

### #ModernAI & Cognitive Computing: Live! *A New Live Video Series*

STORM is launching a video series aimed at technology buyers who want to leverage #ModernAI/cognitive computing products and services to attain and sustain competitive advantage. Episodes will feature 4-6 distinct video segments of approximately 5-10 minutes each. The full episode/program will be streamed live to enable viewer interaction, although some segments may be pre-recorded. Each segment is classified by category, and after initial broadcast the segments will be available online sorted by category. For example, a viewer will be able to select "Interviews" and have access to all the interviews, ordered by date and subcategory.



#### Initial Segment Categories

- NEWS/OVERVIEWS**  
News/Analysis: a segment discussing the impact of a specific event on a market. The "what" will generally be covered in under 1 minute, with the remainder of the segment dedicated to the "so-what" (recommendations for buyers, sellers, investors).
- INTERVIEWS**  
Conversations with buy or sell-side technology executives and academics, highlighting the story of their ModernAI/CC journey.
- USER STORIES**  
Case studies with a focus on technical and business lessons learned.
- TECHNOLOGY TRENDS**  
A look at Forecasts, Trends and Signals.

#### Why Now?

The #ModernAI/Cognitive Computing market - along with those for supporting technologies - is growing rapidly. There is an abundance of free resources for news and aggregation on these topics, but real analysis is lacking or expensive. A free, high quality resource focused on providing actual guidance and analyst insights is an idea whose time has come.

#### Growing the Audience

We currently reach individuals in over 55 countries with our monthly webinars and manage a LinkedIn group on #ModernAI/Cognitive Computing with over 300 members, including some of the most experienced and influential people in this domain. Our marketing campaign for the new series will leverage this base and the networks of our partners and clients to grow the audience for the live shows and archived segments.

#### Sponsorship Benefits & Opportunities (2017)

Market awareness and market intelligence sponsorships will be available.

### About Us

STORM Insights, Inc. is an emerging technology market intelligence and advisory research firm focused on the business impact of modern AI/cognitive computing. We provide in-depth coverage of advances in and applications of machine learning, natural language processing (NLP), neuromorphic/"brain-inspired" hardware, and advanced human-computer-interfaces. Supporting technologies, from advanced analytics, cloud computing and the Internet of everything are also covered when relevant to our primary research areas. Our monthly Smart Data webinar series with Dataversity currently reaches individuals representing over 350 different companies, universities, and government agencies in over 55 countries.

We have produced videos for clients ranging from Fortune 50 tech titans to venture-funded startups. Topics have included customer/partner/vendor interviews, event coverage, and product analysis. We produced over 30 videos as marketing assets in the past year. Now, we're ready to go live.

This series is being produced by STORM Insights, Inc. founder Adrian Bowles, who has worked at the intersection of advanced technology and business strategy as an academic, practitioner, consultant and industry analyst.

Previously, Adrian held executive positions at Ovum/Datamonitor, Giga Information Group, New Science Associates, and Yourdon, Inc. Adrian also held academic appointments in computer science at Drexel University and SUNY-Binghamton, and adjunct faculty positions in the business schools at NYU and Boston College. He began his career with research and application development roles at IBM and GTE Laboratories. Adrian earned his BA in Psychology and MS in Computer Science from SUNY-Binghamton, and his Ph.D. in Computer Science from Northwestern University.

### Adrian's AI/Cognitive Computing Research/Analysis Highlights...

- ✓ Wrote his first AI application - a natural language simulation program - at SUNY Binghamton for his MS project (With B. Merritt). It was published in the proceedings of Cybersoft 80, the International Symposium on Cybernetics and Software. 1978-1980
- ✓ Studied AI, symbolic logic and mechanical theorem proving at Northwestern as part of his PhD studies (Computer Science). 1981-1982
- ✓ Taught AI at Drexel University. 1983-1986
- ✓ Evaluated AI tools for RCA Labs and led their design submission for the US DoD Air Land Battle Management System (coordinated expert systems for advising field operations). 1987
- ✓ Developed software engineering tools and advised early adopters on strategy. 1988-2008
- ✓ Taught MBA classes in IT strategy/management and e-commerce in the business schools at NYU and Boston College. His classes focused on analytics and developing business plans and strategies to leverage emerging technologies. 1999-2010
- ✓ Provided advisory services to the IBM Watson ecosystem team, developing an assessment tool for potential application ecosystem partners 2013-2014
- ✓ Co-authored *Cognitive Computing & Big Data Analytics* with J. Hurwitz & M. Kaufman, published by John Wiley & Sons March 2015.