C.O.A.I.
CREATIVE OPERATIONS ARTIFICIAL INTELLIGENCE

OUR MISSION

- is to build first AI-powered personal creative assistant in the world and its reverse 'brain-reading' counterpart system.

We apply latest techniques from machine learning combined with human creativity to prove that A.I. can be used as a new expressive medium and can help the humanity find innovative solutions for old problems.

Our research is focused primarily on the lesser-explored creativity standpoint with a goal to enable new generation of intelligent software to achieve a seamless collaboration between an individual and A.I.

VISION

Our two main goals for C.O.A.I. are:

1. **AI-powered personal creative assistant** - We use the power of AI to take everything you throw at it – images, text, sounds, video – and automatically shape them into custom product unique to your needs. You do what you care about, and all other stuff will just happen.

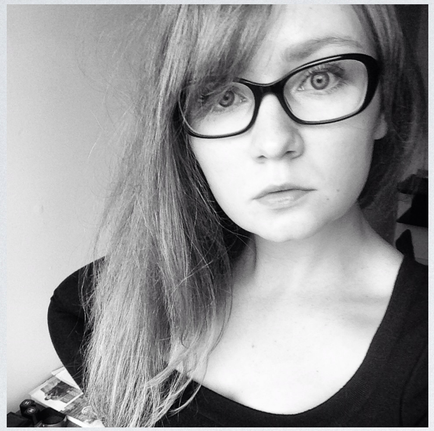
Spectrum of use: creative assistance for individuals in fields like arts, design, architecture, web development, video and sound production etc., self-driving cars, smart home, customer support.

VISION

2. Reverse ‘brain-reading’ system - We will combine machine learning and brain imaging in order to ‘read mind’. After having collected enough data we will reverse the process and use it to predict behaviors, reactions and opinions of certain groups after being exposed to selected stimuli.

Spectrum of use: product testing, market research and evaluation, sales, marketing, human resources, understanding of how brain represents different concepts across different groups of individuals

TEAM



Anna Delvey
Founder & CEO

Prof. Dr. Frank Kirchner
Project lead, head of Robotics Innovation Center at DFKI

Sohrob Kazerounian
PhD in a Dept. of Cognitive and Neural Systems, part of Nnaisense

Kalyan Veeramachaneni
Research Scientist in the Computer Science and AI Laboratory at MIT

TEAM

Director of CSAIL at MIT **Daniela Rus** and her selected team of engineers
Ilya Sutskever – advisor, research director at OpenAI
Tony Hsieh's Downtown Project – collaboration with their own artist-in-residence program for graphic designers in downtown Las Vegas
Gabriel Calatrava - advisor, architect and artist
Rus Yusupov – advisor, co-founder of Vine
Sofian Audry – PhD Humanities, interdisciplinary researcher, artist
Conor Russomanno - advisor, founder of OpenBCI, part-time professor at Parsons NY
Leon Gatys – advisor, founder of DeepArt
Scott Hartley – advisor, about to publish a book about AI, writer for Forbes and Inc. Magazine
Daniel Arsham - artist, one half of Snarkitecture
Richard Dupont - artist

PROCESS

Our dream is to make Metacreation (the idea of endowing machines with creative behavior) synonymous with generation of novelty. The holy grail of artificial intelligence is not to copy human brain but for it to try new ways to connect existing things, trained on the same source of information.

We will create machine augmented creativity to help humans generate ideas and come up with new unexpected solutions. The intelligent software will compliment human process of problem solving by serving as a source of inspiration and opening new perspectives.

Our approach to the research is built on the '**Four Ps of creativity**' by James Melvin Rhodes:

- **Person/Producer:** The individual agent that is creative
- **Process:** What the creative individual does to be creative
- **Product:** What is produced as a result of the creative process
- **Press/Environment:** The environment in which the creativity is situated

HOW

1. AI-powered personal creative assistant - We are building soft- and hardware that will collect and interpret creative data, which will be used as a core in creating machine augmented creativity. We start with assembling data from 10,000+ individuals who are actively involved in creative processes on daily basis. Using pattern recognition artificial neurons are capable of mimicking human brain cells and process the same info with the same goal to navigate and understand the world.

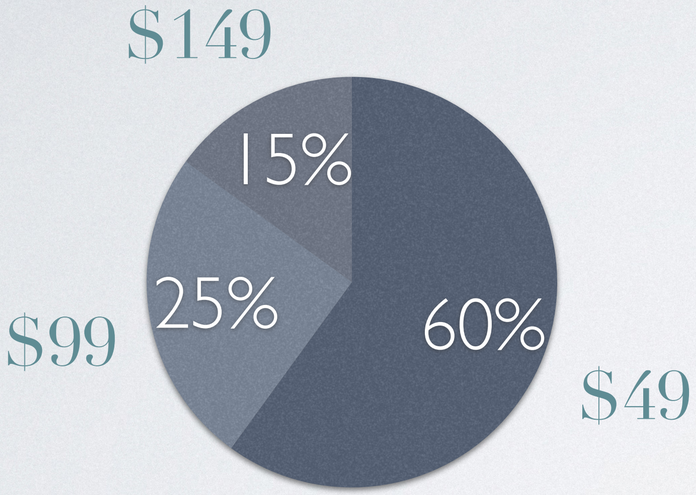
HOW

2. Reverse ‘brain-reading’ system - We will measure brain activity using brain imaging and micro expressions reading hardware. Through machine learning methods we are able to determine the hotspot of information, this way trying to tie the biology of the brain to the ideas that we are thinking about. Since brain representation of different concepts across different people is more or less similar, we can predict one’s brain activity by exposing him or her to the same stimuli as others in the past. Matching up with our creative databank we will build the reverse predictive system.

MARKET & OPPORTUNITY

- One of the fastest growing and most promising fields, the AI market is estimated to grow up to **5,05 billion** by 2020 at a CAGR 53,65%, and is projected to reach **11.1 billion** by 2024.
- No direct competition.
- Possibility of collaborating and sharing data with AI companies focusing on self-driving cars, customer service, smart home etc.
- Will will charge yearly fees ranging from **$49 to $149**, while offering three tiers of service scope.

Fee distribution



500,000 users

$38,250,000 revenue

1,000,000 users

$76,500,000 revenue

PAST - PRESENT - FUTURE

- **Based in NYC**, we are multi-national with further team members in Boston, Vancouver, Germany and Switzerland.
- **Timeline**: First set of hardware ready for tests in 9 months, final product in 18 months, official market launch in 20 months. Before series A we plan on expanding our team, bringing out at least 2 different product versions before final launch, establishing our place in the market and collaborating with like-minded AI researchers in creative and customer service areas.
- In process of raising our first **$1.2mm seed round** for the next 18 months runway.

THANK YOU