THE
10 MOST
INNOVATIVE
COMPANIES
to watch in **2022**

SIMCHA
SHORE

AgroScout | Founder & CEO

CONTENTS

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How AI is Changing the World

*A*mongst many technologies, which can deliver great value in the future, Artificial Intelligence or AI seems to be the first choice for many CEOs, CIOs, entrepreneurs, or business owners. In the latest survey, nearly 95 percent of the participants agreed that AI will drive future innovations across the planet irrespective of the industry.

Experts believe that starting from 2022, AI will mature from something experimental to essential. Although, the adoption of AI has started to grow since the emergence of the pandemic. As organizations continue to automate their daily mundane tasks and understand Covid-affected datasets, AI becomes more important. The focus of AI's adoption is entirely restricted, to improving the efficiency or effectiveness of the operations. AI can also be leveraged, to improve stakeholder experience. With AI becoming more and more mainstream, the world of technology is set to change forever.

The number of AI solutions are being developed for IT, which will increase further in 2022 and 2023. It is expected, that AI solutions, which can detect common IT problems on their own and self-correct any small error will see an exponential increase in the coming years.

AI is also getting better when it comes to supporting multiple modalities within a single ML model including vision, text, IoT sensor, and speech data. Developers are now finding innovative ways to combine modalities, to improve various common tasks.

Since the start of the pandemic, we have seen the continuous growth of AI. However, industry experts believe, organizations will soon start to use AI in production on a large scale, which can help them get ROI in real-time.

This pandemic has also accelerated the use of AI-powered virtual agents who are providing customer-facing roles instead of humans. According to industry experts, this trend will continue to grow even further in 2022.

Lastly, the intelligent supply chain applications need to be the rule. Starting from supply, and demand planning, to digital manufacturing and logistics, supply chains in 2022, will be completely changed with the help of AI.

So, these are some of the trends, which can transform the world of business in 2022. You might be enticed, to know more about the organizations, and leaders of the industry. In this issue of, "The 10 Most Innovative AI Companies to Watch in 2022", we have carefully curated a list of the 10 most innovative AI companies who are changing the industry with their path-breaking products and solutions.

So, why wait? Let's dive into the incredible stories of the most innovative AI companies, that are changing how we work. Forever!

Let's Read !

Taycoon Success Magazine
editor@tycoonsuccess.com
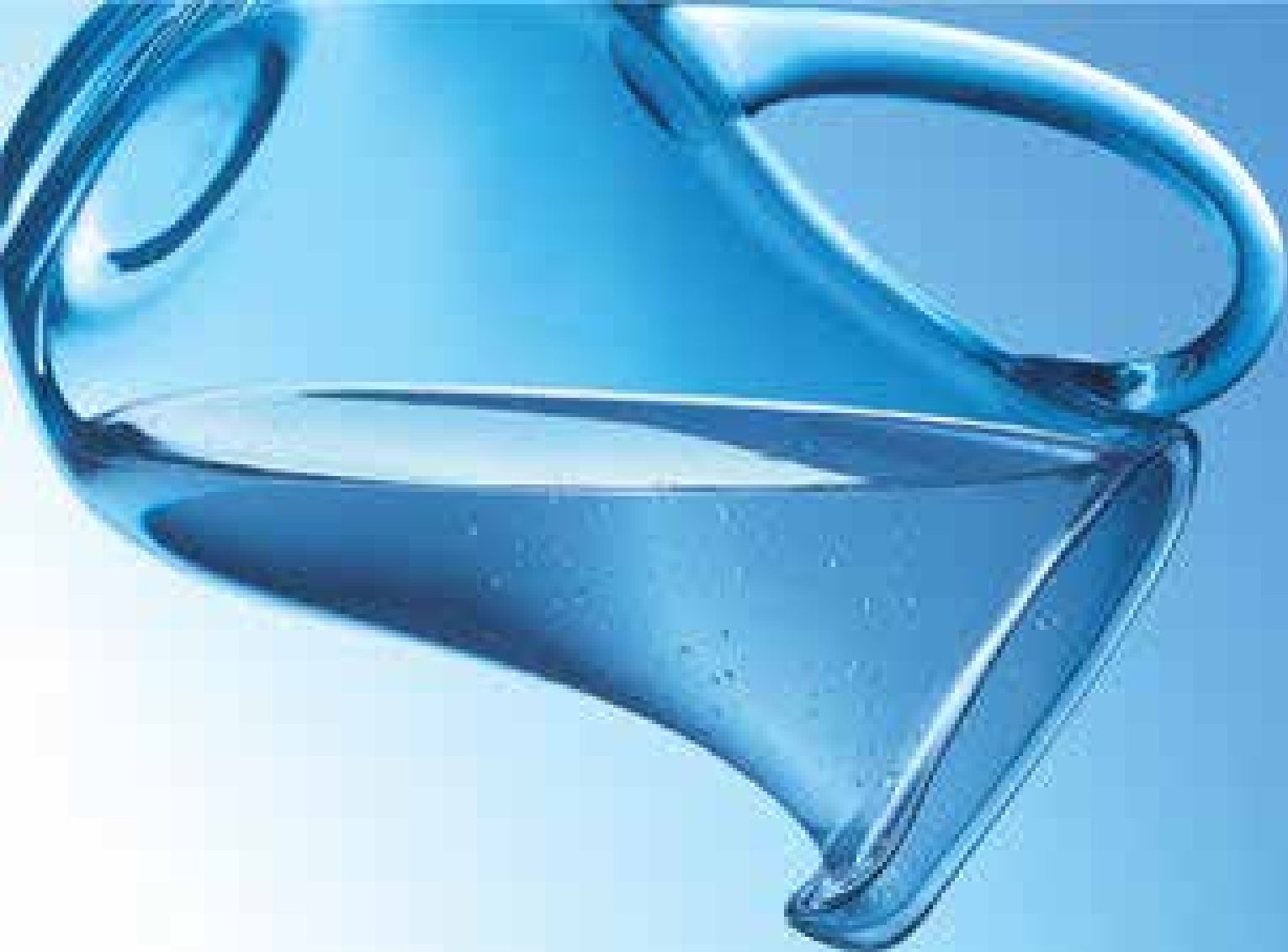
Bladder control.

Detrusitol
retard
Capsule rigide a rilascio prolungato
Co480707
tolterodina tartrato

*A*gricultural supply demand will grow by 60% (by 2050) according to FAO. Agriculture, unpredictable by nature, will struggle to supply quantities and consistency.

With the intent to aim for 'zero hunger' and sustainable farming **AgroScout AgTech** was founded in 2017 in Israel. The firm offers unique crop intelligence to support processor supply in real-time, to more accurately plan processing and manufacturing operations across regions and growers.

The company helps suppliers of fresh produce and food production companies to transform their supply chain and improve margins with greater visibility and data driven insights. The deep learning algorithms of Agroscout solutions are based on artificial intelligence in order to enable an efficient detection, identification, and monitoring of crop throughout the whole year. The system inputs data from different sources aerial , satellite and plant level.

AgroScout is dedicated to Leverage Supply Chain Insights to maximize the productivity and efficiency of the entire agro production operation to produce actionable reports with supply insights.

The Steadfast Leader

Simcha Shore is the **CEO,** and **founder** of AgroScout AgTech company seeking to impact global food security with and AI helping agro industry make informed and better decisions and grow more with less. Simcha brings vast experience leading development projects in information systems, remote sensing, image processing, AI, and drones.

Innovative Services

Our current food systems are not sustainable for either the planet or the market. AgroScout solutions based on AI reduce agricultural waste and improves food production efficiencies in order to help conserve global resources, bringing more value to growers, manufacturers, retailers, and consumers, and making food manufacturing more resource-efficient , and sustainable than ever before.

Dedicated to developing advanced technology for crop monitoring i**n order to boost Supply Chain and Production Efficiency AgroScout has launched its dedicated platforms :**

- **Web App:** The robust data architecture and AI engine process the real-time data of tens of

COVER STORY

SIMCHA SHORE

AgroScout | Founder and CEO

Bringing Sustainable Farming Mainstream

thousands of crops and farms lines globally. Constantly optimizing end-to-end solution and offering highly specialized supply chain optimization and intelligence.

- The WebApp with AI reporting and analysis platform generates an internal report with comprehensive and informed insights geolocation of all abnormalities found in the crop. With a **dashboard enterprise** AgroScout is aggregating data and insights from leaf level to field level to enterprise level to better supply and procurement decisions generating real-time actionable insights, and getting smarter and more personalized with every new signal.

- **AgroScout Sky:** The AgroScout solutions are accompanied by mission planning intelligent support with Skyapp where a user will apply autopilot flight patterns. To get a informed insights for procurement and sustainability areas, one needs an auto scouting app.

- **AgroScout mobile App:** The mobile app is a complement of the webapp and get all the insights on the go. Just like any other road navigation app, this app helps its users to navigate each infected location. This mobile app provides an additional level of agronomy services in the field, which eventually helps to detect pests and diseases in real-time, monitor the crop and view based on layers satellite, aerial or plant level. The mobile app also has a live option of Consulting to an Expert, which provides additional support via direct chat within the app for spotting irregualrites and asking for recommendations.

Helping Farmers to Increase Yield

AgroScout's platform brings simple-to-operate and easy-to-understand technology to Maximise commercial opportunities with insights and analtics designed to offer food & beverage companies comprehensive and informed insights.

With the AgroScout platform, win and maintain contracts with more accurate forecasting and a and a better quality of service and you dont have to maintain or install any complex infrastructure, thus keeping investment to a bare minimum. The organization also offers variable pricing plans to give the much-needed flexibility.

With the ability to have leaf-level detection and see GPS-tagged images to locate and navigate directly

to individual plants or areas, now agronomists and procurement teams can target areas that need to be treated and, more importantly, determine the best type of treatment to implement. Information provided by the AgroScout software will eventually enable food industry to reduce the number of pesticide or fungicide applications and use fewer resources in a sustainable way for future generations.

Increased Support for Farmers

Recently, AgroScout has announced that it has acquired the assets of TerrAvion, which is a market leader in imagery data management for agriculture. The acquisition adds to AgroScout a higher-resolution agriculture imagery capabilities and agro data artificial intelligence for a wide variety of crops. With this acquisition, both the clients of AgroScout and TerrAvion will be able to access a powerful combination of aerial and satellite imagery products and precision agriculture services for their fields.

Effects of the Pandemic

Simcha believes AI space helps AgroScout to work with developers and specialists globally in further developing its capabilities. As AgroScout is a SaaS-based company utilizing AWS cloud to collect and analyze data via AI. It is providing the firm right speed to help all its customers. Covid-19 had extended the outreach to professionals on a global scale that contributes to AgroScout's software development.

Satisfied Clients

"Easy to use and easy to operate, AgroScout could change everything about

> " We aim to be part of and have a positive impact on global food security and sustainability

my day-to-day with insects, diseases, and viruses."- Alexandre Dzierwa, Grower and Agronomist Dzierwa Group, Licensed Pepsico Grower.

"I have over 35 years of experience in professional counseling for Yir'on Agrobusiness , Israel, preventing, detecting, and monitoring pests and diseases for a variety of crops. Yir'on has about 20 fields with a total area of 240 hectares. Without a doubt, I have found the use of drone and the AgroScout software very friendly, especially with its ability to get up-to-date reliable information on a much larger scale in a shorter amount of time."- Mirit Shulman, Chief Inspector, field crops, Yir'on Agrobusiness.

"I have been a professional crop advisor for the last 25 years. As soon as I started using the Agro-Scout Platform, I realized how this technology is going to change my work. For example, in just 20 minutes, I can scout an area that would have taken me 3-4 hours by foot- and I would have sampled less than a tenth of the number of the plants."-

A Unique Firm

Driven by unique Crop-Intelligence & made to improve agricultural supply-confidence, planability & sustainability for the food processing industry.

AgroScout is an agro analytic platform empowering crop monitoring that collects user-generated data to create timely analytics providing actionable insights.

However, AgroScout has seen its share of ups and downs as, Simcha says, *"The main challenges we faced were collecting data, tagging data as*

biological data are very challenging."

Although the firm aspires to be a future leader in the sustainability factor, as Simcha says, *"We aim to be part of and have a positive impact on global food security and sustainability."*

Florin Tufan

Soleadify | CO-Founder

With the intent of providing firmographic and technographic data on SMBs, Soleadify was Co-founded by Florin Tufan in 2018. Previously Florin was the Chief Product Officer at T-Me Studios, which is one of the largest mobile app publishers in Europe. Florin has been working in tech for the past 10 years, in various roles: sales, business, marketing, and product. He completed his Bachelor's degree from Academia de Studii Economice din București, and Marketing from IAA School.

By leveraging the most modern AI and ML technologies, Soleadify constantly crawls the internet to produce 50+ data points on 70M+ companies from around the world. The firm's clients usually integrate its APIs to streamline internal processes in industries like SMB lending, insurance, management consulting but the firm also has multiple partners in the financials technologies space that use its APIs to build new features in their existing products, features that make use of Soledify's data

Providing Honest and Dependable Data to Automate B2B Processes

> " *Decisions made by organizations are as good as the data they use. In a dynamic business landscape, the only way to stay on top of clientbase and market insights is to use modern data, updated every day.* "

enrichment capabilities and ESG data feeds for mid-market companies.

Helping Clients to Create Value

As a firm, Soleadify's main goal is to focus on clear business outcomes, Florin has witnessed a lot of executives that push the use of AI tools just for the sake of the technology without questioning if that particular tool can bring value to the business.

Like many other geeky CEOs, Florin is also fascinated by innovative tools and use cases but, at the same time, as the leader of the company, doesn't want to over-engineer Soleadify's activities so it can be said that his main goal when considering new AI tools is to choose the one that aligns with the firm's business objectives, help it create value for its customers and can be easily integrated into the existing workflows.

Emerging AI Trends

According to Florin, the future will see AI advancements in two very important and different niches;

• NLP: One of the biggest emerging trends in AI is, of course, language modelling. A particularly difficult challenge in AI since language is intrinsically a very human

concept that we "force" computers to adapt to. Florin and his team at Soleadify believe GPT-3 will have a significant impact on AI adoption since it opens the door to so many new use cases, particularly in the world of marketing. And this is where Soleadify fits as well, with more on the understanding rather than creating side, the firm's ML models are trained to be able to understand the global business world at huge scale and speed.

• Real-World Understanding with Advanced Computer Vision: AI is making it possible for driverless cars and heavy industry automation to

heavily increase production speeds for the goods humans need.

- The Use at Scale of Deep Neural Networks: AI is being used to automate the most repetitive decision-making processes across enterprises, allowing easier data interpretation when combining inputs from different and varied sources, such as text, images, and numerical business outcomes (e.g. revenue, order value).

When Covid Came as a Blessing in Disguise

Right after the first Covid outbreak, Soleadify used its NLP and big data capabilities to build a search engine for various medical supplies, which was used by thousands of companies in need.

For Soleadify's specific niche, Covid-19 has been a blessing in disguise, because the pandemic accelerated digitalization for most businesses, especially for SMBs, which had 2 choices at the start of this pandemic, focus on your online presence or go bankrupt. With this shift, the firm experienced a substantial increase in business data that it could collect and sort.

From Florin's knowledge, this influx of data happened all over the internet since the beginning of this pandemic, so anyone that's in the AI industry can be more than thankful to have access to increasing volumes of valuable data, that eventually will be used to build more efficient models and tools.

Tackling Challenges and Getting Prepared for the Future

One of the specific challenges Soleadify is facing right now is company classifications at scale. The models it builds can accurately predict most types of businesses, but there are still edge cases for new emerging industries and companies, one good example would be blockchain companies that still don't have a specific industry classification. Another issue that challenges Soleadify's models is the language barrier, the firm's goal is to collect data on businesses from all over the world, and right now it is trying to find creative solutions to increase its coverage in

countries with emerging economies.

Florin says, *"In the next years we want to explore new opportunities based on our core technical capabilities, I'm talking about AI-based data extraction, sorting, and delivery. Starting from that three main pillars our goal is to build tools that facilitate access to data about any business in the world."*

Some of these tools that Soleadify is planning to build are:

- an open search engine for companies so that global company information is easily available online, at scale.

- Launching a few free company data APIs to democratize the usage of company data.

- Partnerships with major complementary players for data enrichment.

- Launching a "market trends" offering, where Soleadify can use its data to publish insights on the dynamic business world that it studies.

BAND-AID

FLEXIBLE FABRIC حماية مرنة

Eugen L. Gross

aiconix GmbH | CEO

*A*rtificial Intelligence or AI is a term that describes a machine's learning, reasoning, logic, creativity, and perception, which were once thought of as unique to humans but now replicated by machines and is used in every industry.

AI is a game-changer in all industries. Nowadays, the amount of data that is generated, by both humans and machines, far outpace humans' ability to absorb, interpret, and make complex decisions based on that data. Artificial intelligence forms the basis for all machine learning and is the future of all complex decision-making. Today AI technology offers several critical benefits that make it an excellent tool for any modern organization. That's not all, AI also allows organizations to make better-informed decisions, thus improving businesses by quite a few folds by increasing the speed and accuracy of decision-making processes.

Offering B2B Solutions to Improve Productivity

It was on April 2018, when Eugen L. Gross, Co-founded aiconix, which enables its customers to enrich their audiovisual content to make it detectable, searchable, and usable.

aiconix currently offers B2B solutions that aim to improve productivity by providing customers simple and immediate access to the recent AI innovations.

An Creative Turned Entrepreneur

aiconix's Co-founder and CEO, Eugen L. Gross, started his career as a camera assistant in Vienna and quickly became a cameraman for news when he moved to Berlin. In the 90s Eugen worked as an SNG operator and technical lead of an OB-van. But he was drawn back to the camera, shooting mainly live music and entertainment productions for TV. In the 2000s he became a partner of a TV production company in Cologne and produced a beautiful but very unsuccessful long-term documentary in Northern Germany where Eugen was a shareholder. In early 2010 he also worked as a producer and director before pursuing a master's degree in media management and set the course for aiconix in 2016 with his master's thesis.

Path Breaking Offerings

In an automated process, aiconix can enrich audio-visual content with metadata. Also with the auto-cataloging process, the search in the media archive according to certain parameters is very easy. With AI features such as face recognition, object localizer, or person tracking, one can search and process the AV content in many ways.

The organization also offers several speech-to-text solutions such as the automated transcription and subtitling of any audio or video file and live-video streams, which is important for companies who want to reach those who are deaf or hearing impaired and also help non-native speakers to better understand the content.

Additionally, as a part of the STADIEM acceleration program aiconix has set itself the goal of improving the automated recognition of Austrian dialects in audio-visual media. For this purpose, aiconix is training a language model that specializes in the recognition of Austrian dialects. The focus of the project is on the recognition of "Wiener-Standard-Deutsch"

(Viennese Standard German), followed by other Austrian dialects, and the recognition of other dialects within Europe. This project has indirectly received funding from the European Commission's Horizon 2020 Framework Programme through the STADIEM project (Grant Agreement 957321).

aiconix's customers are mainly media companies and digital asset management or content management software companies, but in general, all owners of the high volume of media content are potential customers such as educational institutions, Government, Healthcare providers, or Insurance companies.

A Life Changing Technology

As we all know AI is a game-changer in all industries. Nowadays the amount of generated data outpaces our ability to absorb, interpret, and make complex decisions based on that data. Artificial intelligence forms the basis for all machine learning and aiconix believes, it is the future of all complex decision-making.

AI technology offers several critical benefits that make it an excellent tool for any modern organization. Just a few examples: AI can automate a repetitive task that was previously done manually, it can make products and services smarter and more effective.

Additionally, this technology can also analyze data at a much faster rate than humans, allowing it to find patterns much more quickly, and to uncover patterns humans would simply miss. Simply put, Artificial Intelligence allows organizations to make better decisions, improving business processes by increasing the speed and the accuracy of decision-making processes.

Protecting Data and Privacy

As an AI company, aiconix want to play a pivotal role in its market and strive for long-term customer relationships. The organization is agile and able to cope with the changes brought and driven by external factors. But most importantly, aiconix is always trying to drive change instead of responding to change. The organization's goal is to bring (AI) solutions to the market and create a demand for it by relating its utility to the daily work of its customers. Therefore, the best way to become future-ready is to create the future.

Preparing for a Bright Future

As an AI company, aiconix want to play a pivotal role in its market and strive for long-term customer relationships. The organization is agile and able to cope with the changes brought and driven by external factors. But most importantly, aiconix is always trying to drive change instead of responding to change. The organization's goal is to bring (AI) solutions to the market and create a demand for it by relating its utility to the daily work of its customers. Therefore, the best way to become future-ready is to create the future.

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Jordan Insurance Company
You can rely on us

Rens ter Weijde

KIMO | CEO

" Personalised learning at scale is the mission. On the inside it's about hard work, being humble, and learning from the data. "

Personalized Education at Scale

With the intent of providing personalized education at a scale, Amsterdam-based Kimo, was established in 2018. With +1 billion in need of upskilling in digital domains in the coming decade, Kimo believes that's a big deal. In practice, personalization means Kimo's system can tailor learning content to the specific context and needs of the student. Behind the scenes, that means Kimo needs to have millions of content items in all formats (e.g. videos, courses, books, articles, podcasts, market reports, etc.), difficulty levels, and price points. The essence of the company is thus content curation.

Purpose Driven Leader

Kimo is being led by its CEO, Rens ter Weijde, who started his career as a sports psychologist, working with athletes to improve their performance. Rens worked in professional football, field hockey, free diving, base jumping, and with artists in Cirque du Soleil. After some successes Rens joined McKinsey & Company to do similar work with their clients. A few years later he left the organization to build his own impact + strategy consulting company called Purpose+. Rens led this company for 6 years, he and his colleagues worked for 80 clients, including G20 summits. After that Rens was looking for, something new and challenging and realized that EdTech needed a significant upgrade.

Rens believe, the AI industry is one of the most fast-moving industries in the world today, with some improvement areas (e.g. parameters in large language models) seeing a CAGR of +100%. It's also an area where many great minds work togeth er and share knowledge, e.g. through code and papers. For Rens, he sees it as an extension of psychology, which is his original domain of interest. One could see AI research as a decentralized way of testing many psychological hypotheses, done by many developers globally and with lots of budget behind it.

AI Industry Trends

Rens realizes many things are happening, depending on the angle you take – tech, philosophy, competition, regulation, etc.

He believes a few relevant trends are changing the AI industry; First of all, the data-centric AI approach advocated by Andrew Ng is an interesting change of perspective in Rens' view, as much progress depends on the quality of the data now.

Second, the race for specialized silicon to run AI software more efficiently (cloud or edge) is intriguing to watch as well, coming from both big players like Nvidia and Google as some new kids on the block.

Third, the rapid rise of large language models in recent years (e.g. GPT3, Megatron-Turing, Wu Dao) based on the transformer infrastructure is something to keep an eye on, as similar things may happen in other domains.

Fourth, zooming out to a geopolitical level, there is clear competition for AI progress and talent between nations, with many countries drafting an AI strategy and significant budget allocations.

As a final trend, Rens mentions the regulatory landscape ,which is emerging, combined with the preference of some companies to reduce their dependency on big data.

AI has millions of use cases for society. Rens believe the general trend to be, one of 'human + machine' augmentation, not direct competition for jobs.

Helping People to Learn New Things

KIMO is a meta-level platform, it doesn't make its content and Rens believe they don't have to. As an organization, Kimo realized a few things that were not common knowledge, in education companies.

First, there is enough learning content for most areas on the web, making more is not necessarily the solution to drive engagement.

Second, the web is heavily polluted and ad-heavy, thus curation and/or finding direction for people is hard.

Third, people spend 5 hours per week, 260 per year, on average on the web, 'trying to learn new things, versus 10-20 hours per year, in the organization they work for.

Fourth, people mostly look for 'short content' instead of, long content (e.g. courses, which have a 95% dropout).

Effect of the Pandemic

Even during the pandemic, Kimo's funding perspectives were still positive due to low a low-interest-rate environment, excess capital, etc. AI did some amazing work during the pandemic to speed up progress in certain areas, although largely out of sight. Rens also believe it will inspire new AI in healthcare trends, in the coming years, see e.g. AlphaFold from DeepMind.

Mission and Vision

Kimo's mission is to provide personalized learning at scale, with a strong focus on emerging economies where access to high-quality education is harder. The firm believes that having a system that curates all the learning content on the web (note: 95% is free) is the way to go, given that the web contains everything but is also heavily polluted.

Future Roadmap

When it comes to the future, Kimo is headed to full-scale personalized learning, on N = 1 level, reaching 5 million users minimum in the next 2 years. On being future-ready, the firm is deeply embedded in expert networks in the tech industry, and it invites two guest speakers a week for its students on a wide range of topics.

KIMO

Matthew Hodgson

Mosaic Smart Data | FOUNDER & CEO

Dependable Platform for Clients

By leveraging the latest AI and machine learning capabilities, Mosaic Smart Data's technology enriches and personalizes the analytic insights its users receive. The company delivers this in real-time through the MSX® platform and its best-in-class smart data analytics platform MSX360®. Imagine having the world's best digital quant sitting beside you guiding you to opportunity and action -this is precisely what Mosaic delivers.

A Transformative Industry

Matthew has always believed AI would be transformative in the financial services space because of its ability to deliver the kind of hyper-personalization usually only offered by consumer technology platforms. Today, the idea of walking into a video shop and trawling through shelves feels completely antiquated - everyone is used to a service like Netflix doing the legwork for them and suggesting options they will want to watch from a database of thousands.

Similarly, MSX360 allows Mosaic's clients to see patterns of client behavior which could be seasonal, monthly, or weekly. This allows a bank to predict the best time of day for a trade and the most suitable instrument to use. The model learns from individual users' activities and interests over time to constantly improve recommendations. This means banks become more efficient because they can target the right resources to the right opportunity and the right time.

The Shift to Digital Working

Matthew believes, during the era of Covid-19 and the subsequent shift towards a digital working environment, banks have to be smarter than ever when it comes to gaining a comprehensive view of

W ith a vision to provide financial market professionals with data-driven tools to optimize their trading operations, Mosaic Smart Data was founded in 2014 by its CEO, Matthew Hodgson. The organization's technology enables participants to harness their market and transaction data and see in real-time what happened, why it happened, and what is likely to happen next?

Before founding Mosaic, Matthew worked extensively in the income markets for multiple prestigious global financial institutions. He saw first-hand the potential for trading firms to extract the value from their largely untapped transaction data assets. Being able to refine this raw data and distill it

into meaningful smart data, where value can be extracted in the form of actionable insights, is a significant challenge that all market participants face. Matthew founded Mosaic Smart Data to enable firms to gain a significant competitive advantage through a better understanding of their transaction data.

Delivering Next Generation of Data Analytics

> " *After all, it's typically during periods of stress where relationships are forged. As a bank, if you're able to guide a client through the fog of confusion, you will likely have a relationship for life and AI and machine learning can assist in facilitating this.* "

their data and extracting value from it. Matthew says, *"While people are speculating that the end of the 'new normal' might be on the horizon, the impact it has on the way we work and where we work is undoubtedly set to remain, with efficiency being the key. AI can deliver a huge range of efficiency benefits."*

According to Matthew, during the stressed market conditions of the past two years, the ability to wring every actionable insight from data is becoming vital to a firm's survival and success. AI-powered data analytics is a perfect solution for this challenge.

Awards and Accolades

Mosaic Smart Data's biggest accolade is its client base, which includes the biggest financial institutions across the world – including the US, Europe, Asia, South America, and South Africa. The organization has won several prestigious industry accolades, including the Banking Tech Awards, the FS Tech Awards, the InvestHK UK Fintech Awards, and being named Fintech Company of the Year by City AM.

The Changing Demographics of the Industry

Matthew believes, forward-thinking banks of all sizes are now starting to deploy AI to enable predictive and prescriptive analytics, as well as connecting systems to prompt them as to the next best action for their clients. By absorbing information that might

otherwise be missed, AI delivers the analysis to drive new sales engagement with clients and by delivering those insights at the optimum time.

According to a recent survey, 75% of banks with more than $100 billion in assets are currently implementing AI strategies, and investment and adoption at scale are expected to increase significantly over the coming years. This comes as no surprise when you consider it has been estimated by McKinsey that AI can potentially unlock $1 trillion of incremental value for banks. These tools can be thought of like a GPS for the sales desk – those banks without it will struggle to compete against more forward-leaning firms who are empowering their employees with the most advanced digital tools.

Matthew thinks, banks that fail to make AI central to their core strategy and operations- often referred to as becoming "AI-first"- will risk being overtaken by competition and deserted by their customers in the coming years.

The current operating environment is both uncertain and challenging for investment banks, but a carefully planned program that builds on cutting-edge data analytics and AI technology holds the key to driving growth and delivering the modern, information-driven trading experience that clients demand.

mosaic ®
SMART DATA
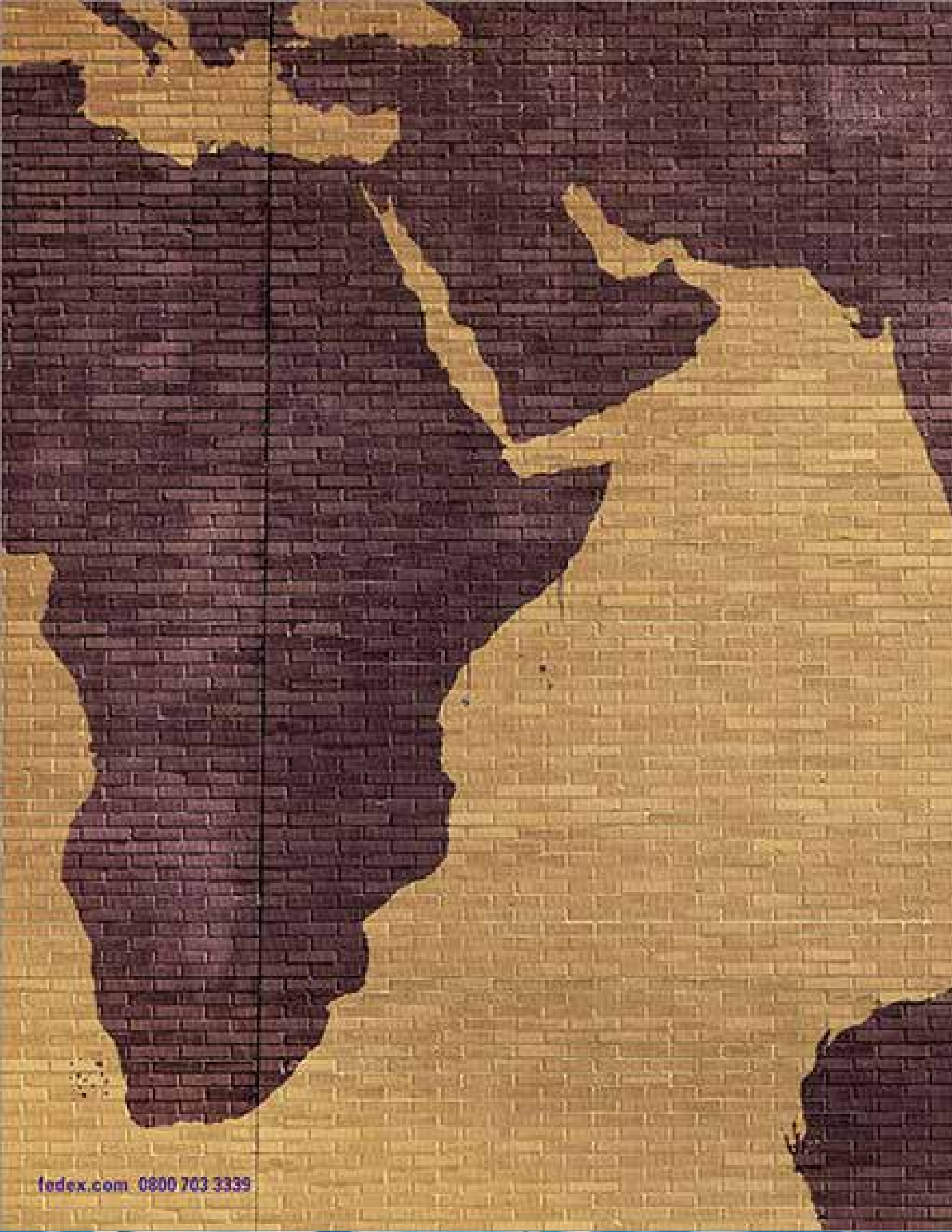
FedEx

Express

Enhancing Product's Discoverability and End User

Consumer behavior is changing. And so the way they search on Google is changing, too. The new challenge for companies, both large and local businesses, is **to create relevant content that addresses consumer needs in a specific way.** To be found, then, content must be smart. This means it requires **talking about the right topic, in high demand, and optimized** to be as visible as possible to the target market - especially on search engine results pages or SERPs.

On their side, for **search engines** to return the correct results and provide instant answers to users, they need to **understand what you're talking about.**

created the **first semantic AI-powered SEO platform** that helps businesses produce smart content that is understandable to search engines and relevant to new consumers. It is a new approach to SEO and offers a **competitive advantage** to all those businesses, big or small, that want to grow by **getting more organic traffic and more significant customer engagement.**

Using AI and machine learning, WordLift analyzes the content of your website and selects the concepts (entities) that are most relevant to your business. The dynamic infrastructure behind your website allows it to be suitable for search engines and voice assistants and to create well-contextualized and related web pages and articles, turning web pages into connected data and making the user experience more relevant.

For e-commerce sites, WordLift builds a enhancing a product's discoverability and end-user experience by enriching each piece of content with all product details, including linked data.

With this technology, it is possible **to increase organic traffic** from search engines and **improve the quality of the user experience.** WordLift can be integrated with all CMSs, providing APIs and webhooks.

Automation is a massive need for companies investing more and more in it. Whether it's automating content creation, discovering new search opportunities, or implementing conversational AI, you need a graph-based structure that describes the content you produce. **A Knowledge Graph is a critical element of any organization's AI strategy.** It's not just for Google, Bing, or Amazon anymore. A Knowledge Graph is for any organization that looks at growth strategically.

WordLift's innovative AI is used on more than 800 websites and actively contributes to the traffic growth of Luxottica Group brands, Enel X, ZoomInfo, and other large Fortune Global 500 companies.

The WordLift team is focused on the **continuous research and development of innovative solutions for businesses.** It has developed that will be launched shortly. It will help businesses find new search opportunities and create a Knowledge Graph starting from website data.

WordLift closed in January an investment round of 800.000 euros with the venture capital firm Primo Ventures SGR S.p.A., which invested through its Barcamper Ventures and Barcamper Ventures Lazio funds. The objective is **to accelerate growth by expanding the customer base both nationally and internationally.**

"WordLift is one of those startups that immediately demonstrates a strong international reach, with a product delivering clear value to its customers. The results achieved and the entrepreneurial vision of the founders convinced us to support them in their growth path".

- Niccolò Sanarico, investment manager of Primo Ventures

> *The entry of Primo Ventures marks a stage of maturity for our startup and projects our technology, one of the first AI made in Italy, into a path of the international scale of which we are proud.*

Andrea Volpini

WordLift | CEO

WordLift

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