

## Instant transactions using highly accurate voice identification & verification



turant.ai Saratoga, CA

Technology

Fintech & Finance

B2B

AI

### Highlights

- 1 Targeting Voice Id Access Management solutions with password less login, 2FA and other application
- 2 Multiple revenue accounts in Asia now and successful trials being completed in South America and US
- 3 Agnostic to any spoken language and dialect, with 10X price advantage
- 4 Strong social impact aspect - helping improve quality of life & finances of common people worldwide

### Featured Investor



**Malay Jindal**  
Syndicate Lead

Follow

Invested \$5,000 ⓘ

"I have known the founder, Anurag Goel, for more than 40 years and have utmost faith in his integrity, work ethic and desire to make the business a success.

The team has a very large vision to change the world and wherewithal to make it happen. The project they are undertaking is on a trajectory to make a difference in 75% of the world once it starts scaling. In addition, the social impact aspects of their solution is highly commendable. The following synopsis highlights where the solution and the team can make a difference going forward.

Business traction and focus

Enterprise B2B business

A significant price reduction - compared to the typical industry pricing there is almost an order of magnitude reduction in pricing by utilizing the latest research available and the Large Language models they are able to surpass the

achievements of the established players at a fraction of the price and that opens up a huge market unattainable up to now

Superior and enhanced accuracy - their patent filed solution differentiates them from the competition and has levels of accuracy that has got potential customers interested in the implementation of the solution

ROI reached rapidly for the customers within a short time of implementation - the businesses have seen their returns quickly and are able to capture revenues through the efficiencies offered

Immediate implementation - the solution developed can be deployed fairly quickly by a competent team and typically within days to weeks rather than months.

#### Social Impact

Partnership with major philanthropic organizations - their partnership with the world's leading philanthropic organizations to support their endeavors with an affordable price point

Their partnership with a leading financial payment provider in India is targeting bill payments for over 60M subscribers with full incorporation

#### National Defense and Security

Their leadership in the solutions they have working with border security and first responders are truly remarkable and one of a kind in the world

#### Strong Management team

Strong educational credentials - the team's education pedigree is from top tier universities in the world where admissions are supremely competitive and exiting with the degree is a stamp of credibility.

Prior experience in successful start-ups and in Large companies - the team has worked in large companies which are now the target customer base and also have raised money for start-ups and exited them successfully

Proven success in scaling products to 100s of Millions of subscribers

Senior sales person with multiple large and start-up company sales leadership experience

#### Strong burn management

The team has managed to achieve a significant amount of progress on a shoestring budget, including the product-market POC. The team has the desire to make it happen in today's challenging environment.

#### Great go to market plan

The team has established partnerships with senior people in partner companies to be able to use their feet to find sales. The current deep sales pipeline is demonstrating that

Careful marketing expense to obtain a demand in the market with very focused and specific exercises

#### Scalable deployment solution

I personally observed the design of the solution coupled with the latest technology solutions available which will allow the team to comfortably scale to over 100 Million transactions as needed

The available flexible cloud solutions allow rapid horizontal and vertical scaling

#### Earn as you go scaling of burn

The team's target of scaling the burn as they earn more business is very commendable and ensures that my investment will be safe and potentially bring outsize returns

We understand the team needs some money initially to jump start

The founders also have invested quite a large amount of their personal money which shows commitment and tenacity to make it

NOTE: My observations are presented to the best of my knowledge and based on reasonable information about current solutions. Please validate your personal doubts and questions."

## Our Team



**Anurag Goel** CEO and Founder

Developed end to end solutions in the past which created billions in revenue. Raised \$65M for past start-up and exited it successfully.

Due to my middle class family background, I am aware of the limitations in adopting the latest products due to low familiarity with smartphones, computer and limited comfort with English language. Turant Voice biometric solutions hold the promise to bring benefits of digital economy to the unserved masses.



**Manjit Singh** Chief Business Officer

Taken a start-up to IPO on NASDAQ. Scaled revenues 4x for multiple Fortune 100 companies.



**Sairam S.** Chief Scientist

Seasoned technology executive and IIT alumni with PhD from Idaho. Developed disruptive technologies including AI solutions for multiple industries.



**Awaneesh Mishra** Chief Products Officer

Scaled solutions to support over 100M+ subscribers in less than 18 months. Strong experience in building solutions based on dynamic market requirements.

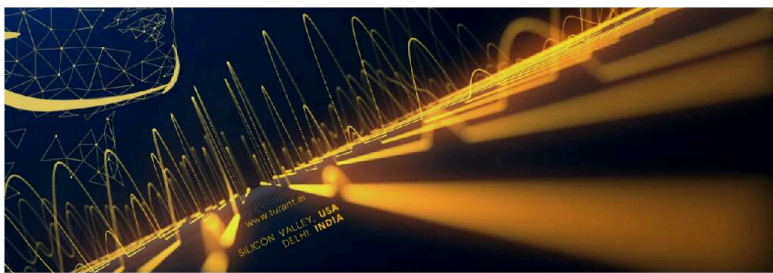
## Empowering everyone with digital identification!

Introducing Turant and the amazing potential to change the world



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Turant means quick and we intend to be the verb for quick transactions with your voice

Our charter

Provide empowerment to people using Voice IdAM

SMS 2-FA is Fraud-prone

- Strong demand to use alternate, more secure 2-factor authentication methods

Secure access additional auth.

- Field attendance
- Payments
- Voice BOT authentications.

Turant uses Voice to identify and has made the process so accurate that it is being used for Password-less login, myriad other solutions.

Pain point we are solving

**Problem Statement:**

Authentication usage limited due to device requirements limiting general purpose deployment

**Our solution:**

Turant makes a patent filed, accurate and cost-efficient solution available to anyone in any language and in the absence of internet

The problem we are solving

OUR SOLUTION

**SOLUTION**

Turant (patent in-process), makes an Accurate Cost-Efficient Solution accessible to masses in any language without the need for internet.

**Market:** Multiple green-field segments without competition, each with >\$5 Bn TAM / year



# On path to success, achievements

turant

## Achievements since last fund close from Feb 2023



1. Multiple revenue POs/deployments with opportunity to scale massively
2. New business in Latin America and USA
3. Product GA'ed for deployment
4. Customer influenced roadmap

Turant Inc. and Turant Technologies Private Ltd. Confidential

## Our differentiators

### OUR DIFFERENTIATIONS

Our product is the culmination of customized algorithms, that have been iterated on for years to create an industry-leading accuracy; we are currently in the process of filing a patent to protect it.

#### OUR DIFFERENTIATIONS

**PATENT FILED HIGHEST ACCURACY**

- Very high accuracy with a touchless solution

**+10X PRICE DISRUPTION**

- Opens significant scaling opportunities in new markets

**VERSATILE**

- No language or literacy dependence
- Supports any voice device

**END TO END SOLUTIONS**

- Quickly and easily integrate into customer's systems

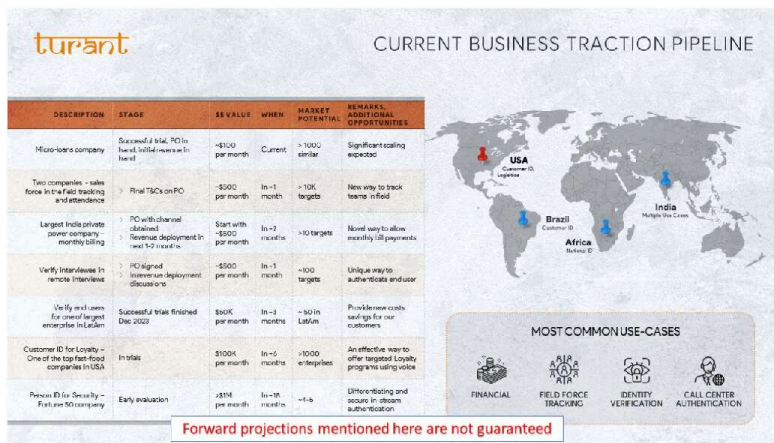
## Turant traction segments

### TURANT TRACTION

We have attained significant traction with ~30 opportunities in the pipeline at various stages of sales cycle

	 Password less login	 AUTHENTICATION FOR DIGITAL PAYMENTS	 In stream ID
DESCRIPTION	1. Creating locally hosted MFA authentication where no public internet access is allowed, e.g., datacenters 2. Alternate to expensive SMS OTP 3. Sales force field tracking	Supporting digital payments' authentication	Identify end-users in stream while communicating on their job
TRACTION	4+ customer opportunities	1 channel with large customer bases many trials and opportunities	2 Fortune 50 Enterprise opportunities Multiple small ones

## Our business traction



Customer solutions where we are deployed or in active consideration.

**turant** SAME TURANT PRODUCT MULTIPLE SOLUTIONS

**PASSWORD LESS LOGIN**

- Assertive identification using voice
- Authentication in a core place
- no geographical limitations

**AUTOMATED CALL CENTER USER ID**

- Automated solutions to identify users
- no geographical limitations

**ATTENDANCE IN FIELD**

- Assertive identification in field
- Authentication in a central environment
- no geographical limitations

**INSTATIATE DIGITAL PAYMENTS**

- Enable digital payments
- No requirements of smartphone or internet
- Bring the other 75% of the world to digital payments

And more..

**turant** TURANT FOR BORDER SECURITY, FIRST RESPONDERS

**NATIONAL DEFENSE**

- Real time assertive hack proof communication
- Local solutions synced when required

**FIRST RESPONDERS**

- Real time assertive hack proof and password less logins
- Local solutions synced when required

**IDENTIFY ROGUE MEMBERS**

- Legal identification of talkers
- no volume or size limitations

**DEEPPAKE IDENTIFIER**

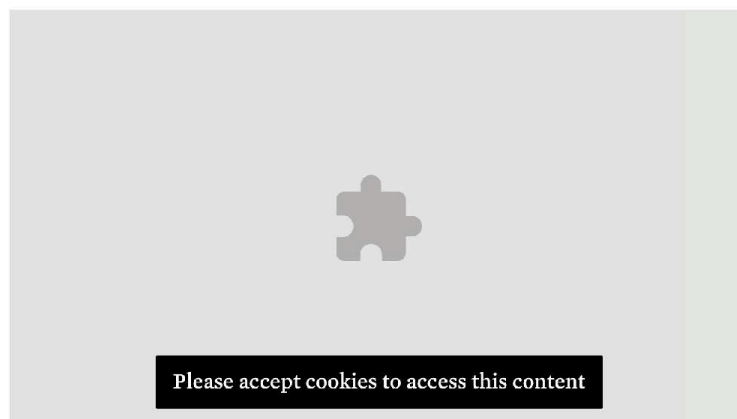
- Id deepfake voice
- Quick and cost effective

And a few more ...

The diagram is divided into four quadrants, each representing a different use case for the Turant platform. Each quadrant has a title, a list of features, and a representative image.

- LOYALTY PROGRAMS**
  - Real time customer ID for loyalty programs
- COMPLIANCE**
  - E-document authentication
- HEALTHCARE ID (NON-US)**
  - Legal identification of callers
- USE AS NATIONAL ID**
  - remote authentication with no data connectivity
  - verify with a central dB
  - no geographical limitations
  - effective dissemination of aid

### Turant for financial industry - a sample



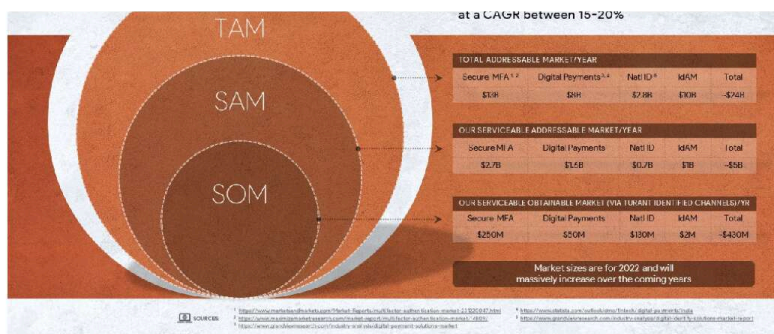
## Our pricing strategy and business model

## The market analysis

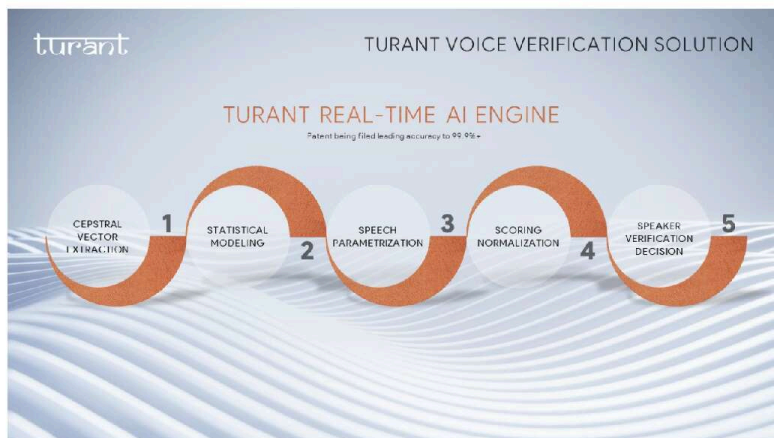
**MARKET ANALYSIS**

Across our target segments, we have massive markets that are each expected to rapidly grow

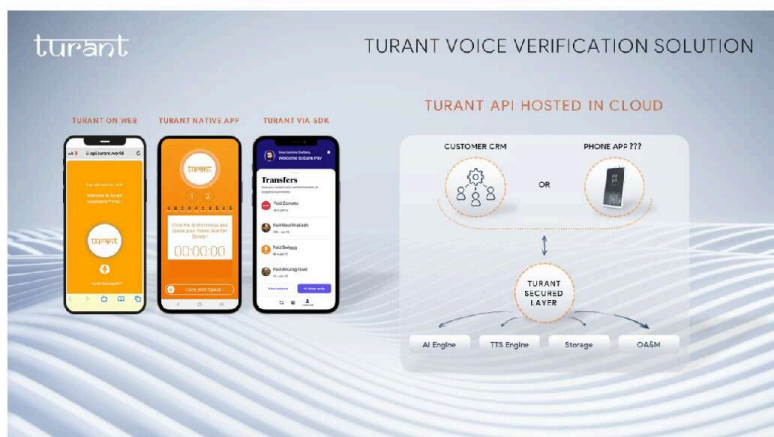




## Introduction to the product



## Industry leading AI solutions

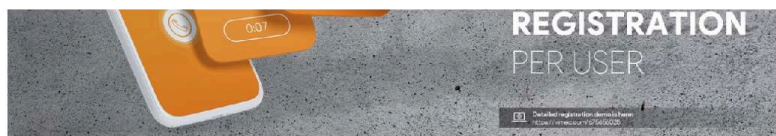


Turant product - very easy to use. One-time registration and use that sample for continued verification again and again - multiple times a day for an end user

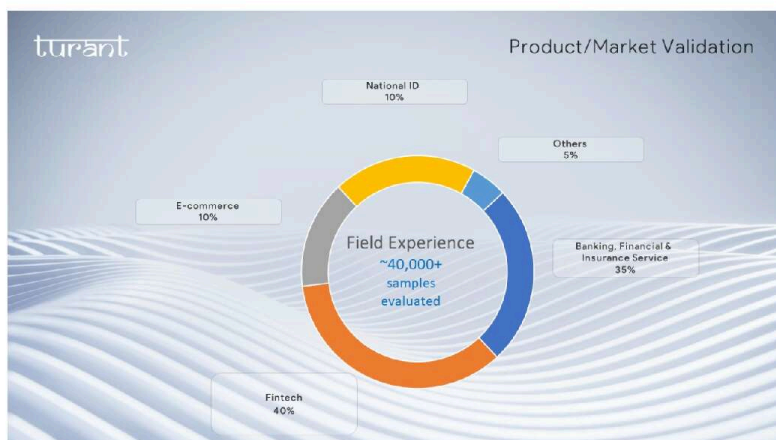
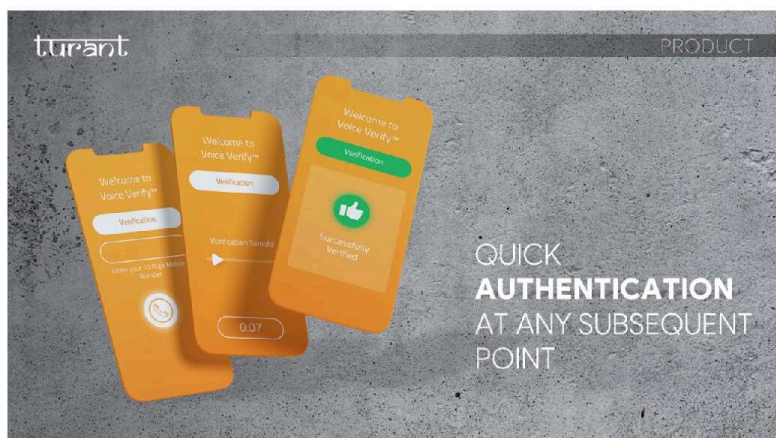
## One time registration







Verify all you want



Huge traction in product/market fit



Current vendors focus on increasing efficiency among call centers while Turant is targeting markets which require higher accuracy

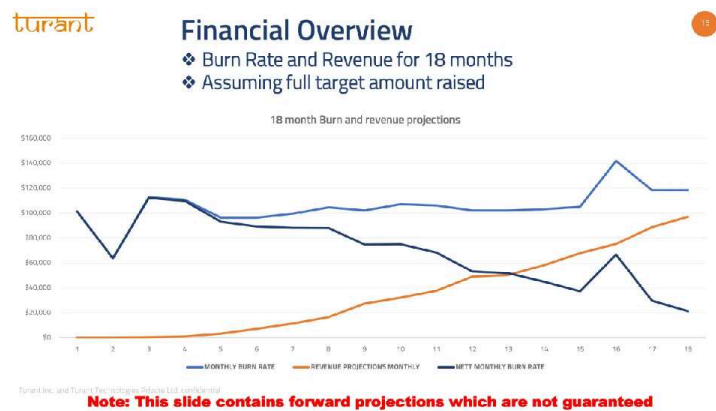
FEATURE	TURANT	ID R&D	TONETAG	[24]7.AI	RUANCE/ MICROSOFT	Phonexia
VOICE AUTHENTICATION						
ACCURACY OF VOICE AUTHENTICATION						
LANGUAGE AND DIALECT AGNOSTIC						
NOT DEPENDENT ON SMARTPHONE/INTERNET						
SMS 2FA REPLACEMENT						
PASSWORDLESS LOGIN						
E-COMM CDD FRAUD						
REDUCE CALL CENTER MANPOWER USE						
SAAS SOLUTION						

**Turant professes a much higher accuracy for which patent process is underway**

1. Working with over 25,000 unique identities including impersonators.  
2. Data from independent audit of 100 calls.  
3. Solution not disclosed until November 2016 due to NDA with technology.

Our competitive landscape

Some competition in the market. None in the markets we are involved in



Our financial projections.