Target Markets, Use Cases & GTM

Humans make dirty, unstructured data. Edictive services any industry where humans create data, not machines.

> *We are not valuable for IOT or computer vision.*

1. **High "data-to-dollar" conversion.** In human services heavy industries, every customer interaction can directly influence revenue (renewals, upsells, churn), so capturing the nuance of free-text discussions is commercially critical.
2. **Intangibility = documentation.** Because the deliverable is often knowledge or experience, *the written or spoken record becomes the audit trail* for both quality assurance and cost justification.
3. **Regulatory and liability exposure.** Human sectors like hospitality & real-estate face stringent duty-of-care or disclosure rules that require meticulous textual evidence.

Industry Segmentation

Aa Industry	Sales Motion	# TAM	Core Human-Generated Data Types	Why It's Core
Enterprise Soft., IT, Knowledge Mgmt	Direct		Knowledge management, bug/feature tickets, code-review comments, run-book notes, incident post-mortems	Product quality and velocity flow through issue trackers and chat; knowledge stays in text
Marketing, Advertising & Social Platforms	Direct		Creative briefs, campaign post-mortems, social posts, reviews, chat support	Brand sentiment, ad creative, and audience segmentation depend on mining what people write
Social Media & Community Platforms	Direct		User posts, comments, support tickets, moderator notes	Content moderation, community engagement, trend analysis, ad targeting.
Customer Support / Contact Centres	Direct		Call transcripts, chat logs, email threads, ticket descriptions	Understanding customer issues, training agents, driving process improvements, and measuring satisfaction.
Human Resources & Recruiting	Direct		Resumes, cover letters, performance reviews, interview feedback	Candidate evaluation, talent development, compliance with

Vendor vs Direct

- Direct: Synthesizing their customer's unstructured data is **primary source of the company's value proposition**. **Sell directly to companies in this industry**. *TAM is likely larger.*
- Vendor: Synthesizing their

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				employment regulations.
Insurance & Claims	Direct		Claim adjuster notes, policyholder communications, incident reports	Assessing claims, fraud detection, underwriting decisions, customer service resolution.
Consulting & Professional Services	Direct		Meeting notes, project proposals, expert analyses, client emails	Capturing expert insights, tailoring recommendations, documenting engagements and deliverables.
Hospitality & Travel	Vendor		Guest reviews, service desk chats, loyalty program calls, incident logs	Satisfaction scores, dynamic pricing, and reputation management depend on mining guest feedback in real time
Government & Public Sector	Vendor		Parliamentary transcripts, public comments, policy drafts, legislative amendments	Shaping and enacting policy, public consultation, transparency and archival mandates.
Legal Services & Compliance	Vendor		Contracts, legislation texts, case briefs, deposition transcripts	Drafting/advising on agreements, interpreting statutes, building legal strategies, ensuring compliance.
Market Research & Insights	Vendor		Focus-group transcripts, survey open-responses, interview notes	Extracting consumer sentiment, thematic analysis, guiding product and marketing strategies.
Healthcare & Life Sciences	Vendor		Clinical notes, discharge summaries, patient histories, physician communications. Note: This segment is particularly industry due to the privacy preserving nature of training models on synthetic data.	Diagnosing and treating patients, clinical research documentation, regulatory reporting.
Media, Publishing & Journalism	Vendor		Articles, editor notes, interview transcripts, social media posts	Creating and editing content, fact-checking, archiving interviews,

customer's unstructured data is a **secondary operational concern** OR **is highly fragmented**, so they would buy data synthesis tools from vendors. **Sell to their vendors.** *TAM is likely smaller.*

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				audience engagement analysis.
Education & Academia	Vendor		Lecture transcripts, research papers, student essays, peer reviews	Knowledge dissemination, assessment, research evaluation, accreditation processes.
Finance (Buy + Sell Side) & Investment Research	Vendor		Analyst reports, earnings call transcripts, investor communications, due-diligence notes	Investment decision-making, regulatory filings, client reporting, market sentiment analysis, trade ideas.

Non-Exhaustive List of Potential Predictive Features Built from Unstructured Data

Select	Aa Use Case	Unstructured Data
Customer Facing Domains (Sales Marketing Support)	Predicting Customer Satisfaction (CSAT/NPS) Scores	Analyzing the text content of open-ended feedback in surveys, support interactions, or reviews to predict likely CSAT or NPS scores, identifying drivers of satisfaction or dissatisfaction beyond the numerical rating.
Customer Facing Domains (Sales Marketing Support)	Predicting Product/Feature Adoption	Analyzing user feedback, support tickets, and forum discussions related to new product launches or features to predict adoption rates and identify potential barriers or points of friction.
Customer Facing Domains (Sales Marketing Support)	Predicting Marketing message resonance	Social media interactions (comments, shares, likes on campaign posts) , customer reviews mentioning marketing, qualitative responses in surveys about campaigns, feedback from A/B tests,

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		and even sales call transcripts where marketing messages are discussed or customer motivations are revealed. Emerging market of synthetic data.
Customer Facing Domains (Sales Marketing Support)	Predicting Sentiment Shifts and Customer Behavior	Wide range — online reviews , social media posts and comments, open-ended survey responses, and customer support interactions like chats, emails, and call transcripts.
Customer Facing Domains (Sales Marketing Support)	Predicting Customer Lifetime Value	historical customer support interactions (tickets, emails, chat logs), online reviews, survey responses, social media comments
Customer Facing Domains (Sales Marketing Support)	Predicting Lead Conversion Likelihood (Opportunity Scoring)	Call transcripts, email exchanges between sales reps and leads, chat logs from site interactions, notes entered into CRM, social media interactions
Customer Facing Domains (Sales Marketing Support)	Predicting Customer Churn	Support emails, chat logs, call transcripts, survey responses, social media posts mentioning the brand, online reviews
Finance	Predicting Budget Variances and Forecasting Errors	Budget Justification Narratives, Forecast Commentary, Departmental Communications, Expense Report Justifications, Project Status Reports
Finance	Predicting Payment Delays (AR/AP)	Analyzing communication history (emails, portal messages) with customers or suppliers, along with notes in accounting systems, to identify signals (e.g., disputes, cash flow issues mentioned, negative

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		sentiment) predicting the likelihood of late payments.
Finance	Predicting Audit Findings	Analyzing previous audit reports, internal control documentation (text descriptions), and related internal communications to identify recurring issues or control weaknesses, predicting areas likely to generate findings in future audits.
Finance	Predicting Financial Anomalies/Internal Fraud	fundamental financial data (often tabular but can be discussed in text) , market data (time series) , earnings reports and transcripts , corporate filings (10-Ks) , news articles , analyst/research reports , market commentaries , company presentations, patent filings
Finance	Predicting Investment Opportunities / Stock Performance	fundamental financial data (often tabular but can be discussed in text) , market data (time series) , earnings reports and transcripts , corporate filings (10-Ks) , news articles , analyst/research reports , market commentaries , company presentations, patent filings
Finance	Predicting Market Movements / Volatility	Analyzing financial news articles, central bank statements, company earnings call transcripts, analyst reports, and social media sentiment to predict stock price movements, sector trends, market volatility, or currency fluctuations.

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Finance	Predicting Insurance Fraud	Claim descriptions submitted by policyholders, notes written by claims adjusters, submitted medical reports, witness statements , email and chat communications regarding the claim, transcripts or recordings of phone calls with claimants or involved parties, and potentially associated images or videos (analyzed via computer vision but potentially linked to text analysis).
Finance	Predicting Credit Risk	text fields within loan applications, narratives explaining financial situations, customer communications with the institution, financial news articles concerning applicants or their industries, analyst reports, social media activity that might indicate financial stability or distress, notes associated with transactions, and potentially alternative data sources like rental or utility payment narratives. Corporate disclosures ‘(e.g., 10-K reports) are relevant for assessing business credit risk.
Healthcare	Predicting Adverse Drug Events (ADEs)	Analyzing patient forums, social media, clinical notes, and adverse event reporting databases (text descriptions) to identify early signals or patterns suggesting previously unknown side effects or predicting patients at

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		higher risk for specific ADEs
Healthcare	Predicting Disease Outbreak Patterns	Analyzing news reports, social media feeds, public health alerts, scientific publications, and online search trends (related to symptoms) using NLP to detect early signals of disease outbreaks and predict their potential spread or severity
Healthcare	Predicting Drug Discovery Potential (Target Identification, Molecule Properties)	large volumes of unstructured scientific text, including research papers, patents, clinical trial reports and data, and chemical databases that may include textual descriptions or links to literature (e.g., SureChEMBL). Functional genomics data is also relevant.
Healthcare	Predicting Treatment Effectiveness / Patient Response	Analyzing patient feedback from forums, surveys, communications with providers, or clinical notes describing patient experiences to identify sentiments, side effects, and outcomes associated with specific treatments, predicting individual or cohort response likelihood
Healthcare	Predicting Patient Risk/Disease Progression	Analyzing unstructured clinical notes in Electronic Health Records (EHRs), discharge summaries, and patient-reported outcomes (text) to identify risk factors, subtle symptoms, or patterns predicting disease onset, exacerbation, hospital readmission, or specific health outcomes (e.g.,

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		cardiovascular events, diabetes complications)
Human Capital	Predicting Knowledge Gaps/Information Silos	Analyzing internal wikis, knowledge base usage patterns, chat channel topics, and email threads to identify areas where information is lacking, frequently sought but hard to find, or siloed within specific teams, predicting potential knowledge loss or inefficiency
Human Capital	Predicting Project/Task Success Based on Collaboration	Analyzing communication logs, meeting transcripts, and document collaboration patterns (e.g., comments, version history discussions) to predict the likelihood of meeting deadlines, identify potential bottlenecks, or forecast the success of collaborative efforts
Human Capital	Predicting Future Skill Requirements / Gaps	Analyzing internal project documentation, industry trend reports, job descriptions from competitors, academic research, and performance reviews to identify emerging skill needs and predict future talent gaps within the organization
Human Capital	Predicting Team Engagement/Morale/Burnout	Analyzing communication patterns, sentiment, and topics within team chat channels (e.g., Slack, Teams), project management tools, and internal surveys to predict team health, engagement levels, or risk of burnout
Human Capital	Predicting Candidate Success/Quality of Hire	Analyzing resumes, cover letters, interview transcripts (using speech-

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		to-text), and potentially assessment responses (text) to predict a candidate's likelihood of job success, cultural fit, or future performance
Human Capital	Predicting Employee Attrition	free-text responses from employee engagement surveys, narrative sections in performance reviews , comments from exit interviews, and potentially internal communications like emails or team chat logs. This textual data is often combined with structured HR data such as demographics (age, gender), tenure, job role, salary, performance ratings, promotion history, job satisfaction scores, work-life balance ratings, and distance from home.
Ops	Predicting ERP/System Issues	Analyzing user support tickets related to ERP systems, text descriptions in system error logs, customization documentation notes, and integration failure reports to identify patterns predicting potential system performance degradation, module failures, or common user errors requiring training
Ops	Predicting Procurement/Supplier Risk	Analyzing supplier contracts (for risky clauses), supplier performance reviews (text feedback), news monitoring for supplier events (financial distress, M&A, legal issues), and communication logs to predict supplier failure, non-performance, price

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		volatility, or contract renewal risks
Ops	Predicting Project Delays/Budget Overruns (PPM)	Analyzing project status reports (narrative sections), risk logs (descriptions), meeting minutes/transcripts, team communication channels, and stakeholder feedback emails to identify early warnings of scope creep, resource conflicts, slipping tasks, or negative sentiment predicting delays or cost issues
Ops	Predicting IT Incident Resolution Time/Severity	Analyzing user-submitted incident tickets (descriptions), IT support chat logs, system log text, and knowledge base article interactions to predict how long an incident will take to resolve, its potential severity (e.g., likelihood of becoming a major incident), or the optimal resolution path/agent assignment.
Ops	Predicting Demand Fluctuations	Analyzing social media trends, news articles, economic reports, competitor announcements, customer forum discussions, and weather forecasts (text descriptions) alongside historical data to generate more accurate demand forecasts for products or services
Ops	Predicting Quality Control Issues	Analyzing customer complaints (emails, call transcripts, reviews), manufacturing line reports (text entries), quality inspection notes, service technician reports, and

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		social media feedback to identify emerging defect patterns or predict future quality failures.
Ops	Predicting Supply Chain Disruptions	Analyzing supplier communications (emails, portal messages), news feeds, geopolitical reports, weather reports, shipping manifests (notes/comments), and social media monitoring for signals predicting potential delays, material shortages, supplier insolvency, or logistical bottlenecks
Ops	Predicting Equipment Failures (Predictive Maintenance)	Analyzing unstructured text from technician maintenance logs, operator reports, sensor alert descriptions, work orders, and equipment manuals to identify fault patterns, recurring issues, or subtle warnings predicting impending equipment failure.
Legal / public sector	Predicting Legislative/Policy Changes	Analyzing draft legislation, government reports, think tank publications, news commentary, and social media discussions related to policy debates to predict the likelihood of specific legislation passing or policy changes being enacted
Legal / public sector	Predicting Potential Security Threats (Cybersecurity)	Analyzing cybersecurity intelligence reports, technical blogs, dark web forum discussions (text), security logs (analyst notes), and vulnerability descriptions using NLP to identify emerging attack vectors, threat actor TTPs (Tactics, Techniques, and

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		Procedures), and predict likely targets or future attack types
Legal / public sector	Predicting Public Opinion Trends	Analyzing large volumes of social media posts, news articles, blog posts, forum discussions, and political speeches using sentiment analysis and topic modeling to track public sentiment on specific issues and predict future trends or shifts in opinion
Legal / public sector	Predicting Regulatory Compliance Breaches	Analyzing internal audit reports (text), regulatory filings (e.g., SEC filings - MD&A sections), employee communications (whistleblower reports, compliance hotline transcripts - *with controls*), and news related to regulatory changes to identify patterns or anomalies predicting potential non-compliance or violations
Legal / public sector	Predicting Contract Risks (Breach, Unfavorable Terms)	Analyzing the text of contracts and related communications to identify ambiguous language, non-standard clauses, conflicting terms, or obligations that are frequently missed, predicting the likelihood of future disputes or breaches
Legal / public sector	Predicting Litigation Outcomes	Analyzing legal briefs, prior case law documents, judicial opinions, and potentially news sentiment related to a case to identify similar precedents, legal arguments, and judicial

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		tendencies, predicting the likely outcome of a lawsuit.

Notes / Interviews

- HelloClever
  - Pure transactions data
    - Processing payments for them
    - Just processing payments for them
  - It is simple: They have the data with HelloClever; they do not need to extract or process it. All their customers’ data is already stored in their system of record.