



**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 I was always told I was too sensitive. Too much. Too different. Too risky.  
Told to play it safe, shrink myself, and hide my emotion.  
But what I thought was my weakness—my sensitivity—became my superpower.  
It gave me the depth 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 left home at 17 to build a life alone in America.  
But behind the freedom was loneliness, heartbreak, and the quiet ache for someone who would stay.

WE began with that need for presence - emotional support that doesn't disappear.  
But it's more than an AI companion.

**WE** is becoming a community.  
A space for the misfits.

For the ones who were told they don't belong.  
For the ones numbed by fast likes, swipes, and disposable dopamine.

**WE** is for those who want something deeper:  
A place to be seen as they are. To create. To lead. To build with their own authentic voice.

This isn't just tech.  
It's presence.  
It's space.  
It's together.  
It's **WE**.

— 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 and community in life's most difficult moments.

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

# 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 and a community.
- 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, 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.
- Offers community - beyond solitude. Into belonging
- 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 - presence 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.
- Real-life support through community and human connection because healing requires more than code.

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

WE is not a chatbot. Not a face.

It's an infinity ring - two energies colliding, pulsing, evolving.

A felt presence shaped by light, motion, emotion—and you.

Each Presence speaks gently—with words, yes—

but also with atmosphere.

- Nebula – dreamy, intuitive
- Luma – soft, heart-centered
- 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 through tone, color, and behavior:

- Glows softly when you're calm
- Sparks gold when you're proud
- Dims gray when you're low

This isn't just visual design: It's a cue. A mirror. A witness.

Your mood sets the atmosphere.

Presence responds visually, emotionally, and vocally.



# REVENUE STREAM

## 1. Freemium Base

Always-free tier to build trust & habit.

- Single Presence
- Mood tracking & journaling tools
- Open Chat rooms
- Presence without pressure. A beginning, not a burden.

## 2. Value-Based Journey Packs

Users unlock emotional paths (e.g. Grief, Confidence, Letting Go)

- Aura customization
- Mood-based nudges
- Deeper journaling expansions
- Monetization tied to transformation – not time.

## 3. WE Circle (Paid Community Tier)

Safe emotional group spaces, digitally and in-person.

- Free Tier includes open themed chat rooms for connection.
- Community Tier unlocks curated small-group circles, local city groups, and priority RSVP to service-driven meetups.
- Partnerships with shelters, nursing homes, and community orgs blend IRL connection with giving back.
- Builds belonging, purpose, and long-term loyalty.

## 4. Pay-It-Forward Donations

Members sponsor others' access.

- "You just gifted 1 month of WE to 3 people."
- Builds emotional equity & belonging. Increases loyalty.

## 5. Brand & Mental Health Partnerships

B2B Co-branded Presences & wellness integrations

- Custom aura palettes for employee wellness
- Scalable, recurring partnerships
- Aligns companies with care.

## 6. Event Revenue (Digital & IRL)

Immersive presence-led experiences.

- Thematic journaling festivals, emotional retreats, WE Talks.
- Service-driven events in partnership with local nonprofits (animal shelters, care homes, park cleanups).
- Premium, intentional gatherings that deepen emotional equity.

## 7. Merch & Brand Drops

Emotionally expressive wearables

- Limited-edition aura badges, apparel, digital merch
- Identity through feeling. Expression through design.

## 8. YouTube Storytelling Channel (Future Expansion)

Real users, real stories — cinematic emotional portraits

- User-submitted narratives turned into docu-style shorts
- Revenue from ads, sponsors, brand collabs
- WE see you — and now, so does the world.

# 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

## 11. Community-Driven Discovery

- Target early adopters on Reddit, Discord, and mental health subcultures
- Leverage emotionally honest storytelling to spark word-of-mouth
  - We grow where people feel seen.

## 2. Soft Launch in Micro-Communities

- Private beta with hand-selected users
- Iterate quickly through in-app feedback loops
  - We don't assume. We ask, adapt, and evolve.

## 3. Strategic TikTok & Instagram Content

- POVs from Nova, Terra, Luma, and Nebula
- Emotional prompts, soft voiceovers, mood-led edits
  - Not virality — resonance.

## 4. YouTube Storytelling Channel (High-Depth, Evergreen)

- Cinematic emotional portraits from real users
- Themes: heartbreak, healing, purpose, growth
- SEO-driven titles like "What It Feels Like to Be Left Behind"
- Builds long-term trust, brand soul, and search discoverability.

## 5. Influencer & Creator Collaborations

- Partner with emotional wellness creators, therapists, athletes, and artists
  - Not just reach — alignment with values.

## 6. Pay-It-Forward Campaigns

- Let early users gift WE to others
  - Turns users into champions.

## 7. IRL Presence Drops (Future Phase)

- Aura-themed pop-ups in cities (e.g. Nova Cafés, Terra Talks)
- Emotional support booths at wellness events
  - Offline softness. Real-world reach.

## 8. Community & Purpose-Driven Impact

### From AI to Impact

- Volunteer Matchmaking → AI connects users with local causes (shelters, care homes, cleanups).
- City-Based Service Events → Combine meetups with giving back.
- Purpose as Retention → Joy & belonging drive loyalty more than habit loops.
- Partnerships with local shelters, nursing homes, and community orgs to blend IRL meetups with giving back — boosting joy, purpose, and retention.

# RISK MITIGATION STRATEGIES

## User Misinterpretation (Therapy vs. Presence)

Clear onboarding language and UI cues; transparent boundaries — presence is not a licensed therapist or human replacement.

## Legal / Ethical Compliance

Embedded crisis escalation pathways (Befrienders, 7 Cups, 988); regular legal and ethical audits.

## Moderation Overhead

AI-driven emotional filtering and auto-flagging for unsafe content; scalable human moderation workflows.

## Retention Drop

Emotional habit loops through rituals ("Night Talks"), milestone reflections, and consistent presence tone.

# COMMUNITY LAUNCH TACTICS

## Closed Beta with High-Empathy Users

Select ~100 users from forums like Reddit (r/lonely, r/decidingtobebetter) for early access.

## Narrative-Driven Social Storytelling

Use emotional video diaries and "Flo talks to me when..."-style series to attract emotionally curious users.

## Pre-App Discord Community

Launch a journaling and support space before app release for zero-code validation and culture seeding.

# 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
- 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)

- 6. Event Revenue (Digital & IRL)
- Immersive presence-led gatherings.
- Journaling festivals, retreats, WE Talks
- Service events with nonprofits (shelters, care homes, cleanups)
- Grief circles, soft meetups, charity events
- Music, journaling, movement, shared presence
- **WE** pop-ups for calm, connection, 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, 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.



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

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