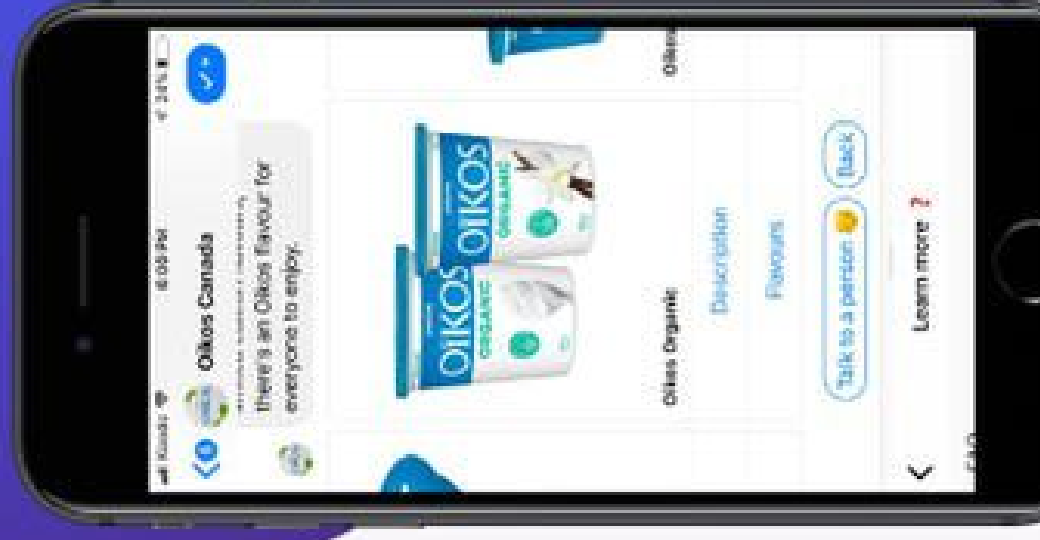


CONVERSATIONAL COMMERCE

AN AI-AUGMENTED
LIVE CHAT SOLUTION
FOR RETAILERS



World leader in conversational AI

“ In 2018, Heyday was named **Top 10 Global Vendor** ”
in conversational marketing

opusresearch



Featured in

BUSINESS
INSIDER

Forbes

VentureBeat

LA
PRESSE

The Washington Post

les affaires

RF3

QUARTZ

LE DEVOIR

Rythme
FM

((Siriusxm)))
SATELLITE RADIO

INFOPRESSE®

ELLE

M

martechexec

Chabot's Magazine

hey
day

The future of commerce is conversational and data-driven



WAYS TO CONTACT ME
→ RANKED ←

1. TEXT
2. EMAIL
3. DM
98. SKYWRITING
99. SMOKE SIGNAL
100. CALL

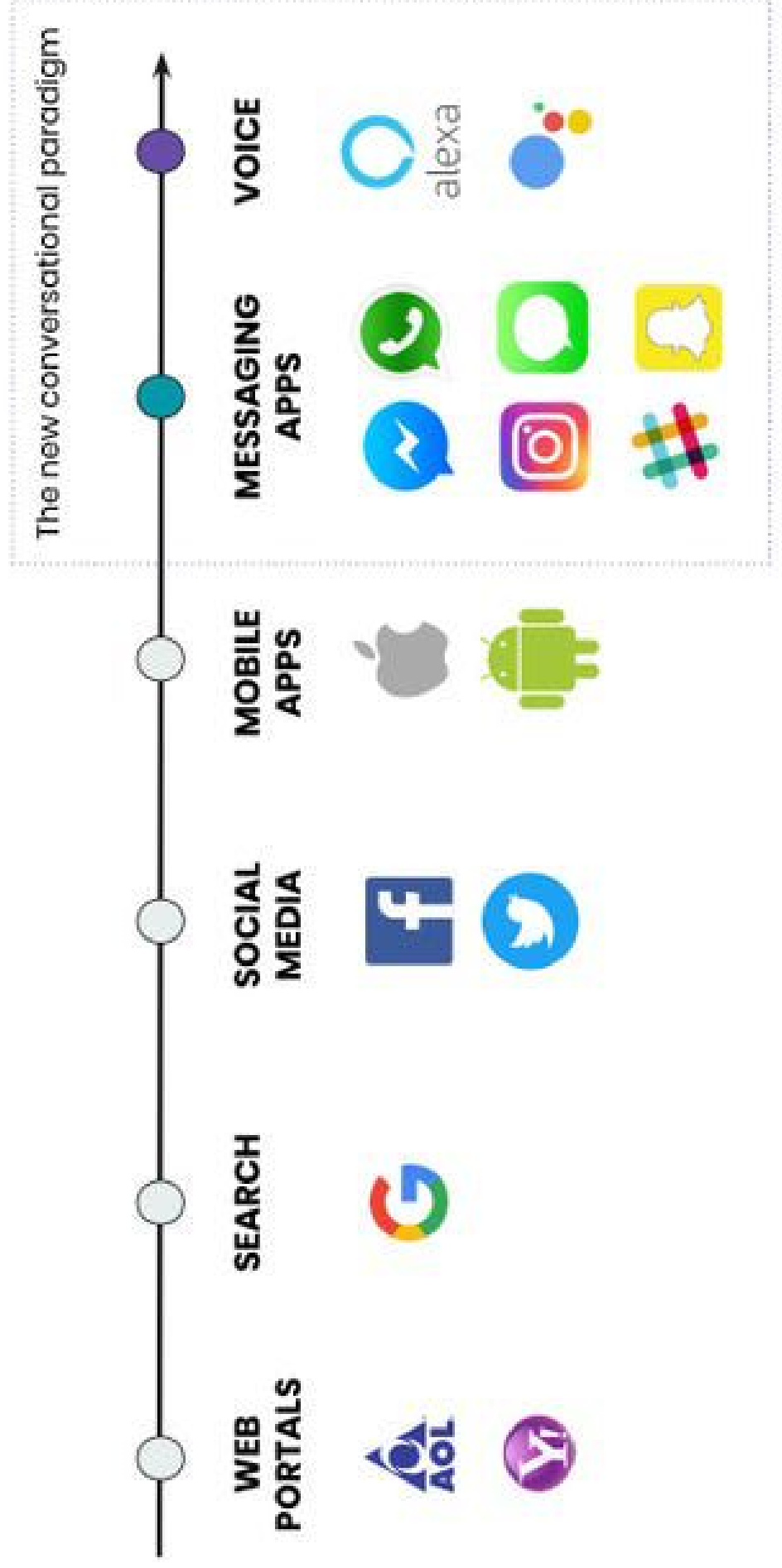
**Customers,
communication habits
are changing**





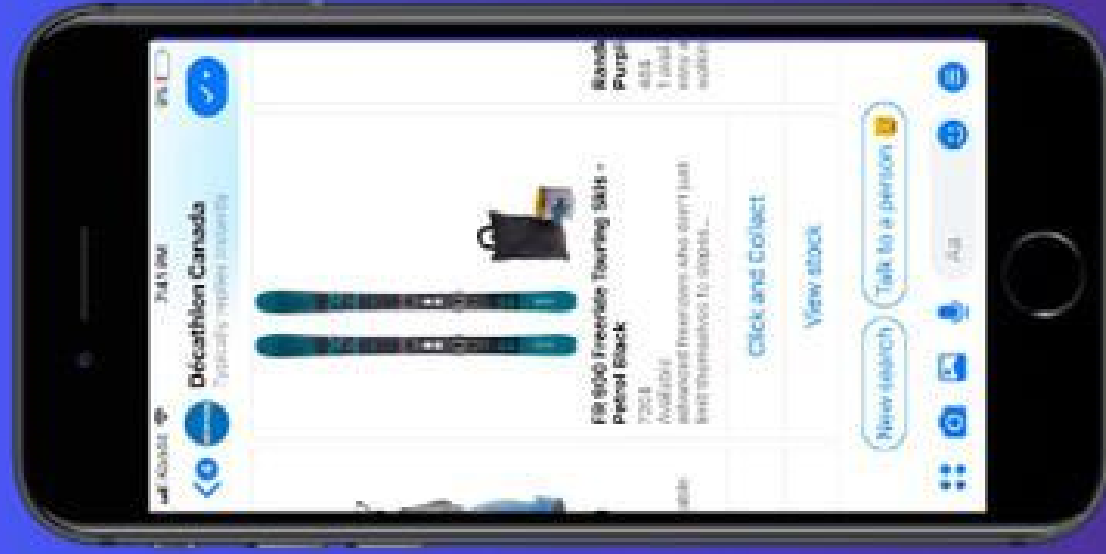
**A revolution in
communication
=
a revolution in
commerce**

The evolution of digital distribution



10 billion messages
are sent between people and
businesses each month on
Facebook Messenger alone





53% of people are more likely to shop with a business they can message directly

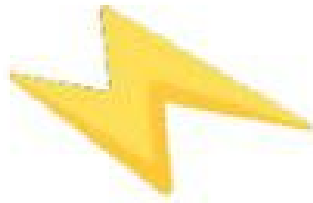


56% of people would rather message than call customer service

Source: Nielsen 2018



The new customer expectations



Speed



Ease



Personalization



Always on



today's problem

Brands struggle to deliver a true omnichannel experience and a personalized level of service at scale.

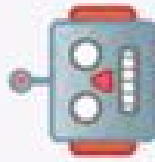
As a result, customers are dissatisfied and disloyal, switching from one brand to another.

At Heyday, we're on a mission to make every customer feel like a VIP, thanks to the power of Conversational AI.

On their own, chatbots and humans can't deliver the ultimate customer experience

Pros

- Available 24/7
- Instant response
- Scalable
- Cost-effective
- Marketing automation



Cons

- Fallible
- Insensitive
- Needs tons of data to be effective

Despite all the hype, first-generation chatbots lacked the AI training and data to deliver an elevated customer experience.

- Human touch
- Subject matter experts
- Brand-safe (ambassadors)

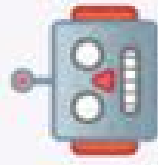


- Non-scalable (limited availability)
- Expensive
- Inconsistent level of service
- Can't track and automate

Live chat is delivering great results but is not scalable. Human agents are only capable of handling a few conversations at a time and therefore can't deliver an instant and consistent service.



Heyday merges the best of both worlds to deliver the ultimate customer experience



- Lead generation & FAQ automation
- Customer triage and segmentation
- Routing to the right human agent.
- Predictive conversational recommendations to agents.
- Learns the brand's tone and manner from live human agent interactions.



- Take over the most complex & sensitive conversations.
- Supervises and reinforces the training of the AI with their know-how.
- Gets wealth of data and analytics to educate the brand's strategy & customer experience over time.



value proposition

FOR BRANDS

We give superpowers to sales and customer service teams

FOR CUSTOMERS

Every customer is treated like a VIP

Powering 1:1 customer conversations at scale



Value proposition KPIs

01

Boost
sales

02

Reduce
operating
costs

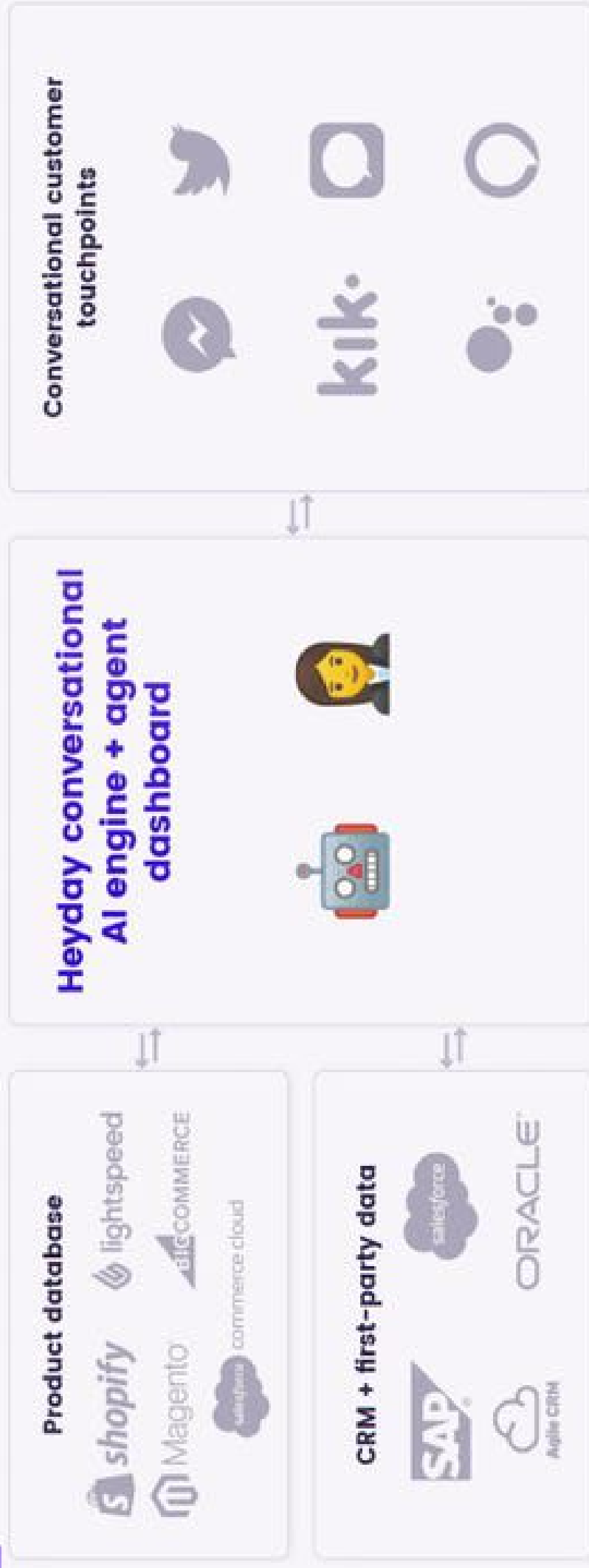
03

Increase
customer
satisfaction

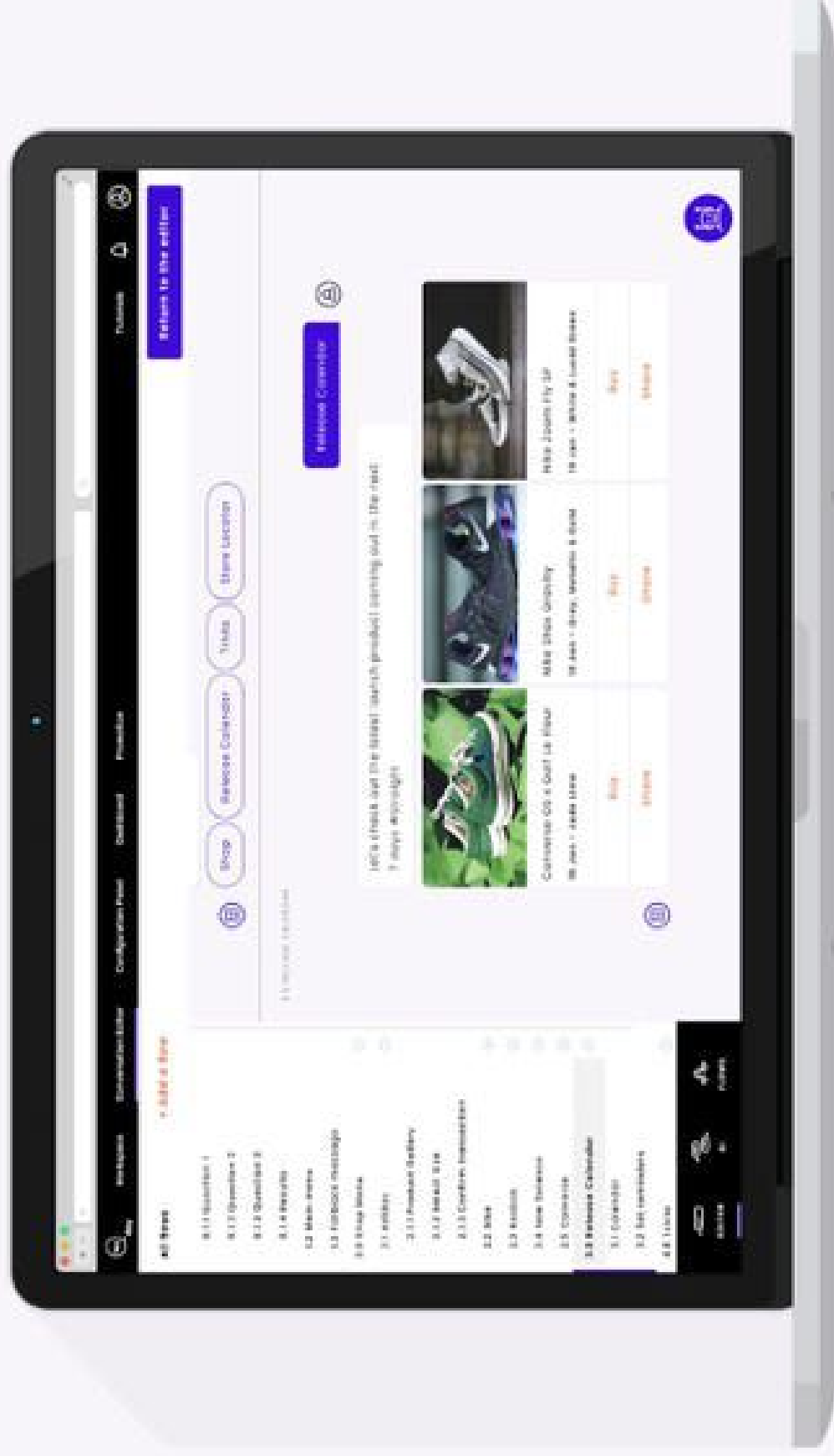
04

Collect highly
personalized
declared data

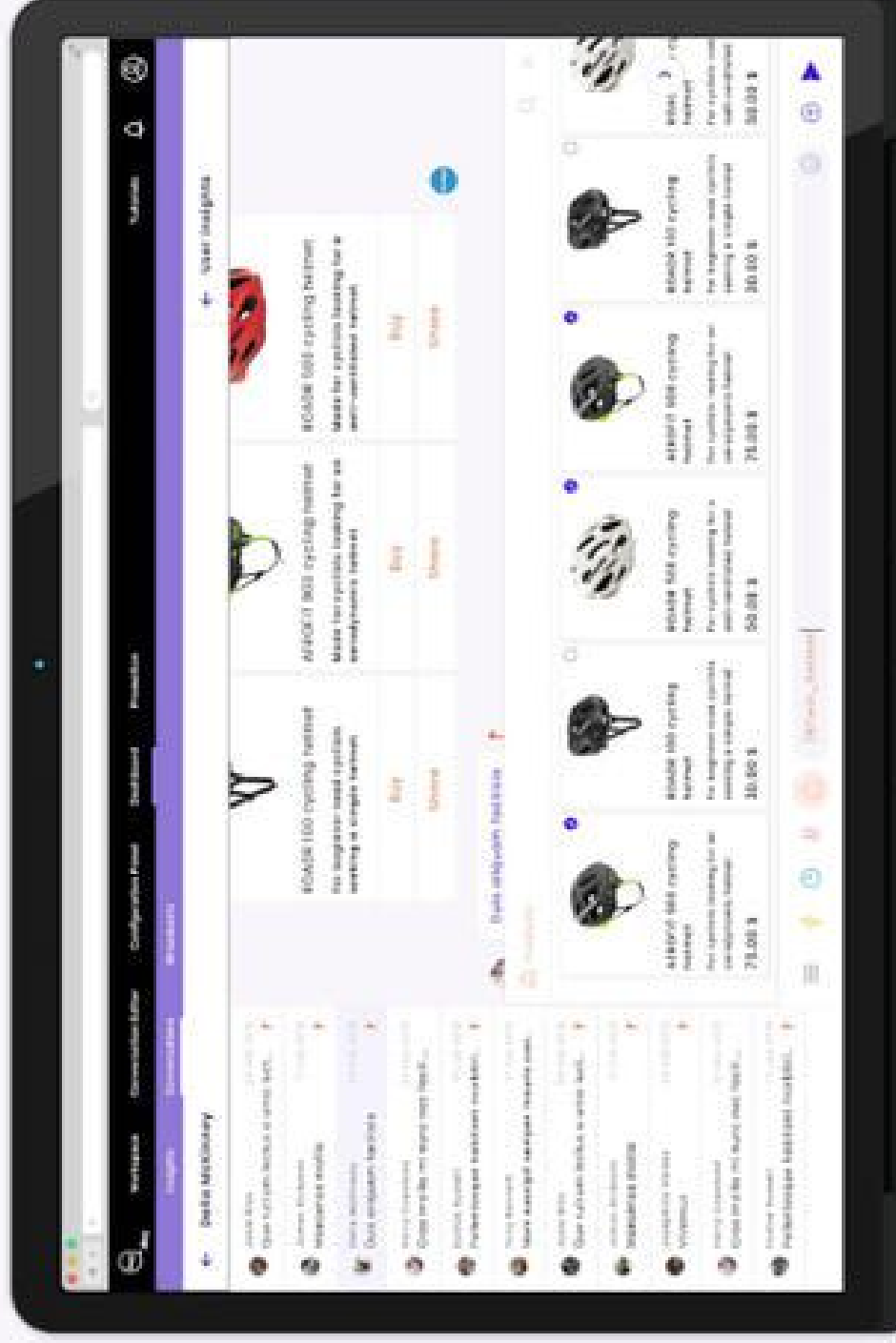
Software architecture



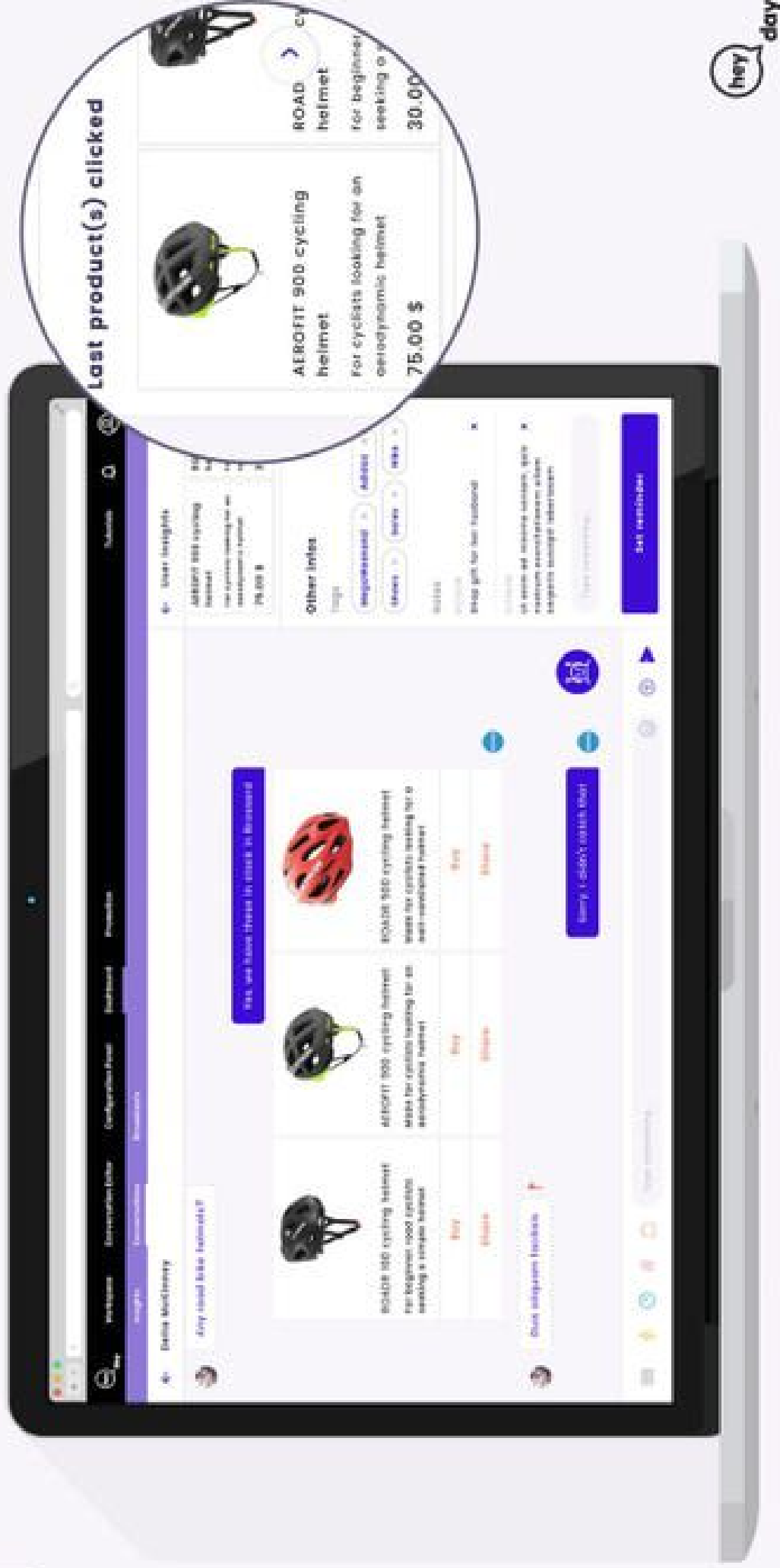
Conversational editor



Product database integration



CRM (customer profile)



Retargeting (message broadcasts)

The screenshot shows the 'Broadcasts' section of the Heyday app. The interface is divided into two main panels. The left panel, titled 'Setup your broadcast', contains the following fields:

- What kind of broadcast message do you want to create?**: A dropdown menu with 'Broadcast' selected.
- Frequency**: A dropdown menu with 'Every week' selected.
- Select your segmentation rules**: A section with a 'Country' dropdown set to 'Brazil', a 'Age' dropdown set to '18 - 40', and a 'Gender' dropdown set to 'Male'.
- Choose which days and time to broadcast**: A section with a 'Starting date' of '30 September 2018', a 'Time' of '6:00 PM', and a 'Select a day' section with buttons for S, M, T, W, T, F, S. The 'W' (Wednesday) button is highlighted.

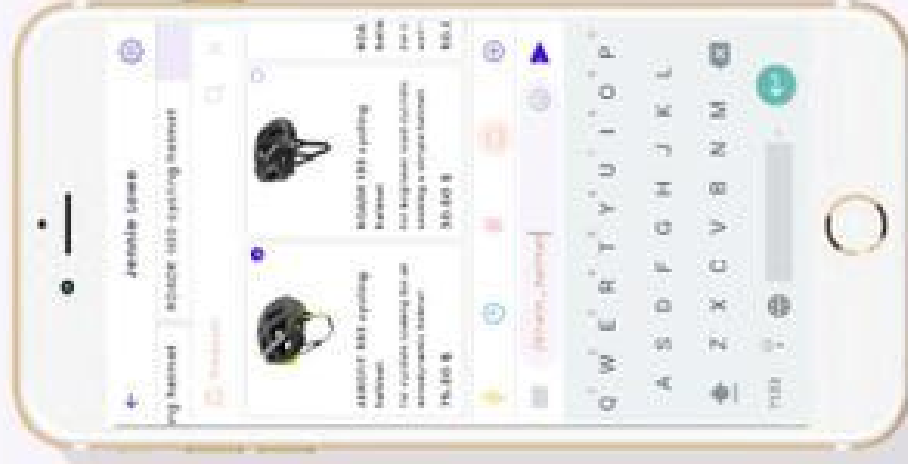
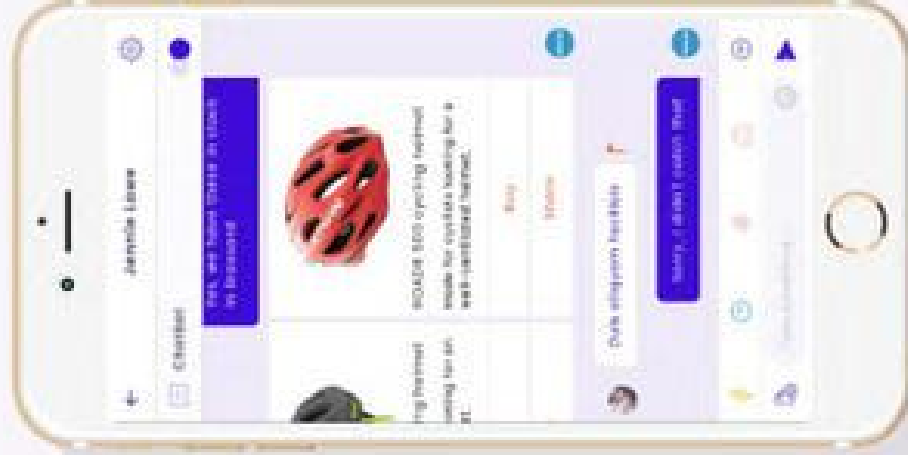
The right panel, titled 'I have some idea what I want to say', contains a text input field with the placeholder 'What do you want to say?' and a 'Send' button. Below this is a 'Send' button and a 'Send' button. The bottom of the screen features a navigation bar with icons for 'Home', 'Broadcasts', 'Messages', 'Profile', and 'Settings'. The 'Heyday' logo is in the top right corner.

Choose which days and time to broadcast

Starting date: 30 September 2018 Time: 6:00 PM

Select a day: S M T W T F S

Multiplatform design



hey day

secret sauce

Two-way AI

Perfect interplay between AI assistant & human agent

Brand-safe

Our AI learns from the brand's most trusted ambassadors and proprietary data (alignment with brand's DNA and tone & manner)

Conversational CRM

We own the data and the AI. Compounding effect over time: brand clients are locked into the mutually beneficial relationship.

A unique niche at the intersection of two massive markets

DEXTER  ManyChat
AUTOMAT  CHATKIT
 OCTANE AI Chatfuel

 **hey**
day

zendesk 
 freshdesk  INTERCOM

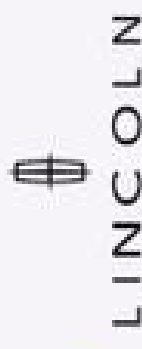
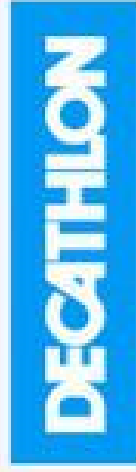
Chatbot development
platforms

**AI-augmented customer
communication platform
for retailers**

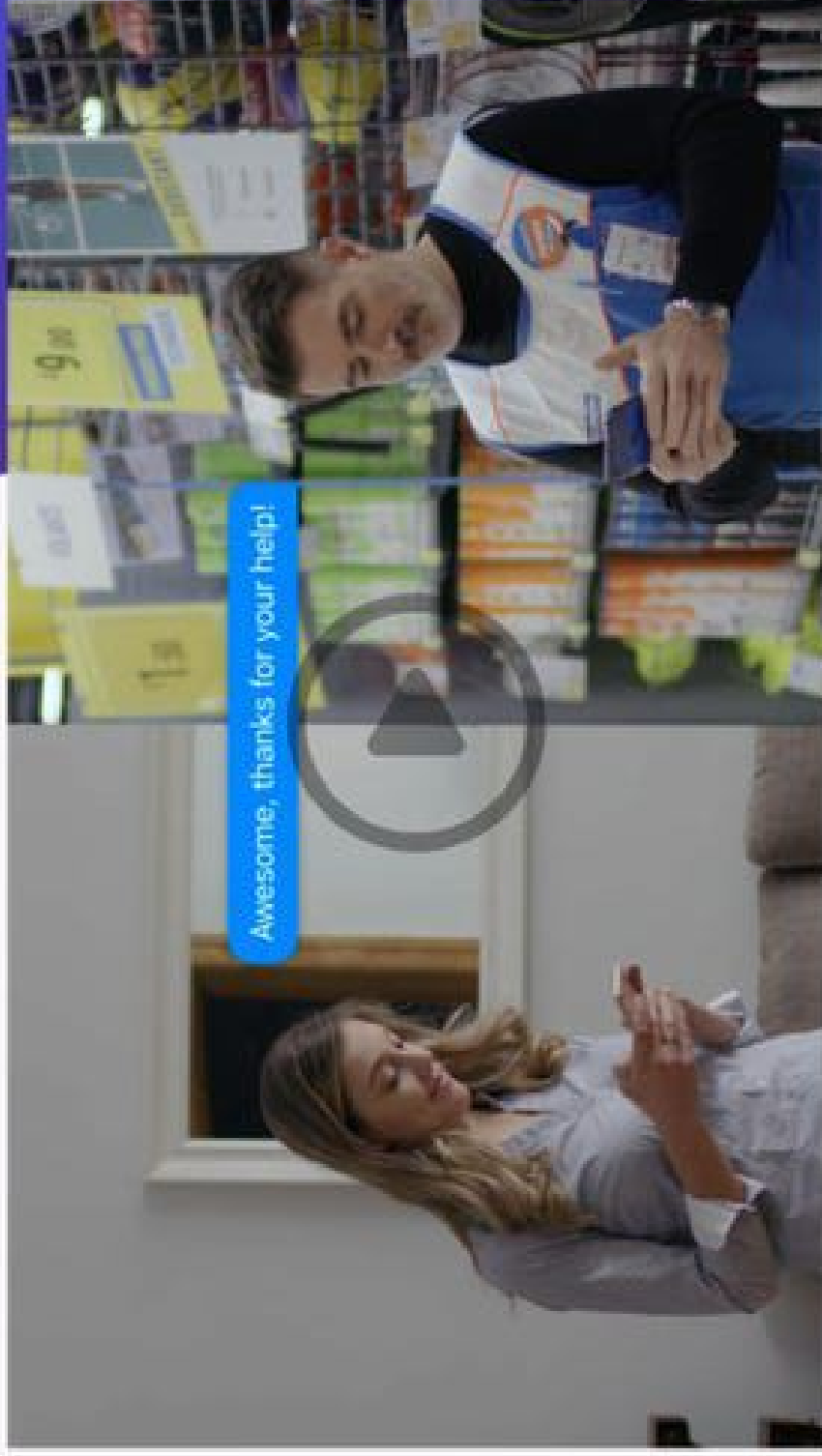
Live chat widgets



Trusted by some of the world's most prestigious brands and advertising agencies



How it works



<https://vimeo.com/325280152>



Ultimate vision

- 1 Become the voice of brands in an AI-powered world
- 2 Create the world's leading database of conversational customer data to deliver the ultimate level of personalization in customer experience

Market & Traction



Market

Total Addressable Market

\$24B

Global Chatbots Market
by 2024

CAGR = 35%

Broader market

\$248B

Mobile commerce market
by 2020

CAGR = 40%

Sources: Chatbots Market, TechCrunch, BI Intelligence



Market focus: high-value, high-involvement retail purchases that require product research and sales conversations

TARGETED SEGMENTS:



FASHION & LUXURY



AUTOMOTIVE



HOME & RENOVATION



SHOPPING MALLS



TRAVEL



SPORTS & ENTERTAINMENT





Customer traction

Number of clients

25

Bookings

\$750K

Pipeline

Weighted

\$800K

Raw

\$1.7M



So far, our marketing has been 100% organic

01

content

Forbes

VentureBeat

INFOPRESSE®

Chatbots Magazine

LinkedIn

02

press outreach

The Washington Post

BUSINESS
INSIDER

YAHOO! LE DEVOIR

les affaires INFOPRESSE®

ELLE

LA
PRESSE

03

speaking engagements

RDV MARKETING®

Hop!
HOP! MARKETING

C'AVIPUS
CONFERENCE

CONFERENCE
INFOPRESSE®



BOTNESS ENTERPRISE

04

business communities

Forbes | Agency
Council

F |
FRENCH FOUNDERS

Forbes
[30] UNDER 30

MIT | Bootcamps

THE
WEBBY
AWARDS



TopPitchDeck

Founding team





Steve Desjarlais

Co-founder, CEO

- 17 years of experience in software development & management (managed 60+ employees)
- Ex-Director of Product @ ubisoft (Development Manager part of the Ubisoft Online backend technology department integrated with some of the world's best selling games including Assassin's Creed, Watch Dogs, Just Dance & Ghost Recon)

matrox





Étienne Méryneau

Co-founder, CPO

- Forbes 30 Under 30 - Marketing & Advertising 2018
- Contributing Writer @ Forbes & VentureBeat
- Judge @ Webby Awards & Mobile UX Awards
- 12 years of advertising experience
- 40+ brands including Adidas Originals, Home Depot, McDonald's, Coca-Cola, Lexus, Hitachi, SONOS, Air Canada, GM, Learjet & Reebok CCM
- 50+ creative advertising awards at top award shows including the Webby Awards, One Show, Interactive Applied Arts, Marketing Awards, etc.
- Mentor @ MIT Launch & Member of the International Academy of Digital Arts & Sciences in New York
- MIT Global Entrepreneurship Bootcamp alumnus

sidlee



McCANN



Hugues Rousseau

Co-founder, CTO

- 18 years of experience in software development (8 years as a manager of 60 developers)
- ex-Technology Director at Lightspeed, a leading cloud-based POS solution for retailers (valued at \$1 billion)
- ex-Development Director of technology team involve in some of the world's best selling games including Far Cry, Splinter Cell, Watch Dogs & Rainbow Six





David Bordeleau

Co-founder, COO-Head of Engineering

- 18 years of experience in software development
- 12 years of experience in management and client relationship
- ex-Director of real-time audio, video processing at Octasic, Matrox & Genband
- Scrum Master & PMP
- Launched Genband's global R&D lab



GENBAND **matrox**

Founding team's past experience



Questions?

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+1.514.267.5984

