



AI Platform



Wild Mouse Summarised:

Wild Mouse is an Australian software company founded in 2015 to create enterprise software that focuses on innovation. For the past seven years, Wild Mouse has been carefully and diligently architecting, designing, and building our Uneath AI Platform—a globally unique Artificial Intelligence platform.

The Uneath AI Platform:

Uneath AI is a cloud platform that accelerates the adoption of AI in enterprises, making AI practical, usable, and valuable. It reduces the time, cost, and complexity of implementing AI by providing the necessary infrastructure and pre-built capabilities to meet standard requirements - ingesting, analyzing, and storing all relevant information inside and outside an organisation, as well as tools for querying and automating processes.

A set of solutions is available for the Uneath AI Platform, providing a rapid way of automating processes using AI. Solutions are available for Regulators for Forms Processing and Approval, Audit and Compliance, Horizon Scanning, Incident Identification and Monitoring. For sports, AI Coaching and Talent Identification solutions.

This document provides in-depth information on Wild Mouse, The Uneath AI Platform, the capabilities of the Uneath AI Platform and extensions and solutions that provide additional capabilities for it.

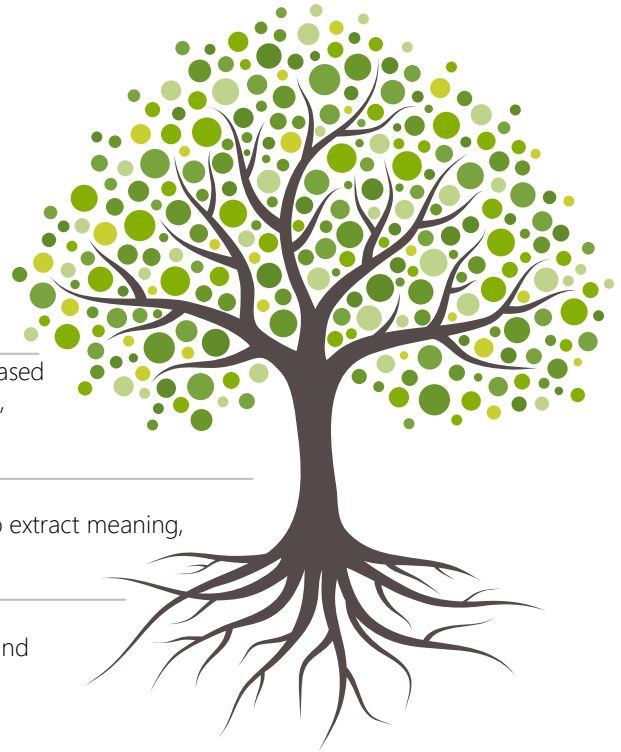
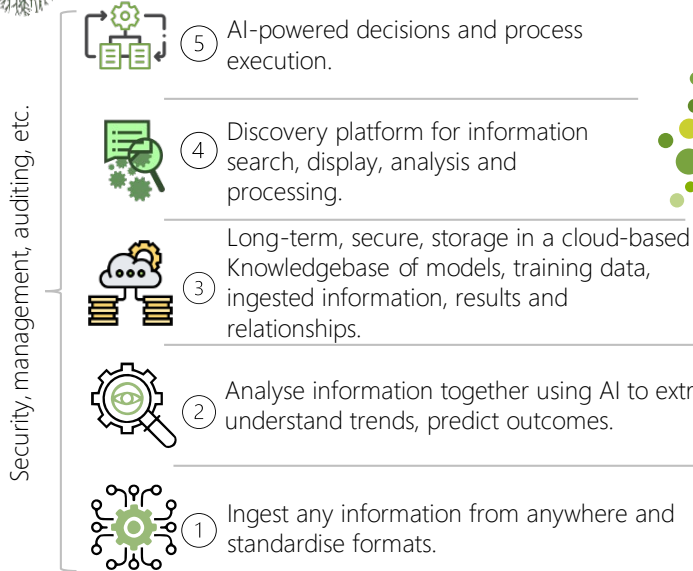
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Core Platform



Unearth AI



Unearth AI Core Platform - Introduction

Unearth AI is a platform like Salesforce, Dynamics 365, or Microsoft 365. Like these platforms, Unearth AI provides extensible capabilities for building custom and pre-built Solutions that use AI's power. Current solutions include Licensing/Onboarding, Auditing/Validation, Incident Identification, Monitoring, Horizon Scanning, Sports/Training, and Research with ChatGPT. These pre-built solutions provide easy paths to AI adoption.

Unearth AI includes the set of tooling needed for AI applications:

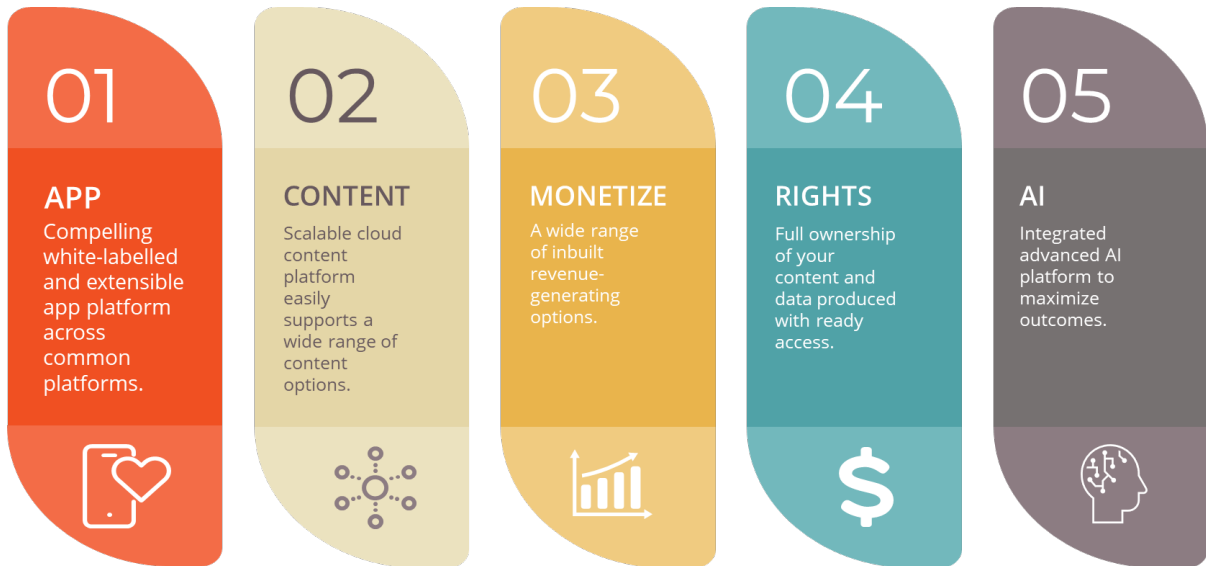
- **Ingest:** The ability to ingest any information for processing from any source system or platform.
- **Analyse:** A processing system powered by AI with built-in decision-making, including many AI capabilities and hosting for custom AI developed by partners and customers. This can also bring together multiple single-point AI products into a holistic solution.
- **Knowledgebase:** A unique, secure, and scalable cloud storage platform that stores all information ingested.
- **Discover:** This allows users to analyse the information in Unearth AI in various ways, including charting, mapping, and ChatGPT. It also includes tools for staff to interact with business processes being automated by AI.
- **Execute:** An AI-powered robotic process automation platform with external links.

Unearth AI is a unique platform with no known competitors. Its competitive advantage is, therefore, not so much that it is a little better than another product. Rather, Unearth AI is a groundbreaking shift in capabilities, allowing organisations that use it to change their mode of operation significantly.



Optional Components





Xpreshon is an optional consumer-facing extension to Uneath AI, powered by its AI capabilities. It delivers content to users to build engagement and provides a set of tools to cement that engagement and a platform to deliver unique capabilities powered by Uneath AI.

Firstly, there is the white-labelled app platform. This includes apps on phones, tablets, computers, the web and other devices. These deliver secure operation, compelling user experiences, and branding and can host custom functionality.

Uneath AI ingests, understands and creates links between audio, video, articles, images, events, products, and other forms of content. Xpreshon streams this content into its cross-platform apps, allowing users to follow links, get recommendations and view feeds curated by AI.

Monetization is seamlessly integrated within the app, from advertising to memberships to supporting sponsorships, to a subscription engine and even eCommerce, all integrated into the experience and linked to content, providing a secure and confident business model.

Two common factors tie the story together for our customers:

1. Wild Mouse's clarity in our role. Our customers own and have control over their content and can even have ownership of unique functionality.
2. Uneath AI's powerful AI capabilities quietly power the core functionality and surface through Xpreshon, providing a platform for the development of unique and engaging experiences.



APPS



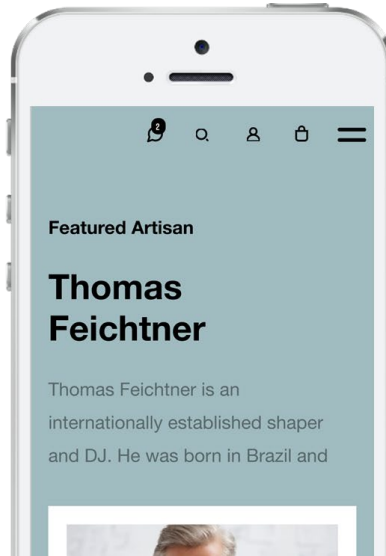
SECURITY

OAuth 2.0, 2FA, etc., as required. Integrated DRM. We provide a safe and secure platform for you, your users and your content.



CONTENT

Text, video and images held in a cloud content system that allows you to create articles, personalities, news, teams, events, locations, products, all with interconnected relationships.



VIDEO

VoD, live video, even VR. High performance, cloud scale handles the largest events and the shakiest connections gracefully.



BRANDING

Apps with your own look and feel, colors and brand, right down to the app store listing and icon. Xmouse Live only appears in the About screen.



Platforms supported by Xpreshon include:

- Apple iOS devices: iPhones and iPads. Optional apps for OSX for MacBook, etc.
- Android phones and tablets.
- Windows PCs.
- Web

Other optional platforms include set-top boxes and game consoles.

Common consumer authentication methods are available.

Apps can be branded with your organization's brand. Specific look and feel and functionality can be added if required.

The following types of content are available in Xpreshon, populated from Uneath AI:

- Articles and news items
- Photos and images
- Videos: Live and on-demand.
- Events
- Locations
- Products

Typically, content is provided to the user as feeds, like other platforms. Users can select an item in the feed to bring up the item in detail. Content is displayed in the feeds depending on interests, selected filters, and other rules.

The ability to link information together - both explicitly and through Unearth AI creating links itself - is important. This allows content items to be linked together, such as locations to events, products to videos and so on.

Xpreshon Interaction

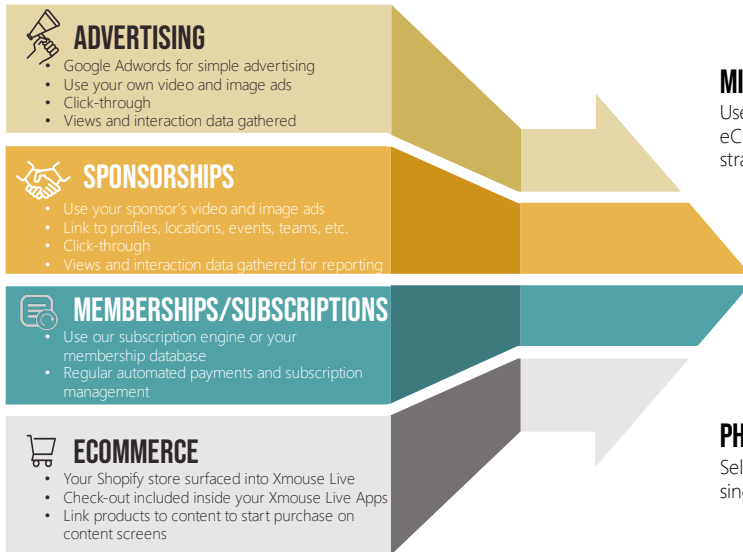


Interaction with content in apps is important in building engagement. Xpreshon provides its own approach to interaction by utilizing great features from other apps in our own way, including:

- User Profiles for different types of users, such as fans, athletes and coaches.
- Notifications, to bring users back to the app when relevant content changes, comments are made, etc.
- Content uploaded and added by users.
- Comments and reactions using emoji by users.

The community that you create using Xpreshon is your community. Rather than being a small part of a giant social media network, you can readily create your own network where posts and conversations can be on topic. AI can be used to monitor user behavior and comments to ensure that the environment meets the standards that your organization requires – on topic and respectful.

Content may not be the end of the story for your experience though. Whether it be athlete training, scoring, games, or some other unique capability, the Xpreshon platform can be added specific for your application.



MIX AND MATCH TO SUIT YOUR BUSINESS

Use subscriptions, pay-per-view, free with advertising and eCommerce combined to optimize your own monetization strategy.

INTEGRATED EXPERIENCE

Keep the whole experience inside your own platform without a need to transition users to another platform to complete a purchase.

ITS ALL YOURS

The revenue you earn is yours. No commissions, no clip of the ticket. We can even work together to minimize App Store commissions.

PHYSICAL AND DIGITAL

Sell physical and digital products and subscriptions through a single store.

Xpreshon offers a mix of monetization options that can be mixed across the application and content in a way that works for each experience. These include:

Advertising

Advertising is a common tool for monetization, especially when content is available without cost to the users. The following advertising options can be used:

- **Banner ads:** A banner that appears on each page of the app, as configured by you. You can select one or more of the following types of pages in the app: App Home Page, Category Home Pages, Personality Pages, Video Pages or News Pages. These appear at pre-set locations in each of these pages when you enable them to appear.
- **Interstitials:** A full-page ad that appears at the transition point between pages in the app. Interstitials can be selected to appear between one or more of the following types of pages in the app: Upon entering a Video page, upon entering a Personality Page or upon entering a News Page.
- **Pre-and-Post-Roll:** Pre-roll advertising is a short video ad that plays before a video starts and post-roll is a short video ad that plays at the end of a video. You can configure to have these videos played in your app. Videos can't be skipped for a short period of time.

Basic advertising is the fastest and easiest way to monetize the Xpreshon platform. Enabling it is quick and easy and it produces revenue that is related directly to the users of your platform relatively quickly.

Sponsorship Campaigns

Sponsorship is an effective and attractive monetization option in which businesses can sponsor your events, personalities, content, or organization.

The Sponsorship capability allows you to create direct relationships with businesses and promote their brands and products directly in the app, directly related to content. You're able to create relationships with your sponsors, allowing you to tailor the experience and arrange your own optimum deals. Xpreshon provides the tools to enable you to create optimal scenarios and run campaigns inside your app.

Sponsorship in Xpreshon allows you to:

- Place sponsor tiles in selected locations in the app. These tiles contain images specific to the sponsor. A viewer selecting the tile can either play a video or open a URL using the device's browser.
- Place background images and change tile colors on selected pages in the app. This is suitable where sponsorship or advertising is attached to personalities, events or news items.
- Play specific pre-roll, post-roll, and timed advertising before, after, and during specific videos. For example, you could play a product advertisement before, during, and after an event sponsored by a product.
- Play specific video content or ads as Interstitials, so you could play a full screen product ad when loading a profile page for a personality sponsored by that product.

The Xpreshon Sponsorship approach allows you to mix and match the above and even mix the approach with the Basic Advertising approach. You can select not to display basic advertising on sponsor pages. Sponsorship tools in Xpreshon can, of course, also be a great way to advertise your products, content, or events.

Where you use a Subscription Approach, you can use Xpreshon reporting to document the eyeballs and click-thru events. This allows you to charge your sponsors a fixed fee or a performance-based fee.

Basic Sponsorship is available in Xpreshon now, with additional sponsorship options soon.

Content Purchases

Xpreshon is a content platform that brings users to the platform to consume the awesome content your organization delivers through your app. One of the most direct ways to monetize the Xpreshon platform is to charge users for access to your content.

Xpreshon provides a model that includes a combination of subscriptions and rentals to allow you to monetize content. You can set three subscription levels and three rental pricing models for news and video content in the platform. You can also mark content as free. Viewers will be required to have either a subscription for the correct tier to view an item of content or pay for a rental of the content for the number of days set by you.

Previews can be made available for all paid content.

Xpreshon provides secure subscription and rental payment engines.

You can select to make different types of advertising available only to users without a current subscription and only on content that has not been rented.

Note: Where the app is being used on a mobile device that includes a store (e.g., Android, iOS, or Microsoft) and the user purchases content on that platform, a fee is payable to the vendor.

Content purchases are available in Xpreshon now.

Product Sales and Ticketing

If you have an organization that provides physical products for sale or ticketing for in-person events, Xpreshon provides an in-app e-commerce store – a particularly powerful monetization step, especially given the ability to link content in Xpreshon with products.

Xpreshon has two ways of delivering ticketing and retailing – via a store provided in the platform or by surfacing your store into the platform. The Xpreshon team will assist with implementation, but either way, the key benefit that can be achieved is the purchase of products and tickets in the same platform used to deliver content to your customers. This approach of bringing content, news, social, videos, merchandising and ticketing together enables you to maximize the opportunities to drive purchases and the benefits of bringing your whole organization into a single experience.

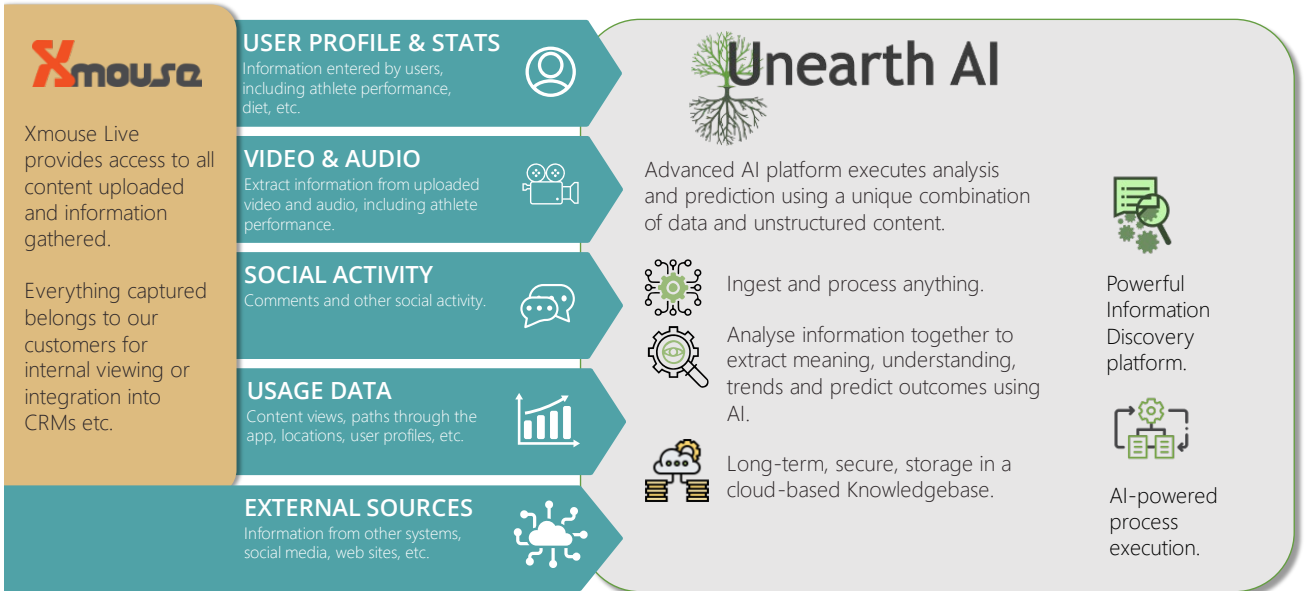
Content Linking

The benefits of a single platform are maximized by linking content across the platform. Xpreshon allows all content to be linked, such as:

- Links from an article to personalities featured
- Links from a personality page to the videos that they appear in
- Links to similar videos or other videos that a personality appears in
- Links to sponsor pages from personality pages
- Links to purchase tickets to an event that is related to a video
- Links to purchase products highlighted in a video or by a personality

A feature of Xpreshon is SpiTech, which allows you to create hotspots in videos that link to websites or other locations in the app. These can include links to purchase products used by a personality in a video, links to sponsor pages, and so on. SpiTech brings your content to life for maximum benefit.

The Xmouse app currently offers some content linking, but more will be added soon. SpiTech will also be added soon.



Understanding customer behavior is critical in enabling you to sell and bill your customers for sponsorship and other monetization approaches and to decide which approaches work best for your business and your customers.

One of the benefits of Xpreshon is the amount and quality of data gathered. After all, your Xpreshon app is your shopfront and your direct connection with customers. Unlike using various platforms, Xpreshon allows you to gather an accurate set of information and report on it consistently.

Xpreshon gathers a lot of information, including:

- Demographics and location of customers, down to individuals
- What videos are watched by whom and when
- What ads are viewed or clicked on
- Demographics of users interacting with ads and other items in the app
- Patterns of behavior within the app
- And others

The data gathered by Xpreshon not only provides significant value to advertisers and sponsors but also empowers you to make informed decisions about the structure and content provided to your customers. This empowerment ensures you can confidently steer your business in the right direction.

Xpreston App Examples

