

# Deep Knowledge Group

## Big Data Analytics System

### Potential Clients and Partners Scenarios Summary

Deep Knowledge Group (DKG) is a consortium of commercial and non-profit organisations active on many fronts in the realm of DeepTech and Frontier Technologies (AI, Longevity, FinTech, GovTech, InvestTech), ranging from scientific research to investment, entrepreneurship, analytics, media, philanthropy and more.

Starting from 2013, Deep Knowledge Group has developed profound and robust expertise in such DeepTech industries as Longevity, BioTech, NeuroTech, SpaceTech, AI, Blockchain, FemTech, Pharma, FinTech, and InvestTech. Deep Knowledge Group's subsidiaries produce advanced analytics on DeepTech and Frontier Technology industries using sophisticated frameworks and algorithmic methods that combine hundreds of specifically-weighted metrics and parameters to deliver insightful market intelligence, pragmatic forecasting and tangible benchmarking.

One of the major products of DKG is the **big data analytics system**. It is a set of sophisticated, customised, AI-enhanced Big Data analytical databases, tools and IT solutions tuned to the specifics of DeepTech, Longevity, and other Frontier Science and Technology industries, which constitute a highly unique suite of Intellectual Property assets based on lasting industry expertise and leadership, novel AI tools and methods, alternative data usage, deep scientific focus, and analytics experience.

As a product, **big data analytics system provides:**

- Database (several hundreds data points for each entity) on industry entities (companies, investors, NGOs)
- Automated multiparametric comparative SWOT analysis
- Financial and technological forecasting
- Investor-company and vendor matching
- Advanced industry statistics, networks and trends visualisation system
- Automated portfolio constructor based on traditional and alternative data
- Additional thematic databases dedicated to specific industries (for example, clinical trials, NGOs, government budgets etc.).

Currently, DKG is looking for clients, strategic partners and users of its big data analytics system. We presume the following **structure of the client and partner base:**

1. Large financial institutions:
  - 1.1. Stock exchanges, mutual trading facilities, investment marketplaces.
  - 1.2. Investment banks, brokers, and investment boutique firms.

- 1.3. Investment funds, hedge funds, mutual funds, private equity funds, trading institutions.
- 1.4. Pension funds.
- 1.5. Insurance companies.
- 1.6. Investment analytics agencies, ranking agencies.
- 1.7. Commercial banks and fintechs.
- 1.8. Asset and wealth management companies.
2. Private equity investors, VCs, and individual investors:
  - 2.1. Venture funds.
  - 2.2. Business angels and other individual investors.
  - 2.3. High-net-worth individuals.
  - 2.4. Angel syndicates.
  - 2.5. Venture associations.
  - 2.6. Accelerators and incubators.
3. Corporations:
  - 3.1. Tech corporations.
  - 3.2. Pharma and BioTech corporations.
  - 3.3. Healthcare corporations.
  - 3.4. Consumer goods corporations.
  - 3.5. Contract research organisations (CROs).
  - 3.6. Large analytics and research companies.
4. Financial Consulting Firms:
  - 4.1. Financial Advisory Firms.
  - 4.2. Mergers and Acquisitions (M&A) Firms.
  - 4.3. Retirement Plan Consulting Firms.
  - 4.4. Risk Management Consulting Firms.
5. Governments and government agencies.
  - 5.1. Government agencies.
  - 5.2. State ministries (with a focus on healthcare, finance, and digital development).
  - 5.3. International governmental organisations.
6. Startups and private companies:
  - 6.1. Tech and DeepTech startups.
  - 6.2. Late-stage private equity companies.
  - 6.3. Pre-IPO companies.
7. NGOs:
  - 7.1. Industry or investment associations.
  - 7.2. Charities and philanthropic organisations.
  - 7.3. Non-profit research organisations.

We consider these entities to be not only potential clients, but also potential partners for the development of joint projects in the form of joint ventures, mutual investments, or others.

According to the above client and partners framework, we foresee the following **types of commercial cooperation**:

1. **Joint Venture.** Large strategic joint project built in a fully customizable way as a standalone company (product). Estimated budget: 5-10 million USD distributed over 1-2 years.
2. **Large Custom Project.** Development of a full-fledged custom big data analytical system in a targeted way with required integrations, tools, individually designed AI-engine, and databases. The system is flexibly adjustable and fully controlled by the client. The database is being permanently updated and enhanced based on the client needs. Additional IT and financial components, such as the InvestTech platform or banking services, may be added to the system based on custom requests. Estimated budget: 1-2 million USD distributed over 1-2 years.
3. **White-Label Solution.** Complete big data analytics system rebranded for the client as a separate product. A number of custom settings is provided: design, API integrations, databases, a set of dashboard tools, custom diagram constructor. Estimated price: 200 thousand - 1 million USD.
4. **Subscription-based access to the big data analytics system or separate dashboards.** A standard model of subscription to DKG big data analytics system or its separate components on a regular basis. This includes access to standard databases and dashboard tools, with functionality to create custom dashboards, construct databases, and visualise custom data. Estimated price: 5 - 30 thousand USD per year. Exact price is to be determined based on the following approach: the price must either be lower than the price of the comparable competitive products or, if the DKG product provides significantly more functionality than the competitive products, the price can be reasonably higher (within the range of additional 10 thousand USD per year).

We are open to discuss proposed client and product structure, and update it based on the insights and recommendations from EOSE Data. We are looking forward to receiving advice from EOSE Data on the matter of DKG data and analytics services marketing, positioning, sales, promotion, client and partner engagement. At the same time, we are looking forward to utilising data commercialisation services of EOSE Data, receiving access to the EOSE Data potential client base. More specifically, we are interested in:

1. Advice on the marketing of DKG big data analytics system for the client base described above.
2. Data commercialisation, commoditising of the DKG big data analytics system.

3. Getting access to and matching with potential clients and partners, as well as advice on initial engagements with them.

Additional information about the DKG big data analytics system, potential clients and partners, and other relevant materials are contained in the decks sent to the EOSE Data as attachments.