

## Alongside AI: PRD and Press Release

1. **Description:** What is the feature / solution you are recommending?

The solution I am recommending for Alongside's moat is a feature that allows students to anonymously chat with each other with the help of Kiwi. The feature would pair students from different schools and allow them to talk to each other about their issues. Students could also be able to volunteer to chat with other students with the help of Kiwi.

2. **Problem:** What problem is this solving?

This would allow students to practice their interpersonal skills that they are learning from Alongside AI with real people, with the assistance of Kiwi. Also, this would help differentiate Alongside from other AI, such as ChatGPT or Claude, as they do not have a feature that allows you to chat with other users. This would be a unique feature, and it would still allow Kiwi to be involved in moderating and suggesting the directions of the conversation.

3. **Why (Signals & Evidence):** How do we know this is a real problem and worth solving?

Prioritize evidence that supports defensibility (i.e., counselor ratios, escalation workflows).

The biggest issue found in Alongside's research was that "building and navigating interpersonal relationships is the stickiest issue for today's teens." Alongside helping users build their interpersonal skills, it could also have users actually use the skills that they have learned to help other students. The students who use Alongside are likely open to receiving help, which makes them more inclined to help others.

This feature could also tackle many other major mental well-being guidelines, such as diet, exercise, and sleep. Alongside's research suggests that "most students on the app also describe themselves as eating 'somewhat' healthy (68%) or not so healthy (18.7%), and doing 15 minutes (18.6%) or no exercise (40.4%) a day," Kiwi would be able to suggest conversation topics about food and sleep, helping curate a safe environment between the conversations. Furthermore, students would be able to check in with each other, helping one another reach their goals that Kiwi helped them set.

Finally, and most importantly, Alongside's research shows that students often don't feel comfortable talking about topics with adults. By introducing a safe environment where students can talk to other students with the help of Kiwi, Alongside will curate a unique moat that will make it a premier choice for students to use for mental health issues.

4. **Goals & Metrics for Success:** What specific metrics will we measure to see if this feature was successful? Include a target and measurement plan for each metric.

The most important metric to see if this feature is successful is the adoption rate, as well as a metric on how consistent the usage of the feature is. If the usage is frequent (hourly or daily), then we will know that the feature is successful and students are enjoying the feature.

Targets: 50% adoption rate, hourly to daily usage rates.

Measurement plan: see when messages are sent and how many users are using the feature.

5. **Target Audience:** Who are we building for? Any supporting backup?

We are building for students. Ensure that the LLM is beneficial for students and will be able to ensure safe environments within chats.

6. **What (Solution Summary):** Brief overview of the feature/program and how it builds a moat.

The new feature I am proposing is anonymous AI-supported chats between different students from different schools. This creates a defensible moat by combining peer empathy with AI supervision—offering a safe, guided space for emotional growth that no other AI company currently provides. Also, the conversations would be AI-powered and exclusive to students, differentiating Alongside from other anonymous chat platforms.

7. **Product Details, Functionality, or Design Suggestions:** Further Details of your recommend solution in item Based on data. Name any model/LLM and human dependency moments.

The feature would use Kiwi to guide conversations, creating a safe environment to help students discuss their interpersonal issues while developing their interpersonal skills. This feature would also help mitigate the issue of AI potentially giving misinformation or bad advice, as it would not be generating as many ideas, but rather revising and supporting conversations from students. This would be dependent on student users being active on the app, as well as the AI being able to support these conversations.

8. **How (Experiment Plan):** What is the experiment plan? (any observations, tests, AB Test recommendation)

It would be important to see how Kiwi helps contribute to the conversation, so maybe implementing different versions of Kiwi for AB testing, seeing which one is the most effective in getting responses from each student. Also, ensuring that Kiwi is curating a safe environment in the messages, making sure no messages that could be harmful go through. We could also only implement this feature in certain schools to begin with, slowly expanding to the entire customer base. Add a control group (students without the chat feature) to measure the difference in engagement and emotional well-being.

**9. When (Timeline):** When does it ship, and what are the milestones?

Ideally, this would ship within 1 year. Milestones include the creation of the messaging section of the app, developing a version of Kiwi that helps students talk to one another, and then the implementation and testing of the feature. Here is a more detailed timeline:

3 months: MVP chat interface + Kiwi moderation prototype

6 months: Pilot in 3–5 schools

9 months: Evaluate engagement + safety metrics

12 months: Full rollout

**10. Future Expansions:** 2-3 logical next steps if the pilot works

1. Introduce “peer mentor badges” for students who consistently help others.
2. Add group chat or topic-based support rooms (e.g., stress, college apps).
3. Partner with school counselors to integrate insights from chats (anonymously) into student support programs.

## **Press Release: Alongside Introduces “Kiwi Connect”: A Safe, Anonymous Way for Students to Build Real Connections**

**AI-guided peer chat allows teens to practice interpersonal skills, share experiences, and support each other — anonymously and safely.**

LOS ANGELES — Alongside today announced Kiwi Connect, a feature that lets students form continuous, anonymous chats with peers from other schools, guided by the AI companion Kiwi. Designed to strengthen empathy, confidence, and interpersonal skills, Kiwi Connect gives students a safe space to build real relationships while applying lessons learned in the Alongside app.

With Kiwi Connect, Alongside gives students a way to talk about life’s challenges, including friendships, family stress, academics, or wellbeing, with someone who understands what it’s like to be in their shoes. “Before Kiwi Connect, many of my students wanted to talk but didn’t know who to turn to,” said Dr. Melissa Nguyen, a high school counselor in San Diego. “Now, they can connect with peers who actually get it, while knowing Kiwi is there to keep things supportive and safe.”

### **How it works:**

Kiwi Connect pairs students for ongoing, anonymous conversations moderated by Kiwi, who provides prompts, keeps discussions respectful, and encourages empathy. Over time, Kiwi helps partners reflect on goals and maintain healthy habits around sleep, exercise, and mindset.

Students can also volunteer as peer supporters, strengthening their interpersonal and leadership skills while helping others — all under Kiwi’s supervision. “Our mission has always been to help students feel less alone,” said Alongside CEO, Glen Taylor. “Kiwi Connect goes one step further by empowering them to be part of that solution, not just receiving support but giving it.”

### **Availability and Pricing**

Kiwi Connect will begin rolling out in select U.S. schools in early 2026, with full availability nationwide by the end of the year. The feature will be **included in all existing Alongside school plans at no additional cost.**

### **About Alongside**

Alongside is a student-centered mental wellness platform that helps teens navigate life’s challenges with AI-powered guidance and evidence-based tools. Designed in collaboration with psychologists and educators, Alongside offers accessible, private, and practical mental health support for middle and high school students. Learn more at [www.alongside.care](http://www.alongside.care).

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## FAQs

### 1. Why did Alongside create Kiwi Connect?

Research from Alongside's user base shows that building and navigating interpersonal relationships is one of the most persistent challenges facing teens today. Kiwi Connect gives students a place to practice empathy, communication, and problem-solving in a safe, AI-moderated space, turning lessons into lived experiences.

### 2. How does Alongside ensure safety and privacy?

All chats are anonymous and monitored in real time by Kiwi's safety model, which detects and filters harmful or inappropriate content. Conversations are encrypted and not tied to identifiable personal data. Schools also have access to aggregated insights — **never individual messages** — to support student wellbeing trends.

### 3. What makes Kiwi Connect different from other chat or AI platforms?

Unlike ChatGPT, Claude, or standard anonymous chat apps, Kiwi Connect blends **human connection with AI-guided safety**. Students don't just talk to an AI — they talk to *each other*, with Kiwi's help ensuring every conversation remains positive and productive.

### 4. How will success be measured?

Alongside will track adoption, retention, and engagement metrics, aiming for a 50% adoption rate among users and consistent daily or weekly use. Surveys will measure user satisfaction and perceived emotional growth over time.

### 5. What's next for Kiwi Connect?

If successful, Alongside plans to expand Kiwi Connect to group chats and topic-based communities, allowing students to discuss shared interests such as stress management, college readiness, or self-confidence, always with Kiwi's supportive presence.

## **AI Citation and Reflections:**

Here is the AI and prompts that I used:

<https://chatgpt.com/share/68e46d86-8b28-8002-a38b-44cb355a3518>

I wrote out the entire PRD and then asked AI to give me feedback. Similar to the Disney assignment, it had good ideas for future implementation, after I had already given my idea. For the press release, it was really helpful because I had never written a press release in that style before. I had it write out a sample, then I went through and edited the press release to ensure that all of the ideas aligned with the PRD. Overall, this assignment was pretty fun! It was cool to come up with an idea for something that could be so important for our youth.