



altavoce

altavoce

Pitch deck

10/01/2020

Tech Tour Transfer Invest

Paris - 12 - 13 February 2020



Alta Voce's identity card



Name: **Alta Voce**

Adress: **10 rue Parmentier, 78800 Houilles**

Website: **<https://alta-voce.tech/>**

Date of creation: **01/02/2020**

Legal status: **SAS**

Staff: **4 partners, including 3 working fulltime for Alta Voce**

Equity: **€ 10,000**

Value proposition:

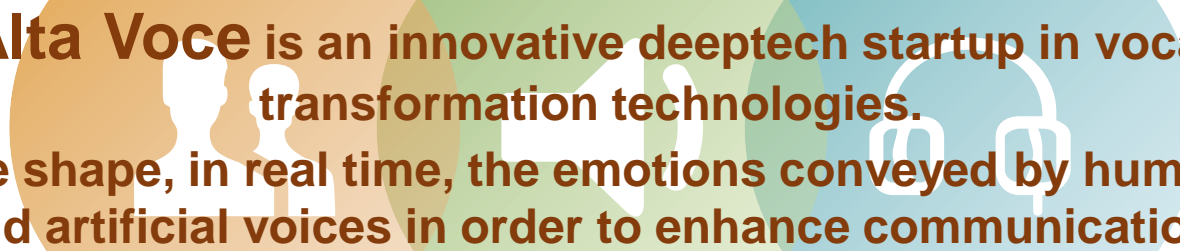
We increase our clients’ revenues made by phone and we reduce several of their HR costs, while enhancing their own clients satisfaction.

Main figures:

In k€	2020	2021	2022	2023	2024
Revenues	97	1 614	8 636	36 173	101 673
Net result	(196)	557	3 983	20 631	62 481
Equity	120	150	180	180	180
Staff (ETP)	6	16	26	32	37

Market:

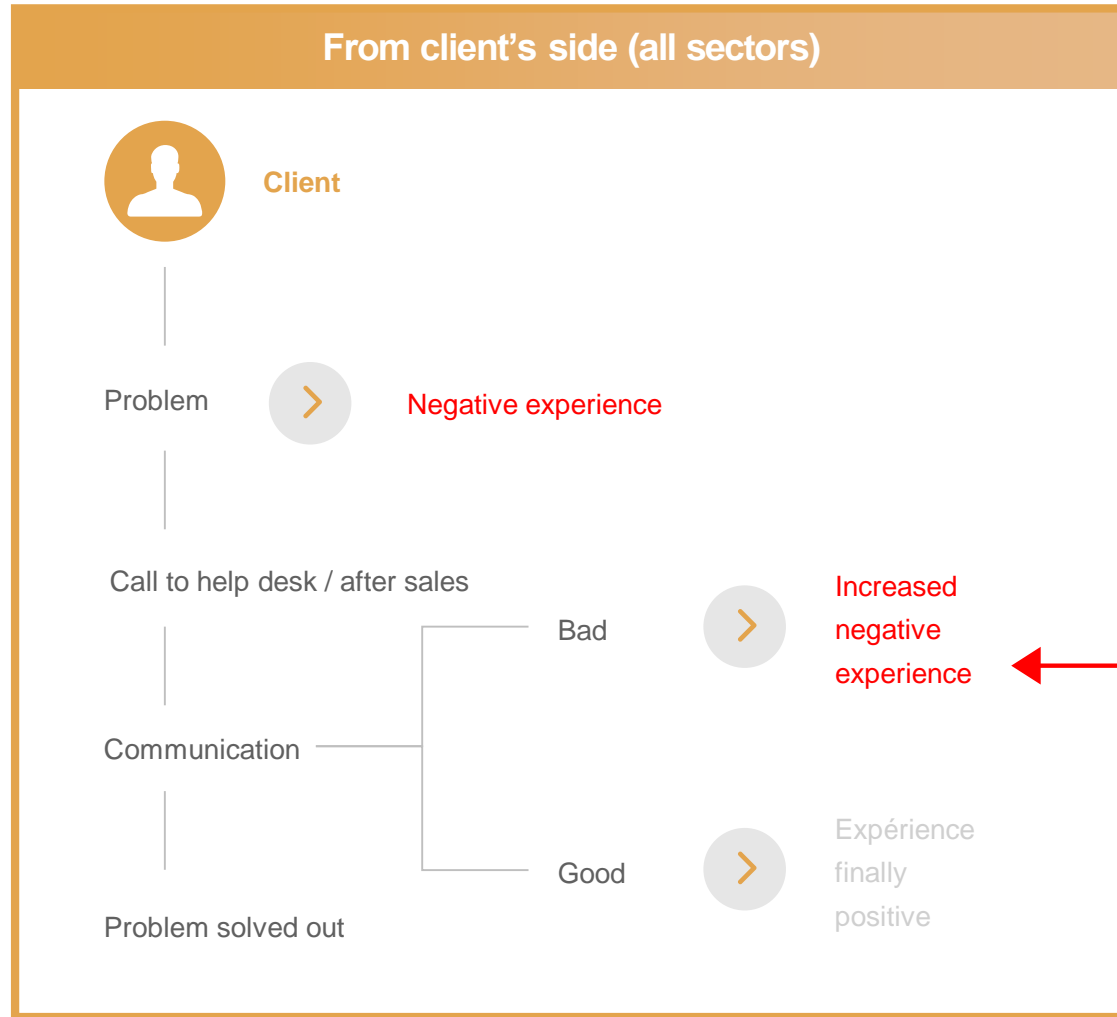
First, we penetrate **French outsourced customer relations centers market**. It weighted €bn 2.46 in 2017, with a **4% growth rate**. The segment we can target is worth **€bn 2 in 2018**. Now, our emerging technology has to find his place on this market.



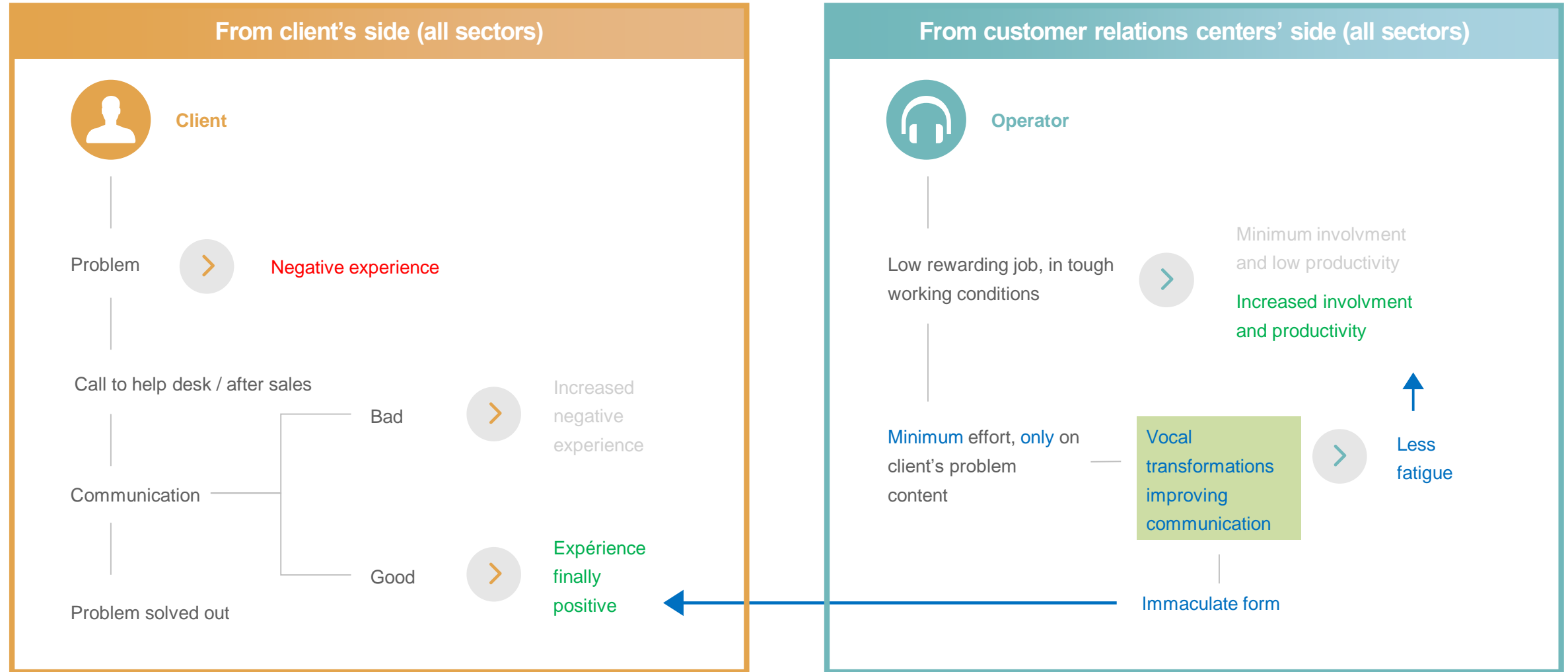
Alta Voce is an innovative deeptech startup in vocal transformation technologies.

We shape, in real time, the emotions conveyed by human and artificial voices in order to enhance communication.

A damaged communication negatively affects customer experience within customer relations centers



Customer experience within customer relations centers' client can be enhanced by diverse vocal transformations enhancing communication with operators



Our team gather every skills required to develop and commercialize those vocal transformation technologies

Necessary skills :

Signal processing

Modelling, voice transformation

Software development and information-technology operations (DevOps)

Algorithmic programming with C++

Minimalistic UX

Entrepreneurship

Corporate management

Business development



5% of equity

JEAN-JULIEN AUCOUTURIER, Chief Scientific Officer

PhD Computer science, Pierre et Marie Curie University
CNRS : 23 years as researcher, mainly in cognitive neurosciences
European ERC grant at Ircam, France (raised an overall €m 3.5 for his lab)
→ Jean-Julien remains head of a research team on voice at CNRS. Within Alta Voce, he oversees technical partnerships, scientific studies and innovation



20% of equity

MARCO LIUNI, Chief Design Officer

PhD Applied mathematics to digital audio signal processing, Pierre et Marie Curie University
Ircam/CNRS : 13 years as researcher in sound processing and computer music design
Fulbright grant at UCLA, USA
→ Within Alta Voce, Marco oversees sound design and voice processing



45% of equity

GILLES DEGOTTEX, Chief Technical Officer

PhD Speech processing, Pierre et Marie Curie University
Ircam/UPMC : 13 years as researcher in vocal technologies, programmer
European Marie-Curie grant at Cambridge, UK
→ Gilles programs Alta Voce's technologies with C/C++

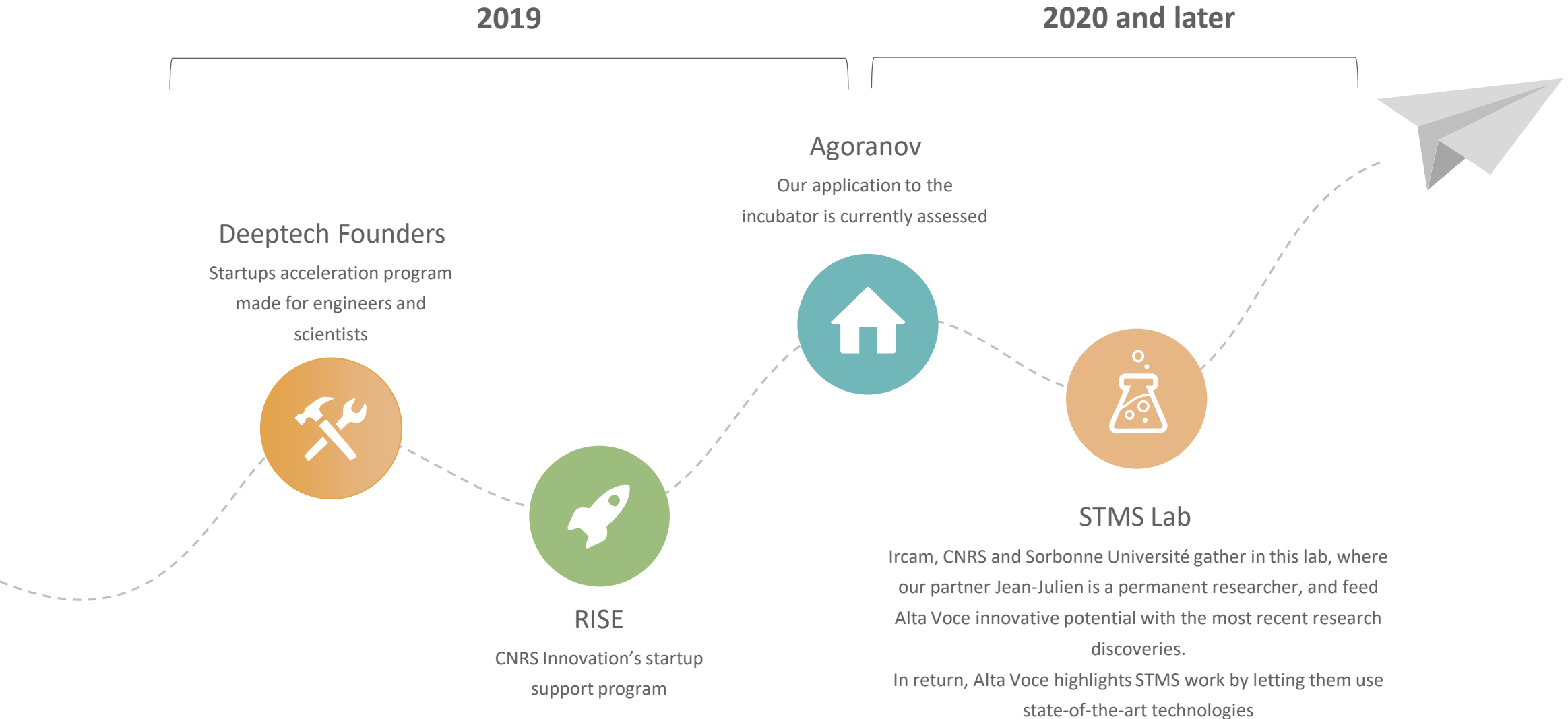


30% of equity

NICOLAS MARTINOIS, Chief Executive Officer

MSc in Management at EM Lyon business school
3 years of experience as corporate strategy consultant with a focus in finance and marketing
Finalist of Campus Création entrepreneurial challenge in Lyon, France
→ Nicolas oversees Alta Voce's entrepreneurial and commercial development

Our team also capitalizes on external expertise to catalyze its development



Thereby Alta Voce developed several technologies enhancing communication within customer relations centers

Which technologies ?

Change in the emotion displayed by voice (Ex. make a voice happier or more smiley)

Work with human or artificial voice

Automatic adaptation to the context (to come soon)

Enhance intelligibility

Scientifically validated

In real time

Independant of the language (tested with French, English, Italian, Japanese)

[Click here to access a demo](#)

For who ?

Customer relations centers (telesales, retention, help desk, after-sales)

Cloud telephony (not possible yet)

Reception (not possible yet)

Vocal assistants (adjustments required)

Text-to-speech tools (adjustments required)

How does the client profit from them ?

Telesales :
Increase in transformation rate and average basket

Customer retention :
Decrease of churn

Help desk, after-sales :
Better customer loyalty
Push clients towards a better stage of their life cycle (ex. ambassador)

Better brand image

Reduction of HR costs :
Increase in productivity (less absentéism, sick leaves) and decrease in turnover, burnouts and training costs

webhelp™

After succesful technical tests, we initiated a PoC with Webhelp, the French leader in customer relations centers

- Provided our technologies for free
- Tests restricted to 3 clients
- Can last up to 2 years

- Setting up of an AB Testing, scientifically thought
- Data collection and analysis by Alta Voce

- Drafting of our commercial pitch based on AB Testing results
- Continuous enchancement of our products thanks to feedbacks

Our technology is in the process of being protected by various patents, in addition to the entry barriers

The multidisciplinary **skills** and the necessary experience for developing and mastering our technology are **rare and hardly replaceable**. They are a first natural **entry barrier**.

The **patent on the right** (WO2018146305) **protects a method in France**, that allows to transform a voice recording to make it sound more smiley. It is one of our key technology.

The **owner** is **CNRS**. Jean-Julien Aucouturier is one of the co-inventor.

The patent protection is being extended in most European countries, in North America, in China and Japan.

Alta Voce already started an exclusive **negociation** with CNRS Innovation for an **exclusive exploitation license** on the perimeter of the patent protection

Alta Voce has been identified by CNRS Innovation **as being the only current organisation being able to valorise this patent**. The common interest of the two parties is for the negotiation to finish as soon as possible on a satisfactory agreement for all. Following the second negotiation meeting we already had, we will receive a first draft from CNRS Innovation by January 15th.

We are also studying two patent applications:

- 1) On a widely used voice transformation method, which usually creates a known artefact. Our method solves this issue, without cost, nor extra computational power.
- 2) On a method that leaves the choice to our clients to control the transformation effect by a textual manner, thus without the need of expert knowledge of sound engineer.

19	RÉPUBLIQUE FRANÇAISE	11	N° de publication :	3 062 945
	INSTITUT NATIONAL DE LA PROPRIÉTÉ INDUSTRIELLE		(à n'utiliser que pour les commandes de reproduction)	
	COURBEVOIE	21	N° d'enregistrement national :	17 51163
		51	Int Cl ⁸ : G 10 L 21/007 (2017.01), G 10 L 21/013, G 10 L 25/93	
12	BREVET D'INVENTION			B1
54	METHODE ET APPAREIL DE MODIFICATION DYNAMIQUE DU TIMBRE DE LA VOIX PAR DECALAGE EN FREQUENCE DES FORMANTS D'UNE ENVELOPPE SPECTRALE.			
22	Date de dépôt : 13.02.17.			
30	Priorité :			
60	Références à d'autres documents nationaux apparentés :			
	Demande(s) d'extension :			
71	Demandeur(s) : CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE — FR, UNIVERSITE PIERRE ET MARIE CURIE (PARIS 6) Etablissement public — FR.			
43	Date de mise à la disposition du public de la demande : 17.08.18 Bulletin 18/33.			
45	Date de la mise à disposition du public du brevet d'invention : 05.04.19 Bulletin 19/14.			
56	Liste des documents cités dans le rapport de recherche :			
	Se reporter à la fin du présent fascicule			
72	Inventeur(s) : AUCOUTURIER JEAN-JULIEN, ARIAS PABLO et ROEBEL AXEL.			
73	Titulaire(s) : CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE, INSTITUT DE RECHERCHE ET DE COORDINATION ACOUSTIQUE/MUSIQUE, UNIVERSITE PIERRE ET MARIE CURIE (PARIS 6) Etablissement public.			
74	Mandataire(s) : CABINET LAVOIX Société par actions simplifiée.			

The French market of outsourced client relation is attractive: The share we target is 2 B€ in 2018

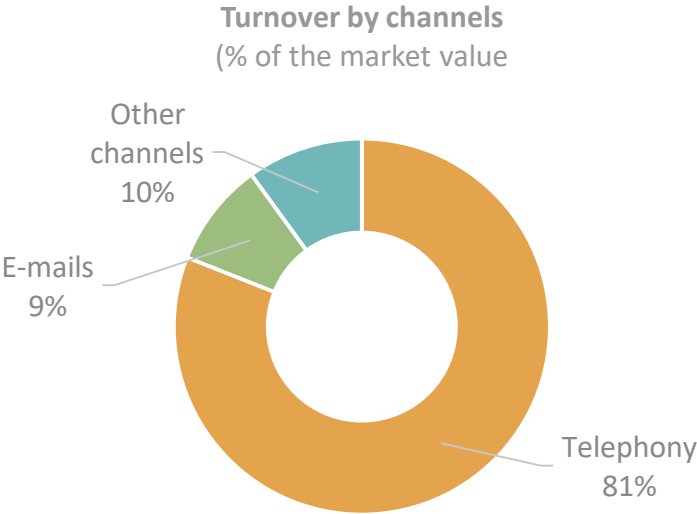
Market of outsourced client relation in France



On the French market, the sector of call centers employs close to

±100 000 FTE*

*Estimations EY for the French market in 2017



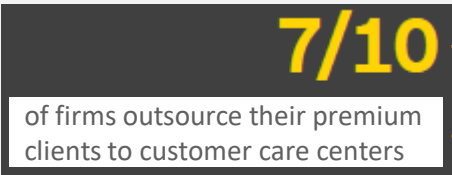
Our software interfaces with telephony solutions of the actors of the outsourced client relation.

The market we can target goes beyond 2B€ in value in 2018*.

There are currently no regulatory constraints that concern us in this market. Alta Voce is not, indeed, concerns by GDPR (no storage nor data transfers).

*2,46 Md€ x 104 % x 81 %

Market of non-outsourced client relation in France



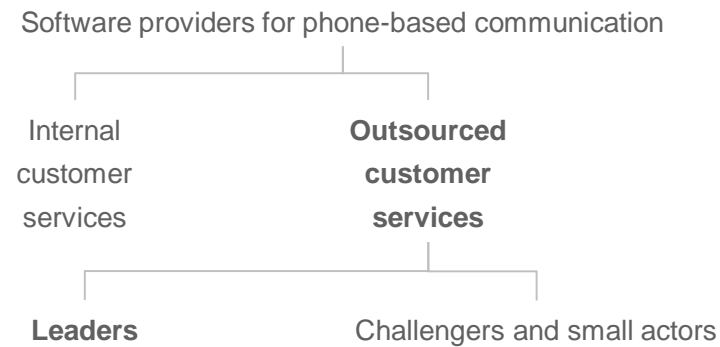
Non-premium clients of the brands outsource

Clients of the brands that does not outsource

Additional potential estimated to +50% of outsourced client relation market.

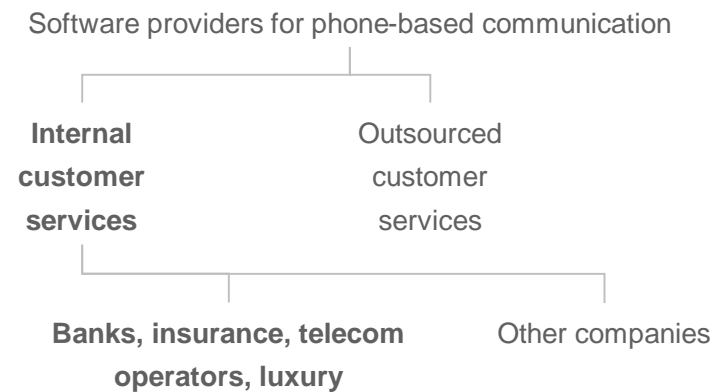
Our first target are leader third-party customer relation services, then internal customer services of selected brands

01



23% of actors gather 72% of the market shares in value

02



These companies have high stakes concerning customer relation, retention, acquisition, or brand

Ranking of the main outsourcers of the French market

Rank 2018	Rank 2017	Company	Creation date	Turnover on French market 2017 (k€)	Growth 2017 vs. 2016	Average positions in France in 2017	Average positions offshore in 2017
1	1	WEBHELP	2000	332 983	+9,92%	2 406	9 436
2	2	ARVATO	1996	307 593	+3,35%	4 124	4 522
3	3	SITEL GROUP	1998	268 533	+3,85%	4 356	4 323
4	4	ARMATIS LC	1989	193 233	+1,22%	5 280	1 290
5	6	COMDATA GROUP*	1987	182 230	+10,10%	2 753	3 043
6	5	TELEPERFORMANCE	1978	161 368	-11,53%	2 654	5 069
7	8	INTELCIA GROUP	2000	150 447	+37,96%	1 700	9 300
8	7	CCA INTERNATIONAL	1994	123 407	+4,16%	2 146	2 557
9	9	CORIOLIS	1999	61 196	+8,60%	1 300	250
10	10	BLUELINKSERVICES	1992	57 000	+13,07%	500	400
11	11	OUTSOURCIA	2003	18 100	+15,29%	250	1 440
12	-	TELETECH INTERNATIONAL	2016	13 800	+23,21%	1 000	250
13	-	EODOM	2007	9 500	+1,06%	750	0
14	13	SERENIS	1997	8 832	+25,87%	300	0
15	14	CONVERS	1998	6 850	+29,25%	150	0

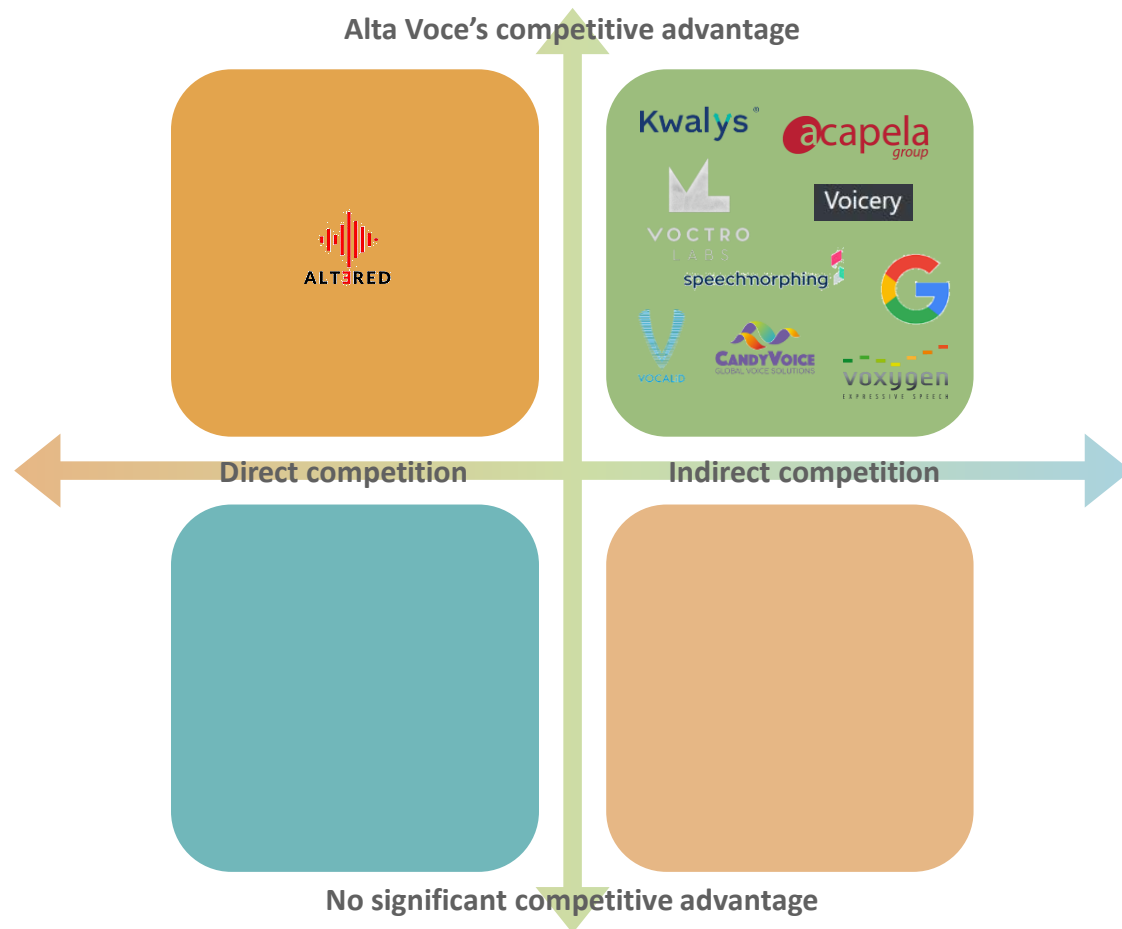
* Following acquisition of B25
Source : declarative data certified by the outsourcers, total answering = 15, Analyses EY



We have ongoing sales discussion with Gucci. After a joint workshop at Gucci 9 in Florence, their feedback about our proposal is scheduled for early January.

We are more in competition with our technology alternatives than with other firms transforming voice

Competition with other firms transforming voice



Alta Voce possess sustainable competitive advantages:

- Real time is compulsory in the context of any phone talk. Today, only Alta Voce can perform those transformation in real time
- Our technologies come from cognitive neurosciences experimental studies about emotions. No competitor of us have access to relevant researcher, able to demonstrate the accuracy of vocal transformation related to emotions.

Our competition is mainly indirect:

Those firms develop vocal products, but no one can shape emotions conveyed by voice yet.

« Failure story » :

- CandyVoice hasn't passed the technical tests stage with Webhelp

Altered is a very new startup which synthetizes and transforms voice:

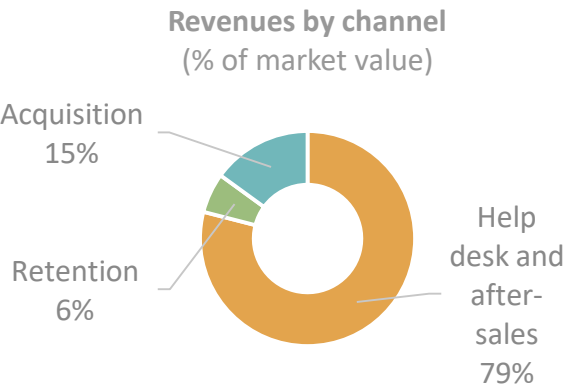
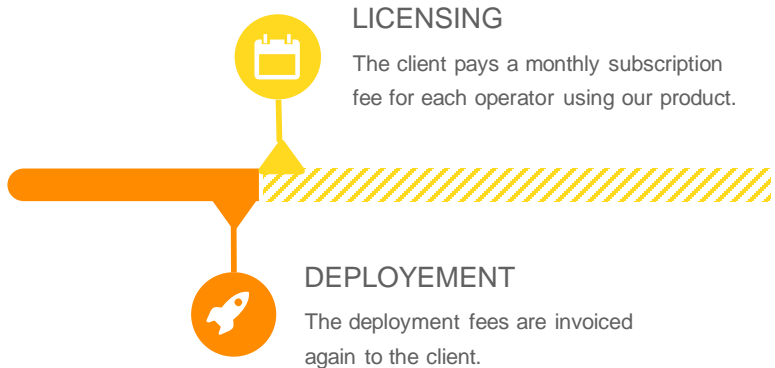
- Their approach is mainly based on machine learning
- They could be a potential direct competitor in 2-3 years
- The technological entry barrier in order to perform transformations in real time is still high

For now, our competition is embodied by alternatives available for our prospects to solve out their problem:

- Training of customer relations centers' operators (similar results, but the cost is high because of the turnover).

Our technologies are billed depending on their volume of use and on the related use case

The product price depends on its use: flexible for our client and valuable to Alta Voce cash flow management



We sell our technologies in 3 different offers, related to each use case

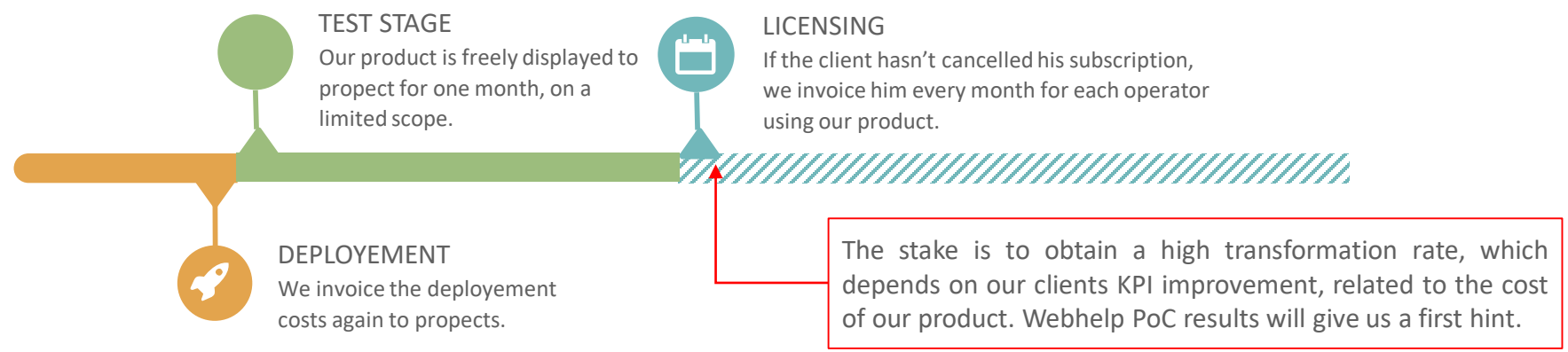
Offers	Basic	Customer service premium	Telesales premium
Intelligibility	Yes	Yes	Yes
Smile effect and happy intonation	-	Yes	Yes
Agressivity neutralisation for incoming call (not yet available)	-	Yes	Yes
Service Level Agreement	90%	95%	99%

Offers	Use case	Market size	Profit generated for our client (for each operator)	Product price (for each operator)
Basic	Help desk, after-sales	m€ 1.6	Difficult to quantify	€ 29.99 / month
Customer service premium				€ 79.99 / month
Telesales premium	Customer acquisition and retention	m€ 0.4	> € 800 / month	€ 99.99 / month

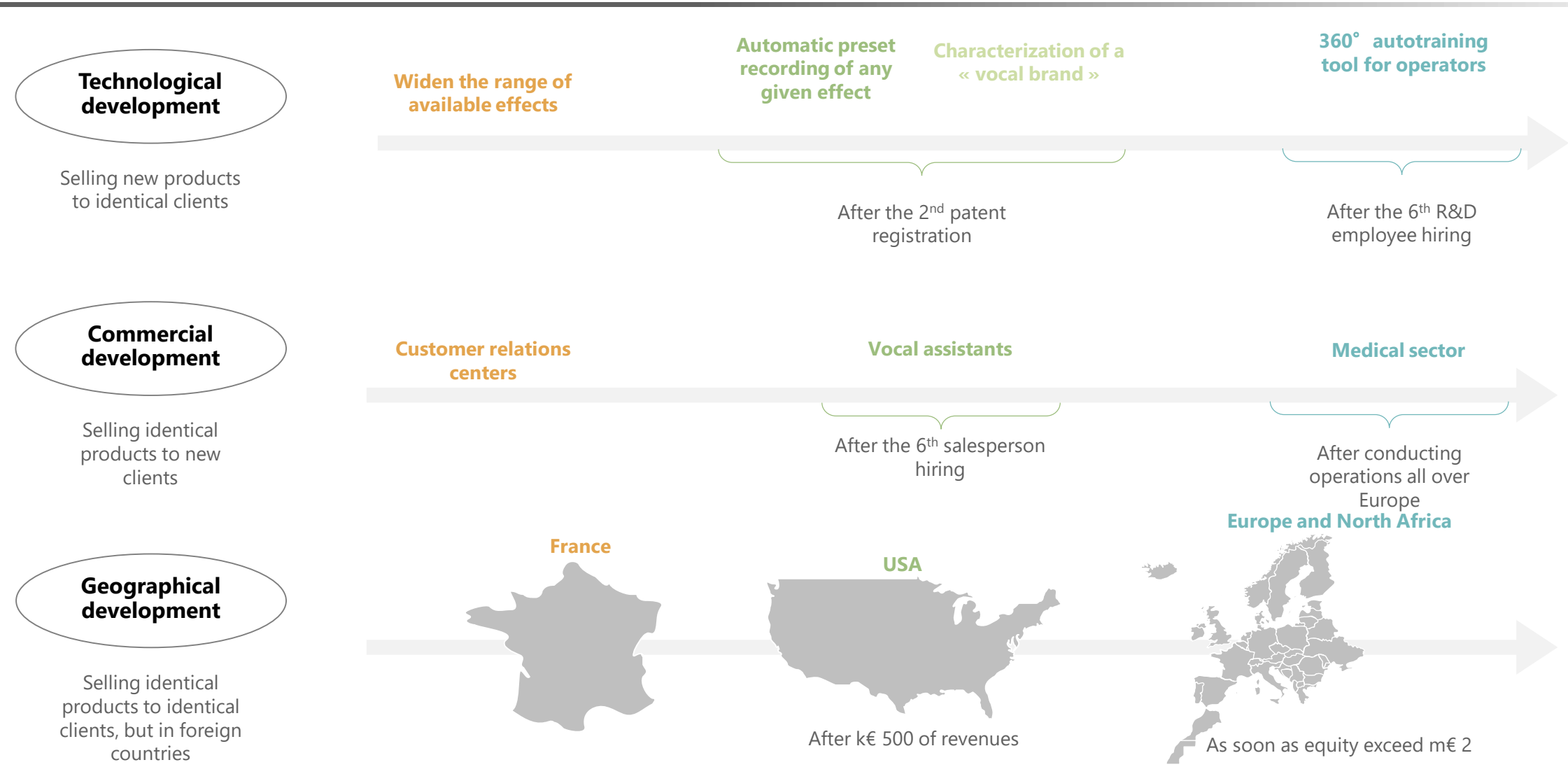
To gain new clients, we encourage them to try our product for free



Our commercial strategy aims to reduce client acquisition cost



An ambitious development strategy, but rational...



... which will enable Alta Voce to make profit starting from year 2...

FORECASTS (2020-2024)

In k€	2020	2021	2022	2023	2024
Volume of orders:					
Basic offer	497	1 393	3 291	7 682	15 130
Customer service premium offer	497	1 393	3 291	7 682	15 130
Telesales premium offer	264	740	1 750	4 084	8 044
Total turnover	97 182	1 613 831	8 636 268	36 173 231	101 673 438
Net result	(196 003)	556 738	3 983 311	20 630 950	62 481 228
	(202%)	35%	46%	57%	62%
Staff (ETP, excluding founders)	3	13	23	29	34
Technical employees (R&D)	1	4,33	7,5	8,5	10,5
Sales and marketing employees	1,33	4,33	7,5	9,5	11,5
Others (including help desk)	0,67	4,33	8	11	12

... but requires regular financing

