

# SCRIPTBOOK

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January 2020  
Introduction

# WHO ARE WE

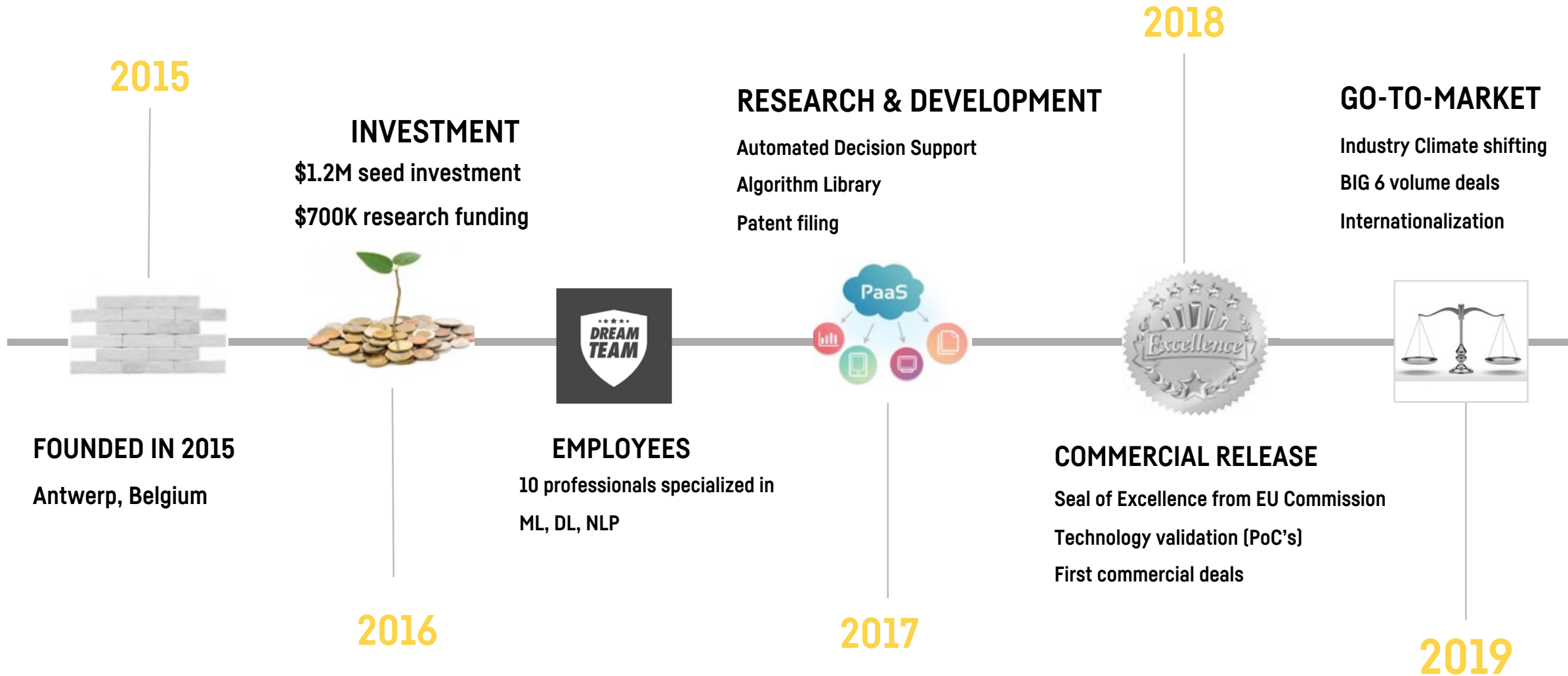
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High-Tech software company

Artificially intelligent platform for script analysis, financial forecasting & decision support



# SCRIPTBOOK MILESTONES



# SCRIPTBOOK INSPIRATION

The digital & cognitive revolution. 'Transformation areas' where challenges for the [film] industry are just at the start of an implosion & traditional models are under pressure.



## Digital & cognitive revolution

New technologies like DL, ML, NLP



## Online disruption & tools

The commonplace Generation XYZ  
New type competitors



## Demand for qualitative content

Quality content [war on content]  
Flooded marketplace  
Sustainability  
Novelty of ideas



## Profitability film budgets

Increased Accountability for ROI  
Overall cost- effectiveness

# KEY MISSION TODAY

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## **ANALYZE & PREDICT**

Artificial Intelligent Script  
Analysis & Financial Forecasting



# DECISION SUPPORT IS KEY

Next generation decision support to empower stakeholders with valuable insights

## DIGITAL LIBRARY

Semantic Search

Content Management

Analytics



## SCRIPT DNA

Story Analysis

Character Analysis

Gender Bias



## AUDIENCE

Audience Satisfaction

Market Positioning

Target Demographics



## FINANCIAL FORECASTING

Production Budget

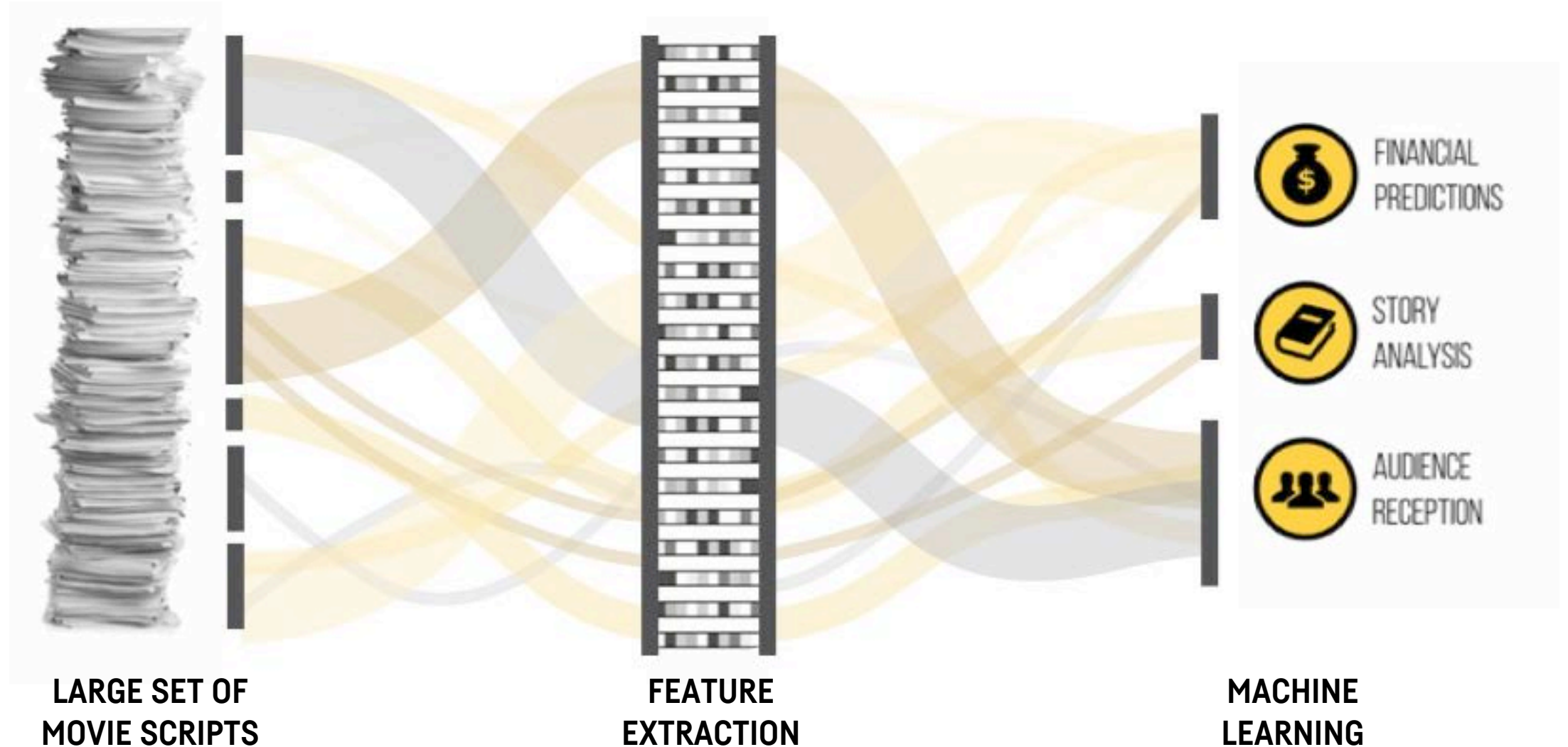
Box Office (US, EU, WW)

Territoriality

# **SCRIPTBOOK : UNDER THE HOOD**

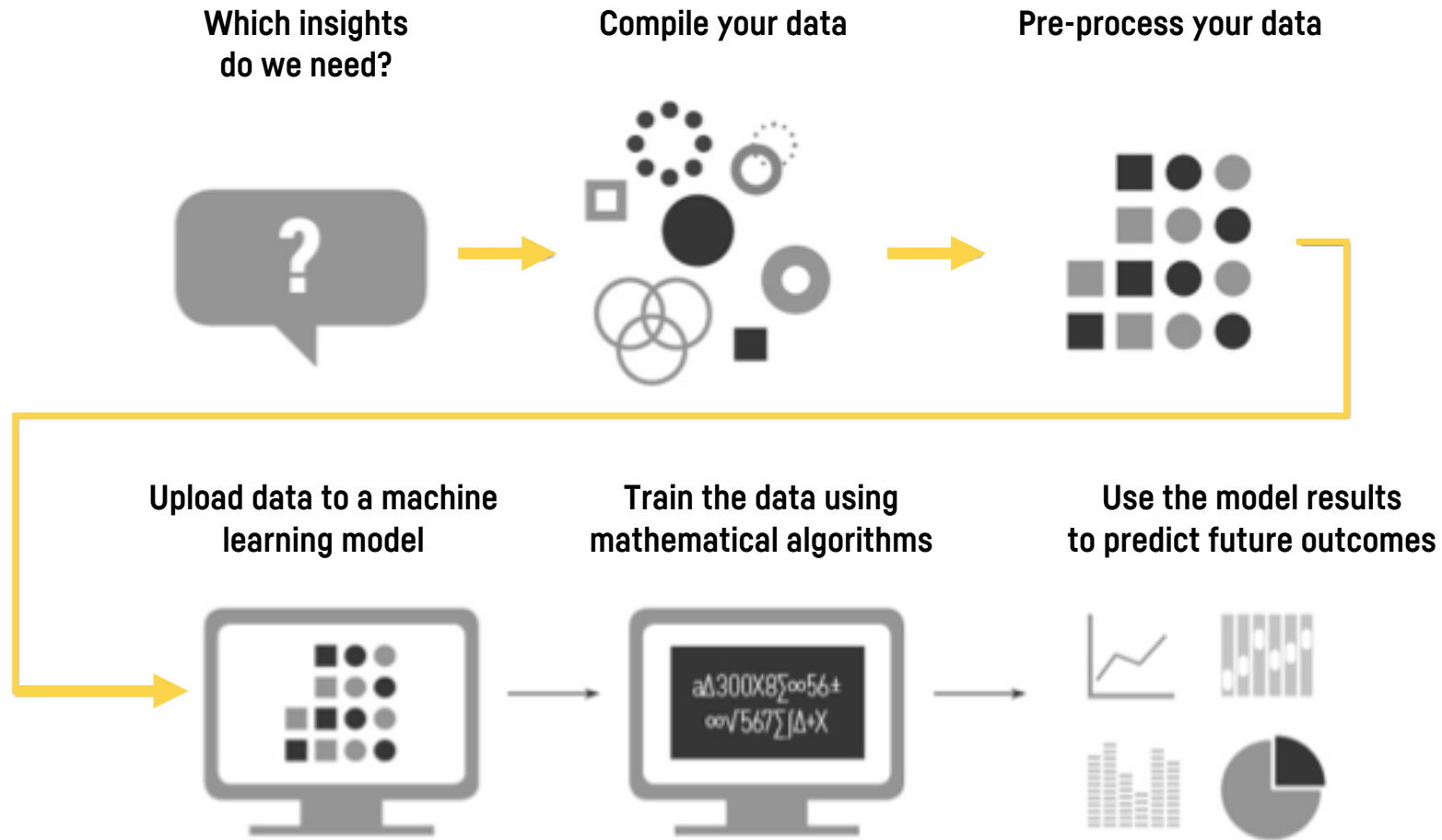
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# SCRIPTBOOK AI PLATFORM FLOW





# MACHINE LEARNING TO CREATE PREDICTIONS



# DEMO LINK

You can have a look at our demo platform via this link:  
<https://demo.scriptbook.io/#!/register/demo>

# DEMO LINK

**This is the link to our 'demo movie':**

<https://www.youtube.com/watch?v=M2-PB9pVU9E&feature=youtu.be>

# LEADERSHIP TEAM

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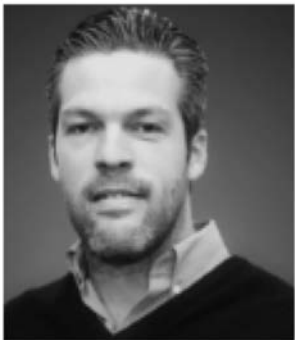
**NADIRA AZERMAI**

Founder & CEO



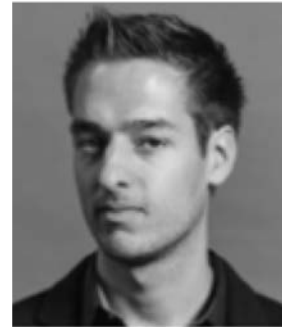
**MICHEL AKKERMANS**

Board Member



**KRIS VANDEBERK**

Board Member



**MICHEL RUELENS**

CTO



**IDE CLAESSEN**

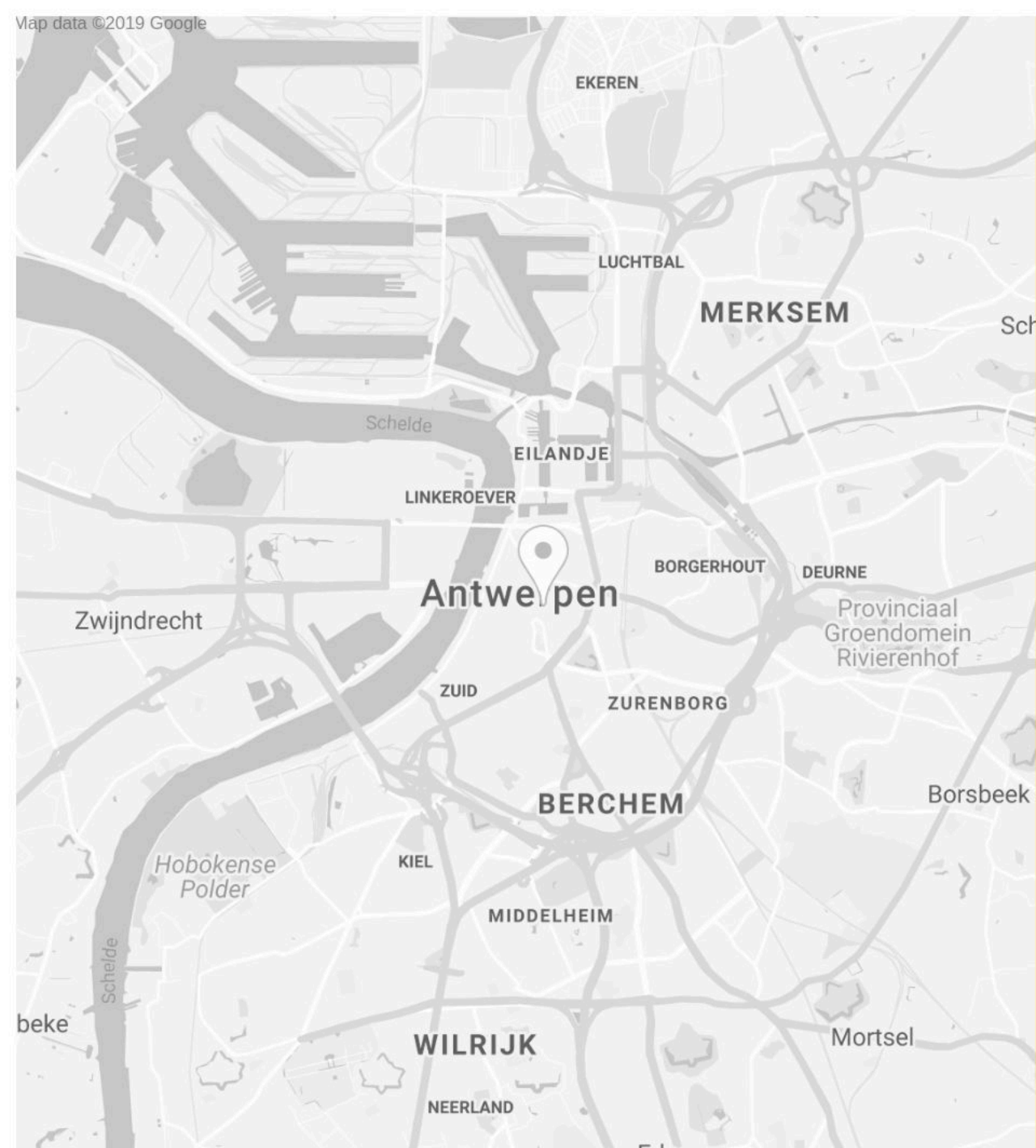
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# WE'RE THE TALK OF THE TOWN

Key opinion leader regarding predictive decision support from script to screen







# CONTACT US

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