GeniFLASH

Actionable AI Insights

enabled by

iitm research park
Bringing unlike minds together

10,000 START-UPS
A NASSCOM initiative

iit STARTUPS

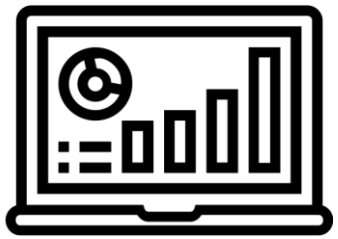
salesforce
Startup Program

ORACLE
for Startups

Current BI/Analytics is still in “mediocrity”



High set up & development time



Difficult to obtain useful insights



Routine display & limited analysis

GeniFLASH

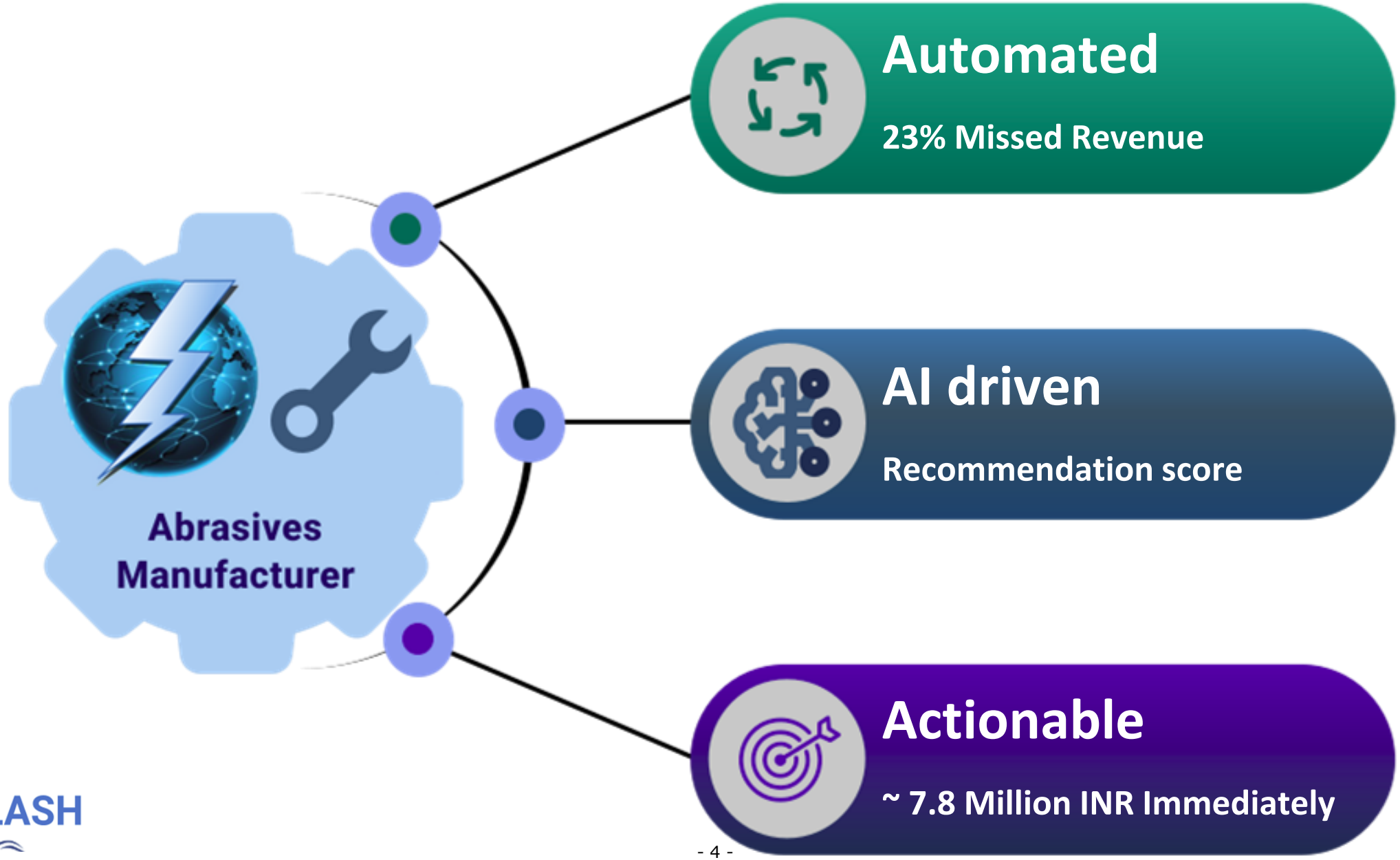
There are many tools but failure rate is high

70 to 80 % of business intelligence initiatives end up failing

- Gartner

Building geniFLASH

Value Differentiation



GeniFLASH

Key differentiators of the solution



AI recommendations



Voice/Text support



Fast & actionable

geniFLASH Outcome

Overall Impact

Results from 9 User companies

50%

Improvement

in Productivity

Automated

AI driven Actionables

66%

Savings

on spend

Better

Return On Investments

95%

Reduction

in development

Converse

and create

GeniFLASH



Get Insights at Thought Speed

Dashboard snapshot

Autodiscovered FLASHBytes

Review/Resolve

2	1	0
SOS	Critical	Good To Know

Actionable Insights

What IF

Achieve 40% increase in sales in July

AI Board

In-Progress

Discover More

Top 5 dealers contribute to 80% of revenue

Sub Dealer Performance

Type	Very Regular	Regular	Tolerant	Irregular	Very Irregular
Very High	0	0	0	2	11
High	0	2	4	5	20
Moderate	0	0	5	6	31
Poor	0	7	23	12	76
Very Poor	0	0	0	2	44

Item Group Performance for Jan-22 to Mar-22

Item Group	Avg Sales Value	Sales Trend
BELT & OTHERS	2520	Consistently decreasing
ENGINEERS FILES	324	Decreasing
FLAP WHEEL	359143	Decreasing
RES & RUBB	152888	Decreasing
VIT STD	3877816	Decreasing
THIN WHEEL G2	3299	Constant
DISC	1190441	Increasing

Know your opportunities

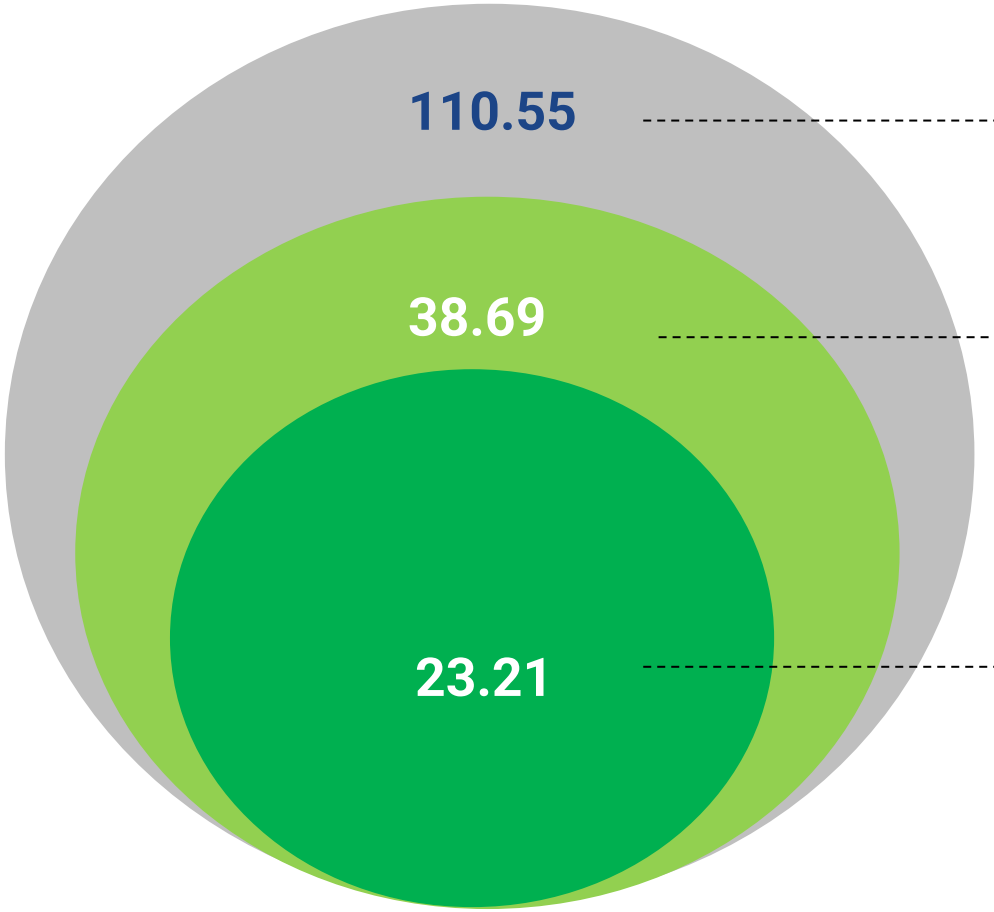
Dealer	FY Revenue	Concern Area		
MOHIT SALES AGENCIES	74 lakhs	8 item groups	Top contributor clocking irregular sales	Push for regular trends
GOODWELL INDUSTRIES	20 lakhs	SHEETS	High revenue but irregular sales	Push for regular trends
GOODWELL INDUSTRIES	20 lakhs	FLAP WHEEL	Regular tades with low volume	Drive him to make high volume trades

Guided insights and recommendations

AI led Business Intelligence Market is growing at 18%

TAM, SAM, SOM

estimates in Billion USD



Global Business Intelligence/Analytics

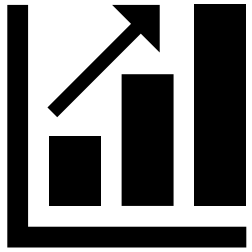
North America, India

geniFLASH opportunity

Two product offerings

Patented AI

Essentials



1. Guided insights
2. Speech/Text
3. Data assistant

~75% savings vs competition

Expert

Uncontested



1. Domain specific AI
2. Review/Track actions
3. AI board – Self learning

Helps in getting the access

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Goto Market channels

1. Enterprise Customers

Mahindra INSURANCE BROKERS

RENAULT NISSAN TECHNOLOGY & BUSINESS CENTRE INDIA

CUMI

9

2. Partners

PORTZO

(20+ hospitals)

DIGITAL ALIGN
Delivering your Digital Strategy

<Credit Unions>

3K
keen, kinetic, kaizen

3

3. Apps/Connectors

ORACLE

salesforce

SAP

2

4. SME

FAST

1

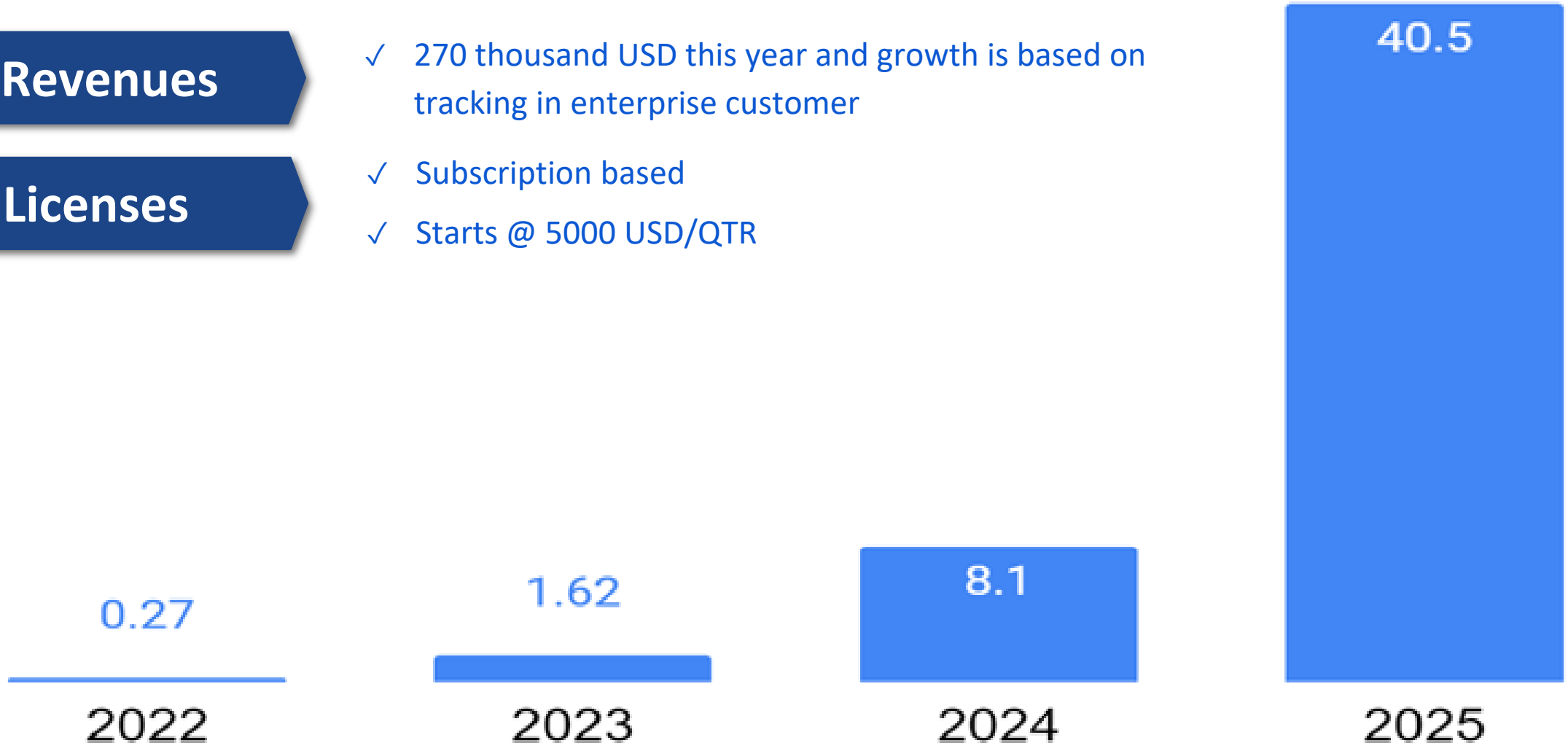
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Target 40 M USD by 2025

Revenues

Licenses

- ✓ 270 thousand USD this year and growth is based on tracking in enterprise customer
- ✓ Subscription based
- ✓ Starts @ 5000 USD/QTR



Projected Revenues in Million USD

GeniFLASH

Ask 1.2 Million USD for 22X increase in Valuation

Deployment of Funds



Raised 150K USD in CCD till Dec 2021

500 K	600 K	60 K	40 K
Technology enablement	Business development	Patents & IP	Administration

in USD

Passionate team

We have background, proven track record and vision to succeed



Rajesh Kumar, CEO

18+ exp | Fortune 100

BTech, IIT Madras | MBA, IIT Kanpur



Parvathy Sarath, CAO

12+ exp in AI/Analytics

MA - Econometrics, Univ of Madras

Kumar V (30+)
VP - Sales and Marketing

Sridharan (30+)
VP – Human Resources

Praveena Sri (8+ yrs)
Sr Manager - Data Science

Bhuvana (8+ yrs)
Manager - API

Muzaffar(5+ yrs)
Manager -Fullstack integration

Advisory Board



Lakshmi Narayanan

ex-vice chair & ex-CEO of Cognizant



Usha Narayanan

Business strategist, Stanford alumni

Charu Rudrakshi, Coach (ex-VP of Yahoo)

Raja Rajeev Kumar, LaxmiRamaVarma Capital

M.M.M. Murugappan (Murugappa group)

Mohan Narayanan Co-founder & CEO, KUBOS

GeniFLASH

Let’s enable organizations with

Thank You

GeniFLASH



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Backup slides

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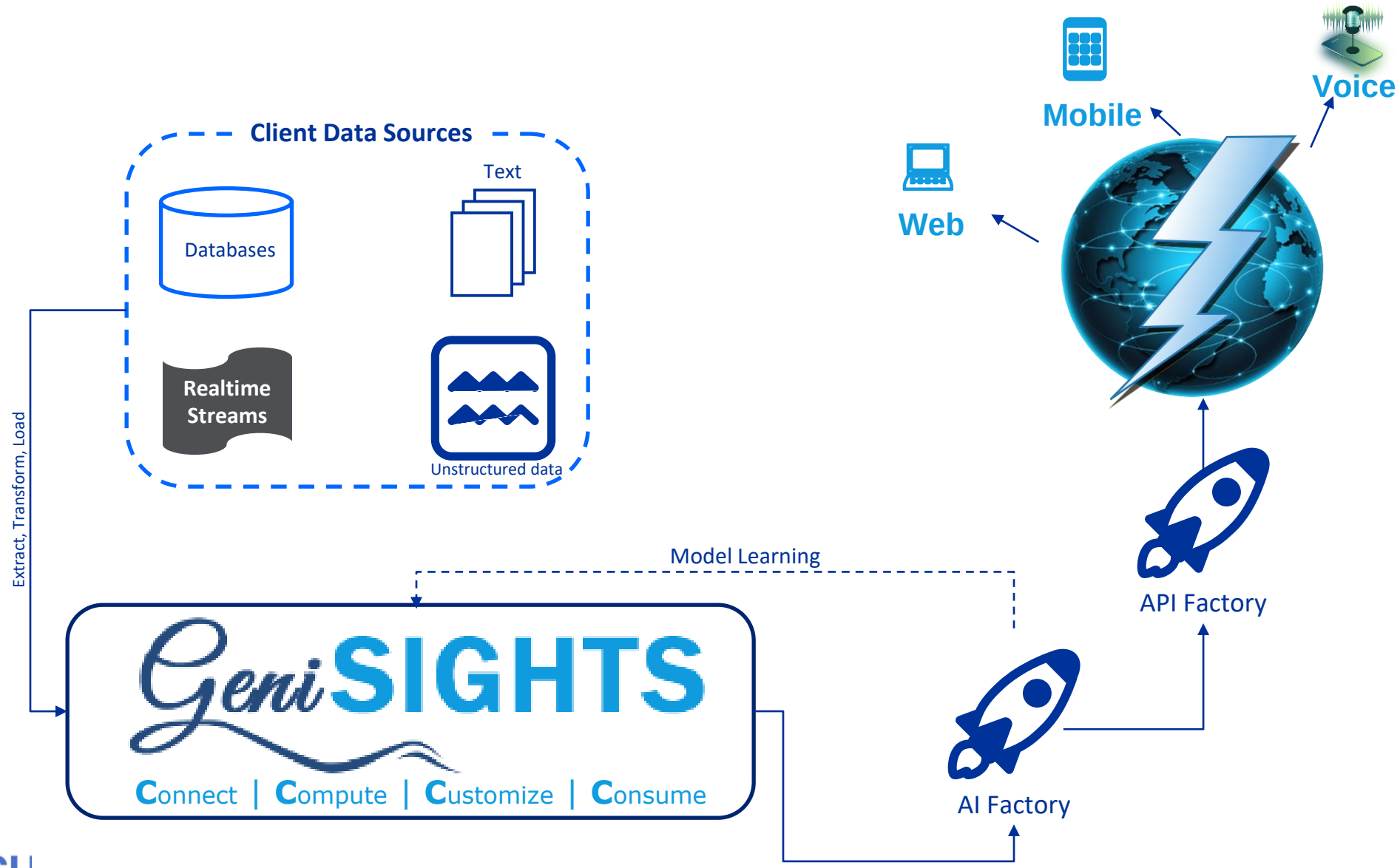
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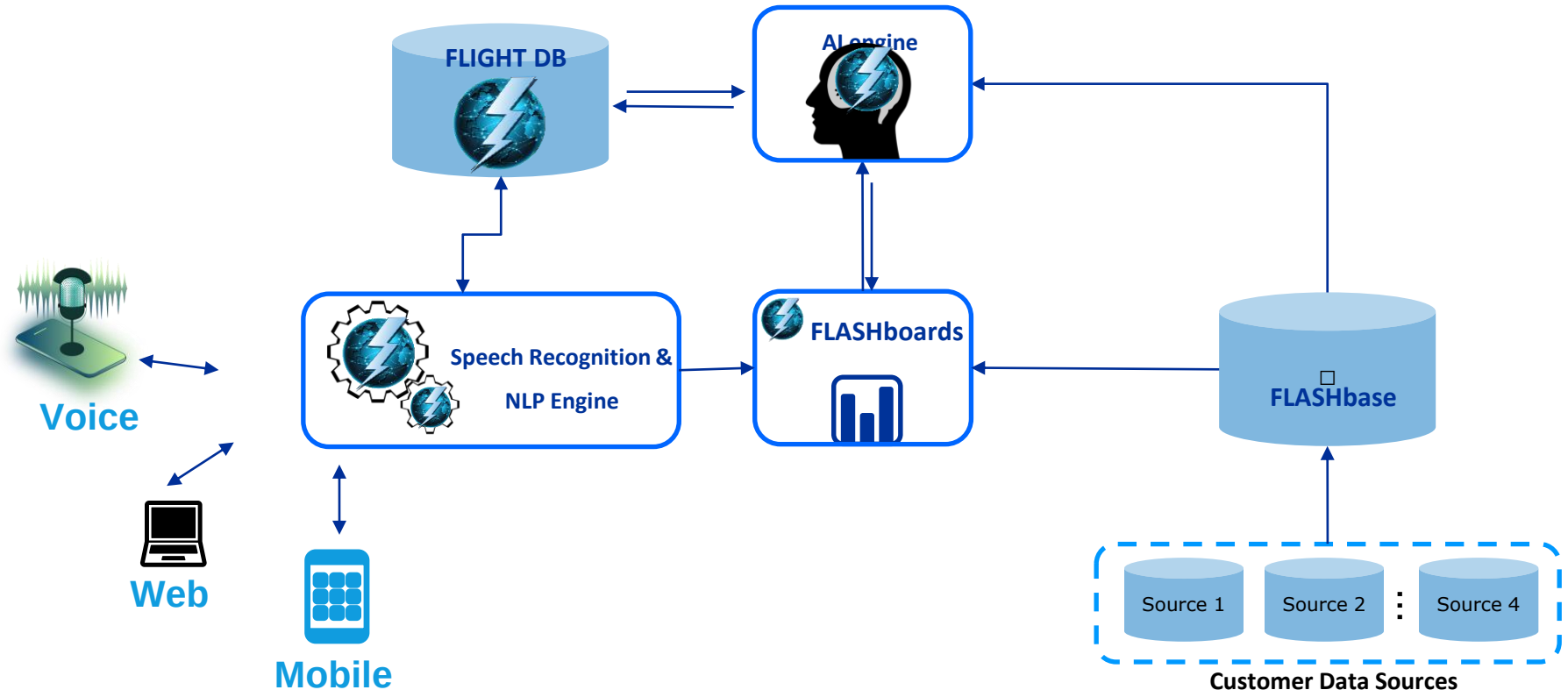
Building blocks



Experience FLASH @ Demo

geniFLASH deployment @ Customer site

Deepdive



FLASH NLP engine	FLASH Databases	FLASHboards	FLASH AI engine
• Speech recognition and Speech to text engine • Text to structured query	• FLIGHT – **FL**ASH insiGHTs from AI • FLASHbase – Aggregated DB	• Reports & Dashboards for the customer	• Recommendations | Predictions ○ Data | User

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