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BACKGROUND

Media Contact:

Kamila Wardyn-Kopera, PEOPLE PR
media@smartymeet.com

Business Name:

SmartyMeet Sp. z o. o.

Address:

Al. Jerozolimskie 181b,
Brain Embassy,
02-222 Warsaw, Poland

Email:

hello@smartymeet.com

Website:

www smartymeet.com

SmartyMeet Enhances Video Meetings

SmartyMeet is a Technology Startup that leverages AI to enhance team video meetings for our customers. Whether working from home, back in the office, or in a hybrid model, work looks different than it did two years ago. Organizations have accepted that the way we work has shifted and is not reverting to old paradigms. The first challenge is to adapt to hybrid or fully home office work. Another challenge is exchanging information smoothly, despite the language barrier. One of the most important things to consider while adapting to the 'new normal' is how teams interact in meetings. SmartyMeet improves your team meetings by using meeting assistants that leverage AI.

With various features available, **SmartyMeet customers benefit from the following main areas:**

1. Reduce distractions so attendees can be fully engaged.

Many transcription technologies exist, but having a meeting recording and transcription usually means that no one will go back through the tedious task of listening or reading. That's why transcription is just the beginning for SmartyMeet. We're also able to identify who said what and let our AI assistant provide a glance view of the meeting, enabling a quick review of the topics discussed. We no longer have to delegate a person from the team to take notes - the virtual

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Register by: XII Wydz.Gosp.KRS in Warsaw

KRS: 0000939052, REGON: 520764054

NIP: 7011064881 Equity capital: 100 000,00 PLN

assistant will do it for us so that each participant can be fully engaged and take an active part in the meeting.

2. Don't make everyone attend every meeting.

Organizations that leverage meeting technologies like SmartyMeet can alleviate this concern. AI will generate **meeting minutes** and **formulate agreed next steps**, enabling employees to determine which meetings they need to attend physically. No more missing family dinner for calls with your colleagues or having to participate in a discussion in the middle of the night scheduled in different time zones.

3. Implement post-meeting dialogue.

Organizations need to implement post-meeting dialogue. This means leveraging technology that allows you to share snippets from calls, assign tasks to different team members, and search topics to see which meetings they came up in.

4. Provide insights into leadership.

By integrating technologies like SmartyMeet AI into business intelligence tools, leaders can visualize team progress towards goals over a series of meetings and positive/negative sentiment around a particular campaign, issue, or project.

5. Treat AI as an extension of your team.

Amazing things can happen when you treat SmartyMeet AI as an extension of your team. We've seen reduced meeting length, increased engagement from each attendee, and an upward trend in positive sentiment.

6. Don't worry about language barriers.

More and more often, video conferences are held with the participation of people who speak different languages. In such a situation SmartyMeet AI, as your personal assistant, will translate the entire meeting in real-time.

7. Do not lose concentration while searching in knowledge bases.

During the video meeting, you do not need to waste time and focus by reaching for the product knowledge base - SmartyMeet AI will help you by "tossing" the necessary information.

History of SmartyMeet

SmartyMeet was founded in 2022 by executives who have successfully grown companies from small startups to large operating entities, such as Synthrono, serving global clients, which was subsequently sold to Brand New Galaxy (The Stagwell Group). SmartyMeet was created by Slawomir Krocak, Monika Wyszynska, and Rafal Fic in Warsaw, Poland, when founders saw a need for more productive video meetings in organizations. The team founded SmartyMeet to engage all meeting participants without asking a team member to take notes. SmartyMeet offers easy and intuitive access to real-time meeting transcripts using artificial intelligence. This ensures that SmartyMeet users never miss a word from a meeting. They can access notes, annotate them, and share them for better collaboration and productivity of teams in organizations.

Awards & Milestones

- 03.2022 - SmartyMeet has been approved for the AWS Activate program
- 06.2022 - SmartyMeet has been approved for HubSpot Startup Program

Company Vision and Mission Statement

The core values behind everything we do:

Customer-focused

We are passionate about making customer value-driven features that are easy to use. We understand that a fantastic customer experience is one of the most significant competitive advantages a company can have

Continuous Innovation

Our culture focuses on 'what the idea is' not 'who it came from' good ideas rise to the top. We continue to question 'how can this be done better?' every hour of every day.

Excellence

We believe in continuous improvement on the individual and team level; we realize there is always a place for improvement and seek the extra edge continuously. We don't get comfortable; we constantly challenge ourselves.

Ethical Behavior

We apply the principles of honesty and fairness to relationships with coworkers and customers. We make an effort to treat everyone with whom we come in contact personally and as a team as we would want to be treated ourselves.

We need diverse minds, ideas, and talent to provide inspired and practical solutions to our customers.

Conclusion

SmartyMeet is a successful technology business that credits its success to hard work, experienced founders, and partners supporting the business since its inception in 2022. We believe that in the near future, the SmartyMeet virtual assistant will be able to independently lead a sales meeting or advise customers during e-commerce purchases.