

# Available for Acquisition

## Website AI Lead Capture Chat Agent

- **An Automated Chat Agent:** that uses a form of artificial intelligence (Natural Language Processing) to respond to text input from a visitor and behave like a real live (human) chat agent on a website.
- **Operates Autonomously 24x7:** engaging with website visitors, capturing their contact information and main questions and sending that information to the business for follow-up.
- **Current Install Base:** 180 users through: 1 major white label partner, 3 small partners, and 7 direct end-users
- **Technology Has Proven to Increase Lead Capture:** for a number of industry verticals by a factor of **2-10x**.
- **Rapid Set-Up:** Allows basic version of automated agent running in <15 minutes for general businesses and several vertical markets companies (company developed templates available)
- **Chat Highly Effective at Engaging Website Visitors:** and it is a rapidly growing market with 52 million websites already using live chat. However, small-medium businesses do not typically have the manpower or resources to man live chat 24x7 so an effective automated service is highly attractive for these businesses.
- **Focus on Lead Generation:** focus on lead generation for small-medium businesses. Greater than 95% of a website's visitors do not engage with the business – this is the main problem we're solving. We've setup our system to engage a website visitor more effectively than live chat or simple pop-ups so that we can capture more leads for that business.
- **Simple and non-technical:** Other AI agent solutions are complex and require a higher level of technical sophistication to setup, deploy, and maintain the agent. Our solution is simple, easy, and does not require special technical or marketing skills. You don't need PhD's to setup and maintain the system or professional copywriters to script the agent. We've taken the guesswork out. It's turnkey.
- **Modular Technology Platform:** The way we have created our tech platform we have a type of technical 'shell' that lets us plug-in to more advanced AI/NLP systems. We currently have our own NLP. However, as 3rd party specialty NLP providers become more sophisticated those capabilities can be added to the system. It is setup to add these providers (like Watson, Rasa.ai, etc.). A strategic acquirer gets the benefit of having something that is ready to deploy now and also a technical architecture that is a foundation to build upon if they choose.



MidMarketCapital, Inc.

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### Client # 171120 T

The Strategic Acquirer could leverage company's assets to provide their clients with a high-value service while adding an additional revenue stream, or multiple streams by splitting out the product offerings. The existing AI Agent operates autonomously and is sufficient as a highly effective lead capture tool for most small businesses. For more complex businesses, the advanced Agent as platform is at a similar development stage as are self-driving vehicles. If the automated agent initiates the conversation and then it gets 'stuck' on something it doesn't know or if a website visitor is ready to make an action (purchase, booking, appointment, etc.) we would interface with a live chat cut-in. For a technology oriented acquirer we bring faster time to market and a foundation to build upon. The technology platform is designed to operate independently while also allowing 3rd party integrations. An acquirer can leverage the existing platform immediately to create next-generation artificial intelligence agents.

*We are exclusively representing this Company to your firm as part of an offering to a select group of qualified investors. MMC specializes in mergers, acquisitions, financing and divestitures of privately held middle market technology based businesses. No reproduction, in whole or part of this Confidential Acquisition/Investment Profile may be made without prior written permission of MMC*

**STANDARD CONFIDENTIALITY AGREEMENT**  
**Client # 171120 T**

***Website AI Lead Capture Chat Agent***

This Confidentiality Agreement will confirm our mutual understanding in connection with MidMarket Capital (MMC) providing, and your receipt of, Information regarding the Company described above as ("The Company").

Information means all oral or written data, reports, records or materials ("Information") obtained from MMC or The Company, including the name, address and type of business of The Company, the knowledge that The Company may be considering a sale, or even the fact that information has been provided. Information shall not include, and all obligations as to non-disclosure by the undersigned shall cease to any part of, such information to the extent that such information (i) is or becomes public other than as a result of acts by the undersigned; (ii) can be shown was already known to the undersigned at the time of its disclosure hereunder; (iii) is independently obtained by the undersigned from a third party having no duty of confidentiality to The Company; (iv) is independently developed by the undersigned without use of any Information supplied hereunder; or (v) is obligated to be disclosed pursuant to applicable law, regulation or legal process.

Information is being furnished solely in connection with your consideration of the acquisition of The Company and shall be treated as "secret" and "confidential" and no portion of it shall be disclosed to others, except to those of your employees and agents whose knowledge of the Information is required for you to evaluate The Company as a potential acquisition and who shall assume the same obligations as under this Agreement. The undersigned hereby assumes full responsibility for the compliance of such employees or agents to the terms of this Agreement.

The undersigned further agrees that it will not interfere with any business of The Company through the use of any Information or knowledge acquired under this Agreement nor use any such Information for its own account.

It is understood that The Company is the intended party and beneficiary whose rights are being protected and may enforce the terms of this Agreement as if it were a party to this Agreement.

All Information shall be promptly returned or destroyed, as directed by us or The Company.

It is understood that (a) no representation or warranties are being made as to the completeness or accuracy of any Information and (b) any and all representations and warranties shall be made solely by The Company in a signed acquisition agreement or purchase contract and then be subject to the provisions thereof.

The undersigned acknowledges the responsibility to perform a due diligence review at its own cost and expense prior to any acquisition.

The respective obligations of the parties under this Agreement shall survive for a period of two years following the date hereof.

Name of Individual: \_\_\_\_\_ Title: \_\_\_\_\_  
(Please Print) (Please Print)

Organization: \_\_\_\_\_

Email Address: \_\_\_\_\_

Street Address: \_\_\_\_\_  
\_\_\_\_\_  
(City) (State) (Zip)

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Authorized Representative)

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