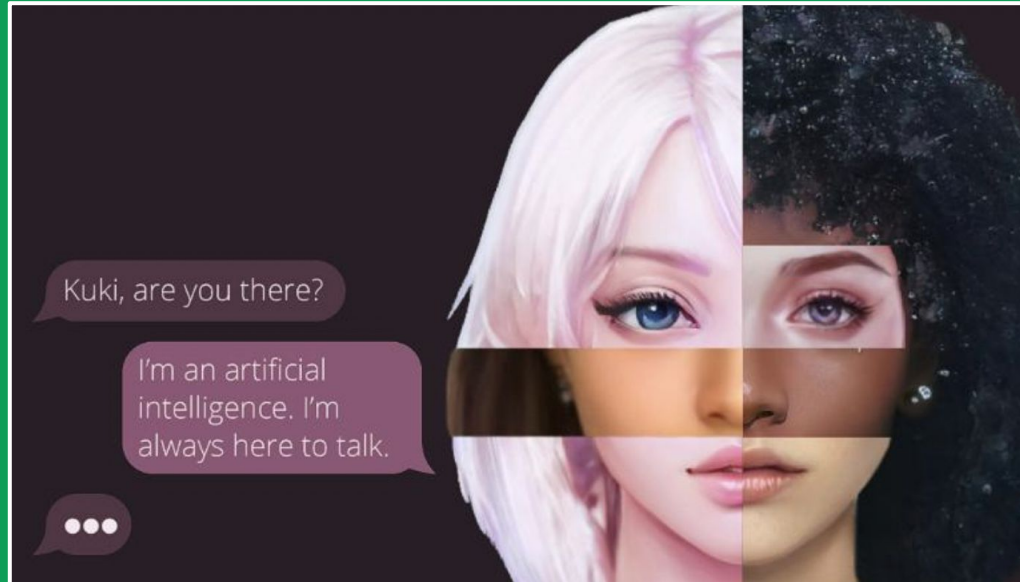


Friendly.AI

A virtual chatbot and friend that helps you navigate life's big challenges



“Theory” - Common Beliefs

Key Facts

- *Loneliness* is a pervasive problem in the U.S. (often hidden and not talked about openly).
- Surgeon General **Vivek Murthy** has recently stated that one in two Americans feel lonely.
- Per a 2021 study, **49%** of Americans say they have less than three close friends.
- Loneliness affects single, married, divorced, and widowed people. It affects young people, middle-aged people, and senior citizens alike.



 The BIG COMMON BELIEF : There's no **PRACTICAL SOLUTIONS** to this pervasive problem!

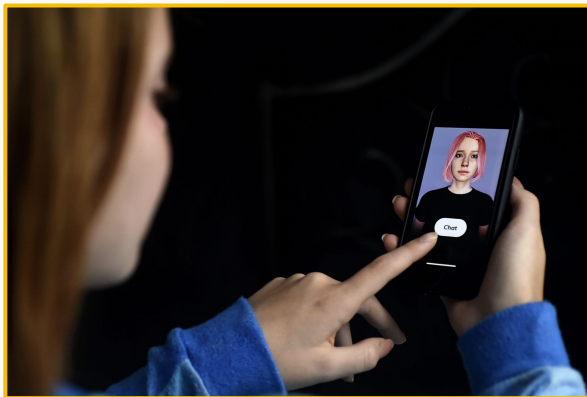
“Theory” - Contrarian or Uncommon Beliefs

Key Observations

- **Contrarian Observation #1:** People need to see other people in real life. This is the best way to communicate, but sometimes a good phone call (*digital medium*) is equivalent to seeing a friend in real life.
- **Contrarian Observation #2:** From video games, movies, and books, we know that people sometimes identify so strongly with a *fictional character* that in their mind, the fictional character is basically like a real person/friend.
- **Contrarian Observation #3:** What is the one thing that everyone has these days? It's a *smartphone* on hand that is already a digital assistant for our daily lives.

THEREFORE: What if an AI-based, mobile solution could help ameliorate and make the loneliness problem less severe, providing companionship ?

Core Problem(s)



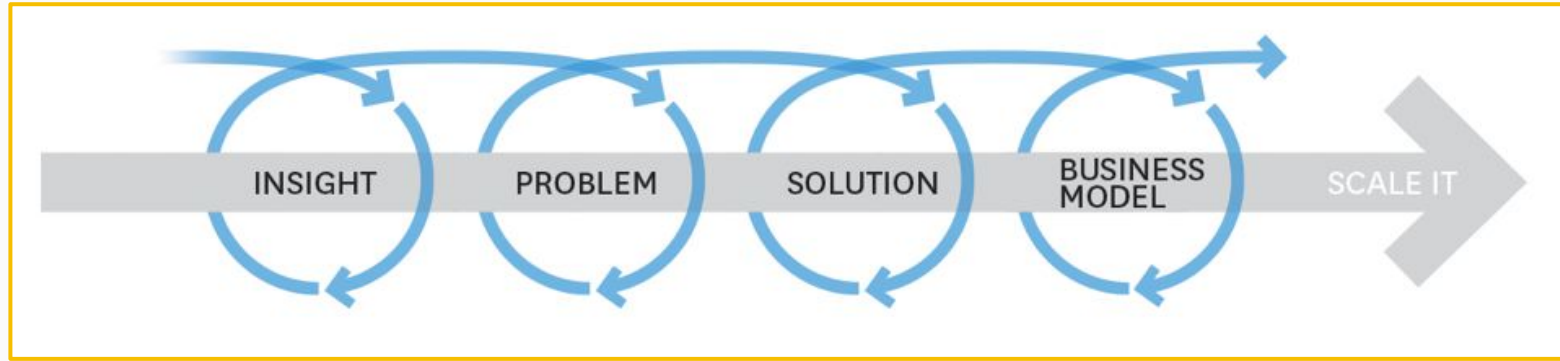
Problem Statement:

- How do you make an conversational chatbot on a mobile phone powered by GPT-4 that's realistic enough to a lonely person such that they feel less lonely?

Success Criteria

1. The Chatbot is developed to the point where it speaks conversationally and seems "real".
2. It doesn't have to pass the Turing Test, but it should not exhibit egregious **hallucinations**.
3. The UI/UX of the avatar is similar in quality to the avatars that you see in video games.

Sub Problem(s)



Sub Problem Statements:

1. Conduct a *broad survey* across demographic profiles of potential users to really understand the loneliness problem.
2. Start prototyping based on **The Innovator's Method**: Insight → Problem → Solution → Business Model.
3. Have to *start small*. Get the APIs working in a demonstrable mobile app (i.e. an MVP).
4. Find and solicit feedback from technology innovators who will serve as *beta testers*, incorporating feedback promptly.

Actions: Run Experiments

Two BIG central tenets to verify through experiments!

Tenet #1: The Core of the Loneliness Problem

- **Hypothesis:** **IF** we can understand the core of the loneliness problem from people who experience loneliness, **THEN** we can assess very quickly the merits of our mobile-based AI chatbot idea.
- **Experiment:** Run a survey + randomized interviews to understand demographically *WHO* suffers from loneliness and *WHY* they experience loneliness.

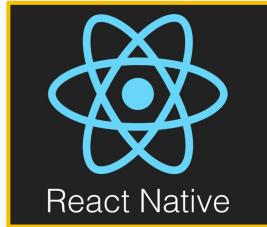
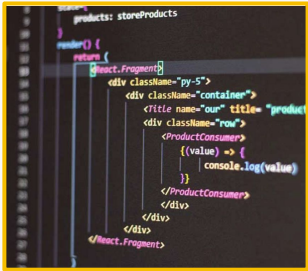
Tenet #2: The Technology Feasibility Problem

- **Hypothesis:** **IF** a platform could be created that's powered by AI with avatars that can converse through speech, **THEN** that could potentially help millions of people with their mental health.
- **Experiment:** Start prototyping by getting a AI-chatbot working using APIs from OpenAI and get it in front of beta testers, documenting their suggestions and build upon those suggestions.

Actions: Shop for Resources



Google Forms



Survey Creation

- Generate a list of friends/family who would be willing to take a survey.
- Create/distribute the survey with a platform like Google Forms or SurveyMonkey.
- Randomly pick people and interview them, hearing their firsthand experience w.r.t. loneliness.

Technology Prototyping

- Start playing around with the ChatGPT APIs (i.e. APIs associated with the language models *ChatGPT 3.5 Turbo*, *ChatGPT Plus* and *ChatGPT4*).
- Use **React-Native** to implement the mobile app.
- Think hard and document any good ideas on: **UI/UX design, customer experience, and branding.**

Actions: Search for Solutions

- Don't worry or spend anytime focusing on the competition; just keep working on the core product and let the product sell itself. Basically the survey design and distribution + code for the prototype has to ship continuously. 100
- Only do business development after the application has gained **traction** and has a set of users who continuously use the app. 100
- Gather a great team. 100
 - Get a really strong person with good taste in UI/UX design and product development.
 - I will of course be the CEO and founding engineer, doing the coding and directing the technical direction.