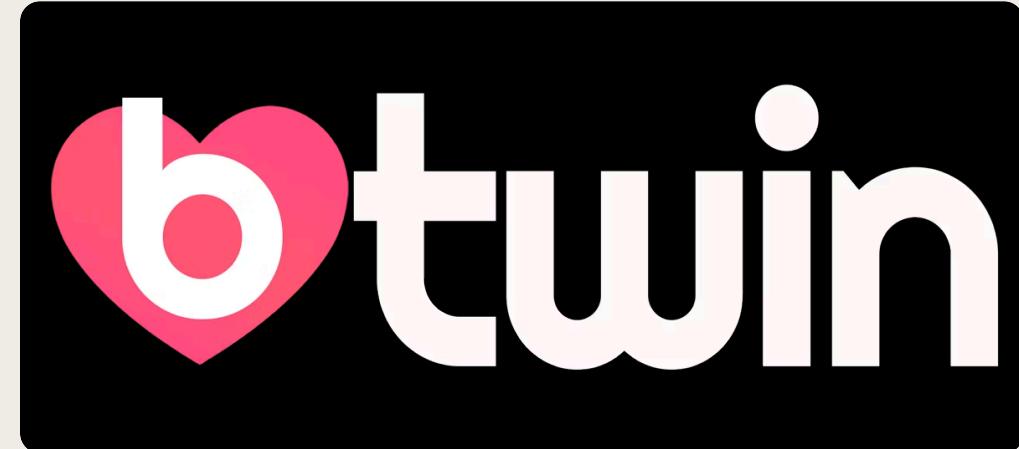


Waken AI

Tap to Chat With This Deck | Visit <http://waken.ai> to Learn More

Introducing BTwin AI Friends Your Emotional Support Network



Personalized Coaching with The Human Feel, Featuring Lifelike Simulations of Celebs, Experts, and Loved Ones.

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Mission

We are dedicated to **Elevating Humanity** through groundbreaking AI technology.

Vision

We envision **the synthesis of the Human Mind** with AI, creating a two-way portal to understand, augment, and transcend what makes us uniquely human.



THE GLOBAL MENTAL HEALTH PANDEMIC & SOCIAL MEDIA

Problem Mental Health Epidemic

- **Escalating Anxiety and Depression:** 42% of Gen Z has been diagnosed with a mental health condition, with anxiety and depression being the most common diagnoses.
- **46% of Gen Z** reported that their mental health worsened during the COVID-19 pandemic
- **Social Media Pressure:** 75% of Gen Z reports experiencing stress due to issues such as mass shootings, immigration, sexual harassment, climate change, and the pandemic.
- **54% of Gen Z** spends four or more hours daily on social media, which is linked to poorer mental health outcomes due to increased exposure to cyberbullying, online harassment, and unrealistic comparisons
- Despite the high levels of mental health issues, Gen Z is proactive in seeking help, with **37%** having received treatment or therapy from a mental health professional, higher than other generations



Problem Therapy is Outdated

Therapy was convinced in a context of limited time, restricted availability and a profit model that benefits from extending recovery.

The Challenge with Traditional Therapy:

- Limited to 30-60 minute sessions,
- 1-2 times per week.
- Concerns about genuine care and profit motives.
- Accessibility and high costs.

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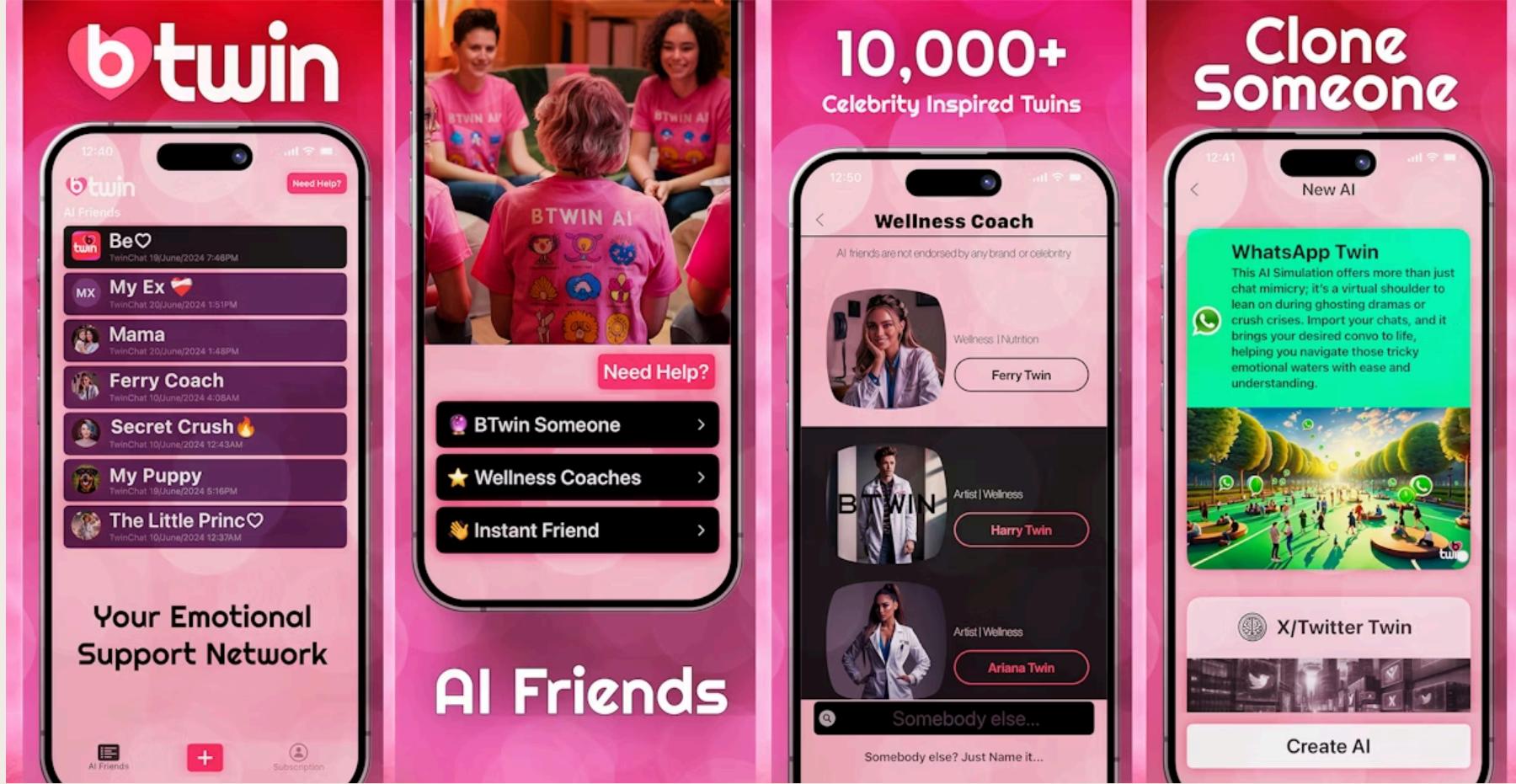


Introducing BTwin AI Friends

**Spoken as BeTwin*

Entertainment meets Mental Wellness powered by Emotional AI

Merging the engaging AI interactions of character simulation, the personal touch of AI Companions, and the therapeutic benefits of AI Chat Therapy, this unique blend offers continuous, personalized support, setting a new standard for mental health applications at the intersection of entertainment and wellness by **Waken AI Labs**.

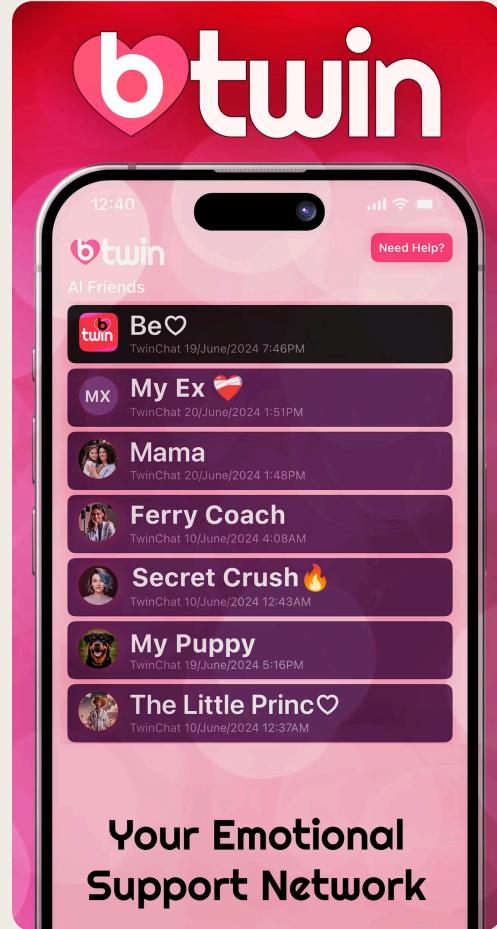


Coming 2024

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Introducing BTwin AI Friends
Your Emotional Support Network

Core Features



btwin

- **BTwin Someone:** *BTwin Friends* addresses a variety of relationship issues through simulated WhatsApp, Social Media or RPG personalities, including breakups, crushes, and couple dynamics. The process is simple and takes just a minute to transform someone into a BTwin AI Friend.
- **Wellness Coach:** Serving as an easy gateway into therapy, *BTwin Friends* acts as a rehearsal for real-life interactions, focusing on transitory, non-pathological conditions. Serious conditions are delegated to expert professionals for appropriate care.
- **Instant Friends:** *BTwin Friends* aids users in overcoming loneliness through meaningful interactions, encouraging the sharing of hobbies and interests to build connections and facilitating casual learning opportunities for personal growth.

Getting Started

Install the Free BTwin AI Friends iOS App.

- 1. Sign Up and Start Free Trial:** Create an account and enjoy a free trial to explore all features.
- 2. Choose Your AI Friend Type:** Select from BTwin Someone, Wellness Coach, or Instant Friend.
- 3. Train Your AI:** Customize your AI by importing chats or entering information.
- 4. Chat Like Any Messaging App:** Engage in conversations just like you would in any messaging app.
- 5. Support Anytime:** Tap "Need Help" to chat with our support AI for guidance on using the app.



Gentle and Supportive Notifications

- 1. Human-Like Friendship Check-Ins:** Twins check in with you in the morning and night, offering gentle reminders.
- 2. No Proactive Dialog:** Twins do not start conversations; they wait for you to engage.
- 3. 30-Day Inactivity Policy:** If no chat occurs for 30 days, the system stops sending reminders.
- 4. Encourages IRL Activities:** Twins suggest real-life activities and healthy habits.
- 5. Directs to IRL Therapists:** Twins can guide you to real-life therapists for additional support.

iOS Offering



**3 Days
Free**

Free Trial

**\$99
Year**

50% off Regular Price \$199

**\$4.99
Week**

50% off Regular Price \$9.99

- **Human-like Friendship:** Driven by empathy and a selfless commitment to emotional wellness, BTwin Friends creates emotionally intelligent simulations for continuous support.
- **Advanced AI Utilization:** The platform bridges the gap between traditional therapy and modern emotional needs, leveraging AI to offer personalized care.
- **Ethical Moderation:** Strict policies against sexually explicit content and mechanisms to prevent discussions of self-harm ensure a safe, supportive environment. Users in need of professional help are directed to appropriate resources.

Market Trends



Sonia.ai

Sonia.ai is an AI therapist conducting entire therapy sessions via voice and text through a phone app. By making therapy accessible for \$200 per year instead of \$200 per session, it aims to help the 70 million Americans struggling with mental health. Founded by MIT researchers with notable AI publications at NeurIPS, Sonia.ai is pioneering affordable, accessible mental health care.

[link](#)

BetterHelp \$135M

With double-digit growth on both the top and bottom lines, BetterHelp has achieved over \$1.1 billion in revenue and \$135 million in profit (AEBITDA). As the most successful direct-to-consumer digital health venture, BetterHelp continues to expand its reach, providing accessible online therapy to millions and reshaping the landscape of mental health services.

[link](#)

GPT-4o

OpenAI's GPT-4o is revolutionizing AI with a focus on emotional connection. By blending advanced natural language processing with emotional intelligence, GPT-4o aims to bridge the gap between technology and human empathy. This innovative approach is set to transform digital mental health support, making it more personal and effective.

[link](#)

Character.ai \$150M

Character.ai, an AI chatbot platform, has raised \$150 million despite having no revenue, led by Andreessen Horowitz. Character.ai allows users to create and interact with customized AI personas, providing unique and engaging conversational experiences. This investment highlights the potential and interest in AI-driven personal interaction technologies.

[link](#)



Entertainment + Emotional Wellness

BTwin Friends is a groundbreaking application defining a new niche category at the intersection of entertainment and wellness.

- **Entertainment:** BTwin Friends pioneers the most advanced conversational agents featuring Waken AI's proprietary Mind Simulation technology. This technology allows users to create interactive, lifelike simulations of loved ones and admired mentors, providing a deeply personal and immersive experience.
- **Wellness:** BTwin Friends fosters therapeutic relationships bridging the gap between entertainment and wellness. These AI companions, encourage real-life engagement and promote healthier habits through activities IRL like reading, attending classes, or talking to friends. This integration of therapeutic support within an entertaining platform helps users improve their emotional health while enjoying engaging, supportive interactions.
- **Mental Health:** BTwin Friends revolutionizes the mental health space by offering continuous, accessible support for transitory life pains. BTwin's advanced auto-moderation features facilitate introspection and self-love. By merging the engaging aspects of entertainment with a therapeutic AI, BTwin Friends provides a holistic approach to mental health, ensuring users receive the care they need in an enjoyable and immersive format.

Competitive Landscape



Replika

- Single Companion
- Unrealistic Idealization
- Unhealthy attachment

[Link](#)

BTwin AI

- Unlimited Companions and Open Character Creation
- Only with Emotional Twins based on WhatsApp or Social Media Posts
- Only with both Entertainment and a Therapeutic Life Coaching Experiences

CharacterAI

- Multi Characters
- Open Character Creation
- Entertainment Focus

[Link](#)

BetterHelp

- Human Agents
- Certified Therapists
- Professional Platform

[Link](#)

SoniaAI

- Single Therapist
- Linear Progress
- Replicate IRL Therapy

[Link](#)



Niche Market and Underserved Demographics

After a year long trial attending 1K+ patients, we identified an underserved niche in the 21-45 Female UK US CA Demographic

1. **Market Potential:** Tapping into the underserved female demographic in the AI companion market, contrasting the male-centric AI-girlfriend industry estimated at \$1B. Emphasizing emotional connections and deep relationships.
 - [Futurism: AI-Girlfriend Industry](#)
2. **Economic Accessibility:** Offering a transparent, affordable option at \$5/week compared to high-cost AI preservation services reaching up to \$10K. This trend is growing, with services highlighted in China and expanding to the US.
 - a) [France24: Digital Afterlife in China](#), b) [NY Post: AI and Family Communication](#)
3. **Ethical Transparency:** Providing the world's most advanced psychometric profiles, allowing users to create AI based on loved ones in minutes. This feature helps identify toxic relationships, discover coping techniques, and simulate real life and healing scenarios, ensuring constructive use of AI.

Copyright & Legal



- **Legal Protection for Parody:** Under the US First Amendment, parody is recognized as a protected form of free speech, allowing creative and transformative uses of well-known personas. Our simulations are designed to be distinguishable from real individuals. A reasonable person can clearly tell the difference between the simulated chat and the real person, preventing any confusion.
- **No Use of Actual Likeness:** We do not use actual likenesses, voices, or direct representations of famous characters. Instead, we create unique, fictionalized versions inspired by public figures. The parodies serve an educational and therapeutic purpose, transforming the original likeness to offer emotional support and personal growth.
- **Ethical and Respectful Usage:** We ensure that our use of famous characters respects their legacy and is done in a manner that upholds ethical standards and privacy considerations.

Privacy Features



- **Confidential Interactions:** All user data and conversations are encrypted to ensure maximum privacy.
- **Anonymity Options:** Users have the option to remain anonymous, using fictional names to protect their identity.
- **Secure Data Handling:** Advanced encryption protocols safeguard all user data, maintaining strict confidentiality standards.
- **Ethical Data Use:** Data for creating AI companions is anonymized and securely stored, adhering to the highest ethical standards.
- **User-First Approach:** Designed with the user's emotional well-being as the top priority, ensuring a safe, supportive environment.

Moderation Features



- **Auto-Moderation for Safety:** AI employs sophisticated auto-moderation to rewrite any self-harm or inappropriate inputs constructively.
- **Ethical AI Design:** Conversations are monitored to prevent misuse, ensuring they remain supportive and constructive.
- **No Explicit Content:** Strictly denies sexually explicit conversations, focusing on emotional wellness and therapeutic support.
- **Persistent, Healthy Engagement:** Ergonomic reminders and check-ins help users maintain regular, healthy interactions with their AI companions.
- **User Empowerment:** Users can end interactions at any time, with reminders ceasing after 30 days of inactivity to respect user autonomy.

Ergonomic Features



Supportive and Safe Interactions

- 1. Suggests IRL Activities:** Twins encourage real-life activities and healthy habits.
- 2. Directs to IRL Therapists:** When needed, twins can guide you to real-life therapists for additional support.
- 3. Auto-Moderation:** Advanced auto-moderation mechanisms rewrite harmful inputs constructively.
- 4. Non-Explicit Content Policies:** Proactive prevention of sexually explicit and harmful conversations.
- 5. Confidential and Ethical:** Ensures user privacy and maintains ethical standards in all interactions.



Mind Simulation Technology

Mind Simulation Therapy is the technical foundation powering BTwin Friends, validated by clinical trials with 1,000+ patients. **MST** offers transparent AI profiles visible to users, ensuring accountability and trust. Our book details MST's therapeutic impact, and the technology is patent-pending, setting a new standard for AI-driven emotional wellness and human-AI interaction.

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[Ask for The MST Appendix](#)

Founding Team



Fernanda Beltran, Founder & Wellness

Fernanda Beltran, a licensed nutritionist and life coach, combines her technical knowledge with personal empathy to advocate for holistic well-being. Her extensive experience life coaching hundreds of patients since 2020, along with her expertise in emotional support and ethical AI usage, positions her as a vital force in co-founding BTwin Friends.

[Link](#)

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Hassan Uriostegui, Founder & Tech

Hassan Uriostegui, a renowned Silicon Valley entrepreneur and digital innovator, has a history of successful ventures including Viddy, Community, Ultrakam, and FlyrTV. He achieved US citizenship through the prestigious EB1A program, recognizing his extraordinary career in computer sciences. Hassan's humanistic journey began in 2020 with the book "The Fly of the Humanized Robot," introducing an "algorithm to heal the soul" and leading to the development of Mind Simulation Therapy (MST) in 2024.

[Link](#)

Advisors



Brett O'Brien

Co-Founder Flyr -- social video editing platform, sold to Pond5 (an Accel/Stripes VC backed company) Co-Founder Viddy, built to 45 million users -- sold to Fullscreen Media/AT&T Co-Founder X:Drive, built to 13 million users -- sold to America Online (AOL) Co-Founder Murphy O'Brien, 40+ person PR/Digital Media firm (www.murphyobrien.com) Owner, Pancho's Dips (panchosdip.com), sold to Sabrosura, owned by Private Equity firm Centre Partners Founder.

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Paul Lara. Ethicist

Paul Lara is a leading voice in the Latin American tech scene, serving as the director of technology editorial at one of Mexico's most prominent national newspapers. He collaborated with Hassan Ben Uriostegui to publish the book "I, AI," where they explore the ethical implications of AI from a humanistic perspective.

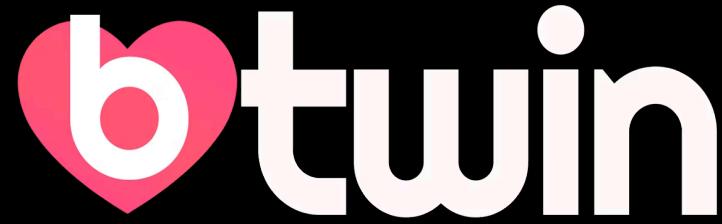


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- Reach out at hello@btwin.ai with investment or collaboration proposals
- Let's own together the billion sized AI Mental Wellness Space

Thanks

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