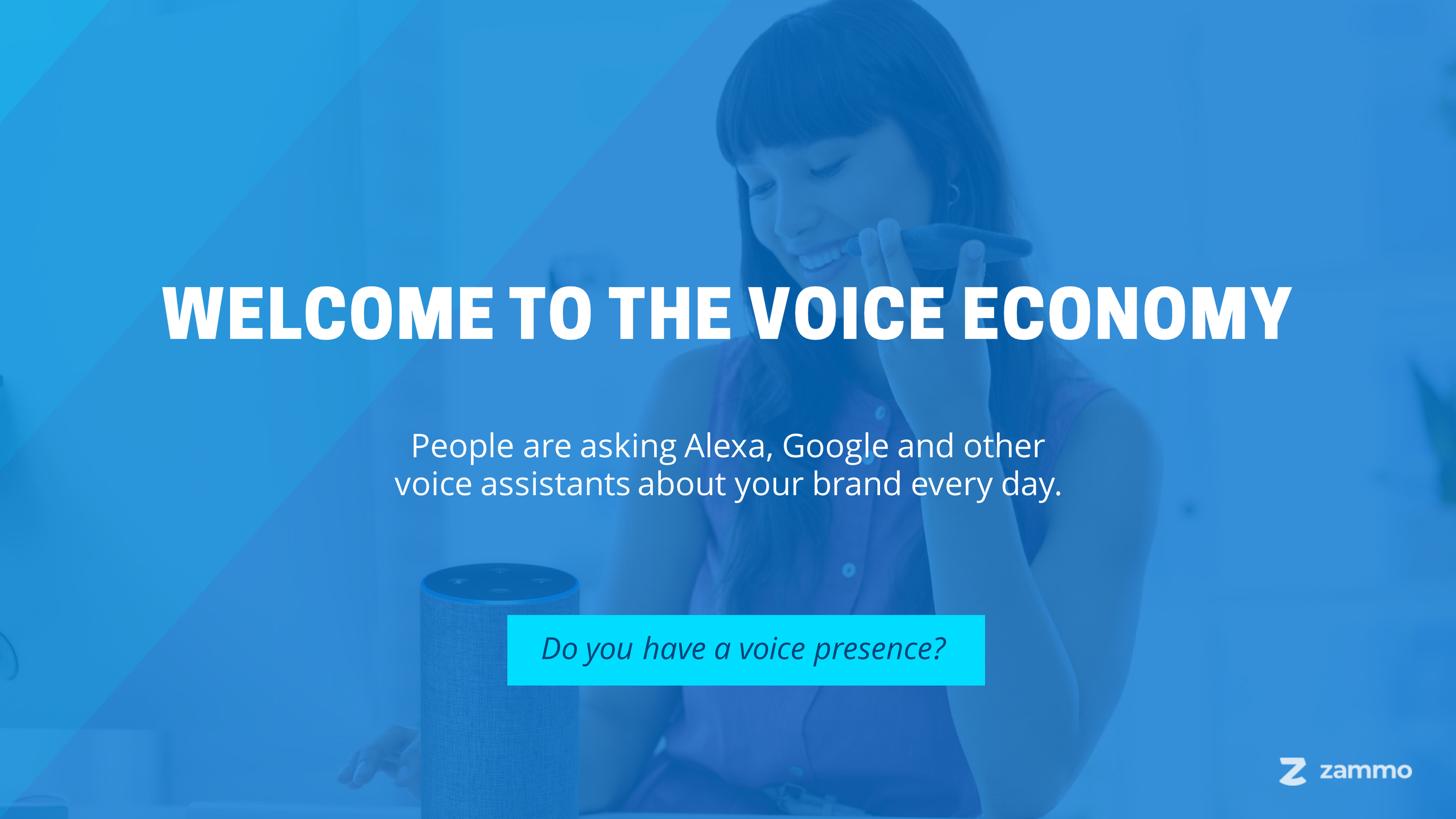
WELCOME TO THE VOICE ECONOMY

People are asking Alexa, Google and other voice assistants about your brand every day.

Do you have a voice presence?



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A NEW TECH REVOLUTION

96%

US households have voice-enabled smart devices

1.83 Billion

People will access voice assistants by 2021 globally

50%

Of all searches are started by voice command

$80 Billion

Voice-activated purchases by 2023

45%

Millenials use voice search for reviews, services & products

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IN THE LAST 15+ YEARS, 52% OF FORTUNE 500 COMPANIES DISAPPEARED HAVING MISSED SHIFTS IN TECHNOLOGY

1955

Average Company Lifespan 75 years

2019

Average Company Lifespan < 15 years

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IT'S TIME TO LAUNCH YOUR VOICE APP

Did you know that websites and mobile apps do not work on Voice Assistants?

Without a branded app for voice assistants, answers about your brand come from Yelp, Wikipedia, and media you don't control. Poor experiences can weaken your brand, while competitors win voice search optimization and market share.

Or, create a branded Voice App through Zammo that provides you control of the content, user experience, and user engagement data—so you start fast then improve over time.

Voice First – Every voice app is already a chatbot. However, a chatbot must be reconfigured to extend to voice.

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YOUR COLLEAGUES & COMPETITORS ARE MAKING THEIR MOVES

91%

of businesses want to invest in voice and 88% want to support multiple platforms

Adobe

84%

of businesses see value in conversational AI, yet only 2% have a solution

Deloitte.

78%

of Enterprises have conversational AI planned but lack an all-in-one solution

Gartner®

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EXTEND THOUGHT LEADERSHIP & REDUCE RISK

COMPLIANCE

A Voice App helps with ADA federal and state government mandates for content accessibility & transparency.

LOWER LAWSUIT RISK

Recent wave of lawsuits spotlights the need for more accessible content for those with disabilities. *See article*.

BRAND PERCEPTION

Improve PR by leveraging your Voice App as a positive & inclusive marketing tool.

POSITIVE ATTENTION

Post on your website, social media, newsletters, even send out a press release to announce you are on voice.

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A BIG PROBLEM

Each voice assistant requires a different, expensive app. The problem worsens when you add in the other side of conversational AI: *chatbots (I.e. kik, Skype, Slack, Teams, Facebook Messenger, Telegram, SMS/Text, Web & Mobile Chat)*

OUR SOLUTION

Zammo builds you one Voice App that works perfectly on Alexa, Cortana and Google, *then extend to popular chatbot platforms*—all for one affordable monthly price.

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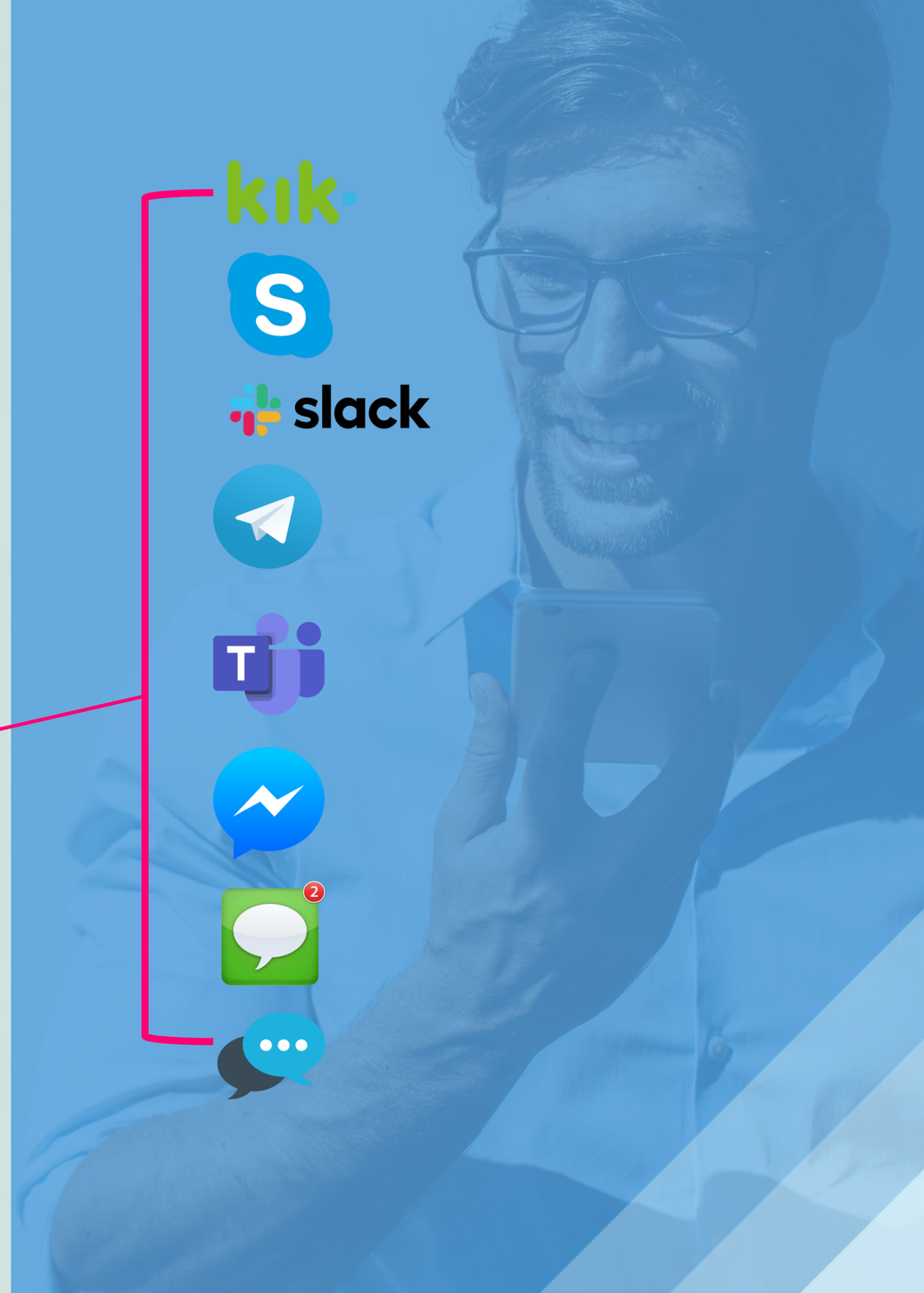
amazon alexa

Google Assistant

Cortana

Soon Siri Bixby



WITH ZAMMO...

Your Voice App is launched by name. "Alexa, launch Sky Harbor."

The correct answers to user questions come from a Voice App you control.

Users are happy with their experience and associate it with your brand.

Provide promos, news and answers directly to users across voice assistants.

Get ahead of competition with strong voice search optimization.

Cut costs with voice automation and transactional capabilities.

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MANAGING YOUR APP IN ONE PLACE

Without Zammo

- Difficult, experts-only coding
- Messy, multi-platform software
- Large, expensive teams
- You handle security, updates, maintenance
- GDPR risks, no data from platforms
- Expensive, difficult support

With Zammo

+ No coding required
+ Enterprise-grade architecture
+ One person, small team or large team
+ Strict security, upgrades built-in
+ GDPR compliant, data-driven insights
+ Expert customer support included

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PROTECT YOUR BRAND ON VOICE

Zammo registers your "voice domain" cross- platforms

Voice domains are spoken to a voice assistant to launch your App. For example: "Google, launch Sky Harbor" or "Alexa, launch City of Miami"

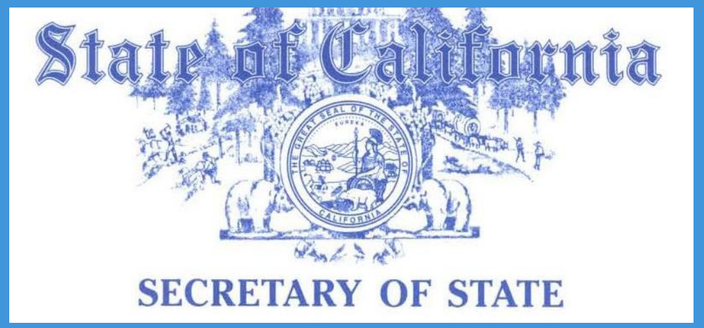
Any organization with a similar-sounding name can claim the domain you want, and Zammo is the only way to claim it without an IT app dev project.

It's like a .com, but only for voice, and just as important to register!

Confident the voice domain you want will always be available?

Search USPTO and your SOS.

You may be surprised by how many others could claim it.



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ESTABLISH YOUR VOICE PRESENCE IN MINUTES

The Zammo Guarantee

1

SIGN-UP

Create your free account in seconds

2

VOICE-READY

Zammo makes your content voice-ready

3

LAUNCH

Zammo builds and publishes your Voice App

4

ENGAGE

Engage customers and users 24/7

VOICE APP ANALYTICS

OWN YOUR DATA

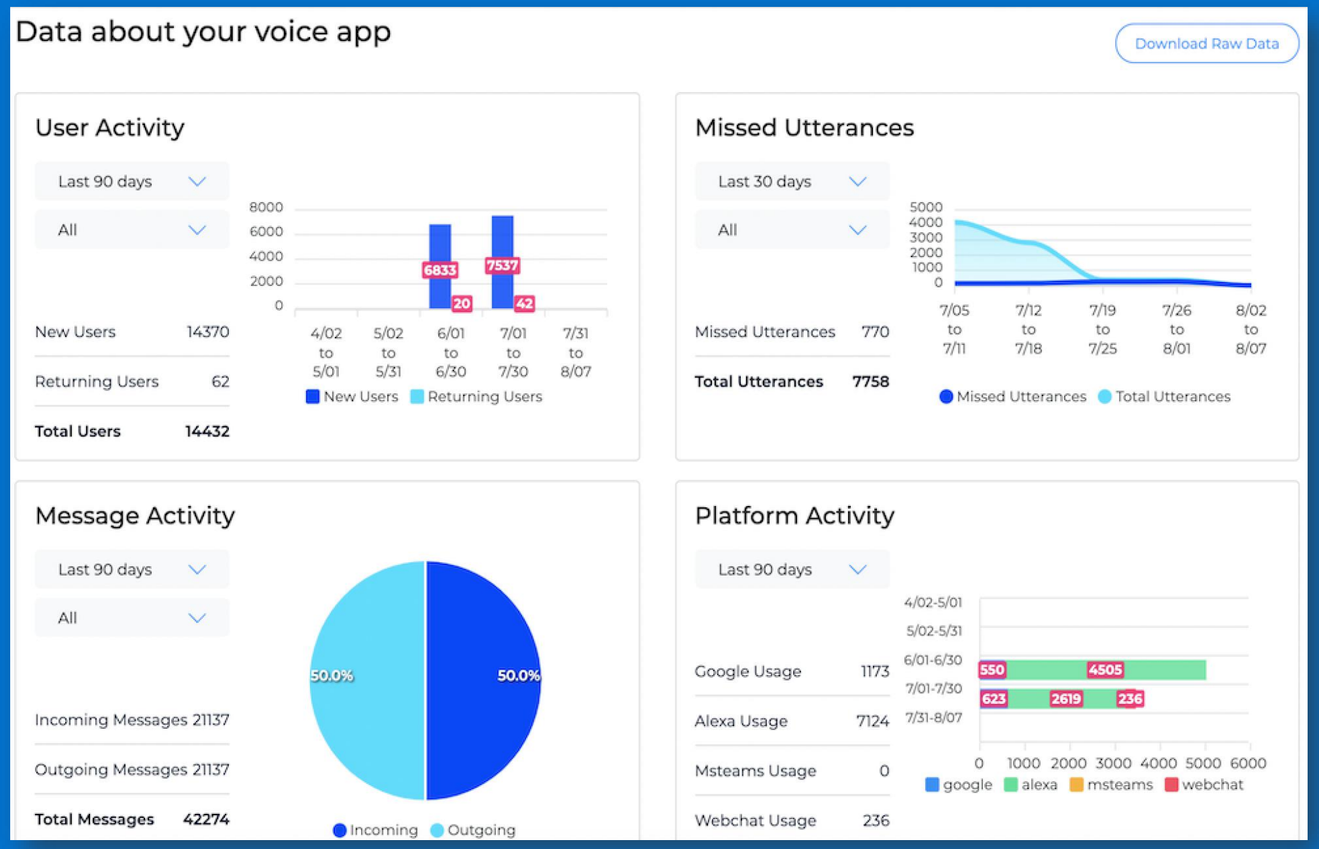
Start strong and improve over time through a unified, cross-platform analytics dashboard showing user engagement trends, and eventually leverage Zammo's ML-based conversational modules.

VS.

LEAVING IT TO CHANCE

Leave your brand to chance by hoping the platform algorithms scrape your website and deliver decent answers—and get zero data about how the world is asking about your brand...

USE DATA TO IMPROVE USER EXPERIENCE



ADDITIONAL FEATURES

- Sentiment Analysis
- Overall % positive/negative experience
- By Topic:
  - Topic 1 +%/-%
  - Topic 1 +%/-%
- Keyword Extraction
- Conversation Duration
  - Average Duration
    - By Topic
      - Topic 1
      - Topic 2
- Trends
  - % conversations longer than 30 DMA
  - % conversations shorter than 30 DMA
- Website Conversion Rates
- % of Successful Transaction
- Transactional
  - Use Case #1
  - Use Case #2

Zammo is helping our entire portfolio of companies to get ahead in the new voice marketplace. We strongly recommend their solution for any forward-thinking brand!

- Miguel Forbes,

Founder Forbes.com

CEO Forbes Family Trust

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YOUR CONVERSATIONAL AI JOURNEY

Zammo's "Voice First" Path

1

ESTABLISH CONVERSATION

Non-technical users create channels and deploy content to voice assistants

2

DESIGNED CONVERSATION

Design and deploy multi-turn conversations for specific use cases

3

EXTEND CHANNELS

Expand to many popular chatbot channels, from Facebook Messenger to Slack, email, web, SMS...

4

ADVANCED CONVERSATION

Integrate with API's and backend software using integration modules

PROOF IS IN THE POC

***No-cost* Proof of Concept (PoC) for qualified Enterprise Ultimate customers**

PROVIDE

✓ **Content**
- Web site URL
- FAQ-style URL
- Q&A spreadsheet

✓ **Use Case**
- Conversational Transcript

✓ **Backend**
- API
- Enterprise System

RECEIVE

✓ **Voice Assistants**
Your content on Alexa, Google, Cortana & Bixby

✓ **Transactional Conversation**
Engage your conversation module and .json design file

✓ **Chatbots**
Engage your content on Facebook Messenger & other popular chatbots

✓ **Analytics**
See user engagement data on unified dashboard

✓ **Integration**
Integration module enabling transactional conversation

To learn more contact:
hello@zammo.ai