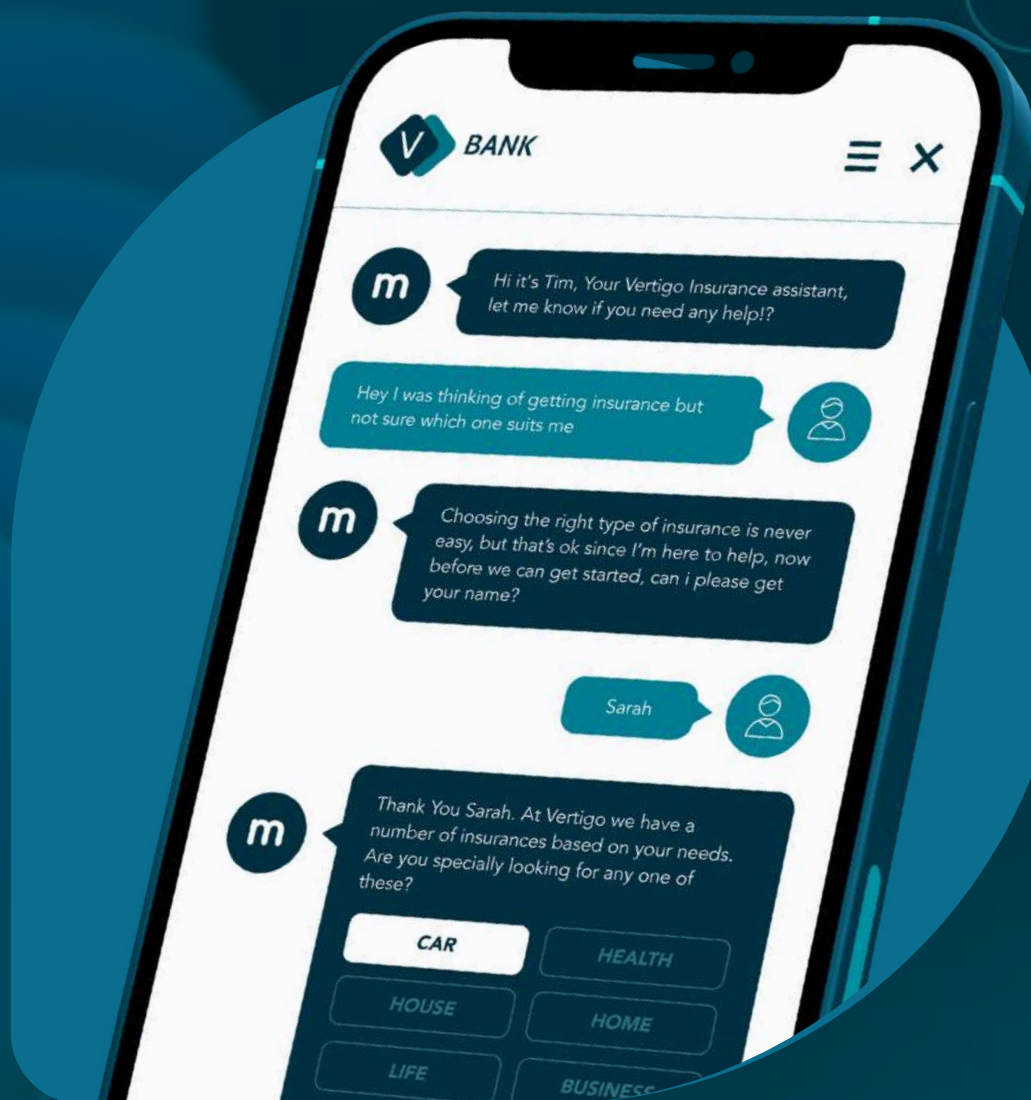


PARTNER PLAYBOOK



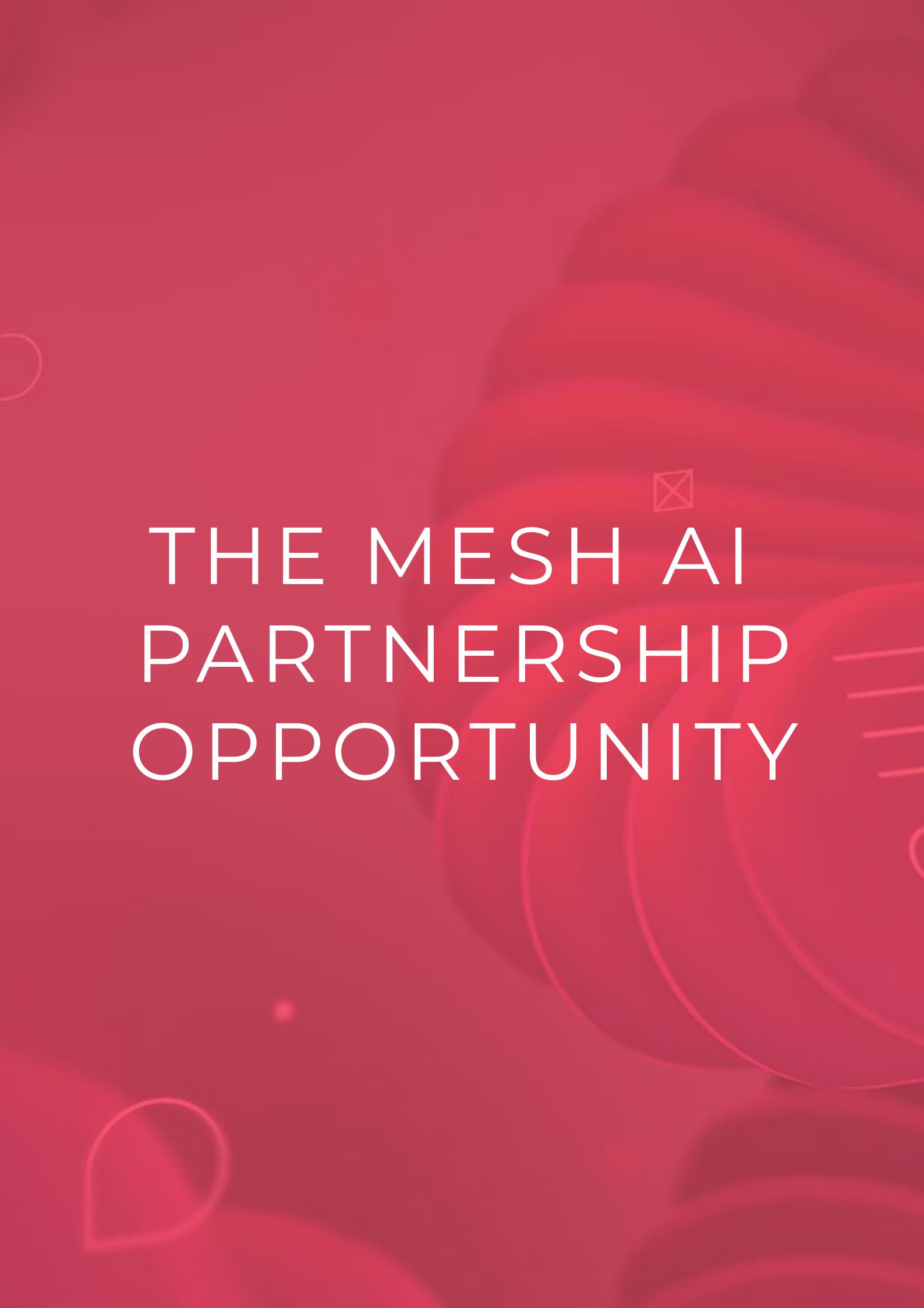
Conversational Revenue Platform

mesh **Ai**

Partner Playbook:

Table of Contents

The Mesh Ai Partnership Opportunity	//
Program Benefits	//
Onboarding Process	//
Go-to-Market Support	//
Program Resources	//

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THE MESH AI PARTNERSHIP OPPORTUNITY

The opportunity

The demand for Conversational Artificial Intelligence (CAI), as a product category, has never been higher:



GARTNER PREDICTS *that by 2022, 70% of customer interactions will involve an emerging technology such as Conversational AI*

Adoption of chatbots increased from **20%** to **50%** since 2020...there is an expected **100%** increase in adoption over the next 2-5 years (Gartner)

37%
of people are willing to make purchases using chatbots (Gartner)

Realising the impact that AI-enabled conversations can have on sales and marketing, we've spent the last few years and millions of R&D dollars perfecting our Conversational Revenue technology which has led to some impressive results for our strategic partners:

Partner case studies:

propic	100% response rate - 24/7/365	37.1% lead conversions	TOP 3 properties (by value) sold using Mesh Ai
VehicleLogic	200% increase in callbacks	60% lead volume increase	30% of website leads created by the chatbot

Conversational revenue is the next evolution of smart chatbots

Conversational Artificial Intelligence (CAI)—i.e. sophisticated chatbots—is a software category that is gaining a lot of momentum due to a perfect storm of global macro changes:

- *Computer power is growing*
- *Algorithms and AI models are becoming more sophisticated*
- *The world is generating once-unimaginable volumes of the fuel that powers AI—data.*

The global Conversational AI market **is expected to grow exponentially**

USD\$4.8B
In 2020



USD\$13.9B
By 2025

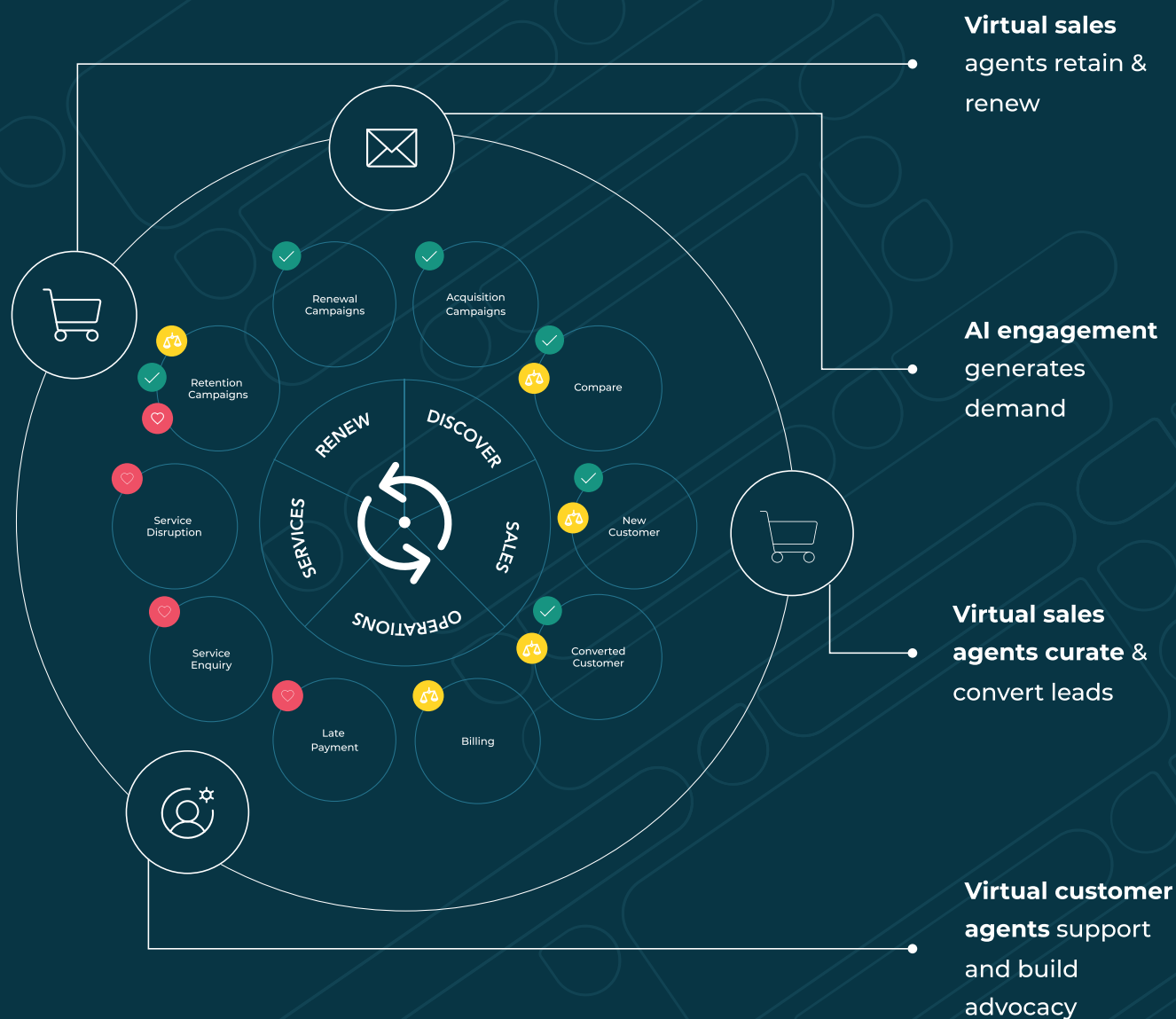
CAGR
of 21.9%

The incremental revenue opportunity

For software companies whose core offering does not involve chatbot technology, now is a unique opportunity to capitalise on this shift. The Mesh Ai Conversational Revenue platform allows you

to 'bolt on' a superior, natural language-based UI and enable a 24/7 customer experience for your current product while helping you to generate incremental revenue in a very short timeframe.

Conversational Revenue uses AI-driven Natural Language Processing technology to guess a user's intent and guide their buyer journey in an automated way via human-like conversations.



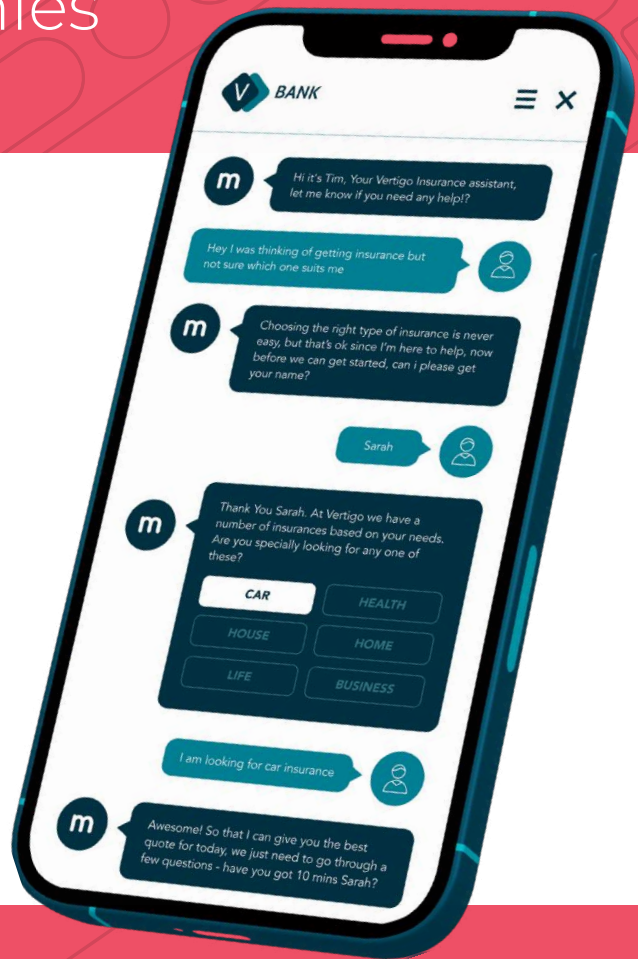
Messenger apps regularly get 80%—90% open rates and 20–50% clickthrough rates. When you compare that to email averages at 21.8% for open rates and 2–3% for clickthrough rates, the power of having a conversational platform embedded in all stages of the buyer journey becomes a no-brainer.

By leveraging an AI that remembers what users say at different journey stages, the Mesh Ai Conversational Revenue platform automates the user acquisition and support effort in a way that neither email nor advertising can replicate.

Unique white-label solution for software companies

Our white-label partnership supports your users—and for B2B apps, your customers' end users—all the way through the 'conversational conversion' funnel while maximising client retention and profitability:

- you own the customer or client relationship
- the chatbot is branded as you wish
- you own and control billing
- we support you with APIs / integrations as well as conversation design.



Truly No-code:

No development required by your team or end users - a single line of code in your app or on a website is all it takes to go live!

Conversational AI (CAI) is one of the fastest growing technologies – your clients will adopt this eventually, either from you or from a 3rd party, which risks a loss of revenue and the introduction of competing technology into your client ecosystem in the latter case.

Our experienced team and proven product can expedite your speed to market, leveraging 5+ years of experience deploying our enterprise-grade platform into a variety of industries.

Multiple monetisation models exist for partners, providing a new revenue stream for your existing or new customers including a white-labelled solution that embeds 'Conversational Revenue' into your existing product or platform – deepening your user engagement capabilities.

SaaS deployment means low impact on your current resources, providing an opportunity to "own" the emerging Conversational AI space while getting even greater customer data insights.

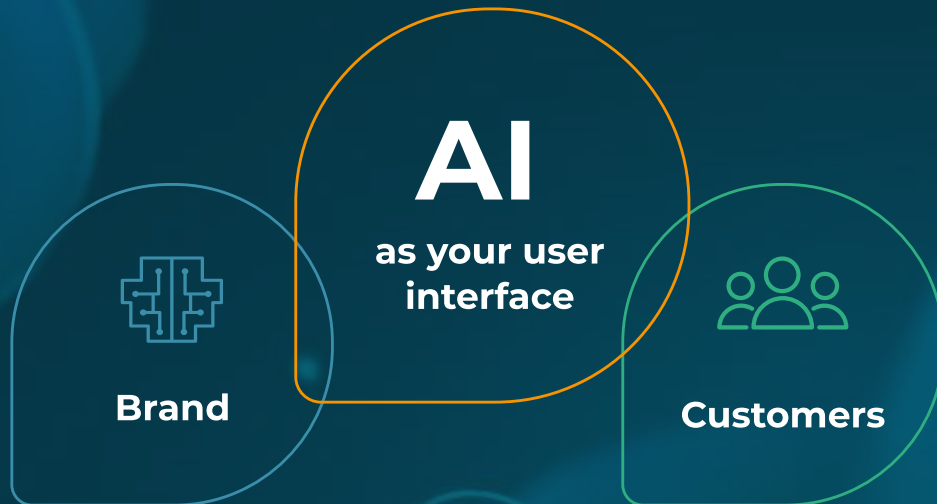
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PROGRAM BENEFITS

✉ Welcome on board!

We're excited to welcome you into the Mesh Ai partner network and help you add Conversational Revenue capabilities to your software! This will allow your customers

to boost sales, while helping you—as our strategic partner—to tap into an additional incremental revenue stream that will also have a favourable impact on your valuation.



Mesh Ai partner benefits

A SCALEABLE AND ROBUST PLATFORM

Enterprise-grade

We have successfully delivered deployments that meet the strictest of corporate governance requirements, including for global brands and government agencies.

Trusted by Microsoft

As a Microsoft Gold partner of many years and backed by Microsoft for Startups, you can trust that we will deliver a world-class result every time. With a Microsoft seal of quality!

EASY TO DEPLOY & OMNICHANNEL

'Channel-less'

Our chatbot seamlessly works across many channels, including in-app, social, website / mobile. No need to worry about building and maintaining infrastructure for many APIs – we'll handle it.

No-code setup

Mesh Ai is easy to integrate into your existing software product and our no-code platform is simple to use, yet powerful. Our UI-based Machine Learning engine is accessible & easy to tweak - putting you in control.

Diverse revenue streams

Types of revenue	Partner	Mesh Ai
Monthly SaaS fee – flat fee for monthly access to the bot	SPLIT	
Additional modules – Mesh Ai developed modules	SPLIT	
Support fees – monthly tuning	Yours	
Digital marketing services	Yours	
Training and onboarding	Yours	
Configuration and consulting fees	Yours	

Our partners come first in every sense. In fact, nearly two-thirds of our platform's intelligent customer conversations in 2021 came through our software partner network.



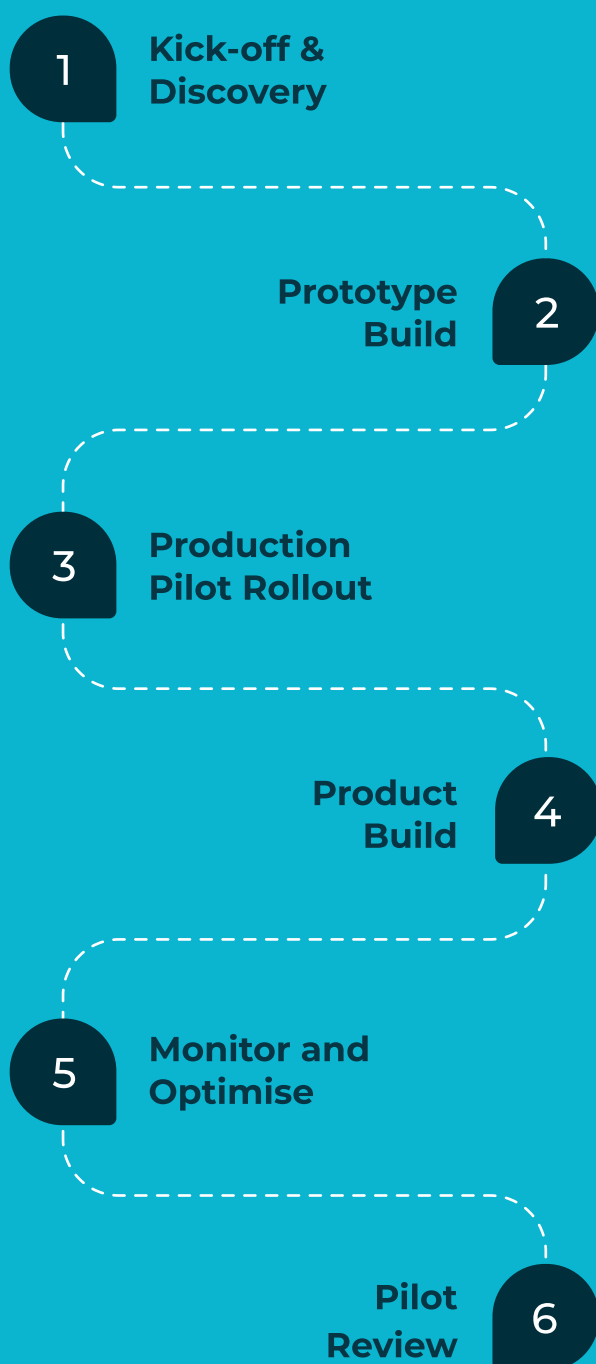
ONBOARDING PROCESS

Onboarding process

Our goal with getting you on board as a valued Mesh Ai partner is to ensure your success from the get-go. To achieve this

aim, we have created a comprehensive onboarding framework that spans both product and commercial enablement.

Product



Commercial



Joint business planning

The foundation of our alliance is a thorough joint business planning process that involves an end-to-end mapping of high level strategy, commercial objectives

and a detailed assessment of capabilities around product and go-to-market execution. This also includes defining the governance structure and laying detailed tactical plans.



1

Joint Strategy

Align on the partnership vision and market development strategy

2

Capabilities Assessment

Assess joint product, commercial and financial capabilities, and resources

3

Product Onboarding

Map out a detailed project plan for the product and pilot deployments

4

Ownership of Deliverables

Define ownership of all components across the entire partner program

5

Marketing Plan

Brainstorm supporting campaigns and appropriate sales enablement

6

Go-to-Market Execution

Work through the orchestration and execution of the go-to-market plan

7

Communication Cadence

Establish a regular cadence of communication across teams and functions

8

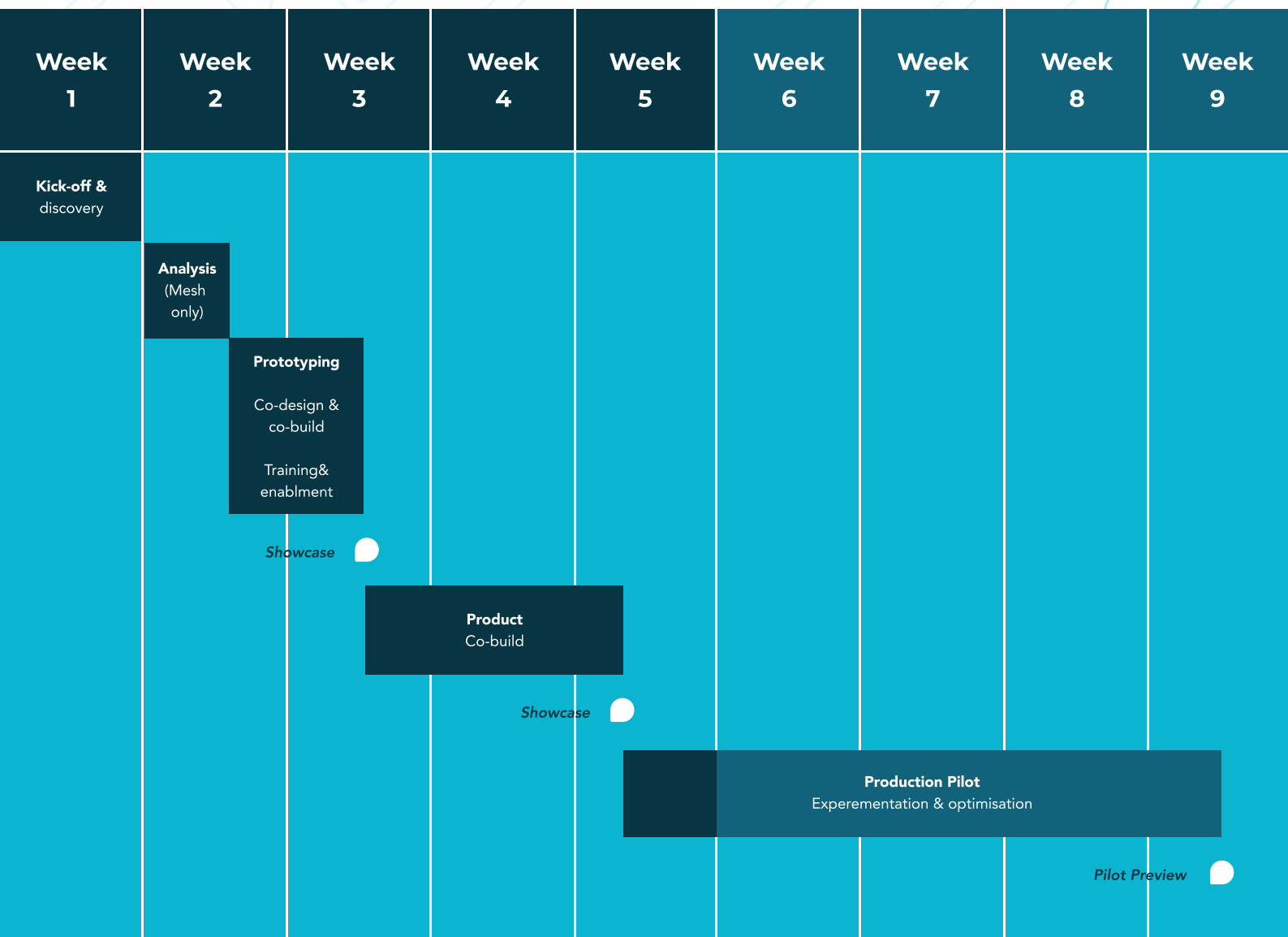
Commercial Model

Agree on sales & marketing targets including all supporting metrics

Product build & pilot

The key to a successful partner program launch is ensuring the rapid deployment of Mesh AI—a sophisticated, AI-driven enterprise-grade platform—so you can start selling the Conversational Revenue chatbot solution to your customers in about 8 - 9 weeks:

- 4-5 weeks enablement and product build
- 4 weeks of running production pilot



The quick roll-out of a truly smart Conversational Revenue chatbot is the result of combining Mesh Ai's platform algorithms together with the specific APIs used in your industry. That's where the

magic happens! Our partner delivery team will work with you closely to ensure that, post-pilot, your customers have access to a powerful sales and marketing conversational engine right out of the box.



Jointly, we identify a target customer
for the pilot - typically a tech savvy partner who likes to try new things

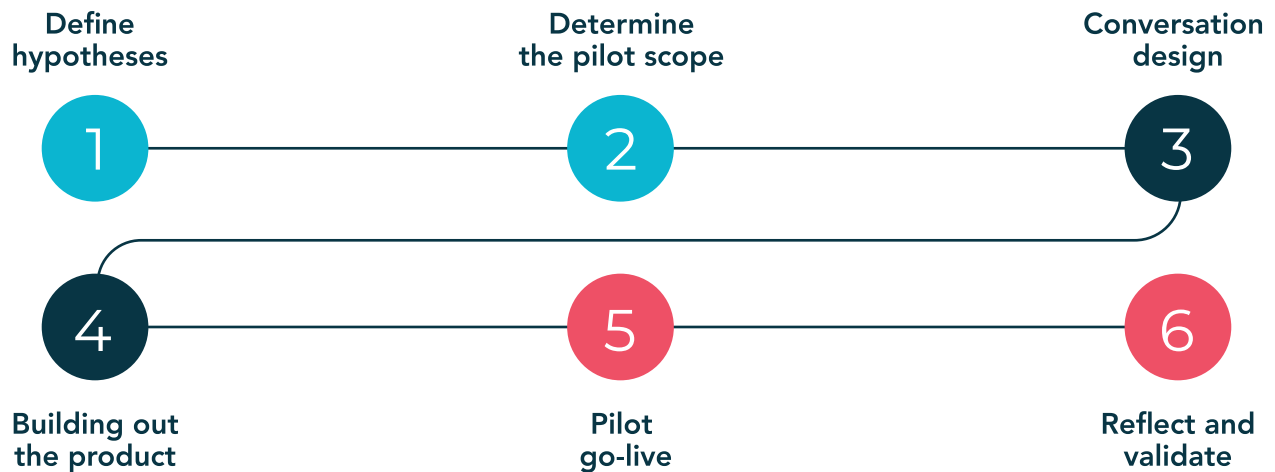


Following the pilot we then market
the newly developed industry chatbot to your wider customer base

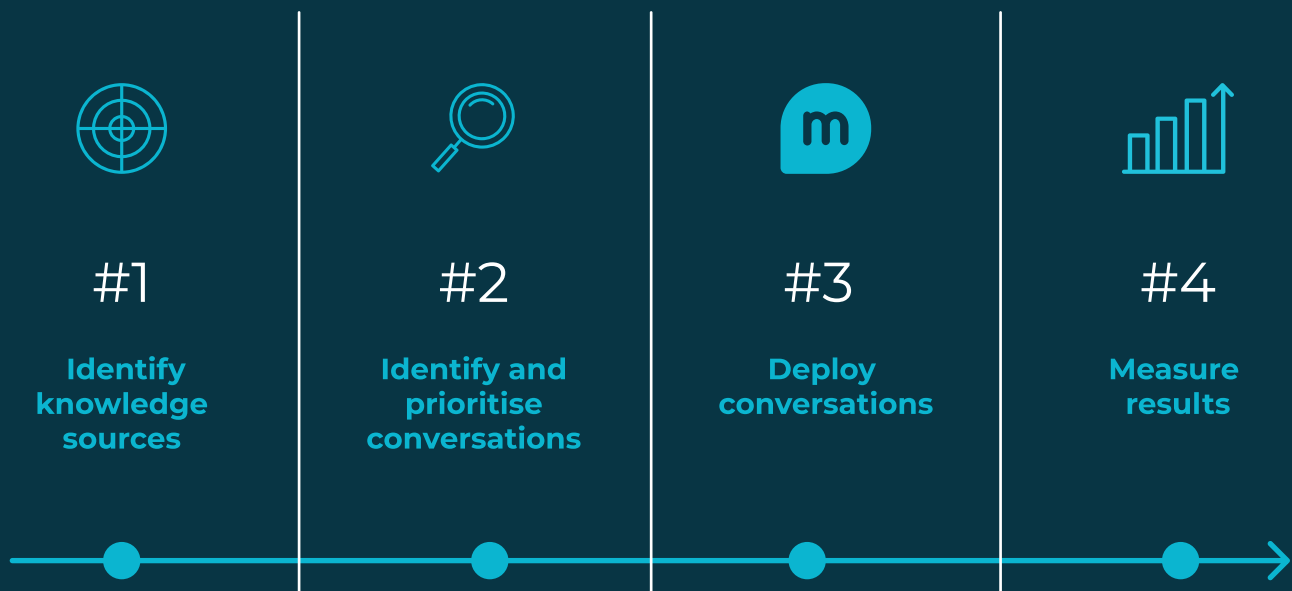


We then start bringing in additional functionality
based on feedback to further enhance partner revenue opportunities

Mesh Ai pilot launch process



Conversation discovery and prioritisation





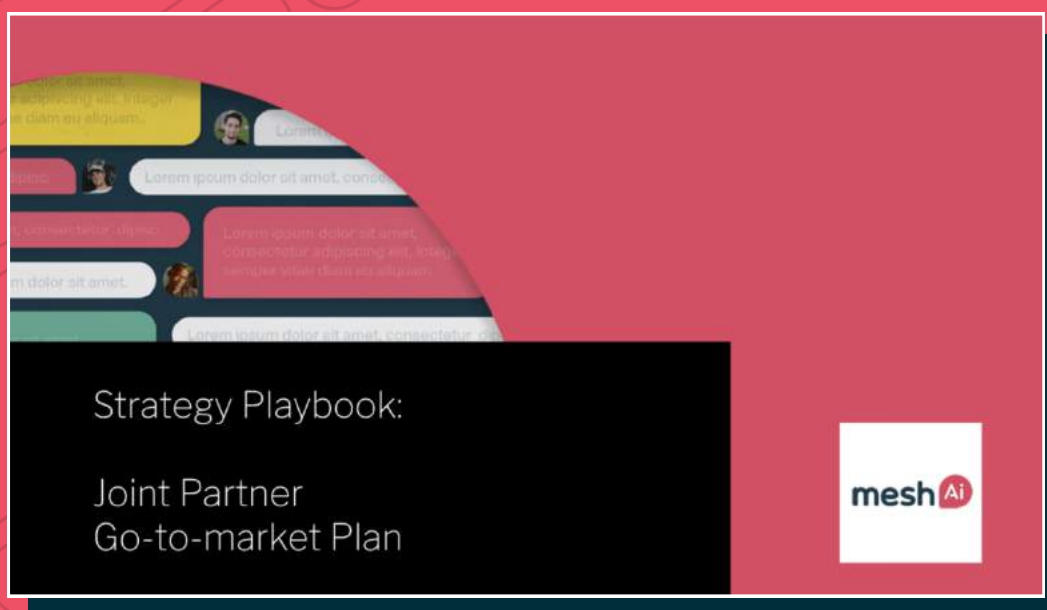
GO-TO- MARKET SUPPORT

Go-to-market onboarding

We recognise that to sell the Mesh Ai Conversational Revenue platform to your customers and end users, you need to have the right strategy and operational model.

We have a range of sales enablement tools and a robust go-to-market framework to help you maximise the incremental revenue opportunities that our platform provides.

Growth strategy playbook



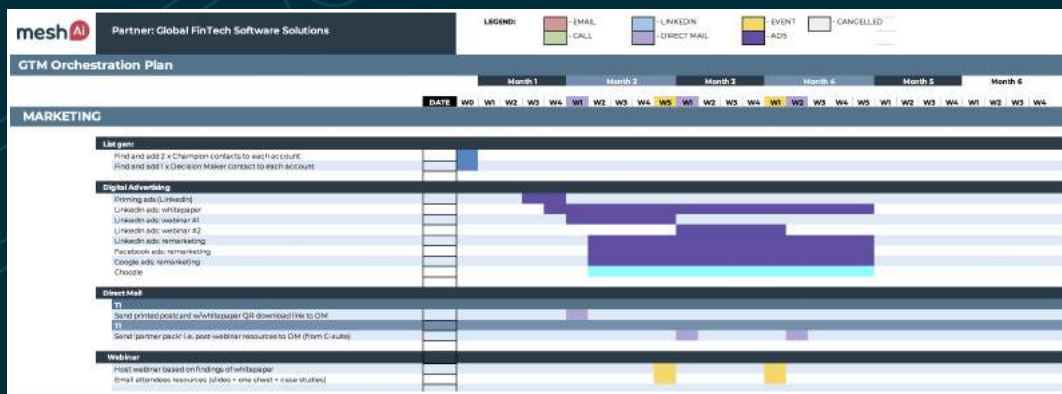
Onboarding Tracker: Partner X							
	Initiatives	Implemented?	Anticipated Completion Date	SME - Partner	SME - Mesh Ai	Next Steps	Notes
Growth Initiatives	Partner Launch New Customer Profiles / Super-Partners	Yes					
	Go to market strategy and growth channel review	Yes					
	Marketing calendar and content strategy review	Yes					
	Content sales enablement strategy and collateral examples	Yes					
Onboarding Plan	Sales Strategy	Yes					
	Capabilities Assessment	No					
	Product Onboarding	Yes					
	Ownership of Deliverables	No					
	Marketing Plan & Sales Enablement						
	Go to Market Execution / Collaboration						
	Commercial Model & KPIs						
mesh Ai Partner: Global FinTech Software Solutions							
Joint Vision or Mission		To own 70% of the SME market in Australia for innovative technology-driven financing solutions					
Market Positioning		Our joint platform offering is perceived by the market as the highest value conversational AI solution in FinTech					
Key Differentiators		Combination of automated AI-backed lending with an automated sales and customer support funnel					
Ideal Customer Profile		Small business with less than 30 employees on staff that has been in operation for less than 5 years					
Joint Value Proposition		We help small business owners that are looking for help with obtaining automated loans and don't want to deal with their local bank					

Joint planning and execution

Regardless of your partner tier, you'll be provided with a 'co-marketing kit' that contains a range of sales enablement tools and templates for acquisition campaigns.

Where appropriate, you will also have access to Market Development Funds in the form of training, joint go-to-market planning and execution support.

Sales enablement examples



Ready to sell 24/7/365?

A Conversational Revenue platform with A.I. out of the box

[Learn more](#)

How AI and CX Can Help Financial Services Evolve Beyond 2021

Case Study

Chatbot technology is already revolutionising high-value sales in other industries, such as real estate and retail – now it is the automotive sector's turn!

Background
This case is a leading manufacturer and virtual business partner who has grown its sales and revenue by 60% in the first month since launching their virtual assistant. They have several world-class chatbots in their current sales landscape.

200% INCREASE IN CALLBACKS (from March-July 2021)

60% LEAD VOLUME INCREASE (during October deployment)

Outpace your competition with Human Conversation Optimisation

The Mesh Ai platform is the result of 20+ years of building customer-focused software. The Human Conversation Optimisation engine delivers great customer outcomes because it's based on the way real people talk to each other. Add conversational capability to your website without needing any special skills.

CONVERSATION IS NOW A WAY OF LIFE	CUSTOMERS LOVE THEIR DIGITAL LIVES FOR MESSAGING	AI-POWERED PERSONALIZED WELCOME, GUIDE, ENGAGEMENTS	MAKE LITTLE MOMENTS AND HABITS WORK FOR YOU
10X in 15 days Increase in virtual appointments	50% Spike In usage of all digital apps - WhatsApp, Facebook, Messenger, and Telegram	84% Day 1 chatbot trial in person. Not a number, is only important in entering these businesses	8.50X Average attention span of the modern customer

Our platform is designed to engage your customers by understanding and anticipating their intent, then offering a personalised next journey across different interaction points and channels.

Contact: 0114 7800000, 0114 7800000 | [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

Program governance

To ensure that we're getting the most out of our relationship and providing you with as much support as possible, we will map

out a communication cadence which will ensure that the onboarding process—as well as ongoing execution—run smoothly.

mesh Ai Partner: Global FinTech Software Solutions			
FREQUENCY	WHAT	WHO	SUPPORTING TOOLS
DAILY	- Ad hoc communications	Partner: Head of Sales / Product or C-suite Mesh: Head of Sales / Delivery	Email / Teams
WEEKLY	- Sales check-in - Product check-in / Customer product feedback review	Partner: Head of Sales / Product or C-suite Mesh: Head of Sales / Delivery	Teams
MONTHLY	- Monthly sales check-in - Monthly product roadmap check-in and customer feedback session	Partner: Head of Sales / Product or C-suite Mesh: Head of Sales / Delivery	In-person / Teams Written report
QUARTERLY	- Quarterly Business Review (QBR) - Mesh Ai roadmap executive briefing - 'Partner Advisory Council' meeting - Joint financial forecasting	Partner: Head of Sales / Product or C-suite Mesh: Head of Sales / Delivery	In-person / Teams Written report
ANNUALLY	- Annual business review - Annual strategic planning - Joint annual financial forecasting	Partner: Head of Sales / Product or C-suite Mesh: Head of Sales / Delivery	In-person / Teams Written report

Ongoing commercial support

In addition to establishing a regular rhythm for our ongoing team interactions, we'll ensure that we are assisting you as much as possible from a go-to-market perspective. This will involve a cadence of monthly,

quarterly and annual 'planning & review' sessions where we will jointly identify any commercial opportunities to help you extract more revenue potential from the Mesh Ai partner program.

mesh Ai Partner: Global FinTech Software Solutions				
Sales	Target	Per QBR		
		Actual	Variance	
Closed Deals (# Deals)	300	390	90	
Average Deal Size (\$)	\$1,000	\$1,000	\$0	
Sales Cycle Length (Days)	30	21	-9	
Close Rate (%)	50%	65%	15%	
Pipeline Breakdown				
Joint Total Pipeline (\$)	\$500,000	\$600,000	\$0	
Total Pipeline (# Opps)	500	600		
Program Effectiveness				
Partner Program Investment	\$50,000			
> Mesh Ai Amount	\$25,000			
> Partner Amount	\$25,000			
Program ROI	10x			

Target Accounts	
Name	Action
ABC	Leverage vendor contact at company
DEF	Invite to vendor technical briefing
GHI	Sales profiling and research
JKL	Leverage vendor contact at company

Program resources

Below is a list of Mesh Ai partner program supporting resources - you will be given access to these as part of your onboarding.

Resource:
<i>Commercial Agreement</i>
<i>Business Plan & Brief</i>
<i>Go-to-Market Strategy</i>
<i>Product & Pilot Launch Plan</i>
<i>Sales Enablement Templates</i>
<i>Partner Whitepaper</i>

