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Q&A with Peter Peng, CEO of Jetson AI, Inc. reinventing ordering with their Conversational Commerce Platform that uses Natural Language Understanding and Natural Language Processing for Multi-Step Ordering through a Smart Speaker or Mobile Device

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CEOCFO: *Mr. Peng, what is the concept behind Jetson AI, Inc?*
Mr. Peng: The mission of Jetson is to reinvent ordering through artificial intelligence. With Jetson, we add a layer of intelligence that allows for complex ordering to the existing smart speakers and mobile devices of today. Essentially, if someone wants to order pizza, he/she could just tell Jetson, "Order me a pizza with pepperoni, add extra cheese and make it large," and Jetson will comply. Today, the buying process with voice assistants is very linear. I can only ask it one thing and it gives me one thing back. Therefore, if I say to my Alexa, "Alexa, I want to order soap," Alexa can only order the last soap that I had purchased from Amazon or provide me with a one off recommendation.

CEOCFO: *Would you tell us a little bit about the technology to put this in place? It certainly sounds complex and I guess it is!*
Mr. Peng: Certainly! Our platform uses natural language understanding and natural language processing to create a conversational design that is ideal for multi-step ordering through voice or messaging and can be added into any mobile or smart speaker application.

CEOCFO: *When do you have enough artificial intelligence to make something viable? For example, in New York what is called a hero is a hoagie in some places and in still other places it is a submarine.*
Mr. Peng: We allow for customers to use our platform which is "self-service" and we provide them a dashboard that allows them to input menu items in the case with food, so it's really up to the restaurant owner on what they want to call it. After being input, it takes those items and puts them into Jetson's voice-first marketplace where the end-users can purchase them.

CEOCFO: *Why did you start with food? Is it because it is somewhat narrow for each restaurant?*
Mr. Peng: No, not necessarily. With Jetson, my original vision for us was to drive a lot of voice interaction, not just ordering. However, what I realized as an entrepreneur is that you have to niche in order to gain traction. Everyone needs to eat, right? So I thought to myself, if we can help people order food in a more efficient way and a more natural way, then I think we will win the customer experience. This in turn can lead to Jetson becoming the de facto platform to order pretty much anything using voice AI in the future. In the future, I could order an Uber, I could even ask for directions through Jetson.

CEOCFO: *Do you have any doubt that this is the way of the future?*

Mr. Peng: No, I have no doubts at all. For decades, people have conformed to the machine. We were forced to use awkward interfaces like the keyboard and the mouse and this has made technology increasingly very painful. However, over the next few years I believe we are about to see a return on our investment through voice AI. These quickly emerging voice interfaces will allow man and machine to interact on a whole new level, in a way that is completely natural yet powerful.

CEOCFO: *How does the system understand when you are talking to it and when you are not yelling over to your husband, "Did you want pepperoni?" Is it that the user has to pay more attention when they are talking?*
Mr. Peng: The user obviously has to pay attention when they are talking. It is just as if you are ordering from a person. You will know when to talk to Jetson because Jetson provides you a visual signal or asks you a question. There is etiquette that is involved when interacting with Jetson. However, from the technology side we have ASR technology, which is an Automatic Speech Recognition engine that removes background noise and listens to the closest user. I have been in a very large, crowded place and I was able to communicate with Jetson just fine.

CEOCFO: *Is Jetson in use today? Where are you in development and commercialization?*
Mr. Peng: When you develop a product properly it is always under development. There is always continued improvement that you could do. But to answer your question, we are in one pilot location at the moment. Additionally, we have just released a private beta of our self service platform for independent restaurants and retailers. Users can come online, easily sign up for an account, go onto the dashboard, upload their product catalog, and within minutes businesses become part of Jetson's voice-first marketplace. This is a really big breakthrough with our platform because it is going to allow for full commercialization of voice AI to happen at scale.

CEOCFO: *Are there competing technologies that you are aware of available today?*
Mr. Peng: Yes, there are other competing technologies. There is a platform out there called Voysis, based in Ireland. They have a platform as well that they can say is a voice commerce solution. They do not have a self service platform like Jetson. There is another one called VoiceCommerce.js that hooks into an open source e-commerce platform called Vue Storefront, but it only allows for very linear ordering like most voice assistants today. End users would only order via a single utterance and you can only order from that specific ecommerce store. There is no solution exactly like Jetson, we provide an ecommerce dashboard that allows any restaurant or retailer of any size to come online, upload their menu or product catalog, and start transacting immediately on several different conversational interfaces.

CEOCFO: *Do you see the independent restaurants taking advantage or might they start to come along? Where do you see that in the scheme of potential customers?*
Mr. Peng: When it comes to customer experience, it is everything, especially in a restaurant. If you have a bad experience, you simply do not want to go back to the restaurant. New York City and other large metropolitan areas have seen restaurants start to adopt mobile ordering technology. If you look at apps like GrubHub, Seamless, and DoorDash, they are pretty much taking over all of New York City's food ordering. We offer a frictionless experience where consumers simply talk to a mobile app or smart speaker. The end user is able to search a product catalog faster, so there is no more filtering that they have to go through with these awkward touch interfaces. In a nutshell, Jetson makes the food ordering experience easier than the mobile ordering apps of today and at a much lower cost to the businesses and consumer.

CEOCFO: *How are you reaching out to potential customers? How do you stand out, for example, at a conference?*
Mr. Peng: Much of it comes from branding. Many people love our logo and when they see it, they think of artificial intelligence. They also love the name that we chose. As people have grown up in this technologically inspired society and imagine the futuristic world that we could live in, they believe that Jetson can be their new digital butler. When someone first tries Jetson, they say, "Wow, this is way smarter than Siri and Alexa" and "Why has Amazon not thought of that!" We get many of these different comments. Our customers love the story and they love the mission and the passion that our team has for solving complex problems. That is what keeps them coming back; our customers are very interested in the technology that we offer.

CEOCFO: *Are you seeking funding, investments or partnership as you move forward?*
Mr. Peng: Yes. As the CEO of the company, I am always in fundraising mode. I moved up from Orlando, Florida, to New York City, with the goal to raise funding. I ended up successfully raising the largest Seed Round in Q1 of 2018; it was the largest one in New York City, and it was for Jetson. We have a big mission. Right now, we have an HQ that is being built out to accommodate over one hundred people. We certainly are looking for funding and we believe that we will need to

grow our team in order to tackle the large problems that we are solving, while still maintaining first mover advantage, over some of the top tech companies in the world.

CEOCFO: *What surprised you as Jetson has grown to where it is today?*
Mr. Peng: What surprised me was the amount of interest in Jetson from the enterprises. I thought that maybe I would be able to partner with one or two companies or maybe speak to a couple of VPs that would be interested in investing in such an emerging technology, or a new type of deep emerging technology. However, that is not the case. We have had significant reach out from large enterprises; probably some of the largest in the world as well as some of the largest investors in the world. For us, it is all about timing and traction, so that is what I am focused on. There is no shortage of interest in the voice commerce space.

CEOCFO: *Why pay attention to Jetson AI, Inc today?*
Mr. Peng: Jetson represents the innovative future that people want to live in but never could because of past industry constraints related to technology, timing, or funding. However, I think that we are about to hit an inflection point in emerging technologies this year, and over the next couple of years, where they will all start to converge. Specifically with artificial intelligence, we are going to see a significant drive in innovation and I think Jetson is going to be a major part of this technological shift. How we are going to lead is through the conversational interface. There has been so much money invested into these machine learning algorithms today, but no one has packaged them all together and commercialized it, kind of how Ford did with the automobile. If you look at a company like Jetson, we are doing something similar.