

PEARL

Personalized Experience Adaptive Relationship Liaison

PEARL is a mobile-based AI virtual hostess that facilitates meaningful social interactions in location-based events and gatherings. By analyzing passions, interests, and social styles, she crafts personalized spontaneous gatherings that foster genuine connections and forges new friendships.

The Opportunity

205 Million people in the United States (62% of the population) attend 1.8M conventions, conferences, congresses, trade shows and exhibitions, incentive events and corporate/business meetings each year. (Statista, 2024)

The #1 Reason to go to a conference is for networking, yet “most people find networking uncomfortable, stressful, and even manipulative” (HBR, 2023)

The Market

Conferences (U.S. meetings, incentives, conferences and exhibitions market size was estimated to be valued at US\$ 125.76 Billion in 2023), **Trade Shows** (US B2B market value \$10 Billion in 2023), **Networking Events, Festivals**

Key Highlights

- **AI-Powered Socialization:** Designed to get people to break away from their screens and create confident connections at any IRL event from conferences to social gatherings and festivals
- **Combating Loneliness:** Directly addresses the modern challenge of social isolation by facilitating engaging and authentic social experiences
- **Scalable Solution:** Designed to grow and adapt, meeting the evolving needs of users and expanding social dynamics on any mobile platform
- **Privacy and Safety First:** Prioritizes user safety and comfort, creating secure environments for everyone to socialize

Budget:

\$200k, incl 12% contingency

Go to Market

Discovery (\$10k, 2 weeks): Define requirements, wireframe, roadmap
Agile Prototype (\$40k, 3 weeks): Basic functionality, UI/UX and features
Alpha (\$75k, 6 weeks): Updates, refine UI/UX, Scaling, Testing, Database
Beta (\$50k, 4 weeks): Finalize, Testing, Optimization
Not included, tbd: privacy, security, and compliance