

Wrapidity

Structured data for entire verticals



SPIN-OUT OF
UNIVERSITY OF
OXFORD

You want the	location amenities opening times offered services ...	of all the	restaurants hotels hairdressers rock concerts ...	in the	US ?
... or the	price terms features availability	of all the	houses rental cars headphones mortgage loans	in the	UK ?

WRAPIDITY IN LESS THEN 30 WORDS

- **automated data extraction** effectively covering entire verticals (100k+ sources)
- **unrivalled performance** in extracting entities, including places, people, products
- **highly disruptive technology** with value for even established players

FROM

YIELDING

INDEPENDENTLY VERIFIED

100,000s

restaurant, real estate
used car, ... websites

1,000,000s

products, businesses, places,
and other entities

AT

>98%
precision

>75-95%
sources with 100% recall

2-3 weeks

for any vertical once

Delivered at **little human effort**
with **automatic maintenance**

with just
3 engineers



Award winning team from Oxford

- **world-leading** in data extraction
- **multi-year experience** in commercial application
- funded by **>\$5M equity-free grants**
- **largest UK grant on data acquisition**
- **prior** successful exit in this space



Giovanni Grasso



Leon Shpilsky



Tim Furche



Georg Gottlob



Giorgio Orsi



Automating data extraction =
knowledge + redundancy + specialised AI

- **knowledge:** about **how** websites work and **what** data to get
 - **generic:** how websites work—lists, forms, footers, maps, ...
 - **domain-specific:** what entities, what attributes including their role (e.g., that location is key in real estate)
- **redundancy** in presentation (e.g., lists of different products) or of entities (e.g., same address in different parts of a site)
- **specialised AI** for exploration and classification
 - **adapts** itself to each website by automatically composing atomic exploration actions into a, often unique, sequence
 - **specialised entity recognition** exploiting page context



Connecting **places, people, products**

- **Knowing entities**—places, people, products, businesses—crucial for **mobile** applications and **proactive** experiences
- **Wrapidity uniquely positioned** to deliver the necessary data
- **Fast growth through** strategic partnerships, e.g., in

➤ **Online travel**—a \$1tn+ market

- **Highly fragmented** (maximum <5% global market share)
- **High cost of customer acquisition** for OTAs
- Customers ready to jump on **holistic approach**
- Huge disruptive potential for **entity-driven search & proactive travel assistant** integrating hotels, restaurants, flights, events with personal interests



Highly scalable, fully automated

- **full data extraction life cycle:** exploration, rapper induction, extraction, cleaning, and integration
- **fully automatic**, no per-site supervision at all

