





Welcome

Organizational Structure



Core Team



Jose M **Caceres**

**Chief Executive
Officer**



Lourdes **Rosales**

**VP Reputation and
Strategic Partnerships**



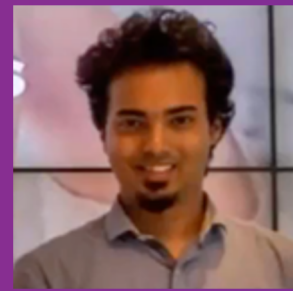
Juan **Casimiro**

**VP Business
Development**



Dhairya **Pujara**

**Chief innovation
Officer**



Rohaam **Roswami**

**Chief Technology
Officer**

Extended **Team**

FUNDS



Scarlett **Lanzas**
Founder at **Accountable Impact**

SOCIAL MEDIA



Magda **Gelvez**
Founder and CEO
My Social Catch

DESIGNER

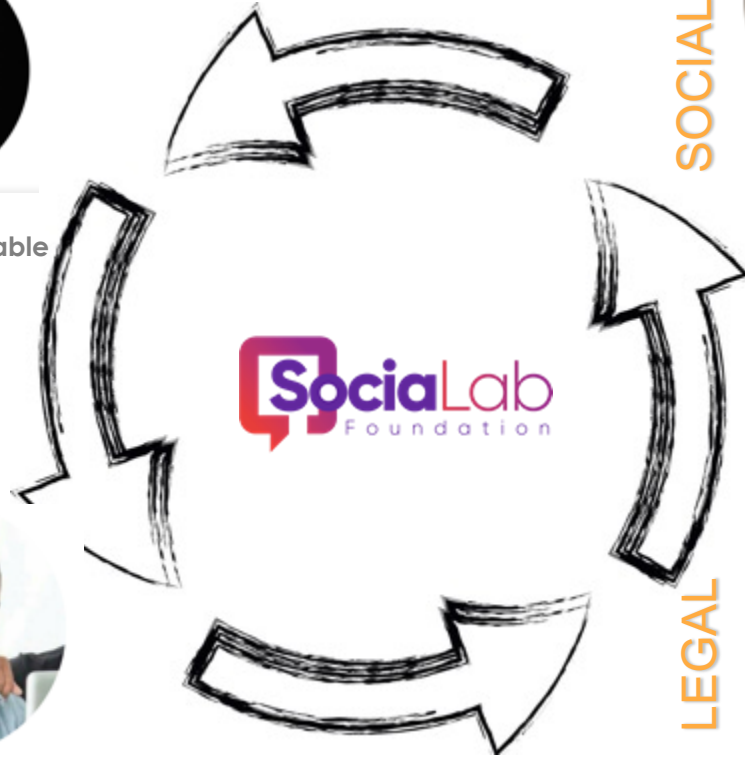


Emmanuel **Evans**
Creative Director at **Snack Creative Hub**

LEGAL



Anatalia **Sanchez**
Attorney at Law



A young woman with blonde hair and glasses is sitting at a desk, looking at a laptop. She has a stressed expression, with her hand on her head. The background is a blurred indoor setting with warm lighting.

THE PROBLEM

LACK OF FOCUS

- 90% of college students are not prepared to confirm their career path at year 2.
- 45% will drop out from college in the US.
- 70% of them don't know what are they good at.
- Only 4% of students have a structured mentor system.

THE SOLUTION



AI Digital Mentor
available 24/7.



Curated Content
using analytics,
Backed up with
Cardano Blockchain.



Road-map to
pursue their
purpose.



Connection with
peers with similar
interests and
goals.



Connection with
a human mentor
for the last
stretch
(Premium)

MARKET ANALYSIS AND COMPETITORS



Flexa AI learning platform via
subscription



Flexa AI learning platform via
subscription



Replika

WHY IS EMMA BETTER?



Customer Experience will be the focal point, the DAPP will be simple to navigate and focused on the success of each student.



Relevant content consumed by the student, will be recorded through Cardano blockchain for self tracking and for employers consumption.



AI technology with the capability to land in the material world, by connecting peers, mentors through affinities, proximity or aspirations.

GO TO MARKET

Free App with premium options



Roll out through schools by influencers



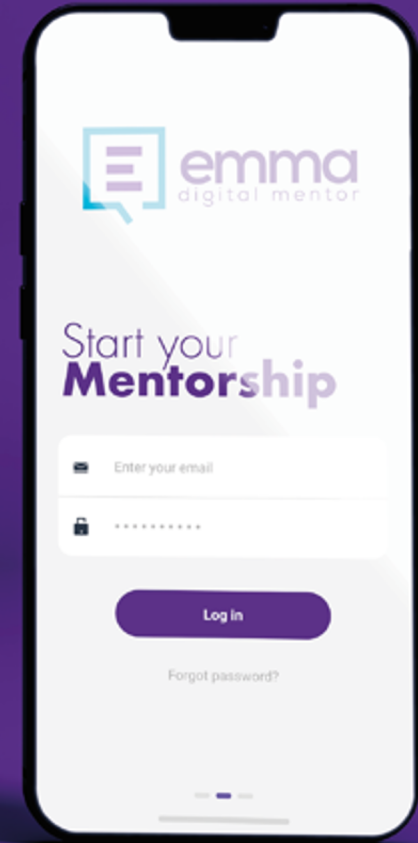
Social Media Activation



Strategic Alliances with non-profits, corporations and government agencies



Word of mouth



EMMA PILOT

Future end user research

Miami



Research in partnership with



Locations and Schools:

- Colegio San Juan XXIII. Place: Ramos Mejía, Buenos Aires, Argentina.
- Conalep Flores Magon, Mexico City.
- Tecnologico de Monterrey Campus Mexico, Mexico City.
- University Gardens, San Juan, Puerto Rico.
- FIAP School, Sao Paulo Brazil.
- Ronal Reagan High School, Miami Florida, United States.

Demographics data:

- Ages 15-18
- Female: 47%
- Male: 51%
- Undecided/unidentified: 2%

Tested 580 High School Students

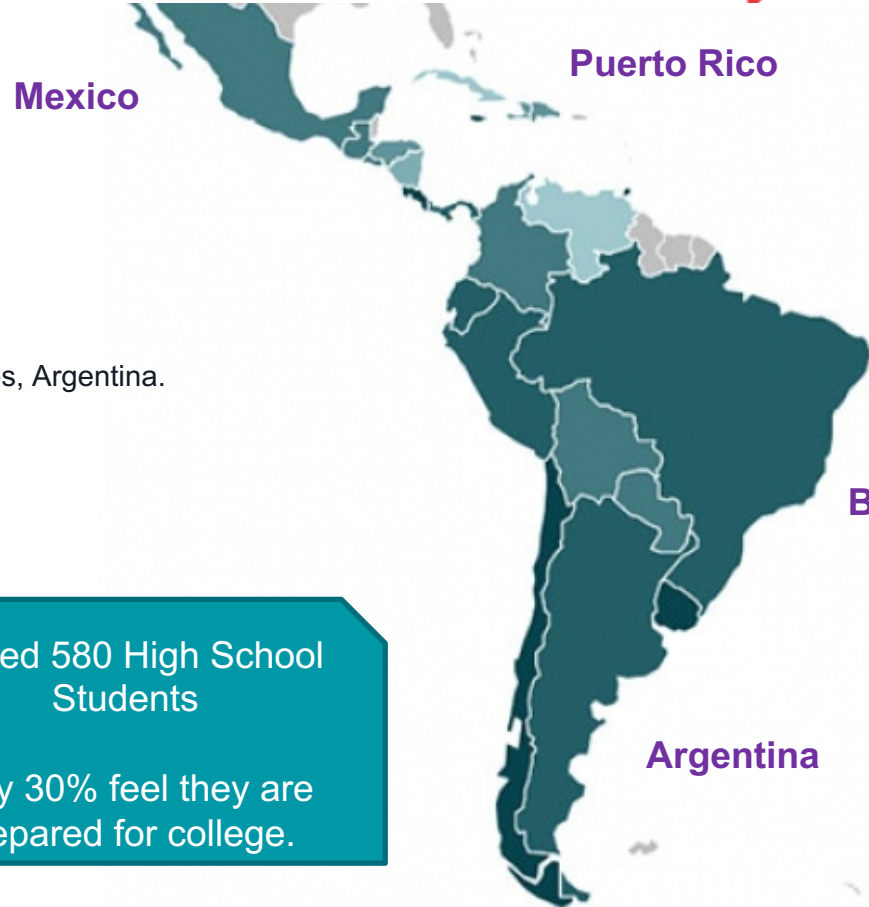
Only 30% feel they are prepared for college.

Mexico

Puerto Rico

Brazil

Argentina



EMMA Ecosystem



Implementing Partners



Florida International University



Strategic Partners





THANK YOU



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[socialabfoundation](https://www.instagram.com/socialabfoundation)