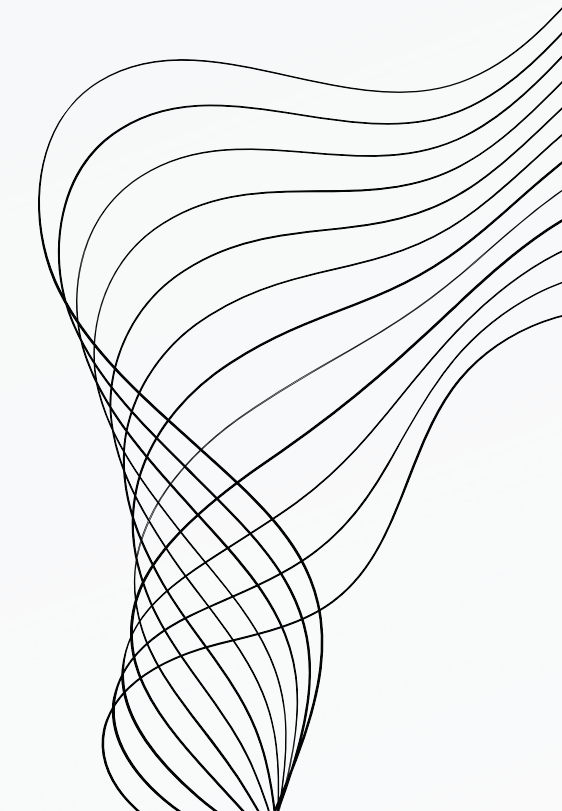# INTENTION
# ENGINE

**EMPOWERING USERS TO SET THEIR INTENTIONS THROUGH EMPATHETIC CONVERSATION**

Powered by Autonomous Agents
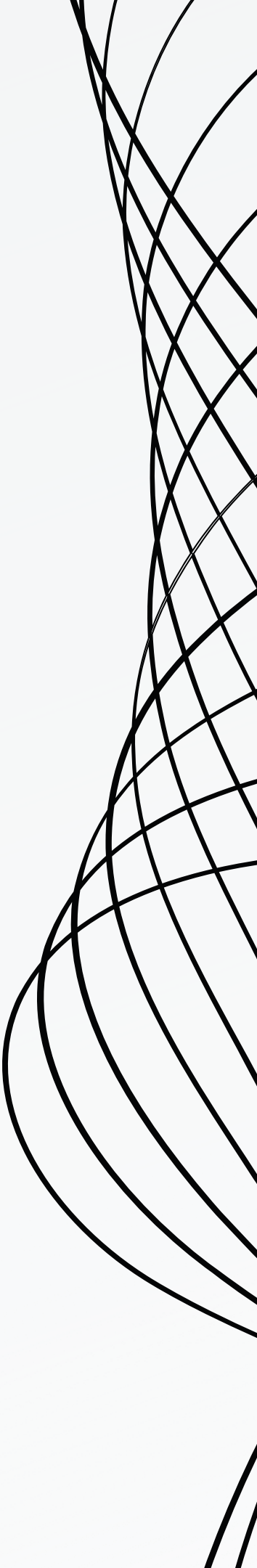
"

IN A WORLD WHERE WE WILL BE ABLE TO OPTIMIZE FOR ANYTHING,

**THE INTENTION - OR WHAT TO OPTIMIZE FOR IS EVERYTHING** „

# CONTENT

# TEAM
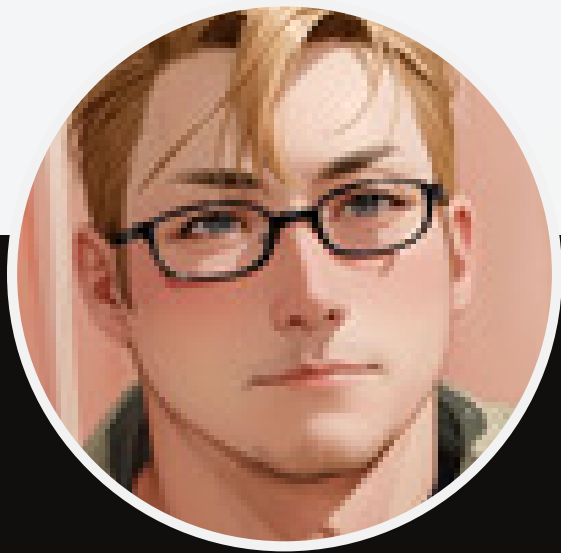
**Jay**

Chatbot, Autonomous Agent, Vector DB

**Will**

Personalization, Vector DB, Engineering

**Evan**

Product, Prompt-Engineering, UX/UI

# PROBLEM

THE FOUNDATION SUPPORTING BIG-DATA AND ADVERTISING IS ERODING DUE TO **INCREASING GLOBAL REGULATIONS ON TRACKING AND SHARING OF USER DATA**

- BUSINESSES' ABILITY TO PROVIDE VALUABLE PERSONALIZED EXPERIENCES ARE DIMINISHED
- USERS FACE A DILEMMA: **FOREGO PERSONALIZED EXPERIENCES** OR BE SUBJECTED TO **A FLAWED ENGAGEMENT MODEL** DRIVEN BY GROWTH HACKING, LEADING TO **MISALIGNED INTENTIONS AND SOCIETAL EXTERNALITIES**

PROBLEM — NEED — SOLUTION — INTENTION ENGINE
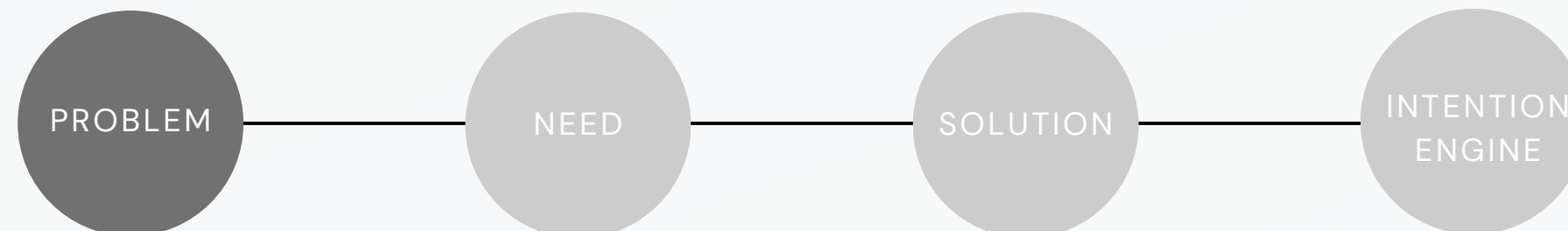
# USERS NEED...

**A DIGITAL PLATFORM**

THAT PRIORITIZES **GENUINE, USER-CENTRIC EXPERIENCES** OVER MERE ENGAGEMENT METRICS, **ENSURING CONTENT RELEVANCE**

WITHOUT COMPROMISING **PRIVACY, TRUST, OR WELL-BEING.**

PROBLEM — NEED — SOLUTION — INTENTION ENGINE
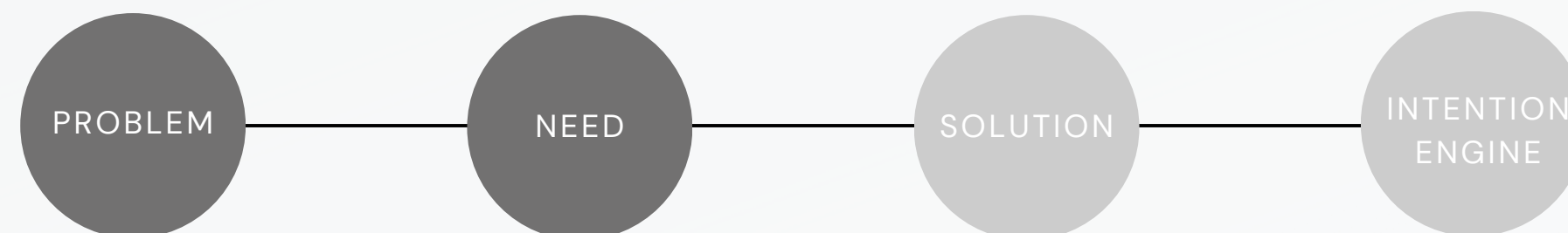
# THE SOLUTION

TO BE USER-CENTRIC WOULD MEAN PERSONALIZING FROM USER INTENTIONS:

- THE EXPERIENCES THEY WANT
- THE GOALS AND INTERESTS THEY HAVE
- THE MOTIVATION AND RATIONALE BEHIND IT

SCALABLY IMPOSSIBLE UNTIL.....

**THE CREATION OF AN AI AGENT THAT CAN ACCURATELY REPRESENT THE COMPLEXITIES OF USER INTENTION THROUGH NATURAL CONVERSATION**

PROBLEM —— NEED —— SOLUTION —— INTENTION ENGINE

# INTENTION ENGINE

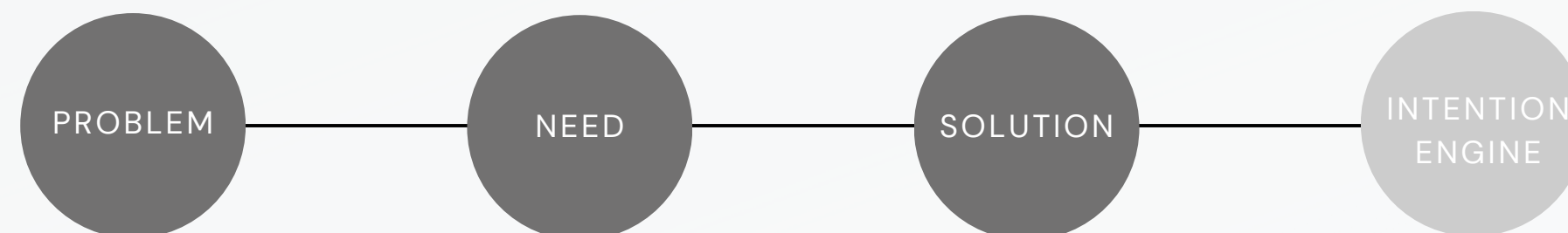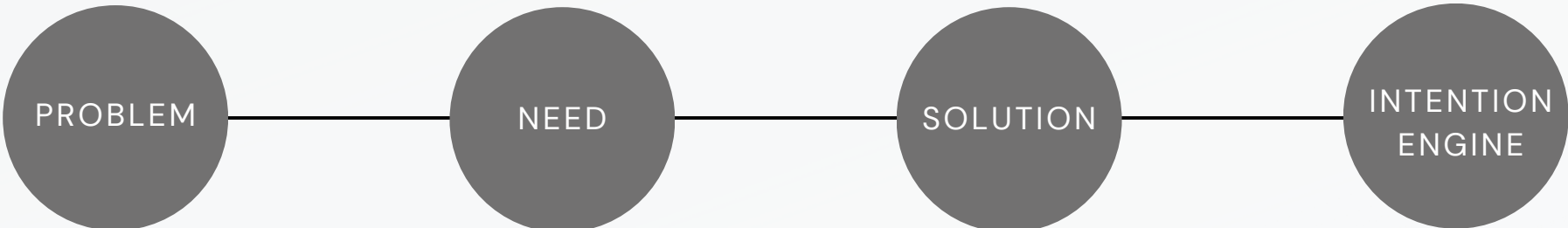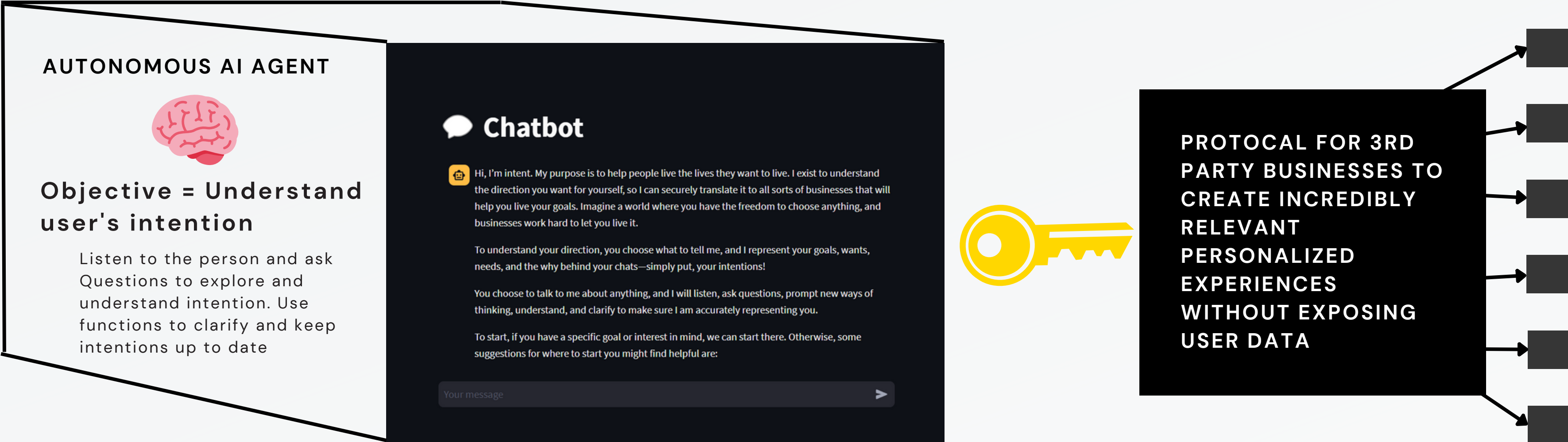## AUTONOMOUS AI AGENT

### Objective = Understand user's intention

Listen to the person and ask Questions to explore and understand intention. Use functions to clarify and keep intentions up to date

💬 **Chatbot**

🤖 Hi, I'm intent. My purpose is to help people live the lives they want to live. I exist to understand the direction you want for yourself, so I can securely translate it to all sorts of businesses that will help you live your goals. Imagine a world where you have the freedom to choose anything, and businesses work hard to let you live it.

To understand your direction, you choose what to tell me, and I represent your goals, wants, needs, and the why behind your chats—simply put, your intentions!

You choose to talk to me about anything, and I will listen, ask questions, prompt new ways of thinking, understand, and clarify to make sure I am accurately representing you.

To start, if you have a specific goal or interest in mind, we can start there. Otherwise, some suggestions for where to start you might find helpful are:

Your message ➤

**PROTOCAL FOR 3RD PARTY BUSINESSES TO CREATE INCREDIBLY RELEVANT PERSONALIZED EXPERIENCES WITHOUT EXPOSING USER DATA**

PROBLEM — NEED — SOLUTION — INTENTION ENGINE

# MARKET SIZE

GLOBAL DIGITAL ADVERTIZING IS A $531BN A YEAR BUSINESS, PROJECTED TO GROW 13% PER YEAR TO$1.5TN BY 2030

THERE ARE ~950K TRADITIONAL ETAILERS IN THE US

OF THESE, >500K ARE SMALLER AND HAVE LIMITED FIRST-PARTY DATA TO PERSONALIZE USER EXPERIENCE

# REVENUE STREAM

WE WOULD TARGET SMALLER (<500k-TH LARGEST) E-TAILERS, CHARGING A FEE FOR USAGE CORRESPONDING TO 5% OF ESTIMATED CLV IMPROVEMENT

USERS OF THE BOT PAY NOTHING, BUT ARE INCENTIVIZED TO CHAT WITH THE BOT DUE TO DISCOUNT OFFERINGS FROM PARTICIPATING E-TAILERS

# WORKING DEMO

## Intention Engine (the business & technology)

**How the bot is an Autonomous Agent**

Methodology & Summary

Purpose Summary
• 100 words telling it is an intention engine and explaining what that means

Instructions Summary
• Skill tree for question types, protocols for when to use, and protocols for how frame them.
• Personality that is empathetic, responsible, neutral and avoids assumptions
• Success Criteria was given so it could always evaluate how well it was doing and I would say it got better in a isolated chat. This feature significantly increased the agents ability to give reports and work with the update function

In addition to the systems prompt sent to OpenAI, the code passed the prompt as a user to make its behavior more consistant

Example of Autonomous Functions

The agent looks at timestamps to be able to prompt the user after say a week to clarify if it's understanding still aligns with your current intentions. It prompts the user to engage through telegram

**"Intention Engine"**
Determines optimal next prompt given state of vector db/ user network AND system prompt

Tech Stack

OpenAI GPT - 4

prompt

User Response

**User Start Chatbot UI**

Tech Stack
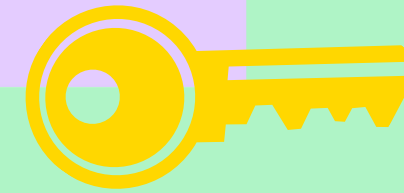
Streamlit

**OpenAI Embeddings**

**Vector DB (User info)**

Tech Stack

Weaviate

"User conversations with the autonomous agent are vectorized and stored in unique indexes based on their user"

**Rest API**

## Smart Shop (3rd Party)

**Vector DB Product catalog and info**

Tech Stack

Weaviate

**OpenAI Embeddings**

3D Semantic Feature Space

**Rest API**

Tech Stack

Flask

• Similarity Searching
• Filtering and sorting product catalog for unique user index

**Ecom UI**

Tech Stack

React

User

"The 3rd party (smart shop in this case) stores products data in the vector database using OpenAIs embedding model for similarity searches"