

*Sometimes, what we think we know merely scratches the surface of what we truly do not know.  
But, if we did know, well, then ALL the rules would change.*

#### **WHY BakerSCI?**

You need to know more about what's IN your data without having to overhaul your current systems, sensors or active/planned data collection methods. With BakerSCI, it is possible to discover newfound data that could better help you save lives, catch bad guys, and make important discoveries. In fact, we're willing to bet that *you* would want *your* doctor, *your* financial advisor, *our* military experts and *our* space and energy pioneers to be *extremely interested* in getting more from their data and systems. Well, here's the good news: They are.

#### **WHO is BakerSCI?**

Founded in April 2014 by Dr. Tim Naddy (CEO) and Rob Brinson (CTO), Baker Street Scientific (BakerSCI) exists to save lives, catch bad guys, make dramatic increases in research capabilities and so much more. We employ our disruptive science and technologies (S&T) in both hardware and software environments to *significantly* aid and augment partner, competitor and customer solutions in data analysis, interpretation, manipulation, prediction and artificial intelligence. BakerSCI's S&T lets *Data* finally tell its *own* whole story.

#### **HOW does BakerSCI's S&T work?**

BakerSCI's next-generation **Emergence** and **n-ary Associative Analytics** S&T discovers and exposes vital associations, deep context and unknown unknowns that exist within big and deep data to provide for better, faster and more accurate analyses and decision making. Our proprietary algorithms and methods discover the foundational building blocks of patterns and the nature of data's own behavior within intricate information which can reveal actionable intelligence that decision makers can, 1) make sense of, and 2) actually use...not just later...NOW. Simply, we find things in data that others cannot that expand the boundaries of information to yield new perspectives and improve how analysts and decision makers address their most pressing issues.

#### **WHAT makes BakerSCI's ROI so attractive?**

For industries such as Government, Healthcare, Energy, Financial Services, to name a few, we discover features, anomalies, artifact, and intelligence that literally changes the way they approach situational awareness and problem solving. The best part? Company stakeholders realize elevated ROI from their existing systems due to BakerSCI's ability to help current systems, sensors, etc. perform above unanticipated levels. BakerSCI's abilities can bring new life, and oftentimes functionality, to currently deployed and future forward-looking assets. We can enhance the effectiveness of sensors and systems (both here on Earth *and* those already exploring the great Unknown). As such, previous investments in legacy systems are not marginalized so quickly over time, therefore current sensor and signal technologies may not yet be obsolete. In addition, with this elevated acumen, forward-thinking innovators can begin designing next-gen technologies now.

#### **WHERE has BakerSCI discovered, revealed, tested and proven their capabilities?**

In brief, BakerSCI has been involved and/or is currently in active discussions with:

- Over two dozen Commands/Agencies/Centers within the United States' Department of Defense, Department of Homeland Security, and Space;
- Commercial entities within the following industries: Healthcare, Financial Services, Oil & Gas, Professional Sports, Communications, Space, Government Contracting, Cyber and Artificial Intelligence

These entities and their corresponding activities can be discussed under adequate confidentiality agreements.

#### **WHY should you care?**

Whether physicians are seeing the invisible cancer, defenders are rapidly identifying threats, intel gatherers are better understanding technological, human or environmental changes or dreamers are merely stargazing deeper than anyone else before us, humanity is *all* the better for it. The question that you must ask yourself is: **If you had the ability to know more, how would you use it?**

#### **HOW can you find out more?**

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