



nocTM

Problem:

Barriers & friction in remote communication

leads to:

Ambiguity

The US economy loses:

\$188bn/yr

in wasted time clarifying unclear communication

(Dhawan, E. 2018 & Mehrabian, A. 1967)

Disconnection

Frontline disconnect costs:

\$8k/employee

in lost motivation and poor staff retention

(Perkbox, Cost of employee disengagement)

Exhaustion

Sensory overload costs:

\$2.9k/employee

in lost productivity and healthcare expenses

(Marciniak, M., Hindawi and Wiley, 2004)

DELAYS

Zoom's audience wastes:

6.7million hrs/day

finding their way through the app

(Knock usability testing analysis, 2023)

A lack of free flowing conversation kills serendipity, innovation and company culture



Solution

Simplified video calls

Easier, faster & cheaper than the competition

- Connect with 2 clicks in 7 secs
- No need to tab to other windows
- Keep your current application open

Emotional intel / data

AI emotion recognition and data visualisation

- See team social dynamics
- Understand employee attitudes & emotions

Minutes with Meaning

Communication is so much more than words. nocNotes transcribes, summarises and captures the mood of a meeting for deeper insights into team dynamics.

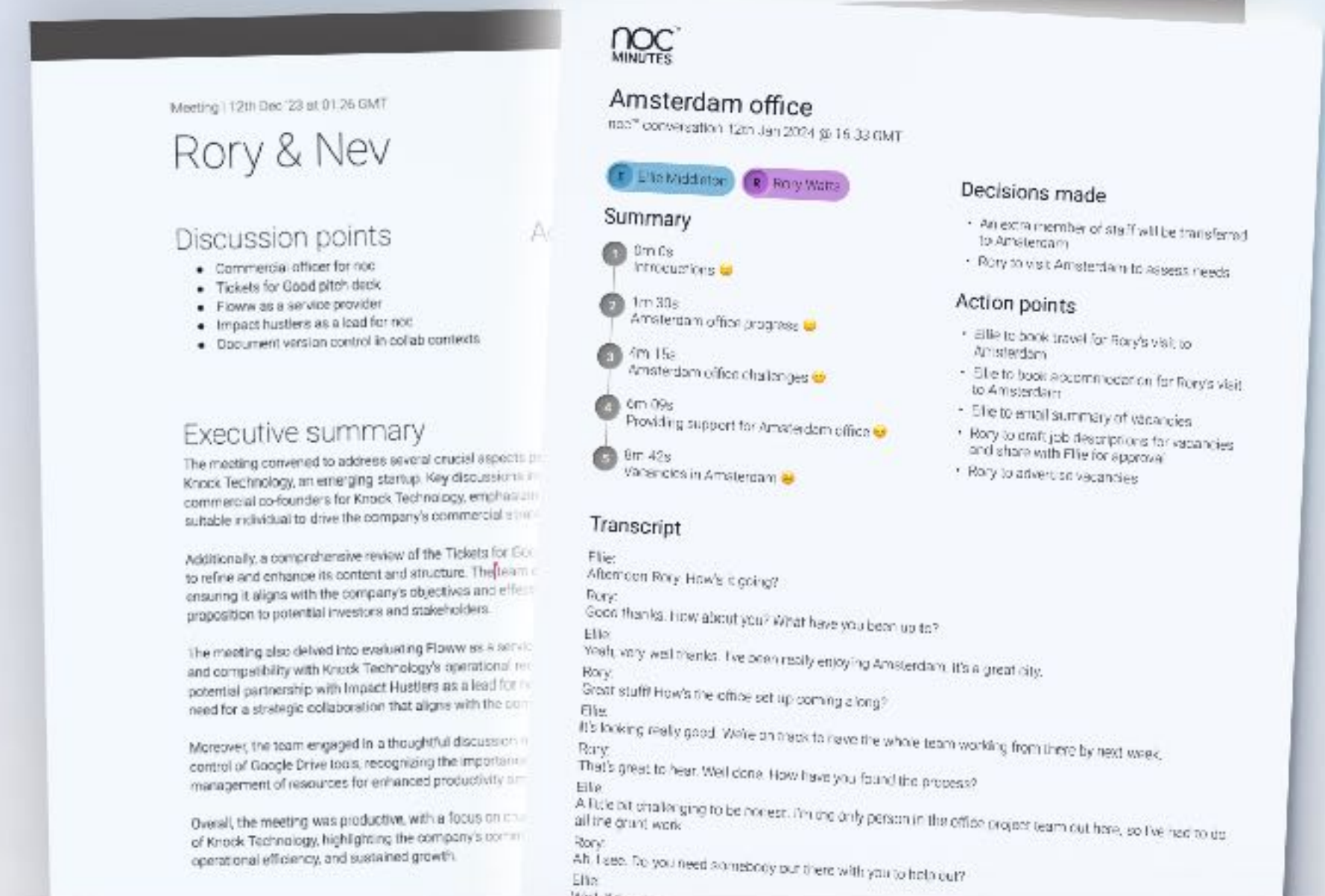


Facial expressions

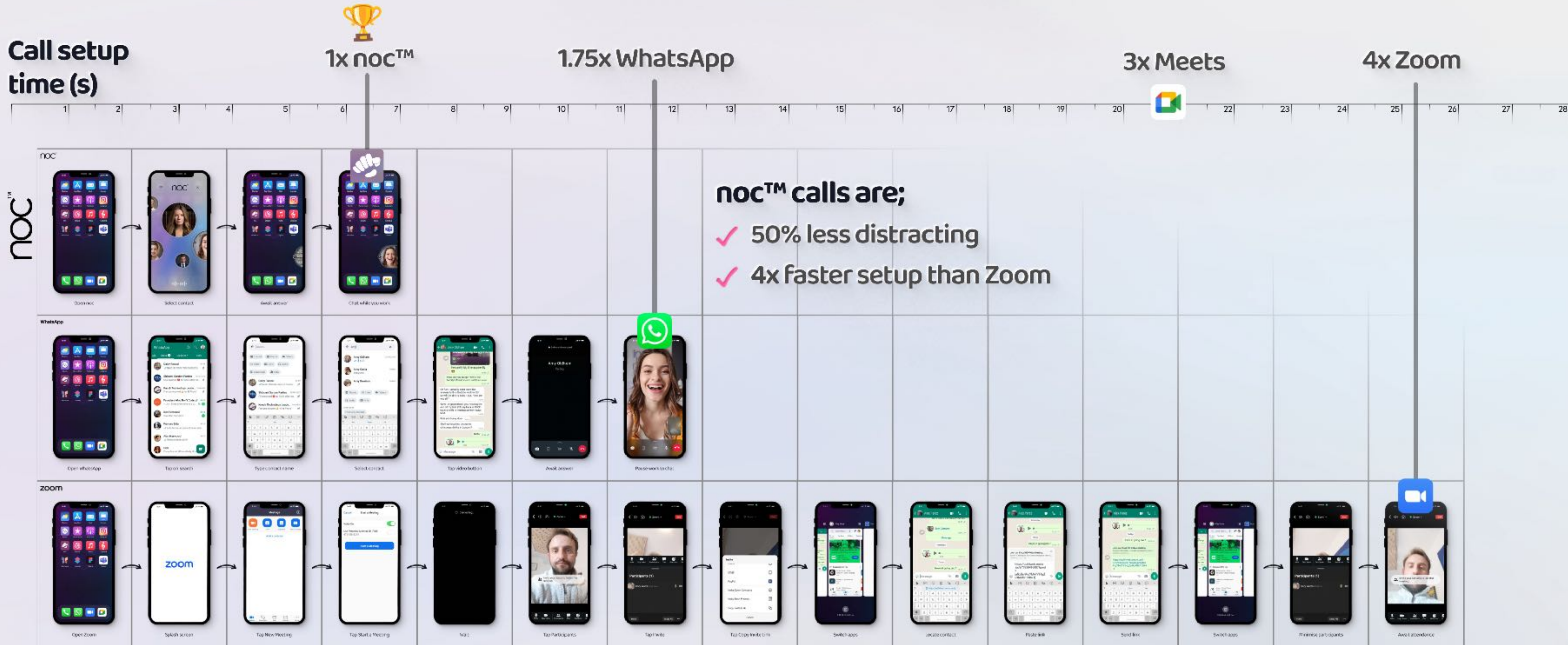


Tone of voice

nocNotes time saving;
✓ 1h/day/employee

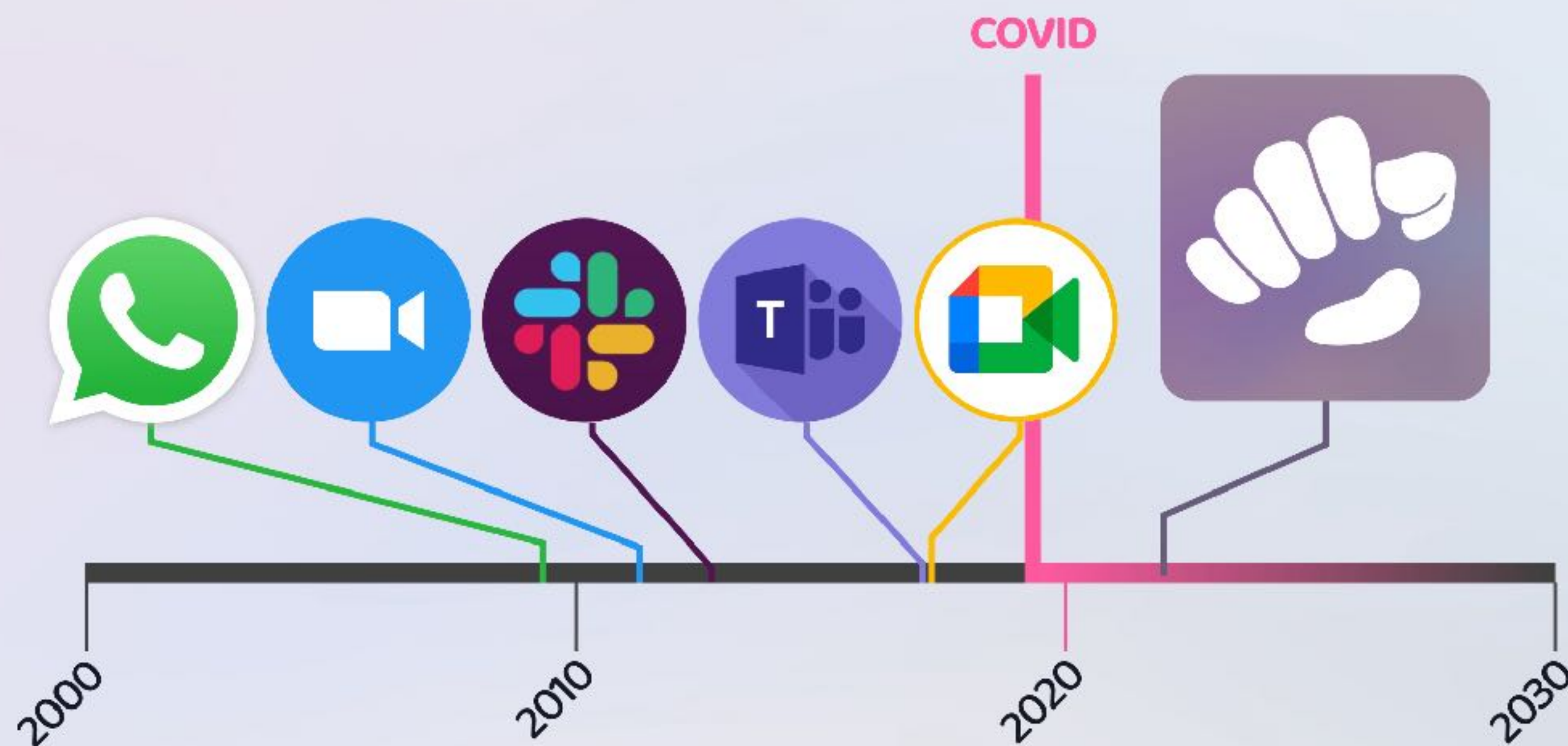


Quicker, easier calling



Competition

Incumbent video calling apps were all founded before COVID;
Before “Zoom Fatigue”, notification overload and a surge in cases of burnout.
Pre-COVID, there was no concern for the limits of human attention.



Comparison



noc™



Meet



Zoom



Teams



WhatsApp

	noc™	Meet	Zoom	Teams	WhatsApp
Interface	Calming	Distracting	Distracting	Distracting	Distracting
Window switch	Not required	Required	Required	Required	Required
Call setup time	7 seconds	21 seconds	27 seconds	20+ seconds	11 seconds
Network	Decentralised	Centralised	Centralised	Centralised	Centralised
Notifications	Low distraction	Distracting	Distracting	Distracting	Distracting
Pro. Cost	£4/user/month	£9.20/user/month	£15.42/user/month	£10.30/user/month	Complex model

A team of 100 on £45k salaries could save annually;

- ✓ £12k from quicker connections
- ✓ £280k from reduced distractions
- ✓ £600k from auto transcription

Traction

- Launched MVP in February 2024
- Two paying clients | 470 users | £1,880 MR
- LOIs / Interest from 20+ more companies **Representing over £1.3m ARR**
- Great positive feedback from beta testing users

Pre-seed funding

£158k

£82k Equity (inc. 1x VC)

£16k Bootstrap £60k Grants

Partnerships

Supernova®
Social media app exploring white label version of noc™ for their app.

REVCAT
B2B startup looking to integrate comms into their digital platform.

universal security
Security Firm looking to integrate comms into their team.

Interested clients

Close Brothers
3,700 staff merchant bank with four locations and London HQ.

BBC
21,000 staff broadcaster looking for better remote communication.

KWS
200 staff agriculture supplier.

+ several other SMEs

Media coverage

YOUR BUSINESS
magazine

Double page spread booked for Q2'24. Readership of 1.5m+ and eight month distribution cycle.

Shortlisted for Top 5 Digital Workplace Solution Providers 2024 by HR Tech Outlook

Go to Market

Marketing & Sales Channels

Social media: Increase presence on LinkedIn and X/Twitter

Network exploitation: Combine Knock team's collective network and automate early outreach. Connect with academic leaders to raise awareness of noc™ / economic theory

Business press: Capitalise on interest from journalists and academic partners to feature in publications

Use research findings and quant data to prove cost saving, then approach UK and USA government contacts with product offering

Customer Groups

Target: Professionals / office workers (43% of US workforce = 72m & 26% of UK workforce = 8.6m)

Start with: Senior execs. and thought leaders in creative and finance.

Growth: Other white collar industries, remote healthcare (govt. tender opportunity expected).

Strategy / Activities

Strategy: Increase demand by making noc™ membership exclusive. In first few months, release only to senior, influential figures.

- Access noc™ by invitation only, or join waiting list
- Release to senior executive/influential figures (Post-it Notes strategy)
- Members can invite only six people
- Make responding to a noc™ invite extremely simple
- Eventually release a self-serve registration option and open up to markets

Product Development

Expand feature offering of noc™ with additional complimentary products including nocNotes and nocEntel.

Integrate with third party platforms e.g. Calendly, including white labelling partners

Intellectual property

UK trademark approved: **noc™**

Patents pending:

- Knock knock graphic animation
- Unique network architecture
- Recording emotion from facial expression
- Recording emotion from tone of voice
- Transcription & summarisation algorithm
- Data visualisation of emotion

UK Patent Application (12) GB (19) (43) Date of

(21) Application No. 2464184 A
(22) Date of Filing: 12.01.2024
(30) Priority Data: (31) 12286683 (32) 12.01.2024 (33) US

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(54) Title of the Invention: *Dynamic registration device*
Abstract Title: *Dynamic registration device with registration mark*

(57) The visual effect of a fist knocking on the surface behind the computer monitor display panel is achieved using a pattern of vector graphics forming shapes that represent the outer edge of the middle pharyngeal area of a clenched human fist.

Multiple variations of a blur filter effect is applied to specific relevant vectors using coding languages including, but not limited to Hypertext Markup Language (hereinafter known as HTML), Stacowave Vector Graphics (hereinafter known as SVG) and Cascading Style Sheets (hereinafter known as CSS).

Various fractions of overlay opacity are applied to each vector object to create an overall effect of a shape. For the purpose of demonstration, a desktop monitor screen is depicted. However, laptop monitor screens, tablets and smartphones are equally applicable.

TRADE MARKS REGISTRY  **REGISTRATION CERTIFICATE**

Trade Marks Act 1994 of Great Britain and Northern Ireland

I certify that the mark shown below has been registered under No. UK00003927235 effective as of the date 27/06/2023 and has been entered in the register on 08/12/2023

Signed this day at my direction

Adam Williams

Adam Williams
REGISTRAR

Representation of Mark
noc

The mark has been registered in respect of:
Class 9:
Artificial intelligence software;Artificial intelligence apparatus;Artificial intelligence software for surveillance;Artificial intelligence software for analysis;Artificial intelligence and machine learning software;Interactive software based on artificial intelligence;Software for the integration of artificial intelligence and machine learning in the field of Big Data.

Class 42:
Research in the field of artificial intelligence;Research in the field of artificial intelligence technology;Providing artificial intelligence computer programs on data networks;Platforms for artificial intelligence as software as a service [SaaS].

In the name of Rory Peter Watts

Intellectual Property Office is an operating name of the Patent Office.

2464184 A

Founders



Rory Watts, BA

Founder, CEO

2x founder with 15 years in strategic digital design. Expert in agile product development. 6x industry awards. Connected in tech and finance.



Frances Eida-Miles, BA

Co-Founder, CXO

Experienced empathetic user researcher with 15 years experience consulting for firms such as AKQA, UBS, Christie's, Nike, Yahoo and EY.



for your Attention

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