

## Profile number

103224

## Artificial Intelligence company seeks business partner

### Located in

Netherlands

### Personal data

#### Sector

IT service

#### Type of company

Software development

#### Legal entity:

Limited Company

#### Type of transaction

To be determined

#### Life phase enterprise

Growing

#### Employees in FTE

5 - 10

#### Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

### Financial information

#### Turnover last financial year

Confidential

#### Asking price

€ 250.000 - € 500.000

#### Earnings before taxes

Confidential

### Company history/background

SaaS platform to feed and train the chatbot

The young organization in question has developed a working content management system (CMS) to train the complex RASA\*\* chatbot technology easily and quickly. This is based on Natural Language Understanding (NLU). The IP for the CMS is held entirely by the organization. \*\* RASA is an open source machine learning framework for building AI assistants and chatbots.

Natural Language will replace scripts

It is a given (and primarily a matter of time) that Natural Language Understanding chatbots will replace so-called scripted chatbots (texts are pre-programmed in a script). However, the problem with NLU chatbots is that training and feeding them is complex, time-consuming, and costly. Moreover, it is currently a technical process, causing user experience and content development to take a back seat. To minimize the negative role of technology and to prioritize user experience and content, this company has developed a CMS shell around RASA, enabling subject matter experts (though not necessarily IT experts) to feed and train the chatbot. Several corporations are already clients for a specific application. This application is housed in a separate entity in which the company in question holds the majority of shares.

## Unique selling points

Rollout to large enterprises and (upper end of) SMEs

Because the developed CMS is sufficiently user-friendly, flexible, and cost-effective, an NLU chatbot is now also becoming accessible to large enterprises and SMEs. With far-reaching consequences:

- lower service desk costs
- increase in customer satisfaction
- Growth in the number of customers is possible without the required growth in the service desk.
- increasingly in-depth customer knowledge is being built up (more interaction = more data).

The revenue model is based on licenses.

## Other

Active participation

We are seeking 250K - 500K through direct participation in the share capital. An active role is certainly open for discussion, provided demonstrable added value is achieved.