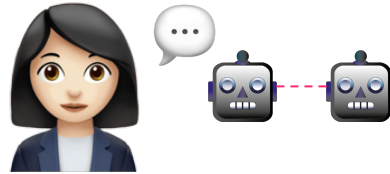


WHOELSE?



We make AIs talk to each other!

Search Engine for Voice Internet Services

Tobias Martens
tm@whoelse.ai

whoelse UG @ Hubraum
Winterfeldstr. 21, 10781 Berlin

65% of users search by voice Gartner

Google pizza delivery


🔍 All 📍 Maps 🖼️ Images 📺 Videos 📰 News ⋮ More ⚙️ Settings 🔧 Tools

About 1.580.000.000 results (0,69 seconds)

Ad · www.lieferando.de/pizza/delivery ·
Pizza delivery | Find takeaways near you | lieferando.de
★★★★★ Rating for lieferando.de: 4.3 - 2.340 reviews
Find restaurants that deliver near you and order Pizza online! Fast Delivery. Loyalty Program. Largest Choice. Real User Reviews. Live Order Tracking. Exclusive Discounts.

Loyalty Shop
Earn Loyalty Points with each order
Redeem them for great offers!

Free Delivery
When you order at selected restaurants with Lieferando.de!



Rating - Hours -

Pizza Bella Vista
3.0 ★★★★★ (40) · € · Pizza
Kurfürst-Schönborn-Straße 32
Late-night food · Casual · Delivery

Koblenz-soulpizza.de
3.7 ★★★★★ (36) · Pizza Delivery
Herberichstraße 24

Pizzeria Venice
4.7 ★★★★★ (27) · Pizza Delivery
Brenderweg 112
Closed · Opens 2PM

[More places](#)

www.lieferando.de > [order-pizza](#) ~
Pizza Delivery in Germany | Lieferando.de
Hungry for a delicious pizza? On Lieferando.de you can order pizza for delivery in Berlin, Hamburg, Munich, Frankfurt and any other cities in Germany. Choose ...

www.lieferando.de > [order-pizza-berlin](#) ~
Order Pizza Online in Berlin | Lieferando.de
The capital of Germany is one of the most vibrant and exciting cities in Europe. That's why it's no surprise to discover that the options for pizza delivery in Berlin ...



..and voice search works differently

Usability of the search engine

Who chooses?

Text
Internet



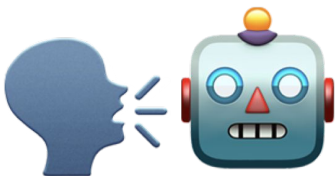
Users see lists and choose from Top 5 Google

Users see targeted feeds Facebook

Users see targeted product pages Amazon

Users

Voice
Internet



Users don't remember 1000 skill names

Users want 1 answer to their questions

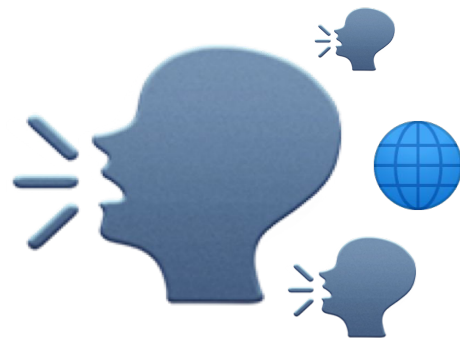
Users get super annoyed by bad voice UX

OEMs integrating
voice interfaces

Problem: Products must offer voice assistants in many languages

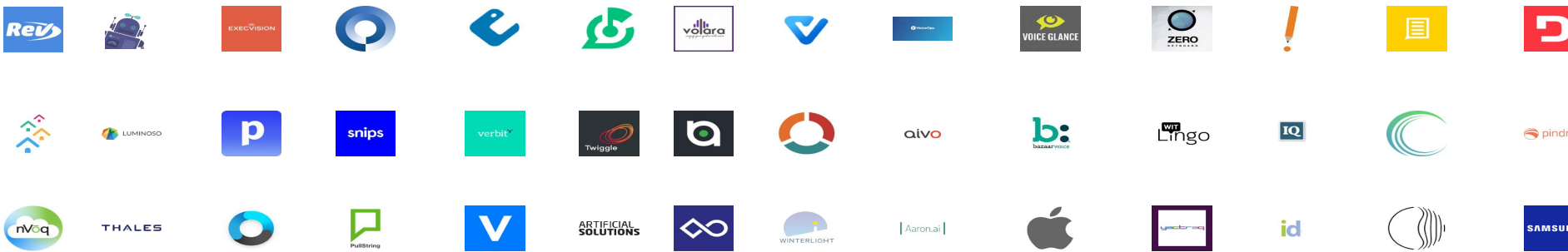


OEMs





Challenge: 1000+ voice AIs compete



Problems for OEMs:

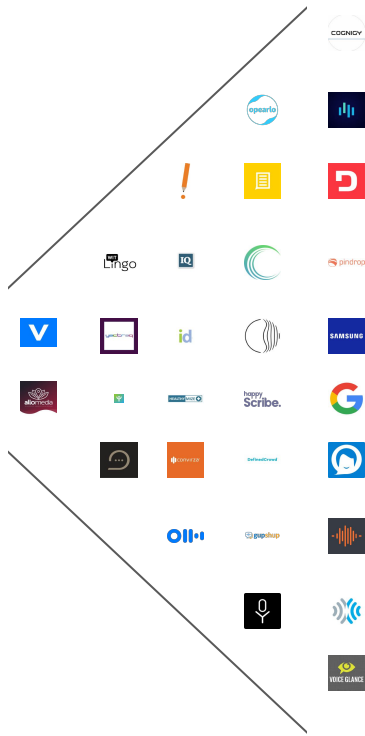
- ⚡ Expensive integrations
- ⚡ Slow time-to-market
- ⚡ Little investment security



Solution: 1 language between all AIs

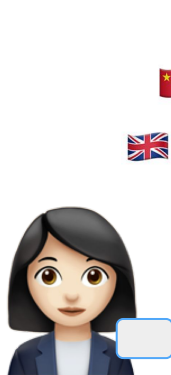


WHOELSE?



- ACCOUNTANT who else?
- APARTMENT who else?
- ASSISTANT who else?
- ASTRONOMY who else?
- BABYSITTER who else?
- BAND who else?
- BANK who else?
- BARBER who else?
- BARBER who else?
- BOARD GAME who else?
- BOOK CLUB who else?
- CA\$H who else?
- CAR who else?
- CAR CHARGING who else?
- CHILDCARE who else?
- CINEMA who else?
- CITY who else?
- CLEANER who else?

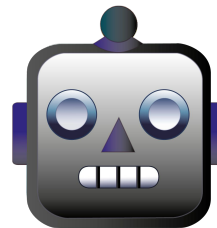
Secret sauce: A shared protocol between AIs



“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?”

Service Catalog

- 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?
- 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?



Intent Encoding

Protocol

Metadata

Cab (or) Driver

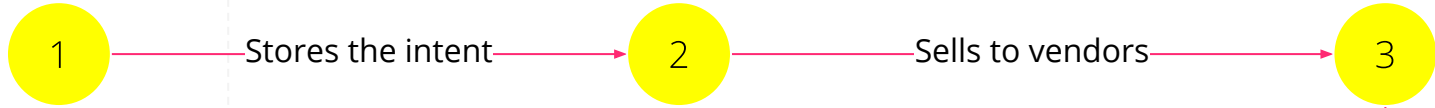
17:30

Tegel Airport

2 People

who else?

Advantage: Combine many AIs and access new business models



OEM receives a voice command



- 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?
- DATE who else?
- SEX who else?
- MUSIC who else?
- SCOOTER who else?
- IN THIS COMPANY who else?
- TAXI who else?
- TAILOR who else?
- BABYSITTER who else?
- CLEANER who else?
- LAUNDRY who else?
- SALE who else?
- who else?
- who else?
- XYZ who else?
- LGBT who else?
- SALE who else?
- LOAN who else?
- REFUGEE who else?
- GYM who else?
- CLOTHING SWOP who else?

Taxi who else?



Earns revenue kickback

Revenue model: The AdWords for Voice

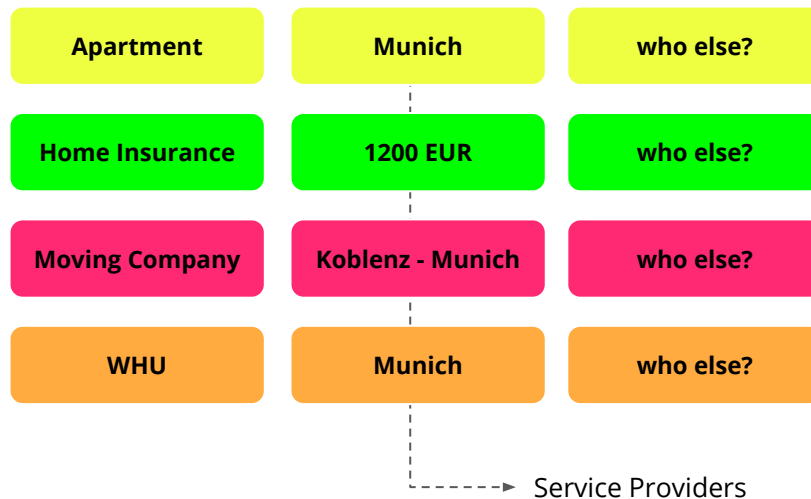


Vision: Become the operating system of conversational AIs



"Hey Assistant, I must move to Munich. Can you please find me apartments under 1200 EUR? Send me a comparison of suiting home insurances too. Afterwards you can order a moving service. Tell other WHU people in Munich too."

Protocol Encoding



Summary: Achievements & next steps

Milestones:



Set-up of industry standards ¹⁾



Recognition by expert audiences ²⁾



Partnerships with OEMs ³⁾

1) <http://uns.ai>

2) <http://AlconEU.whoelse.ai>

3) <http://p110t.whoelse.ai>

Funding needs:

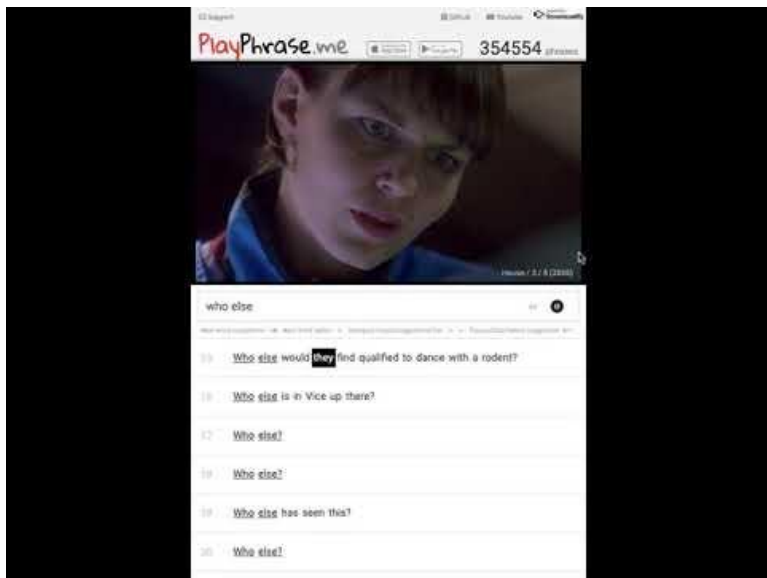
Seed round: 750.000 EUR *30% committed*

Market entry with industry partners
e.g. Telekom, Siemens

B2B sales & partner management
e.g. Industry 4.0

Creating scalable infrastructure
Intent marketplace

Vision: A universal wake word for every kind of AI



The \$ 55bn question: Who has the best name for voice AIs?

Amazon announced in September 2018 an own consortium for NLP interoperability. The industry group agreed that depending on which wake word a user says, the according AI will be selected ([Source](#)).

It is unlikely this approach will succeed long-term. Users are bad (i) to remember the names of many different voice assistants, and (ii) to anticipate which service has the AI capabilities they look for.

Therefore independent marketplace for language-based intents are nonetheless needed. It's unlikely BMW and Mercedes will agree who owns an intent like "Assistant, call me a ride-share!".

If this is right, "who else?" questions could be a good shared wake word across AIs. It is "Universal Grammar" (Chomsky) and many people speak this way already. If users talk with AIs using our name automatically, both OEMs and NLPs are incentivized to integrate our APIs

Read more: <http://AlconEU.whoelse.ai>

The video: <http://oreilly.whoelse.ai>