



NEW SAPIENCE

Technology Uplifting Humanity

Real AI through Machine Knowledge,
the step beyond Machine Learning



Imagine...

- That computers could speak our language and converse with us.
- They would have the comprehension to understand what we say, and the general intelligence do what we tell them.

...sapiens



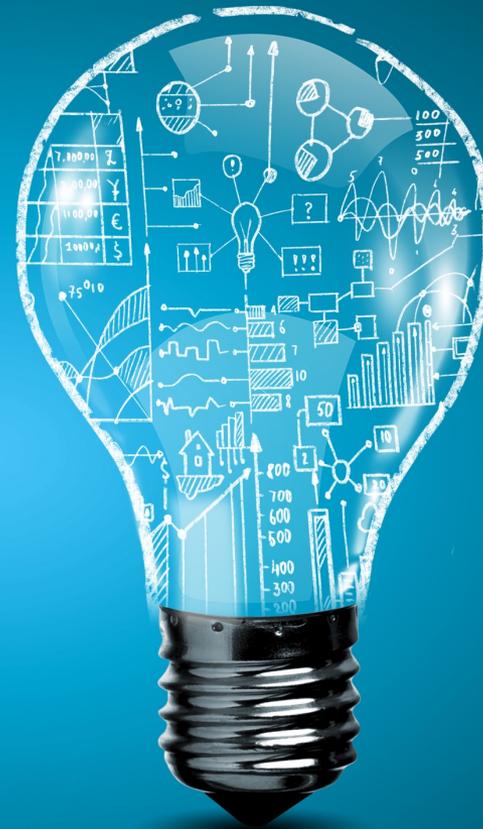
Sapiens today

Our approach is new, unique, easily scalable, and massively outperforms the competition.

Product development:

We have significant demo capability. We're able to show that sapiens are capable of:

- Learning pedagogically
- Applying context
- Recognizing falsehoods and nonsense
- Explaining conclusions
- Reasoning under uncertainty
- Disambiguating homonyms

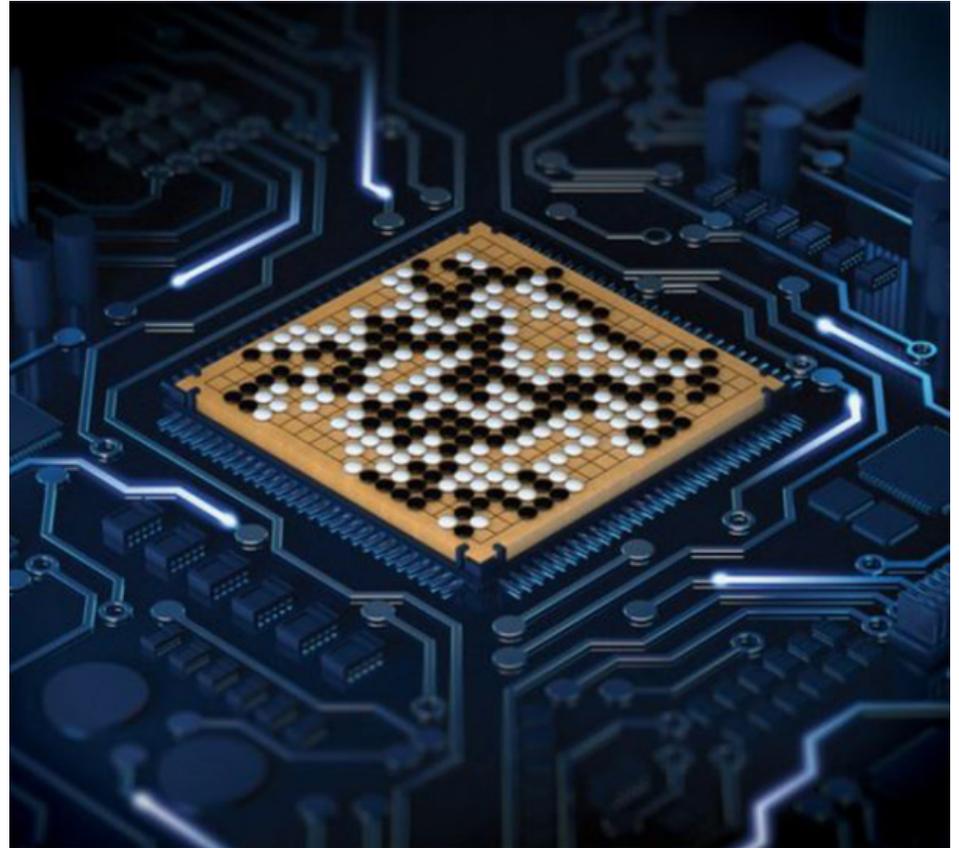


No other ML/DL systems have achieved these breakthroughs.

What “Machine Learning” cannot do

“The crucial piece of science and technology we don’t have is how we get machines to build models of the world...” *Yann LeCun, Director of AI at Facebook*

“Ultimately, the real challenge is human language understanding – that still doesn’t exist. We are not even close to it...”
Satya Nadella, Microsoft CEO





The World As We Know It

How do humans gather knowledge?

From birth we build a world model in order to understand and navigate the world around us.

Step 1

Create a baseline model of the world from sensory information

Step 2

Extend the baseline model by reasoning and language comprehension

Step 3

Communicate that model of the world through language



The World As Sapiens Know It

At **New Sapience**, we've done the unthinkable:

Developed a way for computing machines to have a model of the world and extend it in a similar way.

Step 1

Compile a baseline model of the world created by humans

Step 2

Extend the baseline model by reasoning and language comprehension

Step 3

Communicate that model of the world through language



The Hidden Structure

Rather than a mass of facts and rules, think of human knowledge as an integrated model where the parts are:

Abstract concepts

that fall into **categories**

which can be connected in specific ways to create more **complex ideas.**



If you could find the hidden structure of these connections, you could download a small, core set of ideas and the rules for their combination into a computer.

We believe we have revealed the hidden structures of knowledge; we understand the rules of combination, and we're implementing them in our software.



Our Customers



Customers needing companionship or are memory impaired

The lonely, the elderly, people on medication, or anyone experiencing cognitive difficulties can call on our sapiens for help.



People with many details to remember

With upgrades, our tech will increasingly function like a human secretary, organizing customers' lives.



Companies with customer service representatives

We'll start by replacing frustrating phone menu systems and chatbot interfaces; eventually, advanced sapiens could augment or replace human representatives altogether.

First Product: Caregiver Sapiens

Medical Compliance

At 9:45 PM...

sapiens: Have you taken your Lipitor yet?

user: No

sapiens: When are you going to take it?

user: I'm taking it now.

sapiens: Thank you!

Tracking Symptoms

user: My headache is back.

sapiens: I am so sorry, how bad is it?

user: About a 6.

sapiens: Worse than last night. You said it was around a 4 and half. Still on the right side?

user: Yes

Appointment Management

user: When is my next doctor's appointment?

sapiens: Dr. Simons, next Tuesday at 8:00 AM.

sapiens: Remember he wants you to fast after midnight the night before.

user: Right

Follow-on Product: Companion Sapiens



Beta: Personal Memory Augmentation

Can hold a conversation, remembers anything you tell it; recalls the information on demand

Mark I: Remind Me Capabilities

Intelligent, proactive time management assistance

Mark II: Communications Manager

Handles incoming calls and texts, takes and gives messages, screens email

Market for Sapiens

B2C



Caregiver Sapiens



Companion Sapiens



Personal Sapiens (special purpose)

B2B



Website sales support



Customer service



Talking appliances and devices



Enhancing existing digital
personal assistants

Go-to-Market Strategy

- ① **Build** upon our current capability to reach a “tipping point” demonstration when any user can have un-scripted un-rehearsed conversation with a sapiens and realize they are being understood
- ② **Utilize** revenue from angel investors to fund continued development, testing, marketing, and beta release of our Caregiver Sapiens product
- ③ **Secure** license agreements to “re-brand” the Caregiver with Hospitals, Pharmaceutical companies and Elder Care communities
- ④ **Expand** technical staff, bring additional management and marketing staff onboard to introduce Caregiver and the Companion Sapiens to a broader market
- ⑤ **Attract** attention of big tech companies with marketing efforts in anticipation of product release; sign licensing agreements
- ⑥ **Scale** into a range of additional markets

Business Model

Revenue Model:

Sell our sapiens product lines as SaaS with a two-tiered subscription plan

License core technology to third parties in multiple markets

Build custom Machine Knowledge applications in select markets

Tier 1

Fully-functional sapiens without core upgrades

Tier 2

Adds upgrades

Competitive Overview

Leading tech companies (Amazon, Microsoft, Alphabet, Apple, Facebook, IBM) currently dominate the AI space, focusing on existing machine learning technology.



Machine Learning (ML) and Deep Learning (DL) techniques have massive backing and momentum, but are limited in their problem-solving capacity:



No knowledge



No intelligence



No comprehension

We believe our technology will drastically alter the landscape.

As soon as one company starts using MK technology, the others will have to adapt.

Unique Advantages



Groundbreaking: Our technology will allow machines to possess knowledge and intelligence, letting them understand and help users in ways that previously seemed impossible.



Integrated: Our solution sits on top of and integrates with the current ML/DL technology -- an easy, scalable, cost-effective way to create systems with incredible learning capabilities.



Loyalty: SIRI is like an Apple employee on your phone, helpful maybe, but designed to serve Apple, same with Alexa, an in-home agent that is ultimately a salesperson for Amazon. A sapiens works only for its user, as loyal and protective as a Labrador retriever.



Unconflicted: Companies like Google have an interest in *limiting* the power of digital assistants -- after all, if assistants can retrieve any information for users, then users will never have to visit Google and see the ads on their page.

We don't have those restrictions; our tech will go further, faster.

Near Term

Expected Milestones over the next 12 months:



Gaining traction in the marketplace through application development contracts

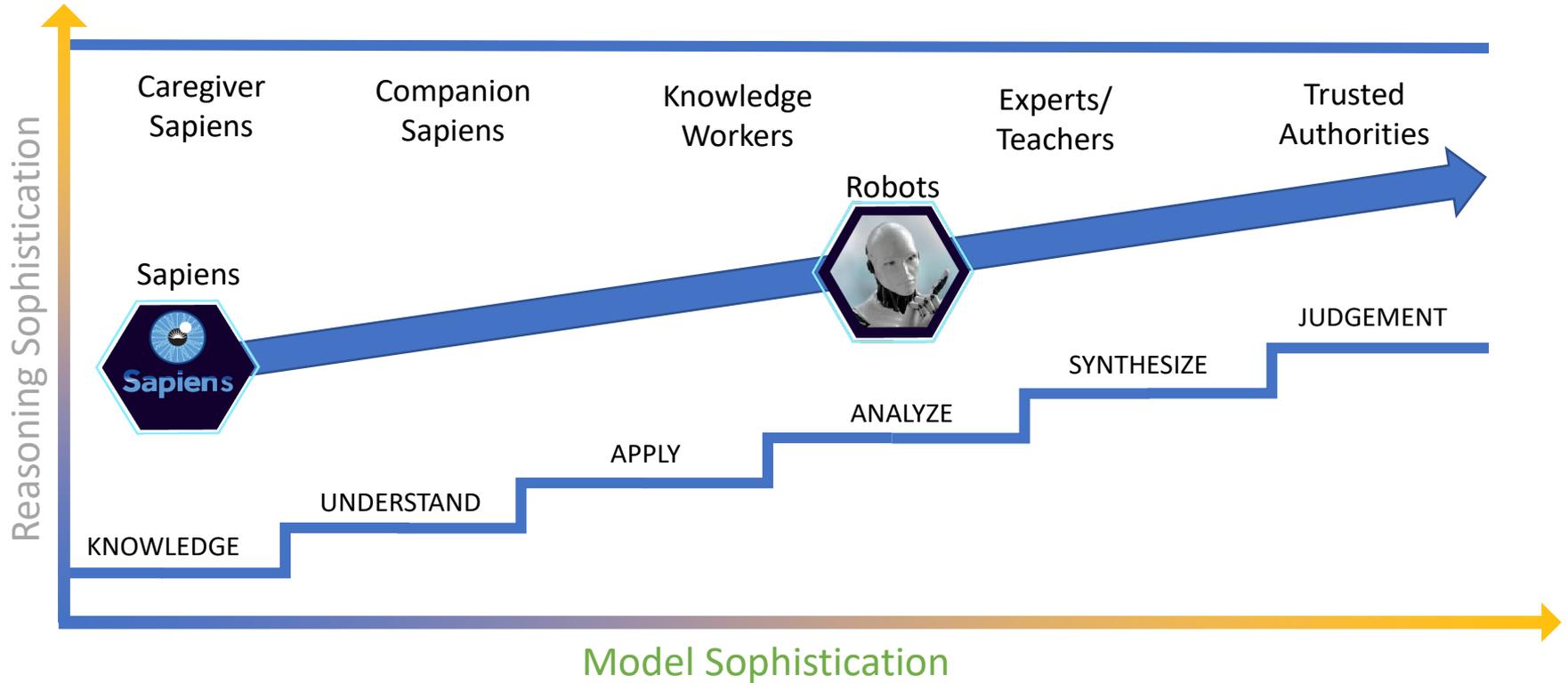


Additional patent / continuations



Beta test for Caregiver Sapiens planned for 2019 Q4

Looking Ahead





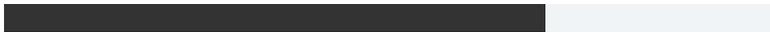
Investment Opportunity

New Sapience is seeking a critical \$2M investment to enhance our core technology, obtain new contracts, and beta release our Companion Sapiens.

FUNDING BREAKDOWN

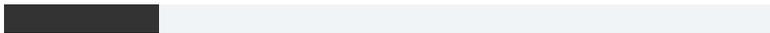
70%

Product Development



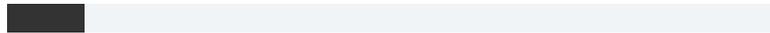
20%

Business Development



10%

Intellectual Property



PREVIOUS FUNDING

\$1.0M

Friends & Family Round (Equity) - Closed 1/16

\$1.3M (oversubscribed)

Angel Round (Equity) - Closed 10/16

\$1.7M (oversubscribed)

Angel Round (Equity)



Why Invest?



Mission. We're changing the way humans interact with their technology -- creating a world where our machines understand us and our world and continually learn to serve us better.



Commitment. We're ready to face any challenge, dedicated to giving customers an advanced technological support system that caters to their specific needs and desires.



Potential. With an experienced, visionary team, unique, patented technology, and infinite opportunities for marketing and expansion, we're uniquely positioned for success and rapid growth.



Making a Difference. Machine Knowledge is a massively transformative, world changing technology.

*"If you invent a breakthrough in artificial intelligence, so machines can learn, that is worth 10 Microsofts:
Bill Gates*