

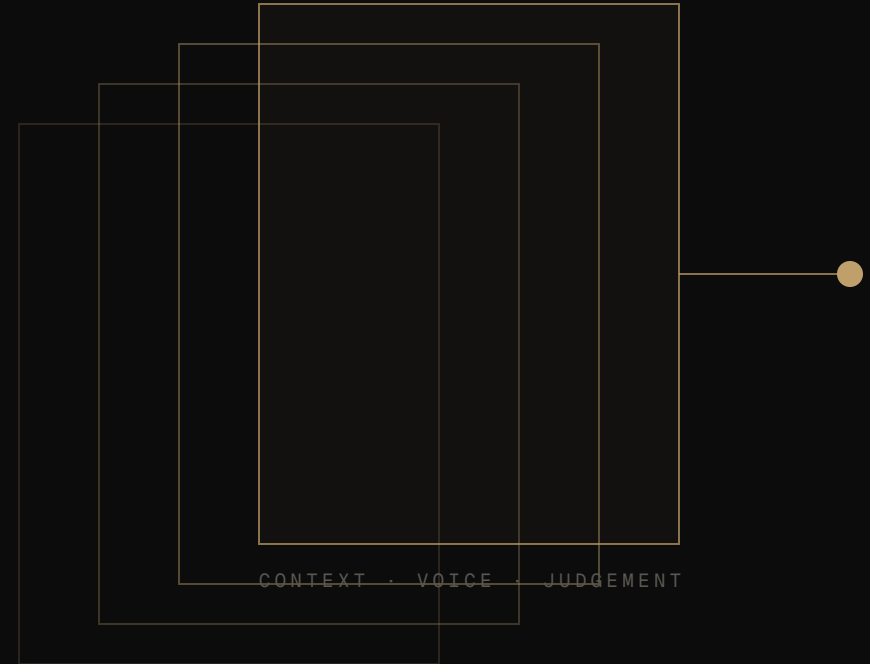
INVESTOR PRESENTATION

Klype AI

The voice and context layer for business writing

Built for how companies will write in 2027 and 2028: inside AI assistants, in a named person's voice, with a person's approval on every post.

Shruti Kaushik
Founder & CEO, Klype AI



CONFIDENTIAL

Three shifts are converging

By 2028 most business writing starts inside AI tools. What stays scarce is the context and the voice those tools cannot supply on their own.

01

Writing moves into agents

Drafting is moving into AI assistants and CRMs. ChatGPT, Claude, Gemini and Copilot already reach outside services through one shared protocol.

02

Generic AI text becomes a cost

Readers recognise machine rhythm, and platforms now label AI media. A post that sounds generated costs the person whose name is on it.

03

Regulation asks who approved it

EU transparency rules for AI content apply from August 2026, with an exemption for text a person has reviewed and taken responsibility for.

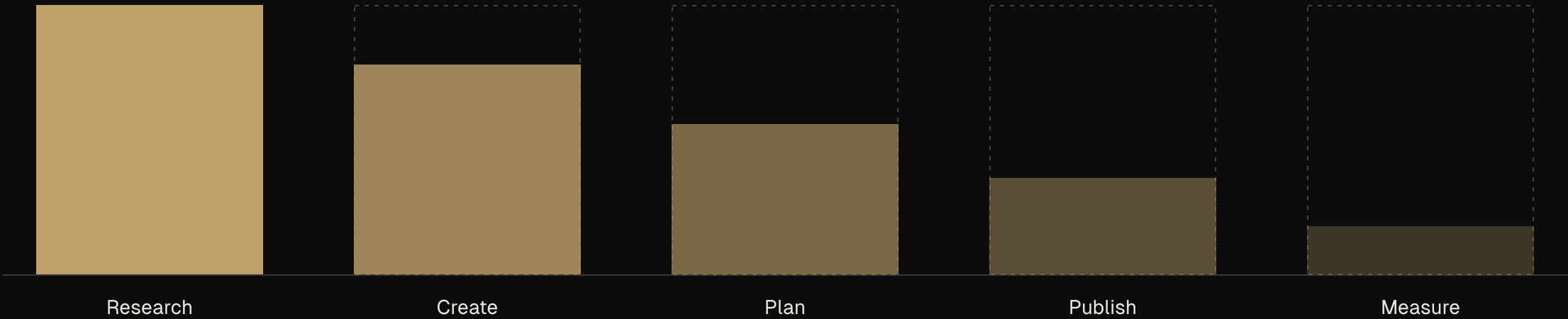
Generation is becoming a commodity. Who is speaking is not.

Business context erodes across tools

Each hand-off loses what the work is really about, so every stage starts thinner than the last.

BUSINESS CONTEXT RETAINED AT EACH STAGE

ILLUSTRATIVE



Klype keeps the context whole and carries it from research through to measurement.

Three layers the models don't have

Every AI writing product calls the same few models. Klype holds what sits above them, and it stays with the customer when the model changes.

CONTEXT

The business, saved once

- Product, buyer, offer and positioning
- Used by every workflow, never re-entered
- Grows richer with each session

VOICE

The person, measured

- Measured from their own writing
- Machine habits detected and removed
- Applied to every channel and format

JUDGEMENT

The decisions, remembered

- Every edit, discard and approval recorded
- Corrections carried into the next draft
- Unique to each customer workspace

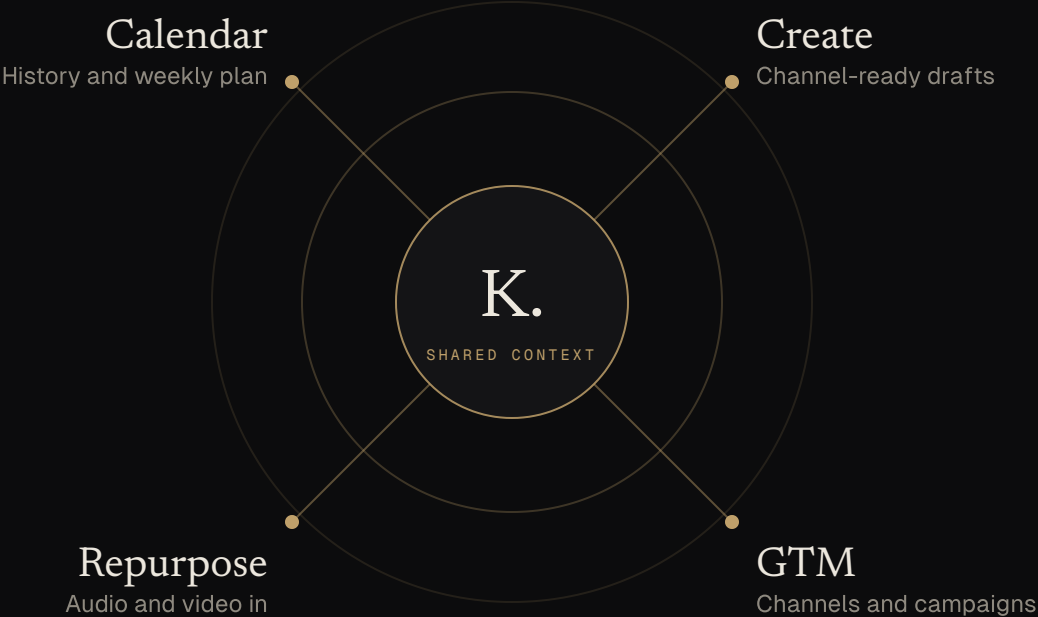
Model-independent by design: the layers are the asset, the model is a supplier.

A persistent intelligence layer

One shared context feeds every workflow. Listen to the market, shape a point of view, then act, all from the same memory.

Business	product, proof, market
Audience	buyer, ICP, objections
Offer	pricing, positioning
Voice	measured writing style

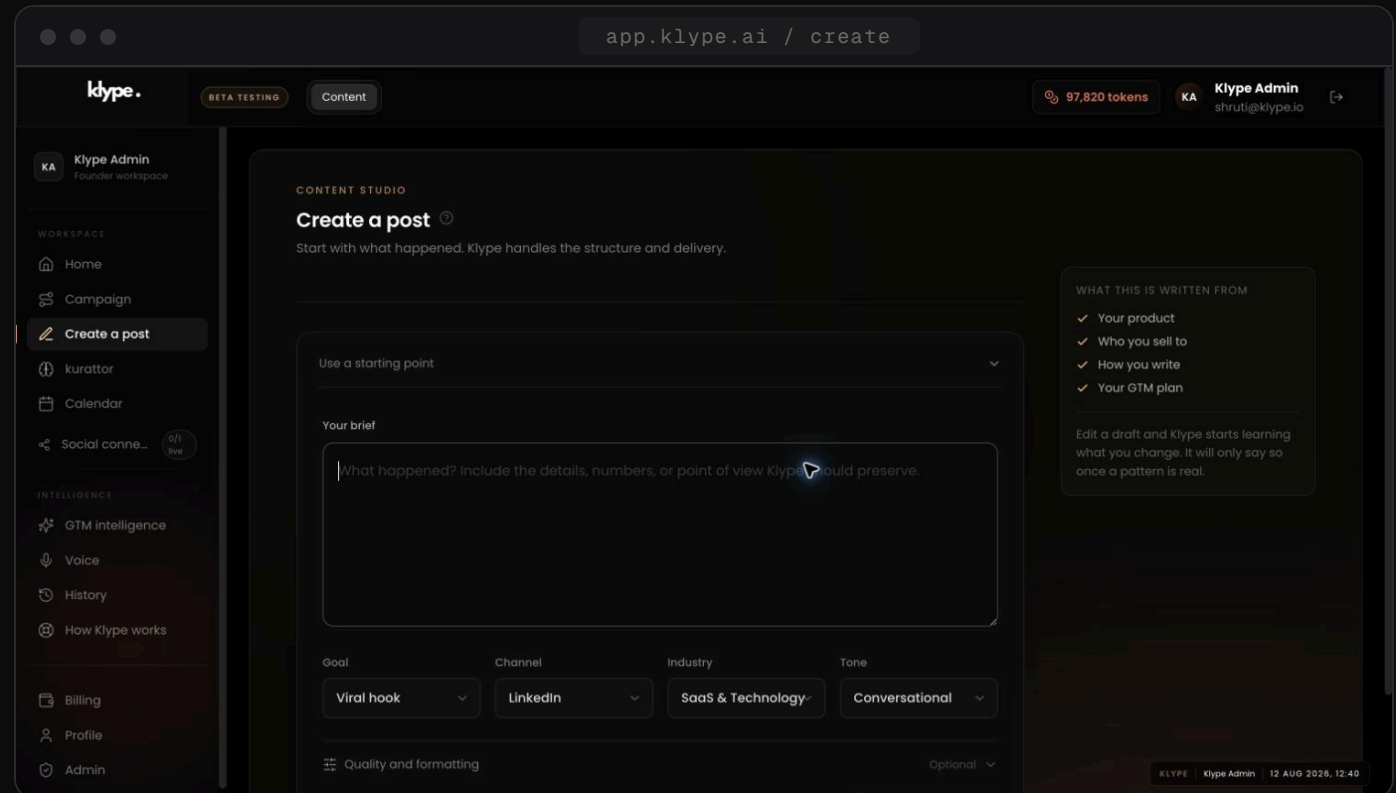
Value compounds when the customer returns with the context already in place.



The brief stays beside the draft

The customer starts from saved business information instead of rebuilding the brief.

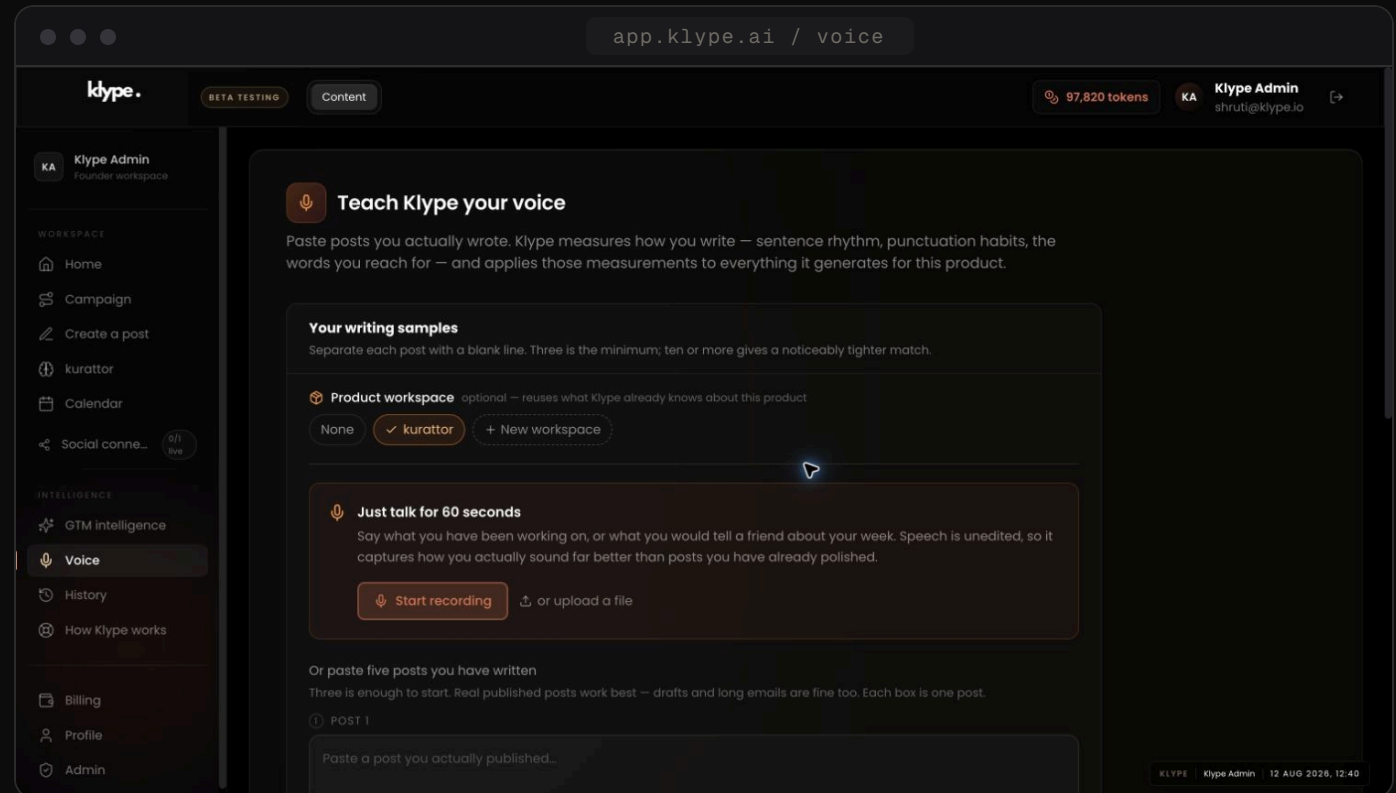
Product, audience, offer and voice stay visible while the work is created. Nothing is re-entered.



Voice becomes a reusable asset

Writing samples and recordings become inputs for every future draft.

Klype measures how the customer actually writes and holds every draft to it. That is the reason to return.



Built for the scrutiny ahead

The standard buyers, platforms and regulators will expect by 2028 is already Klype's default behaviour.

A person approves every post

Klype drafts. The customer edits and publishes. No auto-posting and no automated engagement on anyone's account.

Claims stay with the source

A strict grounding mode keeps facts, numbers and outcomes to what the customer supplied.

Machine habits removed

Drafts are checked for the patterns readers associate with AI and rewritten before the customer sees them.

Personal data stays private

Personal details are masked before any model call and restored afterwards.

A working platform, not a prototype

Content engine ● LIVE Posts, carousels and threads Newsletters and video scripts Article briefs	Business memory ● LIVE Product, audience and offer Voice and source material History across sessions	Voice intelligence ● LIVE Measured from real writing Applied to every draft Tuned per channel
Repurposing ● LIVE Voice notes to posts Audio and video to content 14-day planning calendar	Quality controls ● LIVE Benchmark-gated releases AI-pattern detection Source grounding	Learning loop ● LIVE Edits and discards captured Corrections per workspace Multiple model providers

Live in production on a multi-tenant platform.

DIRECTION

From a workspace to the layer agents call

The same context and voice engine extends to wherever the customer writes next.

NEXT

Callable

Assistants and CRMs request writing in a named person's voice, grounded in that company's saved context.

2027

Team-ready

Multi-seat workspaces with brand rules and approval chains for executive and employee posting.

2028

Drafts first

Klype prepares drafts from market signals and the calendar. The person decides what goes out.

Commercial routes

SELF-SERVE \$99 quarterly · \$299 annual Founders and operators buy directly.	ENTERPRISE Annual contract and implementation Teams that need onboarding, governance and support.	AGENCY & LICENSING Workspace or client-based licence One licence covers many client accounts.
EMBEDDED / API Platform fee, usage or revenue share Klype's voice and context inside another product.	AFFILIATES Commission on activated paid accounts Operators refer and earn on real usage.	UNIVERSITY MANDATES Cohort or campus licence Programmes adopt Klype for founders and students.

Distribution that compounds

Each channel turns one relationship into many customers, without linear sales cost.

Agencies

Client context and repeatable delivery

LEVERAGE One licence, many client accounts

CRM, marketing and AI platforms

Embedded voice, context and generation

LEVERAGE Reach their entire user base

Universities and accelerators

Operating system for member companies

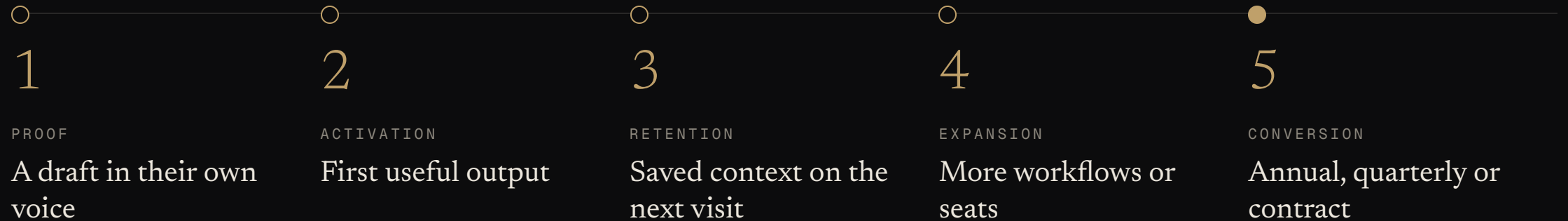
LEVERAGE Whole cohorts adopt at once

Affiliates and consultants

Referral and assisted setup

LEVERAGE Compounding word of mouth

The adoption path



Sell continuity of business intelligence. Measure first output, second-session return and weekly reuse.

Competitive position

CATEGORY	ESTABLISHED STRENGTH	THE KLYPE ANGLE
LinkedIn tools	Creation, scheduling and engagement	— One business context across many channels
Repurposing tools	Audio and video editing workflows	— Planning and context around the output
Broad marketing suites	CRM, content and distribution	— A lighter operating layer for smaller teams
AI assistants and agents	Flexible generation across many tasks	— The memory and voice they call on

The test is simple: do customers return because Klype already understands the business?

About the founder



Shruti Kaushik

FOUNDER & CEO, KLYPE AI · CEO, WISE MANGO, INC.

**Forbes Game-Changing
Leaders 2025**

Recognised for building category-defining brand and GTM systems.

Operator, not only a builder

Runs Wise Mango, helping founders build authority on LinkedIn; built Klype from that practice.

Domain depth

Longstanding expertise in LinkedIn personal branding, B2B GTM strategy and content systems.

Author and practitioner

Published author; the product encodes methods proven with real clients.

LET'S TALK

Generation is a commodity. Klype owns who is speaking.

Shruti Kaushik

Founder & CEO, Klype AI · CEO, Wise Mango, Inc.

PRODUCT DEMO · [APP.KLYPE.AI](https://app.klype.ai)

Usage, economics and technical evidence are shared under NDA.

