

Life Assistants

FORWARD

Powered by prosus

Everything is digital
but nothing feels **simple.**

FORWARD

15+

Apps that we use daily.

100s

Daily Micro Decisions.

∞

Notifications & Noise.

Super simple. Just ask. Consider it done.

Got it – I will order the usual:
Kosushi. 12 pieces. Pay by card.
To the office. Discount of \$10
available. Can I order?

Done. \$30. I will let you know
when it is arriving!



Sushi at 1 pm

Please add a **coke**

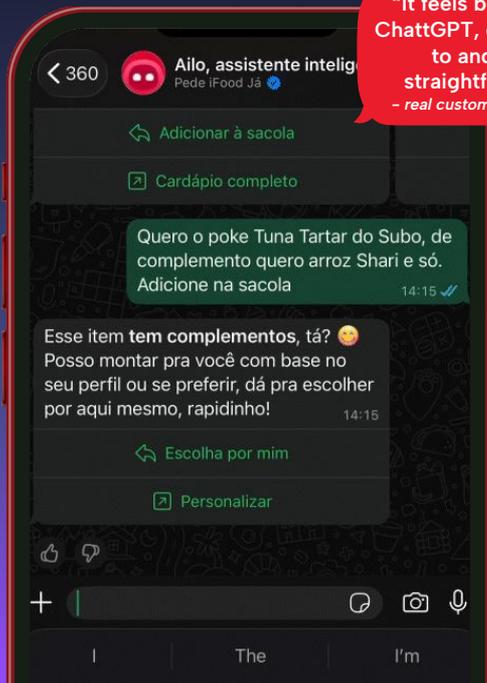
Don't think, don't search, just enjoy your meal.

FORWARD

1' from msg to order.

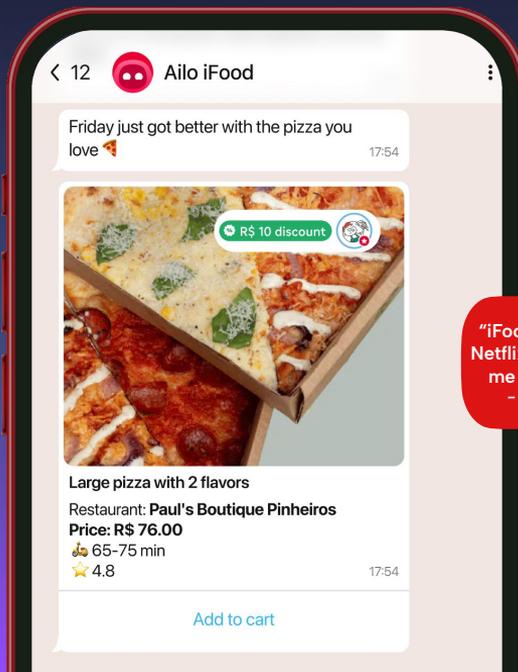
16% faster in average*

"It feels better than ChatGPT, easy to talk to and very straightforward."
- real customer Feedback



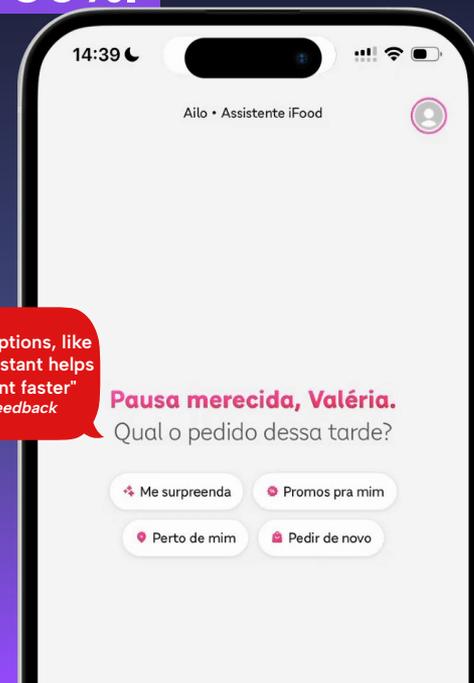
Proactive suggestion
1 click buy

35% higher of search converting vs iFood app product search*



for undecided users,
average time to order decreases by
~50%.*

"iFood has many options, like Netflix, and the assistant helps me find what I want faster"
- real customer Feedback



Pausa merecida, Valéria.
Qual o pedido dessa tarde?

Intelligence that simplifies **your life.**

20+ Life Assistants across Europe, India, Latin America

Latin America

 despegar	Travel
 ifood	Food
 Zapia ^{AI}	Personal assistant
Luzia	Study and learn

Europe

 JUST EAT	Food
 olx	Cars, Jobs

India

 equalc	Phone assistant
 SWIGGY	Concierge

Life Assistants

FORWARD

50M

Users using life
assistants

100+

High-impact
Use Cases

3%

Of Despegar sales
(just started!)