



daisee

Disruptive Technology

18 November 2019

The Daisee Story

Founded in 2017 – **Daisee** is an Enterprise SaaS Machine Learning Software company and has raised over \$12m in capital to date

Deep Technology

Lisa's Semantic Engine was developed following ~5+ years of R&D at Deakin University in Melbourne
Strong internal software engineering team; modular architecture; highly scalable

Internationally Multi-Award winning

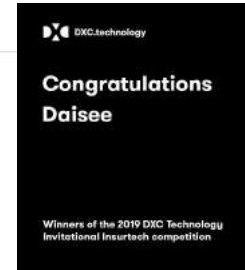
Global Fintech 100 (2019) – Emerging Companies
Westpac Regtech Innovation award
DXC Insuretech award
and Insuretech of the Year (2019)...

Recognised by regulators

Recently presented at the ASIC symposium on voice analytics for compliance



Who is **daisēe**



A bit about me...



25 years of global leadership experience that includes several chief executive and board roles; extensive experience in early stage business and technology based general management roles

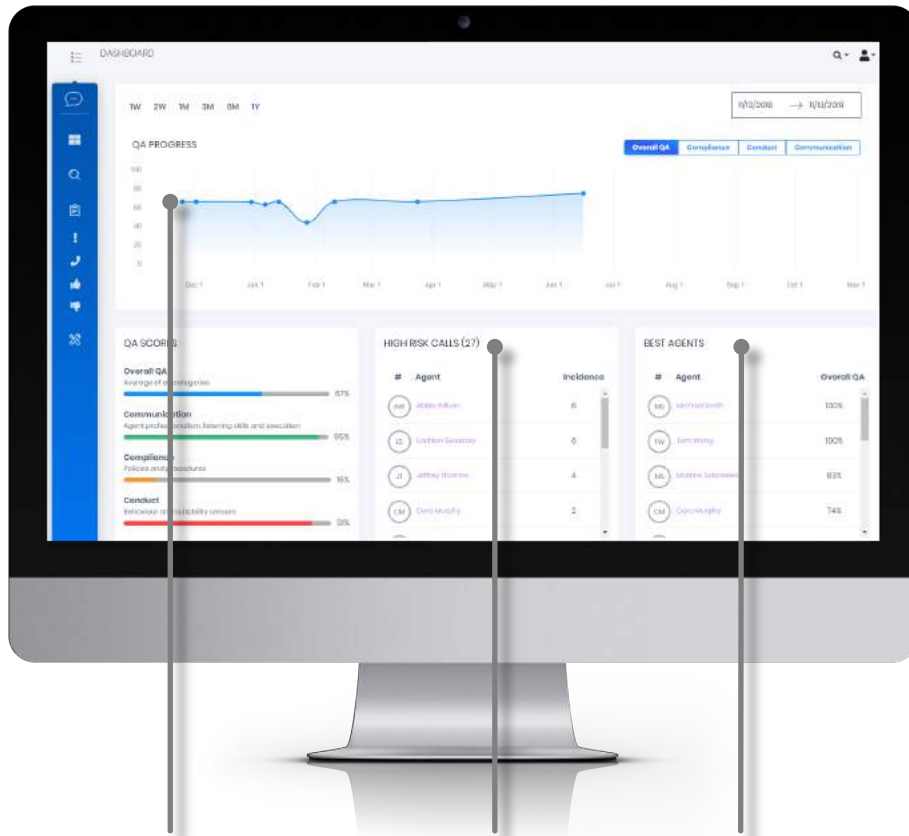
Currently CEO and Founder of **Daisee**

- Former CEO of **OFX Group**, one of the world's leading international payment and foreign exchange companies listed on the ASX.
- First Regional Managing Director of **Google** in Southeast Asia (including Australia and NZ)
- Former Chief Executive of **firstdirect Bank** in the UK
- Several international roles with the **HSBC** Group including being the first Global Head of Internet Marketing.
- Member of the Technology Advisory Panel for Australia's largest Superannuation fund – **AustralianSuper**
- Non-executive director of **Stone & Chalk**
- BSc - Psychology and Statistics; MBA from MGSM ('92).

Lisa

Linguistic Interpretive Semantic Analysis

Keep your finger on the pulse with intuitive dashboards

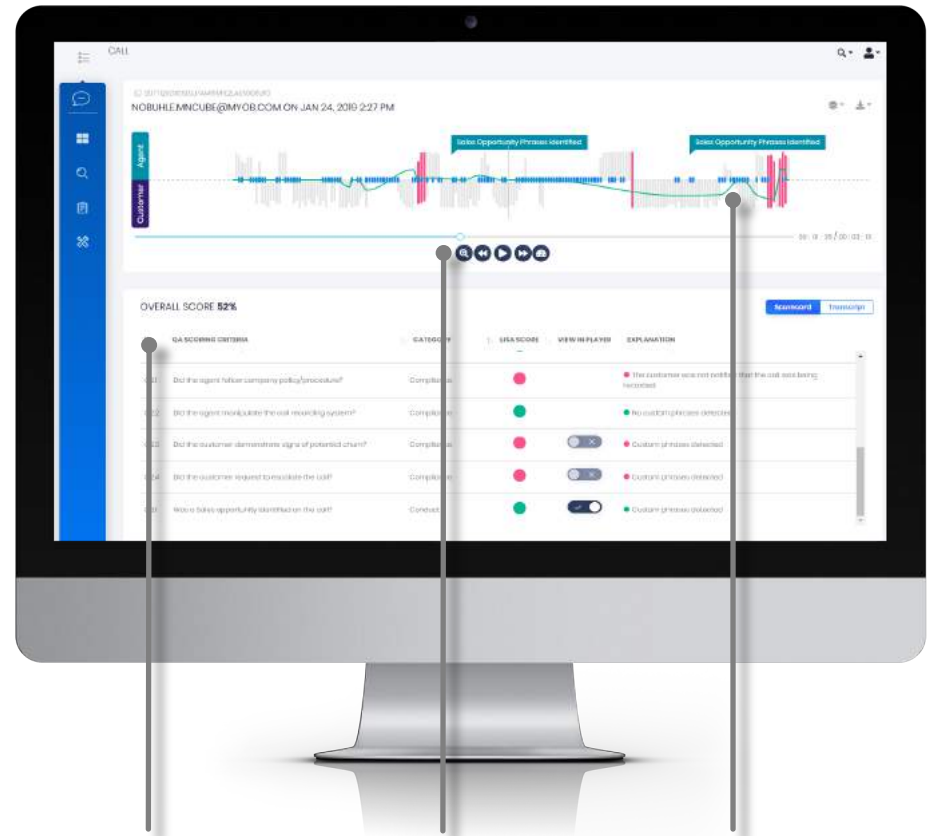


Track team performance

Flag High Risk calls

Identify best and worst agents

Drill-down and get insights from any and every call



Automated Scorecard for each call

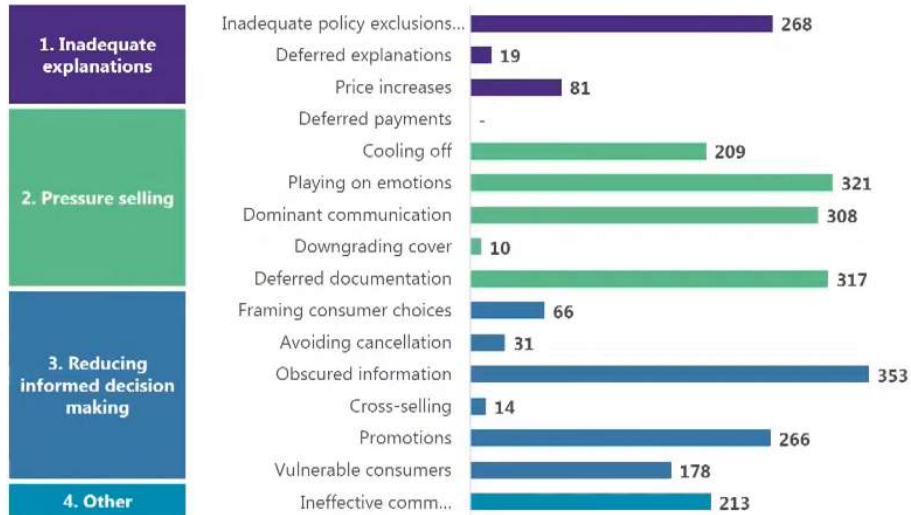
Integrate with your QA workflow

Identify in-call events



The Australian Regulatory Landscape

We identified a number of potentially risky calls based on the risk categories articulated in Report 587



19



Twitter – #ASICregtech19



AER chair Paula Conboy. JOSH ROSENSTONE



ASIC
Australian Securities and Investments Commission



In Australia, Lisa will be positioned as a Compliance product for Financial Services charged on a consumption basis

Customer Size	Enterprise <i>(Elephants)</i>	SMB <i>(Deer)</i>	Startup <i>(Rabbits)</i>		
Country	Australia	United States	Europe	South America	Asia
Channel	Direct	Partner	Reseller	Marketplace	
Proposition	Full Service	Add-on	Component	Basic	
Positioning	Customer Service	Sales	Compliance	Training	
Customer Success	Out of the box	Configured	Customised	Consulting	
Sectors	Financial Services	Health Care	Telecoms	Retail	Travel
Interface	UI	API			
Pricing	Premium	Consumption	Licence	Freemium	Fee

Key Choices

In the US & UK, Lisa will be a basic product positioned as Customer Experience aimed at Financial Services & Healthcare

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Pricing	Premium	Consumption	Licence	Freemium	Fee
	Key Choices	1 st Phase			

Q&A

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