

# Hello Viz.

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Discovery is made during a design accident.

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**DEC 2008**

**FEB 2009**

**APR 2009**

**JUNE 2009**

**AUG 2009**

**OCT 2009**

First deployment of a 90 day iteration cycle produces a product that causes 5 hours of joyful entertainment and laughter in the office. We know officially we are onto something big.

Rapid prototype proves to be addictive, fun and unlike anything we've ever experienced on the web. 100k is raised with 500k in commitments by two non-sophisticated investors waiting for the alpha launch results.

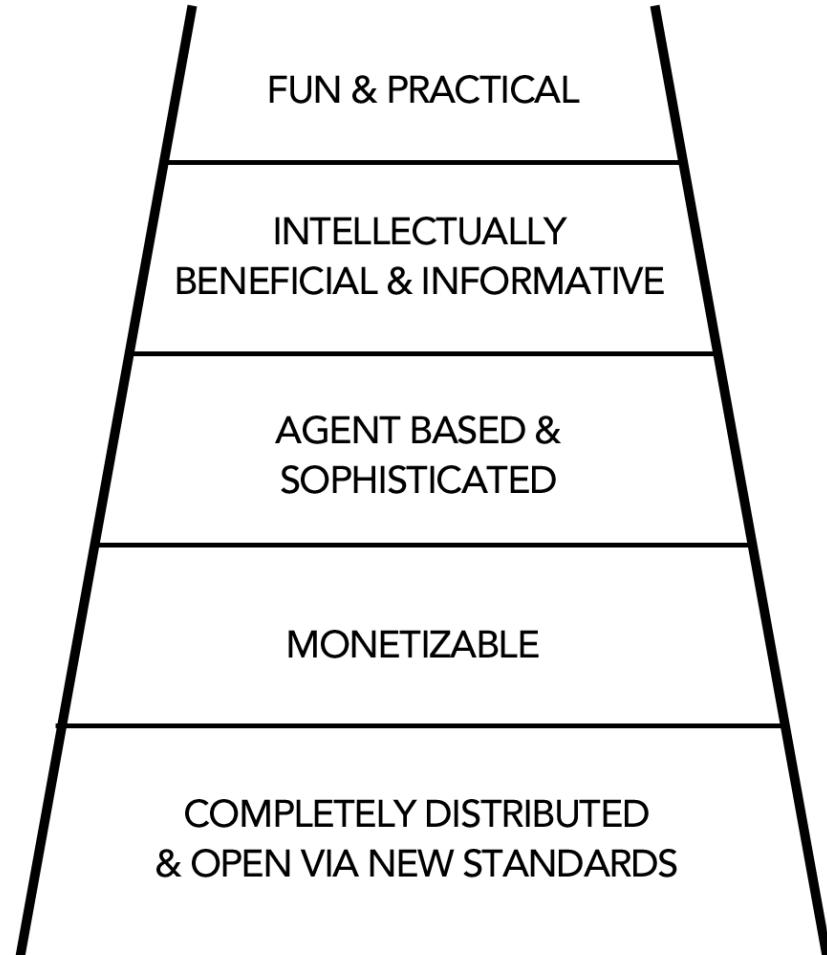
Defyned guts IIT's information retrieval lab and begins working on the project with a dedicated team of 5.

Alpha invites go out to 500 friends and family members. The reaction is surreal. People begin begging for us to roll out the platform to a public beta state so they can officially start using it. Investors disappear.

Zero sophisticated investors pitched to. Company runs out of money, everyone goes back to work.



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## HIGH LEVEL PRIORITIES

Entertainment is a key factor for gathering attention. Letting the “web surf you” for a change is an immediate reaction our users can feel and clearly recognize the moment they engage.

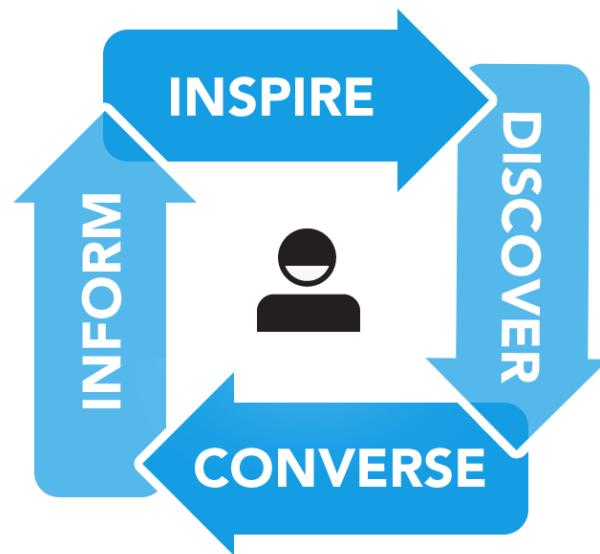
For the platform to become sustainable, it must serve a higher purpose. With the help of AI agents, the platform can evolve into something that is truly listening to us and working for us while away; telling us when to come back to discover and play or by identifying what has changed. You’ll see this in action later in the presentation in the Manage My Stream section.

With the valuable data we can obtain and culture we establish, monetization will come naturally considering why people are here in the first place and their personal connection to their streams. A clever content and resource distribution model will ensure other hubs for conversation feed into the Viz. central system for a two-way collective intelligence experience across the web.

Such “Maps to Discoveries” can be more important than answers themselves.



Hello Viz.



## **WHAT MIGHT BE IS STILL TO BE BORN**

We have powerful cravings for direct, personal and unmediated experiences.



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## INSPIRE

When we are inspired, we are motivated to perform, practice, search, teach and learn.

## DISCOVER

We are constantly in search of what we know not. Discovery is central to our existence.

## CONVERSE

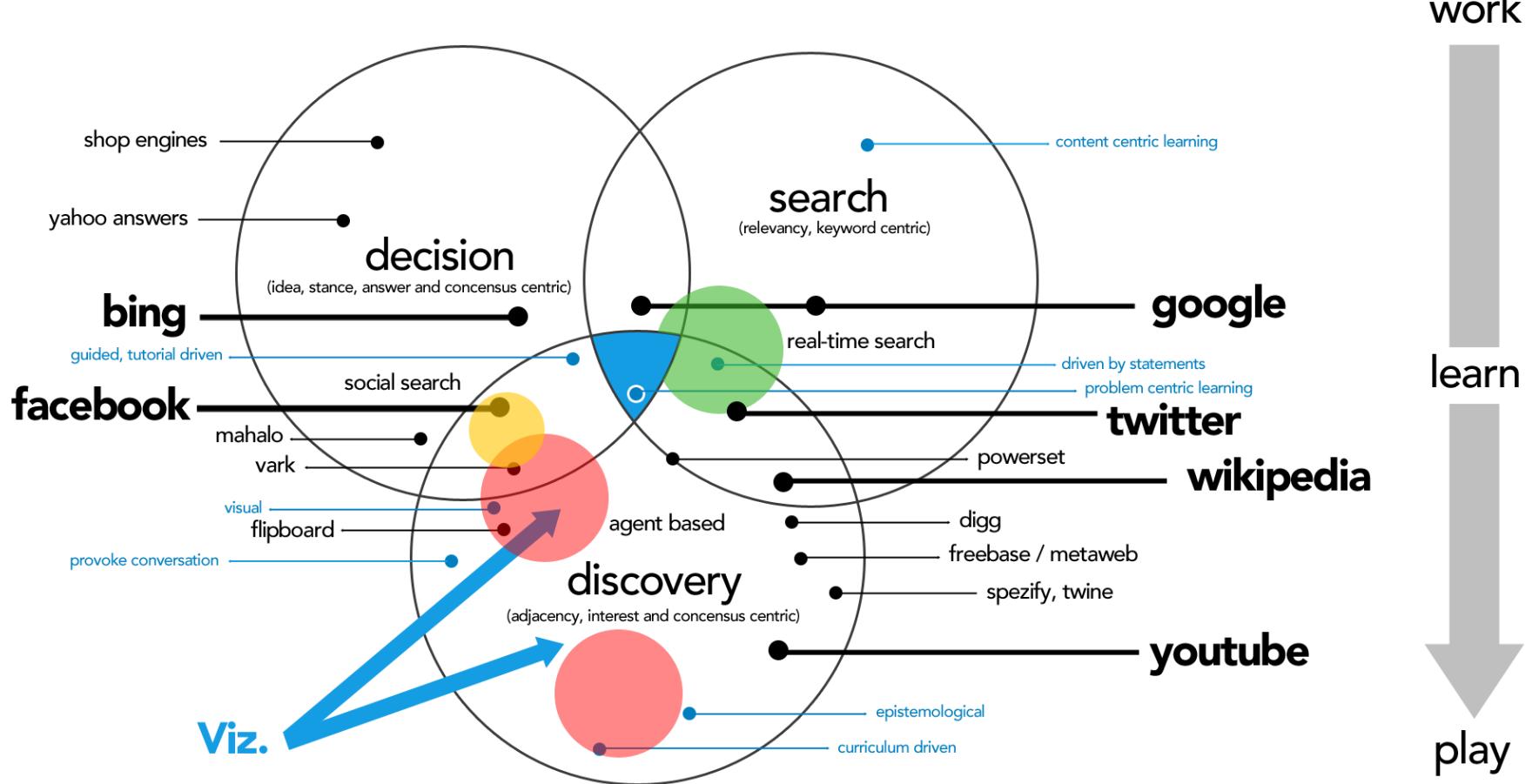
When practicing dialectics and discussing our passions, we take stance, direct, debate and listen. Lively conversation is a great source of energy.

## INFORM

Sharing our findings and discoveries fulfills our quest for personal satisfaction and validation. Observing others while expressing ourselves and our interests can be fundamental to our own learning process.



## HOW WE LEARN ON THE WEB



Hello Viz.

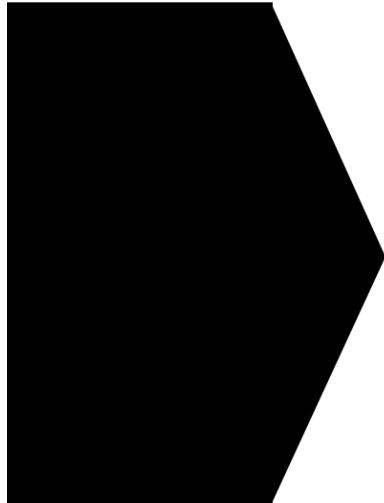
**IN ADDITION TO NEW WAYS TO DISCOVER,**

the hunt is on for new ways to streamline and connect emergent data and information amongst experts.



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we are living in times of

**INFORMATION OVERLOAD  
& INANDATION, OPTIONS, FRAGMENTATION**



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For some of us, the web has made it HARD TO:

**FOCUS  
DECIDE  
SWALLOW  
HONOR  
TRUST  
STAY LOYAL  
MASTER  
OVERCOME  
NARCISSISM**



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## ONE QUESTION

What products & services will  
emerge to help people manage this ~~problem~~<sup>phenomenon</sup>.



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Darwin is having tryouts:

**KNOWLEDGE ENGINES**

**GAME BASED LEARNING**

**INTELLIGENT AGENTS**

**INTEREST NETWORKS**

**SOCIAL SEARCH**

**DECISION ENGINES**



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Hello Viz.

## **WE WANT IT TO BE ALIVE**

Viz. environments are live and interactive.



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we know for a fact

## THE BIG DOGS ARE SEARCHING FOR SOLUTIONS

**google** => vark, freebase, etc.

**microsoft** => powerset, bing, etc.

**facebook** => friendfeed, etc.

**vark** - intelligent agent based question and answering routing system

**freebase** - schema of the worlds information, designed by the people, for the people.

**powerset** - navigation to the worlds information dictated by the people, based on wikipedia

**bing** - decision engines, limiting answers and options

**friend feed** - news from your friends



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and we figured out what they are

# **SEARCHING FOR**

**new ways to organize semantic data and present it**

**The ability for users to see  
whole systems while seeking  
diverse perspectives.**

**others:**

a platform for collective wisdom  
new ways to engage communities  
tools for people to spot patterns and relationships amongst variables  
ways to organize divergent data  
confirm what we know vs. what we think we know  
creating safe spaces for inquiry



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most importantly, we think we've figured out

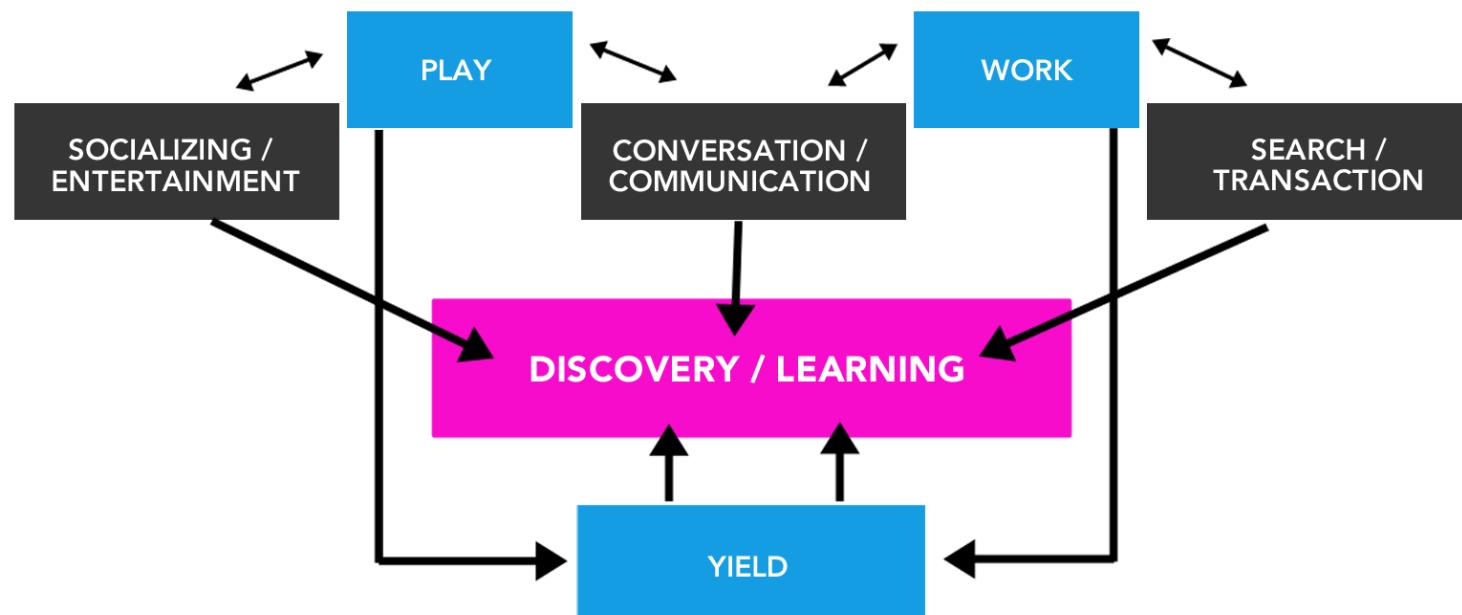
## **WHAT THE PEOPLE WANT**

- 💡 systems that work for us when we are away
- 💡 to create and discover, without having to create and discover
- 💡 real-time focus groups to help us solve our problems
- 💡 news dictated by our interests or by the community, not by big business
- 💡 access to more knowledge and less content
- 💡 andragogy learning, not pedagogy learning
- 💡 to speak to experts
- 💡 ubiquitous ways to collect and organize our interests



Hello Viz.

an anthropological view of  
**THE INTERNET**

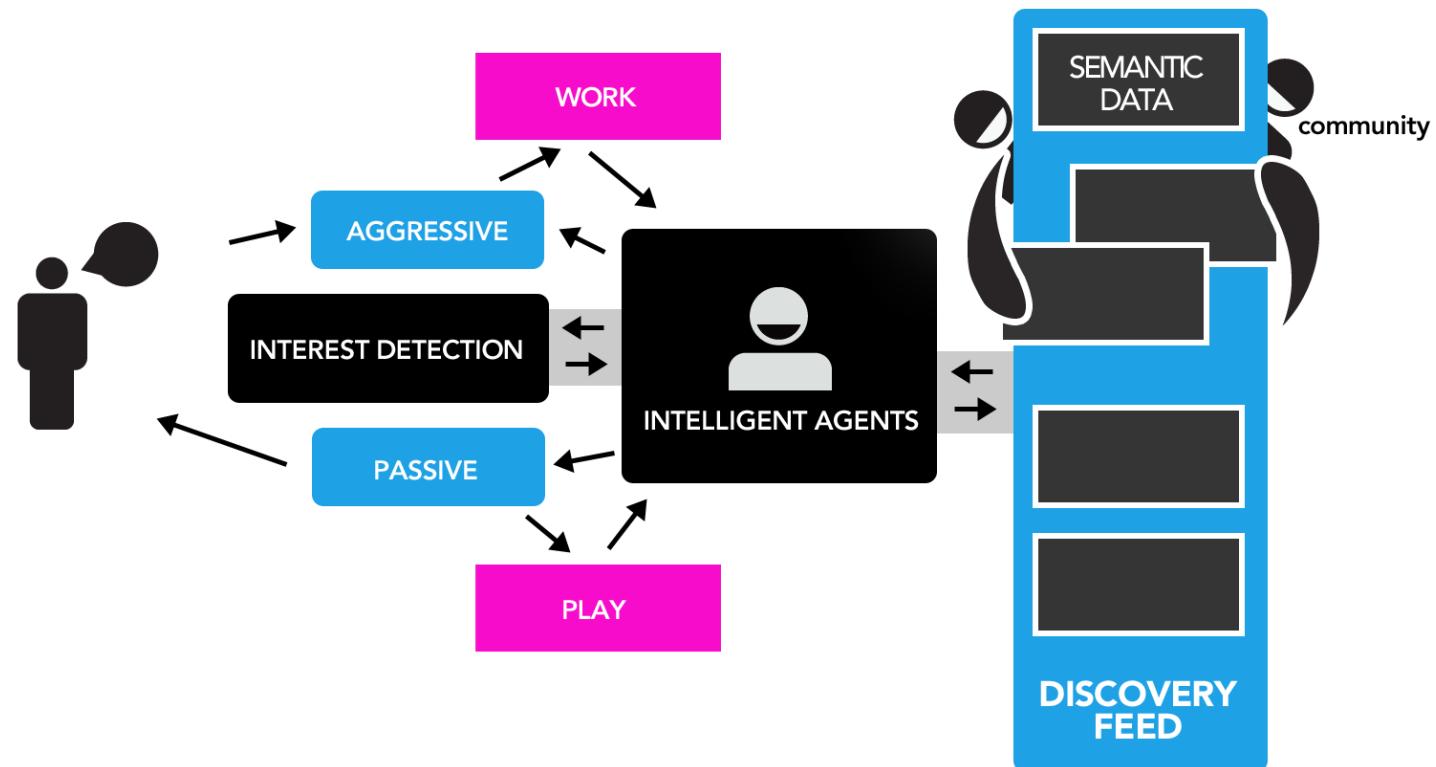


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Hello Viz.

a look at what

# WE ARE ENGINEERING



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# Hello Viz.

chatyeo Home Profile Terminal Register Help Settings

What's Chatyeo Live Chatyeo Pause Chatyeo Search Chatyeo

Your discussing: machine learning, algorithms, supervised learning, computational linguistics...

Filter By: Sites Images Video Docs Twitter Topics YahooAnswers TextFindings

**Paul Dix Hosts 2009 Semantic Meetup: Machine Learning**

Some parts of **machine learning** are closely related to data mining and statistics. **Machine learning** research is focused on computational properties of the statistical methods, such as their computational complexity...

**Henry Winkler gives talk at Semantic Meetup**

Hence, **machine learning** is closely related to fields such as statistics, pattern recognition, artificial... **MLMTA Machine Learning:** Models, Technologies & Applications: Much label classification. Neural Information Processing systems (NIPS).

**ML Conference kickoff next week. Please attend...**

...of machine learning are closely related to data mining and statistics. **Machine learning** research is focused on computational properties of the statistical methods, such as their computational complexity...

**W Web Search** Find Topics...

Computers +320 **Machine Learning** Halo

**Paul Dix at New York: Semantic Meetup: Machine Learning Techniques for the Semantic Web.** <http://www.vimeo.com/5>

**Machine learning ad network scientist for SAAS.** Visit [TinyUrl.com/saspax](http://tinyurl.com/saspax)

**Henry Winkler: Semantic Meetup: Machine Learning Techniques for the Semantic Web.** <http://www.vimeo.com/2>

**ML Conference 2009. Be there, be square**

**Machine learning ad network scientist for SAAS.** Visit [TinyUrl.com/saspax](http://tinyurl.com/saspax)

**Henry Winkler: Semantic Meetup: Machine Learning Techniques for the Semantic Web.** <http://www.vimeo.com/2>

**Paul Dix Explains Nothing**

**Paul Dix's Summary**

For the last twelve years I have worked in IT filling positions as a software developer, tester, network engineer, and even as a PC technician. Since 2001 I have worked

**Machine Learning Techniques for the Semantic Web - Paul Dix - The...**

An introduction to Machine Learning Techniques for the Semantic Web with Paul Dix. This is part of a presentation to the New York Semantic Web Meetup.

**Tony:** I've been a student at IIT for 6 years and am a huge fan of the IR program there. We are exploring new things everyday.

**Frankie Pinto:** that's very interesting. I've worked with several programmers out of the information retrieval lab and they always impress me. Are you working on a Machine Learning project?

**Mike Hirra:** Yeah, I gave a Machine Learning lecture at the Flourish Conference. It's a great place to network, you should check it out.

**Janice Li:** I just was checking it out on WayFair. I added some of my thoughts. Hover on the article and see what I said.

**Tony:** There is a good article about Machine Learning written by Martin Logan, a reknown Erlang developer. Check it out at, <http://www.tinyurl.com/489ss9>

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there are 22 known species of lizards at dillyeo...

Conversations Online Friends (7)



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# Hello Viz.

The screenshot shows the Chatyeo interface. At the top, there is a navigation bar with links for Home, Profile, Terminal, Register, Help, and Settings. Below the navigation bar, the main content area has a header "What's Chatyeo" with options to "Live Chatyeo", "Pause Chatyeo", and "Search Chatyeo". A search bar contains the query "Your discussing: machine learning, algorithms, supervised learning, computational linguistics...". To the right of the search bar is a "Web Search" button and a "Find Topics..." input field. Below the search bar, there is a "Filter By" dropdown menu with options: Sites, Images, Video, Docs, Twitter, Topics, YahooAnswers, and TextFindings. The main content area features a grid of 12 empty rectangular boxes arranged in a 3x4 grid. To the right of the grid is a sidebar titled "Machine Learning" with a count of "+320". The sidebar also includes links to "Computers" and "Halo". The sidebar displays a list of recent posts from users:

- Tony:** I've been a student at IIT for 6 years and am a huge fan of the IR program there. We are exploring new things everyday.
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At the bottom of the sidebar, there is a message: "there are 22 known species of lizards at dillyeo...".

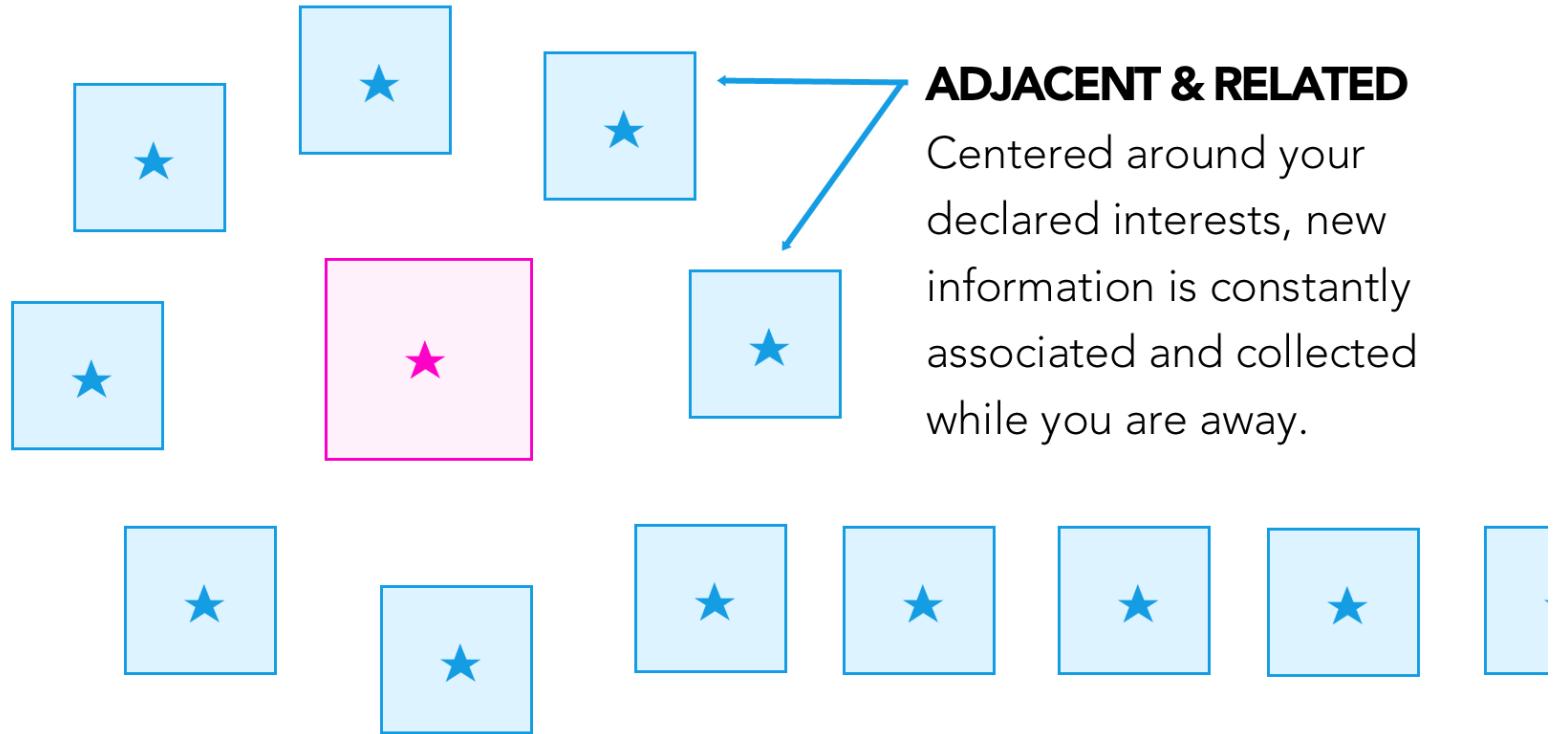


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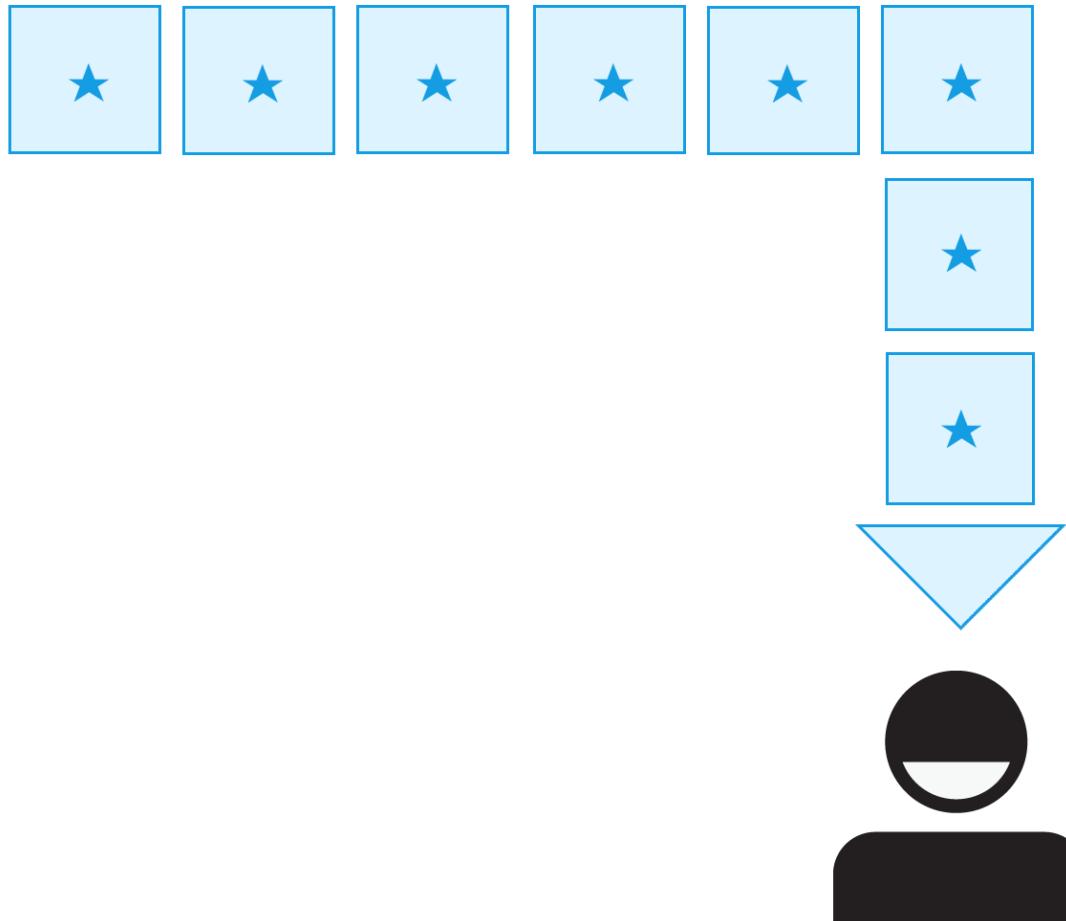
# Hello Viz.



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Hello Viz.

## DISCOVERY FEED



New content and media is delivered to you in ways that you expect.



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Hello Viz.

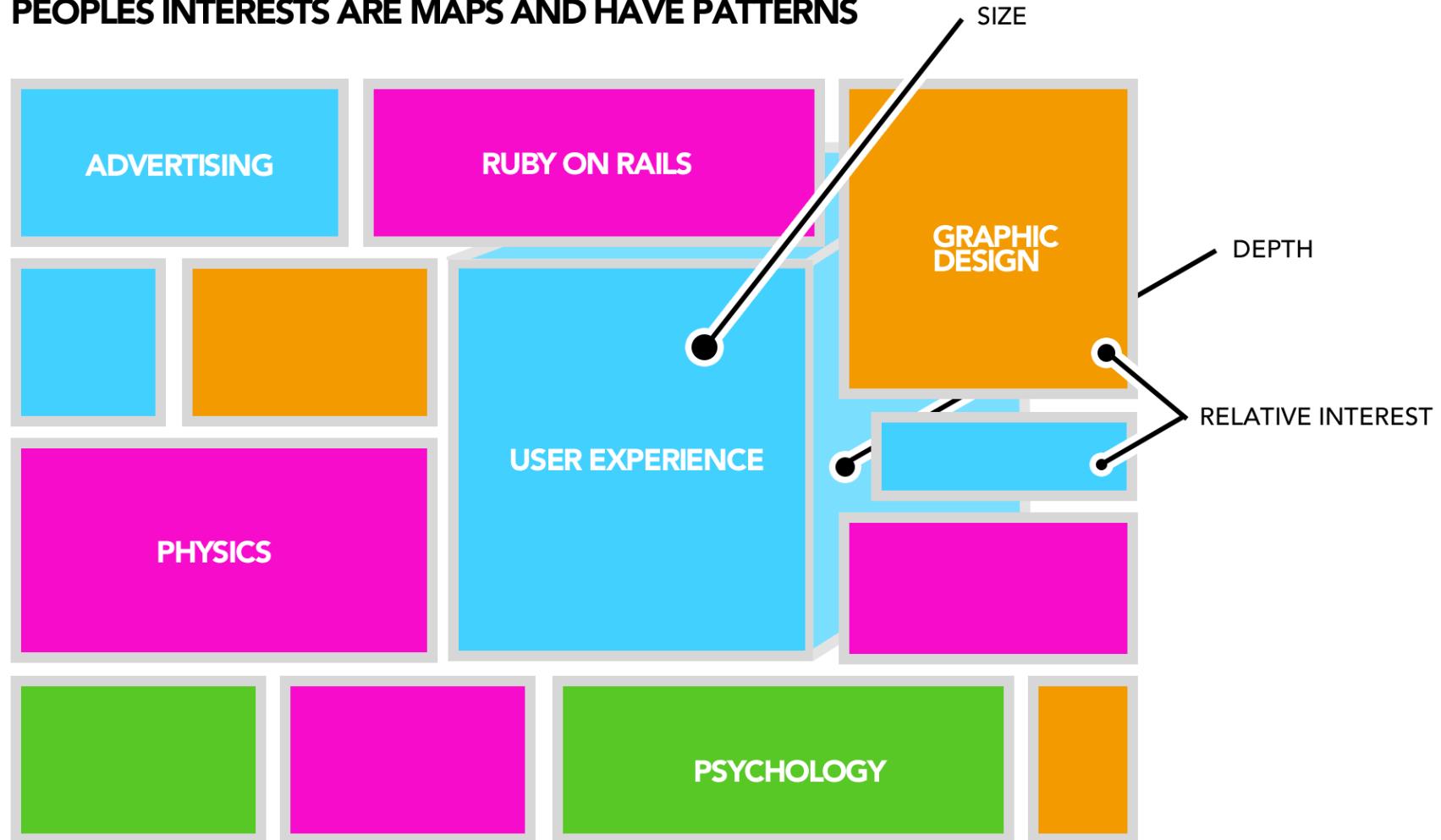
## **THINGS WE HAVE DISCOVERED**

while engineering our idea and while  
sharing it with others



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## PEOPLES INTERESTS ARE MAPS AND HAVE PATTERNS



Hello Viz.

## WE CAN EXPLORE INTERESTS

### user defined

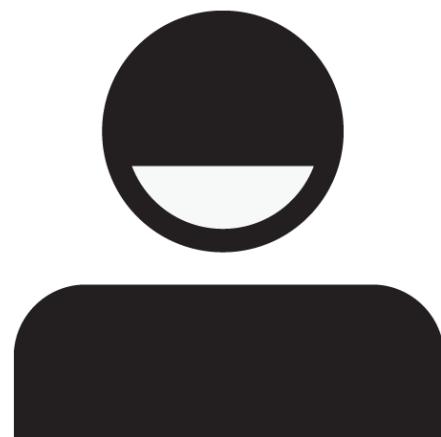
interest preferences

### community

topic popularity  
rate of involvement and progression  
new advancements

### gestural

mousover / click activity  
tracking



### conversation

natural language processing  
citations, links, keywords, duration

### machine learning

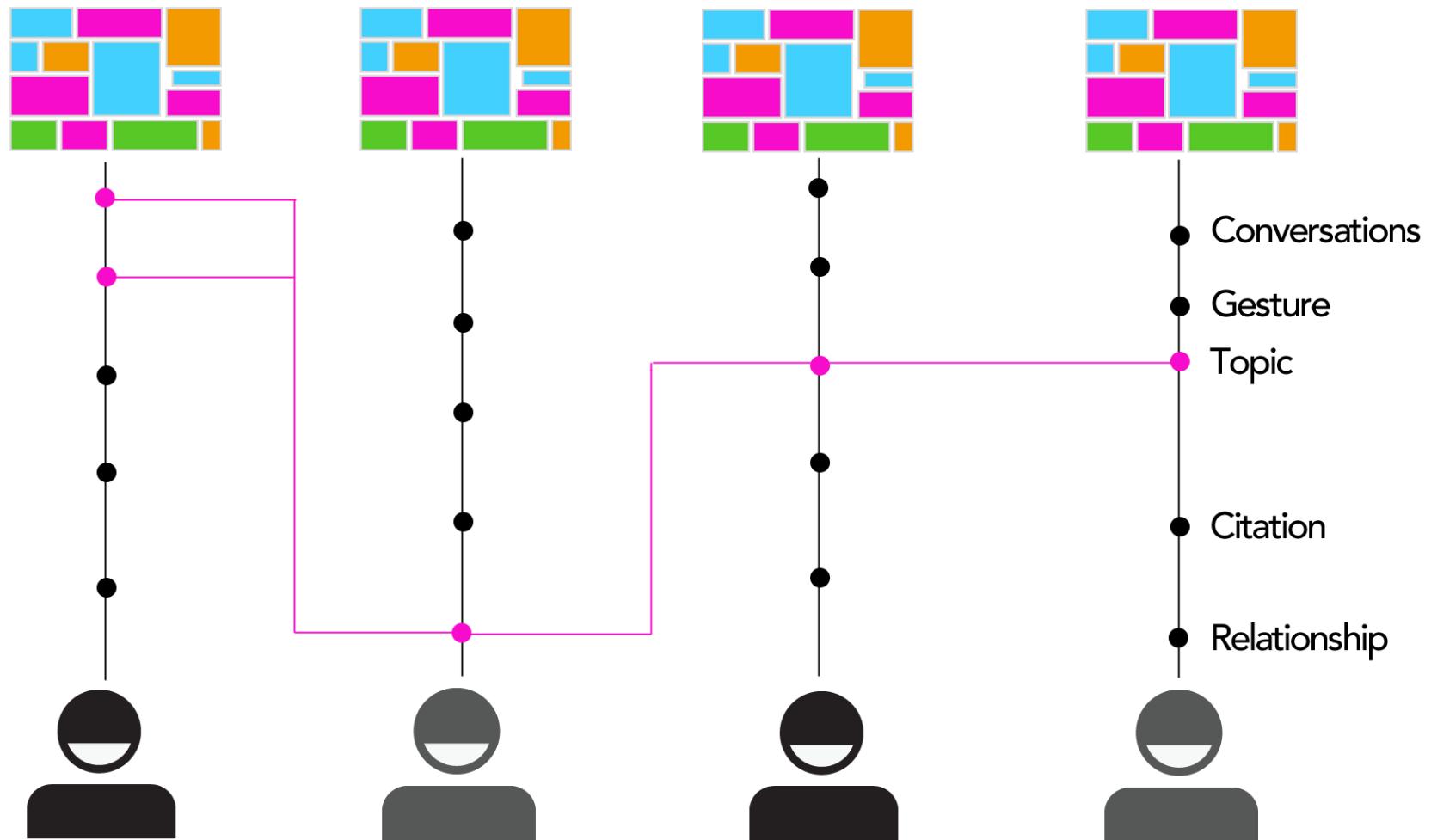
offline indexing  
real-time learning  
data mining



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## THE INTELLECTUAL GRID



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## **MANAGE MY STREAM**

Here is a look at what a user can do when not playing around in the active inspiration chat rooms. We notice all our work in the inspiration rooms serve a higher purpose. Some people may avoid the channels all together just to work on their personal and sharable “intellectual web identity” stations.



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# Hello Viz.

chatyeo Home Profile Terminal Register Help Settings

Profile Grid Info Scan Settings People

Francesco Pinto

Grid

Interests

Pins

Tribune

Behavior

Phsyche

Alerts

Appointments

Subscriptions

Architecture

Filter By: Sites Images Video Twitter Topics Docs YahooAnswers TextFindings

► Go to live channel

W Web Search

Interests

Architecture Machine Learning Erlang Social Media Graphic Design Golf Tennis Soccer Celebrity News Sports

**Architecture at Northeastern University**  
The School of Architecture is delighted to announce that Assistant ... Formally , the house mediates between a **residential area** and a waterfront green space ...

**Career Architecture Construction Industry Massive Industrial ...**  
Every one enjoys attractively designed **residential areas**, public parks, university and ... **Architects** design a wide variety of buildings, offices, **schools**, ...

**Intute - Search results**  
They work within the **areas of architecture**, town planning, the heritage sector, ... boarding schools, **residential** special schools and further education ...

**Re: RESIDENTIAL SCHOOL - Architecture Forum**  
Message - Re: **RESIDENTIAL SCHOOL**. Responses | **Architecture** Forum | **Architecture** ... libraries of **residential areas** areej khayat 14:27:21 4/14/2004 (0) ...

**Villa apartment in Chennai, OMR. L&T Eden Park houses with PSBB School**

**Bryan Development - Bryan Texas**

**New Launch @ Woodleigh by Frasers Centrepoint**

Conversations

Online Friends (7)

**my grid** - everything that I've collected during my lively conversational experiences, organized and arrangable. I can prune this "magazine" or let others see it. I can show people the things I feel are important in an area of interest.

**scan** - a live and vertically scrollable scan of information displayed on the live site. A place for me to pick and choose the things to pin to my grid while under no pressure by the live conversations occurring elsewhere.



TextTract

# Hello Viz.

chatyeo Home Profile Terminal Register Help Settings

Profile Grid Info Scan Settings People

Francesco Pinto

Grid

Interests

Pins

Tribune

Behavior

Phsyche

Alerts

Appointments

Subscriptions

Architecture

Filter By: Sites Images Video Twitter Topics Docs YahooAnswers TextFindings

Go to live channel

W Web Search

Architecture at Northeastern University  
The School of Architecture is delighted to announce that Assistant ... Formally , the house mediates between a residential area and a waterfront green space ...

Career Architecture Construction Industry Massive Industrial ...  
Every one enjoys attractively designed residential areas, public parks, university and ... Architects design a wide variety of buildings, offices, schools, ...

Intute - Search results  
They work within the areas of architecture, town planning, the heritage sector, ... boarding schools, residential special schools and further education ...

Re: RESIDENTIAL SCHOOL - Architecture Forum  
Message - Re: RESIDENTIAL SCHOOL. Responses | Architecture Forum | Architecture ... libraries of residential areas areej khayat 14:27:21 4/14/2004 (0) ...

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Conversations

Online Friends (7)

**people** - people I've chosen to follow or people compiling their own "magazines" of information in areas I am interested in.

Users can use other peoples magazines as a source of inspiration to "cut out" little pieces of content for their own grids. We call this "pinning up."

Grids are a form of expression, similar to a Myspace page. They are everyones ideal search results pages, organized like little "Maps to Information."

Imagine peoples movie collections, music collections, favorite yahoo answers, docs and tweets, all in one place. Everything can be shuffled with drag and drop.



# Hello Viz.

chatyeo Home Profile Terminal

Profile Grid Info Scan Settings People

Francesco Pinto

Grid  
Interests  
Pins  
Tribune  
Behavior  
Phsyche  
Alerts  
Appointments  
Subscriptions

Architecture

Filter By: Sites Images Video Twitter Topics Docs YahooAnswers TextFindings

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Conversations

Online Friends (7)

**subscriptions** - my constantly evolving grid can update myself and others via email, social media, widgets or mobile.

I always have something fun and interesting to look at, and I know that I have a vested interest in what I'm looking at, because "its mine."

Others can subscribe to my automated newsletters if they wish, or pull from sources automatically, merging someone elses ongoing work with my own is something I will want to do if experts are doing a really great job mainting a category.

I would love to know what Stephen Hawking's "intellectual web identity" really looks like, and what things he deems are important. I may even want to borrow it.



# Hello Viz.

chatyeo Home Profile Terminal Register Help Settings

Profile Grid Info Scan Settings People

Francesco Pinto

Grid  
Interests  
Pins  
Tribune  
Behavior  
Phsyche  
Alerts  
Appointments  
Subscriptions

✓ Settings Auto Saved

Declare Your Interests

Machine Learning

Machine Learning machine learning jobs machine learning stanford machine learning schools

Show All Current Interests

Machine Learning

machine learning machine learning journal machine learning algorithms machine learning cmu machine learning conferences machine learning summer school machine learning blog machine learning schools

Edit Photo

Friends

Kristen Miceli Gutierrez Jessica Flores Brittany Calabrese

Clara Indrago-Smith Dominic Valente Nik Anthony Trzinski

Conversations Online Friends (7)

## declarative interests - Viz.

makes it easy for me to explicitly declare my interests. I can use a smooth type ahead suggestion tool to help me tag my interests.

Viz. will use these pointers for lots of things that you'll later find beneficial.



# Hello Viz.

chatyeo Home Profile Terminal Register Help Settings

What's Chatyeo ▶ Live Chatyeo ■ Pause Chatyeo + Search Chatyeo W Web Search

You're discussing: Negation, Was, Turtle, A (TV system), Slice (TV channel), ...

Filter By: Sites Images Twitter Videos Topics Docs YahooAnswers TextFindings

MUSIC LOUNGE +13

**Tarao Software Protected Networks From New Microsoft.jpg ...**  
HyperText Transfer Protocol Standard application-level protocol ...  
**Free hyper text transfer protocol Download - windows software**  
Free hyper text transfer protocol software for windows ... save jpeg as hyper text transfer protocol, secure hyper text transfer protocol, definition of ...  
**Web Programming**  
**3)HyperText Transfer Protocol (HTTP) Hyper Text ...**  
3)HyperText Transfer Protocol (HTTP). Dr. E. Benoit. Bibliography: .... Accept : image/gif, image/x-bitmap, image/jpeg, image/pjpeg, image/png ...  
**Hypertext Transfer Protocol articles**  
Topics: Books, Tutorials, Examples, ...

**istockphoto\_112709-pepperoni- ...**  
A slice of pepperoni pizza on a plate.

**PizzaBot300 A must go-to in Rochester, NY: Tony Pepperoni, "Hands down the best pizza in town" and around! www.tony-pepperoni.c... http://bit.ly/2PK4j**  
LifeLongHealth A Slice of Lrg. Pepperoni Pizza (1/6 of the pie): 447 Cals. 18.2 grs. Total Fat, and 51 grs Carbs plus a load of Sodium! #diet#losing weight

**istockphoto\_112709-pepperoni- ...**  
A whole pepperoni pizza on a plate.

**BreezyMonique RT @collegepiggy I swear Ill dump a chick if she say Gucci is n the top 10 n rap or if she cant get dwn w/ DMX or Wu-Tang<She deserves it!**

**jay: http://www.cnn.com**  
**jay: http://members.lycos.co.uk/jessjess19k/hpbimg/Torrie%20Wilson%20Playboy%2003.jpg**  
**diginux: turtle**  
**francis3: yo, that was fast**  
**cesco: http://media.compete.com/site\_media/images/logo.gif**  
**cesco: hey, u there?**  
**cesco: fabio**  
**cesco: i can't believe it's not butter!**  
**frangucc: hello**

Conversations On

**pin-ups** - everything is collectable and up for discussion.



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The screenshot shows the Chatyeo interface. At the top, there's a navigation bar with links for Home, Profile, Terminal, Register, Help, and Settings. Below the navigation is a search bar with a 'Web Search' dropdown and a 'Find Topics...' input field. A 'What's Chatyeo' section displays the topic 'machine learning, algorithms, supervised learning, computational linguistics...'. On the left, there's a video player showing Taylor Swift performing at the MTV Awards. The video controls show it's at 0:51 / 1:24. To the right of the video is a sidebar titled 'Machine Learning +320'. It includes a 'Computers' link and a 'Halo' link. Below this is a conversation window with messages from users Frankie Pinto, Mike Hirra, Janice L, and Tony. At the bottom of the sidebar, a message says 'there are 22 known species of lizards at dillyeo...'. At the very bottom of the interface, there are tabs for Conversations and Online Friends (7).

**side discussion** - every fragment of semantic content is up for discussion.

We may as well learn to embrace information overload, because we certainly cannot stop it. Our brains will just have to grow larger as we evolve as an internet species. 😊



# Hello Viz.

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**other verticals** - imagine the concept of Viz. applied to other verticals, such as finance and shopping.

Click next for some inspiring ideas.

TextTract

# Hello Viz.

The screenshot shows the Chatyeo platform interface. At the top, there's a navigation bar with links for Home, Profile, Terminal, Register, Help, and Settings. Below the navigation is a search bar with placeholder text "What's Chatyeo" and a "Search Chatyeo" button. A sidebar on the left displays information for "Time Warner Inc." including a message to share thoughts, a "Email This Product" section, and a "Stock Detail" card for TWX. The "Stock Detail" card shows the current price of 27.95, a 0.69 increase (2.53%), a line chart, and various financial metrics like Range, EPS, and Beta. To the right of the stock detail is a "Finance" tab, a "NYSE" icon, and a "Media Stocks" section with a count of +130. A large conversation window is open, showing a discussion about Time Warner's publishing profits and advertising dollars. The interface includes a "side-chat" button and a "Browse This Content Using WayFair" button. At the bottom, there are tabs for Conversations and Online Friends (7).

**other verticals** - imagine the concept of Viz. applied to other verticals, such as finance and shopping.

Click next for some inspiring ideas.



**TextTract**

# Hello Viz.

chatyeo Home Profile Terminal Register Help Settings

What's Chatyeo ▶ Live Chatyeo ■ Pause Chatyeo + Search Chatyeo

Your discussing: photography, digital photography, Canon, prosumer cameras, ISO...

Filter By: Amazon | eBay | Overstock | Buy.com | NewEgg | Store | Store | Store | Store | Store | Store | Store

S Shopping Cameras +320 Canon G10 DSLR

Search Conversations...

Cameras

Canon PowerShot G10 Digital camera - compact - 14.7 Megapixel - 5 x optical zoom Rating: ★★★★☆ Base: \$499.00

Canon PowerShot SD1100 IS Digital ELPH Digital camera - compact - 8.0 Megapixel - 3 x optical zoom - Swing silver Rating: ★★★★☆ Base: \$164

Secure Digital (SD/SDHC) Memory Card Reader - USB 2.0 Rating: ★★★★☆ Base: \$14.95

Panasonic Lumix DMC-LX3K Digital camera - compact - 10.1 Megapixel - 2.5 x optical zoom Rating: ★★★★☆ Base: \$499.00

Canon PowerShot G9 Digital camera - prosumer - 12.1 Megapixel - 6 x optical zoom Rating: ★★★★☆ Base: \$429

NB-7L Lithium-Ion Battery Pack (7.4V, 1050mAh) Base: \$29.95

TC-DC58D 58mm 1.4x Teleconverter Lens Rating: ★★★★☆ Base: \$102.95

4GB Ultra II Secure Digital (SDHC) Card Base: \$429

Nikon Coolpix P6000 Digital camera - compact - 13.5 Megapixel - Black Rating: ★★★★☆ Base: \$369

Tony: I'm looking for a digital camera to buy my wife. She doesn't know much about photography, but I want to get her something that will take beautiful pictures.

Shirley: What's your budget? Most cameras are idiot proof now. You're just buying quality with your money.

Tony: I guess I want to spend about \$500.

Janice L: I would recommend a prosumer type of camera. They have nice lenses and good resolution, but they're a little cheaper than the professional grade cameras.

Tony: ok like what?

Shirley: I guess I would recommend something like the Canon G10. Panasonic has done some really nice work with the Zeiss Lenses they've gotten a hold of.

Tony: Is there anyway to see sample images from each camera?

Janice L: Some people on Flickr tag photos based on what camera they use, you could try there.

Tony: Thanks so much for all your help guys!

there are 22 known species of lizards at dillyeo...

Conversations Online Friends (7)

**other verticals** - imagine the concept of Viz. applied to other verticals, such as finance and shopping.

Click next for some inspiring ideas.



TextTract

Hello Viz.

## WE ALSO DISCOVERED

- 💡 Today's social search paradigm is entertaining, yet often hit or miss. Relying on private social networks for real answers and guided discovery bends the hand of social networks.
- 💡 People value access to information, but they also value what people are saying about information and what people will introduce while contributing.
- 💡 Information retrieval powered by unknown subject matter experts interested in the same subject is massively appealing. (Vark)
- 💡 Group filtering systems produce interesting results, yet highly unstructured and often random. (Topsy, Twitter)]



TextTract

## Hello Viz.

- 💡 Search is used for work and used for play. The play version today is a lonesome and a latent experience. Search for work assumes you know what you are looking for.
- 💡 Lively and real-time dialogue is a powerful tool not well harnessed by information retrieval systems.
- 💡 Many natural queries are not queries nor are they questions -they are journeys and beginnings of conversations. Lively conversation is missing from query platforms today.
- 💡 People like to collect artifacts, spot patterns and see whole systems while learning.
- 💡 People like to take stance on ideas and know their voices are heard.
- 💡 An integrated learning and federated discovery environment powered by real-time conversation does not exist yet. Critical components exist today needed to make this possible.



## FINAL THOUGHTS

Our emphasis is on productive relationships and encouraging new behavior. There is a pressing need for new social forms that will address the growing fragmentation and balkanization of our communities.

As separate ideas or entities become connected to each other, life surprises us with emergence - the sudden appearance of new capacity and intelligence.



Additional materials:

**VIDEOS**

[Chatyeo commercial](#)

DIRECT LINK: <http://vimeo.com/10239738>

[Chatyeo described by our team members](#)

DIRECT LINK: <http://vimeo.com/5985090>

**HIGH RES SCREEN SHOTS FEATURED IN THIS PRESENTATION**

[http://ledventures.com/Screenshots\\_Chatyeo.zip](#)

**RESUME & PORTFOLIO**

Available upon request