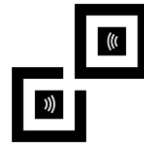


ANTHROPIC



Ushering the Corporate Finance Revolution with Claude

June 4, 2023

KIKU

Are You A Stressed-Out CFO? Don't Worry, You're Not Alone

Sally Percy Contributor @

Follow



Shutterstock

So what do CFOs have to feel stressed about? Well, plenty as it happens. Setting aside all the routine pressures that they have faced for some time – year end, month end, presenting to the board, meeting investors, the prospect of the auditors uncovering an enormous fraud etc. – the fast-changing world in which we live today is inflicting extra burdens upon them.

For starters, they are increasingly expected to make something meaningful out of all the large volumes of data that are swishing around organizations – and this is a challenge that is going to become even greater in future. Research firm IDC predicts that the world will be churning out **163 trillion gigabytes of data** annually by 2025. Apparently it will be down to CFOs – with the help of their data scientist colleagues – to turn much of this ocean of data into insights that the board can base its strategic decision-making on. As if the quantity of data did not present enough of a challenge on its own, there is also the quality to consider and the fact that if it's misinterpreted, the board could end up making some very poor decisions as a result.

THE BOTTOM LINE

Corporate CFOs are going through their own 'Great Resignation'

PUBLISHED TUE, FEB 28 2023-12:36 PM EST | UPDATED TUE, FEB 28 2023-12:40 PM EST

Ian Thomas
@BYIANTHOMAS

WATCH LIVE

KEY POINTS

- The average tenure of a chief financial officer at a North American company is around 5 years, a steady decline compared to even just a few years ago.
- The CFO role is seeing a growing number of responsibilities and demands, which can cause more friction in the C-suite and lead finance chiefs to seek out new roles to use their skill sets.



After inflation set in and the threat of recession looms large, chief financial officers are feeling the pressure. GETTY IMAGES

Up until about a year ago, chief financial officers had more room to breathe. Shoppers were finally let out of the pandemic lockdown to roam and open their wallets like never before, and low interest rates made it far easier to justify expensive investments.

After inflation set in, the role has become rather stressful—possibly more than ever before. Investment has dried up, and a vague but serious threat of a recession threatens to put an end to bumper revenues. Growth in the U.S. economy is slowing. Manufacturing output fell in December, and the Fed continues to hike interest rates without mercy.

Less than a third of top CFOs recently surveyed by Deloitte in November consider it a good time for greater risk-taking, and 41% are pessimistic about their companies' financial prospects. Soon, the modern CFO may no longer be a creative copilot to the CEO but a penny-pinching jobsworth.

The Toughest Challenges CFOs Will Face in 2023

Kristina Russo | CPA, MBA, Author

September 19, 2022



Role of the CFO: the Old & the New

The 10 Biggest Challenges for CFOs

When looking at what will keep CFOs awake at night in 2023, tough challenges come from all corners of their jobs. Here are ten of the most troublesome challenges:

1. Talent acquisition and retention

Finding people with the right skills to staff their departments is a critical challenge for CFOs. As their roles and requirements have broadened, the skills CFOs need from their staff have also changed.

2. Unify disparate data

CFOs will need to finally address the challenges posed by legacy data in 2023. The nimbleness demanded from businesses in 2022 amplified the need for current, accurate data to support decision-making. Unifying data for analysis eliminates pulling it from disconnected databases and spreadsheets. At the same time, a single data source also increases the speed of reporting and reduces the inefficiency and errors inherent in manual processes.

Accenture has found that 76% of CFOs believe unifying disparate data is vital to achieving business objectives. Another important dimension in the disparate data challenge is the need for CFOs to ensure company financial statements are accurate and auditable.

CFOs urgently need a trustworthy, intelligent, knowledgeable, domain expert: a 24X7, blazingly fast copilot

TECHNOLOGY



AI-DRIVEN AUTOMATION

72% of Business Leaders Want AI Adoption Within 3 Years: Weekly Stat

New data suggests that leaders are highly interested in AI but must plan around the risks associated with adoption.

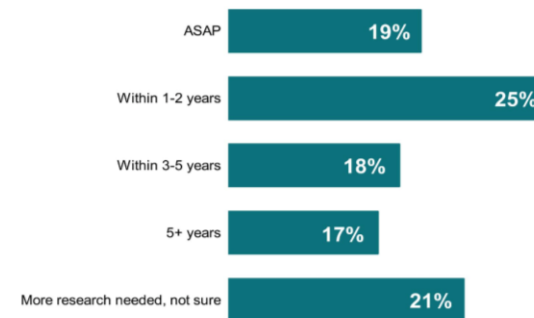
By Adam Zaki | May 31, 2023

2. Develop an AI Timeline

Whether it's ChatGPT or the numerous specialized artificial intelligence (AI) chatbots on the market, the latest technological disruption has garnered much attention in finance. The industry is still in its infancy, with companies, big-name investors, and solutions still in the early stages of development.

More than two-thirds (69%) of all executives in the CFO Outlook Survey said they plan on increasing AI use this year. *The Balance's* email poll from April 26 had readers detail their timeline for incorporating AI. While *The Balance* subscribers seem slightly more cautious around AI, the interest in what it can do for corporate finance is high.

What is your timeline for incorporating generative AI into your workflows?



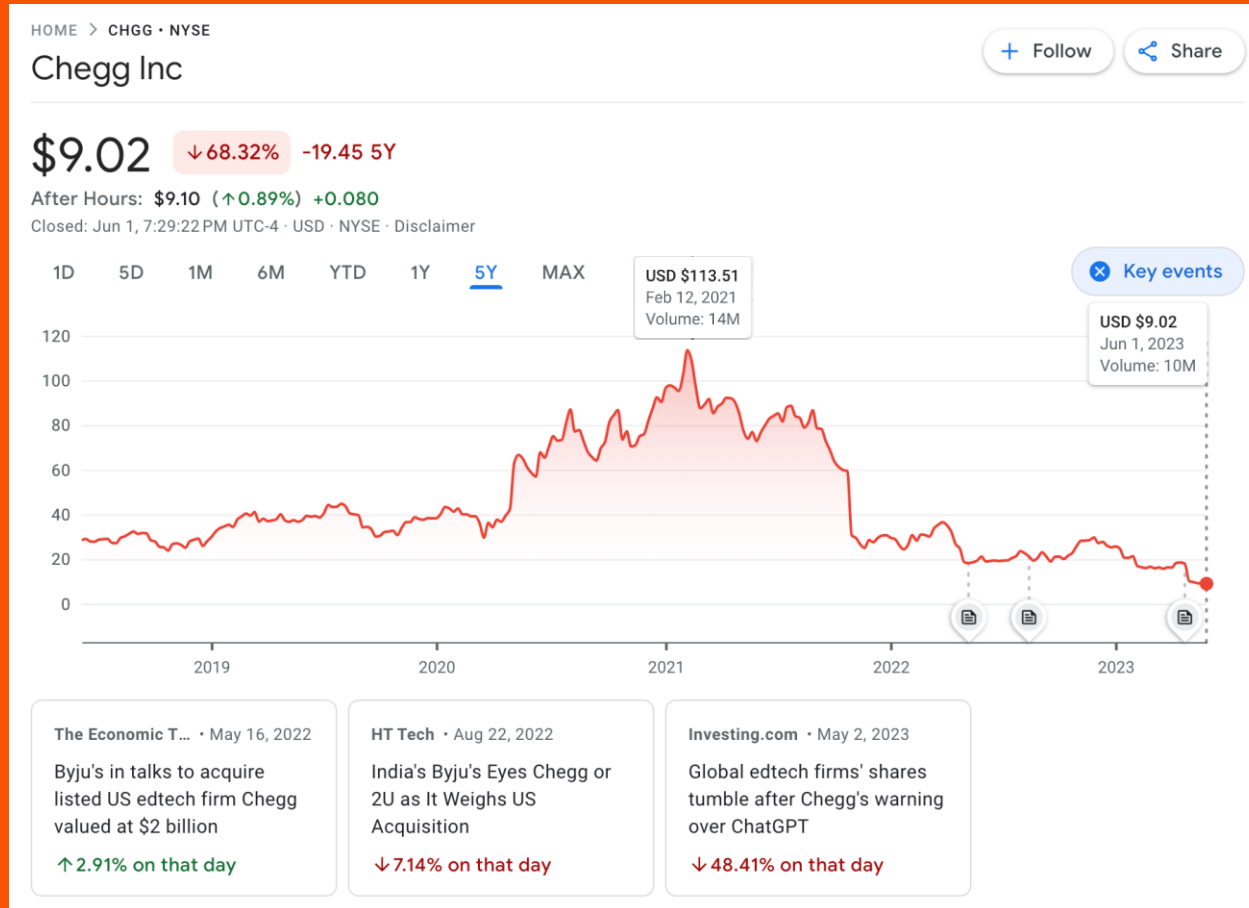
Only one possible answer !

KIKU (powered by Claude!)

- AI models developed by domain experts
- Trained on the company's own data
- Enriched with industry and competitor data
- Insightful recommendations from Claude's large context
- Zero waiting for analysts - anytime, anywhere access

Demo Context

Chegg, a large EdTech company is facing massing downward pressure on its stock.



In the middle of managing multiple crisis, the CFO has to prep for a crucial upcoming investor meet.

Let's see how Kiku can help

DEMO CASE 1: EMPOWERING WITH UNMATCHED COMMUNICATION EXPERTISE

Demo of communication preparedness



Sample Q&A from Kiku

Investor event preparation

Feel free to ask any questions in order to enhance your preparation by anticipating questions for the upcoming investor event. Please type your question or select from the pre-filled options.

What are the top three questions that can be expected from growth investors, given the re

Submit Question

Here are three potential questions growth investors may ask Chegg given recent advancements in large language models like ChatGPT:

1. How will ChatGPT and other AI tools impact your business and subscriber growth? Investors will want to understand if and how AI tools like ChatGPT could pose a threat to Chegg's core business model by providing alternative solutions to students' questions.
2. What is your strategy to leverage AI to drive growth? Investors will be interested in how Chegg plans to utilize AI, either through partnerships with AI companies or in-house development, to enhance its products, expand content offerings, and attract new subscribers.
3. How do you plan to differentiate your offerings from AI tools? Given that AI tools like ChatGPT can provide answers to students' questions, investors will want to understand how Chegg plans to differentiate its products and services to maintain its competitive advantage. This could include aspects like personalized learning, expert answers from verified sources, and a more comprehensive learning platform beyond just question answering.

- **Strategic Advantage:** Kiku empowers executives to gain a strategic advantage in investor communication by proactively anticipating tough questions, allowing them to respond with finesse and confidence
- **Unparalleled Preparedness:** With comprehensive research capabilities, Kiku ensures executives are always one step ahead, analyzing news articles, competitor responses, industry trends, and more. Executives are fully prepared and never caught off guard
- **Personalized Insights:** Kiku serves as a trusted partner, providing tailored guidance based on the investment philosophies of different types of investors. With customized insights, executives gain the ability to effectively address relevant questions and connect with diverse investor audiences

DEMO CASE 2: UNLEASHING COMPETITIVE ADVANTAGE THROUGH STRATEGIC INSIGHTS

Demo of competitive analysis



Sample Q&A from Kiku

Competitive analysis

Select a competitor to compare with:

2U

Feel free to compare against your competition. Please type your question or select from the pre-filled options.

What are the potential long-term opportunities?

Submit Question

opportunities:

Both companies see opportunities in expanding their content offerings and markets to drive growth.

- Chegg aims to expand through acquisitions and partnerships, while 2U focuses on expanding content on its edX platform and growing its enterprise channel.

Technology plays a role for both:

- Chegg wants to utilize AI and ML to improve products, while 2U sees opportunities in leveraging its edX platform.

Customer retention and lifetime value differ:

- Chegg aims to increase student retention and engagement to make students lifelong customers.
- 2U wants to leverage edX to drive interest in other parts of its business, specifically enterprise and stackable credentials.

International expansion is a potential opportunity for both, though they differ in approach:

- Chegg plans to localize offerings by market to grow internationally.
- 2U sees its existing global base of edX learners as an entry point to expand internationally.

Overall, while both companies see multi-pronged opportunities, Chegg's emphasis seems to be on optimizing its direct-to-consumer model, while 2U aims to leverage its edX platform to drive growth in its broader business. Hope this summary helps! Let me know if you have any other questions.

- **Strategic Insights:** Gain a competitive edge with Kiku's meticulous analysis, delivering valuable insights on strategies, risks, strengths, and opportunities. Make informed strategic decisions that drive success
- **Capitalize on Advantages:** Leverage strengths and seize opportunities in the competitive landscape. Kiku identifies and compares advantages, empowering proactive actions that keep companies ahead of their competition
- **Maximizing Competitive Edge:** Make well-informed decisions with comprehensive competitor insights from Kiku. Maximize your company's competitive edge and confidently navigate the market landscape for sustained success

DEMO CASE 3: DELIVERING INDUSTRY INTELLIGENCE WITH REAL-TIME INSIGHTS

Demo of industry insights



Sample Q&A from Kiku

EdTech insights

Feel free to ask questions regarding EdTech industry. Please type your question or select from the pre-filled options.

How can the EdTech industry effectively respond to the growth of ChatGPT?

Submit Question

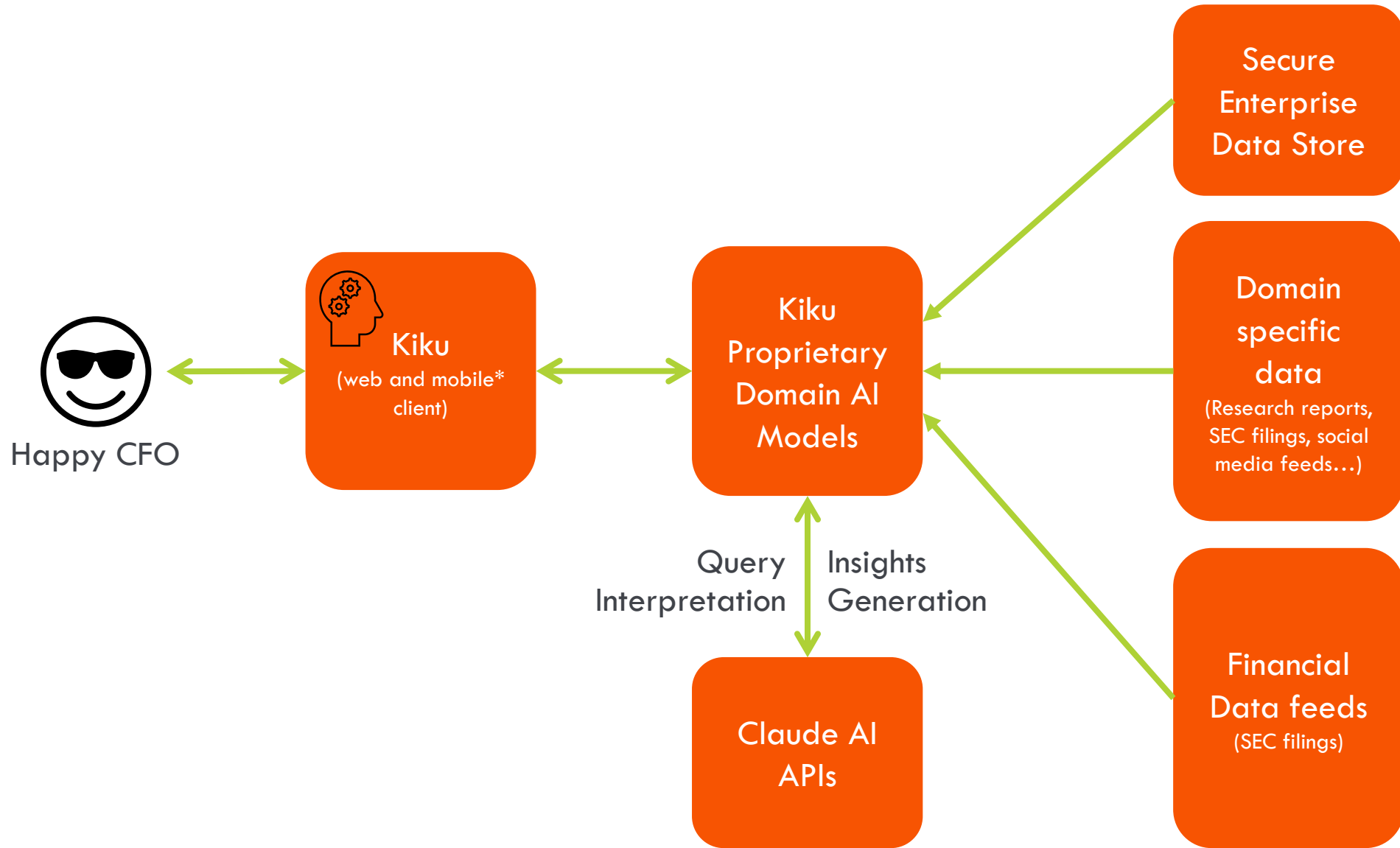
Here are some ways the EdTech industry can effectively respond to the growth of ChatGPT:

1. Embrace ChatGPT instead of banning it. Banning it will only frustrate students and educators. Instead, set clear ground rules for its appropriate use in schools and universities.
2. Move away from purely content-driven learning platforms and focus more on skills development. ChatGPT highlights the need for students to develop critical thinking, reasoning, and other skills that will be valuable in the future workforce.
3. Increase oversight and transparency to distinguish between human-created and AI-generated content. This will likely require action from regulators as ChatGPT evolves.
4. Warn students that relying too heavily on ChatGPT for assignments will not lead to high grades. They still need to put in the effort to develop a deep understanding of concepts.
5. Leverage ChatGPT to automate routine tasks like creating study guides and summaries, allowing educators to focus more on personalized and project-based learning approaches.
6. Train ChatGPT on your own proprietary content and data to enhance its performance for your specific use cases. This will make your offerings more attractive and personalized.

In summary, the EdTech industry should adapt to ChatGPT by integrating it thoughtfully into their products and services, while also shifting their focus to developing higher-order skills in students that AI cannot yet match. Clear guidelines, oversight, and warnings about overreliance will also be important.

- **Industry Intelligence:** Gain a panoramic view of the industry landscape with Kiku, staying informed and ahead of trends. Get the edge in strategic decision-making
- **Curated Insights for Smart Decisions:** Access synthesized information from industry reports, trends, and curated data with Kiku. Empower your decision-making and strategic planning with valuable insights at your fingertips
- **Proactive Trend Tracking:** Stay ahead of the curve and adapt to market changes with Kiku's trend analysis capabilities. Anticipate shifts in the industry and make informed decisions to stay competitive

KIKU: ARCHITECTURE VISION



COMPARISON WITH CHATGPT

Homepage
Coach
Contrast
Watch

Investor event preparation

Feel free to ask any questions in order to enhance your preparation by anticipating questions for the upcoming investor event. Please type your question or select from the pre-filled options.

What are the top three questions that can be expected from Chegg's growth investors?

Submit Question

Here are three potential questions growth investors may ask Chegg given recent advancements in large language models like ChatGPT:

1. How will ChatGPT and other AI tools impact Chegg's business and growth prospects? Investors will want to understand if and how AI tools like ChatGPT could pose a threat to Chegg's business model, and how Chegg plans to adapt and leverage AI to maintain and grow its business.
2. What is Chegg's AI strategy and roadmap? Investors will be interested in hearing about Chegg's plans to invest in and utilize AI to enhance its products and services, expand its total addressable market, and maintain its competitive edge.
3. How does Chegg plan to monetize AI? If Chegg incorporates AI into its offerings, investors will want to understand how Chegg plans to generate revenue and profit from its AI investments and initiatives.

These questions reflect investors' interest in understanding how Chegg plans to navigate the evolving AI landscape and leverage AI to drive growth and value for shareholders. Chegg's responses would provide insight into its AI strategy, risks and opportunities, and growth prospects in light of advancements in large language models.

What are the top three questions that can be expected from Chegg's growth investors, given the recent advancements in LLMs like ChatGPT?

1. How has the recent advancements in language models like ChatGPT impacted Chegg's business and growth prospects?
2. What specific applications or use cases of LLMs have Chegg implemented to enhance its services and customer experience?
3. How does Chegg plan to leverage LLMs and similar technologies in the future to stay ahead of the competition and continue its growth trajectory?

What were the main analyst concerns during the most recent earnings call of Chegg and 2U?

I'm sorry, but as an AI language model, my responses are generated based on pre-existing knowledge up until September 2021, and I do not have real-time data or access to recent earnings calls. Therefore, I cannot provide you with information about the most recent earnings call of Chegg and 2U or the specific concerns raised by analysts during that call. I recommend checking reliable financial news sources or company filings to obtain the latest information on these companies' earnings calls and analyst concerns.

Lacking specificity and disregarding Chegg's unique situation, resulting in a generic (or no) response.

Competitive analysis

Select a competitor to compare with:

2U

Feel free to compare against your competition. Please type your question or select from the pre-filled options.

What were the main analyst concerns during the most recent earnings call?

Submit Question

Responses:

Growth Prospects:

Chegg - Analysts were concerned about Chegg's future growth prospects in light of macroeconomic trends and competition. They asked about Chegg's roadmap for higher growth and how they will accelerate growth.

2U - While revenue growth was not a main focus currently, analysts still asked about 2U's revenue growth outlook and drivers in the second half of the year. Management pointed to green shoots and opportunities that could drive revenue growth.

Pricing Strategy:

Chegg - Analysts asked questions about Chegg's pricing strategy, including pricing for subscriptions, Study Pack pricing, and the overall pricing matrix.

2U - Pricing strategy was not a major theme of questions for 2U. Analysts focused more on regulatory impacts and profitability.

AI Investments:

Chegg - Analysts asked questions about Chegg's investments in AI and machine learning, their AI strategy and timeline, and how AI could improve Chegg's products.

2U - AI investments and strategy did not appear to be a major focus area of analyst questions for 2U.

Margins and Profitability:

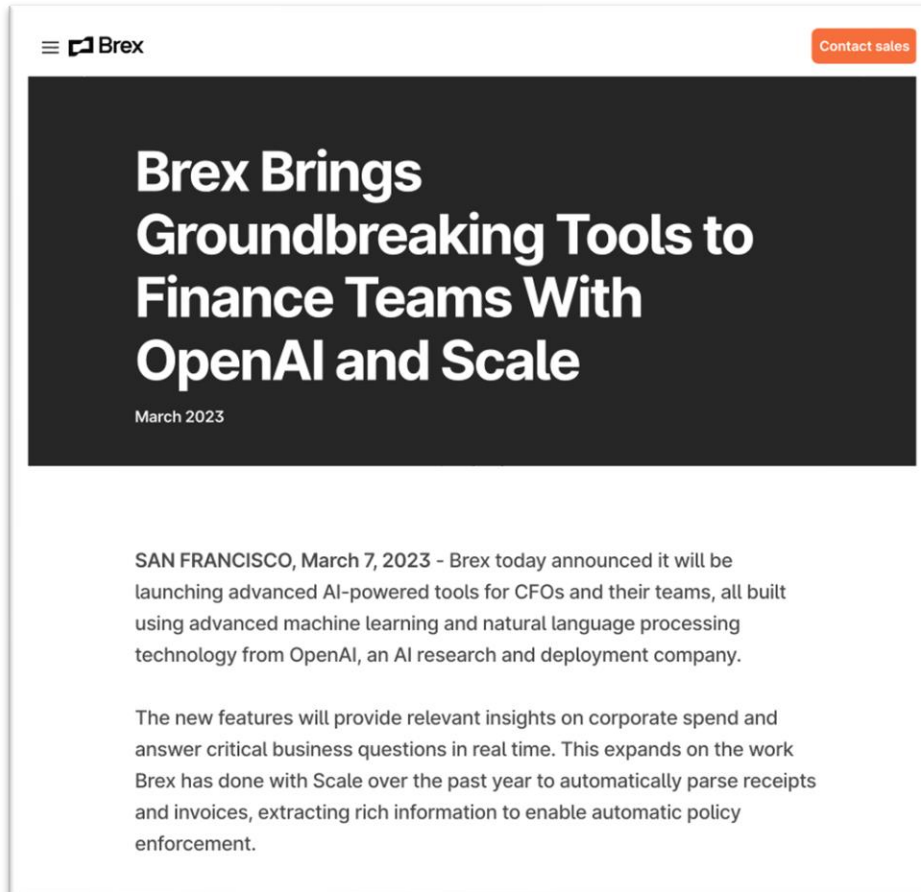
Chegg - Analysts asked about Chegg's margin outlook in light of the lack of revenue growth in 2023 and what could improve margins outside of revenue growth.

2U - Analysts focused on 2U's adjusted EBITDA and cash flow performance in the quarter and the factors driving those results, including cost savings and marketing efficiencies.

Hope this summary helps compare and contrast the key themes and concerns for Chegg and 2U based on their earnings call transcripts! Let me know if you have any other questions.

OTHER PLAYERS

Not customer need focused, force-fitting AI into existing solutions in a very generic way



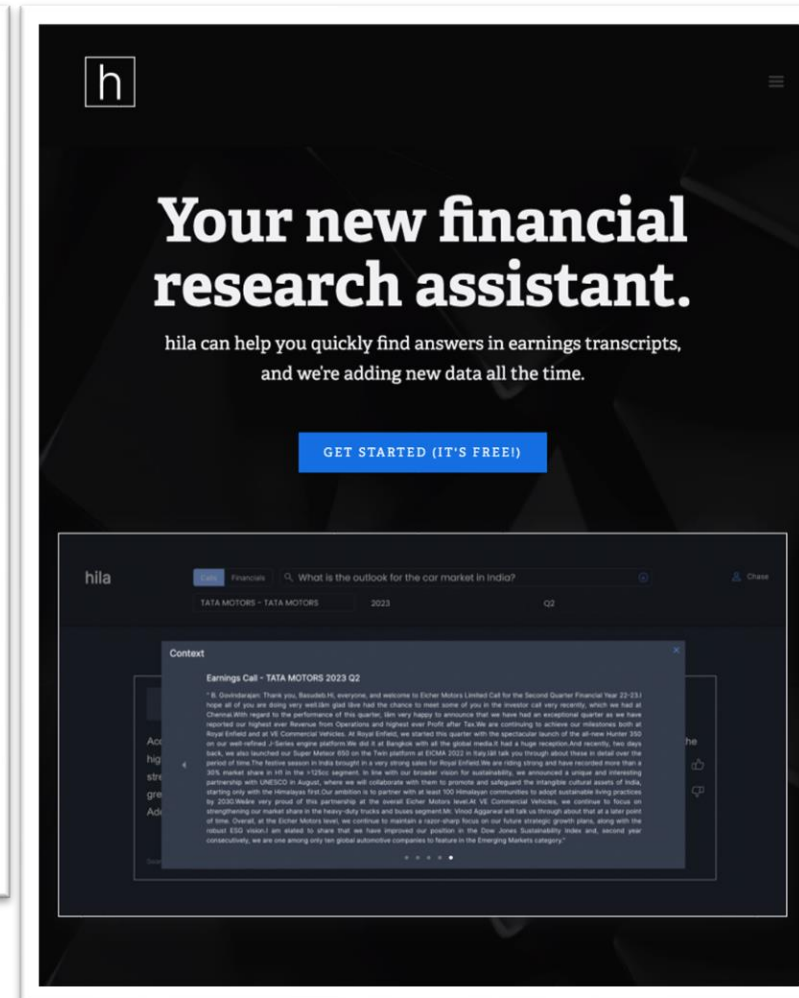
Brex Contact sales

Brex Brings Groundbreaking Tools to Finance Teams With OpenAI and Scale

March 2023

SAN FRANCISCO, March 7, 2023 - Brex today announced it will be launching advanced AI-powered tools for CFOs and their teams, all built using advanced machine learning and natural language processing technology from OpenAI, an AI research and deployment company.

The new features will provide relevant insights on corporate spend and answer critical business questions in real time. This expands on the work Brex has done with Scale over the past year to automatically parse receipts and invoices, extracting rich information to enable automatic policy enforcement.



Your new financial research assistant.

hila can help you quickly find answers in earnings transcripts, and we're adding new data all the time.

[GET STARTED \(IT'S FREE!\)](#)

hila

Finances | What is the outlook for the car market in india?

TATA MOTORS - TATA MOTORS 2023 Q2

Context

Earnings Call - TATA MOTORS 2023 Q2

"R. Quinlan: Thank you, Basit, H, everyone, and welcome to Eicher Motors Limited Call for the Second Quarter Financial Year 22-23! Hope all of you are doing very well. I'm glad you had the chance to meet some of you in the investor call very recently, which we had at Chennai with regard to the performance of this quarter. I'm very happy to announce that we have had an exceptional quarter as we have reported our highest ever Revenue from Operations and highest ever Profit after Tax. We are continuing to achieve our milestones both at Royal Enfield and at VE Commercial vehicles. At Royal Enfield, we started this quarter with the spectacular launch of the all-new Meteor 350 in our most critical 2-3 liter engine platform. We did it at Bangalore with all the global media. It had a huge reception. And recently, two days back, we also launched our Super Meteor 650 on the Taps platform at EICMA 2022 in Italy. I'd talk you through about these in detail over the period of time. The Revenue from Operations brought in a very strong value for Royal Enfield. We are doing strong and have recorded more than a 35% market share in 18 in the >125cc segment. In line with our broader vision for sustainability, we announced a unique and interesting partnership with UNICEF in August, where we will collaborate with them to promote and safeguard the fragile cultural assets of India, starting only with the revenues from our activities to partner with at least 100 Unicef communities to help sustainable living practices by 2030. We're very proud of this partnership at the overall Eicher Motors level. At VE Commercial vehicles, we continue to focus on strengthening our market share in the heavy-duty trucks and buses segment. Most Appreciate will talk us through about that at a later point of time. Overall, at the Eicher Motors level, we continue to maintain a razor sharp focus on our future strategic growth plans, along with the robust ESG issues that we related to, which we have reported our position in the Dow Jones Sustainability Index and, second year consecutively, we are one among only two great automotive companies to feature in the Emerging Markets category."

ADDRESSABLE MARKET

We want to start with a focus on Middle Market companies where CFOs have small departments and can urgently benefit from AI

U.S. MIDDLE MARKET DEFINED



Annual Revenues Range from
\$10MM - \$1B



Accounts for
60% of All New
Private-Sector
Jobs



Nearly
200,000 in All Industry
Businesses Segments and
Geographies

Equivalent to the
5th LARGEST
global economy



Represents
1/3 of Private Sector
GDP and Employment



85%
of Companies
Are Privately Held



More than
\$10 trillion in annual revenue

TEAM



Paras has over 20 years of advisory and operational experience in consulting, banking and technology companies. His experience included software engineering at Infosys, management consulting at Stern Stewart & Co., investment banking at Mizuho Bank, strategic finance advisory to private equity portfolio companies at Accordion Partners, and Head of Finance at a unicorn Fintech startup.

He partnered with the boards and business leaders in creating sustainable value for companies in a variety of sectors and across geographies.

He has an MBA from the University of Rochester and a BTech in Mechanical Engineering from the Indian Institute of Technology - BHU.



Saurabh has over 20 years of experience in leading technology teams across FinTech (Hedge Funds, Energy Trading/Risk Management, Mortgages), Enterprise Productivity, and eCom. During his 8 years at D. E. Shaw, his team carved out the Middle and Back Office Technology infrastructure and spun it off as a SaaS company. During his 6-year stint at Microsoft, he led a product with more than \$500M ARR and led the launch of a brand-new enterprise learning platform.

He was the VP of Product at Quince, a fast-growing silicon valley startup.

He majored in Quantitative Finance during his MBA from the Indian School of Business and holds a BTech in Mechanical Engineering from the Indian Institute of Technology - BHU.

Next Steps

Business Development

Grow from Zero-to-One

- Meet with 30-50 senior executives to hone in on the most urgent business needs
- Work closely with early adopters and design partners to rapidly iterate on the solution

System Development

Productionalize the core infrastructure by utilizing Claude APIs and adding features such as

- Enterprise-grade data security, authentication, authorization capabilities
- Integrate with Kiku's ML models for deeper insights
- Gain a deep understanding of the customer journey and develop a user interface that supports features like multi-user collaborative discussions with AI, convenient options to resume conversations, export information, and incorporate ad-hoc documents, among others

Website: www.letsniku.com

Email: paras@letsniku.com, saurabh@letsniku.com

