Investor Outreach 2024

Scaling AI- Powered Solutions or Empowering Businesses through AI-Driven Automation

Who are “also known as”

- Imagine a platform where AI-driven workflows autonomously adapt to your organisation’s needs, simplifying processes and boosting efficiency without the need for expensive middleware.
- Unlock the power to create custom automations, tailored precisely to business goals, empowering teams to focus on innovation while repetitive tasks are handled seamlessly in the background.
- Picture a future where AI not only streamlines operations but also brings teams together, fostering innovation and driving value through shared knowledge and insights.
- Transform your company’s workflow with real-time automation insights that improve decision-making, optimise resource allocation, and enhance performance—all in a unified, intuitive platform.

Allowing teams to work smarter, adapt faster, and build lasting value with minimal effort.

- Progress through intelligence
- Improvement driven by review
- Action from insightful analytics

Our brand, **also known as (AKA)**, represents a fusion of AI-driven analytics and strategic direction.

How Clients Use Our Service?

01

Talent Aquisition

03

Finance Management

05

Demand Management

02

Resource Management

04

Performance Monitoring

06

Strategic Planning

What Problem Do We Solve?

Inefficient Processes

High frequency of manual processes leading to inefficiency and delays

Siloed Data

Fragmented systems and data make smart real-time decisions a challenge

Scalability & Flexibility

Traditional systems often require significant reconfiguration to scale

Challenging Tech Adoption

Businesses face challenges in integrating advanced technologies and innovative ways of working

Higher Cost Profile

High administrative burden and costs associated with vast application portfolio's

Dis-jointed Collaboration

High level of decentralised value effort, inefficient or ineffective knowledge transfer

A Feature Rich Product

Simple, Intuitive, & Practical

A simple, clear & responsive GUI, that provides users the value they desire for everyday tasks

Predictive Analytics

Analysis of historical data and patterns, accurate future forecast, planning & risk profiling

A.I Smart Inventory

Analysis of demand patterns, enablement lead times, and other programmable analytical markers

Realtime Automation

Task assignment, control and workflow. Manage and automate via simple visual dashboard and processes

Secure, Regulatory Compliant

Highly efficient & secure system; Web 3.0 encryption, HIPAA, GDPR, PCI, SOX compliance & full audit view

Agnostic & Interoperable

Increased reach, minimal technical debt, maximum data value. Multiple API, data bridge connections

Highly Efficient & Adaptable

Modular, event driven architecture to streamline digital businesses, maximise integration & innovation

NLP & Machine Learning

AI-powered Natural Language processing /commands. Execution of actionable insights and risk management

Why Choose us today?

50%
Reduction in manual effort, leading to increased efficiency, value creation & innovation opportunity

40%
Increase in engagement and reach driving increased Inclusivity & untapped revenue

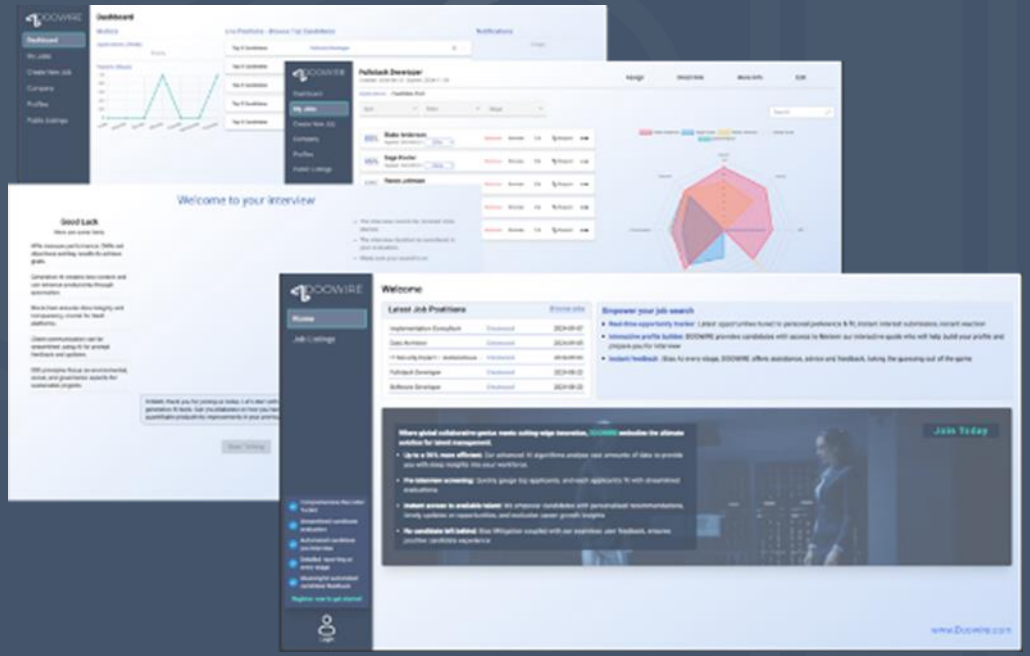
25%
Increased in E-SAT derived from increased job satisfaction and well-being benefits

95%
Increased compliance through automated analysis of regulations and standards

Implementing an AI-driven analytical and agentic platform delivers tangible improvements across efficiency, inclusivity, compliance, and employee engagement. It creates a fertile ground for collaboration and innovation, ensuring your business remains agile, competitive, and aligned with the future.

DOOWIRE MVP

Proof of concept talent acquisition web application



Demonstrating AI's Impact on Efficiency

- AI automates sourcing, screening, and matching, reducing hiring time and effort, showcasing the power of streamlined processes.

Proving Market Relevance

- Talent acquisition is a common pain point, and AI-driven solutions solve real-world recruitment challenges, proving platform applicability.

Scalability of AI Solutions

- AI handles high volumes of applications and integrates with HR processes, demonstrating your platform's scalability and adaptability.

Innovating Candidate Experience

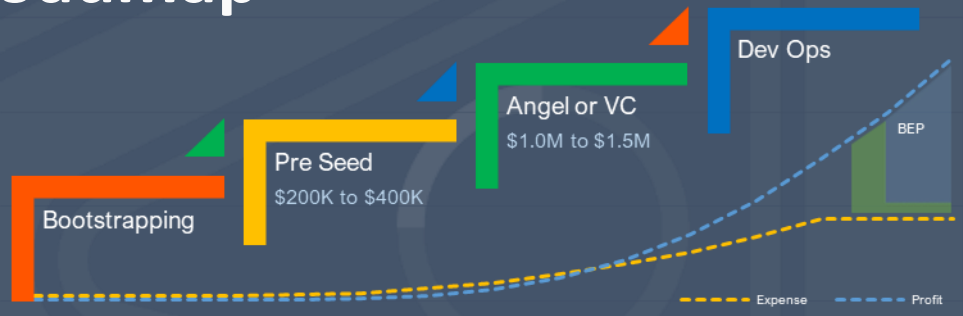
- AI enhances communication, scheduling, and engagement, improving satisfaction for both recruiters and candidates.

Validating Agentic Workflow Concept

- AI automates multiple stages of hiring, proving how your platform simplifies standard workflows and increases efficiency.

DOOWIRE is ready to **go live**. It is set to prove that integration of AI into an existing proposition to automate, analyse and improve, whilst providing significant ROI, is an interesting and valuable proposition in many other applications.

Roadmap



Prototype

- aka.innovation Concept ✓
- Client Consultation ✓
- Market Research ✓
- Architectural High-level Design ✓

AKA-X

- CV Module Pilot
- Mobile Application
- API BUS
- Private Pilot
- aka.time MVP (DOOWIRE) Launch

Roadmap

- Blockchain Network
- Provisioning Engine
- Catalogue Engine
- aka.control
- aka.digital
- aka.vault
- aka.invent (Partial)
- Private Pilot - Launch

Citizen 360

- Open Development
- aka.connect
- aka.protect
- aka.invent Next Gen

Phased Approach

- **Enhancing Time Management Application**
  Address customer feedback & market research, addition of backlog features,
- **Expanding Core Functionalities**
  Addition of task management, digital asset capabilities, low level data analytics, expanded personal functions.
- **Advanced Integration and Analysis**
  Advanced data analytics, increased system integration capabilities, increase customisation, automated provisioning and service scaling
- **AI and Machine Learning Integration**
  AI-Driven Insights, resource smoothing, advanced forecast and business modelling. Machine learning for process improvement and increased zero value effort automation
- **Continuous Improvement & Market Expansion**
  Expand market research, extend strategic partnerships and create community and sustainability initiatives
- **Achieving Utopia - A Fully Integrated System**
  Citizen 360; Full-spectrum data modelling, proactive real value identification, recognition as an Industry Standard

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Empowering Businesses with AI-Driven Automation

- ✓ Increased Operational Efficiency
- ✓ Scalability without Complexity
- ✓ Enhanced Decision-Making
- ✓ Cost Reduction through Automation
- ✓ Future-Proofing for Innovation

Unified Data Pool	Focussed centralised data pool, for easy access, real-time analysis, and holistic decision-making across business operations.
AI Driven Agentic Workflow	Adaptive, AI-enabled workflows tailored to specific user needs, automating complex tasks and minimising manual effort.
Continuous Learning	Machine learning is at the core, continually improving accuracy, decision-making, and operational efficiency.
Customisation at Scale	Modular design allows easy customisation for different industries, enabling businesses to configure workflows without needing deep technical expertise.
Event-Driven Architecture	Prepares for real-time data handling and scalable operations, ensuring flexibility as user demands grow.
Future Innovation	Designed for expansion into cutting-edge technology and advanced blockchain for expanding capabilities and maintaining a competitive edge.

AKA Modular Agents

AKA have developed in partnership with Northab AB a POC Talent Acquisition Web Application **DOOWIRE** to show how AI can be easily implemented into existing business processes to see significant ROI opportunities. Breaking that application into its component functions, provides a matrix of opportunities

Modules developed to address Doowire Talent Acquisition POC requirements & **How the same technology can be utilised to address other work applications with minimal to no customisation**	DOOWIRE (POC)	Customer Support Automation	Sales and Marketing Automation	E-Learning Platforms	Healthcare Appointments	Supply Chain Management	Project Management	Legal Document Analysis	Content Personalisation Platforms	Incident and Ticket Management	Human Resources Management	Event Management	Personalised Health and Fitness	Real Estate Management	Government Services Automation
Analytics & Insights Engine	X	X	X	X	X	X	X	X	X	X	X		X	X	X
Communication & Messaging Platform	X	X		X	X		X		X	X	X	X	X	X	X
Consent & Compliance Management System	X		X		X		X	X				X			
Content Management Service	X	X	X	X			X	X	X		X	X	X	X	X
Data Aggregation & Enrichment Service	X		X			X	X	X	X	X					X
Data Normalisation & Mapping Module	X								X	X					X
Gap Analysis Module	X			X		X	X				X				
Internationalisation & Localisation Service	X	X			X		X			X		X			X
Natural Language Processing (NLP) Engine	X	X	X			X		X	X		X				
Notification & Alert System	X		X	X	X	X	X	X		X	X	X	X	X	X
Profile Parsing & Extraction Service	X			X	X							X			X
Questionnaire & Survey Management System	X	X		X	X		X	X	X	X	X	X		X	X
Recommendation Engine	X		X	X					X	X		X	X	X	X
Reporting & Visualisation Service	X	X	X	X		X	X				X	X		X	
Scheduling & Calendar Integration Service	X		X	X	X	X	X	X			X	X	X	X	X
Scoring & Evaluation Engine	X			X					X		X				X
User Profile Management System	X			X	X		X		X		X	X	X	X	X
Workflow Orchestration Engine	X					X	X			X	X				X

Product Lines

Aka-X separates its modular agents into product lines based upon the underlying driving requirements. This approach ensures that the workload has necessary levels of resilience, security and performance, whilst maintaining cost of ownership.

aka.time

The next generation of DOOWIRE extending services for total resource management

protect

Next level online safety, personal data protection & KYC

control

Project & task automation

invent

Agentic Workflow Orchestration

vault

Immutable data and transaction security

connect

Integration, collaboration & user connection

digital

Digital Asset Management

Petroleum #44546A	Charcoal Grey #333333	Ochre Orange #FF5500	Blue #3D6DC3	Vibrant Purple #9B59B6	Turquoise #40E0D0	Off-White #FAFAFA

Notes

- MVP DOOWIRE is released Q424
- Revenue after Beta is expected to grow in Talent Acquisition in the term proceeding aka-X
- **Year 1 -** aka.innovation will start development of foundational platform elements
- **Year 2 -** commence with aka.time onboarding of DOOWIRE users
- Commence additional services rollout
- **Year 3 -** commence development and migration to aka.innovation proprietary service.
- Commence aka.invent hub launch

Units Sold	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Business	$ 6,000	$ 48,000	$ 252,000	$ 1,008,000	$ 1,656,000	$ 2,592,000
Candidates	$ 33,000	$ 330,000	$ 1,650,000	$ 8,250,000	$ 16,500,000	$ 33,000,000
Total Revenue	$ 39,000	$ 378,000	$ 1,902,000	$ 9,258,000	$ 18,156,000	$ 35,592,000

Yearly Expenses						
Revenue	$ 39,000	$ 378,000	$ 1,902,000	$ 9,258,000	$ 18,156,000	$ 35,592,000
Expenses	$ 100,000	$ 50,000	$ 95,100	$ 462,900	$ 907,800	$ 1,779,600
Salaries & Benefits	$ 200,000	$ 350,000	$ 577,500	$ 2,777,400	$ 5,446,800	$ 10,677,600
Marketing	$ -	$ 50,000	$ 250,000	$ 500,000	$ 500,000	$ 500,000
Technology & Development	$ 50,000	$ 250,000	$ 285,300	$ 1,388,700	$ 2,723,400	$ 5,338,800
General & Administrative	$ 15,000	$ 18,900	$ 95,100	$ 462,900	$ 907,800	$ 1,779,600
Other Operating Expenses	$ 15,000	$ 18,900	$ 95,100	$ 462,900	$ 907,800	$ 1,779,600
Total Expenses	$ 380,000	$ 737,800	$ 1,398,100	$ 6,054,800	$ 11,393,600	$ 21,855,200
Operating Profit	$ -341,000	$ -359,800	$ 503,900	$ 3,203,200	$ 6,762,400	$ 13,736,800
Taxes		$ -89,950	$ 125,975	$ 800,800	$ 1,690,600	$ 3,434,200
Net Profit	$ -341,000	$ -269,850	$ 377,925	$ 2,402,400	$ 5,071,800	$ 10,302,600

P&L

Flexible Investment Opportunities

Empowering All Investors to Join the Innovation Journey

Stakeholder Investment Plans

Incremental Investments: Get started with investments as low as $10,000 or $25,000.

Participate Without Professional Barriers: Designed for individuals looking to invest smaller amounts without the commitment of a full 25% stake.

Community Investment Pool

Invest Collectively: Join other investors in a pooled format, collectively reaching significant equity percentages.

Shared Impact, Shared Growth: Experience the power of combined resources and be part of our shared journey.

Founders @ aka.innovation

Skill-Based Equity Opportunities: Contribute your expertise—and earn equity in aka.innovation.

Join the Innovation Council: Become an advisor or contribute directly, earning your stake as part of the core team that drives innovation forward.

Benefits for All Investors

- **Early-Stage Participation**: Gain early access to our innovative platform and future growth.
- **Potential Future Rounds**: Be among the first invited to join future funding rounds.
- **Meaningful Impact**: Every contribution counts in our mission to innovate and drive change.

Valuation For 25% Angle Investor

- Based on aka.time revenue model from DooWire. Does not include other revenues SaaS development would realise

Income From Units Sold					
Recruiters	$ 48,000.00	$ 252,000.00	$ 1,008,000.00	$ 1,656,000.00	$ 2,592,000.00
Candidates	$ 330,000.00	$ 1,650,000.00	$ 8,250,000.00	$ 16,500,000.00	$ 33,000,000.00
Total Revenue	$ 378,000.00	$ 1,902,000.00	$ 9,258,000.00	$ 18,156,000.00	$ 35,592,000.00

Valuation Summary										
Year	Projected Revenue ($)	Revenue Multiple	Desired Return Multiple	Future Value (FV) ($)	Post-Money Valuation ($)	Investment ($)	Pre-Money Valuation ($)	Discount Rate For Pre-Money Valuation	Discounted Pre-Money Valuation ($)	Final Valuation (Post-Money) ($)
5	$ 35,592,000	2	10	$ 71,184,000	$ 7,118,400	$ 1,500,000	$ 5,618,400	20%	$ 4,494,720	$ 5,994,720

Leadership Team

Matt Spencer

An Innovation specialist with deep expertise in leveraging data-driven insights to inform decision-making, drive continuous improvement, and boost productivity and profitability.

Positioned at the forefront of the Innovation and Artificial Intelligence revolution, his insights shape strategic direction.

Highly regarded for fostering collaborative environments, mentoring emerging talent, and leading cross-functional teams to achieve shared objectives

Mikael Lundstrom

A respected leader in the IT industry across Sweden and the Nordics, the CEO has shaped business strategies for major clients like ICA, Verizon Business, and H&M IT.

With a talent for identifying innovative solutions and forming long-term partnerships, they are often called upon to rescue failing change initiatives.

His deep experience and strategic vision are key to driving the Aka Innovation roadmap and ensuring continued success.

Johan Schroder

With over two decades of experience, the CTO has been pivotal in designing and implementing scalable, efficient solutions across various sectors. Leading the discovery journey, they integrate innovative technologies to ensure products remain agile, secure, and groundbreaking.

A champion of collaboration and innovation, they align technical strategies with business goals, driving growth and fostering a culture of continuous improvement and technological advancement.

Nicole H'Lyon

With over a decade of experience, a dynamic force in business growth specialises in strategic planning, client acquisition, and digital transformation.

Success has been driven across diverse industries, including Finance, Law, MedTech, and Tech Startups, with notable clients such as Nordea, Lexnova, and Medicorent.

Expertise in market analysis, lead generation, and revenue growth makes them a key asset for businesses seeking to scale and achieve sustainable, long-term success.

Engineering Team

Mattias Heurlin

An accomplished Engineering Lead, combines his passion for frontend development and AI-driven solutions, backed by a strong foundation in user experience and API integration, with his expertise in leading agile teams to create innovative and efficient web applications.

He excels at leveraging AI technologies to enhance user interaction and streamline development processes, driving forward-thinking solutions for the digital landscape.

Thomas Dahlbeck

Information Security Professional, Lead ership & Business-driven Senior Cyber Security Expert.

With recongnised expertise in emerging technology, Artificial Intelligence & Autonomous Development, Thomas is a highly respected in his industry and a huge asset to the team

Security is a key focus of the AKA proposition; Thomas leads that focus.

Roger Lundberg

Highly experienced Enterprise Architect with additional competences in software development, technical project management & business process.

Hakan Ahlberg

Experienced senior Solution Architect & Business Consultant with a diverse experience across global automotive and technology sectors.

Oscar Einarsson

A backend-oriented software engineer with a solid computer science background, specializing in algorithms, computer structures, and system architecture. His expertise allows him to develop efficient, scalable solutions while driving innovation in backend development."

Magnus Fjällström

Skilled frontend developer with expertise in modern and innovative solutions, backed by a diverse background in game development, web platform solutions, mobile application development, and teaching

Thanks!

We hope you have questions, because aka. is here to solve them!

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