

VORI.

VOICE-TO-REPORT

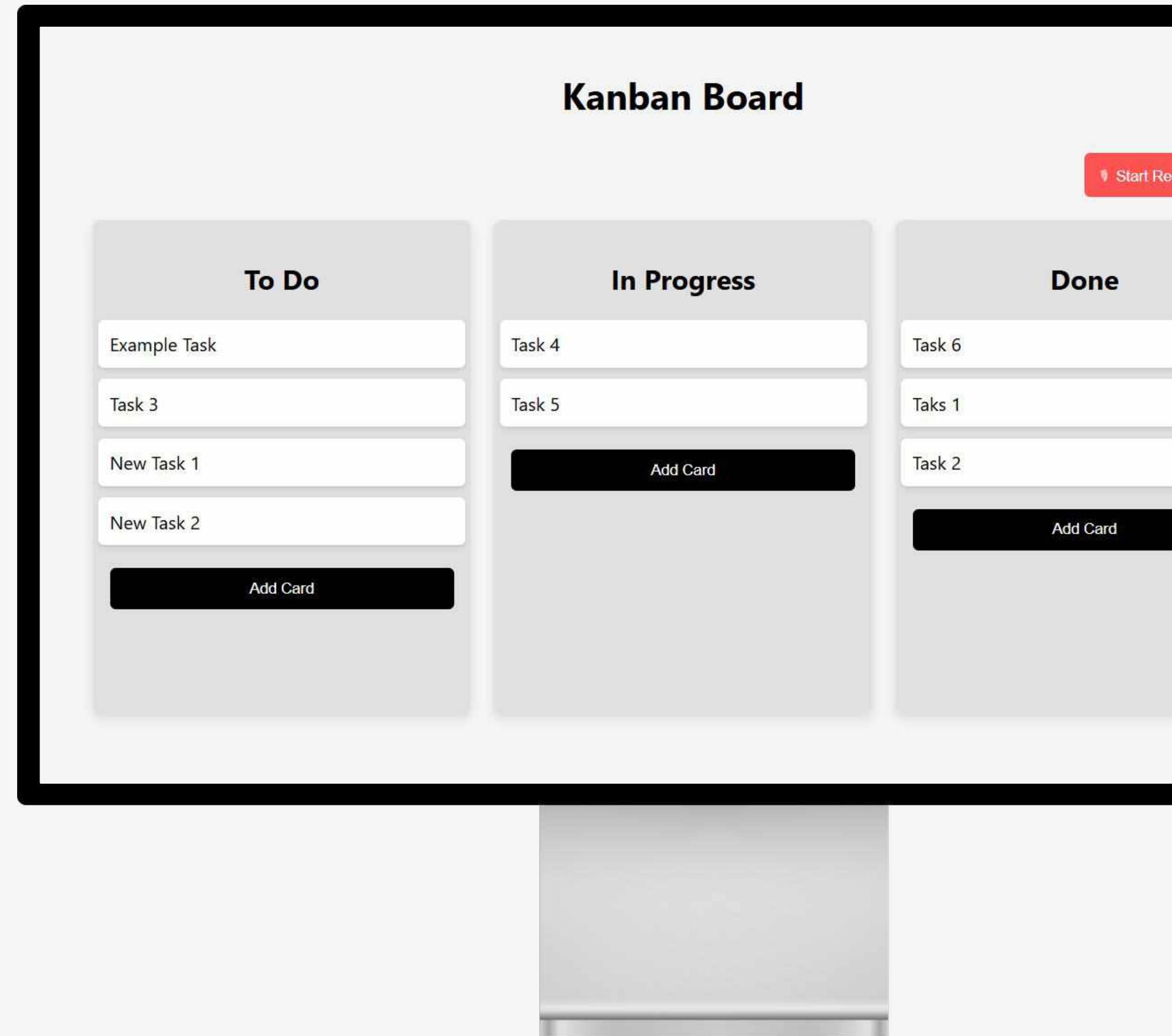


Your Voice-Powered Kanban Board

Speak Your Updates, Watch Your Board Change

Nahyun Joo, Hojun Lim, Kyoungin Nam

Dec 13, 2024



The Team

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TEAM

Introducing Our Team



CPO, CO-FOUNDER

Nahyun Joo

Front-end, Business



CTO, CO-FOUNDER

Hojun Lim

Full-stack development



CEO, CO-FOUNDER

Kyoungin Nam

Data Engineer, Back-end

Problem

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PROBLEM

What are the core problems we are trying to solve ?

Manual Ticket Updates

Teams spend 4.5 hours per week updating tickets.

Meeting-Board Disconnect

Manual transfer leads to delayed status updates, which might affect sprint velocity.

Lost Tasks

Critical tasks get lost in meeting discussions. Risking of missing new action items.

PROBLEM

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Solution

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SOLUTION

Our Solution Overview



Records daily standups and sprint meetings.
Updates existing ticket status in real-time.

SOLUTION

Our Solution Overview



Instant status changes from "Moving user auth to Done" to "Done".

SOLUTION

Our Solution Overview



Creates new tickets when detected.

Demo

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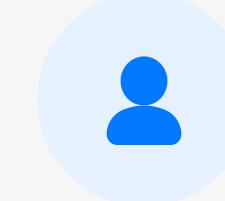
PRODUCT

How it Works



Daily Standup

Automatically moves tickets to Done.



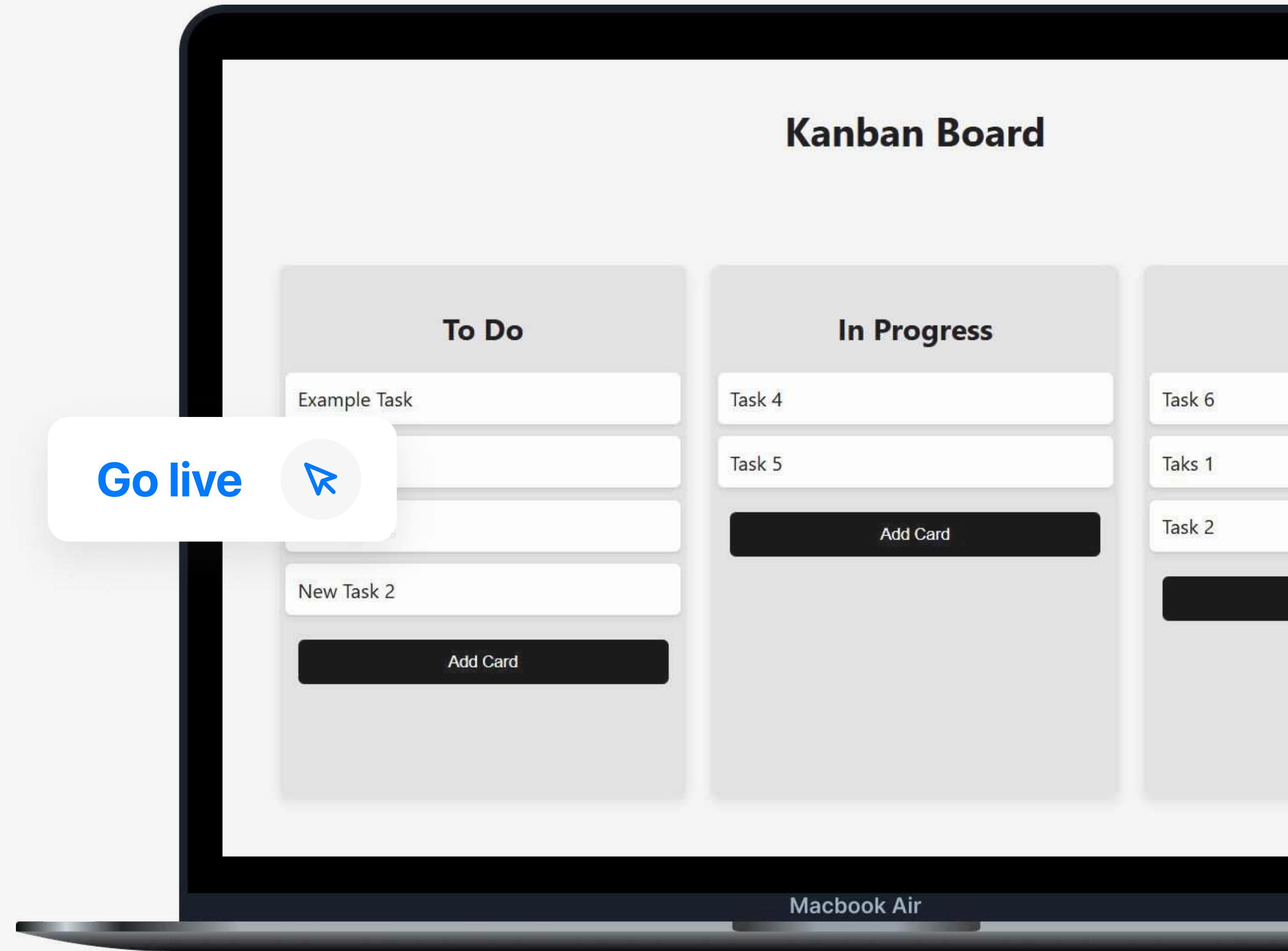
Sprint Planning

Creates new ticket in Todo.



Sprint Review

Moves ticket to In Progress.



Architecture

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amazon

WHY CLOUD?

Operational Advantages of Cloud

Scalability

- Great capacity adjustment.
- No hardware limitations

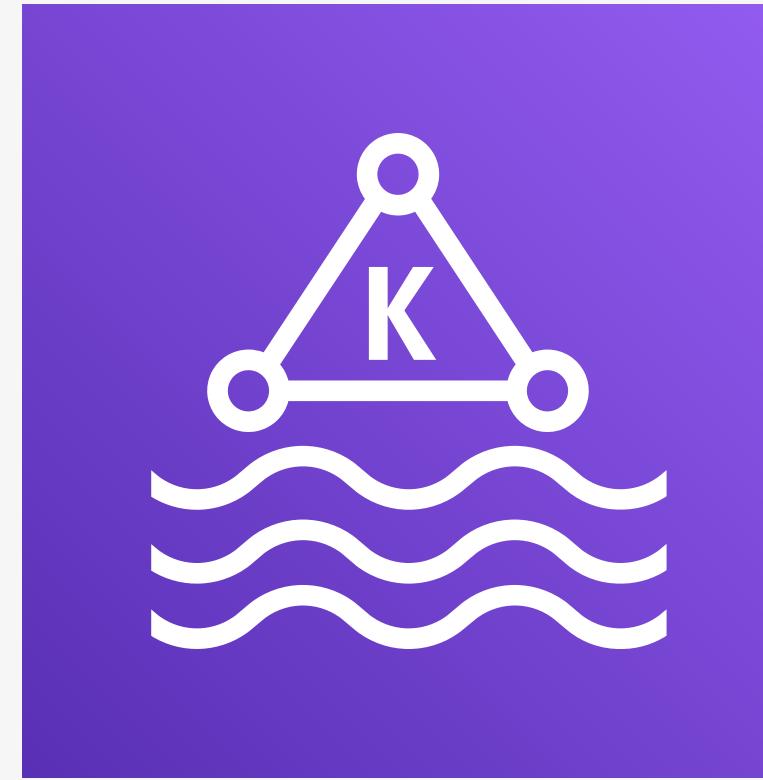
Maintenance

- 24/7 support
- Managed services
- Automatic updates

Security

- AWS compliance report (SOC2)
- Regular security updates
- Enterprise-grade protection

ARCHITECTURE



Managed Streaming for Apache Kafka

- **Scalability:** MSK can handle variable workloads by automatically scaling, ensuring seamless performance during peak times or increased traffic.
- **Real-Time Processing:** It enables low-latency streaming, ensuring voice commands are processed instantly, keeping our Kanban board updates fast and responsive.

ARCHITECTURE



Amazon Transcribe

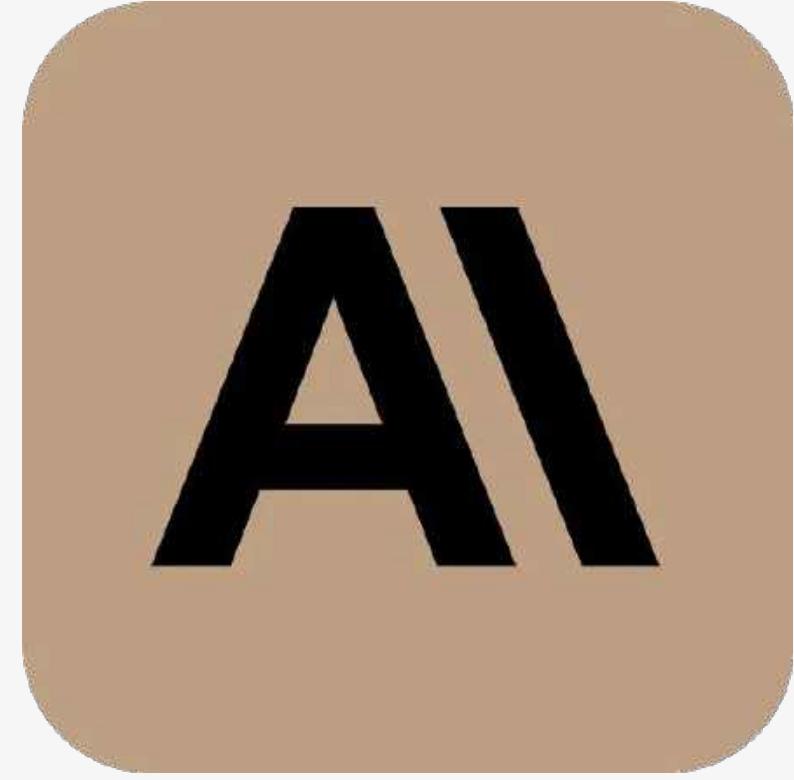
- **Accurate Transcriptions:** Amazon Transcribe turns speech into text with high accuracy, even for different accents or technical words.

ARCHITECTURE



Lambda

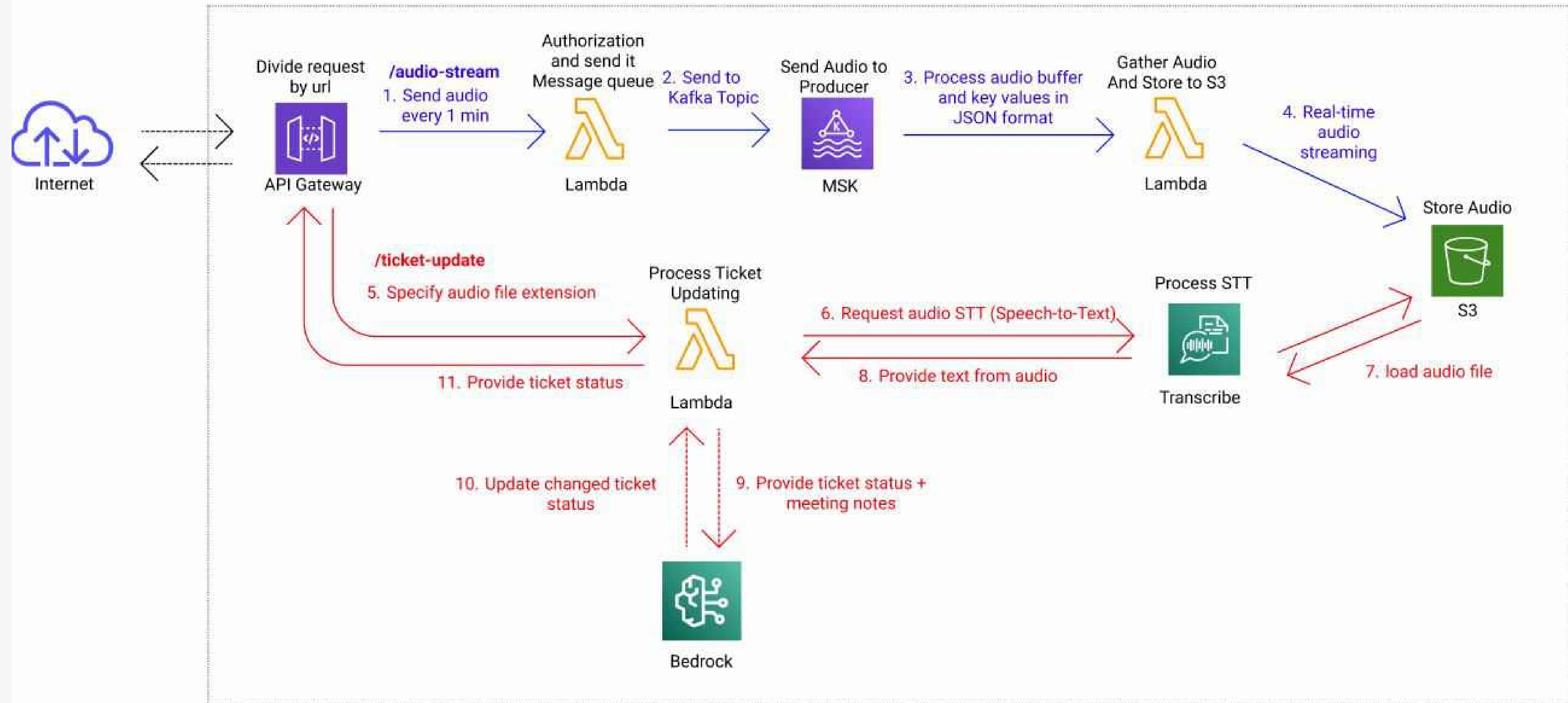
- **No Server Needed:** With Lambda, We don't need to manage servers. It just runs our server when something happens and stops when it's done.
- **Scales Automatically:** If lots of people use our service, Lambda automatically handles the extra work without we doing anything.



Claude 3 Sonnet

- **Understands Meetings and Updates Automatically:** Claude 3 can read and summarize meetings, picking up key points and reflecting them in real-time updates. This helps teams stay organized without manual effort.
- **Built on AWS Bedrock for Security:** Claude 3 is integrated with AWS Bedrock, which means it keeps your company's data secure while providing powerful AI tools.

ARCHITECTURE



Cost Estimation

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Cost Estimation

Monthly Cost

The estimated monthly cost to maintain the service

Based on these assumptions:



1000 customers per month



22 days per month



15-minute meeting

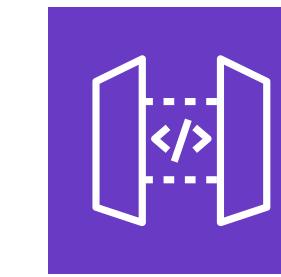
\$ 9,866 /mo

Cost Estimation

Costs by AWS Resource



\$ 9,866/mo

**API Gateway**

0.66 USD Per Month

**Lambda**

FREE Per Month

**AWS MSK**

129.86 USD Per Month

**AWS S3**

0.32 USD Per Month

**Amazon Transcribe**

7200 USD Per Month

**Amazon Bedrock**

2,535.90 USD Per Month

Market

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MARKET

Currnet Market Painpoints

\$62B

216 Hours

Total industry lost

There is no solution on the market



Meeting Time Usage

Average meeting time :
17.7 hours per week



Project Management Inefficiency

4.5 hours spent on manual
updates per week

MARKET SIZE

The agile tool market is a significant opportunity, with a size of \$9.9 billion in 2023.

9.9B**71%****Market Size**

Agile tool market size in 2023.

Agile Adoption

Percentage of companies using Agile methods.

Opportunity

Source: State of Agile Report 2023

10**5+****Status Updates**

Average number of status updates per day.

Meetings

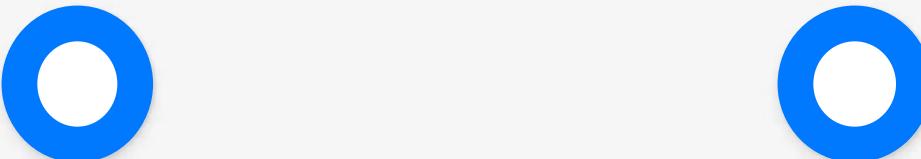
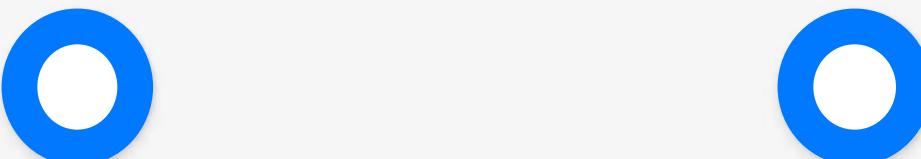
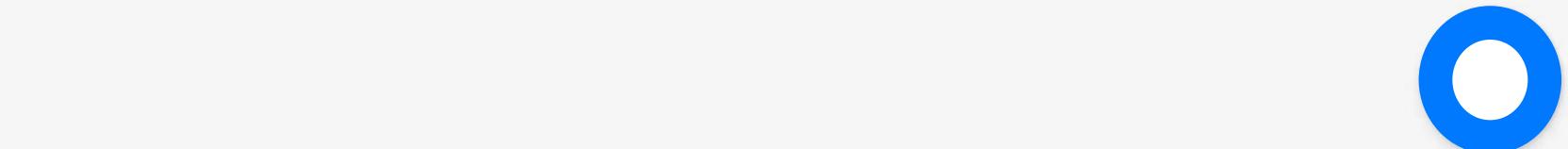
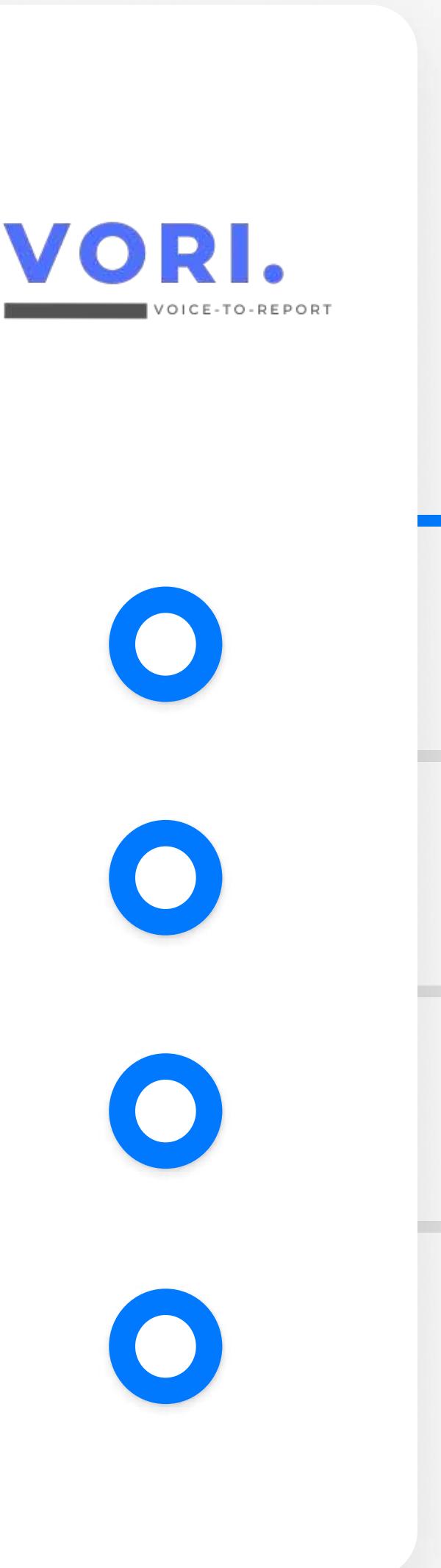
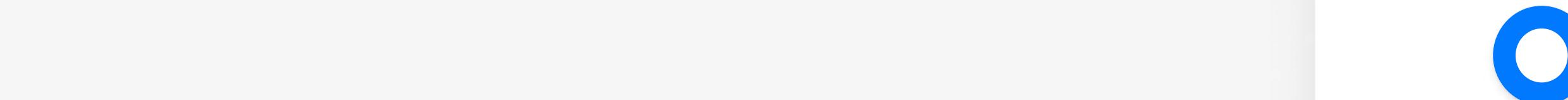
Average number of meetings per sprint.

Competitive Analysis

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COMPETITION

Comparison

**Realtime STT****Automatic Task Creation****Kanban Board Integration****Automatic Ticket Status Update**

Business Model

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BUSINESS MODEL

Based on monthly team subscription plan

Basic

- ✓ 1000 minutes
- ✓ 10-15 people
- ✓ Realtime Kanban Board

\$50/mo

Professional

- ✓ 3,000 minutes
- ✓ 20-30 people
- ✓ AI Insights

\$100/mo

Enterprise

- ✓ Custom pricing
- ✓ +50 people
- ✓ Dedicated instance options available

Custom

BUSINESS MODEL

Customer ROI



Time Savings

- 4.5 hours saved** per week/person
- 30% faster** sprint tracking
- Immediate task capture



Value Add

- Improved sprint velocity
- Real-time project visibility
- Better team synchronization

SERVICE EXPANSION

Value-Added Services

AI Package

- ✓ Team productivity insights
- ✓ Advanced analytics reports

Integration Suite

- ✓ Integration with Jira, Trello, and Asana
- ✓ Slack and Teams connectivity

ROI

Saves 15 hours
per team/month

Reduces manual tasks
by **80%**

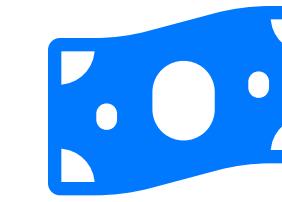
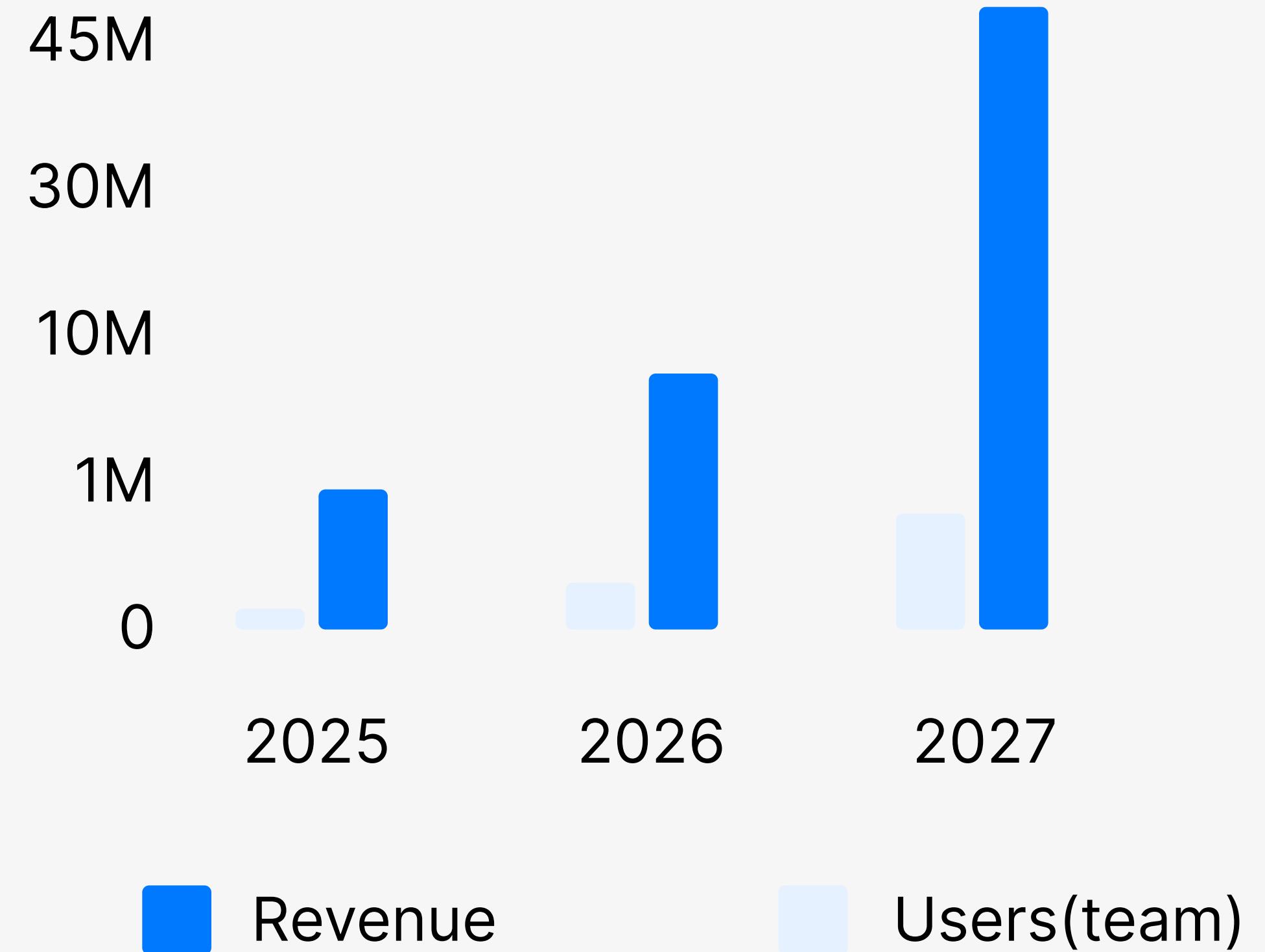


Milestones

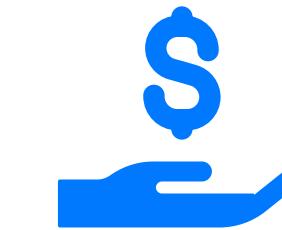
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FINANCIALS

Financial Projections



\$95
ARPU



\$5.7M → 63M
ARR



73.7% → 82.5%
TARGET GROSS MARGIN

MILESTONES

Go-to-Market Strategy

Q1 2025

Market Entry

- Freemium model launch
- Focus on startup segment
- Core feature validation

Q2 2025

Growth

- Enterprise customer acquisition
- Strategic partnerships
- Value-added service rollout

Q3 2025

Expansion

- Global market entry
- AI capability enhancement
- Industry-specific solutions

The Ask

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FINANCIALS

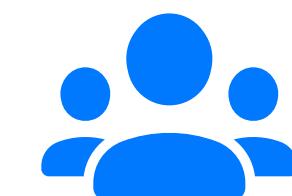
Financial Outlook



\$1.7K
LTV



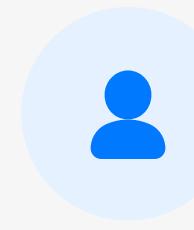
\$250
CAC



8-12 months
PAYBACK PERIOD

THE ASK

Pre-Money Valuation : \$45.6M



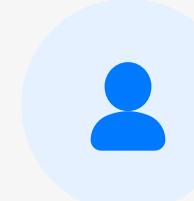
Product Development (40%)

- AI model enhancement
- Integration development



Marketing & Sales (30%)

- Sales team building



Operations (20%)

- Team expansion
- Infrastructure



Working Capital (10%)

Raising

\$2.5M

We are looking for \$2.5M to help us launch new features and propulse our acquisition to the moon.

THE ASK

Expected Returns

\$315M



5.2%



23x

3-Year Valuation
(3x ARR)

Seed Investor
Equity

Projected Return

RISKS

Risk Management

Technical Risks

- AWS Partnership
- Multiple Supplier Strategy
- Technology Patent Application

Market Risks

- Freemium Strategy to Overcome Entry Barriers
- Market Expansion Through Partnerships

Financial Risks

- Phased Expansion for Cost Control
- Profitability-Driven Growth
- Diversification of Revenue Streams

Thank You

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Q&A

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RESOURCES

Backup Data Resources

Market Research:

- IDC Market Analysis 2023
- Gartner Magic Quadrant 2023
- Harvard Business Review Reports

Technical Documentation:

- AWS Service Documentation
- Cloud Native Computing Foundation
- Security Compliance Standards

Financial Benchmarks:

- SaaS Capital Metrics 2023
- PitchBook Reports 2023
- OpenView SaaS Metrics

Q&A

Business Model Analysis

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Cost Savings Analysis (Traditional vs Vori)

Monthly Savings Per Team: **\$2,000-3,000**

Traditional Meeting Costs

Per Hour Cost Breakdown:

- Meeting Room: \$30-50
- Participant Time ($5p \times \$40$): \$200
- Follow-Up Tasks ($30\text{min} \times 5p$): \$100
- Documentation: \$50
- Task Management: \$30

Total: \$410-430/Hour

Vori Solution Cost

Per Hour Cost Breakdown:

- Platform Fee: \$3-6
- Participant Time: \$200
- Automated Documentation: \$0
- Automated Task Management: \$0

Total: \$203-206/Hour

Source: Harvard Business Review Meeting Cost Research, 2023

Financial Projections

Year 1 (5,000 Teams)

Revenue:

- Basic (50%): $2,500 \times \$50 \times 12 = \$1.5M$
- Pro (30%): $1,500 \times \$100 \times 12 = \$1.8M$
- Enterprise (20%): $1,000 \times \$200 \times 12 = \$2.4M$

Total Revenue: \$5.7M

Costs:

- AWS: \$600K
- Team: \$420K
- Marketing: \$300K
- Others: \$180K

Total Costs: \$1.5M / Gross Profit: \$4.2M / Margin: 73.7%

Financial Projections

Year 3 (50,000 Teams)

Revenue:

- Basic (40%): $20,000 \times \$50 \times 12 = \$12M$
- Pro (35%): $17,500 \times \$100 \times 12 = \$21M$
- Enterprise (25%): $12,500 \times \$200 \times 12 = \$30M$

Total Revenue: \$63M

Costs:

- AWS: \$5.4M
- Team: \$2.4M
- Marketing: \$2.1M
- Others: \$1.1M

Total Costs: \$11M / Gross Profit: \$52M / Margin: 82.5%

ARPU

(Average Revenue per User)

Monthly Revenue Mix:

Basic: $\$50 \times 50\% = \25

Pro: $\$100 \times 30\% = \30

Enterprise: $\$200 \times 20\% = \40

ARPU = \$95/Team/Month

CAC

(Customer Acquisition Cost)

Monthly Marketing & Sales Cost: \$25,000

New Customers Per Month: 100

CAC = \$250 Per Customer

LTV

(Life Time Value)

ARPU: \$95

Gross Margin: 73.7%

Average Customer Lifetime: 24 Months

$$\text{LTV} = \$95 \times 24 \times 73.7\% = \$1,680$$

Pre-seed Valuation

Y1 ARR: \$5.7M

Growth Rate: 100%+ YoY

Gross Margin: 73.7%

LTV:CAC: 6.72

TAM(Total Amount Of Market): \$27.4B

Suggested Multiple: 8x

$$\text{Pre-Money Valuation} = \$5.7M \times 8 = \$45.6M$$

Why Cloud?

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WHY CLOUD?

On-Premise Setup



Monthly Costs

- Server Maintenance: \$5K
- Power & Cooling: \$3K
- IT Staff: \$15K+

Total: ~\$80/user/month at 1000 users



Initial Setup Costs

- Speech Processing Servers: \$100K+
- Storage Systems: \$50K+
- Network Infrastructure: \$30K+
- Setup Labor: \$20K+

High initial costs: \$200K+.
Fixed costs regardless of usage.

WHY CLOUD?

Operational Advantages of Cloud

Scalability

- Instant capacity adjustment
- Global availability
- No hardware limitations

Maintenance

- Managed services
- Automatic updates
- 24/7 support

Security

- AWS compliance certifications
- Regular security updates
- Enterprise-grade protection

WHY CLOUD?

On-Premise Challenges

Scalability

- Hardware procurement delays
- Manual scaling
- Geographic limitations

Maintenance

- Dedicated IT team required
- Manual updates
- Limited support

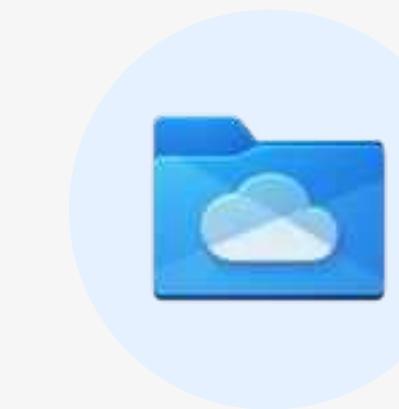
Security

- Custom security implementation
- Manual updates
- Limited certifications

WHY CLOUD?

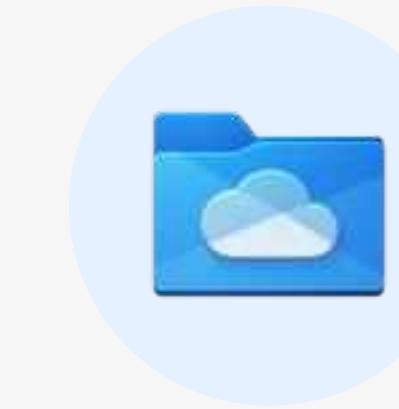
Time-to-Market Comparison

Initial Setup: **3-6 months**



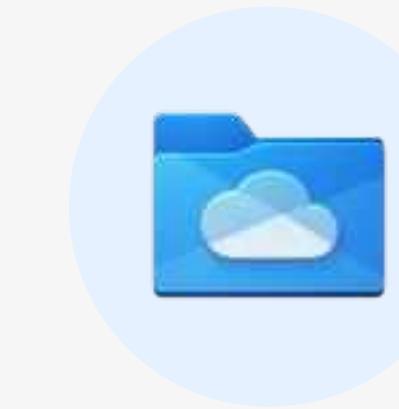
Initial Setup: **1-2 weeks**

Scaling: **Weeks/Months**



Scaling: **Minutes**

Geographic Expansion:
Months



Geographic Expansion:
Days

WHY CLOUD?

Key Advantages for

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**Real-time
Processing**



Storage Flexibility



**Global
Accessibility**



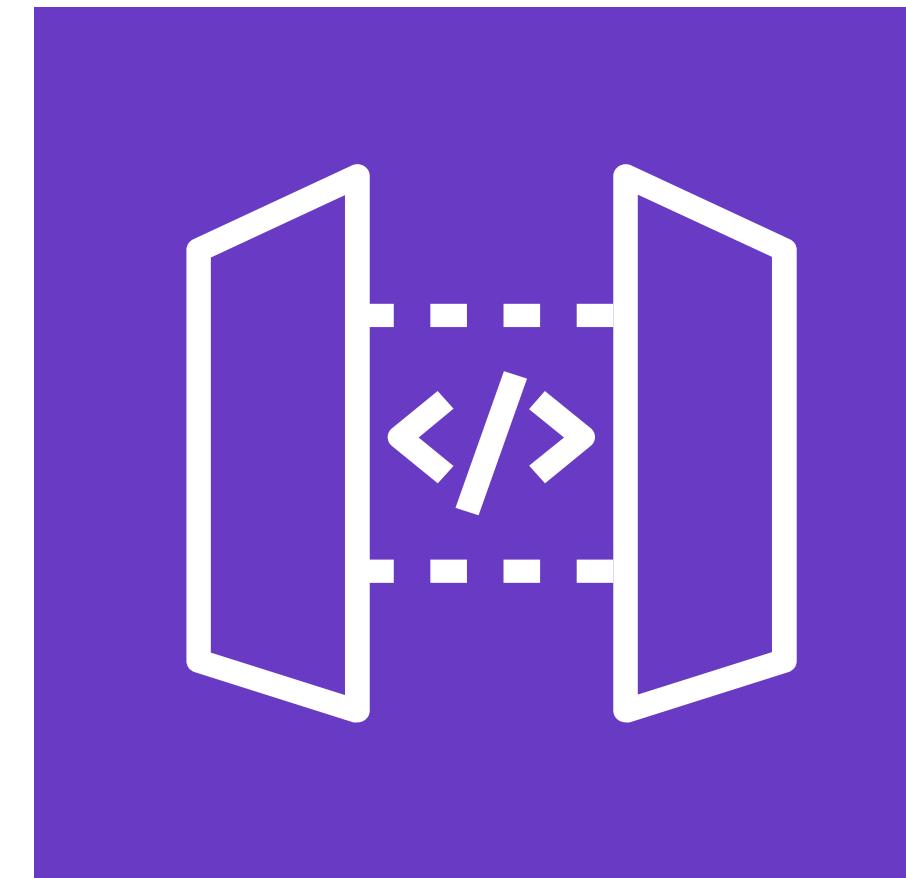
Cost Efficiency

Cost Detail

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Cost Estimation

Costs by API Gateway: 0.66 USD Per Month



330,000 Requests per month

Requests per person: 15 requests per day (1 request per minute for 15 minutes)

For 1000 people: 15,000 requests per day

For 1 month (22 days): 330,000 requests per month

640kb per each Requests

The size of a webm audio file with an average quality of 64kbps: approximately 480 KB per minute.

When encoded in Base64, the size increases by a factor of 4/3.
 $480 \text{ KB} \times 4/3 = 640 \text{ KB}$ (Base64).

Cost Estimation

Costs by Lambda: 0 USD Per Month



330000 Number of Requests

Requests per person: 15 requests per day (1 request per minute for 15 minutes)
For 1000 people: 15,000 requests per day
For 1 month (22 days): 330,000 requests per month

100ms, 170ms duration of each Reauests

Average time to send audio buffer to MSK: 0.1 Seconds, Average time to move audio buffer to S3: 0.2 Seconds

128MB of memory allocated 512MB of ephemeral storage allocated

Memory Setting

220000 Number of Requests

1 month = 22 days
1000 people
 $22 \times 1000 = 220,000$

1000ms duration of each Reauests

Average time to process audio buffer and shift it to Transcribe or Bedrock

1024MB of memory allocated 1024MB of ephemeral storage allocated

Memory Setting

Cost Estimation

Costs by AWS MSK: 129.86 USD Per Month



Broker size: t3.small
Number of broker nodes: 3
Storage per Broker: 100GB

Broker setting to handle audio buffer

Cost Estimation

Costs by AWS S3: 0.32 USD Per Month



14GB Storage Per Month

$(640\text{KB} \times 22,000) / (1024 \times 1024) = 14\text{GB Per Month}$

Data Transaction = Cost Free!

Data transfer between Lambda and S3 within the same region is not charged.

Cost Estimation

Costs by Amazon Transcribe: 7200 USD Per Month



330000 Minutes

Time spending per meeting: 15 minutes
For 1000 people: 15,000 requests per day
For 1 month (22 days): 330,000 minutes per month

Cost Estimation

Costs by Amazon Bedrock: 2535.9 USD Per Month



11,521,200,000 number of input tokens

Calculation:

Total Input Words × Average Tokens Per Word / text{Total Input Words} \times text{Average Tokens Per Word}

Total Input Words × Average Tokens Per Word

Example: If the total input words are 76,808,000 and each word averages 1.5 tokens, the input tokens are
 $76,808,000 \times 1.5 = 115,212,000$
 $76,808,000 \times 1.5 = 115,212,000$.

386,100,000 number of output tokens

Calculation: Output tokens depend on the average response length relative to input.

Example: If responses generate tokens at 50% of input length, output tokens would be
 $115,212,000 \times 0.5 = 57,606,000$
 $115,212,000 \times 0.5 = 57,606,000$.