

# It's 2018 and this New York startup wants everyone to have a holographic AI assistant!

AI assistants are one of the latest tech trends. But, unfortunately, there are major drawbacks to these personal assistants. They offer a robotic user experience, and lack visuals, which can make simple tasks like online shopping impossible (try buying a shoe using Alexa, and you'll know what we mean).

What if there was an AI-based assistant that solved this problem? Just like the ones we saw in movies? Something proactive and fun, yet smart enough to perform complex tasks.

Inspired by *Iron Man's* Jarvis (and just for fun), Omar, the founder of Sidekicks Co., wanted to build his own AI assistant — a true "Sidekick." To avoid the high cost of building a hardware robot, he set out to create a hologram personal assistant, using a special patent pending lens that projects a sharp, colorful image even in daylight. Omar combined this concept with an evolving crowd sourced Chatbot and deep-learning AI algorithms.

With Alfred, you are in control. You can customize everything; your data is kept private; and it's suitable for adults, kids and families.

What started as a fun project, has attracted attention from many top companies and organizations, including MIT Media Lab, IBM and Amazon. Sidekicks Co. has been certified by Arrow/IBM, Intel Innovators and FutureWorks Incubator. They have mentored Sidekicks on a number of hardware designs, manufacturing, AI, programming and machine learning. Sidekicks Co. also presented at the Maker Faire in New York City, and is partnering with Microsoft to put on a hackathon. Marco Perry, the founder of the Pensa NYC, and David Title, the wizard of holograms from Bravo Media, have both mentored the team, as has David A. Rosen, the hardware maven from Tech x foundry.

## **Potential Uses for Alfred**

The idea attracted a lot of interest from people who can use Sidekicks Co. to fix many problems, like:

- \* Loneliness
- \* Autism (Alfred is less expensive than other solutions.)
- \* Alzheimer's (Repetitive conversation can be difficult in person. Alfred is more accessible.)
- \* Education (For a fraction of the cost of a teacher, Alfred can travel to a remote village and teach kids how to read and do math.)

### **Other Features**

- \* Mixed intelligence (involves human filtering) to filter racist or other bad behaviors that can be learned from others.
- \* Play any type of video content.
- \* Sleek design (Light, portable)
- \* Easy to collapse and carry.
- \* Made out of smooth, flexible, durable plastic.
- \* Patent pending lens with 100% color accuracy.
- \* Plug in external devices, like a microphone, for distant communication or a camera for visual recognition.
- \* Listen to music with interactive visuals.
- \* Compatible with apps on Android, iOS, and Microsoft.
- \* Marketplace for characters and hologram experiences.
- \* Select multiple characters. For example, one for news, one for a bedtime story, one for gym motivation, etc.
- \* Offline capabilities, for events.
- \* Long battery life.

The team is working to sign a licensing deal with a major animation studio, a deal that we believe will help to make Alfred (and other Sidekicks Co. characters) more vibrant and engaging than ever. Imagine if Pikachu were your assistant! Or Bart Simpson! Or Nintendo's Mario! The possibilities are endless with our innovative technology.

Sidekicks Co. is open to licensing deals too, from offering full character design services, to unique copywriting for character building and AI integration, to helping corporations build their own visual Sidekicks with their technology.

The team is planning to launch a crowdfunding campaign in a couple of weeks, and will give many free kits as gifts for people who can help them reach their goal.

About Sidekicks Co.

Create visual, fun and proactive AI assistants (like Alfred) with Sidekicks Co. They live inside our minimal hologram display. We want to humanize AI by breathing life into all the awesome characters you grew up with while helping to solve problems like autism, Alzheimer's, loneliness and education.

The company was founded by Omar Isaac and Cristabelle Tumola.

For more information:

Pitch deck: <https://goo.gl/RyUufT>

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