# **BUSINESS DESCRIPTION**

**Automate** is a start-up that aims at developing and providing software with AI capabilities. Currently, AI has become a fast adopting technology with the ability to become a major disruptor within the industry. AI is becoming more pertinent and many industries is looking to leverage on this technology marvel to become more efficient. **Automate** is dedicated to analysing the market and undertake a customised approach toward providing effective AI solutions to the industry. Be it software development, data visualisation, chatbot or even computer vision, automate strives to provide cutting edge solutions by adopting the latest technology/platform adopted by the leading industry.

Our currently portfolio includes:

* Chatbot development for hospitality sector
* Software development using AI as backend
* Consultancy services
* Computer vision for people identification
* Data analytics and visualization

# **VISION**

**TO DEVELOP AI SOLUTIONS FOR INDUSTRY ADOPTION**

# **MISSION**

1. Software development using AI
2. Generate data for analytics.
3. Leverage of AI technologies to provide innovative products not limited to chatbots.
4. To assist client into providing efficient customer handling.
5. Deliver quality service to customer .

# **Market analysis**

Currently, the local market is more focused on Blockchain and is relatively young in the AI playground. While chatbot is gaining popularity worldwide, in Mauritius, there is little if any approach to develop and provide chatbot/AI services. This may be partly attributed to the current lack of skillset in the market that can develop such solution locally. Moreover, many organisations fail to understand the value that chatbot may bring to their services. Instead they take a more traditional approach toward customer management. A recent survey showed that while many organisations are keen to include AI as part of their strategy yet, nobody knows where to start. Moreover, the potential of converting data into information still evade organisation since there is no adoption of a data strategy that includes AI as part. We believe that we can accompany organisations as part of the digital transformation journey to ensure that there is effective transmutation from traditional technologies to AI. The trend toward chatbot is real and we believe that riding this wave is one of the best ways to reap the reward of AI.

# **Competitive analysis- SWOT Analysis**

**Strength**

* No barrier to entry
* Strong knowledge in AI and state of art technologies
* Early adopter of AI

**Weakness**

* Lack of funding for R&D and infrastructure

**Opportunities**

* Untapped market
* First mover advantage
* Relatively new market

**Threat**

* Larger companies have better investment powers
* Technology easily available