

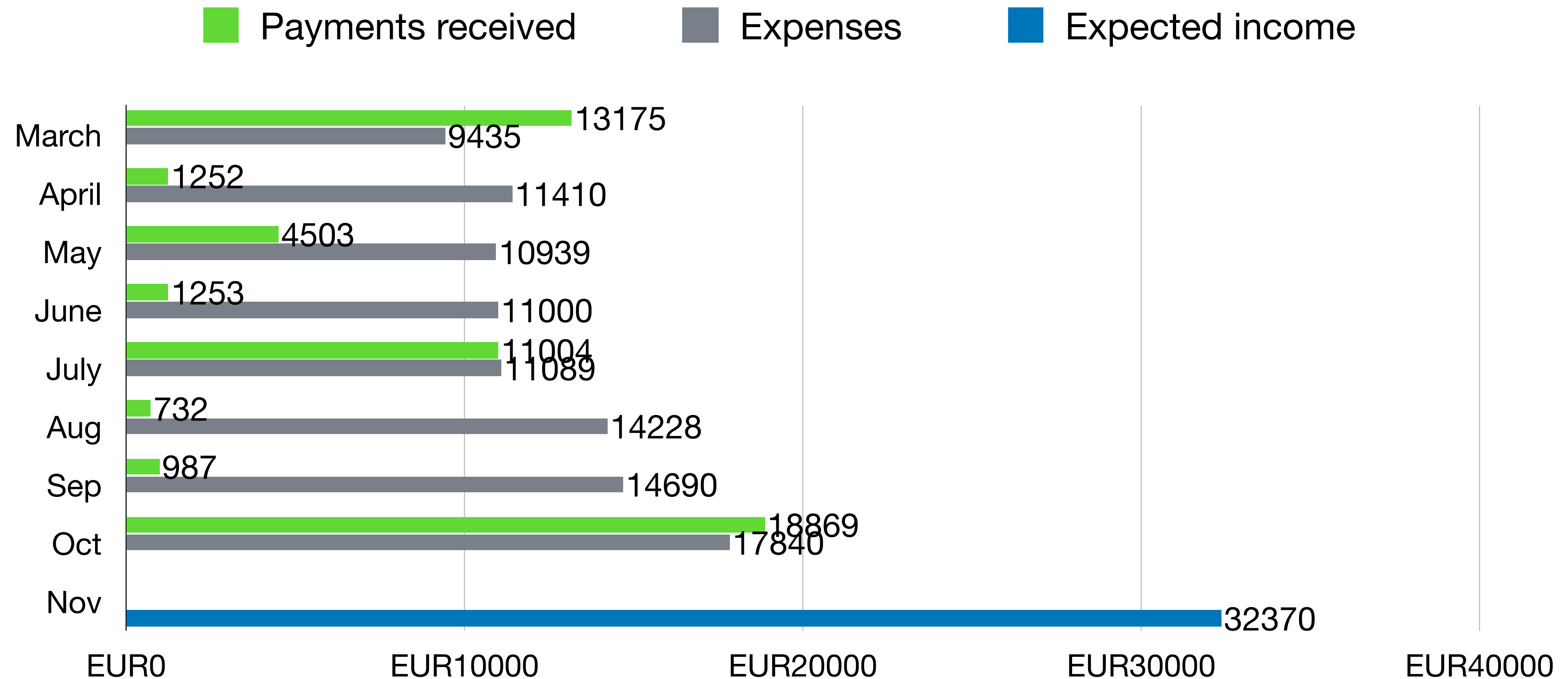
asya.ai

Investor report, October 2021

Priorities

1. B2B - [PitchPatterns.com](https://pitchpatterns.com) - BPO pilot deal + RLB investment
2. B2B2C - Our.Love partnership
3. B2B - Alarm.com partnership
4. B2B - CatchBox partnership

Cashflow



Cash in bank: 153338 EUR (1. November)

Approx. burn 15000 EUR / mon

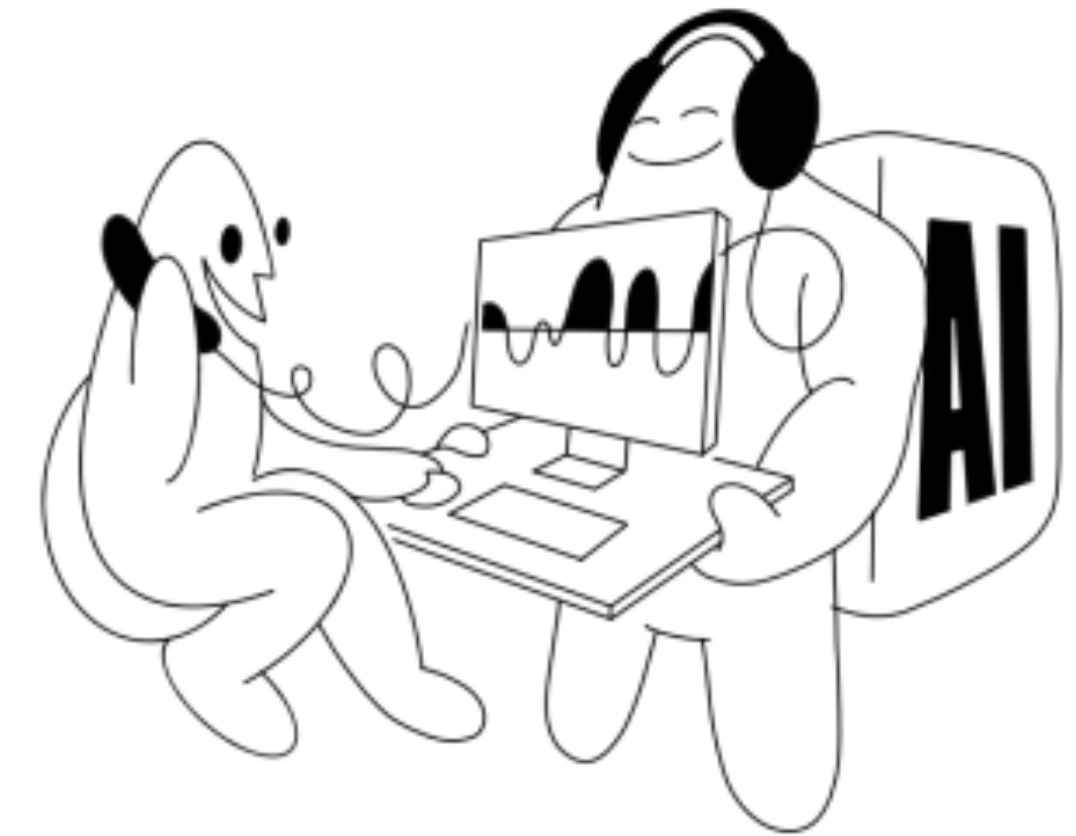
Runway ~10 months (if no revenue)

B2B

Summary of PitchPatterns.com

1. **Closed first pilot deal with BPO Services call center 20 EUR/mon per agent, starting with 10 agents, but with option to expand to over 100 agents.**
3. **In process of getting RLB 50k investment and pilot deal early 2022.**
4. **In process of getting more pilots with Evolution Gaming, DynaTech and Printful.**
5. **After first pilots, start sales using RLB, BTV and DigitalWell channels.**

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

B2B2C

Summary of Our.Love deal



- 1. Closer to You integration deal in Our.Love App - 14670 EUR**
- 2. Our.Love App design and platform development - 37750 EUR + extra ongoing income**
- 3. Our.Love app launched on Valentine day 2022 (February 14, 2022)**
- 4. Our.Love pays monthly licensing 5k-10k EUR/MRR**
- 5. Our.Love raises 1.5-5mil seed round, continue partnership with option to buy out Closer to You app at seed round or company at Series A**

B2B

Summary of CatchBox deal

Built already more effective speech enhancement model than krisp.ai that raised 9mil USD. Currently developing hardware prototype. CatchBox is not VC backed and grows slowly. We own IP.



- 1. Research phase - 10000 EUR (already completed)**
- 2. Final hardware prototype - 3000 EUR (finishing December 2021)**
- 3. Integrate speech enhancement model into our API and products.**
- 4. Sell enhancement model separately like krisp.ai**
- 5. Option for licensing if CatchBox finds way to sell it.**

B2B

Summary of alarm.com deal



Publicly traded company in USA, currently building security robots for private homes. They need AI that converts LIDAR point-clouds into actionable maps for their new robot.

- 1. Exploratory deal (November 2021) - 7700 EUR**
- 2. Full contract with licensing deal**
- 3. Option to buy out IP or team**

B2C

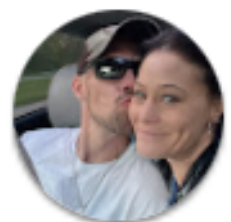
Summary of "Closer to you" product



Currently not focusing on app improvements, letting it grow organically.

1. Will collaborate with DigitalWell to try to acquire more users in Sweden
2. Submitted promotional materials to get featured in AppStore in English speaking countries. Staying in contact with AppStore.

Some of latest reviews:



Aaron Atwell

★★★★★ October 24, 2021

Great way to truly connect with your partner I feel it has definitely brought my wife and I closer just have to be honest and open and you will grow together.....



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Anthony Clarke

★★★★★ September 4, 2021

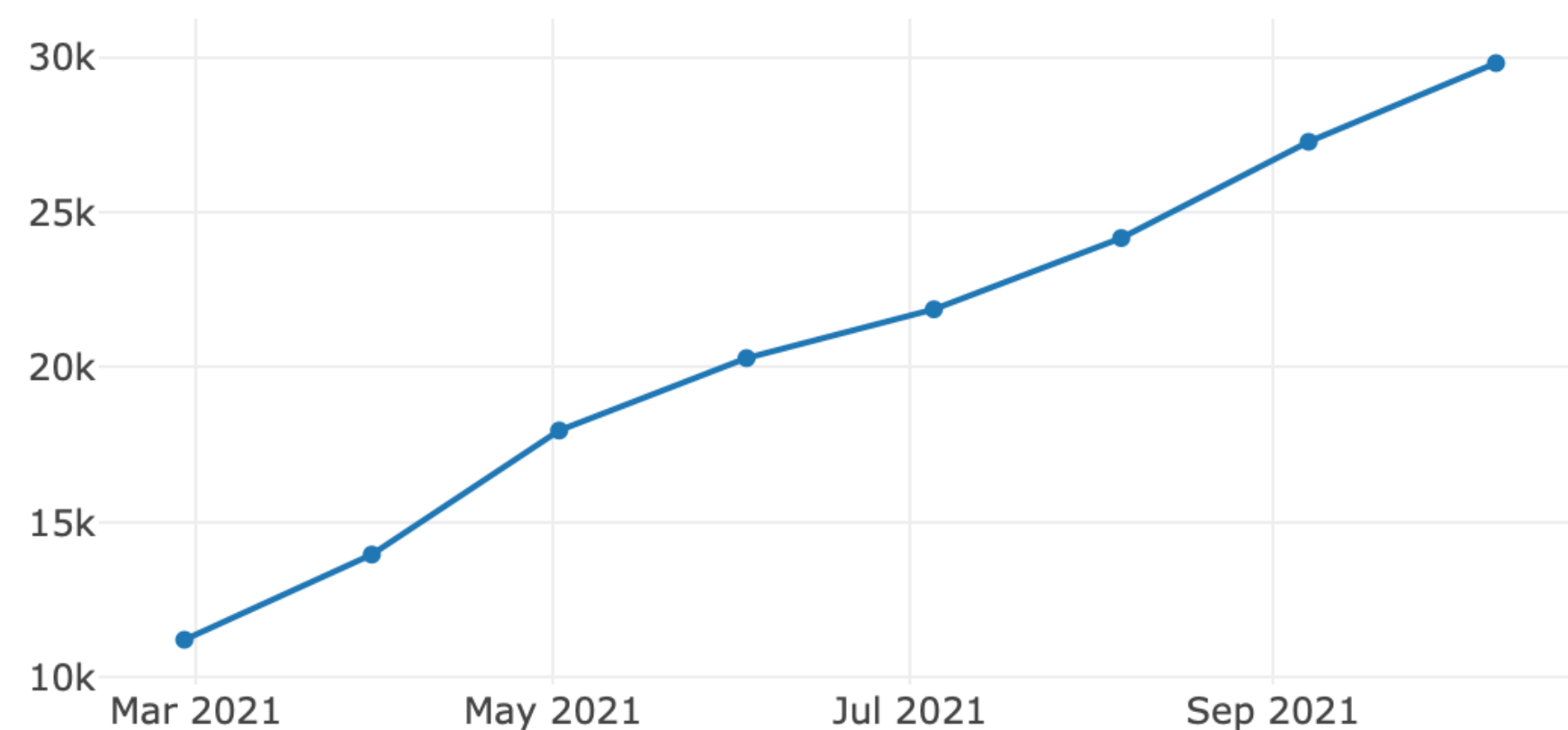
It went very well I believe. Other than the topics that are chose for you it's good. Brought out a lot of discussion and put us both in a better mood



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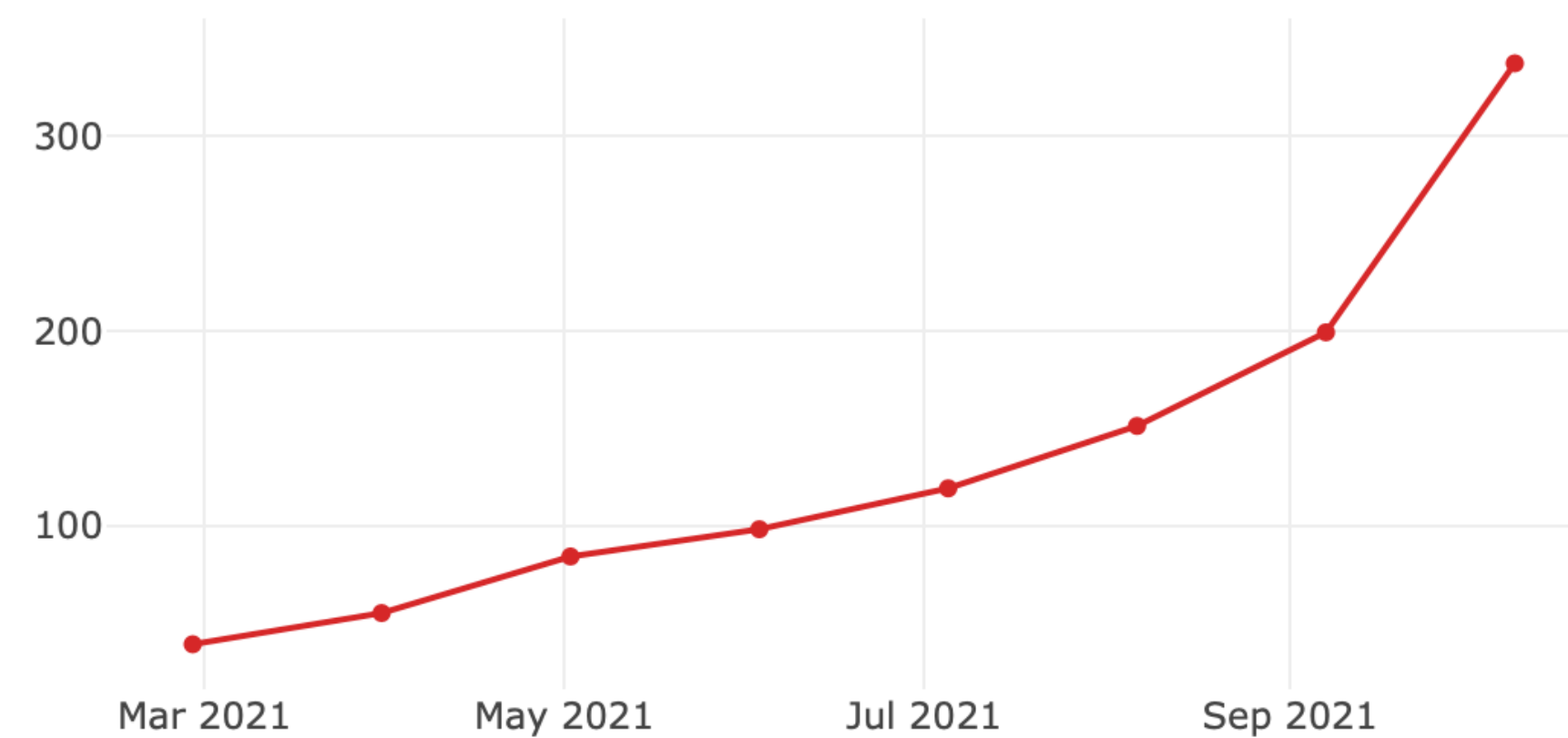
Growth

Users



▲ 12% MOM
from 26382 to 29810

Subscribers (active)



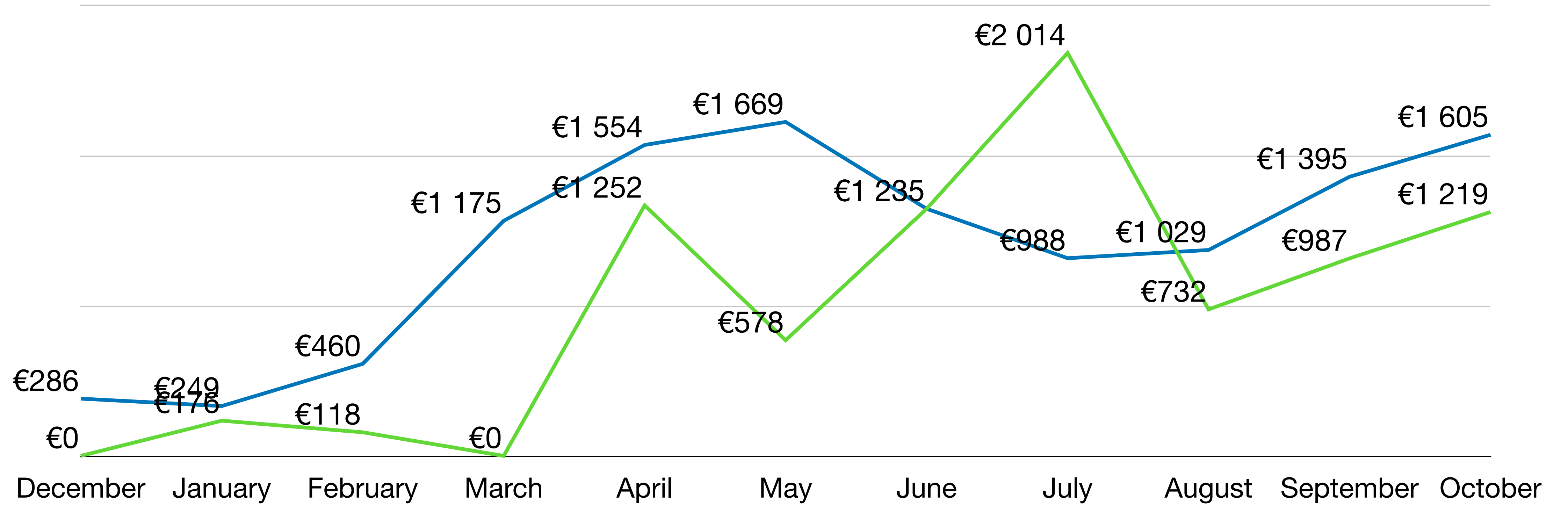
▲ 39% MOM
from 222 to 310

Consumer "Closer to you" App Revenue



— Bank received

— Sales made (Bruto, with apple tax)



Weekly retention of active users



11% - 19% (3 weeks)
All users

Date	People	1	2	3
9/1/2021	911	100%	19.54%	10.21%
9/8/2021	1004	100%	17.63%	10.56%
9/15/2021	1179	100%	17.30%	10.94%
9/22/2021	966	100%	19.67%	11.80%
9/29/2021	1074	100%	17.32%	11.92%
10/6/2021	973	100%	17.06%	
10/13/2021	907	100%	14.55%	
10/20/2021	879	100%	13.08%	

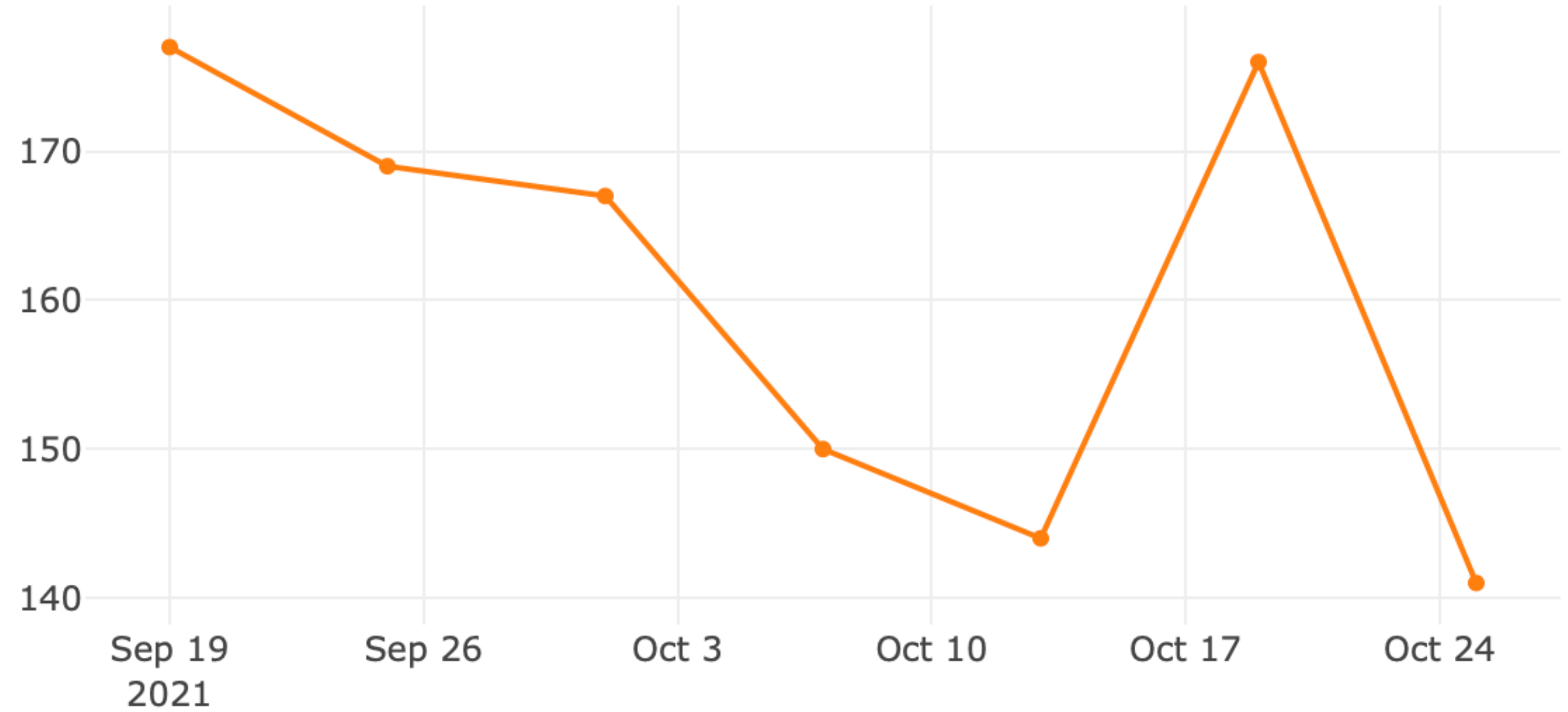
35% - 10%
Paying users

Date	People	1	2	3	4	5	6	7	8	9
9/1/2021	43	100%	39.53%	18.60%	18.60%	23.26%	11.63%	11.63%		11.63%
9/8/2021	42	100%	26.19%	26.19%	19.05%	14.29%	16.67%			
9/15/2021	60	98.33%	35.00%	23.33%	21.67%	11.67%	10.00%	13.33%	10.00%	
9/22/2021	38	100%	26.32%	31.58%	21.05%	18.42%		15.79%		
9/29/2021	46	100%	34.78%	23.91%	13.04%	17.39%				
10/6/2021	36	100%	33.33%	13.89%	11.11%	25.00%				
10/13/2021	28	100%	35.71%	21.43%	17.86%					
10/20/2021	40	100%	30.00%	27.50%						

Weekly Active Users

153 (Unique users who talk)

▲ 33% of all new users



Monthly Active Users

615 (Unique users who talk)

closer[™]
to
you

