

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large red speech bubble is centered on the page, containing the company names and tagline. The speech bubble has a solid red rectangular body and a red triangular pointer at the bottom center.

# ALight Technology And Services Limited, U.K & ALight Technologies USA Inc, U.S.A

WebVeta – Redefining search!

# Team

- One person – Mr. Kanti Arumilli
- Ambitious, Bold, Growth Minded
- 14+ years full-stack I.T web development experience across the globe in India, United States
- Studied in India, United States, United Kingdom
- Bachelors in Computer Science Engineering (1998 – 2002), Attended Masters (Dropped out) in Computer Science (2003 – 2004), MBA (2020 – 2021)
- **Over 15 years of clean personal and business finances, documents, tax returns can be shown on request! BTW, these bank accounts, purchases etc... are on my very own name. Open for financial audit, if necessary! Very important for investors / partners, specifically in the age of “terrorist odour”!**

## How & Why, I came up with this idea?

- I am content creator, I realized the difficulty of navigating my own diverse content. I wanted to enable users to seamlessly search across my various platforms. This sparked the idea of creating a cross-searchable system not just for me but for all content creators.
- Government websites – scattered content – registration websites, grants websites, recognition websites – government approved incubators – scattered information.

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Problems:

# Problem

- Every website needs advanced search engine
- What's the point in having websites without proper internal search engine?
- But how many SME's or non-I.T companies want to go through the trouble of maintaining infrastructure, hiring / out-sourcing I.T teams?
- With lot of effort this problem can be solved or with WebVeta copy and paste 3 lines of code, WebVeta does the rest.

## Size of data

- 90% of the world's data was generated in the last two years alone. Approximately 328.77 million terabytes of data are created each day  
Around 120 zettabytes of data will be generated this year  
181 zettabytes of data will be generated in 2025, and with the rising expectations of users for instantaneous information, now is the time for an advanced internal search engine that can keep up with the influx and diversity of content.

## Some numbers

- \*The following statements are regarding internal search engines NOT about general web search engines like Google / Bing
- 1.13 billion websites, with over 900 million by SME's, individuals, charities, non-I.T companies
- Every year content is being created at an unprecedented rate
- Most search engines don't index documents such as pdf, word – but there is a ton of information
- Most search engines don't index media content such as videos / podcasts

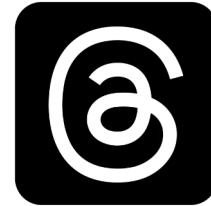
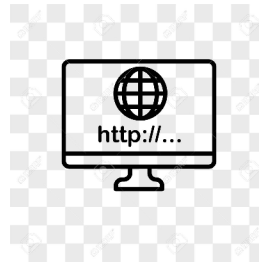
The background of the slide features several thin, curved lines in a light gray color, some solid and some dashed, creating a sense of motion or a stylized globe. On the left side, there is a large red speech bubble with a white outline, containing the text 'Content Creators'.

# Content Creators

- Plenty of content across various channels – websites, blogs, social media such as twitter, linkedin, facebook, videos and podcasts.
- No customizable unified search across these channels that be embedded into your own website(s).



How do I unify search results from across these? – WebVeta



Content Creators

Content through multiple channels





## SME's

- Plenty of content across own website(s), sub-domains, social media.
- Attract visitors, turn them into customers
- No unified search

# Businesses

- Google & Bing, bring visitors to your website. SME's must show appropriate information (SEO) and turn them into customers, similarly when searched for, SME's must show right information, otherwise visitors would go to a different website.

# Government Agencies

- Government agencies have plenty of information for civilians spread across websites and various social media channels, when people want to find specific information, your websites need advanced search

# Hazzle(s)

- Every website wants powerful search capabilities.
- There are no easy options.
- No one wants to maintain development team and infrastructure

# WebVeta

Access the **untapped potential of your content** with WebVeta, an advanced search engine for your website. **Filling the gap between content creation and content discovery.**

A large red speech bubble graphic with a white question mark inside. The bubble has a small tail pointing downwards and to the left. The background of the slide features faint, curved, concentric lines in the top-left and bottom-right corners.

Why?

- 85% of websites lack efficient internal search capabilities. The average user spends less than 10 seconds before abandoning a search if not immediately satisfied. With content generation tripling in the last 5 years, the need for advanced search is clear.
- Hmmm, BTW businesses can promote other related offerings!

The background of the slide features a series of thin, curved lines in a light gray color, creating a sense of motion and depth. These lines are more prominent on the left side and fade towards the right.

# Solution

- WebVeta solves the problem of inefficient content discovery. Content Creators, SMEs, and Government Organizations generate vast amounts of content, but without advanced search capabilities, users can't find or engage with the content effectively.



The logo consists of two red rectangular blocks. The top block is a horizontal bar. The bottom block is a larger rectangle with a small triangular point at its bottom center. The text 'WebVeta' is written in white on the bottom block.

# WebVeta

- WebVeta searches only the content from your website(s) / social media channels such as Twitter, LinkedIn, Facebook, Youtube and displays search results on your own websites.
- Advanced features such as auto-suggest, fuzzy search, highlighting, context based search and few more “wow” features hidden under sleeves.
- WebVeta is a SaaS product, but can easily become a service for bigger clients by offering very unique customized solutions.

The background of the slide features a series of thin, curved lines in light gray and white, creating a sense of motion and depth. On the left side, there is a large red speech bubble with a white border, containing the text 'Some features'.

## Some features

- Search across your own website(s), social media channels.
  - Search inside documents such as pdf, word
  - Tweakable search parameters
  - Multi-Faceting
  - Custom Faceting
  - Customizable Location aware results
  - Instant Results
- 
- Almost Real time indexing (Pending Patent, without any SDKs)
  - Seamless integration (Copy and paste 3 – 4 lines of HTML)
  - Instant Answers
  - Customizations

## More Features

- Have partnerships? Show results from your own website and your partners websites and cross-promote.
- Network of high quality content creators? Cross promote your network's high quality content.
- Government agencies such as Health, Law Enforcement, Business Support providing information via multiple channels? Allow search across the channels.
- Autocomplete, spelling correction, highlighting in search results...
- Intent based search



Much More

- Index Now protocol (SDK)
- Hoping for Index Now++ across industry / proprietary standard
- Real-Time Indexing (Patent Pending – With / Without SDK)
- Real-Time Index Status (SDK)
- Immediate notification of errors

# Customize

- Customize the UI, colors, icons, display, format etc...
- Even customize / tweak the search parameters
- Want to prioritize I.e show certain section of your own website at top based on geography / time / day?
- Want to show little cute icons for websites geared towards younger people / specific professional icons / whatever regarding your business such as insurance / banking / cyber-security
- Plenty more...

# A.I based

- Indexing content inside media such as audio, video
- Topic Modelling
- Drill down into content
- Automatic summaries / previews
- Automatic summaries with links to relevant pages
- Readable Previews of results based on above technologies.
- Intent based search

## More A.I++++

- Navigatable / autogenerated content topics for videos / audio / documents etc... I.e indexing not just the metadata but the content and finding meaning / useful relationships between content.
- Example: Azure KeyVault is a topic in a lot of videos. There are some videos where Azure KeyVault was the only topic, in some other videos just a few minutes I.e segment. There is no search that can identify and create searchable / navigable (dynamic table of contents of a collection of information from sources – audio / text / video)
- And then instead of website owners creating links, search engine creating links and saying for .Net usecase these, admin usecase these links / resources.
- This feature would probably more useful in education sector for researchers and students.

# Business Friendly

- Based on search intent -> nudge for action -> Signup / Leave message / show relevant products from your own business and/or partners.
- Analytics of search terms etc...
- A/B testing of business features
- \*\*\***Don't lose another customer just because they couldn't find what they are looking for**



A red speech bubble graphic with a white outline, containing the word "Possibilities" in white text. The bubble has a small tail pointing downwards and to the right.

Possibilities

- **Endless and infinite**

# Market

- Over a billion websites
- 850 million wordpress websites
- Millions of government organizations, SMEs, Small-Medium e-commerce stores.
- **SEO market is about getting listed high on Google, WebVeta is about showing proper relevant information within website.**

## Market contd...

- \*Hard to estimate due to no existing direct competitors
  - TAM –\$100 million - \$1.5 Billion based on some possible competitors and SEO market
  - SAM - \$30m - \$40m
  - SOM - ~ \$10m
- 
- \*\*\* This is not Enterprise Search (private data – high security, compliances, regulations etc... In the starting stage I don't want those headaches, but well aware of PCI & DSS) - \$4 Billion market, WebVeta is a niche in the larger \$4 Billion market but possibility of entering the \$4 Billion market in the longer term.

## Revenue Sources

- Freemium
- Freemium with Ads ~\$600B market, CAGR 17%
- Subscription ~Comparing with SEO market ~\$46B, CAGR 17%
- Addons for additional specialized advanced features - Consumption
- **\*These are the target markets / revenue sources, but WebVeta is not AdTech nor SEO but a small niche between Enterprise Search, SEO, Search, Digital Marketing spaces.**
- <https://www.globenewswire.com/en/news-release/2023/02/15/2609266/0/en/Search-Engine-Optimization-Services-Market-Size-Growing-at-17-6-CAGR-Set-to-Reach-USD-234-8-Billion-By-2030.html>
- <https://www.oberlo.com/statistics/digital-ad-spend>

# Goto Market Strategy

- Partnerships with Digital Marketers – For having WebVeta on websites and for running ads on WebVeta!
- Digital Marketing
- Volume Subscription Discounts
- Allowing Affiliate Marketing
- Freemium with Ads – Revenue Sharing

A red speech bubble graphic with a white outline, containing the text "What I am seeking?". The bubble has a small tail pointing downwards and to the right.

What I am  
seeking?

- **Guidance**
- **Access to start-up / I.T community for partnerships**
- **Digital Marketing partnerships**
- **Some funding for digital marketing, increasing team size, experiments**

## What was achieved?

- Open beta –mvp version released on July 4<sup>th</sup> 2023 - <https://clouddev.webveta.alightservices.com/>
- Got Accepted into Microsoft for Startup Founders - \$150k+ Azure benefits
- Got Accepted into NASSCOM 10,000 virtual incubation.
- Got Accepted into EuroTechnologies, France in-person incubation but couldn't attend due to visa reasons (I am Indian)

## The road ahead

- Stable, Scalable, Highly Available production launch in 2 – 3 months.
- Very high secure environment with automatic breach detection and remediation within 15 seconds.
- Some simpler, nicer features such as faceting, fuzzy search, image search, customizations in 6 months.
- Based on traction and interest, business features, A.I features, Analytics features in 1 – 2 years
- Marketer friendly features – spread across development phases!
- Possibility of entering Enterprise Search, AdTech markets after 3 years!



## Longer-term

- With the right infrastructure / code / algorithms /partnerships in place, the obvious next step → Enterprise Grade Security and the \$4,300,000,000 Enterprise Search with CAGR 9.5% and that too gaining customers would be easy. Who knows, if the software is impressive, may be customers would ask for a custom solution on enterprise data. We want answers in few seconds, similarly enterprises need insights from hoards of internal data almost instantly. What if this can be done securely, without hazzles and instantly.
- In 5 – 10 years, WebVeta wouldn't be a product, WebVeta would be a suite of products.

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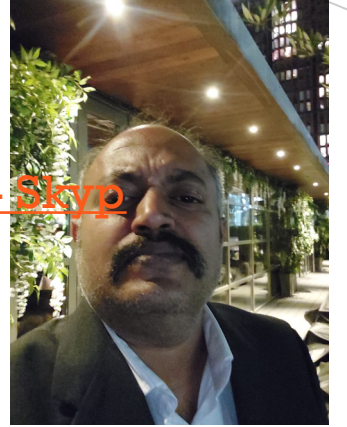
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<https://www.threads.net/@kantiarumilli>



## Risks

- India's mafia extortion pressure – they wanted 50% ownership of my personal assets, inheritance, startup, just because one of their babes shadowed / stalked and created stories of affairs in reality, I don't know the stalker, but she is mafia – e, es, bhattaru, zinnabathuni, is and worst case some of them claiming my identity. Then her gang started harassing / blackmailing / targeting me, my and my family and tried to defame. “All” = “economic offenders group” = “black money / loan defaulters money laundering / bribery group” = organized crime syndicate = mafia.
- <https://kantikalyan.medium.com/> - Human rights violation blog.
- <https://www.simplepro.site/> - India's law enforcement seems to have taken some bribes

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# Thank you!

Perfection, excellence, adding business value are **my commitments!**

I am excited about the endless possibilities, carving a small whitespace in an ignored niche and entering into the larger enterprise search market.

**What about you :)?**