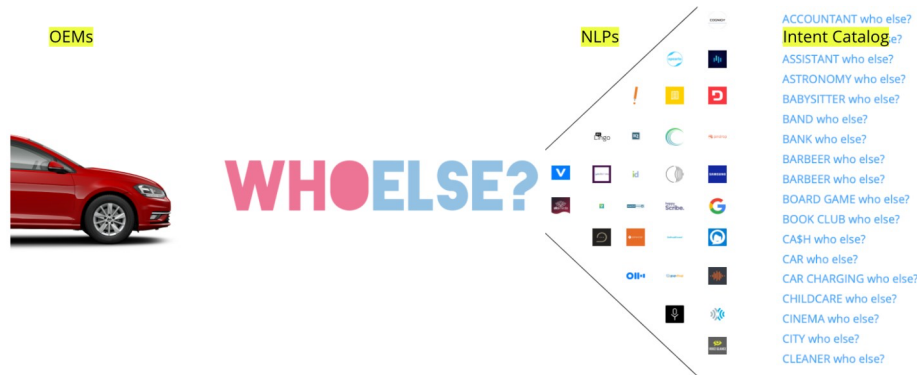


How It Works

- OEMs use whoelse.ai to use a standardized intent catalog across different conversational AI (i.e. NLP) integrations (e.g. different languages, use cases, markets).
- NLPs lookup in the intent catalog a shared data schema to encode a natural language input in a standardized way.

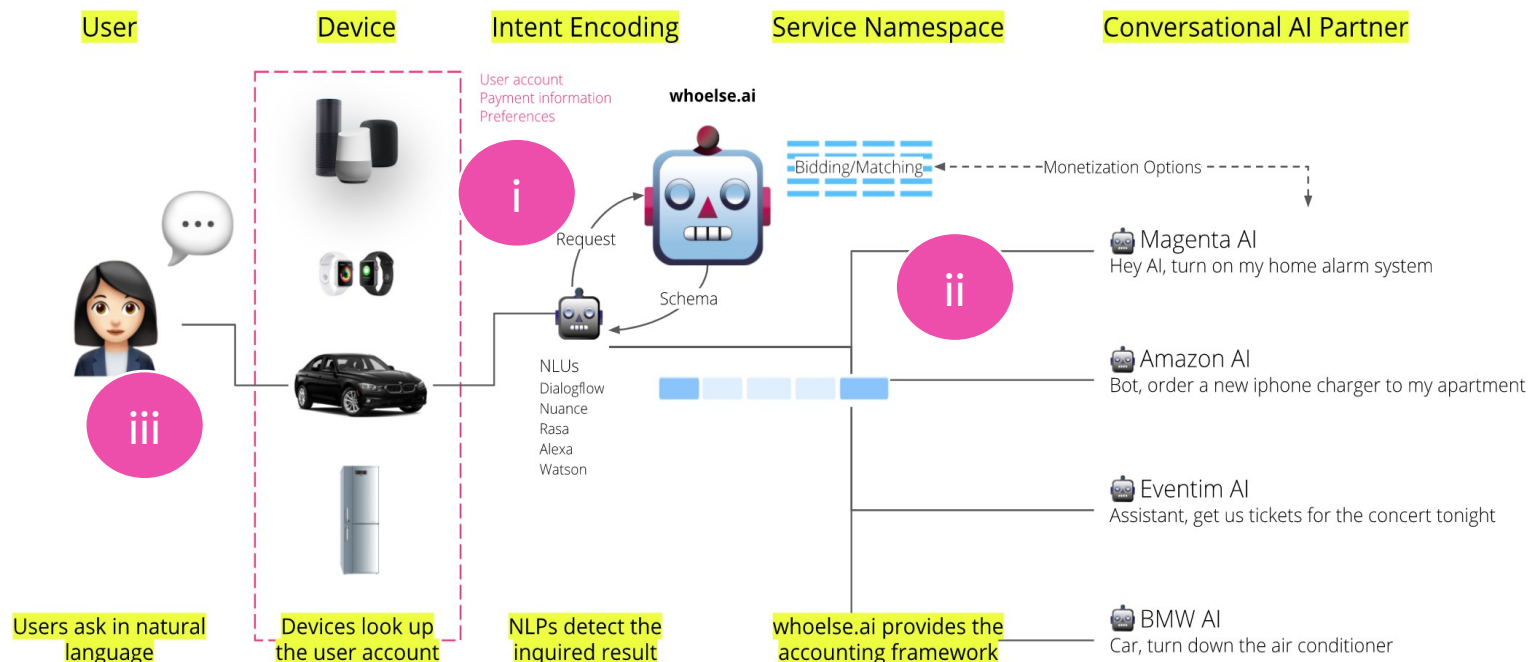


INTEGRATION SCHEMA



PRODUCT SCHEMA

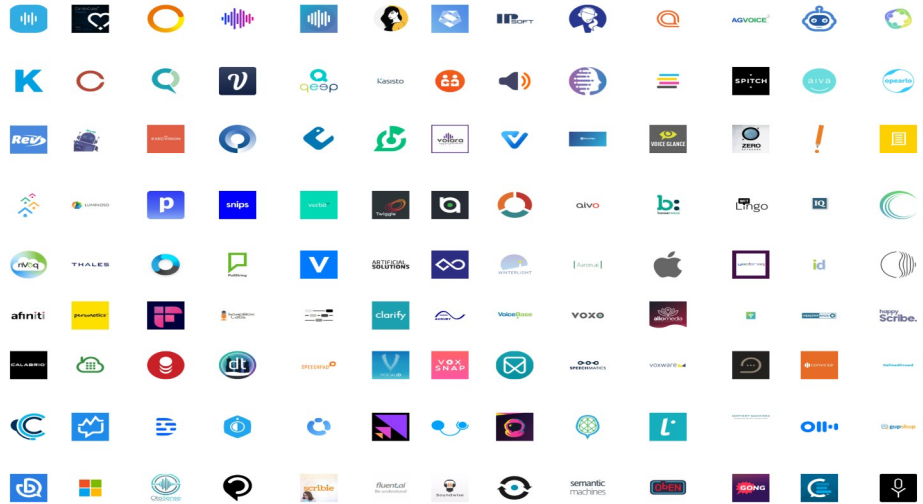
Accuracy



- Goal is to enable OEMs to combine different NLP technologies. Spoken user requests (intents) can be forwarded to the conversational AIs most suited to fulfil a request.
- Accuracy challenges:
 - (i) Right intent encoding by NLPs.
 - (ii) Case-by-case forwarding of requests to the AI most suited to respond.
 - (iii) UX quality of final integration in the user facing voice AI product.

Barrier to Success

- We **indirectly** compete with a growing ecosystem of NLP technologies, both from industry vendors (e.g. Google Dialogflow, Nuance) and startups (e.g. Deepgram, Rasa).
- **Our strategy is to develop industry standards at e.g. ISO and IEEE for NLP interoperability.** We focus on OEMs who currently integrate different NLPs for every other market and use case.



MARKET OVERVIEW (ILLUSTRATIVE)



WHOELSE.AI STANDARD INITIATIVES

Target Market

- We focus on **OEMs** that work at integrating voice assistant features in their products, but **do not have in-house NLP know-how and currently depend on the e.g. Amazon Alexa SDK.**
- Our sales pitch are (i) **investment security by using open industry standards for NLP interoperability,** and (ii) **access to new voice-based businesses cases.**

MARKET SIZE

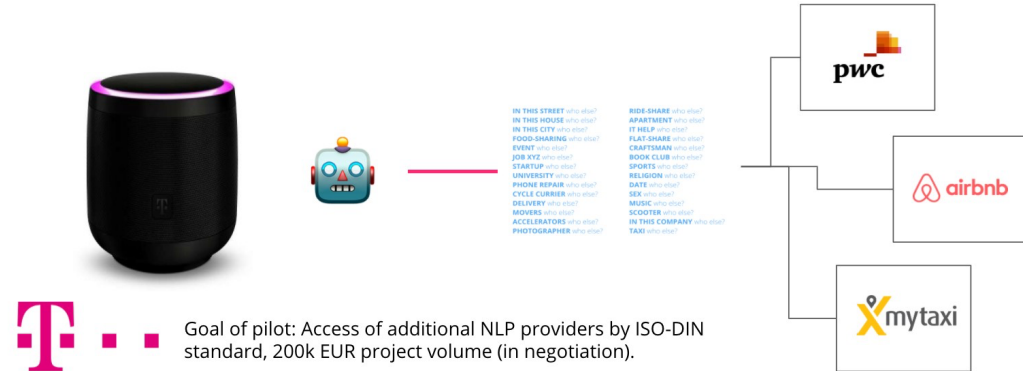


Voice-based E-Commerce in 2025 (Gartner)

2/3 of all Internet search will start by a voice command

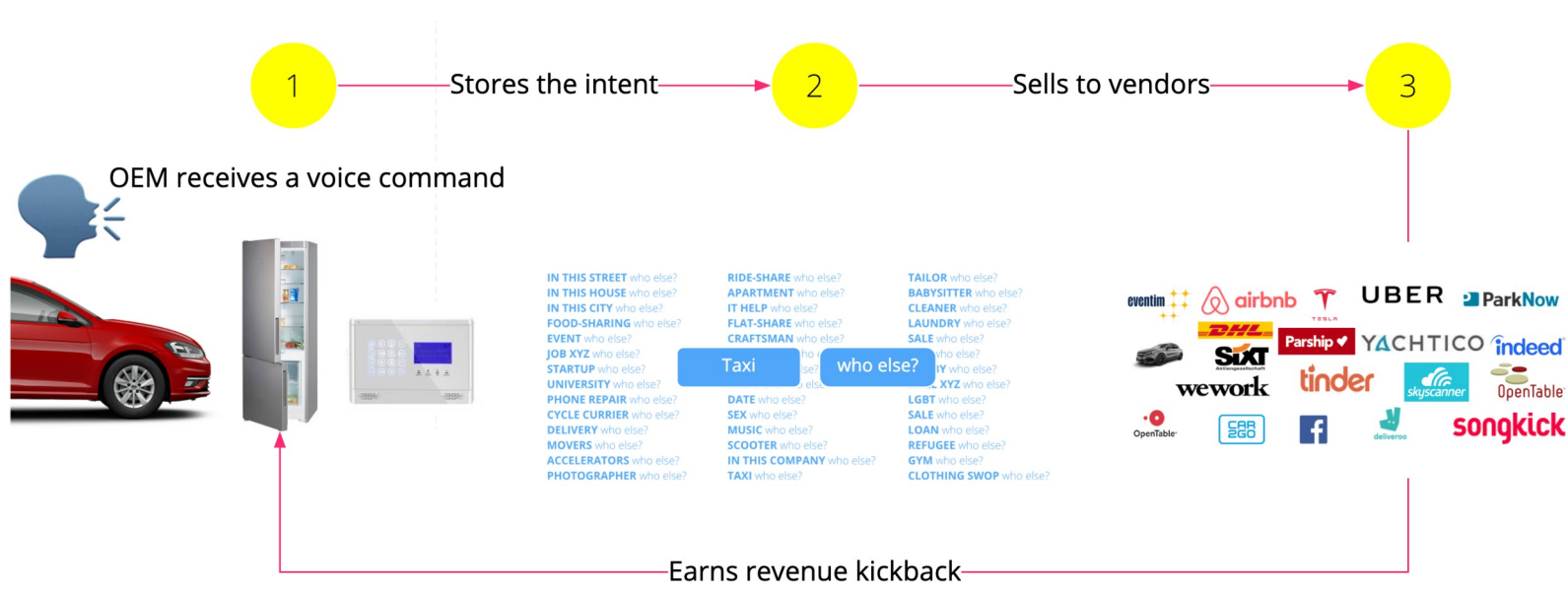
\$ 55bn commercial value will be moved by natural language

CUSTOMERS



Business Model

- Our idea is to become the “AdWords of Voice”. OEMs integrate whoelse.ai to process speech inputs in a standardized way and auction the requests to e.g. e-commerce service providers.
- In human language are 500+ different ways to say “AI, order me a Pizza” - every user speaks different. Therefore we make speech requests standardized comparable to build a marketplace.




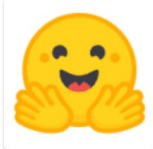


INTENT MARKETPLACE



INTENT ENCODING

Competition

- **We are not directly competing with other NLP technologies** (e.g. speech to text, natural language understanding, dialog management, language libraries) in terms of product or value proposition.
- However, we pitch for the same budgets (B2B). It is accordingly important to closely monitor the voice AI market. Standout startups successes in the past 2 years were e.g. Rasa and Hugging Face.

Total Funding Amount	\$14.2M	Total Funding Amount	\$20.2M
CB Rank (Company)	3,753		
			
Rasa		Hugging Face	
Rasa builds the standard infrastructure layer for conversational AI. San Francisco, California, United States		Hugging Face is building open-source tools for natural language processing New York, New York, United States	
Industries Artificial Intelligence, Machine Learning, Software, Virtual Assistant		Industries Artificial Intelligence, Computer, Machine Learning, Software	
Headquarters Regions San Francisco Bay Area, West Coast, Western US		Headquarters Regions Greater New York Area, East Coast, Northeastern US	
Founded Date Dec 2016		Founded Date 2016	
Founders Alan Nichol, Alex Weidauer		Founders Clement Delangue, Julien Chaumond, Thomas Wolf	
Operating Status Active		Operating Status Active	
Funding Status Early Stage Venture		Funding Status Early Stage Venture	
			

DIFFERENTIATION

- Rasa: NLP platform provider
 - Differentiation: whoelse.ai will develop partnerships with competing NLP technology providers (e.g. industry solution such as Nuance or IBM Watson)
- Hugging Face: NLP MLP libraries
 - Differentiation: whoelse.ai builds plugins to integrate the intent catalog and access this way the developer of communities around e.g. HF, BERT, etc.