

INTRODUCTION TO

Quid

# TODAY'S TOOLS STRUGGLE TO COMBINE SPEED, DEPTH AND DYNAMISM

Google Internet of things

Web News Images Videos Books More Search tools

About 694,000,000 results (0.26 seconds)

**Internet Of Everything - Connecting the Unconnected**  
Ad www.cisco.com/TomorrowStartsHere Learn How Cisco Can Help Your Business. Cisco has 32,525 followers on Google+  
Internet of Things Tomorrow Starts Here Cisco IoT Value Index

**The Internet of Things - GoldmanSachs.com**  
Ad www.goldmansachs.com/InternetOfThings What is the Internet of Things and how will it increase connectedness? Goldman Sachs has 79,907 followers on Google+

The Internet of Things (IoT) is the interconnection of uniquely identifiable embedded computing devices within the existing Internet infrastructure.

**Internet of Things - Wikipedia, the free encyclopedia**  
en.wikipedia.org/wiki/Internet\_of\_Things Wikipedia

Feedback

**Internet of Things - Wikipedia, the free encyclopedia**  
en.wikipedia.org/wiki/Internet\_of\_Things Wikipedia This means that traditional fields of embedded systems, wireless sensor networks, control systems, automation (including home and building automation), and others, all have contributions to enable the Internet of Things (IoT). Kevin Ashton - Digital watermarking - Auto-ID Labs - Machine to machine

In the news

**ARM attempts to speed up 'Internet of things' adoption with new platform**  
www.engadget.com - 44 mins ago But we do have a glimpse of the future with the advent of the 'Internet of things.'

**Internet of Things gets a hand from ARM's new operating system**  
CNET - 44 mins ago

**Internet of Things? Hold my pint, I got this: ARM crafts OS to rule them all**  
Register - 42 mins ago

**More news for internet of things**

**The Internet of Things | McKinsey & Company**

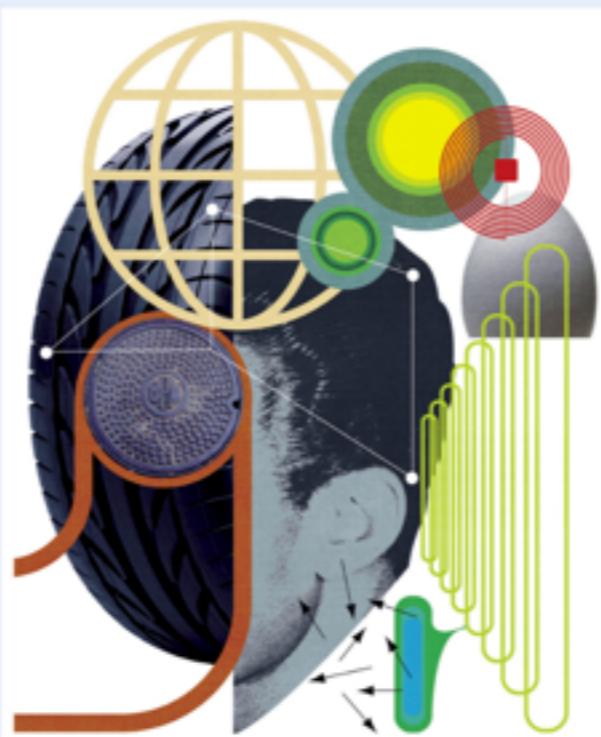
CONTENTS

Prepare for the Internet of Things  
The Economics of the Internet of Things  
The Lowly Thermostat, Now Master of Megawatts  
An Internet Makeover for Light Fixtures  
GE's Industrial Internet  
The Internet of You  
Silicon Valley to Get a Cellular Network, Just for Things  
Plus: Key executives, technology startups, and industry resources

**MIT Technology Review BUSINESS REPORT**

## The Internet of Things

Billions of tiny computers that can sense and communicate from anywhere are coming online, creating the Internet of things. What will it mean for business?



**The Big Question**

### Prepare for the Internet of Things

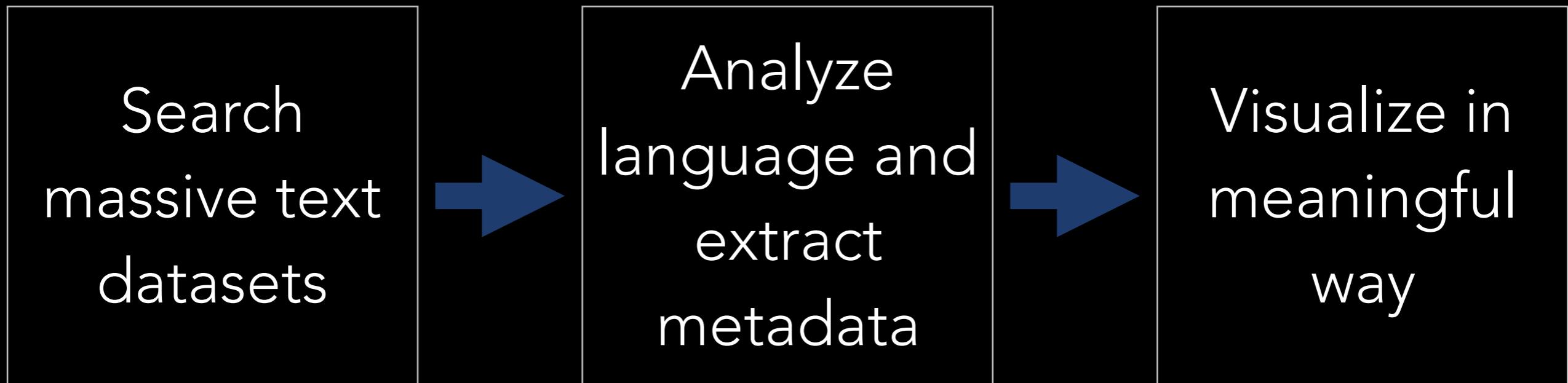
How will business adapt as objects join the Internet?

- The technology industry is bracing for the Internet of things, a type of computing characterized by small, often dumb, usually unseen, computers that are cropping up attached to objects, sensing and transmitting data wirelessly about the environment, or offering new means of controlling it.

For more than a decade technologists have predicted and argued about the onslaught of these ubiquitous computers. "There is lot of quibbling about what to call it, but there's little doubt that we're seeing the inklings of a new class of computer," says David Blaauw, who leads a lab at the University of Michigan that makes functioning computers no bigger than a typed letter "o."

A key feature of these computing devices is very cheap radios, etched right into silicon. There's one in your →

# QUID UTILIZES TECHNOLOGY TO MIMIC THE WAY HUMANS COMPREHEND INFORMATION



# QUID STARTS WITH TEXT DATASETS THAT CONTAIN INTELLIGENCE ABOUT THE WORLD

## FULLY INTEGRATED DATASETS

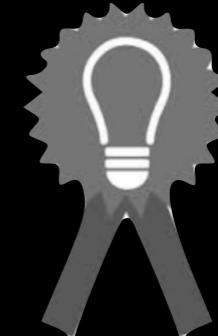
NEWS/BLOGS



COMPANIES



PATENTS



## TEXT-2-NETWORK

ACADEMIC PAPERS



CLINICAL TRIALS



OTHER TEXT DATA



PRODUCT REVIEWS



SURVEY RESPONSES



# QUID DERIVES CONTEXT FROM LANGUAGE AND CAPTURES UNDERLYING METADATA

**Extract key language  
to create semantic signature**

The screenshot shows a news article from Forbes. The title is "How Big Data And The Internet Of Things Create Smarter Cities". The text discusses the concept of "Smart city" and mentions Cisco and IBM as companies involved. The article is categorized under "TECH" and was published on 5/19/2015 at 9:44AM with 3,986 views. There is a "Share" button at the bottom.

"Smart city" is a term we are going to be hearing a lot more of in the coming years. It's thought that by 2020 we will be spending \$400 billion a year building them – but what are they?

The idea is to embed the advances in technology and data collection which are making the Internet of Things a reality into the infrastructures of the environments where we live. Already, large companies such as Cisco and IBM are working with universities and civic planning authorities to develop data-driven systems for transport, waste management, law enforcement, and energy use to make them more efficient and improve the lives of citizens.

**Capture and  
create metadata**

Example metadata for news/blogs:

- Extracted entities
- Source, date and location published
- Social sharing
- Sentiment

Example metadata for companies:

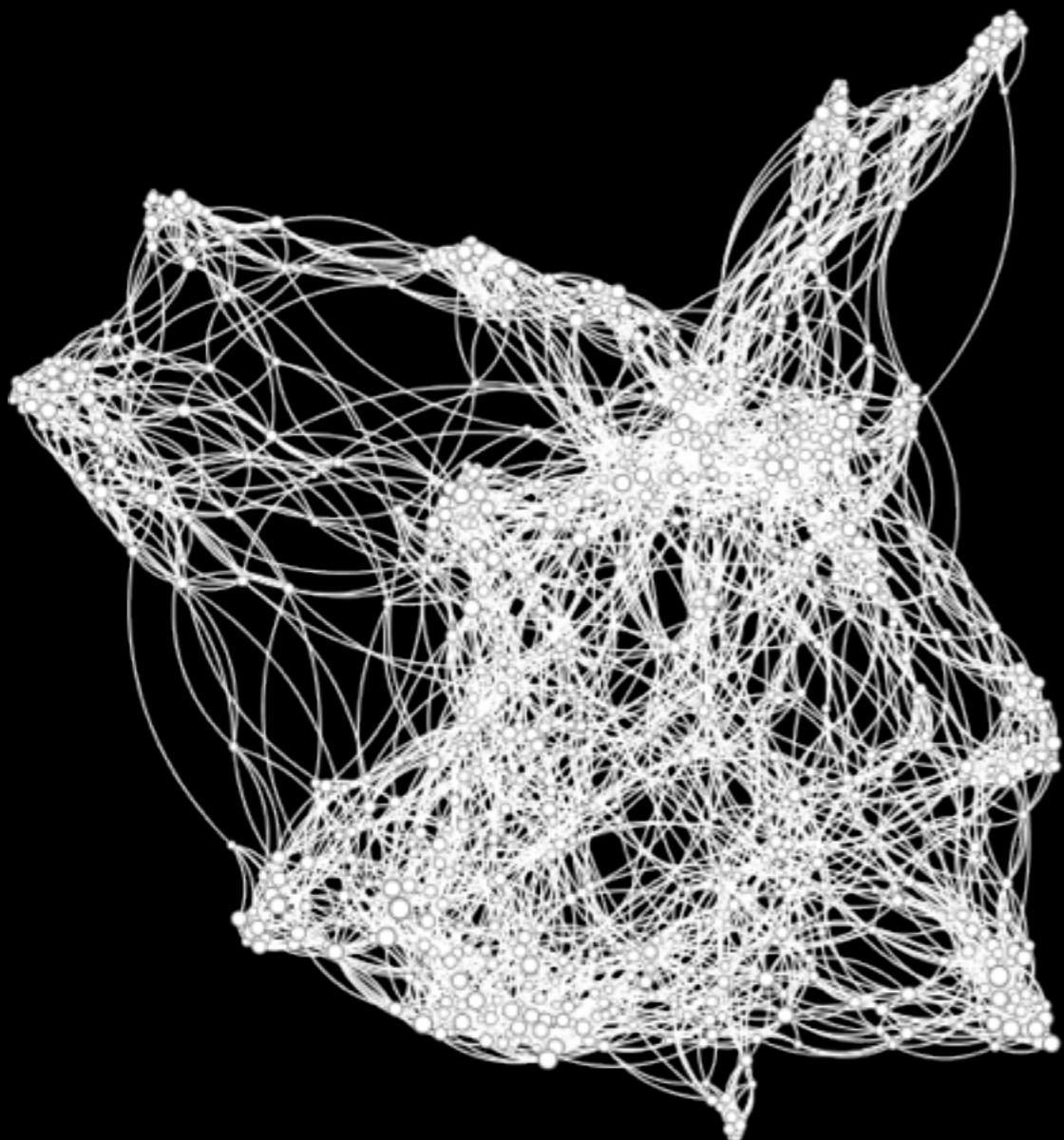
- Investment received
- Investors
- Location

Example metadata for patents:

- Application and grant date
- Assignee
- Filing location

# QUID VISUALIZES A NETWORK MAP AND CLUSTERS NODES BASED ON THEMES

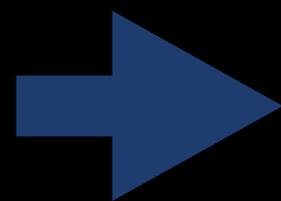
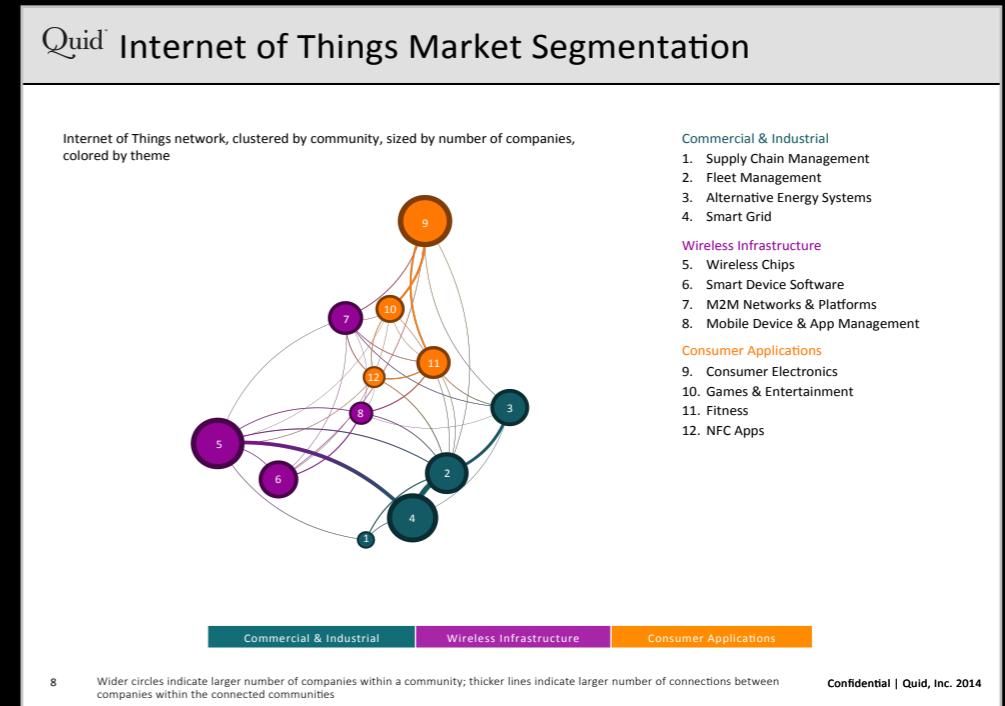
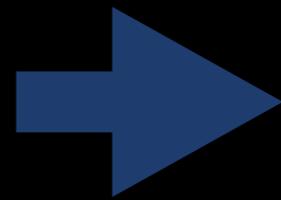
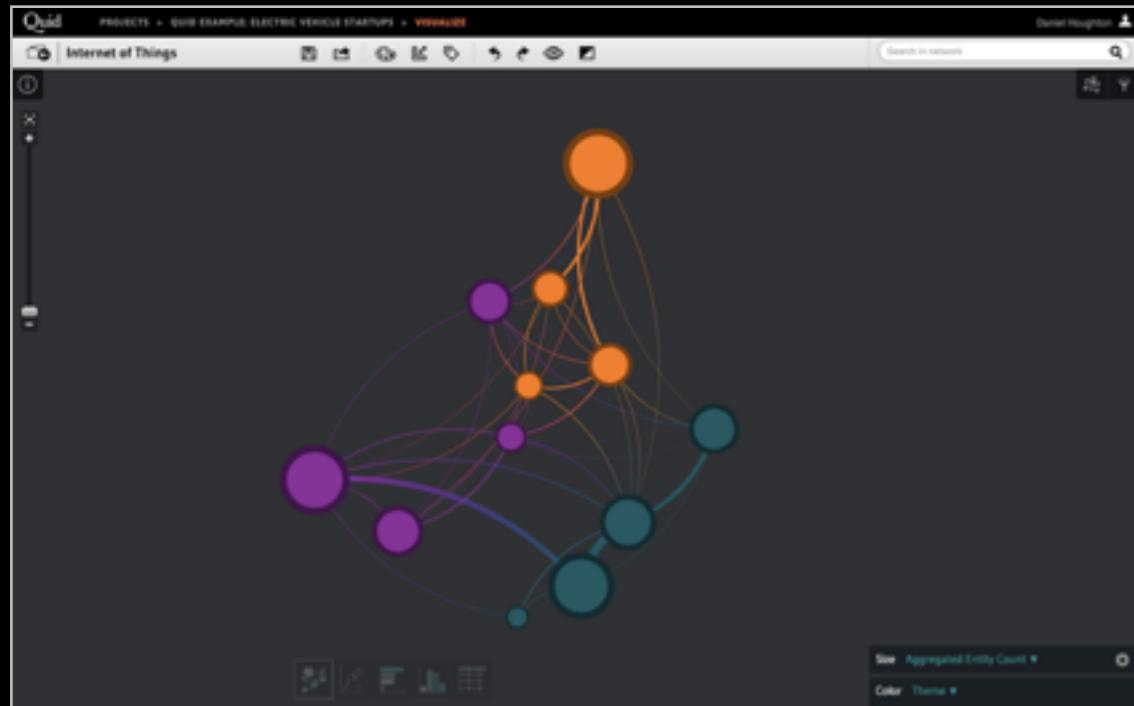
**Network map based  
on similarity of language**



**Clustering based  
on network topology**



# QUID PROVIDES A VISUAL INTERFACE TO ASK QUESTIONS, GENERATE INSIGHTS AND CREATE OUTPUT



	A	B	C	D	E
1	Company name	Founded	Country	Investment	Top investor
2	iZettle AB	2010	Sweden	\$6,613,319	Index Ventures
3	Enlighted, Inc.	2009	United States	\$35,000,000	Kleiner Perkins
4	Kony Solutions, Inc.	2007	United States	\$16,630,479	Insight Venture Partners
5	Slowdash Ltd.	2012	United Kingdom	\$1,565,557	Quantica SGR SpA
6	Jusp S.p.A.	2011	Italy	\$6,000,000	Principia II, L.P.
7	Contour, Inc.	2003	United States	\$15,000,000	Montlake Capital
8	Netatmo SAS	2011	France	\$6,594,131	Iris Capital
9	Monica Healthcare Ltd.	2005	United Kingdom	\$1,539,527	Nottingham University
10	Thalmic Labs Inc.	2012	Canada	\$15,000,000	Y Combinator
11	Collective Inc.	2005	United States	\$20,000,000	Samsung Ventures
12	FeedHenry Ltd.	2008	Ireland	\$9,130,633	Kernel Capital
13	Instructure, Inc.	2008	United States	\$30,000,000	TomorrowVentures
14	Movius Interactive Corp.	1999	United States	\$27,000,000	Kleiner Perkins
15	PINC Solutions Corp.	2004	United States	\$8,000,000	Sutter Hill Ventures
16	Revel Systems, Inc.	2010	United States	\$10,000,000	DCM
17	Shopmium SAS	2011	France	\$5,230,467	Accel Partners
18	Airwave, Inc.	2012	United States	\$14,000,000	Andreessen Horowitz
19	W-locate Pte Ltd.	2010	Singapore	\$799,347	RHB Osk Asset Management
20	SERFIDES GmbH	2012	Germany	\$2,599,935	ERP-Startfonds
21	Enevo Oy	2010	Finland	\$2,615,575	Lifeline Ventures
22	PowerbyProxi, Ltd.	2007	New Zealand	\$9,000,000	Samsung Ventures
23	Variable, Inc.	2012	United States	\$8,000,000	Atlanta Technology Angels
24	Audience Entertainment	2007	United States	\$6,000,000	Impetus Capital

# QUID HAS BROAD APPLICABILITY ACROSS A NUMBER OF RELEVANT USE CASES

## INDUSTRY & COMPETITIVE ANALYSIS

Life Sciences case: **Who are the dominant players in the biosimilars market?**

## TECHNOLOGY LANDSCAPING

Technology case: **What innovations are emerging in Smart Hardware?**

## TREND ANALYSIS

Industrials case: **How is technology evolving over time in the airport industry?**

## CONSUMER AND BRAND NARRATIVE MAPPING

Financial Services case: **How do millennials think about life insurance and personal finance?**

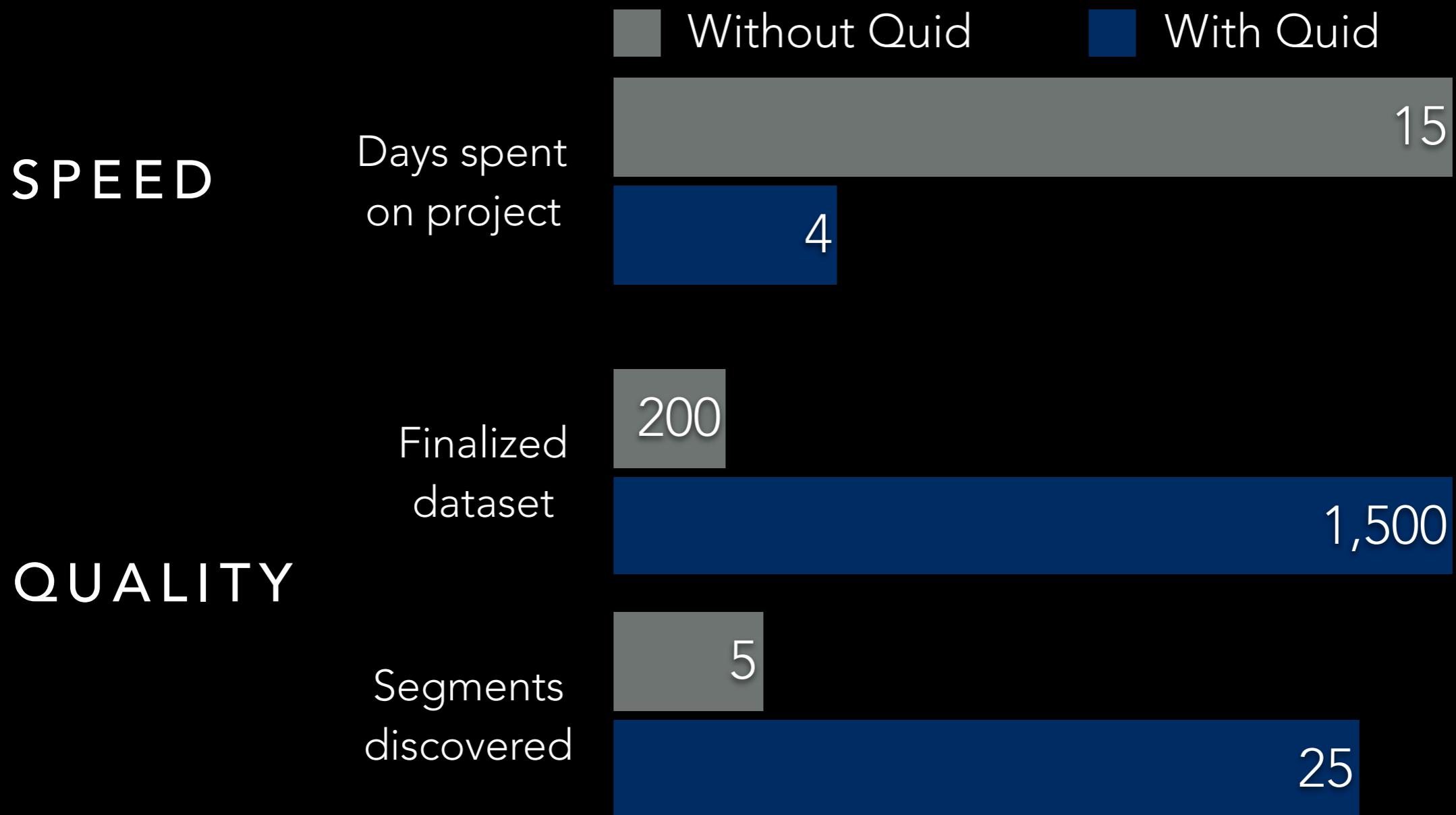
## PROPOSALS FOR NEW BUSINESS

**How to show a potential client novel insights about their industry?**

## TEXT-2-NETWORK

**How to make sense of text rich datasets?**

# QUID IS PROVEN TO DRIVE FASTER AND HIGHER-QUALITY ANALYSIS THAN CONVENTIONAL METHODS



Results of two independent A/B tests by two leading consultancy clients as part of Quid ROI evaluation

WHICH IS WHY A GROWING LIST OF  
LEADING ORGANIZATIONS USE QUID



THE BOSTON CONSULTING GROUP



**Deloitte.**



Booz | Allen | Hamilton



**AT Kearney**

Knight Foundation

SAMSUNG

BARCLAYS

IBM

VISA



WORLD  
ECONOMIC  
FORUM



CISCO

Bloomberg



verizon

UCL

Walmart

Johnson & Johnson  
INC.

Quid

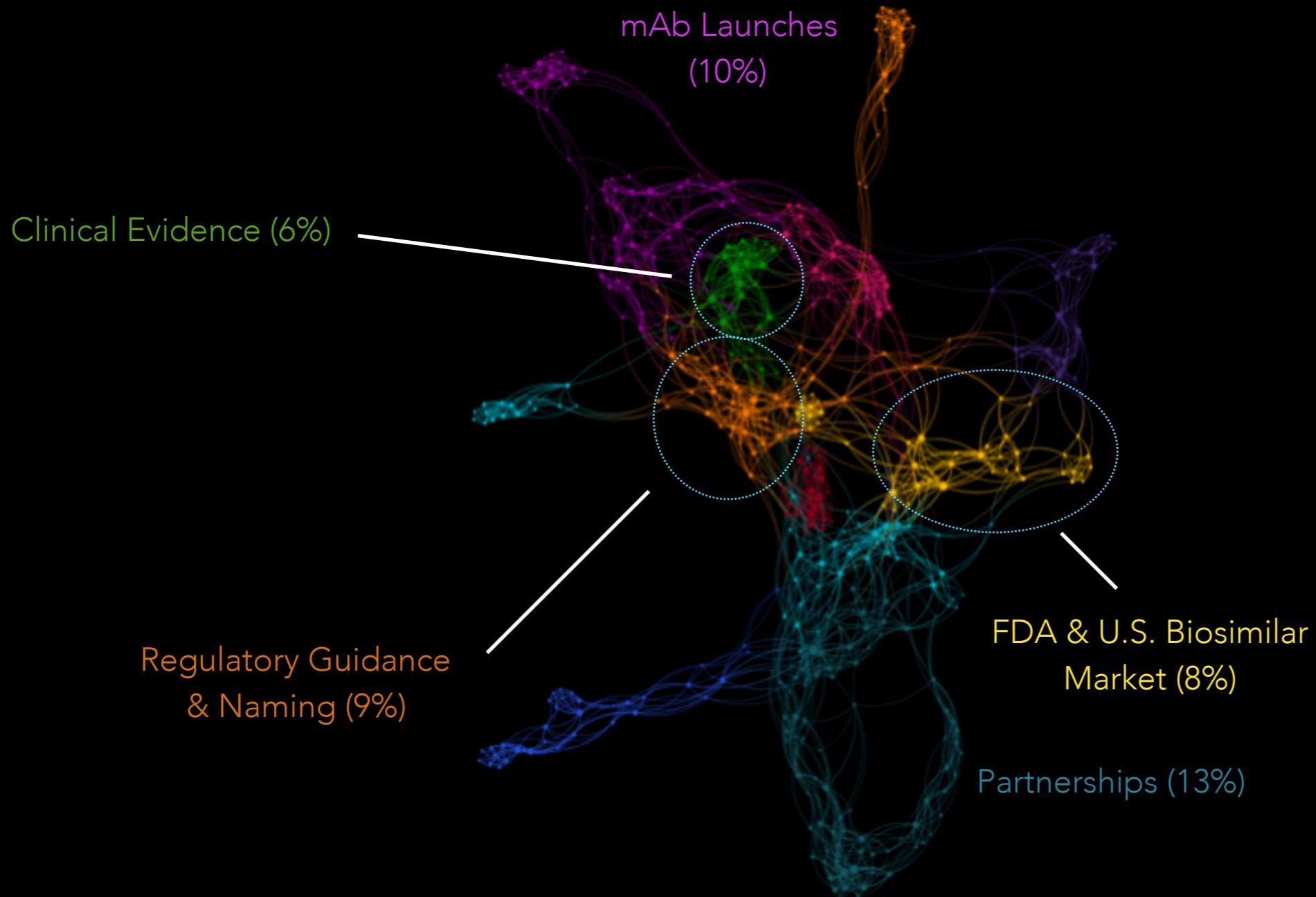
# USE CASES

# INDUSTRY AND COMPETITIVE ANALYSIS

## WHO ARE THE DOMINANT PLAYERS IN THE BIOSIMILARS MARKET?

# REGULATORY GUIDANCE AND CLINICAL EVIDENCE ARE CENTRAL THEMES RELATED TO THE MARKET FOR INFILIXIMAB BIOSIMILARS

## NETWORK VIEW: INFILIXIMAB AND BIOSIMILARS



### Central Clusters:

- Regulatory Guidance & Naming
- Clinical Evidence

### Peripheral Clusters:

- mAb Launches
- Partnerships

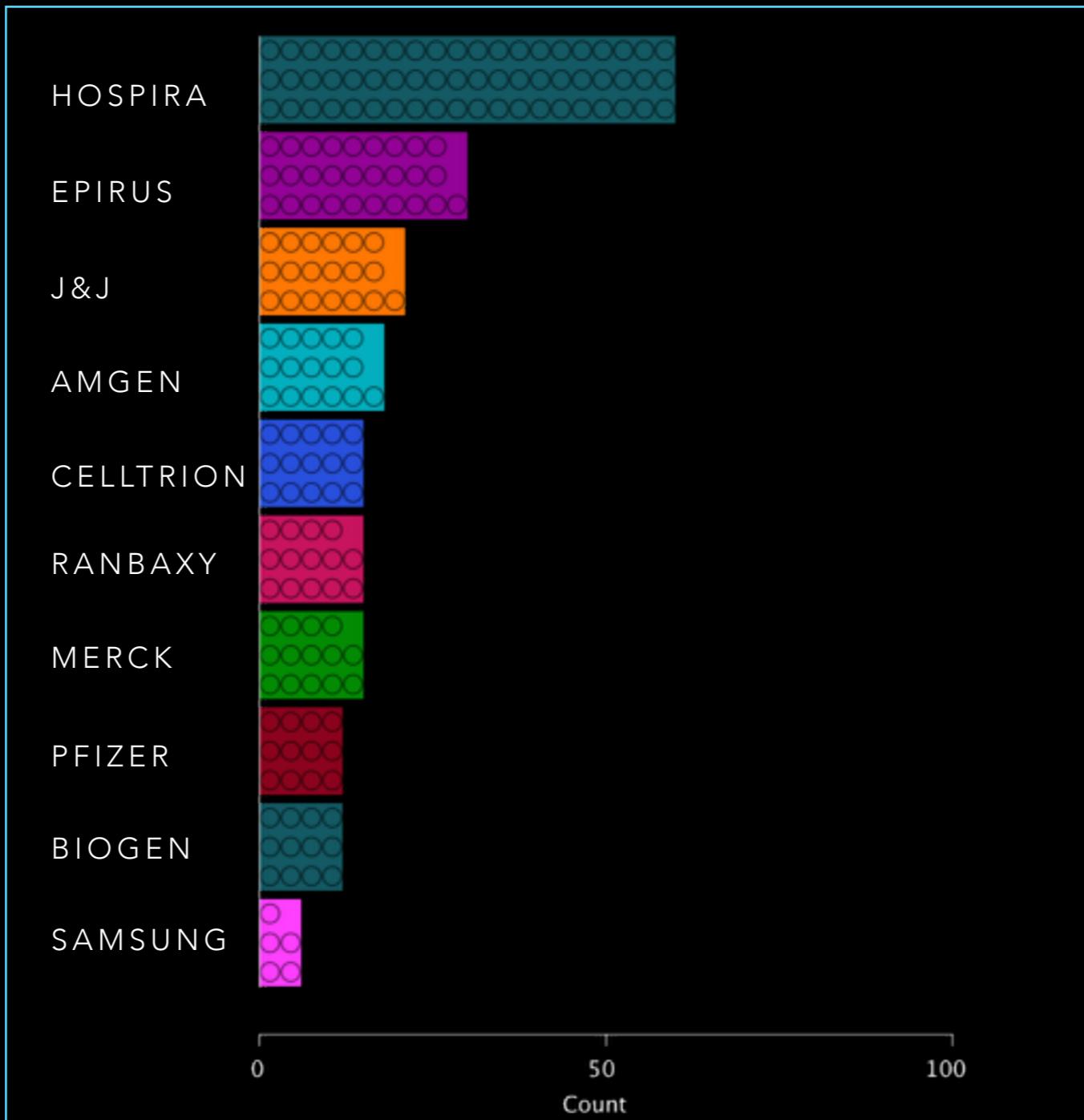
Data from News database  
450+ articles on infliximab biosimilars Network View

## Key Takeaway

The regulatory landscape is highly relevant in the biosimilars space. Market leaders will demonstrate expertise in navigating regulatory approval pathways.

# HOSPIRA, EPIRUS, AND J&J LEAD THE CONVERSATION AS IT RELATES TO INFILIXIMAB

## TOP-10 EXTRACTED COMPANIES



### **HOSPIRA (PFIZER):**

- Inflectra (biosimilar infliximab)
- ~15,000 employees
- Acquired by Pfizer Feb. 2015

### **EPIRUS:**

- BOW015 (biosimilar infliximab)
- <50 employees
- NASDAQ: EPRS

### **J&J:**

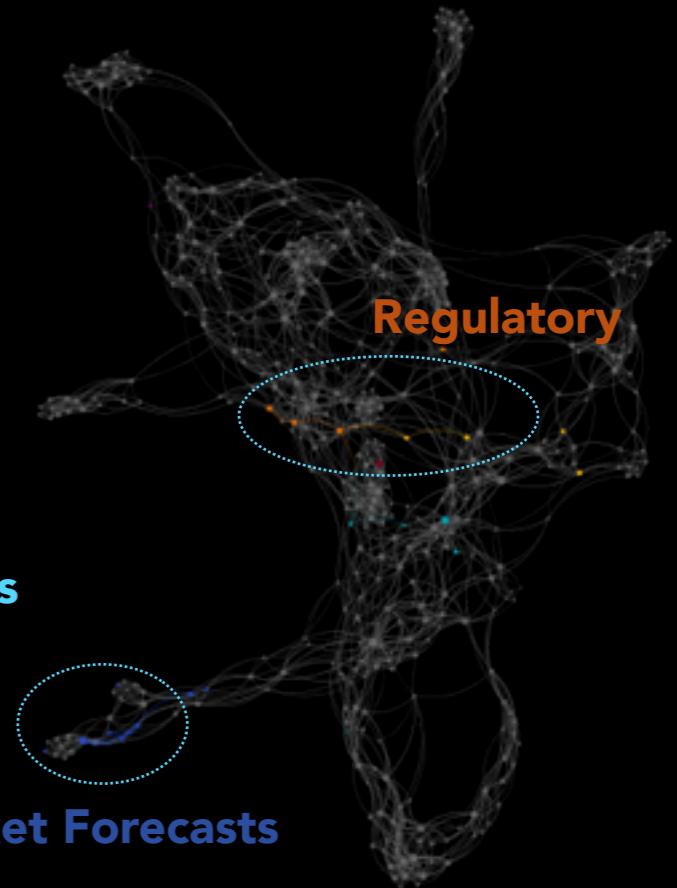
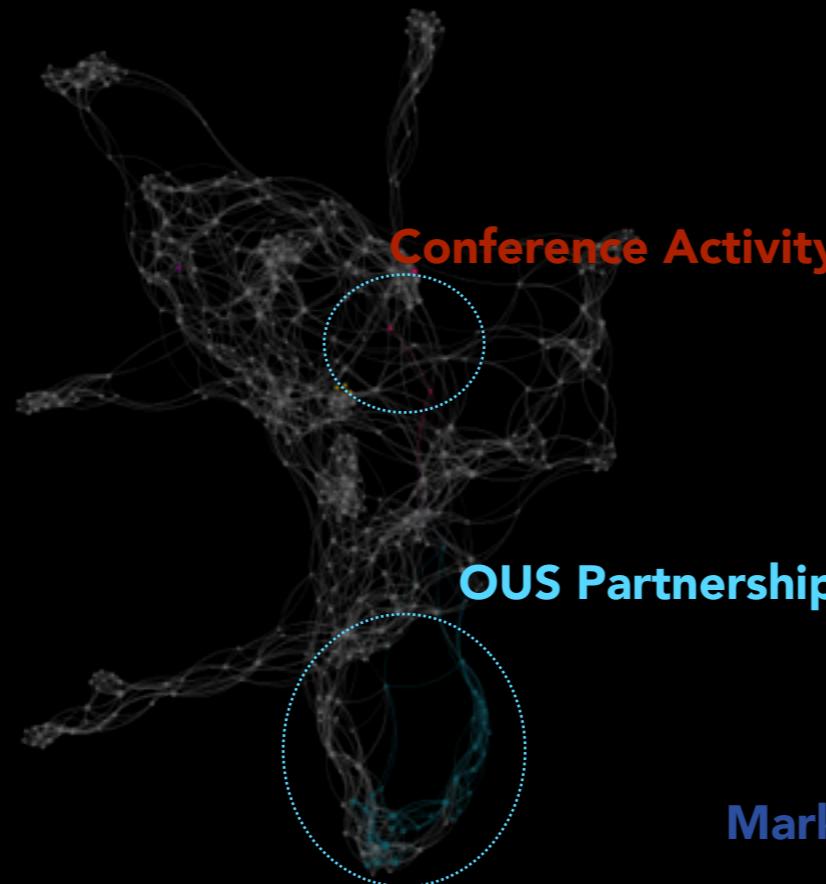
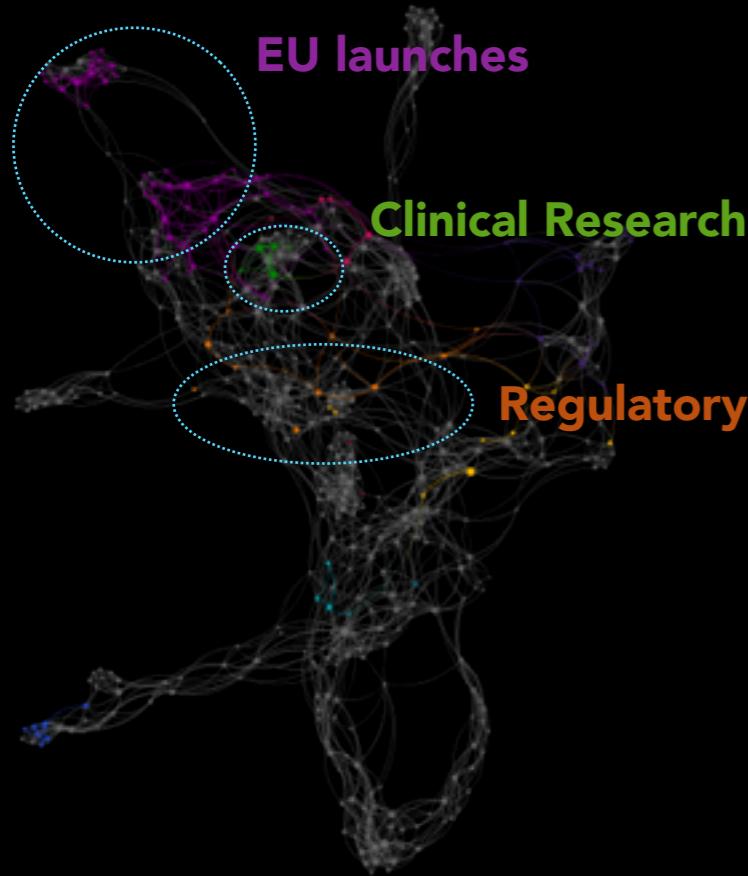
- Remicade® (infliximab)
- E.U. patent expiration: Feb. 2015
- U.S. patent expiration: Sept. 2018

Data from News database  
450+ articles on infliximab biosimilars  
Top 10 extracted companies shown

## **Key Takeaway**

The conversation surrounding biosimilars is led by biopharma and generics players, followed by incumbent pharmaceutical companies

MARKET LEADERS HAVE PURSUED DISTINCT STRATEGIES TO CREATE COMPETITIVE ADVANTAGES



#### DISTINGUISHING CHARACTERISTICS

- Rapid launches
- Regulatory experience

- OUS deal maker
- Conference activity

- Incumbent
- Regulatory experience

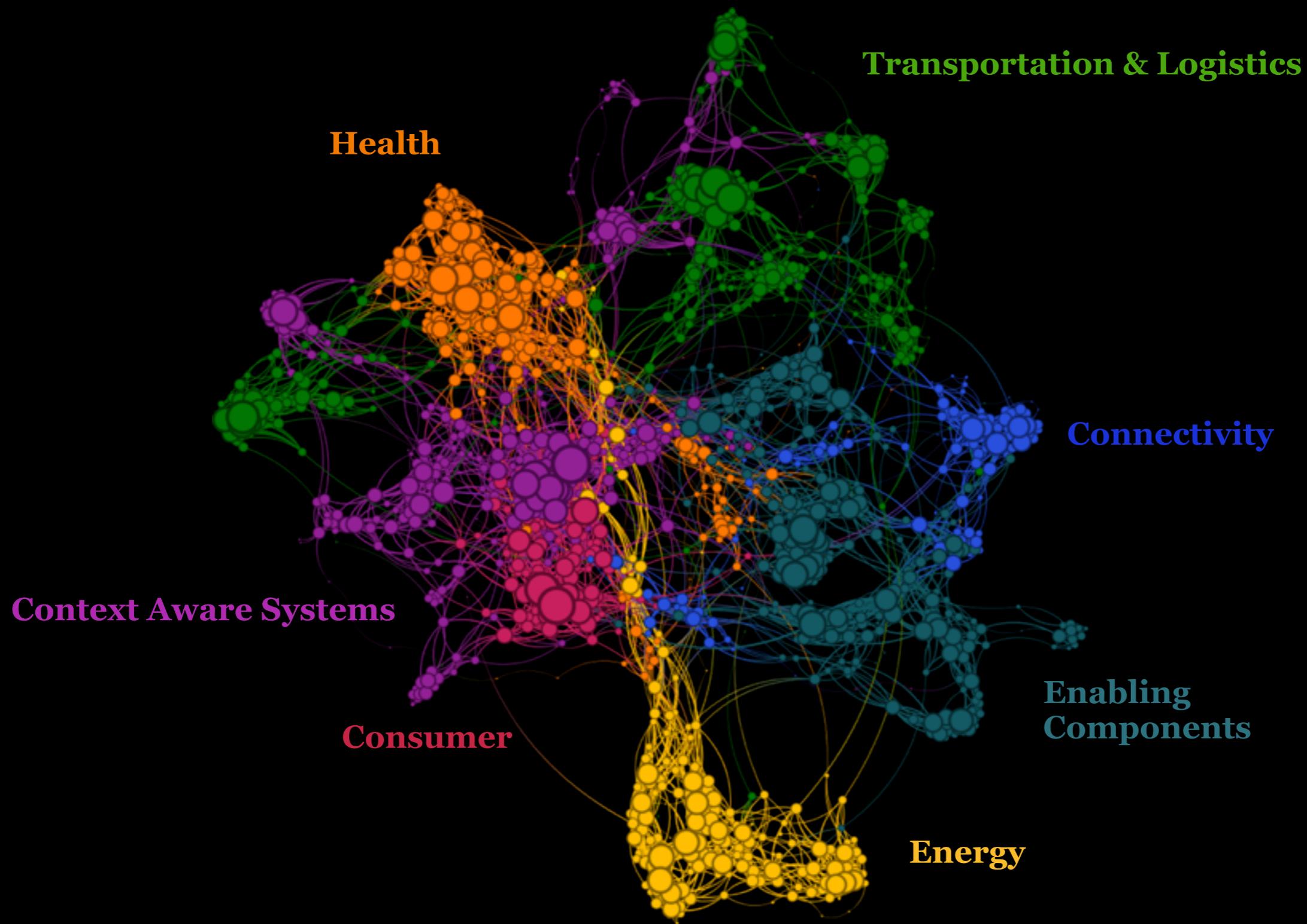
#### Key Takeaway

Hospira and J&J are mentioned more frequently in articles discussing the regulatory environment, a theme central to the infliximab biosimilars conversation

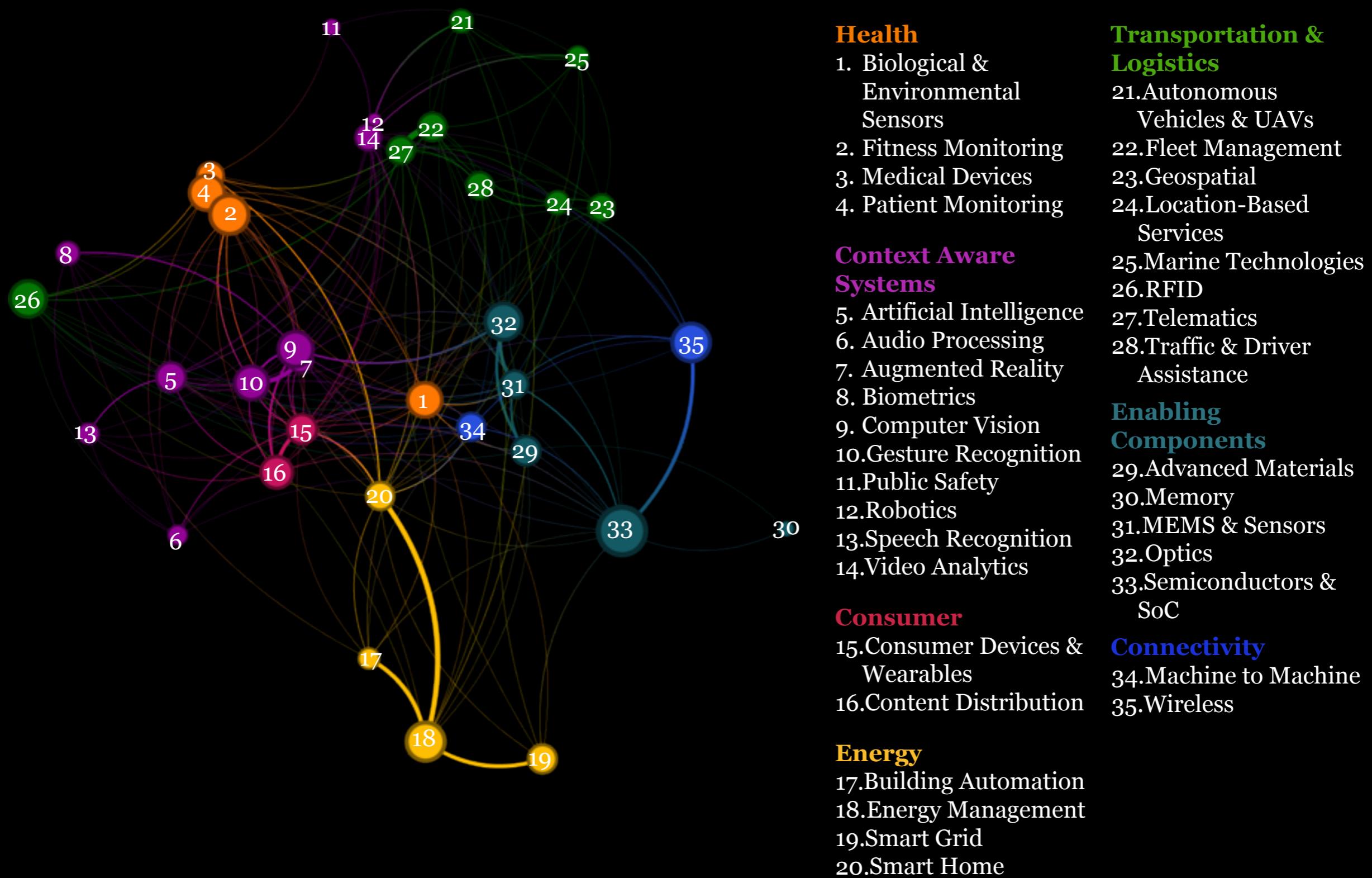
# TECHNOLOGY LANDSCAPING

## WHAT INNOVATIONS ARE EMERGING IN SMART HARDWARE?

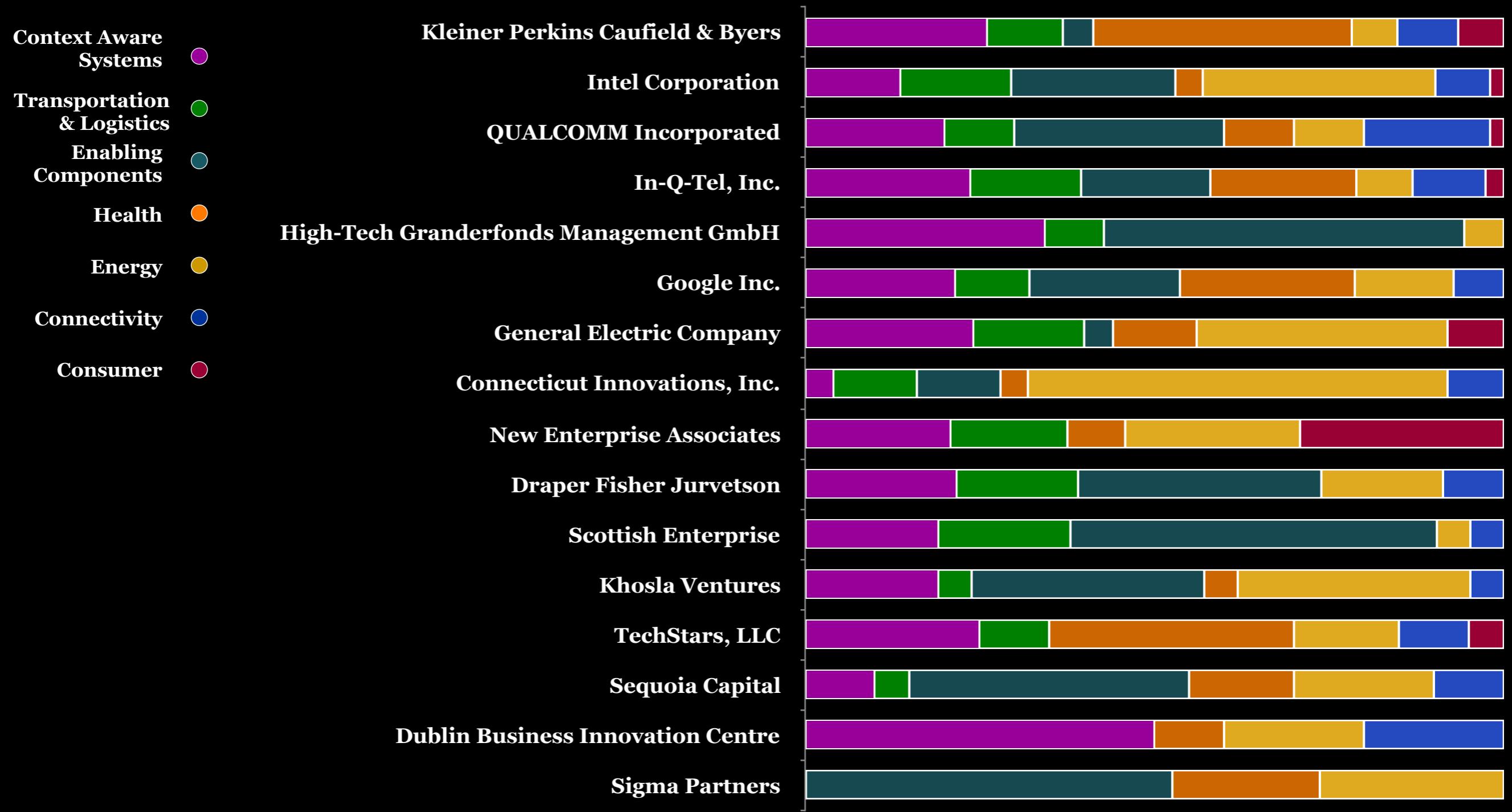
QUID ANALYZED 1,567 COMPANIES THAT DEFINE NEXT GENERATION HARDWARE AND DISCOVERED SEVEN SEGMENTS



# THESE SEVEN SEGMENTS BREAK DOWN TO 35 CLUSTERS OF TECHNOLOGY



# THESE ARE THE TOP INVESTORS IN SMART HARDWARE COMPANIES

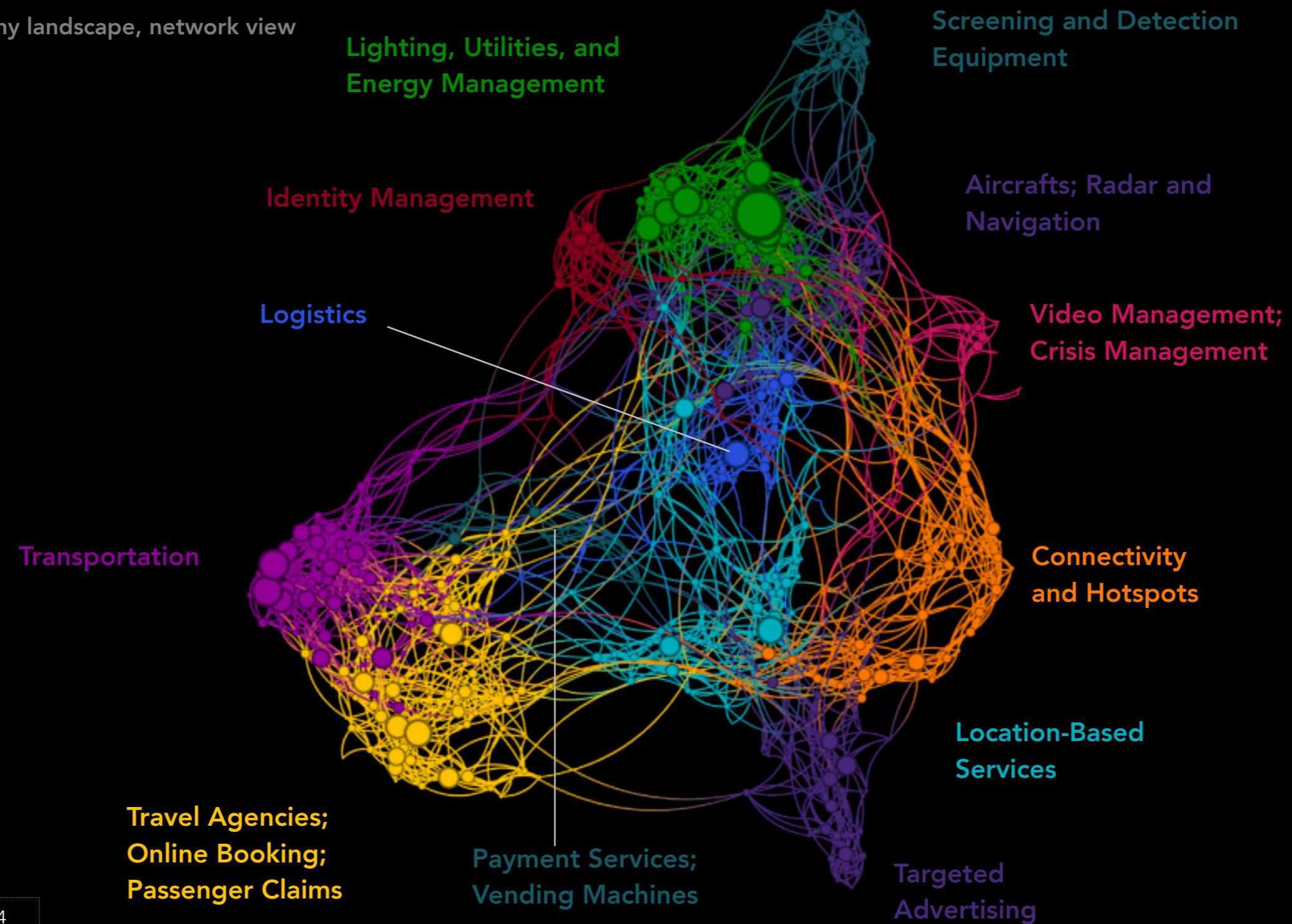


TREND ANALYSIS

HOW IS TECHNOLOGY EVOLVING OVER  
TIME IN THE AIRPORT INDUSTRY?

# QUID CAN MAP THE LANDSCAPE OF VC-BACKED COMPANIES CREATING INNOVATIONS IN THE AIRPORT INDUSTRY

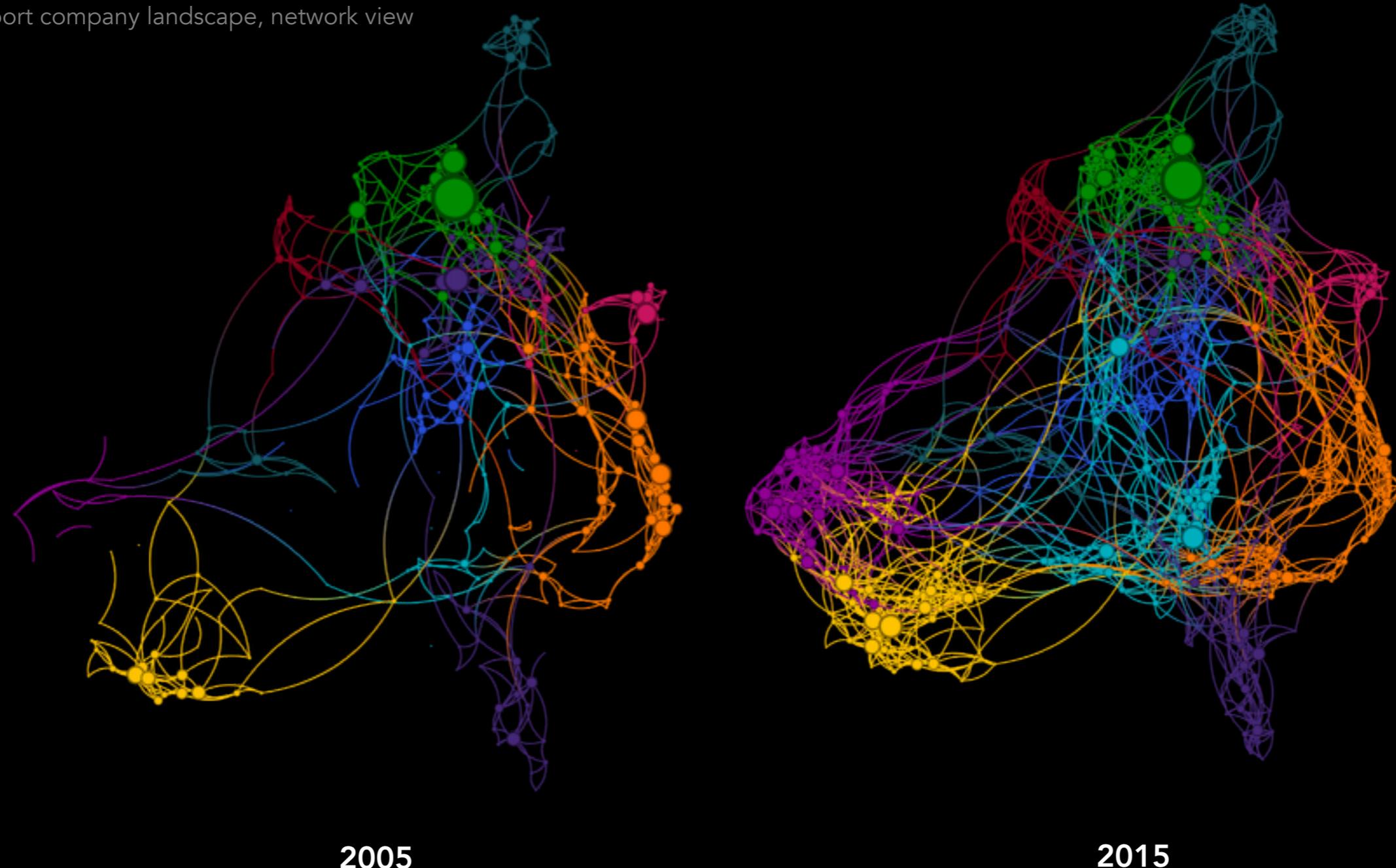
Airport company landscape, network view



Company count: 604  
Color: Community  
Node size: Degree  
Search: Airport\*

INNOVATION IN THIS SPACE HAS DOUBLED OVER THE PAST DECADE, WITH NOTABLE GROWTH IN TRANSPORTATION AND LOCATION-BASED SERVICES

Airport company landscape, network view

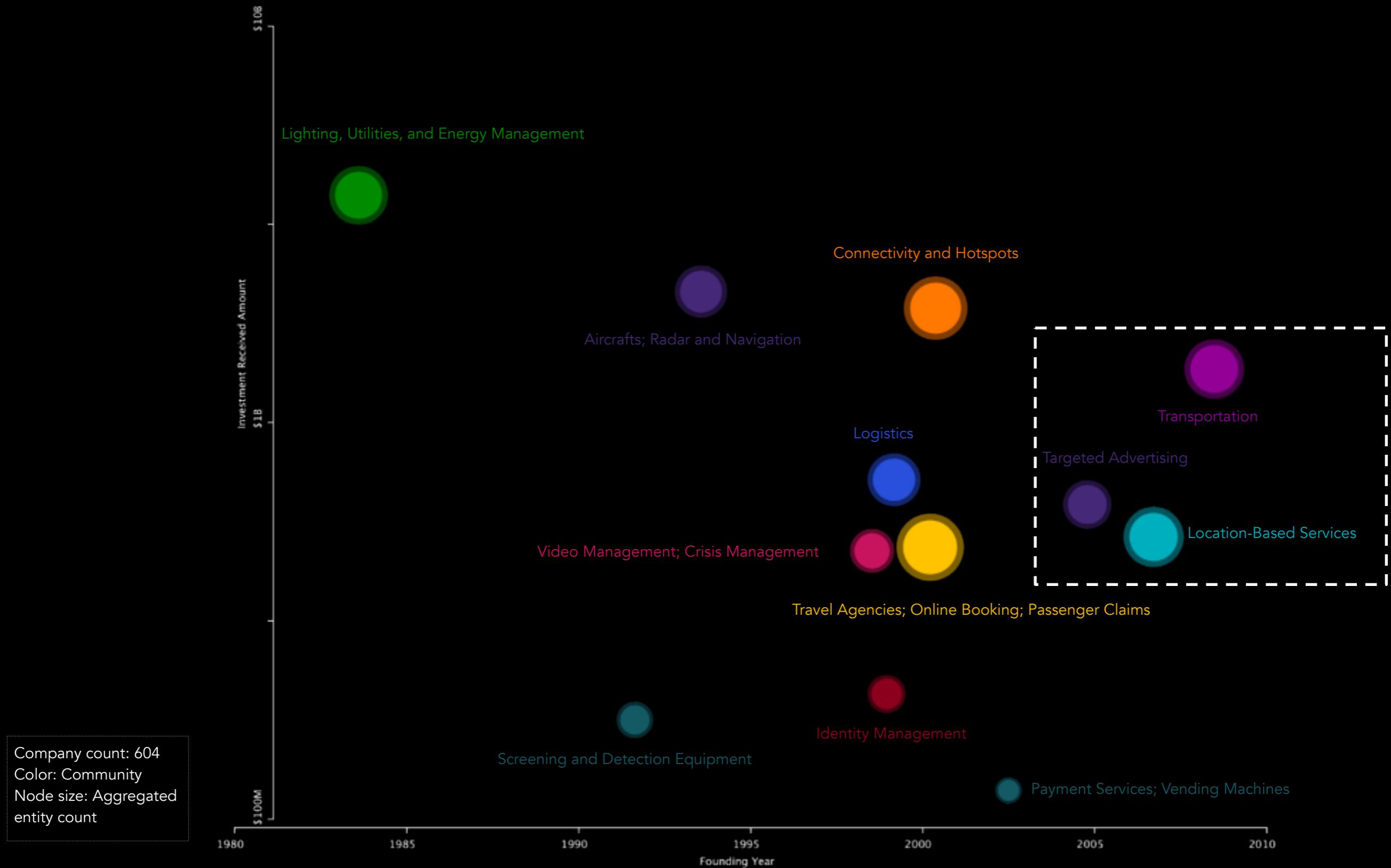


Company count: 290  
Color: Community  
Node size: Degree  
Search: Airport\*

Company count: 604  
Color: Community  
Node size: Degree  
Search: Airport\*

# SIMILARLY, TRANSPORTATION, LOCATION-BASED SERVICES, AND TARGETED ADVERTISING ARE GAINING FINANCIAL TRACTION

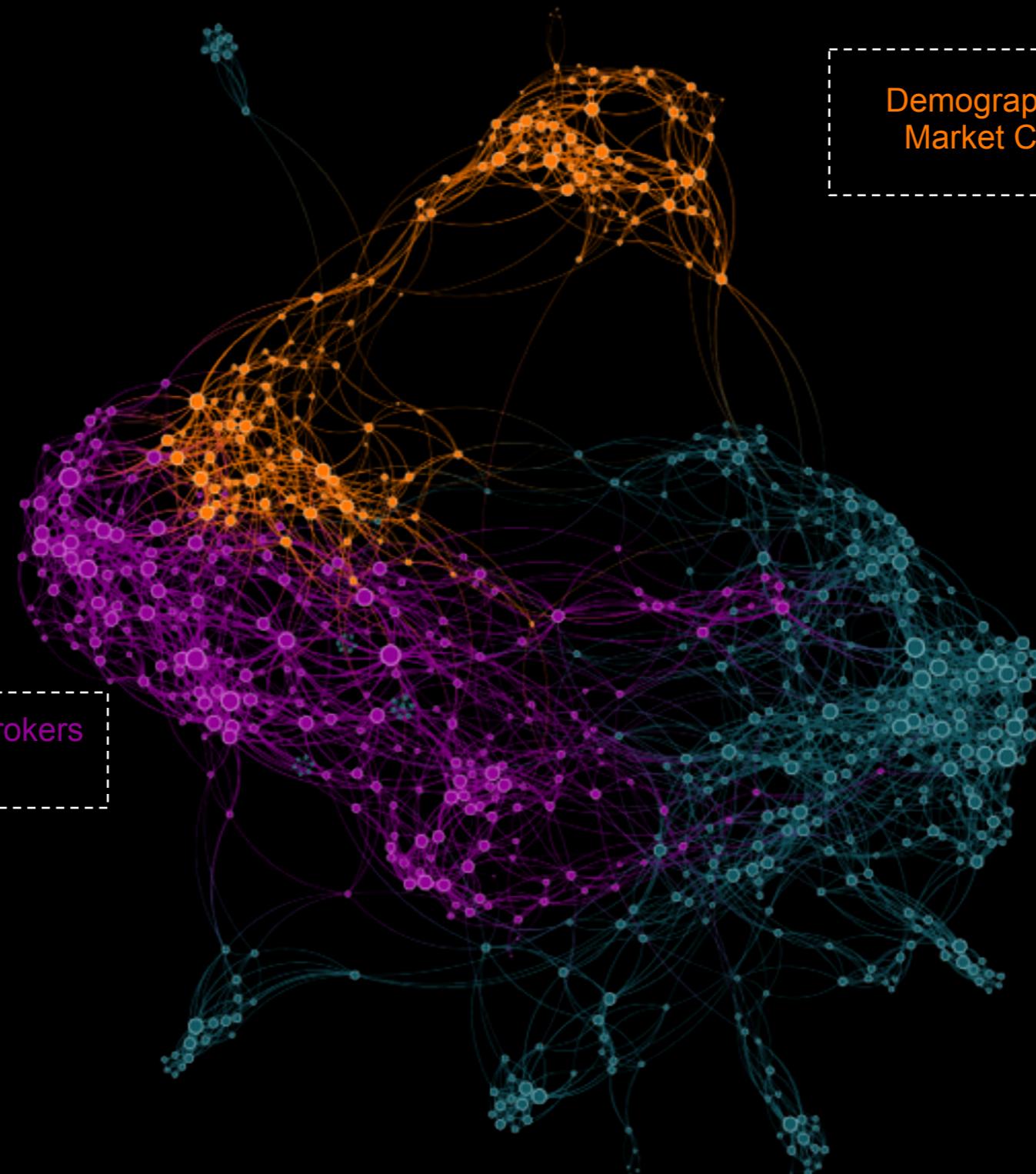
Investment received amount vs. founding year



CONSUMER AND BRAND NARRATIVE MAPPING  
HOW DO MILLENNIALS THINK ABOUT LIFE  
INSURANCE AND PERSONAL FINANCE?

# THERE ARE THREE MAJOR THEMES IN THE MEDIA CONVERSATION AROUND LIFE INSURANCE AND MILLENNIALS

Network view, top conversations shown



Guidance for Brokers

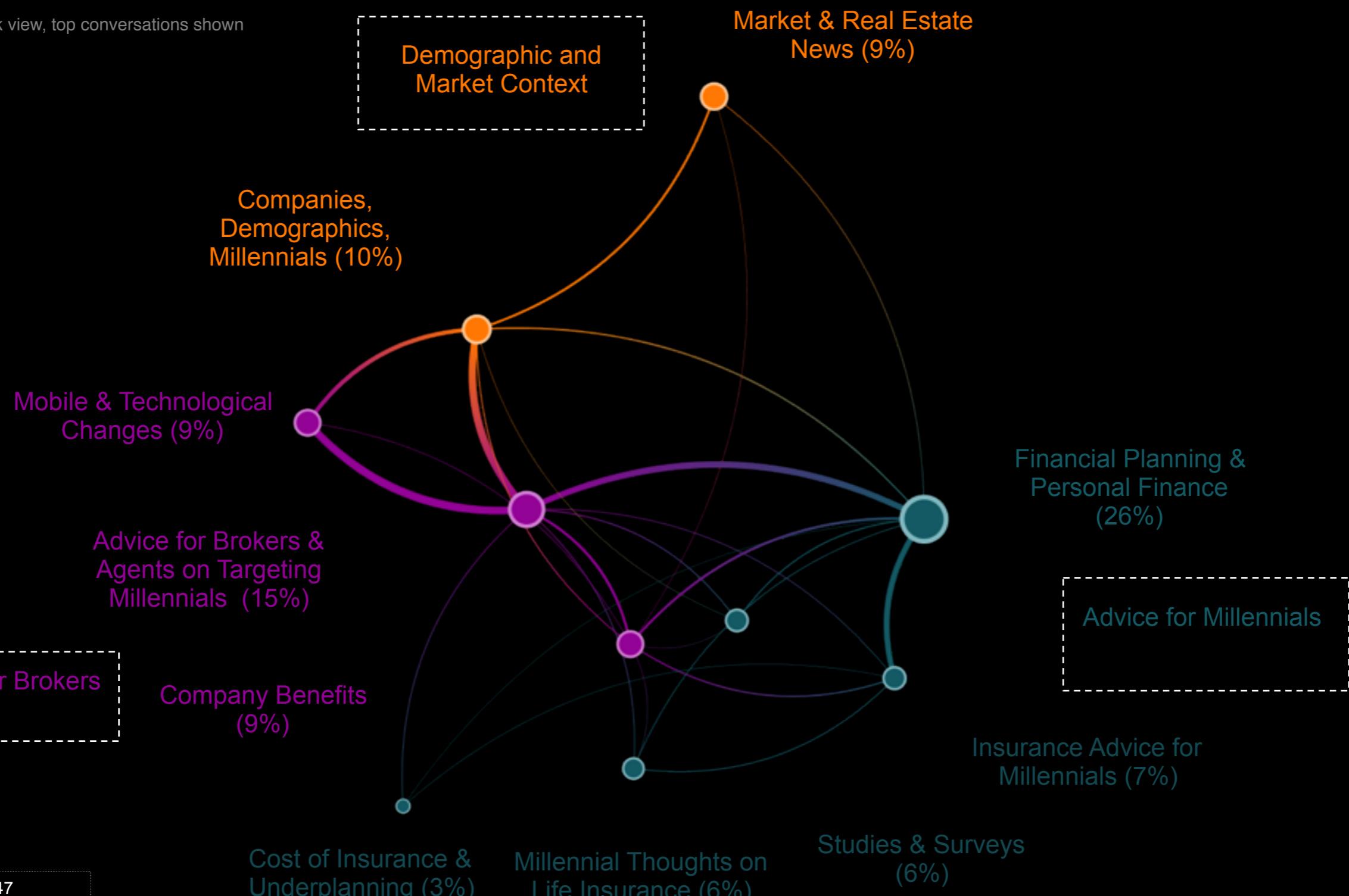
Demographic and  
Market Context

Advice for Millennials

Article count: 847  
Color: Theme  
Node: Article  
Node size: Degree

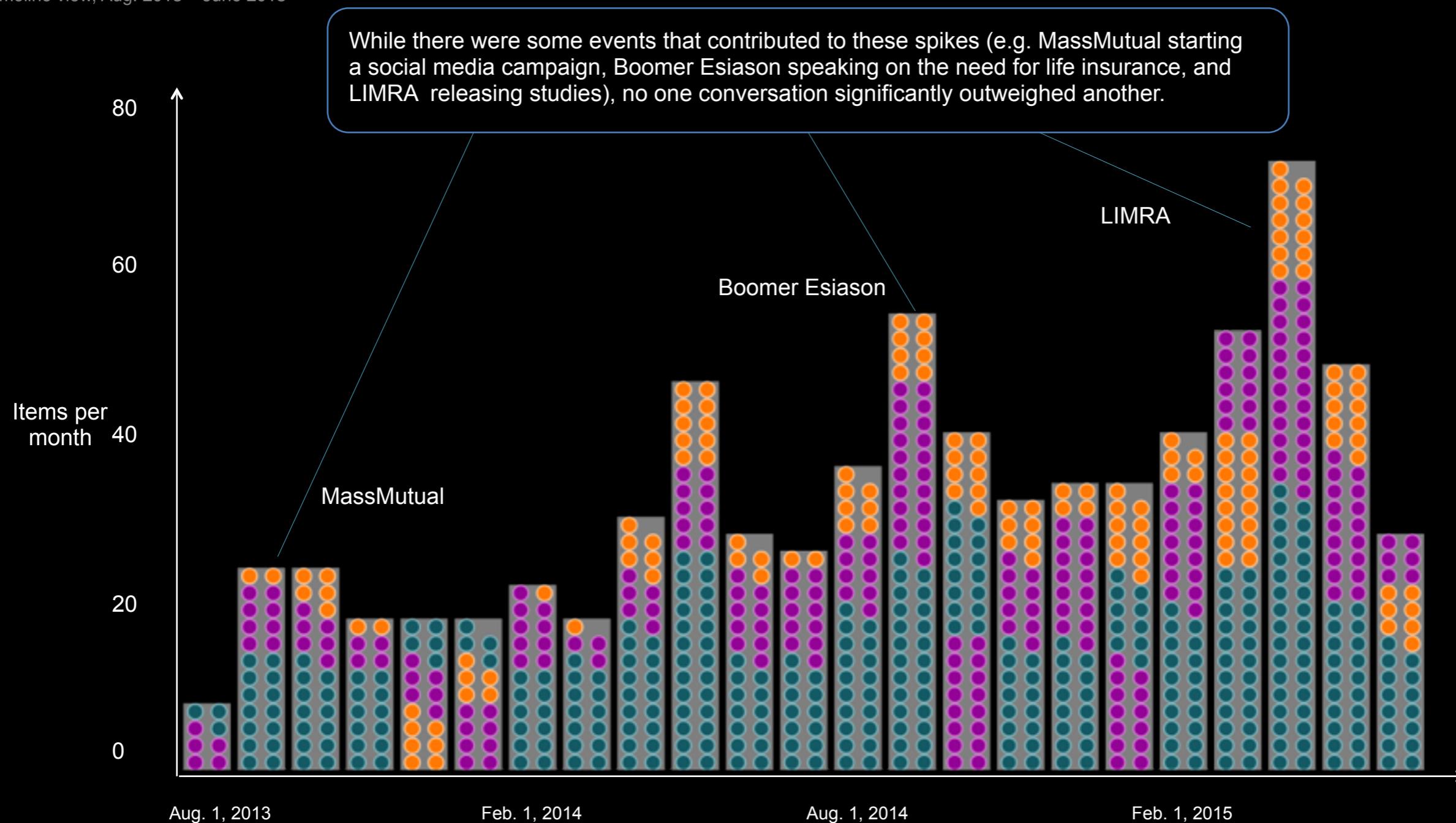
# WITHIN THESE THEMES ARE TEN CONVERSATIONS INCLUDING THE USE OF TECHNOLOGY, COST OF INSURANCE AND MILLENNIALS' PLANNING HABITS

Aggregated network view, top conversations shown



# NEWS HAS GROWN STEADILY, INDICATING THE IMPORTANCE OF THE TOPIC AND RISING CONCERNS OF BROKER-DEALERS AND MILLENNIALS ON HOW TO PLAN FOR THE FUTURE

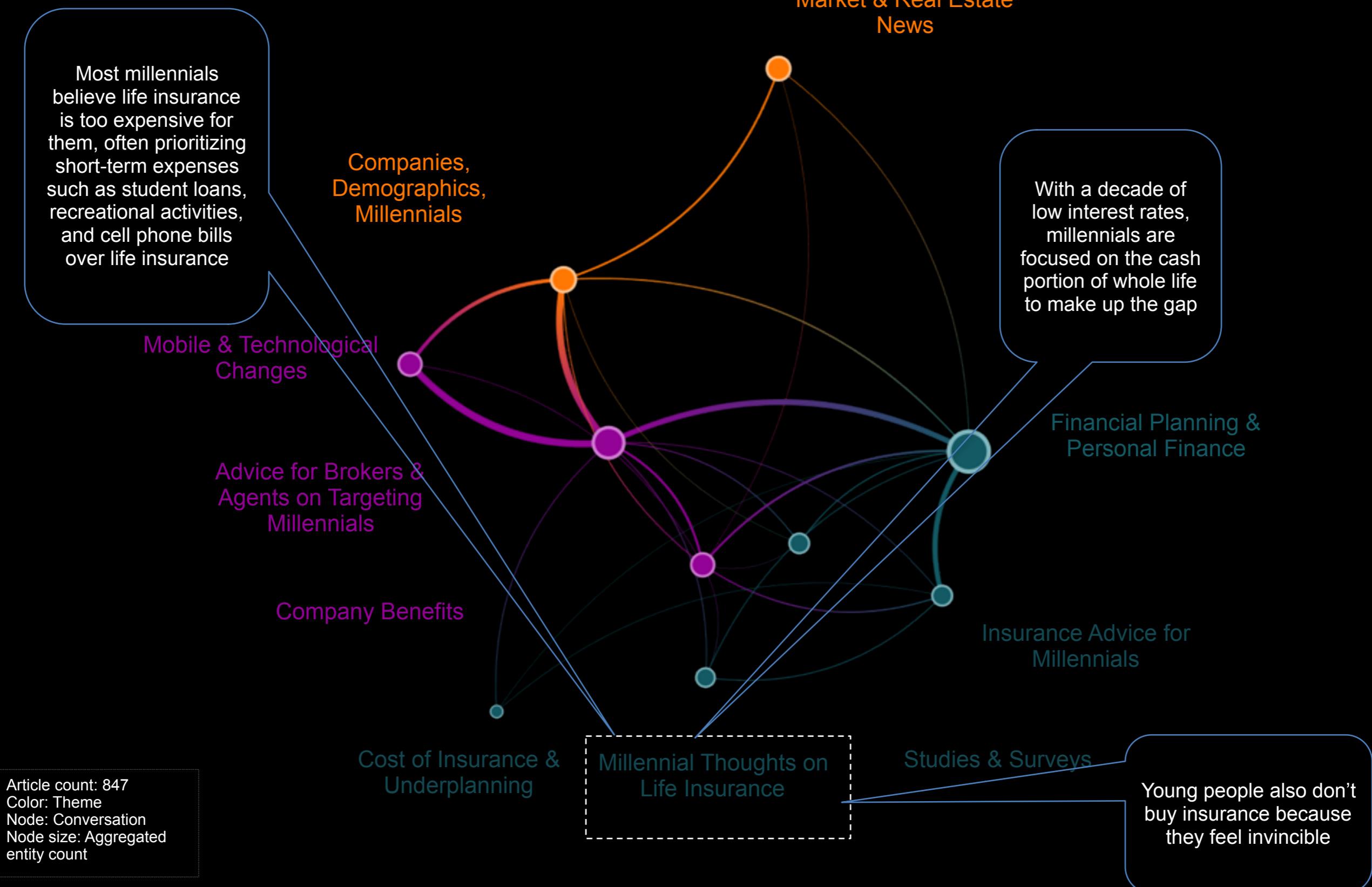
Timeline view, Aug. 2013 – June 2015



Article count: 847  
Color: Theme  
Node: Conversation  
Node size: Fixed

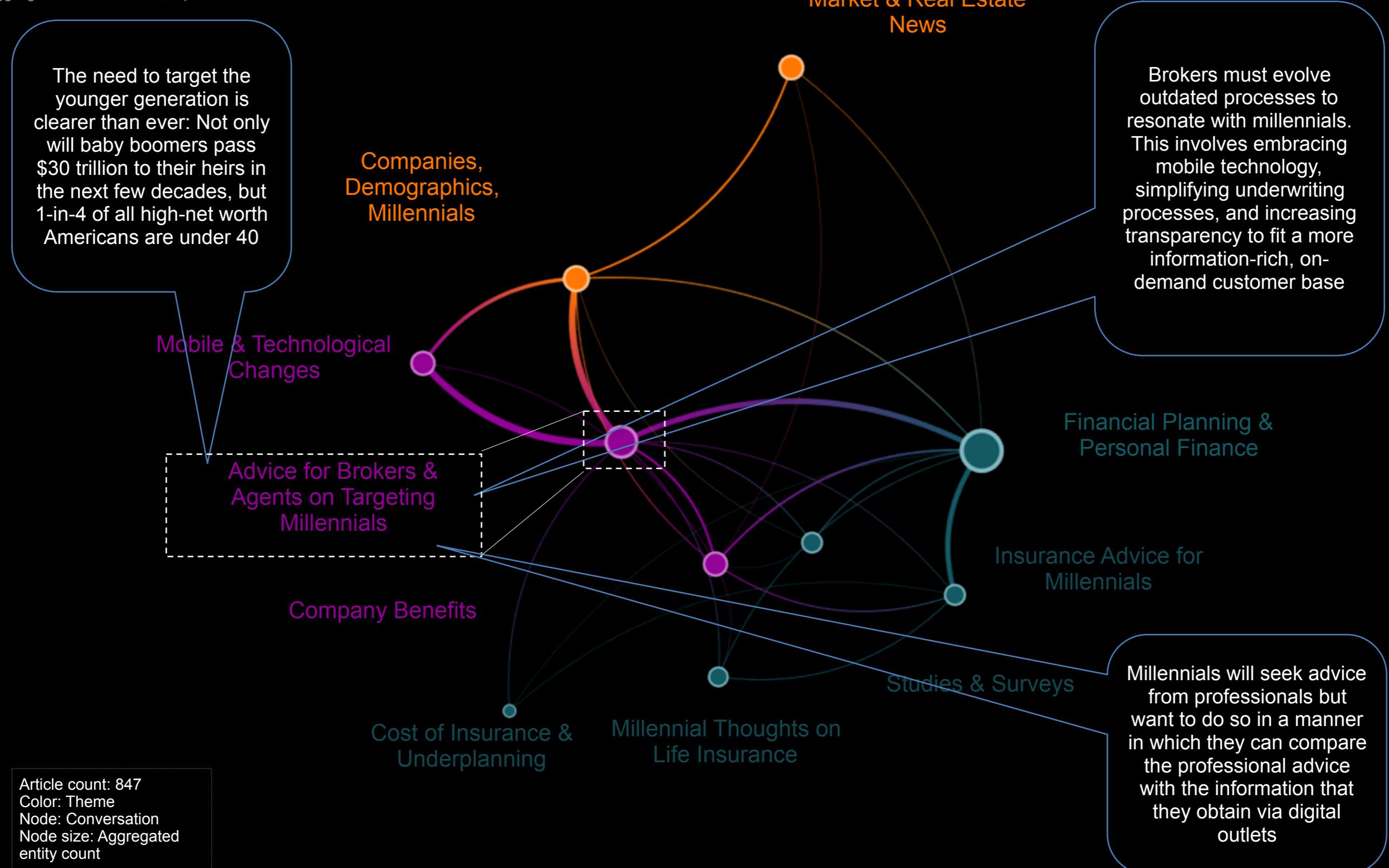
# STUDIES SHOW MILLENNIALS ARE FISCALLY SAVVY, BUT CAN POSE A CHALLENGE TO LIFE INSURANCE COMPANIES BECAUSE OF MISCONCEPTIONS ABOUT THE NEED, BENEFITS, AND COST OF POLICIES

Aggregated network view, top conversations shown



# GIVEN THE CHALLENGES OF TARGETING A NEW CUSTOMER SEGMENT, AT THE CORE OF THE NETWORK IS A CONVERSATION ON HOW BROKERS/AGENTS SHOULD ATTRACT MILLENNIALS

Aggregated network view, top conversations shown



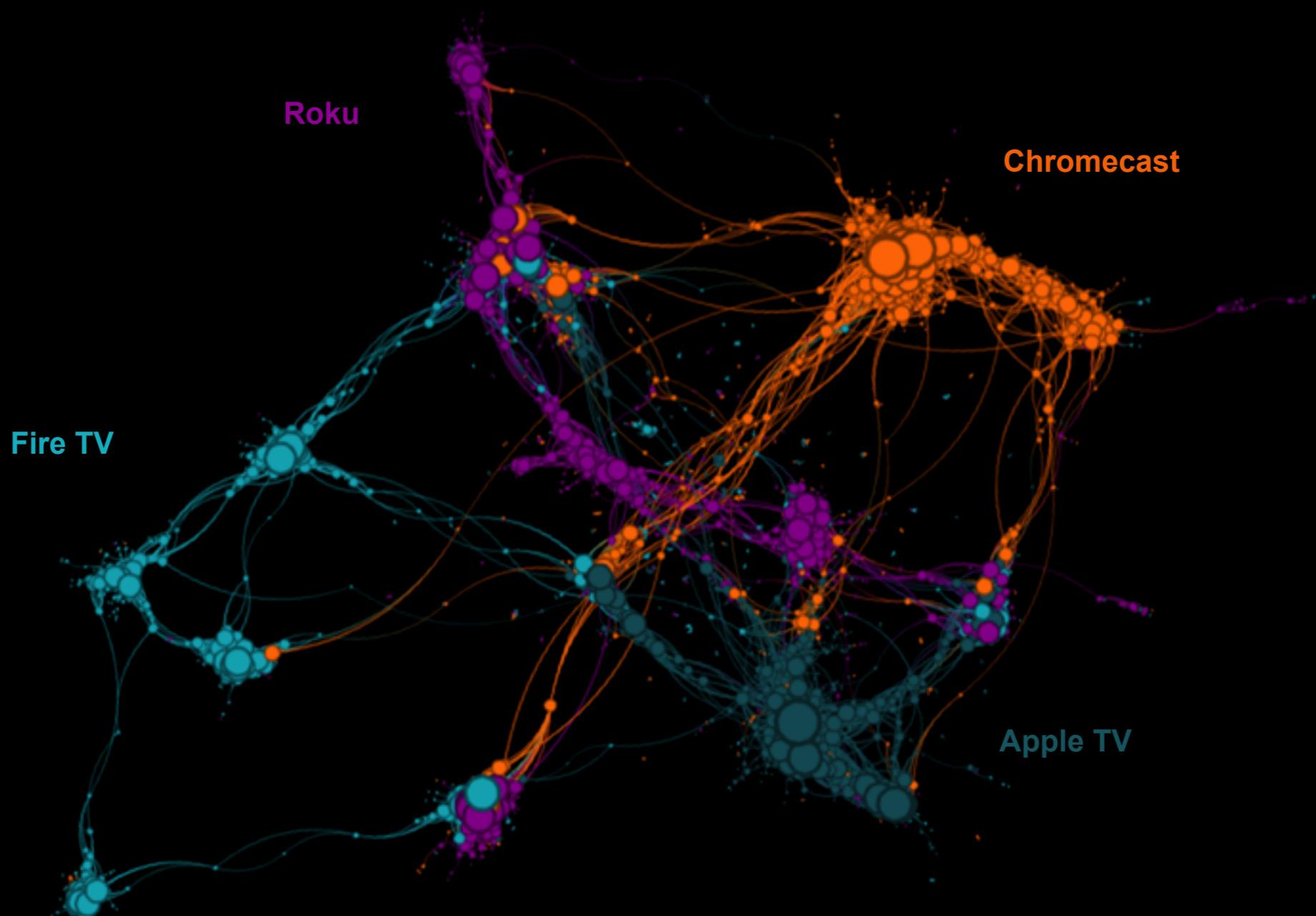
TEXT-2-NETWORK

WHAT FEATURES DO CONSUMERS LIKE AND  
DISLIKE ABOUT TV STREAMING PRODUCTS?

# QUID ANALYZED 4,000 REVIEWS FROM 4 DIFFERENT STREAMING MEDIA PLAYERS

Customer reviews of streaming media players, colored by product

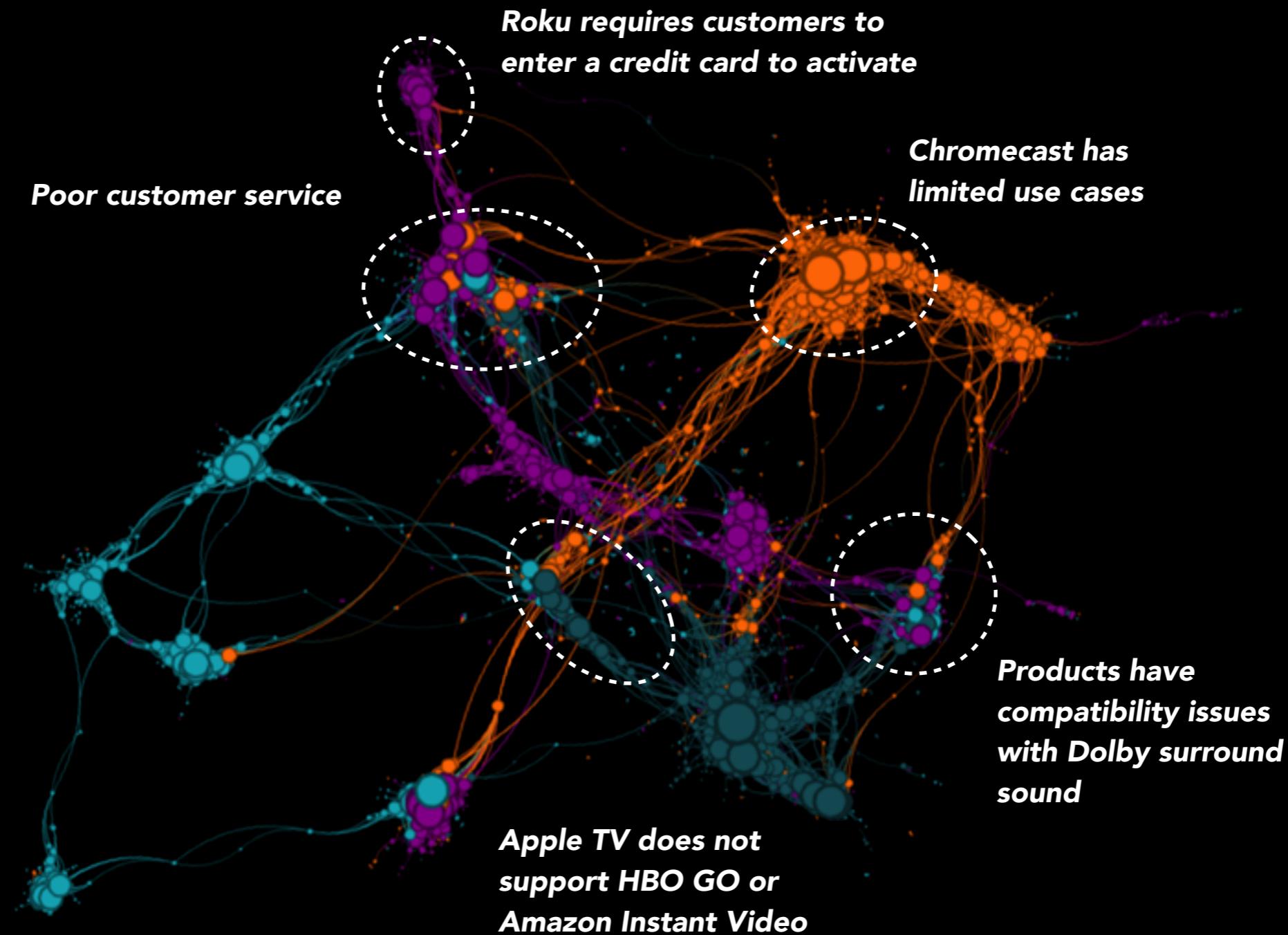
n = 4,000 (1,000 per product)



# LOOKING THROUGH QUID CLUSTERING, MORE CUSTOMER PAIN POINTS EMERGE

Customer reviews of streaming media players, colored by topic

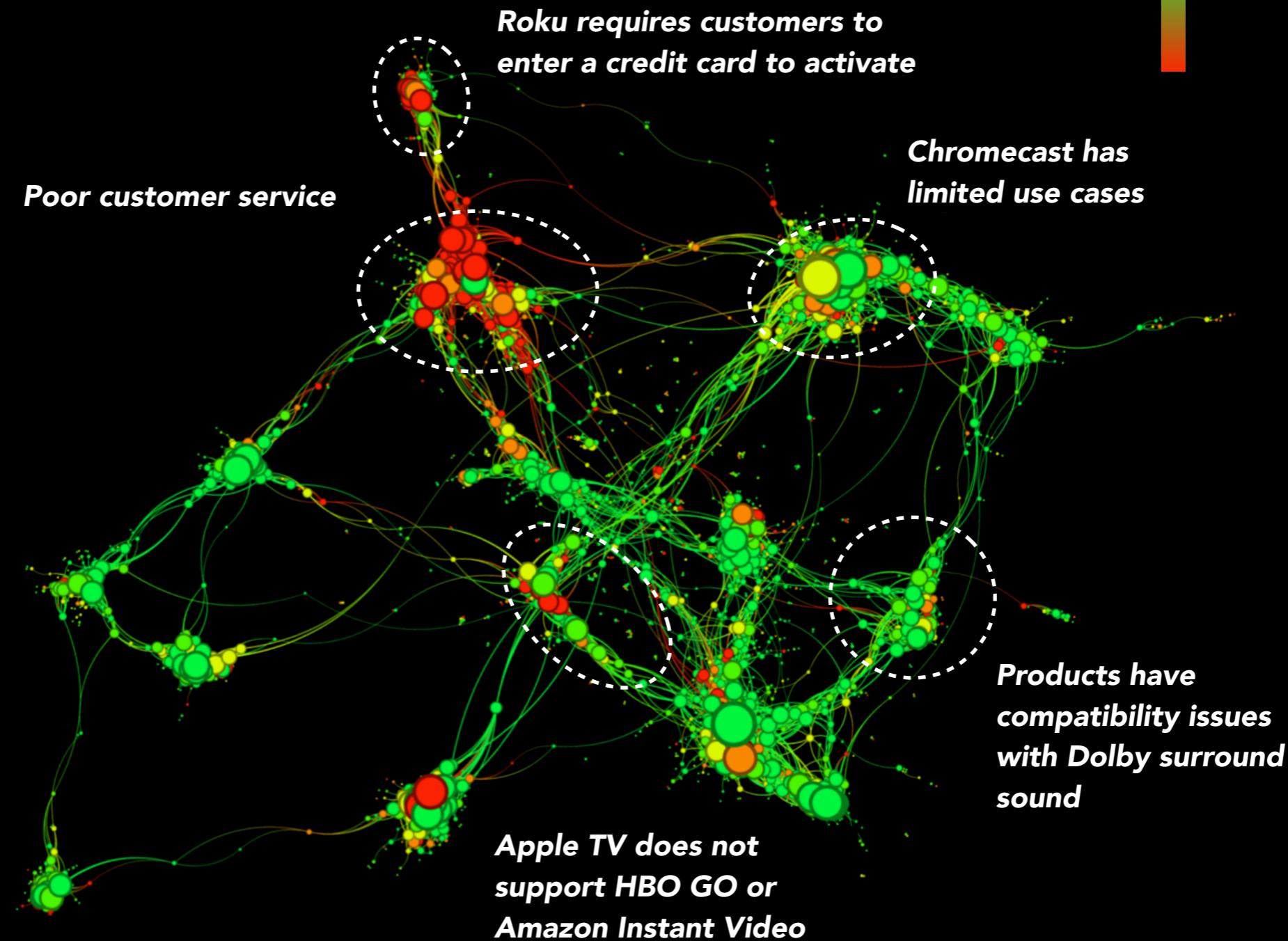
n = 4,000 (1,000 per product)



# ACCORDING TO SENTIMENT, CUSTOMERS OVERCOME EACH PRODUCT'S FAULTS—BUT NOT POOR SERVICE

Customer reviews of streaming media players, colored by sentiment

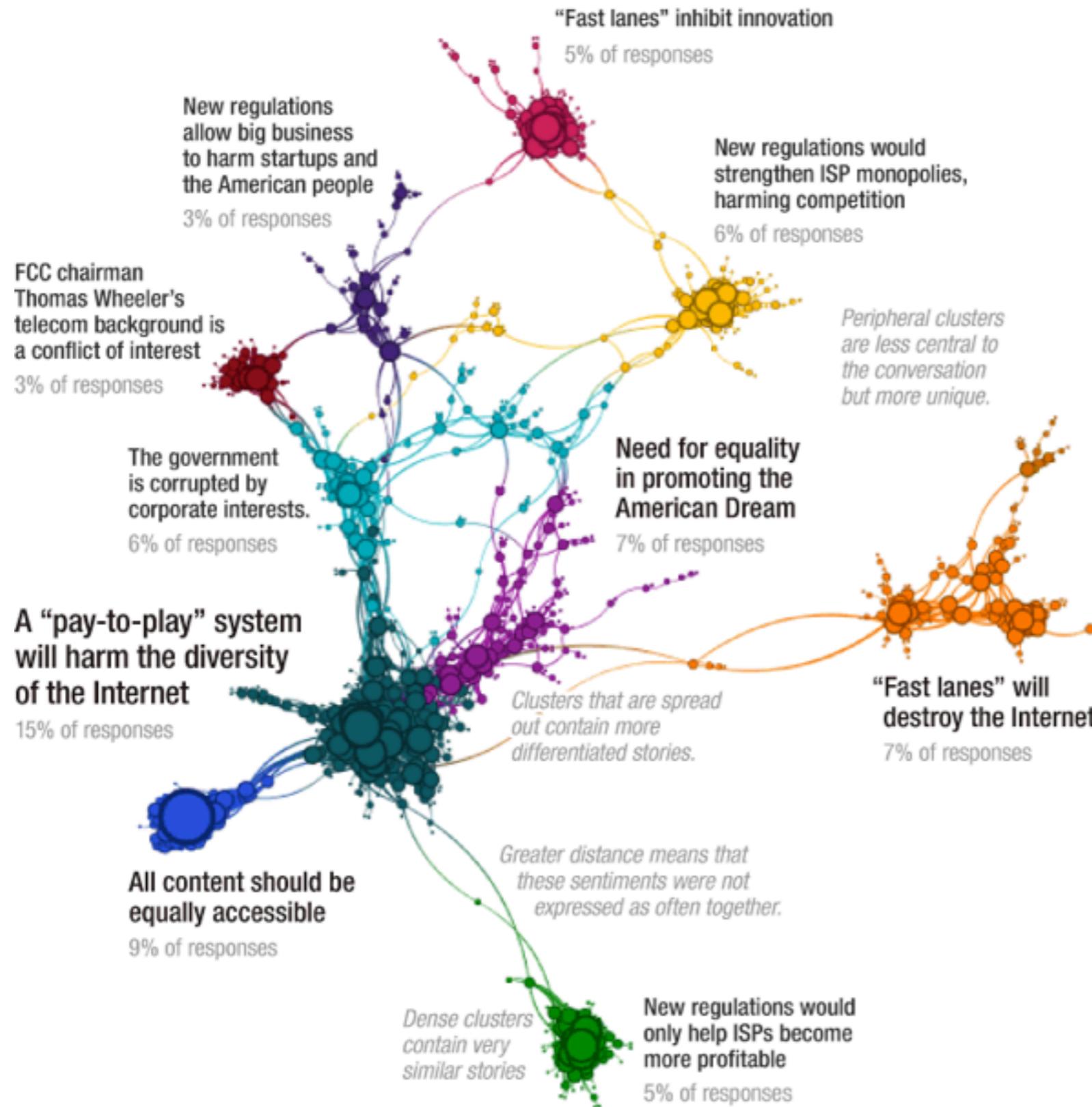
n = 4,000 (1,000 per product)



TEXT-2-NETWORK

WHAT ARE THE PUBLIC'S HOT BUTTON  
ISSUES ABOUT NET NEUTRALITY?

# CLUSTER ANALYSIS REVEALED THAT INTERNET DIVERSITY & EQUALITY WERE THE PUBLIC'S TOP CONCERNS, DISPROVING THE WORKING HYPOTHESIS OF THE FCC



1.1 million  
public comments to  
the FCC

Image republished from