

N<sup>o</sup>

# NEWTON

## A DIGITAL DOPPELGÄNGER

[www.benewton.co](http://www.benewton.co)

Product By [www.brenin.co](http://www.brenin.co)

# NEED GAP

Conversations are an important part in banking industry. Customers needs to interact with executives for help & support. But these interactions have limitations

- 24x7 Availability
- Privacy & Judgemental
- Lack efficiency/consistency
- High cost



# OUR SOLUTION



**We are building conversational AI/ML based digital avatar. It is multilingual and can be a doppelganger of any personality. It addresses user queries while reducing cost and efforts. It also provides 100% privacy.**

**We are building a BoB Virtual Banker for assisting bank customer in their inquiries, account and loan details along with bank's other offerings.**

-Doppelganger :- An apparition or double of a living person.





# USER SEGMENT & PAIN POINTS

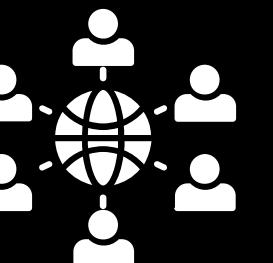
**Bank Customers/Users looking for -**

- Virtual assistance**
- Exploring bank's schemes and add-on services**
- Remote Availability**
- Require multiple language assistance**
- Need Off-hours assistance**

# WHY DIGITAL DOPPELGÄNGER



Availability



Multilingual



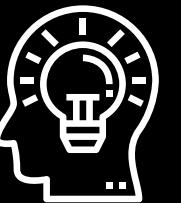
More Patience



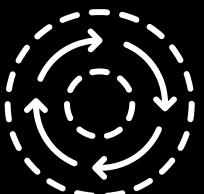
Cost Effective



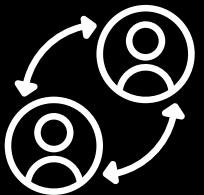
Extra Memory



Consistent



Better Engagement



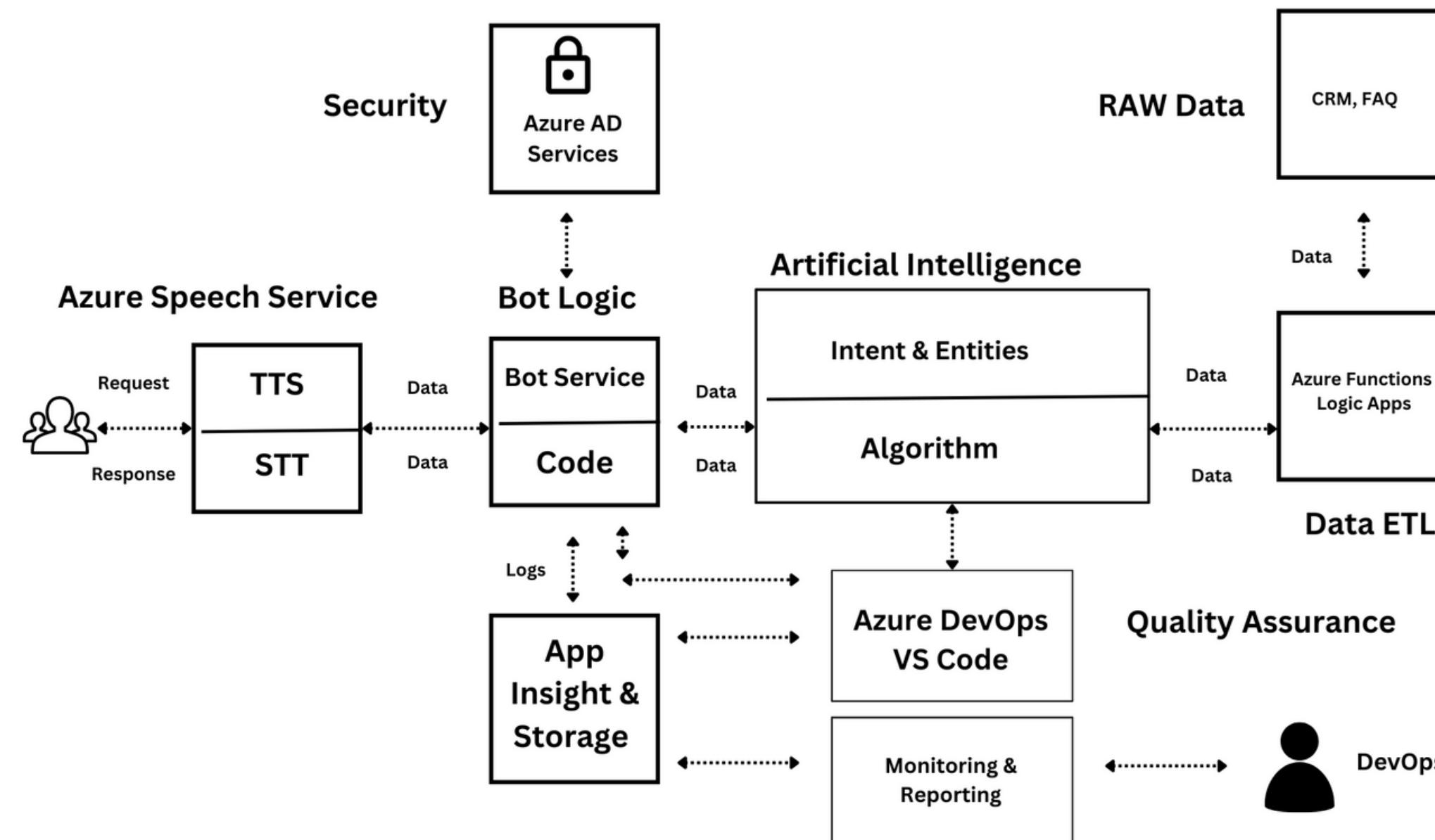
Multi Tasker



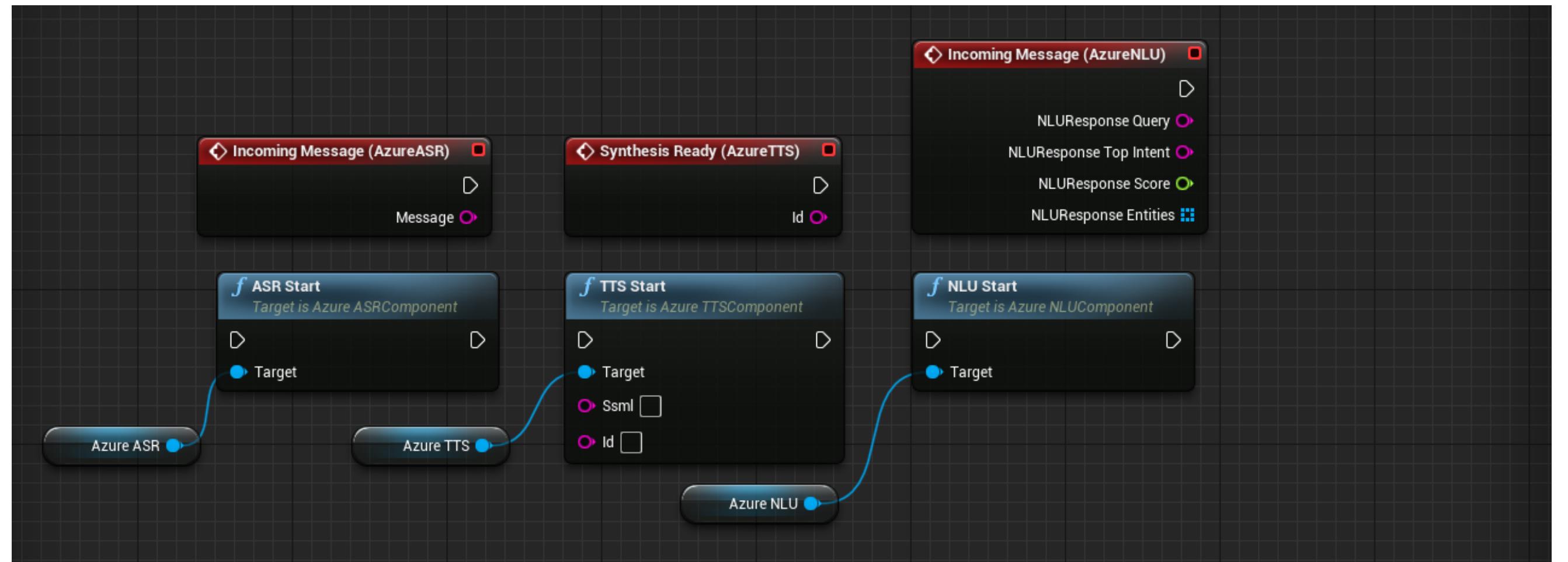
# HOW IT WORKS



# TECHNICAL FLOW



# TECHNICAL FLOW





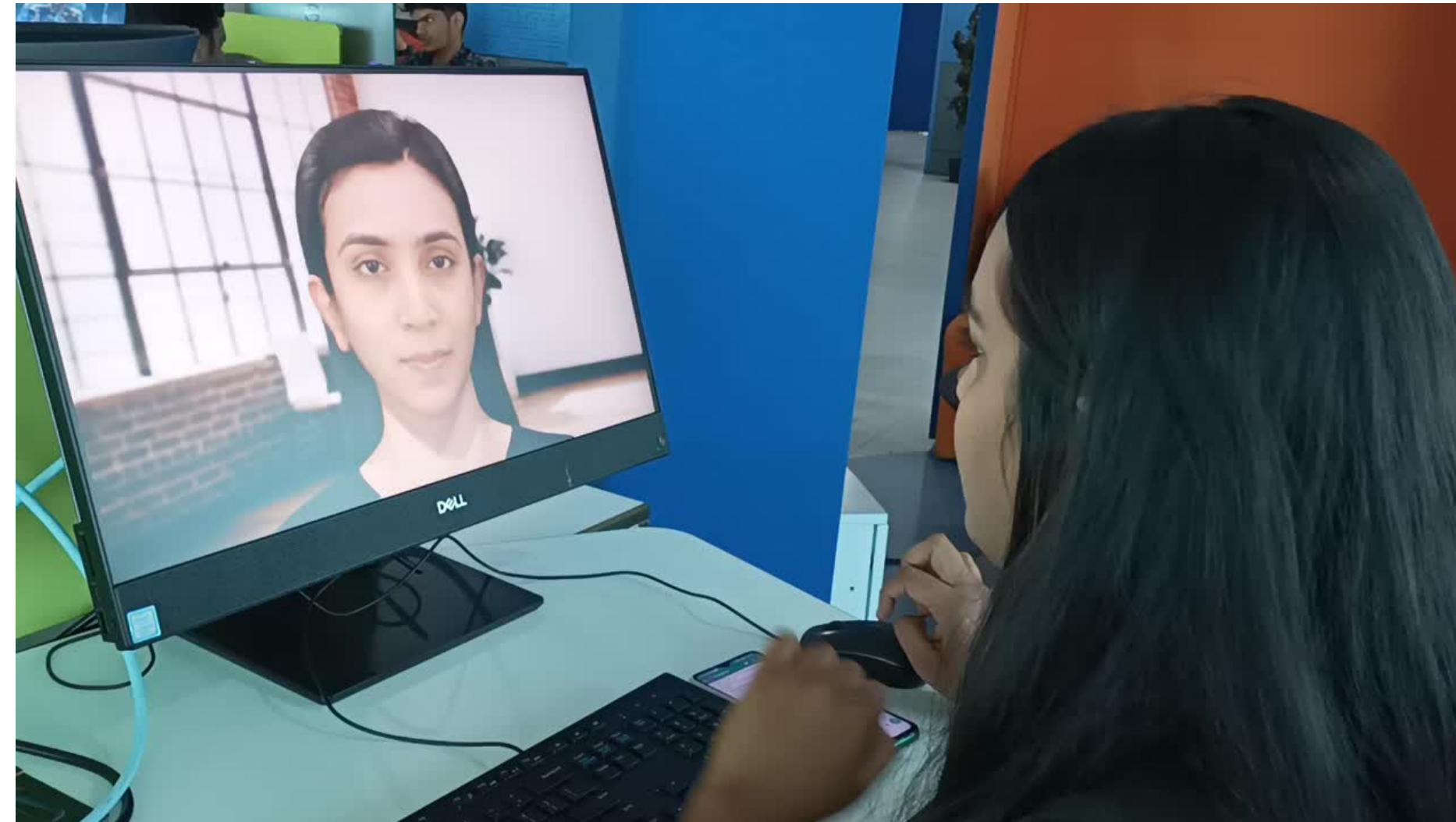
# AZURE TOOLS OR RESOURCES



**Chatbot platform- Microsoft Bot Services**  
**TTS-STT translation -**  
**API Framework**  
**Cloud Deployment**  
**Machines Learning Algorithms**  
**NLP-NLU Tools**  
**GPU Processing Machines**



# DEMO VIDEO



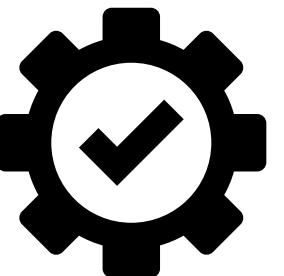
[https://www.youtube.com/watch?  
v=0swmuiPTc8s&t=3s](https://www.youtube.com/watch?v=0swmuiPTc8s&t=3s)



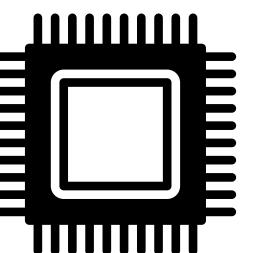
# TECHNICAL USP



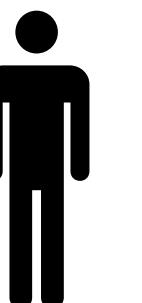
We are using a proprietary technology called sympathetic AI powered by self learning algorithms and deep neural networks



Nothing to install, streamed directly from the cloud to any web connected device via WebRTC.



Local installation possible on standalone devices.



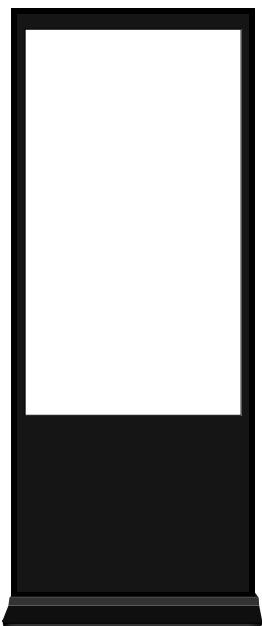
Real human handover when a digital avatar doesn't suffice.



# PLATFORMS WE INTEGRATE



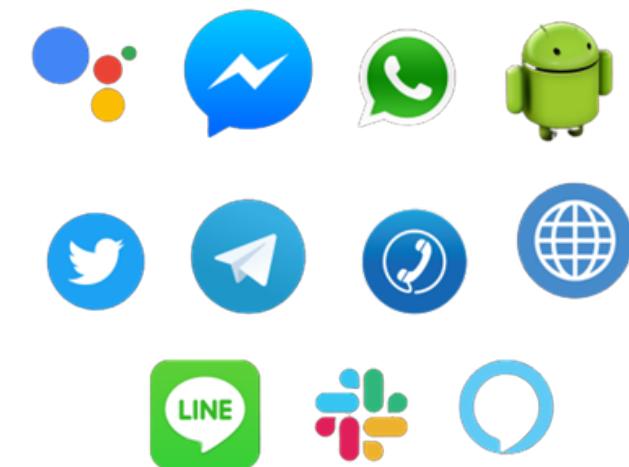
People can interact with any platform, whether it is an app, web or any social media platform. It can work everywhere.



**Kiosk**



**VR**



**Web / App**

Supports 15+ languages including English , Hindi and regional languages like Tamil , Telegu etc.





# NEWTON FOR "BOB BANK"



## AI MICRO BRANCH

Our solution will integrate in kiosk or existing system and help people with banking operation. this micro branch will help customers to know more about bank, take the details if requires and answer queries.





# NEWTON FOR "BOB BANK"



## Digital Twin Of BOB Bank's Brand ambassador

We can create digital twin of BOB's brand ambassador as BOB have PV Sindhu is brand ambassador so we can create and embody her personality with advanced knowledge from AI solutions.

It will increase the brand awareness and create trust among the users.

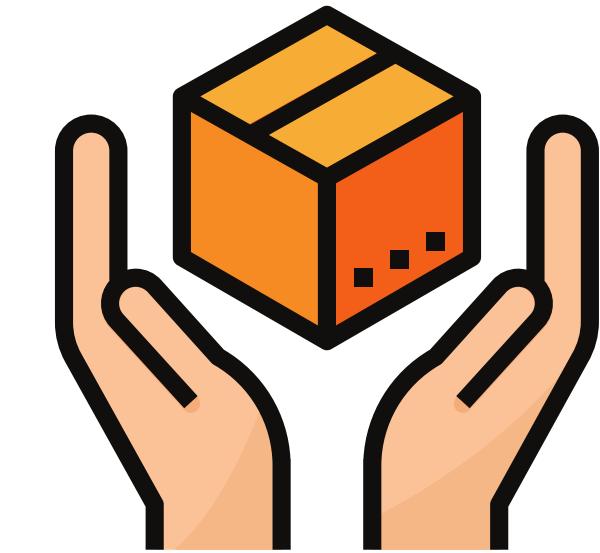


# NEWTON FOR "BOB BANK"



## Increase Financial Product & Schemes Awareness

Digital Avatars can promote the schemes of the bank easily and address to user's concern regarding any product offered. User can educate themselves regarding schemes.





# NEWTON FOR "BOB BANK"



## Provide 24x7 Customer Support

56% of people around the world have stopped doing business with a company because of poor customer service experience. So, offering 24×7 customer support is a viable reason for businesses who focus on value in the digital age. So BOB can get a face who can help customer 24\*7.





# NEWTON FOR "BOB BANK"



## Internal Operations

Human resource management is a big task for giant organization like BOB, So our digital human can help in this, like system issue , policies , procedure and feedback can be handle by this.





# NEWTON FOR "BOB BANK"



## Increase Sales & Revenue

Digital Avatars can increase the sales of Credit cards, bank insurance and CASA etc. by indulging with clients and helping them at every step and increase the revenue of the bank.



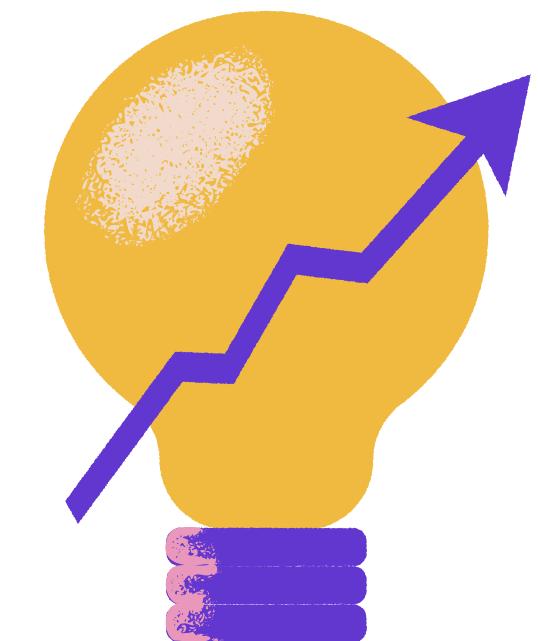


# NEWTON FOR "BOB BANK"



## Innovative Tech Marketing

Digital Avatars are new trends and adopting one for BOB bank would enhance its marketing and make it the first Indian Bank using such innovative technology.



# ACHIEVEMENTS

- Incubated and Grant Awarded from Rajasthan Govt.
- Y Combinator Startup school graduate 2020.
- Top 10 finalist at Dubai chamber's smartpreneur program.
- Prototyping with Govt. Of Raj. & AIIMS.
- STPI



#startupindia

غرفة دبي  
DUBAI CHAMBER



# TEAM



**Suyog Bora**  
**(CEO)**  
**(B.Tech , ECE, VIT)**

**7+ yrs of exp. in tech and  
startup industry  
(Ex- Jio ,NIC )**



**Sanjay Jangid**  
**(CTO)**  
**(IIT Jodhpur, M.Tech, B.Tech )**

**10+ yrs of experience in IT and  
startup industry , Tech  
entrepreneur  
Ex- Syntel .**



**Vikram Parashar**  
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**(IIT Delhi, MBA)**

**25+ yr exp. in sales &  
marketing industry.  
HCL , Reliance , Aditya birla,  
Godfrey Phillips.**





# ADVISORY BOARD



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**(Atos)**



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**Dean Academics**  
**(AIIMS Jodhpur)**



**Ms. Ritika Mahajan**  
**Professor, Psychology**  
**(MNIT)**





## MODE OF IMPLEMENTATION



QR Code from which customer knows more about the financial product, schemes and bank offerings.



AI Micro Branch in which we integrate our solution in existing platform and optimize banking operations.



Integration on website/social media as "BOB Buddy".



# ANY QUESTIONS?

Address:-

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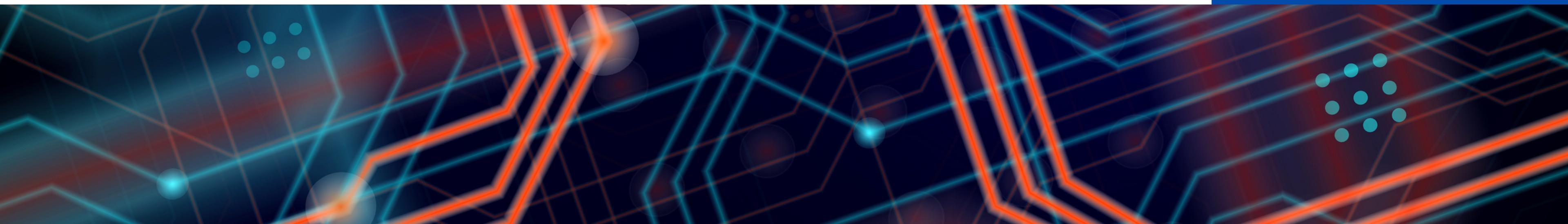
*Thank!  
you.*



## WEBSITE

[www.benewton.co](http://www.benewton.co)

[www.brenin.co](http://www.brenin.co)



**Human**

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**Digital Doppelgänger**

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