



# Problem

**Most meetings aren't effective and are considered a waste time. Why?**

Meetings go longer than they should.

They don't stay on track.

They're not consistently documented.

Meet m.ai - the meeting productivity app that eliminates taking meeting notes. m.ai uses AI to produce consistent, high-value meeting summaries that are easily distributed to meeting attendees, all without ever taking a note.

Informal, in-person meetings

Small teams



# Position

Capture and summarize meeting information for  
in-person, small team meetings.



# Mission

Make meetings fun.

“just talk.”



# Problems

**Prepare:** Meetings fail when a purpose isn't stated, often resulting in the wrong attendees and no clear outcomes.

**Moderate:** Meetings go off-track due to lack of moderation, too many tangents, resulting in lack of clarity on actions and decisions.

**Capture:** There are no notes because, well, no one likes taking notes.

**Distribute:** Even if notes are taken, they aren't shared or read, and preventing visibility into actions and decisions.





# Personas



## Meeting Mitch

The “Organizer”

- Conducts ad hoc meetings
- Does not take notes
- Expects team to track outcome



## Attentive Tom

The “Attendee”

- An active participant
- Listens and contributes
- Does not take notes



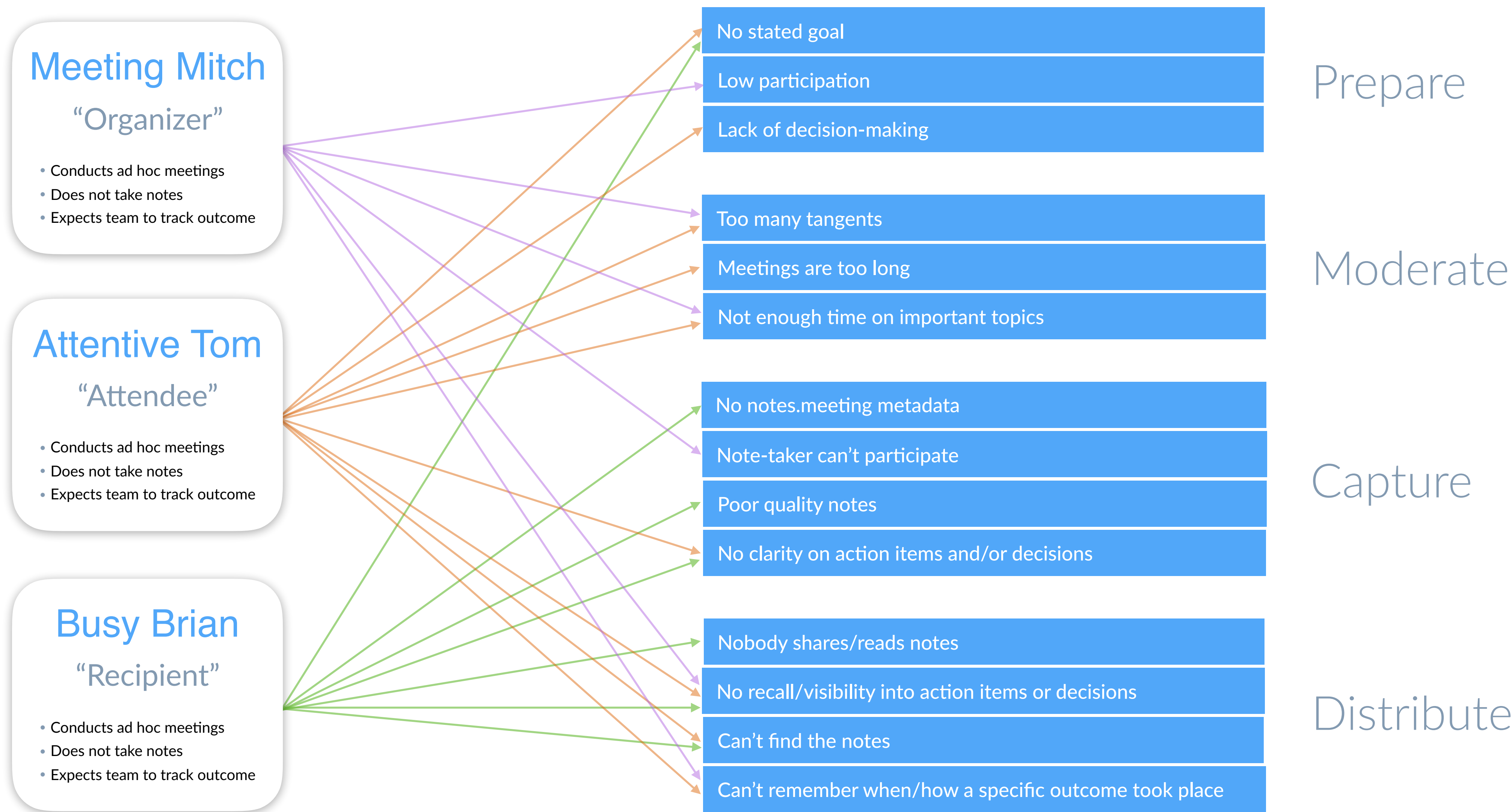
## Busy Brian

The “Recipient”

- Not always present
- Wants to stay informed
- Willing to read meeting summary



# Persona Problem Map





# Feature Priorities

	Prepare	Moderate	Capture	Distribute
Strategic	<div>Require a goal</div> <div>Select/specify attendees</div>	<div>Too many speakers alert</div> <div>Post-meeting analysis</div> <div>Efficiency rating</div> <div>Recognize topic divergence</div>	<div>Auto-record &amp; transcribe</div> <div>Capture metadata</div> <div>Auto-create actions in app of choice</div> <div>Input on low confidence items</div> <div>Summarize most important topics</div> <div>Present relevant notes</div> <div>Auto-assign action items</div> <div>Post-meeting surveys</div> <div>Auto-capture decisions &amp; logic path</div> <div>Engagement Summary</div> <div>Auto-capture action items</div> <div>Photo upload with metadata</div>	<div>Organized output</div> <div>Auto-share into other apps/groups</div> <div>Search by metadata</div> <div>Auto-share w/attendees</div> <div>Customize recipients</div> <div>Voice search on anything</div> <div>Automate repetitive actions</div>
No Brainer				
Utility	<div>Pre-meeting alerts</div> <div>Meeting reminders</div> <div>Meeting tips/content</div>	<div>Sentiment change alert (mood ring)</div> <div>Check-in to start meeting</div> <div>Attendee check-in</div> <div>Moderation cues</div> <div>In-progress alerts</div>		<div>Meeting summary archive</div> <div>Link to action items in external app</div> <div>Action items status auto-updates</div>
Why?				



# Why aftercode?

## **We understand this space:**

Every team member has experienced this problem first hand.

## **There is a hard problem we believe we can solve:**

Multi-speaker recognition and transcription are necessary.

## **We have already applied AI in our previous work:**

AI will help to solve many of the problems m.ai will encounter.



# Business Model

m.ai will be delivered as a mobile-first, software-as-a-service product, given that the world is accustomed to paying for on-demand services.

- **Subscription-based:** Creates recurring revenue with every new customer.
- **In-app purchases:** Provide the levers for easy purchases that don't require changes in plan level. Users buy what they need, when they need it.
- **Drive down costs:** We want to drive users to have shorter/fewer meetings to demonstrate "improved meeting efficiency". This also reduces support costs, thus increasing our margins
- **Growth and Viral loop:** Only charge for 'core usage', anything that expands reach. Retention should be included for free - integrations, for example.



# Pricing

Feature	Free	Paid	Pro
Meeting time Or # of Meetings	5 Hours/mo. Or 5 Meetings/mo.	TBD	TBD
Attendees	Up to 10	Up to 10	Unlimited
Meeting History	NONE	Unlimited	Unlimited
Audio Storage	1 Week	1 Week	Forever
Integrations: Slack, G-Suite, Messenger, Office365, Asana, etc.	Included	Included	Included
Price	FREE	\$5/mo.	\$9/mo.

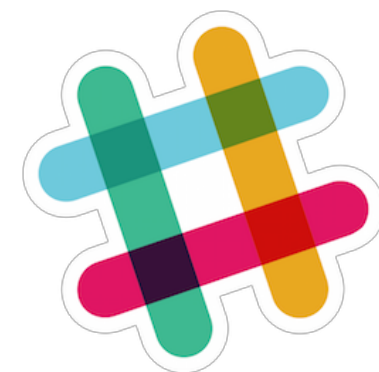




# Partnerships

m.ai will be positioned as a supplement “value add” to many existing enterprise **meeting tools**. We may partner with web conferencing or productivity suites to provide support for small/in-person meetings.

Integrations with slack, office365, g-suite, and others will provide additional value for business customers





# Competition

While meetings are generally unproductive, available collaboration solutions still fall short of untethering organizers and attendees from capturing and assembling meeting outcomes.

Further, transcription/dictation apps don't address meeting challenges and fall short of summarizing and automating meeting outcomes.

**This gap is our opportunity.**



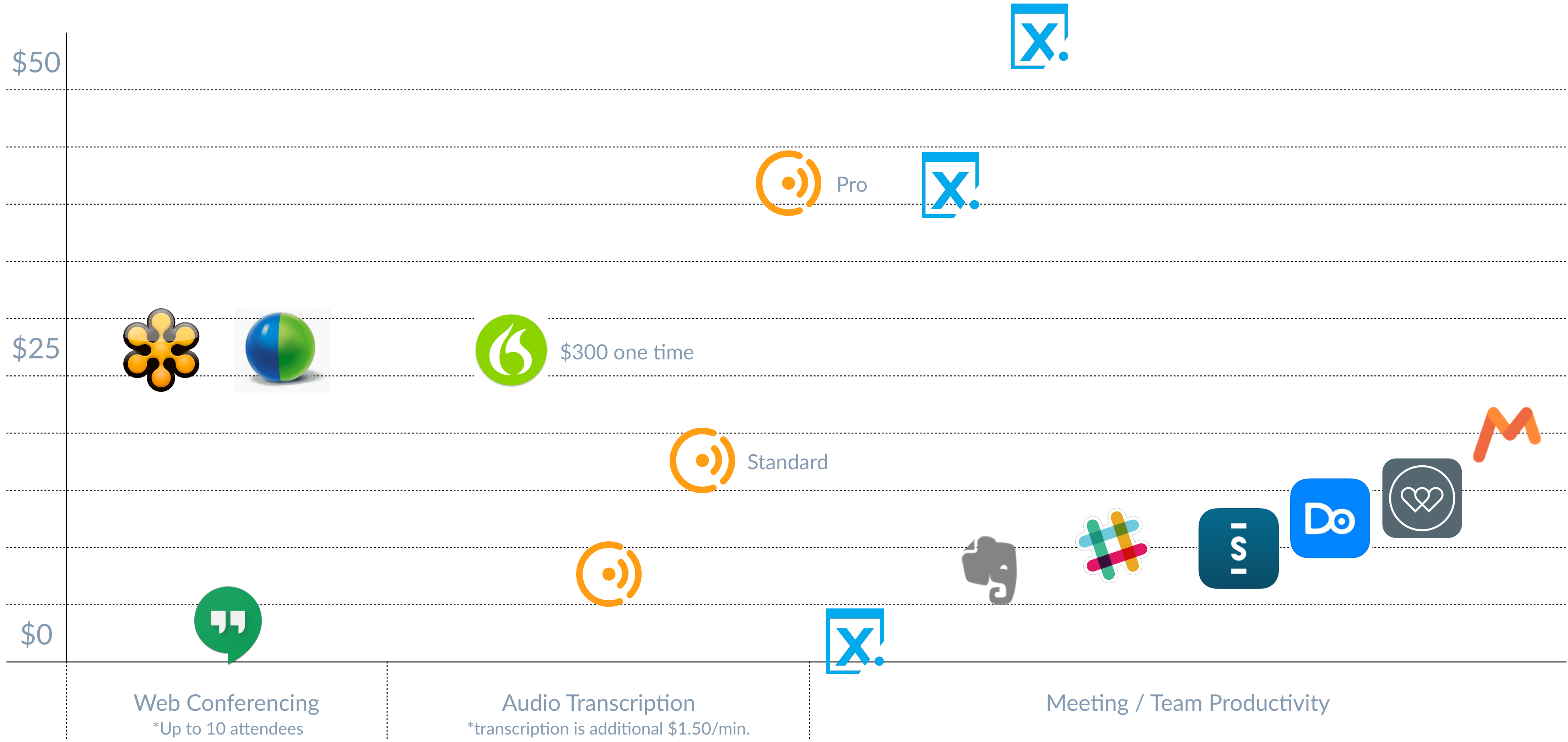




# Competitive Audit

Transcription/Dictation	PROs	CONs
Cogi	Up to 10	Up to 10
Nuance Dragon	NONE	Unlimited
Voicescript	1 Week	1 Week
Transcription/Dictation	PROs	CONs
WorkLife	Up to 10	Up to 10
Do.	NONE	Unlimited
Meeting Sense	1 Week	1 Week
Transcription/Dictation	PROs	CONs
Google Hangouts	Up to 10	Up to 10
Citrix GoTo Meeting	NONE	Unlimited
Cisco WebEx	1 Week	1 Week

# Market Position (\$/mo.)



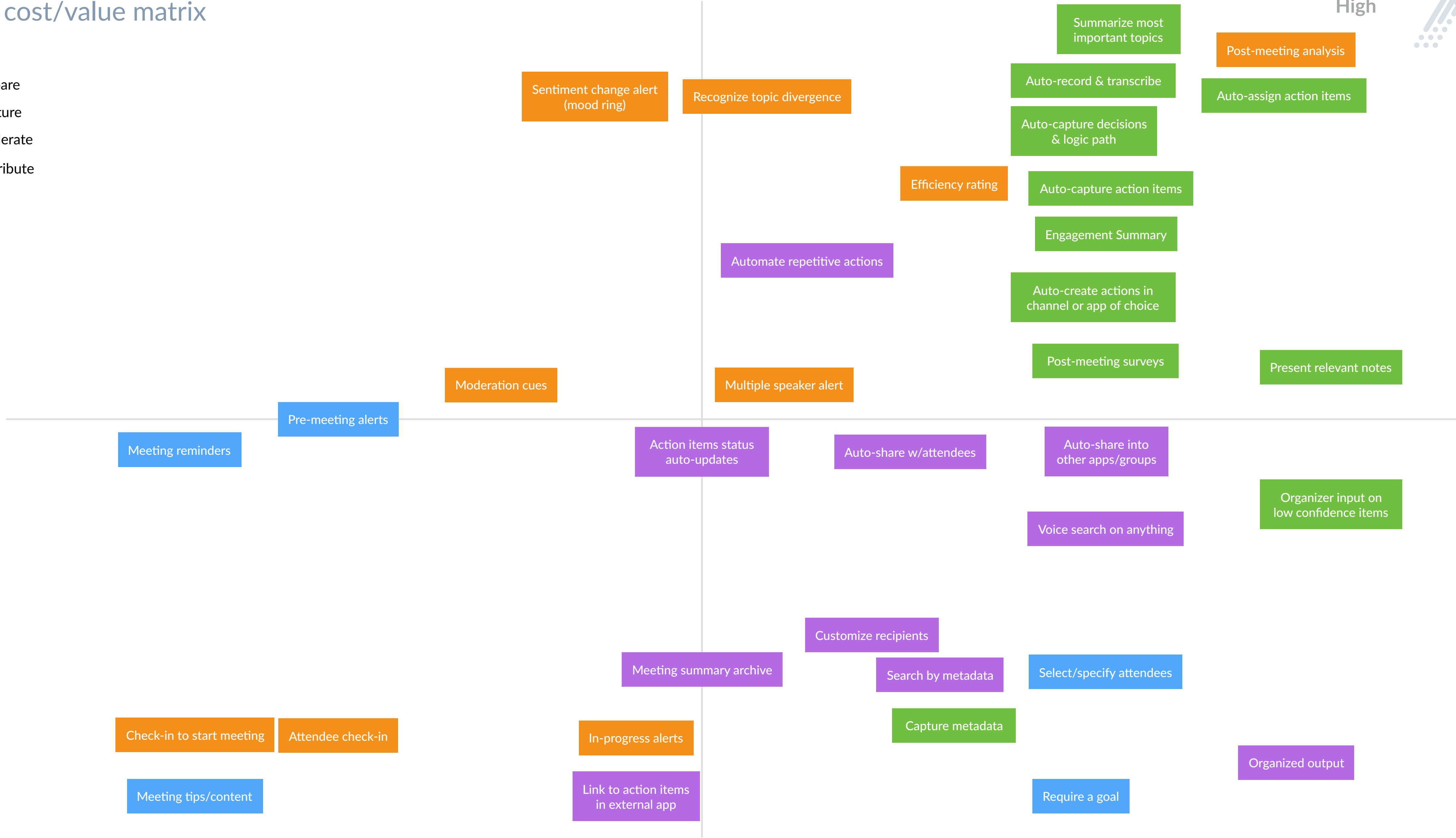
M.ai cost/value matrix

- Prepare
- Capture
- Moderate
- Distribute



Feasibility (Cost)

High



Low

Value

# Competitive Feature List

		solid.io	WorkLife	Evernote	Tetra
SIGN UP/IN	Create Account		✓	✓	
	Google Sign In	✓	✓	✓	
INTEGRATIONS	Office365 Sign In	✓	✓		
	Slack (summary)	✓	✓		
	Evernote (summary)	✓	✓		
	Google Drive (summary)				
	Email (summary)	✓	✓		
	Asana (action item)	✓	✓		
	Trello (action items)	✓	✓		
	Zapier	✓			
	Google Calendar	✓	✓		
	Office365 Calendar	✓	✓		
PREPARE	Set agenda	✓	✓		
	Set Goal				
	Set meeting length	✓	✓		
MODERATE	Specify Attendees	✓	✓		
	Alert: Too many speakers				
	Post-meeting analysis		✓		
	Efficiency rating		somewhat		
	Tangent recognition				
	Progress Alerts: Time		passive (timer)		
	Progress Alerts: Goal?				
	Attendee Checkin				
	Moderator checkin - start meeting				

# Competitive Feature List

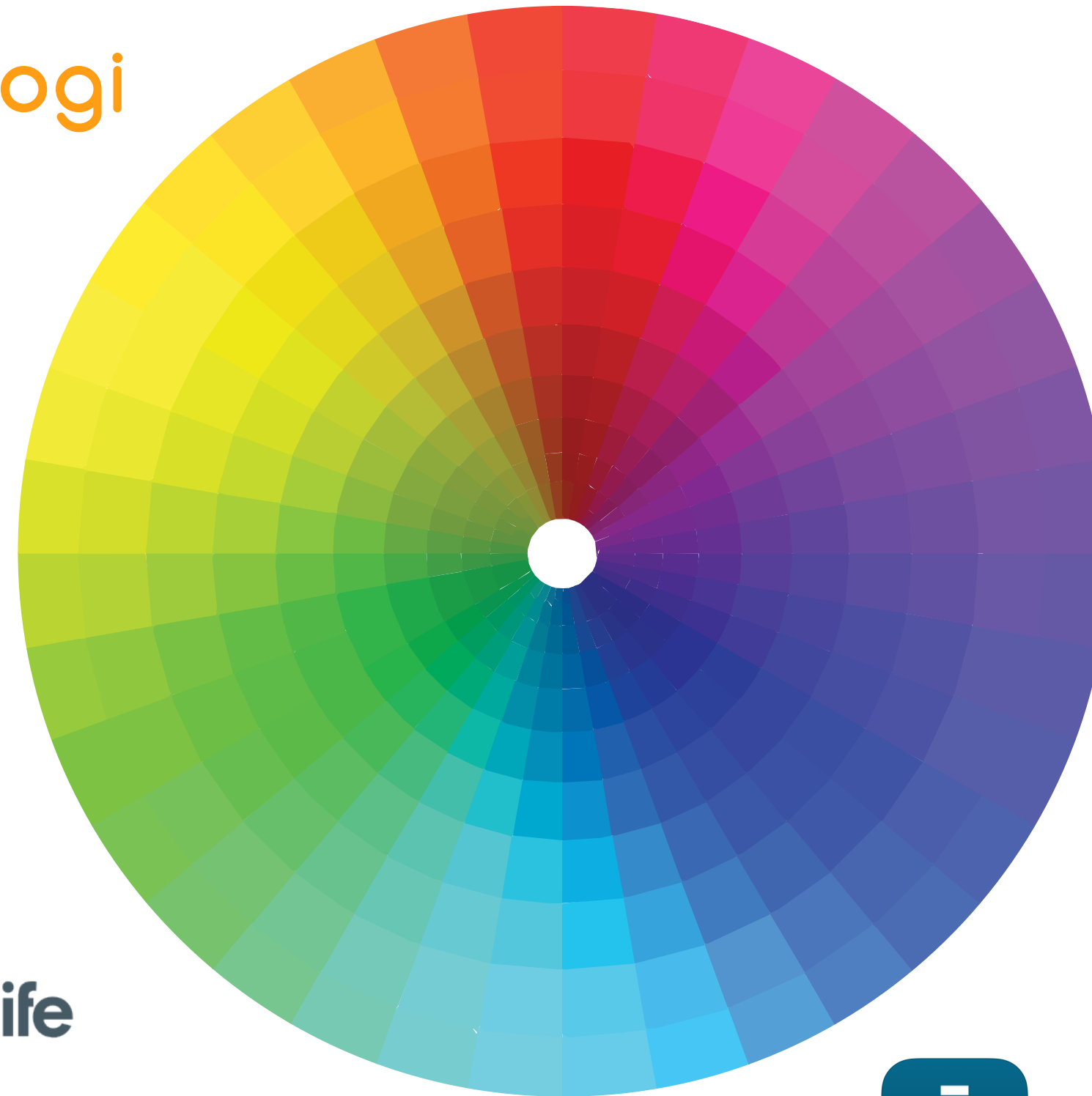
		solid.io	WorkLife	Evernote	Tetra
CAPTURE	Multi-speaker recognition				
	Transcribe meeting audio				✓
	Capture metadata			✓	
	Create action items	manually	manually		
	Assign action items	manually	manually		
	Assign date to actions	manually	manually		
	Capture decisions	manually	manually		
	Capture decision logic	manually	manually		
	Summarize notes automatically				
	Present only relevant info	manually	manually		
	Post-meeting effectiveness survey		✓		
	Engagement summary				
	Photo upload w/metadata			✓	
DISTRIBUTE	Consistent, organized output	✓	✓		
	Export action items to task app	✓	✓		
	Export dates to calendar	✓			
	Export notes to Team app	✓	✓		
	Auto-share with attendees				
	Customize recipients	✓	✓	✓	
	Search via metadata	✓		✓	
	Automate repetitive tasks/actions				
	Meeting note/summary archive	✓	✓	✓	
	Auto-update action item status				

## Competitive Feature List

[illegible]



Rainbow Agenda



Minute

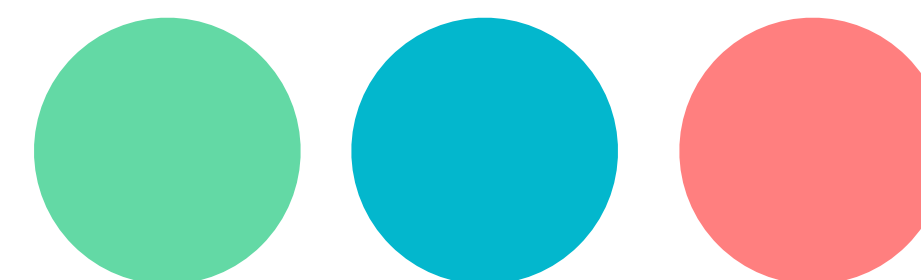


copilot





Love your work. Love your life.





## Mission

Worklife helps teams run highly effective meetings.

## Tagline

Love your work. Love your life.

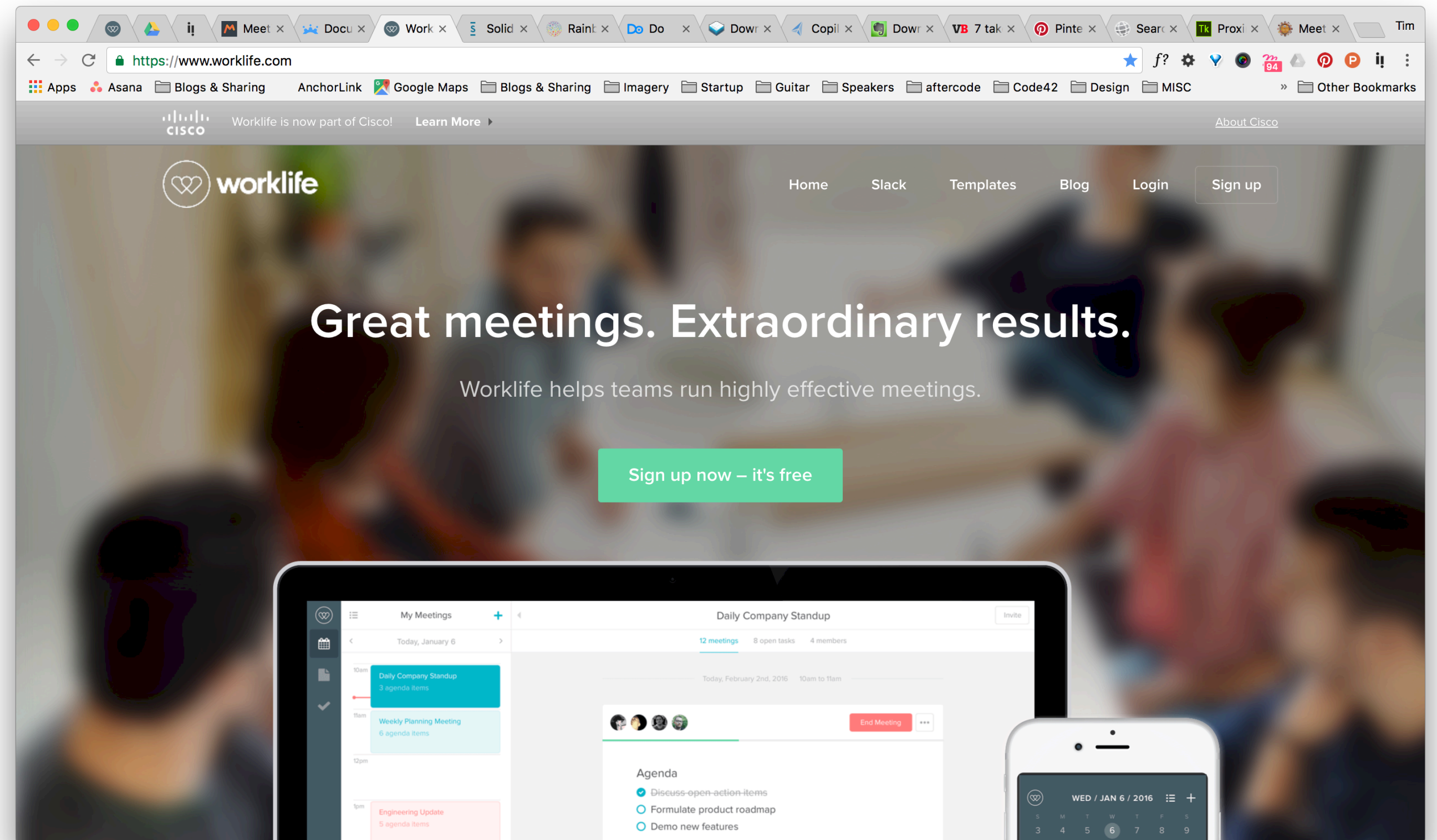
## Key Messages

WorkLife is a web and mobile app that helps you run highly productive, engaging meetings.

Worklife helps teams run highly effective meetings that result in clear action items and collaborative notes.

Worklife – An app for highly productive, engaging meetings


Giving users a new way to stay engaged before and after meetings.



WorkLife > About Worklife

Search

# How much does Worklife cost?



Dave Kashen

February 06, 2016 16:10

Follow

The basic version of WorkLife is free, and our plan is to continue to have a free version indefinitely.

We also have a premium plan available (Worklife Pro), which includes the following features:

- Custom meeting templates
- Company branding on meeting pages
- Unlimited integrations (Asana, Trello, Jira, Zapier coming soon!)
- Ability to view and assign tasks to your team members during and outside your meetings
- Centralized user administration
- Priority support
- Personalized onboarding for entire team

Worklife Pro costs \$9.99 /team member / month for the annual plan, \$11.99 / team member / month for the monthly plan.

Please see our [Pricing page](#) for more details, and you can upgrade [here](#).

Was this article helpful?

0 out of 0 found this helpful

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Have more questions? [Submit a request](#)

Recently viewed articles

How do I upgrade to Worklife Pro?

What devices does Worklife work on?

Related articles

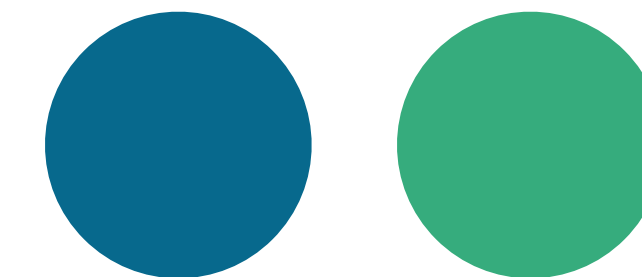
What calendar systems does Worklife integrate with?

How do I upgrade to Worklife Pro?

Who is Worklife for?

What happens if I create a meeting in Worklife?

What's changed in the design?



The easiest solution for business meetings.

# Mission

To help everyone run better meetings.

# Tagline

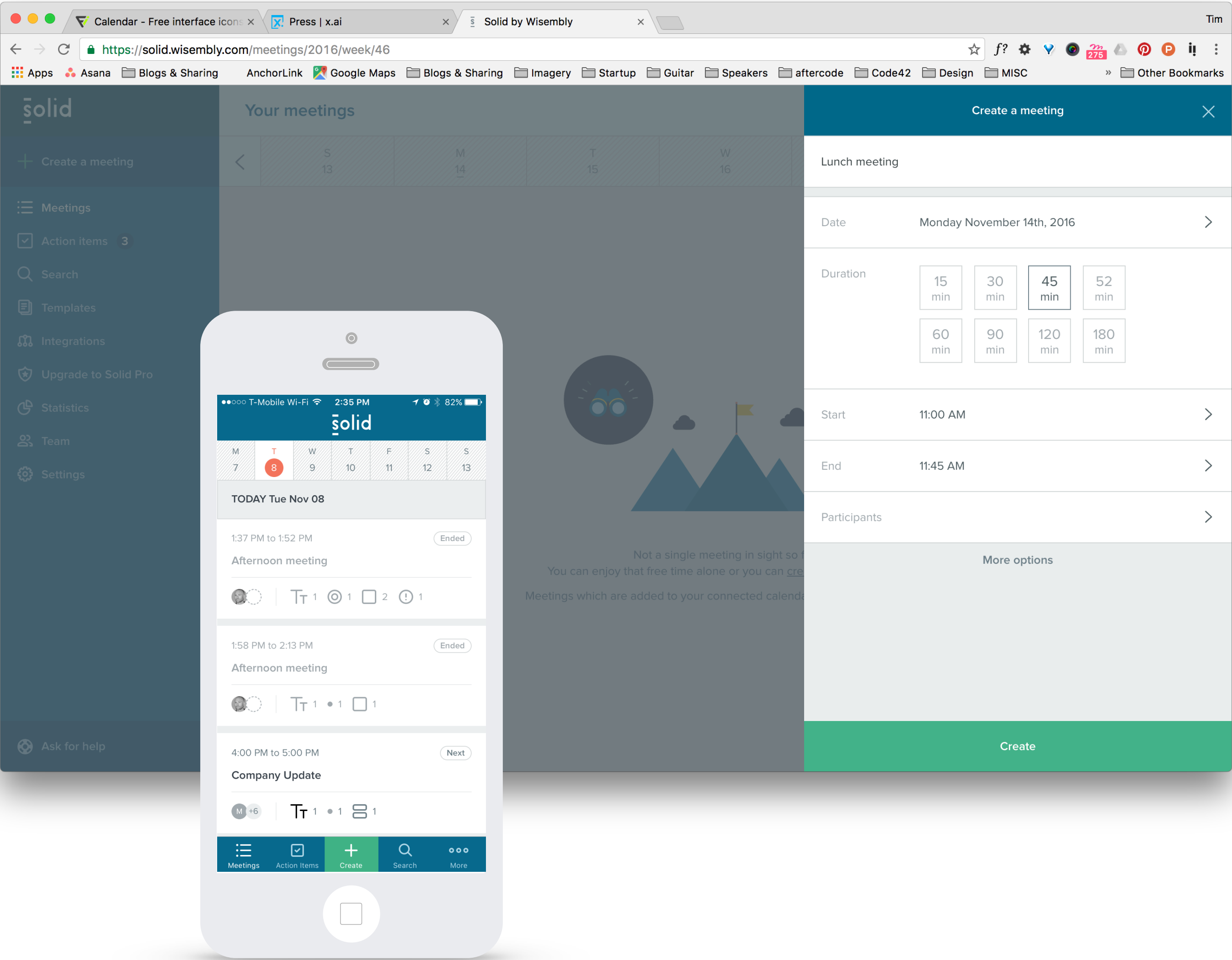
Great teams deserve great meetings.

# Key Messages

Run effective and easy meetings with Solid. Get the meeting agenda, tasks & decisions instantly in your mailbox.

Solid - The easiest solution for productive business meetings

Prepare, manage and follow up on your meetings. Make sure attendees know what needs to be done. Integrate with the apps you already use to stay organized.





SOLID FREE

Free forever

Kickstart your meetings forever for free.

✓

Unlimited meetings

✓

1 integration

✓

Basic support

SOLID PRO

From \$7.90 / month\*

Connect Solid to your favorite apps and facilitate your communication.

✓

Unlimited meetings

✓

Unlimited integrations

✓

Meeting templates


✓

Priority support

SOLID ENTERPRISE

Custom made

Get in touch with us for a tailored plan.

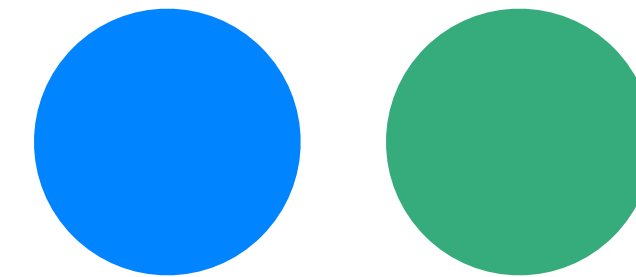


Contact us at [contact@getsolid.io](mailto:contact@getsolid.io)

\* When paid annually



Do work you love.



# Mission

Meetings tend to be unfocused. We give you the tools to frame the discussion, ensure things get done, and make decisions clear. With Do, you can easily and delightfully see what you have going on. Meetings, participants, and the important info all at your fingertips. One place for all the notes, presentations, docs, and all other collateral to live together. No more emails back and forth.

# Tagline

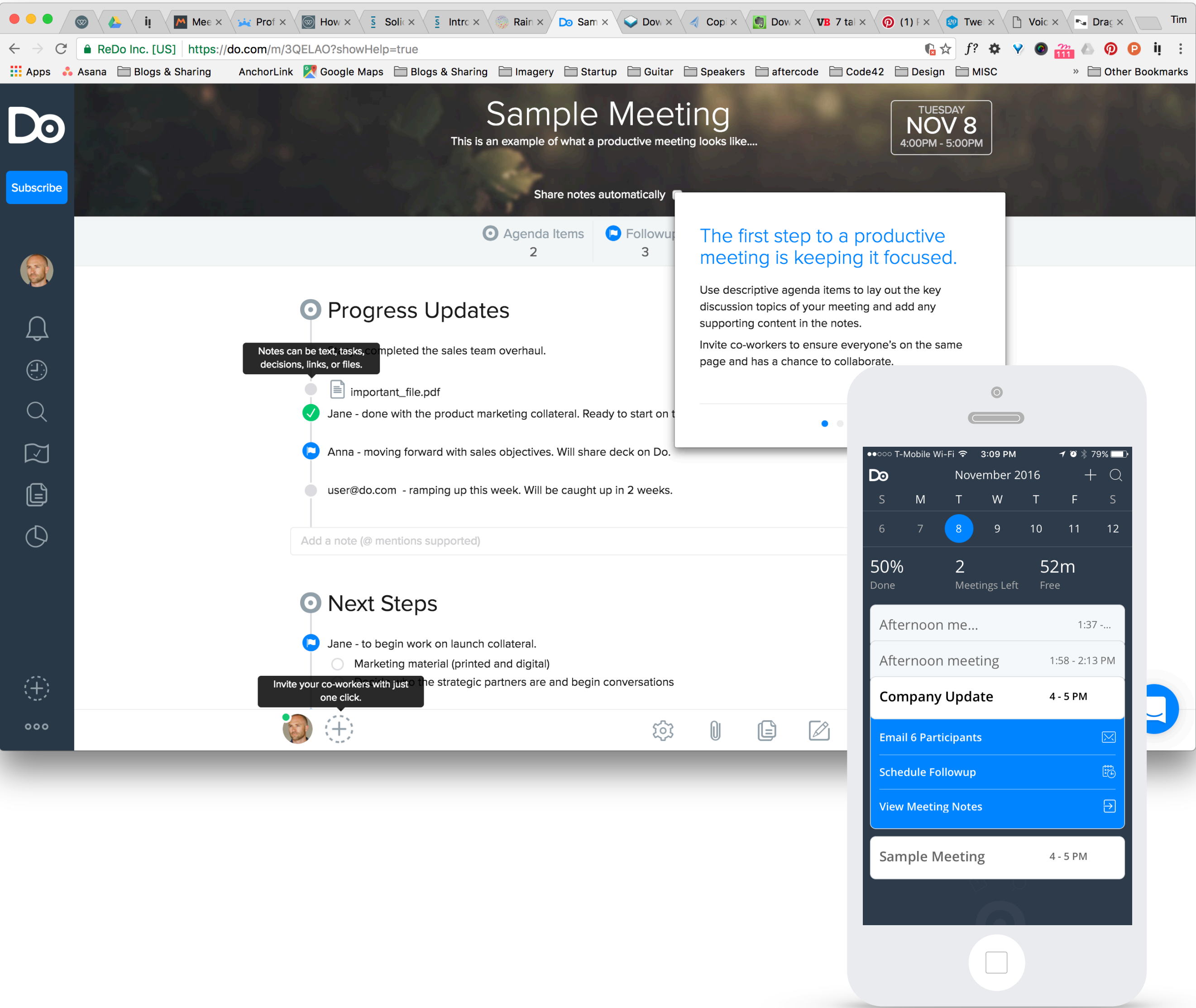
Do Work You Love.

# Key Messages

Run Productive Meetings. Waste less time at work and get more done with Do.

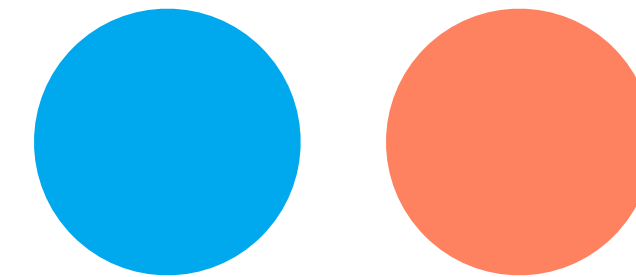
Your meetings, streamlined.

Better meetings for everyone.









An AI personal assistant who schedules meetings for you.

- Personal -

**\$0** free

JOIN THE WAITLIST

- Professional -

**\$39** /month

SIGN UP

- Business -

**\$59** /month

COMING SOON