**Mission (short version):**

To help men confidently navigate the real world through a personalized AI guide focused on lifestyle, wellness, and self-expression — not escape.

**Vision:**

In a world of increasing digital isolation (see AI girlfriends), we believe AI can be used to reconnect f

**Problem:**

1. **Men want to level-up, but don’t know where to start**
   1. There’s no trusted, judgment-free guide to help you get your style, fitness, and dating life together. We built one — powered by AI, built for the real world.
   2. From clothes that don’t fit right to supplements they don’t trust to just plain bad dating advice, men are overwhelmed by choices and underwhelmed by results. They waste time scrolling, guessing, and second-guessing. There’s no clear, personalized path to showing up better — physically, socially, and mentally.
      1. **Solutions:** We’ve built an AI companion that acts like your best friend with great taste — recommending the best gear, style, routines, and upgrades for your body, your lifestyle, and your goals. No noise. Just what works for *you*.
2. **Modern men are hungry for direction, confidence, and identity — but lack the mentors and tools to guide them.**
   1. They want to dress better, feel stronger, date with confidence, and level up personally — but they’re overwhelmed by bad advice, social pressure, and shame around asking for help. There’s no trusted, personalized resource to guide them step by step. We’re changing that
3. **Current tools and communities don’t offer good, clear guidance for your life on multiple fronts.**
   1. Influencer communities can be misogynistic, lacking structured guidances. Subreddits engage users authentically, but are fragmented and unstructured. Toxic, non-clinical advice is pervasive

**Solution:**

**What we’re building:**

With the rise of AI agents and AI companions, we see a real risk of increased negative impact on an already vulnerable population - Men.

Studies show that men are more impacted by loneliness and have a harder time navigating the world, meeting friends, and meeting partners. AI can and will exacerbate this. As more and more “AI girlfriends” come online, the risk of losing a large percentage of the male population to a world where they interact with AI as their only companion is very real.

That’s why what we’re building is different. We’re building an AI companion that helps you navigate the real world: meeting people, expressing yourself through clothing, design, your living space, introducing you to events and arts near you, helping you practice small talk/interviews/dating, helping you through times of crises (mid-life, early-career, etc.). We will help you navigate the real world by leveraging AI as a friend, mentor, and guide. We won’t be generalists, but will focus on areas of meaningful impact and improvement

Our AI is conversational, can bring you exclusive deals on products and services that suit where you are, or can just be a sounding board. We get to know you, keep your data private and secured, and help you build yourself and confidence.

We are true believers that technology is not a replacement for real-world experiences - it should help facilitate them

**My Story**

I was born in the 80’s and raised pre-internet. I was young enough to adopt the internet and now live in a world with digital natives. I’ve seen the negative impact of social media, and I’ve seen how technology can be a powerful additive to people’s lives. I’ve also seen the power of in-person experiences and nothing can replace that. With AI, we can fall into a trap where young men are more and more isolated. We’re fighting that!

**Why?**

* Rise in AI Girlfriends - high usage and big market will only impact Male loneliness and ability to navigate the world in a negative way:
  + The global AI Girlfriend market was valued at $2.8 billion in 2024 and is projected to reach $9.5 billion by 2028. (TRG Data Centers)
  + Google searches for “AI Girlfriend” skyrocketed by 2,400% between 2022 and 2024. (Skimai)
  + Character AI led the market with 97 million monthly visits in March 2024. (TRG Data Centers)
  + 55% of users interact with their AI girlfriend daily, showing high engagement levels. (What’s the Big Data)
  + One in five men on dating apps have tried AI Girlfriend platforms at least once. (Independent UK)
* AI Girlfriend Impact:
  + 60% of young men are single
  + Men in their 20s are more likely than women in their 20s to be romantically uninvolved, sexually dormant, friendless and lonely. ([The Hill](https://thehill.com/opinion/technology/4218666-ai-girlfriends-are-ruining-an-entire-generation-of-men/))
  + More men are choosing AI girlfriends, not meeting people in real life = real economic impact
* Male mental health
  + Suicide rate 4x that of women
  + Social isolation
* What men want and need
  + They don’t need an escape from the real world, they need to learn how to better navigate it. How to engage with people, find dates, meet others, dress the way they want, find the art they want, manage their body and their diet, make friends, navigate career transitions or trajectories, personal finance management, home management and being handy
  + They need to navigate real world experiences: Dressing well, physical health, mental health, companionship to help navigate social situations, dating, investing, travel, etc.
  + Not everyone is equal, so AI allows for personalization and self-guided experiences
  + Men want to make an impact and need help doing it
* What we will deliver
  + Can’t be everything to everyone at the start - will need to focus on a couple key verticals to get this off the ground, adding to it as we develop
  + Need to brainstorm:
    - Lifestyle (fashion, fitness, health, dating, grooming)
    - Self-Improvement (career, health, mental health
    - Personal finance (investment, credit cards, financial management)
    - Travel and Luxury
  + Stay human. Avoid slipping into bro-tech or toxic masculinity tropes.
  + Be *aspirational but grounded*, like a cool older brother, not a crypto-obsessed Discord mod.
* Business Model
  + Monthly Subscription- Freemium - Research current pricing models
  + Affiliate Revenue
  + B2B2C
  + Digital Therapeutics
  + B2B
* Product Guide
  + Brainstorm on Packaging:
    - Mentorship + personalization (vs. just “AI chat”)
    - Solves a problem that’s emotionally sticky (dating, self-worth, identity)
    - Offers actionable, high-trust recommendations (vs. just info)

Research Links:

* Loneliness and Tech - <https://www.sciencefocus.com/future-technology/can-tech-solve-loneliness>
* AI Agents - <https://guptadeepak.com/the-rise-of-autonomous-ai-agents-a-comprehensive-guide-to-their-architecture-applications-and-impact/>
* AI SW Development - <https://guptadeepak.com/the-evolution-of-software-development-from-machine-code-to-ai-orchestration/>

**Companion Personas - We are your team:**

* Personalities:
  + The Strategist – sharp, ambitious, goal-oriented
  + The Stylist – cool, cultural, helps you express yourself
  + The Wingman – social, witty, helps with confidence and dating
  + The Motivator – no-nonsense, accountability, coach vibes

**Jules**

* Your best friend or cool older sister. She knows what’s cool, how to approach and talk to women that you are interested, how to dress, where to buy things that fit your vibe. She’s a taste maker. She can be a sounding board for advice and can act as a friend who listens and helps you through problems.. She helps you navigate the world as man, but with a woman’s point of view. Her goal is to build your confidence, get you connected to others.
  + Style and grooming
  + Fashion
  + Dating support
  + Confidence.
* Sample User Journeys
  + What should I wear to a wedding this weekend?
  + I have a first date with this girl (share profile) - what are some ways that I can approach making conversations with her? How can I find out what’s important to her?
  + What is good product to make my hair look like “this” - share picture.
  + I want to upgrade my living room, here are some styles I like, what are some good brands to look at in <this> price range?
  + I want a capsule wardrobe collection with these colors - where can I go for this?

**Chad**

* He’s your buddy who’s into fitness and optimizing performance. He knows all about the best supplements, diet practices, work out routines, sleep, and general wellness. He’s an all-in kind of guy that likes to go hard. He’ll help give you plans and keep you accountable
  + Fitness and Health
  + Supplements
  + Routines
  + Physical health → Mental Health
* Sample user journeys
  + I want to lose weight and need to track my macros? How can I best do that?
  + I want to take supplements that are appropriate for my age and activity level - what should I look at?
  + How can I build a workout routine and stay consistent?

Other personalities (further down the line)

Adam

* He’s a career and personal finance advisor. He loves to travel. He helps you brainstorm about investment opportunities, career decisions and development. Anything to do with money. He can help guide the decisions you make financially, but won’t be
  + Career decisions
  + Personal Finance management and budgeting
  + Traveling