



REDEFINE INNOVATIVE LABS

SHAPING HUMAN CIVILIZATION WITH AI

OUR FOCUS

- SHAPE HUMAN CIVILIZATION WITH THE HELP OF AI
- DEVELOP A DEEPER INSIGHT ON INDIVIDUAL NEED, CAPABILITY, AND ASPIRATION
- PROVIDE SOLUTIONS BASED ON USER PREFERENCE IN THE FIVE KEY AREAS

1. WELLNESS
2. SKILLING
3. OPPORTUNITIES
4. FINANCIAL GROWTH
5. HAPPY SPACE

WHAT WE'RE SOLVING

- A number of products today cater to these five areas of human need (Wellness, Skilling, Job Opportunities, Financial Growth, Happy & Safe Space).
- However, not every individual knows which product/solution suits them best.
- People mindlessly doom-scroll articles and posts owing to FOMO (Fear of Missing Out).
- With massive budgets for ad campaigns, irrelevant products get over-subscribed and people find it hard to choose what is necessary.
- **Our AI-Native platform can be your one-stop shop to both tell you what is essential at each stage of life for you and your family, and help you stay on top of things by deploying the AI Agent to carry out pre-defined tasks on your behalf.**
- The best part is you can always **REDEFINE!** :)

Basic Needs >



↑
Additions

LAYERS AND CHOICES

- With the increasing number of layers in human requirement and an ever-increasing breadth of choice in product offerings across sectors and markets, the role of a machine (AI) becomes all the more important.
- To keep human beings informed on what is essential at each stage and support them with the appropriate offering without overwhelming them.
- All this while taking a holistic approach by understanding the individual health condition, knowledge-level, economic viability, growth aspirations and their geographic mobility preferences.

MARKET OPPORTUNITY

- A unified marketplace bringing together products and solutions that meet the user's needs.
- The days of searching and scrolling for products or solutions on e-commerce websites will gradually fade. Even before consumer's recognize the need, our Agent AI will be on its toes to complete the checkout for all curated products with a simple approval.

i. Food, Health & Wellness	[932 Billion USD]*
ii. University Courses & Upskilling Programs	[366 Billion USD]*
iii. Job Opportunities	[51 Billion USD]*
iv. Financial & Investment Products	[358 Billion USD]*
v. Housing & Community Building	[23 Billion USD]*
TOTAL	[1,730 Billion or 1.73 Trillion USD]

*Global net revenue figures of online marketplace for each category as of Fiscal 2024-2025

*These numbers are projected to increase substantially with growing digitization and internet access in developing markets

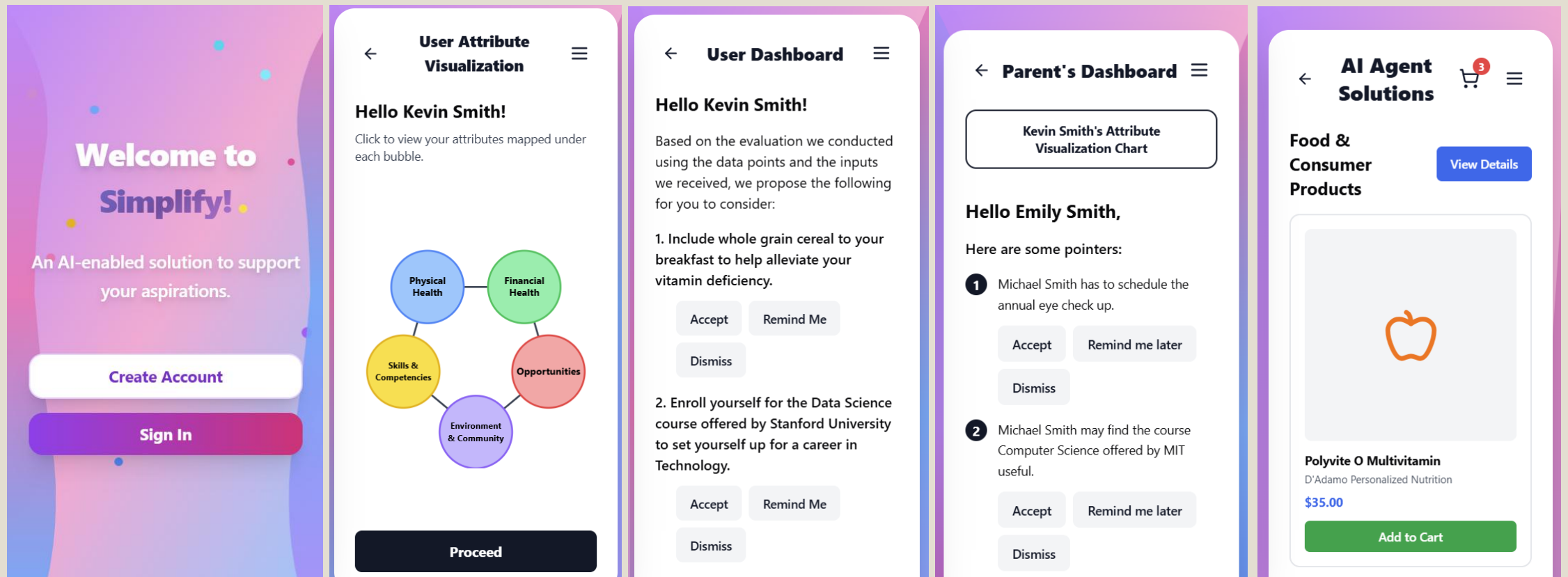


SUPERINTELLIGENCE IS HERE

REDEFINE INNOVATIVE LABS

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A GLIMPSE OF SIMPLIFY



ABOUT THE SIMPLIFY PLATFORM

- Consumer-facing platform with the following capabilities:

Aggregate first party user information	Product suggestions
Aggregate data from alternate sources	AI Avatar for interaction
Develop a user attribute knowledge graph	Milestone based user path charting
Develop a multi-user family tree	Agentic AI product checkout
Wellness recommendations	Parental monitoring dashboard
Skill builder	Administrator governance dashboard
Opportunity mapper	Configuration management

OUR ASSETS

- We've developed our own **proprietary AI Based Advisor System (ALBAS)** that is being leveraged to train on massive data corpus and user information to develop user-product fit (not product-market fit) and advice the user on what is essential for them at each stage.
[Patent No. 19/108,510]
- We've developed our own **copyright protected Human Centered Interaction Design (HCID) workflow** that is capable of inclusively serving all of humanity (8 Billion + population worldwide) through various computing and interface devices.
[Diary No. LD-31263/2025-CO]

FOUNDER



JAGADEESH PRABHAKARAN
[JP / JACK]

Global product and technology leader with expertise in product development, engineering, user experience, design, analytics, artificial intelligence (AI), and regulatory compliance with 10+ years of experience delivering over a hundred and ten professional projects, fifty academic projects, and trained on over ninety-five courses across science, technology, and business.

OUR TIMELINE & ROADMAP

- October 2024 Registered Redefine Innovative Labs LLC in the US
- February 2025 Completed baseline infrastructure development
- March 2025 Applied US and India Patent for the AI based Advisor System
- May 2025 Concluded global market research
- August 2025 Applied US and India Copyright for Human Centered Agentic AI
- October 2025 Completed development and launched the Simplify platform
- Next step Global expansion through partnerships



INVITING EARLY-STAGE INVESTORS TO BE PART OF OUR JOURNEY

Visit us at : <https://redefineinnovativelabs.com/>
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