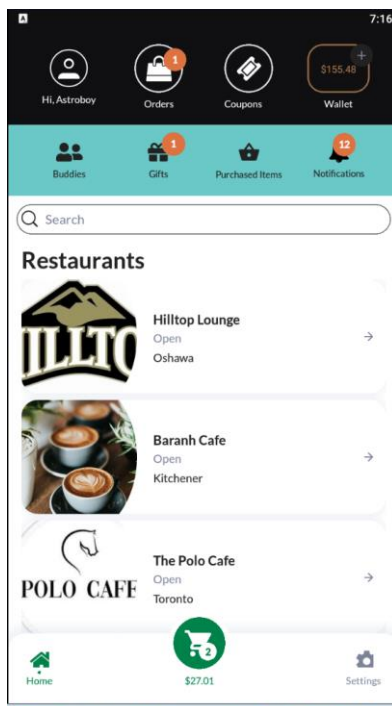


Sophali listens to user feedback and based on our initial release of the PoC which demonstrated the core functional concepts of the Sophali Mobitelligence platform, it was pretty clear from the feedback that the UI needed to be updated. Functionally, the capabilities remain the same, but the look and capability of the new UI has a better look. Sophali is still in the build of the new UI but here is a sneak peek at the comparison between the old and the new.

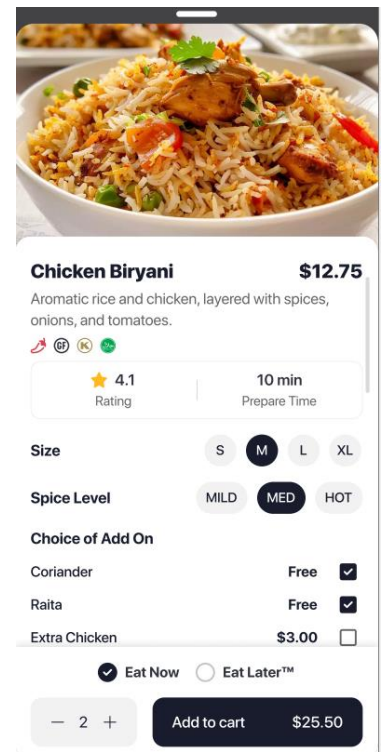
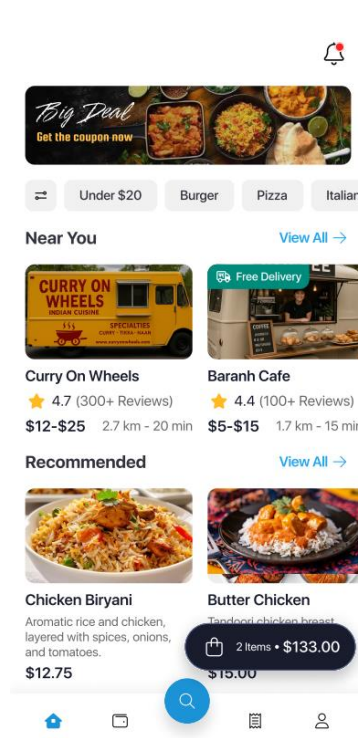
Key changes:

1. AI based recommendations based on searches and orders.
2. Identification of Sophali merchants near you
3. Quick search at the top based on your food desire.
4. Removal of cart from homescreen.
5. Removal of top icons from old homescreen to maximize screen layout to showcase food items.
6. Addition of star ratings and distance from where user is

OLD



New



What is key to note is that Sofie, who is the AI based concierge is behind the stage in both cases and is available when you need her. She knows what all the merchants offer and can provide details on the menu of each merchant in the Sophali ecosystem if asked. As the Sophali ecosystem is a “closed loop system”, Sofie’s focus is on providing details on Sophali merchants only. For merchants outside of Sophali ecosystem, Sofie can just point to a website or provide a phone number. The value for all parties really comes into play when both the merchant and the end user are within the Sophali ecosystem and can leverage its benefits in order to enhance their purchasing experience.

Key thing is that Sofie should also be able to direct a user to a website and/or menu or provide a phone number to a user if they want a specific restaurant that is outside of the Sophali ecosystem. For example, if I ask for the menu of King Shwarma Place on Bunting Street in Ottawa, if Sofie determines that is not in our ecosystem, she will search the internet and then provide the end user with the google link to the restaurant which will contain a link to the menu and the phone number to reach them. If however, the restaurant is in ecosystem, then Sofie will be able to provide details on the menu, can take the order, place the order and even push directions to your phone from where you are to get there along with an estimated time for order completion.

Sofie will always be learning based on the searches and orders being placed by the end user.

Lets now look at how AI will help the Merchant.

Sofie will be able to look at the daily, weekly sales of the merchant and also who bought the items and will be able to make recommendations to the merchant on when to issue a specific coupon and to who. In the future, Sofie should be able to create a coupon template for the merchant if asked to do so. Sofie also will be able to look at external events and factors that may impact the merchant’s sale. For example, if there is a parade going on today and the merchant is located 10 miles away, Sofie will first determine if the merchant is at a fixed location or is able to move. If merchant is able to move, it will recommend what area to be in order to increase foot traffic to the food truck. Alternatively, if the food truck is fixed, it will recommend a coupon to be pushed out to Sophali end users within 15 Miles to take advantage of on their way home or offer a delivery service to bring the food to the end users.

The objective here is to provide intelligence to the small merchant in order to help them to increase their revenues through the use of technology.