



CWB S.A.S.

One line pitch:

OPLA.AI : the modern, flexible and open CHATBOT builder. To better create, customise and deploy your own digital marketing and services.

Market Analysis:

Global chatbot market: expected to grow of more than 37% during 2017-2021. Global intelligent virtual assistant market is expected to reach US\$7.9 bn by the end of 2024, from US\$627.7 mn – (valuation in 2015) Number of chatbots on FaceBook Messenger : grew from 33.000 to reach 100 000 in less than 7 months. 3bn monthly active users of instant messaging services. Business Insider report: 80% of businesses want chatbots by 2020. Gartner: chatbots will power 85% of all customer service interactions by the year 2020. US\$8bn / year saved thanks to chatbots just for customer services applications. Customers need more IA solutions, but request flexible, open and cost-effective platforms.

Value proposition:

Facing mainly an actual rigid, complex and costly CHATBOT platform offer from IT giants, OPLA was developed to democratize the creation, diffusion and use of conversational virtual assistants for SMB's, corporations and government services. OPLA was built as a comprehensive but open platform, on to which end users and development partners may plug their own solution and code. Coded 100% from scratch and in-house, available as SAAS or on premise solution, even as open source, it is independent and thus offers more flexibility and reactivity. No programmer knowledge is required, making it even more easy to create, customize, deploy and integrate. A better ROI and market reactivity.

Business Model:

BUSINESS : 3 pricing levels, including or not, setup fees, subscription and pay-per-use. Direct, indirect sales channels and business providers. **DEVELOPMENT** : inhouse development of the core OPLA. Outsourcing of non critical modules. Principle of platform and satellites (flexibility of development and opening to third party). **PRODUCT** : available as SAAS and customer local solution. Open source engine also available, which shall increase name recognition, customer intimacy and product strenghts. **MARKETING** : segmentation, such as Systems developers and integrators, Administration/Public services, Software developpers, SMB/Corporations, WEB agencies and Bot makers.

IP and Regulatory situation:

As 100% of code has been developed inhouse, there is no risk of patent/IP infringement. As of today, no patent has been registered, due to other financial priorities, but shall be done in 2018. Bridges, allowing third parties to plug-in their own solution, will eliminate direct risk of IP infringement by OPLA. Will be of customer responsibility to comply with specific regulations in force for the chatbot thematic he may build. As of today, no specific regulation apply to Chatbots. But standard UP rights apply to our software (EULA to be delivered and signed together for each new customer using our platform)



COMPANY PROFILE

- **Website:**
www.opla.ai
- **Field:**
- **Contact:**
MARIE Dorange
marie@opla.co
- **Location:**
Rue Vigneronne
63340 SAINT GERVAZY
France
- **Founded in:** //10/2015
- **Employees:** 3
- **Financial information (€):**
 - **Company stage:**
Pilot Phase
 - **Capital raised to date:**
120000
 - **Monthly burn rate:**
Confidential
 - **Capital seeking and date:**
500 KE April 2018
- **Investors:**