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**Knowledge Management & Analytics Business (Cognitive AI)** supported by the academic research and investments of Stanford University professors - Initial focus: Capital Markets - Longer term: multiple sectors.

### Financial Information

- Company Stage: Seed 2
- Previous Capital: \$900,000 | Monthly Net Burn: \$40,000
- Pre-Money Valuation: \$8m | Capital Sought: \$2m

### Management Team

**Co-founder | CEO, James Flavin:** former Director at BCA Research, a leading Macro Economics Research house. Prior to BCA, James developed a news aggregation platform for Ebiquity.

**Co-founder | Chairman, Neil Scarth:** expert Regulatory Consultant and Speaker. Former Portfolio Manager, Deephaven and board member of IMA Research Advisory Panel, Neonet Securities. Ran integrated institutional equity businesses for ABN-Amro and Merrill Lynch.

**Co-founder | CTO, Derek Ewing:** technology thought-leader and Enterprise Architect. Head of Cloud at HSBC. Enterprise Architect at ING. 10 years' experience delivering strategy and technology within Barclays. Master degree in Bioinformatics.

### Problem

- Written information volumes have exponentially exploded
- Portfolio Managers (and other professionals) receive a wealth of material, yet it is rarely stored centrally or readily accessible.
- Search engines have not evolved significantly since the mid-1990s and are unable to cope with domain-specific needs - e.g. Google is a popularity engine/advertising business.
- Visibility of colleagues with relevant expertise across larger firms is often very low

### Solution: Centralised Search and Knowledge Management

[ discover insight - in an unbiased way - from across all content ]

KiteEdge PEAK uses AI to convert documents (often PDFs) so that they can be quickly used within many platforms (XML, XLSX). The technology also extracts data using neural nets and other machine techniques, creating structured data sets.

**KiteEdge Apex combines AI with ontology (knowledge graphs) to empower professionals to obtain greater value from ALL their existing internal & external written content.** Centralizing and making insight accessible across the organization provides a significant productivity enhancement. Furthermore, the building of Search Personas helps users to identify unknown internal experts who can provide additional insight – an 'internal expert network'.

### The Market

PEAK - application across many sectors (beyond Finance). Market size is estimated at USD \$6bn+. There are advanced plans for a spin-off.

APEX - Initial target market is Buy-Side (PMs/analysts/strategists) with

the focus being active Asset Managers (AMs). Market size is \$1.2bn.

Enterprise Search Market: forecast to reach \$5 Billion by 2020.

### Competitors

- **Terminals (Bloomberg..)** - expensive (~\$20,000), legacy technology/commercial frameworks. AMs use multiple terminals, resulting in data loss. Search is weak.
- **Marketplaces (Rsrchx..)** - models have failed as they disintermediate current buyer/seller relationships (Spotify/iTunes/eBay models). Search is weak.
- **Enterprise Search Firms (Attivio..)** - lack financial domain knowledge and have risky commercial models (consulting & annual licences).

### Competitive Advantage

PEAK - AI not OCR/Template based – accurate and scalable.

APEX - No one offers 'Search' of unstructured content in this (or most) sectors well. APEX combines search technologies/approaches to work with domain experts (rather than against, by guessing intent) and creates an 'Internal' search and data layer.

The internal element is important as by indexing all written content centrally, rather than subsets sitting on multiple platforms, transparency needs are met; and the AMs are in control, so insight discovery matches their needs, not the vendors - allowing them to benefit not only from more specific insight but from the analysis of their Enterprises usage data – institutional memory...

The Terminals and Marketplaces are not focused on search and provide external aggregation only - they, not their clients, own the commercial relationships and the data generated. Enterprise Search firms facilitate internal aggregation - however, there are many failed projects due to a lack of domain-specific knowledge and support.

### Marketing Strategy

Events; Whitepapers; the 'Ontology Project' has 55 members and was launched with the CFA (ask for more info); third party Integrations; personal networks; social media.

### Greatest Needs for Next 6 Months to 1 Year

Capital to expand the technology team; partnerships with financial/professional services institutions; beta testers of platform.

### Traction

Live client for PEAK and POC with a global manager for APEX.

### Revenue Model

SaaS model. Sales at the desk level (AOV \$25k) or Enterprise level (\$500k+). Freemium route being considered for PEAK.

\$	2019	2020	2021	2022
Revenue	60k	2m	7.6m	19.3
EBIT		22k	4.8m	14m