

AI Strategy for SaaS

Eugene Vyborov



Eugene Vyborov

Serial Technology Entrepreneur

Founder @ Webineds

Co-founder & CTO @ YayPay

*YayPay is a SaaS solution that uses AI to make collecting money fast, easy and highly predictive.



**Let me guess, you as a startup want
to maximize business process automation.**



**Let's see how to make this possible
for your SaaS product.**

Software Automation Pipeline

Manual

Manual Driving

Excel Spreadsheets

Software Automation Pipeline

Manual

Manual Driving

Excel Spreadsheets

Rule-Based

Cruise-Control

Rule-based workflows
or RPA automate
manual tasks

Software Automation Pipeline

Manual

Manual Driving

Excel Spreadsheets

Rule-Based

Cruise-Control

Rule-based workflows
or RPA automate
manual tasks

AI-Assisted

Partially Automated
Driving System (ADS)

AI provides insights to
make better decisions
and automation

Software Automation Pipeline

Manual

Manual Driving

Excel Spreadsheets

Rule-Based

Cruise-Control

Rule-based workflows
or RPA automate
manual tasks

AI-Assisted

Partially Automated
Driving System (ADS)

AI provides insights to
make better decisions
and automation

AI-Automated

Fully self-driving car

AI fully controls automation
and relies on humans for
exceptions & input info

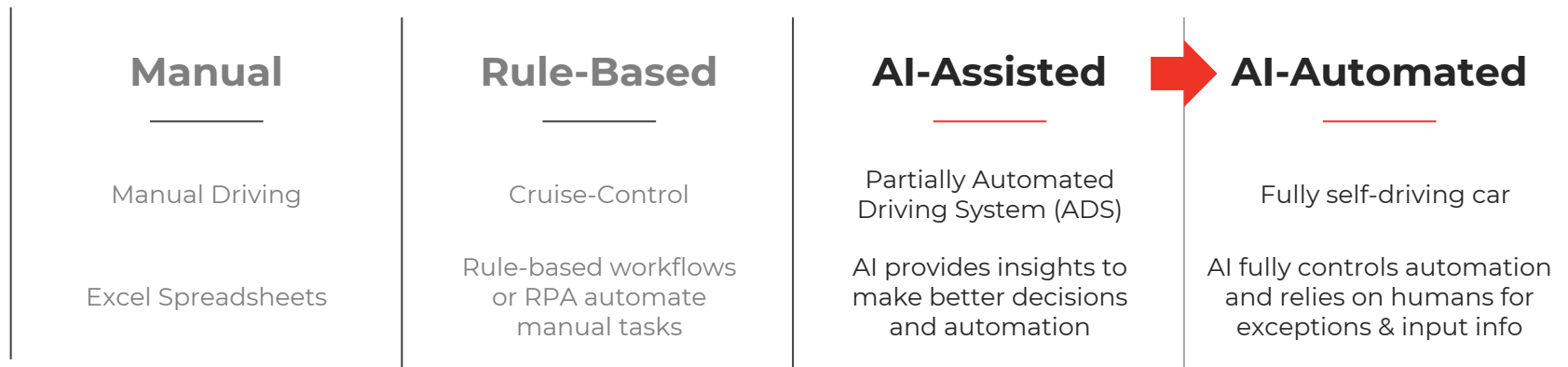
AI-Assisted

Manual	Rule-Based	AI-Assisted	AI-Automated
Manual Driving	Cruise-Control	Partially Automated Driving System (ADS)	Fully self-driving car
Excel Spreadsheets	Rule-based workflows or RPA automate manual tasks	AI provides insights to make better decisions and automation	AI fully controls automation and relies on humans for exceptions & input info

We have separate disparate models that have value for some small pieces of the process. They can be considered just as features.

Despite the hype, you should decide on ML features the way you do on product features. Keep in mind ROI for the end users.

The Most Complicated Stage



Here, you build a whole intelligent setup that controls all the main processes.

Proprietary Data

If the data is publicly available, our competitor **may buy it and take this niche.**

Proprietary Data

True value is created only **by proprietary data.**
Models are a commodity.

Fresh Data

According to McKinsey, 1 out of 3 use cases requires model refreshes at least monthly and sometimes daily.

Fresh Data

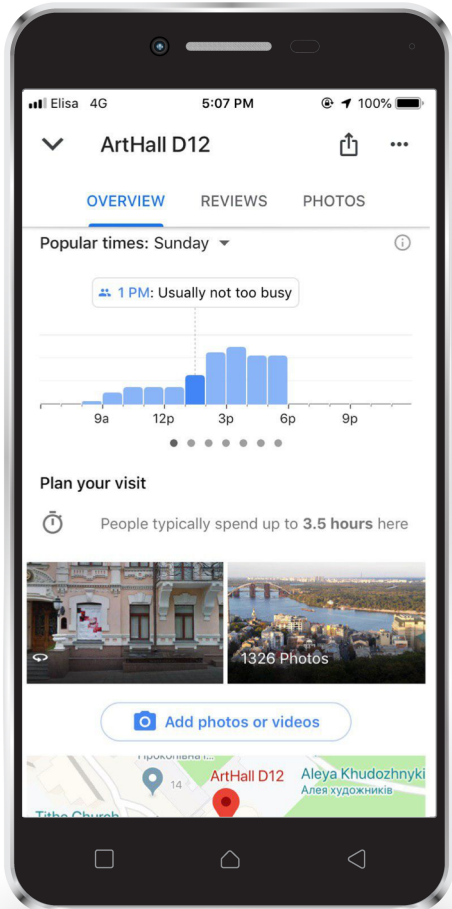
AR Data is short-lived and what matters now **does not matter tomorrow.** If our client goes through bankruptcy, we'd like to know it today.

Intellectual Data

The system should feed directly on signals (data) from...

Intellectual Data

The system should feed directly on signals (data) from **real humans**, learn from them, make predictions, and ask feedback to correct itself.



Coaching Networks

Enterprise applications that collect and analyze human behavior, and then guide their users toward behaviors that achieve better outcomes.

**The secret sauce of coaching networks is this
feedback loop between humans and machines.
Far from AI replacing humans,
this is about a symbiosis of the two.**

1 Proprietary Data

2 Fresh Data

3 Intellectual Data



**Strong
Moats
Sources**

The Shift

2005–2020

facebook.

The “Network Effect” Era

Rate of growth is positively correlated with **size**.

The Shift

2015–2030



The “System of Intelligence” Era?

Rate of growth is positively correlated with **intelligence**.

- 1** Proprietary Data
- 2** Fresh Data
- 3** Intellectual Data
- 4** Aggregated Profiles
- 5** Network Effects



System of Intelligence

Barriers to Entry

- The ability to run a large cloud/SaaS/on-prem application at scale
- Killer user experience
- AI chops.

Barriers to Entry

FALSE

- The Ability to Run a Large Cloud/Saas/On-prem Application at Scale
- Killer User Experience
- AI Chops.

Barriers to Entry

FALSE

- The Ability to Run a Large Cloud/Saas/On-prem Application at Scale
- Killer User Experience
- AI Chops

LEGIT

- Fresh, Proprietary Data
- Hybrid Intelligence
- (Vertical) Domain Expertise
- System Complexity
- Network Effects
- Aggregated Profiles.



The value will not come from the “intelligence” alone. The value is in the system itself.

1 Proprietary Data

2 Fresh Data

3 Intellectual Data

4 Aggregated Profiles

5 Network Effects



Nirvana

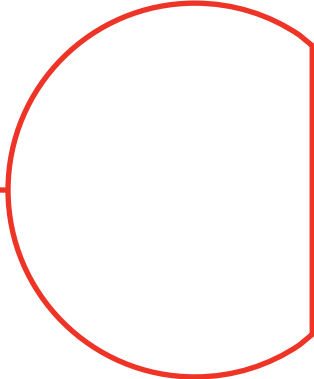
End Goal /Nirvana/

**1-2 people in the department make the system smarter.
The rest is automated.**

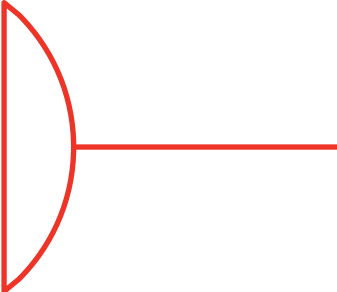


**Final fully automated stage: Is it possible?
And... Does your business need it?**

The Future of Business



It's the place when technology is no longer an end in itself, but a tool for bridging the gap between your clients and the best experience you can provide them with.





Eugene Vyborov

me@evyborov.com

evyborov @ LinkedIn, Facebook,
Medium, Twitter, and Instagram.