asya

ting AI, software and design of the future.

Look into the future

Founders

”It's very easy to be different, but very difficult to be better” - Jony Ive

Dr. Evalds Urtans
Founder

Ariel Tabaks
Co-founder

Turning 30 years old, Evalds left a well-paid job in AI solutions for analytical chemistry and started a business to commercialize research that he did in his Ph.D. studies. Joined forces with co-founder, who is an UX designer, and raised 500k pre-seed round. Published multiple products and scientific work. Always have been inventor for last 5 years and turned into a businessman, learnt in “the market battlefield” how to be better than others, not unique, and make money for the company.

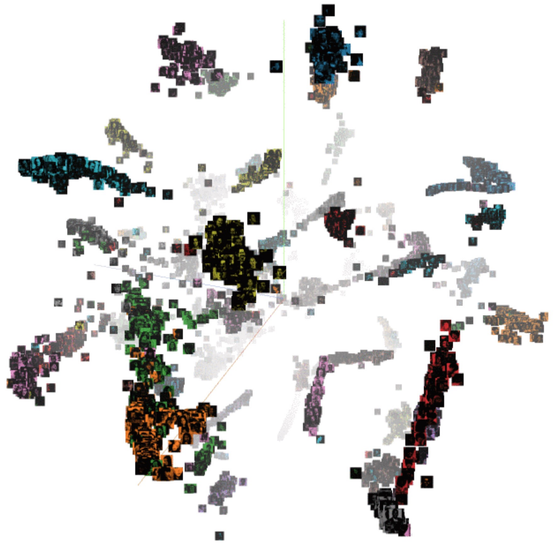
Team

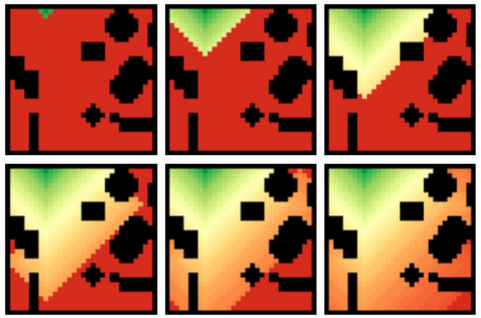
20 employees
Award-winning scientists and UX designers
10+ scientific publications
https://www.asya.ai/publications/

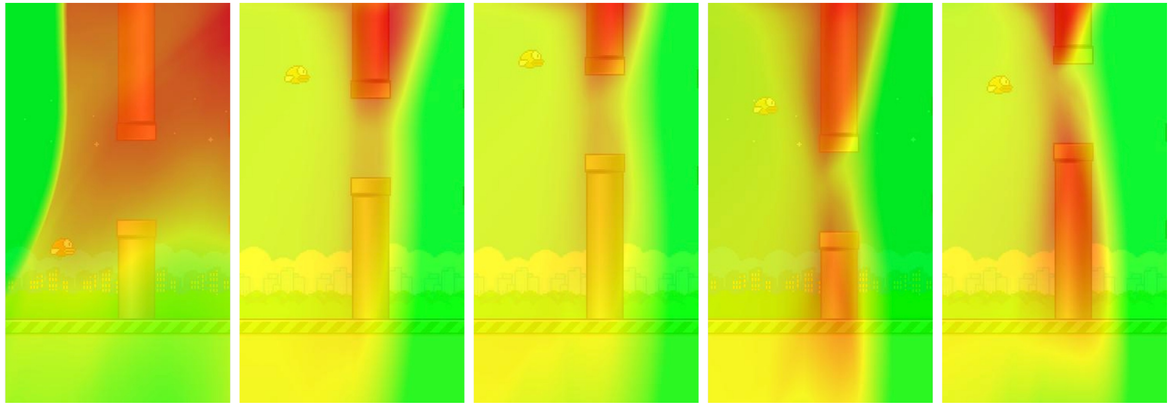
Comunity

Data Science Latvia

Monthly AI paper reading meetups, gatherings for students from all research organizations in Latvia: RTU, LU, EDI, VeA, and more.







Over 10+ academic research project

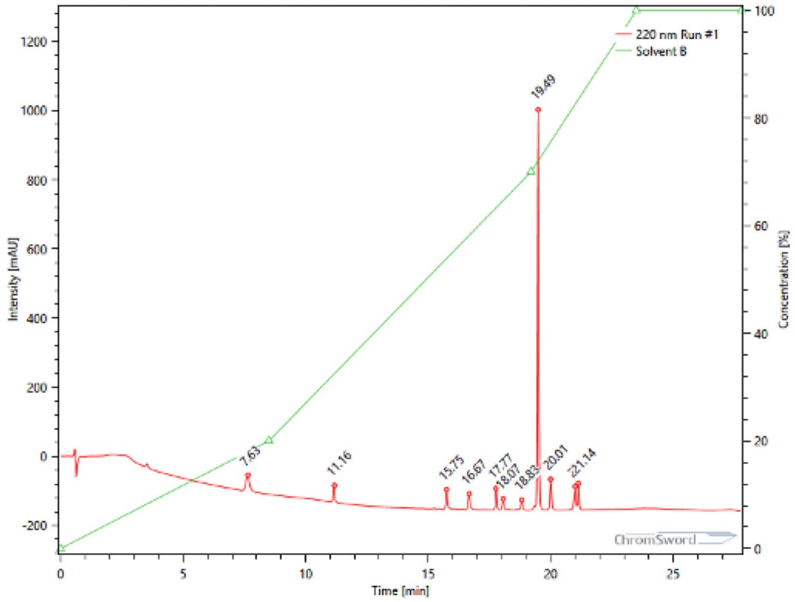
Dr. Evalds Urtans has been leading BSc., MSc. and PhD. Students research projects for over 8 years in the domain of deep learning. Especially in Deep Metric Learning and zero-shot learning.

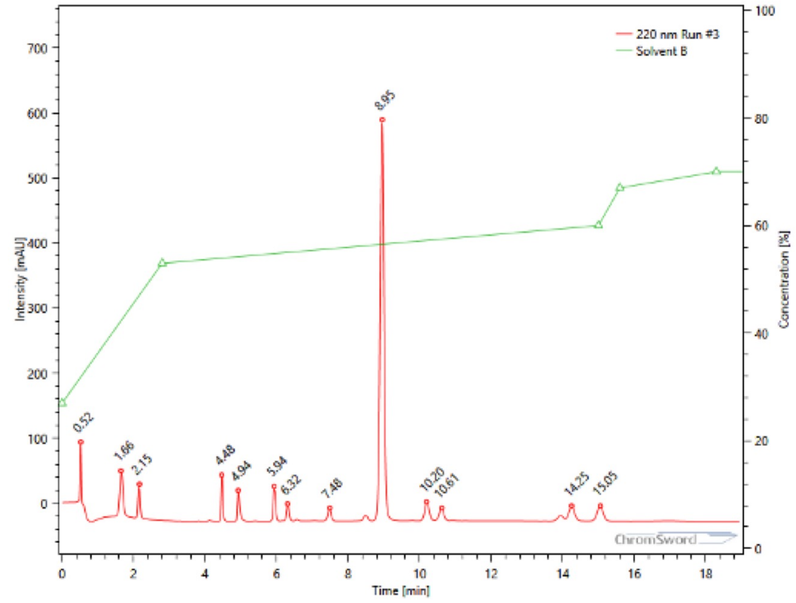
Finished projects

Project #1 – Solvent gradient optimization in Chromatography

AI models for finding solvent gradients to separate compounds in chromatography for analytical chemistry. Automatically executes experiments to reduce human resources from 2 weeks to 2 hours and achieve high-quality separation for unknown substances.

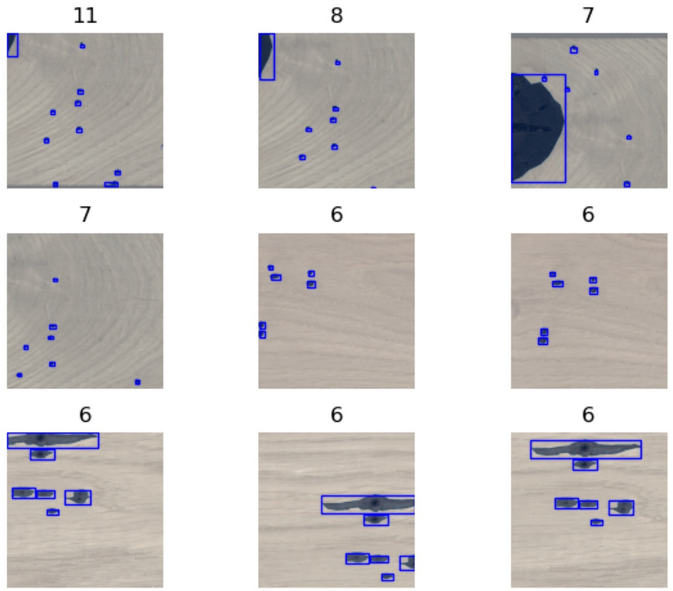
Partner: https://www.chromsword.com (shared IP)





Finished projects

Project #2 – Detection of defects in wooden planks for automatic cutter.



Successful project in cola with medium size company to obtain high-precision AI models for detecting defects in wooden planks to automatically plan cutting and manufacturing processes. 70-99% precision to various classes of damage.

Published BDAI 2022

Partner: http://www.zippyvision.com (shared IP)

Finished projects

Project #3 – Detection of damage for car rental service using photos.

Successful project to segment different types of defects in cars using mobile phone after returning them to the rent and before re-selling. Especially difficult problem, because even human labelers cannot distinguish between reflections and dents. 0.88 IoU for scratches, dents, chips, dirt, rust.
Partner: http://www.scopetechnology.com

Finished projects

Project #4 – Speech enhancement for microphone manufacturers.

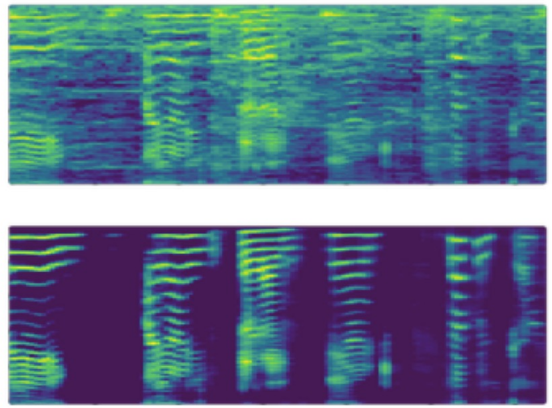
Successful project with one of the largest microphone manufacturers in the region to denoise the audio signal in real time using deep learning models. Models can remove noises like: Sounds of speaker's feedback, Keyboard clicking, Traffic, Sounds of children in background, Other mechanical noises.

asya.ai PESQ: 2.595

krisp.ai PESQ: 2.266 (funding 17m USD)

Partner: https://www.catchbox.com (shared IP)

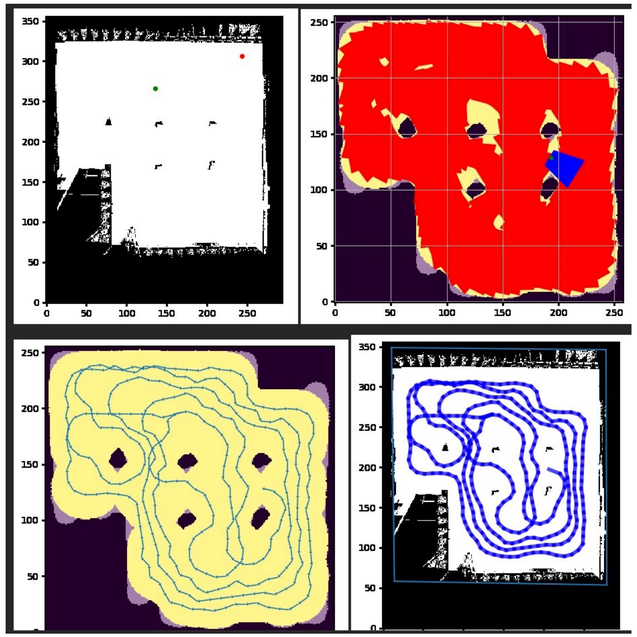
Before (noisy audio)



After (clean audio)

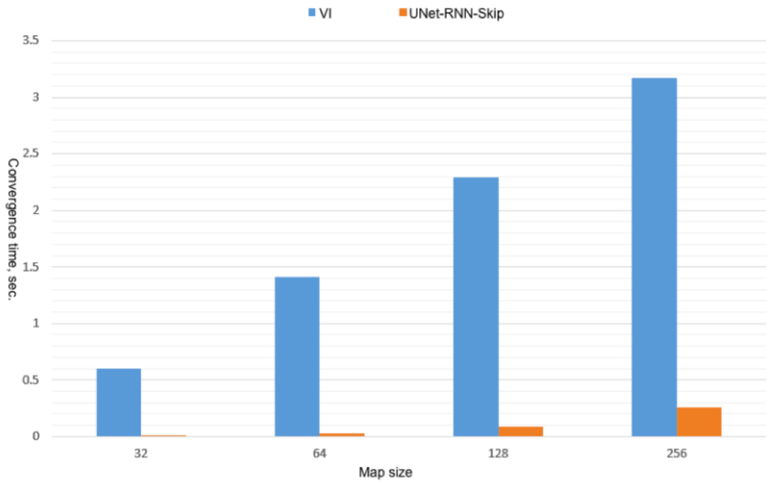
Finished projects

Project #5 – Coverage and path planning for industrial cleaning robots.



Models can autonomously explore environment and do value-based policy planning 10x faster than classical, non-deep learning algorithms. Coverage planning taking in account physical limitations of robot maneuverability.

Published ICoIAS 2020 (our IP)

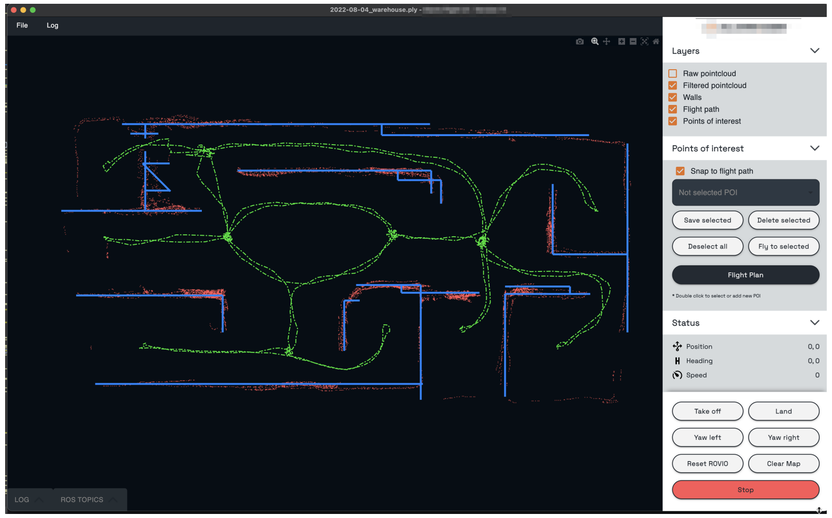


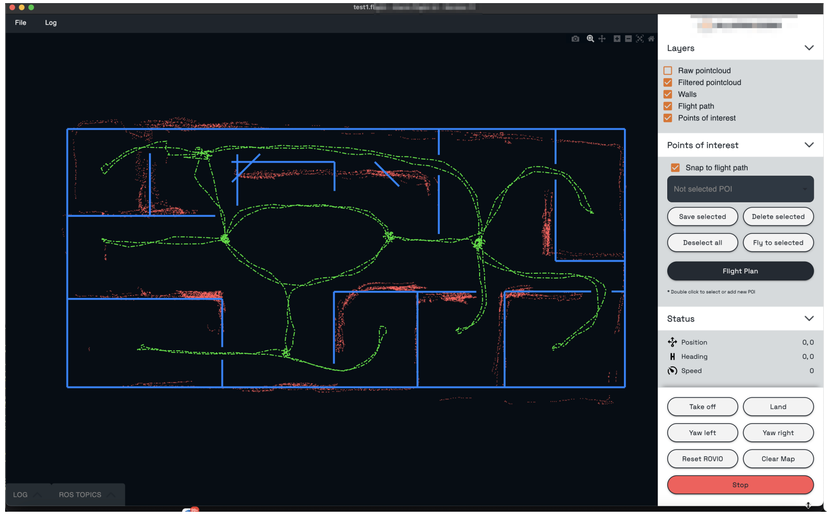
Finished projects

Project #6 – Point-cloud improvements using CycleGAN models.

Models that can fix poor point-cloud from poor hardware sensors into usable maps using CycleGAN type of models

Partner: NDA (USA company)





Finished projects

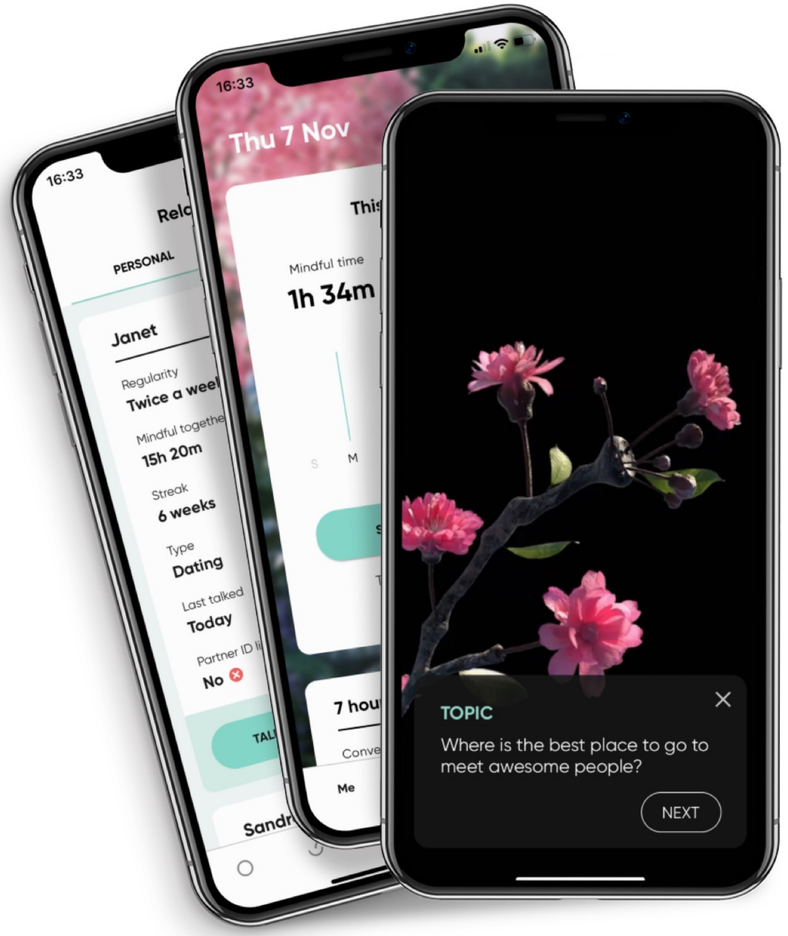
Forbes

"The disruption potential for Asya app could be immense. In many countries, psychological services are either difficult to find, cost prohibitive or both."

Project #7 – "Closer to you" – couple's therapy app

Over 60k users, featured as Apple "App of the day" in many countries. Paid subscription business model. AI models for best conversation topics and emotion tracing.

Our product ~ 1500 EUR/MRR
https://apps.apple.com/us/app/closer-to-you-couple-game/id1326344785



Finished projects

Project #8 – “Our.Love” – couple’s app

Repackaging and improving “Closer to you” app for American market.

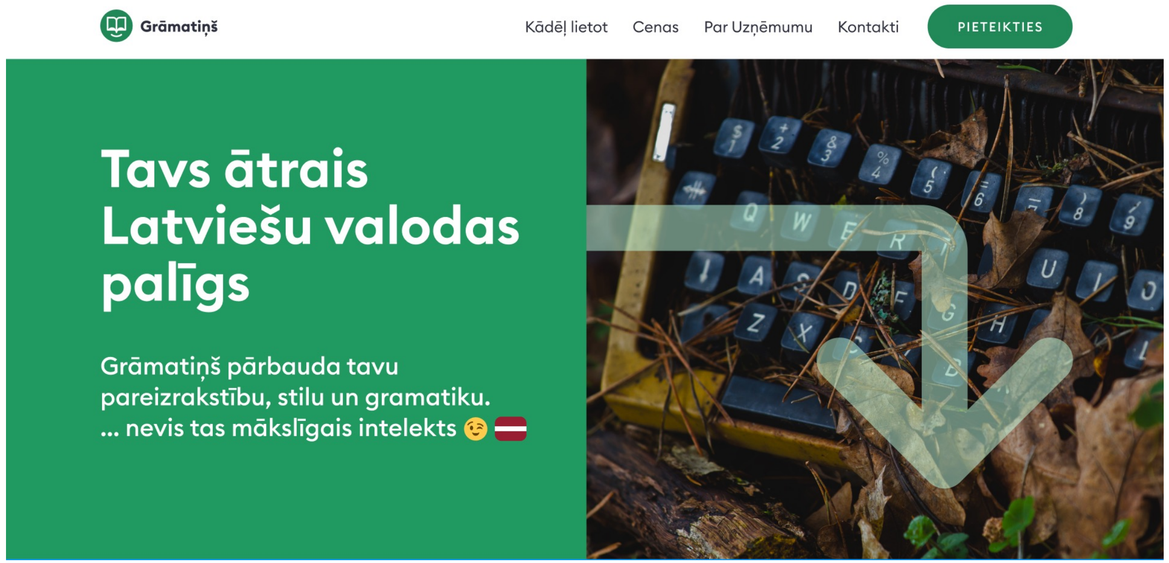
Partner: https://www.our.love (shared IP)

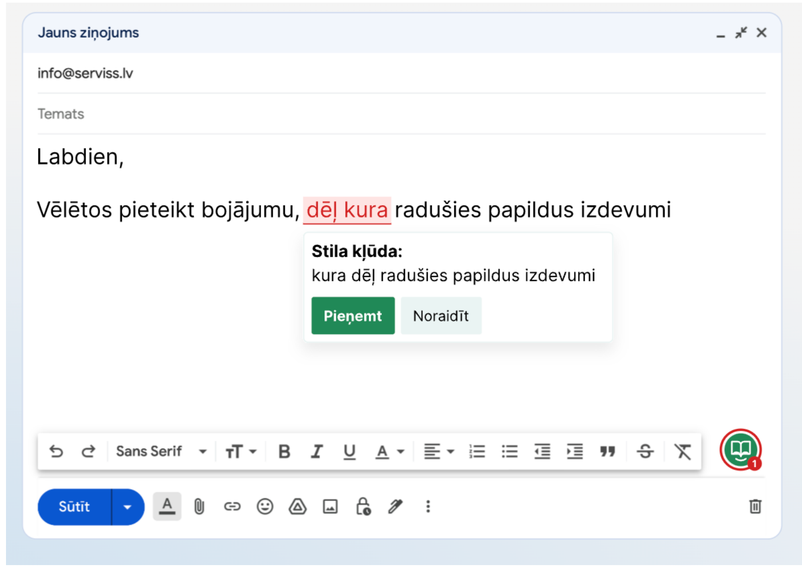
In-progress projects

Project #9 – “Grāmatiņš", Grammarly for Baltic languages

Over 60k users, featured as Apple “App of the day” in many countries. Paid subscription business model. Market potential 5-8m EUR. Then focusing on other smaller languages in eastern Europe and Africa.

Our product
http://gramatins.lv/



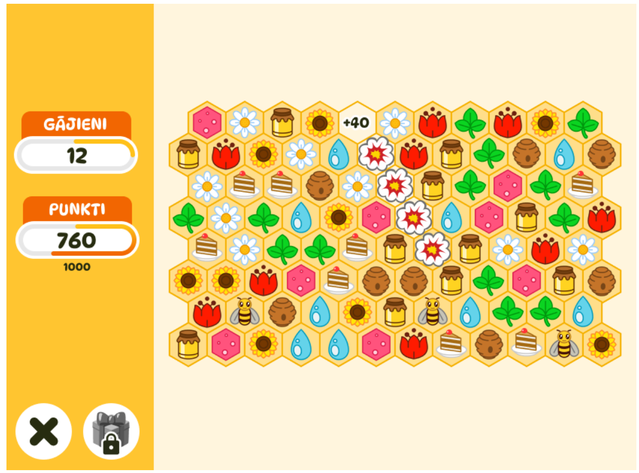


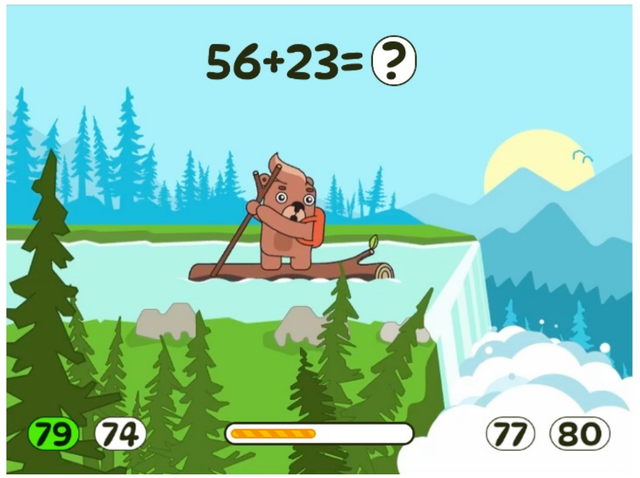
In-progress projects

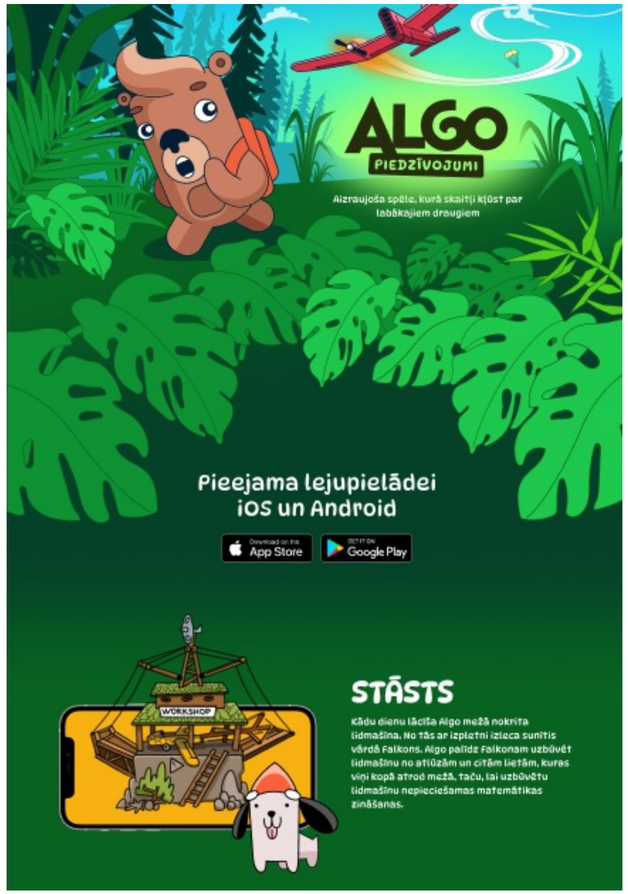
Project #10 – “Algo", Math app for 5–12-year-olds

Story-based, engaging math app for kids, models to predict personalized tasks to help advance mathematical knowledge. Currently testing in Latvia, global market potential 100m USD+ (largest competitor http://adaptedmind.com)

Our product http://www.algo.lv







Main product

Project #11 – pitchpatterns.com automated call analysis for sales teams

Most advanced of our projects with most potential for spinoff for VC backed round at this stage. Sales team of 5 people dedicated to this product.

Our product ~ 3000 EUR/MRR (growing)
http://pitchpatterns.com

Pitch Patterns

See conversations

Manual review

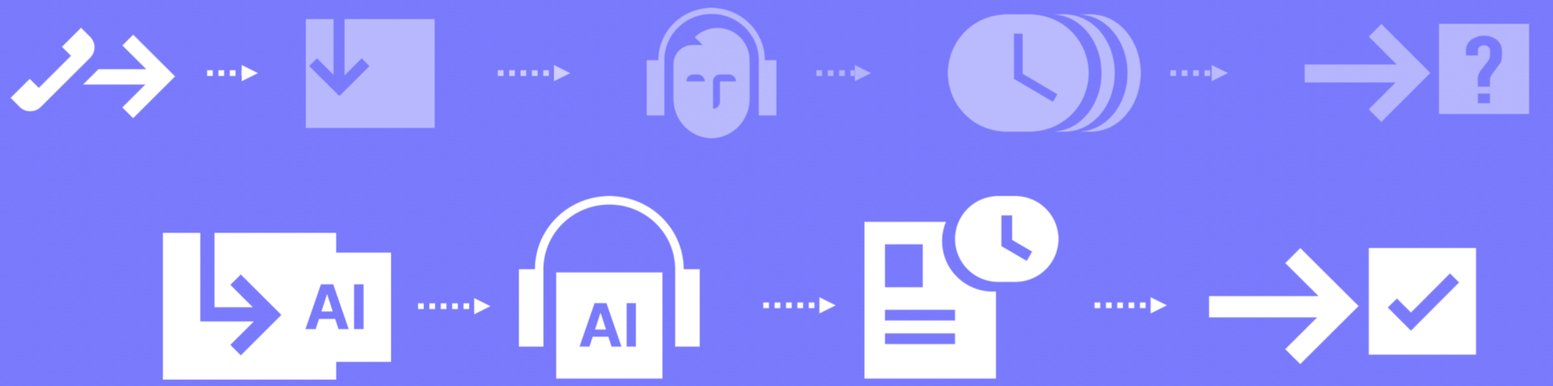
Video / Audio Calls

Recordings

Manual selection, takes time

Coaching, hard to measure, takes time

Automated review



Video / Audio Calls + CRM linked automatically

All recordings listened automatically

Calls flagged, Reports generated, saves time

Measurable process improves conversion

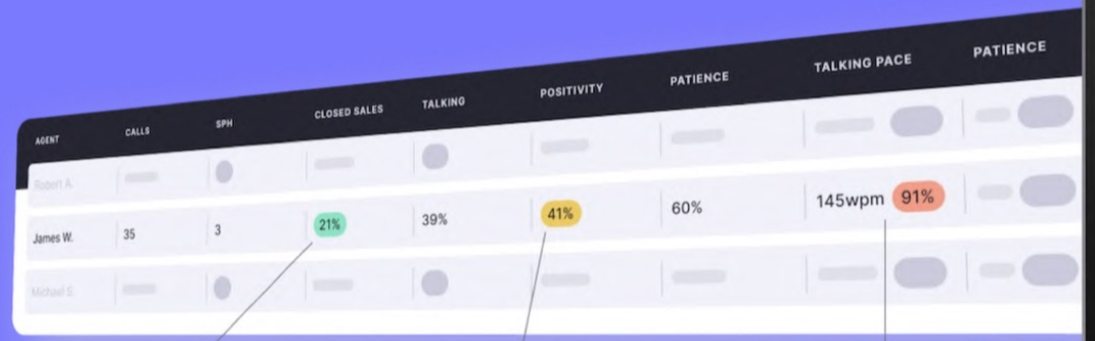
Our own models and datasets

Best STT for Latvian
In the market, working now
on Estonian & Lithuanian

asya.ai PESQ: 2.595
krisp.ai PESQ: 2.266

asya.ai WER: 20%, CER: 10%
Tilde WER: 44%, CER: 25%

Tracking soft-skills



Performance

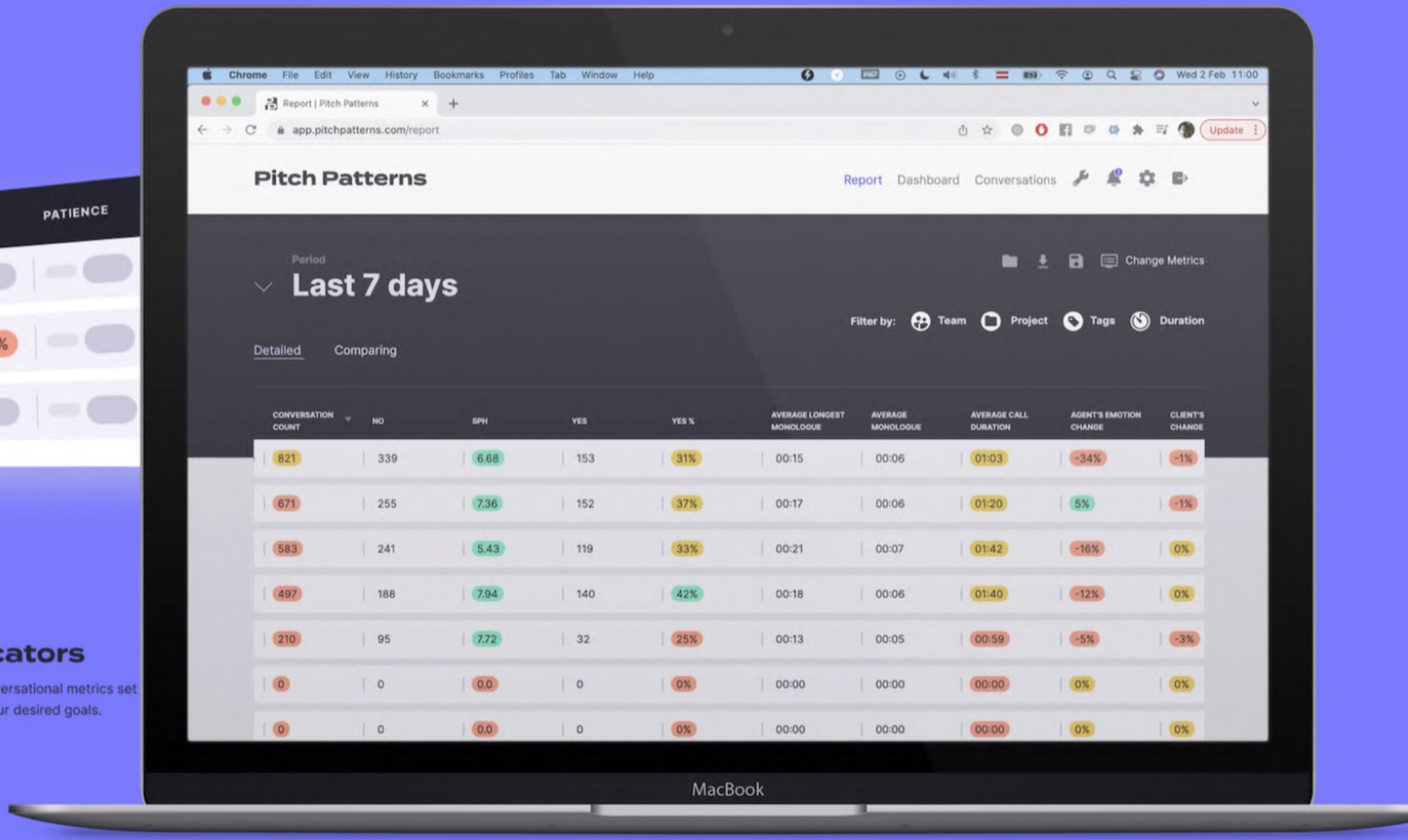
Check the performance of the whole sales team at one glance.

Metrics

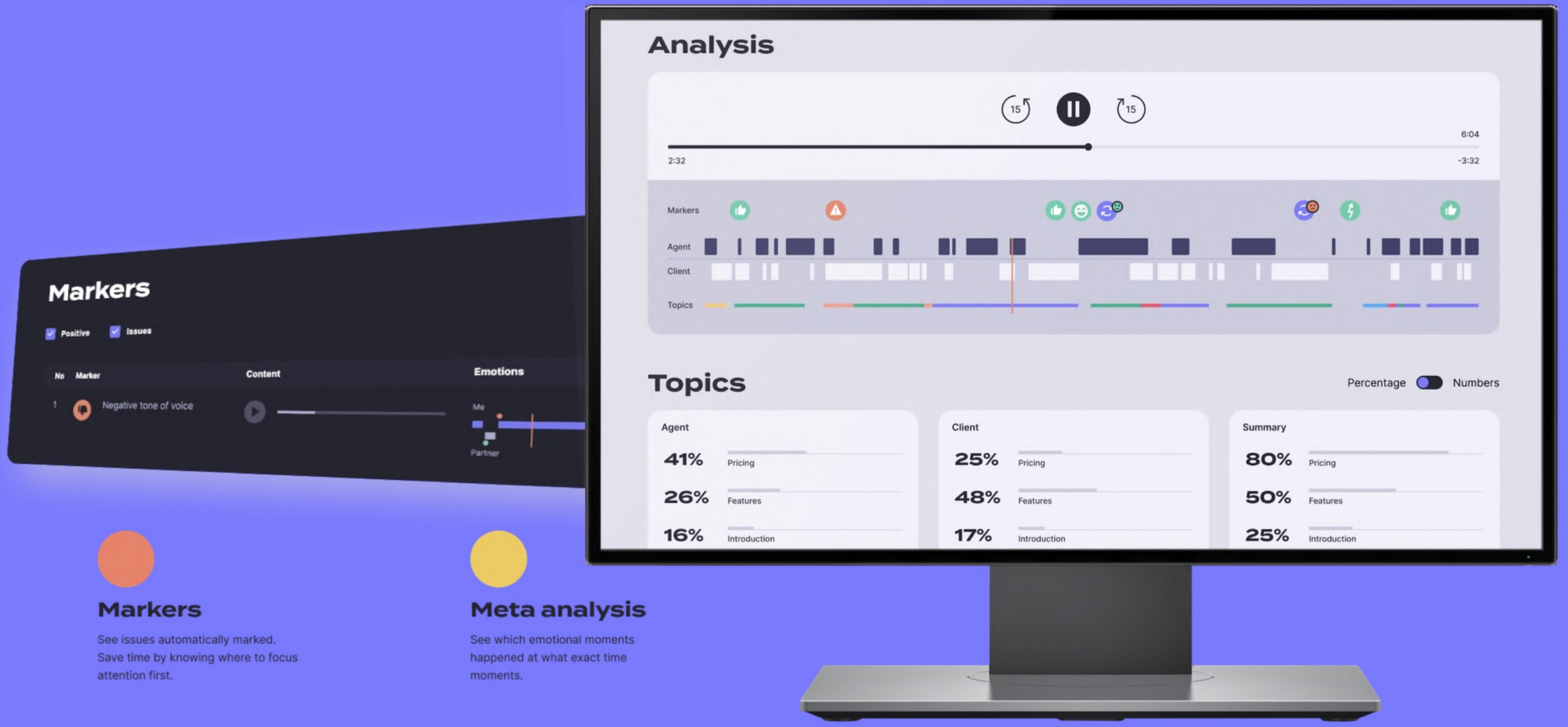
Check different type of key conversational metrics to find out what drives sales.

Indicators

Track conversational metrics set against your desired goals.



Tracking hard-skills



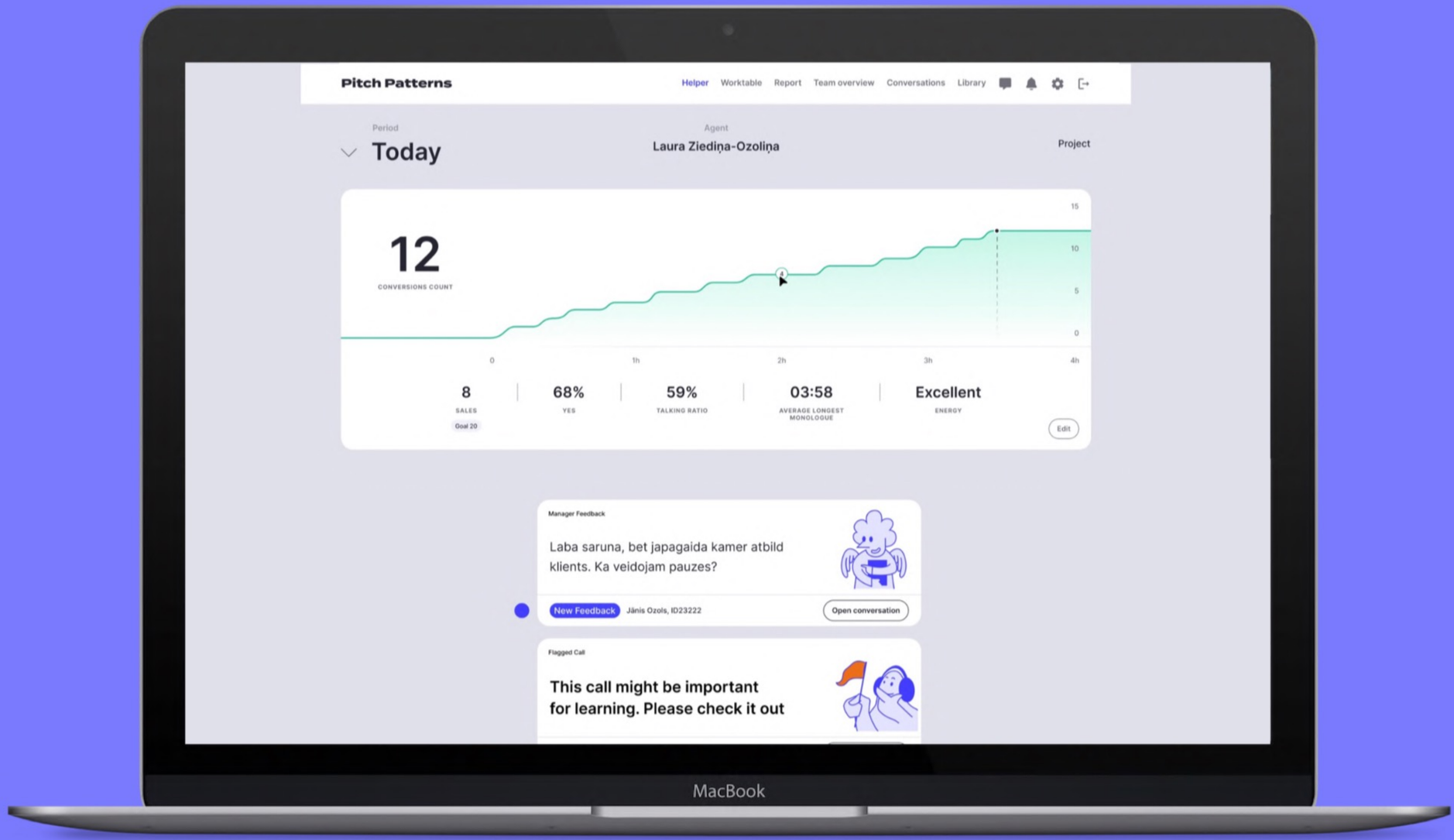
Markers

See issues automatically marked. Save time by knowing where to focus attention first.

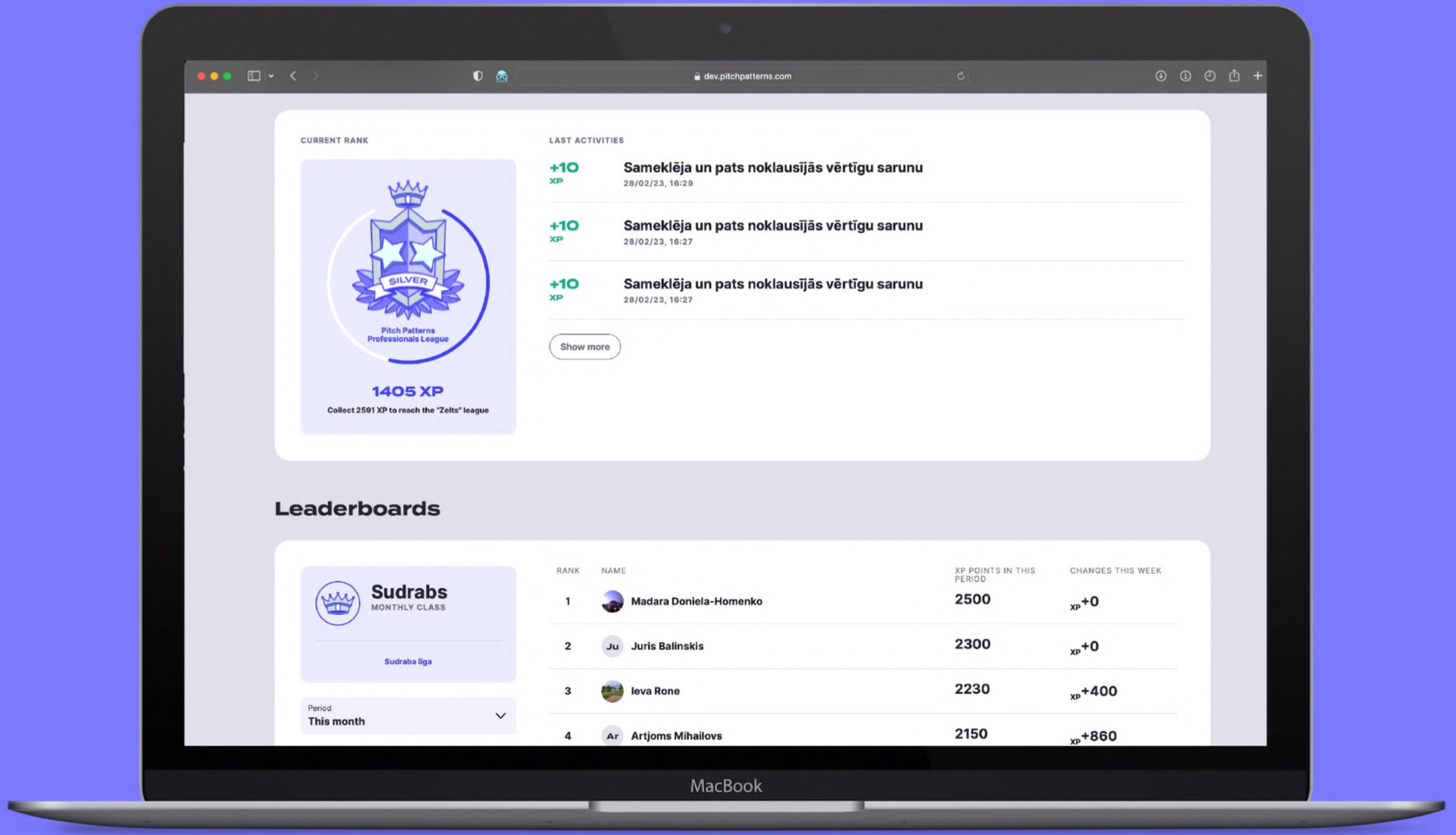
Meta analysis

See which emotional moments happened at what exact time moments.

Flag problematic calls



Leaderboards system for agents



Integrations with Telephony / Video calls

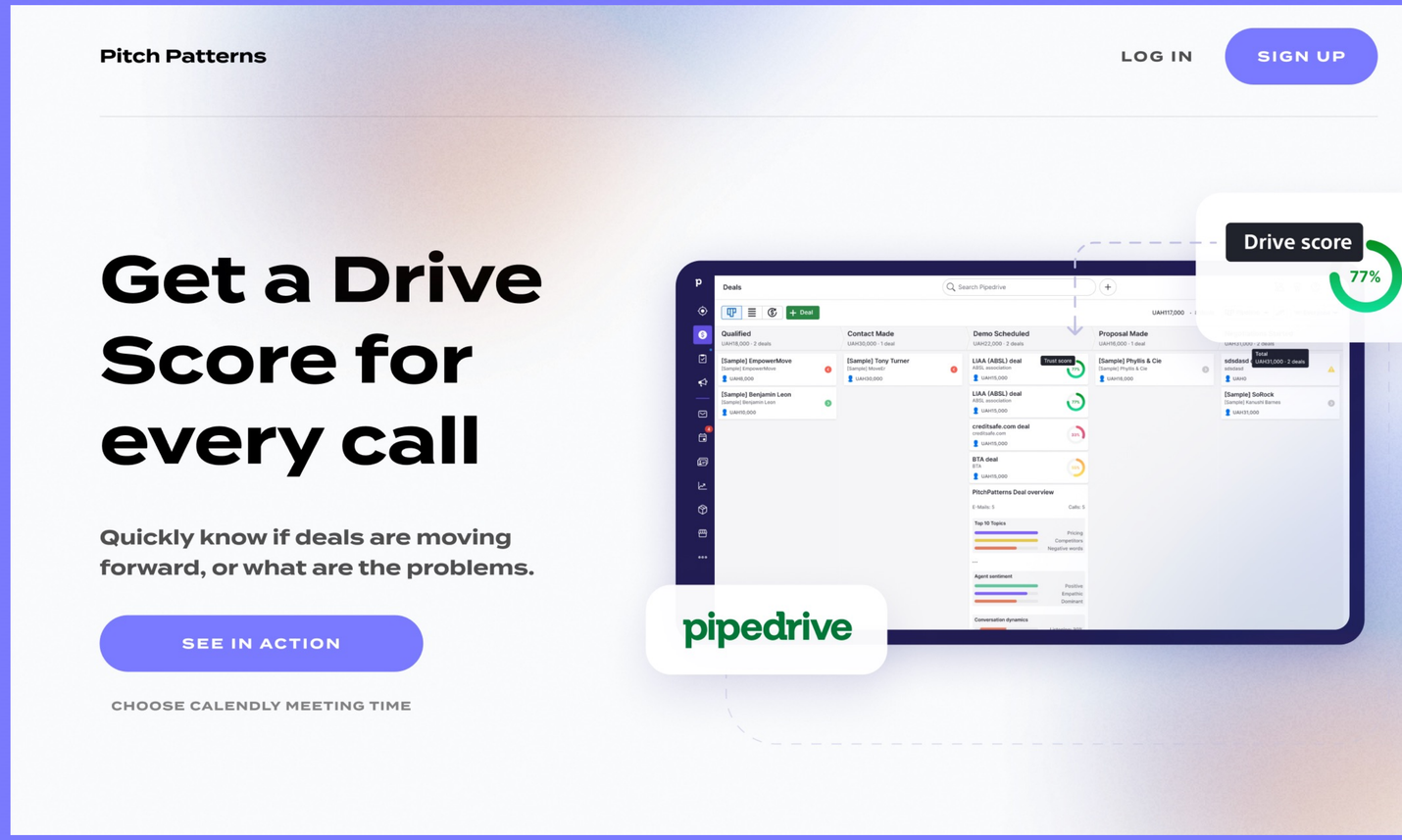
And 10+ more integrations..

Integrations with CRMs

salesforce

pipedrive™

And 10+ more integrations..



Our clients

BPO
SERVICES

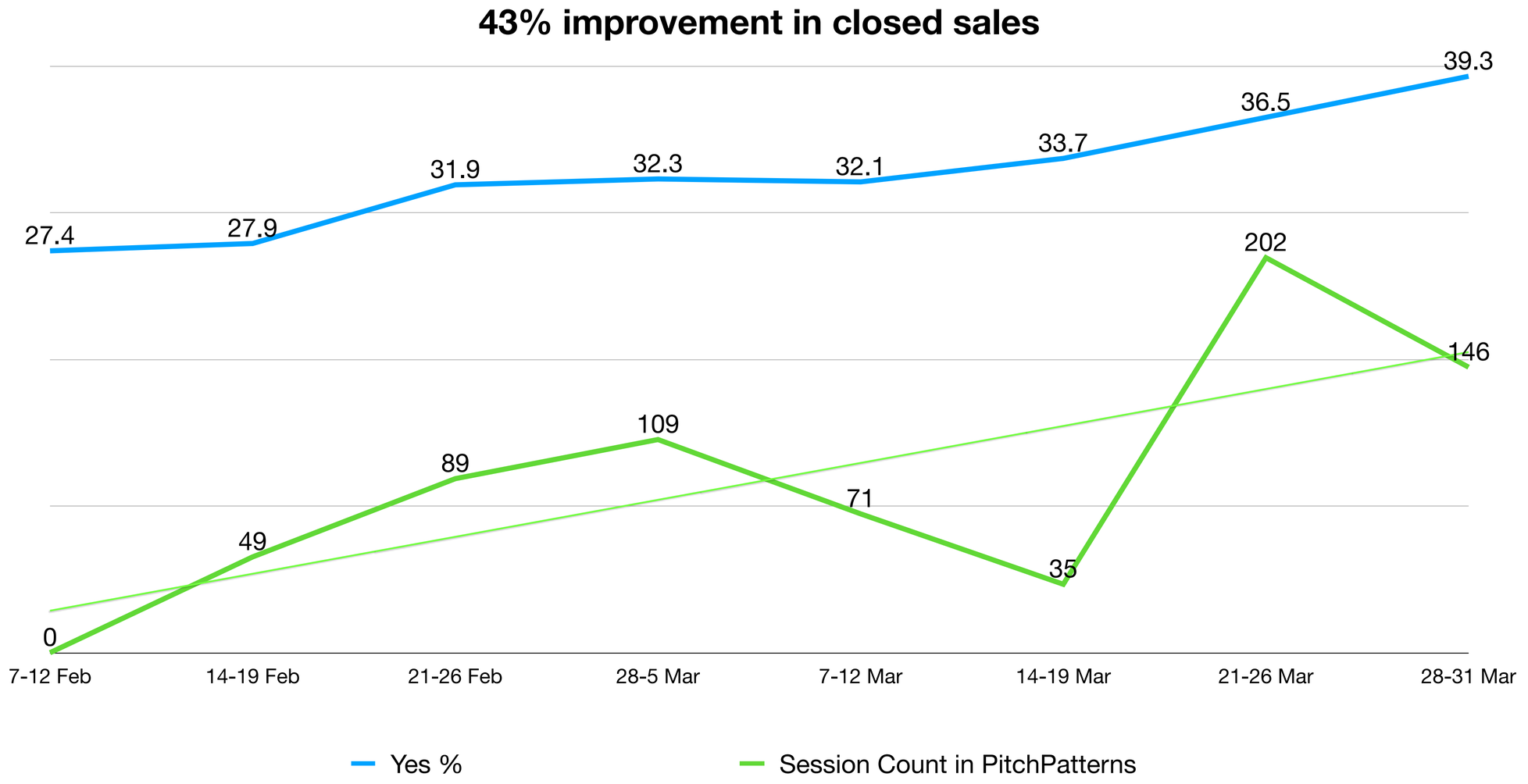
VERDIKTS
PARTNERIS PARĀDU ATGŪŠANĀ

Privātais
Mežs

24 HR
LOCKSMITH

ARCO REAL ESTATE

PRINTFUL


43% improvement in closed sales
39.3
36.5
33.7
32.1
32.3
31.9
27.9
27.4
202
146
109
89
71
49
35
0
7-12 Feb
14-19 Feb
21-26 Feb
28-5 Mar
7-12 Mar
14-19 Mar
21-26 Mar
28-31 Mar
Yes %
Session Count in PitchPatterns

Clients love the product

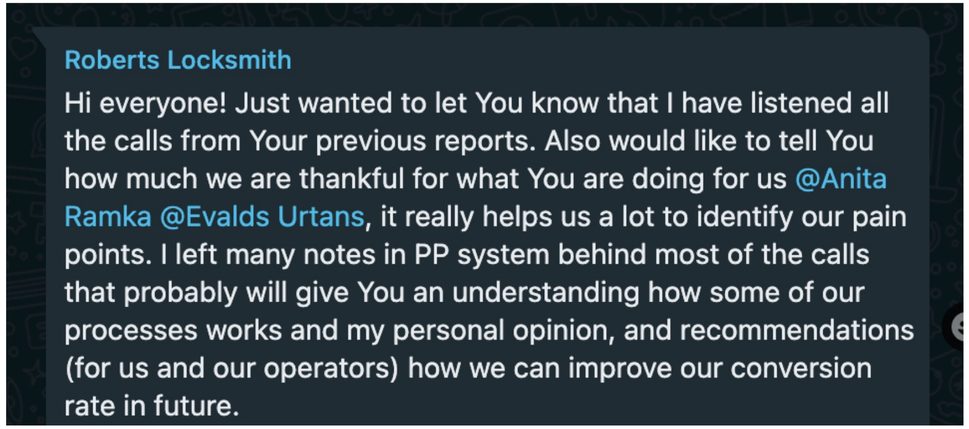
Gift sent to our office from our clients

Feedback from clients:

Man vakar draudzene no All Media prasīja, vai mēs ar Jums sadarbojamies un kādas atsauksmes. Izrādās jūsu Mārtiņš ar viņu ir sazinājies un izmantojis mūs kā pozitīvo piemēru 😊 Teicu, ka, lai ņem jūs ciet un daudz nedomā.
Tikko arī zvanīja Inga no Altero un sanāca par jums runāt. Arī teicu, lai ar jums sadarbojās un beidz atlikt sarunu ar Mārtiņu 😃 Sarunājām, ka Austra parādīs viņai sistēmu, kā tā izskatās un darbojās.

Translation

Yesterday my friend from All media asked do we work with you and what are the recommendations from us. As it turns out your Martins has been in contact with them :) I told them to start working with you and do not think too much because its great system.
Also Inga from Altero called that they talked with you. I also told that they should start working with you and do not delay call with Martins :) I organized that Austra will show how we use system.



Market

GONG

USA: $7.25b Valuation

Fireflies

USA: $500m+ Valuation

Klaus

Estonia: $100m+ Valuation

wingman

USA: $20m+ Valuation

Market

Mulit lanaguages

Pitch Patterns

Focus on undeserved markets

Oxus.AI
Your Performance Sidekick

Klaus

GONG

JIMINNY

salesken

OBSERVE·AI

Fireflies

Generic use-cases

Sales teams use-case

English only

Growth

Q1 2022	Q1 2023	Q4 2023	Q4 2024
1 client 20 agents 100 calls/day	6 clients 150 agents 5000 calls/day	15 clients 500 agents 10000 calls/day	100 clients 5000 agents 100000 calls/day

Pricing

Free trial	Monthly per agent	Monthly per agent (Yearly payment)
21 days	Soft-skill tracking, Hard-skill tracking, Transcripts & Topics, Leaderboards	Minimum 10 agents Soft-skill tracking, Hard-skill tracking, Transcripts & Topics, Leaderboards **Custom integrations**
Free	**€50/mo**	**€35/mo**

Revenue

Q1 2023

PitchPatterns: 4000 EUR/mon
Apps: 1500 EUR/mon
AI deals: 15 000 EUR/mon
Cashflow balanced

Q4 2023

PitchPatterns: 10 000 EUR/mon
Apps: 3000 EUR/mon

Q4 2024

PitchPatterns: 100 000 EUR/mon
Apps: 10 000 EUR/mon

Next Round

Pre-seed

500k raised so far
3m valuation currently

Seed

2m next round
10m valuation

* estimate for pitchpatterns.com spinoff