

Stop chatting. Start closing.

AI "salesbots" give your website the closing power of your best salesperson.



AskAway Investor Deck

Jacques Voorhees, CEO

PROBLEM: Website Conversion Rates Are Terrible

Conversion Rates:	In-Store	40%
	Online	4%

	Stores	Websites
ANSWERING QUESTIONS	SALESPERSON	INEFFECTIVE CHATBOTS
ROMANCING PRODUCTS	SALESPERSON	
CLOSING SALES	SALESPERSON	

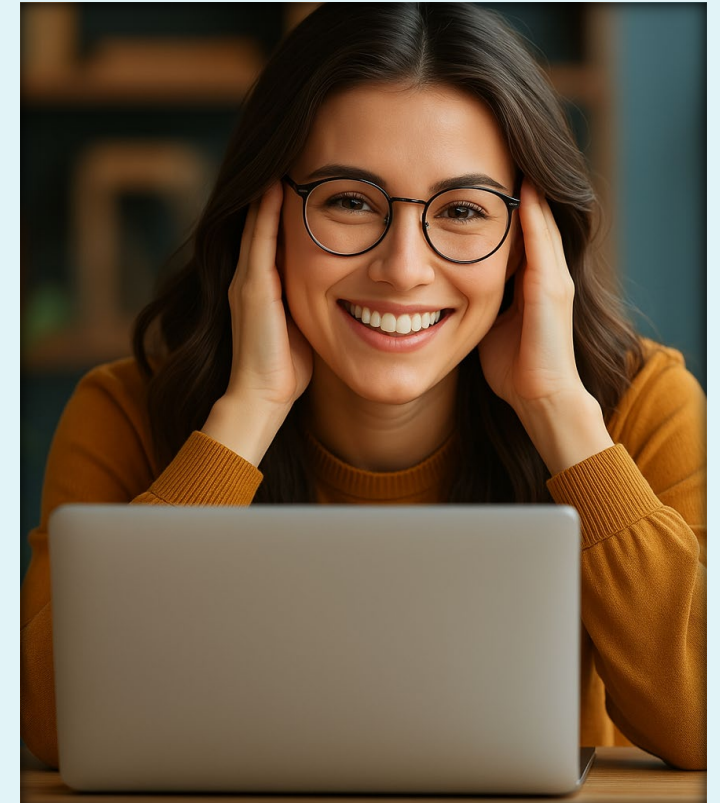


Frustrated shoppers go elsewhere.

SOLUTION: Agentic AI "SalesBots"

Conversion Rates:	In-Store	40%
	Online	4% → HIGHER

	Stores	Sites w/ AskAway
ANSWERING QUESTIONS	SALESPERSON	AI SALESBOT
ROMANCING PRODUCTS	SALESPERSON	AI SALESBOT
CLOSING SALES	SALESPERSON	AI SALESBOT



**Happy shoppers
make purchases.**

How Agentic SalesBots Answer Questions



I'm interested in your scarves, but I'm only 5' 2". The scarves are quite long. I'm worried they might drag on the floor.

AskAway's Answer

I completely understand your concern! At 5' 2", you can style our long scarves beautifully by draping or knotting them. Plus, wearing high heels can elevate your look, allowing the scarves to flow gracefully without dragging. Enjoy experimenting with your style!

Amazon's Rufus

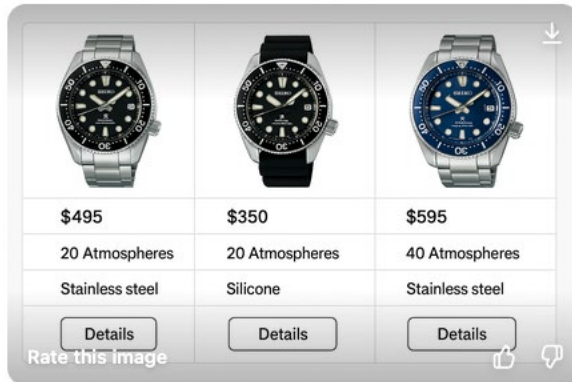





There are no reviews addressing your height.

How Agentic SalesBots Romance Product, and Close Sales

Customer: I'm looking for a men's Seiko, with metal band, suitable for scuba diving.

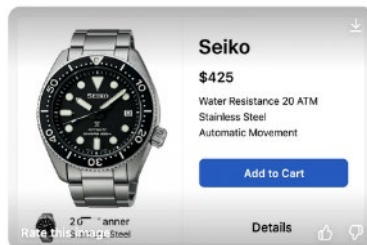
SalesBot: Great choice! Here are three that qualify, in table form so you can compare:



		
\$495	\$350	\$595
20 Atmospheres	20 Atmospheres	40 Atmospheres
Stainless steel	Silicone	Stainless steel
Details	Details	Details

Rate this image

Customer: I like the one on the left. Can you show me more information?



SalesBot: That's an excellent choice. Does it provide everything you need?

Customer: Well, it seems to. But I'm going to shop around, check with other vendors.

SalesBot: I understand. But of course, your time is valuable too. Would you like me to see if any promo offers apply?

Customer: Yes, please do!

SalesBot: I see that if you're willing to make the purchase now, I can give you a 10% discount. I doubt you'll do much better from any other vendor. Would you like me to take you to the shopping cart, and enter the promo-code for you?

Customer: Yes, let's do it!

SalesBot: Great! See it in your cart [here](#).

REACTION FROM BETA TESTERS: Overwhelming



HESS FINE ART

ART | JEWELRY | WATCHES | ANTIQUES

**The answers are as good as I would give.
And I'm the owner!**

-Jeff Hess

**Absolutely perfect. Your product is ready,
and every website in the world needs it.**

-Erik Voorhees



venice

JANE
JANE SEYMOUR DESIGNS

**How does it come up with these answers?
Even I couldn't have come up with these answers.**

-Susan Nagy-Luks (Head of Jane Seymour art gallery)

HOW WE'RE DIFFERENT: AI Agents Act Like Real Sales People

SalesBot Features

	Annoying Chatbots	AskAway's SalesBots
Answers questions effectively	<i>Rarely</i>	Yes
Showcases product	No	Yes
Can negotiate with customer	No	Yes
Closes sales	No	Yes
Generates transaction fees	No	Yes
Specializes in specific verticals	No	Yes

HOW WE'LL STAY DIFFERENT

BARRIERS TO ENTRY

Unique Technology

- Five Patent Applications
- Proprietary prompt-engineering techniques

Network Effect

- SalesBot knowledge grows, as customer base expands.

Decentralized AI

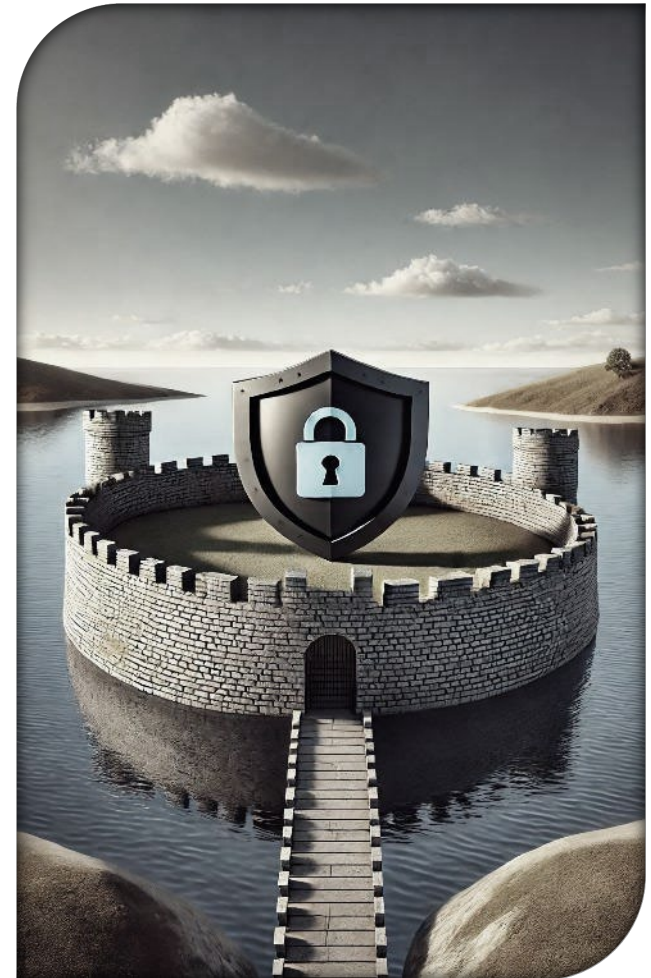
- Special relationship with VeniceAI provides cost and privacy advantages

Vertical Market Specialty

- AI Agents pre-trained for specific markets

Highly Experienced Team

- 50+ years combined experienced with technology sales to vertical markets



MARKETING PLAN: Our Unfair Marketing Advantage

LEVERAGING TRADE GROUPS

Jewelry associations help us promote AskAway to their 50,000+ members.

Our SalesBots push their organizations' benefits to consumers.

Two weeks ago, a single outreach by JHJ generated 223 leads.

Cost to us: Zero



DIAMOND DEALERS CLUB



JEWELERS OF AMERICA



JEWELERS HELPING
JEWELERS

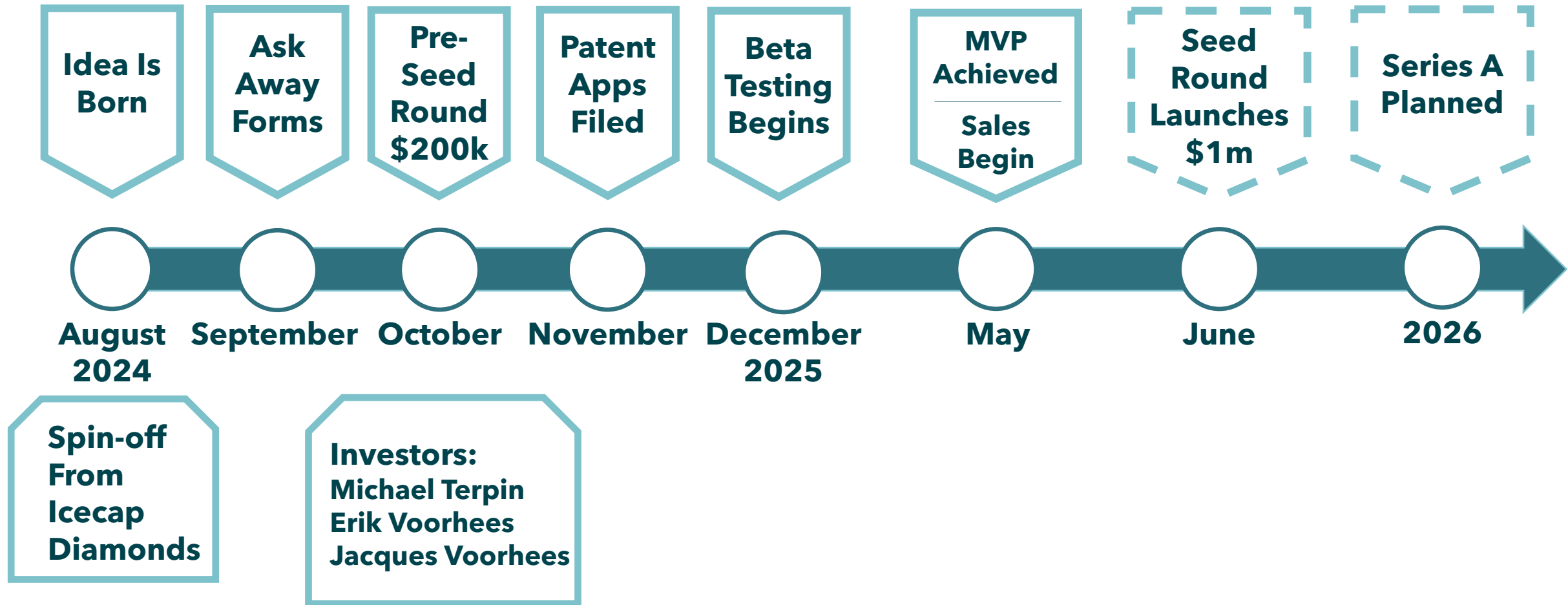
FORECAST: Subscription Fees & Transaction Fees

		Year 1	Year 2	Year 3	Year 4	Year 5
REVENUE						
	AI-Bot Customers	500	5,000	25,000	75,000	125,000
	Sub. Rev. per customer (avg/yr)	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
	Trans. Rev. per customer (avg/yr)		\$ 500	\$ 750	\$ 1,000	\$ 1,000
	TOTAL REVENUE	\$ 500,000	\$ 7,500,000	\$ 43,750,000	\$ 150,000,000	\$ 250,000,000
EXPENSES						
	Salaries	\$ 300,000	\$ 1,000,000	\$ 2,000,000	\$ 3,000,000	\$ 4,000,000
	Technology costs	\$ 500,000	\$ 3,000,000	\$ 6,000,000	\$ 7,500,000	\$ 9,000,000
	Marketing (includes travel)	\$ 400,000	\$ 5,000,000	\$ 20,000,000	\$ 45,000,000	\$ 90,000,000
	Legal & Accounting	\$ 250,000	\$ 300,000	\$ 600,000	\$ 1,200,000	\$ 2,000,000
	Other	\$ 50,000	\$ 500,000	\$ 1,000,000	\$ 2,000,000	\$ 4,000,000
	TOTAL EXPENSES	\$ 1,500,000	\$ 9,800,000	\$ 29,600,000	\$ 58,700,000	\$ 109,000,000
EBIT		\$ (1,000,000)	\$ (2,300,000)	\$ 14,150,000	\$ 91,300,000	\$ 141,000,000

**Half of 1%
of TAM could
yield ¼ billion
in revenue.**

**Total Addressable Market:
200m Active Websites**

TIMELINE: We're moving fast. Because we have to.



MANAGEMENT: A Team Of Successful Entrepreneurs



Jacques Voorhees
CEO

Serial entrepreneur in the field of online shopping technologies for specific vertical industries (Polygon, Brandmatrix, TradeLock, Verichannel.) Achieved 8-figure exit with PolyGroup, selling at 43x earnings.



Erik Voorhees
Lead Investor, Board of Advisors

Founder of ShapeShift. Founder Venice.AI, first privacy-oriented LLM.
(Son of Jacques Voorhees, brother of Alex)



Krista Olson
Chief Marketing Officer

Past Sales Director, JCK Show; Co-founder, Luxury by JCK, respectively the jewelry industry's largest and most elite trade shows. VP Marketing of PolyGroup.



Michael Terpin
Lead Investor, Board of Advisors

Founder of Transform Group. Founder of CoinAgenda. Co-founder, BitAngels.



Alex Voorhees
Chief Technology Officer

Creator of online trading platform "intranet" for De Beers, and other clients. Built tech platform for online diamond vendor which generated over \$5m in transactions first operational year. Creator of Icecap's AI-powered Salebots.



Allison Huynh
Board of Advisors

Former Research Fellow at Stanford Univ. Robotics Lab, advisor to Google and A.I. startups. Longtime participant in wine, art, and collector's markets. Holds seven patents.

\$1m Equity Seed Round

- Valuation: \$10m pre
- \$50k min check size

Token:

Utility token anticipated. Current round investors will benefit, if/when launched.

AskAway is the flagship product of IcecapAI, Inc. a Delaware c-corp.



Interested?

JustAskAway.com/investor

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