## Aneeva Search Re-imagined



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Ex. No. UPX0940 1:20-cv-03010-APM

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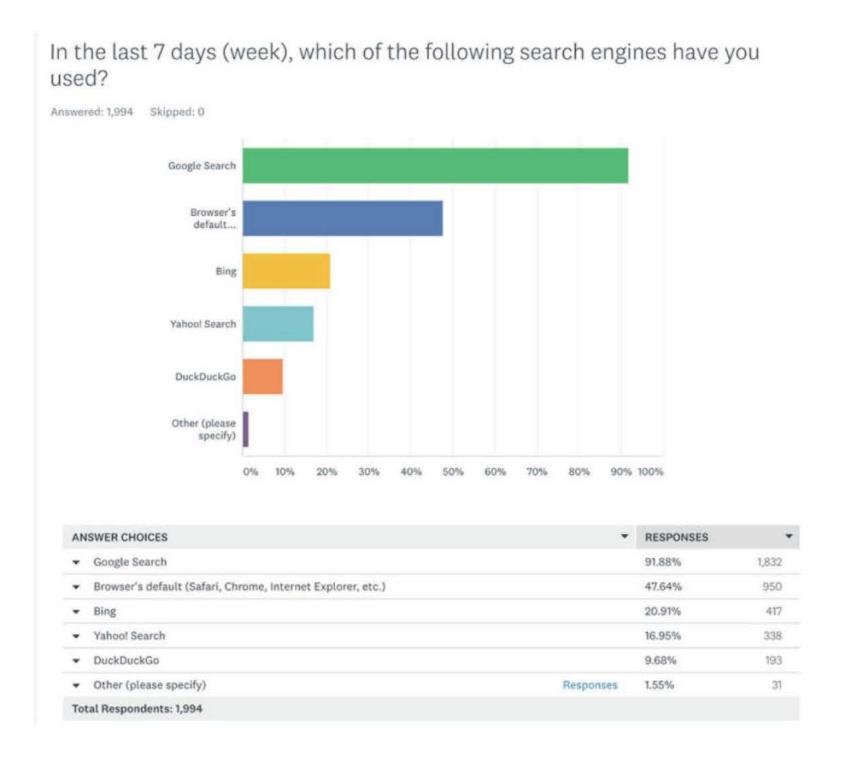
## Search

- One of the most revolutionary products ever invented
  - The wisdom of the world at your fingertips (well, a lot of it)
- One of the most profitable businesses in history
  - \$1-\$1.5b of spend/year
  - \$100b of revenue worldwide
  - Over \$40b in the US alone => \$100/per capita
- Much of Google's \$1T market cap comes from search (and search ads)



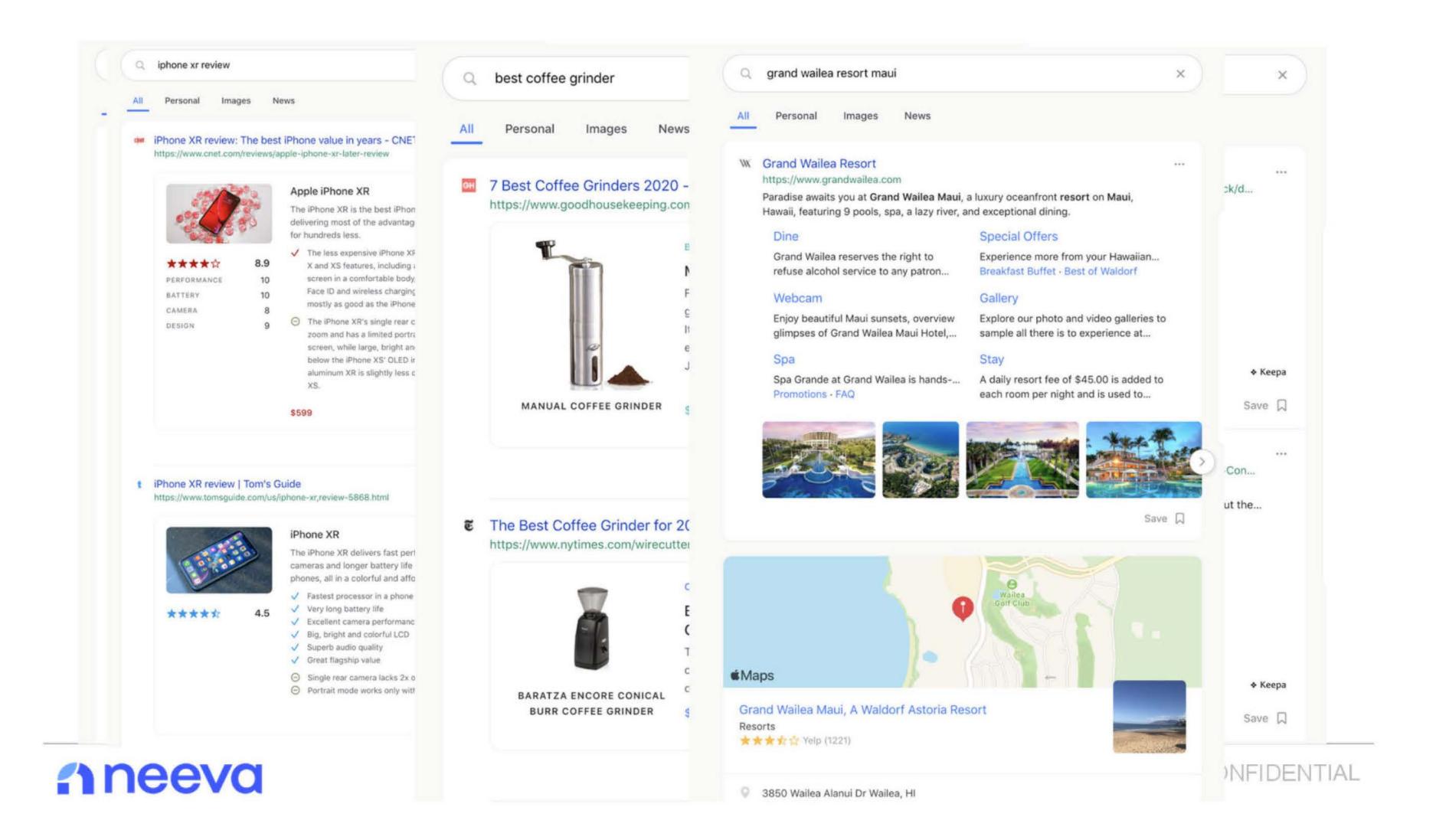
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## User surveys





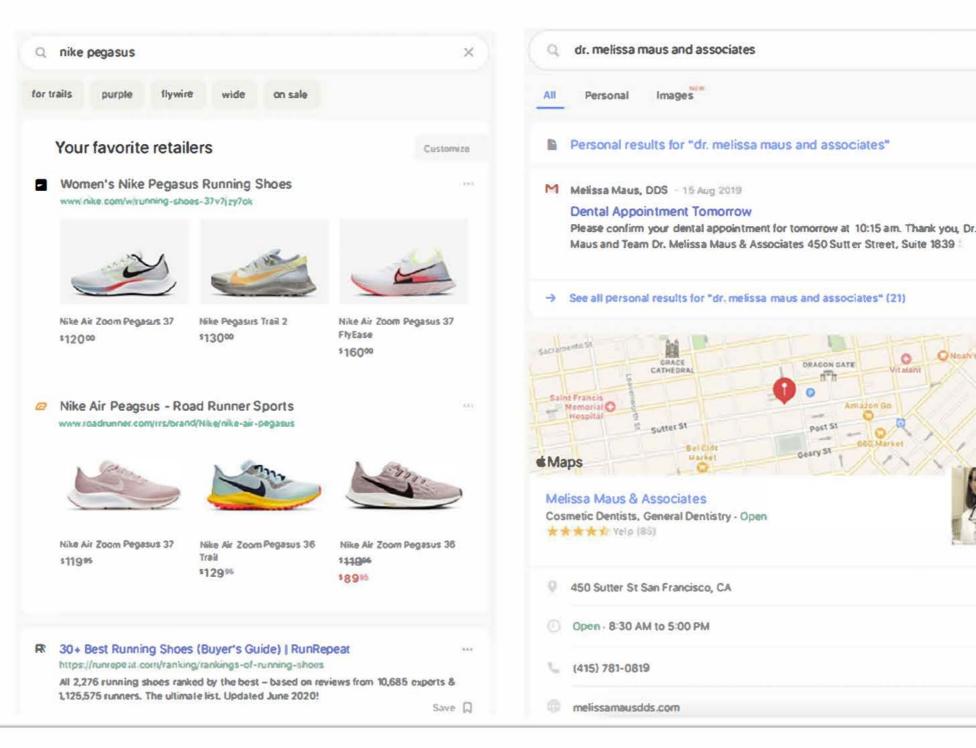
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## See your retailers/websites/docs first

Show only the **best result** for that customer first.

Rank results based on **your preferences** as learned from personal connectors & usage.





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