Omelas
www.omelas.io

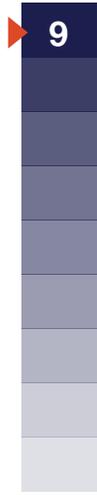**Next Generation Information Warfare:**
The Convergence of Information Operations Threat Intelligence
Wolf Totem Dashboard, Data Pipeline API and Custom Analysis, Reporting & Consulting

! Business Problem

Security Services must track nefarious activities across the web.

- Bad actors may be militias, states, foreign terrorists organizations.
- Malign actors run campaigns in over 104 different languages each day.
- Massive amount of information flow obfuscates the actors and the intent.
- Reporting is a complex aggregation from disparate sources.
- Analysts can't keep up and the signal is limited or lost in the noise.

Overview

Omelas is a leading provider of Information Operations (IO) data and software, offering the world's largest library of digital propaganda, collecting data from the most popular social media platforms, messaging apps, and data feeds throughout the West, Middle East, former Soviet States, and East Asia. Omelas boasts integrations with top social media services in Iran (Aparat), Russia (VK and ok.ru), China (Weibo), and around the world (Facebook, Twitter, Instagram, Reddit, YouTube), in addition to encrypted messaging services in Iran (Soroush) and globally (Telegram).

Omelas maps the online environment by providing precise data and piercing analysis on how geopolitical actors manipulate the web to achieve their goals. Omelas automatically detects information operation narratives and campaigns of state, para-state, and non-state actors in the online information environment. Omelas utilizes multi-engine artificial intelligence models to rapidly analyze highly curated, timely datasets. Omelas's technology surfaces suspicious accounts which analysts then verify and classify before inserting into our library.

Clients can access Omelas's data through an API, via the Wolf Totem Dashboard, and through Omelas's custom reporting. These tools enable users to understand the IO strategies of target actors and measure their effectiveness in order to respond accordingly.

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TECHNOLOGY READINESS LEVEL

IP Protection: No Patents Filed

Founded by Evanna Hu (CEO), **Ben Dubow** (President & CTO)

Investors: Firebrand Ventures, Half Court Ventures, KC6 Investment Group, Osbon Capital, Ripple Ventures, Techstars Ventures, and individual investors

+ Benefits

- ✓ Campaign Detection reveals long term Information Operations (IO) initiatives around the world.
- ✓ Story Aggregation shows who controls the top news each day.
- ✓ Resonance measures the capacity of actors to induce the desired sentiment in their audience.
- ✓ Stance is at the cutting edge of NLP, analyzing text across a dozen attributes from timing to editorializing.
- ✓ Driving down Labor Cost: Omelas cuts the noise, amplifying the signal through intuitive classification and advanced analytics
  - 10 AI Models process 5.3 million scores on 500,000 documents per day, all within minutes of publication
  - Seamless Integration into existing analyst workflows
  - Contextual intelligence makes clear adversarial strategies and positions for actionable insights, thereby reducing dependency on Senior Level Analysts, significantly lowering cost labor
- ✓ Powerful backend architecture provides scalable, insightful structured datasets across 103 languages
- ✓ Data Library: 50.2M pieces of propaganda, 1250+ RSS feeds, 11 social media and 2 messaging app integrations
- ✓ Languages: Translation (104), Documents ingested daily (104), Sentiment analysis (104)

✓ Market Validation

- Winner, 2019 DoD National Security Innovation Network, Joint Artificial Intelligence Center Pitch Day Competition, 2020 National Security Innovation Network Disinfo Pitch Competition
- #1 in user satisfaction for Black Horse trainings (93%) "Wolf Totem is easy, insightful, and invaluable in understanding information operations." - Mike Fulk, MITRE
- Media coverage: Bloomberg, Reuters, ABC News, Lawfare
- Omelas has presented to:
  - 5 national heads of intelligence
  - 12+ Cabinet level officials

MITRE   ALION   Huntington Ingalls Industries   BLACK HORSE   MERIDIAN

NATO   [seal]   [seal]   USAID FROM THE AMERICAN PEOPLE

REUTERS   Roll Call   aws   [logo]   IF   Pacific Standard   NEW AMERICA   The Moscow Times