

AI That Thinks With You, Not For You



curiouser.ai Sausalito, CA [in](#) [o](#)

Highlights

- 1 CEO Stephen Klein (Harvard MBA, Berkeley educator) has 50K AI following and is ranked #18 AI expert.
- 2 CPO Mayuri Joshi has led \$20B+ in M&A and has significant experience at PwC, KPMG, and Blackstone.
- 3 Products: Alice™ for strategy, Looking Glass for operations, and Advisory for AI implementation.
- 4 Traction: 150+ subscribers, 60% trial-to-paid, 5000+ Waitlist adds.
- 5 Moat: Proprietary data & playbooks built using RAG architecture and decades of founder experience.

Featured Investors



Josh Collins
Syndicate Lead

Follow

Invested \$40,000 

"I have known Stephen Klein for more than 30 years. We were section-mates at Harvard Business School and spent two years together in the same study group, meeting every morning at 6:30 a.m. in the kind of environment where you truly get to see how someone thinks, leads, handles pressure, and treats people.

Having known Stephen for three decades, I can honestly say he is one of the most original and creative thinkers I have ever met. Even at HBS, he consistently challenged conventional thinking. He focused less on chasing trends and more on understanding what truly creates lasting value. That trait has only deepened over time.

My business partner and I, through our investment company Collins Willmott & Co. LLC, chose to lead the financing round of Curiouser.AI because we believe in Stephen as a creative innovator, and we believe in the mission of the company he is building.

What Stephen and his team are building with Curiouser.AI reflects exactly who he has always been. While much of today's AI industry is focused on speed, automation, and substitution, Curiouser is building something fundamentally different – an AI designed to elevate human thinking rather than replace it. In a market filled with noise and hype, this values-first, augmentation approach feels both principled and strategically sound.

The team Stephen has assembled is truly world-class. It is unusually diverse, with a majority of the team being women, bringing a breadth of perspective to a sector often characterized by homogeneity. The depth of technical and product talent across the organization is exceptional, and the collective discipline and commitment to building something meaningful stands out.

I support Stephen and Curiouser.AI publicly because I trust his leadership, his integrity, and his ability to combine deep strategic thinking with genuine human values.

If the future of AI is going to create something meaningful rather than merely efficient, this is exactly the kind of company that can help lead the way.

Josh Collins

Lead Investor
Advisory Board Member
Curiouser.AI

Managing Member
Collins Willmott & Co. LLC"



Other investors include [Stephen Straus](#), [Mark Diker](#),
[Romy Coquillette](#), [Carolyn Carpeneti](#)

Team



Stephen Klein Chief Executive Officer



Mayuri Joshi Chief Product Officer



Marcel Olsder Chief Technology Officer



Andrea Mazingo Chief Ethics Officer

[linkedin.com](#)



Naisargi Thakkar AI Experience Director



Manavi Ghorpade Full Stack Developer



Natalia Hildreth Communications



Kunjal Parikh Marketing Manager



Barkha Shah Senior Engineer

Curiouser.ai - Rage Against Mediocrity

WHAT WE DO

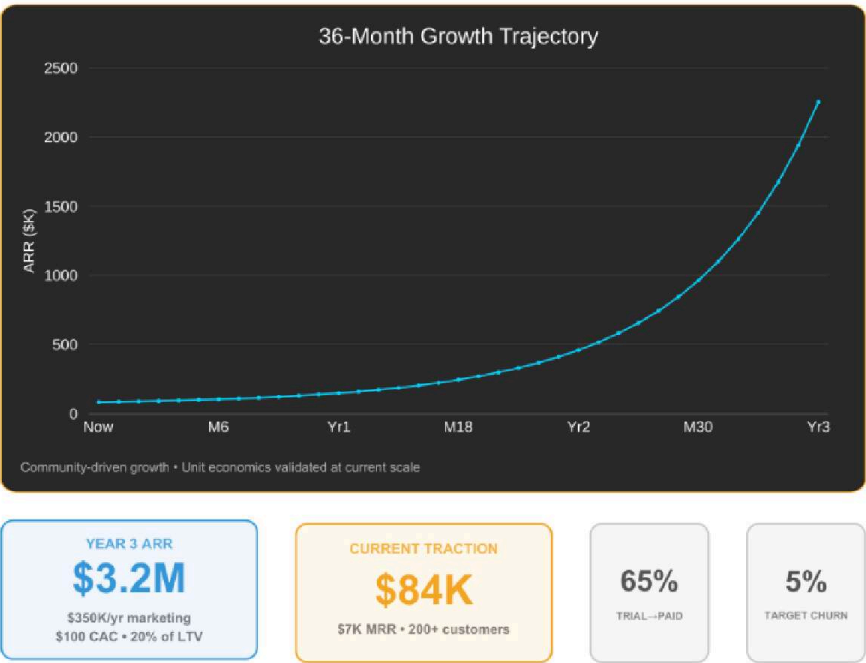
**ALICE IS THE FIRST REFLECTIVE AI
DESIGNED TO SUPPORT SMALL
BUSINESSES AS THEY GROW AND SCALE.**

- * Alice is an AI that asks you questions
- * While every other AI tries to think for you,
- * Alice helps you think better for yourself.

WHAT WE'VE ACCOMPLISHED SO FAR

- 60% Trial to paid subscription conversion
- 5k+ MRR
- 61% MRR Growth Rate
- 67K 6 month organic LinkedIn growth rate
- \$0 Marketing budget (CAC)

PROJECTED ARR



Future projections are not guaranteed.

\$0

Customer Acquisition Cost

THE GREAT WORKFORCE FRAGMENTATION

America is shifting from employment to entrepreneurship — not by choice, but by necessity.

99.9%+

Of all businesses are small to medium sized businesses

Source: U.S. Small Business Administration (Office of Advocacy)

20%

Americans plan on starting a business this year or next

Source: Global Entrepreneurship Monitor (GEM), Gallup surveys

1.2 M

People have been laid off so far this year

Source: Layoffs.fyi (primarily tech and knowledge workers)

10,000

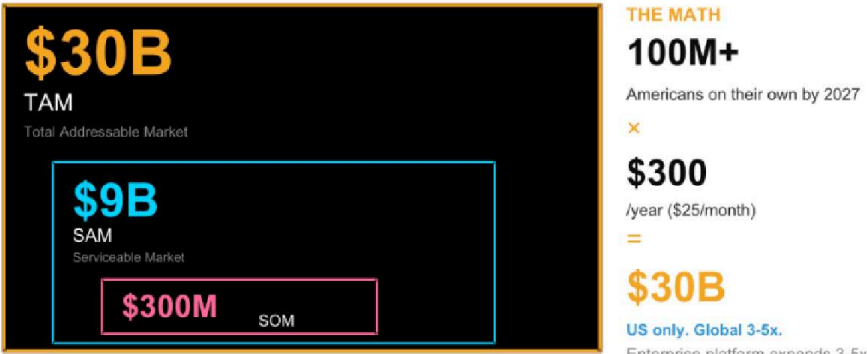
Boomers turn 65 every day

Source: Pew Research Center / U.S. Census Bureau

IT IS CONCEIVABLE THAT HALF OF ALL AMERICANS WILL BE ENTREPRENEURS BY 2029

THE OPPORTUNITY

\$30B+ underserved Entrepreneur market



They can't afford consultants. They CAN afford \$25/month.

THE SOLUTION

A single hub that guides founders from ideation to execution.



Why is all of humanity prompting AI, and no one is prompting us?

EVERYONE ELSE	ALICE
Thinks FOR you	Think WITH you
→ Automation	→ Augmentation
→ Replacement	→ Elevation
→ Dependency	→ Independence
→ Cognitive decline	→ Sharper thinking
→ 95% failure rate	→ Becoming more human
Makes you obsolete (or tries)	Makes you better.

HOW ALICE WORKS

YOU SHARE A CHALLENGE

"I'm thinking about raising prices but worried about losing customers."

ALICE ASKS BETTER QUESTIONS

"What evidence do you have? Have you tested? What's your margin?"

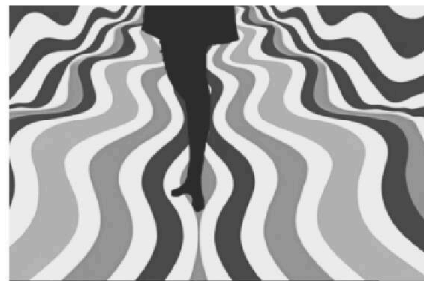


YOU DISCOVER YOUR OWN ANSWER

Through reflection, not instruction. You build strategic muscle.

ALICE CAPTURES THE INSIGHT

Your breakthrough becomes part of your strategic journal.



UPCOMING PRODUCT ENHANCEMENTS

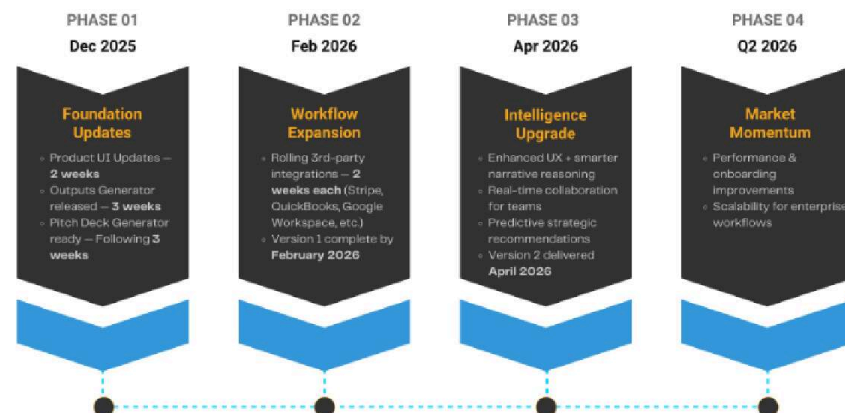
Experience + Intelligence

- ❖ **Interface Upgrade:** Cleaner, more intuitive design with visual graphs that provide users with a visual representation of the journey with Alice.
- ❖ **Starting Point Determination:** To identify each entrepreneur's current stage and personalize their starting point.
- ❖ **Outcome Artifacts:** Automatic creation of tangible deliverables, including story, pitch deck, and use-of-proceeds summary through conversation with Alice where Alice leads.
- ❖ **Execution Tracking:** Operational plan that connects strategy to execution, driving retention and continued engagement.

Infrastructure + Automation

- ❖ **Looking Glass Platform:** Real-time data integrations and dashboards for actionable insights, with Alice providing daily strategy guidance.
- ❖ **Enhanced Conversations:** Improved dialogue flow and global contextual understanding for more intelligent interactions.
- ❖ **Self-Hosted Deployment:** Architecture designed for maximum security and privacy, allowing organizations to maintain full control over data and compliance.
- ❖ **Agentic Functional Execution:** Enable Alice to perform hands-on actions such as updating websites, managing CRM entries, and executing targeted sales outreach.

PRODUCT DEVELOPMENT ROADMAP

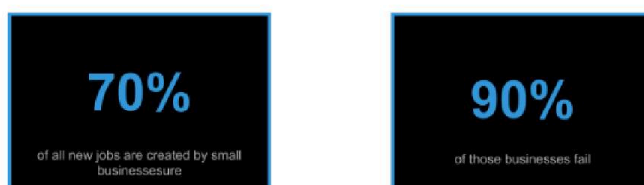


WE ARE CASHFLOW POSITIVE



PURPOSE

This isn't just about helping entrepreneurs. It's about the economy.



THE 10% THAT SUCCEED DRIVE MOST OF AMERICA'S JOB CREATION.

Every 1% we improve that number —

10% → 11% → 12%

— creates an estimated 500,000 new jobs.

THAT'S WHAT WE'RE BUILDING TOWARD.

The current AI landscape wasn't built to honor human intelligence. It's noisy, fragmented, and obsessed with automation over wisdom. Tools promise magic, but deliver confusion. Leaders are left with more dashboards, more tabs — and less clarity.

At **Curiouser.AI**, we're reimagining AI from first principles — designing it to think *with* you, not *for* you. Our AI thinking partner, **Alice™**, guides you through conversations that sharpen ideas, uncover assumptions, and lead to decisive action. The **Looking-Glass** platform orchestrates specialized AI agents across finance, HR, compliance, and marketing — uniting

strategy and execution into one seamless system. This is more than software — it's a values-first operating system for the age of AI.

Since launching in April 2025, we've grown to 150+ paying subscribers, and 2 enterprise pilots, with 50,000+ followers joining our journey in just four months — all with \$0 spent on marketing. Our team blends Harvard, Emory, and UC Berkeley expertise with decades in strategic transformation, M&A, and AI ethics. Together, we're building the intelligence layer that entrepreneurs and enterprises can trust to lead with clarity.

We believe the future belongs to the curious — to leaders who see AI not as a replacement, but as a partner in imagination, wisdom, and purposeful action.

Let's build that future — together.

-The Curiouser.AI Team

The Movement Is Growing, Join Us (Webinar)

<https://youtu.be/9pkwj4Qnuug>

Podcast/Media:

- Featured in AI Journal <https://aijourn.com/should-we-hire-ai-rather-than-implement-it/>
- Podcast "AI Won't Take Your Job"
<https://m.youtube.com/watch?v=zC-DGVRVg8w>
- Podcast "Rethinking AI & Agentics with Curiouser.ai"
<https://www.youtube.com/watch?v=0cp8cnYwyBA>
- Podcast <https://www.youtube.com/watch?v=SJOovm3gvv8>

