

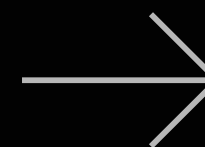
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November 2023



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**Modernizing businesses using AI**



# Agenda

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01 Problem

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02 Solution

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03 Team

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04 Services

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# Inefficient processes **cost companies 20 - 30% of their annual revenue. Why?**

01

## "*Immersion*" in routine work and bureaucracies

- Most employees spend time on **routine work and repetitive tasks**
- **Bureaucracy-induced** resistance to innovation

02

## Lack of technological knowledge

- Difficulty in catching up with the **pace of technological advancements**
- **Aversion to new technologies** that make current processes quicker and more efficient

03

## "Silent costs"

- **Inefficient processes that still achieve the defined objective** are rarely reviewed
- Leading to **chronic inefficiencies which require external action**

# We saw it first-hand by working at Technology and Strategic Consulting market leaders



At **Sword Health**, a leading portuguese technological unicorn, we implemented multiple new processes to accelerate the speed and output of the different teams while reporting directly to the CEO



At **McKinsey & Company**, we've assisted numerous clients across various sectors and industries in automating their workflows, generating deep insights into the primary challenges and opportunities present in the large corporate market

# And it became clear that **Artificial intelligence is the solution**

## 70%

**Working time** that can be automated

*McKinsey & Company*

## 30%

Potential **operational cost reduction**

*McKinsey & Company*

## 4 in 5

Companies consider **AI their main business priority**

*Boston Consulting Group*

- We totally get your problems and have experience solving them
- We are up-to-date and proficient with the best AI solutions the market has to offer
- We have the perfect team to implement them

"The new spring in AI is the most significant development in computing in my lifetime. Every month, there are stunning new applications."

— Eric Schmidt, former Google CEO

**Our mission is clear:**

**Bridge the gap between AI  
and the corporate world**



# Our team



**JOÃO CEREJEIRA**

Partner

McKinsey & Company alumni



**RODRIGO FERNANDES**

Partner

ex-CEO Team @ Sword Health



# We are the only portuguese company entirely focused in AI and automation

01

## Background intersection

Our backgrounds include **Technology, Consulting and Software Development**, and every founding member has experience in automation

02

## Well-defined values

We are driven by our values:  
**Speed, Ownership, Simplicity and Excellence**

03

## Total focus on AI & automation

We are totally informed on AI & Automation best practices and implement them in our clients in a **personalized way, complementary their current processes**

We are  
currently in  
Portugal,  
Canada and  
in the USA



# We have a selection of personalized services covering **all your needs**



## Knowledge Management

- Internal knowledge management
- Data management & analysis



## Operations

- Meetings automation
- Internal workflows automation
- Creation of GPT assistants
- Legal assistant



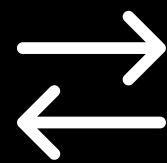
## Sales

- Lead generation & sales outreach
- Sales Ops
- Revenue intelligence



## Customer support

- Personalized chatbots
- Customer feedback analysis



## Competitive Intelligence

- Automated competitor report



## Marketing

*Coming soon*

COMPETITIVE INTELLIGENCE

# Competitors Benchmarking

**24/7 monitoring of competitors' information,**  
including price, media presence, communications,  
products sold and open roles

**100%**

Uptime in monitoring  
competitors

**90%**

Reduction in the time needed  
to search and retrieve the  
relevant information



## OPERATIONS

# Legal assistant

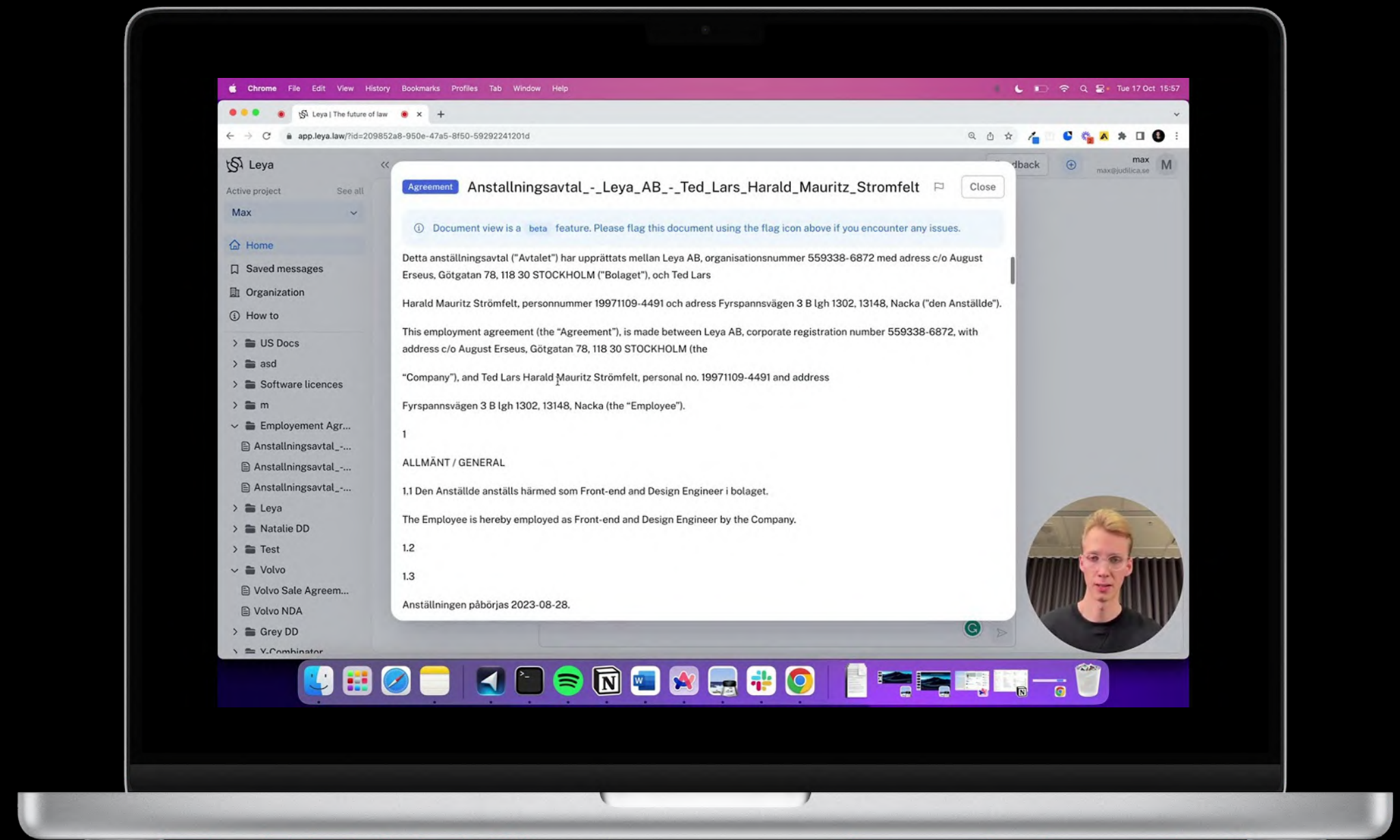
Simplified legal inquiries and workflows by leveraging legal sources to search information and creating proprietary documents from scratch

# 89%

Chance of the paralegal job being automatized

# 90th

GPT 4 already scores on the 90th percentile on the bar exam





## OPERATIONS

# Meetings automation

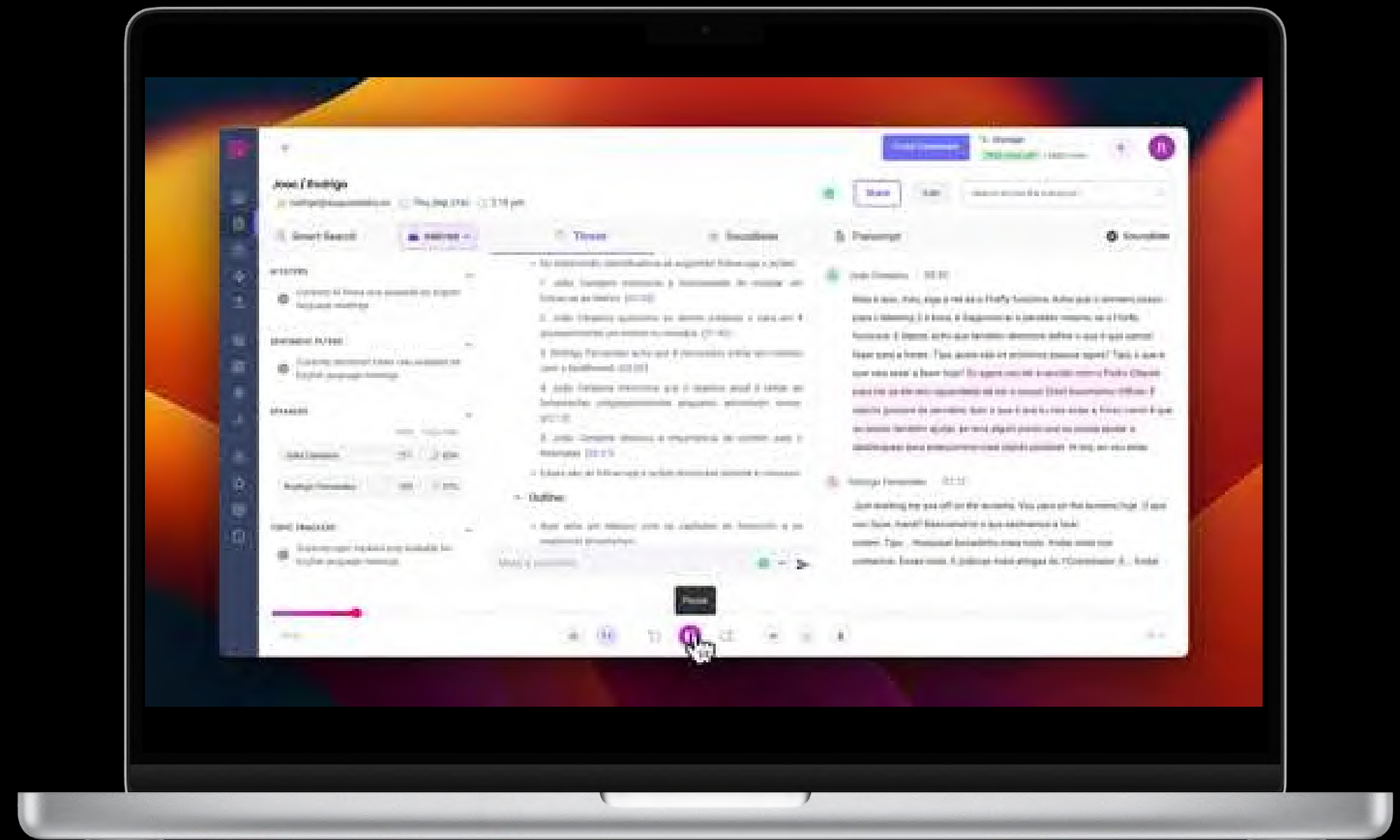
Enables the **transcription, storage and summarization** of all company meetings.

# 83%

Workers spend at least 1/3 of their working time in meetings

# 5m

Time needed to review and 1 hour meeting using AI



## OPERATIONS

# Internal workflows automation

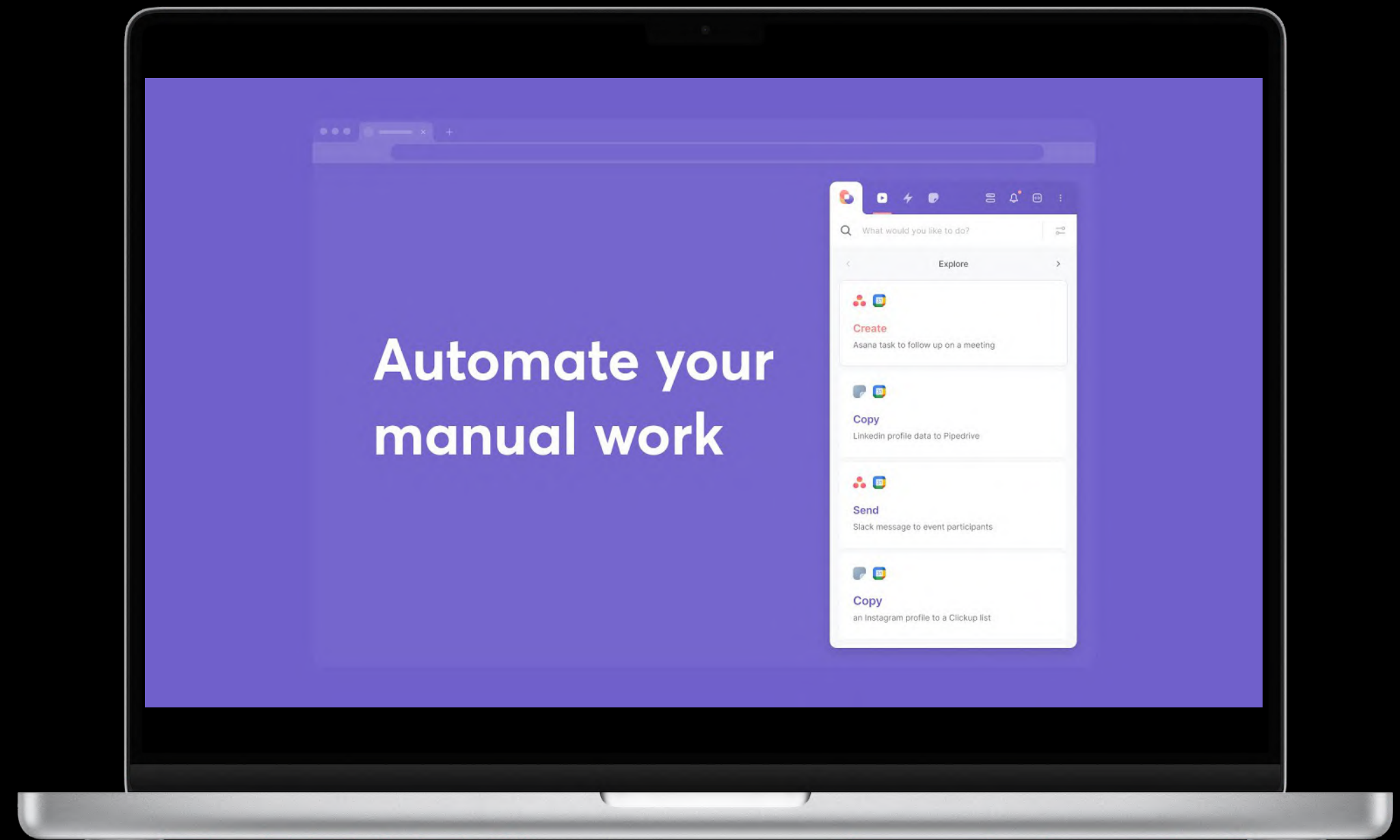
Support and efficiency improvements  
in the **utilization of companies'**  
**current work tools**

**70%**

Percentage of tasks  
that can be  
automatized

**10h**

Number of weekly hours  
saved due to workflow  
automation



## OPERATIONS

# Creation of GPT assistants

Enables **ChatGPT utilization to its full potential** and the creation of **high performance models, specifically built for personalized functions**, e.g:

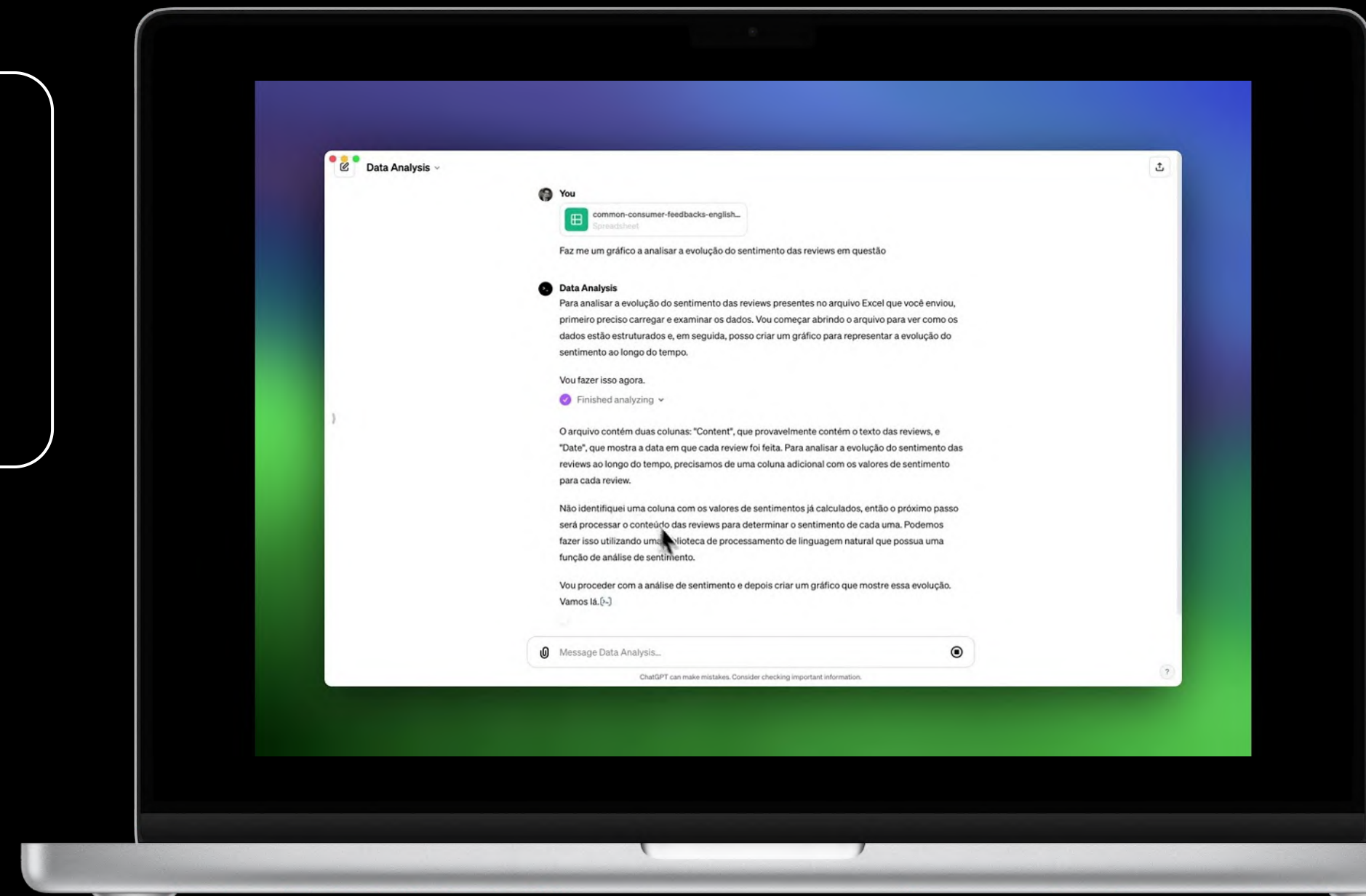
- **Data assistant:** reads uploaded files/documents – creates tailored graphics and conclusions based on their data
- **Onboarding assistants:** Answers all your new employees' most common questions, specifically adapted for their role, tasks and tools

# 50%

Reduction on the time  
needed to perform the  
impacted tasks

# 25%

Improvement on the  
output quality





## KNOWLEDGE MANAGEMENT

# Internal knowledge management

An AI-powered search engine to  
**search and retrieve information**  
**across all company's apps and**  
**documents**

**2/3h**

Weekly time saved by  
the average user

**3-17x**

Range of the clients' ROI  
when using this solution



## KNOWLEDGE MANAGEMENT

# Data management & analysis

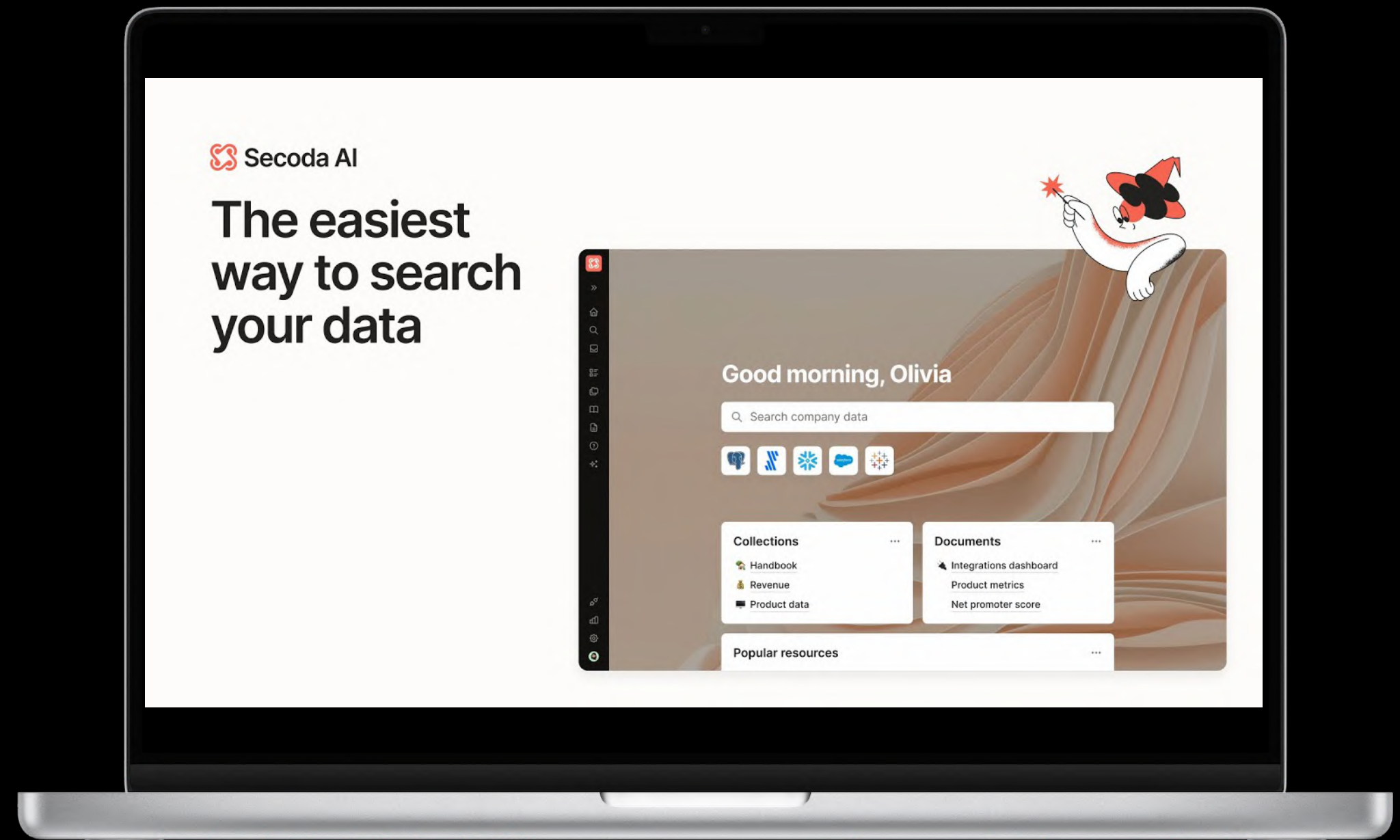
Searching, cataloguing and **monitoring** all company's KPIs, increasing the efficiency of quantitative analysis

## 90%

Time saved in documentation in real use cases

## 10h

Weekly time saved by each analyst in real use cases



SALES

# Lead generation and outreach

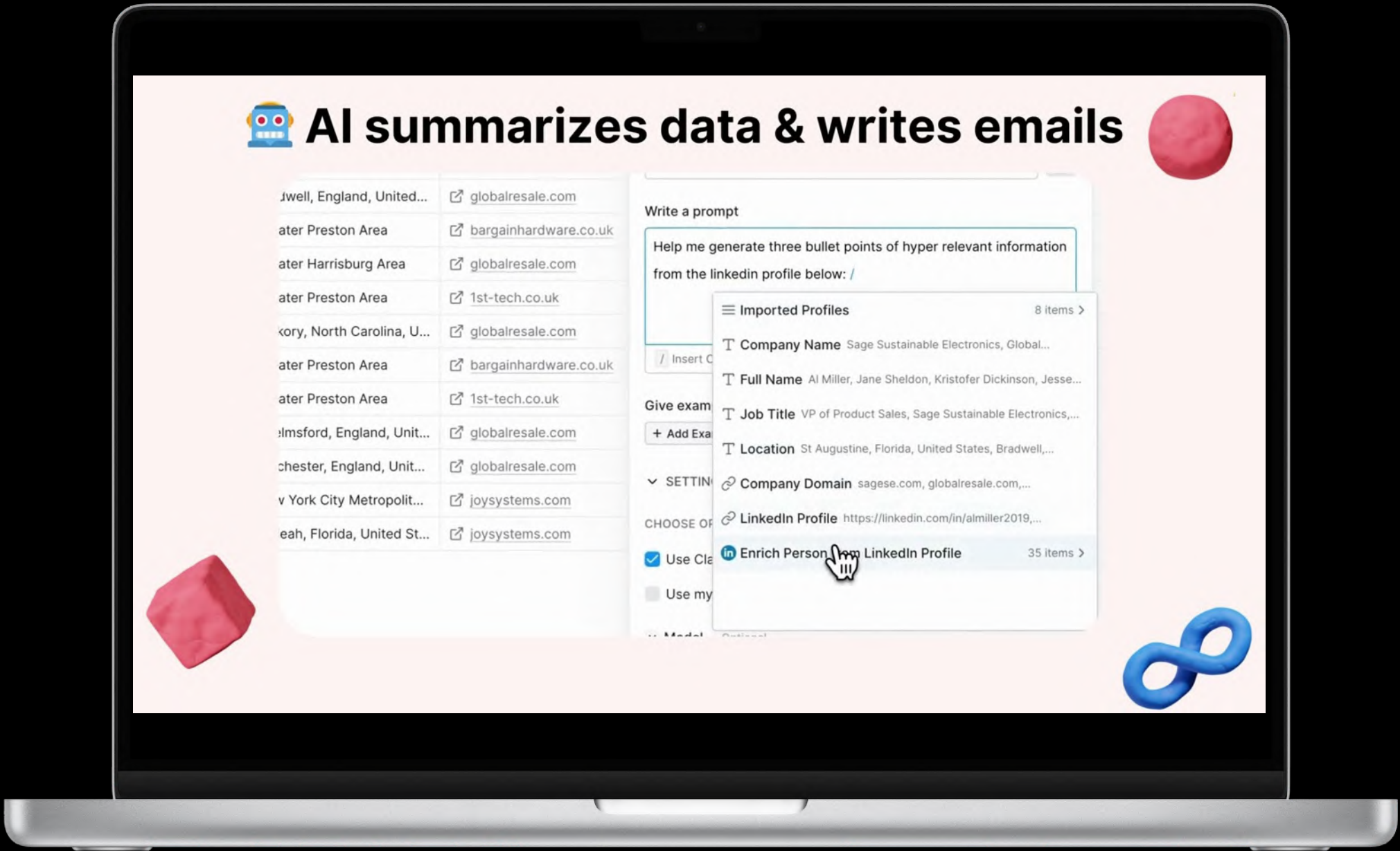
Eases the attainment of new high-quality Sales leads and generates a personalized sales outreach using AI

5h

Average weekly time saved per worker

35%

Average revenue increase for companies that adopt these tools





## SALES

# Sales Ops

Enables the **automation via text of the administrative tasks of a Sales Rep**, through a virtual assistant

## 66%

Average time spent in Sales Ops by the average commercial

## 10 - 20%

ROI improvement attributable to the use of sales automation tools



## SALES

# Revenue intelligence

**Sales process analysis support** in order to diagnose **problems/tendencies** and generate **insights** that can improve the commercial performance

## 50%

Increase of the deal conversion rate in real use cases

## 38%

Reduction of the average time to close a deal in real use cases



## CUSTOMER SUPPORT

# Customer feedback analysis

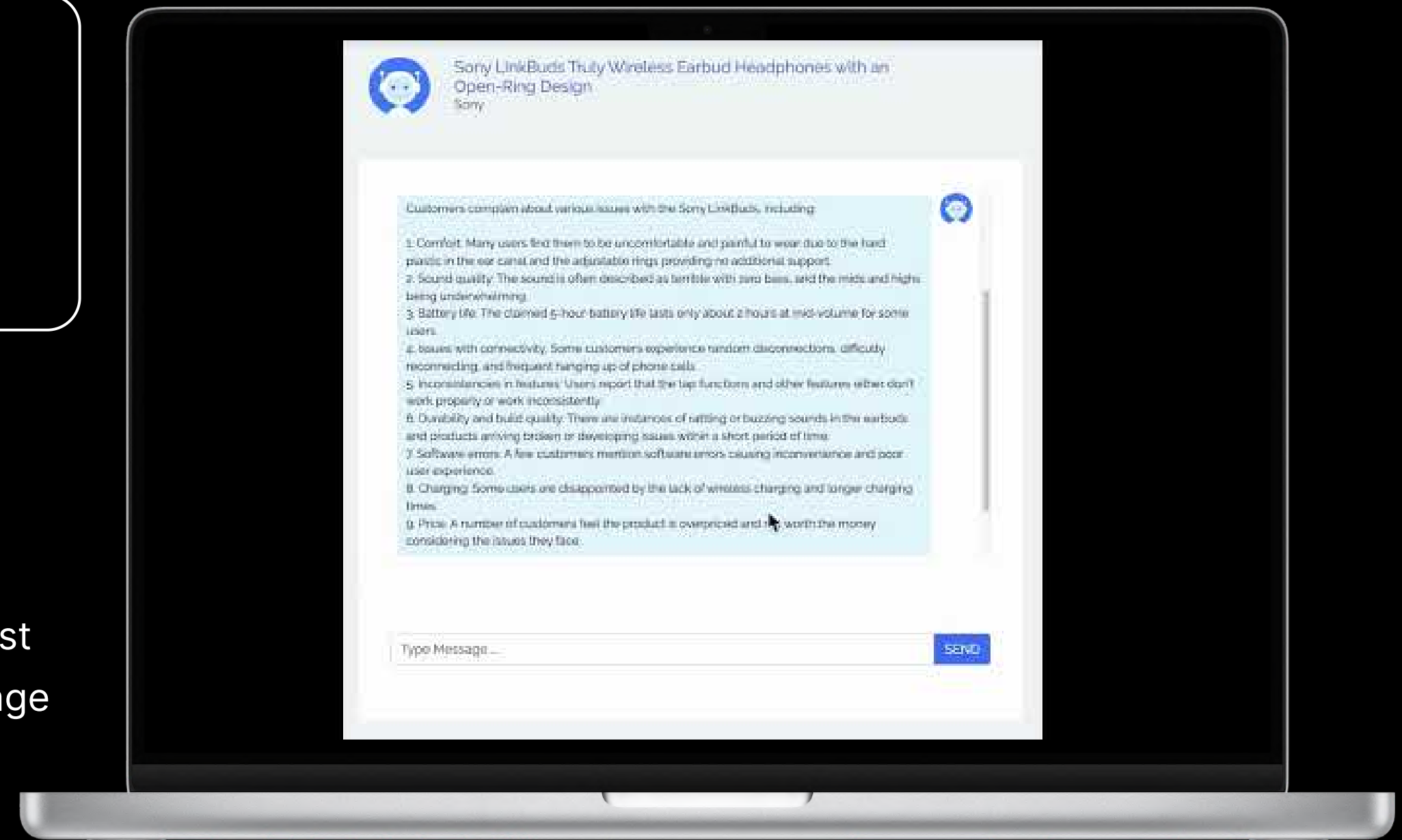
**Analysis and classification of all the complaints/reviews left by clients** in your company and in your competitors to identify business opportunities

## 95%

Customers who evaluate company reviews prior to deciding on a purchase

## 80%

Consumers that only trust in businesses with average rating bigger than 4.0



## CUSTOMER SUPPORT

# Personalized chatbots

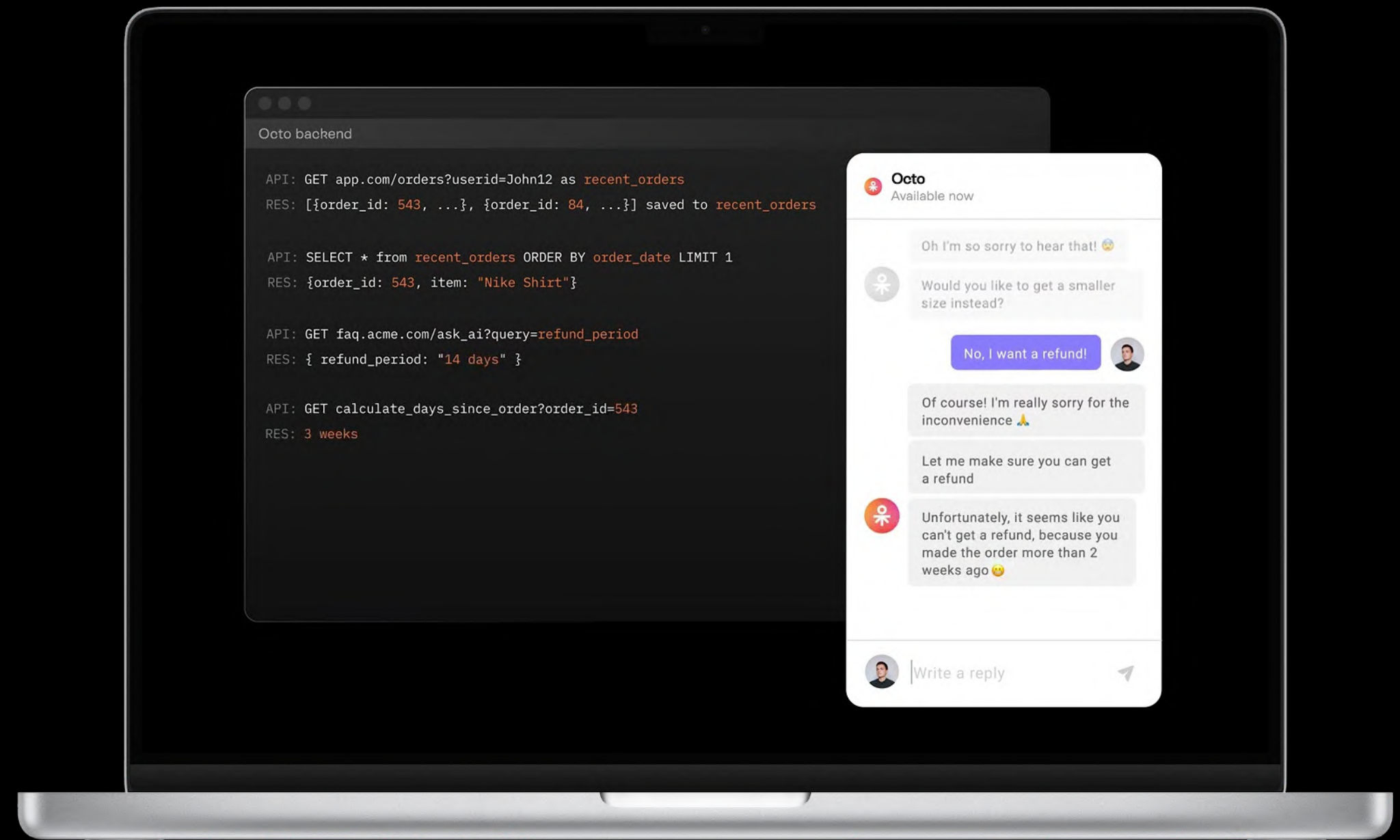
Human-grade AI chatbots, able to **autonomously solve 72% of customer requests**

# 72%

of issues can be fully solved by an AI chatbot

# 3x

Increase in response times when compared to human assistance



# Our value proposal follows a **3 step process**...

We develop personalized solutions that integrate perfectly your current workflows...



## Diagnostic

We identify your difficulties and your **main automation opportunities**

## Proposal

We develop and present **personalized solutions that match your current needs**

## Implementation

We improve your workflows focusing on **efficiency, simplicity and complementarity**



# ... and isn't over after the end of the project, **we build long term relationships**

We are your **long term partners** and we assure that we will always keep you ahead of the market

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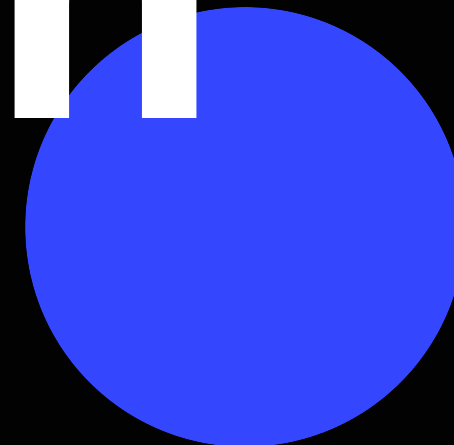
We will be quick to react to any innovation

**Even after our collaboration, we will continue being focused on your success.** We are up-to-date on AI latest news and tools and we will let you know as soon as the perfect opportunity for you is developed





# Get in touch



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