



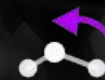
# Knowgen Investor Pitch Deck



November, 2025

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Why we're here today

**Knowgen is bringing AI to the frontlines of business by empowering workers through systems knowledge**

# Meet the Team

## 9 Years in ERP Implementations & Sales

Extensive experience in working with organizations in the SMB space in architecting, selling and delivering ERP solutions. A strong network of connections to business leaders in this market segment

## Principal Solution Architect | AI Solutions Lead

Significant professional experience associated with designing solutions and partnering with executive leaders to drive business outcomes. Leading the ideation and go to market strategies of novel AI solutions on behalf of Myers-Holum to deliver to clients in the Oracle NetSuite ecosystem

## Why Start Knowgen?

“As AI drives emergent technologies, businesses need a tool to connect their end users and help them adopt new systems. I want Knowgen to be that tool.”



**Kevin Zhou**  
**COO / Co-Founder**



# Meet the Team

## 9 Years in Software Development & Design

Strong software engineering experience from tenure at leading tech firms, designing and architecting scalable data and systems platforms

## Senior Software Engineer

Championing modern technologies and bringing technical leadership, supporting development from idea to minimum-viable product, then scaling to enterprise-grade deployments for clients and partners

## Why Start Knowgen?

“In every mid-to-large company I’ve worked with, the same problem comes up: people spend more time searching for information than actually using it. When we fix that, people finally get to do their best work.”



**David Li**

**CTO / Co-Founder**



snowflake®

# **BUSINESS SYSTEMS REQUIRE ADOPTION TO REALIZE OPERATIONAL BENEFITS**

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**Business Processes don't align with Technical Procedures**

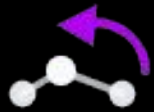
As new systems and technology are deployed to organizations, especially leveraging AI, it is difficult for end users to reconcile and connect their day to day activities to system processes

**Organizational practices are specialized and cross-system**

Systems and technology inherently exist in a siloed state, but users interactions with them to support business processes inherently need to be cross-functional and cross-system

**User Adoption is an afterthought**

As development and usage of specialized solutions enabled through AI accelerate, user adoption is often left as an afterthought as part of the overall deployment efforts



**Knowgen**





# THE SOLUTION

An AI-driven platform that knows your business, your systems and your processes to empower your workers with knowledge and drive adoption

# Knowgen drives...

## **Adoption**

By providing system users with a simple, straightforward, accurate and frictionless experience in guiding them to perform their duties effectively using system tools

## **Standardization**

By analyzing and serving practical system steps and procedures that are aligned with internal business process documentation and external system documentation

## **Efficiency**

By empowering your employees with the knowledge to how to best use their tools and cooperate with co-workers, we remove system and process friction and keep them focused on value generating activities



# Why Now?

**Organizations are increasingly looking to leverage new systems and processes through technology and AI to remain competitive**

We at Knowgen know there is a significant gap in today's business landscape for a platform that can address the user adoption, change management and ongoing end user needs as new systems and organizational processes are implemented in a flexible, agile and adaptable manner.

We believe that solving this problem from a data driven perspective is the key piece in achieving the 'last mile' in enabling and deploying true value-add agentic AI solutions for organizations.



## **Needs and motivations**

Operational efficiencies from new systems can only be realized from strong user adoption

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## **Pain points**

The speed of adoption of new systems and processes frequently means user adoption is an afterthought

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## **How we can help**

Knowgen is the platform to connect end users to organizational systems and processes

# Knowgen - Our Product



## **1** Process Analysis through Organizational Knowledge Management System Access

Knowgen connects to your business' knowledge management systems and ingests and analyzes system and process related documentation



## **2** Connection to Publicly Available System Documentation

Knowgen pulls from publicly available SaaS system documentation to inform technical steps and procedures to best accomplish functional tasks



## **3** AI Chatbot-Driven Assistant

Knowgen serves this information to end users in a frictionless, interactive and engaging manner to further increase adoption

# Knowgen - Our Vision

**01/2026**

**Pilot Cohort Launch**

Launch with our core product UI/UX and organizational onboarding process to a pilot cohort of 5~ already aligned organizations

**07/2026**

**Feature Launch -  
Browser-based User Context**

Incorporate active browser context of the user interacting with systems to provide real-time process guidance and iterative process mapping

**2027~**

**Feature Launch - Personalized  
Cross System Agentic AI**

Provide personalized agentic AI models to handle specific organizational processes across systems analyzed, mapped and supported through Knowgen

# LEARN MORE

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