

# The FutureList

**Whelp**

Innovation Memo

# Innovation In Words




A note from the Co-Founder of Whelp, Seymour Rasulov;


Our primary objective is to ensure that no customer ever waits on hold again. My mission is to bring customer wait time to literally zero minutes.

# Whelp


## Executive Summary

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Enterprise


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SaaS


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whelp.co

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USD 1,000,000

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2019

Whelp is a conversational customer support platform that helps businesses to communicate with customers across multiple channels. Whelp’s platform allows businesses to easily connect with customers on their preferred channels, including SMS, voice, WhatsApp, WeChat, Messenger, email, and live chat. With its AI-based chatbot, the company claims to help companies automate up to 60% of customer inquiries, freeing up their teams to focus on more complex issues. Additionally, Whelp offers a customer management platform with a feature-rich interface that unifies messaging from multiple channels into a single screen. By consolidating all customer interactions and data into a unified inbox, Whelp streamlines the process of managing and responding to inquiries, boosting efficiency and customer satisfaction.

As the company grows, one of its major objectives is to offer the fastest voice bot with a connection to a deep knowledge base in multiple languages to make sure that it can provide an end-to-end automation solution. Whelp faces several potential roadblocks and risks as it navigates the competitive landscape of conversational customer support technology. Ensuring data security and compliance with evolving regulations is paramount, given the sensitive nature of the customer information it handles. Additionally, maintaining a competitive edge amidst rapid technological advancements requires continuous innovation and differentiation to meet evolving customer expectations. Despite these challenges,

Whelp also has significant opportunities for growth and success. Strategic partnerships with CRM providers, e-commerce platforms, and language technology specialists can enhance the platform's capabilities and reach new audiences. Expanding internationally and targeting specific industry verticals offer avenues for tapping into new markets and diversifying revenue streams. By addressing potential roadblocks proactively Whelp can position itself as a leader in the industry and drive sustained growth and innovation.



**Jeyhun Burzuyev**  
CEO

Jeyhun Burzuyev is the CEO of Whelp. Passionate about delivering exceptional customer experiences in the fast-paced world of SaaS, Jeyhun brings over 3 years of service and expertise. He has previous experience serving as a registration specialist at AGA Group and a supervisor for the Empire Hotel Group.



**Seymour Rasulov**  
Co-Founder

Seymour Rasulov is presently the Co-founder at Whelp. Seymour has previously worked as a regional sales manager at SmilePay, Inc., EBSCO Information Services, and Springer Nature Technology and Publishing Solutions. He holds a Master of Library & Information Science from the University of Illinois Urbana-Champaign.



**Enrike Nur**  
Co-Founder

Enrike Nur is the Co-founder of Whelp. Enrike has extensive work experience spanning financial payments and technology services. He has served as the CEO of eePay, co-founder and director of technology at SciStart, and the CTO at SmilePay, among others. He holds a bachelor's degree in Computer Science from Fırat University, Turkey.

## Innovation Spotlight

### Product Innovation:

- **Key Features:** Whelp's customer support platform offers a comprehensive, omnichannel solution that streamlines customer interactions. Some of its key features include:
  - Omnichannel Support: Whelp allows businesses to connect with customers across multiple communication channels, including voice, email, live chat, SMS, and WhatsApp.
  - Unified Customer View and AI-powered Automation: Whelp consolidates all customer interactions and data into a unified inbox, boosting productivity and efficiency. The platform also leverages AI-powered automation to enhance the customer support process.
  - Customizable Communication Campaigns and Chatbot Builder: Whelp enables businesses to easily customize and automate their communication campaigns, sending bulk messages across various channels. The platform also provides a chatbot builder, allowing companies to design and deploy chatbots for 24/7 customer service.
  - Integrations with Various Business Applications: Whelp's platform seamlessly integrates with a wide range of business applications and tools, enabling a cohesive customer experience.
  - Advanced Reporting and Analytics: Whelp's reporting features provide insights into a company's performance over time, helping to optimize business operations.
- **Design and User Experience:**
  - Whelp offers an intuitive interface that allows agents to easily manage all customer interactions in a single location.
  - The platform seamlessly integrates with the applications and tools teams already use and love.
- **Integration/Compatibility:**
  - Whelp's platform seamlessly integrates with a wide range of business applications, allowing businesses to easily connect with customers on their preferred channels, including SMS, voice, and live chat, enabling a cohesive customer experience.
  - Whelp integrates with the following:
    - **Channel Integration:** social media channels such as Facebook, Instagram, WhatsApp, Telegram, Twilio, Line, Viber; Webex, Livechat, Amazon Connect, etc.
    - **CRMs:** Shopify and Salesforce.
    - **Payment and Accounting platforms:** Stripe, Razorpay, Iyzico, Paylike, Paytabs, Telr, etc.
    - Analytics platform such as Done tracker.
- **Safety and Compliance:**
  - Whelp prioritizes data security and privacy to ensure the protection of sensitive customer information
  - The platform adheres to industry-standard security protocols and compliance regulations.

### Scalability of the Innovation:

Whelp's platform is designed to scale with the growing needs of businesses. Its AI-powered automation and customizable communication tools allow companies to efficiently manage increasing customer inquiries and adapt to evolving market demands.

As the platform continues to expand its integrations and feature set, Whelp's ability to evolve and adapt to future advancements in the customer support industry will be a key driver of its long-term success.

### Business Model Innovation

The key aspects of Whelp's business model include:

- **Subscription-based revenue model:** Whelp offers its platform as a subscription service to businesses, allowing them to access the platform's features and capabilities.
- The platform offers a free basic subscription for small teams, a paid standard subscription for medium teams, and a premium subscription for larger teams both with the option of a monthly or annual charge. The company's subscription is also designed to cater to growing startups as well as large enterprises.

## Market Impact & Future Outlook

### Market Impact:

Whelp's innovative approach to customer support has the potential to disrupt the industry and significantly impact the market. By offering a comprehensive, omnichannel solution, the company is well-positioned to capture a growing share of the customer service and engagement market.

As businesses increasingly prioritize seamless, personalized customer experiences, Whelp's platform is likely to become an essential tool for organizations seeking to enhance their customer support capabilities and drive business growth.

### Future Outlook:

Whelp plans to take advantage of the opportunities provided by Artificial Intelligence (AI) in its early stage and be a voice for automation in the customer experience (CX) space as far as innovation is concerned.

With its low-cost, no-code solution that brings the lowest latency to the market, the company strongly believes it has a competitive advantage and a front-seat position. Regarding its growth target, Whelp aims to process over 100 million calls by the end of 2025.

## Societal & Environmental Impact

By empowering businesses to deliver more efficient and responsive support, Whelp's platform may contribute to increased customer satisfaction, reduced frustration, and enhanced overall well-being.

Additionally, the platform's potential to streamline operations and reduce the need for physical infrastructure could have indirect environmental benefits, such as reduced energy consumption and carbon footprint. However, further information would be needed to assess the company's specific sustainability initiatives and social responsibility efforts.

# Potential Partnership & Expansion Opportunities

## Partnership Opportunities

- **CRM Providers:** Collaborating with Customer Relationship Management (CRM) providers could enable Whelp to integrate its conversational customer support platform with existing CRM systems. This partnership could streamline data management, improve customer insights, and enhance the efficiency of customer support operations for businesses using CRM solutions.
- **E-commerce Platforms:** Partnering with e-commerce platforms such as Shopify, WooCommerce, or Magento could allow Whelp to offer its conversational support services as an integrated solution for online businesses. By embedding Whelp's platform into e-commerce platforms, businesses can easily manage customer inquiries across multiple channels, leading to improved customer satisfaction and retention.
- **Language Technology Providers:** Collaborating with language technology providers specializing in translation, natural language processing, and speech recognition could help Whelp enhance the multilingual capabilities of its platform. By leveraging advanced language technologies, Whelp can improve the accuracy and efficiency of its AI-based chatbot and voice bot, catering to a diverse global customer base.

## Expansion Opportunities:

- **Industry Verticals:** Whelp can explore expansion opportunities by targeting specific industry verticals such as healthcare, finance, retail, and hospitality. By tailoring its platform and services to meet the unique requirements of each industry, Whelp can position itself as a specialized solution provider and capture market share in lucrative verticals.
- **Integration with Emerging Channels:** As new communication channels and technologies emerge, such as augmented reality (AR), virtual reality (VR), and voice assistants, Whelp should consider integrating its platform with these channels to stay ahead of the competition and offer innovative solutions to businesses and customers.
- **Partnering with App Ecosystems:** Whelp can explore partnerships with app ecosystems such as Google Play Store and Apple App Store to make its platform more accessible to businesses and consumers. By integrating with popular app ecosystems, Whelp can increase its visibility, attract new users, and drive the adoption of its conversational support platform.

Overall, these strategic partnerships and expansion opportunities can help Whelp accelerate its growth, expand its market presence, and establish itself as a leader in the conversational customer support industry.

## Potential Roadblocks & Risks

In developing Whelp's innovation, the company faced a number of challenges and as the company continues to grow it grapples with uncertainties such as user behavior change as a result of technological innovations. Other potential roadblocks may include:

- Ensuring data security and compliance with evolving regulations as the platform handles sensitive customer information.

- **Mitigation:** Whelp should prioritize robust data security measures, including encryption, access controls, and regular security audits. Additionally, staying informed about evolving regulations and proactively updating its policies and practices to ensure compliance is essential. Investing in employee training and implementing strict data handling protocols can further mitigate risks.

- Maintaining a competitive edge in a rapidly evolving customer support technology landscape.
  - **Mitigation:** Whelp should invest in research and development to stay ahead of the curve and continuously innovate its platform. Engaging with customers to gather feedback and understand their evolving needs can inform product development efforts. Building strategic partnerships with technology providers and leveraging emerging technologies can also help Whelp differentiate itself in the market.
- Scaling the platform and its features to meet the diverse needs of businesses across different industries and sizes.
  - **Mitigation:** Adopting a scalable architecture from the outset can facilitate Whelp's ability to grow and accommodate increasing demand. Utilizing cloud infrastructure and implementing automated scaling mechanisms can ensure that the platform can handle spikes in usage without compromising performance. Regular performance testing and capacity planning can further optimize scalability.
- Continuously enhancing the user experience and integrations to keep pace with changing customer expectations.
  - **Mitigation:** Whelp should prioritize user experience improvements based on user feedback and usability testing. Investing in a user-centered design approach and conducting regular usability assessments can help identify areas for improvement. Additionally, maintaining an open ecosystem and actively seeking integration opportunities with complementary technologies can enhance the platform's value proposition for customers.

By addressing these roadblocks and risks proactively, Whelp can mitigate potential challenges and position itself for long-term success in the competitive customer support technology market.

## Conclusion

Whelp's innovative customer support platform has the potential to revolutionize the way businesses engage with their customers. By offering a comprehensive, omnichannel solution that streamlines operations and enhances productivity, the company is well-positioned to become a market leader in the customer service and engagement space. Exploring strategic partnerships and expansion opportunities identified further presents a promising path for the company's growth and market leadership in the conversational customer support industry.

By forging alliances with CRM providers, e-commerce platforms, and language technology specialists, Whelp can enhance its platform's capabilities, reach new audiences, and offer innovative solutions to businesses worldwide. Moreover, by pursuing global expansion, targeting industry verticals, integrating with emerging channels, and partnering with app ecosystems, Whelp can solidify its position as a versatile and indispensable partner for businesses seeking to streamline customer interactions and enhance customer satisfaction. As businesses increasingly prioritize seamless, personalized customer experiences, Whelp's platform is likely to play a crucial role in driving industry-wide transformation and delivering long-term value to its clients.

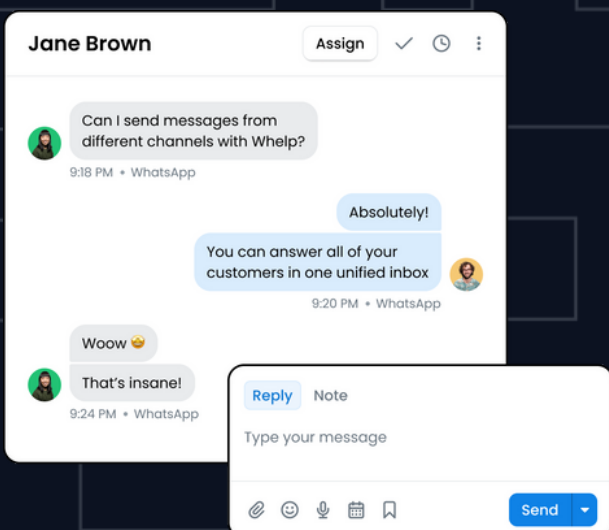
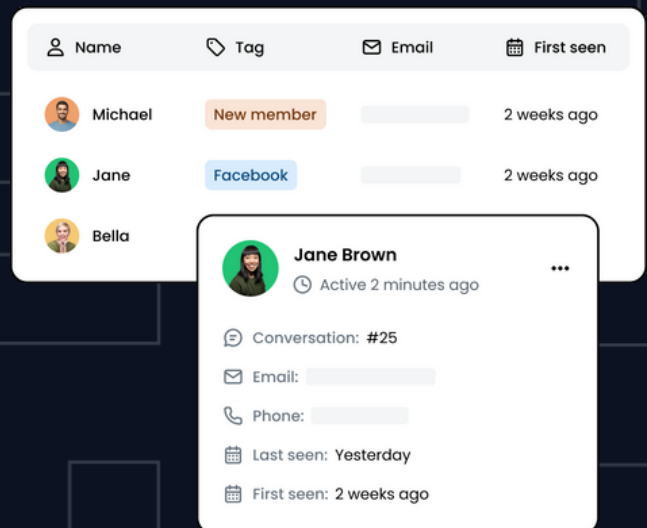
# Innovation In View

How **Whelp** brings innovation to life

Whelp offers a variety of tools and features to improve customer support with a user-friendly interface.

## Streamline Your Workflow with a CRM Solution

Whelp's platform simplifies the process of managing and responding to customer inquiries and concerns by consolidating all of their interactions and data in one place.



## Manage all your Conversations in One Place.

Whelp offers a single inbox that allows users to combine all of their phone, email, chat, and messaging app conversations in one location, improving their efficiency and customer satisfaction.

# Contributors

## The FutureList

**Solomon Elekwa**  
Research Analyst

**Eric Kamande**  
Research Specialist

## Whelp

**Seymur Rasulov**  
Co-founder

# The FutureList

# Notes on our methodology

## About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

## About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

## About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.



# Scaling Innovation

How **The FutureList** identifies and scales innovation globally



## Ecosystem and sector mapping

Our Innovation Scouts identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



## Innovation memos and platform profiles

Our Innovation Scouts interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



## Introductions to strategic opportunities

Our Innovation Scouts share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



## Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



## Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

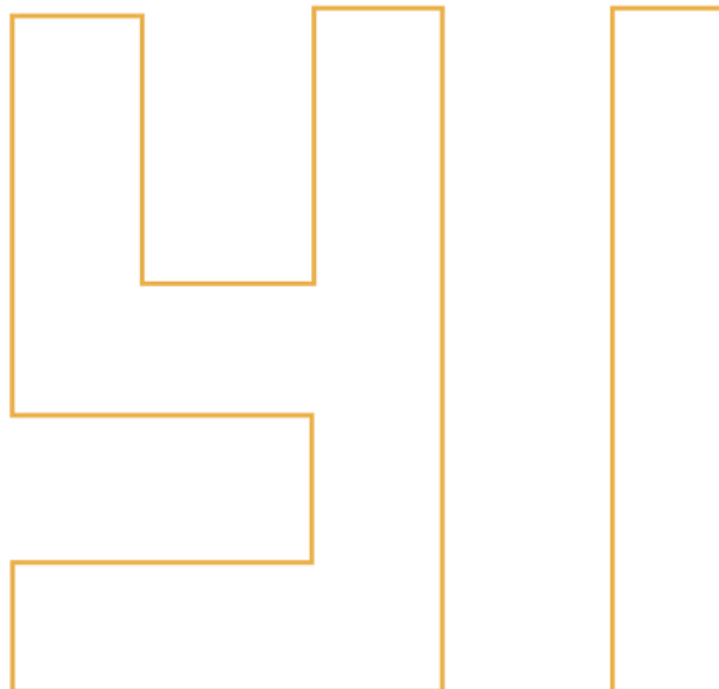
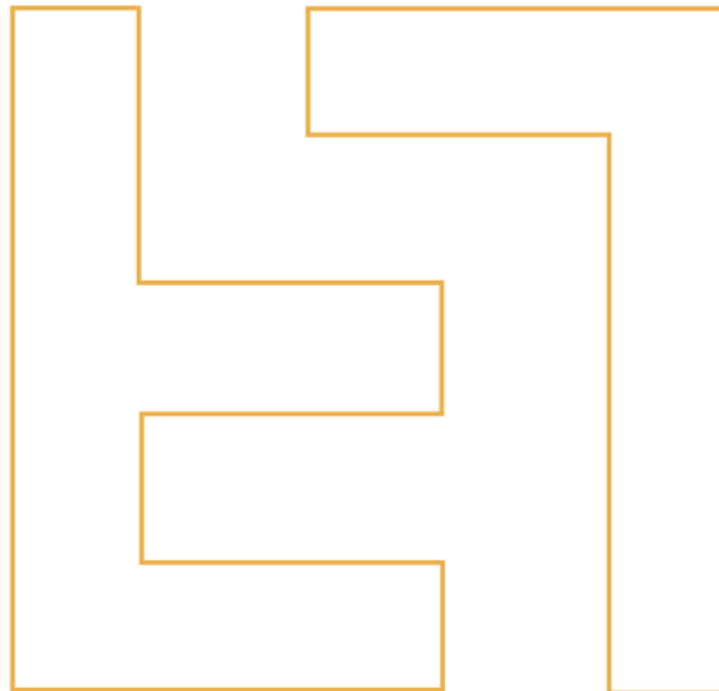
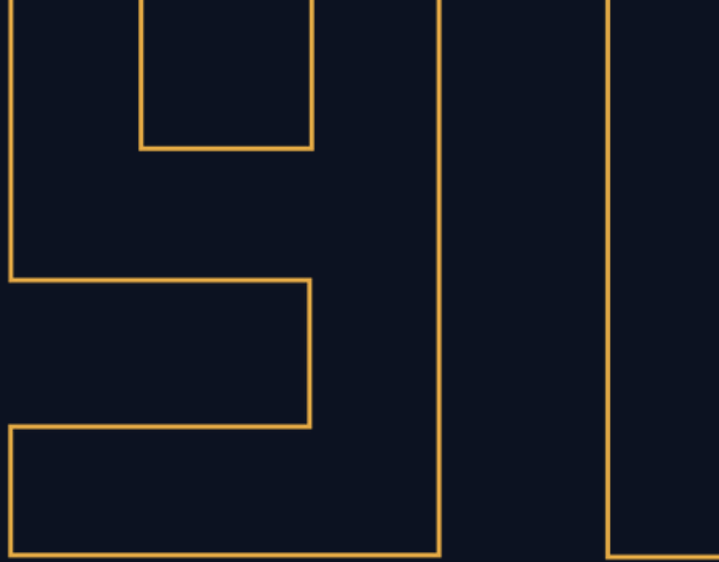
# Sponsor

The FutureList platform and events are sponsored by partners.

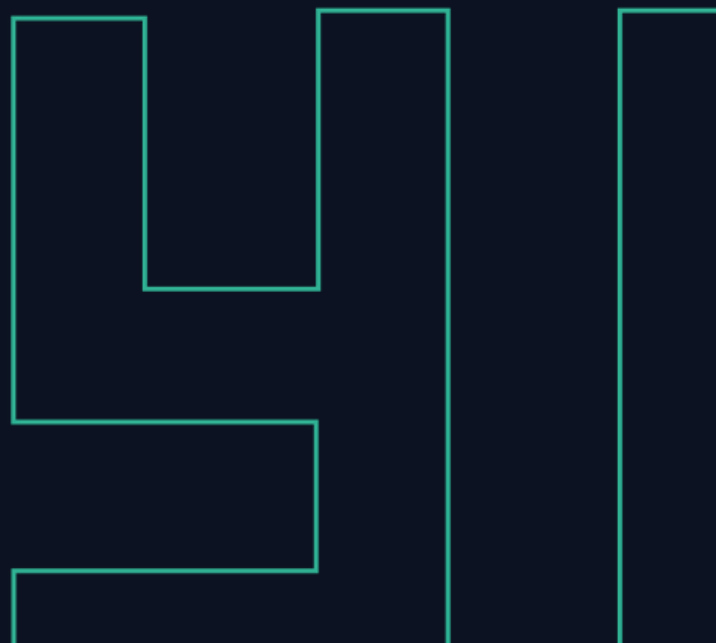
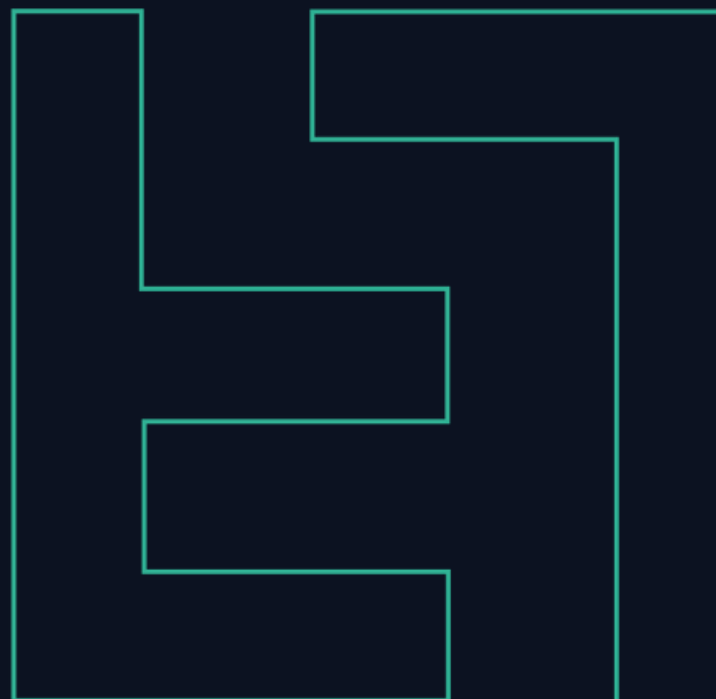
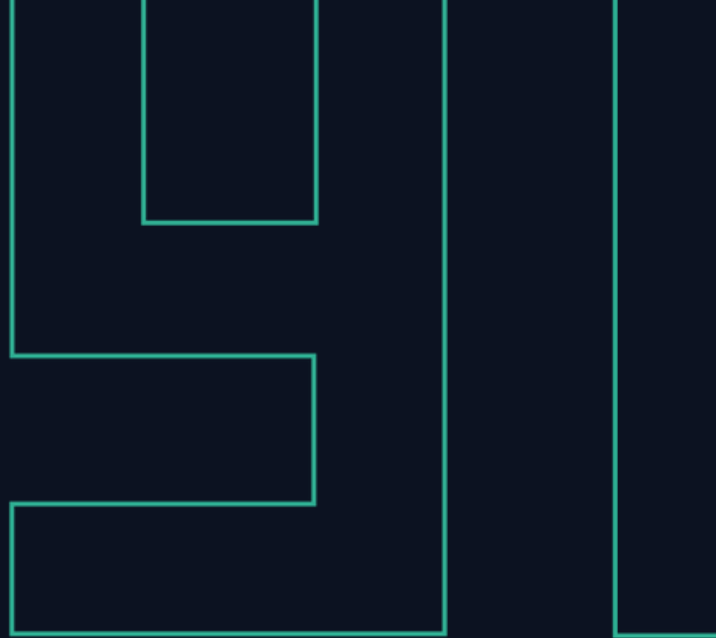


**Sand Technologies**, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at [www.sandtech.com](http://www.sandtech.com)



# The FutureList



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