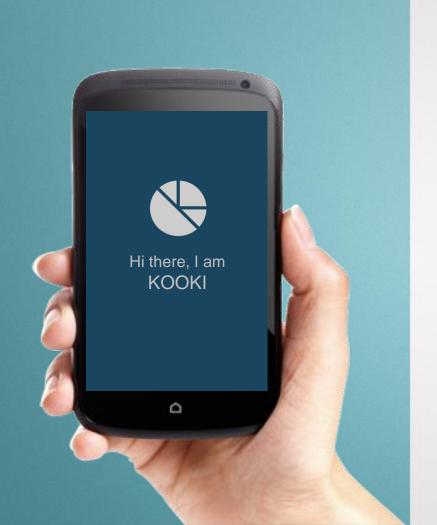
# World of Artificial Intelligence Agents







### VISION

Kooki is your hybrid intelligence agent

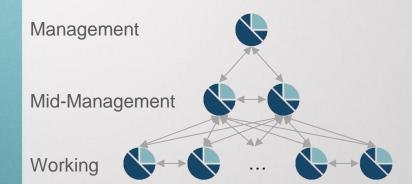
Kooki recommends actions by adapting to your preferences and data sources.





# Market Intelligence One

A enterprise platform (network) of personalised & autonomous artificial intelligence (MI1) agents that unify data, self-evolve, co-create insights, co-share knowledge in the dynamic field of market intelligence.





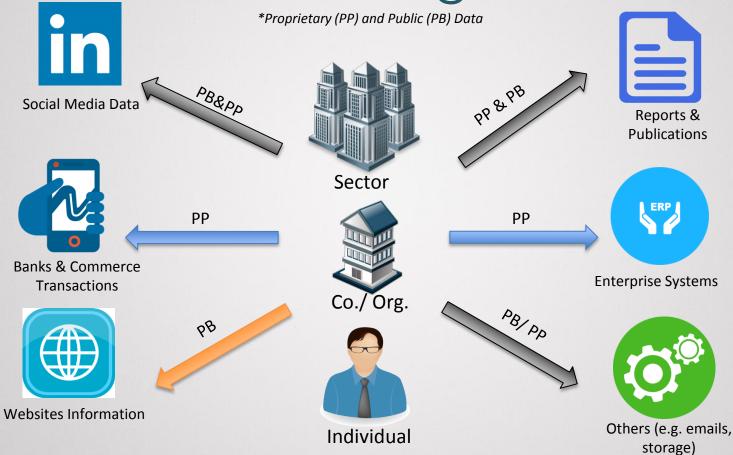
### What we have now...

LIMELIGHT PLUS
-Media Sensing
Tool

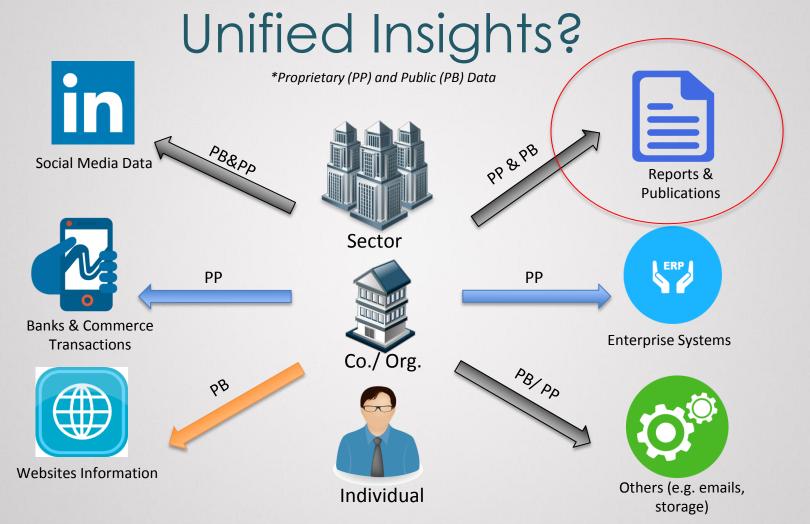
COMING SOON! **MARKET INTELLIGENCE 1** (M11)-Market Research & Intelligence



# Unified Insights?









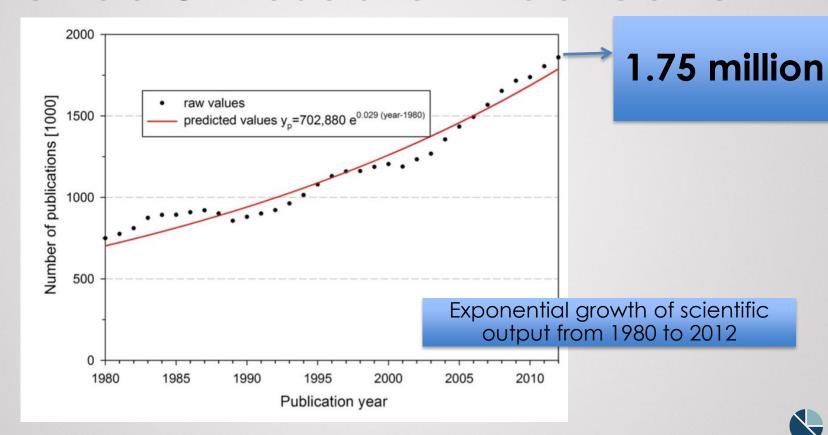
### **RSS Feed**

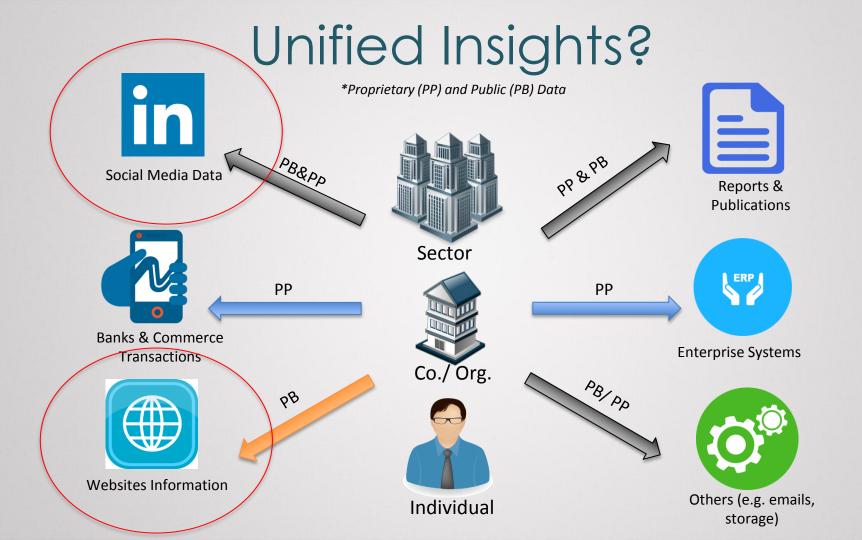
 Statistic from "BuiltWith" puts the number of websites that publish RSS feeds at over 20 million worldwide

Name	10k	100k	Million	Entire Web
RSS	<b>1</b> 2,136	<b>1</b> 22,165	<b>1</b> 413,804	<b>1</b> 9,808,91 <b>1</b>



### Science & Research Publication







### Social Media BOOM





# Social Media is exploding

**AVERAGE DAILY USE** OF THE INTERNET VIA A PC OR TABLET (INTERNET USERS)

**AVERAGE DAILY USE** OF THE INTERNET VIA A MOBILE PHONE (MOBILE **INTERNET USERS**)

**AVERAGE DAILY USE** OF SOCIAL MEDIA VIA ANY DEVICE (SOCIAL MEDIA USERS)

**AVERAGE DAILY TELEVISION VIEWING** TIME (INTERNET USERS WHO WATCH TV)









4H 41M 2H 18M 2H 27M 1H 53M



# Social Media is moving faster than ever.

In 1 second, there are

2,851

Photos on Instagram

10,364

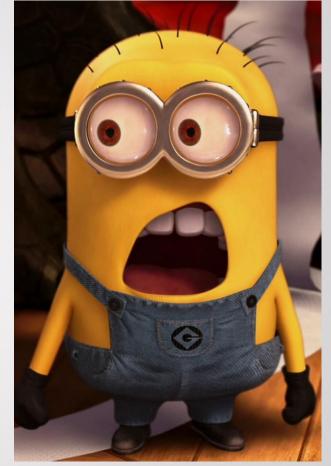
Tweets on Twitter

54,925

Posts on Facebook

### What does all this mean?

- Your customers are spending A
   LOT of time on social media
- There is so much new content coming online.
- If you're not tapping on it,you're losing out!







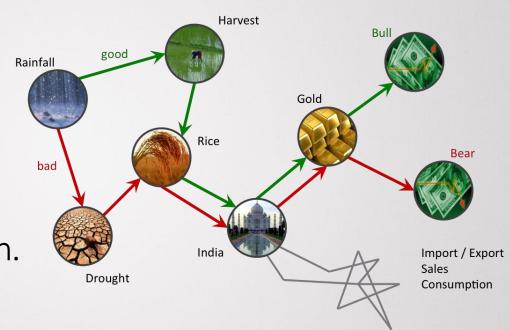






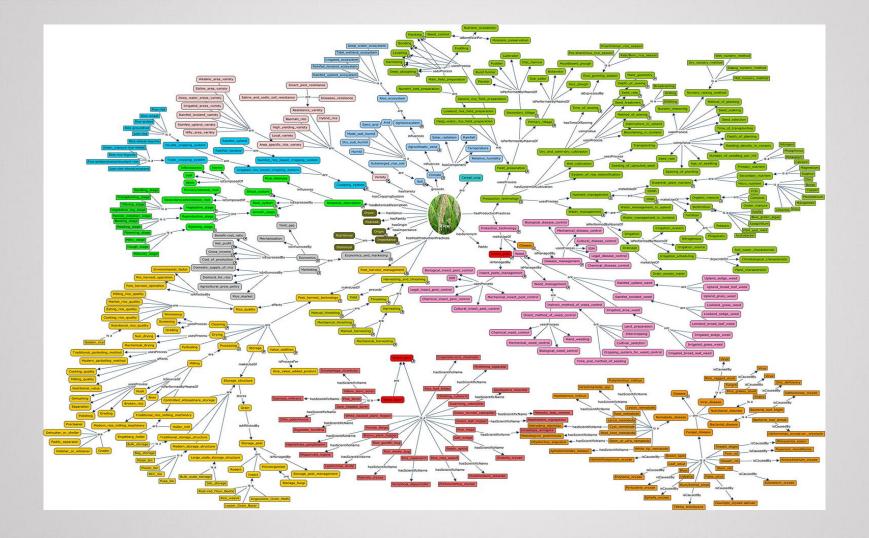
# Ontology

Ontology: The categorization of concepts and the relations between them.



Connection between Weather, Rice & Gold







# Limelight Plus Features

### **Text Analysis**

- -Sentiments
  - -Trends

#### **Metrics**

- -Volume
- -Day and Time
- -Content Sources

### **Explore**

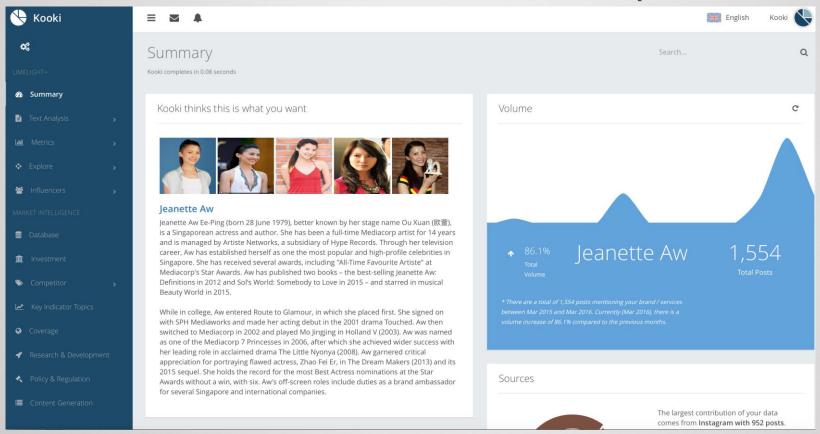
- -Topic Wheel
  - -Tag Cloud
    - -Post List

#### Influencers

- -Authors
- -Affinities
- -Authors Geography

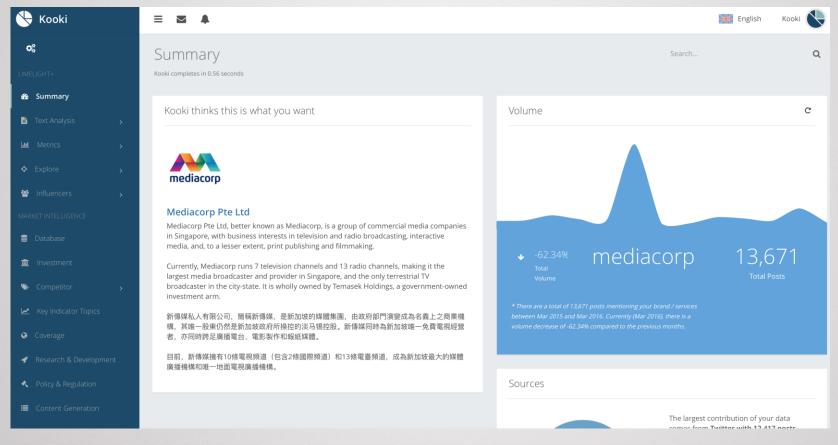


# Contextualise People



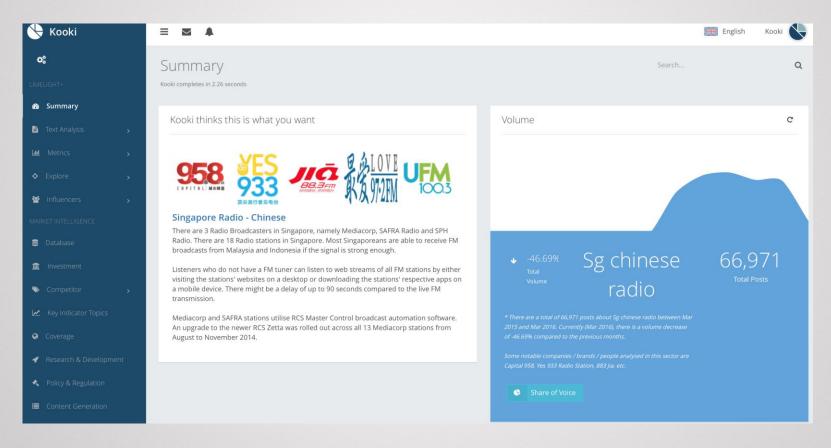


# Contextualise Companies





### Contextualise Sectors

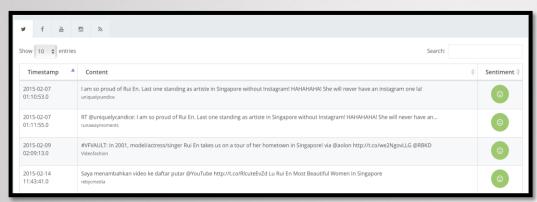


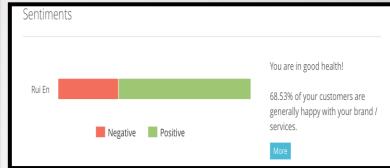


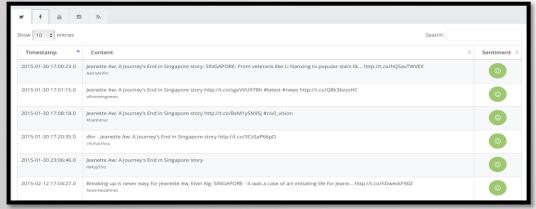


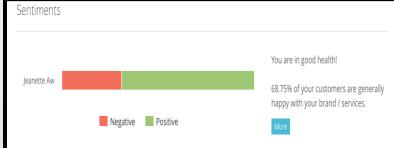
# Jeanette Aw Volume Jeanette Aw 491

# Text Analysis: Sentiments



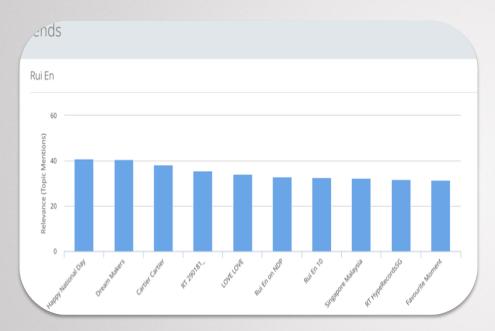


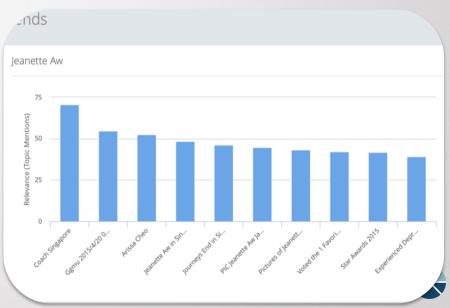






# Text Analysis: Trends





# Metrics: Volume, Day and Time

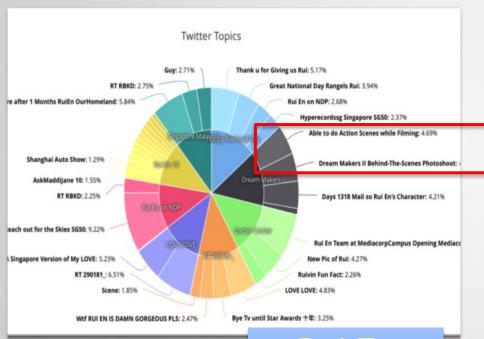


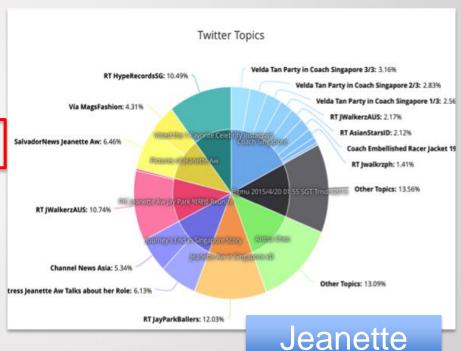


Timestamp	Content	Sentiment 🖣
2016-01-18 04:47:54.0	RT @Moncler: Z.Tao and Rui En wearing #moncler at the Singapore ION opening event #monclerfriends https://t.co/PNMESa19JY fuchingcuteness	(2)
2016-01-18 16:57:12.0	omg Rui En bloody near my house rangelfortife_	(3)
2016-01-18 17:56:12.0	Final episode of #zzsf2 tonight! #RuiEn #fangtonglin https://t.co//Qh8VbeY6N RBXD	(2)
2016-01-18 17:56:42.0	RT @RBKD: Final episode of #zzsf2 tonight! #RuiEn #fangtonglin https://t.coriQh8VbeY6N jilook1301	(2)
2016-01-18 17:57:55.0	RT @RBKD: Final episode of #zzsf2 tonight! #RuiEn #fangtonglin https://t.co/IQh8VbeY6N Dipar_s1	(2)

Timestamp	Content	Sentiment
2016-01-18 11:34:26.0	i can relate to jeanette aw's words in the drama so much 祭知運黑暗是什么吗 Jia_wam2fly	(2)
2016-01-18 15:38:30.0	Tonight on #zzsf2#zhaofeier @jeanette_aw #jeanetteaw PS: If you've already watched it, https://t.co/ba9/17zn4D3 Jeanius_5G	(2)
2016-01-18 15:39:44.0	Last episode of #725f2 tonight! #zhaofeier @jeanette_aw #jeanetteaw P5: If you've already https://t.co/ba9l72n4D3 jeanus_5G	
2016-01-18 17:12:48.0	RT @Jeanius_SG: Last episode of #zzsf2 tonight! #zhaofeier @jeanette_aw #jeanetteaw PS: If you've already https://t.co/ba9/72n4D3 FeierZhao	
2016-01-18 21:38:00.0	I think Jeanette Aw will win best actress orbigood	(2)

# **Explore: Topic Wheel**

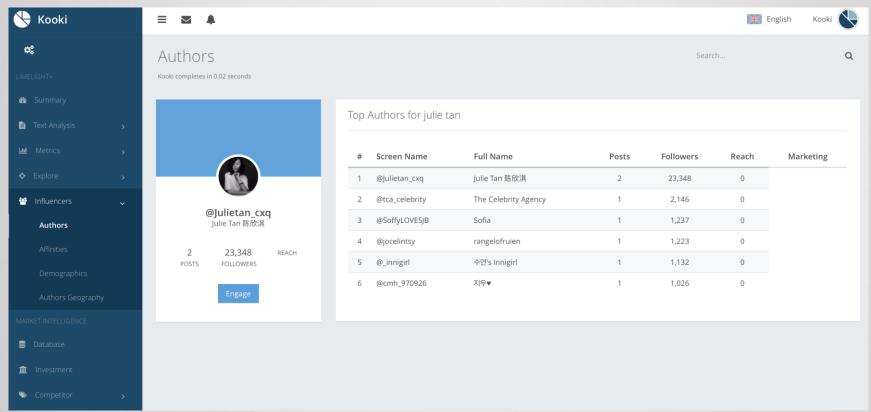




Rui En

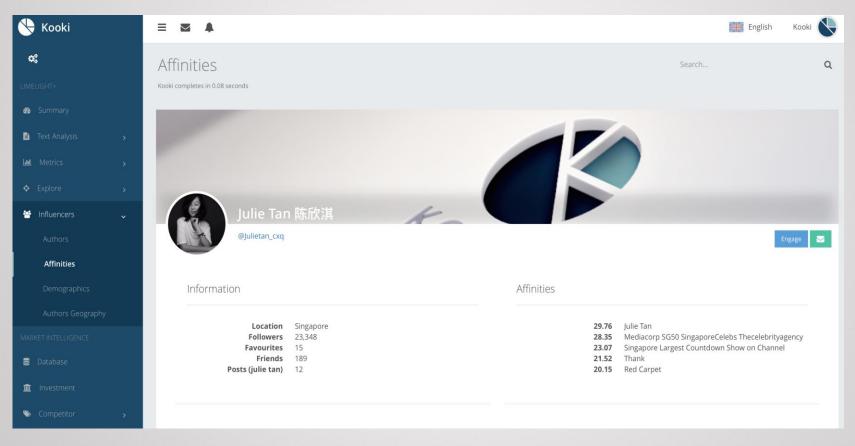


# Identify Influencers



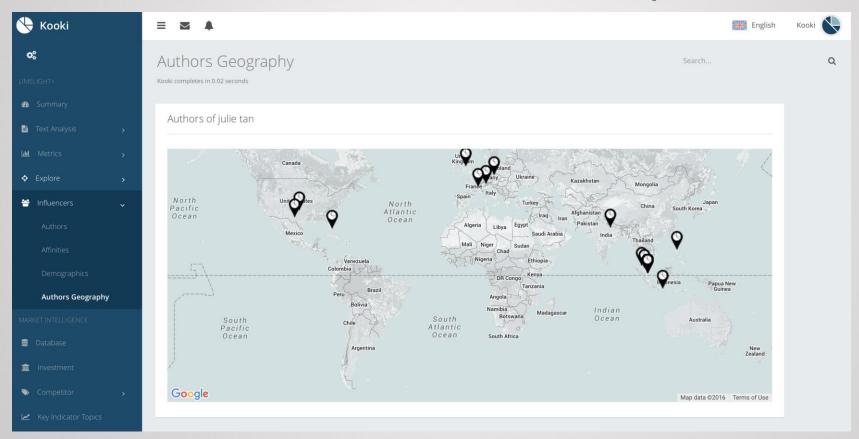


### Understand Influencers





# We know where they are













English

#### Insights

Statistics

A\*Star

News:

A\*Star

A\*Star

Social Media:

Negative

**Print Sources:** 

Negative

#### News

#### **Social Media**

#### **Current Status**

[Social Media] A\*STAR has gotten 3 more mentions in May as compared to April.

[News] A\*STAR has 2 less new articles in May as compared to April.

[Print Sources] A\*STAR has more positive content from internal database uploaded in May as compared to April.

#### A\*star invention sniffs out dirty toilets

| AsiaOne | 23 May 2016 |

Invented by the Agency for Science, Technology and Research (A\*Star), the system tracks how heavily toilets are used, and has a sensor to

### A\*Star, NTU shine in cancer and semiconductor research

| The Straits Times | 12 May 2016 |

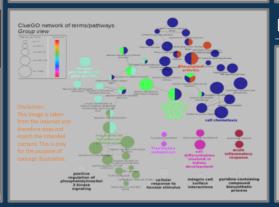
A\*Star, on the other hand, was ranked fifth in Asia for its cancer treatment innovations. From 2011 to last year, it filed ...

#### more

11.6

28.9

Neutral Positive



#### Trending Mentions | 27 May 2016

The 1st SG discovered cancer drug is now in Phase1 Clinical Trials

Posted by: A\*STAR | 25 May 2016 Source: Twitter

#### This is not Natural

Posted by: A\*STAR | 28 May 2016

Source: Facebook

more

#### **Print Sources**

Trending Mentions | 27 May 2016

A\*STAR scholar poisoned fellow researcher in overseas university Posted by: Journalist X | 14 May 2015

Source: Lianhe zaobao

A\*STAR research fund to be increased by 2 million dollars in upcoming financial year
Posted by: Journalist Y | 28 Dec ...

Coming Soon...



#### PRINT SOURCES

Search

upload

Uploaded documents: 新加坡科学研究院最新科研结果简 介 2016年5月27日.pdf

**Uploaded Status:** 

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新加坡科学研究院最新科研结果简介 2016年5月27日.pdf

XXXXXXXXXXXX

Word count: 580 Source: 联合早报

#### **Summarized Text:**

新加坡科学研究院最新科研结果简介 \_2016年5月27日.pdf

XXXXXXXXX.

Word count: 120 Source:联合早报



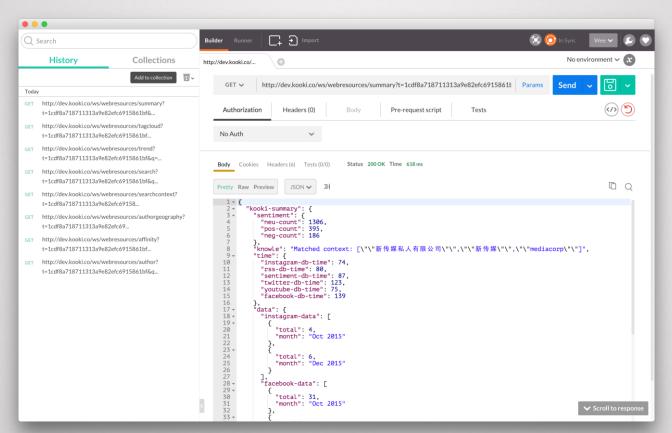


### And much more....



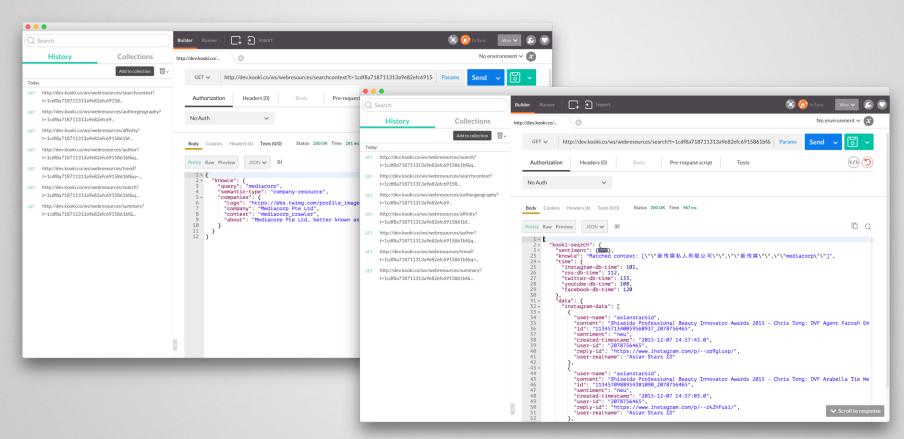


### Statistics API



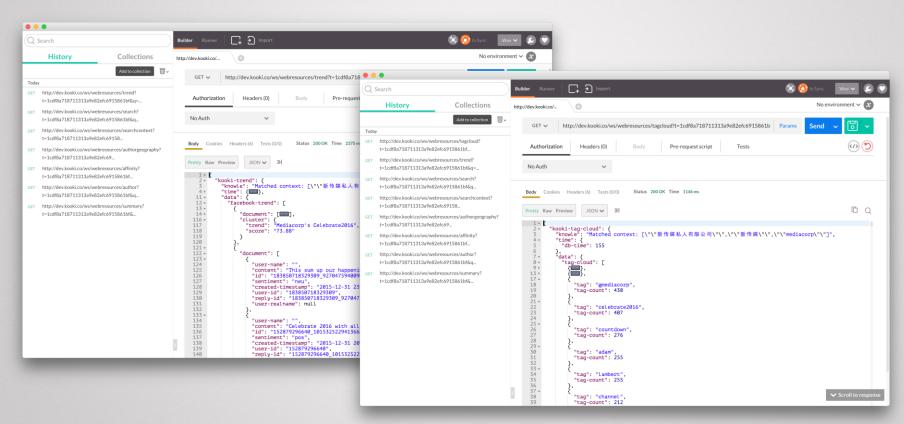


### Semantics & Search API



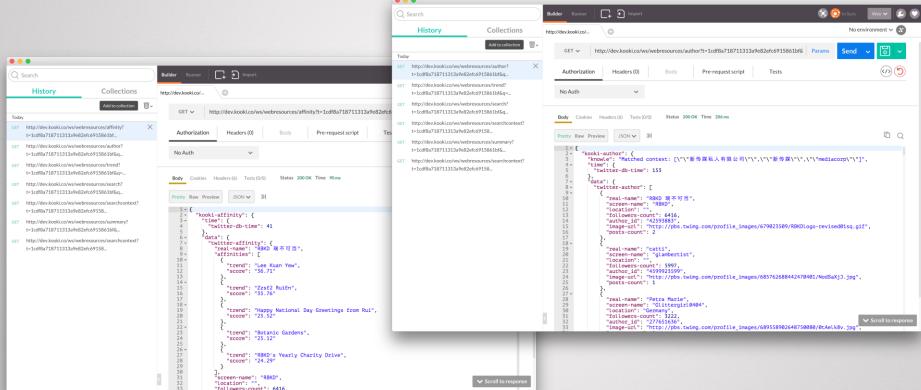


# Text Analytics API





# Influencer Analytics API





### Our Clients











Limelight Plus is eligible under the Innovation Capability Voucher administered by SPRING SINGAPORE.

 Singapore SMEs are able to enjoy <u>FREE PRO</u> subscription via the ICV program.



### **OUR TEAM**



Teewee Ang CMO

"If you want to go fast, go alone. If you want to go far, go together." — African Proverb



Weetiong Ang CEO

"There will come a day when we witness the convergence of human and machine." - Weetiong Ang



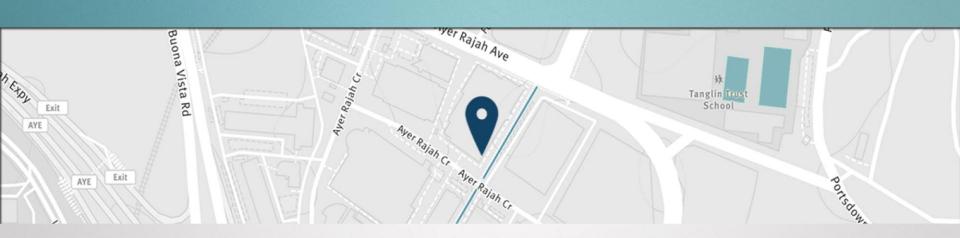
Joey Sim
Business Development
Executive

"Success is how high you bounce when you hit bottom." -George S. Patton



### VISIT US

@ A\*START Central, JTC Launch Pad www.kooki.co



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FACEBOOK LINKEDIN

