

Vita

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SUMMARY BIO

For 28 years Dr. Craig A. Kaplan has served as CEO of various technology companies. He is CEO and founder of iQ Company (www.iqco.com) – a consulting company that he founded in 1993. He was also the founder and CEO of PredictWallStreet, a data gathering company that polled millions of retail investors to gather their opinions about the stock market. Clients included NASDAQ, TD Ameritrade, and many other well-known financial institutions. PredictWallStreet was sold after it powered a fund that ranked in the top 10 of all market-neutral hedge funds for 2018.

Dr. Kaplan has over three decades of expertise in the fields of Collective Intelligence (CI), Artificial Intelligence (AI) and quantitative modelling. His current consulting focus is the development of Artificial General Intelligence systems, including AI ethics. Dr. Kaplan is working to apply AI and CI to solve challenging problems not only in financial markets but more importantly in areas that affect our planet globally, such as climate change and the evolution of super-intelligent systems.

His academic background includes a visiting assistant professorship in Computer Science at the University of California. He earned MS and PhD degrees from Carnegie Mellon University where he co-authored research with the Nobel-Prize winning economist (and co-inventor of the field of AI), Dr. Herbert A. Simon.

Dr. Kaplan's more than 50 publications include a book, research published in prestigious scientific journals, a blockchain whitepaper, and dozens of patents in the software and internet fields. He was elected to the scientific research society, Sigma Xi, and has been an invited speaker and consultant at institutions ranging from the Business Schools at Harvard and Wharton to international conferences on software and technology.

Most recently, Dr. Kaplan founded iQ Studios (www.iqstudios.org), a video production company whose mission includes raising awareness about the evolution of Artificial Intelligence and Planetary Intelligence. He is available for consulting and speaking engagements with a select group of clients.

PROFESSIONAL EXPERIENCE

1993 – Present Founder & CEO of iQ Companies

◆ **iQ Consulting** (www.iqco.com) – Design and development of intelligent systems, including Collective Intelligence and Artificial Intelligence systems, for Fortune 500 and Government clients. Current focus: Artificial General Intelligence (AGI), AI Ethics, applications to financial markets and other high-value problems.

◆ **iQ Studios** (www.iqstudios.org) – Video production company whose mission includes raising awareness of the coming global changes due to AGI and Planetary Intelligence. Recent productions: “WorldThink Series” viewable on YouTube.

2005 – 2020 Founder & CEO of PredictWallStreet, Inc. (sold in 2020)

◆ Venture-backed company focused on applications of Collective Intelligence to financial markets. Major clients included NASDAQ, TD Ameritrade, some of the world’s best quantitative hedge funds, and other financial services companies.

◆ iQTick Advisors (asset management arm of PredictWallStreet) demonstrated power of Collective Intelligence by ranking in the top 10 of all market-neutral hedge funds in 2018, with millions of assets under management.

1989 – 1993 IBM Santa Teresa Laboratory

◆ Co-authored book, Secrets of Software Quality, based on TQM implementation

◆ Founded Adaptive Technology Group; lead author of many patents and papers; inventions helped pioneer field of recommendations systems based on Collective Intelligence -- similar to those used by Amazon, Netflix, and many others.

ACADEMIC EXPERIENCE & HONORS

2001 – 2002 Visiting Professor of Computer Science at U.C. Santa Cruz

◆ Established Computer Science research group on Collective Intelligence and taught Software Engineering: Methodology, Analysis & Design

1992 Lecturer at U.C. Santa Cruz, Statistics

1985 – 1989 Carnegie Mellon University, MS & PhD (Cognitive Psychology)

◆ Co-authored multiple research publications with Nobel laureate, and co-inventor of the field of AI, Dr. Herbert A. Simon. Elected to Sigma Xi, Scientific Research Society.

1981 – 1985 University of California at Santa Cruz, B.A., 1985

◆ Double Major in Computer Science and Psychology with honors

1981 Graduated Phillips Exeter Academy (bicentennial class) with honors

PUBLICATIONS

Kaplan, C.A. (2018) **WorldThink Whitepaper**. *Blockchain White Paper*. Santa Cruz: iQ Company

Kaplan, C.A. (2017) **Current Methodology for Calculating PredictWallStreet's One-Day Stock Forecast Profit Results**. *White paper*. Santa Cruz: PredictWallStreet, LLC.

Kaplan, C.A. (2013) **Investing with PredictWallStreet Data -- Update**. *White paper*. Santa Cruz: PredictWallStreet, LLC.

Kaplan, C.A. (2012) **The Wisdom and Madness of Crowds**. *Keynote Address*. Santa Cruz: PredictWallStreet, LLC / iQTick Advisors

Kaplan, C.A. (2008) **Investing with PredictWallStreet Data**. *White paper*. Santa Cruz: PredictWallStreet, LLC.

Kaplan, C.A. (2001) **Collective Intelligence: A new approach to stock price forecasting**. *Proceedings of the 2001 IEEE Systems, Man, and Cybernetics Conference (October 2001), Tucson Arizona*

Kaplan, C.A. (2001) **Forecasting stock prices using collective intelligence: Implications for the Global Brain**. *Proceedings of Global Brain 0*, published by the Vrije Universiteit Brussels, *July 2001*.

Kaplan, C.A. (2001) **Collective Intelligence: A new approach to stock price forecasting**. *White paper*. Santa Cruz: iQ Company

Kaplan, C.A. (1999) **Technical Requirements for a Decision Support System**. Los Angeles: LAUSD

Kaplan, C.A. (1999) **User Requirements for a Decision Support System**. Los Angeles: LAUSD

Kaplan, C.A., Fenwick, J., and Chen, J. (1998). **Adaptive Hypertext Navigation Based on User Goals and Context**. In P. Brusilovsky, A. Kobsa, and J. Vassileva (Eds.) *Adaptive Hypertext and Hypermedia* Boston, MA: Kluwer Academic Publishers

16. Kaplan, C.A. (1996) **Technology To Ease Team-Based Assessments**. *National Productivity Review*, Summer Issue, 65-82.

Kaplan, C., Clark, R., and Tang, V., (1995). **Secrets of Software Quality: 40 Innovations from IBM**. New York: McGraw Hill, Inc.

- Kaplan, C.A. (1995). *Designing Effective Surveys*. San Jose: CCI
- Kaplan, C.A. (1995). *Strategic Quality Partnerships*. San Jose: CCI
- Kaplan, C.A. (1994). *Principles of Re-engineering*. San Jose: CCI.
- Kaplan, C.A. (1994). *Evaluating Customer Satisfaction – Before It's Too Late*. San Jose: CCI
- Kaplan, C.A. (1994). *User Interface Evaluation Skills*. San Jose: IBM.
- Kaplan, C.A. (1994). *Usability by Design*. San Jose: IBM.
- Kaplan, C.A., Fenwick, J., and Chen, J. (1993). **Adaptive Hypertext Navigation Based on User Goals and Context**. *User Modeling and User-Adapted Interaction*, 3, 193-220.
- Kaplan, C.A. (1993). **Defect prevention saves millions**. *Quality*, Oct, 51-52.
- Kaplan, C.A., Wolff, G. J., & Fenwick, J.R. (1991) **HYPERFLEX: An adaptive hypertext system**. Proceedings of the Online Information ITL, IBM, Endicott, NY
- Kaplan, C.A., Wolff, G.J., Isa, B.S., & Eldredge, F.L. (1990) **Defining and indicating links in hypertext systems**. Human Factors Technical Report, HFC-77, IBM, Santa Teresa Labs., San Jose, CA
- Kaplan, C.A. & Simon, H.A. (1990). **In Search of Insight**. *Cognitive Psychology*, 22, 374-419.
- Simon, H. A., & Kaplan, C. A. (1989). **Foundations of cognitive science**. In M. Posner (Ed.), *Foundations of Cognitive Science*. Cambridge, MA: The MIT Press
- Kaplan, C.A. (1988) **AHA!: A connectionist perspective on problem solving**. , Technical Report AIP -38, Dept. of Psychology, Carnegie Mellon University, Pittsburgh, PA
- Ogden, W.C. & Kaplan, C.A. (1986) **Use of And/Or in natural language query**. *Proceedings of the Human Factors Society 30th Annual Meeting*, p 829-833, Santa Monica: CA The Human Factors Society

PATENTS

Kaplan, C.A. (Pending) **Contributor reputation-based message boards and forums.** Hong Kong # 08112862.2

Kaplan, C.A. (Pending) **Contributor reputation-based message boards and forums.** Europe # 06815984.7

Kaplan, C.A. (Pending) **Graphical forecasting interface.** India # 1116/KOLNP/2008

Kaplan, C.A. (Pending) **Improved online forecasting system and method.** US2006/038896

Kaplan, C.A. (Pending) **Improved online forecasting system and method.** India # 1075/KOLNP/2008

Kaplan, C.A. (Pending) **Improved online forecasting system and method.** Hong Kong # 08112861.3

Kaplan, C.A. (Pending) **Improved online forecasting system and method.** Europe # 06825483.8

Kaplan, C.A. (2020) **Distributed social ad technology.** US Patent # 10,592,919

Kaplan, C.A. (2017) **Contributor reputation-based message boards and forums.** India Patent # IN 284810 of PCT/US2006/038365

Kaplan, C.A. (2014) **Contributor reputation-based message boards and forums.** Japan Patent # 2008-533737 / 5477755

Kaplan, C.A. and Lopata, C. (2013) **Graphical forecasting interface.** US Patent # 8,463,679

Kaplan, C.A. (2013) **Contributor reputation-based message boards and forums.** Korea Patent # 10-2008-7008370 / 10-1366887

Kaplan, C.A. (2011) **Computer reputation-based message boards and forums.** US Patent # 7,991,728

Kaplan, C.A. (2011) **System and method for forecasting information using collective intelligence from diverse sources.** US Patent # 7,962,614

Kaplan, C.A. (2010) **Online forecasting system and method.** US Patent # 7,653,726

Kaplan, C.A. (2009) **Information processing system and computer implemented method for forecasting information using collective intelligence from diverse sources.** US Patent # 7,627,673

Kaplan, C.A. (2008) **Online forecasting system and method.** US Patent # 7,451,213

Kaplan, C.A. (2006) **System and method for forecasting information using collective intelligence from diverse sources.** US Patent # 7,155,510

Kaplan, C.A. (2006) **Method and system for asynchronous online distributed problem solving including problems in education, business, finance, and technology.** US Patent # 7,155,157

Kaplan, C.A., Taylor, S.E., and Wolff, G.J. (1997) **Computerized report-based interactive database query interface.** US Patent # 5,630,122

Kaplan, C.A., Taylor, S.E., and Wolff, G.J. (1996) **Method and apparatus for producing a report from a query to a database based on a report format.** US Patent # 5,539,903

Kaplan, C.A., Chen, J.R., Fallside, D.C., Fenwick, J.R., Forcier, M.D., and Wolff, G.J. (1995) **System for adjusting hypertext links with weighed user goals and activities.** US Patent #5,446,891

Kaplan, C.A., Taylor, S.E., and Wolff, G.J. (1995) **Computerized report-based interactive database query interface.** US Patent # 5,426,781

Kaplan, C.A. (1994) **Graphical interface control buttons with scalar values.** US Patent #5,280,275

VIDEO PRODUCTIONS

iQ Studios / C.A. Kaplan (2021) **Worldthink Episode 1: The Evolution of Planetary Intelligence**

iQ Studios / C.A. Kaplan (2021) **Worldthink Episode 2: Human Intelligence**

iQ Studios / C.A. Kaplan (2021) **Worldthink Episode 3: Collective Intelligence**

iQ Studios / C.A. Kaplan (2021) **Worldthink Episode 4: Artificial Intelligence**

iQ Studios / C.A. Kaplan (2021) **Worldthink Episode 5: General Artificial Intelligence** (aka Artificial General Intelligence or AGI)

iQ Studios / C.A. Kaplan (2021) **Worldthink Episode 6: WorldThink is Based in Love**