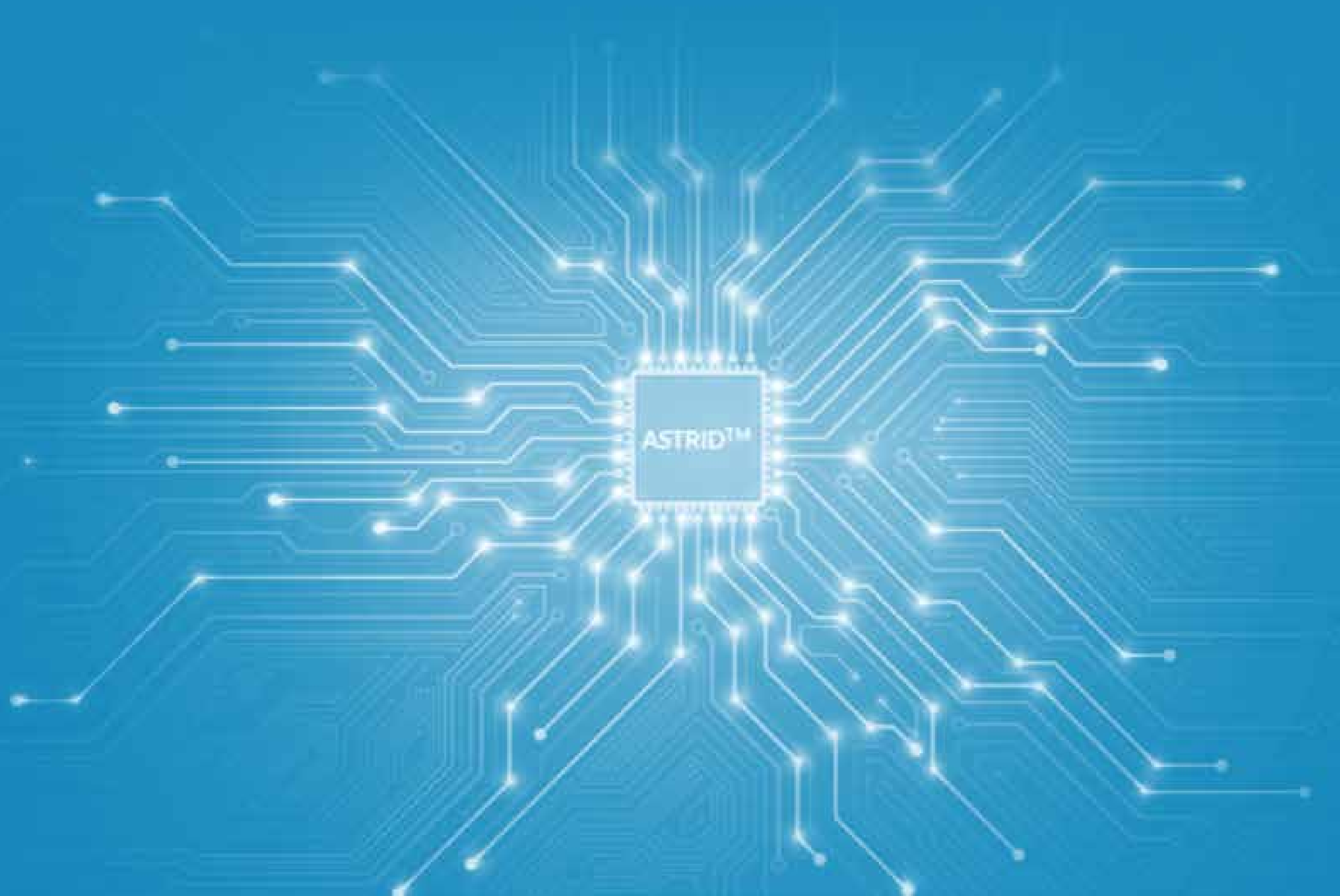
prezent™

Astrid™

An overview of the AI technology that powers Prezent Premium



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1. Disclaimer

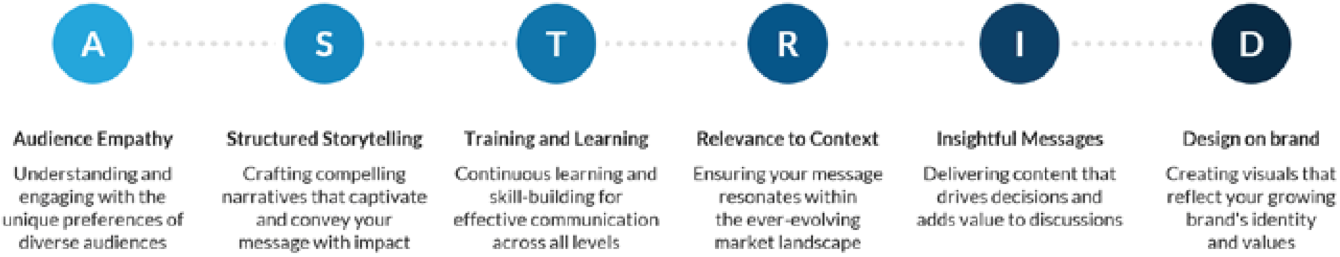
Prezent strives to provide you with responses to your inquiries with information that is accurate as of the date of the response and to the best of our current knowledge. Please be assured that our procedures and policies are subject to change; therefore, we cannot guarantee that the responses to your questions will remain the same over time. The information provided here is purely for informational purposes. The relevant mutually agreed-upon subscription agreement(s) or the online Prezent Terms of Service exclusively outline the terms and conditions governing your use of Prezent services related to this information request.

2. Introduction

Prezent is a business communication platform for enterprise teams. Prezent is an intelligent platform with all the AI tools, best-practice content, learning assets, and expert services to supercharge communication effectiveness by 80% and reduce time on presentations by 70%.

Prezent provides a software-as-a-solution (SaaS) platform that uses enterprise-grade cloud architecture. Prezent instances are unique per customer, ensuring high availability and no coalescence of customer data. Prezent operations use standardized infrastructure, processes, and tools regulated by globally revered governance and compliance frameworks to extend our customers' highest level of security.

Astrid™ is our multi-disciplinary AI communication assistant for busy professionals. Astrid™ offers sophisticated business storytelling capabilities including audience empathy, structured storylines, high-end designed templates, and communication learning modules. These help users bring ideas to life through presentations and slides tailored to their audience’s preferences.


A
S
T
R
I
D
Audience Empathy
Understanding and engaging with the unique preferences of diverse audiences
Structured Storytelling
Crafting compelling narratives that captivate and convey your message with impact
Training and Learning
Continuous learning and skill-building for effective communication across all levels
Relevance to Context
Ensuring your message resonates within the ever-evolving market landscape
Insightful Messages
Delivering content that drives decisions and adds value to discussions
Design on brand
Creating visuals that reflect your growing brand's identity and values

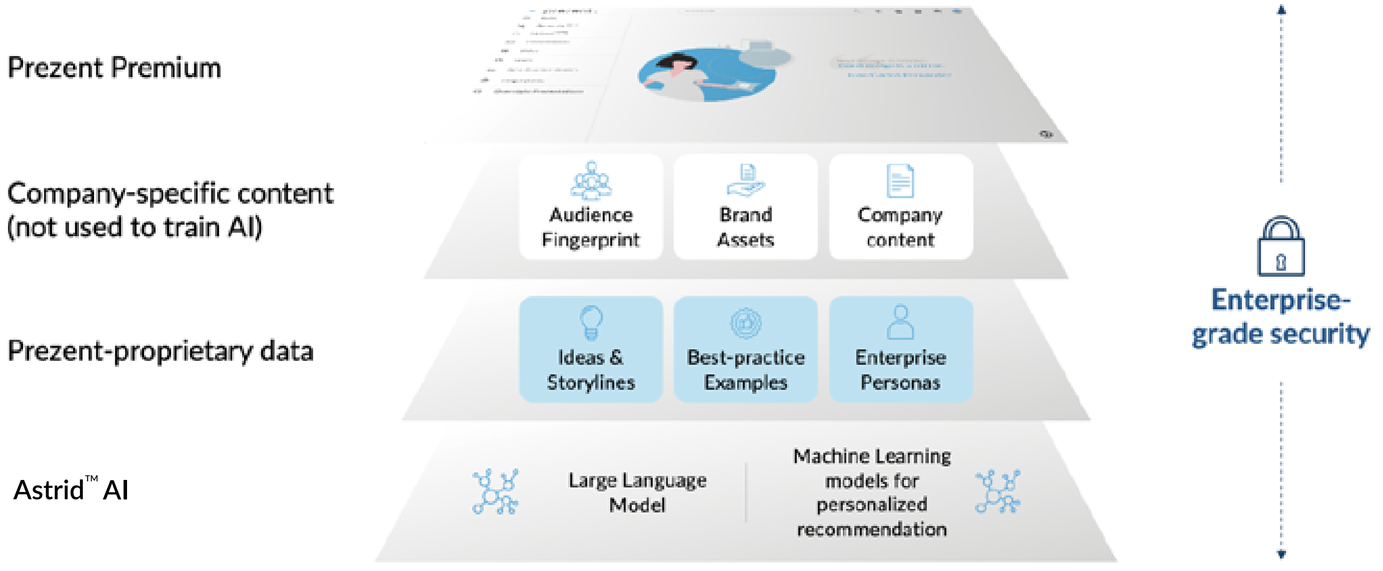
3. Architecture

Architecture Overview

Astrid^{TM} is an ML suite integrated as a part of the Prezent platform, built on the AWS cloud. We employ enterprise-grade security practices and architecture to ensure the safety and privacy of all data. The Privacy Policy and the Security Overview document cover all the details regarding Prezent security.

> We use enterprise-grade security practices and architecture to ensure the safety and privacy of all data

Astrid™ is a comprehensive framework encompassing a range of features and functionalities designed to cater to the specific needs of our enterprise customers. Astrid^{TM} includes AI models trained on Prezent-proprietary metadata stored in secured data storage. Astrid^{TM} generates the responses based on specific user inputs, company brand guidelines, and audience presentation preferences, and feeds them to all Prezent Apps secured by enterprise-grade security infrastructure. We do not use any customer proprietary, sensitive, or confidential customer data to train our models.



Components

Astrid™ includes an Orchestration mechanism, caching, logging, validation processes, an Embedding model, a suite of ML models, and an LLM (Large Language Model) with intelligent prompts powered by Prezent's advanced storytelling techniques. Customers can use prompts and other capabilities to leverage the curated responses from the ML models tailored to their needs.

Astrid^{TM} includes a collection of curated ML techniques carefully trained on Prezent-proprietary data and designed for enterprise business needs. These include:

1. **Large Language Models (LLM):** We use responses from LLM models hosted in secured AWS cloud infrastructure. Responses are refined and are sent back to the Prezent platform after multiple iterations of validations to remove any bias or offensive outputs.

2. **Natural Language Processing (NLP):** We use NLP-based summarization techniques, named entity recognition (NER), and part-of-speech tagging to generate a summary of the input deck and identify segments within a sentence for data sanitization.

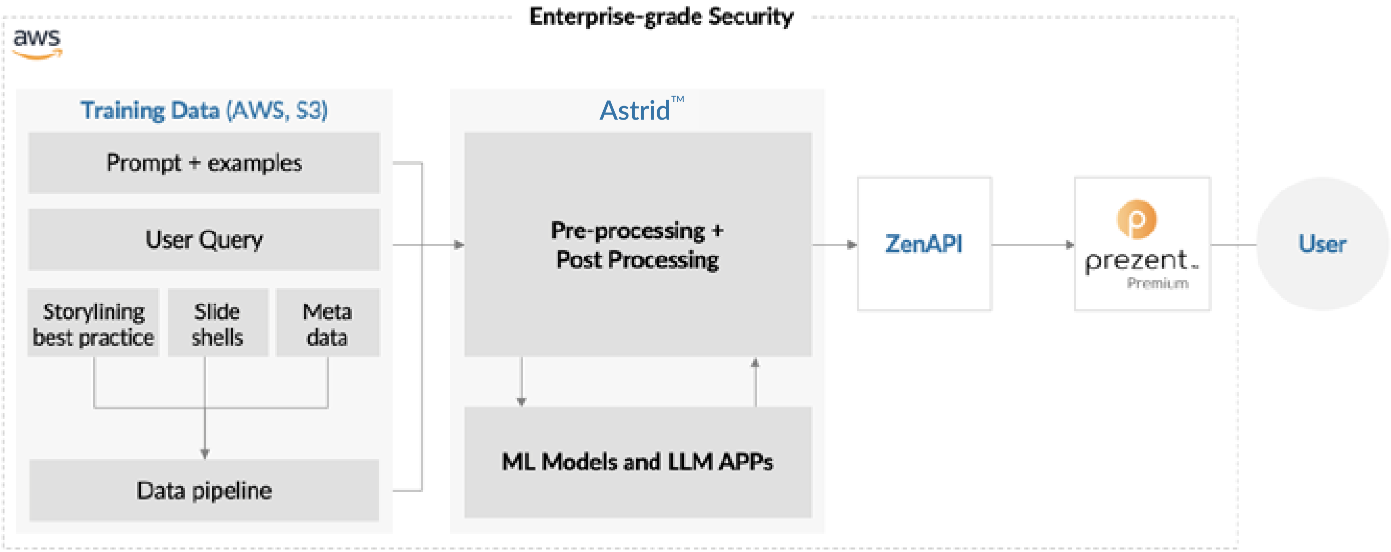
3. **Computer Vision**: We use image segmentation algorithms and graph neural network methods to identify the optimal redesign for an input slide input. We also use image captioning and vision-based object detection models to replace existing images with the best-fit images and

automatically generate tags for improved organization and retrieval.

4. **Retrieval Augmented Generation (RAG):** Enhance prompts by securely and adaptively incorporating customer inputs, enriching the prompt template with industry best practices. Thus ensuring that the generated output is pertinent to the specific business needs.

5. **Other techniques**: We use ML embeddings for user searches and apply vector searches to tailor responses based on Prezent-proprietary slide metadata, which includes presentation preferences, brand guidelines, and business use cases. Additionally, we employ image-based search embeddings to retrieve Prezent-owned slides matching the specified criteria. Furthermore, text filled into brand-compliant slides is automatically formatted using unsupervised learning algorithms, eliminating the need for manual formatting.

In addition to the above-mentioned techniques, we also use pre-processing and post-processing practices such as orchestration, logging, caching, and validation to create user-ready quality output. All these techniques and ML models collectively enhance the functionality and efficiency of our AI product, catering to the diverse needs of our enterprise clients.



Continuous Innovation

Astrid™ continually learns and develops by incorporating user feedback, enhancing future results for similar scenarios. We make use of various industry best practices and benchmarking to ensure an accurate and up-to-date service. The Astrid™ data layer is an ever-expanding database that leverages user feedback, Prezent-proprietary best practice examples, and publicly available industry data to consistently improve its output over time.

We use accuracy metrics like precision-recall and F1 score to ensure the accuracy and reliability of the models. We compare the accuracy of the results with the state-of-the-art models to ensure our results are at par with industry standards. We measure OOD (Out of Distribution Accuracy) on curated test data, to quantify the performance of the model on a dataset different from its training data. We also test the models by slightly modifying the input data to ensure the models are robust to noise and update the testing data periodically to ensure model accuracy is consistent over time.

Our data is split in 60-20-20 % for training, validation, and testing of the models. A post-deployment validation testing suite ensures a smooth transition from the development to the deployment phase.

4. Data and Privacy

Privacy

Prezent or its employees cannot access the content uploaded by any of our users. The user is the sole proprietor of all content uploaded, and stored on their Prezent account(s). Prezent utilizes a risk-based approach to cybersecurity and makes sure cyber/information security risks are mitigated and managed. Additionally, Prezent follows strict privacy protocols governed by international laws such as GDPR and CCPA and regulatory frameworks like ISO27001 and SOC2 Type II. We guarantee the utmost data protection so you can upload and collaborate with confidence and peace of mind.

Data storage and use cases

Prezent strives to provide the best user experience and constantly improve on our offerings. To ensure this we study how the users are interacting with the platform to enhance our AI-generated suggestions and content for you. We DO NOT use any proprietary, sensitive, or confidential customer data to train our models. For further details please refer to our Terms of Service, Privacy Policy, and Cookie Policy. Prezent takes utmost care to ensure all your data is secured as governed by our security framework.

We DO NOT use any proprietary, sensitive, or confidential customer data to train our models

Training Data

Prezent maintains a rich and evergrowing dataset stored in safe and secured data stores maintained by AWS.

The training dataset consists of, Prezent-proprietary slide shells, Prezent-proprietary slide metadata, and publicly available data:

1. **Prezent-proprietary slide shells:** These are part of the exhaustive Prezent-owned slide database designed by the in-house design team to specifically address business needs and ensure on-brand design.

2. **Prezent-proprietary slide metadata**: Slide metadata finds the right slide fit for the relevant use case. This includes Prezent-created storylines, slide layouts, relationship mapping of different slide elements, visual score, and business ideas.

3. **Publicly available data:** We train our ML models using Prezent-proprietary data tailored for industry-specific learning. AWS securely stores this extensive dataset, including product performance data. Our algorithms are trained on publicly available data (industry best practices, research papers, articles, enterprise personas, ideas, storylines), and slide metadata (slide layouts,

vibrancy score, images/tables/charts/cartoons/etc) from Prezent-owned slide shells. We strictly refrain from using proprietary, sensitive, or confidential customer data to train our models.

All our ML models are trained on Prezent-proprietary data, which includes data related to the performance of the Prezent Product. We also use slide metadata (slide layouts, vibrancy score, images/tables/charts/cartoons/etc) from Prezent-owned slide shells. We DO NOT use any proprietary, sensitive, or confidential customer data to train our models.

Security

Prezent takes utmost care to ensure all your data is secured. We employ top-tier security protocols and architecture designed for enterprise use to guarantee the protection and confidentiality of all data. Prezent implements and maintains appropriate physical, technical, architectural, and organizational measures to ensure a level of security appropriate to the risk, which includes the technical and organizational measures required by applicable Data Protection Law. Prezent ensures a comprehensive secure infrastructure at all 3 levels ie Data Transit, Data at rest, and Data in use.

> We employ state-of-the-art security protocols and architecture designed for enterprises to guarantee the safety and confidentiality of all data

1. **Data at transit**: We ensure end-to-end encryption of all our data including training data for ML models
2. **Data at rest**: We enable data encryption at the database layer and S3 layer and also enforce the version control system with HTTPS
3. **Data in use**: We maintain an access control list to avoid any unauthorized access, and ensure all the lambda functions (business logic layer) are assigned with specific IAM roles to limit access to all the resources storing data.

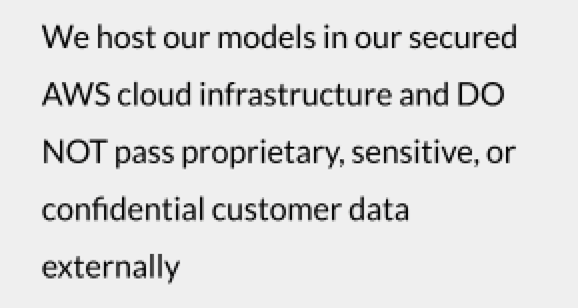
All our security measures and data protection measures are covered in detail in ISO27001 and SOC2 certified Secure Development policy enforcing OWASP Top 10 standards, and Data Processing Agreement. Furthermore, we protect all data subject requests under GDPR and CCPA rights.

Access

The users who upload presentations or slides have full control over the access control list of the assets uploaded to the Prezent platform. The user is the sole proprietor of all content stored on their Prezent account(s). They can choose from the following options to control who can access their content. The different options include:

1. **My Company:** This option allows the user to share their presentation with all colleagues in their company who are using Prezent.
2. **My team:** This option allows the user to share their presentation with all colleagues in their Prezent team.
3. **Select colleagues:** This option allows the user to share their presentation with specific colleagues from their company.

As part of our commitment to safeguard your business-critical data, all presentations and slides uploaded to the Prezent platform will default to the “Private” setting. By nature, this option maintains the privacy of presentations and slides, ensuring they won't be shared with any of your colleagues. Only the user will have access to them.



We host our models in our secured AWS cloud infrastructure and DO NOT pass proprietary, sensitive, or confidential customer data externally

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5. Other Concerns

Bias and Hallucinations

Prezent is committed to providing AI services that are unbiased and tailored to each user's specific needs. To achieve this, we maintain a diverse and continuously expanding expert-curated validation dataset. This dataset helps our models learn and stay up to date through a feedback learning mechanism.

We also take great care to ensure our data is clean, well-labeled, and sanitized to meet the highest quality standards. Our internal QA team uses stratified sampling methods to ensure the high quality of the training, validation, and test datasets. In addition, we employ industry-standard techniques like dataset versioning, and extensive prompt engineering to minimize bias in our responses.

Ownership

Astrid™ is a proprietary tool by Prezent and any slides or presentations created by users using Prezent can be used by the users as their own. Customers remain the data controller (i.e. data owner) for all data they store in their Prezent instance and therefore should apply access controls according to their data classification policies.

Responsible AI

Prezent is committed to upholding ethical and responsible AI practices. We maintain a vigilant approach to the ever-expanding raw dataset eliminating biases with diligent prompt engineering. Our AI provides multiple output options to ensure human-centered responses suit diverse scenarios. We meticulously scrutinize LLM models to filter out any unfriendly or inappropriate recommendations, such as those containing abusive, insensitive, or offensive language. Additionally, user feedback is highly valued, and we continuously assess and integrate this feedback to enhance our system's overall performance.

Risk Mitigation

Prezent addresses the imminent risks that may come with the development and implementation of an AI system. We maintain a responsible outlook to address any risks associated with effects on individuals, groups, communities, society, organizations, or ecosystems.

We make efforts to manage all kinds of risks that may be associated with our AI suite. We make efforts to address any risks related to:

1. **Third parties**: Prezent takes data security seriously and does not pass proprietary, sensitive, or confidential customer data to third-party ML models outside the Prezent infrastructure.
2. **Tracking and measuring**: We use industry-standard metrics like precision-recall F1 score to monitor the accuracy and performance of our models and benchmark them against other open-source models to identify and mitigate any biases, lapses, or nuances. We also maintain robust documentation, naming conventions, and data versioning to track all updates to our ML models.
3. **Explainable and Interpretability**: We make efforts to keep our AI systems and ML models easy to understand and train on. We document all our progress, maintain intuitive naming conventions, and diligently update the dataset versions to keep our systems uncomplicated and maintain transparent and reliable ML models.

Astrid™ is built with human centricity, social responsibility, and sustainability at its core. All the current and future updates are built to ensure a reliable, safe, secure, fair, and interpretable system.

prezent™

For more information about Prezent, please contact your account representative or visit us at:

https://www.prezent.ai