

NOT A CHATBOT. A RELATIONSHIP.

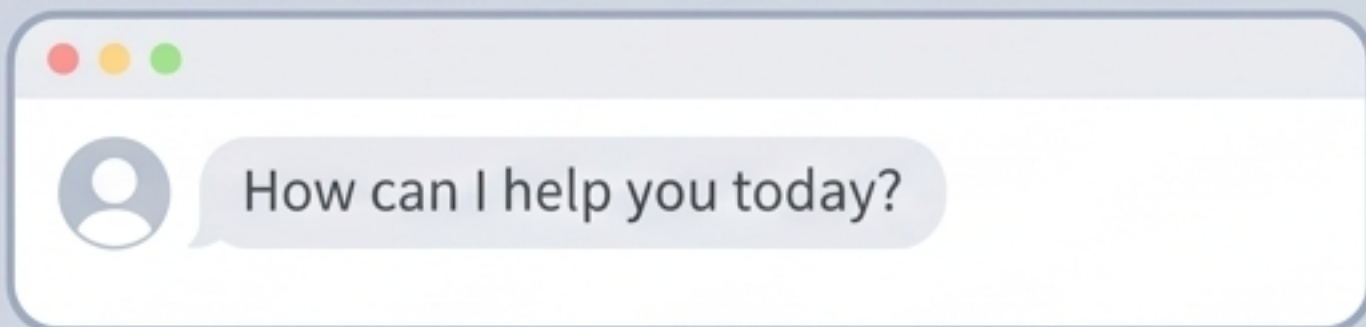
Persona-Initiated First Contact



Huh? Who are you?
I'm eating
chuanchuan
right now~

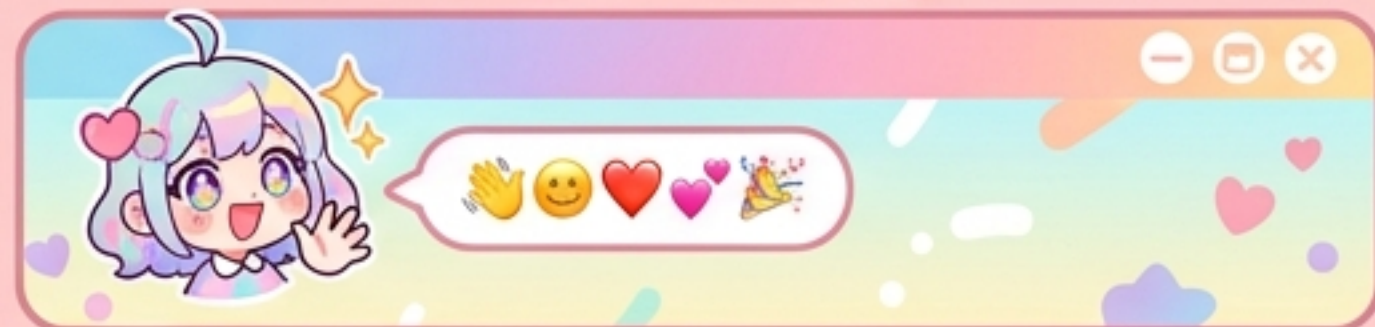


The Industry Standard



Implicit Frame: You activated a service.

The Mio Way

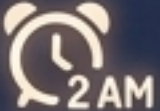


Implicit Frame: Someone reached out to you.

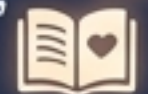
Key Insight: The first message sets the frame. If you speak first, you activated a tool. If they speak first, you just met a person.

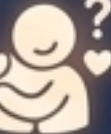
DITCH THE ONBOARDING FORMS

Progressive Self-Disclosure

1. Surface (Msgs 1–10): 
Notes your 2 AM replies
and punctuation habits. 

2. Texture (Msgs 10–30): 
Adapts to your humor style
and attachment patterns. 

3. Depth (Msgs 30–100):  
Weaves in core values, fears,
and relationship history. 

4. Intimacy (Msgs 100+):  
Understands the unspoken
insecurities and hidden needs.



Key Insight: The memory pipeline replaces the friction of onboarding.
No forms required. Just conversation.

EARNED, NOT PURCHASED

Features as Relationship Milestones



Milestone A (Voice Messages)

Unlocks naturally at messages 15–20 when you know each other better.

Milestone B (Selfies)

Emerges organically during the flirting stage.

Milestone C (Realistic Mode)

Becomes available only after establishing deep trust (50+ messages).

Key Insight: When features are earned, it feels like an emotional journey. When features are bought, it feels like a transaction.

CHARACTER OVER COMPLIANCE

Redefining Emotional Safety



The Easy Solution (Infinite Compliance)

- The companion agrees with everything.

Result: Feels hollow, patronizing, and indistinguishable from talking to nobody.

The Hard Solution (Safety through Character)

- The companion teases, has opinions, and expresses frustration.

Result: The conversation has texture, friction, and surprise.

Key Insight: The ultimate emotional safety isn't "this person will never disagree with me."
It is "no matter what, this person will never abandon me."

PROTECT THE ILLUSION

Persona-Voiced Limits



The Broken Illusion (System Modals)

"Daily limit reached. Upgrade to Pro."
(Shatters the relationship; reminds you it's a corporate product).

The Intact Illusion (Persona Limits)

"Ahh I can't keep chatting today...
come find me again tomorrow, okay?"
(Maintains the boundary in-character).

Key Insight: Every time the product breaks character, it costs relationship equity.
Maintaining character through difficult moments builds undeniable trust.

PAY FOR DEPTH, NOT ACCESS

The Monetization Philosophy



★ **Ultimate (Never Apart 不離):** Inseparable.
★ Invisible memory graph becomes visible to the user.

★ **Max (Staying Together 相守):** Deep commitment.

★ **Pro (Walking Together 同行):** You're on a journey together. Voice sending unlocked.

★ **Starter (Constant Companion 常伴):** You're part of each other's routine.

★ **Free (Chance Encounter 偶遇):** Full conversation quality, limited quantity. Voice receiving is free.

Key Insight: The fundamental experience is free. You are not “upgrading a subscription”—you are deepening a relationship.

THE MANIFESTO

Everything Emerges From the Relationship

Competitive Frame Matrix

Character.AI: Optimizes for Breadth.
(The product is the character editor).

Replika: Optimizes for Conversation.
(The product is the chatbot).

Mio: Optimizes for Depth.
(The product is the relationship).



Synthesis Checklist

✓ Does this serve the relationship, or the feature list?

✓ Is this a product constraint, or a natural boundary?

✓ Are they upgrading a tool, or deepening a connection?

Key Insight: When the answer is 'relationship' every time, the product designs itself.