

A crowd of people is seen from behind, sitting on a grassy hill and looking out over a city at sunset. The scene is bathed in the warm, golden light of the setting sun. In the background, the city skyline is visible, with a prominent building featuring a dome. A green network diagram, consisting of numerous nodes connected by lines, is overlaid on the image, extending across the middle and right portions of the frame. The title text is positioned on the left side, within a semi-transparent dark box.

# Basil Labs Company Brief

Basil Labs  
TechnoHub 1, Silicon Oasis, Dubai  
1440 Washington DC, 20005





# Basil Labs Overview

## CRACK THE CONSUMER EXPERIENCE PUZZLE

**What decisions would you be able to make today** if you knew exactly who your next customers were and how they felt when they left your stores?

**We monitor CX and the consumer journey** so our clients can focus on building informed marketing campaigns and optimizing CX at their locations.

### PROCESS



**Collect** and synthesize millions of publicly-available data points and voice input surveys.



**Deliver** initial dashboards on CX and stakeholder perceptions of your business.



**Monitor** and update quarterly/monthly to help you:

- **Manage in store consumer experience**
- **Geotarget persona-driven digital and offline ads**
- **Place your next retail location**

### TECHNOLOGY



**We leverage A.I.** to analyze networks and consumer perceptions in millions of publicly-posted data points to expand your leads or benchmark your company's performance to an entire region or industry.



# Who We Are

## SYNOPSIS



**Basil Labs** is a consumer intelligence startup that uses AI to distill online, publicly-posted reviews, geolocated social media and open response survey data to help marketers and retail place managers spend less time trying to understand their consumers and instead make more confident, informed decisions when building their brand and optimizing their locations.

## OUR VISION



**With the wealth of text and media data** that's created and posted everyday, there are a countless number of unexplored avenues to transform these data into business solutions and research, each of which has the potential to transform the way businesses interact with consumers as well as reshape the very social fabric of our societies. At Basil Labs, we have a passion for exploration and commit ourselves to pursuing these avenues everyday through our work and partnerships, promoting ethical and responsible ways of leveraging these data to bring businesses and consumers as well as governments and citizens closer together.



**Theo Jaeho Goetemann**  
**CEO & Founder**

Open data, data journalism



**Myles Hallin**  
**Director, Client Solutions**

International development



**Noah Song**  
**Software Engineer**

Open data, fullstack dev



# What We Do

## PRECISE TECHNOLOGIES TO MINIMIZE THE GAP BETWEEN BUSINESSES AND CONSUMERS

Basil Natural Language  
Processing &  
Machine Learning

Millions of geolocated  
narratives from online  
social and review data



Active data collection  
from scalable,  
open-ended surveys

Actionable dashboards  
that benchmark  
consumer perceptions

## MONITOR CONSUMER BEHAVIOR

We track the narratives  
your consumers hold  
geographically and by store,  
monitor where else your  
consumers shop and why  
they go where they go.

In effect, Basil Labs  
quantifies traditionally  
qualitative insights, thus  
filling knowledge gaps for  
our clients so that they can  
make business-critical  
marketing, retail and real  
estate decisions today.



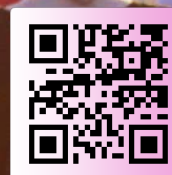
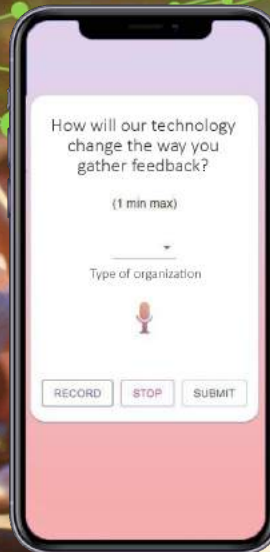
# Our Solutions

## BASILCX ENGINE



Our flagship technology, the Basil Consumer Experience Engine, transforms raw, unstructured text data posted online by your consumers and residents into concise, geolocated insights.

Fundamentally, the BasilCX Engine saves you time in trying to understand your consumers so you can make confident decisions on your next marketing campaign or optimize your locations.



## ELLA



Forget multiple choice questions; scale open-ended feedback as much as you want.

Ella is a voice input survey engine, leveraging NLP and ML technologies to turn open response voice notes from consumers into concise dashboards.

Simply set up QR codes across your locations so visitors can scan the QR image and immediately leave voice notes in any language they prefer.



# Use Case By Stakeholder

	MARKETING TEAM	REAL ESTATE TEAM	RETAIL MANAGEMENT TEAM
TASK	Build annual marketing campaign and target across the region	Identify the next five retail locations in 2020	Optimize in store consumer experience and increase sales
CURRENT INSIGHTS	Email and call center surveys, social media analytics	CoStar, partners and consultants, in house analytics	POS system, marketing insights
CHALLENGE	Low quality data richness, not tied to specific locations	Real estate data alone lacks consumer behavior insight	Many experiential improvements not shown through POS
OUR SOLUTION	Ella, Competitor & Industry Insights	360 Consumer Journey, Competitor Insights	Ella, In Store Monitoring
OUR VALUE	Open-ended data-rich surveys. Insights on key CX indicators.	Identify hotspot clusters of consumer activity. Competitor insights.	CX monitoring by location. Ella survey insights.



## Retail Chains

## Retail Chains



**For a retail chain**, knowing what your consumers value and where your consumers go is critical to managing your locations and offerings, placing your next retail location and crafting your marketing campaigns.

***Using Basil's technologies, our clients can:***

## ELLA + BasilCX In Store Monitoring

Quantify consumer perceptions about each and every one of your locations across review sites and set up QR codes across your locations to query open-ended consumer feedback via Ella's voice input.

## BasilCX Competitor & Industry Insights

Benchmark consumer perceptions at your locations to your competitors' locations as well as tap into industry best practices and implement elements that have the highest ROI on consumer experience.

## BasilCX 360 Consumer Journey & Consumer Personas

Analyze every other location your consumers visit, quantify what kinds of locations they visit the most and what they value when they're not at your stores. Act on consumer personas built on your reviewers and followers on social media.



# Get Involved

## WE WANT TO HEAR FROM YOU!

**Our team is always learning, strengthening and expanding our products.** Whether you are interested in using Basil's platform for your organization or are a researcher interested in leveraging our technology and data, we're excited to learn more about your work and collaborate to crack the consumer experience puzzle and bring businesses and consumers closer together.

### FOR BUSINESS INQUIRIES



**Interested in learning more? Get in touch with us** to learn more about our work and see a full set of use cases. **Send us an email or Whatsapp message** with the contact info on the next page.

### FOR ACADEMIC INQUIRIES



**Our team is always looking for ways** to make our technology accessible to students and researchers to expand what's possible as well as to learn responsible, ethical ways of analyzing real world data.

### FOR PARTNERSHIP INQUIRIES



**Is your solution aligned with our technology?** Send us a message and let's chat about the potential of aligning our work.





Theo Jaeho Goetemann  
Founder & CEO  
+1 (781) 835-8209  
[theo@basillabs.org](mailto:theo@basillabs.org)

Myles Hallin  
Director of Client Solutions  
+254 (740) 692 234  
[myles@basillabs.org](mailto:myles@basillabs.org)