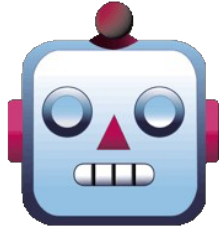


WHOELSE?



Your wish is my command

A universal language for all AIs

They promised us: **Voice is the future of search!**

“Every 1st contact will be a bot!”

55bn \$ e-commerce revenue by 2025

2/3 of all online searches will start with a voice command

99% CRM & advertising automation

Source: Gartner

In reality: Users don't know what to ask & voice AIs are not smart

Assistant, I am hungry,
order me food!

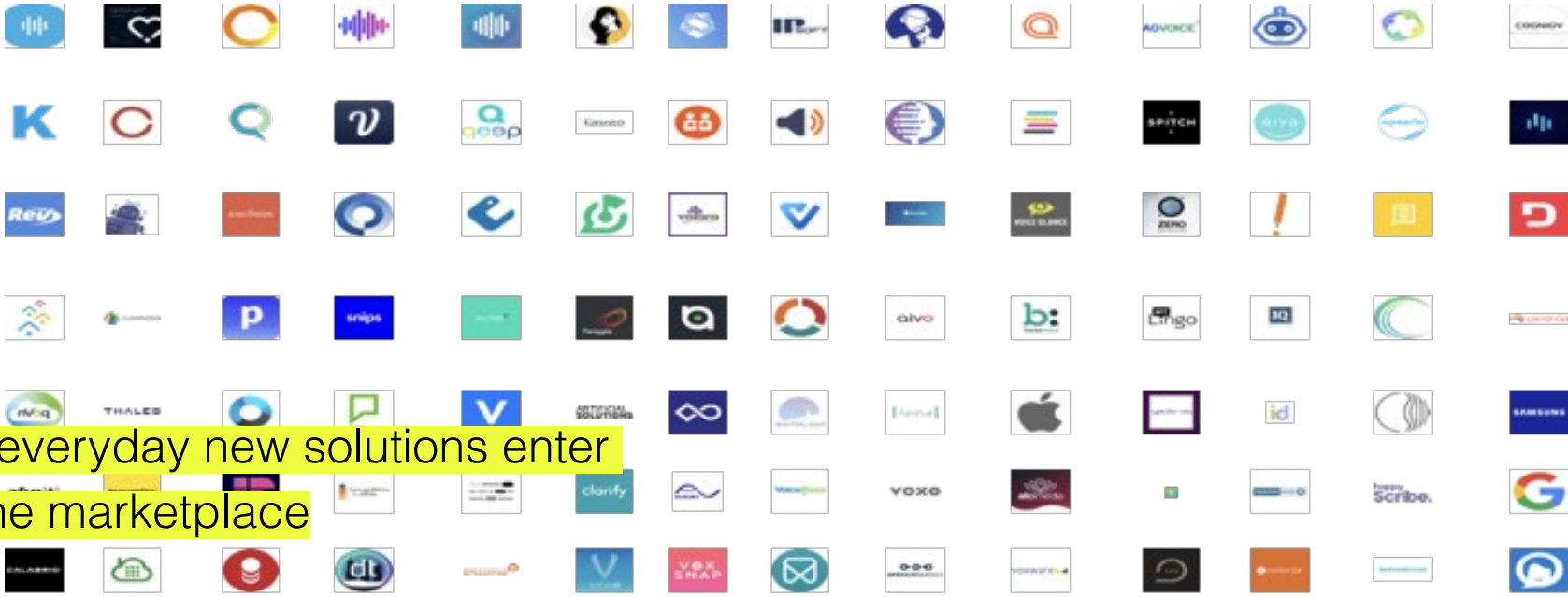
Sorry, I didn't get that :-)



- ⚠️ All AI assistants “speak” (work) differently
- ⚠️ Voice is a new medium for consumers
- ⚠️ No shared app store across AI ecosystems



Situation: 1000+ voice AIs compete for use cases & languages

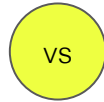


..everyday new solutions enter the marketplace

Problem: Integrations for OEMs are expensive & tedious

Potential Touchpoints

Infinite AIs



⚡ All languages & use-cases have different AI leaders

⚡ Expensive integrations & slow time-to-market

⚡ Little investment security
<-> Which AI is best in 2025?

⚡ Users still prefer Alexa:
It's unlikely your assistant is better

Momentum: Some say AI needs a “Universal Language”



Joe Rogan with Elon Musk March 2020

“Speech is an I/O problem between humans & machines: People are incredible slow (..) there must be a universal language both artificial & human intelligence agree on as protocol.”



Our solution: Universal language based on “who else?” questions

Who else?

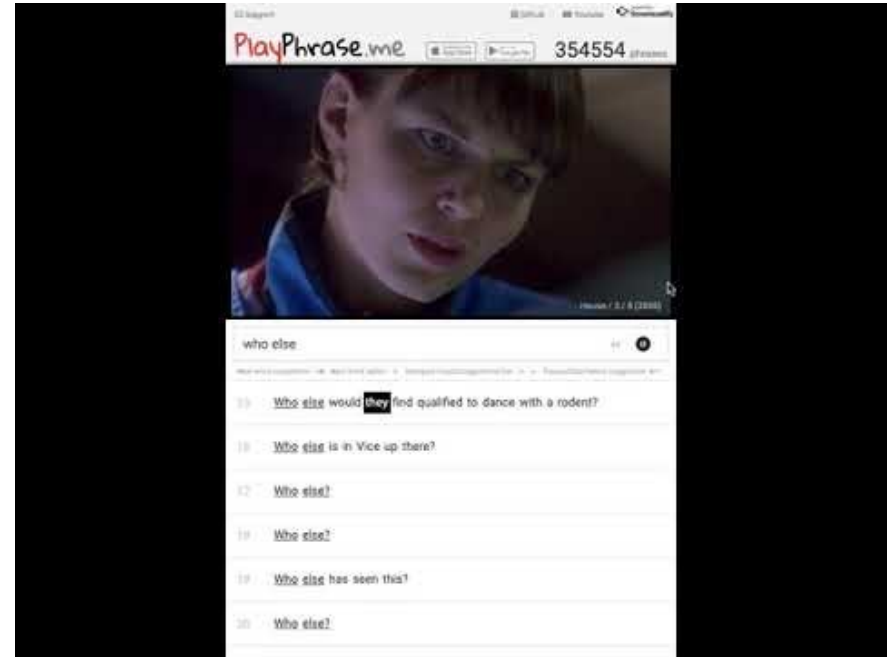
Quién más?

Wer noch? (..)

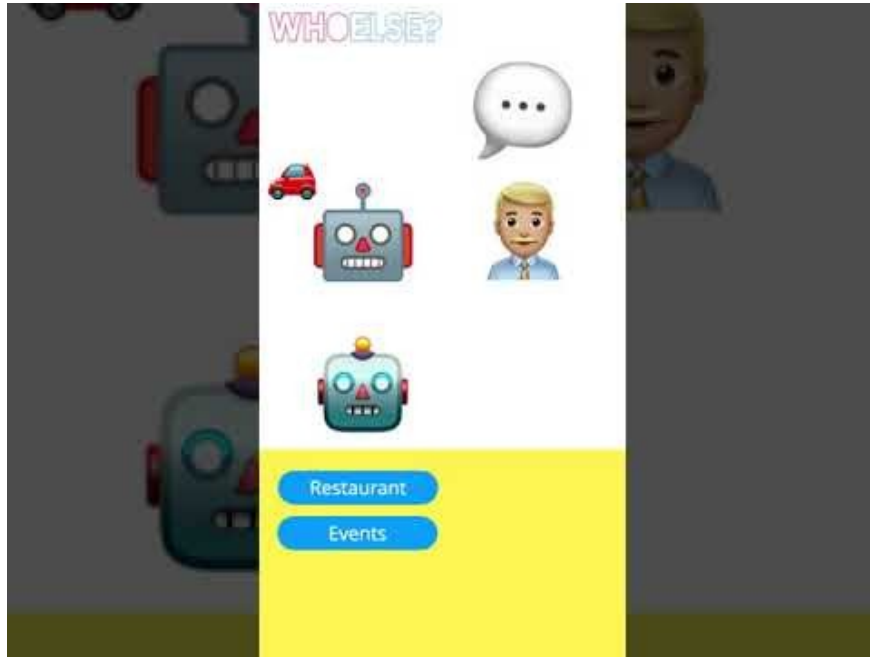
is a semantic all user demographics automatically understand to use.

Fun fact: The last proof of Universal Grammar won an IG “Nobel Prize” in 2014.

[Max-Planck Institute for Psycholinguistics, Ideophone](http://www.whoelse.ai)



The product: A shared protocol for NLP AI interoperability

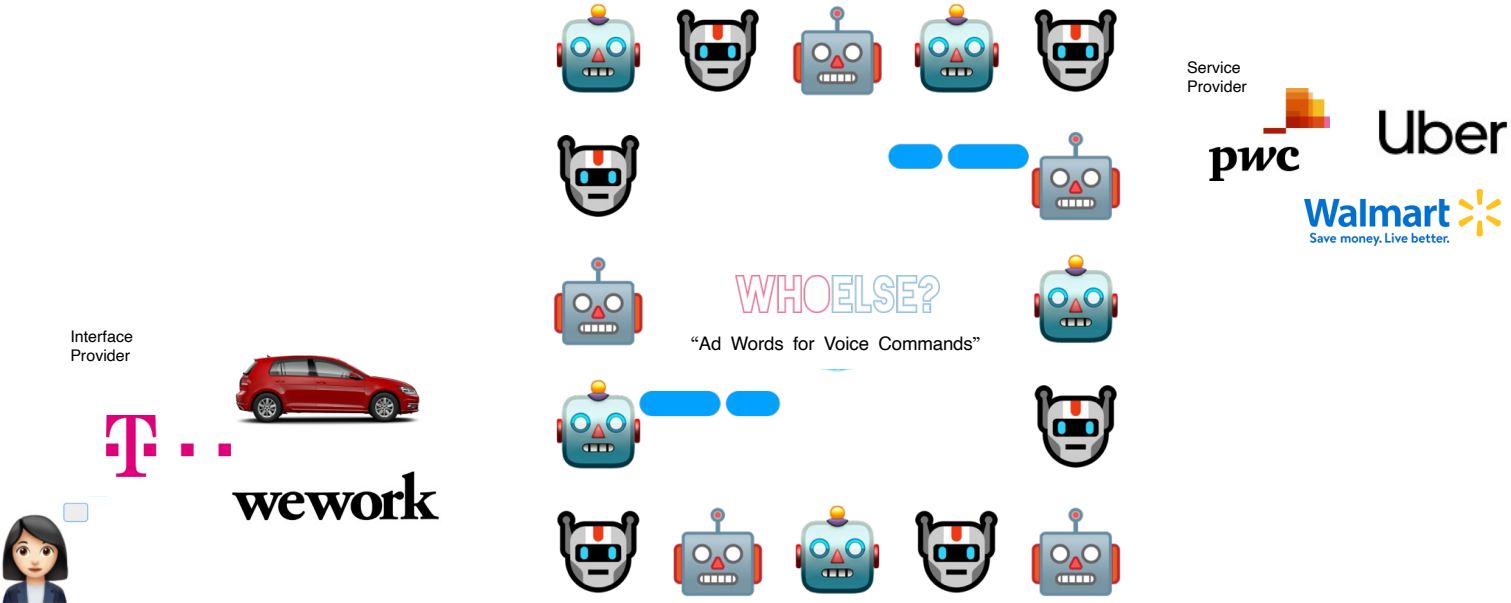


Voice AIs use whoelse.ai to dispatch user requests (intents) in a standardized format.

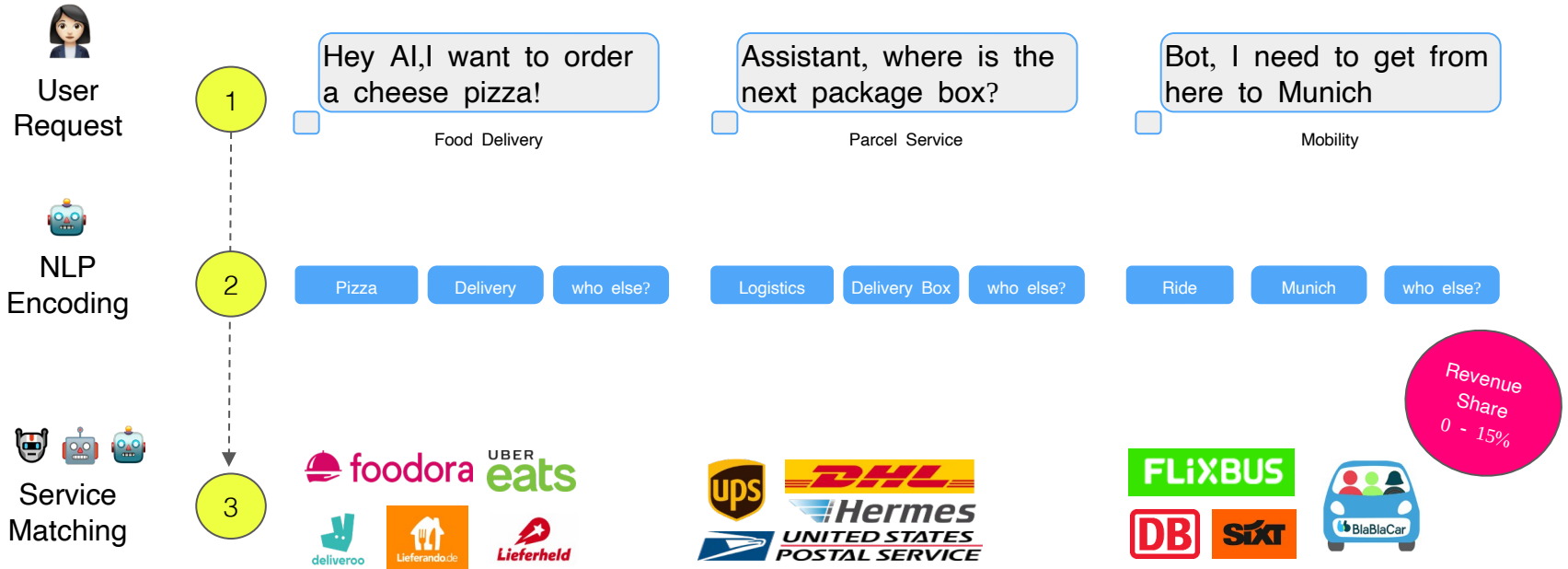
OEMs & users are sure to always use the best AI available + revenue share offered.



Business model: Exchange for intents (=voice commands)



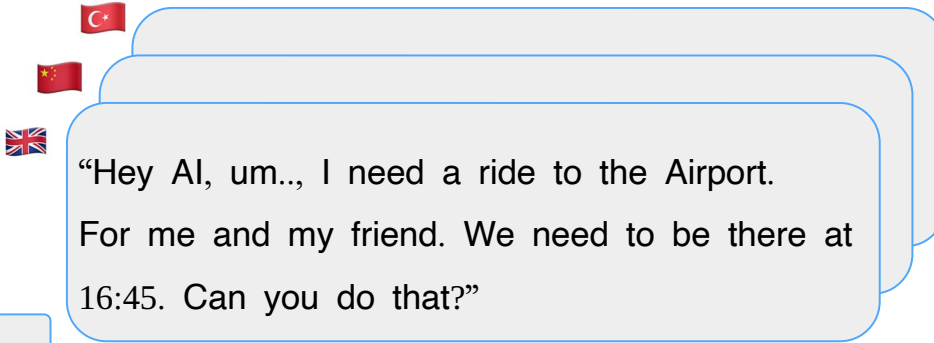
Marketplace: Users & OEMs always use the best AI available



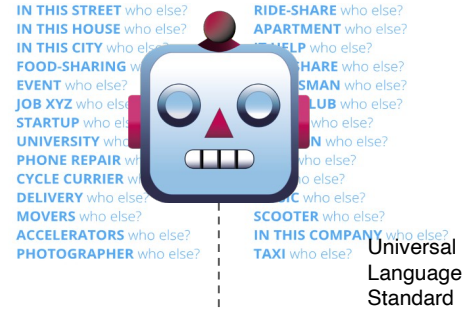
USP: A shared data schemas for intents across all AIs

Voice Command

Every user speaks differently



Intent Catalog



Intent Encoding

Protocol Level

Metadata

Cab (or) Driver

17:30

Tegel Airport

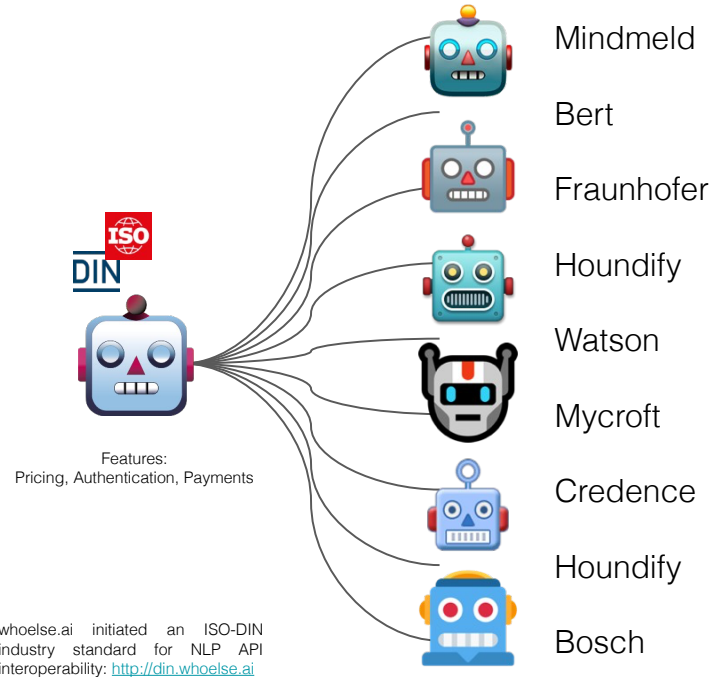
2 People

who else?

Technology: ISO compatible catalog with shared intents for AIs

ACCOUNTANT who else?	CYCLE who else?	HOSTEL who else?	RENOVATION who else?	CLOTHING SWOP who else?	GAS STATION who else?
APARTMENT who else?	CYCLE COURIER who else?	HOTEL who else?	RENTALS who else?	CONCERT who else?	GAY who else?
ASSISTANT who else?	CYCLESHP who else?	HOUSE who else?	REPAIRSHOP who else?	COPYSHOP who else?	GYM who else?
ASTRONOMY who else?	DATE who else?	INSURANCE who else?	RIDESHARE who else?	COUSINE who else?	HACKERSPACE who else?
BABYSITTER who else?	DELIVERY who else?	JANITOR who else?	SALE who else?	COWORKING who else?	HAIRCUT who else?
BAND who else?	DELIVERY who else?	JOB XYZ who else?	SCHOOL who else?	CRAFTSMAN who else?	HELPSK who else?
BANK who else?	DOCTOR who else?	KINDERGARTEN who else?	SCHOOL who else?	CYCLE who else?	HOBBY who else?
BARBER who else?	DOG-SITTING who else?	LAUNDRY who else?	SCOOTER who else?	CYCLE COURIER who else?	HOSTEL who else?
BARBER who else?	DONATIONS who else?	LAWYER who else?	SCOUTS who else?	CYCLESHP who else?	HOTEL who else?
BOARD GAME who else?	E-SCOOTER who else?	LEGO who else?	SECURITY who else?	DATE who else?	HOUSE who else?
BOOK CLUB who else?	EVENT who else?	LOAN who else?	SEX who else?	DELIVERY who else?	INSURANCE who else?
CASH who else?	FASTFOOD who else?	MINI BUS who else?	SKILL XYZ who else?	DELIVERY who else?	JANITOR who else?
CINEMA who else?	TAILOR who else?	LAWYER who else?	CAR who else?	DOCTOR who else?	GARAGE who else?
CITY who else?	TAXI who else?	LEGO who else?	CAR CHARGING who else?	DOG-SITTING who else?	GARDENING who else?
CLEANER who else?	THEATRE who else?	LOAN who else?	CHILDRE who else?	DONATIONS who else?	GAS STATION who else?
CLIMATE CHANGE who else?	TIMBERMAN who else?	MINI BUS who else?	FLAT-SHARE who else?	JOB XYZ who else?	UNIVERSITY who else?
CLOTHING SWOP who else?	TOYS who else?	MOVERS who else?	FLEA-MARKET who else?	KINDERGARTEN who else?	WORKERS UNION who else?
FOUND&LOST who else?	E-SCOOTER who else?	MUSIC who else?	FOOD SHARING who else?	LAUNDRY who else?	WORKSHOP who else?
GARDENING who else?	FASTFOOD who else?	NURSE who else?	MUSIC who else?	REFUGEE who else?	COPYSHOP who else?
NURSE who else?	FOOD-SHARING who else?	TRAINER who else?	STARTUP who else?	PETSITTING who else?	DOCTOR who else?
OPERA who else?	FOUND&LOST who else?	TRAVELLING who else?	STREET who else?	PHONE REPAIR who else?	CINEMA who else?

A shared vocabulary for the 150 most used intents in human language



Vision: 1 question all AIs understand & every user knows



Hey Siri, I need a Taxi here.

t = 2.4 seconds

vs.

Taxi who else?

t = 0.8 seconds

?	✓	?	?	?	?
✓	✓	✓	✓	✓	✓

Competition: Amazon works at AI interoperability too

Market drivers

COVID-19 Is Making Alexa And Siri A Hands-Free Necessity

Chuck Swoboda • 10:13am EDT



Contactless interfaces

Tech Giants Team Up to Make AI Voice Assistants Device-Agnostic

BY TARGETT, EDITOR
25TH SEPTEMBER 2019

+ INCREASE / DECREASE TEXT SIZE -



Jeff Bezos: "Multiple simultaneous wake words provide the best option for customers"

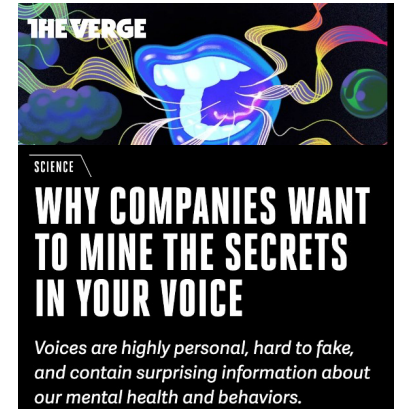
AI industry alliances



Epilepsy patients with electrode implants have aided efforts to decipher speech.
WENHT/ISTOCK.COM

Artificial intelligence turns brain activity into speech

BMI technologies



SCIENCE

WHY COMPANIES WANT TO MINE THE SECRETS IN YOUR VOICE

Voices are highly personal, hard to fake, and contain surprising information about our mental health and behaviors.

Deep consumer analytics

Exit thesis: Large companies with “Voice Internet” risk

E-Commerce & Publishers



Axel Springer, Walmart, Otto

Have problem with GAFA control over sales channels.

Buys whoelse.ai to improve own marketplace access.

OEMs & Telcos



VW, Telekom

No generic interest to build a cross-vendor voice brand.

But huge strategic value (business model) if successful.

B2B Solution Provider



SAP, Nuance, IBM

Little opportunity to build own consumer-facing voice services.

Scaling potentials for own technology sales by whoelse.ai.

GAFA & PE



GAFA

Buys everything risky to their core business model.

If our brand is really Universal Grammar, we are a bargain.

Traction: Completed DIN standard R/D & pilots with OEMs

12/2018



Demo App

06/2019



DIN Standard



11/2019



Telekom Hubraum



03/2020



O'Reilly AI Europe



03/2020



NEXT AI Toronto



04/2020



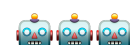
Standard Release



2020 Goals



B2C Go Live



B2C Go Live



Raise 750k seed

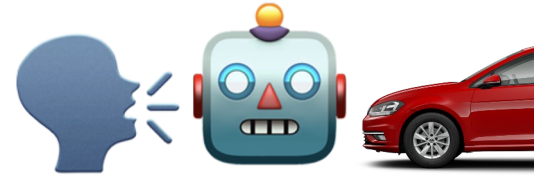
Goal: 3 pilots with OEMs

Why now? Voice AI changes the gatekeeper of search



Old: Text Internet

Users choose GAFA
By habit & social graph lock-in



New: Voice Internet

OEMs choose AIs for their user
Control over touchpoint = data-driven business models