Memoria

Your Complete, Secure and Effortless
Online Conference Management Solution

Better, smarter team meetings – Powered by AI

Memoria is your secure, safe and effortless online conference management solution.

- ✓ Stay organized

- ✓ Schedule effortlessly

- ✓ Share easily

- ✓ Get meeting notes and details on-demand after every call.

Our cloud-based platform keeps your data at your fingertips wherever you are, without compromising on security or privacy.

Problem: Multiple vendors put together Offer a Complete Solution

- Everyone's meetings can be hijacked, putting users' data at risk.

- It takes multiple steps to join a meeting.

- Most conferencing apps require installation on user machines.

- It's hard to take notes, store/share documents in an online meeting, and today's meeting summarization services are inadequate.

- Separate transcription and summarization services (like Rev.com) are inaccurate, expensive, limited to 1-2 speakers and suffer from technology gap

- Most conferencing apps make sharing & tracking data/files difficult to impossible

- User must use Zoom + Slack + Dropbox and multi layers of functionality for the same in their online meetings.

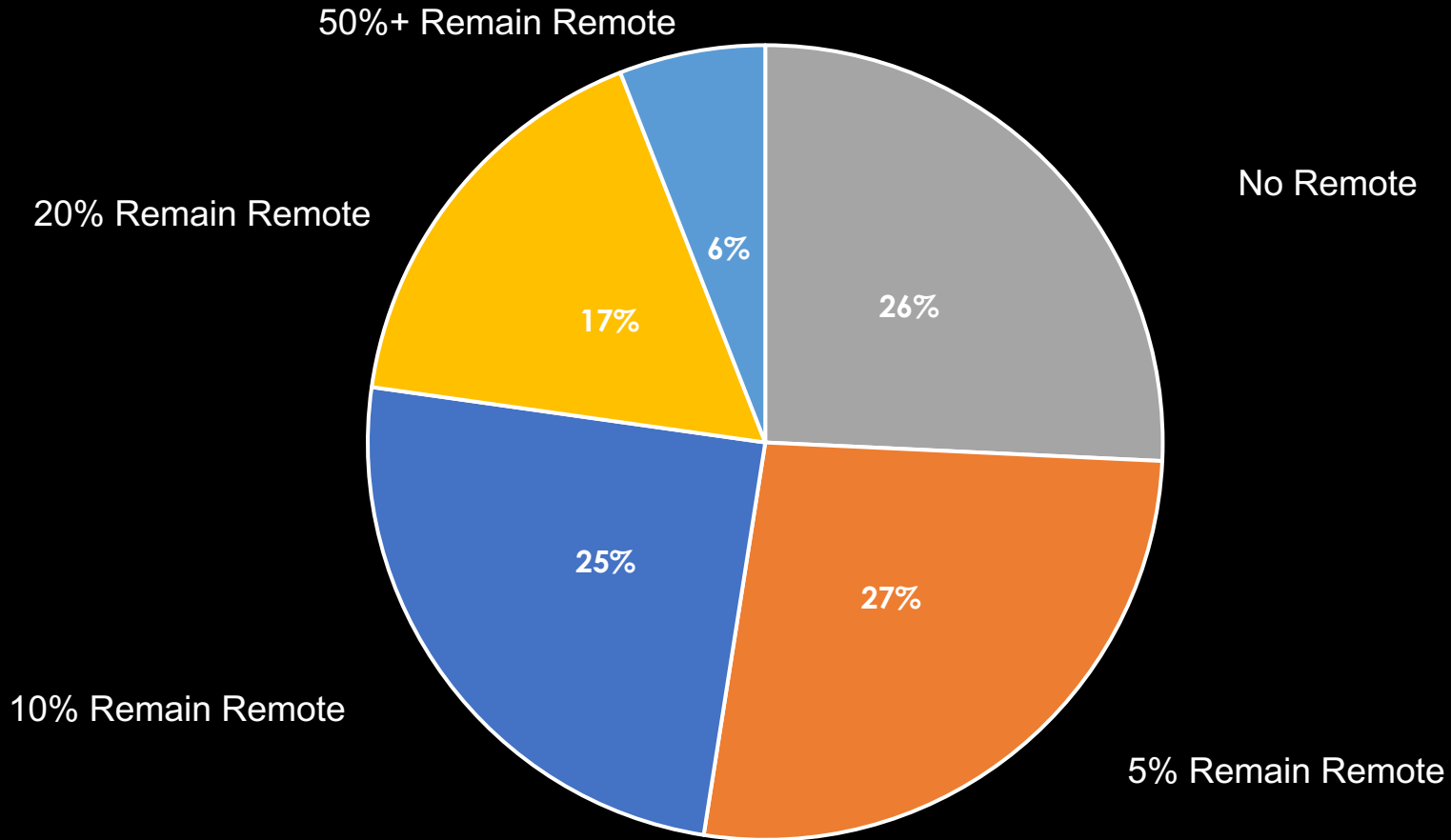# Opportunity: Significant Growth in Online Meetings

Even before the COVID-19 crisis

2020

Online Meetings, 40%

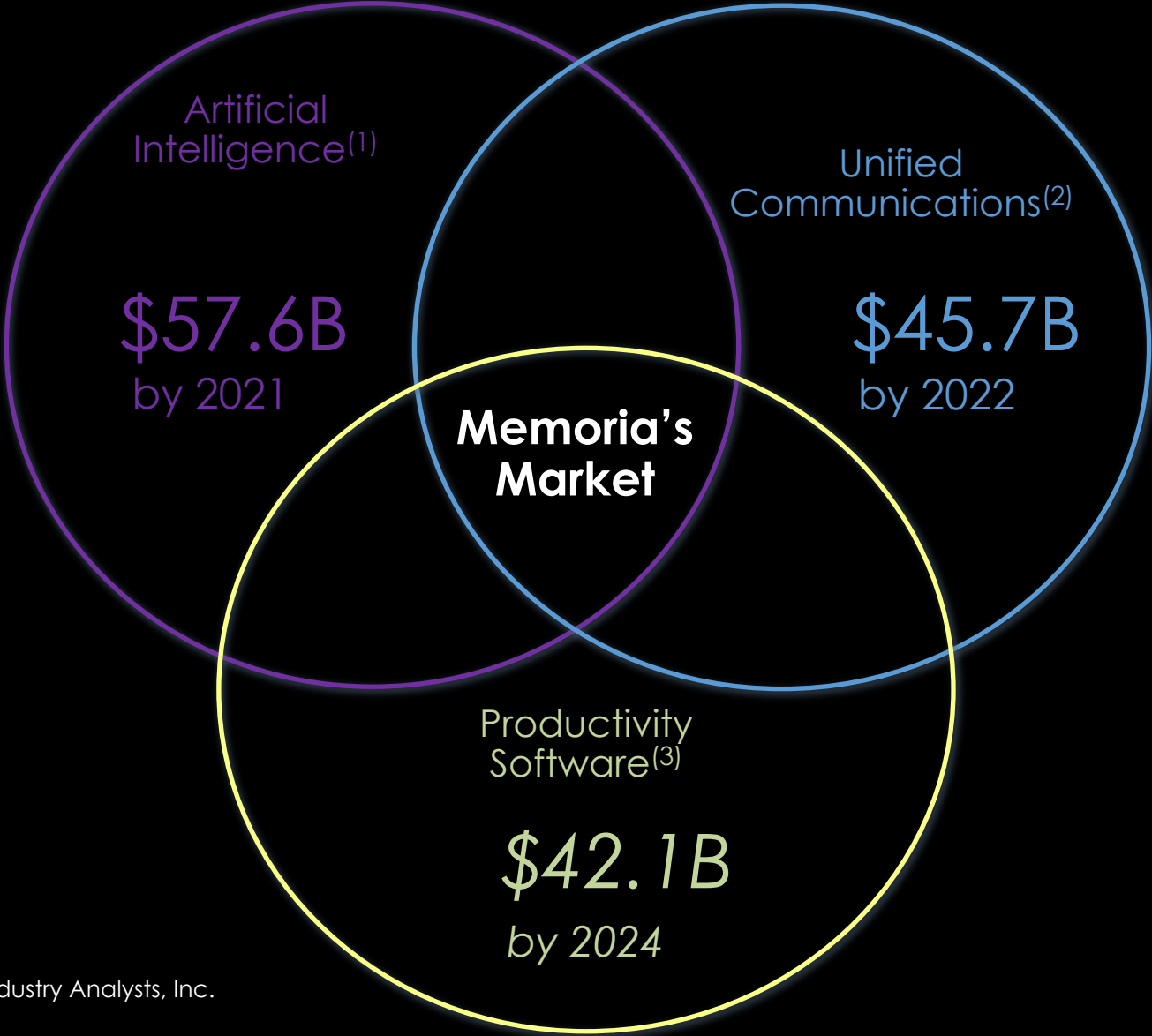In Person Meetings, 60%

2024

Online Meetings, 75%

In Person Meetings, 25%
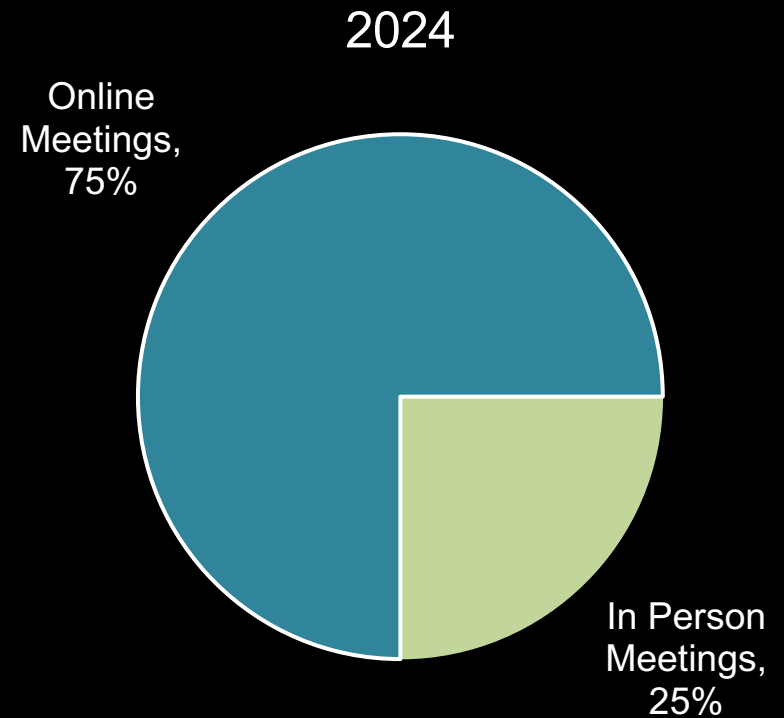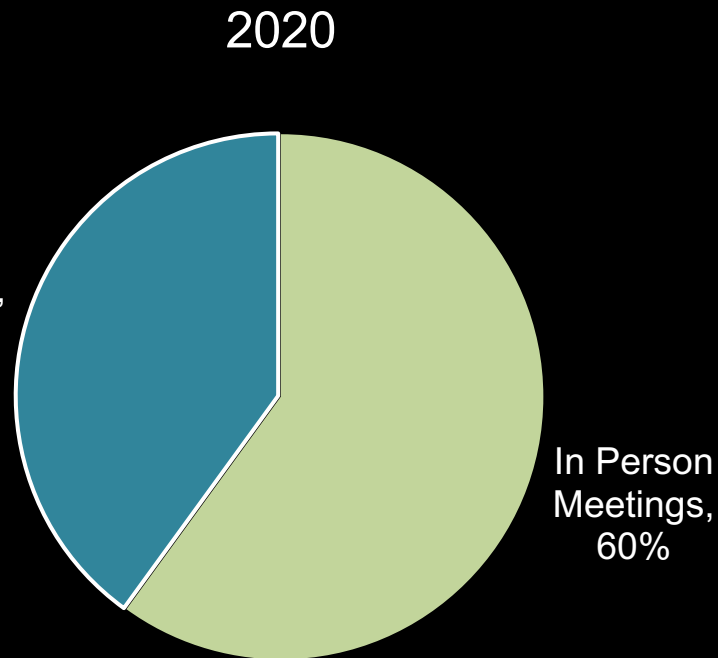
Gartner Magic-Quadrant reports 2019

Remote Work is the New Reality

74% of Companies expect Significant Shift to Remote Work in Post-Covid World

50%+ Remain Remote

No Remote

20% Remain Remote

10% Remain Remote

5% Remain Remote

6%

17%

26%

25%

27%

Source: Gartner (April 2020)

Market Opportunity

Artificial Intelligence[1]

$57.6B
by 2021

Unified Communications[2]

$45.7B
by 2022

Memoria's Market

Productivity Software[3]

$42.1B

by 2024

Source:s
(1) Deloitte
(2) Gartner
(3) Global Industry Analysts, Inc.

The Memoria Solution

Memoria replaces cobbled-together communications systems with a one login and Complete Meeting Management Solution (CMMS)™

Simple: Memoria is a safe, secure, cost efficient, easy to use, all in one CMMS™ platform

Secure: Only legitimate participants can access meetings. Memoria's unique, private and tokenized invites protect against Zoom-bombing and other security threats

Encrypted: Memoria encrypts every data/file stream, transcript and audio files through its secure network, regardless of the number of participants

Effortless sharing and tracking of meeting notes and data/files

Collaborative: Memoria makes it easy to create and collaborate with Groups and Teams

On-demand Transcripts: Memoria offers the most accurate on-demand transcription service in the market via patent pending technology

Efficient: Our smart meeting management platform vastly simplifies scheduling,date sharing, conferencing, and note taking. Users can schedule, collaborate, review, share, store, edit, search transcripts, notes and documents In one place

Global: Users can start, join and review meetings from any device anywhere

Customer options today

Most businesses **use several disparate tools** because no **single vendor** can address all their needs for meeting management, communication, collaboration, note taking and transcription (Gartner Magic-Quadrant report).

Today businesses use all of these to schedule, take notes, manage, share, transcribe, store, and collaborate in on-line meetings:
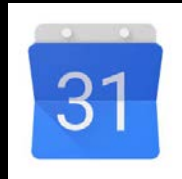
Memoria's Core Features

One-stop-shop for CMMR® - scheduling, collaboration, conferencing, calendar, notes, search, share, teams and tagging.

Conference, chat, screen share and collaborate

High quality on-demand transcriptions you can listen to & edit

"Off the record" conversations (not recorded or transcribed)

Private, tokenized links for each invitee

Effortless storing/sharing & collaboration through Teams and Groups.

Calendar integration

Automated summary & action items

Memoria Product Features

- ✓ **All in One Platform** - Memoria's patent pending platform provides scheduling, conferencing, file sharing, note taking, and meeting management in one place.

- ✓ **Cloud Native Total Solution** - As opposed to Desktop or Server Based conferencing/collaboration products available today.

- ✓ **Conferencing** - Full-service audio/video-conferencing platform, including scheduling and hosting meetings, and more.

- ✓ **AI Assisted Note Taking** – Proprietary engine provides meeting transcripts, helping teams save time and work smarter with useful notes and action items

- ✓ **Intuitive UI/UX** - Sleek, modern UI optimized for maximum productivity and ease of use.

- ✓ **High Quality Transcriptions** - AI engine produces highest quality results.

- ✓ **Custom APIs** - allow for easy integrations into leu business software (e.g. Salesforce. Jira).

- ✓ **Mobile App** – Native iOS and Android applications in development.

- ✓ **Peer-to-Peer messaging** – No need to leave Memoria to coordinate meetings.

Enterprise Grade Security & Privacy

✓ **Encryption** at rest and in transit.

✓ Patent pending built-in technology with protection from Zoom-bombing.

✓ **Native cloud-based** technology, requires no local installation.

✓ Users **decide** how long their data stays in the Memoria cloud.

✓ Users **control** what data is stored.

✓ Role and User based sharing options for all data.

✓ Centralized data storage. No more searching for your meeting data!

User Acquisition / GTM Strategy

Key Persons

Target customers / early adopters with critical use cases:
- Telemedicine
- Distance learning
- Media, journalist, podcasts etc.

In active discussions with potential customers in all categories

Organic & Paid Growth

Create and post relevant content blog, product demos, etc.) across social media channels and website (to bolster SEO results and build organic following / customer base

Paid marketing:
- Social (Facebook, Twitter, Instagram, LInkedIn)
- Search (Google)
- Email: Mailchimp, Marketo
- Other: YouTube, sponsored podcasts

Individual – Organization

Sales to key persons SMEs; schools, freelancers, HR & compliance teams, consultants

Team

Homayoun Talieh
President & CEO

A seasoned executive with over 25 years of experience leading organizations through start-up, change, revitalization, turnaround, and accelerated growth. He holds an extensive record for multi-million dollar fundraising, domestic and international operations, P&L oversight, multi-industry product development and introduction, and marketing involving both start-up and growth organizations. Homayoun has managed and closed high-stake negotiations for a number of U.S. and international companies in high-tech industries. He has raised over $500M in private and venture funding for the projects under his management. Homayoun is leading the funding process and overall external facing development of Memoria using his connections and experience to stand up a solid base for Memoria to operate.

Joseph P. Donahue
Advisor

Dr. Donahue is a Board Certified Orthopaedic Surgeon with Subspecialty Certification in Orthopaedic Sports Medicine at Stanford University. He is fellowship trained and specializes in Arthroscopic and Minimally Invasive Reconstructive Surgery of the Shoulder and Knee, and Sports Medicine. Dr. Donahue will advise Memoria on how to best capture market share within the Medical market.

John Talieh
Advisor

John is an experienced healthcare professional and is currently a Medical Director and Chairman at Sutter Memorial Medical Center and an Advisory Board Member at Medifies. Prior to this John was the CEO of Medial Vision Industries. John is using his expertise to help Memoria secure a beachhead in the medical space.

Maj Mirmirani
Advisor

Maj is the Dean of the College of Engineering at Embry-Riddle Aeronautical University. From September 2016 to April 2018 Maj also served as ERAU's interim senior vice president for academic affairs and research. Prior to joining ERAU Maj was a professor of Mechanical Engineering and a department chair at the California State University, Los Angeles (CSUILA). At CSULA he co-directed a NASA center and founded the Multidisciplinary Flight Dynamics and Control Laboratory.

Eric Pellish
CTO, Solutions Architect

Eric is an experienced software engineering director, manager, and developer with a history of delivering high-value products in a variety of industries. He has built successful software products in healthcare, education, and the private sector with a drive to improve performance and innovation through technology. Throughout his career, Eric has been focused on cross-team collaboration, strategic partnerships, and technological enablement utilizing cloud technologies and development resources to drive business growth and revenue. He is the CTO and is leading the development team in creating a scalable application and infrastructure.

Team (Continued)

Phillip Talieh
Growth & Social Media Marketing

With over 125K streams and over 23K followers, Phillip has been deeply involved with brand development and social media marketing for the last decade. While receiving his degree of Political Science from ASU, he was hand selected as a Research Fellow to directly assist in PhD research regarding sociopolitical leverage on emerging social media platforms. Since 2016, Phillip has been focusing his client acquisition and strategic brand development expertise on the growth of multiple high-profile studios in Los Angeles. Through thoughtful utilization of his network and knowledge base, Phillip will ramp up user acquisition, social media marketing and overall go-to-market strategy for Memoria.

Zahra Talieh
Marketing & Branding

Zahra is a successful marketing strategy leader, having launched three generations of hardware, SaaS, and integrated partner products to market across various marketing channels and targeting all stages of the funnel. She is a brand and content marketing specialist, focused on driving brand awareness, generating leads, and increasing customer retention and lifetime value through rich customer experiences.

Matt LeBaron
Marketing & Branding

Matt has been involved in online startups since 1997. Initially, his focus was on enterprise database architecture. In 2003, at SHOP.com he developed an SEM bid management system. As head of customer acquisition for SHOP. com Matt oversaw $12MM in online marketing spend driving $26MM in gross revenue. In 2007, he ventured out on his own working with numerous ecommerce, B2B and Lead Gen sites. Matt has multiple patents-pending. His passions are building highly automated and scalable systems that leverage the best that both computers and humans have to offer.

Arian Sheth
Finance & Business Development

Arian is a seasoned financial professional and entrepreneur. Currently, Arian works in a strategic finance, corporate development and FP&A capacity at GOAT Group where he works cross-functionally to help navigate the business through its next phase of growth. He has successfully helped multiple technology companies raise financing from top tier venture and private equity firms. He is using his past experience to drive all business and financial modeling at Memoria to ensure a realistic and stable plan to grow as funding and users are acquired.

Development Team

Kedar Thakkar
Senior Software Developer

Kedar is an experienced Java developer with over three years of work experience. He was a Senior Software Engineer at Techforce Infotech. Prior to that he was a Senior Software Engineer at Frontenarmy

Neel Patel
Senior Software Developer

Neel is an experienced React developer with over five years of work experience. He has five years of experience as a React JS and Angular developer at Frontendarmy. Prior to that he was an Angular and React JS developer at CelloIP Technologies

Kash Patel
UI / UX Developer

Kash is a UI/UX designer and frontend developer, researcher, strategist and creative problem-solver. Over the last three years he has designed the experience for web and mobile applications across a range of domains.

Suni Patel
iOS Developer

Suni is an experienced iOS developer

Appendix

Memoria User Interface

Simple and Easy-to-Use User Interface
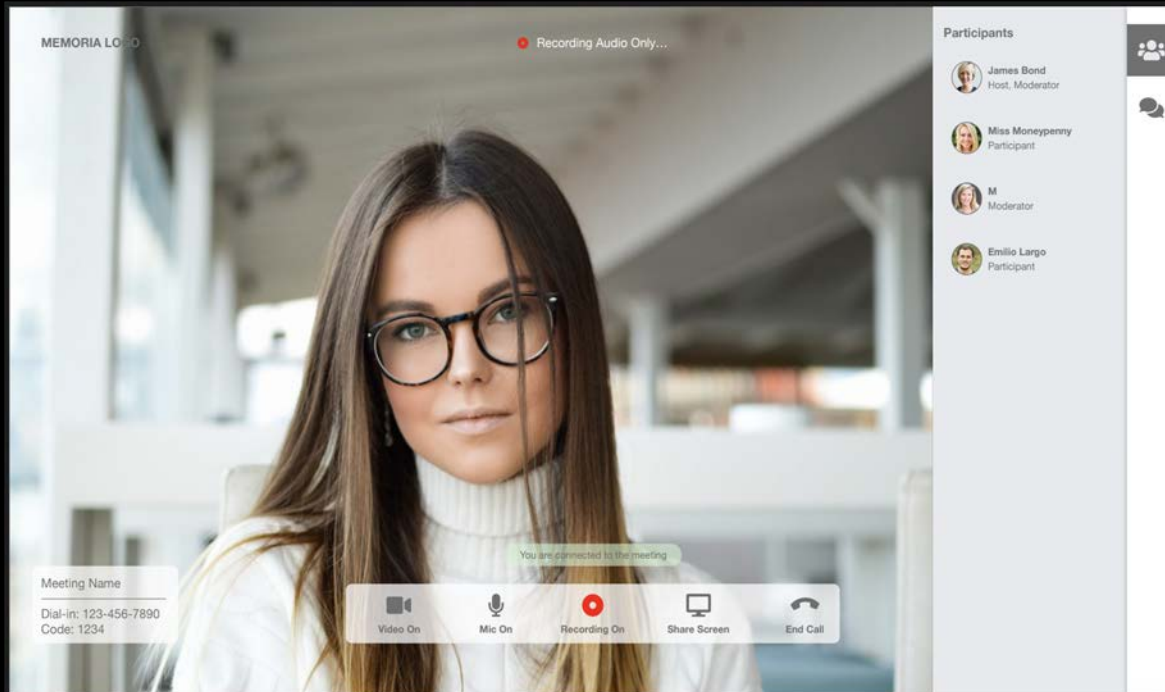
Memoria User Interface (Continued)

AI Assisted Note Taking
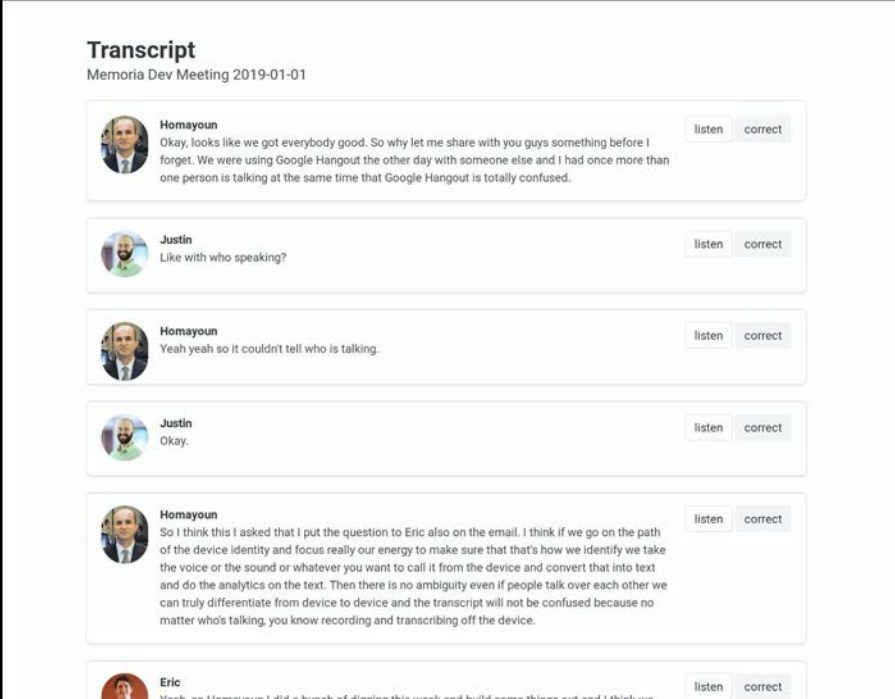
Memoria's automated meeting transcripts let teams save time
and work smarter using meeting notes and action item lists
generated by our proprietary summary engine

Memoria User Interface (Continued)

Users can listen to and edit their meeting transcripts
to ensure they are 100% accurate.

Competitor Rev.com Automated Transcription Service

Automated Speech to Text Transcription from the industry's leading service provider (170,000 + customers) costs $0.25/min. They offer only

- ✓ 80% accuracy

- ✓ Transcription for 1-2 speakers

- ✓ minimal speaker overlap

- ✓ no background noise