

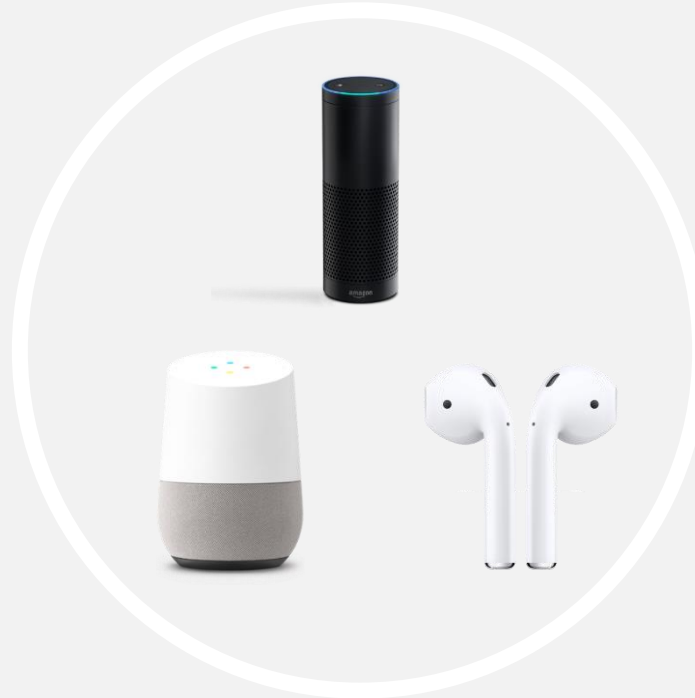


| Aaron.ai |

PLUG & PLAY VOICE AUTOMATION

HIGHLY CONFIDENTIAL

In 2025, companies use AI to avoid phone calls just like they avoid letters today



ALREADY TODAY

22%

of US households own
Alexa-enabled devices

Today, companies of all sizes lose business due to limited service availability and quality

8%

CUSTOMER CHURN
due to low service quality*

20%

LOST BUSINESS
due to missed calls**

* Recurly research, 2016

** TeluxHD Research, 2018

The prevailing market alternative, call-centers, come with significant drawbacks



Paid by „bums-on-seats“

DRIVEN BY MANUAL LABOR

creates a cost baseline
that cannot be undercut



*Oh,
really?*

QUALITY ISSUES CAUSED BY CHURN

requires costly
monitoring



*Please
hold...*

HUMAN-CAUSED LIMITATIONS

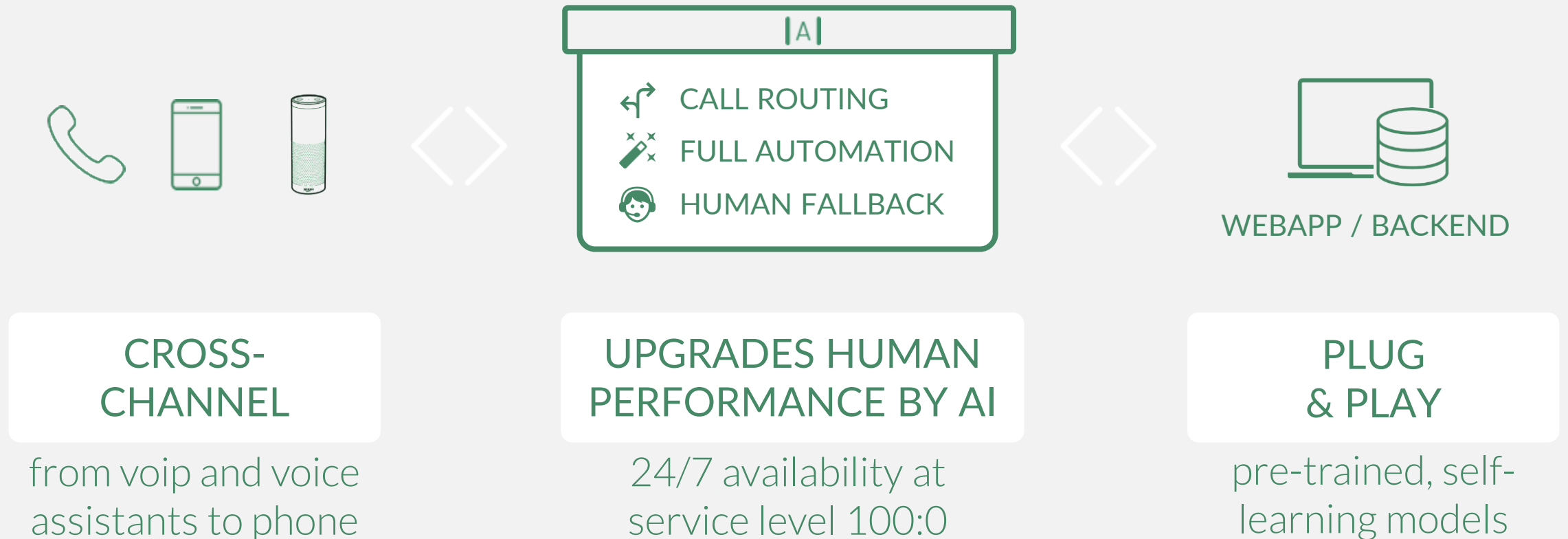
extra cost for 24/7 &
immediate service



Globally, companies spend >70bn € p.a. on callcenters!*

* Radiant Insights Report, 2016

Aaron's AI-powered call-center combines the best of AI and human capabilities



We start with a low-barrier entry product & extend it to get relevant for all businesses



SME ASSISTANT AS A COMPLEMENT

human assistants as default, using AI
phone assistant as fallback



SME ASSISTANT AS A SUBSTITUTE

AI phone assistant as default,
using human assistants as fallback



AI-POWERED CALLCENTER FOR ALL BUSINESSES*

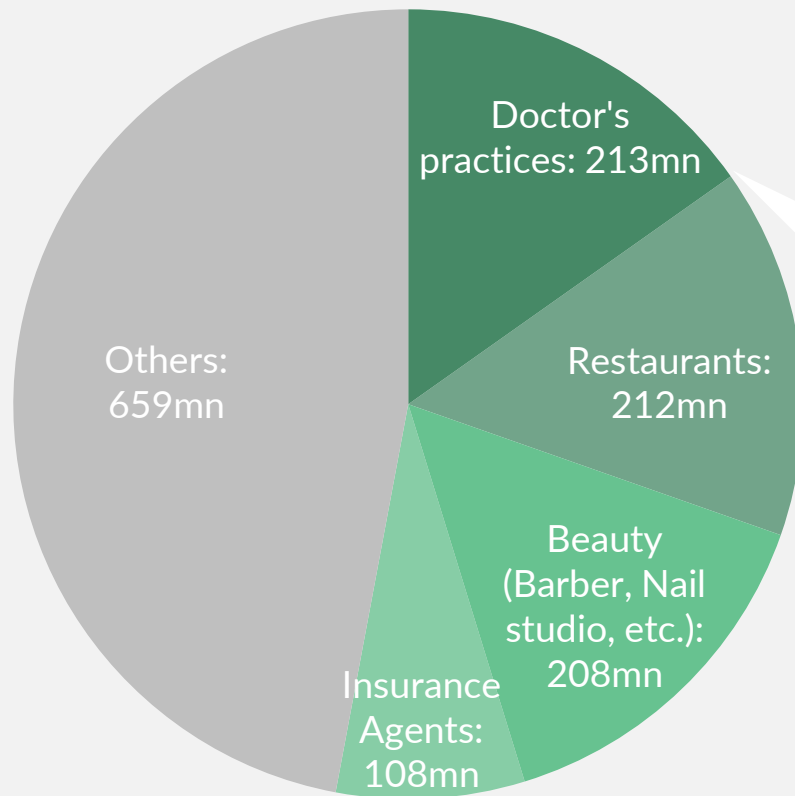
allowing customers to configure their
AI-powered callcenter as needed

Why SMEs first?

- Product is complementary to internal human assistants of SMEs
- SMEs accept fewer and more homogeneous features
- SMEs have shorter sales cycles

* Comparable to successful growth
story of Salesforce, cf. Harvard
Business Review, 2015

Out of the global 70bn market, we start with the 1.4bn EUR niche of SMEs in Germany

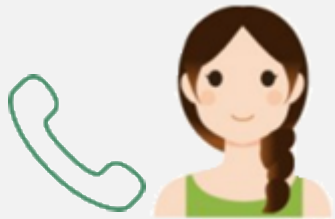


Σ 1.4 BN (GERMANY)

We start with Doctors because of...

- Good timing: law requires connection to health IT network in 2018 anyway
- High call volume: even small doctors receive 100 calls/day or more
- Very homogeneous use cases: appointment making is >50% of calls

Watch in our demo how we enable doctor practices to focus & never lose business again



WebApp

ASSISTANTS SAVE 4H
PHONE TIME/DAY

NEVER LOSE
BUSINESS, 24/7

REGAIN FOCUS ON
PRACTICE WORK

SMEs accept our SaaS pricing due to the high business value

STARTER	MEDIUM	LARGE	Custom
75 €/m*	150 €/m	400 €/m	Custom
for handling up to 300 calls per month**	for handling up to 1,000 calls per month	for handling up to 4,000 calls per month	for handling >5,000 calls per month
Annual billing***	Annual billing	Annual billing	Annual billing

MONTHLY CASH
IMPACT****
(FOR LIVE DOCTOR PILOT)

+570 €

+1,375 €

+2,650 €

>3,300 €



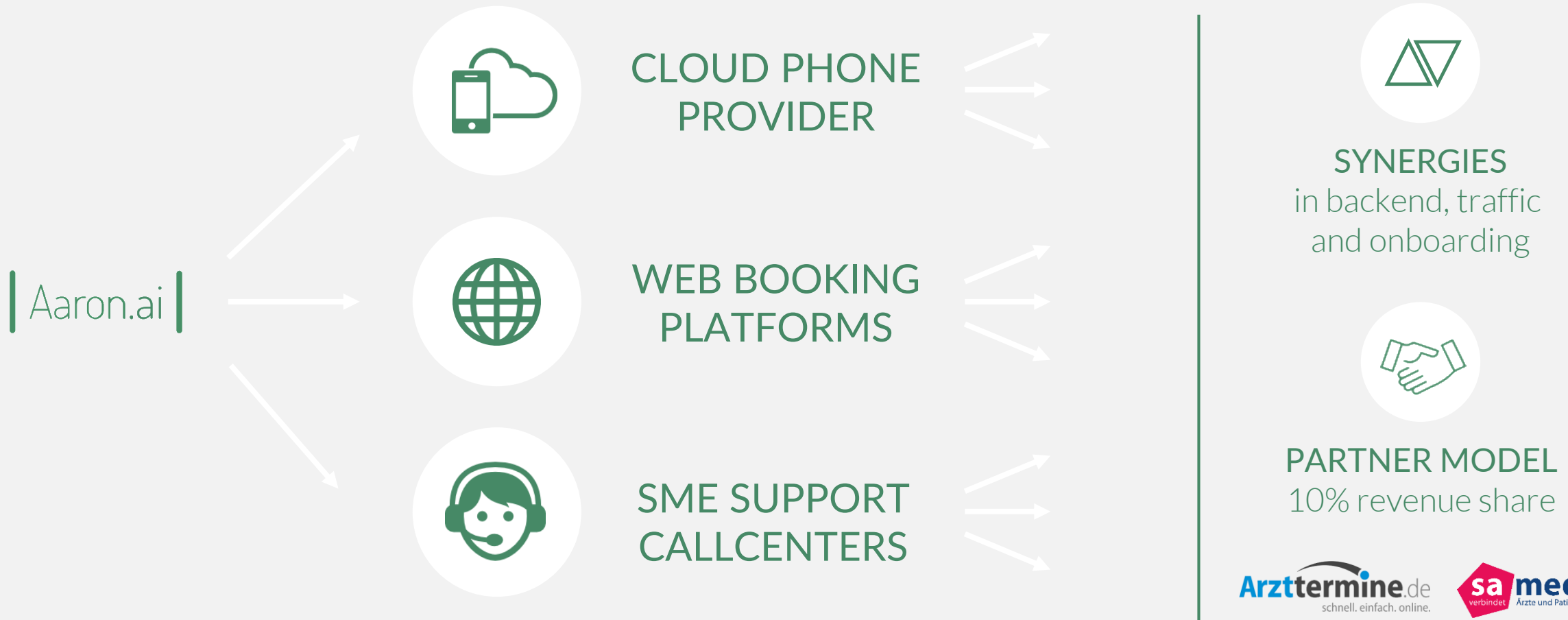
* All prices were validated with customers and partners

** Only finished calls are counted

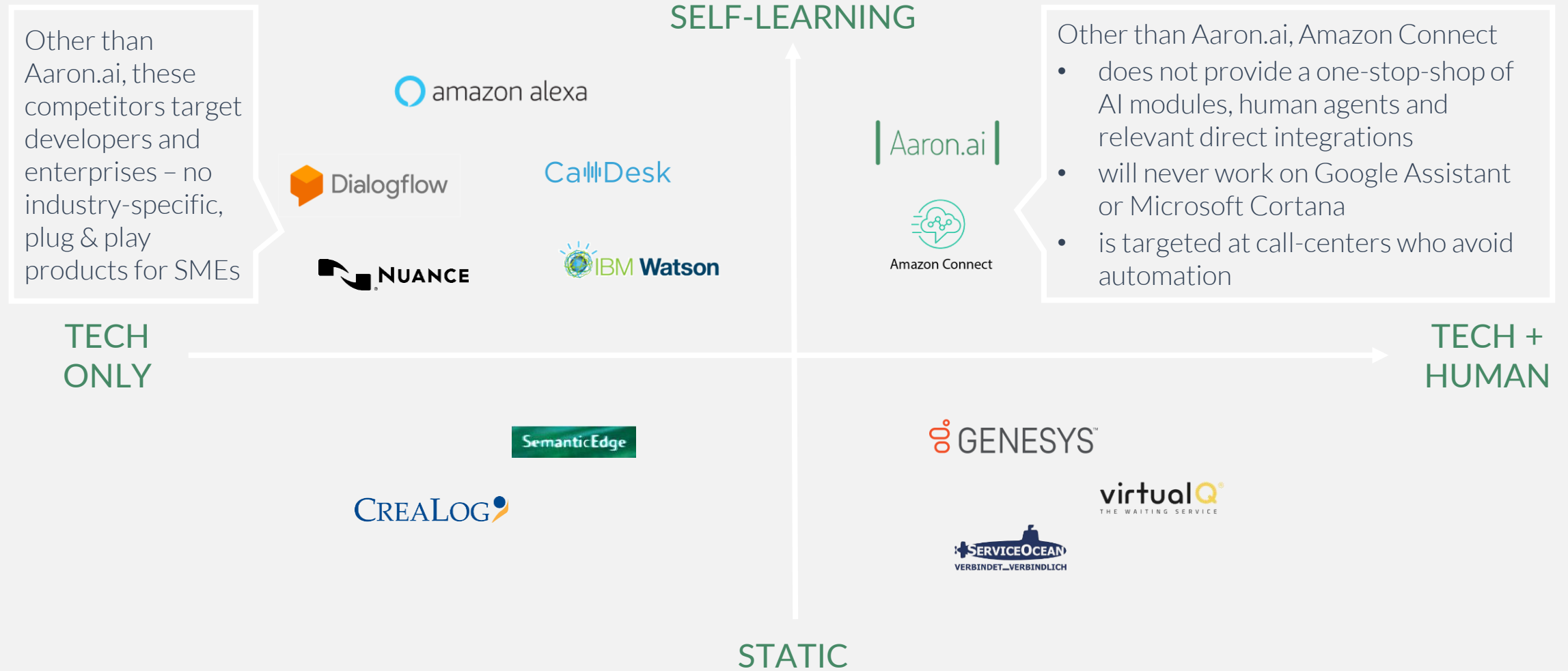
*** All prices 15% higher if customers choose monthly billing

**** Exemplary calculation for pilot doctor's practice („starter“ package) in backup

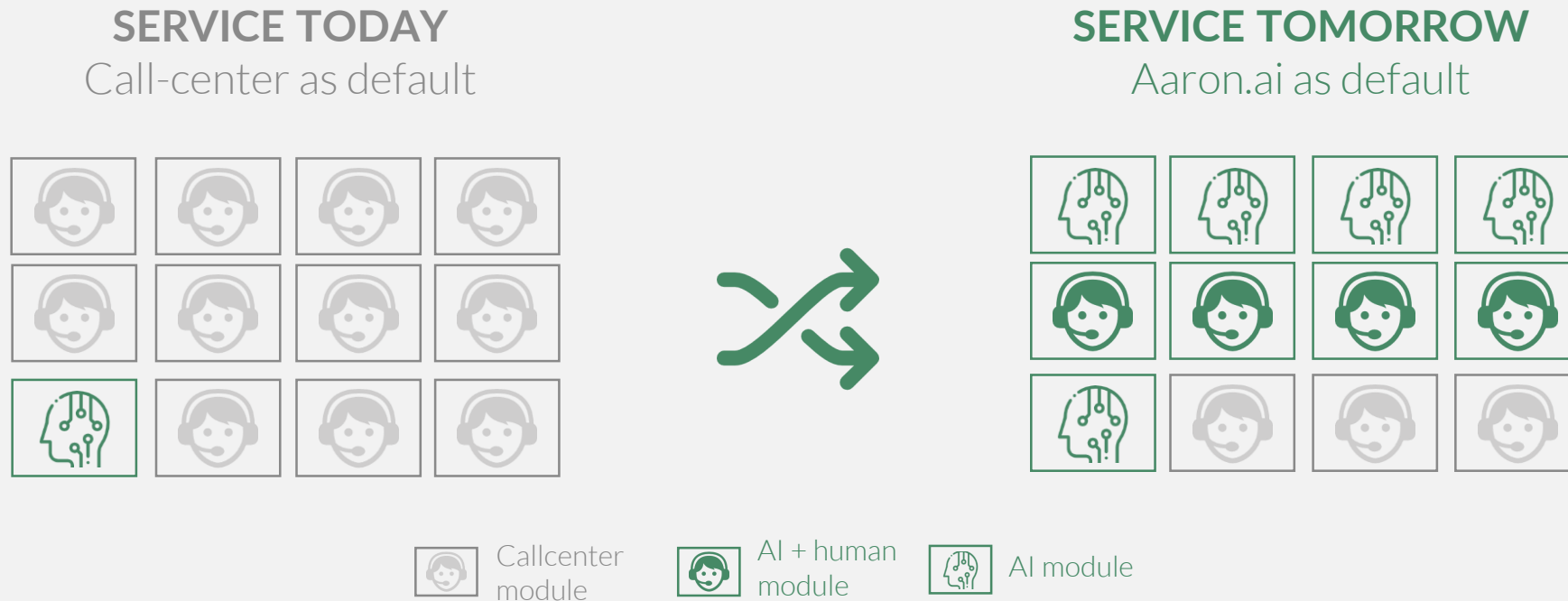
We distribute the product via partners to reduce acquisition & backend costs



Our integrated offering with call-center partners stands out from competitors



Our vision is to become Salesforce for voice



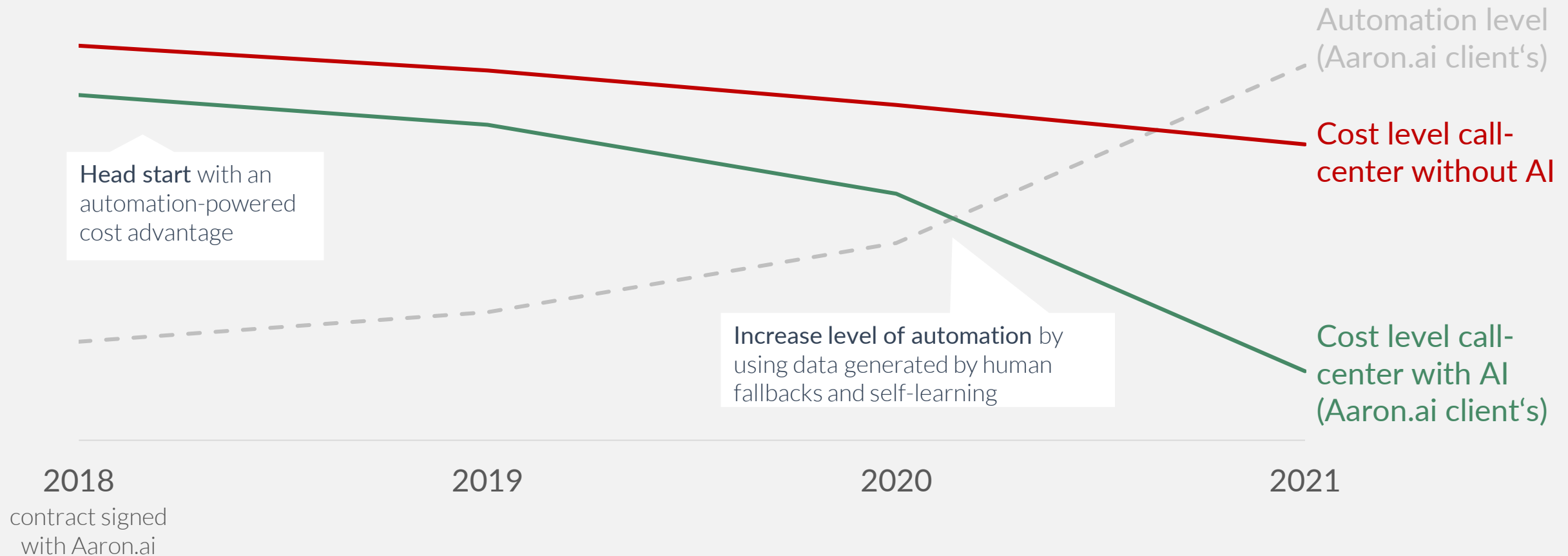
To prove that call-centers are willing to become the human fallback, we signed partnership agreements with call-centers that employ >40k agents

Transcom

regiocom

it e c
systems AG

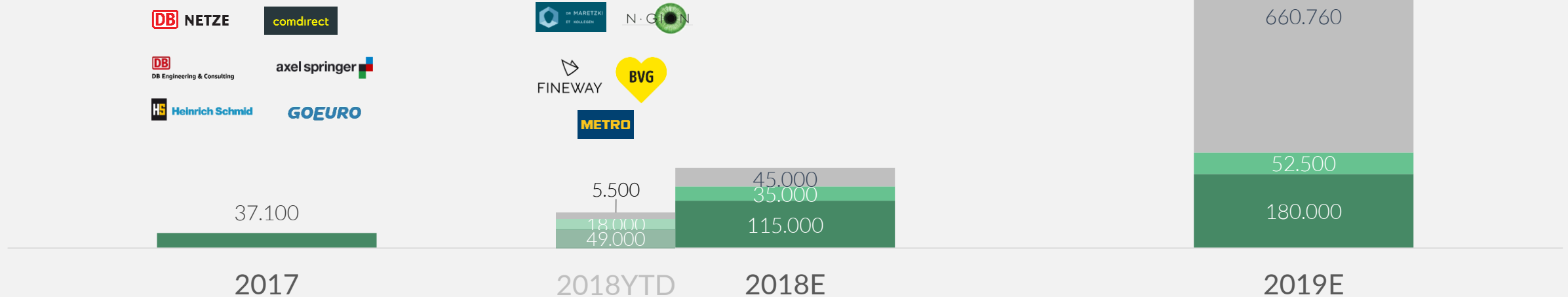
To create a moat, we use data from operations to incentivize loyalty



We have gained momentum in the first quarter of 2018

- SME Annually Recurring
- Enterprise Annually Recurring
- Enterprise fixed

ACTUAL AND EXPECTED SALES (cumulated actual+committed revenue, €)



Brought AI modules live to several businesses of all sizes:

- 94% accuracy in live production of DB Netz
- >1,000 users of GoEuro skill

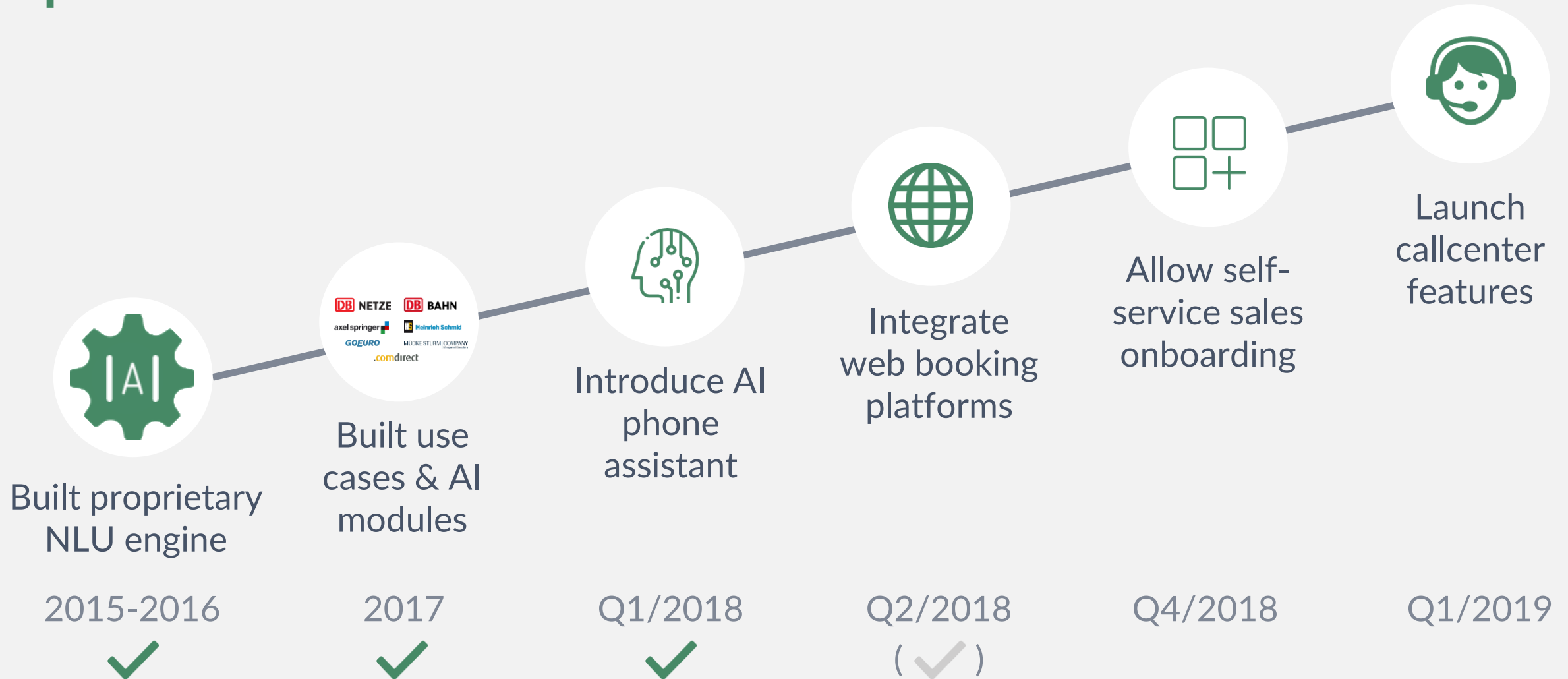
Proved enterprise relevance and built momentum with SMEs in Q1 2018:

- doctor pilots live & agreement with arzttermine.de to sell to 2,800 doctors
- 10 restaurant pilots via Metro signed

Goal for series A: sign 350 SMEs

- leveraging partners' sales forces
- automating direct sales
- building up referral program

We build on a proprietary NLU engine and production-tested AI modules



The team has a proven track record

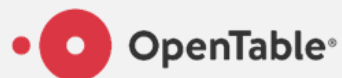


TOBIAS WAGENFÜHRER
CEO

McKinsey&Company



RICHARD VON SCHAEWEN
CSO



UNIVERSITÄT
MANNHEIM



IWAN LAPPO-DANILEWSKI
CTO



JUSTUS-LIEBIG-
UNIVERSITÄT
GIESSEN

ADVISORS &
INVESTORS



Karl-Heinz Flöther
Superv. board Dt. Börse



Tönnies von Donop
Ex MD Accenture



Prof. Niels Pinkwart
HU Computer Science

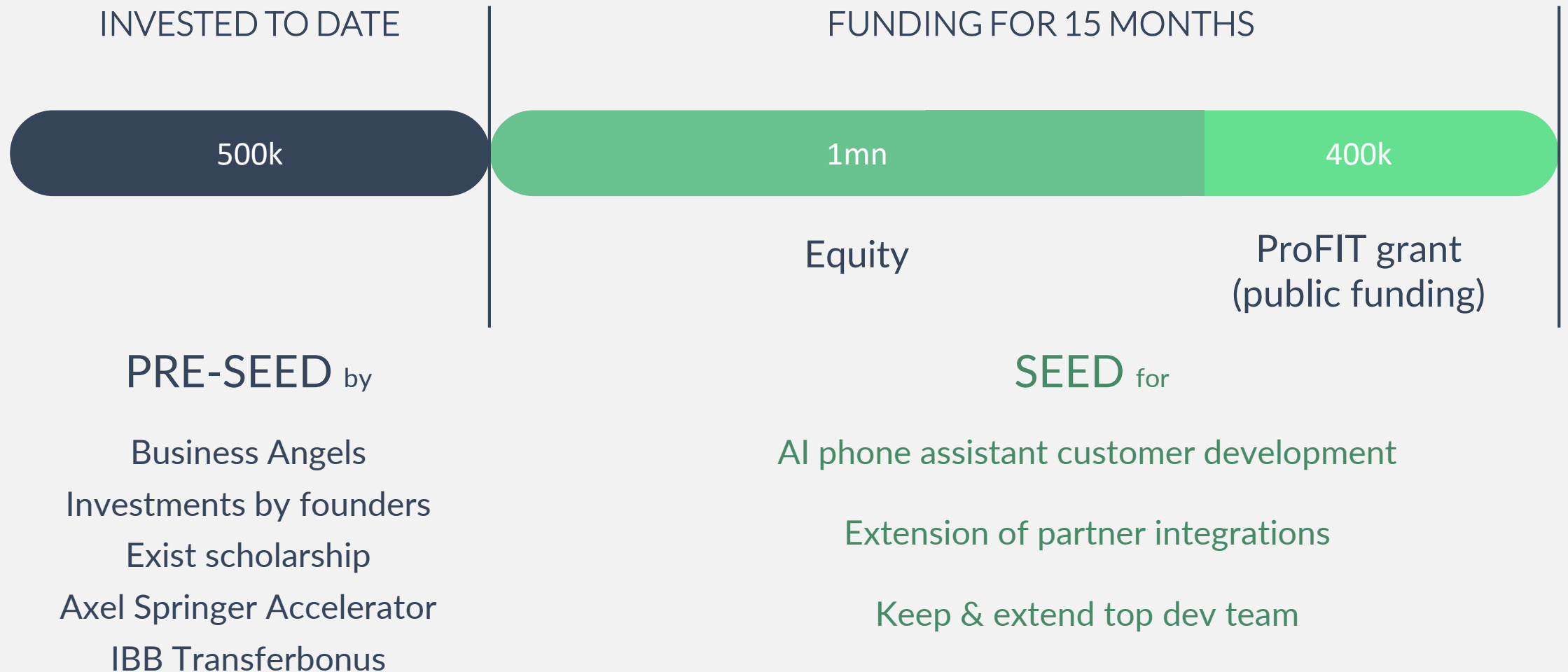


Michael Mücke
Owner Digital Consultancy

DEV TEAM



We are raising 1.4mn EUR – existing angels already committed to invest again



Want to be part of our journey? Let's talk!



Tobias Wagenführer

CEO & Finance

tobias.wagenfuehrer@aaron.ai

[SCHEDULE AN APPOINTMENT](#)

aaron.ai | @aarondotai

BACKUP

The value-add for a small specialist doctor is 570€ per month or higher

1,500	Incoming calls/month	1,5	Assistants (MTA)
x 20%	Missed calls (routed to Aaron.ai in fallback mode)		
= 300	Incoming calls/month (starter)	= 0,3	Assistant time for catch-ups
x 3%*	Share of calls by new patients	x 2500€	Monthly salary
x 60€**	Min. value per new patient		
x 50%	Calls to make appointments		
= 270€	for recovered revenues	= 375€	for practice efficiency gains
	- 75€	monthly price - Aaron .ai	
	= 570€	net business value	

* Ranges from 2-11%, depending on doctor type

** Ranges from 30-120€, depending on doctor type