Global opportunity

1 - Overview

Global opportunity for Vosyn's products is massive and expanding. Global IT spending was estimated to be more than five trillion USD in recent years [REF3], as the world digitizes at a rapid pace [REF1, REF2], both in terms of services and infrastructure. The vast majority of adults worldwide use the internet [REF], both in developed and developing countries. Therefore, even though some countries are not the perfect market for digital companies now, they will be in the future. Generative Artificial Intelligence (AI) plays a crucial role in this growth [REF], as new technologies based on Large Language Models [REF1, REF2] significantly increase the global IT market size [REF]. This is the right time for a company like Vosyn to enter the market.

Strategic segmentation based on specific criteria is essential to comprehensively evaluate the global market potential. It is crucial to then find sufficient data for the identified segment. We have identified two primary criteria: **content application**, distinguishing by complexity of functionality requirements, and **usage type**, identifying user channels—differentiating between VosynVerse and VosynConnect in both cases.

We define content application into functionality complexity of Vosyn's uses: audio, video, and complex multimedia. Audio is the least complex form, and thus requires the lowest functionality. Video is more complex, and multimedia most complex. This segmentation covers all potential applications of the Vosyn product and is a framework essential to the creation of a go-to-market strategy. However, it is extremely challenging to find data about the segments corresponding to the content type; therefore, this approach is described in the appendix only, for the sake of completeness.

The three main categories that emerge within usage type are **profitable businesses, NGOs/non-profits, and governments**. Within this segmentation, Vosyn products are marketed Business to Consumer (B2C), Business to Business (B2B), Business to Government (B2G), and Business to Business to End Consumer (B2B2C). B2C, B2B and B2G applications align with VosynVerse (which is therefore a Business to Many (B2M) product), since the product will be used by individual consumers or individual employees of companies. Strategic considerations warrant separate approaches due to distinct go-to-market and marketing strategies. B2B2C corresponds to VosynConnect, since companies will use Vosyn to improve their own end user's experience.

Even within this structure, however, difficulties regarding data emerge, especially in the B2B and B2G cases. It is clear, however, that the global business environment requires more people to be multilingual, and this need is growing [REF1, REF2]. Thus, Vosyn could be an incredible ally for businesses, though It is difficult to identify a simple segmentation approach that is both mutually exclusive and comprehensively exhaustive. Thus, a few options are mentioned in the appendix.

The novelty of the Large Language Model (LLM) market adds further complexity. One may, for example, think about the translation industry; the current B2B translation market is dominated by professional services [REF]. These services, however, do not align with the potential of LLMs, since the cost of human labor is significantly higher than that of an algorithm. Thus, any market size estimation is misleading. A better benchmark for a product like Vosyn would be the use of translation services like Google, whose servers currently support translation for 200M people each day [REF]. This is because the technology of Google Translate is extremely fast, inexpensive, and open to everyone. Vosyn has the power to be as disruptive as Google Translate has been in the past.

The B2C and B2B2C segments, although distinct from a strategic perspective, are nonetheless driven by the demand of end users–potentially all the internet users in the world. It is necessary to first estimate the TAM as the total number of internet users, then the SAM and the SOM according to the strategic segmentation.

2 - End consumer segmentation

End consumers are diverse in their language related needs and pain-points. For example, the vast majority prefer to buy in their mother language, and a significant portion (40%) would not buy in languages other than their native one [REF]. Regional preferences and needs are important to identify since a limiting factor is that people may not want to change their habits even if new, more comfortable technologies arise. For example, students prefer to print documents than read them on a mobile device or a computer [REF]; however, in this specific study, the reasons that brought students to prefer print documents were not directly related to the technology (except for the experience of technical issues), so this might be a non-issue for Vosyn.

Since Vosyn's products are largely positioned to serve the B2B2C and B2C markets, it is essential to understand demographic trends and behavioral norms for the end consumer. Globally, both data from both components clearly support the narrative that the market for digital products is massive and growing. There are over five billion internet users worldwide, making up around 67% of the global population [REF]. The high internet penetration rates in regions such as North America (96.8%), Europe (92.3%), and South America (77.2%) indicate a tech-savvy customer base that could readily adopt Vosyn's language solutions. 4.3 billion people, 54% of the global population own a smartphone, while 3 billion people, or 38% of the population live in areas covered by internet, but do not use the service [REF]. There is a clear market of internet users worldwide and this number is growing. From 2022 to 2023 alone, 97 million more individuals became internet users (+1.8% YoY), 138 million became unique mobile phone subscribers (+2.5% YoY), and 266 million social media profiles were created (+5.6% YoY) [REF]. The global number of internet users is clearly large and growing–making Vosyn's TAM attractive and understandable.

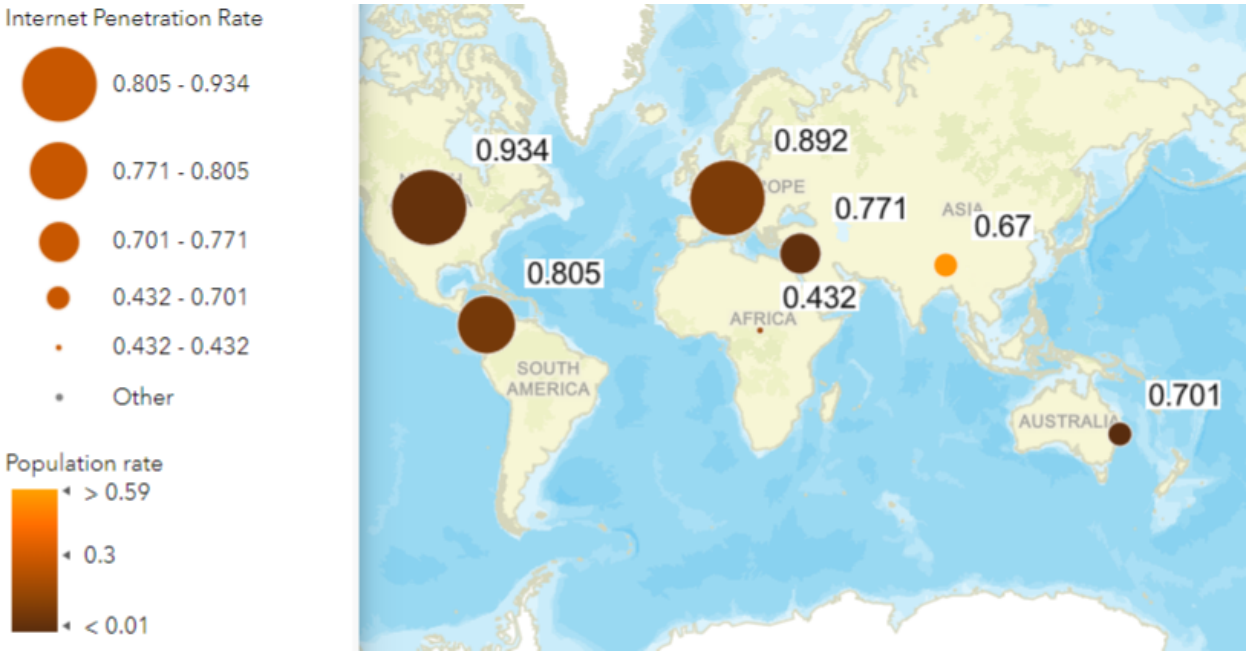


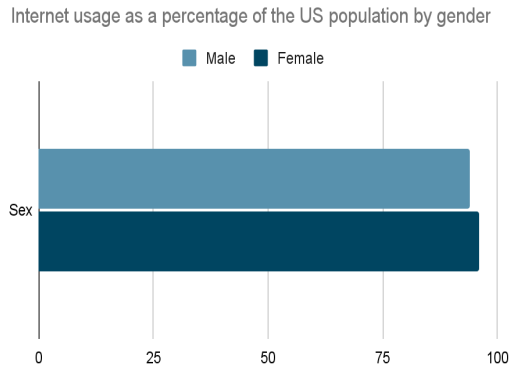
Fig 1: Global internet penetration rate

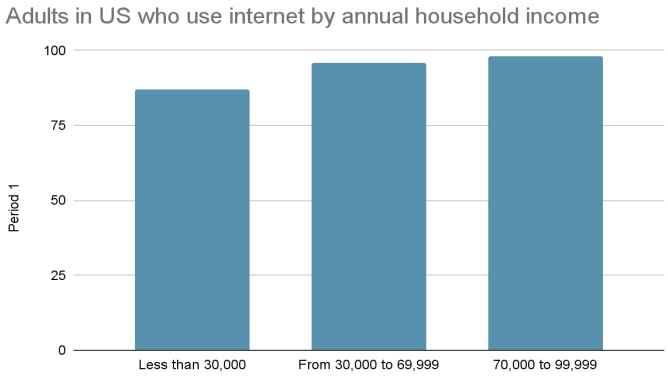
Globally, the top reasons for using the internet, finding information (60.9%), staying in touch with friends and family (56.6%), and watching videos (52.3%), all involve communication and content consumption, areas where Vosyn's technology can play a crucial role in overcoming language barriers. The top five websites by unique user visits, Google (2.44B), YouTube (1.45B), Facebook (1.15B), Instagram (911M), and Twitter (764M), highlight the prevalence of digital content in today's world. Vosyn can leverage this trend by integrating its language solutions with these platforms, enabling users to access a wider range of content and communicate more effectively across language barriers. Notably, within the top 20 Google search queries, “translate” came 6th, with individual searches surging 77% over the past five years. “Traductor,” Spanish for “translate,” was 15th, and “Google translate,” 20th. Individual searches for both increased 33% over the past five years [REF]. Clearly, there is a global interest for internet translation, and Vosyn is poised to enter the space with revolutionary products. Overall, the data presents a compelling case for the global customer base for Vosyn's product suite, with opportunities for market expansion to reach all internet users.

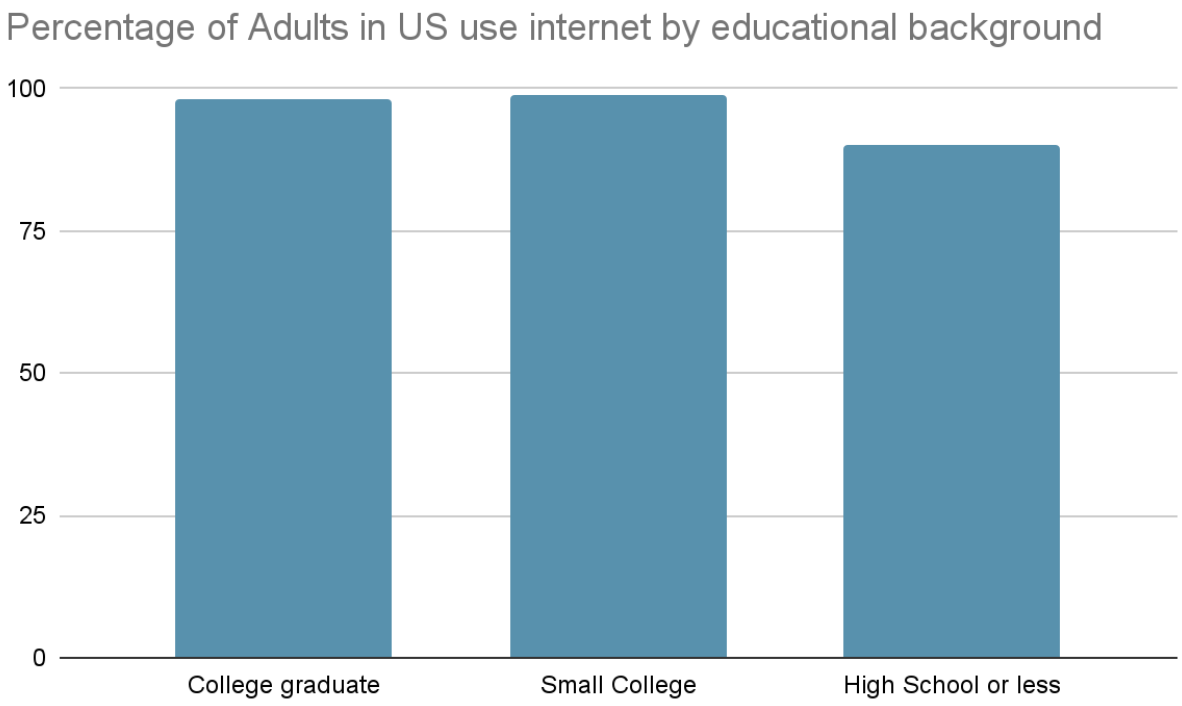
Vosyn has a clear, attractive global target audience; In order to launch effective go-to-market strategies, it is necessary to account for regional differences. Regions differ in demographic and behavioral trends. Demographic factors include age, gender, income, and education level. Behavioral trends include lifestyle,attitudes toward technology, cultural norms, and interest in Vosyn’s translation services, more specifically, if populations prefer dubbing or subtitles. It is important to adjust Vosyn’s go-to-market approach to reflect these endemic differences.

North America

The North American consumer is ideal for Vosyn. Since 98.6% of North Americans are internet users, virtually all residents are addressable consumers. Usage for people aged 18-64 hovers around 97%, while for those 65 and older, it remains a strong 88% [REF]. Gender is similarly insignificant as an indicator of internet usage; In the US, 94% or males and 96% of females are internet users [REF]. In the US, income is not prohibitive for internet usage; 88% of households making less than $30,000 are users, as are 98% of those making $70,000 to $99,999 [REF]. Education level similarly does not drastically reduce internet usage; 90% of people with a high school education or less are internet users, as are 99% of college graduates [REF]. The North American internet users group is diverse, yet universally adoptive of internet.







North American internet users are similarly diverse in how they spend their time on the internet. As of December 2023, the top five most talked about topics on the internet in the US, as reported

by users, were Music, Food and Drinks, Music and Series, Games, and Sports [REF]. In February 2024 in the US, the top five most visited websites were google.com, youtube.com, reddit.com, facebook.com, and amazon.com [REF]. From 2023-2024, YouTube.com's advertising reach was approximately 71% of the US population; this indicates the site's relevance and cultural normativity within society [REF]. Within the same period, Facebook.com posted that ads reached 57.6% of the US population, regardless of age. Advertising reach for two of the most visited websites in the US allows insight into usage, namely that US residents actively consume both video and written content [REF].

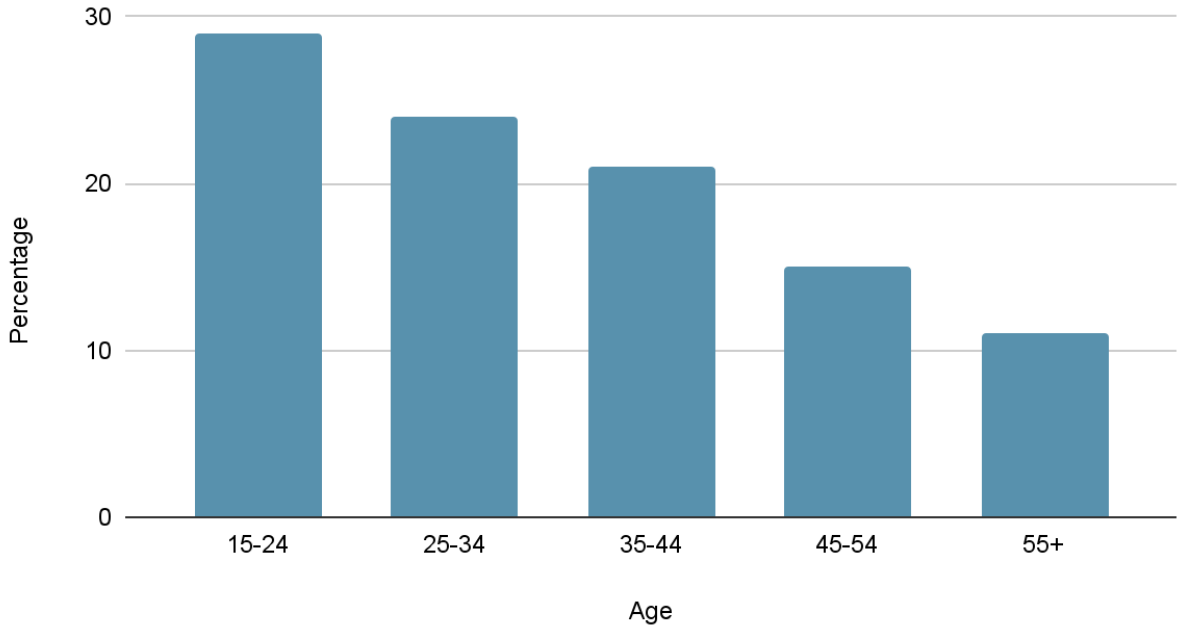
It is important to acknowledge that the community of internet users in North America is diverse, with a sizable portion of Latin American and Spanish-speaking people among them. Since 85% of adult Hispanics in the US utilize the internet, it is crucial that digital outreach efforts offer Spanish-language options and culturally appropriate content [REF]. Internet use is also very common in Mexico, which makes a big contribution to the online environment in North America. 82% of Mexicans have access to the internet in 2023, with usage being highest in cities like Mexico City [REF]. Mobile internet access is driving growth, with 88% of internet users accessing the web via smartphones, emphasizing the importance of mobile-optimized services [REF].

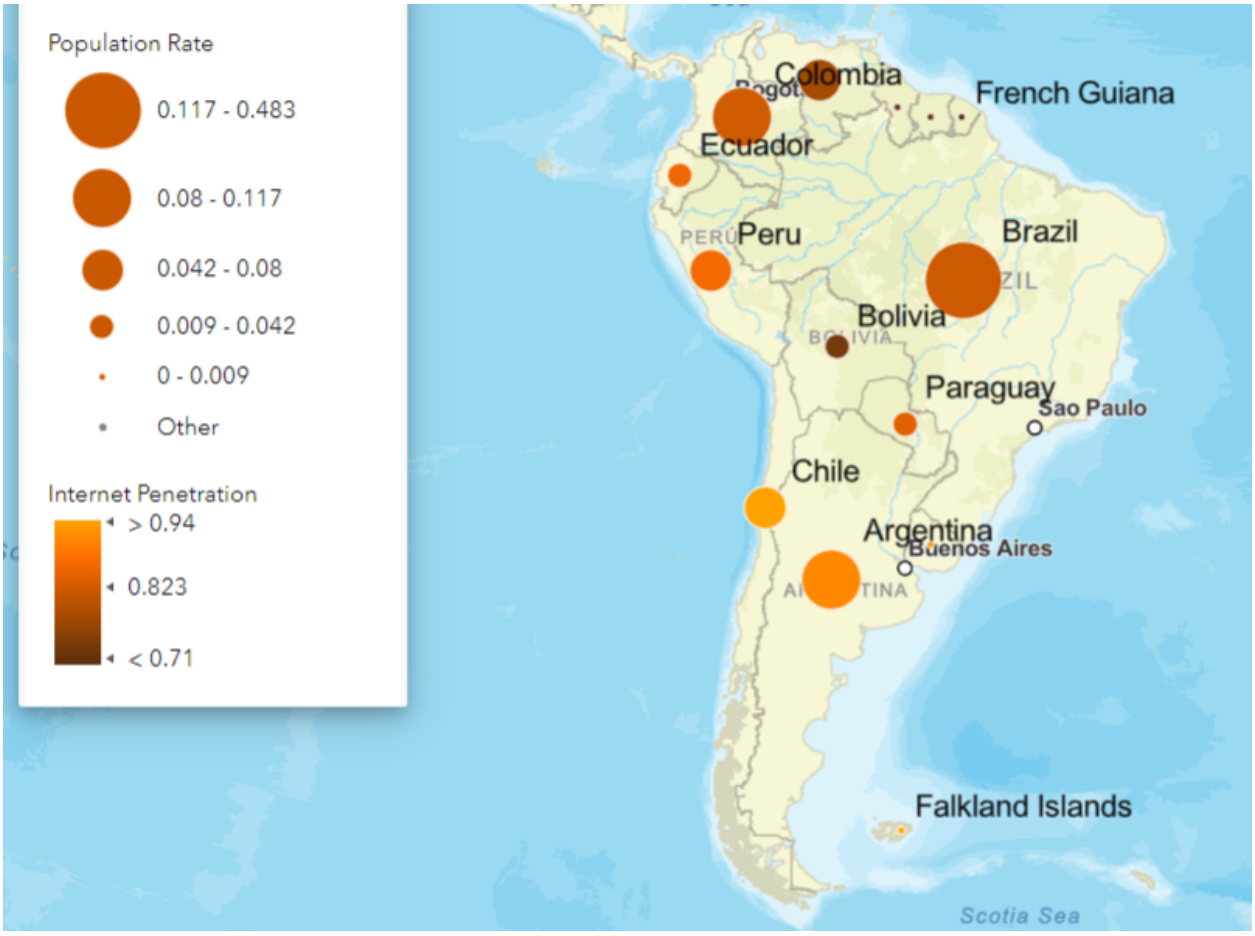
South America

South America is also well connected to the internet. In 2022, it was reported that South America had a population of 437 million, with 368 million people being active internet users. This results in a high internet usage penetration (percentage of the population) of 84.4% [REF].

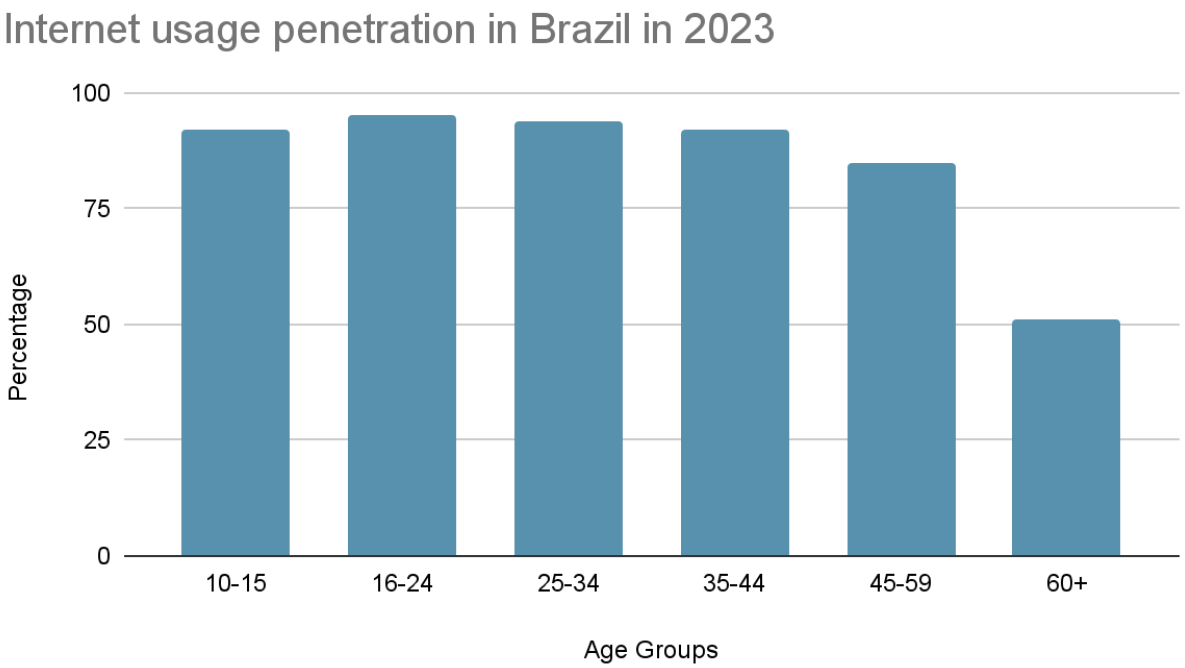
The Internet Penetration rate within Latin America stands at 74.63% as of 2022. As of January 2023, more than 80 percent of South Americans have accessed the internet. With investments in 4G infrastructure forecasted to reach about 211.5 billion dollars by 2030, improvements to access to the internet and mobile connectivity are vastly underway. [REF] In terms of demographic breakdown, we know that 29% of users within Latin America are between the ages of 15-24, 24% between 25-34, 21% between 35-44, and 11% are 55+ [REF]. Between 2019 and 2021, the number of users of streaming services within the Latin American region surpassed 60 million, forecasted to reach nearly 131 million subscribers by the year 2026 [REF]. This represents a massive segment of the population ready to consume content, and with the majority of content being made in English, a massive target demographic for Vosyn's translation services.

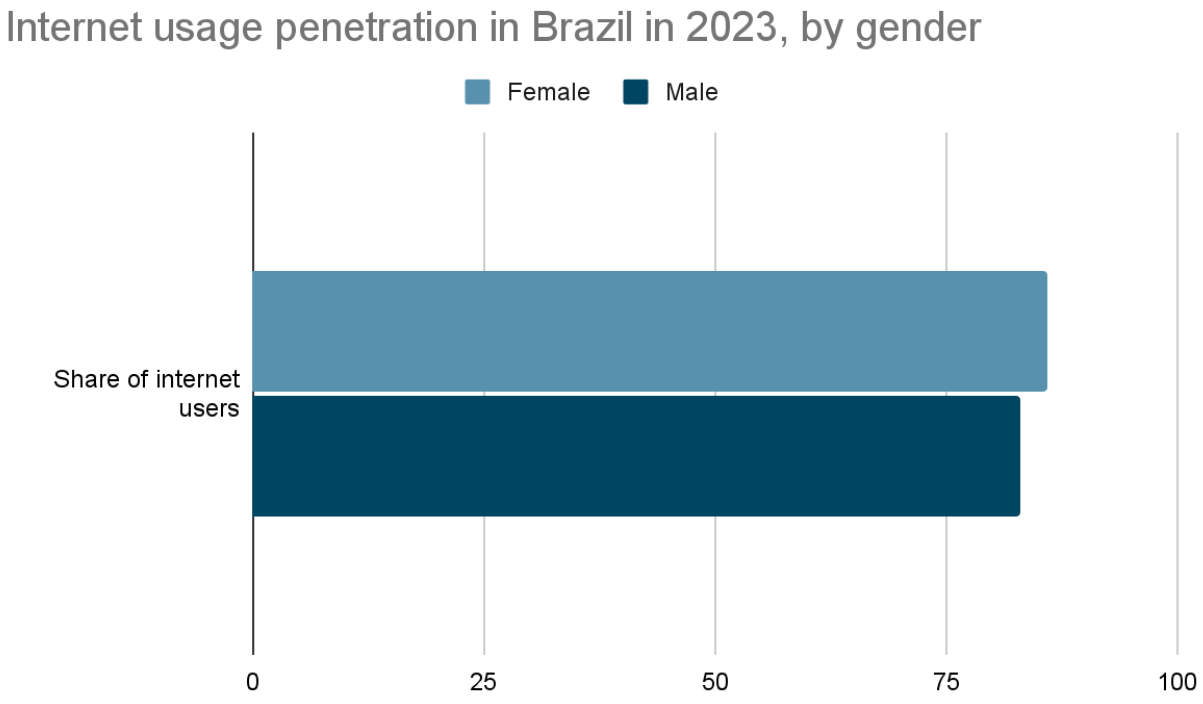
Distribution of social media users in Latin America by age group





In Brazil, the most populous country in South America, 95% of the population that has internet access conducts daily usage. A 2023 survey that 95% of individuals aged 16-24 had internet access. The 25-34 age group followed closely behind at 94%, both 10-15 and 35-44 at 92% and 45-59 at 85%. The 60+ age group showed an evident drop in internet usage penetration at 51%, which can be attributed to the age of retirement and a decrease in accessibility [REF]. In this survey, 86% of female respondents and 83% of male respondents had internet usage, showing a low discrepancy when analyzing gender with internet usage in this region [REF]. Further, 97% of respondents in social grade A had accessed the internet, followed by 95% of social grade B, 88% of social grade C and 69% of social grades D and E [REF]. Evidently, individuals/family systems that are in a more favorable social and financial situation use the internet more often than those in lower socio-economic classifications, though usage is still relatively high. In terms of education level, 97% of respondents with higher education had accessed the internet, followed by 93% with a high school education level, 75% with an elementary school education level and 32% with a childhood education [REF].

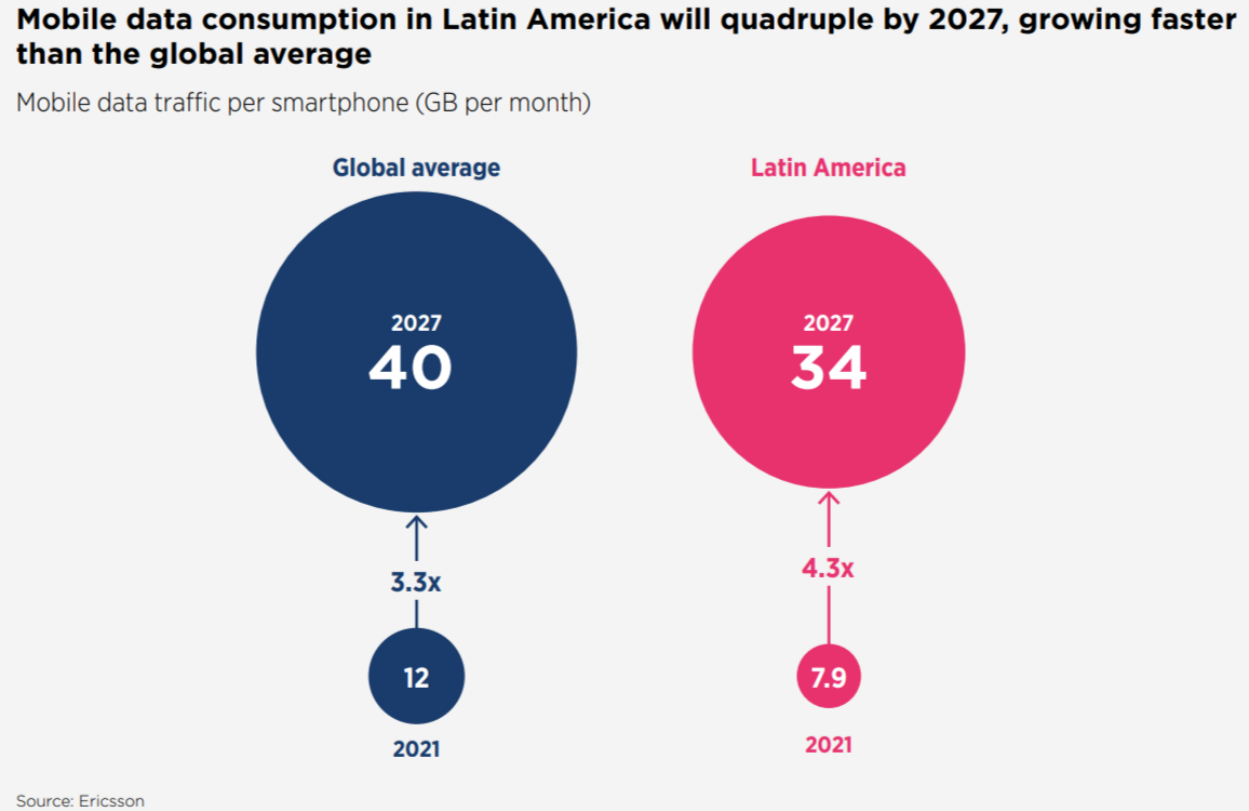




Behaviorally, Brazil is trending positively toward digital entertainment. Of all responding internet users in Brazil, 74% reported that they watched videos, programs, movies or series online [REF]. Brazil is experiencing a surge in demand for video streaming services and accessibility to content

with a growing number of subscribers and an expanding range of local content due to increased mobile connectivity.

Significant internet usage is also observed in other nations in the region. For example, internet penetration rates are 90% and 87% in Argentina and Chile, respectively, due to widespread urban connection and rising mobile internet access (GSMA, 2023). Internet usage in Colombia is marginally lower at 85% but still significant, and efforts are being made, especially in rural areas, to close the digital gap (MinTIC, 2023).



Online users in Brazil accessed the internet in 2023 for finding information (78.7%), researching how to do things (74.2%), staying in touch with family and friends (70.5%), researching products and brands (69.8%) and watching videos, TV shows, and movies (67.5%) [REF]. Above music and video streaming, Brazilian and South American populations use the internet to send out instant messages and to make voice/video calls. WhatsApp is reported to be installed on virtually every smartphone in Brazil and has one of the highest user engagement rates worldwide. This high level of activity resulted in Brazil as one of the first countries in which the app launched mobile payments due to its convenience and constant access [REF]. The country greatly benefits from the regional increase in mobile connectivity, allowing high internet usage rates.

Europe

Europe is similarly well connected to the internet. In 2022, internet usage penetration was 89.7%, meaning that 750 million people out of a population of 847 million accessed the internet across the 53 countries and regions in Europe [REF]. The same year, 96% of young people aged 16-29 years living in the European Union (EU), reported using the internet every day, compared with 84% of the older adult population [REF]. Further, lower usage rates of the internet in European countries indicate a larger gap in usage amongst males and females. For example, in 2020, a survey showed that Denmark had a 94% internet use rate for both men and women, whereas Greece had a 72% usage rate for males and a 66% usage rate for females [REF]. In countries with higher overall internet usage, gender is not indicative of access. The disparity between the frequency in which people with different education levels access the internet is present in most European countries, but differs widely in its severity based on region. For example, in Croatia, 96% of people with a higher education used the internet on a daily basis, while only 33% of people with a lower education did so. Scandinavian countries like Norway and Sweden showed only slight differences in daily internet usage between groups with differing education levels [REF]. While there are slight differences in internet usage by demographic, as a region, Europe is well connected.

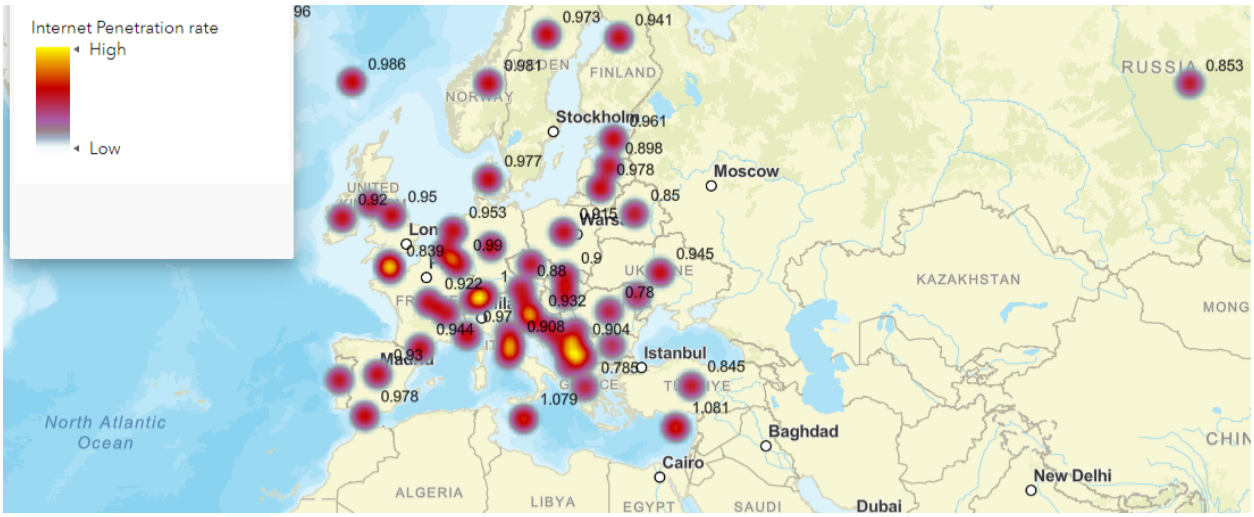


Fig: Internet Penetration Rate in Europe

Much like North and South America, Europeans display interest in using the internet for entertainment. In Germany, a growing number of people are opting to use platforms such as Netflix or Amazon Prime Video instead of traditional television [REF]. Within the top ten most common internet activities for EU residents, watching internet streamed TV or videos ranked fifth with 65% of respondents noting that they participated. The most popular activities for EU residents were communication, with sending/receiving emails most popular, instant messaging second, and telephoning/video calling third [REF].

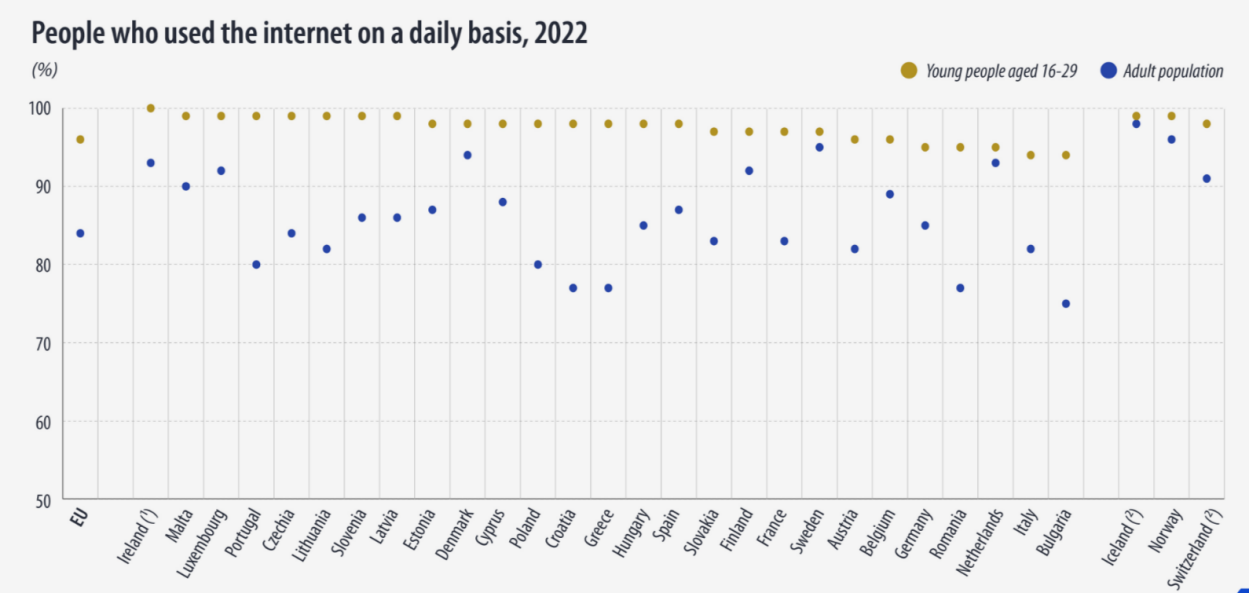


Fig : REF

According to data collected in 2022, 84% of young Europeans used the internet to participate in social media networks [REF]. Overall, internet usage is common amongst the diverse demographic populations in Europe and is ingrained within the continent's cultural norms.

Africa

Africa has displayed a steady increase in internet usage rates, testifying to the fact that the necessary infrastructure is being built, and is largely emerging. As a latecomer to digitalization, Africa has also shown that it is a rapid adopter of technology. Between 2010 and 2021, the internet penetration rate more than tripled (9.6% to 33%) [REF] with an additional 3% being garnered from 2021-2022, raising this rate to 36% [REF]. In Africa, internet adoption varies drastically by region. Southern and Northern Africa have adoption rates close to 70%, while Western Africa is around 40%, and both Middle and Eastern Africa near 30% [REF]. While African residents make up 18.3% of the global population, they only constitute 11.6% of global internet users [REF]. As of 2024, there are 860.6 million unconnected Africans, 31.5% of the global total of 2,735 million [REF].

Within Sub-Saharan countries, such as Nigeria, age was largely an indicator of internet use. Those aged 50+ were least likely to access the internet, while 15-29-year-olds were most likely. [REF]. In 2022, 34% of the sub-Saharan African population were female internet users, while 45.5% were male [REF]. Further, of the sub-saharan population, 29% are female mobile phone users, while 41% are male mobile phone users. For both women and men, the top barriers to mobile internet use are literacy and affordability [REF]. Within most countries of Sub-Saharan Africa, the difference in internet usage is largely dependent on electricity, a key constraint to internet access in poor households. [REF]. However, as evidenced by the increased level of Internet penetration in Africa

as a whole, the necessary infrastructure and resources to purchase a device are on an upward trend.

Social Media use in Africa is largely dependent on region. As of January 2024, about 40.4% of the population in Northern Africa used social media in comparison to 41.6% of the Southern African population. Central Africa has yet to see widespread internet adoption.

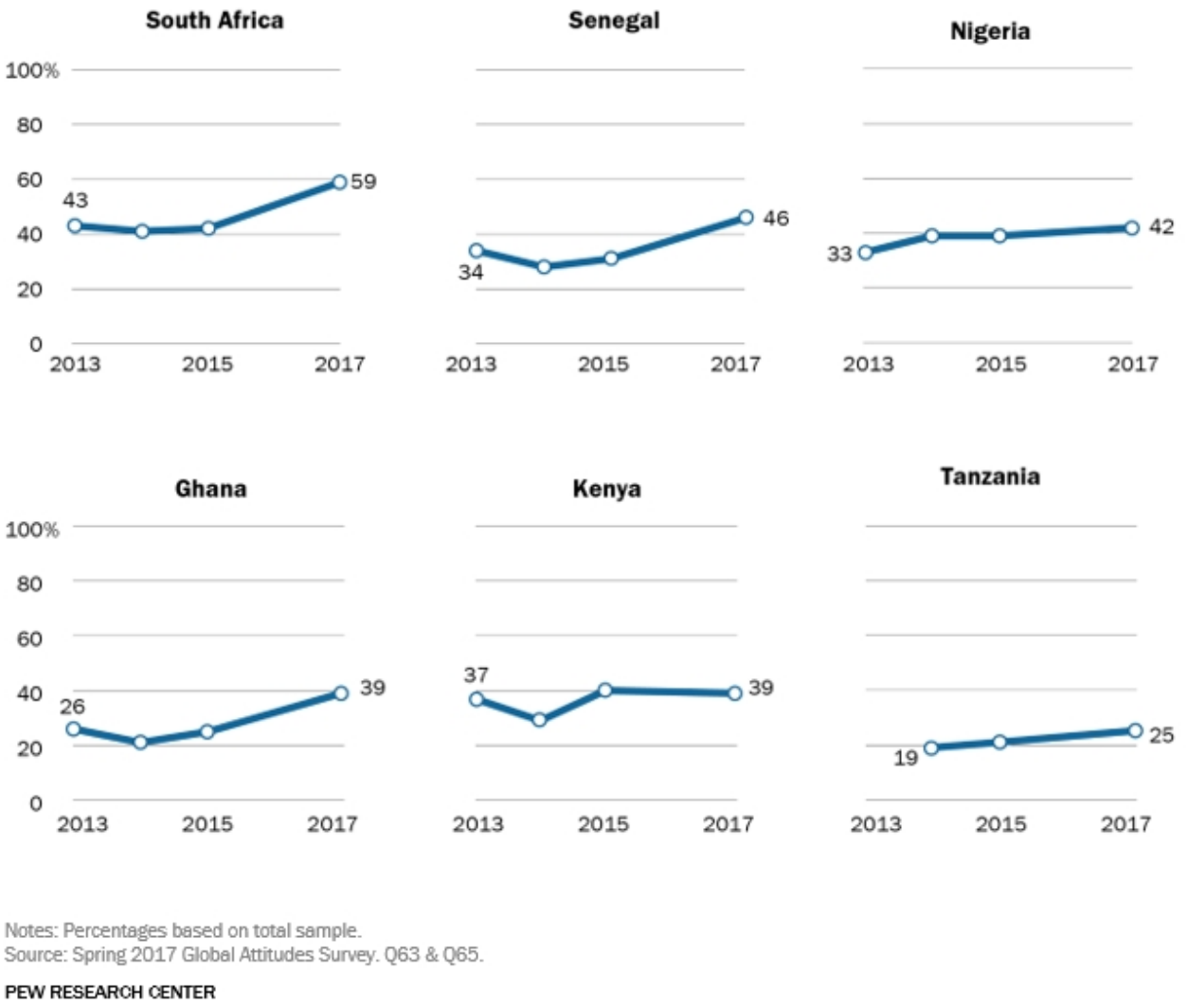


Fig: REF

61% of adult social media users post about music and movies. This indicates a strong interest in media and entertainment. Further, users in this region are more likely to post about music and movies than any other topic [REF]. Given the lingual diversity in Africa, this is a compelling market for Vosyn's translation services. In sub-Saharan Africa, the most commonly

reported online activity is “staying in touch with friends,” with a regional median of 85% of internet users selecting this activity [REF]. Career and commerce were the least selected online activities; The regional median percentage of users who employed the internet to take a class was 14%, and to buy a product 17% [REF].

Asia

Asia, with a significant focus on China and India, presents a dynamic landscape of internet usage. In China, over a billion people are connected online, making up about 74.3% of the population as of January 2023. This makes it an extensive market for any digital products, as reflected in the substantial user base of 1.05 billion internet users and 1.03 billion active social media users. Notably, the urbanization rate stands at 63.9%, suggesting that a large number of internet users are likely to be found in urban areas, where digital engagement is typically higher. [REF]
The age distribution in China indicates that while the majority of the internet users are likely to be young, there is a substantial segment aged 25-64 who are also actively online. [REF] This suggests a need for diverse content that caters not only to the youth but also to the middle-aged demographic who are likely to use the internet for various purposes, from entertainment to educational content.
Moving to India, the internet user base is rapidly growing, with 751.5 million individuals using the internet, accounting for 52.4% of the population as of January 2024. There’s also a significant number of social media user identities at 462 million, showcasing the popularity of digital platforms in the country. The urban population makes up 36.6% of the total, again underscoring the importance of targeting urban centers for digital marketing. [REF]
The age distribution in India skews young, with a median age of 28.4 years, and this youthful demographic is likely to engage with content that is innovative and resonates with their interests and lifestyle. Gender-wise, there’s a nearly even split with 48.4% female and 51.6% male population, which should inform the development of gender-neutral strategies in marketing and product design. [REF]
Considering device ownership, India has an impressive 97.7% of internet users owning a mobile phone. Internet usage encompasses a variety of activities, with video content consumption being highly prevalent. Hence, Vosyn’s content strategy might benefit from a strong emphasis on video, potentially engaging users through music videos, educational content, and video livestreams.[REF]
In Asia, an understanding of the nuanced demographic details, preferences, and digital habits is crucial to effectively tap into these vast and varied markets.

Oceania

Oceania also boasts a relatively high internet engagement. The region has a total population of about 43 million people, with 31 million internet users, resulting in a penetration rate of 71.5% [REF]. Australia accounts for 90% of the continent-wide internet users, with 96.2% of the country’s population being internet users[REF].

Demographically, the 25-34 age group accessed the internet most according to January 2023 data. This was determined by analyzing the combined advertising reach across Facebook, Instagram and Messenger. For reference, the median age of the Australian population is 37.4 years old, resulting in an older focus age group for tech-related products in comparison to other regions [REF]. Overall, females access the internet slightly more than men at 54.2%, compared to 45.8% for males [REF]. In specific categories, however, there is less of a gap. This greatly depends on the age group that is being analyzed.

Like other high internet use nations, Australians are using the internet for entertainment and communication. As of 2024, Netflix is leading Australia's streaming service with a market share over 30%. Data suggests that 65% of Australian households use Netflix, which is the highest amongst all other English-speaking markets, including the United States [REF]. Further, 85.4% of internet users in Australia access the internet via mobile phones. January 2023 data reported that main reasons for using social media were keeping in touch with family and friends (53.4%), filling spare time (38.2%), reading news stories (24.8%) and finding content (24.7%). Seeing content from brands, watching live streams and watching/following sports had a significantly lower engagement level in comparison to other regions worldwide (15-17%) [REF]. Australia, and the larger Oceania region is well connected to the internet and reflects similar demographic and behavioral trends to other global regions.

3 - Digital readiness

Digital readiness is a crucial component of today's digital ecosystem. Many think tanks, universities, NGOs, and institutions actively work in this field providing rankings that follow specific methodologies[REF1, REF2, REF3, REF4][1]. In this section, two relevant reports are analyzed to identify the key trends and most attractive countries for Vosyn to invest resources. Tufts University provides its own digital intelligence report that takes into account several factors and separates its analysis into supply, demand, institution and innovation [REF]. For Vosyn, the most crucial points are supply, meaning extent of infrastructure development, and demand, how much end users are digitizing their lives. A few countries that are consistently ranked highly in terms of momentum, how much they are improving, and current state, where they are now, include USA, Singapore, UAE, Taiwan, Germany, and Estonia. Other countries, such as Canada, strategically crucial for Vosyn given its location, rank consistently high in state, but less in momentum. In this regard, it is also important to understand which factor plays a more important role for Vosyn: current state or momentum? Intuitively, it seems that current state plays a bigger role since it ensures the society is ready to accept new products like real-time speech translators, since product launch is imminent.

[1] It is important in this regard to differentiate between digital readiness and digital competitiveness of a country. For Vosyn, digital literacy is a crucial factor, especially in B2C and B2B2C business opportunities. Digital competitiveness might have a relevance in the case of B2B opportunities, but it is anyway less relevant.

Another interesting report provided by the renowned business school International Institute for Management Development (IMD) [REF], focuses on digital competitiveness. The main criteria are shown in Fig. X, and for Vosyn the most crucial components are those related to technology and future readiness. The US ranks first, Singapore third, Taiwan ninth, UAE twelveth. Unsurprisingly, most countries in the top of the ranking are western nations or oil-rich countries, except for China (19th). Besides China, the first non-western country in the list is Kazakhstan (32nd)

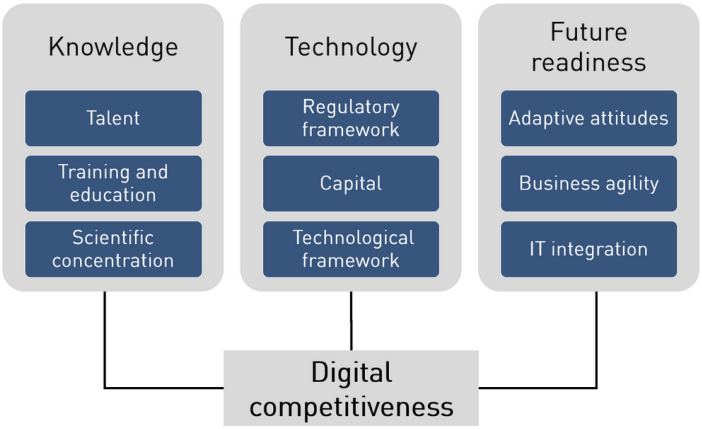


Fig. X: the IMD framework for digital competitiveness

In general, there is a clear distinction between high and low income countries, the former being in the top half of most rankings.

If high income countries are the most digital ready, it may make sense to launch a go-to-market strategy in those countries. However, a few other factors must be mentioned:

- Size of the country in terms of users and potential expenditure
- Regulations
- Language barriers (especially at the beginning, Vosyn Core will be probably trained to translate only in a few different languages)

European countries are out due to the GDPR [a summary here: REF2], a particularly strict regulation that may pose some risks to a young startup. Also, most developed countries are relatively small except for the US.

To sum up, the US is likely the most attractive country to start, while Canada also make sense due to the easyness for Fosyn's people to work in this Market.

4 - B2B opportunity

Neither the current translation nor LLM markets are good benchmarks for Vosyn, since the product is disruptive and likely will revolutionize the market. However, it makes sense to look at a few trends to identify potential global opportunity now, keeping in mind that Vosyn could only have a wider customer segment.

A first point to look at is the language industry service market [REF1, REF2, REF3, REF4]. In 2023, the market was valued at almost $70B, growing from $65B the previous year. Interestingly, so far, only 6% of the market share is related to machine translation, and 2% due to AI. We expect both of these numbers to grow due to the software solutions increasing their accuracy over time. The biggest market share is associated with translation and localization (43%). Notably, the three top companies by revenue in the world [REF] work in translation and localization, focusing on legal, patents, life science, healthcare. These sectors are highly technical and may not be the right use case for a foundational model like VosynCore; they do, however, highlight that there is ample margin for application models to enter the market and for Vosyn to establish a stream of revenue through IP licensing. In the scientific literature, cases exist where the direct application would be useful, for example, in translating healthcare recommendations to Spanish in the US [REF].

5 - B2B2C

For B2B2C, it is crucial to identify those companies or industry segments that would purchase Vosyn as a tool to enhance the customer experience. In this sense, further segmentation is not needed, since the main users have already been identified in Section 3, and the most attractive industries have been identified in Section 4. Cross analysis between these two sections is essential in both partnerships and go-to-market strategy. Vosyn's revenue from API purchase will originate from the B2B2C segment.

Mobile app market, page 23, last point: only B2B2C or also B2C? In general it is also worthwhile to notice that the app market is getting less global and more localized [REF]

6 - Conclusion

The global opportunity for Vosyn is as large as it is exciting. Digitization is already strong in every global community, and is rapidly expanding amongst less connected demographics. By segmenting according to use and application, and then further differentiating by VosynVerse and VosynConnect, it is clear that the uses for a foundational LLM with localized translation capabilities touch every industry, non-profit, and government system. These segmentations provide a structure to show that all internet users could be Vosyn customers and offer a framework from which to develop strategic go-to-market plans. The global demographic and behavioral data show that people worldwide are ready for Vosyn; thus, a total addressable market of over five billion people, the number of internet users, is not only reasonable, but it is sure to grow.

Appendix 1 - Segmentation by content type: Audio, video, multimedia

As an AI model, VosynCore relies on data inputs to drive its outputs, with the complexity of operations increasing in tandem with data richness. Accordingly, audio stands as the minimal requisite content type, with video introducing heightened complexity. Furthermore, complex multimedia such as augmented/virtual/mixed reality content falls into a distinct category. Each of these primary segments can be further delineated into hardware or software domains. Within hardware, sensors, sources, and interfaces constitute the main segments, whereas software branches into online and offline realms. Notably, we've discerned that hardware applications hold less allure for Vosyn, save for potential niches like real-time translation, where Vosyn products could supplant traditional solutions, albeit within a very limited scope. The following subsections show lists of potential type of content.

2.1 - Audio content: hardware

Sensors are mainly microphones, sources are mainly loudspeakers, earphones and headphones, while interfaces are all audio hardware components like amplifiers, turntables, etc. A potential application in the use of real time translation by means of headphones and microphones, so a Vosyn product could be installed directly within.

2.2 - Audio content: software

Potential ONLINE applications are:

- Podcasts/Live streams/Webinars
- Music (including soundtracks for movies etc.)
- Audio book
- Meetings
- Radio shows/Broadcast
- Audio Call
- Recordings (educational, guided relaxation, meetings, etc. - plus recordings of previous categories)

Potential offline applications include:

- Conferences/Meetings
- Shows (music/concerts/etc.)
- Audio Calls
- Recordings (including government, such as police, healthcare, museums, etc.)

Notice that all examples (both online and offline) are usually live, except when they are recorded. Live vs not live is a crucial distinction in that real-time performances on live applications are more important.

2.3 - Hardware video content

Sensors are mainly cameras (video or audio), sources are mainly screen and projectors, we neglected interfaces. Potential applications seem negligible.

2.4 - Software video content

Potential applications are:

- Live streams/Webinars
- Movies/Documentaries/Cartoons/etc. (including streaming)

- Meetings
- Video Call
- Recordings (educational, meetings, etc.)

As for the audio content, all examples are usually live, except when they are recorded. Live vs not live is a crucial distinction in that real-time performances on live applications are more important.

2.5 - Hardware complex multimedia content

Sensors include haptic, gyroscopic, etc. Sources include googles and other VR/AR/MR sources

2.6 - Software complex multimedia content

In this case we consider gaming (which is highly interactive, but may be considered as purely video from the technical perspective of Vosyn), and all the applications previously mentioned when they are augmented. Besides, the metaverse is to be considered as a complex multimedia space.

Annex 2 - B2B & B2G segmentation

The first obvious separation is between B2B and B2G.

Regarding the B2G segment, the first challenge is that any country has different way to manage its operations. For example, some countries might manage the police at the national level (common in Europe), while others do it at a local level (for example Canada and the US, with the exception of a few specialized police forces). A simple and strategic segmentation approach is to just study the structure of the government from the national to the local level.

Regarding B2B, the situation is more complex. First, it is possible to separate non for-profit business from for-profit ones. From Vosyn's perspective, it is crucial to identify those industry segments that share common needs and could be addressed simultaneously with GTM and marketing. There exist several segmentations of the global industry landscape, for example, for profitable businesses:

- International Standard Industrial Classification of All Economic Activities (ISIC) [REF]
- Global Industry Classification Standard (GICS) [REF]

Similar segmentations exist for NPO [REF]

NOTE: B2B and B2G are very specific, so they will likely be target of "application model" companies. Vosyn will earn revenue by licensing its model to these "application model" companies.

Top domains with increasing demand for translation services are -

- Healthcare (49%)
- Communication Services - Social Networking (34%)
- Information Technology (29%)