

An ETIC Portfolio Company



ETIC Case Study

- Expert System's flagship product is Cogito, a semantic engine
- Introduced to the ETIC by way of extended network
- Mature, commercially successful technology
 - Widely deployed in Europe, recent entry into the US market
 - Relevance to National Security Community undetermined
- Demonstrations and test drives revealed "hidden" capabilities
 - As is: Checked all of the ETIC boxes next-generation toolset
 - To be: Powerful tool for leveraging unstructured data

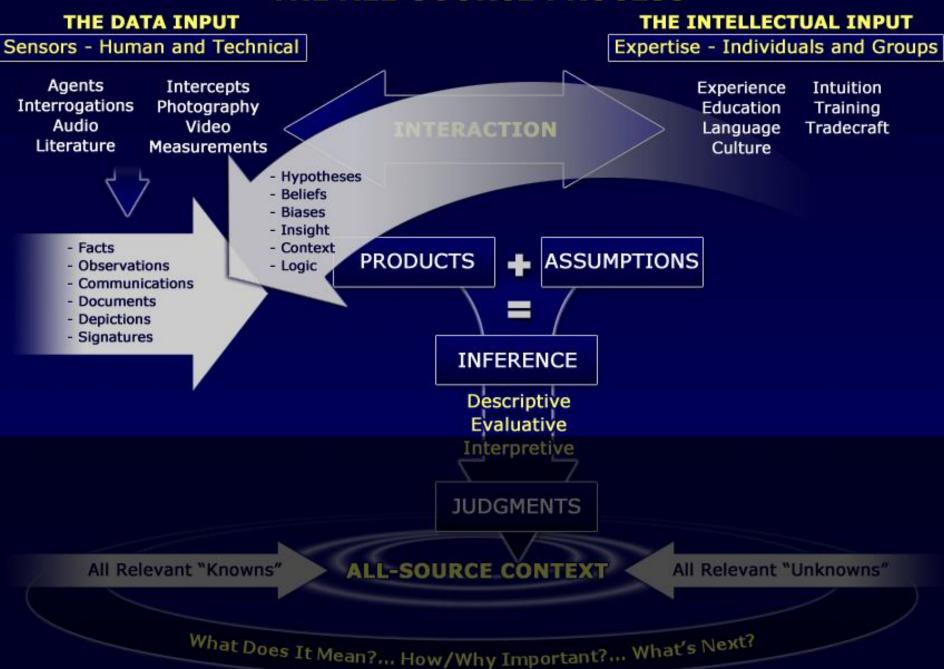
A group of KGH/Crafty Bastard mission domain and tradecraft experts collectively agreed that Cogito featured "game changing" potential

THE ALL-SOURCE PROCESS

THE DATA INPUT THE INTELLECTUAL INPUT Sensors - Human and Technical Expertise - Individuals and Groups Agents Intercepts Intuition Experience Interrogations Photography Education Training Audio Video Tradecraft INTERACTION Language Literature Measurements Culture - Facts - Hypotheses Observations Beliefs **EVIDENCE** ASSUMPTIONS Communications - Biases Documents Insight Depictions - Context Signatures Logic INFERENCE Descriptive **Evaluative** Interpretive JUDGMENTS **ALL-SOURCE CONTEXT** All Relevant "Unknowns" All Relevant "Knowns"

What Does It Mean?... How/Why Important?... What's Next?

THE ALL-SOURCE PROCESS





Cogito

Applies semantic analysis – at speed and any scale – with NLU to:

- Convey true meaning by precisely placing content into context
- Speed comprehension and extract value using inferential reasoning
- Mitigate cognitive bias by applying multiple lenses/worldviews
- Identify and track relationships/associations over time and space
- Encourage horizontal and vertical explorations of the data
- Enable the act of discovery, generation of new hypotheses
- Provide substantively-based triage and prioritization

Cogito replicates and accelerates the analyst's cognitive approach to transforming data and information into knowledge – and foreknowledge



ETIC Case Study

- ETIC stewardship of Cogito has been solidly win-win
- Continuous mission-specific innovation and breakthroughs
 - Development of an end-to-end user platform
 - Semantic extraction of temporal references
 - Propensity models emotions + expertise + changes
 - All and ML to auto-generate taxonomies and knowledge bases
- Successful deployments with mission-specific customization
- Undergoing evaluation within key mission domains

KGH and its experts are convinced that Cogito is an important component of solutions to the National Security Community's big data challenge