

WHOELSE?

Unified language for AIs

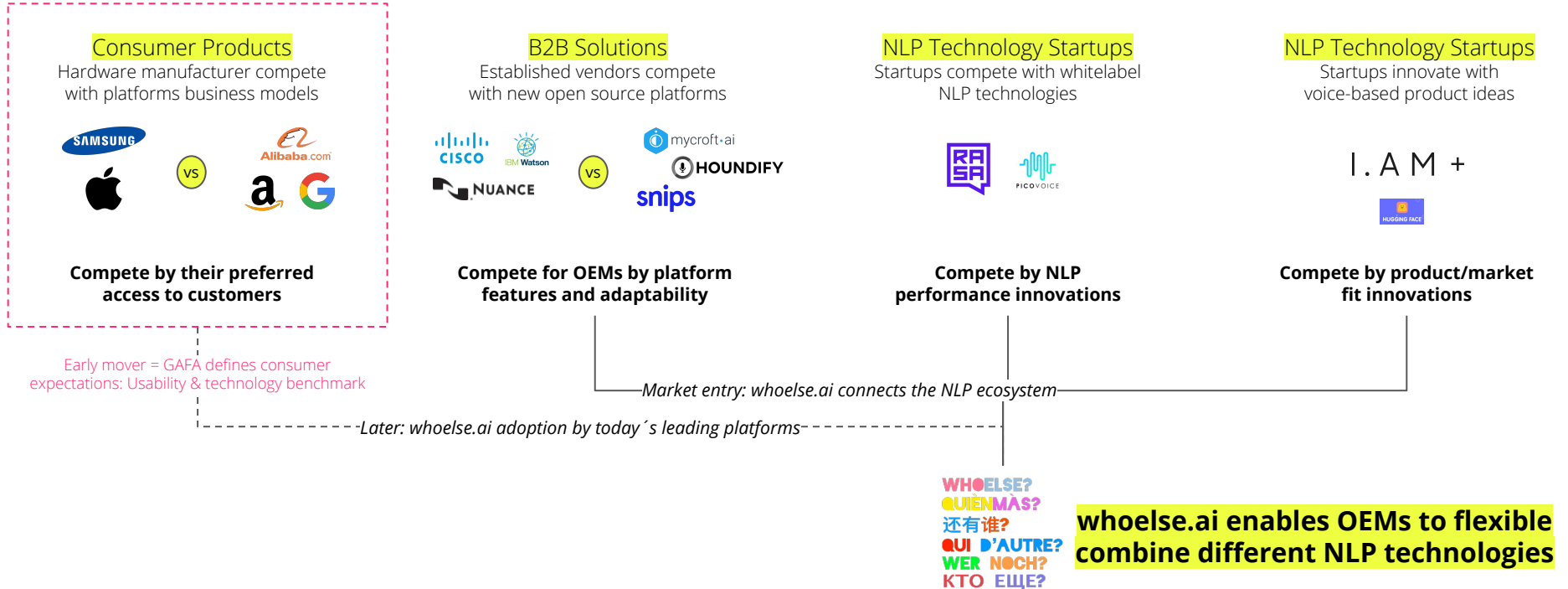
Market & Roadmap

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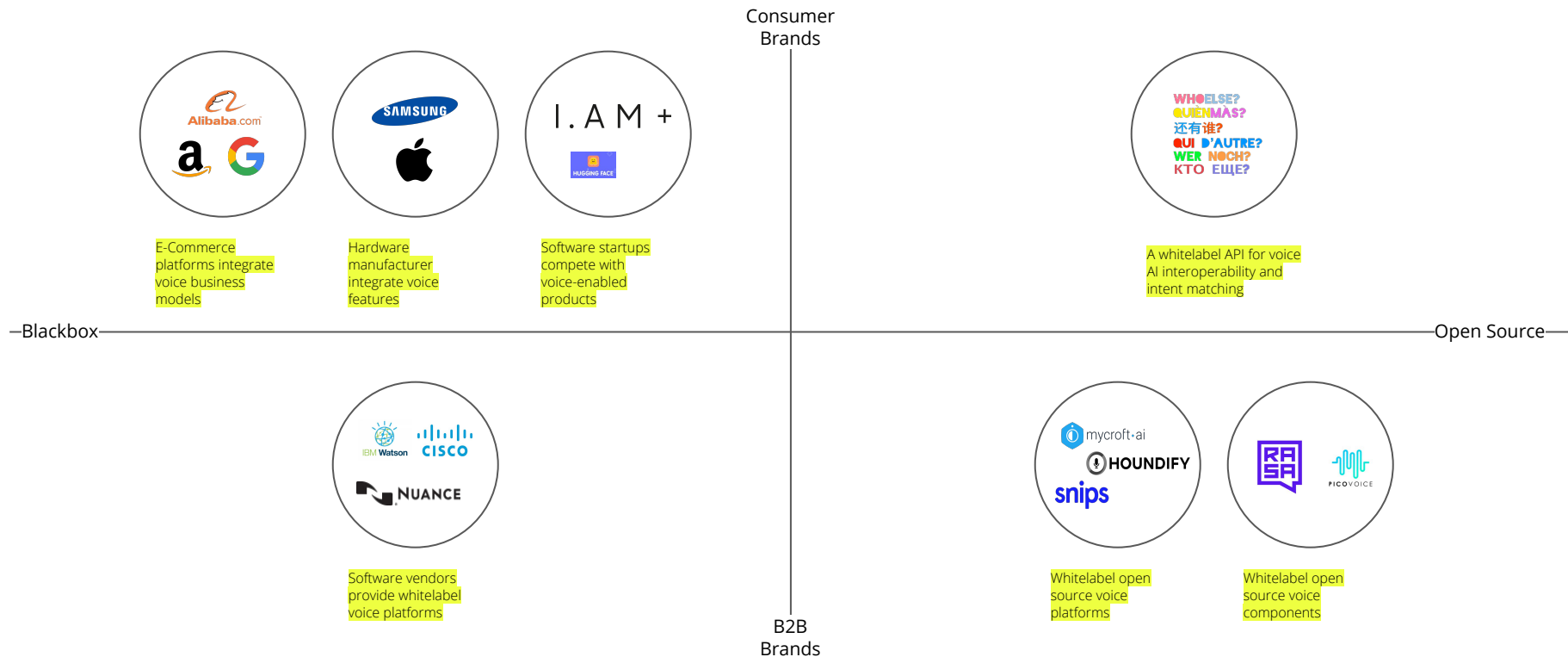
1. Market Environment: 4 types of companies compete in the voice AI ecosystem

whoelse.ai addresses this environment by the first standardized grammar for NLP interoperability



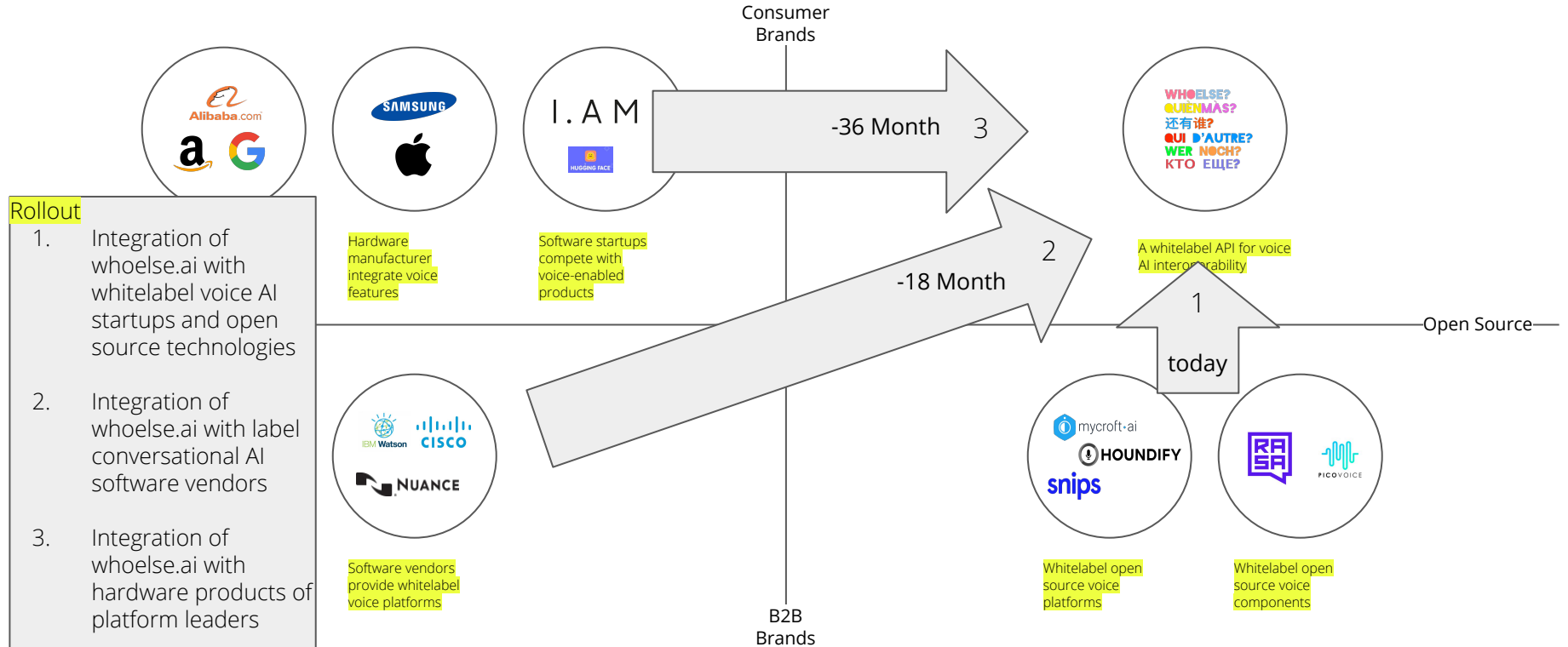
2. Competition: Blackboxes vs. Open Source & Brands vs. White Label AIs

whoelse.ai positions itself as interoperability layer for conversational AI and consumer brand (long-term)










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
3. Differentiation: whoelse.ai in the first provider of a shared grammar for NLPs

whoelse.ai addresses the biggest problem of open source NLP developers as shared search index

Market Segment	whoelse.ai	Established Industry Leaders			New Startup Incumbents		
Vendors							
Feature / Value Proposition	Intent Resolution API	Hardware Becomes Platform	E-Commerce Platforms	B2B AI SaaS	Open Source Platforms	Cutting Edge Voice AIs	NLP Product Operators
Product	NLP interoperability	Voice features as part of mobile devices	Voice as platform channel	White-label voice platforms	White-label voice platform startups	Voice interpretation startups	Standalone voice products
Catalog	Open source	Proprietary	Proprietary	Depends on B2B customer	None	None	Based on product
Customers	B2B -> B2C	B2C	B2C	B2B	B2B	B2B	B2C
Key Feature	Language model	Default installed	Largest catalog	Customization	Open source innovations	NLP technology leadership	Usability
Problem	Attract OEM integrators	Attract developers for ecosystem	Existing search business models	Integration complexity / catalog	Integration complexity / catalog	Integration complexity / catalog	Competes with niche service

3. Differentiation: whoelse.ai in the first provider of a shared grammar for NLPs

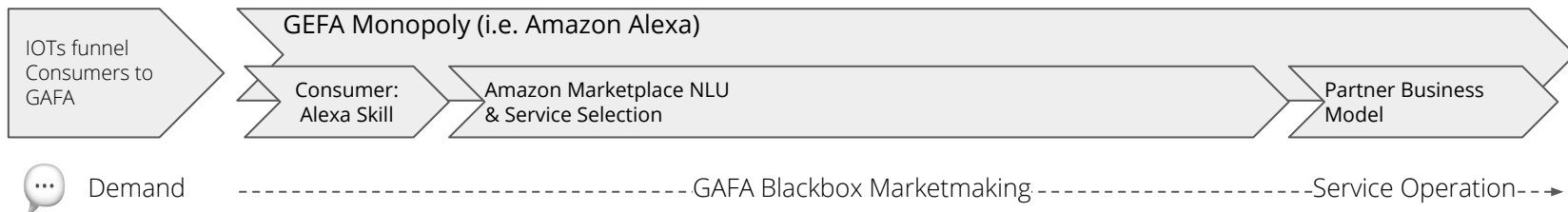
whoelse.ai addresses the biggest problem of open source NLP developers as shared search index

Market Segment	whoelse.ai	Established Industry Leaders			New Startup Incumbents		
Vendors		 Advantage Control over customer touchpoint Problem Need to setup developer ecosystem to establish catalog	 	  	  	 	 
Feature / Value Proposition	Intent Resolution API	Hardware Becomes Platform	E-Commerce Platforms	B2B AI SaaS	Open Source Platforms	Cutting Edge Voice AIs	NLP Product Operators
Product	NLP interoperability	Voice features as mobile device	Advantage Best catalog = most services Problem OEMs have little incentive to become US or Chinese "microphone"	White-label voice platforms	Advantage Fast and agile technology development / leadership Problem B2B clients cannot be sure about future prospective	AI interpretation startups	Standalone voice products
Catalog	Open source	Proprietary	Proprietary	Depends on B2B customer	None	None	Based on product
Customers	B2B -> B2C	B2C	B2C	Advantage Flexibility, customization to B2B demand Problem Need to create integrations over and over again	B2B	Advantage Industry customized solutions Problem B2B clients cannot be sure about future prospective	B2C
Key Feature	Language model	Default installed	Largest catalog	Customization	Open source innovations	NLP technology leadership	Advantage Niche offerings with very specific uses cases Problem Too small to scale
Problem	Attract OEM integrators	Attract developers for ecosystem	Existing search business models	Integration complexity / catalog	Integration complexity / catalog	Integration complexity / catalog	Competes with niche service

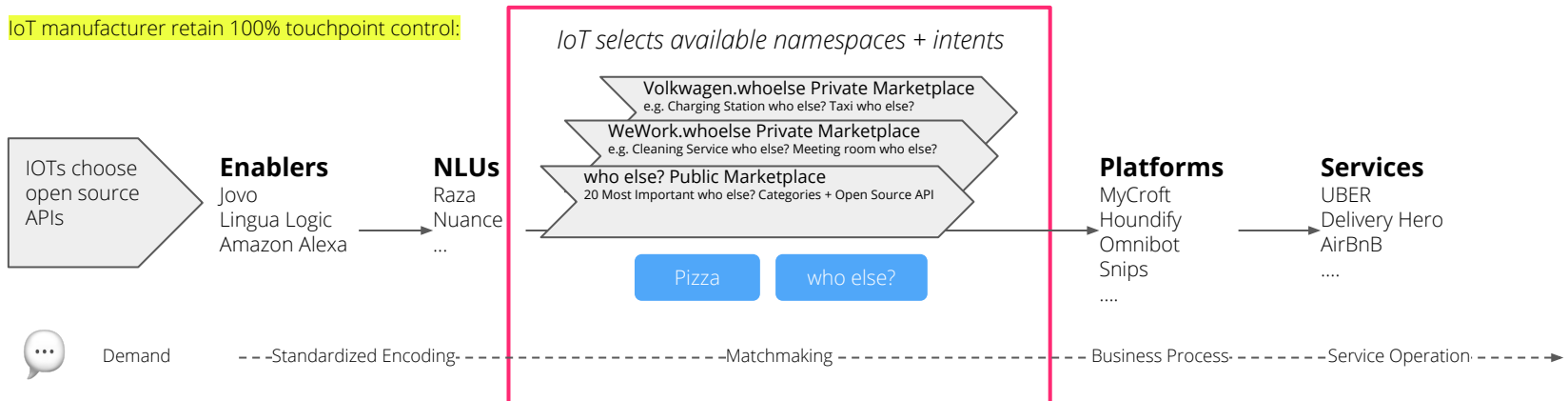
4. USP: whoelse.ai enable horizontal integration of the new NLP ecosystem

whoelse.ai builds the missing link between new incumbents by a shared catalog for conversational AI

IoT manufacturer & publisher depend on GAFA:

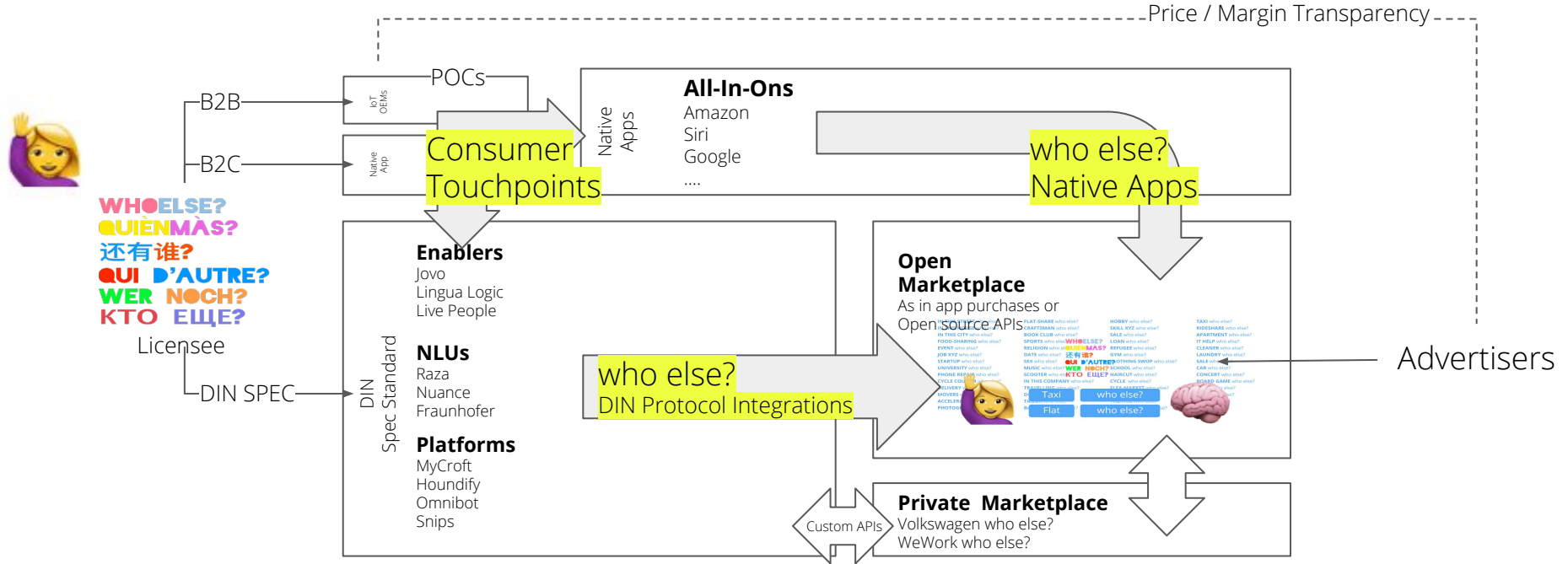


IoT manufacturer retain 100% touchpoint control:



5. Distribution: whoelse.ai has a platform agnostic integration model

whoelse.ai connects to both open source and blackbox conversational AI ecosystems



6. Differentiation: OEMs are empowered by open source NLP interoperability

whoelse.ai is an open source approach opposing the growing GAFAM monopoly

Voice Assistants from GAFAM are currently dominating the market. But they are blackboxes and have no interest in a common Voice Internet; GAFAM wants to control the customer touchpoint and the business cases behind the voice interfaces.

Single IoT vendors will not be able to challenge this oligopol. Whitelabel voice AIs and platforms are currently entering the market. But OEMs face problems to integrate different technologies and adapt to local markets.

whoelse.ai enables OEMs to flexibly integrate different conversational AI technologies. This improves long-term investment security and enables a flexible adoption of use-case specific best of breed NLP technologies.



- GAFAMs are building independent ecosystems for the Voice Internet with no interaction
- GAFAMs are controlling the customer touchpoint
- Customer data is mined by monopolies
- Customer Intents are handled via blackboxes
- Complex to get integrated in separate ecosystems (Alexa Skill, Made for Apple,...)
- Exclusive selection and control of the business cases behind the voice interface
- Why should we have different names for every voice interface?

- + whoelse.ai builds a common ecosystem for every brand and service partner
- + OEM keep control of the customer touchpoint
- + Customer data will be transferred by OEMs
- + Transparent dispatching of intents
- + Easy integration and linking to the common ecosystem via an open source protocol
- + Voice interface provider will get a revenue share for the lead generation and has an incentive
- + One hard wired semantic to use every voice interface intuitive

7. Summary: whoelse.ai is the 1# API for NLP interoperability

whoelse.ai creates a new ecosystem of conversational AI e-commerce by a shared catalog for intents

Macro Driver

\$ 45+ bn voice shopping
in the US and UK Market by 2022¹⁾

21+ bn IoT Devices
world wide by 2020²⁾

21+ m smart speakers
in the US by 2022³⁾

50% voice searches
off all queries by 2020⁵⁾

< 3,7 Digital Brands
users remember on average ⁴⁾

1 Consumer Touchpoint
voice will be the most important POS

Value Proposition of whoelse.ai

who else? is a trademark for AI usability and access to Voice Internet services. IoT devices with who else? integration are connected to a namespace using an open standard linking to products, services and IoT devices as a Voice Internet.

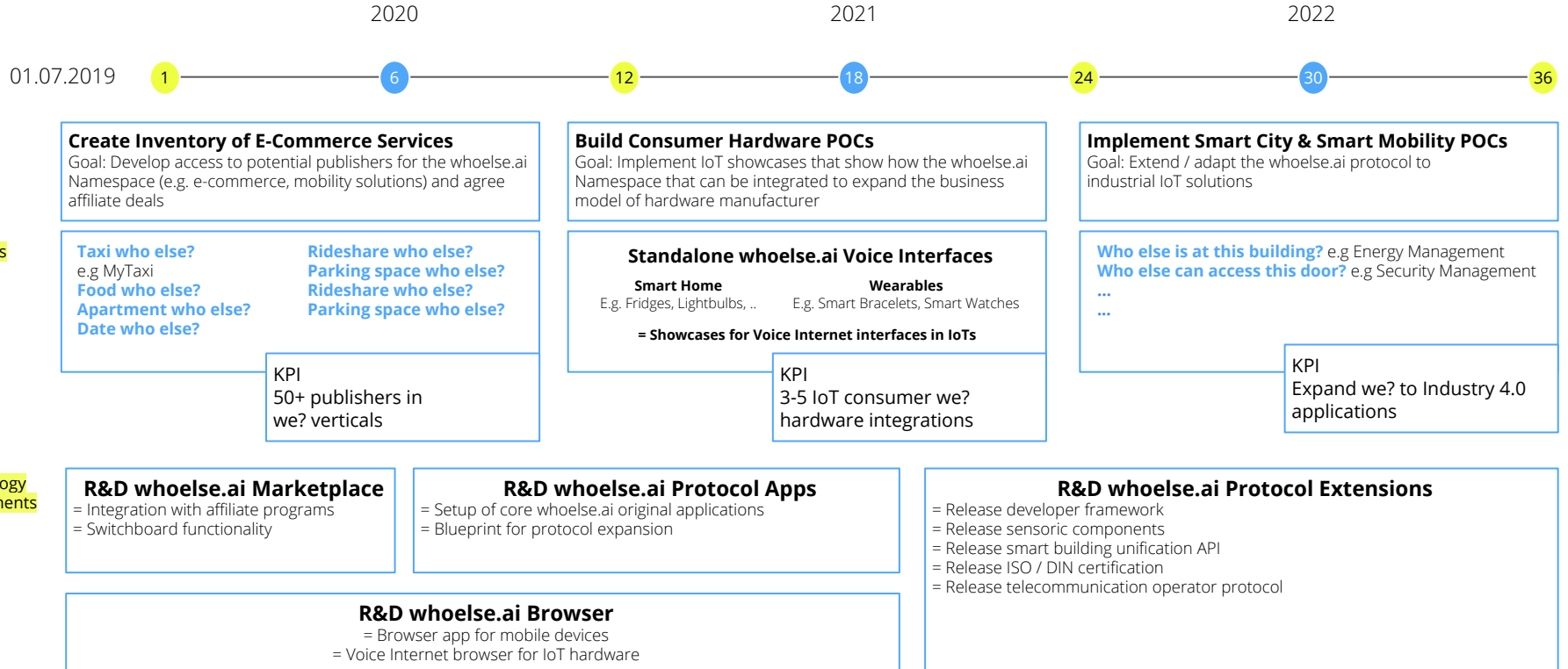
Free market for everyone: Market entry for Voice Internet products and services, in the whoelse.ai Namespace, will be the same for everyone. An open network of services optimized for language-based accessibility.

Unlimited customer touchpoints: Our approach is to give companies their customer touchpoint back! By implementing our protocol and namespace companies are enabled to create new businesses with their IoT devices and gain more customer data.

Transparency by explainable AI: The technology for the protocol and the namespace will be open source. On the one hand developers can use our code for new use cases, on the other hand users will gain trust, because they know and decide which personal data are shared by their AIs.

Roadmap: We launch consumer products by B2B partnerships

Milestones: (i) Acquire Standards Partners, (ii) Launch of Consumer Products, (iii) Voice Ads Marketplace



Milestone Overview: 6 Month KPIs

Goals: (i) Acquisition of OEMs/industry partners, (ii) Release of SaaS model, (iii) Launch as marketplace

2020

2021

2022

01.07.2019

1

6

12

18

24

30

36

Milestones	# Industry Partners # Team Recruitment # Successful DIN Process	# Marketplace API Ready # Launch Consumer App # Kickoff Live B2B Integrations	# Standalone Hardware # Marketplace Partnerships # Open Source Community	# 3rd Party Developers # Industry Integrations # Authentication Features	# Scaling of Marketplace # Marketing Partnerships # Expansion of Use Case	# Established Revenue Base # Option: Growth as B2B API Provider OR B2C Product
Funding / Revenues	# Business Angel # Accelerator # Pre-seed VC	# POC Revenues	# POC Revenues # Beginn of Marketplace Transactions	# Marketplace Transactions # Growth Financing	# Marketplace Transactions # Value-added Services	# Marketplace Transactions # Value-added Services
Product Development	# Universal language API: NLPs can retrieve grammar model # OEMs can integrate API: NLPs become better localizable	# Affiliate partner integration: OEMs can integrate voice-based affiliate services # Setup of partnerships with hardware manufacturer	# Stand-alone consumer products (app, smart speaker) # Integration in consumer hardware products (smart home, automotive, wearables)	# Expansion of intent catalog by service and feature integrations of 3rd party AIs # Facilitation of open source developer community	# Integrations of industry IOT APIs # Iterations on successful initial consumer product features	# Scaling of marketplace verticals # Development of value-added services (e.g. authentication, biometrics, analytics)
Business Development	# Validation / on-boarding of industry partners and OEMs # Conferences, media, etc. = focus on B2B partners	# Global partnerships for affiliate marketplace # Integration in relevant industry forums (IEEE)	# Standardization of sales and co-creation processes # Acquisition of additional namespace partners	# Key distribution partnerships in place # Viral marketing and media attention	# Recognized as challenger in voice interface market # Strong open source developer community	# Salesforce-like growing ecosystem of integrators # Strong demand by open source NLP research community
Technology	# Completion of language namespace API (NLPs can programmatically retrieve the protocol)	# Integration of affiliate networks in intent catalog # Implementation of AdWords for Voice marketplace	# B2C standalone software products # Expansion of features sets # Hardware prototypes	# Rollout of partner hardware with whoelse.ai integrations # Strong pilot use cases in production with OEMs	# Automation of intent catalog development # Development of NLP API switch framework	# Private namespace as own .TLD domain # Integration with Internet backbone infrastructures
KPIs	# Team complete # Industry partner LOIs # MVP incl. affiliate partner	# POCs in development # Industry advisory board # Verticals in the namespace	# Margin marketplace transactions # Verticals in the namespace	# Margin marketplace transactions # Hardware partnerships	# Margin marketplace transactions # Hardware partnerships	# Margin marketplace transactions # Hardware partnerships