

Signal AI decision augmentation- summary

- **160 employees** with offices in London, New York & Hong Kong.
- Raised **US\$50m** of funding, Series C, closed 2019.
- **600+ clients** including Financial Services, FMCG, Energy & Pharma.
- Built our own **proprietary AI** (AIQ), at the core of our platform.
- Sunday Times Tech Track **Top 100 Fastest Growing** startups in the UK.
- **40% of the Fortune 500** companies receive our alerts every day
- (Advisory) Board: Archie Norman (Chair of M&S), Simon Collins (ex-KPMG Chair), Chuka Umunna (former shadow business secretary)

Financial Services



Accounting



Agency



FMCG



Energy



Legal



Non-Profit



Investment Houses



Tech



Imagine a world where

- You can **spot a crisis** before it emerges in any market or any language
- You receive warning of future **changes in regulation and risk**
- You know when **suppliers and clients are falling foul** of sustainability goals
- You're alerted when a **prospective client needs your help**

Where AI is to
business decision
making what
“**Waze**” is to driving.

How does Signal AI solve this?

Collection of Data



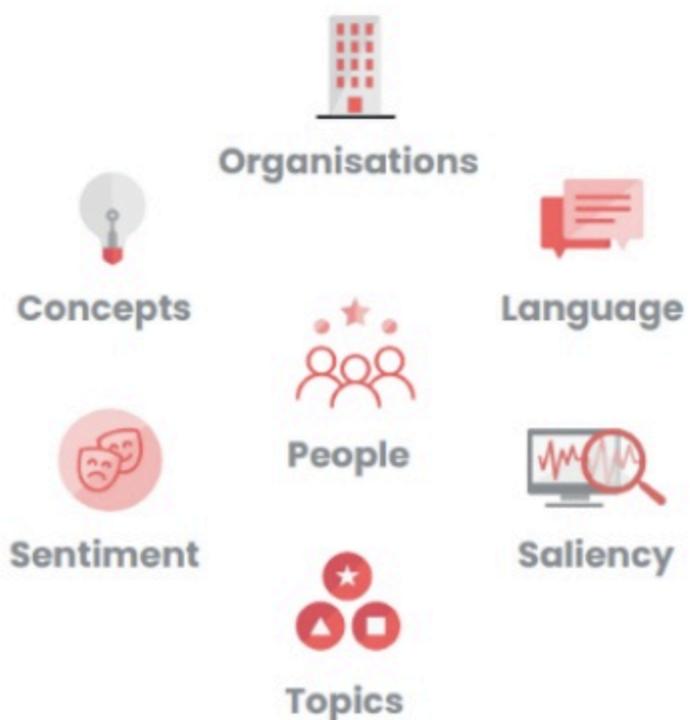
Global Content Sets in 100+ languages

- News: Print & Online
- Forums & Blogs
- 2,000+ regulatory sources
- Broadcast & Radio
- Alternative
- Internal

Analysis of Data

Signal AI Platform

A.I. Enrichment



Human knowledge AI feedback loop

Delivery of Data

Augmented Decisions

Delivered via SAAS and API



SAAS

API

Partnerships

Decision Augmentation For EY

- Supported key decision making at EY and saved hundreds of hours of analysis by dynamically monitoring Trust

In an era of increased trust and transparency we co-created a 'trust' score to identify the trustworthiness and perception of organisations and enable better decisions.

Created custom machine learning models on 15 pillars of trust e.g. Ethics, Financial Scandal, Brand Perception- allowing the model to reflect the client's criteria.

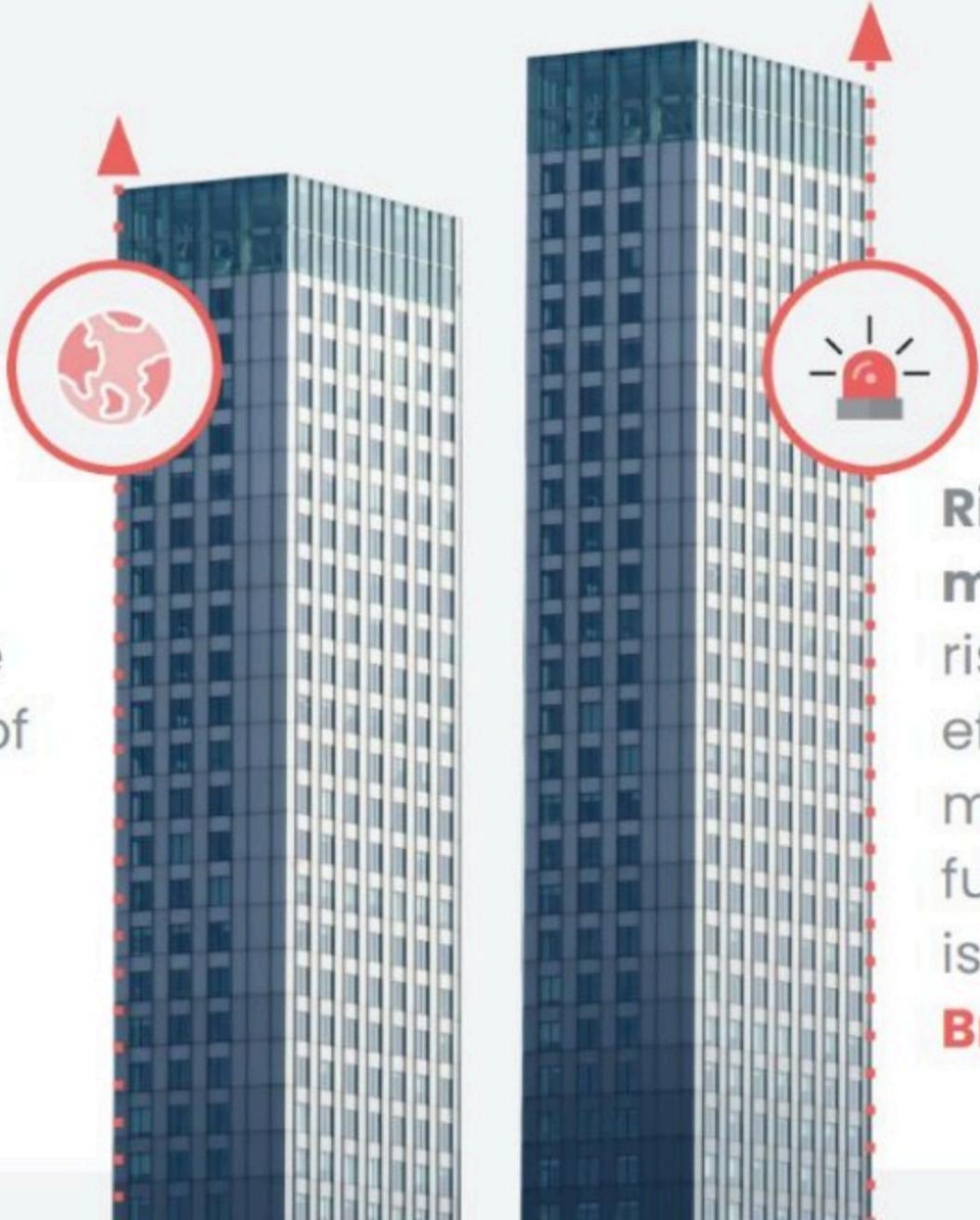
Dynamically **trained new entities** to streamline the process to be both quick (real time) and accurate.



Signal AI is augmenting decision making in a variety of use cases.



The cost of understanding risk & compliance is surging



Global companies have faced an ever-increasing **regulatory burden** over the past 10 years and the cost of compliance has surged, particularly for **global companies operating across jurisdictions**.

Risk and compliance market is growing with rising demand for effective risk management tools to fuel business growth and is **expected to hit \$64.55 Bn by 2027.***

The cost of understanding ESG, trust and supply chain is surging

ESG & Trust

The value of global assets applying environmental, social and governance (ESG) **data to drive decisions could reach \$1 billion by 2021** and is expected to grow annually by 20% along with 35% growth for ESG indexes.*

Supply Chain Analytics

The global supply chain analytics market size is expected to grow **from USD 3.5 billion in 2020 to USD 8.8 billion by 2025**, at a Compound Annual Growth Rate (CAGR) of 19.8% during the forecast period.*



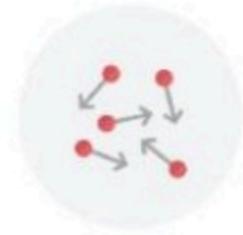
The Reputation Industry is ripe for disruption



There is a clear buyer: **PR, Comms & Investor relations** within large corps & institutions have large and growing budgets



Annual spending on Media Intelligence solutions for public relations professionals is close to **USD 4.5 bln** and grew 7.2% in 2019



Billion dollar incumbents are working with legacy inefficient **"boolean"** technology with slow and inaccurate results



Customers expect more from their Media Intelligence solutions. They need strategic insight to take their seat at Board table.



Insights

Trends, snapshots, high-volumes

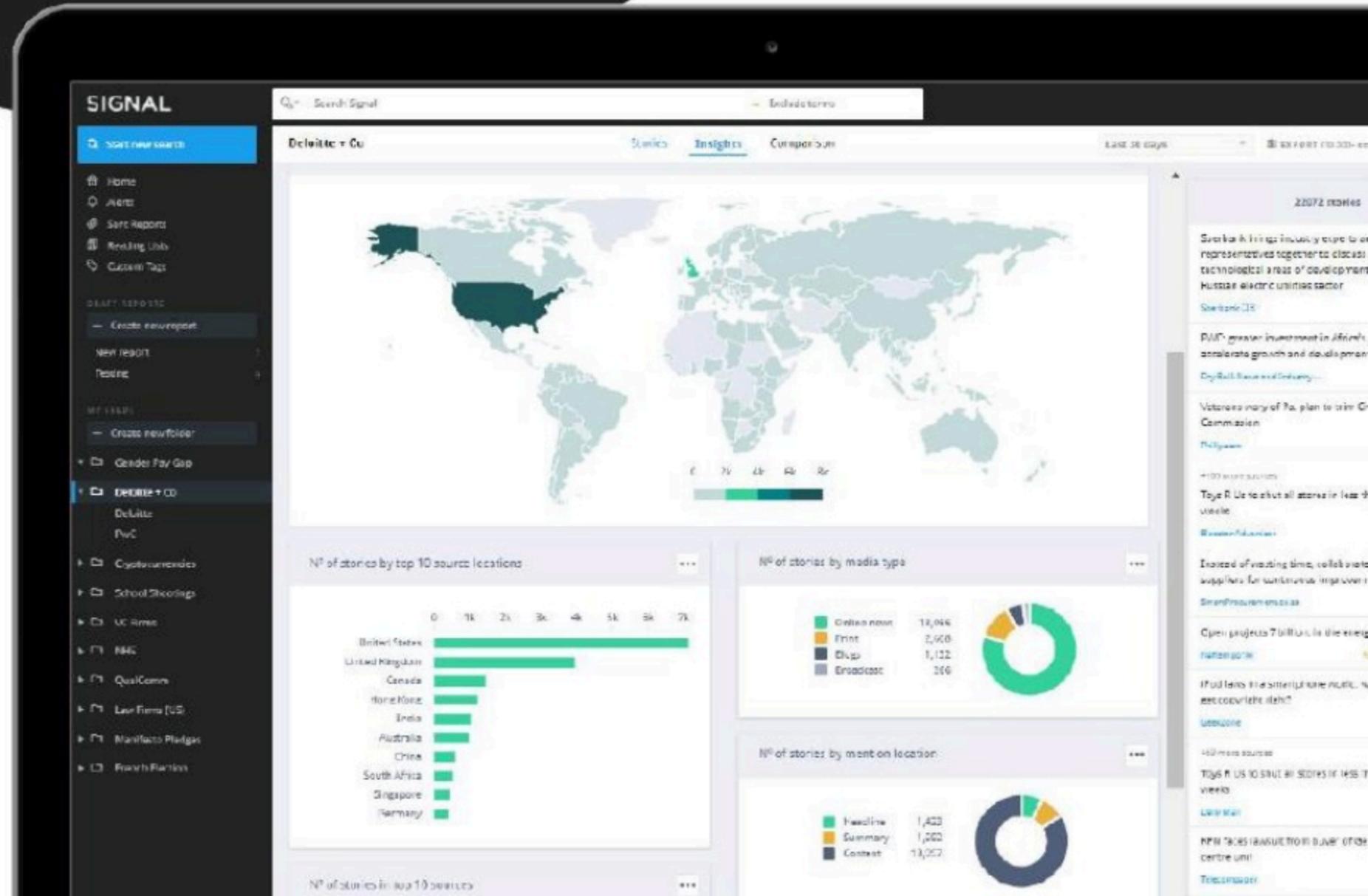
Insight helps clients **understand past impact** of information or decisions

We apply a level of **visualised analysis** to data we already calculate

Explore high-volumes of content quickly for key insights - perception, key competitors or publications.

See a snapshot, a report or or trend from multiple data points in aggregate to explore how your world is changing.

It **unlocks answers to why questions**





Discovery (Future)

Association, Detection, Suggestion

Discovery helps clients learn **plan for the future** and **think strategically**

It's **new information** created by Signal's A.I. offering, built on collected meta-data.

Detect new market entrants, new opportunities, new potential deals

Get summarised information on companies or people to get immediate insight into the unknown

Surface suggestions for key influencers, related organisations or similar topics.

The screenshot displays the Signal dashboard interface. On the left is a navigation sidebar with sections like 'HOME', 'ALERTS', 'SERV. REPORTS', and 'DEFT. REPORTS'. The main content area is titled 'Signal' and shows a search bar with 'Signal' entered. Below the search bar, there are tabs for 'Overview', 'Coverage', 'Headlines', and 'Social Media'. The primary focus is a report titled 'Consumer Banking' with a sub-header 'What you should know about Consumer Banking'. This report includes several bullet points: 'The fastest growing topics: Innovative Unicorn, Frictionless Banking, Consumer Credit.', 'The organisations with the most positive coverage: Transferwise, Monzo, Revolut.', 'The publications with the greatest impact: Financial Times, This is Money, Financial News.', 'The most important influencers are: Brett King, Chris Skinner, Elizabeth Lumbley.', and 'The most important regulatory updates: MIFID2, HMRC Regulation 192, GDPR Update 10.'. To the right of the text is a 'Share of voice' donut chart showing the distribution of mentions across various entities: Monzo (634), RBS (546), Revolut (522), Starling Bank (232), Transferwise (180), and HSBC (48). Below the main report is a 'Trending topics within Consumer Banking' line chart showing the growth of topics like Consumer Credit, Innovative Unicorn, Frictionless Banking, Customer Service, Personal Loans, and ISAs from February to June. At the bottom, there are four smaller sections: 'What topics are spoken about positively?' (a word cloud including Google, Amazon, Bigdata, Money, Innovation, Banking, UK Startups), 'What topics are spoken negatively?' (a word cloud including Amazon, Healthtech, Cybersecurity, Insuretech, Blockchain), 'Rising Star - Monzo' (highlighting a 146% increase in Q1), and 'Top Consumer Banking quotes' (featuring quotes from Mark Whistler, CEO of Barclays, and others).



Influence (Future)

Impact, Stance, Engagement

Influence helps clients **engage with the right people** to set the agenda

Insights into influencer perspectives on big topics, your brand and industry issues

Impact scoring for influencer on key audiences and particular topics

Summarised information with real-time events, updated biography, contact details

Suggestions on how to best engage and influence the influencer with relevant data or argument.

The screenshot displays the SIGNAL platform interface. On the left is a navigation sidebar with sections like 'GET NEW LEADS', 'HOME', 'ALERTS', 'SERV. REPORTS', 'RESEARCH LIBRARY', 'CUSTOM TAGS', 'DRAFT REPORTS', 'NEW REPORT', 'TESTING', 'MY FOLDERS', and 'DELTITE + CO'. The main content area shows a profile for 'Rachel Cusk' with a 95% match score. Her bio states she is the Chair of the Bank of England and is connected to POLITICS, FINANCE, and SOCIETY topics. Below the bio are tabs for 'Overview', 'Coverage', 'Biography', 'Headlines', and 'Social Media'. A 'Key information about Rachael' section lists her roles in Fintech, her investment in Bitcoin, her work at Goldman Sachs, her BBC Trust nomination, and her charity work. A chart titled 'What is Rachel's global influence over time?' shows the number of articles (blue bars) and impact score (green line) from Feb to Jan. At the bottom, five panels provide insights: 'Where is Rachel's influence the strongest?' (word cloud: Google, France, Bigdata, Money, Zurich, Funds, Innovation, Banking, UK, Startups); 'Where is Rachel's influence the weakest?' (word cloud: Amazon, Russia, Bitcoin, Healthtech, Cybersecurity, China, GDP, Brexit, Insuretech, Blockchain); 'Which publications does she get mentions in?' (list: Telegraph (109), Guardian (56), Finance Today (42), iCapital Network (23), The Times (10)); 'Who is Rachel strongly associated with?' (list: Monzo (67), TransferWise (44), The Bitfury Group (34), Coinbase (33), Revolut (26)); and 'Which audiences does Rachel have the most influence over?' (list: CEO (22), Partner (18), Analyst (13), Head of compliance (8), Managing Director (5)).



Agencies like 

saved 40,000 hours
last year.

automating media intelligence reporting.
generating instant analysis dashboards.



Consultants like



grew deal pipeline 3X
in Q4.

tracking distressed firms in real-time.

exploring trends in M&A markets.



Advisors like



will reduce £100M costs
globally by 2021.

surfacing every tax update worldwide.

delivering automated briefings direct to clients.

SIGNAL



\$50B+ MARKET OPPORTUNITY

Direct

Ecosystem Partners

PR & Comms

(Burton-Taylor 2023)

\$5B

Risk & Compliance

(RegTech Associates 2023)

\$9B

Business Intelligence

(Market Research Future)

\$35B

**Further
Markets**

SIGNAL Platform