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The Most Powerful Name in Corporate News

Customized Analytics Tools for the IP and Business Intelligence Community

George Koomullil, PhD.
Founder & CEO

CEOCFO: ***Dr. Koomullil, would you tell us the concept behind Relecura?***
Dr. Koomullil: There is a great deal of information contained within Intellectual Property (IP) documents and related literature, that is valuable to IP professionals and business leaders. We extract these nuggets of useful information, organize and connect these to relevant business information, and thus provide insights to the IP and business intelligence community via customized analytics tools.

CEOCFO: ***What is the process? How would a company use your tool to get what they need?***
Dr. Koomullil: We offer web-based software tools. Our customers login to the tool and use it's interface to search for relevant information and analytics. We have a suite of products that include a free mobile app, a web based analytics tool, and an application programming interface (API) to develop customized applications incorporating various features of Relecura.

If anyone is interested in quickly searching for patents in global patent databases, and do simple analytics - this can be done free of cost using the Relecura mobile app, which can be downloaded from either the Apple App Store or the Android Play Store.

If, on the other hand, a company is interested in doing in-depth analysis of the landscape of a technology, perform competitive intelligence studies, or commercialize their Intellectual Property it will typically subscribe to our web-based analytics tool, with browser-based access.

When companies are interested in developing custom applications using proprietary algorithms, and integrating them with their existing internal platforms, they use our APIs to access data and incorporate Relecura features and analytics into their applications. This is a convenient way to access clean patent data and meta-data and have high-impact analytics within their applications. This also cuts down time required to develop, integrate, and deploy their IP-based custom applications.

CEOCFO: ***Who tends to use your services?***
Dr. Koomullil: Any corporation that has an interest in creating or commercializing intellectual property or gathering competitive intelligence around research and development in domains of their interest is our potential customer. Most technology, pharma, and medical companies fall in this category. Other potential customers include IP services organizations, research and academic institutions, IP law firms, and various entities in the IP commercialization space. Some Relecura deployments are enterprise-wide and span the entire organization or academic campus.

CEOCFO: ***What was the biggest stumbling point in putting the technology together?***
Dr. Koomullil: One of the more important factors impacting the value of Intellectual Property is the interpretation of the text describing the novel invention within the filed document. For example, the value of a patent can potentially vary from zero to millions of dollars, based on the interpretation of a word in its claim. Our IP analytics tool has access to multiple layers of information obtained from the filed IP documents - starting from topics extracted from textual descriptions of new inventions, connections between relevant information and external data, and other curated fields and metadata derived and stored as tags for each document. The key challenge that we had to overcome was to arrive the right combination of techniques to process the large amounts of data to deliver actionable IP-related insights.

CEOCFO: ***What is the competitive landscape?***
Dr. Koomullil: There are a few strong incumbents in the market. Some of the older incumbents are biased towards a comprehensive database search, with a lesser emphasis on delivering analytics and insights. There are a couple of competitive tools that try to connect information from the patent literature with business and financial information. A one-size-fits-all does not work for IP tools, as the current users of IP tools have varied requirements. We have attempted to

create a feature-set for Relecura that includes all the must-haves, and have built other features that are novel and unique to efficiently address the user pain-points. The facets have been built out into a flexible platform that provides options and enables us to service the different requirements of the end user.

CEOCFO: ***Do you find many people go from the free version to taking advantage of your other services?***
Dr. Koomullil: Yes, that is correct. The free mobile app is a nice way to introduce users to the powerful features of Relecura, after which when they are ready to explore the web-based tool they contact us. We have received many leads in this manner and have been successful in converting them.

CEOCFO: ***How do people find you and are they aware such a service exists?***
Dr. Koomullil: We are a sponsor at some of the large annual IP events like the IP Business Congress (IPBC) and the various events organized by the Licensing Executives Society (LES) of USA and Canada. Many of the attendees engage with us at these events and become aware of the Relecura platform. We release free IP intelligence reports that study and provide useful insight on IP-related topics relevant to various industries. We have an ongoing presence and outreach in both online and offline media that addresses the IP community. We plan to ramp up our activities on this front.

CEOCFO: ***Why is this time to ramp up?***
Dr. Koomullil: It took a few years for us to get to know the customers and their needs well, and to build a product that addressed those needs. Addressing the enterprise segment had a slightly longer gestation in terms of building in not just features but flexibility into the product platform to service the varying needs. We believe the Relecura platform has matured to a point that it can be sold to all of our potential customer segments. Hence the greater emphasis now on getting potential customers aware of the existence of all the facets of our product and the manner in which it can provide solutions they require. This has brought on the next phase of ramping-up our marketing and other support activities.

"Relecura stands out because of its flexibility to adapt to different use cases and its ability to provide quick insights into complex problems faced by the IP and business intelligence community." - George Koomullil, PhD.

CEOCFO: ***What has changed from the original concept and how is the product better today?***
Dr. Koomullil: The original core idea of making it more efficient to search and derive insights from a large amount of disparate data - by extracting information from the patent documents and connecting the relevant information together, remains the cornerstone of Relecura. However, the tool has changed tremendously. We started with a simple search tool with patent data from a few geographies. We later added a layer of derived data via curation, introduced novel analytics and visualization features, increased the coverage to most geographies with original and translated full-text data, and built out the platform to deliver the above on multiple devices including mobile, web, and via application program interfaces (APIs). The product has thus grown to become a comprehensive IP analytics and intelligence platform that can provide IP-related solutions to different players in the innovation, research, and new product development ecosystem.

CEOCFO: ***What is your geographic reach today?***
Dr. Koomullil: We have customers all over the world. However, most are located in North America, Europe, and Asia.

CEOCFO: ***What surprised you as the company has grown?***
Dr. Koomullil: The expectations of IP tool users have changed in recent years. The landscape has changed and our potential user-base has broadened to include business managers and C-level executives, in addition to IP professionals. Engineers developing new products and services, business analysts and corporate managers and leaders now rely on IP-related intelligence to support their decision making. These new users are not looking for a database search engine with complex features, but need flexible tools with simple workflows, providing insights relevant to their specific needs. The next generation of IP-related products will necessarily need to have a more cognitive back-end system that continuously learns and adapts to the needs of a broad spectrum of users.

CEOCFO: ***Why does Relecura standout?***
Dr. Koomullil: Relecura stands out because of its flexibility to adapt to different use cases and its ability to provide quick insights into complex problems faced by the IP and business intelligence community.

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