

HARMONYX

Data Science Exploratory Project for **THE INFLUENCE BOARD**





Overview
EDA
MatchMaker
Match Generator
IP Ownership and License
Appendix



9.7

OVERVIEW

APPLIED DATA SCIENCES, ANALYTICS AND ARTIFICIAL INTELLIGENCE



CONDUCT EXTENSIVE REVIEW
OF COMPANY DATA, RELATED
3RD PARTY DATA, PROBLEM AND
SOLUTION SPACE.



PRODUCE A STRUCTURED
VERSION OF THE DATA FOR
MACHINE LEARNING AND AI



DEVELOP A PLAN TO MOVE
FORWARD WITH AI TO SUPPORT
KEY BUSINESS FUNCTIONS

OVERVIEW



Harmonyx is focused on capturing growth opportunities for emerging companies, products, and brands.



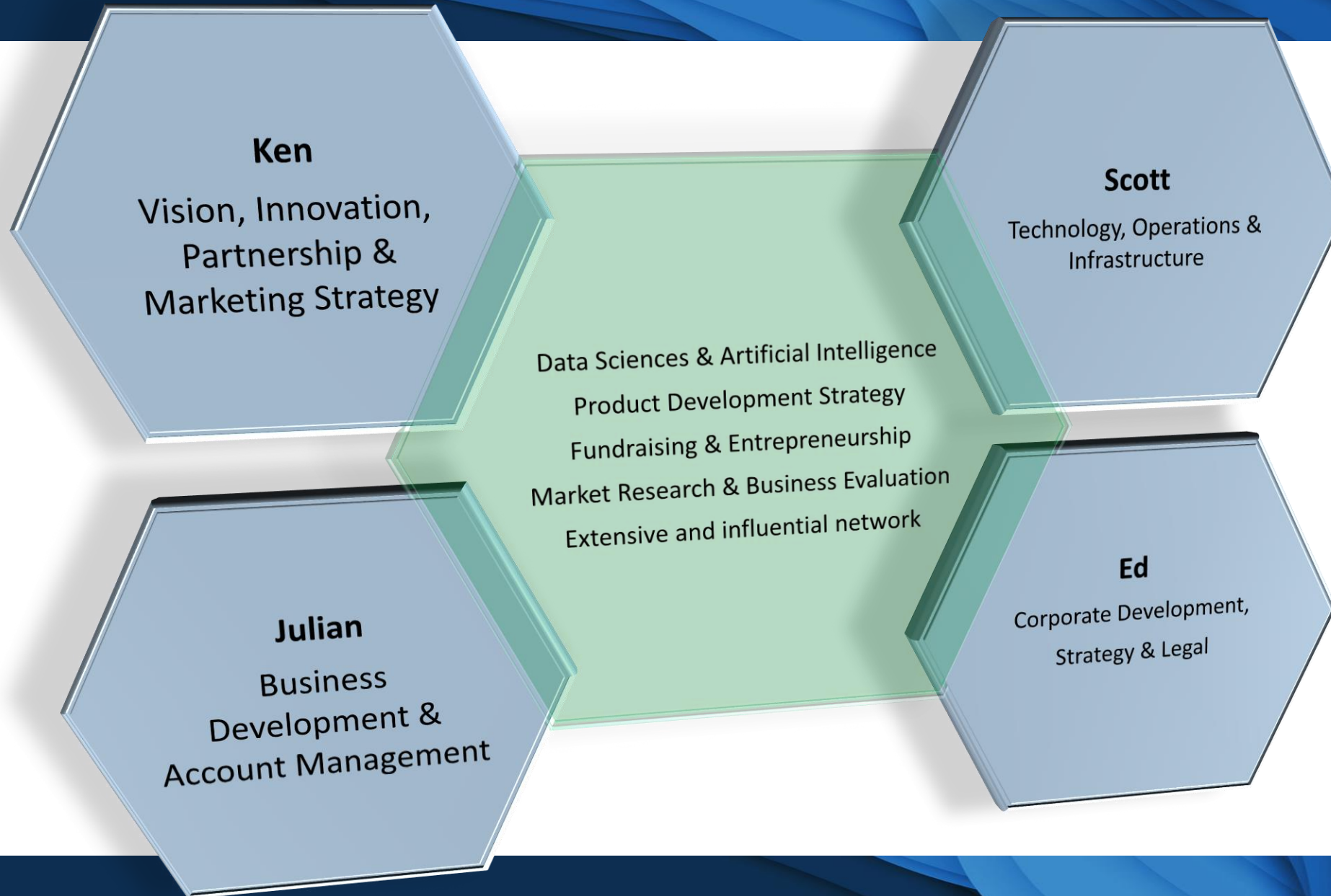
By leveraging cutting edge technology, capital, and a highly connected network, we drive results and create outsized value in our investments and partnerships.



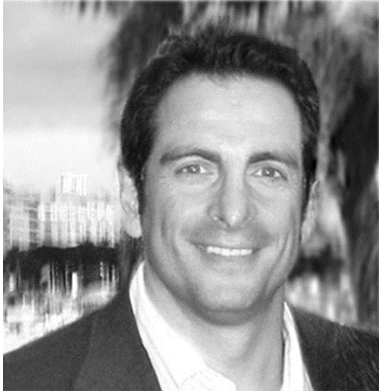
We help business grow and become more profitable by integrating data sciences (deep analytics, machine learning, and artificial intelligence).



Our solutions enhance enterprise operations, improve efficiency, elevate customer experiences, and support the business evolution and growth in a rapidly changing technological environment.



Harmonyx leverages an extended team of contractors and firms that specialize in the various aspects of Machine Learning and AI. At the core of the company is a deep understanding of business, technology, data sciences, the practical application of production systems, and the Intellectual Property associated with those systems and methods.



Ken has been innovating and driving growth in the media, online and startup space leveraging cutting edge technology for over 20 years

- Data Sciences (Advanced Analytics, Relational Database Development, Machine Learning, AI)
- Product Development (UI/UX, Mobile Apps, Consumer Products & Services)
- Creative Production (Entertainment Industry, Advertising, Live Event, and other Digital Technical Productions)
- Content Management & Vision Systems (DRM, CMS, Encoding & Compression, Meta Data, AI)
- Executive leadership in Public & Private Companies
- Deep fundraising experience from sourcing capital to negotiation & close
- Strategic Partnership identification & driving deals from negotiations to the final contract signing



Julian has been building & rebuilding businesses in CPG, Manufacturing, Sports Marketing & Media, innovating in technology while driving growth & value

- Investment advisory & Asset Management experience in both public & private sector - buy & sell side
- Oversight across Sports Media value chain with emphasis on Data Sciences & AI implementation
- Executive leadership in private companies (start-up through middle market)
- Production coordination (professional sports, live event)
- Business Development, Sales, Relationship management, Sales Engineering
- Extensive deal development from origination to capitalization and management structure



Ed is a strategist, innovator and growth accelerator in digital media leveraging his legal, technical, product development & Intellectual Property expertise

- Extensive experience in platform development for media and commerce applications (BI Tools, CMS & DRM, GPS, eCRM, Ultrasonics)
- Proven leader in Strategic Partnerships driving deals from identification & negotiations to the final contract signing & implementation
- Executive leadership across various businesses settings from startups to Fortune 500
- Corporate development & strategy (capital structures, entity formation, asset management, risk mitigation)
- Using Data Sciences in business applications to analyze consumer demand
- Expertise in the development of database applications providing cutting-edge business solutions (SQL, MySQL, dB2, Oracle)



Scott has been instrumental in driving growth in both private & public sector business through technology & operations innovation

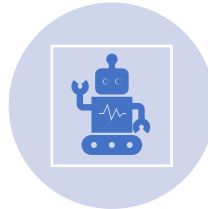
- Extensive application development leadership experience (enterprise & consumer)
- Advanced technology integration (infrastructure & enterprise)
- Regulation Compliance (CCPA, GDPR, HIPAA, HR, Rights Management)
- Data Sciences (Advanced business & customer data analytics, Reporting, Data acquisition & aggregation, ML & AI)
- Leader in all facets of Media lifecycle: production, procurement, client services, and operations

OUR PROCESS

Harmonyx provides a simple playbook for identifying, creating and deploying advanced data analytics and AI business solutions:



Discovery - Identify Your Business Needs and Objectives. Deep data analysis and strategic discussion with leadership and expertise.



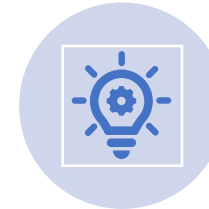
Design - Choosing the right solution. Our team will conduct an entire scan of the technologies available to use including generative AI, vision systems, machine learning, analytics and deep learning solutions and products. In many cases you do not need to reinvent the wheel. There are solutions already developed that just need basic integration and customization. In other cases, there are IP opportunities to develop something new. In either case, Harmonyx designs with the best of breed solutions.



Results – Through monitoring and performance evaluation, we will help your business continuously improve upon the identified business objectives and build value.



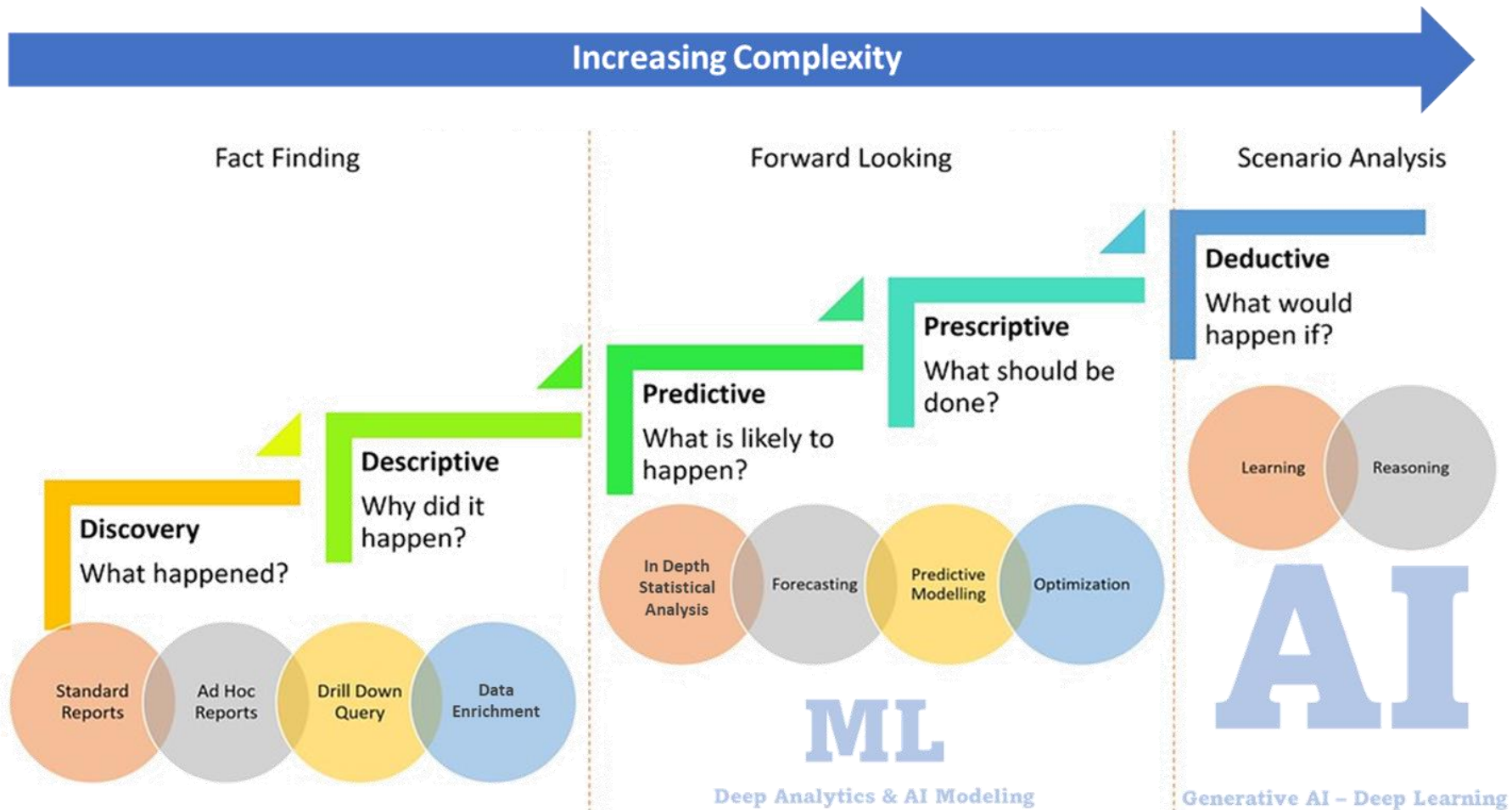
Define – Harmonyx will present a project plan that includes key delivery milestones, timelines and the value exchange for the Development engagement.



Develop and Deploy – Harmonyx leverages its extended team and resources to build the desired solutions. We will create a series of experimental applications to determine the best AI solution set for your business needs. This is done by developing a data strategy, building prototypes, testing, deploying and finally training on the solution.

The Continuum

An evolutionary view of enterprise analytics, machine learning, and Artificial Intelligence.



High Level Project Gantt

	Who	HRM Hrs	TIB Hrs	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Exploratory Data Analysis									
Data Analysis	EL, SU, JK	20	20	8/4 10:30- 11:00 am 7/31 1:00-3pm 8/11 8:00 – 10 AM					
Data Pre-processing	EL, SU,	20	5						
Problem/Solution Space Diagram	KV, JA, BF, (Harmonyx Team)	12	6						
Current State/Future State Definition	KV, JA, BF, (Harmonyx Team)	12	6						
Influencing Research	EL, JK, KV	20	0						
Definition of move forward plan Including: AI, ML, DS, Analytics, IP	KV, JA, BF, (Harmonyx Team)	20	10						
							8/22 8:00 – 10 am		
First Project Proposal, Executive Report, Data Strctured		4	0						COMPLETE
		104	47						

Projected Hours	104
Harmonyx company rate per hour	\$500
Consulting Fees	\$52,000
Discount	50.00%
Discounted Fees	\$26,000

The Influence Board may elect to compensate Harmonyx with cash at the discounted value or equity at the full value

TIB has a SAFE style investment mechanism in the market, Harmonyx will accept the eventual value set by the transaction that would trigger the SAFE

It is currently estimated that TIB will seek a \$20M valuation. It is also understood that Harmonyx considers this overvalued but it willing to accept it if that is the eventual SAFE value

Meeting Requester Definition – anyone that would want to “buy” a key meeting to either sell a product or service, raise capital, get involvement from the C Suite Executives or leader.

- **Sales Agents** - Sales Reps, Agents, Sales Executives, Business Development Execs
- **Fundraisers** – CEOs, Entrepreneurs, Non Profits Exec Dir, Fund Managers
- **Involvement Seekers** – event planners, marketers, advisory boards
- **Academic/Students** – intern candidates, new hire candidates, students seeking mentors

Business Influencer Definition – anyone in a leadership position that could offer access, insights, involvement, or capital to a “Vendor”. These are the executives and leaders that can charge for their time and then donate those funds to the cause of their choice.

- CEO, CFO, Chairman and other high level corporate executives
- High Net Worth individuals
- High Political Capital individuals
- High Celebrity Value individuals

Possible Names/Terms

Initiators
Donors
Seekers
Customers
Hosts
Strivers
Vendor

Influencers
Champions
Supporters
Leaders
Vendors
Guests
CXO – Members
CEO – Execs
Pioneers
Luminaries

Provided by Brad Fehn, Italic are suggestions

What are the key problems/Challengers with Influence Board?

- Introducing a **new concept** to the market – changing existing behavior
 - Verbal discussions have been more impactful – more likely to get people to take action
- Matching up Vendors and Execs for **Successful Meetings** (Matchmaker Services)
 - Match by Industry, Company Size, Geography, Titles
 - *First within the membership, and then an outreach function to recruit*
 - *Suggest a meeting, power search for meeting*

Goals for AI to do:

- **Matchmaker Services** – Ensure a good match. If the Platform has a need ... i.e. an Exec who wants a meeting or a Vendor that wants a meeting, AI goes out and finds the appropriate Exec or Vendor ... either on the platform or outside of the platform and then matches them up (suggests a vendor do a donation offer or meeting request, invites the non-platform person to join).
- **Creating Demand** – *use AI on the database itself, its members, and the knowledge of both the Influencers and the Meeting Requesters to drive direct member marketing, content production, referral and all paid and earned media strategy. Use the system to find both Execs and CEOs and market to them a possible match.*



Exploratory Data Analysis (EDA)

EXPLORATORY DATA ANALYSIS

Overview of 3 data sets: Influencer, Requestor and Meeting



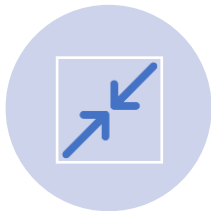
**Influencer
Basic Stats**

Total Records (Rows)	63,902
Total Attributes (Columns)	59
Records Missing Values	63,902
Attributes Missing 5K+	29



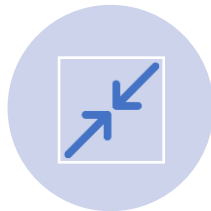
**Requestor
Basic Stats**

Total Records (Rows)	932
Total Attributes (Columns)	23
Records Missing Values	932
Attributes Missing 400+	10



**Meetings
Basic Stats**

Total Records (Rows)	2366
Total Attributes (Columns)	56
Records Missing Values	2355
Attributes Missing 2K+	18



**Charity
Basic Stats**

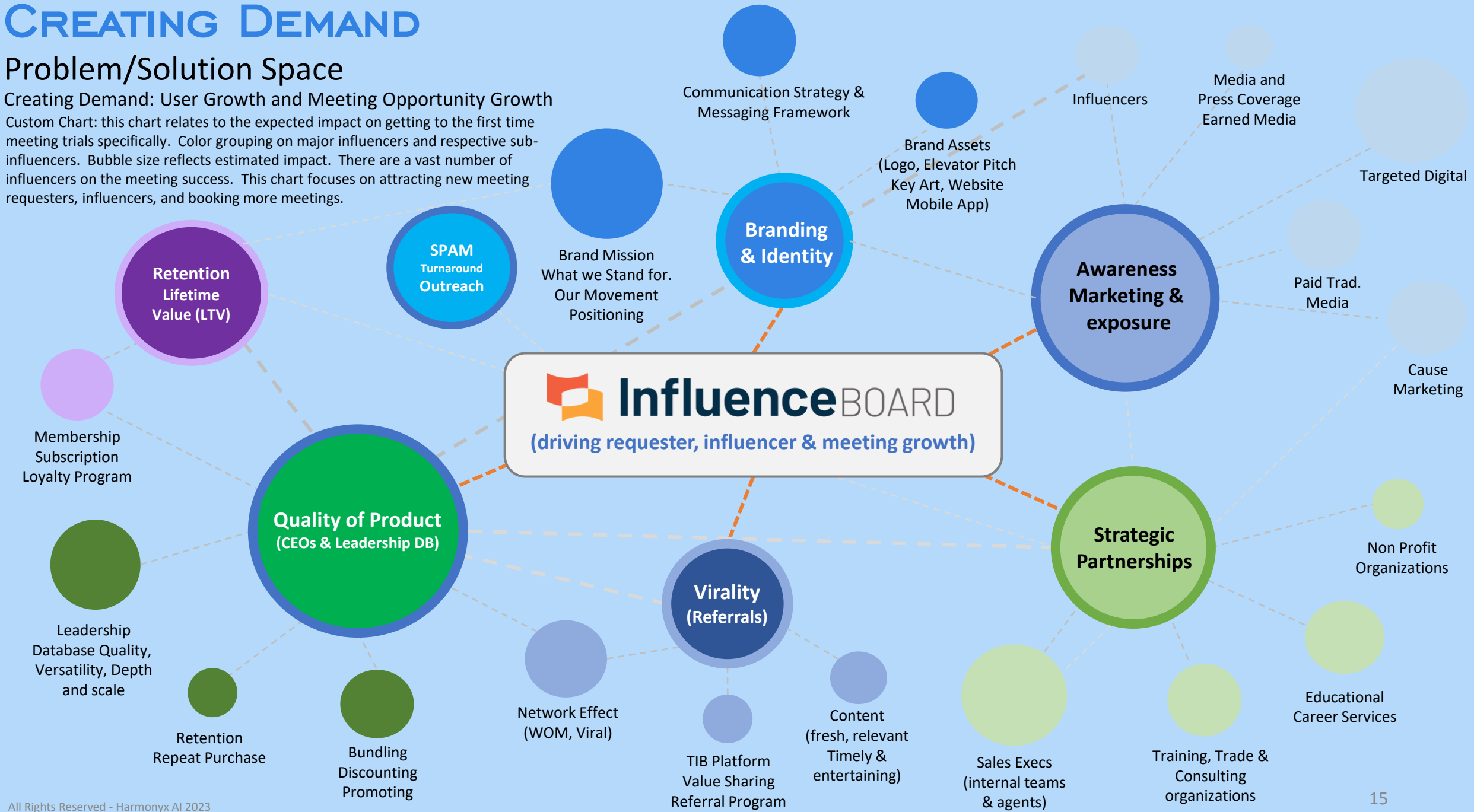
Total Records (Rows)	296
Total Attributes (Columns)	26
Records Missing Values	296
Attributes Missing 200+	11

CREATING DEMAND

Problem/Solution Space

Creating Demand: User Growth and Meeting Opportunity Growth

Custom Chart: this chart relates to the expected impact on getting to the first time meeting trials specifically. Color grouping on major influencers and respective sub-influencers. Bubble size reflects estimated impact. There are a vast number of influencers on the meeting success. This chart focuses on attracting new meeting requesters, influencers, and booking more meetings.

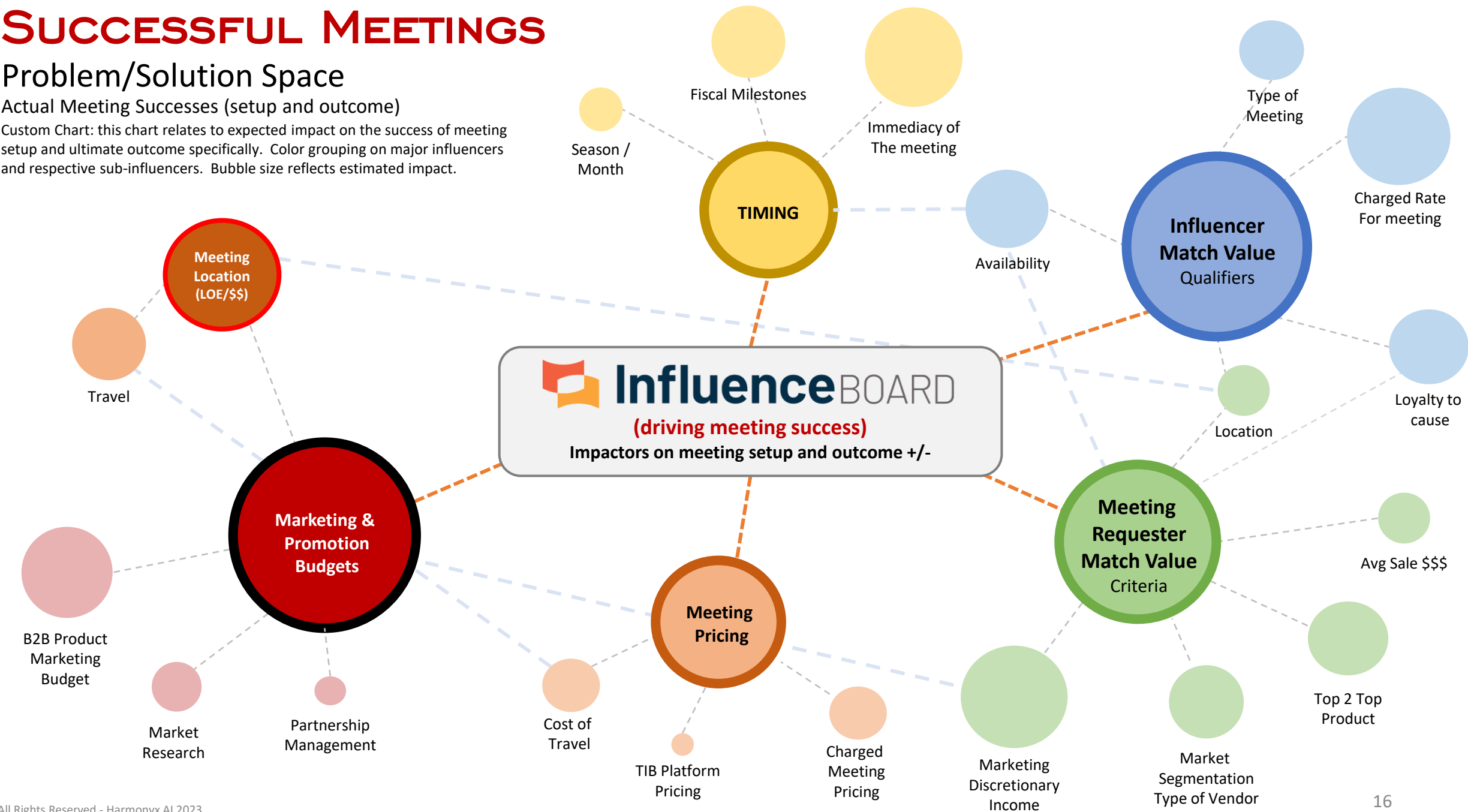


SUCCESSFUL MEETINGS

Problem/Solution Space

Actual Meeting Successes (setup and outcome)

Custom Chart: this chart relates to expected impact on the success of meeting setup and ultimate outcome specifically. Color grouping on major influencers and respective sub-influencers. Bubble size reflects estimated impact.



- **Vendor (Meeting Requester) Database – 983**
 - Limited information in the table,
 - Data Enrichment Underway – LinkedIn, Wikipedia, other Company Data Sources
 - Some insights to emphasize include company product info,
- **Executive (Influencer) Database – 63,843**
 - Some information in the table,
 - Data Enrichment Underway – LinkedIn, Wikipedia, other Company Data Sources
 - Insights to be gained include company mission, personal history, education, skills,
- **Meeting Database – 1,789**
 - Just received
 - Good data source for matching, meeting success and outcomes (funding), open inputs on meeting successes and failures,
 - Data Enrichment Underway – LinkedIn, Wikipedia, other Company Data Sources
- **Charity Database – 296**
 - Extremely Sparse database missing many values
 - Small sample set
- **Company Materials**
 - Website – intending to scrape, already queried on ChatGPT Plus (LinkReader) and Bard
 - Business Presentations – converting and ingesting into vectorized text
 - Contracts - converting and ingesting into vectorized text
 - Marketing Materials - converting and ingesting into vectorized text

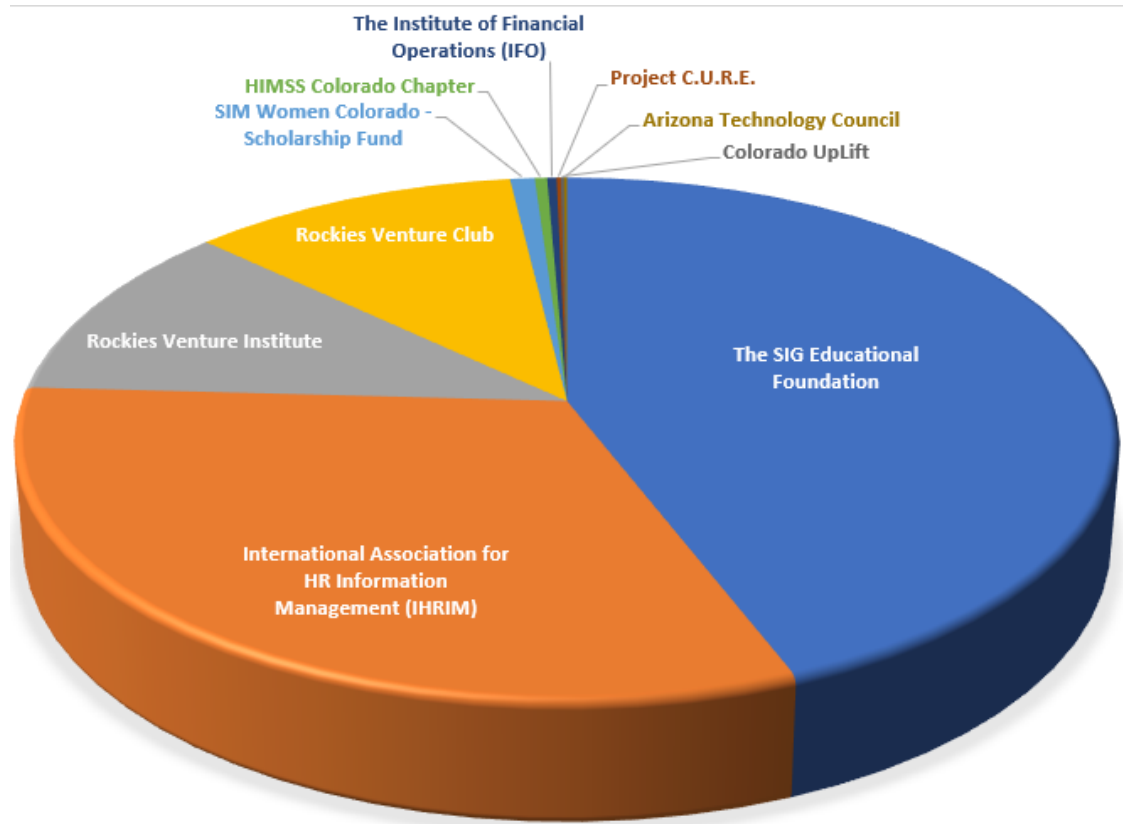
EXPLORATORY DATA ANALYSIS

Initial high-level observations

- Executive (Influencer) Database
 - Difficult to know their true interests with the standard answers being a default
 - If we had info on how an Influencer is acquired, we could build models to help predict conversions
 - Admin attributes are almost totally missing
- Vendor (Meeting Requester) Database
 - No status or dates, so any type of trend analysis is not possible (1 and done vs. repeat users)
 - If we had info on how a Requestor is acquired, we could build models to help predict conversions
 - With no “Industry” data, building a “matching algo” is impossible
 - Data on “zip would assist in matching techniques and marketing efforts
- Meeting Database
 - Inconsistency in data (e.g. meetings that are marked completed”, but charity paid)
 - Admin withdrawn status is the clear leader in this view. Hard to derive clear understanding with out deeper analysis into the reason for the Admin to withdrawal.
 - A significant number of vendors cancelled their meetings at 206 (12%). This could be very informative in understanding the demand for the product throughout its lifecycle.

EDA: INFLUENCER DATASET

Top-line Overview of Influencer Information



Top 10 Influencers Data by Category

Status

user_profil...	count(user...
ACTIVE	614
INACTIVE	33
INVITED	63231
PAUSED	24

Industry

industry	count(in... ↓
Financial Services	6947
Hospital & Health Care	2887
Retail	1985
Computer Software	1879
Higher Education	1753
Banking	1530
Hospitals and Health Care	1493
Insurance	1481
Information Technology and Services	1400
IT Services and IT Consulting	1339

Location

city	count(ci... ↓
Denver	4038
New York	2581
New York City	1399
Chicago	1095
Atlanta	1017
Boulder	918
San Francisco	887
Boston	837
Dallas	824
Houston	761

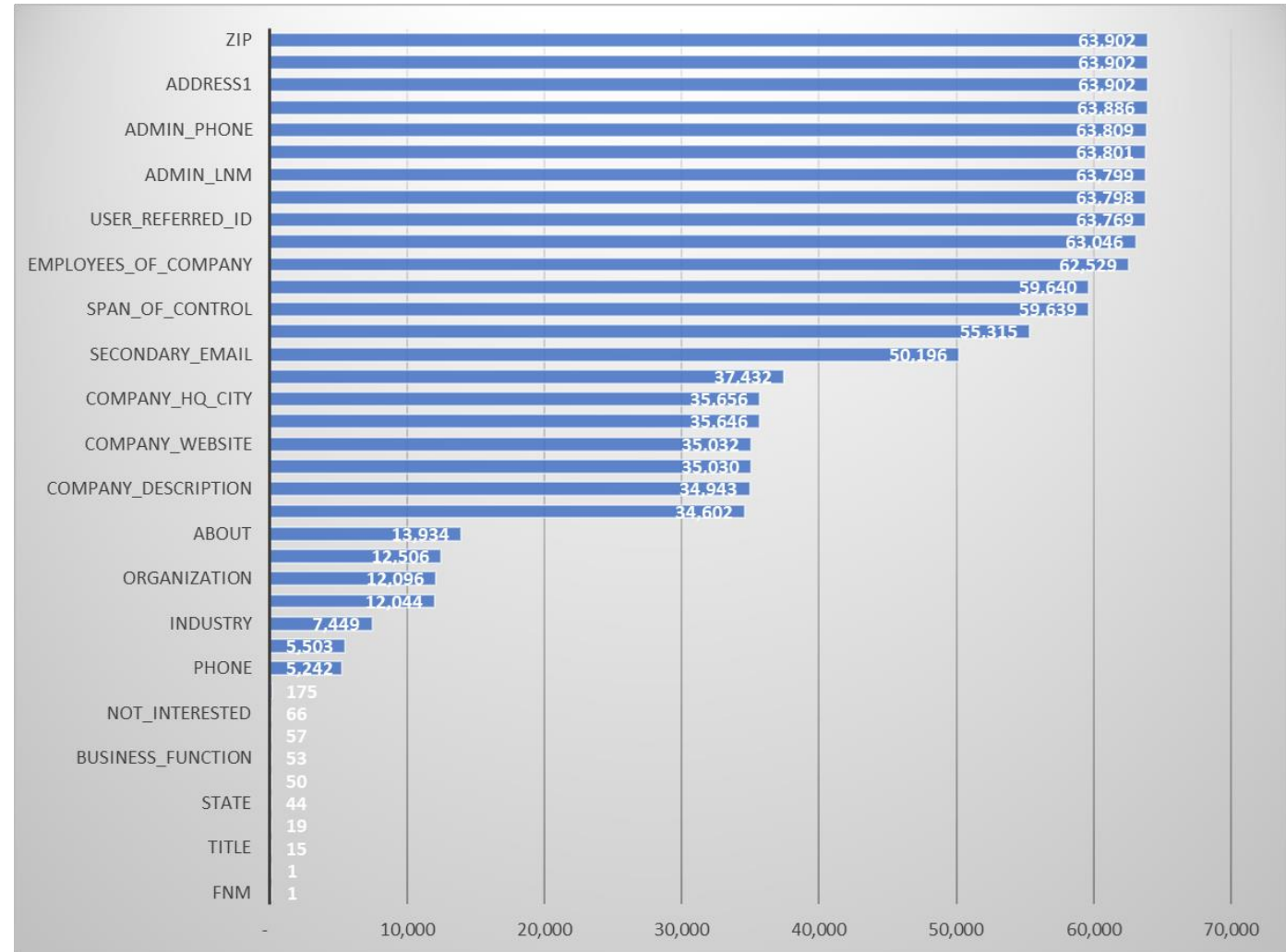
Companies

company	count(c... ↓
Citi	1100
Wells Fargo	682
Morgan Stanley	517
Johnson & Johnson	282
Microsoft	258
PNC	219
JPMorgan Chase & Co.	203
BNY Mellon	201
Walmart	200
PepsiCo	173

EDA: INFLUENCER DATASET

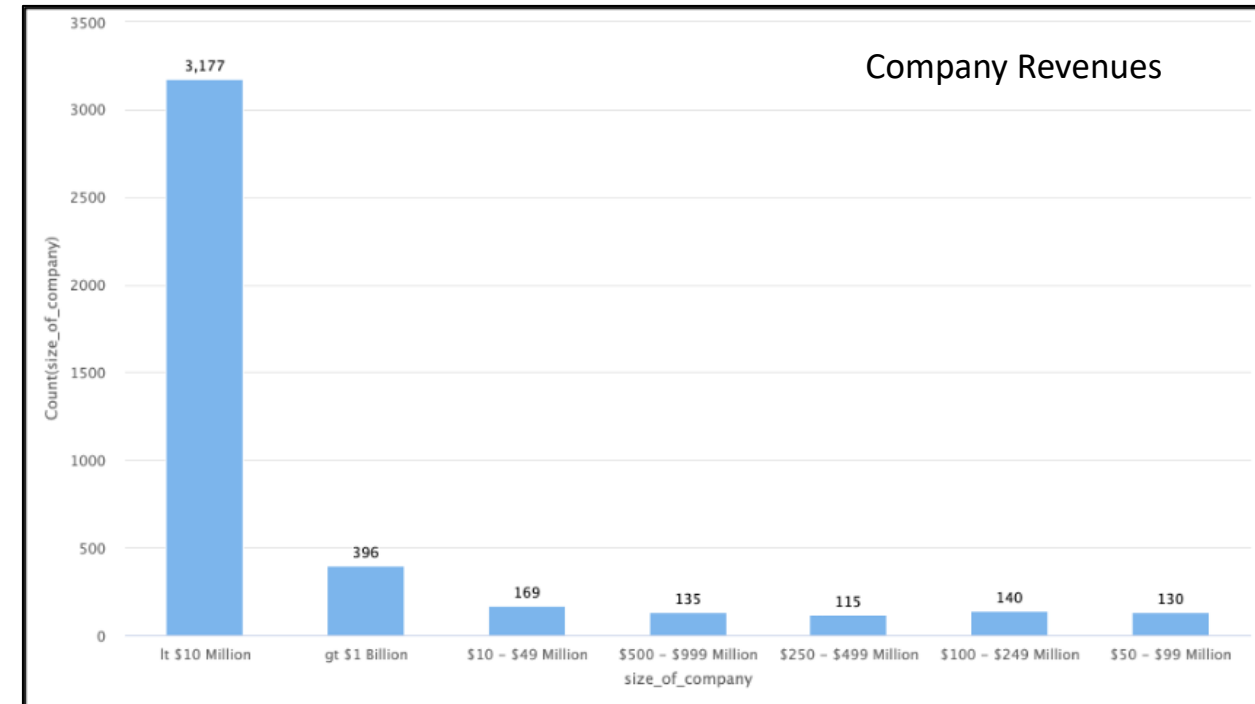
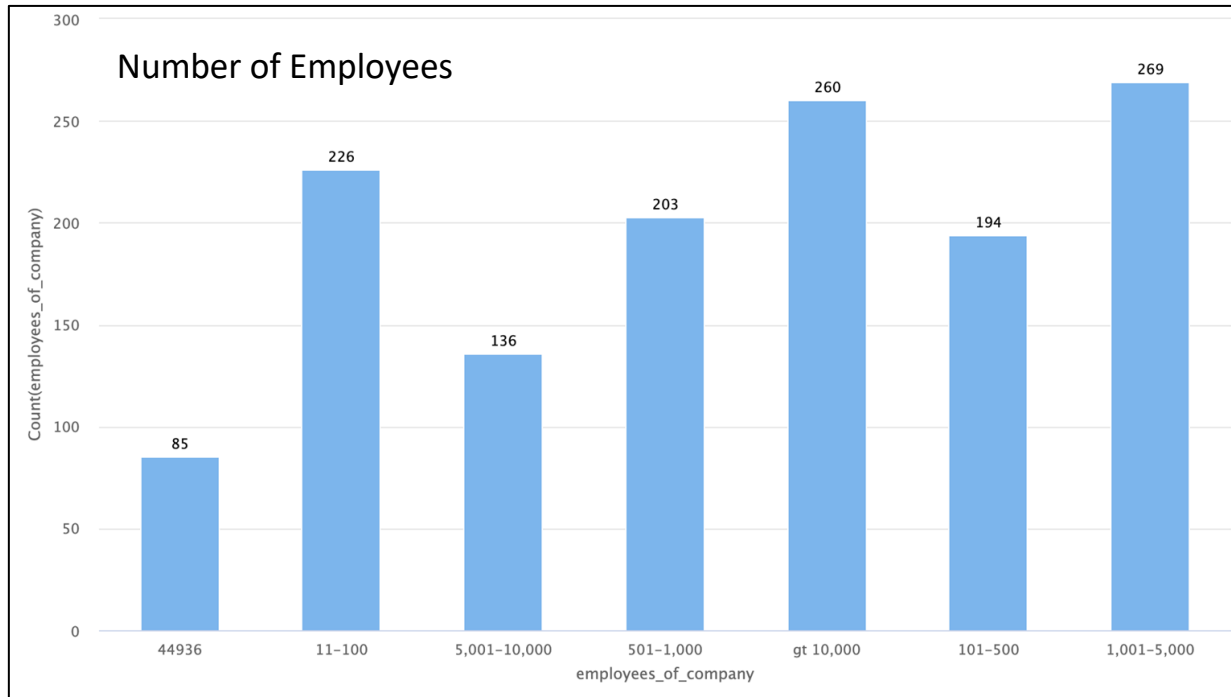
Attributes Missing Data (ranked High – Low)

- The following table ranks in descending order those attributes in the data set that are missing values
- From this list, we believe the following are the highest priority in finding:
 - Company website
 - About
 - Zip or location
- Moving forward, we recommend utilizing the about data field from a predetermined list of options



EDA: INFLUENCER DATASET

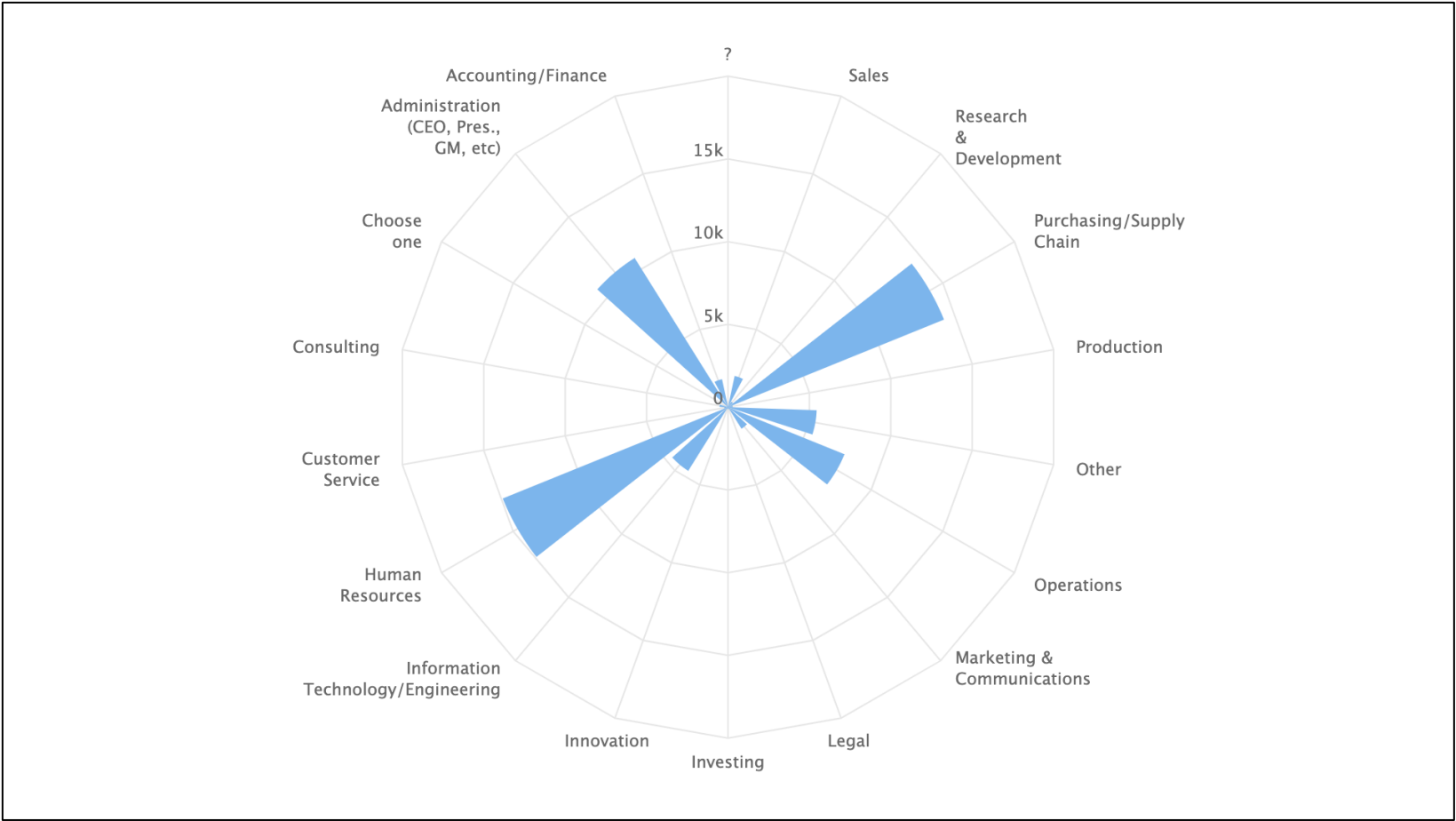
Top-Line Influencer Companies' Size (Revenue & Employees)



EDA: INFLUENCER DATASET

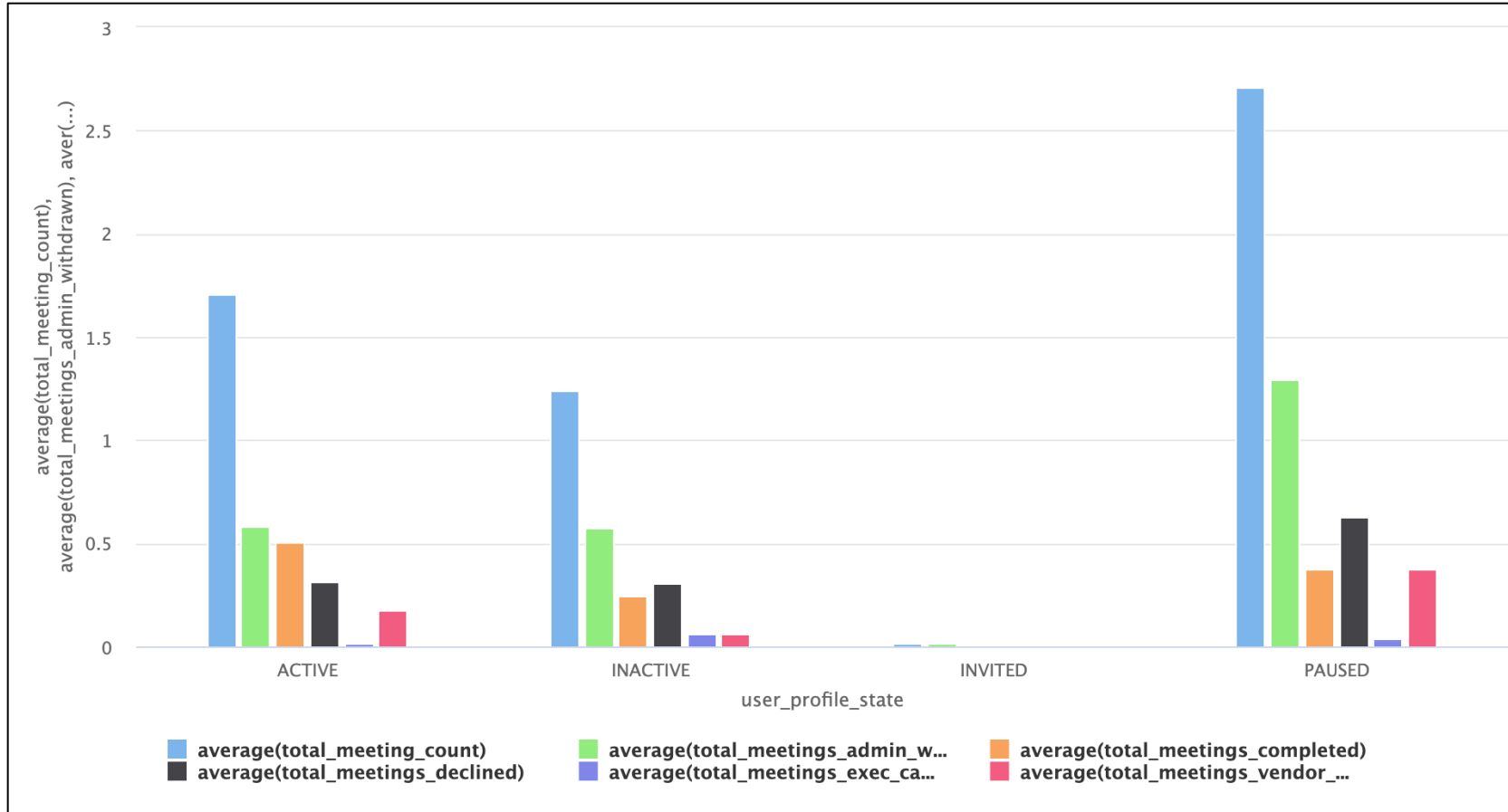
Top-line Job Functions and Titles

title	count(ti... ↓
Director	1121
Director of Human Resources	963
Human Resources Manager	759
Vice President	699
Chief Technology Officer	648
CEO	582
Chief Human Resources Officer	518
President	495
Chief People Officer	460
Human Resources Director	428



EDA: INFLUENCER DATASET

Top-line Meeting Status by Influencer Status



EDA: INFLUENCER DATASET

Top-line Review of Influencer’s Interests

Top Interests from the total data set

interested	count(in... ↓
Solutions capable of providing meaningful Cost Reductions (20% or more) New, innovative ideas that provide meaningful enhancements in capability or customer satisfaction	63528
Solutions capable of providing meaningful Cost Reductions (20% or more) New, innovative ideas that provide meaningful enhancements in capability, employee engagement or customer satisfaction	52
New, innovative ideas and companies	14
New, innovative ideas that provide meaningful enhancements in capability or customer satisfaction	14
Solutions capable of providing meaningful Cost Reductions (20% or more) New, innovative ideas that provide meaningful enhancements in capability or customer satisfaction.	3
New, innovative ideas	2
Solutions capable of providing meaningful Cost Reductions (20% or more) New, innovative ideas and companies	2
Solutions capable of providing meaningful Cost Reductions (20% or more) New, innovative ideas that provide meaningful enhancements in capability or member satisfaction	2
Strategic Partnerships New, innovative ideas that provide meaningful enhancements in capability or customer satisfaction	2

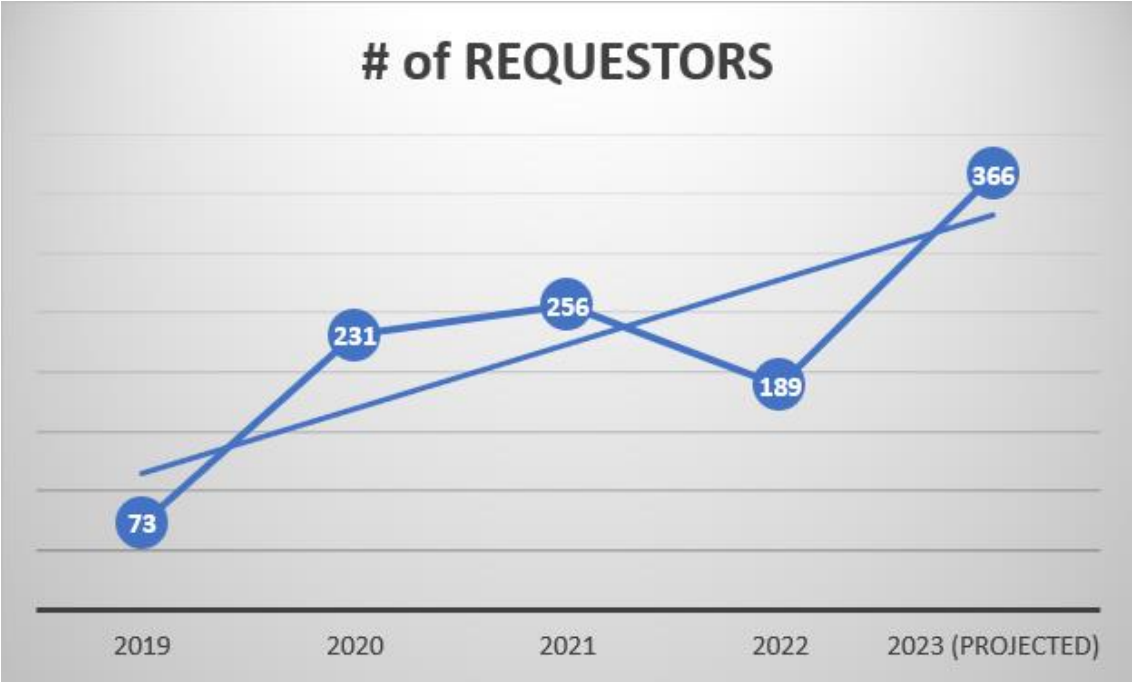


Top Interests from among “Active” Influencers

interested	user_profile_state	count(in... ↓
Solutions capable of providing meaningful Cost Reductions (20% or more) New, innovative ideas that provide meaningful en...	ACTIVE	356
New, innovative ideas that provide meaningful enhancements in capability or customer satisfaction	ACTIVE	6
Solutions capable of providing meaningful Cost Reductions (20% or more) New, innovative ideas that provide meaningful en...	ACTIVE	3
Solutions capable of providing meaningful Cost Reductions (20% or more) New, innovative ideas that provide meaningful en...	ACTIVE	2
	ACTIVE	1

EDA: REQUESTOR DATASET

Top-line Overview of Requestor Information



Top 10 Influencers by Category

Location

Location	# of Requestors
Denver, CO	180
Boston, MA	23
Austin, TX	20
Atlanta, GA	19
Boulder, CO	19
Phoenix, AZ	15
San Francisco, CA	15
Chicago, IL	13
Dallas, TX	13
New York, NY	13

Title

TITLE	COUNT
Account Executive	70
CEO	66
President	28
Enterprise Account Executive	16
Regional Sales Manager	15
Account Manager	13
Business Development	13
Owner	12
VP of Sales	12
Business Development Manager	9

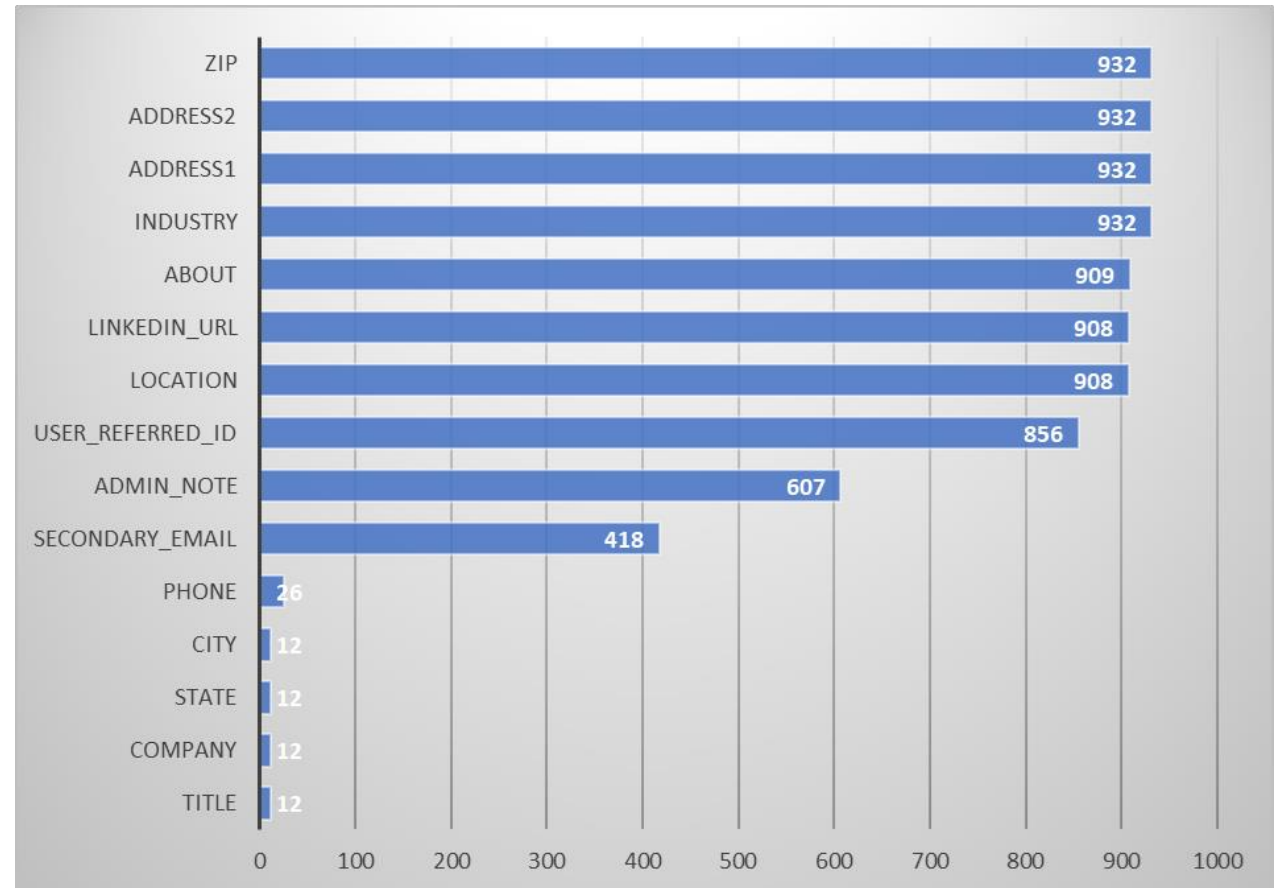
Company

COMPANY	COUNT
Sandler	14
Qualtrics	13
Zscaler	13
Sandler Training	10
Delphix	7
Deepwatch	7
Turbonomic	6
Apptio	6
Nutanix	5
Aisera	5

EDA: REQUESTOR DATASET

Attributes Missing Data (ranked High – Low)

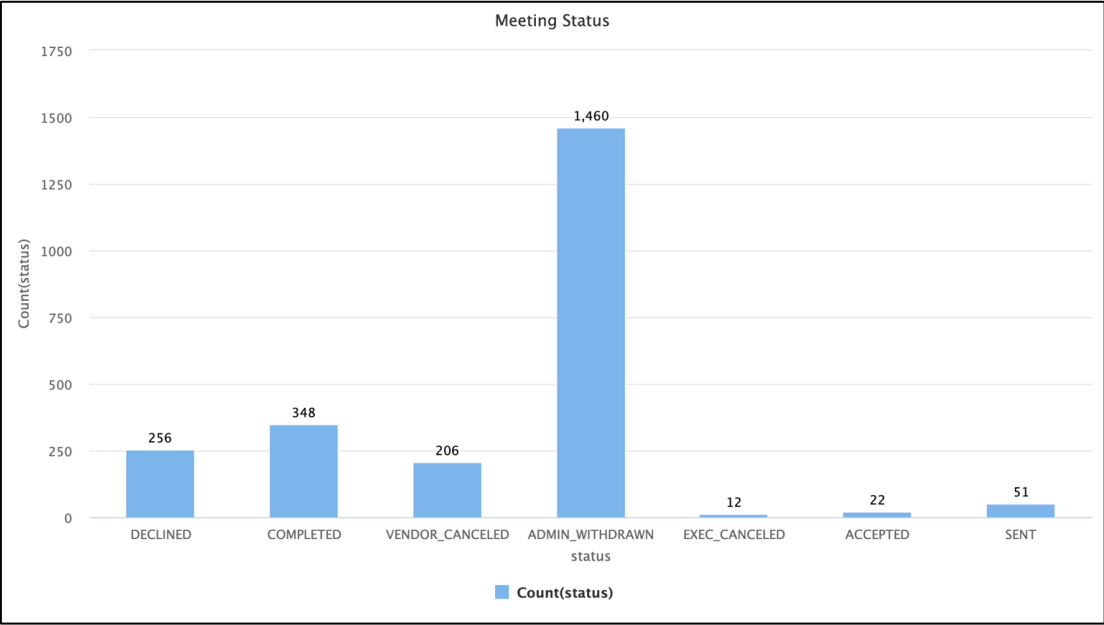
- The following table ranks in descending order those attributes in the data set that are missing values
- From this list, we believe the following are the highest priority in finding:
 - Industry
 - Linkedin URL
 - Zip or location
- Moving forward, we recommend utilizing the about data field from a predetermined list of options



EDA: Meetings Dataset

Top-line Overview of Influencer Information

Total Cancellations by Influencer	12
Total Completed Meetings	348
Total Payments	\$148,857
AVG Payment per Completed Meeting	\$404



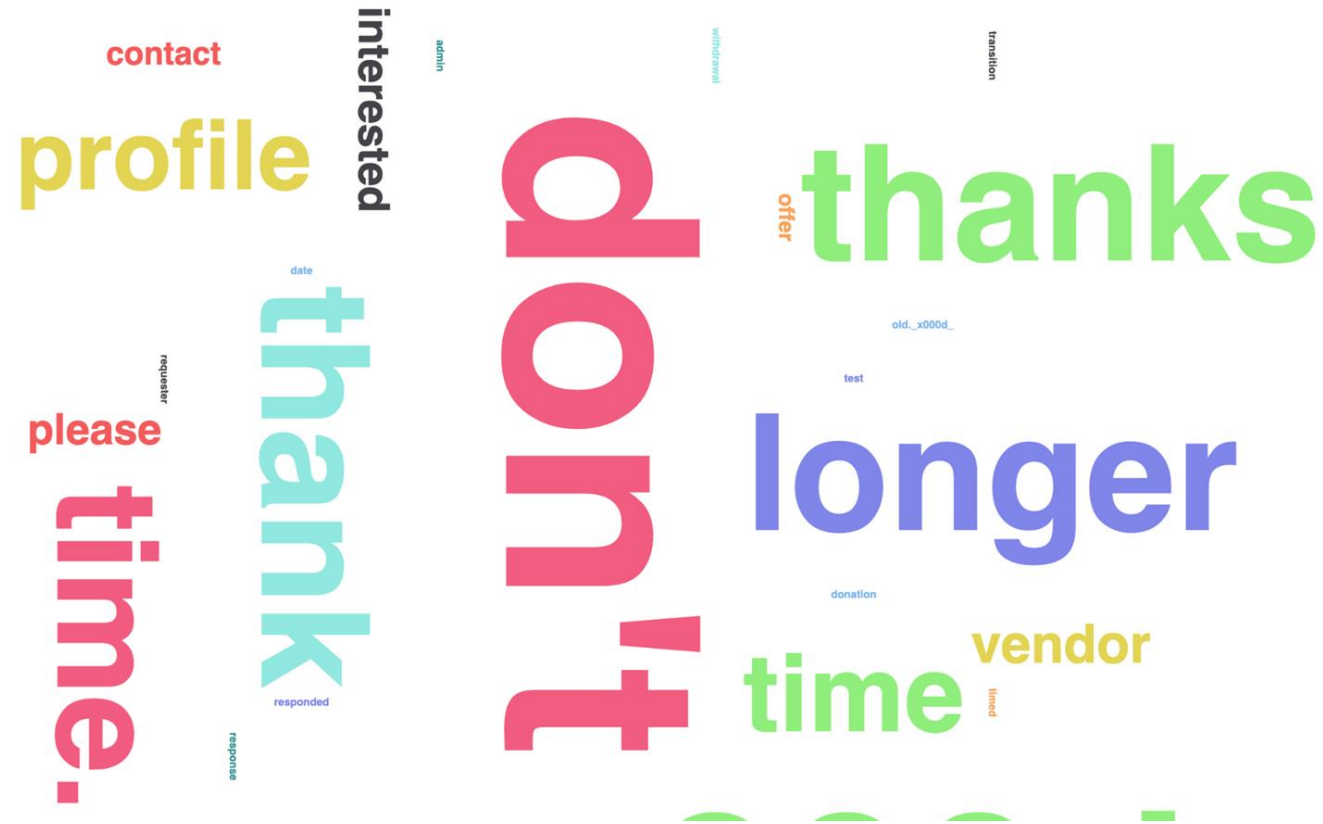
Top 10 Influencers by Category

Scheduled Meeting		Payments Completed	
Matt Schwartz	27	Matt Schwartz	\$12,500
Matt Mehlbrech	24	Craig Richardville	\$7,000
Alan Cullop	22	Scott Hicar	\$5,500
Craig Richardville	20	Matt Mehlbrech	\$5,000
Scott Hicar	15	Stephen Katsirubas	\$4,000
Neesha Vasant	14	Chris Meyerpeter	\$3,500
David Lehn	12	Sven Gerjets	\$3,000
John Shellenberger	12	John Barton	\$2,800
Jeff Fithian	11	Tanya Arthur	\$2,600
James Braun	11	Andrew Moore	\$2,450

Canceled Meeting		Average Payment	
Amanda Moriuchi	2	Michael Jefferies	\$1,200
Glenn Scott	1	Howard Haile	\$1,200
Tanya Arthur	1	Chris Meyerpeter	\$1,167
Lisa Jacoba	1	Sven Gerjets	\$1,000
Frances Munoz	1	Dean Nelson	\$1,000
Marty McGuirk	1	Hood Qaim-Maqami	\$1,000
Dana Corriel, MD	1	Tanya Arthur	\$867
Matt Schwartz	0	Stephen Katsirubas	\$800
Matt Mehlbrech	0	Jason L'Odense	\$788
Alan Cullop	0	Alan Cullop	\$750

EDA: Meetings Dataset

Words used the most in feedback (meetings declined)

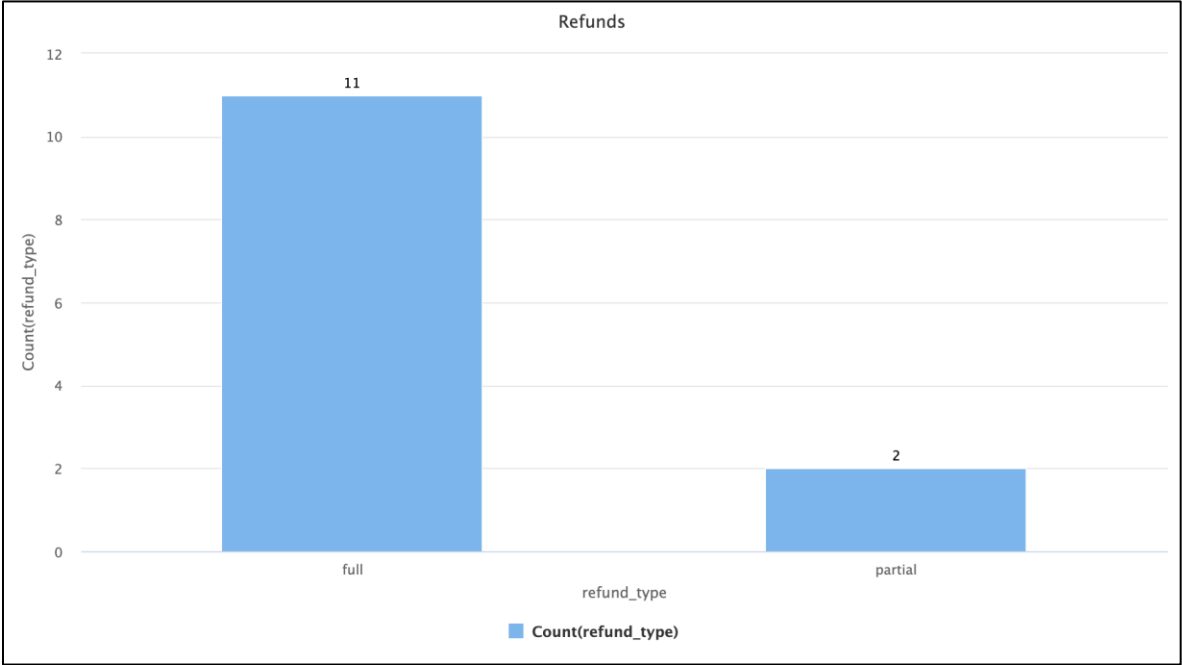
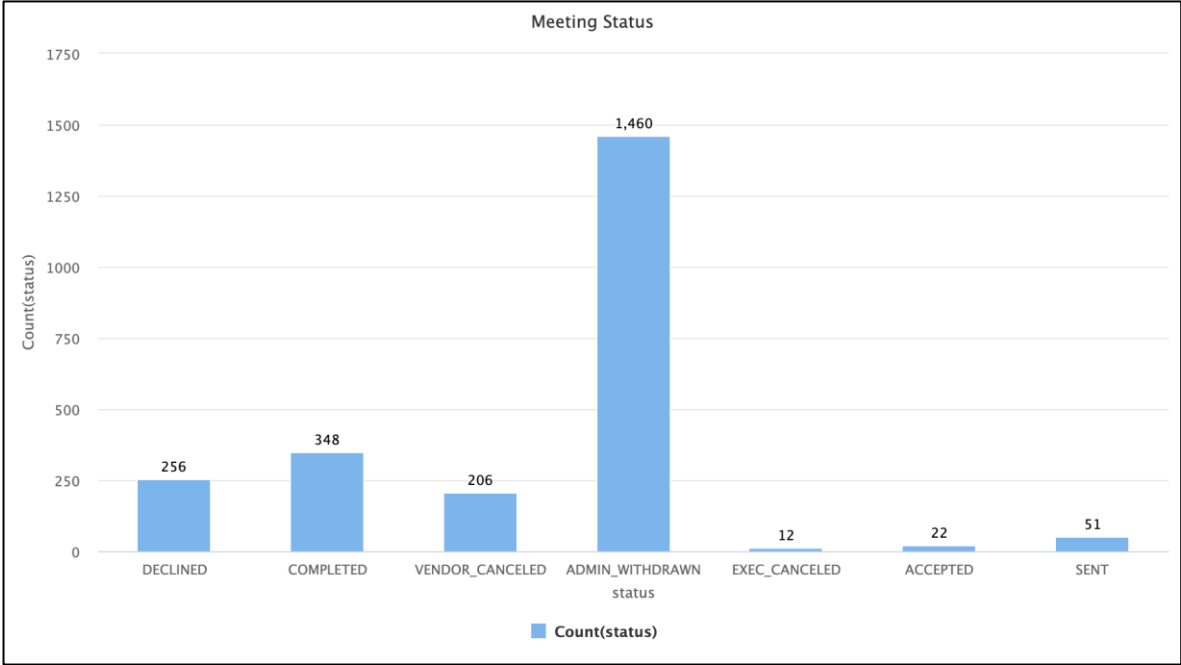


EDA: MEETINGS DATASET

Top-line Overview of Admin & Financial information

Admin withdrawn status is the clear leader in this view. Hard to derive clear understanding with out deeper analysis into the reason for the Admin to withdrawal.

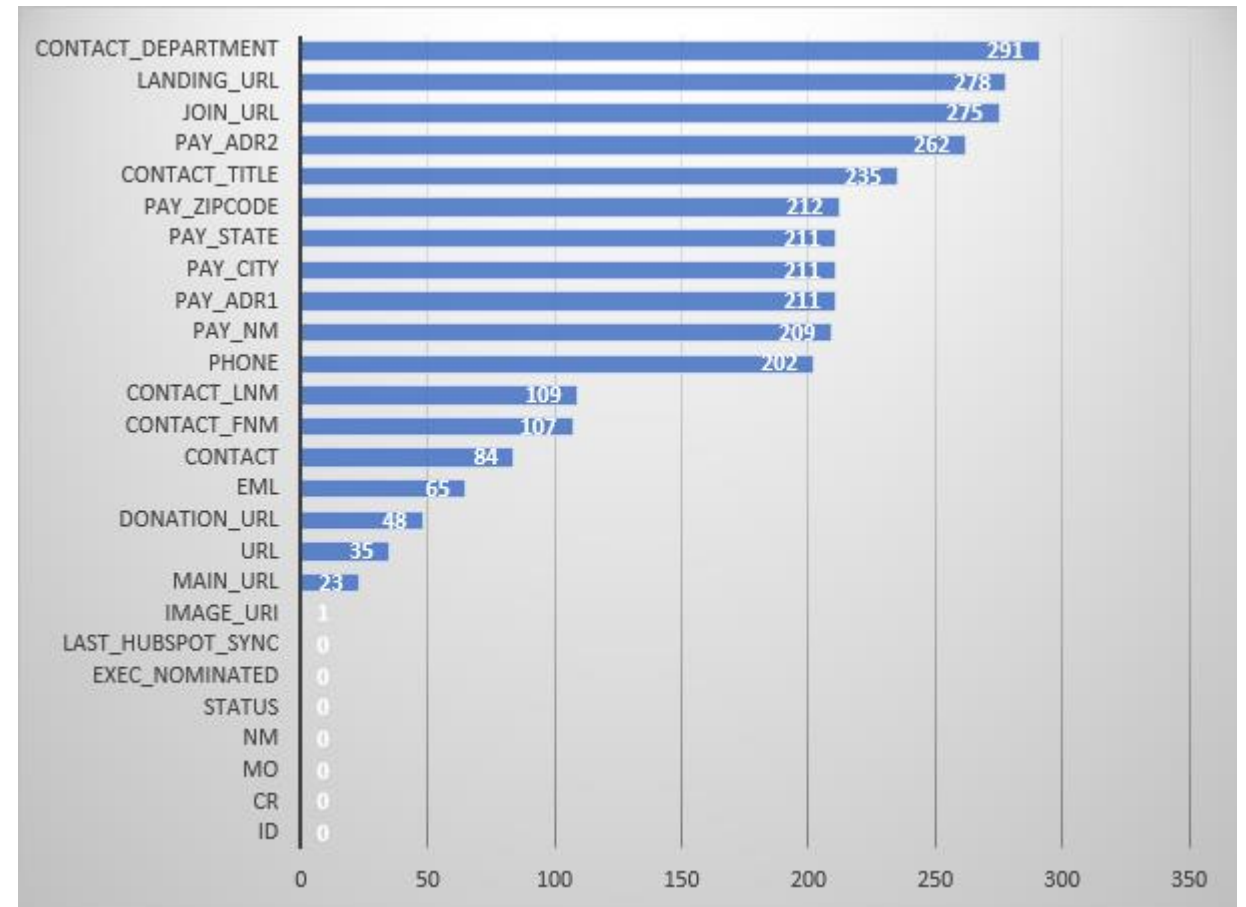
A significant number of vendors cancelled their meetings at 206 (12%). This could be very informative in understanding the demand for the product throughout its lifecycle.



EDA: CHARITY DATASET

Attributes Missing Data (ranked High – Low)

- The following table ranks in descending order those attributes in the data set that are missing values
- From this list, we believe the following are the highest priority in finding:
 - Industry
 - LinkedIn URL
 - Zip or location
- Moving forward, we recommend utilizing the about data field from a predetermined list of options

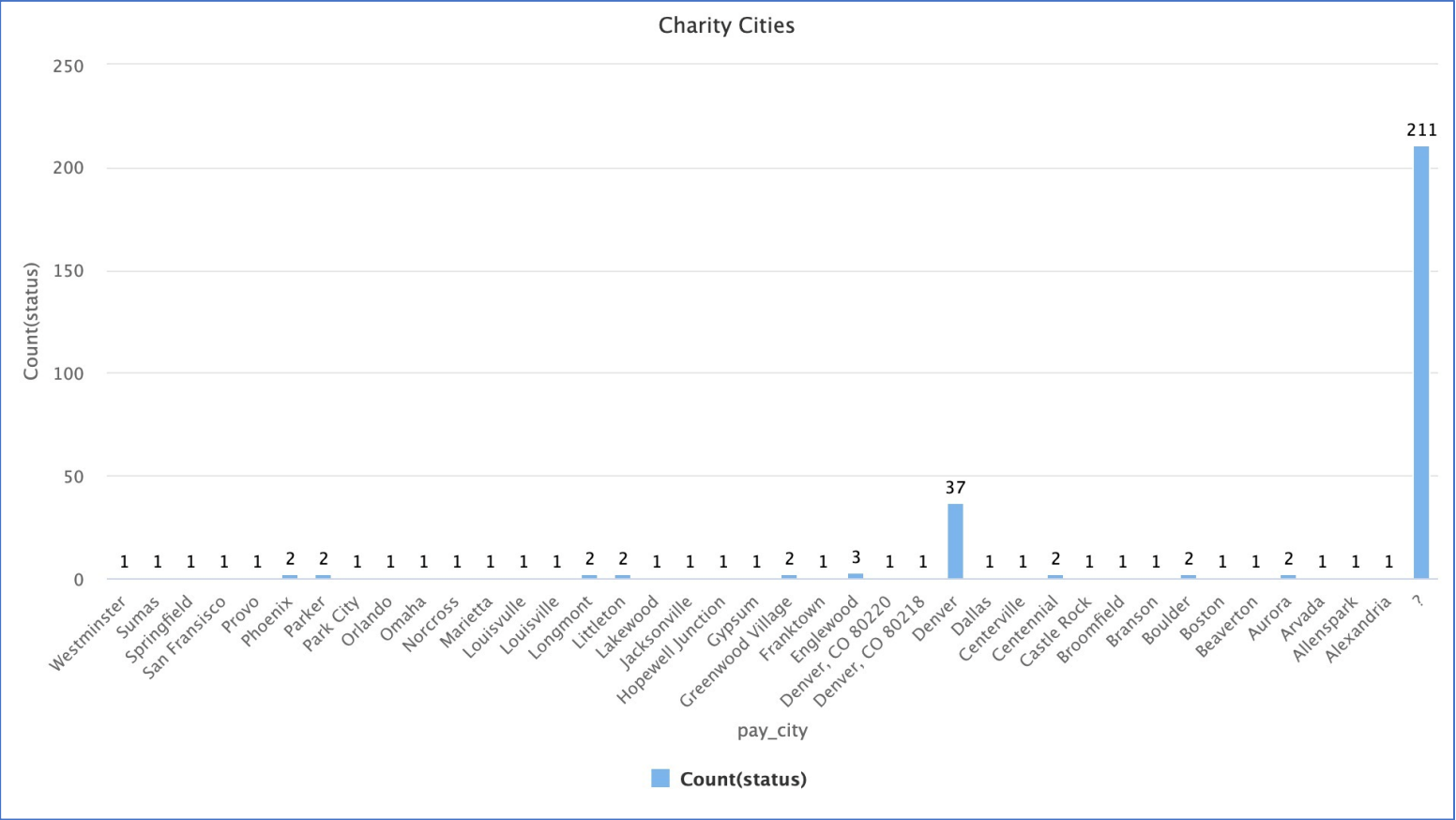


EDA: CHARITY DATASET

Attributes Missing Data (ranked High – Low)

As illustrated by this chart, and in multiple other charting efforts, the Charity database is “sparse” and missing lots of values. As more organizations sign up, and more information is captured on each, these charts will fill in with more “normal” distributions.

As evidenced by this chart, Denver and unknown are the two significant leaders.

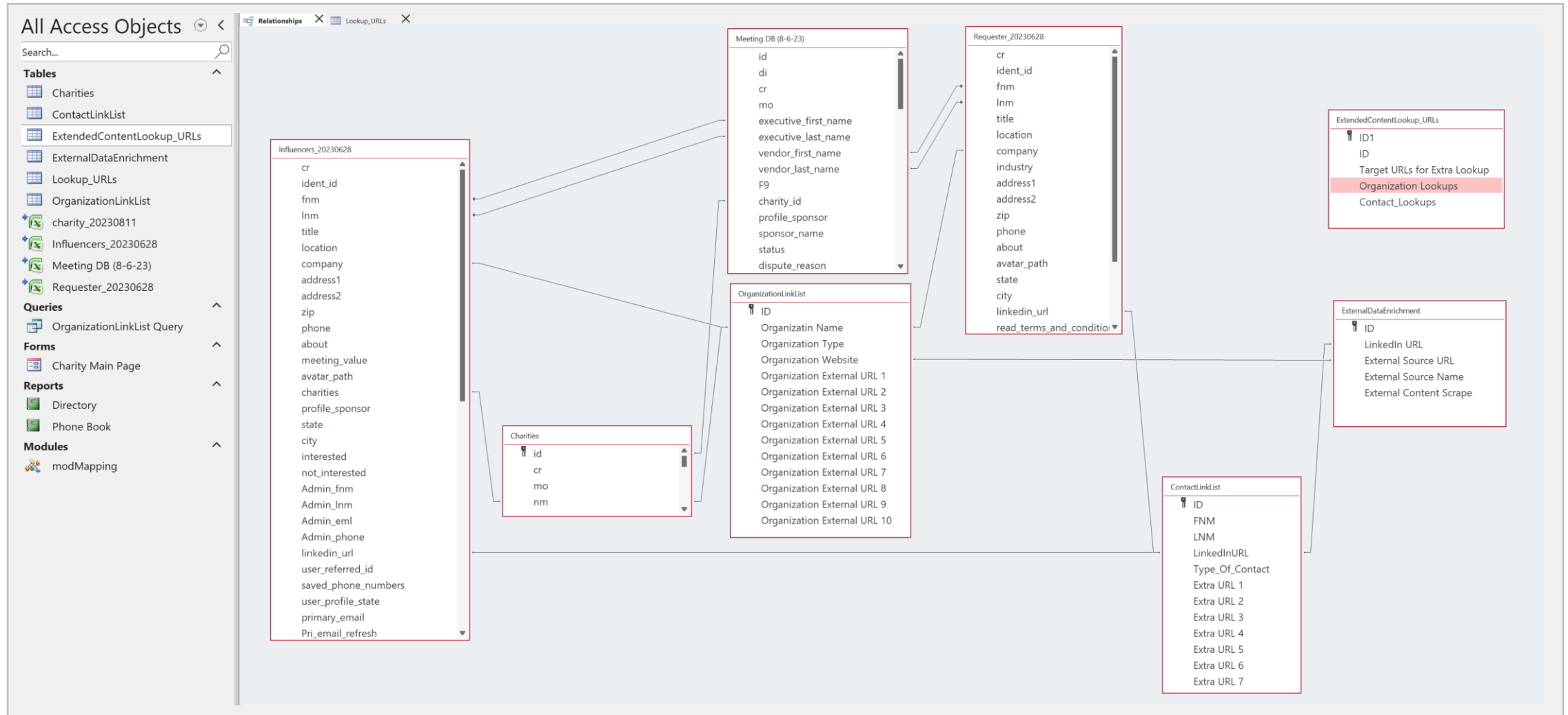


- **LinkedIn** – All LinkedIn information should be secured through the Janium group of whom specialize in this content. Between Nubella's Roxycurl app, Sales Navigator, Seamless AI, and LinkedIn Labs, there is a full service provider and suite in which the critical information for professionals is stored. This is the most important, highest quality information source we will likely see.
- **EDGAR reports** – public company info, not utilized
- **IRS published info (5055)** – not utilized in EDA
- **Google.BARD & ChatGPT Plus**
 - **News Media** – Leveraging a *googlesearch* library call with hyper parameters including the designation of “news_search” we are able to capture media via a comprehensive search application. In addition to searching news, we can search all google categories of images, videos, maps and can also frame the in a time window.
 - **General Industry information** (by Influencer company, designated organizational lookup targets, *googlesearch with bard*, and ChatGPT AI)
- **Humantic**– ability to drive Profile analytics (DISC)
- **Uline/nium**
- **Paid Resources** – some information from the following are also captured in our Google Search and ChatGPT methods among others.
 - **Gardner Reports** – requires account access, not utilized in EDA
 - **Glassdoor** –requires account access, not utilized in EDA
 - **Bloomberg** – requires account access, not utilized in EDA

 Highlighted items will be provided by Janium

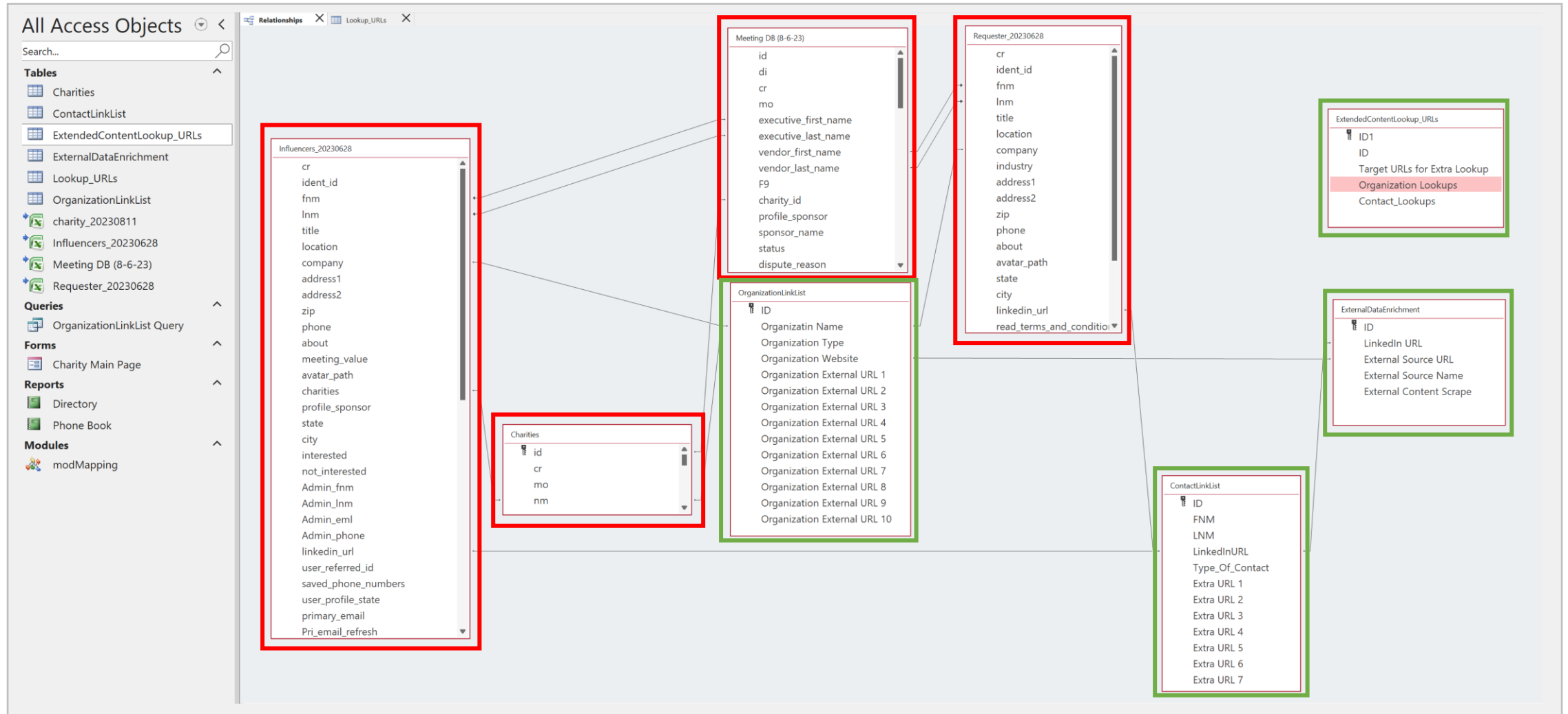
INITIAL DATA STRUCTURE — RELATIONAL ERD

This data structure is not recommended for production or actual use in operations. It was developed to store the data retrieved from all sources in a “semi” relational form for use with data mining and analysis. This structure is not normalized, indexed, or fully optimized.



INITIAL DATA STRUCTURE — RELATIONAL ERD

Source Data has not been altered or modified. This structure is aggregating all source “raw” data. The **Red** tables are the source tables unchanged. The **Green** tables are new tables used to store references to additional data sources. These tables are a directory and repository for website locations and content. This information comes from direct scrapes and searches.



KEY USE CASES

1. The ability to **drive better matchmaking** is key to both booking meetings (setup) and the likelihood of a good rating by both participants driving better outcomes of meeting. This virtuous cycle will continue to grow the business as participants book more meetings and refer more prospects into the system.
2. The ability to harvest the current database and extended databases for additional prospects that, with strong matchmaking, can **generate new leads** of participants into the system. Examples:
 1. Using the Spam crawler tool to remarket the authors of human triggered cold calls with the TIB offering to set meetings with their identified target.
 2. Using MatchGenerator to proactively, and automatically send match-making intros to two participants that should meet for a variety of matching reasons.
3. Use **Generative AI to assist in Communications** between participants **and in Marketing** with prospects. This can take the form of automated drafted correspondences, talking points, targeting criteria generation for programmatic digital advertising etc.

MatchMaker

The Primary Benefit to The Influence Board

This matching system leverages a much deeper set of variables to match requesters and influencers.

A complex matching grid is initially established, and then a machine learning and ongoing AI set of processes take over to establish which variables have the biggest affect on good matches.

By Enriching Data with online materials for both organizations and individuals, matching can be made on a much deeper, richer information corpus.



THE IDEAL INFORMATION CORPUS



Meeting Request Data

(the specific meeting offer by a requester to include the topic, format, price etc.)



Influencer Meeting Criteria Data

A deep and developed set of criteria for an influencer to accept the meeting (both structured and unstructured open comments)



Deep Meeting Feedback

Specific post meeting feedback on booking and meeting outcome. (both structured and unstructured open feedback)



Individual Profile Information

(Linked In + Web Search) for all individuals in the system namely requesters and influencers

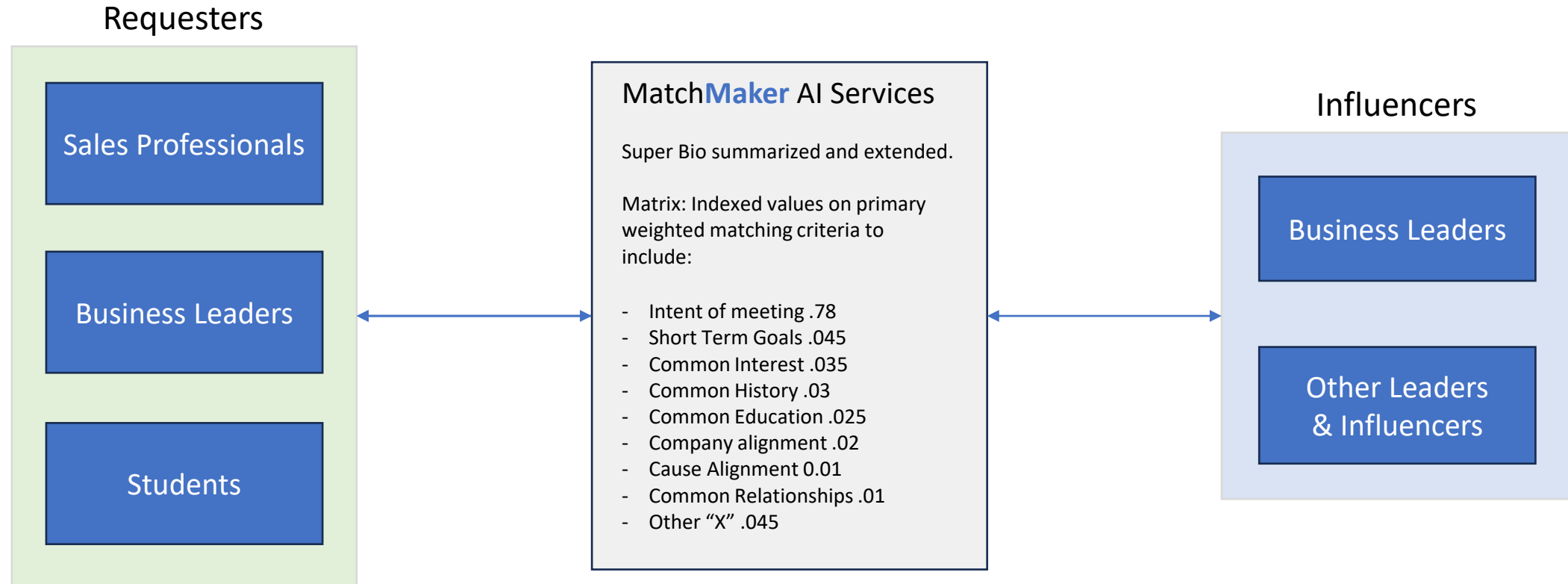


Organization Information

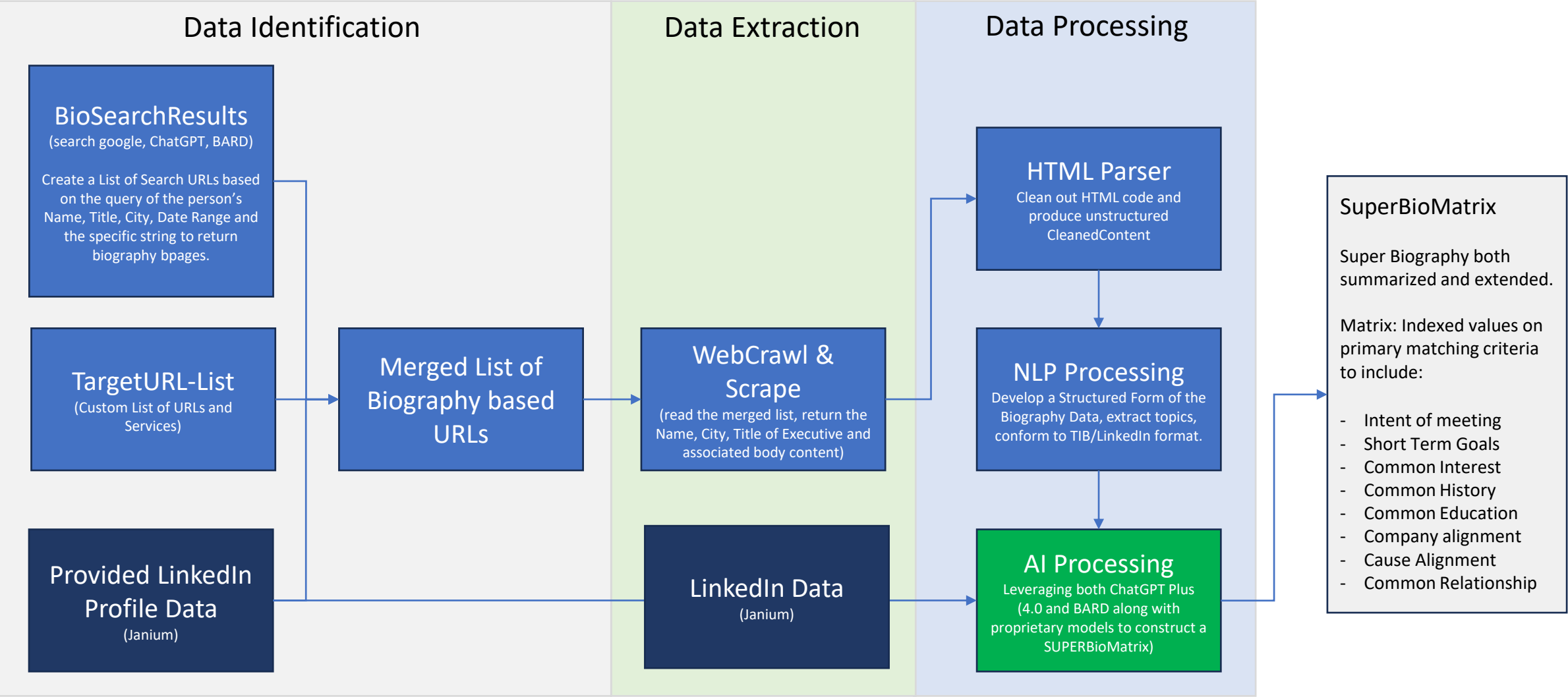
(website + Web Search: media, Crunchbase, Wikipedia, Bloomberg, Forbes, WSJ, CNBC) for all companies and charities in the system.



Leveraging recommendation and decisioning processes, with a clean and structured corpus of data such as the one developed by Harmonyx but tuned for this process, the MatchMaker service will create a designated list of matches ranking them on a weighted, critical match value matrix. Initial rankings and weights will be set to kick-off the learning process, ultimately, with a closed feedback on the success and failure of meeting goals, the system will learn what weights and rankings to apply in the given situation between an Influencer and Requester.



HIGH LEVEL ENRICHED DATA MODELING FOR MATCHMAKER AI SERVICES



Search Results URL List

Name	City	Title	URL
Tim Cook	cupertino	CEO	https://twitter.com/tim_cook
Tim Cook	cupertino	CEO	https://www.forbes.com/profile/tim-cook/
Tim Cook	cupertino	CEO	https://www.apple.com/leadership/tim-cook/
Tim Cook	cupertino	CEO	https://www.macrumors.com/guide/tim-cook/
Tim Cook	cupertino	CEO	https://www.gq.com/story/tim-cook-global-creativity-awards-cover-2023
Tim Cook	cupertino	CEO	https://www.charitybuzz.com/catalog_items/auction-enjoy-lunch-with-ceo-tim-cook-at-apple-hq-in-993407
Tim Cook	cupertino	CEO	https://www.bloomberg.com/news/newsletters/2023-03-12/why-are-so-many-apple-executives-leaving-who
Tim Cook	cupertino	CEO	https://www.cbsnews.com/sanfrancisco/news/tim-cook-apple-ceo-billionaire-net-worth/
Tim Cook	cupertino	CEO	https://www.cringely.com/2011/08/24/cupertino-two-step/

Craw&Scrape results from Search Links

URL	Cleaned Content
https://twitter.com/tim_cook	JavaScript is not available.We've detected that JavaScript is disabled in this browser. Please enable JavaScript or switch to a supported browser to continue using twitter.com. You can see a list of su
https://www.forbes.com/profile/tim-cook/	Tim CookSubscribe to newslettersSubscribe Sign In PROFILETim CookCEO, Apple\$1.9BReal Time Net Worthas of 8/20/23Reflects change since 5 pm ET of prior trading day.#1601 in the world todayA
https://www.apple.com/leadership/tim-cook/	Apple Leadership Tim Cook Chief Executive Officer Tim Cook is the CEO of Apple and serves on its board of directors.Before being named CEO in August 2011, Tim was Apple's chief operating offic
https://www.macrumors.com/guide/tim-cook/	Tim Cook: Stories about Apple's CEO on MacRumorsSkip to ContentGot a tip for us?Let us knowa. Anonymous formclosePodcastInstagramFacebookTwitterMastodonYouTubeNo
https://www.gq.com/story/tim-cook-global-creativity-awards-cover-2023	Tim Cook on Shaping the Future of Apple GQSkip to main contentStory SavedTo revisit this article, select My Account, then View saved storiesClose AlertSign InOpen Navigation MenuMenuStory S
https://www.charitybuzz.com/catalog_items/auction-enjoy-lunch-with-ceo-tim-cook-at-apple-hq-in-993407	Charitybuzz: Enjoy Lunch with CEO Tim Cook at Apple HQ in Cupertino, CA & 2 VIP Passes to an Apple Keynote LOGINREGISTERHomeExplore Lots OThe ShopcontactPartner with usEXPLORE LOTS RE
https://www.bloomberg.com/news/newsletters/2023-03-12/why-are-so-many-apple-executives-leaving-who	Why Are So Many Apple Executives Leaving? Tim Cook Faces Unprecedented Turnover - BloombergSkip to contentBloomberg the Company & Its ProductsThe Company & its ProductsBloomberg Ter
https://www.cbsnews.com/sanfrancisco/news/tim-cook-apple-ceo-billionaire-net-worth/	After Nine Years As CEO of Apple, Tim Cook Is Now A Billionaire - CBS San FranciscoCBS News Bay Area: Free 24/7 NewsCBS Bay Area AppNational NewsBay Area Bridge BuildersMeet The Staff/Send
https://www.cringely.com/2011/08/24/cupertino-two-step/	Cupertino Two-Step I, CringelyHomeAbout BobBreaking NewsBusinessTechnologyGovernmentPredictionsTerms Previous Next Cupertino Two-StepI was about to board an airplane Wednesday w

ExtendedTargetLookup results

URL	Cleaned Content
https://wikipedia	<p>Timothy Donald Cook (born November 1, 1960)[1] is an American business executive who has been the chief executive officer of Apple Inc. since 2011. Cook previously served as the company's chief operating officer under its co-founder Steve Jobs.[2] Cook joined Apple in March 1998 as a senior vice president for worldwide operations, and then served as the executive vice president for worldwide sales and operations.[3] He was made the chief executive on August 24, 2011, prior to Jobs' death in October of that year.[4] During his tenure as the chief executive, he has advocated for the political reformation of international and domestic surveillance, cybersecurity, American manufacturing, and environmental preservation. Since 2011 when he took over Apple, to 2020, Cook doubled the company's revenue and profit, and the company's market value increased from \$348 billion to \$1.9 trillion.[5]</p> <p>Tim Cook on Shaping the Future of Apple GQSkip to main contentStory SavedTo revisit this article, select My Account, then View saved storiesClose AlertSign InOpen Navigation MenuMenuStory SavedTo revisit this article, visit My Profile, then View saved storiesClose AlertStyleGroomingRecommendsCultureWellnessGQ SportsThe GQ BoxVideosOpen Navigation MenuMenuStory SavedTo revisit this article, visit My Profile, then View saved storiesClose AlertStyleGroomingRecommendsCultureWellnessGQ SportsThe GQ BoxVideosSEARCHBACK TO GQ.COMInstagramYouTubeFacebookTwitterTikTokCultureTim Cook on Shaping the Future of AppleAs Apple CEO, he has defied his skeptics and refashioned the world's most creative company on his own exacting terms. Now, in a frank conversation, he offers new insight into his leadership—explaining why he sees himself as an outsider, how he asserts Apple's values, and what he does to keep from staring at his iPhone all day.By Zach BaronPhotography by Mark MahaneyApril 3, 2023To listen to this profile, click the play button below.I. By now, nearing 9 a.m. at Apple Park, he's long since gotten up and absorbed himself in the morning rituals of the modern CEO: email and exercise. Tim Cook takes pride in not hiding his email address, which is readily available on the search engine of your choice. In fact, Cook says, he finds the avalanche of unsolicited emails helpful. He rises at around 5 a.m. and reads through all of them. Customers tell him what they think and feel about Apple products, sometimes they tell him stories about their own lives, and this information becomes a source of inspiration. If you work for Cook, you will inevitably wake up one day, wherever you are, to find one of these emails forwarded to you.Tim Cook covers GQ's Global Creativity Awards 2023 issue. Subscribe to GQ. And then, often before the sun has even risen, someone arrives to make him do what Cook describes as "things I would prefer not to do, that I could probably convince myself not to do." (Weight training, mostly.) And then he heads here, to the corporate headquarters of the company Cook has led since 2011.He is not a leader who is drawn to crisis or conflict, two climates his predecessor, Steve Jobs, seemed to at times thrive in. "I try not to let the urgent take over the day," Cook says. Regular meetings, different standing engagements with different parts of the company. He likes to ask questions. "I'm curious, and I'm curious about how things work," he says. He does this not to intimidate, though there is perhaps a standard, an expectation of those working for him, lurking there as well: "If something's really shallow, you find that people can't explain it very well." Like Jobs once did, he sometimes takes meetings on the move, walking around the campus. Most days, he leaves the office at 6:30 or 7 p.m. The overall sensation he attempts to impart is one of normalcy, of proportion, despite the fact that most days, Apple, which employs about 165,000 people, is the most valuable company in the world. (As of this writing, it's worth more than \$2 trillion; at one moment last year, that number was \$3 trillion, a figure roughly equal to the gross domestic product of the United Kingdom.)Apple's inventions—starting with 1976's Apple I and 1977's Apple II, and continuing through the iMac, the iPod, the iPhone, the iPad, the Apple Watch, and AirPods—have arguably done more to change the basic way that humans go through their day than those of any other company in the past 50 years. For these achievements, Jobs, who cofounded Apple and spearheaded the development of most of its signature products, is worshipped like a god, and Jonathan Ive, Apple's erstwhile design head, is worshipped like a demigod. But it is Cook who has run the company since Jobs's death, in 2011, Cook who has presided over the astronomical growth in the value of the stock, and Cook who is shaping the future of Apple today. It is his responsibility to protect what the company has already built while presiding over Apple's next big thing. Lately, rumor has coalesced around that thing being a headset, perhaps called the Reality Pro, with capabilities for virtual and augmented reality. Rumor suggests this headset is imminent. (Cook will not, to be clear, confirm or deny the existence of such a thing to a journalist, though he will happily talk about the...potential...of such a device.) And yet Cook is, in the wealth of biographies and hagiography that has grown up around Apple since its founding, an enigma still. "He's very hard to read," says Eddy Cue, who has been at Apple since 1989 and now leads its services division. "If you're looking to make your beliefs based on reading his facial expressions, you're probably not going to be good at that. I always joke around with him that he'd be a great poker player, because he'd have four aces and no one would know." This suits him: At a moment dense with pathological tech founders who log on daily to pontificate about the collective future of humankind, Cook does not log on all that much. He does not move fast and break things. His even calmness stands as an implicit rebuke to the chaos agents—Elon Musk, Mark Zuckerberg, and so on—who often get called to testify in Congress alongside Cook about the increasingly uncertain state of tech in this country. In clubby Silicon Valley, where it appears at times like people are battling to be the first in line on the venture capital–powered spaceship that will carry the Patagonia-clad elite away from the rest of us, Cook seems to side with the rest of us.In conversation, he sometimes channels the kid from Robertsdale, Alabama, that he once was: slightly wide-eyed and a little surprised to find himself perhaps the world's most powerful businessman, wealthy and more influential than most actual presidents. During our time together, he will go on to talk about succeeding Jobs, he will defend his record as a creative leader in his own right, and he will elaborate on</p>

SUPER BIO

Tim Cook Profile:

- **Position:** CEO of Apple.
- **Net Worth:** \$1.9 billion as of 8/20/23.
- **Rankings:**
 - #1601 in the world's billionaires list for 2023.
 - #1647 in Forbes Billionaires (2023).
 - #8 in Innovative Leaders (2019).
- **Career at Apple:**
 - Became CEO in 2011.
 - Previously served as Apple's chief operating officer under Steve Jobs.
 - Joined Apple in 1998.
 - Played a key role in the development of strategic reseller and supplier relationships.
- **Previous Employment:**
 - Briefly worked at PC-maker Compaq.
 - Worked for 12 years at IBM, with his last position being the director of North American Fulfillment.
 - Vice president of Corporate Materials for Compaq.
 - Chief operating officer of the Reseller Division at Intelligent Electronics.
- **Education:**
 - MBA from Duke University (Fuqua Scholar).
 - Bachelor of Science degree in Industrial Engineering from Auburn University.
- **Additional Information:**
 - Owns more than 3 million shares of Apple (less than a 1% stake).
 - Has sold hundreds of millions' worth of shares over the years.
 - Served on the board of Nike since 2005.
 - Sits on the board of trustees of Duke University.
 - Originally from Alabama with humble roots; his father was a shipyard worker and his mother worked at a pharmacy.



PROPOSAL FOR MATCHMAKER IMPLEMENTATION

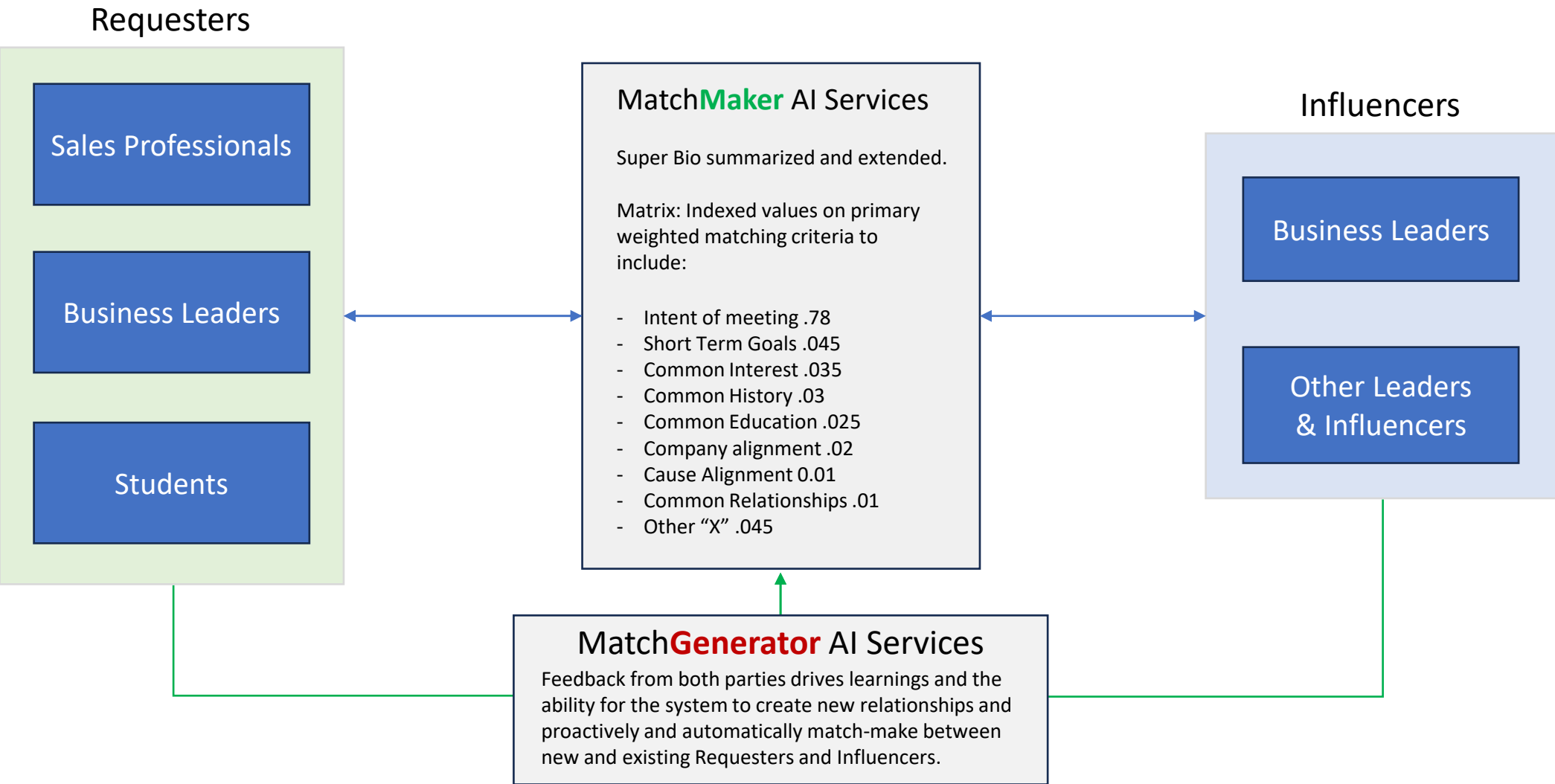
- Full Development as outlined (right)
- Full Implementation into TIB Workflow
- Conduct full “first time” data enrichment on all existing members for all use cases.
- TIB Team trained on all modules and control panels
- 3 months of customer support up to 50 hours
- 8 weeks to complete (2 week extension max)
- 50% Cash (25% down/25% full delivery)
- 50% Equity (25% down/25% full delivery at 2X cash value)
- **Project Total Fees \$110,250**
- Ongoing Data Services Fees: \$5k - \$15k per month

Finalize Data Sciences Data Corpus Structure	20
Relational Database final development, optimization, and tuning	
Import/Export processes	
Data Visualization and Reporting Processes	
Develop Batch Processing	
Batch Search and Crawl Process	12
Google Search - Proxy Server, Batch processing of searches on all individuals and companies	
Bard, ChatGPT - Proxy Server, Batch processing of AI prompts on all individuals and Companies	
Batch Text Processing	8
Stop Word Removal	
Special Character Removal	
HTML and Format Parsing	
Batch Text Analysis	8
Summarization (Chat GPT assist)	
Lamentization	
Topic Modeling	
Sentiment Analysis	
Develop MatchMaker Modules	
Batch Modules	16
Sweep and Match Recommendation System for all Existing Members	
Daily Influencer Recommendation System for Requesters (ranker)	
Control Modules and Tables	16
Individual Initial Lookup Tables	
Organization Initial Lookup Tables	
Dynamic Key influencing Factor Weighting Table	
Goals Weighting Table	
Collaborative Filtering and Recommendation MatchMaker	24
Content Collaborative Filtering	
User-User Collaborative Filtering	
Item-Item Collaborative Filtering (meeting-meeting)	
Communications Support and Authoring	36
MatchMaker Hot Topics (3 - 5 List Rankers of important topics for the match)	
MatchMaker Suggest Text (ChatGPT Prompted communications like notes, emails, intros etc)	
Batch customized communications modules	
Develop Control Panel	
Data Ingestion Control Panel	8
Data Enrichment Control Panel	8
Data Processing Control Panel	8
Daily Activity Control Panel	16
Reports and Visualizations Control Panel	16
Communications Control Panel	16
Built In Help Tools - Knowledge Bank - Tutorials	8
Overall Administrative and Meetings	24
Ongoing Support (3 months 50 hours of support)	50
Total Project Hours	294
Harmonyx Hourly Rate	\$500
Project Subtotal	\$147,000
Perpetual License to all assests, tools, models, processes, applications, etc	\$25,000
Equity Partner Discount (25%)	(\$36,750)
Project Total	\$110,250

MATCHGENERATOR — ADVANCED AI

- Expand the creation of matches to datasets outside TIB Corpus
- Search Driven Processes to identify new candidates from resources like LinkedIn, Salesforce, Sandler, Indeed, Zoominfo, and several others. In addition, open searches on google, bard, ChatGPT/bing.
- Suggest matches to each of the connections introducing them with relevant, contextual, and accurate information in a stylized greeting (jovial/humorous, serious/direct, friendly, shorthand, etc).
- Drive an automated scheduling and follow up cadence for the meeting with both requester and influencer. Importantly, drive the capture of meeting feedback to completes the deep learning cycle.
- This is an incremental step after MatchMaker is implemented.
- **Estimated Budget: \$35,000 to \$45,000**
- Estimated Delivery: 4 weeks after completion of MatchMaker

By capturing feedback on the meeting (structured and unstructured text) we can feed back to the system the success/failure by degree into the weighting of the system. Over time, it will learn which criteria drive success the most for which sub groups. Based on that learning, the system will make better matches and begin to “reason” creative and unexpected matches that have high probability of success. This model will increase in complexity as more and more learnings inform the system. The model can automatically suggest high quality matches by simply reviewing the database at programmed intervals. A completely proactive and organic method for meeting lead gen that will scale with membership.



GENERATIVE AI

TO DRIVE COMMUNICATIONS AND MARKETING



Once again, the concept of the super Bio will set much of the AI context and trigger much of the generative AI language and imagery.

In addition, we will build up a company/charity version of the BIO called an Organization Profile. Same general concept in which this content will set much of the AI context and trigger much of the AI generative content.

Finally, content generation will need direction on timing, participants, content and be informed on process and the nuances of moving along a defined campaign or program.



IP Ownership and Licensing

IP will be owned by both parties in this relationship.



IP Ownership

- All TIB data and derivatives of that data are owned by TIB and licensed to Harmonyx. This includes updated data models, relational databases, processed data and all of the NLP data analytics. Harmonyx has the ***perpetual license*** to the learnings of the model.
- All models, process, applications, and integrations produced by Harmonyx for these projects is IP owned by Harmonyx and licensed to TIB as implemented during the implementation phases. Those assets (tools) are for the exclusive use of TIB and TIB has license to use those assets in ***perpetuity*** as part of this contract. TIB also has an ***exclusive right*** to use those tools in its vertical space of “donation-based meetings” for 5 years.
- As specific applications are discussed, the general discussion will be that one party has right to ***ownership*** of the new IP, and the other party will have a right to ***license*** it in perpetuity on some fair basis.

Appendix

OUTREACH (EMAIL SPAM TURNAROUND)

An additional use case is the Spam Email Turnaround application. In this case, the influencer offers up their spam list to The Influence Board by virtue of a browser extension operated by Janium.

Everyday, a list of emails is provided to the TIB corpus. An application to parse out all auto-emails and keep only emails created by a person or initiated by a person's action would be used in an auto response scheme. Once in the corpus, these solicitations become a lead generator for TIB meetings.

The MatchGenerator will likely have the ability to fold into its platform this function of reading in the SPAM list. And until the actual technology has been developed by Janium, it is difficult to determine if that will be included in the MatchGenerator functional spec and deliverable.

Understanding the Type of Statistics

Type of analytics	What it does	How it works
Descriptive analytics	Describes what has happened in the past	Uses historical data to create reports, dashboards, and visualizations
Predictive analytics	Predicts what might happen in the future	Uses statistical models and machine learning algorithms to analyze historical data and identify patterns
Prescriptive analytics	Prescribes what should happen in the future	Uses mathematical optimization techniques to identify the best course of action to achieve a desired outcome

Prompt: summarize influenceboard.com

Influence Board is a platform that facilitates connections between business influencers and professionals for a noble cause. The platform is unique in that it is the only "cold outreach" sales process endorsed by business leaders. It allows professionals to establish credibility and stand out from the competition.

When arranging a meeting through Influence Board, professionals can be confident that their time will be valued. As a business influencer, one can accept only relevant meetings from purpose-driven professionals while raising funds for a cause they're passionate about. As a meeting requester, one can quickly land productive meetings with sought-after business influencers by donating to the worthy causes they're championing.

The platform is trusted by many companies and facilitates predictable, productive meetings with an ever-expanding pool of influential executives. It also allows business influencers to take control of unsolicited meeting requests, getting exposure to a manageable number of filtered, relevant conversations, and making a social impact with each meeting accepted.

The website also features a Business Influencer Leaderboard, showcasing influencers who have raised funds for various causes.

Prompt: create an outline summarizing influenceboard.com, --bold key terms, headings, numbers

1. **Overview:** Influence Board is a unique platform that serves as a **bridge between business influencers and professionals**. It's designed to facilitate meaningful connections **for a noble cause**. The platform stands out as it's the only "cold outreach" sales process that is endorsed by business leaders.
2. **Purpose and Functionality:** The main purpose of Influence Board is to allow professionals to establish **credibility** and **differentiate** themselves from the competition. The platform ensures that every minute spent by professionals is valued. It's designed to **facilitate productive and predictable meetings** with influential executives.
3. **For Business Influencers:** Business influencers can use the platform to accept only **relevant** meetings from **purpose-driven** professionals. This not only helps them manage their time effectively but also allows them to raise funds for a cause they're passionate about.
4. **For Meeting Requesters:** Meeting requesters, on the other hand, can **land productive meetings** with sought-after business influencers by donating to the worthy causes these influencers champion. This unique approach allows them to stand out and quickly establish **meaningful connections**.
5. **Trust and Reliability:** Influence Board is trusted by many companies. It provides a **reliable platform** for facilitating meetings with an ever-expanding pool of influential executives.
6. **Control and Impact:** The platform allows business influencers to **take control** of unsolicited meeting requests. They get exposure to a manageable number of filtered, relevant conversations. Moreover, each meeting accepted has a social impact as it **contributes to a cause**.
7. **Business Influencer Leaderboard:** The website features a Business Influencer Leaderboard. This leaderboard showcases influencers who have made significant contributions to various causes. It serves as a testament to the **impact** that can be made through the platform.
8. **Conclusion:** Influence Board is more than just a platform for arranging meetings. It's a tool that allows professionals and business influencers to **make a difference**. By facilitating meetings that contribute to worthy causes, it adds a layer of **purpose and impact** to professional connections.

THANK YOU!

