Saeed Rezaeitoroghi, Ph.D.

Entrepreneur · Futurist · AI Product Founder

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PROFILE

Futurist and serial entrepreneur with years of experience founding companies, leading product development and turning research into products. Holds the first Ph.D. in Futures Studies awarded in Iran (University of Tehran) and is the author of the Personal Foresight model for entrepreneurs, delivered to more than 1,250 managers.

Since moving to Canada, founder of CHALENCY Inc. in Ontario, where he has single-handedly designed, built and launched three AI products: Challency, Selfa and Lexi. Combines strategic foresight, entrepreneurship research and hands-on AI product building to identify, evaluate and exploit new business opportunities.

CORE STRENGTHS

- **Foresight and strategy:** scenario planning, personal and organizational foresight, trend and uncertainty analysis, strategic planning
- **Entrepreneurship:** opportunity evaluation, business model and business plan design, venture launch, corporate entrepreneurship
- **AI products:** product discovery, product-market fit, LLM-based product design, subscription and in-app monetization, App Store and Google Play release
- **Operations:** project management, marketing automation
- **Research and teaching:** peer-reviewed publications, three books, graduate-level instruction

PROFESSIONAL EXPERIENCE

Founder and CEO, CHALENCY Inc. (formerly Meta Challengers Inc.), Toronto, Canada — Jul 2024 – Present

- Founded an Ontario technology company and, as sole founder, took three AI products from concept to public release using AI-assisted development (Next.js, TypeScript, Supabase, Vercel, Stripe, Anthropic Claude models).
- **Challency** (challency.com): social accountability and challenge platform that makes daily effort visible to others. Published on the App Store and Google Play; CHALLENCY is a registered Canadian trademark (TMA1,375,771).
- **Selfa** (selfa.ca): AI companion built around an identity core the user designs, based on his own four-layer competency framework. Live web app in Persian, English and Arabic with subscription billing.
- **Lexi** (getlexi.app): AI language-learning app. iOS version approved by Apple in October 2026; web app sells subscriptions and credit packs.
- Built an automated marketing system of eight n8n workflows that generate AI image and video ads and publish them to LinkedIn and X on a daily schedule, with a Telegram review step.
- Ran competitive and regulatory analysis for product decisions, including App Store policy and Ontario money-transmission rules for an in-app currency.

SELECTED FORESIGHT AND RESEARCH PROJECTS

- **National Futures Studies Park design**, Supreme Council of Cultural Revolution (2012 – 2013): designed a national futures research park from a study of foresight centers in Western Europe, North America, South America and East Asia.
- **Futures of the telecommunication industry**, Science and Technology Think Tank of the Contemporary World (2012 – 2014): built and analyzed industry scenarios around technology development and regulatory uncertainty.
- **Corporate entrepreneurship implementation**, Science and Technology Think Tank of the Contemporary World (2016): implemented entrepreneurial orientation and management processes inside an organization.
- **AVREN business plan and business model**, Torab Gostar Arj Afarid (2021): AR/VR mobile learning startup for schools.

- **Citizenship education with neuropsychological tools**, Tehran Municipality (2016): lab-tested the audience impact of 60 citizenship education messages.
- **Evaluation of SIYB entrepreneurship trainer programs**, Faculty of Entrepreneurship, University of Tehran (2010 – 2011).

EDUCATION

- **Ph.D., Futures Studies**, University of Tehran (2010 – 2015). Thesis: a model of personal foresight, studied in repeat entrepreneurs of Tehran's science and technology parks. First graduate of the program in Iran.
- **M.Sc., Entrepreneurship**, University of Tehran (2007 – 2010). Thesis: psychophysiological systems and intuition quality in repeat entrepreneurs. Ranked 2nd in the department.
- **B.Sc., Mechanical Engineering**, Ferdowsi University of Mashhad (2002 – 2007). Thesis: development of new engineering design methods.

BOOKS AND SELECTED PUBLICATIONS

Published under the name Saeed Rezaei Toroghi.

Books

- *Architected Mind*, the framework behind Selfa
- *The Art of Future Studies of Entrepreneurs*, Allameh University Publications, 2015
- *Individual Futures Studies*, Shakib Publications, 2013
- *Heart Brain* (co-author), University of Tehran Publications, 2013

Papers

- "Nonlocal intuition: replication and paired-subject enhancement effects", *Global Advances in Health and Medicine*, 2014 (doi:10.7453/gahmj.2014.012)
- "Personal foresight for entrepreneurs: from self-perspective to self-prospective", *Journal of Public Administration Perspective*
- "The role of entrepreneurial passion in the exploitation of entrepreneurial opportunities", *Journal of Rahbord*, 2014
- "Comparative assessment of entrepreneurs' and non-entrepreneurs' Cognitive Style Index", 6th European Conference on Entrepreneurship and Innovation, Aberdeen, UK, 2011
- "Nonlocal intuition in repeat entrepreneurs", 8th AGSE International Entrepreneurship Research Exchange, Melbourne, Australia, 2011
- "Method for construction of magic squares of all even orders", *Journal of Recreational Mathematics*, 2008 (doi:10.13140/RG.2.2.25965.20962)

Full publication list available on request.

TEACHING

- **Instructor, University of Tehran** (2010 – 2013): taught entrepreneurship, futures studies and management to graduate and doctoral students.
- **Instructor, Bahar Institute** (2009 – 2012): taught entrepreneurship to MBA and DBA students.

AWARDS, PATENTS AND PEER REVIEW

- Khwarizmi Youth Award: first place, innovative mechanical design (2002); third place, fundamental research (2006)
- Ferdowsi Technological Award, second place, applied research (2006)
- Two registered patents in Iran: watermelon seed processing machine (no. 32183, 2001) and suction board cleaner (no. 26896, 2008)
- Reviewer, *Journal of Global Entrepreneurship Research* (since 2014) and *Journal of Entrepreneurship Development* (2011)

SKILLS AND LANGUAGES

- **Methods:** scenario planning, MICMAC structural analysis, strategic planning, business plan development, grounded theory research
- **Tools:** Next.js, TypeScript, Supabase, Vercel, Stripe, n8n, LLM APIs, Python, MS Project
- **Languages:** Persian (native), English (working proficiency, TOEFL iBT 95)

References available on request.