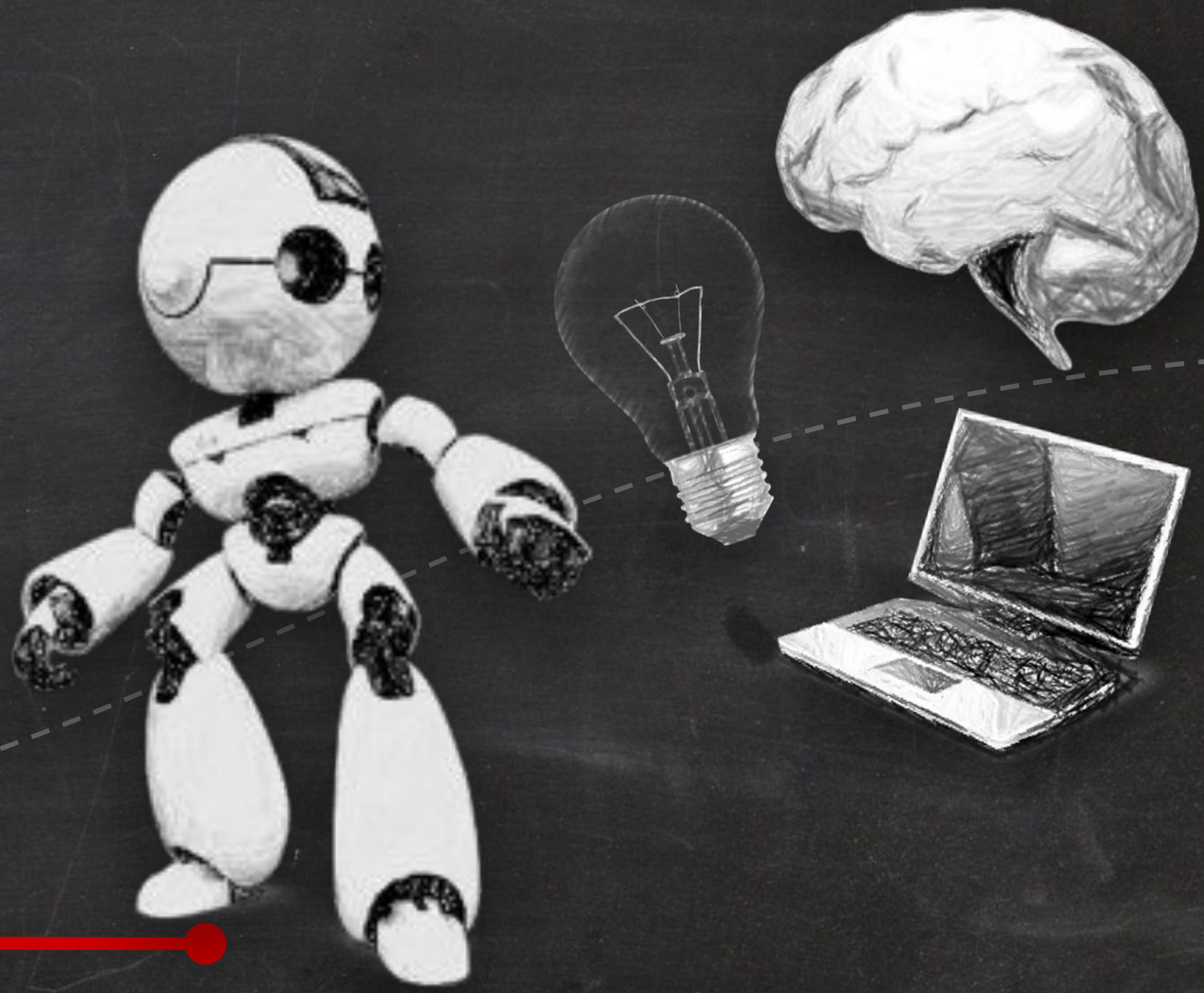
# MUST
## Research

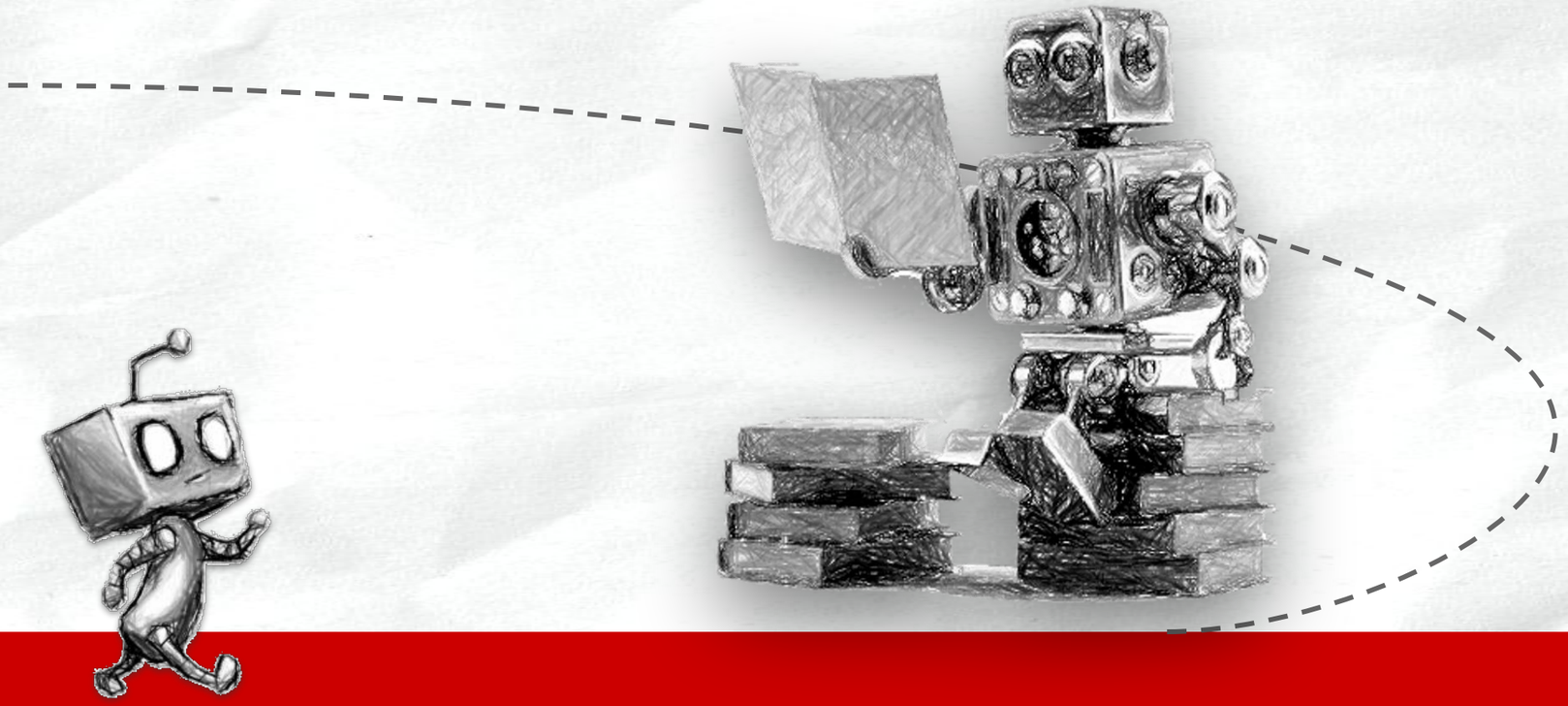


{it's a must}

Data Science | Cognitive Computing | Artificial Intelligence | Machine Learning | Advanced Analytics

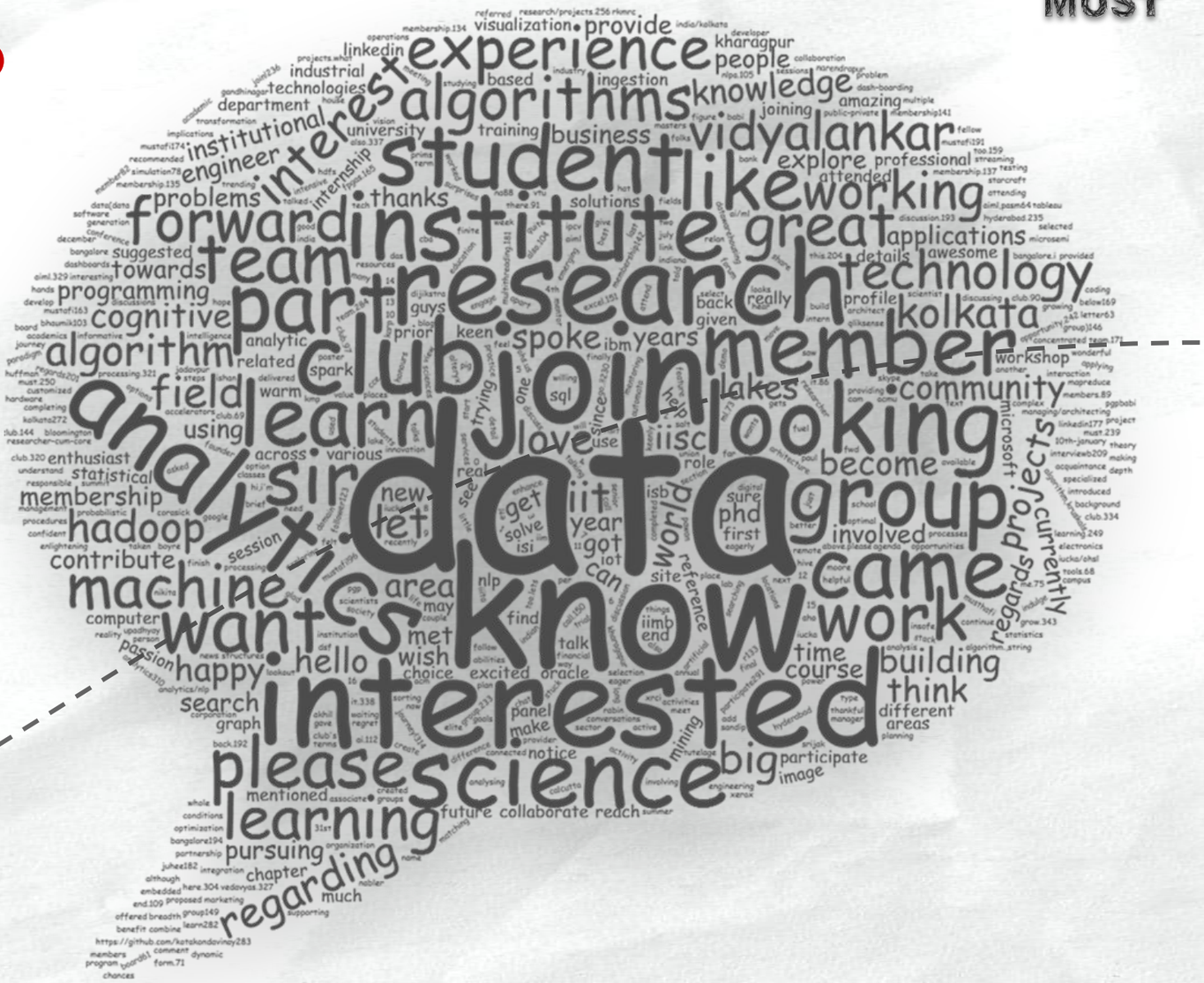
# MUST Research {it’s a must}

MUST Research is dedicated to promote excellence and competence in the field of data science, cognitive computing, artificial intelligence, machine learning, advanced analytics for the **benefit of mankind** - it’s a must.

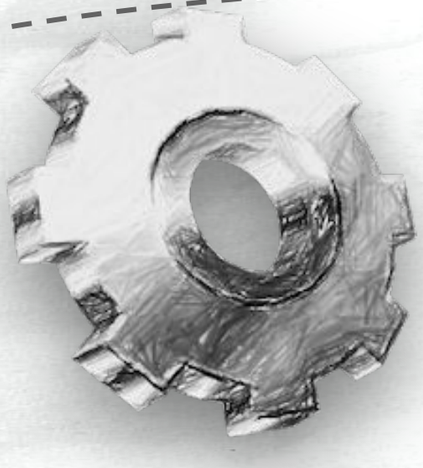


# {it's a must}

**15 Aug 1993:** Ideation and Brainstorming (CCU)
**13 Jul 2003:** First Meeting with Experts (CCU)
**27 Oct 2006:** Service on Emerging Technologies (CCU)
**21 Oct 2013:** Club Formation (BLR)
**30 Dec 2015:** Society Registration (BLR)
**13 Apr 2018:** Trust Registration (HYD)
**26 Jan 2020:** Academy Launch (HYD)
**12 Nov 2020:** Company Incorporation (IN)
**30 Jan 2021:** Labs Inauguration (HYD)
**06 Nov 2021:** Office Inauguration (HYD)
**01 Aug 2023:** National Level Expansion (IN)



# AI for All



**MUST Research Labs** develop advanced solutions and products on artificial intelligence for business and services bundled with data engineering, innovative algorithms, end-to-end coding, deployment and intellectual properties.

**MUST Research Academy** offers intense research driven application oriented certification programs on applied data science for students and professionals who are willing to start or enhance their career in machine learning.

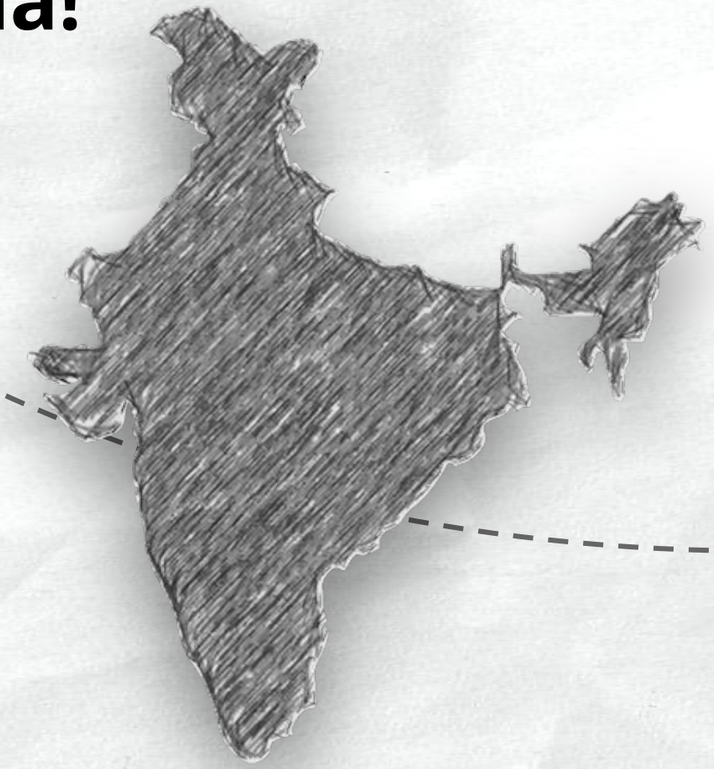
**MUST Research Club** is a unique platform to collaborate with talented data scientists, software engineers, program managers, architects and technology leaders across the nation by engaging, exploring, experimenting and empowering.

# **Ecosystem** with Eminence

MUST is to build an ecosystem to enable **interaction** between **academia** and **enterprise**, help them in resolving problems and make them aware of the latest developments in the cognitive era to provide solutions and collaborate on scientific programs and societal missions.

**~700** data scientists

across India!



# Research Portfolio

MUST Research Labs develop **advanced solutions and products** on artificial intelligence for business and services bundled with data engineering, innovative algorithms, end-to-end coding, deployment and intellectual properties.

# Artificial Intelligence as a **Service**

First in the industry to offer artificial intelligence **applied research as a solution or service**.

The most exciting feature of MUST is the advanced research on cutting-edge technologies like neural networks and deep learning, text mining and natural language processing, image processing and computer vision, audio signal processing and speech technology, embedded systems and robotics etc.

# Go-to-Market Strategy

✓ Data Science Applied Research, Advanced Algorithms and Architecture for building Go-to-Market Solutions.

✓ Artificial Intelligence and Deep Learning based Solutions along with Codebase and Viable Products.

✓ Dedicated Intellectual Properties and Patent Filing for Customers in collaboration with the best Researchers.

Cognitive systems can infer and even reason based on broad objectives. In this sense, cognitive computing is a new type of computing with the goal of more accurate models of how the human brain or mind senses, reasons, and responds to stimulus. It is a field of study which studies how to create computers and computer software that are capable of intelligent behavior.

# Business Verticals

| | | | | |
|---|---|---|---|---|
| Aeronautics and Aviation | Defense Research | Fast Moving Consumer Goods | Legal, Law and Order | Sports and Fitness |
| Agriculture | E-Governance | Food and Beverage | News, Media and Entertainment | Supply Chain and Logistics |
| Automobiles and Auto Components | Education and Training | Healthcare, Life Sciences and Pharmaceuticals | Real Estate and Infrastructure | Telecommunications |
| Banking and Financial Services | Electronics System Design and Production | Human Resource Management | Retail and E-Commerce | Textiles and Fashion Accessories |
| Business Process Automation | Engineering and Manufacturing | Information Technology | Sales and Revenue | Traffic and Smart City Management |
| Chemicals and Renewable Energy | Environment and Sustainability | Insurance | Social Security and Census | Travel, Tourism and Hospitality |

# Technology Horizontals

| | | | | |
|---|---|---|---|---|
| Forecasting on Time Series Data | Information Retrieval and Knowledge Graph | Textual Content Generation | Image Segmentation and Classification | Speech to Text Transcription |
| Optimization Techniques | Sentiment Analysis | Conversational System | Face Recognition | Tonal Voice Recognition |
| Recommendation System | Topic Modeling | Image Enhancement | Emotion and Gesture Detection | Speech and Voice Synthesis |
| Dimensionality Reduction | Natural to Structured Query | Data Extraction from Document | Image Augmentation and Generation | Audio Classification and Generation |
| Anomaly Detection | Machine Translation | Handwritten Character Recognition | Image and Video Captioning | Multimodal Human Machine Interaction |
| Reinforcement Learning | Text Summarization | Object Localization | Speaker Recognition | Intelligent Internet of Things and Robotics |

# Clients and Solution Partners

Microsoft

Google

Nvidia

Intel

Amazon

Ernst & Young

Deloitte

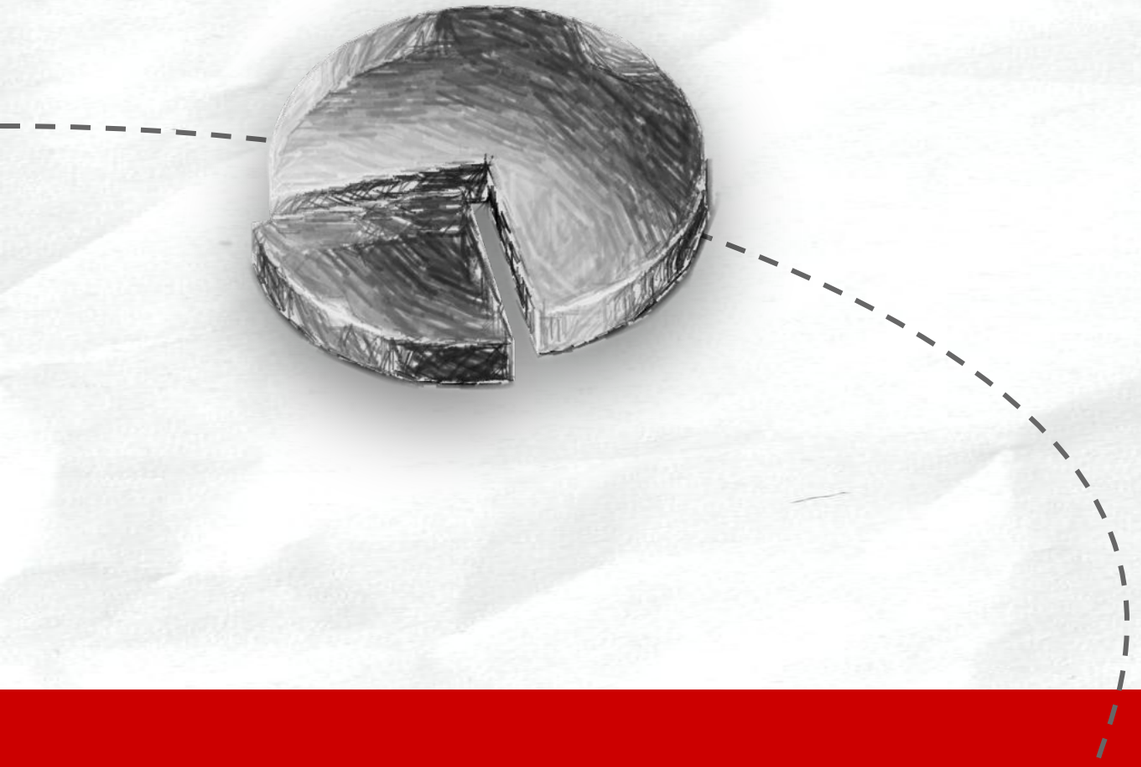
KPMG

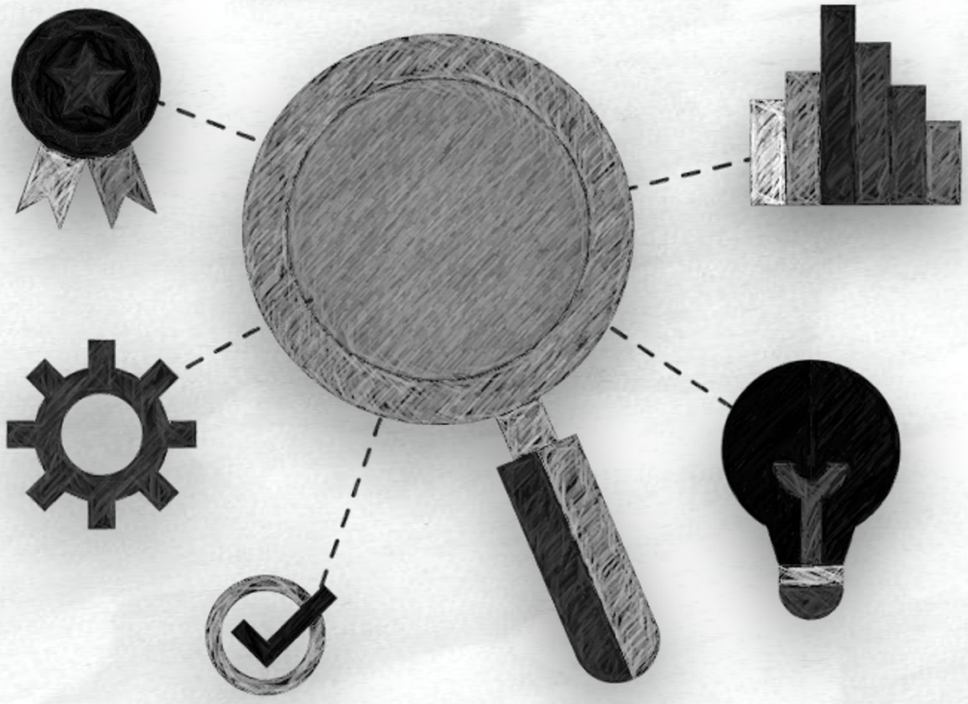
Pricewaterhouse Coopers

Dun & Bradstreet

# Project Feature (Adaptive)

The systems MUST learn as information changes, and as goals and requirements evolve. They MUST resolve ambiguity and tolerate unpredictability.

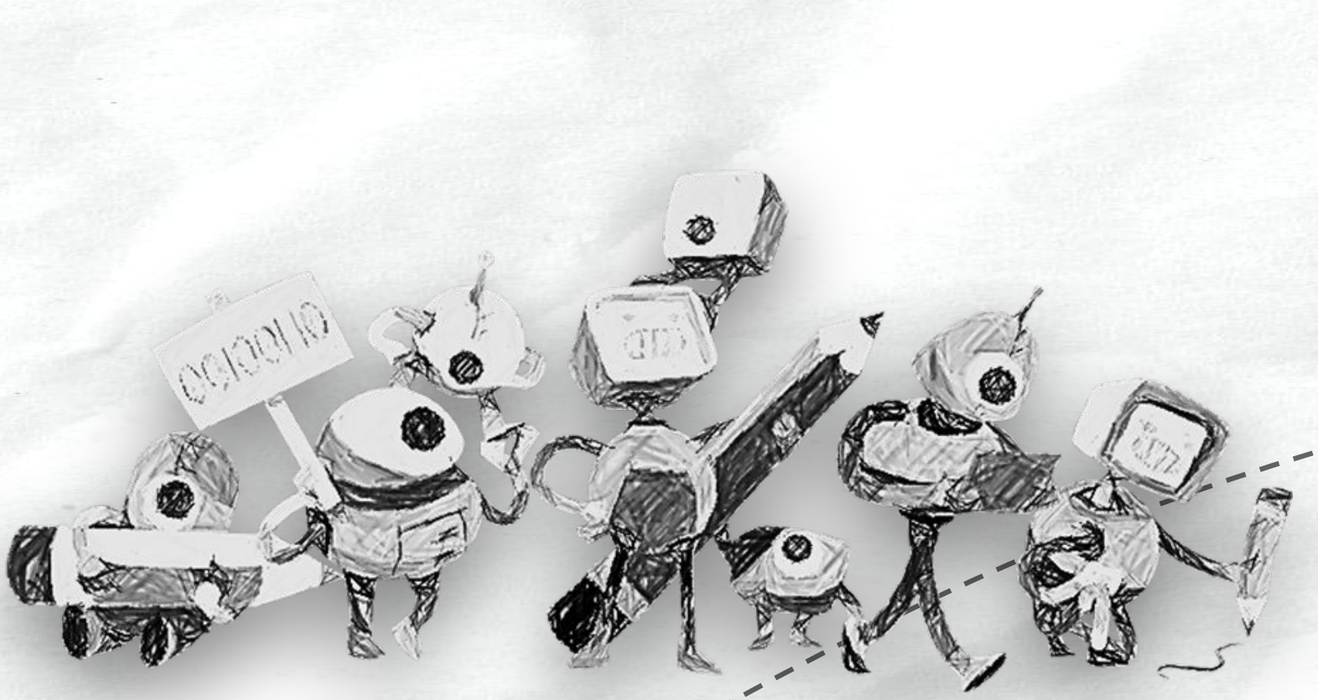




They MUST be engineered to feed on dynamic data in real time.

# Project Feature (Interactive)

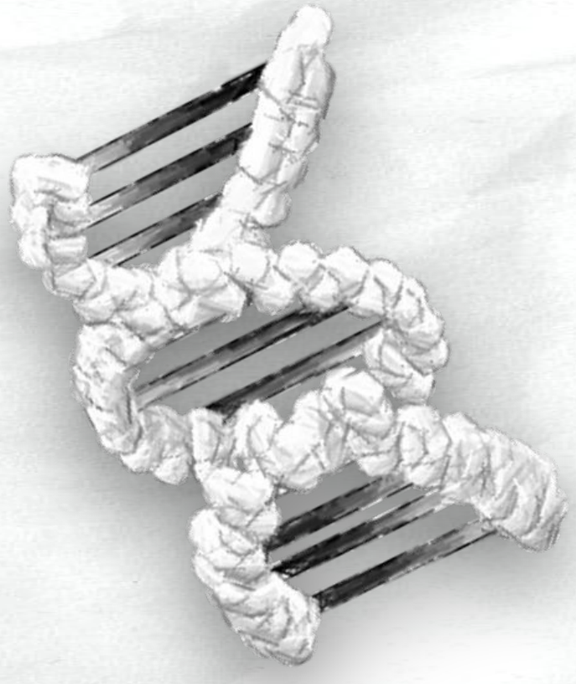
The platforms MUST interact easily with users so that those users can define their needs comfortably.

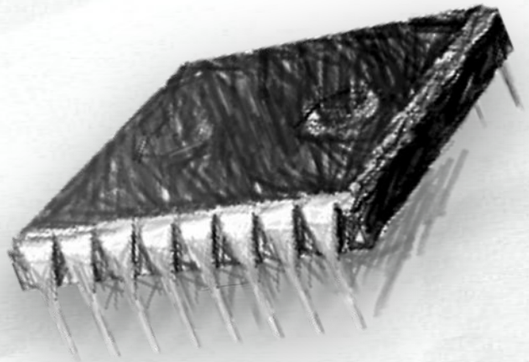


They MUST interact with other processors, devices, services, as well as with people.

# Project Feature (Contextual)

The algorithms MUST understand, identify, and extract contextual elements such as meaning, syntax, time, location, appropriate domain, regulation, user profile, process, task and goal.

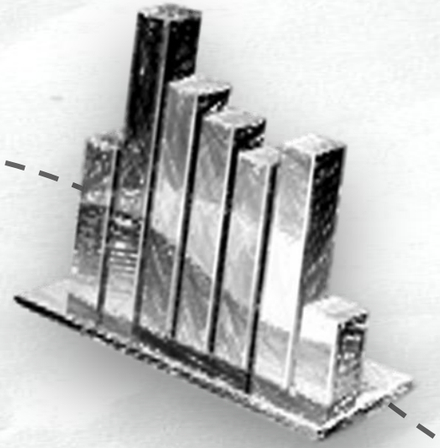




They MUST draw on multiple sources of information, including both structured and unstructured digital information, as well as sensory inputs (visual, gestural, auditory, or sensor-provided).

# Project Feature (Iterative and Stateful)

The programs MUST aid in defining a problem by asking questions or finding additional source input if a problem statement is ambiguous or incomplete.



They MUST remember previous interactions in a process and return information that is suitable for the specific application at that point in time.

# J+O=Y

## Joy Mustafi

Founder Chairman, *MUST Research*

analyticsindiamag/top-10-data-scientists-in-india
digitalvidya.com/data-science-influencers-in-india
scholar.google/joymustafi

Recognized among the Top **10** Data Scientists in India.

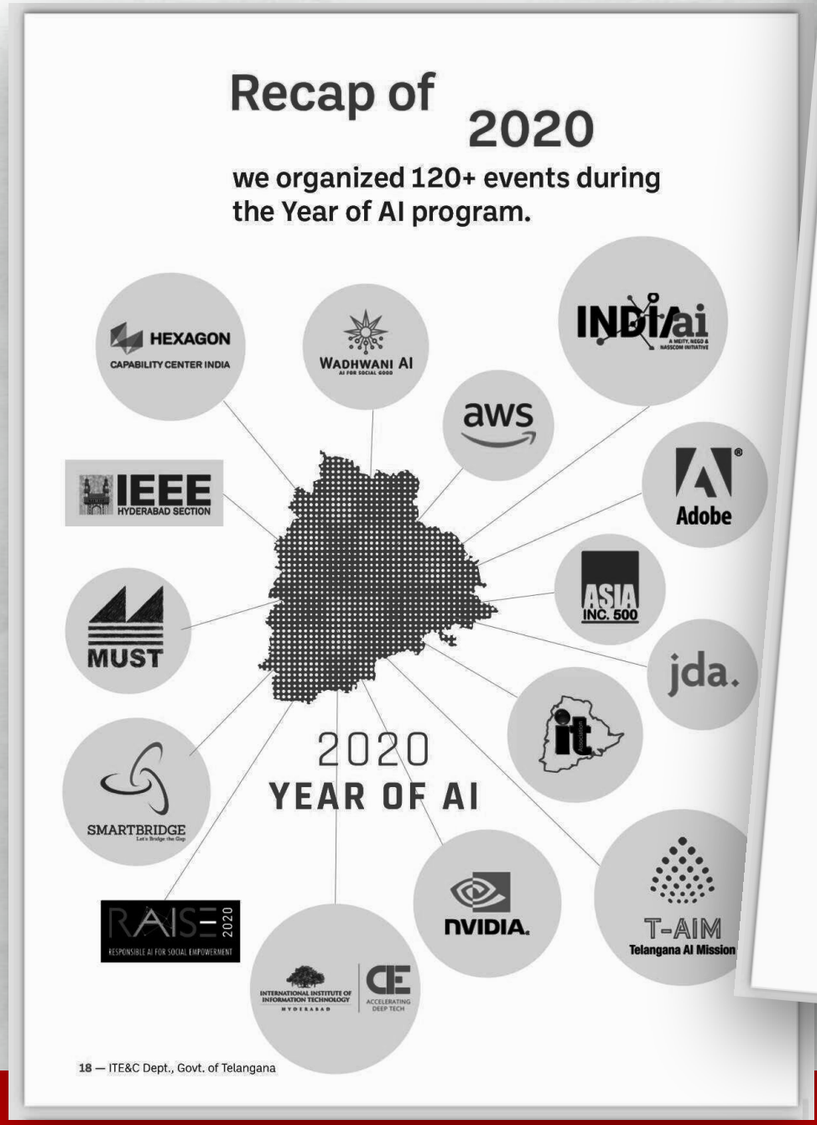
Having **2** decades of experience in the corporate, research, and academic world. Collaborated with around **25** leading universities in India as visiting faculty.

Supported around **15** start-ups and non-profit forums being on the board or as a consultant for data sciences.

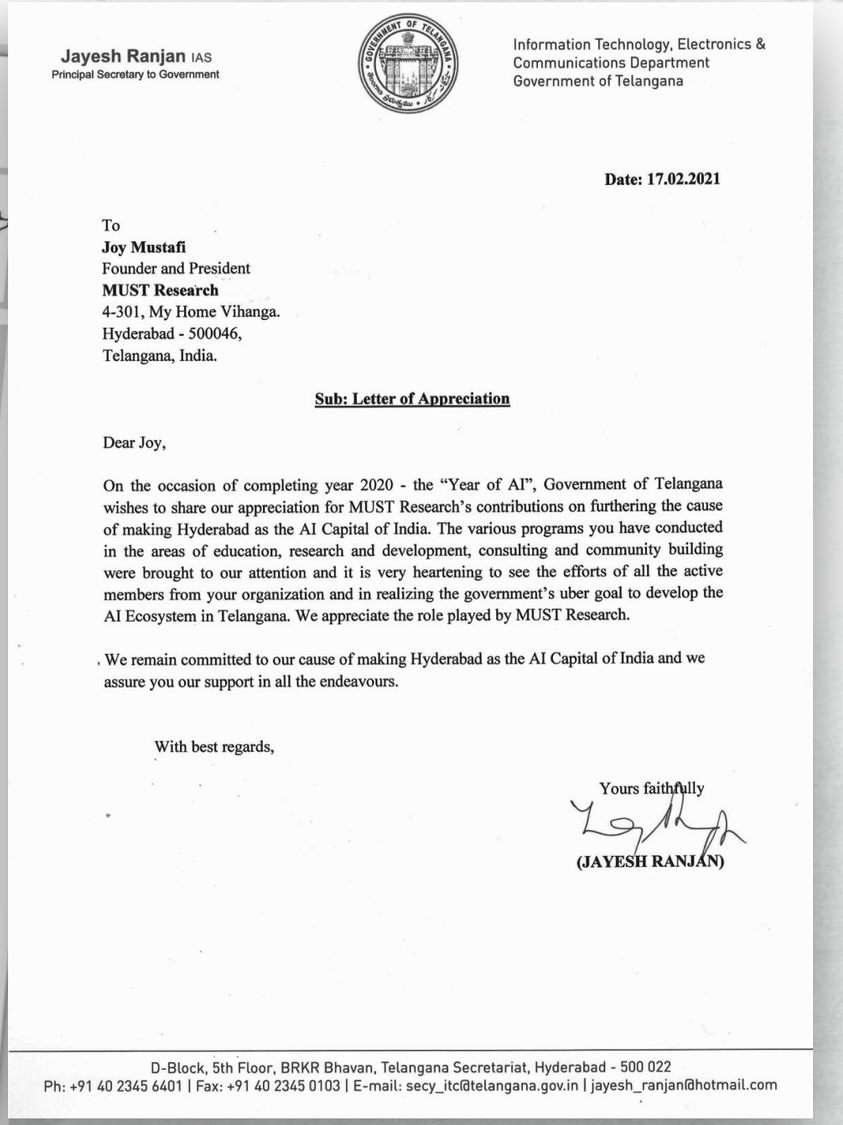
Having close to **100** patents and **50** publications in the Machine Learning space. Managed and led more than **1000** practitioners in various organizations with respect to technical and professional guidance in the recent past.

Acknowledged as Number **1** among the Top Data Science Influencers in India.

invest.telangana.gov.in/wp-content/uploads/2021/01/AI_2020-and-Beyond





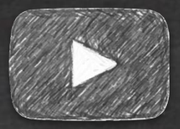


# Thanks

+91 98863 92439

joy@must.co.in

linkedin/must-research



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