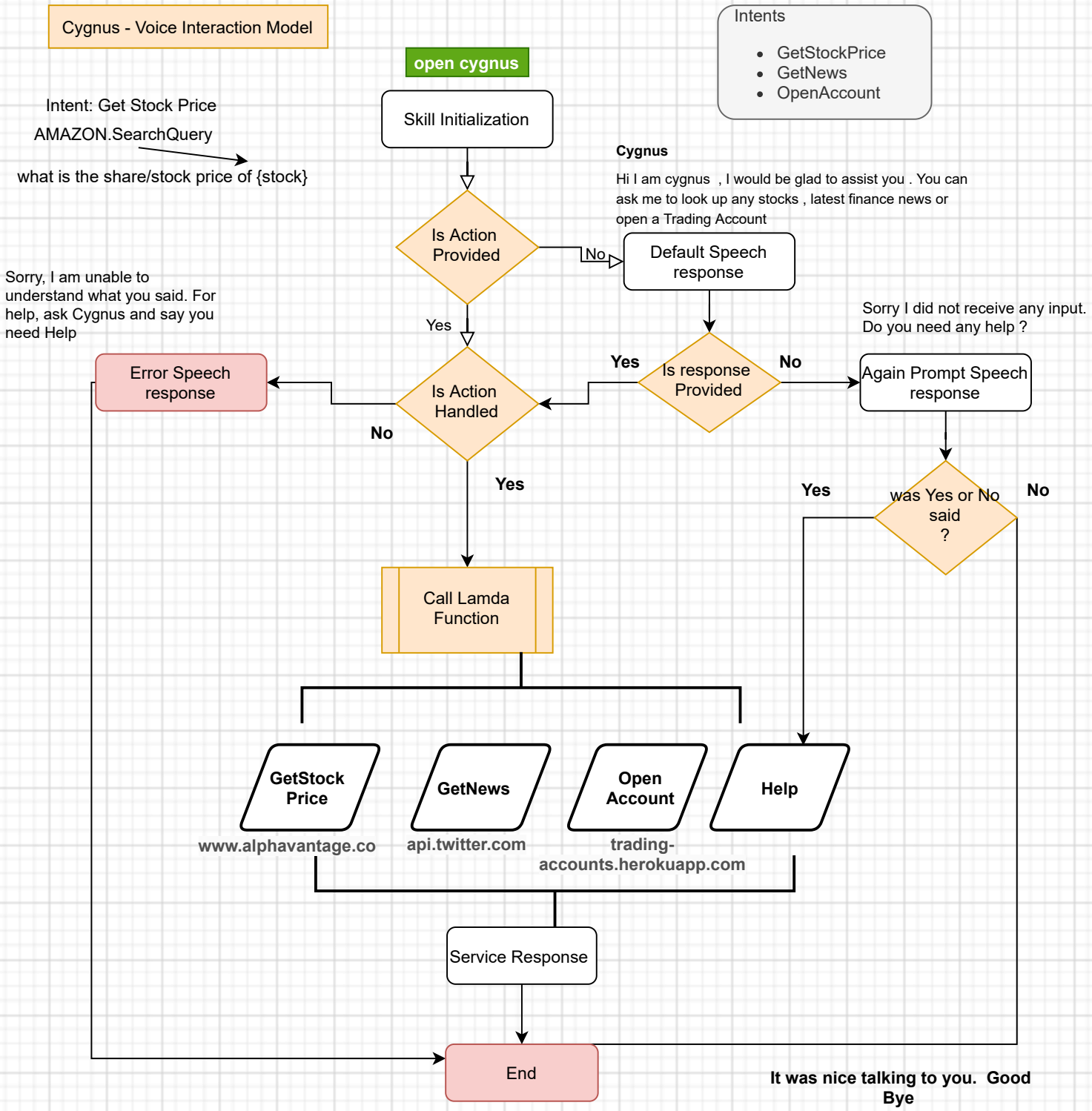


Alexa Invocation Process

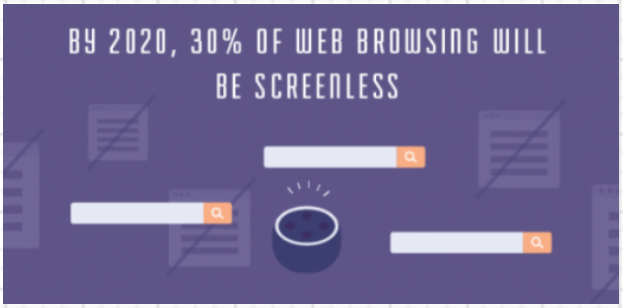
Alexa,	ask	Cygnus	Share price of	{ INFY }
Wake Word	Launch word ask,open,start	custom skill	Utterance to match the Intent	Slot Value Custom and built in

Why Voice Search ?

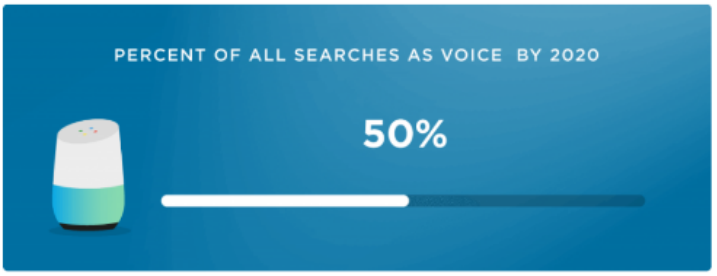
Future of search is voice and personal digital assistants

Faster searchers === faster answers

voices search is more convenient ,
this trend impoves SEO



*Gartner Better NLP are providing hands-free or eyes-free search



Voice Search Device Stats

Amazon controls 70% of the voice-enabled speaker device market

Amazon's Echo family

Alexa Skill in Executing Trades

Alexa, ask cygnus to buy me some Amazon stock .

Alexa, ask cygnus to get the latest market updates.

Alexa, how do I open my Trading Account

Alexa, what is my Profit & Loss ?

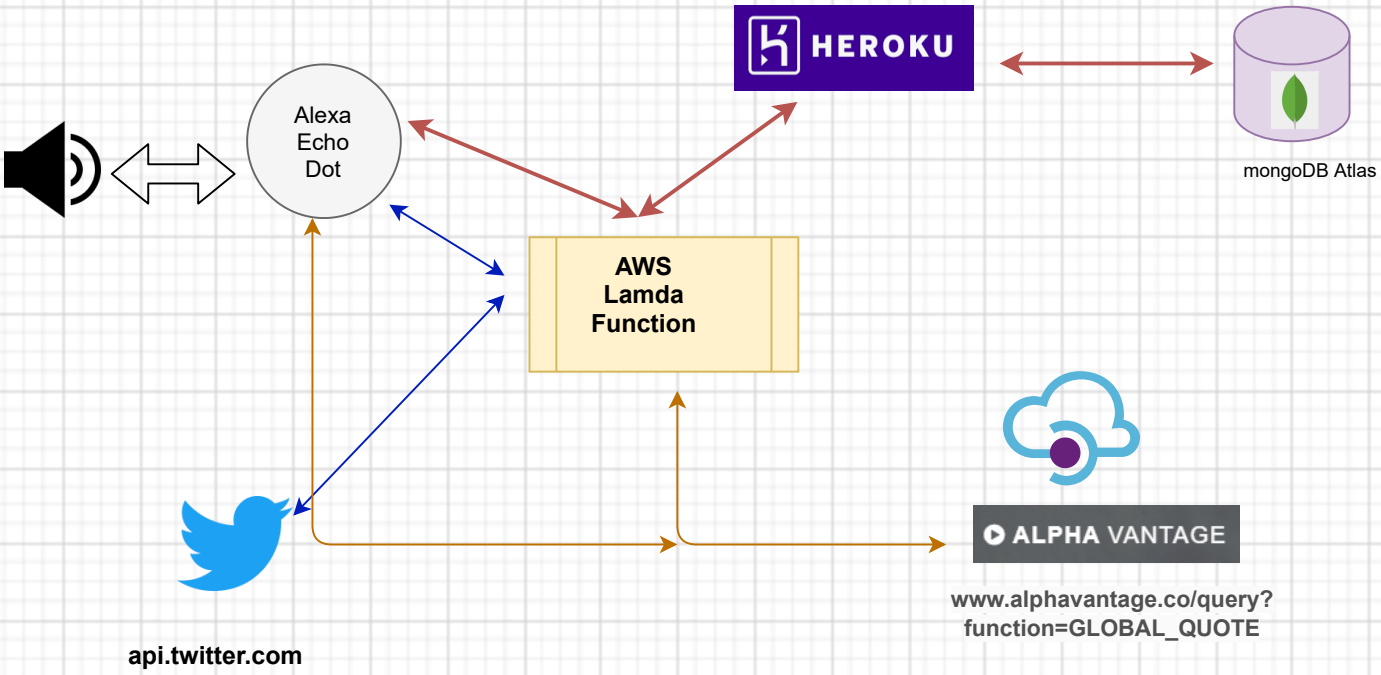
Alexa, what is my position in Tesla ?

*Cygnus is the Invocation name of the Alexa custom skill

Executing trades could be done by account linking to users account in Go/Pro platforms with the custom skill

How To get Started

- Node JS : creating Api's and backend sevice in AWS Lamda
- Account with Amazon Developer portal to create Alexa Interaction Model
- Account with AWS to create a Lamda function
- Logs and monitoring though Amazon Cloud Watch
- Creating an Express API to connect backend Lamda function to mongoDB cloud Atlas Databse
- Node - Express API would be deployed on Heroku and create a pipeline from GitHub Repo for Auto Deploys



Alexa Intents

OpenAccount

Alexa , Create my Trading Account

GetNews

Alexa , how is the market today ?

GetStockPrice

Alexa , what is the share price of INFY ?

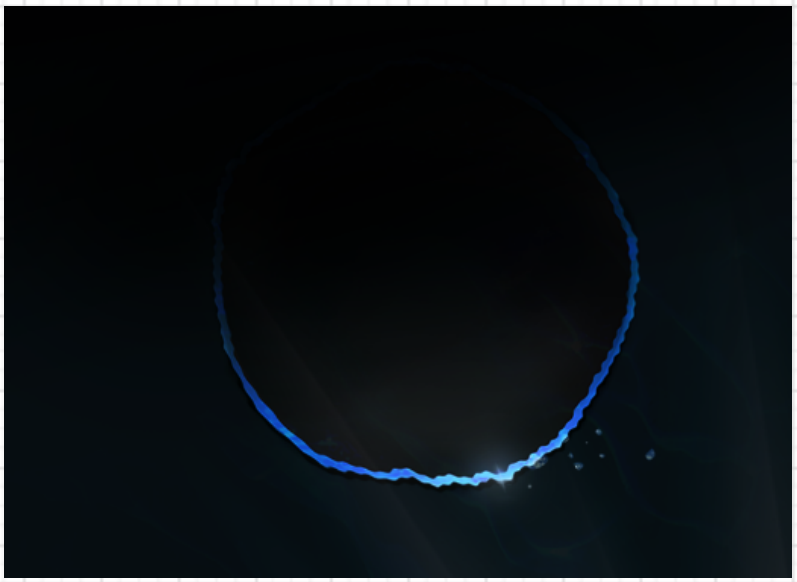
Ideas

Connect with your portfolio with any Alexa enabled device while watching TV , driving or cooking

Non active trading account holders can also get latest market updates and this data could be used for marketing purpose and lead generation of potential clients

Alexa Skills can be monetized by in-app purchases (In Skill Purchasing) for premium features .

Alexa Skill can improve the convenience of the product and indirectly improving sales as it makes consumers to interact with a brand without interrupting daily routine.



Cygnus in action