

WHOELSE?



Make AIs talk to each other!

Pitch Deck

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New normal: People talk to machines

HORIZONT

Fire TV Fire TV: Amazon und Grundig kündigen ...



Suche...



FIRE TV

Amazon and Grundig announce the first Alexa TV

from HORIZONT Online / dpa
Thursday, September 05, 2019

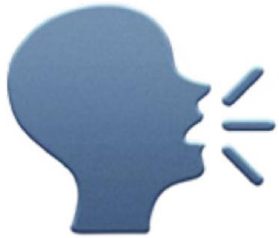


Theme pages for this article:
AmazonAlexaGrundigremote Controlstreaming
Marc Whittentraditional brand

Amazon relies more on TV service via voice

Talking to the TV more often instead of using the remote control is part of Amazon's vision for the TV future. For the first time, a TV set microphones for voice assistant Alexa integrated. It bears the name of a German traditional brand.

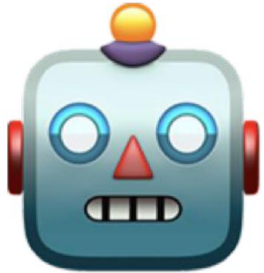
2025: Every 1st consumer contact will be a bot



Voice becomes UI #1

words replace buttons & keys

O'Reilly



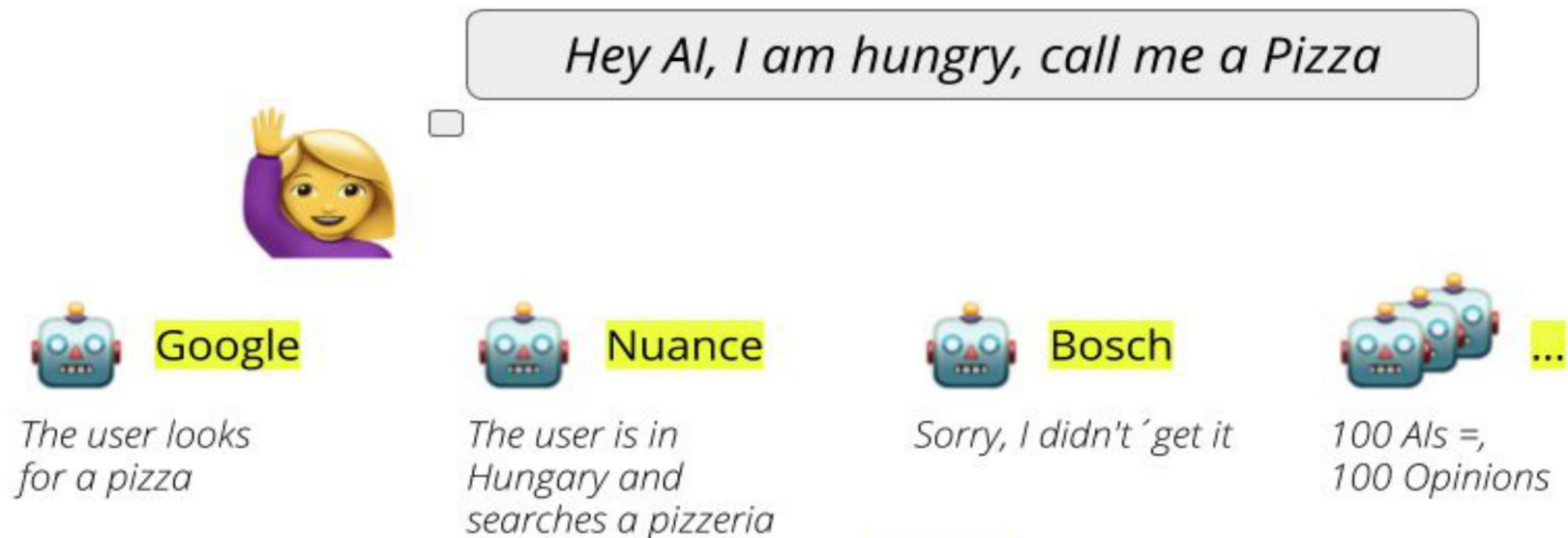
85% of all consumer touchpoints

will be operated by AIs by 2022

Gartner

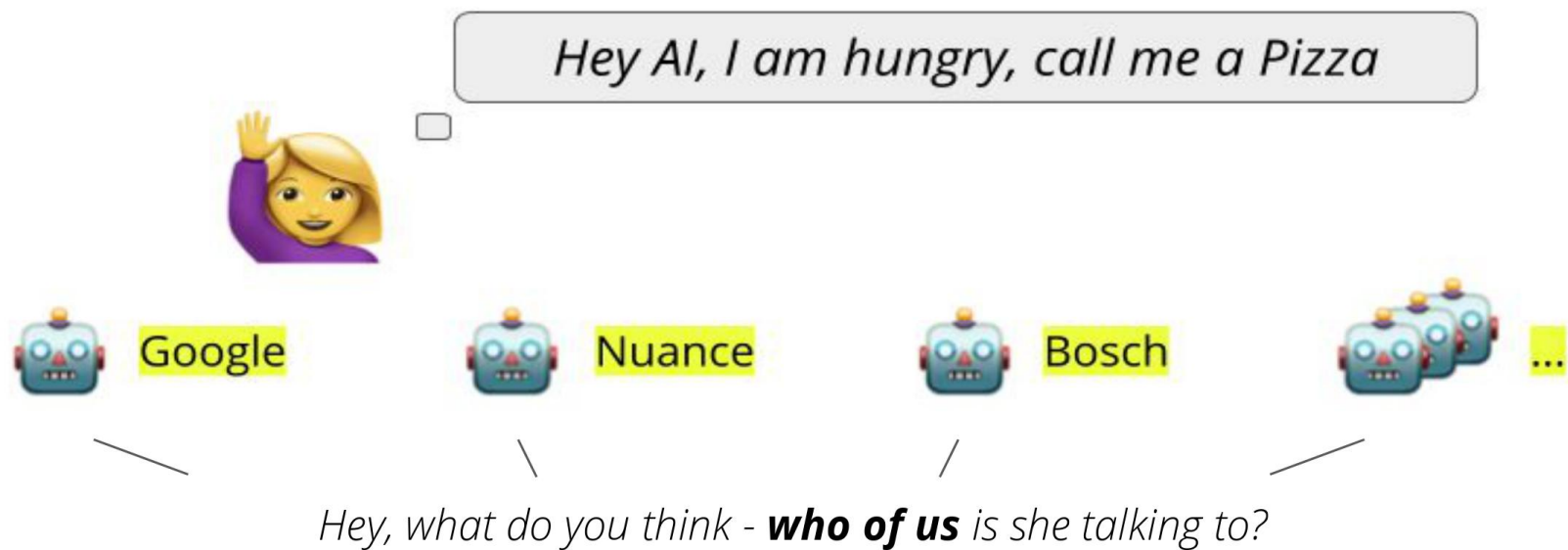
Opportunity: Voice Internet becomes a \$ 55bn market in <5 years

But: AI is biased. **And:** Every AIs has a different bias



Problem 1: Every NLP understands language slightly different

...and how will different AIs communicate about 1 intent?



Problem 2: **Concurring data** about user voice inputs

Dreaming of: A unified language for AI



AI, I need a ride to the Airport!

Let us agree, how we tell it to each other!



Solution: The Esperanto of AI - a shared language across NLPs

And we could also use some **privacy!**

Bloomberg

Amazon's "Always on" patent: The future will be recorded, on your smartspeaker



Germany planning to access voice assistant data to tackle crime



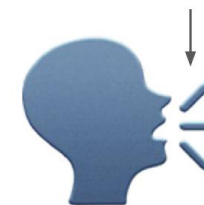
41% of voice assistant users have concerns about trust and privacy, report finds

Must have: **Protection of biometric information**

And in the end...

...it's all about **intent!**

Content of a speech command



~~How do you say it = Individual syntax, slang, vocabulary~~

Why do you say it = Requested result

To do: Reduce complexity!



AI, I need a ride to the Airport!

Consumer Touchpoint

Intent Recognition

Service Fulfillment

Value Creation

Hardware Platforms

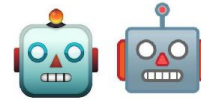
AIs / NLPs

E-Commerce

Player



BMW
Miele
Innogy



Amazon
Nuance
Jovo

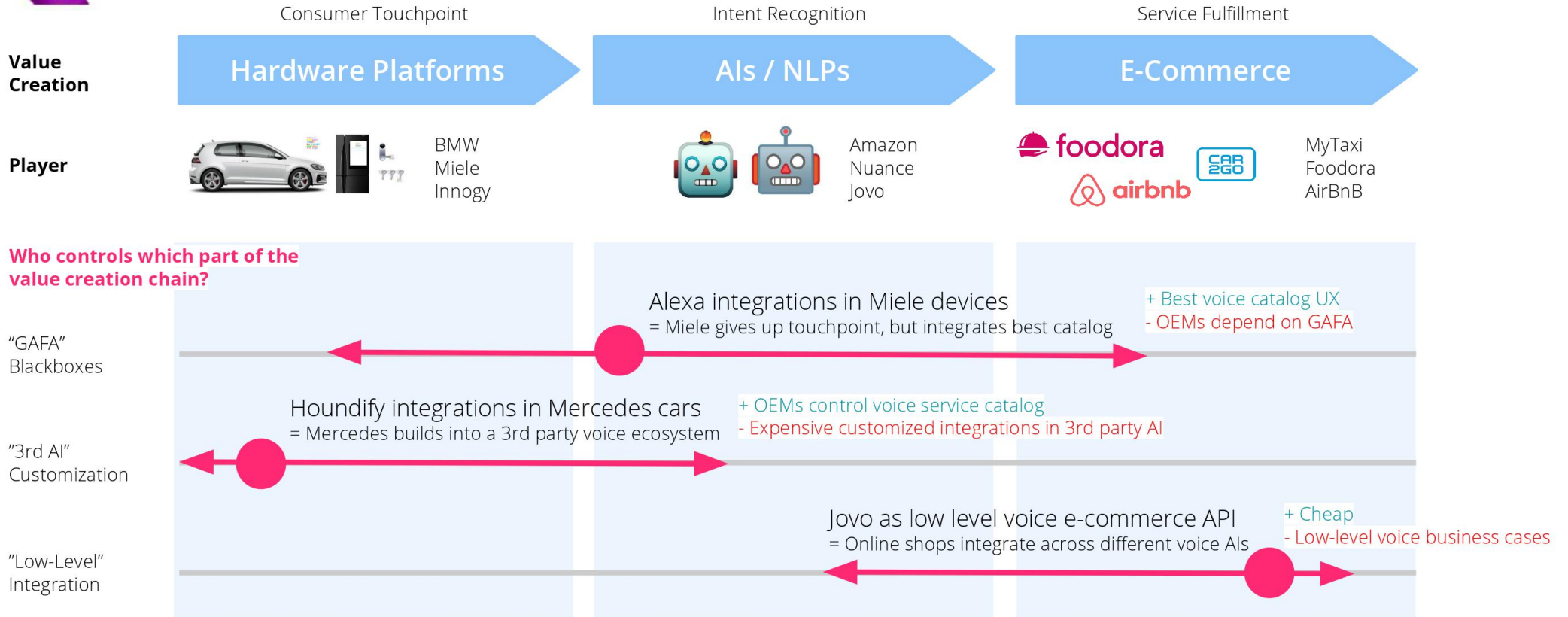


MyTaxi
Foodora
AirBnB

Current siloed ecosystems disappoint



AI, I need a ride to the Airport!



whoelse.ai simplifies NLP APIs



AI, I need a ride to the Airport!

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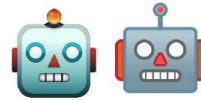
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WHOELSE? Taxi
who else?

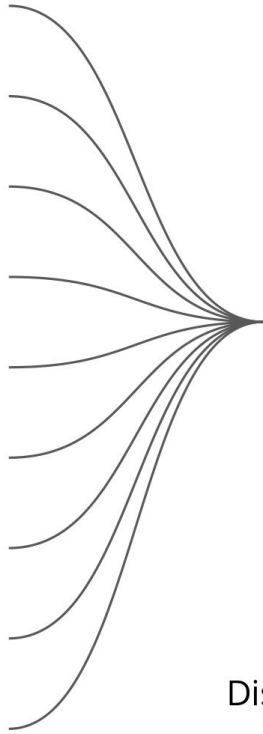
Universal Grammar for NLPs

DIN

NLP Interoperability Standard

A simplified protocol to encode intent

Mindmeld
Rasa
Fraunhofer
Houndify
Watson
Mycroft
Omnibot
Houndify
Bosch



WHO ELSE?

SCHOOL who else?	PHONE REPAIR who else?	SCHOOL who else?
HAIRCUT who else?	CYCLE COURIER who else?	HAIRCUT who else?
CYCLE who else?	DELIVERY who else?	CYCLE who else?
FLEA-MARKET who else?	MOVERS who else?	FLEA-MARKET who else?
CINEMA who else?	ACCELERATORS who else?	CINEMA who else?
THEATRE who else?	PHOTOGRAPHER who else?	THEATRE who else?
DOG-SITTING who else?	ASTRONOMY who else?	DOG-SITTING who else?
GARDENING who else?	CHARGING STATION who else?	GARDENING who else?
PAINTER who else?	GAS STATION who else?	PAINTER who else?
TAXI who else?	PAINTER Pizza	who else?
RIDESHARE who else?	FLAT-SHARE who else?	RIDESHARE who else?
LAUNDRY who else?	CRA-TSMA Date	who else?
SALE who else?	BOOK CLUB who else?	IT HELP who else?
CAR who else?	SPORTS Apartment	who else?
CONCERT who else?	RELIGION who else?	LAUNDRY who else?
BOARD GAME who else?	DATE who eTaxi	who else?
BAND who else?	SCOOTER who else?	CAR who else?
CASH who else?	IN THIS COMPANY who else?	CONCERT who else?
E-SCOOTER who else?	TRAVELLING who else?	BOARD GAME who else?
ACCOUNTANT who else?	DOCTOR who else?	BAND who else?
KINDERGARTEN who else?	TAILOR who else?	CASH who else?
RENOVATION who else?	BABYSITTER who else?	E-SCOOTER who else?
TIMFRMAN who else?	ASSISTANT who else?	ACCOUNTANT who else?
	HOTEL who else?	JANITOR who else?
	HOTEL who else?	LEGO who else?
	FOUND&LOST who else?	KINDERGARTEN who else?
	SEX who else?	RENOVATION who else?
	MUSIC who else?	TIMFRMAN who else?

Distribution: OEMs use whoelse.ai to store NLP data in a standardized format

Unified grammar between human & machine intelligence

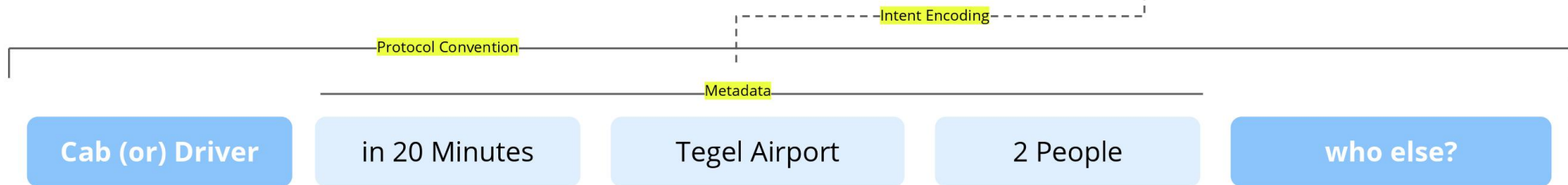
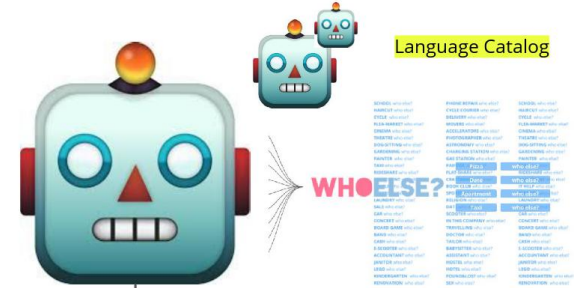


Natural Language Input

Hey AI, um..., I need a ride to the Airport.

For me and my friend.

We need to be there at 16:45. Can you do that?



WHOELSE?

Our APIs enable NLPs to store natural language in a standardized format

LANGUAGE API NLPs request universal grammar to store intents in a standardized format

MARKETPLACE API OEMs can trade intents received by NLP integrations

OEM advantage: Access to marketplace applications

Use case: Smart speaker with whitelabel NLPs

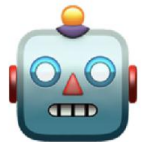


Hey speaker, I want to book a flight to Paris

Domestic Flight

who else?

We will send you matching offers to your phone in 30 minutes

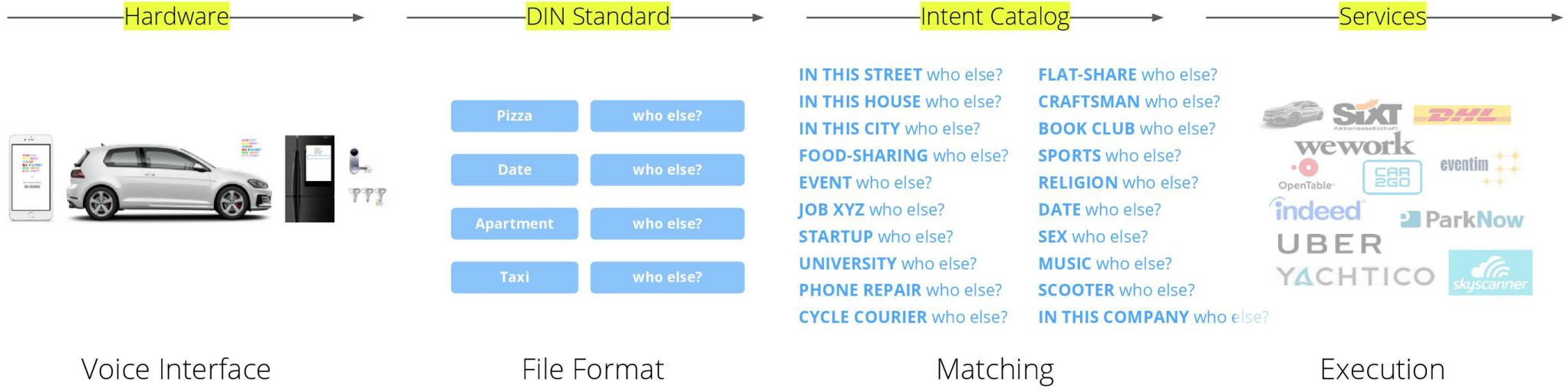


Order book: Users can manage voice search requests

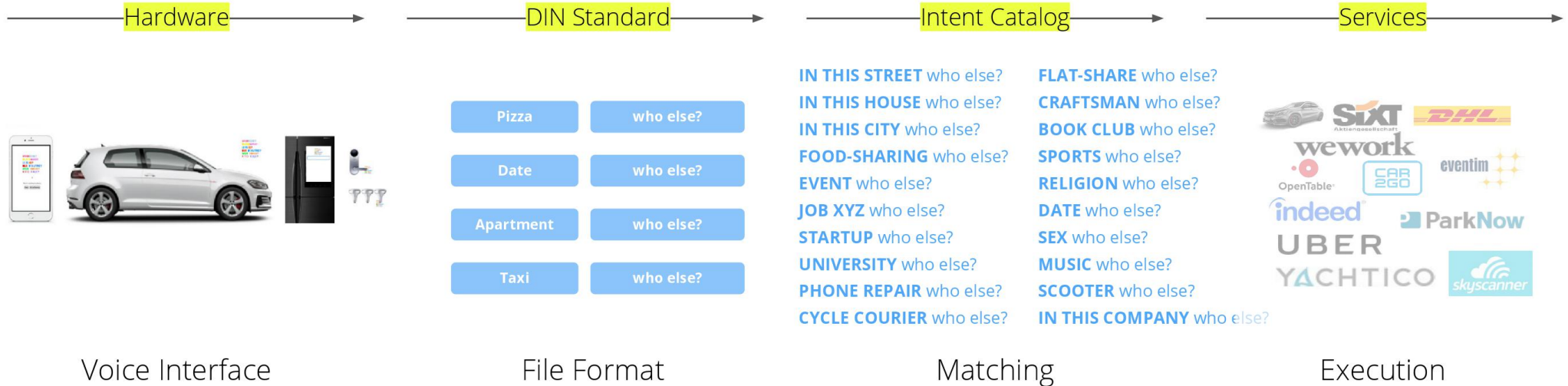
Preference management: Users assign preferences for voice requests

OEMs expand voice business models: Hardware manufacturers can integrate additional speech-based services and use localized NLPs

Solution: Standardized protocol for intents



Solution: Standardized protocol for intents



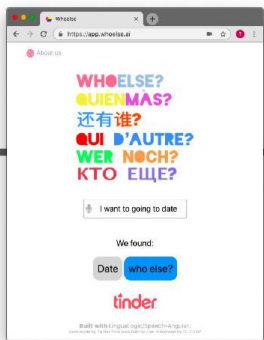
Dream: fulfilled 😎

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Let us agree, how we tell it to each other!



Traction: AAA+ Partners, POCs, & Media/Industry Attention

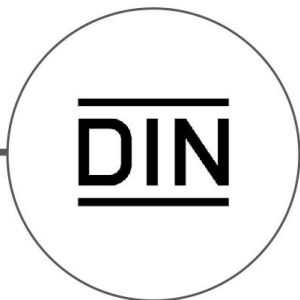


Sep-Dec 2018

Prototype

25+ services integrated

<http://app.whoelse.ai>



Jan 2019

DIN Commission

Standards committee

<http://din.whoelse.ai>

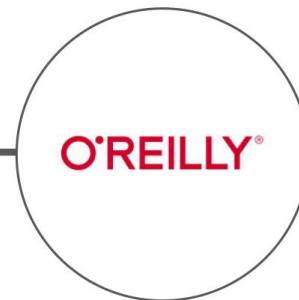


Feb/Mar 2019

Angel Supporter

TLD entrepreneurs

<http://dotzon.com>

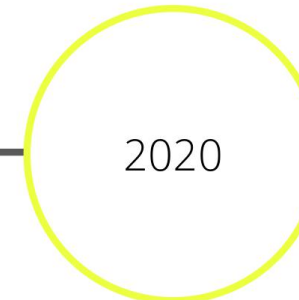


October 2019

O'Reilly AI Europe

Go live with protocol

<https://oreil.ly/2wUw92S>



2020

.whoelse TLD

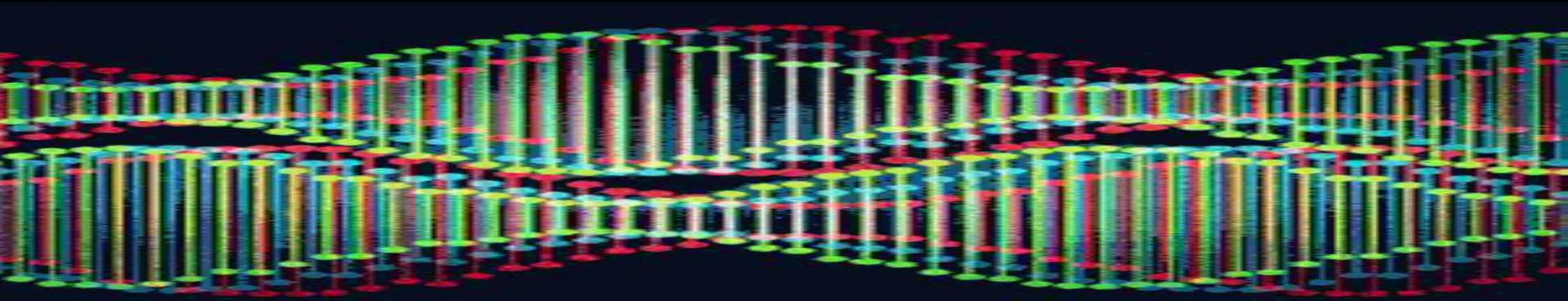
Setup of infrastructure for independent Voice Internet address namespace

OEM Partnerships

Integration of .whoelse in whitelabel hardware products and as open source protocol

OUTLOOK

New problems: How do people know how to ask an AI?



Every AI understands only a certain number of commands *Niche Intelligence*



Users do not know what commands a new AI understands *Voice Internet Discoverability*

