

asya.ai

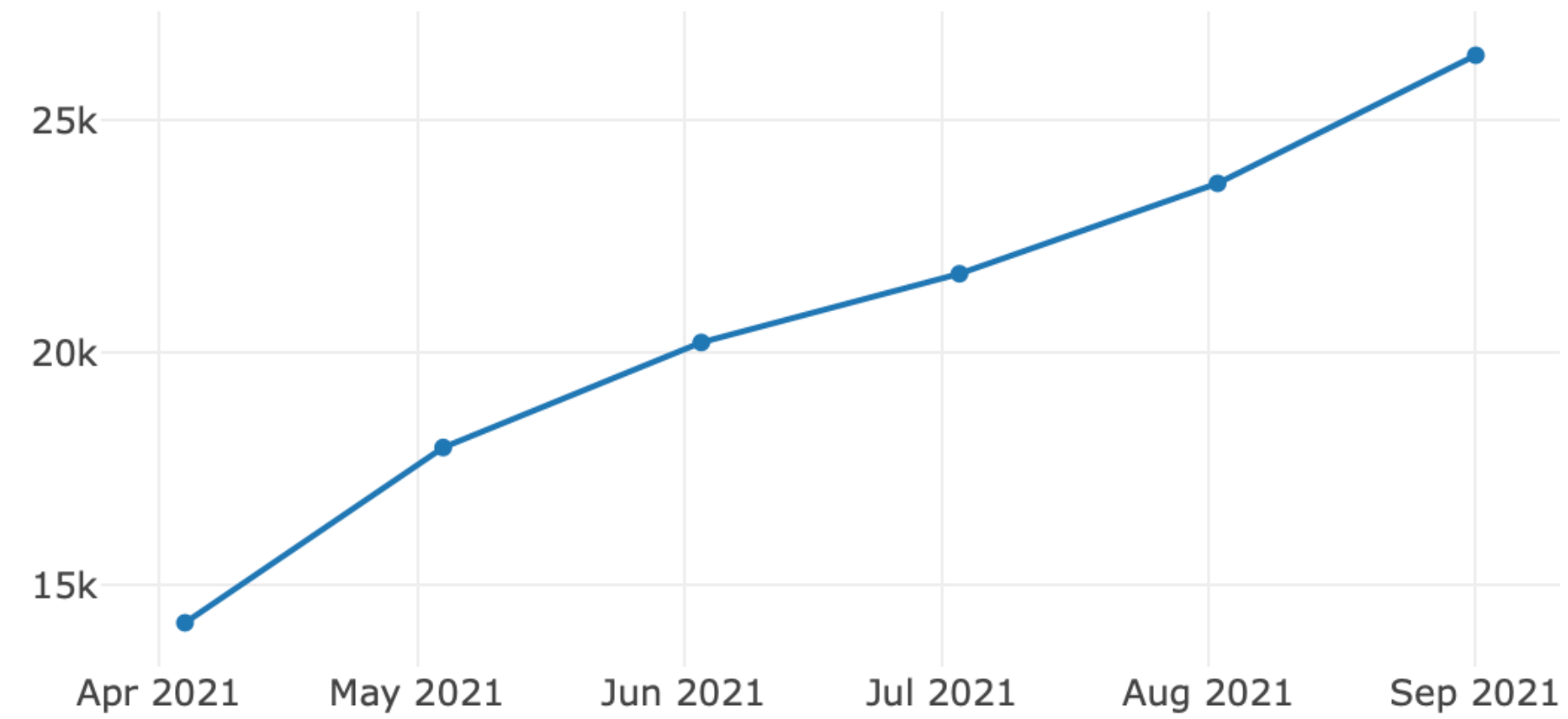
Investor report, September 2021

Priorities

1. B2B - pitchpatterns.com (BDO, Evolution Gaming, DynaTech)
2. B2C app - Integration with Our.Love
3. AI - Dataset cleaning/Labeling, improving models

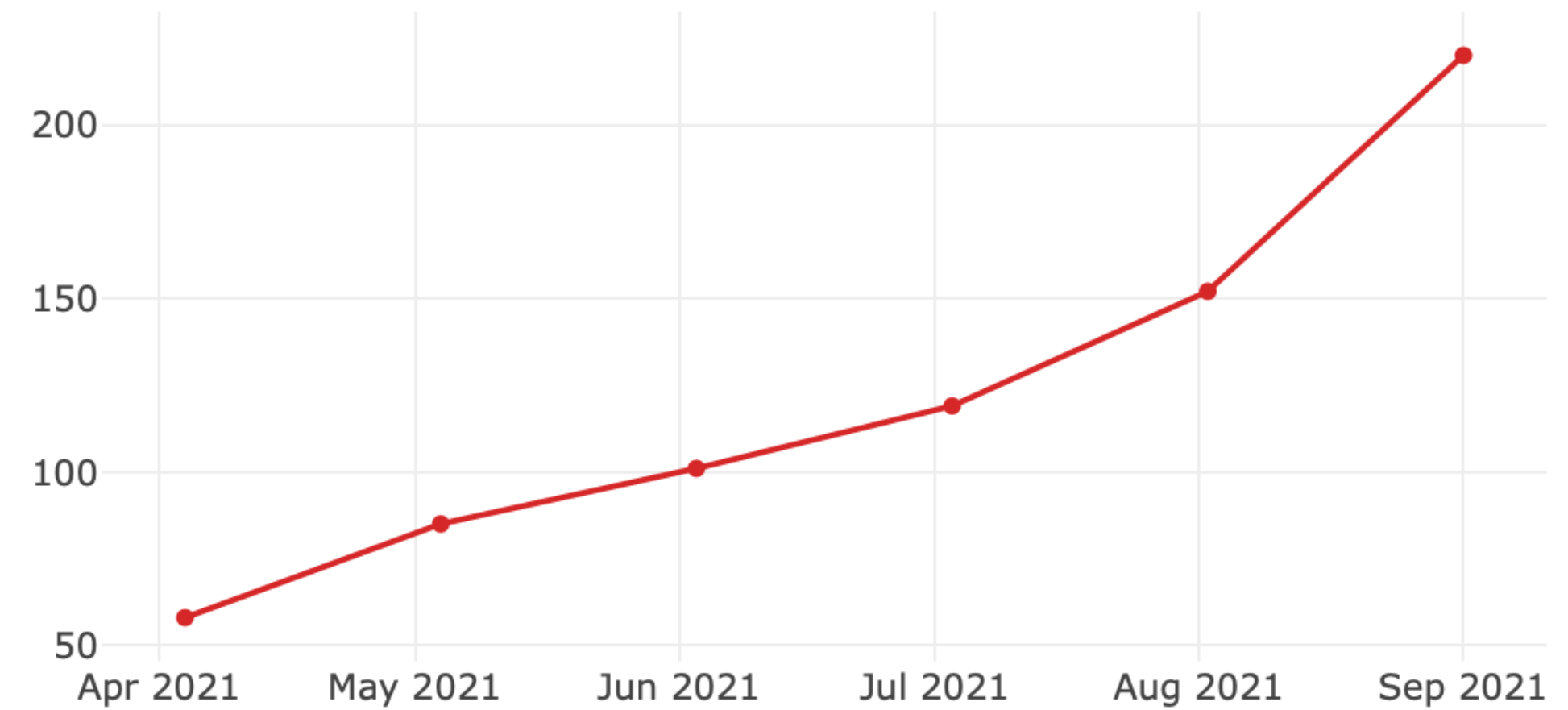
Growth

Users



▲ 10.3% MOM
from 23903 to 26382

Subscribers (active)



▲ 20% MOM
from 185 to 222

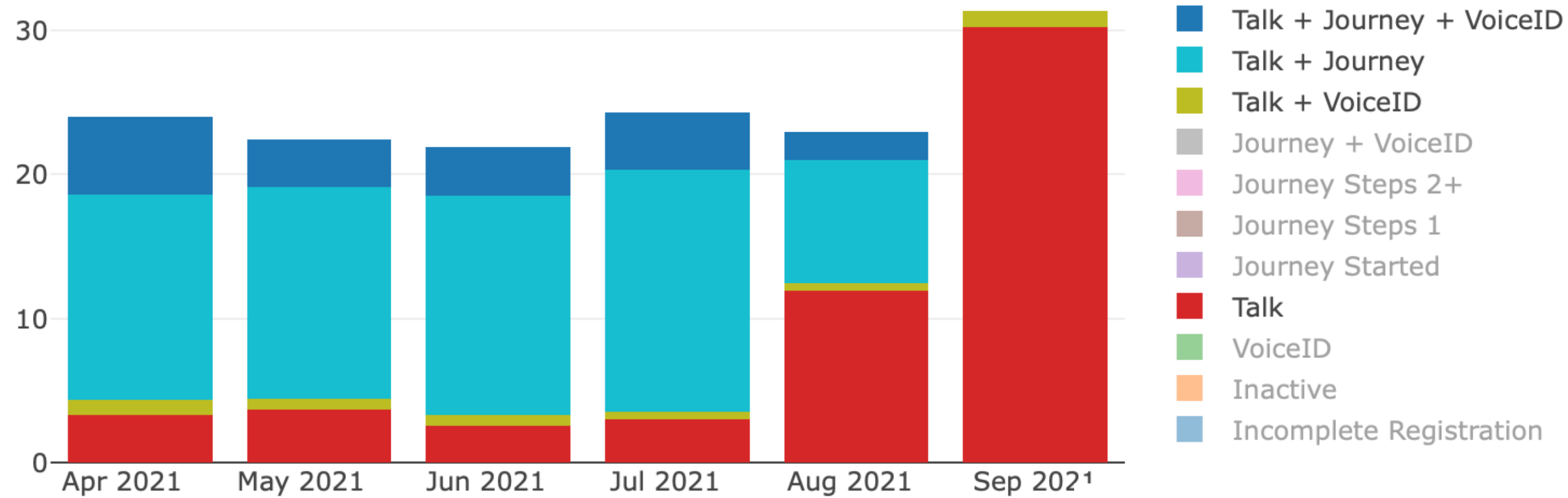
Weekly retention of active users

18% - 11% (3 weeks)

Date	People	1	2	3	4
8/1/2021	678	100%	19.62%	12.68%	
8/8/2021	665	100%	19.40%	10.83%	
8/15/2021	711	100%	18.14%	12.24%	
8/22/2021	751	100%	16.51%	10.79%	
8/29/2021	889	100%	20.70%	11.59%	
9/5/2021	936	100%	19.87%	11.54%	
9/12/2021	1215	100%	20.08%		
9/19/2021	1040	100%	15.10%		

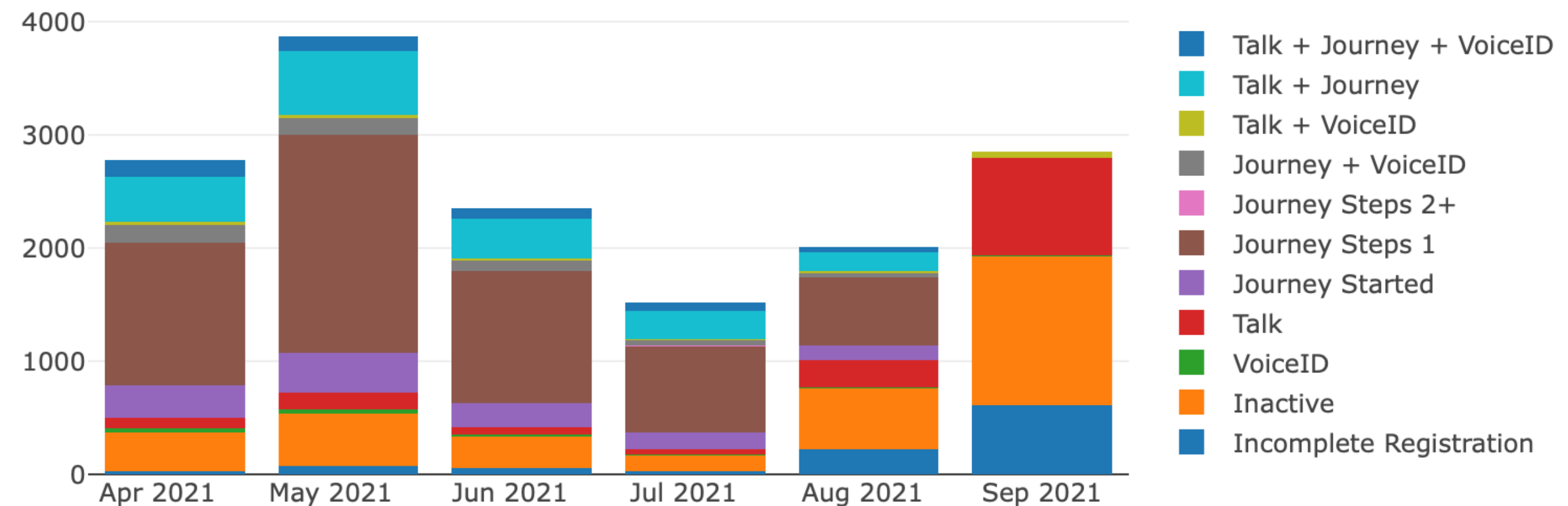
Improved active user percentage 23% to 31% With new onboarding

Funnel



User growth picks up again

Funnel Absolute



14:37

happy, sexy, satisfying marriage

Quality time tool for busy couples to grow closer to each other.

Sign up with Apple

Sign up with Google

Sign up with E-Mail

Already a member? Log in

9:41

Let's get started

Language _____

Name _____

Email _____

Next

14:38

Unlike other big tech companies, Asya is an ethical AI company and doesn't store the contents of conversations.

We are **GDPR** compliant. To ensure the best experience for you, would you like to receive emails from us? Please check if you agree.

Check this to indicate that you have read and agree to the **Terms of Services** and **Privacy Policy**.

Next

9:41

Optional information for better product experience

Age
Not specified

Gender
Not specified

Complete

9:41

Why use the app?

Weekly couple time can decrease divorce

Study by National Marriage Project at the University of Virginia

Continue

14:39

How to use app?

Repeat weekly

Continue

Back

14:39

What will you do about kids to find a time?

We will put them to sleep

Someone will watch kids

No kids, We have plenty of time :)

Continue

Back

14:39

Where will you have a date?

Restaurant

During a walk in a park

In the bed before a physical activity :)

Continue

Back

9:41

When will you talk using Closer to you app?

I will talk now

I will talk this weekend

Schedule a weekend conversation now

No thanks, Continue

9:41

Notifications

Choose which notifications you approve for?

Useful tips and motivational "nudges" about relationship healthy and wellness

Smart notification about your emotional and conversational insights

Updates about new content

Next

9:41

Quality Time for Married Couples

All Premium Conversations (Included "Spicy Sex")

Unlimited time for AI Emotional and listening feedback

Post conversation feedback

MOST POPULAR

3 Day Free Trial
5.99/Week after Trial Period

SAVE -75%

3 Months for \$19.99
1.53/Week Billed Every 3 Months

Terms & Conditions Privacy Policy

12:01

Finish your setup:

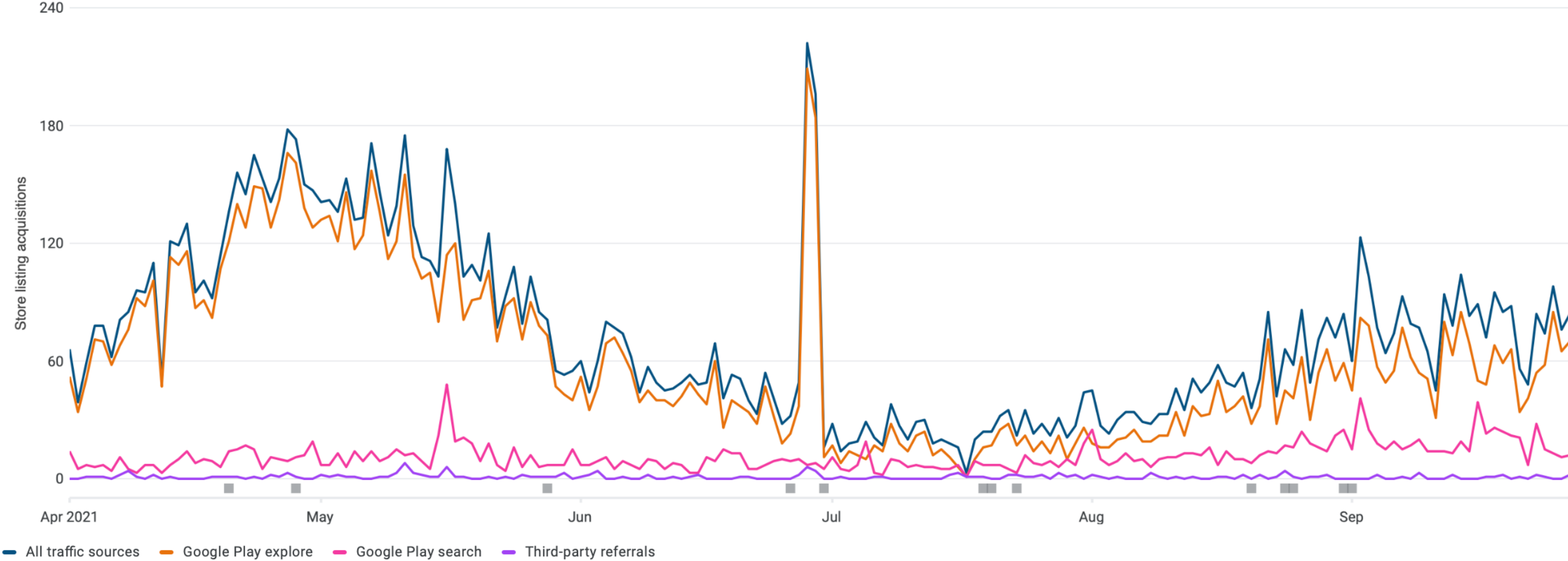
We're so happy to welcome you. Have a great day and feel free to finish setup.

- Sign Up
- Plan place and time for a date
- Start a Talk together with a partner

Me Talk Relationship Shop

PlayStore / AppStore traffic slowly recovering

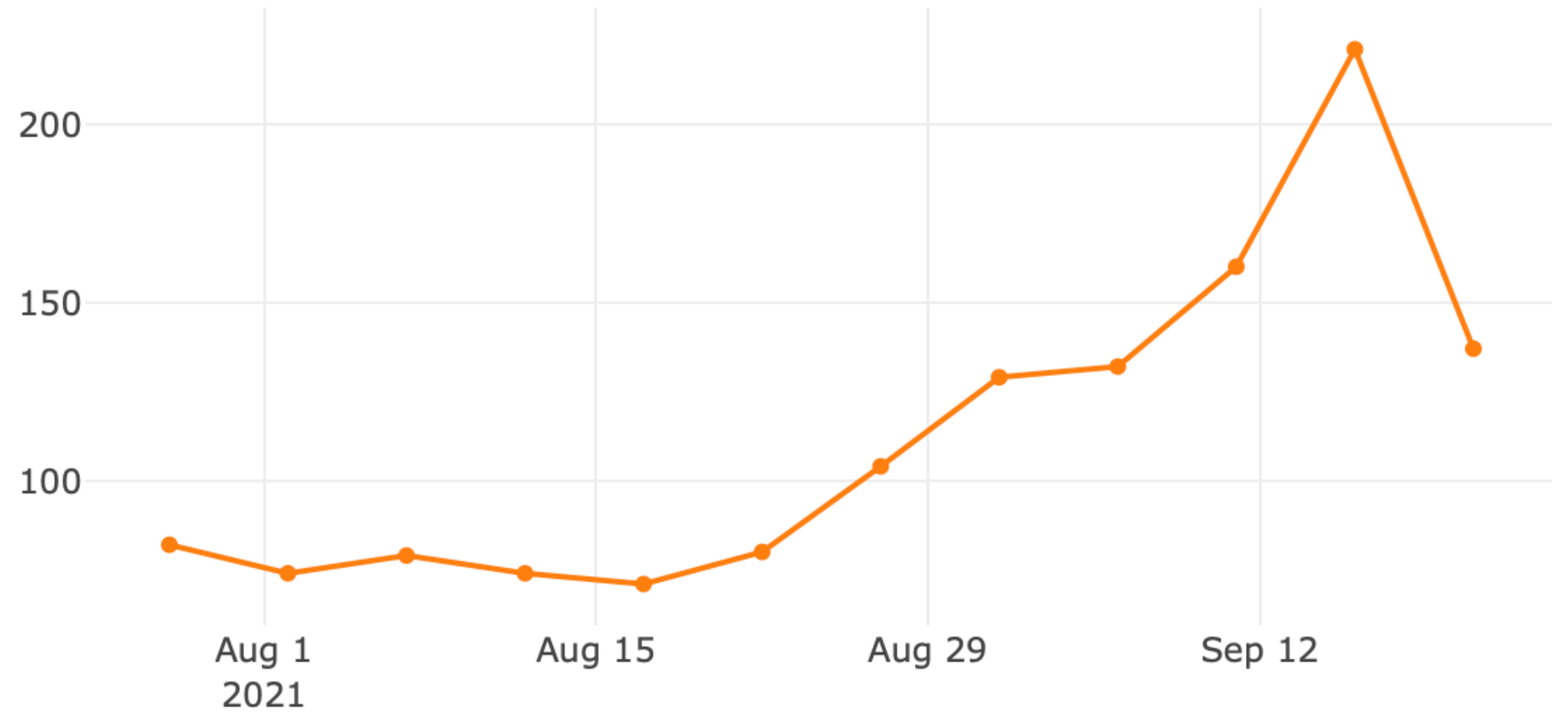
1 Apr 2021 – 27 Sep 2021



Weekly Active Users

Talk: ▲ 160 weekly (target 100)

▲ 31% of all new users



App revenue

Search Ads (6-13.09.2021 (12:00) Sweden, Search match on							
Keyword	CPA (avg)	CPT (avg)	Impressions	Taps	Instals	TTR	CR
Couples game	1.71	0.86	54	8	4	14.82%	50%
par spel	3.87	1.93	120	6	3	5%	50%
couple game	6.30	1.58	32	4	1	12.5%	25%
relationship questions	6.88	1.72	28	4	1	14.29%	25%
spel for par	3.64	3.64	5	1	1	20%	100%
SPENT FOR TEST: 120 EUR							
Search Ads (6-13.09.2021 (12:00) USA, Search match on							
christian marriage	7.21	3.09	102	7	3	6.86%	42.86%
marriage counseling	5.09	3.39	15	3	2	20%	66.67%
five love languages	3.33	3.33	2	1	1	50%	100%
relationship game	8.90	2.97	50	3	1	6%	33.33%
21 questions	1.41	1.44	45	1	1	2.22%	100%
gottman	1.93	1.93	18	1	1	5.56%	100%
couples games	2.15	1.07	29	2	1	6.9%	50%
conversation	1.27	1.27	22	1	1	4.55%	100%
conversation	1.61	1.61	23	1	1	4.35%	100%

Cheapest keyword CPA = 1.71

Minimum CPA that is profitable = 1.08

Only way to make profit is to let grow organically with 10% MoM and use Our.Love deal

Lifetime better for weekly

monthly: 29 days

weekly: 21 days

monthly: 7.40 → 6.43 · 1 → 6.43

weekly: 5.99 → 5.2 · 3 → 15.6

Retention - Weekly (Paid)

1st week: 75%

2nd week: 45%

3rd week: 25%

4rd week: 25%

5 week: 20%

6 week: 20%

7 week: 20%

8 week: 20%

9 week: 6%

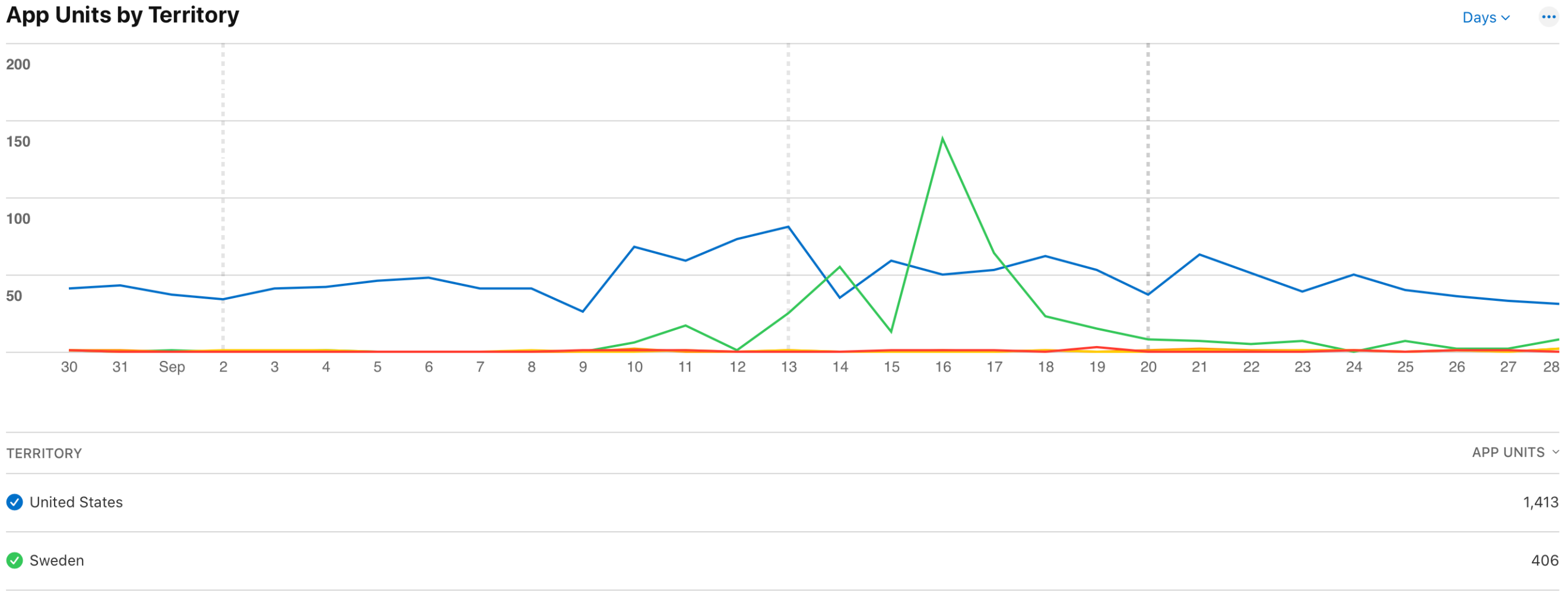
10 week: 4%

$$LTV = 5.2 * 0.75 + 5.2 * 0.45 + 5.2 * 0.25 + 5.2$$

$$* 0.25 + 5.2 * 0.20 + 5.2 * 0.20 + 5.2 * 0.20 + 5.2 * 0.20 + 5.2 * 0.06 + 5.2 * 0.04 = 13.52$$

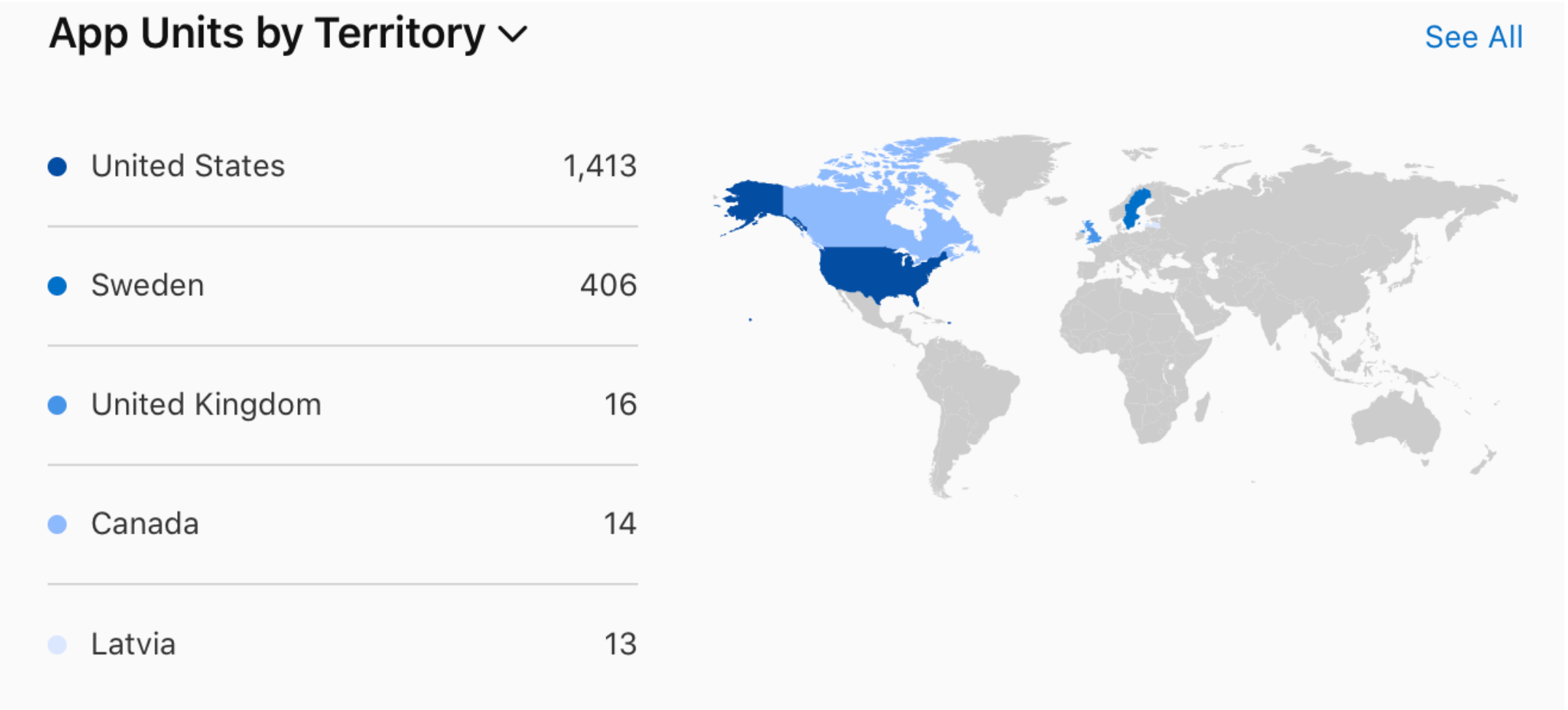
$$Conv * LTV = 0.08 * 13.52 = 1.08 \quad \text{(CPA)}$$

Swedish launch - mediocre success

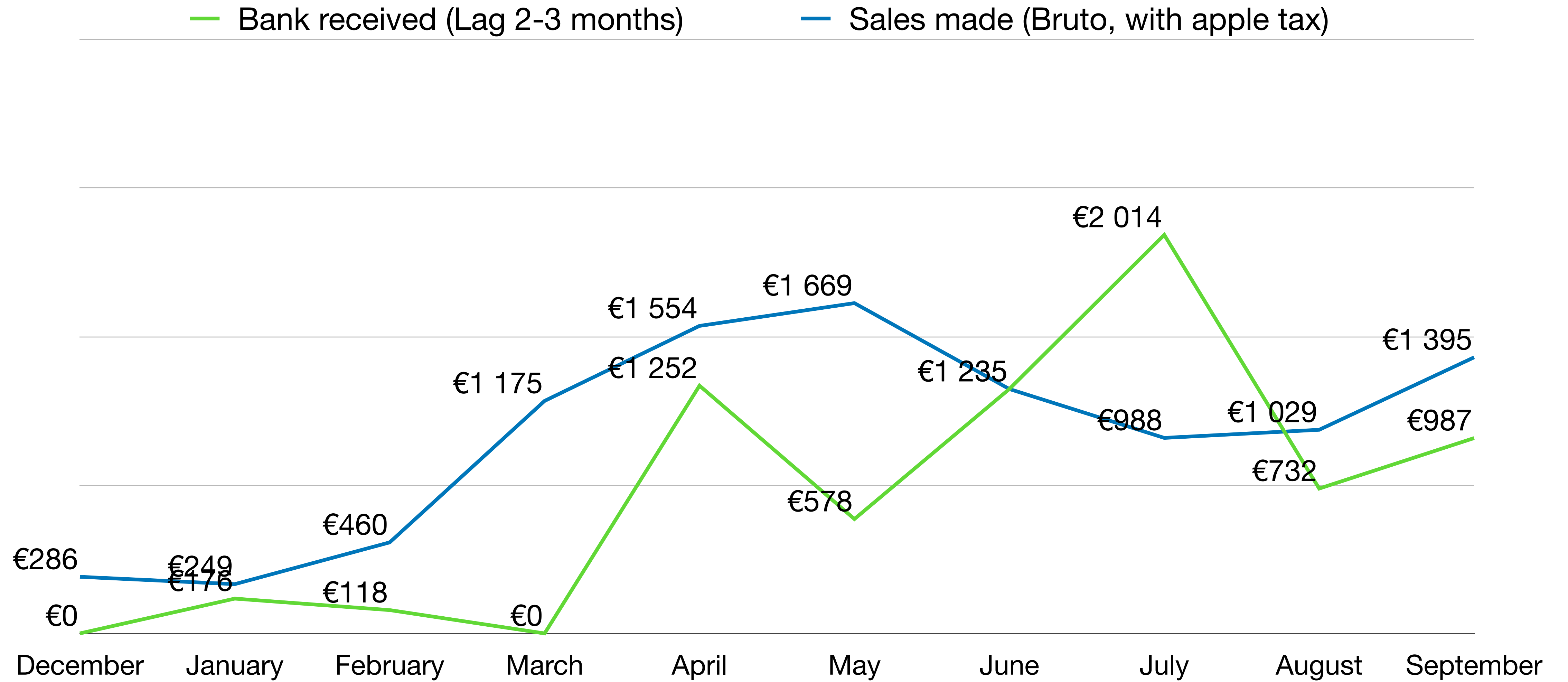


326 users
12 subscribers

Organic traffic afterwards:
7 users per day,
USA 40-50 users per day

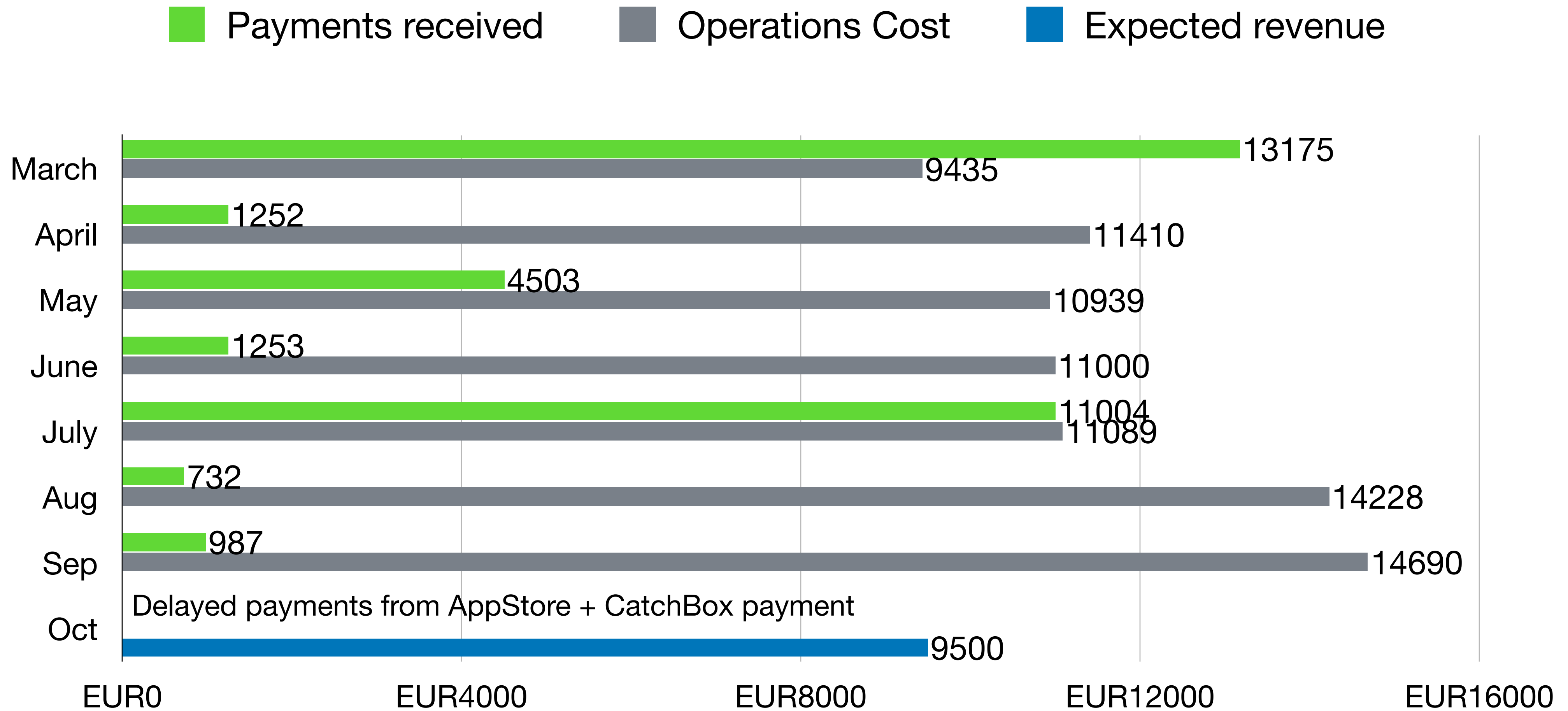


Consumer "Closer to you" App Revenue



NOTES: App revenues, organically without Ad push currently ~1100 EUR/month

Cashflow



Cash in bank: 152200 EUR
Runway ~15 months (if no revenue)

Proposal from our.love to license B2C app



1. USA based startup, founder
Tal J. Zlotnitsky, 100mil exit before
(<https://www.linkedin.com/in/taljzlotnitsky/>)
2. Planning to raise 5mil seed round within 6 months
3. We will integrate app October-November in Our.Love, they will pay **18k USD**
4. Afterwards we receive starting from **1k EUR/MRR (likely 5k-10k EUR/MRR)**
5. AI models and Content stays on our servers for protection
6. Depending on success **option to buy out IP**

Catchbox <> Asya Speech Denoiser Deal

1. Getting **same results** as **krisp.ai** that recently raised **9mil USD**, we already bought **klean.ai** domain 😊
2. Finished first research phase, proceeding with **10k EUR payment**
3. Next phase demo prototype, Catchbox will pay **5k EUR**
3. We will try to license it to AmberScript, etc.



🎧 Some Audio examples available here:

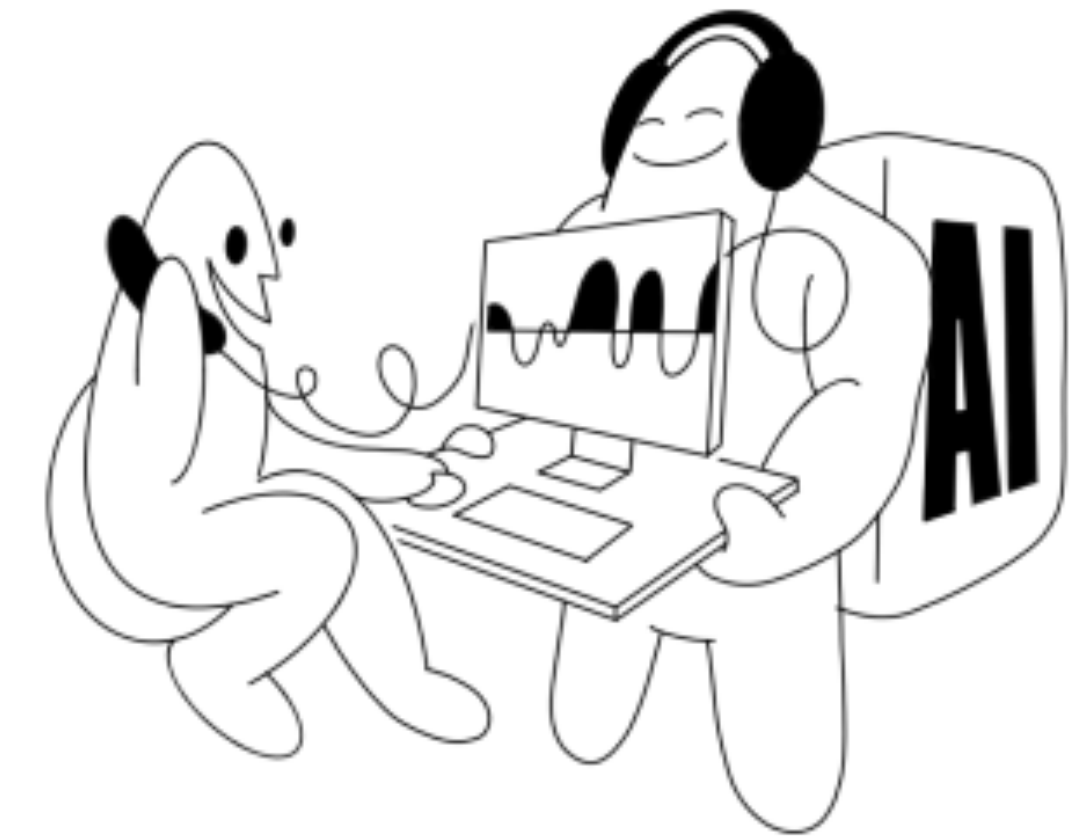
<https://www.evernote.com/shard/s41/sh/8a6c2f10-e154-c8e0-4dbc-fa74ce45767b/99048dc6198c708de5f6744dc81a5c37>

Plan

1. Finish implementation of report views and call service integrations (October-November)
2. Speech-to-text implementation, Topics recognition (November)
3. Pilot with bposervices.lv, 25EUR/mon per agent, total **500 EUR/mon** (November)
4. Pilot with Evolution Gaming and DynaTech, 25-50 EUR/mon per agent, **1k EUR/mon * 2**
5. Raiffeisen Landesbank **50k EUR** no-cap investment, **deadline December**
6. Raiffeisen Landesbank pilot **1k-5k EUR/mon** + Printful and others (January-February)
7. Start raising next round (March)



Pitch Patterns



Let's start seeing more in every call!

You can now use Pitch Patterns Premium.
Explore our guide or record your unique Voice ID to start analysing.

Record voice ID

Start the guide