

Make Sence, Inc.

BUSINESS MODEL

The Business of Correlation Technology

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- Make Sence, Inc. controls the world-wide licensing of Correlation Technology.
- Make Sence Florida, Inc. is the US-based research and development arm of Make Sence, Inc. and is responsible for all technical aspects of the Correlation Technology Platform.

The Make Sence, Inc. Strategy

- Make Sence, Inc. will identify vertical markets with compelling problems that can be solved with Correlation Technology.
- Once a valuable vertical market opportunity has been discovered and fully evaluated, Make Sence, Inc. will seek to enter that market by means of licensing agreements, revenue share deals, equity share deals and new venture creation.
- The Correlation Technology Platform, specialized for each particular vertical, is the foundation product of Make Sence, Inc.

The Correlation Technology Platform

The Correlation Technology Platform is a software platform.

A software platform is the foundation on which all enterprise software applications are built. It allows developers to easily extend and specialize the programs and processes they build.

The Correlation Technology Platform is different.

Our platform solves complex, N-Dimensional problems challenging business and government. All of our Platform's components are patented, unique and individually modifiable in order to best serve company initiatives in various commercial and government vertical markets.

The Correlation Technology Platform supports several key processes.

The Correlation Technology Platform utilizes four main components: Discovery, Acquisition, Correlation, and Refinement.

DISCOVERY

DISCOVERY is our patented Information Retrieval component.

- Handles eligible resource identification (e.g. documents, files, web pages).
- Eligible resources are any and all data that a vertical market company or customer decides to include in a corpus.
- Recognizes when resources are added, changed or removed.
- Resource volatility management functions operate on a continuous loop and provide completely automated updates to the inventory of eligible resources.

ACQUISITION

ACQUISITION is our patented Information Extraction component.

- Reads all resources identified by Discovery and decomposes them into Knowledge Fragments, which are then collected into an Infobase.
- Knowledge Fragments are the smallest pieces of text that can convey meaning.
- Understands idiomatic and vernacular word and concept associations.
- Understands specialized nomenclature word and concept associations.
- This gives us the ability to connect words and data in ways that emulate the human brain.

CORRELATION

CORRELATION is our Knowledge Discovery component.

- Associates all possible Knowledge Fragments according to the Origin and Destination inputs, and expanded by the Context inputs.
- All Knowledge Fragments are associated into Correlation chains until no further connections can be found.
- These Correlation chains are created beginning with all data which match or are related to the Origin input, and end with all data which match or are related to the Destination input.
- The Context inputs do not filter data out. In fact, contexts expand and guide the Correlation process by increasing the availability of associations.

REFINEMENT

REFINEMENT is our specialization component.

- All results from the Correlation process are typically placed into a specialized Answer Space for utilization by a vertical company's proprietary software layer.
- All vertical companies will specialize their use of the Answer Space based on vertical-specific functionality.
- The Refinement functions of the Correlation Technology Platform will implement the intellectual property of the vertical company.
- Vertical companies will gain and protect a competitive advantage by obtaining patents for their specialized utilization of the Correlation Technology Platform.

VERTICAL DISCOVERY

- Make Sence, Inc. identifies and qualifies candidate vertical markets for Correlation Technology based solutions:
- Our business development analysts mine vast amounts of industry-specific information to discover potential utilizations for Correlation Technology in all vertical markets.
- Make Sence Florida, Inc. authenticates the technological basis for any candidate utilization of Correlation Technology identified by the business development analysts. Also, a preliminary assessment of specialization and extension requirements for the Correlation Technology Platform in order to support the candidate utilization is performed.

BUSINESS MODELS

Make Sence, Inc. has developed flexible business participation options to enable partners and licensees to fully realize the competitive advantage gained from the power of Correlation Technology.

- Pre-paid/Fixed License
- Gross Revenue Share
- Revenue/Equity Share
- Equity/No Revenue Share
- New Company Formation