Mycelebs

June. 2021

Mycelebs

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

kakaopage
Powered by **Mycelebs** AI

Maimovie
Powered by **Mycelebs** AI

GLAMAI
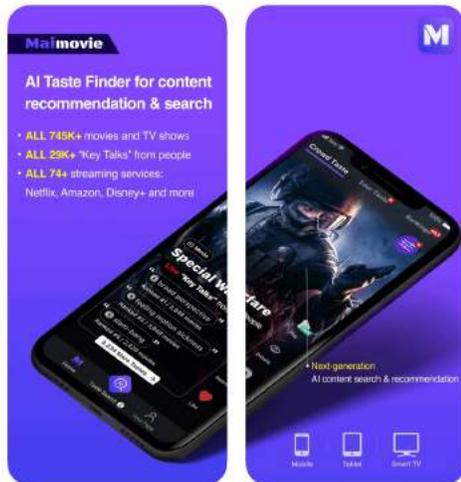with **SEPHORA**

Staypia AI
with **HotelsCombined**

My Bucketlist
with **Booking.com**

"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.
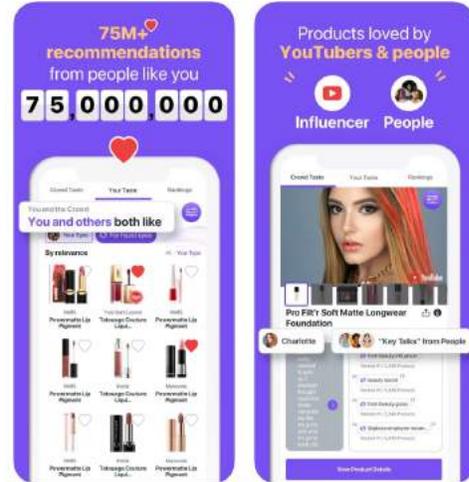
"Redefining movie recommendation and search through AI KeyTalks"

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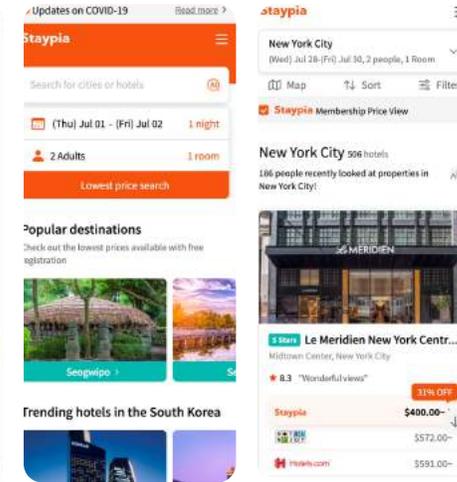- Connection to All 74+ streaming services

"AI beauty assistant offering personalized recommendations"

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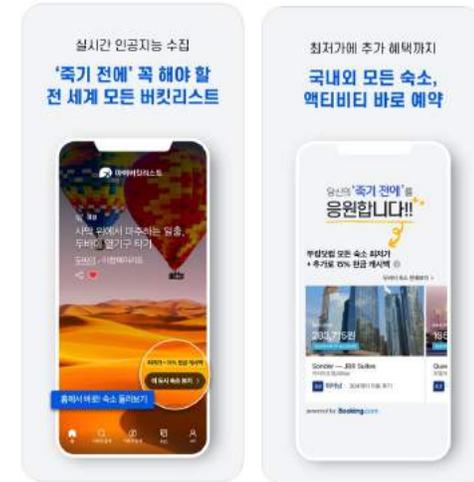- 12,000+ products with live updated info like ingredients, matching tones, rankings, and much more

"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 hotels around the world
- Providing Staypia-only lowest prices to free signed-up members

"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
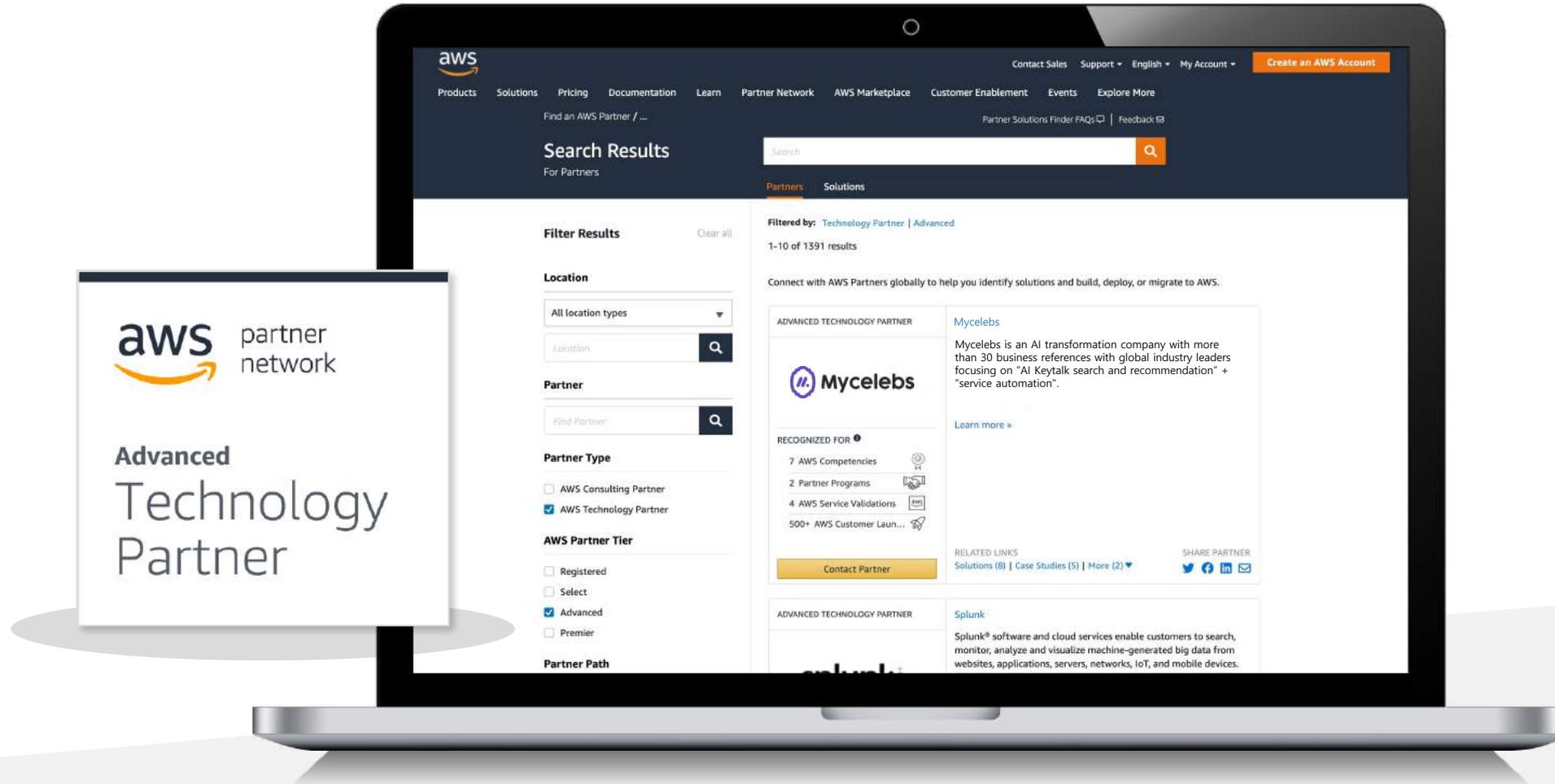

AI Industry with Scattered Core Functions

MATS Integrates Core Functions
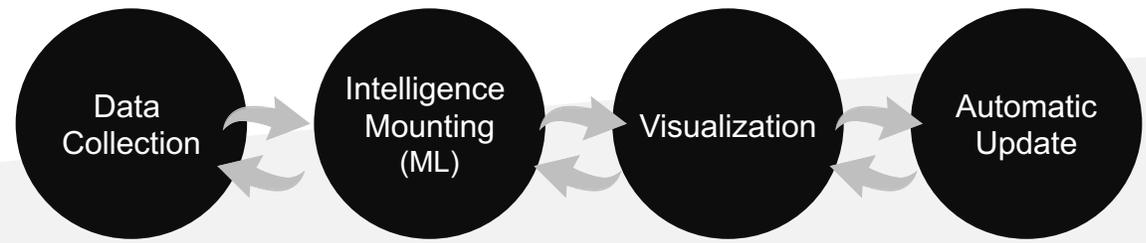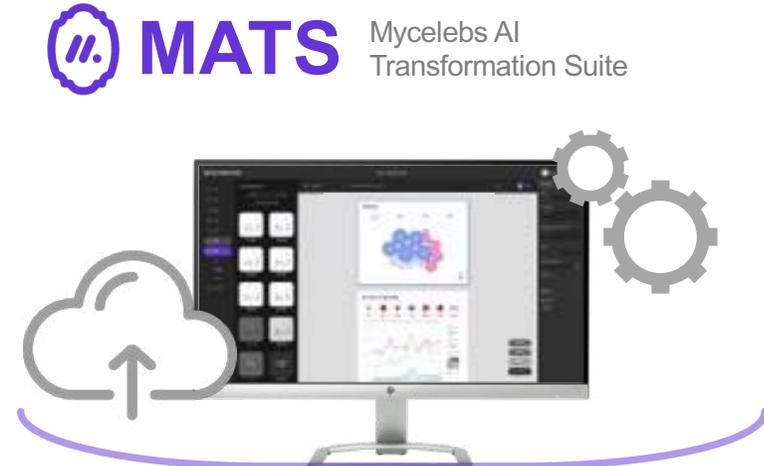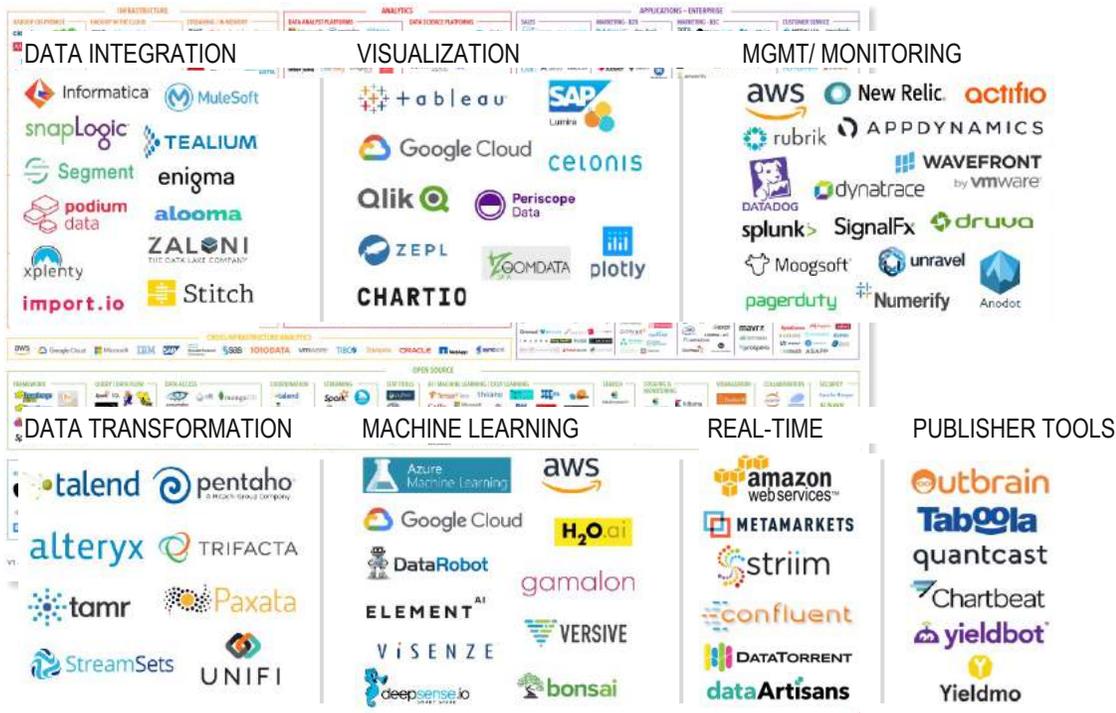
Highest tier 'Advanced Technology Partner' in the Amazon (AWS) partner network

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 ▶

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 CDO(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 AmericaHead 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
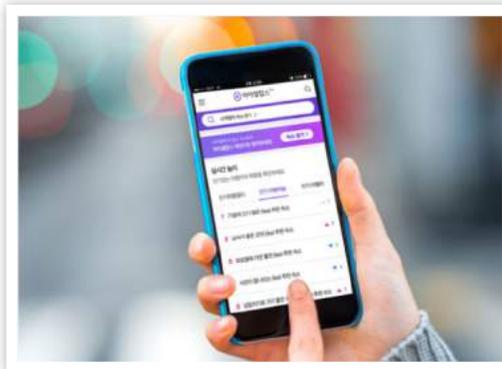21-04-14 registered
Patent No. 10-2242242

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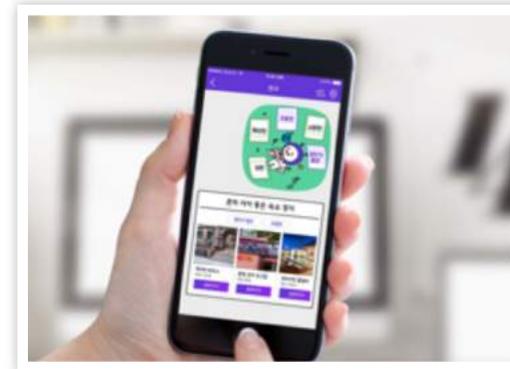
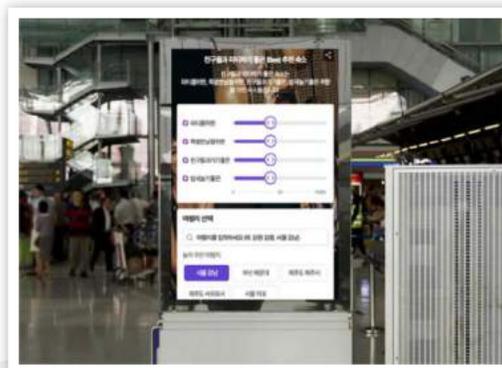Modular Deployment Examples
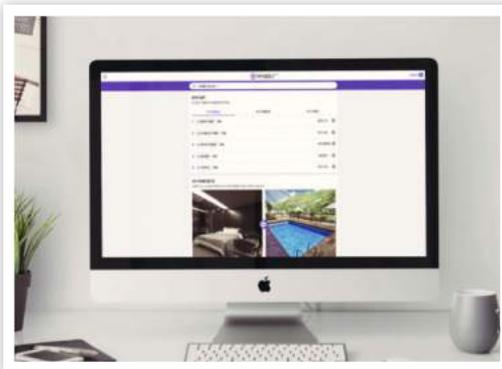
Web Services
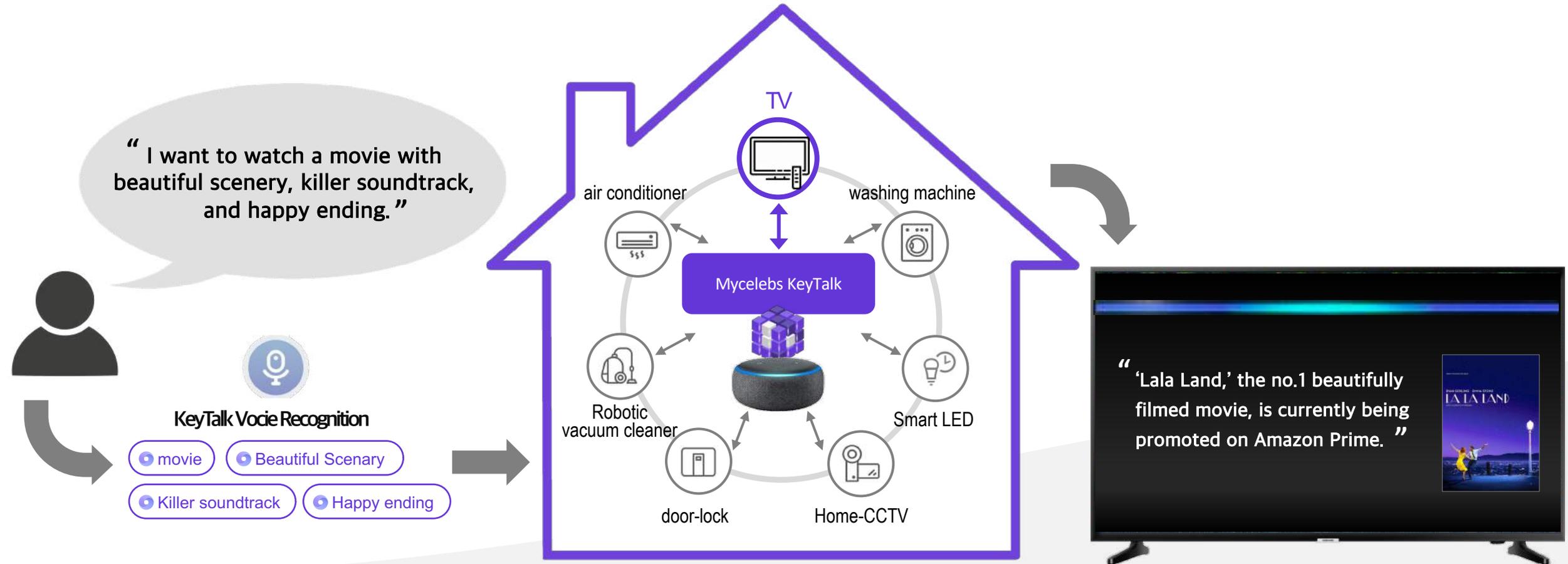

Mobile App

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

" I want to watch a movie with beautiful scenery, killer soundtrack, and happy ending. "

KeyTalk Vocie Recognition

- movie
- Beautiful Scenary
- Killer soundtrack
- Happy ending

TV

air conditioner

washing machine

Mycelebs KeyTalk

Robotic vacuum cleaner

Smart LED

door-lock

Home-CCTV

" 'Lala Land,' the no.1 beautifully filmed movie, is currently being promoted on Amazon Prime. "

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