SUPPLEMENTAL INFORMATION

eCommerce

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The Use Case

Ask Sydney™ technology offers consumers a hyper-tailored, personalized approach to online shopping with the ability to steer the search by making fun and simple choices. Additionally, this capability provides organizations a constant, transparent connection with their consumer base through explicit preference/behavior data, generated by each and every search.
A sample use case for retail leveraging Ask Sydney™ technology is in the home goods space – a mirror for example.

Retailers offer shoppers a large set of options (over 100,000 in some cases) to choose however these options also block users from finding what they want. At best, customers are able to sort and filter within a database of mirrors, but only if they know exactly what they do and do not want – a rarity in the modern consumer. Paired with the high competition from retail and online channels, customers unwilling to search through 100,000 mirrors may turn away from retailer. Ultimately, organizations must differentiate their go-to-market strategy to become a leading ecommerce retailer.

With Ask Sydney™, customers can interact with the database of 100,000 mirrors in a unique and gamified experience to discover mirrors based on their own tastes and preferences. Rather than searching within a database, they can interact with the data. With Ask Sydney™, a retailer can turn 100,000 options into an opportunity for customers to find out what they want.

The data captured by this powerful consumer-facing tool is unprecedented. With each and every click, a retailer will be measuring directly from their consumer what they want and what they do not want. Never have organizations been able to capture the preferences of consumers in such a pure, unbiased, direct way. Rather than investing time, money, and technology in predicting what the market wants, Ask Sydney™ provides a way for the market to tell a retailer what it wants.

Access to the constant flow of explicit data on consumer preferences and the products they critique enables internal data-driven decision-making in areas such as procurement – what to buy more of and less of. This data can also be sold externally to merchandise partners needing to make consumer-driven-data decisions.

While Ask Sydney™ provides a highly exciting and marketable functionality that self-generates new revenue streams, it will also serve another paramount value: meet customers' needs as they adopt more digitally-driven lifestyles and higher expectations from retailers.

The Opportunity

Ask Sydney™ provides extraordinary implicit and explicit value. The technology provides an unprecedented front-end functionality that gamifies the shopping experience, visually tailors searches via consumer behavior, and captures consumer-driven data on shopping preferences - all without typing a single word.

With the ability to deliver so much value in an easy-to-use and marketable technology, Ask Sydney™ provides an opportunity to become a leader in developing a best-in-class customer experience for its online shoppers. Customer experience has become a core element of any modern business and with Ask Sydney™, organizations will have the ability to lead the industry rather than keep up with it.

Gartner reports "Ultimately, the winner of the greater retail war, will come down to which company understands human behavior better". By providing users with a way to visually search inventory and interact with data, Ask Sydney™ effectively translates human behavior into product recommendations.

With tangible search improvements shown after every interaction, users become increasingly engaged as the platform creates instant incentive to continue use until needs are met. The iterative process begins with external triggers that illicit internal triggers, thus enabling a shopping experience that is truly an experience. The journey becomes as meaningful as the destination and will keep shoppers coming back for more.

Patent pending enhancements allow for expanded capabilities such as group search, collaborative filtering, preliminary down-selection, and higher-level analytics regarding consumer behavior during image-driven searches. The core functionality of the Ask Sydney™ technology package holds clear business value. Paired with the associated enhancements, business and technology partners have the ability to implement the product in countless ways to meet evolving business and consumer needs.

The Dollars

As an investment, Ask Sydney™ is self-funding as it's functionality and data can be monetized endlessly. Key monetization strategies include but are not limited to:

Figure 1: Key Monetization Strategies, Sample Use Cases, and External Example

Key Monetization Strategies	Description	Sample Use Case	External Example
Internal Data – Procurement	Enable a customer-data-driven procurement model to measure the demand and improve pricing models of products sold through a gamified and disguised survey	A product development team learns from the data that a particular style of belts is showing strong demand while another style is lagging. With access to high volume of consumer data on belt preferences, the team uses the info to create new and original belts specifically tailored to customers tastes to grow sales.	Netflix uses its viewership data to decide which shows buy, renew, cancel, and to produce next.
External Data – Insights	Generates a new revenue stream by selling data to merchandise partners wanting to understand their product performance / demand on a deeper level to improve operations	A brand would like to know how their products are performing on a retailer's online channel given the massive insights gathered directly from millions of customers. The retailer company charges to access the valuable information on customer preferences.	Facebook sells data to advertisers in order to produce more relevant content to users to increase sales
Advertising / Featuring	Generates a new revenue stream from merchandise partners paying to feature their products against competitors	A brand wants to improve dress sales on a retailer's online channel and pays to ensure that their products are shown first and most often in the search.	Google charges to appear first in a search
Customer Experience	Lower cost of customer acquisition and improved customer retention by providing a unique, personalized, and interactive experience to drive sales	A customer is not sure the product he/she wants and thus goes to a retailer with Ask Sydney™ technology to explore rather than shopping with a competitor, thus driving sales and earning a new customer.	McDonald's self-order kiosks have attracted new and re-inspired existing customers resulting in a larger increase in same store sales than competitors, strong publicity, and a connection with the next generation of customers

This inviting methodology for consumers to willingly share their preferences also provides an evolutionary benefit. As trends and expectations change (e.g., mobile, personalized experiences, instant gratification, etc.) Ask Sydney™ will enable organizations to adapt accordingly - not just once but in an ongoing and dynamic capacity. Organizations will continually meet consumer needs and in turn perpetually stay several steps ahead of any competitor (unless they want to buy the data, thus generating additional revenue).

The Landscape

Consumers today are shopping online in new ways that do not involve scrolling and filtering. Current platforms are increasingly interactive allowing consumers to shop through an experience. These trends include but are not limited to: buying directly through social media posts, augmented reality simulations, and object recognition technologies such as image upload. The common thread is creating an experience that is visual by nature to inform decision- making.

While these experimental shopping channels have provided businesses with increased sales, they are often unintuitive, require education and training, and have limited applicability to a large set of inventories.
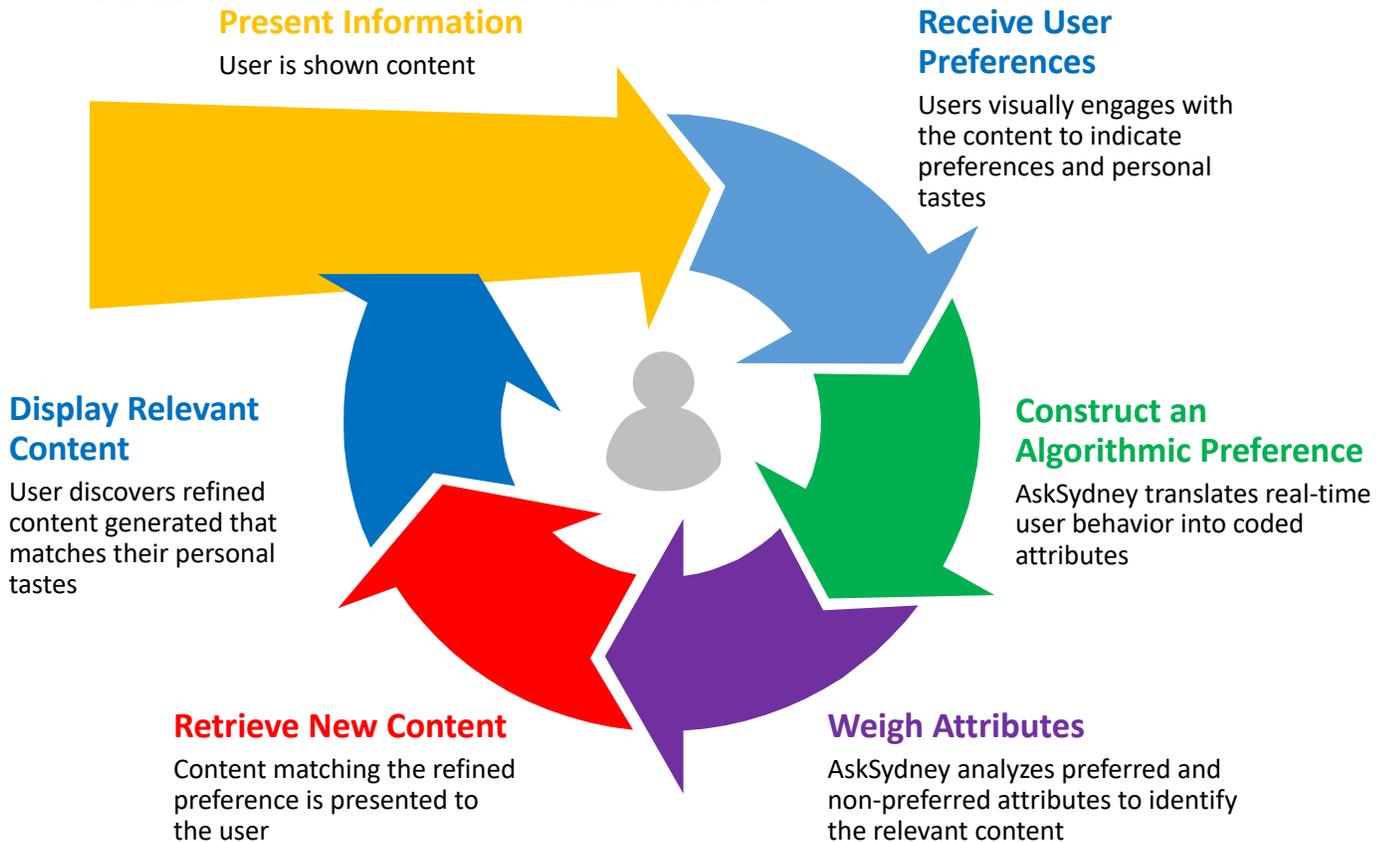
The interface of Ask Sydney™ capabilities can be implemented in a manner consistent with that which modern consumers are already accustomed to, such as viewing large sets of images on social media or swiping to filter data. Ask Sydney™ leverages these proven user interfaces in an innovative application to shopping in a large ecommerce platform. Users quickly understand what to do, how to do it, and what to expect while feeling that they are in control and participating in a novel experience.

While today's visual search landscape is a mere filter, Ask Sydney™ provides an iterative decision- making engine that users understand and enjoy. Additionally, the data captured by Ask Sydney™ 's next-gen gamified visual search provides direct and dynamic insight into the mind of the consumer rather than a database of uploaded images.

With patent protection claiming priority to 2014, Ask Sydney™ is truly a one-of-a-kind technology package. The recent launch of Amazon Scout provides an opportunity to compete with the ecommerce giant while owning the rights for the capability. *Amazon Scout is a live example of how visual search powered by the Ask Sydney™ technology can be applied to ecommerce.* It has positioned Amazon to drive new sales, capture deep data on shoppers, and created a new customer experience. While new, it has already impacted competitor financial forecasts as well as created a heavily marketable campaign. CNBC's take on the capability calls it "perfect for shoppers who face two common dilemmas: "I don't know what I want, but I'll know it when I see it" and "I know what I want, but I don't know what it's called". The Ask Sydney™ IP portfolio specifically addresses Amazon's Scout implementation**.**

The Technology

Ask Sydney™ *In Action*

Present Information
User is shown content

Receive User Preferences
Users visually engages with the content to indicate preferences and personal tastes

Display Relevant Content
User discovers refined content generated that matches their personal tastes

Construct an Algorithmic Preference
AskSydney translates real-time user behavior into coded attributes

Retrieve New Content
Content matching the refined preference is presented to the user

Weigh Attributes
AskSydney analyzes preferred and non-preferred attributes to identify the relevant content

The Architecture

The patents cover an invention that describes the use of an iterative visual search engine. This technology is relevant to any platform where the end-product is visual in nature or where a visual representation of the end product can be used to make a choice. The invention also allows for the collection of specific user data to be utilized in many respects including product recommendations.

In regard to technology architecture, Ask Sydney™ provides robust functionality that supports an enterprise-level landscape. The technology is supported by a variety of other platforms including CRM, CDPs, and more.

**Figure 2: Key Platforms Impacted by an Ask Sydney™ Implementation**

Key Impacted Platforms	Platform Relevance
eCommerce	Ask Sydney™ enables customers to visually browse through the millions of products offered based on their personal tastes. This functionality provides a competitive edge in the online retail space by allowing organizations to offer its volume of products with the curation of a mom-and-pop shop, thus achieving a completely personalized ecommerce environment for each individual consumer.
Customer Data Platforms (CDPs)	Ask Sydney™ provides unprecedented access to data directly provided by customers enabling CDPs to create a next-generation view of the customer and market segmentation.
Digital Asset Management (DAM)	Ask Sydney™ captures deep customer-driven metadata for digital assets (e.g. images) enabling DAM systems to measure the effectiveness of digital assets and inform usage decisions.
Customer Relationship Management (CRM)	Existing CRM capabilities to measure, monitor, and track relations with vendors and partners will be augmented by using the customer driven data captured by Ask Sydney™ to improve insights into new and existing agreements
SEO & Social	Ask Sydney™ is a powerful marketing tool that will dominate social channels and SEO and optimize tools for exposure such as Google AdWords.
Web-Design	Ask Sydney™ will enable customer experience teams to engineer an improved user experience with a responsive web design for online and mobile shoppers, from the home page to checkout.
A/B Testing Tools	Ask Sydney™ gamifies the shopping experience to allow marketers to collect information willingly provided directly by consumers on a given product or set of products thus providing qualified testing results.

The Facts

The below information supports the responses above and provide insight into the visual search market.

- 62% of millennials want visual search over any other new technology

- For 74% of consumers, traditional text-based keyword searches are inefficient at helping find the right products online.

- Gartner predicts that, by 2021, early adopter brands that redesign their websites to support visual and voice search will increase digital commerce revenue by 30%.

- Reducing the gap between "see" and "buy" have increased the average order size by 20% for online retailers

- visual and voice searches could make up 50% of all searches by 2020, according to Target.

- ASOS reports that with an implementation of a visual search feature, they expect the sales to grow by 30%-35%.

- 69% of young consumers show an interest in making purchases based on visual searches

- MarketsandMarkets projects the visual search market will grow to $25.65 billion by 2019

Retail Categories Consumers Use Visual Search For

Category	Percentage
Grocery & Misc.	6%
Electronics	24%
Home Décor	31%
Apparel	39%
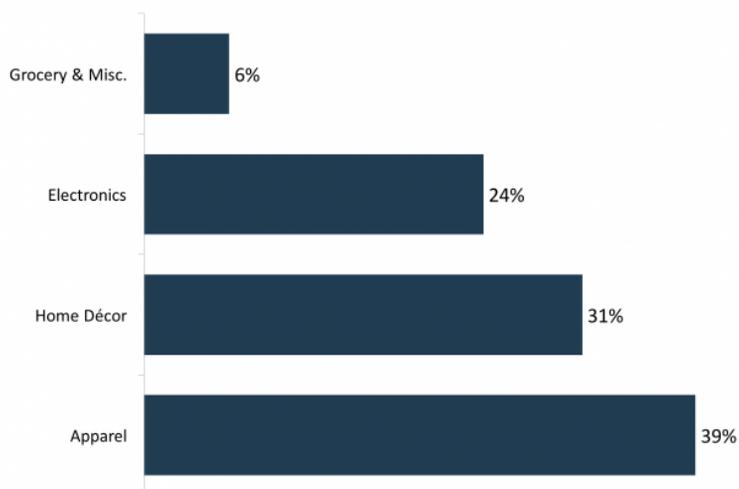
Note: Percentages are based on over 12 million global users.
Source: Slyce

BI INTELLIGENCE

Business Insider: https://www.businessinsider.com/target-to-bring-pinterest-lens-to-app-2017-9

Software

Ask Sydney ™ Technology, as described by its registered patents and patent applications is currently practiced by FOODFAVES ®, a consumer- oriented dining assistant first released on the APP Store Sept., 2016. The FOODFAVES ® App was the first of its kind to feature an iterative search algorithm powering its signature "Crave Quiz", helping users find the solution to their hunger by swiping sequential images of dishes, each subsequent image queued based on user (positive/negative) response to the previous photo. Embedded descriptive tags (metadata) allow the algorithm to learn what the user 'wants' in each quiz session. Ask Sydney ™ founders soon realized the diversity of industries potentially transformed by this *Visual Search* engine, seeking early protection of its underlying and unique intellectual property.

The CraveQuiz software is in essence, an algorithm for estimating the value of a user's response to an object (i.e. image) or objects presented in a search session. The algorithm was designed to help users find a desired object even if the user is unaware of what they are looking for.

The search algorithm was developed using Ruby on Rails, and employs an SQL database. The data used in the search may be collected from the current session, or taken from various connected sources previously collected from the user. The algorithm begins by presenting media to the user (current implementation, images/photos) containing metadata that assign relevant attributes to the respective media. Such metadata (attributes) are referred to as tags. Upon sequential presentation of media, the user is given a binary choice for each option (image): yes or no. Positive ('yes') responses add value to the embedded tags; similarly, negative ('no') responses reduce value of tags. The algorithm uses (then) current tag values according to user response to select (queue) the next media/image.

The algorithm is easily modified to present different types of media (i.e. video, audio) and to utilize different metadata applicable to such media and as such may be applied to different applications and data sets. The algorithm's interaction with the end user is accomplished through an application program interface (API) following a JavaScript Object Notation (JSON) standard. Currently operating on AWS, the software may be deployed on any server.

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