



**Maple  
Grapes**

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# Problem

Informa's customers want to understand what new technologies are most relevant to their businesses.

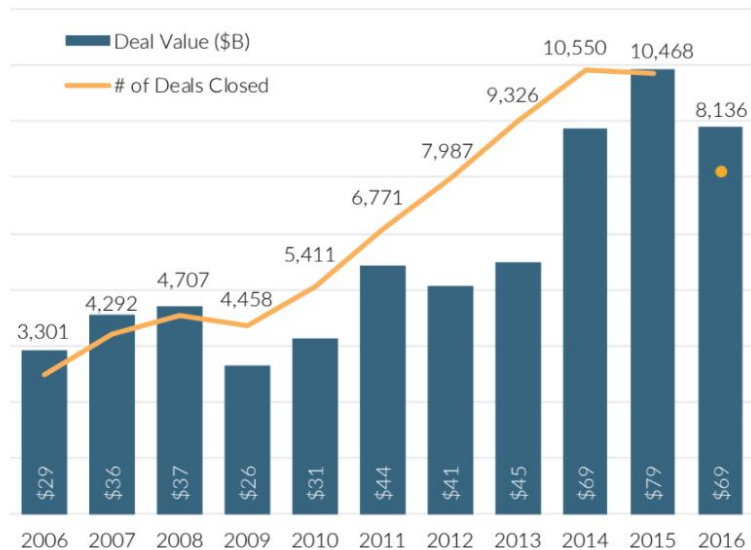


# Why now?

- More “hype” around technologies.
- Increasingly important for companies to be on the forefront of emerging technologies.

## While activity drops, VC invested remains strong

US VC activity by year



Source: PitchBook



# Solution

Using a **neural network** to algorithmically predict the estimated “noise” (impact) of a technology.

This information is then displayed in a **dynamic dashboard** for Informa’s market analysts.

# Technologies

express  node



# Algorithm for Comparative Noise

$$Score_i = \sum_{i=1}^n \frac{w_i}{\log_{10}(P_{max})} \times \log_{10}(P_i)$$

Parameters:

1. Venture Capital Funding (40%)
2. Technology Patents (30%)
3. Academic Publications (30%)

Demo!

# Next Steps to Drive Impact

## Step 1

Expand size of historical dataset, for better predictions



## Step 2

Assess accuracy of prediction algorithm



## Step 3

Use Social Media sentiment analysis





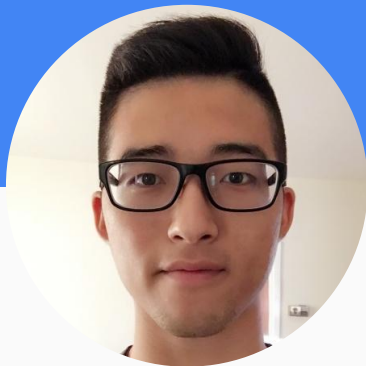
# Team

Passionate about using machine learning to solve problems.



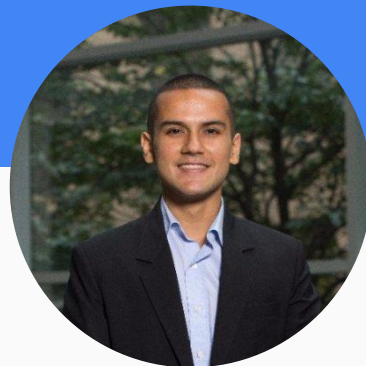
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Maple  
Grapes

Our data-driven solution for  
predicting emerging technologies