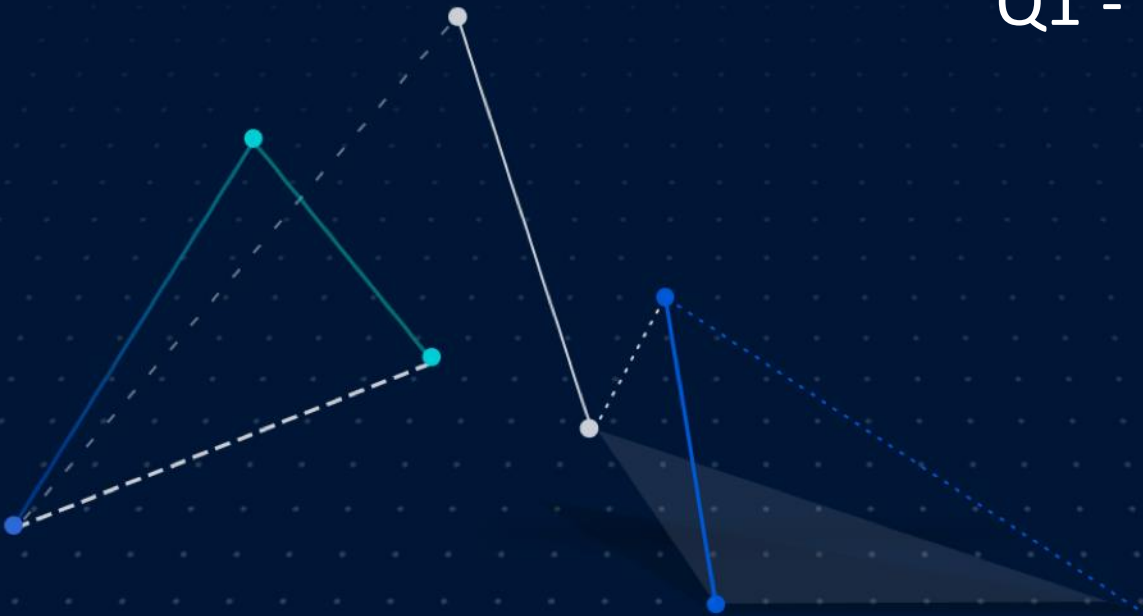


# ZLB: KiLM & Kiki Auto

Q1 - 2025



KiLM

# Overview

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## ① Q1: focus on preparation

- *Build concepts*
- *Integration strategy*
- *Survey & proposals*

## ② 03/25 - onward: build products

- *AI services for Zalo*
- *Kiki info: consumer LLM product*

Details in the next slides...

# AI services for My Cloud/zCloud

## ① Build concept: *independent mini-app*

- *Text search*
- *Image & file search*

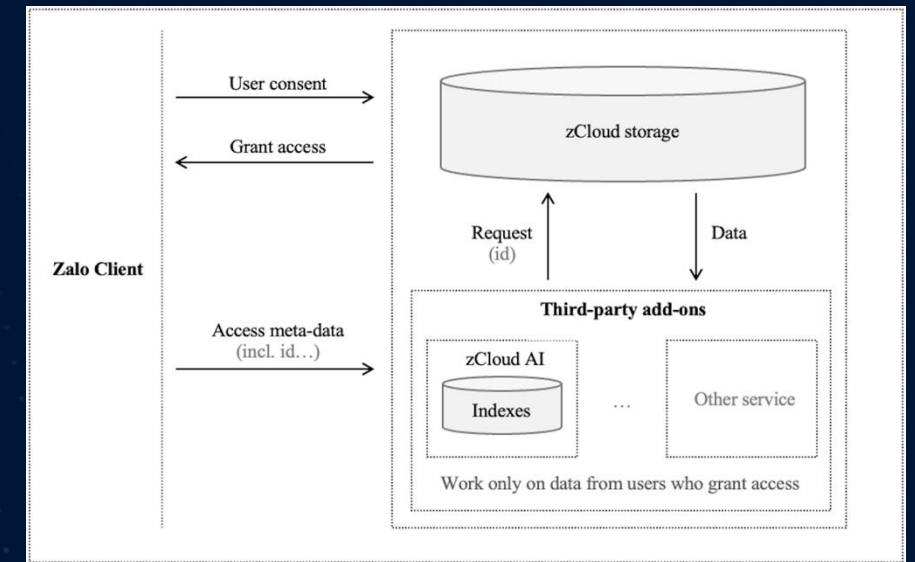
## ② High-level architecture for integration

- *Kiki builds AI models for “zCloud AI”*

## ③ Expected timeline: Beta in 07/25

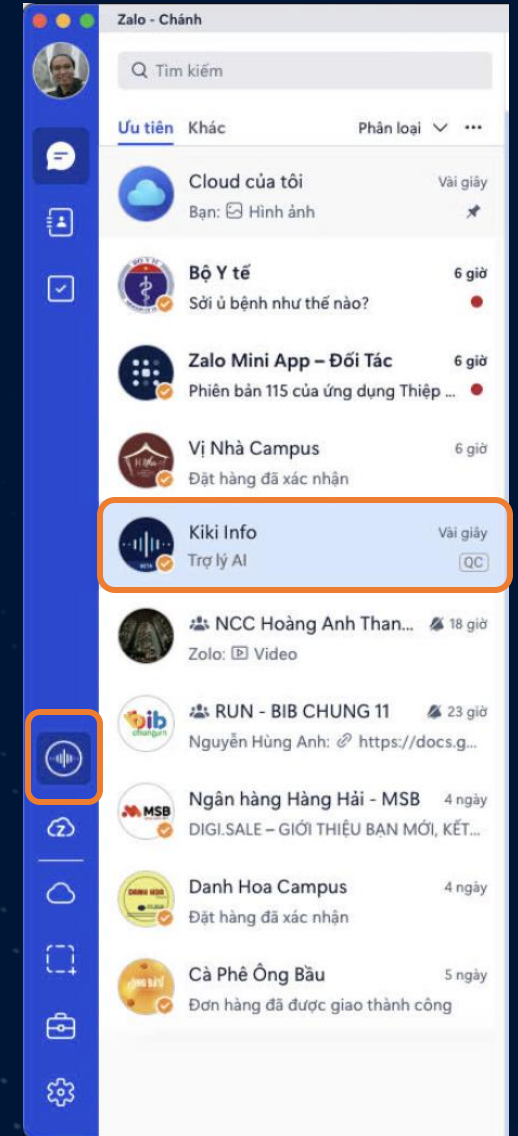
- *Feature: image search/ image categorization*
- *R&D: good quality, better performance*
- *Joint-work with ZTZ & SO for setting up project*

### High-level architecture



# Kiki Info

- ① Release Kiki Info (open domain)
  - 60k users (total), mainly testing...
  - “NĐ 168” built-in
  - Mini-app concept supporting OpenAI integration
- ② Refactor
  - From “closed domain” to “open domain”
  - Safety vs. usefulness
  - Support “special integration”: Giao Thông, Địa Chính
- ③ Expected timeline: Beta in 06/25
  - Platform: Zalo PC
  - Target: insights about target users, useful usecases...



Part of Zalo PC's screen

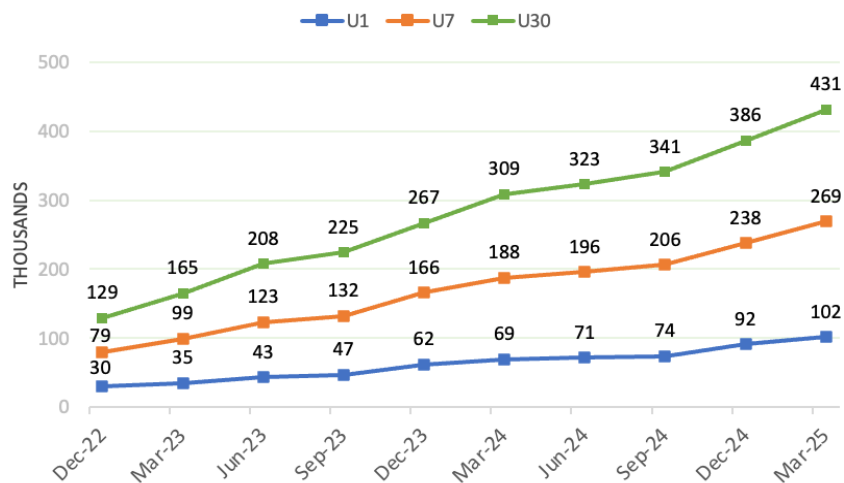
# Other notes

Task		Note
R&D	LLM Competition	<ul style="list-style-type: none"><li>Waiting for the result</li></ul>
	Release open models	<ul style="list-style-type: none"><li>Release 5 SLM open models (Qwen &amp; LLama - KAI)</li></ul>
Product	Kiki Info – Kiki Auto integration	<ul style="list-style-type: none"><li>Kiki Info handles QA &amp; fallback intents (plan in Q2)</li></ul>
Platform & business	AI Card	<ul style="list-style-type: none"><li>Event 8/3 (1.7M users, 3.7 cards)</li><li>Event Tet (770K users &amp; 1.7M cards)</li></ul>
	Explore new chances	<ul style="list-style-type: none"><li>Explore business opportunities with Adtima (&amp; Social) on AI Card &amp; Enterprise Chatbot</li></ul>

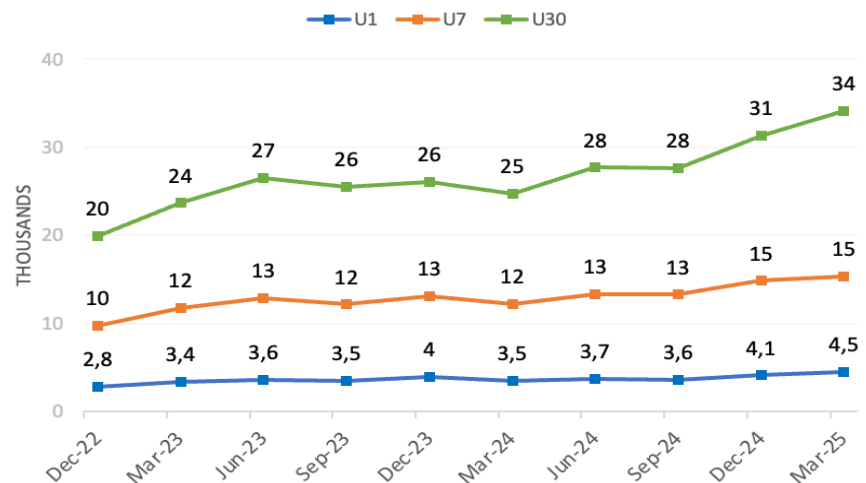
# Kiki Auto

# Product overview

## Android DVD



## Android Auto & CarPlay



### Note

- "Active user" grows well (+12% QoQ, x1.5 YoY)

Q1'25    Q4'24    Change    YoY

U1	102k	92k	+11%	+50%
U7	269k	238k	+13%	+40%
U30	431k	386k	+12%	+40%
U1/U30	24%	24%	/	+5%
U30/Total	39%	38%	+1%	-9%
SQ/user/day*	3.5	3.6	-1%	-2%
Retention	76%	75%	+1%	/

Q1'25    Q4'24    Change    YoY

U1	4.1k	4.5k	+9%	+30%
U7	15k	15k	/	+25%
U30	34k	31k	+9%	+40%
U1/U30	13%	13%	/	-6%

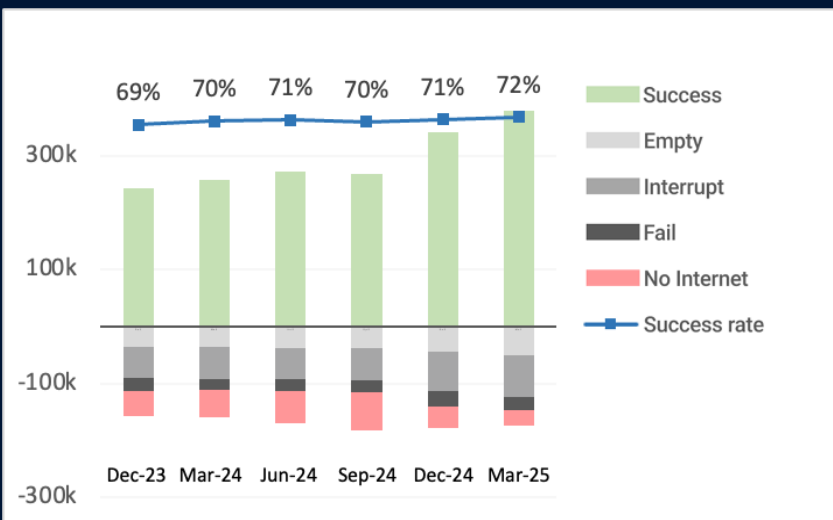
Maintenance only

(\*) Success Query / User / Day: Requests without re-talk

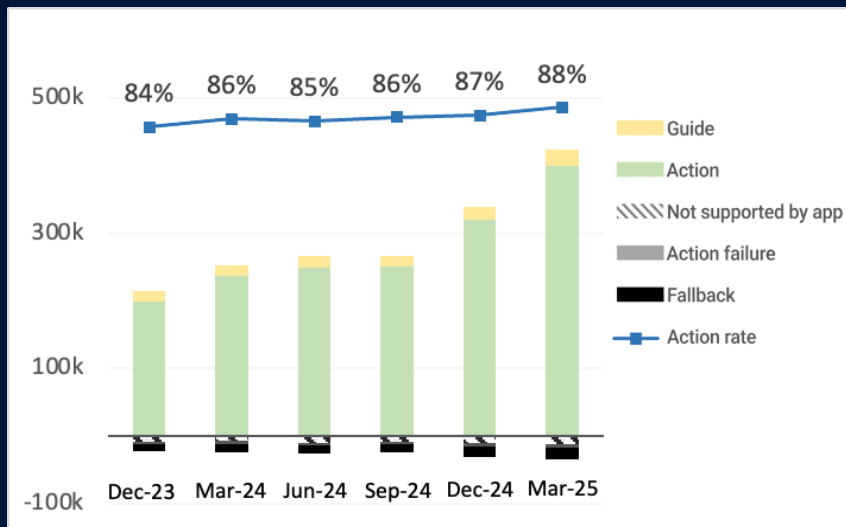


# Key metrics

## Technically success rate



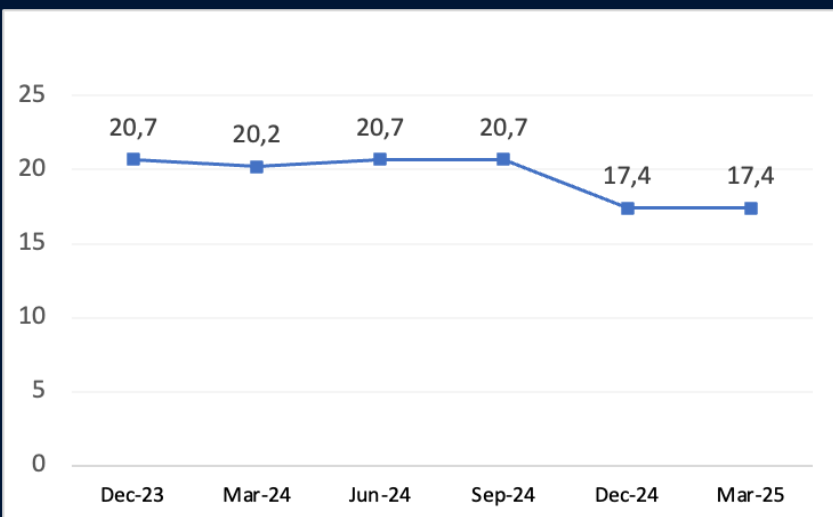
## "Serve user" rate



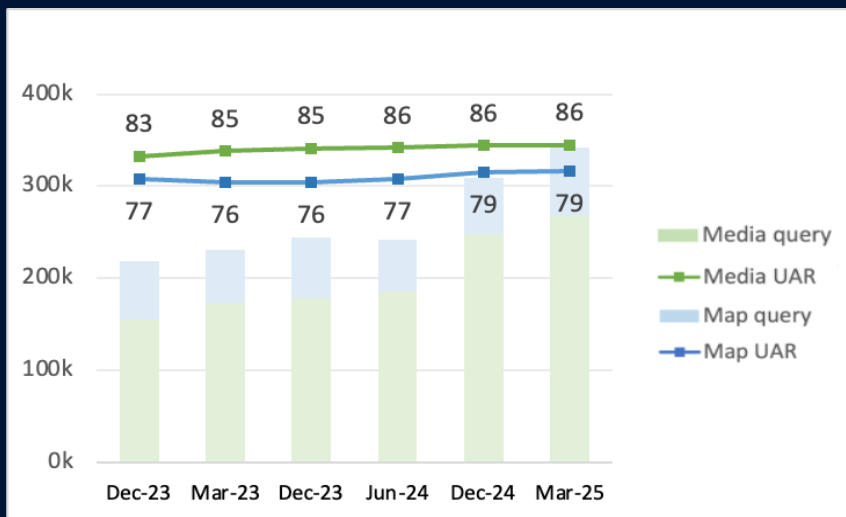
## Note

- Almost key metrics are better, except "Media UAR" because of many incidents from YouTube

## ASR quality: SER



## User acceptance rate



# Notes

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## ① Restructure team

- *Smaller squad team*
- *Explore chances with Kiki Premium  
(Speed limit: 100K+ active users)*

## ② Maintenance core

- *Better UI/UX on Android Auto/ CarPlay*

Next milestone: Kiki premium in Q2.

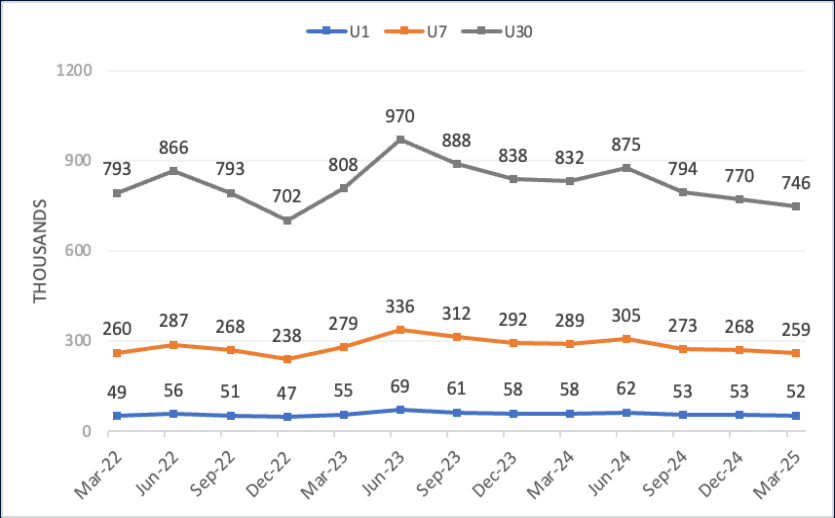
# ZLB: Summary

	Perspective	Percentage	Key products/results	Note
KiLM (80%)	<ul style="list-style-type: none"><li>My Cloud/zCloud</li></ul>	50%	<ul style="list-style-type: none"><li>Build product</li></ul>	<ul style="list-style-type: none"><li>Expect first MVP in May</li><li>Beta release in July</li></ul>
	<ul style="list-style-type: none"><li>Kiki Info</li></ul>	20%	<ul style="list-style-type: none"><li>Focus on PC</li></ul>	<ul style="list-style-type: none"><li>Beta in June, exploring target users, useful use-cases...</li></ul>
	<ul style="list-style-type: none"><li>Platform &amp; business</li></ul>	10%	—	<ul style="list-style-type: none"><li>Explore new chances (AI Card, Chatbot...)</li></ul>
Kiki Auto (20%)	<ul style="list-style-type: none"><li>User</li></ul>	10%	<ul style="list-style-type: none"><li>102k U1, 431k U30 (x1.5 YoY)</li></ul>	—
	<ul style="list-style-type: none"><li>Business</li></ul>	10%	<ul style="list-style-type: none"><li>Work on Kiki Premium</li></ul>	<ul style="list-style-type: none"><li>Production in Q2</li><li>TODO: WW, Kiki Info integration...</li></ul>
Others	<ul style="list-style-type: none"><li>Maintenance other apps</li></ul>	0%	—	—

Thank you!

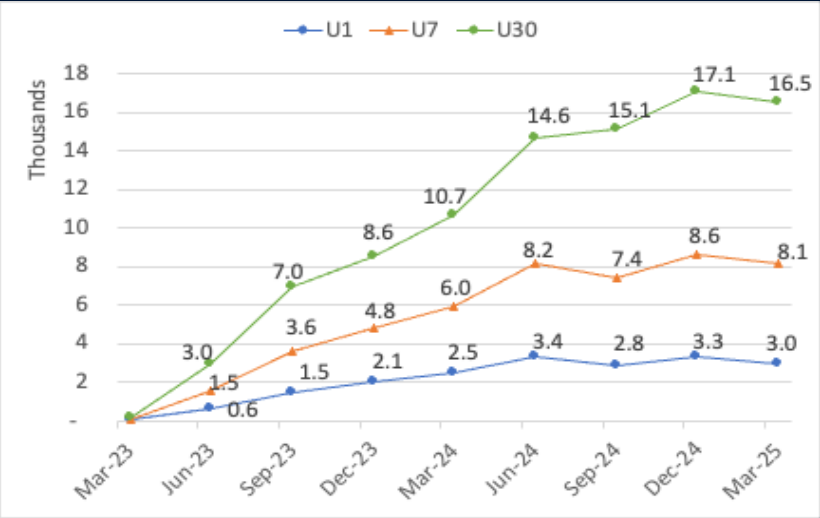
# Appendix: Kiki on other platforms

Kiki on ZMP3



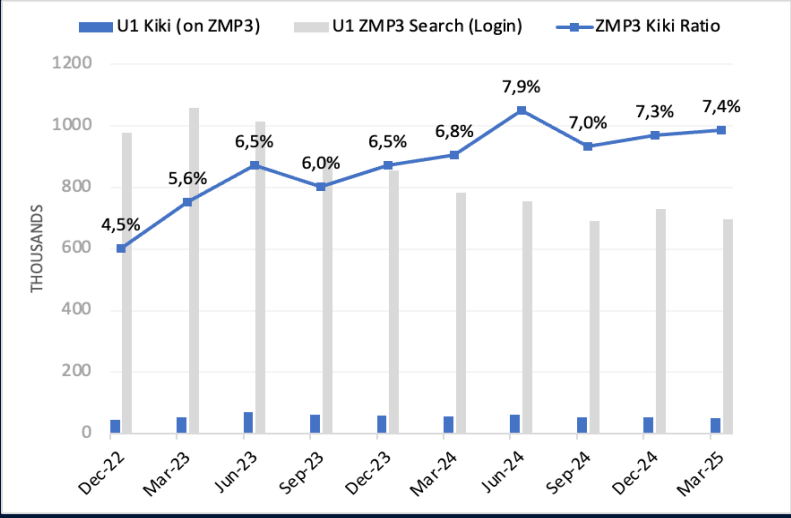
	Q1'25	Q4'24	Change
U1	52k	53k	-2%
U7	259k	268k	-3%
U30	746k	770k	-3%
U1 Kiki/ ZMP3 search	7.4%	7.3%	-1%

Kiki on TV



	Q1'25	Q2'24	Change
U1	3.0k	3.3k	-10%
U7	8.1k	8.6k	-6%
U30	16.5k	17.1k	-3%
Total	100k	85k	+18%

Kiki active/ ZMP3 search



Note

Kiki on ZMP3

- Active users decreased

Kiki on TV

- Active users decreased after Tet

Maintenance only...

# Roadmap: KiLM

Objective	Q1	Q2	Q3	Q4
Kiki Assistant for Zalo	<ul style="list-style-type: none"><li>• API for search (analyze images, files...)</li></ul>	<ul style="list-style-type: none"><li>• Integrate to My Cloud (Beta)</li></ul>	<ul style="list-style-type: none"><li>• zCloud...</li></ul>	
	<ul style="list-style-type: none"><li>• Kiki Info concept (Qwen-KAI, OpenAI...)</li></ul>		<ul style="list-style-type: none"><li>• Release Beta on PC: target users, useful use-cases...</li></ul>	
AI Platform	<ul style="list-style-type: none"><li>• LLM safety &amp; security (LLM competition)</li></ul>	<ul style="list-style-type: none"><li>• KiKi Auto &amp; Kiki Info integration</li></ul>		
	<ul style="list-style-type: none"><li>• Update “Qwen-based &amp; Llama-based ZAI” versions models every 6 months</li></ul>			
Enterprise	<ul style="list-style-type: none"><li>• PoC: Apply LLM for Data Platform team</li><li>• PoC: Chatbot for partners</li></ul>	<div>Explore new chances with Adtima (&amp; Social)</div> <ul style="list-style-type: none"><li>• AI Card</li><li>• Chatbot</li></ul>		

# Roadmap: Kiki Auto

Objective	Q1	Q2	Q3	Q4
Core	<ul style="list-style-type: none"><li>• Music:<ul style="list-style-type: none"><li>- Optimize logic “<i>mở nhạc</i>”</li><li>- Personalization</li></ul></li><li>• Map: launch “<i>preview route</i>” /new voice UX...</li><li>• Review &amp; refactor</li></ul>	<ul style="list-style-type: none"><li>• UI/UX: settings</li></ul>	<ul style="list-style-type: none"><li>• Map: extend “<i>popular location DB</i>”</li></ul>	<p>Key results:</p> <ul style="list-style-type: none"><li>• 475k+ U30</li><li>• ASR, Map, Music... are better (vs. 2024)</li></ul>
Premium	<ul style="list-style-type: none"><li>• Launch “<i>Speed limit</i>” (KR: 100k+ active, UAR &gt; 80%)</li><li>• R&amp;D: “<i>Bản tin AI</i>”</li></ul>	<ul style="list-style-type: none"><li>• Product: “<i>Kiki premium</i>” (Driving Info, “<i>Bản tin AI</i>”)</li></ul>	<ul style="list-style-type: none"><li>• BD: distribute to partners</li></ul>	
Built-in/ODM	<ul style="list-style-type: none"><li>• R&amp;D: WW, offline ASR...</li></ul>		<ul style="list-style-type: none"><li>• Build: ODM solution (cloud-based but also work offline)</li></ul>	