

EVERY

February 14th, 2025

Every Media, Inc.

920 Broadway, 15th Floor

New York, NY 10010

Proposal created for:

Biographer, Inc.

Overview

Biographer is looking to work with Every to develop “personalities” for his AI companion. Every will develop a perspective on what these personalities should be based on our own research, create voice, tone, styles of speaking, etc, and transform this into a prompt that an LLM can reference.

Goals

This project will strive to achieve the following goals:

1. At the end of the project, Every will deliver 2 AI personalities in the form of prompts (man and woman)
2. Long term, Every (Brandon and Dan) will act as advisors to this new company, helping guide on AI (and wherever else we can be helpful!)

Phases

Phase 1: Research

We're going to identify brands, people, authors, etc that we like and have elements of the personality that we think the companions should have. We'll create some kind of scorecard for voice, tone, personality, style, speaking structure, etc so we can be really prescriptive about how the companions feel. We'll do all the work to basically coalesce this research into two distinct personalities (man/woman). This will be a pretty collaborative and visual process between the three of us and ultimately you and whoever else you want!

Phase 2: Prompt development

We'll turn the above into a prompt! We'll figure out a benchmarking/evaluation system and run the prompt through its paces to see how it reacts to different kinds of interactions, tweaking it so it reacts how we want it to. To the extent we can test it within the system you've already built, we'd love that. If that's not ready we'll figure out our own system.

EVERY

Personnel Biographer's main point of contact for this project will be Brandon Gell.

Every may include various other personnel on the project. This will be done at no extra cost to Biographer.

Should Biographer elect not move forward with subsequent phases, they will not owe Every the fees due.

Fees & Costs Fees for services rendered will be as follows:

- **\$50K** – Cash
- **25,000 shares in Biographer, Inc.** – vesting over 2 months

Billing **Cash** – \$25k at project kickoff, \$25K at delivery
Equity – TBD

Agreed to **Every Media, Inc.**

Name: Brandon Gell
Title: Head of studio and consulting
Date: February 14th, 2025 Signature: Brandon Gell

Biographer, Inc.

Name: Jared Hecht

Title: CEO

Date: 2025-02-26 02:20 PM

Signature: Jared Hecht

Signing Certificate

Signer Events	Signature	Details
<p>Brandon Gell brandon@every.to</p> <p>Signer</p> <p>Authentication Level: Email</p>	<div><i>Brandon Gell</i></div> <p>Signature ID: CM7MAN4G1006ALA030QK5XXZW</p> <p>IP Address: 190.219.100.63</p> <p>Device: Mac OS - Chrome 133.0.0.0</p>	<p>Sent: 2025-02-26 07:14:00 PM (UTC)</p> <p>Viewed: 2025-02-26 07:14:09 PM (UTC)</p> <p>Signed: 2025-02-26 07:14:25 PM (UTC)</p> <p>Reason: I am the owner of this document</p>
<p>Jared Hecht jared@usv.com</p> <p>Signer</p> <p>Authentication Level: Email</p>	<div><i>Jared Hecht</i></div> <p>Signature ID: CM7MAN4G1006BLA032J63GWZ0</p> <p>IP Address: 66.108.228.239</p> <p>Device: Mac OS - Chrome 131.0.0.0</p>	<p>Sent: 2025-02-26 07:14:00 PM (UTC)</p> <p>Viewed: 2025-02-26 07:20:24 PM (UTC)</p> <p>Signed: 2025-02-26 07:21:10 PM (UTC)</p> <p>Reason: I am a signer of this document</p>

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