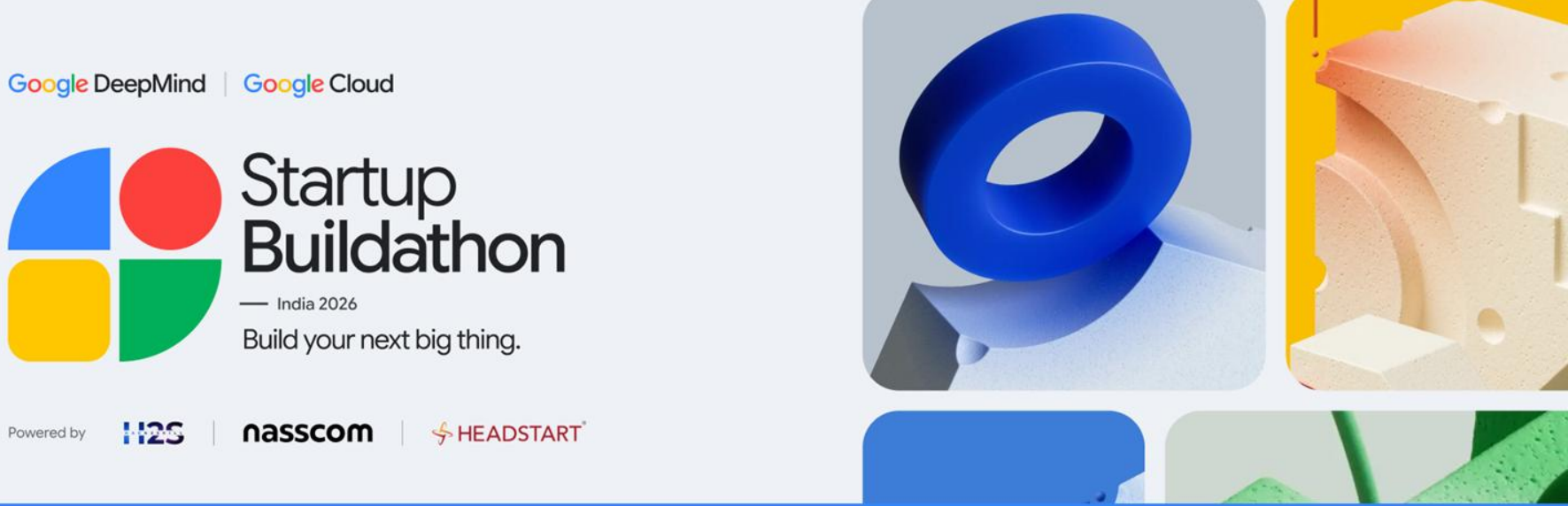


PH2AI · TEAM SIZE 1

AI still lacks a reliable voice interface on ordinary phone networks—especially when a conversation crosses languages.

STARTUP BUILDATHON INDIA 2026 · Naimish Kathrani

The phone network is an overlooked AI interface

A CALL BECOMES THE FRONT DOOR

No app download.
No new screen.
Just a call.

Ph2AI routes an ordinary phone call into a spoken AI assistant—or into a live, two-person translation bridge.



950M

used only basic services in the 2022 mobile internet usage gap

A voice-first layer for an app-first AI world

TODAY

App-first AI

Requires compatible device, app access and data for many experiences.

PH2AI

Phone-native entry

Start from the call network already used by the caller.

USP

Two useful paths

Spoken AI assistance or a translated person-to-person call, from one familiar interface.

VOICE ACCESS × LIVE CONVERSATION × NO APP INSTALL

One call entry. Two distinct capabilities.

01 VOICE ASSIST

Ask out loud. Hear the answer.

A caller reaches the phone AI assistant and speaks naturally; the response returns as audio on the call.

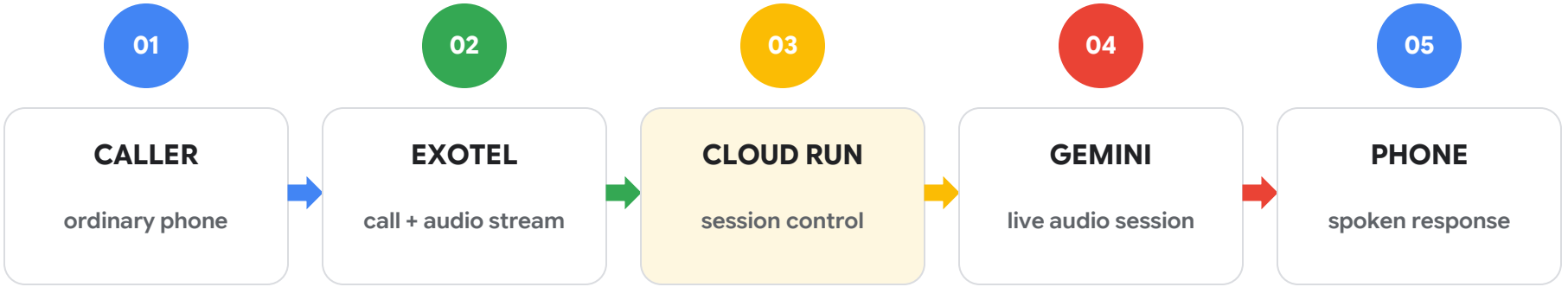
02 TRANSLATED CALL

Keep the people connected.

Ph2AI connects a second phone leg and carries each speaker's meaning across the language bridge.

LIVE PROTOTYPE · INBOUND ASSISTANT + ENGLISH ↔ FRENCH CALL

The call flow turns telephony into an AI session



VOICE ASSIST

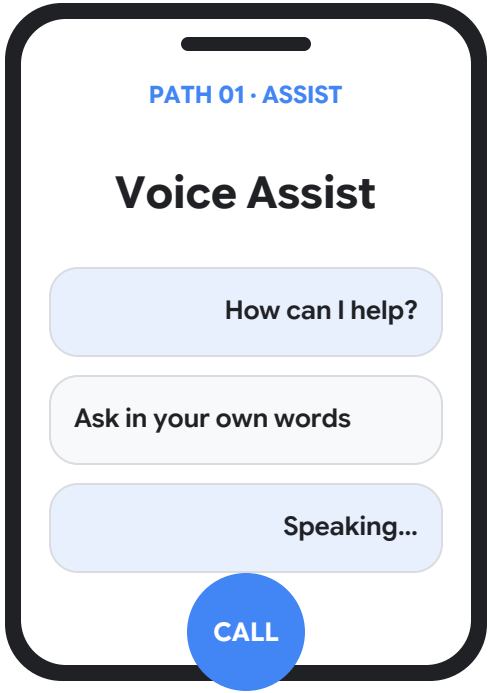
One caller ⇄ one spoken AI session

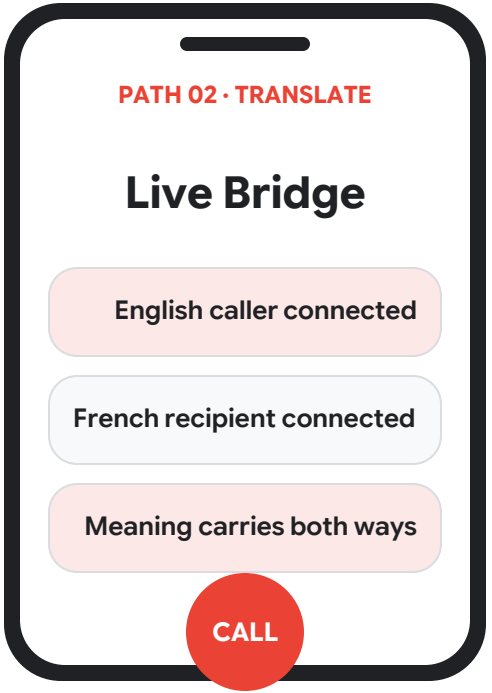
TRANSLATION BRIDGE

Caller ⇄ session A | session B ⇄ recipient

Separate call legs preserve each direction of the conversation.

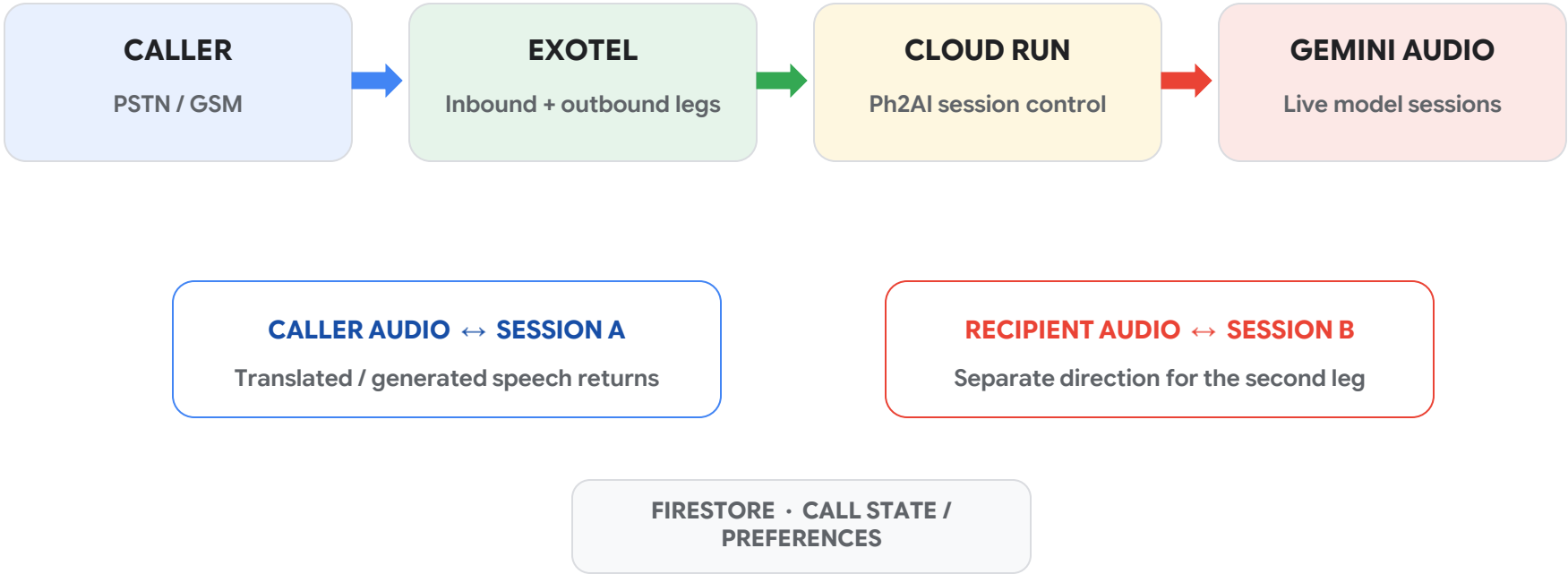
Designed around the one interface everyone knows: a call





VOICE IN → INTENT UNDERSTOOD → SPOKEN RESPONSE

A simple control plane. Two real-time audio paths.



Built with Google Cloud and the phone network

TELEPHONY

Exotel

Inbound phone calls, audio streaming and outbound call legs.

CLOUD

Google Cloud Run

Session orchestration and service runtime.

CONVERSATIONAL AI

Gemini audio

Voice sessions for spoken interaction and translation.

STATE

Firestore

Call/session state and user preferences where needed.

Prototype economics: measure now, optimize next

₹3.68

PER CONNECTED MINUTE

₹578.67 ÷ 157.1 min

20 Nov 2026 · India time

OBSERVED COST · ONE DAY

₹522.35 Google Cloud actual cost

\+

₹56.32 Exotel API-reported price

= ₹578.67 total ÷ 157.1 connected min = ₹3.68 / min

WHY THIS IS A BASELINE

Early code uses extra compute to keep latency low and prove the experience. It is not a target price.

OPTIMIZATION LEVERS

Expert guidance · right-sized compute · deterministic services where feasible · scale · explore lower-cost 1800 access

WHO COULD PAY? GOVT → PUBLIC CAMPAIGNS / SERVICES · SMEs → BUSINESS TRANSLATION · USERS → ON-DEMAND AI ASSISTANCE

Prototype moments: hear the system work

01 ASSISTANT GREETING

Inbound phone AI



Assistant greeting

02 ENGLISH CALLER

Translated-call leg A



Caller speaks English

03 FRENCH RECIPIENT

Translated-call leg B



Recipient replies in French

REAL SUPPLIED RECORDINGS · SHORT EXCERPTS USED IN THE VIDEO

Both features run. The translated bridge stayed connected.

181

SECONDS CONNECTED

English caller ↔ French recipient

Both Exotel call legs completed.

VOICE ASSIST

Inbound assistant

Founder-shared recording captures the assistant responding on the phone line.

TRANSLATED CALL

Two phone legs

Founder validated the English–French call; the Exotel record shows 181 connected seconds.

NEXT BENCHMARKS · RESPONSE LATENCY · COMPREHENSION · AUDIO QUALITY · COMPLETION

Prove the experience. Then make it efficient.

01 → 02 → 03 → 04

REPEAT

More callers, recipients and languages

MEASURE

Latency, comprehension, consent and quality

OPTIMIZE

Deterministic steps, right-sized models/compute

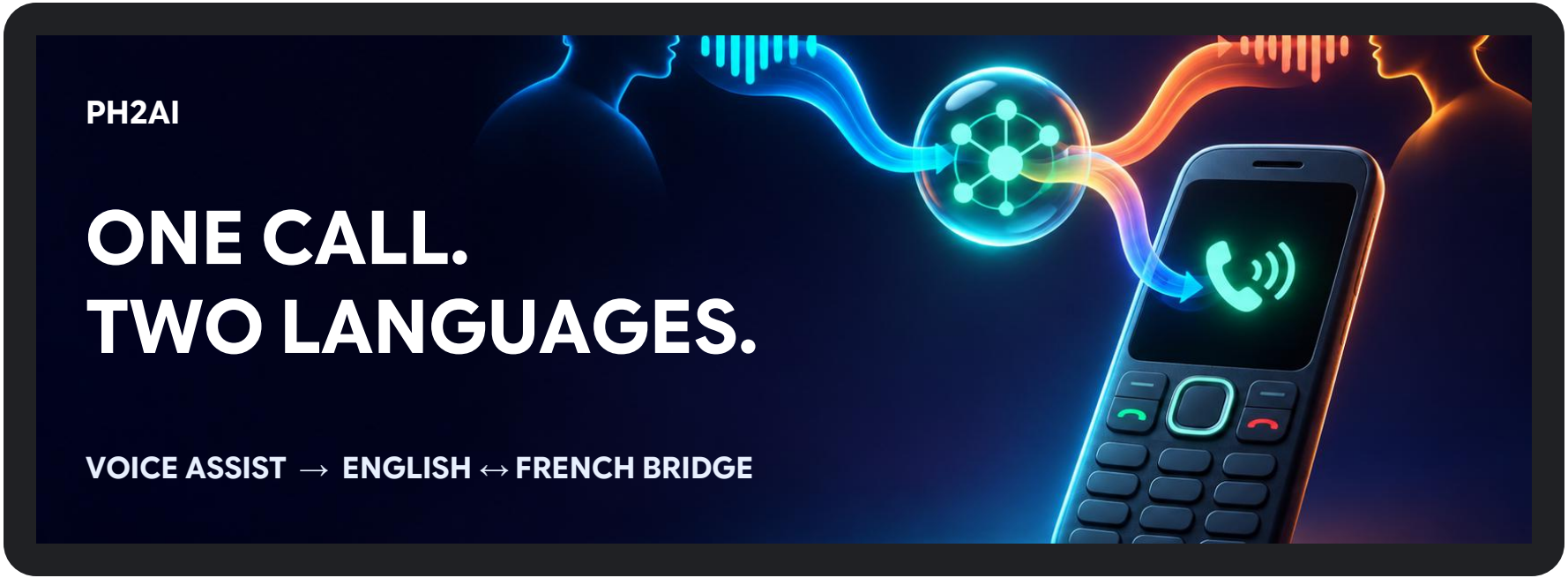
SCALE

1800 access + sponsor-funded use cases

EARLY PROOF OF VALUE

Use expert guidance to reduce cost after confirming that the call experience solves a real access problem.

WATCH THE CALL BECOME THE INTERFACE



The narrated MP4 is included alongside this deck in the submission package.

ACCESS CAN BE SHARED. SO CAN THE COST.

PUBLIC SERVICES

Reach through familiar channels

Government-funded campaigns and citizen services

SME COMMERCE

Business value on real calls

Businesses fund translation for customer / supplier calls

PERSONAL HELP

On-demand access

Optional user-paid AI assistance when needed

Lower-cost 1800 access + expert-led optimization + deterministic services + scale can improve viability.

Potential funding paths to validate · not confirmed revenue or steady-state pricing

Google DeepMind | Google Cloud

Startup Buildathon

— India 2026

Build Your Next Big Thing.

Powered by H2S | nasscom | HEADSTART

Thank you

