



UNANIMOUS AI

We Build **Collective Superintelligence**

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UNANIMOUS CONFIDENTIAL

Traditional team decision-making processes are flawed and limiting

- Every organization has intelligence and expertise
- But still, teams struggle to collaborate optimally and fail to maximize their potential
- Especially when it comes to making key decisions that require accurate evaluations, forecasts, and selections.

- We have the best and brightest minds working on critical problems, but they fail to collaborate effectively and fall short.
- We make the wrong decision – wrong product, wrong hire, wrong plan, etc. – when the right one was in front us.
- We allocate resources to the wrong priorities and put ourselves at a strategic disadvantage.
- The next breakthrough is at our fingertips, but we miss it.

Artificial Swarm Intelligence or Swarm AI® Makes Teams Smarter Together

- Empowers teams to access and amplify their **collective intelligence**
- Producing significantly more accurate **evaluations, forecasts, and predictions**
- Leading to **better decisions** that consistently outperform individuals and groups.

- Knowledge
- Wisdom
- Insights
- Experience
- Intuition
- Instincts



How can we harness and amplify the intelligence of human groups for **enhanced collaboration** and **optimized decisions**?

COLLECTIVE INTELLIGENCE

“Wisdom of Crowds”

Groups can be smarter than individual members → (1906) Sir Francis Galton (~800 villagers guess the weight of an ox)

Current methods haven't changed much → aggregate data from isolated individuals (polls, surveys, prediction markets, etc.)

The “crowd” only exists in a database → intelligence amplification (small boost, narrow uses → forecasting)

Can we do better?

Nature evolved an **optimized method** for **amplifying the Intelligence of groups**

- **Nature does NOT:**
 - take votes or polls or surveys
 - analyze historical data-sets (big data)
- **Nature forms SYSTEMS:**
 - Real-time systems with **feedback loops** that enable groups to converge on **optimal solutions**
 - Biologists call this **Swarm Intelligence**
 - It's why birds flock, fish school, and bees swarm
 - They're **smarter together** than alone.

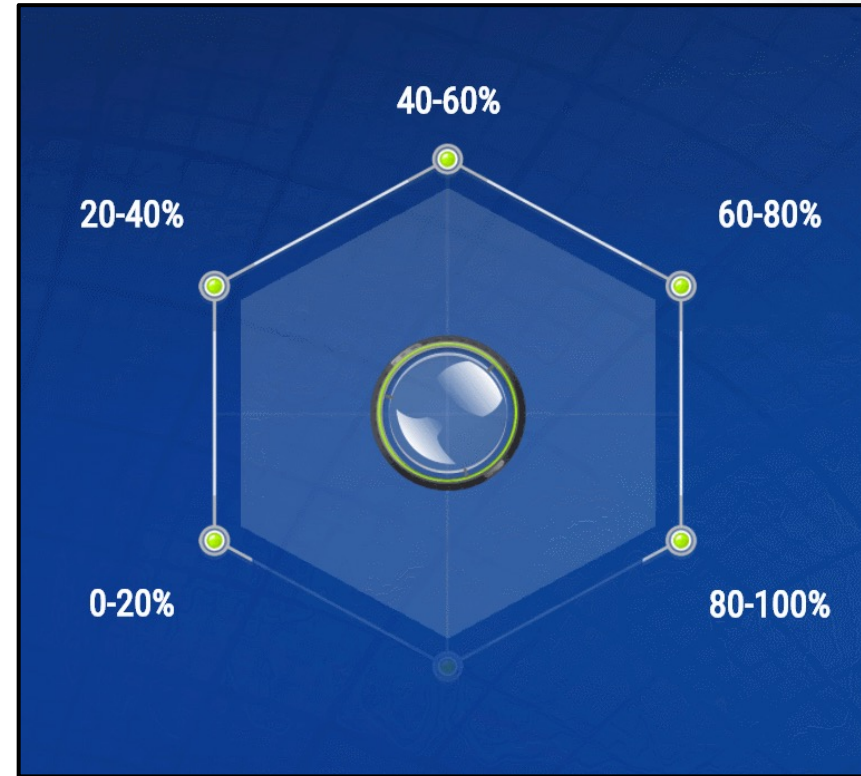


Swarm Intelligence

Enabling Human Swarming



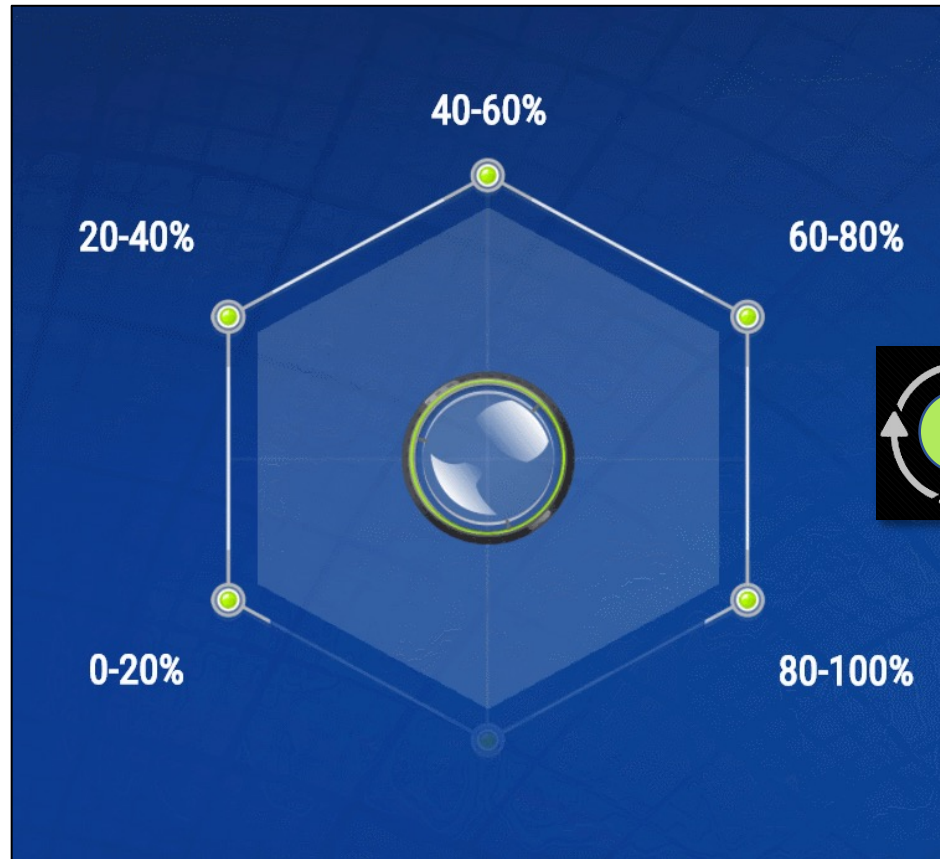
Natural Swarm



Artificial Swarm

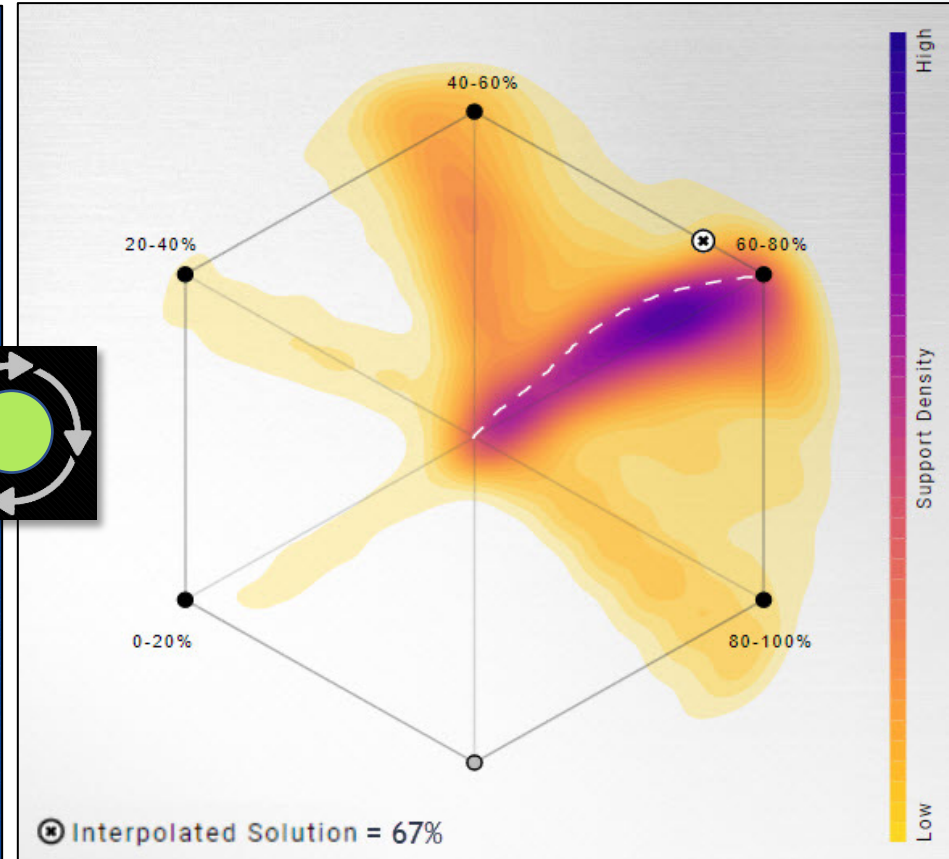
Swarm is a real-time system with participants acting, reacting and interacting, revealing the strength of their convictions to the underlying algorithms.

What **USERS** see is **SIMPLE**:



Participants **BEHAVE** in real time

What the AI sees is **DEEP**:



The AI assesses user **CONFIDENCE** and **CONVICTION** in real time

Used by leading companies around the world



... and top academic institutions



HARVARD | BUSINESS | SCHOOL



UNANIMOUS AI

Swarm AI + Conversational Deliberation

Swarm[®]

- Optimized for Evaluations, Selections, and Decision Making
- Focused on structured questions with a fixed set of options
- Choosing among a defined range of possible answers

GOAL: Combine the Intelligence Amplification benefits of Swarm AI with the flexibility of Conversational Deliberation

Enable → Open-Ended Questions & Unstructured Problems

Capture → Subjective Reasoning / Justifications behind Solutions

Convergence → Consensus Answers

The Power and Limitations of Conversational Deliberation

CONVERSATIONAL DELIBERATION is the most important **collaboration method** for evaluating problems, generating ideas, surfacing insights, and finding solutions that harness the combined knowledge, wisdom, and insights of the group.



PROBLEM:

Conversation is only viable for use in small groups

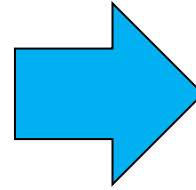
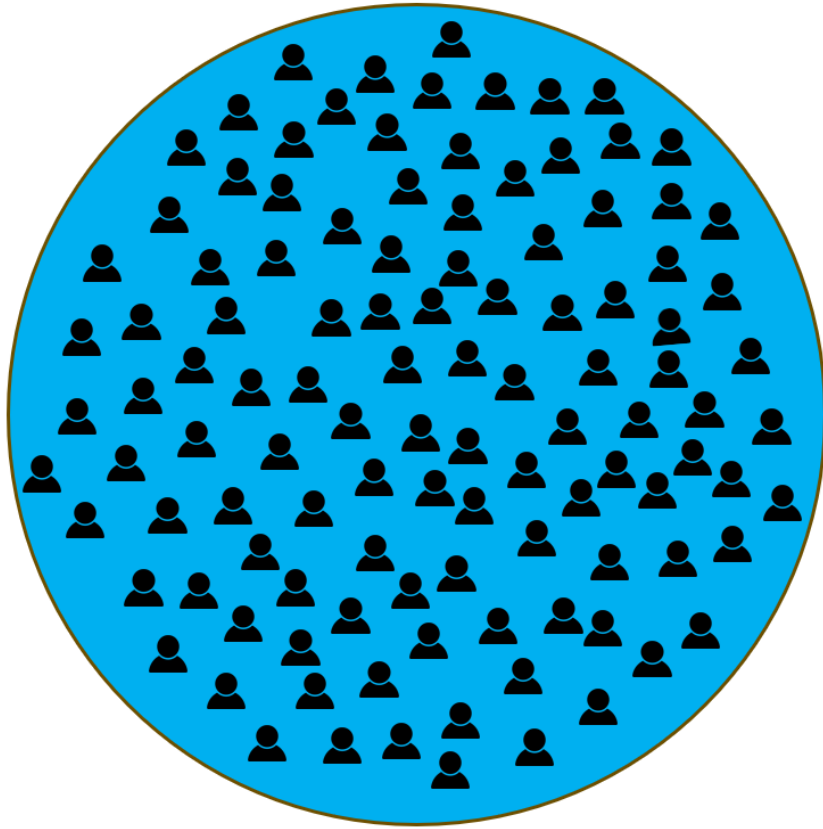
IDEAL SIZE:

4-7 people
airtime per person
wait time to respond

ABOVE 12 people
it's just speeches

ABOVE 20 people
it's chaos

The Problem



~~Zoom?
MS Teams?
Slack?
Discord?
Forums?
Chat?~~

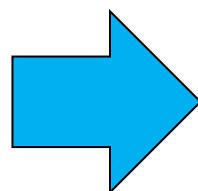
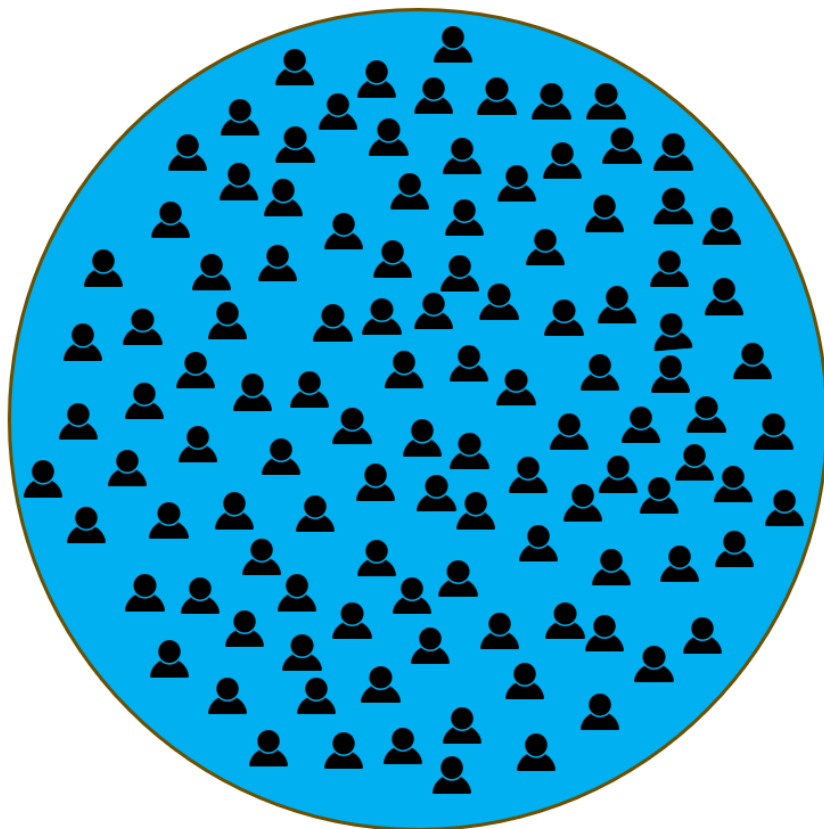
What if you have a LARGE group?

25 people 50 people 500 people

How do you hold a thoughtful and productive real-time conversation?

The Problem

CONVERSATIONAL DELIBERATION is impossible for large distributed groups, and yet most organizations have more than a handful of stakeholders, experts or contributors.



**We
Solved
this!**

With a little help
from Mother Nature

What if you have a **LARGE** group?

25 people 50 people 500 people

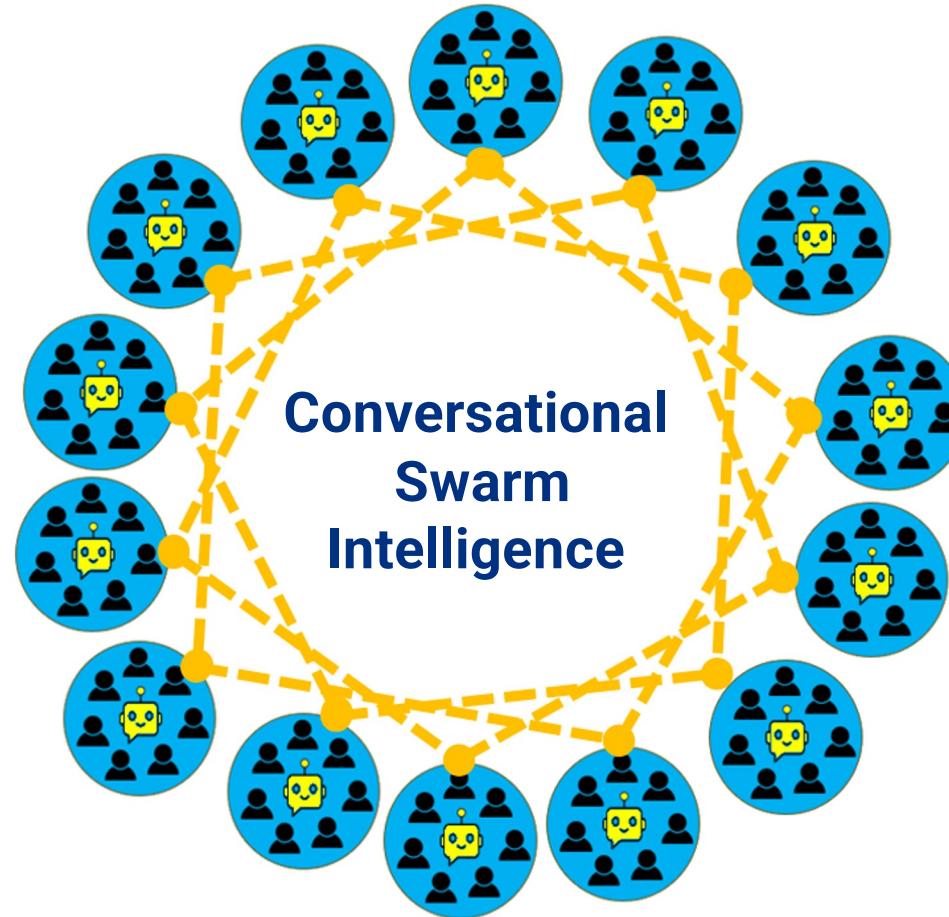
More Inspiration from Nature

Fish Schools

- Thousands of members → function as **Super-Organism**
- Communicate using special organ → “Lateral Line”
- Each fish interacts with small subgroup near them
- Subgroups overlap, so information propagates globally
- This combines benefits of Local Deliberation with the benefits of large scale real-time Collective Intelligence



How can we do this with LARGE GROUPS?

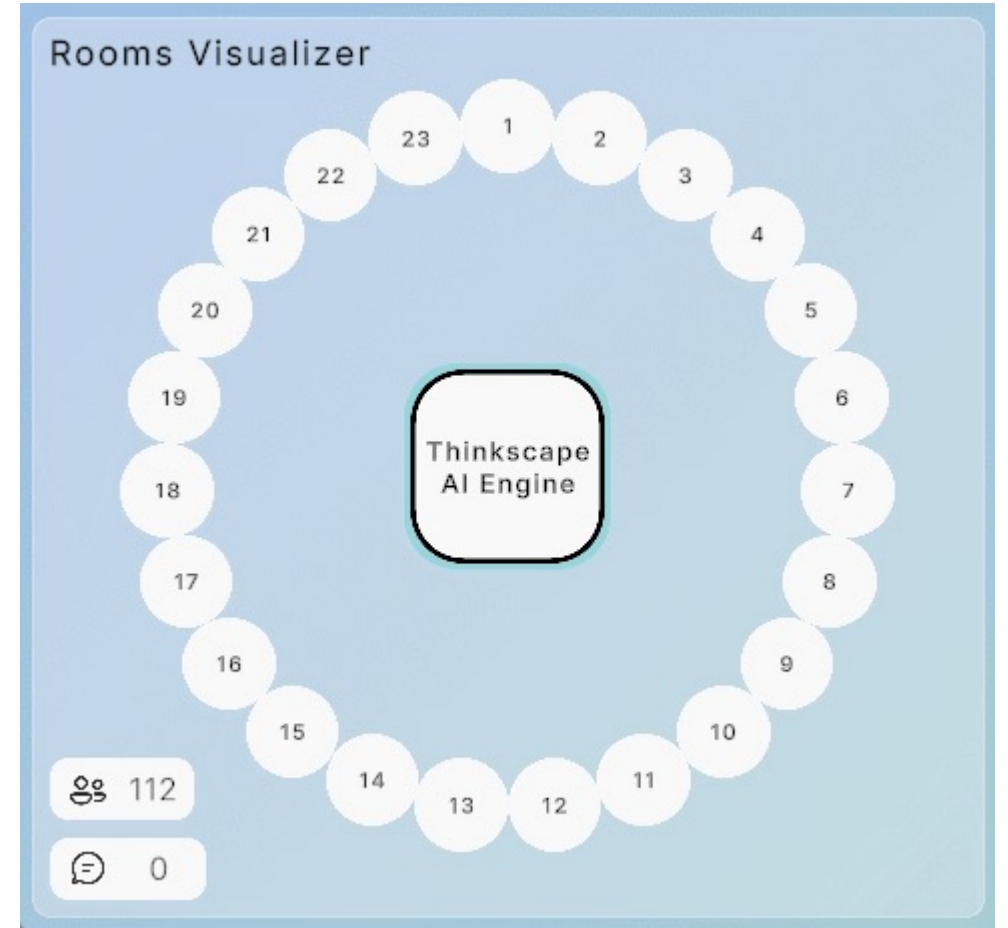
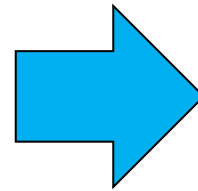


Conversational Swarm Intelligence enables real-time deliberations among groups of any size and amplifies their combined intelligence.

Conversational Swarm Intelligence



Biological Swarm Intelligence



Conversational Swarm Intelligence (CSI)

COLLECTIVE SUPERINTELLIGENCE

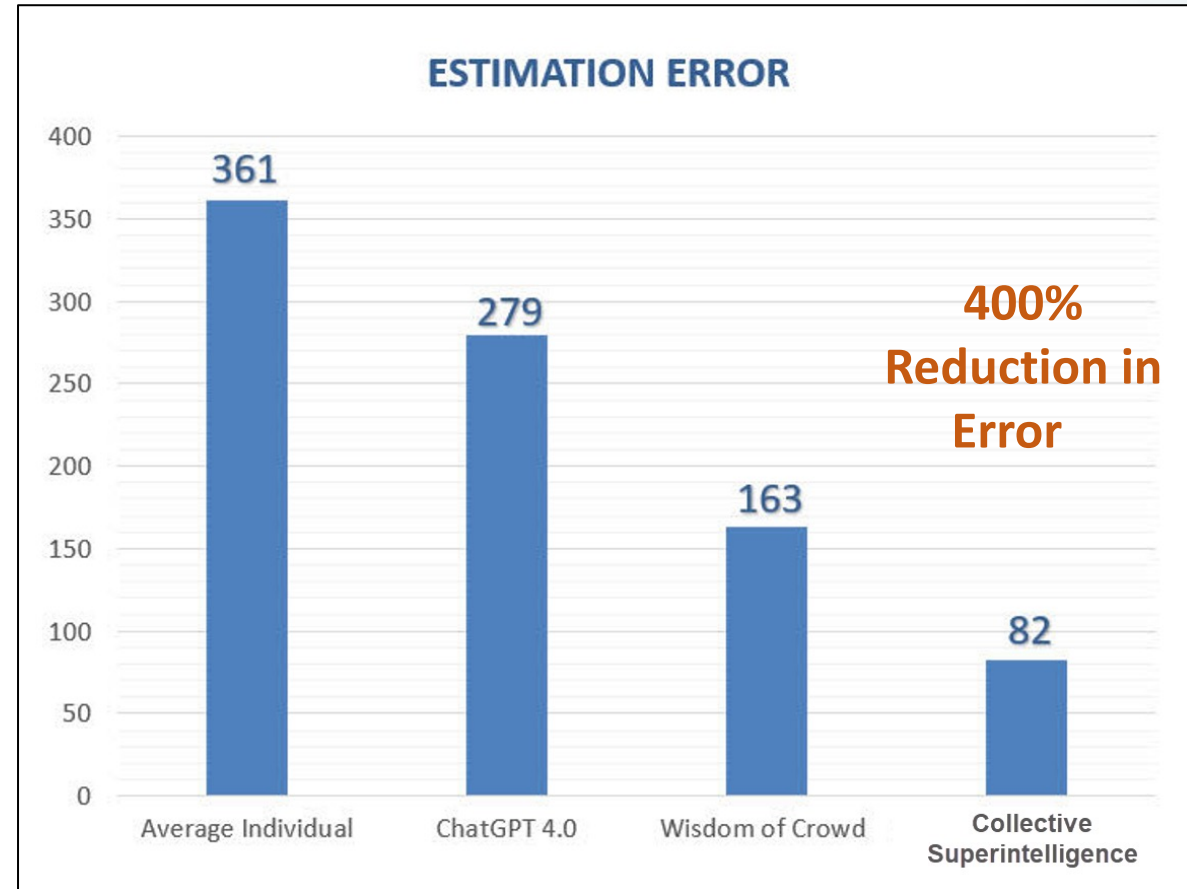
Estimation Experiment (2023) → Gumballs in a Jar → 250 people



- Average Individual: 55% ERROR
- GPT-4 (Pure AI): 42% ERROR
- Wisdom of Crowd: 25% ERROR
- Collective Superintelligence: 12% ERROR

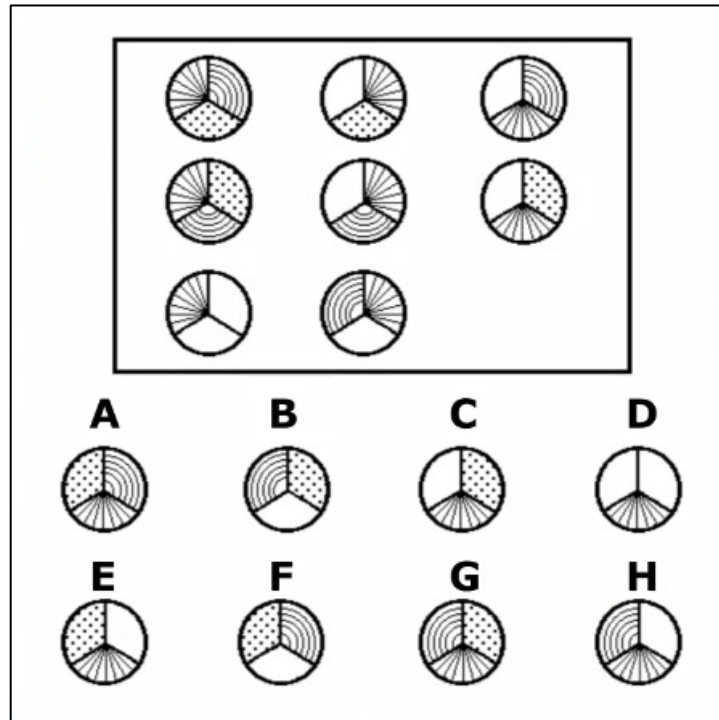
COLLECTIVE SUPERINTELLIGENCE

Estimation Experiment (2023) → Gumballs in a Jar (using ~250 people)



COLLECTIVE SUPERINTELLIGENCE

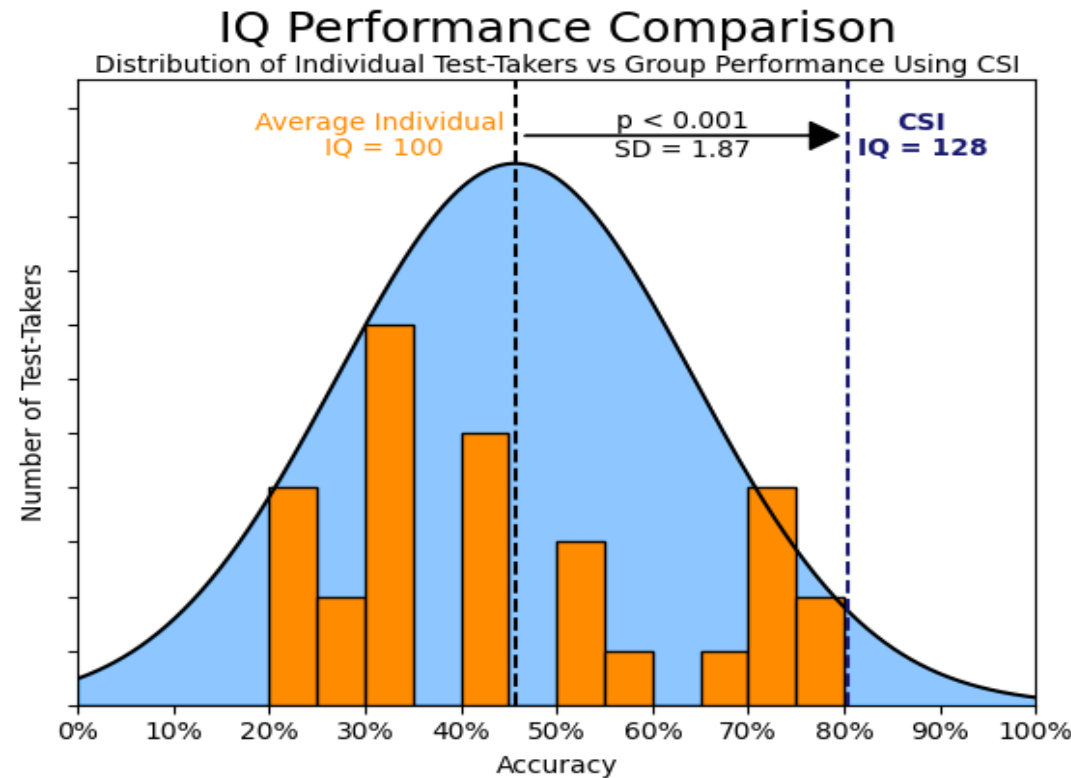
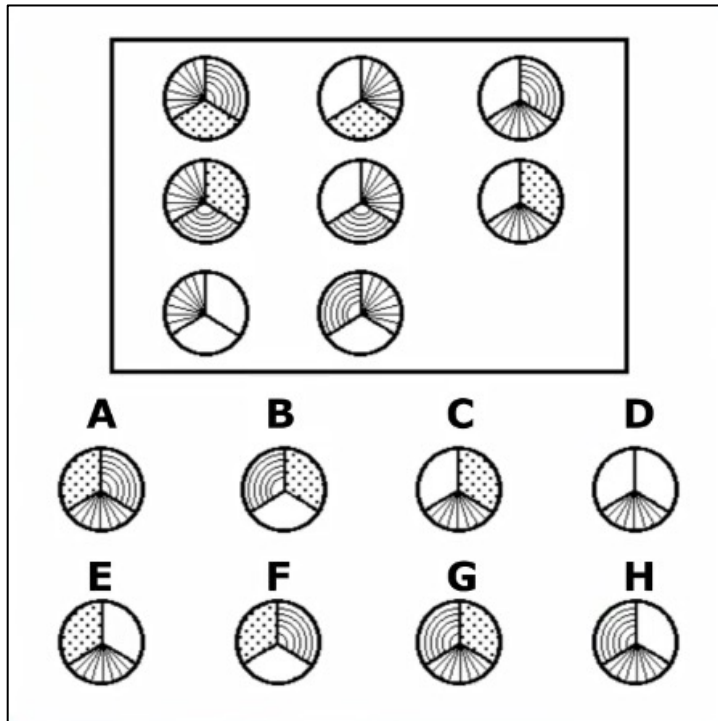
IQ EXPERIMENT (2024) → STANDARDIZED IQ TEST → 35 people



- **Average Individual:** 100 IQ, 50th Percentile
- **Wisdom of Crowd:** 115 IQ, 81st Percentile
- **Collective Superintelligence:**

COLLECTIVE SUPERINTELLIGENCE

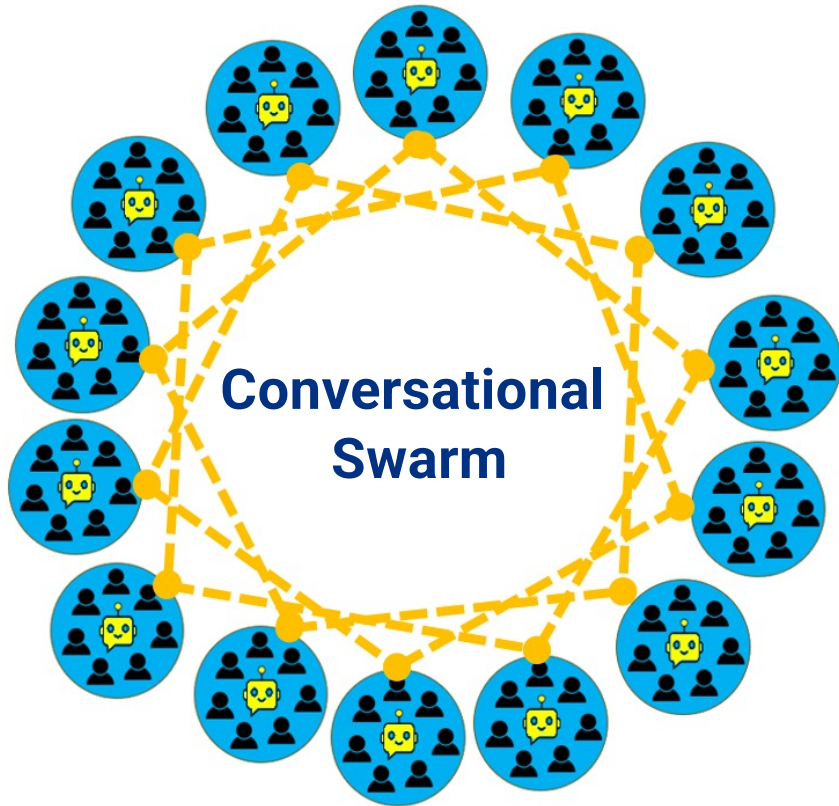
IQ EXPERIMENT (2024) → STANDARDIZED IQ TEST → 35 people



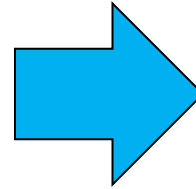
100 IQ → 128 IQ

50th → 97th Percentile

Conversational Swarm Intelligence



Collective Superintelligence



Thinkscape Platform

Introducing Thinkscape™

Thinkscape is a real-time collaboration environment that delivers **AI-powered Deliberative Insights**

- Not just answers and preferences but a deeper understanding of “*the Why*” that shapes opinions
- **Unstructured** problems
- **Free-flow** discussion and deliberation
- Identification of key **issues and rationale**
- **Convergence and consensus** on optimal choices



Conversational Deliberation at Scale

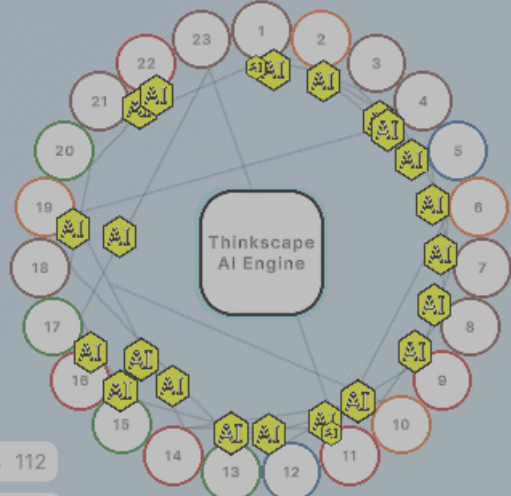


Which of these snack brands is most associated with novelty, and why?

2:02 / 4:58

Moderator View

Rooms Visualizer



112

142

Snack Brands Clean

Time: Tue, 26 Mar 2024 11:54:38 GMT
Moderator Notes: None

I'm sorry, but I cannot provide a summary of the reasons without the list of justifications. Could you please provide the list of justifications for "Lays Poppables"? (Source: ThinkTank 6)

Room 4, Thinkbot: Gadget

ThinkTank 2 is split between other options, but very weakly favors "UTZ Puff Balls" because:
I'm sorry, but I cannot provide a summary of the reasons as you have not provided the list of reasons for the answer "UTZ Puff Balls". Could you please provide the list of reasons for that answer?. (Source: ThinkTank 2)

Room 17, eggplantparm123

I think after this I am definitely going to try some new flavors/types

Room 18, Thinkbot: Rob

ThinkTank 10 is split between other options, but very weakly favors "UTZ Puff Balls" because:
I'm sorry, but I cannot provide a summary of the reasons without the list of justifications for the answer "UTZ Puff Balls"?. (Source: ThinkTank 10)

Room 10, Thinkbot: Marvin

I see that ThinkTank 14 is split between other options, but very weakly favors "Cheez it Puff'd" because:
I'm sorry, but you haven't provided the list of reasons for "Cheez it Puff'd". Could you please provide the reasons so that I can summarize them for you?. (Source: ThinkTank 14)

Room 22, Thinkbot: Marvin

Room 22, Thinkbot: Marvin

ThinkTank 9 is split between other options, but very weakly favors "Lays Poppables" because:
1) Lays Poppables is a unique and innovative snack option.
2) Lays Poppables offers a variety of flavors and textures.
3) Lays Poppables encourages trying something new and different.. (Source: ThinkTank 9)

Enter text...

Members (118)

- *Replay Engine*
- Jilly
- Ran
- sterbell
- Seth
- KINGofTHEworld
- rick
- legendaryj
- Pikachu
- Yawners
- Jefferson
- modGregg
- jma87
- OSB
- brrianna2rich
- Steph
- Cinnimini
- dy 23
- Hans
- krayspex
- kn
- TrixLovesCheese
- ben2736
- Pumpkin
- X
- Razzy
- Ke
- Mr8iggens
- Station7
- mac
- Ali
- Superman
- Cyrus
- Olive
- Texan713
- Tsu
- Duff
- bily1
- Careface
- RJ24
- savd
- James



Conversational Deliberation at Scale



Which of these snack brands is most associated with novelty, and why? 2:04 / 4:58

ThinkTank 7

Rooms Visualizer

112
143

Snack Brands Clean

Time: Tue, 26 Mar 2024 11:54:38 GMT
Moderator Notes: None

Cameron
I again think cheez it puffs are rather new, I have not seen anything new or different from cheetos puffs.

Moderator: UAIChris
And also remember that our discussion prompt is novelty,

Thinkbot: Rosie
FYI, ThinkTank 9 is split between other options, but very weakly favors "Lays Poppables" because:
1) Lays Poppables has many flavors to choose from.. (Source: ThinkTank 9)

legendaryj
I like the cheetos puffs and cheez it puff'd - the cheez it puff'd are more flavorful and are something I enjoy. The cheetos are more nostalgic and remind me of younger days

Rae
I would say Lay's because they are fairly new.

Cameron
I just wish the new cheez it puff'd snack would put out more flavours like thy have for the regular cheez its

billy1
cheetos puffs also just feel like youre eating alot with one bite.

Thinkbot: Rosie
ThinkTank 12 is split between other options, but very weakly favors "Pirate's Booty" because:
1) Pirate's Booty has a mature flavor beyond the normal orange flavor.
2) It is a brand that participants have never tried before, so it would be shaking up their routine.. (Source: ThinkTank 12)

Enter text...

Members (7)

Replay Engine MOB
legendaryj
billy1
Cameron
bp2341
Rosie
Rae

🔊 🗨️ 🔍

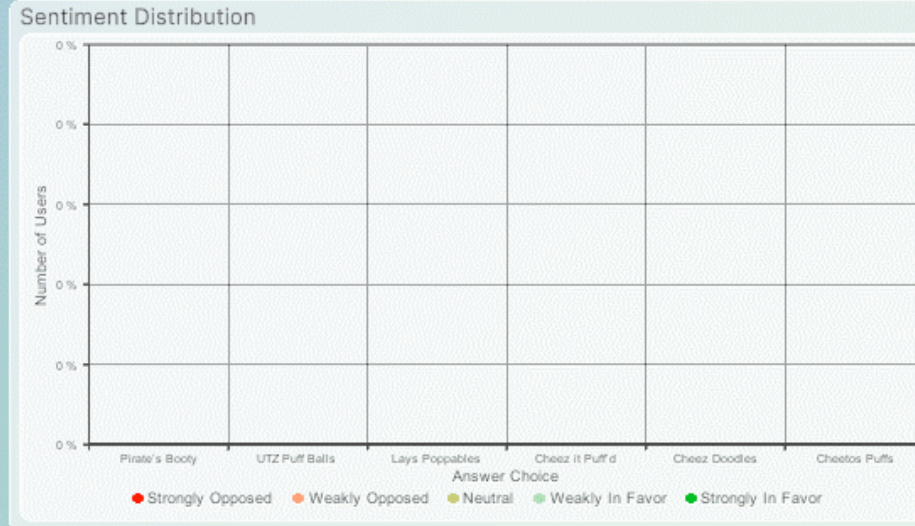
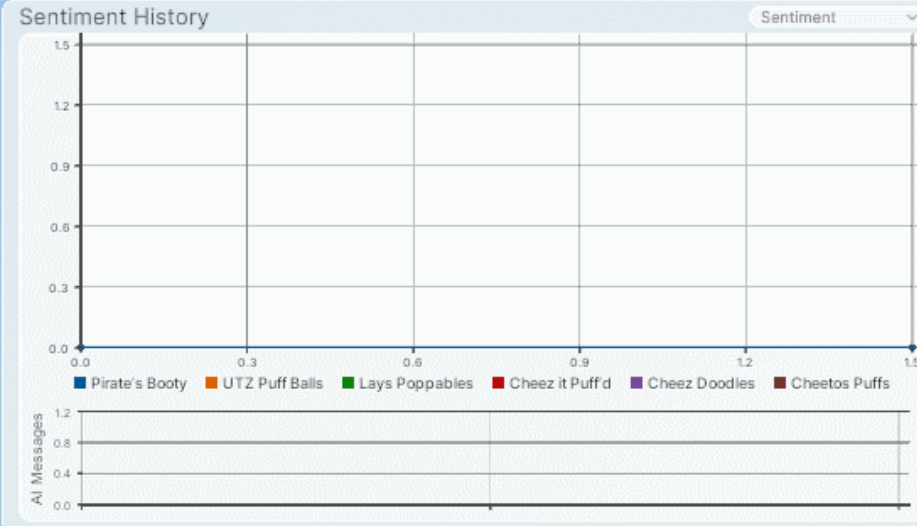
Real-time Sentiment Analysis



Which of these snack brands is most associated with novelty, and why?

0:02 / 4:58

Insights View

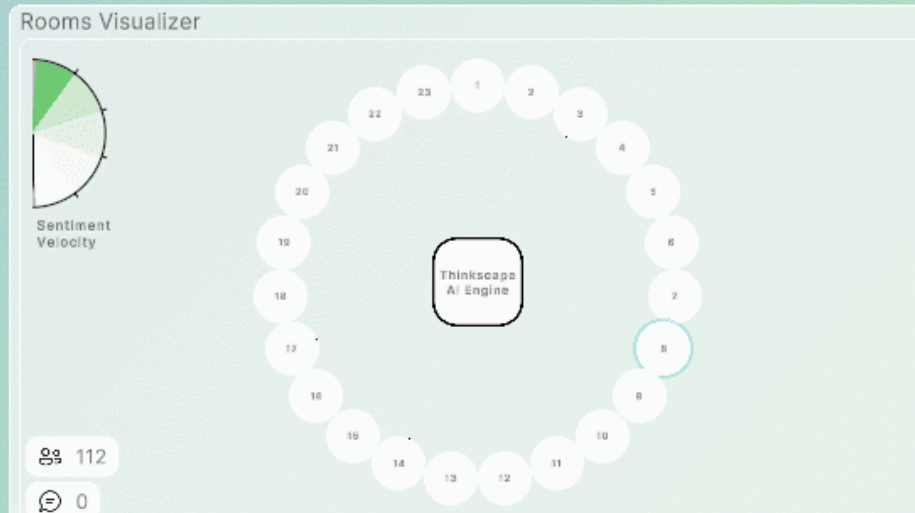


- ### Members (7)
- *Replay Engine* Med
 - ben2736
 - Cyrus
 - Jay777
 - Jay
 - gina
 - Eve

Group Sentiment

Rank	Brand	Sentiment	Conviction	Exposure	Engagement
1)	Pirate's Booty	0.00	0%	0%	0%
2)	UTZ Puff Balls	0.00	0%	0%	0%
3)	Lays Poppables	0.00	0%	0%	0%
4)	Cheez it Puff'd	0.00	0%	0%	0%

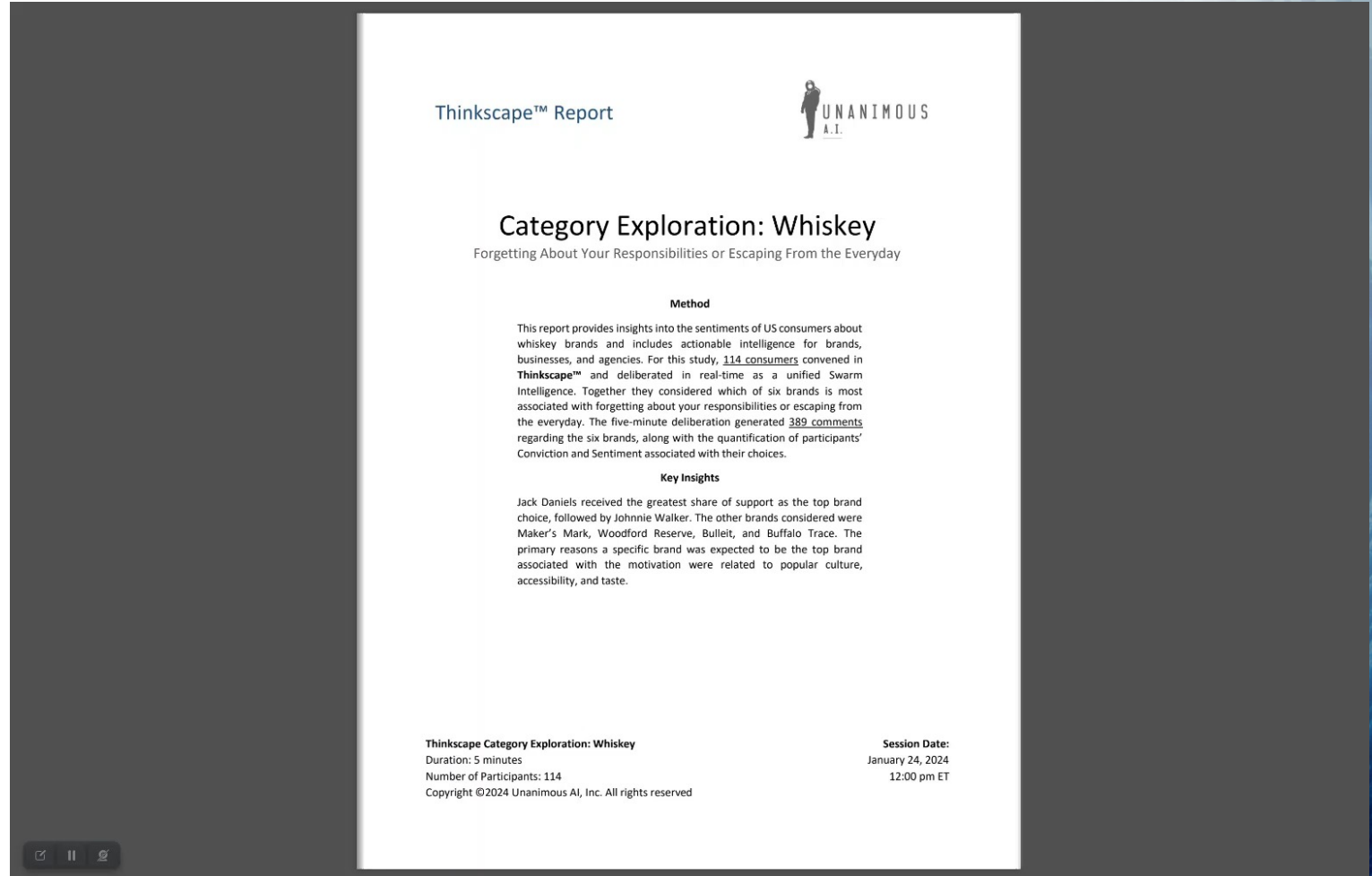
Show Associations



Automatic Reporting

Reports are generated within hours

- Executive summary
- Reasoning breakdown by answer choice
- Thematic sorting
- Cohort Analysis
- Statistical Tests



The screenshot displays a report interface with a white central panel on a dark background. At the top left of the panel is the text 'Thinkscape™ Report'. At the top right is the 'UNANIMOUS A.I.' logo, which includes a small silhouette of a person. The main title is 'Category Exploration: Whiskey', with a subtitle 'Forgetting About Your Responsibilities or Escaping From the Everyday'. Below this is a 'Method' section containing a paragraph of text. A 'Key Insights' section follows, also with a paragraph of text. At the bottom of the panel, there is a metadata section with two columns of information: 'Thinkscape Category Exploration: Whiskey', 'Duration: 5 minutes', 'Number of Participants: 114', and 'Copyright ©2024 Unanimous AI, Inc. All rights reserved.' on the left; and 'Session Date: January 24, 2024 12:00 pm ET' on the right. In the bottom left corner of the dark background, there are three small icons: a checkmark, a pause symbol, and a speech bubble.

Thinkscape™ Report

UNANIMOUS
A.I.

Category Exploration: Whiskey

Forgetting About Your Responsibilities or Escaping From the Everyday

Method

This report provides insights into the sentiments of US consumers about whiskey brands and includes actionable intelligence for brands, businesses, and agencies. For this study, 114 consumers convened in Thinkscape™ and deliberated in real-time as a unified Swarm Intelligence. Together they considered which of six brands is most associated with forgetting about your responsibilities or escaping from the everyday. The five-minute deliberation generated 389 comments regarding the six brands, along with the quantification of participants' Conviction and Sentiment associated with their choices.

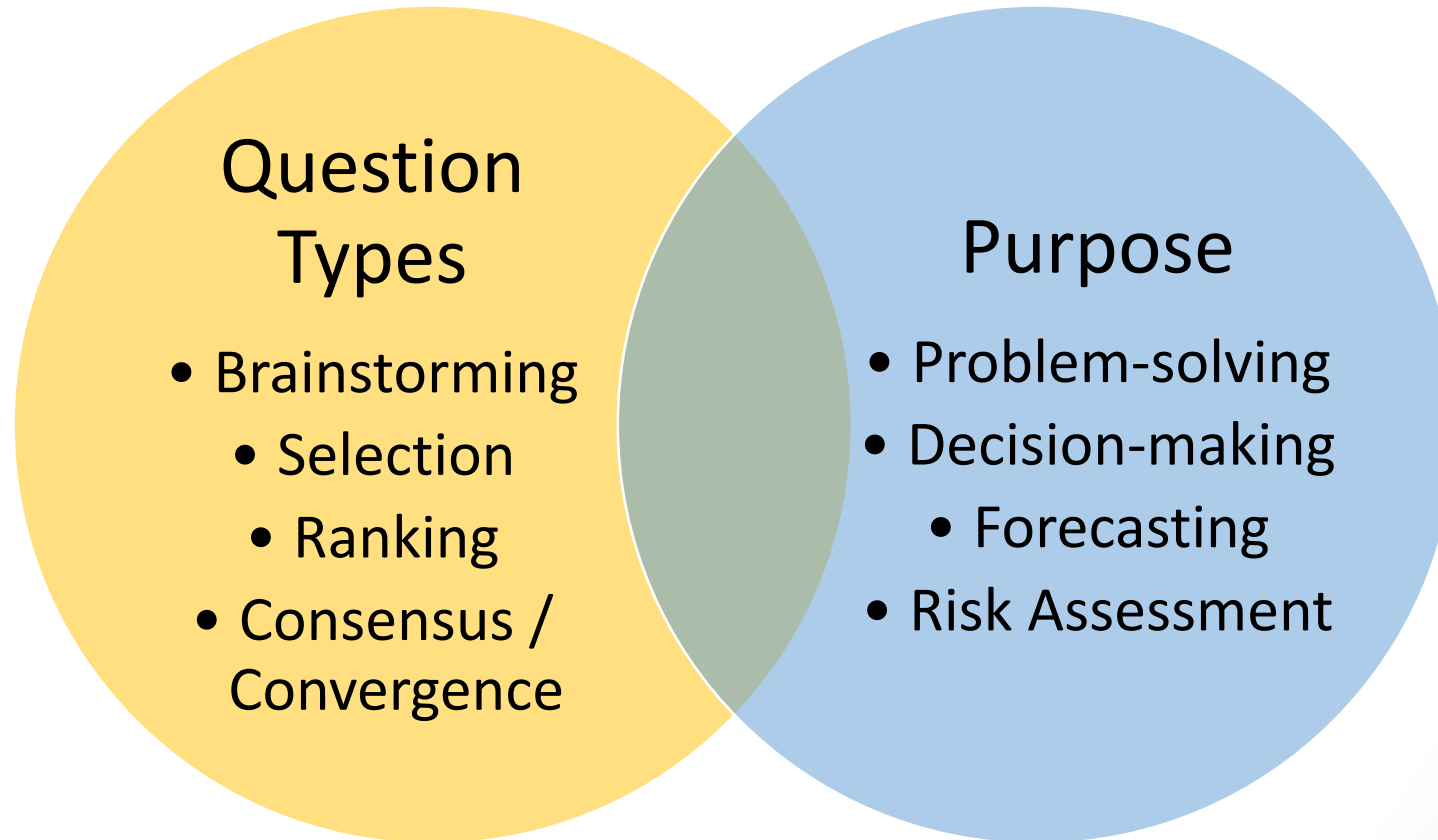
Key Insights

Jack Daniels received the greatest share of support as the top brand choice, followed by Johnnie Walker. The other brands considered were Maker's Mark, Woodford Reserve, Bulleit, and Buffalo Trace. The primary reasons a specific brand was expected to be the top brand associated with the motivation were related to popular culture, accessibility, and taste.

Thinkscape Category Exploration: Whiskey
Duration: 5 minutes
Number of Participants: 114
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Session Date:
January 24, 2024
12:00 pm ET

How can CSI be used in Energy?



Thinkscape sessions can be

- executed as a standalone event
- incorporated into an established process
- included in an existing activity (such as a workshop or offsite)

General Public on Electric Vehicles

“What's the main reason that hybrids continue to sell well, while pure EV sales are down?”



General Public on Electric Vehicles

“What's the main reason that hybrids continue to sell well, while pure EV sales are down?”

Infrastructure

- Lack of charging locations, particularly in rural areas
- Fears about finding charging stations on long trips

Costs

- Costs of powering EVs
- Price differential with hybrid and ICE

Hybrids as a transitional step

- Comfort of gas backup
- Measured adoption

108 consumers
7 minutes
675 comments
72 Answers

General Public on Electric Vehicles

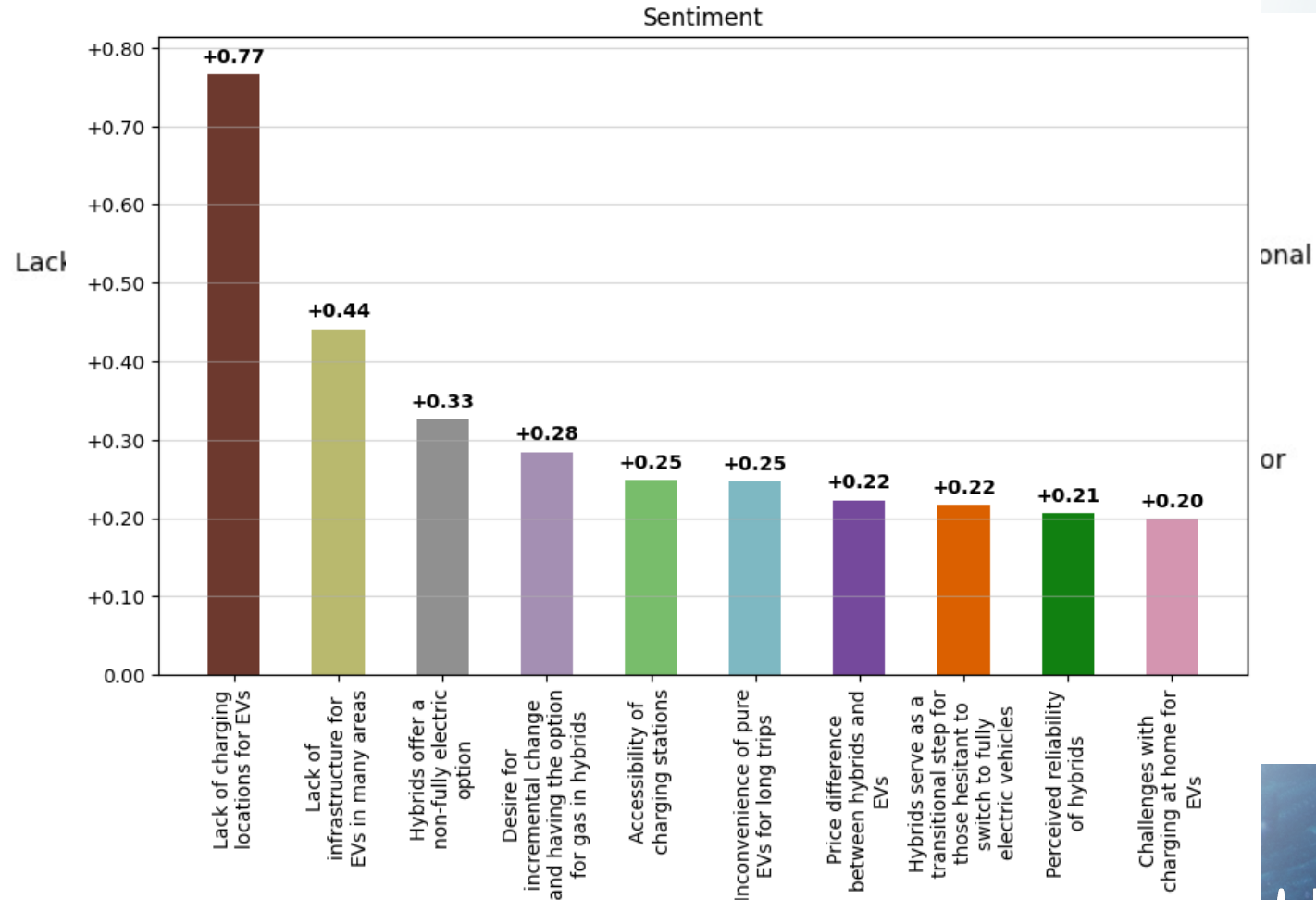
“What's the main reason that hybrids continue to sell well, while pure EV sales are down?”

Sentiment

Conviction

Engagement

Share of Conversation



Imagine if at *CERAWeek*, *OTC*, or *E-World* conference, you could ask for 5 minutes of attention from everyone at the icebreaker to discuss a question or two:

“What is the most important issue facing energy system evolution in the next 10 years and what should be done?”

“What is the most promising low carbon emerging energy technology and why?”

“What is the most acceptable way to pay for energy system evolution or climate change mitigation and why?”



Imagine working with a distributed team that is working on planning for Hydrocarbon Field Development

*“What is the most important **objective** of the project?”*

*“Which extraction **strategy** is most likely to be successful and why?”*

*“Which **methodology** will be most effective to rank exploitation scenarios during the concept selection stage and why?”*

*“Which **variable** should be weighted most heavily and why?”*

*“Which **uncertainty** is the biggest priority and why?”*

What provocative questions would decision quality professionals ask to capture truly meaningful and actionable insights?



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Conversational Reporting

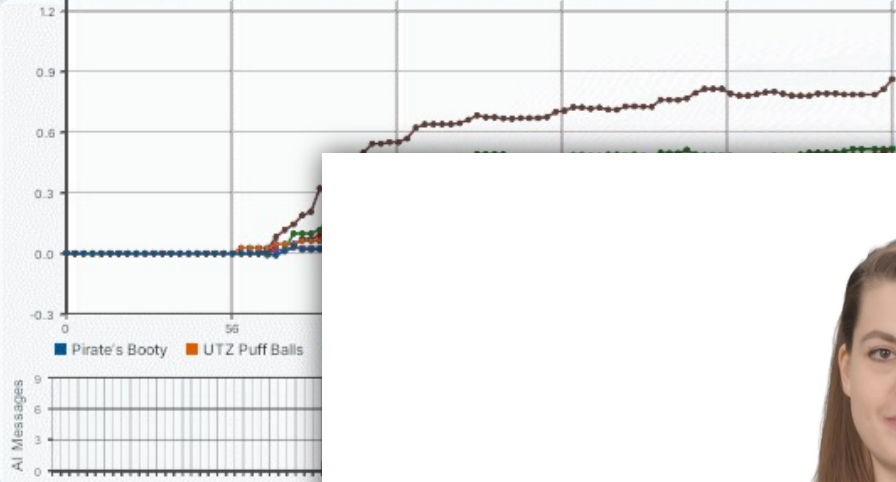


Which of these snack brands is most associated with novelty, and why?

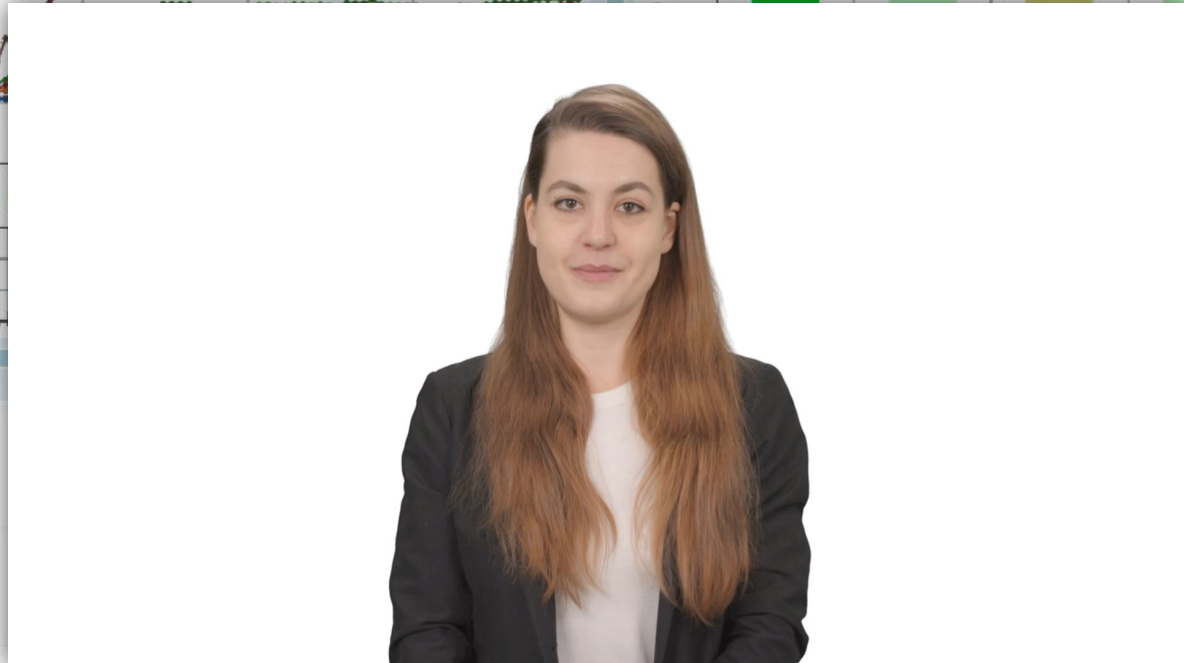
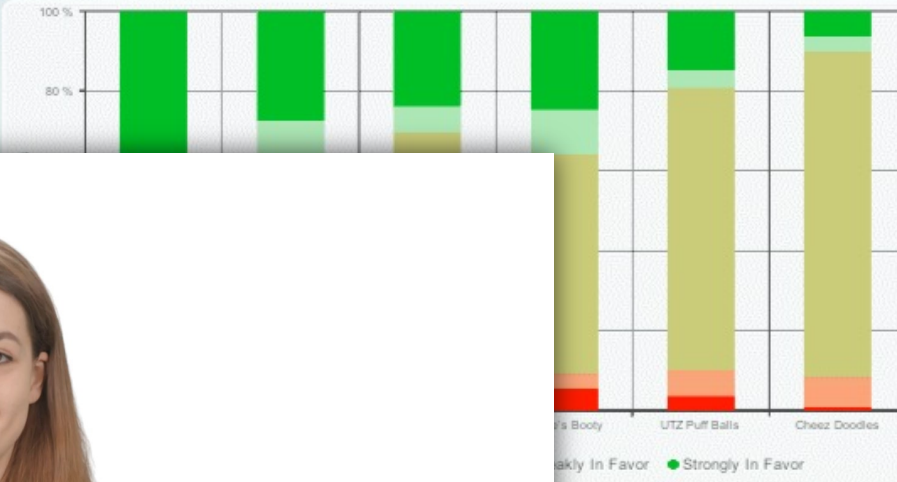
4:43 / 4:58

Insights View

Sentiment History



Sentiment Distribution

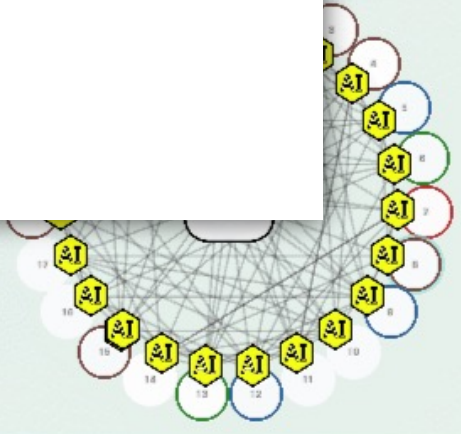


Group Sentiment

- 1) Cheetos Puffs
- 2) Lays Poppables
- 3) Cheez it Puff'd
- 4) Pirate's Booty

0.52	19%
Exposure	Engagement
87%	34%
Show Associations	
Sentiment	Conviction
0.47	18%
Exposure	Engagement
87%	43%
Show Associations	

112
411



Members (7)

- *Replay Engine*
- ben2736
- Cyrus
- Jay777
- Jay
- gine
- Eve

