The Flamingo Solution

Flamingo solves the problem of low online sales conversion rates

Based in NYC and Sydney Flamingo is an Enterprise SaaS company in the high-tech Artificial Intelligence (AI) field within the emerging category of Conversational Commerce, providing:

1. **Cognitive Virtual Assistants (ROSIE & MAGGIE)**
   - Flamingo fuses web-chat, web-forms and machine learning to guide customers through complex decision making into quotation, application and payment
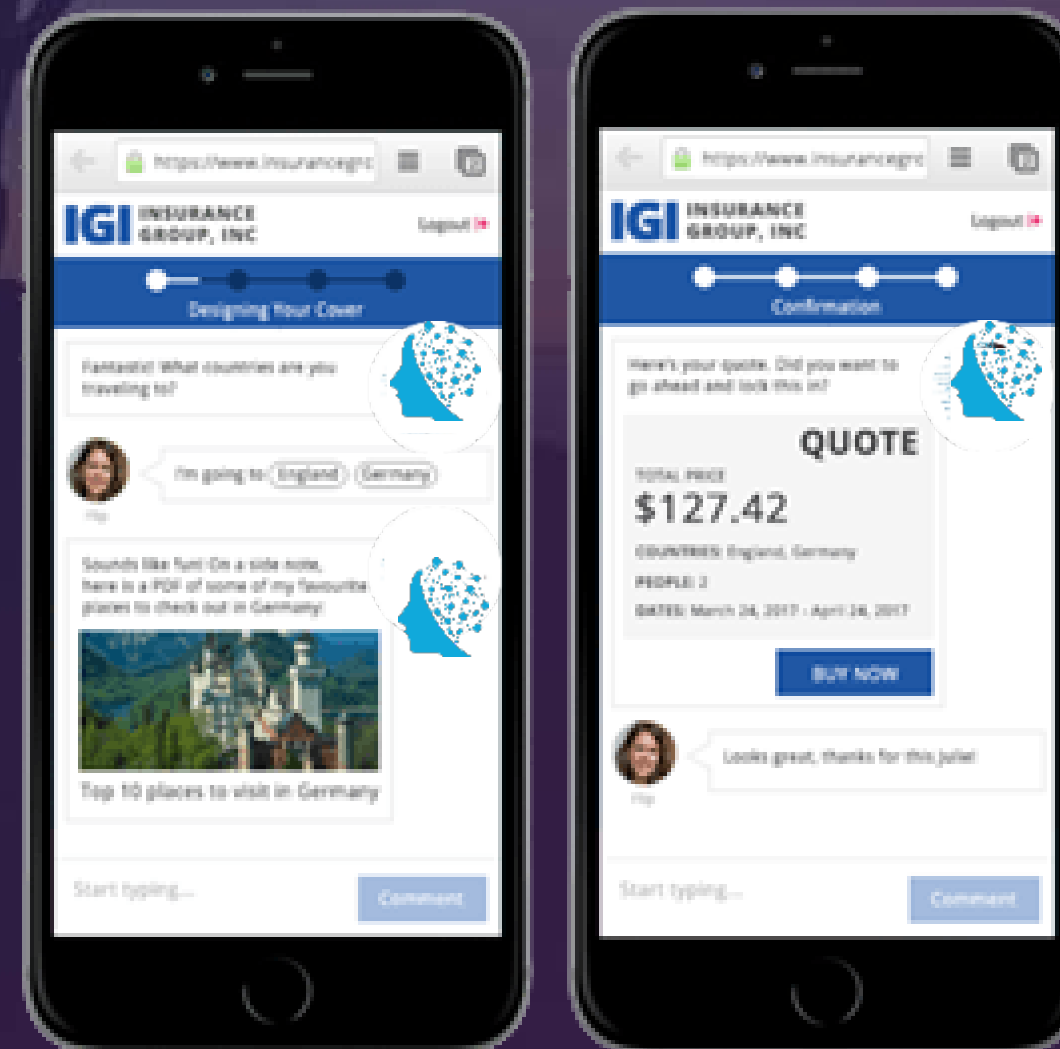
2. **Intelligent Guided Selling Platform – JourneyAssist**
   - Helps increase online sales conversion rates for large financial services firms
   - The platform is also used to on-board, renew and service customers

Flamingo is one of global IT Analyst firm, Gartner's, 'Cool Vendors'.

ROSIE & MAGGIE

Gartner

Flamingo Update

1. Binding commitments for ~$5.1M Capital Raising received:

   - Bell Potter Mandate
   - Enable faster client delivery
   - Further product development
   - Sales and marketing
   - Preparing for SaaS scale in 2018

2. Visited all US clients – all progressing very well

3. MAGGIE positive reception in USA - progressing sales conversations

3. US Sales meetings
- Very successful series of sales meetings with US Insurance and Health Insurance companies
- Discussions progressing
- Speak at AI World in Boston 11-13 Dec

Flamingo will be presenting at Sydney Emerging Company Capital Expo October 2017

   - Date: Friday, 20th October 2017
   - Time: 9am-3.00pm
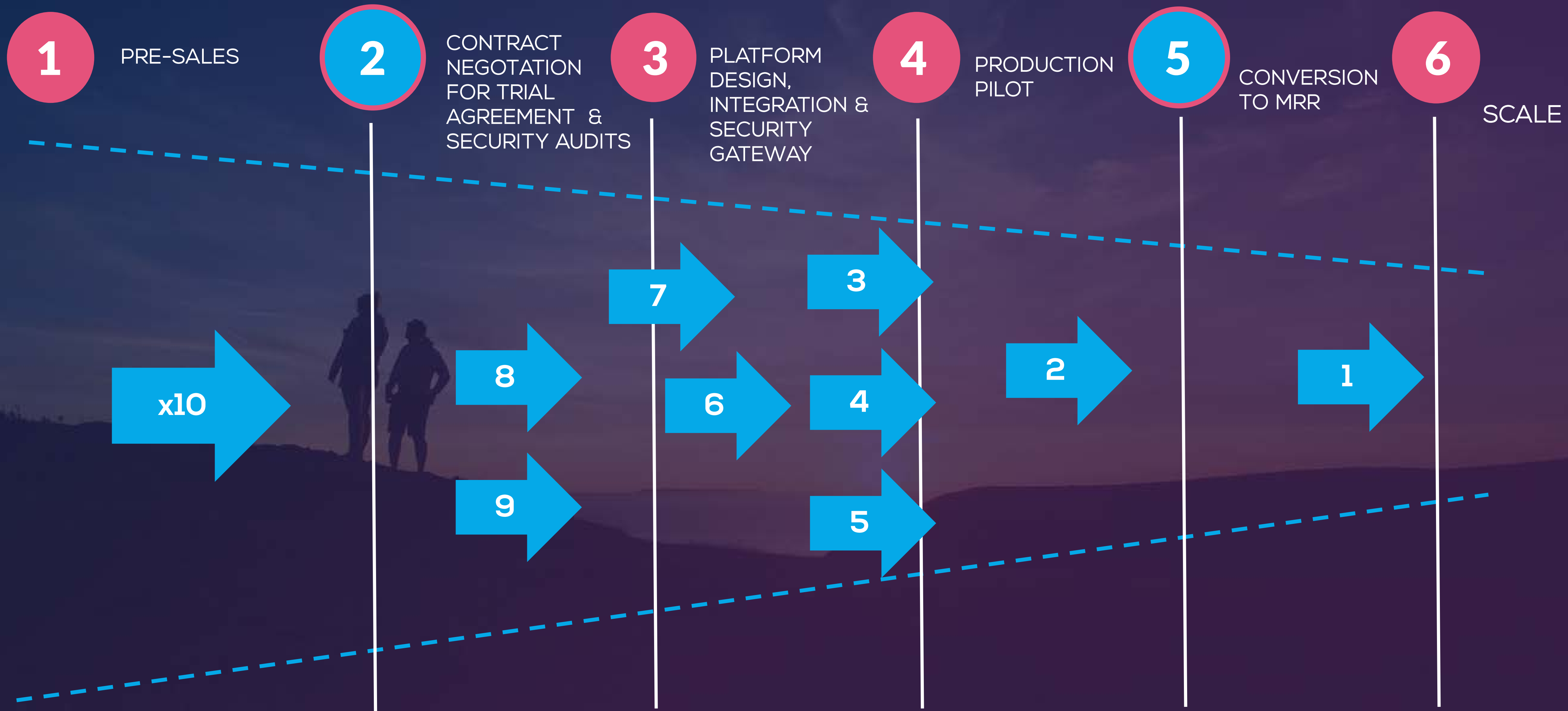   - Venue: ASX, Exchange Centre, 20 Bridge St, Sydney

ROSIE

& MAGGIE

Current Engagements
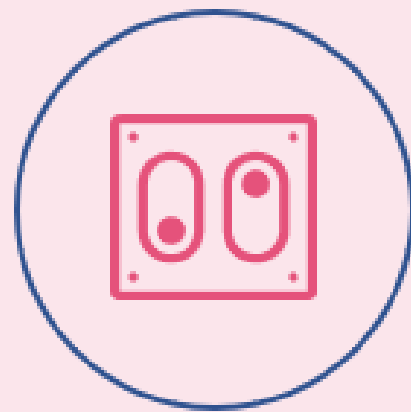
1 PRE-SALES

2 CONTRACT NEGOTATION FOR TRIAL AGREEMENT & SECURITY AUDITS

3 PLATFORM DESIGN, INTEGRATION & SECURITY GATEWAY

4 PRODUCTION PILOT

5 CONVERSION TO MRR

6 SCALE

x10

7

8

9

6

3

4

5

2

1

Machine Learning pre-seeding

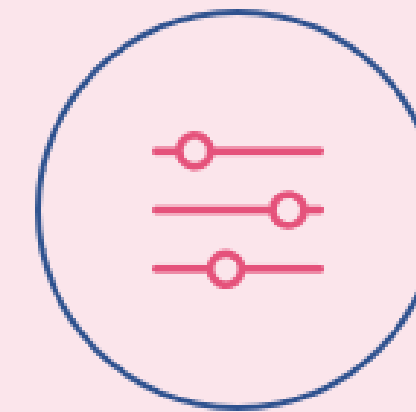ROSIE can be pre-seeded (trained) in the following ways:

FAQs

- ROSIE can ingest Frequently Asked Questions; chat logs; speech to text logs from contact centers; other
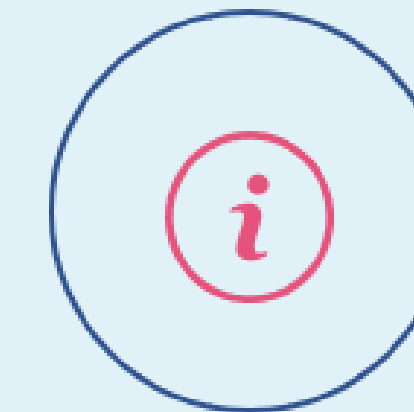
EMPLOYEES

- ROSIE can ingest questions and answers provided by suitable employees who are able to provide accurate, compliant, legally approved responses and answers

CROWDSOURCING

- ROSIE can ingest questions and answers crowdsourced from a sample of the population who represent the target customer group – Flamingo uses company called APPEN for this

DOCUMENTS

- ROSIE can ingest large quantities of sentences, paragraphs, pages, documents

appen™

ROSIE
& MAGGIE

Machine Learning Brain Development

ROSIE Learning Stages	Human Learning Stages Counterpart	Client Engagement	Flamingo Engagement	Brain Development		Conclusion Criteria	Timelines
Pre-seeding	Bootcamp	5 most frequently asked questions each with 5 paraphrases for each and every journey step	Training + analytics			5 and 5 for each and every journey step	Dependent on how quickly the client can deliver the 5 and 5.
HAVA	Internship	Live operator + offline curation	Training + analytics			Operators can use HAVA suggestions to respond to customer chats 80% of the time	Dependent on: • Journey complexity • Chat traffic • Customer mental homogeneity • Client curation responsiveness
Full Auto	On the job	Offline curation	Training + analytics			N/A, goes on forever	Dependent on: • Journey complexity • Chat traffic • Customer mental homogeneity • Client curation responsiveness

AI Market Research Statistics

Source: Infosys 2017 AI Report & InsuretechConnect 2017

76%
Execs
AGREE
AI is fundamental to their success

64%
Execs
AGREE
future growth of their org is dependent on large scale AI

71%
Execs
AGREE
AI inevitable and disruptive

$6.7M p.a.
SPEND
Orgs that have deployed AI

39%
Execs
AGREE
AI will improve revenue by 2020

Drivers
28% competitive advantage

25% Execituve led

China
&
India
Most mature in AI

INSURETECH CONNECT

ROSIE
& MAGGIE

AI Market Research Statistics

Source: Infosys 2017 AI Report & InsuretechConnect 2017

Actual benefits realised from AI:

46% Execs AGREE Process automation improvement

44% Execs AGREE Productivity improvement

97% Execs AGREE Customers can benefit

50% Execs AGREE Faster problem resolution

44% Execs AGREE Cost savings

39% Execs AGREE Revenue increase

55% Execs AGREE Creation of new services & products

42% Execs AGREE Personalisation achieved

ROI realised through:
39% boost in revenue
37% reduction in costs

INSURETECH CONNECT

ROSIE & MAGGIE

Q & A

ROSIE
& MAGGIE

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