



ceocfointerviews.com  
All rights reserved!  
Issue: December 29, 2014

**The Most Powerful Name in Corporate News**



## **Proactive Digital Assistant for Smartphone Automation**

### **About EasilyDo**

Our mission is to create elegant solutions that save people time and delight them with convenience.

Led by Mikael Berner, former CEO of BeVocal, and Hetal Pandya, former Director of Mobile at Nuance, EasilyDo is transforming how people get things done by finding out what they want when they need it and offering to do it for them.

EasilyDo has raised \$4.3M from top firms US Venture Partners and Mayfield. Other individual investors include mobile experts from Facebook, Nuance and the CEO of HotelTonight.

**Interview with: *Hetal Pandya - Co-Founder***

**Conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

**CEOCFO: *Ms. Pandya, would you tell us the concept behind EasilyDo?***

**Ms. Pandya:** The concept behind EasilyDo is to provide a proactive digital assistant to smartphone users. EasilyDo connects to all the relevant apps and services you use on a daily basis and surfaces tasks and information to help you throughout the day. It helps a smartphone user automate up to fifty tasks like alerting them of important emails, directions to the next calendar appointment, help merging duplicate contacts as well as adding contact info to your contacts that you are connecting with via email. It helps a busy professional manage their lives by helping automate many of their digital tasks and staying on top of all the things they want to do to feel like a better person.

**CEOCFO: *Are people inconvenienced by the standard way today? What are some of the biggest complaints?***

**Ms. Pandya:** It is very interesting how busy people who use smartphones are spending their time between apps. People are struggling to find time and to search for information within their apps all the time. Search exists and it has been around for a long time but people are not always organized and sometimes forget or do not have the time to search for information ahead of time. EasilyDo helps you to be proactive and you do not have to search within different applications because it surfaces information that is relevant to you at the right time in the right place. EasilyDo is important to people because when you are busy and you are rushing from one meeting to the next, you don't have the time to inform the next meeting that you are running late. Today, one would have to open their calendar app, copy all the attendees, open email and then send a message. EasilyDo can inform the next meeting that you are running late in one click. When you behave in ways that show co-workers that you are thinking about them, the teams work more collaboratively and can overcome major hurdles. Overall EasilyDo is building technology that allows busy professionals to perform daily tasks and actions quickly and proactively without the extra burden of searching.

**CEOCFO: *What are the challenges in putting the technology together?***

**Ms. Pandya:** Our team's background is in automating tasks for large banks, airlines, and package tracking via speech technologies. This is the same technology you experience when you dial 1-800 United Airlines for booking a ticket or when you dial into your bank's customer service to check your balance. The EasilyDo team has worked together for the past ten plus years and it has been very interesting because we have transferred that knowledge of how to automate tasks via speech into a proactive assistant. We believe the data and the information exists in various systems and an assistant like EasilyDo does not need to be 'asked' for that. It took us time to introduce EasilyDo to users because it was a new concept at that time. But recently with movies like, *Her*, professional and consumers are actually searching for that kind of technology and EasilyDo is at the

forefront of that wave. We slowly worked our way to every domain where we believed we can help busy professionals and have now become experts at helping people in different domains like contacts, calendars, email, travel, events, social and shipment tracking.

**CEO CFO: *Is this something new or unique?***

**Ms. Pandya:** Since we launched EasilyDo almost two years ago, various companies have tried to build a virtual assistant. The technology that EasilyDo has built allows it to proactively search and surface tasks, propose actions and then actually execute those actions for the user. The combination of all those activities under one umbrella makes our technology extremely unique. For example, EasilyDo will surface duplicate contacts in your contacts app, propose to merge the information and then once the customer indicates they would like to merge the duplicate contact information, EasilyDo will merge the duplicate contact info for them. A great virtual assistant would need to securely connect to your email, calendar, contacts and social apps. It would then have to proactively search and serve the right information at the right place like sending you your boarding pass a few hours before your flight leaves, which is so much easier, versus digging in your email and looking for it in the security line. Once the virtual assistant finds the information, the next step is to figure out how to execute tasks. For example, once you have an email that has your last online shopping receipt, EasilyDo will now automate the task of tracking that package for you till it is delivered to your door. The ability to proactively search, propose and execute tasks makes EasilyDo a unique virtual assistant.

**“The ability to proactively search, propose and execute tasks makes EasilyDo a unique virtual assistant.” - Hetal Pandya**

**CEO CFO: *What is your business model?***

**Ms. Pandya:** Currently, we have a premium in-app subscription service for our power users and we charge \$49.99 for an annual subscription. Through this premium service, our subscribers get their tasks surfaced and executed at a faster pace than our basic service. Premium subscribers can remove duplicate entries from their contacts all at once instead of having to merge them one-by-one. This saves them even more time than our Basic service and one ends up with a clean, duplicate free Contacts list.

Travel alerts for premium subscribers gives them up-to-the-minute updates when any flight plans are altered. They are never surprised by a gate change, cancellation, or delay with quick notifications in real-time. We also help Southwest travelers with an on-time check-in alert that practically guarantees getting an early boarding privileges. There are many more premium features including connections to CRM providers like Salesforce and the ability to save contacts there automatically based on an email conversation.

**CEO CFO: *What has surprised you as you introduced, developed and grown the product?***

**Ms. Pandya:** We continue to add new features and tasks that we can automate for our users. We also update our mobile app regularly to make sure the interactions are intuitive and easy for our subscribers. The first time we built it we introduced the product in such a way that it was intuitive for the smartphone user base looking at productivity apps at that time. The next time around 80% of the features in the app were actually requested from the user base. We understood that EasilyDo solves a real pain point that exists and once users got it, they started giving us suggestions and requested features that made EasilyDo even more helpful to them. It surprised me that people were so fast to adapt. EasilyDo has a fan following that is excited about the future. For me as a technologist, I am super impressed with that kind of optimism.

**CEO CFO: *What might be different a year from now?***

**Ms. Pandya:** It will become like your command center. EasilyDo will proactively complete more complex tasks for you as you traverse your day and you will be able to command it to complete ad-hoc requests.

**CEO CFO: *How have you decided what people want; was it intuitive?***

**Ms. Pandya:** My cofounder and CEO of EasilyDo, Mikael Berner, is an amazing visionary. We ended up asking questions like, ‘why am I telling apps like Siri that it is my dad’s birthday?’ She should know; my Facebook is connected. We were wondering why we have to search for a boarding pass or ticket for a concert when everything is in my Smartphone already. These smart phones have more power and more computing

power than my first laptop. It just seemed disconnected because we were spending a great deal of time digging and searching into different apps and calendar as well as email contacts. It was obvious that something had to come into play and put all of it together. That's when we thought a proactive assistant is what we need to introduce for smartphone users.

**CEOCFO: *Why pay attention to EasilyDo?***

**Ms. Pandya:** If you are a busy professional where you have duplicate contacts within your phone book, emails that you did not want to delete because you are saving the contact info; that is one reason to use EasilyDo. If you are a traveler and you have airline connections to make, travel plans, hotels bookings, car reservations; you can keep track of it all and information will be served up to you at the right time and right place. You can share your travel plans and many different activities around travel. In your everyday life, EasilyDo takes care of your calendar and tells you the traffic at commute time, informs and alerts you to leave when there is high traffic ahead of your meeting and gives you directions to your location. You get help with parking spots and it helps to tell you the time of arrival for your meeting if you are running late or early. These are all the reasons on a daily basis for a busy professional to use EasilyDo. This same group also struggles to stay in-touch with their social network. Networking is becoming the biggest part of all professional lifestyles. EasilyDo will keep you in the know and inform you when a contact moves or got a promotion. You will be able to keep in touch with them and make them feel good that you care about their career. EasilyDo will do a sentiment analysis of your Facebook feed and be able to inform you about the most important posts from your friends and family. You can then quickly send a comment or 'Like' some of their pictures via the EasilyDo app. This feature makes you feel good that you are staying in touch with your friends and family. We help people manage their emails and if you are inundated with a ton of email on a daily basis, you will see you can manage, organize and take care of emails, deals that have expired, calendar invites that are no longer valid and things you do not need in your inbox; EasilyDo will take care of it. If you are a shopper, you end up getting lots of package shipment emails and invoices and you are always looking for information on when that package is going to arrive but EasilyDo alerts you when the package is in transit and arrives at your door step. Busy people who want to stay on top of things will like to use EasilyDo.

---

**BIO:** Hetal Pandya is a mobile entrepreneur with more than 20 years of experience in the industry. She co-founded EasilyDo as she has always had a passion for mobile products that enable people to simplify their lives. Her specialties align with marketing mobile services and developing mobile products for enterprises and consumers. Most recently, she served as the Director of Product Management and Marketing at Nuance Communications where she built a \$30+M revenue mobile care product portfolio from concept. She holds a MS in electrical engineering from the University of Texas, Dallas and a MBA from Duke University.

---



**EasilyDo**

**EasilyDo**  
480 San Antonio Road  
Suite 115  
Mountain View, CA 94040  
650-294-4470  
[www.EasilyDo.com](http://www.EasilyDo.com)