

Maluuba

Talking machines & the opportunities ahead

Mohamed Musbah
Maluuba inc.

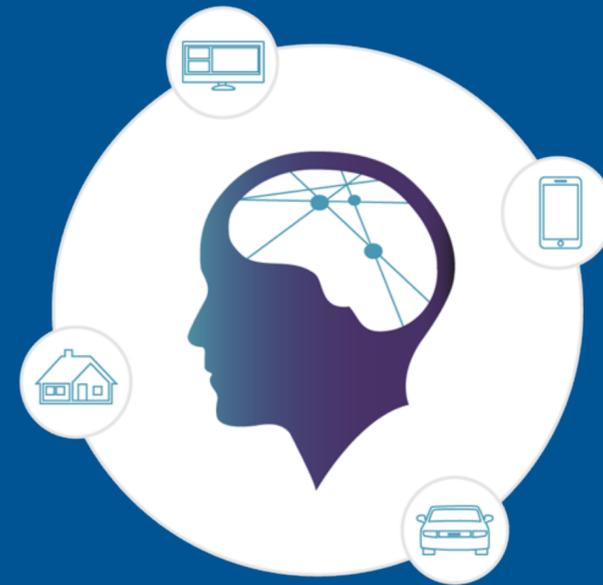
twitter: @momusbah
email: mo@maluuba.com

About Maluuba

\$9 Million raised to tackle fundamental problems in natural language understanding and **to teach machines to be literate.**

Our vision is a world where intelligent machines work hand-in-hand with humans to advance the collective intelligence of the human species.

Based in Waterloo and Montreal, operating one of the world's largest Deep Learning NLU research labs.



Yoshua Bengio
University of Montreal



Richard Sutton
University of Alberta

Eliza

ELIZA: Please tell me what's been bothering you.
YOU: Everything
ELIZA: Tell me more about that.
YOU: Everything bothers me lately
ELIZA: Does talking about this bother you ?
YOU: No, oddly enough
ELIZA: Why 'no' ?
YOU: It just doesn't
ELIZA: I'm not sure I understand you fully.
YOU: It doesn't bother me to talk about it
ELIZA: Do you feel strongly about discussing such things ?
YOU: I don't know, should I?
ELIZA: Don't you really know ?
YOU: Really I don't
ELIZA: Why don't you ?
YOU: Are you here to help me or not?
ELIZA: Why are you interested in whether I am here to help you
or not or not ?

Talk

Reset

Conversational systems have been around since the 60's.

“The problem was that [bots] got really overhyped very, very quickly... And the basic qualities we provided at that time weren't good enough to replace traditional apps.”

David Marcus,
VP Messaging Products, Facebook

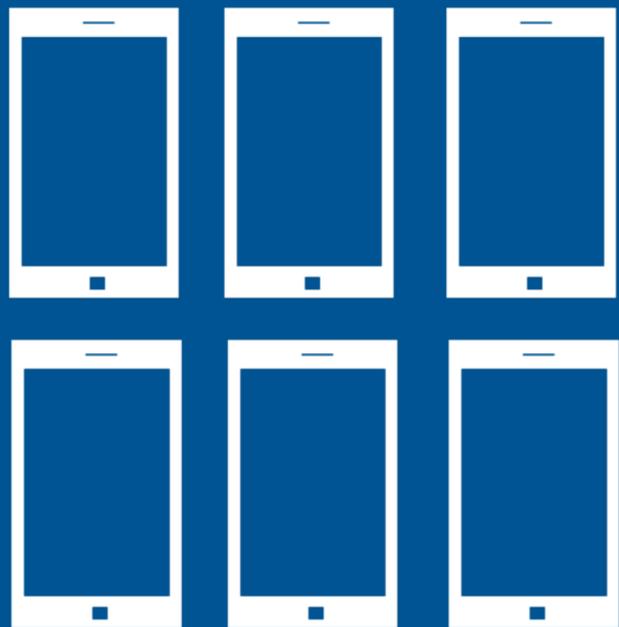


“There’s a lot being said about bots. We’re not sure what the substance is behind a lot of it though.”

Jeff Lawson,
CEO, Twilio

-
- December 15, 2016 ● Slack launches Slack App Directory with a \$80M fund for Slackbots
 - January 4, 2016 ● Amazon announces Alexa has 130+ skills
 - March 23, 2016 ● Microsoft launches Tay bot (and takes it down 24 hours later)
 - March 30, 2016 ● Microsoft announces Bot Framework at Build Conference
 - April 5, 2016 ● Kik launches Bot Shop
 - April 7, 2016 ● X.ai raises \$23M in Series B
 - April 12, 2016 ● Facebook announces Bots on Messenger at F8
 - May 9, 2016 ● Viv's first public demo at TechCrunch Disrupt
 - May 18, 2016 ● Google introduces Allo with Google Assistant at Google I/O
 - June 3, 2016 ● Amazon announces Alexa has 1,000+ skills, up from 130+ in January
 - June 13, 2016 ● Apple opens up Siri to App developers at WWDC
 - August 22, 2016 ● Microsoft buys Genee, AI based Scheduling tool
 - September 12, 2016 ● Facebook Launches Payments for 30,000 bots
 - September 18, 2016 ● Oracle Chatbot Platform

Mobile. Cloud. Deep Learning. Messaging



PERSPECTIVE

Tech needs to catch up to the medium!



12:09 P.M.

Hey what's the weather like down in San Diego next week?

Sorry, why don't you ask me again when we're closer to that day?

Um OK what's it like today then?

The weather in Waterloo, Canada is partly cloudy and 19°C.

No San diego

It's partly cloudy and 19°C in San Diego, CA.

Is that the city where Britney spears did that music video on the beach?

Yep, you should go to the beach. It's partly cloudy and 19°C in San Diego, CA.

- Hourly Forecast
- 5-Day Forecast
- Hair & Pollen

Write a message...



Appstore ~2009

Apple approved 14 new iPhone fart apps — yesterday alone

MG SIEGLER DECEMBER 18, 2008 1:09 AM



A new power is rising in Apple's App Store. You might think it's all the great games that have been coming out recently for the iPhone platform — but you'd be wrong. There's a trend that's rising much more quickly: Fart applications.

Just yesterday alone, I counted 14 new fart apps for sale in the App Store — and I probably missed a couple. Let me repeat: 14 fart applications, just yesterday! "I really hope this isn't the start of a new trend," [TechCrunch's Jason Kincaid](#) wrote last week. Trend? It's an epidemic!

It's astonishing to me that there are even 14 different names that developers can come up with, but there they are. The store was graced yesterday by apps with names like Fart Button, Mr. Poot!, iToot, iFart, iFartz, FartBox, Who Farted? Fart Keyboard — oh and don't forget WhoopieCushion and Whoopee Cushion (huge difference).

And in fact, there's already a second app called Pull My Finger, not to be confused with [the first Pull My Finger](#).



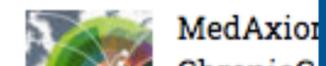
Press Releases



Millennia
Receptive
Marketing



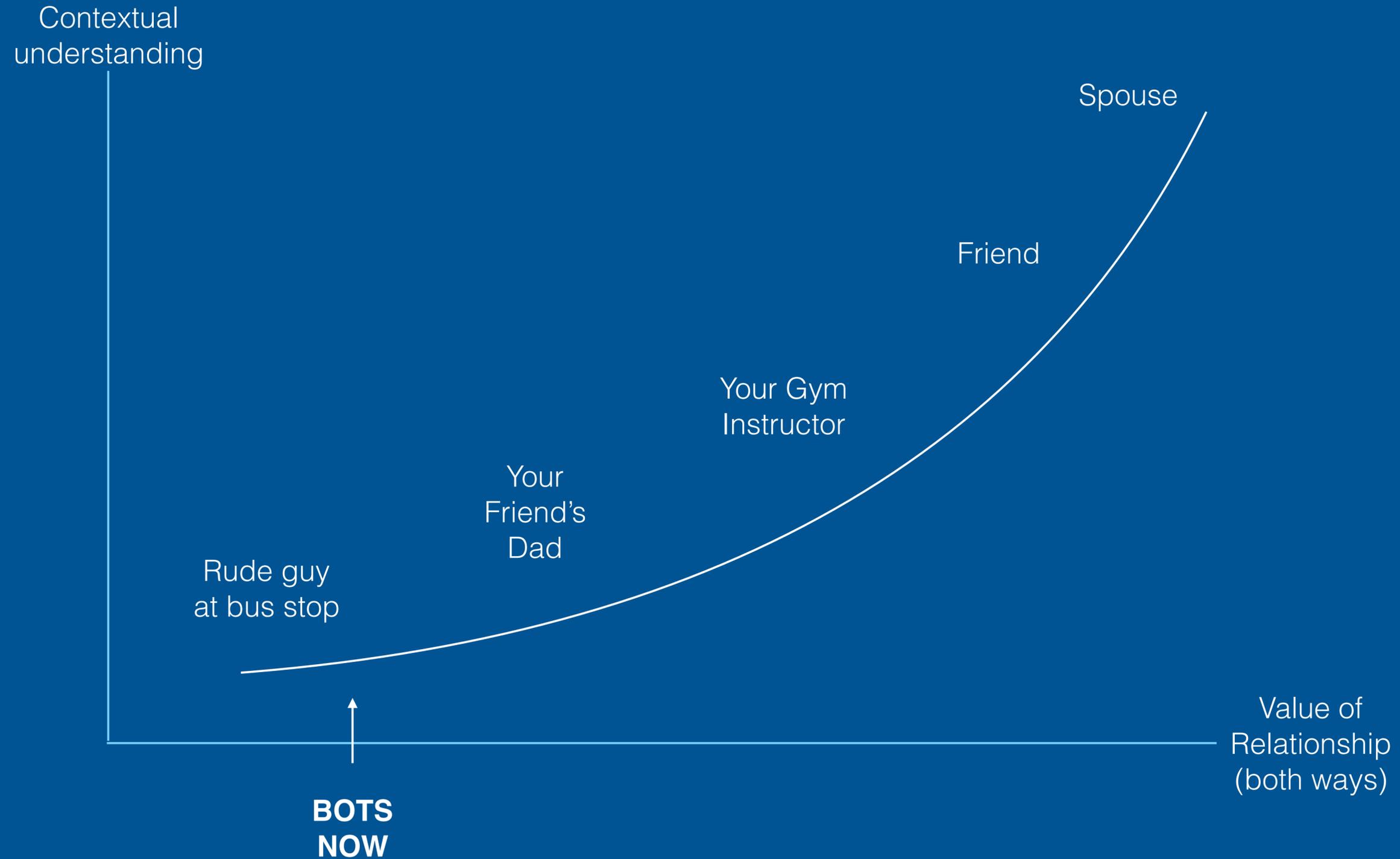
Bidtellect
with Com
Suite



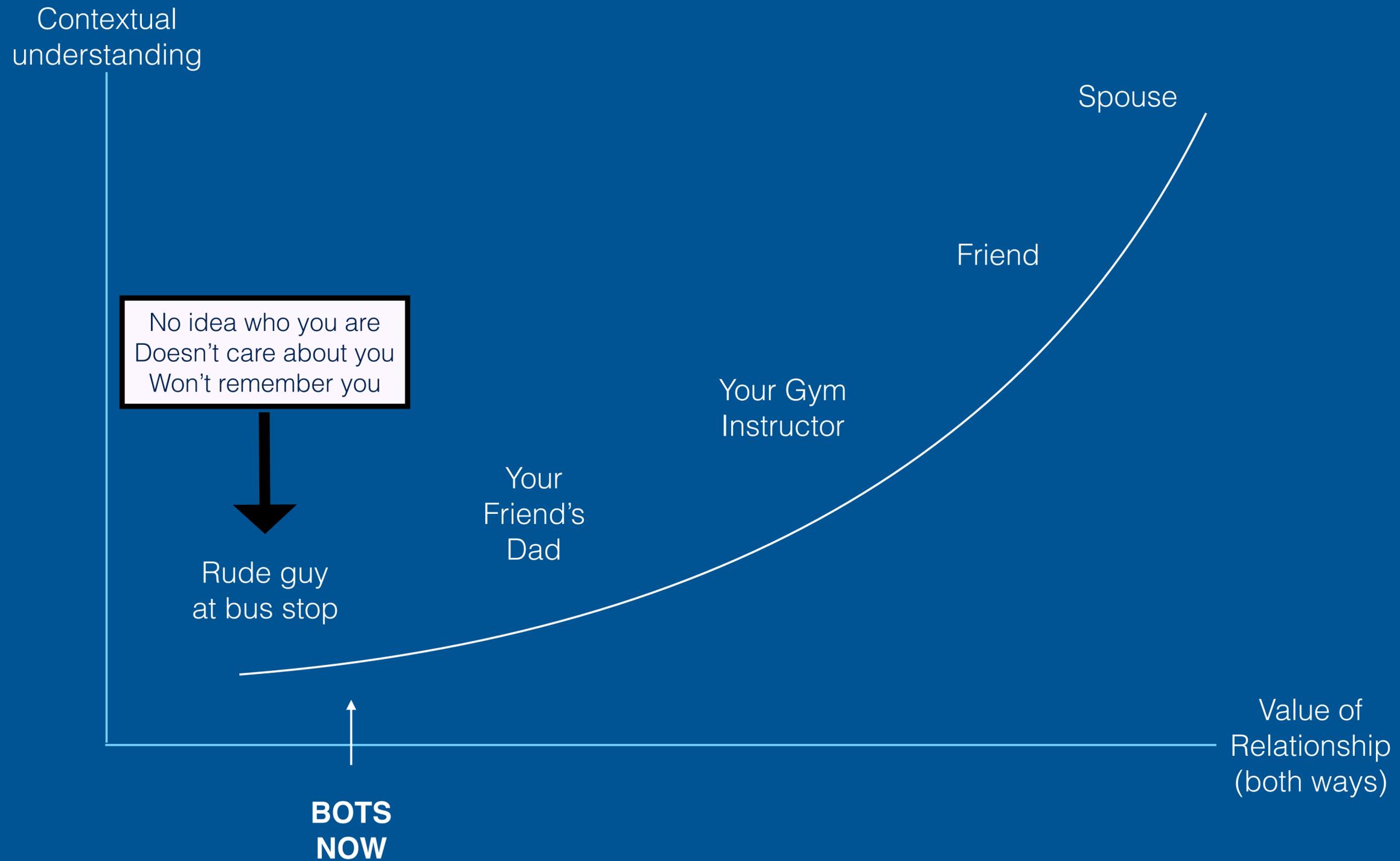
MedAxion

BOTS: FROM HYPE TO KILLER ~~APPS~~ BOTS

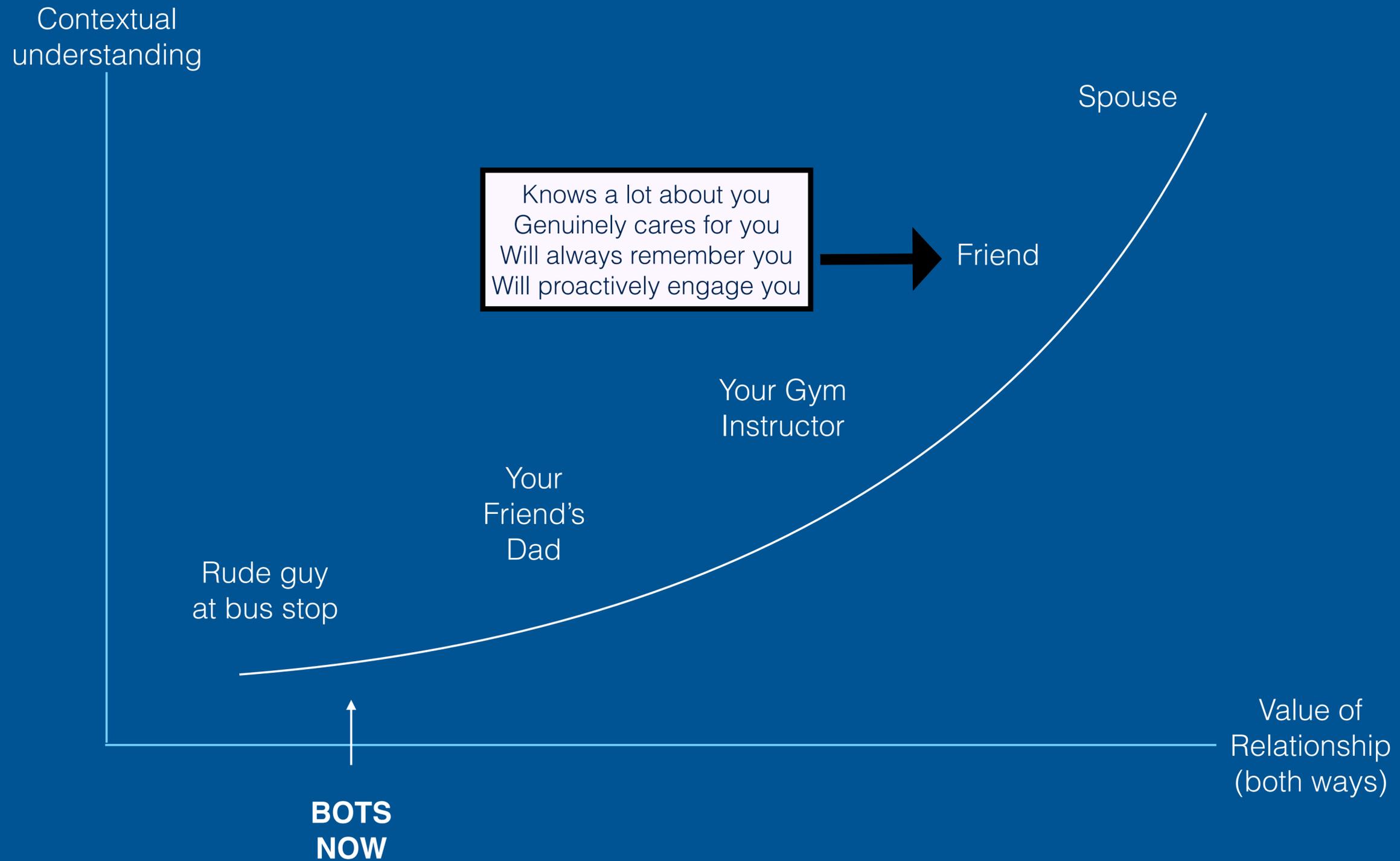
Context and relationship



Context and relationship

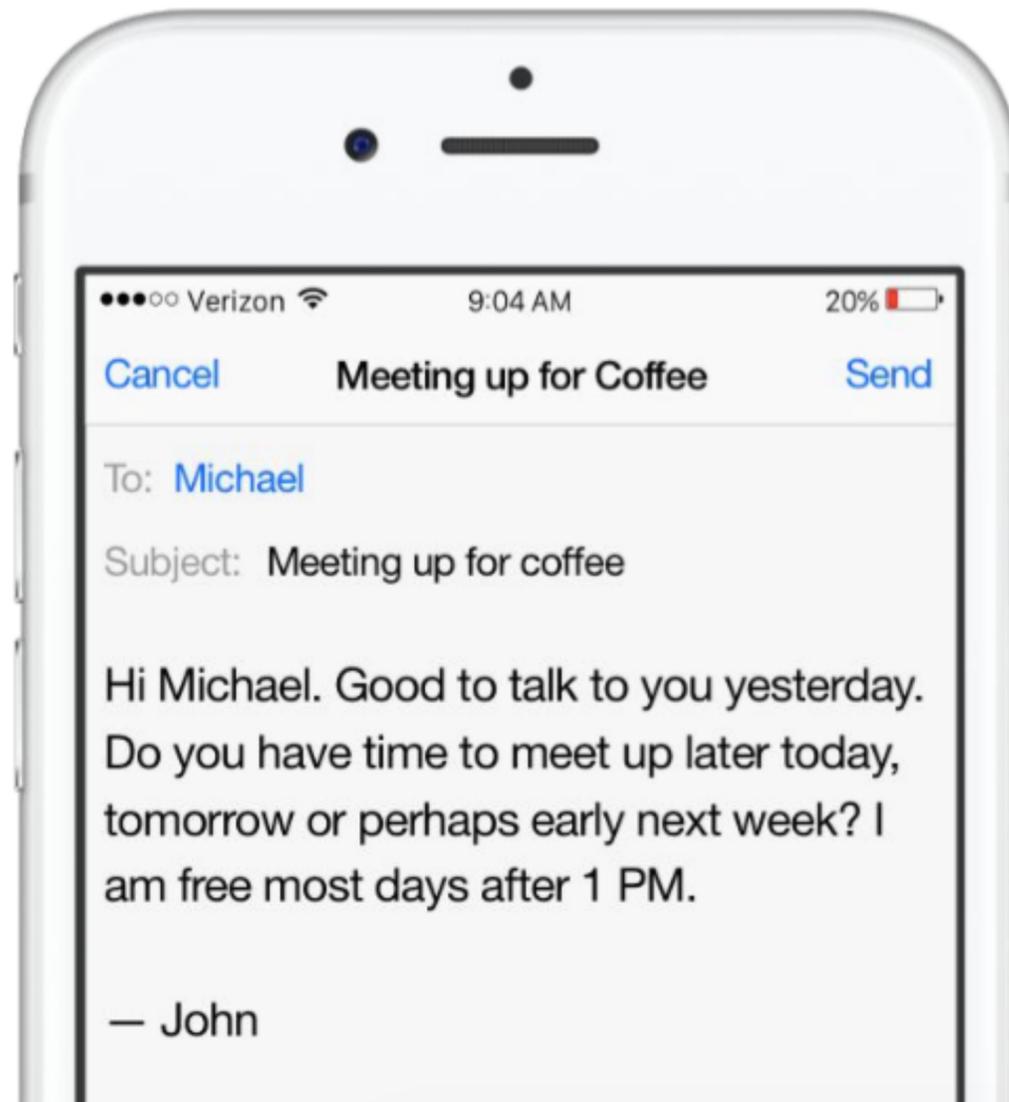


Context and relationship



Designing with humans in the equation?

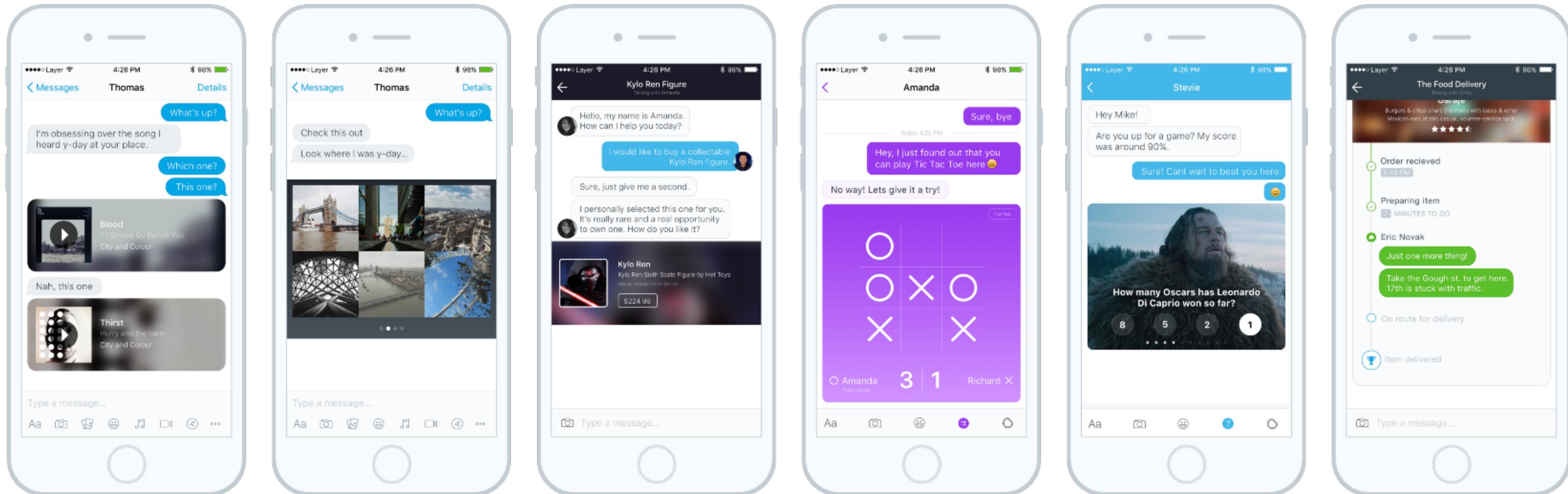
Pain



Solution



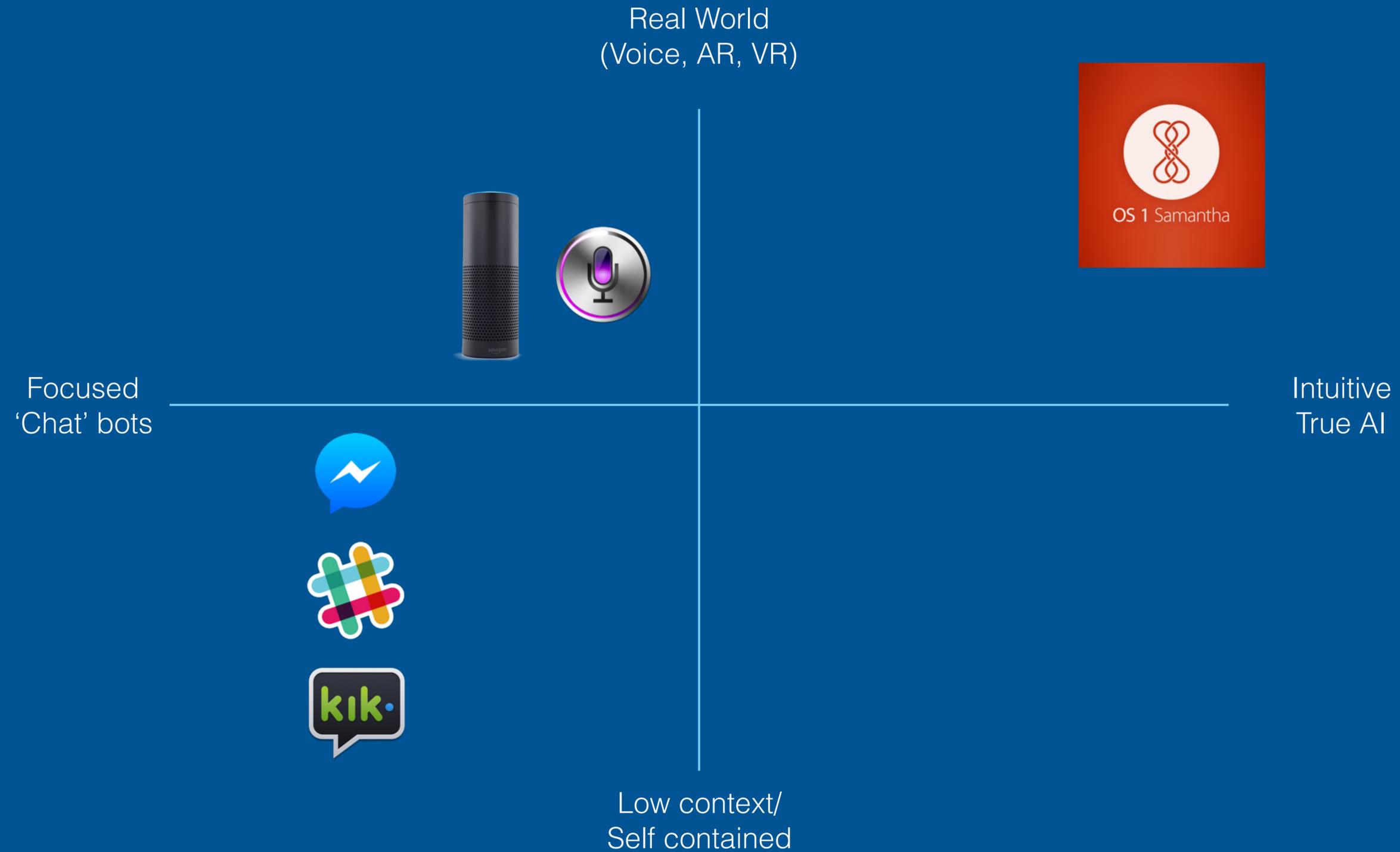
Beyond a text only interface



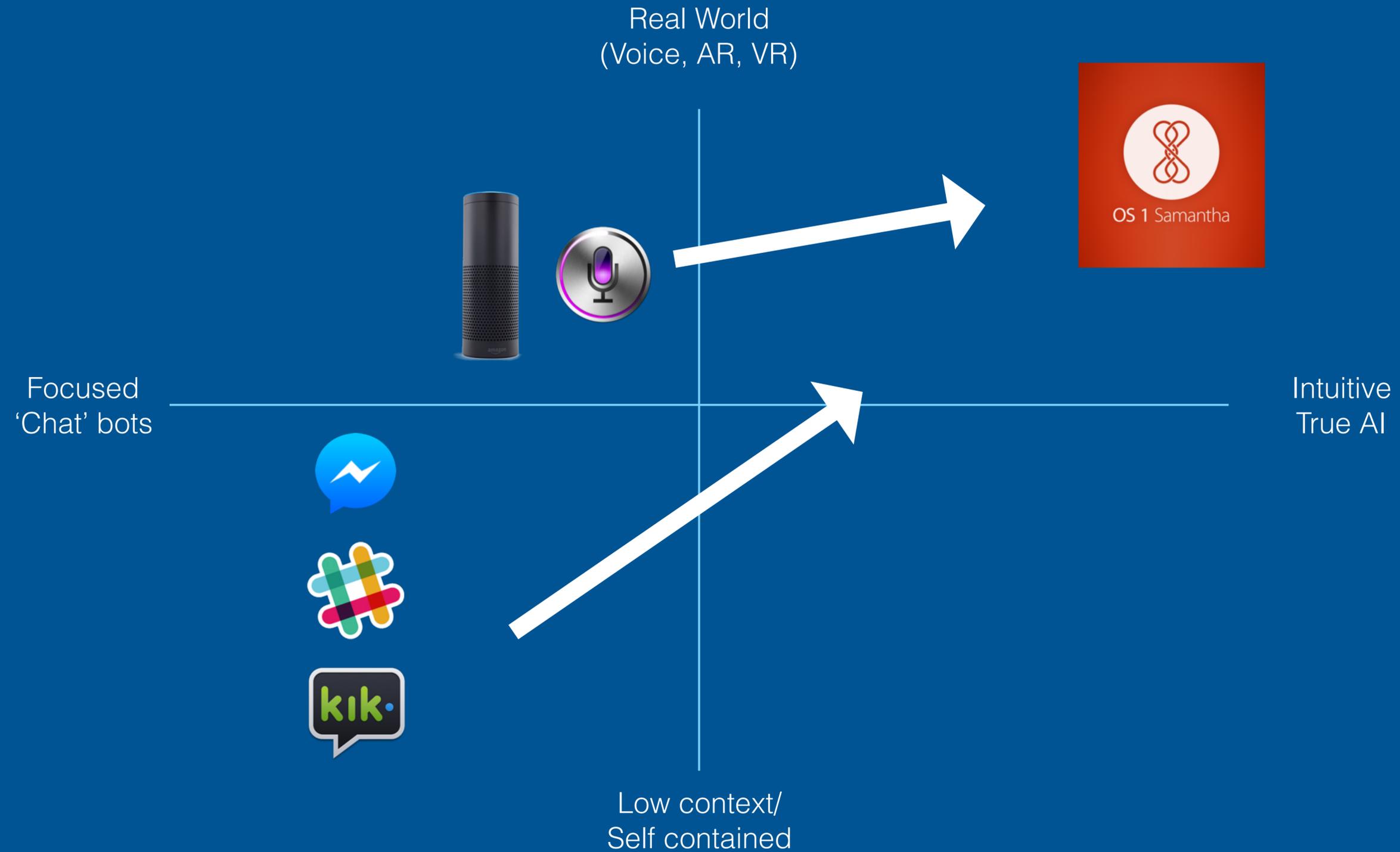
Rich messaging examples—music, photos, mobile store, mini-game, quiz, delivery, hotel booking

<https://medium.com/the-layer/the-future-of-conversational-ui-belongs-to-hybrid-interfaces-8a228de0bdb5#.3f65yzk7i>

The Evolution of bots and conversational systems?



The Evolution of bots and conversational systems?



Maluuba

Questions?

email: mo@maluuba.com

We're hiring UX designers!

reach out to us at contact@maluuba.com