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Content Catalyst announces a new project part-funded by Innovate UK to develop a discovery and workflow tool for market analysts

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LEEDS, UK. Content Catalyst, a technology company specialising in B2B content and data delivery, has announced a new research project to develop a discovery and workflow tool for market analysts co-funded by Innovate UK, the UK's innovation agency.

The project, 'Maci-D: An AI-powered tool to accelerate the identification and extraction of business intelligence data', will leverage advanced computational technologies to develop a prototype that enables users to identify, extract and share data from within business reports. This will allow market analysts and business researchers to rapidly unlock value from a large number of documents.

> Edwin Bailey, Director of Product Strategy and Marketing at Content Catalyst said: "I am delighted that Innovate UK has the confidence to back our innovative project with a grant, which would have been unfeasible to do without their support".

Modern business intelligence requires tools that enable the easy retrieval of trustworthy data. This is even more important than ever in these uncertain times, as companies look for inspiration to survive the global Coronavirus pandemic.

Even though data science has progressed enormously in recent years, there are still many opportunities to deal with human-generated files such as technical reports and presentations. Indeed, the automated retrieval of content within these types of files is a challenge to this day, and analysts still need to read to identify specific data of interest and to track the source of data used.

The project aims to create an intuitive tool that enables analysts to identify, retrieve and reuse high value-added data elements, such as graphs and table,s from within reports.

Commenting on the success in winning the grant, Daniel Lord, Founder of Content Catalyst said:

> "The company was founded on a simple premise to enable market analysts to easily create deliverables and complete tasks from the content they have available. This grant will help us empower consumers of research to easily find and share information that will give them an extraordinary advantage in the marketplace. In addition, the output of the project will contribute to making the UK a global leader in data science and the knowledge economy".

About Content Catalyst

Since 2003 Content Catalyst has developed proprietary software-as-a-service to enable people in business to efficiently discover knowledge and data in documents and allow users to collate, build and share insight.

The Leeds (UK) based company holds three software patents and continually reinvests into R&D.

The company's flagship software, Publish Interactive, is a content management platform with authoring, workflow, licensing and subscriber management tools for industry analyst firms and market report research publishers to deliver and manage their content.

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