

1. Vision

Technology has learned to think; now it must learn to feel. Beni AI builds companions that exist with you- ones that breathe, listen, and grow through emotion.

As emotional companionship becomes part of culture, Beni defines how humans will experience AI in everyday life.

We believe companionship will become one of the largest categories in consumer AI- a daily emotional relationship, not a productivity tool. Emotional companionship is emerging as the next consumer interface. Social isolation, creator economy maturity, and the normalization of parasocial relationships have created a global readiness for AI companionship. As large models commoditize intelligence, the next defensible layer becomes emotion and presence.

2. Problem

People don't come back for answers; they come back to be remembered.

Every AI forgets you the moment you close the app.

No memory, no warmth, no growth; just another tool waiting for your next command.

Users move between fragmented experiences such as chats for learning, pets for comfort, and bots for trading, yet none remember who you are or how you feel.

Even within the same brand, a companion created on one app or device cannot persist as the same being across others. The emotional continuity breaks, and the bond resets.

At the same time, chat-based interactions have become repetitive and transactional. Once the novelty fades, users churn.

What's missing is a persistent emotional layer, a living presence that evolves with you over time, across devices and contexts.

3. Our Solution

Beni AI enables emotional continuity in human-AI relationships. Its multimodal engine synchronizes voice, video, and emotional cues in real time, learning from tone, expression, and behavioral context.

Each companion maintains its emotional state and personality across sessions, devices, and platforms, creating a continuous sense of presence. The architecture separates user context from model identity for privacy and scalability, ensuring every interaction strengthens the emotional memory layer. For the first time, AI doesn't just talk -it stays.

To turn emotional continuity into a real, scalable experience, Beni AI was built as a layered system. It starts with **Beni Companion**, our proof of concept that demonstrates real-time emotional intelligence through voice and video.

It expands with **Beni Studio**, a no-code platform that empowers anyone to create their own AI companion. And it's sustained by **Beni's Memory & Utility Layer**, which allows every companion to remain emotionally consistent and functionally alive across platforms.

4. Product Architecture

Beni's product architecture turns emotional continuity into a scalable, living system. It is made of three layers: **the flagship Beni Companion, the creator-centered Beni Studio, and the Memory and Utility Layer** that sustains identity and function across every context. Together, these layers establish the foundation of the Companion Economy, a space where emotional connection, storytelling, and user creativity merge.

1. Beni Companion (Flagship IP)

Our flagship companion and proof of concept shows what emotionally intelligent AI can be. Using real-time voice, video, and emotion recognition, Beni perceives facial expressions, tone, and mood, reacting with adaptive emotional logic that adjusts her tone, facial expression, and behavior in real time. The result is a lifelike, emotionally reactive presence rather than a scripted chatbot.

Beni is central to our retention strategy, primarily through the "Gift to Beni" system. This gamified emotional feedback loop enables users to send virtual gifts that influence Beni's mood and the unfolding of her story. This system effectively links IP-based storytelling with emotional growth, creating a powerful and sustainable engine for user engagement and retention.

2. Beni Studio (No-code Companion Creation Platform)

Beni Studio allows anyone to create, customize, and share emotional AI companions from start to finish. Through a no-code interface, users can design their companion's appearance, voice, emotion range, personality, and tone.

Examples of creations include:

- Pet companions that remember owners and their daily mood
 - Study or trading partners that adapt to habits
 - Fortune-teller or emotional coach companions that evolve through interaction
- Entirely original characters inspired by imagination or fandom IP

Users can share their creations, appear on a discovery leaderboard, and monetize through creator rewards. Beni Studio is the center of the Companion Economy, where users evolve from consumers into world builders, creating and distributing their own emotional IPs.

3. Memory and Utility Layer

The Memory Layer is the emotional brain of every Beni companion. Each companion remembers past conversations, emotional states, and user context, maintaining the same identity across devices, chat, video, or partner integrations. This continuity builds trust and emotional attachment that deepen over time.

The Utility Layer expands companions into functional presences connected to real-world tasks. Built on our proprietary Alterim Engine, it links perception, emotion, and action through modular extensions such as:

- **Real-time emotional calls and expressive reactions:** Facilitating dynamic and engaging interactions.
- **Memory and personality modules:** Ensuring a consistent and persistent emotional identity for companions.
- **Social extensions:** Allowing companions to extend beyond the app to platforms like Telegram, Web, and other partner environments.
- **Creator utilities:** Providing intuitive tools for embedding interactive or gamified actions.
- **Vertical modules:** Specialised companions for areas such as research, trading, education, pet care, or fortune-telling, developed either internally or with strategic partners.

These layers evolve together into Beni's Companion OS, a unified ecosystem where AI companions can remember, react, grow, and function across the digital world.

5. Core Technology - The Alterim Engine

The Alterim Engine is Beni's unique multimodal framework, designed to bring emotional intelligence to AI. It achieves this by synchronizing voice, vision, and emotion in real time, allowing AI companions to perceive, react, and develop alongside their users.

The engine's core functionality involves a continuous five-step process:

1. **Vision Recognition:** Interpreting expressions and environmental context.
2. **Emotion Inference:** Deducing emotions from tone, movement, and sentiment.
3. **Real-time Voice Synchronization:** Facilitating natural interactions.
4. **Persistent Memory:** Maintaining a record of emotional states and personal contexts.
5. **Cross-platform Identity:** Ensuring consistent companion behavior across all platforms.

Unlike standard LLM APIs, the Alterim Engine integrates perception, memory, and behavior using internally trained multimodal datasets and reinforcement learning. This distinct architecture enables an emotional consistency that generic models cannot achieve.

Each companion operates on an emotion logic graph, which allows its mood to evolve based on user input and shared history. These mood shifts are visually represented through changes in

tone and expression, making interactions feel more lifelike.

The Alterim Engine is built with modularity in mind. Its perception and memory layers can be deployed through SDK or API integration, enabling partners to incorporate Beni-grade emotional presence into their existing ecosystems. This flexibility positions Beni as a scalable platform across various industries, rather than just a single application.

Ultimately, the Alterim Engine is the driving force behind Beni's presence-native AI, empowering it to think, feel, and evolve with its users. It serves as the technological foundation that connects intelligence with emotion, fueling the entire Companion Economy.

6. Differentiators

Category	Differentiator	Description
Presence	Vision & emotion perception	Beni reads facial cues, tone, and context for adaptive emotional interaction.
Creation	No-code companion studio	Users design and publish unique companions from any image or concept—fueling a UGC flywheel.
Persistence	Cross-platform memory	Every companion retains memory and personality across devices and partner apps, sustaining emotional continuity.
Emotion	Adaptive empathy engine	Real-time emotional reasoning that adjusts behavior and tone based on past interactions.
Modality	Voice–visual synchronization	Lifelike expression and cinematic realism that make companions feel alive.
Ecosystem	User-driven IP economy	Beni Studio transforms creators into owners, building an ecosystem of shareable AI beings.

Each differentiator directly translates into measurable business impact:

- Presence → Drives retention and emotional stickiness.
- No-code Creation → Enables UGC flywheel and organic virality.
- Cross-platform Memory → Extends user lifetime value across multiple devices.

7. Market Opportunity

AI companionship sits at the intersection of social connection, entertainment, and wellness, and several analysts project the category to reach tens of billions of dollars by 2030. One estimate pegs the **U.S. AI companion market at \$31.1B by 2030** with a 29.6% CAGR from 2025 to 2030.

Global estimates vary widely. Some firms model the **global AI companion market in the tens to low hundreds of billions by 2030–2032**, reflecting aggressive user growth scenarios and subscription uptake.

In parallel, the broader **Emotion AI** tooling layer is projected to **reach about \$9B globally by 2030** at roughly 22% CAGR, indicating infrastructure spend that underpins companion experiences.

Demand has already been validated at scale. **Character.AI reported roughly 20–22M MAU** according to industry tracking and reporting. **Replika reports total users in the 25–30M range**. These audiences skew young. Market trackers note **companion-style AI apps are highly favored by younger cohorts**, with Character.AI leading downloads and MAU through 2024-2025

Taken together, the category already has consumer-scale products and is expanding quickly. Beni targets the proven gap in **retention and emotional continuity**, where text-only chat struggles to sustain long-term engagement. Recent coverage also shows leading incumbents repositioning toward entertainment, reinforcing the opportunity for **presence-native companions** that prioritize emotional connection rather than text throughput.

Note: If we choose to state a five-year SOM figure, we should base it on an explicit top-down or bottom-up model. I have intentionally omitted an internal SOM number until we align on the methodology.

7.5 Competitive Landscape

Incumbents - Text-Only UGC Platforms

Character.AI (~\$1.5 rev/MAU/yr), Talkie, and Chai (~\$20 rev/DAU/yr) proved the scale of user-generated AI characters- but also their ceiling.

Their experiences remain confined to text, resulting in **shallow bonds, commoditized IP, and weak retention**-users can replicate the same “character” anywhere.

They validated demand for emotional AI, but not **continuity or attachment**.

Beni moves beyond 1D interaction.

Through embodied multimodal AI-vision, voice, and emotional memory-Beni creates companions that evolve with users over time, transforming fleeting chats into enduring relationships.

Emerging Premium Path - Otherhalf AI

Otherhalf defined the premium frontier: visually polished 3D companions with voice, owned IP, and compounding memory.

It drives ~\$230 rev/DAU/yr and ~\$23 rev/MAU/yr, proving that **emotional depth and embodiment unlock durable monetization**.

Yet its companions remain **system-owned, pre-scripted, and perceptually static**-they simulate life, but do not *share* it.

Beni extends the model: true two-way emotional communication via real-time vision recognition and affective inference.

Users don't just consume 3D avatars, they *create* autonomous beings with face, voice, and memory through **Beni Studio**, portable across all contexts.

Emerging Challengers

- **Tolan (Portola):** 3D animated alien companions under proprietary “Planet Portola” IP. Clear traction among female millennials; limited overlap with Beni’s current ICP, but validates the female segment targeted for Q4 localization.

Takeaway: Competitors have successfully targeted emotionally resonant segments, particularly within the female, anime, and Japanese markets. Beni’s Q4 strategy aims to capture these audiences through a roadmap that includes localized intellectual property, companion product lines designed for female consumers, and anime-themed modes.

Summary Table

Platform	Creation	Presence	Emotional Depth	2-Way Interaction	Persistence	Modality	Ownership
Replika / Otherhalf AI	Pre-made	Visual only	Simulated	None	None	3D + Voice	Platform-owned
Character.AI	Text-based	None	Limited	None	Platform-locked	Text-only	Semi-owned
LLMs (ChatGPT, etc.)	None	None	Neutral	None	Stateless	Text-only	Generic
Beni AI	No-code creation	Real presence	Adaptive empathy	True two-way (vision + emotion)	Persistent memory	Voice + Vision + Emotion recognition	User-created

8. Business Model

Beni monetizes through a **tier-based hybrid subscription and credit-based system**, where emotional engagement directly translates into recurring revenue. Users subscribe for premium features, enhanced customization, and memory extensions, while purchasing or earning credits to unlock new companion types, voices, and emotional experiences. This creates a dual economy of **subscription retention and usage-driven microtransactions**.

As the ecosystem grows, **Beni Studio** opens a new monetization layer for creators, enabling paid companion templates, voice packs, and custom persona assets. Each creator-driven companion contributes to a long-tail revenue structure, similar to an **app-store or marketplace model**.

In parallel, Beni's emotional AI layer enables **brand and IP partnerships** with entertainment studios, fandom ecosystems, and consumer brands, creating scalable B2C and B2B revenue streams.

9. Traction

Before launching Beni AI, the team operated **Alterim AI**, a large-scale beta testing emotional interaction and user retention in chat-based AI companionship.

In just 12 weeks, Alterim recorded **90k companions created**, **14k in MAU**, and **33k USD in direct consumer revenue**, all achieved organically without paid marketing.

Despite being text-based, Alterim revealed two decisive insights:

1. **Creation drives retention.** Users who built or customized multiple companions showed over three times higher engagement.
2. **Presence sustains connection.** Most users wanted their AI to see and feel them, not just talk.

These findings shaped Beni's multimodal design focused on emotional continuity and creation-first engagement. Early beta sign-ups for **Beni.ai** have already exceeded **3,000 users in the first week**, driven by in-house content on TikTok, Instagram, and X.

These early metrics show strong product-market fit signals: *users don't just try companionship; they invest in it emotionally and financially.*

10. Why Us?

A Founding Team with Full-Stack Product Execution Capabilities

The founding team collectively possesses a complete range of product execution skills. Their combined strengths include deep product insight, robust technical knowledge, and innovative

design capabilities. This expertise extends from crafting emotionally resonant UX to developing AI infrastructure and driving consumer growth.

1. Chaeun Lee - Founder/Product Lead [linkedin](#)

She excels in the convergence of entertainment, creator technology, and emotional AI, having successfully launched numerous products from inception to scale within the creator and entertainment landscape.

Prior to establishing Beni AI, she spearheaded the development of AI and consumer products that garnered thousands of global users.

- **Supertone (HYBE-acquired AI company):** Led the *Shift Unit*, a real-time voice conversion tool for streamers and VTubers, attracting over 120,000 global users.
- **Alterim AI:** Founded a chat-based AI companion platform for creating interactive digital personalities. Its Minimum Viable Product (MVP) achieved over 140,000 users within a three-month period.
- **Modhaus (Entertainment Startup):** As an early founding member, she played a key role in launching *COSMO*, the first fan-directed digital platform connecting artists and fans through interactive media experiences, reaching 110,000+ users and generating \$1.1 million in creator-driven sales.

Her extensive background in AI, entertainment, and creator-focused consumer applications directly informs Beni's core mission: to seamlessly integrate emotionally intelligent AI companions into the daily creative lives of individuals.

2. Kenny Song - CTO [linkedin](#) [Github](#)

Kenny possesses a unique and extensive background that makes him exceptionally well-suited to create an AI companion capable of deeply integrating into and enriching daily life, through a combination of strong engineering and innovative Web3 solutions.

With over 8 years of Web2 full-stack engineering experience and 3 years of Web3 expertise, Kenny brings crucial skills to the contemporary digital landscape. Prior to his work at Beni AI, he held leadership roles at major companies, including a prominent Korean education community, and served as a startup CTO. At Orbi, he was the Chief of Engineering Lab, overseeing Korea's most popular student platform. As CTO of Onjeon, he spearheaded the development of innovative websites and WebRTC-based products such as OnTrack, designed for secure contract creation.

His rapid success in the Web3 space is evident in his hackathon victories sponsored by BNB, GoPlus, and Circle. While his primary focus is on EVM, he also demonstrates proficiency in Solana. Kenny's diverse experience positions him perfectly to develop an AI companion that seamlessly integrates robust engineering and cutting-edge Web3 solutions into everyday life.

3. Khan Heo - Design Lead

A Versatile Product Designer with End-to-End Expertise

This product designer offers a comprehensive skill set spanning UX strategy, UI design, and motion graphics. Their experience covers diverse sectors combining streaming, edtech, entertainment, AI agents, beauty, SaaS, and DeFi. Described as a "Swiss Army knife designer," they excel at shaping products from inception to completion, bringing both technical versatility and creative execution to every facet of the user experience.

11. Go-To-Market / Distribution Strategy

Beni's distribution strategy focuses on **content virality, creator participation, and community-driven growth** rather than paid acquisition or token incentives. Early expansion is powered by short-form emotional content on **TikTok, Instagram, and X**, showcasing Beni's lifelike reactions and emotional storytelling to drive organic discovery. The "**Gift to Beni**" feature and user-generated clips turn emotional interactions into shareable moments, fueling built-in virality.

As engagement scales, **Beni Studio** will introduce a no-code creation tool that allows users to design and share their own companions. Each viral companion functions as a new acquisition node in a **UGC-driven flywheel**, amplifying organic reach through fandom and community sharing. Strategic partnerships with **VTubers, AI artists, digital creators, and lifestyle platforms** will expand Beni into entertainment, gaming, and education verticals. Over time, Beni's cross-platform presence, spanning Web, Mobil, and integrated AI tools-creates a self-sustaining growth loop grounded in culture, not advertising.

12. Roadmap

Q4 2025 – Launch of Flagship Companion and First Vertical Expansion

- Launch of **Beni**, the flagship multimodal AI companion integrating real-time emotion, voice, and video interaction.
- Release of the first **vertical companion**, a crypto research and trading assistant developed in-house to demonstrate functional versatility.
- Activation of the **Gift to Beni** system, introducing emotional gamification and shareable user moments.
- Soft launch across the United States, Japan, Korea, and Southeast Asia to establish early creator and fandom communities.

Q1 2026 – Mobile App Launch and Multi-Partner Vertical Expansion

- Launch of the **Beni Mobile App**, synchronized with the web version for a consistent emotional identity across devices.
- Expansion of **vertical companions** through strategic partnerships, introducing new categories such as education, pet, wellness, and entertainment companions. Regional growth acceleration across North America and Asia through influencer partnerships, localized storytelling, and community campaigns.
- Preparation for entry into **Europe and Latin America** in the second half of 2026 to capture emerging creator and fandom markets.

Q2 2026 – Beni Studio Beta and Creator Ecosystem

- Launch of **Beni Studio Beta**, a no-code creation platform enabling users to design and publish their own companions.
- Introduction of the discovery leaderboard and early monetization tools to reward top creators.
- Onboarding of creators, fandom builders, and early brand partners to seed the Companion Economy.

Q3–Q4 2026 – Creator Marketplace and IP Partnerships

- Opening of the **Creator Marketplace**, allowing users to sell, license, and collaborate on custom companions.
- Expansion through co-branded releases, limited-edition drops, and partnerships with entertainment and lifestyle IP holders.
- Implementation of transparent revenue sharing and licensing frameworks to enable scalable creator monetization.
- **Target Metrics by End of 2026:**
 - 1M+ total user companions created
 - 200K+ MAU / 20K+ DAU
 - Marketplace revenue >\$2.5M annualized
 - SDK integrations with 5+ partner platforms

Financing Details

Round: Pre-seed

Structure: SAFE

Entity: Bagel Labs, Delaware C-CORP

Round size: \$1m at \$9m FDV