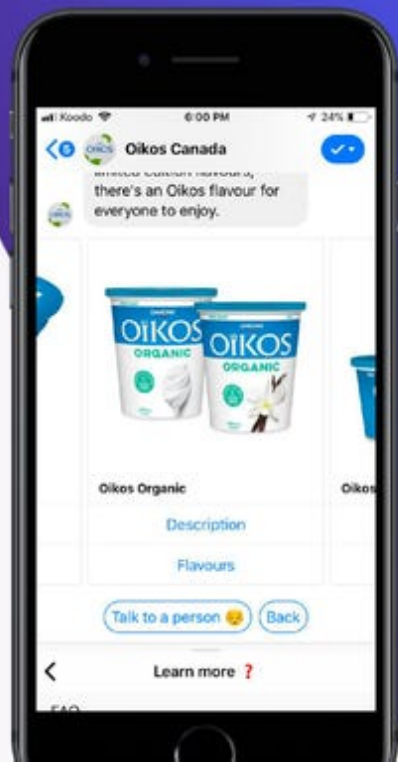


# CONVERSATIONAL COMMERCE

AN AI-AUGMENTED  
LIVE CHAT SOLUTION  
FOR RETAILERS



## World leader in conversational AI

“ In 2018, Heyday was named **Top 10 Global Vendor** ”  
in conversational marketing

 opusresearch

## Featured in

BUSINESS  
INSIDER

Forbes

VentureBeat

LA  
PRESSE

The Washington Post

les affaires

VICE

QUARTZ

LE DEVOIR

Rythme  
FM

(((SiriusXM)))  
SATELLITE RADIO

INFOPRESSE®

ELLE

M  
martechexec

Chatbots Magazine

hey  
day

**The future of commerce is  
conversational and data-driven**



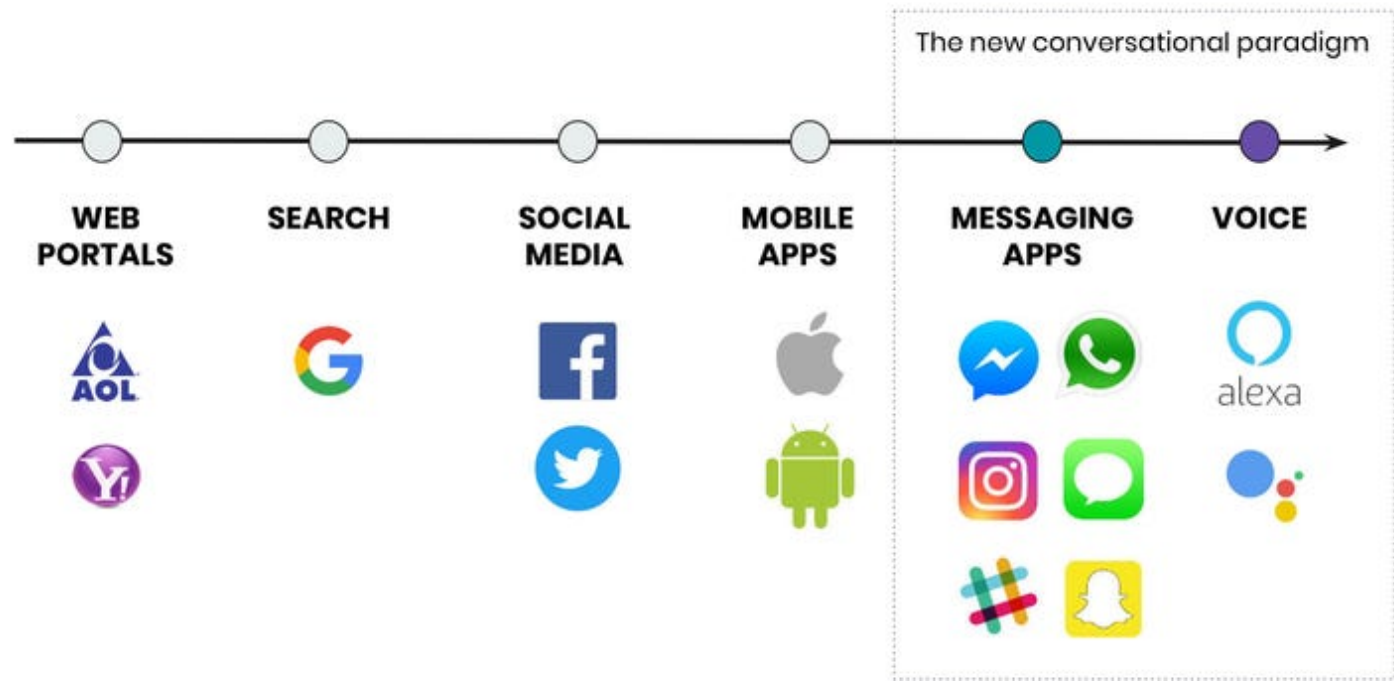


**Customers'  
communication habits  
are changing**



**A revolution in  
communication  
=  
a revolution in  
commerce**

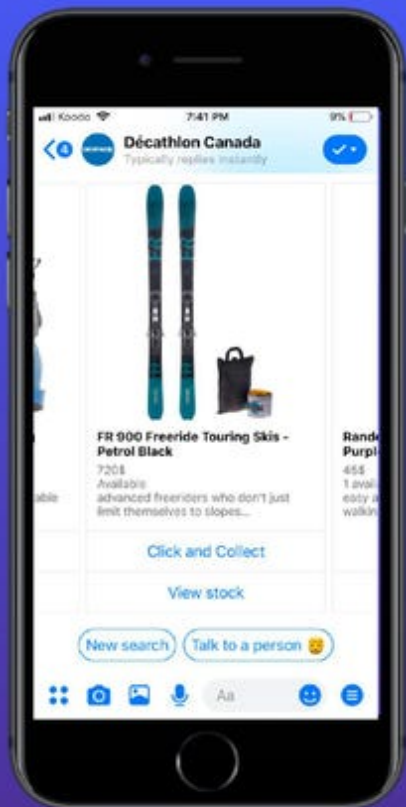
# The evolution of digital distribution



**10 billion messages**  
are sent between people and  
businesses each month on  
Facebook Messenger alone







🗨️ **53% of people are more likely to shop** with a business they can message directly

🗨️ **56% of people would rather message** than call customer service

Source: Nielsen 2018



## The new customer expectations



Speed



Ease



Personalization



Always on

today's problem

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Brands struggle to deliver a true omnichannel experience and a personalized level of service at scale.

As a result, customers are dissatisfied and disloyal, switching from one brand to another.

At Heyday, we're on a mission to make every customer feel like a VIP, thanks to the power of Conversational AI.

# On their own, chatbots and humans can't deliver the ultimate customer experience

## Pros

- Available 24/7
- Instant response
- Scalable
- Cost-effective
- Marketing automation



## Cons

- Fallible
- Insensitive
- Needs tons of data to be effective

## What it means for brands

Despite all the hype, first-generation chatbots lacked the AI training and data to deliver an elevated customer experience.

- Human touch
- Subject matter experts
- Brand-safe (ambassadors)



- Non-scalable (limited availability)
- Expensive
- Inconsistent level of service
- Can't track and automate

Live chat is delivering great results but is not scalable. Human agents are only capable of handling a few conversations at a time and therefore can't deliver an instant and consistent service.

# Heyday merges the best of both worlds to deliver the ultimate customer experience



- Lead generation & FAQ automation
- Customer triage and segmentation
- Routing to the right human agent.
- Predictive conversational recommendations to agents.
- Learns the brand's tone and manner from live human agent interactions.



- Take over the most complex & sensitive conversations.
- Supervises and reinforces the training of the AI with their know-how.
- Gets wealth of data and analytics to educate the brand's strategy & customer experience over time.

value proposition

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## **FOR BRANDS**

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We give superpowers to sales and customer service teams

## **FOR CUSTOMERS**

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Every customer is treated like a VIP

# Powering 1:1 customer conversations at scale



## Value proposition KPIs

**01**

Boost sales

**02**

Reduce operating costs

**03**

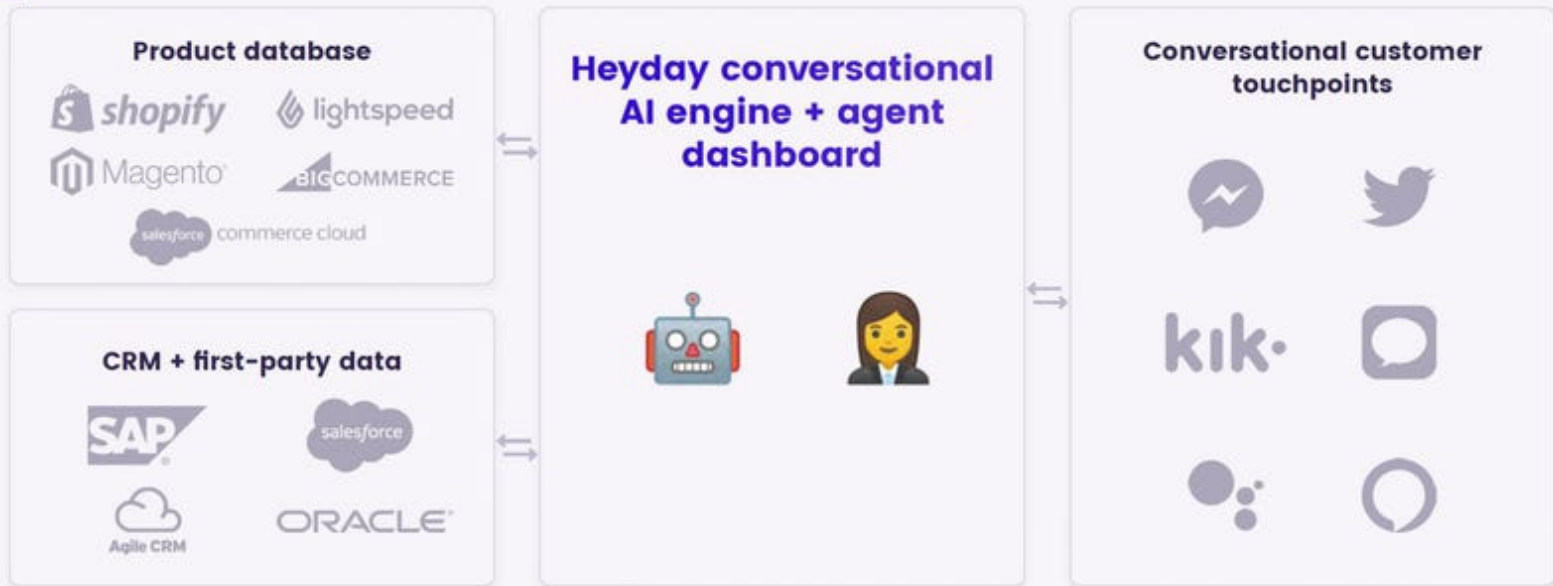
Increase customer satisfaction

**04**

Collect highly personalized declared data



# Software architecture



# Conversational editor

The screenshot shows a web-based conversational editor interface. At the top, there's a navigation bar with tabs: 'Workspace', 'Conversation Editor', 'Configuration Panel', 'Dashboard', and 'Promotion'. A 'Return to the editor' button is in the top right. On the left, a sidebar lists 'All Rows' with a '+ Add a Row' button and a list of items including '3.0 Release Calendar' which is currently selected. The main editor area shows a chat flow starting with a 'Release Calendar' button. Below it is a text message: 'let's check out the latest launch product coming out in the next 7 days #straight'. This is followed by a grid of three sneaker products:

Product Name	Release Date	Colorway	Buy Button	Share Button
Converse OS x Golf Le Fleur	18 Jan	Jade Lime	Buy	Share
Nike Shox Gravity	18 Jan	Grey, Metallic & Gold	Buy	Share
Nike Zoom Fly SP	19 Jan	White & Lucid Green	Buy	Share

At the bottom of the editor, there are icons for 'SOURCE', 'AI', and 'FLOW'. A 'hey day' logo is visible in the bottom right corner of the overall image.

# Product database integration

The screenshot shows a web application interface with a dark theme. At the top, there is a navigation bar with tabs for 'Workspaces', 'Conversation Editor', 'Configuration Panel', 'Dashboard', and 'Promotion'. Below this, a purple header bar contains 'Insights', 'Conversations', and 'Workspaces'. The main content area is titled 'DeGg McKinney' and features a 'User Insights' button. A sidebar on the left lists several users with their names and profile pictures. The main content area displays three product cards for cycling helmets: 'ROADR 100 cycling helmet', 'AIRFIT 900 cycling helmet', and 'ROADR 500 cycling helmet'. Each card includes a description, a 'Buy' button, and a 'Share' button. Below these cards, there is a section titled 'Duis aliquam facillia' with a 'Share' button. At the bottom, there is a search bar containing the text '/#Fwiv\_helms' and a set of navigation controls.

# CRM (customer profile)

The screenshot displays a CRM interface for a customer named Della McKinney. The main chat window shows a question: "Any road bike helmets?". A response bubble says: "Yes, we have these in stock in Brossard". Below this, a grid of three cycling helmets is shown: ROADR 100, AEROFIT 900, and ROADR 500. Each helmet has a description, a price, and buttons for "Buy" and "Share".

The "User insights" sidebar on the right contains the following information:

- User insights:** AEROFIT 900 cycling helmet. For cyclists looking for an aerodynamic helmet. 75.00 \$.
- Other info:** Tags include MegaWeekend, Adidas, Shoes, Series, Nike.
- Notes:** Shop gift for her husband.

A circular callout titled "Last product(s) clicked" highlights two products:

- AEROFIT 900 cycling helmet. For cyclists looking for an aerodynamic helmet. 75.00 \$.
- ROADR 100 cycling helmet. For beginner road cyclists seeking a simple helmet. 30.00 \$.

# Retargeting (message broadcasts)

The screenshot shows the Heyday interface for setting up a broadcast message. The main panel is titled "Setup your broadcast" and contains several sections:

- What kind of broadcast message do you want to create?**
  - Broadcast type: Recurring
  - Frequency: Every week
- Select your segmentation rules**
  - Country: Canada
  - Province: Saskatchewan
  - Gender: All
  - Age: 18 - 60
  - Interest: Clothing
  - Trigger: Last product clicked
  - Last visited: Returning user
- Choose which days and time to broadcast**

The right-hand panel shows a preview of the broadcast message with the text "I have some new merch for you" and a "Yes" button. Below the preview is a "Send" button.

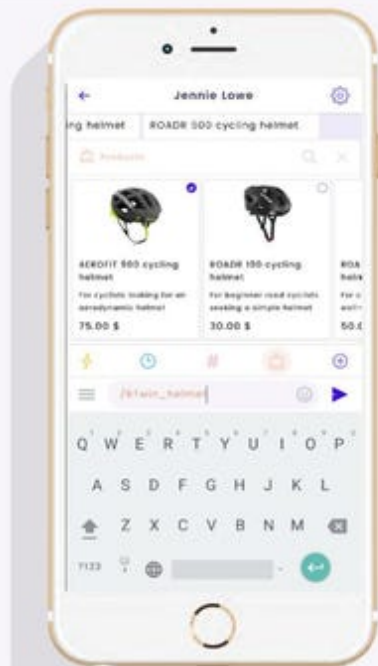
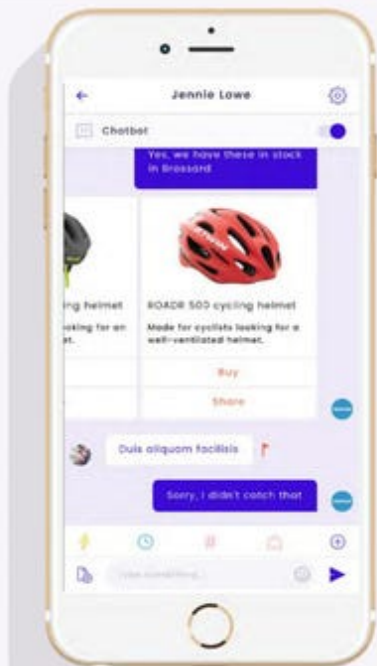
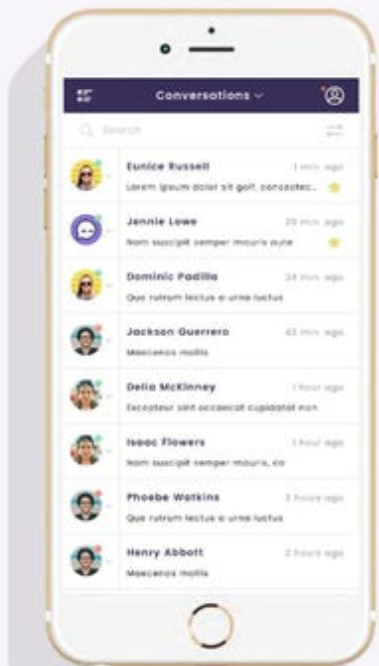
## Choose which days and time to broadcast

Starting date: 30 September 2018  
Time: 6:00 PM

Select a day



# Multiplatform design



secret sauce

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## **Two-way AI**

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Perfect interplay between AI assistant & human agent

## **Brand-safe**

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Our AI learns from the brand's most trusted ambassadors and proprietary data (alignment with brand's DNA and tone & manner)

## **Conversational CRM**

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We own the data and the AI. Compounding effect over time: brand clients are locked into the mutually beneficial relationship.

A unique niche at the intersection of two massive markets



Chatbot development  
platforms

**AI-augmented customer  
communication platform  
for retailers**

Live chat widgets

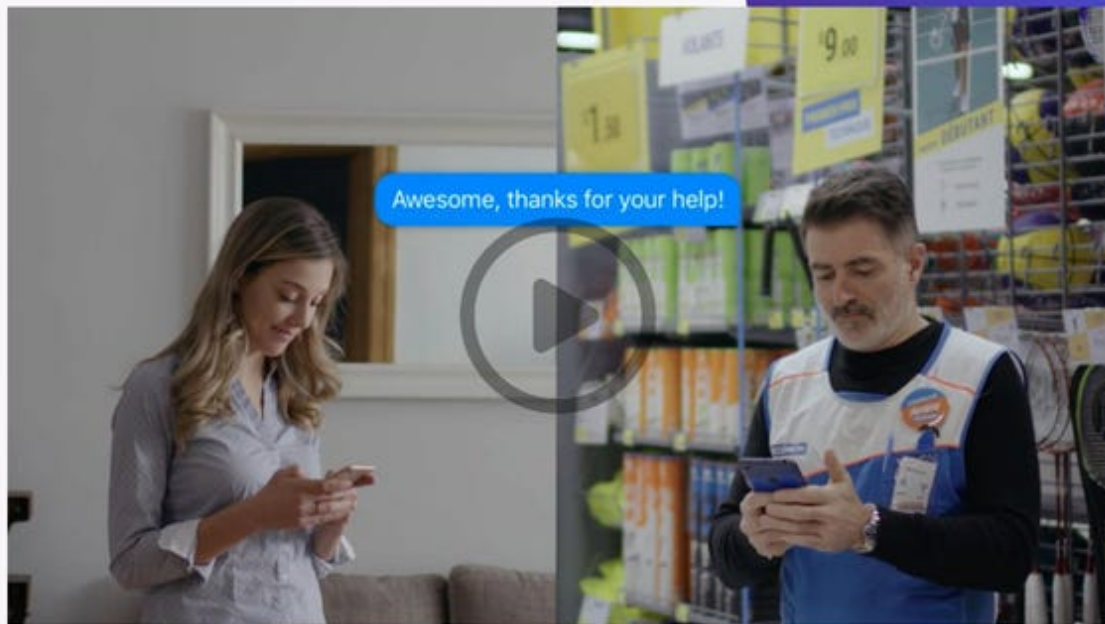




Trusted by some of the world's most prestigious brands and advertising agencies



## How it works



<https://vimeo.com/325280152>



## Ultimate vision

- 1 Become the voice of brands in an AI-powered world
- 2 Create the world's leading database of conversational customer data to deliver the ultimate level of personalization in customer experience

# Market & Traction



# Market

## Total Addressable Market

**\$24B**

**Global Chatbots Market  
by 2024**

**CAGR = 35%**

## Broader market

**\$248B**

**Mobile commerce market  
by 2020**

**CAGR = 40%**

Market focus: high-value, high-involvement retail purchases that require product research and sales conversations

TARGETED SEGMENTS:



FASHION & LUXURY



AUTOMOTIVE



HOME & RENOVATION



SHOPPING MALLS



TRAVEL



SPORTS & ENTERTAINMENT

## Customer traction

Number of clients

**25**

Bookings

**\$750K**

Pipeline

Weighted

**\$800K**

Raw

**\$1.7M**



So far, our marketing has been 100% organic

01

content

Forbes

VentureBeat

INFOPRESSE®

Chaibots Magazine

LinkedIn

02

press outreach

The Washington Post

BUSINESS  
INSIDER

VICE

YAHOO! LE DEVOIR

les affaires INFOPRESSE®

ELLE

LA  
PRESSE

03

speaking engagements

RDV.MARKETING®

Hop!  
by RDV.MARKETING

CAMPUS  
by RDV.MARKETING

Conferences  
INFOPRESSE®



BOTNESS ENTERPRISE

04

business communities

Forbes | Agency  
Council

F |

FRENCH FOUNDERS

Forbes  
30 UNDER30  
2018

MIT | Bootcamps

THE  
WEBBY  
AWARDS



# Founding team



# Steve Desjarlais

Co-founder, CEO

- 17 years of experience in software development & management (managed 60+ employees)
- Ex-Director of Product @ Ubisoft (Development Manager part of the Ubisoft Online backend technology department integrated with some of the world's best selling games including Assassins's Creed, Watch Dogs, Just Dance & Ghost Recon)

matrox<sup>®</sup>





# Étienne Mérineau

Co-founder, CPO

- Forbes 30 Under 30 - Marketing & Advertising 2018
- Contributing Writer @ Forbes & VentureBeat
- Judge @ Webby Awards & Mobile UX Awards
- 12 years of advertising experience
- 40+ brands including Adidas Originals, Home Depot, McDonald's, Coca-Cola, Lexus, Hitachi, SONOS, Air Canada, GM, Learjet & Reebok CCM
- 50+ creative advertising awards at top award shows including the Webby Awards, One Show, Interactive Applied Arts, Marketing Awards, etc.
- Mentor @ MIT Launch & Member of the International Academy of Digital Arts & Sciences in New York
- MIT Global Entrepreneurship Bootcamp alumnus

sidlee

dentsu  
AEGIS  
network

McCANN



# Hugues Rousseau

Co-founder, CTO

- 18 years of experience in software development (8 years as a manager of 60 developers)
- ex-Technology Director at Lightspeed, a leading cloud-based POS solution for retailers (valued at \$1 billion)
- ex-Development Director of technology team involved in some of the world's best selling games including Far Cry, Splinter Cell, Watch Dogs & Rainbow Six





# David Bordeleau

Co-founder, COO-Head of Engineering

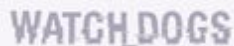
- 18 years of experience in software development
- 12 years of experience in management and client relationship
- ex-Director of real-time audio, video processing at Octasic, Matrox & Genband
- Scrum Master & PMP
- Launched Genband's global R&D lab



GENBAND

matrox

## Founding team's past experience



# Thought leaders in Conversational commerce

VB CHANNELS ▾ EVENTS ▾ NEWSLETTERS f t in RSS Search

fb AI GUEST

## How AI helps marketers tell better stories

STEWIE MORNING HEADLINE | OCTOBER 25, 2018 5:16 PM

What is your story?

News: Synchron can help you create a story  
Image Credit: Shutterstock.com/fundamental

We live in exciting times. Or, as Peter Diamandis would say, we live in "exponential times." Digital disruption is everywhere. There's always a new new thing. This is so true that we sometimes take it for granted and disregard its full

**MOST READ**

Why Siri on Mac barely registers as a feature — Use Siri, don't

**synchron**

AI software maker Synchron helps industrial suppliers figure out which parts to stock

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fb AI GUEST

## Why better design leads to better AI

**MOST READ**

**synchron**

A software maker Synchron helps industrial suppliers figure out which parts to stock

VB CHANNELS ▾ EVENTS ▾ NEWSLETTERS f t in RSS Search

fb AI GUEST

## 10 keys to writing stellar bot conversations

**MOST READ**

**synchron**

A software maker Synchron helps industrial suppliers figure out which parts to stock

# Questions?

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+1.514.267.5984

