



— INVESTOR DECK

All Things AI

AI that lives on your device.
Free. No subscriptions, ever.

allthingsn.com

— THE PROBLEM

Consumer AI today makes you pay twice.

01

A monthly subscription.

Accounts, paywalls, round-trips — a tax on the user.

02

Your data, shipped to
someone else's cloud.

— OUR THESIS

Modern phones are supercomputers.

Serious AI can run entirely on-device: private by default, instant, works offline — and near-zero marginal cost to serve, which is why we can afford “free, forever.”

-
- Private by default
 - Instant
 - Works offline
 - Near-zero marginal cost

In the agentic era, the best AI products won't be a tax on customers.

A small studio building privacy-first consumer apps.

20+

apps built

17

live on the App Store

Every one free — no subscriptions, no ads, no paywalls.
Data stays on the device.



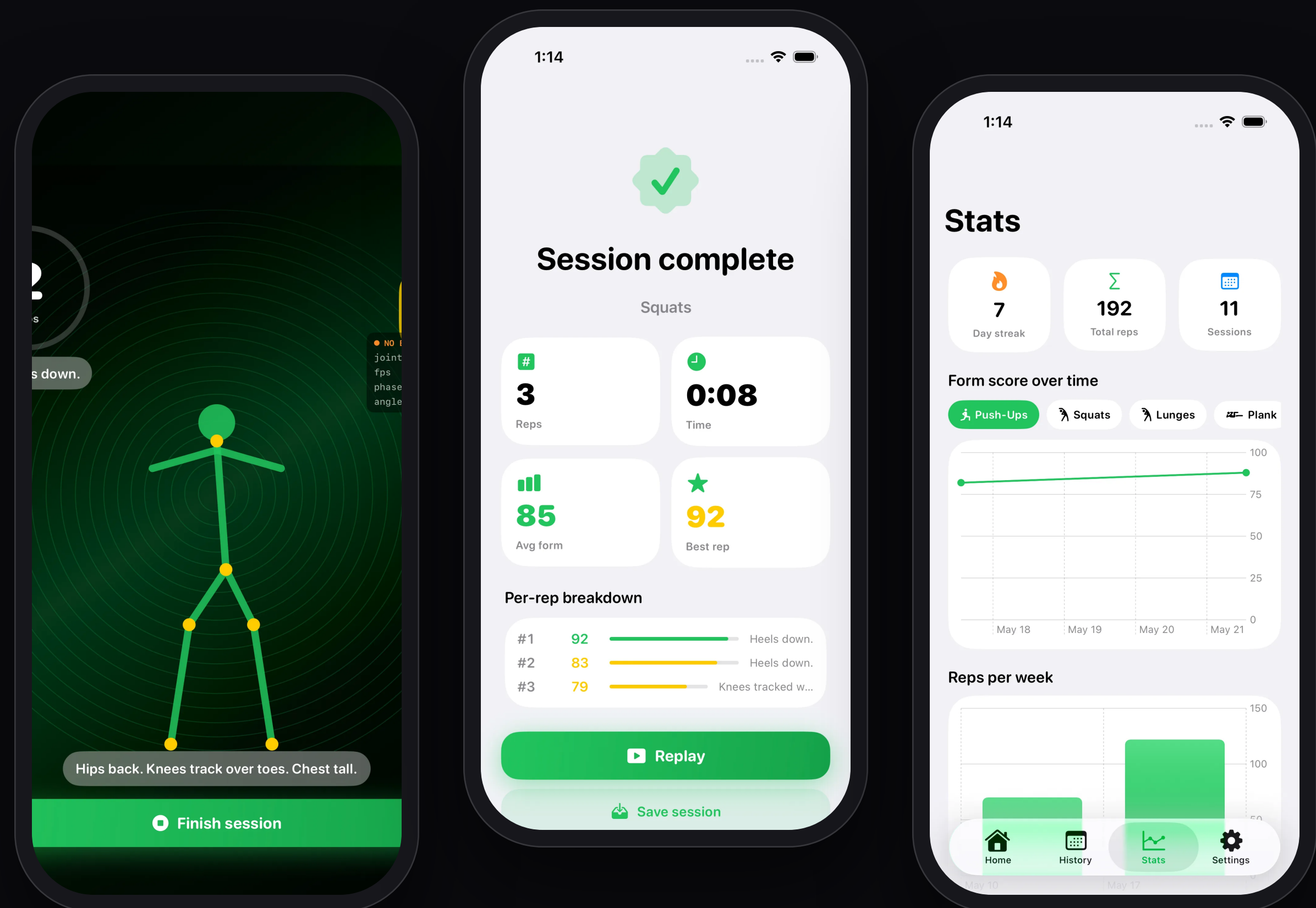
— FLAGSHIP: FORM COACH



Your camera becomes a personal trainer.

500+ exercises tracked with on-device computer vision — real-time rep counting, form scoring, mid-set coaching.

- Live on iOS, Apple Watch, and Android.



It's working.

~1,000

monthly active users

100%

organic — \$0 ever spent on marketing

17–21%

Form Coach App Store page conversion

Around the Fitness category's 75th percentile.

We build to be recommended — by search engines and by LLMs.

#2

ChatGPT is our #2 referral source
after Google

~59%

of the users it sends convert to
a download

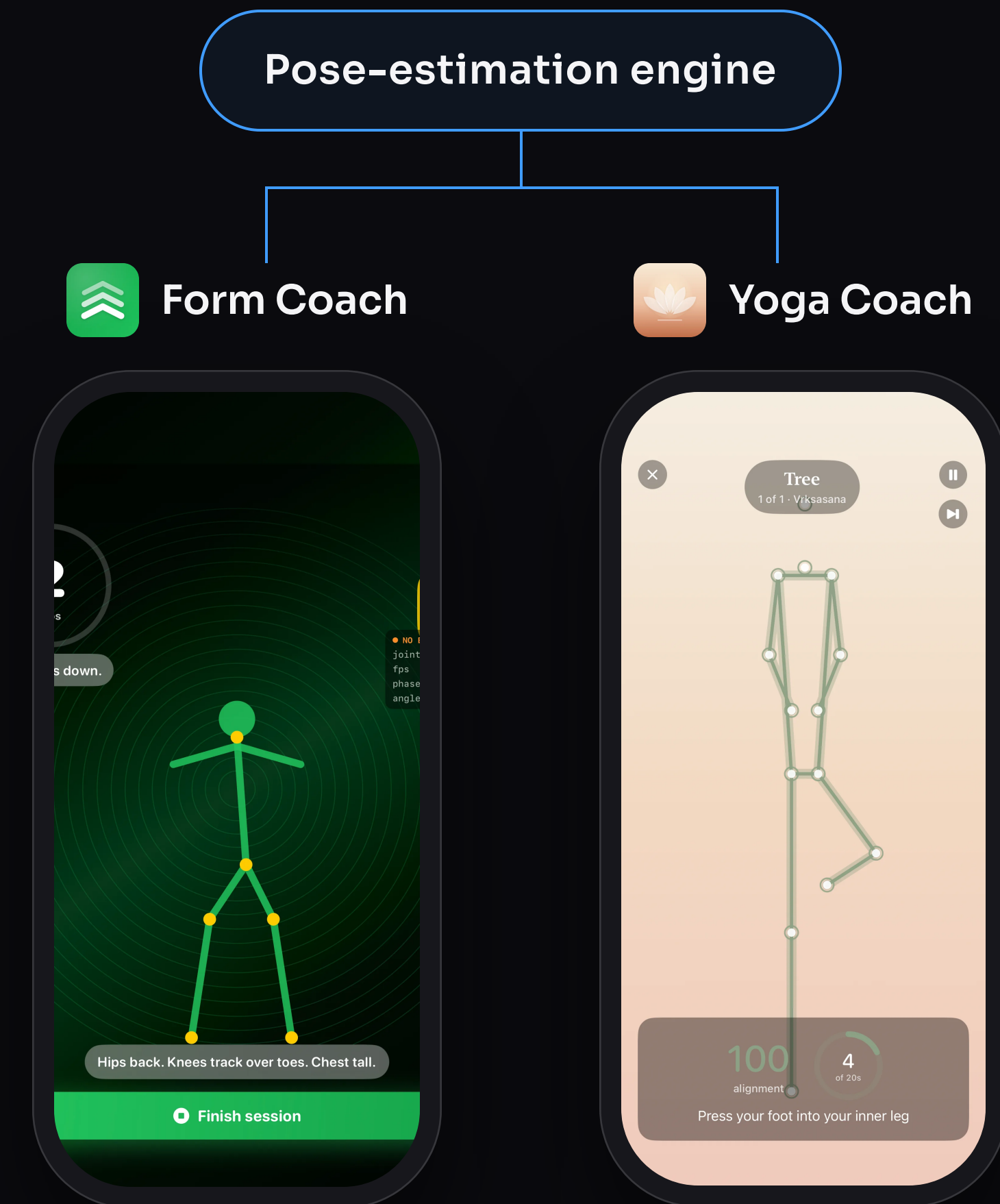
We're also a top Google result for “best apps without subscription.”

— THE ENGINE MODEL

Shared core technology across apps.

The pose-estimation engine behind Form Coach also powers Yoga Coach.

Ship broadly, learn what pulls, double down — the portfolio compounds.



— BUSINESS MODEL

Free today by design.

On-device inference costs us almost nothing to serve.

Monetization roadmap built around our promise:

- Premium unlocks

- Technology licensing

Never subscriptions.

FOUNDER

Ankit Jhalaria

Founder & CEO



15 years building AI and data platforms at scale. Most recently Director of Engineering for a public internet company's enterprise AI platform — the required path for ~90% of its AI products, 100+ LLMs behind one governed interface at 99.9% uptime.

Before that, built the company-wide data mesh as Director of Engineering, Data Platform: petabyte-scale, 2,000+ data products across 10+ lines of business. Earlier, Principal Engineer on the same platform.

Technical advisor to a top-tier NYC seed-stage VC. Featured by AWS on AI-assisted product development; author on the AWS Big Data Blog.

Apache Beam open-source contributor; speaker at Flink Forward and Beam Summit.

M.S. Computer Science, USC. Based in the Bay Area.

— WHAT'S NEXT

What's next.

01

Deepen the flagship
(retention, daily habit loops)

03

Grow Android

02

Localize into 12 languages

04

Keep shipping for the agentic era



— THANK YOU

“The best AI won't
be a tax on you.”

allthingsn.com support@allthingsn.com