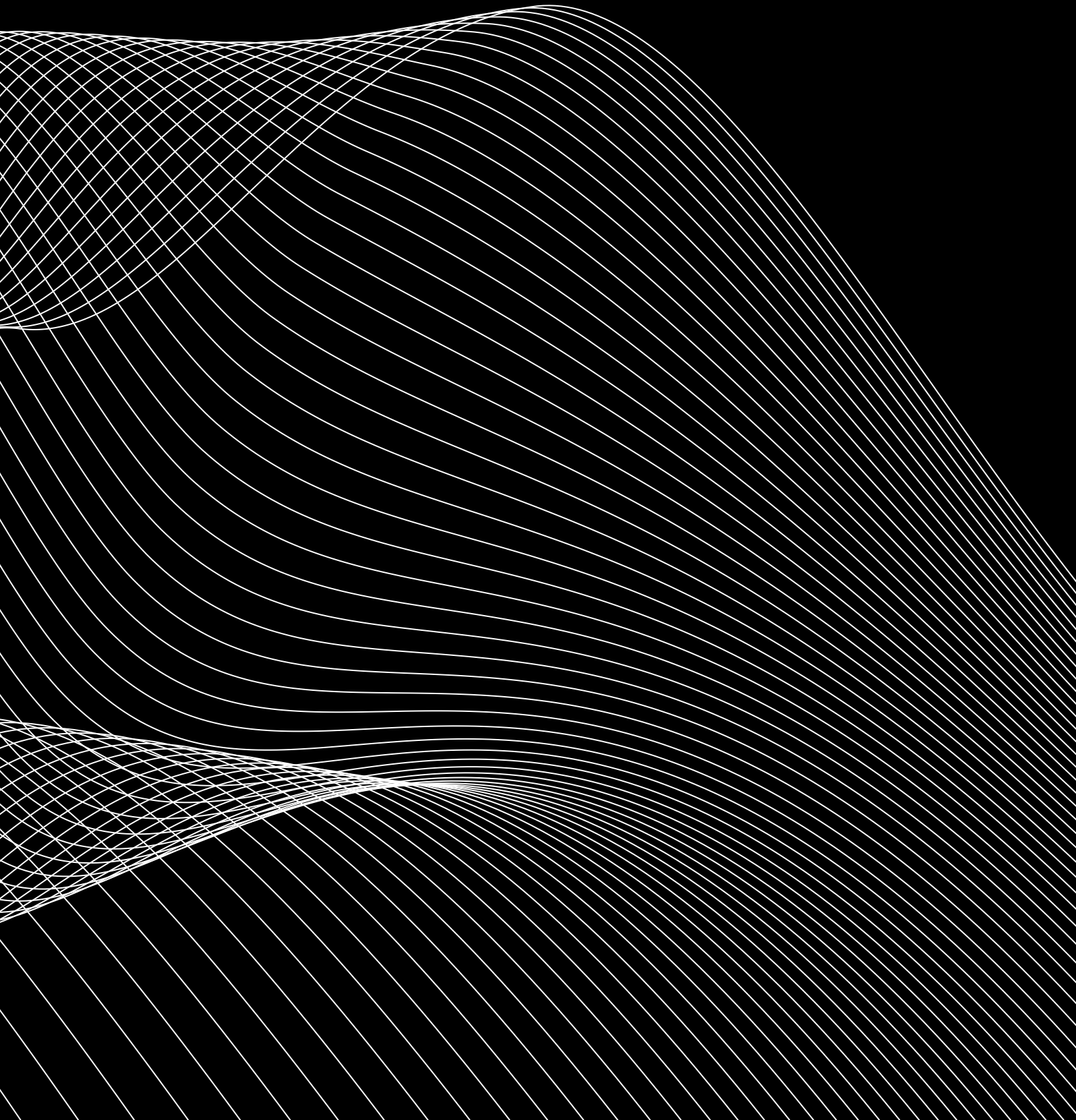


Eigen & Mem





Mobile-first Knowledge Surfacing with Mem

Executive Summary

Eigen and Mem embarked on a partnership to enhance Mem's collaborative knowledge base, aiming to seamlessly sync information across a user's life. This collaboration centered around the enhancement and integration of Mem's mobile product, in alignment with multimodal LLMs. Eigen's strategy, design, and implementation expertise provided vital support in delivering a high-quality PoC that clarified numerous engineering and product design questions.

Introduction

Client Profile

- Mem operates in the field of artificial intelligence, focusing on a collaborative knowledge base designed to sync and surface important life information when needed. Often referred to as a "Jarvis for anyone," Mem's technology targets the personal and professional markets alike. Funded by prominent firms like Andreessen Horowitz and OpenAI, Mem is well-positioned within the AI landscape.
- Mem is considered a top-tier startup in Silicon Valley. The founders, Kevin Moody and Dennis Xu, graduated from Stanford with degrees in Computer Science. OpenAI led the most recent funding round, and Andreessen Horowitz led the prior round. Mem has publicly raised a total of \$29m.

Project Objectives

The engagement between Eigen and Mem was driven by the following objectives:

Design and Implement multimodal capabilities into Mobile Product: Implementing Mem mobile product features to ensure that users have access to synchronized information across devices from their camera roll and daily pictures.

Integrate multimodal capabilities: Incorporating multimodal capabilities into the product for enhanced functionality and feature set.

Address Engineering and Design Questions: Providing a robust PoC that would tackle and clarify various open questions related to engineering, design, and product strategy.



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The Solution

Eigen commenced the partnership with Mem by understanding the unique requirements of the project and customizing a multi-step approach:

Strategy Formulation: Eigen worked closely with Mem's leadership to understand their short-term and long-term goals and to devise a comprehensive strategy for the mobile product. Eigen provided valuable insight from its extensive experience developing mobile products.

Designing the Mobile Interface: Focusing on user experience, Eigen aided in crafting the design that best resonates with Mem's core principles and functionality, while also creating room for the new feature of visual intelligence for Mem's users.

Implementation of multimodal capabilities: Eigen orchestrated the integration of multimodal capabilities into Mem's mobile product, enhancing its ability to interpret and surface relevant information. Moreover, Eigen provided an architecture by which Mem could serve multimodal capabilities to its large set of users in a scalable manner.

Prototyping and Proof of Concept: Eigen produced a high-quality PoC that not only demonstrated the viability of the solutions but also addressed a multitude of engineering and design uncertainties.

Testimonial

“Our collaboration with Eigen was transformational. They not only understood our vision but transformed it into a tangible product, addressing many uncertainties along the way. Eigen's prowess in strategy, design, and implementation was invaluable in making our mobile product a reality, aligning perfectly with the upcoming multimodal capabilities of cutting edge LLMs. They have not merely been a consultant; they've been a partner in innovation. Their professionalism and commitment to excellence have left us highly satisfied. I will not hesitate to work with them again.”

Dennis Xu

Co-founder of Mem



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Conclusion

Eigen's partnership with Mem represents a significant milestone in AI-driven collaboration platforms. By focusing on a tailored approach that addressed Mem's unique needs and challenges, Eigen played a pivotal role in translating Mem's vision into a tangible product. This engagement not only illustrates Eigen's proficiency in the AI landscape but also showcases its ability to adapt and innovate in alignment with the needs of a cutting-edge technology startup.