askly®



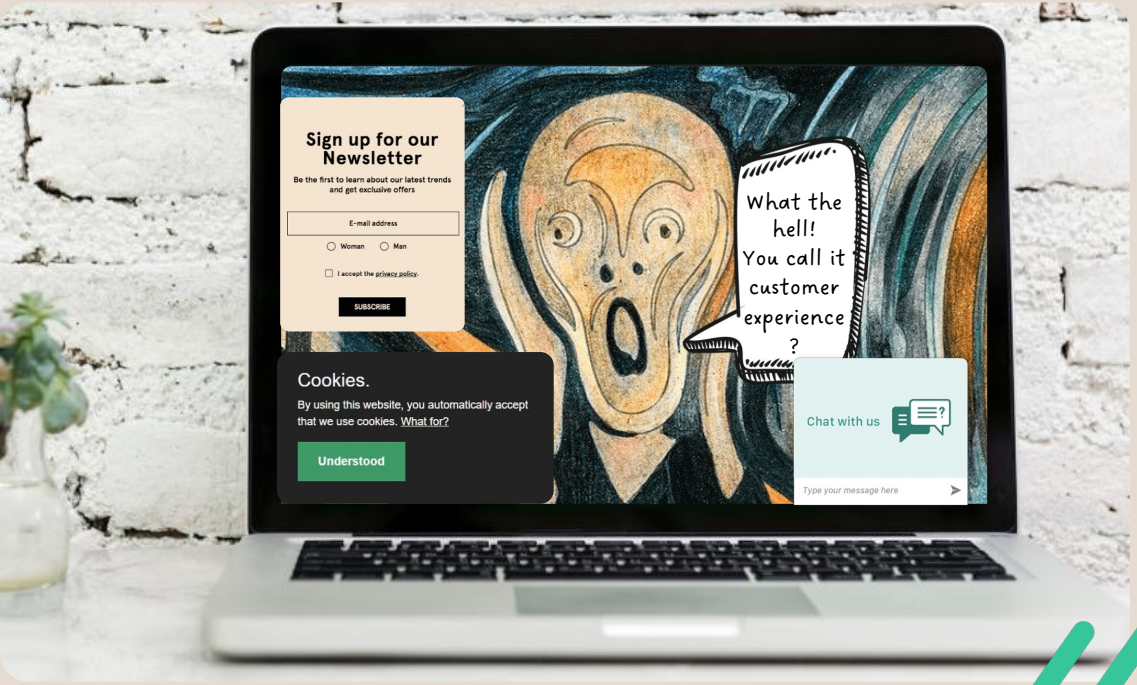
PITCH DECK

Sandra Roosna
CEO / Founder

www.askly.me

PROBLEM

Chat-platforms cause more damage than facilitate SME's growth



Negative chat experience drives away 30% of customers

99% OF CHATS & BOTS are:

- complex to setup
- no easy AI implementation
- only in one language

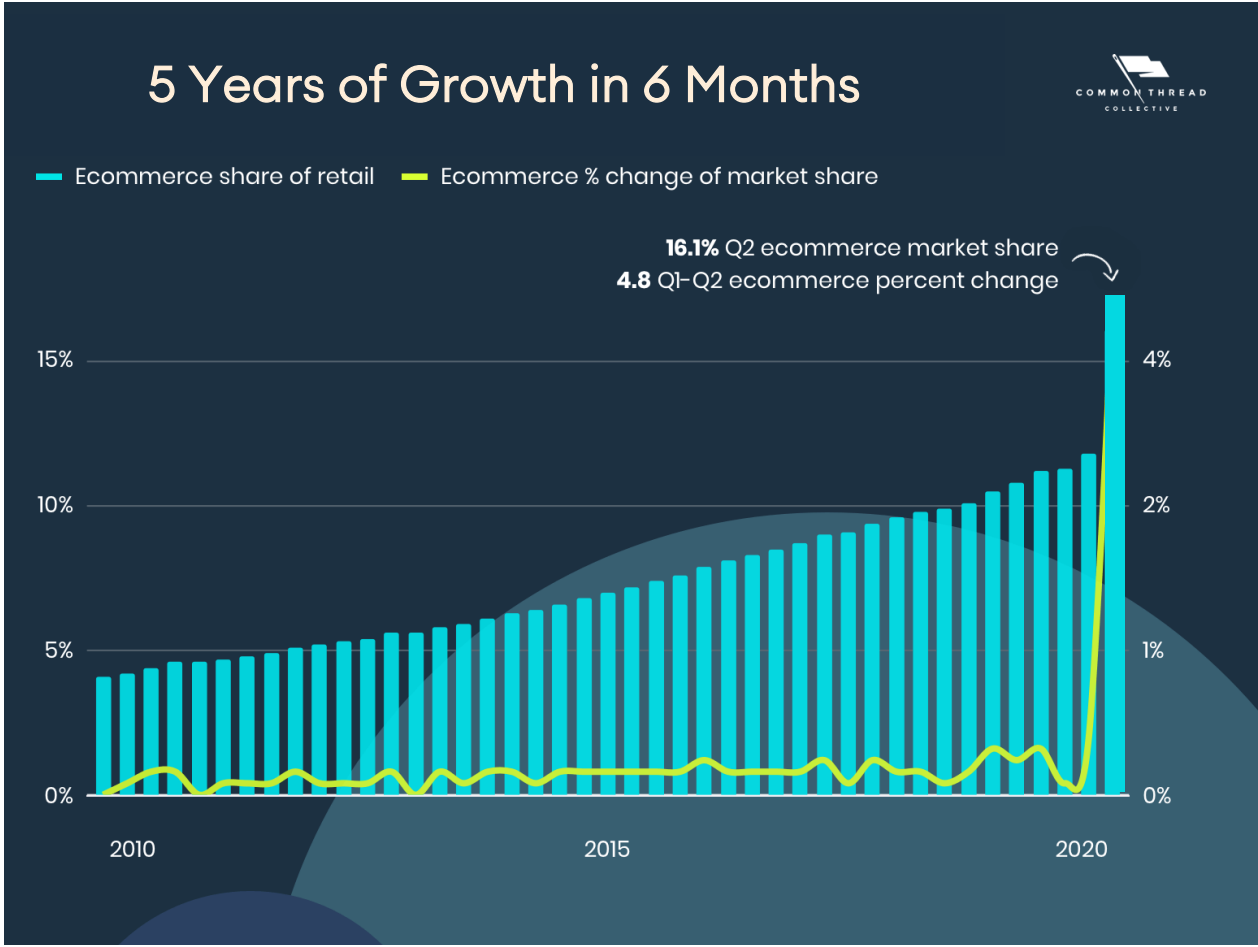
MARKET VALIDATION

2B+ people bought products online in 2022

E-commerce is growing.

85% prefer human powered real-time support.
Source

26% of conversations via website chat require translation
(Askly statistics in Europe).



SOLUTION

Askly is the only ready-to-use chat with built-in consumer psychology essentials, empowering positive customer experiences.

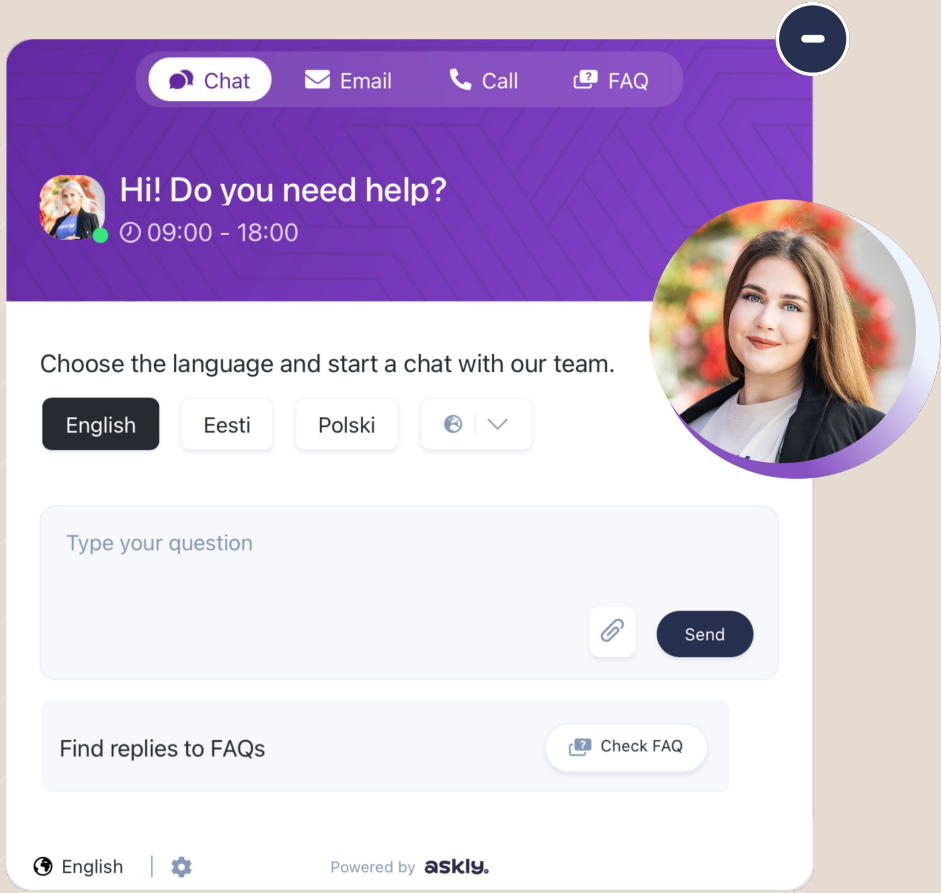
2 min setup. Plug&play.



PRODUCT

Powerful chat to convert max website traffic into sales

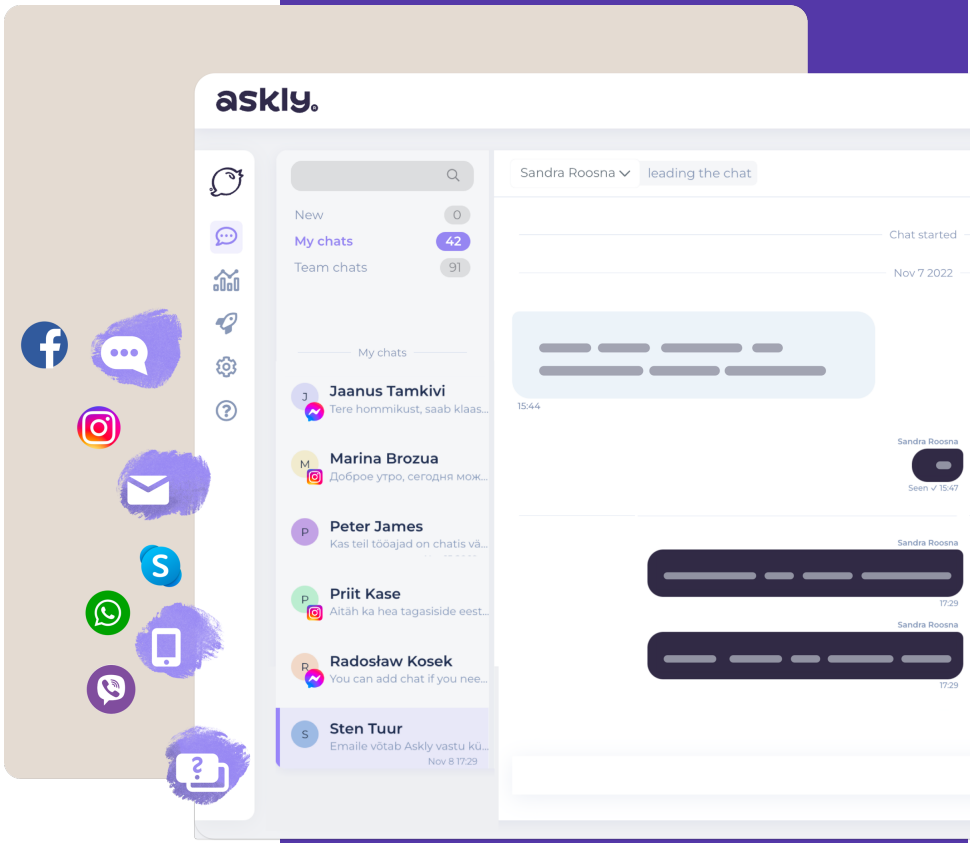
- **ultra user-friendly and easy-to-use** even for non-tech savvy agents
- **smooth & seamless** translation: support team can answer inquiries in any language
- **stable platform** in 27 languages with database AI can be applied to



VALUE PROPOSITION

Customer experience is everything

- **Up to 5X** longer sessions on website /product pages
- **2X** customer loyalty with improved CX
- More automation, less hassle.
- Zero development.



MEET OUR TEAM

We are a team of 8 revolutionizing online customer service

Sandra Roosna
CEO / Founder
ex-Soracom
(exit in 2018 USD 200M)

Hans Niinemäe
CTO / Co-Founder
ex-ERPLY (Seedcamp)



We are backed by well-known Estonian investors:






Ivo Remmelg, Harri Tallinn, Taavi Tamkivi, Indrek Kasela, Lauri Isotamm, Sonny Aswani and more.

Ajujaht
Finalist

Y Combinator
SUS Alumni

PROGRESS

Traction from Day 1

Jan 2022

MVP Ready

First 50
e-stores

98% still active
daily users

Jan 2023

250+ e-stores live

165+ paying
customers

Dec 2023

600+ e-stores live

MRR 20K

AI implemented
into the product

Customers:
in 10+ countries

VC-backed
Seed Round
(1,5-2M)

askly®

Business model

B2B SaaS

14 days free trial, then >

€ 39 per user / month
€ 99 per small team / month
€ 149 per bigger team / month

BUSINESSES VALUE ASKLY

200+ paying customers

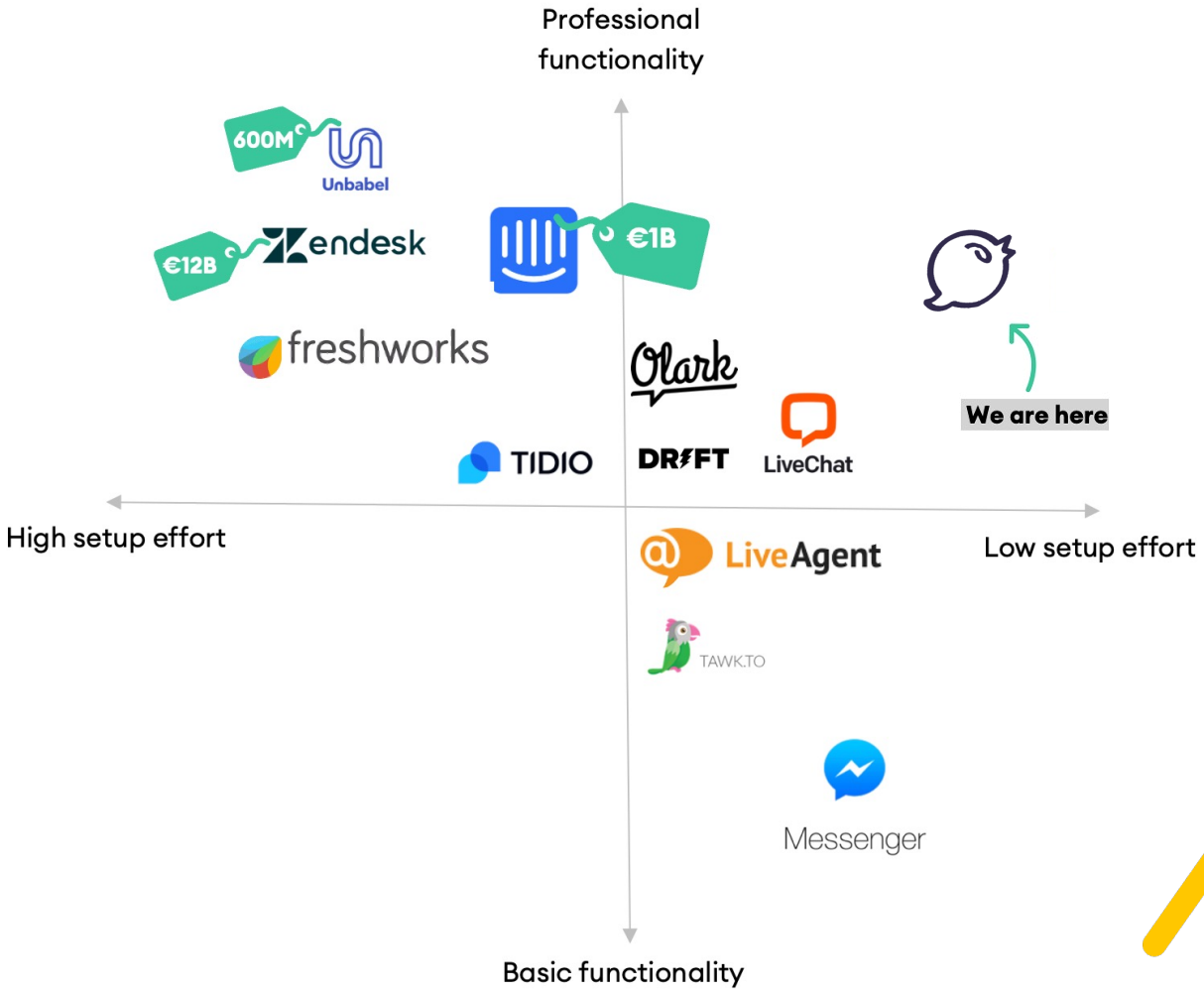
1,4% churn during 12 months



askly

ARR €78 000
MRR €6500

- **Yearly churn 1,4%**
- **CAC € 150**
- **LTV €2100**



COMPETITION

We stand out:

- The only simple, scalable, multilingual chat with affordable price
- No development
- The fastest setup on the market

askly

We have set next milestones:

~~€ 15K~~

~~€ 20K~~

€ 35K MRR in 12 months



€500K* investment ensures we achieve it.

Implement AI into customer service

Scale customer acquisition strategy to 10 markets

Impact 10+ million consumers

**70% is filled and signed.*

Let's make customer service in e-commerce better together!

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