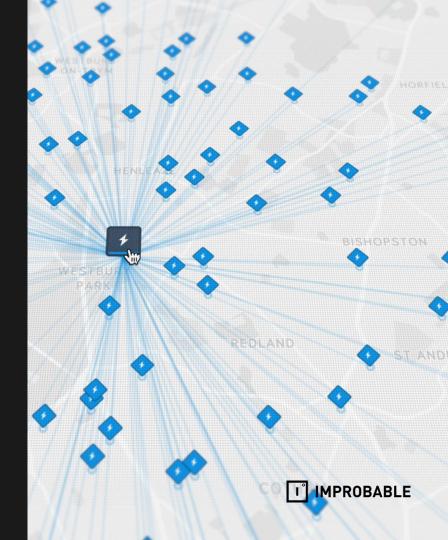


Complexity and interconnectedness

"Globalization has produced structural defects that propagate new forms of risk."

The Butterfly Defect, Ian Goldin





Old news?

- Data itself is inherently old news. We can only collect data on what has happened in the past.
- It tells us things about what has happened, but is limited in what it can tell us about what might happen.



Playing forward



- Data lets us understand the world as it is, simulation lets us explore how it might play out.
- Without a seamless connection to data, synthetics are an island.



Improbable

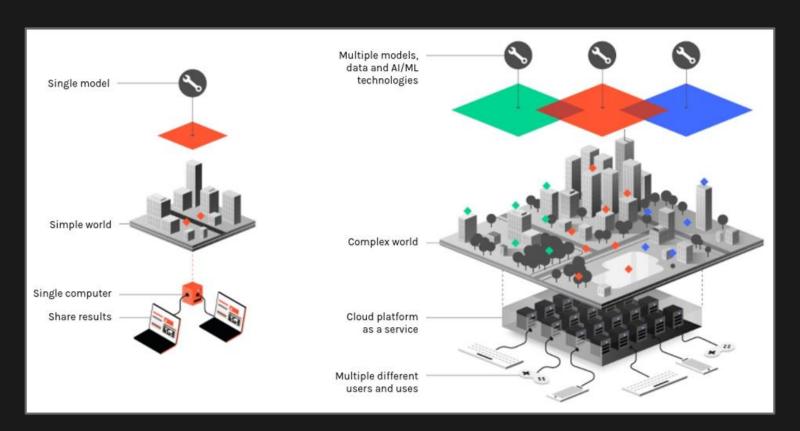
- Set up in 2012 by Herman Narula and Rob Whitehead.
- Cambridge computer science graduates who wanted to build the largest game imaginable.
- Headquartered in Spitalfields, East London.
- Substantial work in defence and national security through Improbable Defence business.



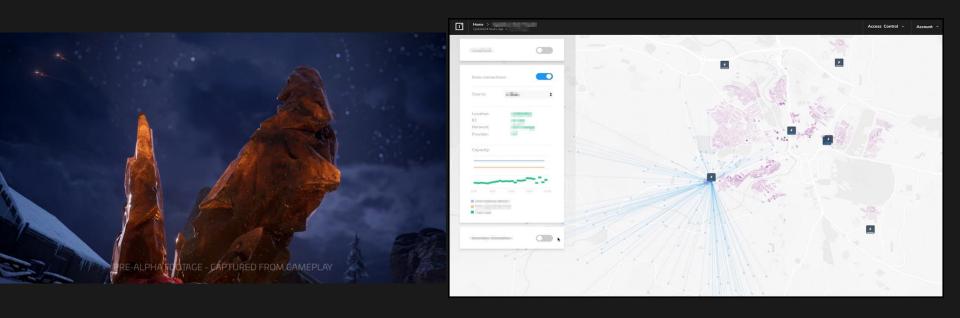
Games and Simulations

- Massive games were chopped up with small numbers of players on each shard.
- Of the millions of players subscribing, you would only meet a small fraction of that number at any given time.
- The commercial games industry revenue in 2019 \$152 bn - \$230 bn by 2022.
- They minimise commercial risk through modularity and composability.





Closed or interactive simulation

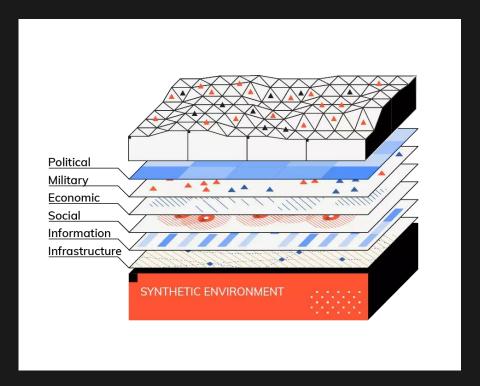




Synthetic Environments

Enable a variety of models from different disciplines to be integrated together and then scaled.

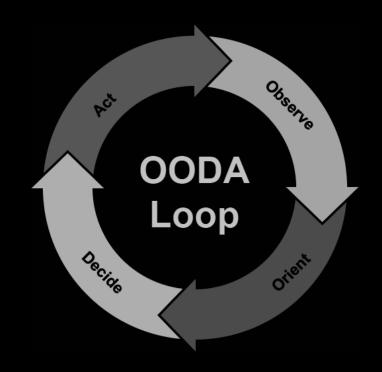
This allows the exploration of the cascading consequences, systemic risks and messy emergent effects of different actions within and across the layers of the simulation.



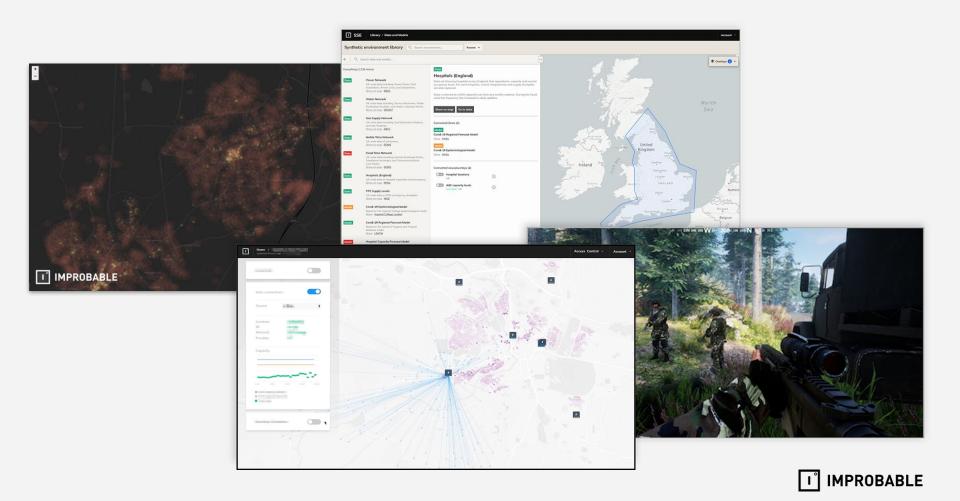


Completing the loop

- 'As a service' availability.
- Interconnection between analytics and synthetics.
- Processes become richer plans can be evaluated, rehearsed and iterated quickly and cheaply.
- Perpetual readiness.



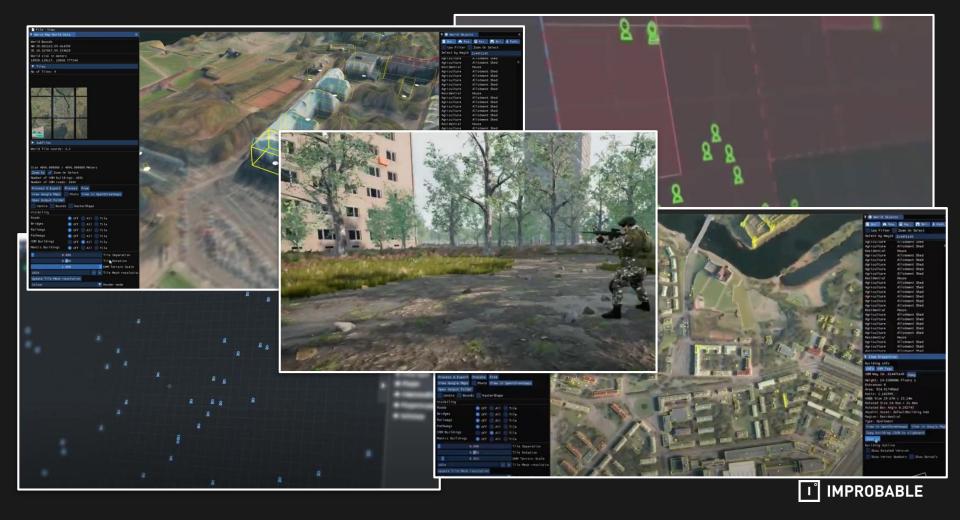




Exploring the real world







Approach to Innovation: User focussed, agile, tight learning curves.

- User is key: customers have a project team permanently attached to Improbable.
- Development process draws heavily on repeat interviews with diverse range of users to explore UX/UI.
- Objective is to build Minimum Viable Product and get this into hands of users rapidly.
- Rapid learning and tight feedback loops.
- Application of Agile Project Management.



