

# dEmo Speech Technologies

Auditory-Based Method for Measuring & Modifying Voice Quality

dEmo is a early stage speech analytics company currently being formed to automate the collection and measurement of customer satisfaction and demographics from audio. Primary research is currently being conducted to create a solid business plan to recruit management and investors interested in this opportunity.

## Technology

dEmo is a speech analytics technology, converting audio into actionable intelligence. Research suggests that listeners judge breathiness – one aspect of voice quality – based on two distinct dimensions which may correspond to the spectral energy in low and high frequencies. Using this information, University of Florida researchers have developed a technique that allows the objective evaluation of speech, which can predict perceptual data better than conventional acoustic measures.

Key Competitive Advantages are:

- 1) Measures multiple customers' emotions and demographics simultaneously;
- 2) Effective for real time or archived data (recorded calls); and
- 3) Does NOT require a voice baseline, key words or phrases to produce accurate results.

## Market Potential

dEmo's initial market is the call center industry serving 56,900 call centers in the United States employing 5,220,000 agents and producing \$18 billion in revenue. Worldwide there are an estimated 125,000 call centers. Healthcare and defense applications will follow.



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## Strategy

dEmo's go-to-market strategy leverages a direct sales model, while remaining open to indirect distribution via strategic alliances.

## Management Team

### **Dana D. Nemenyi - Interim Chairman and Chief Executive Officer**

Ms. Nemenyi is an entrepreneur with 29 years of business experience in start-ups and turn-arounds involving call centers. She has extensive experience in strategic planning and sales & marketing and operations and is seasoned in direct sales and telemarketing for start-ups.

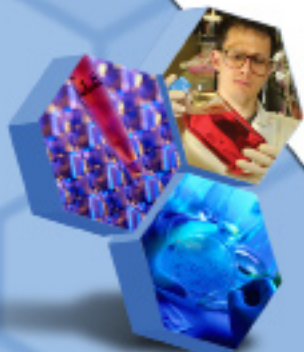
### **Dr. Rahul Shrivastav - Chief Technology Officer and Co-Founder**

Dr. Shrivastav is an associate professor at the University of Florida in Communication Sciences and Disorders. He is a serial entrepreneur with an existing commercialized communication product currently available to consumers.

### **Sona Patel - Vice President of R&D**

Ms. Patel is responsible for laboratory testing of dEmo's product results. She is defending doctoral dissertation on dEmo and will join dEmo's management team.

start-up opportunity



## Contact Information

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