

RAISE YOUR HACK 2025

Fresh Team

# StreamLead AI

Ai powered chat while you stream. Turning passive viewers into active leads.



# The Webinar/ Livestream problem: Silent Leads & Missed Opportunities



## Passive Audiences

Most webinar attendees are passive viewers. They listen (if you are lucky) but don't engage, making it difficult to identify what their needs truly are or where they are in the buyer's journey.



## Unasked Questions

Prospects hesitate to ask questions publicly—missing their chances to gain understanding and your chance to address objections and qualify their interests



## Risky Public Q&A

Public sessions can introduce objections that compromise relationships with all prospects simultaneously.

## Generic Follow-Up

Without insight into individual interests or concerns, post-webinar outreach lacks personalization—resulting in poor open rates and wasted sales effort.

## Limited Content Insights

Traditional platforms offer minimal feedback on what drives engagement or confusion, making message refinement difficult.

# Meet StreamLead AI: Your Intelligent livestream Companion

StreamLead AI transforms passive viewers into engaged participants by creating personalized, private sales experiences within your webinars—all powered by your product content and requiring zero additional overhead.



## Listens Actively

Processes webinar content in real-time, understanding context and nuance of presentations as they unfold.



## Responds Privately

Enables viewers to ask questions discreetly, eliminating the fear of public scrutiny while maintaining engagement.



## Qualifies Leads

Intelligently asks questions to understand prospect needs and guide them through the sales funnel.

The result? Deeper engagement, increased trust, and significantly higher conversion rates.

# Market Opportunity: \$86B+ Convergence

## Webinars & Virtual Events

\$58B+ market by 2030

B2B SaaS, education, healthcare,  
fintech sectors



## Marketing Automation

\$10B+ growing market

Platforms like Drift, Intercom, HubSpot

## AI Conversational Platforms

\$18B+ by 2030

Generative AI chat, smart assistants,  
real-time interaction

## Serviceable Addressable Market

**\$240M**

**Annual SAM**

**100K**

**Target Businesses**

10% of 1M+ webinar-running  
companies

## Revenue Streams and Drivers

- Pay-per-interaction model
- Monthly licenses for advanced analytics
- Zero-friction self-serve implementation with simple tag deployment on your video / Webinar page

Initial focus on English-speaking B2B companies using Zoom, Hopin, Demio, or YouTube Live

# AI Chat Agent Competitive Landscape

### Traditional AI Chat Platforms

Drift, Intercom, and HubSpot excel in website-based engagement but lack video context awareness and real-time adaptation during livestreams.

### Budget Solutions

Tidio, ManyChat, and similar platforms offer affordable chatbots with simple deployment, but provide only surface-level interactions without live video context.

### Video-Adjacent Tools

Synthesia and Vidyard focus on video creation or hosting with static AI layers, missing the critical real-time interaction component during live events.

## StreamSense Competitive Advantage

Feature	Generic AI Agent	StreamSense AI
Website chat	✓	✓
Video content Awareness	✗	✓
Personalized Answers from Live Audio + Web Content	✗	✓
Content Intelligence & Analytics	⚠	✓
Full Customer Journey Support	✗	✓





# Future Prospects: Beyond Webinars

StreamSense's AI technology potential extends far beyond sales calls and webinars, creating value across multiple customer touchpoints:



## Live TV & Sports

AI-powered ad placements that adapt in real-time to game developments or show narratives



## Education

Interactive learning assistants that engage with lecture content as it's delivered

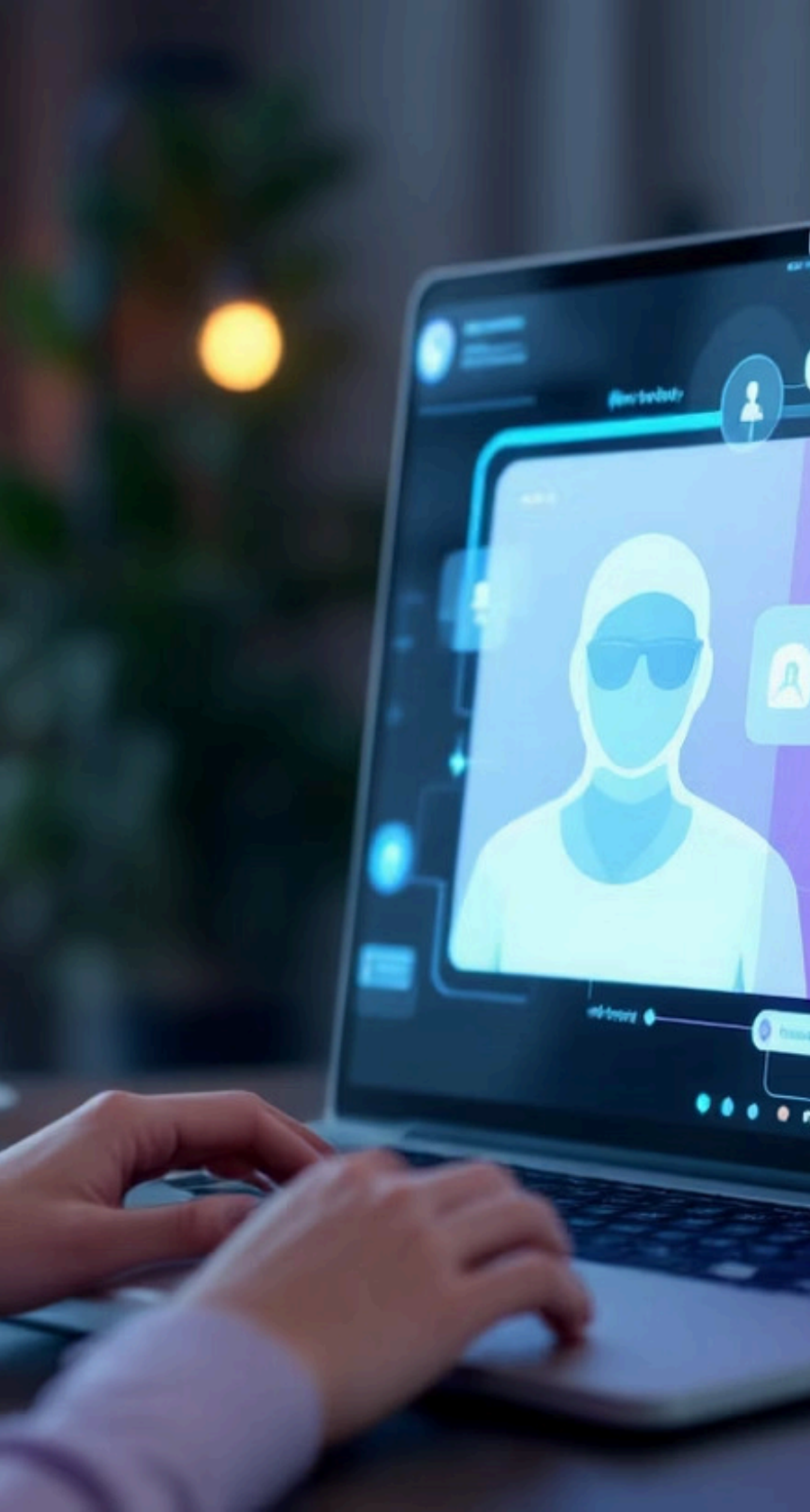


## Entertainment

Context-aware companions for concerts, festivals, and livestreamed events



Adaptive AI content responding to real-time events



# StreamLead AI: Transforming Webinars and Video Content Engagement

## 1 The Problem

Sales Webinars suffer from passive audiences, unanswered questions, irrelevant Q&A, generic follow-ups, and limited content insights—resulting in missed sales opportunities.

## 2 Our Solution

An AI agent that creates personalized, private sales experiences inside webinars—allowing viewers to ask questions discreetly while receiving tailored, context-aware answers in real-time.

## 3 Market Opportunity

\$240M/year SAM within the growing webinar (\$58B+), marketing automation (\$10B+), and AI conversational (\$18B+) markets.

StreamSense AI uniquely specializes in video-based experiences, maximizing ROI on expensive video content while providing valuable marketing analytics and supporting customers throughout their journey.