

EXECUTIVE SUMMARY FOR “ALLY” A.I. – By Dr. Alkistis Agio (info@alkistis.net)

ALLY: Your Happiness Coach in the palm of your hand. ALLY is A.I. – based **Mental Health Improvement app**, available 24/7 for talking and getting advice from a friendly, human-like ‘Happiness Coach’. **ALLY is the solution whenever you feel lonely, stressed, frustrated, angry, indecisive, or just need someone to boost your confidence.**

My VISION is to scale this app up from MVP to full App enjoyed by millions of people within five years.

The **TARGET MARKET(S)** are listed below, but it can be applied to many others including education and training:

B2C >General Public >Middle Aged professional women in Developed Countries who suffer from loneliness, stress, frustration, anger, indecision and lack of confidence. Ages 30-44

B2B >Companies>Medical or Wellness Clinics including: Surgery, Weight Loss, Detox, Old-People Homes, Rehab, Corporate Wellness Programs, Mental Health Clinics.

Our **COMPETITION** is mainly “impersonal bots” based on A.I. (Example: Chat GPT) as well as mental improvement health apps. (Example: WYSA,WOEBOT).

The ALLY **TEAM** starts Dr. Alkistis Agio who has been a leadership trainer & executive coach for over 25 years. She’s passionate about sharing practical tools and techniques that can empower people to overcome their bad habits and fears, in order to realize their potential, inner peace and happiness. That’s why she created this application to change millions of lives.

The proposed **CTO**, Raz Choudhury (<https://www.linkedin.com/in/razchoudhury>) can guide us. He can bring his team of software engineers from India. They have over 25 years of experience in building **successful companies**. Note: I am not bound by them if the investor wants me to work with another team.

We will also need to hire a good team of marketing experts

INCOME will be through B2B “Rebranding” contracts and B2C “Monthly Membership”

We are looking for an **INVESTMENT** of € 90,000-150,000