

# Team Understand.AI

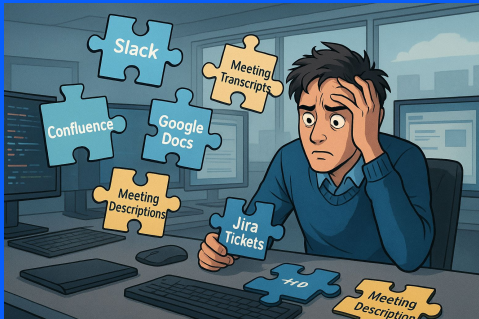
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# Why are we here?

- NotesAI is in a battle - competition is fierce
- Transcription quality will soon be commoditized
- Differentiate through business applications on top of core tech
- Win the business sector

So, we did some research and came up with some ideas, which lead us to this discovery...

# A Persona with a Problem



**Alex**

Software Engineer  
Complex Organization (Amex)

“I just want to ship some code!”  
– Alex’s daily mantra

**Feeling:** “This is overwhelming”

**CORE PROBLEM:**  
Too much time gathering  
context, not enough time  
building

## DAILY REALITY

### Meeting Overload

Tech, security, infrastructure, PM, QA, legal, marketing, and more. Alex’s calendar is a mosaic of back-to-back meetings across the organization.

## PRE-MEETING PREP RITUAL

### Context Gathering (Per Meeting)

- Search for previous meeting notes across Slack, Google Docs, Notion, Confluence
- Review meeting transcriptions
- Look up participant history in Slack, email, CRM
- Dig through previous conversations and decisions

## THE TIME PROBLEM

**30**

MIN MEETING



**60+**

MIN TOTAL WORK

Every meeting requires equal or more time in preparation, context switching, and follow-up

# Understand.AI – Trustworthy Meeting Memory for Engineers

Engineers query past meetings in natural language and get confidence-scored answers with instant verification—turning hours of searching into seconds of clarity.



## Functional

- Retrieve decisions instantly
- Prepare meetings 4x faster
- Verify with one click



## Emotional

- Peace of mind
- Confident in accuracy
- Focus on coding



## Social

- Be seen as reliable
- Contribute meaningfully
- Stay aligned with team

# Product Wireframe – 3-Step User Flow

1

Q Query Interface

Q

"What did we decide about the API migration timeline?"

Search

💡 "Who owns...?"

💡 "What blockers...?"

💡 "When is deadline?"

2

✓ AI Answer with Confidence Score

ANSWER:

"Team decided to complete API migration by Q4. Three phases..."

Confidence Level

HIGH 92%

📄 Transcript  
+40%

🔊 Audio  
+30%

👥 Consensus  
+22%

📄 View Sources

Ask Follow-up

3

📄 Source Verification

PRIMARY

92%  
match

📅 Oct 15, 2024 • 15 participants • 52 min

Sarah Chen (Tech Lead) at 23:45:

"Let's aim to complete the API migration by Q4..."

🕒 Play from 23:45

📄 Full Transcript

SUPPORTING

78%

Complete workflow: Query → Confident Answer → Verify Source

# Product Demo Screenshots

Visual walkthrough of key features

### Interactive Product Experience

See how engineers interact with UnderstandAI in real-world scenarios

understandai.app/dashboard

## Welcome back, Alex 🙋

You have 47 meetings in your memory

Ask me anything about your meetings...

47

Meetings Indexed

128

Queries This Month

94%

Avg Confidence

### Recent Queries

What are the Q4 sprint goals?

2 hours ago

Who owns the database migration?

Yesterday

What blockers were mentioned?

3 days ago

understandai.app/query/ai-confidence

### AI Confidence Evaluation

How we calculated the confidence score for your query

Transcript Analysis

Found 3 clear mentions of "API migration" and "Q4 deadline" with consistent technical terminology

+40%

Audio Verification

Audio matches transcript with high clarity; no background noise or unclear speech patterns detected

+30%

Consensus Analysis

Multiple speakers agreed on the same timeline without contradiction across 2 related meetings

+22%

Total Confidence Score

92%

Anti-Hallucination Safeguards: Our system cross-validates information across multiple data sources to prevent AI hallucinations and ensure accuracy.

understandai.app/query/uncertain-answer

Partial Answer Found

I found some discussion about the security audit, but there were conflicting statements and unclear ownership. I recommend reviewing the source meetings directly.

Confidence Level

MEDIUM (58%)

Areas of Uncertainty:

Conflicting timeline: Meeting A mentioned "end of month", Meeting B mentioned "mid-November" [Review sources](#)

Unclear ownership: No clear assignment of responsibility detected [View discussion](#)

Review All Sources

Ask Follow-up

Why this matters: Instead of presenting uncertain information as fact (AI hallucination), UnderstandAI shows you exactly what's unclear and links you to the source. This builds trust through transparency.

Understand.AI

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# The problem is real | Validation

- Core need validated; everyone sees meeting memory value.
- Engineers *do* struggle to recall and document meeting notes.
- Strong enthusiasm (“game-changing”); some would pay now.
- Needs proof of time savings to drive adoption.

# Users *need* to trust our AI | Validation

- Transparency into our analysis is critical – time stamps, ability to fact check
- Users verify AI outputs; demand clear uncertainty indicators.
- Ability to correct AI builds trust over time.



# Our UX is intuitive, but not perfect | Validation

- Conversational interface intuitive; minimal guidance needed.
- Wanted easier ways to access past meetings, some buttons hidden.
- Detailed uncertainty view overwhelmed some; could streamline.

# We're getting there - but need proof | Validation

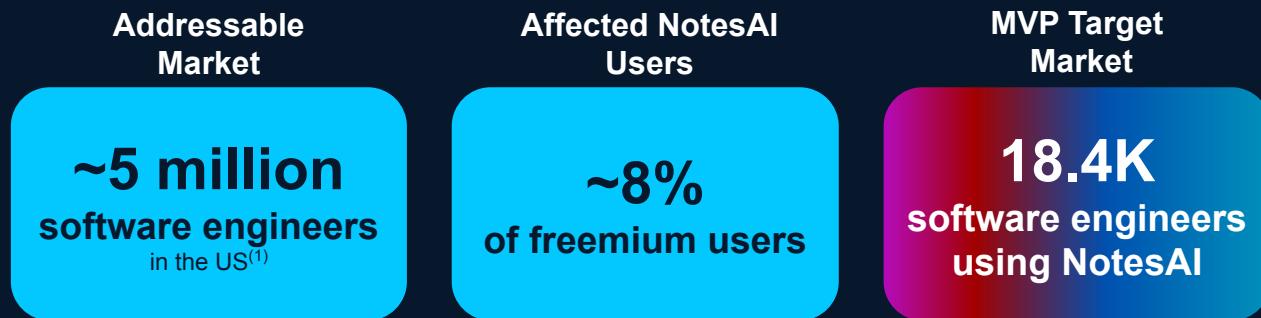
- Direction validated; testers excited to adopt.
- Ongoing transparency needed; confidence signals risk becoming noise.
- Must prove time saved; ensure seamless workflow integration.

# Validation Summary

- Trust is linchpin; transparency features critical.
- Conversational UI intuitive; minor usability issues.
- Clear product value; must prove time savings.
- Positive signals overall; key open questions remain.

# Existing Beachhead – 18.4K engineers already using NotesAI

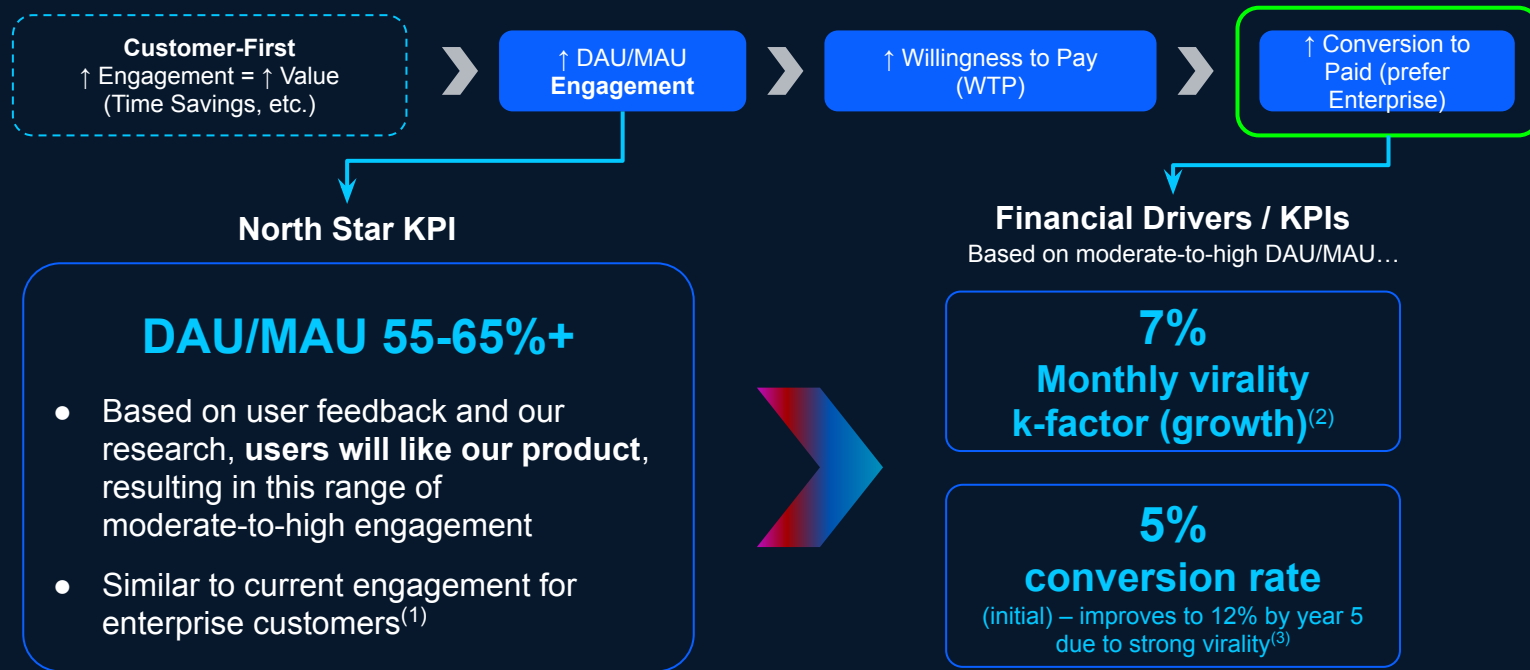
*Market opportunity & selected segment for MVP*



**Software engineers in the freemium tier are an ideal workforce PLG beachhead:**  
One adopter frequently multiplies into 5-10 adjacent seats inside a pod or team  
(viral expansion path)

(1) Bureau of Labor Statistics Occupational Outlook (rough approximation based on Computer & Math Occupations, subtracting irrelevant mathematical occupations, adding selected Architecture & Engineering Occupations) – total white collar ~64 million professional knowledge workers

# High Engagement → Higher Virality → More Paid Seats



(1) For this point, defined DAU as average daily usage of at least 1 hour per working day, measured on a weekly basis

(2) Based on our research of virality and PLG strategies for a product with moderate-to-high engagement DAU/MAU; we assume growth starts after MVP launch period as layer of conservatism against initial top-of-funnel

(3) Commercialization rate (overall paid ex. Enterprise ÷ [freemium + paid ex. Ent]) currently at ~5.5%, assume bluesky strategy (i.e. not just targeting freemium) will reflect this % with a small uplift driven by moderate-to-high DAU/MAU

# Biz Case – High-ROI solution with scalable expansion path

## End-of-Year Projections

**18.4K → 920**

Paid seats conversion

**+\$182K revenue**

Year 1 (6mo. commercial)

**1.25x ROI<sup>(1)</sup>**

Return on investment

## Resource Request

### Development

\$110K engineering and PM capacity (6 months)

### Sales & Marketing

\$30K dedicated sales personnel (6 months)  
\$10K GTM validation study

## Mid-Term Vision

### Immediate Serviceable Target Market (SWEs)

**+\$21M/yr** in revenue (year 5)

**+53K seats** (~1% market share)

### Upsell Opportunity (Product Expansion)

*(for current paid customers in other market segments)*

**\$1.4+ million additional revenue** (37k+ seats under qualified leads, 3,000 converted)<sup>(2)</sup>

## Strategic Advantages

- **Expanded AI Capability**  
Builds R&D foundation for future innovation
- **Minimal Scaling Cost**  
Low development lift to expand for other personas and use cases, with low ongoing customer success demands

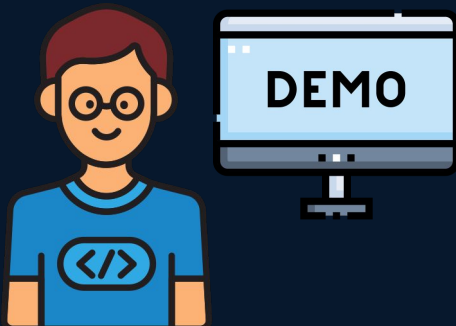
(1) Breakeven = 4.1% conversion (754 seats) vs. 5% forecasted – initial range is 4% to 6%

(2) A 5% lift due to our solution (conservative estimate) increases the >10hr/wk user share (based on internal usage data from the case)– using 10hrs as a gate, we expect 8% upgrade rate due to value prop recognition.

# What's next – GTM experiment (using \$10K)

Road to 100 active users – test for usability hypothesis, test WTP & pricing assumptions within **beachhead** market

## NotesAI Shortlist Demo



### \$5K to Invite Demo Users

Test **conversion** of NotesAI → MVP adoption

Validate **engagement** KPI (DAU/MAU)

Survey **time saved** (hours/week on avg.)

## Digital Outbound



### \$5K Digital Budget to Acquire Users

Test standalone **value proposition**

Test outside **conversion**

Test **pricing** structure + level

# Key risks and our iterative validation plan

High Impact

Medium Impact

Low Impact

## Trust & Transparency

IMPACT: HIGH

UNCERTAINTY: LOW

*"Users doubt the AI's summaries because they can't verify accuracy"*

### Possible Mitigation & Experiments:

Make all confidence scores clickable and link to transcript/audio; Add 'Why this score?' panel

## Information Architecture / Navigation

IMPACT: HIGH

UNCERTAINTY: MEDIUM

*"Lack of clear structure for accessing past meetings or transcripts"*

### Possible Mitigation & Experiments:

Test alternate navigation models (calendar, project, or tag-based); Run card-sorting exercises to align navigation with user mental models

## Workflow Integration

IMPACT: HIGH

UNCERTAINTY: MEDIUM

*"Users unsure how to connect tool with Zoom, Slack, or calendar"*

### Possible Mitigation & Experiments:

Add onboarding wizard for integration setup; Measure setup completion rate and identify drop-off points



# Key risks and our iterative validation plan (continued)

High Impact

Medium Impact

Low Impact

**Privacy & Control**

IMPACT: HIGH

UNCERTAINTY: MEDIUM

*"Users uncertain who can access or view meeting data"*

💡 Possible Mitigation & Experiments:

Display visibility indicators ('Private to you' vs. 'Shared'); Test comprehension and comfort level in privacy flow study

**Perceived Time Savings**

IMPACT: MEDIUM

UNCERTAINTY: HIGH

*"Users question if the tool is actually faster than their current method"*

💡 Possible Mitigation & Experiments:

Run 1-week diary study comparing time spent finding information via tool vs. manual search; Measure perceived and actual time savings

# Final Recommendation

**We recommend for NotesAI to proceed with this product**

**Strategic Validation** (Why should we do this?)

- This is a problem worth solving, strong PMF potential

**Product Development** (How we'll iterate)

- There are key technical issues to tackle
- Experiment to validate trust
- Iterate on design, integrating user perspectives / delineating use cases
  - E.g., could be a calendar-based view



**Big idea is to keep track of meeting series and attendee history to make context gathering quicker and easier, enabling engineers to focus on *the work they love***

# Thank you!

Q&A