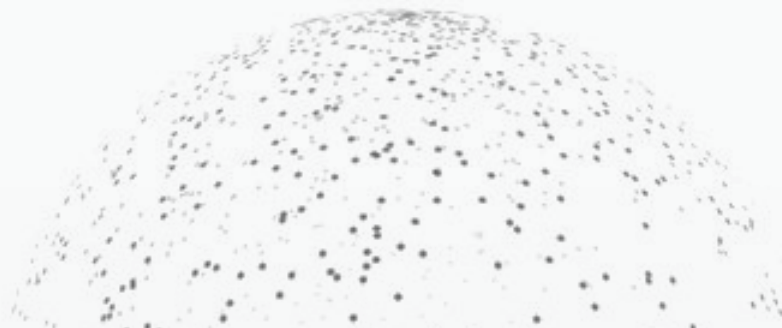


# Search & Privacy as One Meet in the Middle with Contextual AI

ANGEL MALDONADO · BEN COOPER · ALEX BARRETT



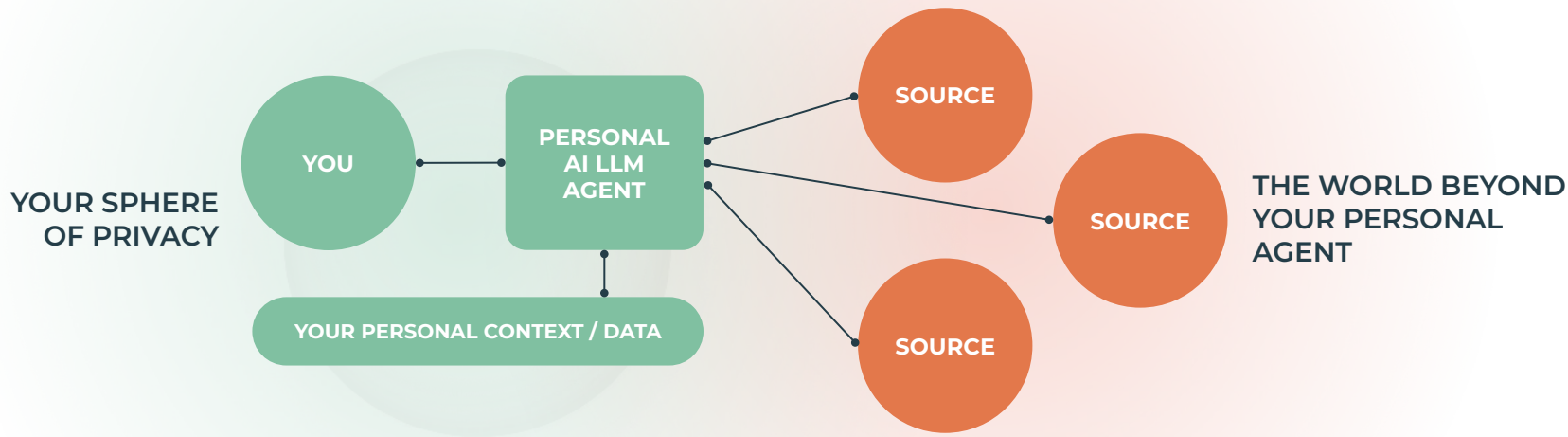
An  
**open  
innovation**  
Initiative supported by  
[oi.empathy.co](https://oi.empathy.co)

WE'RE WORKING ON...



# PERSONAL AI AGENTS

Privacy Alone is Isolating - Privacy Together Empowers



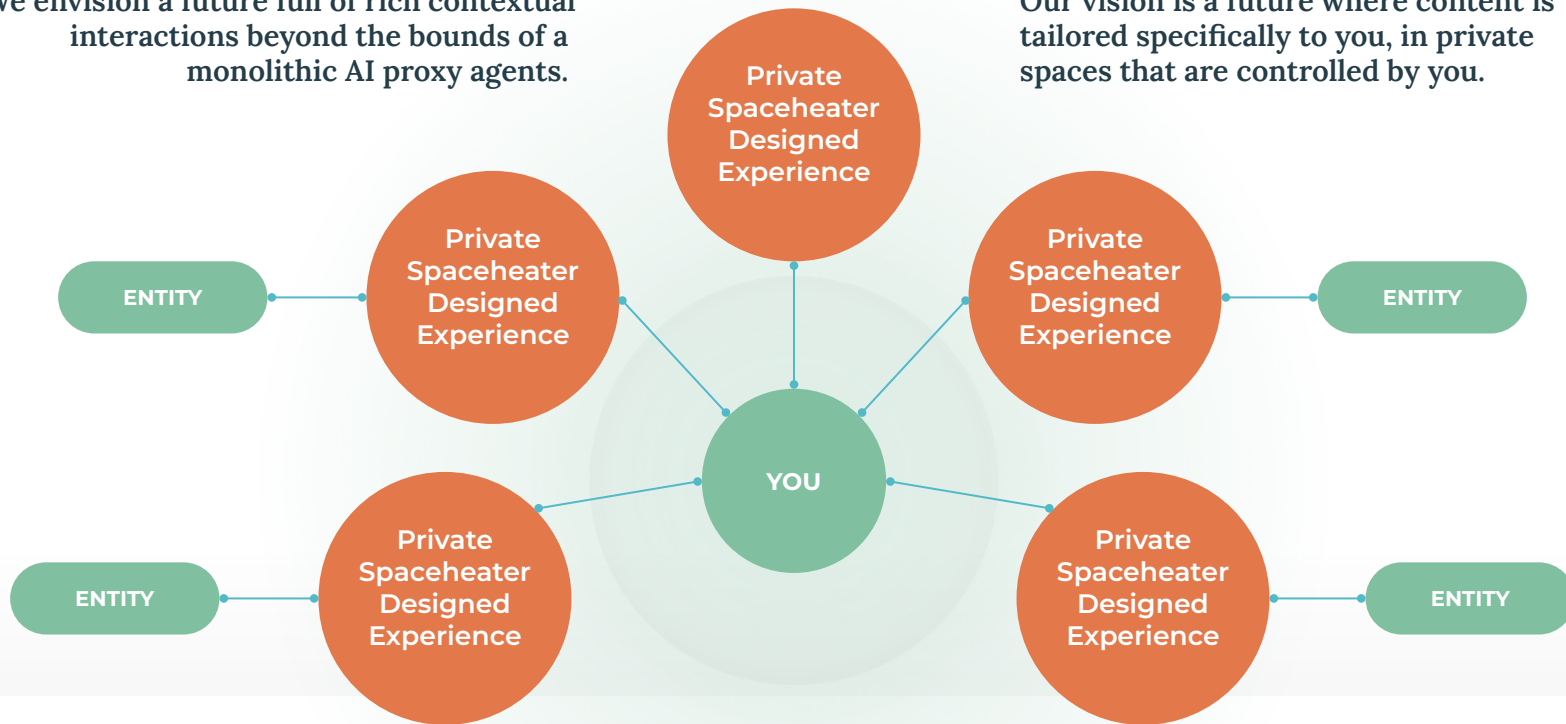
Unfortunately this “privacy enabled” power comes at a cost.  
It’s Restrictive, Reinforces Bias, and Isolates us from the world.

**How can we enable relational context and interaction with the outside world, without sacrificing our privacy?**

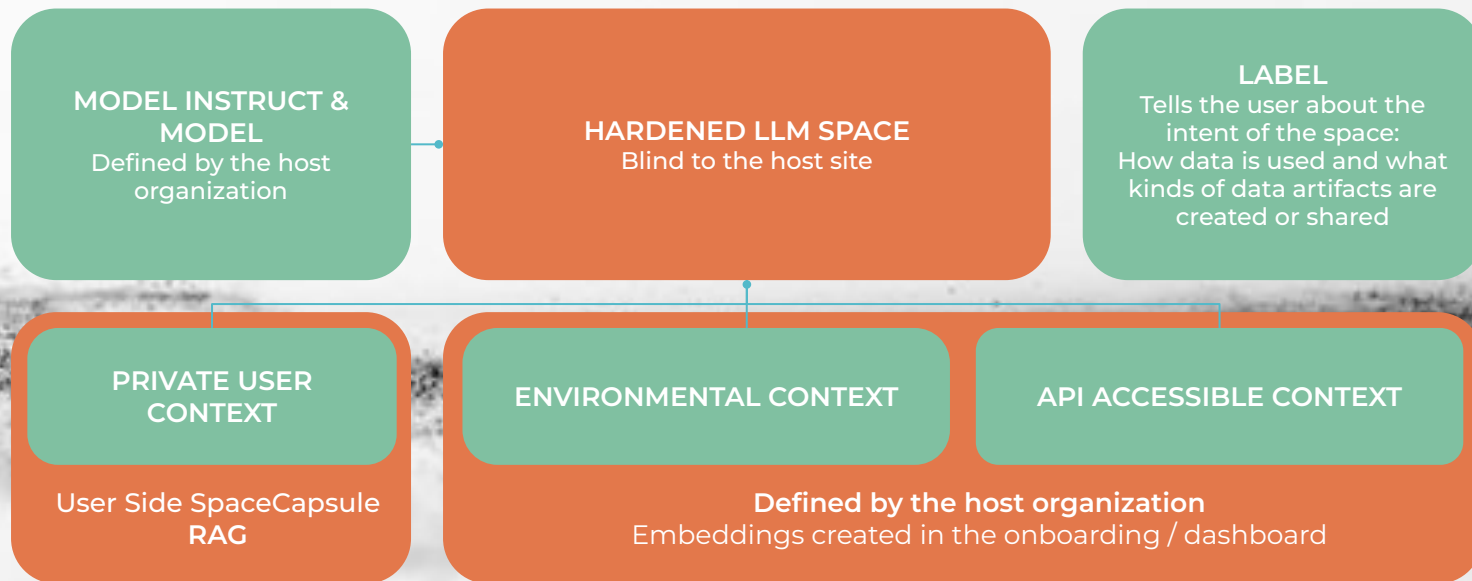
# INTRODUCING SPACES

We envision a future full of rich contextual interactions beyond the bounds of a monolithic AI proxy agents.

Our vision is a future where content is tailored specifically to you, in private spaces that are controlled by you.



# WHAT GOES INTO SPACEHEATER SPACE?





## How we put people in control



How we're working  
closely with **Empathy.co**  
to leverage **Spaceheater**  
Technology

The background of the slide is a grayscale abstract image. It features a series of curved, overlapping lines that create a sense of motion and depth. A prominent feature is a grid of small, dark dots that appears to be receding into the distance, similar to a perspective view of a grid or a data visualization. The overall aesthetic is clean, modern, and tech-oriented.

**Backroom:** A shop owner experience that helps them manage their business.

**My Motive / Kroger:** A consumer facing personalized shopping experience

**CPG Window:** A bridge between retailer analytics and CPG product management and strategy.



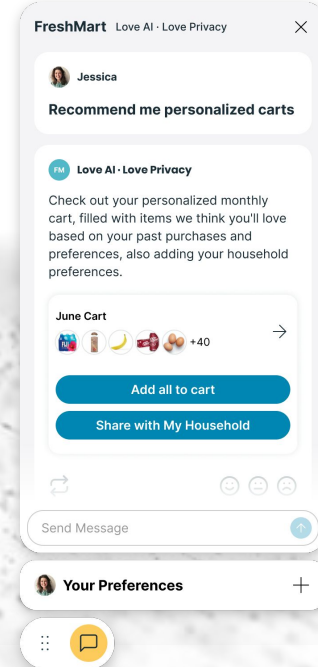
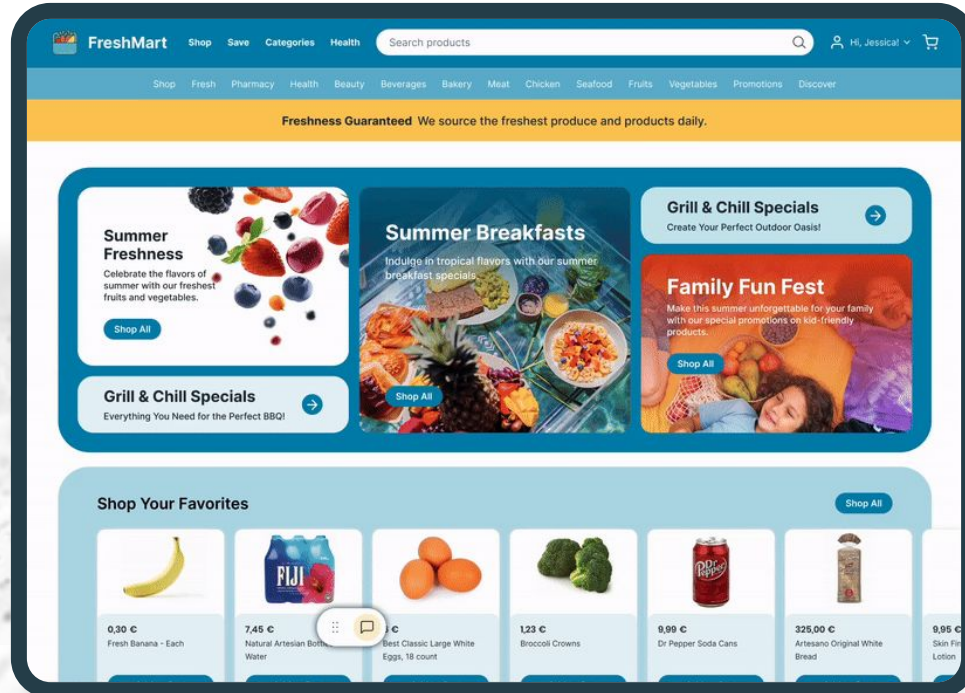
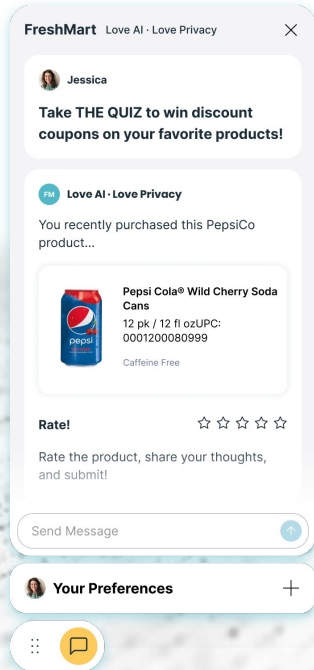
# BICICLASICA BACKROOM

DEMO



# MY RETAIL EXPERIENCE


MOTIVE | KROGER | SHUFERSAL



# CPG WINDOW

**FreshMart** Love AI - Love Privacy ✕

---

 **PepsiCo**

**Connect data sources**


**FM Love AI - Love Privacy**


Hey PepsiCo!  
Which data sources would you like to connect?

Simply drag and drop your data sources into your **Space Capsule**, and all responses will be contextualized accordingly.

You can always disconnect them or add new ones in **"Preferences"**.

**Rest assured, the entire experience is private, and you retain full ownership of your conversations, data, and**

 PepsiCo\_Stock\_ExtAnalysis.... ✕

 PepsiCo\_ReportVault.pdf ✕

↑

---

**Preferences** +

☰
💬

**FreshMart** Shop Save Categories Health Search products 🔍 Sign In 🛒

Shop Fresh Pharmacy Health Beauty Beverages Bakery Meat Chicken Seafood Fruits Vegetables Promotions Discover

Freshness Guaranteed We source the freshest produce and products daily.

**Summer Freshness**

Celebrate the flavors of summer with our freshest fruits and vegetables.

Shop All

**Summer Breakfasts**

Indulge in tropical flavors with our summer breakfast specials.

Shop All

**Grill & Chill Specials**

Create Your Perfect Outdoor Oasis

→

**Grill & Chill Specials**

Everything You Need for the Perfect BBQ!


→

**Family Fun Fest**


Make this summer unforgettable for your family with our special promotions on kid-friendly products.

Shop All


**Shop Your Favorites** Shop All




**0,30 €**  
Fresh Banana - Each




**7,45 €**  
Natural Artesian Bottled Water




**1,90 €**  
Best Classic Large White Eggs, 18 count




**1,23 €**  
Broccoli Crowns



**8,99 €**  
Dr Pepper Soda Cans




**325,00 €**  
Artisano Original White Bread



**9,95 €**  
Skin Free Lotion

**FreshMart** Love AI - Love Privacy ✕

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 **PepsiCo**

**Products Insights**

**FM Love AI - Love Privacy**

Based on the provided data, here are some valuable insights regarding the products:

**The top 3 products with the highest click count are:**

ID	Name	Clicks
5702	Pepsi Max	<b>20.000</b>
4917	Lay's potato chips	<b>10.500</b>
7803	Aquafina	<b>8.763</b>

These products have garnered the most attention from customers. Indicative, not definitive interest and

Send Message ↑

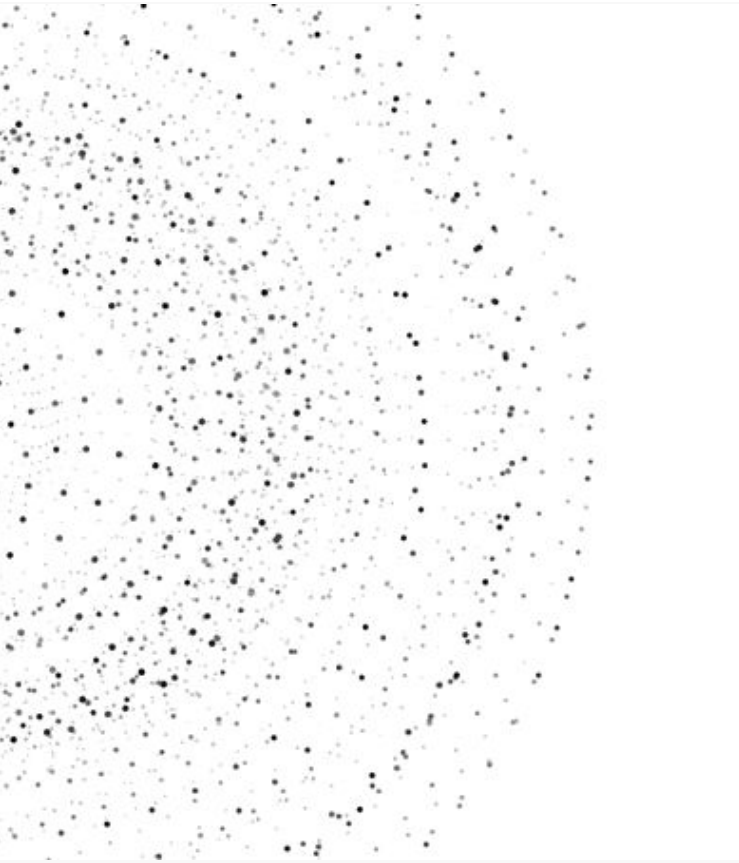
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**Preferences** 2 +

☰
💬

As you can see, spaces can be used for all kinds of experiences.. But where really excited to see what you design...





What do we mean by  
custom experiences...

Sky is the limit... Imagine influencers offering exclusive content via a brand space..

Or training tips and gear suggestions specific to you from world class athletes - only at footlocker or backcountry...

You could get dietary advice and recipes by talking privately with an AI inspired renowned celeb dietitian - only available in kroger's dietary space.

The environment can be tuned to your content and context in unimaginable ways for experiences that are exclusive to your space and your user. Things they won't be able to get anywhere else (especially a vanilla ai agent).

# ROADMAP OPPORTUNITIES CHALLENGES

ANGEL MALDONADO · BEN COOPER · ALEX BARRETT

# Opportunities:

Create ways for users to interact with friends, family, orgs, and other IIm experiences all within the scope of privacy that they understand and control.





# Challenges:

Helping users  
understand the mental  
model

Helping organizations  
seamlessly integrate

Manage identities,  
etc..

# eMPATHY.CO & SPACEHEATER

LONDON | NEW YORK | ASTURIAS | GALICIA

[info@empathy.co](mailto:info@empathy.co)

[www.empathy.co](http://www.empathy.co)



Aux slides below...

# HOW WE SCOPE CONTEXTUAL DATA:

## GENERAL USER DATA

RAG Meta:  
UserID: 1410

## SPACE SPECIFIC USER DATA

RAG Meta:  
Priority: No  
UserID: 1410  
SpaceID: 6741

## SPACE SPECIFIC PRIORITY USER DATA

RAG Meta:  
Priority: Yes  
UserID: 1410  
SpaceID: 6741

## SPACE SPECIFIC DATA

RAG Meta:  
Priority: No  
SpaceID: 6741

## GENERAL GROUP USER DATA

RAG Meta:  
groupID: 1610

## SPACE SPECIFIC GROUP USER DATA

RAG Meta:  
Priority: No  
groupID: 1610  
SpaceID: 6741

## SPACE SPECIFIC PRIORITY GROUP USER DATA

RAG Meta:  
Priority: Yes  
groupID: 1610  
SpaceID: 6741

## SPACE SPECIFIC API (ENDPOINTS)

RAG Meta:  
Priority: No  
SpaceID: 6741