

Group 7

Your personal
knowledgeable
assistant

SmartAssist

Your problems are unique to you, but someone, somewhere,
faced the exact problem you are currently dealing with

What if you could consult with them?

A dynamic environment requires frequent decisions



Business owners deal with **many challenges at the same time**



Number of concurrent challenges can lead to **decisions made lightly**



Decision likely **outcome not** always **calculated** into the decision making



Abundance of searchable data makes it hard to know which to **trust**



Stress leads to **hasty made decisions**

Solve challenges by looking at a network of challenges and their actual outcomes

Today:

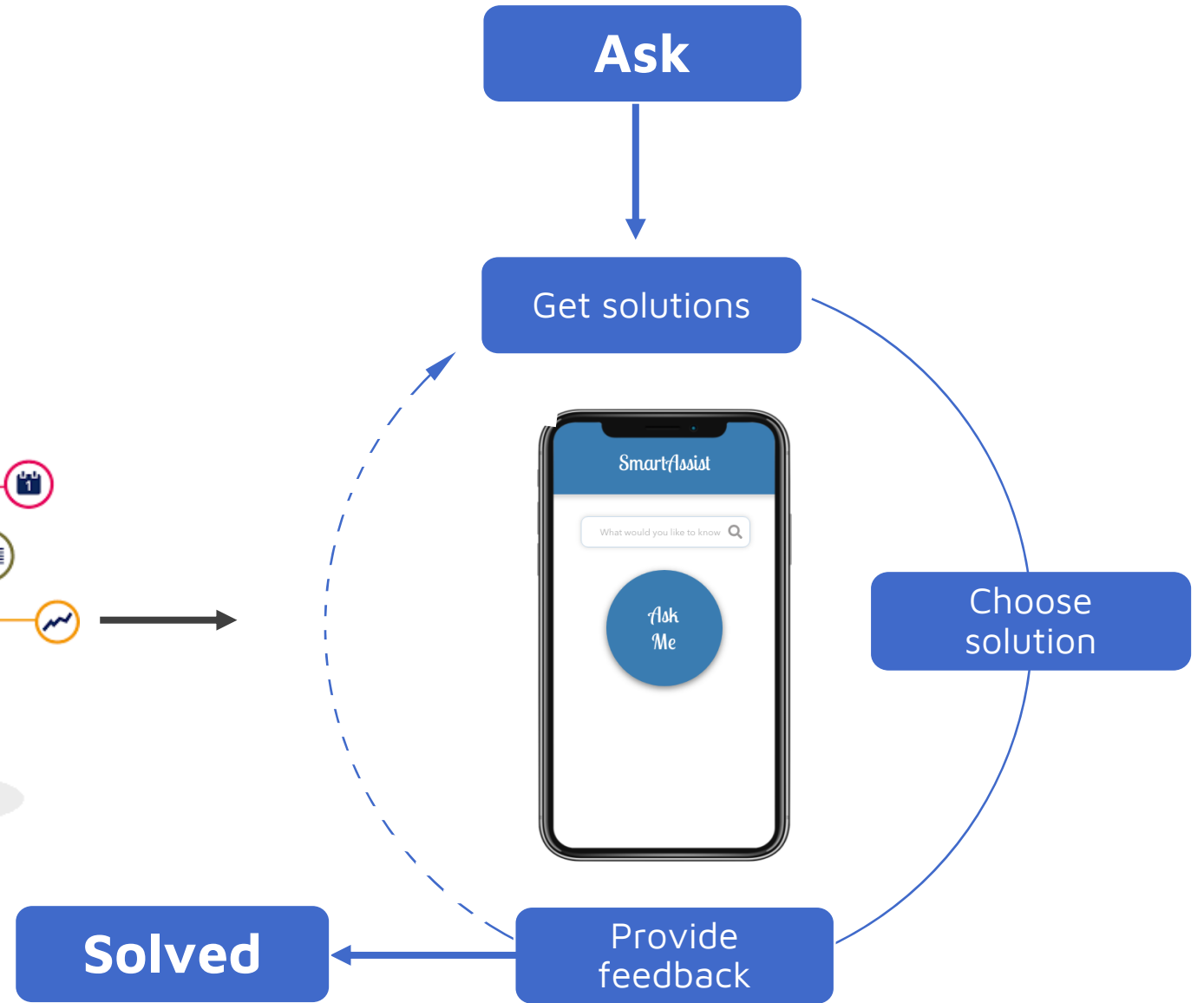
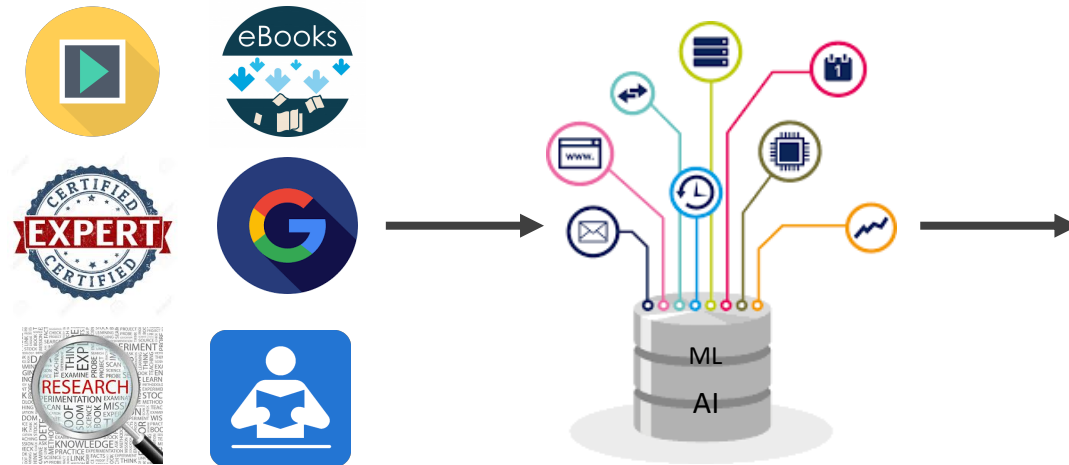
- Solve alone
- Every challenge is new
- No reliable information available
- Outcome mostly unknown



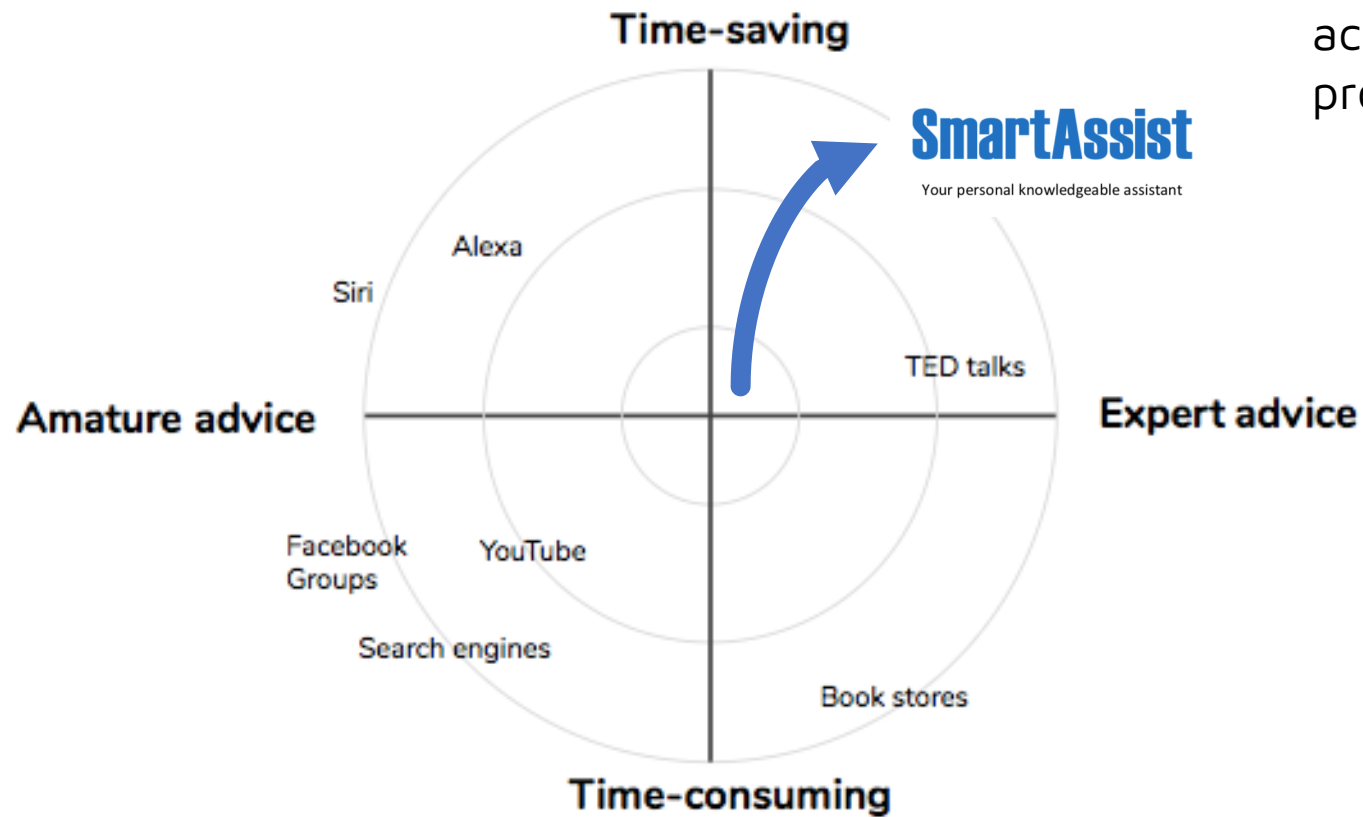
Future:

- Look at similar real-life challenges and their likely outcome
- Decide between alternatives based on reliable expert information

SmartAssist



Unique Selling Point



SmartAssist delivers fast accurate data to solve your problem

The difference we make for our customers

Business Owners/Entrepreneurs



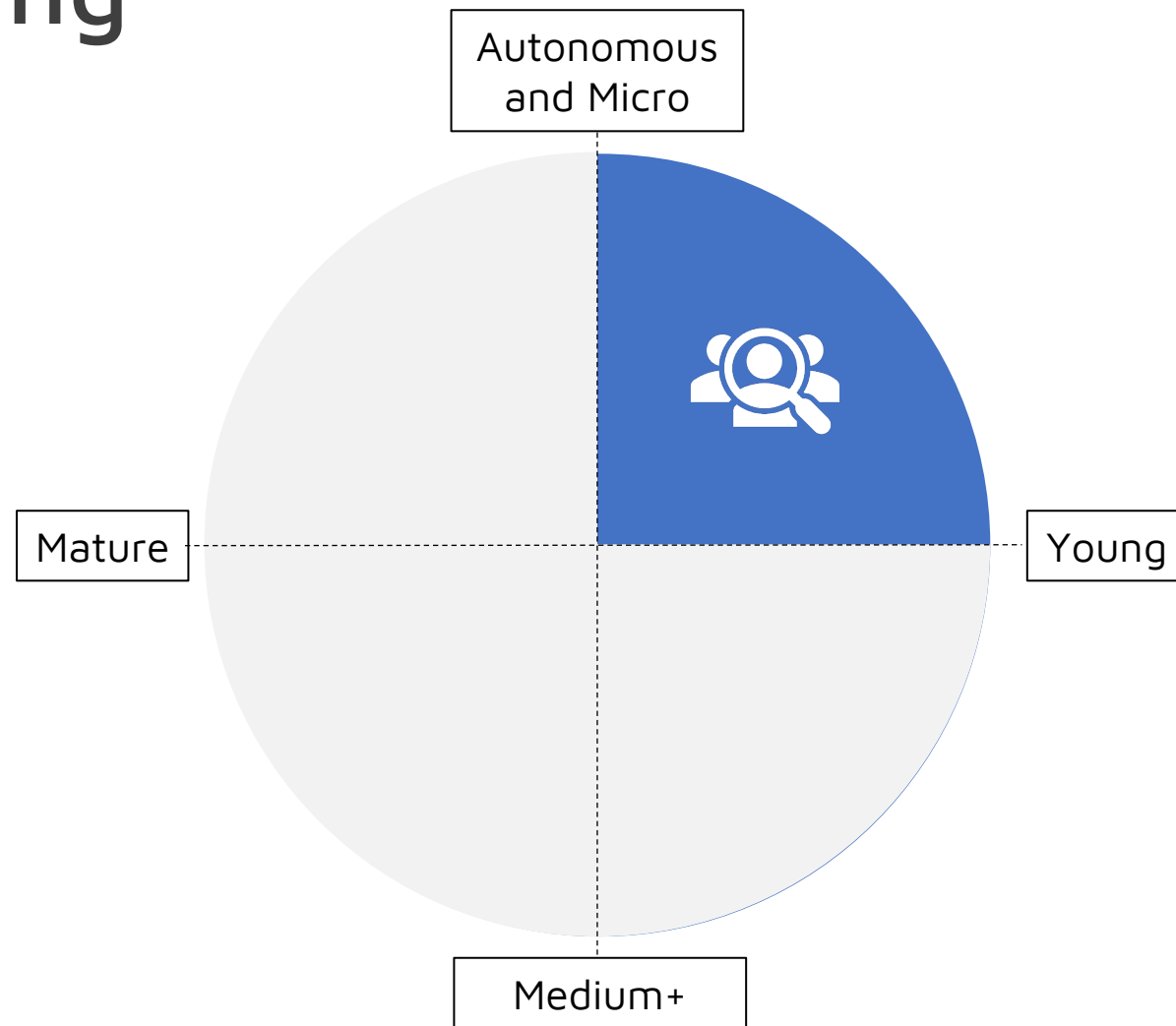
Gain additional business insights
Make sound decisions in short time
Understand decision tradeoffs

Independent Consultants

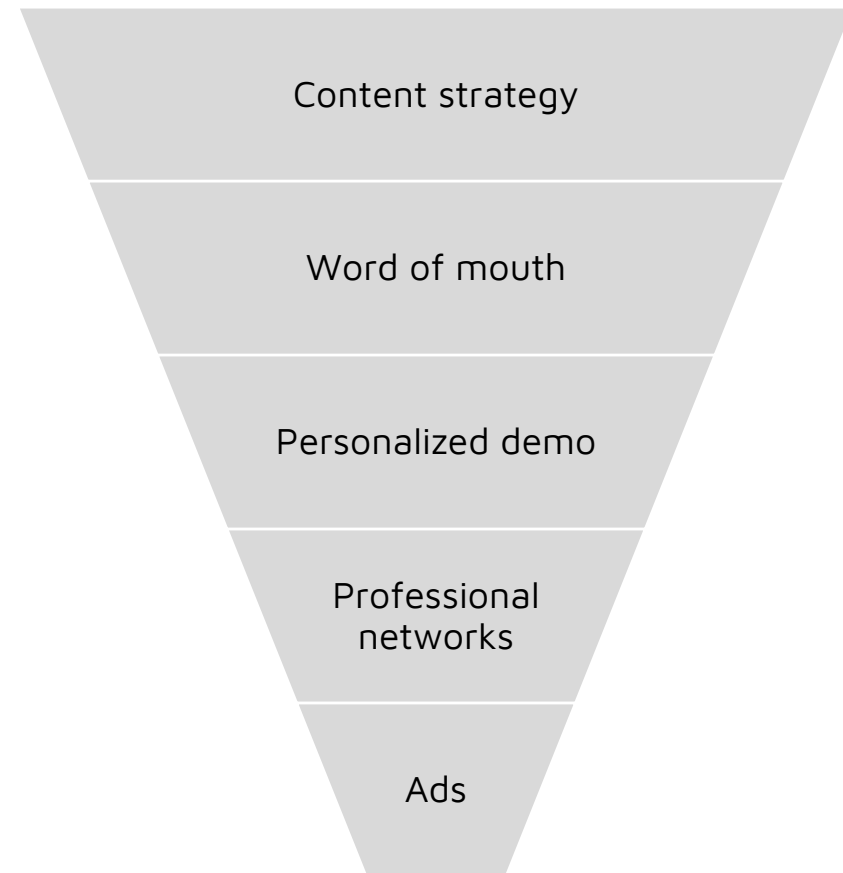
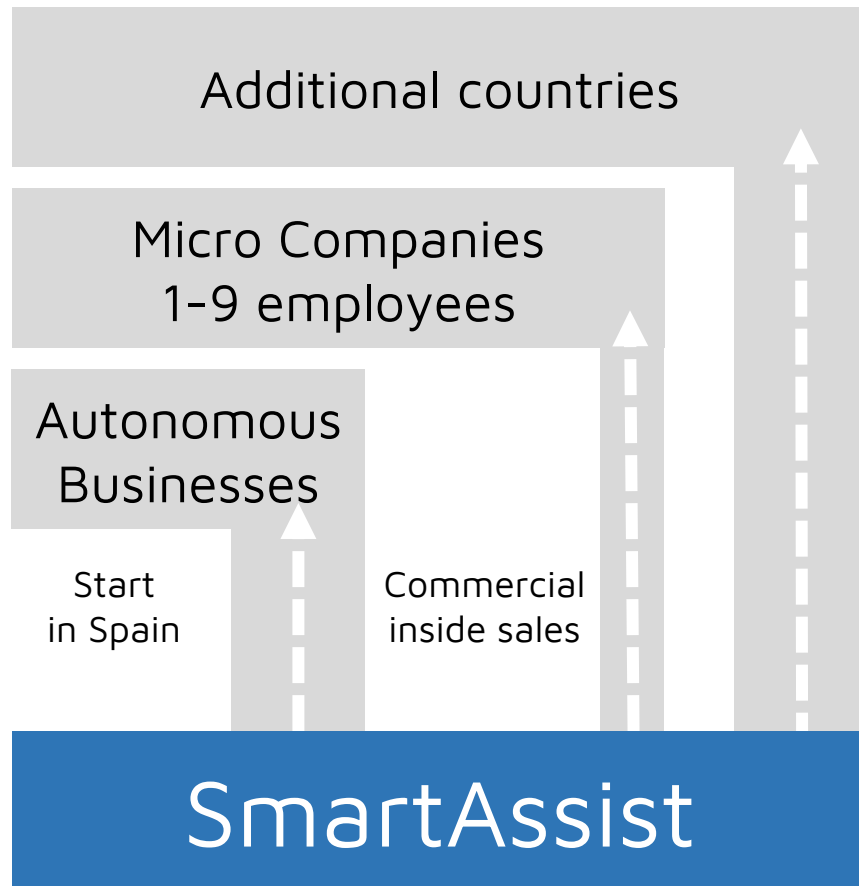


Expand consulting areas
Gain quicker insights
Have time for more clients

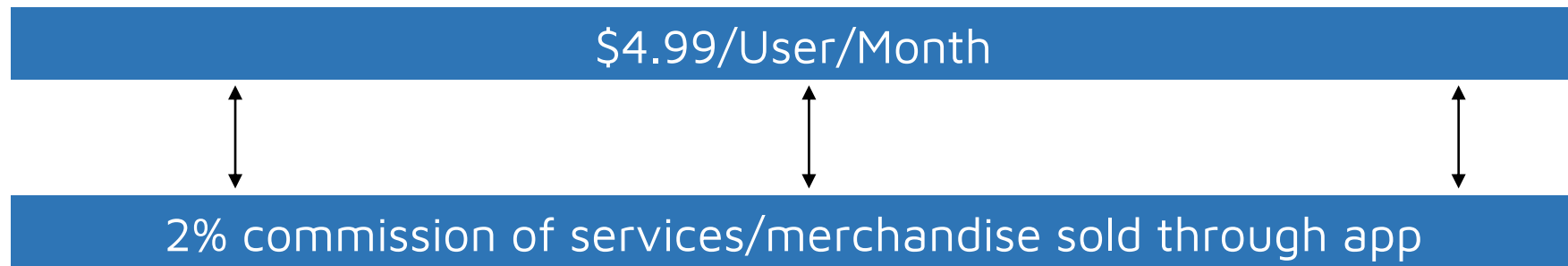
Targeting



GTM Strategy



Pricing and Packaging



Example (Spain):

Businesses: 2.88M

Autonomous: 1.55M (54%)

Micro Companies: 1.14M (39.6%)

TAM: $(1.55\text{M} + 1.14\text{M}) \times \$4.99 = \$13.42\text{M} / \text{month} \rightarrow \mathbf{\$161\text{M} / \text{year}}$

Why now?

DYNAMIC ENVIRONMENT

Environment that changes every day,
leads to more frequent important
decisions



AGE OF TECHNOLOGY

People feel more secure using
technology

EXPLAINABLE AND AUGMENTED AI

Understanding the reasoning of the
solutions can empower with
knowledge that assists in taking the
right action



DATA IS KING

Data can help match better people
with desired outcomes based on their
personality traits



GENERATION Y

Young people are used to digital
interactions

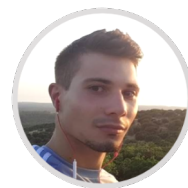
Group 7



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THANK YOU!

**SmartAssist gives you the answers to your challenges
and helps you advance to the next level**