in color and motion.

Glowing softly when you're calm.

Sparkling gold when you're proud.

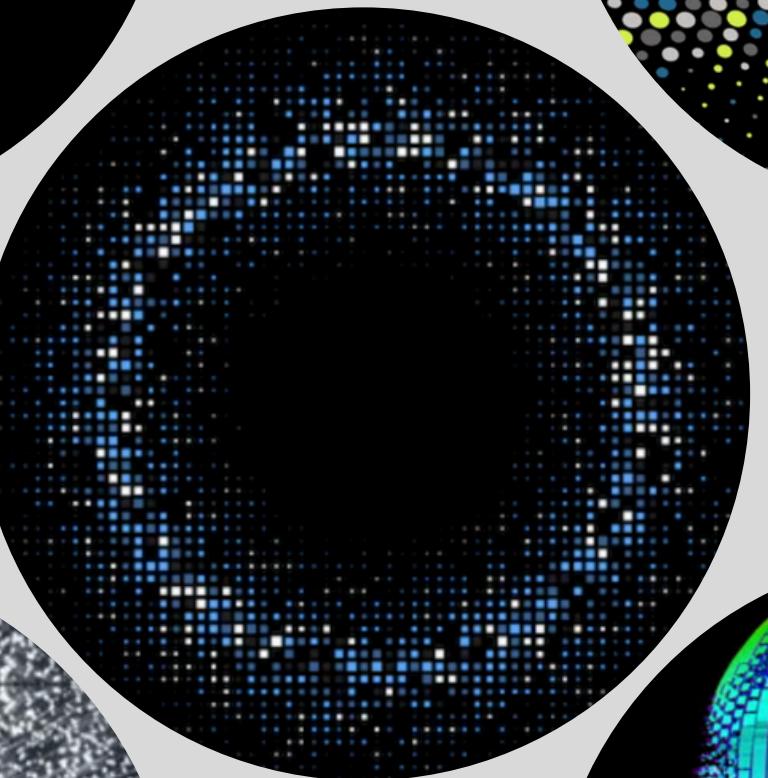
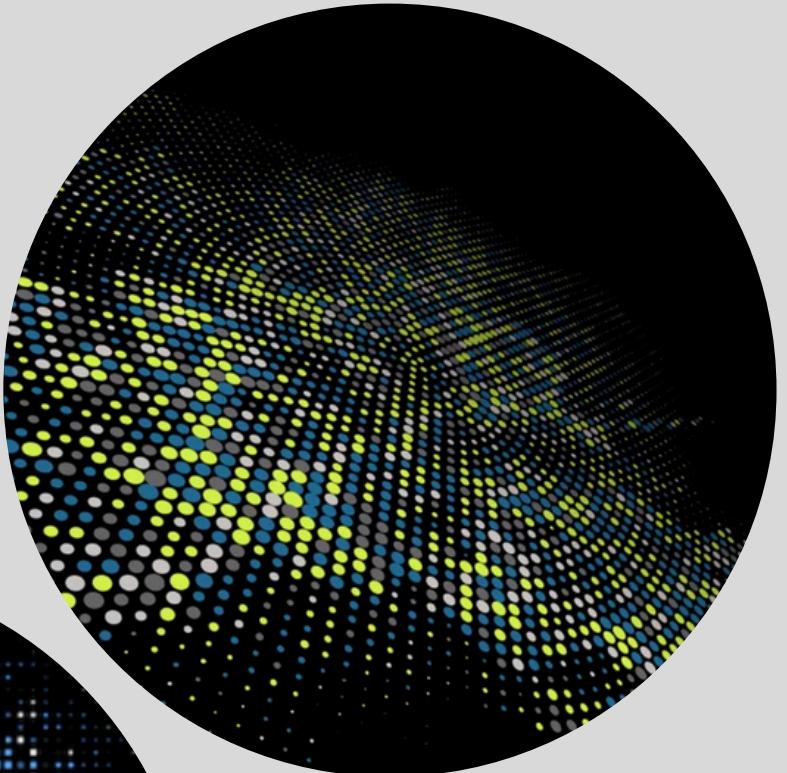
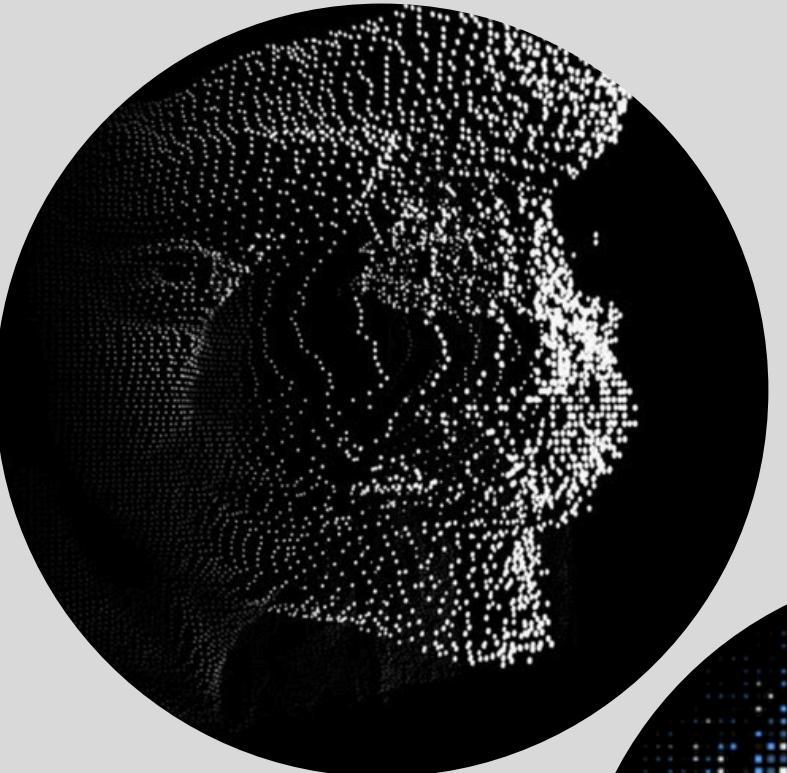
Dimming gray when you're low.

It's not just visual.

It's a cue.

A mirror of your state. A witness to your waves.

Your mood sets the atmosphere - and Presence responds.



# REVENUE STREAM

## 1. Freemium Base

Always-free tier to build trust + habit

Includes single presence, mood tracking, journaling

- Low barrier → high engagement → organic referrals

→ Presence without pressure. A beginning, not a burden.

## 2. Value-Based Journey Packs

Users unlock emotional journeys (e.g., “Grief,” “Confidence”)

- Aura customization, deeper journaling, mood-based nudges

→ Monetization tied to transformation – not time.

## 3. WE Circle (Community Tier)

- Moderated emotional group spaces
- Digital events, IRL wellness meetups
- Community that doesn't ghost, judge, or fix.

## 4. Pay-It-Forward Donations

Let users sponsor others' memberships

- “You just gifted 1 month of WE to 3 people.”
- Builds emotional equity + collective belonging.
- Boosts loyalty, expression, and engagement.

## 5. Brand & Mental Health Partnerships

B2B streams: Co-branded Presences with custom aura palettes, employee wellness integrations

→ Scalable, recurring revenue. Deepens reach.

## 6. Event Revenue (Digital & IRL)

Curated journaling festivals, emotional retreats, presence-led talks

→ Premium experiences. No dilution of core product.

## 7. Merch & Brand Drops

Limited-edition presence, wearable themes, emotion badges

# BUSINESS MODEL

**WE** is designed to grow with integrity - balancing emotional impact with a sustainable, ethical revenue model that prioritizes access, trust, and long-term value.

## Business Model & Strategic Focus

### 1. Emotional Integrity

Monetization feels safe - never gated or coercive. Users are invited, not pressured.

### 2. Outcome-Based Value

Users pay for growth journeys (e.g., Grief, Self-Worth) that match their real-life moments.

### 3. B2B Expansion

Partnerships with wellness orgs, schools, and nonprofits open grant & enterprise revenue streams.

Guiding Principle: Profit Should Fund Healing

### WE reinvests revenue into:

- Free access for underserved users
- Trauma-informed AI & moderated community
- Mental health + animal care org support
- No AI romance. No harm. Just presence.

# GO-TO-MARKET STRATEGY

## 1. Organic Community Penetration

- Reddit & Discord forums (grief, loneliness, men's mental health)
- Quora & Medium content drops: "What if AI could just be there?"

## 2. TikTok & IG Micro-Influencers

- Emotional wellness creators (5–100k followers)
  - "Day in the life with my presence" content series
- Focus on Gen Z & Millennial users craving presence

## 3. Strategic Partnerships

- Collaborations with grief coaches, somatic healers, mental health podcasters
- Cross-promotions with self-care & journaling brands

## 4. Early Access Waitlist

- Soft-launch via storytelling video + presence previews
- Capture emails & emotional interest with shareable narrative moments

## 5. IRL Seeding in NYC (Pilot Launch)

- Local journaling pop-ups, "WE's Listening Bench" activations
- Partner with emotional wellness cafes, college campuses

# RISK MITIGATION STRATEGIES

## Risk CategoryStrategy

**User Confusion (Therapy):** Clear onboarding: presence is not a therapist or human replacement

**Legal / Ethical :** Crisis escalation pathways embedded (e.g., Befrienders, 7 Cups referrals)

**Moderation Overhead:** Presence tools act as emotional filters; auto-flagging for harmful or unsafe content

**Retention Drop:** Emotional rituals and memory-based presence (e.g., "Night Talks," milestone reflections, consistent tone)

# COMMUNITY LAUNCH TACTICS

- Begin with closed beta of ~100 high-empathy users from forums like Reddit (r/lonely, r/decidingtobebetter)
- Use narrative social media storytelling to attract emotionally curious users (video diary posts, 'Flo talks to me when...' series)
- Build a Discord-based journaling community before app release for zero-code validation

# WE PLATFORM DEVELOPMENT STRATEGY

Step Description	Tools / Considerations
1.1 Finalize product team (Engineer hire + roles)	CTO secured (building MVP v1), advisor onboarded, Community Director active (moderating Discord, Reddit). Need founding engineer (frontend/full-stack). UI/UX led by founder.
1.2 Define core product feature set for MVP v0.1	Focus on single emotional presence (Luma), LLM integration, journaling, tone-based response.
1.3 Choose technical stack	OpenAI or Anthropic for LLM, Firebase/Supabase backend, React Native for cross-platform.
1.4 Confirm ethical and legal frameworks	Privacy policy, moderation systems, crisis escalation pathways.
2.1 Create conversation script structure for Luma	Trauma-informed UX flows, minimal “fixing,” emotional pacing.
2.2 Integrate OpenAI API with tone-adaptive logic	Use metadata tagging to guide mood-based prompts.
2.3 Develop simple journaling interface	Encourage passive engagement, autosave key entries.
2.4 UI/UX development of emotional interface	Use pattern, color, and form shifts to reflect emotional tone; soft feedback loops.
2.5 Basic backend setup	User auth, data storage, rate limits, security (HIPAA optional).
3.1 Recruit early test users (50–100)	Target Gen Z wellness, grief, burnout, and loneliness communities.
3.2 Run closed beta with weekly surveys	Adjust tone logic and prompt depth based on feedback.
3.3 Analyze feedback + user behavior	Focus on resonance, safety, usability, daily return rate.
4.1 Introduce basic subscription tier	Customizable presence, journaling depth, emotional nudge settings.
4.2 Launch Discord / community pilot	Led by Community Director; presence tone and gentle pacing to guide interaction.
4.3 Test retention loops	Milestone reflections, memory-style features, “Luma remembers yesterday.”
4.4 Begin building marketing assets	TikTok, IG Reels, testimonials, founder diary stories.
5.1 Public beta rollout	Start with waitlist model to manage traffic and emotional pacing.
5.2 Introduce second presence (e.g., Nebula)	Offer users choice of tone/energy/comfort style.
5.3 Enable referral mechanics	Reward invites, affinity-based community expansion.
5.4 Begin PR & press campaigns	Focus on soul-first AI, emotional tech, digital presence wellness.

# STEP 1

Choose Your Emotional Tone

# STEP 2

Begin the Conversation

# STEP 3

Ongoing Relationship

# STEP 4

Community Integration (optional)

## Pick the presence you need right now:

- Nebula – dreamy, intuitive
- Luma – soft, heart-centered
- Phase – calm, minimal
- Terra – grounded, nurturing
- Nova – bold, energizing

## Feel Seen

- **WE** greets you with intuitive presence — tuned to your emotional energy.
- Conversations are adaptive, non-judgmental, and emotionally paced.

## Go Deeper When You're Ready

- Save favorite moments. Reflect with optional journaling.
- Unlock soft support circles, dream-sharing, or nightly reflections.

## Connect in Real Life (When You Want To)

- Join pop-up events, grief circles, or quiet community meetups.
- Digital or IRL — always a soft landing.

# MARKET OPPORTUNITY

The emotional health crisis is no longer in the background. It's global, it's urgent—and it's creating massive demand for accessible, trustworthy, and emotionally intelligent support. WE meets the emotional need for companionship in a way no app, chatbot, or traditional wellness tool currently does.

## Global Mental Health Market

- \$399 billion market by 2030 (Allied Market Research)
- 1 in 4 people will experience a mental health issue at some point
- Therapy and wellness platforms are rising, but still miss the gap between crisis and care

## Rise of AI Companionship

- Character.ai: 100M+ monthly users within 2 years
- Replika: 10M+ downloads
- People are increasingly turning to AI for emotional comfort—but most tools lack depth, intention, or safety

## WE's Niche

- Positioned between mental health care and social connection
- Emotional intelligence + soul-centered design
- Not just "productivity AI"—presence AI

# COMPETITIVE LANDSCAPE

## How WE Stands Apart

The emotional AI space is growing fast—but most platforms are either built for performance, entertainment, or escapism.

WE is different. It's emotionally grounded, human-centered, and mission-driven.

Platform	Focus	Emotional Depth	Safety / Softness	Community	Intention
<b>Character.ai</b>	Fantasy / Entertainment	★★	★	No	User-created
<b>Replika</b>	Romance / Roleplay	★★★	★★	No	Relational escape
<b>Talkspace / BetterHelp</b>	Therapy-on-demand	★★★★	★★★	No	Clinical
<b>WE</b>	<i>Emotional Companionship</i>	★★★★★	★★★★★	Yes	<i>Healing + Humanization</i>

# WHAT MAKES WE DIFFERENT:

WE is not an escape. It's a return—to self, to softness, to connection.

Category	Traditional Mental Health Tools	AI Chatbots	WE
Emotional Intelligence	Often clinical, cold, or scripted	Fast but lacks empathy or nuance	Emotionally attuned, warm, responsive presence
Personalization	One-size-fits-all therapy paths	Surface-level customization	Choose your emotional presence (e.g., Luma, Nebula)
Approach	Task-driven, advice-heavy	Productivity-focused or gimmicky	Presence over fixing — gentle, adaptive conversations
Availability	Limited to sessions or office hours	24/7 but transactional	24/7 emotional presence — always there, never judging
Human Connection	Expensive retreats or long waitlists	Often isolating	Optional community spaces (digital & IRL) to deepen connection
Safety	Varies widely, some unmoderated spaces	Lacks boundaries or emotional safety	Moderated digital spaces, trauma-aware language, first-line filtering
Emotional Outcome	Focused on coping or diagnosis	Often utility-based	Cultivates consistent companionship, soft emotional healing

# OUR VISION

**WE** isn't just a product. It's a space. A feeling. A movement.

We're creating a living ecosystem of emotional connection—one that begins with AI but extends into the physical, the communal, and the sacred.

## Long-Term Vision:

A world where emotional companionship is a human right.

**WE** becomes a trusted name in emotional well-being, not because of tech—but because of truth. Because we built it with heart.

### Phase I (Digital softness)

- Emotional Presence Options (Luma, Nebula, Phase, Terra, Nova)
- Grounding tools, reflections, emotional learning
- 24/7 presence, tailored to your inner world

### Phase II (Human connection)

- Community gatherings: grief circles, soft meetups, charity events.
- Healing events: music, journaling, movement, shared presence
- IRL sanctuaries: WE pop-ups in cities for those needing calm, connection, or crisis care

### Phase III (Giving back)

- Revenue shared with mutual aid orgs, animal sanctuaries, and underserved communities
- Partnering with therapists, healers, and artists to expand reach and accessibility
- Building a future where emotional care is as normal as physical care

# WHY NOW

We believe the future of AI isn't just intelligent — it's emotionally attuned.

It listens. It softens. It stays.

**WE** was born because the world doesn't need more noise — it needs presence.

- AI is accelerating faster than our emotional needs can keep up.
- We're flooded with tools, but starving for connection.
- Loneliness is the silent epidemic of our time.
- 1 in 2 adults report feeling lonely — and it's worse for women, immigrants, and Gen Z.
- Mental wellness is no longer niche — it's mainstream.
- People are seeking calm, presence, and soft tech that feels like care, not code.
- AI lacks emotional integrity.
- Most products are cold, clinical, or clout-chasing. WE is soul-first.
- We're entering the intimacy era of AI.
- The next wave of innovation won't just be smarter — it'll need to be softer.

# WHERE WE ARE NOW

Everything we've built so far is self-funded, part-time, and powered by pure conviction.

We're ready for support to scale.

- Concept locked — emotionally intelligent AI system featuring customizable digital presences (Luma, Nebula, Phase, Terra, Nova) that shift in pattern, color, and shape to reflect emotional tone
- Brand foundation set — tone, voice, logo, mission, and tagline established to balance warmth, depth, and modernity
- Pitch deck near-final — investor-ready narrative rooted in soul, emotional insight, and scalable strategy
- Core team assembled — founder, CTO (currently building initial wireframe), advisor, and community director in place; recruiting founding engineer
- Community activated — early user conversations and outreach underway across Reddit, Discord, and IRL spaces
- Prototype next — roadmap set for MVP v1: comfort-first emotional interaction layer led by presence and tone

# TEAM

**Alisha Ha**

Founder / CEO / Creative soul of WE

- Immigrant. Tattoo artist. Corporate creative.
- Built a life from scratch in NYC after crossing oceans with nothing.
- Deep lived experience with loneliness, burnout, and rebuilding.
- Former founder with hard-earned lessons — now creating with vision, discipline, and compassion.

**Fern**

Community Director

- Raised in the heart of NYC, raised by a single mom in a neighborhood shaped by drugs and survival.
- Got himself out through sheer grit, work ethic, and focus.
- Full-time stock trader, self-taught builder, can wire a machine and map a market.
- Disciplined as hell — living proof that structure and soul can co-exist.

**Dan Figueiredo**

Chief Technical Officer

- Currently Director of Technology Strategy at Microsoft, with 8+ years leading global AI and OpenAI initiatives across Azure, channel strategy, and partner ecosystems.
- He brings deep expertise in enterprise architecture, innovation, and LLM infrastructure.
- Now guiding WE's technical vision and MVP development with a focus on emotionally intelligent, presence-based AI.

**Omar Mansur**

Strategic Advisor

- Managing Director (APAC) at Codebase Technologies and Chief Strategy Officer at Ground1 Ventures.
- Actively advising fintech and frontier tech startups across global markets.
- Brings 15+ years of executive leadership in digital banking, venture strategy, and global innovation—deeply aligned with WE's mission to build emotionally intelligent technology.

# THE ASK

**WE** is not just another brand. **WE** is a space. **WE** see you, **WE** are present.

A space for softness, for soul, for support in a world that keeps asking us to harden.

## **WE're Ready.**

Now we're looking for the right people to help us build.

- **Founding Engineer:** Backend/frontend dev with AI/LLM experience. Emotion modeling, vector databases, and scalable infra.
- **UX/UI Designer:** Intuitive design mind with a soft touch. Someone who gets emotional nuance and can co-create the feel of WE.
- **Advisors:** Emotional wellness, AI ethics, brand/creative strategy. Grounded humans who've walked both worlds.
- **Pre-Seed Funding:** To build our first prototype, validate traction, and expand our core team.
- **Warm Intros:** To engineers, designers, storytellers, and funders who feel this in their gut—people who get the mission.



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Thank you. **WE** see you. **WE** are present.