

# Executive Summary PDF

## The Problem

- The transition to AI is incoming at a very fast pace.
- Either adapt or die.
- Upcoming regulations.
- Unknown capabilities of AI technologies.

### **The transition to AI is incoming at a very fast pace.**

Artificial intelligence (AI) is rapidly transforming the business world, bringing with it a host of new opportunities and challenges. As companies increasingly look to leverage AI capabilities to drive growth and innovation, those that fail to adapt risk falling behind their competitors. The transition to AI is not only a technological change, but it also requires new ways of thinking about business processes and customer interactions. Companies that successfully navigate this transition will be well-positioned to thrive in the years ahead.

### **Either adapt or die.**

As AI capabilities continue to evolve and become more widespread, businesses that fail to adapt risk being left behind. This is particularly true for companies that rely heavily on manual processes or lack the resources to invest in AI technology. To remain competitive, businesses must be willing to embrace new technologies and find ways to incorporate them into their operations. This may involve rethinking business processes, investing in new technology, or partnering with AI experts to develop custom solutions.

### **Upcoming regulations.**

As AI technology continues to advance, governments around the world are beginning to take a closer look at its potential impact on society. This has led to increased scrutiny and the development of new regulations aimed at ensuring that AI is used in a responsible and ethical manner. While these regulations are still evolving, businesses must be aware of the potential impact they may have on their operations and take steps to ensure compliance.

## **Unknown capabilities of AI technologies.**

While AI has the potential to revolutionize many aspects of business, there are still many unknowns when it comes to its capabilities and limitations. As a result, businesses must be cautious when adopting new AI technologies and invest in research and development to fully understand their potential impact. This may involve working with AI experts to develop custom solutions, conducting rigorous testing and evaluation, and staying up-to-date on the latest industry trends and best practices.

## **The Solution**

- Consulting and education
- AI research as a service
- AI integrations
- Custom private model training

### **Consulting and education:**

The company offers consulting and education services to help businesses understand the potential of AI and how it can be integrated into their operations. This may involve providing training on AI technologies, conducting assessments of existing processes, and developing custom AI solutions to meet specific needs.

### **AI research as a service**

The company offers AI research services to help businesses stay up-to-date on the latest industry trends and best practices. This may involve conducting primary research, analyzing existing data sets, and developing custom AI models to solve specific business problems.

### **AI integrations**

The company offers AI integration services to help businesses incorporate AI technologies into their existing systems. This may involve developing custom APIs, integrating third-party AI tools, and providing ongoing support and maintenance for AI systems.

### **Custom private model training**

The company offers custom model training services to help businesses develop AI models that are tailored to their specific needs. This may involve working with businesses to identify their unique requirements, developing custom training data sets, and providing ongoing support and maintenance for trained models.

## Roadmap / Go to Market

1. **Financial Analysis:** Conduct a comprehensive analysis of the business's financial aspects, including costs, funding sources, revenue estimation, and profit projections.
2. **First Raise Pitch:**
  - **Executive Summary:** Create a concise overview of the business, highlighting its goals and unique value proposition.
  - **Pitch Decks:** Develop visual representations of the business plan, covering key points from the executive summary, market analysis, competition, and financial projections.
  - **Company Foundation:** Establish the legal structure of the business, register it, obtain necessary licenses/permits, and set up financial systems.
3. **Business Development:**
  - **Market Research:** Research the target market to identify customers, competitors, and market trends, using data analysis, surveys, focus groups, and customer feedback.
  - **Branding:** Develop a strong brand identity, including a logo, tagline, and marketing materials.
  - **Service Packages:** Design service packages that meet market needs, determining key services, pricing, and creating promotional materials.
  - **Define Go-to-Market:** Formulate a comprehensive go-to-market strategy, identifying the target market, developing marketing materials, and defining the sales process.
4. **R&D:**
  - **Asai:** Conduct research and patent fundamental AI systems and protocols, aiming to develop innovative AI solutions for diverse applications.

- **Scrum and Development Bot:** Create a scrum and development bot to streamline the development process, reducing time and costs.
  - **Langchain and Other Open-Source Frameworks:** Contribute to open-source projects focused on AI models and technologies to foster collaboration and innovation.
  - **Model Training:** Provide custom model training on a per-project basis to help businesses create tailored AI solutions.
5. **Marketing:** Promote the business and its services through marketing initiatives, including developing materials, selecting marketing channels, and executing campaigns.
6. **Sales & Networking:**
- **Cotrugli:** Establish a sales and networking relationship with Cotrugli, an established MBA school, to connect with potential customers and partners. Attend events, participate in conferences, and host networking events.
  - **Client Research, Development & Integrations (Revenue Stream):** Work with clients to develop custom AI solutions that meet their specific needs, generating income for the business. This involves conducting thorough research, prototyping, and seamlessly integrating the solutions into the client's existing systems. The revenue is generated through service fees charged for the research, development, and integration work performed for each client. This streamlines their AI implementation process and ensures the delivery of tailored solutions to meet their unique requirements.

## Business Model

- We gather and sell essential AI technological and business know-how.
- We provide AI research and integration services at reasonable rates.
- We offer custom model training on a per-project basis at competitive rates.
- Our research projects include Asai, which involves research and patents for fundamental AI systems and protocols.
- We also contribute to the maintenance and development of open-source projects focused on AI models and AI-based technologies.

The company operates as an AI research and integration lab, specializing in providing essential AI technological and business know-how to businesses. Our

income is generated through hourly consulting rates or per project basis, as we offer expertise in AI research, integration services, and custom model training.

## **AI Consulting and Education Services**

We assist businesses in understanding the potential of AI and how to seamlessly integrate it into their operations. Our services include training on AI technologies, conducting process assessments, and developing customized AI solutions to meet specific needs.

## **AI Research and Integration Services**

We offer AI research services to keep businesses up-to-date with the latest industry trends and best practices. This includes primary research, data analysis, and the development of bespoke AI models to address specific business challenges. Our AI integration services involve creating custom APIs, incorporating third-party AI tools, and providing ongoing support and maintenance for AI systems.

## **Custom Model Training**

We provide tailored model training services to help businesses develop AI models that precisely fit their requirements. This includes collaborating with businesses to identify their unique needs, creating customized training data sets, and offering ongoing support and maintenance for the trained models.

## **Asai Research Project**

We are actively involved in the Asai research project, focused on the development and patenting of fundamental AI systems and protocols. This project aims to deliver innovative AI solutions applicable across various domains and industries.

## **Open-Source Contributions**

We actively contribute to the maintenance and advancement of open-source projects centered around AI models and AI-based technologies. This fosters collaboration and promotes innovation in the AI field.

## **Market Fit**

Our services cater primarily to medium to large businesses that face challenges in adapting to the rapidly evolving AI landscape. By providing essential AI technological and business know-how, AI research and integration services, and custom model training, we empower businesses to stay abreast of industry trends and adopt best

practices. Our expertise in EU AI regulations positions us as a certified distributor of diverse AI models and implementations in the region.

## Potential Income Streams

We generate income through consulting and education services, AI research and integration services, and custom model training. Furthermore, our research project, Asai, holds the potential to generate substantial revenue by developing groundbreaking AI solutions applicable to various applications. Additionally, our contributions to open-source AI projects also provide avenues for generating income.

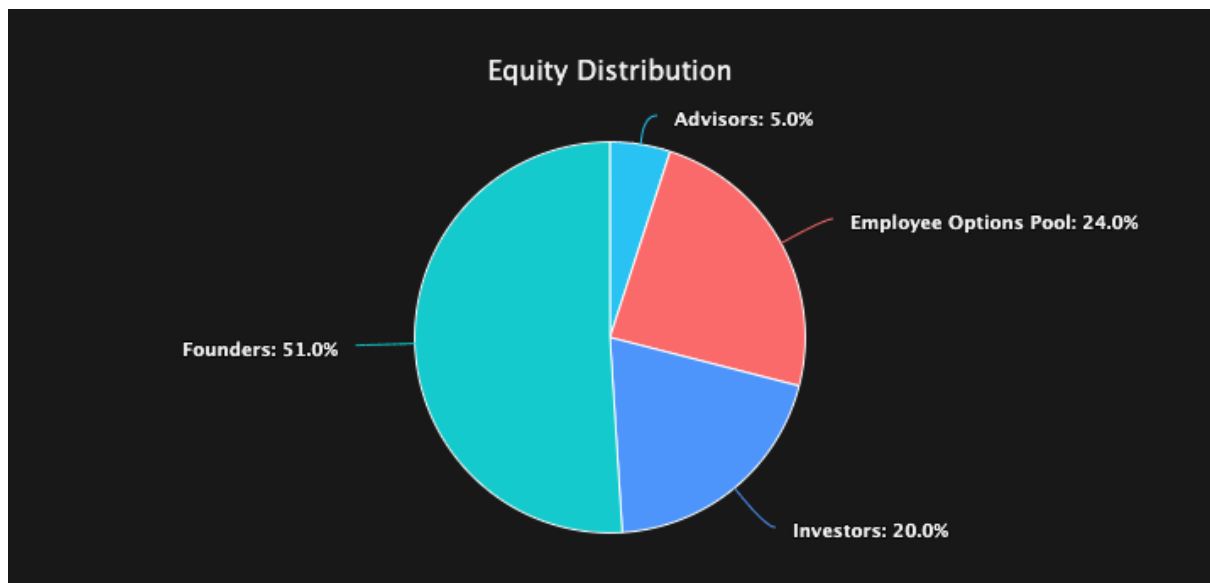
In the long term, our focus on commercial space exploration presents an opportunity for additional revenue streams. By researching smart AI systems for automation and autonomous operations within commercial space infrastructure, we aim to reduce the costs associated with low-orbit space exploration. This will make it more accessible and affordable for end customers such as universities, tech SMEs, communication companies, climate research centers, and others.

## Finance

### Equity distribution

#### Equity Distribution

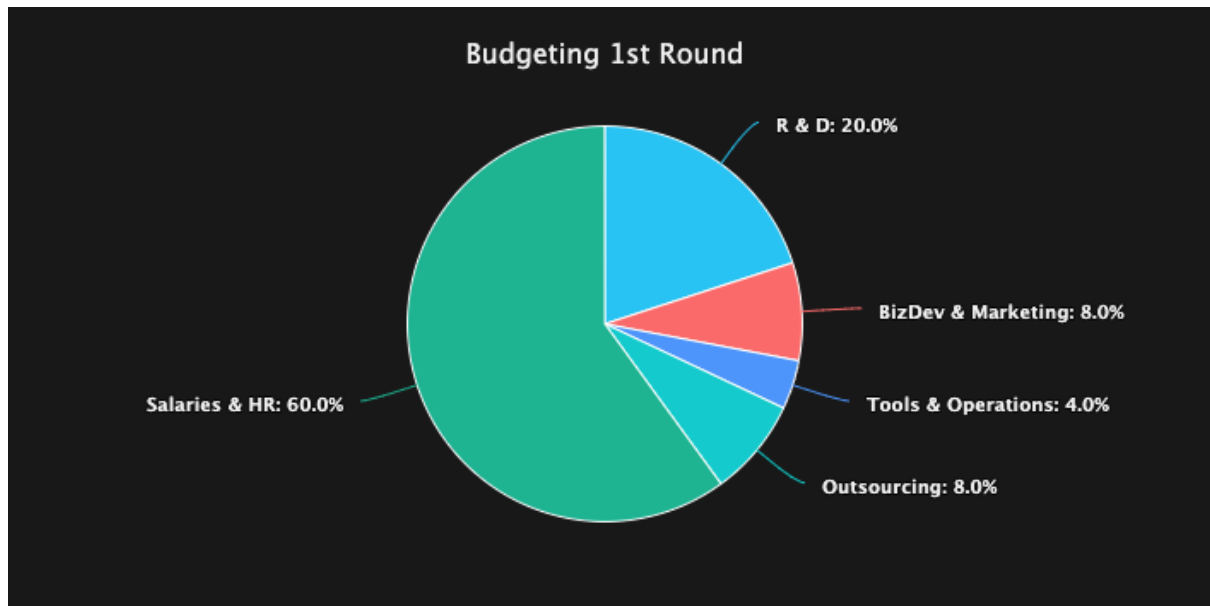
Aa Name	# Share %
<u>Founders</u>	51
<u>Employee Options Pool</u>	24
<u>Investors</u>	20
<u>Advisors</u>	5



## Budgeting

### VC Budgeting 1st round

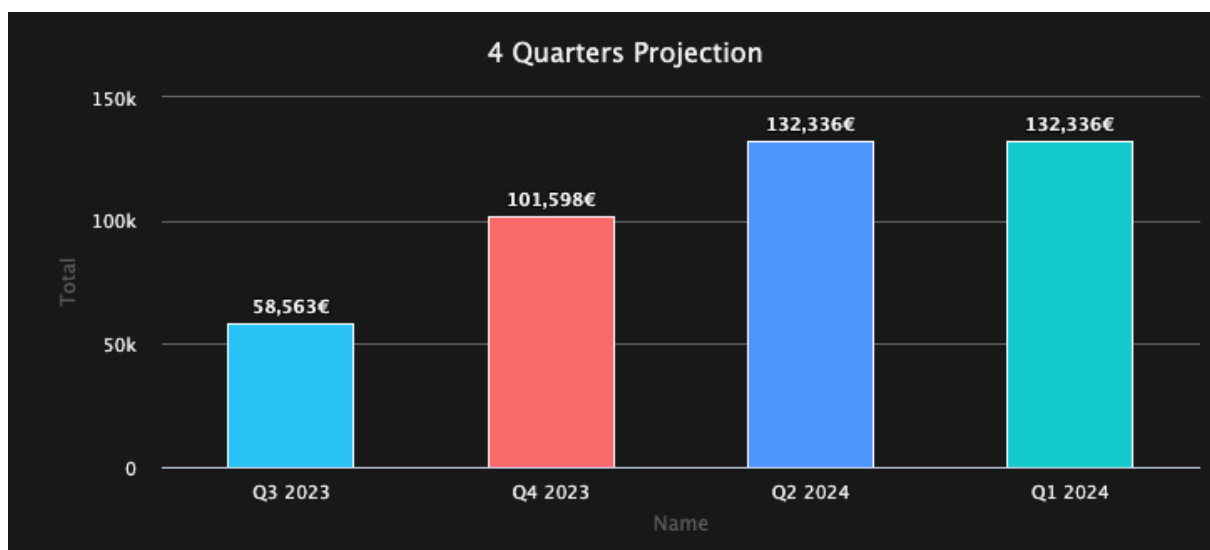
Aa Name	# Amount	Description
<u>Salaries &amp; HR</u>	€150,000.00	- hire 8 people in 6 months - avrg. salary €3500, before tax
<u>R &amp; D</u>	€50,000.00	- hardware for A.I. model training - openai API and other API fees - open source code base maintenance
<u>BizDev &amp; Marketing</u>	€20,000.00	- travel costs - social media and media fees - branding
<u>Outsourcing</u>	€20,000.00	- legals and accounting - ui/ux design (McKight Media) - digital marketing (IZI agency)
<u>Tools &amp; Operations</u>	€10,000.00	- online & other software licences - PC's and office equipment - office spaces



## Costs Projections

Yearly Projection Q1 2023 - Q2 2024

Aa Name	# Salaries	# Ousourcing	# Tools	Σ Total
<u>Q3 2023</u>	€44,841.00	€12,150.00	€1,572.00	58563
<u>Q4 2023</u>	€83,115.00	€16,650.00	€1,833.00	101598
<u>Q1 2024</u>	€113,592.00	€16,650.00	€2,094.00	132336
<u>Q2 2024</u>	€113,592.00	€16,650.00	€2,094.00	132336



## Unique Value Proposition



Our unique value proposition is centered around catering to B2B medium to large businesses that face challenges in adapting to the rapidly changing AI landscape. We differentiate ourselves through the following key aspects:

1. **Specialized Focus:** We specifically target B2B businesses that often struggle to quickly adapt to the fast-paced AI transition. By understanding their unique needs and challenges, we provide tailored solutions to help them effectively integrate AI technologies into their operations.
2. **B2C Applications as Research Polygons:** We leverage B2C applications and systems as research polygons and data gathering sandboxes. This approach allows us to conduct extensive research, test AI algorithms, and gather valuable insights in a controlled environment. It enables us to refine our AI models and solutions before deploying them in the B2B space, ensuring their effectiveness and reliability.
3. **EU AI Regulations:** Our immediate focus is on legal regulations for AI use cases in the EU. We prioritize obtaining certification as soon as possible, positioning ourselves as a key certified distributor of various AI models and implementations within the EU. This positions us as a trusted partner for businesses seeking compliant AI solutions, giving us a competitive advantage in the market.
4. **Unconventional AI Applications:** We differentiate ourselves by exploring unconventional applications of AI, such as commercial space exploration. We believe that to stand out from the competition, our goals must be ambitious, complex, and even bordering on the extraordinary. By venturing into the challenging realm of space exploration, we demonstrate our commitment to pushing the boundaries of AI research and development. This not only distinguishes us but also allows us to contribute to cutting-edge advancements in AI technology.

In summary, our unique value proposition lies in our focused approach on B2B businesses, the use of B2C applications for research, our emphasis on EU AI regulations, and our pursuit of unconventional AI applications like commercial space exploration. These elements set us apart from competitors, showcase our expertise, and position us as a reliable and innovative partner for businesses navigating the AI landscape.

## Objectives

Our objectives outline the key milestones and long-term vision of the company. They are as follows:

1. **Break-even Achievement:** Our primary objective is to achieve break-even within 18-24 months of operation. This milestone signifies financial stability and sustainability for the business.
2. **R&D Reinvestment Plan:** Implement a 5-8 year R&D reinvestment plan. We aim to allocate a significant portion of our resources towards ongoing research and development initiatives. This investment ensures continuous innovation and keeps us at the forefront of AI advancements.
3. **Consider IPO:** Evaluate the possibility of an initial public offering (IPO) at the 5-year mark. Going public would provide access to additional capital, facilitate business expansion, and enhance market visibility.
4. **Establish Sister Company:** Establish a sister company with the long-term goal of creating two or three specialized entities focused on various aspects of AI robotics and automation. These companies will work synergistically to form an equivalent of Boston Dynamics, but with a specific focus on commercial space exploration. This strategic expansion allows us to diversify our offerings and cater to different market segments.
5. **Affordable Low-Orbit Space Exploration:** One of our objectives is to reduce the cost of low-orbit space exploration, making it affordable for end customers such as universities, tech SMEs, communication companies, climate research centers, and more. By leveraging AI technologies and developing smart systems for automation and autonomous operations within the infrastructure, we aim to streamline processes and lower the associated costs.
6. **Research Smart AI Systems:** Conduct extensive research on smart AI systems specifically designed for automation and autonomous operations within the infrastructure for commercial space exploration. By exploring the potential of AI in this domain, we aim to enhance efficiency, safety, and cost-effectiveness in space exploration.

These objectives collectively drive our company's growth, financial stability, and long-term vision. By achieving break-even, reinvesting in R&D, considering IPO, establishing sister companies, and focusing on affordable low-orbit space exploration with smart AI systems, we position ourselves as pioneers in the field, pushing the boundaries of AI technology in both commercial and space exploration domains.

