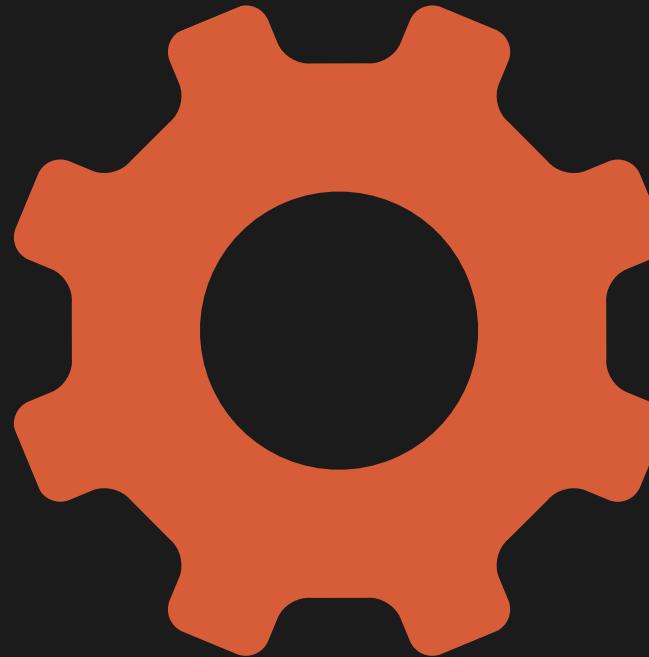


COG

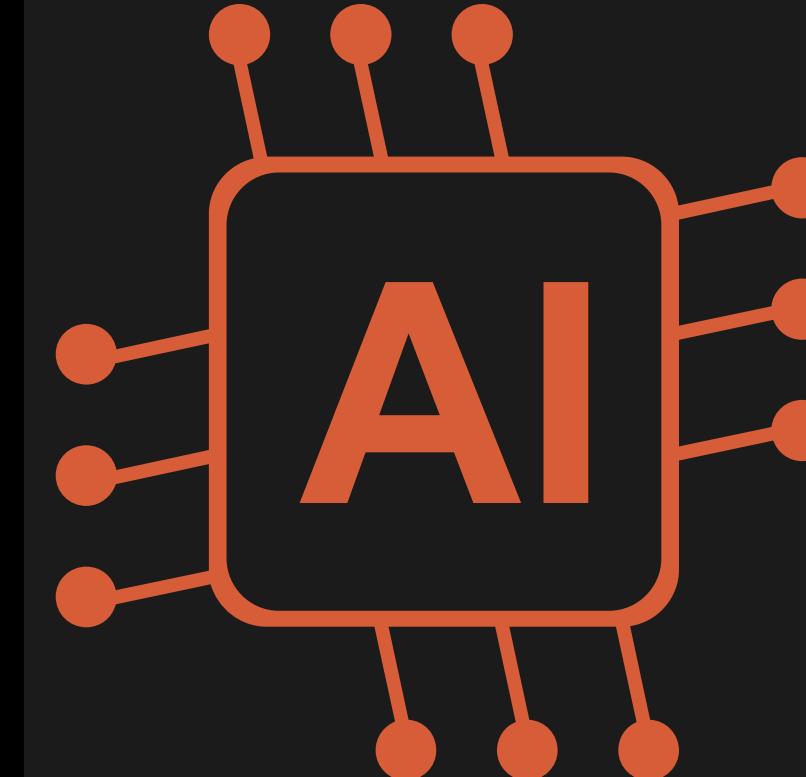
From Thought to Impact



Agenda



COG



Introduction

Meet the Team

SWOT Analysis

Competitive Landscape

Strategy

Advertising Mock Ups



Sunny Yu



Zechariah Leonard



Grace Henig

Meet the Team



Cassidy Leach



Avery McElroy



Austin Ross

What is COG?

COG is...
A platform connecting
bright minds and AI.



Human creativity and
curiosity drive every
breakthrough.



AI amplifies our ability
to think, connect, and
solve faster.



COG unites both,
turning intelligence
into real-world action.

SWOT ANALYSIS

STRENGTHS

- Mission-driven,
- Unique value proposition as a connector of human + AI ingenuity
- Alignment with ethical and inclusive goals
- Flexibility to partner across multiple sectors
- Early positioning in the “Smarter AI” space

WEAKNESSES

- Partnership reliance
- Competitive Environment (AI)
- Broad ideas & no defined target audience/market
- AI perception
- Unknown budget
- Energy consumption

OPPORTUNITIES

- Growth of learning and education
- Large partnerships
- The ethical side of AI
- Appeal to Gen Z
- Green and White counsel

THREATS

- Strong, well-funded competitors
- Fast-changing AI landscape
- Public trust and ethical scrutiny

COMPETITIVE LANDSCAPE

THE AI LANDSCAPE.

Highlight AI

- Spun out of Medal.tv, a popular gaming content platform, in late 2024.
- Raised \$10 million in seed funding.
- A cross-platform desktop AI assistant that takes notes, transcribes audio, summarizes text, and automates tasks. It works with applications like Notion and Slack.
- Launched as a productivity tool focused on streamlining professional workflows and has partnered with large language models like OpenAI and Anthropic.
- Emphasizes privacy and security, stating it does not train its AI on user data. Seen as a straightforward productivity booster.

Cluely

- Founded in 2025 by two Columbia dropouts, Chungin "Roy" Lee and Neel Shanmugam.
- Raised over \$20 million in funding, including a \$15 million Series A led by Andreessen Horowitz.
- An "invisible desktop assistant" that provides real-time, context-aware information during meetings, interviews, or exams via a hidden overlay.
- Initially leaned into a controversial "cheat on everything" marketing tagline, which went viral. It has since toned down its messaging but still uses a creator-led viral marketing approach.
- Has received intense scrutiny for its initial "cheating" focus, with critics calling the product unethical. This has also led to other startups developing tools to detect Cluely's use.

WHY COG NOW?

AI is evolving fast, but trust, ethics, and purpose are lagging behind. People want technology that elevates them, not replaces them. Gen Z and professionals crave meaningful innovation.

Ethan Mollick states, "Cool Experiment (Barriers to AI Adoption-Separate Attachment) shows when workers know their AI use is seen by HR, they use it less, even though it significantly hurts their performance. Workers are willing to be wrong just to signal "confidence in their own judgment." If leaders want the gains of AI use in their organizations, they have to stop making people feel they need to hide."

Corporate

Google, Apple, Ford, Jeep, Project Astra

Education

Michigan State University, University of Oregon, Lansing School District, You Can in Michigan

WHO NEEDS COG?

Non-Profit

St. Jude, Cannes Film Festival/ Sundance, U.S. Olympic Committee

Public

State of Michigan, NIST, National Park Service, State of California

Mainifesto/ Heart of COG

We want to level up humans.

Any industry. Any project. Any individuals who want to work the best they can. If there is a way to level up what people want to produce, we want to be the ones to help with that.

COG was made so that we could connect the brightest minds in the world using AI to fix any problem.

We live in a world of information with so many great minds spread across the world, and AI is one of the best tools we could have to harness it.

This is how we prevent ourselves from being left behind in this ever-advancing world.

COG is not something to make you a tool but rather something that is a tool to make you smarter and sharper.

So many people want to use AI to cheat, to have less work, to become more lazy.

We want to use AI to bridge the intelligence gap, to collaborate great minds to fix big problems, and find the answers everyone is looking for.

You are like the people that you spend most time with. What if you spent time with the brightest minds in the world.

So start thinking and stop numbing your brain.

Because the more we think, the more we can do.

STRATEGIC MESSAGE

THE HEART OF OUR MESSAGE

INSPIRATIONAL: “Heart of COG”

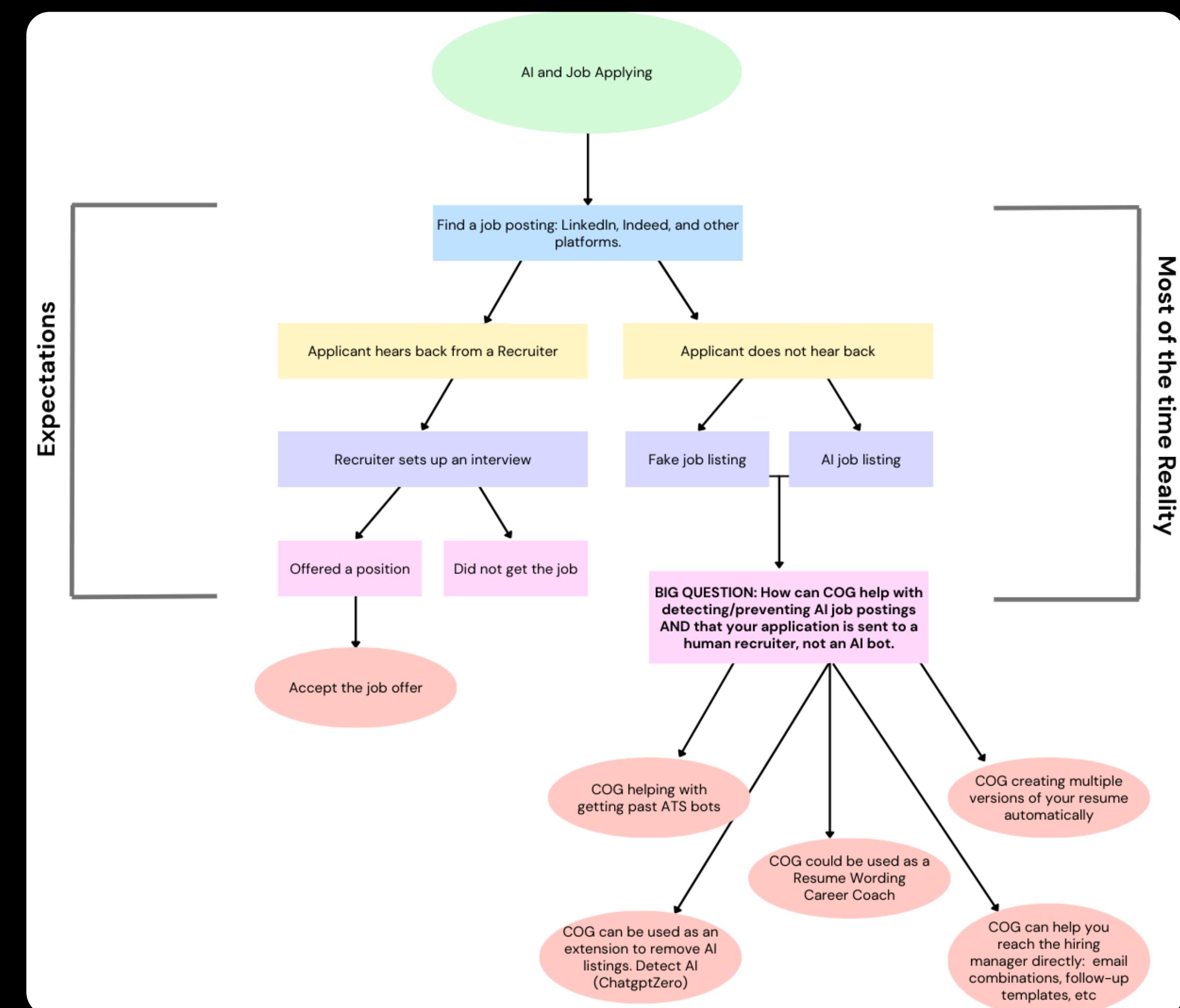
“COG was built to level up human potential. By combining the brightest minds with AI, we create solutions that benefit people, industries, and communities. The more we think together, the more we can do.”

FORMAL: “Brain of COG”

“COG is a public/private partnership that turns human brainpower into real-world impact. By connecting the brightest minds with AI, we help individuals, communities, and businesses unlock smarter solutions, drive meaningful change, and level up human potential. Because the more we think together, the more we can do.”

AI & JOB APPLYING

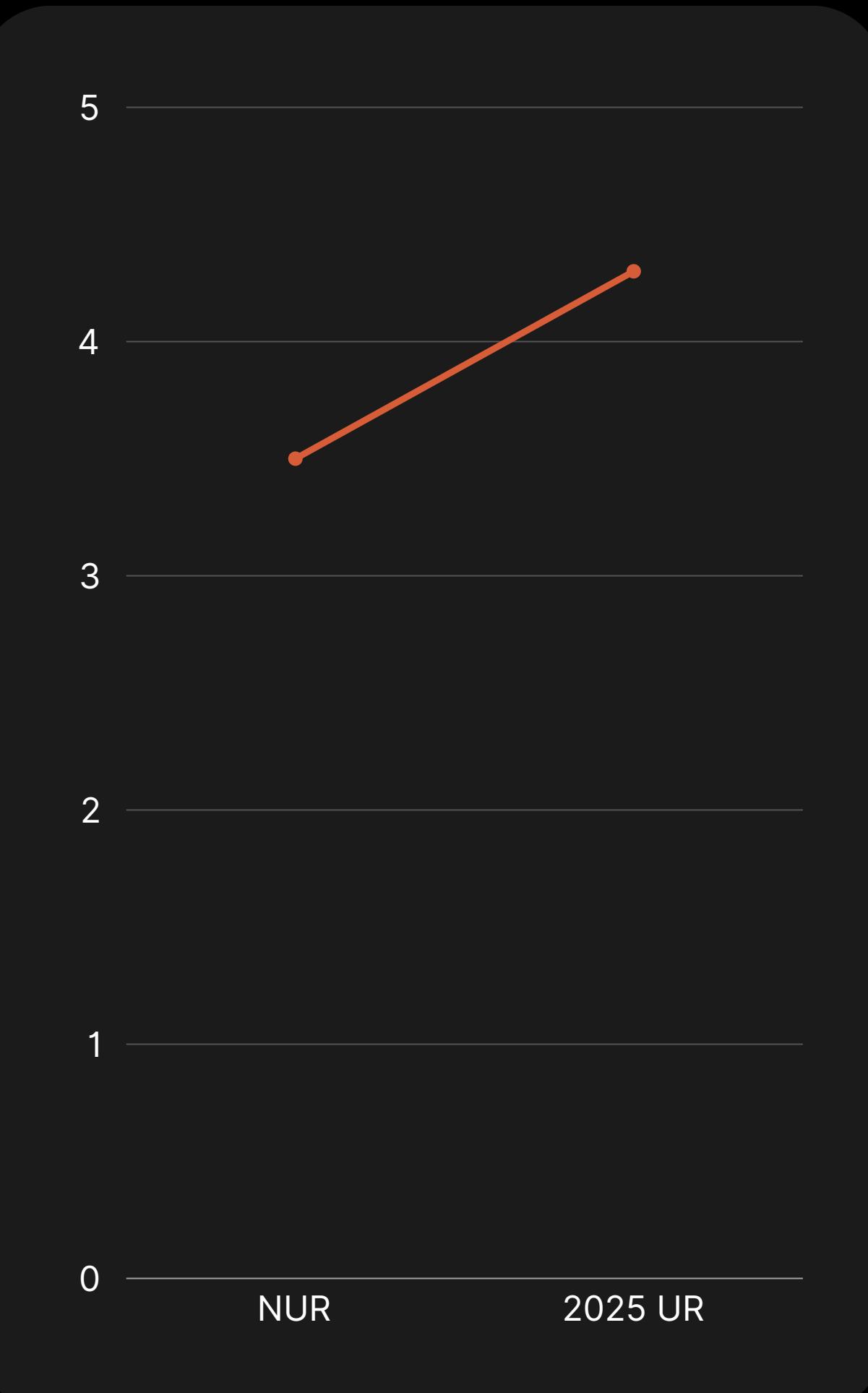
LINKEDIN, INDEED & OTHER PLATFORMS



THE PROBLEM

THE GREAT JOB SEARCH

56%



32%

14 MILLION

*From a 2025 surveying
over 750 job-seekers
(aged 18-76)*

**“Four years, 1,00
applications, and a
dozen interviews.”**
-Business Insider

MEDIA OUTREACH & STRATEGY

BRINGING
THINKERS INTO
THE DO TANK

DO TANK LABS & CAMPUS EVENTS

COG Brought to Life

- Resume/ATS clinics
- Career problem-solving workshops
- “COG x Career Services” activation days
- Innovation sprints

LINKEDIN & YOUTUBE

Where Credibility Lives

- Case studies with MSU + State of Michigan
- Workshop recaps
- Ethical AI insights
- Partner highlights

SOCIAL MEDIA

Where Candidates Already Are

- TikTok, IG Reels, Shorts
- “Brains in Action” challenges
- “Tassels Into Titles” transformations
- AI-powered resume + ATS tips
- Clips from Do Tank Labs

EMAIL & SUBSTACK

Depth + Story

- Project updates
- Ethical AI commentary
- Student and employer stories

TARGET AUDIENCES

WHO WE REACH. WHY IT MATTERS.

1

Primary Audience: Job Candidates

- Students, recent grads, early professionals
- Navigating an AI-saturated job market
- Overwhelmed by ATS systems + AI-generated listings
- Looking for purpose, clarity, and real opportunity

Key Insight:

They don't want shortcuts. They want advantage.
COG gives them sharper thinking — not shortcuts.

2

Secondary Audience: Organizations & Employers

- Companies, public agencies, universities
- Need sharper talent + better problem-solving
- Want ethical, human-centered AI partnership
- Benefit from a future-ready workforce

Key Insight:

COG strengthens the pipeline and the people inside it.

THE SCALE PLAN

Launch with MSU + Green & White Foundation → Expand across Michigan → Scale worldwide.

CAMPAIGN CONCEPT

A CAMPAIGN DESIGNED TO ACTIVATE THINKERS

COG turns job seekers into job getters. We show how
education + creativity + AI + COG = real-world outcomes.
A campaign that visualizes the transformation.

“Tassels Into Titles”
From student → candidate → hire.

Humans Powered by AI, Not Replaced.

- Brains in Action
- From Thought to Impact
- Powered by Minds;
- Elevated by AI
- Welcome to the Do Tank
- Smart Is Good

Digital Series: job-search storytelling
Do Tank Labs: real humans solving real problems
OOH Statements: simple, bold, iconic (“This is our Macintosh.”)
Social Mockups: transformation reels, creator collabs



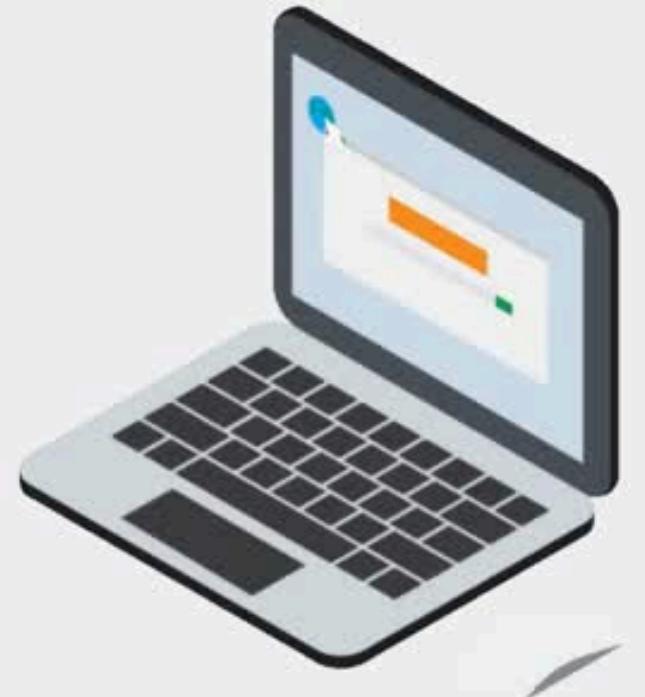
Instagram & LinkedIn Post Mockups



TIK TOK MOCKUPS

Let's be real...

Job hunting is a
full-time job
with
no paycheck



MINI



MACHII



MOVEM



**THANK
YOU!**

ANY QUESTIONS?

Sunny Yu

yusun@msu.edu

Avery McElroy

mcelro45@msu.edu

Austin Ross

rossaus1@msu.edu

Cassidy Leach

leachcass@msu.edu

Zechariah Leonard

leona289@msu.edu

Grace Henig

heniggra@msu.edu