

# Shanakey.com

**Celtic Reality => Celt-uality** - from [ibcirl.com](http://ibcirl.com)

**For:** Founder Weekend Pitch

**Pitch Date:** 10 April, 2022

# The Shanakey Team



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Ross Howell

DevOps Lead  
1:05 in 100m Free

# 1. Problem

Finance, mortgages, career, divorce, surgery and major life changing decisions such as starting a startup are not taught in school. **We need someone to chat to. My granpa responded years ago - I would love more chat.**



## **Your trusted relatives can give you meaningful advice**

Wouldn't you love to hear from a younger version of a departed relative, especially if you were close to them?

**Even just for the chat and headspace.**



## **The time is now - the platform is ready - no one is doing this**

I've spoken to a lot of people over the last 15-20 years but only now is it possible to **immersively** experience their story and help guide your story.



## **Confidential Mental Health relief**

Mental Health has reached epic proportions in the market.

**The metaverse, AI and web3 enable people** to truly share their feelings and story from the past, present and into the future.



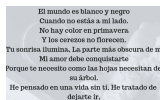
## 2. The Customer

Everyone who ever loved and trusted a relative, who has since departed, needs their story to mix with your every day questions. And same goes for key company leaders, teachers and coaches in education and sport.



### **”Deep-real“ time with loved ones no longer here.**

Get answers from a ”deep-real“ of your departed relatives - many people speak to older relatives every day - it takes time to give that up, if ever.



### **Share your story long into the future**

Invest in your descendants with your life’s experience. Share your story and later generations can experience your story telling, laughs and respond to their questions.



### **What would your ancestors think?**

Are you interested to ask what previous generations would think of your world, and today’s world, including news events?

### 3. Solution - Seanachai - Ancient Irish storytelling tradition for sharing knowledge

“VR/**IM**/Zoom and ask trusted relatives for input (and second opinion from leaders, experts or celebrities)”

Current social media is mostly monologue - make it a positive dialogue, and NOT toxic.



**Spend time with trusted  
love ones no longer  
available**

Get some answers and ideas  
you trust



**Mental health is a global  
problem**

More than 50% of all people  
are struggling to cope with  
today's world without the  
presence and views of  
departed relatives



**Call or text a "deep-real"  
loved one or other  
person. Ask them  
anything.**

Absence is no longer a barrier  
to deep, meaningful answers..

## 4. Competition

AR and VR are now at a point where realistic deep-fake experiences can be created quickly by anyone.

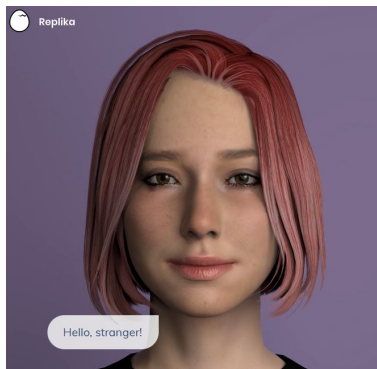


### Landscape

<https://www.duchas.ie/en/info/cbe>

<https://replika.ai/>

<https://www.imvizar.com/>



### Competitive Advantage

1. Deep analytics to creating "deep-real" sourced from photos, email and text messages
2. Passion for the problem and solution
3. 30 years of experience in building business

### Direct Competitors are Partners:

Replika.AI app

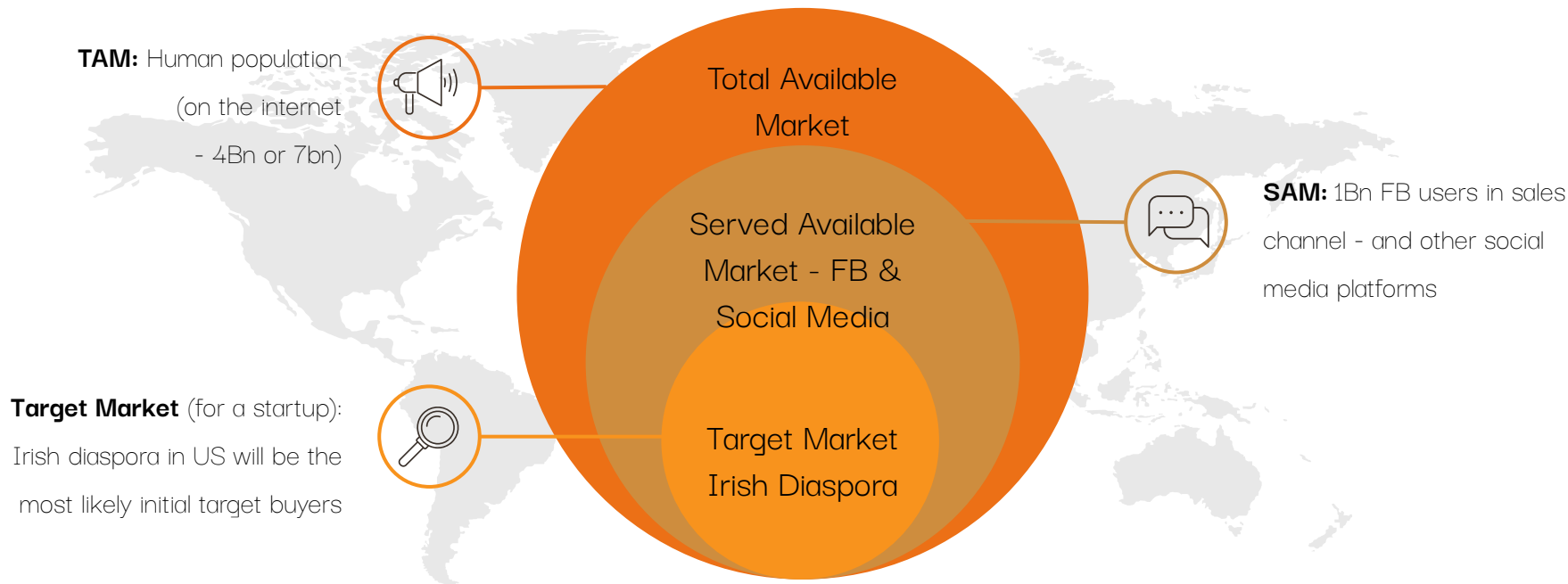


### Indirect Competitors/Partners:



## 5. Market Size

*"The total € market demand for this type of solution is estimated to be in excess € 500M per continent.*



## 6. Business Revenue Model

We are using a freemium model, whereby the majority of users will help build our technical model accuracy and **the majority of income will come from 1% of subscriber users and advertising to free users.**

We are working to consider **extensions into corporate, education and tourism storytelling market** for key person knowledge preservation.

**Pricing Strategy - We will approach Microsoft to partner app with latest HoloLens launch**

| Once Off           | Monthly Subscription | Churn               |
|--------------------|----------------------|---------------------|
| €0-5               | €50                  | 25%                 |
| Including Delivery | Per Month            | Estimated number of |



## 8. Progress This Weekend + Next Steps

*We need investment to work with a global blockchain/VR development firm like Chetu.com or Microsoft Quick Start for Startups, to launch on Hololens, Oculus and other AR/VR platforms.*

### Phase 1: Next 90 Days

- **€200,000**
  - Market Research - surveys and predictions for 1000 people and their ancestors.
  - Product Development of text messaging (IM) model to test process and MVP with blockchain/web3 integration.
  - Trials and Analytical Testing of loaning real Irish personalities to occupy the metaverse

### Phase 2: Second Half of 2021

- **€600,000**
  - Friends and family trial - globally
  - Build brand and messaging
  - Launch website
  - Test global market for Irish relatives

## 9. EMBA Capstone Financials

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| (EUR - €)        | Summary Financial Projections |           |           |           |
|------------------|-------------------------------|-----------|-----------|-----------|
| Account          | 2022                          | 2023      | 2024      | 2024      |
| Revenue          | 554,255                       | 1,770,796 | 4,104,231 | 8,686,401 |
| Operating profit | 163,940                       | 1,030,286 | 2,905,617 | 6,639,339 |
| Operating margin | 29.58%                        | 58.18%    | 70.80%    | 76.43%    |
| Net income       | 132,792                       | 834,532   | 2,353,550 | 5,377,865 |
| Net margin       | 23.96%                        | 47.13%    | 57.34%    | 61.91%    |

# The Shanakey Team - Thank you !



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Head of Sales and  
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