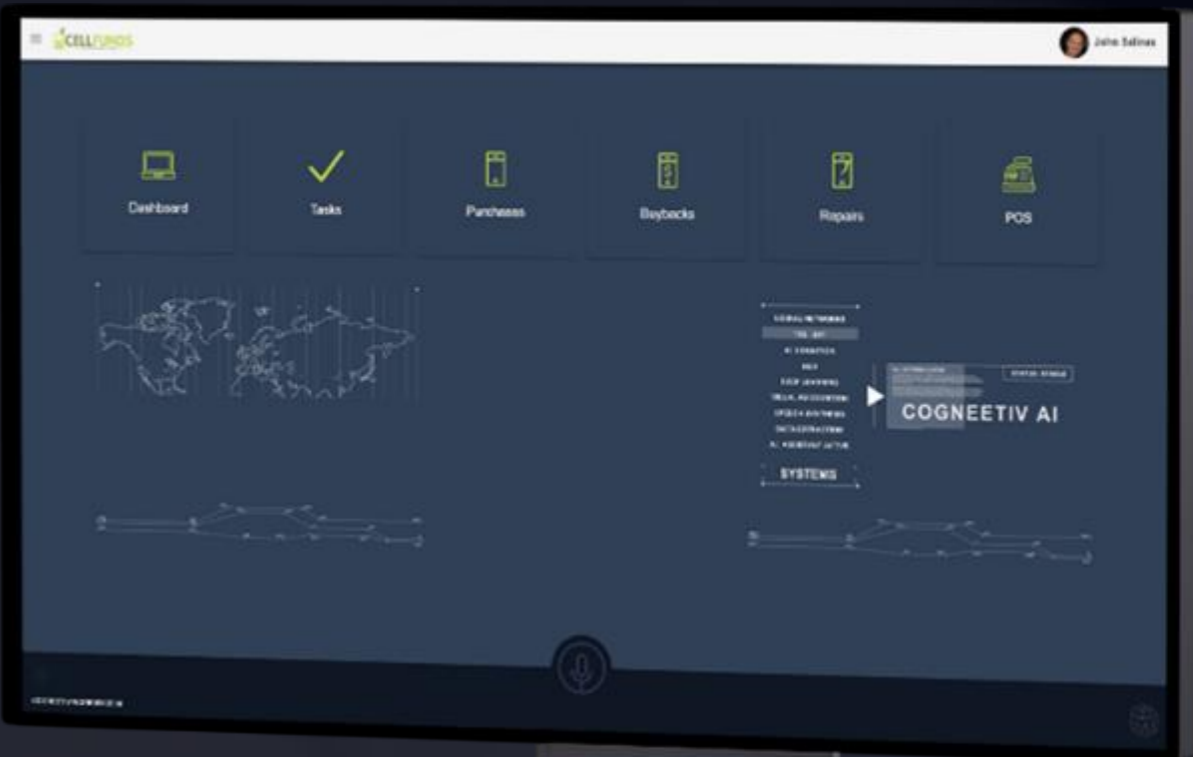
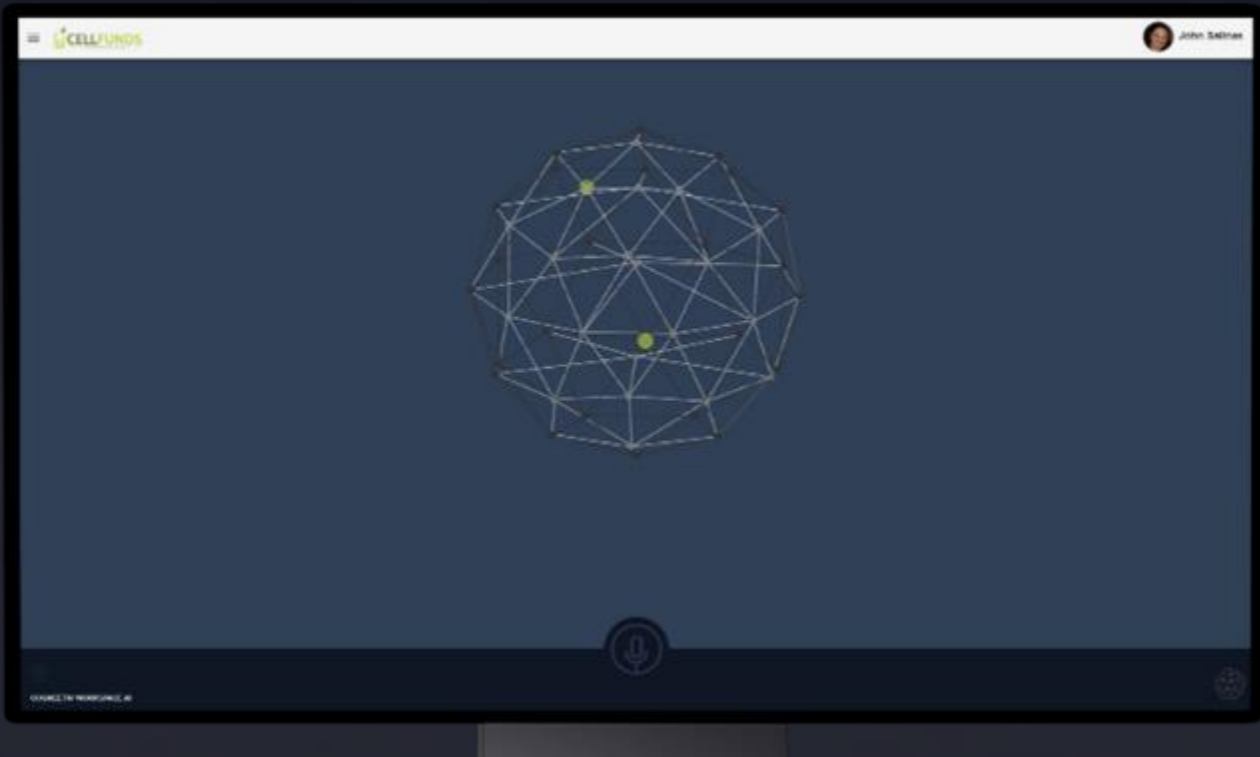


INTRODUCING, THE WORLDS FIRST CONVERSATIONAL INTERFACE  
**WORKSPACE A.I. ASSISTANT**



**COGNEETIV**



Business success depends on achieving clarity in this data & task cluttered world. The inability to make decisions quickly and accurately, affect daily and overall growth milestones. Siloed data and systems that do not communicate, create sharing and collaboration barriers company wide. This in return, makes it difficult for leaders to get a true holistic view of company data that can help them predict, and decide what the next best move is, or most importantly, see the granular results post decision. Majority of systems are not engineered with business intelligence in mind, and do not work towards a common goal.

## RESOURCE WASTE

- Data Silo Issues
- Multiple Systems

## LIMITED VIEW OF DATA

- Data Input Inconsistency
- Predictive Analysis Reliability

## CULTURE MISALIGNMENTS

- Human Bandwidth Issues
- Lack of Sharing Culture

## COLLABORATION DISCOURAGEMENT

- Agenda & Milestone Misalignments
- Tasks & Goals Misalignments

## WORKSPACE A.I. ECOSYSTEM

Artificial Intelligences' power to automate, gather & connect data to reveal the unknowns, & accomplish tasks quickly, can be leveraged to eliminate business inefficiencies and reach unprecedented growth. Missed tasks, deadlines, milestones, and broken processes affect small, startup, and enterprise businesses. Cogneetiv A.I. tracks, notifies users, & department leaders when something is on track, wrong, or if there are any deviations that need human intervention. Cogneetiv workspace augmentations for hardware, display, robot, automation, sensor & IoT solutions, will further enable business intelligence.

### LOWER WASTES

- Integrate or Complete
- Lower Costs

### DATA BIRDS EYE VIEW

- Real-Time Decision Insights
- Predictive Analysis Reliability

### CULTURE ENHANCEMENTS

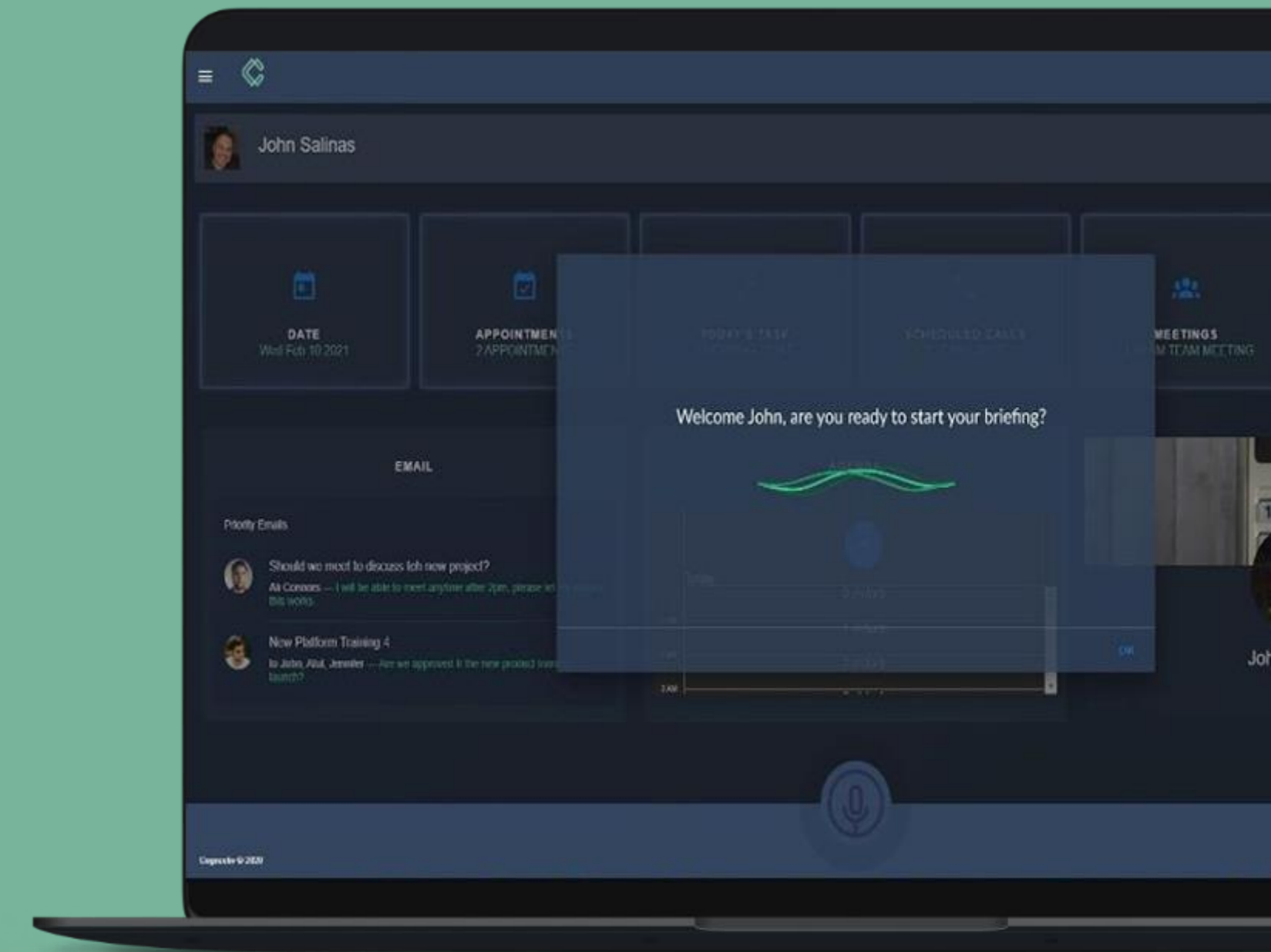
- Bandwidth & Job Clarity
- Automate Awareness

### COLLABORATION EFFECTIVENESS

- Increased Sharing & Work Efficiency
- Task, Goal, & Milestone Accountability



Cogneetiv starts with a daily briefing, followed by a priority-based task track to help you stay on top of all pending tasks needed to reach milestones. User can execute tasks quickly with voice commands with familiar applications such as ERP's, and CRM's. Cogneetiv will augment human intelligence, abilities and the business output. Smart workspaces and conversation interfaces can drastically change the way humans work. Cogneetiv can be used in the traditional way, or with your voice.



FORMS



GRAPHS



REPORTS



QUERIES



SEARCH



EDIT



## ECOSYSTEM JOURNEY S.A.A.S / WORKSPACES

Cogneetiv Workspace AI Ecosystem of apps, services, hardware and partnerships, will be a crucial channel of income and part of our vision of the future Workspace. Hardware, displays, partner services, augmentations, and Creative Bespoke Workspace Environments will further connect & advance Cogneetiv AI Assistant abilities. Users will start with the application subscription and be able to add-on voice command abilities to their business assistant.

**S.A.A.S**  
ERP | CRM | TASKS



**ENTERPRISE**  
SERVICES | INTEGRATIONS



**WORKSPACE**  
CREATIVE BESPOKE



**MARKETPLACE**  
AUTOMATIONS | PROGRAMS | HARDWARE



**PARTNER**  
AUGMENTATIONS



- ✓ Daily Briefing
- ✓ Create Invoices, Leads, Contacts
- ✓ Request Reports
- ✓ Create, Track, Modify & Query Data
- ✓ Add & Query Inventory Item
- ✓ Track Daily Achievements



- ✓ Google Maps Search
- ✓ Google Search
- ✓ Review Google Calendar
- ✓ Review Google Tasks
- ✓ Send Emails (G-Mail)
- ✓ Business Data Queries

Cogneetiv, create a quote for 10 \_\_\_\_\_ at \_\_\_\_\_ each & email it to John Smith from Triton Inc.

Cogneetiv, show me today's sales.

Cogneetiv, compare monthly sales for this month and compare to last year sales.

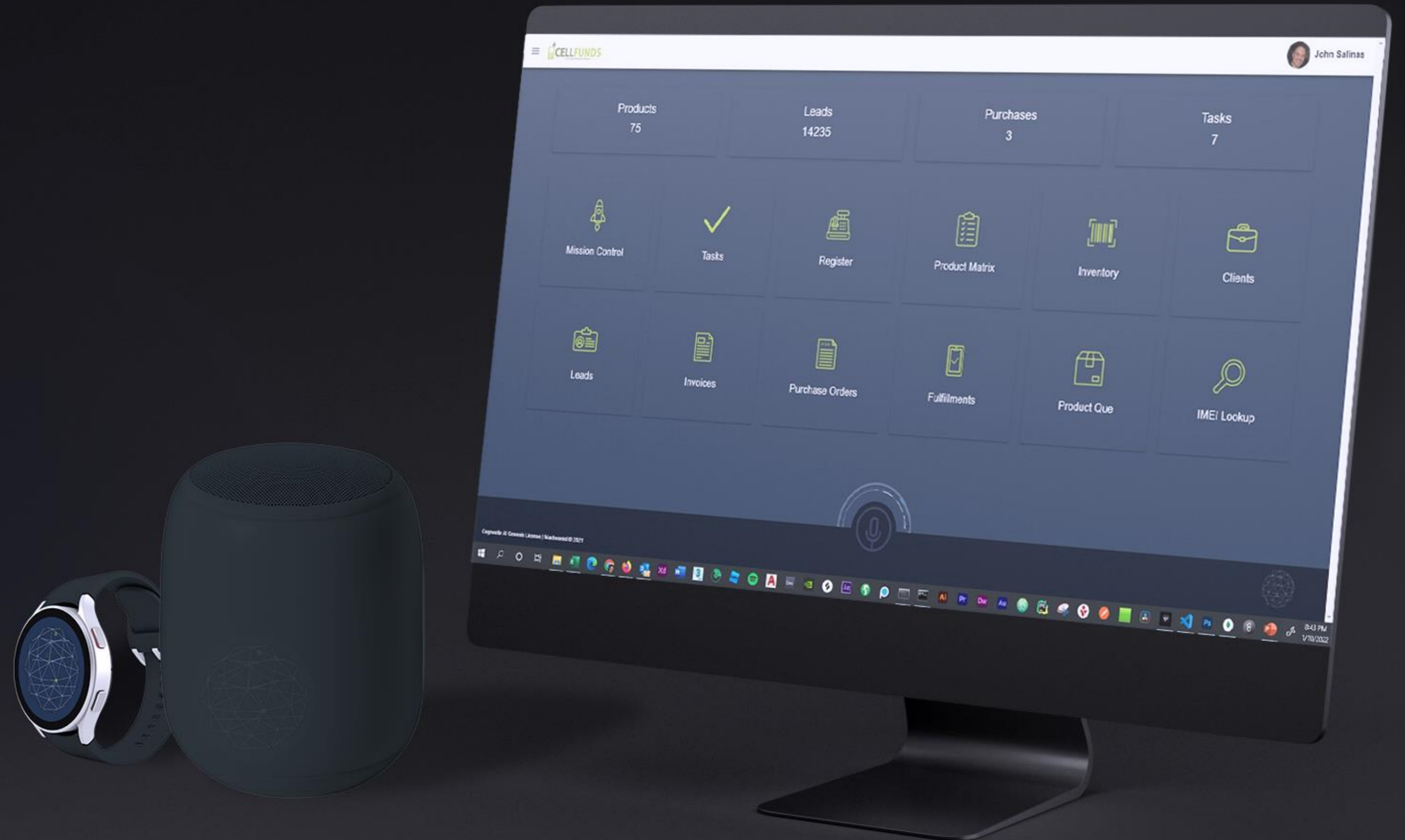


## THE ADVANCEMENT OF CONVERSATIONAL WORKSPACE INTERFACE & A.I. ASSISTANTS

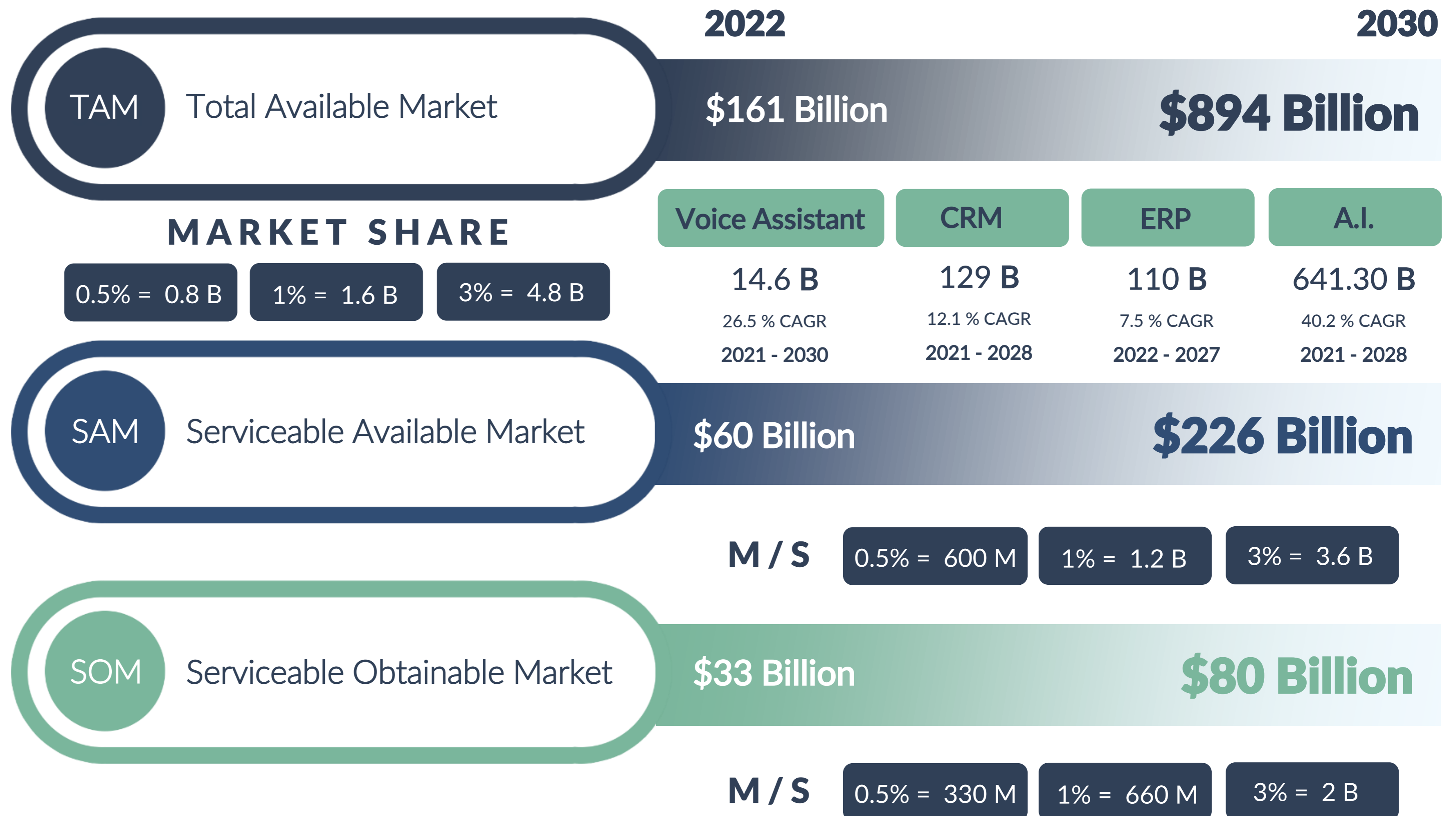
- **Workspace Augmentation**
- **Human Intelligence Amplification**
- **Employee Bandwidth**
- **Maximize Productivity & Efficiency Levels**
- **Real-time synchronization of tasks, milestones & agenda.**

In our journey towards the next-era of frontier deep technology, in the advancements of human workspaces, we have developed Cogneetiv, an A.I. conversational interface assistant, layered over our Enterprise Resource Planning SaaS platform. The Cogneetiv Workspace A.I. assistant is our contribution in the advancement of how humans work & interact with computers.

With an estimated 60% of the world's population using voice assistants, the voice assistant market will be an estimated worth \$14 Billion by 2030, along with the CRM market share of \$129 Billion by 2028, makes these next years, a lucrative time to invest in this market.

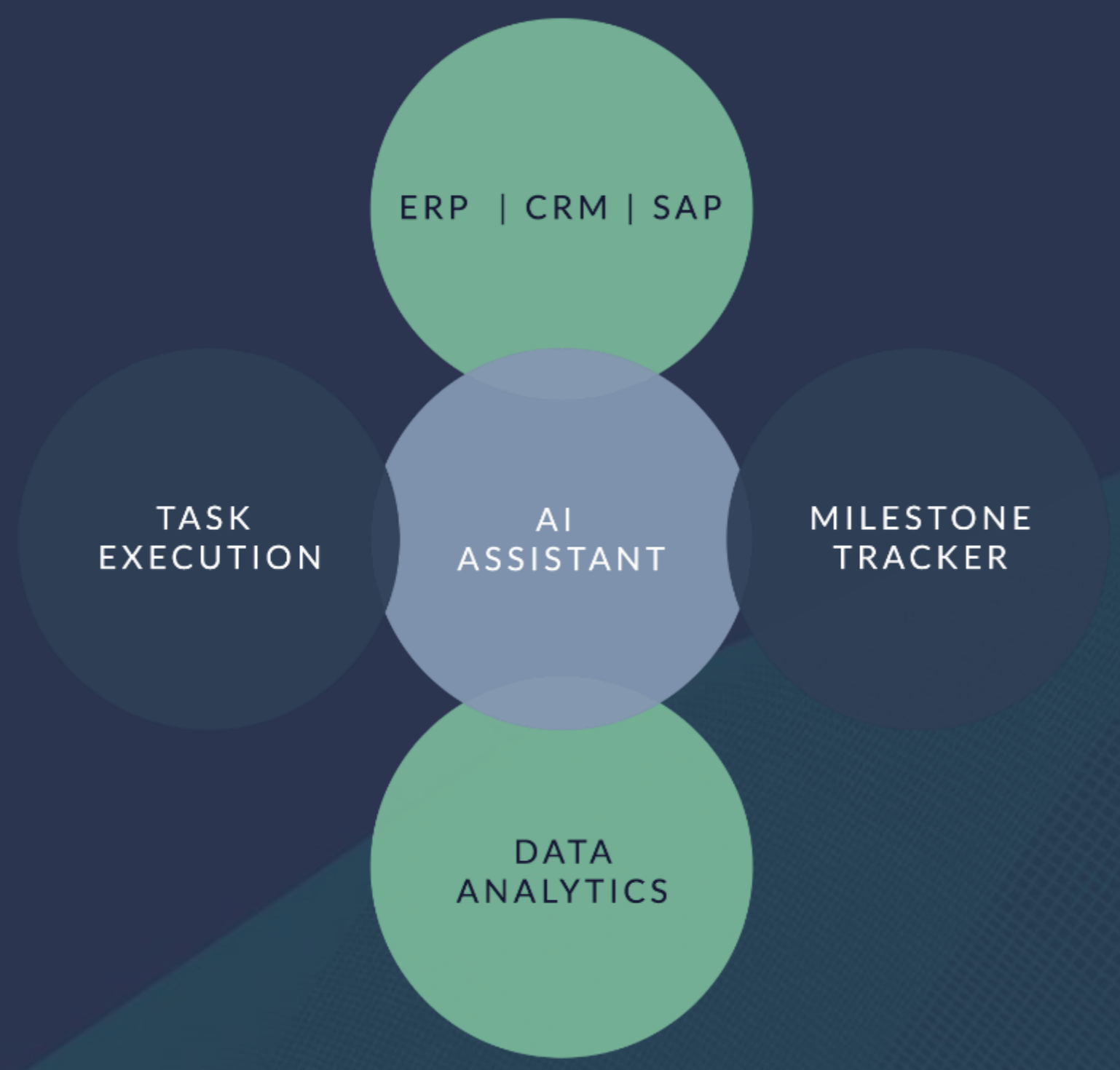






# INVEST IN THE FUTURE

CREATORS OF THE FUTURE VOICE WORKSPACE AI ASSISTANT

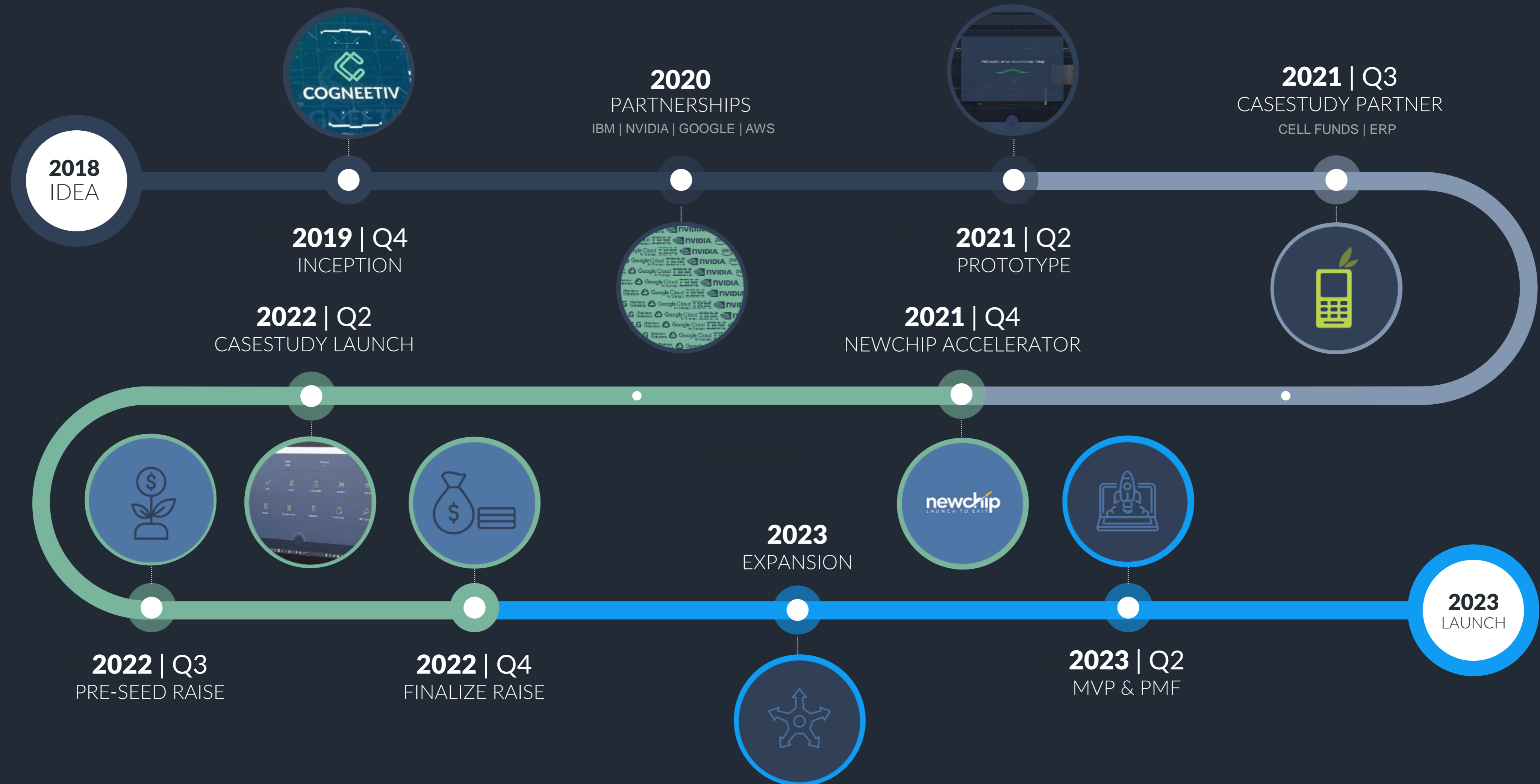


Macheenist is a Los Angeles based tech startup that is currently developing and advancing the evolution of our office and business workspaces. By harnessing the power of AI, with first principles in mind, we can help augmenting human capacities, and disrupt the normal way of working and growing a business.

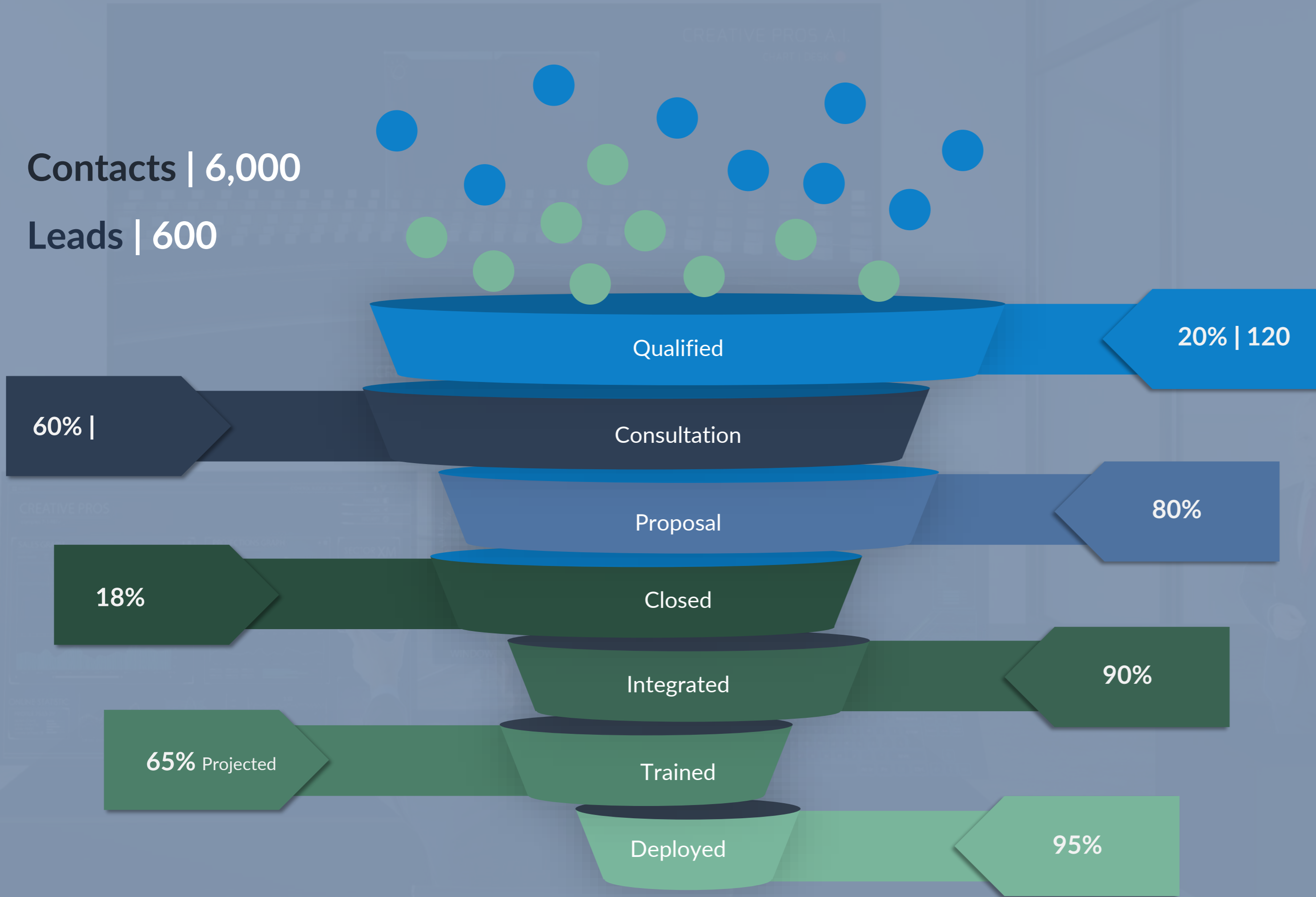
YEAR	AMOUNT
2022	\$20,000
2023	\$100,000
2024	\$350,000
2025	\$1,200,000
2026	\$3,000,000
2027	\$10,000,000
2028	\$20,000,000
2029	\$35,000,000
2030	\$50,000,000

138%  
C.A.G.R







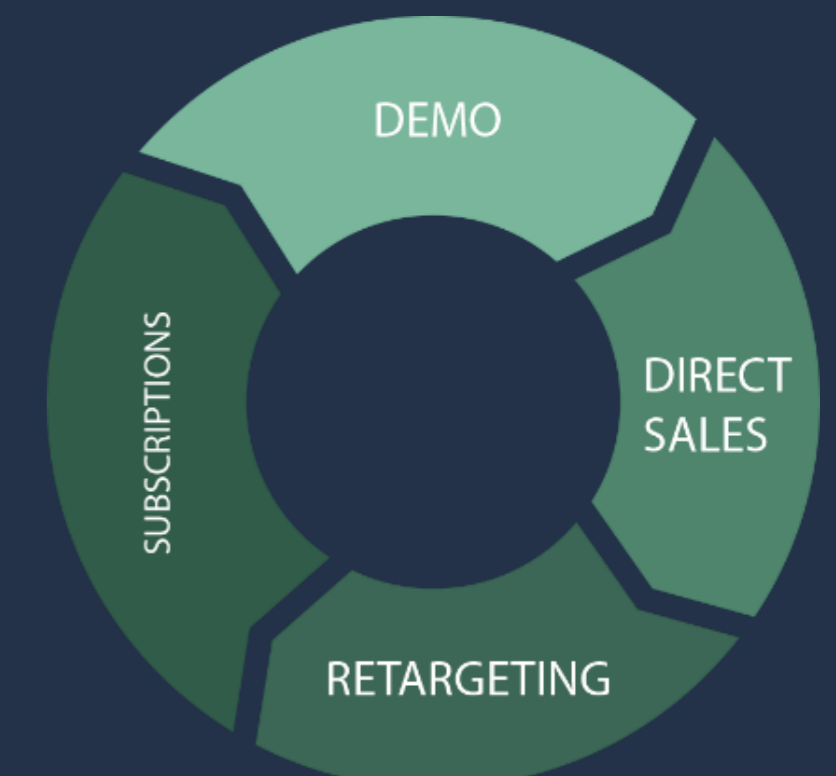


## Key Offerings

- Recurring Subscriptions
- App Marketplace
- Professional Services
- Partner Services i.e. IBM, Nvidia
- Hardware Integrations

## Sales Funnel

Direct Sales  
Online  
Partners





<AI\_DEV\_TEAM/>

## JOHN SALINAS

CEO | CHIEF AI ARCHITECT,  
DESIGNER, BRAND, FULL  
STACK SOFTWARE DEVELOPER  
& ENGINEER



An entrepreneur with 15 years experience in Brand, Web, and Business development. As a creative director for the branding and event industry, the opportunity to manage over 100+ marketing and brand integrity projects for some of the largest brands in the world gave direct knowledge of the enterprise clients needs. This grew into a passion for software development and Artificial Intelligence. Maturing into our development journey of the advancement of the human computer interface and smarter workspaces. Leading our small but passionate team into the future of AI.

- Front End, Back End, UI Design, UXD, Brand, Graphic Designer, Web, Full Stack Developer
- Team Leader, Project Management, Systems AI Architect

## ATUL VERMA

CTO | AI ARCHITECT, CHIEF  
SOFTWARE ENGINEER



Senior Software Engineer with over 10+ years of experience in architecture, development, integration and implementation of high-performing web, mobile applications for e-Commerce, Banking, Insurance, Retail and Logistics industries.

A value-adding techno-functional contributor who extends support in pre-sales support, requirements scoping and proposal development.

- Balanced understanding and excitement in learning new technology trends
- Specialist in Frontend, API integration, Micro-Services, Lean-coding and Design-Thinking
- Client-centric, result-oriented, data-driven, people-friendly, problem-solver, go-getter
- Mentoring team members, beginners for inculcating a sense of ownership & value addition2



# WHAT IS NEXT FOR COGNEETIV

## DEVELOPMENT MILESTONES

Growing Development Team

Finishing MVP

Launch Cogneetiv 2022

Expand Business Intelligence  
Visual Scripts

## FINANCIAL MILESTONES

Complete Pre-Seed Capital  
Fundraising of \$2,000,000

Start Series A – end of 2022

Start Series B - TBD

Start Series C - TBD

## BUSINESS MILESTONES

Find Tech Accelerator

Expand Partnerships

Grow AlaaS Monthly  
Recurring Revenue to  
\$25,000 by 2022 2<sup>nd</sup> Qtr






Exit Plan of Strategic Acquisition  
or Initial Public Offering

Macheenist will continue with our core team to develop Cogneetiv until we reach the MVP with our own or with raised finances.

We forecast MVP completion by the 1<sup>st</sup> or 2<sup>nd</sup> quarter of 2021.

Cogneetiv will also be submitted to international development projects for public press purposes.

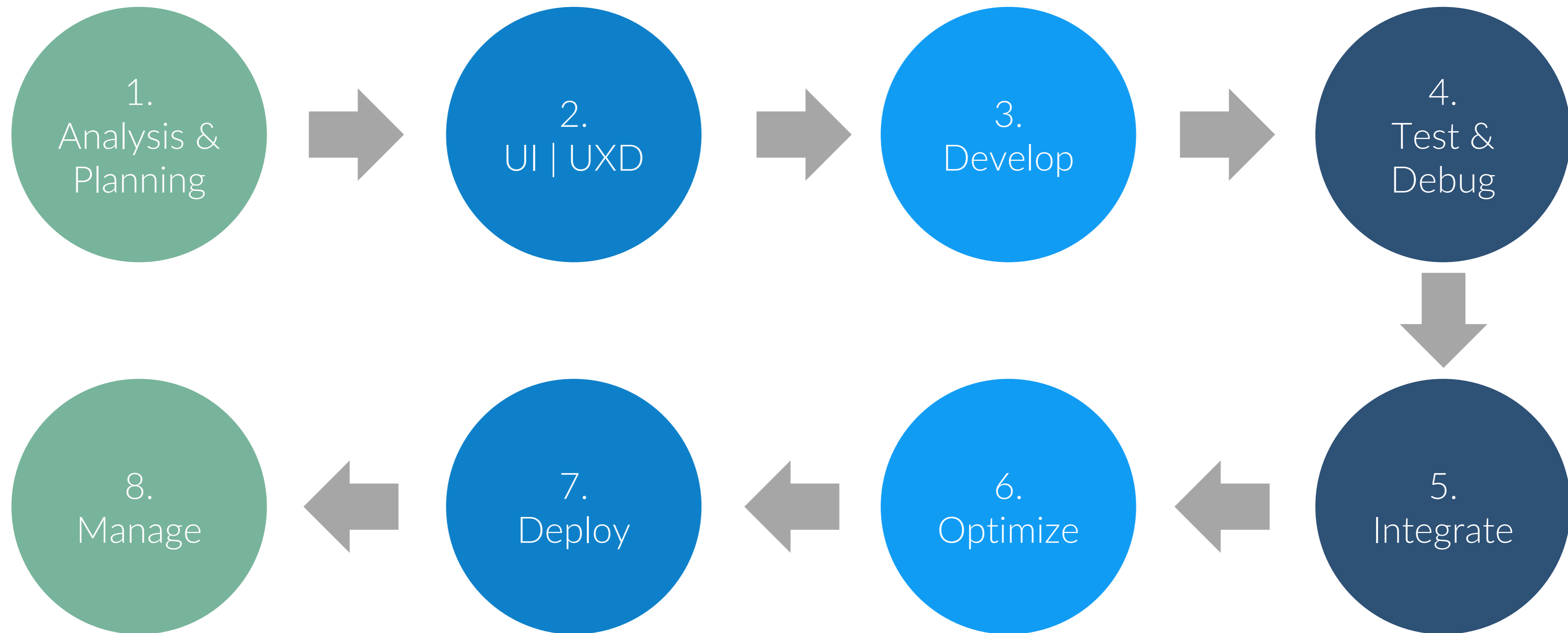


	Conversational AI	Visual Data	Tasks Execution	User Interface	Business Logic	Business Tools
 amazon alexa	✓		✓			
 salesforce research		✓		✓ Chatbot	✓	✓
		✓		✓ Chatbot	✓	✓
 data.ai		✓		✓	✓	
	✓	✓	✓	✓	✓	✓

# MARKETPLACE & STARTUP PARTNERSHIPS



# THE SOFTWARE DEVELOPMENT LIFE CYCLE





# THE MACHINE LEARNING LIFE CYCLE

Define Project Objectives

Data Acquisition & Exploration

Model Data

Evaluate & Interpret

Implement, Optimize & Manage

01

- Specify Business Problem
- Acquire Expertise
- Define Analysis & Prediction Target
- Prioritize Modeling Criteria
- Risks and Success Management

02

- Find Project Data
- Data Analysis Exploration
- Clean Data
- Find & Remove Target Leakage
- System Engineering

03

- Explore ML Solutions
- Variable Selection
- Build Candidate Models
- Model Validation & Selection

04

- Interpret Model
- Communicate Model Insights

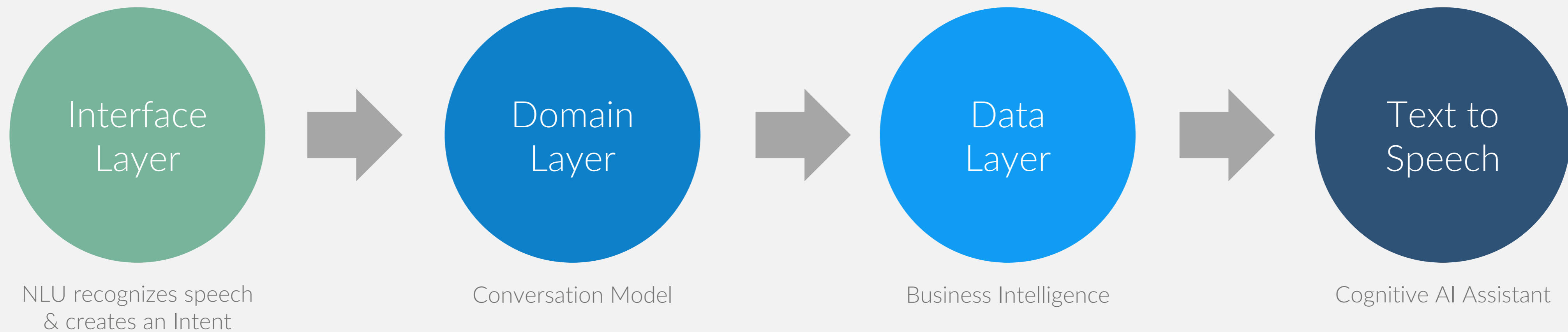
05

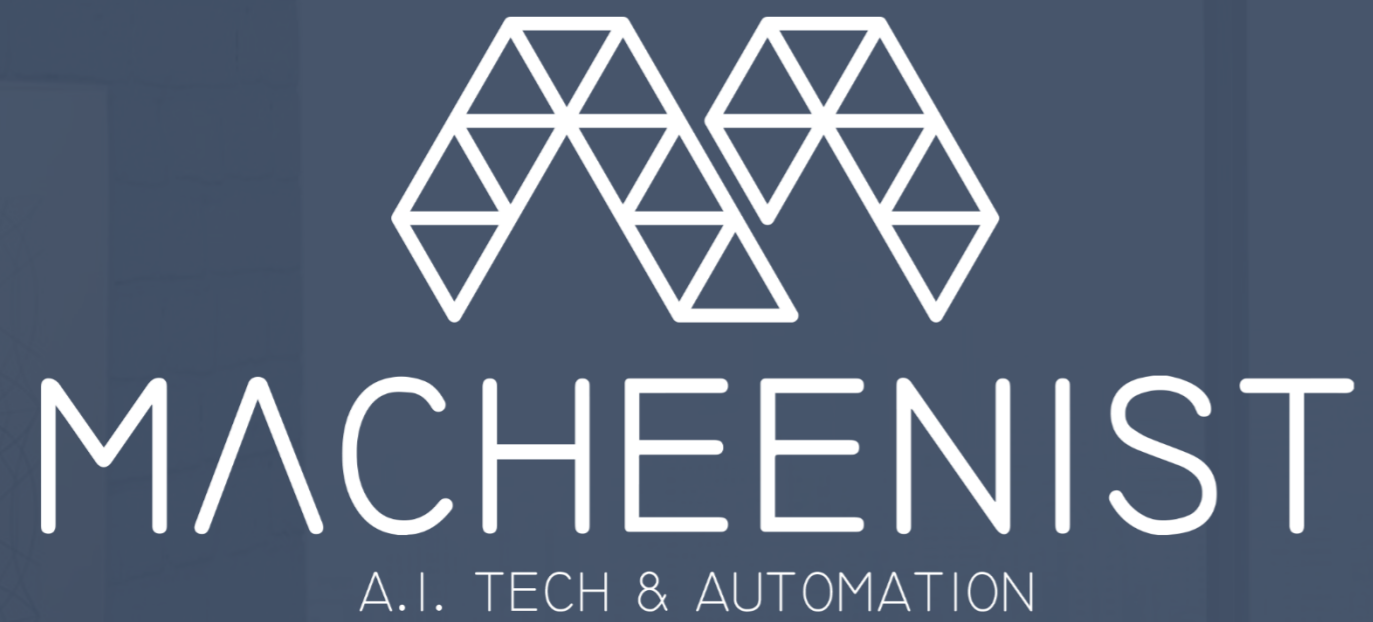
- Set Up Batch or API Prediction System
- Document Modeling Process for Reproducibility
- Create Model Monitoring & Maintenance Plan

# LAYERED A.I. ASSISTANT ARCHITECTURE

- ✓ **INTERFACE LAYER** | Business Intelligence Dashboard with Voice, Hand & Eye Tracking.
- ✓ **UI DATA LAYER** | All forms of data pertaining to Business Intelligence shown visually on the dashboard interface.

- ✓ **DOMAIN LAYER** | Dialogue management driven by Machine Learning essential the Conversation Model.
- ✓ **SPEECH LAYER** | Natural Language Understanding and Speech to Text make it simple to interact.





## Contact the Macheenist team.



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1.818.602.9470



[www.macheenist.com](http://www.macheenist.com)



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on Facebook