

New Sapience

The Knowledge Company



new sapience

Sapiens

Soon people will have digital entities, sapiens, that do what the digital assistants of Big Tech cannot:

- Understand what the words mean
- Hold a conversation
- Remember what you say to it and recall it on demand
- Exhibit basic common sense and recognize non-sense



Sapiens are just the beginning. The Information Age is ending, the Knowledge Age has begun.

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



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Follow-on Product: Companion Sapiens



Memory Augmentation	Remind Me Capabilities	Communications Manager
Can hold a conversation, remembers anything you tell it; recalls the information on demand	Intelligent, proactive time management assistance	Handles incoming calls and texts, takes and gives messages, screens email

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

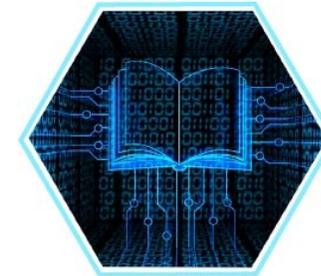
Revenue Model

Tier 1
Fully-functional sapiens
Tier 2
Adds core upgrades

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



License core technology to third parties in multiple markets



Sell Custom Machine Knowledge Model
Extensions through our online store

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 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

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



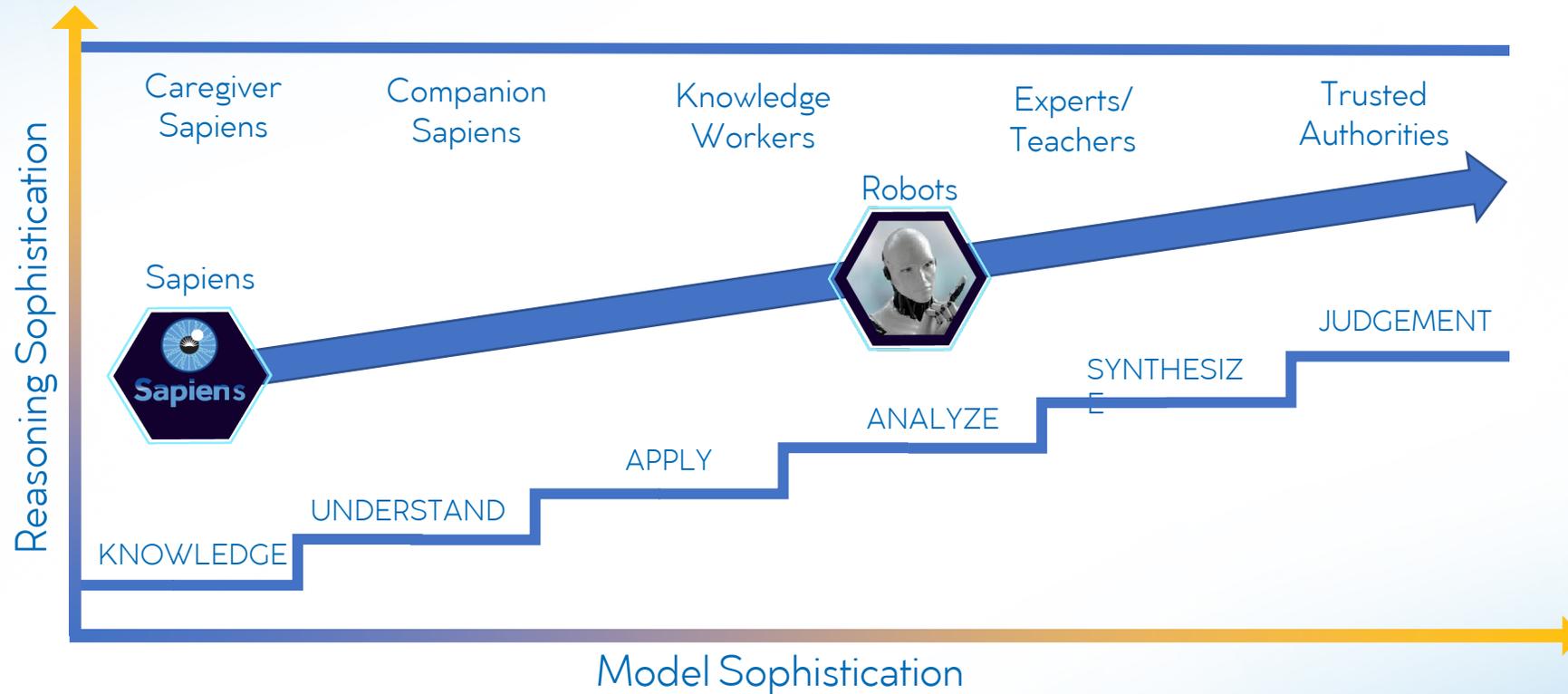
No comprehension

We believe our technology will drastically alter the landscape.

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



Looking Ahead



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



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