AI WEDDING CONCIERGE

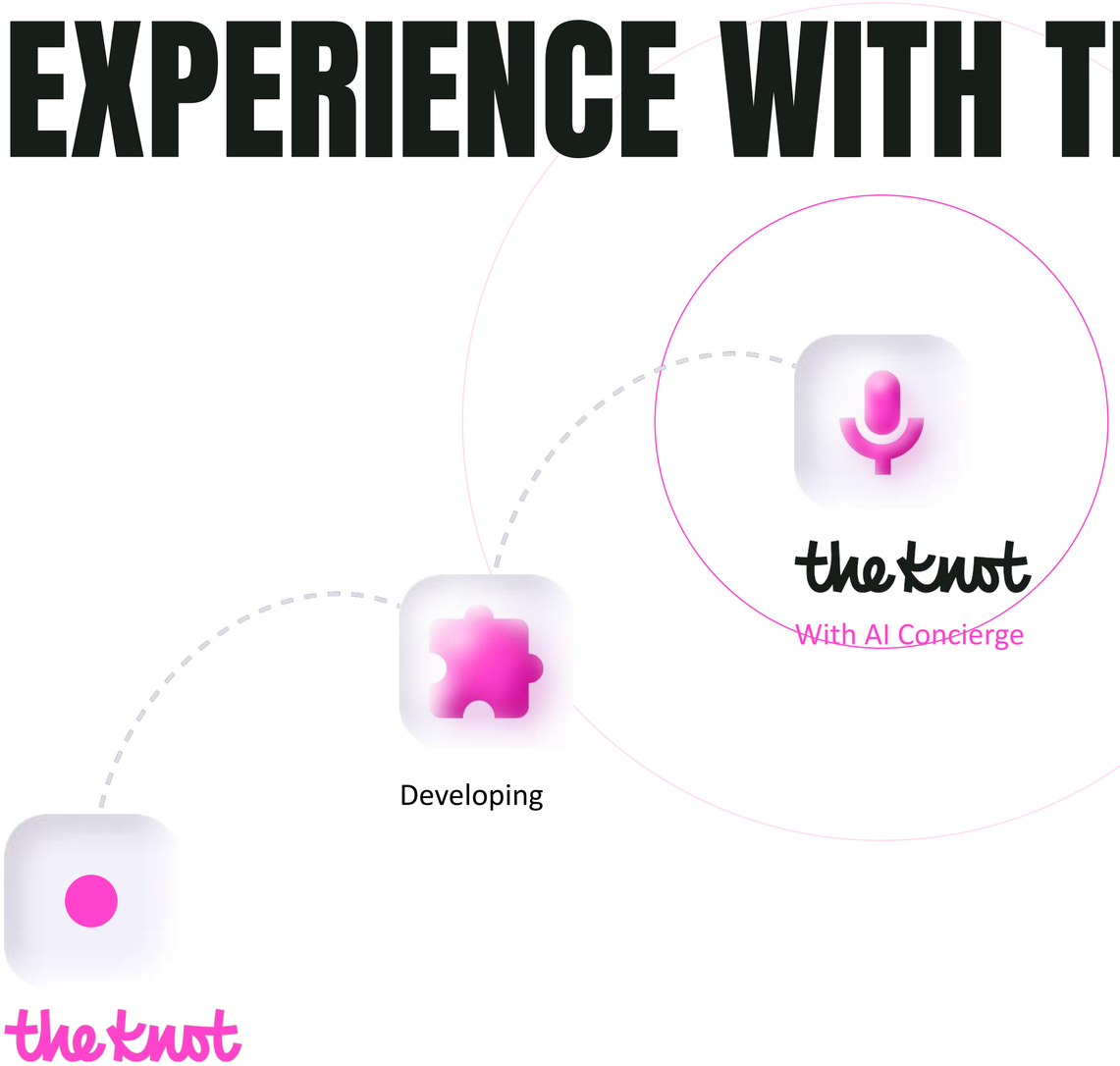
PROPOSAL

ADRIAN MOGA

WWW.MYREMOTE.TEAM

2025

TRANSFORMING THE WEDDING PLANNING EXPERIENCE WITH THEKNOT.COM



ABOUT MYREMOTE.TEAM

We build dedicated, fully managed remote tech teams for growing companies who need high-impact talent without the headache.

- Specialized in AI-powered application development
- Teams that align with your goals and integrate into your culture
- Proven track record of delivering innovative solutions
- Expertise in voice interface and AI assistant technologies

THE WEDDING PLANNING CHALLENGE

TODAY'S COUPLES FACE OVERWHELMING COMPLEXITY

- **Information Overload:** 15+ vendor categories, hundreds of options
- **Budget Management:** 45% of couples exceed their wedding budget by 20%+
- **Coordination Fatigue:** Managing vendors, timelines, and guests across multiple platforms
- **Decision Paralysis:** Faced with too many choices and not enough guidance
- **Time Constraints:** Planning while balancing full-time work and life commitments

THEKNOT.COM'S CURRENT ECOSYSTEM

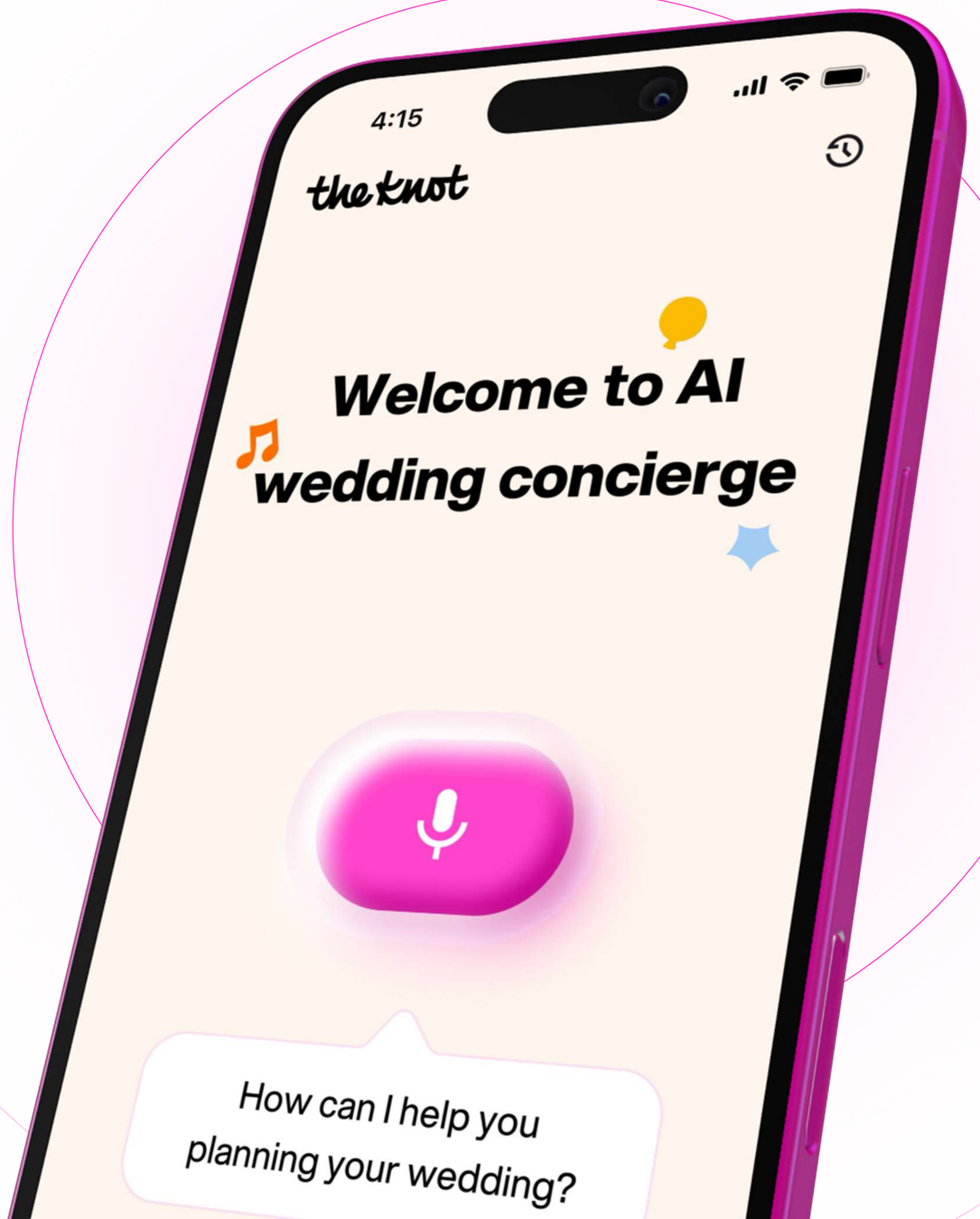
YOU'VE REVOLUTIONIZED WEDDING PLANNING WITH:

- Comprehensive marketplace connecting couples with vendors
- Planning tools for checklists, budgeting, and guest management
- Inspiration galleries for design and theme development
- Educational content guiding couples through the planning process

Your platform serves millions of couples, but there's an opportunity to create an even more seamless, stress-free experience.

INTRODUCING THE AI WEDDING CONCIERGE

A voice-powered AI assistant that brings TheKnot.com's entire ecosystem into an intuitive, conversational experience.



MORE THAN JUST A PLANNING TOOL—A DEDICATED WEDDING COMPANION THAT:

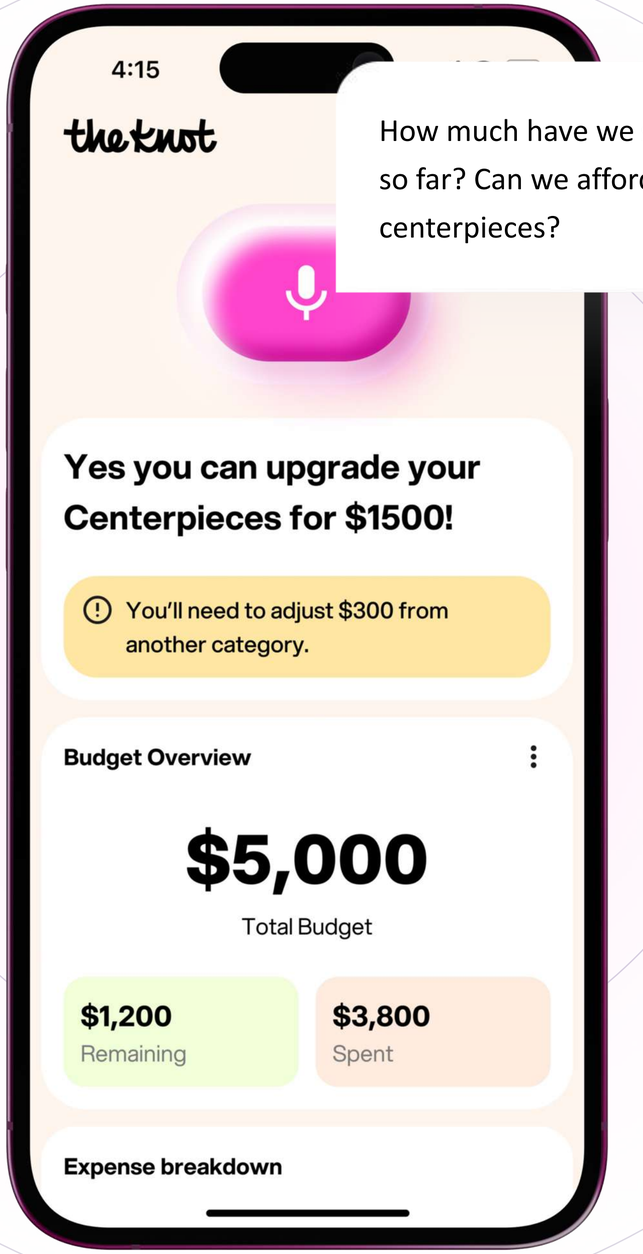
- Understands each couple's unique vision
- Guides them through the entire planning journey
- Simplifies complex decisions
- Anticipates needs before they arise
- Manages all details in one unified system

HOW IT WORKS: THE USER EXPERIENCE

MEET THE COUPLE: EMMA AND JAMES

Emma (driving home from work): "Wedding Assistant, what's on our planning checklist this week?"

AI: "Hi Emma! You have three priorities this week: finalize your floral proposal ($2,800 of your $3,000 budget), confirm menu choices with the caterer by Friday, and send welcome party details to your out-of-town guests. Would you like me to help with any of those now?"



KEY FEATURES: PERSONAL WEDDING CONCIERGE

01 INTELLIGENT BUDGET MANAGEMENT

"How much have we spent on decor so far? Can we afford to upgrade our centerpieces?"

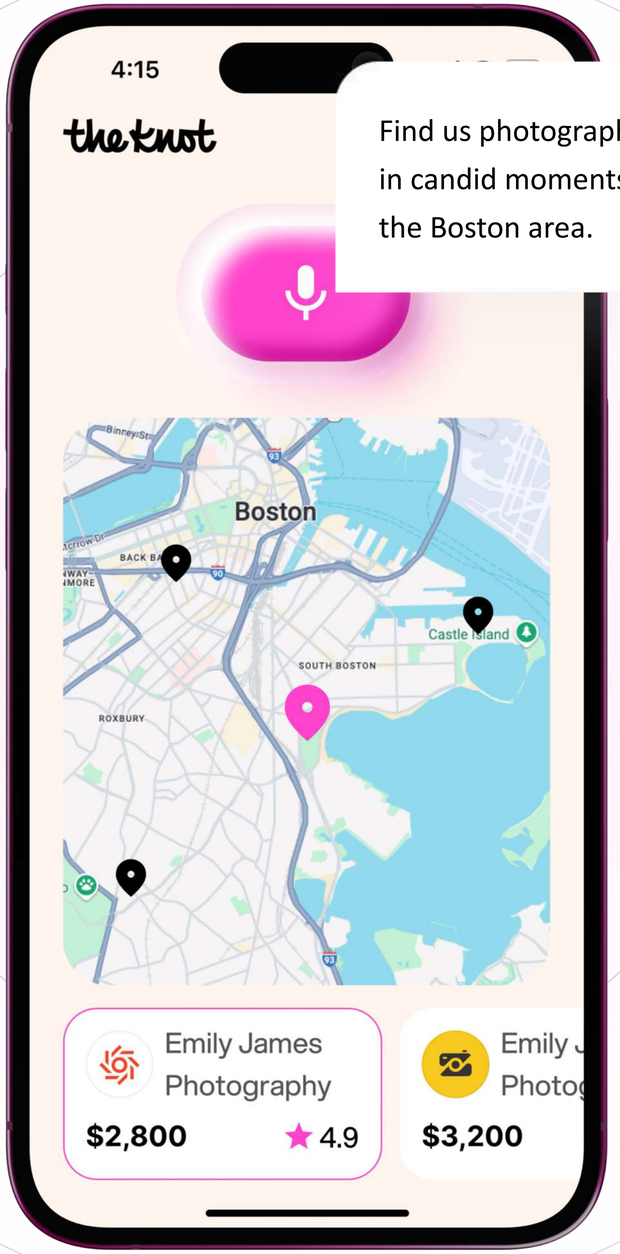
- Real-time budget tracking across categories
- Proactive alerts for potential overruns
- Smart reallocation recommendations
- Vendor price comparison and negotiation guidance

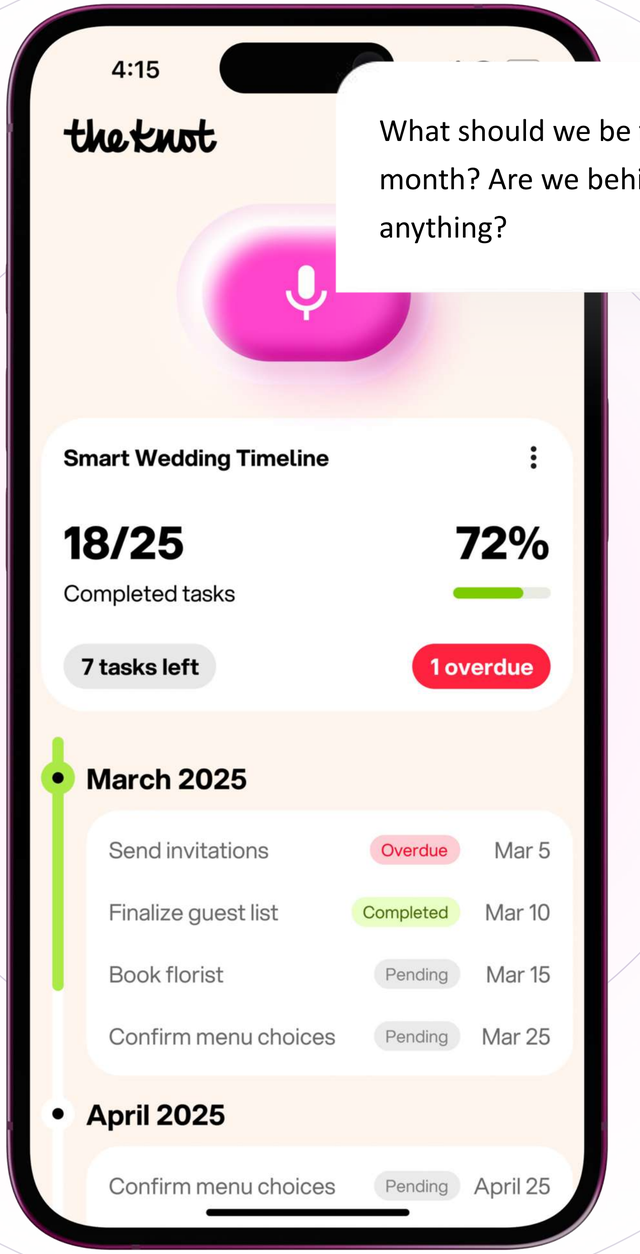
KEY FEATURES: PERSONALIZED RECOMMENDATIONS

02 AI-POWERED VENDOR MATCHING

"Find us photographers who specialize in candid moments under $3,000 in the Boston area."

- Preference-based recommendations from TheKnot's marketplace
- Style matching based on couples' inspiration boards
- Availability filtering and direct scheduling
- Reviews and portfolio presentation customized to couples' priorities





KEY FEATURES: SIMPLIFIED PLANNING

03

DYNAMIC TIMELINE MANAGEMENT

"What should we be focusing on this month? Are we behind on anything?"

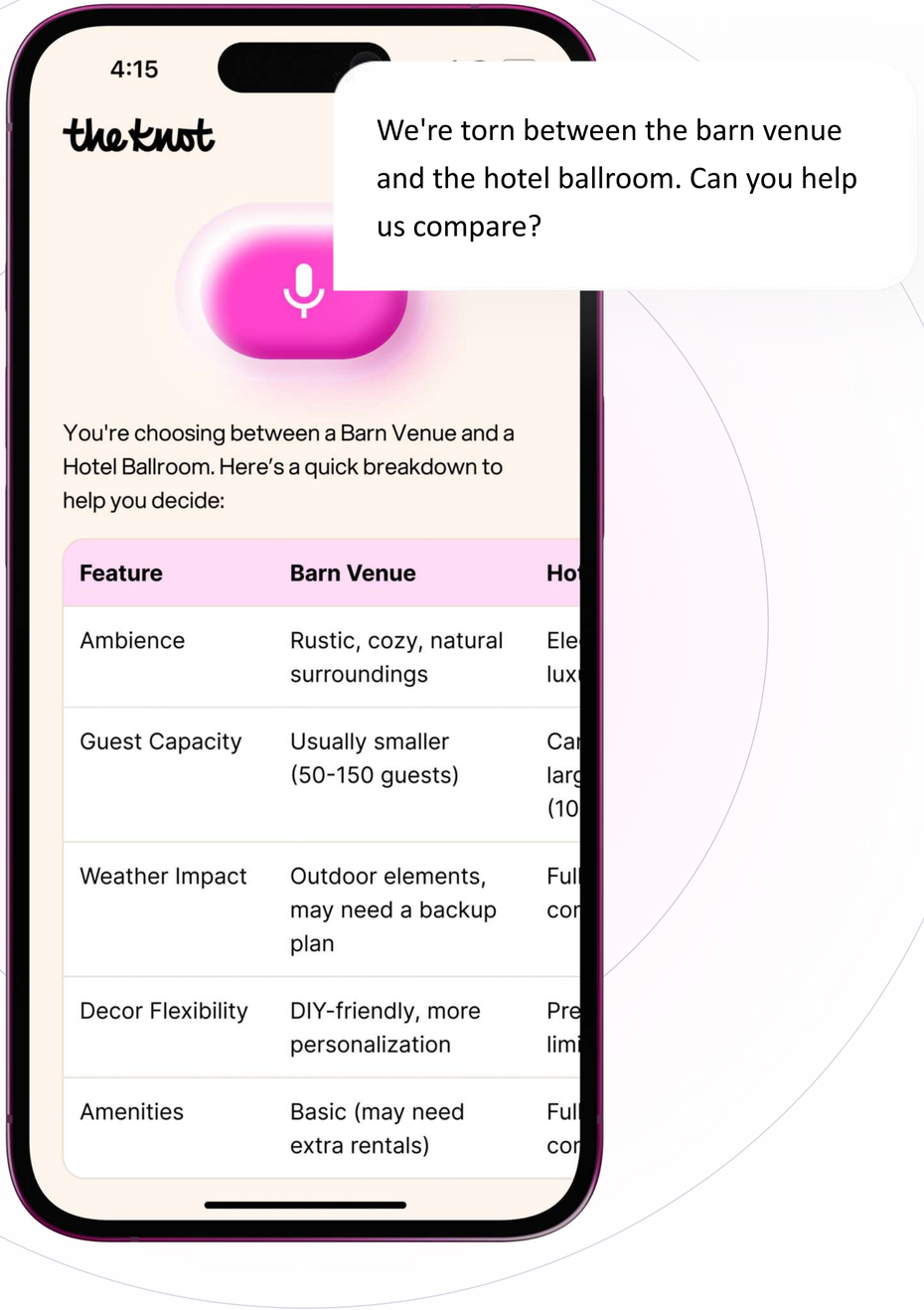
- Personalized planning timeline based on wedding date and complexity
- Automated reminders and task prioritization
- Schedule adjustments based on completion patterns
- Delegation tracking for wedding party responsibilities

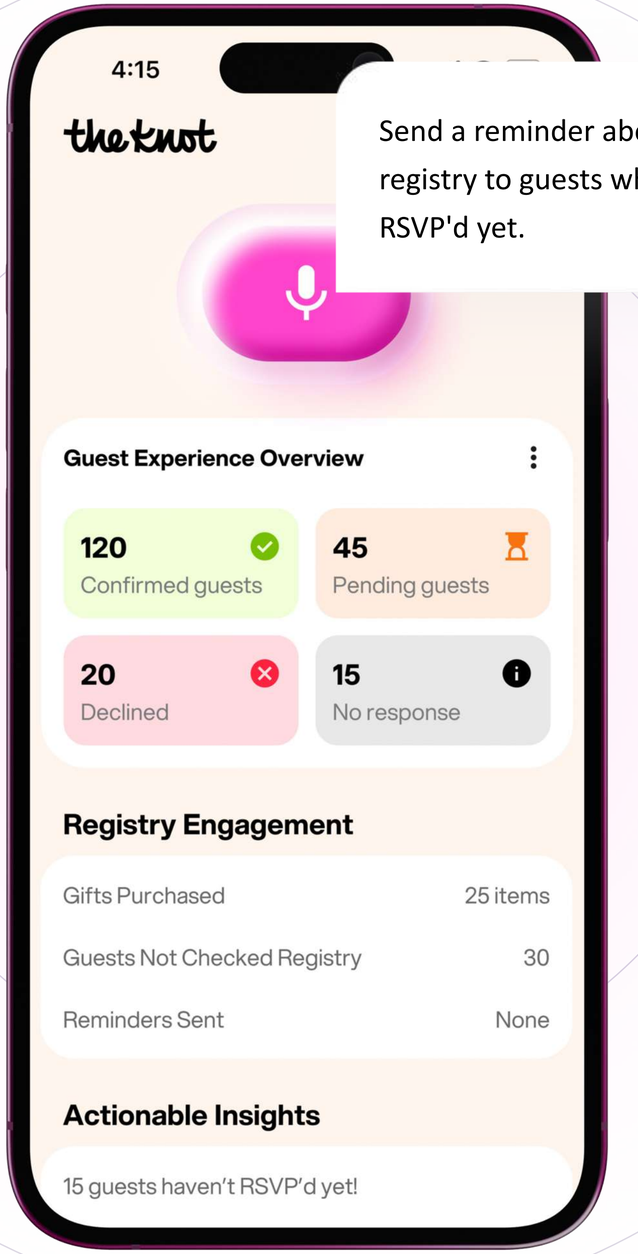
KEY FEATURES: DECISION SUPPORT

04 COLLABORATIVE DECISION-MAKING

"We're torn between the barn venue and the hotel ballroom. Can you help us compare?"

- Side-by-side comparison of options with pros/cons
- Budget impact analysis for decisions
- Guest experience considerations
- Weather contingency planning





KEY FEATURES GUEST EXPERIENCE

05 GUEST MANAGEMENT & COMMUNICATION

"Send a reminder about the registry to guests who haven't RSVP'd yet."

- Automated guest communications
- Question handling for common inquiries
- Travel and accommodation assistance
- Event updates and weather alerts

BUSINESS BENEFITS FOR THEKNOT.COM

ENHANCED USER ENGAGEMENT

- 3-5x increase in app interaction time
- Reduced platform abandonment
- Higher completion rate of planning journey

MARKETPLACE GROWTH

- More precise vendor matching increasing conversion rates
- Higher-value bookings through intelligent upselling
- Expanded vendor insights and optimization

BUSINESS BENEFITS FOR THEKNOT.COM

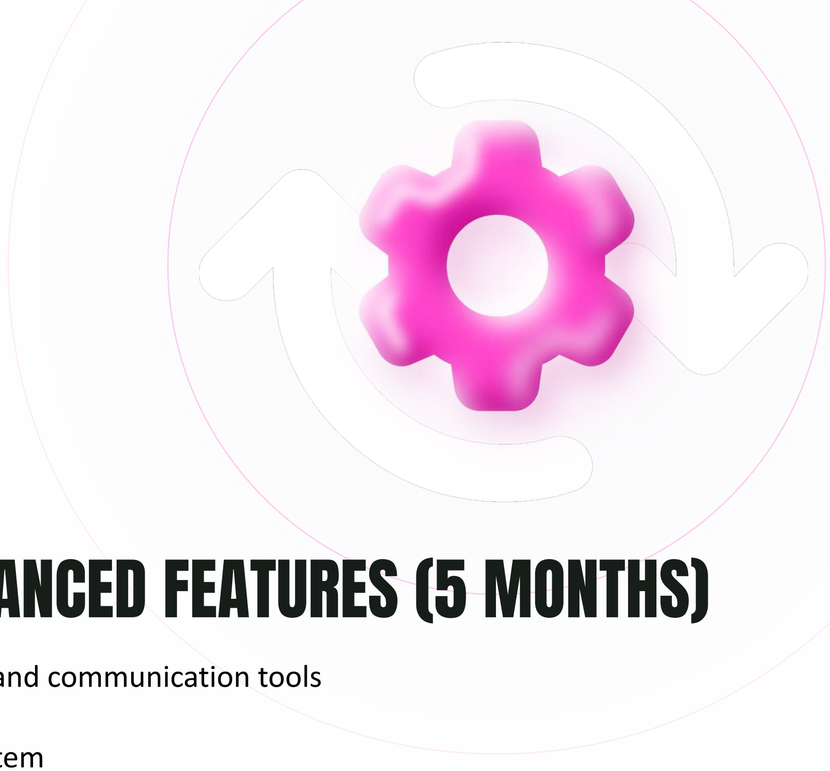
PREMIUM REVENUE OPPORTUNITIES

- Tiered AI assistant capabilities for subscription models
- Data-driven personalized product recommendations
- Premium vendor placement opportunities

COMPETITIVE DIFFERENTIATION

- First-to-market with comprehensive AI wedding planning
- Enhanced brand positioning as wedding technology leader
- Expansion of addressable market to tech-savvy couples

IMPLEMENTATION APPROACH



PHASE 1: FOUNDATION (3 MONTHS)

- Requirements gathering and system architecture
- Integration with TheKnot.com's existing platforms
- Core voice interface and conversation engine development
- Initial knowledge base development

PHASE 2: CORE FEATURES (4 MONTHS)

- Budget management system
- Vendor recommendation engine
- Basic timeline and task management
- User testing and refinement

PHASE 3: ADVANCED FEATURES (5 MONTHS)

- Guest management and communication tools
- Decision support system
- Advanced personalization
- Vendor integration and marketplace connection

PHASE 4: PUBLIC LAUNCH (2 MONTHS)

- More precise vendor matching increasing conversion rates
- Higher-value bookings through intelligent upselling
- Expanded vendor insights and optimization

WHY PARTNER WITH MYREMOTE.TEAM?

- **SPECIALIZED AI EXPERTISE**

  Deep experience in conversational AI and voice interfaces

- **WEDDING INDUSTRY KNOWLEDGE**

  Understanding of the unique challenges of wedding planning

- **FLEXIBLE PARTNERSHIP MODEL**

  Collaborative approach that leverages both companies' strengths

- **PROVEN DEVELOPMENT PROCESS**

  Track record of delivering complex applications on time and on budget

- **LONG-TERM SUPPORT**

  Ongoing development, maintenance, and enhancement capabilities

NEXT STEPS

01 DISCOVERY WORKSHOP

2-day deep dive to align on vision and requirements

02 TECHNICAL ASSESSMENT

Evaluation of integration points with existing systems

03 FEATURE PRIORITIZATION

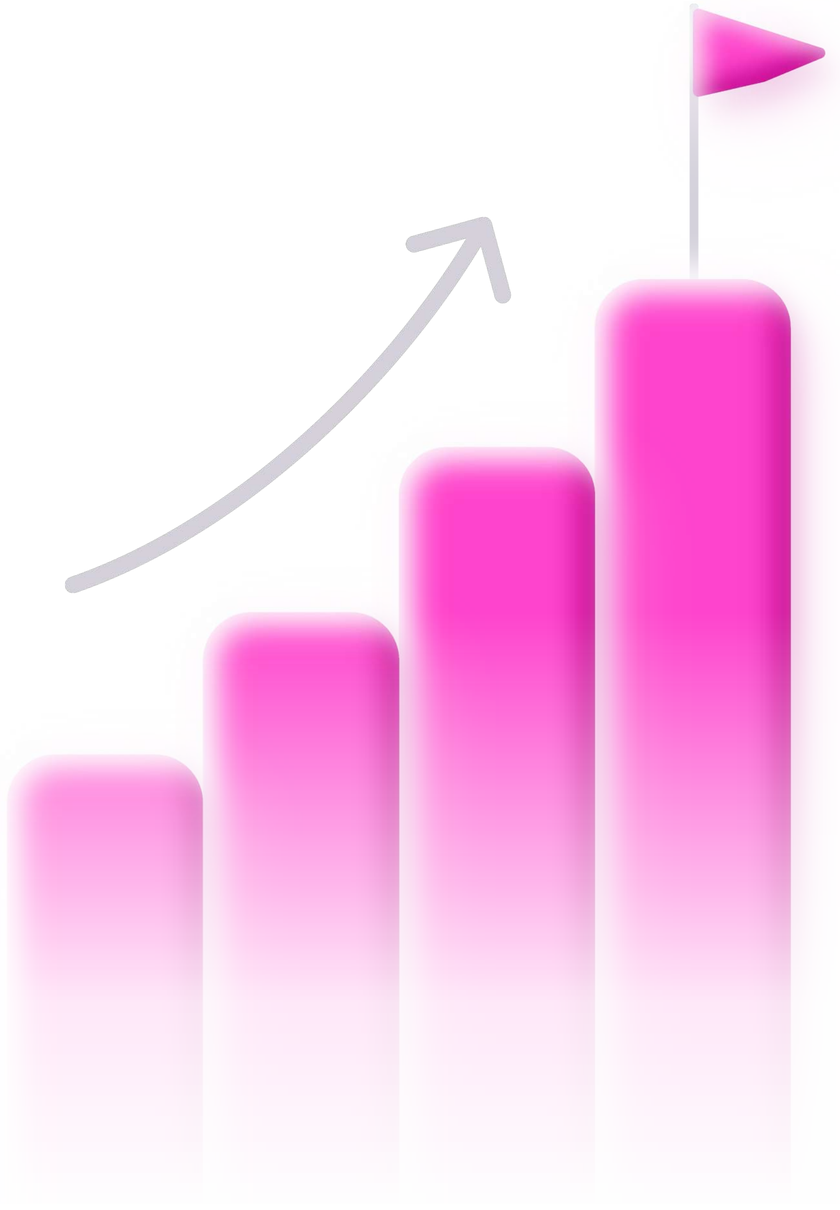
Collaborative roadmap development

04 PROTOTYPE DEVELOPMENT

Initial demo version with core capabilities

05 PARTNERSHIP AGREEMENT

Finalize development plan and collaboration model



TRANSFORM THE WEDDING PLANNING EXPERIENCE

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Together, we can create the future of wedding planning

- For Couples: A stress-free, enjoyable planning journey
- For TheKnot.com: Enhanced platform value and market leadership
- For Vendors: Better matches and higher conversion rates
- For the Industry: A new standard in wedding planning technology

2025

THANK YOU

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READY TO REVOLUTIONIZE WEDDING PLANNING TOGETHER?