

# 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 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 their own websites, blogs, podcasts, social media, videos seamlessly, show content from across these channels and even allow searching and chatting 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! Even allow them to chat with the content of your website(s), blog(s), social media!

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.

Redefine the way people interact with websites! In 5 years from now, people ask questions instead of navigating menu's of websites.

# Demo

- [https://www.youtube.com/playlist?list=PLs7D8ybThnZhi9Sx17ft9\\_vRz5J0S\\_ZSZ](https://www.youtube.com/playlist?list=PLs7D8ybThnZhi9Sx17ft9_vRz5J0S_ZSZ)
- <https://www.youtube.com/watch?v=9AUoxFEq3LE>
- 
- Launch Video - <https://www.youtube.com/watch?v=7UOdkD2PYjQ> (1.5 minutes)  
Pre-Launch Video - <https://www.youtube.com/watch?v=RilRifpD8rY> (20 seconds)

Planning new features every 2 – 3 weeks

<https://www.youtube.com/@alighttechnologyandservicesltd>

# Demo

[Web Veta](#) powered by [ALight Technology And Services Limited](#)

How can WebVeta help SMEs

CLOSE

SEARCH

A.I generated content:

WebVeta can help SMEs by providing a unified and consistent search engine for their websites and apps. It allows SMEs to show relevant content when searched for, which can help turn visitors into customers. Additionally, SMEs can cross-promote with partners and include relevant search results from inter-related government organizations. By using WebVeta, SMEs can improve their search experience, increase customer engagement, and reduce customer care frustration by making their existing content easily accessible.

6 results.

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

**[Technical Blog - ALight Technology And Services...](#)**

[Web Veta](#) powered by [ALight Technology And Services Limited](#)

Patent

CLOSE

SEARCH

A.I generated content:

The context mentions that the author has filed for a patent related to the product WebVeta. They have filed the patent in the United Kingdom and are considering filing for the same patent in India and the United States. The patent is described as a small innovation and involves a methodology for near real-time indexing. The author discusses the use of algorithms and client-server communications in solving a particular use-case. The patent application has been rejected initially but the author is re-appealing, arguing that it is not just an algorithm and that similar patents have been granted for slightly innovative client-server communications.

13 results.

<https://blog.alightservices.com/2023/08/re-appe...>

**[ALight Technology And Services Limited: Re-appe...](#)**

CLOSE

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WebVeta

SEARCH

A.I generated content:

WebVeta is an advanced and customized search engine for indexing content from websites, blogs, and other sources. It eliminates the need for custom development, maintenance, and infrastructure. By simply copying and pasting a few lines of HTML, WebVeta takes care of the rest and provides flexibility and customization options. It is designed to make website indexing easier and more efficient.

322 results.

<https://webveta.alightservices.com>

**[Home Page - A.I Search, Semantic Search engine ...](#)**

# Added Business Value

- Cross promote / allow search results from partners
- Nudge – sign up / contact
- A/B Testing
- Mentions from 3<sup>rd</sup> party reputed websites Various
- widgets – social media etc... Sentiment Analysis
- Augment your website content with content from reputed 3<sup>rd</sup> 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 public internet + more!
- 
- WebVeta helps with SEO, possibility of Enterprise Search, possibility of Digital Ads and even an entirely new niche (white space) in the evolution of digital presence. With proper guidance, partnerships, mentors could easily reach multi billion USD!

# 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

Listed in Microsoft Azure Marketplace as a SaaS product

[Microsoft Azure Marketplace](#)

[WebVeta](#)

# Team

- One person – Mr. Kanti K Arumilli Bootstrapped, 100%
- ownership!
- B.Tech, MBA, 15+ 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, Startup Grind
- Got accepted into NATWEST Accelerator, U.K & EuraTechnologies but couldn't attend due to physical presence in Europe requirement ☹️
- Winner of “**Global Business Awards**” under “**Most Innovative AI Based Search Engine 2024 - India**” category by **Corporate Vision Magazine**, U.K.
- Bootstrapped – 100%, no external funding yet!  
Commercialization product launched on November 4 2024.

<https://webveta.alightservices.com>

Features are being added, after launch 3 smaller releases, 3 major release happened.

Features are being added every 3 – 4 weeks!

# Thank you!

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  - <https://www.youtube.com/@alighttechnologyandservicesltd>
  - <https://www.linkedin.com/company/alight-technology-and-services-limited/>
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