**🧠 Executive Summary – Aldin AI & Project ASHER**

**Company Name:** Aldin AI LLC  
**Location:** White Lake, Michigan (Metro Detroit)  
**Founder:** Salah A. Mokhayesh  
**Incorporation Date:** May 2025  
**Stage:** Pre-seed  
**Industry:** Artificial Intelligence, EdTech  
**Contact:** [salah@aldin.ai](mailto:salah@aldin.ai)

**🎯 Problem**

K-12 education faces significant challenges:

* **Lack of personalized instruction** that respects individual cultural, religious, and ethical values.
* **Limited parental control** over educational content and methodologies.
* **Insufficient access to safe, interactive AI tutors** aligned with standardized testing requirements.

**💡 Solution – Project ASHER**

Project ASHER is an AI-driven, speech-enabled educational assistant designed for K-12 students.  
**Key Features:**

* **Customizable Learning Paths:** Aligns with MEAP, ACT, and SAT standards, allowing parental customization to reflect cultural and ethical values.
* **Interactive Avatar Interface:** Facilitates engaging learning through voice and text interactions.
* **Robust Content Filtering:** Ensures exposure to appropriate material, safeguarding against unsuitable content.
* **Multimodal Learning Support:** Combines visual, auditory, and interactive elements to enhance comprehension.
* **Scalable Deployment:** Designed for integration across various platforms, including mobile and emerging technologies.

**📈 Market Opportunity**

The U.S. EdTech market is projected to reach $50B by 2027.

* Growing demand for **personalized, culturally sensitive educational tools**.
* Increasing reliance on **AI-driven solutions** to supplement traditional education.
* Need for **safe, parent-controlled learning environments** in digital education.

**👤 Founder Background**

Salah A. Mokhayesh brings over 15 years of experience in data architecture and AI, having held key roles at General Motors, OnStar, Rocket Mortgage, and Quicken Loans. He is a recognized expert in GenAI, data governance, and enterprise solution design, and has founded multiple professional communities focused on AI and data engineering.

**💰 Funding Goals**

Aldin AI seeks **$100,000** in pre-seed funding to:

* Develop a Minimum Viable Product (MVP) of Project ASHER.
* Conduct pilot programs with select educational institutions.
* Enhance AI alignment and safety protocols.
* Prepare for subsequent funding rounds and commercialization efforts.

**✅ Alignment with Michigan Rise Criteria**

* **For-profit LLC** established within the past seven years.
* **Based in Michigan**, contributing to the local tech ecosystem.
* **Operates in high-growth sectors**: Artificial Intelligence and Educational Technology.
* **Potential for significant economic impact** through job creation and technological innovation.([michiganrise.com](https://michiganrise.com/criteria/?utm_source=chatgpt.com))

Would you like assistance in developing a comprehensive pitch deck or further refining this summary for your application?