

# AI GUARDIAN INNOVATION

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CENTER FOR INNOVATION STRATEGIES

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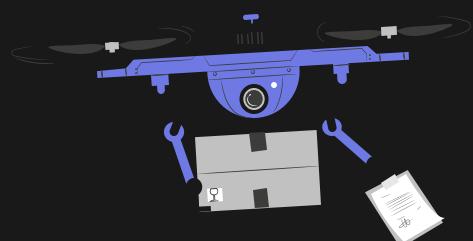
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Artificial INTELLIGENCE (AI)



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## HYPOTHESIS

As AI becomes increasingly refined and integrated into consumer products and processes overtime, there needs to be a balance between AI capability and human/societal wellness. Prominent AI advancements have revolved around personalization, increased performance, and efficiency but there has not been a strong emphasis on advocacy in AI. Shifting focus to utilize AI to enhance individual wellness and societal public health will better connect devices (wearables and wellness platforms) as well as groups of people. Understanding four levels (families, social groups, collectives and categories) and how generations manage and align with guardian angel behaviors enabled through AI agents will form a foundational understanding of how to best aid the transition of human-machine partnerships.

## VALUE TO ENTERPRISE

## GOAL

Find a customer value proposition  
Provide insights

## TASKS & CONSIDERATIONS

- How can an AI agent help ensure decision-making is in line with an individual's values and ethics?
- Is there a set of 'core' ethics or morals that every group acknowledges? Why or why not? How can this inform the AI Guardian?
- How would this benefit the target user? Would this create any adverse effects?
- Define "wellness" and "well-being" for different demographics
- Which aspects of 'wellness' should be prioritized? Why?
- How can an AI Guardian influence individual and group decision making?
- How can an AI Guardian help to express the views and advocate for different groups?
- How might an AI Guardian be utilized in everyday life? Professional life? Academic life? What value does it provide?

## TARGET DEMOGRAPHIC

Religious groups  
Political groups  
Social groups

Various groupings of people

# INITIAL CONCEPT

Our initial concept focused on creating an AI-powered "Guardian" system, inspired by the idea of guardians found in many religious and cultural traditions. The goal was to design an AI that acts as a supportive guide, helping individuals prosper in their personal and professional lives.

This Guardian would go beyond simple assistance by offering proactive, personalized, and holistic support across multiple aspects of well-being.



# CUSTOMER INTERVIEWS

## Understanding AI Perceptions

- "How do you define AI in your own words?"
- "Why did you rate your experience in this scale"
- Do you think AI could become more than a tool in the future?

## Usage & Motivation

- "When and where have you used AI (work, community, healthcare, etc.)?"
- "What motivated you to try AI?"
- "Have you paid for AI (e.g., ChatGPT Pro)? If yes, why?"

## Challenges & Concerns

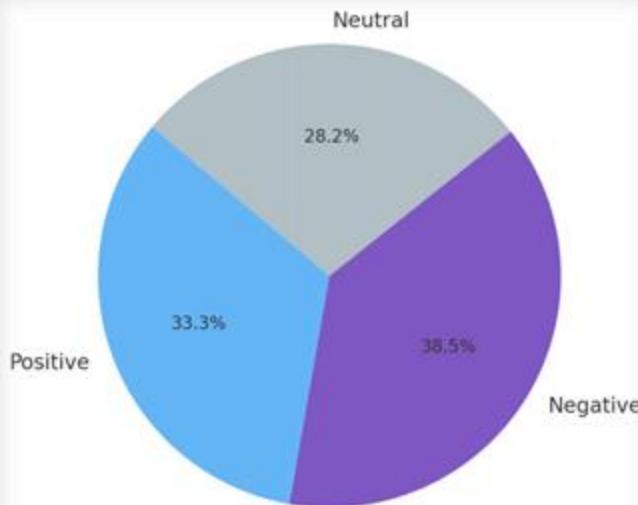
- "What struggles do you face when using AI (bias, inaccuracy, complexity)?"
- "How do you feel about AI and personal information?"
- "Are you concerned about AI's future impact?"

## Aspirations & Future Vision

- "What do you wish AI could do?"
- "How do you envision AI supporting wellness (digital, physical, mental)?"
- "What would life/society look like without AI?"



# ATTITUDES TOWARD FUTURE AI USE



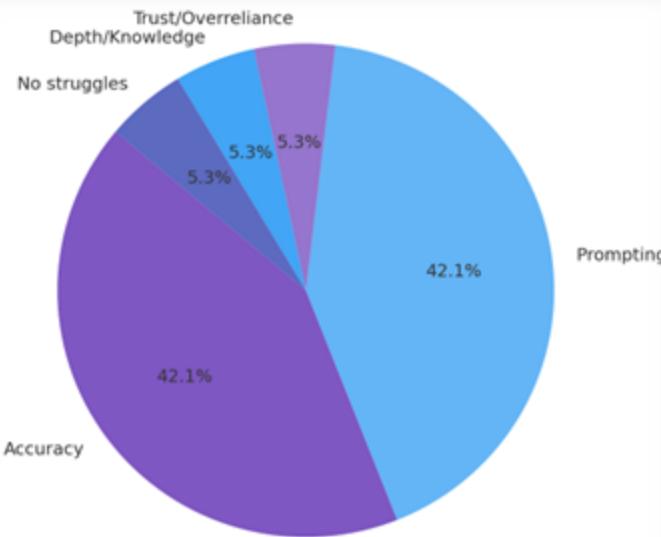
“Yes, I do think I will be actively using AI, but I am concerned about over-reliance.”

“Slight concern because of AI taking certain jobs away.”

“No concerns about using AI in the future, great potential ahead.”

“I’m excited, because I think a lot of people are underestimating its potential.”

# STRUGGLES WHEN USING AI

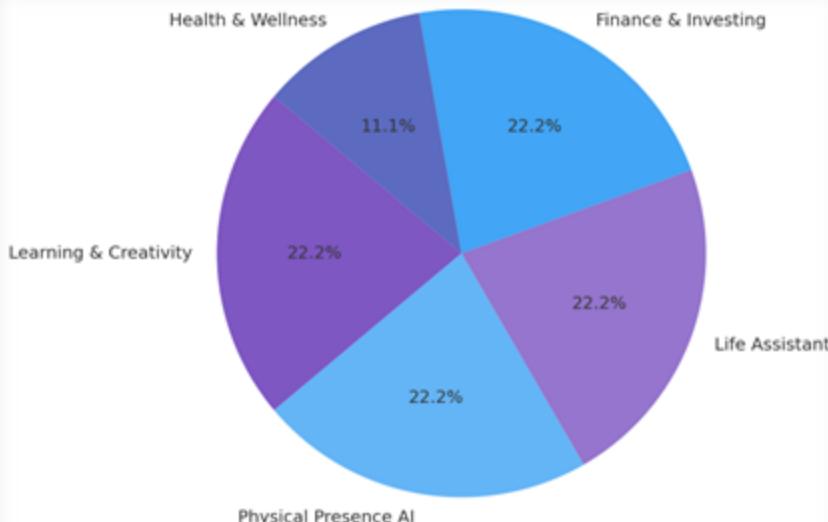


"ChatGPT (my main) can be biased or incorrect in its answers."

"Some struggles are the depth of knowledge the AI has—it feels limited."

"I feel that the answers provided by AI are always too generalized."

# FUTURE ASPIRATIONS FOR AI



“Anything that makes your life easier at home, like a household assistant or robot.”

“I wish AI could teach me everything it knows. That would be very cool.”

“I hope AI can play a bigger role in healthcare to help with physical and mental wellness.”



# INSIGHTS

## BOOMERS (1945-1964)

**Main Struggles:** Limited of usage

**Pattern:** More likely to use AI for practical, specific tasks rather than broad exploration.

**Implication:** Gradual introduction of new features and AI tools that improve efficiency.

## GEN X (1965 -1980)

**Main Struggles:** Difficulty creating effective prompts that yield desired results. AI struggles to handle complex tasks without detailed instructions.

**Pattern:** Adoption is present, but usability challenges hinder full benefits.

**Implication:** Providing prompt templates and guided interaction flows could significantly improve experience.

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AI



# INSIGHTS



## MILLENNIALS (1981-1996)

**Main Struggles:** Some have never used AI, showing low exposure.

**Pattern:** Mixed adoption—some very engaged, others not at all.

**Implication:** Clear onboarding, tutorials, and showcasing practical value could boost engagement.



## GEN Z (1997-2012)

**Main Struggles:** Perceive AI (especially ChatGPT) as potentially biased or factually inaccurate. Lack of depth and completeness in some topics.

**Pattern:** Widely uses AI for school, work, and personal purposes; sensitive to factual accuracy and quality.

**Implication:** Improve answer accuracy, provide source citations, and add context-aware features to appeal to this group.

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AI INTELLIGENCE (AI)

# UNMET NEEDS

AI is worth purchasing if it has capabilities beyond just LLMS

Want AI to assist them but not completely hold their hand.

Want AI's that don't steal data, and also prevent its theft

Integrate to accomplish menial tasks

Need to be fully educated on the powers of AI to promote more usage and a more positive view on AI use

AI Assisted career path advice for professional scenarios



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# SOLUTION 01.

AI SIDEKICK  
INTELLIGENCE THAT  
WORKS WITH YOU

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# THE MODERN DECISION OVERLOAD.

- Constant Interruptions
- Missed deadlines
- Information overload

WE'RE SPENDING MORE TIME MANAGING TASKS  
THAN ACTUALLY DOING THEM.



# WHAT IS AI SIDEKICK?

AI Sidekick is a personalized, always-on assistant that integrates seamlessly into daily life. It anticipates what matters most, streamlines decision making, and frees your time to focus on what is important.

Some key features include:

**Anticipates:** Proactive, not reactive

**Streamlines:** Simplifies complex tasks

**Free time:** Get hours back everyday



TIME IS A COMMODITY THAT YOU CAN NEVER GET BACK!

# FROM CHAOS TO CLARITY

## Before:

- Juggling notifications
- Wasting hours on small tasks
- Constantly feeling behind



## After:

- Organized, clear priorities
- Tasks simplified and automated
- Focused and in control

# THE NEED IS REAL

- People are overwhelmed by constant decisions and distractions
- Current tools don't adapt and just add more noise
- Users are asking for personalized, integrated support
- Opportunity to create the first AI truly built around the individual



THE DEMAND FOR A SMARTER, SIMPLER WAY TO MANAGE LIFE HAS NEVER BEEN HIGHER.



ARTIFICIAL INTELLIGENCE (AI)

# WHAT SETS AI SIDEKICK APART

- **Personalized:** Learns your routines and adapts over time
- **Context-Aware:** Knows what matters right now, not just what's on a list
- **Trust Built-In:** Privacy-first, so users stay in control

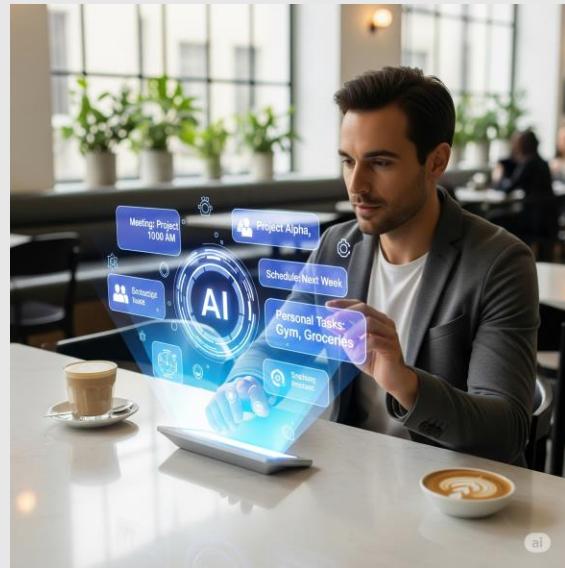
NOT JUST ANOTHER ASSISTANT, SOMETHING THAT  
DEEPLY UNDERSTANDS YOU.



# AI SIDEKICK IN ACTION

Meet Jordan — 25, analyst by day, grad student by night

- **Morning:** Anticipates traffic ahead, orders his coffee, and finds a faster route so he still gets to work early.
- **Work:** Transcribes meeting notes, flags action items, and schedules follow-ups instantly
- **Afternoon:** Filters Slack pings, highlights urgent requests, and drafts quick replies
- **Evening:** Reminds him of a quiz, generates a 15-minute practice set on weak spots
- **Night:** Schedules grocery pickup, shifts gym time, and gives a daily recap



# THE FUTURE OF GETTING THINGS DONE

- **Today:** Helping people cut through the daily noise.
- **Tomorrow:** Becoming the go-to system for smarter decisions.
- **Future:** Expanding across work, home, and life to provide real support everywhere.

AI SIDEKICK MAKES LIFE SIMPLER AND MORE FOCUSED.  
THE NEXT STEP IS BUILDING IT *TOGETHER*.



# SOLUTION 02.

## AI SAFETY & SECURITY



# ARTIFICIAL INTELLIGENCE (AI)

## SOLUTION 2.

The AI Safety and Security Guardian is an AI that keeps you safe mentally, physically, and online. It uses an Air Tag-like device to scan your surroundings and connect to nearby cameras and sensors to help you keep yourself safe.

Uses public safety records to keep personal belongings and property safe by using AI to scan and analyze things like body language and more.



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The AI Security and Data Protection assistant has a lot of different capabilities and Unment needs it can..

Addresses:

Protection Systems

Physical Safety

Online Safety

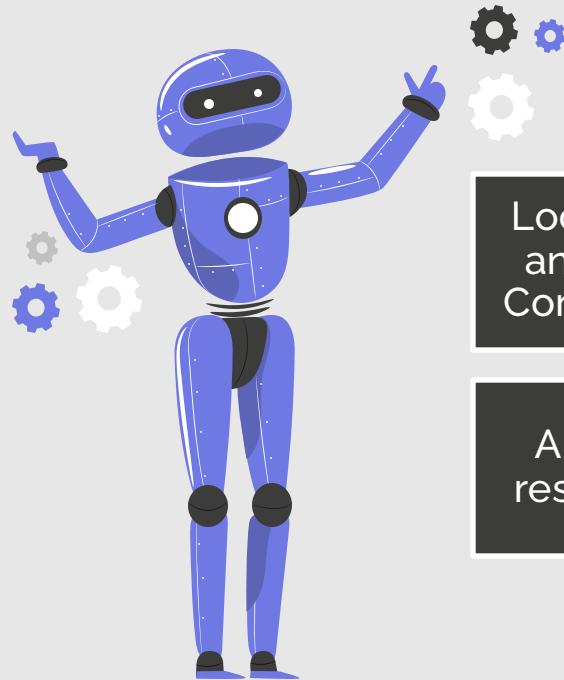
Capabilities:

Local CCTV and Radar Connections

Public Safety Records analysis

Alert first responders

Analyzes potential attacks/harm



# AI SECURITY ASSISTANT IN ACTION

Meet Georgina – 65, An investment banker who keeps track of her valuables

- **Morning:** Closes her house and turns on the alarm system when she leaves, AI keeps watch on it the sensors and cameras in the area
- **Commute:** driving to work and sees a suspicious car following her, her pocket AI notices through the rear camera and alerts First responders
- **Evening:** AI notices possible intruders on home security footage based on body language, alerts Georgina
- **Night:** When walking in busy streets, at AI tag connects to local camera in the area and keeps a close view of her to ensure her safety



# SOLUTION 03.



## AI HEALTH ASSISTANT



# WHAT IS AI HEALTH ASSISTANT?

The AI Health Assistant is a home-based AI assistant that helps users monitor health and deliver personalized wellness insights. These insights are derived from data taken through scans of the body and a series of tests all while at home.

Targeted Towards:

Frequent  
Hospital  
Visitors

Elderly

Disabled

Rural Areas

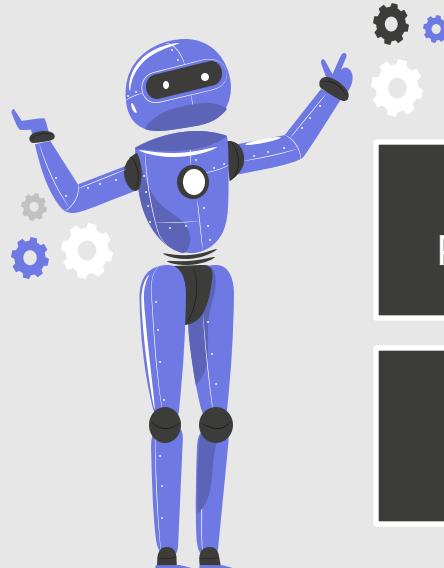
Capabilities:

Blood  
Pressure

Blood Sugar

CT Scans

BMI Tracking



# INTERVIEW QUOTES

"I could see it [AI] as being a virtual doctor, using it to find issues with yourself and coming up with solutions or diagnoses. This would be more mentally side, not like stitching or anything like that."

"As an international student, I find medical expenses in the US quite high. I think AI could be especially useful in simple or urgent health situations, acting as a first assistant."

"I could see it being like a first diagnosis type of things like in the medical field. Like an artificial employee."



# CASE EXAMPLE

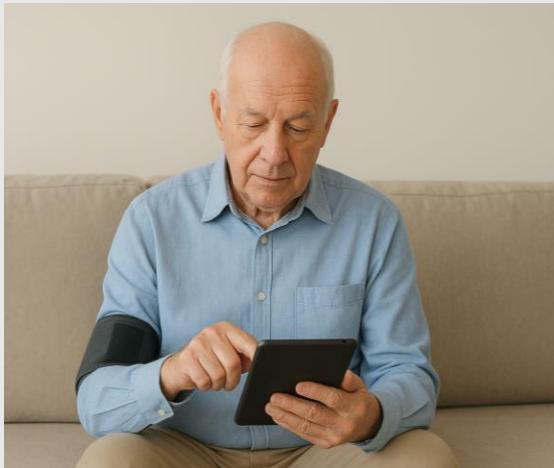
Mr. Thompson – 78, A lone widow that suffers from hypertension and arthritis

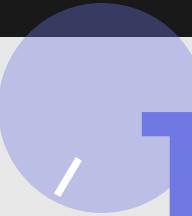
Problems:

- Trouble remembering medication
- Long travel times to hospitals
- Age-related mobility issues

Health AI Solution/Features:

- Connects with smart blood pressure cuff
- Automatic pill alert and dispensary
- Vital sign tracking
- 24/7 health-related questions
- Automatic caregiver contact if signs are abnormal





# THANK YOU!



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