



Digital research platform

Commercial real estate

Built an application to synthesize various data sources (news/websites, social media, patents, etc.) and identify the trending themes/entities in an industry, that companies & investors could leverage to identify the emerging entities/trends to potentially invest in

Digital research platform – Personalized for client requirements

Situation

- Digital Sourcing could be an efficient way to identify potential targets for investment to complement traditional channels
- We built an application to synthesize various data sources (News/Websites, Social media, Patents, etc.) and identify the trending themes/entities in an industry
- Companies/Investors could leverage the application to identify these emerging entities/trends to potentially invest in

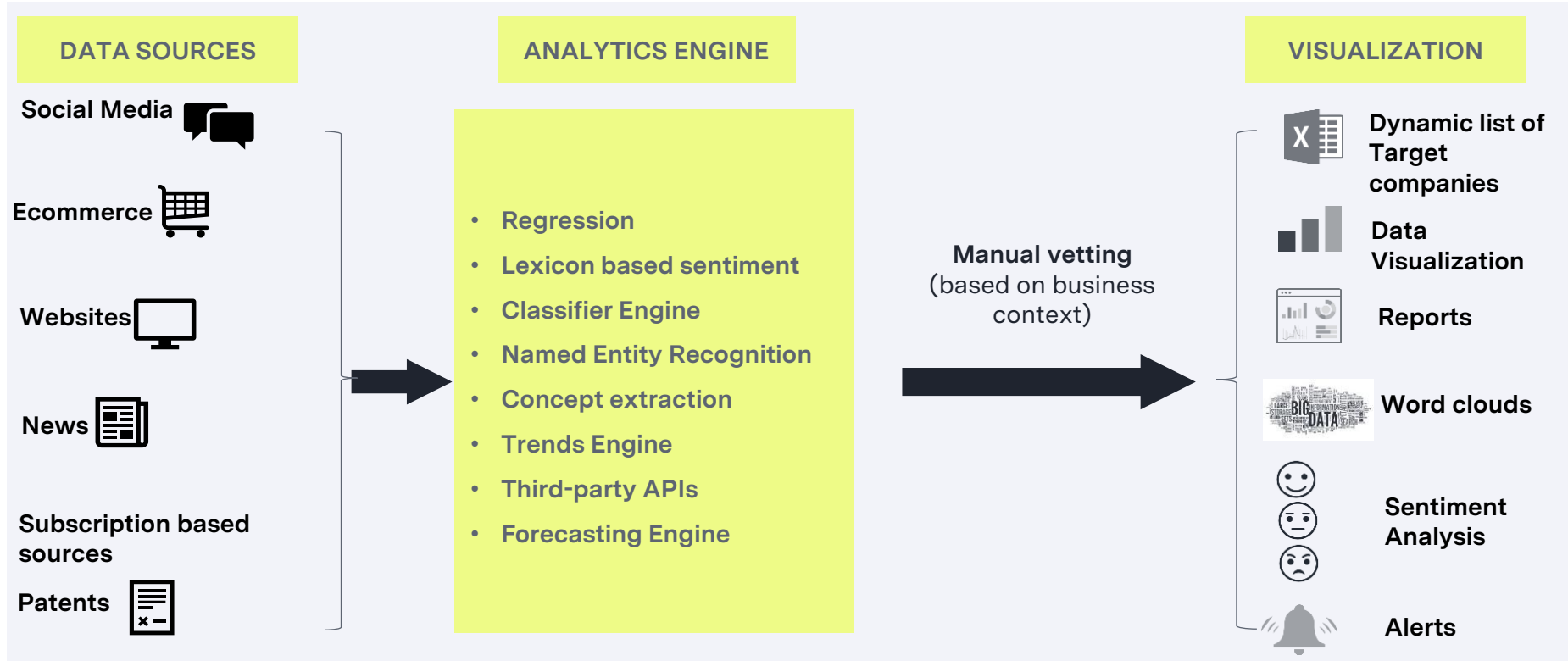
Accordion Value Add

- We built a comprehensive customizable application by tapping into a large set of public and subscription-based data sources that include (but not limited to) Financials (Crunchbase, CBInsights, Angellist), E-Commerce (Amazon, eBay), Social media (LinkedIn, webhose.io, Twitter, Instagram), Web traffic + SEO (Alexa, MOZ, SimilarWeb), Mobile app metrics (Google Analytics, Mixpanel) & Patents (uspto)
- The data is synthesized using an analytics engine that is primarily powered by Regression, Text analytics (Lexicon based sentiment), Natural Language processing (Named entity recognition, concept extraction), Classifiers, Forecasting Engine
- The application contains interactive dashboards tracking various KPIs identified from different sources, downloadable/distributed reports, periodic alerts/notifications

Impact

- Companies/Investors can leverage the bird's eye view of the industry from a wide range of data sources, that could have required hundreds of man hours
- Companies/Investors gain the first-mover advantage by identifying the emerging themes/entities before they become trending and reach through the traditional channel

We provide a digital sourcing service/platform to identify emerging trends and entities based on various data sources



Technology architecture details

- Proposed solution could be a **SaaS offering (Software as a Service)** that leverages the latest technology stack to mine data efficiently and derive meaningful outcome
- Platform has a **microservices architecture** to make it **modular** and **scalable**
- The solution would contain interactive **dashboards**, track various **KPIs** as identified from the different sources
- **Downloadable reports**, periodic alerts, notifications and consolidated reports via email
- **Manual vetting** will ensure that target list is relevant with zero noise; will also enable feedback loop for algorithmic tweaks

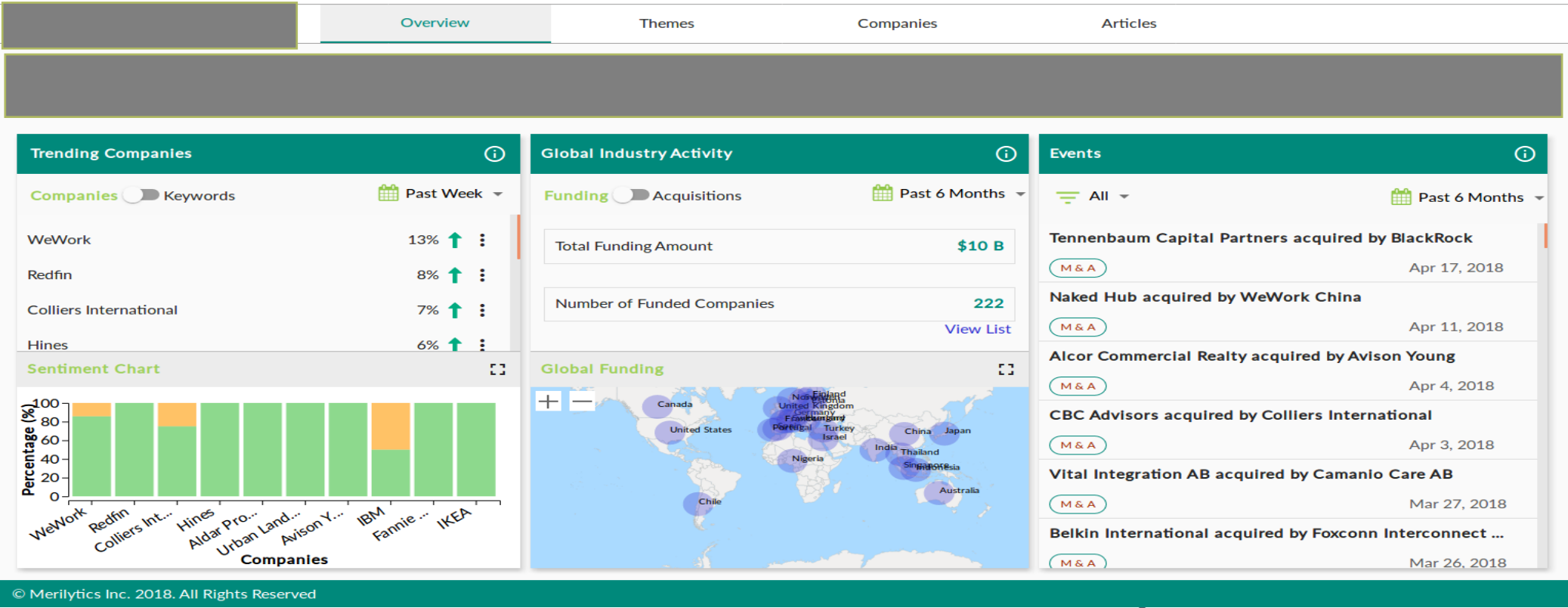
Potential modules (1/2)

Potential Modules	Details	Sample Data Sources	Analyses involved
Financials	The module would contain company related key financial information including recent funding rounds, valuations , Mergers & Acquisition activity	Crunchbase CBInsights Angellist Owler ...	API Consumption Data Mining
Ecommerce	The module will monitor traffic and usage statistics on e-commerce websites along with tracking product categories and price structures listed on the various channels	Amazon Ebay New Egg ...	Regression Web Mining
	<div>E.g., Amazon</div> <div>METRICS Top-selling products by category, product price, description, reviews, ratings etc. METHODOLOGY<ul style="list-style-type: none">• Data Mining from Amazon website• 3Rd party APIs such as Zinc, Semantics3, Octoparse etc. mine data using their proprietary tools and makes the data available at a subscription cost.</div>		
Patents	This module will capture the information related to intellectual property associated with the companies like patents and trademarks .	US PTO	API Consumption Entity Extraction Concept Extraction Topic modeling

Potential modules (2/2)

Potential Modules	Details	Sample Data Sources	Analyses involved
Social Media	This module captures the buzz on social media platforms in terms of engagement with various stakeholders and evaluates sentiment trends	Twitter API Facebook API Twitonomy ...	Topic modeling Forecasting (ARMA, ARIMA) Sentiment Analysis Entity Extraction Concept tagging
Web Traffic + SEO	The module will contain various web traffic related metrics and relevant SEO/SEM metrics to evaluate company performance	Alexa API Moz API ...	Regression Forecasting (ARMA, ARIMA) Time Series Analyses
Mobile App metrics	The module will track presence on mobile application stores to capture metrics related to downloads, Sales/IAP Revenues, Usage, Retention, SDK metrics etc.	Apptopia Similar Web ...	API Consumption Data Mining
Overall Digital Evaluation	Based on the combination of all modules, each company will be assigned weighted score and ranked accordingly in the list of target companies	Consolidated data from all sources	Comparative analyses Trend Analyses Time Series Analyses

Examples of outputs of digital research (1/4)



Combined Dashboard view

Examples of outputs of digital research (2/4)

Funded Companies

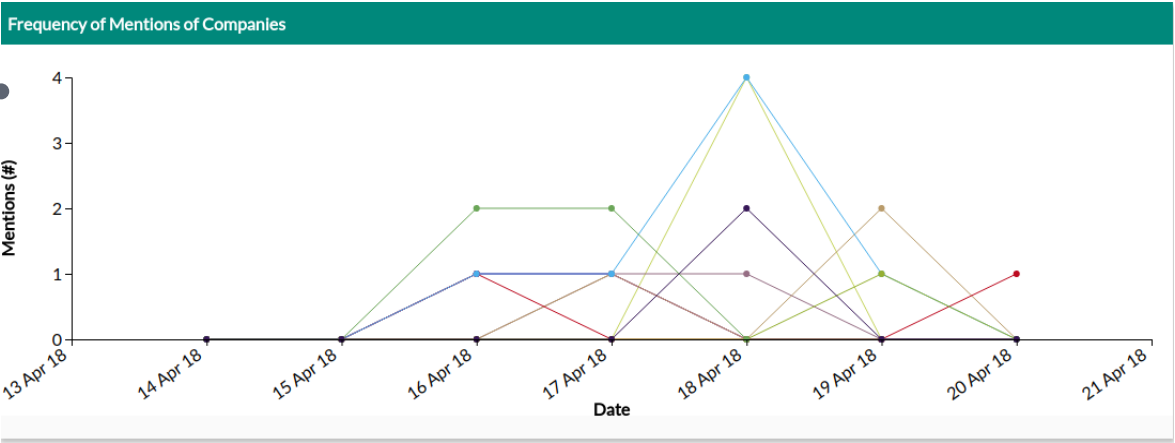
Search

S No.	Organisation	Funding type	Amount	Country	Announcement date
1	KONUX	Series A	\$18,500,000	Germany	Apr 19, 2018
2	RapidSOS	Series A	\$19,560,000	United States	Apr 19, 2018
3	SquareFoot	Venture - Series Unknown	\$3,840,000	United States	Apr 18, 2018
4	Digital2GO Media Networks	Convertible Note	\$875,000	United States	Apr 17, 2018
5	Tempo Automation	Series B	\$29,600,000	United States	Apr 17, 2018
6	Measurabl	Seed	\$2,049,999	United States	Apr 16, 2018
7	Raxar Technology Corporation	Seed	\$750,000	United States	Apr 15, 2018

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Dashboards with key financial metrics listed by company

Dashboard to track trends in Social Media mentions



Examples of outputs of digital research (3/4)

26 December 2017

Multi-band channel aggregation

Multiple channels are aggregated. In an example embodiment, first data is transmitted on a first channel to a wireless device, and second data is simultaneously transmitted on a second channel to the wireless device. The first data and the second

Patents

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Initiating live presentation content sharing via ra...

Systems, methods, and modes are disclosed for sharing presentation content displayed on a meeting room display during a meeting. The system comprises one or more presenta...

Patents

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A scalable lighting control system comprising a plurality of room lighting control systems each comprising a load controller electrically connected to a lighting load and...

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A method and apparatus for creating one or more groups of electric vehicle charging objects includes receiving input from an organization to group a selected set of electric vehicle charging objects, creating the group in response to the received

Patents

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A smart device is provided with a main remote control application that may be configured using information. The main remote control application may present images of orig...

Patents

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System and method for facilitating appliance con...

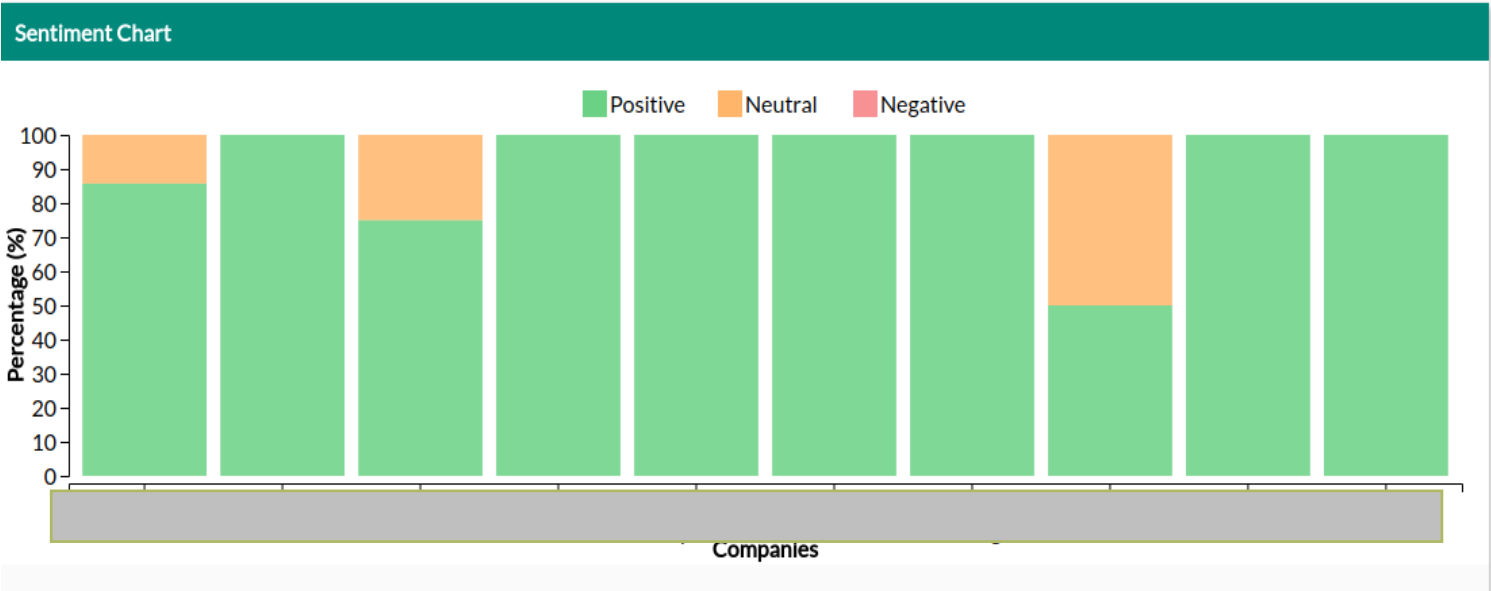
A bridge device, in communication with a smart device, functions to command one or more controllable appliances in response to communications received from the smart devi...

Patents

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Dashboards on trending news on the company/segment

Dashboard to estimate Sentiment trends for the target companies



Examples of outputs of digital research (4/4)

