

Intro Deck: Fluence World Ltd



TECH NATION
RISING STARS

#WeAreTechNation

We're a Rising Stars semi finalist

Programme partners:

BDODrive
A better way of doing business

Microsoft

SOLD

TALENT WORKS
International

TLT



DIGITAL START-UP OF THE YEAR

WINNER

Fluence World





UK Regulators spend £4bn per year overseeing £154bn of UK business activity.

British businesses spend £30bn per year on regulatory compliance. This is dead money, which offers little in return for businesses other than statutory compliance.

Almost 100% of 'regulatory' and 'compliance' decisions involve the subjective interpretation of policy, documents and narrative.

Today, these decisions are wholly reliant on the judgement of humans.

However, ensuring that hundreds of thousands of professionals adhere to a common standard is resource-intensive and prone to failure.

Fluence combines forensic linguistics and artificial intelligence to automatically review subjective documentation, based on historic decisions that the regulator has made.

Regulator objectives:

- Improve industry standards
- Protect the public and consumers
- Enforce industry compliance
- Reduce burden of compliance on industry

Since 2010, multiple UK Governments have tasked regulators with cutting business compliance costs by £10bn within five years,* without success.

Fluence turns this target into a technological reality.

Fluence technology allows regulators to improve internal standards whilst simultaneously slashing compliance costs for businesses in their network.

The holy grail of 'regulated industries' is decision **repeatability***

Fluence technology eliminates the randomness from complex, subjective, content-interpretation activities.

Fluence leverages the collective intelligence of regulators to inform compliance activities of industry.



* Ensuring that policy & standards are deployed coherently and consistently across any given sector

Two core technologies at work:



Substance

What is being said?

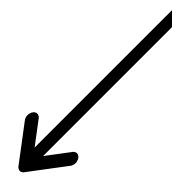
Identify a regulation



Style

How is it being said?

Adherence to regulation
(based on historic decisions)



Prediction algorithm

Combine substance & style to make a decision.

Autonomously underwrite decisions
(e.g. document conforms to standard)





Understanding the client's world

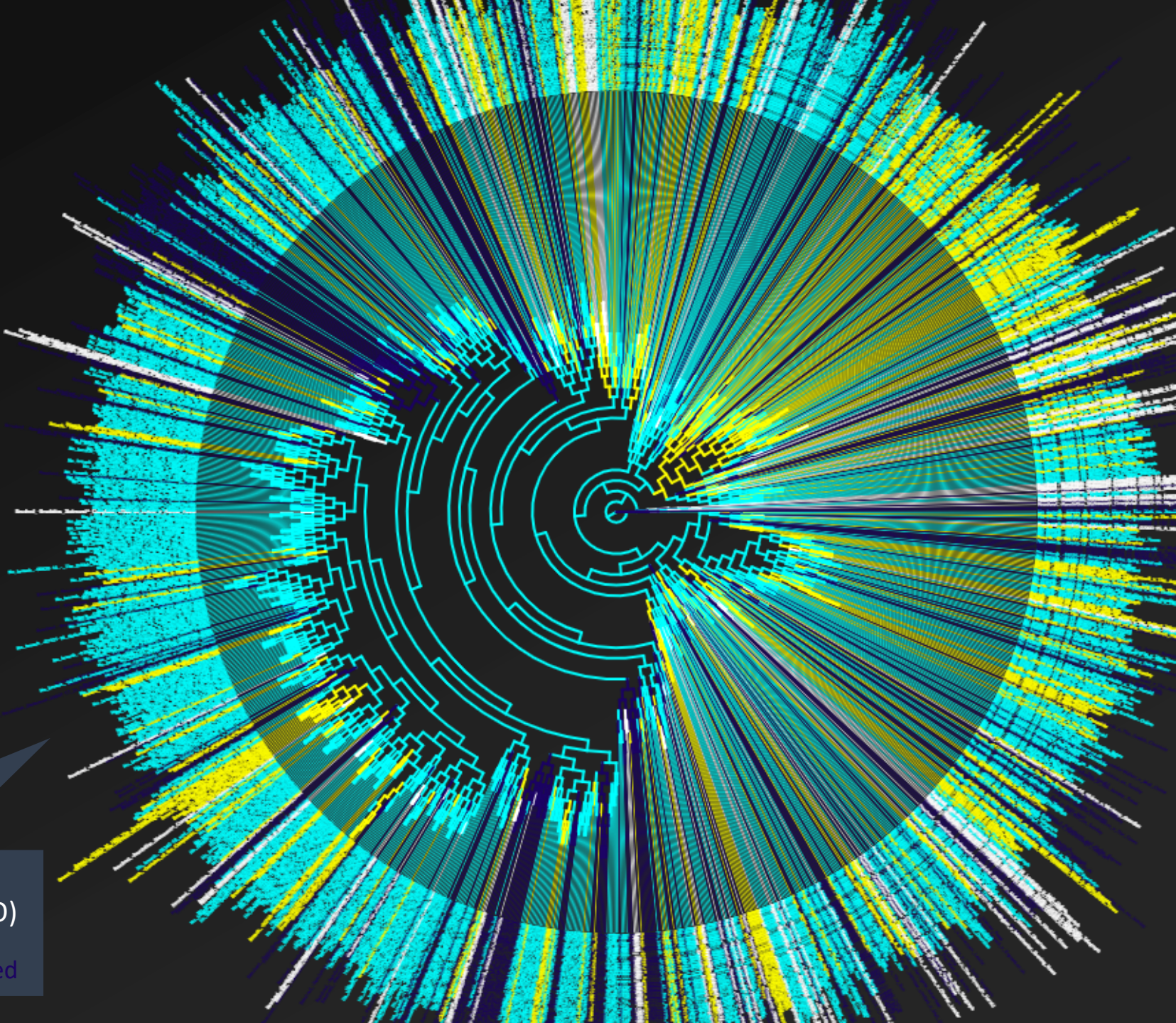
The regulator's world, as they've never seen it before...

Clients have an opportunity to explore their decisions from a completely different vantage point.

Unlike any other AI in the market, Fluence allows clients to audit how decisions are derived, and even to pinpoint 'precedent cases' which have influenced the AI.

An explorable map of all arbitrations from the Independent Press Standards Organisation (IPSO)

Key: Yellow = breach, Aqua = no breach, Navy = resolved



First satisfied regulatory clients



CCEA is the national awarding body for Northern Ireland.

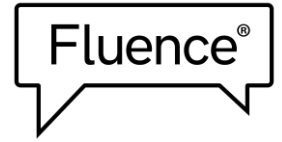
- Produce thousands of exam papers per year
- Each exam has distinct curriculum requirements
- Small errors in exam production can lead to hundreds of thousands of student complaints.
- Fluence AI used to codify CCEA's quality standards.
- Result - automatic quality & compliance checks for any new exam question



"Fluence's language technology has assisted us with complex high-level work...Fluence's technology helped improve the overall quality of our work... Fluence technology provided our experts with instant, contextualised feedback on the quality and suitability of question items."

**Justin Edwards CEO, Council for the Curriculum,
Examinations and Assessment (CCEA)**

CCEA: automated exam review



Exam paper – curriculum coverage & compliance summary



Exam paper – risk profile summary

Fluence dashboards reveal the ‘collective output’ of an organisation.

- On an individual level
- On an organisational level
- On an industry / sector level

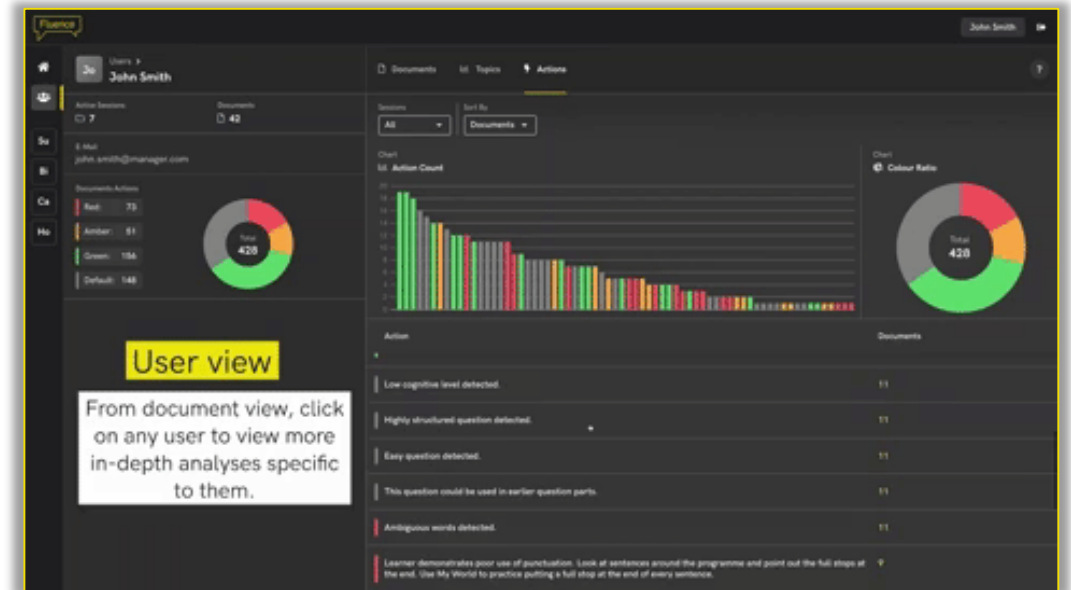
Onboarding phase



Internal Application

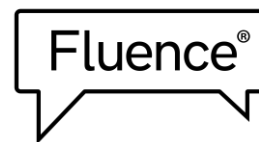


Client SaaS



- Quickly generate bespoke predictive models
- Audit performance of models
- Connect models to client interface

- Single interface, any application
- Product adapts to client's standards
- Resell decision capability to industry



Fluence allows regulators to...

- codify and standardise how decisions are made
- increase quality, consistency and auditability of decisions
- increase bandwidth of skilled professionals
 - (increase volume of decisions)
- leverage 'learnings' and 'precedent' from historic decisions
- automate routine standards management & quality assurance activities
- reduce burden of compliance for businesses
- allow businesses to dynamically review work against 'regulator position'
 - (no more static PDF guidelines)

Uniquely scalable business model:

1. Multiple verticals accessed via central regulator

- SaaS resale into industry is done via the regulator
- Each regulator opens up a new vertical
- Resell SaaS product through regulatory networks

2. Network effect of regulators

- Leveraging the ‘authority status’ of regulators to sell into industry
- Each regulator opens up approx. 5000 regulated businesses
- Regulators do not compete with each other, so they share best practice.

3. Leveraging credibility of clients

- Selling regulator’s knowhow to established industry
- Fluence is not forcing a new sale on anyone
- Everybody benefits (regulator & industry)



Business model

1. On-boarding (from £50k)

- Algorithmically define regulator's standards
- Map of client's world

2. Enterprise SaaS service (£10k/month)

- Automated internal QA & compliance

3. Satellite SaaS service (£100-£500/month)

- Sell the logic of the regulator to the wider industry as an off-the-shelf SaaS product

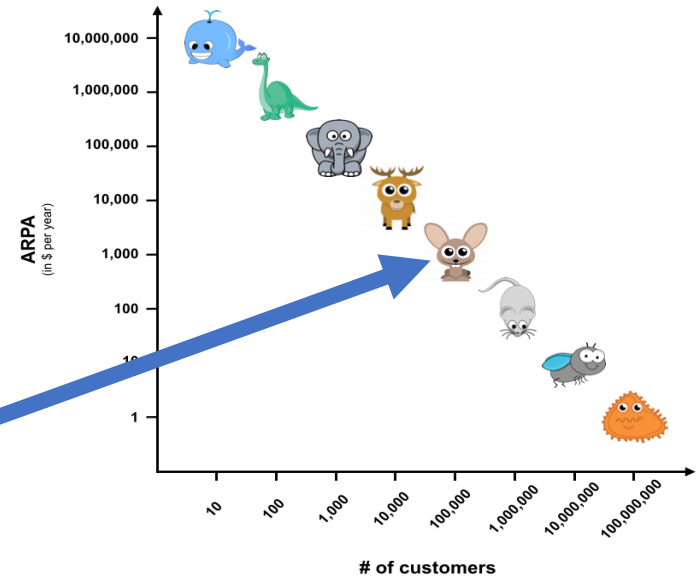


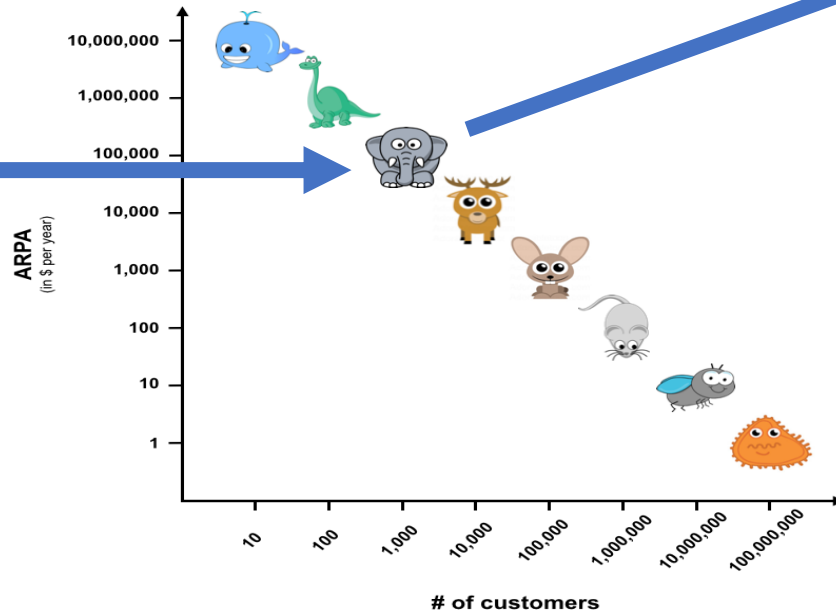
Regulated industries: £3bn in the UK

Selling regulator expertise to industry

Targeting 250 regulatory clients at £10k/month (£30m/yr)

- (eg1. Awarding Body)
- (eg2. Highways England)





Resell compliance 'product' to industry for £100-500/month* (£3bn/yr)

- 1 regulator = 5,000 sub-clients.
- (eg1. 20,000 schools)
- (eg2. 1,000 industry suppliers)

*typical price point = £200/month

Use cases



1. Education Management

Automated review of qualifications & levels

(Aston University, Novus & Ministry of Justice)

2. Awarding organisations

Automated quality checks for question items used in exams

(Council for the Curriculum, Examinations & Assessment for Northern Ireland)

3. Equipment management

Auditing supply chain management priorities

(Ministry of Defence equipment failure data)

4. Standards management

Standards management & arbitration management

(Highways England & the Independent Press Standards Organisation)



About the round



Current status:

£438k of secured revenue to date

£475k of Seed A & B funding to date

Raising £4-5m in 2020

We want to lay the foundations for massive growth.

- **Build up the team**
- **Accelerate commercial model**

Raising £250k in ASA funding (Feb 2020)

- **Closing in Feb 2020 (currently £150k oversubscribed)**
- **Sustain momentum during series A**



Meet the founders

David

CEO - Vision Led Strategy

David has pioneered the fusion of linguistic theory with Natural Language Processing and Artificial Intelligence. He combines vision and determined ambition with sound commercial acumen.

Jennifer

COO - Business Led Strategy

Known as the “adult in the room,” Jennifer has been instrumental in shaping Fluence sales and commercial strategies. She is focused on bringing Fluence technology to market, providing a stellar customer experience, and supporting the team from within.



The Fluence Team



Team bios available on: <https://fluence.world/about-us/>



Andrew Schofield

Algorithm Developer



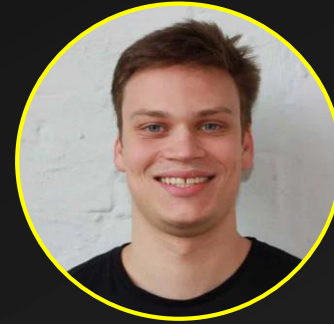
Ryan Smith

Lead Developer



George Walker

Software Developer
(NLP & ML)



Arturs Jansons

UX/UI Developer



Simone Scicluna

Computational
Linguist



Norman McLeod

Language Expert

Our team of technologists and linguists have succeeded in turning complex theoretical concepts into a commercial reality.



Jay Ashcroft

Head of Growth



Emma Fullard

Office Manager



Jez Williams

Chairman



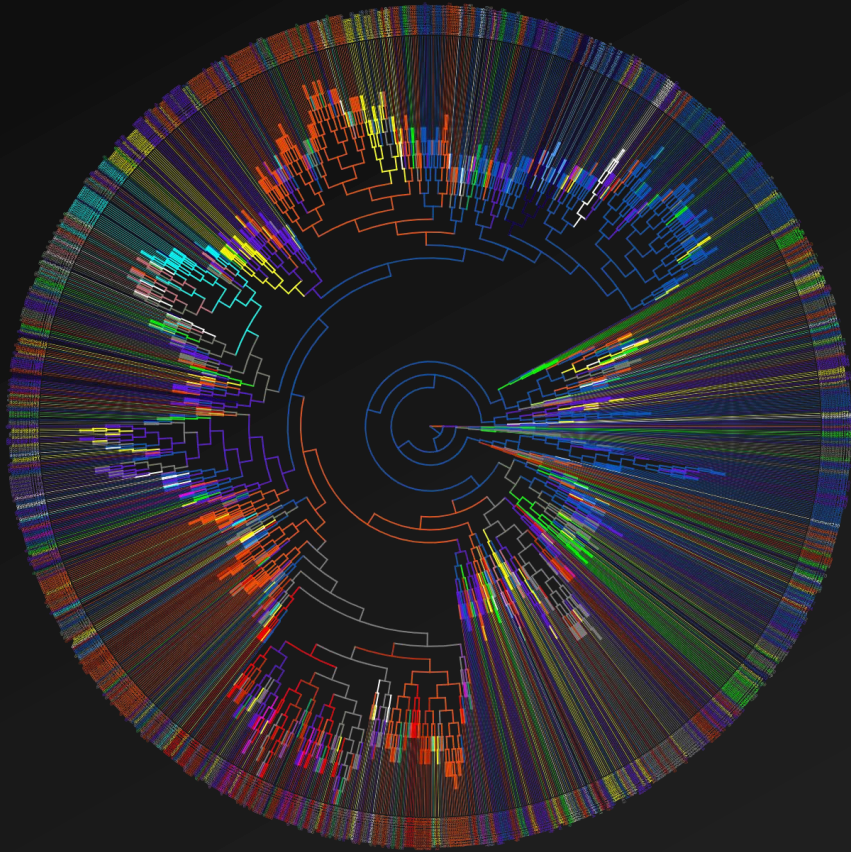
Our vision

Fluence is at forefront of AI-assisted decision-management.

Our goal is to be the custodians of quality for the world's leading authorities.

We help them to live up to their own values, giving them the tools they need to bring visibility and transparency to their respective industries.

By 2025, nobody from a regulated industry will sign off on a decision without first running it past Fluence.



Map of Young Offender case management reports

Thank you

Fluence

Make sense of your world

For questions regarding financial projections, IP or commercial strategy, please contact the Fluence team.

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