

Recent Presentation Samples

Public Domain Information and Content

**World Health
Organization RFP
AI/NLP Digital Human**



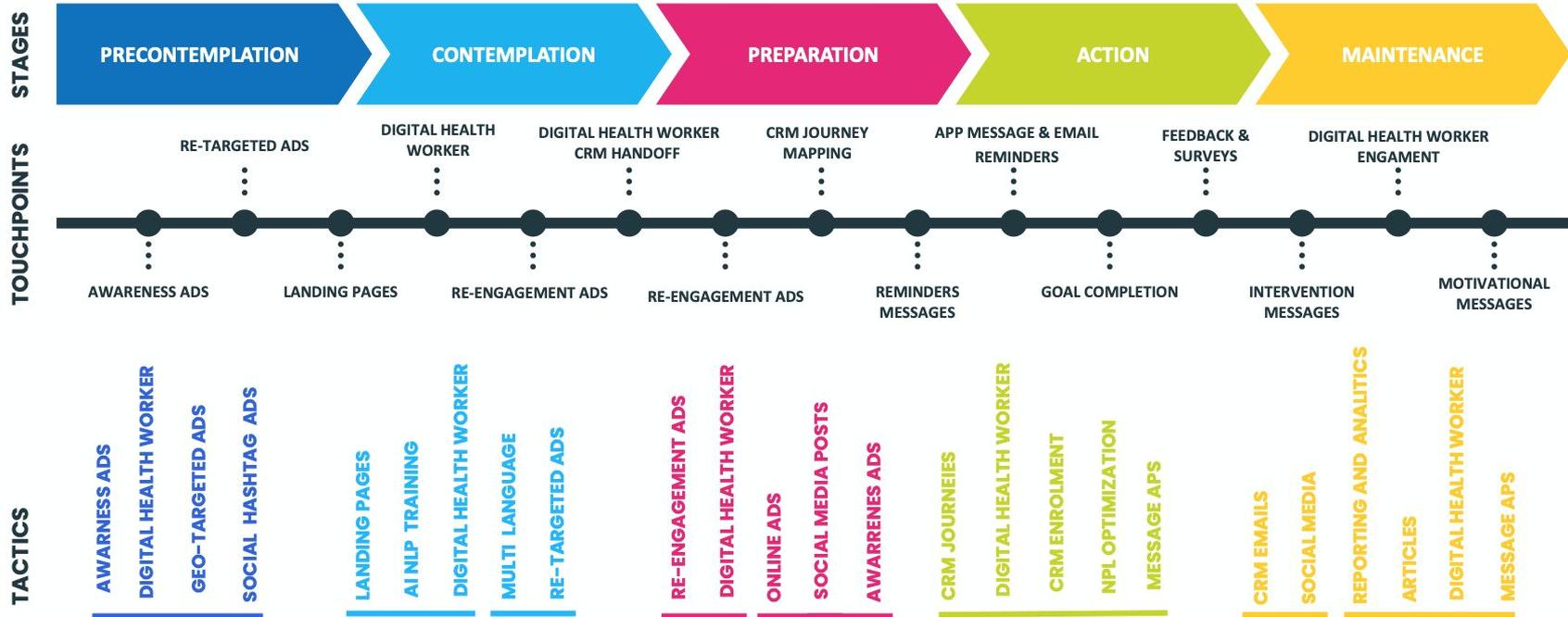
**World Health
Organization**

The Ask

To develop, improve, maintain, create human-like conversation for and implement programming for and marketing materials for WHO's AI Digital Human to create supportive, accessible, meaningful human interactions to educate and inform about the harmful use of tobacco, alcohol, mental health, physical activity, maintaining a healthier lifestyle and other health topic. Meeting technical, academic, and creative requiring expertise with AI, digital humans.

Recommended Solution - Omnichannel

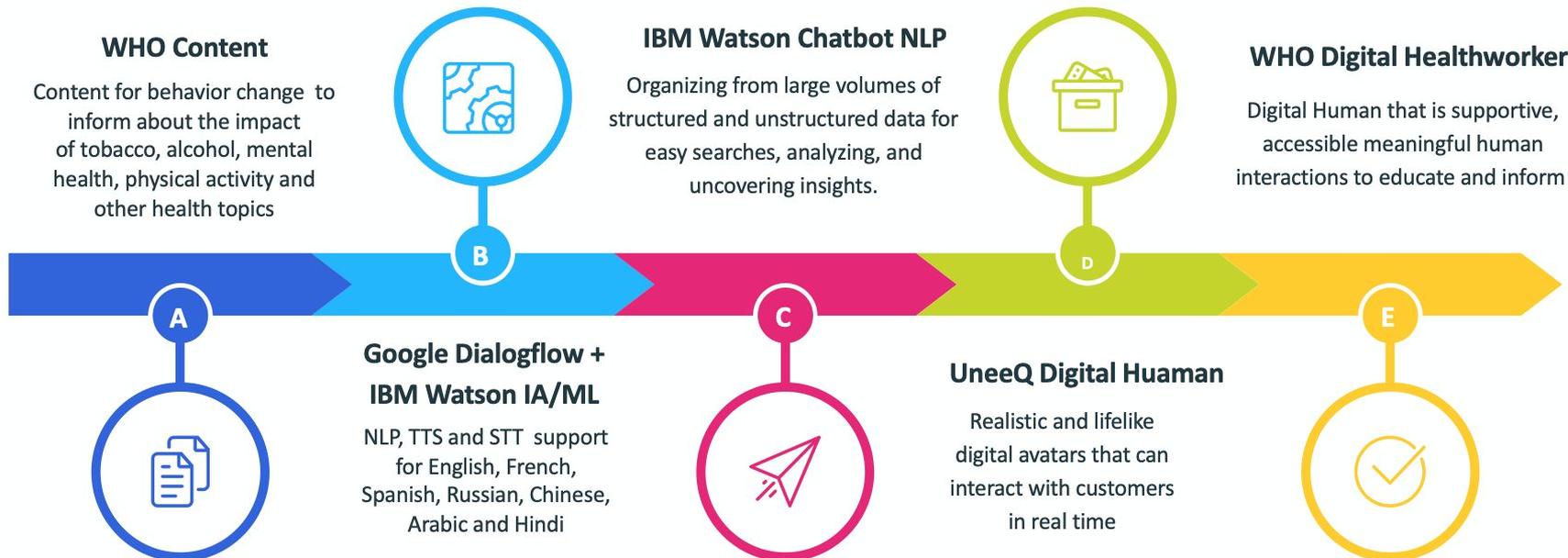
(more details in the executive summary MSWORD)



AI trained with WHO's existing resources and trusted 3rd party website, adding search skill to the omnichannel bot.

NLP and Responses for up to **16 language and dialect combinations** English (US, UK), French, African French, Spanish, Russian, Chinese (Standard Mandarin), Cantonese, Arabic, Gulf Arabic, North African Arabic, Levantine Arabic, Hindi, Bhojpuri, Rajasthani, and Haryanvi

Evolution from Chatbot to WHO AI Digital Healthworker



Google Dialogflow ES + IBM Watson Discovery

Core Capabilities

Watson Discovery improves chatbots by providing indexing, searching, and machine learning capabilities to unstructured data, leading to quick delivery of relevant information, accurate intent recognition, improved knowledge management, and enhanced customer service experiences.

Named Entity Recognition

Watson Discovery can identify and extract named entities, such as people, organizations, locations, and dates, from data and provide additional information and insights about them.

Keyword Extraction

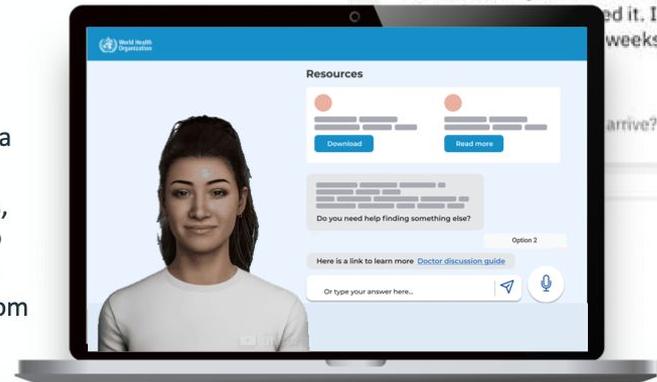
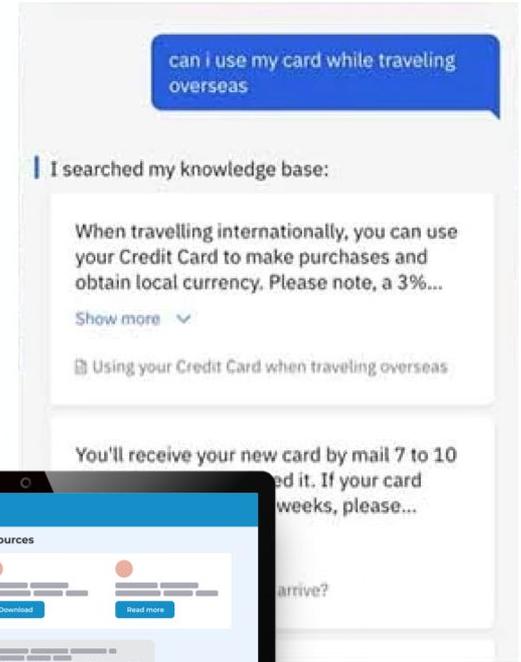
Watson Discovery can identify and extract important keywords and phrases from the data, thus allowing for an understanding of the main topics and themes discussed in the data.

Sentiment Analysis:

Watson Discovery can analyze the sentiment expressed in data and categorize it as positive, negative, or neutral. This can help to understand the tone of customer feedback, social media posts, and other unstructured data sources.

Relationship Extraction

Watson Discovery can analyze the data to identify relationships between entities, such as people, organizations, and events. This capability can help to uncover insights and information that may not be apparent at first glance from the data.



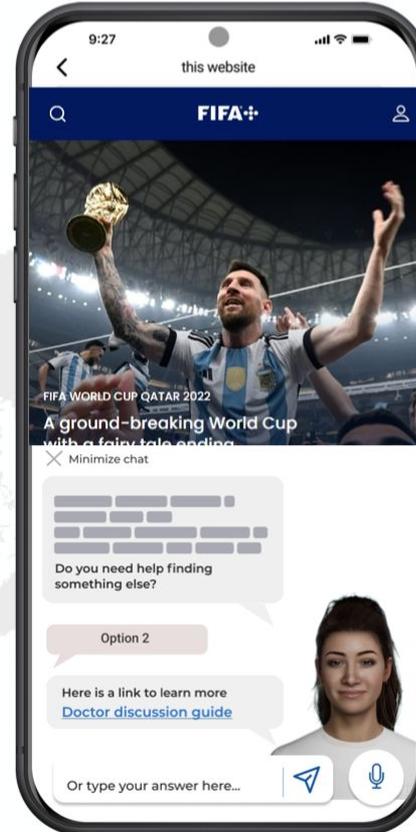
Customer Relationship Management (CRM)

Engage with users where they are

Tailored behavior-change communications to each user's specific needs, whether it's an intervention or motivational messages to help stay on track.

- **Amazon Pinpoint (recommended)**
- **HubSpot**
- **Adobe Experience Cloud**

Multiple channels provide an effective way to get engage users: emails for quickly reaching large groups, app messages for reminders or notifications, WhatsApp for a personalized message with one-on-one contact





Well-Architected Principles



Operational Excellence

This involves automating procedures, responding quickly to events, and setting up standards that can optimize daily operations for World Health Organization's best results.

Security

This involves keeping data secure and private, managing user access rights judiciously, and having safeguards in place to identify possible security risks - all while complying with GDPR regulations and any regional data privacy requirements.

Reliability

It's essential to prioritize making sure workloads are running properly and can bounce back rapidly if they don't meet the expectations.

Performance Efficiency

This involves choosing the right resource types and sizes for workloads, monitoring performance metrics and adapting to changing the World Health Organization needs for maximum efficiency.

Cost Optimization

This involves analyzing spending over time and managing fund allocation, procuring resources of the right type and amount, and scaling resources to meet business needs without going overbudget.

Sustainability

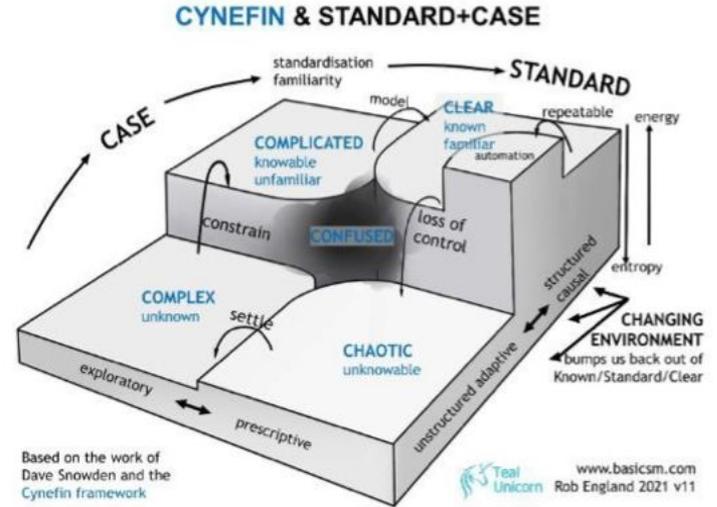
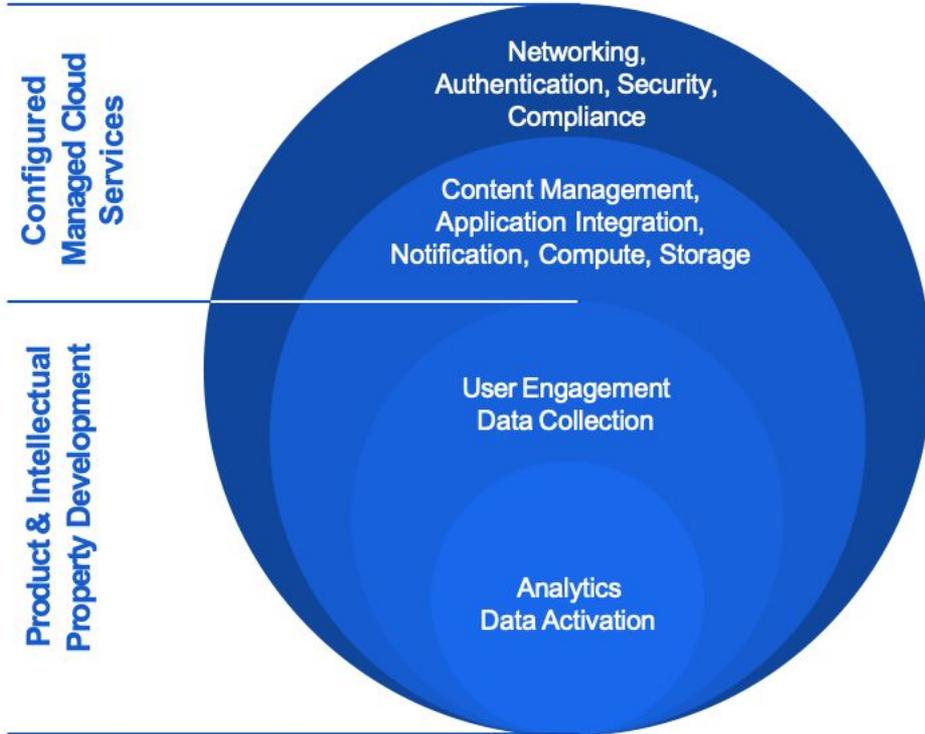
This includes an eco-friendly shared responsibility model, analyzing the impact, and maximizing utilization to minimize resources and reduce downstream impacts.



Company-Wide Meeting to Explain Modernization Strategy

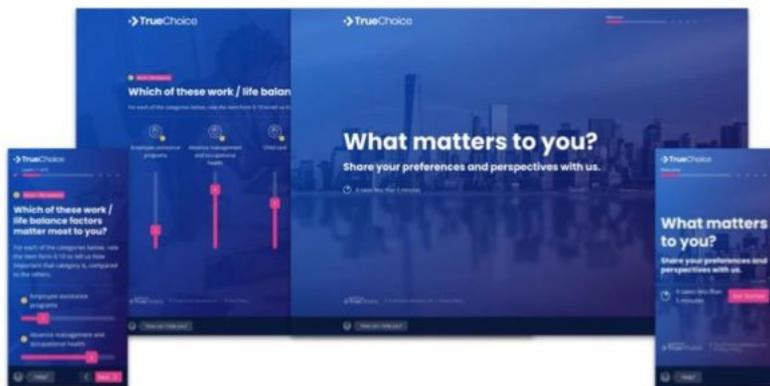
**The Next Gen platform UI Kit is
built on modern & responsive
best-practices to ensure
scalability, flexibility, and ease
of future updates**

Managing Complexity



There is always confusion; managed services allows a team to handle straightforward to complicated that are knowable but unfamiliar tasks. Freeing scarce developer resources for more time for complex business-critical tasks.

Design System

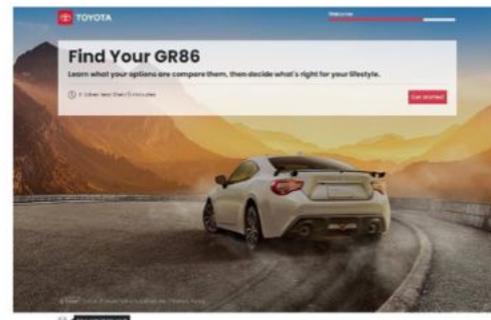
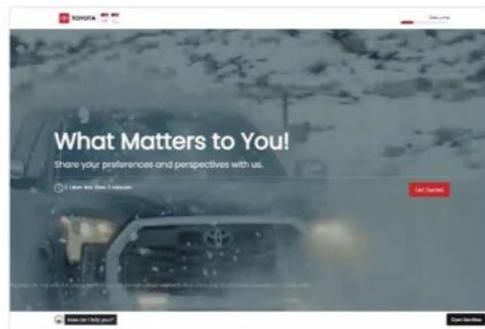
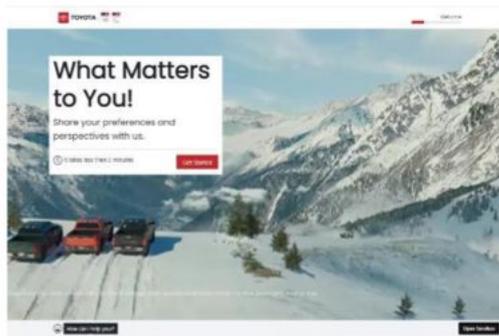
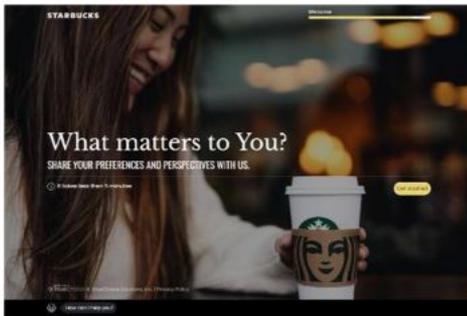
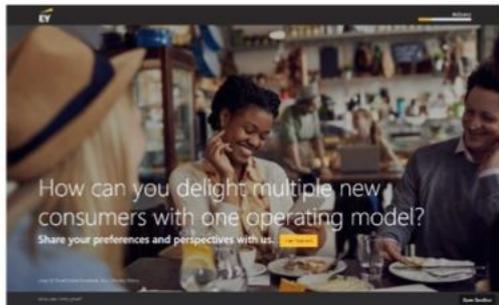


Combining a small number of progress changes gives us up to **1,598,628,947,558,400** layout possibilities:

Design tokens for fonts, colors, background images, corner radiuses, and content



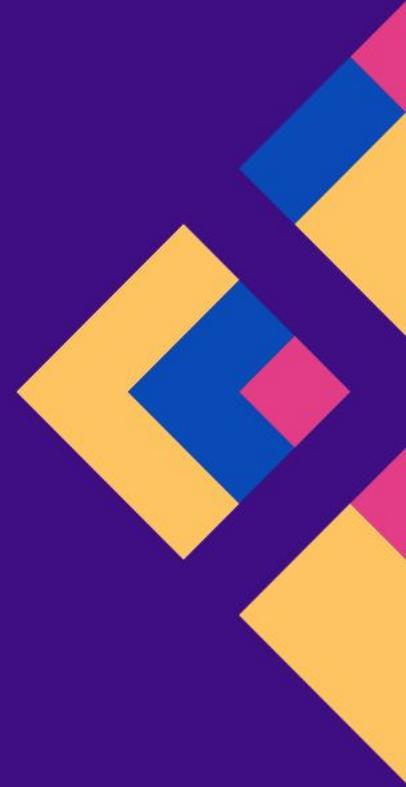
With a Design System and Experts Complexity is Manageable



**Annual Investor Board
Meeting Introducing
Modern Technology
Benefits**

Enterprise SaaS Marketplaces

To enable our services with our clients' optionally handle
billing and subscription payment management



Brand Awareness Projecting TrueChoice as The Trusted Provider of Preference Analytics



B2B Marketplaces



Improved Customer Service

- **Operational efficiency** automation, faster scaling, and distribution
- **Predictable recurring revenue** subscription model, customer benefit from split costs
- **Marketing opportunities** type of word-of-mouth organic B2B marketing strategy
- **Customer ease of use** simple and user-friendly as possible
- **Flexible payment option** based on usage and plan design
- **Personalized tiered packages** to fit a customers needs

Containerization For SaaS Marketplace Enablement

Docker is an open platform for developing, shipping, and running applications. Docker enables you to separate your applications from your infrastructure so you can deliver business value quickly.



65%

use Docker to deliver development agility.

48%

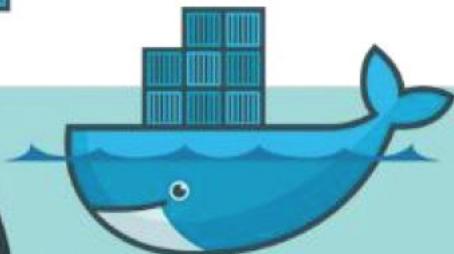
use Docker to control app environments.

41%

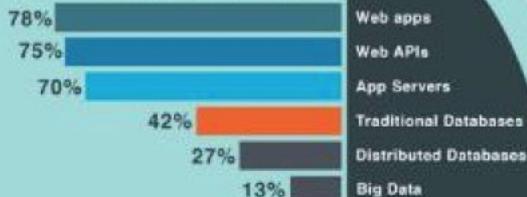
use Docker to achieve app portability.

90%

use Docker for apps in development.



Docker Workloads



58%

use Docker for apps in production.



90%

plan dev environments around Docker.

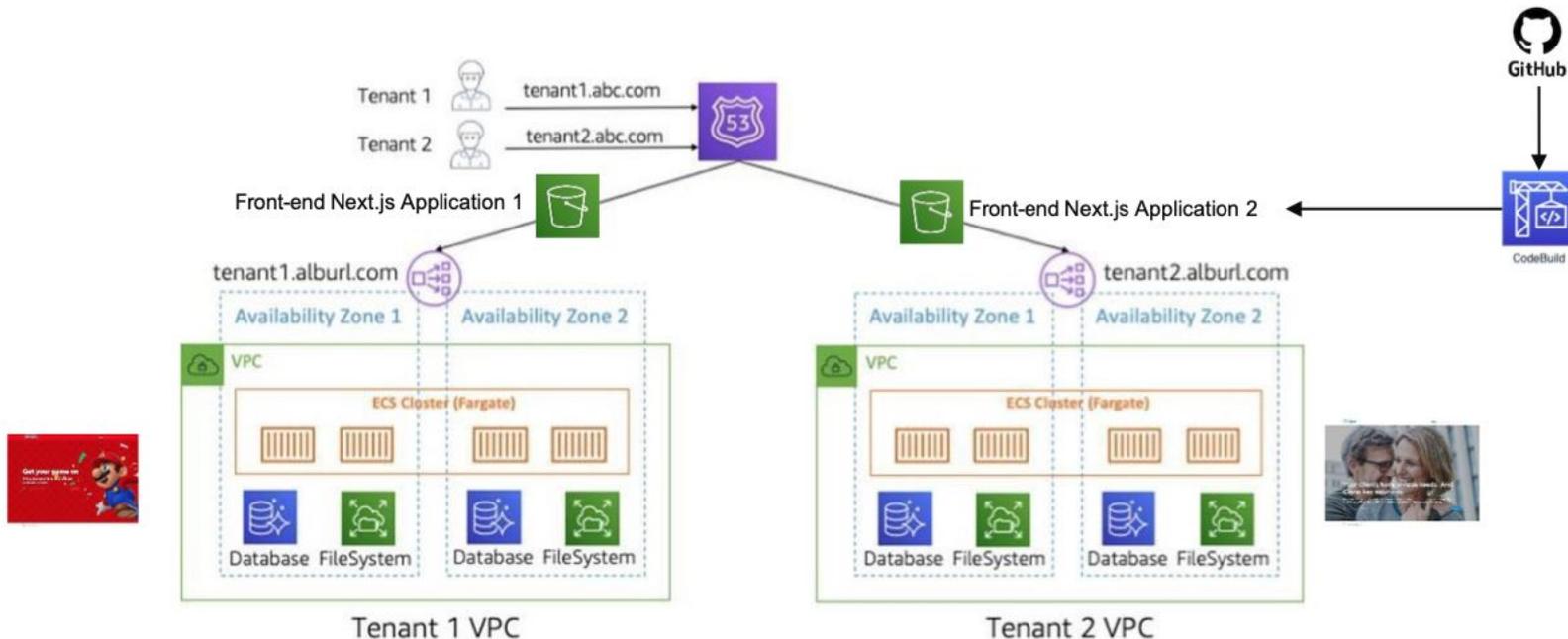


80%

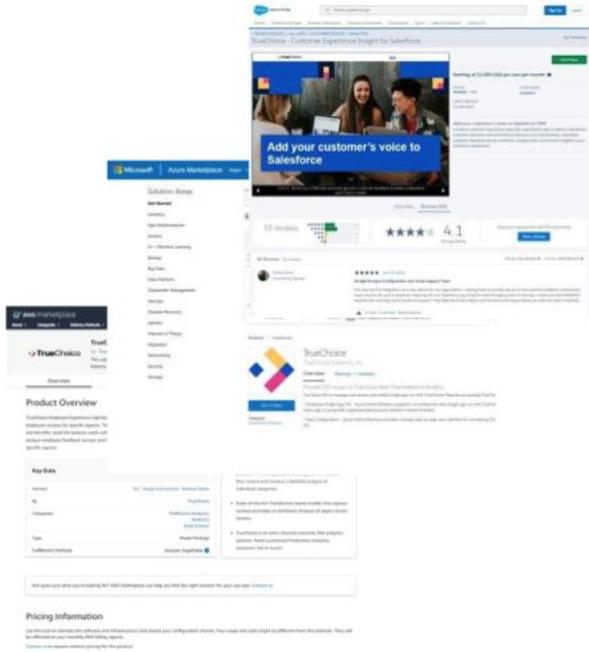
plan DevOps around Docker.



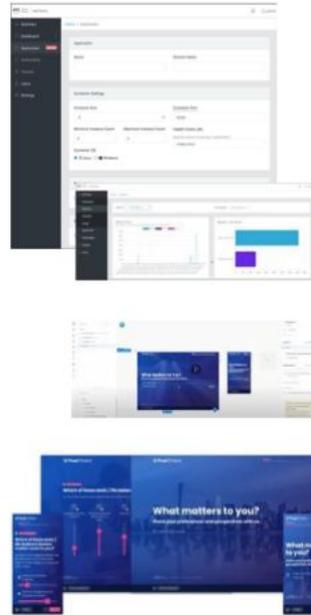
Customer Application within the AWS Network Managed and Operated By SaaS Boost



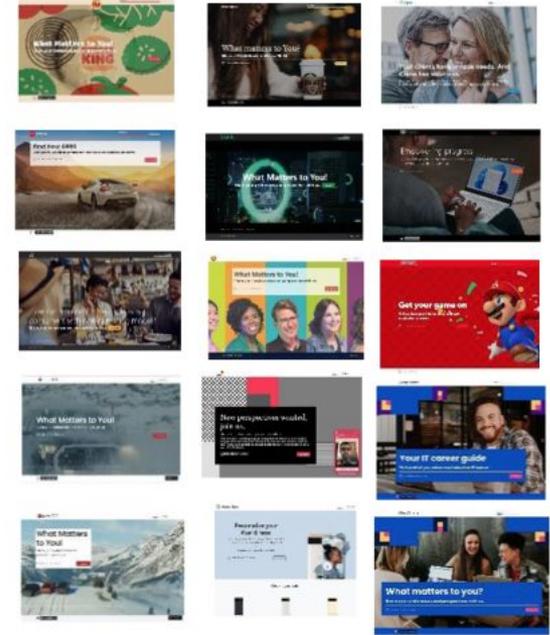
SaaS Boost allows for B2B Marketplaces Application Enablement



SaaS Marketplace Enablement



SaaS Customer Management



SaaS Application Delivery

Coffee Product Launch



Since the internet started its mainstream march in the 1990's, web developers and designers have widely accepted a rule known as “3-second rule of the web.”

The theory is that you have about 3 seconds to capture a visitor's attention. Longer than that and you'll lose them. Some say it's 4 seconds, and others say 2.

Reference: [How To Get Customers To Take Action. The 3 Second Rule](#) December 9, 2013 By [Scott Ellis](#)

3 Second Rule applied to Personas, Coffee Market and Recommendations



Personas



Coffee Market



Recommendations

1. Understand the Audience
2. Learn from Market Leaders
3. Build Brand loyalty

3-Seconds Hook for each Personas, Assumptions



Babbler/Explorer

3-Secs to Entice: Taste & Value

Purchases: 1 to 2 times a year

Duration: up to 5 years

Reviews: Not Likely

Social Media Engagement: Some

Age Group: 35 to 45

Lifetime Value: 10 purchases \$500



Entertainer/Party Host

3-Secs to Show: Customer Service & Ethics

Purchases: 4 to 5 times a year

Duration: up to 15 years

Reviews: Likely

Social Media Engagement: Moderate

Age Group: 40 to 55

Lifetime Value: 75 purchases \$3,750



Connoisseur/Hobbyist

3-Secs to Demonstrate: Quality & Authenticity

Purchases: 6 to 11 times a year

Duration: up to 20 years

Reviews: Very Likely

Social Media Engagement: Moderate

Age Group: 50 to 65

Lifetime Value: 220 purchases \$11,000

Customer Journey & Channel Strategy



Babbler/Explorer

Channels: Social Media, SEO/SEM, Content Marketing, Reviews

Entertainer/Party Host

Channels: Social Media, SEO/SEM, Content Marketing, Reviews, Ad Marketing, Video Content Marketing, Email Marketing

Connoisseur/Hobbyist

Channels: Video/Blog Content Marketing, Reviews, SEO/SEM, Email Marketing

AWARENESS	CONSIDERATION	PURCHASE	SERVICE	LOYALTY
Digital Advertising SEO, Social Media Ads, Banner Ads, and SEM. Content marketing and social sharing	Brand Engagement Like and subscribe to social media channels. Sign up for email newsletters and visit Kima online store. Add product to a shopping cart	Product Acquisition First purchase or subscription purchase	Order Processing Throughout purchasing, shipping, and delivery. Have a thoughtful well branded communication strategy	Review & Repeat Purchase From a positive experience the customer wants to write a positive review and purchase again



KIMA JAMAICAN COFFEE

BALANCED SMOOTHNESS, MELLON SWEET, CHOCOLATE FINISH

[ADD TO CART](#)

Single Origin, Whole Bean, Medium Roast

With a mild climate ideal for growing world-class coffee, taste the natural majesty of the mist-shrouded mountains, where KIMA beans are grown at the perfect elevation. This beautiful cool blue mist reduces sunlight and slows down cherry maturation. This has a truly remarkable effect on the aroma and taste of the beans.

With sweet, nutty overtones, sparkling floral notes and bright acidity, savor one of the most distinguished flavors with an aroma that embodies the lively spirit and impossibly rich culture of Jamaica.

Region: Blue Mountain, Jamaica Supreme

Processing: Washed

Grower: Mavis Bank Mill Estate and the Wallenford Estate,

Roaster: Jason

Elevation: 2,256 metres

Notes: Ethical packaging, shipped with X weeks of roast, message about quality processing preparation



KIMA 3-Second Rule Recommendation Summary

1. Jamaican Coffee in the title and URL for better SEO
2. Clear and descriptive tasting notes ideal for SEO/SEM
3. Origin, Whole Bean/Ground, Roast Level at a glance
4. Streamlined description targeted to the novice and informed coffee drinker describing the flavors and drinking experience
5. Details describing Jamaican coffee to be ethical and authentic, highlighting known facts about coffee often missed by fake JBM sellers
6. Image of the authenticity seal

