



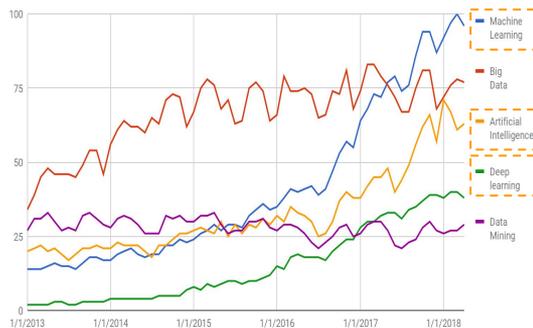
deepsense.ai strategy
August 2018

Artificial Intelligence has already entered the mainstream: people talk about it, companies are thinking about it

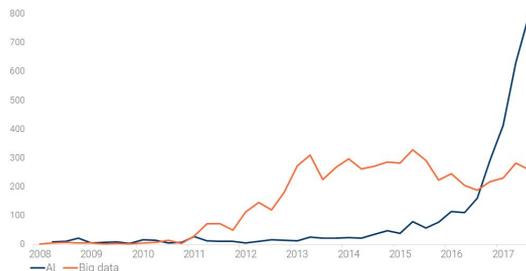
The general public are aware of AI ...

... while corporate players are
declaring an intention to invest.

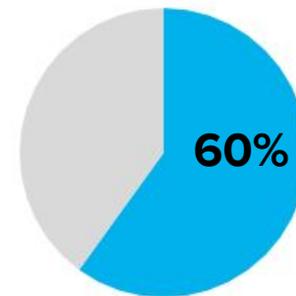
Many companies have already
started experimenting.



The evolution of the concept in
Google searches
(relative popularity score, worldwide)



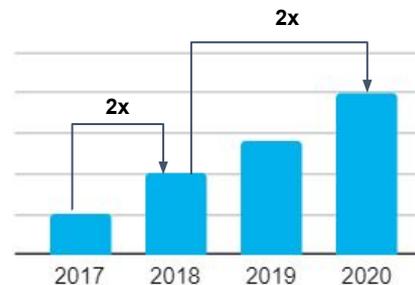
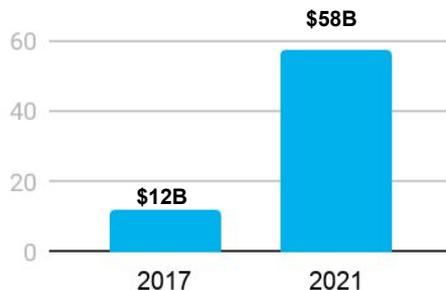
Mentions of “Artificial Intelligence” vs.
“Big Data” in **financial reports** of 6,000
public companies (2008-2018)



60% of organizations already are
at varying stages of ML adoption:
Strategy, PoC, working algorithms*

... but this is only the beginning, as spending on AI is forecast to skyrocket

48%
annual
growth



International Data Corporation (IDC) forecasts that **spending on AI and ML will grow from \$12B in 2017 to \$57.6B by 2021.**

Deloitte Global predicts the number of machine learning pilots and implementations will **double in 2018 over 2017 levels, and double again by 2020.**

... yet most of the companies still find it **challenging to leverage AI**

Companies blindly go with AI projects **without thinking** on profitability.

Initial failures decrease faith in upcoming initiatives.

Executives too often **focus on WOW effect** instead of on areas with the greatest business potential.

Proponents of AI often lack the business language and the ability to convey the benefits of AI to support their claims.

They therefore **fail to convince boards of directors** to adopt the technology.

Companies try to accomplish their **first AI projects using in-house teams** made up of employees who are data scientist only according to their LinkedIn profile.

Our mission: help companies solve complex business challenges with AI

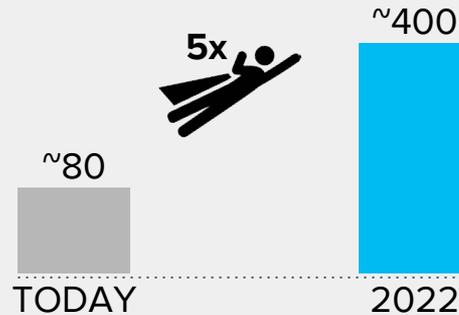
Artificial Intelligence has the potential to **transform and disrupt** the business environment.

Yet the **gap between scientific** achievements **and business** implementation is still huge.

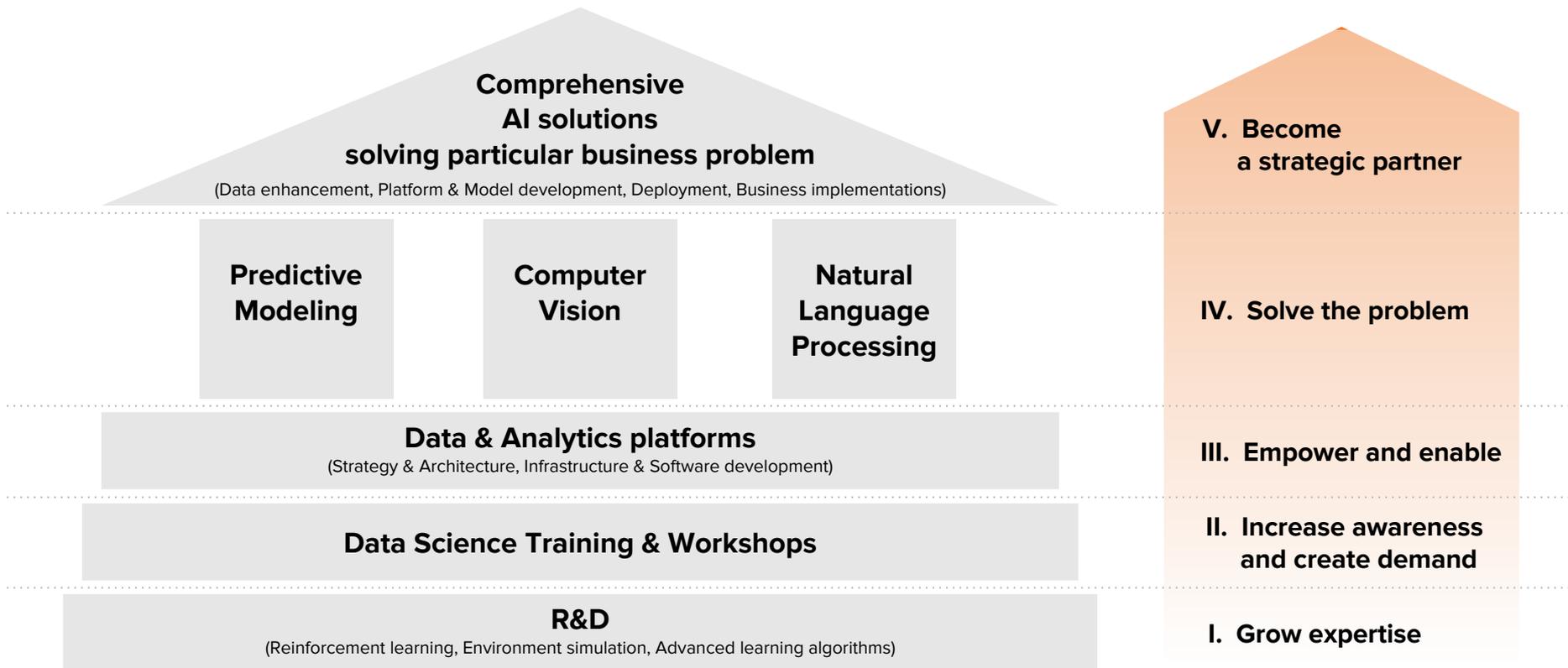
To bring AI into widespread use in day-to-day business operations, both **a technical perspective and business acumen** are required.

deepsense.ai has a unique opportunity to capture domain growth:
our goal is to become the AI powerhouse of Europe

We plan to **expand to over 400 people:**
that's fivefold growth over the next 5 years



Our growth strategy



Examples of AI applications & solutions provided by deepsense.ai

Predictive Modeling	Computer Vision	Natural Language Processing
 <p>Propensity to buy (cross-sell & up-sell)</p>	 <p>Image recognition in natural environments Oil & Gas, Energy, Social</p>	 <p>Client document processing Analyzing, Checking, Matching classification</p>
 <p>Churn prediction</p>	 <p>Content extraction (text, diagrams, logotypes) - Retail, Research, Technology</p>	
 <p>Customer Lifetime Value (future revenue)</p>	 <p>Scene analytics (content detection, exposure management) - Insurance, TV/Entertainment, Logistics, Construction, Manufacturing</p>	
Data & Analytics Platforms		
 <p>Development Infrastructure and systems deployment</p>		 <p>Consulting End-to-end Data & Analytics Strategy</p>

AI-Business transformation



We already have strong competencies and we are eager to gain new ones

We have a strong position in complex computation and parallelization problems...

- Battle-tested and transparent project execution including front end and back end infrastructure
- Consistent Neptune front-end in all important experiments
- Extensive parallelization of ML experiments (Atari, Learn to Run, Carla)
- Utilisation of high end program infrastructure such as TPU

...we are open for new trends and emerging technologies

- Developing competency in 3D engines
- Quick, transparent parallelization of new experiments
- Systematic gridding/optimization of all important experiments
- Systematic in-house re-implementations and extensions of existing learning algorithms

Together with institutional & commercial players and the AI community we focus our R&D activity on solving real problems

Institutional projects

(Research grants, Projects funded by international organisations like the UN, WHO, etc)

Publicly financed projects focused on **bringing the appropriate skills** to the building of both realistic simulations and the agents operating in the simulators

AI community contribution

Projects addressing **deepsense.ai's image** in the AI community and AI market

Technology frontier and commercial realization

Projects deepsense.ai can **collaborate on with partners** to achieve commercial results

deepsense.ai
BIG DATA SCIENCE

Visit our website at deepsense.ai