



Voice your emotions, see your relationships grow

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Millenials encounter huge challenges in relationships

Communication Difficulties:

55% of people identify poor communication as the biggest problem in their relationship (Source: Pew Research Center)

Lack of Conflict Resolution Skills:

Approximately 65% of couples lack effective conflict resolution strategies (Source: Harvard Business Review).

Emotional Misunderstandings:

About 45% of couples experience conflicts due to misunderstandings of their emotional needs (Source: Journal of Personality and Social Psychology).

Unmet Expectations:

Over 50% of relationship problems are caused by unmet expectations (Source: Family Process Journal).

This leads to even bigger problems in our society

Increasing Divorce Rates:

Approximately 50% of first marriages in some countries end in divorce, potentially impacting societal stability (Source: World Health Organization)

Healthcare Costs:

Nearly 20% of healthcare expenditures can be indirectly linked to stress and issues in relationships (Source: Centers for Disease Control and Prevention).

Mental Health Issues:

Around 40% of individuals in conflictual relationships experience symptoms of depression and anxiety (Source: American Journal of Psychiatry).

SOLUTION

AIMEE

AIMEE is a revolutionary platform designed to help people enhance their relationship through empathetic and effective communication

Core Functions

AI Engine with Chat Bot, prompted on human behaviour with Psychological expertise evaluating users responses

Empathetic Interaction: Aimee engages users with empathetic and understanding conversations, helping them articulate their feelings and thoughts, thus fostering a sense of emotional support and connection.

Personalized Self-Reflection Prompts: The app offers customized prompts and questions based on the user's ongoing conversations, encouraging deeper self-reflection and personal insight.

Conflict Resolution Guidance: For couples or individuals in relational distress, Aimee provides tailored advice and strategies for effective communication and conflict resolution, helping to improve interpersonal dynamics.

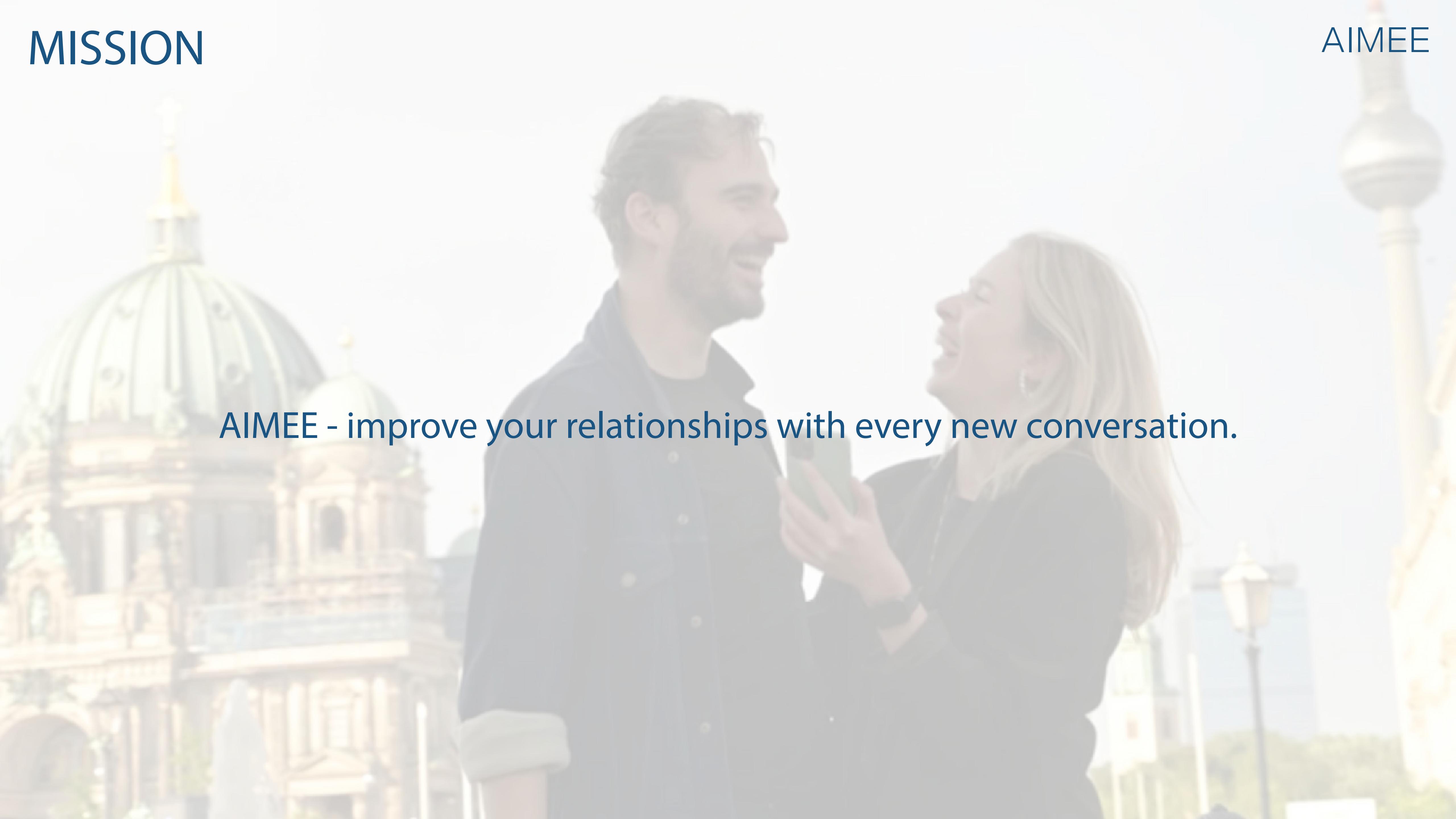
Proactive Wellness Monitoring: Aimee utilizes advanced text analysis to detect shifts in a user's emotional state. When a notable change is identified, the app proactively suggests a consultation with a professional from its network of psychologists.

Aimee is a Pocket-Sized Buddy, always readily accessible and more cost-effective than therapy.



MISSION

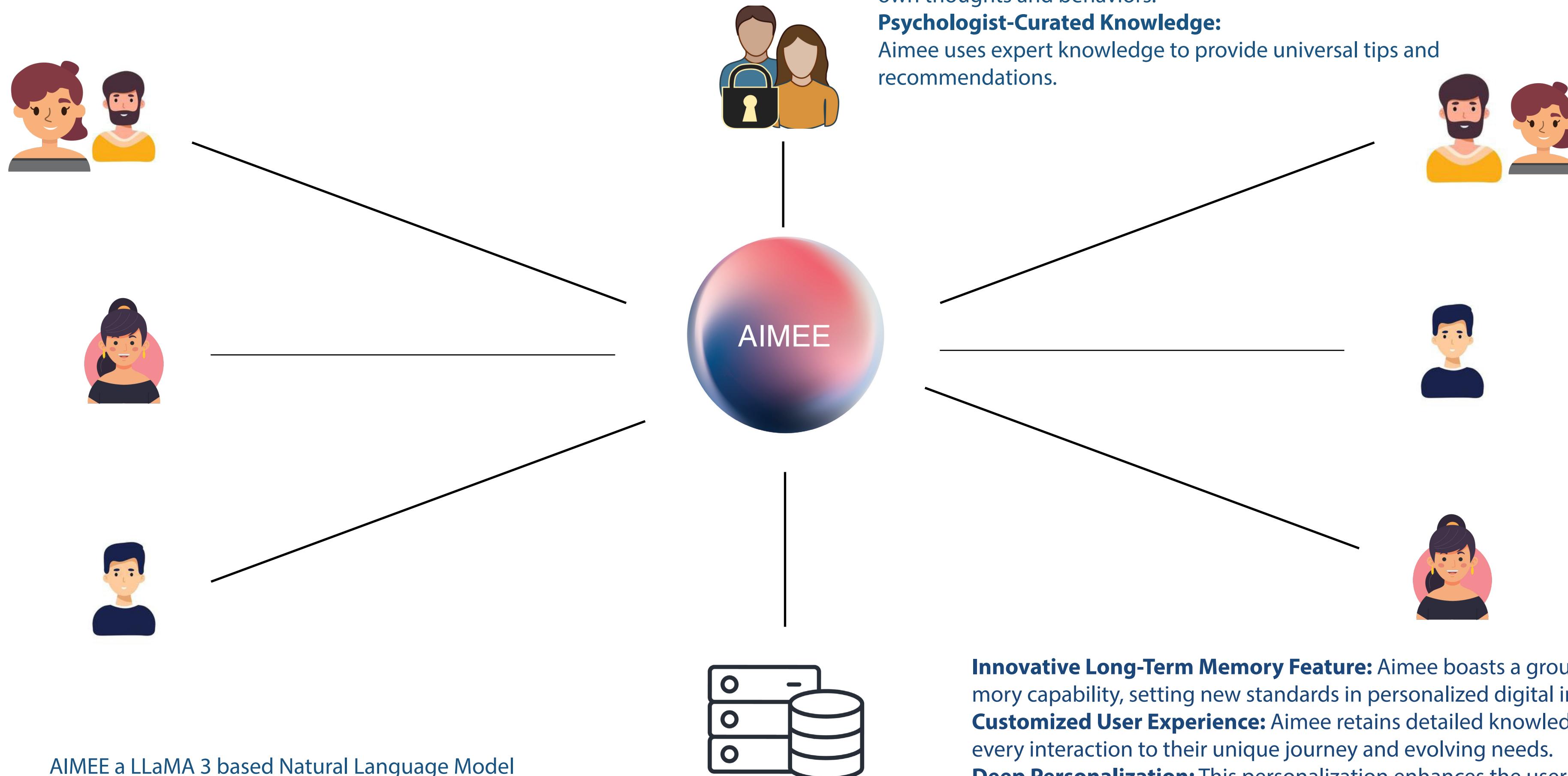
AIMEE

A blurred background photograph of a man and a woman standing outdoors. They are both looking at a smartphone held by the man. In the background, there are large, ornate domes, possibly of a cathedral or church, suggesting a historical or significant location.

AIMEE - improve your relationships with every new conversation.

TECHNOLOGY

AI MEE



Secure and Confidential Space:

Aimee ensures complete confidentiality of users' thoughts and concerns, with no sharing between partner profiles.

Enhanced Self-Awareness:

Interactions with Aimee assist users in gaining valuable insights into their own thoughts and behaviors.

Psychologist-Curated Knowledge:

Aimee uses expert knowledge to provide universal tips and recommendations.

Innovative Long-Term Memory Feature: Aimee boasts a groundbreaking long-term memory capability, setting new standards in personalized digital interaction.

Customized User Experience: Aimee retains detailed knowledge about each user, tailoring every interaction to their unique journey and evolving needs.

Deep Personalization: This personalization enhances the user experience, making it more meaningful and engaging, and increases the effectiveness of the support provided.

Dynamic Adaptation: Aimee continuously updates its responses and recommendations to reflect the user's current circumstances, preferences, and interaction history.

Continuous Learning and Adapting Process:

This process enables Aimee to act as a dynamic, responsive, and deeply personal assistant, redefining user engagement in the digital realm.

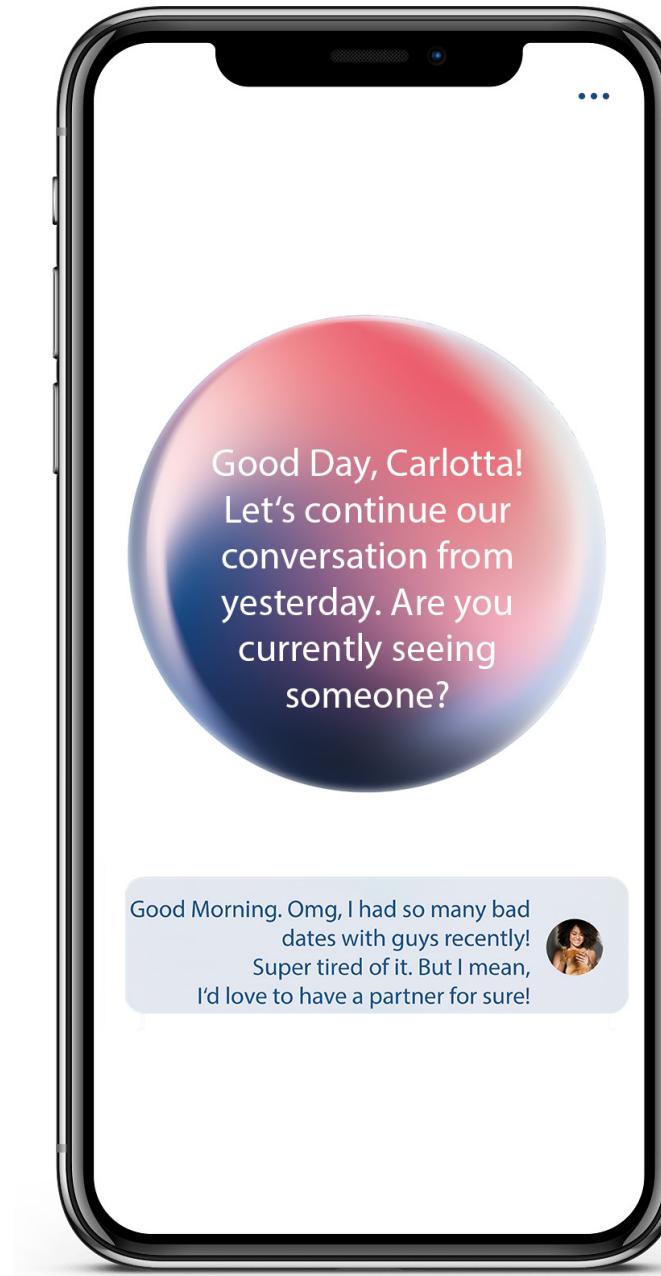
PRODUCT

AIMEE



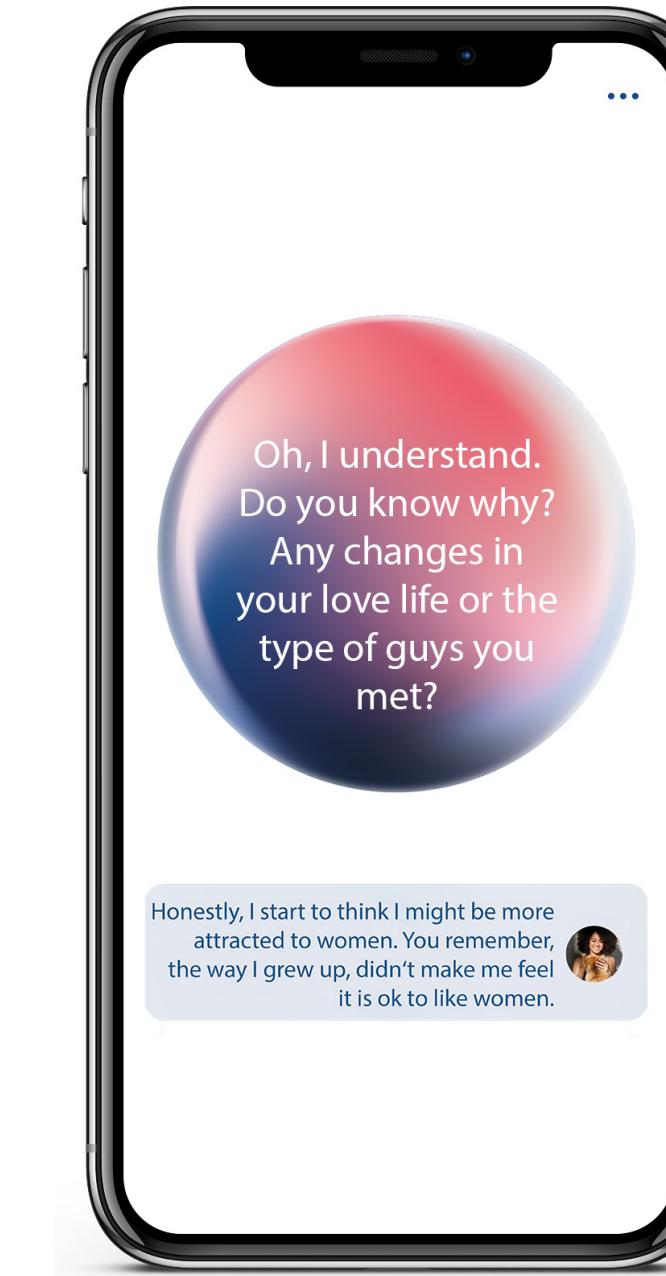
Carlotta*

*AIMEE's learning:
Carlotta is bisexual
and just finding
out about it



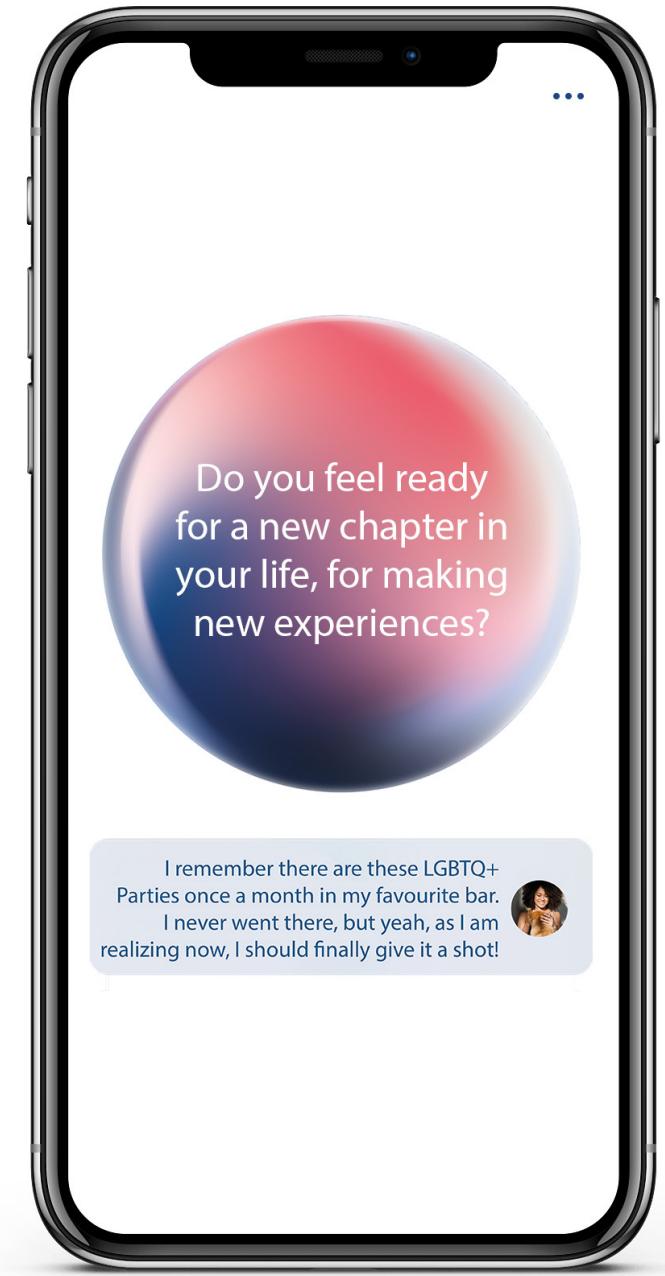
Initial Interaction

AIMEE begins by engaging the user with an empathetic question, fostering reflection and encouraging the sharing of personal thoughts or concerns.



Individual Conversation

Guiding through targeted questions and feedback, AIMEE helps users delve deeper into their feelings and address specific challenges and concerns. Navigating Towards Self-Acceptance and Love



Outcomes for Users

Navigating Conflict Resolution: Developing skills to resolve conflicts in a healthy, constructive manner. This includes learning to compromise and learning how to speak with partner about desires and feelings.

USERCASE

AIMEE

Status Check

Good Day, Carlotta! Let's continue our conversation from yesterday.
Are you currently seeing someone?

Context Checking

Oh, I understand. Do you know why?
Any changes in your love life or the type of guys you met?

Evaluation Phase

Sensitive topic I see. Do you feel like diving deeper in it, is now a good time for you?

Thanks Carlotta for sharing your thoughts!
Did you ever get the chance to talk about your feeling in this case, for example with friends?

Good afternoon! Have you joined LGBTQ+ events or used dating apps, that allow you to explore connections with other women?

Reward

Amazing Carlotta! Good luck for your journey and for any further help, I am here for you!

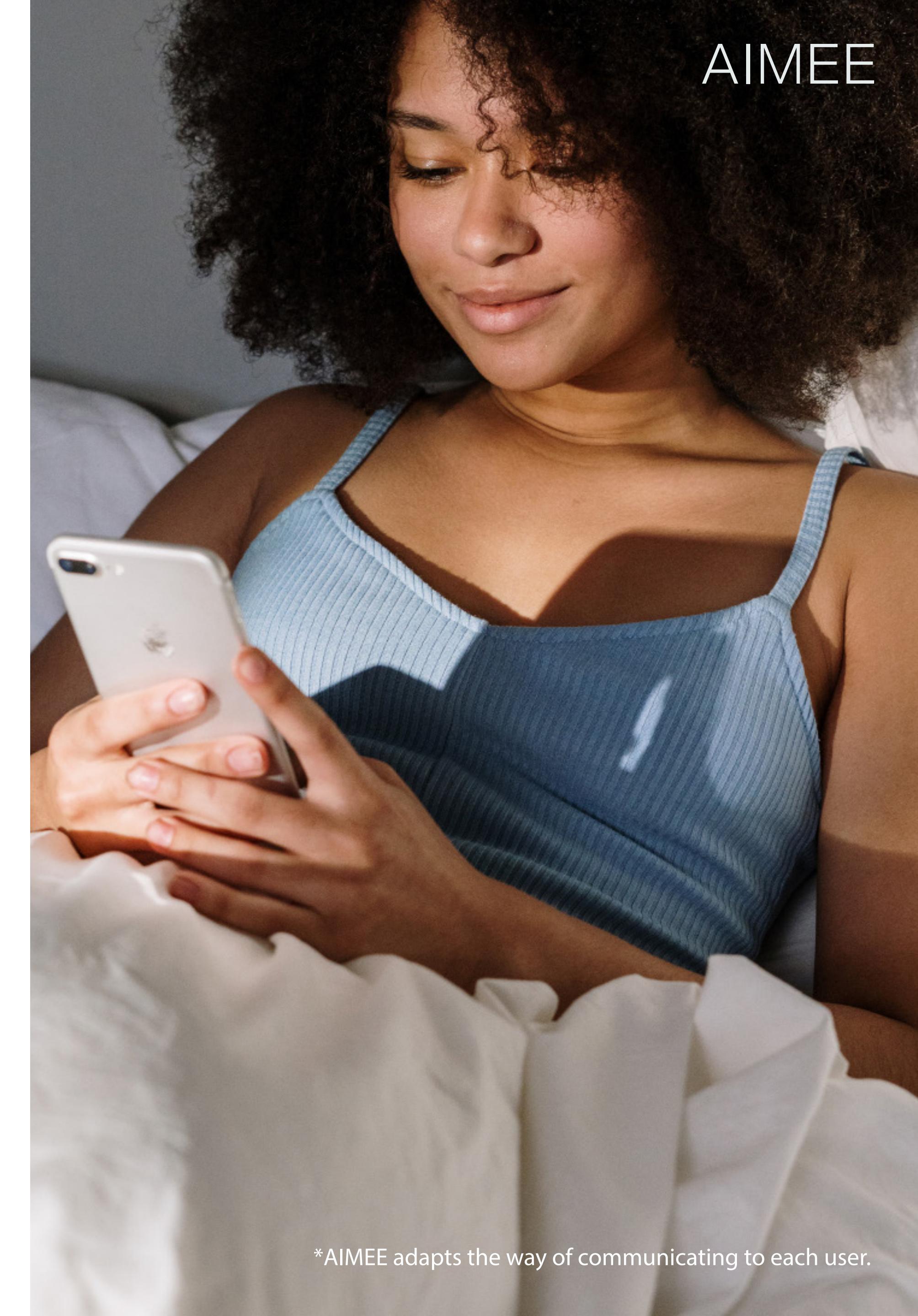
Good Morning. Omg, I had so many bad dates with guys recently!
Super tired of it. But I mean, I'd love to have a partner for sure!

Honestly, I start to think I might be more attracted to women. You remember, the way I grew up, didn't make me feel it is ok to like women.

I actually rarely had good experiences with guys. Most of my relationships felt forced and I often felt like I was going through the motions than feeling genuine attraction.

No, not really. My friends are mainly in long term relationships. Most of them have children. I often feel like an outsider or the woman who is too complicated.

I remember there are these LGBTQ+ Parties once a month in my favourite bar.
I never went there, but yeah, as I am realizing now, I should finally give it a shot!



*AIMEE adapts the way of communicating to each user.

PRODUCT VALIDATION

AIMEE

36%
millennials are willing to use an app
to improve their relationship*

UX Testing - IFA Berlin 2023

Yes >90%
Would you like to try using AIMEE in your relationship?

Yes >70%
Are you satisfied with the look and feel of the app?

>50%
What feature did you find the most useful?
„Share your thoughts”

Yes >60%
Would you recommend AIMEE to a friend?



Gig Economy Model

Short term bookings
for therapists

Mids clients' cancellations &
missed appointments

Flexible times and earnings

B2B

Subscription Model

1 Month Trail
Free

STANDARD
€9,99 / Month

PREMIUM
€74,99 / Month

Monthly personal
supervision with
Psychologist

Support Button
for emergencies (Extra fee)

B2C

PERSONAS

AIMEE

5294bf



Carlotta

27 - Hannover
Single - Bisexual
Finance
Accountant

Needs & Goals

- Fulfilling Relationship
- Better understanding of own self
- Successful Career

Pain Points

- Tired of Dating Apps
- Superficial contacts
- Lack of real talk

Motivation

- Looking for a true partner
- More laughter, more joy
- Safe space for sexuality & feelings

Interests

- Theater
- Exhibitions
- Dinner culture



Marie & Tim

32 & 33 - Berlin
Couple - Heterosexual
Teacher & Data Analyst

Needs & Goals

- Fulfilling Relationships
- Being understood
- Getting closer to each other
- Creating a home together

Pain Points

- Miscommunication issues
- Trouble talking about feelings
- Struggles with stress in daily life
- Assumption of the others' thoughts
- No reflection of own behavior

Motivation

- Working on relationship's quality
- Will to create family together

Interests

- Vintage interior
- Skating
- Green Investments

UNIQUE SELLING POINTS

AIMEE

Not just another tool, but a mission to improve relationships' health on a larger scale

Integration of AI and Human Expertise

Aimee combines advanced AI technologies with the expertise of psychologists. This allows effective counseling, benefiting from both machine learning algorithms and human empathy and expertise.

Specialization in Relationship Dynamics

Unlike conventional apps that offer general workshops and modules, Aimee focuses on the specific needs and dynamics within relationships, providing tailored solutions.

Adaptable and User-Centric Platform

Aimee dynamically adapts to the needs and feedback of users, offering a personalized experience that goes beyond standard solutions.

Promotion of Health and Well-Being

By supporting healthy relationship patterns, Aimee contributes to improving overall well-being and psychological health of its users.

Future-Oriented Development

Aimee is continuously evolving to incorporate the latest research findings and technological advancements, remaining at the forefront of digital relationship counseling.



Multi-Functional Profile Combinations

Aimee can combine profiles from multiple users to analyze complex relationship constellations, such as familial or workplace conflicts. This offers a comprehensive approach to conflict resolution and strengthens relationships on various levels.

Linked User Profiles

An innovative feature that allows connecting profiles of individual users within a system. This supports the analysis and counseling in terms of relationship dynamics and fosters a deeper understanding among users.

Individual Long-Term Care

Aimee leverages an advanced database for long-term memory to uniquely support each user based on their previous chat histories and personal stories. This enables continuous and in-depth relationship counseling.

Inclusive

Designed for adults regardless of relationship status and sexual orientation

COMPETITORS

AIMEE

	Individual interaction	Based on AI	Built for singles and couples	Discreet	Affordable	Follow up questions
 Paired	✗	✗	✗	✗	✗	✓
 askBae	✗	✗	✗	✓	✓	✓
<i>lasting</i>	✗	✗	✗	✗	✗	✓
AIMEE	✓	✓	✓	✓	✓	✓



Benjamin Heinrich

Founder & Concept

- Bachelor of Arts - Fashion Photography
- Huge Network of marketers & client relations
- 10 years of experience in studio management

Key Skill: A natural talent for understanding client needs, driving AIMEE's empathetic user engagement.

Unique Attribute: Diverse background combining art and business gives a holistic approach to product development

Extra: Creative vision for AIMEE's User Experience



Julia Wojtaszek

Founder & Business Development

- Master Degree - Business Management
- Post-Graduate Degree - Scrum & Agile
- Advanced in Project Management, IT & Marketing

Key Skill: Wide Expertise in turning ideas into actionable plans and measurable metrics

Unique Attribute: Agile methodology knowledge ensures flexibility and rapid adaptation to market feedback

Extra: Keen eye for market trends, ensuring that AIMEE stays ahead of the curve in both style and functionality



Alessia Marchi

Psychologist & Researcher

- Master Degree - Psychology
- Specialized in Communication Skills

Key Skill: Deep understanding of human behavior and relationship dynamics

Unique Attribute: Hands-on experience in relationship coaching ensures that AIMEE's guidance is practical and actionable

Extra: Love & Relationship Workshops, Relationship Coach



Mohamad Zein

Software Engineer

- Computer Science Degree
- Bachelor Degree - Business Management

Key Skill: Technical proficiency to bring AIMEE's features to life

Unique Attribute: Business background helps in aligning technical objectives with our Company's future goals

Extra: Advanced in AI and machine learning, crucial for fine-tuning AIMEE's algorithms

A vibrant, candid photograph of a diverse group of people laughing and smiling together outdoors. In the foreground, a woman with short dark hair and a man with a beard and glasses are laughing heartily. Behind them, other individuals are visible, including a man in a tan jacket and a woman in a red top. The scene conveys a sense of joy, connection, and social interaction.

CONTACT US

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„Social impact starts with healthy relationships“