

m2H

Machine2Human Solutions

Empowering Customer Service through Co-Pilot Tools

The screenshot shows a mobile-style chat interface. At the top, it says "Gesprächs-Protokoll". Below that is a timestamp: "laufender Call : 05:37 | Eingang: 12.08.21 12:46 Uhr | KD-Nr.: J23-492785 betroffene Maschine: Baureihe 715". The conversation log is as follows:

- Technician: Die Tür ist jetzt geschlossen, aber die Maschine funktioniert noch nicht. Auf dem Display steht die Fehlermeldung X-3433.
- Customer: Schalten Sie die Console bitte aus und dann warten wir für 3 Minuten bis sich das System wieder hochfahren hat.
- Technician: Ok ich habe die Console jetzt ausgeschalten. Woran könnte die Störung denn liegen?
- Customer: Sehr gut, ich sag Ihnen bescheid wenn Sie das Gerät wieder anschließen können. Ihre Maschine ist bereits etwas älter, bei anderen Kunden konnten wir das Problem mit einem neuen Sensor lösen. Schalten sie die Console bitte wieder an!

At the bottom right of the interface are three buttons: "Chatverlauf öffnen", "Maschinen-Buch", and "Termin vereinbaren".

Problemanalyse:

Ihr Kunde hat eine Maschinen- Störung:
Problem: X-377 defekter Türsensor: Sone Typ-1

Handlungsempfehlung:

1. Bitte überprüfen Sie die Problemanalyse
2. Bitte vereinbaren Sie einen Techniker-Termin

Maschinen-Buch **Termin vereinbaren**

E-Mail versenden



Background

Good customer service increases the profits of machinery companies

20-50% profitability through customer service.

Service margins are about 10 percentage points higher than new sales margins (0-10%).

86 % of the customer would pay more.

If expectations are at least met, the majority of customers would also pay more.

60 % of the customers would switch.

More than half of mechanical engineering customers would switch to the competition if customer service was poor.

Problem

The problem is mainly the availability of information, from which further problems derive

More than 90,000 €* costs can occur per year,
as 89% of service employees spend at least 30 minutes a day
searching for information.



50 % of the service employees search for
information 30 min a day. 27% search 1-2h
and 12.4% search more than 2h.

More than 49,000 € per year can be incurred
due to inefficient processes,** as solution approaches have to be
reproduced again and again.



For example, 49.8 % of service employees
lack step-by-step troubleshooting
instructions.

**89 % of service technicians make do with their own
notes due to difficult accessibility.** These are mostly paper-
based and are not shared.



54 % would use service information for
continuing education if it were not
incorrect or difficult to find.

Our **Case and Knowledge Management** solution supports service **employees** of **machinery companies** by:

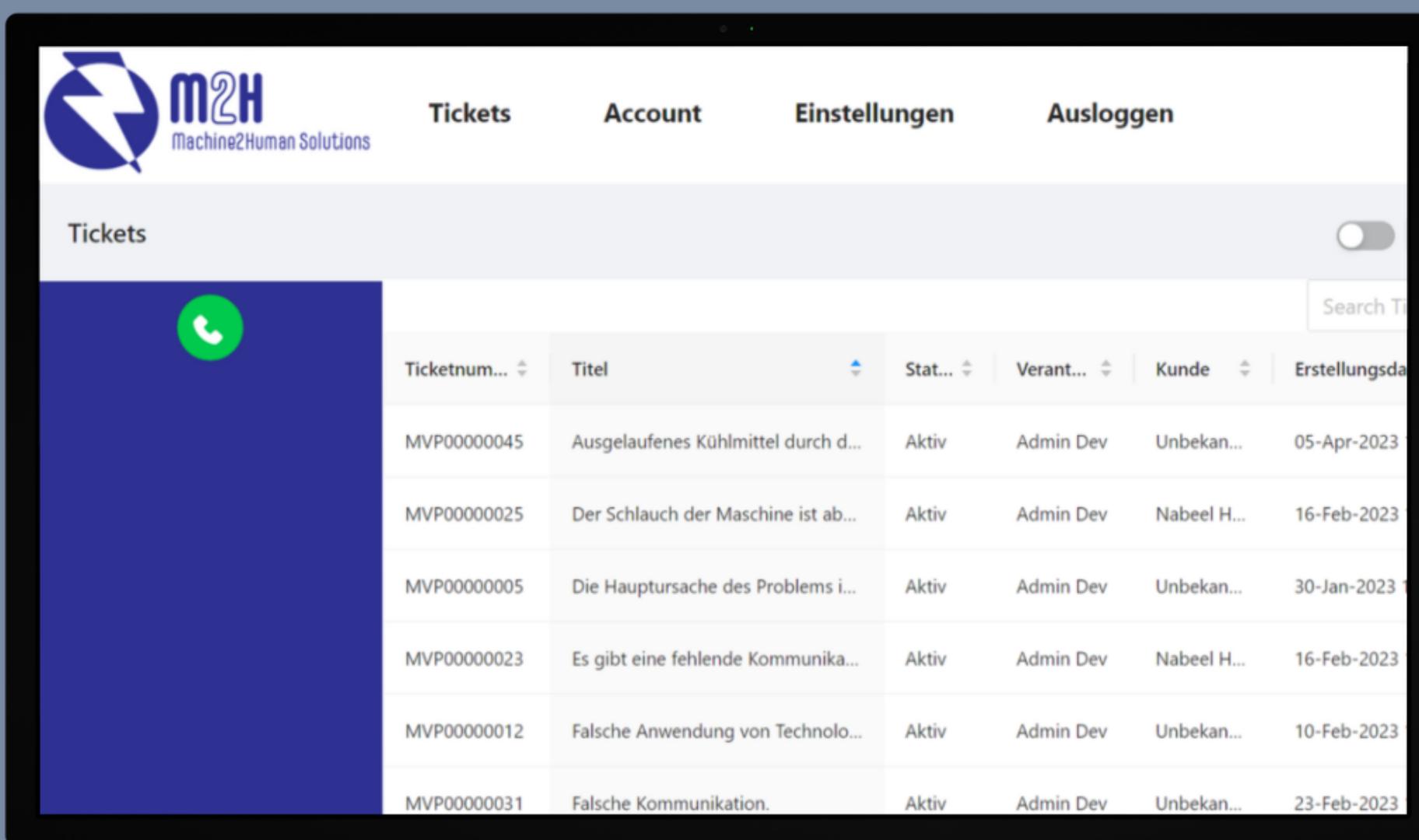
- **reducing** uncertainty and stress
- **Improving** direct customer interaction
- **Providing** knowledge immediately and taking care of troubleshooting

ChatM2H supports all employees of machinery companies by:

- **reducing** time to information
- **improving** accessibility of knowledge
- **providing an answer** to any questions specific to the company

Case Management

Our Case Management solution is based on speech AI and analyzes the service agent-customer conversation to automate processes.



The screenshot shows a software interface for 'Case Management' from 'Machine2Human Solutions'. At the top, there is a navigation bar with icons for Tickets, Account, Einstellungen (Settings), and Ausloggen (Logout). Below the navigation bar is a search bar labeled 'Search Tickets'. The main area displays a table of tickets with columns: Ticketnummer, Titel, Status, Verantwortliche, Kunde, and Erstellungsdatum. The table contains six rows of ticket information:

Ticketnummer	Titel	Status	Verantwortliche	Kunde	Erstellungsdatum
MVP00000045	Ausgelaufenes Kühlmittel durch d...	Aktiv	Admin Dev	Unbekannt...	05-Apr-2023
MVP00000025	Der Schlauch der Maschine ist ab...	Aktiv	Admin Dev	Nabeel H...	16-Feb-2023
MVP00000005	Die Hauptursache des Problems i...	Aktiv	Admin Dev	Unbekannt...	30-Jan-2023
MVP00000023	Es gibt eine fehlende Kommunik...	Aktiv	Admin Dev	Nabeel H...	16-Feb-2023
MVP00000012	Falsche Anwendung von Technolo...	Aktiv	Admin Dev	Unbekannt...	10-Feb-2023
MVP00000031	Falsche Kommunikation.	Aktiv	Admin Dev	Unbekannt...	23-Feb-2023

Automated ticketing:

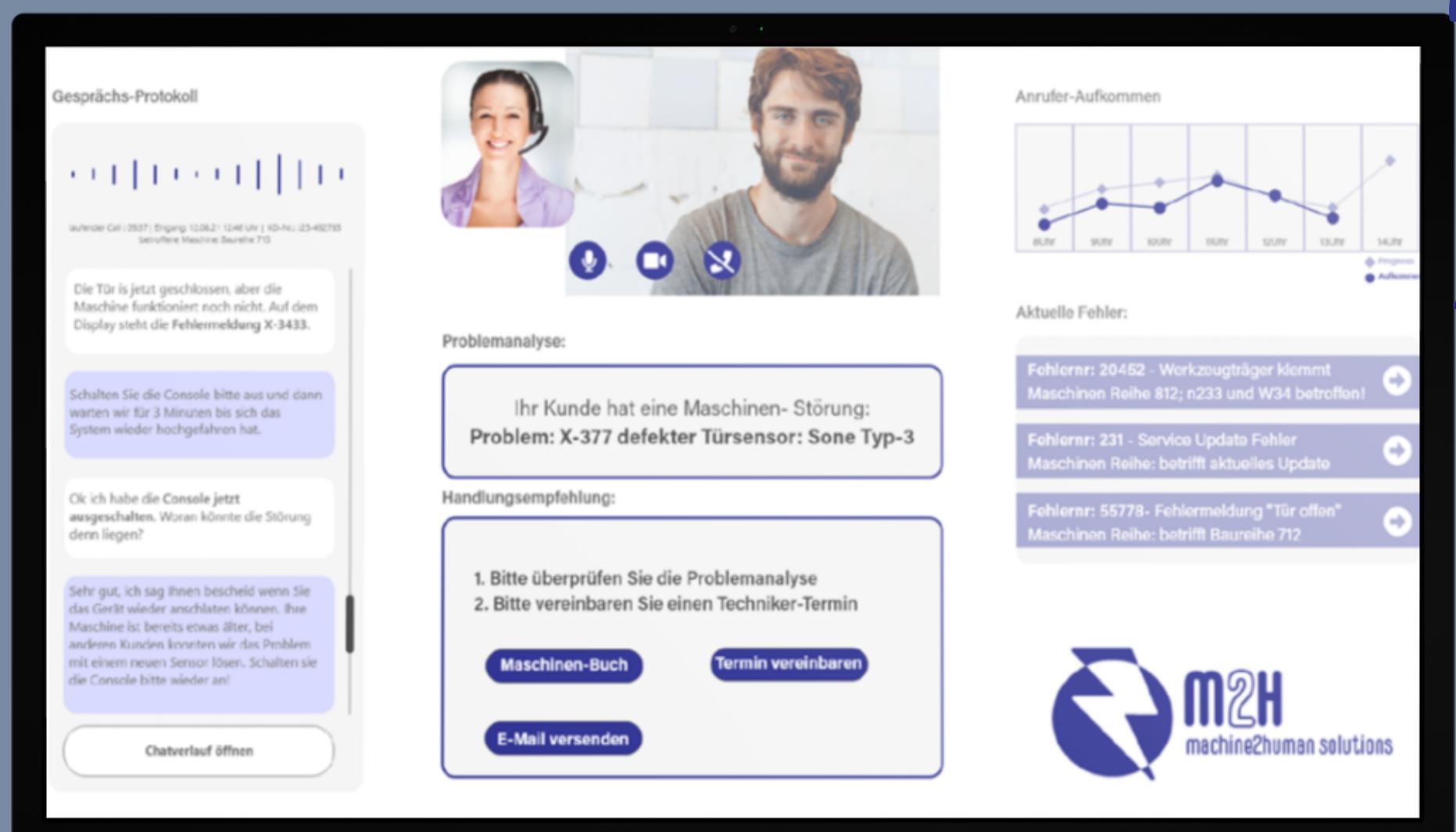
Case-related information is automatically extracted from a conversation and assigned to any CRM ticket.

Automated documentation:

The associated service documentation is automatically assigned to the corresponding ticket and saved.

Knowledge Management

Our Knowledge Management solution additionally uses text AI from machine data, etc., to predictively present the solution approach for troubleshooting.



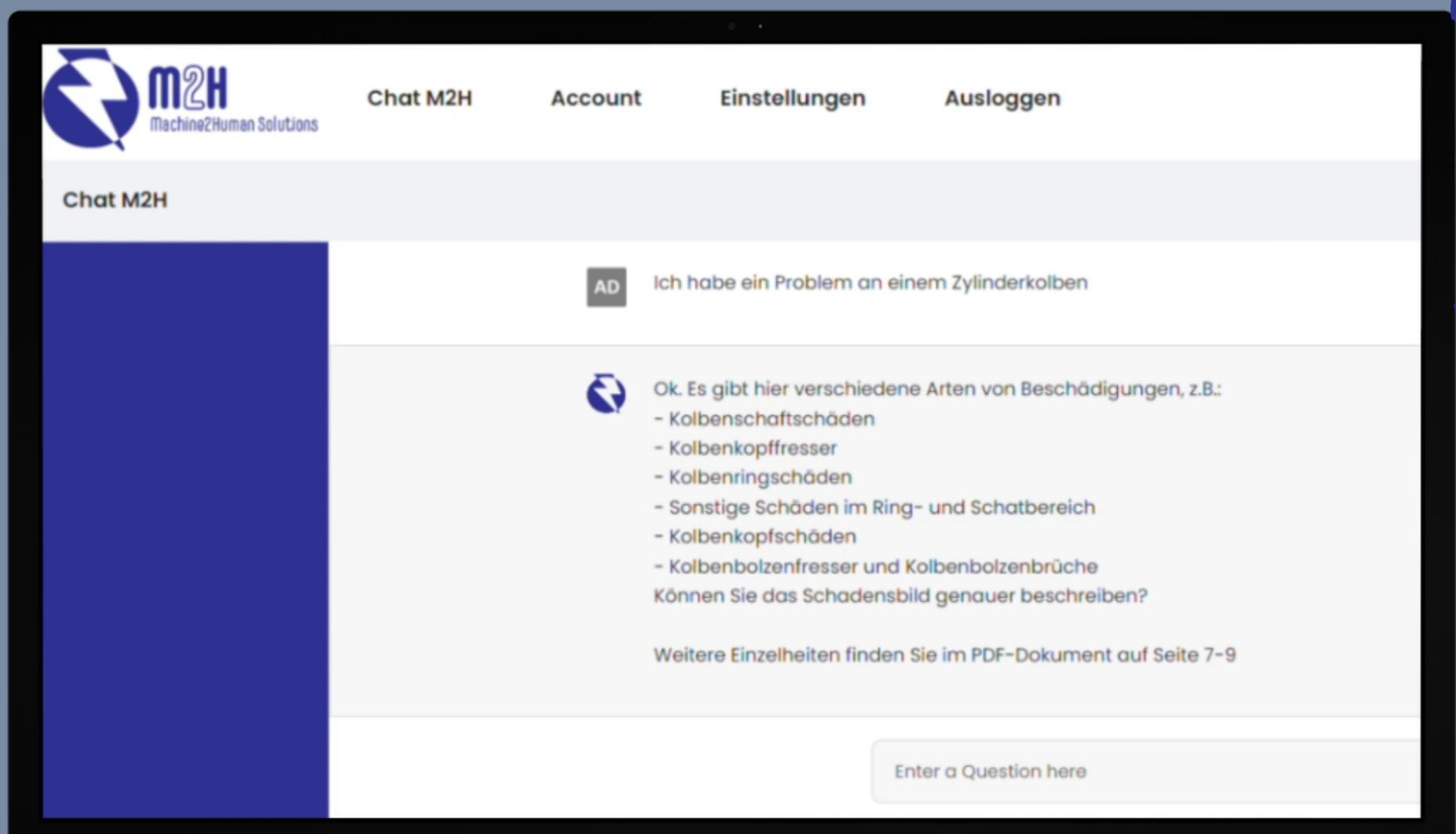
Automated knowledge base:

With each service case, additional information is added to our solution, which automatically creates a knowledge base.

Live Assistance and Prediction:

Our solution identifies the problem while still in conversation with the customer- it shows the problem and presents the solution to the service employee.

ChatM2H is a company-specific LLM that is individually tailored to the needs and processes of the company.



Tailored to individual requirements:

Our company-specific LLM is trained with proprietary data, manuals, processes, customer service and maintenance reports.

Knowledge for every employee:

The interactive assistant is available to internal employees as a supporting tool, for example to answer technical questions.

How our products work

Our products fit into the structures of the companies without any problems

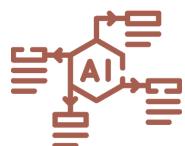


We automatically **generate a ticket** with voice AI from a call between a **service employee** and a **customer** and handle the documentation for **each CRM**.



Our solution **benefits from each service case**; each conversation is added to our solution so it can learn

Case
Management



We train the **AI further** with **all data available** such as machine manuals, instructions, conversations, etc.



Our product **guides the service employee** through the problem live and in seconds with a dashboard.

Knowledge
Management



Based on the data already processed, an **LLM tailored** to the company is available to **each employee**.



The outputs are reproduced with **clear references** to sources of **internal company documents**.

Chat M2H

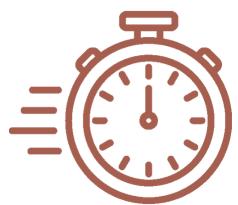
[Click here for the demo video](#)

Our USP's



Hands Free: no typing required

Our solution is based on Voice AI which eliminates the need for manual, text-based input. This allows you to focus entirely on the customer, which reduces errors.



No setup time: immediate process relief

While other solutions require lengthy training, our solution immediately automates important processes. This saves time as well as costs and ensures more efficient work.



No additional effort: use of already existing sources

Building common knowledge bases requires a lot of time, effort and cost. Our solution uses those interactions that are already used anyway and turns them into a knowledge base without any effort.

Pricing

Pricing is based on recurring revenues

Case Management

as SaaS
for companies

200 €

per month per user

1,500 €

single setup fee

Knowledge Management

as SaaS for
companies

1,500 €

per month

15,000 €

single setup fee

Case Management

as API for CRM
provider

1.50 €

per month per user

15

Ø size of service departments
by number of employees per
customer or demo user

30.000 €

Ø sales potential per
company per year

*Willingness to pay for ChatM2H is currently still being validated

Market

Machinery companies offering services according to top-down

Total Addressable Market (TAM)

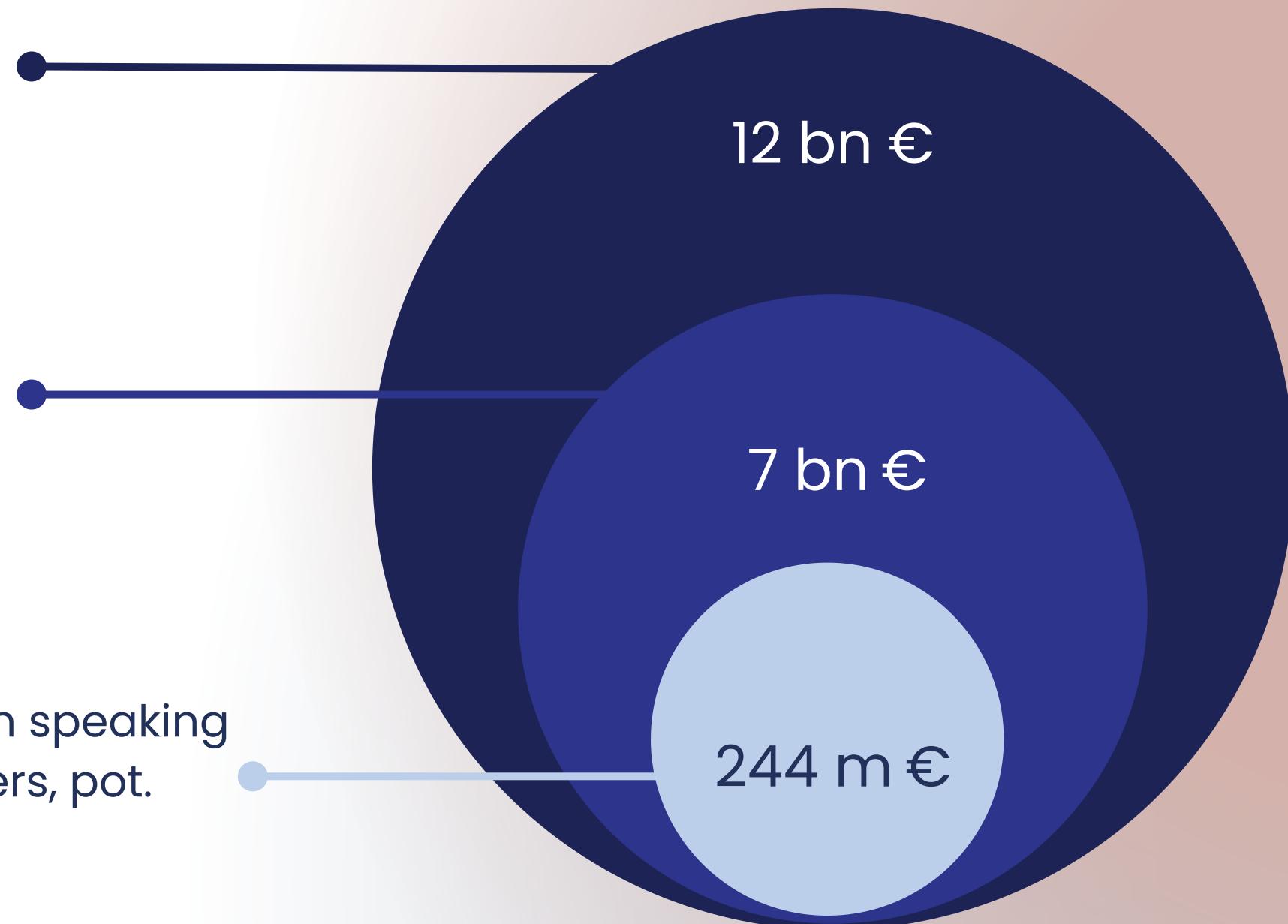
- based on all existing machinery companies (385,000) offering service worldwide using CRM (70 %) per annum.

Serviceable Addressable Market (SAM)

- based on all existing machinery companies (216,000) in Europe offering service using CRM (80 %) per annum.

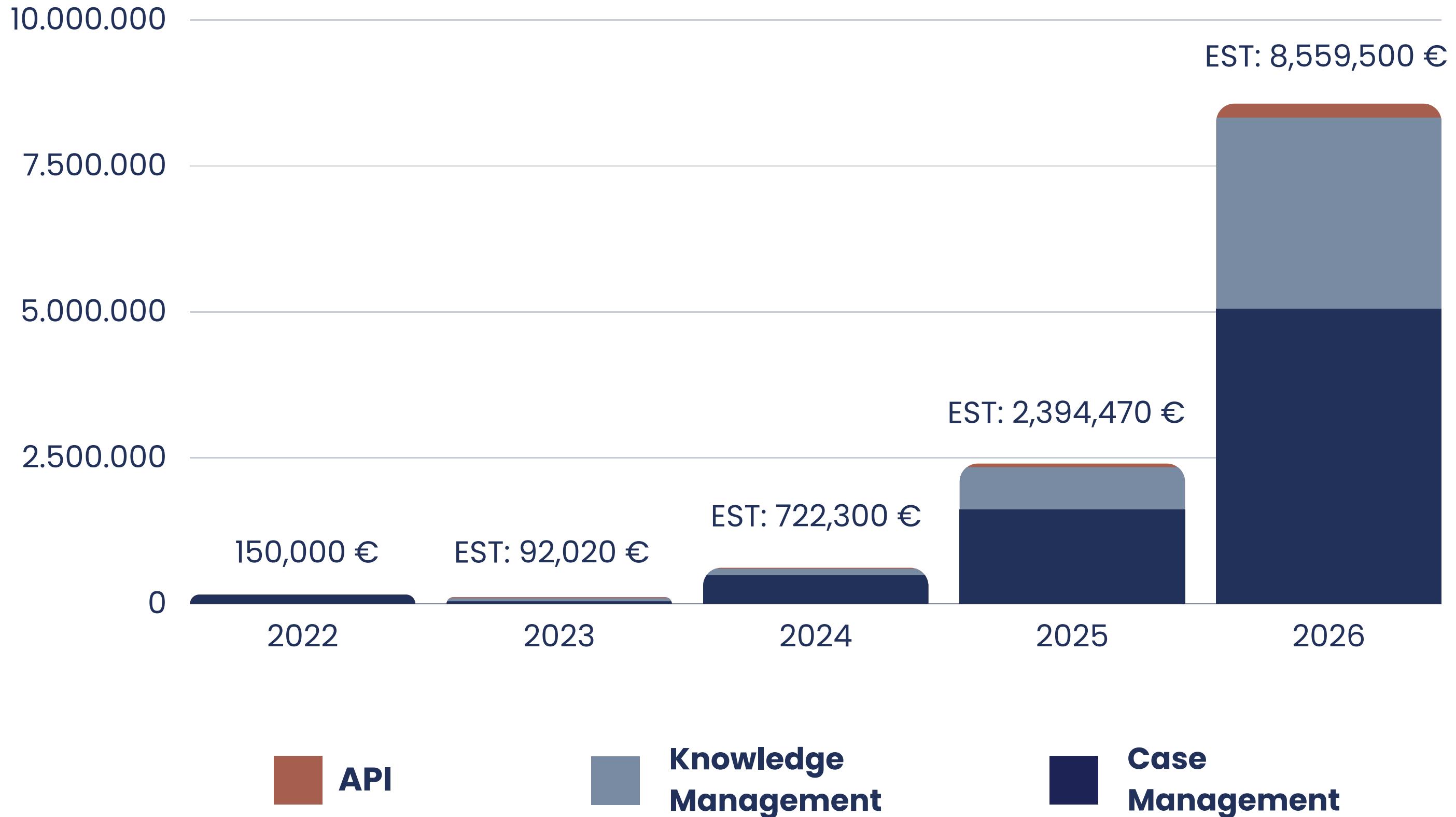
Serviceable Obtainable Market (SOM)

- based on all existing machinery companies (216,000) in German speaking are offering service, using CRM (80 %), considering pot. customers, pot. share, and growth of the market (CRM: 49 %, Machinery: 5 %)



Revenue Plan

Increased scaling of sales especially from 2024 onwards



- Focus on development and market entry until the end of 2023
- From 2024, focus on sales and scaling
- Parallel further development LLM

Companies want AI in customer service

Case Management – launched in April 2023

2 companies are already customers.

3 companies are currently testing our product.

13 companies have tested our product.

We have incorporated this feedback into our product.

ChatM2H – cold acquisition since 01.08.2023

4 companies already taking the next steps.

2 companies have already sent data for a demo and we are in contract negotiations with P&G.

76% of the companies confirmed us a very good fit through **positive** feedback.

Points that we have learned and have already partially implemented:

- **Target group specified:** Mechanical engineering companies with service departments $>=5$
- Sales funnel optimized (stronger focus on closing after demo usage)
- **High demand for case management for field service (46%):** already in development
- Further develop multilingualism

Roadmap

What we achieved and what is ahead



CHIRON Group

09/2022

- 1. **MVP Case Management** with pilot customer
- **150,000 € revenue** with **CHIRON**: One of the world's leading providers of machining centers



2bAHEAD Ventures

01/2023

- Launch 2. **MVP Case Management**
- Startup development: milestone funding (160,000 €) completed from 03/2021 - 1/2023

Entering the market to collect data with voice AI



NRW.BANK

04/2023

- **Product launch Case Management**
- Pre-Seed: 200,000 € closed with NRW.Bank

Establishment of LLM's with lock-in based on knowledge management.



07/2023

- Seed round opened:
Capital raising in the amount of € 1 million



10/2023

- CRM-Store-Listing



06/2024

- 1. MVP industry-specific **LLM (internal GPT for companies)**



06/2023

- Launch **Case Management as API** for CRM provider



08/2023

- Launch **Case Management** for Service Technicians in the Field



12/2023

- Launch **Knowledge Management**

Use of generated data from Case Management



07/2025

- Launch industry-specific **LLM(internal GPT for companies)**

Go to market

Market entry is initially via the machinery sector



Strategy

1. Market entry via Case Management to collect data with Voice AI
2. Use of data to establish Knowledge Management using lock-in
3. Use of Knowledge Management to establish an LLM using lock-in



Markets

1. Machinery and plant engineering
2. SaaS
3. manufacturing B2B companies
4. B2B services



Geography

1. DACH region
2. Europe
3. USA
4. Rest of the World



Focus

- first mechanical engineering, as:
 - Team fit
 - Low level of digitization
 - Access to machine data
- Focus on companies with
 - customer service / ticketing
 - dialog-based interactions



Customers

1. Machinery
2. CRM provider
3. B2B manufacturers from sectors such as automotive, IT, high-tech, consumer goods, etc.
4. B2B service providers such as banks, insurance companies, etc.



Distribution

- direct sales
- Events and keynotes
- Cooperations
- Demo and webinars
- Exhibitions
- Online (SEO, LinkedIn, etc.)

Why now and why M2H M2H is optimally aligned for scalability

Technology

- M2H has a disruptive technology that is spreading across many industries and innovating business models

Strong foundation

- strong networking and cooperations
- Proof-of-concept with Case Management

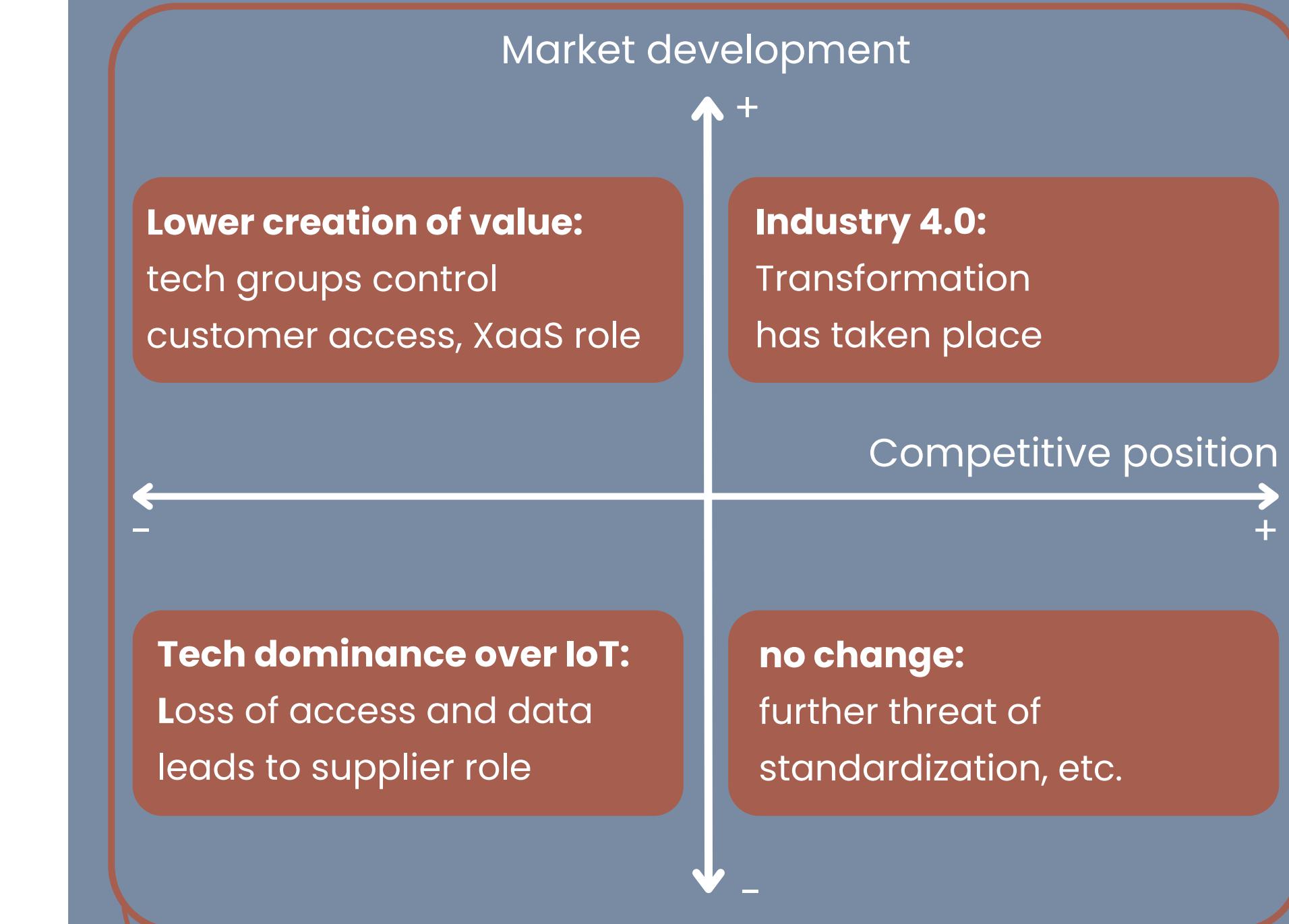
Team

- highly qualified team with extensive experience
- Proven capabilities in development

Market

- high market potential of €7 billion
- Development of the market speaks in favor of M2H

4 scenarios for mechanical engineering up to 2030: M2H can play a central role in all of them



M2H' Potential:

- Ensuring customer access and machine data
- Accelerating transformation
- Strengthening competitiveness

Team

Matching team fit in terms of background and qualifications



Julian Ziebarth

CEO & Co-Founder

- B.Eng. industrial engineering focus
industrial informatics
- 8+ years machine engineering,
production and digitization
- 2+ years management



Florian Ziebarth
Software Developer

math. tec. software developer
3+ years data science, software
development and data security



Dr. Sascha Griffiths

CTO & Co-Founder

- M.Sc. computer linguistic, Ph.D.
anthropology
- 15+ years research in AI, robotics and NLP
- 10+ years lecturer in AI, robotics und NLP
- Former CTO and consultant for several NLP
& robotic startups



Christopher Lange

CBDO

- M.A. in Business Development
- 3+ years Start-up consultancy and
Company Building
- 6+ years Business Development
- 6+ years Sales and Marketing in mechanical
engineering



Nabeel Hussain
Fullstack Developer

B. Sc. computer science
3+ years software and API
development in CRM
environment



Priyanka Sharma
Software Developer

M.Sc. data science
5+ years application and web
development, focus on ML



Tharini Shreek Kumar
Machine Learning

M.Sc. Embedded Systems
5+ years Robotics a. HMI
1+ years Deep Learning

Let's
outcare
the
competition!

Raising 1 Mio. EUR Seed-Round

- Runway 18 Monate

until 03/2024:

- R&D (50 %)
- Sales and Marketing (40 %)
- Operations (10 %)

from 03/2024

- R&D (40 %)
- Sales and Marketing (50 %)
- Operations (10 %)

book a meeting with us:

<https://calendly.com/christopher-m2h/30min>

+49 176 60390049

christopher@m2h.ai

Book a Demo

Get a free demo for two weeks:

<https://meetings-eu1.hubspot.com/julian-ziebarth/online-intros>

Machine2Human Solutions GmbH

Simeonscarré 2

32423 Minden

Germany