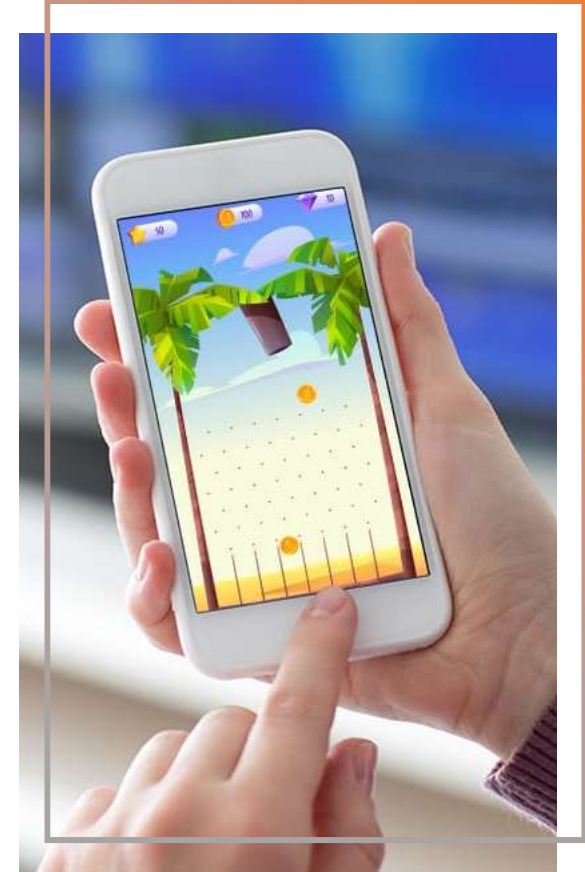
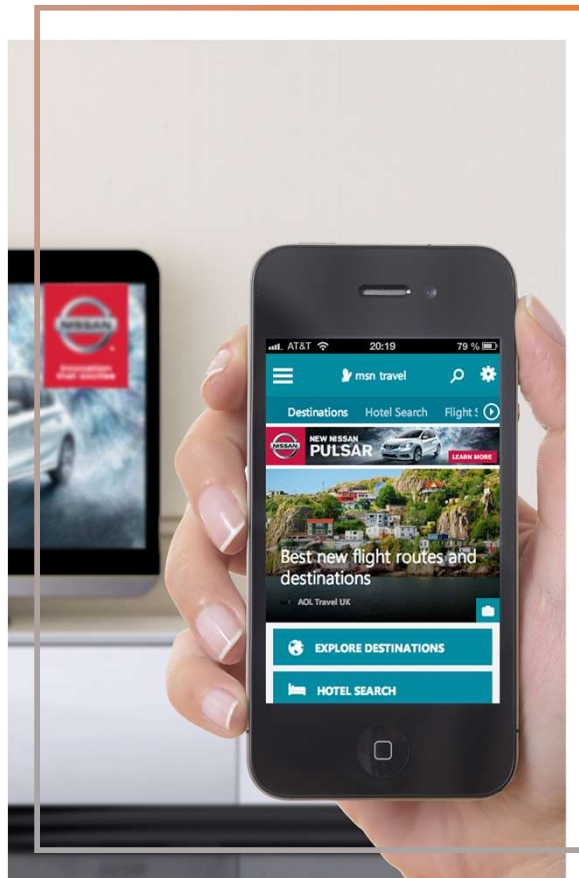
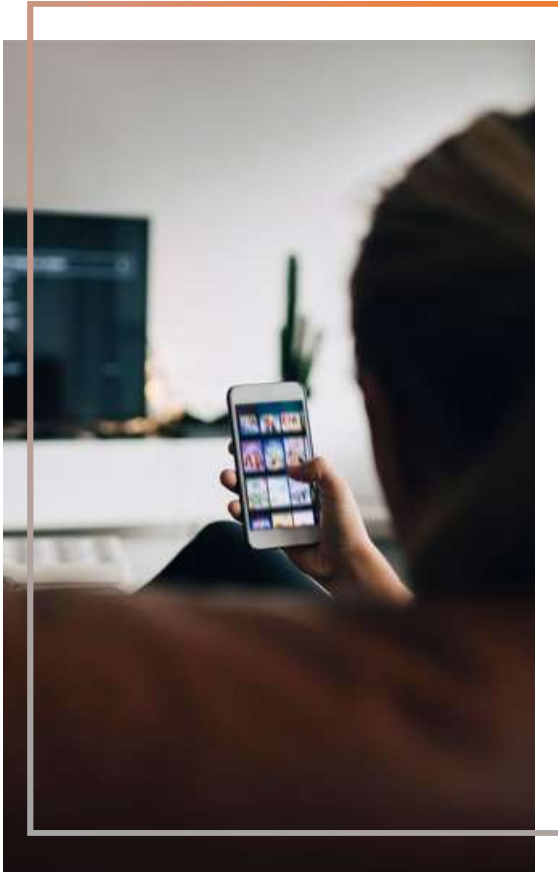


## Cognitive Challenge – Teleri Chatbot Project

Team A

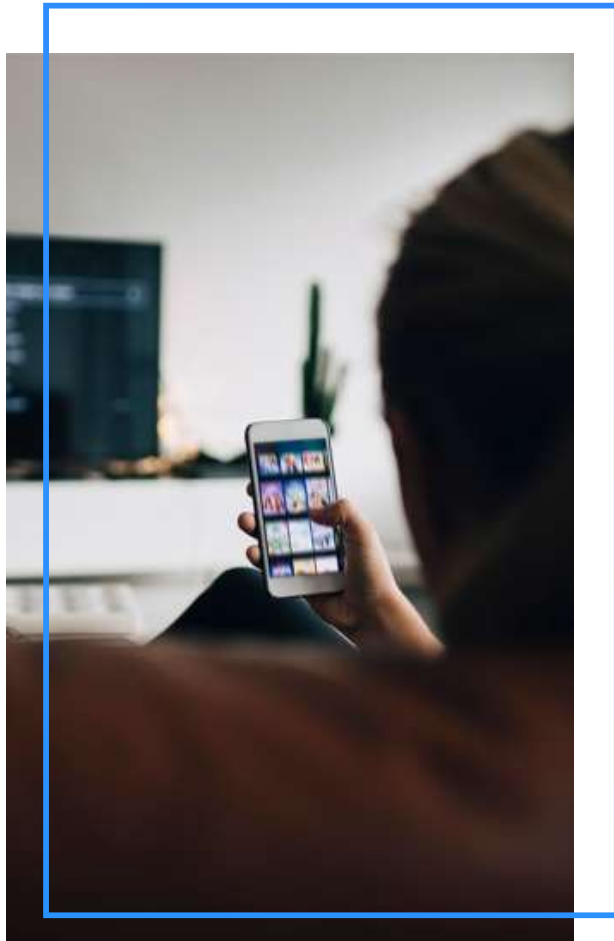
# The Opportunity

## Introduction



# The Opportunity

## Introduction



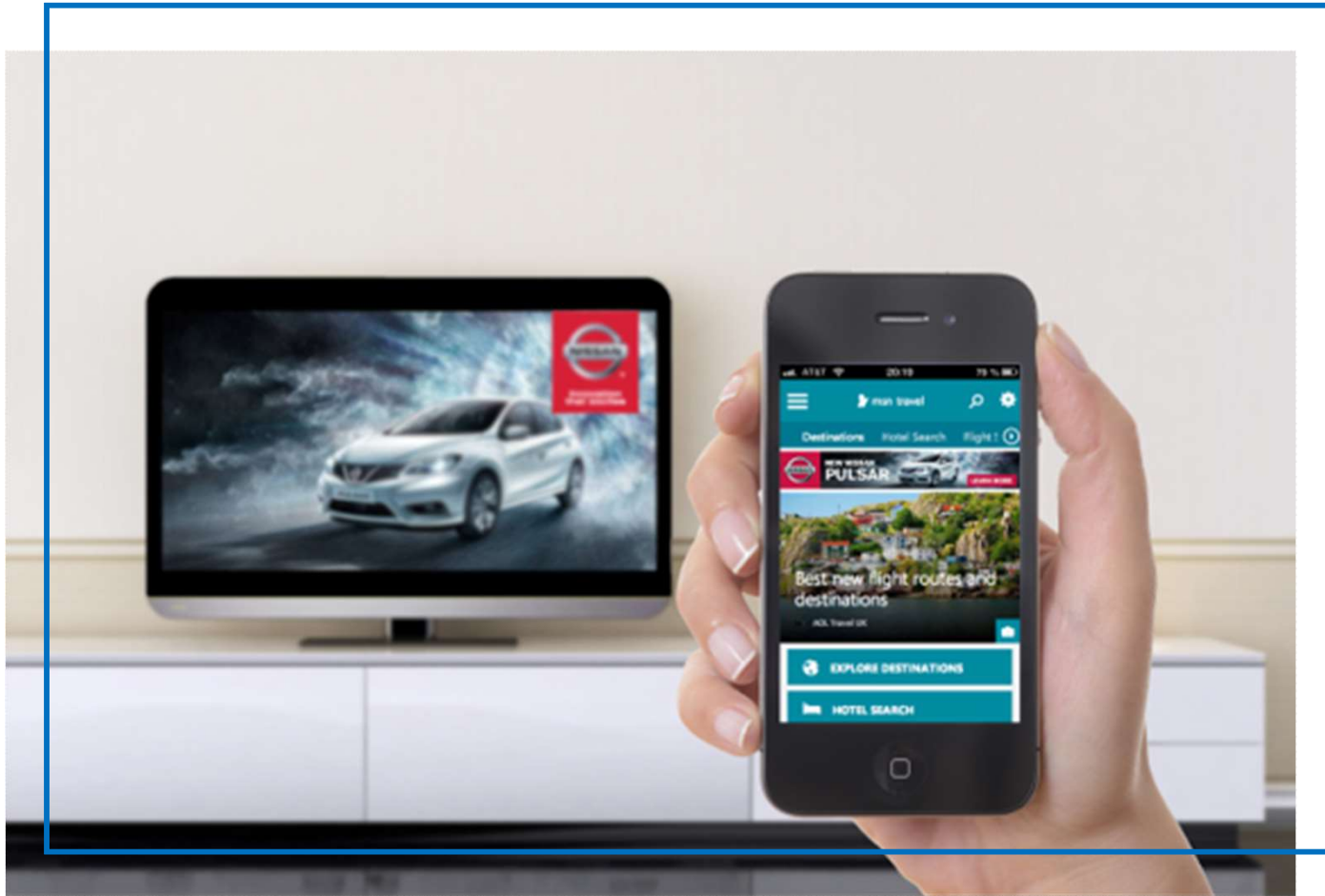
“

**Second screening** is a term for when viewers are watching television but are also using a secondary electronic device during that time.

@AdColony

# The Opportunity

## Introduction

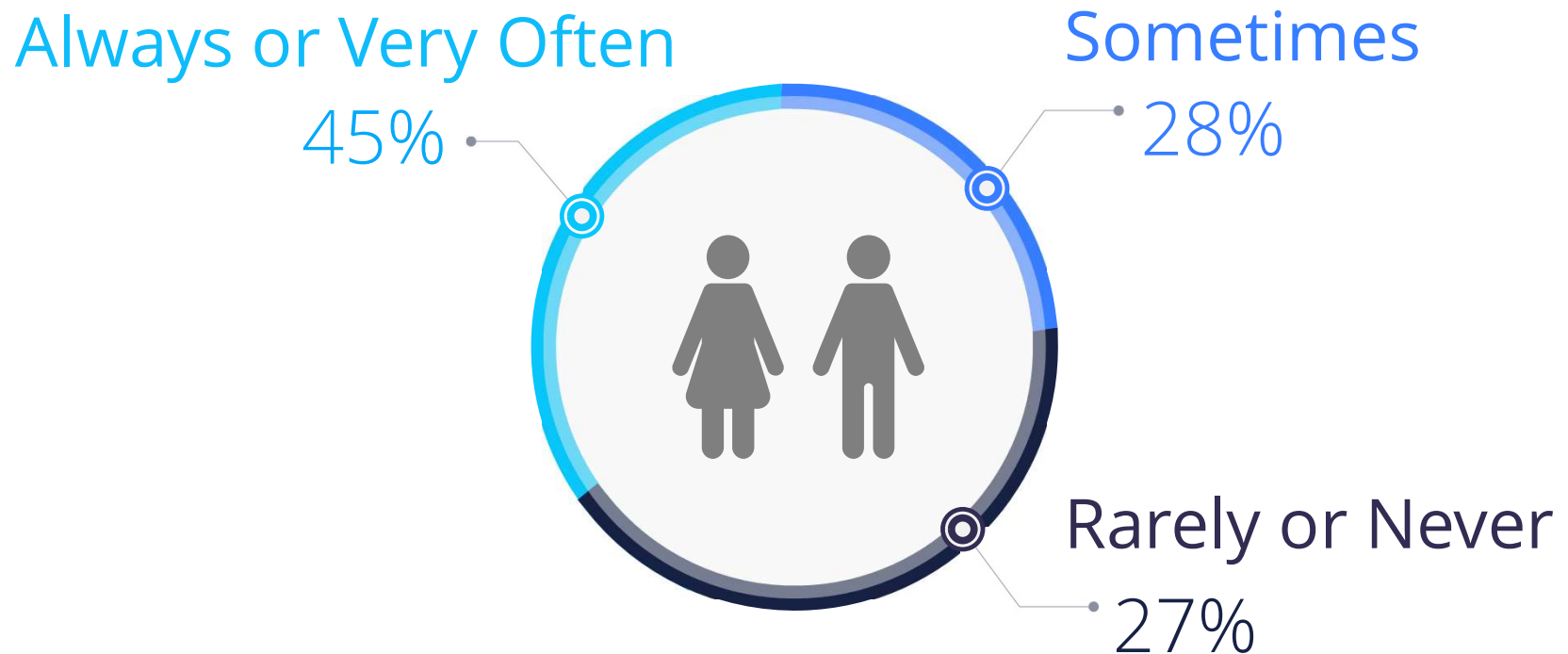


Second Screen Researches by:

- Nielsen Insights
- pwc
- Global Web Index

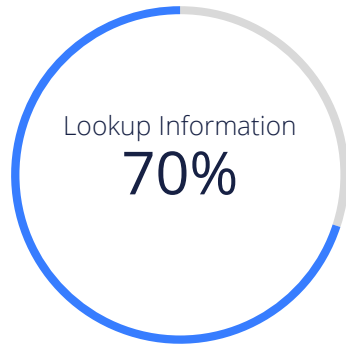
# The Opportunity

## Simultaneous Usage of Devices



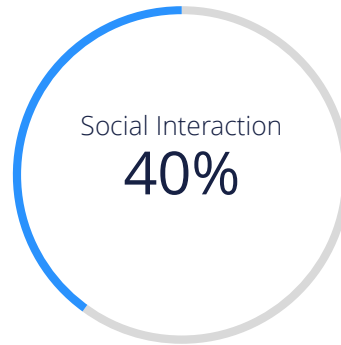
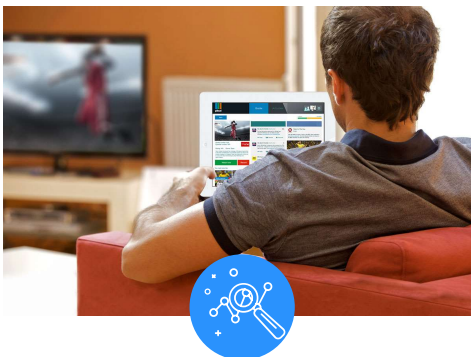
# The Opportunity

## Second-Screen Activities



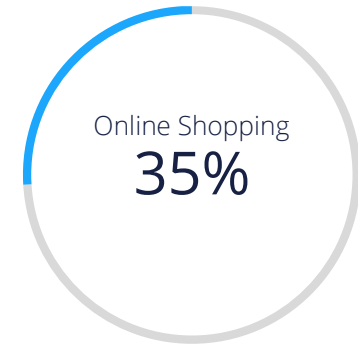
### Information Search

70 percent of the participants use their device to look up something related to the TV content



### Social Interaction

40 percent text, email or message someone about the content



### Online Shopping

35 percent shop for a product or service being advertised



# Our Solution

## Introduction



Teleri is a an entertaining chatbot that knows a lot about TV shows and provides a chat experience as if a friend is talking to you



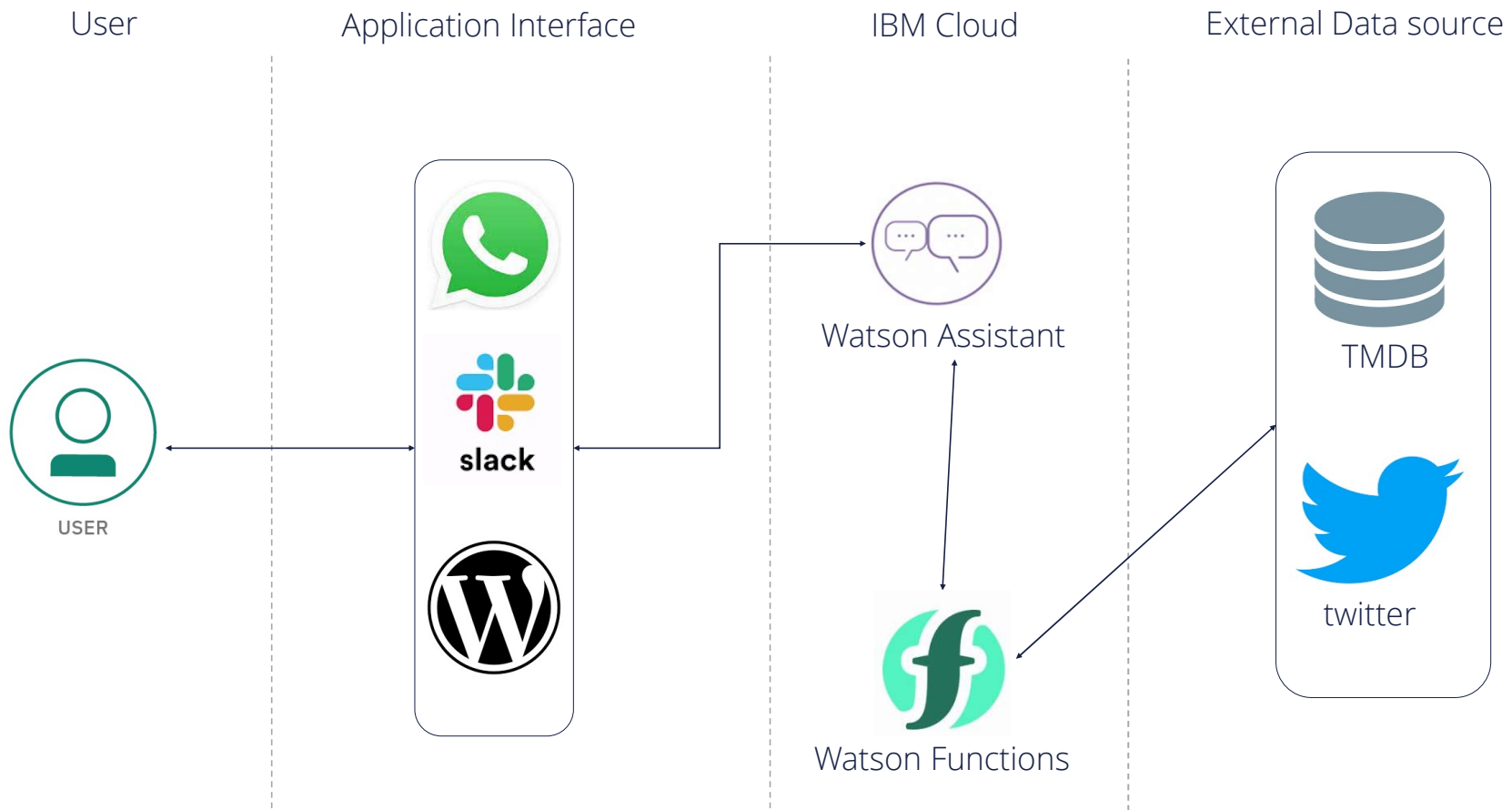
# Our Solution

## Features



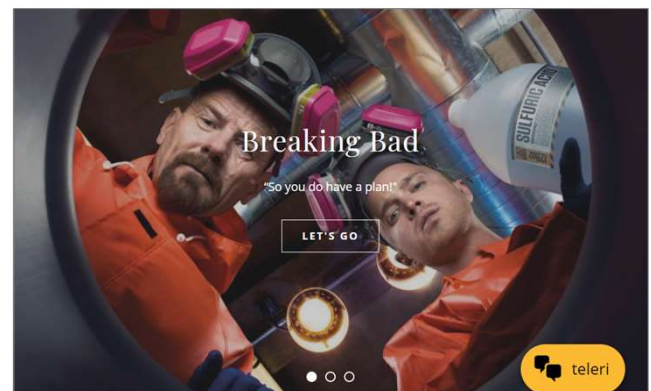
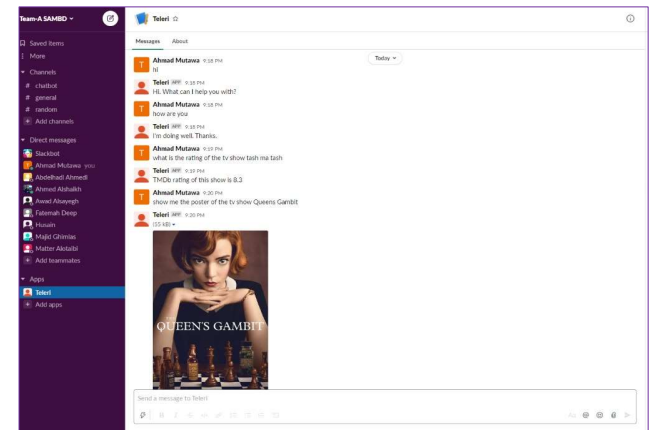
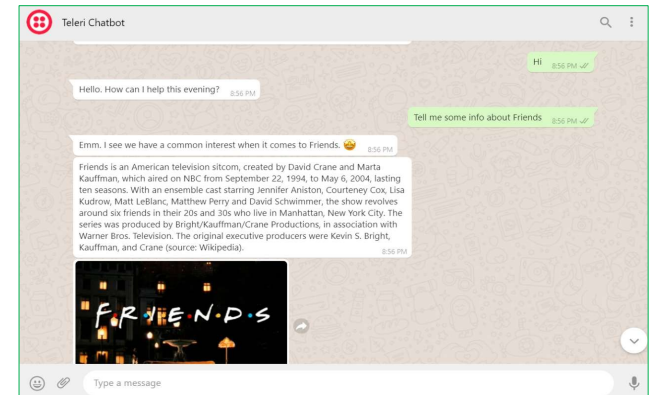
# Our Solution

## Architecture



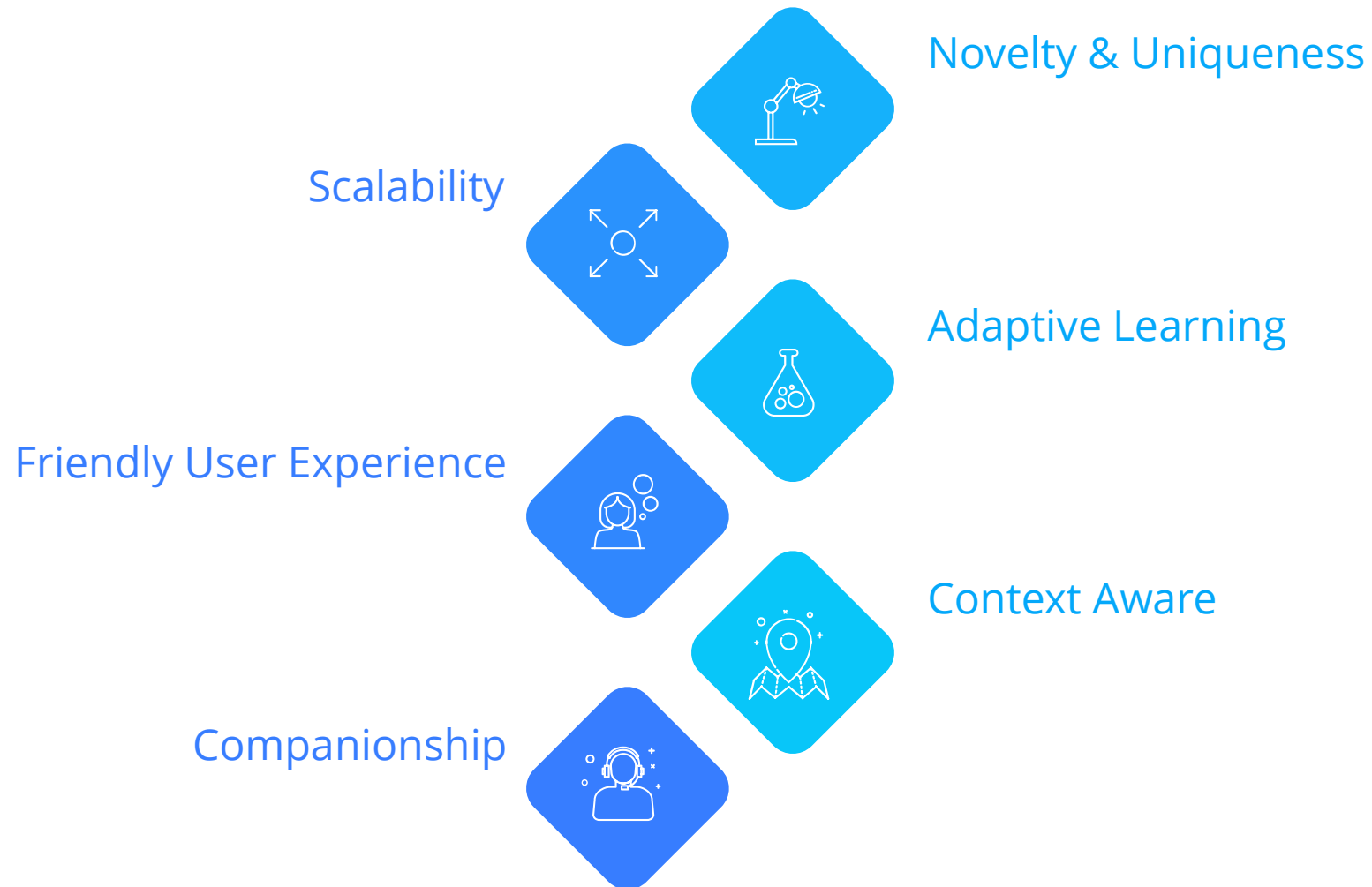
# Our Solution

## Application Interfaces



# Our Solution

## Why we Built a Chatbot?



# Our Solution

## Target Audience



Young Adults, Millennials



Always connected



TV Shows Fans



Social Media Active

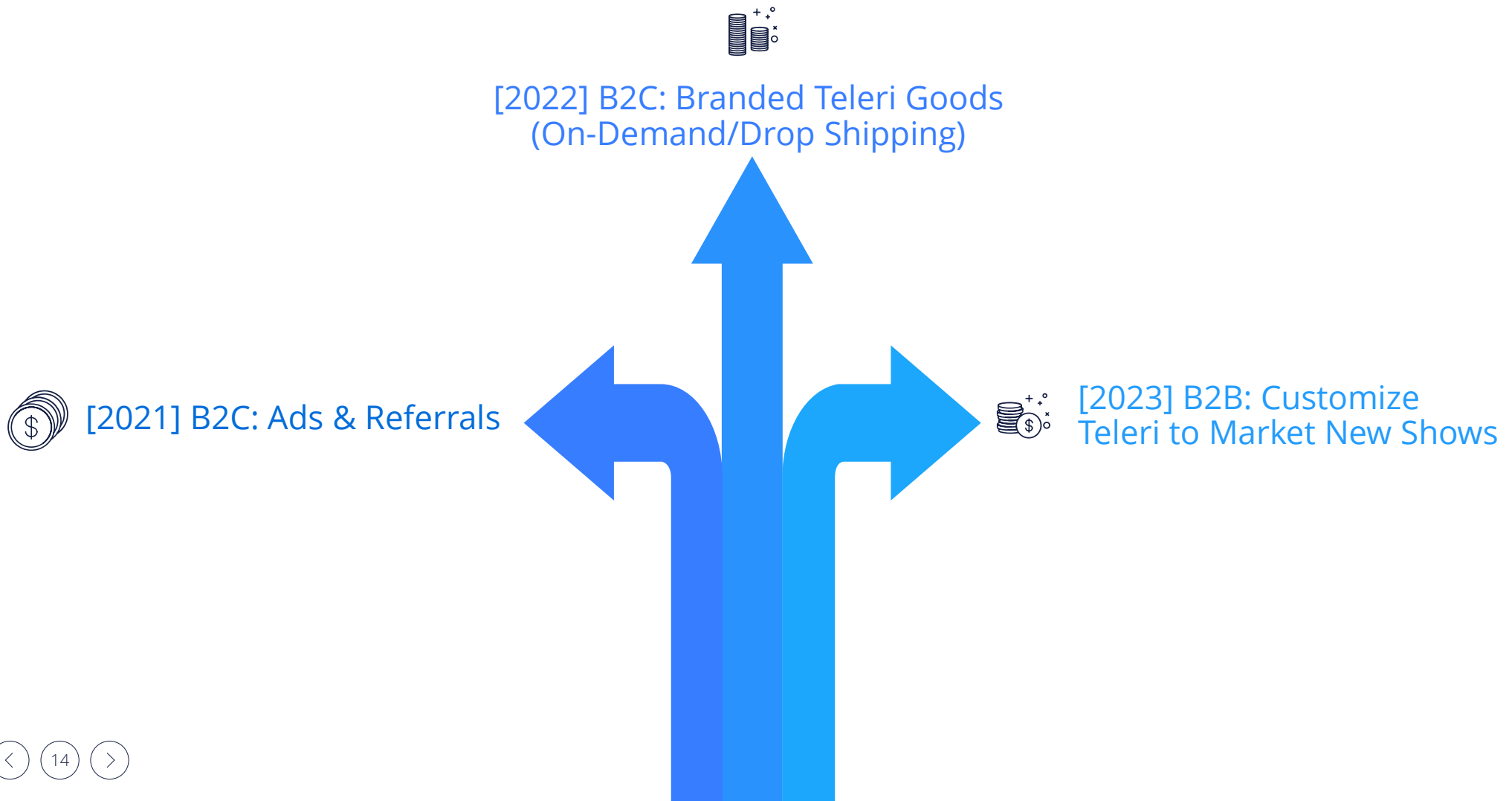


Streaming Services Subscribers



# Business Case

## Revenue Sources

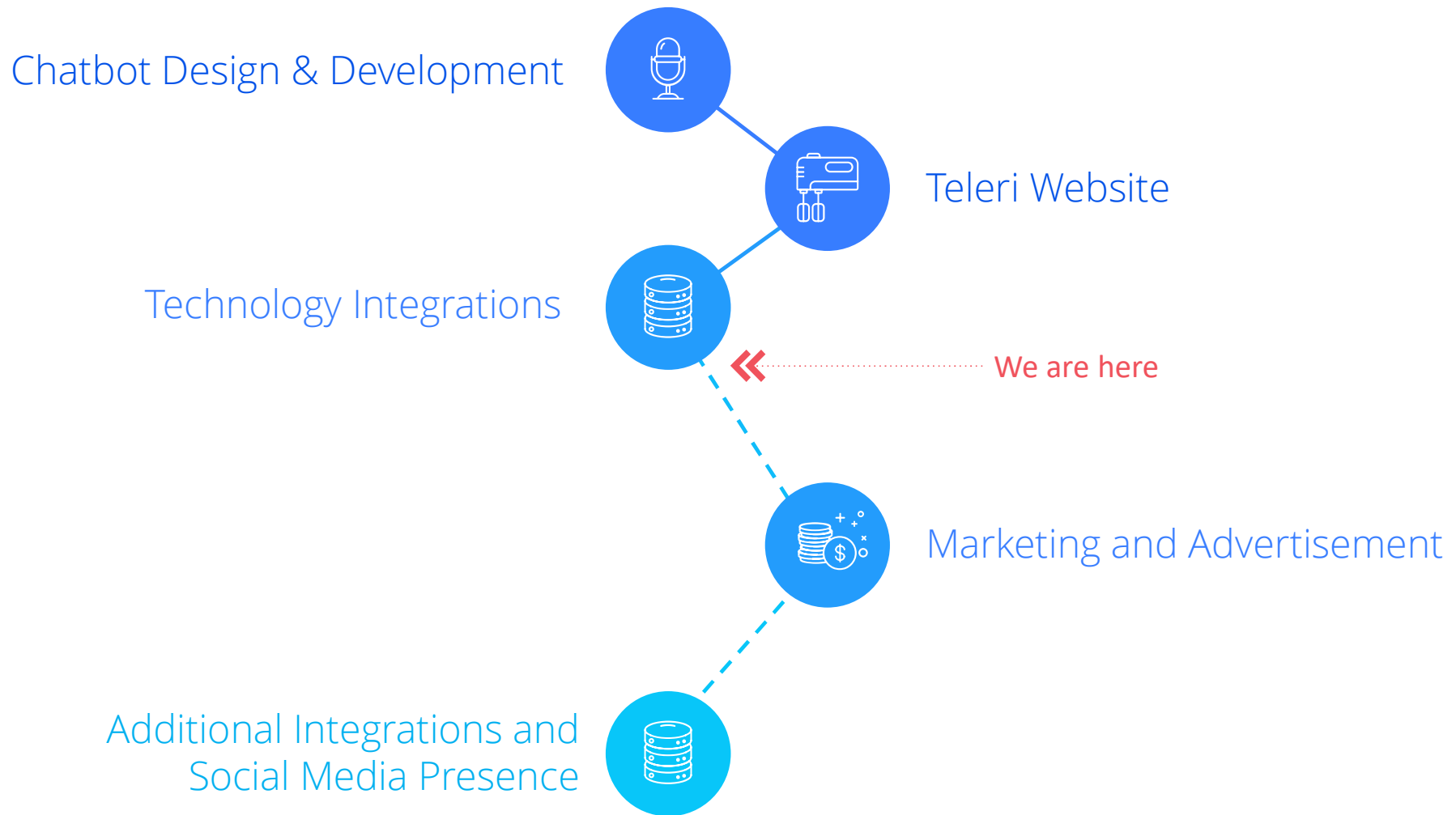


# Business Case

## Finance: Profit and Loss (P&L) Statement [in USD]

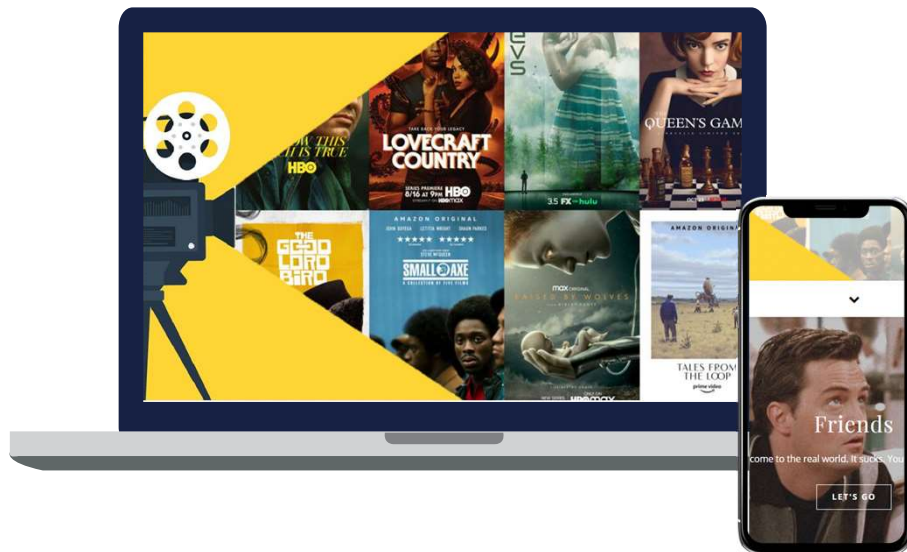
	Current Year (CY)	CY+1	CY+2	CY+3	CY+4
Revenues					
• B2C: Ads & referrals	2,500	7,000	13,500	22,000	32,500
• B2C: Teleri Branded Goods	-	24,000	72,000	144,000	240,000
• B2B: Shows Marketing	-	-	30,000	40,000	50,000
Total Net Revenue	2,500	31,000	115,500	206,000	322,500
Expenses					
• Platform Setup & Maintenance	20,000	30,000	40,000	50,000	60,000
• Ads & Marketing	10,000	20,000	30,000	40,000	50,000
• Branded Goods Design	-	10,000	15,000	20,000	25,000
Total Expenses	30,000	60,000	85,000	110,000	135,000
Net Income	(27,500)	(29,000)	30,500	96,000	187,500

# Where We Are Today





# Teleri Demo



# Thank You

Ahmad AlMutawa | Ahmed AlShaikh | Abdelhadi Ahmedi | Fatemah AlDeeb | Hussain AlKhalaf | Jawad AlSayegh  
Majid AlGhimlas | Matter AlOtaibi

visit us at [www.teleri.site](http://www.teleri.site)