DIVI

Investor Presentation

Problem

83% of senior executives argue that most meetings are a waste of time

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What is the context?

Meetings have increased in length and frequency over the past few years especially with the WFH trend, but research shows that **most are inefficient uses of employees' time**

Why is this so?

1. Interrupt deep work
2. Badly run (off topic, no agenda etc.)
3. > 90% of participants daydream and multitask
4. Scheduling a meeting, especially across time zones, is time-consuming
5. Participants come unprepared and many do not speak up

Therefore, as professionals lose 31 hours/month due to such meetings, it can be said that a small 30-man company loses nearly $400k every year just because of this

Sources: Harvard Business Review, McKinsey & Co, Financial Times, Bloomberg

Product

DIVI is an office productivity tool that enables teams to cut down on meetings yet improve on productivity

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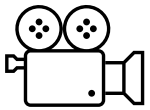
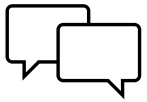
How does it work?

Meetings do not have to be held in real-time and can be asynchronous, which is only possible with the following features:

1. Ultra-simple screen and cam recording with intuitive video editing tools for **easy communication**



2. Speech-to-text technology, timestamps and video tags to extract the key points of each video, making for **easy understanding**



3. Sentiment analysis to help the meeting host evaluate participant responses in a fast yet accurate way, thus **driving better decision making**

How is our progress?

We are at the **ideation stage**

Who are our competitors?

Other office productivity and video conferencing companies such as **Slack**, **Loom** and **Meetgeek**

How big is our market?

The **Total Addressable Market is US$12.1 billion**, and we foresee ourselves reaching **US$420k revenue within our first year**

How does DIVI solve this problem?

DIVI is a web platform where meetings do not have to be conducted in real-time

Richard, a 40-year-old manager heading a 30-man team is unsure of **whether to upgrade their software from the Pro to Enterprise Plan**

Creates Conference Room

Monday:
He logs into the DIVI platform to create an asynchronous meeting.

He creates a meeting brief detailing the pros and cons of each decision and sends an invite to his entire 30-man team with a Tuesday deadline.

Uploads Video

Monday - Tuesday:
His entire team sees the invite and agenda. Whenever they are free, they can have the option to record their screen and webcam to explain their opinion within a set time.

Only after they upload their video will they be able to see other responses.

Views Responses

Tuesday:
John views his team's responses easily – he can read the transcript of their main points, or he can use the sentiment analysis feature to see responses grouped by stance.

He can even use the poll to see his team's sentiments at a glance.

Make a Decision

Wednesday:
After looking through all responses, John decides to upgrade to the Enterprise plan.

The decision is made after just 3 days with zero disruptions to anyone's schedule.

The DIVI product

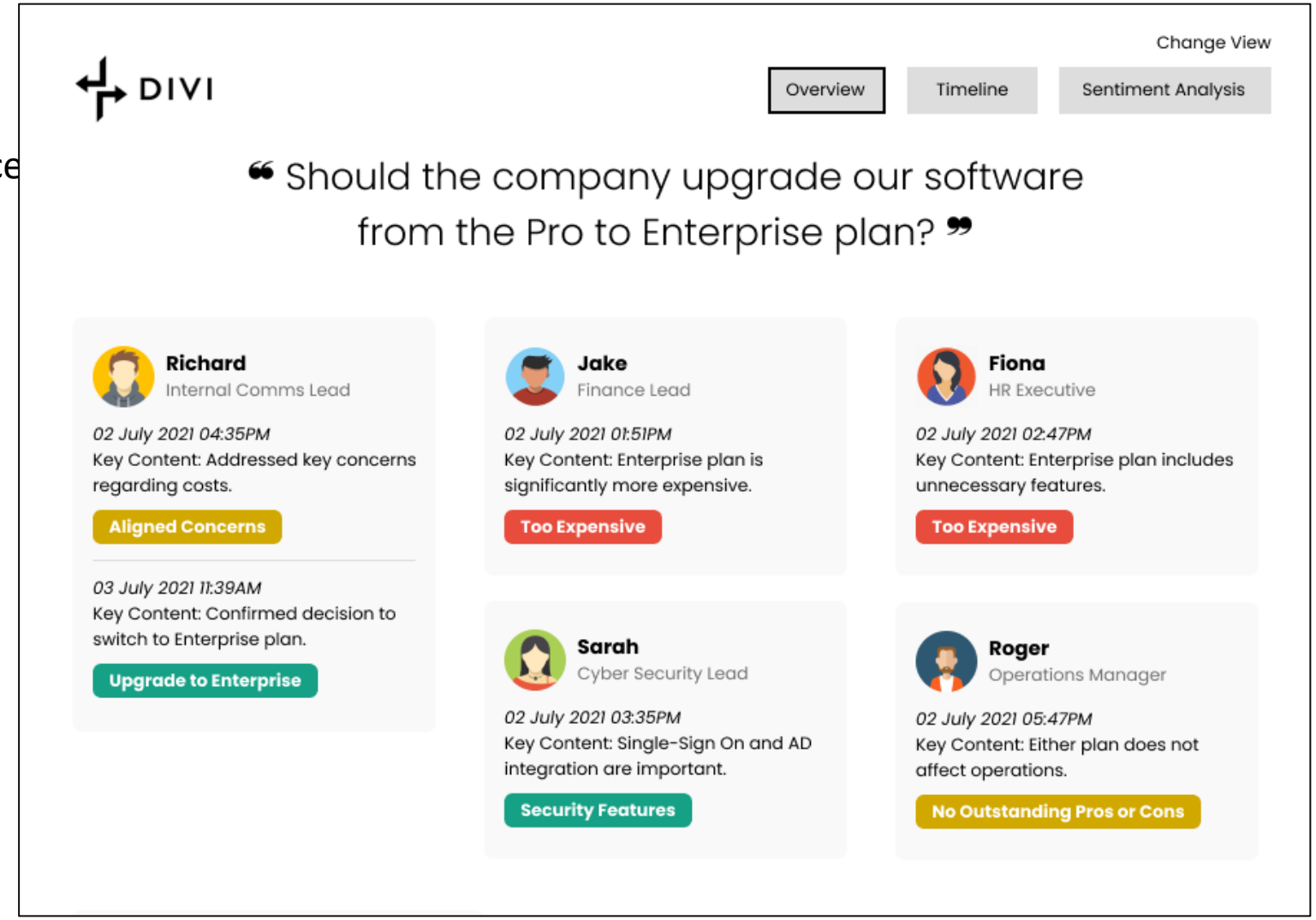
Richard can view his team's responses in 3 ways – Overview, Timeline and Sentiment Analysis

Modes of Viewing

1. **Overview** – View key opinions at a glance
2. **Timeline** – View in chronological order
3. **Sentiment Analysis** – View based on grouping of similar sentiments

Decision Making with Seamless Integration

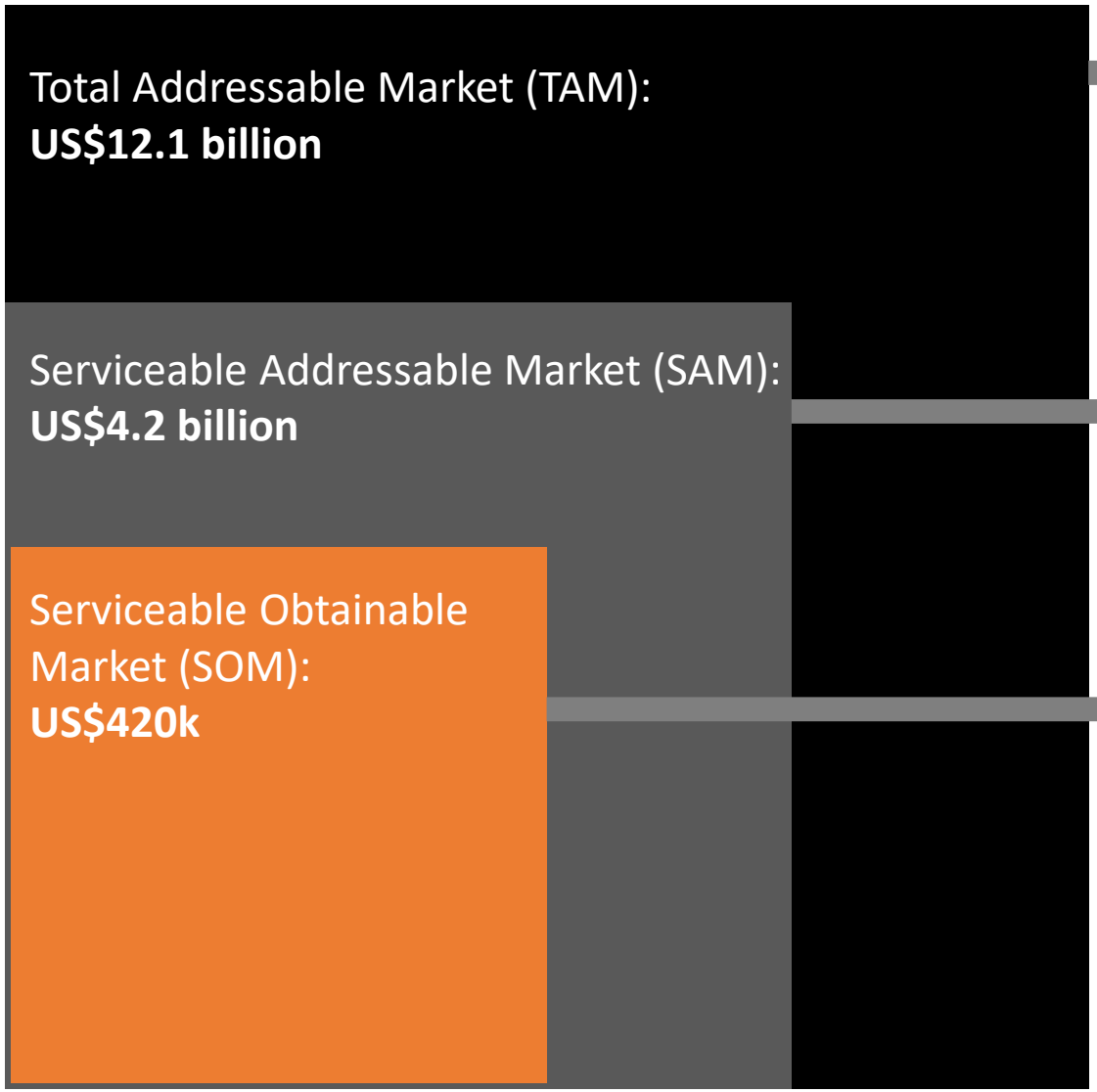
- AI-powered efficient decision making
- Seamless integration with other workflow management software



Refer to appendix for more user interface

Market Size

Our target market is sizable and offers huge growth potential to DIVI



Refers to the **total market demand for DIVI in our targeted markets (Singapore, US & 6 European countries)**, which was taken by multiplying the number of people working in SMBs (126.2 million) by the annual price of DIVI (US$96)

Refers to the **market demand for DIVI in professional SMBs with more than 20 employees**, which was taken by multiplying the number of people working in these SMBs (43.4 million) by the annual price of DIVI (US$96)

Refers to the **portion of the SAM that we can capture within our 1st year of operations**, and it assumes a 0.01% penetration rate of our SAM

Sources: The Straits Times, Invoice Interchange, Statista, Euromonitor, MarketLine, Eurofound, Deloitte, ADB, ISEAS, Department for Professional Employees

Market Validation

DIVI is backed by industry trends which all point towards increased demand in our sector

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Industry Trends

13.4%

The CAGR at which the global Productivity Management Software market is projected to grow – it is estimated to reach **US$103 billion by 2027**

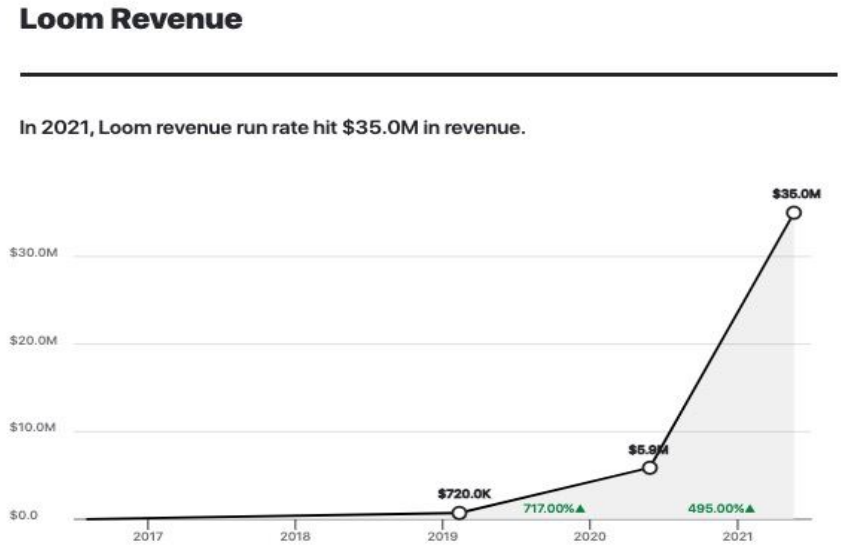
26.6%

The CAGR at which the global Virtual Meeting Software market is projected to grow – it is estimated to reach **US$49.7 billion by 2027**

18.3%

The CAGR at which the global Small and Mid-Sized Enterprises (SME) segment is projected to grow

Growth trajectory of Loom



DIVI's indirect competitor, Loom, grew annual recurring revenues to US$35.0 million within 5 years

It is the best time for DIVI to enter the booming market and establish a first-mover's advantage – any later and the market will become overly saturated

Sources: PR Newswire, Domestic Violence UK, App Annie

Business Model

DIVI is a B2B SaaS company and we offer a freemium model to our customers

DIVI

Starter Free	**Pro** US$8/month/user	**Enterprise** Contact Sales
• Videos can be stored for 1 week • Up to 3 conference rooms • Up to 1 min/video • Up to 5 participants/room	• Videos can be stored for 1 month • Unlimited conference rooms • Up to 5 mins/video • Unlimited participants/room	• Videos can be stored forever • Unlimited conference rooms • Unlimited recording length • Unlimited participants/room
• Screen recording & webcam • Speech to text transcription • Polling	• Everything in Starter • Sentiment analysis • Easy video editing • Meeting highlights • Timestamping + Video tags	• Everything in Pro • Custom integration with other software

Go-to-Market Strategy

DIVI will employ a focused go-to-market strategy to acquire customers as efficiently as possible

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Who is our target audience?

- We aim to target **Small and Mid-Sized Enterprises (SME)** with at least **20** employees
- We will focus on improving relationship with specific customer segment group – Sales, Education, Insurance, Fintech etc.

What are our KPIs?

- Conversion rate
- Churn rate
- Customer acquisition costs
- Monthly Recurring Revenue
- Month on Month growth rate

Partnerships

Promotions

- Competitions (e.g. virtual hackathons) allowing participants free use of our platform during competition
- Collaborations with student clubs to promote the use of DIVI through free trials

Technological Integrations

- Technical integrations (e.g. with Slack & Asana) via APIs on our platform
- Collaboration with marketplaces to allow top customers free usage of our product for decision making process

Source: Statista

Competitor Analysis

DIVI possesses a strong competitive moat against our competitors

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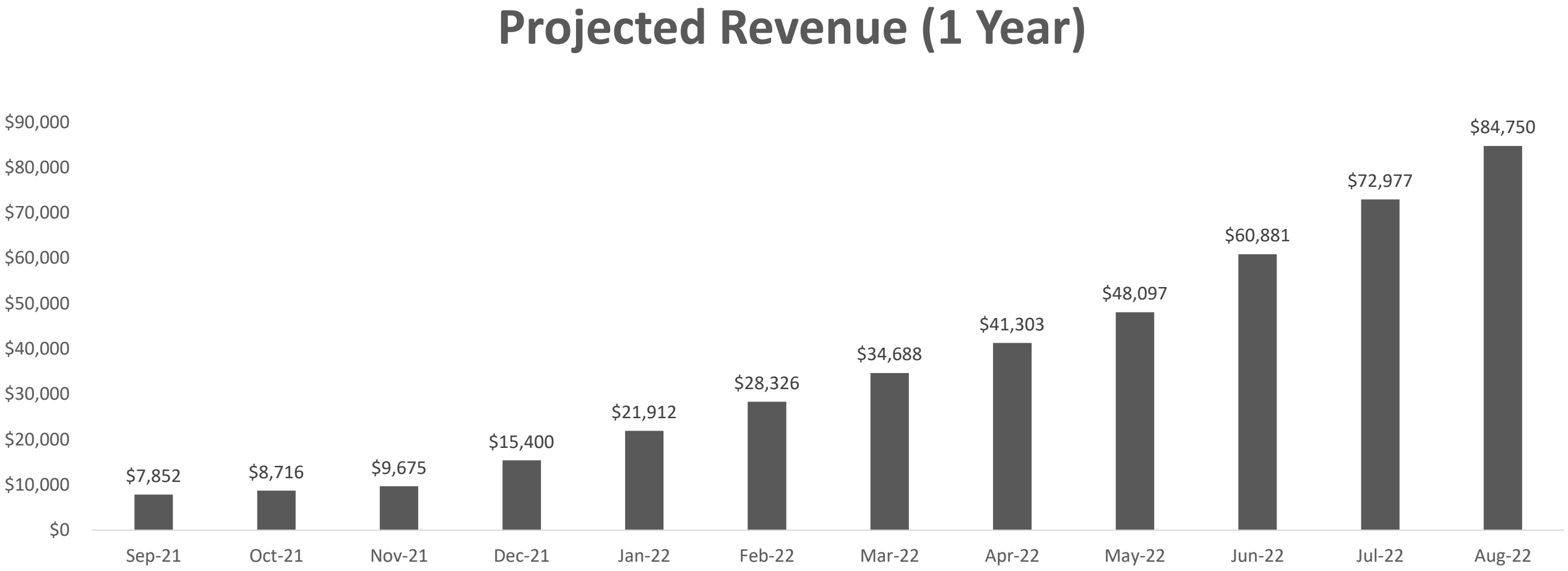
	Speech-to-Text transcription	Simple screen + cam recordings	Streamlined communication	Asynchronous features	Sentiment Analysis	Meeting Highlights
DIVI	✓	✓	✓	✓	✓	✓
Slack			✓	✓		
Loom	✓	✓				
Meetgeek	✓					

With DIVI's unique features, we are able to differentiate ourselves clearly from the competition and provide never-seen-before value to our customers

Sources: Slack, Loom, Meetgeek

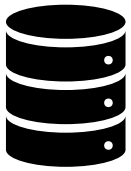
Appendix – Financial projections



Appendix – Tech Stack

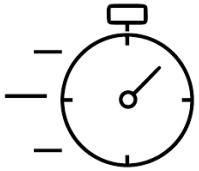
DIVI

Modern open-source tech stack used for dynamic web applications. All five components support JavaScript, which reduces the need for developers with a wide range of technical expertise.



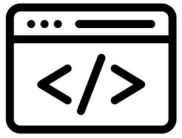
Database

mongoDB®



Runtime

node JS®

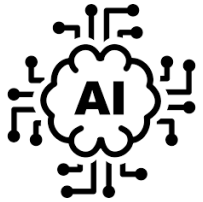


Front-End

React

Back-End

Express JS



AI

TensorFlow

Appendix – Tech Stack

Amazon Web Services

DIVI

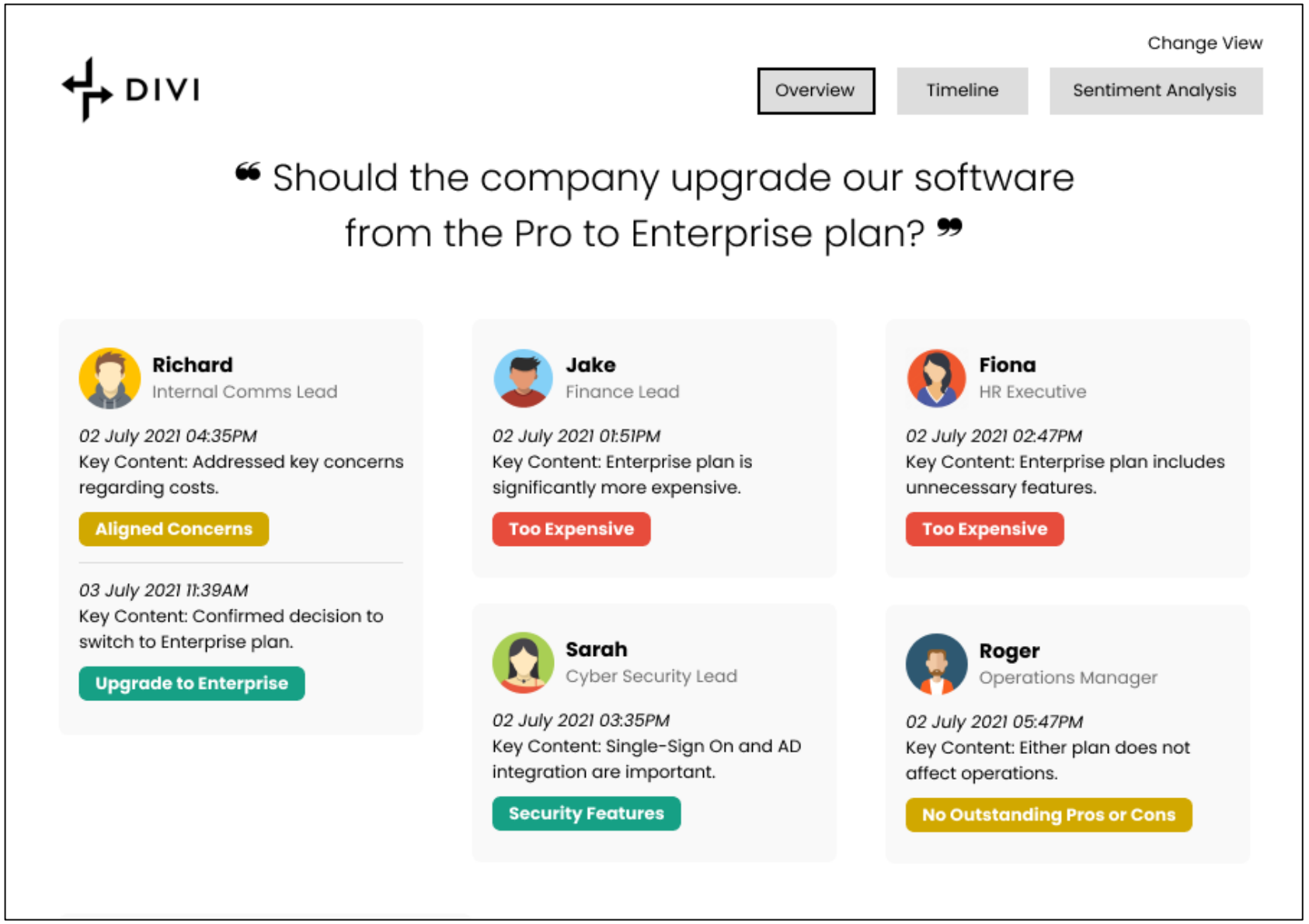
Hosted on Amazon Web Services

- Enterprise-level cloud architecture
- Certified by ISO27001, SOC, etc.
- Secured at-rest and in-transit with industry-grade protocols (e.g. TLS, AES-256, SHA-256)
- Supports high-availability infrastructure with Elastic Load Balancing
- Easily scalable both horizontally and vertically
- Supports performance optimisation with Cloudflare, CDN, Redis, Elasticache, and more
- Supports convenient backup and archiving
- Supports cost planning (e.g. AWS calculator, cost caps)
- Global cloud infrastructure for efficient global scaling

Appendix – DIVI User Interface

User Interface #1 - Overview

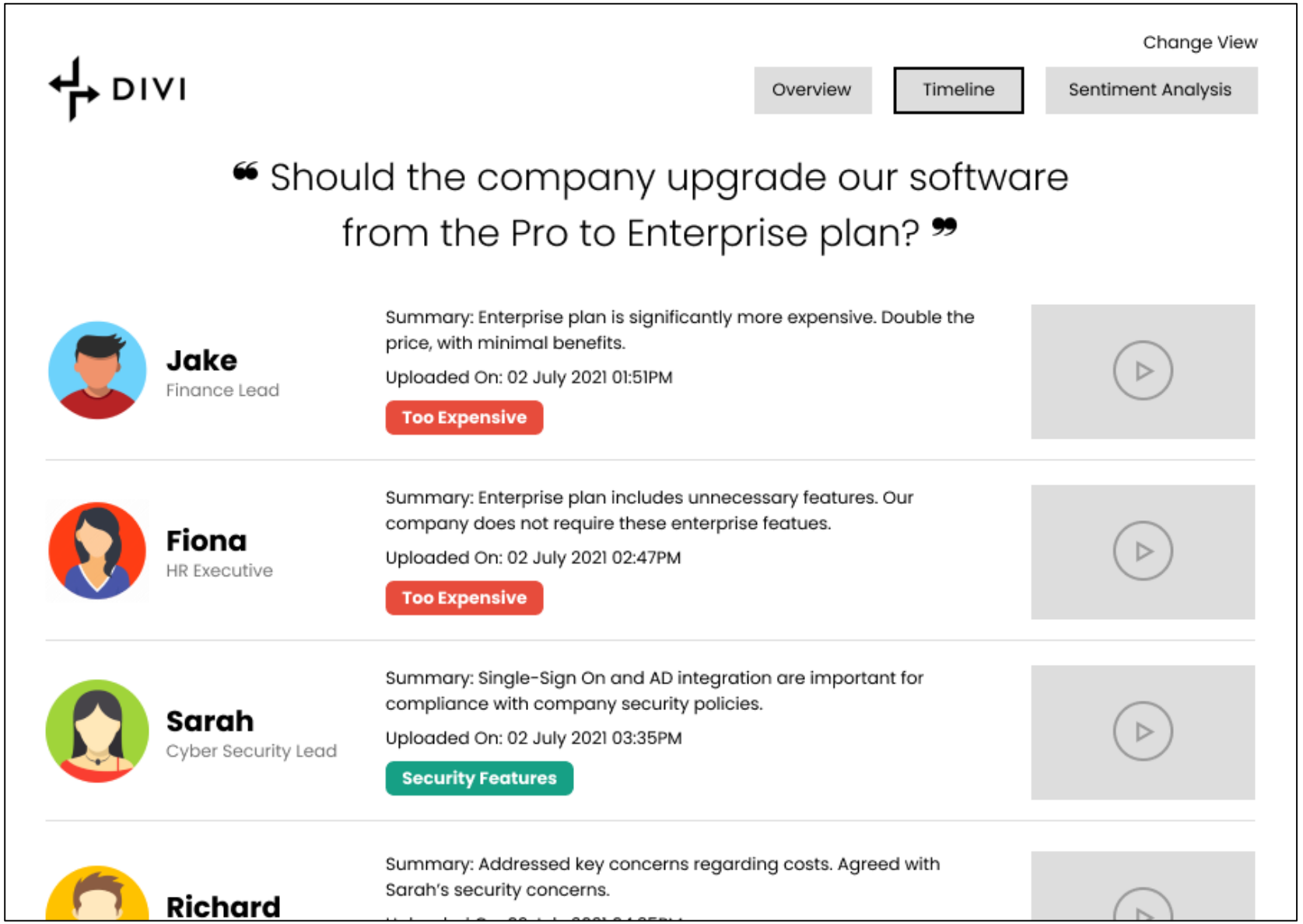
DIVI



Appendix – DIVI User Interface

User Interface #2 - Timeline

DIVI



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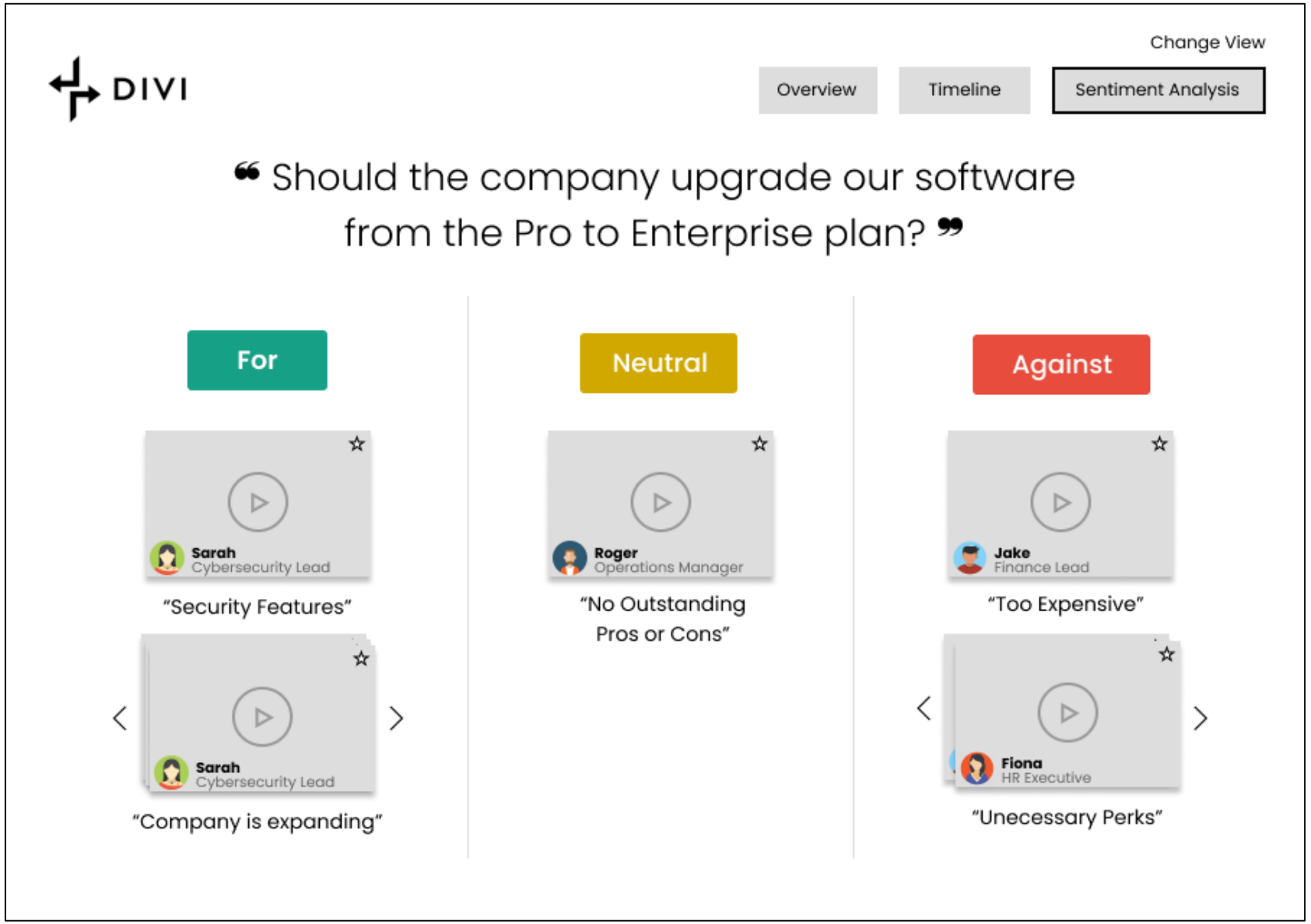
User Interface #3 – Sentiment Analysis