

TERMS AND CONDITIONS APPLIES

# META HUMAN Artificial Intelligence Bot Platform

BUSINESS PLAN



## Contact Information

**Pieter Rubeus**

**master@metahumans.bot**

**<https://metahumans.bot>**

**+27743455171**

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# Executive Summary

## Meta Humans Bot Platform

Making changes one at a time



It is unthinkable how much time is spent daily on repetitive tasks that can be automated. Just how much time do you spent on verifying yourself to RICA, FICA, BANKS, renewing ID documents or licenses, or every time you need to pay or invoice someone, top-up your electricity or placing an order.

Our AI Chat Bot Platform make automation ridiculously simple, easy to use and adapt to any business technical environment. We currently can automate 160 different industries, from governments, banks, insurance, ecommerce, medical and many more. And it is done on the device that is 70% of time in your pocket.

**NOW YOU CAN USE IT TO YOUR BENEFIT OR PROFIT FROM IT BY INVESTING IN IT.**

**FOR YOU TO EARN A LIFETIME OF INCOME!**

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Life is ruthless and our government is in war with their own people. People are unsure, tired and stressed out because they don't know when this will change for the better. Businesses closed by the thousands, more than 40% unemployed and hope is bleak for a better tomorrow. Most people are dependent on having a profitable business or a job to afford today's living which is getting harder every day.

But, the good news is that technology is hardly influenced by what happened with a pandemic. In fact most people were forced to work from home, most people prefer to stay contactless and as far as possible away from crowds and the chance to get infected.

Do not get left behind in the technology industry that is growing faster than anything else in the world. You have the chance now to secure your future in Artificial Intelligence and become part owner of technology that will be a driving force of communication. Share in the profits of technology and make AI work for you. Your future, your family and your kids future is with technology that will work even if you cannot.

Question: How would it impact your financial life if you knew before Bitcoin, Google, Facebook or Amazon launched into public and you could buy a small percentage of ownership for almost nothing?

<https://t.me/MetaHumans> is such opportunity. Invest in Artificial Intelligence, invest in Meta Bots!



**FOR YOU WHEN YOU WANT IT EASY!**

Meta Humans is about Technology, Artificial Intelligence Chat Bots that will become the new norm for communication between businesses and people. To interact with a business will

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become very easy, to order a product and get it delivered will be a breeze. Need answers now, it is in the questions you ask. Simple fast and no need to install every business app.

**FOR YOUR BUSINESS!**

Want to employ a sales team, client service desk or 24/7 product supply chain? Chat Bots is your answer for easy flow of conversations, interaction, closing of sale or completion of order processes without the hassle it normally take.

Meta Humans will change the landscape of interaction! And you can see in the short video how it will change people’s buying, delivery, payment and communications behavior.

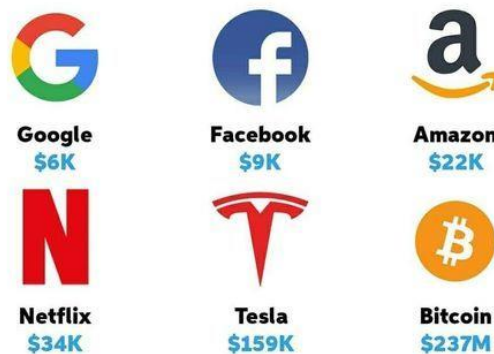
**INVEST IN META HUMANS!**

We are launching on the 1<sup>st</sup> December 2022 a comprehensive online platform where you can test and build your own robot for free.

Now you get the chance to invest at a very low share price of only \$0.05c per ordinary share and \$0.50c per preference share. The minimum investment amount is recommended at \$500.

The complete application process will be handled by MetaInvest on <https://metahumans.ltd/invest>

**IF YOU INVESTED \$1K TEN YEARS AGO**



**Abbreviations & Legal Information**

- **Meta Humans:** Meta Humans LTD, a Delaware incorporated company with issued shares.

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- **NLP:** Natural Language Processing
- **NLU:** Natural Language Understanding
- **ML:** Machine Learning
- **BSPs:** WhatsApp Business Solution Providers

Any questions should directly be related to the business plan and time frames of deployment. Meta Humans Ltd, its directors and staff will not provide any technical documents regarding the processes, contractual obligations, partners, providers, platform specific information or enter discussions related to proprietary information of META HUMANS or in any manner unencrypt source codes or allow any reverse engineering by anyone.

**You are requested to treat the content of the documents you received with utmost confidentiality.**

I invited to look at our business deployment plan for the AI Chat Bots (META HUMANS) because. This document is not a prospectus as described by the Companies Act and is not a public offer in any way other than the intention of a business plan to raise awareness to Angel Investors, Venture Capital Partners, Banks, Crowd Funding and private individuals for capital to deploy technology in change for equity in Meta Humans before an IPO is issued. You do not have permission sharing, advertising or making this document public on any advertisement platform. By receiving this document, you are requested to take note of the [Terms and Conditions of Meta Humans Ltd](#) which you are bound to when opening and reading this document.

The required Company registration, memorandum of incorporation, equity application process, preference shares explanation and CIPC preference share allocation can be downloaded here: [Legal documents related to Meta Humans ltd.](#)

Meta Humans Ltd is not listed on any stock exchange and will be offering equity as part of over the counter trade platforms.

**Preference Redeemable Accumulative no par value shares at \$0.50 cents per share are available for exchange of working capital.**

**This is a SEED FUNDING STAGE for Meta Humans Ltd.**

**Series A implemented the automated billing systems, domain registry and hosting platforms that is currently generating income for Meta Humans Ltd. META HUMANS is however a specific service that will form the basis of the complete customer acquisition and process for Meta Humans Ltd and is the final stage of its automation process as planned.**

You are not required to be involved in the company, planning, deployment, day to day tasks, provide input as an advisor or act on the Board of Directors. The current team are completely able to deploy the platform on the given events timeline. Additional personnel will be appointed when it is necessary. However, we welcome any expert advise and know how.

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Becoming part of Artificial Intelligence and Chat Bot automation is a smart choice today. The META HUMANS Chat bots require no installation, no coding knowledge, no apps to install and expand rapidly into existing markets and technology.

### Business model



The META HUMANS business model is a cloud based software, distributed over 136 content delivery nodes, that blend entry basic services with paid premium services. The entry model is characterized by a large user base benefiting from a low cost, no-strings-attached model to test the platform and the ability of the AI chat bots. Meta Humans expect that 30 percent of the entry platform customers, will subscribe to the paid premium services.

### Factors that will drive high conversion rates from the entry level:

1. Low interaction count > 1000 per month.
2. WhatsApp bots and 15 other well know chat platforms including the META HUMAN platform which automates direct human conversations.
3. WhatsApp numbers verification service done indoors.
4. Voice bots to read and convert text to voice and voice to text.
5. File Uploads and forms are available.
6. Businesses will convert easier due to the high cost of employment versus the low cost and availability of bots 24/7. It is far cheaper to deploy a bot to do sales and to answer questions than to hire a sales or technical person.

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7. Chat Bots assist and take over repetitive tasks from personnel, freeing the time spent on repetitive tasks.
8. With a one-view inbox, intelligent routing, and deployment across 14 channels, optimize agent-customer communication and reduce wait-times.
9. We're currently the only platform that's in compliance with the WCAG guidelines so that our services are accessible across all borders.

**Key metrics of this model:**

(1) the average cost of serving an entry level user is relatively cheap at \$5 per month and will allow customers to deploy bots on most of the chat platforms except WhatsApp which require a premium number and template interaction cost.

(2) the rates at which entry level accounts convert to premium customers are far cheaper than salaries or keeping an HR department.

**The Summary**



**META HUMANS PROVIDE DIRECT ACCESS TO CUSTOMERS! Stop wasting time and money building apps or websites that nobody wants or download anymore!**

Customers wait only 8 seconds for questions to be answered. Our platform reacts instantly over Chat Apps like WhatsApp, Telegram & Signal and many other chat platforms!

**WHAT IS THIS TECHNOLOGY?**

As you grow your business, you expand your footprint and develop your customer base over time. The more clients you attract, the more you need a strong customer service team and streamlined business processes. Most businesses, even successful ones, don't have the budget to hire an in-house support or contact center team.

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That is why a Chat Bot, a computer program that mimics human conversation and actions, is extremely beneficial. Whether it's text- or voice-based, a Chat Bot can automate communication with customers on behalf of your business. Simpler Chat Bots can conduct basic conversations and offer general replies. Complex Chat Bots can offer highly personalized help and become smarter over time. No matter how advanced they are, Chat Bots can handle any customer task or processes.

These are the two main types of Artificial Chat Bots:

**Machine learning (ML) Chat Bots:** These programs do complex tasks and work more like virtual assistants. They use ML and NLP to understand context, personalize communication, and learn as they go. They can also predict the types of issues customers might have and offer proactive solutions.

**Rule-based Chat Bots:** Can handle basic questions and requests, known as intents. They rely on natural language processing (NLP) and natural language understanding (NLU) to translate customer requests into data. Then they use their pre-programmed rules to match questions with answers and solutions.

**SMS was the champion for messages between people and devices, for a long time. Providers made billions over several years and still do. Then Skype, WhatsApp, Telegram, WeChat and other Chat programs come along and took the world by storm.**

**Now AI Chat Bots is here. The next stage in communication. Chat Bots are artificial intelligence, and you get access to all of these users and chat platforms without installing anything. Meta Humans estimate to penetrate the market by end of 2021 with more than 1000 million messages per month at R1 per order and R0.10c profit per message.**

Since the dawn of time, we've struggled to tell people what we do. It's not that we don't know, it's just hard to explain it in an elevator pitch. Sure, in 30 seconds and three floors we could tell you that we're software engineers with a product, service and interaction designers, and client partners who build digital things to grow brands and businesses. But we'd be leaving out a lot.

Imagine this: When a customer contact your business via WhatsApp or Telegram, he is greeted in the language he prefer most instantly. Your business recognize if it is a new customer or an existing one, know what to answer to any question related to your product. If you are an ISP, can check if your new client has coverage, what your business can offer by the clients location, RICA, FICA and VET the client.

Automatically check if there is issues with existing clients connections, or can setup a device for the client or can support the client 24/7. If you are a loan company, check and VET the client, offer the client a loan based on his profile.

**POSSIBILITIES ARE ENDLESS AND AVAILABLE NOW!**

**MOBILE MEANS SCALE:** With the exponential explosion of growth in mobile usage and conversational platforms, it gets easier and easier to reach bigger audiences, users that demands businesses to communicate and transact easier. The META HUMANS powered technology automates high volumes sales and service transactions on mobile devices, reaching millions more people.

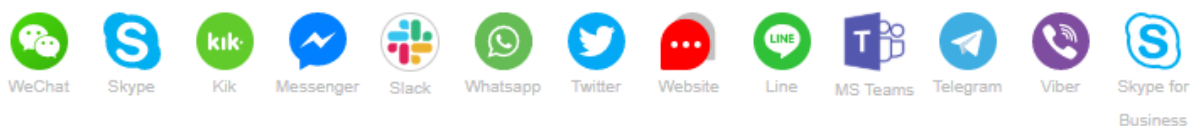
Most, if not all of your customers are likely to use WhatsApp or Telegram as their primary communication tool. META HUMANS deploy onto WhatsApp and other pre-existing apps like Facebook Messenger, Telegram, Skype, Twitter, Viber and websites chat buttons instantly. No need for separate deployments on each type of chat app platform. Create a Bot and deploy on all platforms simultaneously.

You can order your favorite food by opening your WhatsApp, pay for it, select if you will collect or whether it should be delivered at a fee. No need to open or install an app from any business, no need to update apps, no need to open a website. Will that make your life easier? This is META HUMANS.

Our tiered product offering combines our tools, tech and expertise to meet business needs of any size. Whether you need a simple Chat Bot or a highly-intelligent, multi-functional and multilingual agent that can understand your users and perform transactions, META HUMANS Engine has a solution within its feature set.

Chat apps are used by more than 2 billion people internationally. Our Chat Bots require no installation of an app, creating of websites, configuration or knowledge by businesses or consumers. The AI powered conversational platform that builds intelligent assistants with the ability to chat to millions of users in multiple languages at once is backed by META HUMANS technology.

Chat App platforms integrated and supported by META HUMANS:



Meta Humans already introduced complete automation for domain names, hosting accounts, inline website design software, backups, VPS servers, company registrations, internet provisioning, payment gateways and much more.

Amidst the Covid pandemic and the rate which companies had to make new plans to accommodate customer interaction, completely supported the idea to go with further automation with minimum human to human interaction as possible. This was the main reason Meta Humans re-developed the idea of automation much further and META HUMANS was adopted to integrate with WhatsApp and Telegram. Chat Bots makes use of artificial intelligence and its branches – natural language processing and machine learning to mimic human reactions from a device of a user to the company and from the company to a user.

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Meta Humans test our WhatsApp automation during April 2020 and acquired over 150 new clients during the extreme volatile economic situation and hard lock down that was a direct result that Meta Human lost many customers that are unable to pay for services including mines, schools, hotels, and in the tourism industry. The introduction of META HUMANS automation of support and customer acquisition stabilized the income of Meta Humans and provided the necessary income to sustain business in this time of hardship.

### Videos

See how Chat Bots will work when META HUMANS is launched:

Watch our technology video presentation [here](#)

<https://www.youtube.com/embed/Gcswe2zPksc>

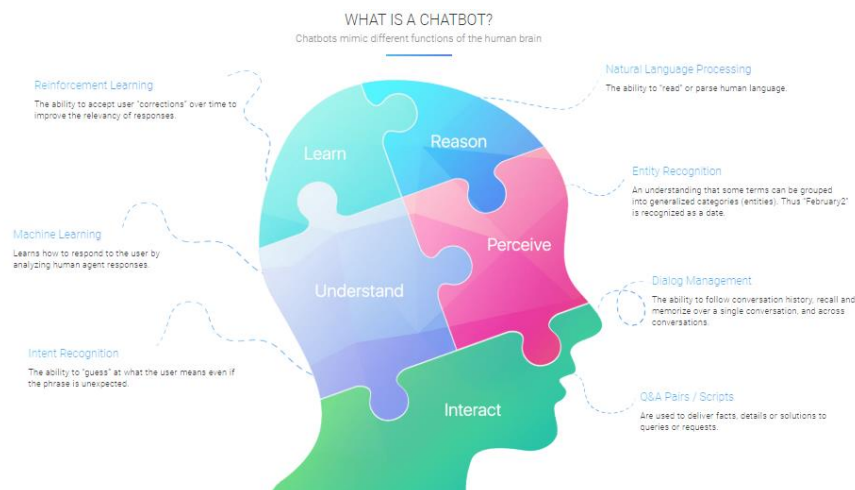
This is our story:

<https://www.youtube.com/embed/16bHVIWMEQw>

# Introduction to META HUMANS

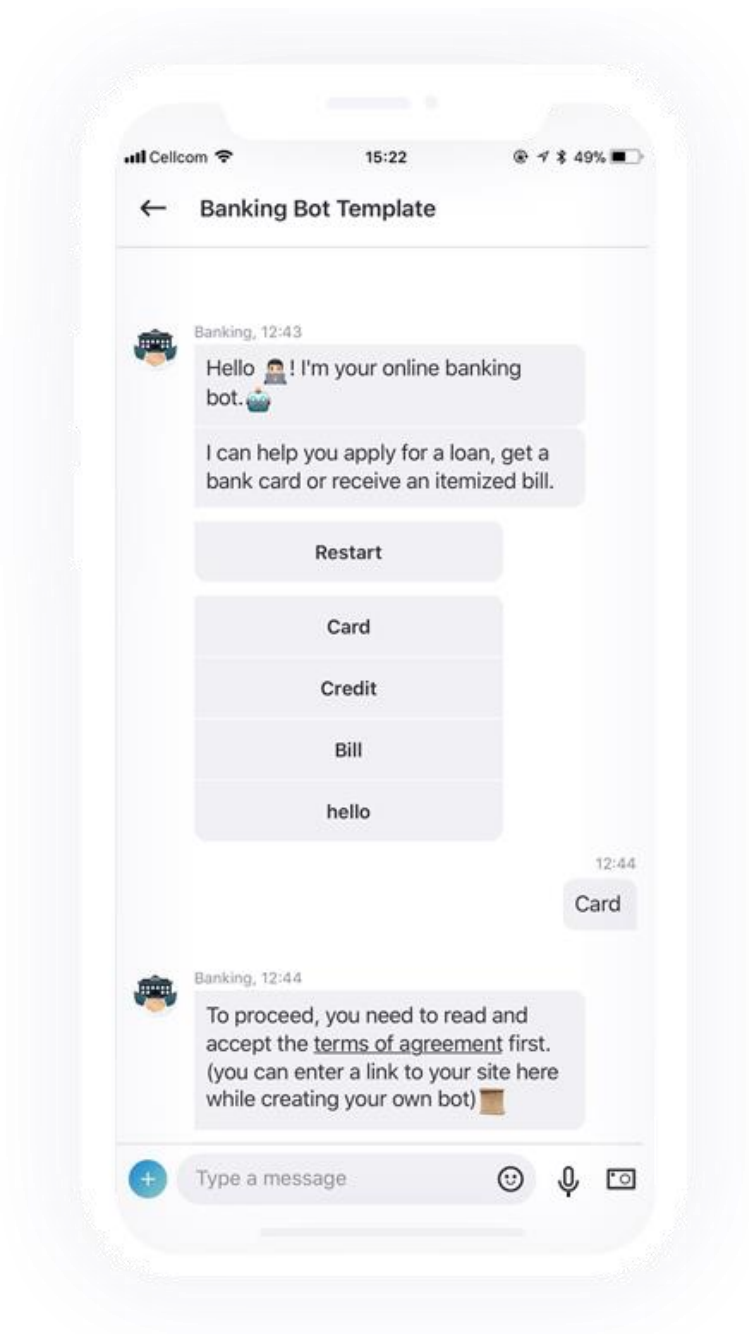
## What this technology is doing right now!

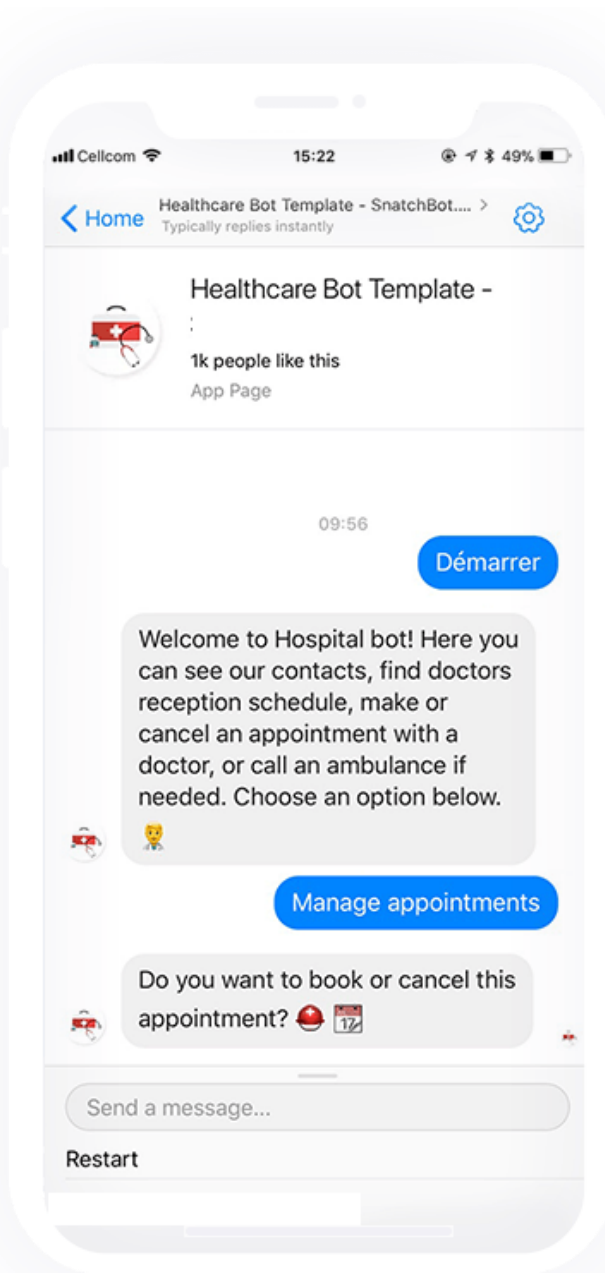
### The Platform



On WhatsApp Business API deployment, and many chat platforms, integration platforms are expensive, time consuming and far from easy with a lot of hidden costs to businesses adapting the AI technology into their business processes, resulting in very slow adoption of this technology. The META HUMANS bot builds a powerful and flexible platform that empowers not only Meta Humans, but professionals and businesses to build and publish chat bots on multiple channels on the META HUMANS platform at zero cost to start.

Meta Humans provides the **fastest** and **greatest feature-packed** chat and voice bot platform possible. **The Introduction to META HUMANS document**, explains the cutting-edge features that will drive businesses in the future, features that will grow as technology grows: Bot Chat Flow Designer, Multiple Channel Publishing, Natural Language Processing (NLP), Third-Party Service Integrations, Team Collaborators, Broadcast Delivering, Conversation & Live Chat, Analytic Reports and much more. A virtual companion helps organizations to get closer to customers, eliminating routine tasks and simultaneously processing multiple requests with users instantly gaining customer loyalty.





## Introduction to META HUMANS

## INTRODUCTION TO META HUMANS

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*Who doesn't like personal customer service from an attentive, informed customer service agent, or a skilled voice chat bot?*

Any business owner who had the resources to serve every single customer with a highly trained human agent would do exactly that, especially when the workplace challenges far outwit the ease of using chat bots. The reality is very different: cost and competitive pressures mean that most companies can't afford to employ armies of customer service agents.

**Economic imperatives imply the use of effective tools such as chat bots.** But customers can get frustrated entering text responses and receiving text replies – most people don't like typing all that much. **Thankfully, voice chat bots promise to be a happy medium.** But that's not the whole story. *Voice AND chat bots are set to become an essential customer service channel, simply because customers love interacting with their devices using voice.* Meta Humans chat and voice bots deliver both cost-effective customer support, and highly personalized customer experience from inquiries, frequently asked questions, orders, payments to deliveries and confirmations.

Consumers are showing real signs that they like to interact with their devices using voice, not text. There are many reasons for this, whether it's a matter of convenience (a user's hands are not free at the time, or the physical device is not within reach) or simply a matter of preference (the user finds typing too tedious). Voice chat bots and text chat bots are, to be honest, not all that different – particularly from a technological perspective.

The key difference is the voice component, but in practice voice chat bots merely add an additional computational layer: the ability to process voice. Behind the scenes, both bots rely on the same AI, and the same enterprise data to serve your customers. However, that doesn't mean that voice chat bots are the same as text chat bots. The difference lies in the user

experience. And, as leading companies know, user experience is key. Voice is hands-free, user-friendly and overall, just a more natural way to interact with technology.



### **VOICE AND CHAT BOTS ARE A GAME CHANGER: Voice interaction become more commonplace**

However, it's indisputable that voice interaction is here to stay. We think that voice chat bots will become increasingly important. For now, consumers accept that there is a limited number of businesses that they can interact with using voice. But we've seen this picture before: in the technology arena, it starts with a few first movers – and before you know it, consumer expectation is that every business has that capability. That's likely going to be the case for voice interaction too.

### **Early movers have an advantage**

There's something else we know about technological change: early movers have an advantage. Adopt voice chat bots before your competitors and you stand to have happier customers that interact with your business across more channels – so, more opportunities to sell, and a better customer experience. Countless companies are already adopting chat bots simply out of necessity.

*Simply put, there is little reason to delay adopting a voice chat bot – simply because doing so can be part and parcel of your existing chat bot infrastructure. And, of course, because a voice chat bot gives you a head start over your competitors.* It's the improved user experience that makes voice chat bots such an appealing choice for businesses who care about their customers. It's not hard to see why voice interaction delivers big customer service benefits.

### **Voice is simply more human**

Automated text-based chat bots can come across as disconcertingly robotic – it's very hard to communicate emotional cues in a text box. The best voice chat bots make a much better effort in sounding human: from emotional interjections during the conversation through to the



unique personality voice can communicate. Voice chat bots offer a company the chance to communicate a warmer, more human experience compared to text chat bots. In a world where automated experiences can leave a very impersonal aftertaste, voice chat bots allows businesses to combine the cost-saving effects of automation without sacrificing the human element of customer support.

### **Voice is hands-free**

We live in a fast-paced society where multi-tasking is common. Why glue a customer to a keyboard during a support interaction when there's a voice alternative? In fact, modern-day businesses will increasingly face customers that are used to hands-free interaction thanks to personal assistants like Alexa and Siri. Furthermore, while customers will wait until they have access to a keyboard to solve a customer support issue, they might not wait if what they intended to do was placing an order. Offering customers, the option to order hands-free will give your business a real advantage.

### **Voice is a fun experience**

Your customer may simply want to get their business done when interacting with your support platform, but adding a fun factor is an aspect of voice that supports your brand in the long run. With countless boring, stale companies to deal with consumers will be instantly struck by more personal, quirky approach. Indeed, do voice the right way and your voice assistant can be a real ambassador to your company. Quirky and fun, or resolutely professional – it's your choice. Either way, a voice assistant will leave a real impression.

### **Voice covers more channels**

We all know just how important the omni-channel approach has become. In-store, phone, web, text message and social media – these all matter. However, new channels are emerging – think powerful home assistant embedded in everything from fridges to speakers, and of course the assistants present on almost every smartphone. Your voice-enabled chat bot allows your company to reach customers over these new channels. At the moment at least, it gives your company a competitive advantage. In future, not using a voice-enabled chat bot will mean your competitors get more comprehensive access to your customers than you do.

### **Voice is easy to implement**

Finally, voice chat bots pivot off existing chat bot infrastructure including the logic behind it, alongside your existing enterprise data. In other words, harnessing the game-changing benefits of a voice chat bot does not imply huge costs or countless man-hours. Any company can step up its customer experience game by adding voice functionality to chat bots – if its chat bot platform allows it, of course.

Successful customer engagements will result in increased customer loyalty, which means your customers will keep returning to your business, and you will have an excellent chance to drive sales upwards. Customers show increased loyalty to brands that are easy to contact. WhatsApp

Business API can help businesses earn customer loyalty by enabling them to respond to the customer queries instantly and provide constant support.

The quality of support offered to customers can be drastically improved with Chat Bots because instant messaging is one of the most preferred communication channels for customers. WhatsApp, Telegram, Messenger and many other is an integral part of their lives.

Just a while ago, customers primarily interacted with businesses through just two channels – e-mail and phone. However, present-day consumers don't think twice about using a combination of channels for communication, which include social media, email, SMS, chat, or phone calls. 87% of today's consumers think companies need to work harder to provide a pleasant experience.

Modern-day customers are sensitive and can be influenced by a single experience; one positive experience could be a deciding factor for them to stick with a brand. However, one bad experience can send them running to a competitor. Therefore, businesses will have to understand their customers' preferences and make conscious efforts of fulfilling them if they wish to sustain in this hyper-competitive world.

The use of instant messaging platforms such as WeChat, Facebook Messenger, and WhatsApp have exploded in the last few years, to the point where they are now the topmost preferred channels of communication. Businesses should take to heed and actively engage with their customers on communication channels that they prefer and frequently use.

As the approach to Meta Humans chat bot creation is a type of "**design first**" model, you can create your chat bot without needing to select your target platform in advance. Once you are done with the design, you can then deploy it simultaneously on multiple channels. So, yes, **you can create a super bot and bring it to life on multiple platforms** with just one simple click! By using the **Meta Humans NLP** (Natural Language Processing) for your chat bots, you'll be able to add a magic touch of **AI** (Artificial Intelligence) to their automated responses based on the expressions and intentions made by the users when they chat.

### THE PRODUCT

You can achieve a lot when you have an audience that is so attentive. Consider the following for example:

#### **Bots can handle e-commerce transactions**

With the right programming a bot can deal with a complete e-commerce transaction. If your bot can seal the deal it has two implications: First, your staff saves times and you save money as you remove the need to manually handle relatively simple orders, customers can just use the messenger button to place an order. Next, if you create a Chat Bot that can process orders you reduce the risk that a customer will drop off during the order process – either because they can't reach customer service, or because they cannot find their way around your online store.

#### **Find leads and warm up leads**

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Identifying the customer leads that you really want to invest in is time-consuming work. You can create a messenger chat bot that does the work for you, asking the right questions and sending the most promising leads to humans to turn around into sales. Chat bots can also help warm up existing leads or work to retain customers that you may think you have lost. Real-time chat bots do this by automatically pulling up relevant customer information during the conversation.

**Turn leads into real business**

Yes, chat bots can find hot leads amongst the hundreds of millions of Facebook, WhatsApp and Telegram users. However, your chat bots can also turn leads into profitable business.

We've already pointed out how chat bots can take orders, but chat bots can also convince hot leads to turn into customers. The right call to action, including the offer of a trial, further information or a special discount can easily do the trick.

**Deliver the care your customers expect**

We all know the typical customer care frustrations. Agents are unavailable, busy or unresponsive. Chat bots are the complete opposite: always online, and always informed. Artificial intelligence-enabled chat bots can carry the flag for your business, around the clock. Customer will know that your business is responsive, no matter what time of the day it is.

Of course, chat bots are not just about reducing your cost or about pulling off the hard sell on your customers. Instead, you can build your chat bot to perform a soft sale too. Marketing make use of conversational bots by asking questions that touch on user problems and respond with helpful answers. Chat bots are a terrific way to build a closer and more human relationship with your customers without investing vast amounts of money in staff that do not necessarily deliver direct revenue.

**Are you ready to automate your business online and access millions of users?**

WhatsApp Us: <https://wa.me/27743455171>

Telegram Us: <https://t.me/MetaHumansBot>

# Opportunity

## Problem & Solution

### Problem Worth Solving

*Since the dawn of time, the biggest challenge and expense for any business, from startup to corporate structures is customer service teams. Very few businesses are currently able to afford 24/7 customer services, ordering systems, sales teams and so forth.*

*Recently, the Covid pandemic forced businesses forced to innovate and to work in environments that require space and minimal contact with other users. This required out of the box thinking.*

Many shoppers are looking forward to a more 'normalized' environment in which there will be no social or physical restrictions. This pandemic has undoubtedly shifted the mobile consumer journey into a super-fast gear and neither retailers nor shoppers will be willing to give up the gains made in speed and convenience during this time, giving people more avenues making processes easier to use.

Problems worth solving:

1. Reaction time answering clients question
2. Slow and lengthy order processes
3. Cost to implement a strong service team
4. Service in preferred languages
5. Instant affordable marketing
6. Cheaper faster methods to client acquisition
7. 24/7 Customer services without installing apps or visit websites
8. 24/7 ordering systems without installing apps or visit websites
9. Minimal or even free access to ChatApp functions

### Our solution

*If we can make our clients feel comfortable and smarter, we will be far more likely to sign them.*

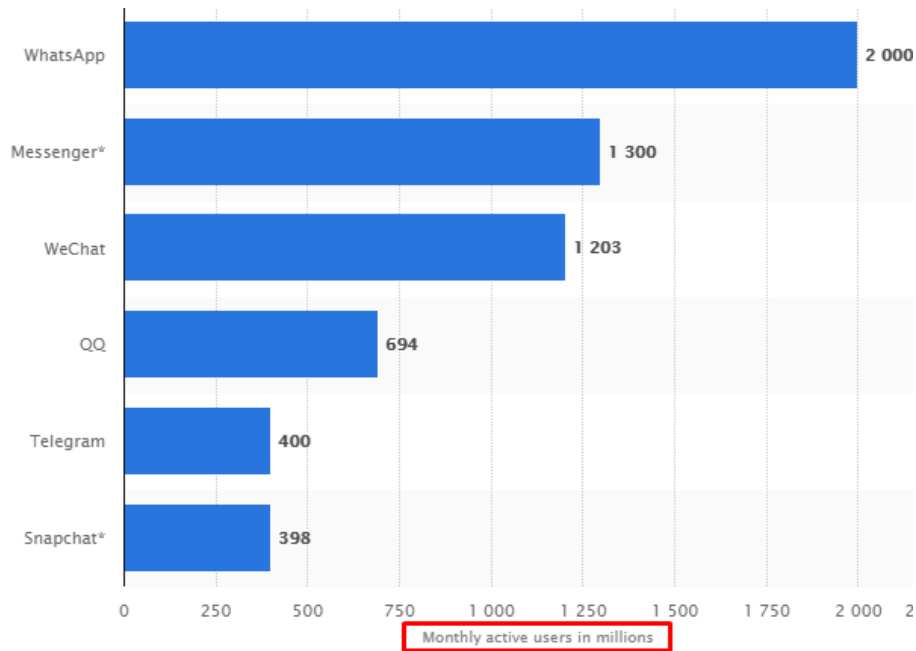
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**The META HUMANS platform is completely developed and will be launched when the industry specific templates together with the payment and delivery modules are completed. The deployment of META HUMANS will be a seamless experience for customers and ensure effective implementation of Chat Bot templates in specific related industries. Big companies expect to see examples which will accelerate acceptance of AI Chat Bot implementation, reducing cost of client acquisition and ensure long-term adoption of Chat Bots.**

**The Solution:**

1. Chat Bots reacts in milliseconds
2. Order systems are integrated into existing order processes
3. Cost are less than 5% of current expenses towards service teams
4. We offer 154 languages
5. ChatApps provide instant marketing to more than 2 billion users
6. Clients receiving immediate attention stays loyal clients
7. Use current ChatApps like WhatsApp, Telegram, Viber, Messenger.
8. No need to install additional apps
9. Most ISP's provide basic or free access to ChatApps. Meta Humans are able to provide access as well.

There are over 2 billion chat app users worldwide, 39 Million consumers and 1.4 Million active business users in South Africa alone and expected 900-1000 Million messages per month will be send by end of 2021 using Chat Bots. This can be confirmed by the Chat Bot used by the government which is already achieving 15 Million messages per month.



**Intellectual Property**

We own and license the following software:

Snapscan payment gateway

MyGate payment gateway

EPP ZACR domain registry integration software

Fixed LTE integration for Internet Solutions for RAIN, CELLC, MTN and Telkom

Rave international credit card payment gateway

Payment gateway for Telegram and Whatsapp integrating QR codes and credit card payments

Bot template platform

We have exclusive agreements with Engati integrating Meta Humans Ltd WHMCS billing platform into their artificial intelligence platform creating the only platform that are able to seamlessly accept ISP's like RAIN, MTN, Telkom, CELLC and offer instant internet access via e-sims, sim cards and avoid having to become a MSVP. This agreement also integrated Meta Humans Ltd with WhatsApp BSP without the outrageous cost of being a partner with WhatsApp.

All the software of Meta Humans Ltd are encrypted and license to other vendors, ensuring that no other company can duplicate the same platforms.

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It is possible for current AI companies to build the same type of platforms with similar platforms and this does not make the service of Meta Humans Ltd unique as any hosting company offers exactly the same product, being packaged differently and key to this is the access to developers and time to deployment which we have secured with Engati.

### **Risks & Mitigation**

Notable Risks:

Funding to enable Meta Humans Ltd to develop the 3 last main parts, e.g. payment gateway, delivery gateway and bot templates before end of December 2023.

Mitigation:

Meta Humans Ltd will still deploy on the timeline, but the company will have little leverage to become a major global player in the market.

Expertise Risk:

Most companies are subject to the founders and current owners expertise and knowledge due to complex systems, developed software, integrations and so forth and success are key to these people.

Mitigation:

The company expertise, founders, director and software developers are not key to the success of the company as the platforms are automated and the learning curve less than 1 month to understand the complex layout of the system and work with it making this company 100% flexible to changes to technology trends, change of directors or software developers.

### **Barriers to Entry**

Meta Humans Ltd obtained exclusive rights to certain technologies and software developers and are not bound to one country, demand or platform resources and are not restricted to integrate with other platform technologies.

None of the current companies providing chat bots at this stage has more than 20 developers at hand which is key to large customer acquisition. Meta Humans Ltd has access to over 550+ developers and can increase this rapidly due to platform compatibility and a fast-learning curve.

With this said, none of the other companies has payment gateways that is owned or developed by them and it is difficult and very expensive to acquire such expertise and Meta Humans Ltd already own 3 gateways and has access to a further 256 other, making us one of the only companies that are able to develop and integrate these complex payment systems into chat bot systems.

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With the planned extensive chat bot template server, deployment of systems will be cut down up to 65% of time increasing effective development of different sectors much faster than any other company.

Meta Humans Ltd, with the help of Engati and Xenioo, obtained a complete library of online training courses for clients and developers which are built inline with every function that is made available to our customers. This is an big advantage over many other chat bot providers which still require software developer knowledge to build effective chat bots for customers.

With the inline training portal, the learning curve is just 2 days.

**Challenges**

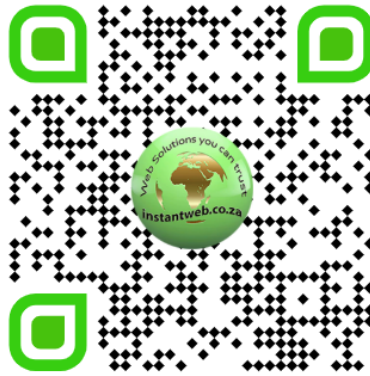
Currently both WhatsApp and Telegram do not have measures in place to stop name spamming, e.g. bot names are registered on a first come first serve basis and there is no way to find out who owns a bot name. It is unfortunate that no control measures exist as within the domain name registries where domain disputes can be lodged against name spamming. However, a request to WhatsApp and Telegram support confirmed that when a company can prove its ownership or patent, a name will be released to a client that owns the brand. But experience showed that this is a difficult and expensive route to follow.

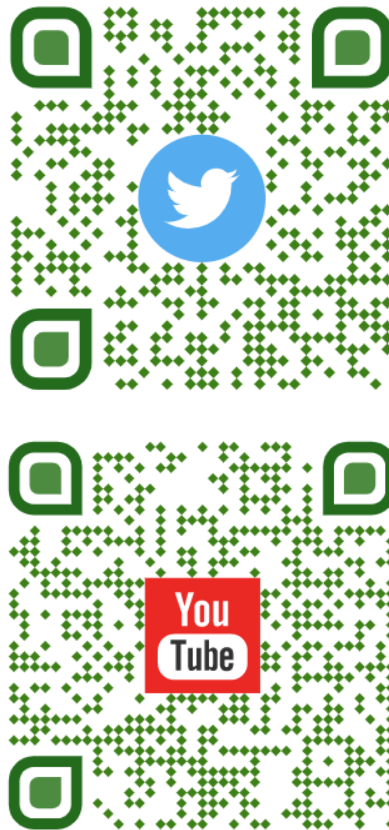
Meta Humans partnered with a QR CODE platform enabling businesses to invite users to scan the code which redirect customers to correct Chat Bot and thereby effectively overcome the branded bot name challenge. These codes can be placed on websites, Facebook, Instagram, LinkedIn and any other chat app.

Scan the branded QR codes below and see what Chat Bots can do for your business:









## Target Market

### Market Size & Segments

With the current technology in place, Meta Humans is adapting this technology to do marketing,

handle inquiries from customers, place and deliver orders, take payments and automate monthly recurring payments and also build and train your bot to take orders, payments, upgrades, downgrades, FAQ's, and answers. Industries like education, travel, lead generation, healthcare, dental, insurance, consulting, real estate, fashion, food and beverages, cinema, trip planner, legal, banking, appointment, real estate, interior, pet services, cleaning services, news, loans, quizzes, HR, coffee shops and many other not mentioned here.



**Target market**

- **SME Companies** 94% (R22.5B)
- **Medium Companies** 4% (R24.5B)
- **Corporate Companies** 2% (R2.4B)
- **Franchisors** <1% (R1.3B)
- **Governments** <1% (R9.5B)



## Competition

### Current alternatives

There are several companies worldwide provides different chatbots and are direct competition. The biggest difference between AI companies is mainly pricing for interactions. Meta Humans chooses quality over quantity and provide a solid backbone for support and a very big development team. Meta Humans will become a big competitive player in the market with its aggressive pricing structure, 500+ top developers, market related interaction fees, ease of platform access, fast learning curve, ease of use and direct support channels. The operation model ensures very low overheads that will make Meta Humans survive hard or cash flow restricted times.

Competitors	How our solution is better
<i>Fearsome Engine</i>	Platform allow both chat and voice
<i>Xenioo</i>	Development team and features
<i>BotPress</i>	Require developer skills
<i>Other providers</i>	Our platform publish to 15 chat apps

Currently in the market segment there are other alternatives also available that is proven successful and are today more in demand than ever. These are:

1. Apps
2. E-Commerce websites
3. Training platforms
4. FAQ's
5. Online web chat platforms
6. CRM's

**Our advantages**

The fact that the META HUMANS platform can accommodate billions of users with only a few operators and still render superior service within milliseconds makes it an online force to reckon with. The scale of the operation with its platform functions will by far outpace any competitive business. The world is big enough to accommodate many good competitors in the relatively new AI chatbot market which started to roll out in 2017. This technology outgrown its buggy code and is now ready to deploy without errors.

This is the key advantages that will outpace any other solution:

1. Low overhead cost
2. No license fees for Apps
3. Use only one platform to deploy to all chat app platforms

- 4. No expensive website development cost
- 5. No extra fees for CRM's
- 6. No mass email marketing
- 7. No expensive sms marketing
- 8. Very quick to develop your own set of processes and answers
- 9. Adapt to any type of business
- 10. Access to 550+ developers at a very low rate
- 11. Integrate into any existing system
- 12. Instant answers to customers
- 13. Easy flow of order systems



**Comprehensive Customer Support**

Create chatbots that cost-effectively streamline your customer support process from automated replies to live chat agents



**Automated Sales & Marketing**

Create chatbots to offer an instant & interactive way for customers to interact with your brands, get 24x7 recommendations & complete transactions



**Intelligent Human Resources**

Embrace the future of people management with a chatbot that automates hiring & on-boarding and offers instant responses to employee queries



**Automated Transaction Enquiries**

Embrace the future of transaction reporting via conversational AI and significantly reducing support calls & queries



**Service Management (ITSM)**

Increase service level satisfaction for your internal customers by providing a 24x7 bot to address IT service support queries and a range of simple tasks



**Conversational Commerce**

Create chatbots that provide the best in new age conversational commerce by helping with product search, recommendations & payments

# Execution

## Marketing & Sales

### Marketing Plan

Marketing will mainly be done with chat bot marketers which will automatically make use of data mining technologies as found within Amazon, Alexa, Siri, Google, Yahoo, Facebook, Twitter and others to obtain the information of sectors that showed interest in automation and chat bot technologies specifically.

Chat bots will introduce the services and invite people to test the platform and use the free offer. Meta Humans will contact all these clients with pre-programmed bot processes to on-sell the services offered by Meta Humans, including, but not limited to the existing services.

Our existing website, customers, social media pages on Facebook, LinkedIn and twitter will be used for awareness campaigns.

Ed Murray who are responsible for logistics, will also be responsible to acquire and contact main company's directors to introduce this service to their IT teams.

### Sales Plan

Meta Humans sales will explicitly concentrate on taking our complex systems and simplify the experience and processes. We belief in the simple, not the complex.

“Eliminate customer effort through this sequential and systematic approach: defect elimination, self-service, automation, and support from an expert associate.”

By eliminating defects, there's less of a need for them to reach out to you.

By implementing self-service and [automated service](#) options, you could solve them much faster.

And, if it's a rather complex query, then transfer it over to a [live agent](#).

Meta Humans will offer a referral reward program, social media like Facebook and LinkedIn to further notify businesses of the platform.

Meta Humans is a member of the national business chamber and will use this resource to extend its reach to business owners. Meta Humans is also a contributing member of AfriForum, a well-respected organization in South Africa.

There will be a marketing bot for every industry, included with PDF documents and videos.

**EXAMPLES OF SALES MATERIAL:**

Am sure you are making the most of your Chat Bot as we continue to add and grow more functionality.

While automation is a journey, a complete experience requires the human touch. We bring to you MetaHumansBot. It integrates seamlessly with our Chat Bots. It also provides a one customer view across channels for greater productivity. Built with the same ease of use and simplicity that is the hallmark of the our experience.

Additionally, Live Chat brings you

1. One-view across 14 chat channels (including Web chat)
2. Chat in 54 languages
3. Live Chat and automation combined for WhatsApp
4. Intelligent, subject matter based conversation routing
5. Both bot and agent, can have many simultaneous conversations
6. With deep productivity and success analytics

All this at just R499 per agent per month. Jansport, MacClaren Dubai properties, IKEA and 45,000 others are already using MetaHumansBot for enhanced customer experience,

I would like to offer just for you a special 14-day free trial of MetaHumansBot?  
Can I contact you for setting it up or walking you through a demo?

**ANOTHER EXAMPLE:**

Do you have a Website or a Blog? Building an email list from your Website is getting HARDER with each passing year. Your Website visitors have probably seen squeeze pages and opt-in forms a million times across the Web.

MetaHumansBot developed an INCREDIBLE Software for list-building. MetaHumansBot's an automated Chat Bot which engages with your visitors in a fun and interactive way. It uses sophisticated "Artificial Intelligence" to persuade them to opt-in to your list.

The MetaHumansBot founders have seen their email lists grow almost TWICE AS FAST with their brand-NEW Chat Bot Software. In fact, this revolutionary “AI” Technology built them an Email list of 11,763 Subscribers in only 7 days. Watch This Short Video To Discover How:

Across three of their MetaHumansBot accounts, they generated 6,386 sales in 6 months with this Chat Bot automation. MetaHumansBot’s a cloud-based app which any business or vendor can install on their Website by copying and pasting one line of “automated Bot code”.

It’s also available as a Wordpress plugin.

You don’t need any special skills or experience.

You don’t need to know a thing about coding.

MetaHumansBot comes with a range of “DONE-FOR-YOU” Chat Bots designed to build your list.

You can add them to your Website in under 60 SECONDS!

You can also easily customize them or you can build your own using a simple “drag-and-drop” Bot Builder.

It’s also fully integrated with major Email marketing services like Aweber, Getresponse, Mailchimp and Sendlane.

Right now, it’s the official Launch week and for a short time only, MetaHumansBot’s available at a special launch price.

Whether you’re a Newbie or you’re experienced..

This List-Building App Could Blow Any Other List-Building Method Out Of The Water

Click here to start building your first bot.

### Exit strategy

Existing founders and shareholders main interest is to build the company to a stage where it reach acquisition maturity.

Meta Humans Ltd current assets in intellectual property will become a licensed software which can be sold separately from its existing service offerings or the complete business can be sold as is. Meta Humans owns its own electronic licensing system that currently license software such as SnapScan, Fixed LTE and MyGate payment gateways.

The value of the company which its current domain registrar status, payment gateway software, current contracts for supplying Fixed LTE, Automated Billing Platform and AI chat bot

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platform exceeds 50 million rand value as per last offer of purchase by a competitor in South Africa.

## Operations

### Technology

The investment capital required will be spent on the following:

1. Pre-develop templates for the bot marketplace shortening deployment times for a wide range of clients instantly, which will acquire clients rapidly throughout the international market. Meta Humans has no license restrictions of any country. This strengthens the position of Meta Humans as provider of voice and Chat Bot templates tremendously. Over 150 major industry templates will be developed including food, education, e-commerce, travel, hospitality, medical, mining, telecommunications, cosmetic and many other.
2. Payment gateways: enabling businesses to receive payments on the Chat Bot platforms for all available gateways, e.g. Visa, MasterCard, SnapScan, QR payments, etc. in South Africa. Meta Humans developed and integrated two major South African payment gateway modules, e.g. SnapScan from Standard Bank and MyGate for WHMCS.
3. Automated delivery platform: This platform will enable delivery companies to integrate into the META HUMANS Platform with ease. Clients can collect or request delivery of ordered products.
4. Integration of Meta Humans automated billing systems into the Chat Bot platform.

These 4 modules are key to make consumers acceptability of Chat Bot technology seamless and easy.

### Equipment & Tools

At this stage no equipment or tools will be purchased to implement META HUMANS other than discussed in the financial forecast

### Key metrics

#### KEY METRICS TO CLIENT ACQUISITION

#### Distribution channels and partners:

The META HUMANS platform is an Amazon cloud base server (SAAS) and has the complete toolset build into the servers to deploy not only chatbots but also managed other AI functions of websites and telecommunication systems of Meta Humans. The META HUMANS platform is built with client acquisition and time frame to close a sale in mind.

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Meta Humans targeted industry sales documents provide the benefits of implementing META HUMANS in their businesses, complementing the existing services and automate repetitive tasks in that industry. Time to close a sale with companies = 1-2 weeks depending on the functions and integrations the bot must achieve. Meta Humans are already in negotiations with some businesses in implementing the chatbots and obtained vendor status with McDonalds as its first client to deploy a chat bot ordering system.

### **The cost to acquire new clients:**

The implementation of META HUMANS will automatically send a text marketing introduction to over 2 million business owners in South Africa, inviting people to test the abilities of our chatbot technology and the benefits of our platforms for their businesses. The only expense is the interaction fee per message and is expected to close a sale at not more than R15 per client with our automated processes. Meta Humans are planning to pay commission on an ongoing basis of 3% of the total sale to affiliates.

Meta Humans has access to over 14 Million contacts on WhatsApp and Telegram as well as an extended affiliate system with more than 400 affiliates in South Africa.

The goal of the key metrics to watch closely is:

1. Expense to close a sale (Currently expected not to exceed R15 per customer, e.g. 1 month of usage of the free platform)
2. Commissions to referrals and effective monitoring to established how long referred clients will stay clients over the next 5 years and correct or enhance the process.
3. Keep track of users using the entry level package and target those clients for conversion.
4. Keep track of the cost of interaction fees.

# Company

## Overview

### Ownership & Structure

The company is a private owned company with 20 million shares as per the MOI of the company and registered in Delaware. The company are currently owned by Marlinett Cristal Heritage Trust (MC Heritage Trust) at 30% equity ownership, Pieter Rubeus 20%, Cristal Cooper 20%, Meta Humans 27% and others 4%.

Class of share available: Authorized Redeemable Cumulative par value shares

The director of the company is Petrus Salomo Rubeus.

Existing shareholders and founders of Meta Humans Ltd:

Total share pool: 20 million shares

Meta Humans: 3 917 955 shares (3 million shares)  
These shares are available to new investors.

Marlinett Cristal Heritage: 6 000 000 shares (6 million)

Cristal Cooper: 4 000 000 shares (4 million)

Pieter Rubeus: 4 000 000 shares (4 million)

Perry Michael Grant 2 120 0 shares

Danie Blom 1 5000 share

Jeffery Willets 10 000 shares

+60 other shareholders

New shareholders are not included from the equity bought from Meta Humans.

## Company history

Meta Humans Ltd is a result of over 20 years of trial and error and is now the public brand by its original founders and financial backers. The predecessor companies developed and integrated many software developments over the years and established the final brand of Meta Humans.

Meta Humans, besides the deployment of META HUMANS that is the enhanced result due to the pandemic worldwide, deliver domain name registration services, web hosting, web development, company registration services, internet provisioning and web services at a small scale and will use META HUMANS to automate and implement its complete business services across all sectors.

It was trying times with a lot of failures, retests, re-deployments and market tests with little money and hard times. Meta Humans Ltd first deployment idea was to implement customer center shops all over South Africa, which turn out to be inflated and very expensive and converted to self-help terminals, but when the pandemic in October 2019 become prevalent and during this time of implementation of the self-help terminals, much like the lotto terminals, but alas, the Covid pandemic strike and cause a death blow to that wonderful idea as well. South Africa was downgraded to Junk status, Rand/Dollar exchange skyrocketed, Eskom power failures increased, BEE, Labour and South African Revenue services requirements was the ultimate death to the idea of self-help terminals and deployment of independent contractors and we needed to convert to something more flexible, cheaper and easier to implement.

Artificial Intelligence Chat Bots was set to deploy only in 2024 with Meta Humans, but due to circumstances and the need to go completely no touch and anti-socializing behavioral requirements fast paced this in 2020.

Meta Humans will deploy this technology that will work in any condition or environment and comply to all laws and regulations and we are ecstatic to see other evident success of AI companies deploying the same form of technology.

## Team

### Management team

Please see team under pitch for information.

### Advisors

Martin Venter

<https://www.linkedin.com/in/martin-venter/>

Commercial, Contractual & Delictual disputes | Legal Counsel to the Mining Industry | Company and Tax Structuring.

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Honors & Awards

- Chairman of the Rand Business Forum.
- 
- Chairman of the SBI Gauteng Province
- 
- Chairman on the Legal Committee of the SBI
- 
- Counselor on the Gauteng Law Council
- University of South Africa/Universiteit van Suid-Afrika

Field Of StudyLLM-Company Law, International and Economical Law, Law of Nations

Dates attended or expected graduation1999

- University of Johannesburg

Degree NameH.Dip Tax

Dates attended or expected graduation2003

Studied at the University when it was Rand Afrikaans University

- University of Pretoria/Universiteit van Pretoria

Degree NameLL.M - Company Law

Dates attended or expected graduation1994

Licenses & certifications

- Notary of the High Court of South Africa

Issuing authority High Court South Africa

Issued date and, if applicable, expiration date of the certification or license Issued 2008  
No Expiration Date

- Solicitor of England & Wales

Issuing authority Solicitor of England & Wales

Issued date and, if applicable, expiration date of the certification or license Issued 2008  
No Expiration Date

- Conveyancer of the High court of South Africa

Issuing authority High Court South Africa

Issued date and, if applicable, expiration date of the certification or license Issued 2005  
No Expiration Date

### **Partners & Resources**

Meta Humans partnership with companies like Twillio, Facebook BSP's and various others, gained complete access to front and backend API developers, 500+ highly experienced people that's passionate about API development in our team to ensure whatever integration, code or function required with META HUMANS, is delivered in a very short period.

Other partnerships:

WHMCS, cPanel, ZACR, Engati, Xneelo, Twillio, African Axess, CellC, MTN, Telkom, FusionPBX, ModulesGarden, Facebook Developers, Twitter Developers, and many others.

Specific agreements exists for specific service deliveries in specific industries. In the deployment of META HUMANS, the Engati, Twillio, Vonage worldwide agreements is the basis of the Cloud deployments.