

NeuraLoom

Solving “Uncanny Valley” for Large Tech Enterprises

The level of trust between the AI generated avatar and a human being

Problem

Today's AI generated avatars – looks creepy and won't sell

1 **BigTech -**

Fights every day for cost effective

company-to-consumer
“warm” and personal

experience

- Educate employees multi-nationally
- Onboard new employees
- Customer Care
- Advertise new and old products

2 **Film and Media production -**

25% of Today expenses is on
video and voice editing

- Make edits in post-production stages
- Voice-Over processing
- Multi-language and multi-culture support

3 **Retail & HORECA -**

Experiencing every day
tight competition for better
customer care to welcome
their guests

- Perform personal “warm” customer care services
- Customer support and multi-culture customer satisfaction

Solution

Neuraloom Digital Employees – Hollywood grade joyful and emotional

Our customer's demand – making **new “warm” experience (customer/employee)**

1 Personalization
of customer experience based
on language, culture and
individual habits

Large Tech Enterprises

HR on-boarding, assessment
Product Education, Soft Skills
Sales Associate
Customer Care
Customer Support

2 Cutting costs
on post-production and allows
edits “like in your Word
processor”

Film & Media
Production Companies

Video editing
Actor replacement
Voice generation
Post-production
Trailer generation
Media advertisement

3 Speedup production time
and release time lowering
errors, easing edits and
voice-overs

Retail & HORECA

Brand Representative
Customer Care
Restaurant Hostess
Billboards and displays

Product

API Technology Platform

BigTech: Amazon, Sony,
Samsung, SAP, Viewstream
B2B2C

Content Generation Marketplace

Shutterstock, Envato, Media
Productions, Creators, Startups
B2B

Mobile and Web Platform

Google Docs, Microsoft Office,
HORECA & Retail Consumers
B2B & B2C

Post-production and Assistants

- Assistant and employees
- Video editing and processing
- Voice and speech generation

Custom made API connectors for high bandwidth customers with extensive production needs who deliver NeuraLoom proprietary algorithms As-a-Service

Content generation

- Image & Video generation
- Voice and speech generation
- Human and objects generation

Mass market content production marketplace to be used by our customers for marketing and product development

Assistants for SMB

- Ready to use Assistants
- Customization of voice and emotions
- Branding and white-labeling

“Make your own Digital Employee”
Platform helping medium and small Companies to digitalize and integrate cost effective representative in their business processes



Lecturer, product\sales coach



Brand representative, host, customer care



Medical assistant, receptionist, telemedicine doctor



Flight attendant, air host, boarding personal

Current Pilots

Amazon

Production & localization partnership

Customer request: to implement multi-language and multi-cultural product coach.

Pilot: Course production for Amazon and integration to their partner's ecosystem with English, Spanish, Chinese, Japanese and 15+ languages.

Expectations: to cut production costs and increase number of courses.

Timeline: ☐ Verified technology. Ready to get board approval in next 2 month.



Sony

Technology partnership

Customer request: to buy technology or service for digital employees' production.

Pilot: API connector to provide access to NeuraLoom technology.

Expectations: Fast and cost-effective digital assistant' video processing.

Timeline: ☐ Verified technology. Test work assignment will be given next month. Board approval few month later.



Samsung

Technology partnership

Customer request: to implement digital assistant in Samsung mobile device ecosystem.

Pilot: Guideline assistant for mobile apps features and integration to other ecosystem mobile products.

Expectations: Reliable and cost-effective video production technology.

Timeline: ☐ Verified technology. Technology Roadmap of integration on mobile devices. Board approval in few months.



SAP

Production & localization partnership

Customer request: to increase language covering, make quick changes in courses.

Pilot: course translation and API integration to LMS solutions.

Expectations: Fast and cost-effective course production to increase number of courses and sales.

Timeline: ☐ Verified technology. Test work assignment will be given next month. Board approval few month later.



And more in pipeline: Microsoft, Netflix, MTS, Sber, PornHub, HADASSAH, Assuta

Why now

Today any conversational AI startup interacting with customers\employees need our technology

BigTech and Large Brands Trends:

- Building Brand Value**
AI sees the most significant adoption by marketers working in \$500M to \$1B companies, with conversational AI for customer service is the most dominant.
- Customer Engagement**
Top-performing companies are more than twice as likely to be using AI for marketing (28% vs. 12%) according to [Adobe's latest Digital Intelligence Briefing](#).
- Customer Experience**
Retailers are investing \$5.9B this year in AI-based marketing and customer service solutions to improve shoppers' buying experiences [according to IDC](#).
- Customer Care**
- Customer Security**
Financial Services marketers lead all other industries in AI application adoption, with [37% currently using them today](#).

Startups and BigTech adopting AI trends:

AI Sales Startups	AI HR/Education Startups	AI Media/AdTech Startups	AI in AR/VR Startups	AI Retail/Hospitality Startups	AI Security Startups
Chat Bots, Personal Assistants, in Store Experience, Omni-Channel Outreach	Hiring process, Assessment and pre-screening, Employee Training, Product/Service education	Audience targeting, Segmentation, Dynamic Content, Personalization, Translation, Voice-over,	Coaching, Education, Immersive Customer Experience, Gaming, Emotion recognition, Digital Sales	Customer Engagement, Customer care\support, Customer experience, Welcome services	KYC providers, DeepFake recognition, Fraud Analysis
Helping/Replacing: Sales Reps, Project Managers, Customer care	Helping/Replacing: Onboarding Specialist, Recruiter, Interviewer, Coach	Helping/Replacing: Actors, Artists, Content Creators, Video Editors	Helping/Replacing: Coaches and Professors, Post-Production, Editors	Helping/Replacing: Concierge, Hostess, Attendants, Representatives	Helping/Replacing: KYC Analyst, Cyber Security Specialist

Market size

AI Sales Startups	AI HR/Education Startups	AI Media/AdTech Startups	AI in AR/VR Startups	AI Retail/Hospitality Startups	AI Security Startups
\$1.3B	\$1.9B	\$2.2B	\$1.3B	\$14B	\$38B

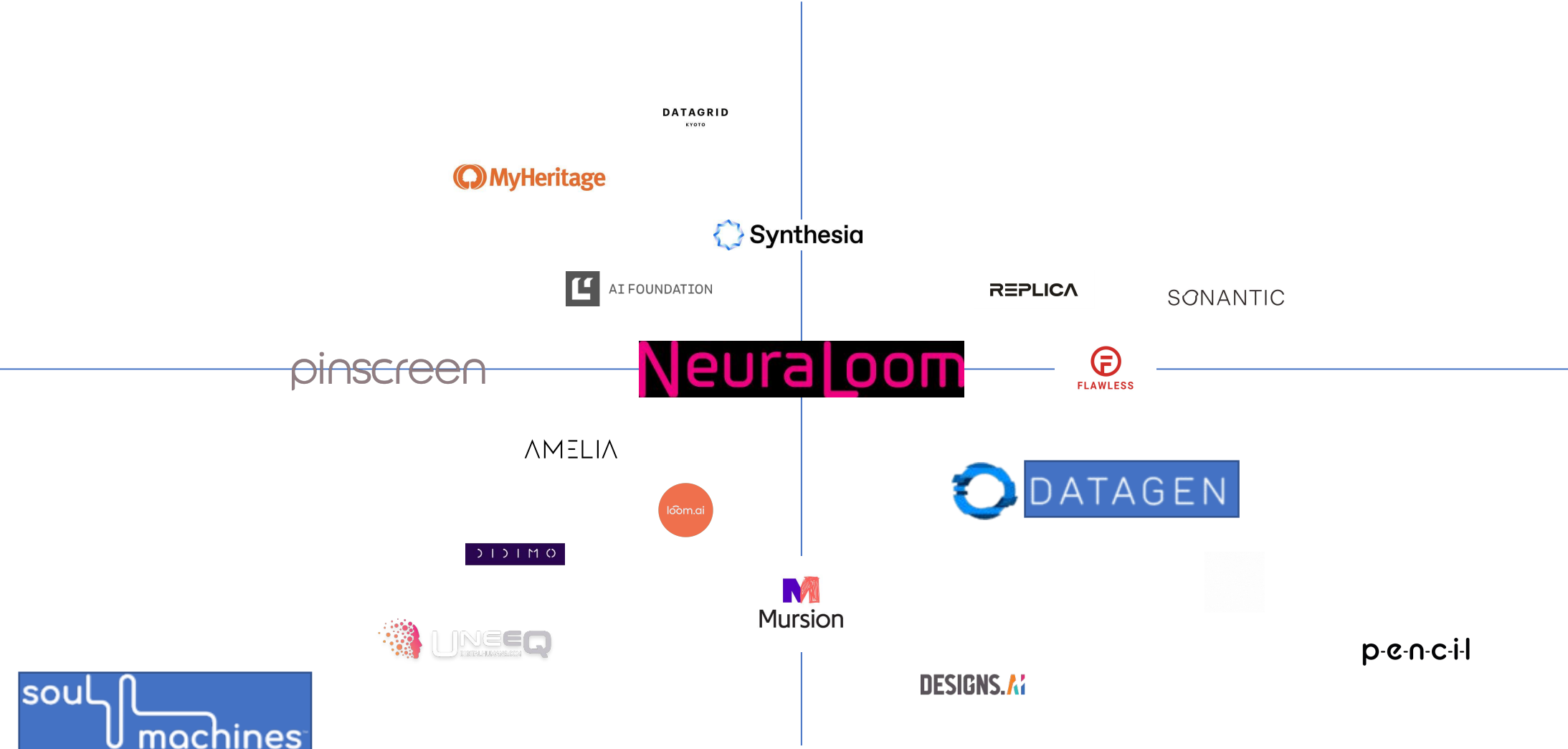
*Projected market size by 2025

The year-over-year growth rate is estimated at 30%

Competition

Real Video animated avatars

Film Actors replacement



3D Avatars

Content Generation

Secret Sauce

Proprietary technology

- Lip-sync
- Motion capture (actively moving actors)
- Voice generation
- Mimics
- Intonation
- Emotions (voice and facial)
- Gestures
- 4k video generation
- Hours of video processing through API

Focusing on Big Players and B2B2C service

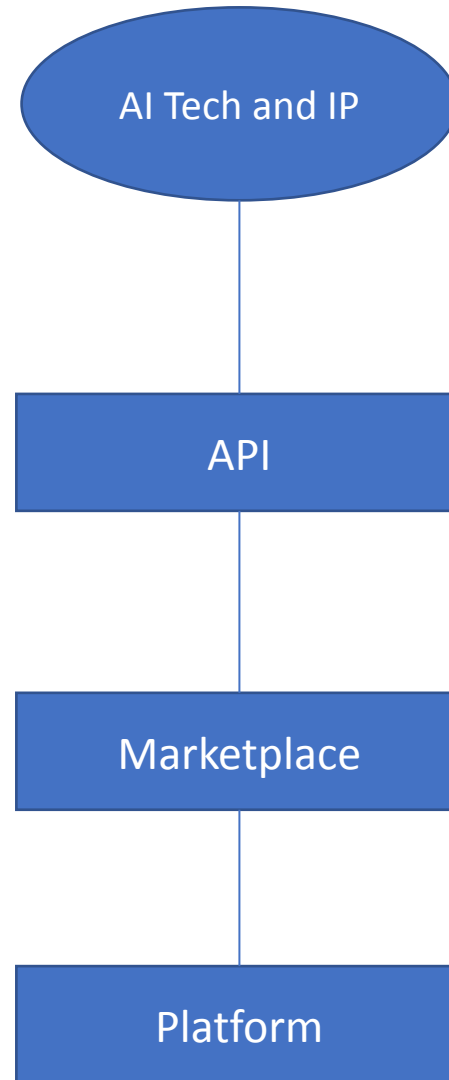
- API for large customers, pricing cents per minute
- Deep understanding their customer' needs

Open for mass market

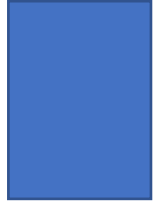
- AI Technology Platform for developers and content creators
- Easy AI adoption for Startups and small customers

□ Verified technology

- «Вы впереди по ... но надо улучшить ... и тогда мы дадим контракт на ...»
- «Самая точная мимика с актером в движении, вы близки к реализации в фильмах»
-



Team



Anton Nikonorov
CEO & Co-founder

Serial IT entrepreneur. Anton is a true evangelist of artificial intelligence and machine learning. Since 2015, when he left Sberbank Russia and started a private business he managed and implemented projects from VR up till blockchain. A few years ago, he decided to focus on AI/ML and founded laboratory of an artificial intelligence in the USA.



Serhii Hryhorash
Global Strategist & Co-founder

After starting his first business in 1998, Serhii went from being the head of Internet service provider to the owner and CEO of the first Ukraine SaaS credit history bureau. Until 2014, he provided risk scoring to 4 out of 5 borrowers in Ukraine



Serge Shilnov
Chief

Serge



Dr. Sergiy Malyshko
Chief Technical Officer

Sergiy is a real scientist, who was able to transfer the principles of scientific activity into business and successfully implement large IT projects as CTO. The author of more than 30 scientific and 50 popular scientific publications in the field of combinatorial optimization, object placement problems, construction of software decision support systems and information analytical ecosystems.



Vladimir Kudrin
Chief Product Officer & Co-founder

Business-analyst all of his life. Developed product-line for corporations like Sberbank Russia and MTS Bank Russia. Has more than five successful private businesses. Vladimir, is a big fun of the systematic methodological approach to solving business problems.

Financials

Pilot's stage

MRR	\$15,000
Burn rate	\$30,000
Team size	20
Sales to date	\$160,000

Agreement's stage

\$150,000
\$50,000
25
\$830,000

Closed pre-seed round

- [in](#) Sergey Solonin: \$100,000 by \$1M Company valuation
- [in](#) Starta Capital: \$20,000 by \$1M Company valuation
- [in](#) Serge Shilnov: \$100,000 by \$1M Company valuation

Programs and perks

- Nvidia inception program: \$100,000
- IBM : \$100,000
- Microsoft : \$100,000

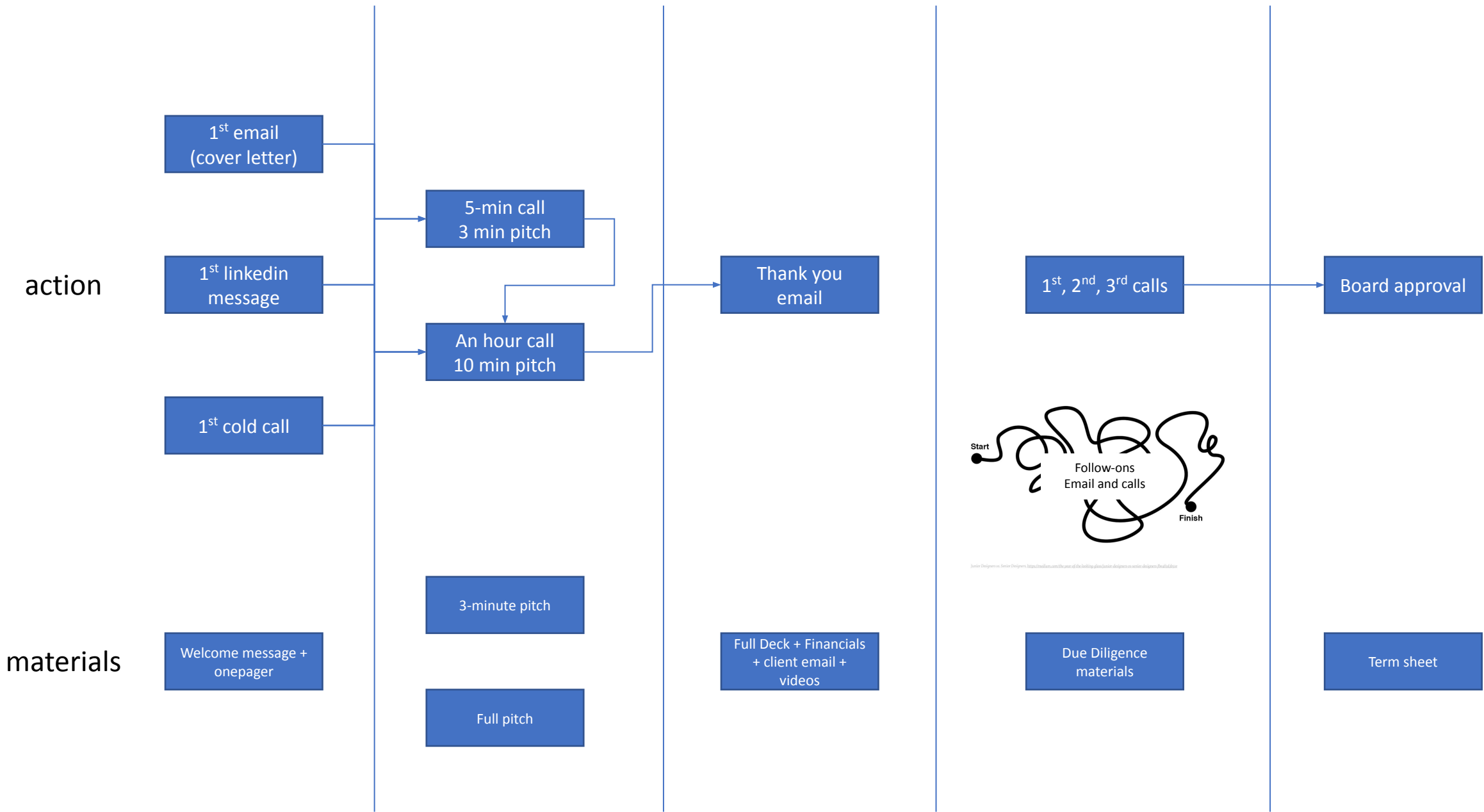
Open seed round

\$500,000 by \$9M Company valuation
In the terms of SAFE

Use of proceeds

- Closing pilots' agreements, Sales and BizDev
- Technology resources, servers and processing
- Marketing and product development

Real Video animated avatars



1st email
(cover letter)

Hey Mike!

I wanted to reach you out as you are in AI market and have a great experience and network of opinion leaders and experts on this field.

We currently working very close with the Big Brands in the US to provide very joyful, emotional AI digital assistants and looks like our technology passed their required internal verifications and we may have few contracts in the next few month.

Would you be available for a quick phone call this week to discuss possible opportunities?

PS: Please find attached Pitch deck one pager

About NeuraLoom

Technology Company to work with Big Brands to sell their proprietary IP As-a-Service. The team of Scientists and proven Business Developers and Entrepreneurs has created close to “Hollywood” technology of digital human and provide one of the hottest solution on the market of joyful, real-life AI assistants for sales, customer care and concierge.

Today’s Company customers on PoC stage are Amazon, Samsung, Sony, SAP and Viewstream where technology passed all required internal verifications and ready to be adopted in Enterprise ecosystems.

One of the Amazon demo you can find on link

Spanish: https://youtu.be/vAYIVseSb_A

English: <https://youtu.be/BTg7yA1G3s>

One of the SAP demo video on the link

English: <https://youtu.be/stOGFisBaBc>

Spanish: <https://youtu.be/PHX30HX93IY>

Приложить onepager

Месседж – минимум воды и слов, что мы «разрабатываем», «работаем над», «хотим». Деловой стиль, эмоция «мы тут кое-что сделали и нас услышал бренды, но мы маленькие в США и нам нужны умные деньги и партнеры, которые нас дальше поведут по рынку»

1st linkedin
message

fgddfgdf

1st cold call

fgddfgdf

3-minute pitch

fgddfgdf

Full pitch

Member's intro, weather etc..

The NeuraLoom is a very early-stage startup which developing proprietary technology and offer it as a service to enterprise customers.

What really making us different from the market we solving Today' biggest problem - Uncanny Valley. It means we are making connection between big brand and their customers less creepy and more selling.

You probably noticed when you watch AI avatars – nah, they won't sell their products. We heading to real "warm" communication with customer of our customers. Joyful, emotional, dynamic AI brand representatives.

Месседж - мы впереди рынка, для нас 50/50 технология/продажи

So, the way how we see today's market problem:

Big brands hunger to create close brand-to-consumer connection during pre and post sale

Film and media creators want to release their products faster and cheaper

And retail as a biggest market in the world struggle to find more ways how to welcome their guest and do customer care

The reason they hunger for the technology - to create better customer loyalty

Cheaper, faster assistants who never sleep

That's why they know that AI is an ultimate solution here right now

Месседж: сегменты рынка, на который мы фокусируемся. Нагнетание потребности рынка

So, the solution here is straight-forward

To help our customer unload their personnel in the: sales, customer care and support, product education, concierge and so on

From the technical side we provide our technology IP to our enterprise customer so they can easily integrate it to their ecosystems

Месседж: очень, очень простое решение. Просто объясняется - просто продается. Мы очень хорошо понимаем наш продукт и как он подходит нашему клиенту

Here is how the product looks like

We have API technology platform - for deep integration to Enterprise ecosystems whether it mobile, cloud or desktop

Marketplace - for small and medium corporations who need just portion of AI technology with basic subscription model

And retail platform – for anyone who want to start using AI assistants from the box

In other words – we creating technology for Enterprise customers, but any small and medium business can use part of it, moreover any other AI developers can sell their technology on our platform making our platform as a technology hub.

Our current pilots is a large Enterprise customers. Most of them approach us directly after few of our publications.

There is two great opportunities to work with them: as a direct client, and as a technology partner

As a direct client, Amazon and SAP request is to provide high quality AI educator and a technology that will cost production and edit costs. They spend a lot of time and energy to launch courses and more time to make edits in next few years.

As a technology partner, Sony and Samsung request is to make deep integration into Enterprise ecosystem including all their partners to create the line of digital assistants for customer care and support and in sales and concierge.

For last few month we made our alpha version of AI assistant and right now we getting customer' feedback with very positive and "warm" words. Which indicate that we already far ahead of the market and we expect to sign first pilot agreement in the next few month.

And yes, we'll provide all materials and customer feedback in the emails.

Let's ask why question

As you know AI market is on technology adoption stage

That mean market demand for next few years will be for tools providers. And that's why we work with Enterprise and Startups customers.

Our go-to-market strategy is to integrate our technology as deep as possible with long-term strategy to startups and enterprise customers.

And the market size is growing over the year on 30% in next 3 years

Our Today' competitors are divided between 3D and video processing whether we making great combination of "Hollywood" technics and approaches to process video and that distance us from others and making our avatars more real and more selling.

And our secret sauce in technology itself + selling and marketing approach to work with big brands and startups.

I want to share our vision of how we see our company roadmap for this year. Most challenging obviously because in next few month we should get approval on one of the our customers and sign agreements.

Thank you
email

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