Carbon capture and storage technologies are currently being developed to reduce the emissions of greenhouse gases from coal-fired power stations and other large emitters of carbon dioxide gas. This technology is in its infancy and it will be some years before it becomes available on a commercial scale.

Recommended for you

- What happens when there is too much CO2 in the atmosphere?
- Climate change and polar bears - an uncertain future
- The impact of El Nino on the world's weather patterns
We solve the discovery problem

What do we show the user on this tiny screen to engage them?
Plug-and-play AI for your content pages

Create your content

In-page beacon signals for content to be scraped by Bibblio

Content is scraped and understood

Recommendations are generated

Module is rendered for your content

Recommendations are added to your pre-selected module

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Freeland announces $12 million for reconstruction efforts in Iraq

By Janice Dickson. Published on Feb 13, 2018 10:10am
The ingredients of good recommendations

- Metadata creation
- Topic modeling
- Semantic insights

User

- Interests
- Segments

Demographics

- Goals
- Session patterns
- Content popularity
- Successful pathways

Content

Behavior

User preferences and behavior are integrated to enhance recommendation accuracy and user satisfaction.
The results speak for themselves

Uplift in click-rate on recommendations: 150%
ROI on spend: 4.8x
In-view CTR: 12%
CTR: 3%

Happy clients across publishing, media, books and knowledge
The addressable market

+75M publishers/websites running a publishing CMS

+10M potential paying customers with +10K monthly users

<table>
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<th>TIERS</th>
<th>CUSTOMERS</th>
<th>AVG. MRR</th>
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MARKET SHARE

0.1% | 1% | 3% | 6%

ARR

$10.02M | $100.04M | $300.13M | $600.26M
The platform is exploding!

- 60+ live client implementations
- +50% MoM growth in live clients
- 100+ new signups in January
- +400% increase in MoM recommendations served during last 3 months
Roadmap for 2018

- Conversion
- Syndication
- Deep Learning
Sometime it is best to remain in control

Arbitrage

TO PUBLISHER

ALL REVENUE FROM USERS GO TO PUBLISHER

TO PARTNER

SaaS

TO PARTNER

TO PUBLISHER
Thank You!

- **FOUNDED**: May 2014
- **EMPLOYEES**: 15
- **OFFICES**: London, Cape Town