

# Pitch Deck

Building Digitally Native Businesses of the future

# Pitch Deck Agenda

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# Pitch Deck Agenda

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## The Growing Industry

According to Gartner, Intelligent Automation is the world's fastest-growing enterprise software and services segment, with many businesses are seeing the benefits first-hand.



## The Future of Business

As the Great Resignation challenges companies to stay competitive, leaders look to Intelligent Automation to help alleviate employee burnout, provide flexibility, scalability and increase their capacity to deliver services to customers and other stakeholders quickly and accurately.



## Identified Opportunity

As businesses drive accelerated transformation through AI and automation they are looking for a partner that will provide them with highly technical and efficient support to manage and maintain their digital operations eco-system.

# Executive Summary

Globally the need for operational AI and Automation excellence is growing as companies continue to focus on transitioning themselves to digitally native businesses of the future.

To date, Cognitive Automation Labs (CA Labs) has positioned itself as a strategic partner in the productionisation of the emerging technology. By leveraging its suite of products and services that have been developed to manage the digital operations at an enterprise scale, it allows organisations to monitor, manage and maintain a myriad of solutions.

## CA Labs is both a product and services company

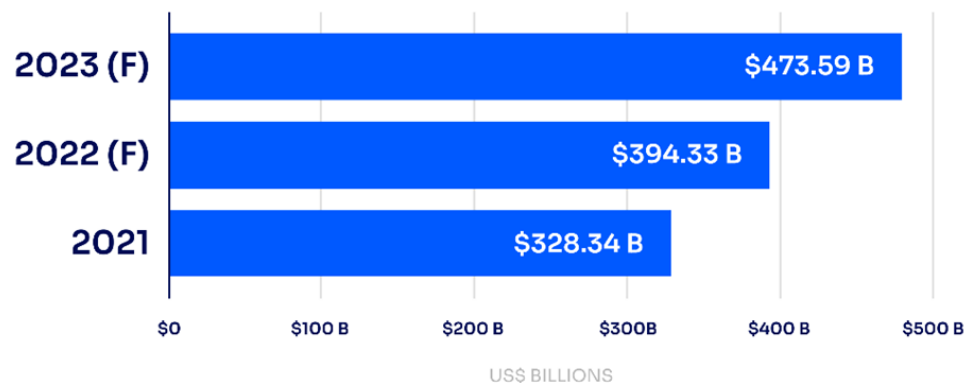
CA Labs is already profitable with a number of enterprise clients already utilising its solutions and services to manage their rapidly growing emerging technology operations.

# Intelligent Automation Global Revenue

Initially, Cognitive Automation Labs will focus on a rapidly expanding enterprise market of production AI and Automation services.

We aim to achieve this through the global expansion of our cloud native AI and automation management platform - **CA Labs Insights** and combined services.

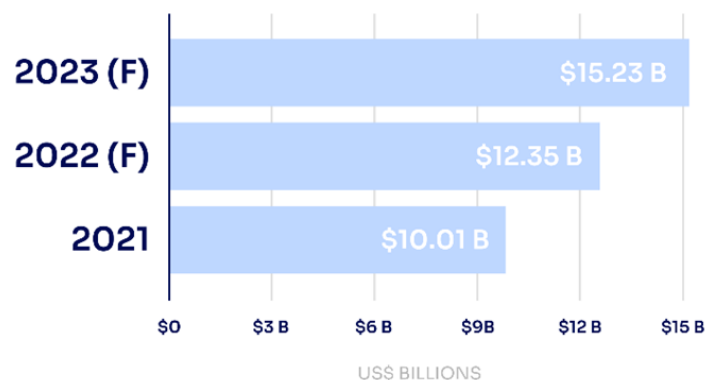
## Forecasted Global AI Market Size



**\$1.4 T**

▲ CAGR 20.1%

## Forecasted Global RPA Market Size



**\$43.52 B**

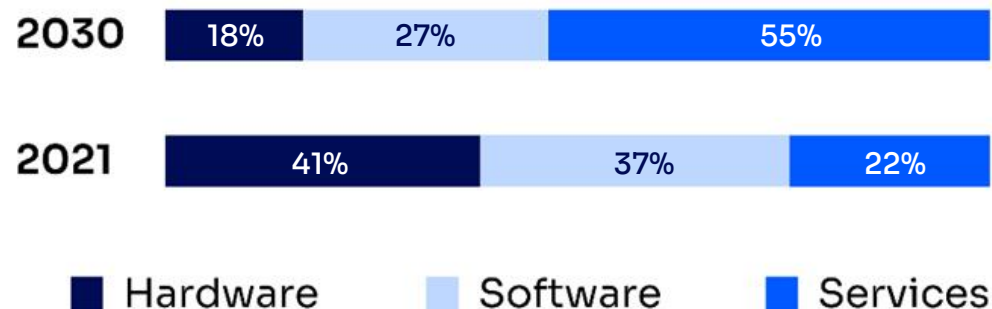
▲ CAGR 23.4%

## THE GROWING INDUSTRY

# AI Solutions Market Share Opportunities

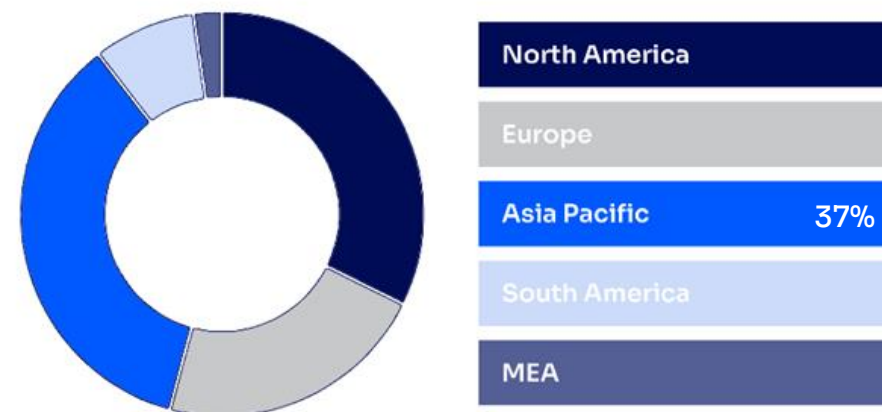
## Solution Movement & Market Share Analysis, 2021 & 2030

Artificial Intelligent Market, Solution revenue movement analysis, 2021 & 2030



## Market Opportunity by Global Region

The market share value for the year 2030



### KEY TAKEAWAY:

CA Labs is well positioned to capture AI and Automation related software and services, working strategically with top tier strategy consulting firms, to implement its products and services in large scale enterprise across the APAC region.

# Benefits of Intelligent Automation

## Benefits of Adopting a Holistic Intelligent Automation Approach

Enterprises, on average, achieved a positive impact on their **revenue growth** of

**~38%**

Enterprises, on average, achieved a **ROI** of

**100 - 105%**

Source: Everest Group  
Study commissioned by UI Path



**Operational  
Cost Reduction**



**Reduce Mistakes  
and Human Error**



**Improve  
Compliance**



**Productivity  
Improvements**



**Improve Customer  
Experience**

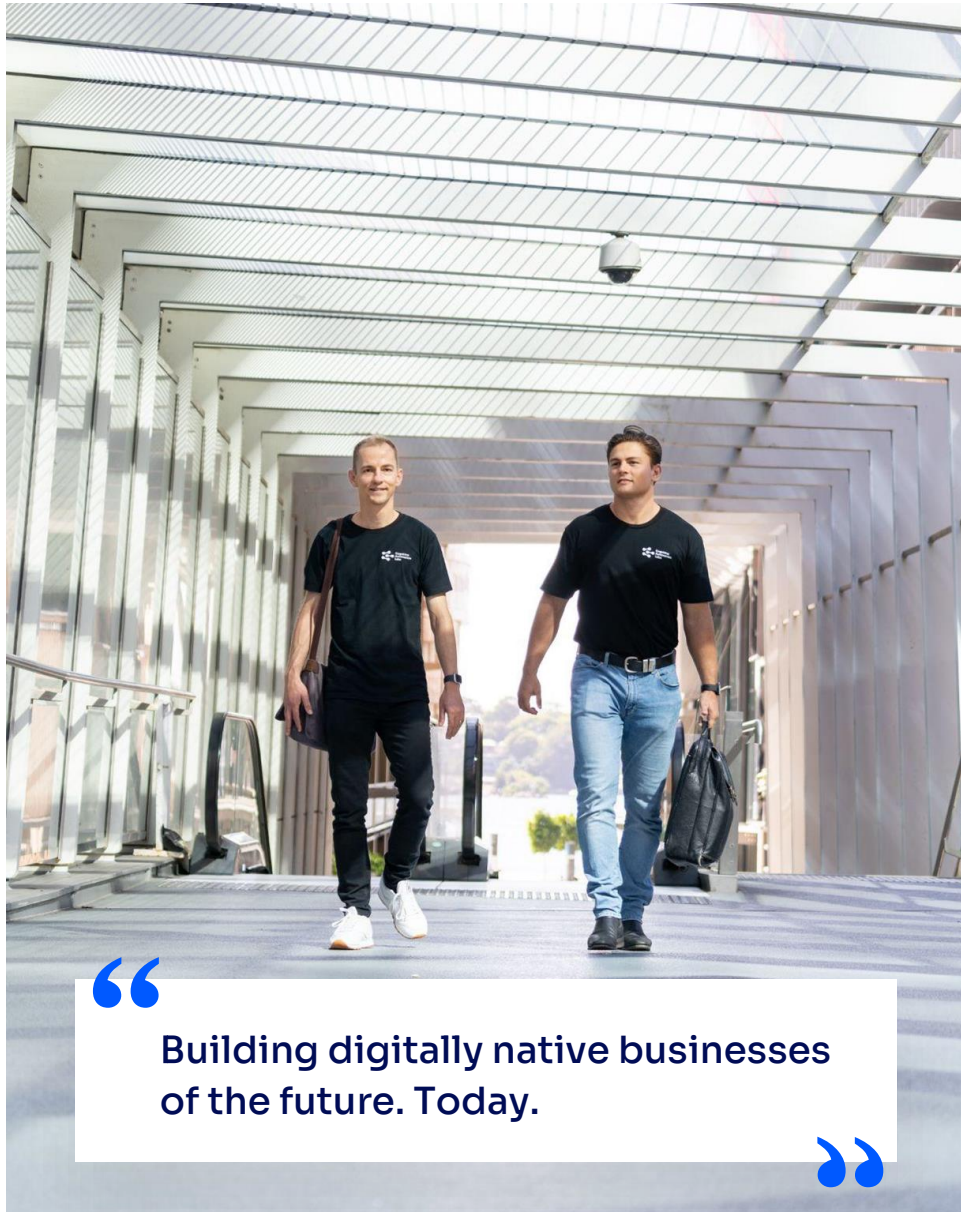


**Increase Employee  
Satisfaction**



**Afford Time for  
High-Value Tasks**





“

Building digitally native businesses of the future. Today.

”

## — ABOUT US

# About Cognitive Automation Labs

Cognitive Automation Labs (CA Labs) is backed by decades of digital transformation experience managing emerging technology at scale.

Driving enterprise transformation, we've leveraged advancements in AI and machine learning to help clients solve some of their toughest business challenges with acute efficiency.

We weave the fabric of digitally native organisations – connecting systems and interconnecting organisations together in a cohesive digital mesh whilst providing the operational frameworks to manage it all.



# Identifying Opportunities within the Current Market

To date, many large consultancies focus on developing new emerging technology solutions.

However, many of these solutions never make it past the stage of a functional proof of concept and many are no longer operational post the 12-month implementations period as there is a ***lack of technical skills*** to support these solutions once moved into production.

Given the expensive nature of developing these solutions there is significant merit in ensuring that these solutions continue to add value over an extended duration and are continuously enhanced and optimised where possible.

## How We Are Novel



### AI & Automation Production Support

We provide highly technical AI and Automation production support, able to manage a growing digital operations install base within organisations



### Sound Systems Engineering Skills

We're building capabilities with sound systems engineering skills, utilising reliability and DevOps engineering approaches



### Platform Engineering

We deploy customised AI and Automation production platforms, through highly modular and reusable assets.

# Meet Our Co-Founders

CA Labs was co-founded by Jonathan Parsons and Tylor Bunting who combined, have decades of automation and engineering experience, scaling emerging technology teams across both EMEA and APAC Regions.

Both Tylor and Jonathan have a proven record of accomplishment through exceptional collaboration and as such, have had their teams receive global awards within the realm of emerging technology. They have gained extensive experience in scaling large emerging technology programs whilst working together at EY and obtaining an in-depth understanding of what is required to monitor and manage these operations effectively.



**Jonathan Parsons**

CA LABS [Co-Founder & CEO](#)

Experience: [15+ years](#)



**Tylor Bunting**

CA LABS [Co-Founder & CTO](#)

Experience: [7+ years](#)





**Jonathan Parsons**  
**Co-Founder & CEO**

**Experience  
& Excellence**

Unlocked 50M AUD  
Benefits for clients  
during 2017 - 2022

**14+ Years Experience**  
in building and managing  
technology-oriented teams

Successfully delivered  
scaled automation  
engagements driving  
benefits in excess of  
\$17M AUD recurring  
revenue

Executive roles at  
multinational companies  
such as **EY and Sasol**.

Managed global  
engineering teams in  
excess of 150 engineers  
with annual capex  
budgets, in excess of  
\$50M annual spend.

Our Co-Founder and CEO Jonathan Parson is a critical thinker with an understanding on how to create a culture that drives innovation at the cadence required for this new era.

He has scaled automation programs across many multinational companies in various sectors such as banking, mining, utilities and education.

Jonathan works closely with clients to build trust, ensuring the CA Labs services and solutions are delivered with maximum impact. Internally he is responsible for driving continuous improvement and expansion of the CA Labs solutions and services.



**Tylor Bunting**  
**Co-Founder & CTO**

### Experience & Excellence

Highly qualified in  
UiPath, Azure, Blue Prism,  
RoboCorp Advanced  
Python

**7+ Years Experience**  
in RPA, AI and data analytics  
platforms and solutions

Provided technical and  
managerial oversight of  
over 200 IA solutions  
that delivered over \$13m  
in recurring savings for  
the University of Sydney.

Lead consulting roles at  
companies such as **EY &  
Insights Australia.**

Lead various IA  
engagements in a variety  
of industry sectors,  
delivering over \$2m AUD  
in quantifiable business  
value during his tenure.

As Co-Founder and Principal Engineer, Tylor's responsibilities range from the strategic selection of the technology stacks we use to the education and training of all CA Labs Engineers.

His extensive experience in technology consulting, automation, cloud computing, analytics, and DevOps practices enable him with experience needed to lead highly effective technical teams.

# New Solutions for Growth Opportunities

To drive efficient management of these digital operations, CA Labs is working to expand its suite of solutions that can easily **monitor, measure, and predict operational value** through vendor-agnostic technology connectors & integrations and solutions. This suite of support technology is built to manage scaled enterprise operations whilst also growing into a cost-effective solution to support rising citizen development community.

## Current Tech Stack

CA Labs technology already integrates with a wide range of innovative technology products providing connectors for tools such as Microsoft Power Platform, UiPath, Blue Prism, Robocorp and ServiceNow.

## API Development

The CA Labs team is continuing to drive the development of many more connectors going forward as well as expanding the product's native API integration functionality to track the value for more custom solutions such as chatbots and IoT-based solutions.





# Our Products

## CA Labs Insights

Through CA Labs Insights, we're assisting companies to quantitatively manage their AI and Automation technology solutions, organisation wide.

CA Labs Insights allows companies to continuously improve their digital operations by pinpointing areas of opportunity and benefit uplift.

Real-time monitoring of solution performance allows immediate intervention to be taken and ensure the value of an organisations digital operations is maximised.

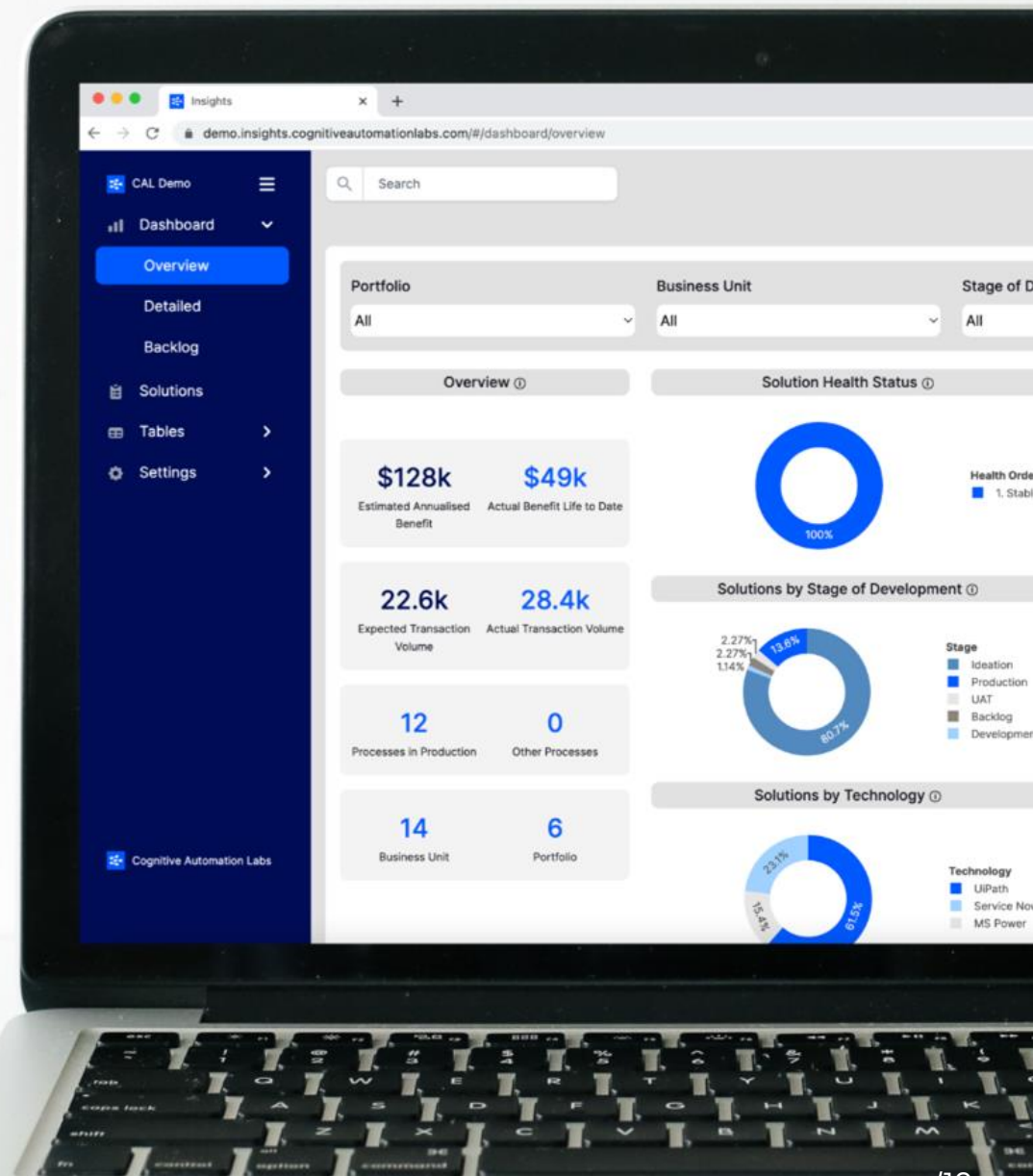
CA Labs Insights integrates with multiple automation technology stacks allowing quantitative analytics to be tracked across a wide range of emerging technology platforms.

**Extensive  
Integration  
Capabilities**

**Track  
Health  
& Benefits**

**Cross-  
Provider  
Metrics**

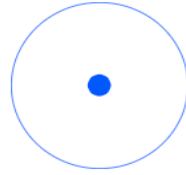
**Transaction  
& Record  
Keeping**



# Emerging Technology Services

Weaving the digital fabric of your business through our accelerated digital transformation services.

At CA Labs, we provide the products and services that will allow you to efficiently manage your digital operations



## 01/ Innovation Ideation

By leveraging our extensive experience in automation, integration and AI technologies, we can work with you and your team to identify potential opportunities based on quantifiable metrics.



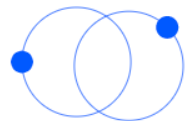
## 02/ Digital Operating Model

Leveraging our team's extensive experience in setting up and scaling digital transformational hubs, we help organisations design and architect internal processes, standards and teams that accelerate digital transformation organisation wide.



## 03/ Advanced Integration

We help organisations integrate both modern and legacy applications through the use of our high speed, robust, advanced integration technologies. This capability combined with the use of AI technologies, allows organisations to transform into highly efficient digitally native entities.



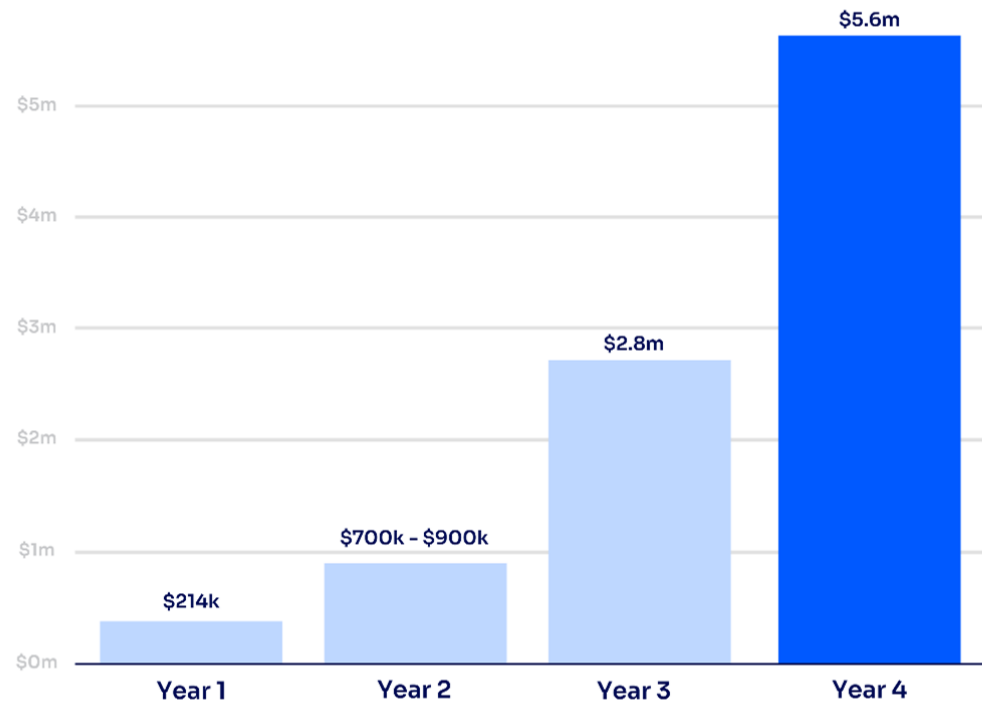
## 04/ Digital Operations Management

Through our suite of emerging technology products and services, we are able to manage clients digital operations in a highly efficient and robust manner. This allows us to continuously enhance and improve the our clients digital operations



# Projected Revenue Forecast

Revenue projections are based on growth of similar companies operating in Australia.



**Year 1** \$214k  
*actual*

**Year 2** \$700k-\$900k  
*estimated*

**Year 3** \$2.8 million  
*estimated*

**Year 4** \$5.6 million  
*estimated*

# CA Labs Investment Opportunity

CA Labs has undergone several investor readiness activities over the past year and is now looking to raise \$1M during for a negotiable amount of equity in the overall CA Labs business.

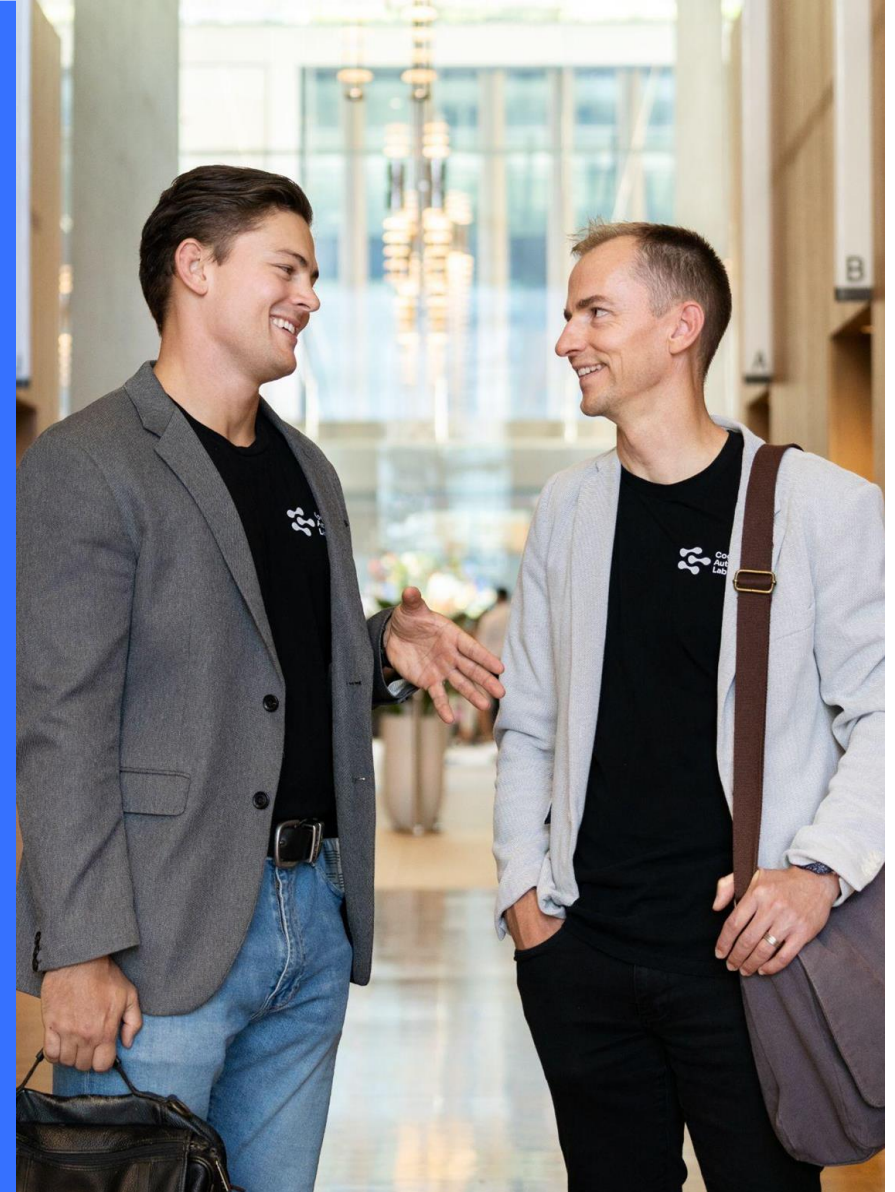
As we've been further reviewed by AusIndustry as a potential applicant for a matched investment grant, there is the potential to match this funding with non-dilutive investment from Austrade.

\$1 Million  
Investment

Negotiable amount  
of business equity

Funding will be spent on a combination of enhancing the team's product suite capabilities, bolstering the team's engineering resources along with improving its customer success and business development activities.

Capital will be applied in an agile fashion allowing CA labs to continually optimise capital deployment across these areas in the most efficient manner and ensuring maximum return on capital allocated.



# Summary Of Where Capital Expenditure Will Be Used



## Further agile development of CA Labs product suite

- Product UX Refinement
- Plug and play product integrations
- Enhancing Digital Operations Monitoring and Emerging Technology Solution Management



## Expanding technical production resource capabilities

- Increased onshore site-reliability engineering support
- Increased onshore integration engineering support

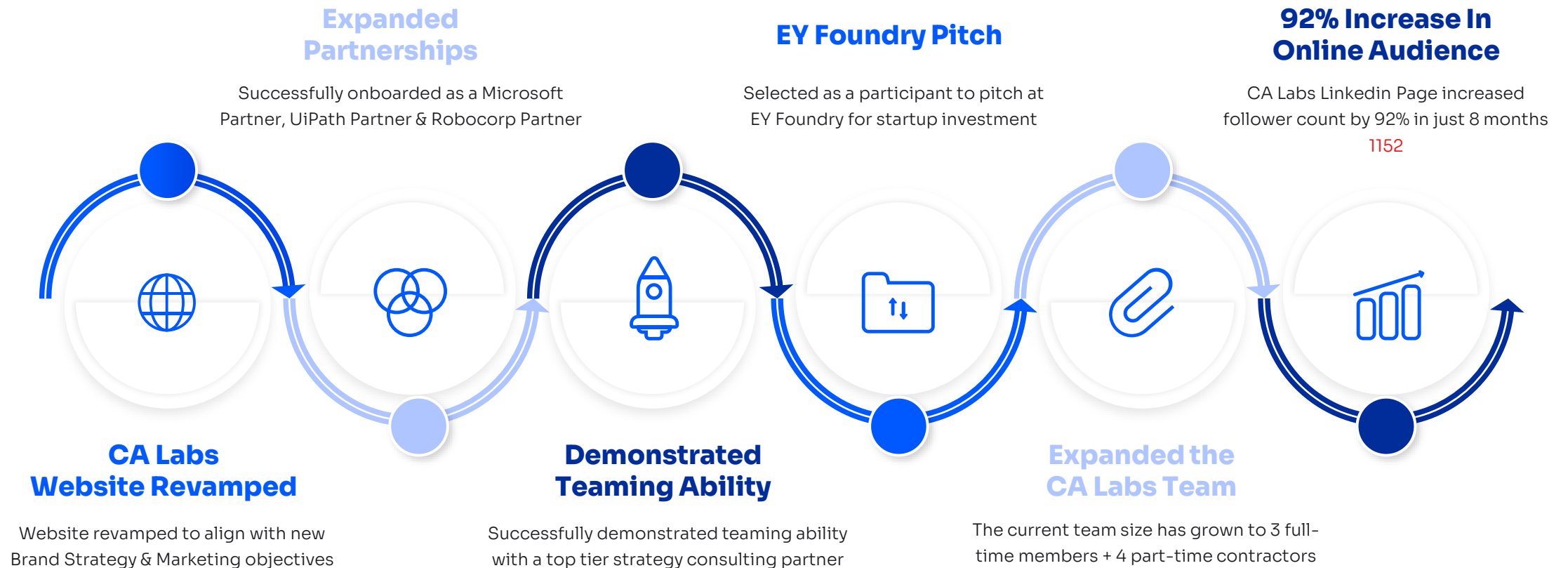


## Customer success and business development

- Scaling customer success engagement with clients to expand current scope of production support
- Building increased channel capabilities and partners for further business expansion

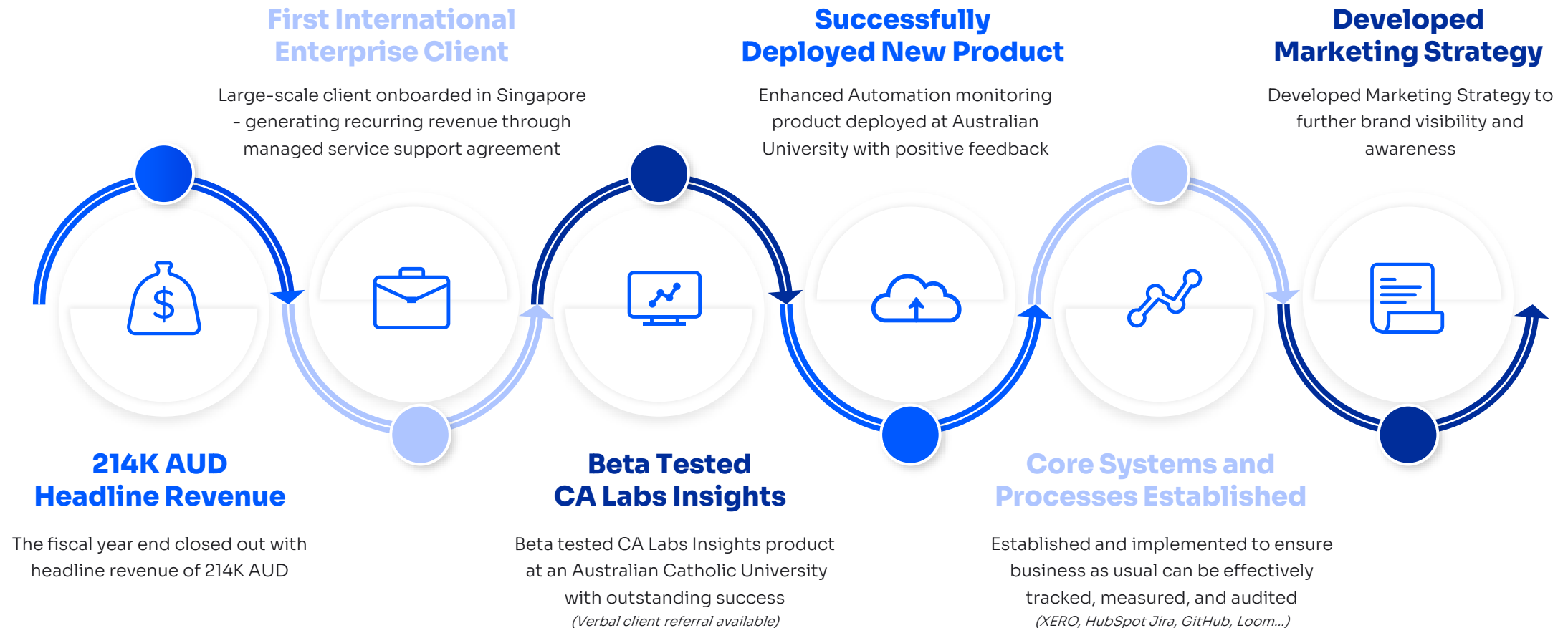
# Key Milestones

## Achieved for 21/22 Financial Year



# Key Milestones

## Achieved for 21/22 Financial Year



# Key Clients

CA Labs is now servicing 3 large enterprise clients across the APAC region including:

**Singlife – Singapore**

**Australian Catholic University – Sydney**

**The Icon Group – Brisbane**

In addition to this, we're servicing several smaller clients who have begun to expand their digital operations going forward.

# Tech Partners

Over the last year, we have expanded our technology partnerships, and CA Labs is now successfully onboarded and recognised as proud partners of reputable organisations such as:





**Contact Us For  
More Information**

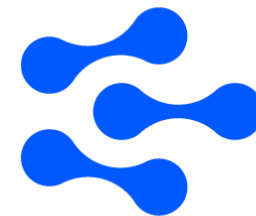


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**Cognitive  
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Labs**