

Psyloom Launches Private Beta for its Generative Persona API, Offering a "Personality Layer" for AI

The platform moves beyond fragile, language-based psychological models to offer a stable, predictive, and computable framework for simulating human behavior.

The Psyloom logo is displayed in white text on a dark blue background. The word "Psyloom" is written in a clean, sans-serif font, with the "o" stylized as an infinity symbol.

Belgrade, Serbia Aug 7, 2025 ([IssueWire.com](https://www.issuewire.com)) - Psyloom, a new deep-tech company, today announced the launch of its private beta for a first-of-its-kind Generative Persona API. The platform introduces a "Personality Layer" for AI, designed to overcome the limitations of traditional psychological models and enable developers to create AI agents with stable, predictable, and scientifically-grounded

personalities.

Most psychological models used in AI today, such as the "Big Five," were designed for human interpretation, not machine application. They rely on simplified, language-based concepts that are often subjective, incomplete, and difficult to operationalize at scale, leading to inconsistent AI behavior.

"The AI industry has been trying to build a house on a foundation of sand," said Pavel Zhirnovskiy, Co-Founder of Psyloom. "You cannot achieve true AI personality by simply prompting a large language model with descriptive words. The personality must be part of the core architecture. We built Psyloom from first principles, focusing on what is computable and predictive, not just what is easy to describe. We're giving developers the ability to simulate the human psyche itself, not just mimic its language."

Psyloom's core technology is a proprietary model of the human psyche built on formalized behavioral parameters derived from cognitive science. It is engineered to be integrated as a foundational layer into any LLM or agentic system, allowing it to:

- **Model Digital Personas:** Create rich, formalized user profiles from any text description, endowed with their own motivations, preferences, and behavioral logic.
- **Simulate and Interact:** Allow developers to test their AI agents against these psychologically-consistent digital personas in a secure sandbox environment.
- **Predict Behavior:** Forecast how a specific personality type will react in situations involving choice, pressure, or conflict, enabling the creation of truly adaptive systems.

The company is positioning itself as a critical new piece of infrastructure for the next generation of AI applications, from marketing and product development to corporate training and mental health simulations.

"We believe the future of AI lies in its ability to understand not just our words, but our underlying motivations," added Zhirnovskiy. "Psyloom is the engine to power that future."

The Psyloom private beta is now open by invitation to select AI development teams, creative agencies, and enterprise R&D labs. Interested parties can learn more and request access on the company's website.

About Psyloom

Psyloom is an AI company building the personality layer for intelligent systems. Our purpose-built "psyche engine" and API provide developers with the tools to create, test, and interact with scientifically-grounded digital personas. By moving beyond traditional psychological models, Psyloom enables the creation of smarter, more empathetic, and truly personalized AI products.

<https://psyloom.com/>

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