

The logo for botco.ai features the text "botco.ai" in white lowercase letters inside a teal speech bubble. To its right is a smaller pink speech bubble containing three white dots, representing a continuation of conversation.

botco.ai

Transforming the consumer
experience with intelligent chat

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@ceorebeccaclyde



ME WAITING



**WHILE THEY PUT ME ON A "BRIEF
HOLD"**



Policy Brief:
**The Impact of
COVID-19
on Women**

9 APRIL 2020

The unpaid care and domestic work performed by women is critical for sustaining societies, has immense economic value and needs to be supported through adequate policies.



Women on average spend

4.1 hours/day

on unpaid care and domestic work, compared to

1.7 hours/day

for men



Women's unpaid contributions to healthcare equate to

2.35%

of global GDP, or the equivalent of

US\$ 1.5 trillion



When women's contribution to all types of care (not just healthcare) is considered, this figure rises to

US\$ 11 trillion



Hello! Thank you for choosing AFC. How may I help you?



I'd like to schedule an appointment.

We can definitely help you with that! Please Tell me when you would like to come in.



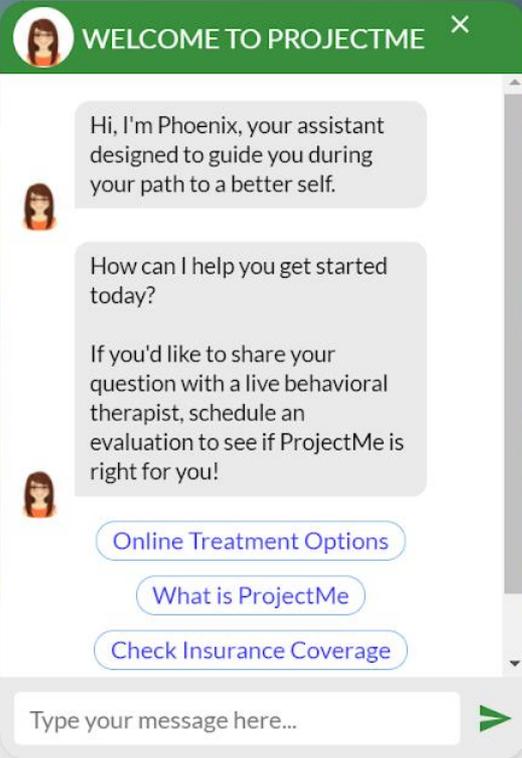
Tomorrow at 1pm PST.

Arizona's Choice for Online

Talk with a Licensed Therapist that Accepts your Insurance

INSURANCES ACCEPTED

GET STARTED



WELCOME TO PROJECTME ✕

Hi, I'm Phoenix, your assistant designed to guide you during your path to a better self.

How can I help you get started today?

If you'd like to share your question with a live behavioral therapist, schedule an evaluation to see if ProjectMe is right for you!

[Online Treatment Options](#)

[What is ProjectMe](#)

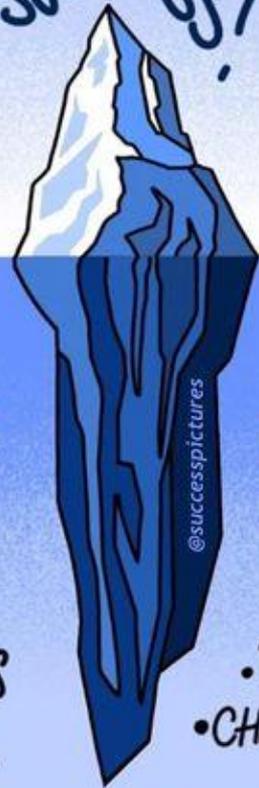
[Check Insurance Coverage](#)

Type your message here... ➔

THE ICEBERG ILLUSION

SUCCESS!

WHAT PEOPLE SEE



• RISK ⚠️

• DISCIPLINE

• LATE NIGHTS
★ 🌙 ★

• SACRIFICES

💔 • DISAPPOINTMENTS

• ACTION
🏃

• FAILURES ❌

🕒 • GOOD HABITS

WHAT PEOPLE DON'T SEE

• COURAGE

• HARD WORK
🔪

• PERSISTENCE

• CHANGES

???
😞 • DOUBTS

🏊 "A" • STRUGGLE



ENTREPRENEURSHIP IS A TEAM SPORT



MEET THE FOUNDERS



Rebecca Clyde

CEO



Dr. Chris Maeda

CTO



Dr. Anu Shukla

Executive Chair



Dr. Deborah
McGuinness

Chief Science
Advisor

ASU W.P. Carey
School of Business
Arizona State University



CMU



RUBRIC

Stanford







**“IT TAKES A VILLAGE”
To Run a Business**



My Village @ Home

- Childcare
- Family support system
- Tutoring
- Carpools / rides





My Personal Wellness Village

- Garden (nutrition)
- Spiritual
- Fitness (5 am!)
- Meaningful friendships
- Fun!





My Business Village

- Co-founders
- CEO peer groups
- Business coaches & advisors
- Professional partners (legal, CPA, other experts)



BOTCO.AI ADVISORS



RICHARD BOALS
BLUE CROSS
BLUE SHIELD AZ
RETIRED CEO



ALEX MOOREHOUSE
CMO
BANNER
HEALTHCARE



ED HENRICH
UC BERKELEY
EX-ORACLE VP OF
CUSTOMER
SUCCESS



STEVE KENNEDY
EMC, ALATION
CRO, VP OF WW
SALES



**SANDRA YANG
SCIRPO**
NORTONLIFELOCK
GLOBAL
CUSTOMER
ACQUISITION

Give the Gift of Self-Care

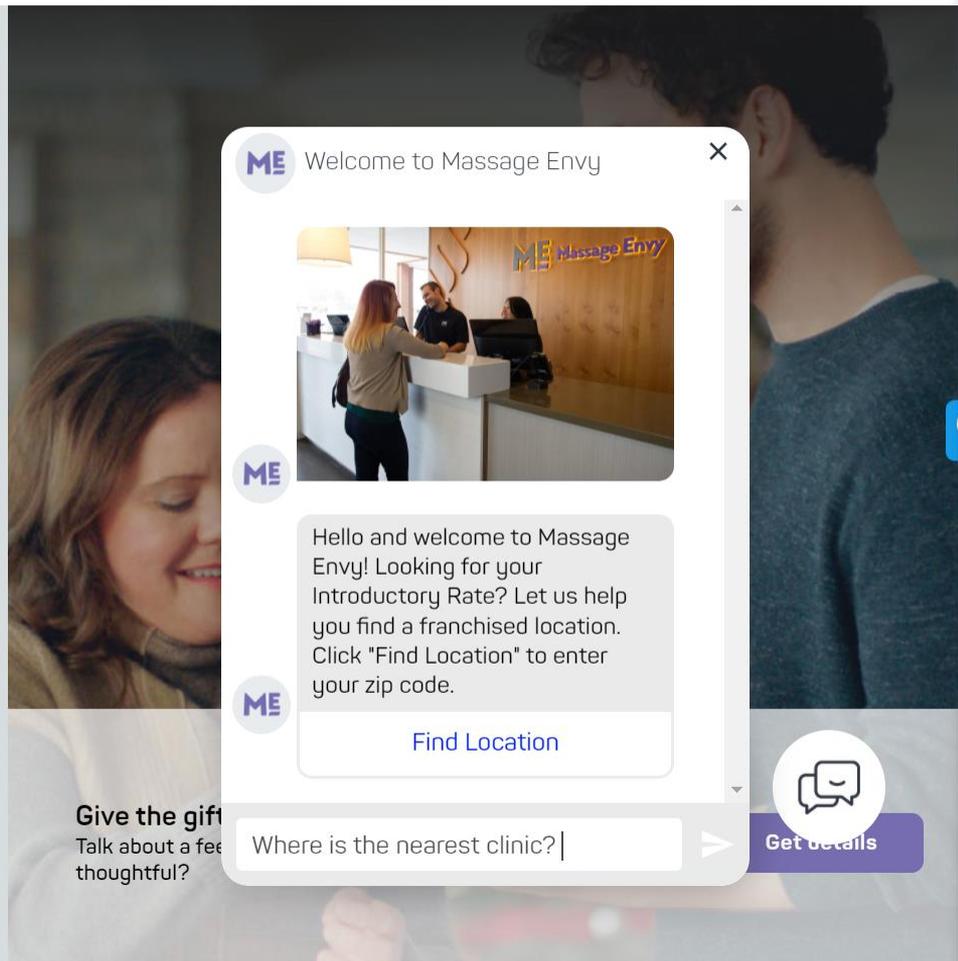
Get a FREE \$20 promo card when you purchase \$100 in gift cards. Offer not available online or for eGift Cards.

Terms, conditions, and details apply.

[See offer details](#)

[Need a gift fast? Shop eGift Cards right now! >](#)

Free promo card not available for eGift Cards.



ME

Welcome to Massage Envy



ME

Hello and welcome to Massage Envy! Looking for your Introductory Rate? Let us help you find a franchised location. Click "Find Location" to enter your zip code.

ME

[Find Location](#)

Give the gift
Talk about a fee
thoughtful?



[Get details](#)

“”

As a brand, this is about driving health and wellness which is so valuable right now.

ANDREA MUNZER McCAULEY
Brand and Digital Marketer





botco.ai



Thank You

rebecca@botco.ai