

Good evening

Today's Menu

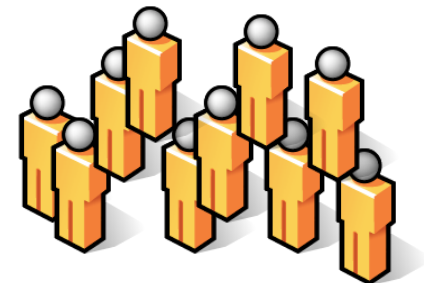
1. Why I'm here
2. What we're doing
3. What people are doing with it
4. My recommendations for commercial focus





Why I'm here

This guy is in between me
and dinner. Why am I here?



What We're Doing

We provide an open-access web service that uses NLP technology to extract meaning from text.

- What it does
- Why we focus on news
- Why we're (mostly) giving this away
- What people are doing with it



Unstructured
Documents
(Text/HTML/XML)



Categories

Entertainment,
Politics,
Sports,
Business,
etc.

**Named
Entities**

People,
Companies,
Geographies,
Albums,
Authors, etc.

Facts

Position,
Alliance,
Education,
Political
Affiliation, etc.

Events

Management
Change, IPO,
Labor Action,
Sporting,
Entertainment,
etc.

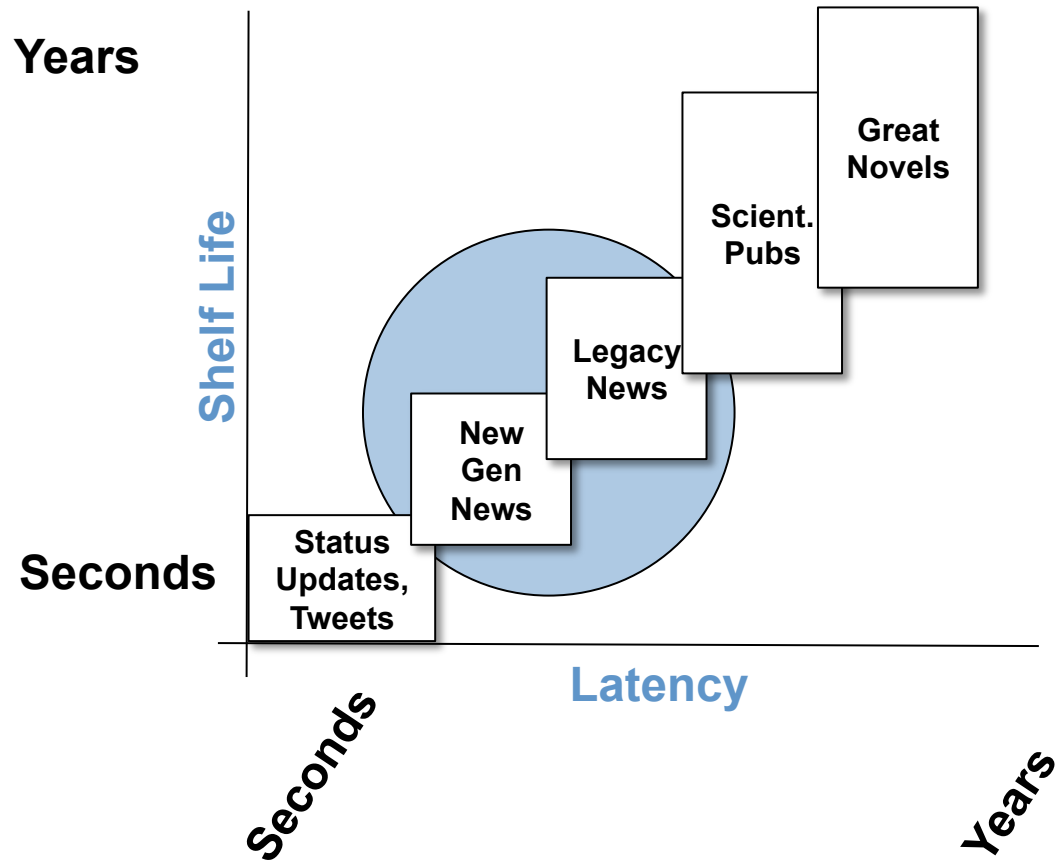
<http://viewer.opencalais.com>

Results

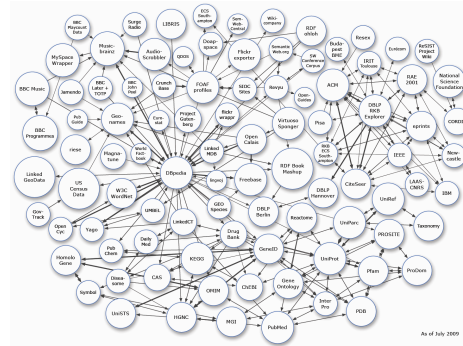
- About 30,000 users (5K active)
- 3-6 million transactions / day
- Thousands of sites
- Dozens of businesses



Why Focus On News?



Why News?



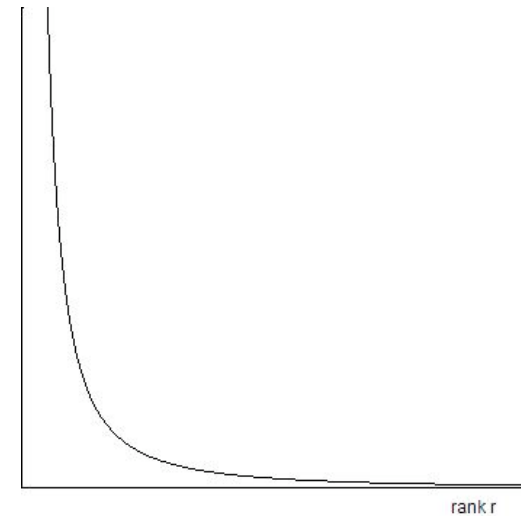
Why Give This Away?

- Not a freemium model – 95%+ of users pay zero
- Battle hardening mission critical software
- Foraging for innovative ideas
- Metadata*

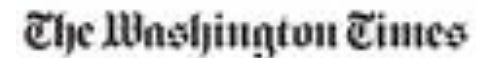


Metadata

- 2.5 years of operations
- Approximately 110,000,000,000 triples
- Perhaps 50,000,000,000 facts and events
- Extraordinary diversity of sources
- Increasingly near real time



- What newly appointed CFO's of companies within my trading portfolio are headquartered in NY and have been associated with an SEC investigation in the last five years?



Immersion Learning

18 releases

About 150 presentations

Talked with 200+ customers

Heard a million great ideas

30,000 registered developers

9,000 emails





What We've Heard: Six Buckets

Tools

Social

Advertising

Search

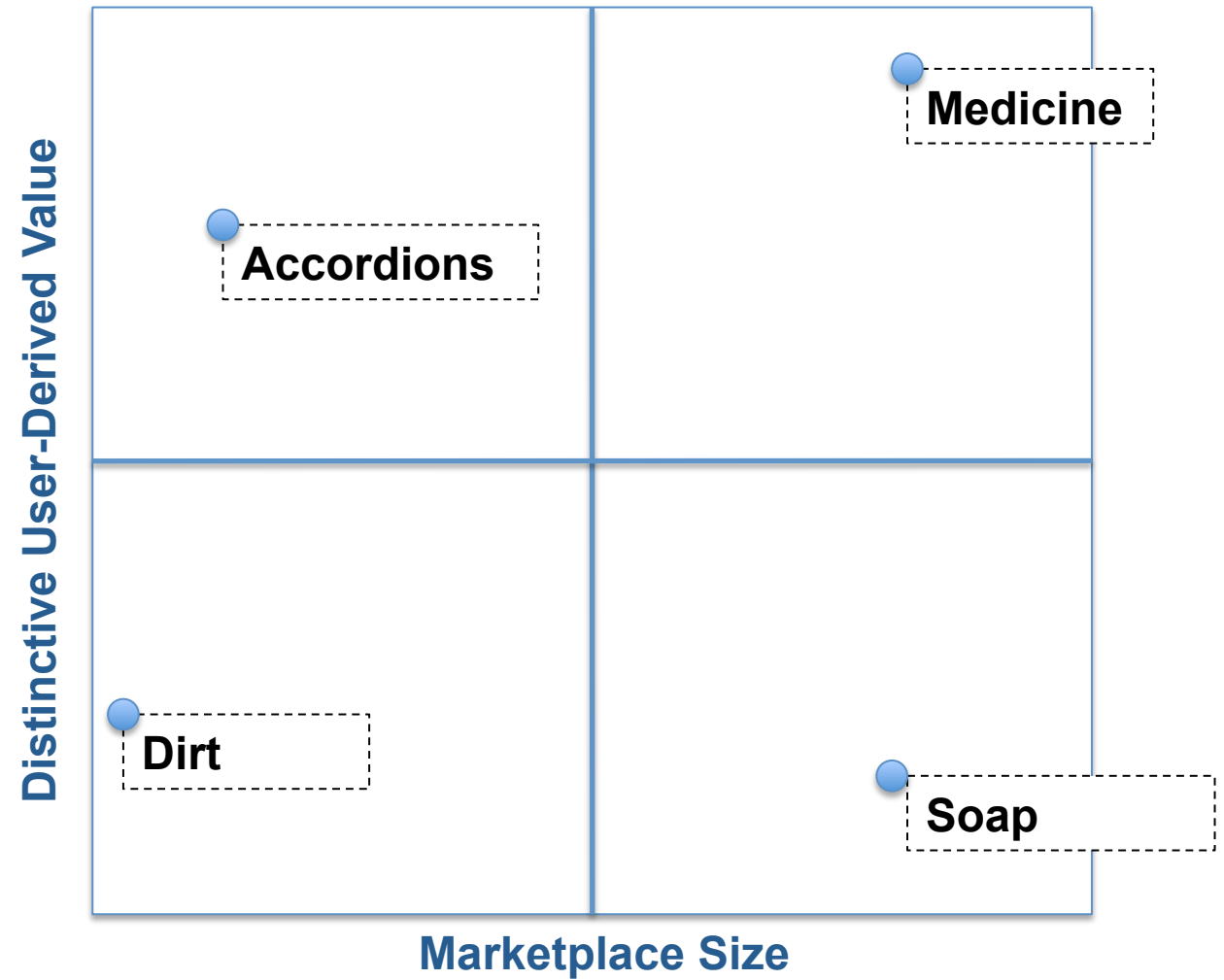
Publishing

Insight Generation

Dark Matter

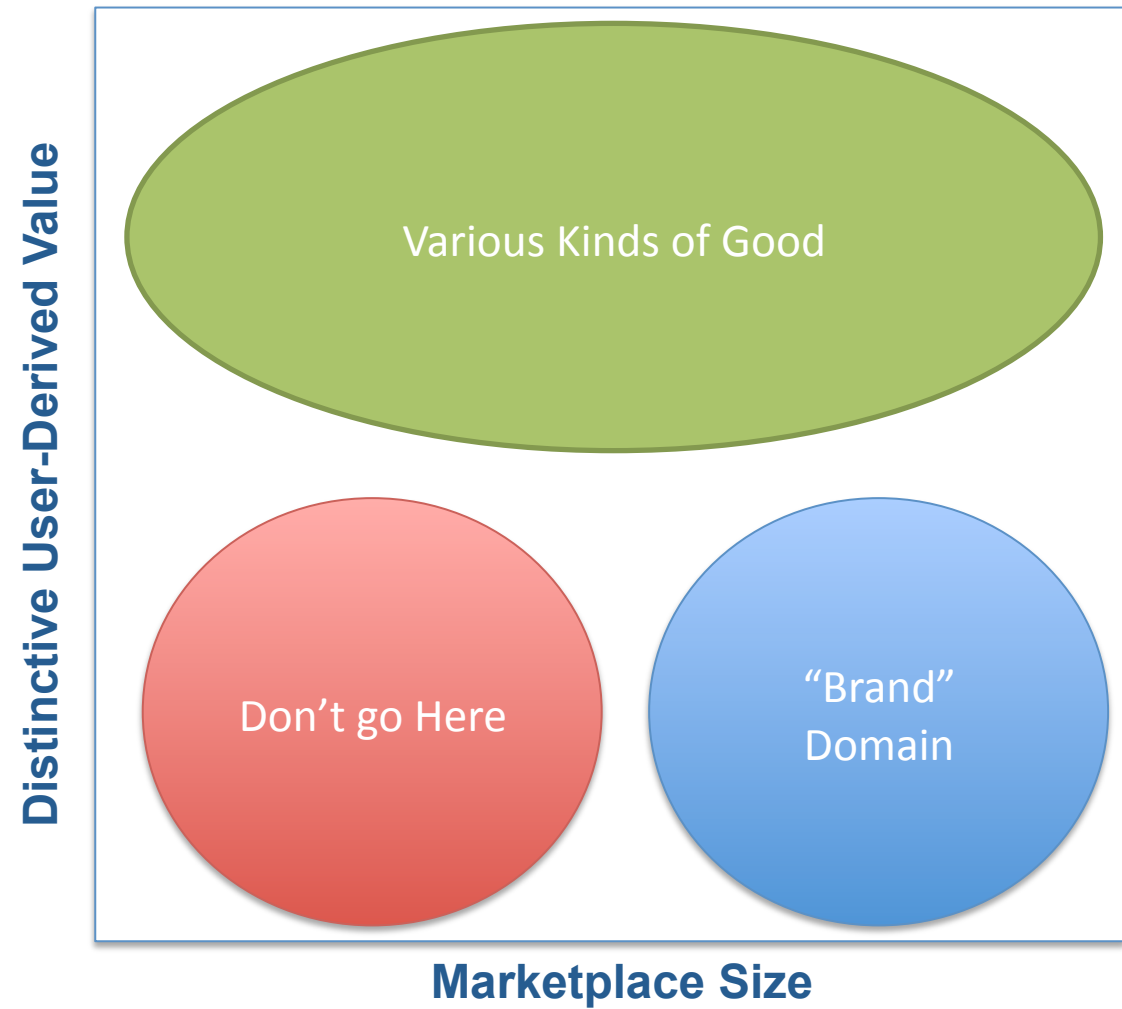
Consultant's Refuge

The 2x2 Grid



Consultant's Refuge

The 2x2 Grid





What We've Heard: Six Buckets

Tools (+ to ++)

Social (- to +)

Advertising (+)

Search (-- to +)

Publishing (+ to ++)

Insight Generation (+ to ++)

Dark Matter

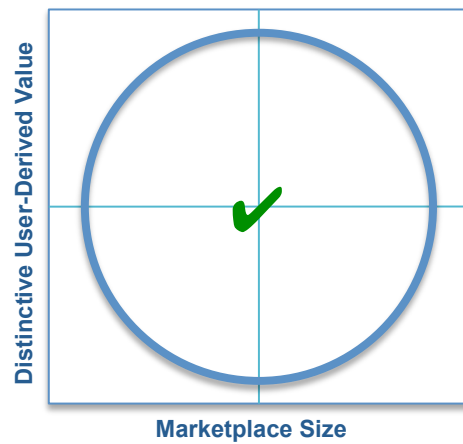
#1 – Enabling Tools

Semantic data management

Semantic data generation

Databases

Integration & Workflow



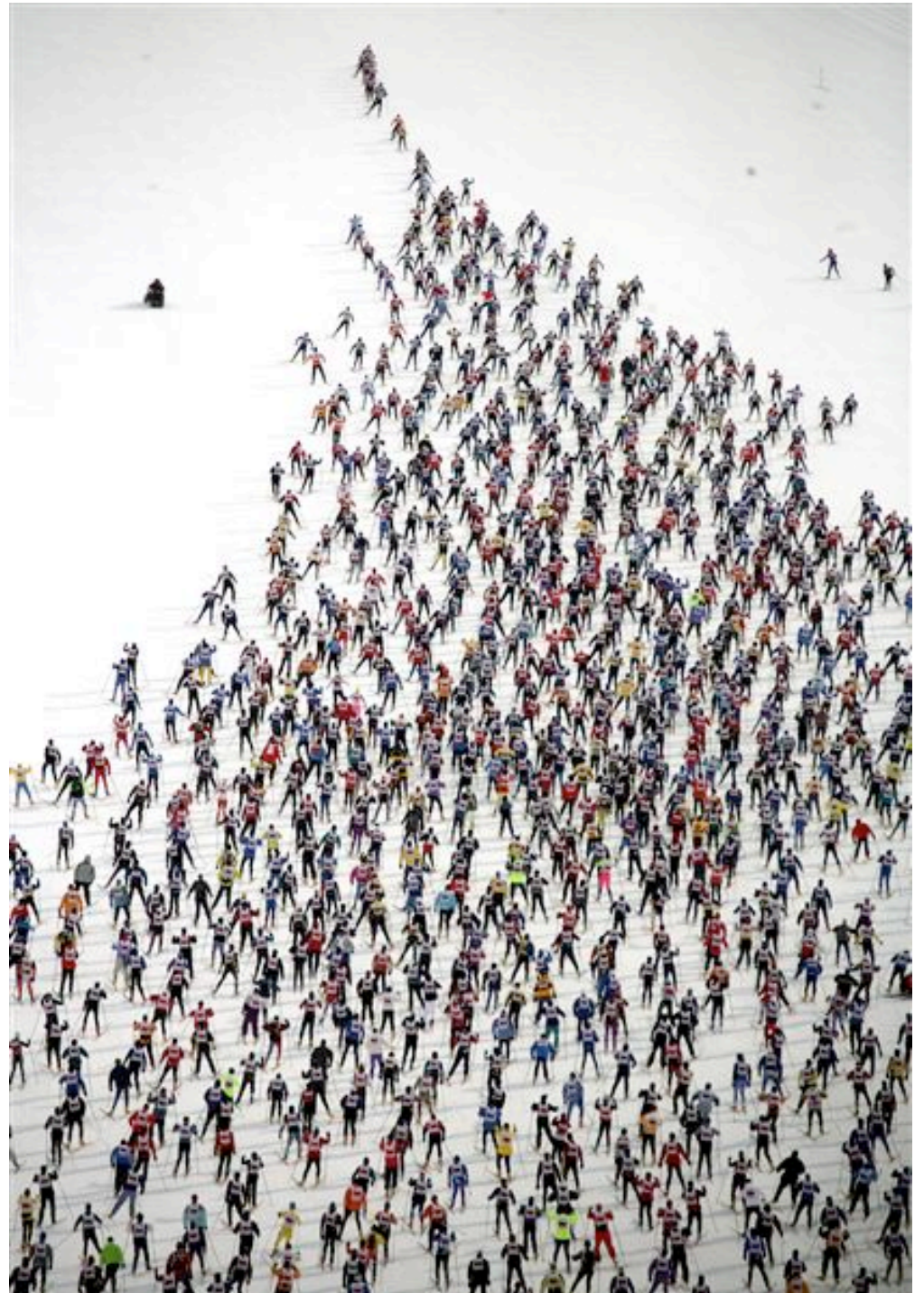
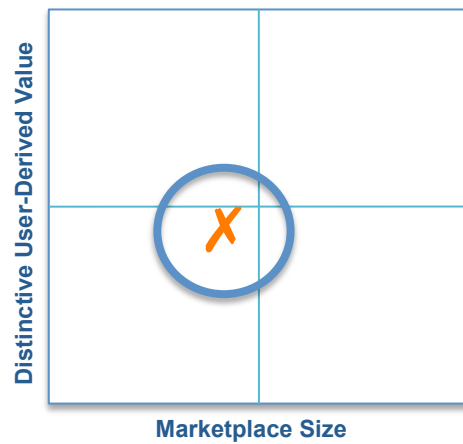
#2 - Social

Semantics-powered link sharing

Network mining

News sharing

Tweet mining





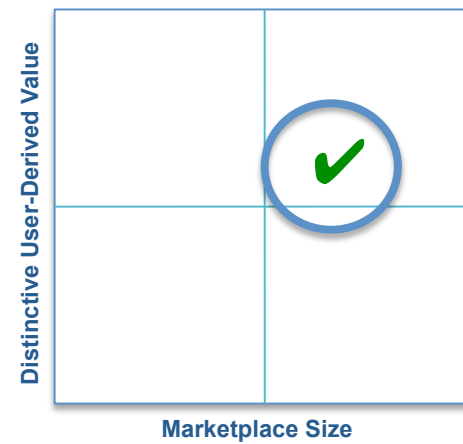
#3 - Advertising

Semantic ad placement

Contextual ad placement

Semantically-driven landing pages

Mashup Ads

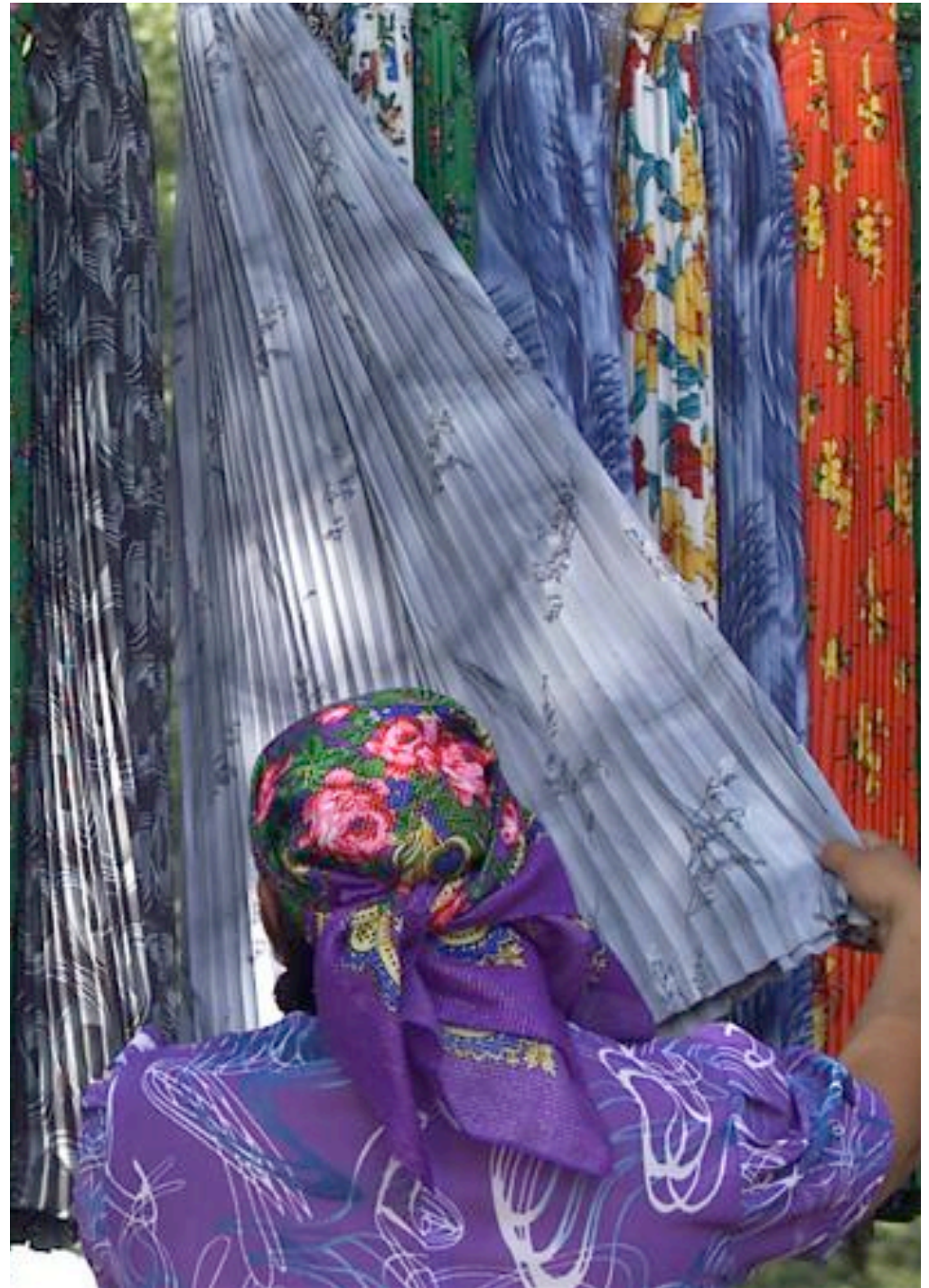
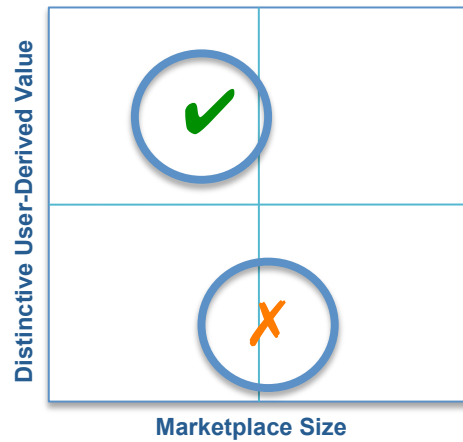


#4 – Semantic Search

General “semantic search”

Vs..

Domain specific semantically-enhanced search

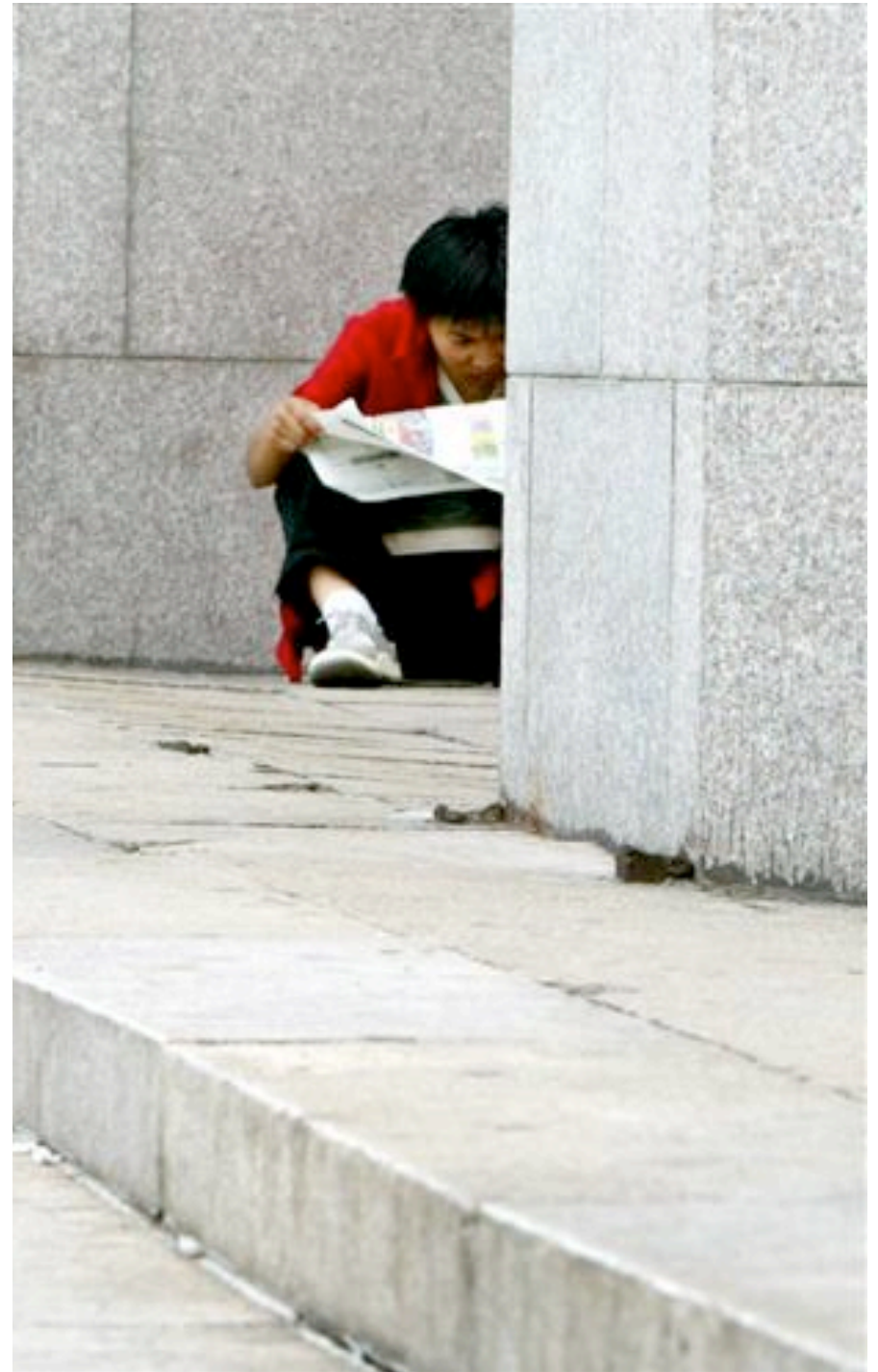
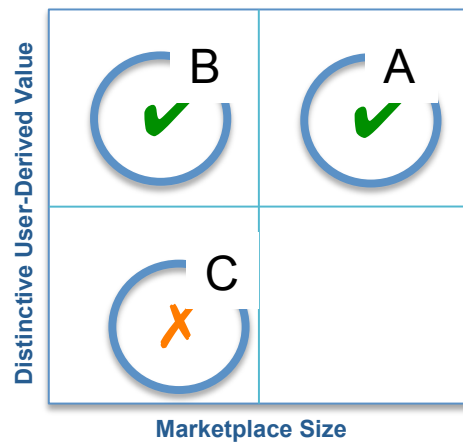


#5 – Publishing

A-Content Producers – from back office to user experience

B-Editorial + Aggregation
Publishing Models

C-Robotic publishing – aggregation only



Dark Matter #1

What Industry?

Leveraged new technology to deliver a seamless, tactile and compelling user experience...

And created a \$57 Billion market?



Gaming 101 vs. Today's State of the Web

Great story line

High interactivity, immediate responsiveness

No interruptions

Graphically engaging

Seamless

And

Fun

www.zigglydoodle.biz

or



Hmmm...

I wonder why Google



Dark Matter #2

Disintermediation

Not just business
models – but business
processes

Model: Media Monitoring

Case: Workflow



Our Suggestions for Success

Put your idea in the 2x2. Be honest. Stay out of the deadzone no matter how cool

Decide if you care about semantics or about user value. If it's semantics – be a tool vendor.

Don't fund or spend money on semantic infrastructure beyond what's necessary. The basic building blocks are available.

Think hard about user experience. Make it amazing.

Think hard about disintermediation – reducing cost base is the easiest sell there is

Thank you

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