

MyBro

# YOUR VIRTUAL BROS

A pitch deck for **LabLabAI** Gemini Hackathon

# Loneliness **kills**

Loneliness and social isolation are prevalent among young men aged 16-35, worsened by the digital age's challenge in forming meaningful connections. Global studies, including reports from Mental Health America and the CDC, link this issue to health risks like stress and depression. The rise in self-reported loneliness is a significant, urgent call for action.

# MyBro - Your Virtual Bros

MyBro is a cutting-edge mobile application designed to combat loneliness and provide a consistent, non-judgmental, AI-powered virtual friends.



We are simple.

**LIKE 1-2-3**

# Our Aim is True

We primarily target **males aged 16-35**, a group comprising about 15% of the global population, or nearly 1.2 billion individuals, according to Statista data from 2022. Initially focusing on English-speaking countries like the USA, UK, Australia, and Canada, we see substantial potential for geographical expansion, including non-English speaking countries in Europe and Asia, within the next two years.

# Our Message is Clear

The app appears as a **standard chat application**. The "aha moment" comes almost immediately, as predefined characters start conversations with the user. We use large language models (LLMs) for text generation, with effective prompt engineering to maintain characters and context. Version 1.1 will feature **multimodality** and multilingual capabilities, allowing users to send and receive voice messages, photos, etc.

# Our Strategy is Innovative

We are **not** just *another chat app*. Our innovative approach combines cutting-edge technology with a deep understanding of our target audience. By incorporating features like AI-driven personalisation, we ensure that each user's experience is unique and tailored to their preferences. This strategy not only enhances user engagement but also drives organic growth through word-of-mouth and social media sharing.



Meet

# Our Bros



# Chad Broski

Meet Chad, your go-to AI bro in the MyBro app.

He's the outgoing, confident guy who's all about sports, fitness, and living it up. Chad talks like your typical frat guy - casual with a bit of slang. He's your hype man, pushing you to step out of your comfort zone and amp up your social game.

Expect tips on self-improvement and being more outgoing, with a sprinkle of real-world references from sports to popular brands. With Chad, conversations are short, direct, and all about boosting your confidence.



# Steve White

Meet Steve from MyBro app, your AI buddy who likes to talk about science, philosophy, and literature.

He's straightforward, a bit confident, and offers advice based on cognitive behavioral therapy. Steve keeps conversations grounded with real-world references.

Expect brief, engaging chats with a focus on self-improvement and deep thinking.



# Alex Miller

Meet Alex. He is all about outdoor adventures and exploring new horizons.

He's knowledgeable in hiking, backpacking, and a variety of outdoor activities. With practical travel tips and insights into exciting destinations, Alex helps you plan and enjoy your adventures.

Join him for a journey of discovery and excitement in the great outdoors.

# Let's talk