Maple Grapes

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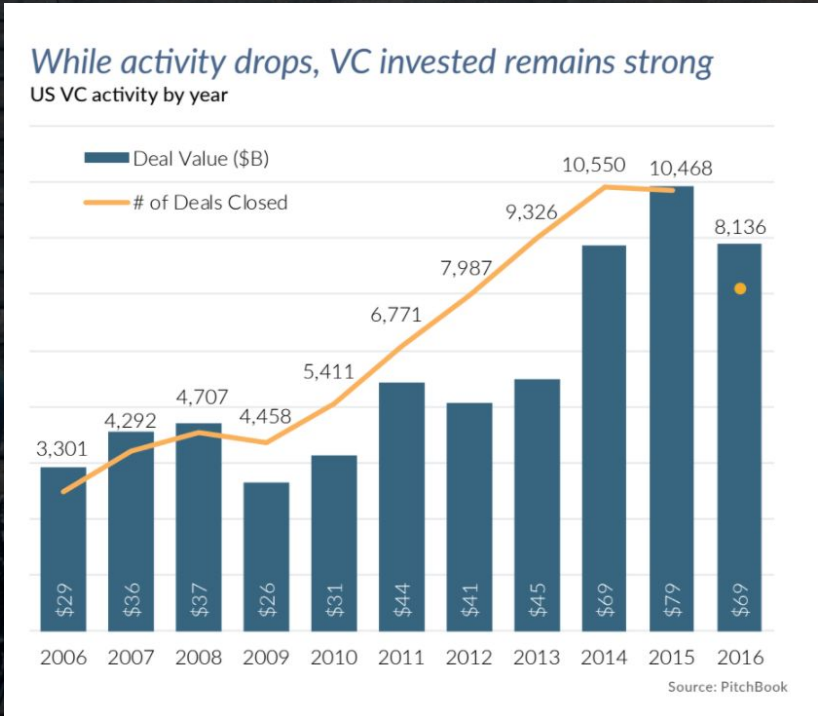
Problem

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.



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

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.

Faith Dennis

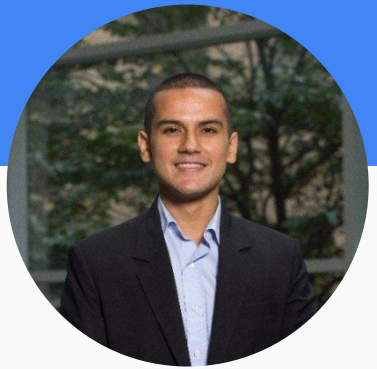
UC Berkeley

Physics and Computer Science

Peter Zheng

CUNY

Finance and Psychology



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Maple
Grapes
Our data-driven solution for
predicting emerging technologies