

# toot.ai two-pager

## WHY?

Many people aren't willing to adopt and leverage specific technologies unless they can exercise more control over the outcomes. Added to the lack of timely and globally consistent regulation, this trust gap is a challenge for businesses. First and foremost, it is stopping us from reaching our potential as humanity, though. The tools are there, but we do not have the confidence to use them, and rightfully so. In the simplest sense - we lack an understanding of how things work.

## THE SOLUTION

An explainable AI assistant, which learns from its individual patron/teacher and creates a subjective knowledge base over time, task by task, no matter the domain. The assistant will explore this knowledge base to handle those tasks subjectively, after getting a confirmation from its patron/teacher. Essentially, it is a DIY AI kit or a human-readable framework for a happier living, if you will.

## WHO?

There are different phases with different focus points. We start small and specific with the potential to expand and have a positive effect on the whole of humanity.

Firstly, we focus on existing technology companies that are struggling with automating small but specific tasks. For example, you can think of Managed Service Providers with highly automated workflows and extensive infrastructure. Right now, there is no way to automatically handle a server disk space issue as there is context to be considered before taking action, every single time. Human reasoning is still needed. Which has created the notion of "legacy equals money for service providers." MSPs in Western Europe will generate almost \$70bn in revenue in 2023, which is around 11% of the total ICT market in Western Europe.

Secondly, we focus on people who wish to have a(n effective) personal assistant. After gathering knowledge about specific domains, we can connect the dots. This overarching makes reasoning on the knowledge more comprehensive overall. As we are not bound to a single task anymore, we are also able to look additionally for personal approaches to any challenge. For example, think of navigation apps that would be able to remember your specific route to a recurring destination, rather than follow a general and rigid model. Or compare restaurants. Or drive your self-driving car for you. There are 4.6bn active internet users as of July 2020.

## GO-TO-MARKET

We will collaborate with an international MSP to work on finalising the prototype and features relevant for additional business patrons. The use of learned knowledge is free of charge to them (alone), revenue comes from supporting the implementation. Hourly rate will be at least €200 per support staff. We already have a collaborator willing to work with us in principle.

Next, we can generalise on the learned knowledge by creating domain/task-specific models. These models will be a part of a free trial to invite new businesses to try our system. During establishing trust through conferences (e.g DevOpsDays and RE•WORK), we will add a revenue stream. Namely, we will let our new business patrons (MSPs) subscribe for the ability to teach their examples to improve on the public/trial models, with our support. The subscription will become our primary source for revenue, price will be decided case by case as each business patron brings a different value back to toot.ai in the form of knowledge learned.

Then, we expand the knowledge space from MSPs to all businesses that are wishing and willing to automate any task they have. Be it in agriculture, media, space exploration - we will help build an explainable AI system for their needs by providing the framework (an API to use for any task, no matter the domain). By this point, all knowledge learning and describing automatic, so we step back into the role of moderators and regulators of best practices. In other words, we make sure the trial models are spick and span. Support as a service is still relevant, while the focus will move gradually towards informing people rather than implementing systems.

Finally, with accurate (enough) models and a robust framework for creating and using those models, we open the system to the world and individuals as a personal assistant. Individual patrons are to join a free trial with the global models available. Subscribing allows the user to teach their assistant individually with their real-life examples. Revenue will come mainly from subscriptions at this point as support to business patrons is provided by toot.ai itself, so we stop charging for it. toot.ai will eventually be self-sufficient as supporting the implementation and informing people are tasks like any other.

## **CURRENT STATUS**

We are very much in the beginning. After an extensive research period, we are now developing a disk-space-handling prototype to prove the feasibility of such systems to engineers, namely to the DevOps engineers from the collaborating MSP.

## **THE TEAM**

The core team consists of four co-students, with expertise in AI, Human-Computer Interaction and Business Engineering.

I am an analytical dreamer - this is the core of my strength. To be more specific, the skills consist of - technical knowledge from the field of AI (knowledge representation and reasoning (KRR), intelligent agents, multi-agent systems, machine learning) but also broader programming skills (Python, C#, Java). Additionally, I have worked as a DevOps engineer as well as an enterprise cloud architect for the past ten years - I know the starting domain well. Also, I have experience in media management and content creation, also visual design and marketing, even sales to the highest standards of the consumer market. I have people and leadership skills from multiple non-profit organisations I have lead over the years, with great success. Last but not least, I have failed with/built/learned from three businesses before this one, none with remarkable success yet.

Jim -  
Daniele -  
Filippo -

## **MILESTONES**

We set these goals from a current perspective where there is no investment yet. The deadlines might fluctuate due to personal financial circumstances as 2020 has already proven a tough year.

2021 Q1 - Prototype for handling a disk space issue automatically.

2021 Q2 - Implementation for our first (collaborating) MSP; first task handled automatically.

2021 Q3 - Prototype for supporting a framework for handling tasks reliably. Revenue stream comes through support for the implementation; research into the social and philosophical aspects of the agent to overcome some soft obstacles.

2021 Q4 - Implementation for our first (collaborating) MSP; multiple tasks handled automatically and simultaneously.

2022 Q1 - First open trial for business patrons to collect feedback on functionality and usability based on modeled best practice knowledge.

2022 Q2 - Introducing first business patrons (MSP) to our subscription; teaching toot.ai to be self-sufficient.

2023 Q1 - Introducing our API for all businesses to leverage our platform; all global knowledge is free, personal subscriptions.

2024 Q1 - Introducing toot.ai for individual patrons.

## **THE PROPOSAL**

We are looking for 50,000€ for 5% stake in the company.

Mainly, we are spending it on cloud infrastructure costs as we are building our self-standing system from the get-go.

## **WHAT CAN YOU DO?**

We invite you to think about the one thing that gets you frustrated about technology today. After you have found it, think about why this frustrates you and share the story with us via [info@toot.ai](mailto:info@toot.ai). The world is what we make of it!