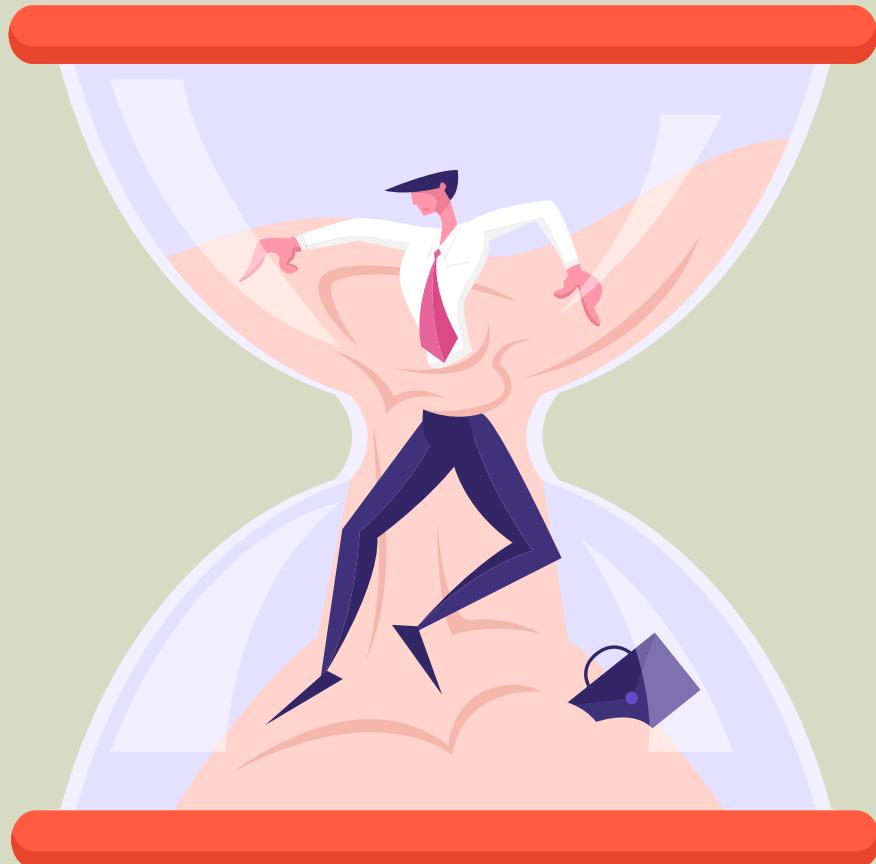


OLIVE

Stay on Track, Olive the Time



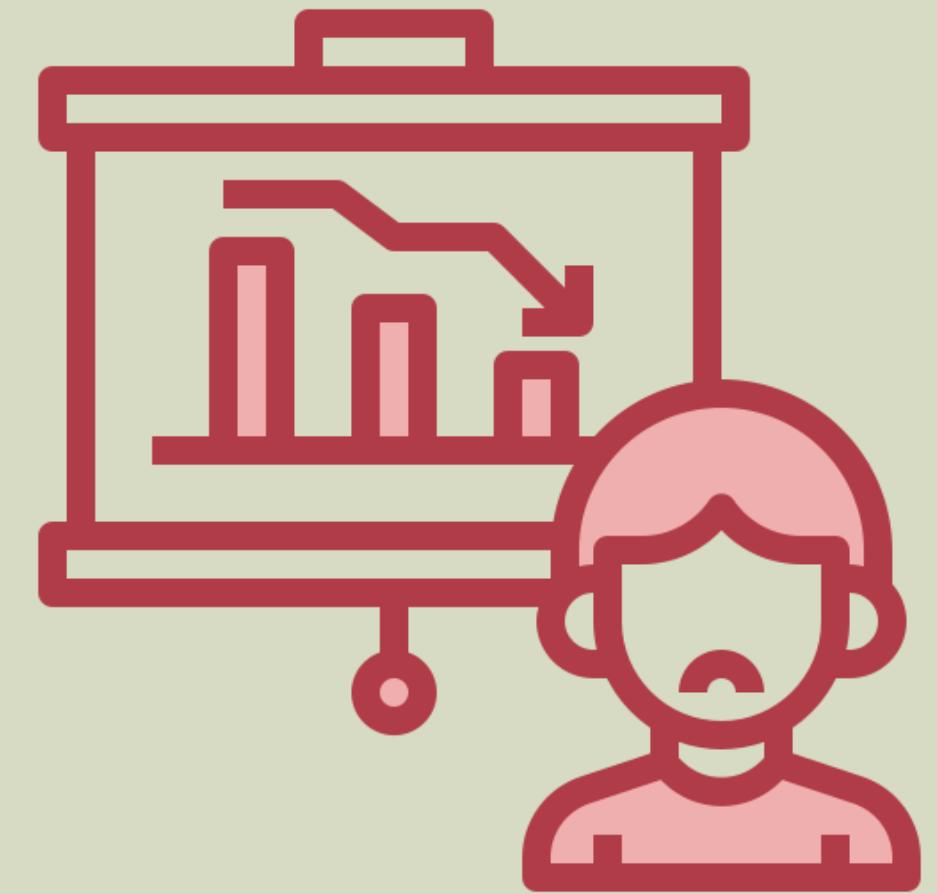
PROBLEMS



Procrastination

A screenshot of a digital task entry interface. At the top, there are buttons for "My Tasks" and "One-Time" or "Recurring". Below that is a "Task name" field and an "Add note" field. Under "Duration", a dropdown shows "30 min". In the "Priority" section, "ASAP" is highlighted with a red exclamation mark. Under "Deadline Type", "Hard deadline" is selected. The "Deadline" field shows "11:59 pm" and a date selector for "Wed 5". A "Choose another date" button is available. Below the date selector are two rows of dates: Sun 2, Mon 3, Today 4, Wed 5, Thu 6, Fri 7, Sat 8; and Sun 9, Mon 10, Tue 11, Wed 12, Thu 13, Fri 14, Sat 15. At the bottom, there are "Start Date" and "Schedule" fields, with "4 Jul 2023" in the start date and "Work hours" in the schedule. Buttons at the bottom right include "Cancel", "Schedule Ctrl Enter", and a blue "Schedule" button.

Tedious Entry



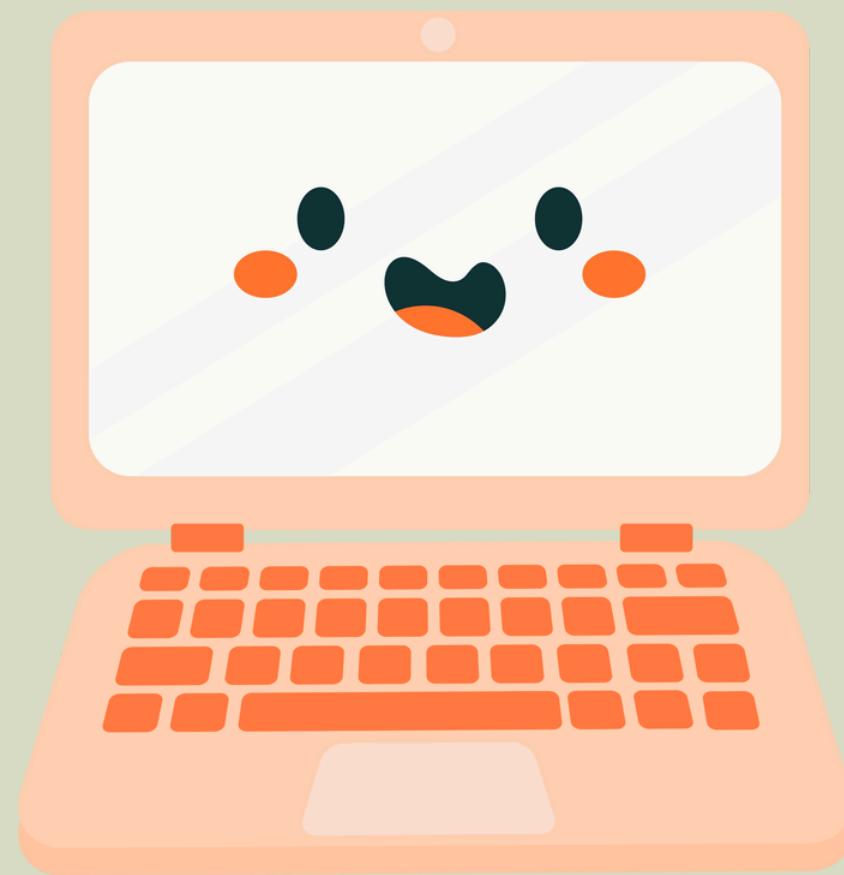
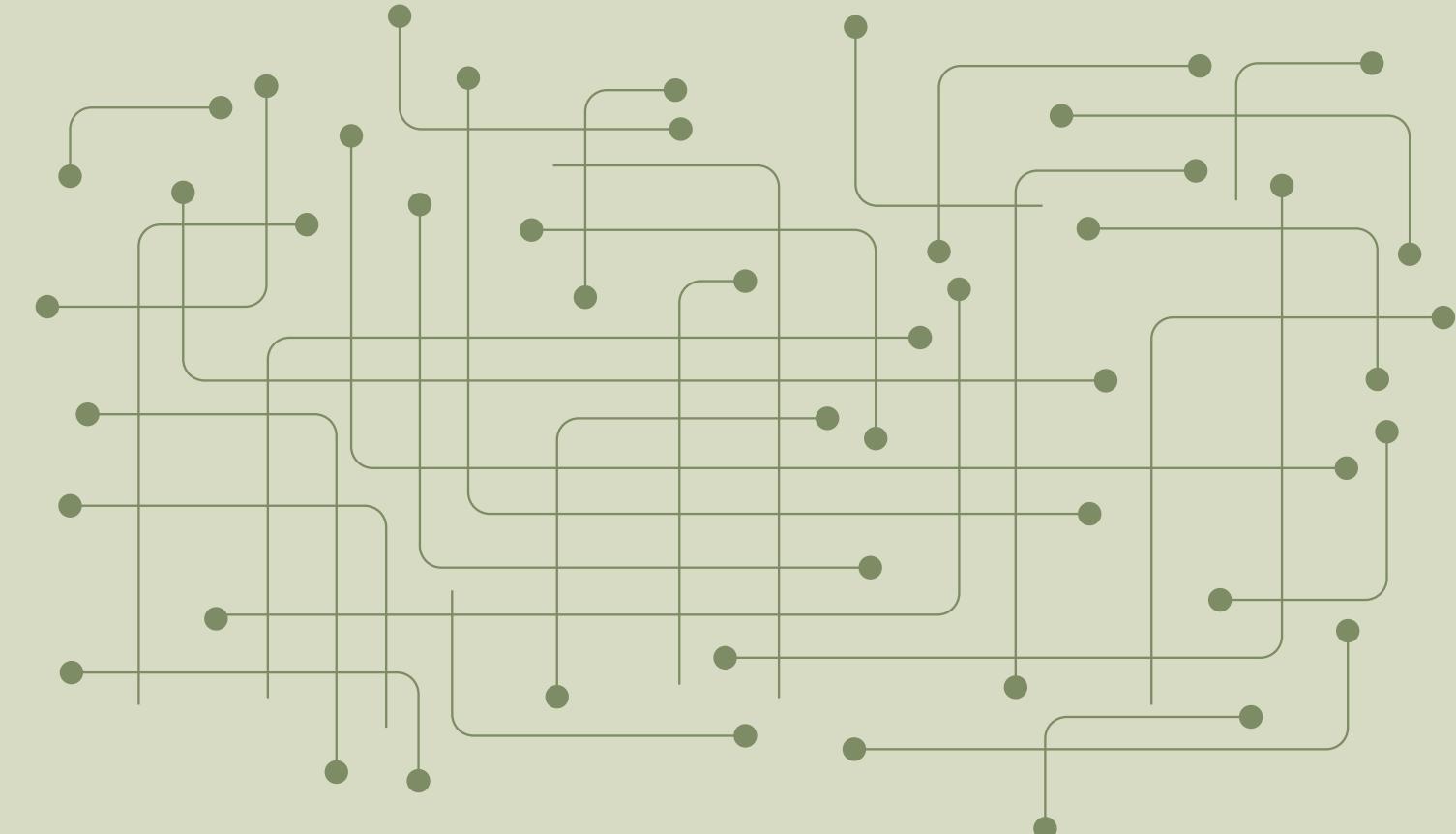
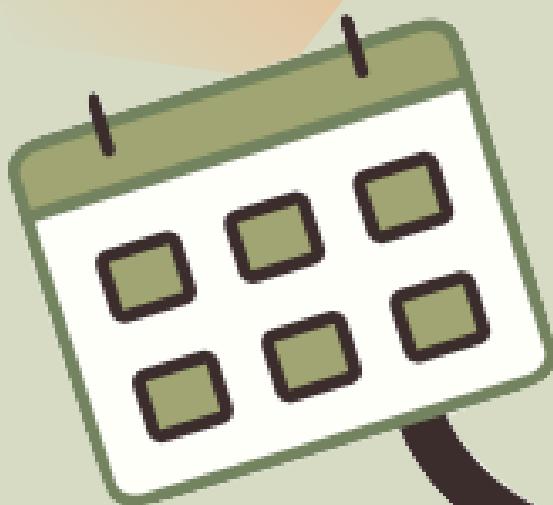
Low Productivity



Olive is an intelligent scheduling app, effortlessly organizing your tasks and appointments while learning your habits for optimal productivity.



OUR TECH





MVP

MVP

My Calendars

- School
 - Work
- + My Time Zone 5:30 pm PST

April 28 - May 4

- Tues Compilers Proj.
- Wed TA Game Design
- Wed Study for Exam
- Thurs Study for Exam
- Fri Climbing w/ Nat
- Fri Compilers Exam
- Sat Climbing w/ Nat

May 5 - May 11

- Mon BEST Bootcamp
- Tues BEST Bootcamp
- Wed BEST Bootcamp
- Thurs BEST Bootcamp
- Fri BEST Bootcamp
- Sat BEST Bootcamp

May 12 - May 18

- Sun BEST Bootcamp
- Mon Calculus I
- Mon BEST Pitch
- Tues Calculus I
- Wed Calculus I
- Wed Ethics



MAY 2024



28



29



30



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



16



17



18



19



20



21



22



23



24



25



26



27



28



29



30



31



1

Add Task

Edit

Daily

Weekly

Monthly

Deadlines

Date	Deadline
April 30 11:59pm	Compilers Proj.
May 3 11:59pm	Compilers Exam
May 13 5:00 pm	BEST Pitch
May 14 9:00 am	Calculus I Quiz
May 16 9:00am	Calc Written HW
May 17 11:59pm	Webwork HW

Edit

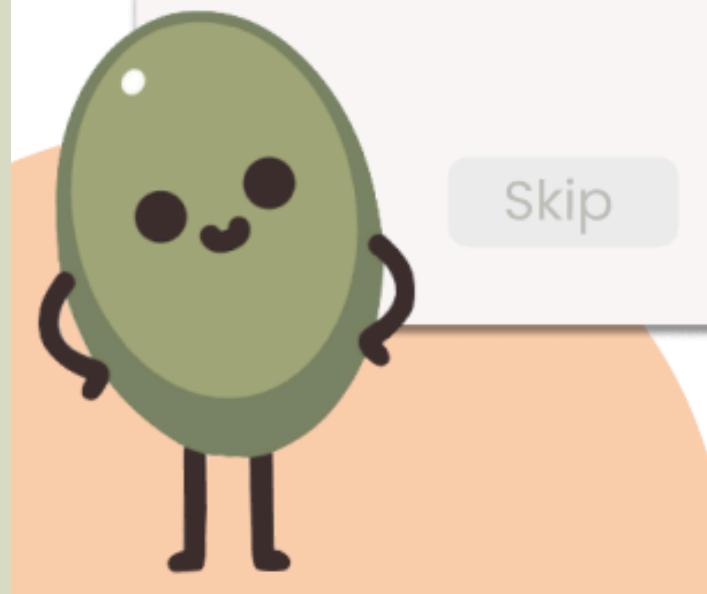
▼

How can I help you Gray?



Microphone icon

M>V P



Question #1

On weekdays, what time do you usually start your day?

Select time ▾

On weekdays, what time do you usually end your day?

Select time ▾

On weekends, what time do you usually start your day?

Select time ▾

On weekends, what time do you usually end your day?

Select time ▾

Skip



M V P



Question #3

During the typical week, how often do you workout?

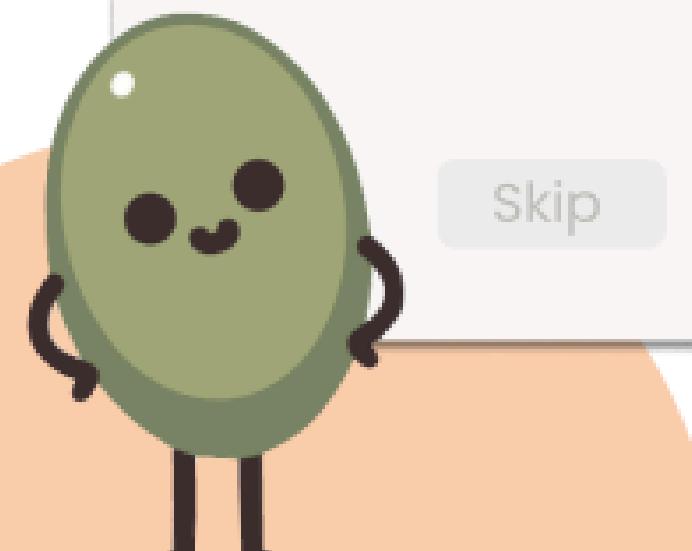
- Never 1-2 times 3-4 times 4-5 times Everyday

What time do you usually workout on weekdays?

Select time

What time do you usually workout on weekends?

Select time





Dashboard Technology Pricing

Welcome, Gray!



< >

Tuesday

4:00 pm

5:00 pm

6:00 pm

7:00 pm

Dinner

8:00 pm

9:00 pm

10:00 pm

11:00 pm

Deadline: 11:59pm

12:00 am

D W M

Study for Exam

Compilers Project

Deadlines

April 30 11:59pm Compilers Proj.

May 3 11:59pm Compilers Exam

May 13 5:00 pm BEST Pitch

Edit

X

How did Compilers Project go?

Did not start

Task in Progress

Task Completed

Skip

M V P

M V P



MVP

MVP

My Calendars

- School
 - Work
- + My Time Zone 5:30 pm PST

April 28 - May 4

- Tues Compilers Proj.
- Wed TA Game Design
- Wed Study for Exam
- Thurs Study for Exam
- Fri Climbing w/ Nat
- Fri Compilers Exam
- Sat Climbing w/ Nat

May 5 - May 11

- Mon BEST Bootcamp
- Tues BEST Bootcamp
- Wed BEST Bootcamp
- Thurs BEST Bootcamp
- Fri BEST Bootcamp
- Sat BEST Bootcamp

May 12 - May 18

- Sun BEST Bootcamp
- Mon Calculus I
- Mon BEST Pitch
- Tues Calculus I
- Wed Calculus I
- Wed Ethics



MAY 2024



28



29



30



1



2



3



4

5

BEST Bootcamp

6

BEST Bootcamp

7

BEST Bootcamp

8

BEST Bootcamp

9

BEST Bootcamp

10

BEST Bootcamp

11

BEST Bootcamp

12

BEST Bootcamp

Climbing w/ Nat

Grocery Shop

13

Calculus I

Ethics

BEST Pitch

14

Calculus I

Calculus I Quiz

Study for Quiz

15

Calculus I

Ethics

16

Calc Written HW

Calculus I

17

Webwork HW

Dance Class

18

19

Calculus I

Ethics

20

Calculus I

Calculus I Quiz

21

Calculus I

Calculus I Exam

Ethics

22

Calculus I

Calculus I

23

Calc Written HW

Calculus I

24

Webwork HW

25

26

Calculus I

Ethics

27

Calculus I

Calculus I Quiz

28

Calculus I

Calculus I Quiz

29

Calculus I

Ethics

30

Calc Written HW

Calculus I

31

Webwork HW

Calculus I

1

Add Task

Edit

Daily

Weekly

Monthly



Deadlines

April 30 11:59pm Compilers Proj.

May 3 11:59pm Compilers Exam

May 13 5:00 pm BEST Pitch

May 14 9:00 am Calculus I Quiz

May 16 9:00am Calc Written HW

May 17 11:59pm Webwork HW

Edit



How can I help you Gray?





My Calendars

- School
- Work
- + My Time Zone 5:30 pm PST

April 28 - May 4

- Tues Compilers Proj.
- Wed TA Game Design
- Wed Study for Exam
- Thurs Study for Exam
- Fri Climbing w/ Nat
- Fri Compilers Exam
- Sat Climbing w/ Nat

May 5 - May 11

- Mon BEST Bootcamp
- Tues BEST Bootcamp
- Wed BEST Bootcamp
- Thurs BEST Bootcamp
- Fri BEST Bootcamp
- Sat BEST Bootcamp

May 12 - May 18

- Sun BEST Bootcamp
- Mon Calculus I
- Mon BEST Pitch
- Tues Calculus I
- Wed Calculus I
- Wed Ethics

How can I help you today, Gray?

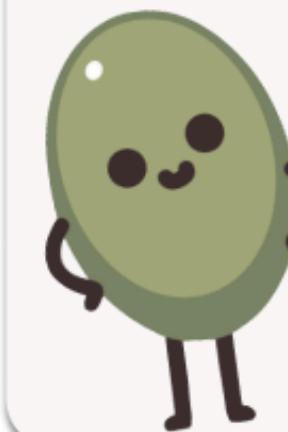
Help me find time to study for my quiz tomorrow

Sure. Your Bootcamp ends at 9:00pm today so your optimal time to study is at 10:00pm.

Wait I need time to play video games with Viv first.

Ok, I moved it to 11:00pm!

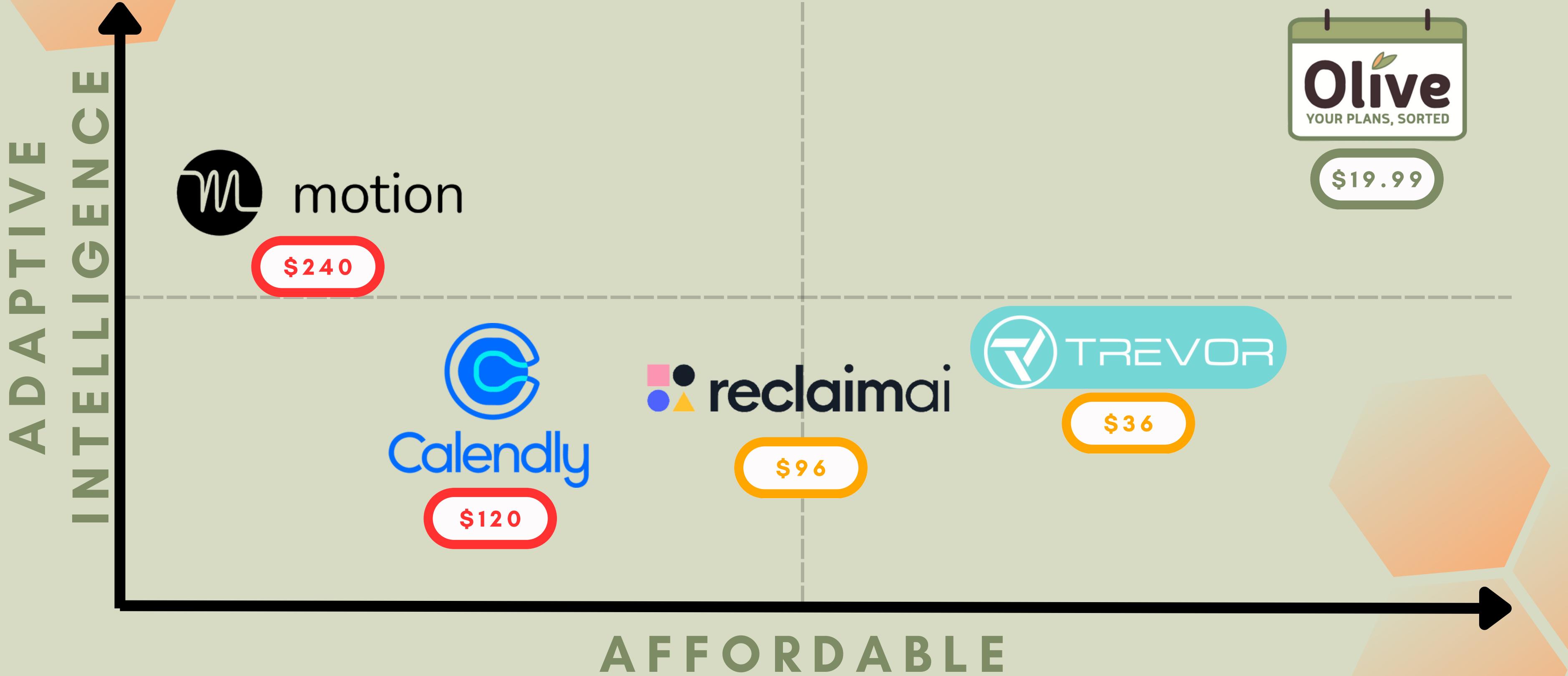
Thank you Olive!



M V P

M V P

WHY OLIVE





WHY OLIVE

Comparative Advantage	Olive	Calendly	TREVOR	motion
Pricing	\$19.99	\$120.00	\$36.00	\$240.00
Flexibility	High	Medium	Medium	Low
Learning Capability	Human-like	None	Somewhat	Limited
Collaborative	Limited	Yes	Limited	Yes
Intelligent Interaction	AI-Assisted	Manual	Manual	Manual

REVENUE STREAMS

BREAKDOWN



Edu Plan

\$12



Individual Plan

\$19.99 / year
\$2.99 / month



Biz Plan

\$15

MARKET POTENTIAL ANALYSIS

TAM

TOTAL ADDRESSABLE



\$ 4 B

SAM

SERVICEABLE ADDRESSABLE



\$ 116 M

SOM

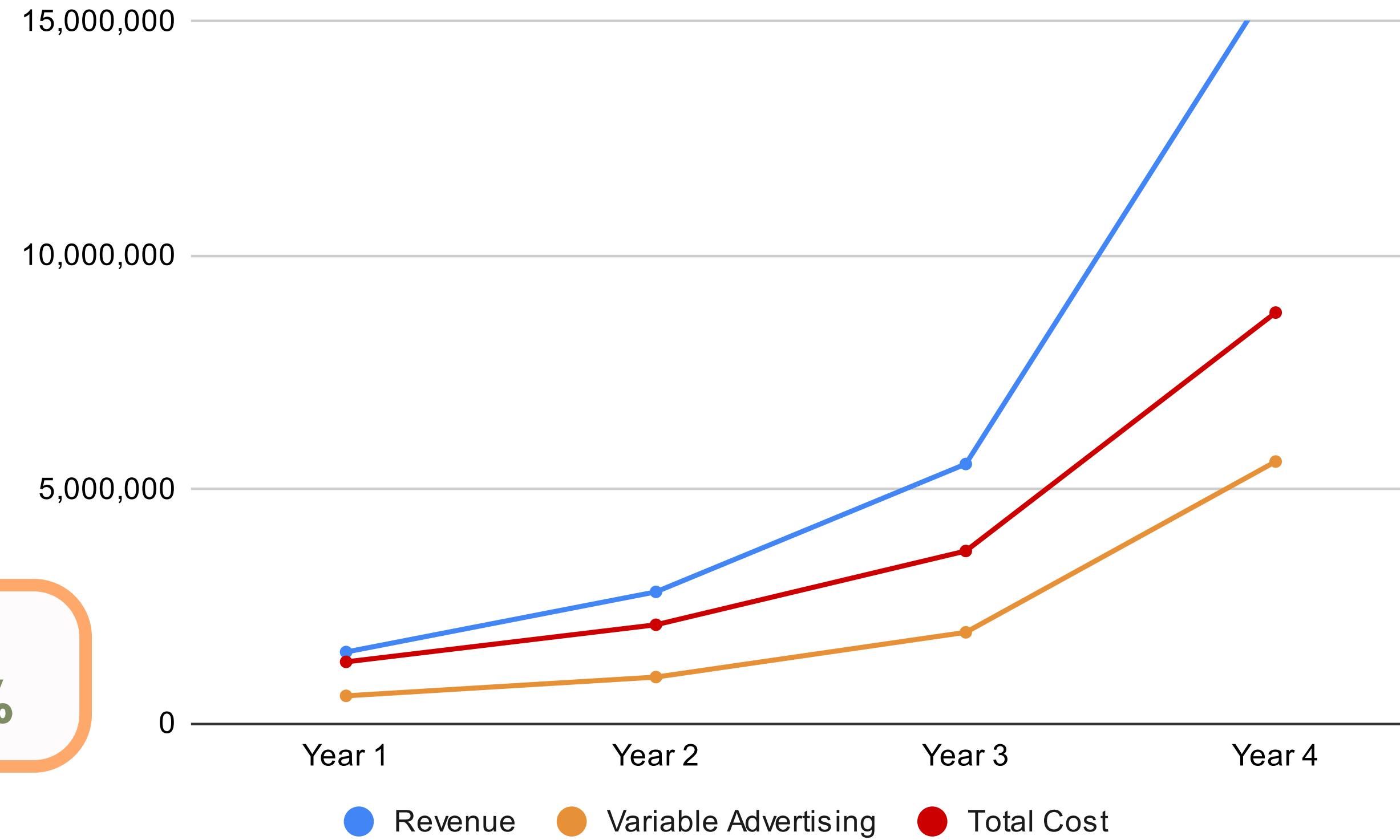
SERVICEABLE OBTAINABLE



\$ 18 M



GROWTH PROJECTION



GO-TO-MARKET STRATEGY

YEAR 1

Focus on California Private Universities

Advertising Cost:
\$580,000



YEAR 2

Begin aggressive marketing campaign targeting individuals

Advertising Cost:
\$1,000,000



YEAR 3

Begin marketing and selling to businesses

Advertising Cost:
\$2,000,000



TECHNICAL ROAD MAP

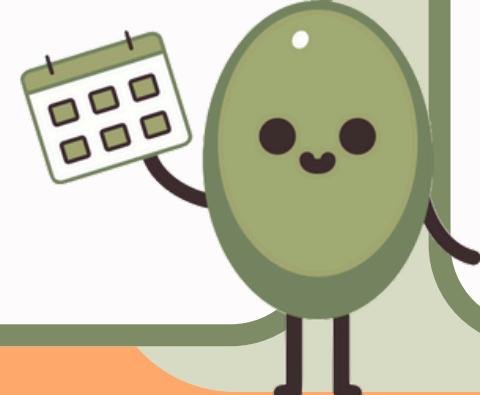


INCUBATION

- 9 - 12 MONTH DEVELOPMENT PERIOD
- ROUNDS OF TRAINING TO FIND **OPTIMAL TRAINING REGIMEN**.
- TWEAK **FEATURE EXTRACTOR AND REWARD FUNCTION** ITERATIVELY UNTIL TWO WEEK TRAINING GOAL HAS BEEN MET.
- DEVELOPMENT FOR MOBILE (IOS & ANDROID)

YEAR 1

- CAUSAL MODEL TO SUPPORT OLIVE



YEAR 2

- COLLABORATIVE SUITE
- CORPORATE SCHEDULING

YEAR 3

- PROPRIETARY CHAT INTERFACE





Stay on Track, Olive the Time

STRUCTURE

The dashboard features a top navigation bar with the Olive logo and a user profile picture. Below is a calendar for May 2024 with days color-coded by week (S: light blue, M: cyan, T: green, W: yellow, T: orange, F: red, S: pink). Buttons for "Add Task" and "Edit" are at the bottom, along with "D W M" filters. A chat window shows a user asking about study time for a quiz tomorrow, and the bot responding based on the user's current activity (Bootcamp ends at 9:00pm).

Dashboard

Olive YOUR PLANS, SORTED

MAY 2024

S	M	T	W	T	F	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Add Task Edit D W M

How can I help you Gray?

Help me find time to study for my quiz tomorrow

Sure. Your Bootcamp ends at 9:00pm today so your optimal time to study is at 10:00pm.

DEVELOPMENT

The dashboard shows a user asking for help finding time to study for a quiz. The bot responds by checking the user's current activity (Bootcamp ends at 9:00pm) and suggesting an optimal study time of 10:00pm.

Dashboard

Olive YOUR PLANS, SORTED

How can I help you Gray?

Can you help me find a time to study for my quiz?

Sure. Your Bootcamp ends at 9:00pm today so your optimal time to study is at 10:00pm.

VOICE OF CUSTOMER

How old are you?

What is your primary purpose if you already use a calendar app?

What is your occupation

How often do you use calendar apps for scheduling?

Which calendar apps have you used in the past?

**What features do you look for or wish
available in a calendar app?**

Surveyed over
5,000 people

If you currently do not use a calendar app, why so?



VOICE OF CUSTOMER

"Ease of use, intuitive, quick"

Easy, Intuitive, Quick

"I'm not technically inclined, I need easy instructions, intuitive functioning, and quick access to FAQ or a chat bot."

Chat-bot Interface

"Being able to organize things by color, scheduling at certain times, option for reminders, repeating events"

Clean UI

"More customizable, complete ability for autonomy"

Customizable & Autonomous

"Compatibility with my work calendar and school Brightspace assignment agenda would be nice along with being able to put them in by using a chat bot"

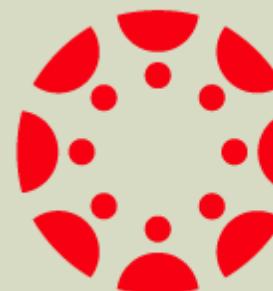
Compatibility



PARTNERSHIPS & INTEGRATION



brightspace
by D2L



CANVAS



Microsoft
Teams



Notion



slack



siri

OUR TEAM



Maddie
McDowell
UI Designer



Jasson
Kusuma
Business & Financial
Strategist



Emilio Martin
Del Campo
Data Analyst



Vivek
Dhingra
AI Engineer



Gray Von
Goetz
Web Developer



INQUIRY

10% of Olive
at no cost

6th Founder
5 year commitment





[Link to website](#)

THANK YOU!



APPENDIX



MPA & COGS BREAKDOWN

TAM

TOTAL ADDRESSABLE

US POPULATION

132,000,000 PEOPLE IN 15-44
AGE RANGE

SEGMENTATION

TAM	In Priv Uni/Biz	White Collar	Other
Unit	5,090,000	63,644,000	137,278,730
Price	\$12	\$15	\$20
Revenue	\$61,080,000	\$954,660,000	\$2,745,574,600

\$3.76B

SAM

SERVICEABLE ADDRESSABLE

30% OF UNIVERSITIES
10% OF BUSINESS

\$115.8M

SOM

SERVICEABLE OBTAINABLE

30% OF UNIVERSITIES

\$20.4M

COGS BREAKDOWN

Database cost GPT Cost Daily Cost
(($\$0.00000125 * 20$) + ($\$0.0001235 * 10$)) * 3 = $\$0.00378$

$\$0.00378 * 365 = \1.36 yearly.

COST STRUCTURE

GROSS
PROFIT

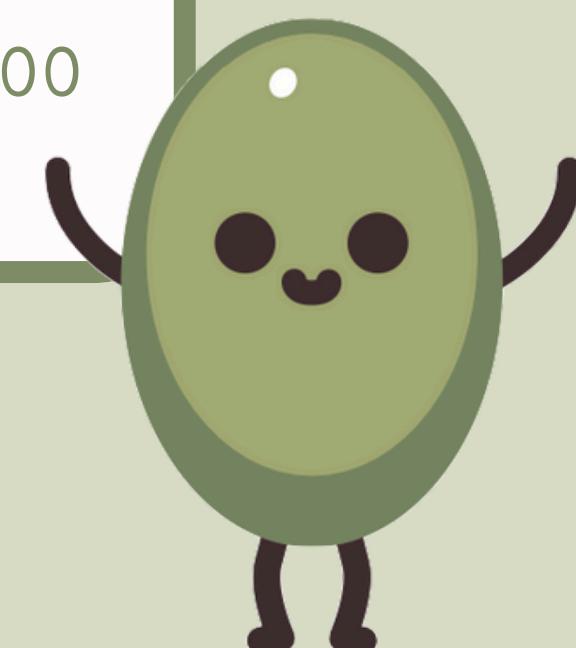
86.6% - 93.2%

Travel, Meals, etc.: \$10,000
Vehicle Expenses: \$10,000
Legal /Accounting: \$10,000
Machinery/Equipment: \$10,000
Insurance/License: \$5,000
Administrative/Human Resource: \$5,000

35%
Variable Advertising
(from revenue)

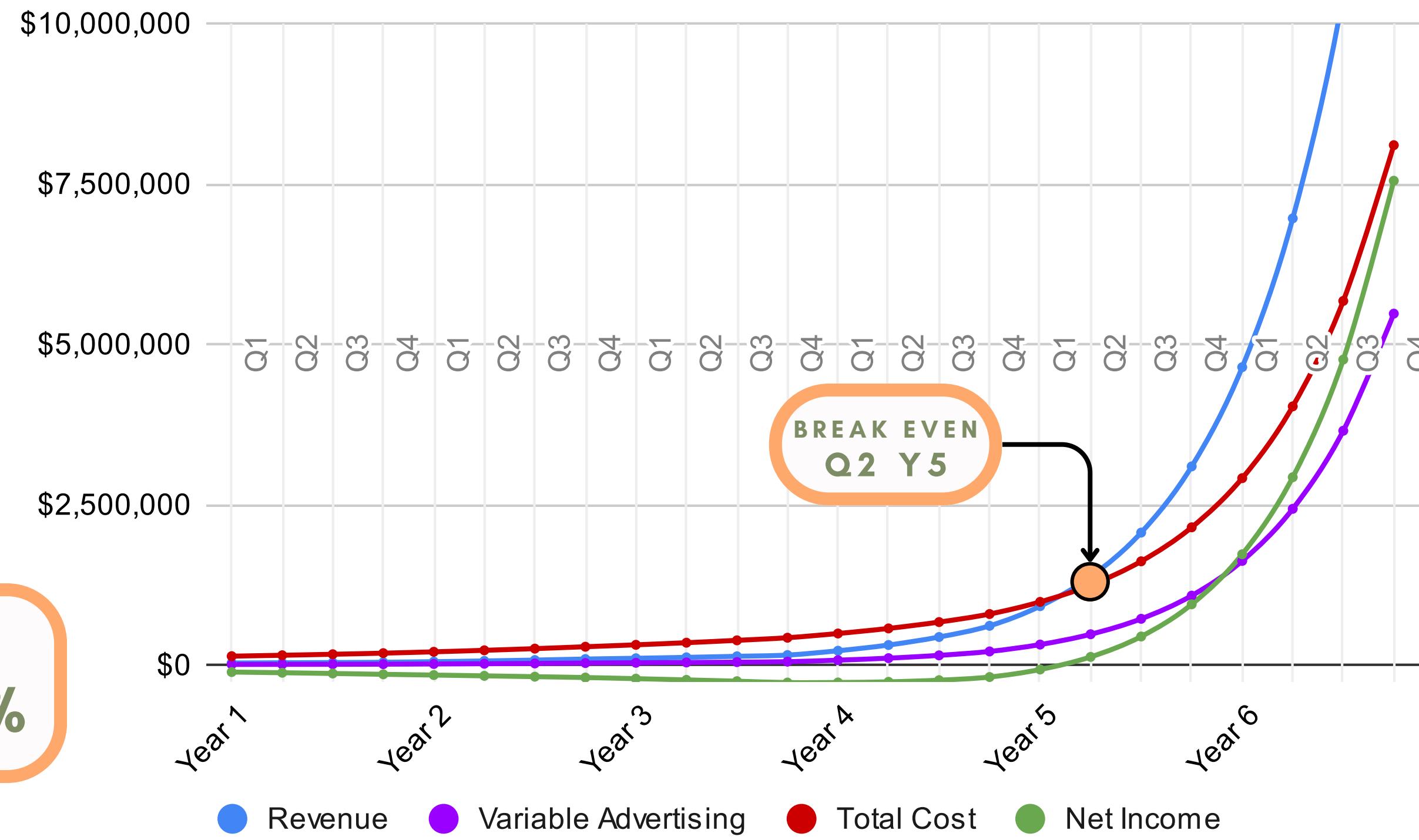
Year 1 Annual
Fixed Cost
\$582,000

10%
Quarter Fixed
Growth Rate

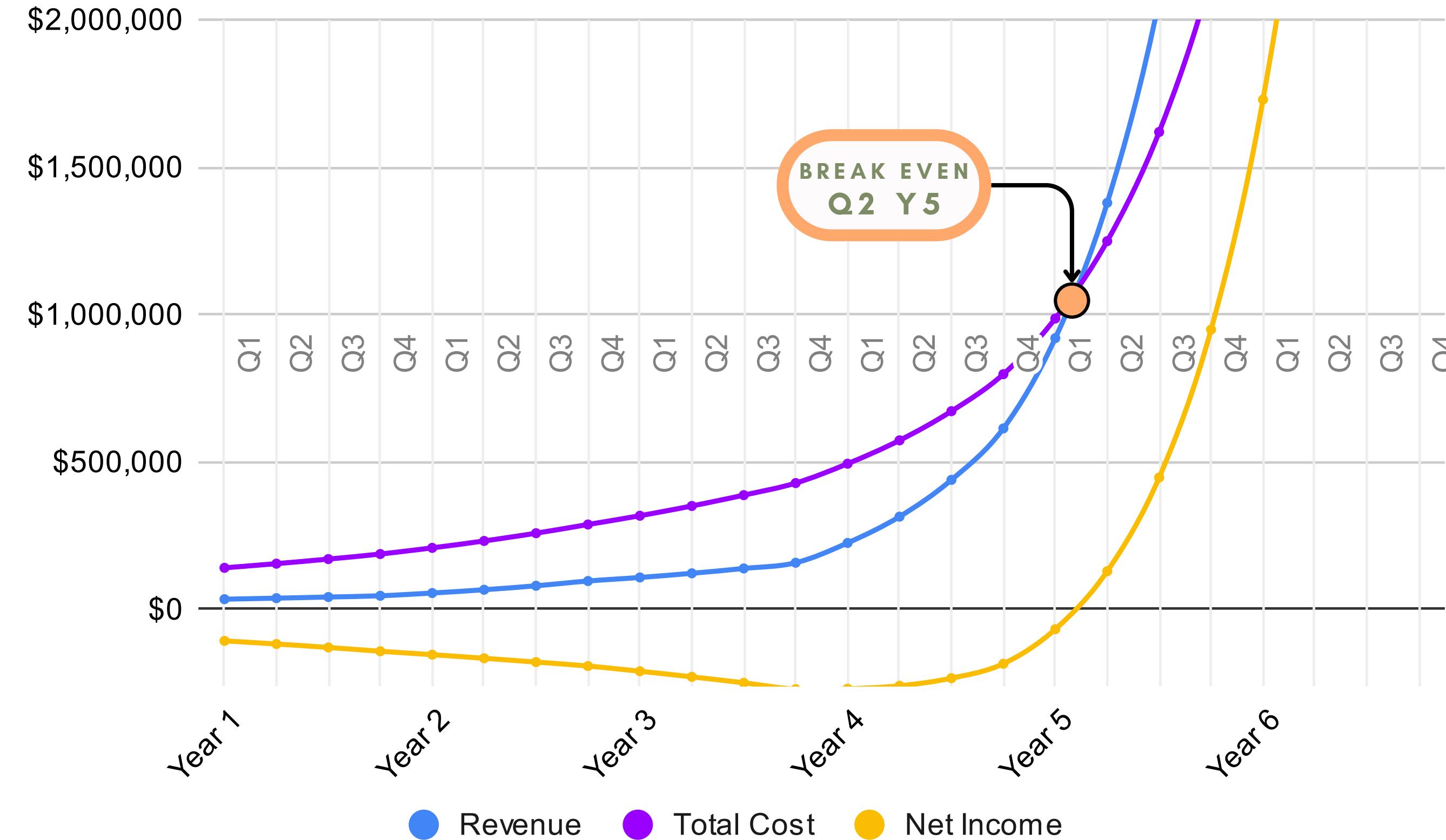


GROWTH PROJECTION

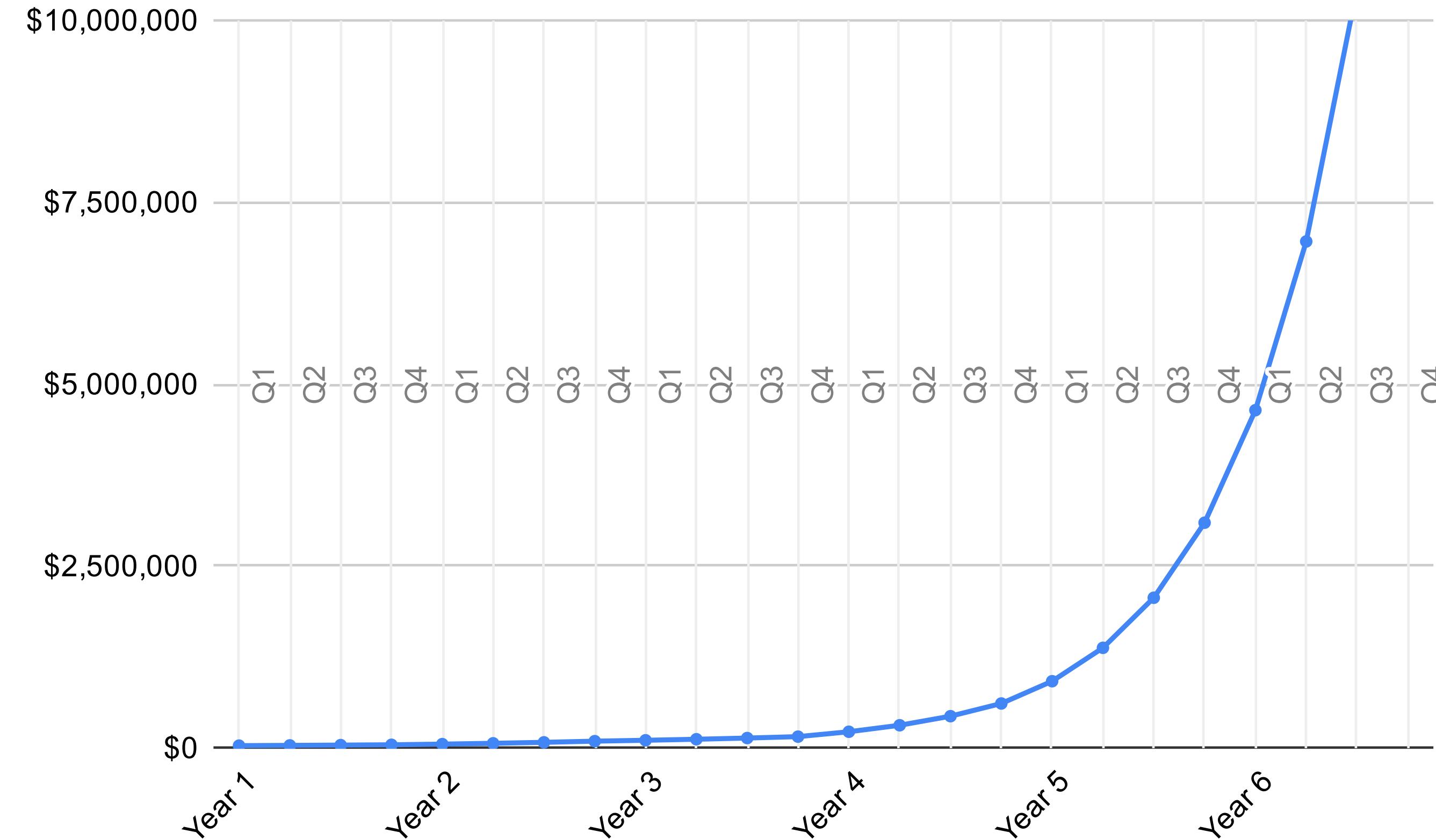
**ROAS
285.7%**



GROWTH PROJECTION



GROWTH PROJECTION



GO-TO-MARKET STRATEGY

FEEDBACK & INCUBATION

WELLNESS WEDNESDAY (1 YEAR)

- Free one-year subscription
- Consumer feedback
- Consumer exposure
- Consumer request feature



EARLY ADS

EARLY ADOPTER RESPONSE

- Free 3 months subscription
- Students micro-influencer
- Targeted Instagram ads
- Customer request feature

INSTAGRAM ADS
CPM - \$4
\$60,000



EARLY ADS

MEDIUM EXPOSURE

- Free 1-month trial
- Targeted TikTok ads
- Education based TikTokers

TIKTOK ADS
CPM - \$10
\$95,000



INTEGRATIONS

EARLY ADOPTER TECH COMPANY

- Free one-year subscription for early adopters.
- Collaborative Suite implementation.

PHYSICAL ADS

UNIVERSITY TARGETED

- Billboard near schools
- High school visits
- TV interview

\$4,360 - \$8,495
4-WEEKS
BUDGET, \$100K

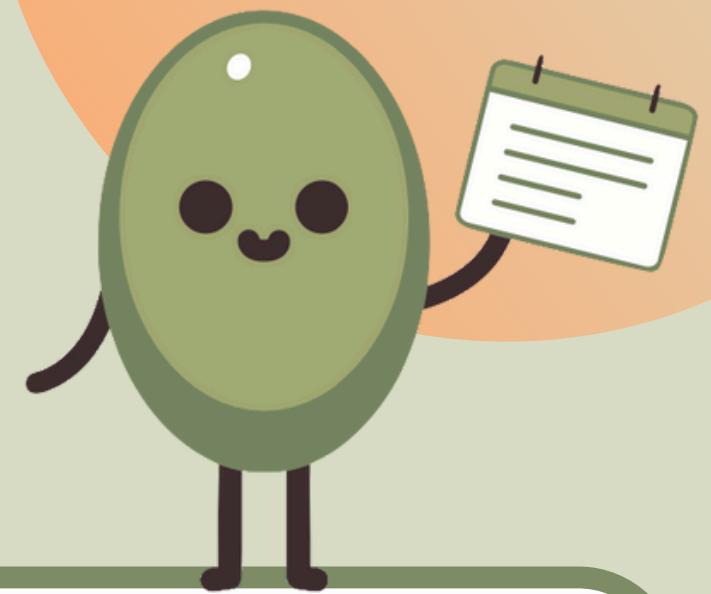


PARTNERSHIPS

STUDENT BODY : 81,700 STUDENTS
REVENUE : \$980,400 / YEAR

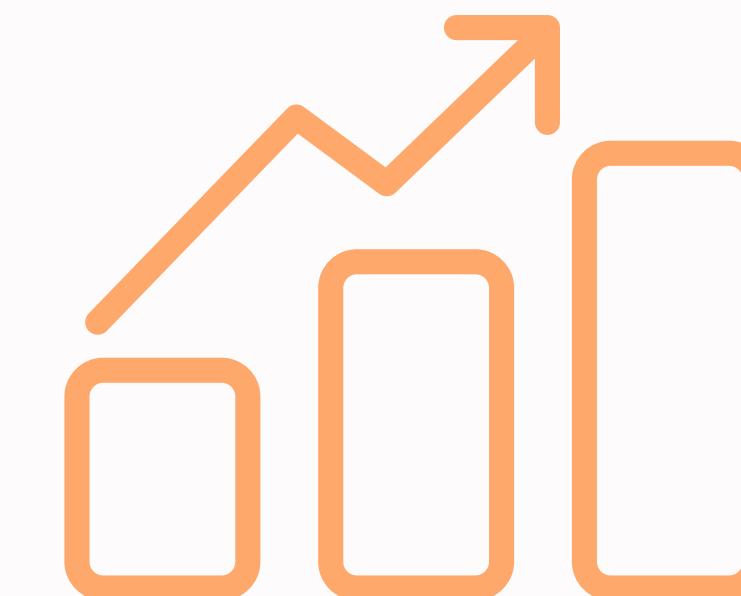


VALUATION



20% of Olive
for \$4 Million

ROI
Year 7, Q1



\$4.7
Million

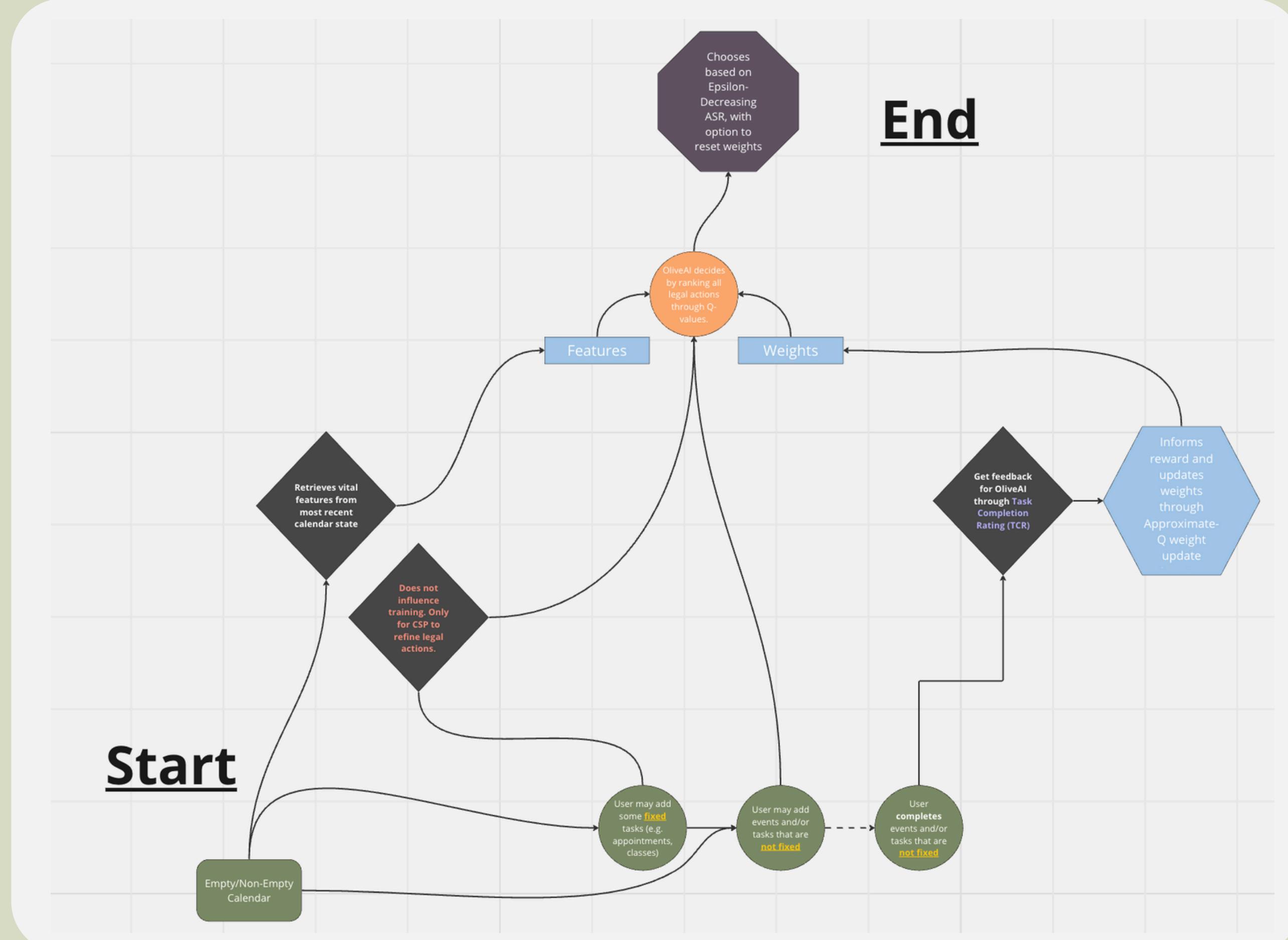
63% of Growth
Year 1 > Year 6



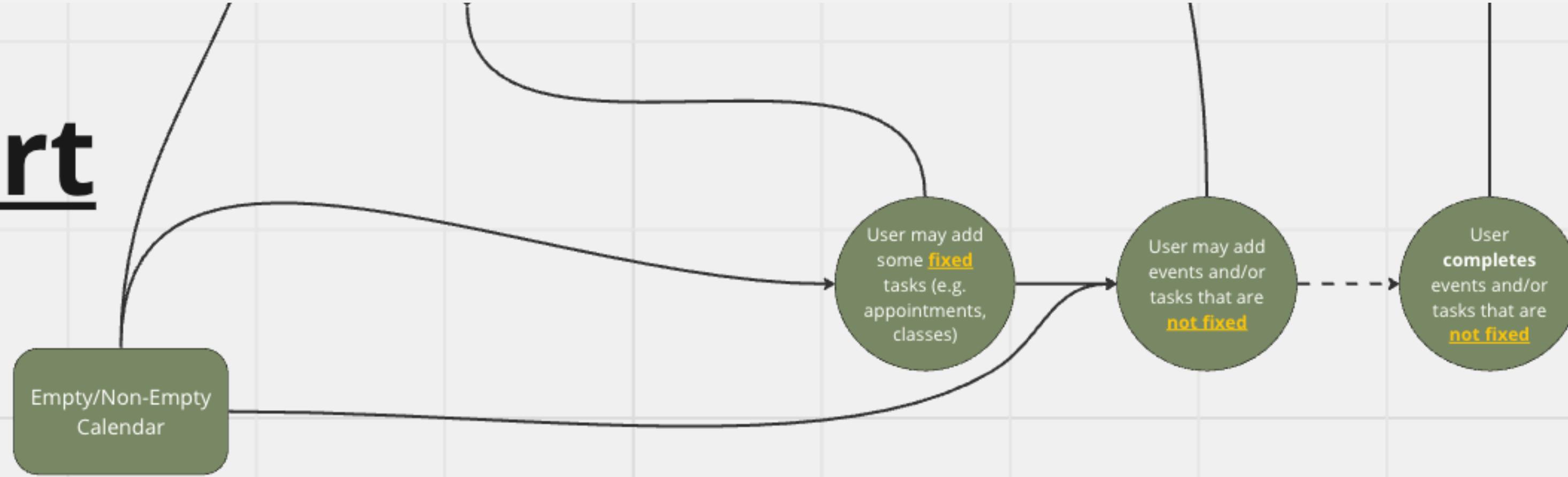
WHY OLIVE

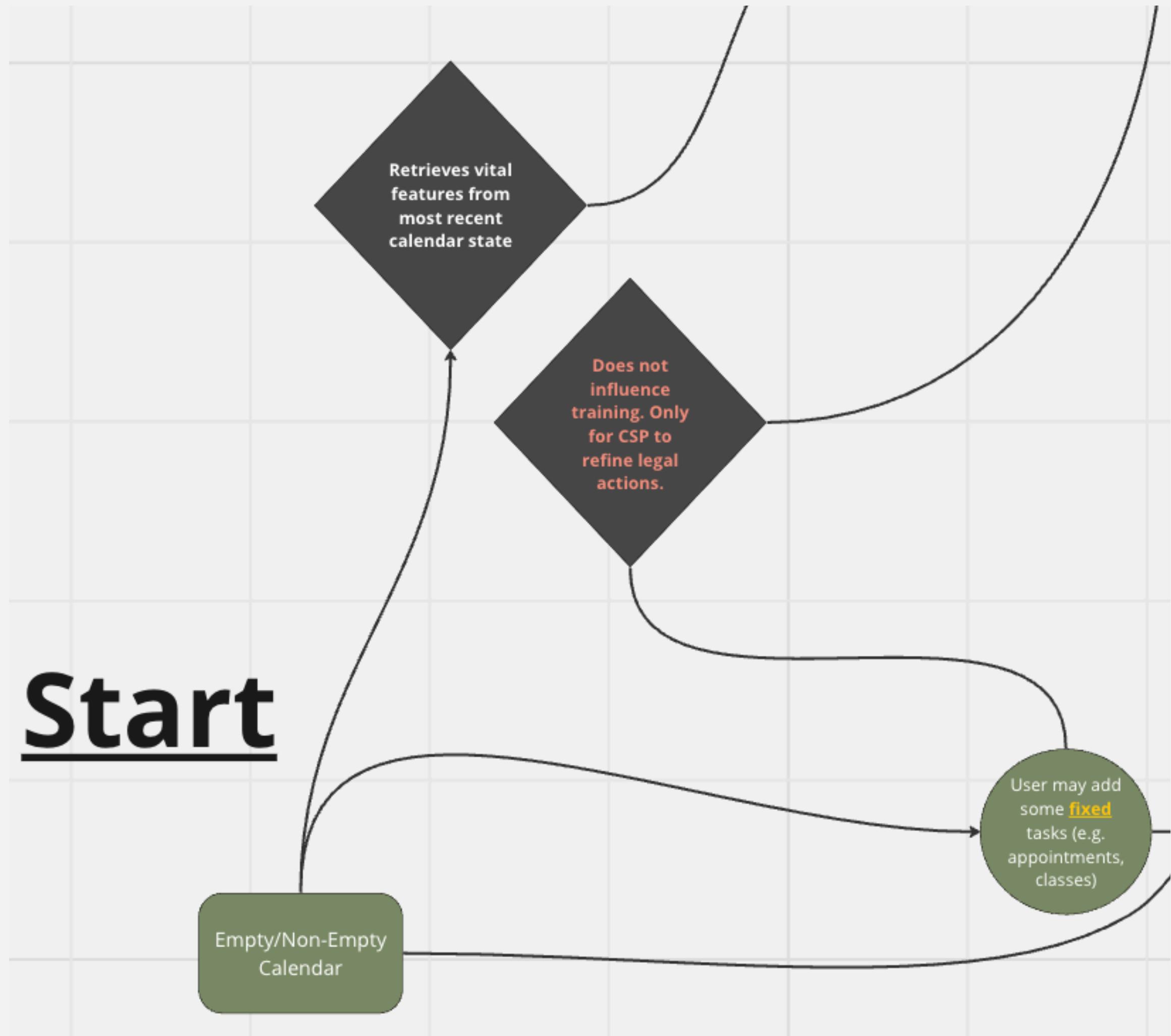
Comparative Advantage	Olive	Calendly	TREVOR	motion
Pricing	\$19.99	\$120.00	\$36.00	\$240.00
Flexibility	High	Medium	Medium	Low
Learning Capability	Human-like	None	Somewhat	Limited
Collaborative	Limited	Yes	Limited	Yes
Intelligent Interaction	AI-Assisted	Manual	Manual	Manual

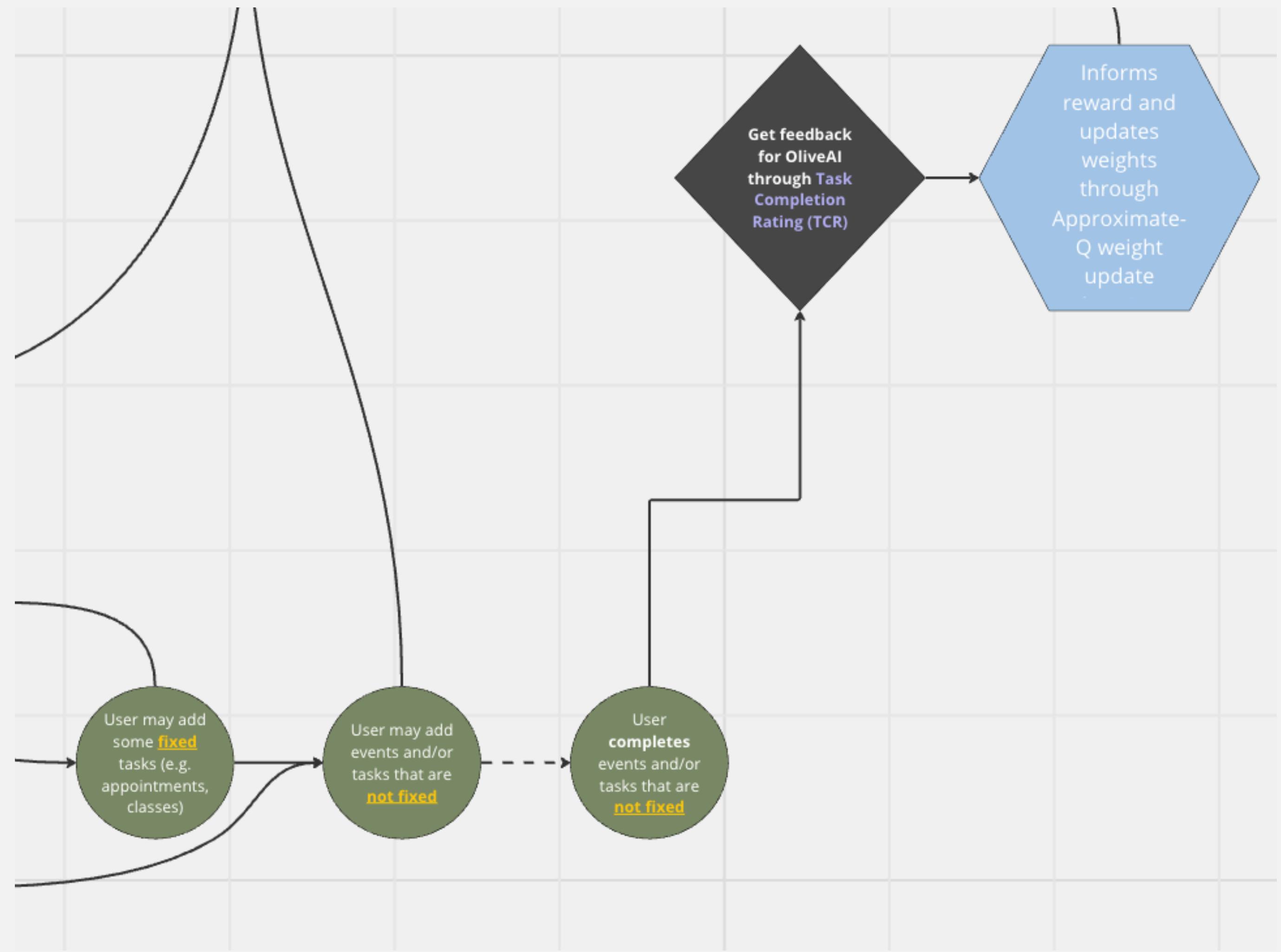
TRAINING FLOWCHART

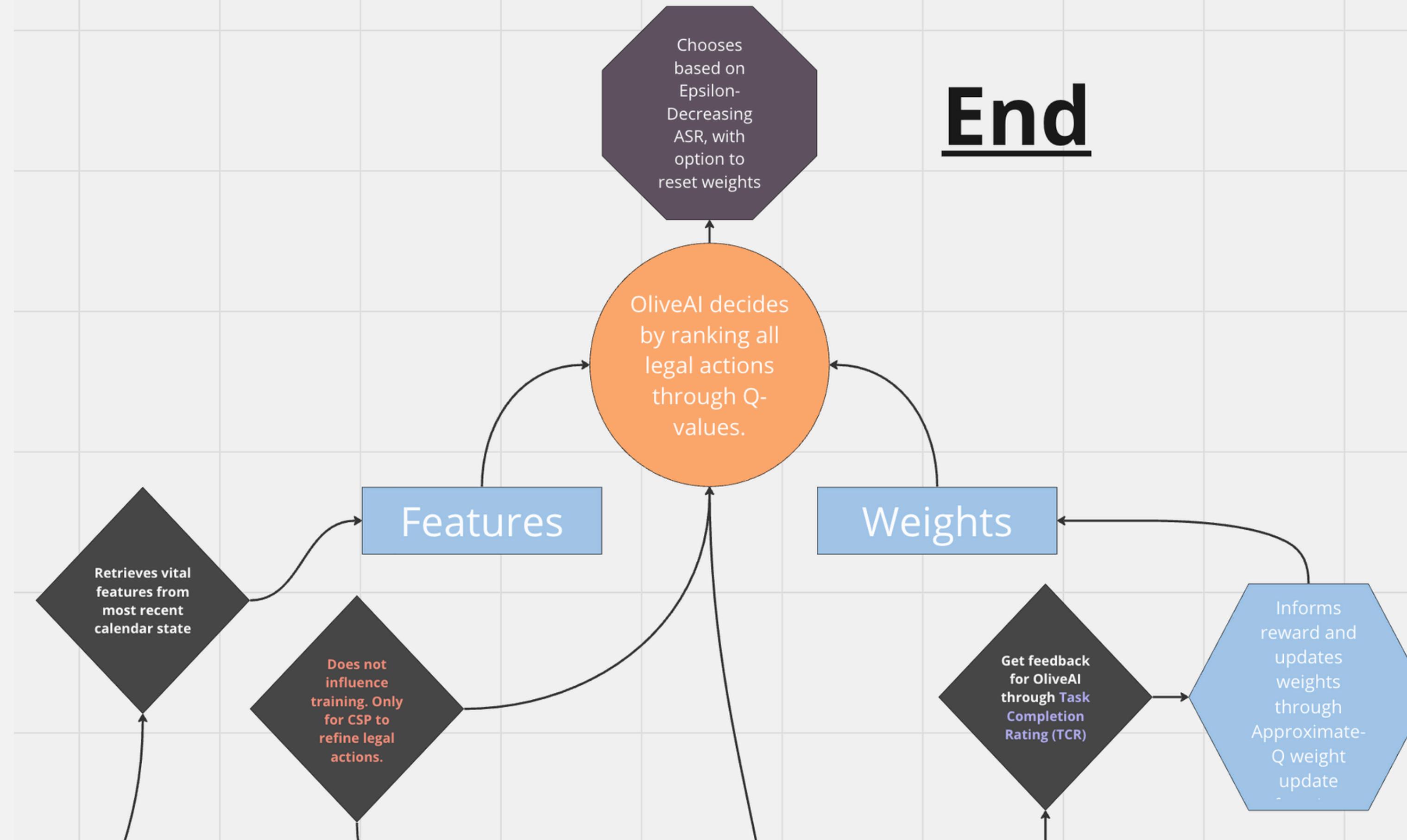


Start





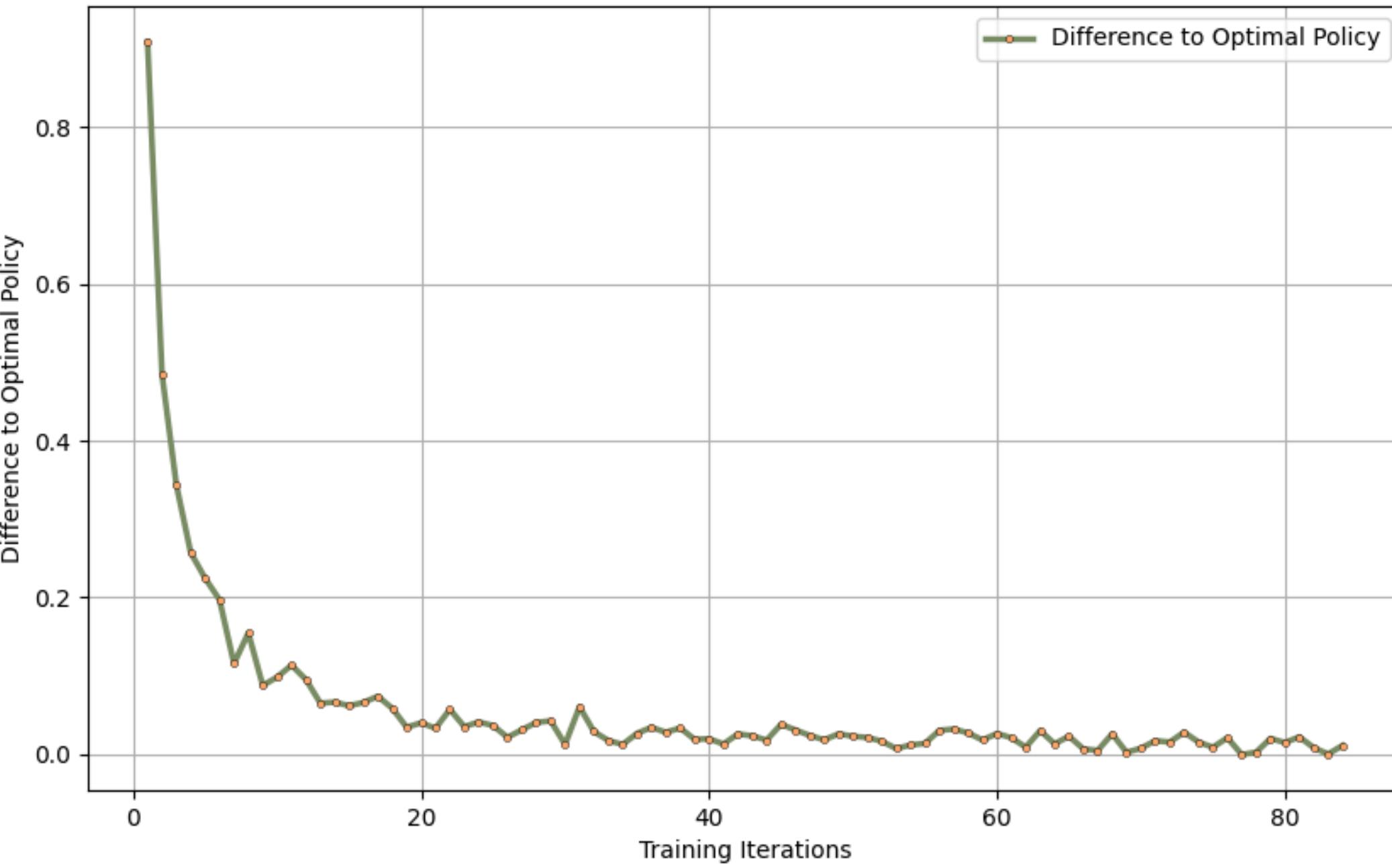




End

TRAINING GOALS

Reduction in Difference between Optimal Policy and Agent Policy @ Iteration t



GROWTH PROJECTION

