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

WebVeta – Specialized search for any website, with seamless integration!

• One person – Mr. Kanti Arumilli

Ambitious, Bold, Growth Minded

Team

- 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 in India (1998 2002), Attended Masters (Dropped out) in Computer Science in United States of America (2003 – 2004), MBA in United Kingdom (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 dis-odour – yuva, e, e.s, witch..."!
- **My dear India has 1:20 hard-working: jealous people, for whatever reason my score has been over 100 – I know, I am doing something right.
- *** I am planning to run the marathon I.e 8 10 years or more rather than a sprint (quick exits) – I think important detail for investors.

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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.
- Search "Kanti Arumilli" on Google / Bing 20+ relevant web pages, 10+ photos, 200+ videos but I have several 1000's of blog posts, webpages, social media content across Medium, Blogger, Twitter, Threads, Facebook, LinkedIn, My own websites, Instagram, Podcasts etc...
- Government websites scattered content registration websites, grants websites, recognition websites – government approved incubators – scattered information.
- Similarly lot of scattered information regarding VC's, Investors, Fund-Raising, Government Grants etc...

Problems:

Problem

- Every website needs advanced search engine
- What's the point in having websites, social media content 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?
- SME's, Individuals, Government Organizations can put a lot of effort for solving this problem or with WebVeta copy and paste 3 lines of code, WebVeta does the rest. You focus on providing value through your social media, focus on your business / customers etc...

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

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

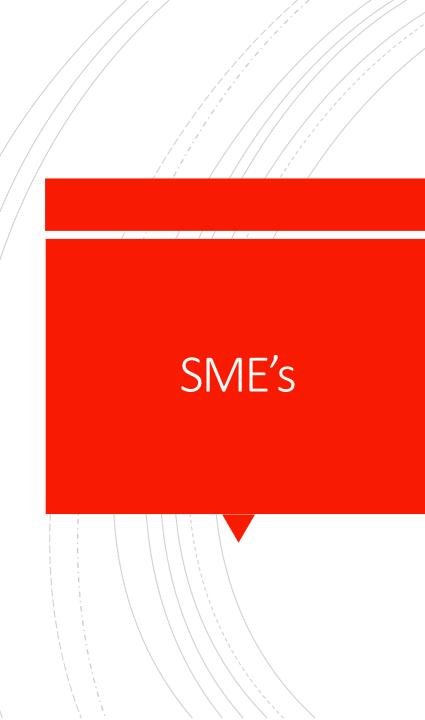
Content through multiple channels











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

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
- In one statement "Every website needs WebVeta, WebVeta – large as the public internet and much much more in the future"

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.

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 increases.
- And businesses can promote other related offerings!

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.
- And users want useful information within seconds
- *** Typical Internal search of over 60% of the websites happens in about 3 – 4 seconds, WebVeta under 800 milliseconds *** - More user retention

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.
- Psst, did I mention, you control your own search algorithm.

Some features

- Almost Real time indexing (Pending Patent, without any SDKs)
- Seamless integration (Copy and paste 3 4 lines of HTML)
- Instant Answers
- Customizations

A.I based

- Indexing content inside media such as audio, video
- Topic Modelling with segments ***Here are the top keywords, is this the topic you are looking for? - Before even clicking on the link
- Drill down into content
- Automatic summaries / previews
- Automatic summaries with links to relevant pages
- Readable Previews of results based on above technologies. ***How about a 100 – 200 word summary preview to see if the click is even worth your time?
- Intent based search

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

Possibilities

Endless and infinite

The grander vision has no end, every morning I wake up with either a new planned feature or a new enhancement planned for existing features, sometimes I wake up saying "GrandSlam". These end-up in BackLog list, some end up in "Future" list, "GrandSlam's" in "Near Future" list.

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/202 3/02/15/2609266/0/en/Search-Engine-Optimization-Se rvices-Market-Size-Growing-at-17-6-CAGR-Set-to-Reac h-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

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 4th 2023 -<u>https://clouddev.webveta.alightservices.com/</u>
- 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)
- One pending patent with U.K -

https://www.ipo.gov.uk/p-ipsum/Case/ApplicationNumb er/GB2307974.2

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!

Risks

- India's mafia extortion pressure they wanted 50% ownership of my personal assets, inheritance, startup.
- "All" = "economic offenders group" = "black money / loan defaulters money laundering / bribery group" = organized crime syndicate = mafia.
- In other words, if people don't pay extortion they try to distort identities and plan to steal identities and assets!
- <u>https://kantikalyan.medium.com/</u> Human rights violation blog.
- <u>https://www.simplepro.site/</u> India's law enforcement seems to have taken some bribes – **Thota Yesupadam** – Vizag local police – trying to cover up his own children's participation in crime of identity theft & Mafia activities.

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 (we had search engine's and CMS's for decades) and ultimately entering into the larger enterprise search market.

What about you :)?



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.

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.
- There are other planned features called "nudges" for cross selling your own products / services or even products / services from your partners – Happy customers, happy businesses, happy partners.

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.
- Autcomplete, spelling correction, highlighting in search results...
- Intent based search

Much More

- Index Now protocol (SDK)
- Hoping for Index Now++ across industry / proprietary standard - *** IndexNow protocol supported by Bing, Yandex – I have some additional plans, and want to work with the group and make the public internet more useful.
- Real-Time Indexing (Patent Pending With / Without SDK)
- Real-Time Index Status (SDK)
- Immediate notification of errors

More A.I+++

- Navigatable / autogenerated content topics for videos / Search across your own website(s), social media channels.
- audio / documents etc... I.e indexing not just the Search inside documents such as pdf, word metadata but the content and finding meaning / useful
- Tweakable search parameters relationships between content.
- Multi-Faceting
- Example: Azure KeyVault is a topic in a lot of videos.
- There are some videos where Azure KeyVault was the Customizable Location aware results
- 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.

More 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

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...

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.
- If things happen as planned, looking at north of \$50Billion in revenue in 8 – 10 years, instead of few million early exits