WebVeta

Advanced, unified, pluggable search for any website!
A product of
ALight Technology And Services Limited & ALight Technologies USA Inc
https://www.alightservices.com

Disclaimer

- NOT associated – odour/hukam/whatever LINE – zinnabathuni, diwakar, thota, e, es, ass, erra, ester, er, re, thota, bojja (was a friend), uttam, bhattaru, bandhavi, golla (was a friend), is, ek, eka, ok, okay – whatever stupid labels and titles of anonymous hackers and mafia (some of them)!

- They have invisible spying drone capable of viewing/recording audio/video, speakers I.e making noise/whispering, some kind of radiation causing skin burns, and even mind-reading – they use the equipment for impersonation / identity theft / propaganda / privacy violation – peeping into bedrooms and bathrooms / hacking, ransom / extortion. They do identity distortion for stealing identities / assets.

Problem

Content Creators / SMEs / Government Organizations have websites, blogs, social media, youtube etc…
How can they show search results from their own content from across these channels on their own websites?

How do I unify the content across these?
Answer – WebVeta!

Problem

- Humans have very little attention span, how many businesses might have lost customers who were not able to find what they were looking for in your own website? And how much was spent on SEO to get those people to your website, only to lose business because they couldn't find what they wanted?

- Google/Bing bring people to your website, now you need to provide relevant information and turn them into customers! The relevant information might be on your website / blog / social media / podcast / videos.

Problem

- How much customer service time was wasted only for providing links to relevant solutions on the website, just because the website did not have proper search?

Solution

- Add your domains, social media. Copy and paste 3 – 4 lines of HTML and relax! WebVeta does the rest!

WebVeta

- Advanced, A.I based, intent based, customizable search for your own website! Every website can have advanced search capabilities, even near real-time (patent pending), and much more.

Demo

- https://www.youtube.com/playlist?list=PLs7D8ybThnZhi9Sx17ft9_vRz5J0S_ZSZ

- 2 Minute Pitch & Demo - https://www.youtube.com/watch?v=adT3aZRcLkE

- 30 second demo - https://www.youtube.com/watch?v=wrgzCsldaZU

- 6 Minute early Pitch and prototype - https://www.youtube.com/watch?v=DqiZx8pVMuM

Added Business Value

- Cross promote / allow search results from partners
- Nudge – sign up / contact
- A/B Testing
- Mentions from 3rd party reputed websites
- Various widgets – social media etc…
- Sentiment Analysis etc...

Market Size

- Hard to estimate, but here are some numbers for related markets – based on traction & metrics, might focus and add features related to the markets mentioned below:

- SEO ~ $68B at 8.4% CAGR

- Not directly Enterprise Search but Enterprise Search ~ $4.8B at 8.9% CAGR – Potential of entering Enterprise Search in few years!

- Digital Ads ~ $563B at 14.7% CAGR

- Over billion websites!

- WebVeta, large as the internet!

- Realistically, TAM: $100M, SAM: $30M - $40M, SOM: $10M over 2 – 3 years.

Revenue Model

- Freemium, Freemium + Ads   *Ads after gaining traction

- Subscription – Remove Ads, Customize etc… - some free consumption tier included

- Consumption – Heavy traffic or lot of content – pay per consumption

- Add-ons – Premium/High Availability, A.I based features and several more planned. Pick and choose what advanced features you want.

Competition

- No direct competition yet!

- I don't see Google/Bing as competitor, they are solving the bigger problem of showing relevant content from across the internet.

- Closest might be Google's Programmable Web

Underlying magic!

- Pending patent regarding near real-time indexing!

- Near real-time search, customizable user-interface and even the actual search algorithm!

- Can be specialized into verticals such as education, health-care, e-commerce etc…

- From features perspective there are over 70+, 40+ significant features, based on metrics and traction features might be implemented.

- Support for some newer protocols – IndexNow etc...

Underlying magic contd...

- Plans for SDKs and non-SDK ways of real-time search!
- Plans for SDKs way of obtaining search results I.e ingest your own public / private data and retrieve your own public / private data and integrate into whatever applications.
- Plans of integrations into CMS, e-commerce applications
- 5 year plan – WebVeta offers multiple inter-related products

Go-to market strategy

- Digital Ads - LinkedIn/Facebook/Google/Bing

- Free-tier

- Considering tie-ups with digital marketing agencies

- Revenue splitting with affiliates

Team

- One person – Mr. Kanti K Arumilli

- Bootstrapped, 100% ownership!

- B.Tech, MBA, 14+ years I.T work experience

- 8 I.T certifications – enterprise architect, cloud architect

- https://www.linkedin.com/in/kanti-kalyan-arumilli

- https://www.credly.com/users/kanti-kalyan-arumilli/badges

- https://www.facebook.com/kanti.arumilli/

- https://www.youtube.com/@kantikalyanarumilli

- https://www.threads.net/@kantiarumilli

Traction

- Got accepted into Microsoft for Startup Founders, NASSCOM 10000 virtual incubation.

- Bootstrapped – 100%, no external funding yet!

- Beta launched on 29/02/2024

- https://beta.webveta.alightservices.com/

- Production in March 2024 – 12/03/2024!

Thank you!

- https://www.alightservices.com

- https://www.youtube.com/@alighttechnologyandservicesltd

- https://www.linkedin.com/company/alight-technology-and-services-limited/

- https://www.facebook.com/ALightTechnologyAndServicesLimited/

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