

WebVeta

<https://webveta.alightservices.com>

Advanced, A.I based 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 lied – 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)! BTW container / dog travel stories are cover-up stories of criminals i.e alibi's!

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. Just because they have invisible spying drones they were planting evidence by using manipulated videos, but they are violating human rights, defamation and violating privacy!

Disclaimer Continued...

- Whatever is, e, erra, thota, es, ass, tu, bojja some shady / shadowy people might create alternate propaganda but here are facts:

- <https://find-and-update.company-information.com/company/13470020>

Notes to the financial statements:

1. Average number of employees

During the year the average number of employees, including directors, was 1 (2022: 1).

ALIGHT TECHNOLOGY AND SERVICES LIMITED (13470020) is a private company limited by shares incorporated in England and Wales. The registered office address is 2, Frederick Street, Kings Cross, London, WC1X 0ND, United Kingdom.

2 officers / 0 resignations

[ARUMILLI, Kanti Kalyan](#)

Correspondence address

2 Frederick Street, Kings Cross, London, United Kingdom, WC1X 0ND

Role **ACTIVE**

Secretary

Appointed on

22 June 2021

[ARUMILLI, Kanti Kalyan](#)

Correspondence address

2 Frederick Street, Kings Cross, London, United Kingdom, WC1X 0ND

Role **ACTIVE**

Director

Date of birth

November 1980

Appointed on

22 June 2021

Nationality

Indian

Country of residence

India

Occupation

Director

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?

SME's adoption of internet!

1998+ - businesses started appreciating having online presence through websites etc...

2008+ - businesses started appreciating having online presence through social media such as youtube, twitter etc...

2024+ - businesses can integrate these seamlessly and show content from across these channels through **WebVeta!**

Why every website needs WebVeta?

Do your website users need to rely on navigation to find content? Allow them to search for content! More user retention! Higher probability of conversions!

Enable ML/A.I based features and allow your website to have more accurate search results!

Get more insights into web usage, search terms etc...

No need of hardware, servers, development. Copy and paste few lines of Plain HTML.

Completely customizable, selectively enable/disable features!



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?

Instead of your website users relying on navigation, allow them to search! More retention, more conversion!

Get insights into what people are looking for!

Solution

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

Want simple search solution, WebVeta can do!

Want A.I based features? Wanna customize?

And much more...

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 production mvp demo - <https://www.youtube.com/watch?v=LlisCkwDVIU>
- 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
- Augment your website content with content from reputed 3rd party content and provide more contextual information...

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!
- Possibly 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. Even customize the exact step by step algorithm easily with just few clicks!

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, Algolia! But WebVeta has some extra features and approaches the market in an entirely different way!

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 100+, 80+ significant features, based on metrics and traction features might be implemented.
- Support for some newer standards – 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 (a secondary mini SaaS is being planned, Q2/Q3 would have mvp in production!)

Underlying magic contd...

What if most websites have a little chatbox that takes some publicly available data from your own website(s), videos, social media and augments with additional data sources of your own choice i.e you provide your own additional data or from other official sources and provides GPT'ish, chat'ish interface!

Same 2 – 3 lines of HTML!

What if dynamic augmented data gets fed?

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!
- Production launched on 12/03/2024
- <https://webveta.alightservices.com>
- Features are being added, after launch 2 smaller releases, 2 major release happened.
Features are being added every 3 – 4 weeks!

Thank you!

- <https://www.alightservices.com>
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