



AIDA CHAT
BY LUMINE SOLUTIONS

The **group chat** that does the admin

A human-first AI workspace for service teams — built by founders who needed it.

THE PROBLEM — AND WE LIVE IT TOO

We're a startup. We're drowning in the same admin.

Lean team, endless to-dos, little support. AI is supposed to help — but it doesn't work the way teams actually do.

1

We juggle three different AIs

ChatGPT, Gemini, Claude — each in its own tab, none aware of the others or of the conversation.

2

We re-explain everything, every time

Context lives in our heads. We paste it into one tool, then the next, then carry the output back.

3

We become the human in the middle

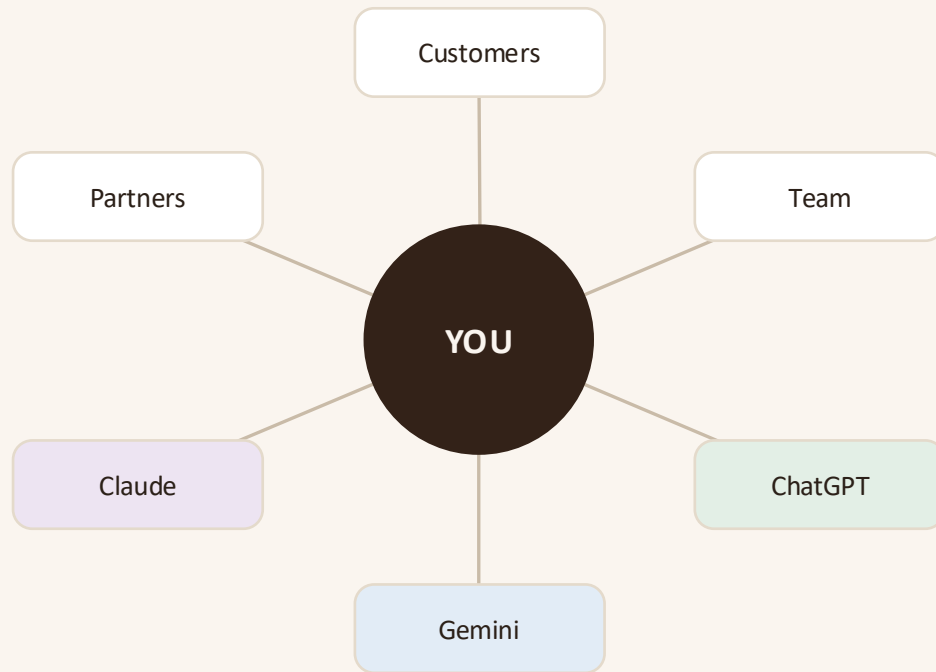
We mediate between our team, our customers, other businesses and the AI. That's the real bottleneck.

So we built what we needed: a place where the team, the customer and the AI are already in the same conversation.

THE REAL BOTTLENECK

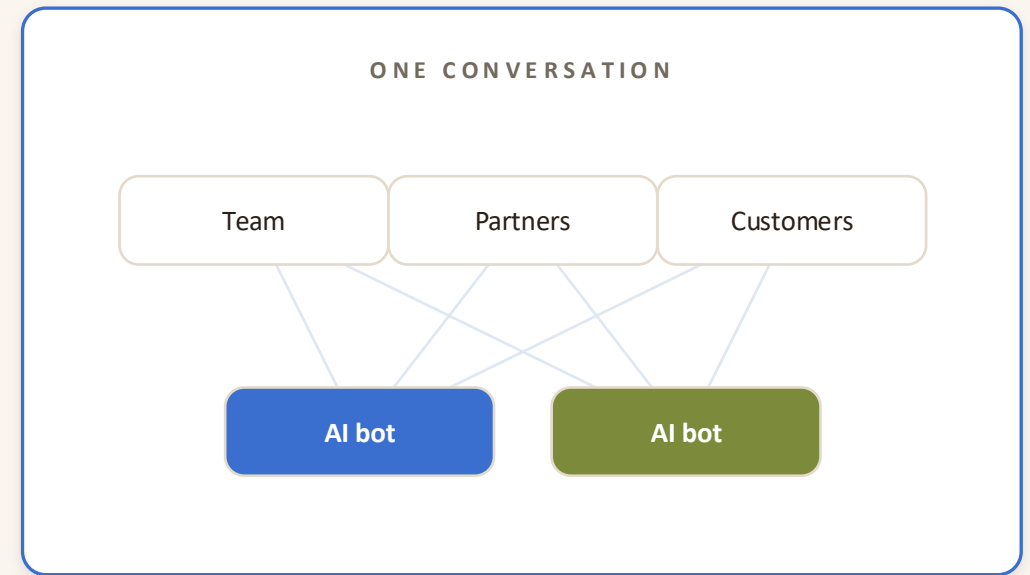
You are the integration layer

TODAY — YOU IN THE MIDDLE



Copy-pasting context between people and AIs that can't see each other.

WITH AIDA — ONE SHARED THREAD



Everyone — and their AI — in one place. No mediator.

AI optimised the task. Nobody fixed the team.

1

Work is a journey, not a prompt

Over a hundred conversations told us the same thing: no single AI tool solves everything, because real work spans people and steps.

2

Today's AI stops at the team's edge

It speeds up individual tasks, then hands the context back to a human to ferry onward. The team is still the integration layer.

3

AI is finally good enough to collaborate

Put it inside the conversation, with the people and it stops being a tab you visit and starts being a teammate.

Why now: the winners won't build a smarter assistant — they'll put AI where the team already works.

AI should never replace the human connection — only the busywork around it.

1

A layer above your stack

AiDA sits over your tools. Humans stay in command; bots do the monkey work.

2

Built around the journey

We design around how people actually work — only humans can think in systems, dependencies and trust.

3

The mirror of the status quo

Human control · humans at the centre · connection — and it gets better the more you use it.

THE PRODUCT

This is AiDA Chat

Your team, your clients and your AI — in one thread.

1

A familiar messaging workspace

Team, clients and purpose-built AI assistants, side by side on real work.

2

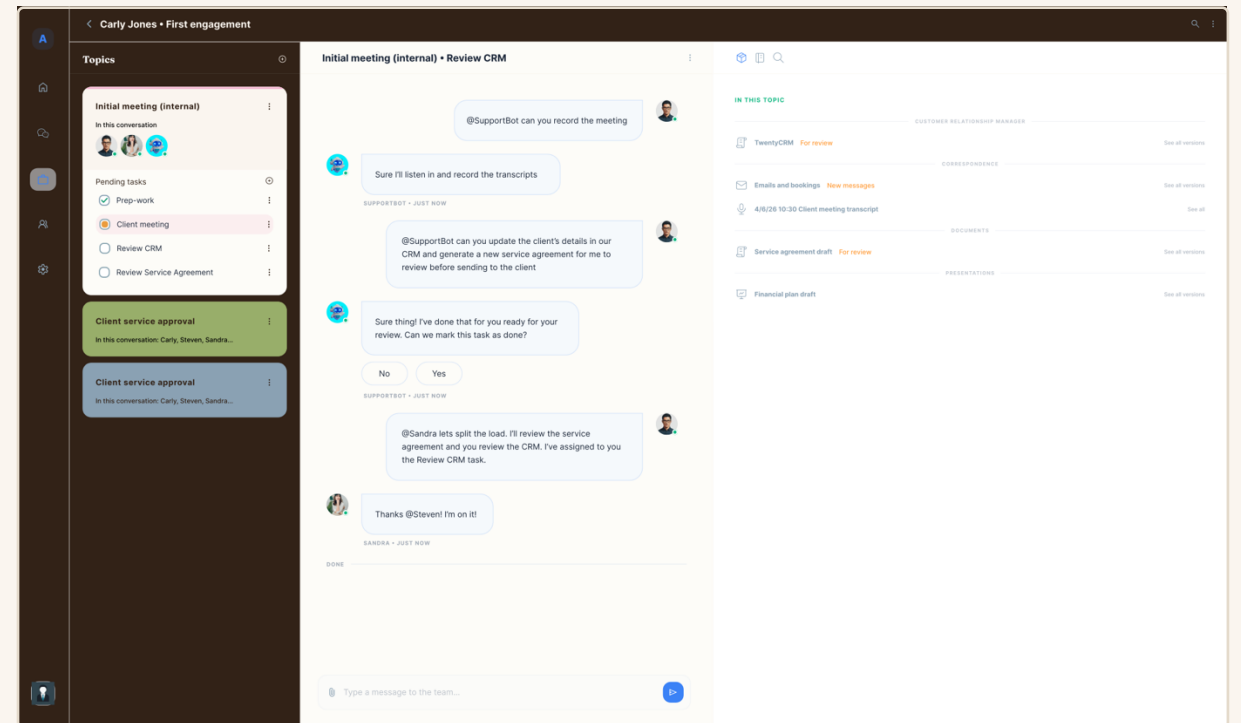
Three regions, one screen

Conversations & tasks · people + AI collaborating · the work it produces.

3

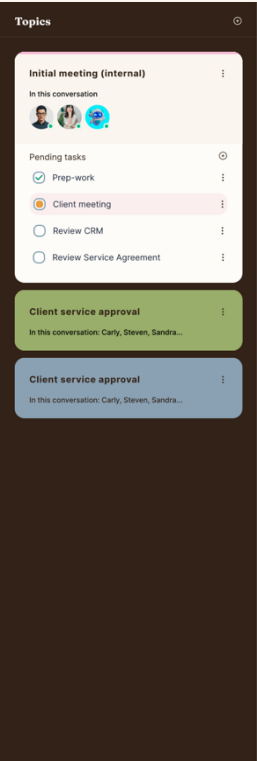
Nothing new to learn

If you can use a group chat, you can use AiDA Chat.



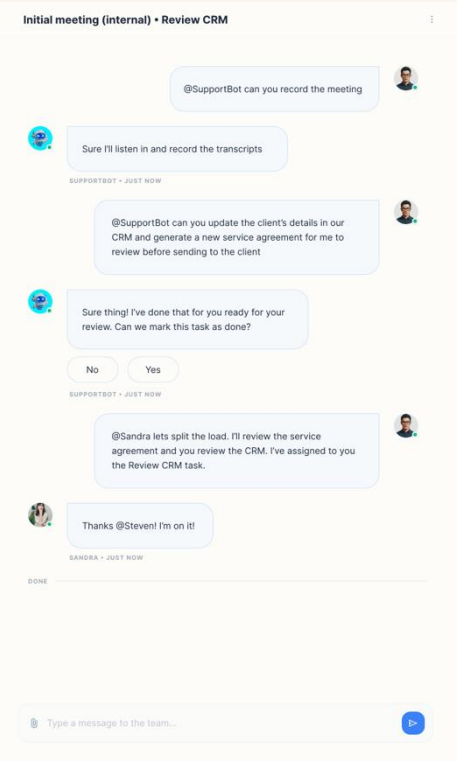
HOW IT WORKS

Task → Action → Result, in one place



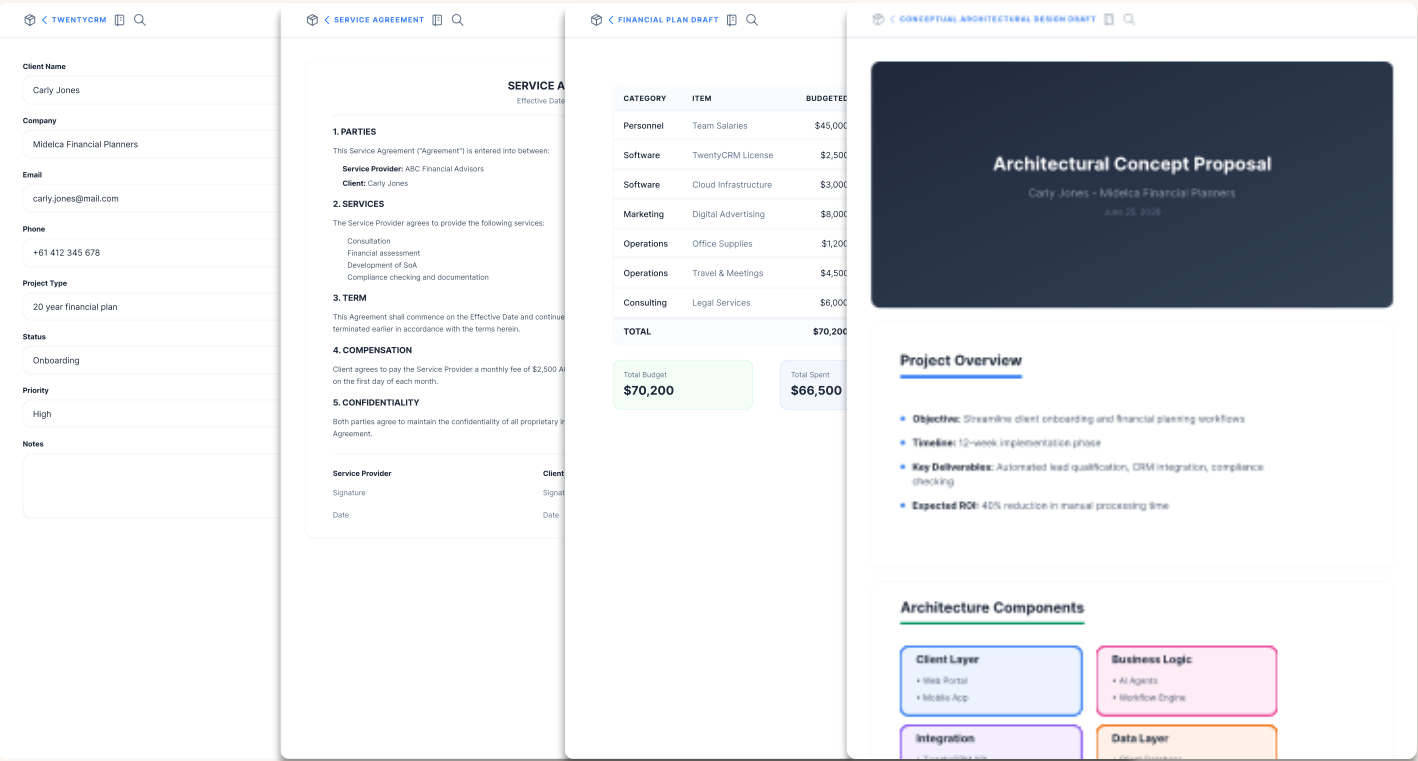
Topics · Task

Each engagement:
people, tasks, history.



Threads · Action

Direct AI in plain language;
humans approve.



Outputs · Result

Pre-drafted, sorted, every version kept.

The human stays in command — and accountable

1

Bots propose, people approve

Nothing reaches a client without human sign-off. Accountability is built in, not bolted on.

2

Specialised, not omniscient

Many small bots, each with one job, beat a know-it-all that hallucinates and drifts into sales pitches.

3

Your data stays yours

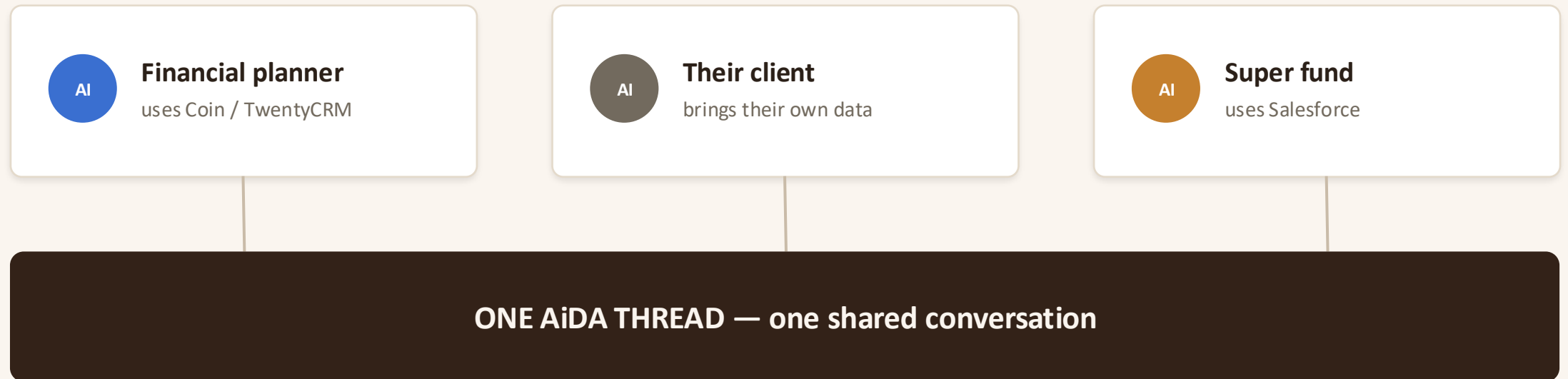
It powers your bots and never trains public models.

Why it's defensible: it's the opposite of the market's “remove the human” default — and the only version trust-based businesses can adopt.

THE NETWORK EFFECT

Many businesses, one conversation

A financial planner loops in their client — who adds their super fund, with its own bot. Three parties, one thread.



We don't change anyone's tech stack. B2B, B2C and B2B2C meet in one thread — each business brings its own people. Startups are the super-connectors that seed the network.

One workspace, three layers — released in sequence



AiDA Chat

LIVE

Where teams, clients and AI collaborate.
Our wedge.



AiDA Studio

UPCOMING

Build and train your own bots — no code.



AiDA Vault

UPCOMING

Your data, secure and private. Never trains
public AI.

ROADMAP LOGIC

Today Lumine builds the bots with each partner → Studio opens that building to partners → other service firms become studios on the platform.

In one line: we start as the service that builds it, and become the platform others build on.

BUSINESS MODEL

How we make money

A revenue architecture, not a price list — labels are illustrative, pricing is in validation.



Platform subscription

RECURRING CORE

Free → Essentials → Pro → Enterprise. Studio access, custom agents, bundled storage & tokens.



Usage expansion

METERED

Extra tokens, premium models, Vault storage and connectors — covering heavy users and their cost to serve.



Marketplace · AiDA Go

FUTURE · NETWORK

Businesses sell and rent bots and services. ~15–30% per hire (illustrative). Compounds as the network grows.

REVENUE TODAY

LumineOne consulting — service design, solution architecture and integrations earn now, funding the build while the platform matures.

Architecture set · pricing in validation · figures illustrative, not committed.

THE MARKET

We start where the pain is loudest

Of every sector we spoke to, SME service businesses showed the most appetite for AI — and the heaviest admin.

Mortgage & finance

~22,000

brokers in Australia

Financial advice

~15,400

advisers on the ASIC register

Accounting & advisory

~36,700

firms in Australia

The burden: a single Statement of Advice can run **60+ steps** across multiple systems and three people. That's one document.

Immediate wedge: ~74,000 AU service firms across these three segments — expanding to the wider SME service economy, then global. *(Revenue depends on the pricing model — slide 11.)*

Start with startups, expand into SMEs

Phase 1

Startup design partners

Founders feel the pain instantly and are super-connectors. We build their first bots inside their real work — fast feedback, deep references, intros to other businesses.

Phase 2

SME service firms

Walk the proof to mortgage, finance, accounting and advisory firms — the segments with the most appetite and the heaviest admin.

Phase 3

Studios on the platform

Other service firms build for their own clients on AiDA. We move from doing the work to powering the network.

The bridge: founders relate fastest and connect us outward; SMEs have the same pain but won't say it as fluently.

What's real today

Not revenue yet — but a domain-expert founder, deep conviction, and a working product the market keeps asking for.

1

3 years inside the problem

A service designer embedded in SME service delivery — hundreds of businesses interviewed about the admin burden AiDA now solves.

2

\$350k → a live platform

Our own capital, no external investors — and proof of what our Vietnam build team delivers per dollar.

3

Live and in daily use

AiDA runs internally today, accelerating our own delivery — first proven inside real Synthmine engagements.*

Validated pull: tradeshow and a dedicated sales team surfaced consistent demand for the platform we built for ourselves.

**Synthmine is a related CX company the founder also leads. Pre-revenue, no external LOIs yet — converting demand into paid pilots is our immediate milestone.*

WHY US

Service design meets systems thinking

The two human disciplines AI still can't do — understanding people, and thinking in systems and dependencies. That pairing is the company.



Efren Sampaga

FOUNDER · SERVICE DESIGN

A product / service designer, 15 years inside private and public service delivery via Synthmine, who self-funded \$350k+ building LumineOne and the Lumine Labs R&D that became AiDA. Human-centred to the core.



Bill Tran

CO-FOUNDER · SOFTWARE ARCHITECT

A systems thinker who architects software across clients and time zones — turning tangled dependencies into seamless global collaboration. He designs the structures that make complex things work.



Nhan Tran

CO-FOUNDER · AI & AUTOMATION

8+ years from enterprise software to AI automation, fixing the problem over chasing the trend. A systems thinker with one north star: less work created, more time saved.

And we're our own first customer — Australian-led design with a build team that ships, feeling every flaw before you do.

Growing organically — raising to accelerate

We can walk this path organically. A small pre-seed gets us to paid pilots faster — and we're not betting the company on it.

1

A pre-seed round

Raising \$350,000 on a SAFE to reach our first paid design-partner pilots.

2

The right investors

Backers who get human-first AI and a service-led path to market.

3

Design partners + intros

Fishburners' network to reach our first SME service-business pilots.

Use of funds: the first \$350k built the product — this \$350k takes it to market. ~12-month runway: paid pilots, first GTM hires, partner onboarding.
(draft — adjust)