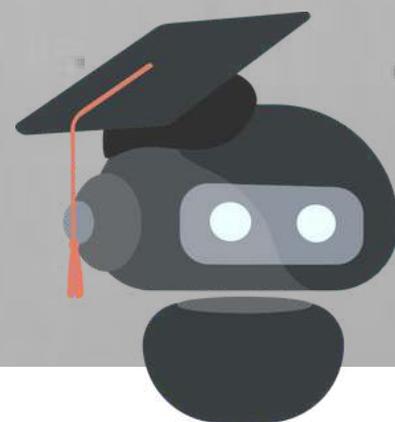


2021-22 REPORT

CONVERSATIONAL BUSINESS CHAIR



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1 ABOUT US

Presentation

The "Sanuker Chair of conversational software, bots and applications" was officially created on the 21/05/2021 with the signature of the Collaboration Agreement between "Sanuker Europe and Latin America SL", a subsidiary of the Valencian company WOZTELL Sanuker S.L. and the Universitat de València. With the purpose of cooperating for the achievement of common objectives in the formative, scientific, technological and cultural fields.

Known as Conversational Business Chair - University of Valencia" or "CBC-UV", in Spanish "Cátedra de Negocio Conversacional", its operational management began in September 2021 with the objective of promoting the ecosystem of stakeholders necessary for the ethical and global development of the conversational business.

Vision

To be a bridge between:

- university-public administration-companies-society;
- artificial intelligence-automation-human race;
- the conversational citizens of the world.

Mission

To contribute to the ethic and global development of the conversational business, transferring knowledge to the society and promoting interest in professionalizing and humanizing the automation of communications.

Values

Proactivity

Ethics and
Transparency

Social
commitment

Sustainability

Solidarity

Transformation Drivers

To inspire

To encourage interest in a project

The "inspiration towards the conversational world" is to encourage a sudden stimulation in a person, and that favours creativity, the search for solutions to a problem, the conception of ideas that allow to undertake a project, etc.

To educate

Conversational digital transformation in the driving force of the project

"Digital conversational education" is to transfer to a person/society the ability to perform different tasks in digital conversational environments in a safe, efficient and satisfactory way.

To train

Conversational capitalization of the participating companies

"Training in conversational aspects" refers to the process of generation and development of specialized cognitive and socio-affective abilities that cause differences in specialization of the citizens, which produce growth in financial, human, technological, organizational and relational capital.

To solve

Measure the impact that each conversational solution has on its environment

A "conversational solution" is the set of work performed to solve a problem or frustration, satisfy a need or take advantage of an opportunity, covering the phases of enunciation, analysis, project, documentation and maintenance.

To research

Artificial intelligence research

To investigate is to analyze, find out or inquire because we do not know something and we need to provide some kind of solution to it. The solution we seek is to apply artificial intelligence (AI) intelligently, without dehumanizing conversations.

Collaborating and sponsoring entities



Universitat de València

Founded in 1499, it is one of the oldest universities in Spain. Its mission is to train competent professionals in Europe and to promote prestigious research with international impact that contributes to the development of our society. The training and research also promote the tasks it performs in the field of dissemination of science and culture and in the reaffirmation of the democratic values of society in general, and of Valencian society in particular.

The Institutional and Corporate Chairs of the Universitat de València were created in 1993 as instruments to channel the longer-term collaborations of the University with entities, institutions, companies, organizations and, where appropriate, even individuals. By definition, the University's Chairs allow for stable and wide-ranging academic collaboration that covers one or more areas of knowledge and extends its activities to all areas of university activity: teaching, research, innovation and the dissemination of science, technology and culture*.



WOZTELL-Sanuker

Sanuker, founded in 2015, is a company that designs the messaging experience that organizations need through chatbots. It is a company with a global focus, world-renowned customers across the globe and a multinational team. It is headquartered in Hong Kong and has branches in Mexico and Spain.

Sanuker is a Business Solution Provider of the multinational META, which has published as a success story several of its developments in the last 5 years. One of this success stories is "FallasBot" a gift to the city where it decided to open its European headquarters, and did so in collaboration with the "Chair of Conversational Business of the University of Valencia", which it created in 2021.

WOZTELL, of Valencian origin, is a company that has created a conversational platform to manage messaging between companies and individuals. With clients all over the world and a multicultural staff, it is a company that transcends borders. It is headquartered in Valencia and has branches in Mexico and Hong Kong.

In 2022, Woztell and Sanuker decided to merge the best of both companies into one: **WOZTELL-Sanuker**, choosing Valencia as the main headquarters, in order to boost the ecosystem of stakeholders necessary for the ethical and global development of conversational business. As part of its corporate social responsibility, the company WOZTELL-Sanuker sponsors the CBC-UV.

Human Talent

Joint Follow-up Commission



Dra. Dolores Real
Vice-Rector for Innovation and
Transfer



Dr. Jesús Soret Medel
Academic Director



José Pérez
Strategy Director



Pau Vélaz
Chief Operating Officer

Work Team



Elena Bellido
Administration



Dra. Dariya Kanseitova
Executive Director



Dr. Rafael Lostado
Director of Institutional Relations

2 OBJECTIVES AND GOALS OF 2021-22

Define the CBC-UV's vision, mission and values

Activate the operative-administrative system and make the CBC-UV visible

- Create work procedures and support them in their corresponding resource planning system (ERP - Enterprise Resource Planning).
- Design and implement the CBC-UV website.
- Design and implement a web chatbot in Spanish and English.
- Create the CBC-UV profile in the main social networks: LinkedIn, Facebook, Instagram, Twitter, and YouTube.
- Draft a model Memorandum of Collaboration and formalize its signature.
- Analyze the 2021-2022 management, make adjustments and define the 2022-2023 goals.
- To summarize the progress made in a publicly accessible annual report.

Collaborate by creating cooperative bonds

- Sign at least 20 collaboration agreements.
- Encourage the incorporation of volunteers to help the Chair's team in achieving its objectives.
- Find a strategic partner for the writing, editing and publication of a book on the legal aspects of the conversational world.
- To create a space for active listening in order to be a bridge between the University, companies, public companies, the Public Administration and citizens.

Transfer knowledge about Conversational Business

- Train at least 1000 people to be able to develop chatbots in 30 minutes.
- Conduct at least 20 webinars on "WhatsApp Cloud API".
- Conduct at least one face-to-face presentation.
- Create "The Conversational Business Library and Video Library", with public access.
- Be tutors of at least one TFG/TFM.

Transform society

- Develop at least 2 cultural and/or healthcare chatbots to bring value to society.
- Digitally transform, at least, one European city.

3 SUMMARY OF THE CARRIED OUT ACTIVITIES

May 2021 - June 2021

Definition of the vision, mission, and values

The vision, mission and values that will be the backbone of the Chair of Conversational Business were defined.

The objectives to be achieved in the first year of life of the CBC-UV were established.

ERP-CRM implementation

The creation and management of the Chair was conceived as if it were a company, so that it is able to give the maximum performance in its daily work. For this task, the CBC-UV relied on the experience of the company SAGITAZ, which collaborated with a Zoho-One license and the implementation of the software, the following modules are operational:

- **Zoho Cliq** for internal communications.
- **Zoho Sheet** and **Zoho Writer** as daily work tools.
- **Zoho Mail** to interact with the Chair's stakeholders.
- **Zoho Creator** for the development of customized integrations.
- **Zoho Meeting** for meetings and web seminars
- **Zoho Desk** as an omnichannel contact center.
- **Zoho Projects** for project management.
- **Zoho CRM** for contact management and opportunity tracking.
- **Zoho WorkDrive** for online file management for different work teams.

Also, Mindmeister licenses were acquired to work collaboratively with mind maps, synoptic charts and brainstorming.

CBC Visibility

Website and social networks

The design and launching of the website was carried out, which has the following characteristics:

- Languages: Spanish, English, traditional Chinese, and simplified Chinese.
- Blog.
- Event panel.
- Call to action button to apply as a volunteer

We invite you to get to know us by entering the following URL:

<https://cbcuv.com/>

Profiles were created and published in the following social networks:



Phone

The CBC-UV telephone number was put into operation: +34 961 154 221 (VoIP Switchboard).

Web chatbot

WOZTELL-Sanuker collaborated in the development and implementation of a chatbot on the CBC-UV website, in two languages: English and Spanish.

Draft a model Memorandum of Collaboration

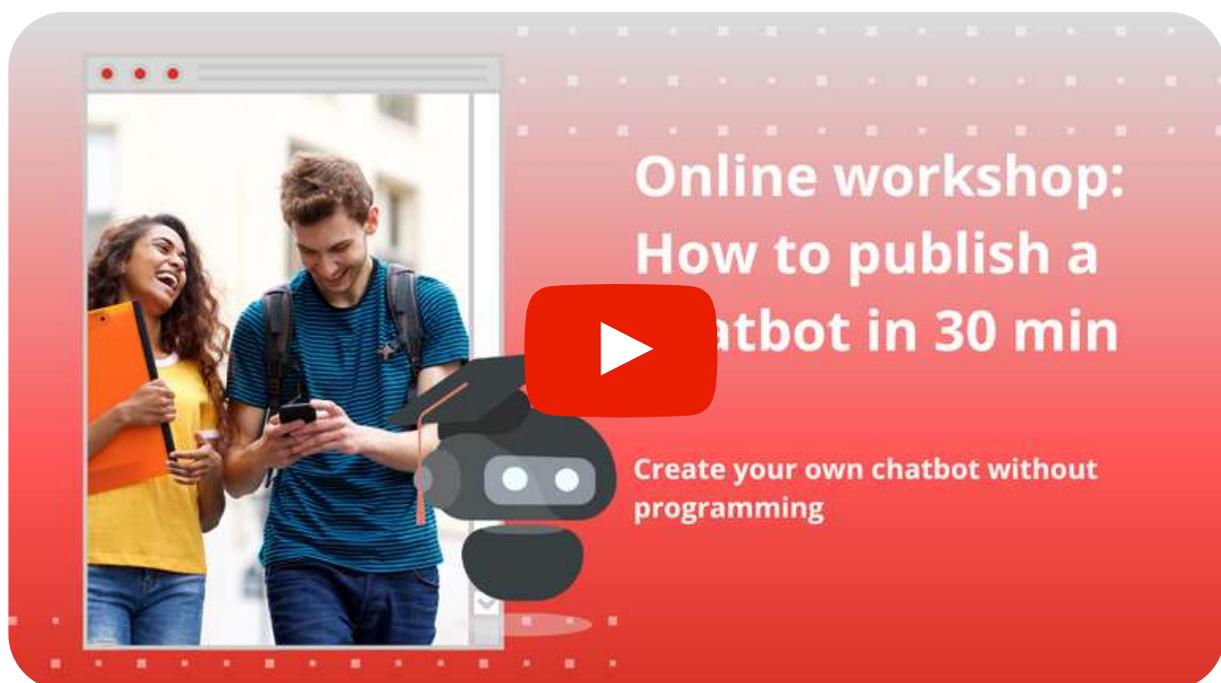
With the collaboration of the Law firm ECIJA Valencia, a simple collaboration protocol was drafted to provide a framework for future joint actions to be carried out with institutions / organizations / companies related to the work of the CBC-UV.

July 2021

Training

The online workshop "How to publish a chatbot in 30 min (WhatsApp, Facebook and web)" lasted 2 hours and was attended by 49 people.

The objective of the workshop was to provide a work methodology so that anyone can put into practice what was learned at the theoretical level. To achieve this, it was explained what are the opportunities in the business of chatbots, how to identify points of improvement, how to manage the expectations of the results and divide the project into phases, how to create the conversations and even get to the last step: activate a live chatbot.



Internships

Through the web, two students signed up for internships with one of the collaborating entities of the CBC-UV, ECIJA Valencia Law Firm, from which it is proposed to sign a Collaboration Agreement next month.

Signing of Collaboration Agreements (MOU)

Collaboration Agreements were signed with the following organizations:



August 2021

Training

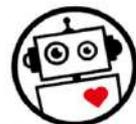
2 online and offline workshops were conducted for the Chinese-speaking world by the Chair, in collaboration with the company Sanuker, patron of CBC-UV, from its headquarters in Hong Kong. The topic was the same as for the workshop given in July in Spain: "How to publish a chatbot in 30 min (WhatsApp, Facebook and web)".

Internships

Five internship offers were published for university students, three of which were filled in August.

Signing of Collaboration Agreements (MOU)

In August Collaboration Agreements were signed with the following organizations:



BotsLovers



Once the Collaboration Agreement is signed, the next step is to plan with each collaborator the specific project to be executed, which will be formalized through the corresponding contract. This document will be attached as an Annex to the Memorandum.

With the law firm ECIJA Valencia, work began on the co-creation of a book on legal aspects in the world of chatbots. Miguel Casañs Gómez was selected to start working on the compilation of information for its achievement, on the following topics:

- Artificial Intelligence (AI) Law
- Digital Services Law
- Digital Market Law
- Cyber Security
- EU Digital Identity
- Electronic Privacy Regulation

September 2021

Publications

The article: "The conversational world: what is it and what is the Chair of Conversational Business of the University of Valencia for" was published. This article was added to the CBC blog on its website.

Signing of Collaboration Agreements (MOU)

In September Collaboration Agreements were signed with the following entities:



Collaboration

After giving the framework to the relationship, through the signing of the MOU and its Annex with the Master of the University of Valencia "Power Electronics Energy Transformation", Dr. José Torres País (Director) was contacted to carry out the first actions of mutual collaboration.

Torres raised the difficulty that the company Power Electronics has to find engineers to train. The CBC put at his disposal its network of contacts in order to solve the problem.

The following objectives were set: a) to obtain between 30 and 40 potential candidates for the MPOWER Master's Degree, and b) to enhance the visibility of the Master's Degree in its online environment. The deadline for the work was 10 calendar days until the end of the campaign, given the start of the Master's program.)

It was proposed to inform about the Master while capturing the data of interested parties, using the preferred channels of potential candidates (Facebook and Instagram) and answer their frequently asked questions, without leaving these channels, through a chatbot.

38

Recruited candidates

+80.000

Impact in social media

+2.000

Views

MOU

Objective: to collaborate

October 2021

Training

From the WOZTELL-Sanuker offices in Mexico City, the Chair held an online workshop "How to publish a chatbot in 30 min (WhatsApp, Facebook and web)" lasting 2 hours and attended by 83 people.

November 2021

Events

Inaugural event of the Conversational Business Chair

On November 12, the inaugural ceremony of the CBC-UV took place at the facilities of the School of Engineering of the University of Valencia. Despite the limited capacity due to the situation of the COVID, the university administration, representatives of the faculties and schools of the UV and the most significant technology companies in Valencia; directors of other business chairs; professors and representatives of student organizations were present.



Training



Lecture for undergraduate students of the Data Science career, at ETSE-UV facilities.

Signing of Collaboration Agreements (MOU)

In November Collaboration Agreements were signed with the following organizations:



EXTRAORDINARIA



December 2021

Meetings

Guided by its vision, during December, the focus of the CBC-UV was on the activation of new socially oriented projects in the context of Covid-19, due to the upswing of the 6th wave. Thus, CBC-UV actively participated in the project "WhatsApp for governments of the world" in order to improve communication with the population in the management of the pandemic.

This initiative was inspired by the achievements of Sanuker, who implemented a chatbot on WhatsApp for the Hong Kong Fire Department; which allowed to manage all requests in real time, freeing the entire assistance team and drastically reducing waiting times, which went from a couple of days to just a couple of hours.

Within this framework, meetings were held with:

- Ministry of Health of Peru;
- National Hospital Network of Peru;
- General Directorate of Public Health of the Regional Government of the Valencian Community.

In the last month of the year, meetings were also held with the City Council of Valencia, Valencia Activa and Visit Valencia, in order to learn about the lines of work and the challenges they face. The objective was to contribute the experience, knowledge in technologies, and social vision of the CBC-UV, in order to be able to collaborate mutually and fulfill the vision of the Chair. In these meetings, the possibility of resuming a project of Sanuker in 2020, called "FallasBot" for the next Valencian Fallas, was raised.

January 2022

Articles

The Law Firm ECIIA Valencia, published a guest article in our blog in which they shared the latest news on the new data protection regulations, and best practices for the use of the WhatsApp Business platform by small and medium-sized companies.

February 2022

Content

- Committed to our mission, in the month of February, a project was developed to create "WhatsApp for Startups" content to be published between July and August 2022.
- Continuing with the line of generating high-value content, Ana Luiza Terra joined us as coordinator in the drafting of the book on legal aspects of the use of chatbots, which is in the process of being written together with the law firm ECIJA.

Project relaunch

Based on the discussions in December 2021, it was decided to relaunch the "FallasBot" project thanks to the collaboration of WOZTELL-Sanuker and Visit Valencia. To begin with, the action and communication plans were drawn up, as well as the work schedule.

Meetings



The CBC-UV and the City Council of Vila-real met to mutually collaborate in facilitating access to WhatsApp Third Generation to the citizens of the Valencian city.

José Pérez -Strategic Director of the Chair and CEO of Woztell-, and the CBC-UV team held a meeting with José Benlloch, Mayor of Vila-real, and his work team to advance the project that was baptized "Conversational Citizen / Vila-real3000". This project consists of transforming the city with WhatsApp, granting 3000 licenses for free use of WhatsApp 3rd Generation to the socio-economic fabric of the municipality and the implementation of a series of training and inspirational activities. The schedule was defined in subsequent meetings to that effect.

March 2022

Events



Employment and Entrepreneurship Forum of the Faculty of Philology, Translation and Communication

The CBC-UV participated in the Employment and Entrepreneurship Forum of the Faculty of Philology, Translation and Communication, which aimed to promote the professional insertion of students through roundtables, talks and conferences given by professionals in the sector. The forum highlighted the importance of training in complementary skills and "thinking outside the box" when looking for unconventional opportunities in an increasingly changing and complex labor market.

During this forum, the objective of the CBC-UV was to look for profiles such as journalists, content creators, community managers and event organizers. That is why Jose Miguel Espinar, CMO of WOZTELL, attended with Javier Diaz and Edwine Weiglein, responsible for the Human Resources department. At the end of the conference, more than 50 candidates who were interested the projects registered.



The CBC-UV shared its vision with the participation of José Pérez in the Round Table moderated by Sergio Maruenda Bataller -Vice Dean and Head of Degree of the Senate of the Faculty- and Begoña Clavel Arroita - Coordinator of External Practices-.

The CBC-UV indicated its need to fill internship positions to work on the project: "Digital Transformation of the Socioeconomic Complex of Vila-real through WhatsApp".

The Chair received a diploma of recognition for helping to promote the employability of the students of the Faculty of Philology, Translation and Communication of the Universidad de Valencia. But the real prize was the students who were interested in the project, and that in the near future, may become part of the CBC-UV team.

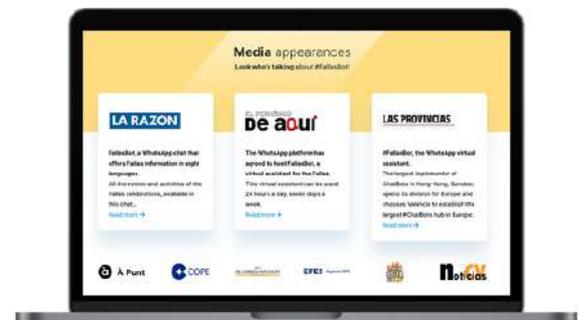


At the initiative of the CBC-UV, a guided visit was made to the falla of the Plaza del Ayuntamiento, with Emiliano García, Councillor for Tourism of the City of Valencia, and Antonio Segura (Dulk), the fallero artist.

The explanation of the work of art by the artist himself was not wasted and was the first example put into practice of the proposal to conduct guided tours, to each of the ninots of the different fallas, whose schedules and dates can be consulted through the virtual assistant "FallasBot".

Fallas Bot 2022

The virtual assistant "FallasBot" was launched for the Valencian fallas in 9 languages. A team of volunteers was formed to contact the 400 fallas so that residents and visitors can, free of charge, know what is happening, when and where. In order for citizens and tourists to have access to the fallas assistant, the FallasBot website was created and published as another way to access the virtual assistant on WhatsApp.



April 2022

Events

Erasmus Plus

On the occasion of the "Erasmus Plus Program of the European Union for Entrepreneurs", during the week of March 28th to April 1st, the Francesc Tàrraga High School in Vila-real received students and teachers who do not speak Valencian, as they are originally from Lithuania, Serbia, Hungary, Italy and Turkey.

In this event, José Pérez gave an introduction to the topic WhatsApp Third Generation and a talk to the group of students, coming from the countries mentioned above, on the topic "New Business Opportunities in the Conversational World".



ETSE-UV Employment and Entrepreneurship Forum

In this forum the goal of the CBC-UV was to find specific profiles for different projects, such as: Technology Disseminator, MarTech, Developer Jr, and students of any specialty who wanted to do a TFG/TFM mentored by WOZTELL-Sanuker. Dr. Dariya Kanseitova (Executive Director of the Chair, and Jose Miguel Espinar, (CMO of WOZTELL), were in charge of facilitating the contact with the students. At the end of the conference, more than 40 candidates interested in the projects were registered.

The total of 90 interested candidates were invited to a lunch at WOZTELL's offices to learn more about the company, and also get to know the students in a closer way.

Meetings

Celia Ruiz -Responsible for the Department of Innovation, Experimentation and Training CRN Transformation and Installation of Wood and Cork of the center of Paterna, Valencia-, in a meeting with the team of the CBC-UV, indicated that there are 13 centers that collaborate with UVemprén and that they carry out innovative projects, for whose development they take interns from the UV for 4 months. LABORA created a tool that provides basic information without the need to go to the job counselor, Celia commented that it is possible to evolve this tool with the implementation of a chatbot.

Collaboration

Based on what was detailed in the previous paragraph, opportunities for collaboration in the creation of the training course for the LABORA network, the creation of chatbots and the promotion of interns for the UVemprén project to be convened in September 2022 were discussed.

Projects

We created the action plan and work schedule for the project that we baptized "Team 5th B", which will work together with UVemprén to provide solutions to the LABORA centers as mentioned in the previous two paragraphs.

May 2022

TFG Defense

Defense of the TFG entitled "Direct communication between WhatsApp and a LED panel" by Marc Pellicer, a student of Telecommunications Electronics Engineering of the ETSE-UV who, after doing his internship at the company Woztell-Sanuker, patron of this Chair, joined as a permanent member of the staff.

Signing of Collaboration Agreements (MOU)

In May a Collaboration Agreement was signed with:



**Ajuntament
de Vila-real**

Projects

Sant Pasqual Bot

As the first deliverable of the "Vila-Real3000" project -launched in February 2022- and due to the great impact generated by "FallasBot" - in March 2022-; a virtual assistant of similar characteristics was developed and implemented, this time for the festivities of Sant Pasqual, patron saint of the municipality. The project was carried out in conjunction with the City Council of Vila-Real and the Fundació Caja Rural de Vila-Real and consisted in making the information of the events visible in real time.



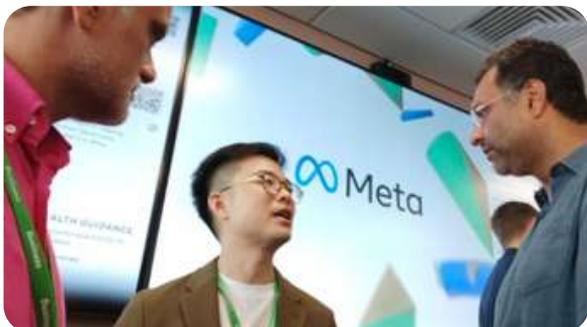
Vila-real digital transformation: the case of the agri-food sector

On May 12 and 13, 2022, we participated in the 1st Agri-Food Innovation Conference of the Destaca Fair in Les Coves de Vinromá, province of Castellón, Valencian Community.

On this occasion we transmitted the vision and mission of our project Conversational Citizen Vila-real3000 and we contributed with our experience in conversational matters, represented by José Pérez. To conclude, he provided examples of how its use impacts on all strata of society and, in particular, he presented four case studies for the agri-food sector.

June 2022

Events



Meta Partners Summit

José Pérez, Strategic Director of the Chair, and Burton Chau, CEO of Sanuker, participated in the annual event "Meta Partners Summit" in which they shared all the innovations in Meta's products and services technologies, as well as the new strategies and plans for the coming years, under the new economic and political circumstances of the world.

WhatsAppDay

More than 200 people participated in the "WhatsApp Day Elche: Business opportunities with third generation WhatsApp", one of the largest events held to date in the field of digitalization, promoted by the CBC-UV and Soluciona IT -a Soledad Group company-. The following topics were discussed at this event:

- What is third generation WhatsApp?
- WhatsApp use strategies in organizations.
- Legal aspects of WhatsApp use in organizations.
- 10 WhatsApp solutions in 20 minutes
- Business case: Strategies for business growth in a mature conversational market such as APAC
- Use case: Newsletters or WhatsApp massive messages?
- Use case: Fallasbot
- Use case: Confortauto Assistant
- Launch of a WhatsApp project





Legal Hackathon

Invited by one of the collaborating entities of the CBC-UV, law firm ECIJA Valencia, José Pérez participated in the "Legal Hackathon", organized by 4 leading law firms in the region. In this event, he shared his vision and experience with the participants, some of which have been presented as candidates for the internship at CBC-UV.

Meetings

José Pérez and Dariya Kanseitova -for CBC-UV-, Miguel Ángel Perez Alba -for Visit Valencia-, and Burton Chau and Roy Hui -for Sanuker and WOZTELL-, discussed the level of penetration of conversational technologies in the tourism sector and their impact on the economic and social life of the citizen.

Also, it was commented that the success story of FallasBot -created in collaboration with all the participants of the meeting-, will be published as a success story by Meta in a couple of months, since it is inspiring other cities around the world.

To conclude, more options for mutual collaboration in projects such as the World Tourism Congress to be held in Valencia in November 2022 were discussed.

Workshops

Instant messaging is revolutionizing the communication system between humans and organizations; it is a new channel that will allow us to carry out an infinite number of communication actions that we cannot even imagine now. For businessmen, it is the most important channel where most of the business will be generated. Therefore, the CBC-UV, the company WOZTELL-Sanuker and UVemprén, organized an Introductory Course to the Business Opportunities offered by WhatsApp 3rd Generation, so that attendees can compare these opportunities with their current realities.

Signing of Collaboration Agreements (MOU)

In June a Collaboration Agreement was signed with:

 Departament de Fisioteràpia

VNIVERSITAT
ID VALÈNCIA

July 2022

Events



WOZTELL - Sanuker 2022 Corporate Convention

As part of the WOZTELL - Sanuker group, the CBC-UV team was invited to participate in the "2022 Convention". There the corporative strategy for next year was shared and everything that happened so far was analyzed.

Meetings

The CBC-UV team discussed the advances of the Vila-real300 project with the councilors of Vila-real, and presented the White paper (phase I), elaborated from the study of the local socio-economical situation of Vila-real for its review. All the related activities carried out were also presented and the next steps to follow were defined.



August 2022

Webinars

13 webinars were held covering the following topics in different languages:

- What is WhatsApp Cloud API
- Why you should use WhatsApp Cloud API in your startup (metrics)
- WhatsApp use cases
- Marketing: entry points, push, nurturing
- Sales: sales processes, follow-up
- Customer care: customer success, support, logistics, finances
- Automations, chatbots and pre-designed templates
- Demo WhatsApp Bot

The content was presented in two parts: a theoretical and a practical one. The participants were offered the possibility to download an e-book on "How to get the most out of WhatsApp in a startup". In addition, at the end of the webinar, the necessary support was available for 60 minutes for those who are still practicing how to create a chatbot.

Numbers summary:



11 collaborating entities:



4 ACTIVE LISTENING

The CBC-UV team The CBC-UV team proposed the creation of a space called "Active Listening". The objective is to allow students, professors, professionals and entrepreneurs to come to the offices of the Chair of Conversational Business-UV to discuss ideas and raise projects. Together, we can work on the solution or provide value to the issues that afflict society and with this it is intended to contribute to the improvement of current management or generate disruption and innovation.

Meetings

In June 2022, a Collaboration Agreement was sign with the Physiotherapy Department of the Universidad de Valencia. In following meetings with José María Blasco Igual and Sergio Roig - professors at the UV-, the possibility of using the content created by this Department to create a chatbot was discussed. The virtual assistant is intended to assist people who need to do rehabilitation on how to carry out the exercises correctly and without the need to attend the physical therapist's office, but remotely when needed.

The initiative arose during the COVID-19 pandemic, when it was impossible for people to go to the doctor's office to receive the indicated treatment, due to the health restrictions imposed on society during the isolation. It is another example of why it is important to keep "company-public administration-university-society" united and communicated, because from real problems and the desire to collaborate to solve them, joining efforts, it is much easier to find a way to achieve it.

As a result of this, the "FisioBot" project was created, which will be implemented in the next academic year (September 2022-August 2023).

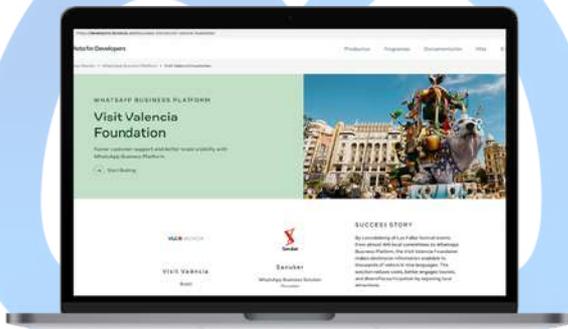
5 RECOGNITIONS

Recognition diploma

The CBC-UV received a recognition diploma for helping to promote employability of the students of the Faculty of Philology, Translation and Communication of the Universitat de València.



Publication as success story



FallasBot was published as a success story in META. This publication can be accessed from the following link:

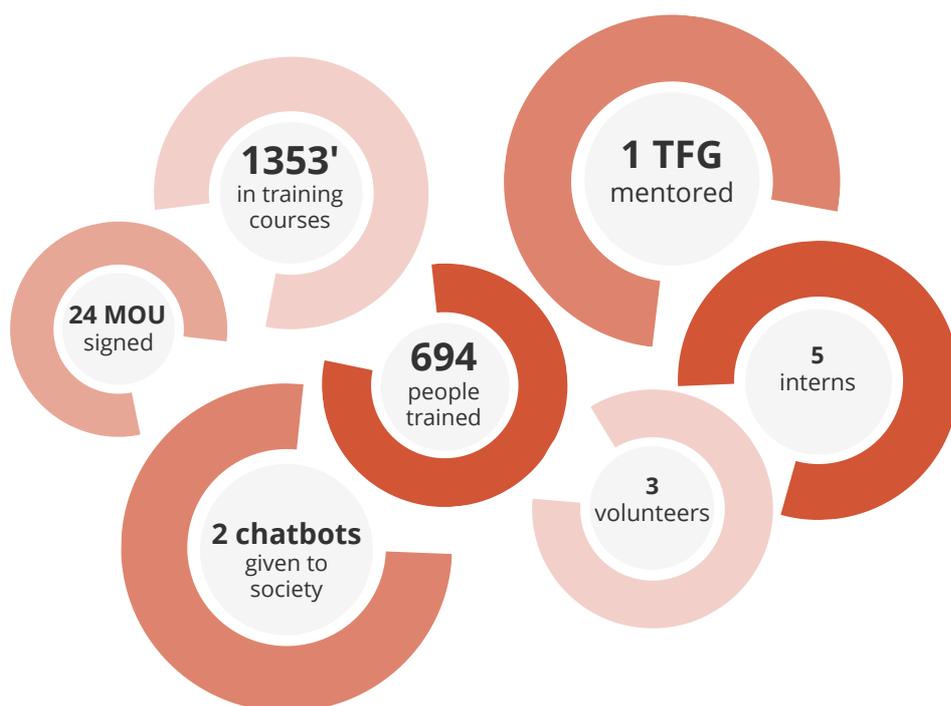
<https://developers.facebook.com/success-stories/visit-valencia-foundation>

6 CONVERSATIONAL BUSINESS LIBRARY AND VIDEO LIBRARY

- Article: "WhatsApp Business and GDPR, compatible?".
- Article: "The conversational world: What is the Chair of Conversational Business at the University of Valencia and what is it for?"
- White paper: "Transforming a typical European city with WhatsApp" (phase I).
- Ebook: "WhatsApp for Startups".



7 INDICATORS



8 CONCLUSIONS FROM THE CBC-UV TEAM

The work of the Chair began in a year full of uncertainty, as we returned to the world we knew as "normal" after more than a year of isolation and intermittent restrictions as a result of the impact of COVID-19.

Uncertain, because we pretended to return to "normality" and that everything would continue as if nothing had happened, the reality is that after the pandemic we were no longer the same. During the time of confinement, the routines that at one time were tiring and exhausting, the simple things like going to the supermarket; the visit to the grandparents that we always left for the end. These and many more, were transformed into longed-for, expected and even dreamed routines. We understood the value of what we "thought" were small things, and these became the important things in life. Life itself took on a new value.

Undoubtedly, getting out unscathed was not an option. Our perceptions changed, our pyramid of needs inverted, changed shape, mutated, and the changes were reflected in everything, at every level. The technological impacts, predicted for a few years from now, materialized, came ahead, "invaded" us. We learned, adapted and became friends with technology by force, we had no alternative. What we did have was a great need to communicate, to connect with our loved ones, with our co-workers, with teachers, with public administrations as well.

The pandemic was faced -sooner or later- with vaccines, but we had to face the changes without anesthesia. From one day to the next, all possible procedures and even doctor's appointments could only be made by appointment, which could be obtained by using an application or a web page. Of course, the telephones were saturated, what a great need we had to communicate! Need to talk to someone to answer our queries, our doubts, someone to alleviate our uncertainty and sometimes, simply, to talk!

Suddenly, we became aware of what we had and had lost. Those who knew the neighbour wanted to talk to him, and those who didn't, wondered what his name was. Going "to school or uni" was the best-planned vacation. Having a nurse friend was like being friends with a superhero. Running an errand, like renewing a driver's license, became a privilege.

We began to choose the restaurant not for its beautiful decoration, but based on whether or not it made home deliveries. Practically, we could only buy "on line". We started to see everything in a different light, we realized how fundamental the institutions we relied on were.

How important it was for those grandparents without grandchildren to have adopted grandchildren who offered to do their shopping. Solidarity was reborn as a value. On the news we saw some animals daring to walk our desolate streets, some said "it's the Earth asking for a break". We understood the value of health and sustainability, of which so much had been said, ceased to be a topic of discussion. The public administration had no choice but to be proactive and transparent, as it was under strict observation by a citizenry that was beginning to lose patience. The only way to move forward was to be united, collaborative and socially committed.

As a work team, today we are more aware, more sensitive, more "human" and also more professional, because we have understood the enormous value of communication, the value of knowing how to do it well and the value of sharing knowledge.

We decided that our vision would be to be a bridge and, moreover, we decided to start with ourselves: uniting the personal with the professional, uniting humanity with technology, uniting knowledge with transfer, uniting experience with ideas, uniting company with university, uniting private organization with public organization, uniting artificial intelligence with people. To unite, we created the Chair of Conversational Business at the University of Valencia.

Fully aware that beginnings are complicated, we focused on working. With effort and dedication, we managed to build what would become our backbone. With small daily exercises, which are reflected in this memory, we noticed changes, we were toning and transforming. We followed a diet with more or less rigor, these would be our procedures. We went to the gym as many times as we could, they would be meetings and events. We ran outdoors as many days as the weather allowed us, it would be the bureaucracy beyond our control.

We meditated a lot (perhaps too much), ideas that today are projects. The positive thing is that our actions became habits and, although there are many things to improve and many others that require maintenance, we are in good health and we intend to continue in search of a full and healthy life.

Chair's Team



