Geneeea
AI-Based Text Processing
Geneea

- Company developing AI solutions to text processing
- Founded in 2014
Geneea

- Bootstrapped (customer-funded, no external investor)
- 20+ team members
- Experience from academia, Google, Reuters, Amazon, Oracle, etc.
We use AI to understand and write news articles.
Mona Lisa by Leonardo da Vinci is in the Louvre Museum in Île-de-France, France, in the European Union.

Mona Lisa
Oil painting by Leonardo da Vinci
Created: 1503

Girl with a Pearl Earring is an oil painting by Dutch...
1M+ of articles, radio shows, podcasts, videos every day
This technology helps

• journalists **write** engaging articles
• media houses **understand** their audience
• media monitoring companies to **make sense** of news
We use AI to **write articles** about elections, football, economic news, ...
Geneeea & IP
Two examples
Threat of reverse-engineering

• Getting annotated data for training AI systems is **expensive**

• But our results could be used by the customer to **train a similar system**

• **Initially**, we tried to use technical and legal means to **prevent this**

• Now, we
  • explicitly mention the possibility of this to **alleviate the fear of vendor-lock-in**
  • are confident that our excellent service ensures **they'll never want to switch**
Licenses & OpenAI

- We always tried hard to follow the IP rules.

- After OpenAI became a poster child of success, despite completely disregarding any licenses, GDPR laws etc., we feel like fools.
Thank you!