

# Offer our expertise at the service of citizens

Summer Institute in Computational  
Social Science



- Unholster
- DecideChile
- Scanner
- Los 30 Años



# We are software, data, and Predictive Analytics experts.

- We have over 18 years of experience in software, data & predictive analytics, allowing us to design, develop and implement technology solutions that evolve and grow with our clients.
- Unholster **empowers businesses** to operate intelligently in the new economy of interactions.
- We provide enabling tools that facilitate **instant and precise actions**.
- We **minimize the risks** associated with platform modernization, optimization, and monetization of your interactions.

## 2003

- IQG is founded in Palo Alto, California
- Focuses on optimizing the use of large volumes of data.
- Technology produced in Chile and sold in the USA.

## 2013

- Optimizes 300M words in Google AdWords and Bing. The annual budget for optimized marketing: US\$150M.
- Merges with nPario and is sold to WPP (the largest international advertising agency at the time).
- **DecideChile is founded.**

## 2015

- The optimization platform continues to operate for Yahoo!
- The focus shifts to the U.S. and Latam.
- **V1 of Unholster products: Public Intelligence, Real Estate Intelligence, Relational Data Meshing Platform.**

## 2020

- V4 Unholster products.
- Application of Unholster products during the pandemic.
- Cuidémonos is created to support the CPC for SENAMA homes.
- FNE: Platform to monitor free competition.

## 2021

- V5 of Unholster products.
- Launch of **Constituent Scanner and Electoral Intelligence**.
- DecideChile: 4.4 M visits.

## 2022

- V5 Unholster Products. **Parliament Scanner**
- Plebiscite in DecideChile.

## 2023

- Chile en 30 años
- DecideChile Constitutional Counselors





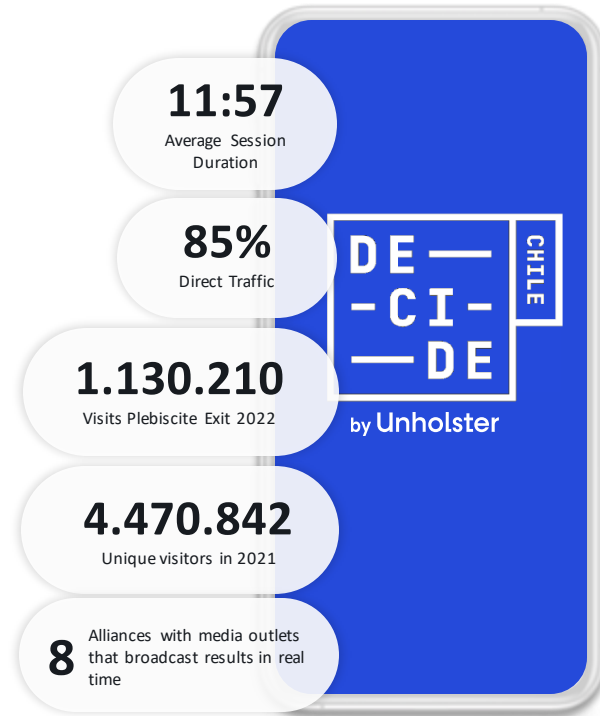
PLATFORM FOR ELECTORAL ANALYSIS

**DecideChile**

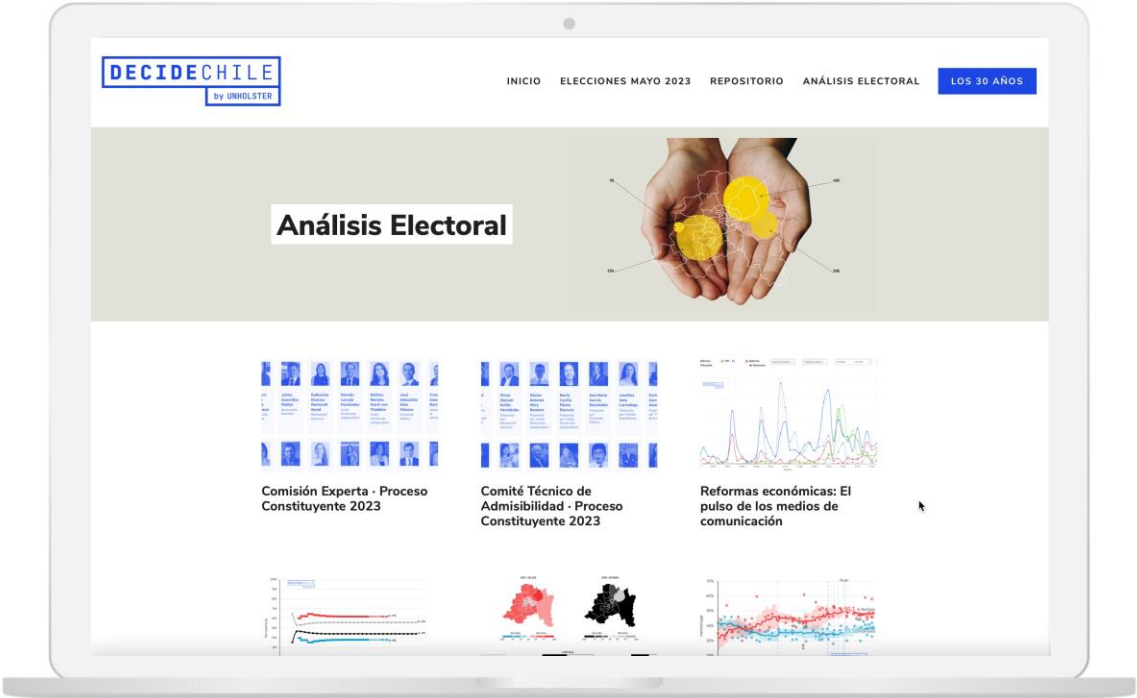
# DecideChile:

## Platform for electoral analysis

- A platform born out of the need to democratize access to election results, visualize them user-friendly, provide content based on difficult-to-understand data, and deliver a user experience that does not require prior knowledge.
- **DecideChile** captures the data delivered by the Chilean Electoral Service (Servel) and presents it through unique visualizations that share a simple format but with a high-quality standard.
- We seek to standardize data pertinent to democracy and spread it through an intuitive format that results in a greater understanding and engagement of citizens with election milestones and quality analysis.



# DecideChile





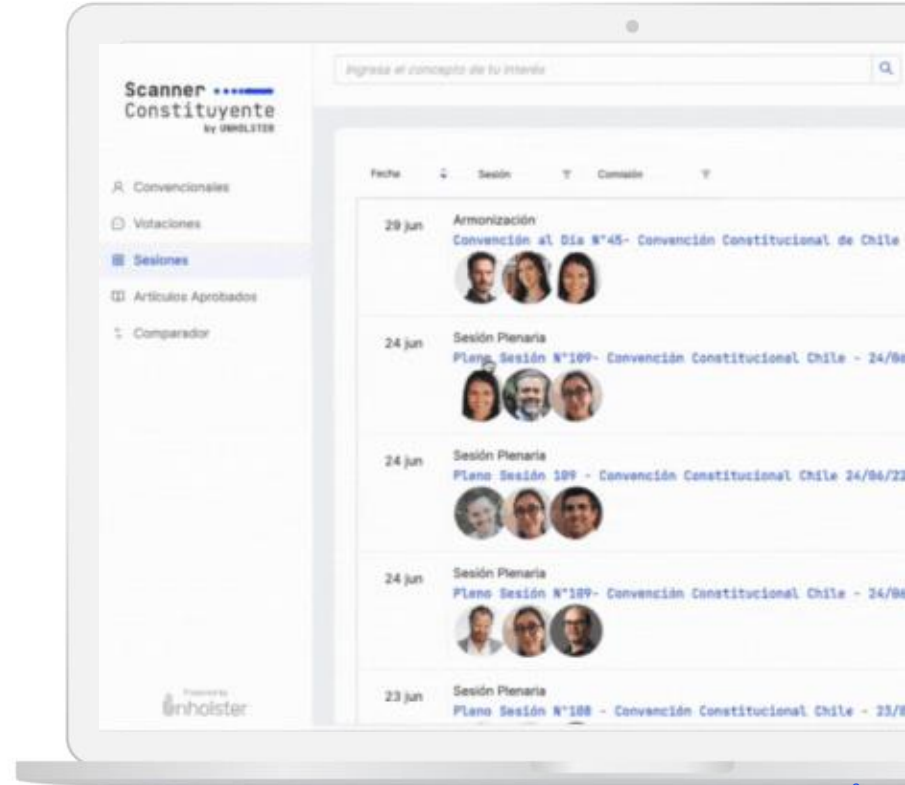
MONITORING INSTITUTIONAL WORK

# Scanner



# Scanner: Follow-up of the Congress and Constitutional process

- Monitoring all the instances in which an institution develops its work is sometimes humanly impossible. That is why Unholster created a platform that facilitates monitoring and recording different corporations' work.
- With artificial intelligence, it is possible to listen, transcribe - regardless of the language - and interpret everything publicly discussed in a meeting. It can then bring together the repository of sessions, votes, results, and decisions in one place.



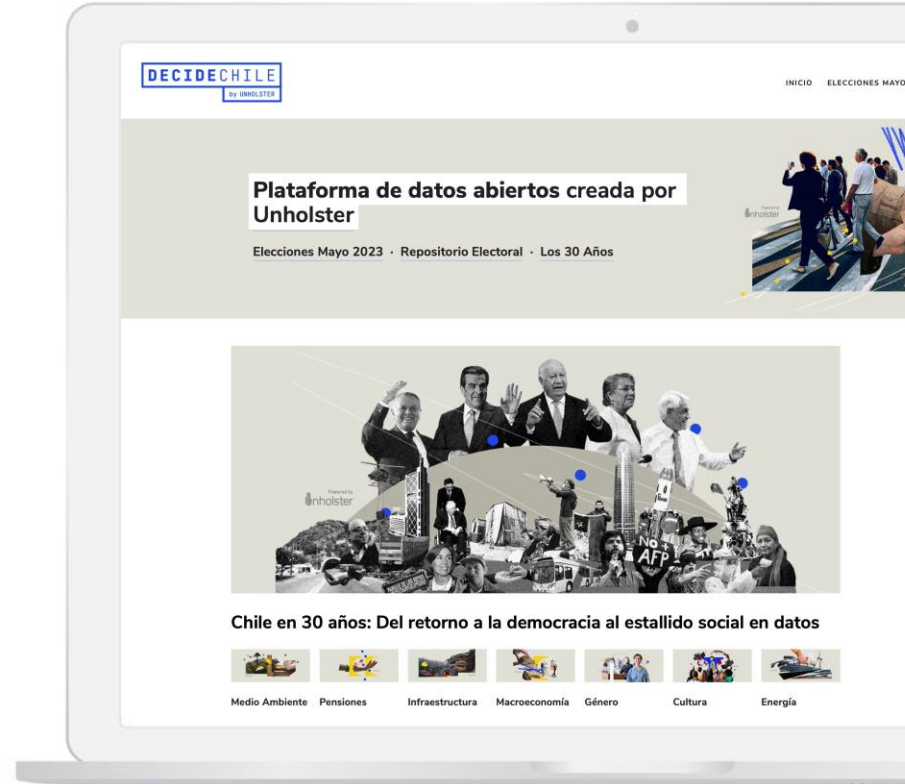


DATA JOURNALISM

# The 30 Years

# The 30 Years: Clear controversies from public debate with data

- Chile in 30 years: the data from the Return to Democracy to the social outbreak
- It is difficult for a country to tell its story without data.
- Faced with doubts about how much Chile has changed in the last 30 years, we decided to provide data for the debate.
- We deliver 89 articles on different topics through attractive visualizations and data-driven information.





UNHOLSTER.COM

**We transform information  
into development**



