



Stratēgia
Data Sciences

Developing AI Solutions where it matters

Investment Pack

January 2025

Approved 18th October 2024
Seed Enterprise Investment Scheme (SEIS) and
Enterprise Investment Scheme (EIS) Advance
Assurance

WHO WE ARE



Strategia Data Sciences (SDS) was established in 2022 as a dedicated AI technology company to focus on supporting mental and social wellbeing for adults and children through developing confidence, building knowledge and providing ease of access.



We use Conversational AI to allow the user to chat to MyFriend whenever they want or need to, through speech and now through text



Aimed at providing ease of access through one portal to regularly used applications



To support and help build confidence, knowledge and accessibility

TODAY'S PROBLEM

Lack of older adult confidence in using technology



Leads to a lack of communication and social isolation



More expensive to buy goods and services



Reduced access to news and current information



Lack of access to entertainment and leisure activities

A study by Age UK found that almost half (46%) of people aged 65 and over were unable to navigate the internet 'safely' and complete the most fundamental online tasks. The study also found that 23% could not easily turn on a device and enter login information while 28% were unable to find and open different applications.

What are the challenges faced by older adults in using technology?

- Limited dexterity through medical conditions like arthritis, Parkinson's and other conditions affecting coordination
- Safety online and misuse of personal information
- General anxiety about lack of understanding of technology and the fear of making a mistake
- Vision impairment leading to difficulty in seeing small details and colour differentiation
- Feeling overwhelmed by the complexity of too much choice and information

Why is it a problem if an older person is not able to use technology confidently?

- Goods and services historically provided in person now moving online
- Cost discounts increasingly only being offered via online engagement (e.g. transport, insurance)
- Greater social interaction online with family and friends via social media, Zoom, Whats App etc
- Availability of information from news services and other data sources moving online
- Entertainment and community/ social activities being provided online

What does MyFriend have to offer



MyFriend - a simple, easy and intuitive way to access technology whilst addressing Social, Financial and Commercial exclusion

Setup is
easy and
straight
forward

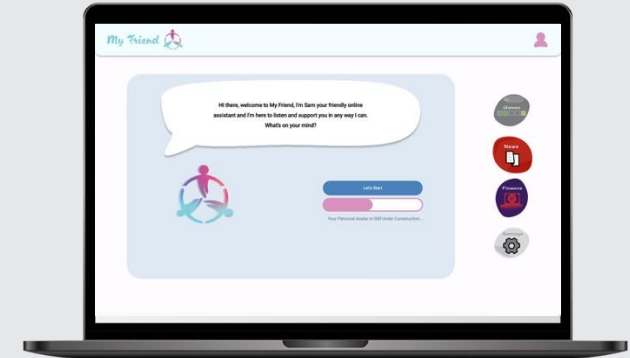
A simple registration, validation and subscription choice then provides the user with access

Customise
to setup
your
favourite
apps

Link your favourites weblinks as part of your setup providing everything you need in one trusted place

Chat to your
online
assistant

If the user wants some information, has a problem they want to solve or alternatively just wants to chat they can talk to any of our avatars who are always available to help.



Provide
help and
build
confidence

Using any capability on a regular basis gradually builds confidence.

My Friend is designed to grow with the user

User Feedback:

- *Yes I liked the suggestions made of how I could approach the problem I raised.*
- *Simplicity, level of conversation and insight is good. Very clever. I tried to ask for gambling tips to really test him and was impressed with how he managed it. Non-judgemental in responses too.*

What does MyFriend have to offer



MyFriend - a safe and assured product

Our assurance framework builds trust with our customers and their security is at the heart of our product development and service

Appropriate and transparent

We ensure that outputs are appropriate, not abusive or threatening, but supportive, helpful and knowledgeable

Chat to your online assistant fairly

Our avatars are not biased or opinionated and we take precautions to ensure our avatars do not introduce bad behaviour or make inappropriate suggestions or comments

Provide help and build confidence

We are totally committed to providing help and support to our user community in a transparent, honest and open manner

Support

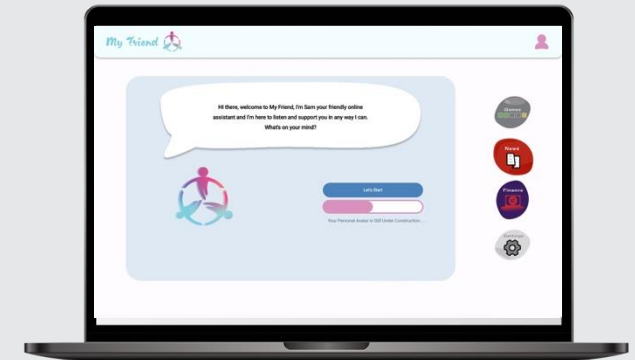
24/7/365 days a year, always there in a time of need or just to have a conversation

Safe, Secure & Robust

MyFriend will not have bad actors behaving badly!

Developed to provide the contextual support with the user's safety first and foremost

Built on a secure AWS Cloud Platform ensuring data security and privacy




User Feedback:

- I really like the concept, I also liked the fact that when I asked how he was he reminded me that he was actually AI so I was never going to mistake him as being a real person but he did show compassion. Answer a lot of my questions and I do think that he would be quite reassuring to some people*


Amy, Arthur & Sam – your virtual assistants




CHOOSE AVATAR

**Arthur**
Male Voice

Choose

**Amy**
Female Voice

Choose

**Sam**
Text Conversation

Chosen

VOICE SETTINGS

Speed of Speech

Very Slow Very Fast

Amy, Arthur and Sam are our virtual assistants offering help, support, comfort and information, additionally entertainment options or simply a friendly chat.

If in doubt reach out to Amy or Arthur, and you can choose who you want to talk to! They are both friendly and helpful and will surely become your best friend

You can also set the speed of their voice, slow if you are happy to pass the time chatting at a relaxed or slower pace, or if you are that bit younger and, in a hurry, you can speed the voice up! Its your choice

A new text only avatar Sam has recently been added for those that may be hard of hearing, deaf, have a speech impediment or would find a safe place where they don't want to or can't speak

User Feedback:

- I really liked the fact that Arthur understood when I said he was using my name too often that I didn't like the formality, and he adjusted his use of my name going forward. I thought that was really clever and showed a good understanding. I like the way that he looked back to previous things I said if I pulled him up on maybe not understanding me.*



- [illegible]

```
graph TD; UC[User Cases] --> CRL[Cross Referencing Layer]; UC --> MSR[Multi-Stage Retrieval]; CRL --> TL[Thematic Layer]; CRL --> CL[Contextual Layer]; MSR --> DL[Dynamic Layer]; TL --- CL --- DL; TL --- FKB[Foundation Knowledge Base]; CL --- FKB; DL --- FKB;
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The diagram illustrates the Retrieval-Augmented Generation (RAG) architecture. At the top, 'User Cases' branches into 'Cross Referencing Layer' and 'Multi-Stage Retrieval'. 'Cross Referencing Layer' further branches into 'Thematic Layer' and 'Contextual Layer'. 'Multi-Stage Retrieval' branches into 'Dynamic Layer'. 'Thematic Layer', 'Contextual Layer', and 'Dynamic Layer' are connected sequentially. All three layers ('Thematic Layer', 'Contextual Layer', and 'Dynamic Layer') feed into the 'Foundation Knowledge Base' at the bottom.

Advancing our technology is the next steps in our development journey using RAG – Retrieval Augmented Generation

This is an approach in natural language processing that combines retrieval-based and generation-based methods to improve the quality and relevance of the response

We are building a range of knowledge bases and layers in our approach to this – high quality useable data that improves the responses of our avatars

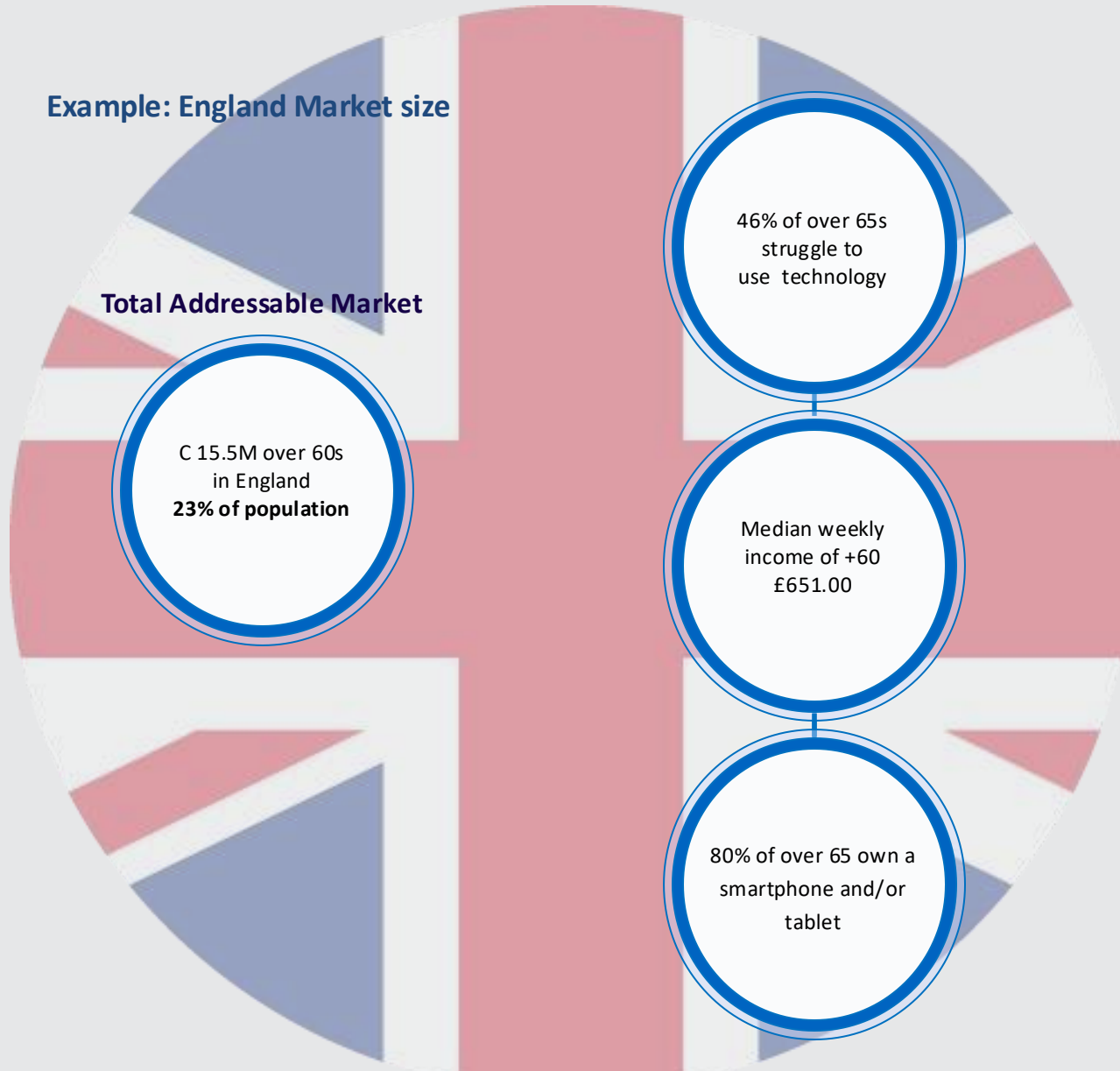
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MARKET POTENTIAL – adults in the UK over 60



Example: England Market size



Serviceable Obtainable Market

£4.6M*
ARR

55k Users



Year 3 target of 55,000 users per month on a SaaS model at £6.99 per month

*annual payments would attract a discount which is not costed in the above number

According to the Institute for Fiscal Studies - over-65s control more wealth between them than the under-45s

Market Position Analysis



My Friend creates integrated access across applications and services tailored to older adults

My Friend is designed to simplify access across online applications and services to enable adults who struggle or lack confidence with technology to access the online world easily and safely.

What makes us unique

1

An application that focusses on **simplicity, ease of use** and online safety to address the specific concerns of older adults

- Look and feel specifically catering to older adults to enable people who are not comfortable using technology to gain access and build confidence

2

The use of **conversational AI to provide information, help and companionship**

- Using advanced technologies around conversational AI, ML and generative AI
- User controllable 'listening' to address security concerns

3

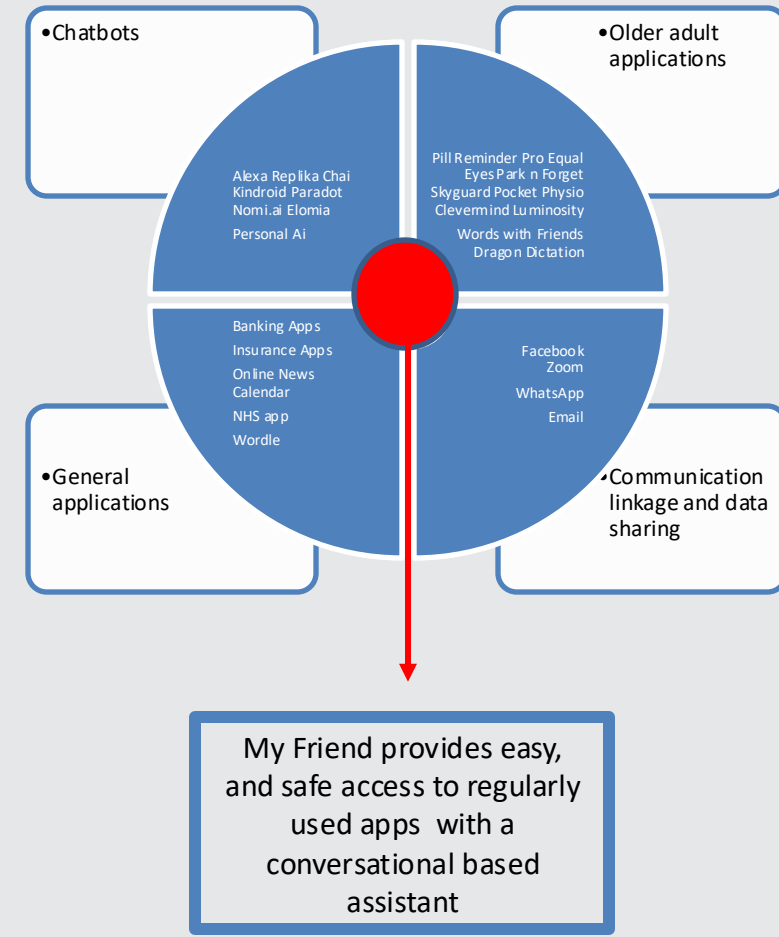
Provides connectivity to a **'trusted friend or carer'** to enable access and history of usage to be shared supporting safety and security concerns

4

Customizable home screen to show only those applications being regularly used by the customer reducing confusion and overwhelming choice

5

Advertisement free – reducing confusion and potential safety concerns



ROAD MAP



Traction

Approved 18/10/2024
SEIS/EIS Advanced Assurance

My Friend Development

MVP Complete
Dec '23

Initial My Friend development for child mental wellbeing completed to allow us to move to our testing phase

The MVP allowed us to validate the user case, and the connectivity to/from the LLM

My Friend Development

Testing Phase Complete
Jan –Feb '24

Initial alpha testing phase was internal where we validated the user case, determined the communication and sensitivity of the avatar

Avatar engages in a bi-directional conversation

We moved to Beta testing with the input from external individual users

Prepared for Pilot phase with schools

Running pilot at schools

My Friend for older adults

Development and testing
Phase Complete
Apr- Oct '24

My Friend for children product development paused to allow focus on our older adult product

Older adult product utilizes the core AI engine of child product with a re-engineered model and UI (User Interface) to address adult requirements

Initial pilot group identified to conduct Beta testing and validate market assumptions

Large scale testing 70+ people through October near completion – positive feedback received

My Friend for older adults

Nov '24 Onwards
Revenue Generation
Launch full product offering

Plan to continue with Testing Group users and look to start deployment to generate revenue from Nov '24 onwards.

Our approach will be:

1. Market to retirement community providers covering both retirement housing and those supplying integrated support capabilities
2. Raise brand awareness through key older adult organisations
3. Target older adult events and functions
4. Seek brand endorsements with key opinion makers/ influencers
5. Look at a broader range of target markets to approach (Military, Prison, Pro-Sport)

Application updates:

- Updated to use ChatGPT4o
- New voice engine and text-based avatar implemented

LEADERSHIP TEAM



Stephen Sharp - Chief Executive Officer & Founder

With a proven track record with 35+ years of experience in delivering large-scale and complex technology initiatives across a range of industry sectors, Stephen has global experience gained from working in the UK, USA, Russia, South Africa, Australia and the Far East.

Stephen built and then sold his first venture into software development back in 1988 – this company developed software designed using 4GL databases and programming languages such as Pascal, C++ and a range of innovative solutions for the time.



Angela Heward - Chief Risk & Operating Officer

Angela has 30+ years of major program delivery experience in a variety of senior risk, technology, operations and change management positions with a proven track record of leadership, client management, relationship building and delivery, as well as building strategic regulatory and compliance processes to ensure future sustainability and compliance across varying sectors.



Andrew Sacks - Chief Financial Officer

Andrew is a Fellow of the Institute of Chartered Accountants For the last 20 years, Andrew has enjoyed a successful professional career in the corporate sector.

Over the last 20 years Andrew has been involved in a diverse range of advice to businesses that includes strategic advice, cost restructuring, contractual issues as well as a range of financing issues from refinancing and injection of new finance into the business.



Glenn Canterford - Chief Educational Advisor

Glenn has more than 30 years' experience working in international education. He has held positions of responsibility globally. His most recent post was as Principal of The Sultan's School in Oman.

Glenn was awarded a Doctorate in Education by the University of Bath in 2009 and his work on Segmented Labour Markets in International Schools has been cited on numerous occasions.



Omer Aslam- Chief Technology Officer

Omer is a seasoned CTO and distinguished technology leader with over 15 years of experience in designing and architecting robust, highly available, and intelligent systems. Omer's skills encompass complex software solution development, strategic direction, software architecture, and successful implementation.

Throughout his career, Omer has held influential leadership roles in tech companies globally and is well-positioned to drive success in our organisation and shape the future of our product technological landscape.



Sally Lee - Sales

Sally has a combined skill set of IT sales and Education. Sales experience working in distribution and at a manufacturing level.

More recently Sally had been working in Education. Retraining to work in Pastoral care and understanding the importance and growing needs of Children and their Families in this demanding climate.



Liz Whiu – Customer Experience & Branding

Liz has 30+ years' experience in strategy, branding and customer experience working with start-ups and global organisations alike spanning finance, hospitality, aviation, property, health care and education sectors.



Paul Parker - Ambassador

Former player for Manchester United with whom he won two Premier League titles, an FA Cup, League Cup and the Charity Shield. He also played in the topflight with QPR and Chelsea, he retired from playing in 1997 having played 19 times for England as well as playing in the 1990 World Cup. Paul is now a TV sports pundit.

Paul will help us to promote and market "My Friend" through his wide range of sporting connections across the sports industry, notably in Football, where mental health is a growing concern



Ian Rae – Strategic Advisor

Ian brings over 35 years of experience in financial services. He has held CxO roles including CIO for ANZ and RBS in Asia Pacific.

Ian has a great understanding of how to get things done in large organisations and in working up to Board level.

BUSINESS MODEL



B2B2C SaaS model

- A Monthly or Annual payment option price point at £6.99 per month, with discounts if paid annually (12 months priced at 10 - £69.90)
- Paid option whether monthly or annual provides all aspects of the product
- Potential for white labelling
 - Military/Veterans
 - Professional Sports Clubs & Player Associations
 - Sheltered Housing
 - Corporate ESG
 - Prison Service



INVESTMENT PROPOSAL



Approved 18/10/2024

Seed Enterprise Investment Scheme (SEIS) and Enterprise Investment Scheme (EIS) Advance Assurance

The Ask is for an equity investment of **£150,000** for an 12% holding

Pre-funding valuation c.GBP1.25m

3-Year Forecast

Summary of 3-year financials	Year One '24	Year Two '25	Year Three '26
Monthly Subscriptions	0	18,750	42,750
Turnover	£0	£711,233	£2,633,190



EIS/SEIS application has been submitted for Advanced Assurance approval to HMRC



Has been bootstrap funded for the development costs and operating costs to date



The cashflows produced for the first three years supports the £250,000 maximum SEIS investment

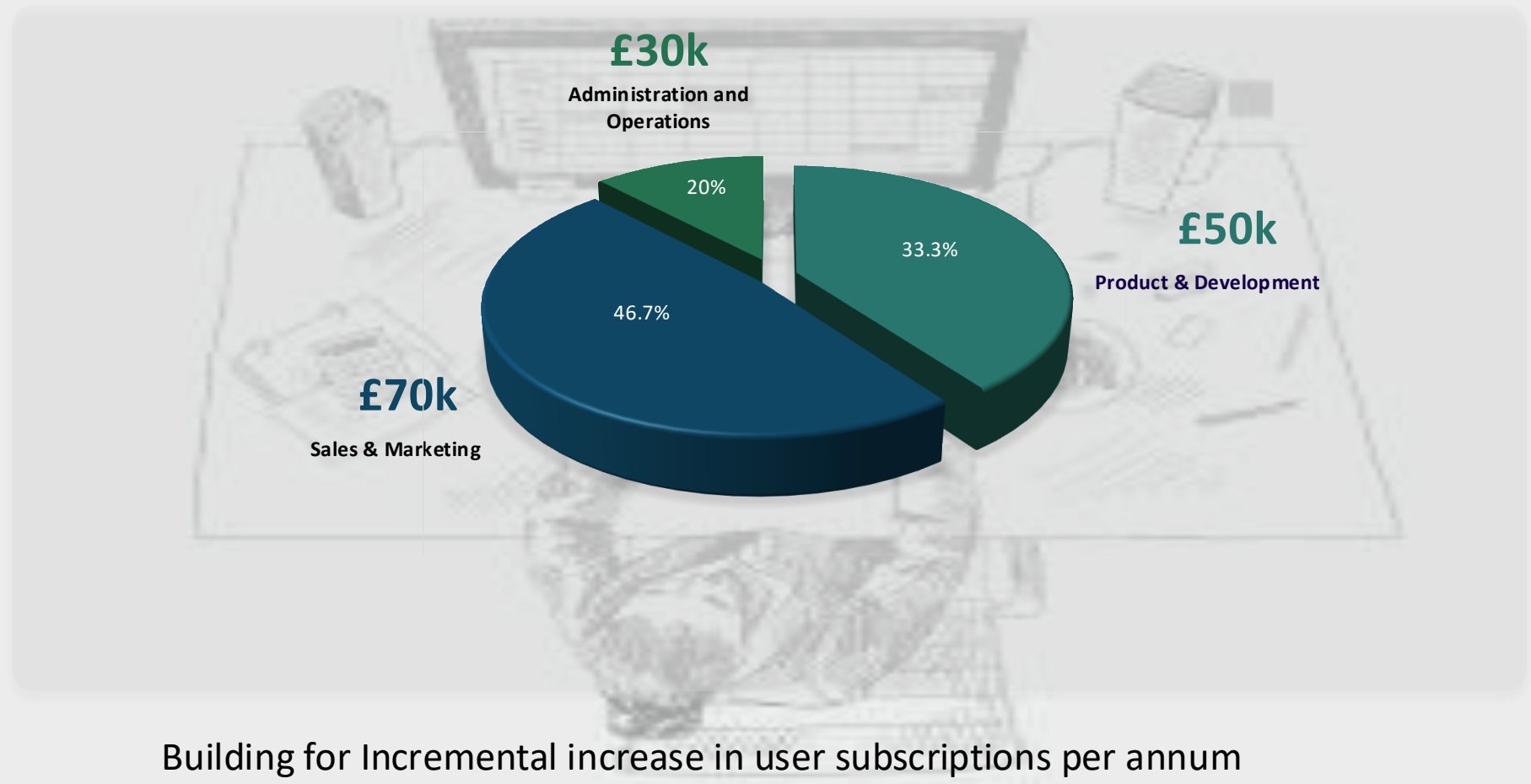


Current health/ED Tech multiplier based on growth and profitability

USE OF FUNDS



The Pre-Seed Fundraise allows us to ramp up our Sales & Marketing, build on our Research & Development and enhance our administration as we got to launch



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