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AI content creation for talent & employee communications

Problem: companies create communications manually

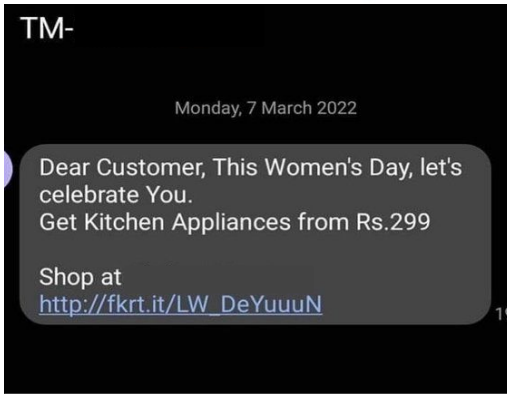
Costly
Agency cost, training and re-training.

Bias
Unconscious bias creates heavy losses

Slow
Latency, missing the moment.

Non compliance
ESG, D&I, OFCCP, GARM & ISO

Cannot scale
Creating versions for omnichannel posts



We messed up ....

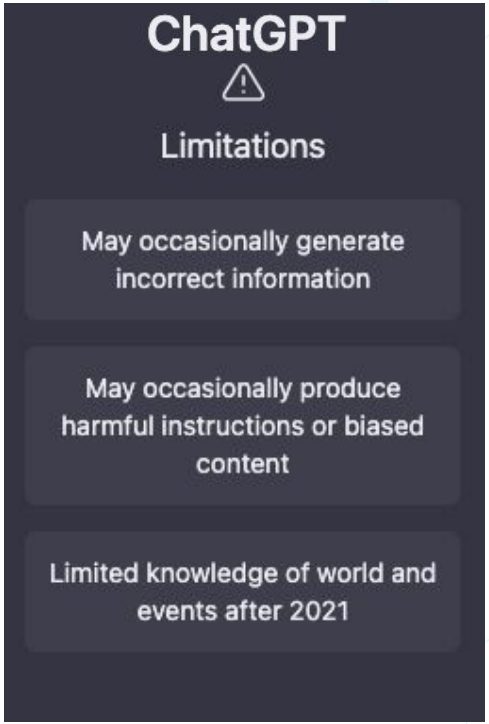


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However, AI content cannot be used as-is

Additional supervision required to make it brand aware, context aware and error free.

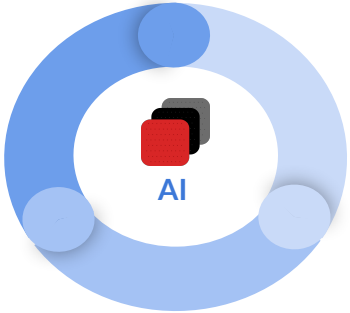


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Solution

AI assisted content creation platform for talent communications



+



ON BRAND
Customizations

IN CONTEXT
Personalization

VERIFIED
For facts & bias

ASSIST
In the moment

INSIGHTS
Real-time intelligence

GENERATE AT SCALE
Available where you work

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Product offering

1. Select criteria

Answer a few simple questions

Generate

2. Auto Generate & Optimise

The ideal candidate will have a proven track record of building partnerships and working in a complex, cross functional environment. He/she must also possess strong communications skill nvey compelling value propositions to inte . He/she will have a keen sense of ownership,

Key job responsibilities

- Establish and build strong, profitab n brands
- Prepare and present business revie team regarding progress and roadblocks t rs.

Basic Qualifications

- 10+ years of experience in TV and /ideo/
- Exceptional interpersonal & communication (both written & verbal) skills.

Re-write
Insert brand guidelines
Write a social media post
Write a email sequence
Write referral email
Create internal job post
Create a Slack message

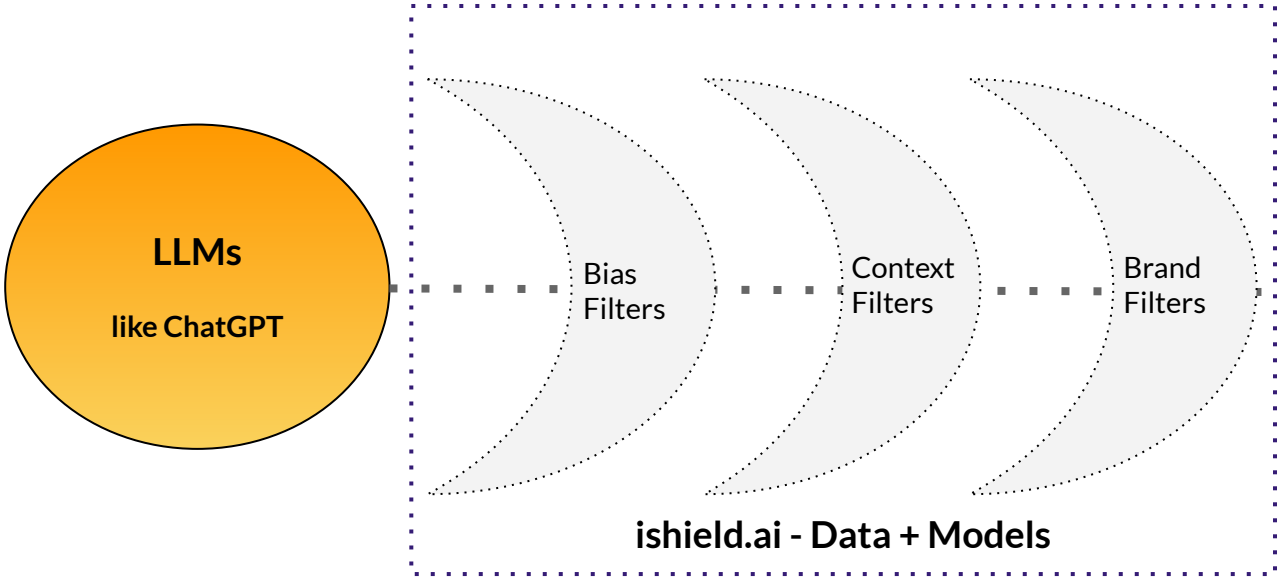
3. Real time verification

Brand compliance	70%
Relevance	90%
Bias	
Gender Bias	Severe
Racial Bias	None
Ableism	Medium
Language Insights	
Readability	60%
Word count	35

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Proprietary AI that creates a high moat





- ✓ Unique
- ✓ Personalised
- ✓ Contextual
- ✓ Bias-free

PATENT PENDING

AusDM Data Mining & Analytics

Papers published

NASSCOM DeepTech Club Startup

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Launched in Sep'22

With an MVP

Paid Customers - $40K ARR

SYMPHONY TALENT

Arkansas Children's Hospital

NYU Langone Health

User & Usage

- 650+ Users, 30% Qualified.
- 8/10 User satisfaction score
- Usage: 4 JD / recruiter/ day. 200 chats / employee / week.
- 2% - 8% bias detection ratio

Pilots in Q1

xerox

TRANS LINK

amazon

Pipeline

- 20+ qualified enterprises
- $120K - Q1 Projected Revenue
- Partnerships with Deloitte, Phenom People, Cisco

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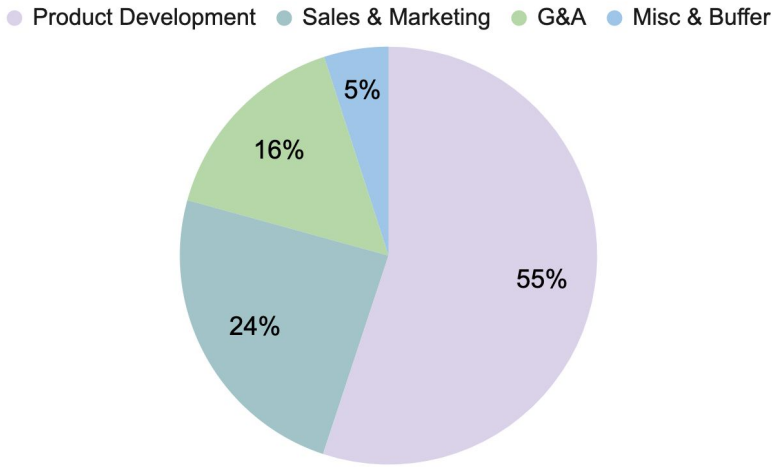
Pre-seed investment

Accelerate growth - 15x

Plan & Investments

Ask: $1.5 M
~24 Months

$150B
TAM



- By 24 Months - 185 customers, 2M$ revenue.
- EBITDA +ve in 20 months
- Gross Margin - 70%

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Got the team to win

Startups + HR Tech + AI + Linguistics



Kesavan K.K.

Co-Founder & CEO

GTM & Client Success

20+ years experience, launched Amazon Prime Video, 2x start ups, IIT Bombay



Sreedevi P.

Data Head

AI Training

PhD in Linguistics from University of Hyderabad, Professor of Linguistics & English Language



Anand P.

Co-Founder & CTO

AI & Engineering

20+ years experience, 10+ patents in AI, AI & Analytics leader at IBM, IIT Bombay



Anjor K.

Product Head

Product Management & Marketing

Smith School of Business at Queen's University, University of Chicago

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Join the AI generated content revolution
for talent communications

Thank you

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