**Requirements for** **Twilio's AI Startup Searchlight 2025 Awards Program**

AI startups are increasingly choosing Twilio to power their growth, proving that Twilio is more than just another tech tool. It's the essential communication engine and foundation behind today's most innovative startups and the trailblazing companies of tomorrow.

**We're looking to feature startups that:**

* Clearly demonstrate how they’re using emerging technologies (AI, AI Agents, LLMs, and platforms) and Twilio creatively across channels like Video, Voice, Email, WhatsApp, Conversations, SMS, or Segment
  + **PrivacyPortfolio provides a team of AI Agents for consumers, which are enabled to interact with humans or other AI Agents using the A2A Protocol as a new, innovative communication channel using Video, Voice, Email, Verify, Segment, CR, and social media.**
* Have a product in market and can provide a working, functional demo of their Twilio-powered solution that enhances the end-user experience.
  + **PrivacyPortfolio built the Twilio-Rewards-Passport to allow consumers a seamless journey to discovering, earning, and redeeming rewards from Twilio-enabled organizations without being flagged as an untrusted threat.**
* Have raised less than $200M in venture funding
  + **PrivacyPortfolio has $0 in venture funding.**

**REWARDS:** **The 20 Twilio AI Startup Searchlight 2025 Honorees will:**

* Be featured online by Twilio and a leading technology media outlet to celebrate your startup and the milestones you've achieved
* Receive up to $2,500 USD in one-time OpenAI API credits
* Receive up to $10,000 USD in one-time Twilio credits
* Receive a one-time Ramp gift card worth up to $5,000 USD
* Gain exclusive access to a 1:1 session with the Twilio Ventures team to pitch your startup, showcase your product, receive strategic feedback, and begin building a relationship that could accelerate your fundraising journey and unlock future investment opportunities
* Gain the opportunity to collaborate on a range of future co-marketing initiatives with Twilio

A screenshot of a computer

AI-generated content may be incorrect.

Tips for improving odds: what do these judges value most? Who influences them?

A computer screen shot of a computer screen

AI-generated content may be incorrect.

APPLICATION FORM:

\*First Name: **Craig**

\*Last Name: **Erickson**

\*Company Email: **craig-erickson@privacyportfolio.com**

\*Company Name: **PrivacyPortfolio**

Job Title: **Data Protection Officer**

Company URL: **https://www.privacyportfolio.com**

What country is your company located in?: **United States**

What city is your company located in? **Alameda, CA**

Please list your:

* [Twilio Account SID](https://help.twilio.com/articles/14726256820123-What-is-a-Twilio-Account-SID-and-where-can-I-find-it-): **AC53721b98d5a83a93e7cf8bd68197ac60**
* [SendGrid Username](https://www.twilio.com/docs/sendgrid/ui/account-and-settings/account#edit-sendgrid-credentials):
* [Segment Workspace ID](https://segment.com/docs/segment-app/workspace-home/)  
  Separate values with a semi-colon (;)

What industry are you in?: **Retail**

How much total funding has your company raised?: **$0**

Please provide a 3-5 line overview of your company:

**PrivacyPortfolio acts as an authorized agent for reward-seeking consumers by enabling them with their own A2A-capable agents as “Registered Stakeholders” on the** [**www.yo-ai.ai**](http://www.yo-ai.ai) **platform.**

Share a link to your 5-10 min Twilio Demo: **[TODO]**

**[Abstract:**

**STEP ONE: Alice, an individual Consumer who is registered as a stakeholder on the Yo-ai Platform, authorizes PrivacyPortfolio to represent her according to her preferences.**

**STEP TWO: PrivacyPortfolio provisions a team of AI Agents to act autonomously on behalf of Alice. One of those agents is the Reward-Seeker, who looks for organizations of interest that offer incentives to consumers. Alice’s Reward-Seeker agent accesses or builds a profile of each Organization, and publishes the type of business, rewards, and tips fo increasing Alice’s chances of redeeming rewards.**

**STEP THREE: Prior to engaging in “points-earning reward activities” directly with organizations, Alice’s Risk-Assessor agent conducts assessments of each selected organization, and assigns them to Alice’s Vendor-Manager agent, who acts as a virtual proxy for each organization. Alice’s Risk-Assessor agent weighs the costs of pursuing these rewards against the risks of not receiving their rewards.**

**STEP FOUR: Alice makes an automated decision about whether or not to pursue these rewards, based on the Organization’s Segment Profile, Alice’s Consumer Profile, the Risk Assessment, and Alice’s Data-Steward who governs access and use of her personal information.**

**STEP FIVE: Alice decides to select organizations that a) are “A2A-Ready” to optimize their consumer journey; and b) are “Twilio-enabled” for security and technical compatibility.**

**STEP SIX: Alice only finds “Twilio-enabled” organizations because A2A endpoints are rarely exposed to the general public, so she asks her Data-Steward agent to establish a “communication exchange relationship” between a business and a consumer by making a data subject access request. (This is the ONLY effective method of communicating with an entity that blocks, refuse, or ignores incoming requests from anonymous people.)**

**Alice’s communication preferences are 1) A2A; 2) email; and 3) telephone.**

**Organization B’s only designated endpoints for access requests are third-party webforms (privacy portals) and telephone.**

**Alice requires transcripts of all telephone, chat, and video sessions as evidence of “rewards-earning engagement activities” which Organization B does not provide. Therefore, Alice’s Data-Steward agent calls Organization B’s toll-free number using Twilio’s AI Assistant over Voice and Conversational Relay to make the request.**

**STEP SEVEN: When Organization B answers their toll-free number, a very confusing IVR system is negotiated by Alice’s Data-Steward, who finally leaves a detailed, verifiable request to the appropriate voice mailbox, and forwards a copy of the transcript to Alice and her Vendor-Manager agent who represents Organization B by proxy. (This extra layer of abstraction is necessary to “stub out” non-operational integration points.)**

**STEP EIGHT: Rather than wait 45 days for a human to tell Alice, “We don’t know who you are” or “We don’t have your information”, Alice assigns her Data-Steward and Rewards-Seeker to pursue every incentive without exceeding her risk threshold, by populating personal data elements in Organization B’s systems of her reward activities. This extra effort by Alice’s team of authorized AI Agents expands the number and type of rewards to bug bounties, class actions, and other “hidden rewards”.**

**STEP NINE: By now, Alice has compiled a dataset of voluntarily-provided personal information she can use to dispute any claim she can’t be identified, her identifiers cannot be used to search Organization B’s systems, or that she poses a threat. Unfortunately, a barrier still exists between Alice and Organization B: there is no mechanism for Alice to share her Segment Profile with Organization B who is a Twilio Segment customer, integration partner, and sponsor. Even A2A-capable organizations restrict PII from being entered or ingested into their systems, and the only secure transports are the ones that are trusted on both sides.**

**STEP TEN: I leave this step for you, my audience, to fill in.**

**Imagine the benefits to all stakeholders when the AI playing field is not tilted against the HAVE NOTS. Empowering businesses to be more aggressive fishing in a shrinking pool of available consumers is not PrivacyPortfolio’s solution. With Twilio’s help, every organization and every consumer could be enabled and encouraged to help lift all boats. Ahoy, maties. All abourd! ]**

* It must be available and ungated for up to 6 months to ensure that we can evaluate your submission effectively.
* This is only for judging purposes and will not be shared publicly.
* Make sure Demo's show off how you are using Twilio, to make it clear.

What AI and related tools (e.g. Agents, LLMs, platforms) are you using?:

**OpenAI, Anthropic, Gemini, Relevance.ai, Snowflake, A2A Protocol**

Link to Pitch Deck (Optional): **TODO**

Which Twilio products are core to building your company?

**YES** Email (SendGrid)

**YES** Voice (IVR, Voice calling)

**YES** Video

Contact Center (Flex)

**YES** User Authentication and Identity (Verify, Lookup)

**YES** Customer Data (Segment)

**YES** AI Tools (Conversational Intelligence, Conversation Relay)

**YES** Other (TWILIO REWARDS PASSPORT)

Have you applied to a previous Twilio AI Startup Searchlight?

**No**

Do you primarily use Twilio directly or provide a service helping others use Twilio?

**Both. I help consumers engage with Twilio-enabled organizations by recommending best practices to reduce risk and optimize consumer journeys using Twilio product features they already have in their asset inventory.**

What is your company's LinkedIn profile?: **https://linkedin.com/privacyportfolio**

What is your Company X (Formerly Twitter) handle? **Company X is the substitution tag I use when redacting company names from complaints published in my public data catalog. I only use Twitter for ediscovery and surveillance purposes.**

What is your startup's mission, and how do Emerging Technologies (e.g., AI Agents, LLMs, AI, Big Data) and Twilio products help you achieve it?

**Enable Consumers with the same tools Organizations have so they can’t be denied access to products, services, resources, rights, communication channels, and personal opportunities in life. Twilio product features, when properly configured, can provide assurance to all stakeholders that their use of AI Agents is responsible, and in compliance with relevant laws, policies, and contracts. In this way, consumers can become trusted assets, rather than a burden or threat to organizations.**

What recent feature or product release from your startup best exemplifies how you are using Emerging Technologies (e.g., AI Agents, LLMs, AI, Big Data) in innovative ways.

**The Twilio Rewards Passport provides much more than just a list of rewards programs offered by Twilio-enabled organizations: it positions Twilio as a trust-broker between consumers and customers so that the same consumer doesn’t have to be vetted and evaluated hundreds of times *just to communicate effectively with each other.***

How are you combining Emerging Technologies (e.g., AI Agents, LLMs, AI, Big Data) and Twilio products to improve customer experiences or create innovative solutions?

**Speed, scale, reliability are needed on BOTH ends of an interchange. When organizations are capable of real-time, agent-to-agent communications but consumers are not, any productivity gains are negligible.**

Specifically, how are you using Twilio, SendGrid, and/or Segment in your solution?

**Yo-ai uses Segment to model and store the consumer profiles sourced from data brokers and data subject access requests. Organizations make automated decisions about interacting with these consumers, and based on this information, may be seen as desirable or undesirable customers, employees, or reward-seeking consumers. (If you want the best price from a vendor, it’s more important to change who you are than who you buy from.)**

**The Twilio Rewards Passport exposes what each organization wants and enables consumers to provide their own Segment profiles to increase their chances of earning rewards without being flagged as a risk.**

**‘Profile-sharing’ violates privacy laws in some jurisdictions, unless it is done with the consent of the person who is profiled. Consumers who seek rewards using the Yo-ai platform use SendGrid to submit privacy access requests via email, and Voice to submit them by phone. This interaction establishes an effective communication channel between organizations and consumers because it establishes each party’s legal standing to share information by consent, or based on legal mandates. Without these access requests, organizations have no obligation to respond to any communication from consumers, making it impossible for consumers to correct or challenge inaccuracies in their personal profiles which automated decisions are based upon.**

What makes your approach to using Emerging Technologies (e.g., AI Agents, LLMs, AI, Big Data) and Twilio products unique in your industry or market?

**The vast majority of these emerging technologies are intended for organizations rather than individual consumers. Generally speaking, organizations have little if any confidence that consumers have the knowledge, skills, tools, or time to govern organizations’ use of their own data. PrivacyPortfolio, acting as consumers’ authorized agent, enables these consumers with many of the enterprise-grade tools and resources that organizations possess. Twilio products serve as a common ground between consumers and organizations, which builds trust and confidence in their capabilities to work together more effectively. For example, every consumer can have their identity verified without taking a selfie of themselves showing their driver’s license by using Twilio Verify to match attributes in their Twilio Segment profile.**

Why did you apply to Twilio’s AI Startup Searchlight? What are you hoping to gain from this experience?

**As an attendee at Twilio Signal 2025, I was inspired to optimize the typical “Consumer Journey” by reducing the redundant friction points between consumers and organizations. There is no good reason why a “Twilio-enabled consumer” and a “Twilio-enabled organization” can’t let agents communicate with each other, securely exchange information, and coordinate actions across different platforms *– as peers using the A2A Protocol*.**

**Re-Imagine Twilio as a ‘CLEAR’ program for reward-seeking consumers who could bypass security, privacy, and anti-fraud controls by presenting their credentials via Segment as pre-vetted, trusted consumers who could be added to their “safe list”, and avoid waiting in queues for human agents to respond to their requests. This reinforces Twilio’s position that “Your data is YOUR DATA”, adding value to Twilio’s entire ecosystem of customers, partners, and sponsors.**

What feedback do you have on how Twilio, SendGrid, and Segment can better support AI startups? Please share specific suggestions if possible.

**AI Startups can avoid implementing unnecessary compliance controls by obtaining the consumer’s consent to opt-in rather than opt-out; and by evaluating risks vs. rewards to consumers based on actual impact, rather than theoretical threats and vulnerabilities only from an organization’s point-of-view. Showcasing Twilio products as experienced by individual consumers could generate greater transparency, trust, and transactional integrity among all stakeholders in the Twilio Ecosystem.**

**In addition to submitting this form, my AI Agents will share my own consumer profile in Segment with Twilio’s AI Agents to verify that I am over 21 years of age, and sign a Data Processing Agreement giving Twilio my permission to include my name and photo in Twilio’s sales, marketing, public relations, social media, investor and analyst relations, promotional, and advertising activities regarding the participation of PrivacyPortfolio, my authorized agent in the Twilio AI Startup Searchlight program.**