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# Mycroft Mind



Semantic search and  
visualization engine not only  
for new eShop generation

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# The Product

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- Semantic search engine
  - searches individually according customer interests and interests of people which are important for him/her  
(query example: *nice cell phone for my daughter*)
  - uses existing social networks (e.g. Facebook)
- Visualization engine
  - presents search result using 2D attention maps adaptable to a specific user
- Analytical engine
  - provides deep insight into customer community and its evolution



# The Market

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- eShops
- eShop engine vendors
- More generally: IT solutions which want to provide better search mechanism for a community of users



# Competitive Advantages

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- Semantic search offering new comfort to users  
(just try to enter 'nice phone' in Amazon search now)
- New generation of query result visualization using 2D attention maps  
(contrary to presentation of 1D lists)
- Front-end is implemented in Flash and can be easily embedded to any web page
- Strong analytical back-end which allows to deeply understand community of users  
(e.g. find opinion makers)



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