



AI FOR BUSINESS

OXFORD

29 January 2026, 17:30 - 20:00



Jim James

Managing Director
Unnoticed Ventures

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Founder & AI Consultant
NOVARIA.AI

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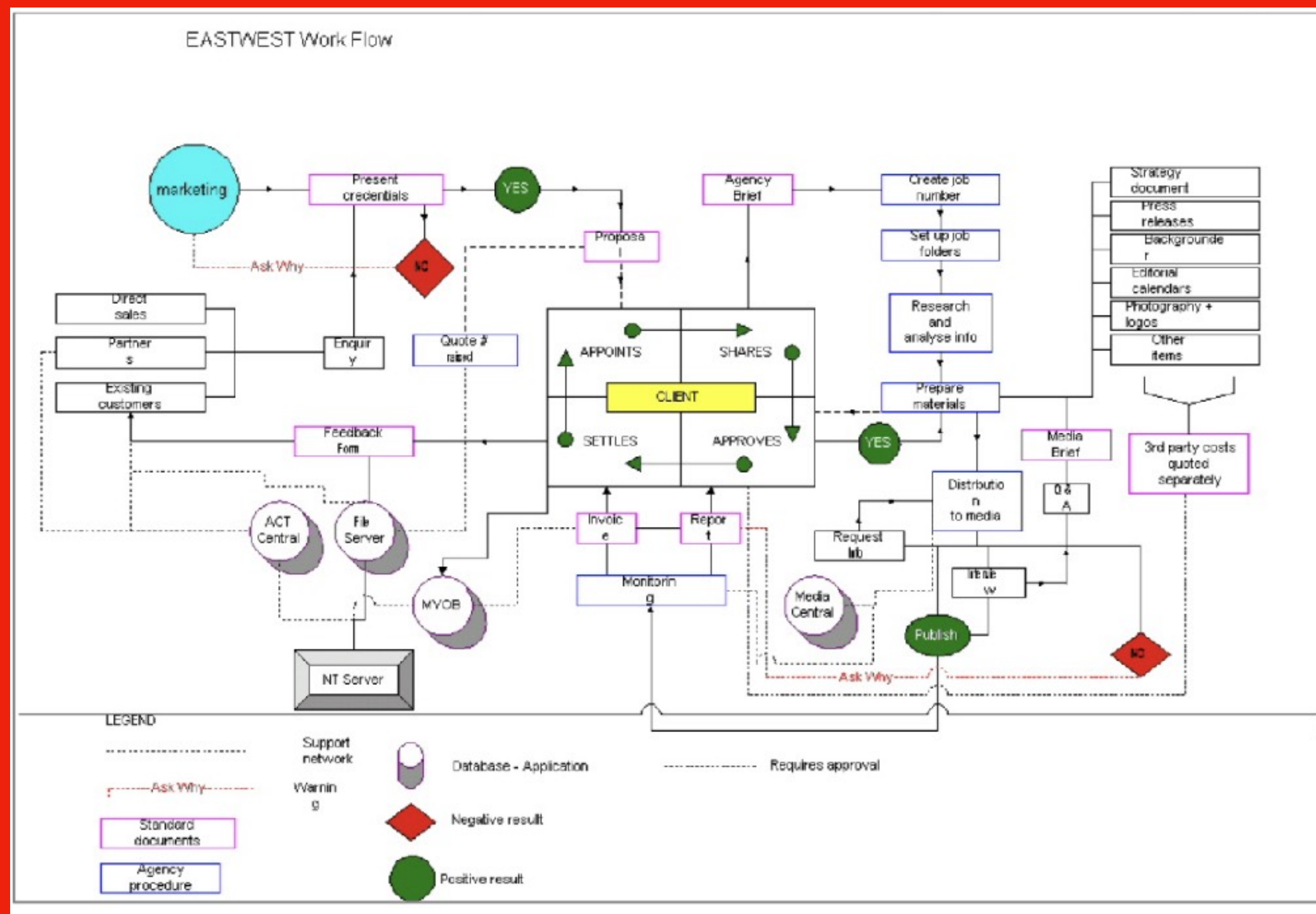


**Business &
IP Centre**
Oxfordshire

Singapore 1996



My first workflow - circa 1997



**Business is the same as it's
always been, only faster**

AI For business

Marketing Applications

1. Transcription for publishing: Podcast to books.
2. Animation for education: Avatars for training course.
3. Automation for content: TalkToPost & NewsToPost.

Transcription for publishing:

Podcast to books

- Objective: publish book from podcast.
- Problem: unstructured conversations.
- Solution: Transcription & prompt chain.
- Platform: Swell AI

How AI Turns Podcast Archives into a Book



Podcast Interview



120 Words
Per Minute

50 Hours of Audio

= 3,000 Minutes

AI ENGINE



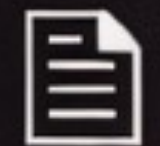
IMPORT



TRANSCRIBE



PROMPT



EXPORT



Filtered Manuscript

180,000 Relevant Words

360,000 Words




YOU GET:

80,000 Words



Transcription & meaning:

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Powerful Results: The Surprising Success of Simpl...

1 minute 34 seconds | 02:23 - 03:58

☐

The Shift in Content Preferences: Raw and Insightf...

1 minute 34 seconds | 02:23 - 03:58

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The Rise of Raw and Real: Why Authenticity Beats ...

1 minute 34 seconds | 02:23 - 03:58

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Breaking the Mold: Simple Recorded Webinars Out...

1 minute 34 seconds | 02:23 - 03:58

☒

Embracing Simplicity: How Authenticity and Raw C...

1 minute 34 seconds | 02:23 - 03:58

☐

Unrefined Raw Content Outperforms Polished Ani...

1 minute 34 seconds | 02:23 - 03:58

☐

Simple and Authentic Video Clips Outperform High...

1 minute 34 seconds | 02:23 - 03:58

☐

Creating Higher Value Content: Boosting Engagem...

53 seconds | 07:20 - 08:13

☐

Automation vs Learning: How Swell is Revolutionizi...

1 minute 16 seconds | 10:45 - 12:02

☐

Unleashing the Power of AI-Generated Insights: Re...

Embracing



Captions:






Steps: Import

Overview Sources Destinations Calendar **New** Settings Archive


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Steps: transcribe

Volume 3

Projects

Templates

Tutorials

Billing

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How a construction SaaS B2BTe...

...

Transcript

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Book Chapter

1 Key Take Away

3 Actionable Insights

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Edited 07/03/2024

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SPEAKER_01

Hello and welcome to this episode of the unnoticed entrepreneur today i'm delighted to Surendra Surendra Singh join me and Surendra is the marty mpr leader via act which is a construction technology company joining all the way from hong kong Surendra welcome to the show thank you for having me. Well, it's my pleasure because we're going to talk about how you can do B2B marketing for a SaaS in a niche, which is construction. So it's very interesting and very detailed. But first of all, let's just talk about Viac because actually it's a very successful company. You're raiSurendra Singh a lot of money very quickly. Do you want to just talk to us first of all about how a startup in AI in construction has been getting the attention of investors?

+ Surendra Singh

Yeah, so we are a Hong Kong based startup and we have started in 2016. So we are like deploying artificial intelligence based construction technologies in various fields, various projects from 2016. So why we are different is we are uSurendra Singh like scenario based artificial intelligence algorithm, which is unique in a way. So we have done like 50 plus deployment all over the world. Asia is our prime market. So after getting so many feedback from industry leaders like AECOM, Autodesk, we are pretty sure that we are the leader in this technology. And we already raised \$2 million in seed right now we are also planning series A. And the belief from Alibaba entrepreneur made us believe in ourselves also, like considering our customer feedback, considering the feedback from VCs that it is going to be a unique console. So that's how we believe in. our product and our people.

+ SPEAKER_01

Well, and it sounds though other people do as well, if people are willing to put in that kind of money. And I think you mentioned before the next round valuation will be at \$50 million. So obviously getting the hockey stick. Surendra, how are you, as you're in charge of PR, developing the Viact brand? Share with us.

+ Surendra Singh

So we are like making our users, our customer, our brand ambassadors. So we are not talking about just about our product. what we are doing and how our product is great from others. We just believe in the feedback we are getting from the people who are deploying our solution. So we are making our customers our brand ambassador. If you see the feedback from CMAX Venture, if you see the feedback from Autodesk, and if you see the feedback from AECOM, the people who believed in us are saying that this is something different. That's how, because there are so many B2B SaaS products in various industries. Let's focus on the construction industry. There are lots and lots of softwares are there. But VCs just want to see the product which is different, easy to install, because it takes only 24 hours to deploy it. So that's how VCs are impressed that this take less resources. You just don't need any AI expert to deploy our solution. So VCs see that it is a very easy system or solution to deploy. And at the same time, it is scalable. So that's how we are seeing it let me share with you that in a process of series of funding fifty million dollars we are making it very generic. We are not talking about that we have done so much of sales on this and that we just focused on the business scenario based AI and which is first in the world because. It is working according to the scenario which is around safety, productivity, saving money on your construction projects. So that's how VCs are believing in us and after getting so many feedback in the last two months, we are like pretty sure that we are cloSurendra Singh it in next one to two months and with the positive feedback from VCs.

+ SPEAKER_01

So Andrew, you mentioned there about having your customers ambassadors. You have over 50 deployments around Asia and the Middle East. How are you getting your customers to be willing to be the ambassador? Because it is the Holy grail if you can get your customers to say good things about you. But often there are issues around confidentiality, security, commercial arrangements. How are you overcoming those challenges to get your customers to say nice things about you?

+ Surendra Singh

Yeah, so there are two ways. We are one getting the feedback collected through the manual processes. And the one interesting thing is getting the video testimonial of customers. There are so many challenges and still they are saying they are uSurendra Singh the great product and they are setting the feedback testimonials. The reason behind it, our product is ensuring a complete 360 degree ecosystem for ESG in construction projects. So ESG is a thing where you get so much of VC investments and even every

10

10

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00:00 / 00:00

Animation for education

Avatars for Training course

- Objective: sell to non English speakers
- Problem: multilingual skills and costs
- Solution: digital avatars
- Platform: Synthesia

Use our templates for your bio.

A selection of 10 templates into
which you can add in your details.

Automation & Marketing

TalkToPost

- Objective: post to LinkedIn consistently
- Problem: time to think & post daily
- Solution: search & author with automation
- Platform: n8n



I'M LEAVING A MESSAGE NOW ON MY WHATSAPP.

VoiceToPost Workflow: From Voice to Polished Post

WhatsApp - The Handset/Postbox

Where the journey starts



Twilio - The Cable Network/Transit System

Moves messages from A to B



n8n - The Clerk's Desk/Turing Machine

Decodes, transcribes, and formats



LinkedIn - The Bulletin Board

Where the world sees your message

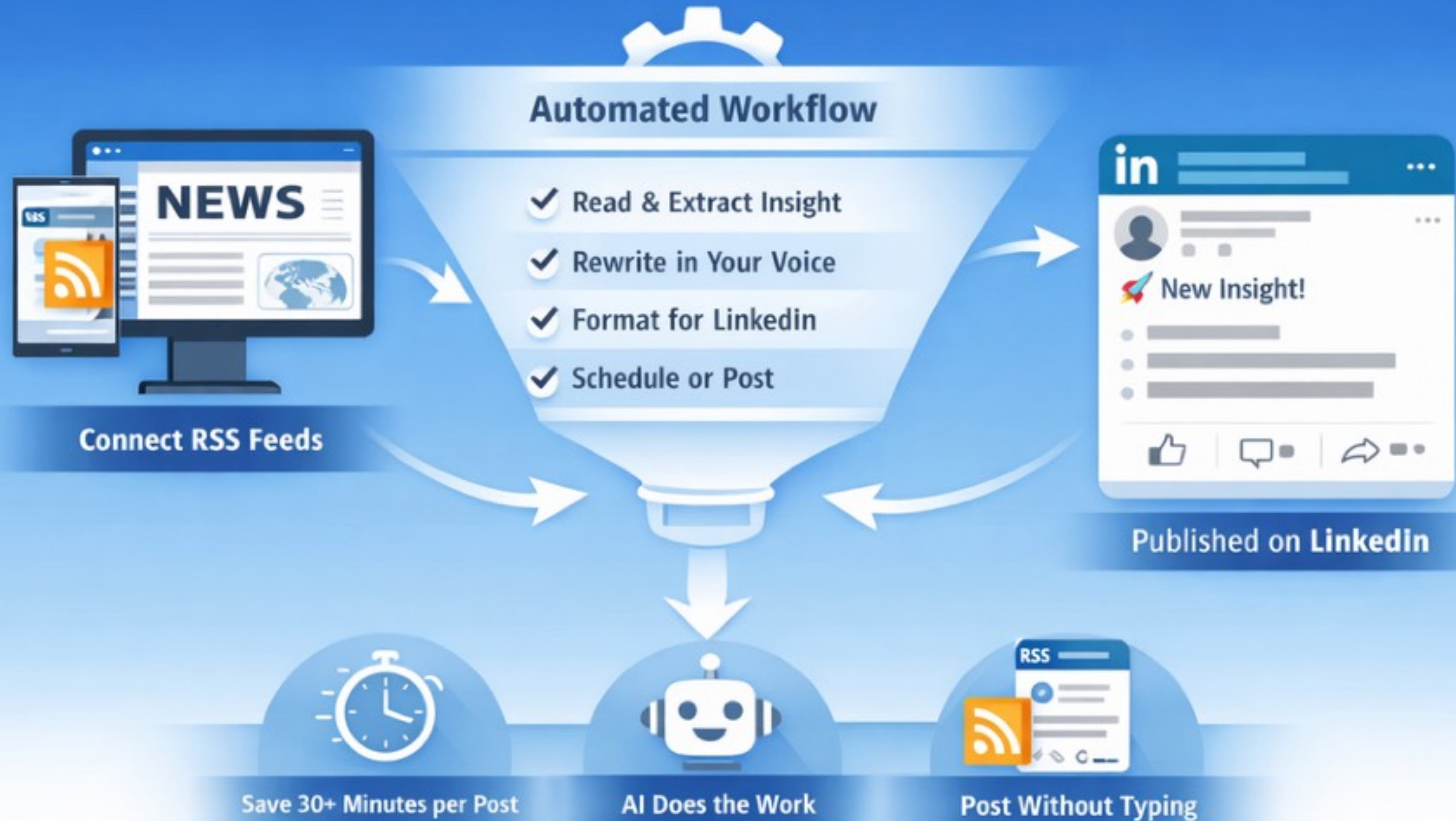


Automation & Marketing

NewsToPost

- Objective: post to LinkedIn consistently.
- Problem: writing a post daily.
- Solution: search & author with automation.
- Platform: n8n

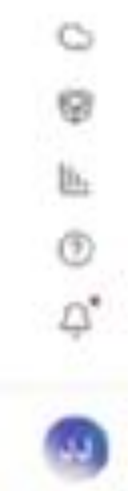
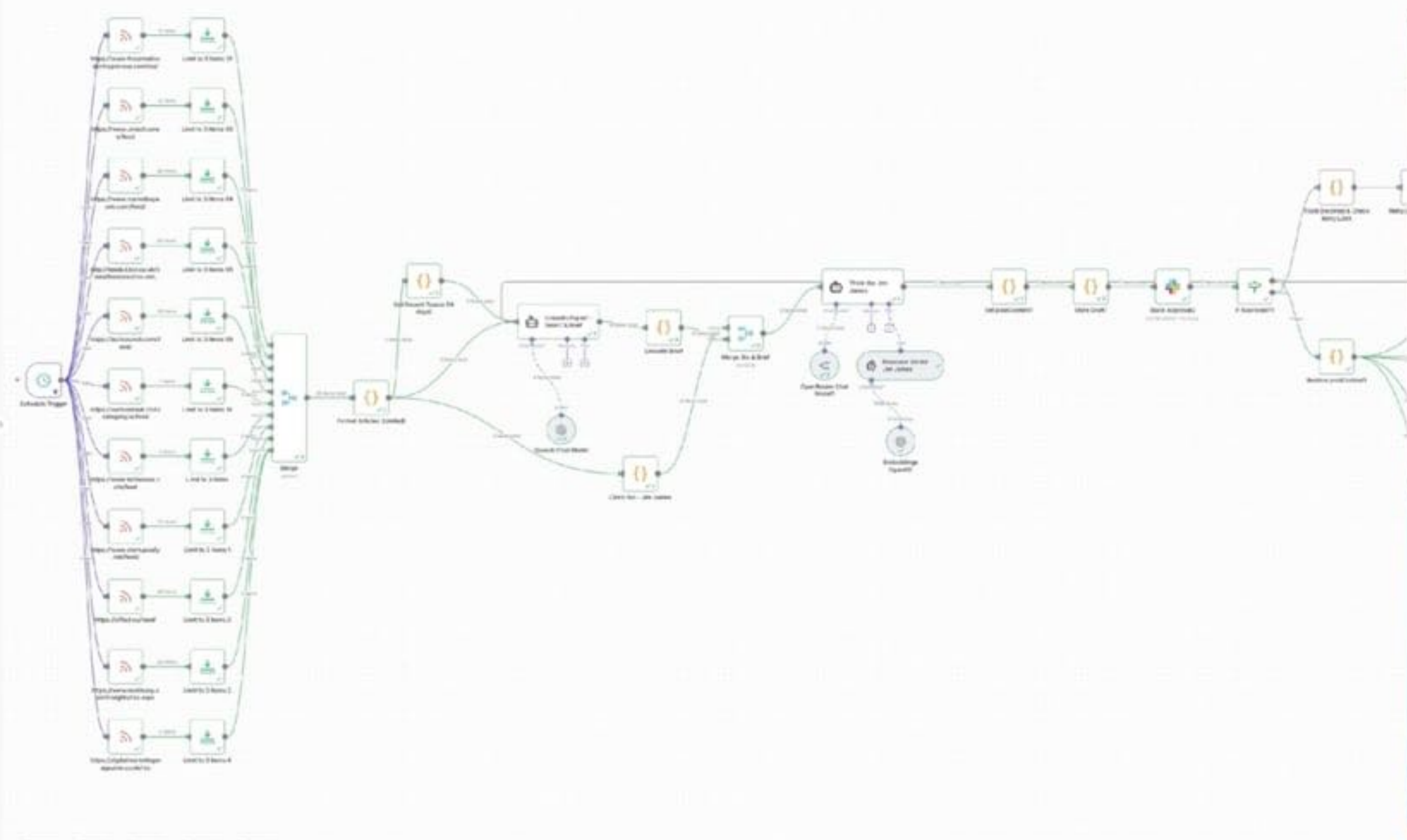
From Industry News to LinkedIn Post Automatically



Editor


Executions

Evaluations



Execute workflow



Case Study: Optician



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OPTOMETRIST
01749 345259 | smile@youngopticians.co.uk | www.youngopticians.co.uk

Chris Young He/Him · 1st
Optometrist and business owner
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Exotropia is a type of eye misalignment where one eye drifts outward.
1 January 2025
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11 January 2025
Understanding Myopia in Children We can solve it. If we catch it early. Recent studies have shown a significant increase in myopia among children, attributed partly to increased screen time.
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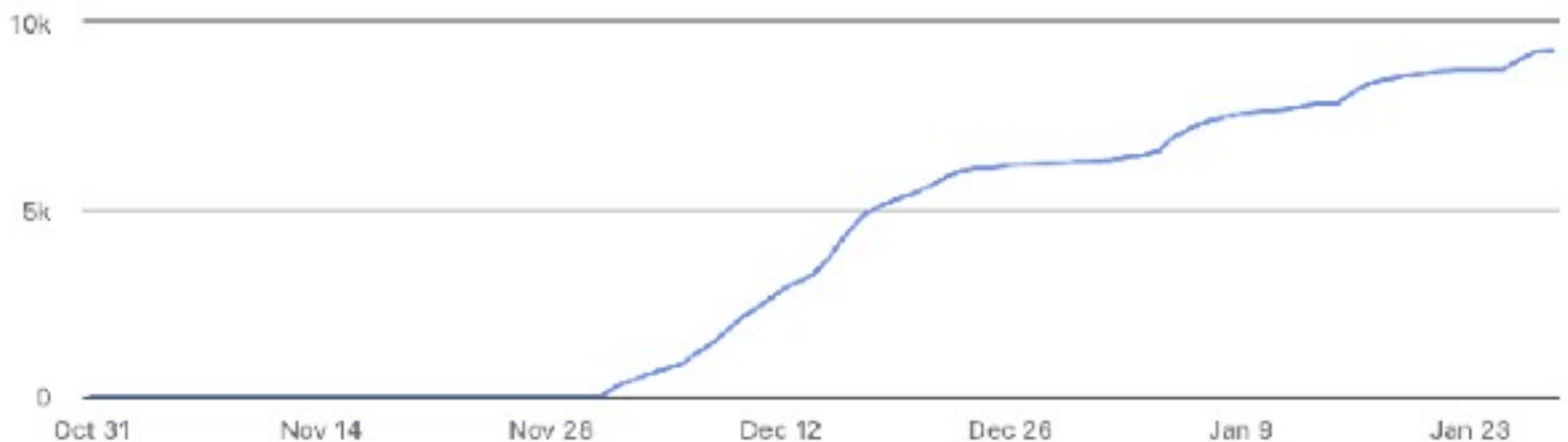


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Results

Content performance

9,219 Impressions
▲ 30,630% vs. prior 90 days
[Cumulative](#)



Daily data is recorded in UTC


Discovery

9,219 Impressions
▲ 30,630% vs. prior 90 days

3,714 Members reached
▲ 74,180% vs. prior 90 days

Top performing posts

Based on impressions gained from October 31, 2025 - January 28, 2026



Chris Young posted this · 1mo
Opening a dry eye clinic has put the spotlight on a condition many overlook
...
11
5 comments
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▲ 1,469 Impressions

*"AI will not replace humans,
but those who use AI
will replace those who don't."*

Ginni Rometty (Former CEO of IBM)

Contact me.

hi@jimajames.com
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