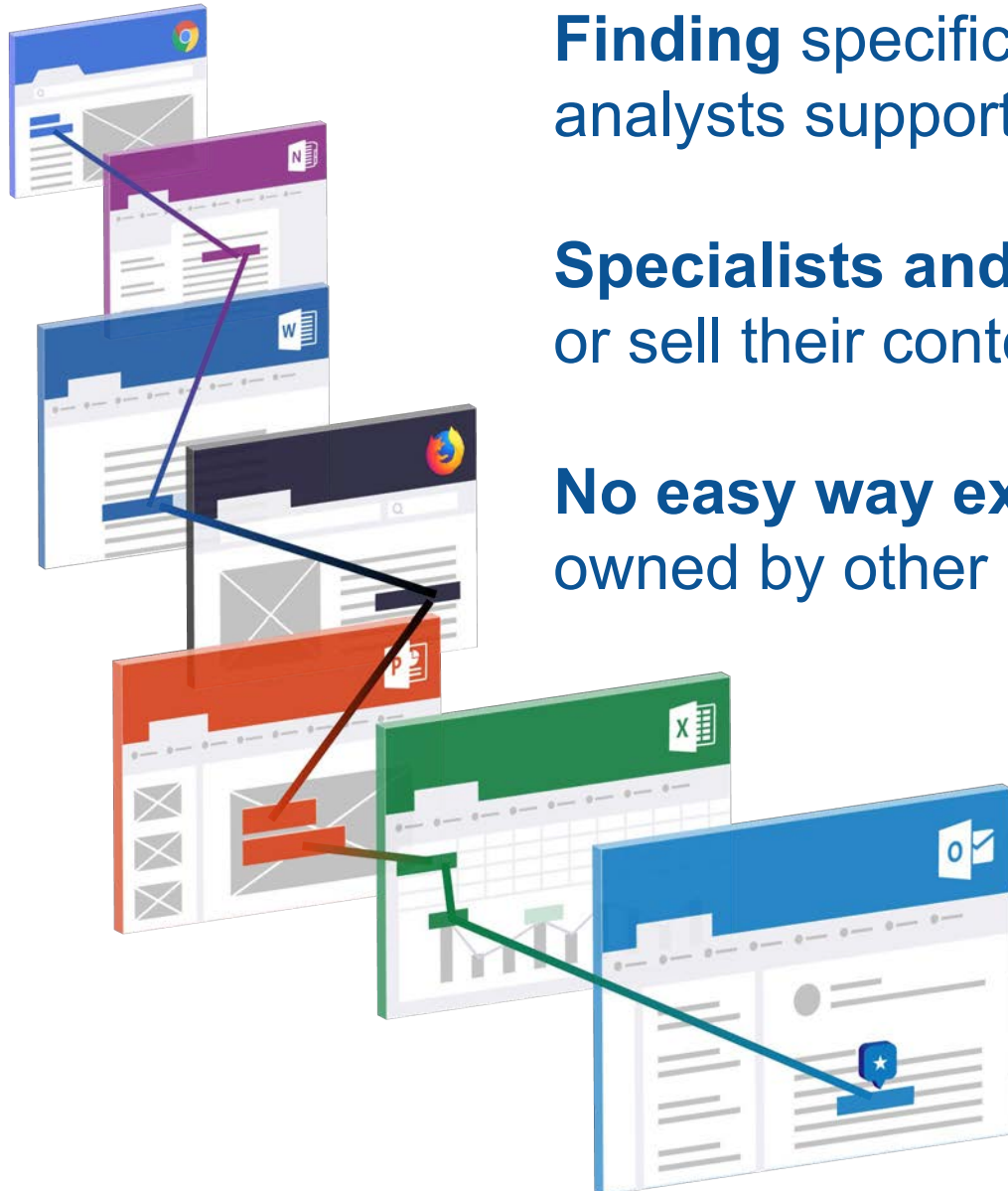


DIFF

Collaborative Intelligence
for Counterparty Research



Finding specific knowledge is critical for analysts supporting deal makers.

Specialists and locals would gladly share or sell their content, if safe and automatic.

No easy way exists to directly search files owned by other people.

A decentralized search engine where users offer their knowledge on specific companies and people to fellow analysts globally to:

**Save
Money**
when researching

**Make
Money**
when sharing files

**Share
Knowledge**
local expert connections

600,000+
Gerson Lehrman Group subject
matter experts

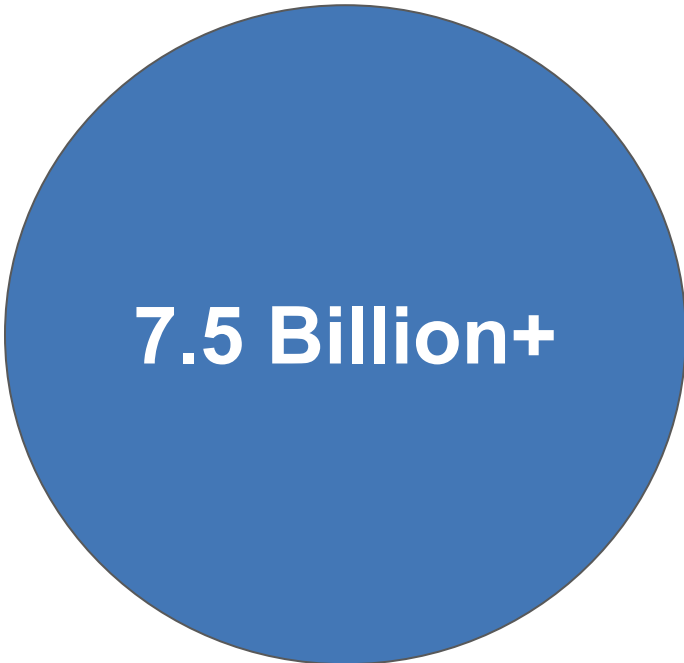


90M+
Investigations

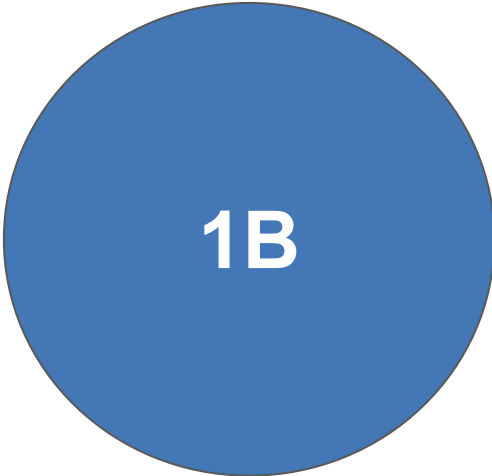
100,000+
users
of LexisNexis Risk Solutions



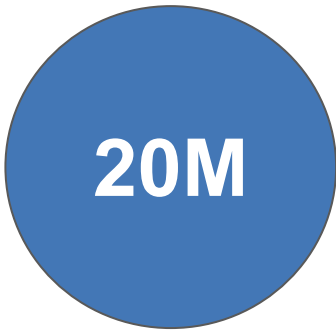
15M+
Investigations



Research Investigations
(worldwide)
Total Available Market



Counterparty Assessments
Serviceable Available Market



Projects w/ DIFF
Market Share

Product

Search for Company or Person



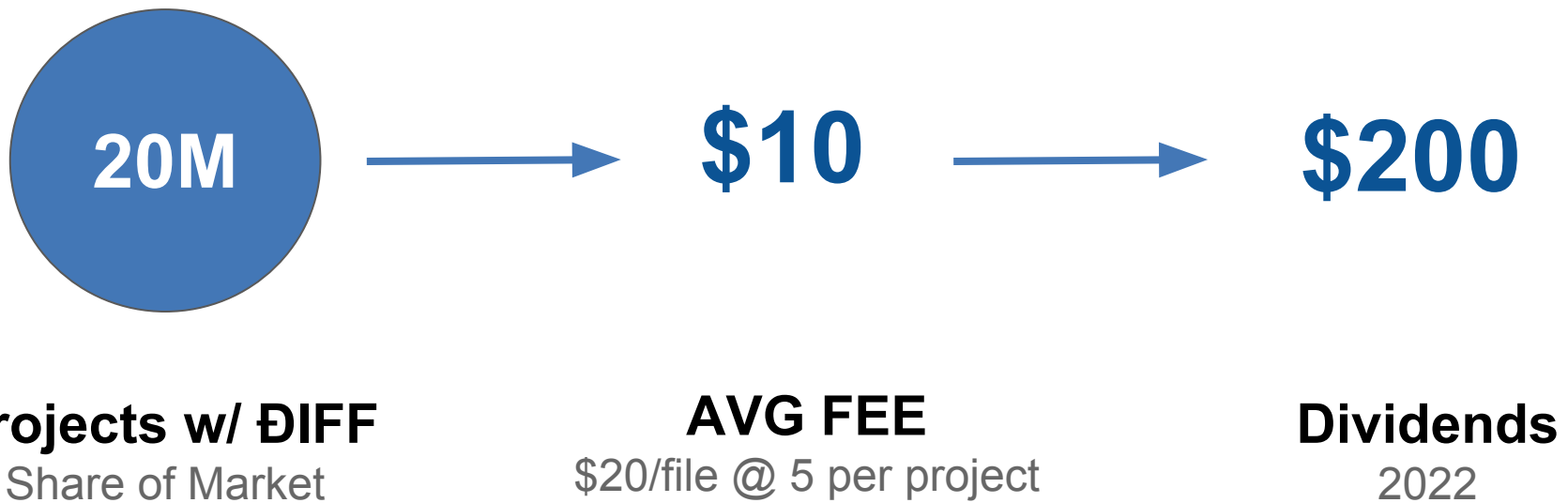
Offer to Pay for Private Files



Receive Expert Knowledge

The collage illustrates the Diffeo workflow. It starts with a Google search for 'contemporary amperex technology'. The Diffeo interface then offers to explore all 61,300 search results, uncover key connections, and build a project. Users can filter results by organization (e.g., Contemporary Amperex Technology, Zeng Yuqun, Tesla, Inc., Lithium-ion batteries) and send queries through firewalls for more information. The interface also includes checkboxes for social media and other services like LinkedIn, Your organization, Twitter, Premium, Presence, and Notes. The workflow then leads to receiving expert knowledge, shown by a Siemens press release about the inauguration of a 950 Megawatt Al-Ezzel Power Plant and an Outlook interface with recommended insights.

DIFF will take a 10% transaction fee from search auctions, and distribute this ETH to holders of owner tokens.





Analyst comments:

- In ~10 minutes I was able to reproduce research from scratch using Diffeo that took about 16 person-hours.
- Used Diffeo to identify a counterparty's hidden connection to an investment organization in Silicon Valley.

Surveys (N>250) indicate that:

>90% "recommend Diffeo to colleagues" and ~30% use Diffeo multiple times each week.

See [Diffeo's graduation video](#) from the [FinTech Innovation Lab](#) with mentors from:



Diffeo Analytical Tradecraft & Technology Forum

Featured Speakers:
 Dr. James Tripp, *Technical Director, NSOC*
 Ms. Patricia Guitard, *Deputy CIO and Senior OSINT Advisor, SES*
 Mr. Elmo Wright, *Senior Advisor, INSCOM Army OSINT Office, SES*
 Dr. Kfir Bar, *Chief Scientist, Basis Technology*
Guest Speaker, Senior Analyst, AFOSI

Diffeo Analytical Tradecraft and Technology Conference

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 Mr. Elmo Wright, Senior Advisor, INSCOM Army OSINT Office, SES
 Dr. Kfir Bar, Chief Scientist, Basis Technology
 Guest Speaker, Senior Analyst, AFOSI

📅 Wednesday, June 6, 2018

🕒 8:00am - 12:00pm ET

📍 DoubleTree by Hilton

[REGISTER NOW >](#)

Competition

Affordable

DIFF



GLG

LinkedIn

Manual/Offline Transaction

Automatic/Online Transaction



Deloitte.

McKinsey
& Company

Expensive

diffeo

Enterprise Adoption

Diffeo's AI-powered research assistant is already in augmenting analysts at critical government and financial institutions. (\$2M USD ARR)

Decentralized

No central search engine can mediate discovery across all people's files. Trustless search auctions extend your reach beyond the surface Web.

Collaborative Intelligence

Our team has extensive experience helping people digest complex information. with intelligent search & recommendation algorithms.

Automatic & Secure

DIFF search auctions use a zero-knowledge gap analysis protocol (zkGAP) that predicts the similarity and novelty of files *before* revealing the data.

Expert Incentive

zkGAP's similarity digests convert information from an "experience good" into a "search good."

Enabling experts to profit from their knowledge.

Seamlessly Integrated

DIFF is a natural extension of Diffeo's existing product, which integrates seamlessly into user's existing tools like email, Chrome, and cloud drives.