

# SparkBeyond

## Harnessing Artificial Intelligence for Business Breakthroughs



**C**an machine intelligence boost our creativity and innovation? How can we combine the collective intelligence to solve previously unsolvable problems? “Three years ago SparkBeyond embarked on a journey to build a machine capable of generating and evaluating millions of hypotheses and enabling high impact discoveries,” says Dr. Ron Karidi, Co-founder and CTO of SparkBeyond. SparkBeyond initiated a radical experiment: create the world’s largest library of algorithms, by crawling the web for code, just like Google crawls the web for text. These were later combined with an autonomous research engine, capable of inventing new algorithms, applying them on data and even utilizing the web to conduct deeper research on provided data. This became the world’s first AI-powered research platform, which enables organizations to explore an unprecedented number of factors and combinations and apply “out-of-the-box” thinking on a given problem.

AI-powered research is a novel paradigm, which creates a unique symbiotic relationship between the human analyst and the machine, effectively combining a top-down, (human) domain-knowledge powered approach with a bottom-up, “boil-the-ocean” approach (machine). This allows data scientists to rapidly iterate and impact business value in much shorter cycles than previously possible. The engine is designed to gain experience and improve with usage. The more it is used, the more intelligent it will become.

SparkBeyond has established global presence with offices in key hubs, including New York, Israel, London, and Singapore.

“SparkBeyond has partnered with multiple Fortune 500 clients across a growing number of industries and functions,” remarks Dr. Karidi. Successful applications range from beating the state-of-the-art models for unconventional oil well optimization, to helping a leading Telco identify the 20

new churn drivers (enabling a 15 percent reduction in churn). Recently, a leading management consulting firm partnered with SparkBeyond to help a large retailer to automatically produce accurate guidelines for store location optimization.

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SparkBeyond is a purpose driven company, actively investing in pro-bono initiatives related to top global challenges. As revealed in Oxford University last September, SparkBeyond was used by researchers to discover new early indicators of osteoporosis, hip fractures, and colon cancer. [CR](#)