

# Geneea

## AI-Based Text Processing

# Geneea

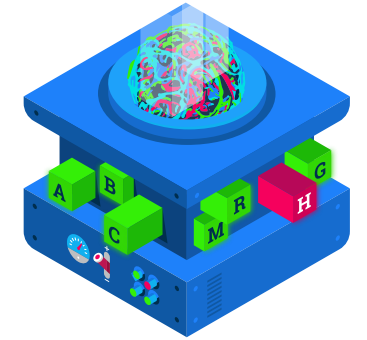
- Company developing AI solutions to text processing
- Founded in 2014



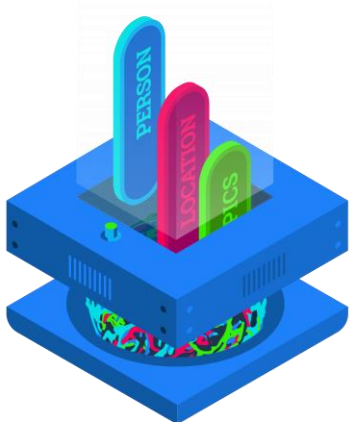
# Geneea

- Bootstrapped (customer-funded, no external investor)
- 20+ team members
- Experience from academia, Google, Reuters, Amazon, Oracle, etc.





We use **AI** to  
**understand and write news articles.**



Mona Lisa by Leonardo da Vinci is in the Louvre Museum in Paris.

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**Mona Lisa**

**G12418**

Oil painting by Leonardo da Vinci

Created: 1503

CS W

DE W

EN W

FR W

NL W

W data

GKB item

Île-de-France

France

European Union

arts, culture, entertainment and media

arts and entertainment

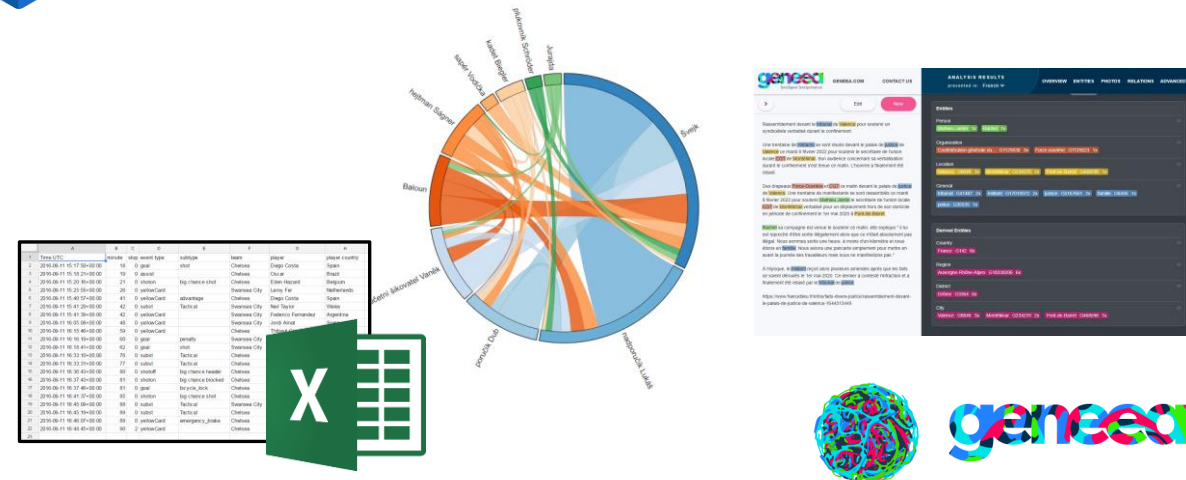
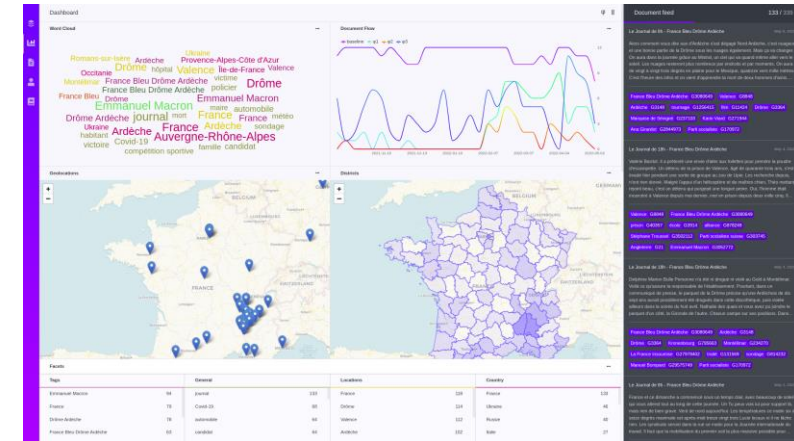
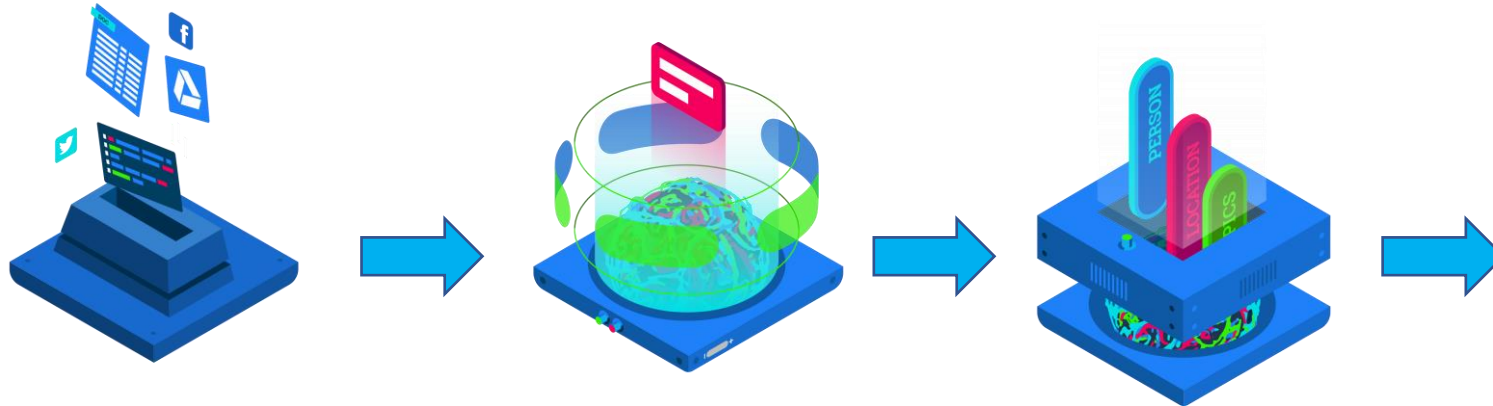
visual arts

painting



Girl with a Pearl Earring is an oil painting by Dutch ...

# 1M+ of articles, radio shows, podcasts, videos every day



This technology helps

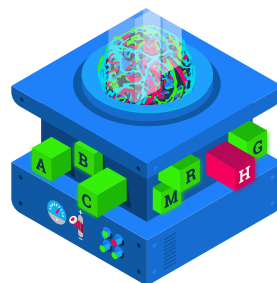
- journalists **write** engaging articles
- media houses **understand** their audience
- media monitoring companies to **make sense** of news





# We use AI to write articles about elections, football, economic news, ...

	A	B	C	D	E	F	G	H
1	Time UTC	minute	stop	event type	subtype	team	player	player country
2	2016-09-11 15:17:50+00:00	18	0	goal	shot	Chelsea	Diego Costa	Spain
3	2016-09-11 15:18:21+00:00	19	0	assist		Chelsea	Oscar	Brazil
4	2016-09-11 15:20:16+00:00	21	0	shoton	big chance shot	Chelsea	Eden Hazard	Belgium
5	2016-09-11 15:25:55+00:00	26	0	yellowCard		Swansea City	Leroy Fer	Netherlands
6	2016-09-11 15:40:57+00:00	41	0	yellowCard	advantage	Chelsea	Diego Costa	Spain
7	2016-09-11 15:41:20+00:00	42	0	subst	Tactical	Swansea City	Neil Taylor	Wales
8	2016-09-11 15:41:39+00:00	42	0	yellowCard		Swansea City	Federico Fernandez	Argentina
9	2016-09-11 16:05:08+00:00	48	0	yellowCard		Swansea City	Jordi Amat	Spain
10	2016-09-11 16:15:46+00:00	59	0	yellowCard		Chelsea	Thibaut Courtois	Belgium
11	2016-09-11 16:16:19+00:00	60	0	goal	penalty	Swansea City	Gylfi Sigurdsson	Iceland
12	2016-09-11 16:18:41+00:00	62	0	goal	shot	Swansea City	Leroy Fer	Netherlands
13	2016-09-11 16:33:10+00:00	76	0	subst	Tactical	Chelsea	Nemanja Matic	Serbia
14	2016-09-11 16:33:31+00:00	77	0	subst	Tactical	Chelsea	Willian	Brazil
15	2016-09-11 16:36:43+00:00	80	0	shutoff	big chance header	Chelsea	Oscar	Brazil
16	2016-09-11 16:37:43+00:00	81	0	shoton	big chance blocked	Chelsea	Branislav Ivanovic	Serbia
17	2016-09-11 16:37:46+00:00	81	0	goal	bicycle_kick	Chelsea	Diego Costa	Spain
18	2016-09-11 16:41:37+00:00	85	0	shoton	big chance shot	Chelsea	Diego Costa	Spain
19	2016-09-11 16:45:09+00:00	88	0	subst	Tactical	Swansea City	Gylfi Sigurdsson	Iceland
20	2016-09-11 16:45:19+00:00	89	0	subst	Tactical	Chelsea	Oscar	Brazil
21	2016-09-11 16:46:07+00:00	89	0	yellowCard	emergency_brake	Chelsea	Eden Hazard	Belgium
22	2016-09-11 16:48:45+00:00	90	2	yellowCard		Chelsea	John Terry	England



## Arsenal rozdrtil Nottingham Forest 5:0

30. 10. 2022. Kanonýři na svém domácím hřišti slaví výhru nad Nottinghamem, kterou si zasloužili jasnou převahou v držení míče, rohových kopů i střel na



## Arsenal crushed Nottingham Forest 5-0

October 30, 2022: The Gunners celebrated a home win over Nottingham, in which they demonstrated clear superiority in ball possession, corner kicks, and shots on goal. One assist and two goals from Reiss Nelson, his first of the season, contributed to the win. Arsenal are now unbeaten in six games.



Gabriel Martinelli scored Arsenal's opening goal in the fifth minute, assisted by Bukayo Saka. Three minutes later, Gabriel Jesus had a chance to increase their lead, but his shot went wide. In the 20th minute, Saka led an attack but shot over the bar. The first half ended with the Gunners leading by one goal. Just four minutes into the second half, the Brazilian striker again troubled the Forest goalkeeper. Then Reiss Nelson had a chance. The goalkeeper blocked his shot, but Nelson followed up and scored at the second attempt. Three minutes later, he scored his second goal. In the 57th minute, Thomas Partey further increased Arsenal's lead after a pass from Nelson. Gabriel Jesus then had two chances, both unconverted. In the 78th minute, Martin Ødegaard scored the fifth and final goal for coach Mikel Arteta's charges, sealing a crushing defeat for the visitors. In the third minute of stoppage time, Neco Williams made an unsuccessful attempt at a late goal for Forest.

Arsenal take three well-deserved points from the 14th round, and stay at the top of the table. At the other end of the table, Forest remain in last place after this defeat.

Premier League, Round 14 – Arsenal 5 Nottingham Forest 0: Gabriel Martinelli (5'), Reiss Nelson (49', 52'), Thomas Partey (57'), Martin Ødegaard (78')  
 Table positions: Arsenal 1st, Nottingham Forest 20th  
 Ball possession: Arsenal 69%, Nottingham Forest 31%.  
 Shots on target: Arsenal 9, Nottingham Forest 2  
 Shots off target: Arsenal 5, Nottingham Forest 3  
 Corner kicks: Arsenal 9, Nottingham Forest 4  
 Yellow cards: Morgan Gibbs-White (Nottingham Forest, 44')

: náskok, ale

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# Geneea & IP

Two examples



# Threat of reverse-engineering

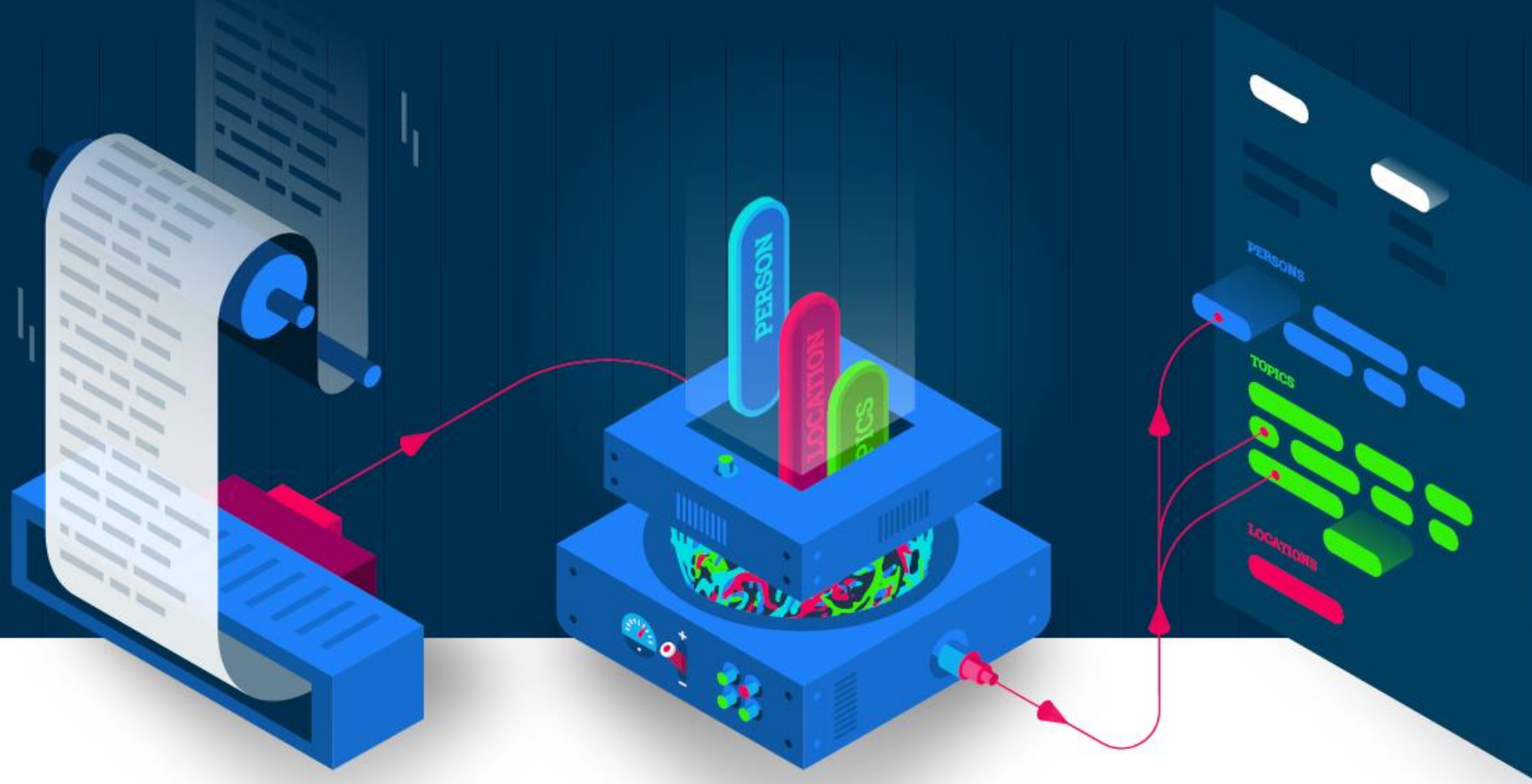
- Getting annotated data for training AI systems is **expensive**
- But our results could be used by the customer to **train a similar system**
- **Initially**, we tried to use technical and legal means to **prevent this**
- Now, we
  - explicitly mention the possibility of this to **alleviate the fear of vendor-lock-in**
  - are confident that our excellent service ensures **they'll never want to switch**



# Licenses & OpenAI



- We always tried hard to follow the IP rules.
- After OpenAI became a poster child of success, despite completely **disregarding any licenses**, GDPR laws etc., we feel like fools.



**Thank you!**