



Skejul™

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Simplify The Future

Artificial Intelligence

Guesswork

Fascinating

Simple

Natural

Invest



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!

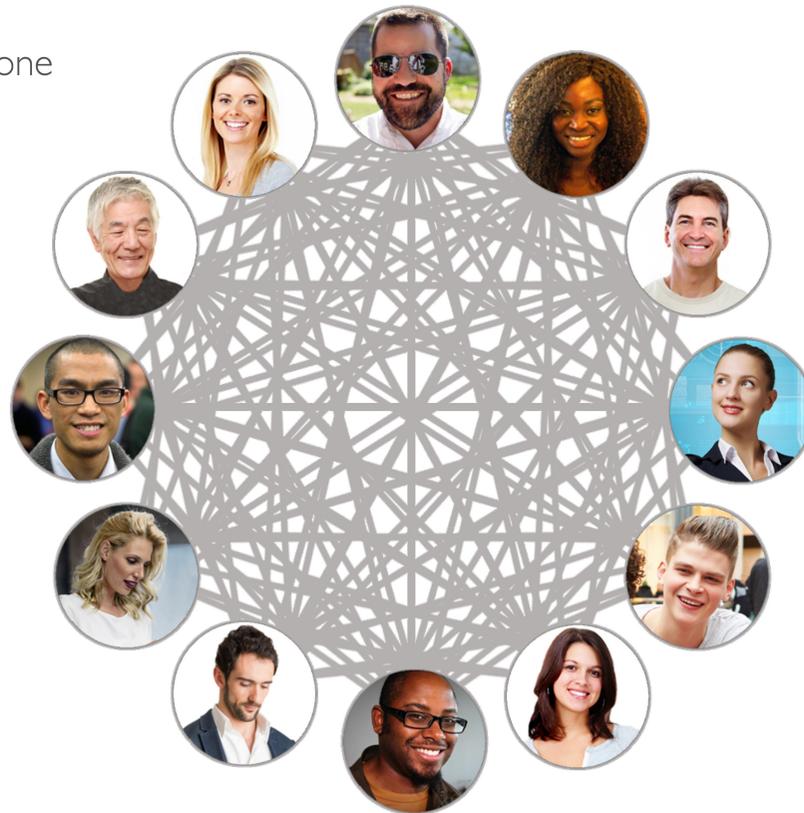
Frustrating - Painful process for everyone

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

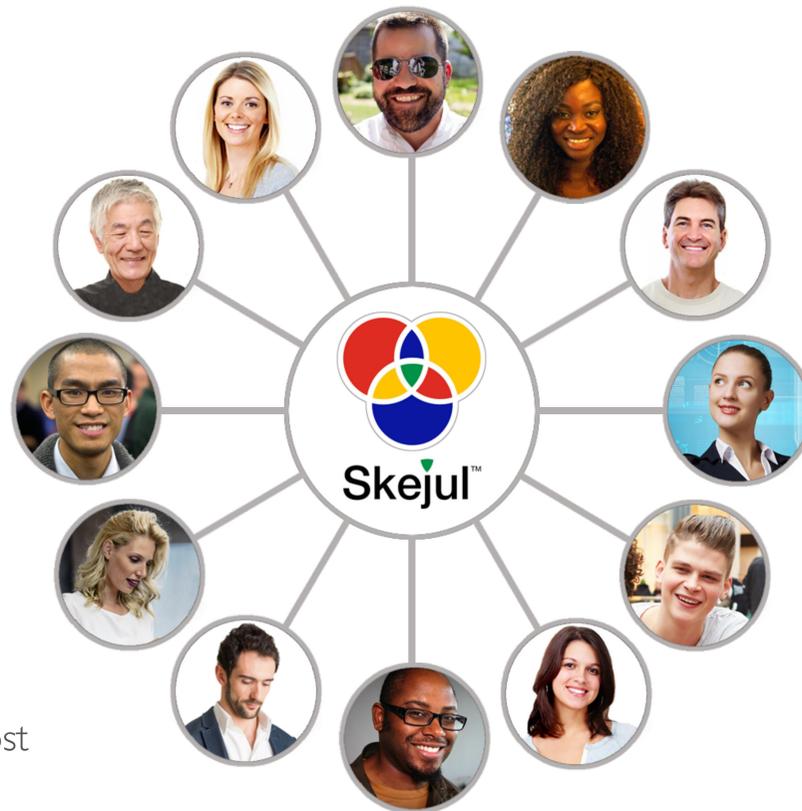
Busy is Good - Data —> AI

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

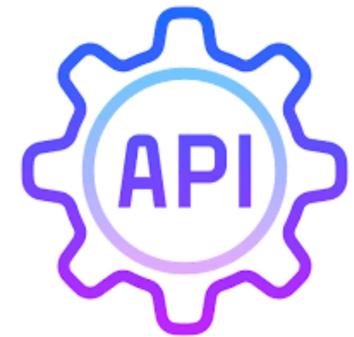
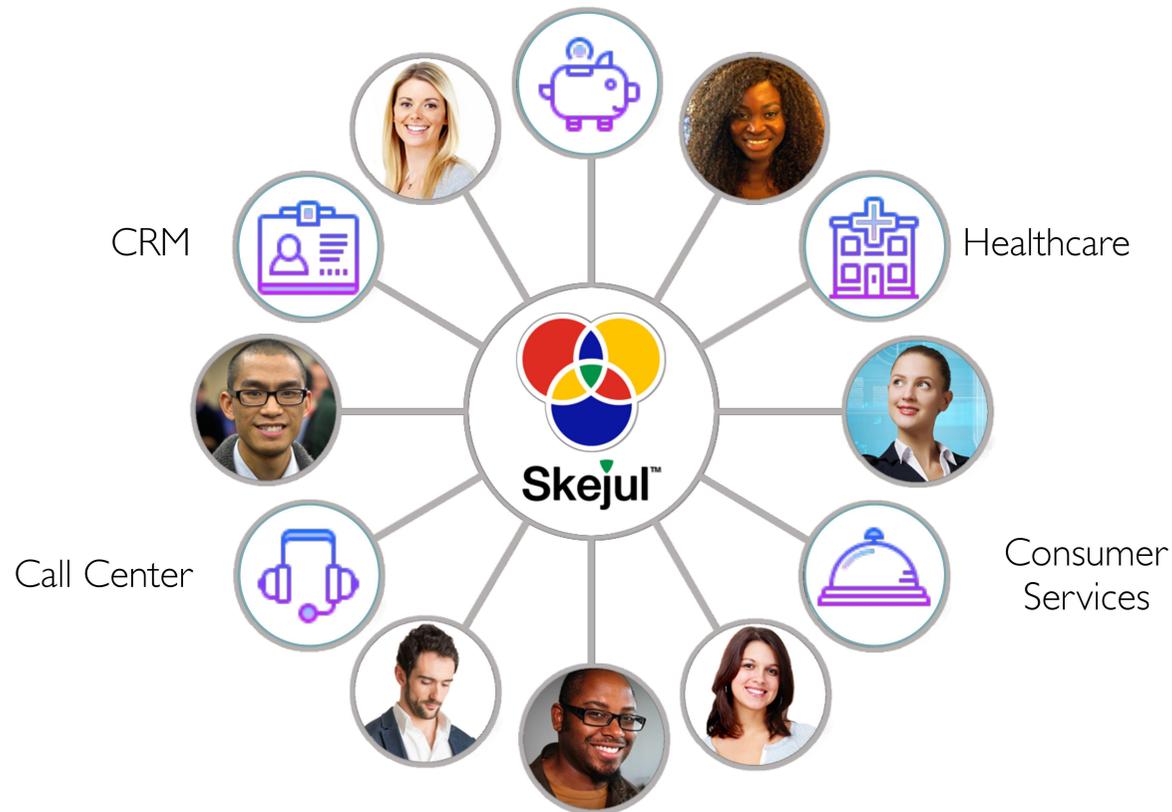
Skejul™ Web App & API Unify Skejul Solution Ecosystem

Consumer Web APP



Financial Services

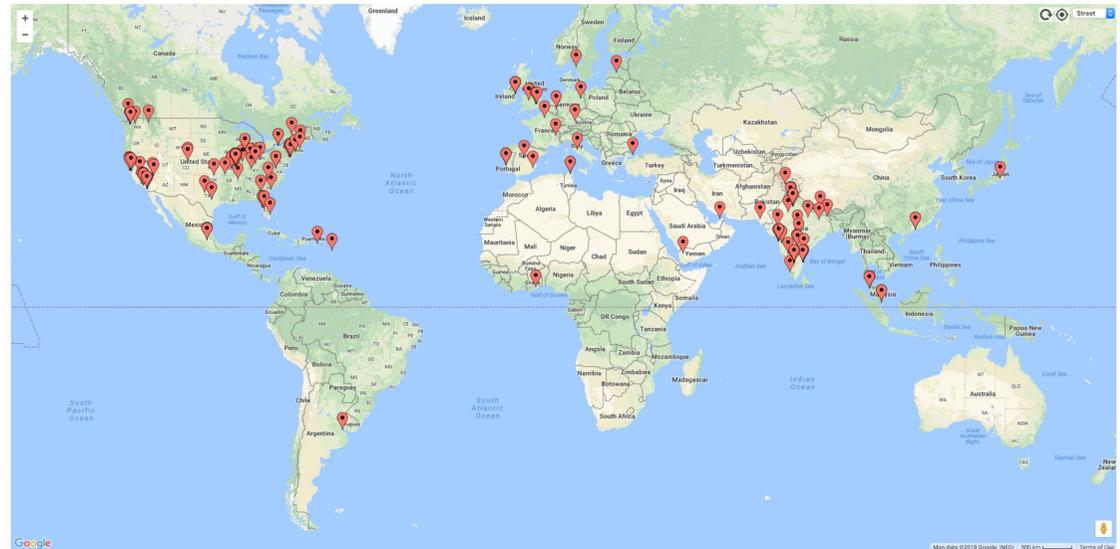
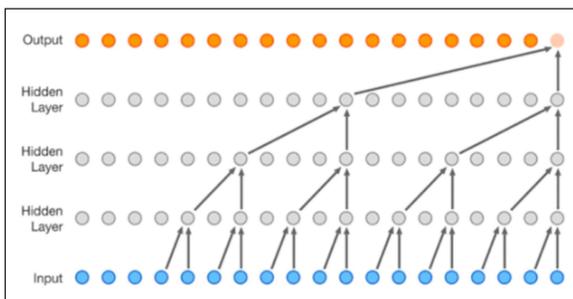
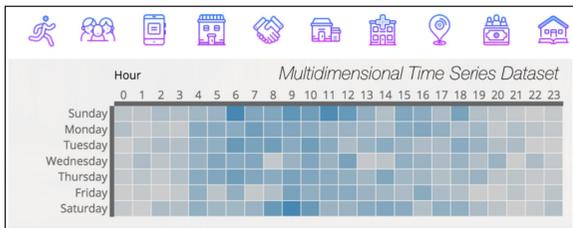
Skejul AI API





Traction - Skejul MVP Proof Points

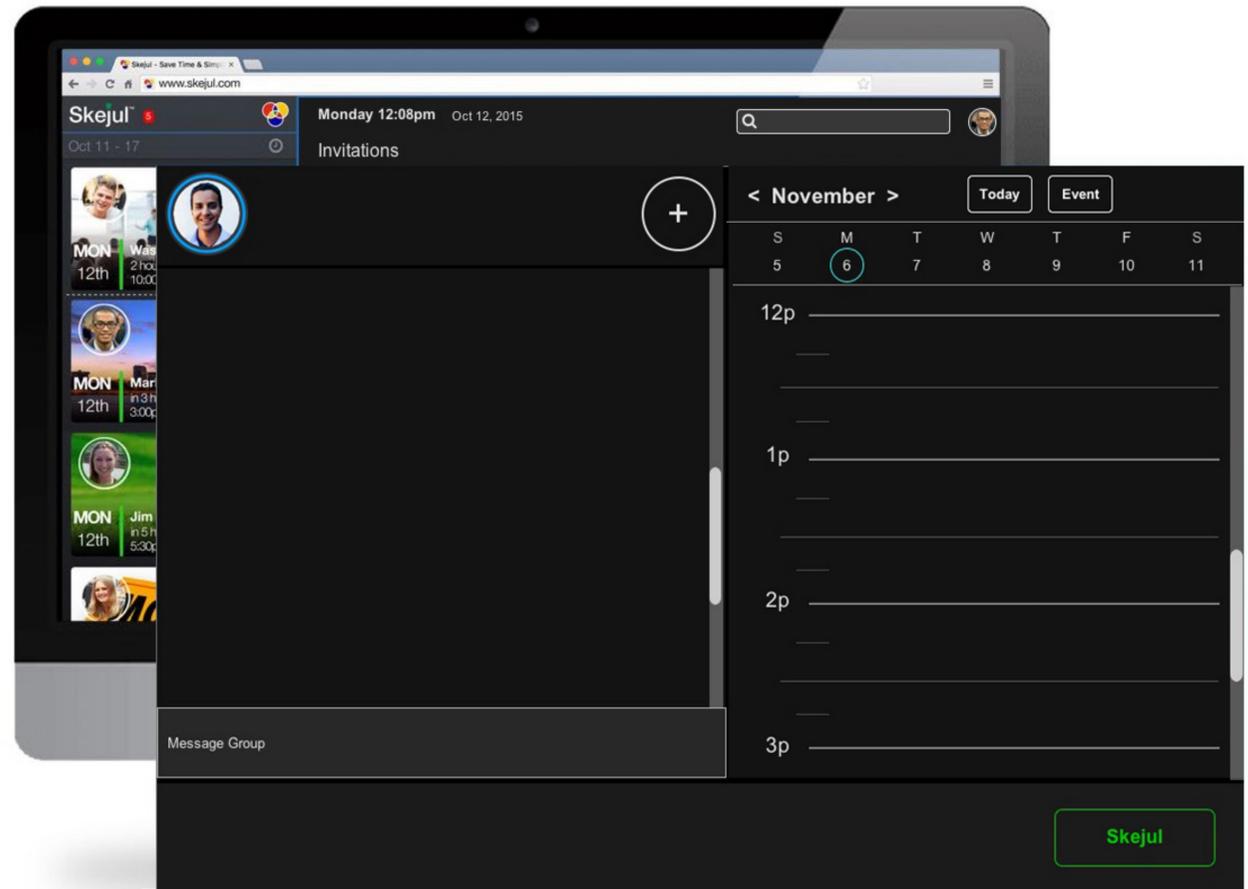
1. People have large and accessible activity database(s)
2. Deep Learning models can be applied to activity data
3. Skejul is **150x** better than un-informed guessing the hour and day to meet!
4. We can build a community of fans that NEED & TRUST Skejul





Skejul Faster - Skejul Better

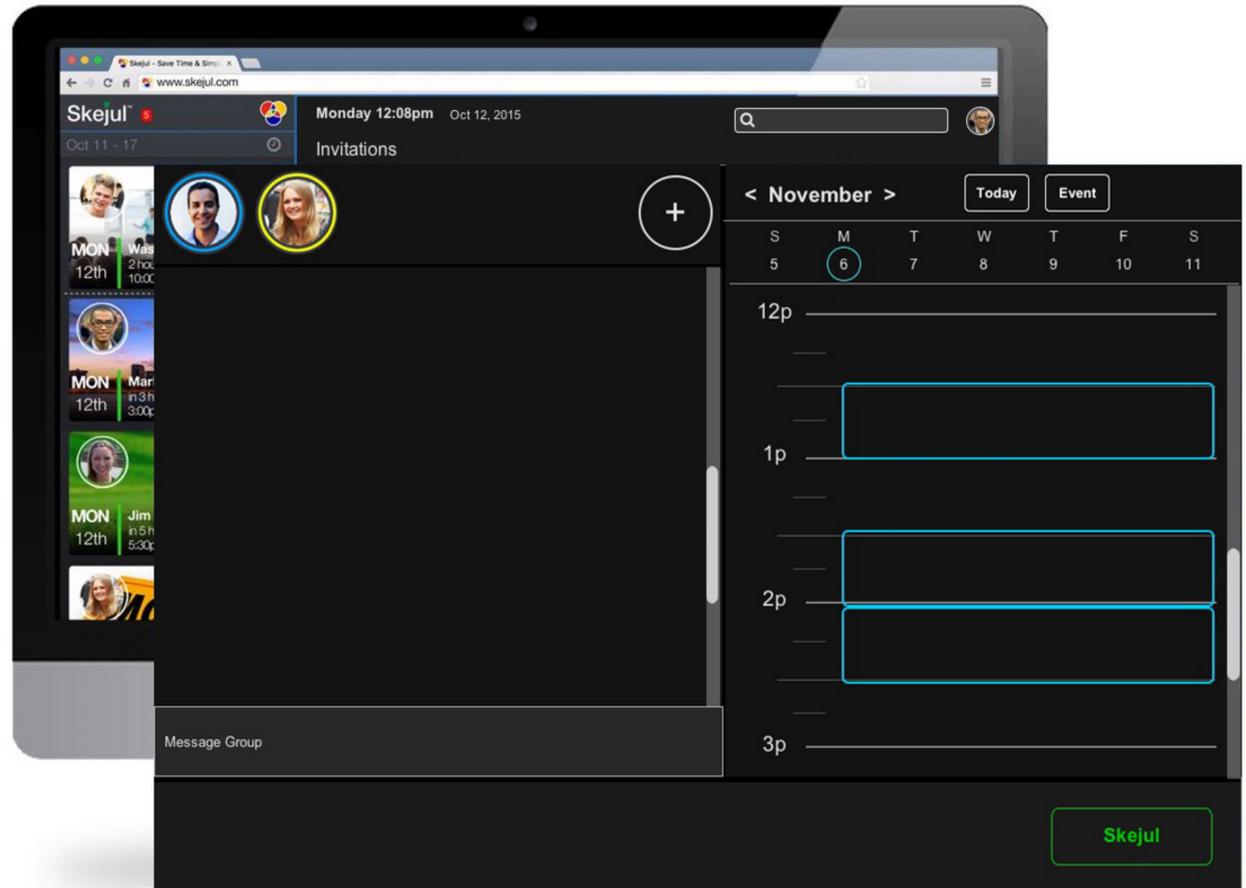
As You Pick The People
Skejul AI Finds The Best
Date, Time & Place





Skejul Faster - Skejul Better

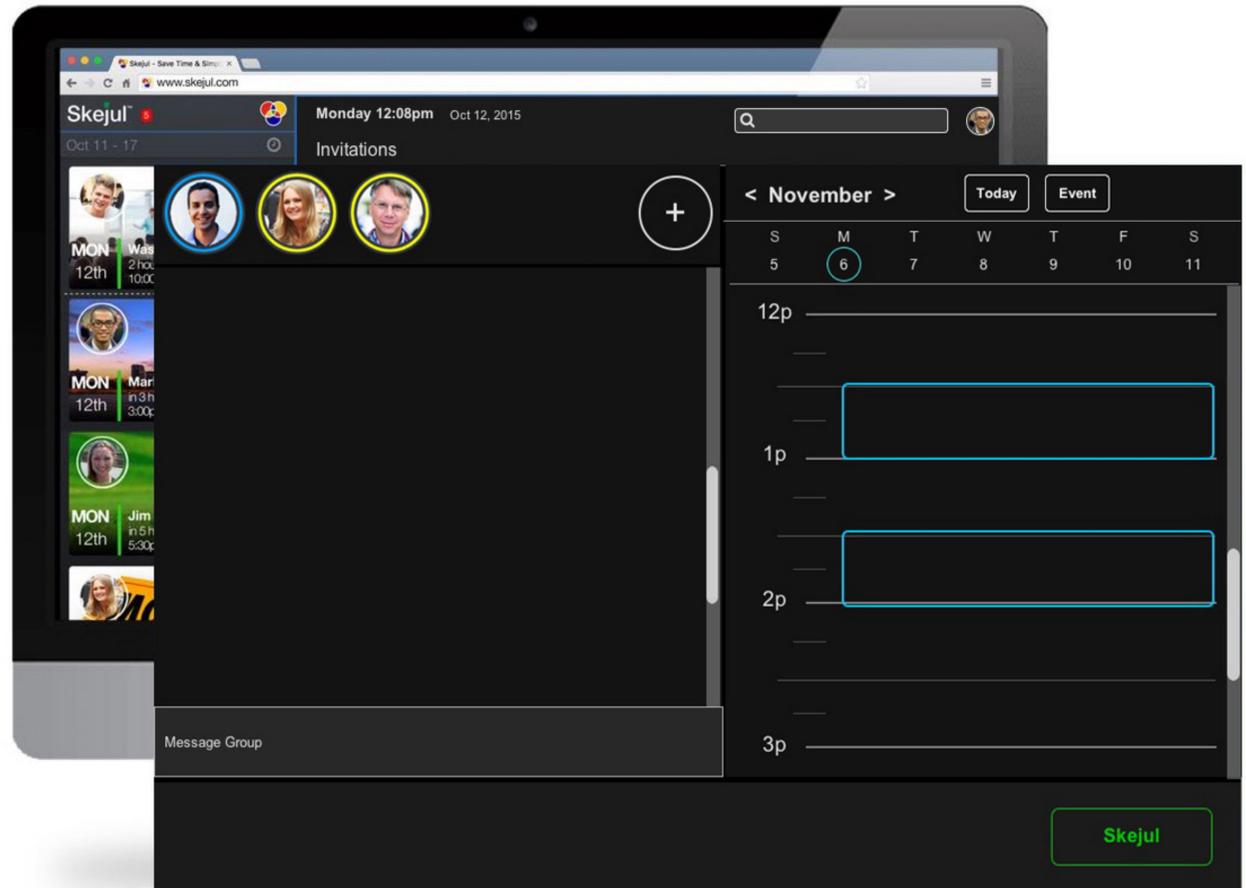
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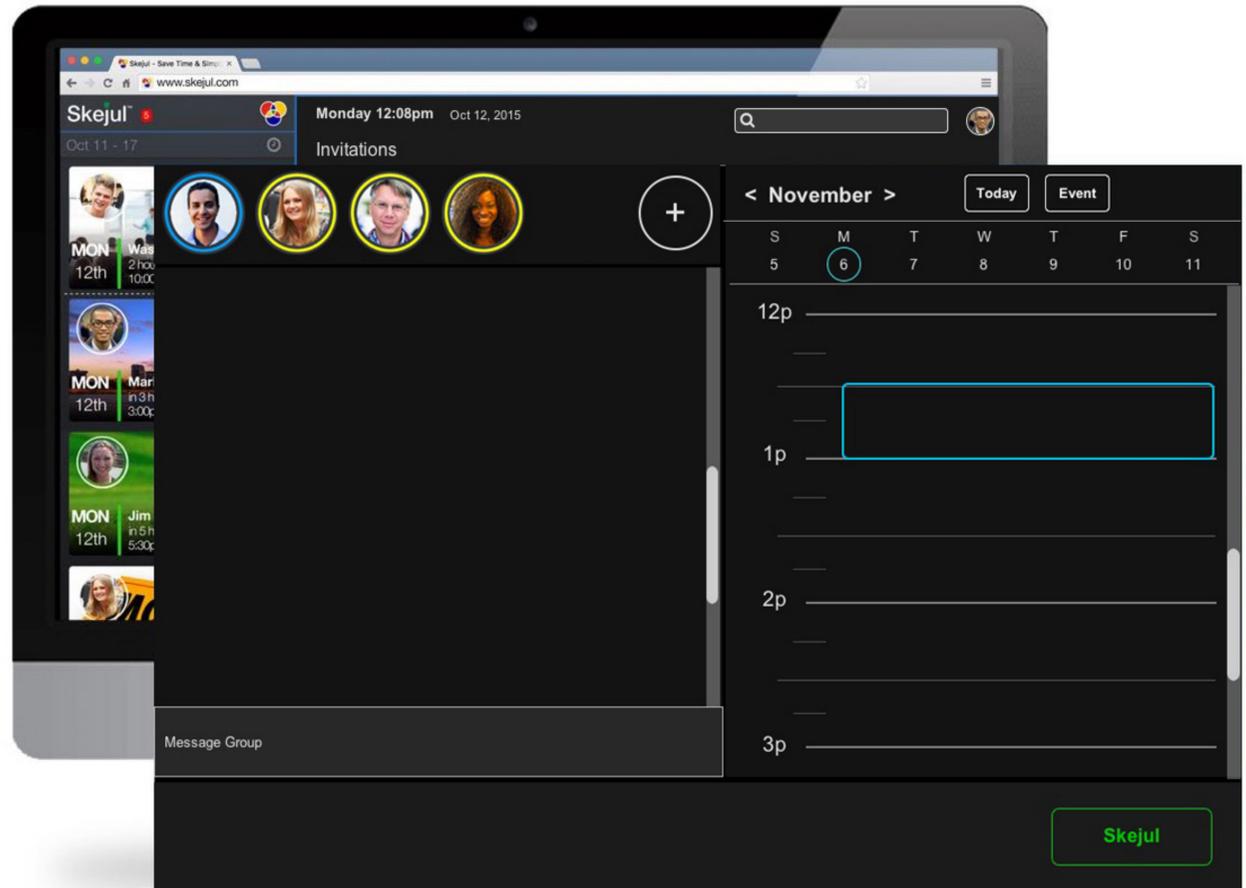
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Skejul Member Experience Powered by AI

The screenshot displays the Skejul mobile application interface, which is divided into several functional areas:

- Event Card (Top Left):** A card for a "Marketing Plan Update" event. It features a profile picture of a man, the event title, and the date and time: "FRI | in 2 days | 9th | 12:00pm - 2:00pm".
- Event Details (Middle Left):** A larger view of the event card, including the address "908 Lafayette Ave, St. Louis, MO 63104" with a location pin icon, and a paragraph of placeholder text: "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."
- Chat Group (Center):** A group chat interface with four participants. The messages are:
 - Participant 1: "Thanks for the invite. I'll see you soon :)"
 - Participant 2: "No problem, please bring the Ad list for next year."
 - Participant 3: "I will bring the update 2016 campaign budget"The chat is labeled "Message Group" at the bottom.
- Calendar (Right):** A monthly calendar view for November. The date "6" is circled in red, indicating the current event date. Other dates are highlighted with blue boxes, suggesting a calendar view that can be filtered or navigated.
- Bottom Navigation Bar:** A dark bar with icons for "Settings" (gear), "Chat" (speech bubble with a red notification dot), "Calendar" (calendar icon), "Map" (location pin), and "Media" (camera icon). A "Skejul" logo is positioned on the right side of the bar.



Competitive Analysis

x.ai



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

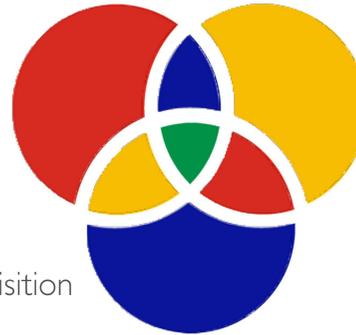
Skejul Pre-Seed Business Learning Objectives

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™



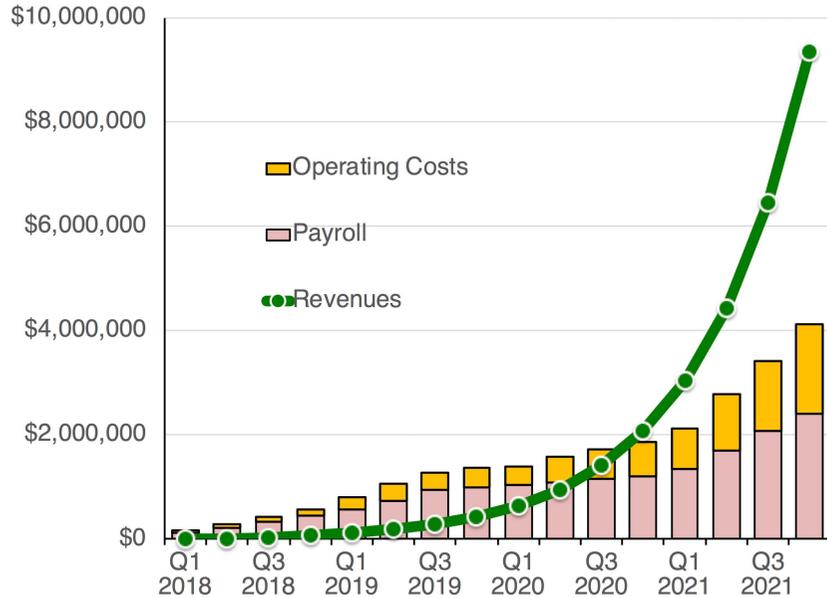
- Delivers Skejul AI value via partner apps
- Cost / activity negotiated by market
- Healthcare, Real Estate, Fin. Serv., Services, Call Centers
- User acquisition path for Consumer app

- 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.

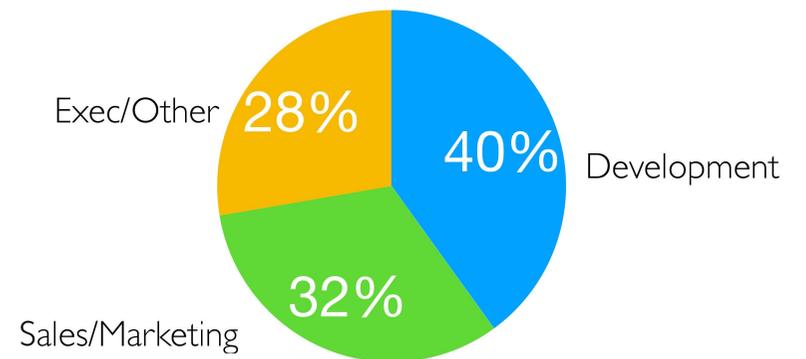
Forecast

- \$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

Use of Funds





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

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