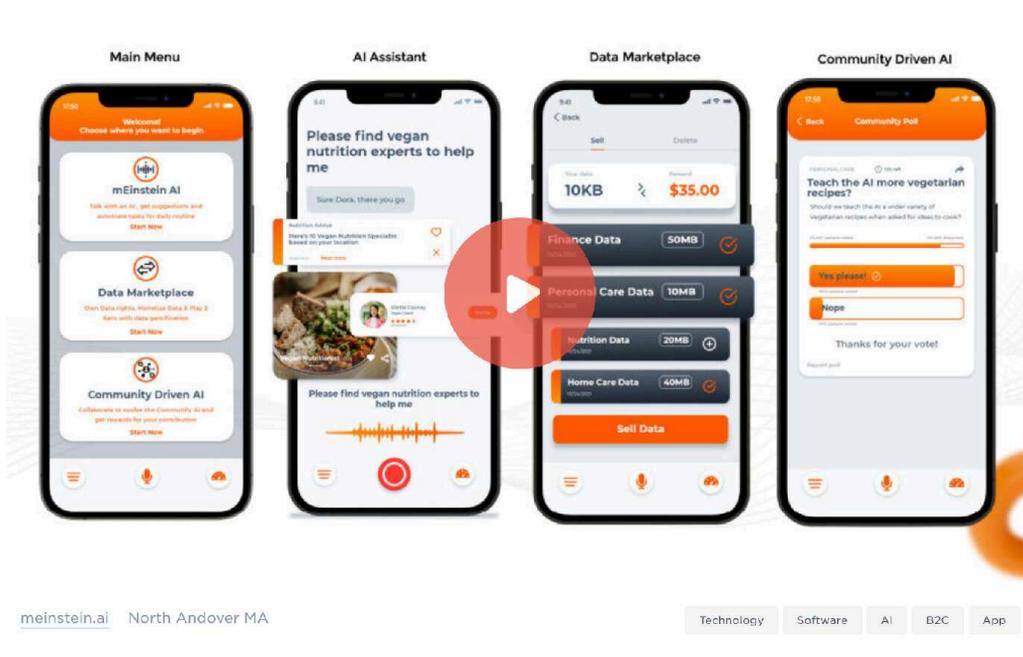


# Community Driven AI: Decentralizing AI and Data Ownership



LEAD INVESTOR

**Mark Iamonaco**

Energy Ventures Group (“EVG”) is a private equity investor who invests in clean energy generation and storage as well as potentially highly impactful start-up technology companies. EVG invested in mEinstein (“mE”) for the following three core reasons: 1. Compelling use case given that AI is brought to bear automating life’s monotonous, yet important tasks; while also truly creating a community driven platform. This is done while simultaneously enabling users to completely control their privacy and allowing them to benefit financially from the use of mE. In short, mE gives the power of AI directly to the user/community, as opposed to a large tech company or advertiser, which we feel will make its continued use, by the community, compelling; 2. Their technology likely creates a strong and defensible “moat;” while also offering a potential large investment return, given that the Total Addressable Market for this service is estimated at over \$62 billion in 2020; and 3. mE has compiled a strong team, which we believe is well positioned to execute on their vision.

**Invested \$15,000 this round**

## Highlights

- 1 Breakthrough AI technology for the masses. First of its kind. By the community for the community
- 2 Organize & sell your data, Use AI to help with daily life, Co-create & monetize AI with the community
- 3 Robust revenue model from web3 marketplace, user monetization, subscriptions & service affiliates.
- 4 Private and anonymous -Users control their data. Data, logic, and processing are local on the device
- 5 Conversational AI - Worlds most advanced conversational AI engine + NEXT GEN Automation device
- 5 Conversational AI - Worlds most advanced conversational AI engine + NEXT GEN Automation Tasks
- 6 Founder: former Global Head of IBM’s Big Data, Analytics, and Cognitive. Co-founders: leaders in AI
- 7 CEO - 3X Entrepreneur, Founded Pioneer AI StartUp in LATAM. B2B Clients in TV, Tech, Insurance
- 8 2020 Market Size valued at \$62.4B\*. Forecast mE Revenue of \$45M in Year 3 (not guaranteed)

# Our Team



**Prithwi Thakuria** Founder, President

IBM - Global Practice Leader, Big Data Analytics & Cognitive (Watson). \$1.4B portfolio. 8400+ team strong. Entrepreneur, world class Engineer & Senior Management Executive. Led the development of some of the worlds most impactful technologies.

For far too long businesses have used technologies to use and manipulate users in the guise of helping them. They have profited immensely while user's privacy, confidentiality and trust were compromised. We wanted to turn the table and return power back to the users. We wanted user's to have control, power and shape the conversation.



**Cris Cantolla** CEO & Co-founder

Entrepreneur, Innovator, Marketing strategy specialist & Computer Science Engineer with focus on AI. Founder of EYENET Pioneer company in computer vision and AI in Latin American region (TV, Tech, Insurance), Cofounder of an IOT AgTECH StartUp



**Lekha Mishra** CTO - Co-Founder

Engineer, Entrepreneur, AI, Augmented Reality, Complex UX/UI, Founder of IPHS rated one of India's Top 100 app dev companies, Lekha and her team have developed a wide range of technologies to serve their clients specializing from AI, AR, UI/UX



**Shivang Trivedi** Architecture, Engineering & Co-founder

Top AI Talent, Engineer with Management Degree from IIT and the founder of Codencious Technologies one of India's most successful AI and computer vision companies. Throughout his career he has developed cutting-edge technology for multiple industries



**Mark Iamonaco** Lead Investor

C-suite executive with proven track record leading multi-functional teams delivering solid business results. CEO of Energy Ventures Group



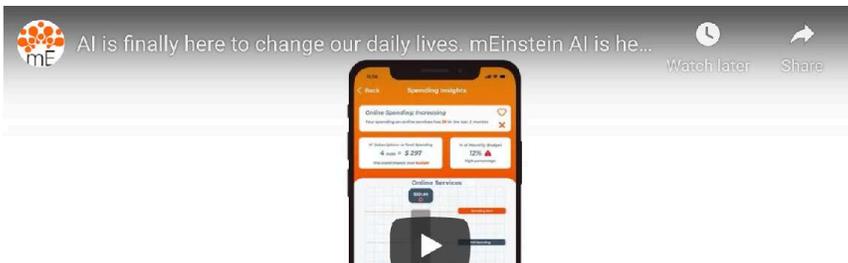
**Tod BINKOWSKI** Advisor

President and co-founder Energy Ventures Group. 25 year of experience in project development, M&A and investment experience.



**Prithwi Thakuria**

# Power to The People: Welcome to our mission





mEinstein

Watch on YouTube

### mEinstein Business Plan 1.0 01222022 (1).pdf

We have seen the power of AI transform enterprises, space exploration, self-driving cars with results beyond our imagination.

For the last 3 decades, we have read about AI in novels, movies and video games as human companions of the future. From C3PO, to Tars to Tony Stark's "Jarvis", AI assistants have been seen as a companion to help us achieve our missions.

That's why we created mEinstein, for the last 7 years, the team has been pushing to make that dream a reality. To build a solution that is essentially an "IBM Watson for the Masses" that can observe, reason, advise, plan and act on the user's behalf using personalized AI/ML and user's financial and personal specifics..

We wanted mEinstein to be ethical and totally transparent – something that the user can completely trust. So, we designed it in such a way that all user data, AI logic, and processing is local to the user's device, and no one, we mean no one, including ourselves, will have access to the user's data.

*Our approach provides users with 100% anonymity, privacy, and control over their data.*

*More importantly, mEinstein is completely hacker-proof. Our statement: – "Data is of the user, by the user and for the user."*

### The power of Data

For the last 2 decades, users' data has been used in very unethical ways, not only it's being used against them, helping huge corporations monetize more and more off

consumers or even to understand citizens for political manipulation purposes, we all know about Meta and their very unethical tactics. Data Brokers make Billions of dollars yearly by monetizing users' data without even giving a dime to the community.

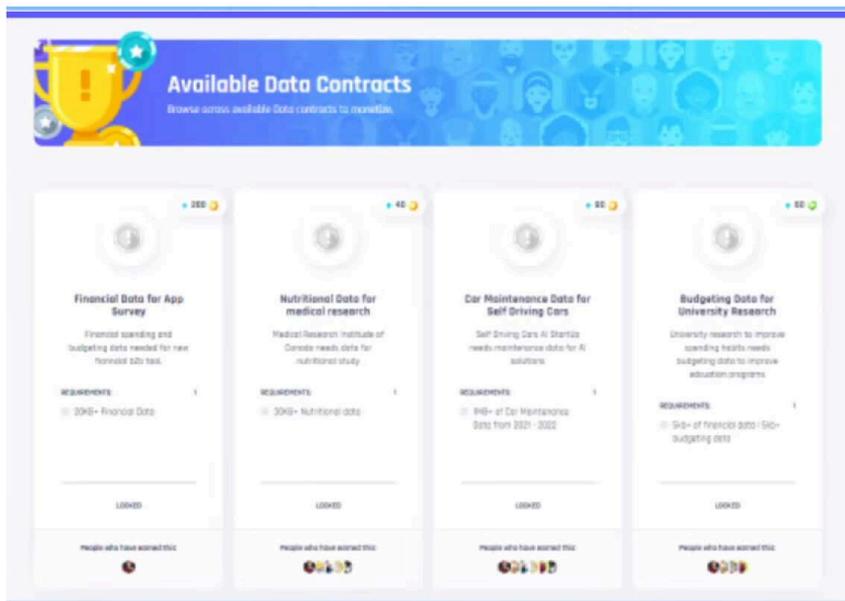
### Data Exchange Marketplace

All this must change now, that's why through the power of Blockchains and DAOs we are allowing users to have Data Ownership rights to monetize or even delete their personal data.





Using the Data Exchange Marketplace users not only have complete ownership rights over their data as Non-Fungible Tokens but they will also be able to track each data package they sell by Owner ID, Buyer ID to identify verified data buyers, Transaction ID, and Data Contract ID. Creating a traceable network of data exchange that empowers the community and creates a transparent data industry.



This is why it's so important for us that mEinstein AI was truly driven by the community, **The Community Driven AI**

But why is that so important? There are billions of us on this Earth. We all like to learn from each other, yet maintain our individuality. So, every mEinstein user gets a seat at the table, and is, in effect, an influencer. User feedback and customer co-creation are sacred at mEinstein. Using our community's vote and opinion we drive and feed the evolution of mEinstein AI. These AI insights and solutions help mEinstein learn and provide better and more helpful advice to the users. **But how?**

### The power of Blockchain & Web3 - The DAO

To make all these AI voting power and data ownership systems possible and incorruptible we had to resort to an incredible technology that is changing the world: **Blockchain & DAOs (Decentralized Automated Organizations).**

## Co-Create AI with the Community

Through our DAO users will be able to vote on the evolution of the AI assistant and also enter an ethical & transparent Data Exchange Marketplace that allows the community to monetize their data and AI that they create as a community in an ethical, transparent, and open way to ethical data buyers.

Graphic here

We are now ready to hand this power over to the people – the community at large. Let the mission to decentralize AI evolution & Data Ownership begin.

## Meet mEinstein. The Community-driven AI assistant



mEinstein AI also known as mE AI, trained for over 4 years to become an expert in some of the most fundamental domains of life to help us make informed decisions, guide, advise, and make our overwhelming daily life routine a little bit easier.

How? By continuously learning and providing suggestions and recommendations to the user in the areas like:

- Personal Finance
- Personal Care
- Family Care
- Car Maintenance
- Home Maintenance
- Travel & Vacations

As AI is becoming more of a general-purpose technology, the ability to use AI to address and solve daily life tasks and challenges is real now.

From simple things like finding the best summer camp for kids as they grow or college students planning spring breaks with limited budgets to more complex tasks like professionals planning their careers based on a holistic view of life events and their impact on health and finances, mE AI can help the user make informed decisions based on their financial and personal situations.

In the process of helping the user with daily life decisions, **mEinstein AI** creates a global marketplace of service and product opportunities to connect users with providers. This marketplace is open and viewable to any provider and searchable by any search engine.

**mEinstein AI** allows users to market and monetize their data and usage - Sell their own **DATA** (e.g. appliance repair history, vacation preferences, spending trends etc.) or provide services or products directly through **mEinstein AI's Decentralized Service Marketplace**. More on this topic further down.

Today, **mE AI** encompasses an ecosystem of finance, home, auto, family care, personal care, activities, and vacations with 6 customizable AI agents. In the future, we intend to also include Career, Living & Entertainment, Health & Wellness, and finally Shopping.

**Just a few of the tasks that mE AI will do for you:**

- **mEinstein AI can engage in open conversation:** With **mE AI** you can really talk about personal finances, and nutrition, ask for healthy recipes or ideas for a new trip. Having an expert advisor in your pocket has never been this real.

- **mEinstein AI can analyze your cash flow** and determine when the most optimal moment is to save, take a loan, spend or invest. Do you want to buy a new car?, **mE AI** can advise you on when you can do it and how much you can really afford.
- **mEinstein AI can detect if your diet is adequate according to the objectives** you set, suggest changes, and even connect you with an expert to help you achieve your goals.
- **mEinstein AI can help you save money on your car maintenance** by detecting what type of maintenance your car needs and finding the most convenient time and place to do it, considering cost and quality of service.
- **mEinstein AI can automatically create a complete vacation plan** from flights and hotels to tours and experiences all based on your likes, budget, and personal preferences and circumstances. Over 24.000 - destinations, experiences, hotels, restaurants & more!
- **mEinstein AI can connect you with over 80 million service providers** to help you with whatever you need. Yoga? Roof repair? Chef? You name it.
- **mEinstein AI can help you maintain your savings or personal care goals** by reminding you of spending limits or suggesting healthy food in your local area that fits your fitness goals.
- **With mEinstein AI, you have the option to SELL YOUR OWN DATA:** You can make money by collaborating and co-creating AI and selling your data to prospective buyers.

## THE TEAM





Prashant Kumar  
Head of Backend



Shivam Soodiya  
Lead of AI



Deep Chaturvedi  
Software Engineer



Rishabh Trivedi  
Software Engineer



Mohd Shoab  
Software Engineer



Dorannia Flores  
Visual Identity Manager



Ray Avila  
Associate Creative Director

We come from vastly different backgrounds, continents, cultures, and languages but with 3 elements in common: 1) Passion for the technologies that define our world and the way they can shape our future, 2) Exceptional skills, determination & leadership to build amazing companies, and 3) Share the same purpose - to improve the quality of life, opening knowledge and giving back control to the community all through the power of AI.

Our team is made up of innovators, visionaries, VCs, AI engineers, data scientists, data architects, dev ops, marketing strategy specialists, brand image specialists, filmmakers, motion designers, and highly creative minds, all united under the same mission.

### A powerful advisor for your dynamic life:

What if we all had all the answers, at our fingertips, that we needed to make informed decisions to succeed!

Most AI Assistants (e.g. Alexa, Google Home, Siri etc.) are limited. They only serve as voice commands for smartphones to do basic searches, play music, set reminders, and maybe crack a “funny joke”. That is not what we call AI at mEinstein AI.

mE AI is the first AI assistant focused on enhancing life and helping you in your overwhelming routine decision-making - bills, career, future. It is a personal computing system designed to greatly enhance your ability to retrieve, analyze and interpret vast amounts of information and help you make informed decisions.

mE AI can take instructions, observe, advise, reason, plan, and act on your behalf. It is your digital productive persona. It can understand you in natural language and it continuously learns about you.

### THE COMMUNITY-DRIVEN AI



### Community Framework

Introducing the community framework  
Collaborate to create the AI you want

- Monetize your insights & collaboration
- Get monthly rewards and redeem them for real cash
- Access exclusive benefits for the mE Community



Meet the Community-Driven AI, a place where we all get a seat at the table.

## Community Framework & Rewards System:

The "mE AI" community is a space where everyone can create, collaborate, and vote for the evolution of AI that will best serve the community. Community Co-creation, Inclusion & Participation are our KEY values. In effect, every mEinstein AI user gets a seat at the table and is an influencer within the community. User feedback and co-creation are sacred.

The AI assets that the community creates are made available for sale through the mE marketplace and the profits are shared generously and fairly with the community. The Rewards system is where we recognize the expertise and contribution of members in creating the catalog of AI assets across the 6 domains.

## Data Ownership: Power to the People!



### Data Ownership

Total control to sell or delete your data with Data Exchange

- Use mE AI for whatever you need
- Select data from your usage to put up for sale
- Redeem for real CASH or Crypto. Your choice

 mEinstein AI

For way too long, businesses have taken advantage of technologies to use and manipulate users in the guise of helping them. These businesses have profited immensely while users' privacy, confidentiality, and trust were compromised.

We wanted to turn the tables and return power back to the users; and we also wanted the users to have control and power to shape the conversation, with their most important currency, their data.

At mE, data is of the user, by the user, and for the user. We do not use, see, sell, or market the user's data. mE AI allows the user full control and rights to the value of their data. The user decides when and what (if any) information they want to sell. This is an AMAZING power that we always wanted to return to the user.

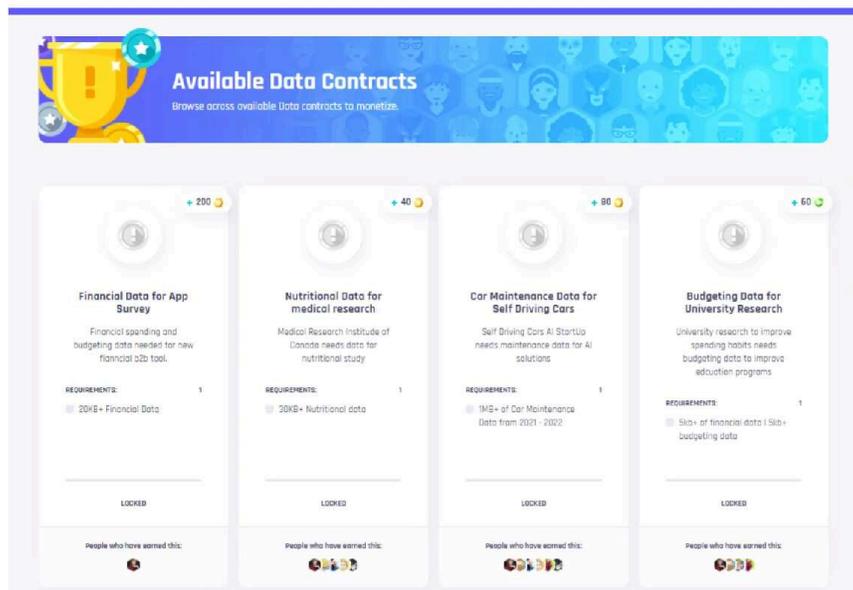
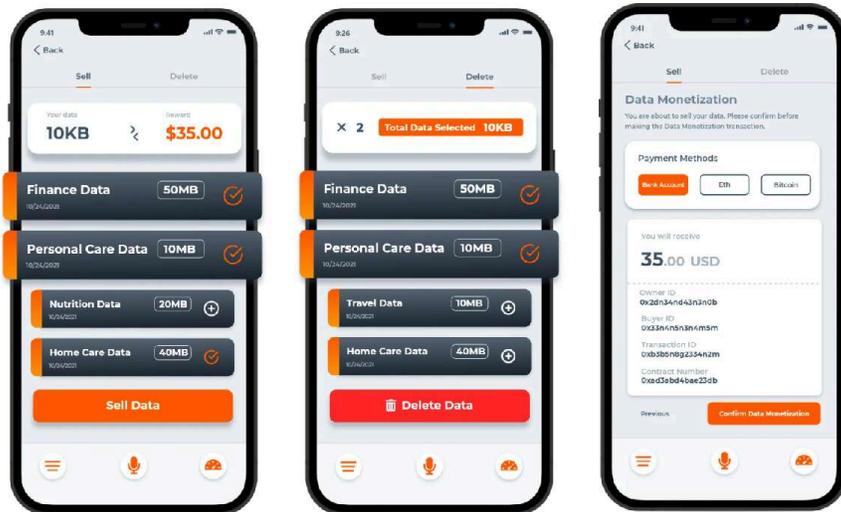
Users can now generate revenue by selling their data because it's theirs!

We believe that what mE AI has to offer in terms of absolute privacy, control over their data, and monetization of data will be of strong appeal and stickiness to the users.

Instead of advertisers having the ability to target users, at mEinstein AI, users can target services based on their needs, and decide to contact service providers only when needed. In effect, micro-segmentation and "accountable marketing" brought together, which has been elusive for advertisers to date.

## Data Exchange Marketplace: A transparent & ethical Data Exchange Marketplace powered by blockchain.

Using the Data Exchange Marketplace users not only have complete ownership rights over their data as Non-Fungible Tokens but they will also be able to track each data package they sell by Owner ID, Buyer ID to identify verified data buyers, Transaction ID, and Data Contract ID. Creating a traceable network of data exchange that empowers the community and creates a transparent data industry.



Now users have the power to select data generated by the usage of the AI Assistant or the Data Generation features, choose what type of data they want to monetize, and then look for the multiple available data contracts that will establish the data they are selling and the estimated price by KB that that Data buyer is paying for the data package.

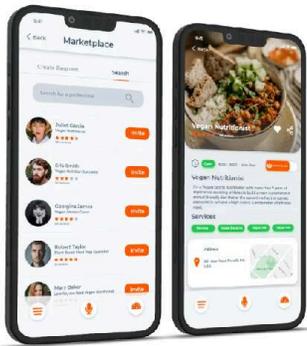
## Decentralization:

*Decentralization is the key to complete privacy and security.*

**What does it mean?** It means the mE AI resides exclusively on your device and not on our servers. As such, only you have control of it and access to it, no one else.

Billions of devices working locally for Personal AI, but participating globally for Community AI. This provides limitless processing as computing is done on each individual's device, for personalized AI, with localized Data and AI logic.

## mE Service Marketplace:



### World's First Decentralized Service Marketplace

**Solve Anything, Anywhere, Anytime**

- Find Service Providers across the US
- Experts on thousands of trades to assist you
- Advanced AI matchmaking to find experts based on your needs & quality
- Connect with Local or National services & experts



While large businesses are important, **independent, small, and medium-sized businesses make up the heart and soul of local communities.** In fact, small & medium size businesses represent almost half of the economy in most developed countries around the world.

That is why we created an AI-powered marketplace that helps businesses connect automatically with users' needs in a completely decentralized, fair, and unbiased marketplace that connects users to more than 80 million service providers.

Moreover, any mE user can become an mE provider in the marketplace. So say, you are an IT Engineer during the week and on weekends you want to give guitar lessons, the mE marketplace can connect you with interested guitar students.

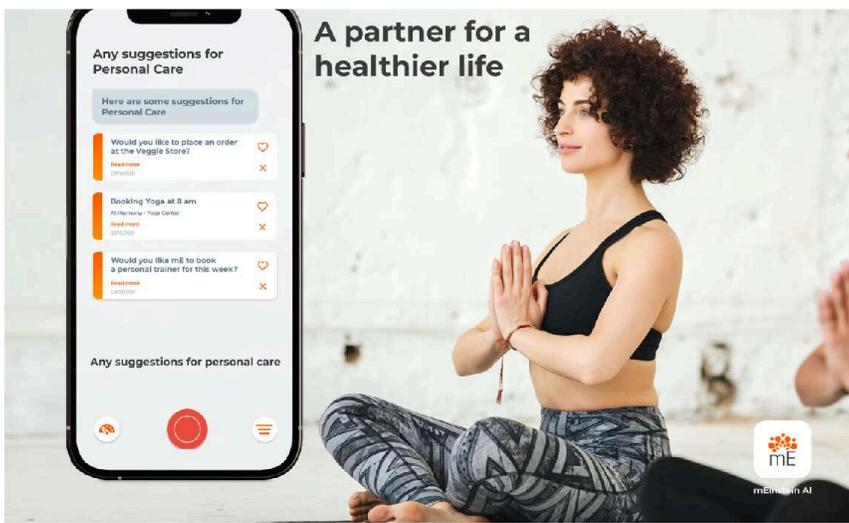
**What happens when you combine the world's most powerful AI assistant with a Web3 Decentralized Service Marketplace?**

## 6 AI Agents - 1 Advisor

Meet the AI domains

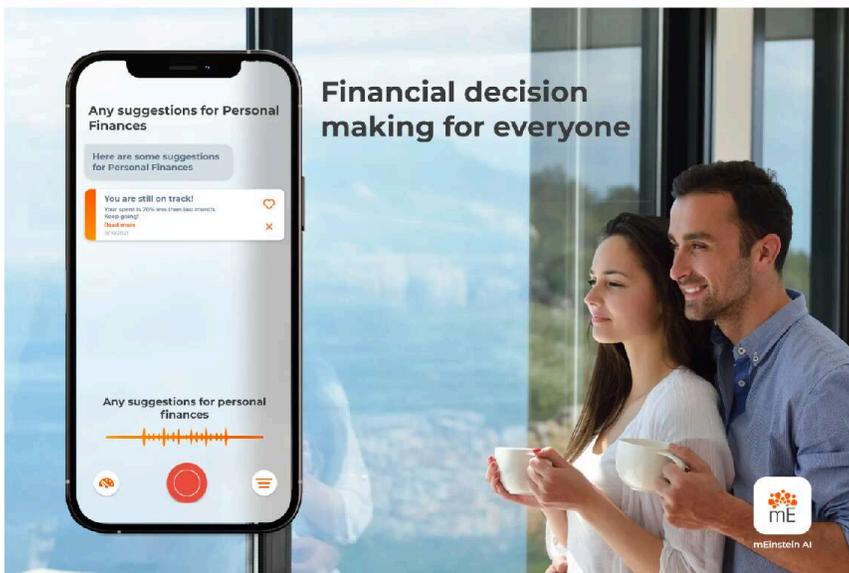
Personal Care





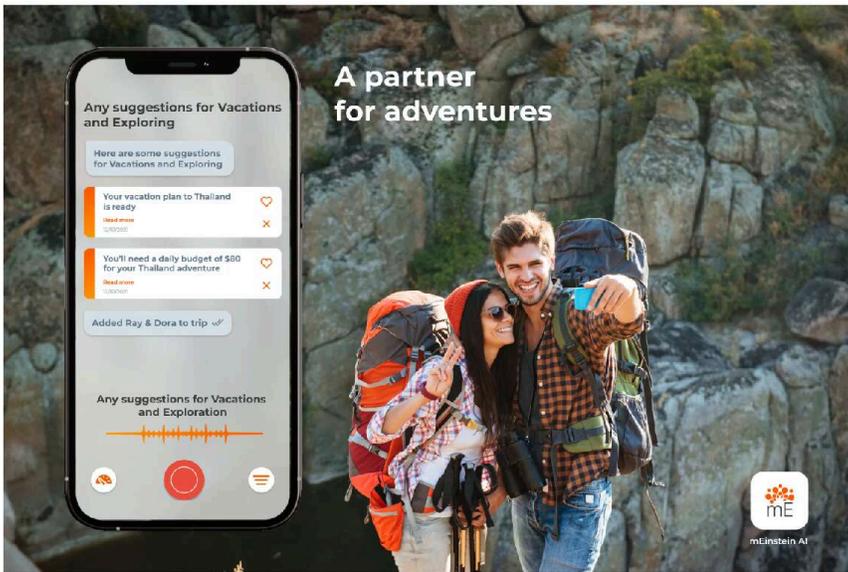
A partner for a healthier life, from setting up reminders and appointments for pedicures and manicures, to advice on diets, gym, and meditation, mEinstein AI is packed with extensive knowledge from studies, books, recommendations by experts, and data sets, all focused on providing you with the tools to achieve that lifestyle.

**Personal Finance:**



A wise companion for those crucial decisions in life. Every action and decision you make has an impact on your personal finances. Financial decisions are probably the hardest to make, and not everyone can access the knowledge of a financial expert to always make the right choices – well, until now. Trained by financial experts to help you, from keeping an eye on savings to performing impact analyses before making any purchase, the mE financial advisor will change the way to think about finances.

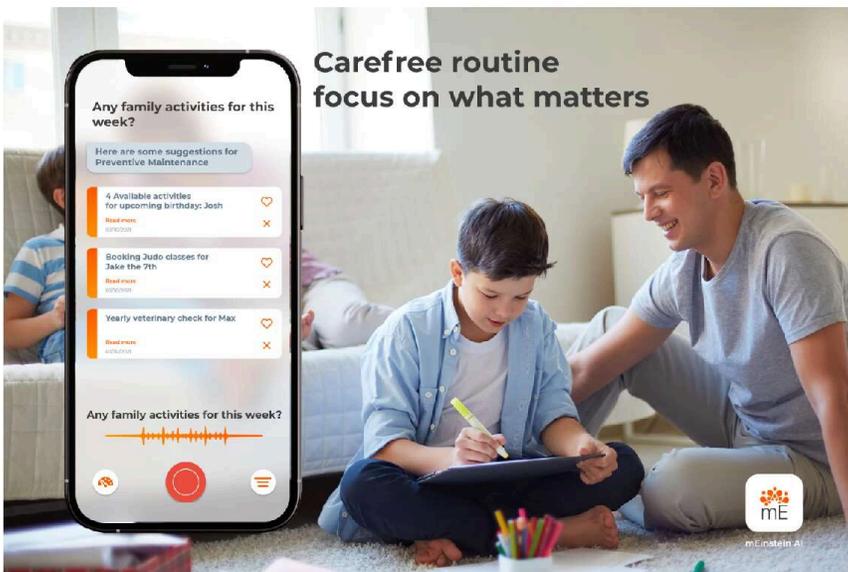
## Vacation Planning & Exploration: Explorer's Mode



Life is “NOW,” and there is no better way to celebrate it than by traveling, exploring, and experiencing new cultures. Because we know how crucial a good adventure is for the soul, we also wanted to use the power of AI to help travelers keep their adventures going. That’s why mE Explorer’s Mode is packed with over 24,000 destinations. Now you can ask mE to create a complete vacation plan based on your likes and budget, find new activities to do, or quickly find what you need at the right place and the right time.

Are you going places? Try mE’s Explorer.

## Family Care:

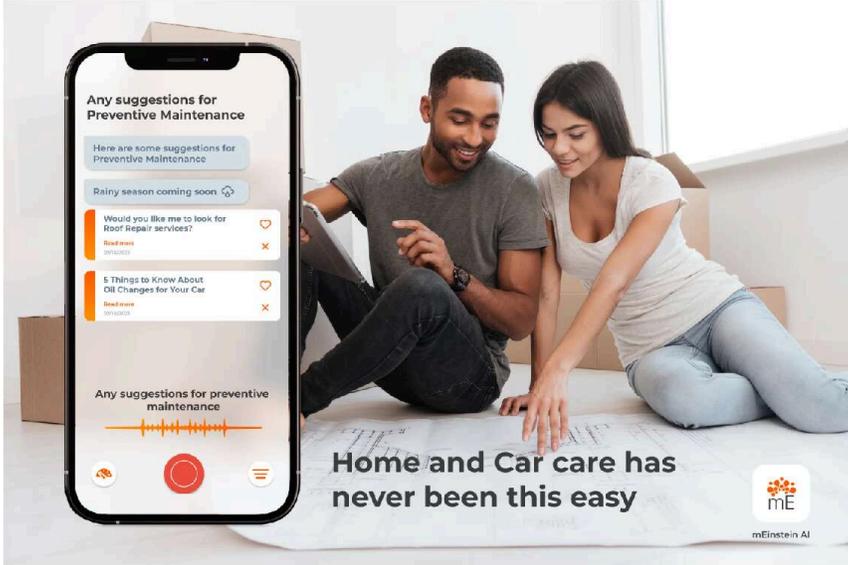


Family life, as beautiful as it is, can be very chaotic at times. There are responsibilities, chores, and problems to solve. Taking care of parents, pets, and kids, from finding the right camp to scheduling a vet appointment, family care can be overwhelming. mE AI can help share the burden of these time-consuming tasks. Once you instruct mE to assist you, your worries are taken care

something else. Once you instruct me to assist you, your worries are taken care of.

mEinstein AI can automatically find nearby activities that fit family's needs and likes, upcoming dates like birthdays & anniversaries. mE AI can also suggest health check-ups according to your family members' age, and even connect you to services matching their needs or interests.

## Preventive Maintenance: Car & Home



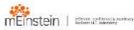
Our home is our sanctuary, and our car, well what would you do without it? Taking proper care of them, however, can require a lot of attention and even some technical knowledge. Not any more - just ask mE to keep an eye on them for you. mEinstein AI will analyze and determine when and where you should do your next oil change; or who is best to provide pool maintenance, roof repairs, etc. mE AI will provide you with cost estimates and also connect you with service and product providers that will best serve your needs. Keep things working with mE and enjoy your day.

## DAO Features - (Decentralized Autonomous Organization)

A DAO is a decentralized autonomous organization that through smart contracts (blockchain-based programs that validate conditions) allows us to create a transparent, incorruptible & decentralized organization. Our DAO is created to allow the community to empower itself through the vote of AI evolution and Data Ownership:

- Voting for the Evolution of the AI Assistant
- Collaborating with Data to train & evolve the AI in exchange for rewards
- Data Exchange & Monetization platform
- Gamified Data Generation features (Data Play-2-Earn)

## Market Size



\* <https://buildfire.com/app-statistics/> [extrapolated from stats]

### How big is the Market Size:

The personal AI Market Size was valued at \$62.4B in 2020 by (McKinsey).

Additionally, we believe there is a huge opportunity in making AI a transformative, general-purpose technology for the masses, with research suggesting that GenZ and Millennials will adopt AI-based personalized support.

### How big is mEinstein AI's market size?

Of the \$62.4B total AI market size, mE's direct market size is approximately \$17B worldwide. There are 4B mobile users worldwide, of which 2B are smartphone users – our addressable target population. Each user spends approximately 6.2 hours each day and uses 28 apps every month to address their personal needs. If these users create 7 decision points every day, that would translate into service or product opportunities totaling approximately \$17B annually.

### Business Model Flow



# EVOLUTION & Current Progress



## Going to Market

### Goit to Market

- April Beta 2.0: Limited launch to test AI and get user feedback.
  - Conversational AI
  - Next-Gen AI brains is launched on April.
  - New UI/UX
  - Limited Scale - MA, NY, NH
- Marketing: PR + Influencers + NFTs + Content Marketing & Storytelling
- Jun - National Launch:
  - Conversational AI
  - Next-Gen AI brains is launched on April.
  - New UI/UX
  - Community Framework Beta v1.0
  - Data Ownership Beta v1.0
- Marketing: PR + Influencers + NFTs + Content Marketing & Storytelling all in



Forward-looking projections cannot be guaranteed.

## Use of Funds

### Wefunder fee

### Launch Beta 2.0: Limited Access

- Upgrade to New developed UI/UX
- Integrate new generation of AI's we developed
- Launch Beta 2.0 to Market

### National Launch:

- Infrastructure
- Marketing & PR
- Launch Community Framework Beta 1.0
- Launch Decentralized Service Marketplace Beta 1.0 (Blockchain - Web3)

**BECOME A MEINSTEIN EARLY INVESTOR TODAY**

**Please download our Pitch Deck: [mEinstein AI Business Plan.pdf](#)**