"ALEXA PROJECT" SOCIETAL IMPACT
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The Problem: We don't have a receptionist at the Tricon Infotech New Jersey, USA office. No one is on the front line to answer calls, receive packages, deal with clients, or greet visitors.

The Solution: In lieu of a human receptionist, we have a virtual one - *Team Supernova's Alexa Skill* which is built on Amazon Echo's Alexa Skill platform.

How it Works: Amy is here to see her husband Vikash. Her husband Vikash is currently in a meeting. Amy, however, doesn't know he's in a meeting and is a bit lost when she walks into his office and sees he's not there. Instead of experiencing this runaround, Amy approaches one of Team Supernova's Alexa Skills in the lobby, states that she is there to see Vikash, and is instructed to sit in the waiting area while he is in his meeting.

[INSERT ALEXA SKILL DEMONSTRATION UP UNTIL "Have a seat..."]

While she is waiting, Amy can interact with the Alexa Skill device, listening to fun facts about Tricon Infotech and learning more about the Triconites who work there.

[INSERT ALEXA SKILL DEMO OF TRICON QUESTIONS: PHONE NUMBERS, SERVICES, ETC]

Call to action: Is it possible for this Alexa Skill to become a business? Yes! Amazon's Alexa could bring the U.S. e-commerce giant $10 billion of revenue by 2020, according to RBC Capital Markets. RBC projected that 60 million Alexa devices will be sold in 2020, bringing the total install base to around 128 million. By 2020, Amazon could have 500 million active customers globally. Assuming a 40% adoption rate in the U.S. and 25% internationally, 60 million Alexa devices sold that year. Assuming a two-year-replacement cycle and $85.00 average selling price, this would generate $5 billion in revenue in 2020.

The future: Almost all of us can board a plane without having to wait in line at the airport check-in. We can watch a movie without having to stand in line at the box office. We can use the self-checkout machine at a convenience store, even order food at restaurants virtually. Why isn't this feature more widespread? Giving customers a choice between human and AI interaction and easing the workload of employees on the frontline is what Supernova's Alexa Skill does best.

Example: HOTEL

Tom, a 42-year-old single father from Germany and his two daughters have recently arrived at their hotel in Hawaii for vacation. After about a day's worth of travel and a tropical thunderstorm, they're soaking wet, exhausted, and Tom is rather on edge after seeing his daughter accidentally drop her phone in a puddle. He simply wants to go upstairs, take a moment to dry off and regain his composure, and eventually enjoy Hawaii with his kids. Standing between him and his warm, dry, suite-with-a-view are two receptionists who seem to be in over their head with a long line of grumbling, equally soaked guests waiting to be helped. It looks to Tom like it will be a 15 minute wait, and on top of everything else, he can only speak German!

It would be nice in situations like this if Tom had the *choice* to check-in to his room with an efficient, hands-free, virtual assistant who he knows could speak his language. In the future, Our Alexa Skill could help him confirm his reservation, provide regulatory info about the hotel, assist in setting up his room key app, and even give him tips about his stay (like the location of the nearest cellphone repair shop for his daughter…) - all in German.

We see our Alexa Skill not only being used to aid receptionists and give out information to guests, but to bring technology and ease to places that are far slower at adopting technology that removes the need for manual registration. Alexa Skill is a customer centric product all about choice, information, and ease.