

# Amberscript

## PITCH DECK

Peter-Paul de Leeuw - *Founder & CEO*



**OUR VISION**

ALL VIDEOS WILL BE  
SUBTITLED



**OUR MISSION: WE MAKE AUDIO ACCESSIBLE**





# We are conquering a massive market opportunity



## Total market

Transcription market size  
globally





# The problems



## Problem #1

There is a huge video boom but **many people are left out** because they cannot consume video



## Problem #2

Due to **European legislation** all video from organizations need to be subtitled



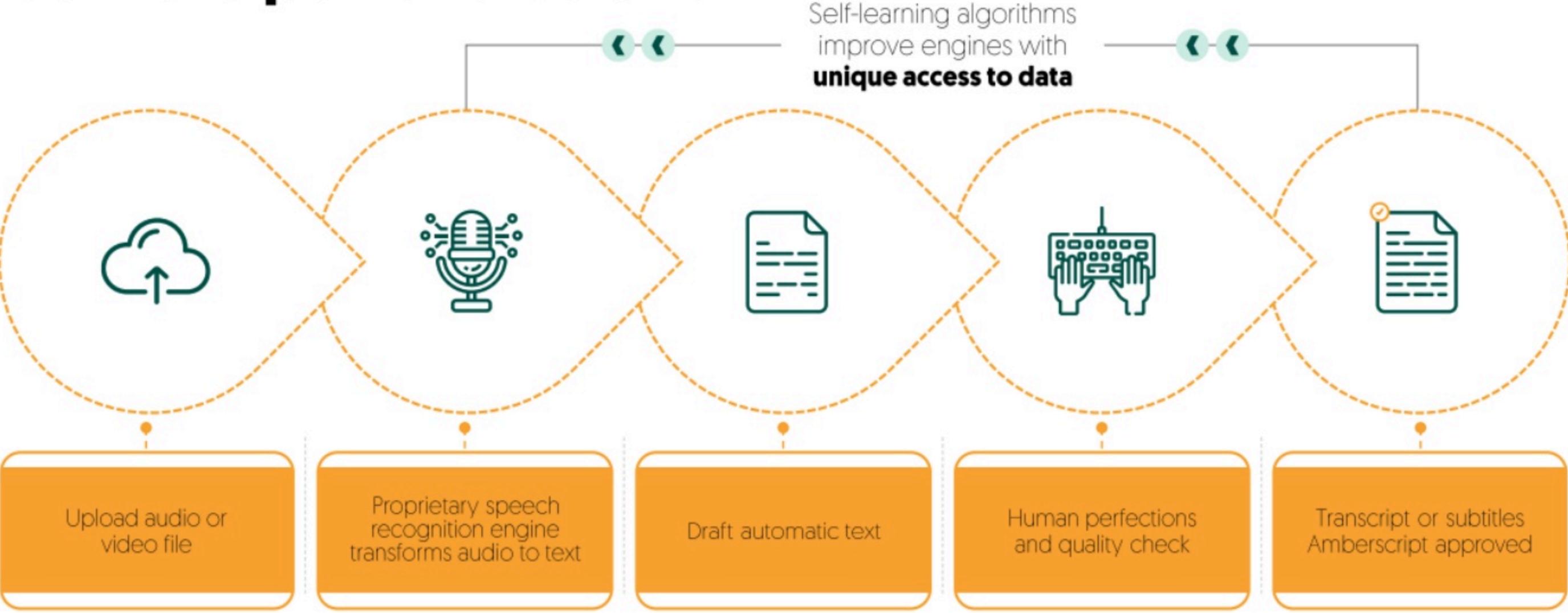
## Problem #3

Automatic speech recognition is **not utilized** in the transcription market



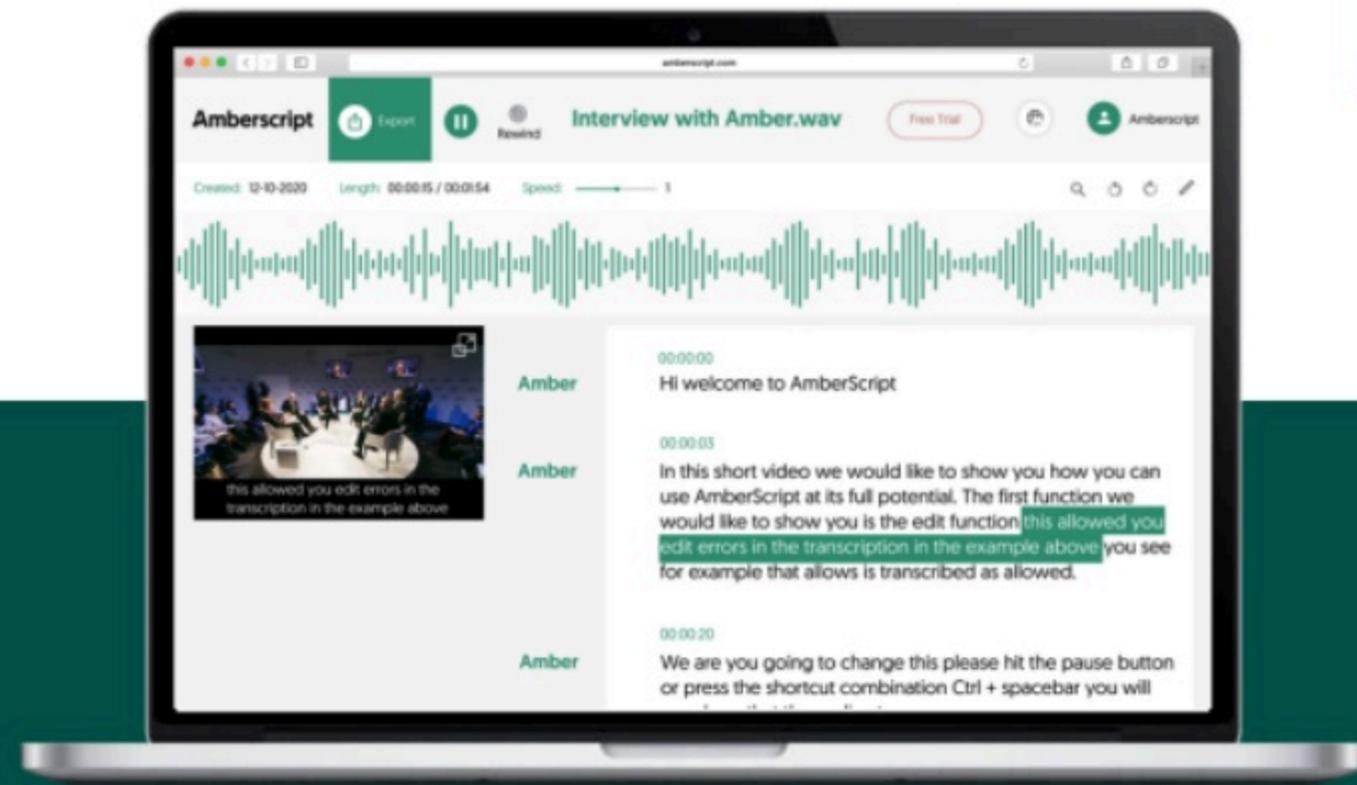


# We merge the power of artificial and human intelligence to deliver a powerful solution





# Assisted Intelligence works



## Accuracy

We merge artificial and human intelligence into the best transcription solution with 100% accuracy

## Speed

We decrease delivery times by automating the workflow

## Ease

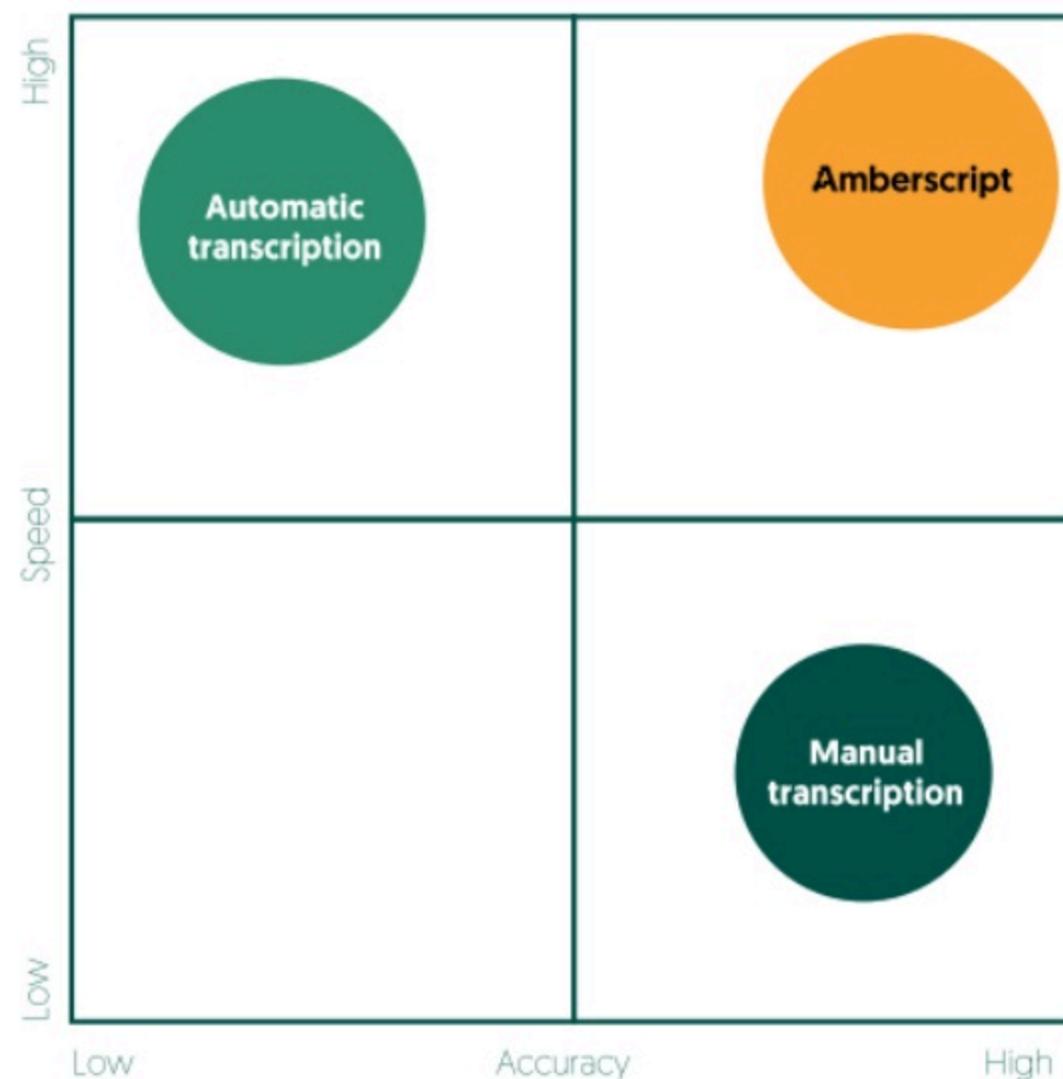
We provide an easy to use tool that integrates with your software suite



377 reviews  
★ Trustpilot



# Our approach outperforms on accuracy and speed which is essential in the B2B market



Automatic transcription is fast but delivers 75% accuracy on average, acceptable only for a limited number of B2C segments



The fragmented traditional manual transcription market takes 8 hours to transcribe 1 hour of audio



**Amberscript merges automatic and manual transcription** to transcribe with high accuracy for B2B segments at record breaking speed





# Today's software trends mandate monetizing usage

## Automation

The more successful a product is, the fewer user seats a customer needs. Seat pricing doesn't scale with the value of automation

## AI

AI eliminates the need for teams of people. Monetization can no longer be tied only to human users of a products

## API

For many of the fastest growing software companies, the value is in the API. Value is not tied to a user



Many of the strongest tech companies have a usage-based model





# We are scaling our success formula





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