FOUNTECH

THINKING ARTIFICIAL INTELLIGENCE

E-Brochure

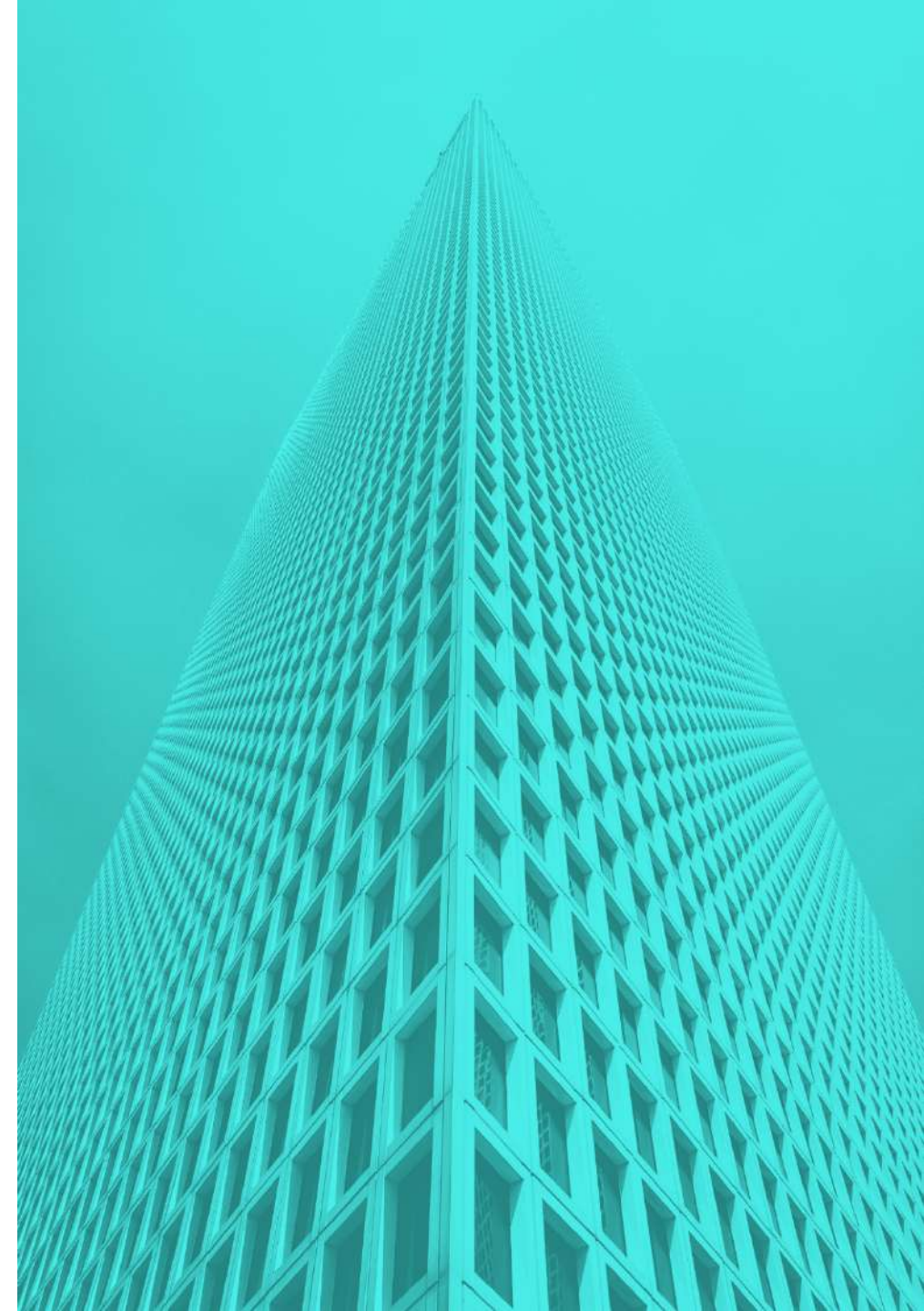An introduction into the world of Fountech.

WHO WE ARE

We like to think of ourselves as an Artificial Intelligence (AI) think-tank, rather than a regular AI development company. This is because our core philosophy is the creation, application and integration of 'Thinking Artificial intelligence' rather than the use of a series of algorithms within a software package.

Because the science of AI development around the world seems to be working well thus far, sticking to 'textbook' classifications and methods, there seems to have been a slow uptake in developers pushing any boundaries. We feel that this might be hindering true progress.

Therefore, Fountech's core philosophy is:

"You don't just learn Artificial Intelligence; you need to think it"

WHAT WE DO

We develop our own products and ideas but, also, we are definitely 'for hire' to solve problems, by using a combination of existing tools and custom-developed, proprietary strategies.

MISCONCEPTIONS ABOUT ARTIFICIAL INTELLIGENCE

1. AI NEEDS TO BE POLICED

These two quotes exemplify that there are widespread misunderstandings about AI, which are often hyped on social media, usually on 'slow news days'; but if two of the world's leading entrepreneurs differ so widely on the concept, how can the general public be expected to understand AI's capabilities and limitations?

"fundamental risk to the existence of civilization"

-Elon Musk, CEO of SpaceX

"... would you not invent the telephone because of the possible misuse of the telephone by evil people? No, you would build the telephone and you would try to find a way to police its misuse...".

-Erik Schmidt, CEO of Google

MISCONCEPTIONS ABOUT AI

2. AI WILL BE SELF AWARE

One common fallacy is that all of a sudden, AI will become 'self-aware' and will turn on its human creators, effectively attempting to wipe us all off the face of the earth. There are many thousands of reasons why that is never going to happen, and they are beyond the scope of this presentation, but those of us who work closely with AI know that this is highly unlikely.

MISCONCEPTIONS ABOUT AI

3. WE'RE REALLY CLOSE...

That's actually far from true, but in reality, AI has actually been around for years, in a more basic form. Only now, due to computational efficiency and energy saving technology, are we able to integrate instances of AI into domestic appliances or apps that we all use every day. We haven't even scratched the surface yet, but there's no doubt that the majority of the AI instances built by humans will be for the common good.

AI FOR REAL BUSINESS SOLUTIONS

Fountech know how to integrate technology into businesses because we understand primarily that return on investment is as crucial as providing an efficient solution to a given problem.

NICK KAIRINOS

Fountech's CEO and serial entrepreneur

Nick brings over 20 years' experience of working with start-ups as an entrepreneur, investor and advisor. His focus is problem solving using Artificial Intelligence, while also liaising between technologies and business people. Consequently, several of his adopted start-ups have produced, from zero to millions of dollars In monthly revenue.

in *bit.ly/kairinos*

DR. PETROS MINA

Fountech's Lead AI Architect

Petros works at the interface of mathematics, statistics and AI. He specialises in the development of mathematical and statistical models, especially in the context of Big Data. He understands and deconstructs the complexities of leading-edge technologies to create solutions to contemporary problems.

in *bit.ly/dr-mina*

CHLOE CHIRA

Fountech's AI System Developer

Having completed her Masters in Artificial Intelligence at the University of Edinburgh, Chloe is a mathematician with exposure to AI and robotics. Her research skills combined with her diverse background enables her to develop unique and innovate machine learning solutions for demanding problems. Apart from mathematical abstractness, Chloe incorporates her artistic influences in her models, introducing another element in her work.

in *http://bit.ly/chloe-chira*

STEFAN KAIRINOS

Fountech's Software Architect

Stefan iis a computer scientist and algorithmist specialising in technical analysis and implementation. His attention to detail when assessing software ensures that tangible results are always delivered for Fountech's clients.

http://bit.ly/Stefan-K

ANDREAS CHRISTOFI

Fountech's Quality Assurance Manager

Andreas specialises in humans' responses to technology. With experience in user acceptance testing and quality assurance, along with deep understanding of functionality Andreas brings a demanding user's perspective to software development.

http://bit.ly/Andreas-C

OUR TEAM

If we don't specialise in it, we can certainly bring in an expert via our broad 'support team'; from financial services to integrating disruptive technologies such as virtual reality. This diversity means that we can approach projects from an interdisciplinary perspective.
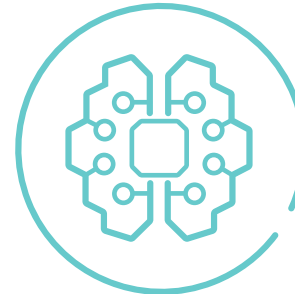
Entrepreneurs

Academics

Programmers

Researchers

Designers

Architects

Mathematicians

Support

OUR RESULTS

We develop 'novel' instances of quality AI; sometimes, to avoid re-inventing the wheel, from a recipe book of previously used ingredients and methods, sometimes created straight from scratch. Whichever ingredients and methods are used, everything is 'cooked' together in a proprietary 'logic layer', containing both AI driven and other algorithms. Each time that we create a new recipe, improvements are made. Every tweak and update ensures that our products are unique in functionality, purpose and the results that they bring.

POTENTIAL COSTS & OPTIONS

Our clients are offered **two options** when they hire us to build products for them. **(1)**They may choose to own the AI outright when the project is finished, or **(2)**decide on the more affordable route of paying a negotiated license fee.

There are pros and cons for both models, and these can be discussed in detail at the proposal stage.

ACHIEVEMENTS

ACROSS MULTIPLE INDUSTRY SECTORS

At Fountech, we're proud of our diversity, and the application of AI to create products that really work, providing answers that can achieve real results for businesses and their customers, making the world a better place for everyone concerned.
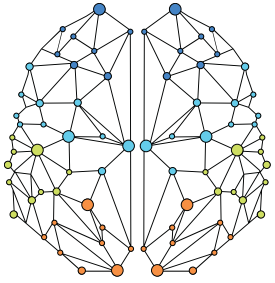
prospex

We have helped startups succeed across various sectors over the last few years; for example, our business intelligence algorithms have successfully powered 'Prospex', a sales-lead generation platform, which has enjoyed extremely promising initial results and is attracting investment.

SAISHA

Our AI driven board advisor avatar will be the **future of the board meeting,** making suggestions, warning of possible problems, highlighting opportunities, like a hundred business consultants all rolled into one. Legal, accounts, marketing, HR, operations, logistics – all such issues flagged up in directors' board meetings within the blink of an eye.

SOFFOS
ACTION YOUR POTENTIAL

We have made enormous leaps forward in the **Educational Technology** arena with '**Soffos**' a teaching and learning platform that understands learners' styles from hyper-personalisation.
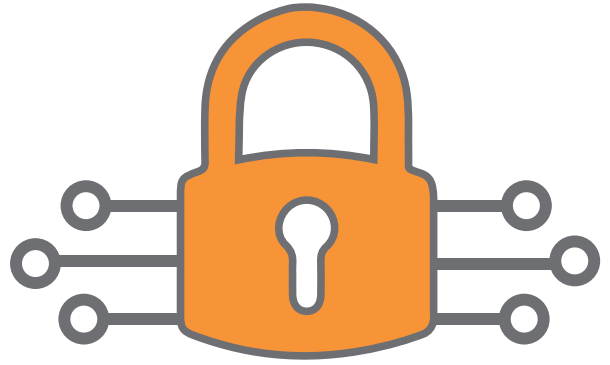
The AI draws upon a myriad of factors from every single individual learner, to understand how well they retain information from various inputs in terms of speed, retention and presentation; whether learners are 'visual' or 'lexical', whether they might respond better to numbers, images, written words or sounds. The traditional 'one teacher single delivery' method doesn't take into account a million potential barriers to learning, but Soffos' AI can customise that delivery to make every lesson hyper-efficient. From basic literacy across the third world to extra tuition in college, once again, the AI is proving its mettle.

dinabite

Within the **hospitality sector**, GPS-based restaurant locator app 'Dinabite' is making giant leaps forward fuelled by Big Data from customer profiling, using AI for hyper-personalisation. This means that a once relatively simple app to find nearby restaurants from a user's mobile device, can offer exclusive discounts on particular days for specific dishes in discrete locations. This increases footfall for restaurateurs and saves diners' money while offering variety. Successful trials across Italy and in London, UK, have proved very exciting, with half a million in seed capital already raised.

Data**Vault**

Another of our own projects, DataVault, is a platform that seeks to identify, locate, secure and monetize personal data for its rightful owners. For too long, the valuable commodity of personal data has been treated in a cavalier fashion by data brokers. DataVault uses our AI and Big Data analysis to enable the general public to take full ownership of what is rightfully theirs.

IF ONLY WE KNEW

We are very keen to participate in building technology that will make the world a better place, with the potential to affect people in the billions. That doesn't mean to say that we won't work with smaller companies if their ethos is positive and their products provide utility, but in any case, we exist to **help any organisation to answer their 'burning question'.** That 'what if we knew why...', which would make things better and easier for the organisation and its customers alike.

So if a company that publishes a restaurant finder app could find out why customers seem to want more spinach on their pizzas in August than in January, they would be busy promoting different seasonal menus, thus increasing restaurant footfall for clients and enhancing enjoyment for their customers. It's cracking such not-so-little conundrums that has become one of our specialities. **What's yours?**

You only have to ask,
so why not get in touch...

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