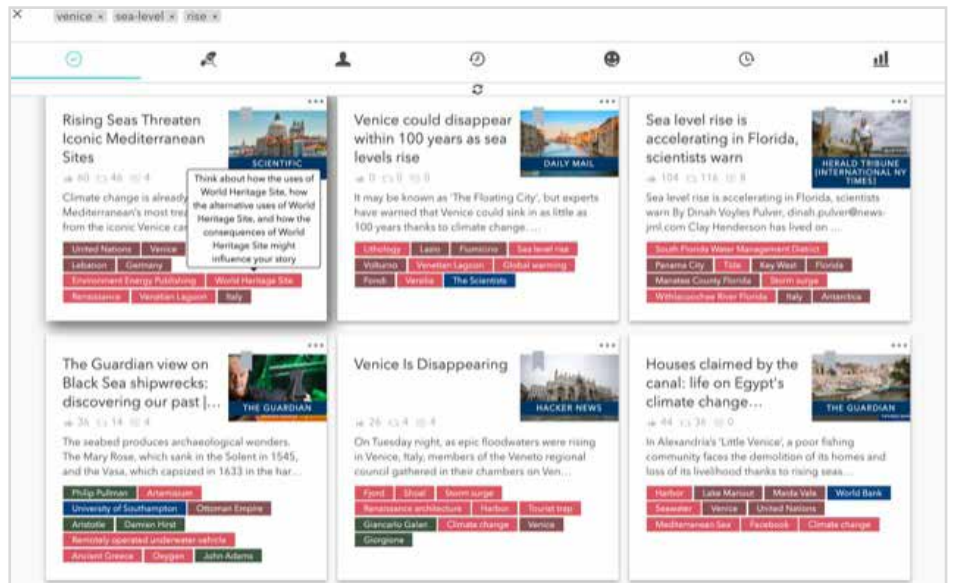


Digital Tech JECT.AI



STARTUP CREATION: JECT.AI (UNITED KINGDOM)
PARTNERS: City University of London (United Kingdom),
WAN-IFRA (France), Digital Catapult (United Kingdom)



Intelligence. Creativity. Content.

Professional content creators need to generate new content, regularly. JECT.AI augments the creativity of these professionals to discover novel sources and shape more creative content, more productively.

JECT.AI is designed to augment the creativity and productivity of professional content creators using new AI algorithms that generate content that is both new and useful. It manipulates millions of information artefacts from diverse sources written in multiple languages to discover new angles, insights, experts and content.

Content creators can embed JECT.AI in their current tools to exploit JECT.AI's creative content more effectively, work more productively, and connecting with publishers and content marketers in new ways



**THE FUTURE OF
EUROPE'S DIGITAL
INNOVATION**

eitdigital.eu
f o i n t w @EIT_Digital



EIT Digital is supported by the EIT,
a body of the European Union

Competitive Advantages

- Augmenting the expertise and everyday creativity of professionals
- Increasing the productivity of content creators
- Maximising the creative potential of businesses
- Discovering new sources, capabilities and opportunities to shape and share content

Target Markets

- Professional content creators - news, journalism and publishers (English, German and French speaking markets)
- Marketing and communication agencies - content marketers and PR (English, German and French speaking markets)
- Freelance content creators (English, German and French speaking markets)

Status/ Traction

- 3 regional newspapers used JECT.AI over a period to enhance the creativity of published news stories
- JECT.AI integration with 1 world-leader news content management system
- Partner Digital Catapult is developing blockchain technologies to facilitate faster contractual relationships
- Partner WAN-IFRA is selling JECT.AI to their 3000+ member news organisations

Road Map

2020-2021

- Scaling software as a service platform connecting publishers and content marketers to content creators

Leveraged Technologies

JECT.AI has been developed over 6 years with £6m of carrier funding to create a cutting edge AI platform that uses proprietary algorithms to generate original content for media, marketing and comms businesses. Creative search, language processing, entity extraction and recommendation algorithms manipulate an index of 12m+ stories in 6 languages. Blockchain and Distributed Ledger Technologies deliver personalisation and smart contracts to enable automated tracking of content use for licensing.

Contact



Gurtej Sandhu
Business Champion

e: gurtej@radicalplatforms.com
t: +(44) 7825281232

City, University of London | 106 Bunhill Row
London | EC1Y 8T



ject.ai
 @ject_ai

JECT.AI is a startup created by the INJECT innovation activity, proudly supported by EIT Digital.

EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile 12-month projects called innovation activities. These activities are embedded in EIT Digital's European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.