
AI
mynd
CONTEXT
MINING

Confirm the known.
Discover the unknown.

mynd is the an advanced AI-enabled context mining platform,
enabling you to discover reliable strategic insights

CONTEXT MINING

About Mynd

Mynd is an advance AI enabled cloud-based context-mining platform, for unbiased text-mining research.

It is built by users, for users and shares 20+ years of proven research-based strategic consultancy by Creax.

It is the result of the vast expertise in intelligence gathering and the unmet need for a tool alike for fast, complex, multi-source and unbiased discovery.

With that, Mynd consolidates this expertise and experience of over 2 decades of research-based innovation consultancy in the creation of this state-of-the-art context mining platform for:

- Science and technology intelligence
- Market and customer intelligence
- Competitive intelligence
- Intellectual property
- Knowledge management

We believe that unbiased research is fundamental to trust groundbreaking insights and take strategic decisions.

Mynd combines both unsupervised context mining and human feedback; and empowers the human intelligence with artificial intelligence for that unbiased and unsupervised research. The platform is initially developed to boost the efficiency, completeness and quality of the cross-industry research activities of the Creax innovation experts.

Mynd applies an in-house developed topic modelling engine on textual data from any possible data source.

The unsupervised analysis of massive amounts of documents in a short time results in unbiased insights and discovery what is unkown.

The smart metrics and visualisations are designed to efficiently and effectively discover emerging topics, non-trivial correlations and to compare trends.

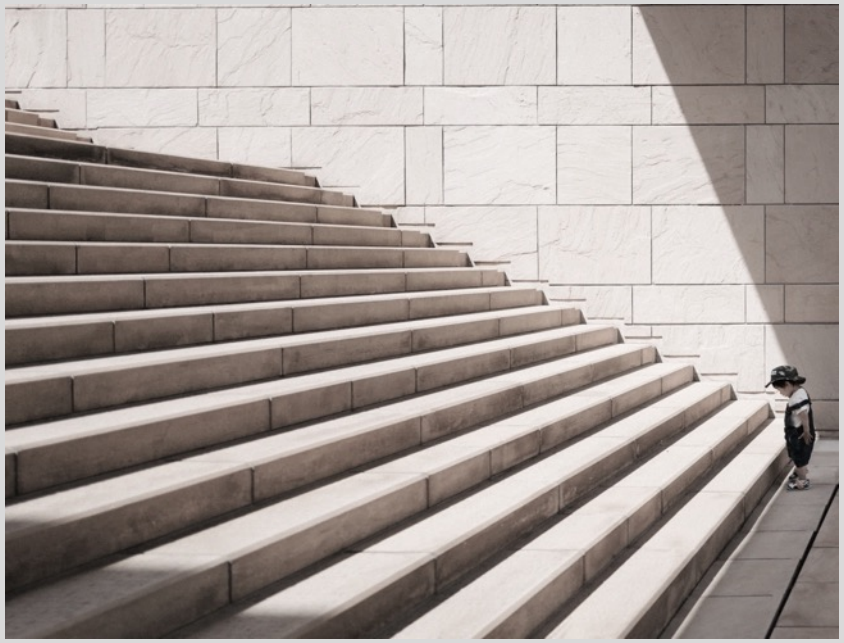
As data is abundant, accessible, but often unstructured, the challenge is to transform that data in quantifiable and ground-breaking insights. By doing that, Mynd takes advantage of existing knowledge to:

- avoid re-invention.
- gain strategic and ground-breaking insights; and discover unexpected correlations.
- build a solid ground for fact-based (research-based), strategic decision taking.
- confirm the know, discover the unknown.

Mynd transforms data into quantified and ground-breaking insights, and build the solid ground for fact-based, strategic decision taking.

The Challenge

Transform data in quantifiable and ground-breaking insights



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Mynd takes advantage of existing knowledge to:

- gain strategic and ground-breaking insights; and discover unexpected correlations.
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- confirm the known, discover the unknown.

01 Select your data ...

02 Build your data model ...

UNBIASED !

03 Build your ontology ...

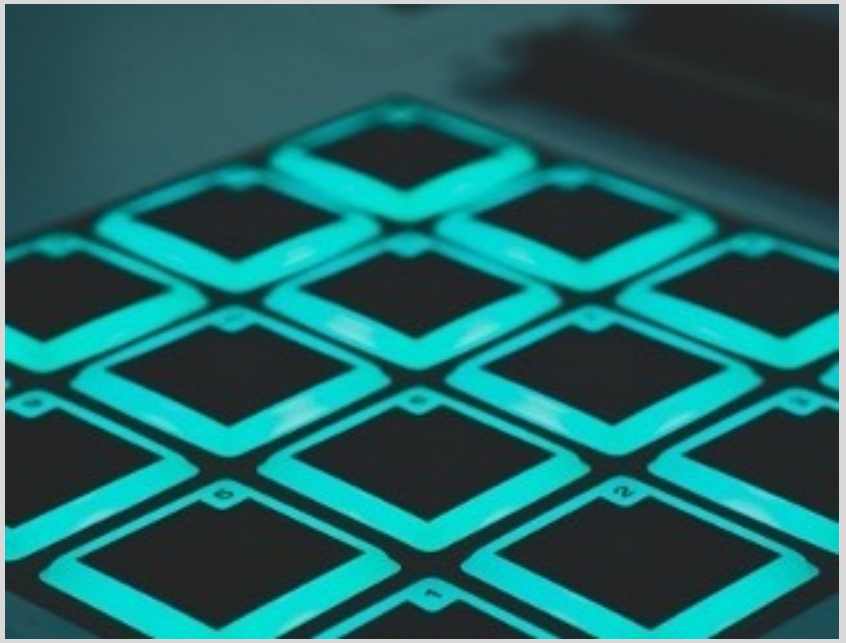
04 Analyse ...

insights

Use Case

Immunotherapy and Oncology ...

Understand and discover new insights in what are the major dynamics in the field of Immunotherapy and Oncology , in terms of scientific research ...



02

Get your topic model...

Get your first insights and develop your topic model: a first high-level analysis and overview off all the data processed

U N B I A S E D !

04

Analyse deeply ...

Analyse and quantify unknown concepts, unexpected correlations and emerging trends

01

Feed your Mynd ...

Define the scope of the various data sources you will use to build your topic model

03

Build your ontology ...

Discover the story behind your data and build your ontology

insights

1. Feed your mynd ...

scientific paper database search

Understand and discover new insights in terms of what are the major dynamics in the field of Immunotherapy and Oncology , when it comes to scientific research

- **query in your scientific paper database** of choise (e.g. scopus, pubmed, Web of Science,...) and export your abstract dataset with use of keywords related to the brief:

  TITLE (immunotherapy OR "immuno-therapy" OR "immuno therapy" OR "immuno oncology" OR "immunooncology" OR "immuno-oncology") AND TITLE-ABS (cancer* OR carcinom* OR sarcom* OR lymphom* OR leukemi* OR tumor* OR blastom*) from 2012 till 2022

- 16.008 scientific papers found
- No patent search performed

01

Feed your Mynd ...

Define the scope of the various data sources you will use to build your topic model

insights

2. Get your topic model ...

Get your first insights and develop your topic model:

First high-level analysis and overview off all the data processed in order for you to understand what are the main fields that are playing within the community of 16.008 scientific papers

- what are big fields in terms of volume and what are trending fields in terms of recency
- what organizations ar focussing on what fields
- set your focus and create dashboards

02

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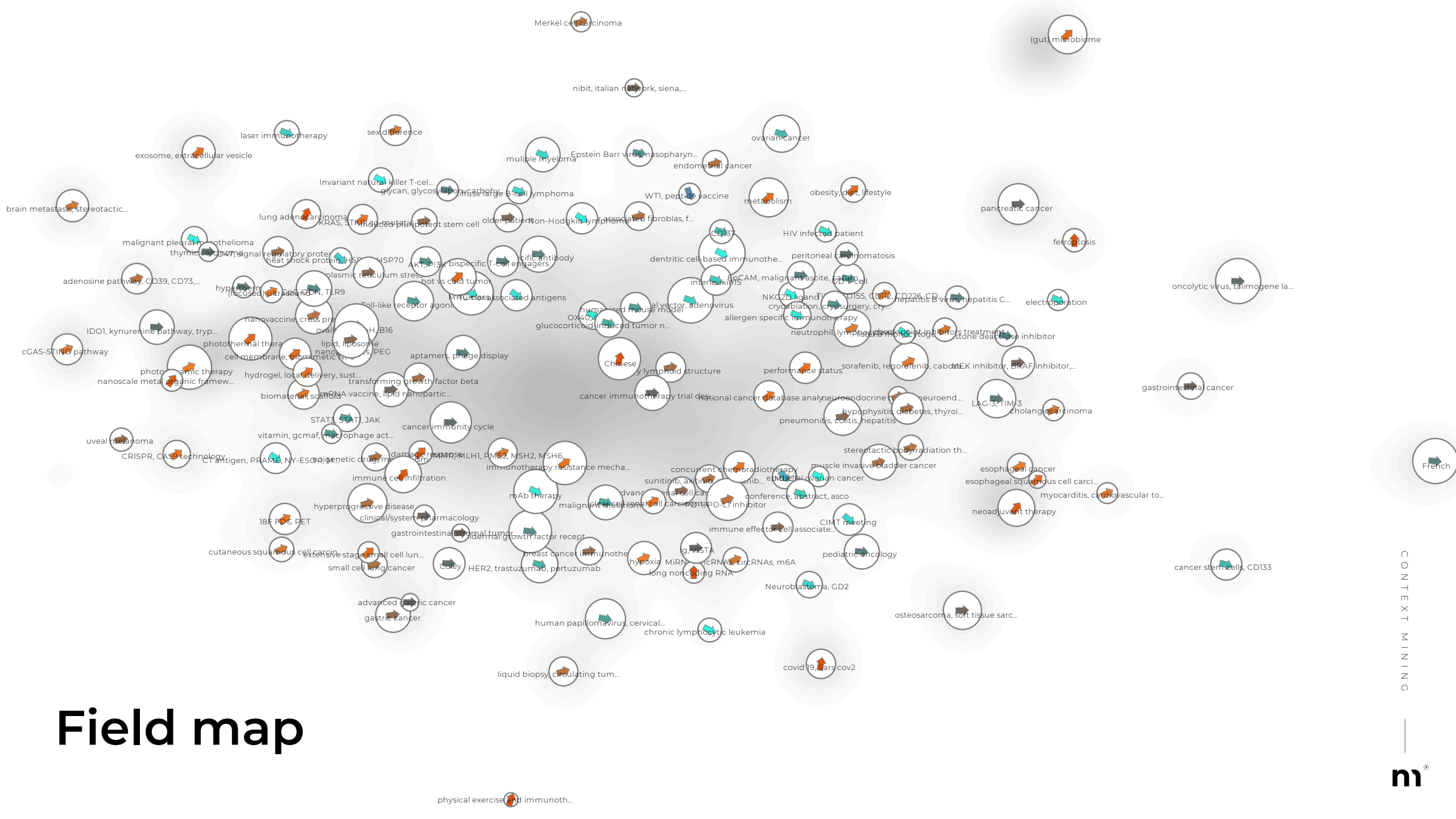

Field map

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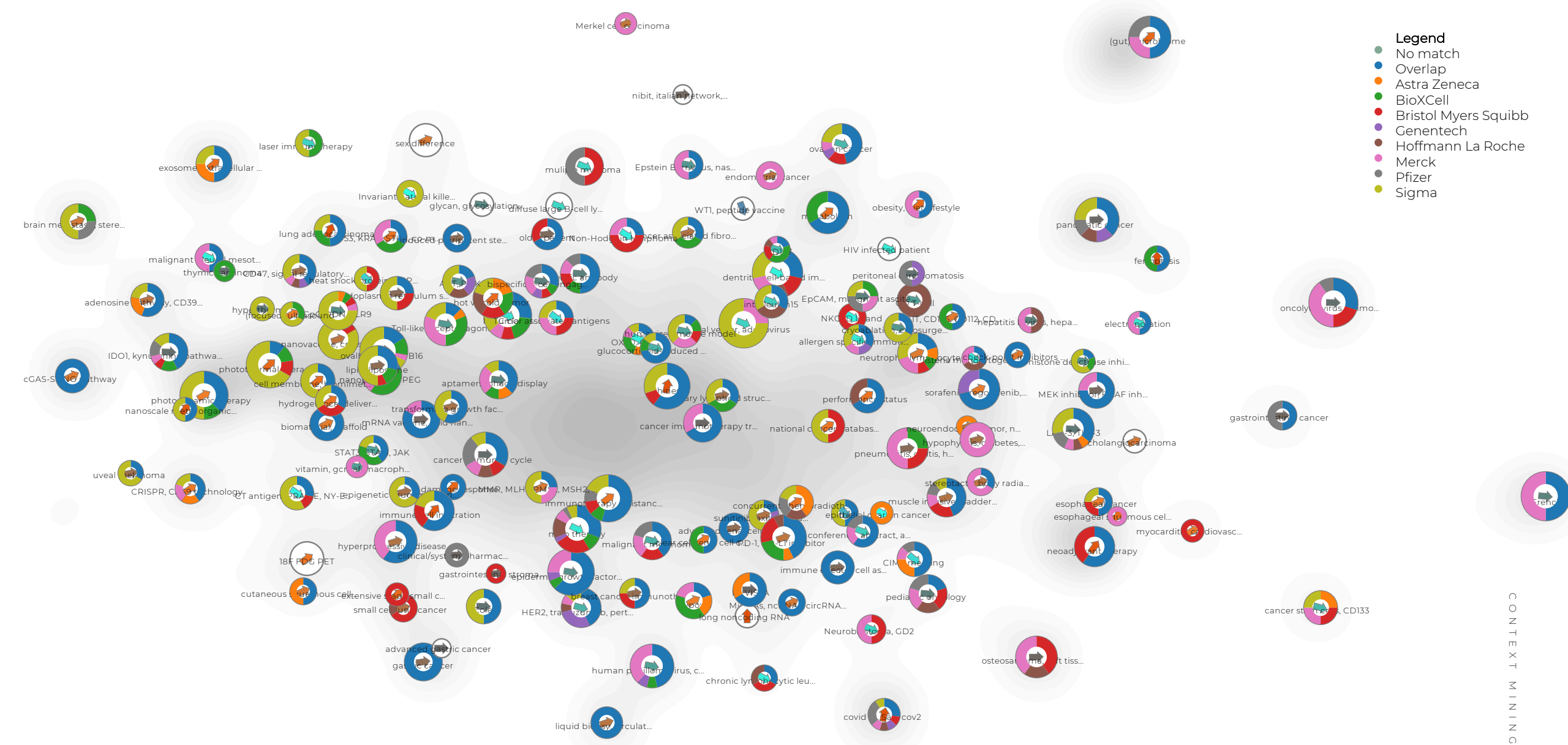

Field map overlay

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3. Build your ontology ...

Read the story behind your dataset of 16.008 scientific papers and and discover the topic model at its hightest resolution.

- **Find concepts** you know, dicover new ones; see how they are linked as themes and how those themes are connected in a topic.
- **Select those concepts, themes or topics of interst** to you, group them, order them and build your own taxonomy and ontology.
- **Re-use your taxonomy** for further of new research and discovery in updated data sets or data sets from other sources.

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Open the Filter pannel ...

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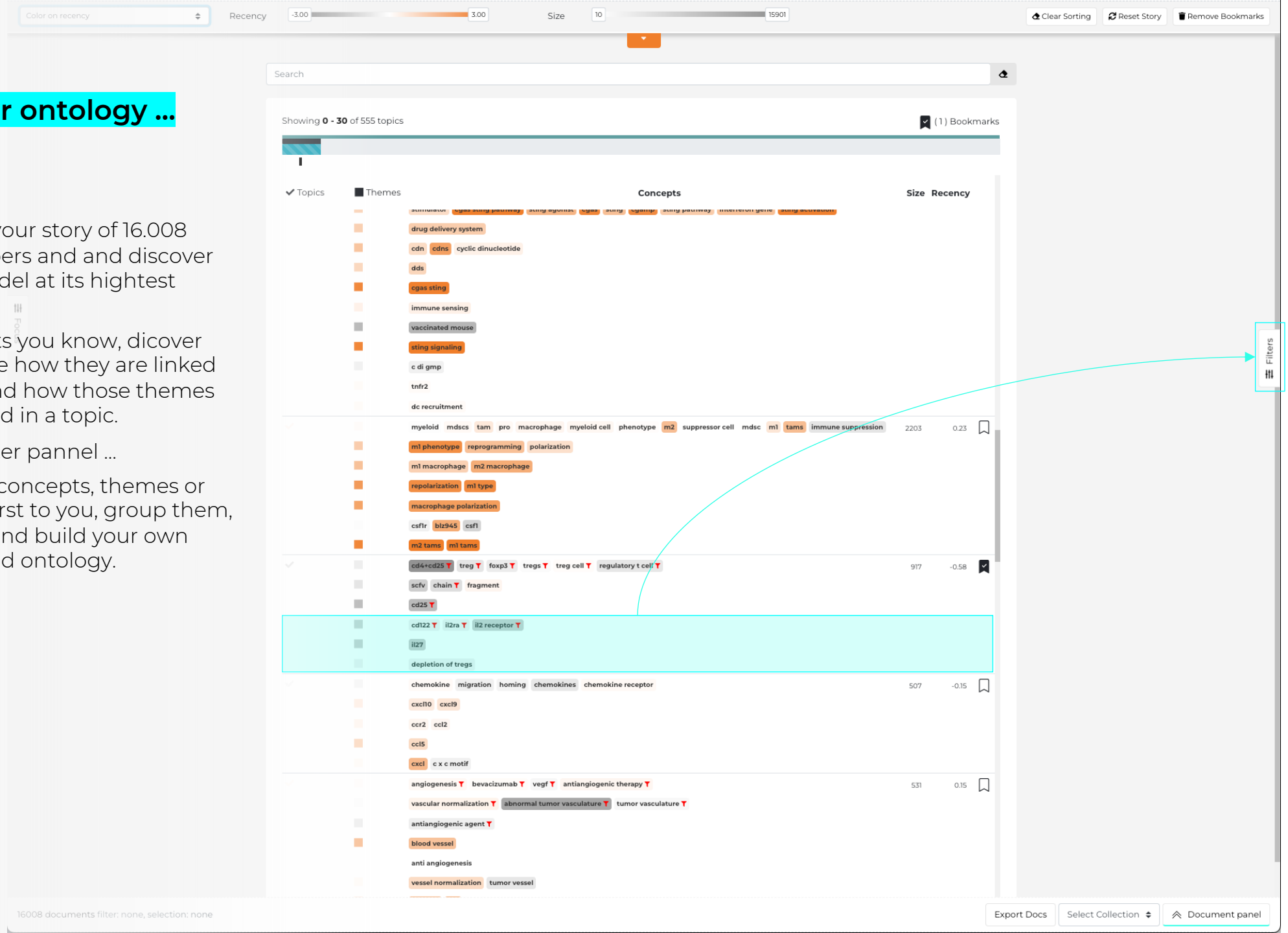

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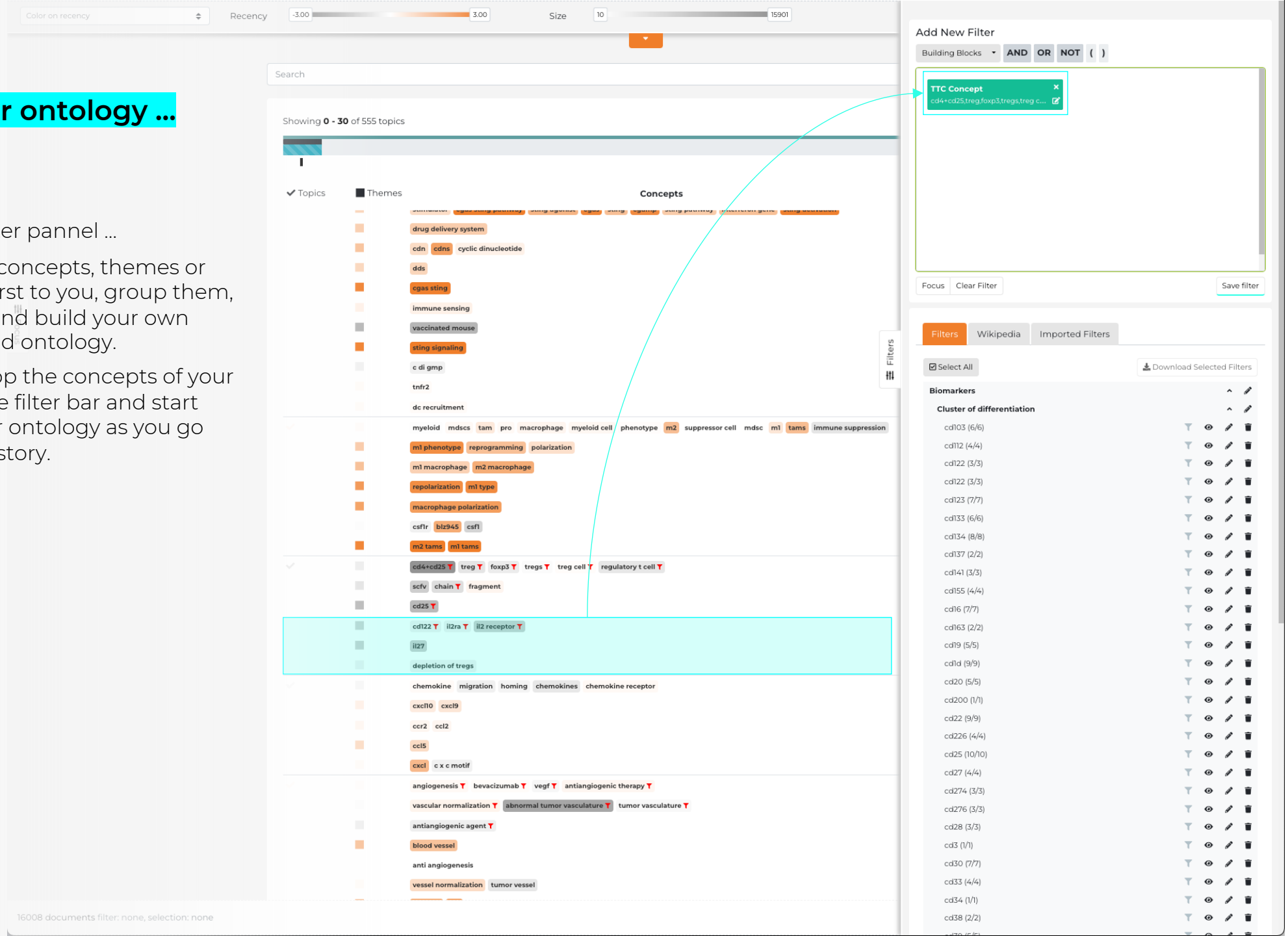

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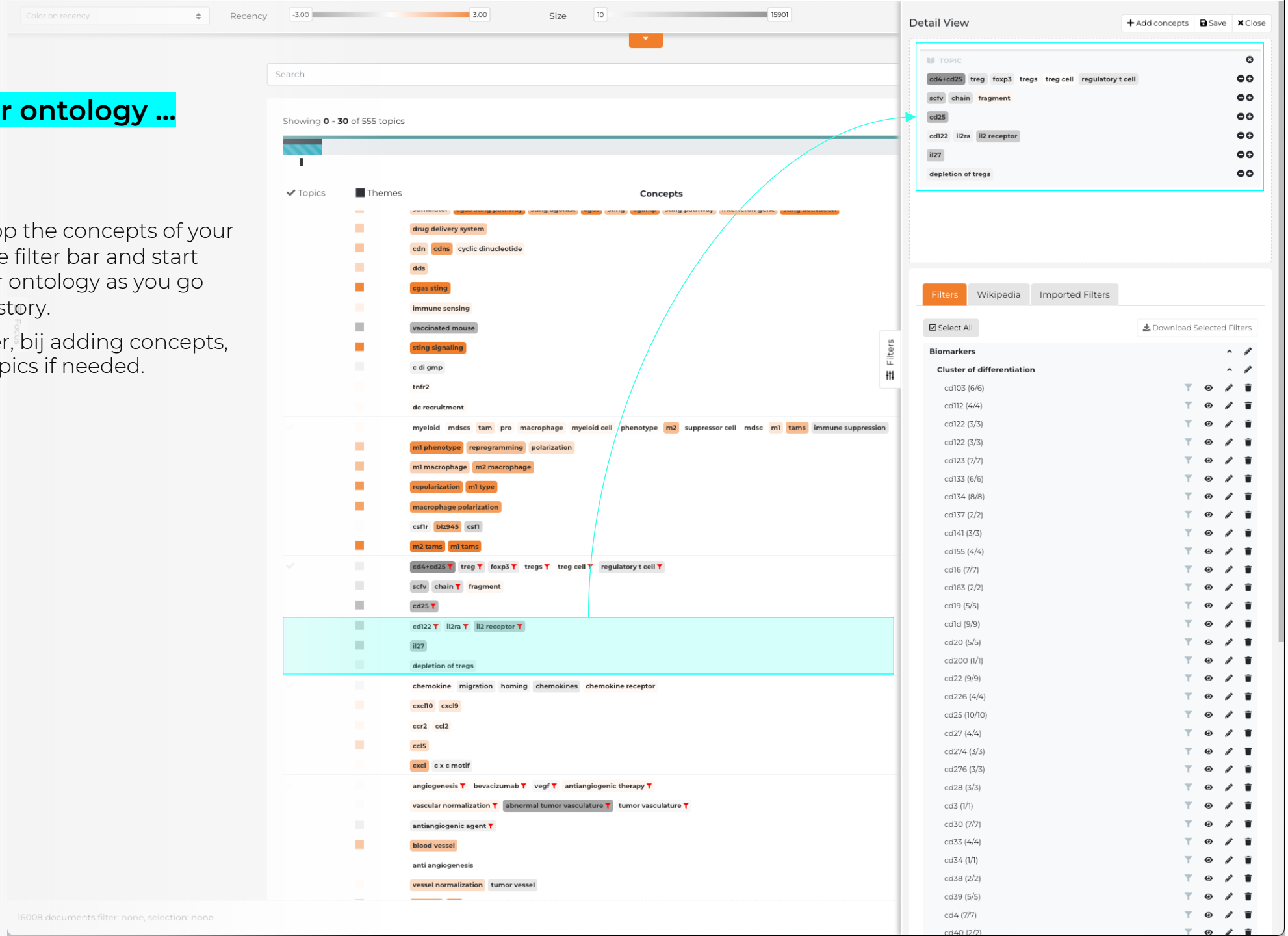
Edit your filter, bij adding concepts, themes or topics if needed.



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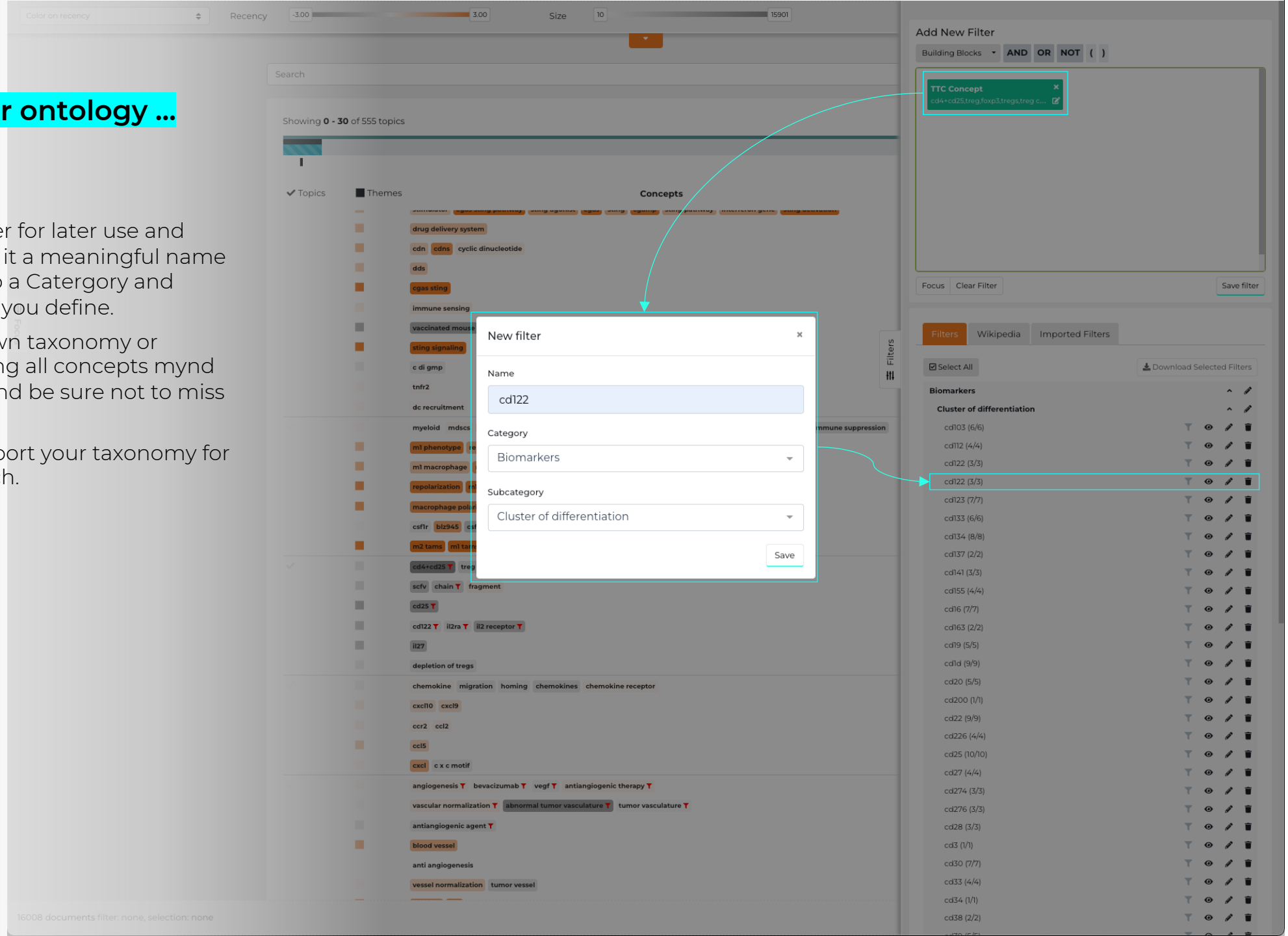
Build your ontology ...

Safe your filter for later use and analysis, give it a meaningful name and assign to a Catergory and Subcategory you define.

Build your own taxonomy or ontology using all concepts mynd discovered and be sure not to miss anything.

Re-use or export your taxonomy for other research.



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4. Analyse deeply ...

Analyse and quantify unknown and new concepts, find unexpected correlations and discover emerging trends.

- Build your scatterplot, using you taxonomy, and discover what is new and trending.
- Build your heatmap and find correlations between the different categories and subcategories of your taxonomy or by using the meta data of your scientific papers.

Have acces at any time, at any scientific paper by a simple click trough.

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Recency plot

- Discover what is new and trending (high recency and low volume).
- Find what is allready established (still recent and high volume).
- Learn what topics are disappearing (low recency and decreasing volume)

See the forefront of innovation.

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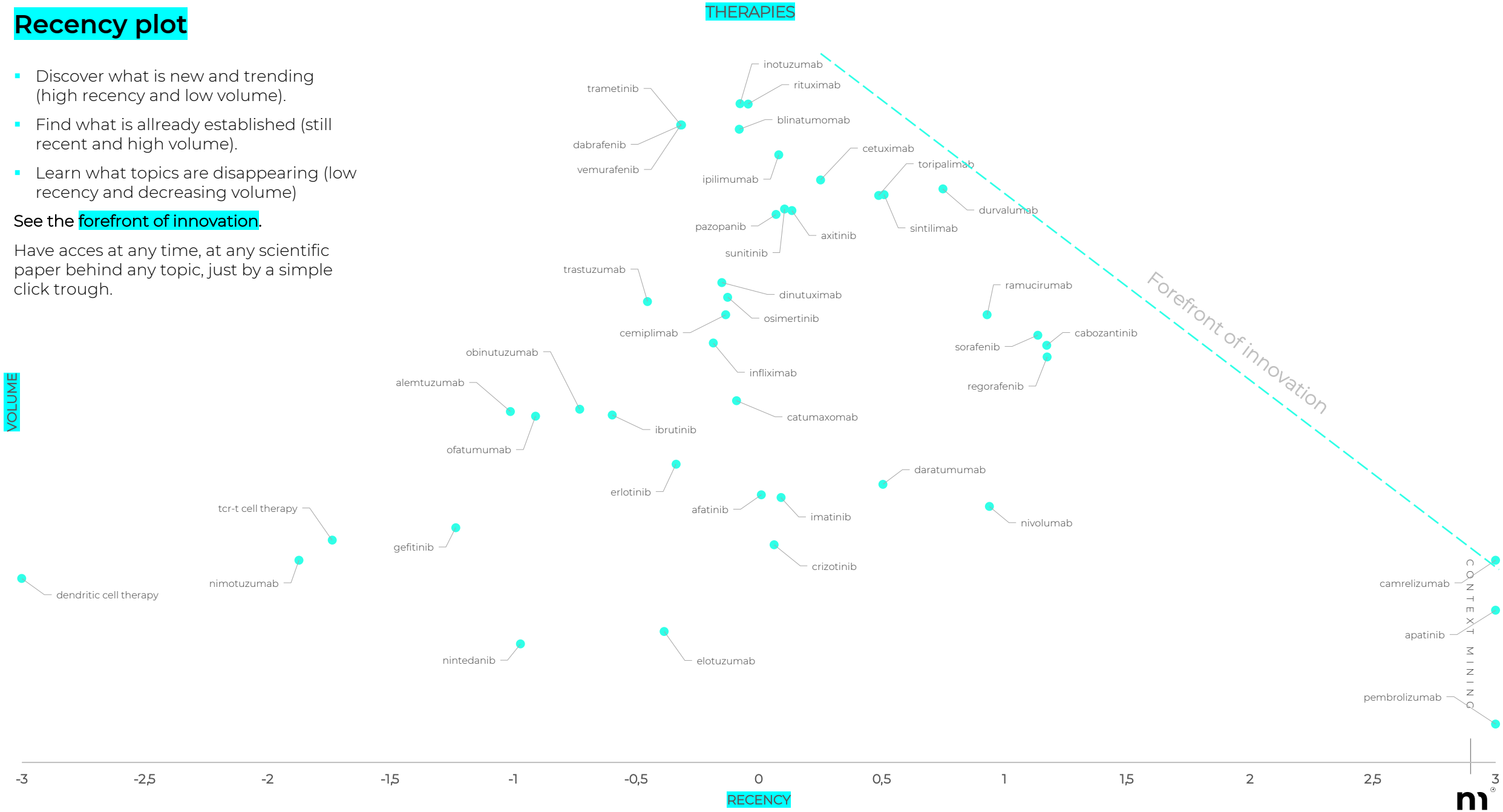

Heat map

Therapies vs. Diseases

volume

- **Discover** correlations between the element of your taxonomy (therapies vs. diseases).
- **Cluster and reshuffle** your heatmap based on **pattern recognition** and reveal hidden clusters of combination

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1 scientific paper out of 16.008

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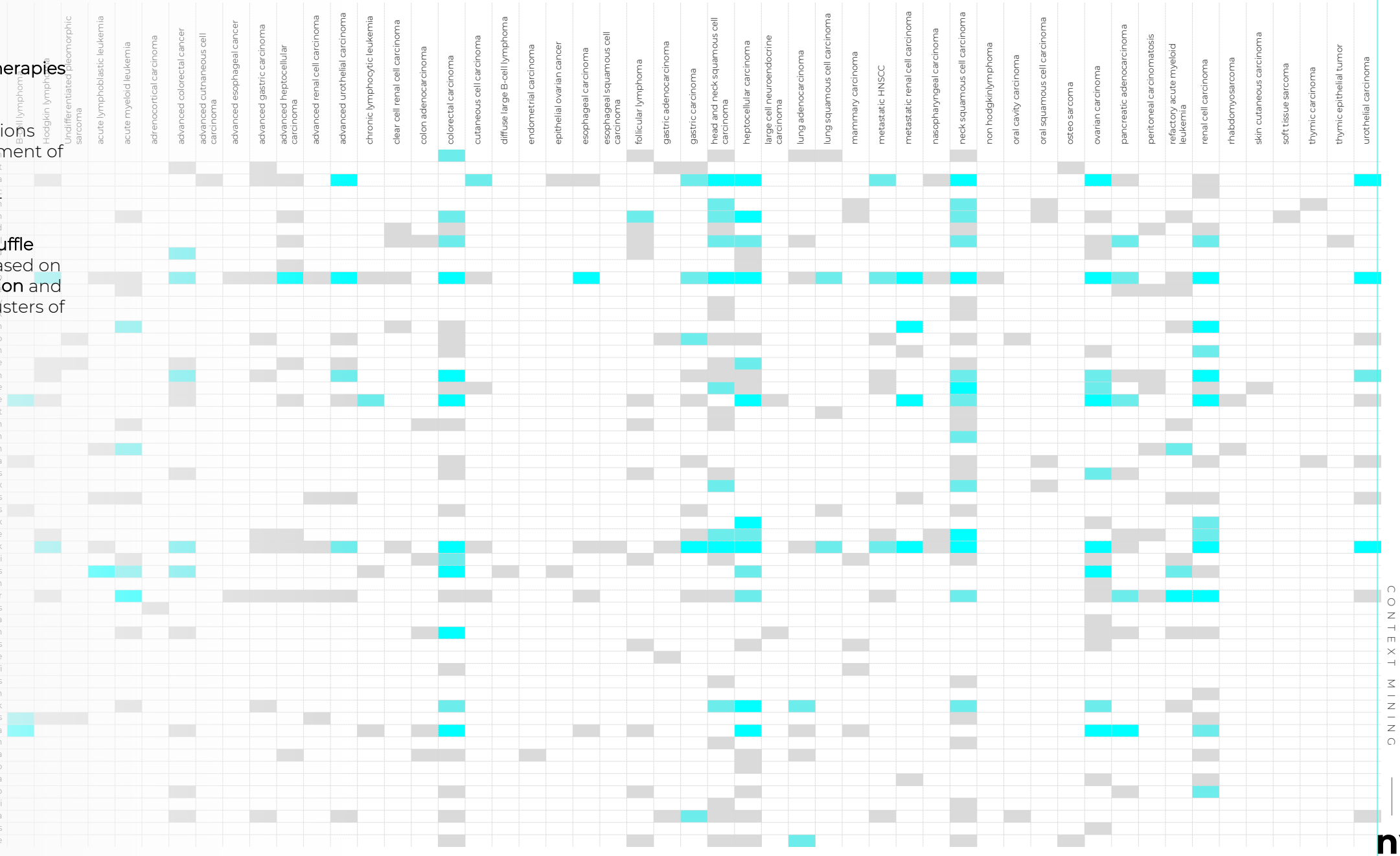

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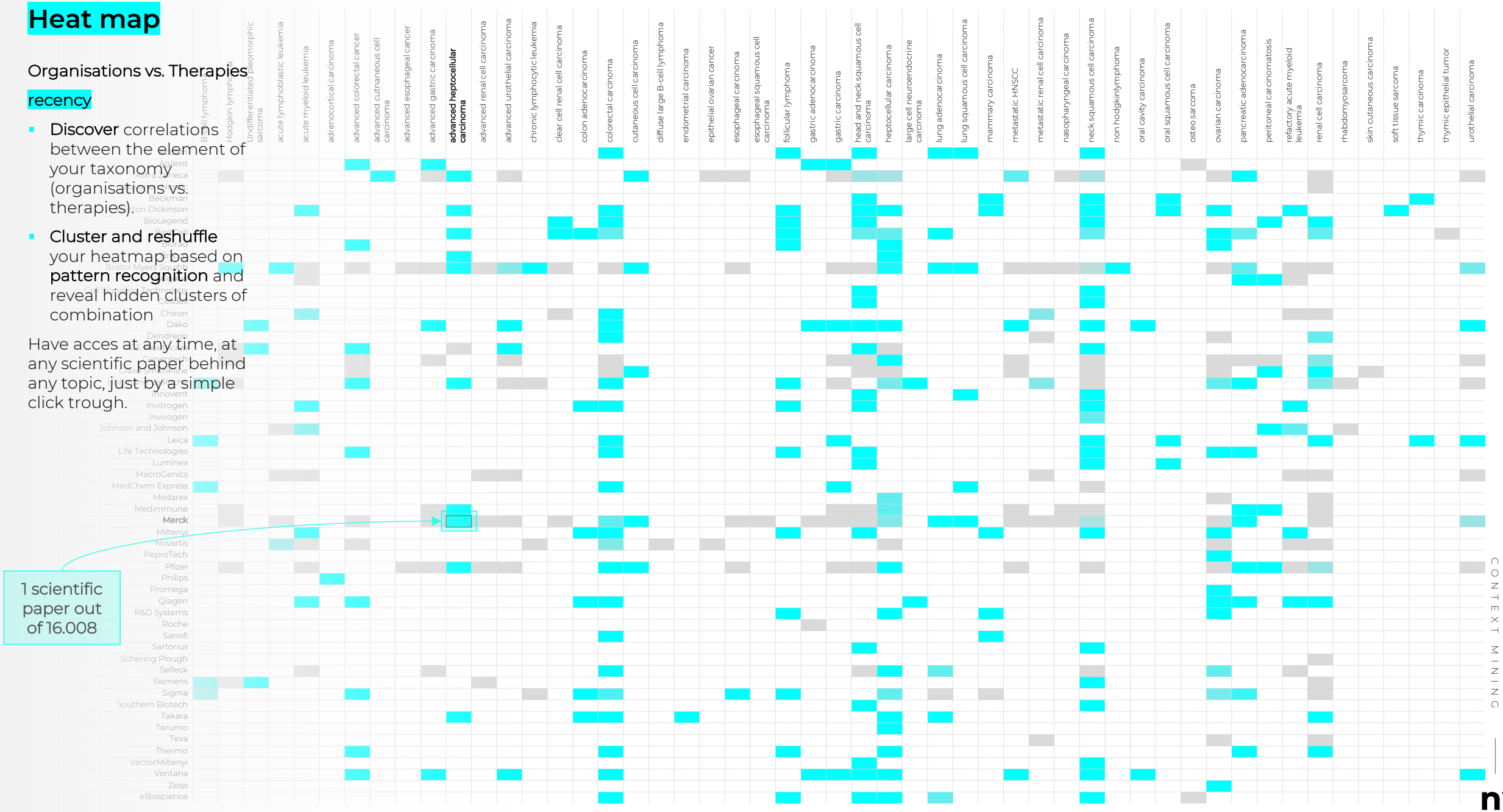

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other use cases

de-risk and accelerate your research and innovation process

- Science and technology intelligence
- Market, customer and consumer insights
- Competitive intelligence and Intellectual property
- Knowledge management

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