

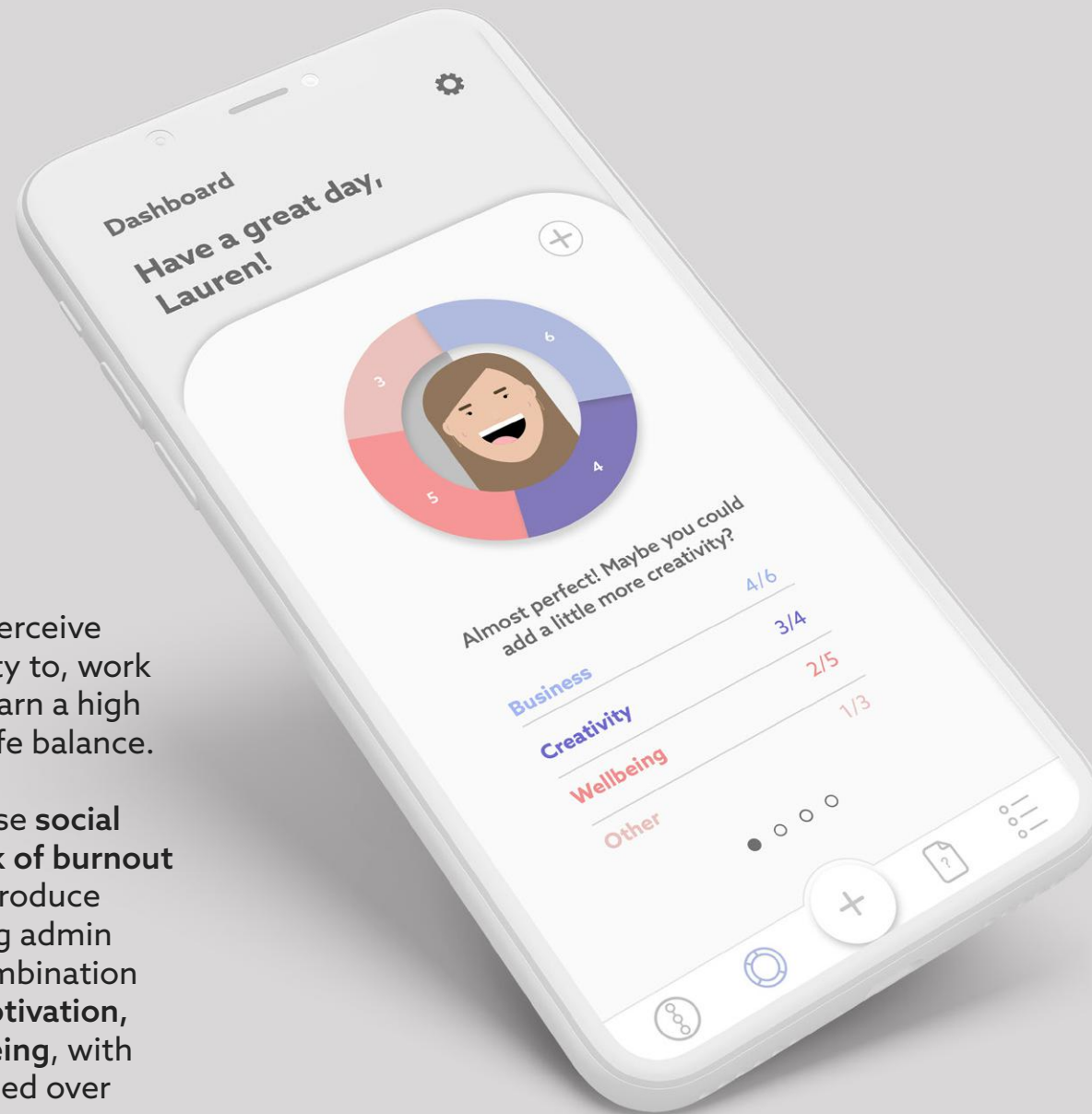


 **bizi**
Balancing Your Busyness

The Problem

The next generation of creatives perceive self-employment as the opportunity to, work flexible hours, be your own boss, earn a high income and enjoy a healthy work-life balance.

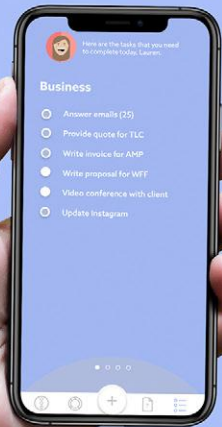
In reality self-employment can cause **social isolation, loneliness, increased risk of burnout** and the difficult task of having to produce innovative work all whilst managing admin and business-facing tasks. This combination of factors can have an effect on **motivation, productivity, creativity and well-being**, with business tasks often being prioritised over creativity and personal well-being.



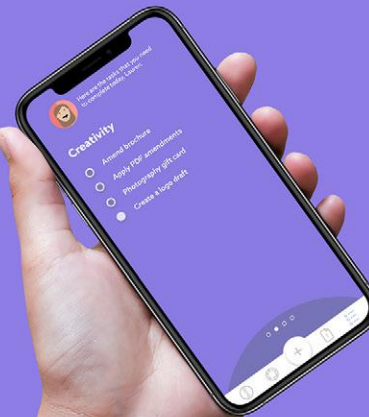
The Solution

Bizi - a virtual, creative companion that helps you to balance business, creative and well-being tasks. Bizi provides users with a match-made mentor to support and motivate users to complete their tasks and to reduce the impact of social isolation and loneliness, that users can reach out to in times of need.

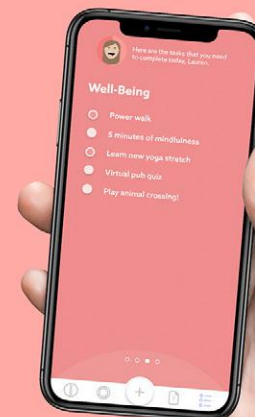
Business



Creativity



Well-Being



How it works

Bizi combines the use of an app made *for creatives by creatives*, and any smart speaker device, to enable the user to fully interact with their mentor.



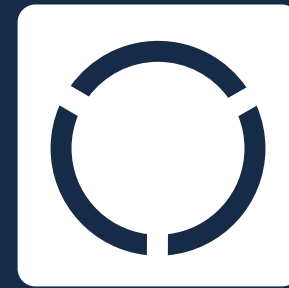
Bizi App

+



Smart Speaker

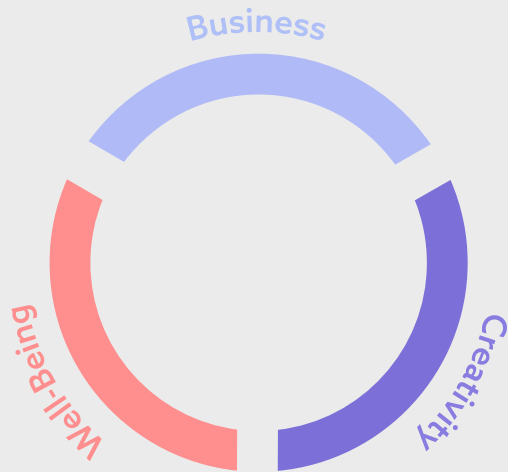
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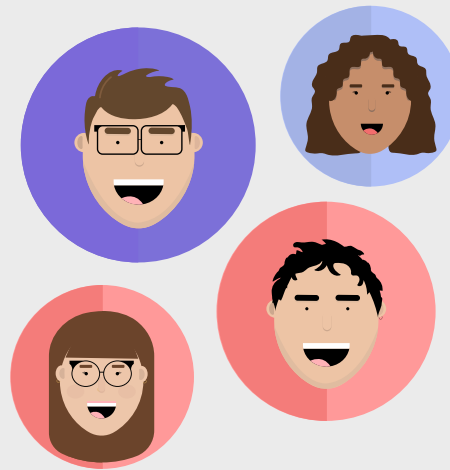
Bizi Solution

Key Features

Features and aims of bizi.



Visualise your day using the bizi app and create a balance of the three key elements



Reduce the impact of social isolation by interacting with your matched mentor via smart speaker



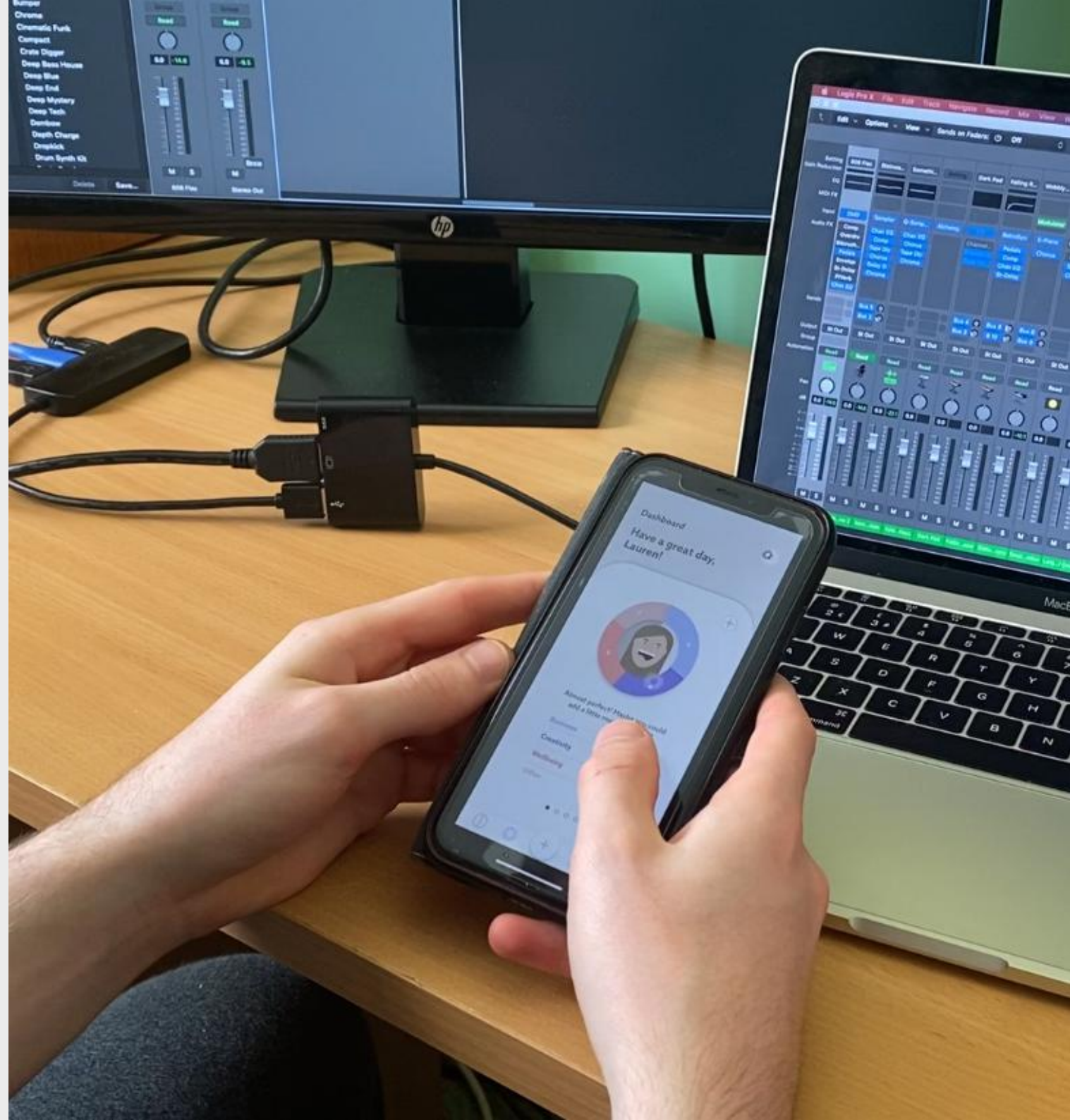
Stay on track, motivated and inspired thanks to custom schedules and suggestions, based on your work habits

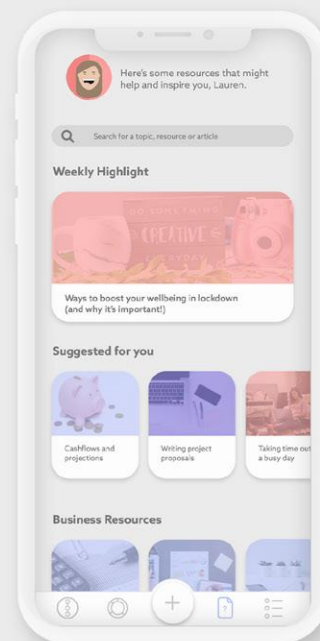
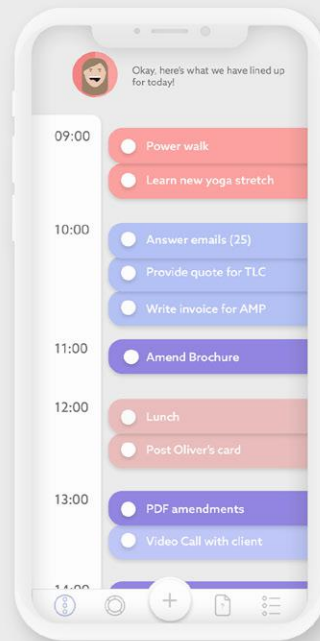
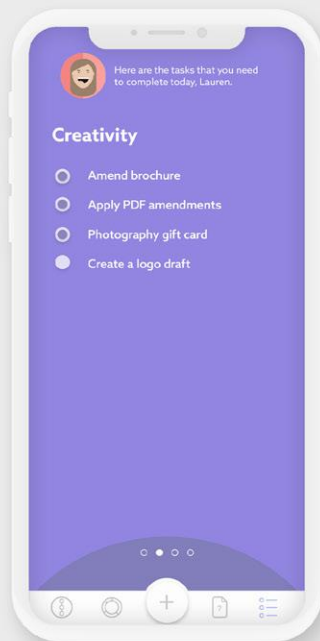
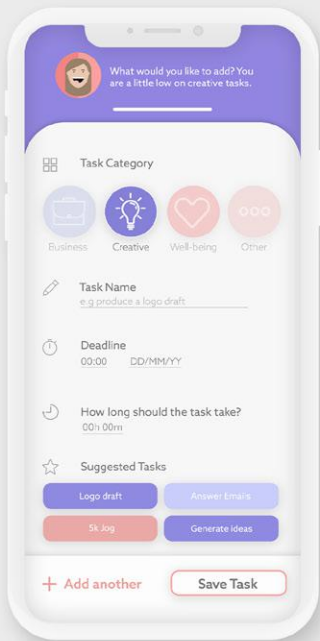
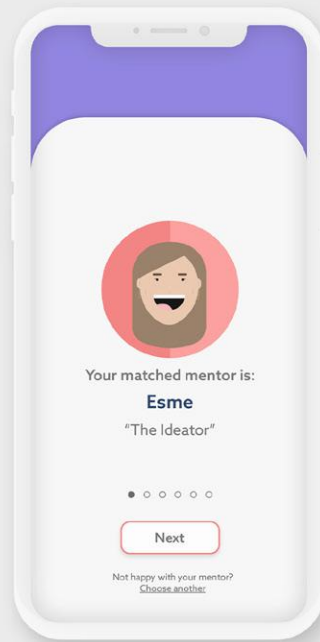
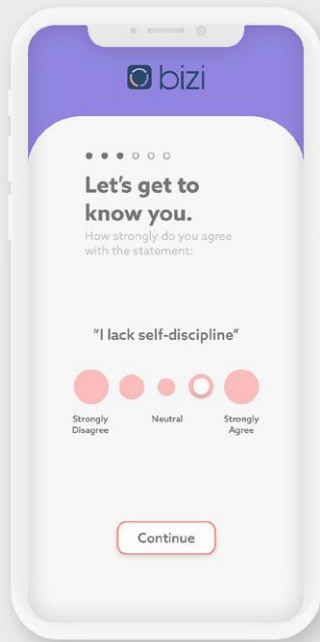
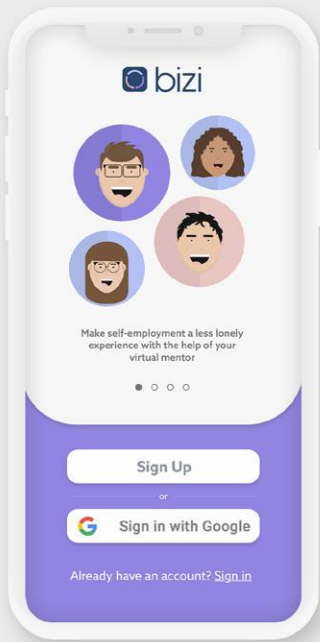
Who is it for?

Bizi is made for sole-traders and freelancers who work alone within the creative industry.

It's primarily aimed at the next generation of self-employed creatives, who are most likely to suffer the effects of social-isolation and burnout due to working long hours and neglecting their personal well-being.

However, bizi can be accessed by all ages of freelancers who feel that they'd like to work with a virtual companion, regardless of business experience.

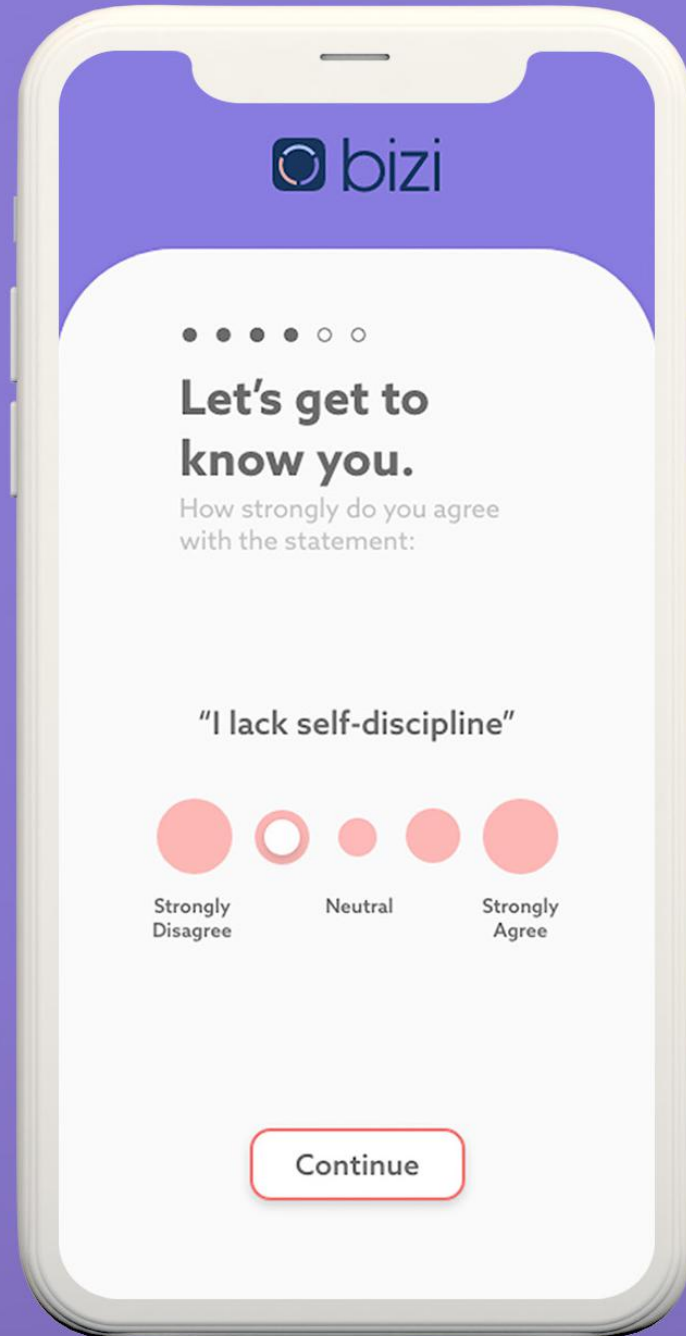




Onboarding

Users answer a series of questions to determine the mentor that would be most suited to their needs.

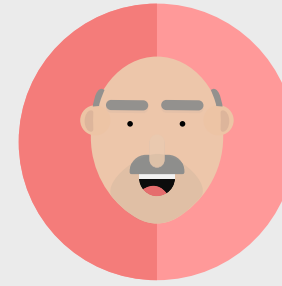
Some users may need "The Boss" who keeps strict time keeping to motivate them, others may need "The Reassurer" to take a more gently and caring approach to support them in their tasks.



The Mentors

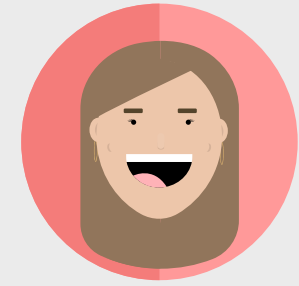
Mentors are assigned using the bizi app depending on the user's onboarding responses. Each mentor has a different way of motivating, entertaining and supporting the user.

Some users may work better under-pressure, which is why the ex-army "entrepreneur" would be perfect to boost their productivity. Others may need comforting, reassurance and a boost in well-being, which is a case for "The Reassurer". The mentors will use AI to learn about the user's working habits and adapt their approach based on this.



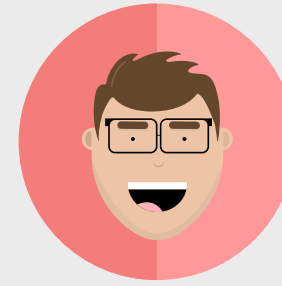
Gareth

"The Creative Jester"



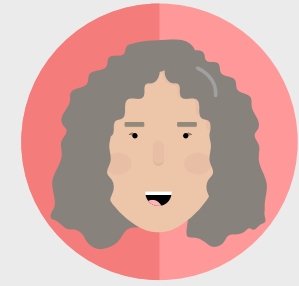
Esme

"The Ideator"



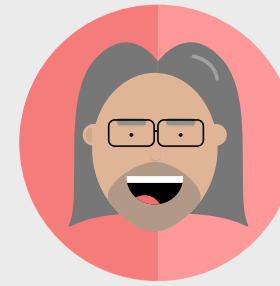
Ryan

"The Boss"



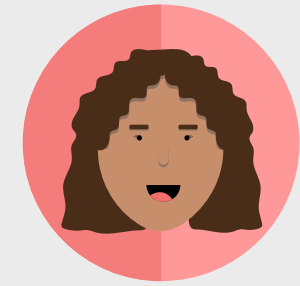
Rachel

"The Wise One"



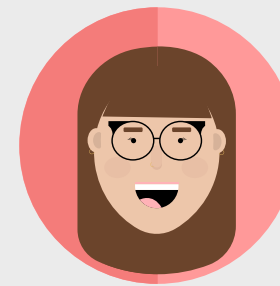
Andrew

"The Entrepreneur"



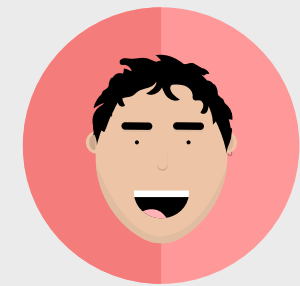
Tammi

"The Well-Being Pro"



Laura

"The Innovator"



Liam

"The Reassurer"



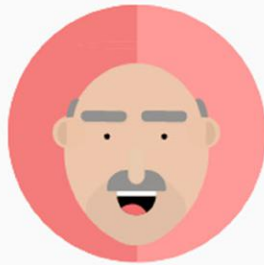
Creativity Boosting

Creative and inspiring to give the boost that you need



Next

Not happy with your mentor?
[Choose another](#)



Your matched mentor is:

Gareth

"The Creative Jester"



Next

Not happy with your mentor?
[Choose another](#)



Advice and Wisdom

Will tell you when your day is looking 'Sweeet!' and when to add a little more fun and creativity



Next

Not happy with your mentor?
[Choose another](#)

Yo, Alex. Check out what I just found for you on the resources and inspiration page

Lauren... you really need to complete your 'create a logo' task, it's overdue...

Ollie, to stay on track you need to finish this task in the next 30 minutes

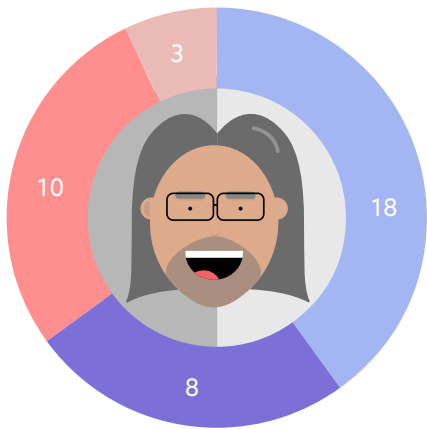
Rebecca, don't forget to take a break. Your well-being segment is low today

Hey Katie, how is your day going? Do you need to add any tasks?

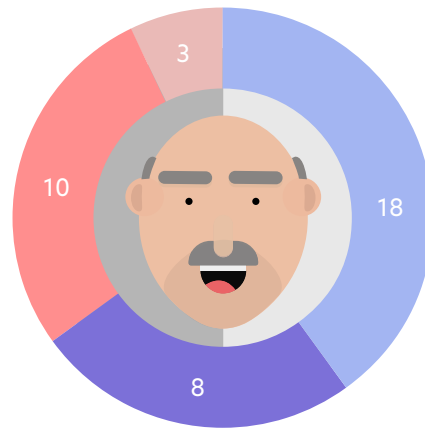
Nice one! How about a celebratory song from your recent playlist?

The Attitude

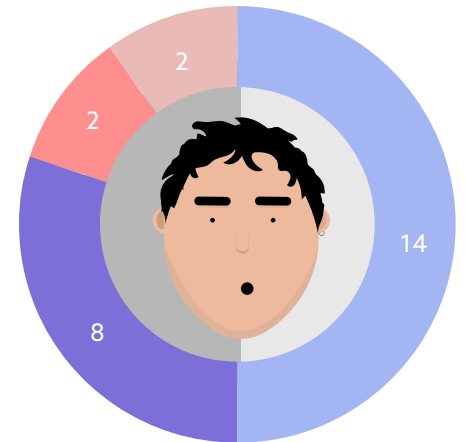
An example of how the phrases and attitudes of each mentor may differ and adapt using AI technology to learn about how the user responds and how they can encourage the user to complete tasks and maintain balance.



Lots of business today - need some help? Check out my suggestions in the resources page



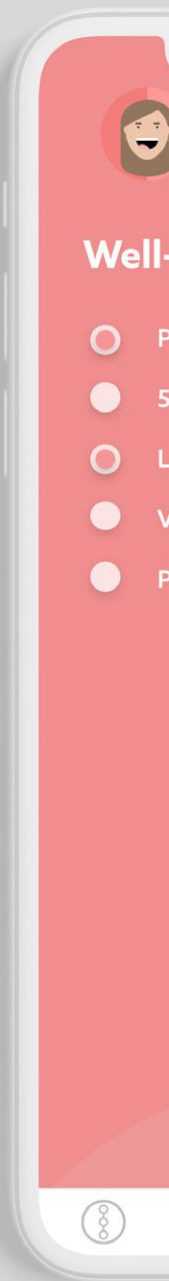
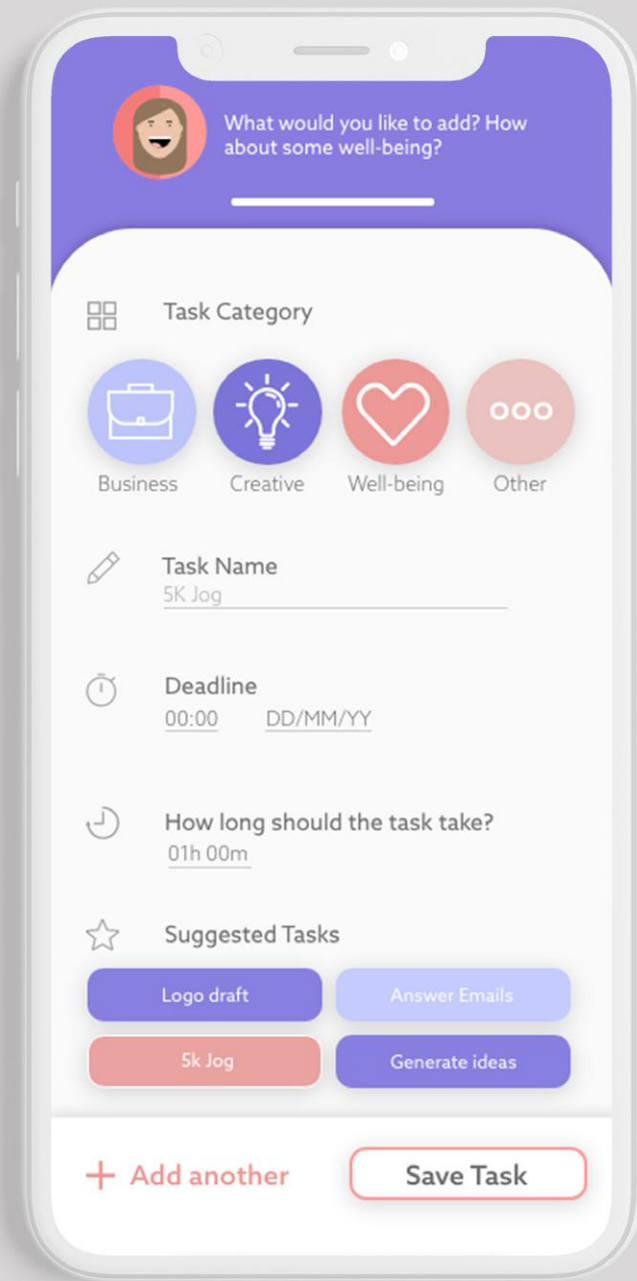
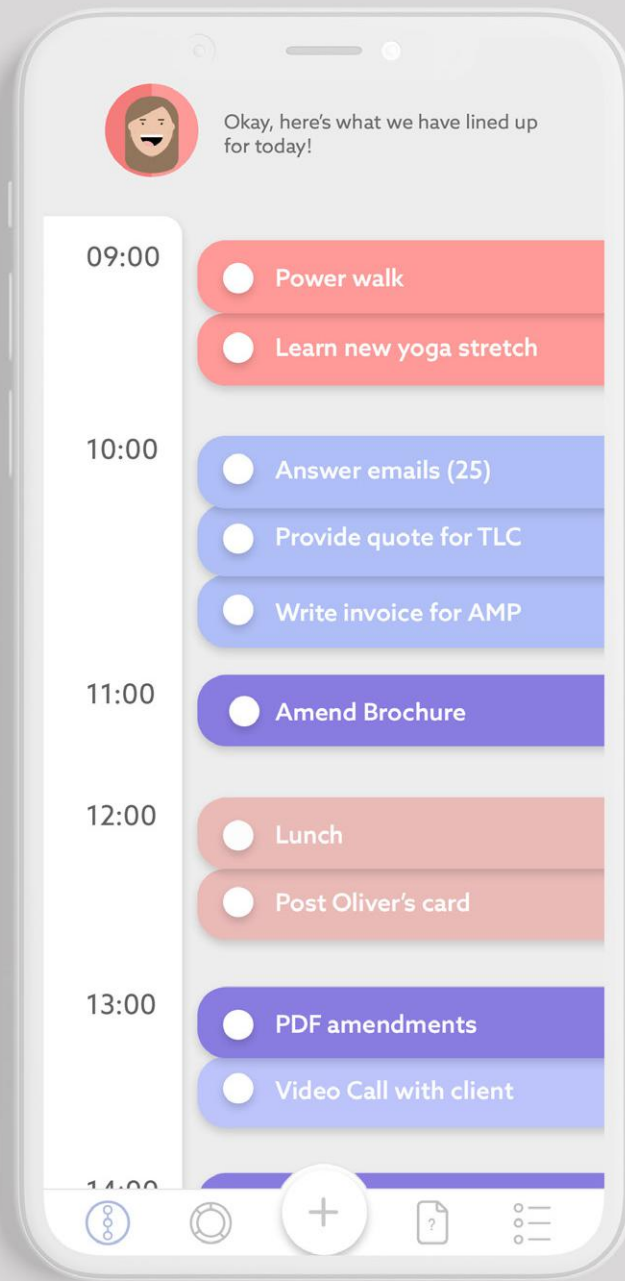
Hmmm. Let's add some extra creative tasks to make sure you have a good balance.



You're at risk of burnout! You need to add some well-being and take a break soon!

Tasks

Users can add tasks verbally with the smart speaker feature or within the bizi app



Smart Hubs

The bizi interface can be used across other devices so users can be with their mentor in any room or environment. Smart speakers and hubs with a screen function will display the web version of the dashboard for easy, quick viewing of tasks



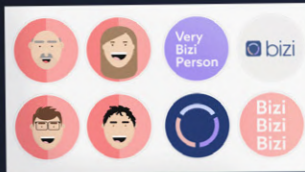




Social

The brand will play on the idea of 'bizi' meaning busy and highlight the idea of the three focus categories

Balancing Your Busyness

Hello,
bizi person



 bizi x 

Starter Kit Bizi x Amazon

Users can connect the app to any smart speaker device or purchase a bizi starter kit in collaboration with Amazon Echo. Users will receive a box containing an Echo Dot, mini bizi start-up guide and stickers to place around their office, decorate equipment and allow other bizi members to recognise that they are a part of the community.

