

eShaman – Investor Executive Summary

Mission & Vision

- **Mission:** Deliver personalised spiritual guidance through AI-powered oracular chat and transformational rituals, making ancient wisdom accessible to all.
- **Vision:** Become the world's go-to platform for holistic spiritual growth, blending ancient practices with modern technology.

Market Opportunity

- Global interest in astrology, tarot, and wellness is booming: leading app Co-Star has 30 million users 【27†L102-L110】 .
- The wellness and mindfulness apps market is multi-billion dollar; spirituality is a rapidly growing sub-sector 【14†L118-L123】 .
- Most spiritual apps offer only single modalities and static content, leaving a gap for integrated, personalized experiences.

Problem

- Users juggle multiple apps for horoscopes, tarot readings, meditation, and rituals.
- Many popular apps deliver generic, non-personalised content without context or actionable steps.
- There is a lack of tools that translate spiritual insight into real-world transformation.

Solution

- **AI-powered Oracle Chat:** uses GPT-4, fine-tuned on spiritual texts to provide personalised guidance.
- **Ritual Library:** guided micro-rituals and deep journeys convert insight into action.
- **Daily Readings:** combines astrology, numerology, tarot draws, affirmations, and journalling prompts.
- **Community & Compatibility:** social features for chart comparisons, sharing rituals, and group events.

Technology & AI Integration

- Leverages GPT-4 with contextual memory and a compassionate persona 【13†L319-L327】 .
- Integrates astrological, tarot, and numerological data to personalise responses.
- Safety guardrails prevent inappropriate advice and encourage users to seek professional help 【13†L371-L379】 .

Roadmap & Launch

- **Aug-Sep 2025:** Alpha (Oracle MVP, Daily Thread, Basic subscription).
- **Sept-Oct 2025:** Private Beta (Pro features, referral & waitlist).
- **Oct 2025:** Public Beta (app listings, growth experiments).

- **Oct 27 2025:** General Launch with new-moon campaign; **Nov–Dec:** post-launch features and localisation.

Monetization & Business Model

- **Freemium tier** offers basic readings and rituals.
- **Subscription tiers:** Basic (\$9.90/mo) and Pro (\$19.90/mo) with increasing access **【13†L381-L389】** .
- **Add-ons:** personalised reports, special ritual packs, live group events.
- **Marketplace (future):** connect users with human practitioners; eShaman takes a commission **【26†L23-L30】** .

Growth Strategy

- **Organic content & SEO:** blog, podcast, and social media with daily posts and rituals **【20†L241-L249】** .
- **Influencer collaborations and micro-influencer ambassador programme:** leverage trusted voices in the spiritual community **【5†L503-L511】** .
- **Viral hooks:** shareable oracle cards, compatibility invitations, streak badges.
- **Community building:** in-app circles, collective rituals, weekly live events.

Team & Ethics

- Cross-functional team: product visionary, AI technologists, ritual authors, community managers, and ethics advisors.
- Advisors ensure cultural sensitivity and ethical AI practices.
- Transparent pricing, robust privacy measures, and inclusive messaging build long-term trust.

Use of Funds

- 40 % Product and AI development
- 20 % Content creation and spiritual talent
- 25 % Marketing and growth initiatives
- 15 % Operations, support, and compliance

Call to Action

Join us to pioneer spiritual technology. eShaman blends ancient wisdom with modern AI to empower millions. We invite partners and investors to help scale this transformative platform.