

Listen to the future.
Listen to its heartbeat.

*cognovi*Labs

Forecast company fundamentals by predicting consumers' intent
to purchase a company's products and services in the future.

Leverage Cognovi AI's real-time tools and signals
to quantify the impact of sudden market moves and to identify shifts
in fundamental trends before they affect stock prices.

Cognovi AI is Unique

By deciphering the complexities of human psychology and leveraging the power of Artificial Intelligence, Cognovi AI extracts people's emotional undertone from social media conversations and transforms them into predictions about consumers' intent and future actions. Company fundamentals could never be predicted in this way, until now.

“

**Skate to where the puck is
going, not where it has been.**

~ Wayne Gretzky

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Successful Predictions

- Correctly forecasted future product sales for a global entertainment company
- Predicted deterioration in brand and market share of a major ride-sharing company three weeks before the reporting of scandalous behavior
- Accurately identified a missed revenue opportunity for a major movie two months prior to its release
- Announced the Brexit results four hours before the polls closed
- Foretold the results of the 2016 U.S. presidential election and predicted the Alabama Senatorial Race in 2017 seven weeks before the election

Increase your investment performance with Cognovi AI



Validate your investment thesis

- Continuously run “virtual channel checks” to better predict consumers' impact on top-line growth by brand, product, geography, gender and other demographics.



Diagnose sudden stock price moves

- Evaluate sudden price disruptions in real time and whether they foretell potential revenue and earnings revisions due to changes in consumers' purchasing intent.



Enhance your stock selection process

- Continuously track consumer behavior to identify potential longer-term structural changes in company fundamentals across your coverage universe before they affect stock prices.

Frequently Asked

Why Is Cognovi AI unique?

It quantifies what was previously intangible. The majority of human decisions are made by the subconscious mind and driven by emotions. Cognovi AI quantifies the human decision-making process and thereby predicts what people will do next.

How does Cognovi AI differ from ordinary "sentiment analysis"?

Sentiment analysis describes how people speak. Given the disparity between "talk" and "action," sentiment analysis lacks any predictive power and is confined to looking in the rearview mirror. In contrast, Cognovi AI captures people's behavior and prospective actions and provides a window into a company's future.

How can Cognovi AI help forecast company fundamentals?

An engaged customer is a vital asset of any business. Cognovi AI predicts the consumer's intent to purchase a company's products and services and helps you:

- Better forecast the fundamentals of companies in your coverage universe.
- Enhance your stock selection process by identifying a business' strengths and weaknesses with respect to customers' purchasing intent by brand, product, geography, demographics and relative to competitors, all in real time.

Cognovi AI predicts what consumers will do in the future, not describes what they did in the past.



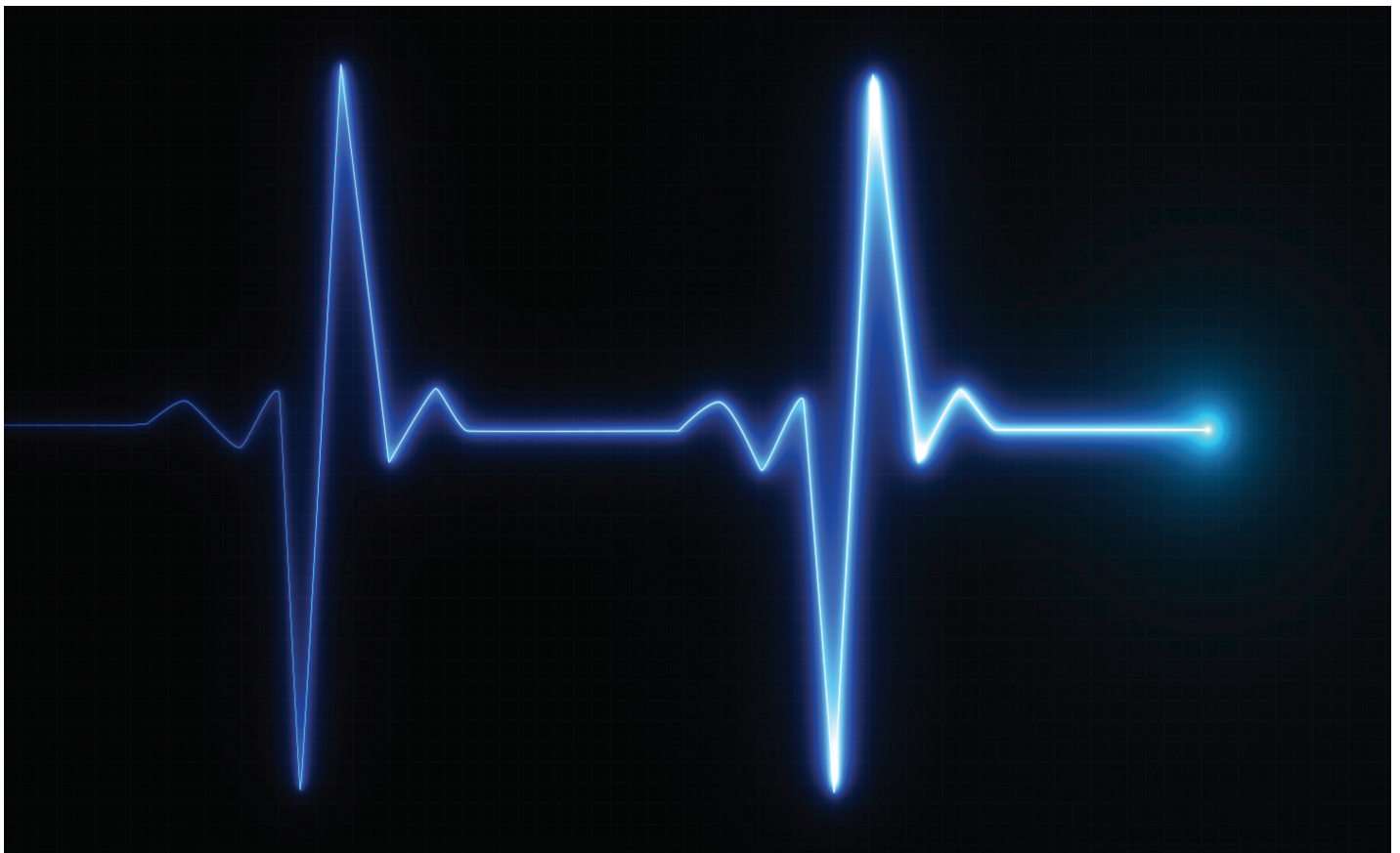
How can Cognovi AI help monitor companies in our portfolio or watch list?

Cognovi AI continuously monitors companies for hidden opportunities and risks and helps you:

- Quantify, in real time, the significance of a market event on a company's financial performance so you can make more informed investment decisions.
- Predict significant shifts in consumer intent, which can foretell structural changes in long-term fundamentals before they show up in reported financial data and stock prices.

How can I work with Cognovi Labs?

Like Cognovi Labs, each of our customers is unique and we strive to treat their specific needs in that manner. But if we had to distill it down, our services are generally offered in four categories, namely reports, dashboards, consultative services and data access.



About Cognovi Labs

Cognovi Labs is globally recognized for its success in predictive analytics using topic-specific emotion and intent algorithms. The foundation of Cognovi Labs' Artificial Intelligence (AI) is deeply rooted in a keen understanding of behavioral science, the nuances of expressive language and the AI programming for a sophisticated, predictive analytics model.

Cognovi Labs' core technology was developed at the Kno.e.sis Center at Wright State University in Dayton, Ohio, with millions of dollars in Federal grants. The Kno.e.sis Center is led by Dr. Amit Sheth, Co-Founder and Technical Advisor to Cognovi Labs. The Center, with its 13 labs and 100 multi-disciplinary researchers, is ranked among the top ten global research centers in semantic processing and AI. Cognovi Labs owns an exclusive and perpetual commercial license to the technology and the rights to continuously leverage the Kno.e.sis Center's R&D.

Cognovi Labs' Leadership Team

Beni Gradwohl, Ph.D., *Co-Founder & CEO*

Jim B. Levites, *Chief Operating Officer*

Flavio Lobato, *Co-Founder & Chairman*

Matt D'Alto, *Head of Business Insights*

Jeremy Brunn, *Senior Software Engineer*

Alan Smith, *Senior Software Engineer*

Rob Martinez, *Head of Sales*

Nirit Pisano, Ph.D., *Chief Psychology Officer*