



Wing Assistant™

Grow your business with Wing

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Meet GTMA Creative

They're a fast-growing creative agency in NYC with 20 employees.

- Their CEO is burned out and needs an EA
- Their CMO wants to get into organic social
- Their VP of Sales wants to start cold calling

But they don't have the budget to hire 3 US-based employees @ \$85k/yr



They want to hire globally But their options aren't great...

Freelancers

- Unsuitable for fulltime roles
- No vetting
- Not a long term solution
- Risk violating ToS

Normal VA Agency

- Low quality
- Too inexperienced to help
- Turnover & bad matching
- Expensive

 Magic  

PT Employees

- Very expensive
- Lots of work to find/interview
- Very high turnover
- Weak commitment

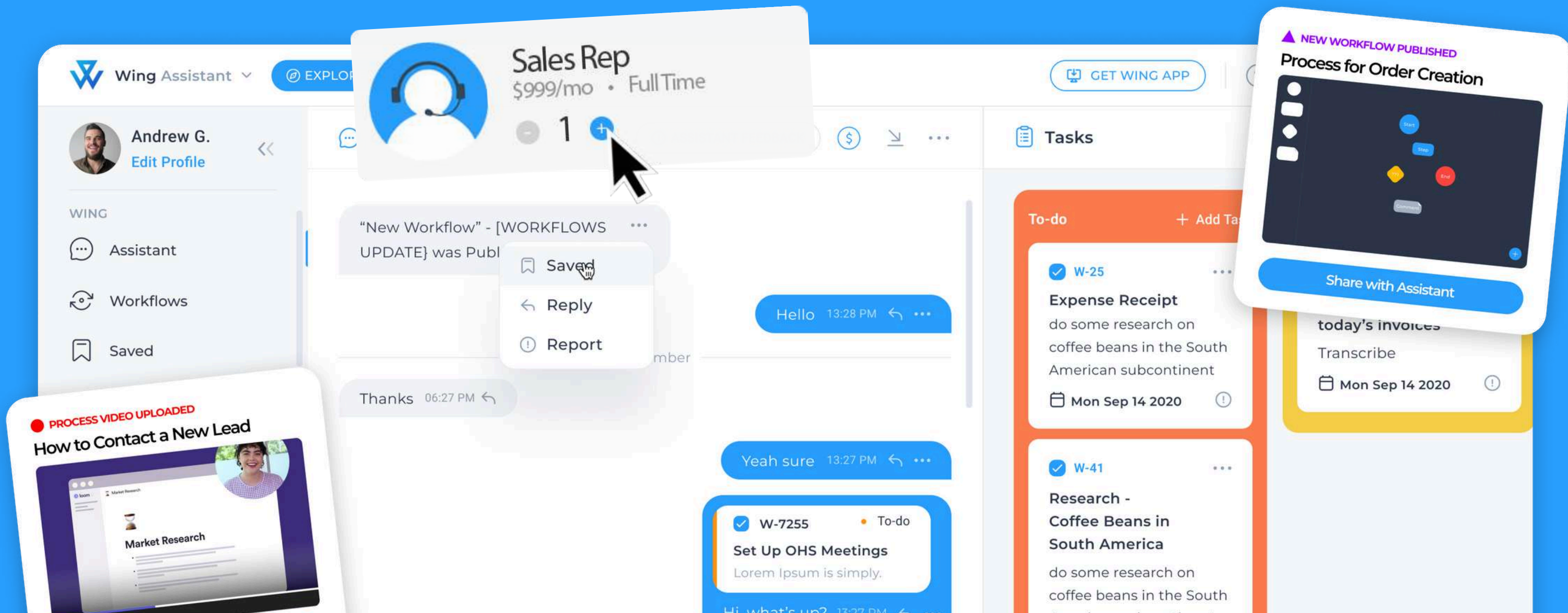
  

Building a global team is **hard**

With more business formed in the last
2 years than *any other* year on record
a better solution is needed.

THAT'S WHY WE BUILT WING ASSISTANT

We help clients hire vetted international talent in **10 minutes** instead of **150 hours**.



We leverage AI to deliver an *unmatched* offering

We find the world's best talent

AI Recruiter finds the top 0.5% of talent in the world by vetting **millions** of talents worldwide



We deliver the best results

AI Supervisor listens to chats, and highlights quality issues to fix before clients even notice

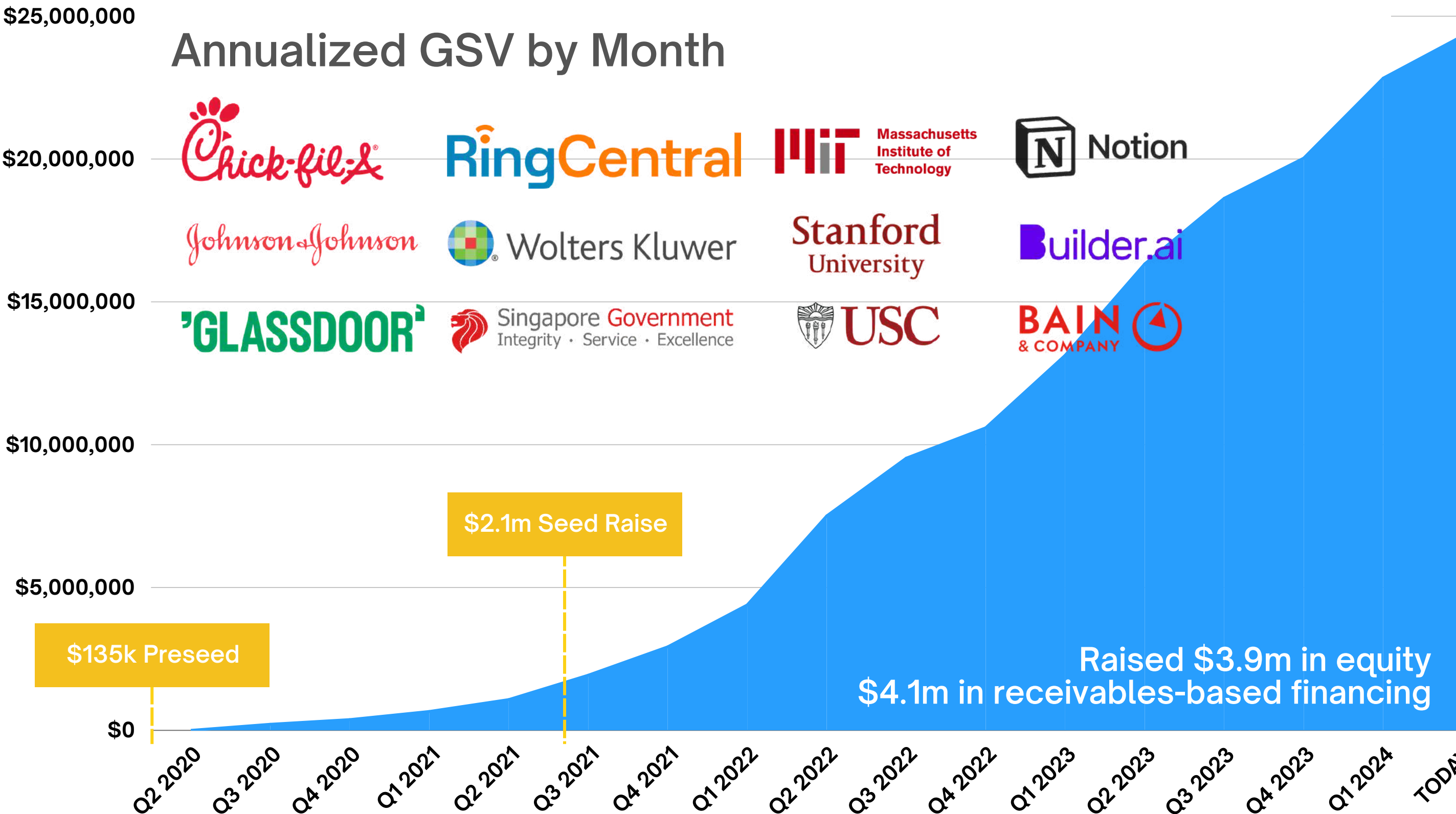


And we're growing exponentially

All-time 14.4% MoM Growth of Gross Sales Volume (GSV)

* 14.4% MoM All Time
5.1% MoM YTD

Annualized GSV by Month



\$24.4M

GSV
Gross Sales Volume, Annual

\$8.9m

ARR
Annualized Recurring Revenue

36.6%

Take Rate
Percentage Wing takes

Our business is simple



Clients

Pay Wing to help them find & manage talent, handle compliance

Wing

Build technology, ensure quality, match talent, acquire customers & vendors

Vendors

Hire employees, build talent pipeline, service clients, get paid!

Our Platform

An all-in-one offering for our clients

Sourcing & Placement



Background Checks



Onboarding & Training



Compliance & EOR



Payroll, Tips & Insurance



Productivity Suite



Quality Oversight & Management



Devices & Security

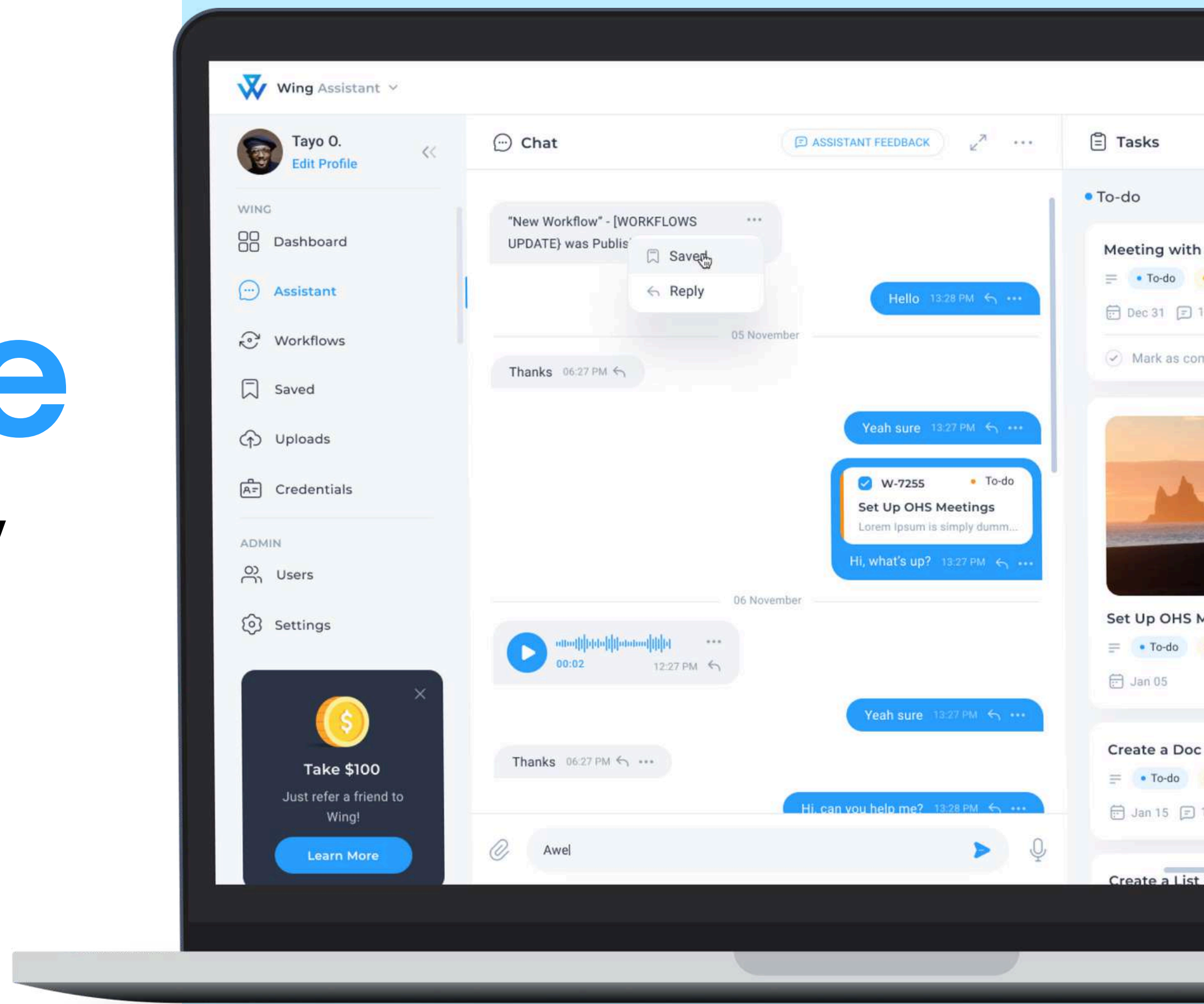


White Glove Service

Wing Workspace

Platform for seamlessly
delegating work

Chat, Workflows, Kanban, Voice, SMS, Slack and more



Core Features

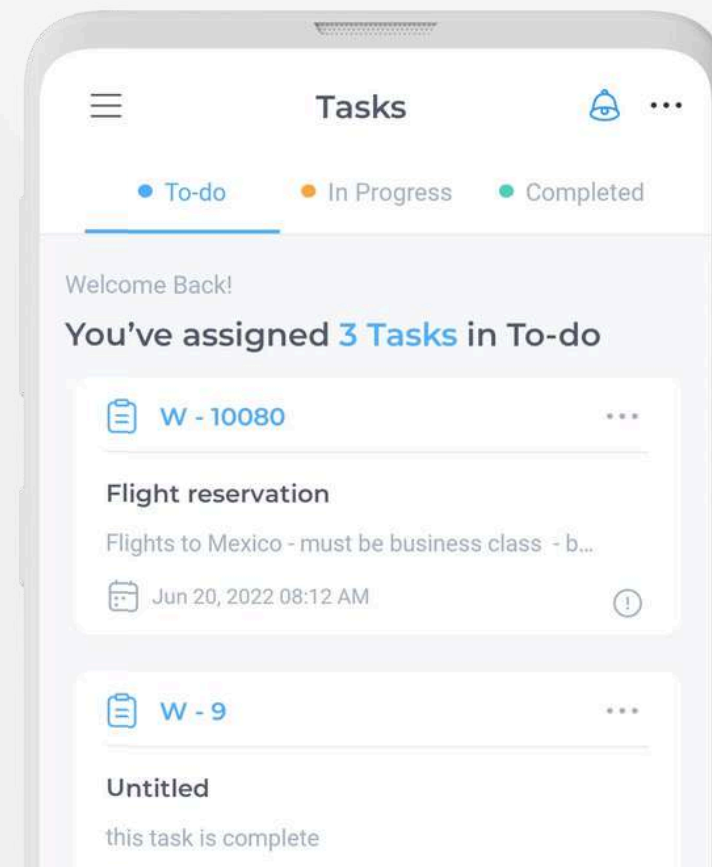
Realtime Chat

WhatsApp-like chat to communicate with your Wing Assistants



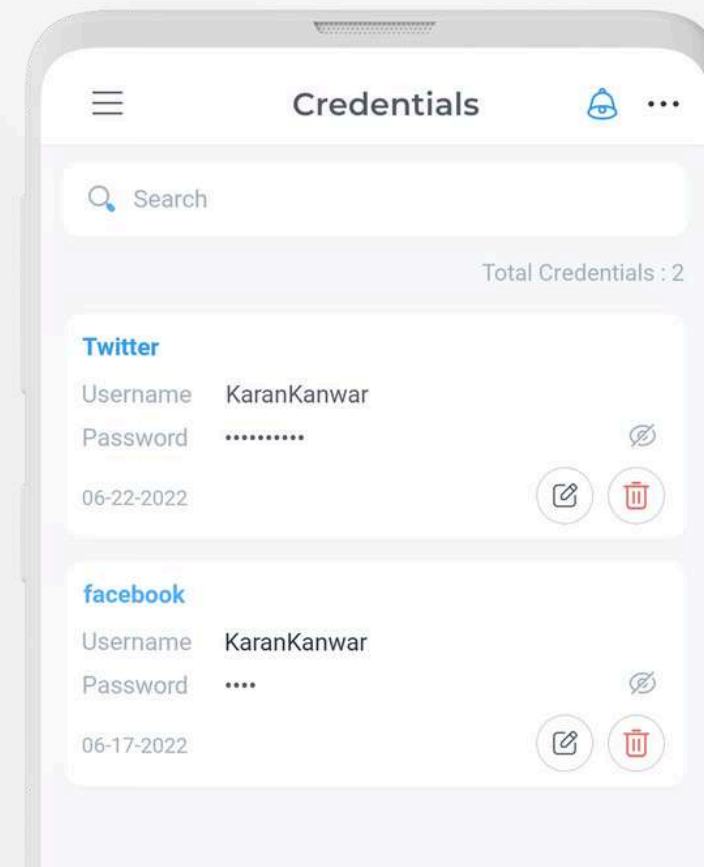
Task Management

Trello-style drag & drop kanban task board with advanced features



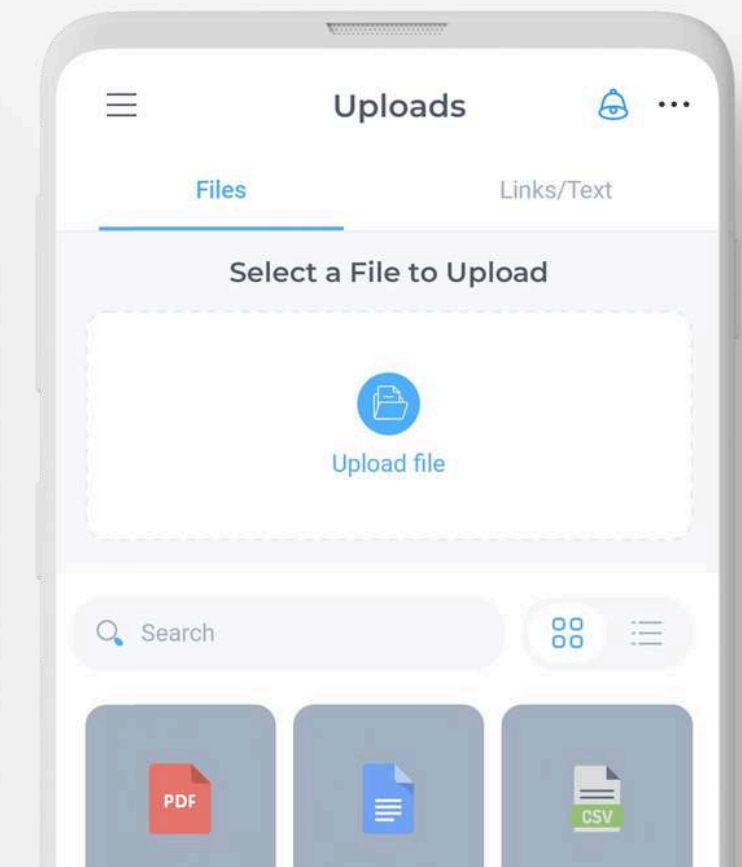
Secure Credentials

Credentials secured using AES-256 with audit logging



File Uploads

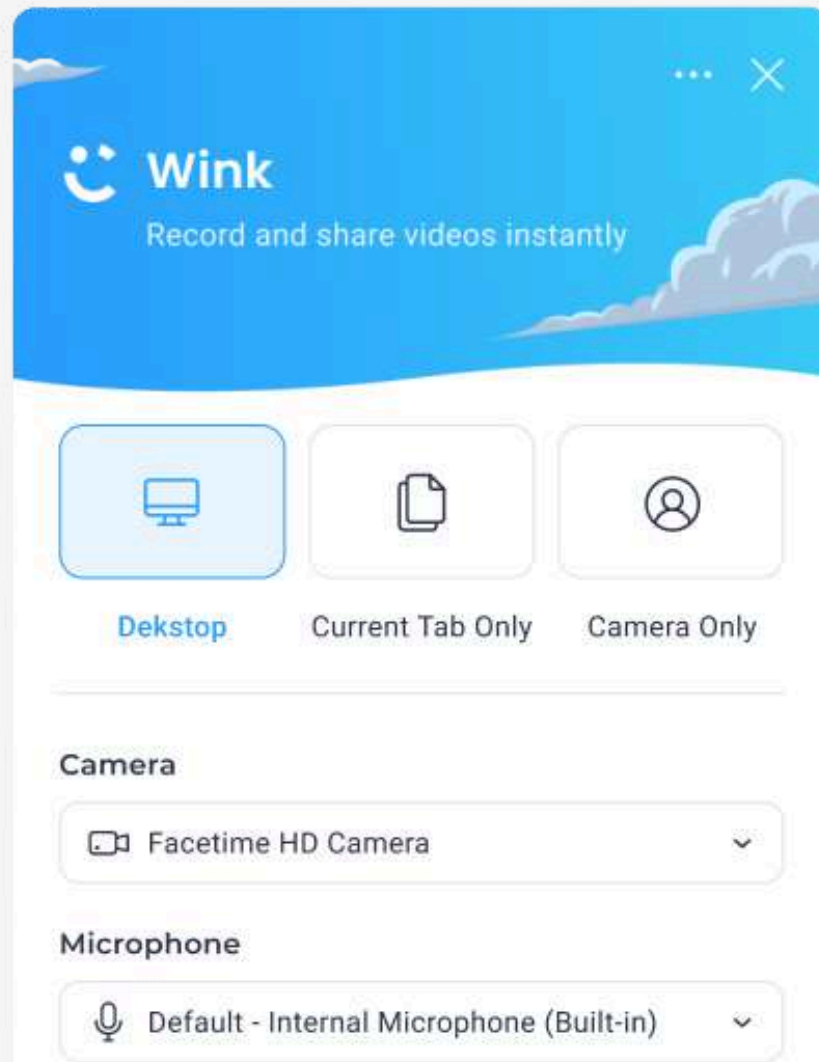
File & link sharing to securely share content with your assistant



Advanced Features

Wink Screen Recording

Train assistants faster by recording your screen - like Loom, but for processes



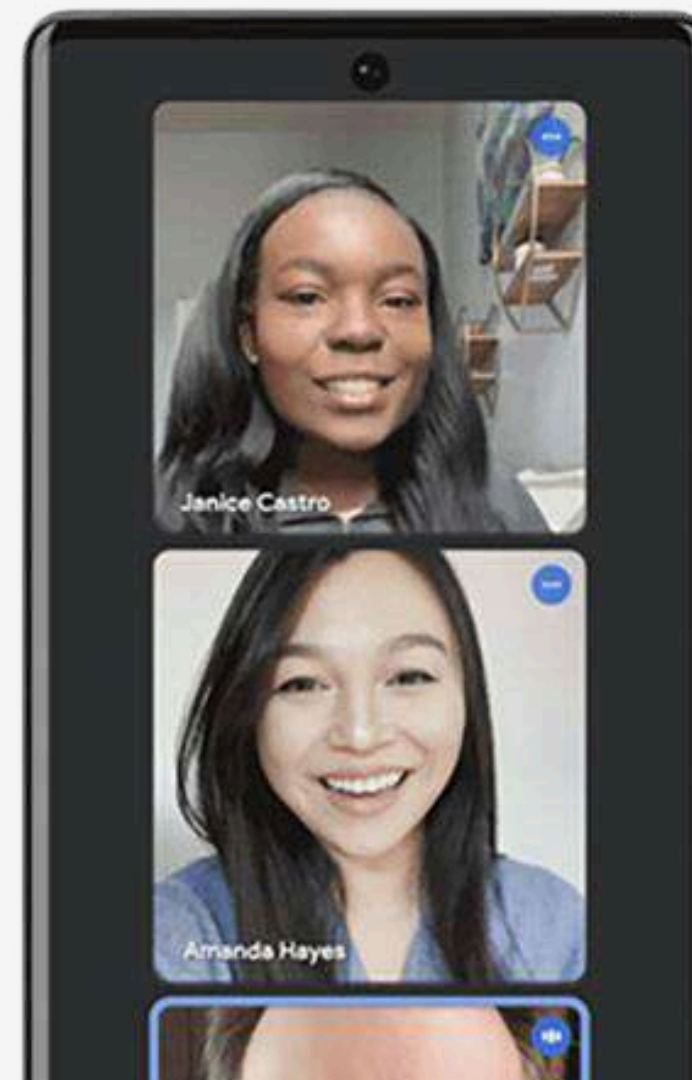
Integrations

Call, text, Slack, or use Zapier to give your Wing Assistant a task



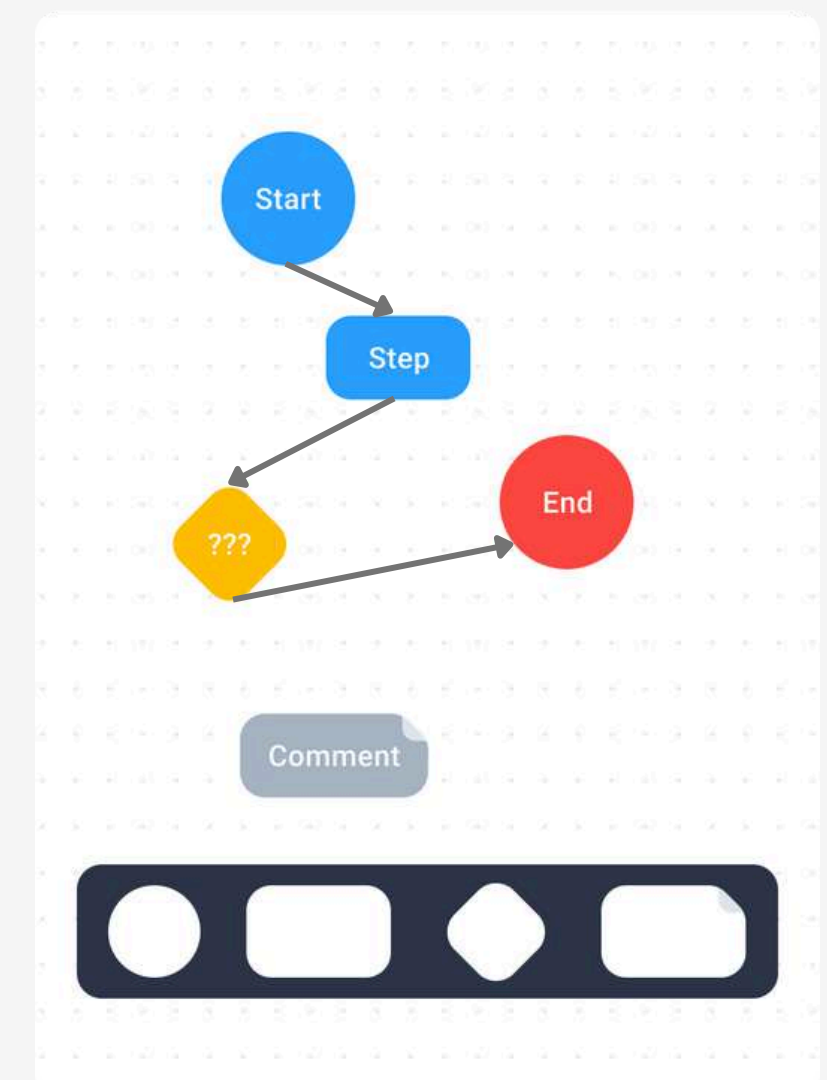
Calls, Voice Messaging

Video/voice calls, and voice messages, enabling smooth remote communication



Workflows

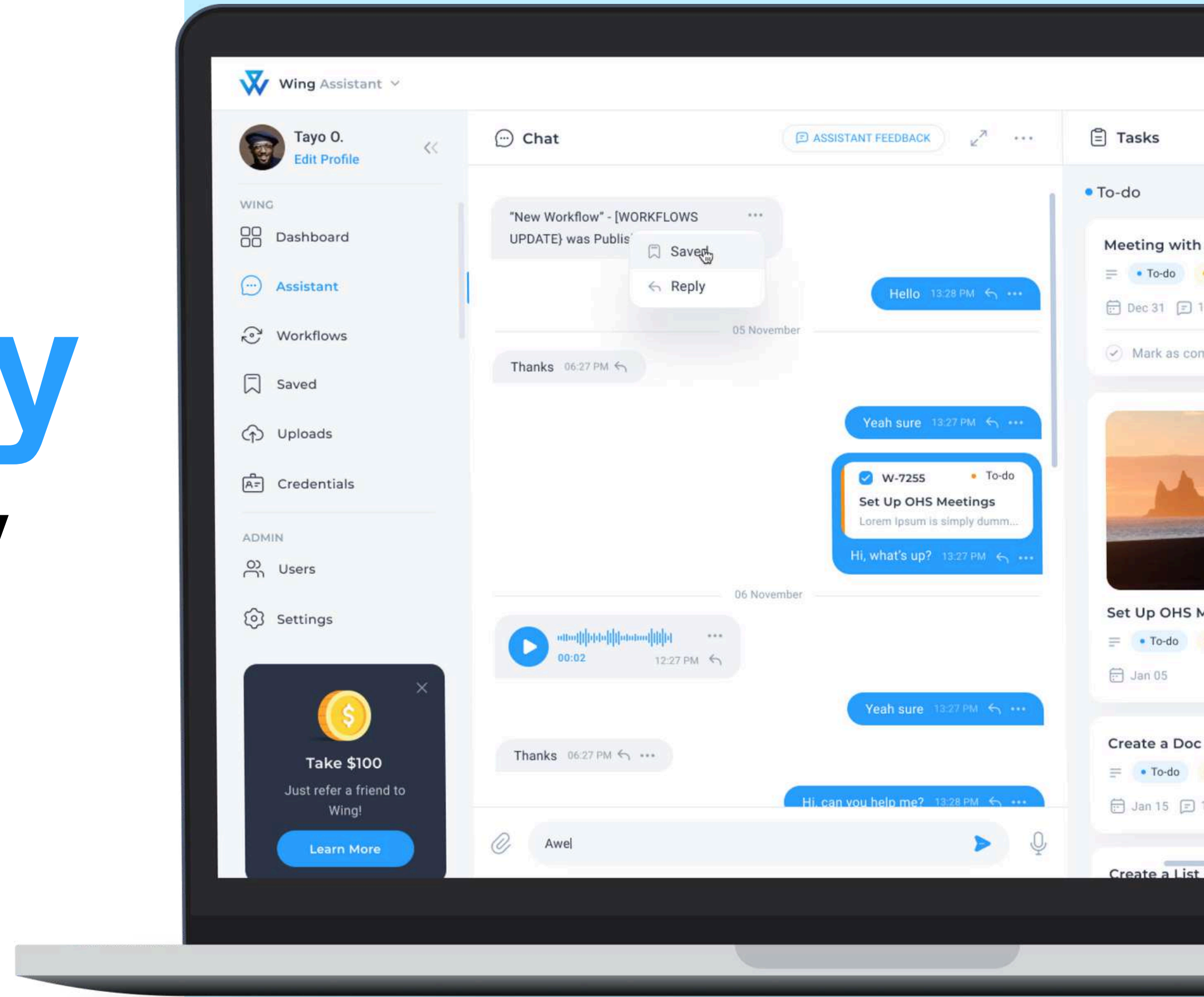
Explain complex, repeating processes with drag & drop and plain English



Core Technology

Platform for seamlessly
delegating work

Chat, Workflows, Kanban, Voice, SMS, Slack and more



Where we are today

Current Offerings

Dedicated human talents handle tasks entirely

Content Writers

Sales Development Reps

Customer Support Reps

Executive Assistants

+ 22 more

AI Recruiter

AI Supervisor

~36%
TAKE RATE

\$599
PRICES START

Dedicated human
labor required

We've already built the **world's biggest** virtual talent company.



The next step of our plan

AI solutions for business, disrupting the competition, and leveraging learnings from 2M+ tasks

**AI Content
Writer**



IN ALPHA

**AI Sales
Rep**



IN BETA

**AI Customer
Support Rep**



SEP 2024

**AI Medical
Scribe**



DEC 2024

**AI Executive
Assistant**



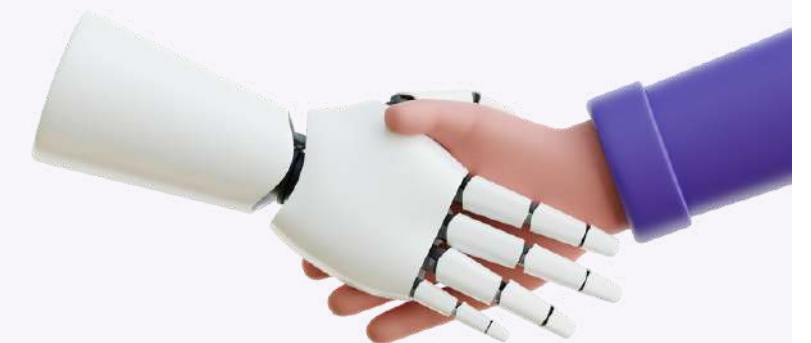
IN TESTING

The version of the future we believe in

“Autopilot”

Fusion of AI + Top Talent

Fewer talents leverage more AI to produce quality results with minimal client intervention

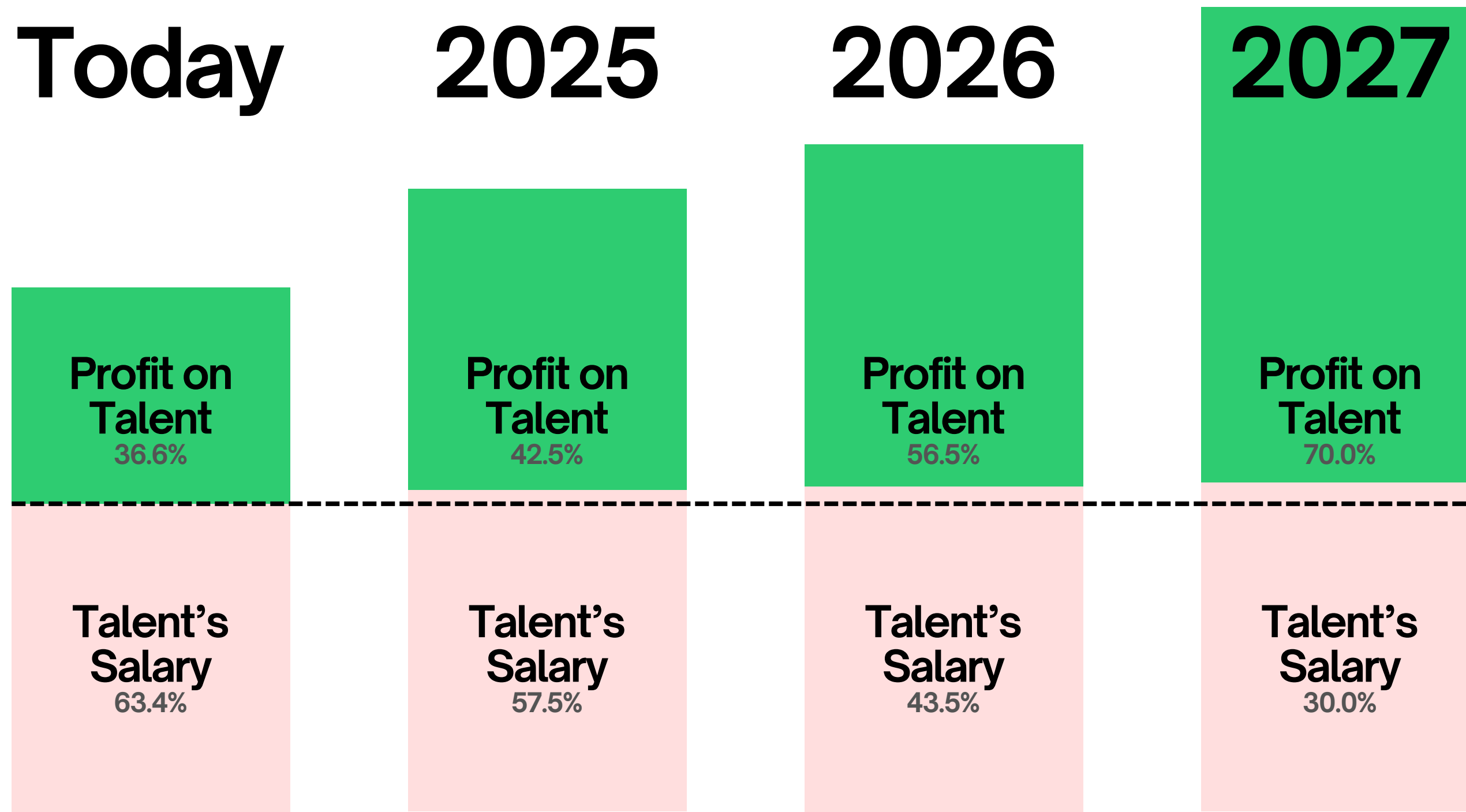


~70%
TAKE RATE

\$399
PRICES START

Why the focus on AI?

The fusion of AI & Talent creates fractional opportunities, driving more profit per talent, better client outcomes, as well as more earned for talents



Market Opportunity

A once-in-a-generation opportunity to rapidly capture market share

- Remote work is the norm
- AI is part of the global conversation
- Market risks push business to cut headcount

9.6% CAGR in the BPO space

Source: Market Research Future

57% of SMBs plan to adopt remote working options for employees in the long term



By 2025, online talent platforms could add \$2.7 trillion to global GDP

McKinsey&Company
MCKINSEY GLOBAL INSTITUTE

TAM: \$340B

SAM: \$132B

SOM
\$6B GSV

We're growing efficiently & predictably

2.9 month CAC payback period

Acquisition Economics

CAC (Last 12m)

\$1,632

ACV (Monthly)

\$1,590

ACV × Take Rate % (Monthly)

\$582

Payback Period

2.80 months

Acquisition Channels

PROVEN CHANNELS

Search Ads 61%

Affiliates 11%

Organic 11%



SHOWING PROMISE

Insta, FB, LinkedIn 10%

Email 6%

YouTube 1%

Our Competition

	 Wing	 Freelancer Marketplaces	 BPOs	 Virtual Assistants
Millions of candidates	✓	●	●	✗
Productivity & Delegation Suite	✓	●	✗	✗
AI Quality Supervision	✓	✗	✗	✗

Founding Team



Karan Kanwar
CEO



Sai Gupta
CTO



Martin Gomez
COO



Roland Polzin
CMO



Advisory



Neil Sahota

AI Advisor to the **United Nations**



Eric Chan

Head of Biz Dev, **Chargebee**



Shiva Rajaraman

fmr. CTO, **We Company**



Mark Coopersmith

Faculty Director, **UC Berkeley HaaS**



Kenji Funahashi

Senior Partner, **Wilson Sonsini**



Jim Klingler

fmr. CFO, **North American Scientific**



Dr. Paul Lu

fmr. Director, **Gulfstream**



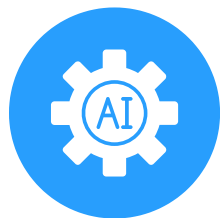
Widening Moats



Global vendor network & proprietary access to talent built over 3+ years that's inaccessible to outside parties. **We interview over 2% of the global BPO workforce every year.**



AI Recruiter leverages our proprietary data, allowing us to **assess talent at scale**. **We hire the top 0.5%** of talent in the world.



Data on over **5M+ messages & 100k+ tasks**, AI Supervisor getting better weekly as customers engage with Wing.



Product with **deep focus on tasks, delegation & remote work**, bespoke features built leveraging insights from client interviews.

\$1M Seed Extension Round

Funding for Marketing/Profitability & Product Innovation



MILESTONE

Reach Profitability in Jan 2025

- On track to profitability by Jan 2025
- Funding enables ongoing rapid growth, and raising Series A investment round



MILESTONE

Product Innovation

- Rebuilding our service offerings with GPT
- Building internal tools to drive further efficiency and increase margins

Led by Surface Ventures, \$680K already committed. \$23M cap.
We are open to raising up to **\$320K** in additional capital.

Seed Extension, SAFE Round

Exit Strategies

We several routes to a potential exit

Strategic M&A ★ Already received serious inquiries
Active Landscape

Indirect Competitors
New Offering

fiverr.upwork
Recruiter.com ★

Direct Competitors
New Customers

 **TaskUs**
 **supportninja** ★

BPOs
New Market

 **Infosys**
 **TATA
CONSULTANCY
SERVICES**
 **CONCENTRIX**

Data Companies
Proprietary Data

 **Google**  **OpenAI**

**IPO
Consideration**

Join us in
creating the
future of
work.

Thank you!

Highlights



~\$20,000 LTV
with a great CAC:LTV ratio



Proprietary technology
drives scale in multiple areas



\$340B Market
growing at 9.6% CAGR



Predictable & efficient growth
2.9 month payback period

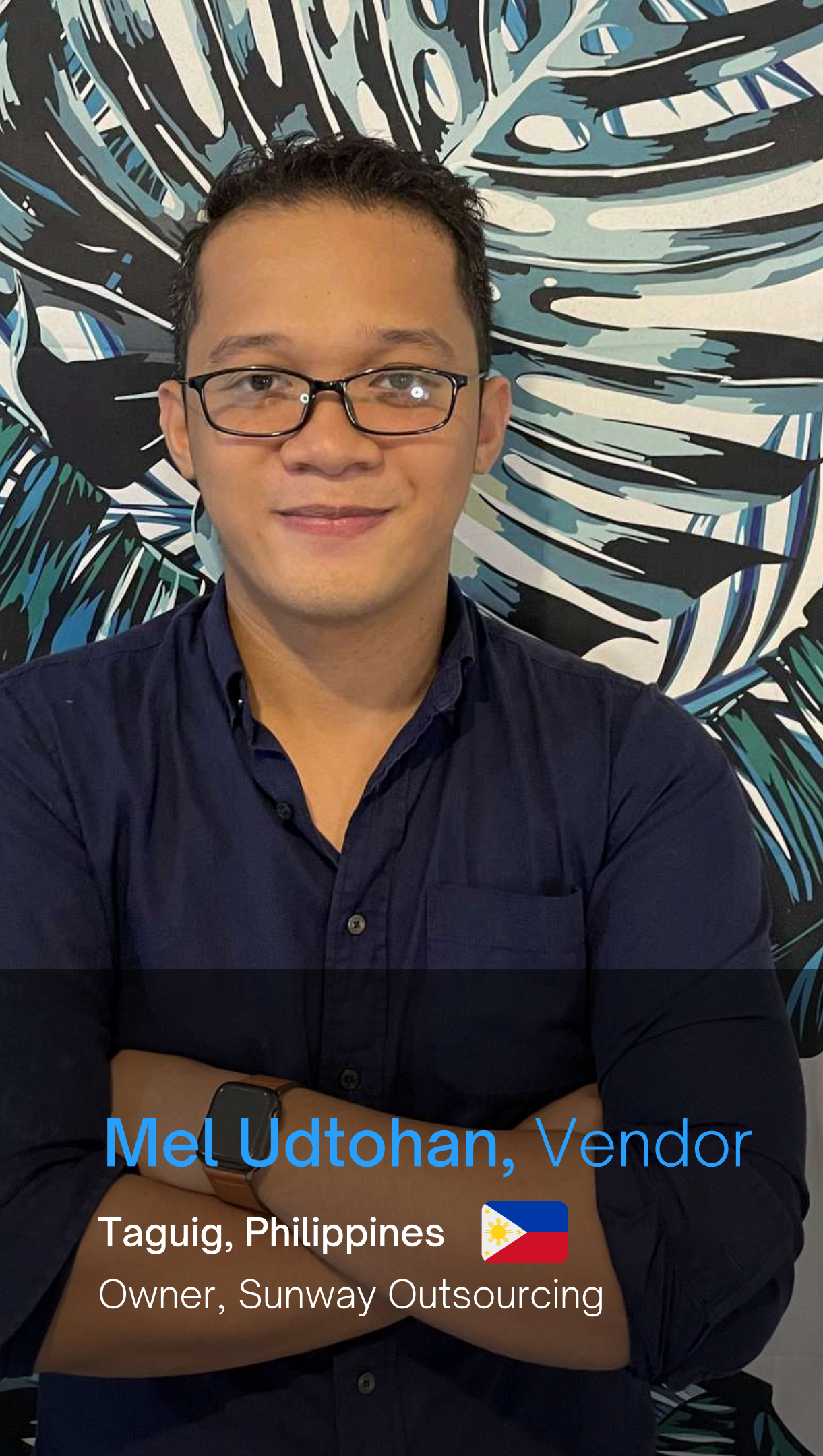
Contact




Karan Kanwar, CEO
karan@getwingapp.com



Appendix



Mel Udtohan, Vendor

Taguig, Philippines 
Owner, Sunway Outsourcing

Vendor Case Study: Sunway Outsourcing

2019

Started his own outsourcing agency in the Philippines, Sunway Outsourcing

16 employees

2021

Signed up as a Wing Vendor, and grew his business by 26X in 1y, serving 350+ clients

Joined Wing!

2023

Exclusively serves Wing, 45X in 2y, serving 602 clients, added 9 new service verticals

723 employees

I never imagined I would have the opportunity to be running a company with 700+ employees. The rate of growth we've experienced working with Wing has been life-changing. We have had to scale up FAST.

\$4.8m

Total Billed via Wing

602

Clients Served

45x

Growth of Business

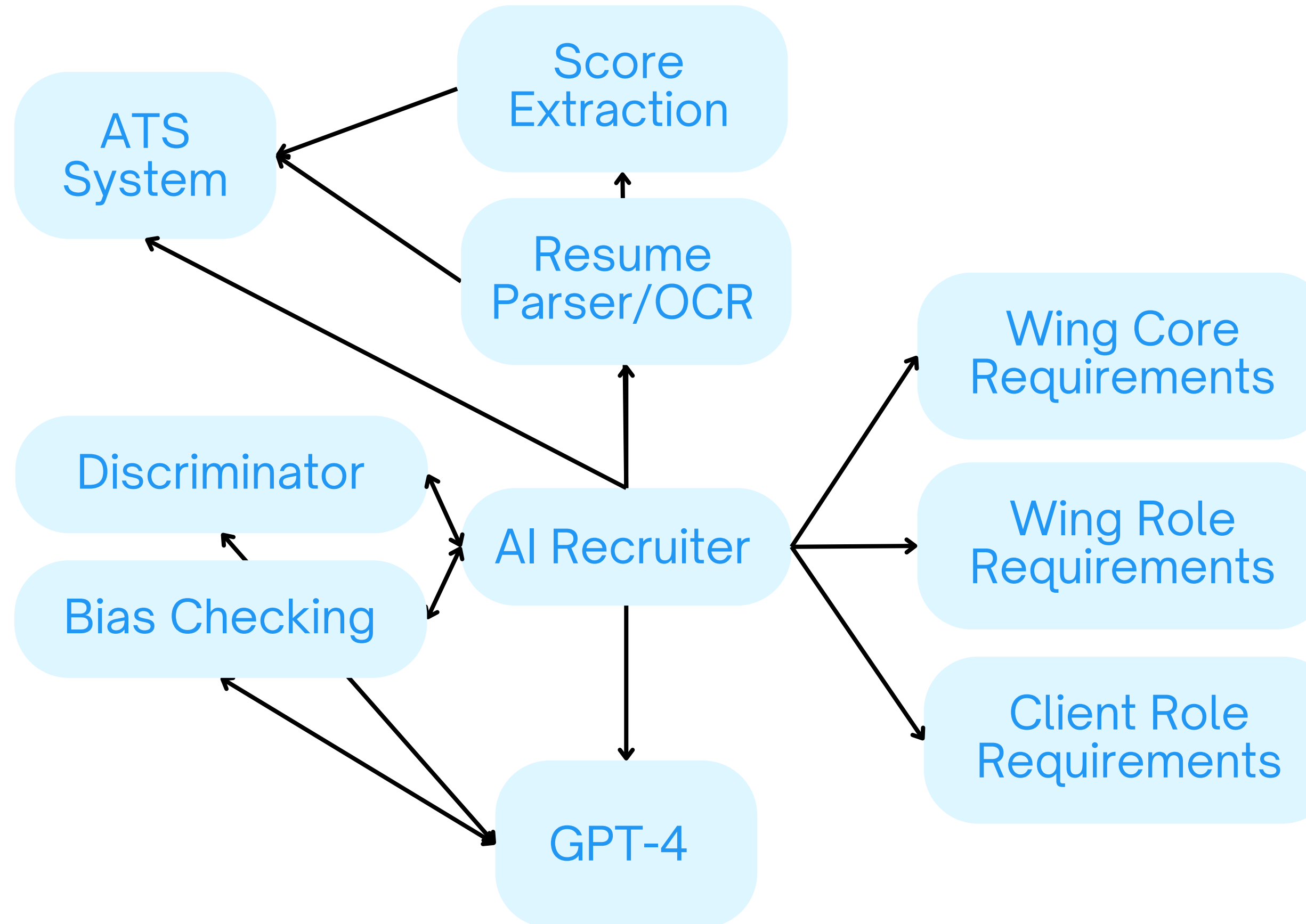
Our AI Recruiter: How it works

Our AI Recruiter extracts core information like assessment scores, notes, the applicant's resume, cover letter, etc. as material to assess.

It then isolates requirements for all Wing talents, role-specific requirements, and client-specific role requirements.

It then discriminates its own results and checks itself for potential bias, and then returns its recommendations, scoring, reprofile recommendations, and interview guide back to our ATS system.

See next slide for an example



Our AI Recruiter: How it works

REQUIREMENTS FOR AI RECRUITER

Wing Core Filter:

Wing talents must have flawless English and must not display traits of job hopping.

Wing Senior SDR Filter:

SDRs must have experience with cold calling, CRMs, sales leadership, and at least 5 years of experience.

Client Requirements: Needs to have knowledge of different kinds of sales incentive structures we could implement at GTM Creative, they should...

Recommendation: No Hire, Reconsider for Junior SDR
Ranking: 4.8/10

Suggested Interview Questions:

- Why did you leave your last job?
- Could you share your last experience with cold calling?
- When leading sales teams, what kind of incentive programs have you implemented in the past?

NEGATIVE SIGNAL
Grammatical Errors

NEGATIVE SIGNAL
Possible Job Hopping Tendencies

NEGATIVE SIGNAL
Limited Experience with Cold Calling

NEGATIVE SIGNAL
2 years of experience only

POSITIVE SIGNAL
Experience with multiple CRMs

POSITIVE SIGNAL
Sales Leadership Experience

JOHN SMITH
Sales Professional with more than 5 years of experience in sales and marketing. Extensive experience with both sales and marketing. Is with all aspects of business development including prospecting, account management. Dedicated leader with outstanding communication skills increasing sales, developing relationships, and securing customer relationships.

DIRECTOR OF SALES
Full Life Cycle Business Development | Sales Presentations | Contract Negotiations
Account Management | Consultative Selling | Relationship Building | Business-to-Business Sales

EXPERIENCE
Evil Controllers, Tempe, AZ June 2009 - Present
A leading video game controller company with annual sales of more than \$3 million. Evil Controllers ships products to more than 35 countries around the world.

development including prospecting, account management, and sales. I have successfully developed marketing growth strategies for the gaming community including pro gamers, manufacturers, and distributors, and whole-sellers.

- Track sales and growth projections
- Manage and maintain social media presence through Facebook
- Create public relations and news releases
- Provide refund authorization and exchange authorization
- Provide executive customer support (when customer requests)

Key Accomplishments

- Helped increase annual sales of this start-up company from \$2.6 million to over \$3 million.
- Built long relationships with international retail distributors resulting in a 100% annual sales increase