



Analytics

WE HELP COMPANIES BETTER UNDERSTAND
THEIR CUSTOMERS IN EMERGING MARKETS.

TEAM

LINGUISTICS FREAKS



**Imade
Benelallam**

AI/NLP Ph.D



**Odin
Demassieux**

Foreign Languages applied
to Business & Politics



**Youcef
Rahmani**

Literature & Languages
applied to Civilisations



Advisory



Claudia Makadristo
Ex Seedstars, PMF Expert
OST Grow Mentor



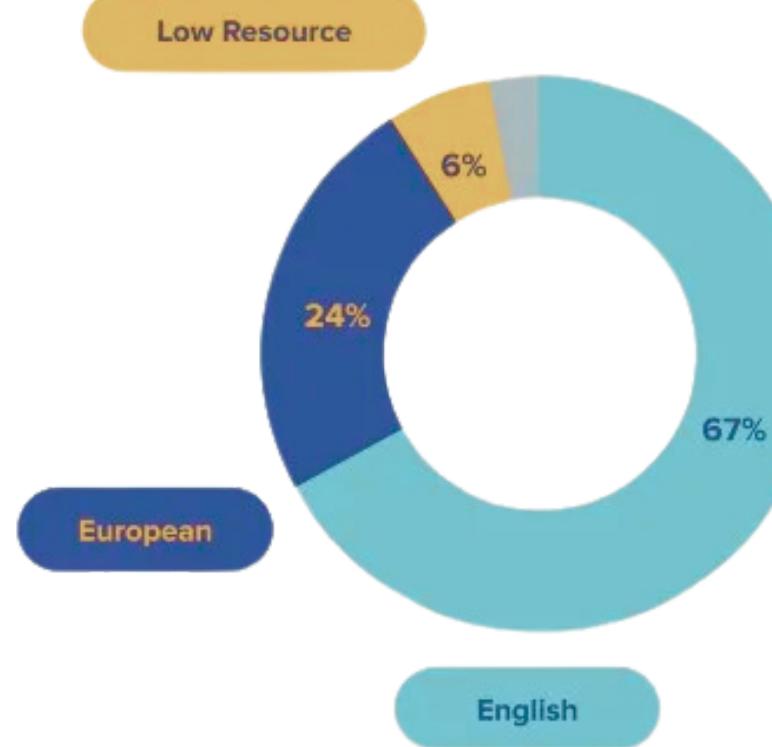
Richard Rabbat
Ex VP Product Twitter, MIT
OST Brain Mentor



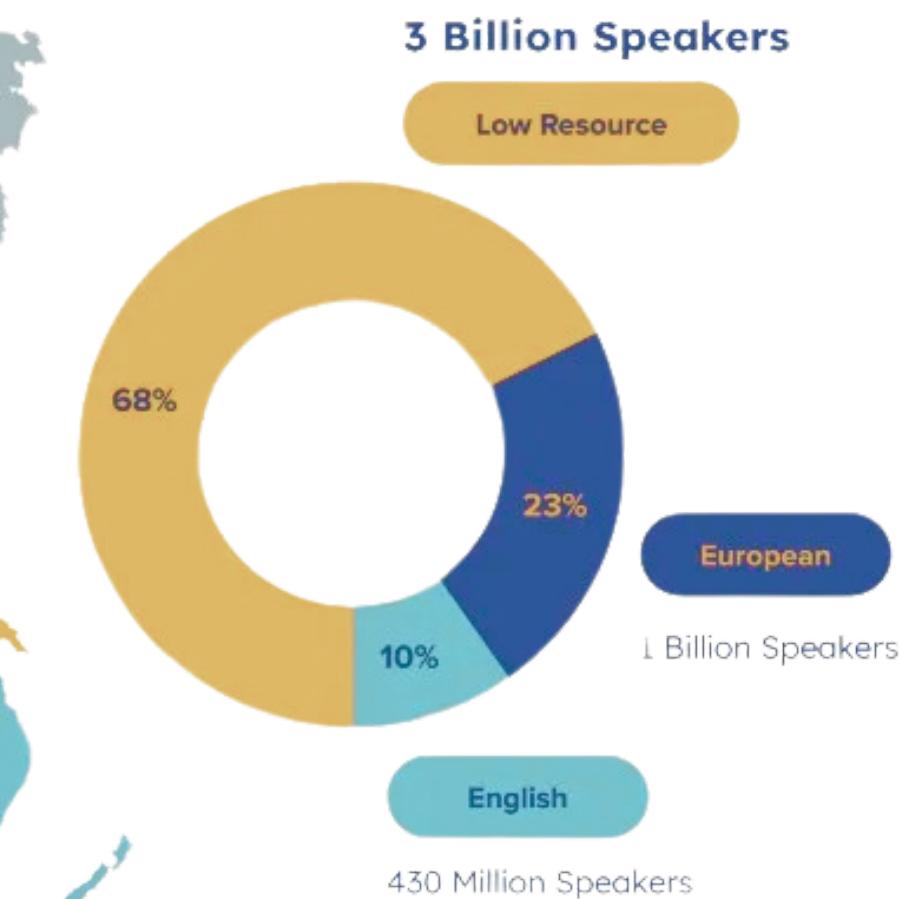
Jean-Marc Codsi
Ex CX Director Etisalat, T-
Mobile, Sitel (Foundever)

3 Billion Customers are Excluded from AI Revolution

NLP Solutions by Language



Population Size of Languages



Neural Space

Low Resource languages lack datasets as these languages are spoken with limited grammatical structure

PROBLEM

CUSTOMER KNOWLEDGE IN EMERGING MARKETS



MULTILINGUAL

At least 4 languages
spoken in Africa
blended with dialects
**2000+ Languages in
Africa**



MANUAL

3 Weeks to analyze
siloed samples of
Customer Feedbacks
**Risks of Churn
& NPS Loss**



-7 NPS POINT = -1% REVENUE

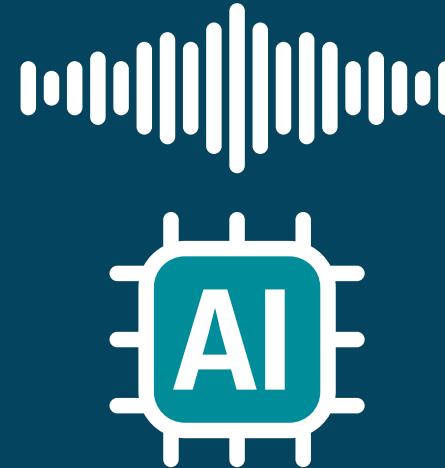
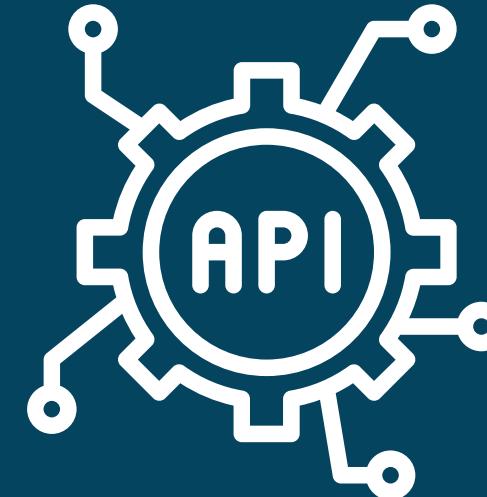
UNIFIED MULTILINGUAL CUSTOMER EXPERIENCE SAAS PLATFORM

We help companies keep the best level of customer knowledge & satisfaction in emerging countries



SOLUTION

MORE ACCURATE & FASTER TIME TO INSIGHTS



STEP 1: Multichannel

API Connexion to Collect **AUDIO & WRITTEN** data such as Surveys, Call Centers Audios, Chat Conversation...

STEP 2: Multilingual AI

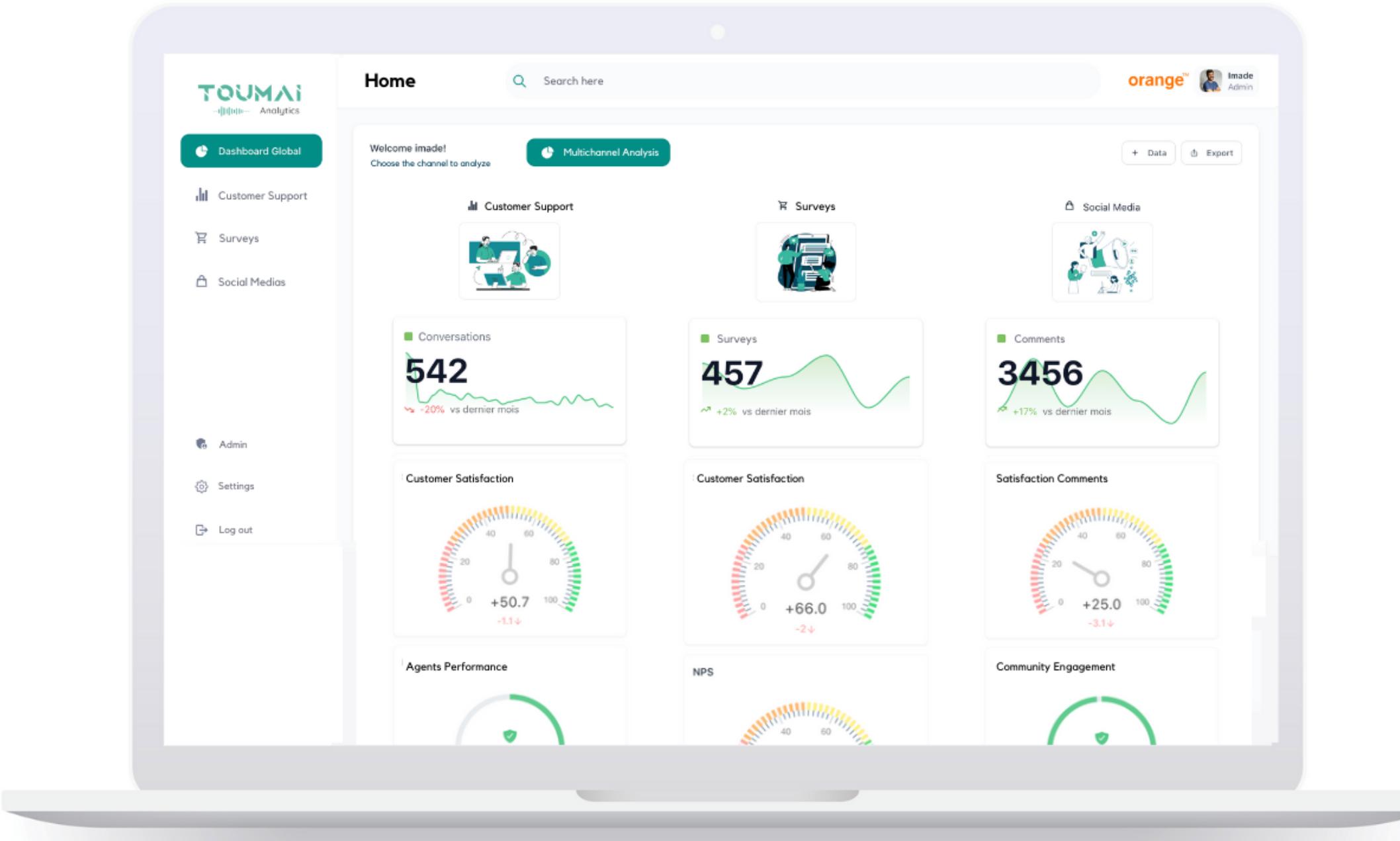
Multilingual Speech to Text Transcription, Sentiment Analysis, Topic Modelling, Scoring

STEP 3: Insights & Actions

Analytics, KPI & Recommandation to improve Impact & Processes, Reduce Churn & Interactions

+50% AI ACCURACY ON LOW RESOURCE LANGUAGES
WITH PROPRIETARY DATASETS & OPTIMIZED INFRA
("SMALL & BEAUTIFUL" MODELS)

BENEFIT



+65%

Time saved in Quality Control – from 3 weeks to 1 day to **Improve Customer Satisfaction**

3X

More Insights for decision making on KPI targets to **Reduce Customer Interactions**

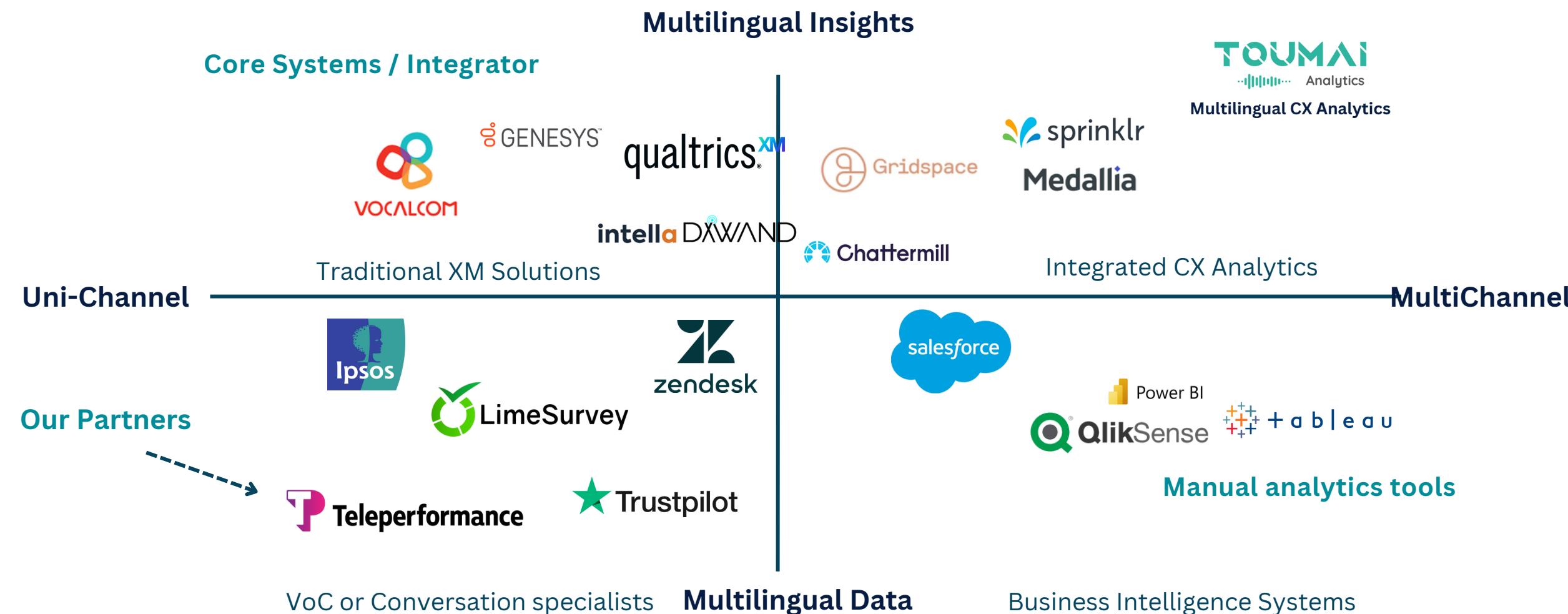
+7

NPS thanks to improved Customer Service = +1% Growth & Less Churn

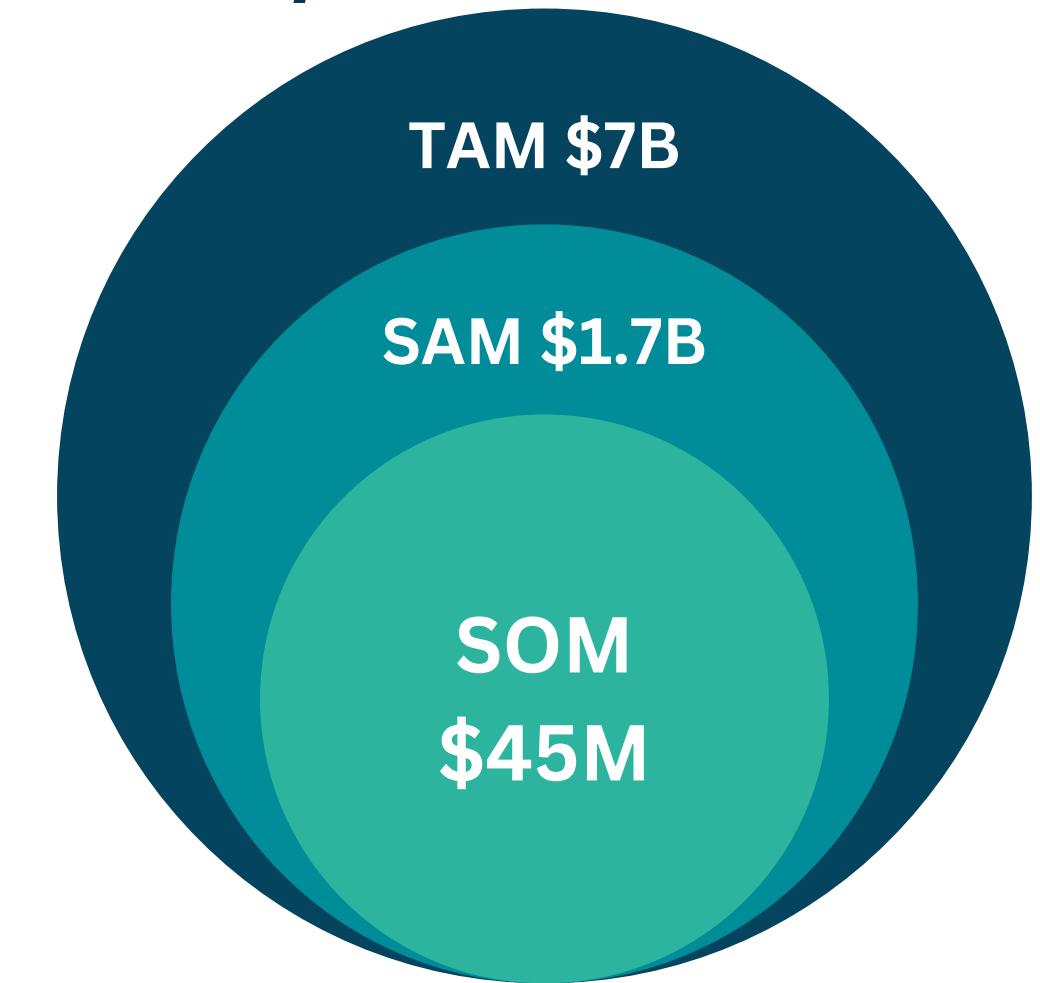
BUSINESS MODEL

- Setup Fee according to the number of channels to analyze
- Pay as you Go: Cost per Interactions analyzed (1 Interaction = 3 minutes average)
- Expected ACV: 20-100K\$

MARKET



Bottom Up



Large enterprises are key early adopters of IA-driven CX analytics as they compete to maintain market share through more sophisticated means.

We have first focused on African & Arabic languages given our Founders' heritage and access to African networks

8 African languages industrialised to date: Darija, Wolof, Swahili, Amharic, Yoruba, Fongbe, Pular, Dyula

1/3 African spoken languages with base-level accuracy deployable

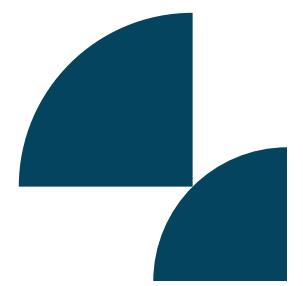
4 weeks to develop a new dialect/language model at industrial accuracy

SOLID TRACTION



2021

Founded in Morocco
2 Years R&D



100K\$

3 POCS Converted
into SaaS Customers



Nov 2023

Pivot, failed fast
with resilience



20K\$

Monthly Cashburn

Signed:
\$100K Recurring



**Advanced
Discussions:**
\$350K Pipeline

Sales cycle: 3-6 months
CAC: \$5K

**200K
Fundraised**

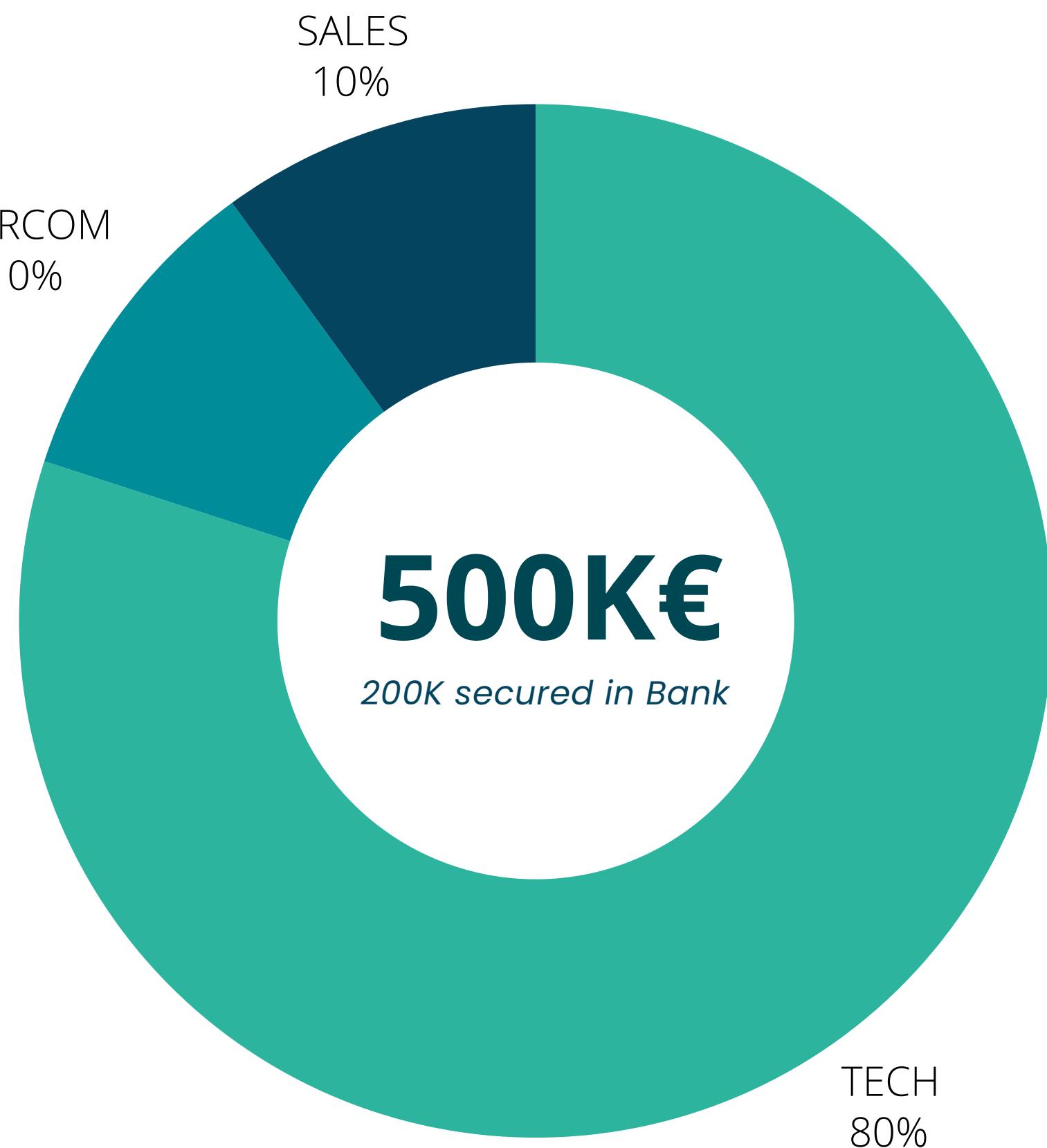


1st Investor onboard
CVC Telco



along with BPI, BAs &
Deeptech Incubator





Round Closing expected S1 2024

Terms of investment: French law governed SAFE investment

Conversion: next funding round or within 8 months

12-18 month runway

Use of Funds

VALIDATE KEY MILESTONES PRIOR TO LARGER SEED ROUND FOR GTM

- **400K Tech Milestones :**
 - Securing the Core Team
 - Deploy speech to text & Gen-AI Reco
 - Hire Infrastructure Engineer to build Scalability prior to Go to Market

- **100K Preparing Go to Market:**
 - **Strategy:** Validate Pricing Model, Validate International Expansion Strategy
 - **Sales :** Convert ongoing POCs, Build nurturing funnel, Establish partnerships with Call Centers
 - **Improving visibility & branding :** Awareness, SEO, Content, events in order to prepare the Inbound Marketing traction



Let's Connect

Make all voices heard no matter the language or ability

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