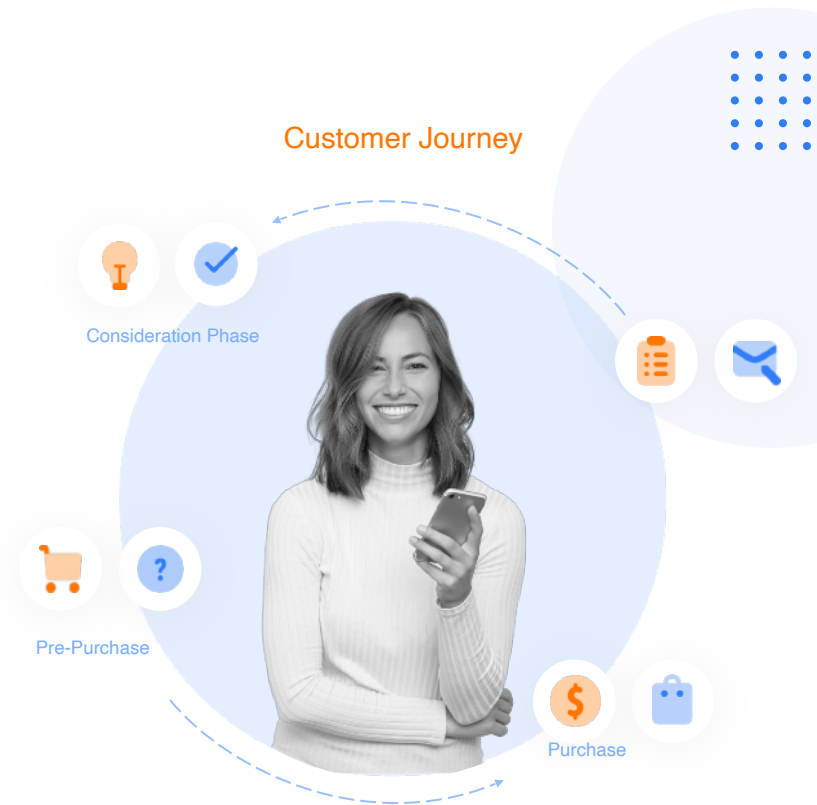**insync**

InSync enables enterprises to build conversational AI solutions for CX automation (sales & support) using a customer context driven RAG approach that eliminates hallucinations

Customer Journey

Consideration Phase

Pre-Purchase

Purchase

Key enterprise issues we solve

| CONVERSION/ SALES EXPERIENCE | POST PURCHASE CUSTOMER EXPERIENCE | CRITICAL CUSTOMER INSIGHTS |

E-commerce is over $1.2T, but conversion rates are < 3%

1% increase in conversion > $334B in revenue

- Average US spend in post purchase service is over $1T, yet customer satisfaction is at record lows
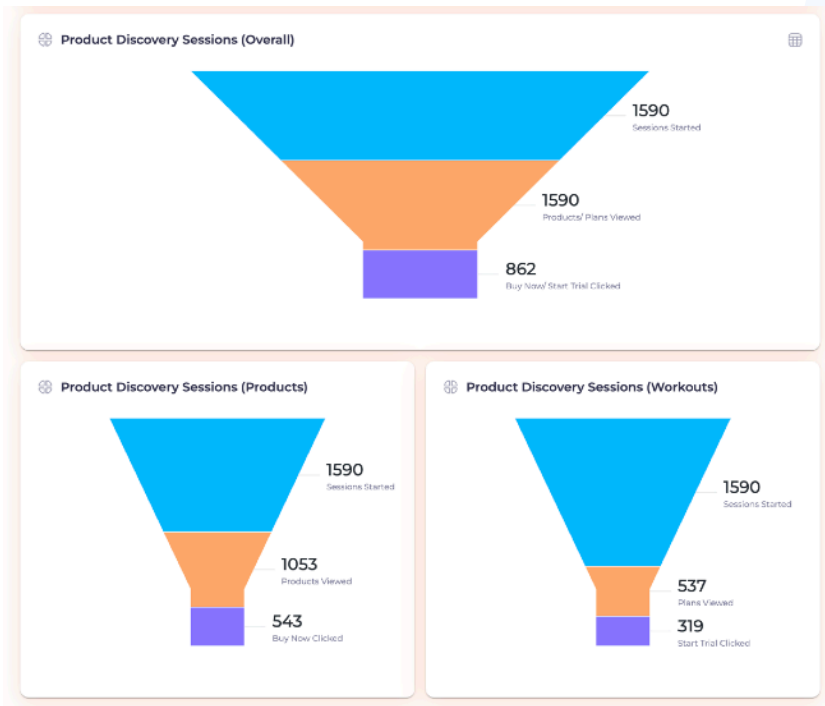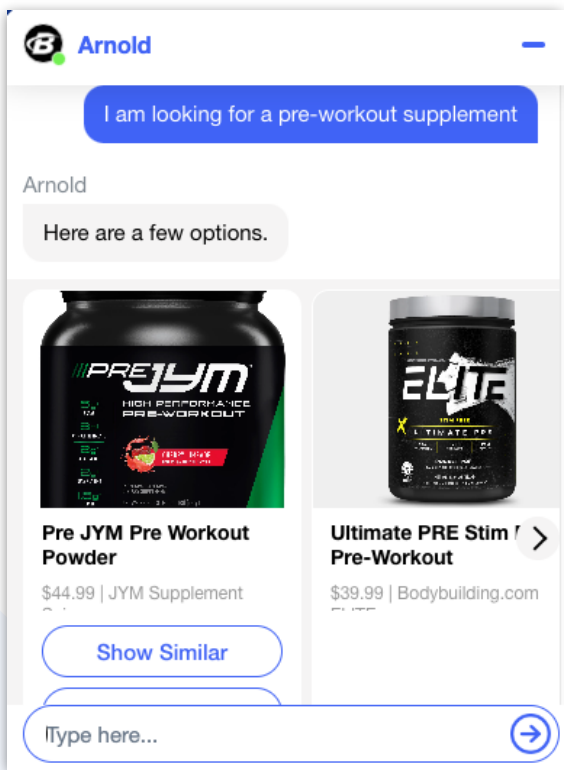
- Businesses have a very limited view of the customer journey, purchase drivers and key issues affecting engagement

What do enterprises look for in an AI solution?

- 100% accuracy, no hallucinations

- Full control on the user experience

- Integration with existing workflows, special handling

- Personalization

- Data security & privacy

- Optimization and continuous improvements

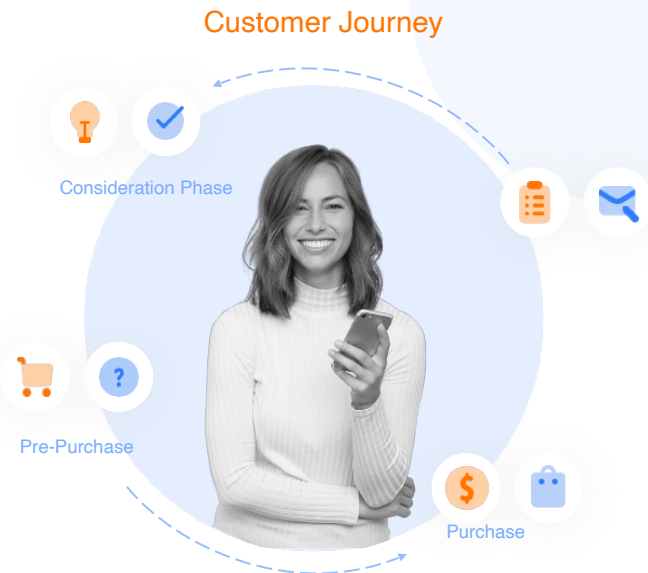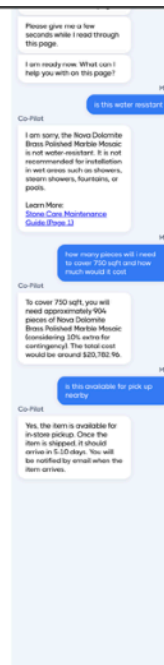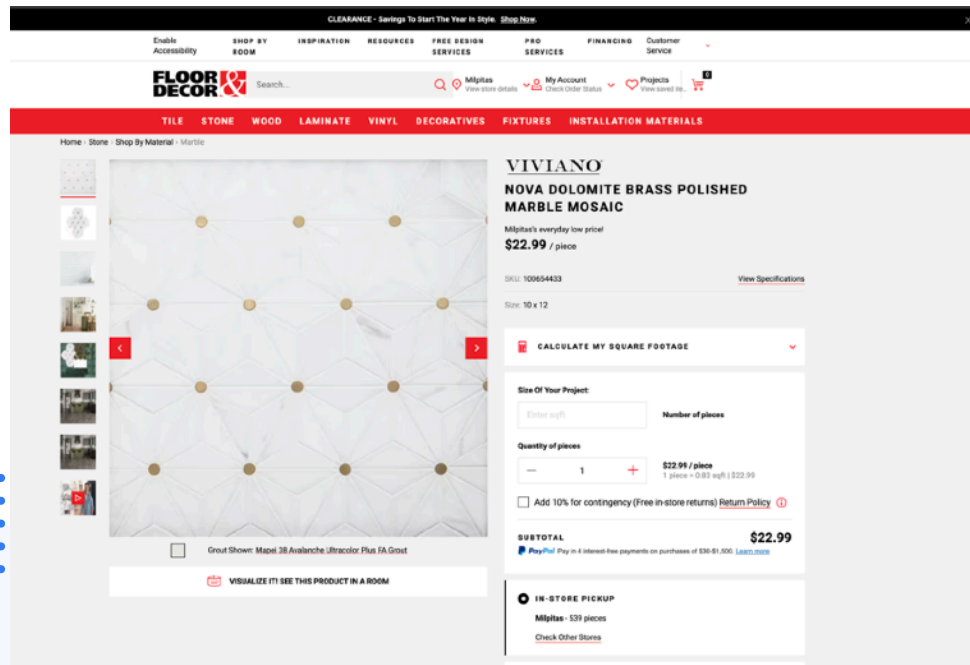# Driving product discovery & conversion

Complex pre purchase questions

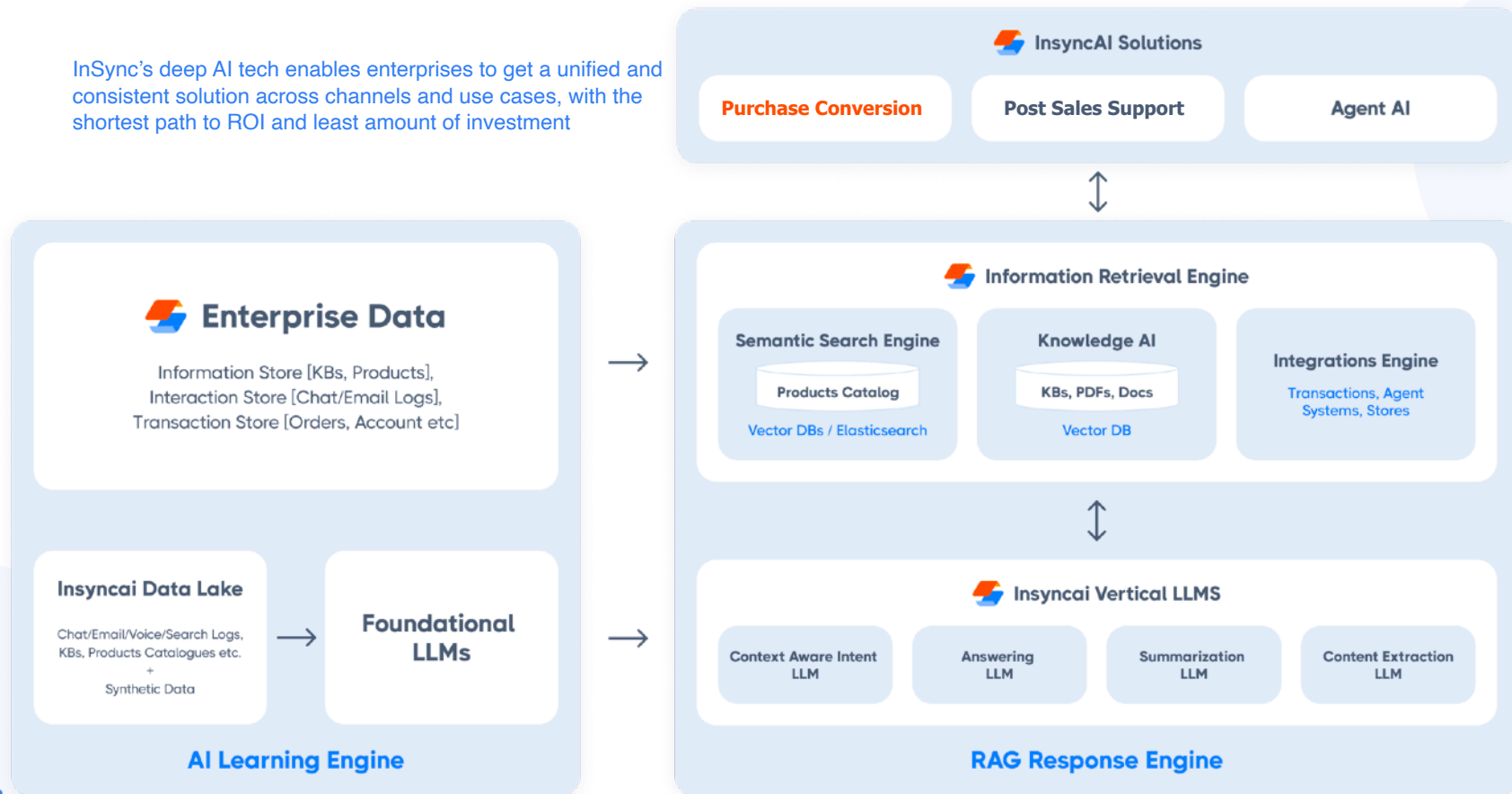Creates vectors in real time + smart intent detection + semantic search + RAG based generative response

Consideration —> Purchase

RAG TUNED FOR OPTIMIZING CONVERSION

InSync's deep AI tech enables enterprises to get a unified and consistent solution across channels and use cases, with the shortest path to ROI and least amount of investment

InsyncAI Solutions

Purchase Conversion	Post Sales Support	Agent AI

Enterprise Data

Information Store [KBs, Products],
Interaction Store [Chat/Email Logs],
Transaction Store [Orders, Account etc]

Insyncai Data Lake

Chat/Email/Voice/Search Logs,
KBs, Products Catalogues etc.
+
Synthetic Data

Foundational LLMs

AI Learning Engine

Information Retrieval Engine

Semantic Search Engine

Products Catalog

Vector DBs / Elasticsearch

Knowledge AI

KBs, PDFs, Docs

Vector DB

Integrations Engine

Transactions, Agent Systems, Stores

Insyncai Vertical LLMS

Context Aware Intent LLM	Answering LLM	Summarization LLM	Content Extraction LLM

RAG Response Engine

RAPID GROWTH. $1.3M - -> $2M ++ $12M in Pipeline

Customer	Base Contract	Expansion	Expected Value
Walt Disney (since 2020)	$150K - $180K	5 EU Markets	$240,000
Verizon Media/ Yahoo	$150,000	Exploring upselling	$150,000
Floor & Decor	$250,000	Purchase Conversion ++	$400,000 - $500,000
HorizonHobby	$120,000	Purchase Conversion	$160,000 - $180,000
Bodybuilding.com	$60,000	Purchase Conversion	$90,000 - $100,000
Banner Solutions	$36,000	Purchase Conversion ++	$72,000
Issaonline	$72,000	Sales/ Purchase	$100,000 - $120,000
Timepayment	$36,000	Agent Assistance	$48,000
Devry	$60,000	Enrollment/ Purchase	$90,000
Zumba Fitness	$120,000	More channels	$150,000
Bikeflights	$36,000	Purchase Conversion	$72,000
Kleenrite	$36,000	Purchase Conversion	$72,000
Floydhome	$36,000		
Azuna Fresh	$60,000	Purchase Conversion	$75,000
Arizona State University	$90,000	Enrollment Purchase ++	$300,000
TileShoppe	$60,000		$100,000

Technical problems enterprises run into when using GPT or basic RAG systems?
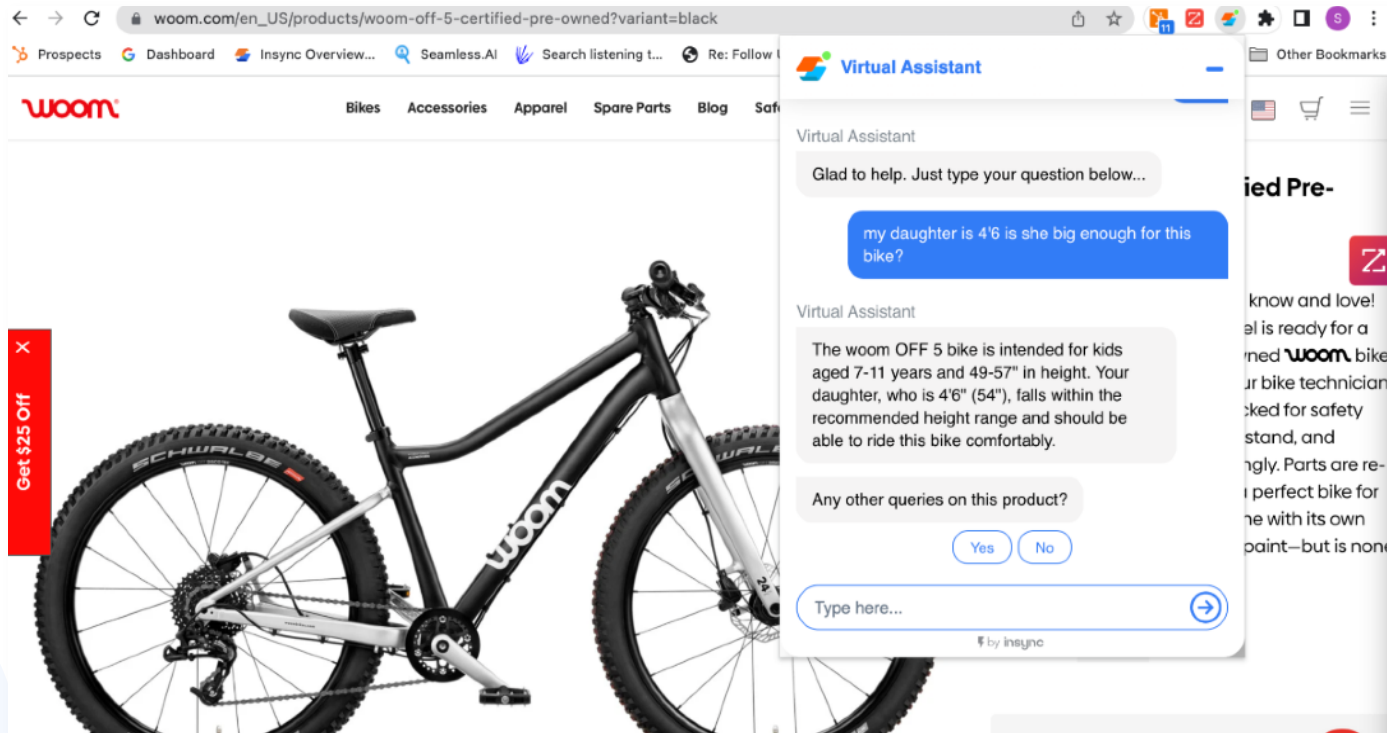
1. LLM's (by design) hallucinate. They are optimized for generation/ creation, unlike knowledge systems

2. A basic RAG is often considered the answer, but…
2a: Works for simple data sets, but requires confidential data to go out to GPTs
2b: No control over the output
2c: No path to learn and optimize for its use cases,

3: Full solutions require multiple RAGs & data systems to work in parallel, so it needs a layer to understand intent and negotiate between the layers

4: Full insights and framework for continuous learning and optimization
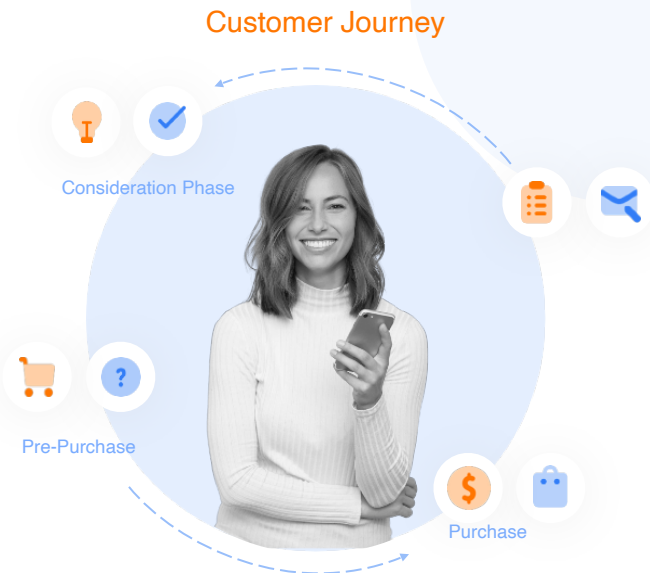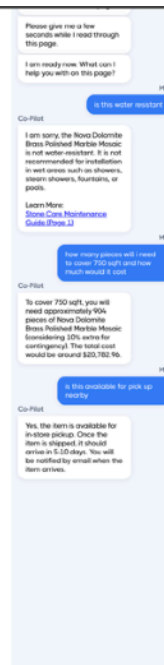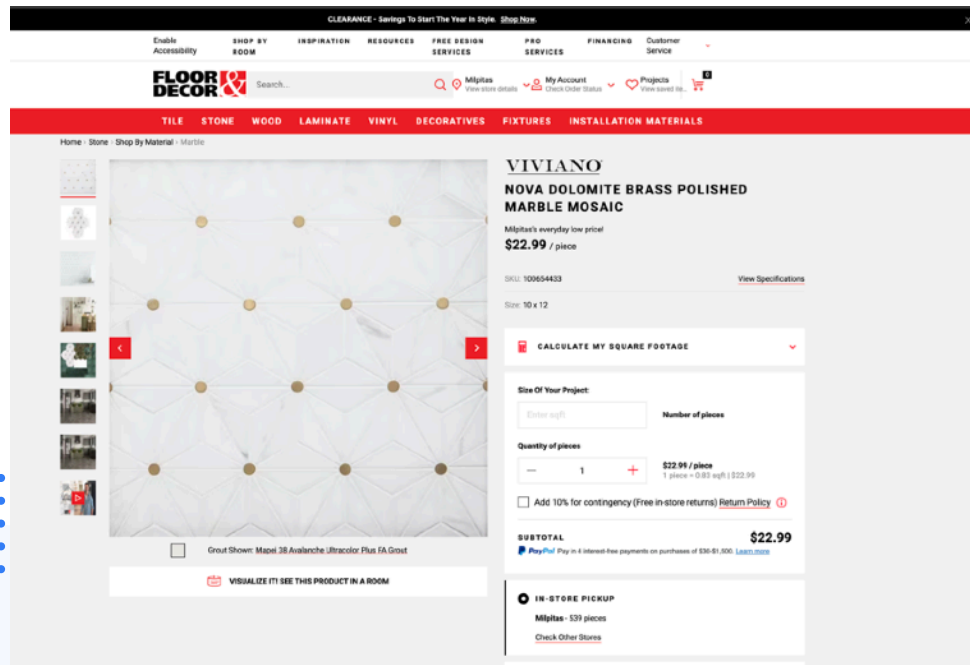
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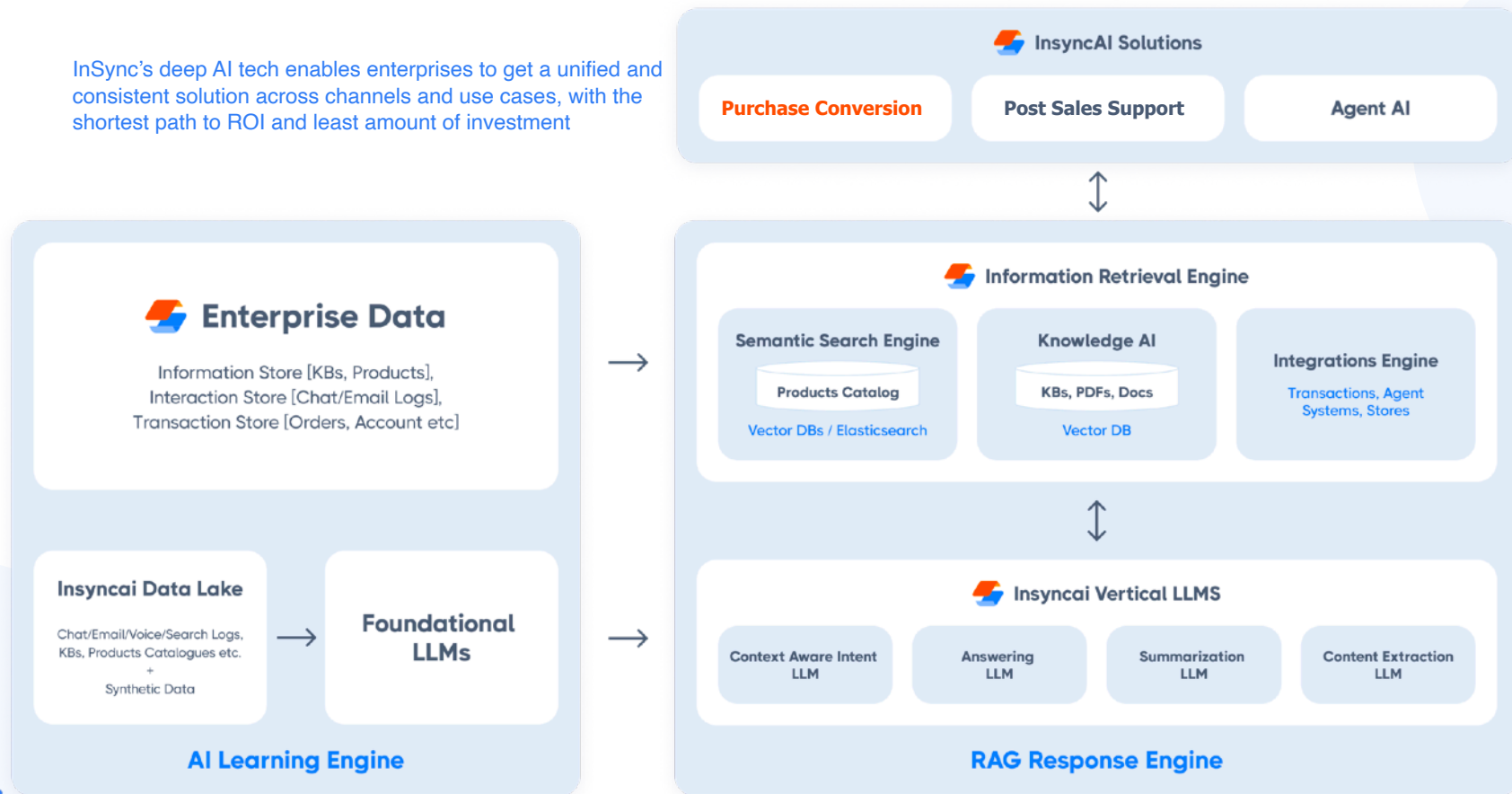
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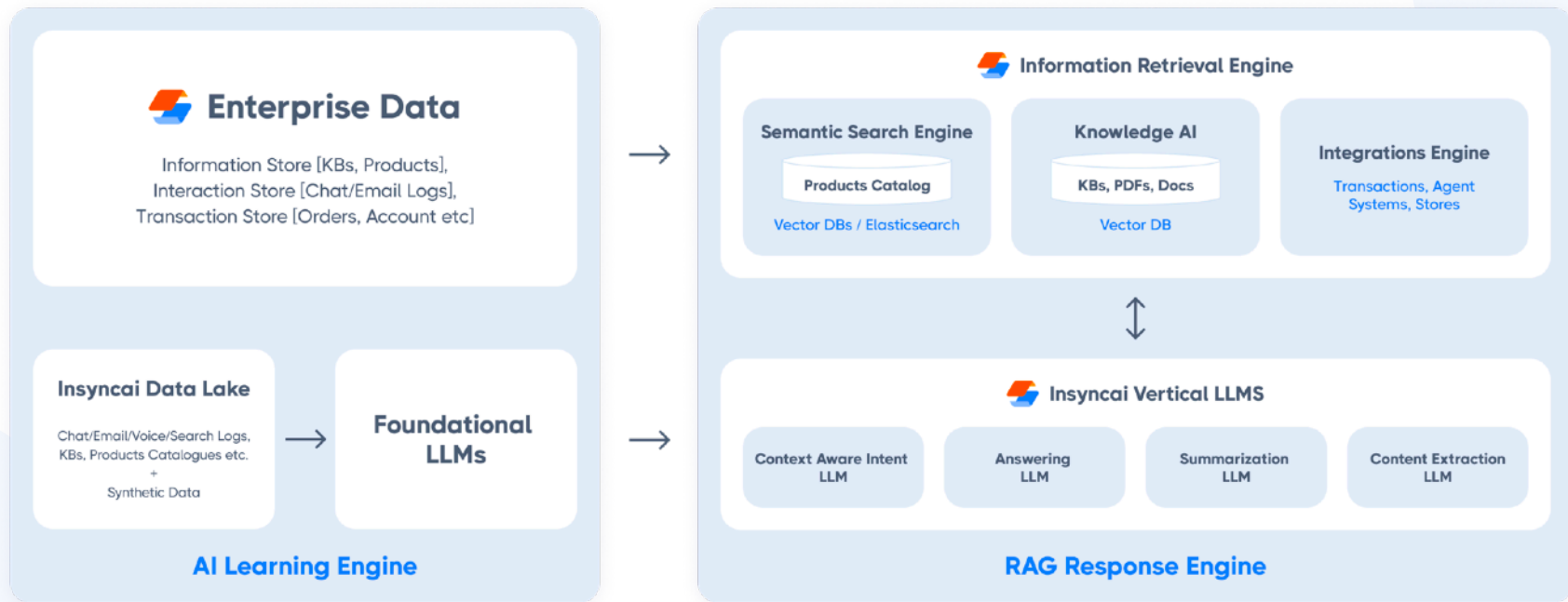
InsyncAI Solutions

Purchase Conversion	Post Sales Support	Agent AI

Enterprise Data

Information Store [KBs, Products],
Interaction Store [Chat/Email Logs],
Transaction Store [Orders, Account etc]

Insyncai Data Lake

Chat/Email/Voice/Search Logs,
KBs, Products Catalogues etc.
+
Synthetic Data

→ **Foundational LLMs**

AI Learning Engine

Information Retrieval Engine

Semantic Search Engine

Products Catalog

Vector DBs / Elasticsearch

Knowledge AI

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SEMANTIC SEARCH + GENERATIVE ENGINE = ZERO HALLUCINATION

- InSync eliminates hallucination by combining the power of a semantic search engine, paired with a highly secure approach to apply generative AI.
- InSync also uses a specially tuned intent engine for each customer to offer full control over the experience

InsyncAI Solutions

| Chat AI | Email AI | Agent AI |

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Transactions, Agent Systems, Stores

Insyncai Vertical LLMS

| Context Aware Intent LLM | Answering LLM | Summarization LLM | Content Extraction LLM |

RAG Response Engine

CUSTOMERS

16+ Customers and growing rapidly
Delivering strong AI driven CX, across large and medium enterprises

★★★★★ 4.9 out of 5

G2 High Performer FALL 2022

MARKET IS RESPONDING RAPIDLY

CUSTOMERS

- Disney
  * Disney US
  * Disney EU (5 markets)
- VerizonMedia/ Yahoo
  * Yahoo Mail
  * Yahoo Accounts
  * Yahoo Finance
- Floor&Decor (expanding)
  * Support
  * Product Sales
  * New Channels
- Timepayment (expanding)
  * Agent Assistance
- Banner Solutions (expanding)
  * Product Assistance
- Bodybuilding (expanded to email)

NEW CUSTOMERS SIGNED DECEMBER 23

- Devry.edu
  * Student experience
  * Expanding to enrollment
- Bikeflights
  * Multiple channels
- Zumba Fitness
  * Multiple channels & use cases
- Kleenrite
- Floydhome
  * Multiple channels & use cases
- Azuna Fresh
- TileShoppe
- Arizona State Univ

RAPID GROWTH SINCE Q4 2023

SIGNED EXPANSIONS

(Secured buyer approval, going through contract redlines)

- HorizonHobby
- Disney Europe
- ISSA online
- Banner Solutions
- Devry
- Floor&Decor

Key pipeline deals & partnerships
- California Community Colleges (160+ colleges)
- Halo Collar
- Covu Insurance
- Five-9

..IN CONTRACT REVIEW/ PRICING DISCUSSIONS

(Secured buyer approval, going through contract redlines)

- Arizona State University (Flagship edu a/c)
- Louisiana State University
- New Mexico State
- Caleres (Owner of Dr Scholls, Allen Edmonds + 10 brands)
- Simplilearn (in pricing discussions)
- Alliance Laundry Systems

… and a rapidly growing pipeline

ARR
(with current team)

$3.2M

355%

277%

$2.5M

$900K

Q4 - 2023   Q4-24   Q2-25

Estimated ARR (Run Rate)
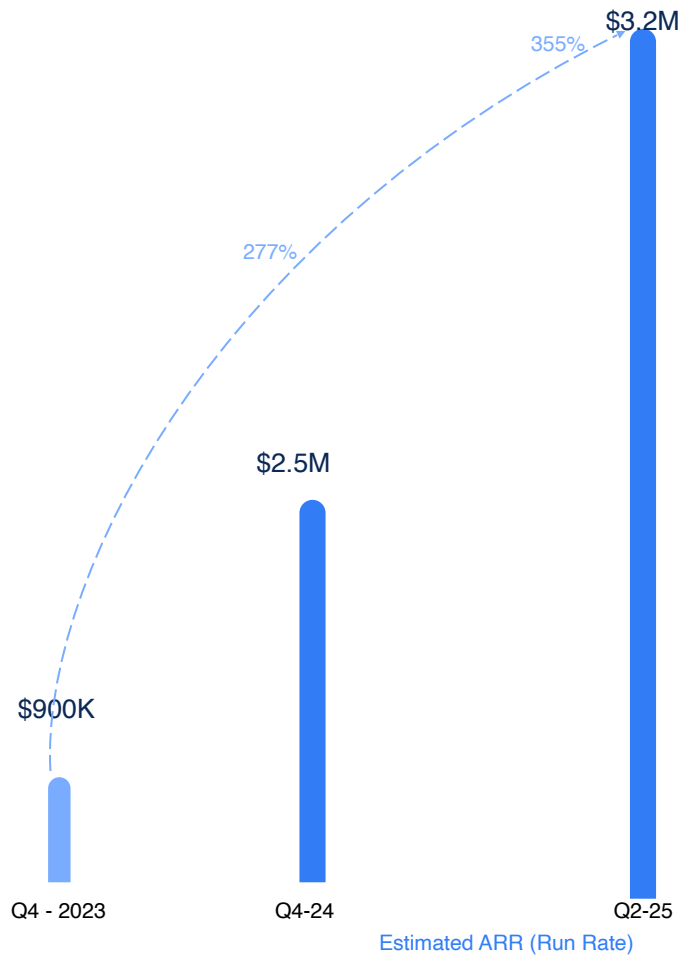
Consideration —> Purchase
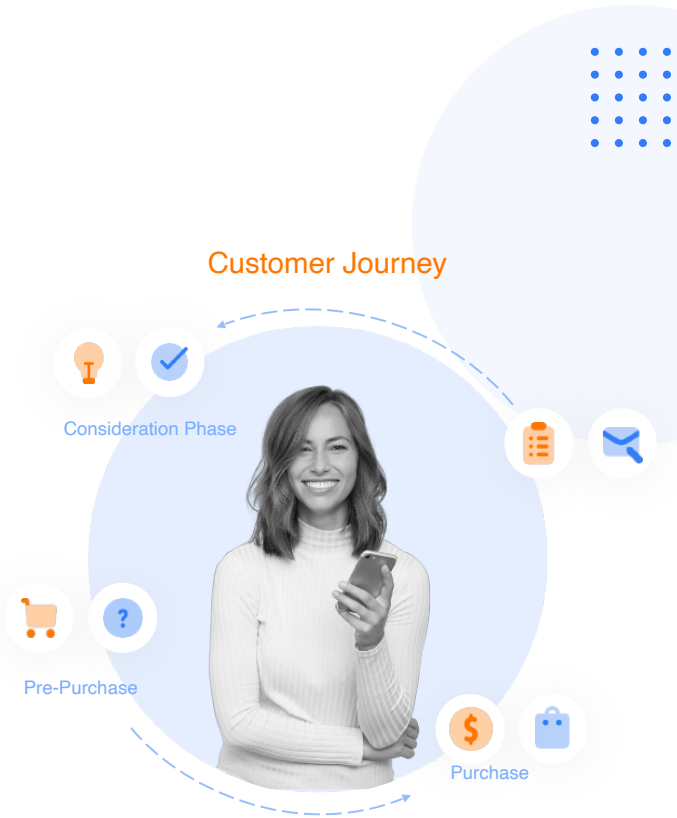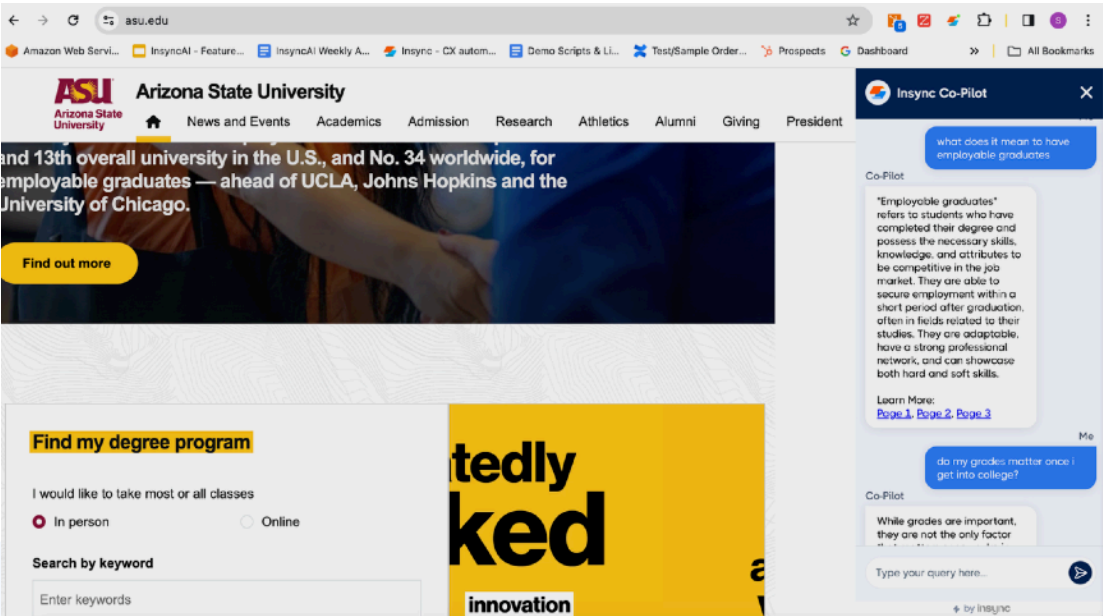
Driving product discovery & conversion
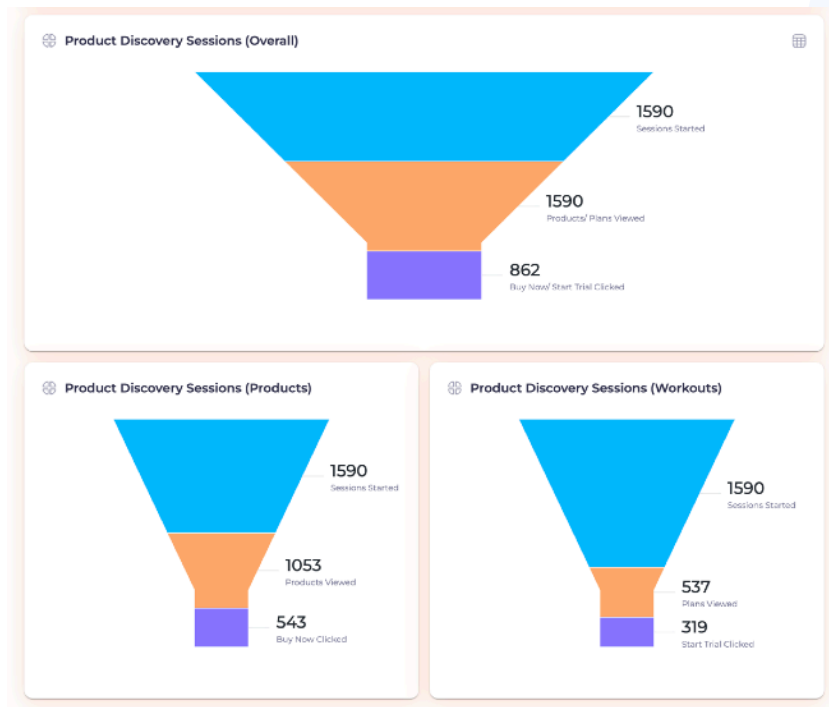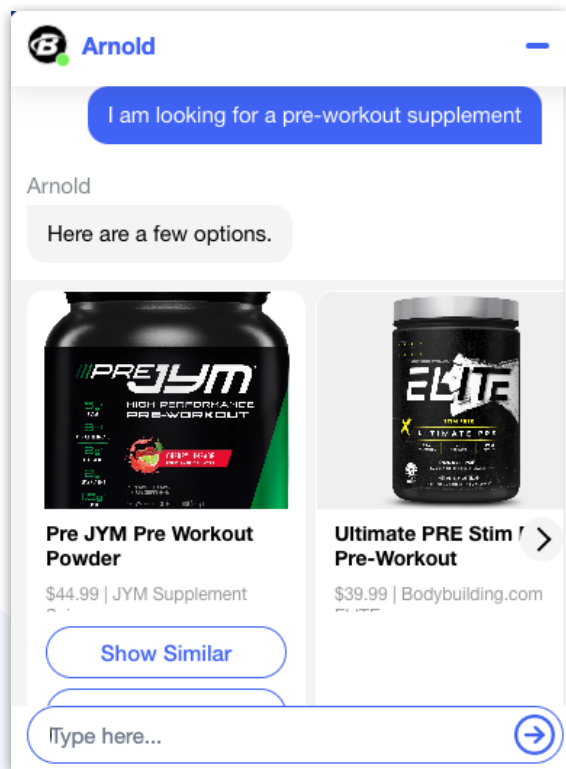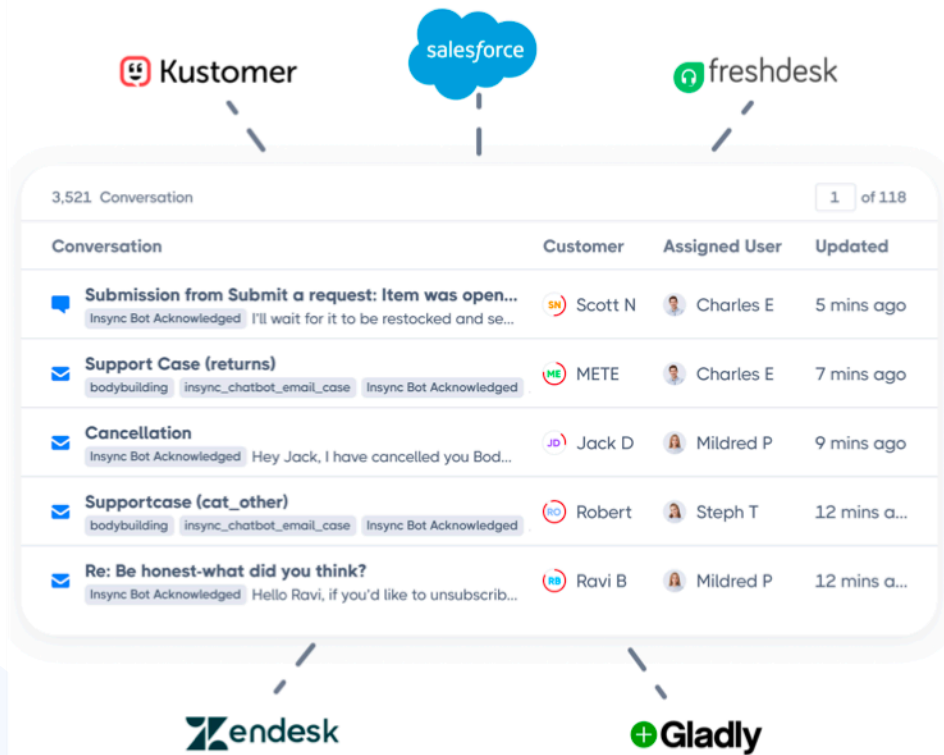
UNIFIED ANALYTICS AND REPORTING
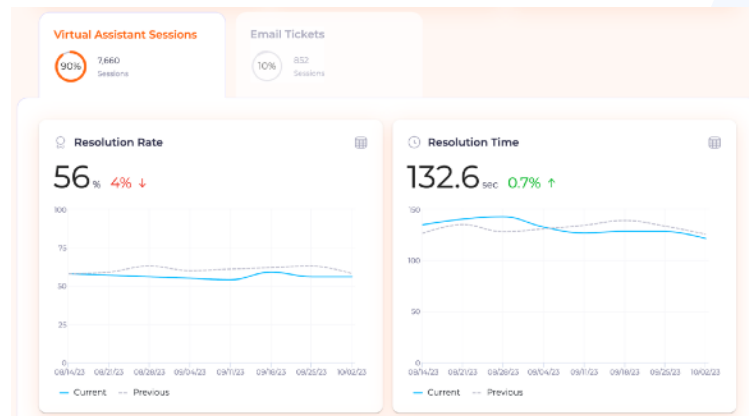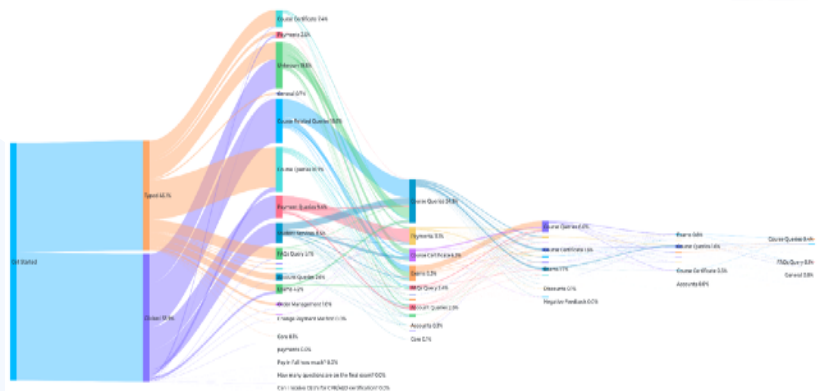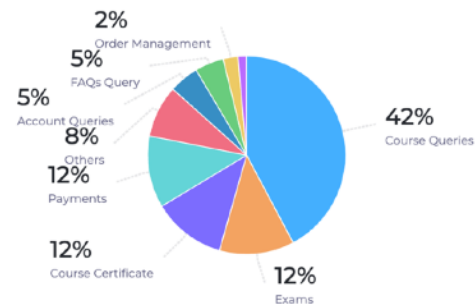
Post Purchase:
Disney
(Customer since 2020)

Problems:

- 1000s of frustrated customers
- 1 hour+ phone wait times
- 48 hour+ email response time

Results:

25,000

Fewer customer calls,
3 weeks post launch

> 50%

Successful resolution rate

60%

Reduction in Email response time

>10%

Annual Customer Satisfaction improvement
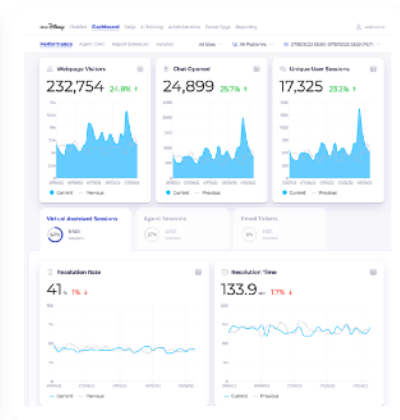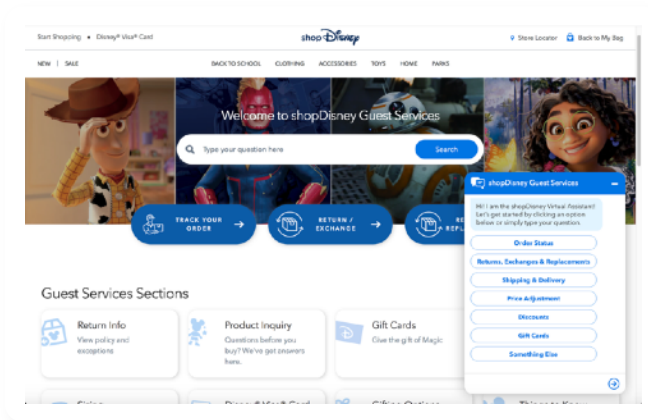
Out of the box integration with leading CRM / CXM systems

Our Email AI automatically integrates with leading CRM/ CXM and responds to emails based on your preferences and business rules. You can set response times, tone of email etc to your preferences and brand voice

Higher ACVs, Zero CHURN & High Cost of Switching

	Email AI	Chat AI	Agent AI
Pricing Model	Per user email	Per user email	Per agent
Average unit price	50c to $1.5 / user	50c to $1 / user	$25 to $30 / seat
Average ACV/BU	$120,000	$120,000	$24,000
Average ACV/BU	$264,000 / BU, $500K + for multi BU enterprises		

- 2.5X upside ACV potential across InSync product lines / customer/ BU

- Upside potential of $500K+ for customers with multiple BUs / products

LEADERSHIP

Raj Ramaswamy
CEO & Cofounder

- Head of Commerce and Monetization at Yahoo
- Patents in monetization, eCommerce
- Product Lead: Search, Messaging

Ashish Parmani
CTO & Cofounder

- Tech Lead: Commerce, Monetization, AI
- Tech Lead: Messaging, Mail
- Engineering leader in TCS

Scott Sapire
VP of Sales

- Head of Sales @ InSync

Investors & Advisors

Watertower Ventures

BAM Ventures

Foothill Ventures

Z5 Capital

Eric Rosenblum
Foothill Ventures, x-Google

Vishal Makhijani
x- CEO Udacity, COO Zynga

Brian Lee
Founder The Honest Company, Legalzoom

Eash Sundaram
Board Member, x CDO Jetblue

APPENDIX

US E-commerce is > $1.1T and growing steadily

Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales:
1st Quarter 2014 – 4th Quarter 2023
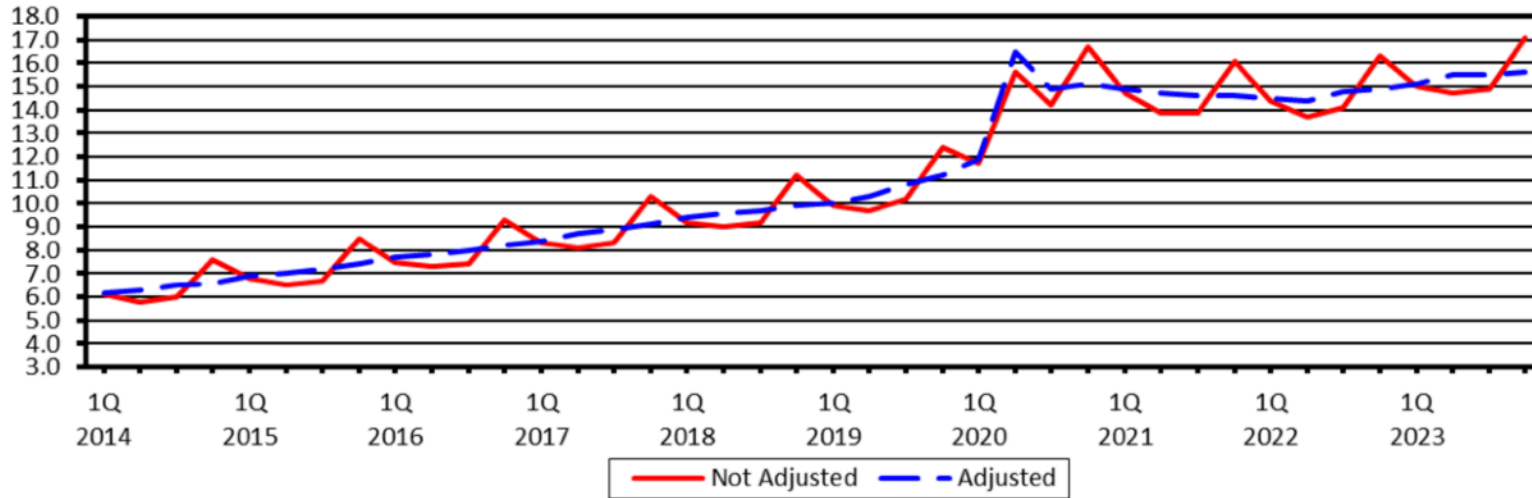
But,conversion rates are stuck at < 3%

EMAIL IS DOMINANT BUT
NO AUTOMATION SOLUTION EXISTS
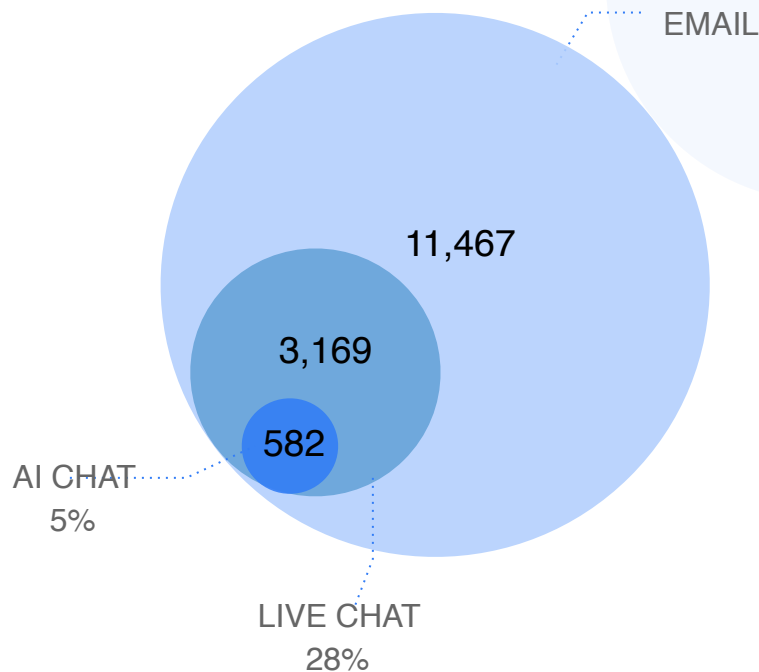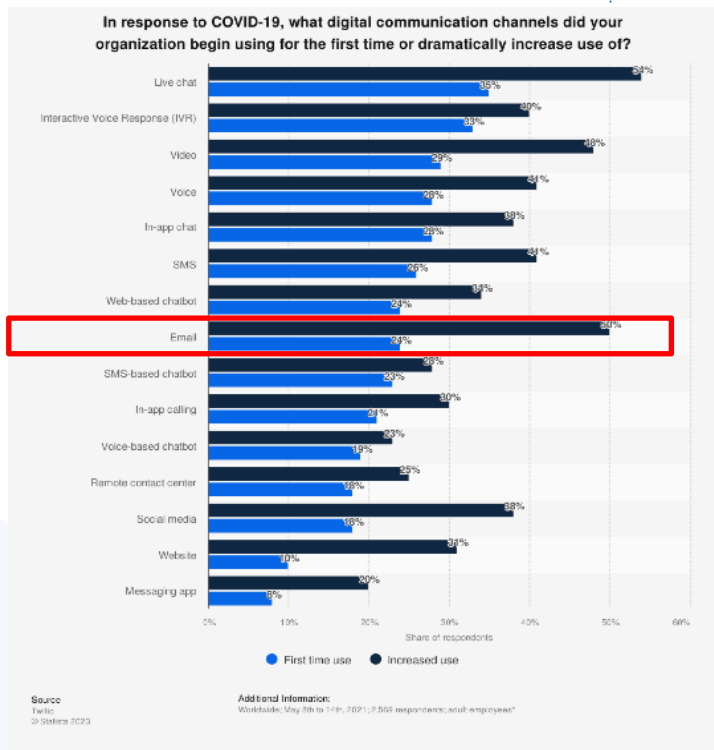
Case Study:
Horizon Hobby
(Customer since 2021)

Results:

Launched across
6 brands in
9 months

Eliminated phone support

$2M+
cost savings

Problems:

- Multiple brands needed scaling support
- Significant customer volume
- Multi-day Email Backlog
- Low CSAT