

Problem

“Text Internet” business cases will be disrupted by “Voice Internet” usability innovations.

VOICE INTERNET DISCOVERABILITY



Voice search is the end of search engines
[Business Insider](#)

USABILITY OF LANGUAGE



Language is a “zero” UI interface
[O’Reilly Media](#)

AI INTEROPERABILITY



IoT is like the tower of babylon
[Fast Company](#)

Solution

We provide the first unified addressing protocol for Voice Internet applications. We develop a universal grammar to connect language operated AIs in a unified service catalogue.

TRANSPARENT DISCOVERABILITY

WHOELSE?
QUIÈNMÀS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO ЕЩЕ?

A curated catalogue of
trusted voice e-commerce
services

BETTER USABILITY



I need a date, who else?



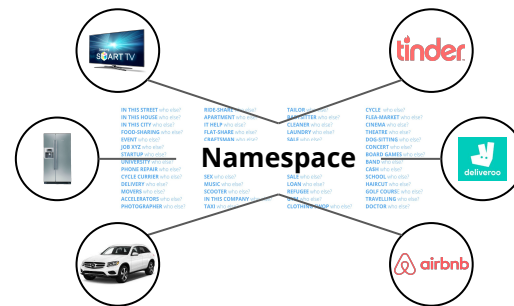
Call me a taxi, who else?



I want a job, who else?

Only one question a user
needs to remember
for asking AIs

ENHANCED AI INTEROPERABILITY

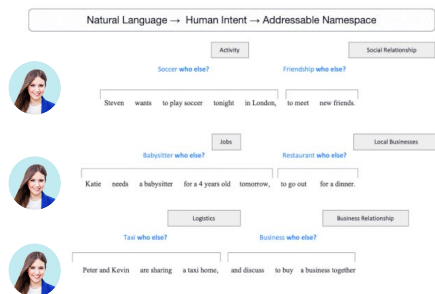


Standardization of voice-based
e-commerce in a unified
namespace

Product

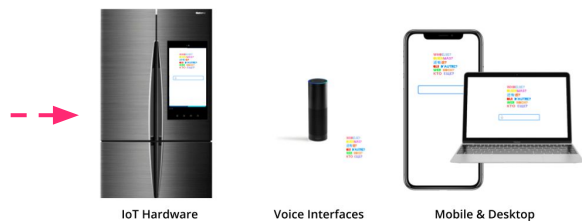
who else? is an open source AI protocol for explainable language. who else? is available in IoT and voice interfaces. E-commerce provider can easily sell their voice-first services directly to consumers.

OPEN SOURCE PROTOCOL



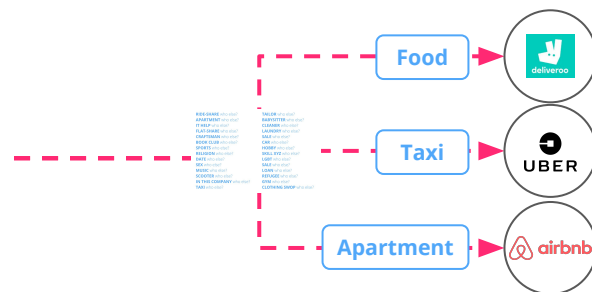
A separation of intent & content in language-based AI processing

SEARCH ENGINE B2C



Users get easy access to a common catalogue for language based e-commerce services

VOICE NAMESPACE B2B

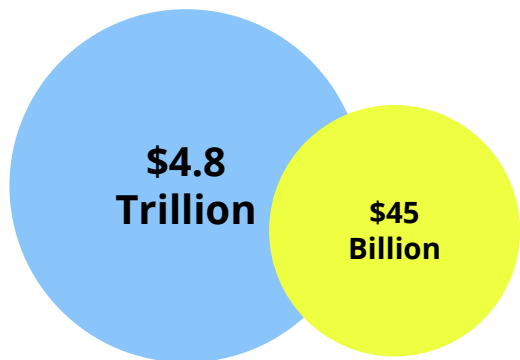


The verbal intent is linked to a database of local service providers

Market Size

The voice shopping market is growing from \$2b in 2017 to \$45b by 2022. If our market share will be only 6% of the addressable market, we are building a multi-million dollar business.

ADDRESSABLE MARKET



**E-commerce
market**

Worldwide by 2021¹⁾

**Voice
shopping**

U.S. and UK Market by 2022²⁾

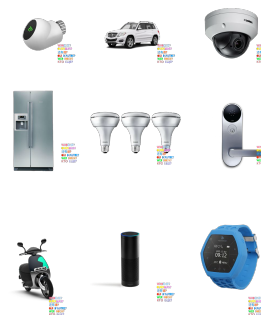
MARKET SHARE



**Transactions within
namespace**

by 2022

GO-2-MARKET STRATEGY



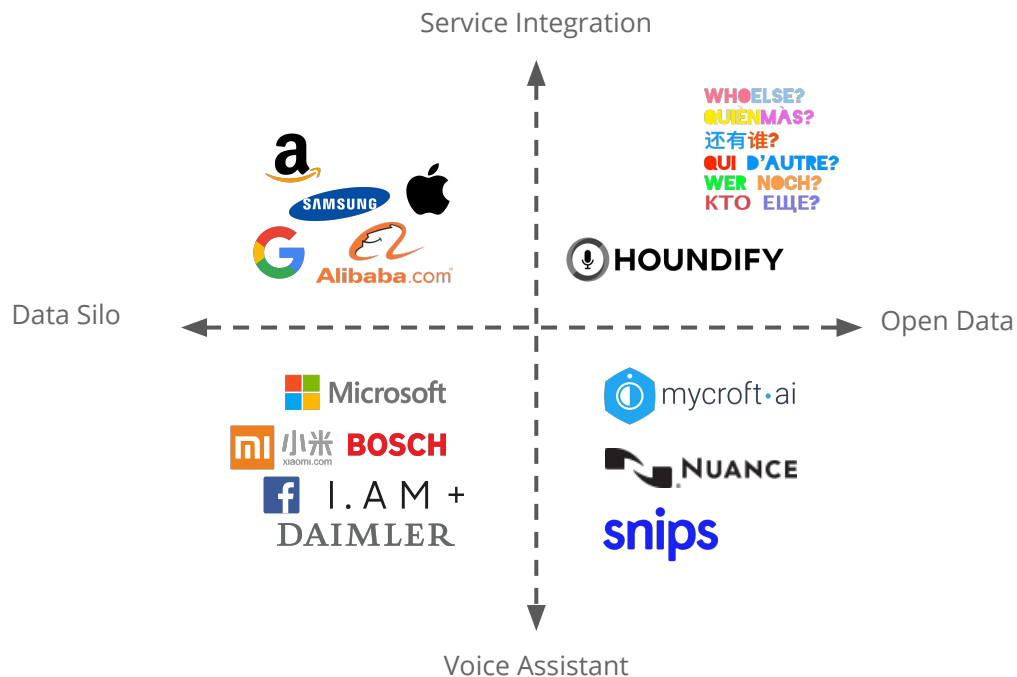
**IoT integration
partner**

Self growing integration via Open Source







1) [Statista](#) 2) [VoiceBot.ai](#)

Competition

GAFSA has no interest in opening their “black box” AIs. who else? creates an open source standard to connect language-operated “Voice Internet” applications.

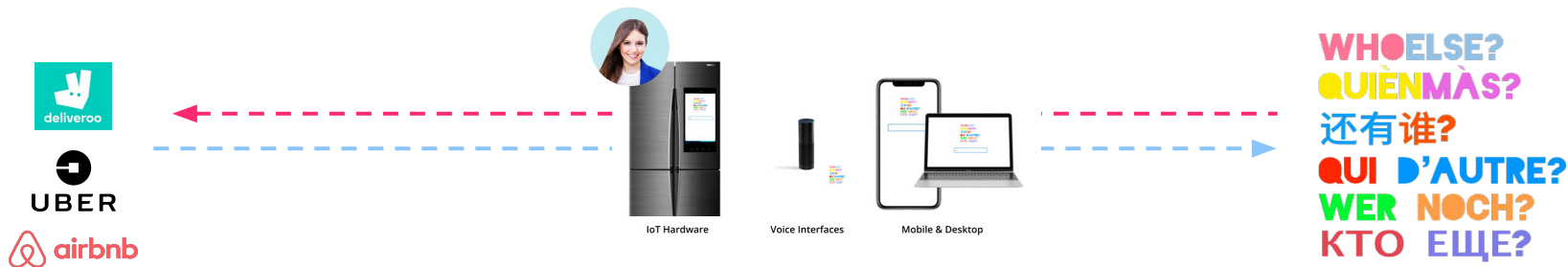


COMPETITIVE ADVANTAGE

-  A brand designed for life-long memorability
-  Explainable AI as open source API
-  A trustmark for Voice Internet
-  Equal competition for everyone
-  Kickback for IoT manufacturers
-  Customer touch-points owned by IoT manufacturers

Business Model

who else? charges e-commerce providers a commission for orders. With this revenue share we attract IoT partners to integrate more devices in the namespace.



\$2.7b

est. Turnover

6% of the voice internet shopping market in 2022

4%

Namespace Fee

for who else? and IoT integration partner

\$100m

Revenue

incl. \$25 M for IoT OEM

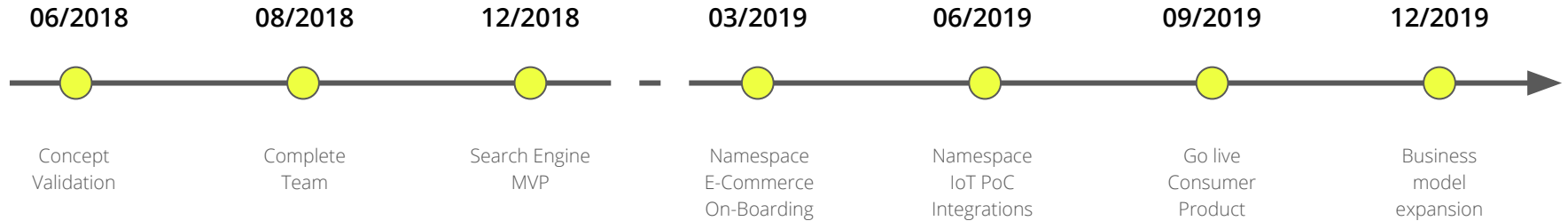
Matchmaking

Revenue Fee



Milestones & Roadmap

who else? will be rolled out together with IoT hardware and e-commerce service partners. After the go live, we will expand our business model with an AdWords mechanic.



MVP Milestones

Concept validation by leading AI experts:

- # Berggruen Institute
- # Fraunhofer Gesellschaft
- # Tim O`Reilly
- # DIN Spec Certification
- # Draper University
- # Misc.: DFKI, W3C

Namespace Setup KPIs

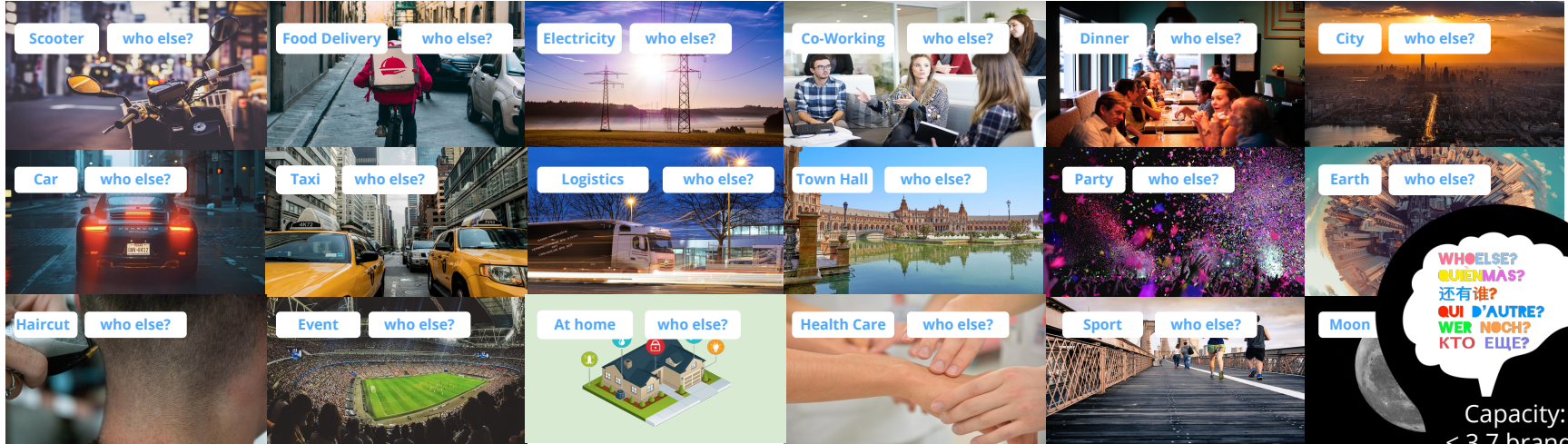
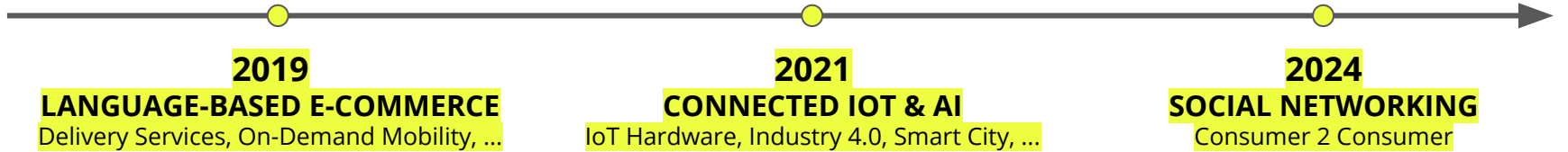
- # E-commerce services available
- # IoT PoC integration partners in namespace
- # All user requests in the namespace
- # Potential user base by IoT integrations
- # Services requested by users for further integration in the namespace

GoLive KPIs

- # Dispatched e-commerce services
- # Transaction dispatched by the namespace
- # 3rd party AI & IoT connected in the namespace
- # Namespace availability in different IoT interfaces
- # Active open source integrations

Vision

Average Internet users remember less than 3,7 brands. In 5 years who else? will be the only brand a user ever needs to remember for the Voice Internet!



Live Demo

Instead of brands people only have to remember who else? questions.

The screenshot shows a web browser window with the URL <https://whoelse.xyz>. The page content includes:

- A list of questions in various languages: WHOELSE?, QUIÈNMÀS?, 还有谁?, QUI D'AUTRE?, WER NOCH?, KTO EЩЕ?
- A text input field with a blue border.
- A button labeled "Please speak..."
- A "Try:" section with buttons for "Apartment", "Berlin", "Dating", "Ride Share", and "who else?".
- A section titled "Available Intents" with the following text: "Taxi who else?", "Date who else?", and "Pizza who else?".

Search Engine MVP: whoelse.xyz

Recommended: Google Chrome