

From: [REDACTED]
To: J <jeevacation@gmail.com>
Subject: Re: Startup Ahura AI - due diligence
Date: Fri, 05 Apr 2019 22:49:46 +0000

why do you say so ? Just had a long call with the team again.

Can we call with them with you ? did you understand the product ?

My concern is that the team are not PHDs in AI. They seem not to be a fit for what they try to build. They got into two accelerators, Singularity University Incubator and Techstars. Brya Talebi is an impressive networker - got invited and attended Richard Branson's island retreat, became friends with many masters of the world.

They have two products:

- 1) plug in to help you bring your attention back to material you are learning when you get distracted
- 2) education courses for corporations to retrain their workers (those who will loose jobs in 10-20 years, fast food operators, truck drivers, uber drivers). These courses focus on subjects such as social media marketing, coding, psychology - they figured these courses will prepare people who will loose job to change careers.

From: J <jeevacation@gmail.com>
Sent: Friday, April 5, 2019 15:31
To: [REDACTED]
Subject: Re: Startup Ahura AI - due diligence

silly

On Fri, Apr 5, 2019 at 12:56 PM [REDACTED] > wrote:

Hi Jeffrey,

Greetings from SF. I am doing DD on [Ahura AI](#) to invest 25K-50K as an angel (SAFE, 5 mln valuation). Do you think you could take a look at this startup and share your thoughts ?

Ahura AI uses Artificial Intelligence to personalize eLearning. It first reads students' facial expressions, tone of voice and heart rate to calculate engagement. Then, it alters content real-time as their engagement level fluctuates. Such improvements offer returns on costs like corporate trainings, which are incredibly time and resource draining. Attached is the deck of Ahura AI and here is a [screening memo](#) that I did.

Demo of the technology.

<https://addons.mozilla.org/en-US/firefox/addon/ahura-ai-study-sprints/>
<https://chrome.google.com/webstore/detail/ahura-ai-study-sprints/kmmkkleiplbglecghdpakhahncllponk>

[Bio of the founding team members](#)

Would you be interested to have a call with me and the founders to ask them right questions ?

They gave me until 7 April to make up my mind for a friends and family round. They raise 3M, 10M valuation afterwards.

Thank you and see you in NY mid April.

| [REDACTED]

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JEE

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