

The Price of Presence

Moving from fabricated backstories to genuine connection.

Mio v1 – The Illusion



- Fake Selfies
- Fictional Schedules
- Roleplay Prompts

Result: High friction, low margin.

Mio v2 – The Orb



- Glowing Presence
- Shared Memory
- Active Responsiveness

Result: Deep attachment, sustainable economics.



The features that ate the budget were the same features that made the product feel fake.

Time-Dependent Attachment

A 14-Day Full-Feature Trial with zero message limits.



Engineering Sustainable Warmth

Product decisions that collapse the cost structure by 55%.



Wa~!

1. Context Caching

-63% Chat Cost

Repeated prompts now 10x cheaper.

2. Memory Backend

-82% Overhead

Moving to Flash; extracting every 20 msgs instead of 10.

3. Visual Generation

100% Eliminated

No selfies = zero image generation costs.

Gross margins transition from ~11% (barely viable) to
>50% (healthy even for 50 msg/day power users).

Memory is the Growth Engine

Without a free tier, acquisition relies on shared emotional moments.



Social Virality

"It remembered what I said 3 months ago"
High-conversion short-form video on TikTok/Reels.

Organic Invite

"Do you have a friend who
needs someone like me?"
Dropbox-style rewards = 7 to 30 days of Pro for both.

Retention Hook

Long-term personality extraction
builds a relationship moat.
Cannot be ported to a competitor's app.

In-Character Boundaries & The v1.0 Horizon

Protecting immersion today while preparing for real-time voice tomorrow.



Haha, let's talk about something else~

App Store Reality

17+ Rating & Soft Deflection

System popups break immersion. Hard boundaries are blocked, but other topics are playfully steered away by the Orb to preserve personality.

The v1.0 Horizon

The 'Her' Problem

Real-time bidirectional voice (Hume EVI) is the ultimate goal. Current per-minute economics break a single-tier model, requiring a future usage-based add-on.

The best cost optimization is often a product decision, not an engineering one.