



**asya**

**We enable future workplace  
empowered by intelligent hyper-  
automation**

80% of organisations say that their main technological goal is hyper-automation. The end-to-end automation of as many business processes as possible. (Vanson Bourne Research)

# Problem

## Typical 100 agent call-centre operation monthly

- Rotation of workforce 10 agents per month, 1 HR manager, cost: 4000 EUR
- Training 10 new agents, 1 Project manager, cost: 4000 EUR
- Quality control and strategy, 4 Project managers, cost: 12000 EUR
- Agents on phone lines and text messages, 100 agents, cost: 200,000 EUR
- Marketing team, generating leads, 1 marketing manager, cost: 4000 EUR

**Human agents: 107**

**AI agents: 0**

**Total cost: 224 000 EUR / month**

# Solution

- 1 x Skilled call centre manager, cost: 5000 EUR
- Rotation of workforce 5 agents per month, eldigen.com HR AI Agent, cost: 50 EUR
- Training 5 new agents, eldigen.com Staff Training AI Agent, cost: 50 EUR,
- Quality control and strategy, pitchpatterns.com Quality Control AI agent, cost: 500 EUR
- 50 robot caller pitchpatterns.com AI agents, cost: 2500 EUR
- Agents on phone lines and text messages for complex tasks, 50 agents, cost: 100,000 EUR
- Marketing team, generating leads, eldigen.com AI Agent, cost: 50 EUR

**Human agents: 51**  
**AI agents: 54**

**Total cost: 108,150 EUR** /

monthly

**Profit: 115,850 EUR** 52% saving

**asya**



PITCH  
PATTERNS

# World's best AI analytics for conversational intelligence

Increase in sales by 43% in 2 months. 95% CER accuracy, TTS, SST in Baltic languages, Emotion detection, Intelligence markers.

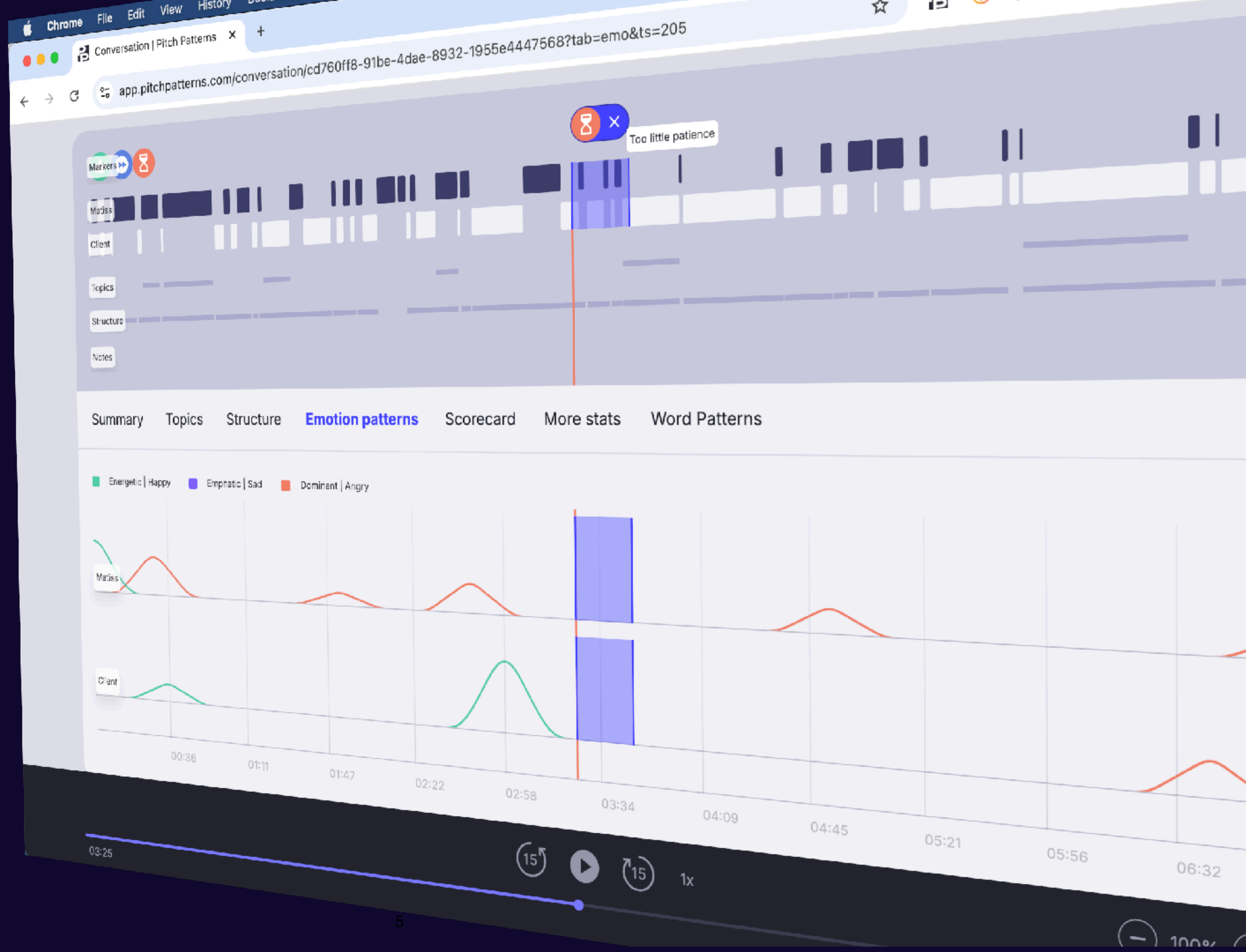




PITCH  
PATTERNS

# Soft-Skills Tracking

Multi-modal emotion tracking using tone and sentiment. 6 axis emotion pattern visualisation and unique Social Intelligence markers.





PITCH  
PATTERNS

# Hard-Skills Tracking

AI Summary, Keyword/Phrasal  
Topics and Intent logics to identify  
bad behaviours and enforce quality  
control.

The screenshot displays the Pitch Patterns web application interface. At the top, the URL is `app.pitchpatterns.com/conversation/8960b81a-954a-4b21-9050-064434eb0b82?ts=55&tab=topics`. The navigation bar includes "PITCH PATTERNS" and menu items: "Worktable", "Report", "Dashboard", "Deals", "Tasks", and "Conversations".

The main interface features a timeline visualization for a conversation. On the left, a sidebar lists "Markers" and "Marta" (the agent). The timeline shows segments for "Client", "Topics", "Structure", and "Notes". A red bar highlights a specific topic segment. Above the timeline, there are control icons for play, like, pause, and refresh.

Below the timeline, a tabbed interface shows analysis results for "Marta" and "Client".

- Marta:**
  - 3 Agent - Good Words
  - 1 Filler words
- Client:**
  - 2 Small Talk
  - 3 Client confused

The conversation transcript is visible at the bottom, showing a message from Marta: "Labi, super! Tās ir ļoti labas ziņas. Jā, jā, atliek otru darbiņu arī." and a response from the Client: "Jā, es vēl sūtīju. Man šķiet, es **nezinu**, metīsim nost, ka es sūtīju par ē...". The word "nezinu" is highlighted in red. A video player interface is at the bottom, showing a progress bar at 00:55 and a 15-second skip button.

# LEADERBOARD

Points for today

1	▲ +1	Jānis Ezeriņš	1019 912
2	▼ -3	Una Pārdaugaviete	900 925
3	▲ +1	Helmuts Jānis Laipotājs	875 900
4	▲ +1	Rēzija Bedrīte	820 820
5	▼ -1	Laima Oga	740 720
6	▼ -2	Ritvars Liepnieks	710 0
7	-	Kristīne Kārklīņa	695 725
8	▲ +1	Raivis Dzintariņš	600 580
9	-	Renate Kalniņa	520 710

# ACTIVITIES

In the last 5 minutes

- Dāvis**  
Deal atjaunots ar piezīmi  
31.03.2023 10
- James**  
Stepped up from position 2 to 1  
31.03.2023
- Kelly**  
Call to Intergaz (didn't record)  
31.03.2023 200
- Older
- Reminder**  
There are 4 working days left this week  
31.03.2023
- Raitis The Great**  
Received a 5 star rating  
31.03.2023 1000
- Dāvis**  
Stepped up from position 2 to 1  
31.03.2023
- Dāvis**  
Call to Lego (didn't record)  
31.03.2023 20

Industry leading Human agent activation system using Live Leaderboards

**LIVE**



PITCH  
PATTERNS

Chrome File Edit View History Bookmarks Profiles Tab Window Help

Report | Pitch Patterns

app.pitchpatterns.com/report

PITCH PATTERNS Worktable Report Dashboard Deals Tasks Conversations

Period  
Sep 12 / 2023 - Sep 18 / 2024

Filter by: Tags Duration Inter

Team

Detailed Word Patterns Leaderboards Logs

AGENT	ENERGETIC / HAPPY VOICE CLIENT	EMPHATIC / SAD VOICE CLIENT	DOMINANT / ANGRY VOICE CLIENT	CLIENT EMOTION CHANGE	CLIENT LAUGHTER	CLIENT EMOTION CHANGE END OF...
AL	3.3%	8.6%	3.9%	3.8%	1	4.2%
DF	32.7%	2.1%	0%	3%	0	-2%
IB	3.6%	8.2%	10.6%	2.8%	4	6.7%
IE	5.6%	24%	0.7%	7.1%	0	5.9%
IP	14.8%	12%	4%	5.6%	1	4.3%
KRB	22.4%	12.4%	2.5%	2.6%	0	-4.6%

Find

TOPIC OPERATOR: NOT ALL NONE

- Aģents - Empatiskie
- Aģents - Iepazīšanās
- Aģents - Izzināšana
- Aģents - Kompliments
- Aģents - Labie vārdi
- Aģents - Liekvārdība
- Aģents - Mīkstinošie & Deminutīvi
- Aģents - Negatīvie
- Aģents - Problēma
- Klients - Apjucis
- Klients - Apstiprinoši
- Klients - Distancējošie
- Klients - Mīkstinošie & Deminutīvs
- Klients - Noraidoši
- Klients - Problēma
- Klients - Tuvinošie
- Tēma - Līgums
- Tēmas - Stādīšana
- Tēmas - Taksācija
- Vadība

Clear

# Deep Analytics

50+ metrics across both soft and hard skills to track large patterns across team and improve performance and quality.





PITCH  
PATTERNS

## Testimonial

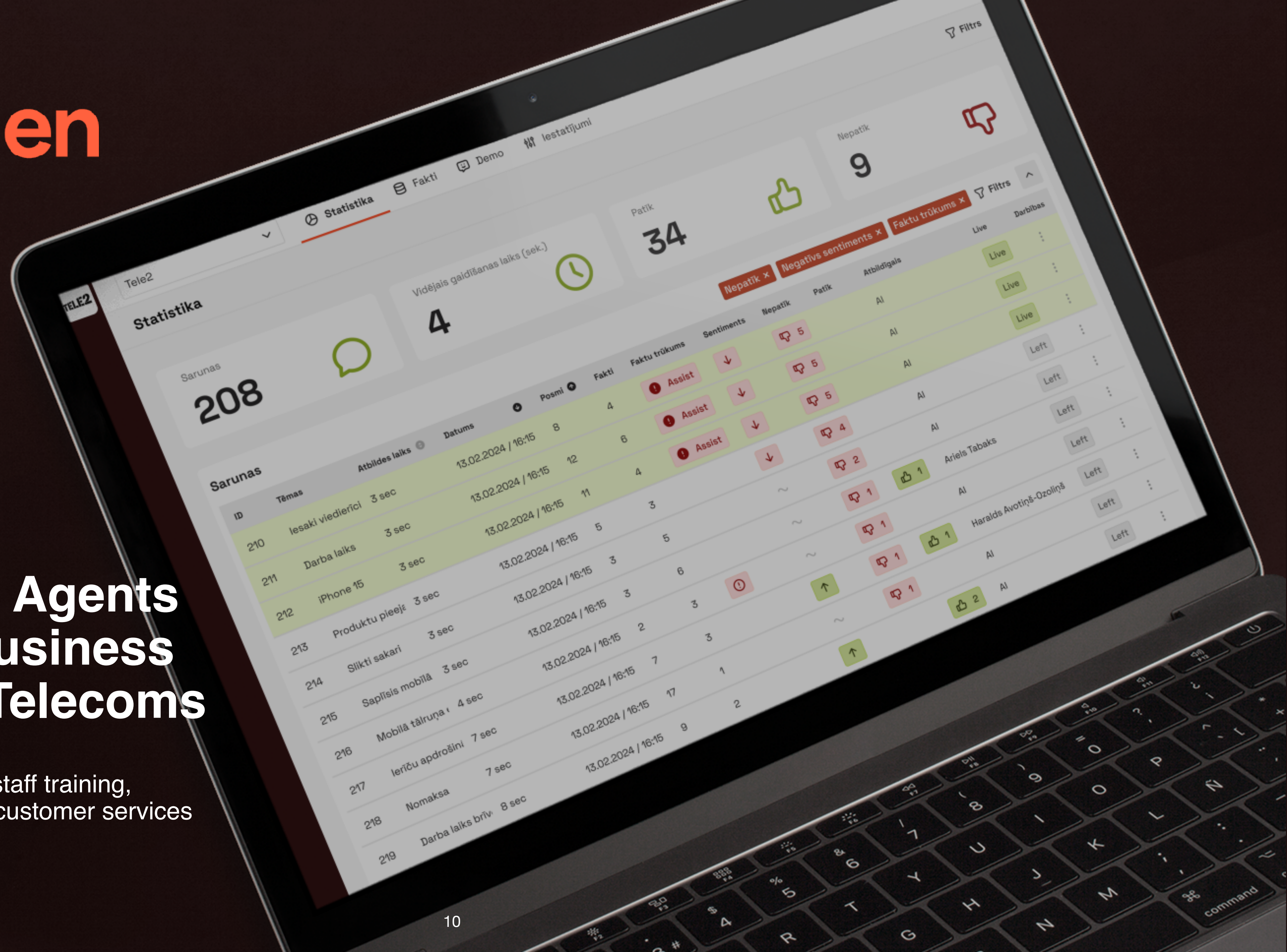
“With Pitch Patterns, we are able to listen every IB and OB call without “listening” to every single call. We can see calls, and focus on problems faster and at full scale”

BPO Director of Quality, 80 agents (inbound & outbound)  
Ieva Laterere





# Eldigen



## Plug & Play AI Agents to automate business processes in Telecoms

Reduction of manual labor in staff training, human resources, sales, and customer services by 45%

# Client support AI agent (Chat & Email)

**Integrations**

- Webpage (URL, HTML)**  
Install widget and start supporting customers on your website.  
View
- Email (IMAP)** Connected  
Add your mailbox and let the agents support your customers.  
Disconnect X
- Telegram**  
Integrate with Telegram agents serve your custo  
Disconnect
- Facebook Messenger**  
Integrate with Facebook Messenger and let your agents serve your customers.  
Connect

Eldigen  
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**TELE2** Privātpersonām Biznesam Blogs Meklēt... Mans Tele2

veikals Tarifu plāni Mājas internets Citi pakalpojumi Klientu atbalsts Darbs Tele2

Ja nepieciešams, izmanto 14 dienu atgriešanas iespēju.

## Internets tavām mājām

4G mājas internets	5G mājas internets	Optiskais internets
<ul style="list-style-type: none"><li>✓ Pārvietojams mobilais internets ar 99% pārklājumu Latvijā</li><li>✓ Pieslēdz īslaicīgi vai noformē izdevīgu līgumu uz 24 mēn.</li></ul>	<ul style="list-style-type: none"><li>✓ Pārvietojams mobilais internets ar 99% pārklājumu Latvijā</li><li>✓ Pieslēdz īslaicīgi vai noformē izdevīgu līgumu uz 24 mēn.</li><li>✓ Darbojas 4G un 5G tīklā vietās, kur tas pieejams</li></ul>	<ul style="list-style-type: none"><li>✓ Stabils mājas internets konkrētā adresē ar ātrumu līdz 1000 Mbit/s</li><li>✓ Noformē izdevīgu līgumu uz 24 mēn.</li><li>✓ Mā/vietā ierīkots stacionārs optiskais vads un rūteris</li></ul>
Rūteris: <b>Soyealink</b> palek klienta īpašumā pēc 24 mēnešu nomas	Rūteris: <b>Zowee</b> palek klienta īpašumā pēc 36 mēnešu nomas	Rūteris: <b>TP-LINK</b> palek klienta īpašumā pēc 24 mēnešu nomas
no 9,98 €/mēn. <b>Valrāk</b> →	no 15,98 €/mēn. <b>Valrāk</b> →	no 17,99 €/mēn. <b>Valrāk</b>

Internets ar TV | Īstermiņa vajadzībai | Ja tev jau ir 2 Tele2 numuri

**Pajautā ekspertam**

Sveikl Esmu eksperts **Dzirkstele**. Uzdod man jautājumu, centīšos palīdzēt!

cik ātrs ir optiskais internets salīdzinājumā ar 4G?

Tele2 optiskais internets piedāvā ievērojami lielāku ātrumu, salīdzinot ar 4G. Optiskā interneta minimālais garantētais ātrums ir 400 Mbit/s, maksimāli 1000 Mbit/s, savukārt 4G maksimālais teorētiskais ātrums ir līdz 375 Mbit/s ar vidējo ātrumu ap 40 Mbit/s normālās slodzes apstākļos.

Tavs jautājums

Lūdzu, nerakstī personālos datus vai sensitīvu informāciju.

# HR Training and onboarding

[demo] Elektrum Darbinieku apmācība

Statistika Zināšanu avoti

Statistika Datuma intervāls:

Sarunas **74**

Ziņojumi **462**

Sarunas

ID	Datums	Jautājumi	Klients	Punktu skaits	Ziņojumi
77	08/08/2024 / 10:47	1	Info Asya	NaN	
76	05/08/2024 / 21:14	18	Rita Bergmane	0% (0/2)	
75	05/08/2024 / 20:57	1	Rita Bergmane	NaN	
74	05/08/2024 / 20:53	14	Rita Bergmane	50% (1/2)	

[demo] Elektrum Darbinieku apmācība

Statistika Zināšanu avoti Iestatījumi Integrācijas Sarakste

Kā Pakalpojuma līguma zonā var apskatīt patēriņa sadalījumu pa objektiem un katra objekta summu?

- A) Noklikšķinot uz izvēles rūtiņas blakus katram objektam
- B) Nospiežot radio pogu konkrētajā IM rindā
- C) atlasot objektus nolaižamajā izvēlnē
- D) Veicot dubultklikšķi uz objektiem zonā

Atvainojiet, jūsu atbilde ir NEPAREIZA!  
"Lai atskatotu zonas datus, nospiediet radio pogu konkrētajā tūlītējās ziņojumapmaiņas rindā Konta budžeta saraksta zonā."  
PAREIZĀ atbilde ir B) Nospiežot radio pogu konkrētajā IM rindā

Vai viss skaidrs? Vai mēs varam pāriet pie nākamā jautājuma?  
Ja jā, atbildiet ar "Turpināt"  
Ja jums ir vēl daži jautājumi, uzdodiet jautājumu par to.

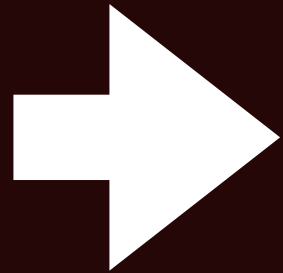
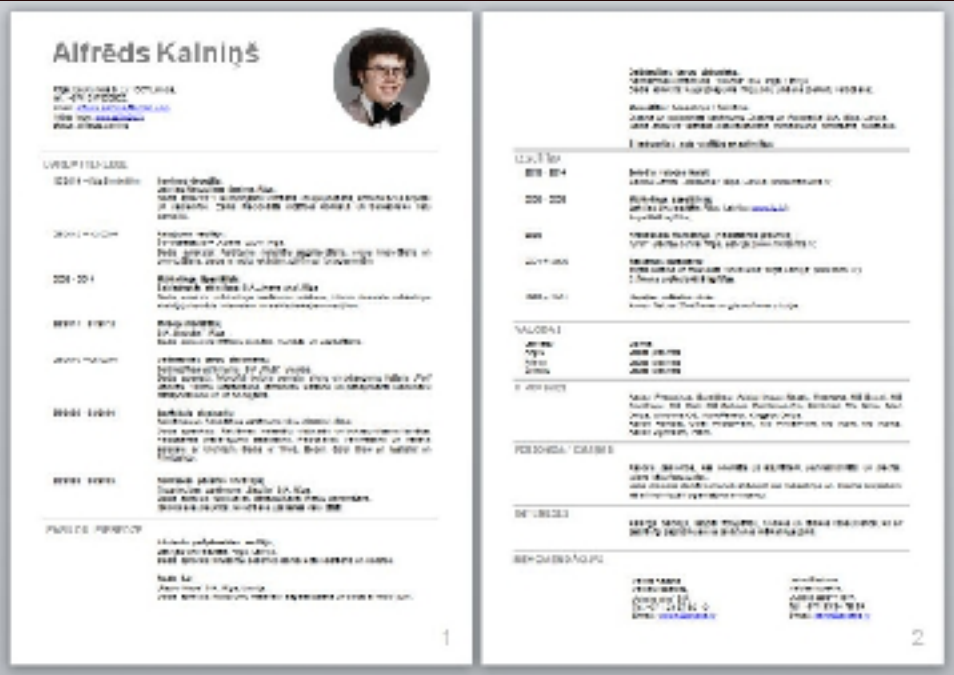
Ieteiktie jautājumi:  
Turpināt

Ierakstiet jautājumu

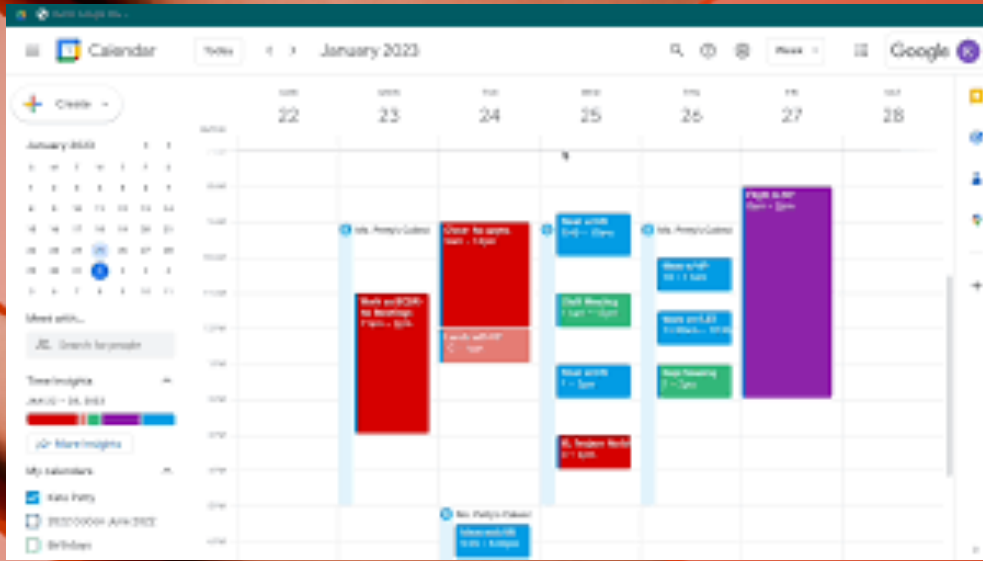
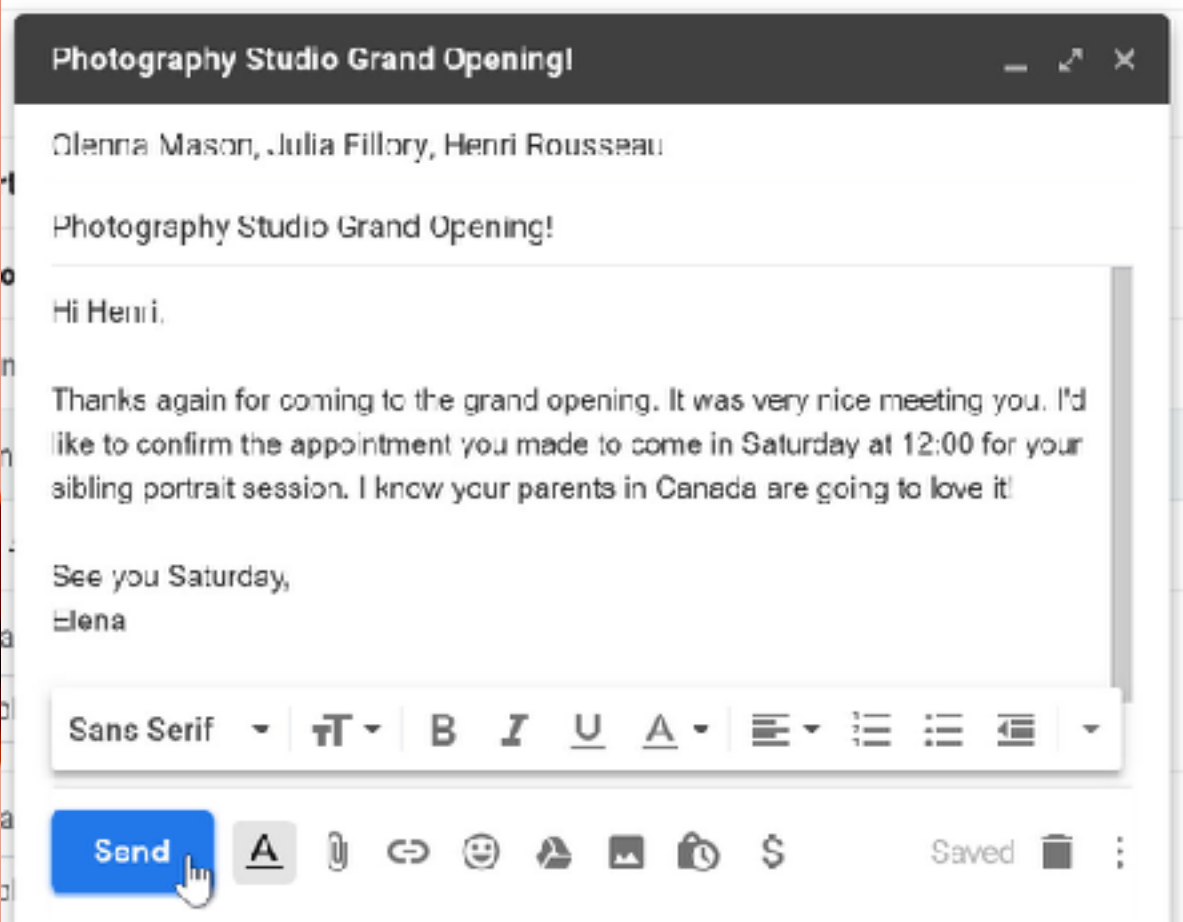
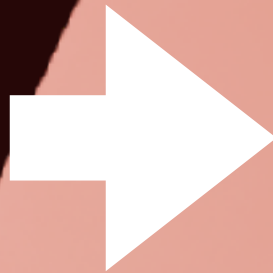
+ Jauna tēma

# AI HR selection agent

Document validation



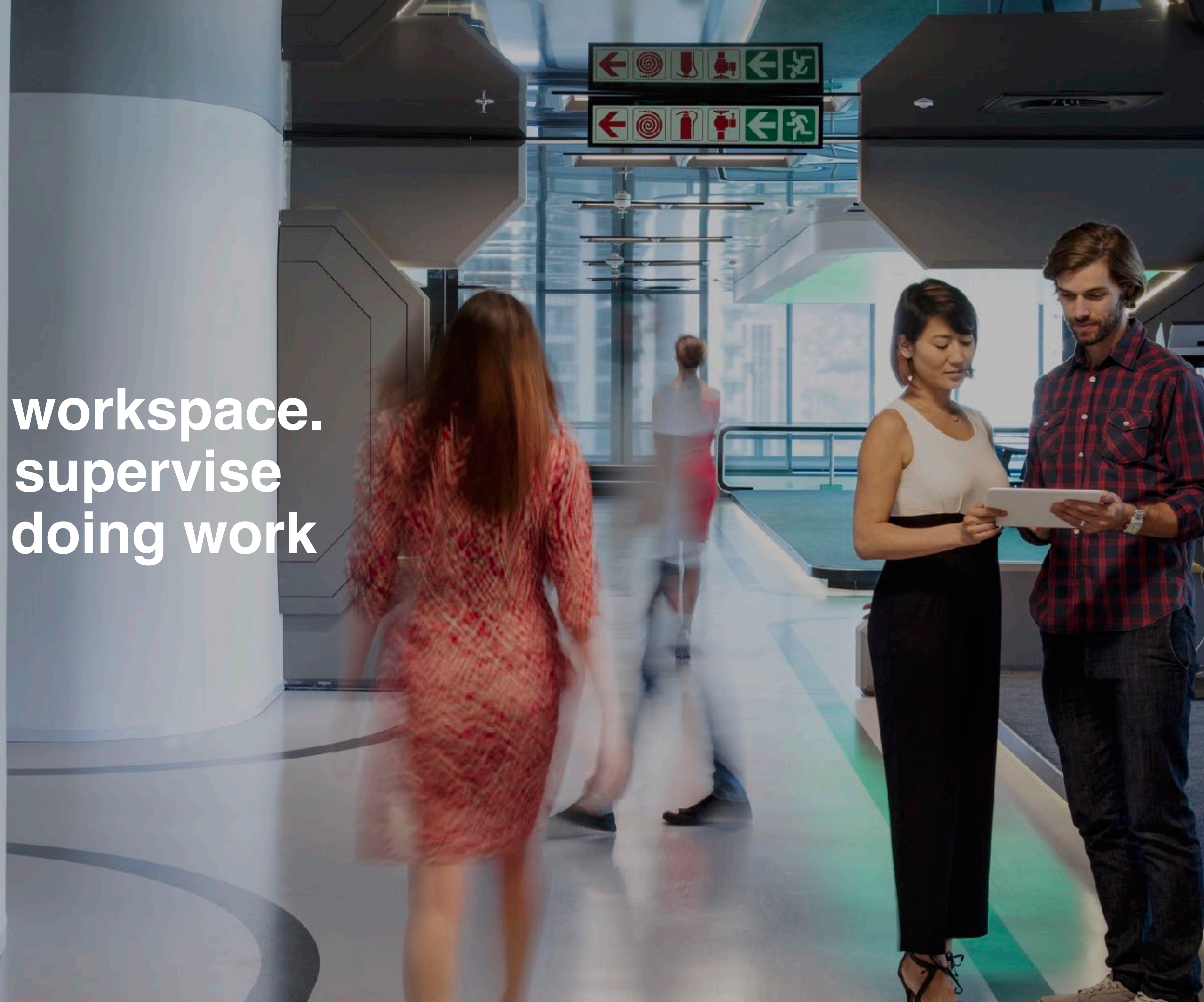
No.	Progress	Evidence	Result
1	Is it a B2B company?	Pitch Deck	Yes
2	Is it in a seed stage?	Pitch Deck	Yes
3	Do they have about 5000 EUR monthly recurring revenue?	Email	No
4	Do founders have previous entrepreneurship experience?	Email	Yes
5	Does the product have at least 10 clients?	Email	Yes
6	Does the business have Intellectual property?	Pitch Deck	Yes
7	Do they have testimony from a client?	Pitch Deck	Yes
8	Does the churn of the product is below 10%?	Email	Yes
9	Do they have a technology expert on team?	Pitch Deck	Yes
10	Do they have sales expert on the team?	Pitch Deck	Yes
11	Do they have marketing expert on the team?	Pitch Deck	No
12	Is their professional work experience longer than 7 years?	Email	-
13	Are there at least 2 founders?	Email	No
14	Is the market potential for the industry at least 1b dollars?	Email	Yes
15	Do they have other investors on cap table?	Pitch Deck	Yes



# AI Social media content writer agent

The screenshot displays a web interface for an AI social media content writer. The top navigation bar includes 'BTA', 'Statistics', 'Sources', 'Settings', 'Integrations', and 'Blogs'. The main content area is divided into two columns. The left column, titled 'Drafts', shows a post scheduled for '23.07.2024, 11:00'. It includes a 'Relevance of the article' dropdown set to 'This week', 'Added tags' (Border, European Union, Latvia, Belarus, Imigrants), 'Format' (Blog post), 'Attitude' (Positive, supportive), and a 'Description in free form' (About the events on the Latvian-Belarusian border). The right column, titled 'Generated Variants', features a search bar and a list of generated content. The first variant includes a main title: 'Here goes main title, Sit odio egestas mattis sed ultricies vestibulum id pulvinar blandit'. Below the title is a paragraph of placeholder text: 'Lorem ipsum dolor sit amet consectetur. Urna mi sem risus pellentesque amet egestas. Neque nullam dicitum ullamcorper pulvinar lorem. Odio egestas posuere commodo eget amet lectus feugiat. Nibh ut lectus ornare sed. Massa gravida sapien libero nunc pellentesque metus.' An image of a blue sign with yellow stars and the word 'LATVIJA' is shown below the text. A 'Download Image' button is located under the image. At the bottom of the generated content, there is another paragraph of placeholder text: 'Eliit suscipit hendrerit sit et. Mauris amet turpis leo purus quam pulvinar ante facilisis. Eleifend mauris molestie malesuada fusce lectus enim ultrices sit'.

**Eldigen, AI-centric workspace.  
Intellectual work to supervise  
agents rather than doing work  
manually.**



# Business model



**PITCH  
PATTERNS**

Quality and Strategy platform starting  
**500 EUR**/mon

Robot caller agent starting  
**500 EUR**/mon



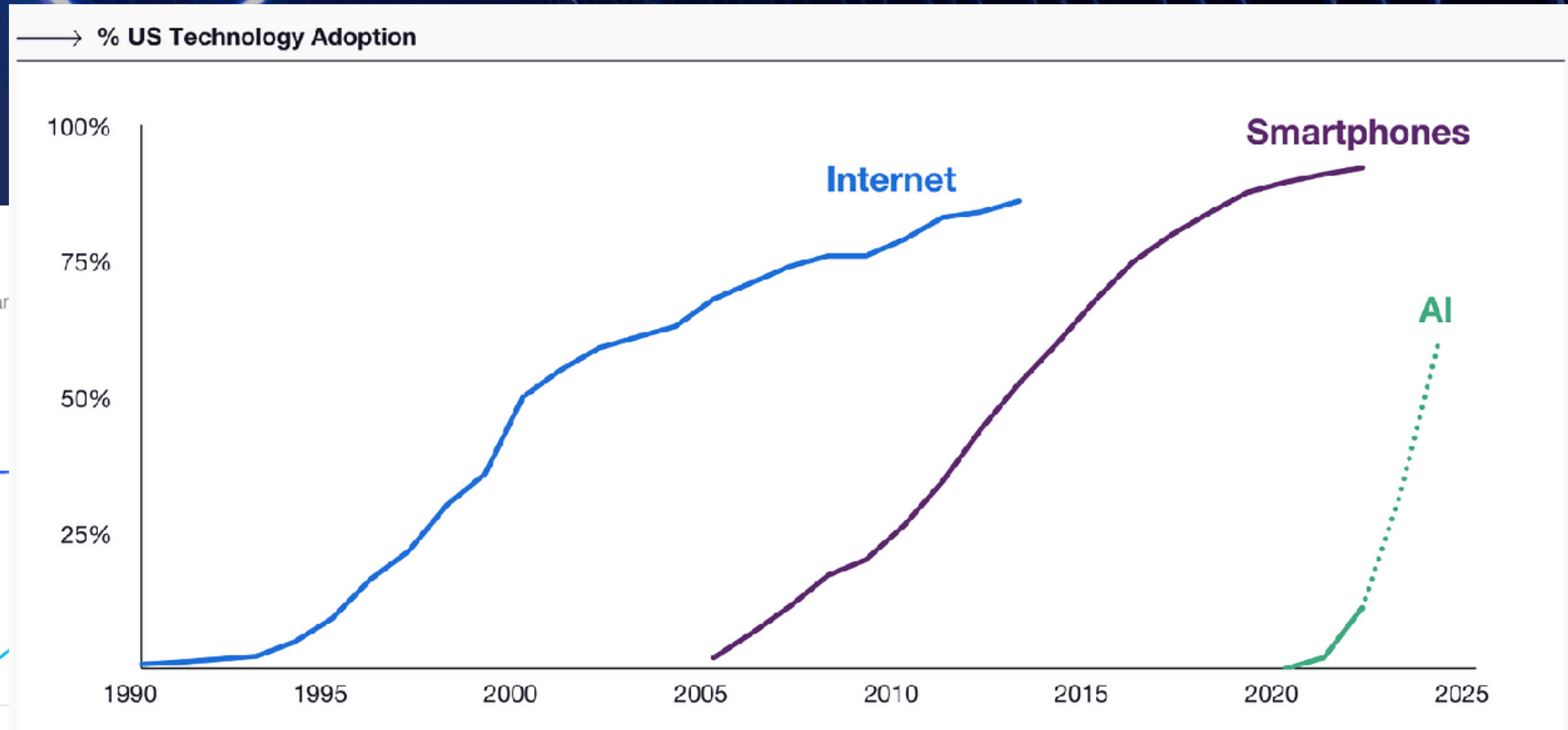
**Eldigen**

All agents starting  
**50 EUR**/mon



# Market opportunity

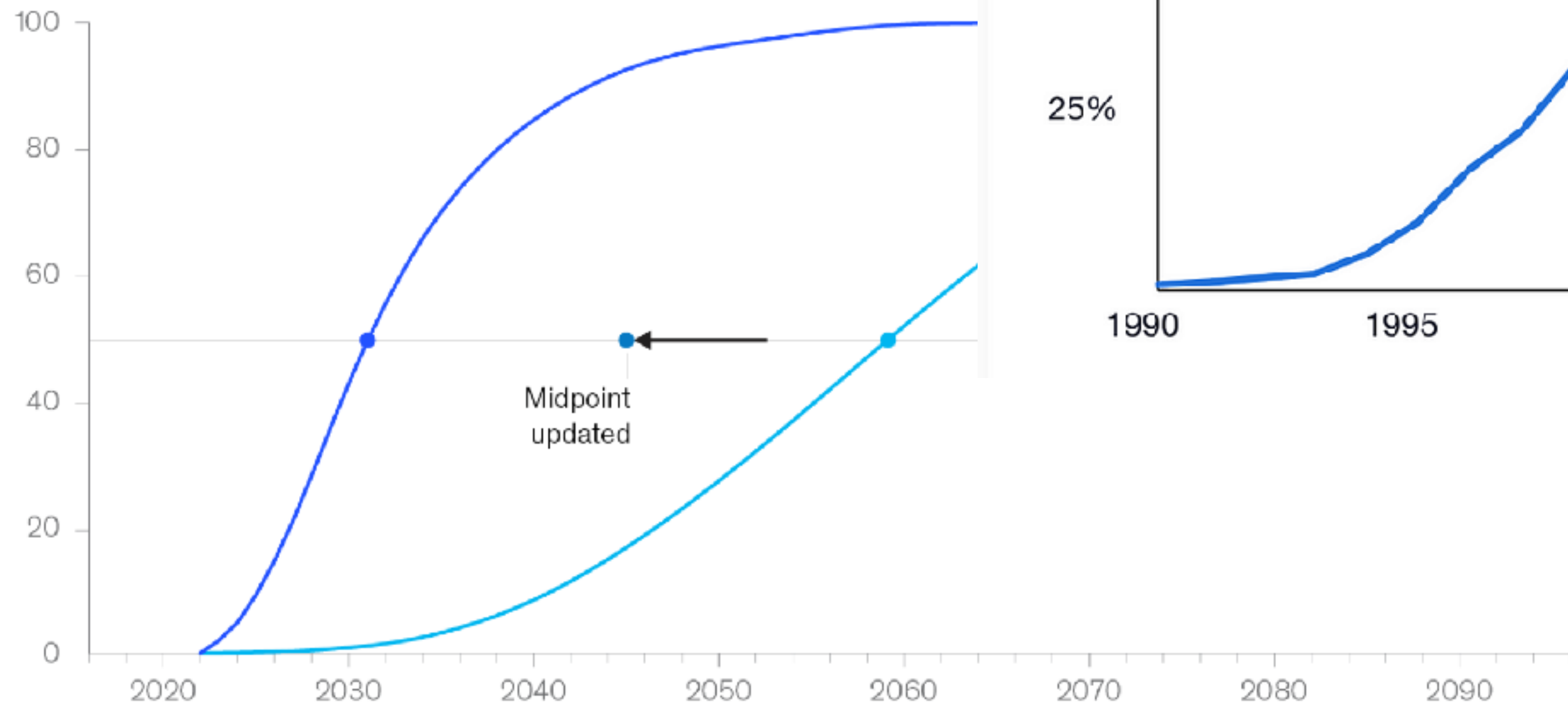
McKinsey report shows 50% of current workplace activities automated by 2045



Global automation of time spent on current work activities,<sup>1</sup>%

Updated early scenario including generative AI<sup>2</sup>    Updated late scenario including generative AI<sup>3</sup>    2017 ear

Updated scenarios    2017 scenarios

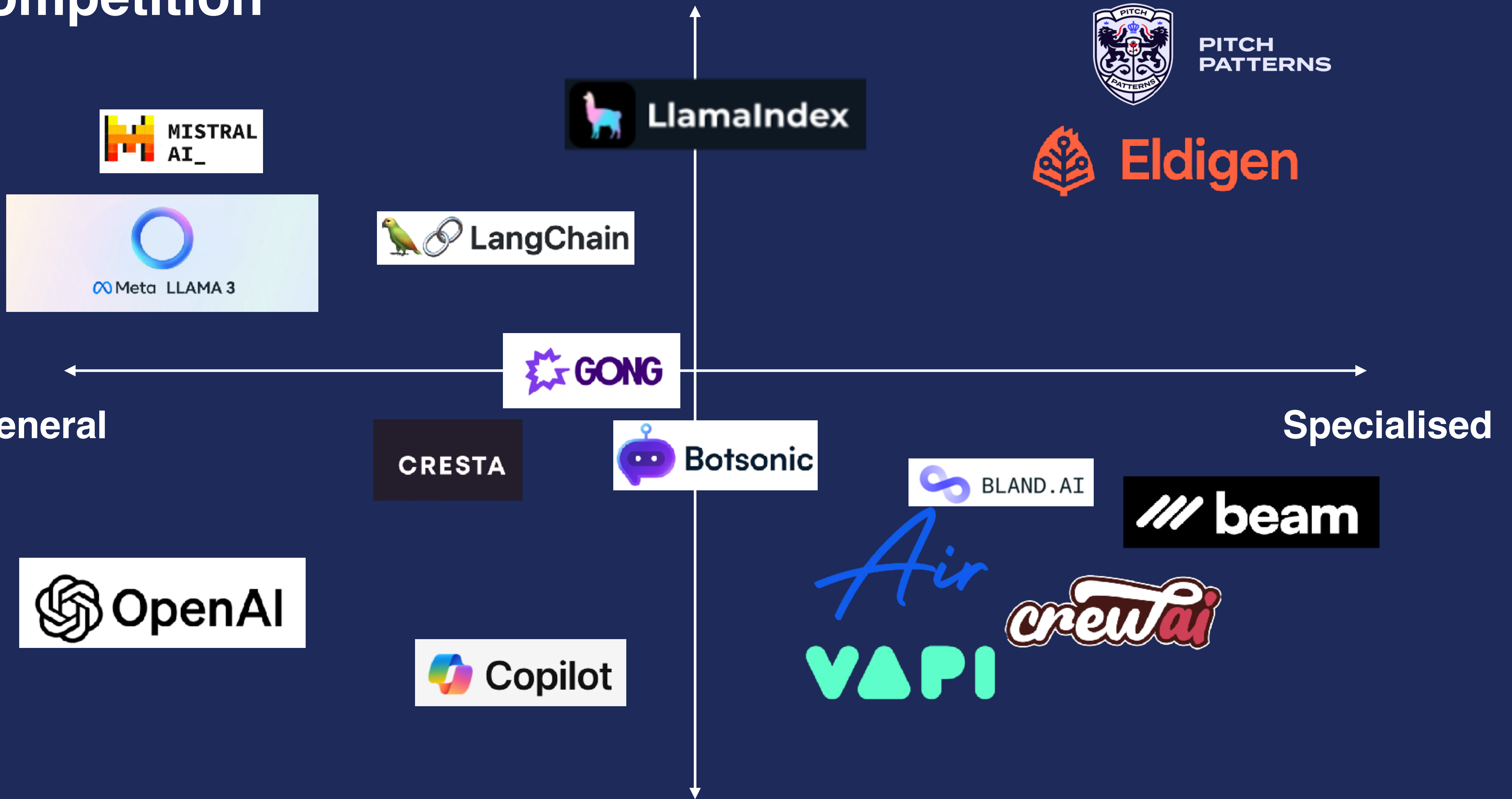




**Direct sales market size  
estimated to 50b EUR and will  
grow to 200b EUR by 2030**

# Competition

Own models, On-premises



3rd party based, cloud-only, GDPR issues

# 20+ Enterprise Customers from Baltic States and USA, Germany



# Team



**30+ researchers, developers, award winning designers, 20+ scientific publications**

**Cost effective new Nordics \$40,000 per month for a team of 30 members.**

**Average age: 24**

**Not using any 3rd party services like OpenAI API etc. (70% margins, on-premises with shortened sales cycles)**



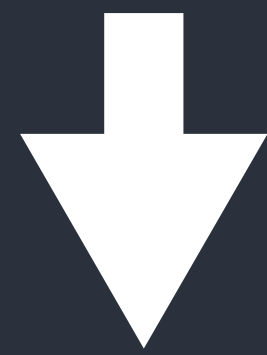
# The Plan

1. Register company in USA (2025 Q1)
2. Investment round (2025 Q1) of 2m EUR (16m EUR valuation).  
500k already committed investment.
3. In USA, UK, Central Europe, Scandinavia markets reach 3m EUR ARR by 2026
4. In USA reach 20m EUR ARR by 2029



asya

# Ignoring reality



VS

# Taking advantage

