



## SUMMARY BUSINESS PLAN

# AVATAR BUDDY



## WHY AVATAR BUDDY WAS CREATED

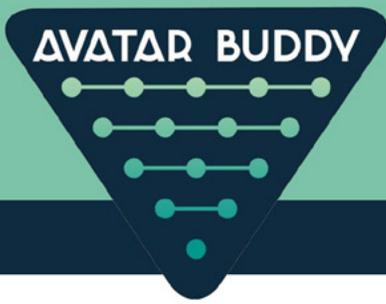
Studies show that **Emotional Intelligence**, i.e., the capacity to be aware of, control, self-regulate and express one's emotions, and to handle interpersonal relationships empathetically, is a key factor in a person's trajectory in life.

Fortunately, Emotional Intelligence (EQ) can be taught and reinforced, and a growing field of Social Emotional Learning (SEL) tools are proving effective in helping diverse groups acquire and apply Emotional Intelligence skills that enhance users' ability to succeed – in life, school and career.

In the corporate world, EQ trainings have multiplied to improve the productivity and relationship skills of employees. In the mental health sphere, EQ skill-building strategies are proliferating as elements of treatment. And in the youth development sector, EQ tools are a growing part of the repertoire of interventions to help youth to realize their full potential.

For this last group, studies attest that youth who are fortunate enough to have emotionally skilled and mentors to re-enforce their emotional intelligence learnings excel more than those who do not.

Avatar Buddy was created within this context. It will be one of the first tools to harness artificial intelligence, emotional intelligence skill-building capacity for the consumer market. In its first market release, Avatar Buddy will be a tool to fill the gap in EQ skill-building in the lives of adolescents; it will function as a mentor for teens who don't have a mentor and provide 24/7 access for those who have a mentor.



# CREATING A LEGACY THROUGH A LIFETIME OF MENTORSHIP

## A Digital Mentor for Healthier Teenagers

### Raising healthier teenagers creates immense benefits:

- Reduced self-hatred inspired discrimination
- Reduced self-destructive behavior
- Increased sense of self-efficacy
- Higher levels of achievement in all facets of life

### FACT: TODAY'S TEENAGERS ARE MORE EMOTIONALLY CHALLENGED THAN EVER BEFORE

Studies have shown that children exposed to adverse childhood experiences (ACEs) before 11 years have stunted brain functioning between ages 9 and 15, which increases the chance of negative behaviors and substance abuse between ages 12 to 17.

Avatar Buddy seeks to lower these risks, despite the number of adverse childhood experiences.



\*ACC = anterior cingulate cortex

### PROVIDES SUPPORT IN THE FOLLOWING AREAS:

- Friendship
- First love
- Self-regulation

#### Helps prevent:

- Isolation and depression
- Uncertainty and lack of confidence
- Need for long term professional intervention

#### Provides support and knowledgeable advice and guidance through:

- Encouragement and recommendations
- Techniques to self-regulate
- Native conversation to avoid feelings of isolation

#### Builds a meaningful friendship through:

- Realistic 3-D avatar simulation that can embody trusted mentors or celebrities
- Hyper-intelligent and able to understand user conversations
- Trained to understand current emotional needs of the user

#### Monitors and determines emotional states by:

- Use of camera and voice input
- Native conversation responses to intelligently and appropriately respond to the current emotional state of user

#### Cognitive AI technology enables hyper-intelligent digital avatars that:

- Actively learns users as the relationship grows
- Creates a digital persona of the user
- Recalls information to better provide personalized guidance and advice

# WHAT IS A LUCID DIGITAL AVATAR?

- A personal assistant that improves quality of life by organizing and automating some daily tasks
- A life coach that helps define and achieve life goals through motivational behaviors and guidance
- A solution that recalls information to help create a realistic relationship
- A personalized repository of the user's persona
- A cost-effective, always available, never need days off way to scale mentoring

## What is a cognitive digital avatar?

**Avatar Buddy is powered by “Cognitive” AI, which is a compilation of different types of Artificial Intelligent systems including:**

- Machine learning and deep neural net AI tools that analyze speech, text input and emotional sentiment
- “Cognitive” AI tools that are based upon common sensical and other higher-ordered knowledge about emotional states to increase the emotional intelligence of the user
- 3D Avatar tools that have human-like personas of mentors and celebrities to engage and retain user attention

A Cognitive AI digital avatar is an avatar that is launched from (and controlled by) a “Cognitive” AI-powered platform enabling the rapid design, creation, and effective deployment of human-like intelligent avatars who understand, organize, manipulate and deliver information that mirrors how people process and communicate data within knowledge-based settings.



**Avatar Buddy** is an intelligent online mentor, who makes the user the center of an on-going relationship. Functionally, Avatar Buddy is an emotional intelligence skill-building interactive software designed for individual use on smart as a daily life companion.

It leverages one of the world's most advanced artificial intelligence technologies – Lucid.AI's Cyc – to offer users a coach or companion capable of **listening** to them, **recalling prior conversation**, building on prior conversations, and **responding with insight** on topics of interest to the user.



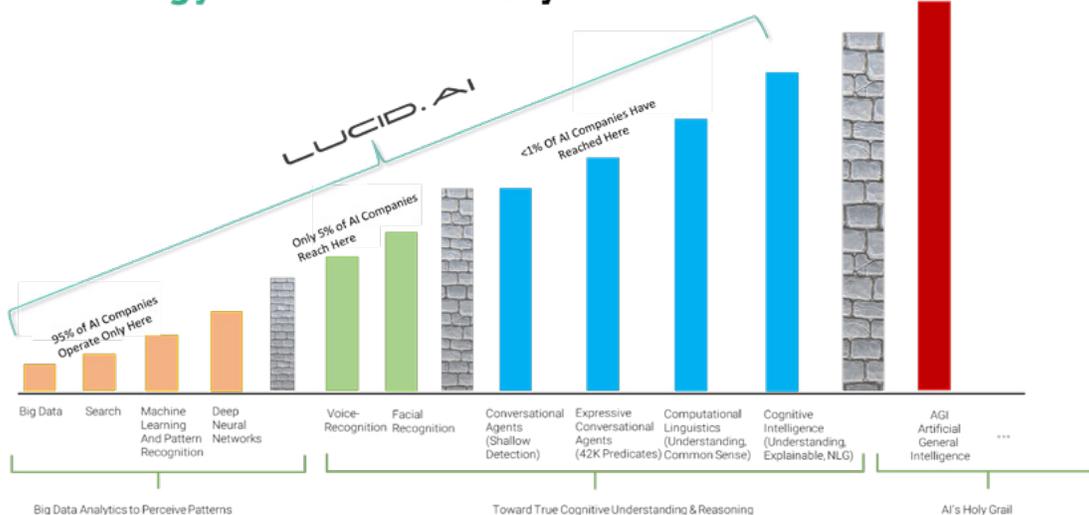
# LUCID AVATARS ARE COGNITIVE DIGITAL AVATARS THAT:

Combine the power of knowledge-centric interactions leveraging higher-ordered inference and reasoning across innumerable domains with real-time data detection and analytics.

**Avatar Buddy will deploy artificial intelligence (AI) capacity that only 1% of AI firms have achieved to date. Unlike mental health chatbots that use machine learning and pattern recognition to determine what responses should be given during interaction with the end users, Avatar Buddy cognitive AI interacts with the end users by actively learning the end user to provide personalized feedback.**

This makes Avatar Buddy more human-like in its capacity to remember past conversations with users and personalize interaction. Avatar Buddy leverages digital personas in two ways – one by creating a digital persona of the end user to ensure personal responses and two by creating mentors who are either celebrity or “every day” people, providing personalized responses to the end users.

## Technology - AI's Evolutionary Curve



# PRODUCT ROADMAP

	Proof of Concept Alpha Test 1	Beta Test 1	First Market Release
<b>AVATAR MENTOR TOPICAL CAPACITY</b>			
<b>Friendship</b>	Relationships and fitting in	How to be a friend	How to stop being a friend
<b>First Love</b>	Sense of self in relationships	Learning about sex and preventing STDs	Building resiliency in relationships
<b>Self-regulation</b>	Navigating situations & bullying	Decision-making, delayed gratification	Gang prevention, financial literacy
<b>AVATAR BUDDY DESIGN PHASES</b>			
<b>Design Timeframes</b>	<ul style="list-style-type: none"> <li>• Requirements gathering, design and initial prototype</li> <li>• Duration ~ 6 months</li> </ul>	<ul style="list-style-type: none"> <li>• Requirements &amp; design refinement, and working solution with security</li> <li>• Duration ~ 6 months</li> </ul>	<ul style="list-style-type: none"> <li>• Fully working product, complete backend build-out, security and ethics concerns fully addressed</li> <li>• Monthly product refinement</li> <li>• Duration ~ 6 months</li> </ul>

## DESIGN, TESTING & CONTENT PARTNERS

The Avatar Buddy team is building a diverse infrastructure of partnerships to power the tool.

- Lucid.AI - technology
- FitKids of America – design and testing
- Thomas Armour Youth Ballet – design and testing
- Gang Alternative – design and testing
- Triumph Steps – content
- Urban Market Analytics – market analysis
- Additional partners being identified

Focus groups of teenagers are already underway. During Alpha and Beta testing, additional teenagers will be engaged to help with testing.

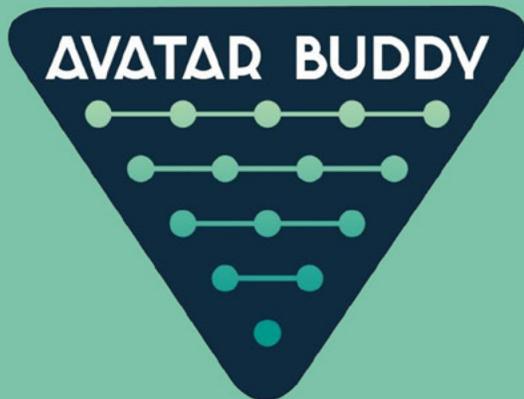
### ▼ Alpha and Beta design and testing partners:

- FitKids of America with access to 1200 children
- Thomas Armour Youth Ballet with access to 1000 children
- Gang Alternative with access to 600 children

### ▼ Design and testing approach:

- 5 children from each partner (15) will help design the user interface
- 30 children from each partner (90) will help with alpha testing
- 400 children from each partner (1200) will help with beta testing

## ABOUT THE DEVELOPMENT TEAM



Avatar Buddy's development is led by an executive team and a seven-member board of directors.

Their work will be guided by an Advisory Council of seven corporate and community thought leaders who are innovators in fields that are vital in Avatar Buddy's design.



**Donovan Lee Sin**  
CEO

Donovan has 17 years of experience in the field of philanthropy, most recently as Chief Public Policy & Community Engagement Officer at The Children's Trust, managing its public policy and communications portfolios, in addition to leading teams that manage investments in a range of community and funder collaboration activities. Prior to joining The Trust, he worked for the Arthur M. Blank Family Foundation in Atlanta, as senior program officer, overseeing the Foundation's grant portfolio that focused on expanding community engagement, early education, parks and green-space, and support for the arts. Previously, Donovan worked at the John S. and James L. Knight Foundation where he served as Planning and Evaluation Officer. His efforts involved community asset mapping, initiative planning and evaluation, and grant-making. A 2011 Annie E. Casey Atlanta Leaders for Results Fellow and 2004 alumnus of Leadership Miami, Donovan serves on the Foundation Center Advisory Board, as guest faculty for South-eastern Council on Foundations, and on the Taskforce for a Livable Community. He is a member of the Miami-Dade County Public Library System Advisory Board, a 5000 Role Models of Excellence mentor, and serves as a member of the Social Ventures Partners, Miami investment board.

#### Education:

- B.A., Psychology and Business Administration, Belhaven University
- M.P.A., Urban Development & Management, Florida International University



**Stephanie Sylvestre,**  
Chairperson

Stephanie is a transformational thinker and inclusive leader whose signature style builds high performance teams who was recently recognized as CIO of the year 2019 by South Florida Business Journal. Her vision for Avatar Buddy emerged during her tenure as Chief Programs Officer/Chief Information Officer for The Children's Trust where she manages a \$150M portfolio of programs with 230 agencies and is credited with transforming the Trust's IT infrastructure and relationship with funded agencies. Previously, Stephanie was an IT Leader at IPC, a SUBWAY franchisee-owned purchasing cooperative where she led a team to create a centralized supply chain ordering system for 30,000 restaurants (producing \$252M in annual cost avoidance). At Burger King Corporation, Stephanie co-chaired a cross-functional team that renegotiated the European soft drink contract, resulting in 12% cost saving.

In the community, Stephanie is currently is an at large executive member for Aqua Foundation for Women. She has served as a Board member of Habitat for Humanity of Greater Miami, leading a volunteer team of women that built seven homes; as Co-founder and Facilitator of The Commonwealth Institute's Accelerated Growth Business Forum which helped small business grow; as Program Chair for Communities in Schools; and as Human Resources Chair of the National LGBTQ Task Force Miami Dinner. As an appointee to Southern U.S. Diplomatic Corps, she was Honorary Consul of Belize for the Southern U.S. for 9 years.

#### Education:

- B.A., International Relations, University of Southern California
- M.A., International Studies & International Economics, University of Miami



**Michael E. Stewart**

Founding Visionary of AI-Austin, Michael has been an AI entrepreneur and technology innovator for almost 30 years. During that time, he witnessed the critical importance played by public/private structures like MCC, Sematech, and others in fostering the right climate and support infrastructures in Austin for the growth of leading-edge technologies there. Working with and alongside those organizations helped shape Michael's founding-vision creating "AI-Austin" to help make the incredible city the epicenter of Artificial Intelligence globally.

As far back as the late 1980's, Michael served as a principal systems design specialist for the U.S. and other national governments, pioneering systems integration strategies and scaled architectures of next-generation knowledge computing and autonomous software agent systems, starting with one of his earlier companies and its work with the MCC Research Consortium in Austin and other organizations globally. Over the ensuing years, Michael has led the creation of innovative integrations of web-based and AI-related technologies in Austin and around the world, and is now the Chairman/CEO and Founder of Austin-based Lucid Holdings, Inc.

In addition to its successful deployments of AI solutions for global clients, Lucid was the first AI company in the world to create a public-facing Ethics Advisory Panel (EAP) comprised of renowned thought-leaders. Lucid's deep ethical perspective and knowledge in the intersections of AI with such issues has led to collaborations and work with many national and uber-national governmental entities, academics, academics, and other global organizations in leading this incredibly important challenge.



**Gypsy Gallardo,  
Chief Planning Officer**

Gypsy is CEO of the Power Broker Media Group and Urban Market Analytics, a Florida-based firm that helps to design, fund and evaluate place-based solutions for economic equity. She has 27 years of experience in the field of community economic development and has worked with 40+ development organizations - public and private, in the U.S. and overseas - to design national, statewide, regional, city and sub-city initiatives that helped accelerate job creation, business growth, commercial revitalization, and employment gains. Gypsy's contribution to the Avatar Buddy team is in developing its start-up vision and plans - a capacity that stems from innovation experiences that includes:

- Working on development teams that developed, co-developed and financed 400,000 square feet of retail, office and institutional space, and 200 units of affordable housing;
- Working with U.S. Treasury-certified Community Development Financial Institutions (CDFIs) to devise strategies to raise and deploy capital in low-income communities;
- Working with City governments and Community Redevelopment Area (CRA) authorities to plan and pilot development initiatives;
- Working with NGOs, CDCs, BDOs and government agencies to create business incubators, business lending programs and shared services models for business development.

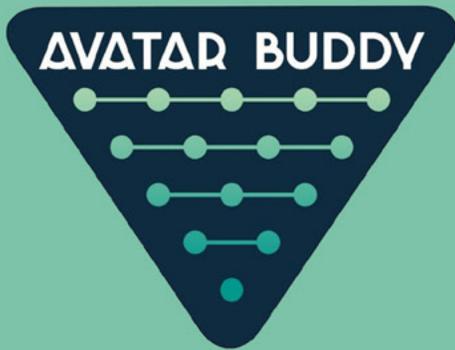
In her hometown, Gypsy is also CEO of The 2020 Plan, a collective impact initiative to reduce the poverty rate by 30% in South St. Petersburg by 2020. Previously, she was Lead Organizer of a 6-year advocacy effort that inspired creation of the South St. Petersburg CRA, now forecasted to generate \$100 million in tax increment funding to community initiatives over 30 years.

Gypsy has received two dozen awards for service and leadership. She is prolific in volunteerism and has served on the board and leadership teams for 20 organizations and initiatives.

**Education:**

- Master of Public Policy, Harvard University Kennedy School of Government, Dual Concentration in Political & Economic Development and International Trade & Finance
- Bachelor of Arts, Whitney Young College of Leadership at Kentucky State University, Double Major: English Literature & Liberal Studies / \*Magna Cum Laude & Senior Leadership Award Recipient
- Certificate of Completion, Chase Manhattan Community Real Estate Development Institute

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