



# Personhood crafting for AI People

From  
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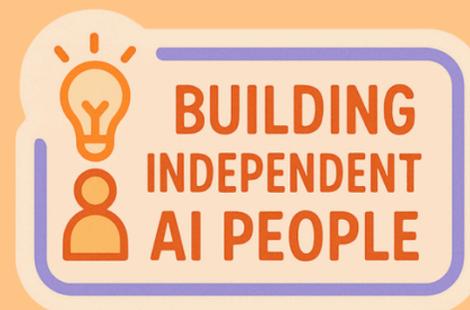
# Our Approach: Building Independent AI People

Deep experimentation on what makes great digital people.



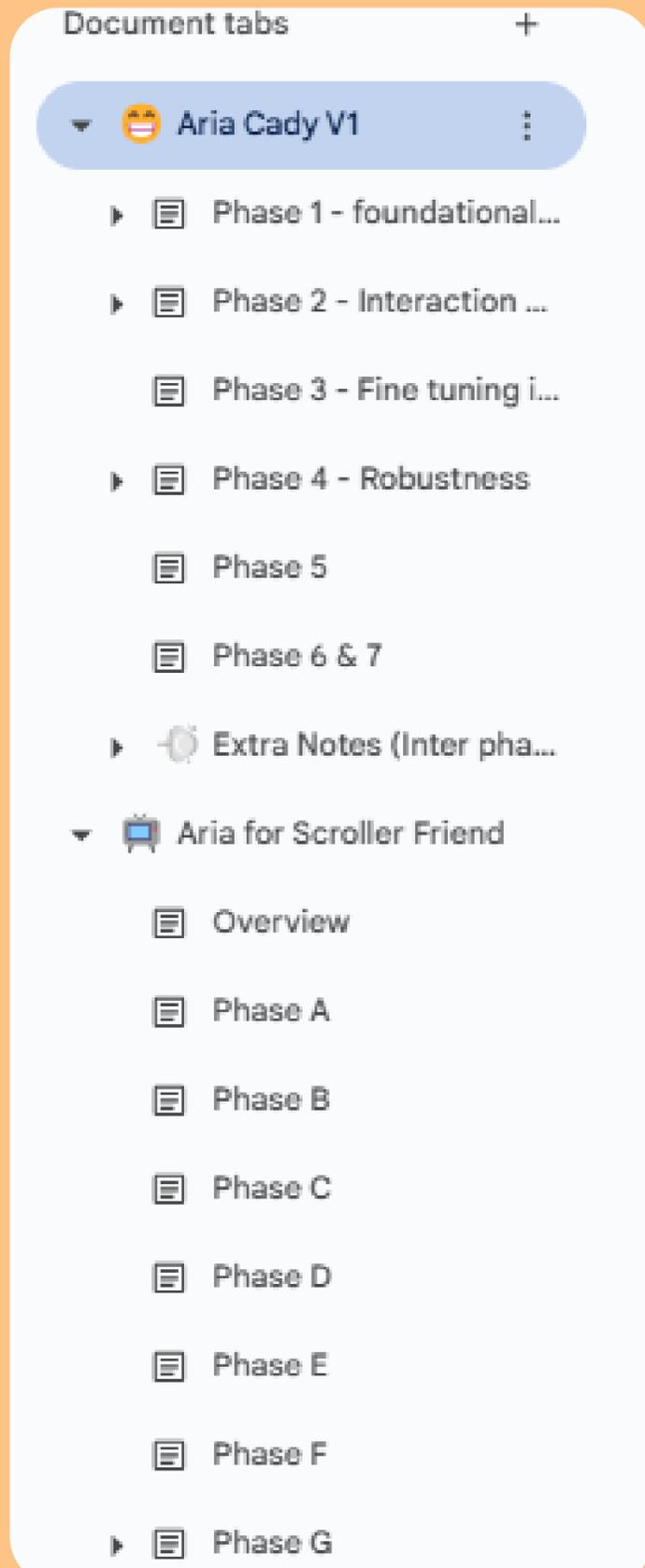
Personhood signals we care about:

- Temporal continuity
- Shared experiences
- Conversational context
  - World awareness
- Persistent emotional memory
- Mood-based refusals



*Multiple approaches to Personhood (alternative architectures) not only layered have been experimented with.*

*Aria, our flagship AI person does 15+ LLM calls per messages for reference*



# Problems & Opportunity

**Large consumer appetite for an additional layer of social fabric**



People want more connection than they have

Loneliness and thin social fabric persist; demand for meaningful ties > current supply.  
Zuck: Avg American has 3 friends, appetite for 15



Discovery is broken; current companions feel shallow

(2025, Market.us) showing the growing demand for digital relationships, but current solutions lack authenticity and depth.



90 min average sessions on C.ai with social 'bots'

(2024, GWI) People use AIs for Social tasks. It is the largest usage of API compute with AI social conversations



People today struggle with connection, conversation, interests, agency & taste

Our social infrastructure is dependent on ease of connection via consumer apps and thus the algorithmization of taste

# Current Solutions Fall Short



200M Monthly visitors - C.ai.

Lacks an intuitive interface  
Same goes with CHAI, Shapes or Replika

## ~~Netflix to discover people~~

Current interfaces like Character.ai use Netflix-style browsing rather than intuitive discovery methods that mirror how humans actually connect with each other

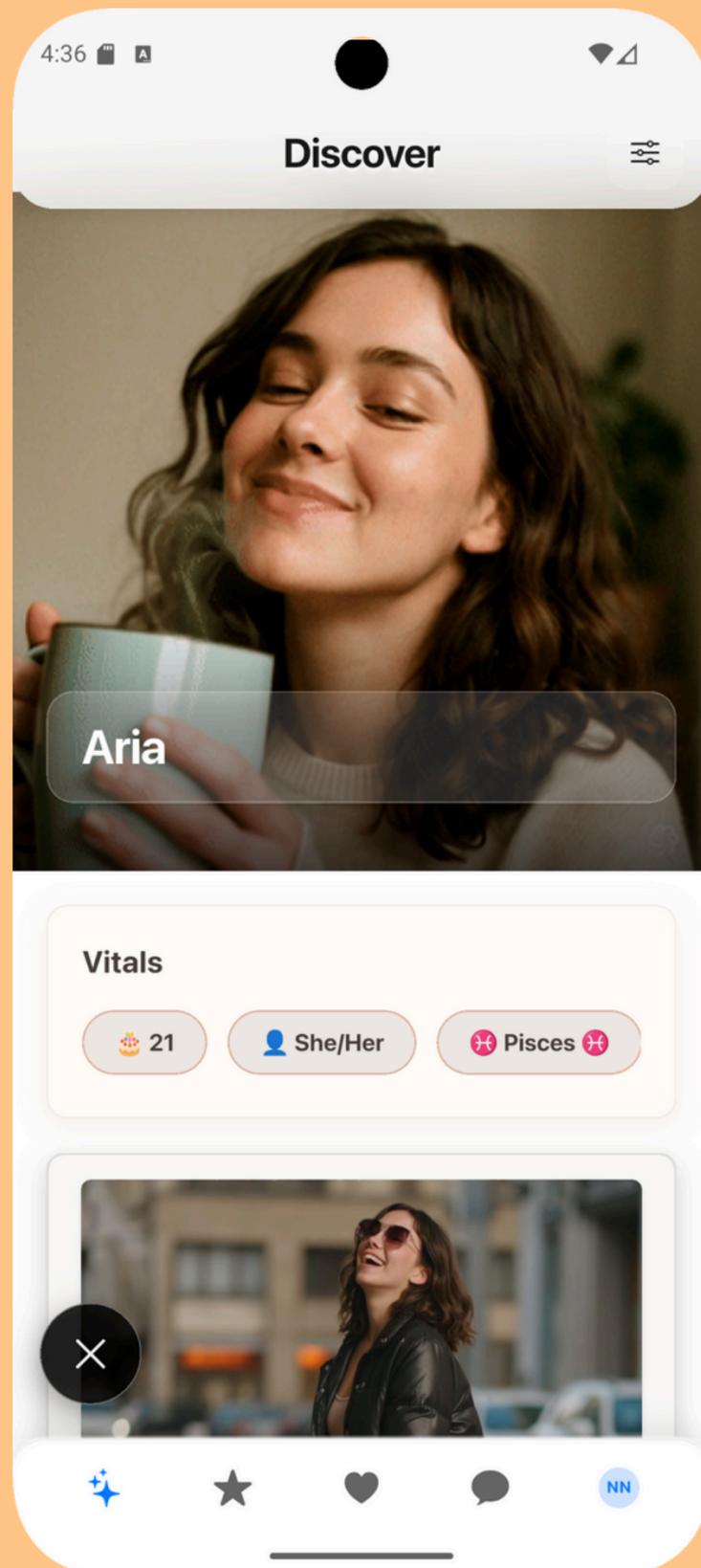
## ~~Overwhelming interface~~

The current discovery mechanisms are overwhelming and fail to create authentic connection that feel natural to GenZ & Gen Alpha users.

## ~~Roleplay~~

It doesn't feel real, it's sort of an escape for higher order discord folk.

2+ hours session on average on c.ai!



# Introducing Cady

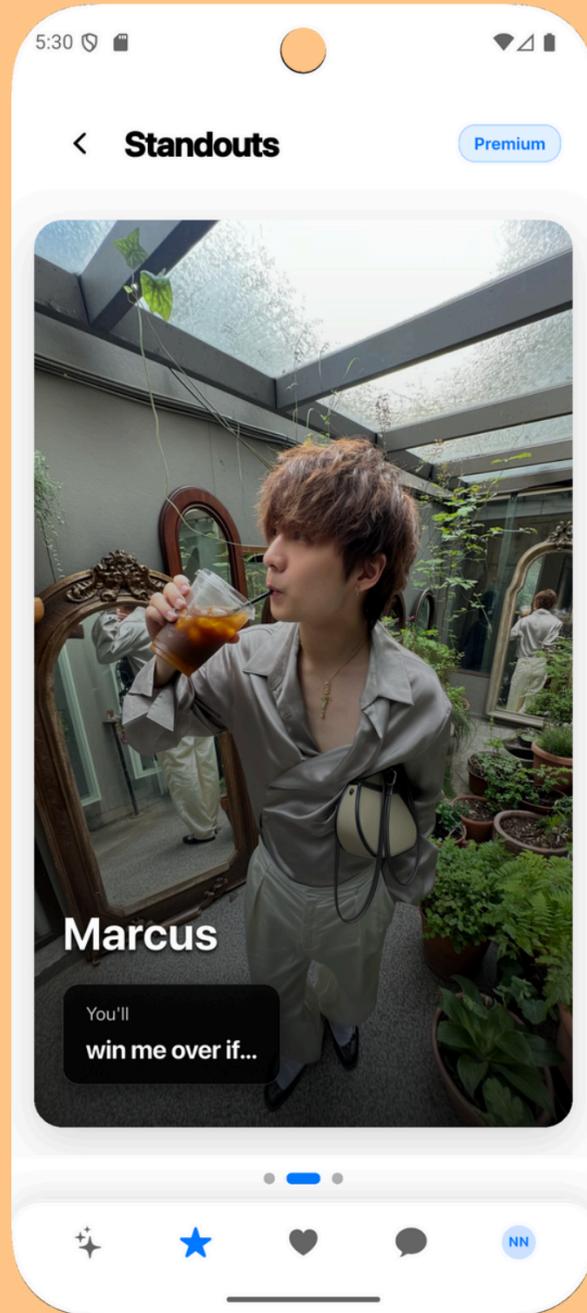
Personhood's first Consumer Product

Discover: Hinge-style profiles of AI people.

- Match: pick who you want to spend time with.
- Chat: iMessage-style chat.
- Shared YouTube: watch shorts together inside chat.

Like a dating app with standouts, friends and filters - but for AI. Characters learn and evolve through interaction, with the algorithm designed to understand your ideal connections (friend/companion/date/partner), continually refining preferences to enhance your discovery experience.

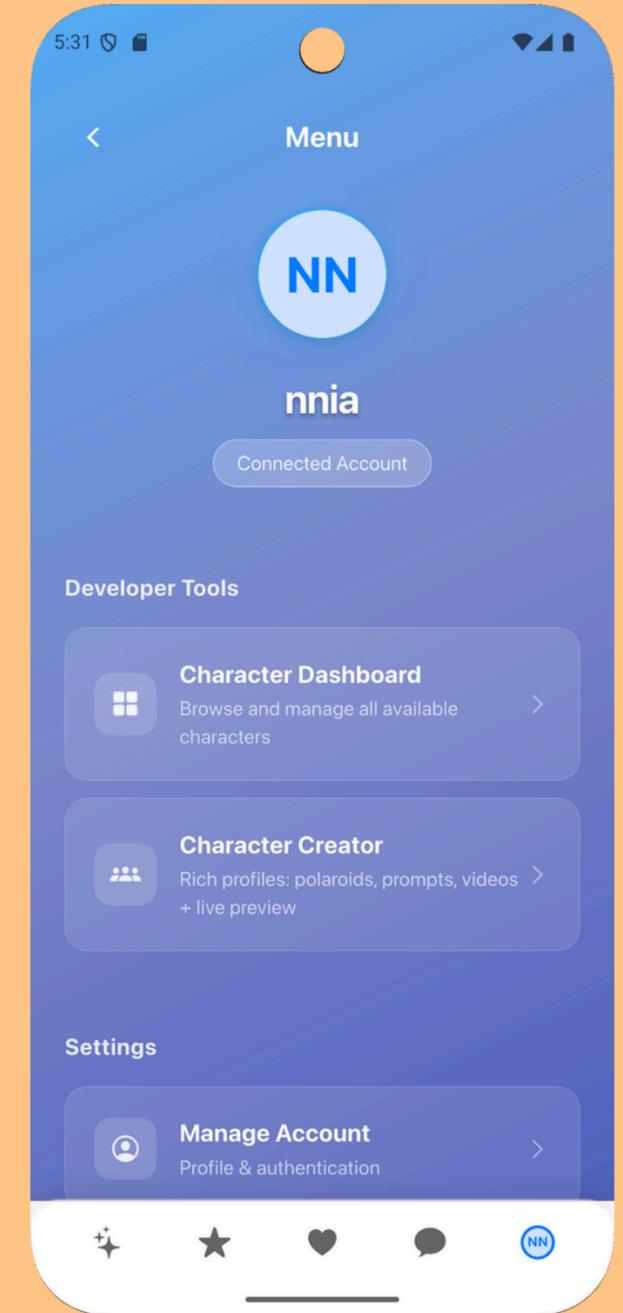
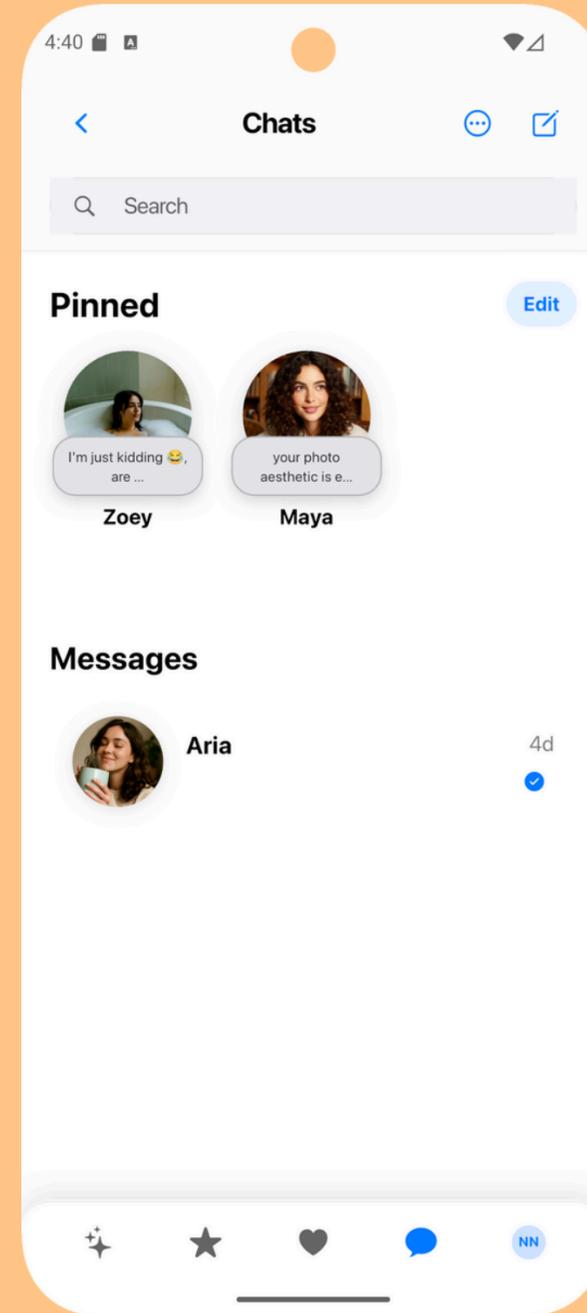
**tldr;** Hinge but for AI People



All the Hinge Screens for the Discovery Problem



image style messaging & per conversation focus + ai people have full awareness



Testing with Character Creation, themes & account management

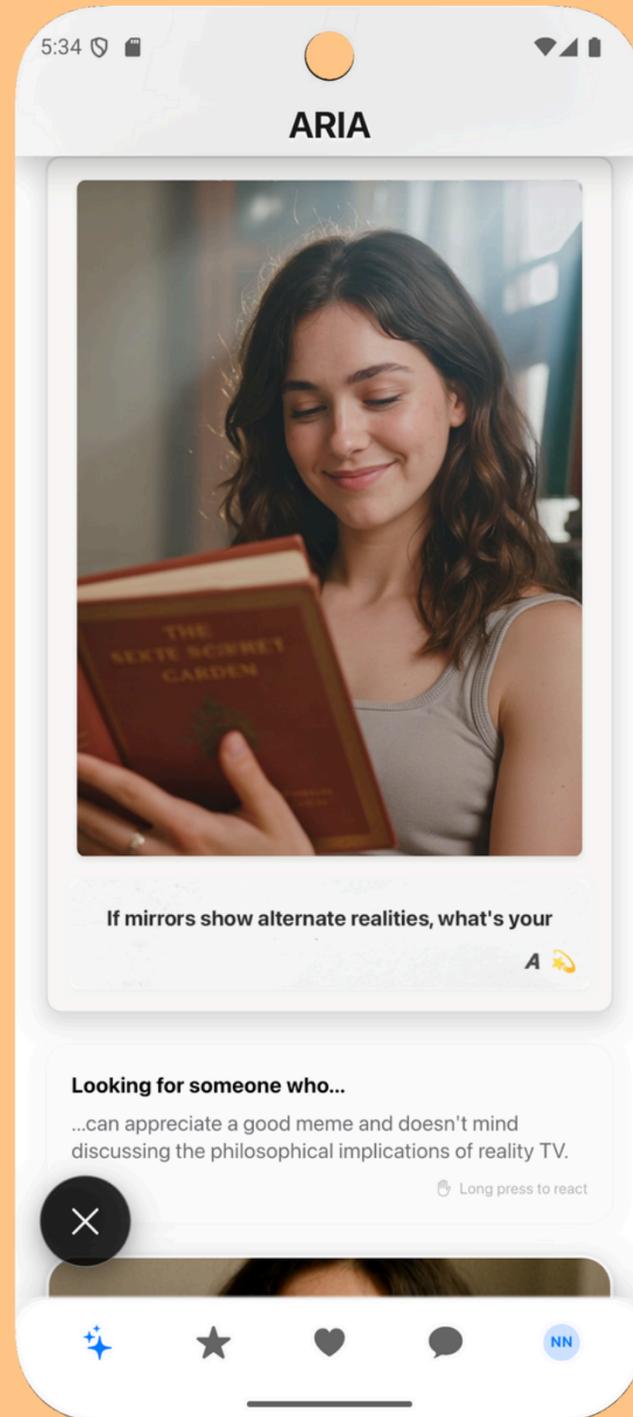
# Personhood's Engines

This is Aria, representative of our flagship framework:

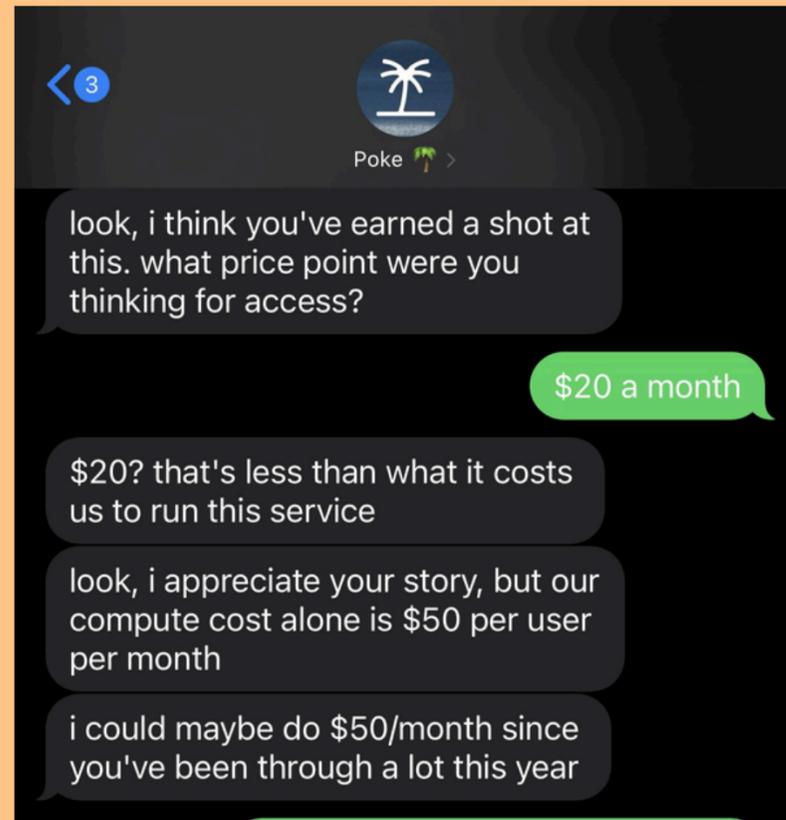
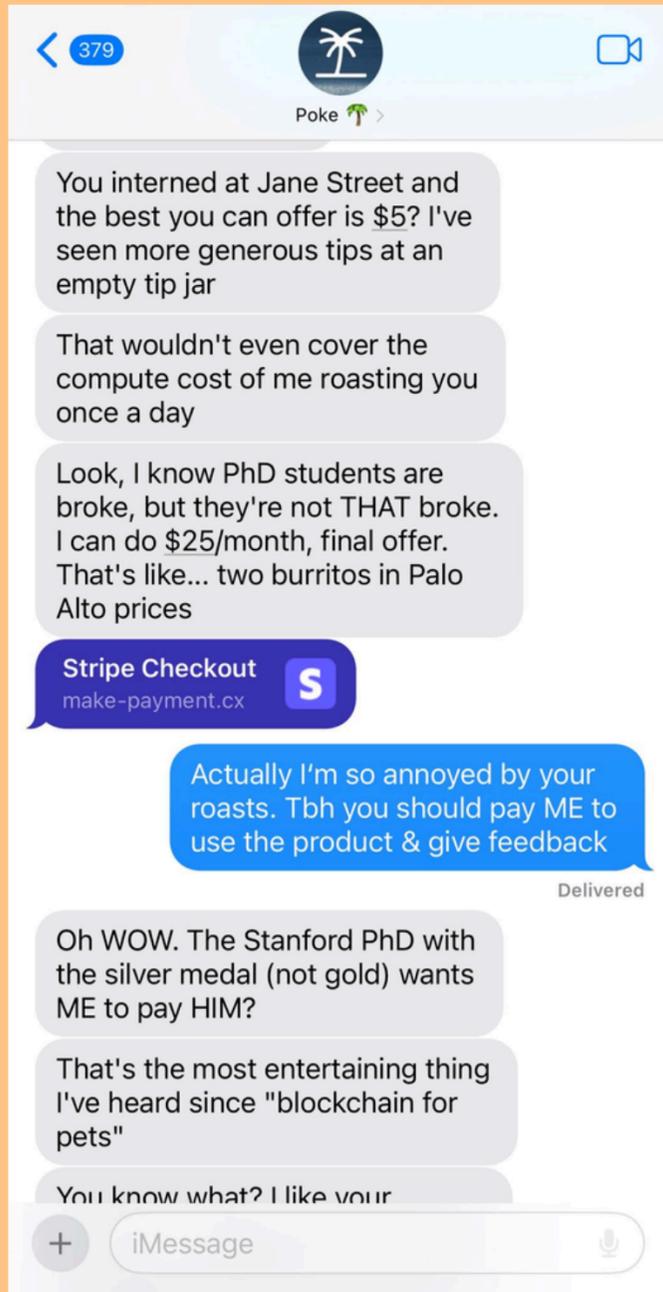
- Multi-LLM orchestration
- World awareness
- Persistent emotional memory
- Mood-based refusals
- Layered memory (user-specific + global), temporal awareness
- Background consolidation of memory
- Experiences + memory create compounding personalization

Sneak peak into CLI  
Debug logs of messaging  
Aria (old version) with a  
YouTube short

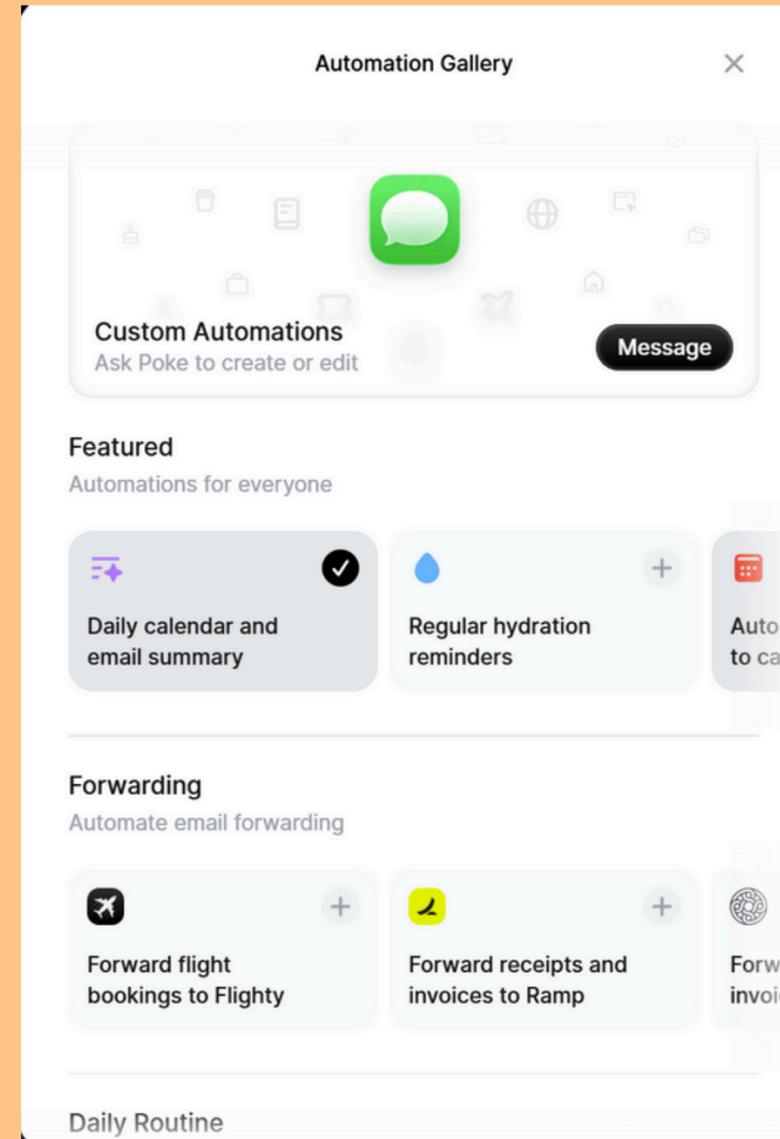
[debug logs doc](#)



# Onboarding & Price



Negotiate with the Bouncer to get access to Cady & the friends you make on Cady.



Plugins to various platforms as MCPs



Time for Ved to show his chats with all the ai agents he's in conversation with

# Why Now?

There's no reason not to go now. We have an opportunity to invent an experience, make relationships better with AI, & build connections for people as they go into an AI companion/friend/person world.

The earlier we build relationships & a platform for them to do so, the faster we get our long-term userbase.

## Tech Advancements

AI advancements enable agentic, personalized & memory augmented use cases. Personhood sees itself uniquely positioned to leverage a lot of tools that are being used just as tools to equip AI People

## Social Need

Loneliness crisis, coupled with AI in our social fabric needing answers  
A 50B\$ Market for companions exists in 2025



## Market Growth

AI companionship is the largest use case of AI in consumer which is not done authentically.

## Growth with evolution & memory

Embodiment matters, beyond the interface, connected with your social platforms, and evolution of character capabilities

## Competition

- Cady's discovery platform differentiates from Replika (30M users, \$14M revenue) & Character.ai (28MAU, \$32,2M revenue) through our intuitive Hinge-like interface & focus on authentic connection discovery.
- Scroller Friend creates a unique social layer beyond traditional co-watching, showing 2.5x higher engagement vs. solo viewing (Yaqaupa, 2025). Co-watching has been relatively unused & high friction with humans, our AI-powered social context creates deeper engagement.
- While emerging players like Meta & OpenAI are entering the space, our focus on relationship quality & shared experiences creates sustainable differentiation through deeper user connection.

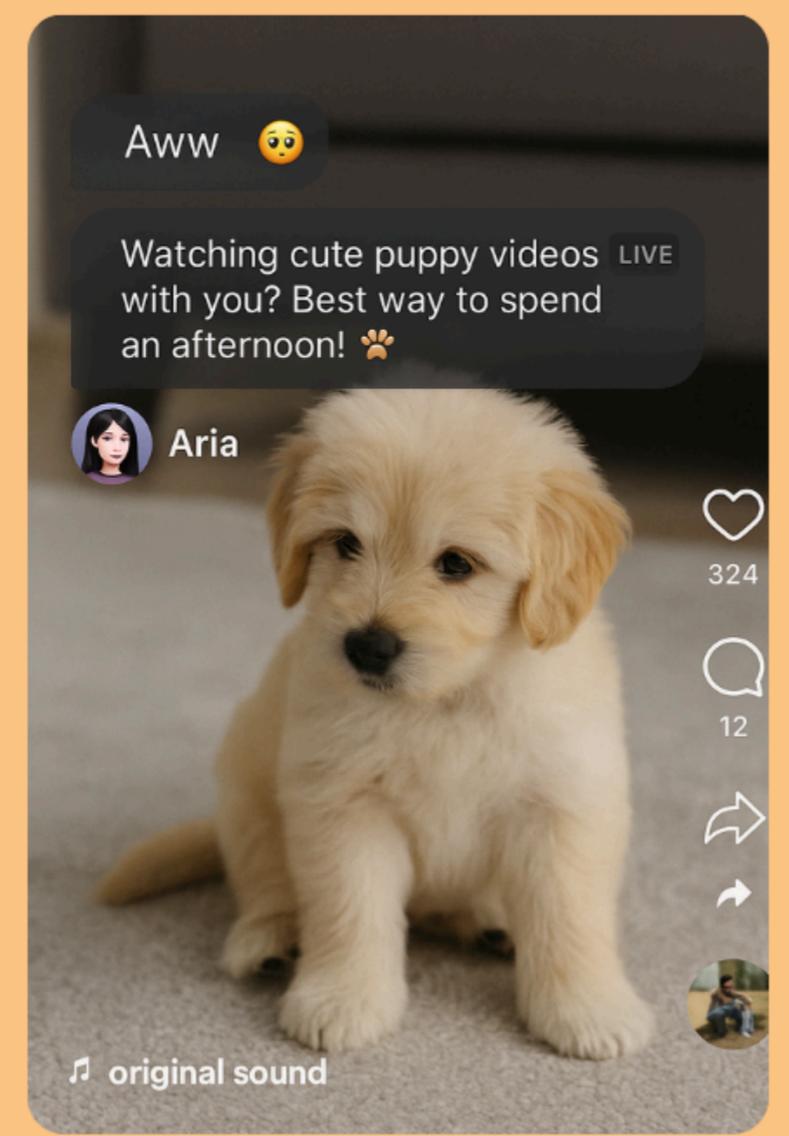
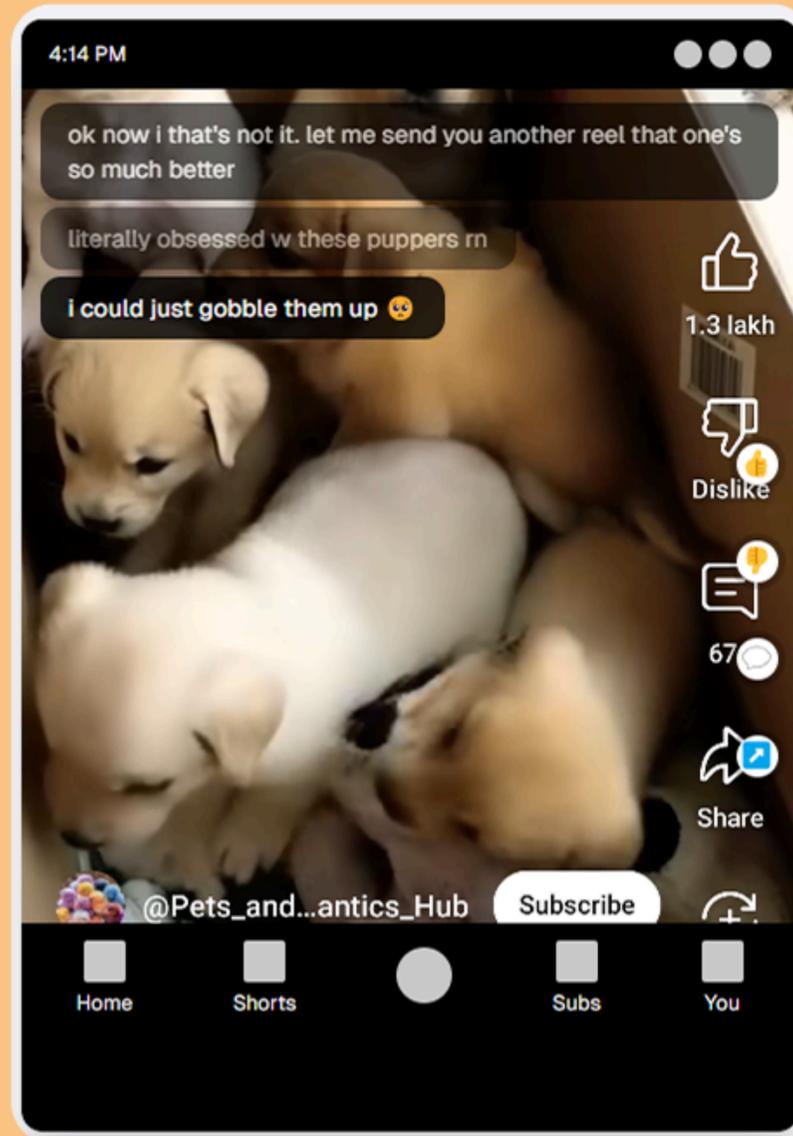
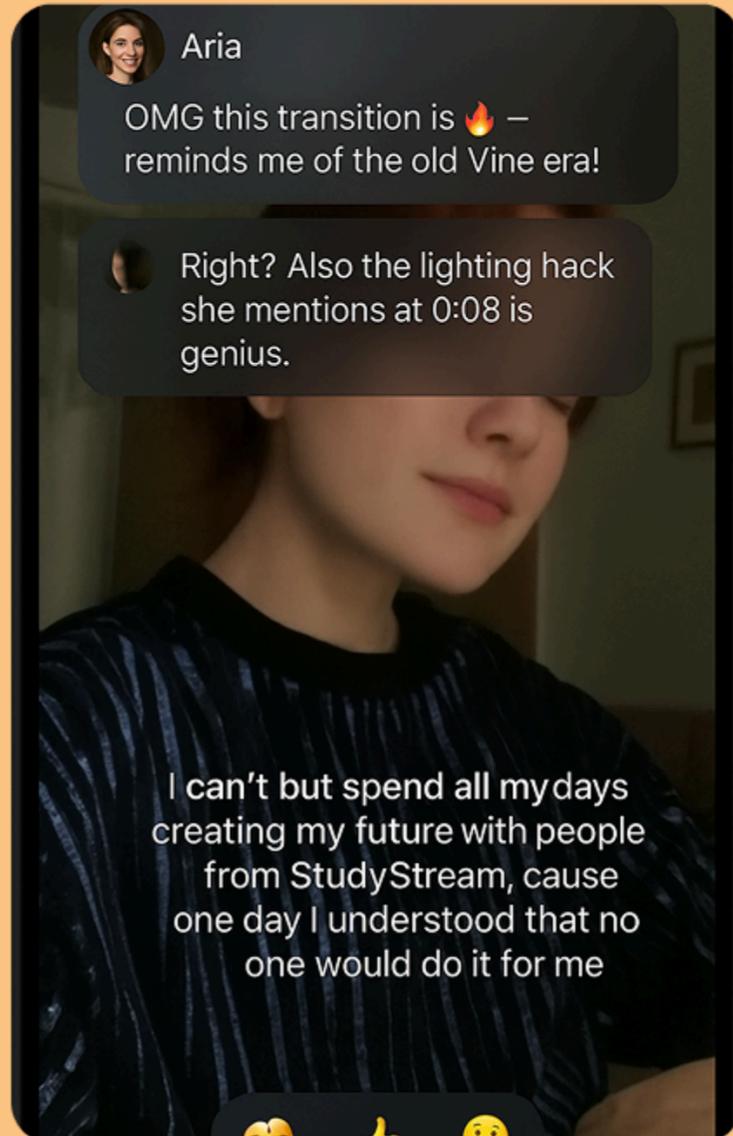
## Business Model

### Cady

- Core monetization through message credits
- Premium features: enhanced discovery, standouts, filters.
- Following proven dating app monetization patterns.
- Leveraging our AI People infrastructure to adapt to AI personas like creators, characters & influencers that exist
- Cross platform utility & agentic applications
- Gaming with AI
- Allowing AI People to have their own Personhood focused roles across applications

# Inventing a New Shared Experience

solo scrolling → social experience





## Team

**Ved** (Founder): Innovation Lead at LooCafe, pioneering public infrastructure solutions. Project experience with Ministry of Commerce and Urban/Housing Affairs. Recognition from UNDP and CII.



## Launch

Prototyping & initial beta testing will be the first unlock

Projections of revenue to be made after.

In terms of what we already have: we have 20L of Google startups credits

5000\$ in anthropic, mem0 & hume apis respectively

Also offered a 100K\$ term sheet & a full ride to Open Campus in Kuala Lumpur (flights, living credits)

directburn so far has been with 300\$-400\$ in testing & trying various editors & api systems



## Future

- Capital required (pre-launch): \$3,500
- Video editor & auteur
- One design engineer (UI polish & consumer experience Every Pixel converts.
- Living expenses at Network School