

A Letter from the Founder

Dear Families,

I'm writing this not as a technologist, but as a human being who cares deeply about what kind of world our families are being asked to navigate.

Artificial intelligence is no longer something we can opt into or out of. It is quietly becoming the infrastructure beneath daily life—shaping what we see, what we're offered, what we're warned about, and what we never notice at all.

Most of this is happening faster than families can reasonably track.

And almost none of it was designed with families as the primary beneficiary.

That reality is what led to the creation of MyFamilyElf.

The Promise We Are Making

“No matter what AI becomes in the next 10–50 years, your family will have its own trusted system—on your side, protecting your interests.”

This is not a marketing slogan. It is the standard we hold ourselves to.

Why This Matters Now

Families have always relied on guardians: parents, communities, shared norms, fairness, and good values themselves. If something was dangerous, you usually had time to notice. If something was unfair, it was often visible. If something was manipulative, it took effort to make you fall for it.

The AI age breaks those assumptions. No one is safe, if we just let this happen.

Today, dangers, risks, and manipulations can be subtle, personalized, and constant. It can look like a program that entertains you and helps you, while turning your privacy into a product sold behind your back.

And great opportunities and solutions to your problems can exist without ever being shown to you, or the good things simply drown in the loud and noisy news and background noise the internet is so full of. Resulting in that, what you and your family need does not arrive.

Children and families end up growing up inside systems that are designed by strangers wanting to profit, turning the user into the product, and optimized for goals that are not family well-being.

And while corporations, governments, and markets are rapidly arming themselves with powerful AI systems, families are largely left reactive—expected to keep up, stay vigilant, and make perfect decisions in an environment that was never built for them.

That is not reasonable. And it is not fair.

What a Family Elf Is — and Is Not

A Family Elf is NOT:

- A replacement for parents
- A surveillance system
- An advertising engine
- A platform that monetizes attention or data

A Family Elf IS:

- Family-owned and privacy-first
- A protector of family interests
- A servant of family values and rules
- A guide that explains and assists

It is designed to be calm, respectful, and accountable. It asks before acting. It explains itself. It remembers family decisions with integrity. And it can always be adjusted, overridden, put on hold or even shut down.

Why This Is a Non-Profit

We chose to build MyFamilyElf as a non-profit for a simple reason:

Some systems are too important to optimize for profit, growth, engagement, or extraction.

Trust cannot be a growth hack.

Family safety cannot be a revenue lever.

Long-term alignment cannot be subordinated to quarterly incentives.

A Family Elf must exist and serve its family, not to benefit companies, shareholders, advertisers, politicians or others with other interests than allowing each family to be the best version of themselves.

As a non-profit, our obligation is singular: **To create and steward a system that remains loyal and beneficial to families over time**—even as technology, products, markets, rules and incentives shift around.

Our Principles

We are building MyFamilyElf around a few core beliefs:

Families deserve agency in the AI age, not just protection.

Trust must be designed, not claimed.

Memory and accountability are forms of care, and history should never be silently rewritten.

Guidance and teamwork is more humane than automation.

The future should feel calmer, not louder. We want the future to be bright.

These principles are not aspirational. They are engineered directly into how the system works.

What Success Looks Like

If we do our job well, families who use MyFamilyElf will feel:

- **Safer** — not because they were shielded from reality, but because they had help navigating it
- **Calmer** — not because the world slowed down, but because they had support keeping up
- **More connected** — not to more screens, but to each other and to what matters
- **More confident** — not because they had all the answers, but because they had a system they could trust to help find them

This is not a product pitch. It is a promise.

An Invitation

If this resonates with you, I invite you to follow our progress, share your thoughts, and —when the time comes—consider whether MyFamilyElf might be right for your family.

We are not building this alone. We are building it for families, with families.

And we are just getting started.

With respect and hope,

Michael Founder, MyFamilyElf

MyFamilyElf is a non-profit organization dedicated to creating family-owned AI systems that protect, assist, and represent household interests in the age of artificial intelligence.

www.myfamilyelf.com