“We accelerate your growth”
Artificial Collective Wisdom

ONLY KNOWDLE WILL RECOGNISE AN ELEPHANT: THE SOLUTION

“It’s a tree”. “It’s a fan”. “It’s a rope”. “It’s a wall.” “It’s a spear.” “It’s a snake.”... Noooo... it’s an elephant!!!

“What you know that I don’t know, and what I know that you don’t know”

Learning from mistakes and differences.
Why Knowdle?

KNOWDLE, NEXT GENERATION OF AI BIOINSPIRED COLLECTIVE WISDOM: THE PROBLEM

Point of view A: a man apparently attacking another man

Point of view B: a man saving another man from an accident

The Collective Intelligence Company for the Cloud is the only approach to add different point of view for a better decision engine.
What does KNOWDLE ACI Technology do?

**DIGITAL TRANSFORMATION**

**KNOWLEDGE ENGINEERING**

- **Ontologies**
  - Knowledge engineering
  - Semantic representation

- **Facts & Rules**

- **Business Model**

**KNOWLEDGE SYSTEM**

- **Inference Engine**
  - Semantic interpreters

- **Ethic Engine**
  - Collective

**SOFTWARE ENGINEERING**

**Business Area**

- **Software engineering**
  - Algorithm building

**Information System**

- **Program**
  - Computer languages i.e. Java, Cobol

**Business Model**

**Knowledge engineering**

**Semantic representation**
What is KNOWDLE AI Technology?

“KNOWDLE

The leading Big Data, AI and Collective Intelligence Platform, delivering excepcional growth companies results.”

Real-time ACI optimization to real-world companies outcomes.

Integrating Artificial Wisdom could increase by 38% your profitability in 2035. “How AI Boosts Industry Profits and Innovation” (Accenture, 2017)

Integrating Artificial Collective Wisdom could increase by 48%-52% your company profitability in 2030. “How AI with Collective Wisdom & Knowledge Economy Boosts Industry Profits and Innovation” (KNOWDLE Inside, 2017)
In the age of the fourth industrial revolution our customers and prospects are well aware of the fact that to survive, they need to digitize their operations rapidly.

Traditionally, business process improvements were multi-year efforts and required an overhaul of enterprise business applications and workflow-based process orchestration.

However, after more than 6 years of R & D, KNOWDLE has deployed new and smart solutions for the cloud: CloudedWE Platform. Is due to ability to rapidly drive the automation of companies business processes without disrupting existing enterprise applications. Today, its Artificial Collective Intelligence’s (ACI) is the best tool to transform your organization in an exponential organization.

Typical use cases on AI in the enterprise range from front office to back office analytics applications. A recent study by McKinsey noted that customer service, sales & marketing, supply chain, and manufacturing are among the functions where AI can create the most incremental value. McKinsey predicts that AI can create a global annual profit in the range of $3.5 trillion to $5.8 trillion across the nine business functions and 19 industries studied in their research. Despite the tremendous potential of AI, the study also notes that only a few pioneering firms have adopted AI at scale. Key among the adoption limitations are the availability of massive data sets, generalized learning, regulation, and social acceptance due to potential bias in algorithms. KNOWDLE and its Collective Intelligence algorithm is one of them.
Our algorithm is bioinspired in Nature

WISDOM INTELLIGENCE (much more than swarm intelligence)

CloudedWE is a complex cloud site

It uses social media to profile consumers according to their online social influence and semantic affinity via the Collective Wisdom Algorithm connecting business processes with the stakeholders.
Artificial Collective Wisdom

KNOWDLE “STATE OF THE ART”

From the technological point of view, KNOWDLE provides a revolutionary solution suite thanks to our improved, open, bioinspired and collective mathematical algorithm to solve business problems in an efficient way.

This algorithm is both unique and disrupting, with a dynamic learning feature.

The algorithm involves the advanced management of three basic concepts in the online business: Social Networks, Big Data and Artificial Intelligence. Our #AI solution is also enriched with an Improvement Engine, that combines Ethical Engine with Motivation Engine:

“THERE IS NO DECISION WITHOUT RIGHT MOTIVATION”
What is different: AI with CI - State of the Art

WHAT IS REALLY DISRUPTIVE

COLLECTIVE LIFE STYLE
66% of entertainment decisions are collective

COLLECTIVE INFLUENCE INCOME
Turning digital life into money (we’re all influencers)

COLLECTIVE EMOTIONAL BEHAVIOUR
Dynamic context within a motivational environment

EVERY HUMAN BEING MAKES 35.000 CONSCIOUS DECISIONS DAILY ...

... UNDER A DYNAMIC CONTEXT (FRIENDS, PLACES, DEVICES...)
State of the Art: WISDOM as a SERVICE

KNOWDLE PROVIDES A TECHNOLOGICAL EVOLUTIONARY SOLUTION SUITE & PLATFORM

Unique and Disruptor WaaS Engine

Mathematical algorithm, complex, open, bioinspired and collective.

With Dynamic Learning Capacity & Predictive Mechanism

ININVOLVES THE ADVANCED MANAGEMENT OF THE ONLINE BUSINESS

1 SOCIAL NETWORKS ANALYSIS
   Facebook, Google+, Instagram, LinkedIn, Twitter, YouTube, Wikipedia Analysis

2 BIG DATA WISDOM ANALYTICS
   Predictive Analysis and User Behavior Analytics

3 ARTIFICIAL WISDOM ENGINE
   Based on a Collective Intelligence, Ethic Engine and Blockchain
Two business UNITs

PRODUCT AND VALUE ADDED AI TECHNOLOGY

**What is CloudedWE Enterprises Services?**

... is a Value Added AI Technology for Companies. We provide organizations with a disruptive #AI platform that enables effective technology that help them outperform competitors.

"Our goal is to boost enterprises from current stage to achieve Digital Transformation with our ACI Technology, increasing profits, improving their new business models and infrastructures."

**What is AlBeeHive accelerator program?**

... is a Value Added AI Technology for startups and entrepreneurs.

We are looking for startups with new ideas and synergy with our technology and collective intelligence algorithms to unleash significant differential value.

"Our goal is to boost new projects from an early stage to revenues and profits improving their business model."

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CLOUDEDWe

**Product**


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**New Business Model**

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AlBeeHIVE

**Value Added AI Technology for Startups**

KNOWDLE: Products & Services

ARTIFICIAL COLLECTIVE INTELLIGENCE as a SERVICE GROWTH TOOLS

KNOWDLE CloudedWE 4.0 presents new functionalities for the intelligent growth of companies under B2B in its different Artificial Collective Intelligence functions:

- **CI Growth Hacking (as a service)**
  find your customers and build customer loyalty, increase your sales with current and future customers.

- **CI Growth Talent (as a service)**
  find the talent inside and outside your company that accelerates your growth.

- **CI Growth Recommender (as a service)**
  find the products or content that enhance your growth.

- **CI Growth Comparator (as a service)**
  find features not evident in products and content that promote your growth.

- **CI Growth Brand Contents (as a service)**
  identifies the contents that enhance the value of your brand.
Collective Intelligence Growth Hacking:

LET COMPLEX ENVIRONMENTS BE MANAGED BY AI WITH CI TOOLS

1. ATRACTION/AWARENESS: How do consumers recognize you?
2. ACQUISITION: How do customers find you?
3. ACTIVATION: What do customers first experience?
4. RETENTION: How do you keep customers happy?
5. REFERRAL: Do customers tell others about you?
6. REVENUE: How do you make money?

CI Growth Hacking (as a service)
find your customers and build customer loyalty, increase your sales with current and future customers.

PRICE:
- LARGE ENTERPRISE: 5,000$ /mo.
- SME: 49.90$ /mo.
Collective Intelligence Growth Talent:

1. **Attraction/Awareness**: How do talent recognize you?
2. **Acquisition**: How do talent find you?
3. **Activation**: What do talent first experience?
4. **Retention**: How do you keep talent happy?
5. **Referral**: Do talent tell others about you?
6. **Revenue**: How do you make money with talent?

CI Growth Talent (as a service)

- Find the talent inside and outside your company that accelerates your growth.

**Price**:
- **Large Enterprise**: $5,000/mo.
- **SME**: $49.90/mo.
Collective Intelligence Growth Recommender:

LET COMPLEX ENVIROMENTS BE MANAGED BY AI WITH CI TOOLS

(*) P/S product & services

1 ATRACTION/AWARENESS: How do consumers recognize your p/s(*)?
2 ACQUISITION: How do customers find your p/s(*)?
3 ACTIVATION: What do customers first experience your p/s(*)?
4 RETENTION: How do you keep customers happy about your p/s(*)?
5 REFERRAL: Do customers influence others about your p/s(*)?
6 REVENUE: How do you make money with your p/s(*)?

CI Growth Recommender /Comparator (as a service)
find the products or content that enhance your growth.

PRICE:
LARGE ENTERPRISE 5,000$/mo.
SME 49.90$/mo.
Collective Intelligence Growth Brand Contents: LET COMPLEX ENVIRONMENTS BE MANAGED BY AI WITH CI TOOLS

1. ATRACTION/AWARENESS: How do consumers recognize your contents?
2. ACQUISITION: How do customers find your contents?
3. ACTIVATION: What do customers first contents experience?
4. RETENTION: How do you keep customers happy with your contents?
5. REFERRAL: Do customers tell others about your contents?
6. REVENUE: How do you make money with your contents?

Powered by Buaala shares knowledge on the platform so you can know your clients better and offers products that adapt to their tastes and that of their friends.

CI Growth Brand Contents (as a service)
Identifies the contents that enhance the value of your brand.

The Buaala Affiliation Program integrates products and services in our Buaala App to enjoy the dynamic and interactive advantages of the platform.

Powered by Buaala

API

buaala
Affiliation Program

PRICE:
LARGE ENTERPRISE 5,000$/mo.
SME 49.90$/mo.
Example B2C Buaala & Buaala TV

GUARANTEES COLLECTIVE INTELLIGENCE GROWTH

1. Sign > Featured Content
2. Filter by TV Schedule, VOD or Showing at Cinemas.
3. Access to Friends
4. Inspirational Products (Amazon + others)
Why does it work

Let complex environments be managed by AI with CI tools

1. Use Semantic & Context to know about dynamic profile of users
2. Listen to users and their friends (never ask)
3. Allow your users to spread the word about you
4. Lower cost of acquisition (CAC)
5. Generate higher lifetime value
6. Build brand loyalty through interaction and collective intelligence
7. Take advantage of users influence to gain growth
The Architecture

SCALABLE & FLEXIBLE CLOUD INFRASTRUCTURE
GUARANTEES EXPONENTIAL GROWTH

B2B2C
B2C
B2B

INTERNET

WEBs
KATCHER
RRSS
APPS

LARGE ENTERPRISE
5,000$/mo.
SME
49.90$/mo.

NEWCO
NEWCO
PIPELINE
PIPELINE
SEMANTIC SPIDERS
SEMANTIC SPIDERS

CLOUDEDWE EXPERT EVENTS MOD.

BLOCKCHAIN
B2B2C
B2C
B2B

AI + CI + BCH INFRAESTRUCTURE

LARGE ENTERPRISE
5,000$/mo.
SME
49.90$/mo.

CI GROWTH HACKING
CI GROWTH TALENT
CI GROWTH RECOMMENDER
CI GROWTH COMPARATOR
CI GROWTH BRAND CONTENTS

NEWCO WEB SERVICES
NEWCO WEB SERVICES
NEWCO WEB SERVICES

BLOCKCHAIN

CI GROWTH HACKING
CI GROWTH TALENT
CI GROWTH RECOMMENDER
CI GROWTH COMPARATOR
CI GROWTH BRAND CONTENTS

NEWCO WEB SERVICES
NEWCO WEB SERVICES

WISDOM SERVER
INTELLIGENT SERVER
KNOWLEDGE SERVER

WISDOM OPTIMIZER SYSTEM
INTELLIGENT OPTIMIZER SYSTEM
KNOWLEDGE MANAGER SYSTEM

NEWCO WEB SERVICES
NEWCO WEB SERVICES

WEB SERVICES

NEWCO WEB SERVICES
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NEWCO WEB SERVICES
NEWCO WEB SERVICES

WEB SERVICES

NEWCO KB & USER KB
OPERATIONAL KB
USER KB
OTHER KB

WISDOM EXCHANGER
INTELLIGENT INQUIRER
KNOWLEDGE EXTRACTOR

WISDOM OPTIMIZER SYSTEM
INTELLIGENT OPTIMIZER SYSTEM
KNOWLEDGE MANAGER SYSTEM

NEWCO WEB SERVICES
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WEB SERVICES
AGCI (Artificial General Collective Intelligence)

AI and Robotics Technologies come in many forms, giving rise to a broad variety of Applications:

- Speech recognition
- Handwriting recognition
- Optical character recognition
- Image and Video recognition
- Facial recognition
- Speech synthesis
- Natural language generation
- Robotic process automation
- Control of other systems through APIs
- Case-based reasoning
- Expert systems
- Recommender systems
- Data mining
- Deep learning
- Reinforcement learning
- Unsupervised learning
- Supervised learning

Source: BCG analysis
Note: APIs = application programming interfaces
Digital Transformation Methodology

MULTI APPROACH TO DIGITAL TRANSFORMATION

MARKETING 360

AI + ALGORITHMS
(COLLECTIVE INTELLIGENCE)

SOCIAL ENGINEERING
(WIFI + SOCIAL NETWORKS)

TAILENT
(APTITUDE + KNOWLEDGE)

NEW MODELS OF
ECONOMY
(KNOWLEDGE ECONOMY
& COMMON BENEFIT)

ETHICS

CREATIVITY

BIOSPIRATION

SMALL DATA

BIG DATA

INTERNET OF THINGS

E-COMMERCE

STRATEGY 4.0 & REDARCHY
Digital Transformation Process

MULTILAYER ENTERPRISE SYSTEMS INTEGRATION

AI + CI + BLOCKCHAIN

R.O.S.E. (Recursive Ontology-based Systems Engineering) Layer provide a Semantic Framework to Business Models will connect “COGNITIVE COMPUTING” with “LEGACY SYSTEMS” at enterprises.

AI + CI + Blockchain, (Artificial Collective Intelligence) Layer that provide “WISDOM” as knowledge and rules and certify reasoning with blockchain technology.
Digital Transformation Process

TRANSLATION FROM DATA SYSTEMS TO COGNITIVE COMPUTING

FROM LEGACY SYSTEMS

- ENGINES
- INTERACTING WITH A HUMAN
- DIGITAL SERVICES
- PLATFORMS
- INFRASTRUCTURES
- DATA BASES
- KNOWLEDGE BASE (FACTS & RULES)

TO AI (COGNITIVE COMPUTING)

- ENGINES
- INTERACTING WITH A HUMAN
- DIGITAL SERVICES
- PLATFORMS
- INFRASTRUCTURES
- DATA BASES
- KNOWLEDGE BASE (FACTS & RULES)

3-5 YEARS

LOADING
CloudedWe R&D Roadmap

DEPLOYMENT OF ADVANCES FEATURES

SEMANTIC DICTIONARIES

TARGET INDUSTRIES

1. FINTECH
2. INSURANCE
3. eHEALTH
4. eLEARNING
5. LOGISTICS

TOOLS AND APPLICATIONS

PRODUCTS

1. CHATBOTS
2. PLN (Natural languages)
3. VISION

KNOWLEDGE STACK (KaaS)
Collective Inference Engine

INTELLIGENT STACK (IIaaS)
Intelligent Decision Engine

WISDOM STACK (WaaS)
Intelligence Decision Engine

2018-2020

REUSABLE AND MULTIVALUED KNOWLEDGE
Talented Team

Felipe García Montesinos

*Founder & VP of Technology*

Responsible for the creation of the algorithm and AI architecture, Felipe is an expert on the digital world in all its aspects.

A long professional career leading the engineering and technical architecture of large ISP operators in this country allow him to have the vision and leadership to be responsible for an entire ecosystem of technological start-ups.

Reina Cáceres González

*Investments Director*

More than 12 years of experience developing pioneer internet startups helping entrepreneurs in the creation of new business models. Currently Investments Director and Control Management.

Out-of-the-box strategic thinker with strong orientation toward understanding customer behavior.
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C/ Steve Jobs 2
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