



## Media Kit



## **Haku Inc.**

Founded 2014

HAKU, Inc. is a provider of advanced Content Discovery tools. We set out to enhance content recommendation by improving and purifying the user experience through the collection and cultivation of user data.

### **Industry**

Mobile Technology, Web, Internet

### **Key Executives**

Beau Barbour	Founder - Technical Director
Tarrah Barbour	Founder - Executive Producer
Jascha Rynek	Founder - Lead Developer
Nanea Reeves	Founder - Executive Advisor
Firas Bushnaq	Partner & Advisor

### **Mission Statement**

Haku provides Tag based solutions for content discovery. We set out to find new and better ways for people to discover and stay connected to the ideas that matter most to them, providing a new paradigm of content discovery and exploration.



Hi Everyone,

My name is Beau Barbour, and I want to introduce our new product.

My friends and I have spent the last several years of our lives exploring a new vision of the internet, and with passion & love, blood & sweat, we have given birth.

So what is it?

Well, it's really simple... and really powerful... and really fun.

We're all doing the same things on the web - on our phones, tablets, computers, & TVs... Find something you love, share it with friends, REVEL in the connection, rinse and repeat. It seems we are all looking to find something that connects us - to the world around us. And simply put, that's what Haku is about. Connecting - to the world through content.

Now... when we say simple, we mean simple, there are only about five things you can do with Haku. But those five things, will bring you closer to the world, and bring the world, closer to you.

Most of you are still wondering what the heck I'm talking about. And that's the tough part. This thing is amazing...ly hard to describe. But once you're inside, it'll only take a few minutes before you'll get it, and then you'll be hooked... or mad... but hopefully hooked.

Haku is a lot like a web browser, and a search engine, and a news reader, and a publishing platform, and on and on... but like I said earlier, where it really shines, is in its simplicity. We tried to remove all the noise, all the extras, and leave you with the purest vision of the web we could imagine, all to help you find and share the content you love.

I could go on and on, but ultimately, I'd rather let Haku speak for itself. After all there is no map, like the land. Thank you for your support.

We hope you love it.

-beau barbour

# HAKU Discover Better: News, Content & Trends

Haku helps you discover and stay connected to the content and trends that are shaping your world. As you explore, Haku learns to identify your unique personal tastes, helping you find more of what you want, and less of what you don't.

Haku is based on a simple idea, "just tag it" to find & share all the news & content you're looking for. Explore breaking news & trending content with the Haku 'Trending' tag, or select one of our categories tags, like Film, Fashion, Music, or Technology, to explore content that matches your unique interests.

- **Discover & Explore** a fresh new vision of the web.
- **Personalize & Share** your own @Tag content feed.
- **Trade @Tags** to connect with friends or your favorite celebs.
- **Use Haku QuickTags** to let the world know how you feel.
- **Truly Anonymous Browsing** with No User Tracking.
- **Own & Control Your Data** with no fear of it being sold.

## Why People are talking...

*"The most personalized way to find and stay connected to the content I care about!"*

*"Explore and filter content based on your own unique interests."*

*"Virtually precognitive 'Tap to search.' No typing required."*

*"Do less to share more."*

*"An innovative browser and a next generation recommendation engine all in one."*

Try it for yourself at: [haku.la](http://haku.la)

For more information  
please contact us at:  
[www.HAKU.la](http://www.HAKU.la)

Download the  
Haku App in the  
Apple & Google  
App Stores  
Thank you!



Haku makes it easy to create and share your own @Tag content feed. @Tags can be used just like any other Tag in Haku to display all the content a user has Tagged. As you explore Haku, whenever you find content that moves you, good or bad, you can select the Quick Tag icon to 'Tag' content to your personalized content feed. Haku Quick Tags help you enrich the content you tag with sentiment, providing a uniquely personal dimension to your content feed. Get started today, share your new @Tag with the people you care about to allow them a unique view into your world.

## HAKU Comes Out Swinging with Intuitive New Reader

Blogger: Trevor Hansen on Oct 2, 2014

A new tech start up based out of Los Angeles, CA made its debut yesterday in grand fashion, wielding a beautiful new web-based reader application that will revolutionize the way we discover, digest and interact with our never-ending supply of content. For years, residents of the web have been begging for a better way to express themselves, having found the 'like' button sorely lacking. Well Haku has the answer, so gone are the days of simply clicking "like."

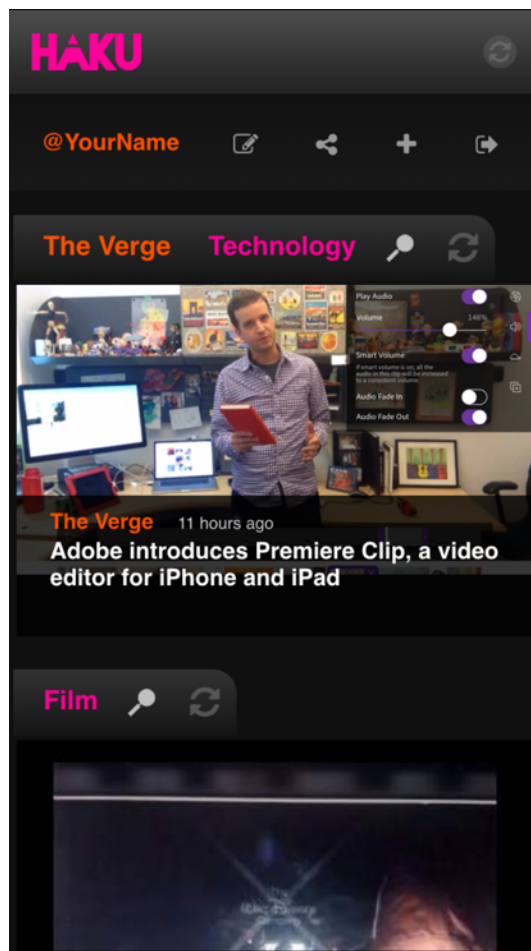
The HAKU Content Discovery Browser empowers the user to express what they really think of the stories they interact with - Like it, Love it, Loathe it, or any other emotion(s) you'd like to convey for that matter - add a "Sentiment Tag" and HAKU will digest your opinions to better recommend future content, not only based on whether or not you'll like them, but by how you might feel about them. That's right. HAKU learns to associate your feelings with content, and beyond that, the concepts behind the content.

The layout is clean and elegant. Stories are presented nicely... and perhaps too nicely. After cruising through the "Trending" articles, I looked through "Technology," then "Politics" and before I knew it, I was an hour-and-a-half deep and up-to-date on all the newest news and research from across the web. And for those of you who are less keen on the sitch in Syria and more privy to pop-culture, you can even keep up with the Kardashians.

Another favorite attribute is the ability Haku grants you to browse anonymously. In fact, you don't ever have to sign in if you don't want to. HAKU will assign and use the same session ID (they call them '@Tags') every time you visit the site, until you clear your browsing data. That means you can still peruse, collect and share content without forsaking anonymity. You do, however, have the option to claim your own secured @Tag if you want a permanent place to hang your hat in HAKU Heaven. And having your own personalized @Tag allows you to easily save, share and collect the stories that matter to you. It's easily worth it if you're a modern-day content curator like the rest of us.

Do yourself a favor and go take a look. I think you'll like what you see.

"Discover Better" at: <http://haku.la>



Readers



Social Shopping



Social Networking



**HAKU**



Social Bookmarking

Affiliate Content Networks

Discovery & Search





## **Haku Overview : Discover Better. News, Content & Trends**

The Haku Mobile browser works entirely based on the application of tags. We have 6 types of Tags: Topic Tags, User Tags, Category Tags, Sentiment Tags and Source Tags.

Don't worry though, you don't need to memorize them to use and love HAKU, but understanding how to use them will definitely enhance your experience.

### **Topic Tags**

Standard Tags are displayed in white. Most search queries are considered Standard Tags. When you click on the Spyglass Icon, you will see a list of recommended Standard Tags that are currently trending.

### **@Tags**

User Tags are identified by the "@" symbol and are used as a source location for retaining and retrieving tagged stories. User Tags can be personalized and password protected to prevent unauthorized tagging to that destination. Enter a User Tag in the search field to see all the stories that have been tagged by that user.

### **Category Tags**

Category Tags are displayed in Pink and are used to classify stories. Enter a Category Tag in the search field to see all the stories HAKU has classified under that category.

### **Operator Tags**

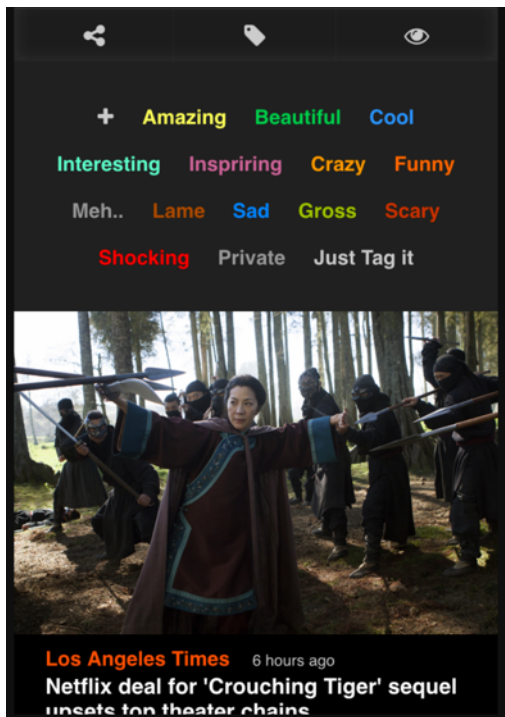
Operator Tags are displayed in Yellow, and provide some kind of Utility. The 'Trending Tag provides a look at the stories that are trending Today, while 'Tagged' provides you with the stories you 'Tagged'. More operator Tags are on the way, so stay tuned!

### **Sentiment Tags**

Sentiment Tags are HAKU's secret weapon. Sentiment Tags are used to help HAKU better identify and recommend stories based on how you might feel about them. To find the Sentiment Menu, simply click on the Tag Icon and select the Sentiment Tag that suits your feelings. Additionally, you can create any new sentiment tag by simply clicking the "+" icon. The more you use Sentiment Tags the smarter HAKU becomes at identifying content that matches them, so we can help you find more of what you want, and less of what you don't.

### **Source Tags**

Source Tags are displayed in Orange and used to identify the source from which a story is hosted. Simply type a source into the search and select the one you're looking for. It's just that easy.

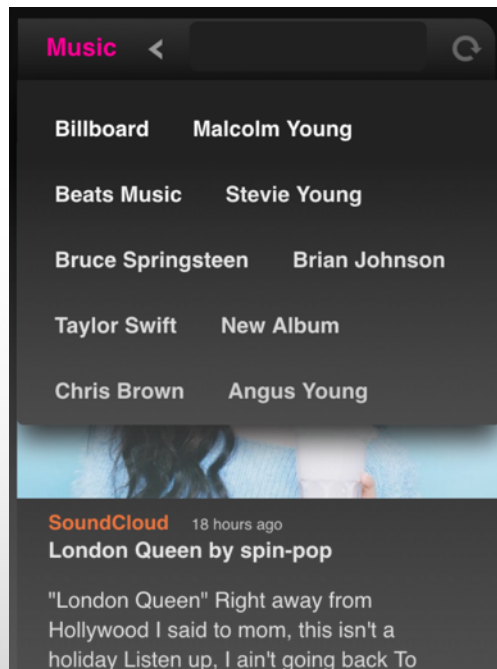


## Sentiment Cloud

Part of what makes Haku so special is the ability to attach feelings (or sentiment) to content. The more a user utilizes any given sentiment, the better Haku becomes at recommending content pertaining to it. Haku correlates the Sentiment Tag with the story's semantic data derived from its powerful API and learns to associate the two concepts. Haku then begins to recommend content based on the way any given story might make you feel.

## Topic Cloud

The Topic Cloud help to recommend the trending topics associated with any Tag or set of Tags. The most relevant Topics appear boldly in white, while those that are less popular get progressively darker.







## Machine Learning with a Human Touch

The Haku Semantic Discovery API is the backbone of the Haku reader application. The API and API Manager Application were designed from the ground up to provide our 'Human Assisted Machine Learning' to Content providers, regardless of industry and no matter the size, to deploy and manage a cutting-edge search and recommendation engine without breaking the bank.

The Haku API allows Publishers and Content Providers to:

- Auto Classify Content with Semantic Tags
- Auto Curate and Manage Content Sets based on Semantic Tags
- Provide Users Semantic Recommendations Based on User History
- Collaborative Filtering Based on Semantic Tag History
- Allow users to Semantic Search

Manage interactive content without the need to hire teams of curators, editors, or expensive data scientists. The Haku API automatically breaks volumes of content into easy to understand semantic categories, but more importantly, the Haku API allows it's users to define custom 'classes' or 'categories' that don't obviously exist within any array of content. The Haku API can identify new concepts based on niche data, and further allows the customer to easily define the criteria for those concepts by simply selecting several examples from their existing pool of training data. Once the Haku API is primed by the customer, it can begin to find, tag, and recommend content based on the custom criteria.

Existing Entity Extraction and Content Classification solutions like Alchemy API have problems classifying content that evolves from niche markets like gaming and news, because these niche data sets often don't have enough content for 'machine learning' algorithms to easily derive meaning from.

The Haku API allows it's customers to teach the 'machine learning algorithms' that drive the API to better understand complex data sets like those found in niche industries, from content publishers and aggregators, to eCommerce platforms and Social Networks. The Haku API can make sense out of any interactive data set.

With content properly classified and categorized the Haku API really starts to set itself apart. Not only does it help publishers manage and deploy their data with easy-to-understand semantic categories and tags, but by extending our Human-Assisted Machine Learning algorithms to their end user customers as well. The same system that can learn to understand any pool of data, can also learn to understand any users interests, thereby allowing our system to create individual classifications for each user. This, in turn, helps our system develop a deeper understanding of each individual, allowing the Haku API to recommend and provide content based on the user's interaction with the Publisher's pool of data.

**Typeface**  
Helvetica

## Sizing

**HAKU**

When sizing the Haku logo, maintain a 3:1 ratio. That is, the image is always 3 times wider than it's height.

**HAKU**

\*Please note that minimum width of the logo is 75 pixels and hence should never be displayed at a width of less than 75 pixels.

HAKU

25px

75px

\*Minimum width - 75px  
(Image not to scale)

## Spatial Requirements



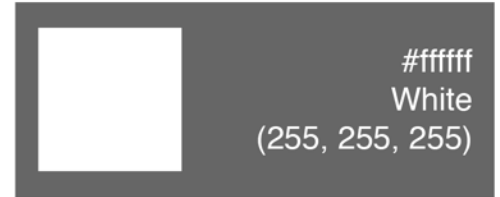
## Color



#ff0099  
Magenta  
(255, 0, 153)



#ffccea  
Pink  
(255, 204, 234)



#ffffff  
White  
(255, 255, 255)



#cccccc  
Gray80  
(204, 204, 204)



#666666  
Gray40  
(102, 102, 102)

The HAKU logo likes its space. So when you're placing it, make sure to give it room to breathe.

We like to make sure there is at least 1/3 of the character width between the logo and the next image, text or any other object.