

## SUMMARY OF FLEK KEY POINTS & MESSAGES

### Core Competences

<b>Prices &amp; Packages</b>	<ul style="list-style-type: none"> <li>- Pizza with toppings: Flexible Prices and Packages to choose from</li> <li>- Low entry level price for standalone package \$37 per month (Lite)</li> <li>- Lower entry level price for Flek Server with 5 users \$104 per month (Standard)</li> <li>- Promotion: Switch over wavering one-time licensing fees</li> </ul>
<b>Budget &amp; Cost</b>	<ul style="list-style-type: none"> <li>- Low Total Cost of Ownership (TCO)</li> <li>- Low Cost per Insight</li> <li>- Serving wide range of customer sizes, needs and budgets</li> <li>- One-stop-shop for AI Analytics; no need to invest in multiple toolset with different learning time as well as technical and infrastructure requirements</li> </ul>
<b>Platform</b>	<ul style="list-style-type: none"> <li>- World Class Python platform (Engine, Server &amp; Library)</li> <li>- Scalable &amp; Secure Server for Remote operations</li> <li>- Portable across environments: Windows &amp; Linux</li> <li>- State-of-the-art machine learning engine</li> </ul>
<b>EcoSystem</b>	<ul style="list-style-type: none"> <li>- Unified Framework that matches the various needs of:               <ul style="list-style-type: none"> <li>-- Data Science Citizens – analysts, data scientists, statisticians, programmers</li> <li>-- Applications: AI, Statistics, BI</li> </ul> </li> </ul>
<b>User Oriented</b>	<ul style="list-style-type: none"> <li>- Easy to use and utilizes existing expertise in SQL and probability</li> <li>- Bridge skills gap between technical and end users within an organization</li> <li>- Satisfy business by applying for a wide range of users and applications</li> </ul>
<b>AI Analytics &amp; Applications</b>	<ul style="list-style-type: none"> <li>- Database-like engine which can be queried</li> <li>- Unique probabilistic approach to AI and Machine Learning</li> <li>- AI applications that combine mining, exploration, discovery, prediction, recommendation and decision making</li> <li>- Low-code Python framework for AI application development</li> <li>- Ability to model semi-structured data stored in SQL and NoSQL database</li> <li>- Flexible machine-learning with no need for retraining or tuning as data changes</li> </ul>
<b>AI Decision</b>	<ul style="list-style-type: none"> <li>- Ability to explain and justify decisions due to traceable predictions and recommendations</li> <li>- Generate English statements for easy understanding and interpreting results</li> <li>- Automation: Insight Discovery and Schema modeling</li> <li>- Unified model for various insights – no need to remodel or retrain as AI decision questions changes; only change the query instead of the model</li> </ul>