

EXOVANCE

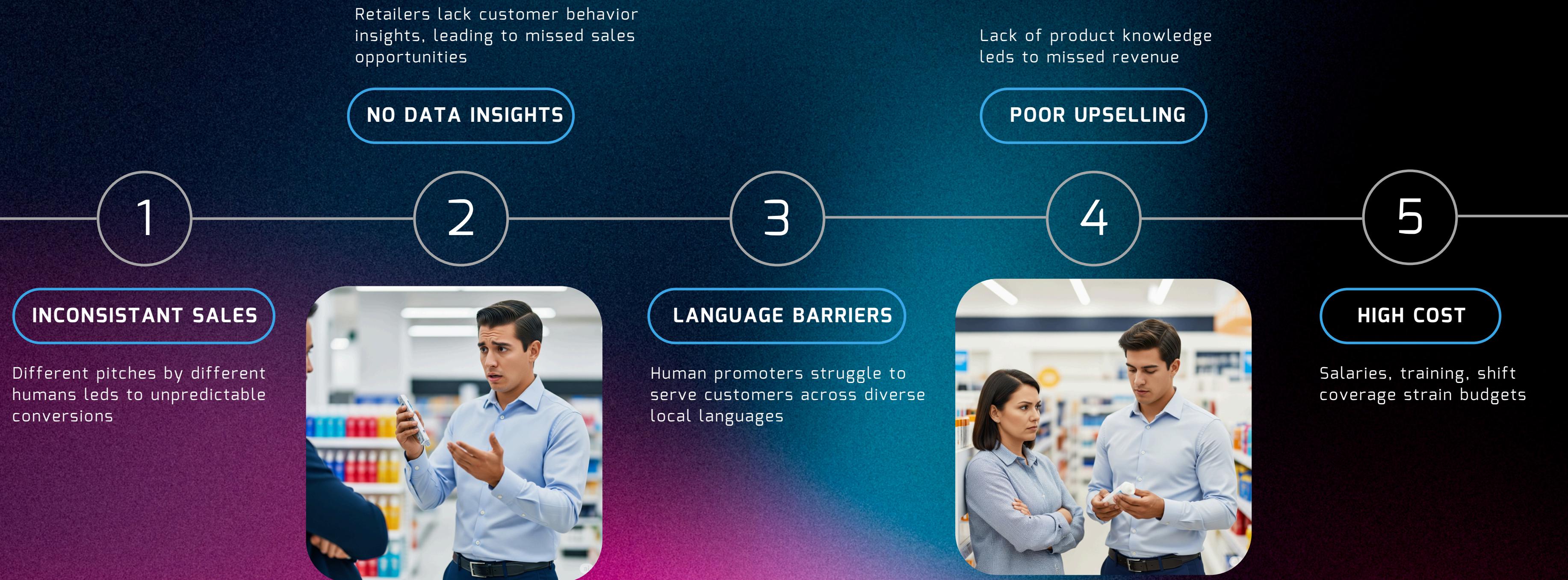
THE FUTURE

ARTIFICIAL INTELLIGENCE VIRTUAL AGENT



The image features a vertical arrangement of five identical 'AIWA' brand names. Each name is composed of three bold, white, sans-serif letters ('AIWA') stacked vertically. The background is a solid dark blue at the top, which gradually transitions into a vibrant red at the bottom. To the right of the stacked logos, the text 'THE FUTURE OF SELLING MARKET' is displayed in a white, sans-serif font, oriented vertically from bottom to top.

THE PROBLEM



THE SOLUTION

AIVA - AI + VOICE + AVATAR + KIOSK

ENGAGES CUSTOMERS
NATURALLY

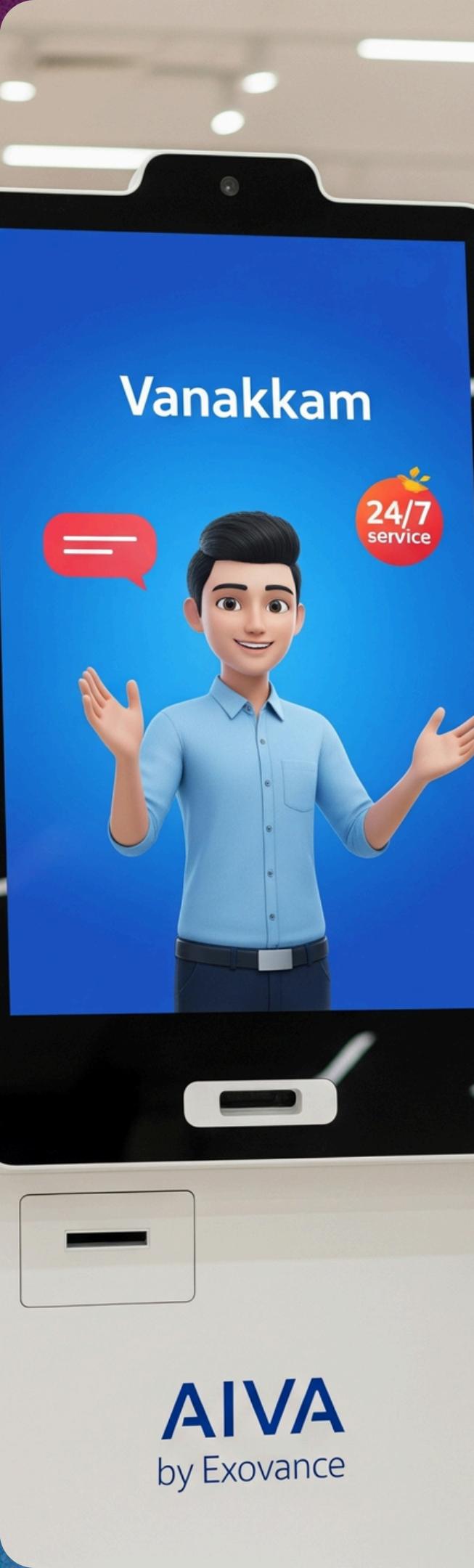
HELPS BUSINESSES
SELL BETTER WITH
INSIGHTS

UNDERSTAND AND SPEAK
LOCAL LANGUAGE

GIVES SMART,
EMOTIONAL PRODUCT
SUGGESTIONS

WORK NON - STOP,
24/7, NO SICK LEAVES

COLLECTS CUSTOMER
BEHAVIOR IN REAL-TIME



AIVA
by Exovance

HOW AIVA WORKS

- 1 CUSTOMER APPROACHES KIOSK – AIVA GREETS AND IDENTIFIES NEEDS
- 2 PRODUCT DISCOVERY – SHOWS FEATURES, COMPARISONS, AND DEMOS
- 3 RECOMMENDATION & UPSELL – SUGGESTS BEST OPTIONS EMOTIONALLY
- 4 GUIDED PURCHASE – DIRECTS TO PAYMENT OR CHECKOUT SEAMLESSLY



UNIQUE VALUE PROPOSITION

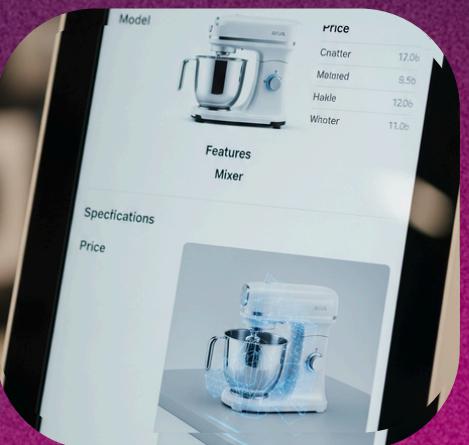
AIVA IS MORE THAN AI – IT'S YOUR ALL-IN-ONE, CHARMING, INTELLIGENT SALESASSISTANT THAT ENGAGES, RECOMMENDS, EXPLAINS, AND SELLS



HUMAN TOUCH, MACHINE POWER SPEAKS EMOTIONALLY



MULTILINGUAL AI COMMUNICATES WITH ANYONE



KNOWS THE PRODUCTS UPSSELLS & EDUCATES

UNIQUE VALUE PROPOSITION

AIVA IS MORE THAN AI – IT'S YOUR ALL-IN-ONE, CHARMING, INTELLIGENT SALESASSISTANT THAT ENGAGES, RECOMMENDS, EXPLAINS, AND SELLS



SELLS, NOT JUST TALKS CONVERTS INTEREST INTO ACTION



NO BREAKS, NO BURNOUTS, OPERATES 24/7



INSTANT CHECKOUTS BUILT-IN PAYMENT SYSTEM

MARKET OPPORTUNITY

Retail automation is a \$30B+ global market, and AIVA is positioned to capture high-growth segments.

GLOBAL OPPORTUNITY

- \$30B+ global retail automation & AI-powered kiosk market (CAGR ~20%)
- Growing demand for contactless and AI-driven in-store experiences

INDIA OPPORTUNITY

- 1.2M+ retail stores & outlets
- 200K+ potential kiosk-ready points in Tier 1-3 cities
- Includes Key sectors: FMCG, electronics, fast food, malls, stations, tech expos, exhibitions, and local marketplaces

IMMEDIATE ADDRESSABLE MARKET (PILOT & YEAR 1 FOCUS)

Pilot-ready for ~5K locations:

- **1,000+ FMCG stores**
- **500+ mobile/electronics retailers**

- 100+ gov. outreach/awareness programs
- **3000+ semi-automated food counters** (e.g., fast food chains, billing kiosks)

KEY INVESTORS TAKE AWAY: Even capturing **1% of India's** kiosk-ready locations (**≈2,000 kiosks**) represents a ₹40+ Crore annual recurring revenue opportunity.

KEY USE CASES

FMCG STORES 3D DEMOS, UPSELLING

In FMCG stores, AIVA engages customers with 3D product demonstrations and personalized recommendations. By explaining product benefits and suggesting complementary items, it drives upselling and improves in-store conversions without relying on human promoters.

FAST FOOD SMART BILLING KIOSKS

In fast food outlets, AIVA functions as a smart self-billing and ordering kiosk. It allows customers to browse menus, place orders, and complete payments quickly, reducing queue times and improving service efficiency while lowering dependency on staff.

TICKET BOOKING IN PHYSICAL THEATRES, AIRPORT, METRO & RAILWAYS USING AIVA

AIVA simplifies ticket booking across high-footfall public locations such as movie theatres, airports, metro stations, and railway terminals. Customers can interact with AIVA to check schedules, select seats, and complete bookings instantly in their preferred language. By offering a seamless self-service experience, AIVA reduces queues, improves operational efficiency, and enhances overall customer satisfaction.

MOBILE SHOPS AND FEATURE SERVICE

In mobile and electronics stores, AIVA assists customers with feature comparisons, product recommendations, and interactive demonstrations. It helps shoppers understand specifications easily, identify the best options, and make confident purchase decisions without waiting for human staff.



BUSINESS MODEL

PILOT SCALE

- REVENUE STREAM(50 KIOSK):
 - HARDWARE SALES: ₹75,000 PER KIOSK (ONE-TIME)
 - SAAS LICENSING: ₹8,000/MONTH PER STORE
 - AD REVENUE: ₹3,000/MONTH PER KIOSK (OPTIONAL RETAIL BRAND PROMOTIONS)

REVENUE STREAM	UNIT PRICE	QTY	MONTHLY REVENUE	ANNUAL REVENUE
HARDWARE SALES	₹75,000/KIOSK	50	-	₹37,50,000
SAAS LICENSING	₹8000/KIOSK/MO	50	₹4,00,000	₹48,00,000
AD REVENUE	₹3000/KIOSK/MO	50	₹1,50,000	₹18,00,000

KEY INVESTOR TAKEAWAY

- Even a **50-kiosk pilot** can cross ₹1 Crore in the **first year**.
- Recurring revenue (**SaaS + Ads**) ensures **sustainable growth** beyond hardware sales.
- **Scaling to 500 kiosks (10x)** → Potential ₹10+ Crore annually.

TOTAL PILOT REVENUE (YEAR 1): ₹1,03,50,000 (~₹1.03 CRORE)

- ONE-TIME HARDWARE: ₹37.5 LAKHS
- RECURRING SAAS + ADS: ₹66 LAKHS/YEAR

GO - TO - MARKET STRATEGY

1

PILOT WITH RETAIL CHAINS & SMART CITIES

2

PARTNER WITH GOV. FOR AWARENESS ROLLOUTS

3

SHOWCASE AT AI EXPOS

4

INFLUENCER & VIDEO MARKETING FOR RETAIL TECH

5

DIGITAL B2B OUTREACH & LINKEDIN MARKETING

6

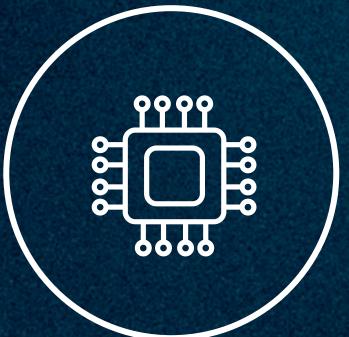
AI-POWERED RETAIL PARTNERSHIPS

OUR COMPETITORS

Solution	Interactivity	Localization	Cost	Scalability	Physical Presence	Emotional Selling
Human Promoters	High	High	Very High	Low	Yes	Medium
Digital Signage	None	Low	Medium	Medium	Yes	None
UneeQ / SoulMachines	High	Medium	High	Low-Med	Digital only	High
Pepper Robot	High	Medium	Very High	Low	Yes (robot)	Medium
AIVA (Our Solution)	High	High	Low	High	Yes (kiosk)	High

OUR ROADMAP

2025

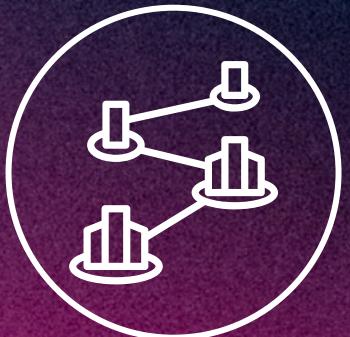


PROTOTYPE READY



3 PILOT DEPLOYMENTS IN FMCG & MOBILE STORES

2026



EXPAND TO 50-100
KIOSKS



PARTNER WITH 2-3
RETAIL CHAINS



GENERATE ₹1CR+ IN
SAAS REVENUE

THE TEAM

OUR ASK

WE'RE SEEKING STRATEGIC SUPPORT TO TAKE AIVA FROM PILOT TO SCALE.

1

- ₹10 LAKHS FUNDING TO:
 - BUILD PRODUCTION-READY KIOSK UNITS
 - SCALE OUR AI MODEL AND AVATAR SYSTEM
 - LAUNCH 50-100 PILOT DEPLOYMENTS IN KEY RETAIL LOCATIONS

2

- PARTNERSHIP WITH :
 - RETAIL CHAINS, FMCG BRANDS, AND PUBLIC OUTREACH PROGRAMS
 - SMART CITY AND DIGITAL TRANSFORMATION INITIATIVES

3

- INCUBATOR / ACCELERATOR SUPPORT
 - FOR MENTORSHIP, MARKET ACCESS, AND BUSINESS SCALING



THANK YOU

LET'S
REVOLUTIONIZE
RETAIL WITH AIVA

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