



Rabbit

More life by consuming less.

rabbit.am

Problem

“It is okay to own a technology, what is not okay is to be owned by technology.” — Abhijit Naskar

47%

of Americans admit to phone addiction.

352x

is the average number of times we unlock our phones, per day.



“God only knows what it’s [Facebook] doing to our children’s brains.”
— Sean Parker

51.8%

of screen time is due to boredom.

68.6%

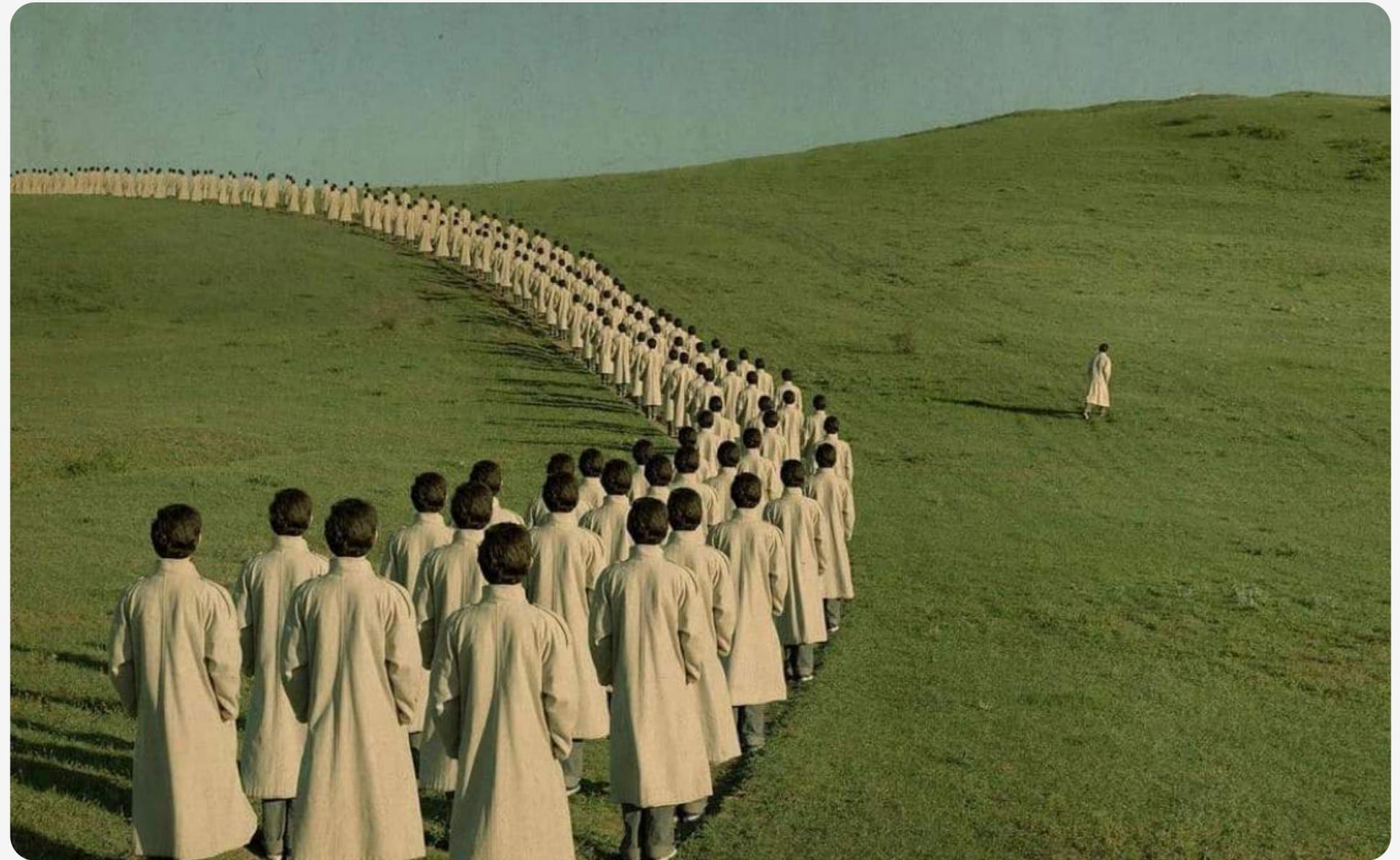
of individuals believe screen time negatively impacts mental health.

Solution

The internet should be creative, inspiring, insightful, global, thought-provoking, and connecting.

We must alter the trajectory and preconceived notions of the internet.

The process, frequency, and relationship we have with it must change.



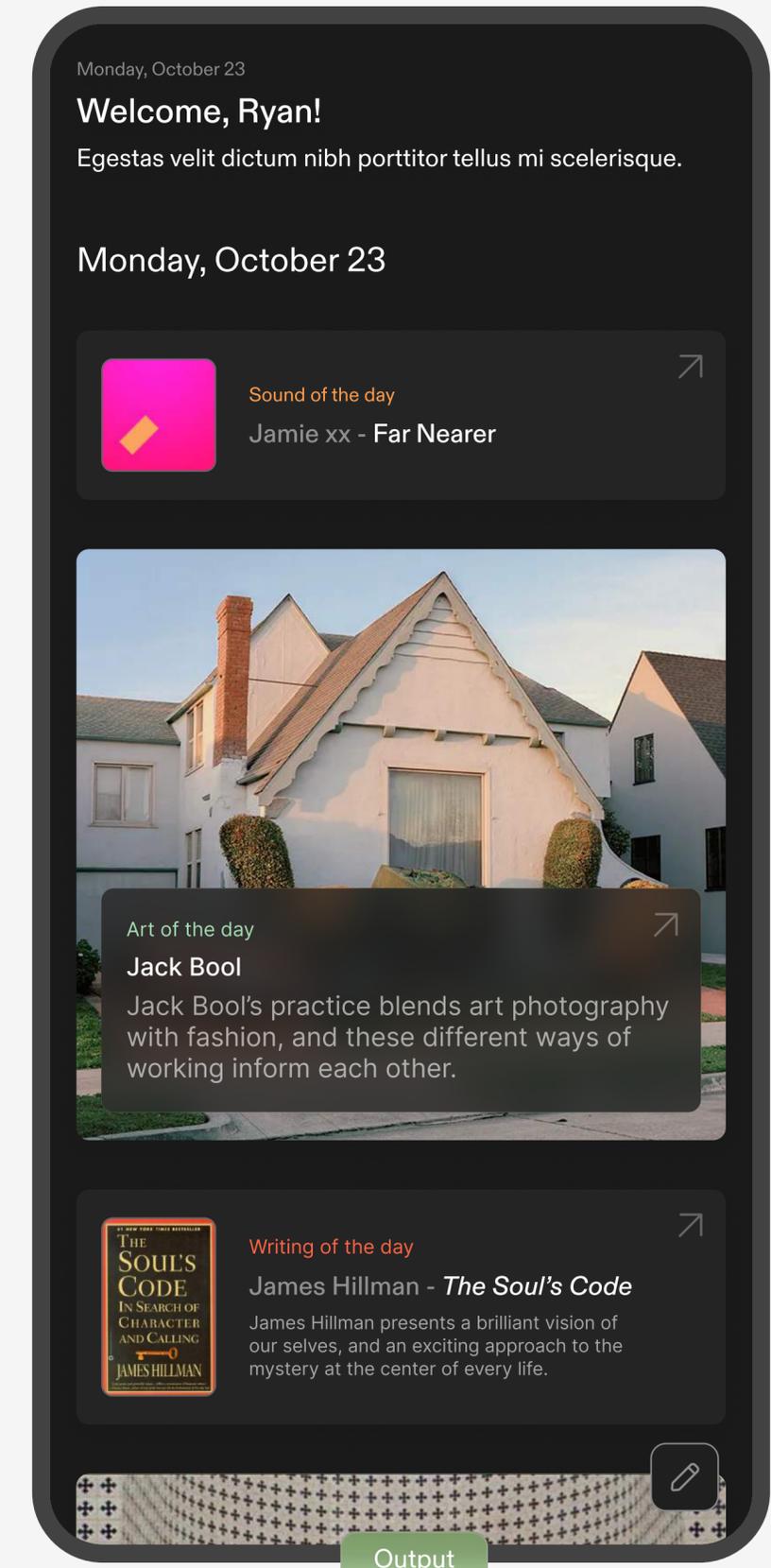
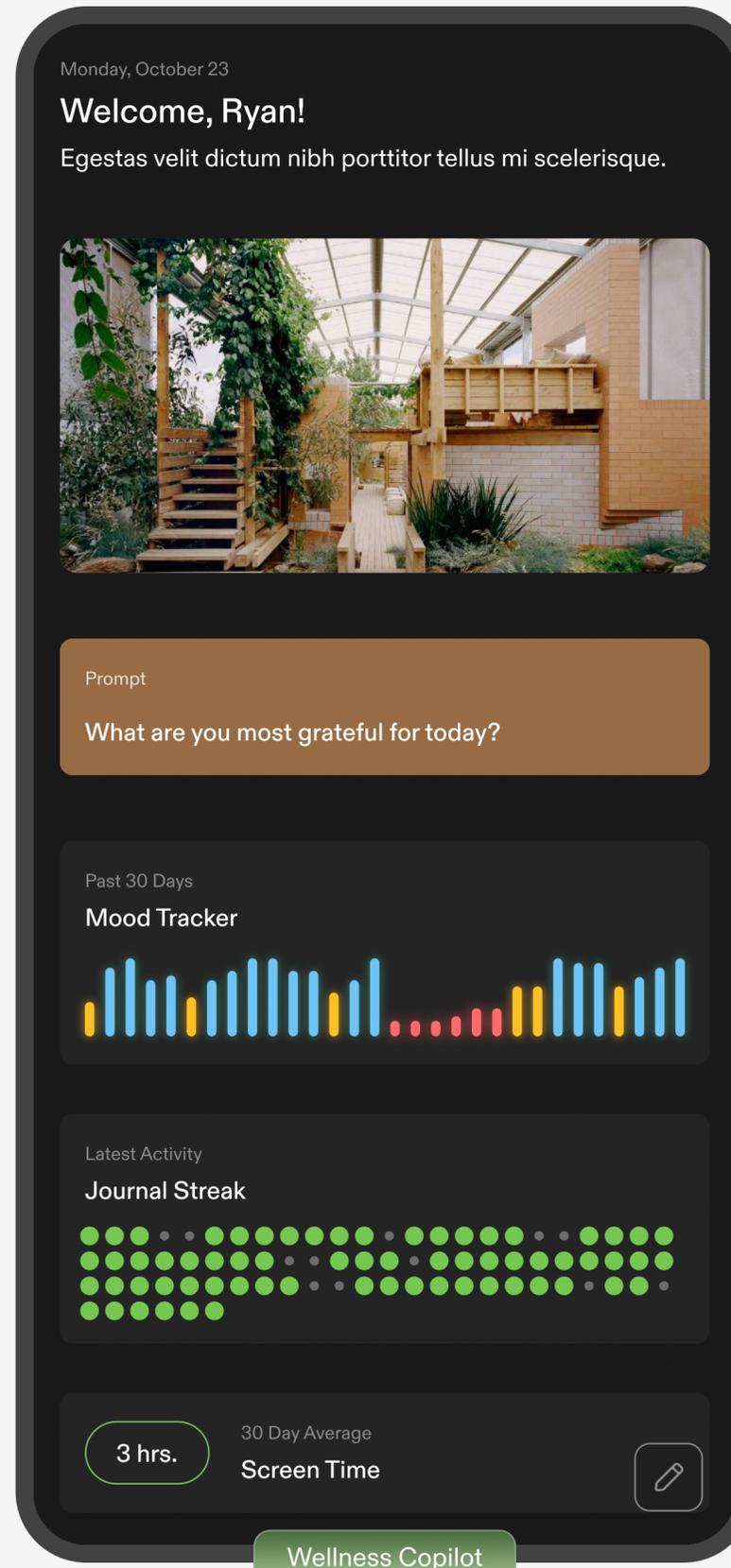
A journal. A life hub. Curated internet. All in one.

Product

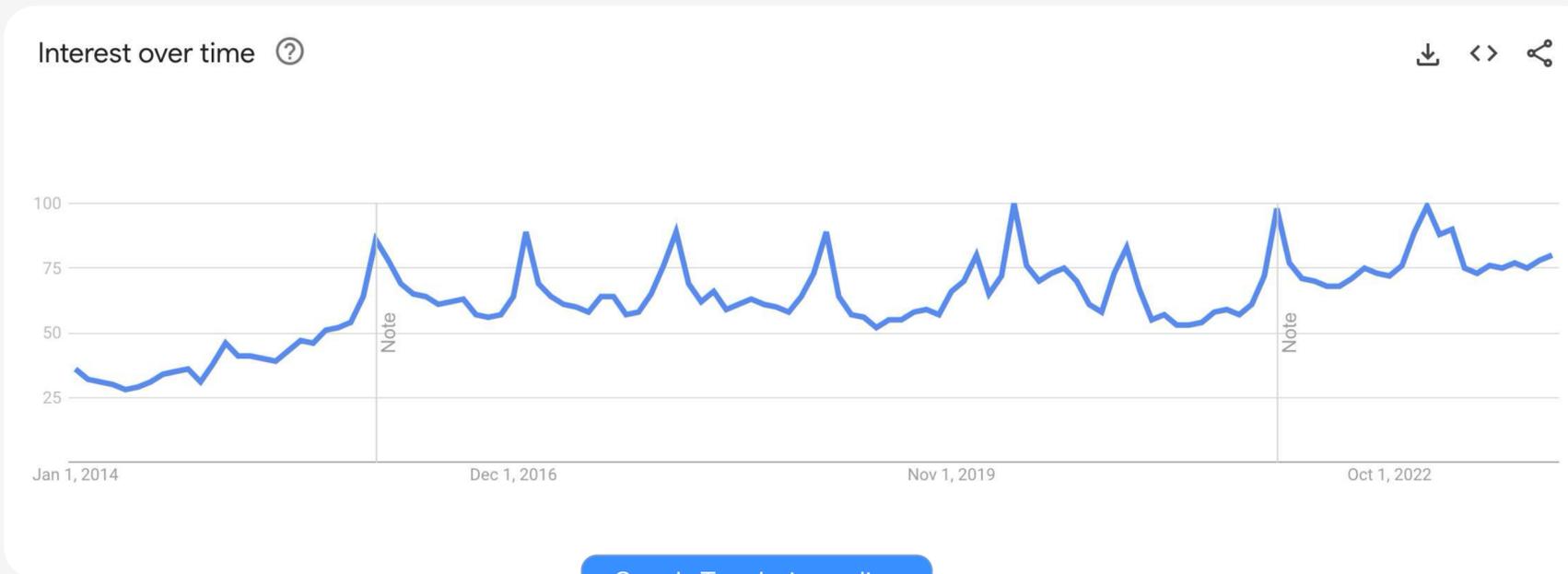
A platform for *good* internet and wellness — curated from your daily journal (voice, type, photo). One entry = one sound, one art, one video, one podcast, one writing.

Journaling is a clinical habit that allows us to get to know you and for you to self-reflect and improve your well-being.

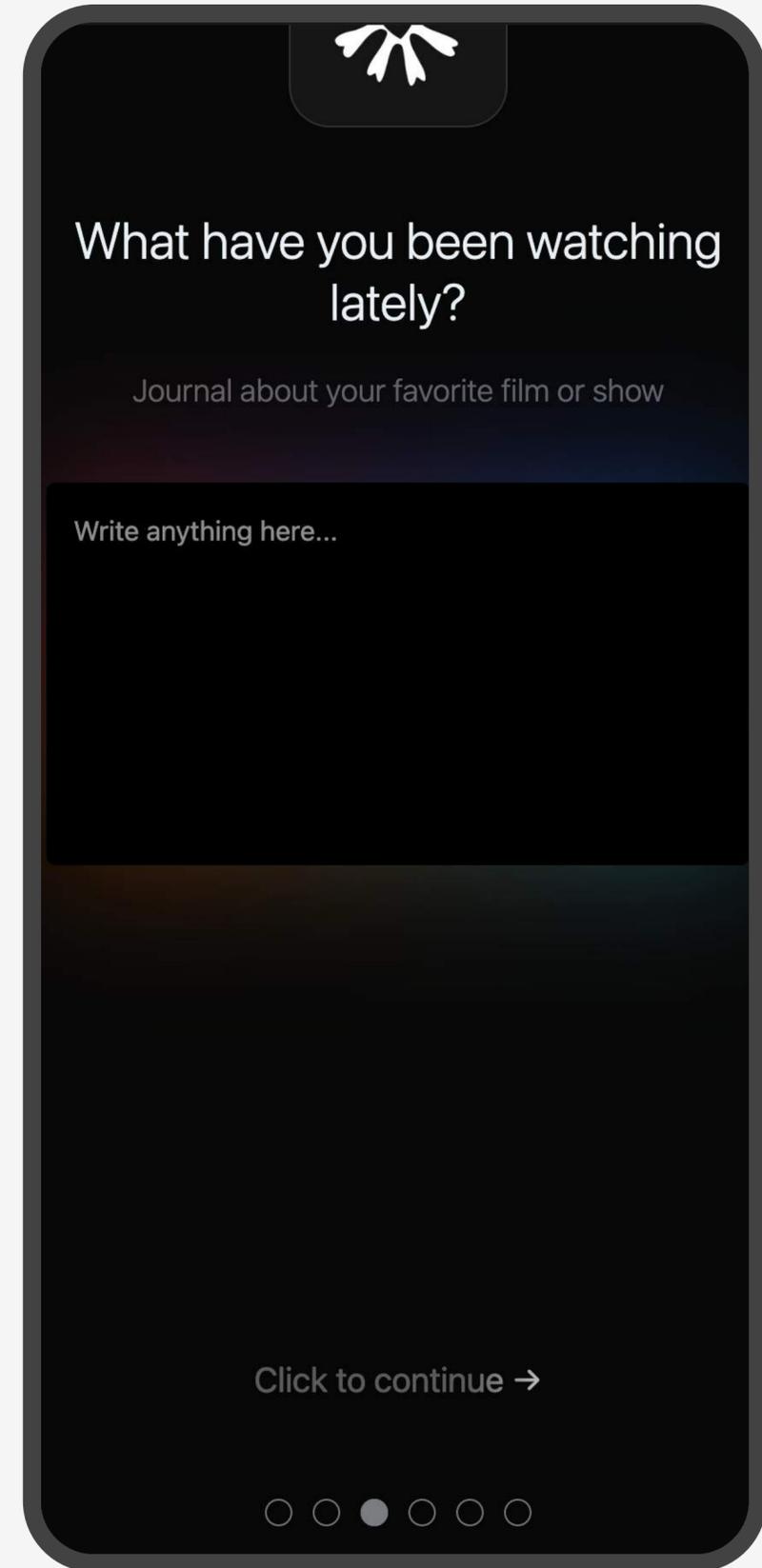
Feel free to scroll within these mockups.



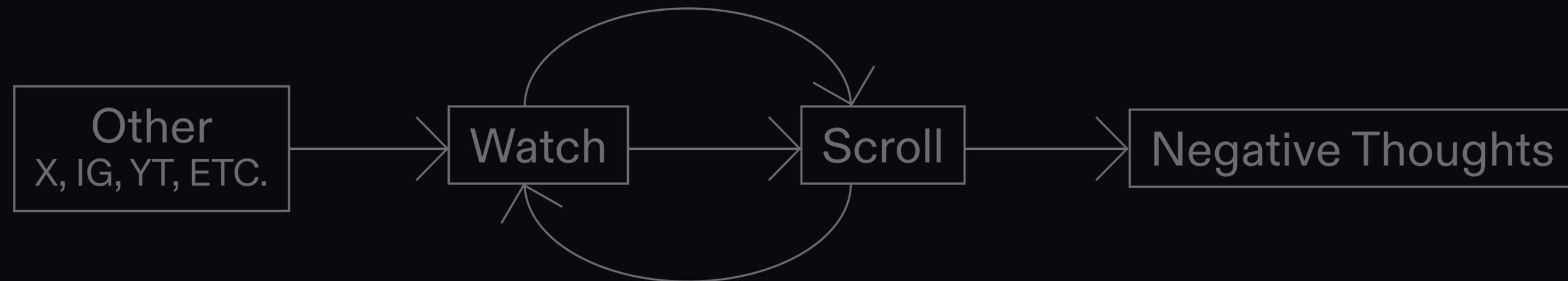
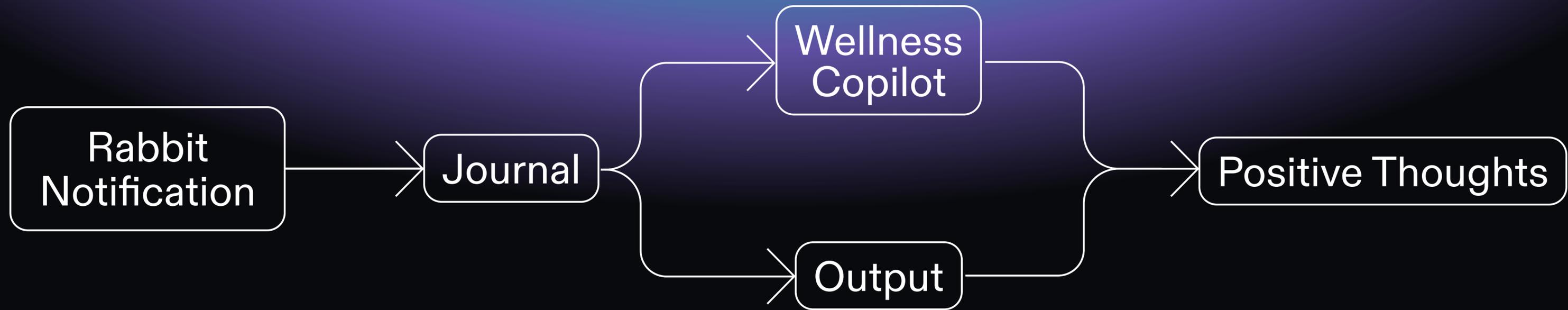
Journaling is the most common digital cleanse activity, & it's hot.



Google Trends: journaling



“New Internet Order”: Habit Replacement



Validation



Reddit

It hit me like a brick recently
that there's damn near
nothing for me to do on the
internet anymore.

Click text and photos to learn more

BBC

The people going 'monk
mode' to limit social media
use



Forbes

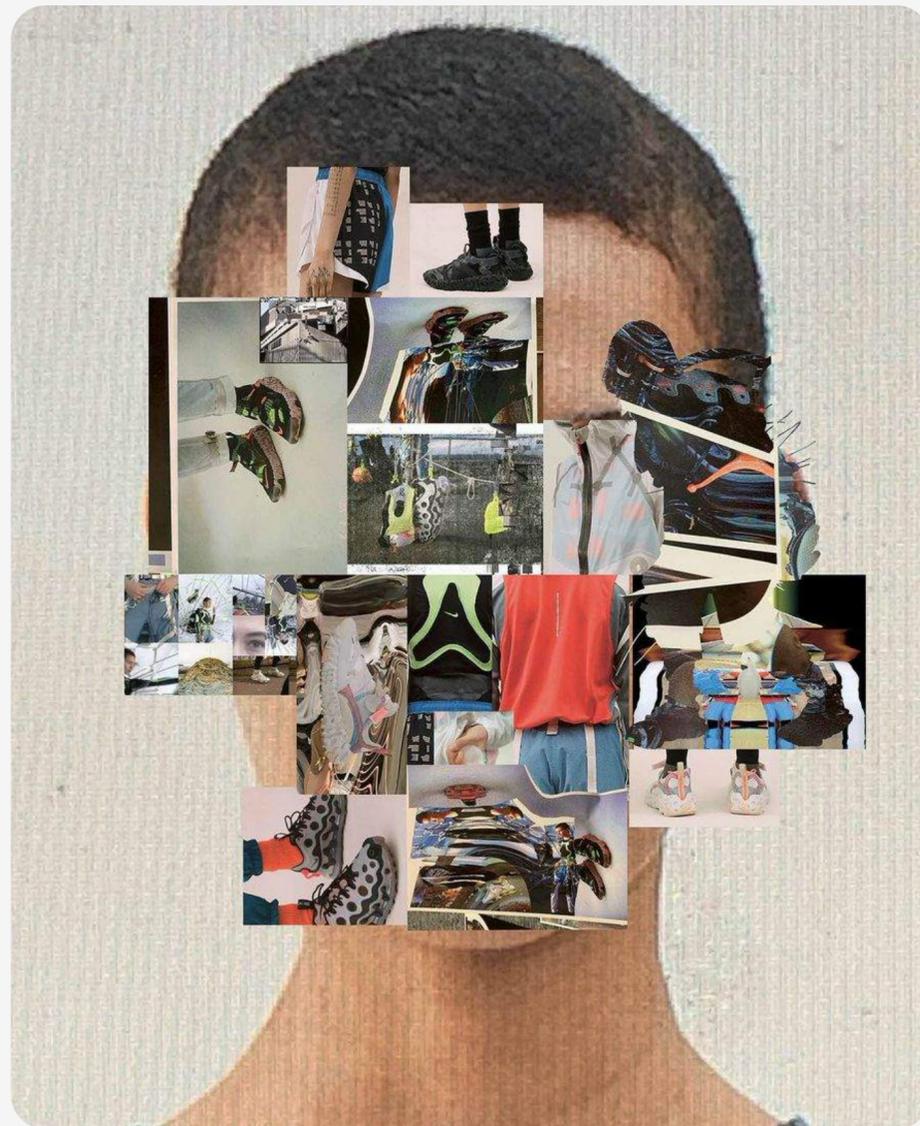
When Consumers Say They
Want A Digital Detox, This Is
What They Really Mean

YouTube

How to take back CONTROL
over YOUR LIFE



Pain Points



Sam

34, urban professional, stressed from work and information overload

Needs: Quick, meaningful content discovery, relief from digital chaos and burnout

Digital Habits: Tired of endless, unfulfilling scrolling

Rabbit offers Sam a seamless escape into content that matters, cutting through the clutter and transforming idle screen time into a journey of enrichment and mindfulness.



Taylor

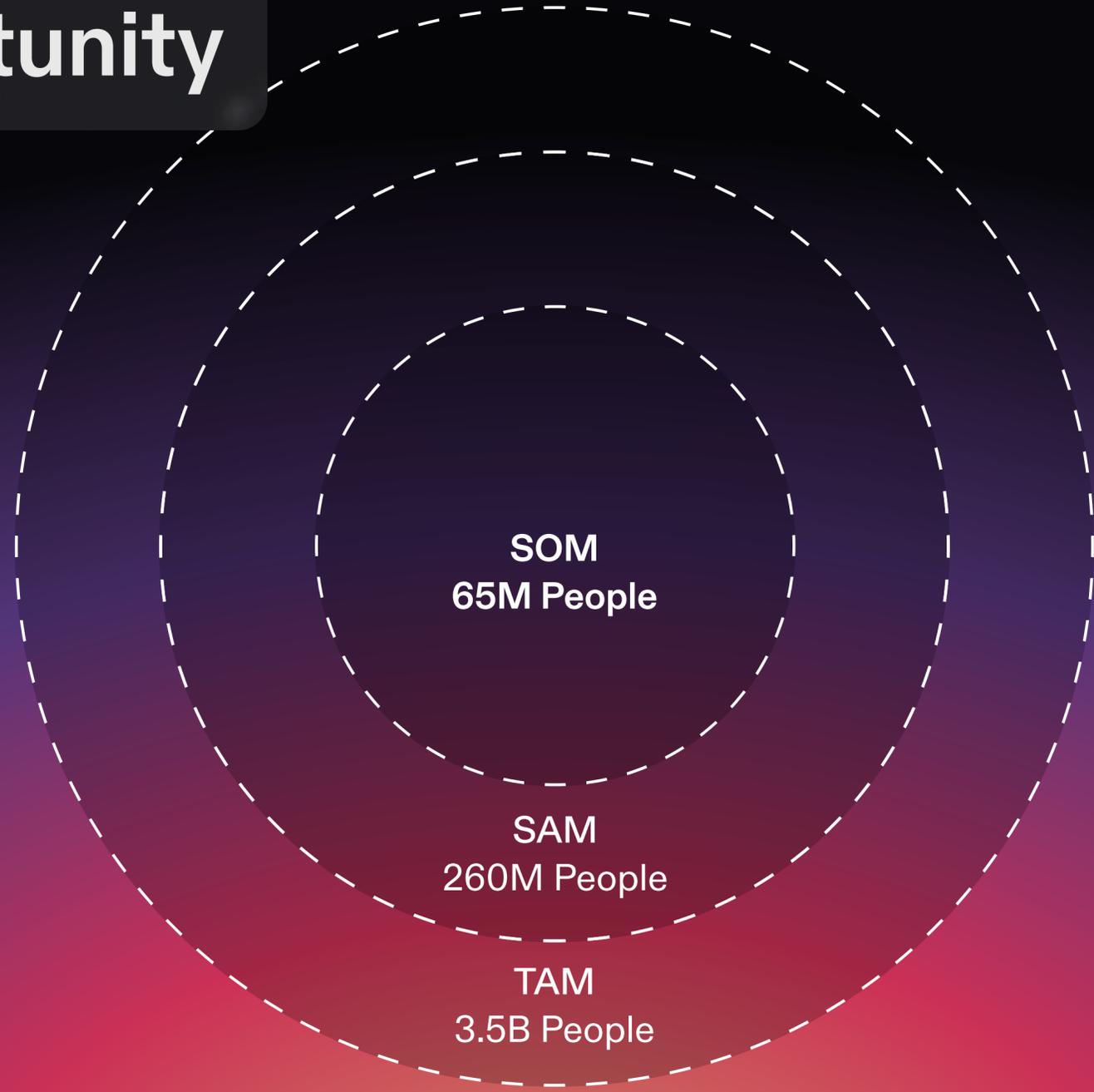
19, college sophomore, overwhelmed with academic pressure

Needs: Efficient, impactful study breaks; mental wellness support

Digital Habits: Seeks meaningful distractions amid academic stress

For Taylor, Rabbit serves as a mental oasis, curating content that rejuvenates their spirit and mind, turning short digital breaks into moments of genuine relaxation and inspiration amidst intense study sessions.

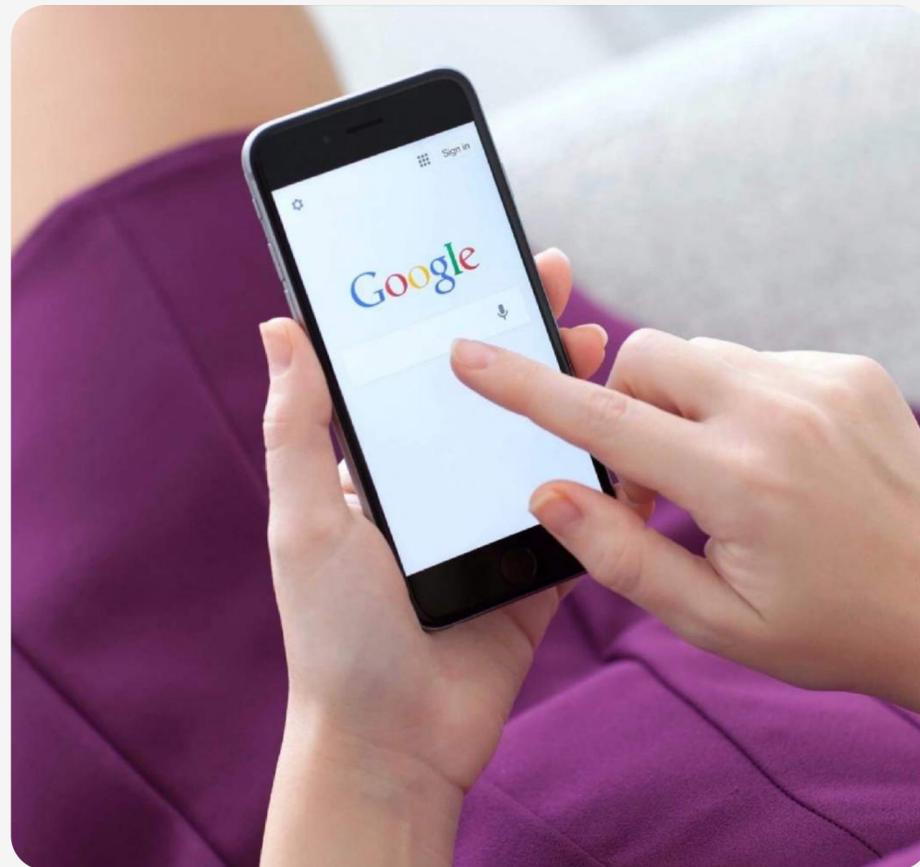
Market Opportunity



ANYONE CURIOUS WITH AN INTERNET CONNECTION

Path to \$1B+ valuation is 1.7M users on a monthly, \$5, subscription (\$100MM ARR)
*SOM = U.S. * Phone Users * Creative

Consumer product adoption is driven by design, GTM, problem-focused use cases, and value, not infrastructure.



Google productized the web for discovery.



Apple productized the phone for connection.



Rabbit is productizing AI for the self.

Business Model & Unit Economics

Revenue Model:

\$5 monthly subscription

Affiliation links

70%

Gross Margin

\$1.50

CAC



\$60

1-year LTV

40%

Contribution Margin

40x

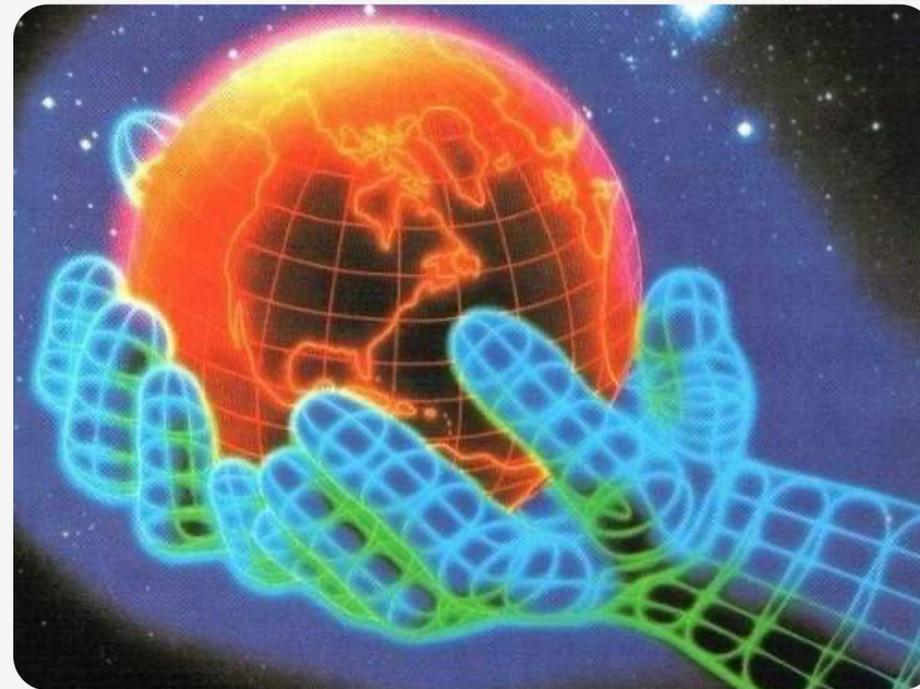
LTV / CAC

Go-to-Market

Invite-to-sign-up onboarding flow



Daily Journal notifications



Free 21-day trial (length it takes to build a habit)

One-click sharing to Twitter, Instagram, etc. (think Spotify Wrapped)

Partner with corporations (starting with creative companies) to provide Rabbit as a wellness benefit

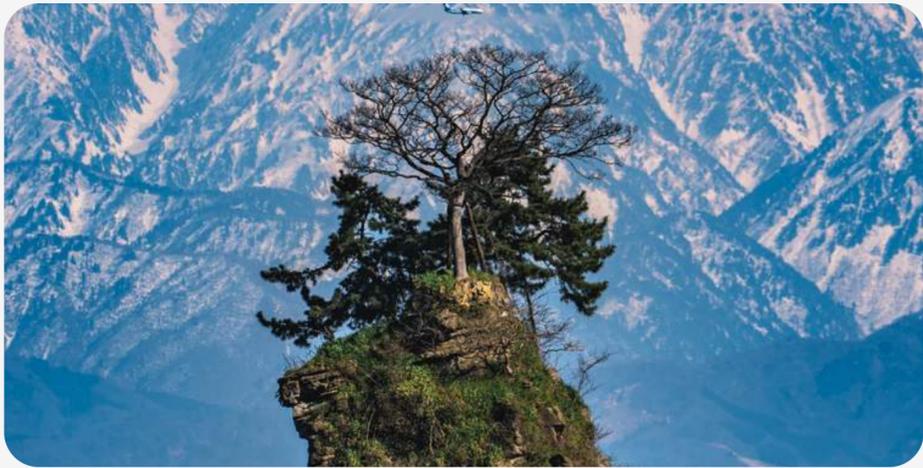
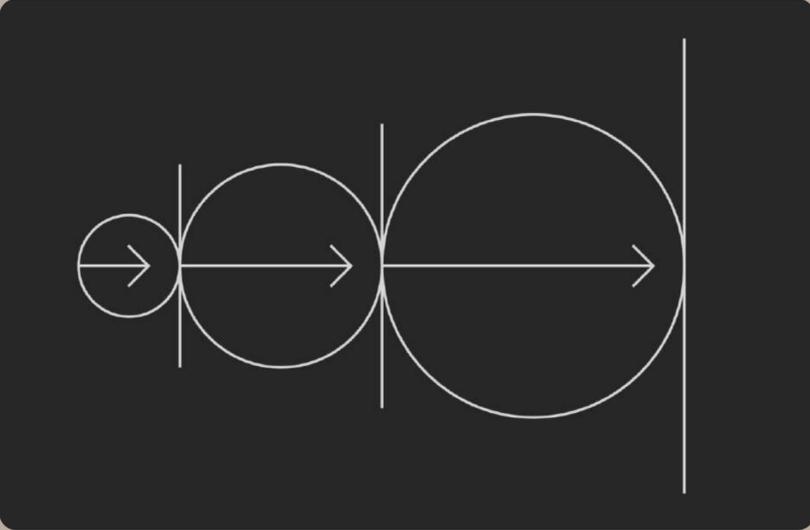
The Future



Hardware integrations

Wellness coach

Life hub

Linear play (think Spotify and YouTube playlists, but built from your Rabbit archive)



Matching (meet new friends/date, reconnect with old friends)

Personalized experience & product recommendations

Competitive Advantages



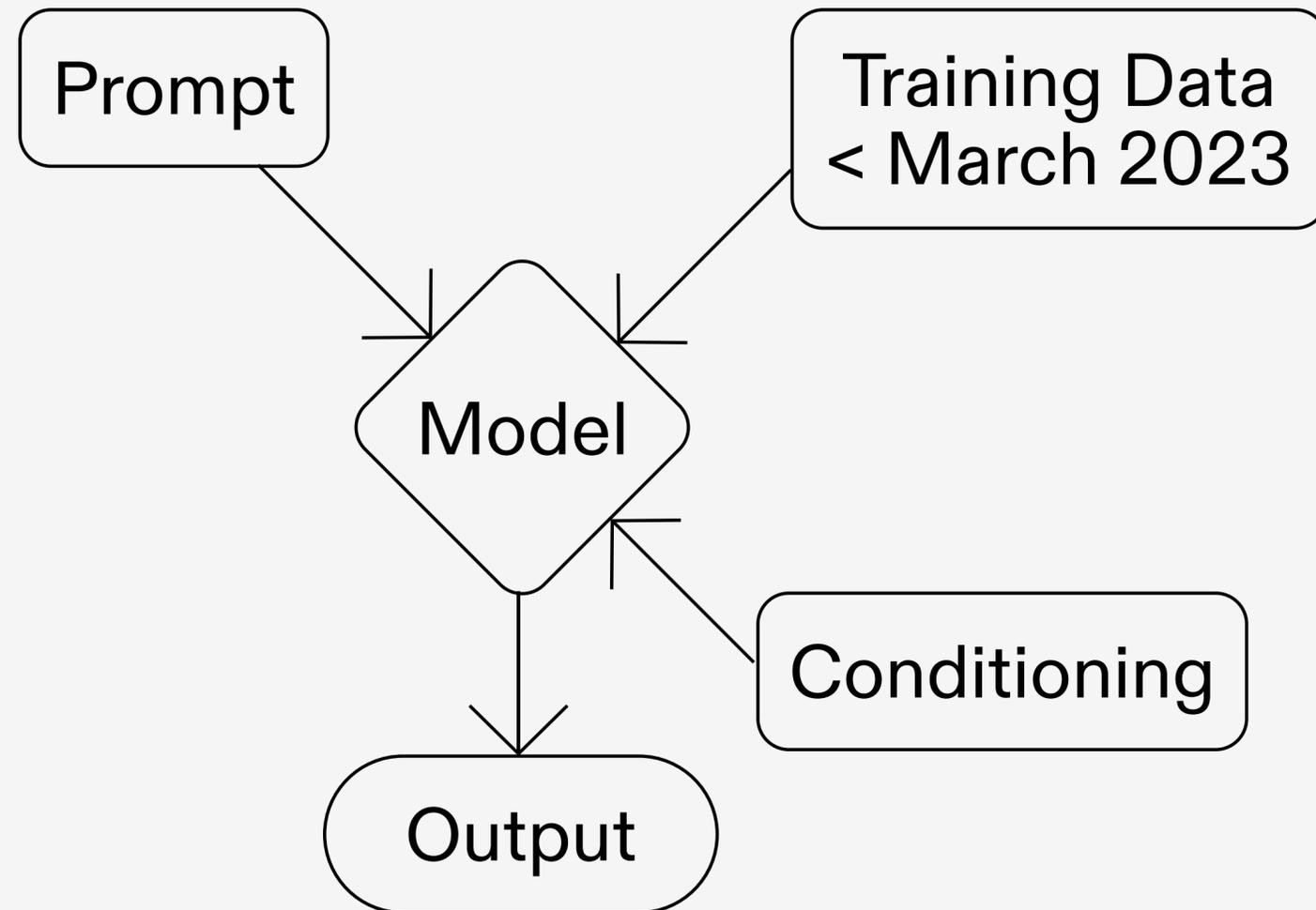
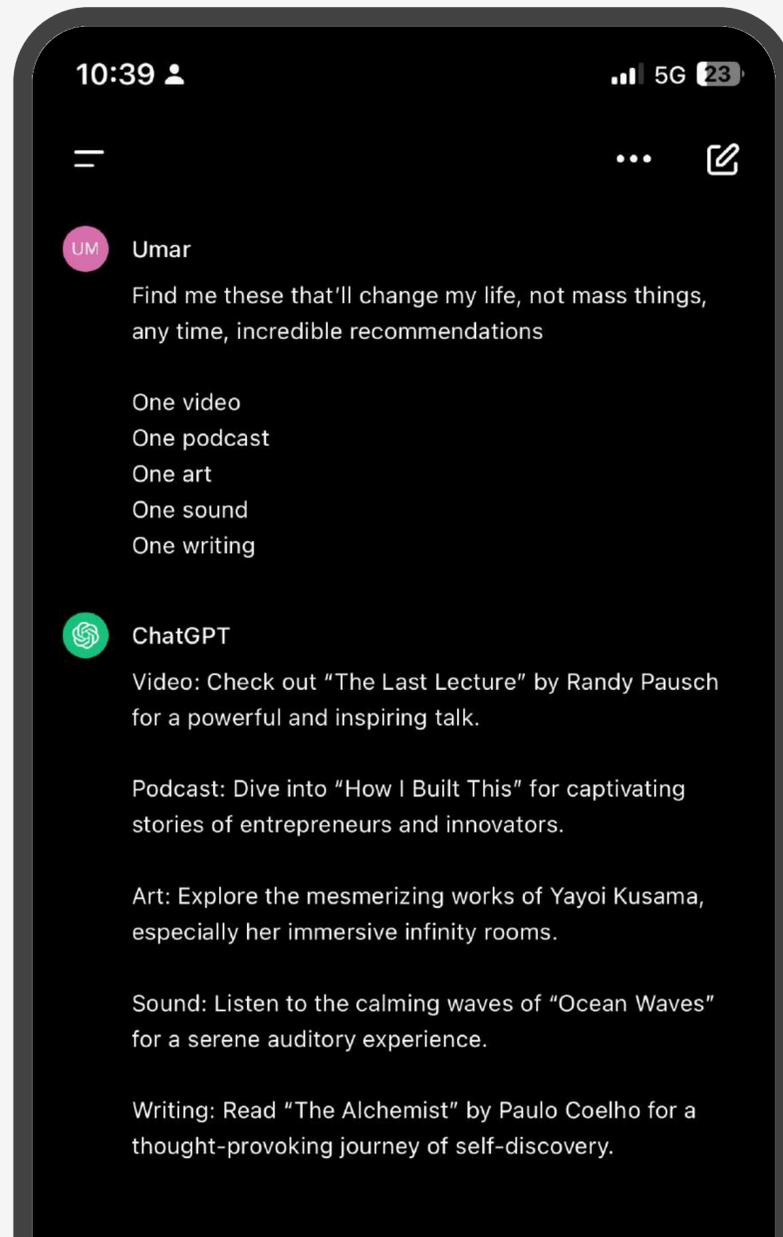
Platform

1. The first internet platform with embedded clinical tools
2. Platform vs. product
3. Value vs. attention
4. Routine vs. addiction
5. Not dependent on content creation or socialization
6. Anonymous profiles
7. David vs. Goliath: Rebellion against Consumer Big Tech

Technology

1. The first AI trained in taste; proprietary LLM training data informed by a network of tastemakers and luminaries at the forefront of culture
2. Reinforcement learning and memory for each user
3. AI engine specialized in embodying various sets of moods, mindsets, and goals with specialized modes of operation for each

Most LLMs Are Ignorant



Big LLMs are trained on large data sets scraped from the internet that are often crowdsourced and represent the median preference and knowledge base.

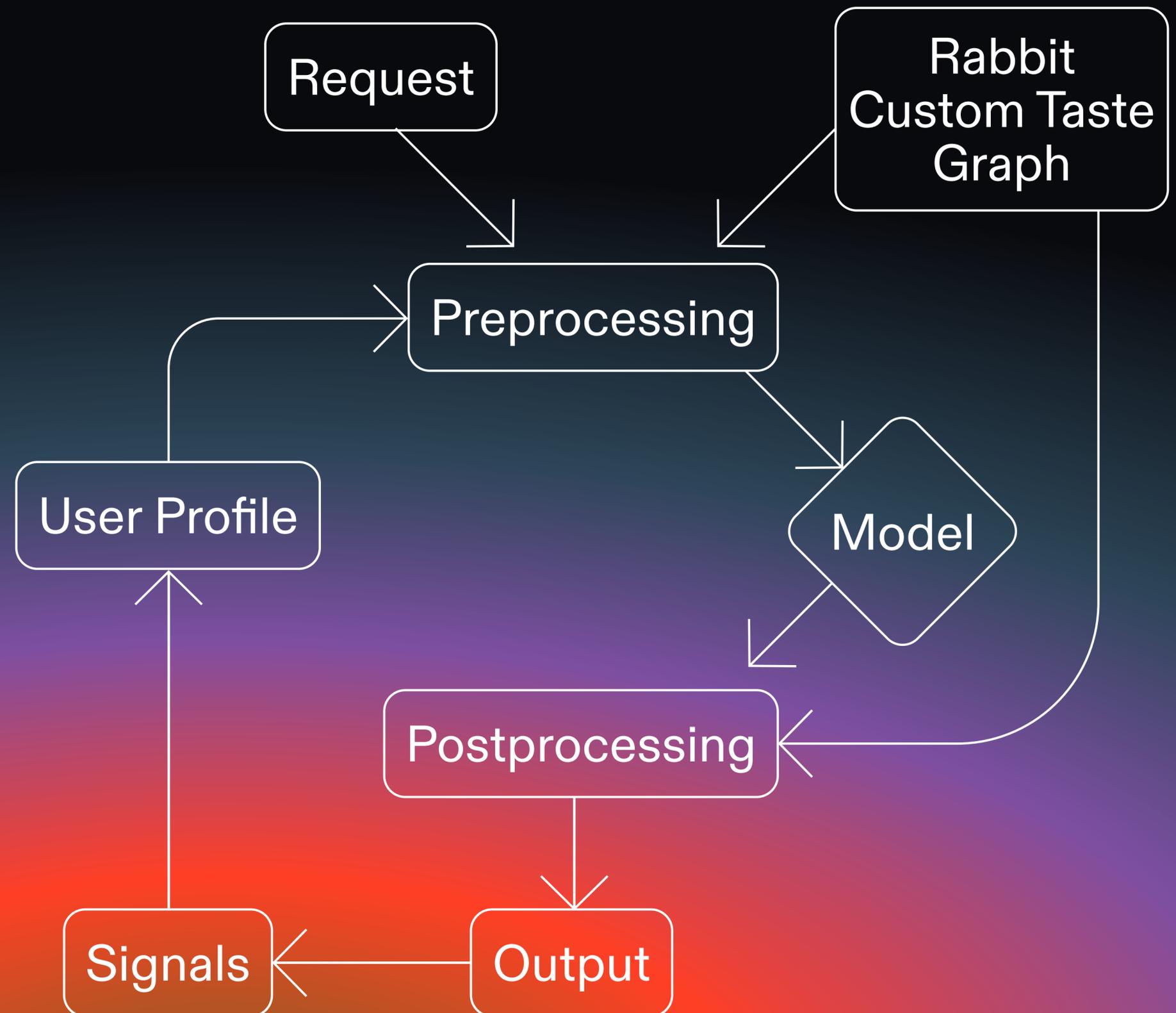
Rabbit's Proprietary LLM



We aren't using a single LLM, but multiple.

The LLM is a commodity, and we can swap them out or use multiple on the backend depending on costs, performance, response profiling, etc. We don't rely on the model's training data because our preprocessing step incorporates a custom taste graph.

We will use OpenAI, Anthropic, and some open-source models like LLaMA.



We're embarking on one of AI's most significant pitfalls: creativity. If we can solve it, we unlock the ability for LLMs to generate original, emotional, innovative, and impressive outputs.





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