



# Skejul™

*Simplify The Future*

Artificial Intelligence

Guesswork

Fascinating

Simple

Natural

Invest

Matthew Lamons,  
Founder & CEO  
Mobile (415) 347-1682  
[matthew@skejul.com](mailto:matthew@skejul.com)  
<https://skejul.com/>

**Towards Data Science**  
Sharing concepts, ideas, and codes

**eWEEK**

**Gartner**  
Cool Vendor - 2017

**AI EXPO**  
NORTH AMERICA 2017

**CMS WIRE**



# Scheduling Stinks ...So Don't Do It!

**Frustrating** - Painful process for everyone

**Slow** - Everyone waits

**Slow x 2** - Everyone waits again!

**Busy is Bad** - Makes it harder to plan

**Bottom Line** - Can't continue like this





# Skejul - Value Proposition

**Simple** - People & Purpose

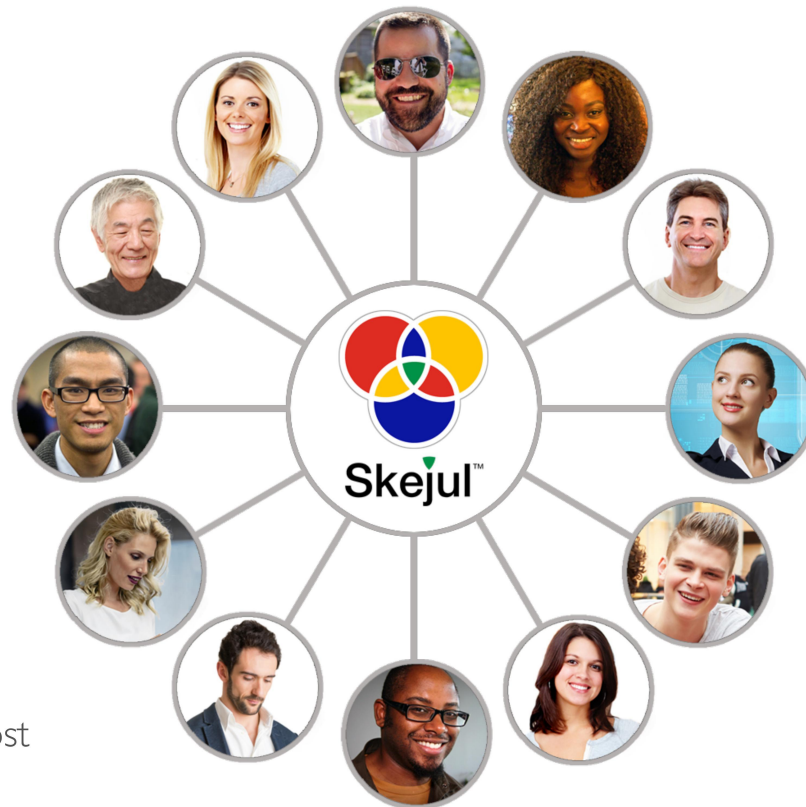
**Busy is Good** - Data —> AI

**Easy** - Skejul does the work

**Faster** - Minutes not Days

**Automation** - Personal Efficiency

**Optimization** - For what matters most



**Big Value** - Big Market

**Real-Time** - Communication

**Deep Learning** - Customization



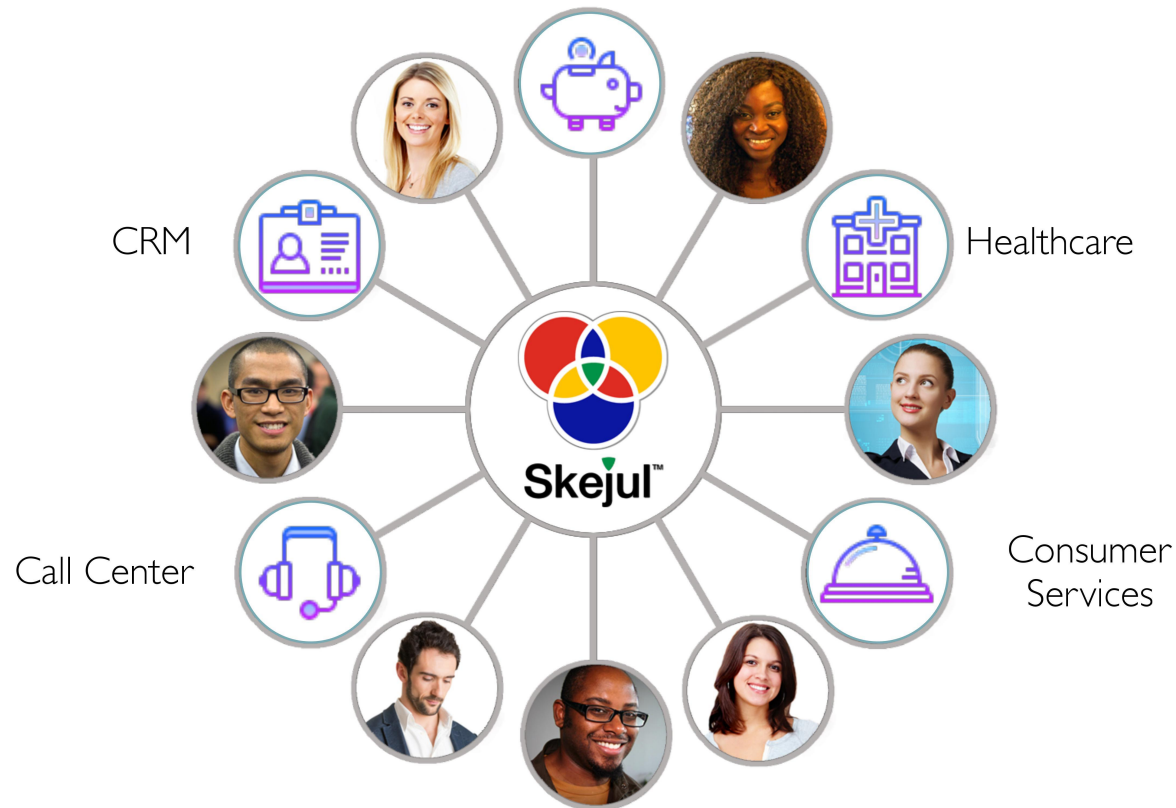
# Skejul™ Web App & API Unify Skejul Solution Ecosystem

Consumer Web APP



Financial Services

Skejul AI API

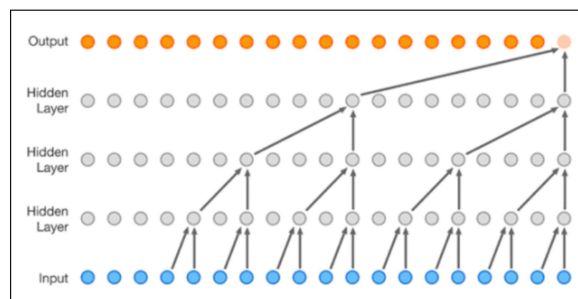
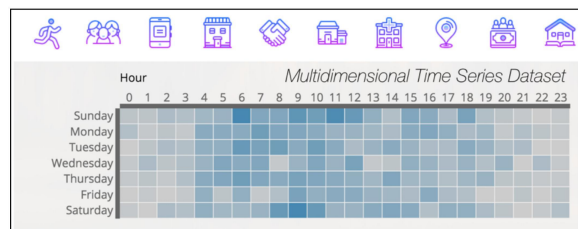






# Traction - Skejul MVP Proof Points

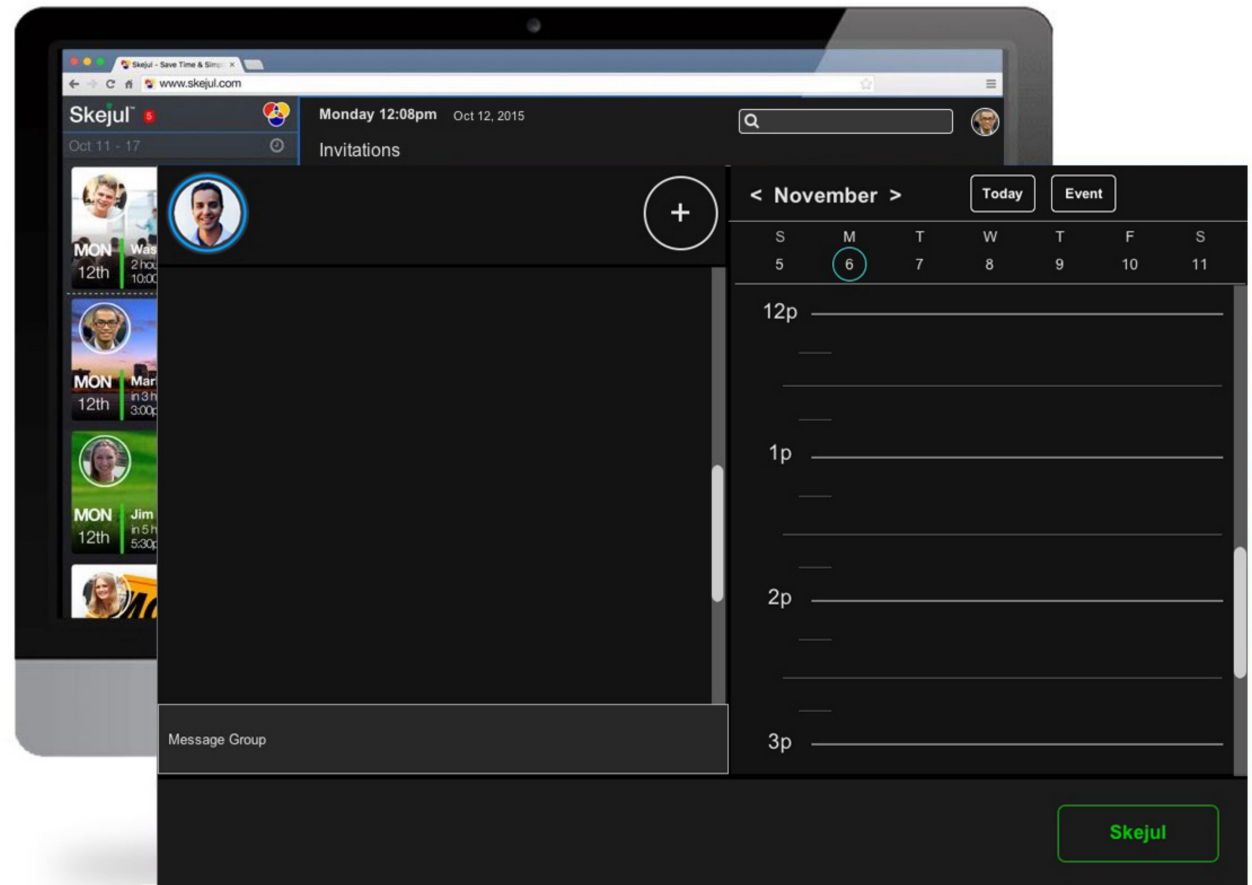
1. People have large and accessible activity database(s)
2. Deep Learning models can be applied to activity data
3. Skejul is **150x** better than un-informed guessing the hour and day to meet!
4. We can build a community of fans that NEED & TRUST Skejul





# Skejul Faster - Skejul Better

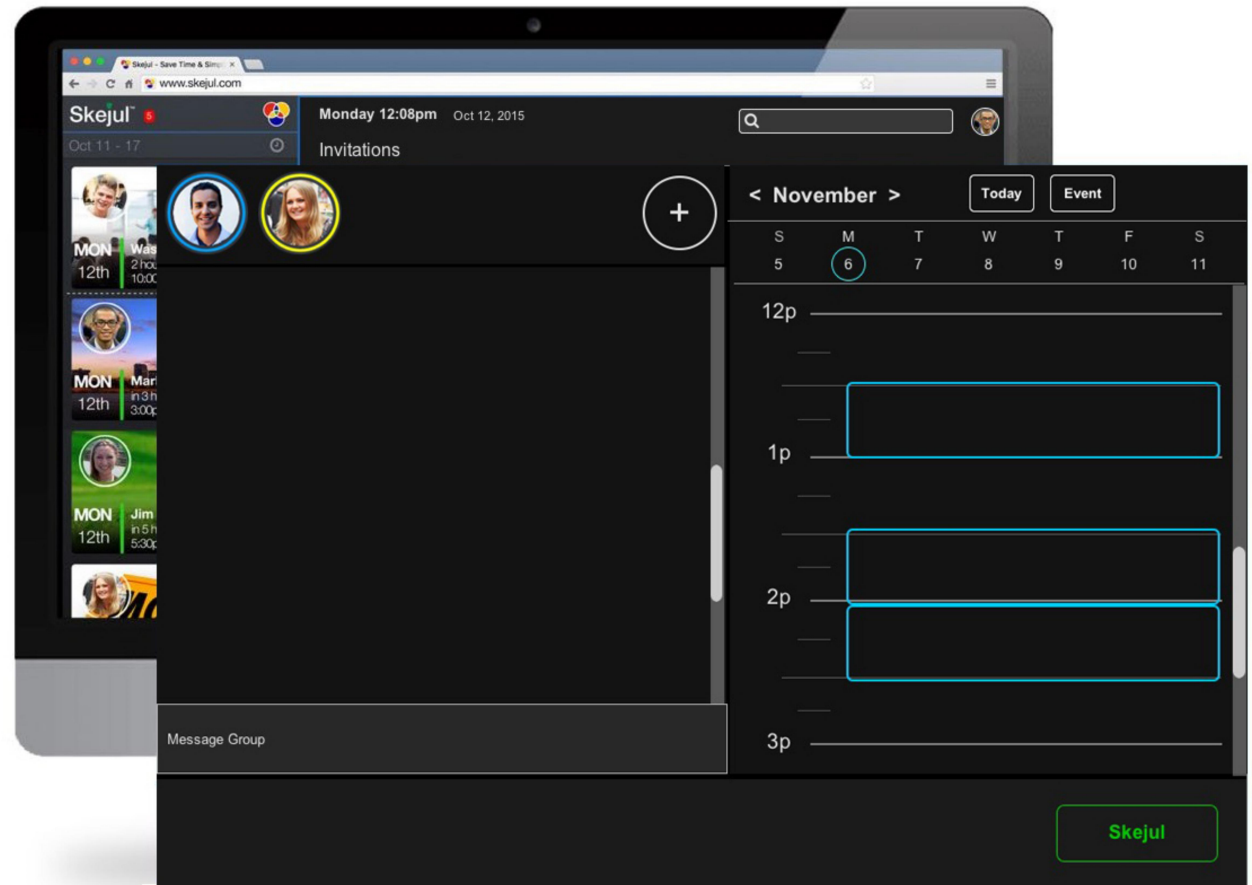
As You Pick The People  
Skejul AI Finds The Best  
Date, Time & Place





# Skejul Faster - Skejul Better

As You Pick The People  
Skejul AI Finds The Best  
Date, Time & Place

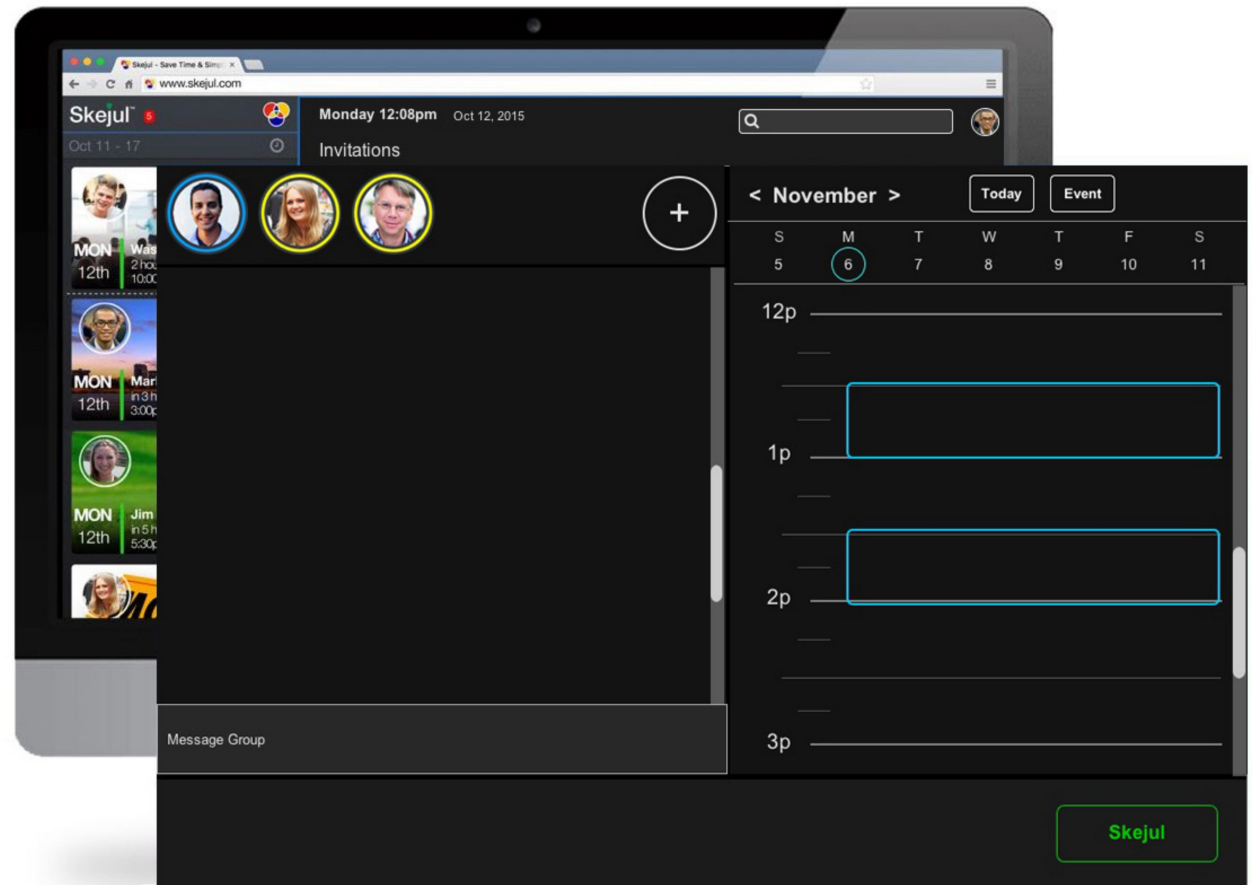






# Skejul Faster - Skejul Better

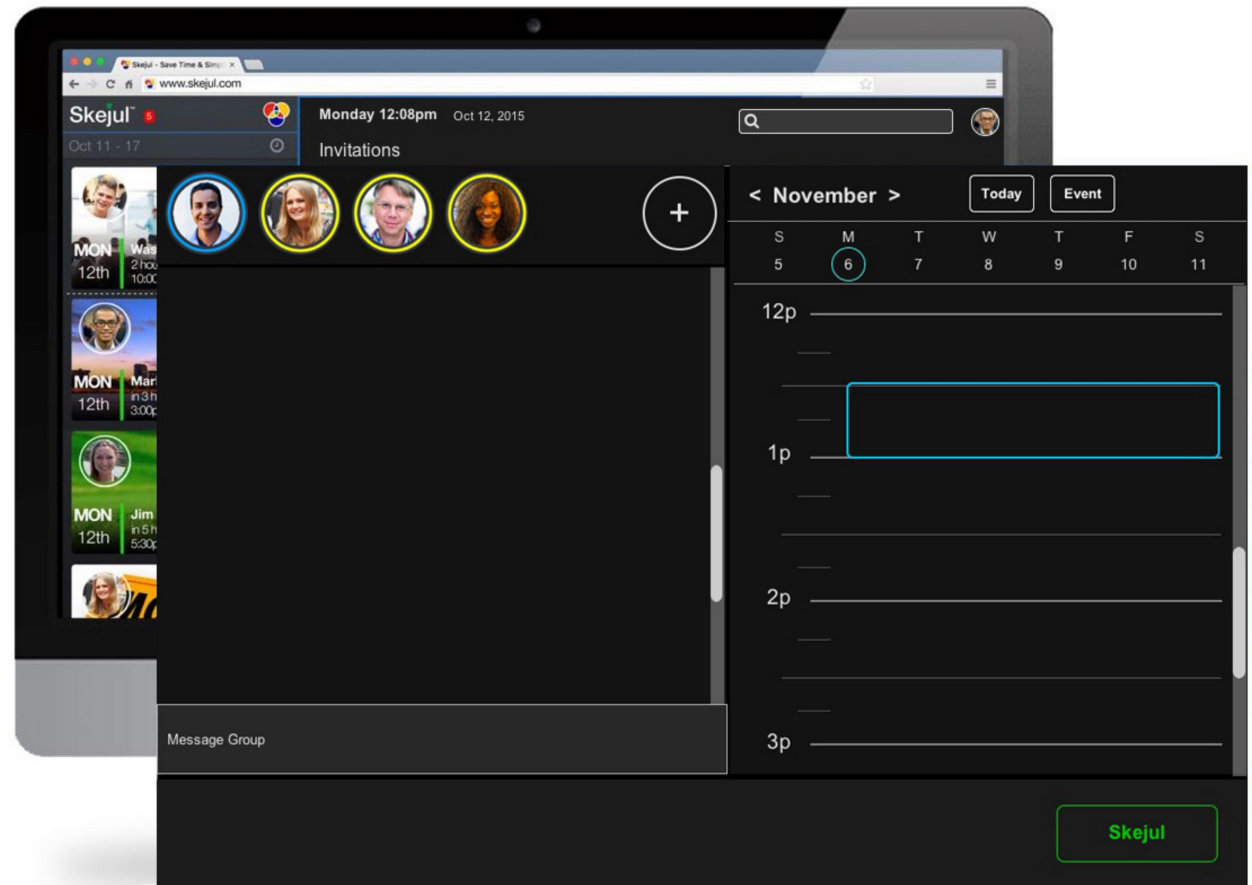
As You Pick The People  
Skejul AI Finds The Best  
Date, Time & Place






# Skejul Faster - Skejul Better

As You Pick The People  
Skejul AI Finds The Best  
Date, Time & Place






# Skejul Member Experience Powered by AI



### Marketing Plan Update

**FRI** | In 2 days  
9th | 12:00pm - 2:00pm









### Marketing Plan Update

**FRI** | In 2 days  
9th | 12:00pm - 2:00pm


908 Lafayette Ave,  
St. Louis, MO 63104

It's a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem is to determine the best practices for content presentation and impact.






Thanks for the invite. I'll see you soon :)



No problem, please bring the Ad list for next year.








I will bring the update 2016 campaign budget

Message Group

< November > Today Event

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9








Skejul



# Competitive Analysis

x.ai



<b>Capital Raised</b>	44MM	< \$400k
<b>AI Approach</b>	NLP / Linguistic	Deep Learning / Behavioral
<b>Value Recipients</b>	Organizer 	Group 
<b>Time to Schedule</b>	7 + hrs - 2 + days	< 5 minutes
<b>Access to Tech</b>		 
<b>Target Problem</b>	Scheduling Work Meeting	Coordination of any activity or service
<b>Price</b>	\$17 to \$59 / mo	FREE or \$10 / mo
<b>Summary</b>	Language Limited	Big Data & AI Play



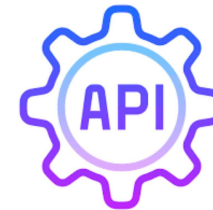
# Pre-Seed Funding & Milestones

## Consumer Web APP



- Beta Launch into 50k + community
- Viral Growth Metrics & Maximization
- Test Optimal Paywall Features & Price

## Skejul AI API



- API Beta Launch
- Establish a Developer Community
- Test API Paywall Features & Price

## Skejul Pre-Seed Business Learning Objectives

1. Skejul Virality Drivers
2. Member & API CAC & LTV

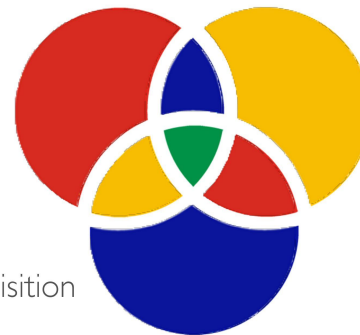


# Platform Strategy & Revenue Model

Capitalize on Wide Spread  
Need for Automation

Consolidate Value & Advantage  
In a Unified Data Warehouse

Strategic Data Acquisition



**Skejul™**



- Delivers Skejul AI value via partner apps
- Cost / activity negotiated by market
- Healthcare, Real Estate, Fin. Serv., Services, Call Centers
- User acquisition path for Consumer app

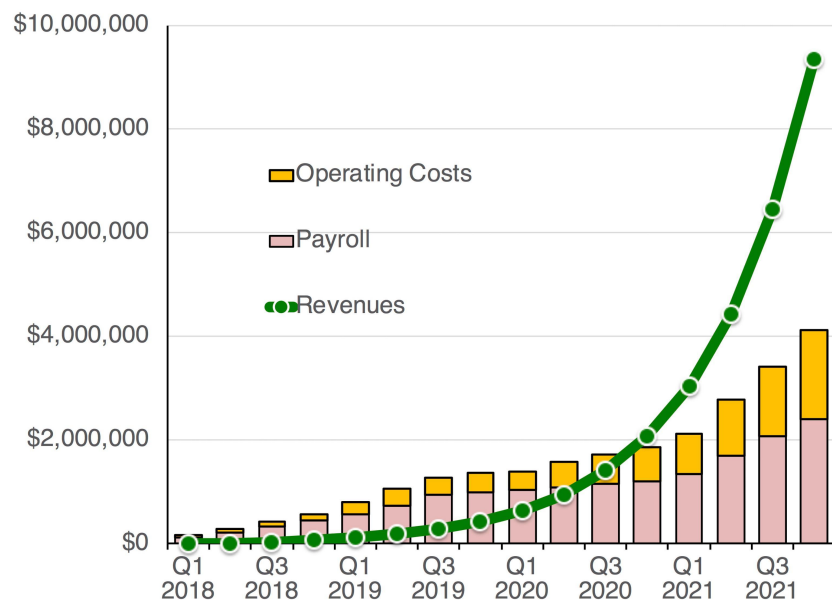
- Consumer / Business app
- Freemium SaaS, Pro ver. features at \$10 / mo,
- Enterprise \$TBD
- 5% of users paid, 95% free

- Data insights and analytics products
- Payment processing for time-based services
- Sponsored Contextual Recommendations
- Skejul APP platform for custom widgets





# Financial Forecast



## Financial Projection Notes:

1. Virality factor  $k=1.01$ , decay & churn factors included
2. Individual PRO level monthly subscription = \$10/mo
3. 3% Conversion from FREE basic Skejul membership to PRO

**Disclaimer: These are projections and CANNOT be guaranteed.**

## Forecast

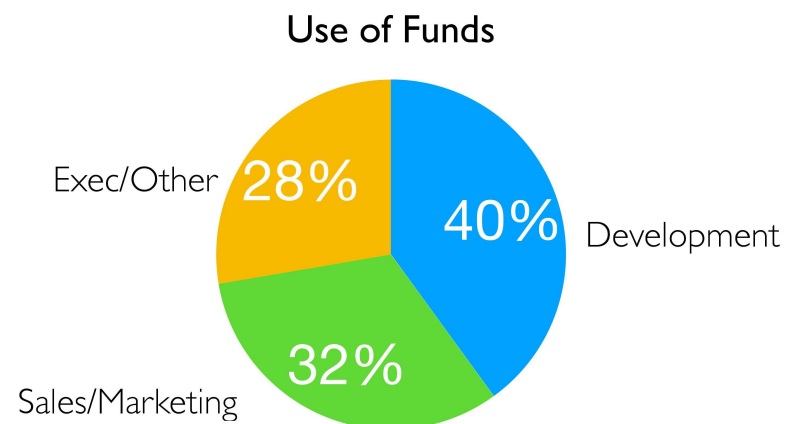
\$40-50 million annual revenue within 5 years

- 60% SaaS from Consumer/Business App
- 40% API services for optimized scheduling

## Investment

\$500k Pre-Seed Round

\$3.5 Million Seed Round in late 2018





# Skejul Team - Talent, Drive, & Experience



**Matthew Lamons**  
**Founder / CEO**

Chairman of the Board  
CEO = Chief Experience Officer  
Behavioral Psyc & Machine Learning  
Data Science Community Leader, USMC



**Paul Heirendt**  
**Co-Founder / CTE**

Board Member  
Entrepreneur w/successful exits  
SaaS, Voice BioMetrics, Cyber Security  
Technology Visionary



**Mark Gallion**  
**COO**

Board Member  
Harvard MBA, Fortune 500  
M & A, Booz-Allen, Investor  
Experience in High Growth Operations



**Jason Ward**  
**CTO**

Platform Architect  
Experienced technical co-founder  
Fuel API - SaaS company serving digital  
assets to the automotive industry



**Dan Vatterott, Ph.D.**  
**Principle Data Scientist**

Ph.D. Cognitive Psychology  
Post-Doc Fellow at Columbia Univ. Med. Ctr.  
RNN, Deep Learning, Recommendation Sys.,  
Behavior Prediction at Showtime. Consultant



**Abhishek Nagaraja**  
**Data Science Engineer**

M.S. Mechanical Engineering  
(Control Sys. & Data Science Specialty)  
Magna cum Laude - U of I - Chicago  
Data Pipeline - Deep Learning Modeling

# Thank You

Matthew Lamons,  
Founder & CEO  
Mobile (415) 347-1682  
[matthew@skejul.com](mailto:matthew@skejul.com)  
<https://skejul.com/>



**Towards Data Science**  
Sharing concepts, ideas, and codes

**eWEEK**

**Gartner**  
Cool Vendor - 2017

**AI EXPO**  
NORTH AMERICA 2017

**CMS WiRE**