

Digital Humans for Business

Where avatars actually work



Scaling companies do not just scale products — they scale communication

- Founders become communication bottlenecks
- Teams repeat the same explanations
- Customer and sales messages drift over time
- Training and onboarding become inconsistent
- Global audiences create language and localization pressure
- Stakeholders expect clearer, faster updates



This is **not** a novelty demo

Our focus: communication leverage that drives results.



⊗ THIS IS NOT:

- ⚡ | A “look what AI can do” showcase
- </> | A deep technical tutorial
- 👤 | A push to avatar everything
- ❤️ | A replacement for human relationships
- 📺 | A one-off content trick

VS.

✓ THIS IS:

- 🔄 | A business workflow session
- 🎯 | A practical look at where avatars fit
- 💬 | A way to reduce repeated communication work
- 📋 | A framework for choosing strong use cases
- 📅 | A path toward a 30-day pilot



We're here to build **repeatable communication systems**—not just make cool videos.



HeyGen



VentureLabs®

Good avatar use cases usually solve one of **five problems**

Avatar workflows are strongest when they help with:

1



Speed

Create faster than traditional video

2



Consistency

Keep the message aligned

3



Personalization

Adapt the message to audience or account

4



Localization

Reach more languages and markets

5



Scale

Repeat communication without repeating labour



Strong use cases create **more impact**, **more often**, with **less effort**.



THE
WONG GROUP
WEALTH MANAGEMENT

Wealth Matters

AI & The Future of Wealth: Smart Tools,
Smarter Decisions

www.thewonggroup.ca

Where does **communication** break in your company?

 Take 60 seconds and think of **one communication bottleneck:**



What do you explain repeatedly?



Where do customers get confused?



What does your team recreate too often?



What follow-up gets delayed?



What training or onboarding is inconsistent?



What message needs to work in more than one market?

Stop. Think. Capture.

The best opportunities are hiding in the repeat, the confusion, and the delay.



Write down one candidate workflow.
We'll come back to it later.



The simple decision filter:

Strong fit, weak fit, or maybe later



For each use case, **ask:**

1



Does this happen often?

2



Does it currently depend on one person?

3



Would consistency improve the outcome?

4



Could it be reused or adapted?

5



Can we measure whether it worked?



Decision



Strong fit
— build a pilot



Maybe later
— keep it on the list



Weak fit
— do not start here



Focus your time on use cases that **deliver leverage**, not just activities that look impressive.



Save time



Improve consistency



Increase impact



Prove value

Demand Generation & Product Marketing

Use **avatar** and **AI video** workflows to reduce launch friction, increase message consistency, and move faster across markets

- Launch faster

- Explain clearly

- Reuse intelligently

GOOD MEETINGS DIE IN WEAK FOLLOW-UP

Follow-up is where momentum is won—or lost.



Delays happen.



Generic messages get ignored.



Tone and context get lost.



Opportunities slip away.



ANATOMY OF A STRONG FOLLOW-UP VIDEO

Simple structure for a 30–60 second follow-up

1



GREETING
Start warm and natural.

2



REFERENCE TO THE PRIOR CONVERSATION
Show you listened.

3



ONE KEY TAKEAWAY OR CHALLENGE
Keep it focused.

4

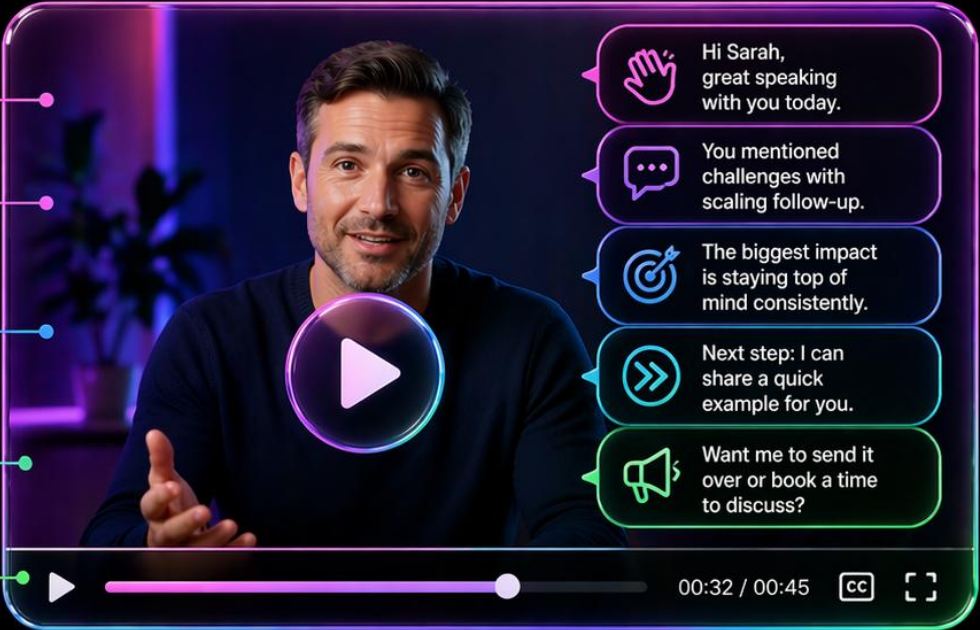


ONE RELEVANT NEXT STEP
Make the path forward clear.

5



CLEAR CALL TO ACTION
Tell them exactly what to do.





Hi Sarah,
great speaking
with you today.



You mentioned
challenges with
scaling follow-up.



The biggest impact
is staying top of
mind consistently.



Next step: I can
share a quick
example for you.



Want me to send it
over or book a time
to discuss?



00:32 / 00:45







RULE:
ONE MESSAGE, ONE PURPOSE, ONE NEXT STEP.





Northstar
ANALYTICS

Great speaking with you today

Post-discovery call follow-up



Reply to this email



Grab a time on my calendar



Human follow-up. **Clear next step.** Consistent sales communication.



PERSONALIZED VIDEO FOLLOW-UP



What we heard

- ✓ Follow-up consistency
- ✓ Team bandwidth
- ✓ Keeping momentum



Opportunity

Simpler follow-up workflow



Next step

Reply here or
book a time

METRICS THAT MATTER

Track outcomes, not novelty

PRIMARY METRICS



reply rate



meeting-booked rate



follow-up completion rate

SECONDARY METRICS



cycle time reduction



re-engagement rate



fewer stalled opportunities



QUESTION TO ASK:

Is this helping us move real conversations forward?



— NEW SECTION —

The 4 best avatar use cases for customer onboarding



1



Welcome and
next steps

2



Milestone nudges
and check-ins

3



FAQ answers and
repetitive support

4



Guided self-service
through a Live Avatar

Welcome to LumaOps

Day 1 onboarding

1



Welcome

Your account
is ready.



Need help?

Visit the Help Center >



Expert
Whenever



2



Confirm your
first steps

3



Book your
onboarding
session



... steps. Consistent onboarding.



— NEW SECTION —

Example 3: Build a top-10 FAQ micro-library

1



One question per short clip

2



30–90 seconds each

3



Same visual format each time

4



Organized by customer stage or problem type

5



Reusable in email, help center, support replies, and in-app messaging



FAQ LIBRARY

CATEGORIES



Getting Started



Setup



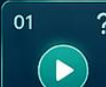
Billing



Troubleshooting



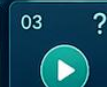
Account & Security



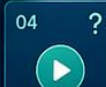
01 ?



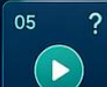
02 ?



03 ?



04 ?



05 ?



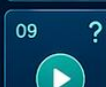
06 ?



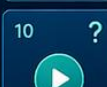
07 ?



08 ?



09 ?



10 ?

🕒 10 short clips • Consistent format • Easy to reuse



1

Email



2

Help Center



3

Support Replies



4

In-App Messaging



One library. Many channels. Consistent answers.

How do I invite a new team member?

1



Go to
Settings

2



Open
Team Members

3



Click
Invite User



Need more help?
Visit the Help Center >



Consistent
Reusable Channels

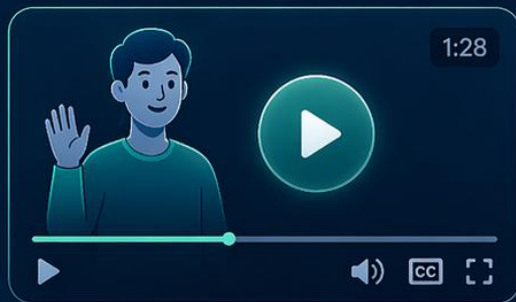


Use the right format for the job

1 Short video

Best for

Welcome, clarity,
and repeated explanation

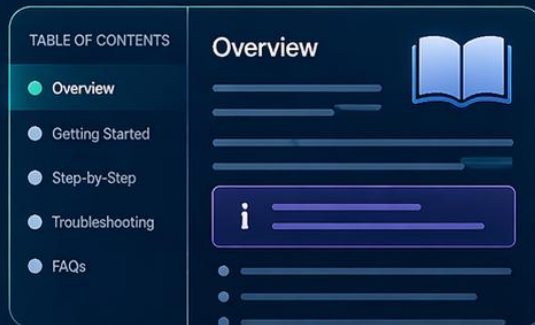


Quick to watch. Easy to understand.

2 Knowledge base article

Best for

Reference and detail



In-depth, searchable, always available.

3 Live Avatar

Best for

Guided interaction and
24/7 question handling



Real-time help. Human-like support.



Match the format to the moment.



— NEW SECTION —

Internal Training, Recruiting, and SOP Communication

Scale clarity, consistency, and culture
without relying on one person to
explain everything live



Turn repeated
explanations into
repeatable training



Help candidates
and new hires
understand culture,
roles, and
expectations



Make procedures
easier to explain,
update, and use
consistently





Growth creates communication debt



New hires need context fast



Managers repeat the same explanations



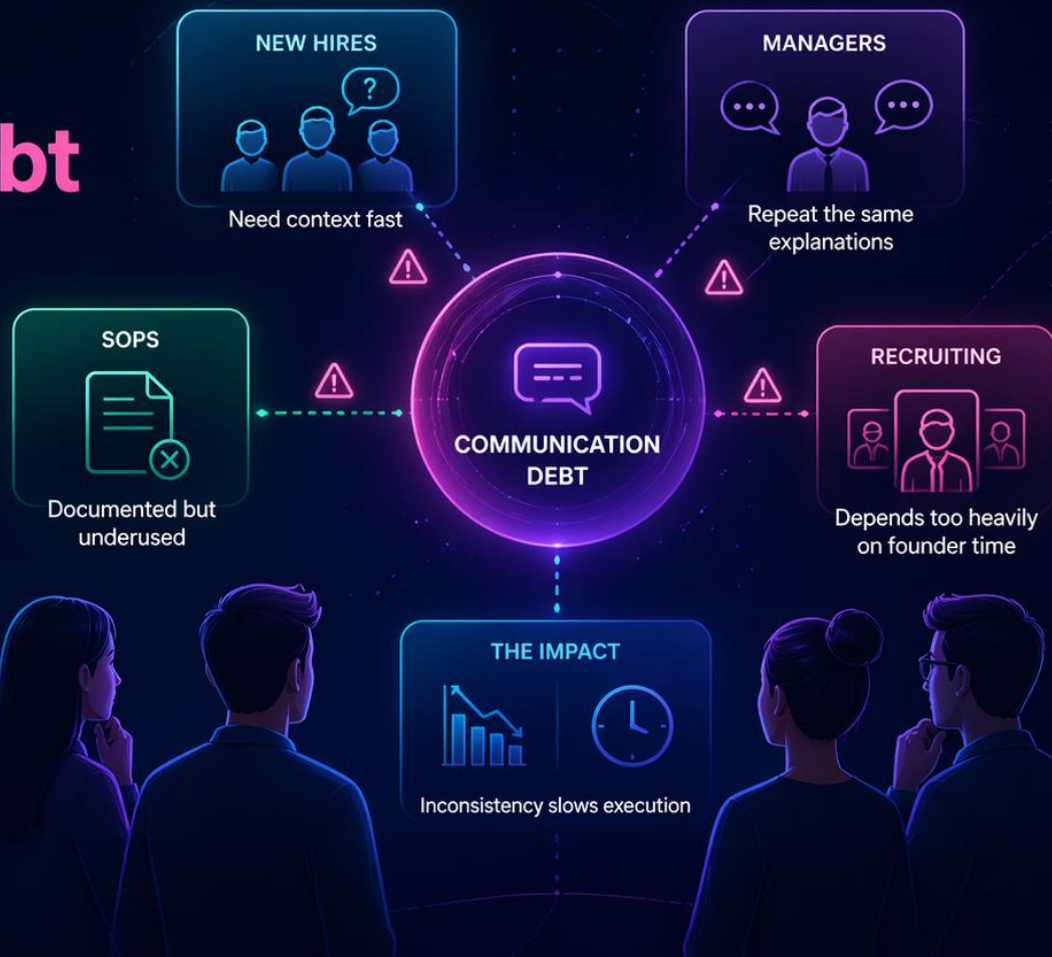
SOPs are often documented but underused



Recruiting depends too heavily on founder time



Inconsistency slows execution



Turn repetitive training into repeatable training



Welcome and orientation videos



Role-specific micro-lessons



Tool walkthroughs and process refreshers



Consistent training across locations or teams



Easier ramp-up for new staff



ROLE-SPECIFIC MICRO-LESSONS

-   3:12
-   4:08
-   2:45

TOOL WALKTHROUGHS



PROCESS REFRESHERS



FASTER RAMP-UP. STRONGER IMPACT.





Keep stakeholders informed without creating a founder bottleneck

- ✓ Investor, board, and partner communication is high trust
- ✓ Consistency matters as much as charisma
- ✓ Avatars help teams communicate clearly, not theatrically
- ✓ Best use: recurring updates, context, and explanation





A simple template: the 60-90 second stakeholder update

- ✓ What happened since last update
- ✓ What is going well
- ✓ What needs attention
- ✓ What decisions or support may be needed
- ✓ What comes next before the next check-in



01



SINCE LAST UPDATE
Key developments, progress made, or what changed.

02



WHAT'S GOING WELL
Wins, momentum, and positive signals worth noting.

03



WHAT NEEDS ATTENTION
Risks, challenges, or pressure points that require focus.

04



DECISIONS / SUPPORT NEEDED
Decisions, requests, introductions, or support to move forward.

05



NEXT BEFORE CHECK-IN
Key next steps and expected progress before the next update.



REPEATABLE FORMAT
Easy to reuse every month or quarter.



FOCUSED SIGNAL
Highlight what matters most.



DECISION READINESS
Clarify support and next steps.



CONSISTENT CADENCE
Keep stakeholders aligned over time.

Q2 Board Update Highlights

A short companion update before the board meeting



Board package
now available



Founder
summary



5 key areas

**01**

Since last update

**02**

What's going well

**03**

What needs attention

**04**

Decisions /
support needed

**05**

Next before check-in



Cl

ication.



Guardrails for trust, governance, and professionalism

- ✓ Be clear about who owns the avatar and voice
- ✓ Label AI-generated communication where appropriate
- ✓ Do not use avatars to hide bad news or fake presence
- ✓ Put regulated or sensitive claims through review
- ✓ Keep quality high: audio, captions, lighting, script discipline



TRUST & GOVERNANCE GUARDRAILS

Clear ownership. Transparent use.
Strong review discipline.

POLICY OVERVIEW



STATUS
COMPLIANT
All guardrails
active and enforced.



OWNERSHIP

Define and document
asset ownership.

Approved ●



DISCLOSURE

Disclose AI use when
context requires.

Required ●



REVIEW

Route regulated or
sensitive claims.

Required ●



QUALITY

Maintain high standards
for production.

Enforced ●



CONTROLLED COMMUNICATION PRACTICES

Documented. Reviewed. Approved.

01



OWNERSHIP

Define who owns the avatar,
voice, and related assets.

02



DISCLOSURE

Label AI-generated
communication when context
or trust requires it.

03



AUTHENTICITY

Never use avatars to hide
bad news or create
false presence.

04



REVIEW PROCESS

Route regulated or sensitive
claims through human review.

05



QUALITY STANDARDS

Maintain strong audio,
captions, lighting, and
script discipline.



ASSET OWNERSHIP

Clarify rights, access,
and responsibility.



TRANSPARENT USE

Protect trust with
appropriate disclosure.



HUMAN REVIEW

Escalate sensitive claims
before publishing.



PRODUCTION QUALITY

Professional execution
reinforces credibility.

DO NOT TRY TO USE **AVATARS** EVERYWHERE

Pick **one** useful, repeatable
communication problem.

START WITH ONE:



01

One audience



02

One message type



03

One owner



04

One channel



05

One success metric



06

One 30-day test



**FOCUS
TEST
LEARN
IMPROVE**

Build momentum.
Create impact.



START SMALL. STAY FOCUSED.

30 DAYS CAN CHANGE EVERYTHING.



YOUR FIRST PILOT SHOULD BE **BORINGLY USEFUL.**

 The best first avatar use case is not the flashiest one. It is the one the company will **actually repeat**.


*Start simple.
Create impact.*

*One pilot.
30 days.
Real results.*



GOOD FIRST PILOTS:



Weekly
product
update



Post-demo
sales
follow-up



Customer
onboarding
message



Top FAQ
explainer



Recruiting
introduction



Monthly
investor
update



Internal
SOP
micro-lesson



FOCUS ON REPEATABILITY, VALUE, AND CONSISTENCY.
Then expand.



WHAT GOOD LOOKS LIKE **AFTER 30 DAYS**

📅 **After 30 days**, you should know:

- ✓ Did we publish **consistently**?
- ✓ Did the audience **respond**?
- ✓ Did it **save time**?
- ✓ Did it **improve clarity**?
- ✓ Did it **reduce** repeated explanation?
- ✓ Is this **worth scaling**?



Clarity today. Compound impact tomorrow.

One pilot.
30 days.
Real answers.
Real insight.



THANK YOU

for being here!



Your time and attention mean a lot.
Now let's keep the conversation going.



More ideas.

Thoughts on avatars,
AI, and communication.



New experiments.

Early insights and
what I'm building.



Practical strategies.

Tools and frameworks
that drive results.



Global perspective.

Trends, stories, and lessons
from the field.

“

*Building the future
of communication—
together.*

”

*I'd love to
stay in touch
and learn
together.*



LET'S CONNECT ON LINKEDIN!

Scan the QR code to connect or find me on LinkedIn.



Let's stay connected.



Keep building.



Make communication more human.



See you online!



