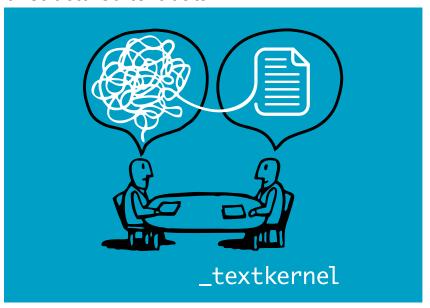
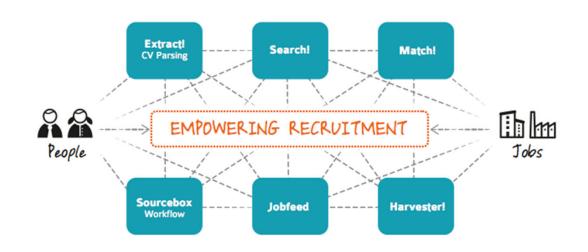
## \_textkernel

#### **Textkernel:**

- Spinoff from R&D in machine learning and language technology
- Founded 2001, offices in Amsterdam (HQ), Frankfurt, 42 employees; strong R&D focus
- Deloitte *Fast 50* 2007, 2010. 2012 target 4M€ revenue.
- Core technology: understanding unstructured text data.





#### **Market:**

- Multi-lingual tools (15 languages) to extract CVs and jobs
- Search! + Match! to connect people and jobs
- Jobfeed: largest real time DB for job market analysis
- Customers: UWV, CBS, Adecco, Randstad, Monster, Stepstone, SAP, Unisys, Axa, Philips, etc. (250 direct, 2000+ indirect)

Jakub Zavrel, Founder + CEO, Textkernel, <zavrel@textkernel.com>

# LT Innovations for the Enterprise

- LT is essential enabler for the integration of multi-lingual online markets
- Online, supply and demand become unstructured text objects
- Key technologies: Document understanding, Semantic search + matching

#### In the Job Market:

Organizations compete increasingly to attract and retain skilled talent. This causes huge changes in traditional HR

#### LT allows:

- Removing barriers for applicants and recruiters
- Easy active employee sourcing from the world wide pool of talent
- Ease access to knowledge: expert matching and expertise mapping
- Increasing use of competitive labor market analytics

## **Barriers to Innovation for LT in Europe**

### Multi-lingual product development costs

- Start with 1 x innovation cost,
- add 20+ x language knowledge development cost
  - needs recognition by R&D tax incentives, focus from investors
  - for SME's in Europe a formidable barrier to fast roll out

### Skills shortage

- Western/Northern Europe
- Engineering, Computer Science, Software developers, Language Technology:
  - Invest massively in Technical Education + R&D!
  - More encouragement labor mobility (internal and external to EU)