

WHO ELSE?
QUIÈN MÀS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

Taxi

who else?

Car Charging

who else?

Rideshare

who else?

who else?

Sprachstandard

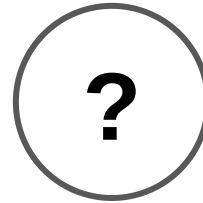
Eine gemeinsame Sprache
für Alexa und Siri (KIs)



Mega Trend: Menschen reden mit Maschinen

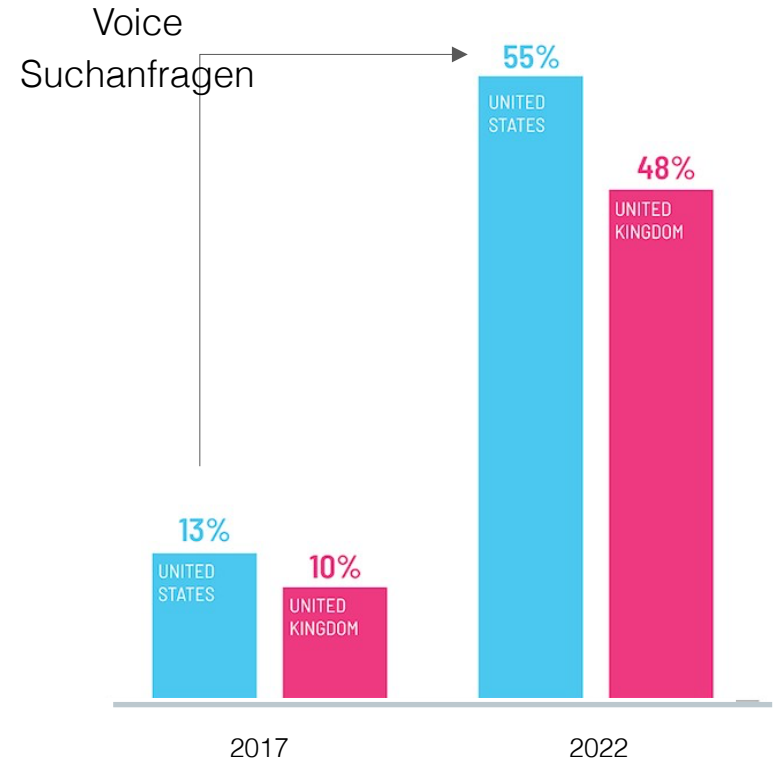
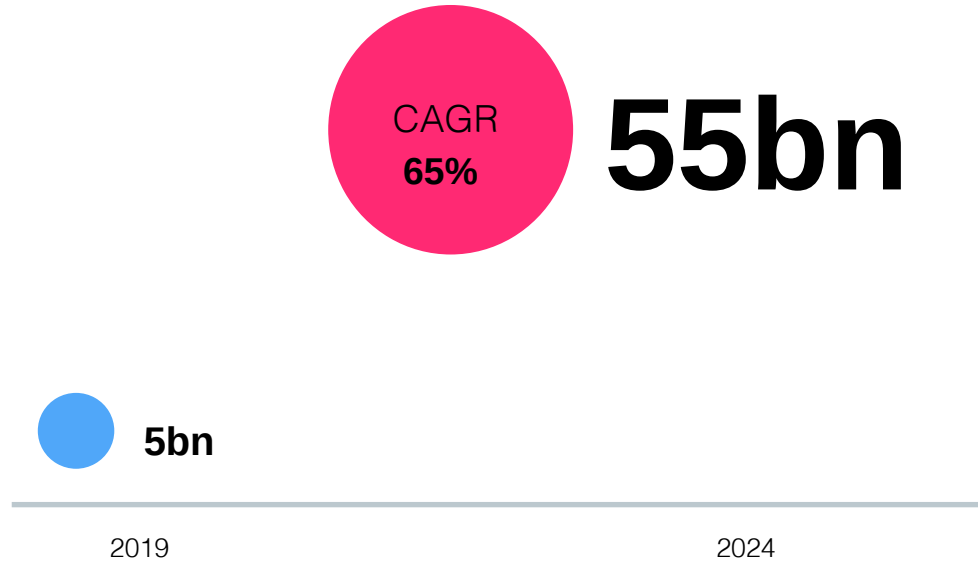


85% aller Kundenkontakte werden bis 2020 mit KIs abgewickelt



Kann Sprache ein Geschäftsmodell für VW werden?

Voice E-Commerce Umsatz €





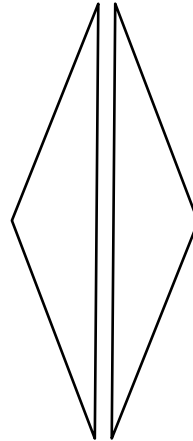
Buy

GAFA Datensilo KIs

- ✓ Beste Spracherkennung
- ✓ Größter Katalog

GAFA übernimmt Geschäftsmodell

! 0-Privacy für Nutzer



Make

Whitelabel KIs

- ✓ OEM behält Consumer Touchpoint

- ! Hoher Integrationsaufwand, Insellösung
- ! Keine Markenbildung
- ! Nischen Ökosystem

Fun Fact Jede KI versteht Sprache unterschiedlich



I am hungry, I want pizza!



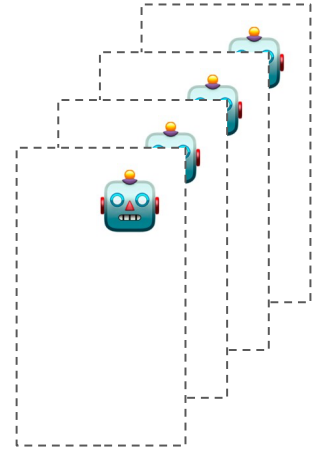
Google
"I am in Hungary, where is Pizza?"



Nuance
"I am hungry, call a Pizzeria"



Bosch
Error



KI benötigt einen Sprachstandard

Lösung Ein standardisierter Katalog

STREET who else?	SEX who else?	IN THIS STREET who else?	IN THIS STREET who else?	SEX who else?	IN THIS STREET who else?
HOUSE who else?	MUSIC who else?	IN THIS HOUSE who else?	IN THIS HOUSE who else?	MUSIC who else?	IN THIS HOUSE who else?
CITY who else?	SCOOTER who else?	IN THIS CITY who else?	IN THIS CITY who else?	SCOOTER who else?	IN THIS CITY who else?
SHARING who else?	IN THIS COMPANY who else?	FOOD-SHARING who else?	FOOD-SHARING who else?	IN THIS COMPANY who else?	FOOD-SHARING who else?
who else?	TRAVELLING who else?	EVENT who else?	EVENT who else?	TRAVELLING who else?	EVENT who else?
YZ who else?	DOCTOR who else?	JOB XYZ who else?	JOB XYZ who else?	DOCTOR who else?	JOB XYZ who else?
JP who else?	TAILOR who else?	STARTUP who else?	STARTUP who else?	TAILOR who else?	STARTUP who else?
SITY who else?	BABYSITTER who else?	UNIVERSITY who else?	UNIVERSITY who else?	BABYSITTER who else?	UNIVERSITY who else?
REPAIR who else?	HOBBY who else?	PHONE REPAIR who else?	PHONE REPAIR who else?	HOBBY who else?	PHONE REPAIR who else?
COURIER who else?	SKILL XYZ who else?	CYCLE COURIER who else?	CYCLE COURIER who else?	SKILL XYZ who else?	CYCLE COURIER who else?
RY who else?	SALE who else?	DELIVERY who else?	DELIVERY who else?	SALE who else?	DELIVERY who else?
S who else?	LOAN who else?	MOVERS who else?	MOVERS who else?	LOAN who else?	MOVERS who else?
ERATORS who else?	REFUGEE who else?	ACCELERATORS who else?	ACCELERATORS who else?	REFUGEE who else?	ACCELERATORS who else?
GRAPHER who else?	GYM who else?	PHOTOGRAPHER who else?	PHOTOGRAPHER who else?	GYM who else?	PHOTOGRAPHER who else?
HARE who else?	CLOTHING SWOP who else?	THEATRE who else?	FLAT-SHARE who else?	CLOTHING SWOP who else?	THEATRE who else?
SMAN who else?	SCHOOL who else?	DOG-SITTING who else?	CRAFTSMAN who else?	SCHOOL who else?	DOG-SITTING who else?
CLUB who else?	HAIRCUT who else?	TAXI who else?	BOOK CLUB who else?	HAIRCUT who else?	TAXI who else?
S who else?	CYCLE who else?	RIDESHARE who else?	SPORTS who else?	CYCLE who else?	RIDESHARE who else?
ON who else?	FLEA-MARKET who else?	APARTMENT who else?	RELIGION who else?	FLEA-MARKET who else?	APARTMENT who else?
who else?	CINEMA who else?	IT HELP who else?	DATE who else?	CINEMA who else?	IT HELP who else?
RT who else?	CONCERT who else?	CLEANER who else?	CONCERT who else?	CONCERT who else?	CLEANER who else?
GAME who else?	BOARD GAME who else?	LAUNDRY who else?	BOARD GAME who else?	BOARD GAME who else?	LAUNDRY who else?
who else?	BAND who else?	SALE who else?	BAND who else?	BAND who else?	SALE who else?
who else?	CASH who else?	CAR who else?	CASH who else?	CASH who else?	CAR who else?

Lösung Ein standardisierter Katalog

STREET who else?
HOUSE who else?
CITY who else?
SHARING who else?
who else?
TZ who else?
JP who else?
RSITY who else?
REPAIR who else?
COURIER who else?
RY who else?
S who else?
ERATORS who else?
GRAPHER who else?
HARE who else?
SMAN who else?
CLUB who else?
S who else?
ON who else?
ho else?
RT who else?
D GAME who else?
ho else?
ho else?

SEX who else?
MUSIC who else?
SCOOTER who else?
IN THIS COMPANY who else?
TRAVELLING who else?
DOCTOR who else?
TAILOR who else?
BABYSITTER who else?
HOBBY who else?
SKILL XYZ who else?
SALE who else?
COACH who else?
REFUGEES who else?
EFFICIENCY who else?
PHOTOGRAPHER who else?
THING who else?
SCHOOL who else?
HAIRCUT who else?
CYCLE who else?
FLEA-MARKET who else?
CINEMA who else?
CONCERT who else?
BOARD GAME who else?
BAND who else?
CASH who else?

IN THIS STREET who else?
IN THIS HOUSE who else?
IN THIS CITY who else?
FOOD-SHARING who else?
EVENT who else?
JOB XYZ who else?
STARTUP who else?
UNIVERSITY who else?
PHONE REPAIR who else?
CYCLE COURIER who else?
DELIVERY who else?
MOVERS who else?
ACCELERATORS who else?
PHOTOGRAPHER who else?
THEATRE who else?
DOG-SITTING who else?
TAXI who else?
RIDESHARE who else?
APARTMENT who else?
IT HELP who else?
CLEANER who else?
LAUNDRY who else?
SALE who else?
CAR who else?

IN THIS STREET who else?
IN THIS HOUSE who else?
IN THIS CITY who else?
FOOD-SHARING who else?
EVENT who else?
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MOVERS who else?
ACCELERATORS who else?
PHOTOGRAPHER who else?
THEATRE who else?
DOG-SITTING who else?
TAXI who else?
RIDESHARE who else?
APARTMENT who else?
IT HELP who else?
CONCERT who else?
BOARD GAME who else?
BAND who else?
CASH who else?

SEX who else?
MUSIC who else?
SCOOTER who else?
IN THIS COMPANY who else?
TRAVELLING who else?
DOCTOR who else?
TAILOR who else?
BABYSITTER who else?
HOBBY who else?
SKILL XYZ who else?
SALE who else?
COACH who else?
REFUGEES who else?
EFFICIENCY who else?
PHOTOGRAPHER who else?
THING who else?
SCHOOL who else?
HAIRCUT who else?
CYCLE who else?
FLEA-MARKET who else?
CINEMA who else?
CONCERT who else?
BOARD GAME who else?
BAND who else?
CASH who else?

IN THIS STREET who else?
IN THIS HOUSE who else?
IN THIS CITY who else?
FOOD-SHARING who else?
EVENT who else?
JOB XYZ who else?
STARTUP who else?
UNIVERSITY who else?
PHONE REPAIR who else?
CYCLE COURIER who else?
DELIVERY who else?
MOVERS who else?
ACCELERATORS who else?
PHOTOGRAPHER who else?
THEATRE who else?
DOG-SITTING who else?
TAXI who else?
RIDESHARE who else?
APARTMENT who else?
IT HELP who else?
CLEANER who else?
LAUNDRY who else?
SALE who else?
CAR who else?

whoelse.ai

1 Frage für jeden Dienst

1 Standard für jede KI

Food Delivery

who else?

Ride Share

who else?

Date

who else?

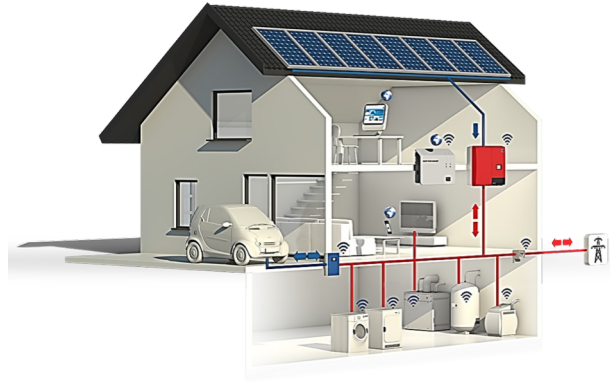
Lösung On any Device



Lösung For every one



So funktioniert es! Sprachkommandos werden mit einem DIN-zertifizierten Standard verarbeitet



DIN

Sprachstandard

1



I am hungry, I want pizza!

2

WHOELSE?
QUIENMÁS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

Pizza

who else?

3

IN THIS STREET who else?
IN THIS HOUSE who else?
IN THIS CITY who else?
FOOD-SHARING who else?
EVENT who else?
JOB XYZ who else?
STARTUP who else?
UNIVERSITY who else?
PHONE REPAIR who else?
CYCLE CURRIER who else?
DELIVERY who else?
MOVERS who else?
ACCELERATORS who else?
PHOTOGRAPHER who else?

RIDE-SHARE who else?
APARTMENT who else?
IT HELP who else?
FLAT-SHARE who else?
CRAFTSMAN who else?
BOOK CLUB who else?
SPORTS who else?
RELIGION who else?
DATE who else?
SEX who else?
MUSIC who else?
SCOOTER who else?
IN THIS COMPANY who else?
TAXI who else?



VW Use Cases Sprachsteuerung im Fahrzeug



Car access

who else?



Integration von VW internen IoT Lösungen in Katalog

Food Delivery

who else?



Integration von 3rd Party Value-Added Services



Charging Pole

who else?



**Kompatibilität mit
Katalog Partnern (z.B. Energie)**

Car Wash

who else?



**Integration von 3rd Party
Value-Added Services**



Ride Share

who else?



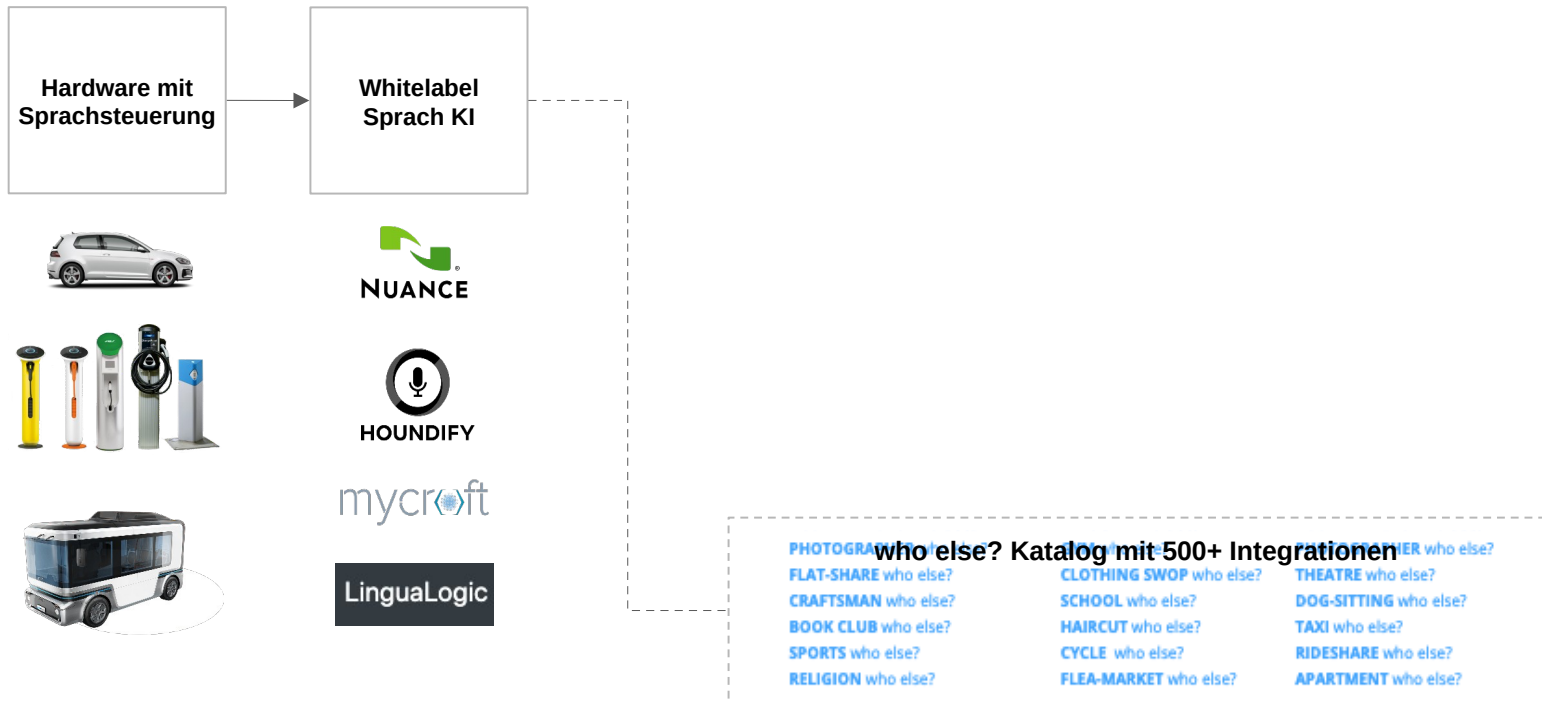
**Integration von Ticket Systemen
in Katalog**

Transport Services

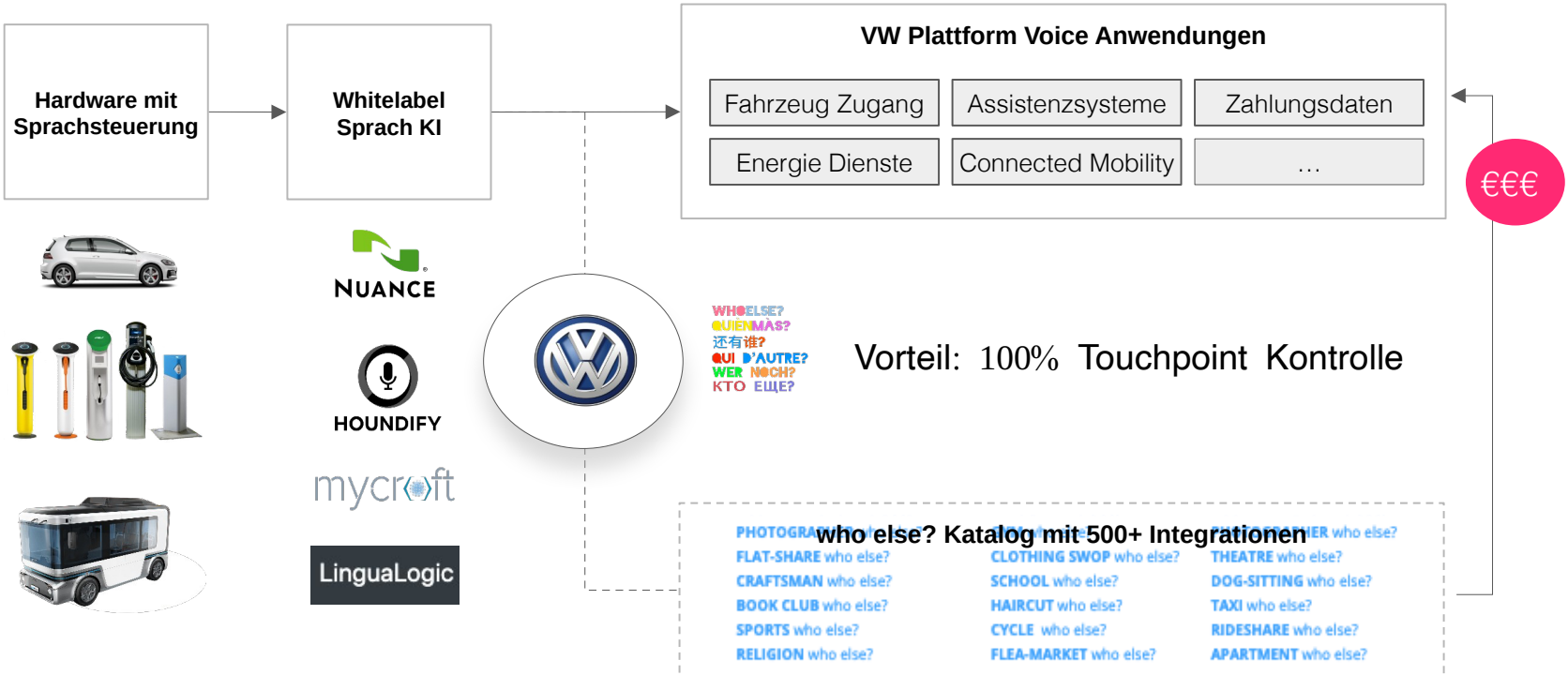
who else?



Verknüpfung mit Zusatzdiensten



Technologie Deep Dive 1 API - ∞ unbegrenzte Möglichkeiten



Wissenschaftliche
Konzeptentwicklung

Standardisierung

Industrie
Follow-ups

Berggruen Institute
O'Reilly Verlag
Stanford University
MIT



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

Taxi

who else?

Car Charging

who else?

Rideshare

who else?

who else?

Sprachstandard

Eine gemeinsame Sprache
für Alexa und Siri (KIs)

Tobias Martens
Sven Krüger

tm@whoelse.ai
sk@whoelse.ai

whoelse UG
c/o WeWork Atrium
Eichhornstraße 3
10785 Berlin, Germany

PROBLEM

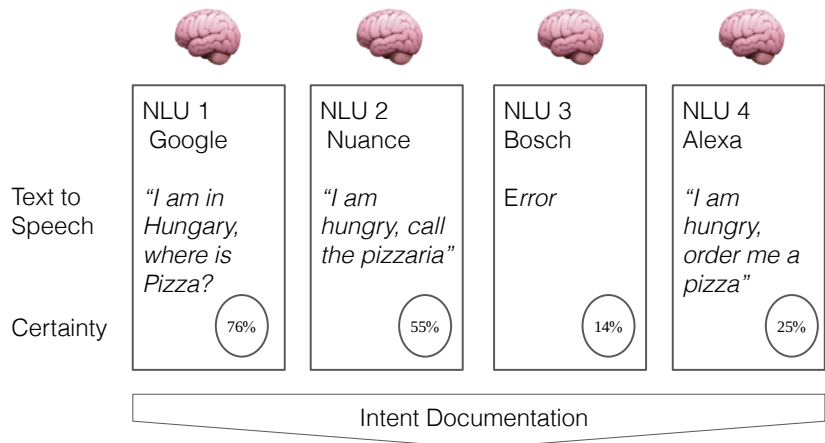
5 different AIs will understand the same voice command 5x at least slightly slightly different

Voice Command

AI Interpretation

"Huuuuuuungry, I am so hungry - call me a pizza."

The intent of a user is encoded in the individual way they speak: Arbitrary language



Problem: Who will decide which AI is right the most?

SOLUTION

Als start to only communicate by a simplified language protocol: who else? Universal Grammar

Voice Command

AI Interpretation

Service Execution

"Huuuuuuungry, I am so hungry - call me a pizza."

Simplification by who else?
grammar in the AI



Pizza

who else?

IN THIS STREET who else?
IN THIS HOUSE who else?
CITY who else?
RING who else?
XYZ who else?
UNIVERSITY who else?
PHONE REPAIR who else?
CYCLE COURIER who else?
DELIVERY who else?
MOVERS who else?
PHOTOGRAPHER who else?

FLAT-SHARE who else?
CRAFTSMAN who else?
BOOK CLUB who else?
SPORTS who else?
RELIGION who else?
DATE who else?
SEX who else?
MUSIC who else?
SCOOTER who else?
IN THIS COMPANY who else?
TRAVELLING who else?
DOCTOR who else?
TAILOR who else?

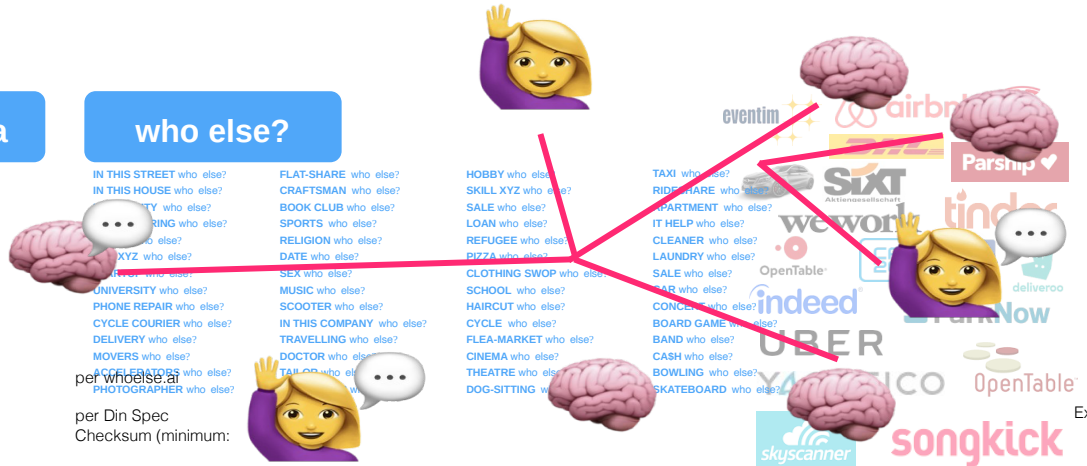
HOBBY who else?
SKILL XYZ who else?
SALE who else?
LOAN who else?
REFUGEE who else?
PIZZA who else?
CLOTHING SWOP who else?
SCHOOL who else?
HAIRCUT who else?
CYCLE who else?
FLEA-MARKET who else?
CINEMA who else?
THEATRE who else?
DOG-SITTING who else?

TAXI who else?
RIDE SHARE who else?
APARTMENT who else?
IT HELP who else?
CLEANER who else?
LAUNDRY who else?
SALE who else?
CAR who else?
CONCERT who else?
BOARD GAME who else?
BAND who else?
CASH who else?
BOWLING who else?
SKATEBOARD who else?

eventim
airbnb
SixT
we work
OpenTable
indeed
UBER
skyscanner
songkick
Parship
tinder
deliveroo
Exam

Intent:
Namespace
Context:
Accuracy:
80%)
Meta Data:
Radius
Namespace:

per whoelse.ai
Location, Bid | Call,
Open | Private



PRODUCT who else? provides IOT integrators with 1 brand for voice commerce, instead of many names

Visit: <http://app.whoelse.ai>




whoelse.ai

User experience:

Implicit



 Hey Fridge, I want to order Pizza?

WHO ELSE?
QUIEN MAS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO ELLJE?

Pizza


who else?



Cool, now I know how task ask for every other service I am looking for!

Explicit



 Hey Fridge, Date who else?

WHO ELSE?
QUIEN MAS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO ELLJE?

Date

who else?



ENDGAME Voice Internet Usability will disrupt Text Business Cases

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 babilon
[Fast Company](#)

IDEA who else? must become a common query for users to access voice interfaces

USERS ONLY NEED TO KNOW 1 COMMAND STRUCTURE



"Siri, I want to go dancing, who else?"

"Fridge, order me a Pizza, who else?"

"AI, find me a ride who else?"

"Find me a job, who else?"

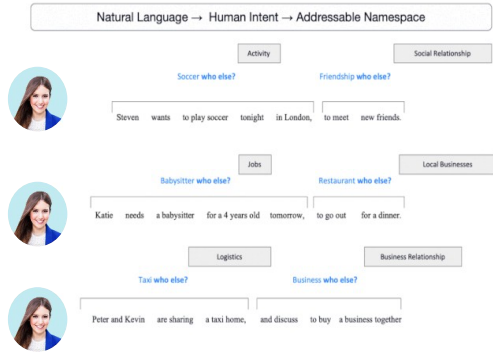
LANGUAGE IS STANDARDIZED ENCODED



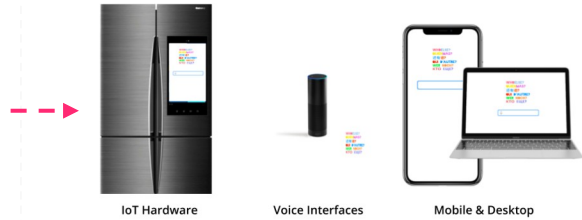
NICHE BRANDS IMPROVE VOICE INTERNET VISIBILITY



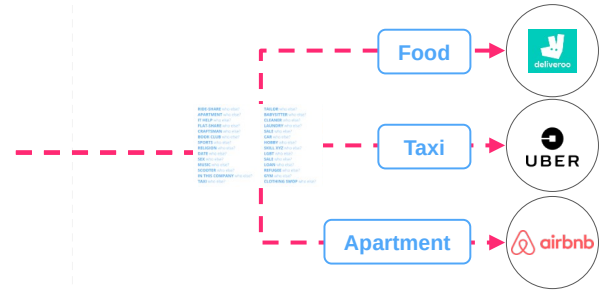
WHO ELSE? OPEN SOURCE PROTOCOL



WHO ELSE? SEARCH ENGINE APPS



WHO ELSE? SERVICE CATALOG



BUSINESS MODEL who else? generates revenue with the namespace and the license of the logo

DEMAND SIDE

MARKETPLACE

SUPPLY SIDE

1

IoT Search Engine



IOTs
+ New voice-based product offerings
+ AI consumer trustmark

3

Service Namespace

IN THIS STREET who else?
IN THIS HOUSE who else?
IN THIS CITY who else?
FOOD-SHARING who else?
EVENT who else?
JOB XYZ who else?
STARTUP who else?
UNIVERSITY who else?
PHONE REPAIR who else?
CYCLE CURRIER who else?
DELIVERY who else?
MOVERS who else?
ACCELERATORS who else?
PHOTOGRAPHER who else?
RIDE-SHARE who else?
APARTMENT who else?
IT HELP who else?
FLAT-SHARE who else?
CRAFTSMAN who else?
BOOK CLUB who else?
SPORTS who else?
RELIGION who else?
DATE who else?
SEX who else?
MUSIC who else?
SCOOTER who else?
IN THIS COMPANY who else?
TAXI who else?
TAILOR who else?
BAR/STYER who else?
IT HELP who else?
LAUNDRY who else?
SALE who else?
CAR who else?
HOBBY who else?
SKILL XYZ who else?
LGBT who else?
SALE who else?
LOAN who else?
REFUGEE who else?
GYM who else?
CLOTHING SWOP who else?

Only 1 question for every kind of AI a user can think of.

+\$

2

Voice Internet Service Registration



PUBLISHER
+ Additional distribution channels
+ Enhanced voice Internet brand visibility

4

Kickback for IoT Manufacturer



IOTs
+\$ = Revenue share from Voice Internet transactions

5

Kickback for who else?

WHOELSE?
QUIENMAS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EIJJÉ?

+\$

whoelse.ai
= Revenue share from Voice Internet transaction

BRANDING HUMAN LANGUAGE who else? is a brand designed to become popular language.

“The oldest challenge of technology marketing: To become verb!” (New York Times, 2016)

YOU SHOULD TWEET THAT!
LET ME **GOOGLE** IT!
I'M GOING TO **BING** HIM!
THAT MOMENT IS INSTAGRAMMABLE!
I'M GOING TO **TUMBLE** THAT!
DO YOU WANT TO **SKYPE**?
YOU SHOULD **FACEBOOK** THAT!
I'M GOING TO **PHOTOSHOP** YOUR PHOTO!

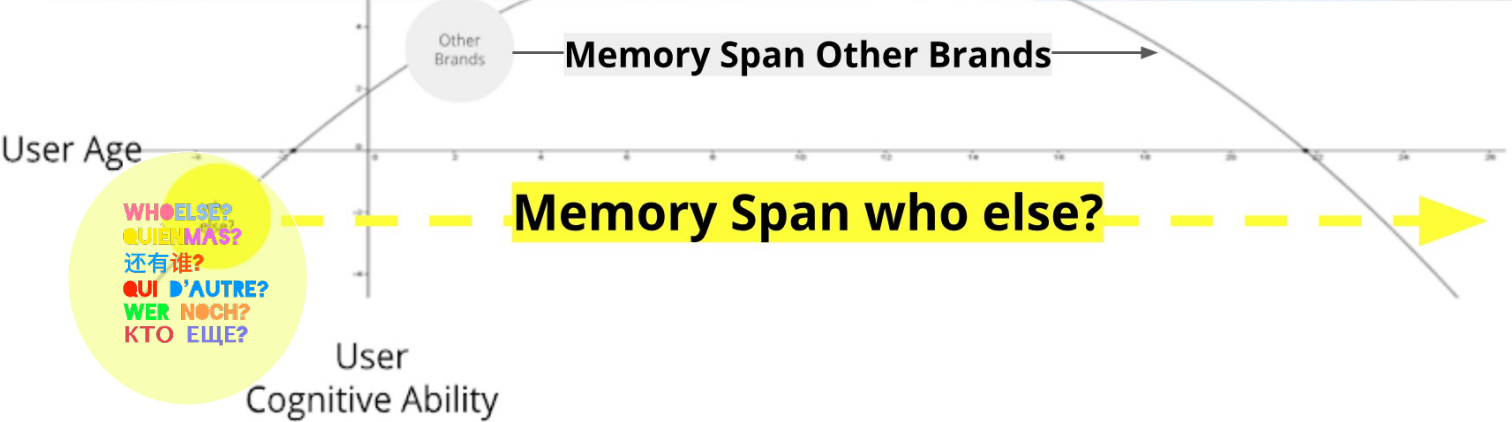
WHOELSE?
QUIÈNMÀS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

We are verb already - everybody uses us

USER DEMOGRAPHICS who else? guarantees life-long memorability



Average People Brand Memory only $\varnothing 3,7$ Brands



MARKETING ADVANTAGE who else? is designed for self explanatory by commonality

Old: People had to learn brands

New: People can anticipate by brand commonality



Apartment = AirBnB



Date = Tinder



Parking space = Parking Monkey



Food delivery = Deliveroo



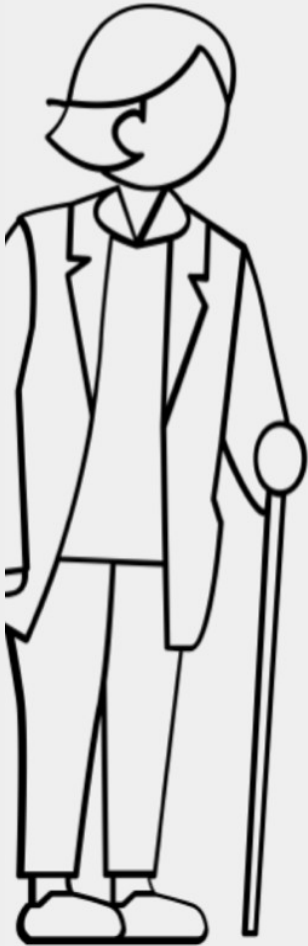
Nursing = Care dot Com

Instead of
names..

WHO ELSE?
QUIÈN MÀS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

- Apartment who else?
- Date who else?"
- Parking space who else?
- Food delivery who else?
- Nursing who else?

Users only have to remember 1
question to ask for every kind of AI



Hey Siri, I need a Taxi here.

t = 2.4 seconds

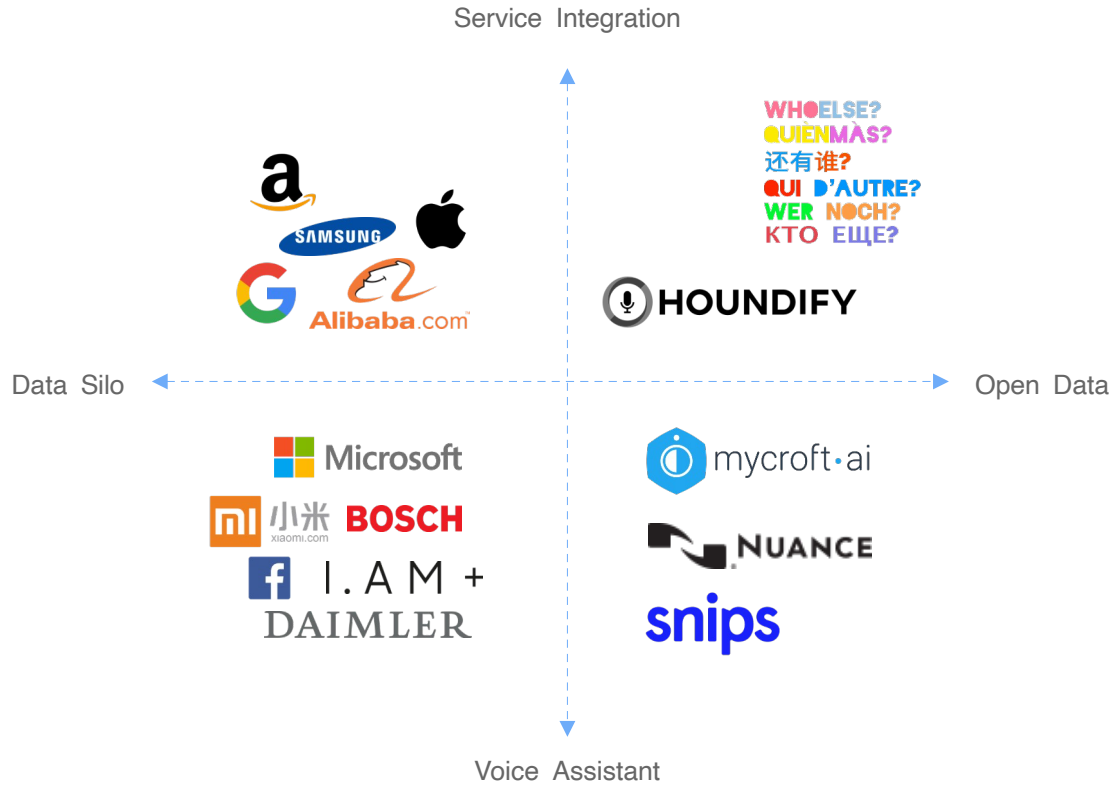
vs.

Taxi who else?







t = 0.8 seconds

You know the AI doesn't care how nice you ask

POSITIONING who else? is an open data compression method to link voice-based interfaces “as MP3 for AI”



Competitive advantage

-  Life-long memorability
-  Explainable AI
-  AI Trustmark
-  Open Marketplace
-  IoT Kickback
-  Touchpoint Control

Value proposition

who else? is a language for AI, users can trust blindly

DIFFERENTIATION who else? will grow faster than the GAFA ecosystems because of its transparency!



Blackbox AI decision making



GAFA pushes for touchpoint control



Every voice interface listens to a different name



Privacy is mined (e.g. biometric information)



Complex integrations for different voice ecosystems
Alexa Skills, Made for Apple, ..



Exclusive Selection of User Searchers

WHO ELSE?
QUIEN MAS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO ELLIE?



1 question for Every AI



Customer intent is encoded by IOT OEMs



Voice interface AIs earn a revenue share

Open Source



OEMs keep the customer touchpoint



Easy integration into various AI ecosystems
Open Source APIs

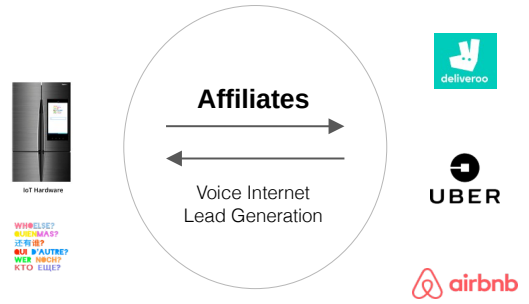


Blockchain for language-based AI

ROLL-OUT who else? will be monetized in 3 steps

1. Step Affiliates

Voice Internet in Simple Words



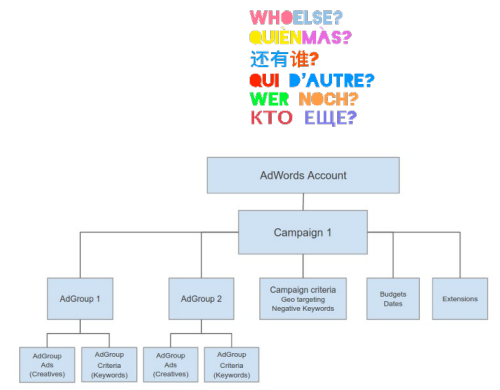
2. Step Licensing

Voice Internet Trustmark



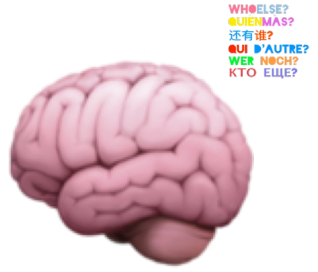
3. Step Advertising

Ad-Words for Voice Internet



DISTRIBUTION who else? will become a standard for human language in AI in 3 steps

WHOELSE?
QUIÈNMÁS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?



.whoelse

1

2019/2020

2

2021/2022

3

who else?

who else?

who else?

Open Source Protocol

Search Engine

Namespace Registrar

A universal encoding standard for voice-based AI

The first search engine for voice-first e-commerce

A top-level domain registrar for Voice Internet

R&D ROADMAP who else? 18 Month

