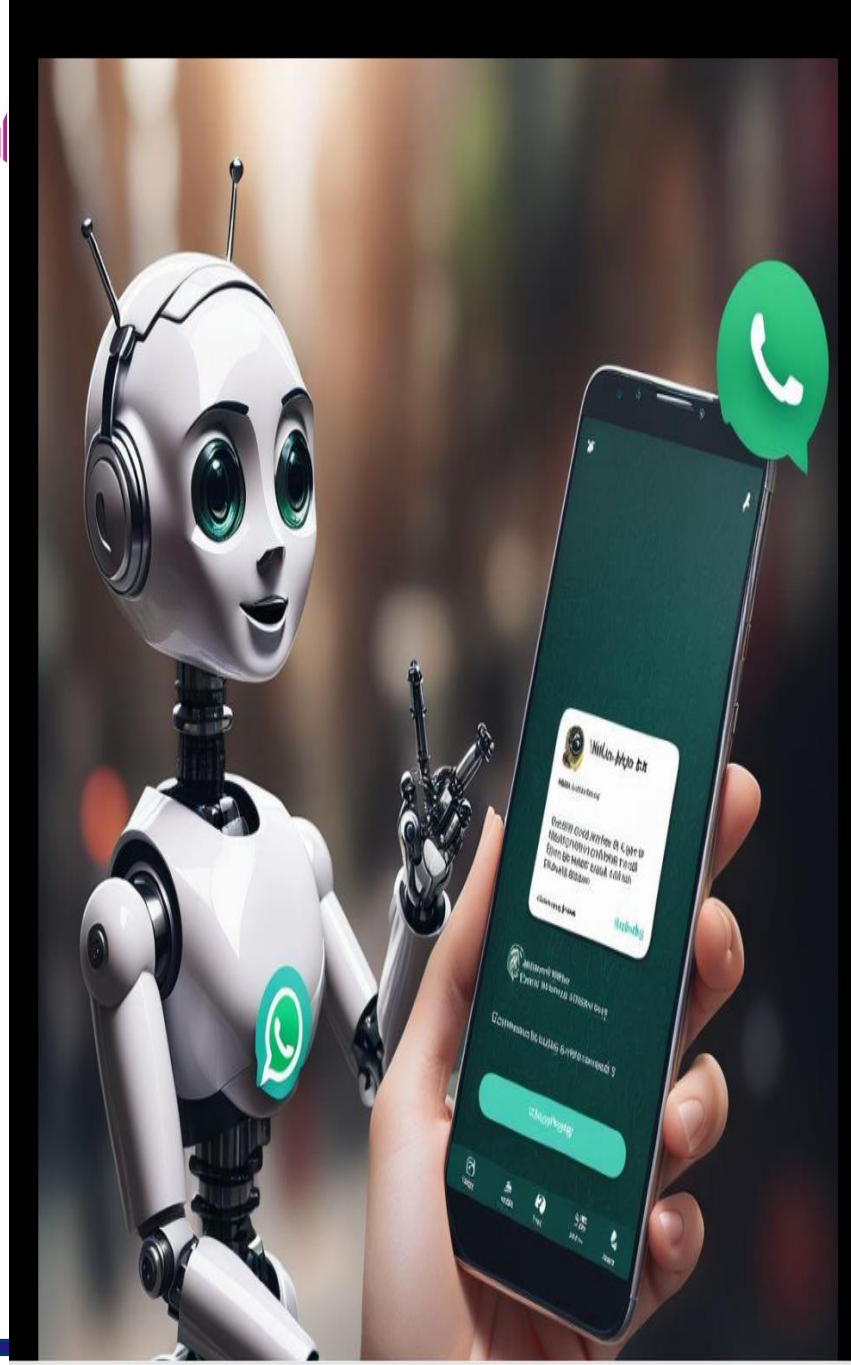


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# iAssist Framework

AI & BI for Digital (R)evolution

Assisto Technologies Pvt Ltd
B 1029, Ithum Tower
Sector-62, Noida
Uttar Pradesh

AssistoAI

**Presented by:**
**Ganesh Viswanathan**
**Co-Founder &**
**President**

**Jan 19, 2025**

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# Business & Mission: We are

- Disrupting Speech to Text for multilingual conversations
- Our mission at Assisto Technologies is to harness the power of artificial intelligence and business intelligence to optimize customer interactions and satisfaction. We are committed to developing cutting-edge solutions that enable organizations to seamlessly engage with customers, resolve their issues promptly, and exceed their expectations
- R & D started in 2018. Company established in Jan 2021

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# Problem

- Describe the pain of the customer (or the customer's customer)
  - Multi-lingual customer support is through chat, voice and emails
  - Current tech has low accuracy in vernacular languages & in some foreign languages

- Outline how the customer addresses the issue today
  - Live contact centre agents to handle user queries & requests
  - Actively looking for AI driven tech with human-like experience and high accuracies

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# Solution

## Unified AI Services Platform - iAssist AI

Our unified AI services platform, iAssist AI, helps customers across major industry verticals including BFSI and manufacturing to enhance customer experience (Cx).

We provide:
- Human-like, multi-lingual support
- Higher accuracy (85%-93%)
- Shorter Turnaround Time (TAT)

Unlike platforms that hallucinate or deliver robotic, non-humanoid responses.

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# Use Cases



Voice Bot for Outbound
& Inbound processes
- Helpdesk Automation



Realtime Speech Analytics



Realtime Agent Assist



Hiring/ Resource Management




**OCR**



Customer Experience
Management



Email Bot



Tech support, customer
support analytics



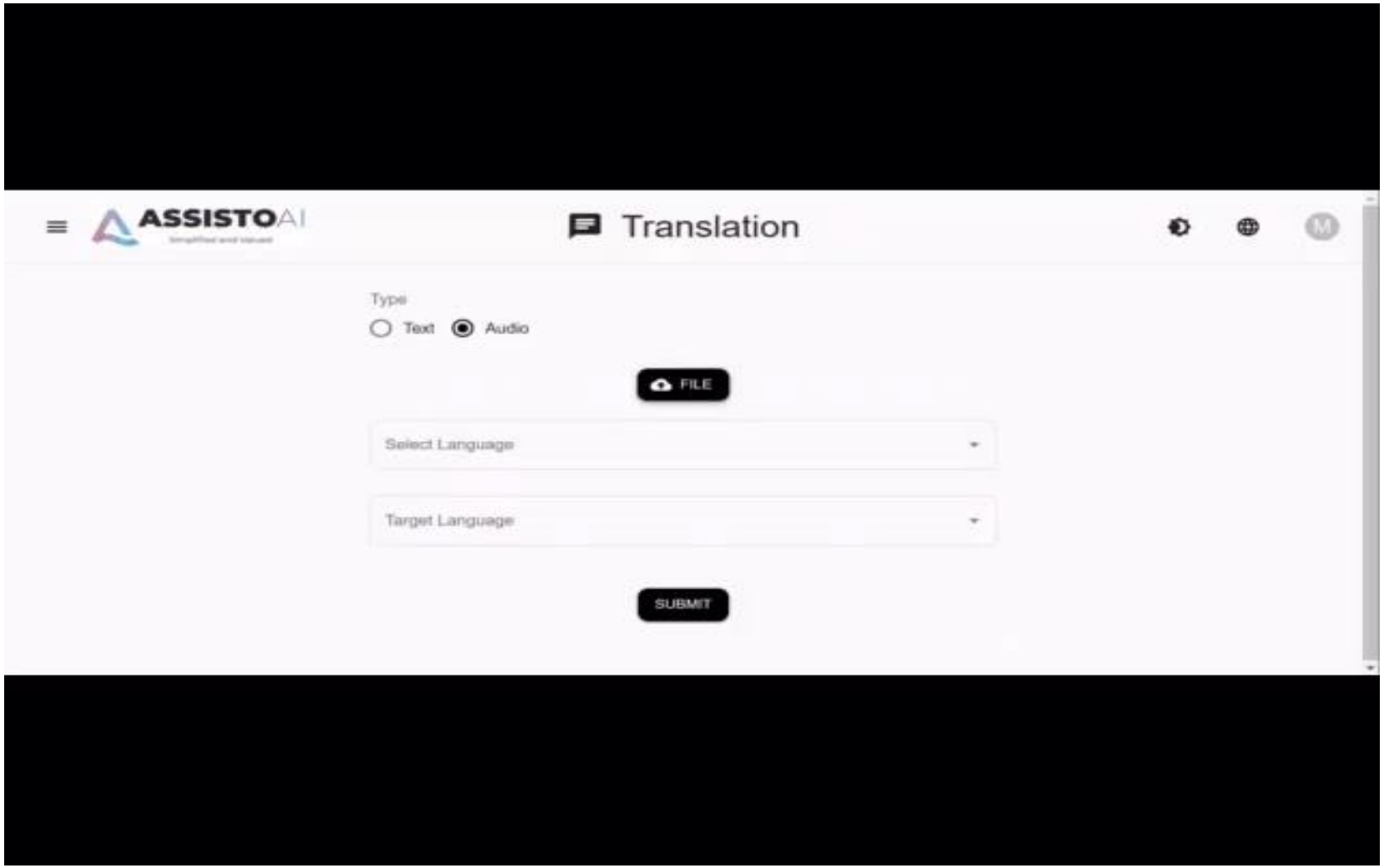
Product Recommendation Engine



Document Search

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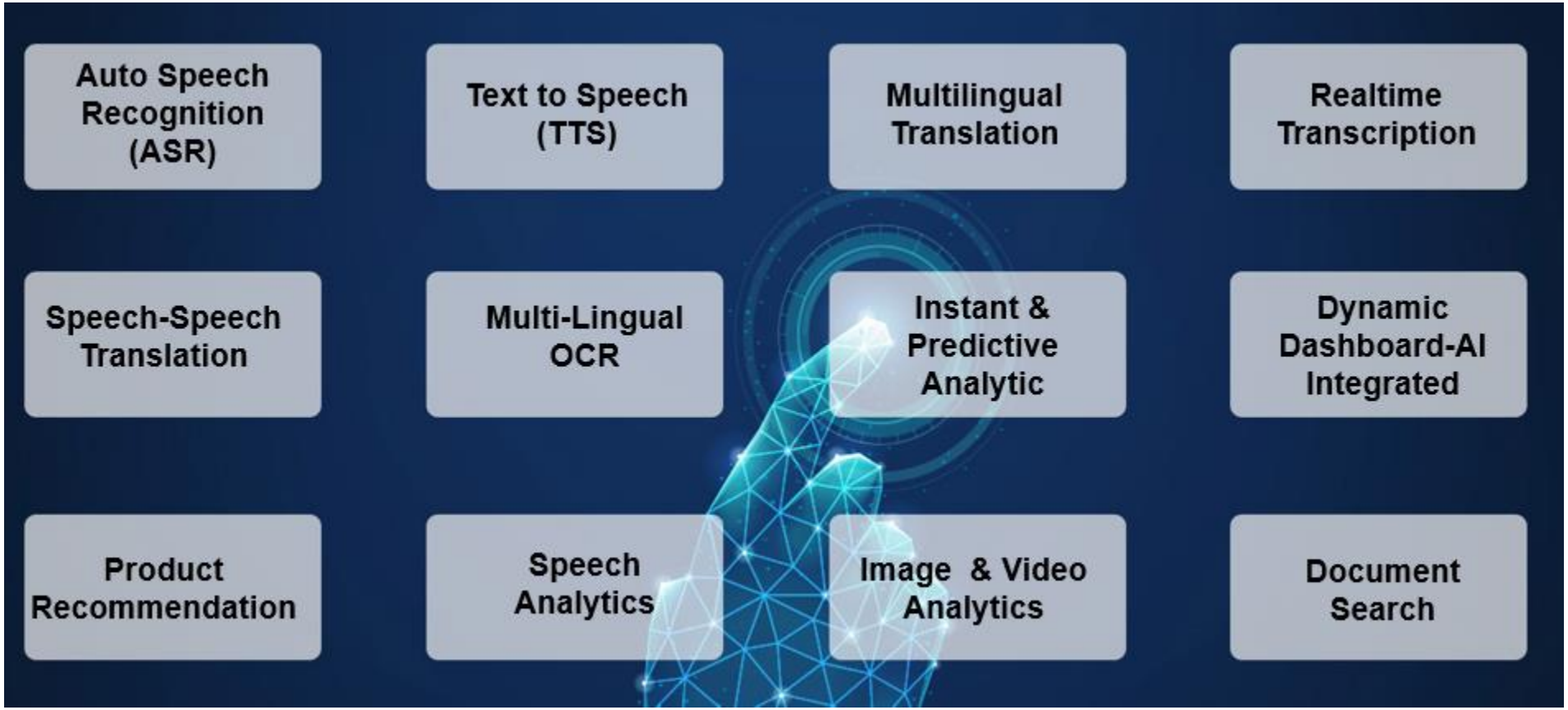
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# Product

## ❖ Product line-up



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# Customer Segmentation

| Category* | Segment 1 | Segment 2 | Segment 3 |
|---|---|---|---|
| **Buyer** | BFSI | Manufacturing | Other OEMs/ SIs |
| **Access to Sales Personnel** | M | H | H |
| **Value Proposition** | H | H | H |
| **Economically Attractive** | H | M | H |
| **Geo** | H | M | H |
| **Can give complete solution** | H | M | M |
| **Strategic** | H | L | M |
| **Revenue Model** | Perpetual (on-prem)/ Subscription (SAAS) | Subscription (SAAS) | Subscription (SAAS) |
| **# Prospects** | 7-8 | 7-8 | 4-5 |
| **Sales Cycle** | 6-9 Months | 3-6 Months | 3-6 Months |
| **Order Size (# units)** | 50L-8 Crores | 10-25Lakhs | 5L-50L |

# Sales Model

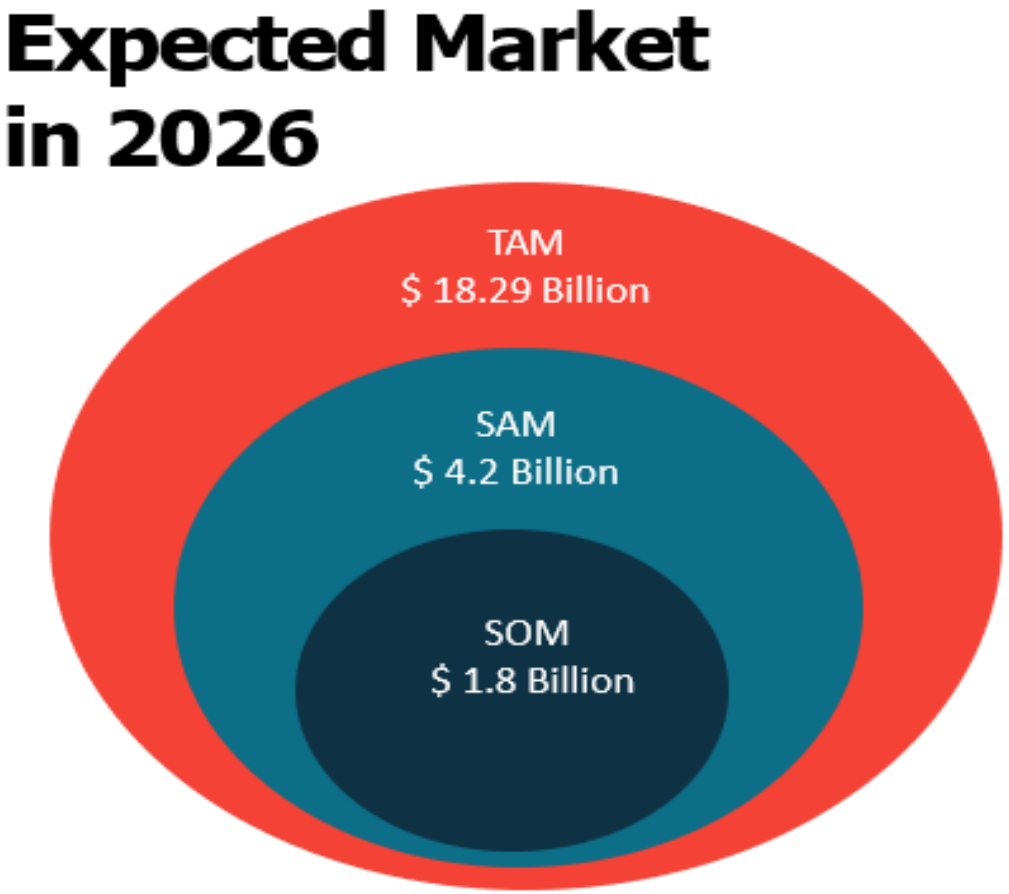
- Value driven solution by piggybacking System Integrators like IBM, Celebal
- Channel partners in both Government & Enterprise
- Direct selling
- We are subscription based

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# Market Size

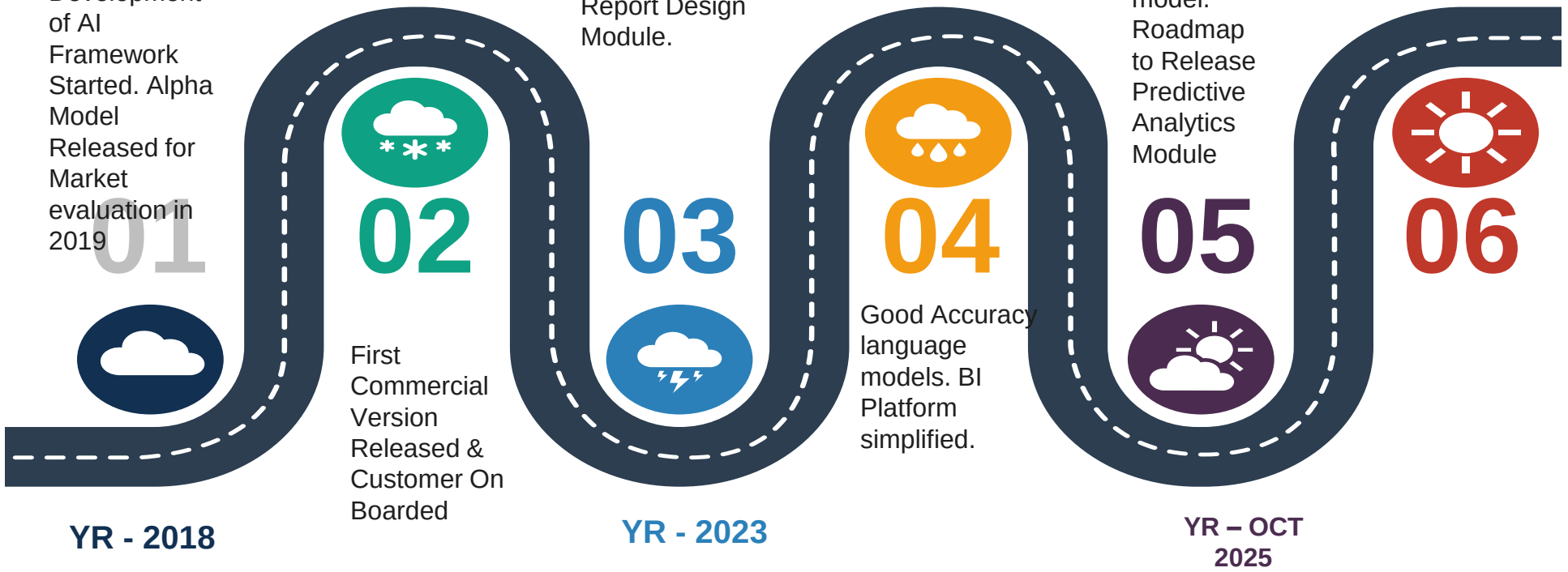



The global conversational AI market size is expected to reach USD 41.39 billion by 2030 and is expected to expand at a CAGR of 23.6% from 2022 to 2030

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# Product Roadmap

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TM

- **FY 24: USD 182K**
- **Projected Revenue from Business in USD**

| FY 25 | FY 26 | FY 27 | FY 28 |
|---|---|---|---|
| 1.0 Million | 5.0 Million | 22.0 Million | 50.0 Million |

# List Of Existing PARTNER

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Assisto - You Think, We Assist

IBM

CELEBAL TECHNOLOGIES

ITI LIMITED
( A Government of India Undertaking)

Integre Solutions
Trusted Like No Other

CCS COMPUTERS

inspira

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# Major Clientele

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IFFCO-TOKIO GENERAL INSURANCE

SONIC BIOCHEM
Nourishing Today, Building Tomorrow.

Eastman
ENERGY. UNLIMITED.

Modicare

EOS GLOBE

BSE EBIX

EBIX CASH

tfs

24SEVEN

COLORBAR

GM
SWITCH TO A BETTER WORLD

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# Funding Requirements

- Raising USD 2 Mil at a pre-money valuation of USD 25 Mil

| Spend Category | Value in Thousand USD | Purpose of Spending |
|---|---|---|
| R&D | 439 | Server & GPUs, Acquire Patent & certifications, purchase foreign lang. data sets |
| Dev Team | 678 | Convert Research into Product |
| Channel Sales Team | 561 | |
| Admin & Other | 322 | Seating, Facilities, Supporting functions like HR etc |

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# Team



## V Ramakrishnan
Founder& CEO

6 years of experience as an Entrepreneur + 14 years of corporate experience. Age 43



## Ganesh Viswanathan
Co-Founder & President
-Operations & Marketing

*IITM B.Tech, 18 years in Fintech @Quatrro & Aithent. Building products, Cyber Security leader, CISO & CIO*



## Sakshi Jain
Co-Founder & Head-Sales

*ICFAI B.Tech,13 years in Sales*



## Shubham Jha
Product Lead

*Sant Longowal Instt B.Tech, 3 years in Product Development*



## Dr Aniruddha Roy
R & D

*IIT KGP PhD in AI*

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# THANK YOU

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Born in India, Built for the world-Join us in redefining the future

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# GTM Strategy

## Product-market fit: Dashboard Market

- Instant BI with simple and powerful NLP
- Industry leader in upcoming Instant BI Market Providing
- As shown in Market growth slide the BI industry is growing
- ITSM integrations for use as a configurator using conversational AI
- With integration with other OEMs – default offering

## Target audience

- Analytics presentation layer companies
- Enterprise tools with Dashboard as an inherent component of its offering

## Demand

- Rising cost of resources , increasing complexity of tasks
- Push to adopt technologies that can reduce the operational cost
- Improved presentation layer – increase in customer base

## Customer Acquisition Tactics

- Distribution and channel partner ecosystem.
- OEM Integration
- The OEM Customer list will be our target customers for upsell

## Product-market fit: Conversational AI

- Cutting edge Interruptible Conversational AI
- Spell correction, Low data, No Code front end, Capable of handling confusions and Complex conversations are possible
- Catering for BFSI and Telecom Chatbot requirement
- With integration with ERP , CRM of the organization it can perform customer support / service desk roles

## Target audience

- Service Providers like In2it, JK Tech, Wipro, HCL etc
- ITES Majors , Distributors, Technology partners to bring sales and roll outs

## Demand

- A suitable tool for a company to optimize and streamline their service desk. Need for internal and external service desk to handle large volume of different errands
- Customer engagement is becoming costly with churn rate increasing

## Customer Acquisition Tactics

- Service Providers, ITES Majors , Distribution and channel partner ecosystem.
- Prepare Channel partners to work with SP Majors

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# Sales Plan Summarized

## Marketing & Sales – Customer Acquisition

- Online Marketing SEM, SEO, On Foot Sales
- OEM Alliances
- Channel partners and Distribution
- Reach out to integrated OEM's customer base for other functions
- Training Channel Partners and Distributions

## Customer Service – Keeping Customer

- Dedicated Customer service reps for large OEM
- Onsite support for Govt
- Shared support for rest of the customers
- iAssist customer support chatbot

## Product Development – Staying Competitive

- Product Advisory Board to suggest features
- Technology Advisory Board to suggest architecture
- Business Advisory Board to guide business
- Customer Feedbacks / Partner feedbacks / OEM Benchmarking

# Present Opportunities

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| Industry | Customer | Product | Project Value in INR |
|---|---|---|---|
| F&B | MNC | Image recognition | INR 1,75,00,000 |
| General Insurance | Insurance Major | Voice Bot | INR 1,00,00,000 |
| Insurance | Insurance Major | AI Chat+ Voice Bot, Interactive Instant Analytics Dashboard | INR 50,00,000 |
| Manufacturing | Battery manufacturer | Analytics & Instant BI | INR 45,00,000 |
| Manufacturing | Electrical manufacturer | BI & Analytics Dashboard | INR 35,00,000 |
| Manufacturing | Tile Manufacturer | Instant Analytics using Conversational AI | INR 35,00,000 |
| Manufacturing | Medicine Manufacturer | Instant Analytics & BI | INR 25,00,000 |
| Manufacturing | Battery Manufacturer | Voice Bot | INR 15,00,000 |
| Government | Defense | Language Identification & Speaker diarization | INR 8,00,00,000 |
| Government | Defense | Document Search using NLP, summarization | INR 5,00,00,000 |
| Others | Miscellaneous | AI Chat+ Voice Bot, Interactive Instant Analytics Dashboard | INR 50,00,000 |
| | | **Total** | **INR 17,00,00,000** |

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