

Customer Stories

A young woman W from a lower-income class waits at a railway-train station. She sees film *Asha* on a TV there with local-language subtitles for free. She is touched by it. She calls a number it prescribed to get coached by *aiSaki* on an area of life that she had not thought could be made to work at another level. *aiSaki* speaks to her in a local language, which she did not know well. She then speaks in her language, and *aiSaki* switches to that. When *aiSaki* asks her for consent to store the conversation for service improvement, she accepts. (Otherwise, she would have to pay to be coached.) While talking with *aiSaki*, she vows to take all due care for her future baby by talking to her local social health activist (named ASHA) within a week. She shares this with her life partner P.

P calls *aiSaki* and commits to start an enterprise without waiting further for a job. For that, P promises *aiSaki* to request a friend F (within two days) to start a business together. P then talks to F. F says that he will talk to P with a business idea within a day and that P is taking a bold leap.

Now, F is a software professional in a city. Using a computer on the internet, F sees film *Asha* and reads up on coach *aiSaki*. He browses a presentation *breatheEasy* ("Breathe Easy, at all Times and Places"). He gets which ages and locations are prone to risk of respiratory illness. He sees news on the most-polluted districts of the country along with the raised (health and) longevity if air-quality standards were met. He observes that his city is one of those districts. He browses a presentation *bridgePerformance* ("Bridging Inequity in Student Performance") and gets which skill competencies could be improved to offer the best odds of high performance for students of class 4 in his state. He observes that children in senior classes of school would also be near peak risk of respiratory illness. He talks to a doctor of homeopathy H who says there are medicines for respiratory care. Then F calls P and shares a business idea: P would supply indoor (and outdoor) plants for which F would (a) market through school communities in risk-prone locations of F's city and (b) partner with H for their continuum of care. P agrees. F registers for courses on machine learning, artificial intelligence, and entrepreneurship.

A child C of class 4 overhears these conversations. C gets ready to go back to the school he dropped out of and promises to ask the topper to clear his difficulty with fraction-decimal conversion in maths and word opposites in language.

Meanwhile, F shares recent happenings with his life partner Q over lunch when she comes over to his office. Q gets concerned regarding money. As she leaves F's office, Q sees a wealth-management booth and a person M requesting her to visit it. Q tries to avoid M saying she does not understand beyond bank's fixed deposit, but M assures her he has something designed for people like her. Q is immersed in *alGroWealth* (software for algorithmically growing wealth with an economically-harmonized incentive-fee structure). She chooses to grow family money with M.

aiSaki calls W within a week and asks whether her chosen action completed. W says yes. *aiSaki* then asks W what's the future that matters next. Then *aiSaki* calls P. And the story continues of fulfilled dreams.