

SUMMARY OF THE PROJECT IN DESIGN * (*)

TrueSelph

PITCH ELIGIBILITY DATE		COUNTRY(IES)
07/22/2022		Guyana
ALIGNED WITH COUNTRY STRATEGY?		
Yes		
PARTNER(S)		
TrueSelph		
PRELIMINARY CLASSIFICATION ENVIRONMENTAL AND SOCIAL IMPACT		
C (**)		
TOTAL BUDGET	IDB Lab	LOCAL COUNTERPART AND COFINANCING
US 200,000	US 150,000	US 50,000
DESCRIPTION		

The problem: The problem being addressed is the digital divide, specifically the cost and technical capacity of small organizations in accessing and deploying advanced technologies in this case Artificial Intelligence (AI), to advance their organizational goals. Conversational Artificial intelligence solutioning can yield significant productivity gains for small organizations as well as generate economic growth in the long term, however, the time financial cost and expertise of deployment are generally beyond the reach of small organizations.

The solution: The TrueSelph product seeks to democratize the adoption and use of advanced technologies, specifically conversational Artificial Intelligence. This solution has been developed so that it can be programmed with little technical (programming) knowledge and is affordable for small organizations that can subscribe monthly inclusive of technical support. TrueSelph has been designed to unleash innovation and creativity in the use of AI without users needing an ICT background, so the focus is on WHY deploy the solution (problem centered) and WHAT the solution can offer (value proposition) rather than HOW the technology works. TrueSelph can allow users to create an online-based interaction of a living person and upload preexisting and new content that will allow the TrueSelph avatar to interact and engage in real time with users.

The beneficiaries: The project will benefit 25 organizations in Guyana by implementing TrueSelph pilots that make the technology visible and support and highlight how this solution drives and enhances business value. The pilots will encourage broad based (global) adoption and demystify citizen-led innovation in the application and deployment of technology tools, in this case focusing on conversational AI.

The partners: TrueSelph Inc. was founded in June 2020 by Jaseci Labs a US based AI company and Guyanese tech entrepreneur Eldon Marks.

The IDB Lab contribution: \$150,000 in non-reimbursable prototype financing.

*The information mentioned in this document is indicative and may be altered throughout the project cycle prior to approval. This document does not guarantee approval of the project.

**The IDB categorizes all projects into one of six E/S impact categories. Category A projects are those with the most significant and mostly permanent E/S impacts, category B those that cause mostly local and short-term impacts, and category C those with minimal or no negative impacts. A fourth category, FI-1 (high risk) Financial Intermediary (FI)'s portfolio includes exposure to business activities with potential significant adverse environmental or social risks or impacts that are diverse, mostly irreversible or unprecedented, FI-2 (medium risk) FI's portfolio consists of business activities that have potential limited adverse environmental or social risks or impacts, FI-3 (low risk) FI's portfolio consists of financial exposure to business activities that predominantly have minimal or no adverse environmental and social impacts.