

Mycelebs

June. 2021

Confidential and proprietary



The Most Practical AI Company



Company Mycelebs, Inc

Founded 2014. 11. 05

CEO Sangwon Kang

Employees 73 (2021. 05. 31)

IP Status Search system preferences based on an interesting field (110-1795785)
A method of providing a search service using emoticons and user terminal and search server for performing the method (10-1807267)
Sentence completion type search system and method that recommends words of high interest as search words (10-1908073)
System and method for searching object based on property thereof (10-1929404)
System and method for searching object based on color sensibility (10-1946978)
Search method and apparatus using property language (10-1955920)
ser terminal and search server providing a search service using emoticons and operating method thereof (Patent No. 10-2118614)
[18 patents registered, 102 pending](#)

“ As a market disruptor, we utilize AI to operate services with minimal human resources, cutting down operation costs close to zero. We enable service automation in red ocean industries by offering the saved costs fully back to users in unprecedented information access and price benefit.

We are currently operating 20 services in 16 industries across 54 countries with 70 people as of June, 2021.”

- Mycelebs develops and incorporates AI solutions and services to transform existing industries
- 20+ AI automated services in operation, partnered with global industry leaders

20 Services

HotelsCombined SHINSEGAE SEPHORA kakao Booking.com & more

Data Construction Log Data Warehouse Attribute Modeling Dynamic Ontology KeyTalk Management ASR Management Data Cube Module Manager Module Publisher KeyTalk Ads

Our Core Services

kakaopage

Powered by Mycelebs AI

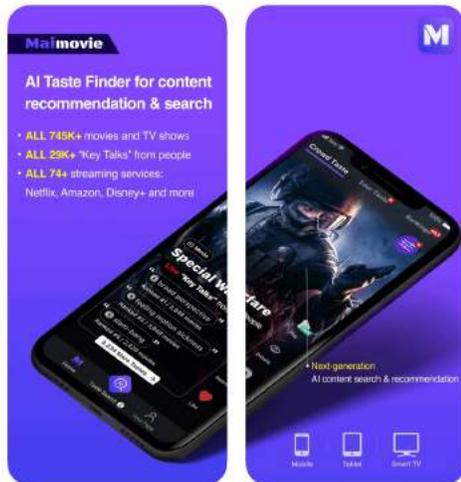


"Providing context-aware AI search and recommendation engine"

Korea's top content platform implemented Mycelebs AI Key Talk to provide context-aware recommendations and search results by constantly learning the language used by content viewers.

Maimovie

Powered by Mycelebs AI

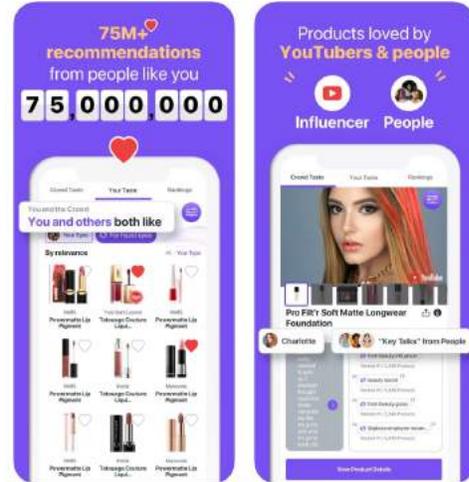


"Redefining movie recommendation and search through AI KeyTalks"

- Search with 18k+ key movie expressions
- Database of 3.7 million reviews
- All 745k+ movies and TV shows
- Connection to All 74+ streaming services

GLAMA

with SEPHORA

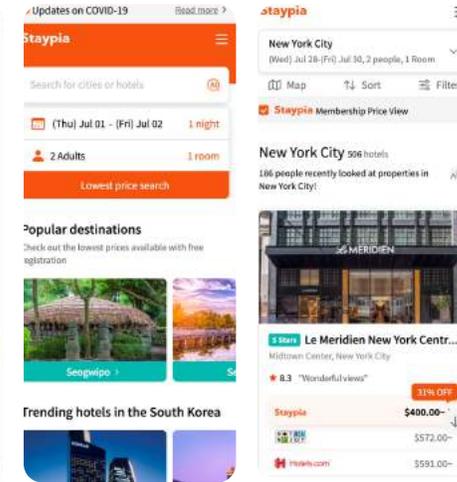


"AI beauty assistant offering personalized recommendations"

- 75 mil + personalized AI recommendations
- 6,600+ beauty tastes based on "key talks" from people
- 12,000+ products with live updated info like ingredients, matching tones, rankings, and much more

Staypia AI

with HotelsCombined

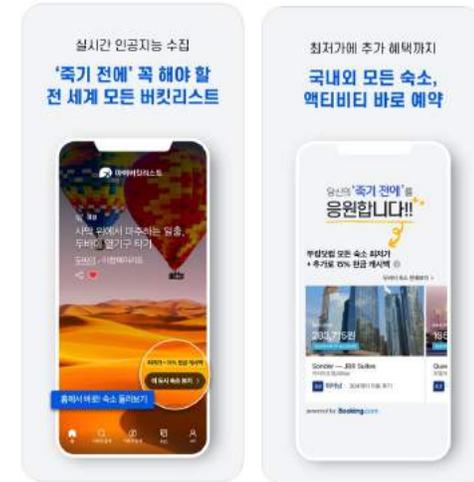


"AI online travel agency, offering the lowest prices for all 3.15 mil hotels"

- Partnership with HotelsCombined
- Finding the lowest prices through AI price detector for all 3.15 mil hotels around the world
- Providing Staypia-only lowest prices to free signed-up members

My Bucketlist

with Booking.com



"AI-based travel recommendation offering the biggest benefits"

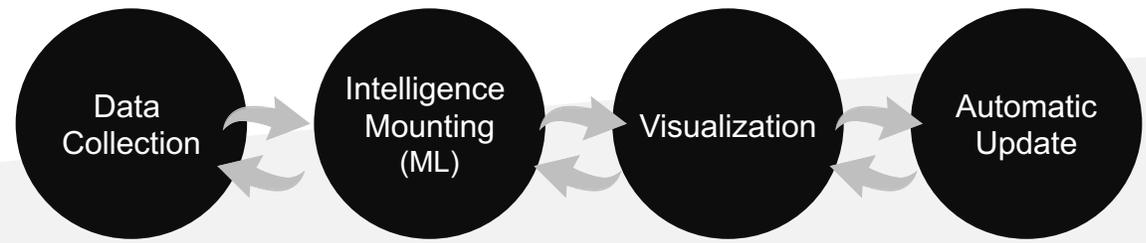
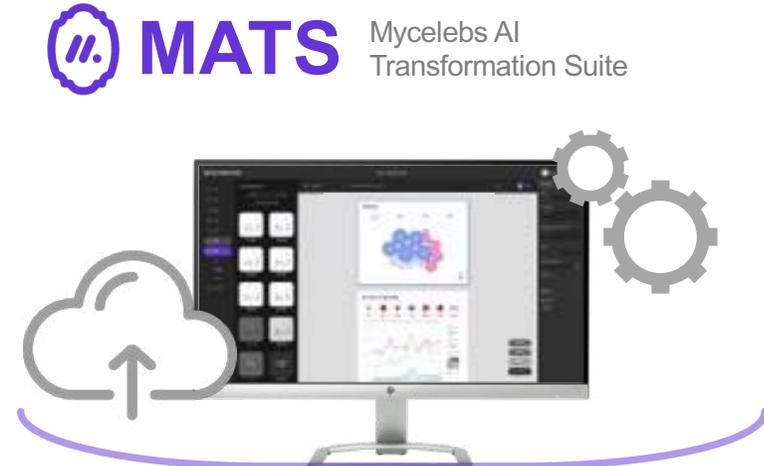
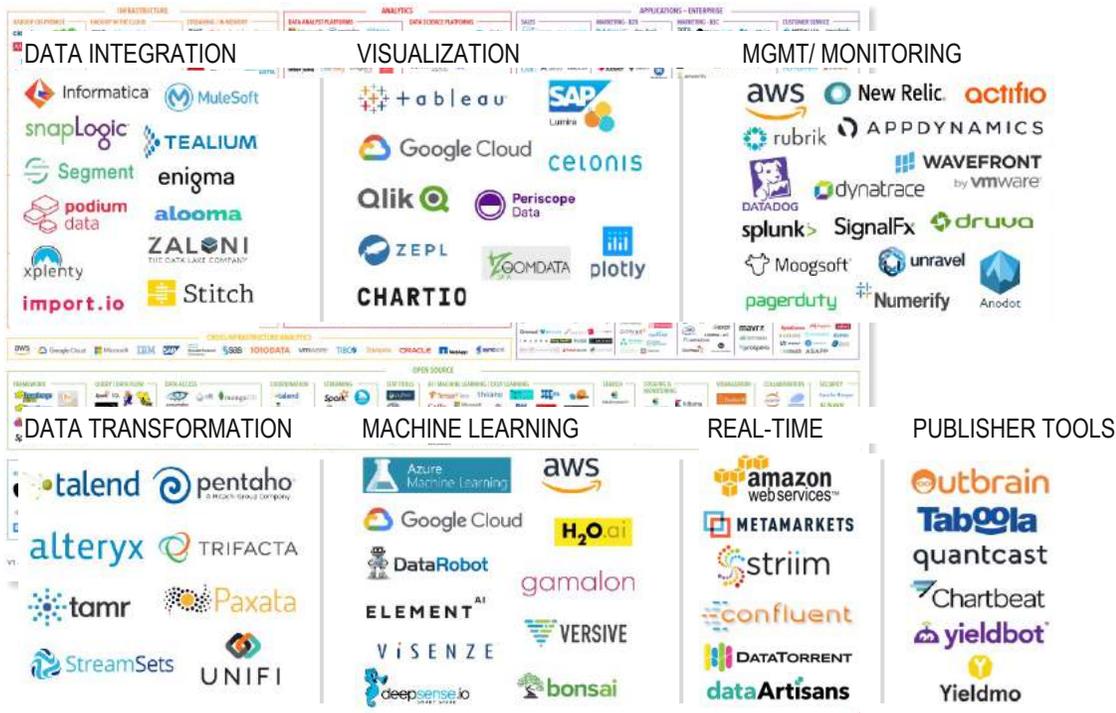
- Partnership with booking.com
- 29 million hotels, 15% cash-back to all booked users
- Real-time info on 1.7 million cities
- Search and recommendations with 1 million travel tastes.

MATS (Mycelebs AI Transformation Suite) integrates scattered functions in AI industries — data collection, intelligence mounting, visualization, and automatic update

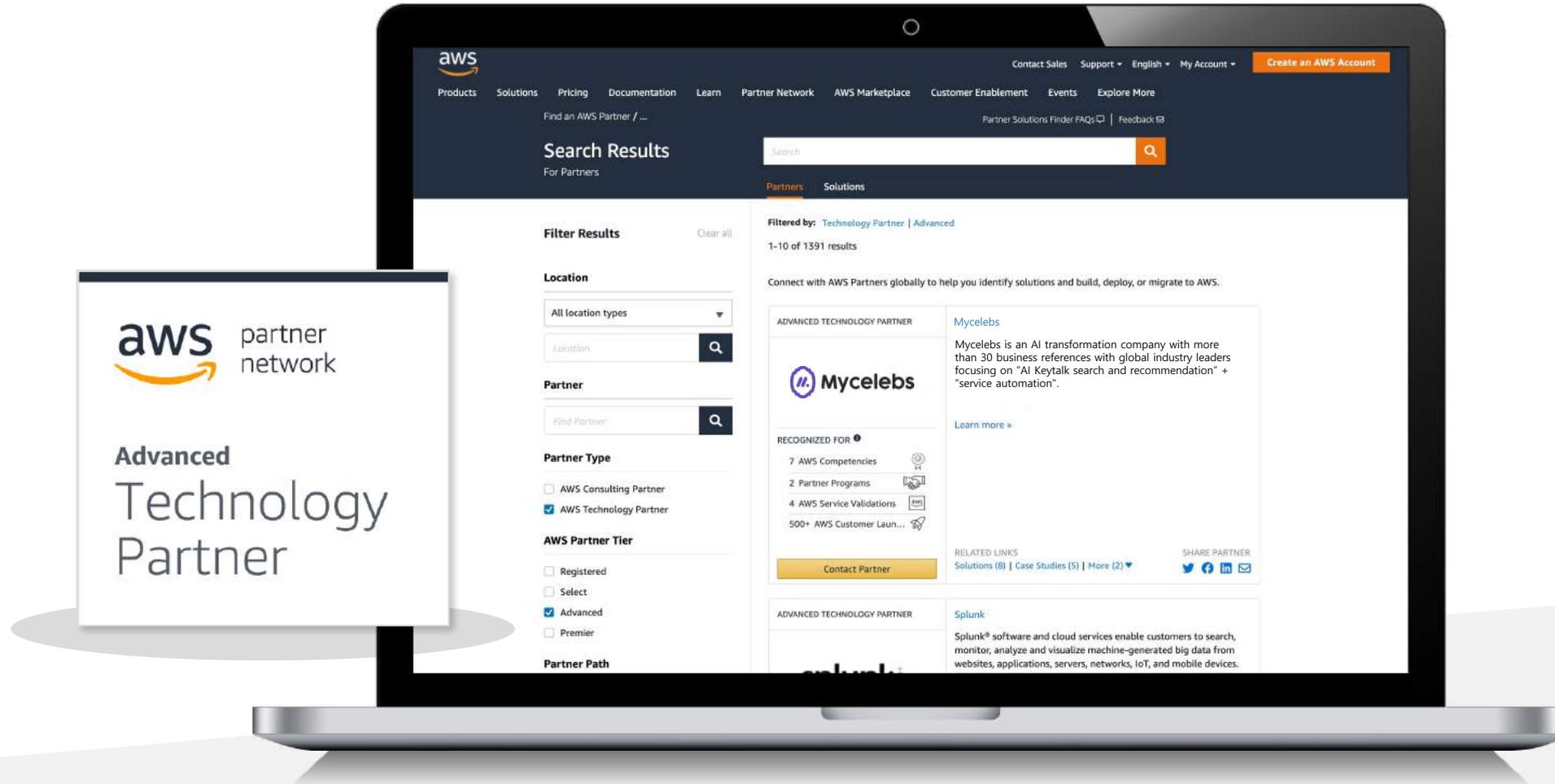
AI Industry with Scattered Core Functions

MATS Integrates Core Functions

BIG DATA & AI LANDSCAPE 2018



Highest tier 'Advanced Technology Partner' in the Amazon (AWS) partner network
Approved for global solution co-sales through ISV-A (Independent Software Vendors - Accelerate)



Introduced on the Amazon (AWS) frontpage as global best case for practical AI application for presenting “immediate opportunities to monetize artificial intelligence”

AWS Machine Learning Case Introduction

AWS Link ▶



MyCelebs Builds an ML Solution with Amazon SageMaker to Provide Immediate Opportunities to Monetize Artificial Intelligence

by AWS Admin | on 28 JAN 2019 | In Artificial Intelligence, SageMaker | Permalink | Share

The travel industry is quickly changing to adopt artificial intelligence (AI). However, it has yet to make effective use of the rich data that the industry has accumulated over the years. As a solution, MyCelebs—a global AI agency that prides itself on the strength of its pragmatic, efficient, and business-ready approach to AI transformation—provides a collaborative opinion recommendation service engine. Travel options are constantly updated to reflect not only the most recent trends and proclivities of the general public but also opinions on most exotic and novel travel options. Public opinion is automatically mined through a set of natural language processing (NLP) algorithms that utilize semantic and sentiment annotation behind reviews of travel destinations and activities.

Global and local industry leaders are already going through AI transformation through MyCelebs. MyCelebs boasts a large number of references from diverse clients that provide direct services to end-users, whereas other AI service providers focus primarily on specific research and development. For example, MyCelebs is collaborating with travel site Booking.com to provide a new service, called the Bucket List (things to do before you die), that highlights a wide array of options that have previously been overlooked. This service will provide the following key features:

- 1. Robust voice user experience (VUX): Innovative ML-based voice recognition system based on semantic and relational analysis of natural languages in reviews offer state-of-the-art recognition rates even against inarticulate and unstructured sentences.
- 2. Context-aware recommendations: Travel options are recommended based on up-to-date semantic analysis, liberating connected consumption from metadata to incorporate people's opinions and tendencies. End users are able to plan using ambiguous search terms such as Christmas or silent travels.
- 3. Operational excellence: Automated process and updates significantly lower operational expense, push and costs down even further.

Conventional Travel Service

Provide real-time contents and recommend travel-spots based on bucket-list



Resources



1 Robust voice user experience (VUX)

The rate of voice recognition is significantly increased, proven to be compatible across multiple voice engines and devices like Android, Siri and Baidu and enabling multiple language support.

2 Context-aware recommendations

Context-aware preferences drawn out by machine learning enable recommendations tailored to individual taste, based on search intention and sub-intentions instead of simple logs.

3 Service Automation

Near-infinite number of Live-updated AI Content (LUAC) is generated through service automation, making operation cost close to non-existent.

Leadership Team

Data Science & Engineering Team



Founder & CEO

Kyle Doh

- McKinsey & Company, Digital strategist
- 1st CDC(Chief Digital Officer) (CJ Group) in Korea
- Executive Director, Alix Partners #1 corporate turnaround consultancy
- Worked for Samsung, Hyundai and CJ Group



OTT/IP PO

Youngjin Doh

- 20th Century Fox, Head of Asia
- CJ E&M, CSO
- Boston Consulting Group



Fandom PO

Sanguine Kim

- LINE Wallet Recommender PM
- TVING UIUX Team Lead
- Daum Communication



OTA PO

Albert Huh

- Samsung Electronics North America Head Quarters, Business Analyst
- Celebcrush, Co-founder



Beauty PO

Emma Kim

- Sigma Delta Technologies, MKT-Sales Director
- Beiersdorf, Nivea Brand Manager



Data-SCM

James Shin

- General Executive of CJ Group Big Data Center
- Project Manager of Daum Soft Strategy Management Department
- McKinsey External Specialist



Business Dev.

Sangwon Kang

- Fingerplus, Head of Marketing & Sales
- GS-Caltex Brand Management



IPR Management

HwanWook Noh

- Patent attorney for IT industry
- Wisenut, #1 Korean search engine
- Graduate of KAIST



CS automation

Jihye Kim

- Google Korea, User Support Specialist
- McDonalds Korea, DELL, CS Specialist



Beauty Advisor

June Rhee

- Sephora China VP, Head of Merchandising
- Macy's China Group VP
- Bulova Corporation VP of Sales, APAC

Data Science & Engineering Team

Big data processing, machine-learning, NLP, NLU specialists

Data Scientist	10+
Data Engineers	20+
Data Analysts	10+

40+ Specialists

- Winner of Facebook APAC Hackathon (2015)
- Sentiment analysis utilizing morpheme analyzers patent (2013)
- Developed individualization dynamic search/analysis processing system
- Taxonomy construction (Wikipedia-level)
- Emotional analytics using Taxonomy (Application of standard subject change and strength change)

18 Patents and 102 Patent Applications with practical business applicability

- ✓ Creating an AI version of keyword search ad system by Overture
- ✓ Making a profitable version of Wikipedia with live-updated AI contents (LUAC)



Search system preferences based on an interesting field

17-11-02 registered
Patent No. 10-1795785



A method of providing a search service using emoticons and user terminal and search server for performing the method

17-12-04 registered
Patent No. 10-187267



Sentence completion type search system and method that recommends words of high interest as search words

18-10-08 registered
Patent No. 10-1908073



System and method for searching object based on property thereof

18-12-10 registered
Patent No. 10-1929404



System and method for searching object based on color sensibility

19-02-01 registered
Patent No. 10-1946978



Search method and apparatus using property language

19-03-04 registered
Patent No. 10-1955920



User terminal providing retrieval service using emoticons, retrieval server, and operation method thereof

19-06-21 registered
Patent No. 6543748



Information searching method and device using relevance between reserved word and attribute language

20-03-16 registered
Patent No. 6676698



Method and device for supplying information by using degree of association between reserved and attribute words

20-03-16 registered
Patent No. 6676699



Method and device for supplying information by using degree of association between reserved and attribute words

20-03-16 registered
Patent No. 6676700



User terminal and search server providing a search service using emoticons and operating method thereof

20-05-28 registered
Patent No. 10-2118614



Method and apparatus for providing information using degree of association between reserved word and attribute language

20-06-29 registered
Patent No. 10-2130145



System for searching and guiding preference for each area of interest

20-07-20 registered
Patent No. 6737887



VOICE INPUT PROCESSING SYSTEM AND METHOD THEREOF

20-11-25 registered
Patent No. 10-2184962



APPARATUS OF RECOMMENDING RESTAURANTS BASED ON TYPES AND DRINKING VOLUMES OF ALCOHOLS AND METHOD THEREOF

20-12-21 registered
Patent No. 10-2195691



APPARATUS AND METHOD OF RECOMMENDING ITEMS BASED ON AREAS

20-12-21 registered
Patent No. 10-2195686



TERMINAL AND APPARATUS FOR PROVIDING SEARCH INFORMATION BASED ON COLOR INFORMATION

20-12-21 registered
Patent No. 10-2195642

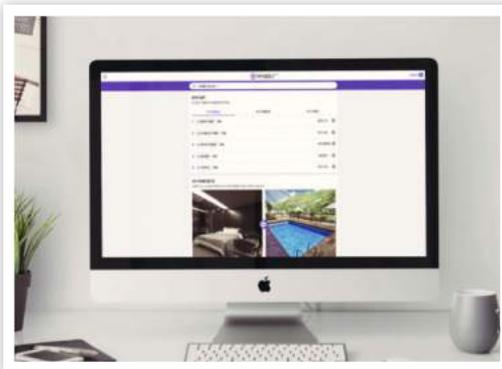


METHOD AND APPARATUS FOR PROVIDING COLOR INFORMATION OF COMBINED CLOTHES USING COLOR INFORMATION OF CLOTHES

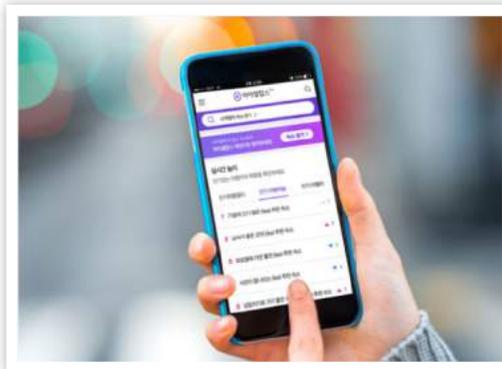
21-04-14 registered
Patent No. 10-2242242

Modulized AI contents allow various combinations to provide optimized services to different user touchpoints, enabling unlimited platform extension and automated operation

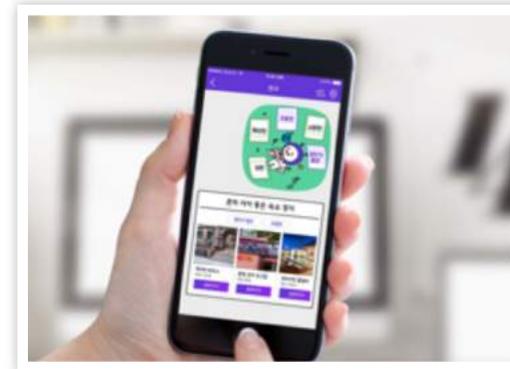
Modular Deployment Examples



Web Services



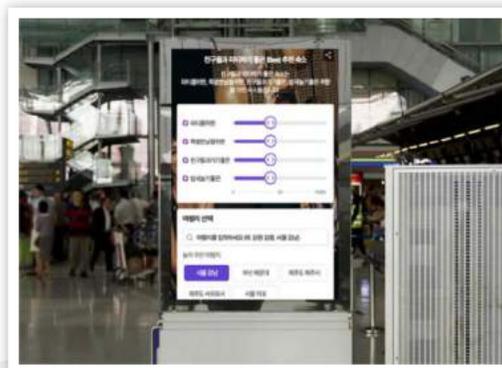
Mobile App



Chatbot



Smart Speaker

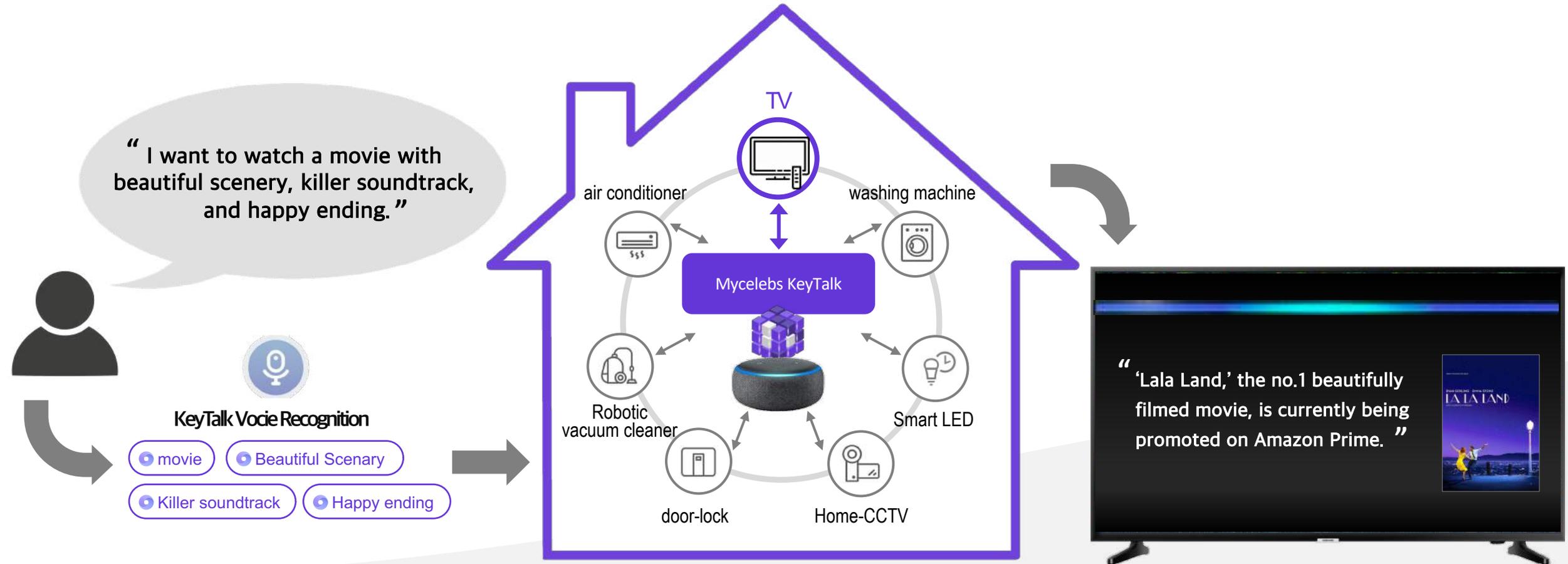


Kiosk



Digital Signage

Keytalk system is prepared to become the next-generation House OS by using multiple semantic knowledge graphs to integrate domain specific recommendations with IoT devices



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