

CHATTER THE CHATBOT

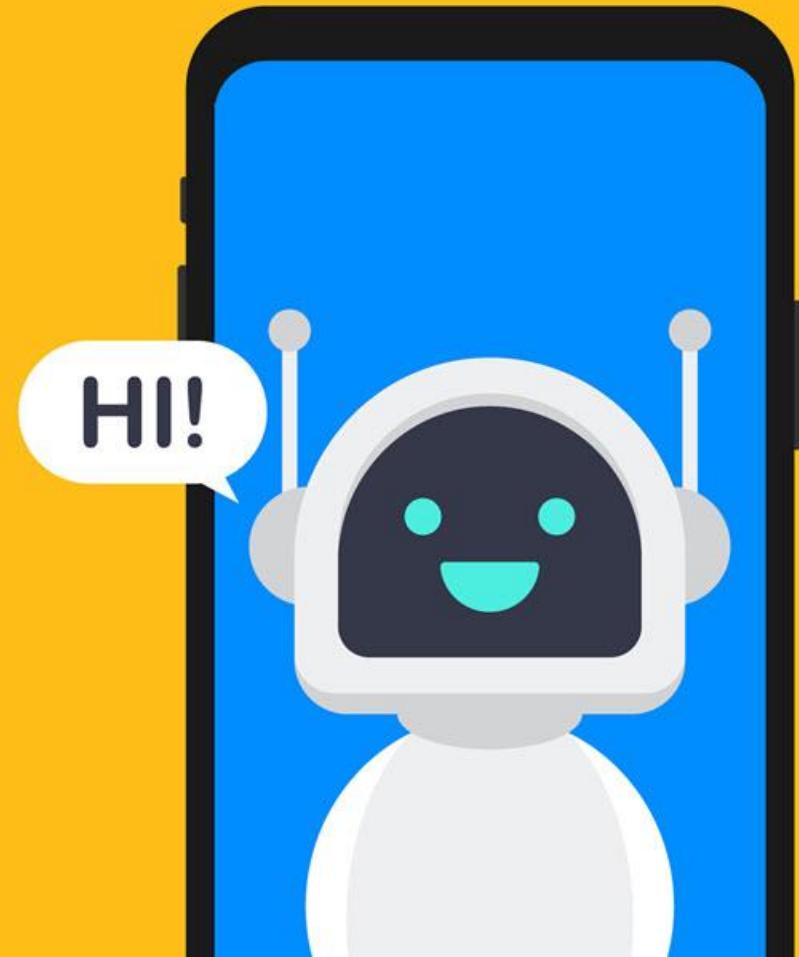


What is a chatbot?



CHATBOTS

A chatbot is a program or piece of software that automatically responds to messages sent over a website chatbox, email, social media messaging app, or text



INTRODUCTION

The Company

A Website that provides customized chatbot systems which offer cutting edge services and solutions. A chatbot is a computer program that can be used to simulate conversation or a chat with a user through messaging applications or voice commands.

The Facts

1. Chatbots are available 24/7
2. Chatbots are good in handling customers
3. Chatbots help save money
4. Chatbots provide customer satisfaction
5. Chatbots help you avoid repetitive work

The Progress

We have already begun with our website and are currently working on our chatbots which is coded from scratch using html. The website is a platform for illustrating our services and for business as well.





THE PROBLEM

A Crucial step towards success.

THE PROBLEM

- ▶ Increase in data in the Industries

The global big data and business analytics market was valued at 169 billion U.S. dollars in 2018 and is expected to grow to 274 billion U.S. dollars in 2022. As of November 2018, 45 percent of professionals in the market research industry, thus with so much date requires accuracy and efficient results.

- ▶ Growth of complexity In Business

Complexity is the “silent killer” of growth, creeping in unnoticed as companies expand into new geographies and lines of business. Layers, ranks and titles build up, and the connection to the front line is severed. Instead of keeping up with customers, management spends most of its time on process.

- ▶ Poor Conversation rate

A conversion is when a web visitor completes a desired action, and the conversion rate is the percentage of total web visitors who took that action. One common reason for a low conversion rate is that people don't like what they see when they land on your site or, even worse, they can't find the information they need.

THE PROBLEM

- ▶ **Weak Customer Engagement**

Customer engagement is the ongoing interactions between company and customer, offered by the company, chosen by the customer. It is measured by Purchase frequency(PF), Average order value(AOV), Repeat purchase rate(RPR) and the more engaged your customers are, the more emotionally invested they are in your brand.

- ▶ **Availability**

It has the capacity to prevent outages and failures; or if an infrastructure is able to operate its most important functions without interruptions or problems, an enterprise can achieve continuity. If a business aims to achieve a competitive advantage, a high level of availability is essential.

- ▶ **Inaccuracy and inefficient**

Accuracy and efficiency are important aspects of any data processing projects or business and when errors occur due to inefficiency it can turn out to be a huge setback.

WHY CHATBOTS?



1. Chatbots please your customers

Chatbots can provide a smooth experience to customers, so they seem to be a favorite with a great number of people: According to an online survey, 44 percent of U.S. consumers prefer chatbots to humans when it comes to customer relations. This means businesses can excite their customers when adopting a new chatbot.

3. Chatbots work 24/7

Most businesses would like to service their customers constantly, but that's often not possible due to lack of personnel or resources.

2. Chatbots can collect data and help you engage customers

Chatbots collect customer information like name, profession, and contact details to create customer profiles. They can also learn what customers ask for, their product preferences and more.

4. Chatbots help cut down on operational costs

Every year, around 265 billion customer support requests are made, costing businesses a whopping \$1.3 trillion to service. These costs can be significantly reduced with the help of AI chatbots. Implementing chatbots can help businesses to save up to 30 percent.

WHY CHATBOTS?

5. Chatbots improve with consistent evaluation and optimization.

Chatbots require continuous evaluation and optimization. Chatbot performance must be tracked based on relevant areas like user experience, linguistic capabilities, and usability. This will mean that they “learn” to adapt to user needs and constantly offer better experience.

7. Chatbots help you showcase new products and services.

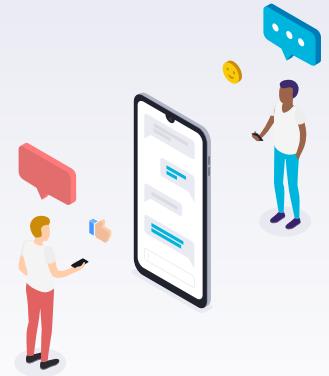
Chatbots provide a useful platform for broadcasting product updates (and even company updates), reaching potentially massive audiences. They maintain consistent and friendly customer contact, eliminating customer frustration from cold calls or continuous emails.

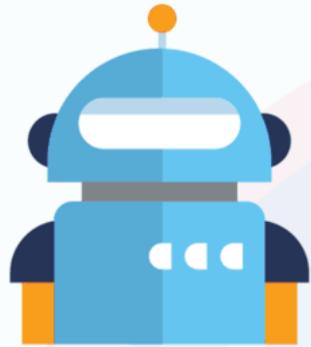
6. Chatbots could change the nature of marketing.

Business is all about reaching relevant audiences. But conventional routes make it difficult to analyze and predict customer interests and preferences. Chatbots have the means to change the nature of marketing endeavors and form customer service strategies.

8. Chatbots offer progressive avenues for marketing and sales.

Well-developed chatbots, like the ones made by [Acquire](#), can close sales through robust marketing. For example *Improved customer engagement, Marketing funnel guidance, Relevant notifications, Broadened reach, Heightened brand value*





WHY BUSINESSES SHOULD CONSIDER CHATBOTS



The global Chatbot market is expected to grow exponentially between 2016-2023.

(Credence Research)



85% of customer interactions will be managed without a human by 2020.

(Gartner)



32% of executives say voice recognition is the most widely used AI technology in their business.

(Narrative Science)



6 billion connected devices will proactively ask for support by 2018.

(Gartner)



44% of executives believe artificial intelligence's most important benefit is "automated communications that provide data that can be used to make decisions."

(Narrative Science)



By the end of 2018, "customer digital assistants" will recognize customers by face and voice across channels and partners.

(Gartner)



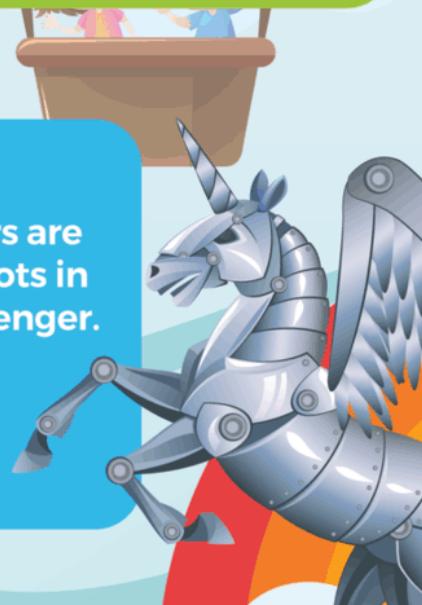
40% of mobile interactions will be managed by smart agents by 2020.

(Gartner)



10k+ developers are building chatbots in Facebook Messenger.

(Facebook)





THE CUSTOMERS

The customer is always right.

CUSTOMERS SEGMENTS

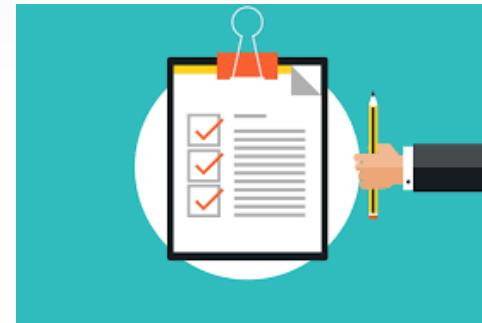
1. Wandering Customer
2. Need -Based Customer
3. Impulsive Shopper
4. Knowledge seeker
5. Millennials
6. Internet Users
7. Business Owner
8. Industry Executive's



OUR SURVEY



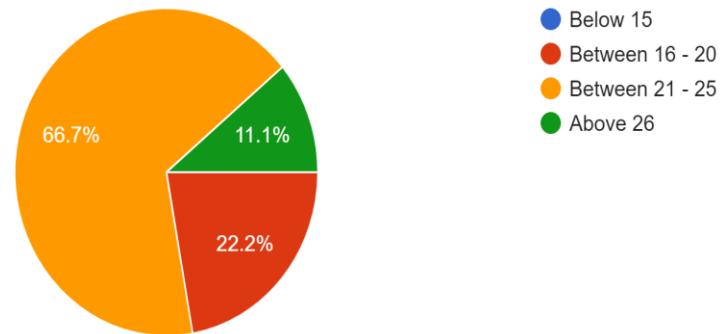
- ▶ We have taken a survey in our university with faculties, classmates, our friends and family and also have uploaded in our social media about there interests in chatbot and what they think about the idea.
- ▶ We have received around 25 responses and created a statics with the data we were provided with, which is followed up by data analytics taken from google about chatbot surveys that has taken previously with even a larger database.
- ▶ This is the link - <https://forms.gle/d6bNfoKTezwwTTD38>



Check it out!

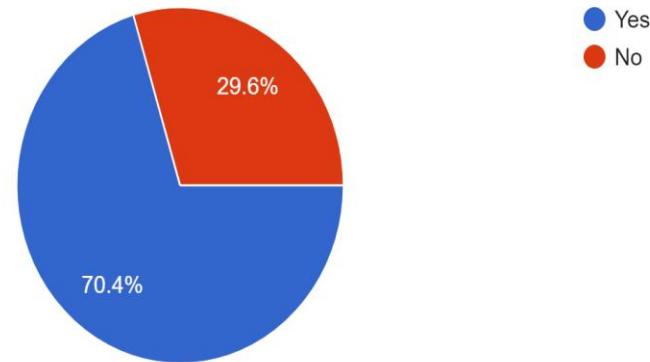
Age

27 responses



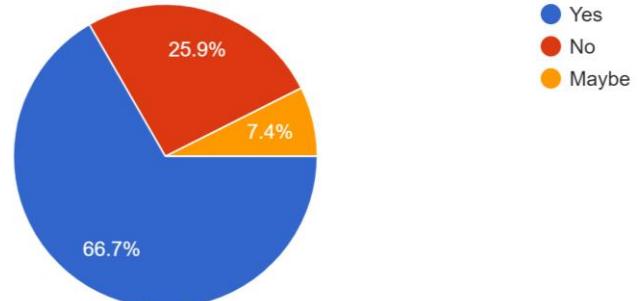
Have you ever Chatted with a chatbot?

27 responses



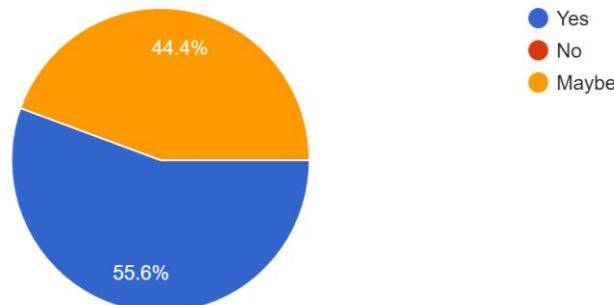
Do you know what is a chatbot?

27 responses



Do you think Chatbots are effective, in making a difference in a business or an Industry?

27 responses



What do you like about Chatbot?

27 responses

Everything

Simple interface and easy to use features.

When the customer buys a product on online platform ,you have some queries about software support like that so that time chatbot will be more useful to the customer and customer can clarify all the queries about the product within a seconds.

Scaling Personality And Engagement

Friendly user

It responds fast

Everything

Fast and simple

Instant replies

Sry Im new for this. No comments

fast and convenient

EASY TO USE AND VERY HELPFUL

Interactiveness

Its Quick Response

For raising complaints chat bots are effective

What about the bot could be improved?

27 responses

Keep Feeding Chatbots With New Information.

The manufacturer of AI based chatbot should be increased

Make Chatbots More Empathetic

Theme

More details to be given rather than automated messages

Nothing ..I liked every options it has.

Yes

More accuracy

Most chatbots do not understand Indian English grammar syntax.

Keep Feeding Chatbots With New Information.

The manufacturer of AI based chatbot should be increased

Make Chatbots More Empathetic

Theme

More details to be given rather than automated messages

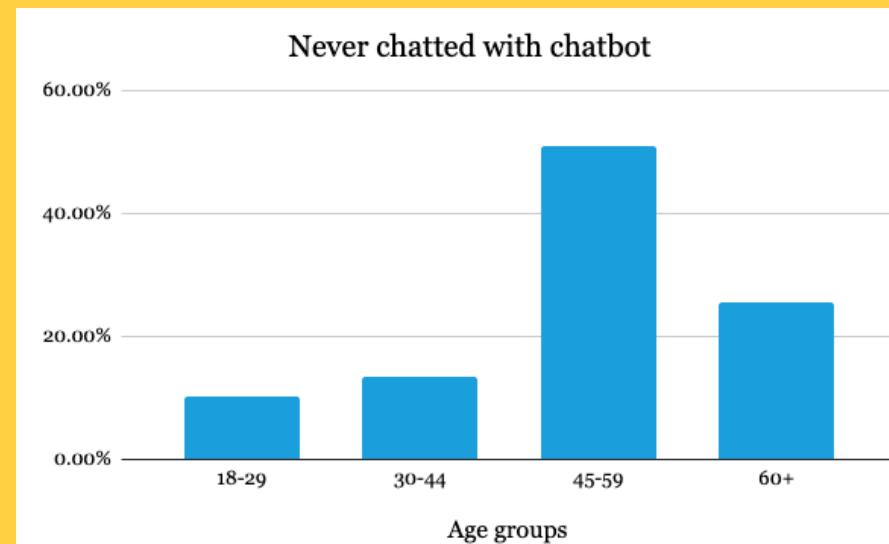
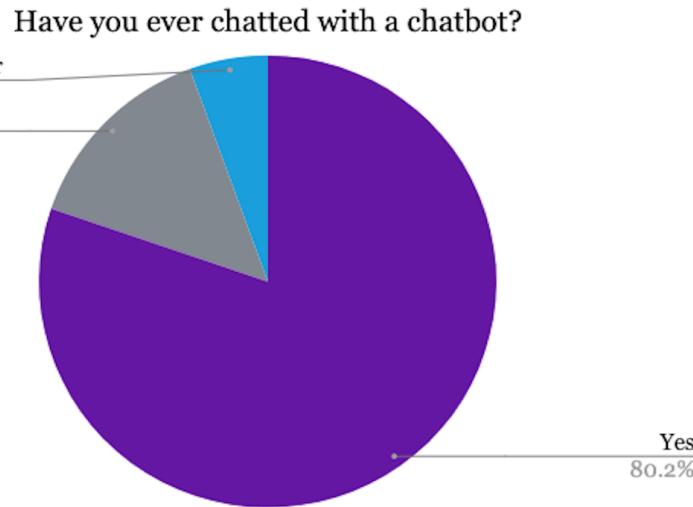
Nothing ..I liked every options it has.

Yes

More accuracy

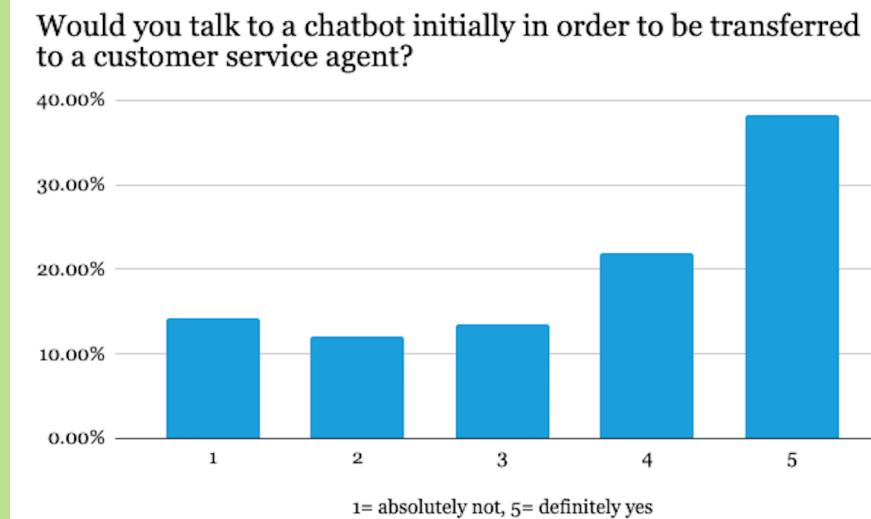
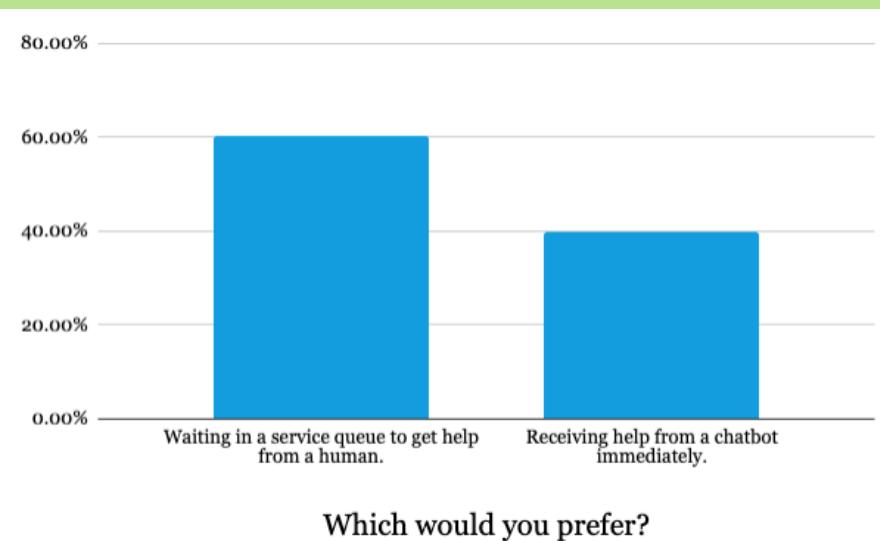
1. 80% of respondents have interacted with a chatbot before.

- ✓ Out of 415 respondents, 333 answered "yes" when asked if they had ever chatted with a chatbot before. Just over 75% of those who responded that they'd never chatted with a chatbot are over the age of 45.
- ✓ This didn't come as a great surprise since other studies have shown that younger generations are more open to using new technology. Chances are high that Gen Z and Millennials are willing and likely to try out your chatbot.



2. Most respondents prefer waiting for an agent, but are open to chatting with a chatbot first

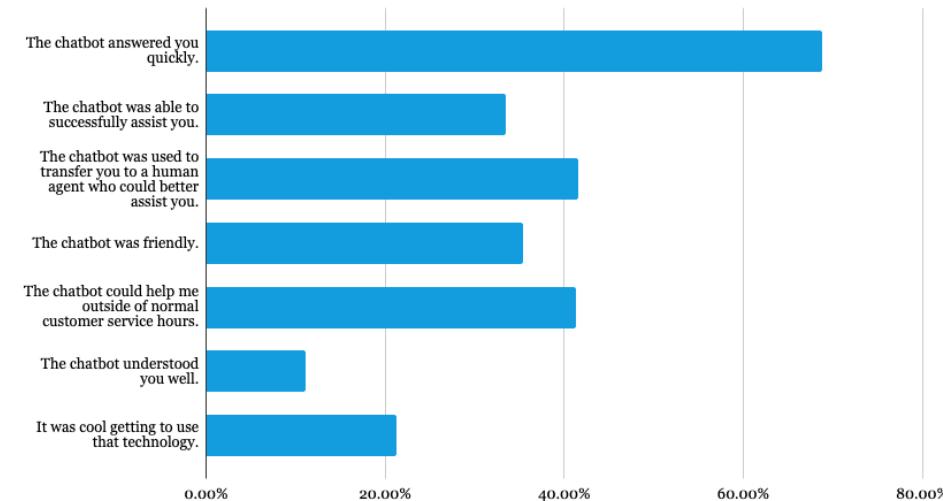
- ✓ At least 60% of respondents answered that they would prefer to wait in a queue to talk to a human agent.
- ✓ However, if given the option, more than half of respondents also said that they would be willing to talk to a chatbot initially in order to be transferred to an agent.



3. Respondents like how quickly chatbots respond

- ✓ When asked to choose the most positive aspects of chatting with a chatbot, this was the most popular answer out of all the options at 68%.
- ✓ Respondents also appreciate that chatbots can help outside of service hours and forward messages to an agent.

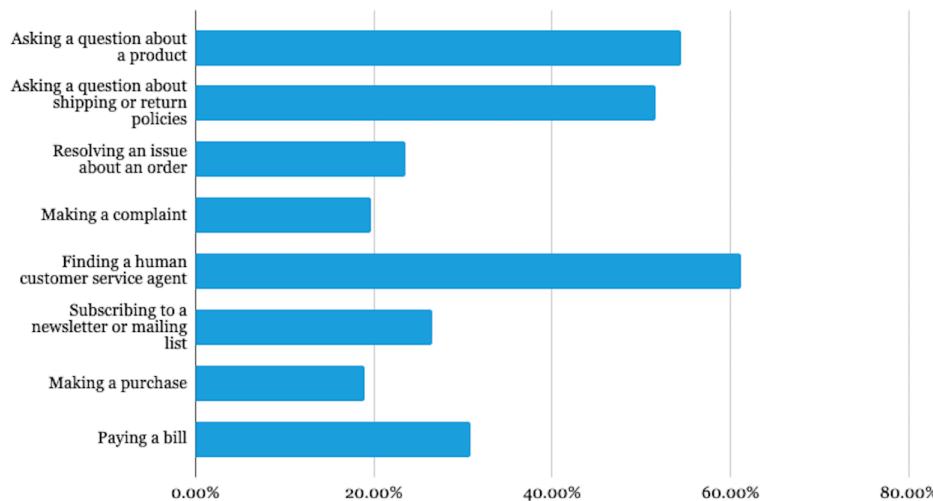
If you've chatted with a chatbot, what were some positive aspects? (Choose all that apply)



4. Respondents trust chatbots with basic requests

- ✓ Respondents are willing to chat with a bot for simple inquiries (product specifications, order status, shipping policies). So, How much do people trust chatbots?
- ✓ At least 54% of respondents would use a chatbot to ask about a product and 30% would use it to pay a bill.

What do you think you'd personally use a chatbot for? (Choose all that apply)





THE SOLUTION

Even the hardest puzzles, have a solution.

THE SOLUTION



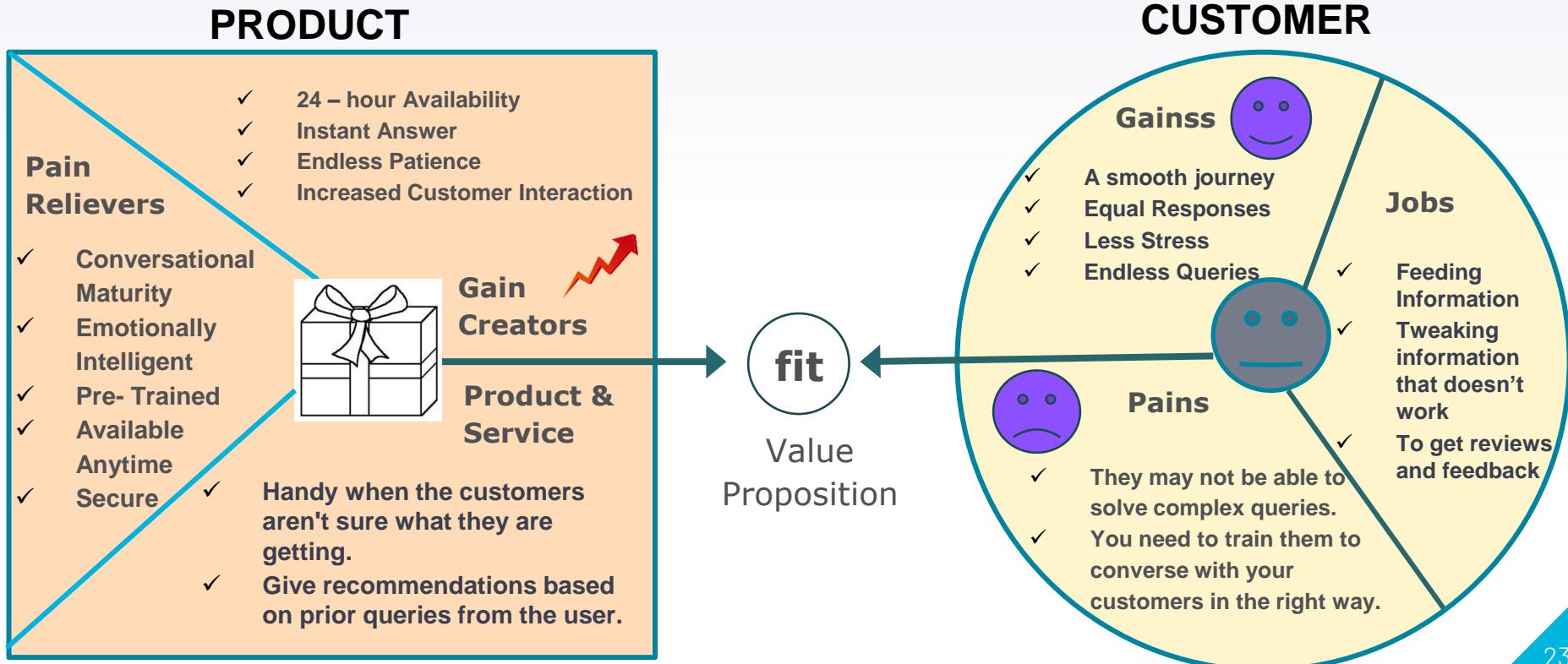
- ▶ **Save Time & Money:** By automating conversations that would otherwise require an employee to answer, organizations save time and money that can then be allocated to other work.
- ▶ **Generate Leads and Revenue:** Chatbots use machine learning and direct messages to gather information necessary to provide effective support. Asking users why they're visiting your page, for example, is one popular question that is likely asked in every customer engagement. Automating this initial interaction allows users to share the information needed for the agent to better serve them without requiring a human to ask for it.
- ▶ **Offering utility value:** Provide customers with purchase-related information and alerts to build an opted-in audience on conversational channels, such as SMS and Messenger. This audience can then be used for engagement and upsell efforts, so the larger it is, the better.

THE SOLUTION



- ▶ **Put Data at the Center:** AI-driven chatbots must serve multiple channels of interaction across a broad range of services and the limiting factor to this is data. Data enables a highly accurate contextual understanding of the customer and what he or she needs. Forrester research suggests that major companies such as Nike and Target are moving away from email as a channel for customer service needs in favor of real-time communications, including chatbots.
- ▶ **Think Outside the Chatbot Box:** Chatbots aren't just notification tools – they're a brand's automated assistant. Naturally, they need to have a broad range of capabilities, from pre-purchase assistance to post-purchase customer care. Make sure to include other functions such as marketing, upselling and offering value-added services to the customer that create the differentiation your brand needs to thrive.

Value Proposition Canvas - CHATTER



VALUE PROPOSITION

- ▶ Improved user satisfaction
- ▶ Increased user engagement and sales
- ▶ Better lead generation
- ▶ Handling capacity and customer support cost savings
- ▶ Internal knowledge sharing and faster onboarding
- ▶ Proactive customer interaction
- ▶ Lead generation for new customers
- ▶ Analytics and customer insights
- ▶ Easier approach to global markets
- ▶ Cost effective
- ▶ Alternate sales channel
- ▶ Improved user and client satisfaction
- ▶ Increased user, client, and potential customer engagement





THE PROTOTYPE

Our Product's Progress

[HOME](#)
[ABOUT](#)
[PROJECTS](#)
[SERVICES](#)
[THE TEAM](#)
[CLIENTS](#)
[CONTACT](#)



SERVICES



BRANDING

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well



CREATIVE

Creativity doesn't wait for that perfect moment. It fashions its own perfect moments out of ordinary ones



CONTENT

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.



Let's Chat!

Ask us any question.

⚡ We'll reply as soon as we can

Powered by **Ascend** BY WIX

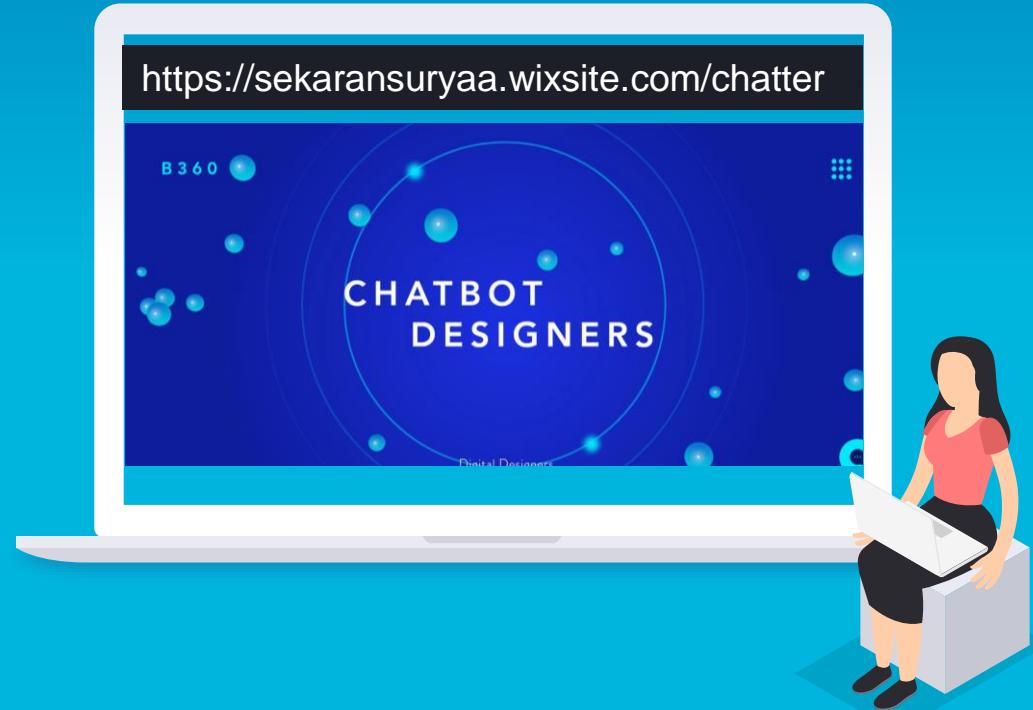


Type your message...



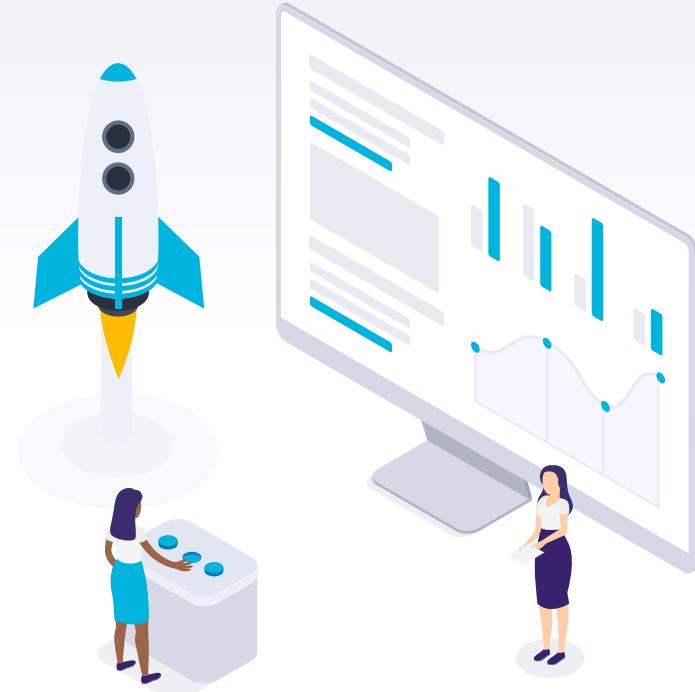
THE WEBSITE

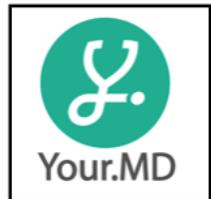
You can access the website of our services from the link provided.



COMPETITION ANALYSIS

The chatbot platform can be used in multiple fields, below listed are a few examples



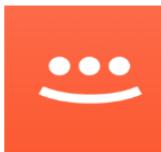


	Your.MD	Sensely	Buoy Health	Infermedica	Florence
Funds raised	\$17.3 MM	\$11.8 MM	\$9 MM	\$5 MM	Unspecified
Year founded	2012	2013	2014	2012	2016
HQ location	London, UK	San Fran., CA	Boston, USA	Wroclaw, POL	Dortmund, DEU
Staff size	49	20	23	26	Unspecified
Target user	Patient, Clinician	Patient, Clinician	Patient	Patient, Clinician	Patient
Types of data processed	Chat (text)	Chat (text), image, video	Chat (text)	Chat (text), image, video	Chat (text)
Est. current users	Unspecified	Unspecified	Unspecified	Unspecified	2,000+?

CHATBOT FOR HEALTHCARE

Data collected from Crunchbase and LinkedIn, March 2018

CHATBOT FOR RESTAURENTS



	Allset	Conversable	Guestfriend	Gupshup	Punchh, Inc.
Funds raised	\$8.4 million	\$6.85 million	\$5 million	\$44.1 million	\$33.5 million
Year founded	2015	2014	2017	2005	2010
HQ location	San Francisco, CA	Austin, TX	New York, NY	San Francisco, CA	Mountain View, CA
Staff size	57	35	7	136	136
Target user	Restaurant owners and execs	Enterprises, business owners	Restaurant owners	Entrepreneurs, small businesses	Restaurant owners, CMOs, CDOs, CIOs
Types of data processed	Text	Text, voice	Text	Text	Text, voice

CHATBOT FOR TRAVEL AND TOURISM

	 Hipmunk		 SnapTravel	 HelloGbye	 PANA
	Hipmunk	Mezi	SnapTravel	HelloGbye	Pana
Funds Raised	\$55,2 M	\$11.8 M	\$9.2 M	\$4.6 M	\$1.5 M ?**
Year Founded	2010	2015	2016	2012	2015
HQ	San Francisco	Sunnyvale, CA	Toronto, San Francisco	Austin, TX	Denver, CO
Staff Size	53	11-50	11-50	6-10	11-50
Target User	Prospective travelers, business professionals	Prospective travelers, business professionals, and travel agencies	Prospective travelers	Prospective travelers, business professionals	Business professionals
Data Processed	Chat (text)	Chat (text), images	Chat (text)	Chat (text), voice (audio), images	Chat (text)

UNIQUE BENEFITS



- ▶ Undoubtedly, Chatbots are highly beneficial, no matter what the business type is. But, there are a few industries, which are more possibly to be revolutionized from AI, which include:
- **Online marketing & e-commerce:** One of the most common spaces where you will come across different types of chatbots is certainly “ecommerce.” A recent report showed that *Nitro Café* increased its sales by 20% after implementing a chatbot. It was exclusively designed to help customers to order easily and make direct payments safely.
- **Healthcare or hospitals:** From sending medical details to booking appointments and refiling prescriptions, the benefits of chatbots for the healthcare industry are abundant. What's more beneficial is that chatbots provide medical assistance to patients. For example, reminding patients to take medicines and monitoring their health periodically.

UNIQUE BENEFITS



- **Real Estate:** The moment a customer visits a real estate website, he or she has unique requirements. Since it is properties and infrastructure, the requirements vary. Rather than having online forms or other offline ways to collect data, chatbots can interact with visitors directly and ask some questions (pre-defined) so that you can get to know what exactly the customer is looking for.
- **Banking & financial sector:** Chatbots are revolutionizing the way finance & banking industry works. Given the transactional nature of banks, Chatbots are a perfect addition to banks and financial institutions, which are inclined towards digital interactions.
- **HR & Recruiting:** Chatbots can automate each stage of the recruiting process. It can search for candidates, evaluate their skills, and can tell you if they are truly qualified for a particular job posting. They can serve as advisors here.

UNIQUE BENEFITS

How do we differ from other companies ?

1. Well, these companies are dedicated to a sector in the industry, but we are committed to every sector in the industry field.
2. Our customized Chabot's is major turn over compared to other companies, we are focused to get on getting accurate and efficient results.
3. We would always keep feeding our chatbot with information, thus improving overall data of our clients services.
4. We take our feedbacks and our survey data seriously, and also provide solutions to companies for better customer engagement.
5. With our company, you can trust your data of the company will be secured and updated according to your services



BUSINESS MODEL



Business Model Canvas IDEA: CHATTER

Author: Suryaa, Abhiram
and Racheal

On: 21/08/2020

Iteration: #1

Key Partners  1. Increase in data 2. Customer Engagement 3. Growing complexity of business problems 4. Poor Conversation rate. 5. Inaccuracy and inefficiency	Key Activities  1. AI Chatbots 2. 24/7 availability 3. Large storage of company data 4. Personalized to any sector of work	Value Proposition  <ul style="list-style-type: none"> With chatbots, hitting potential customers is easy by offering required information irrespective of the day or time. Bots are less prone to errors, hence, the better customer experience can help to establish a better brand. 	Customer Relationships  1. Personalized chatbot 2. Dedicated to business and customer needs 3. No complexity and it will be secure	Customer Segments  1. Wandering Customer 2. Need-Based Customer 3. Impulsive Shopper 4. Knowledge seeker 5. Millennials 6. Internet Users 7. Business Owner 8. Industry Executive's

Cost Structure  1. Initial Cost of laptop and Software 2. IT and Marketing Cost	Revenue Streams  1. Monthly Service fees 2. Commission and Fulfilment fees
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BUSINESS MODEL



How would you describe your type of Business Model ?

It is a in business-to-business e-tailer marketing, where a company might segment customers according to a wide range of factors, including Industry, Number of employees, Products previously purchased from the company, Location.

How are you going to make money going forward ?

As the initial funding does not have a heavy impact, our financial plan mainly focuses on a subscription method, where we get paid on a monthly basis.

How are you measuring the success of your business model efficacy?

There are a number aspects to be considered, but in short it would be the number of monthly subscribers and also the ratio of our active users.



“

I think chatbots are the future of engagement
between a fan and a brand or celebrity.

Christina Milian (Forbes)





FINANCIAL PROJECTIONS

Lets talk money !

FINANCIAL PLAN



- ▶ Our company focuses on four different types of chatbots :
- 1. **SUPPORT BOT** - Designed to solve a specific problem, support chatbots require context awareness, a personality and multi-turn capability.
- 2. **SKILL BOT** - follow a command to perform an action. For example, a skills chatbot can follow the command 'switch on the lights' readily, with its speech recognition functionality.
- 3. **TRANSACTIONAL BOT** - These bots can be roughly classified into assistant bots as they often act on behalf of humans to perform various transactions. For example, placing an order, making a reservation.
- 4. **AI CHATBOTS** - help either in collecting or in distributing information. For example, a news bot (an informational bot) can send push notifications or offer news recommendations to users with use of AI and text classification technologies. Very relevant in education and corporate training sector as well as in digital marketing sector for research based tasks.
- ▶ We have categorised them into three levels, They are **Base**, **Regular** and **Premium** levels and are divided on the basis of services and the complex features of the chatbot that are added to it.

FINANCIAL PLAN



Levels	Types of chat bot	Bot Product Fees	Bot Creator Fees	Services Charge	Total
Base	Support or Skill Bot	1 Month = 150 1 Year = 1800		1 Month = 50 1 Year = 150	
				1 Year = 600	2550
Regular	Transactional & Complimentary Bot (Support or Skill Bot)	1 Month = 250 1 Year = 3000		1 Month = 50 1 Year = 250	
				1 Year = 600	3850
Premium	AI chatbots	1 Month = 400 1 Year = 4800		1 Month = 50 1 Year = 400	
				1 Year = 600	5800

*ALL THE MONEY CALCULATIONS ARE DONE IN RUPEES

SALES FORECASTING

Sales Forecast for the Year	2021
Total Annual Sales Target for Product/Service 1	35700
Total Annual Sales Target for Product/Service 2	61600
Total Annual Sales Target for Product/Service 3	98600
Total Sales Target for the Year	195900

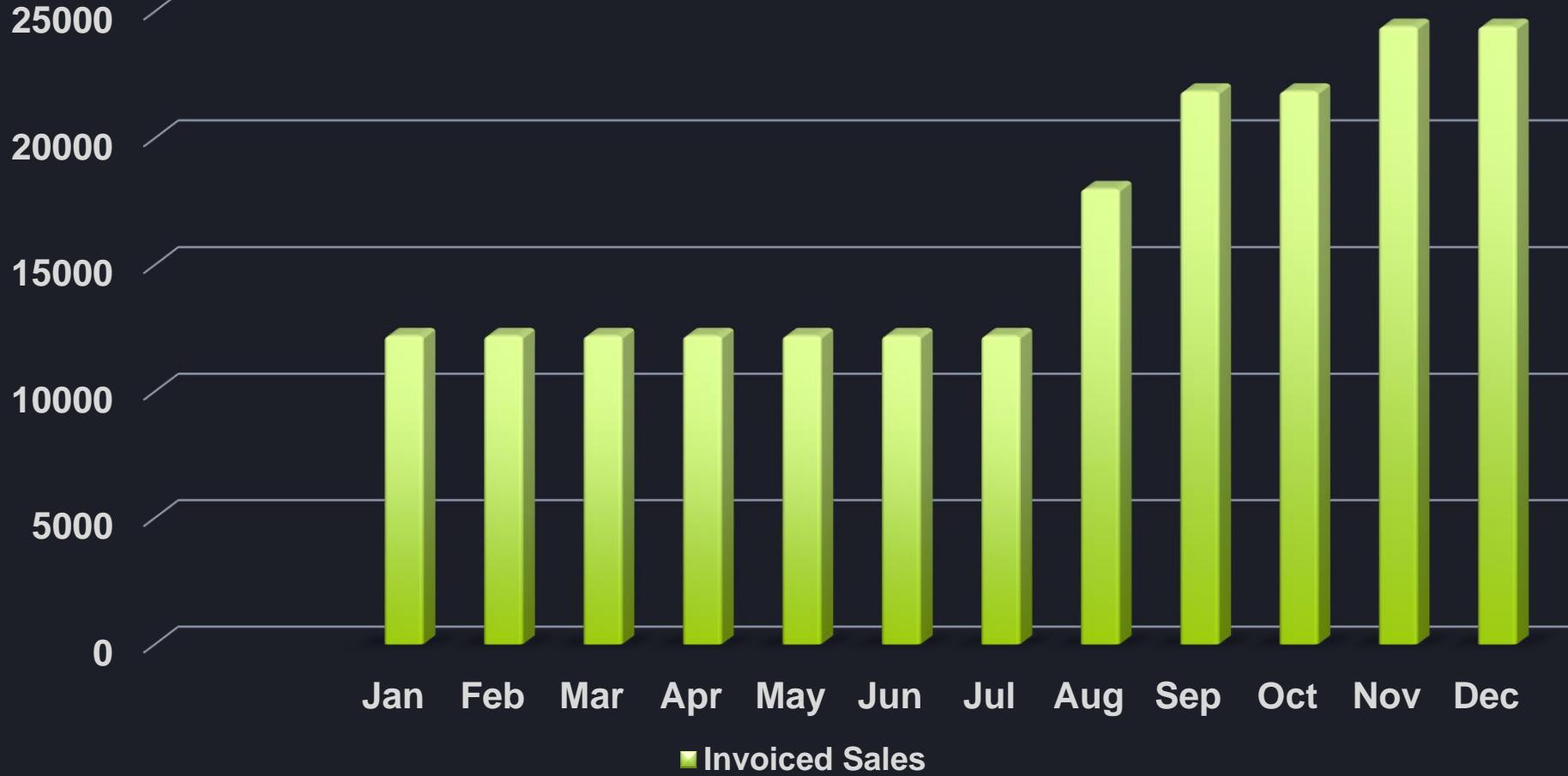
Month-on-Month Sales Target

Product 2 - REGULAR LEVEL

Product 3 - PREMIUM LEVEL

TOTALS FOR ALL PRODUCTS & SERVICES

TOTAL INVOICED SALES



CUSTOMER ACQUISITION FUNNEL



Plan to Generate Leads and Follow-up Prospects and Customers - Product 1 - BASE

Total Target Market	296											
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	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Leads to follow	500	501	502	700	700	700	800	900	900	901	902	903
Prospects	100	100	100	200	200	200	205	230	230	231	232	233
Customers	10	10	10	20	21	22	30	31	32	35	35	40

Plan to Generate Leads and Follow-up Prospects and Customers - Product 2 - REGULAR

Total Target Market	2635											
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	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Leads to follow	5000	5000	5000	7,000	7,000	7,000	8000	9,000	9000	10,000	10,000	10,000
Prospects	1000	1000	1000	2000	2000	2000	2050	2300	2300	2600	2600	2700
Customers	100	100	100	200	200	200	220	300	300	310	311	312

Plan to Generate Leads and Follow-up Prospects and Customers - Product 3 - PREMIUM

Total Target Market	2723											
---------------------	------	--	--	--	--	--	--	--	--	--	--	--

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Leads to follow	5000	5000	5000	7,000	7,000	7,000	8000	9,000	9000	10,000	10,000	10,000
Prospects	1000	1000	1000	2000	2000	2000	2050	2300	2300	2600	2600	2700
Customers	100	100	100	200	200	200	220	300	300	310	311	400

A CURRENT EXAMPLE



World Health Organization (WHO)  @WHO

WHO Health Alert brings COVID-19 facts to billions via WhatsApp  [bit.ly/who-covid19-wh...](https://bit.ly/who-covid19-whatsapp)

Have questions about **COVID-19**?
We have answers
<http://bit.ly/who-covid19-whatsapp>

Click this link and
text hi to
the whatsapp number

 World Health Organization

2:49 AM · Mar 21, 2020 

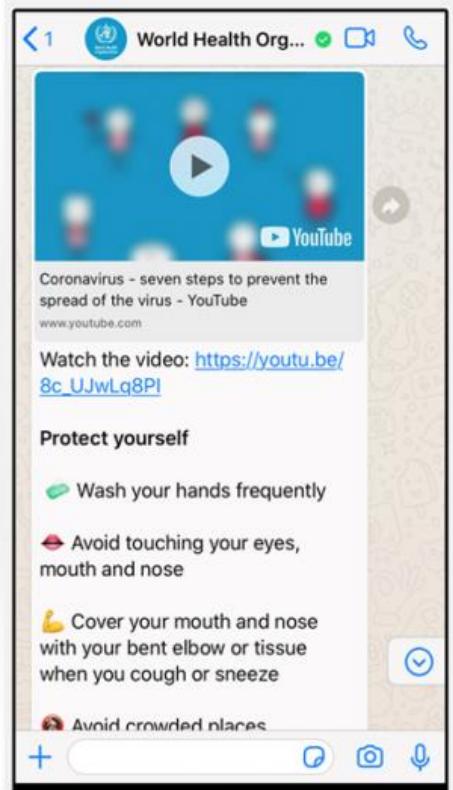
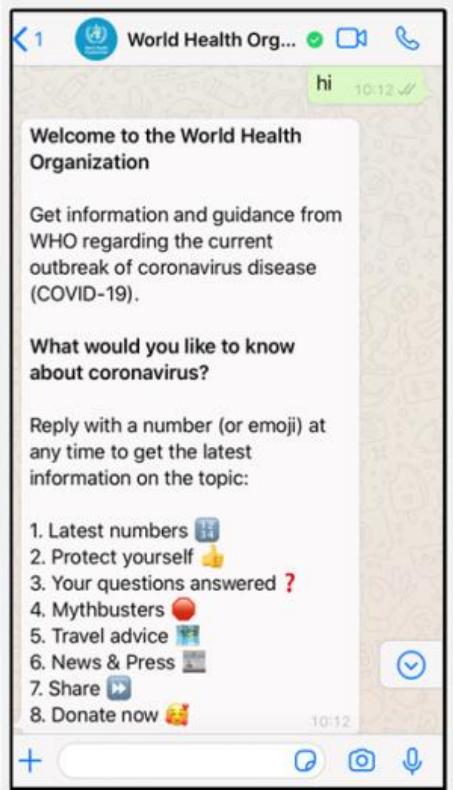
 8.8K  See the latest COVID-19 information on Twitter

Covid-19: World Health Organization (WHO) consults via WhatsApp chatbot

How many are infected by COVID-19? How can I protect myself from the virus? Since the outbreak of the corona epidemic, requests to the World Health Organization have multiplied a thousand times. Telephone or e-mail support is not possible for such high amounts of requests – now the WHO provides fast and direct information on the most important topics via a WhatsApp chatbot.

- ▶ <https://t.co/NiHHv2gzhU?amp=1>

Up to 80% less effort with the help of chatbots! Without Artificial Intelligence (in reality, very few chatbots really have that) but simple, quick and productive is the WHO chatbot in advising users about Corona. The existence of this chatbot, really gives customer service, employees and the service hotline of the World Health Organization time to breath and take care of other important issues. Experience shows that the effort for service and information can be reduced by up to 80%. In times when every single employee is needed, chatbots on WhatsApp become more and more important!



FUNDING PLAN



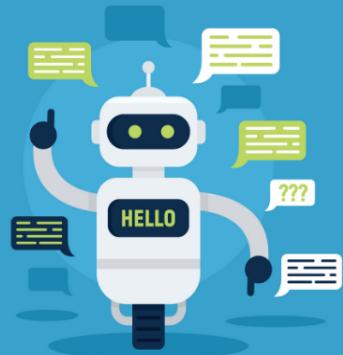
- ▶ Where, when, and how you will use the money if you receive the funding.
- ▶ **WHEN?**
- ▶ As it is self-funding we have the money all set for our expenses
- ▶ **WHERE?**
- ▶ The fund will be invested into our company mostly on IT sector.
- ▶ **HOW?**
- ▶ This self-funded cost will be spent on the domain of our website, for updating our software's and speedy internet services.
- ▶ As founding members, we are a team of three and each has stated an investment of around 1500 rupees for this venture.

Funding Plan Template

Which stage is your venture in? (Idea/Development/Validation/Early growth/Growth/Maturity)	Validation
How much funds do you need to take your venture to the next stage?	Around 5000 – 6000 rupees
How much can you cover through self-funding/bootstrapping?	We are mainly focused on self-funding and can cover all the expenses because there is not much of an initial investment.
How much do you need the external investors to invest?	We do not need any external investors.
Who are the investors that you can approach?	Not Applicable

**THE AVERAGE PERSON
WILL HAVE MORE
CONVERSATIONS WITH
BOTS THAN THEIR
SPOUSE BY 2020.**

- GARTNER



**MESSAGES SENT BY
FACEBOOK MESSENGER
BOTS HAVE AN OPEN
RATE OF 70 – 80%
WITHIN THE FIRST
HOUR.**

- SEARCH ENGINE JOURNAL



**A CHATBOT CAN SPOT
DIGITAL BODY
LANGUAGE SIGNS THAT
INDICATE A CUSTOMER
IS ANXIOUS.**

- CMSWIRE



SMARTERCX



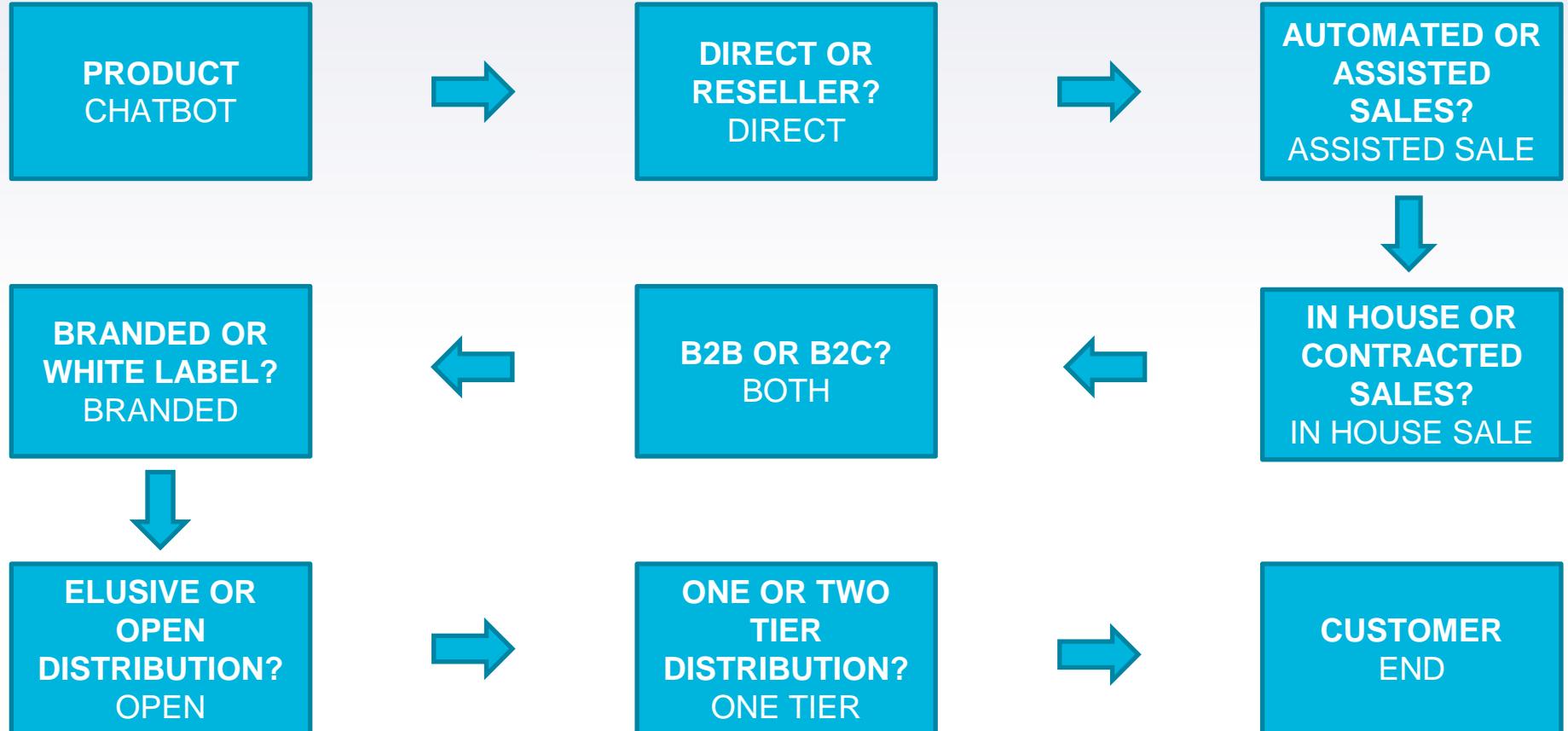
GO-TO-MARKET STRATEGY

Tactics without strategy is the noise before defeat.

SALES & DISTRIBUTION MODEL



- ▶ The team will determine, based on research, which approach makes the most **strategic sense** to deliver its products to customers. A product distribution strategy encompasses all of the processes and methods a business establishes to execute on this approach.
- ▶ Our key component in deciding which makes the most sense for your product will be the **type of customer** you're targeting.
- ▶ Let's view our product sales and distribution models and discuss which **customer profiles** match.





OUR SOCIAL MEDIA

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Chatter Bot

Chatbot Developer at chatter bot

Coimbatore, Tamil Nadu, India

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1 other named Chatter Bot is on LinkedIn

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Chatter's public profile badge

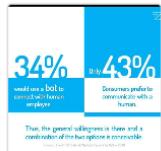
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Activity



#botsdoitbetter

Shared by Chatter Bot



#chatbotsinmarketing

Shared by Chatter Bot

Instagram

Search

Log In

Sign Up



chatter_bot_

Follow

5 posts

5 followers

2 following

chatter bot

Entrepreneurs and internet marketing

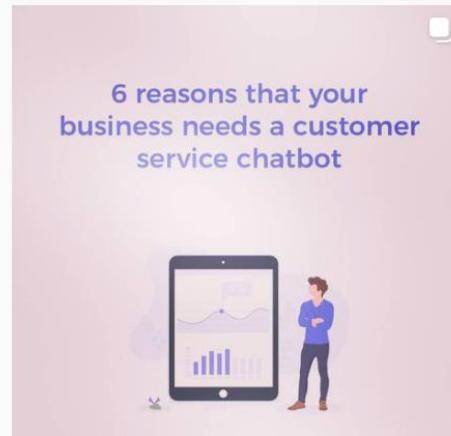
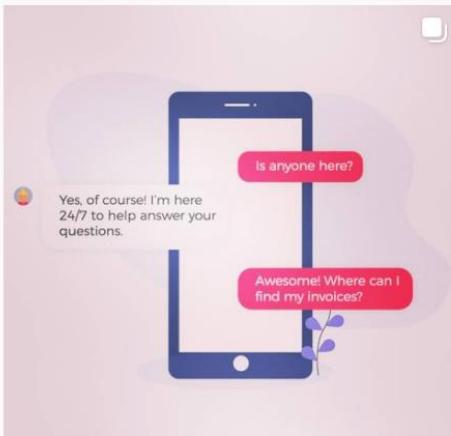
What is chatbot going to do for your business?🤖💬

Shoot us a message📝

sekaransuryaa.wixsite.com/chatter

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Chatter Bot

Posts

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Add Friend



Do you know Chatter?

To see what they share with friends, send them a friend request.

Add Friend

Intro



sekaransuryaa.wixsite.com/chatter



Chatter Bot updated their profile picture.

1d ·



Photos

See All Photos





#



Chatter Bot

@ChatterBot6

Entrepreneurs and internet marketing

What is chatbot going to do for your business?🤖💬

Shoot us a message👉

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25.5K Tweets

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Sharjah**Don't miss what's happening**

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OUR LOGO AND SLOGAN





BRANDING VIDEO

When you look at a strong brand, you see a promise.



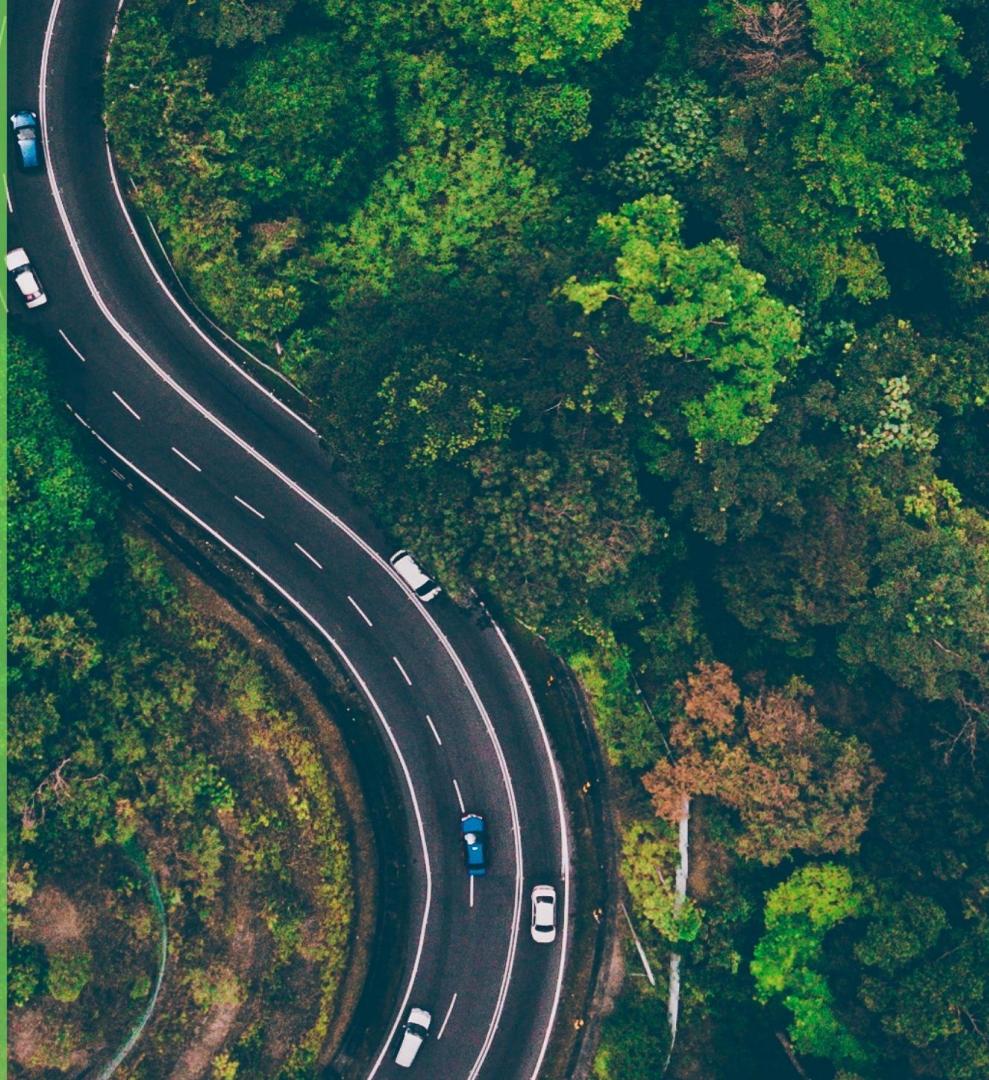
POSITIONING STATEMENT

Be bold or be *italic*, never just regular.

CHATTER

ANSWERS ? ANYTIME !

*Chatter provides
customized chatbots for
our diverse customers
who are always
curious, because we
believe that every
problem has a solution.*





TEAM COMMITMENT

None of us is as smart as all of us.

OUR ROLES

- ▶ Racheal - CEO
- ▶ Making major corporate decisions
- ▶ Overall operations and resources of a company
- ▶ Acting as the main point of communication between the board of directors and corporate operations
- ▶ Face of the company
- ▶ Suryaa - COO
 - ▶ Spearheading strategies to steer the company's future in a positive direction.
 - ▶ Completing performance reviews in a prudent manner.
 - ▶ Assessing and implementing improved processes and new technologies
- ▶ Abhiram - CFO
 - ▶ Senior executive responsible for managing the financial actions of a company.
 - ▶ Oversee taxation issues for their companies.
 - ▶ Significant input in the company's investments, capital structure, its income, expenses and losses.





CHIEF EXECUTIVE OFFICER

CEO



CHIEF FINANCIAL OFFICER



CFO



CHIEF OPERATING OFFICER



COO



The top of most management teams has at least a CEO, CFO and COO, the most common corporate structure in the United States

These C-suite leaders, also known as C-level executives, make decisions that can determine success or failure for their companies.

1. Coping with market changes driven by unforeseen global events
2. Creating new business models that meet evolving customer needs while promoting corporate responsibility.
3. Identifying their successors to ensure business continuity
4. Ensuring compliance with changing tax codes and industry regulations



INVESTABILITY

Risky Investments either make you profitable or wiser.

CHATTER VALUATION SHEET

1) Setting up the business	
✓ Consultant Fees (Accountants, Lawyers etc.)	NA
✓ Business Registration fees	1,000
✓ Website Design	4500
✓ Website Development	NA
✓ Computer Systems	50,000
✓ Other Start-Up Costs	3,000
2) Equipment	
✓ Equipment	NA
3) Starting operations	
✓ Marketing and Promotional Costs	4,500
✓ Sampling	500
✓ Stationery and office supplies	2,000
4) Start-up capital	
✓ Investment (by Team)	21,000
✓ Total	63,000
5) Totals	
✓ Total Set-up Costs	65,500.00
✓ Additional Funds You Need	2,500.00

INVESTABILITY



- ▶ Regarding investment, we are currently not in search any investment or capital, as it is a start up company our plan is to invest from our own pockets.
- ▶ We have split the equity between the founder and two co-founders of the company of around 20 percentage each and the rest of 40 percentage is banked for course correction.
- ▶ As we are our own investors, we do not require an exit strategy, but if we face a crisis the following would be our options

EXIT STRATEGY



1) Liquidation

This is the close up shop and sell all the assets exit strategy. For small businesses, especially those that are dependent on the performance of a single individual, liquidation is sometimes the only option as there's really nothing else to sell. If you're in this position, you may want to spend some time retooling your business so that it could be operated by someone else – making it a business someone might want to buy.

Advantages

- ▶ Simplicity
- ▶ The business can be wound up very quickly (depending on the sale of assets).

2) Sell the Business in the Open Market

This is the most popular exit strategy option for small businesses. At a certain point in time, often when he or she is ready to retire, the small business owner puts the business up for sale for a certain price – and hopefully walks away with the amount of money she wanted to get for it.

Advantages

- ▶ A profitable business should be attractive to buyers and sell quickly.
- ▶ Assets and goodwill can be incorporated when valuing the business for sale, maximizing the return to the owner(s).



Think Positive

THANKS!

Our Team Members

- ▶ Racheal - CEO
- ▶ Suryaa - COO
- ▶ Abhiram - CFO

