



Cerebri AI

Corporate Overview

Sept 24 / 2019



Is she buying
your products &
services ?
- OR -
looking up info
on competitors ?



Is she **engaged** ?
Can engagement
metrics help you
decide what **offer**
or **deal** you need
for her - **right now** ?



Cerebri

Measures engagement

Values commitment

Scores product "likes"

Timed/sequenced

actions -

increase engagement

& sells products



Cerebri Corporate overview

People

Executives: avg. 20+ yrs. enterprise software experience

Staff: 55 total: 23 data science & 22 in AI software orchestration

Patents:
1 approved by PTO
13 in adjudication
6 in process

Cerebri Values CX v2 platform

- **CV/CX v2:** to be unveiled publicly on Sept 24, 2019, features included:
 - new Cerebri Values measure: customer commitment to brands, products
- **Next Best Action{set}s** for up to 4 actions timed, sequenced, value
- solve customer KPIs concurrently as required for impact of NBA{set}s
- access scores, values via Cerebri AI client UI or via APIs into corporate apps
- heavy automation from data to insights, and explain-ability & audit for banks

Customers

- **Customers:** large-scale organizations in B2C, B2B in following sectors:
 - automotive
 - financial services
 - telecom & media
 - travel & leisure (pending)

Partners



Microsoft



mastercard.

Cerebri Leadership team - Austin | Toronto | Washington DC

Jean Belanger

Co-founder & CEO

E&Y Entrepreneur of
the Year Finalist - Austin

London School of
Economics / MSc



Alain Briançon, PhD

VP & CTO

InterDigital,
Motorola

MIT / PhD



Arun Prakash

VP & CFO

Virgo Capital, Boeing

MIT / MBA,
Stanford / MSc



Sumant Kawale

VP Customer Success

SparkCognition, BCG

Dartmouth / MBA
Drexel / MSc



Victor Potapov

VP Software

Ernst & Young, Rogers,
Motricity

U. Missouri / MA Econometrics



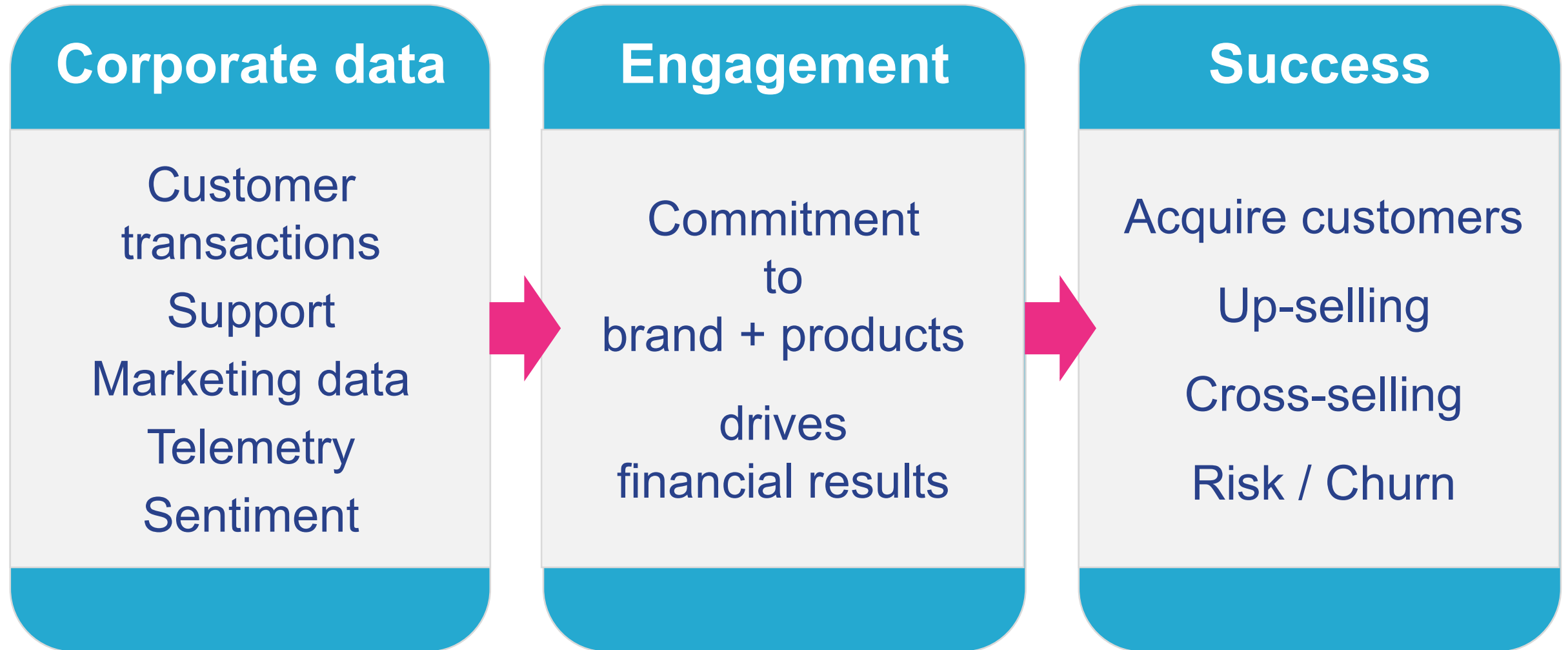
James Stojanov

**VP & GM
Consumer Group**

Accenture, Sapient
U. Toronto / BSc



Cerebri Product Strategy



1st
Value
proposition

Credibility through solid results

Top 10
global automaker

= 7x lift in sales for
email campaigns

= \$25M in
product sales

Top 10
global automaker

= 7x lift in sales for
email campaigns

= 30% lift in call
center campaigns

Top 50
global bank

= up to \$1B new loan
originations / year

= 17% less manual
processing

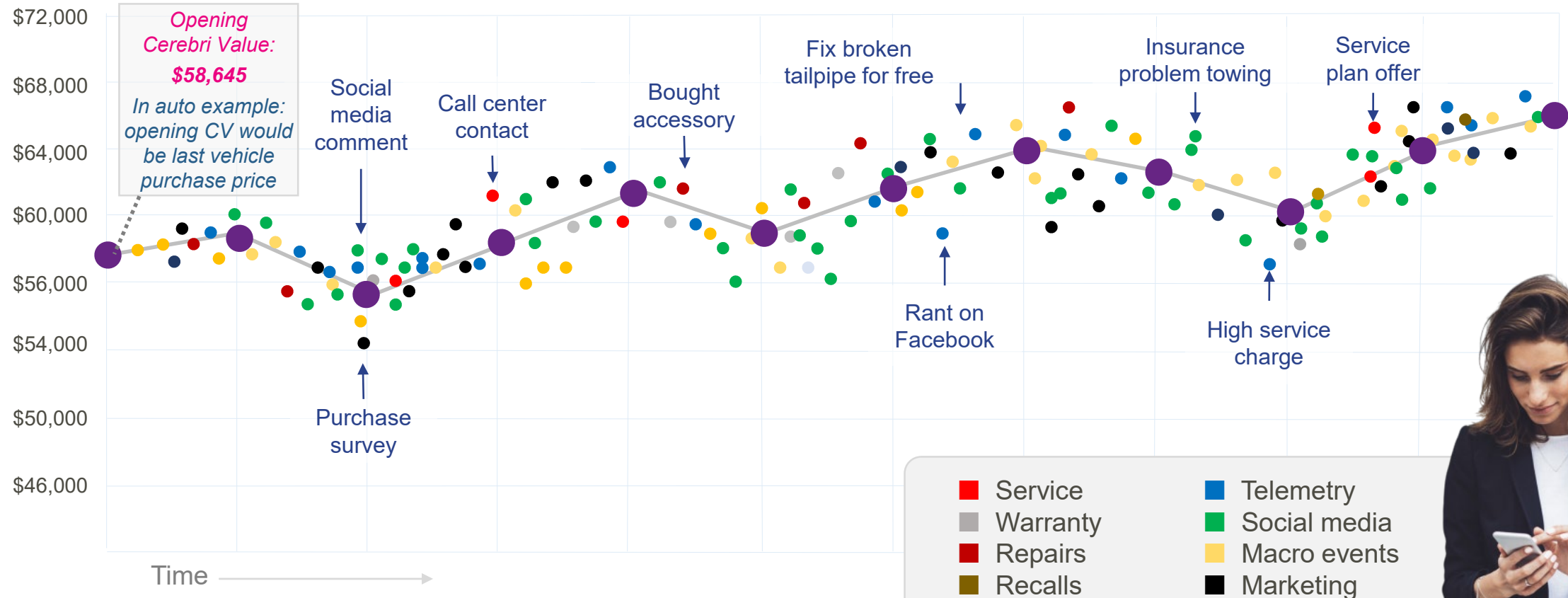
2nd Value proposition

Engagement now drives financial results

New CV metric monetizing CJ
CJ can replace NPS
Key input to increase sales



Customer journey
baseline is cost of
previous purchase



3rd
Value
proposition

Compound campaigns

Cerebri 

NBA{sets}s

Email +
call center

*Actions
timed
&
sequenced*



4th Value proposition

Concurrent KPIs

NBA{set} for increasing leasing

may impact KPI mandate to reduce risk

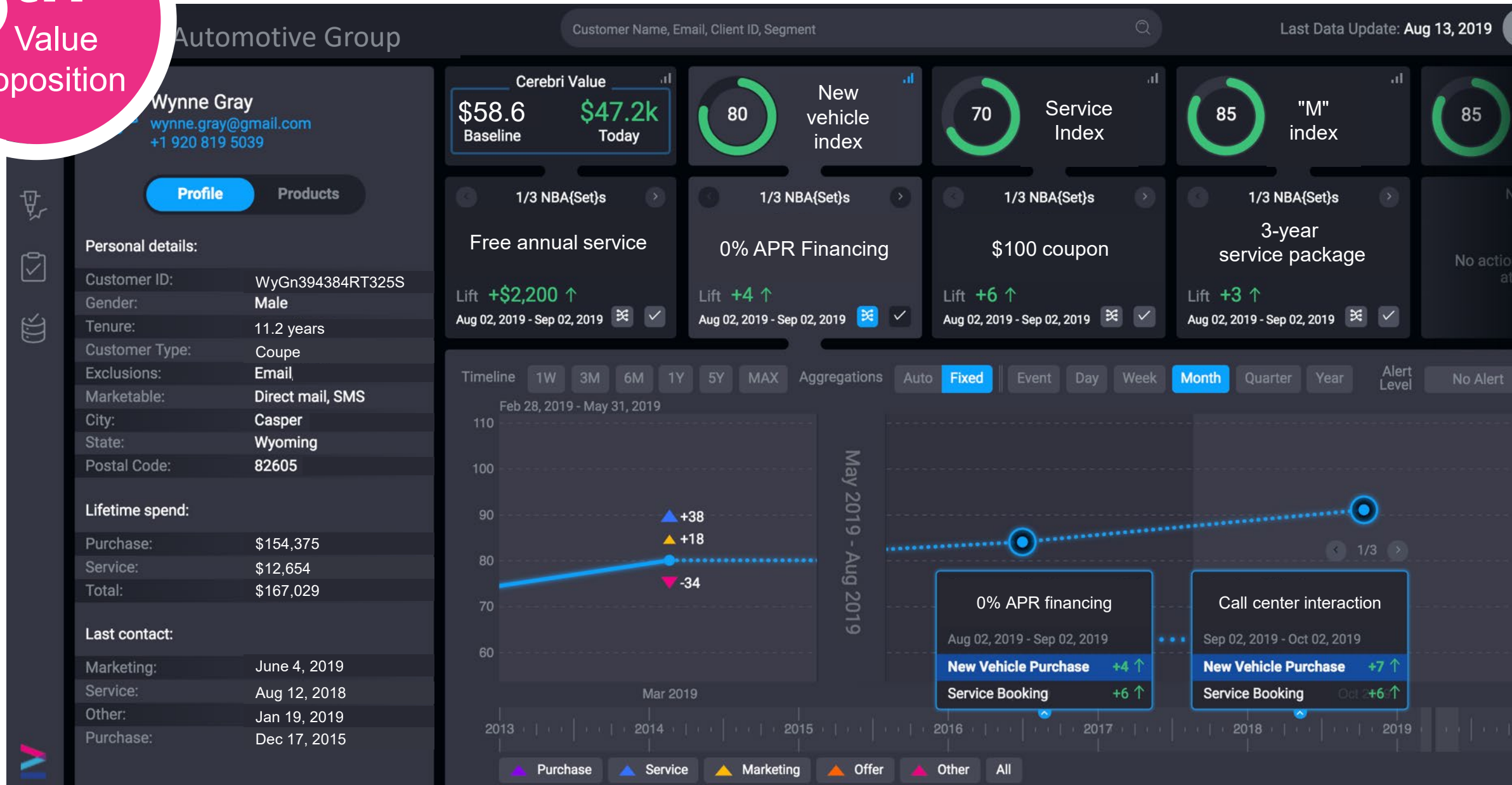
Calculates impact of NBA{set}s concurrently

LEASE FOR \$469 PER MONTH



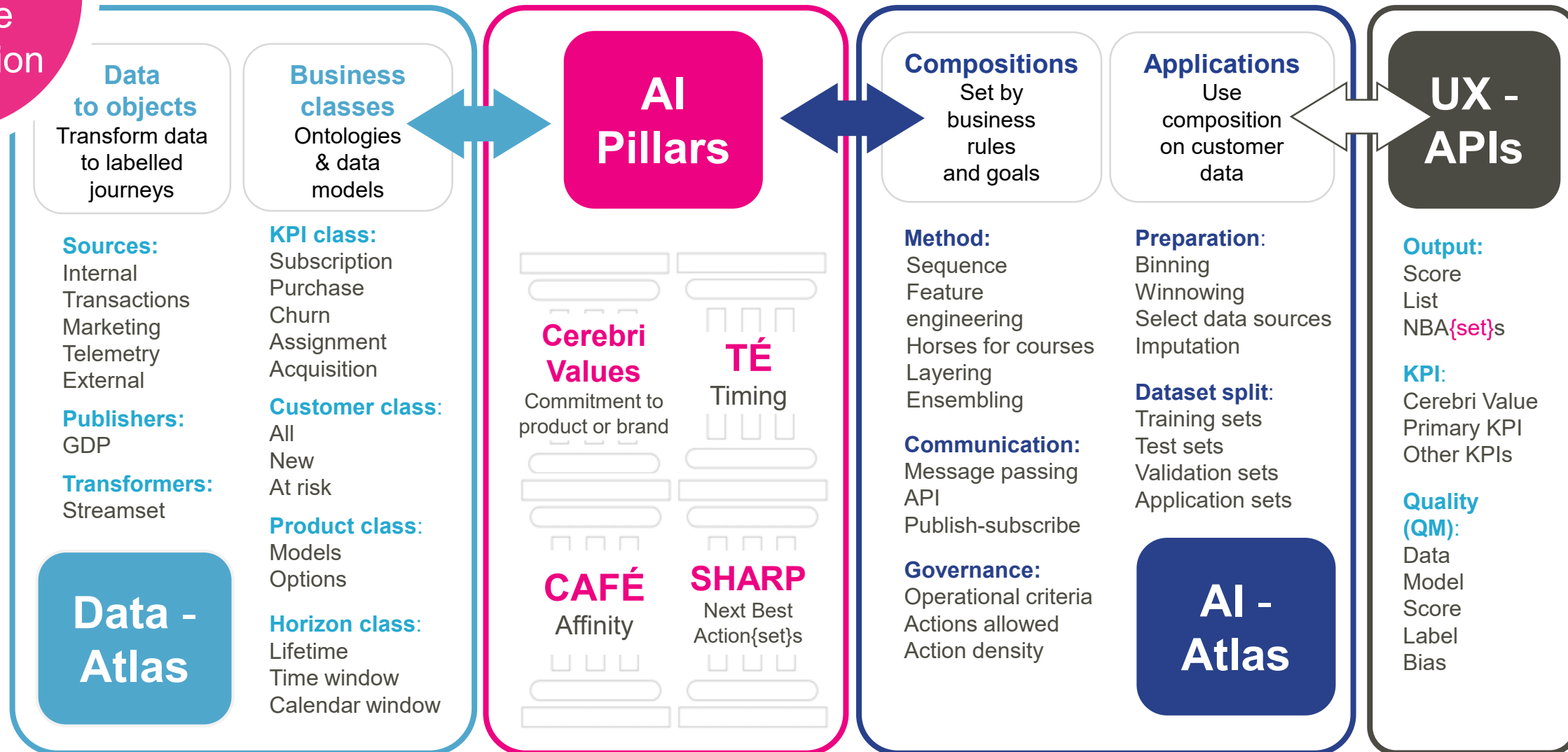
5th
Value
proposition

NBA{set}s at your fingertips



6th Value proposition

Re-use, reliability in object-oriented AI



7th

Value
proposition

NBA{set}s automated end-to-end

Cerebri AI machine learning software orchestration pipeline

Data

Batch
Files

Data
feeds
Via internal
& external
APIs

Streaming
data
Q2/2020

1.
Ingesting
of data

2.
Landing
of data

3.
Curation
of data

4.
Analytical
warehouse

5.
Feature
engineering

6.
Pillar
selection

7.
Composition
validation

8.
Deploy-
ment

9.
Projections
/ APIs

Users

UX

External
Platforms
(via API)

DS
notebooks
workbench

Quality mgt.

Power BI

Ad-hoc
SQL query

Monitoring /
alerting

Modeling CV CX pillar
designs & experiments to
ML production seamlessly,
at scale on the cloud

Increase confidence with
end-to-end & continuous
data, label, score, & model
quality monitoring & alerts

CX insights & NBA{set}s
in real time at the
moment of interaction
via UX/APIs

**Containerized
infrastructure**

Multiple clouds
Scales w/
demand
Cost-effective
Resilient

**Distributed ML
orchestration**

Scales w/ demand
Batch, streaming
Fully orchestrated
ML / Ops
monitored



**Object-
oriented
design**

Modeling
pillars & objects
ML orchestration
components

**APIs micro-
services**

Scalable,
resilient,
& available:
where, when
needed

8th Value proposition

IP strategy: heavy focus on auditability

Patent filings

1. 15/456,059

Business and data science AI management engine

2. 15/595,220

Detect, reduce bias in automated decision-making process

3. 15/647,338

Predict effectiveness of marketing campaign prior to deployment

4. 15/723,346

Distributed logging for securing multi-party transactions



5. 16/510,840

Monitoring and controlling continuous stochastic processes based on events in time series data

6. 62714252P

Multi-party & privacy-enabled scalable ML system & tokens

7. 10,402,723

Multi-stage ML Models: predict Interaction efficiency



8. 16/151,136

Privacy & proprietary information preserving collaborative multi-party machine learning

9. 62740858P

Collaborative multi-party / multi-source ML: affinity assessment, scoring & recommendations

10. 62748287P

Customer journey management platform

11. 62844338P

Predictive, machine-learning, time-series aware computer models suitable: sparse sets (Té)

12. 62847274P

Predictive, machine-learning, locale-aware computer models suitable for location and trajectory

13. 6285613P

Object Oriented Modeling (OOM) for AI

14. 16/408,404

Multi-stage ML models to predict evolution for customer and score journeys

15. In process

Adaptive affinity methodology for sparse data set(CAFÉ)

16. In design

State the space for Cerebri Value and utility

17. In design

Policy / rules aware (risk, GDPR) recommendation engine (RL +OR)

18. In design

Imputation and support for cold start based on customer journeys

19 In design

Publish/subscribe architecture of data, features, models applied to OOM

20 In design

Online self-learning and optimization applied to OOM

21 In design

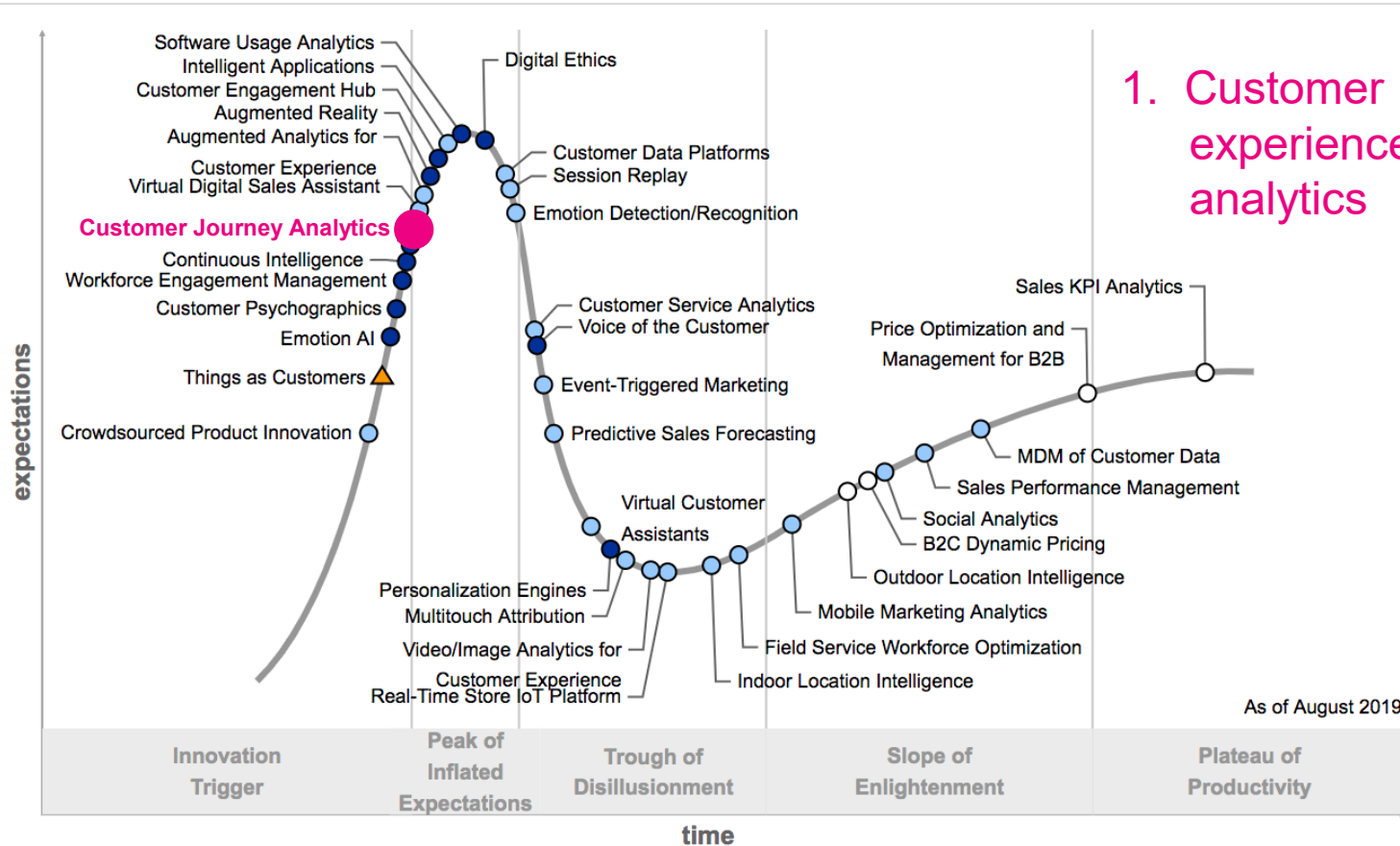
Next best action{set}s with synthesized actions and rewards

Cerebri Gartner Research focused on CJ analytics

Gartner highlighted customer journey analytics & **Cerebri AI** in 6 sector reports

CJ analytics
vendors
highlighted by
Gartner:

[24]7.ai
Adobe
Cerebri AI
ClickFox
Engage/cx
Kitewheel
Pointillist
Teradata
Thunderhead
Usermind



1. Customer
experience
analytics

Cerebri AI
highlighted by **Gartner**
in five other technology
adoption curves in
Q3/2019:

2. Digital marketing & advertising
3. User experience
4. Digital e-commerce
5. Enterprise architecture
6. Business process services



Cerebri AI

