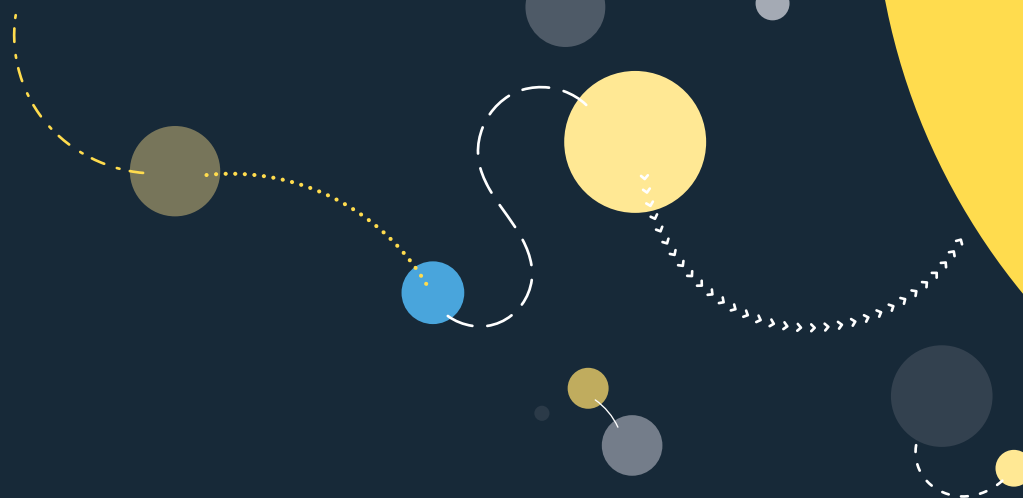
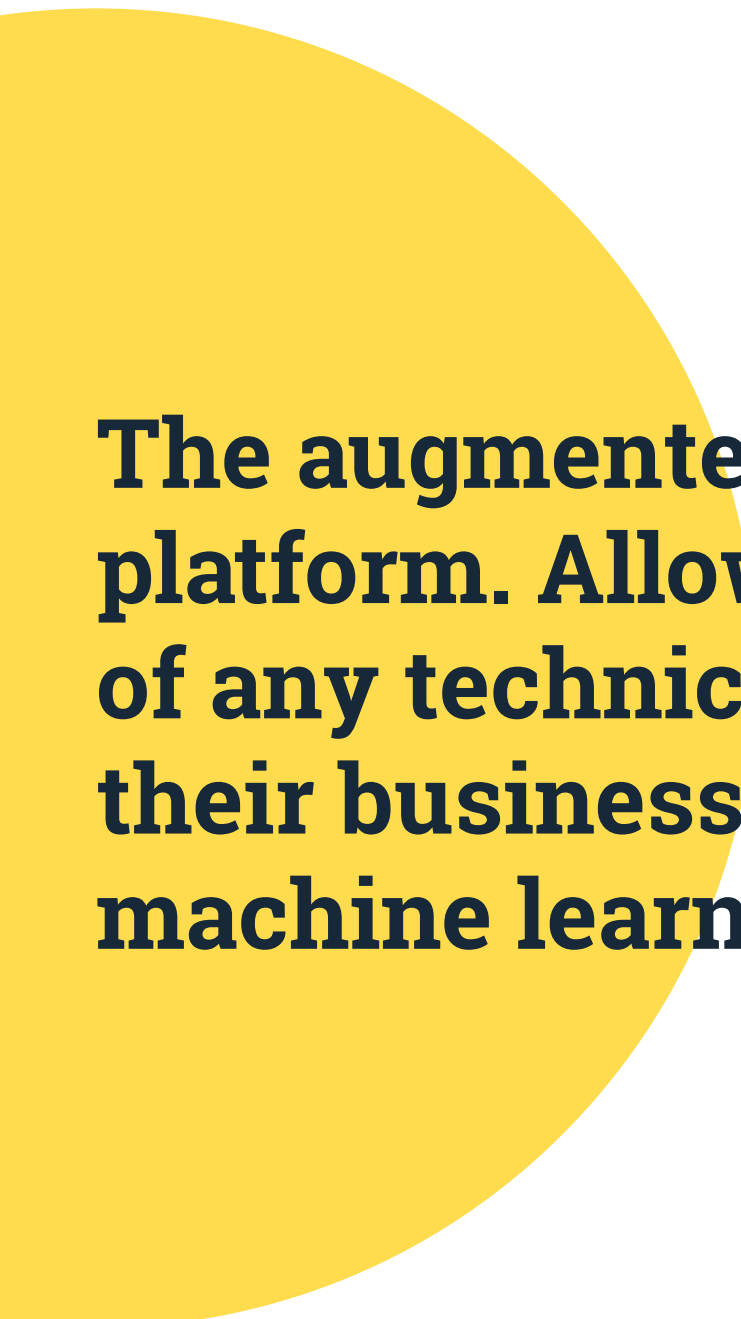




**mind  
foundry®**

Human intelligence amplified.





**The augmented data science platform. Allowing anyone, of any technical ability, to solve their business problems with machine learning...**



**Businesses  
generate lots  
of data...**

**Organizations are struggling to speed up the process of making critical decisions, which are growing in their complexity.**

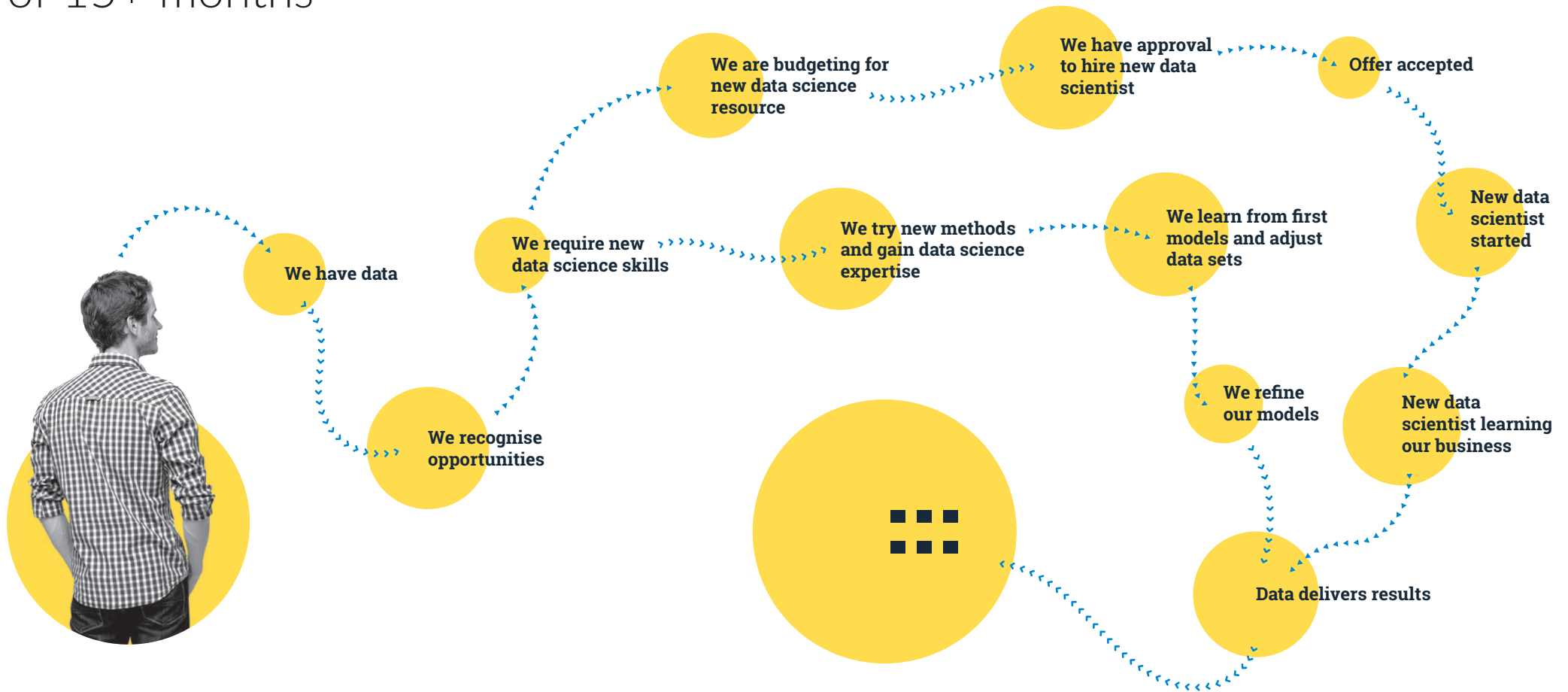
**There are many questions that could be answered from data across all departments and teams...**



**But there is too much data and too much analysis for people to handle**

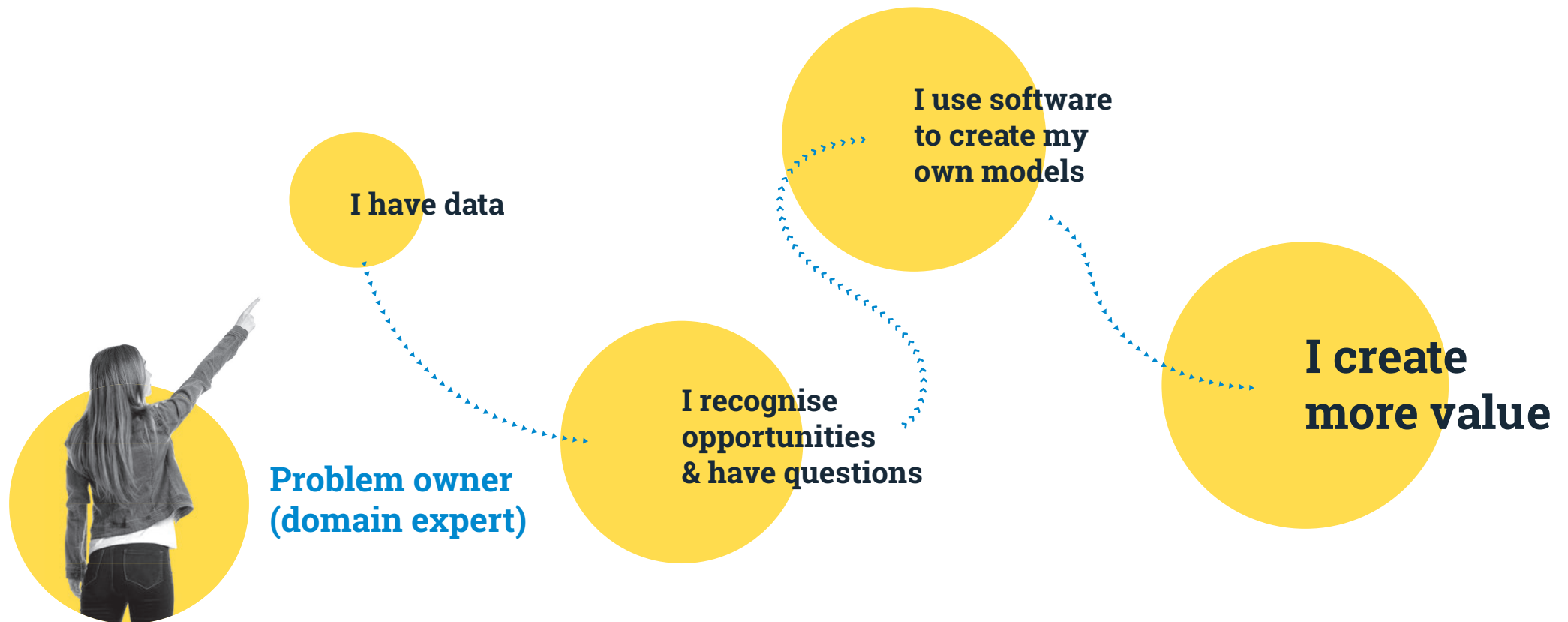
# The typical approach...

data to value cycle  
of 15+ months



# A better approach...

data to value cycle  
of hours or days



# Ingest and prepare data

**02**  
days  
manually

**30**  
minutes with  
Mind Foundry

The screenshot shows the 'Churn Example' dataset in Mind Foundry. The table has columns: churn, account length, international plan, voice mail plan, number of calls, total day calls, total day charges, total evening calls, total evening charges, and total evening calls. The data is filtered to show rows where 'churn' is 'FALSE'.

churn	account length	international plan	voice mail plan	number of calls	total day calls	total day charges	total evening calls	total evening charges	total evening calls
FALSE	128	no	yes	11	11	11.76	11	11.76	11
FALSE	107	no	yes	11	11	11.76	11	11.76	11
FALSE	137	no	yes	11	11	11.76	11	11.76	11
FALSE	84	no	yes	11	11	11.76	11	11.76	11
FALSE	75	no	yes	11	11	11.76	11	11.76	11
FALSE	138	no	yes	11	11	11.76	11	11.76	11
FALSE	121	no	yes	11	11	11.76	11	11.76	11
FALSE	147	no	yes	11	11	11.76	11	11.76	11
FALSE	117	no	yes	11	11	11.76	11	11.76	11
FALSE	141	no	yes	11	11	11.76	11	11.76	11
FALSE	45	no	yes	11	11	11.76	11	11.76	11
FALSE	74	no	yes	11	11	11.76	11	11.76	11
FALSE	108	no	yes	11	11	11.76	11	11.76	11
FALSE	95	no	yes	11	11	11.76	11	11.76	11
FALSE	42	no	yes	11	11	11.76	11	11.76	11
FALSE	161	no	yes	11	11	11.76	11	11.76	11
FALSE	85	no	yes	11	11	11.76	11	11.76	11
FALSE	99	no	yes	11	11	11.76	11	11.76	11
FALSE	76	no	yes	11	11	11.76	11	11.76	11
FALSE	75	no	yes	11	11	11.76	11	11.76	11
FALSE	147	no	yes	11	11	11.76	11	11.76	11
FALSE	27	no	yes	11	11	11.76	11	11.76	11
FALSE	130	no	yes	11	11	11.76	11	11.76	11
FALSE	111	no	yes	11	11	11.76	11	11.76	11
FALSE	130	no	yes	11	11	11.76	11	11.76	11
FALSE	174	no	yes	11	11	11.76	11	11.76	11
FALSE	57	no	yes	11	11	11.76	11	11.76	11
FALSE	84	no	yes	11	11	11.76	11	11.76	11
FALSE	100	no	yes	11	11	11.76	11	11.76	11
FALSE	49	no	yes	11	11	11.76	11	11.76	11
FALSE	160	no	yes	11	11	11.76	11	11.76	11
FALSE	78	no	yes	11	11	11.76	11	11.76	11
FALSE	170	no	yes	11	11	11.76	11	11.76	11
FALSE	51	no	yes	11	11	11.76	11	11.76	11

See your data and its features

The screenshot shows the 'Churn Example' dataset in Mind Foundry with the 'Data Preparation Advice' panel open on the right. The panel lists various data quality issues and provides recommendations for how to handle them.

Issue	Recommendation
Fill missing values	Use the mean of the column
Mark rows as missing	Use the mean of the column
Filter out rows with missing values	Use the mean of the column
Delete columns	Use the mean of the column

Apply interactive advice

See a full audit trail of data transformation

Connect and process data

Import SQL, CSV, XLS and more in seconds

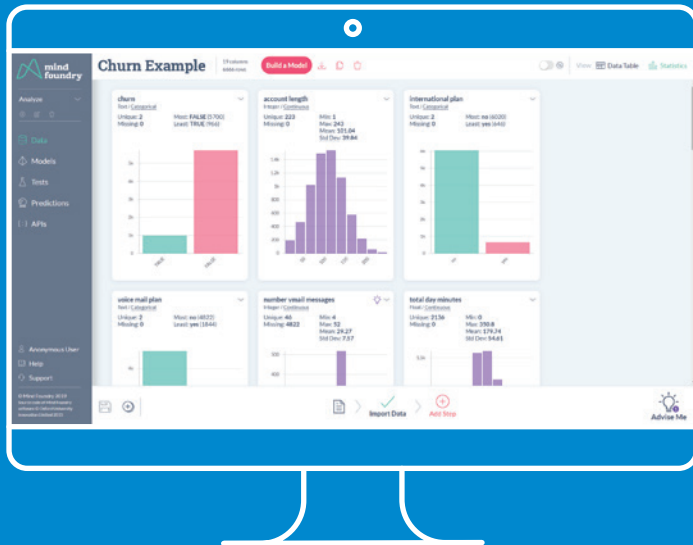
Join and align multiple data sets

AI guides you through data preparation

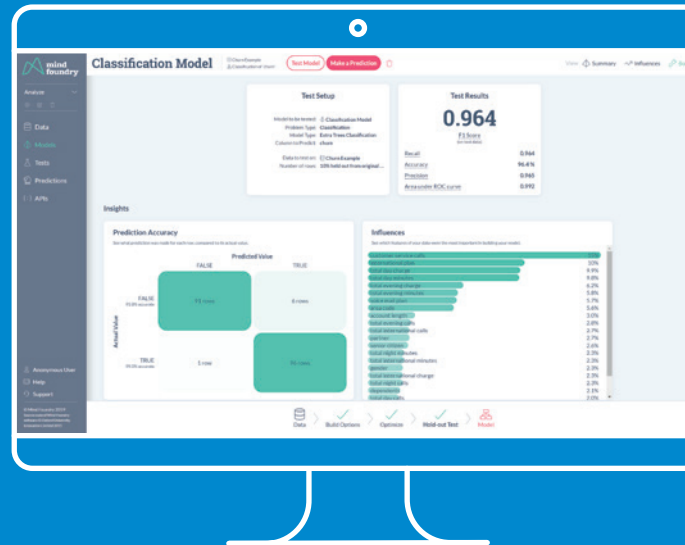
# Explore data for insights

**07**  
days  
manually

**45**  
minutes with  
Mind Foundry



Quickly see  
important  
features of  
your data set



Explore feature  
relevance for the  
problem you are  
trying to solve

Explore  
opportunities

See instant  
analysis of your  
data set

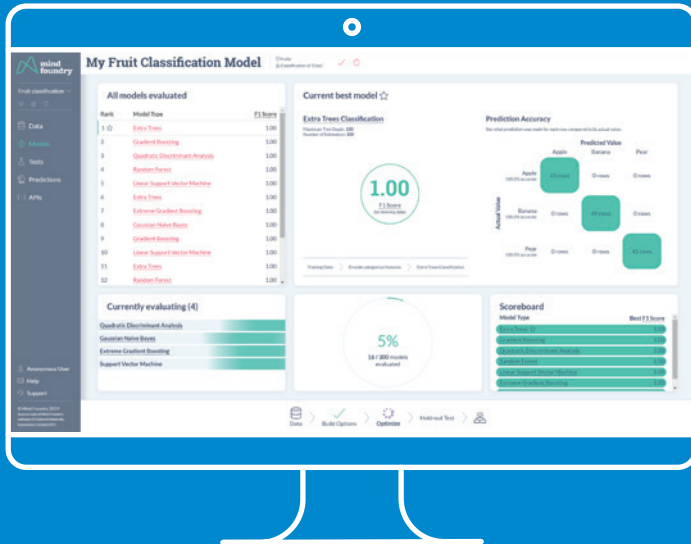
Apply machine  
learning without  
coding or speciality  
data science skills

See what data  
is valuable  
and why

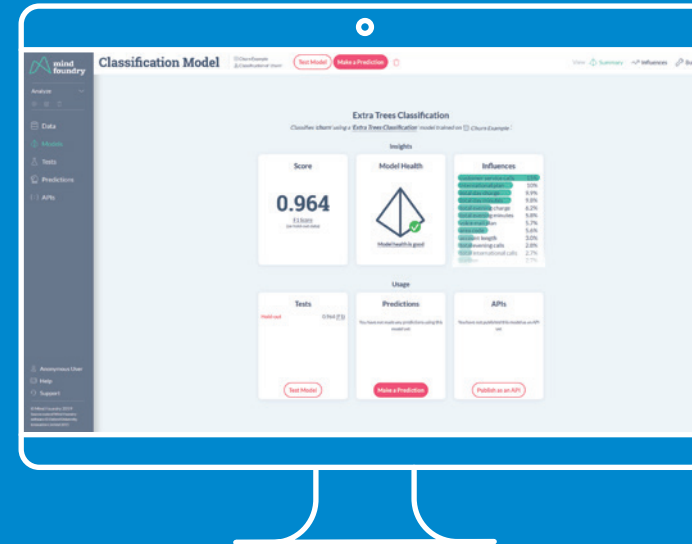
# Produce machine learning models

**13**  
days  
manually

**60**  
minutes with  
Mind Foundry



Achieve highest possible accuracy in minutes



Balanced, adjusted and tested to prevent overfitting

Build models

Adjust data set based on initial evaluation

Generate ML models without coding

Quickly select the best model with Bayesian optimiser

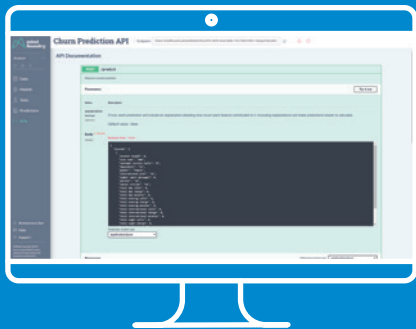
Understand factors driving ML logic



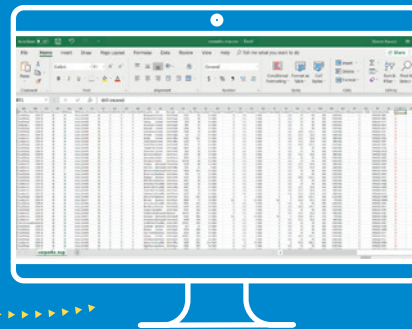
# Publish models into production

**15**  
days  
manually

**60**  
minutes with  
Mind Foundry



**Publish as a web service**  
**Predict directly from your workbench**



**Inject ML in your Excel spreadsheets**



**ML-enable your business applications**

**Inject ML in workflows**

**Keep full audit trail of data transformation and model building**

**Automatically process new data**

**Automatically convert your model into web service**

**Connect to your model via RESTful API to make predictions from any application**

**Keep track of model health and re-train when needed**

# The benefits

## Benefits for business leaders

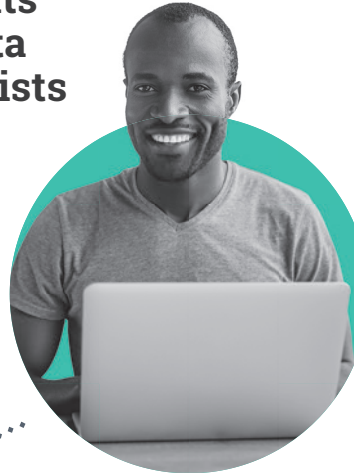


Inject machine learning in your key business initiatives

Be confident you are getting the most of your data with "data minded" employees

Effectively deploy limited data scientists on priority projects

## Benefits for data scientists



Get through tedious tasks quickly and focus on exciting high priority custom projects

Be confident you have the best models and they are updated

Champion the usage of machine learning across the business by supporting problem owners

## Benefits for problem owners



Generate value in days

Receive AI guidance about how to improve data

Learn about machine learning

Create models in minutes

No bottlenecks - self service with support from Mind Foundry experts

# About Mind Foundry

**We are a spin-out from the University of Oxford founded by two lead professors of the Machine Learning Research Group (MLRG) in the Department of Engineering Science, Stephen Roberts and Michael Osborne. Between them they have over 30 years experience in machine learning and their expertise is world-renowned.**

The MLRG has many years of experience collaborating with high-tech industries, heavy industries, finance, and more, bringing machine learning directly into real-world applications. However, academia can only take you so far. It became their desire to have a larger impact in industry and commerce and for this reason the two professors formed Mind Foundry in late 2015.

These days, everybody can gather data about their business - often in large amounts. However, it is rare that this data is consumable by the employees who are key to generating business's value.

**“We give people the ability to explore business problems through their data and state-of-the-art technology in order to create new value for their businesses.”**

## **This is where Mind Foundry comes in**

We exist to augment and enhance problem owners in businesses, enabling them to combine their data with their expert intuitions, domain knowledge and experience. We give people the ability to explore business problems through their data and state-of-the-art technology in order to create new value for their businesses.

Organizations looking to harness the potential of their data are turning to Mind Foundry's human augmented machine learning solution to uncover answers to their business questions. Business problem owners use our easy-to-navigate SaaS platform to prepare their data, optimize it for machine learning, generate a model, test it, and then make predictions for business issues such as lead conversion, buyer profile fit, customer churn, credit risk, clinical trial outcomes and more. We co-create an achievable action plan with each customer, prioritizing opportunities for applying machine learning to maximize value creation in the shortest time possible.



Mind Foundry is a portfolio company of the University of Oxford, founded in 2015 by Stephen Roberts and Mike Osborne, two of the greatest minds in machine learning research and development. Investors include Oxford Sciences Innovation, the Oxford Technology and Innovations Fund, the University of Oxford Innovation Fund and Parkwalk Advisors.

