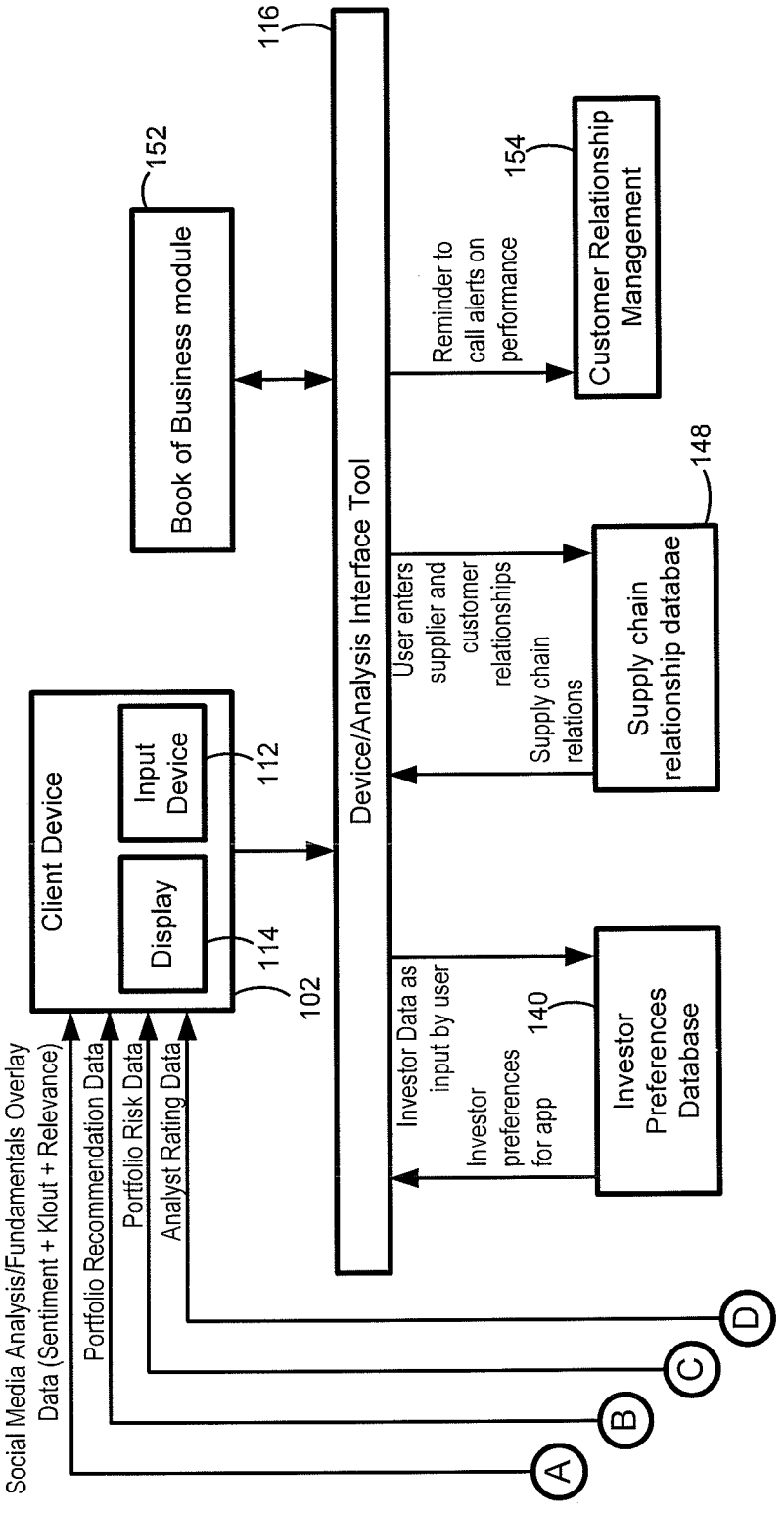

Social Media Analysis/Fundamentals Overlay Data (Sentiment + Klout + Relevance)
Portfolio Recommendation Data
Portfolio Risk Data
Analyst Rating Data
A
B
C
D
Client Device
Display
Input Device
114
112
102
Device/Analysis Interface Tool
116
Book of Business module
152
Investor Data as input by user
Investor preferences for app
140
Investor Preferences Database
User enters supplier and customer relationships
Supply chain relations
Supply chain relationship databae
148
Reminder to call alerts on performance
154
Customer Relationship Management

FIG. 1A

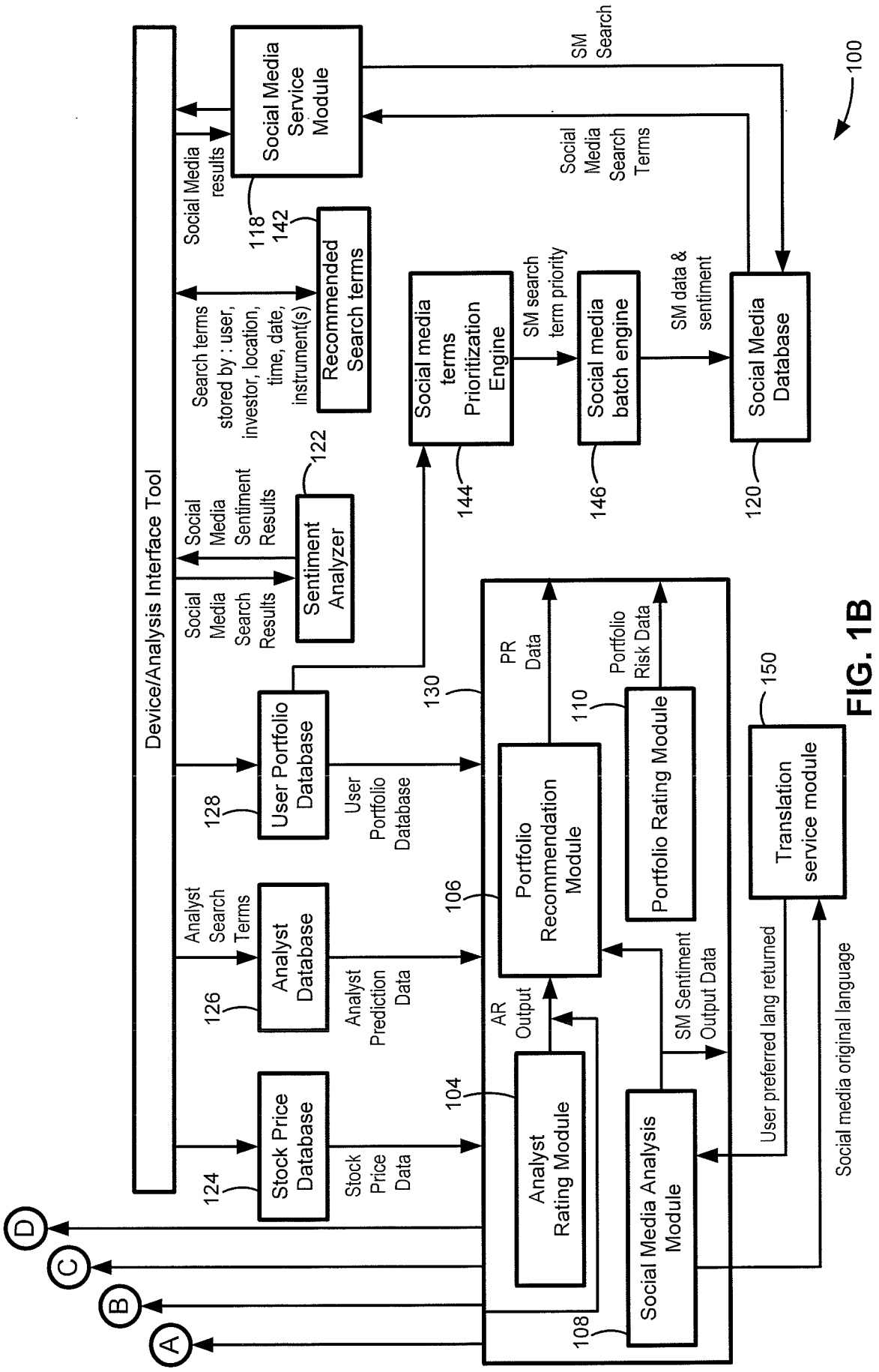

100
Device/Analysis Interface Tool
Social Media Service Module
SM Search
Social Media Search Terms
Social Media results
118
142
Recommended Search terms
Search terms stored by : user, investor, location, time, date, instrument(s)
Social media terms Prioritization Engine
SM search term priority
Social media batch engine
SM data & sentiment
Social Media Database
144
146
120
122
Social Media Sentiment Results
Social Media Search Results
Sentiment Analyzer
130
PR Data
Portfolio Risk Data
110
User Portfolio Database
128
User Portfolio Database
Portfolio Recommendation Module
Portfolio Rating Module
150
Translation service module
Analyst Search Terms
126
Analyst Database
Analyst Prediction Data
106
AR Output
SM Sentiment Output Data
User preferred lang returned
Social media original language
Stock Price Database
124
Stock Price Data
104
Analyst Rating Module
Social Media Analysis Module
108
A
B
C
D

FIG. 1B

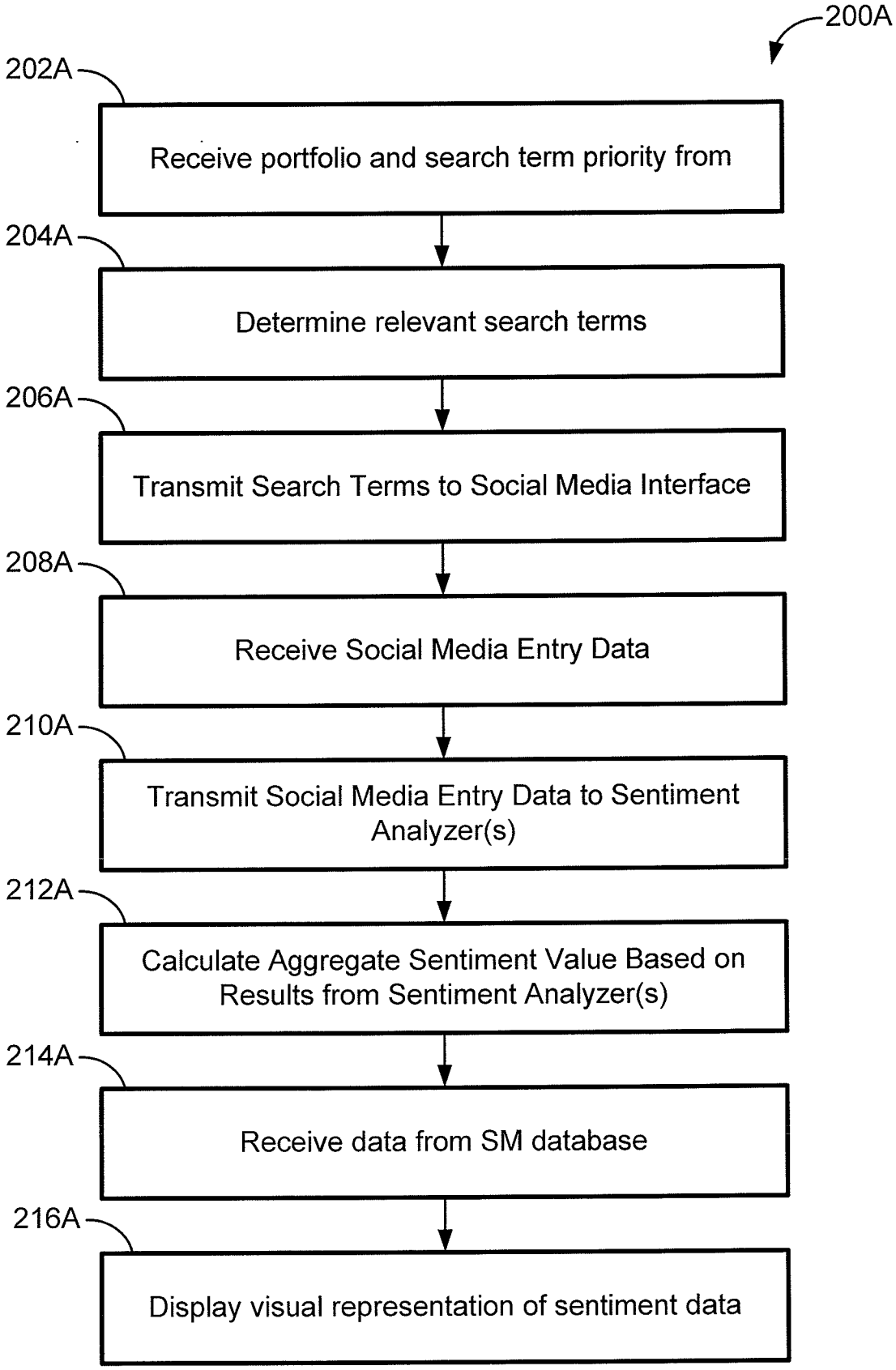

200A
202A
Receive portfolio and search term priority from
204A
Determine relevant search terms
206A
Transmit Search Terms to Social Media Interface
208A
Receive Social Media Entry Data
210A
Transmit Social Media Entry Data to Sentiment Analyzer(s)
212A
Calculate Aggregate Sentiment Value Based on Results from Sentiment Analyzer(s)
214A
Receive data from SM database
216A
Display visual representation of sentiment data

FIG. 2A

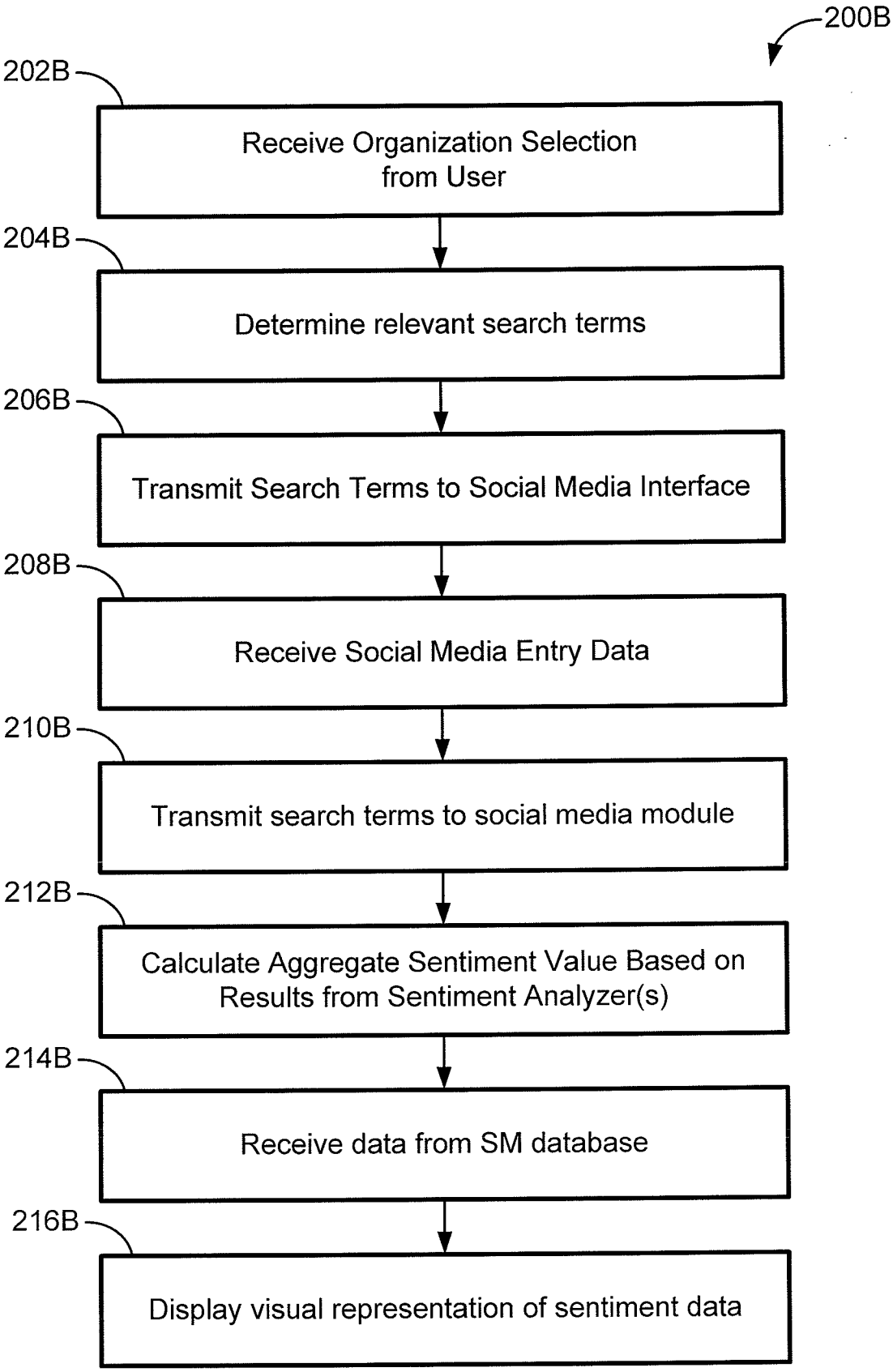

200B
202B
Receive Organization Selection from User
204B
Determine relevant search terms
206B
Transmit Search Terms to Social Media Interface
208B
Receive Social Media Entry Data
210B
Transmit search terms to social media module
212B
Calculate Aggregate Sentiment Value Based on Results from Sentiment Analyzer(s)
214B
Receive data from SM database
216B
Display visual representation of sentiment data

FIG. 2B

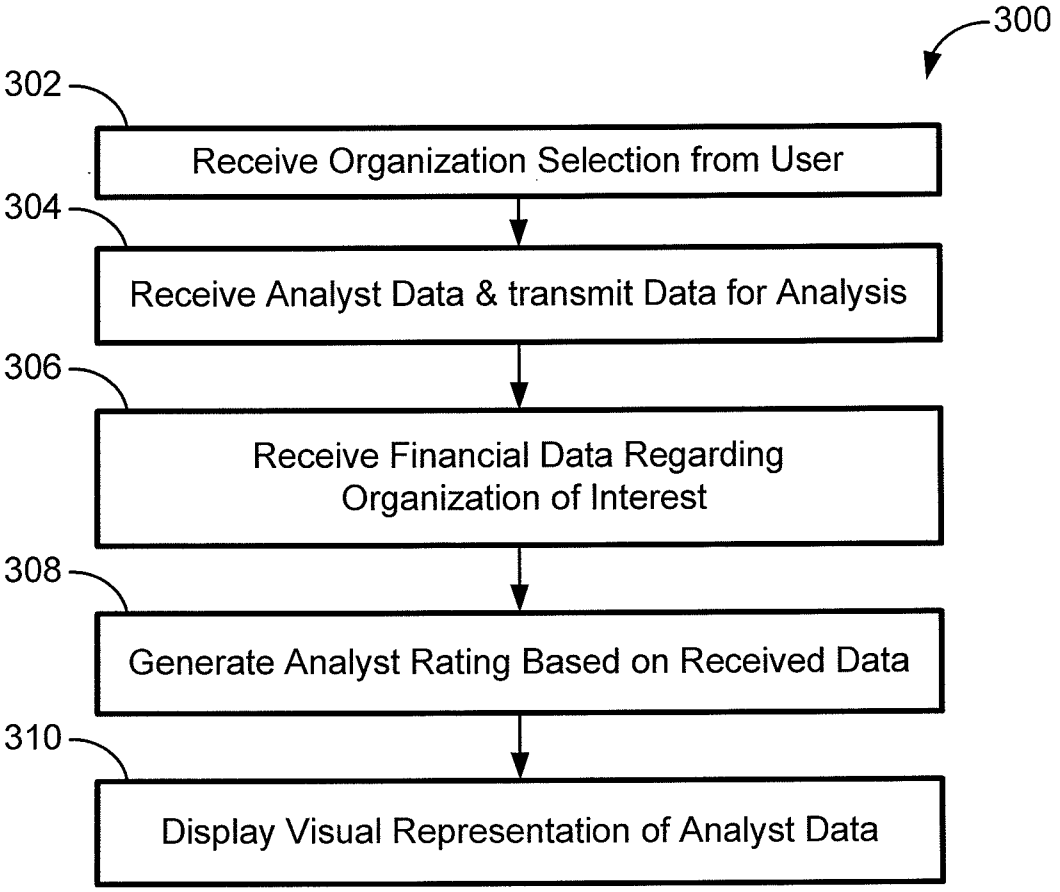

300
302
Receive Organization Selection from User
304
Receive Analyst Data & transmit Data for Analysis
306
Receive Financial Data Regarding Organization of Interest
308
Generate Analyst Rating Based on Received Data
310
Display Visual Representation of Analyst Data

FIG. 3

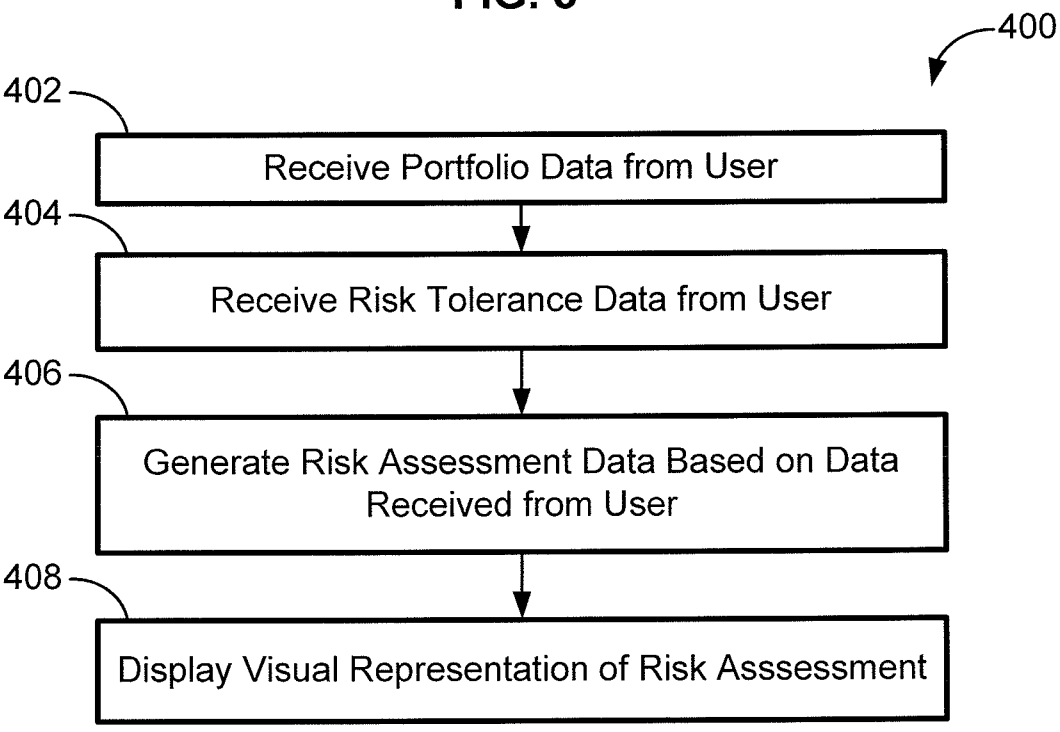

400
402
Receive Portfolio Data from User
404
Receive Risk Tolerance Data from User
406
Generate Risk Assessment Data Based on Data Received from User
408
Display Visual Representation of Risk Asssessment

FIG. 4

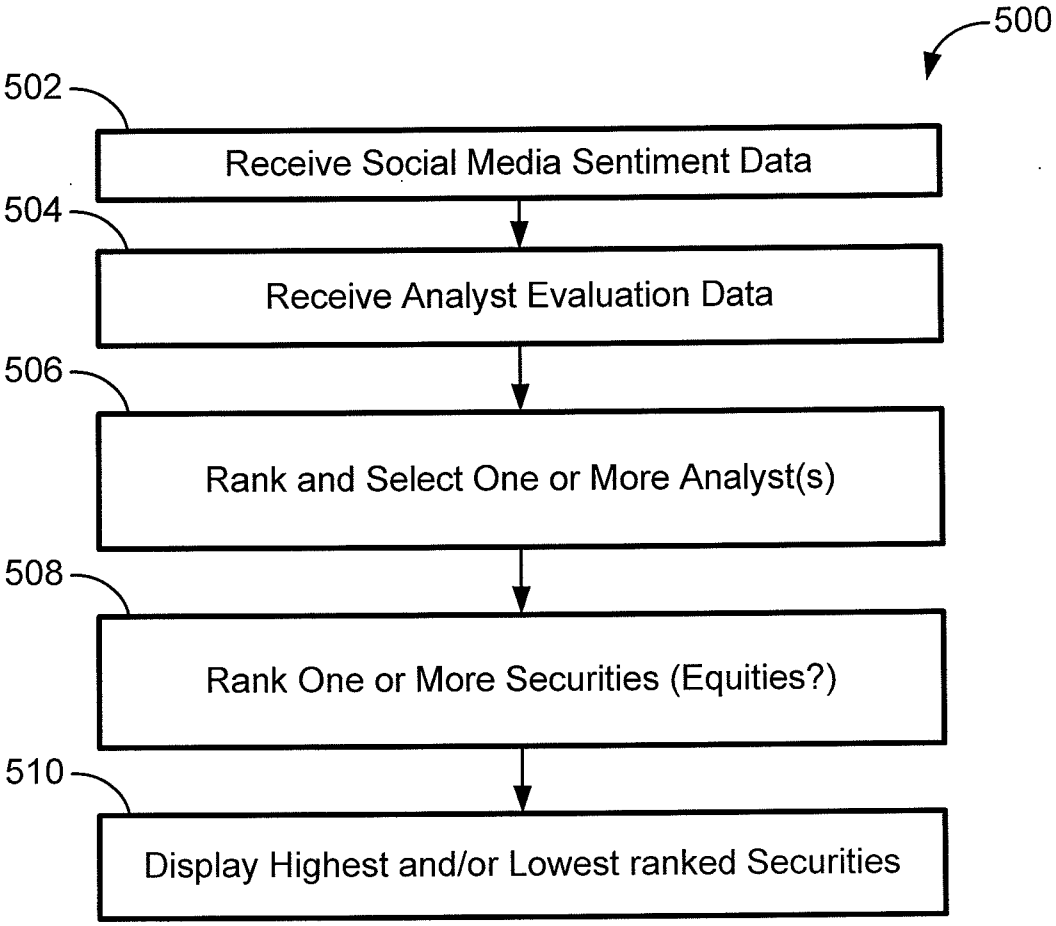

500
502
Receive Social Media Sentiment Data
504
Receive Analyst Evaluation Data
506
Rank and Select One or More Analyst(s)
508
Rank One or More Securities (Equities?)
510
Display Highest and/or Lowest ranked Securities

FIG. 5

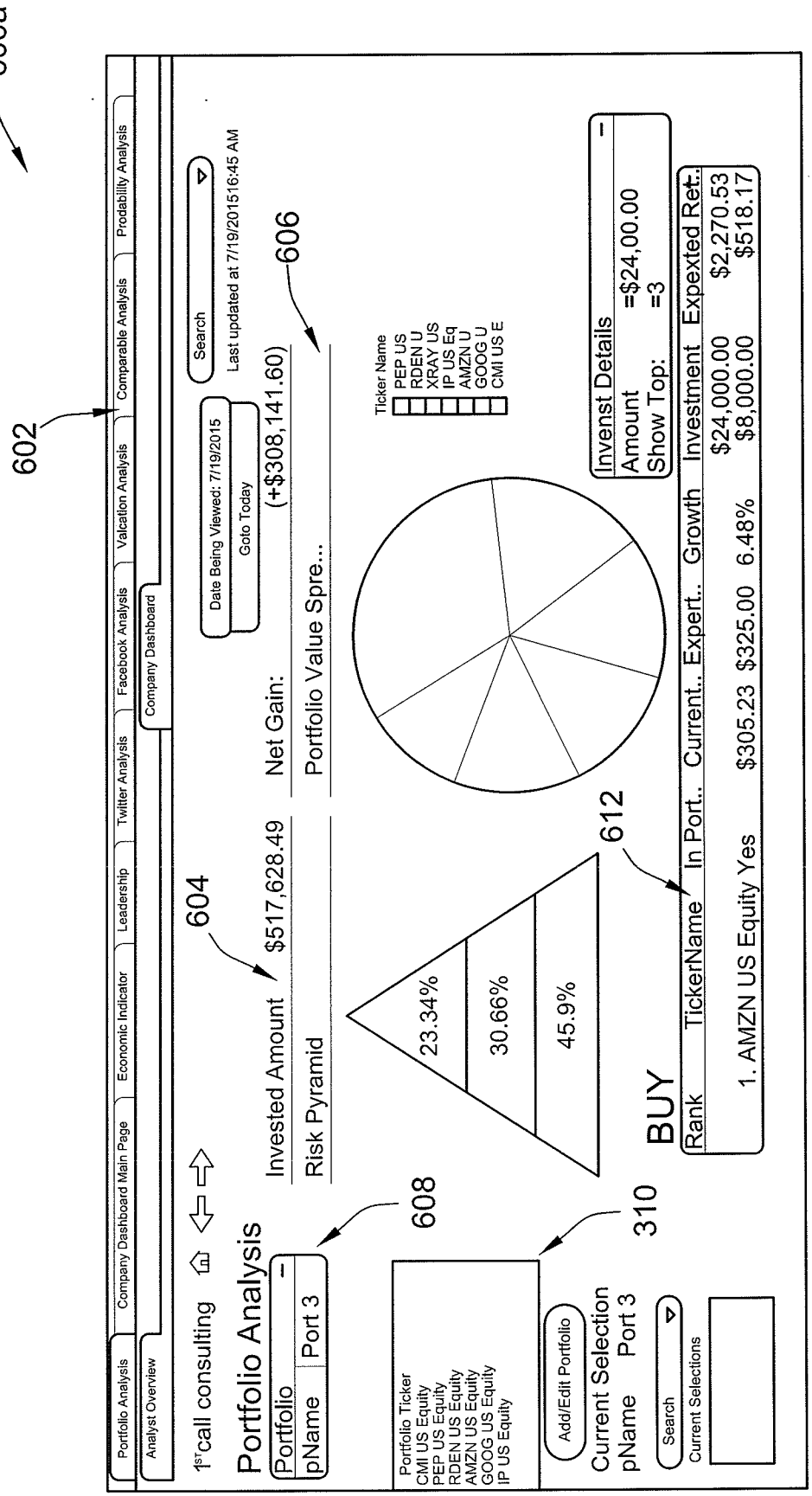

600a
602
Portfolio Analysis
Company Dashboard Main Page
Economic Indicator
Leadership
Twitter Analysis
Facebook Analysis
Valcation Analysis
Comparable Analysis
Probability Analysis
Analyst Overview
Company Dashboard
1stcall consulting
Portfolio Analysis
Portfolio
pName
Port 3
604
Invested Amount
$517,628.49
Risk Pyramid
Date Being Viewed: 7/19/2015
Goto Today
Search
Last updated at 7/19/2015 16:45 AM
Net Gain:
(+$308,141.60)
606
Portfolio Value Spre...
Ticker Name
PEP US
RDEN U
XRAY US
IP US Eq
AMZN U
GOOG U
CMI US E
Invenst Details
Amount =$24,00.00
Show Top: =3
612
23.34%
30.66%
45.9%
BUY
Rank TickerName In Port.. Current.. Expert.. Growth Investment Expexted Ret.
1. AMZN US Equity Yes $305.23 $325.00 6.48% $24,000.00 $2,270.53
$8,000.00 $518.17
608
Portfolio Ticker
CMI US Equity
PEP US Equity
RDEN US Equity
AMZN US Equity
GOOG US Equity
IP US Equity
310
Add/Edit Portfolio
Current Selection
pName Port 3
Search
Current Selections

FIG. 6A-1

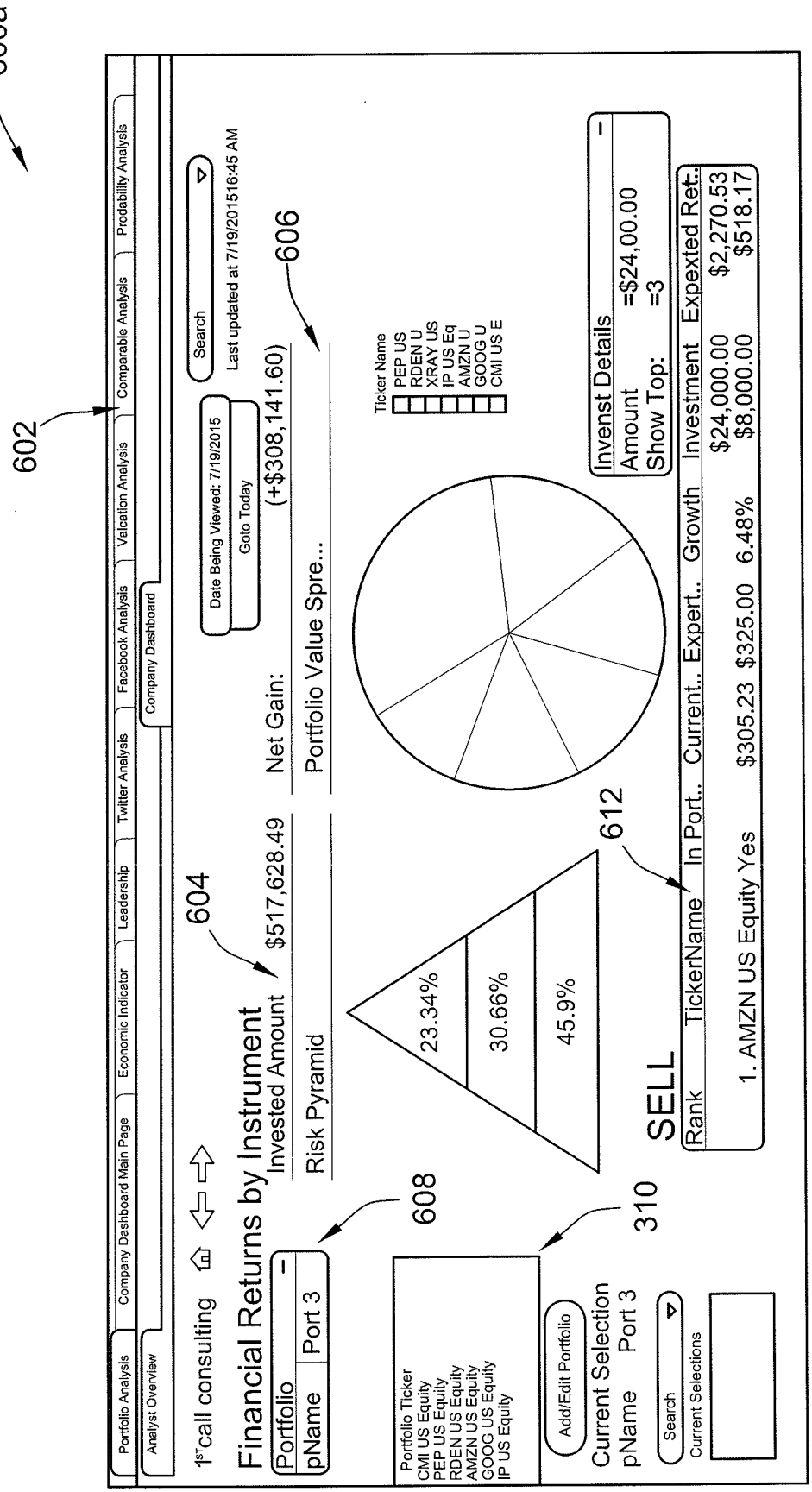

600a
602
Portfolio Analysis
Company Dashboard Main Page
Economic Indicator
Leadership
Twitter Analysis
Facebook Analysis
Valcation Analysis
Comparable Analysis
Probability Analysis
Analyst Overview
Company Dashboard
1st call consulting
Financial Returns by Instrument
Invested Amount
$517,628.49
604
Risk Pyramid
Net Gain:
(+$308,141.60)
606
Portfolio Value Spre...
Date Being Viewed: 7/19/2015
Goto Today
Search
Last updated at 7/19/2015 16:45 AM
Ticker Name
PEP US
RDEN U
XRAY US
IP US Eq
AMZN U
GOOG U
CMI US E
Invenst Details
Amount =$24,00.00
Show Top: =3
23.34%
30.66%
45.9%
612
SELL
Rank TickerName In Port.. Current.. Expert.. Growth Investment Expexted Ret.
1. AMZN US Equity Yes $305.23 $325.00 6.48% $24,000.00 $2,270.53
$8,000.00 $518.17
Portfolio
pName Port 3
608
Portfolio Ticker
CMI US Equity
PEP US Equity
RDEN US Equity
AMZN US Equity
GOOG US Equity
IP US Equity
Add/Edit Portfolio
310
Current Selection
pName Port 3
Search
Current Selections

FIG. 6A-2

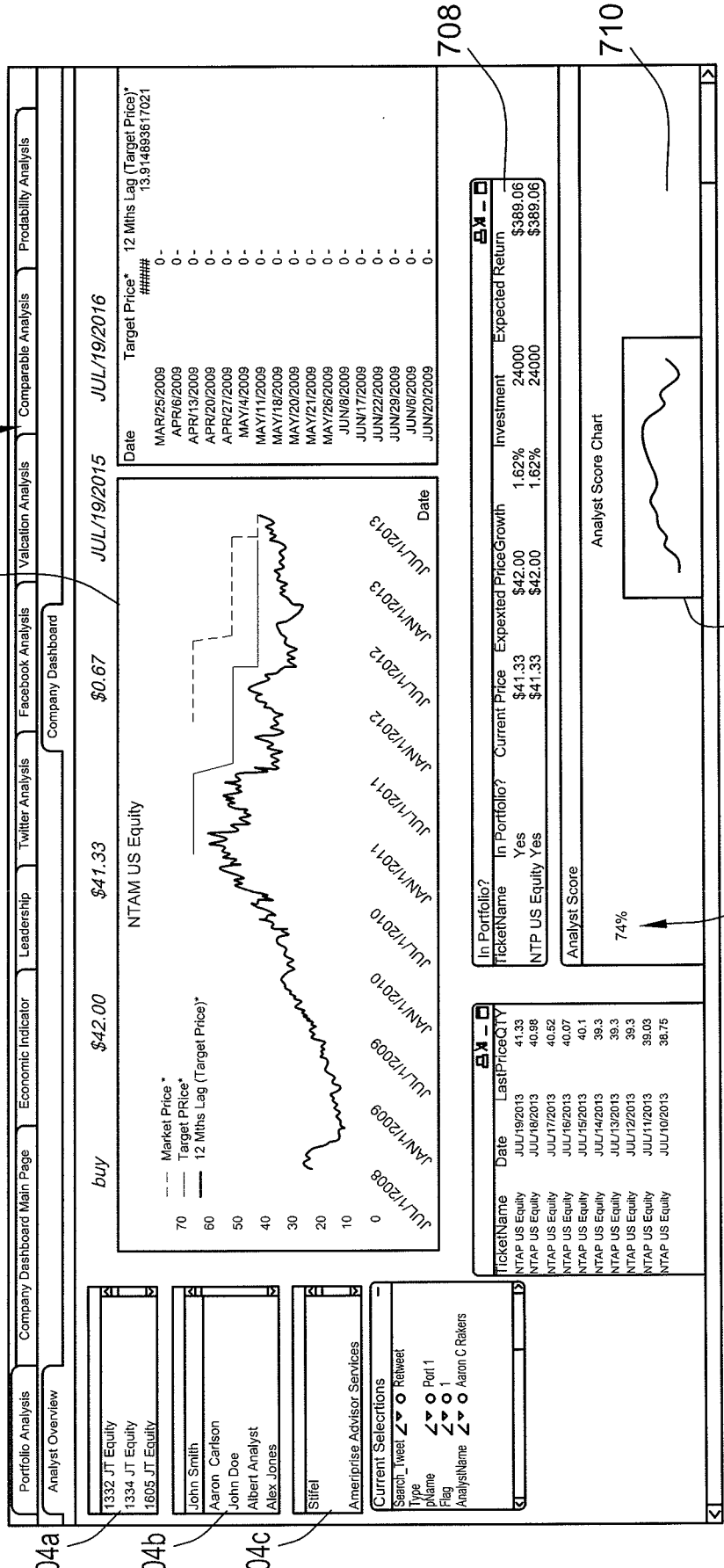

600b
702
706
708
710
712
714
704a
704b
704c
Portfolio Analysis
Company Dashboard Main Page
Economic Indicator
Leadership
Twitter Analysis
Facebook Analysis
Valcation Analysis
Comparable Analysis
Probability Analysis
Analyst Overview
Company Dashboard
buy
$42.00
$41.33
$0.67
JUL/19/2015
JUL/19/2016
NTAM US Equity
Market Price *
Target PRice*
12 Mths Lag (Target Price)*
Date
Target Price*
12 Mths Lag (Target Price)*
13.91469361702
In Portfolio?
TicketName
In Portfolio?
Current Price
Expexted PriceGrowth
Investment
Expected Return
NTP US Equity
Yes
$41.33
$42.00
1.62%
24000
$389.06
Analyst Score
74%
Analyst Score Chart
1332 JT Equity
1334 JT Equity
1605 JT Equity
John Smith
Aaron Carlson
John Doe
Albert Analyst
Alex Jones
Stifel
Ameriprise Advisor Services
Current Selections
Search_Tweet
Retweet
Type
Port 1
pName
Flag
1
AnalystName
Aaron C Rakers
TicketName
Date
LastPriceQTY
NTAP US Equity
JUL/19/2013
41.33
JUL/18/2013
40.98
JUL/17/2013
40.52
JUL/16/2013
40.07
JUL/15/2013
40.1
JUL/14/2013
39.3
JUL/13/2013
39.3
JUL/12/2013
39.3
JUL/11/2013
39.03
JUL/10/2013
38.75

FIG. 6B-1

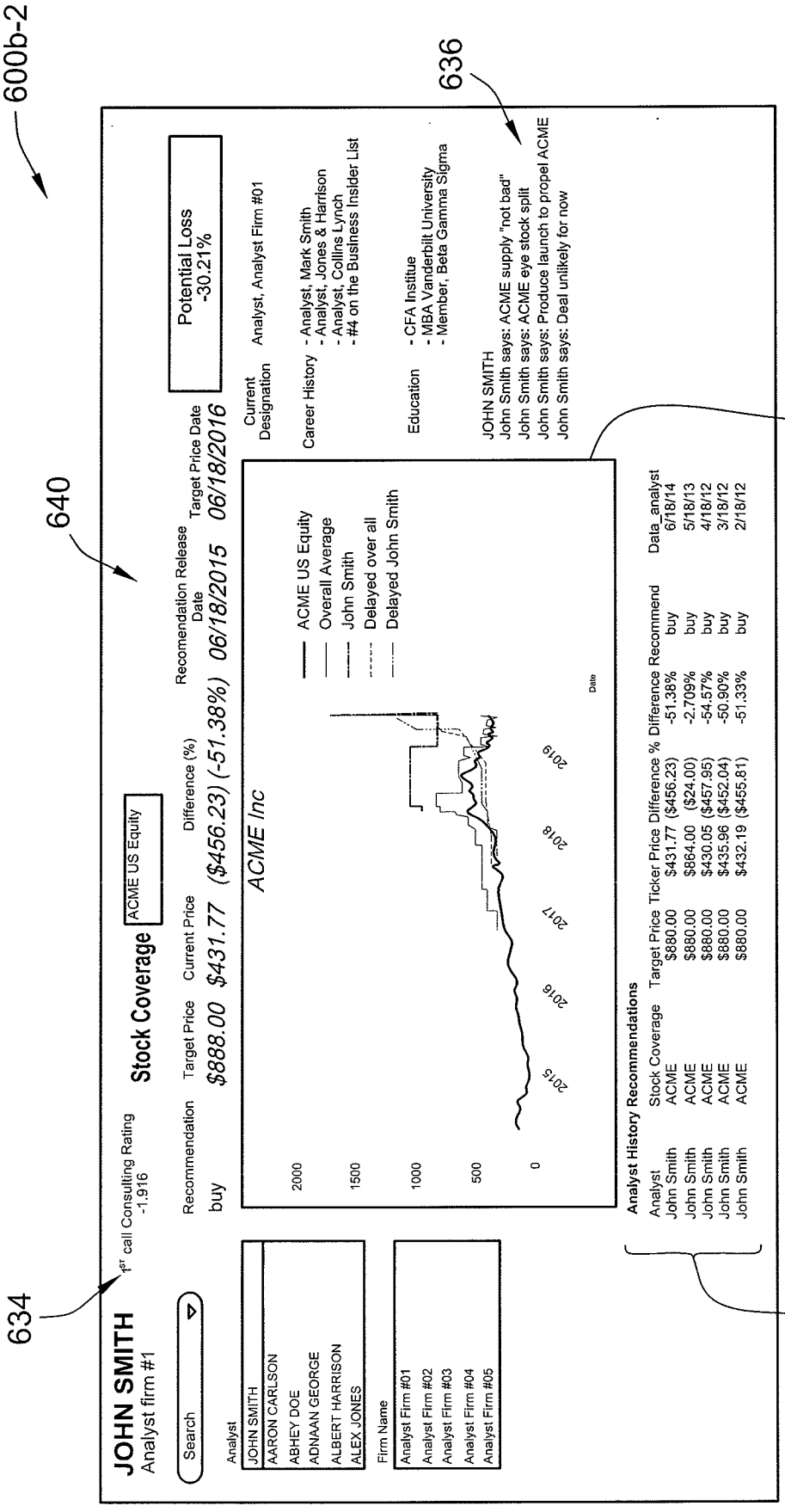

600b-2
634
640
636
632
630
JOHN SMITH
Analyst firm #1
1st call Consulting Rating
-1.916
Stock Coverage
ACME US Equity
Search
Analyst
JOHN SMITH
AARON CARLSON
ABHEY DOE
ADNAAN GEORGE
ALBERT HARRISON
ALEX JONES
Firm Name
Analyst Firm #01
Analyst Firm #02
Analyst Firm #03
Analyst Firm #04
Analyst Firm #05
Recommendation
buy
Target Price
$888.00
Current Price
$431.77
Difference (%)
($456.23) (-51.38%)
Recomendation Release Date
06/18/2015
Target Price Date
06/18/2016
Potential Loss
-30.21%
ACME Inc
ACME US Equity
Overall Average
John Smith
Delayed over all
Delayed John Smith
2000
1500
1000
500
0
2015
2016
2017
2018
2019
Date
Current Designation
Analyst, Analyst Firm #01
Career History
- Analyst, Mark Smith
- Analyst, Jones & Harrison
- Analyst, Collins Lynch
- #4 on the Business Insider List
Education
- CFA Institue
- MBA Vanderbilt University
- Member, Beta Gamma Sigma
JOHN SMITH
John Smith says: ACME supply "not bad"
John Smith says: ACME eye stock split
John Smith says: Produce launch to propel ACME
John Smith says: Deal unlikely for now
Analyst History Recommendations
Analyst | Stock Coverage | Target Price | Ticker Price | Difference | % Difference | Recommend | Data_analyst
John Smith | ACME | $880.00 | $431.77 | ($456.23) | -51.38% | buy | 6/18/14
John Smith | ACME | $880.00 | $864.00 | ($24.00) | -2.709% | buy | 5/18/13
John Smith | ACME | $880.00 | $430.05 | ($457.95) | -54.57% | buy | 4/18/12
John Smith | ACME | $880.00 | $435.96 | ($452.04) | -50.90% | buy | 3/18/12
John Smith | ACME | $880.00 | $432.19 | ($455.81) | -51.33% | buy | 2/18/12

FIG. 6B-2

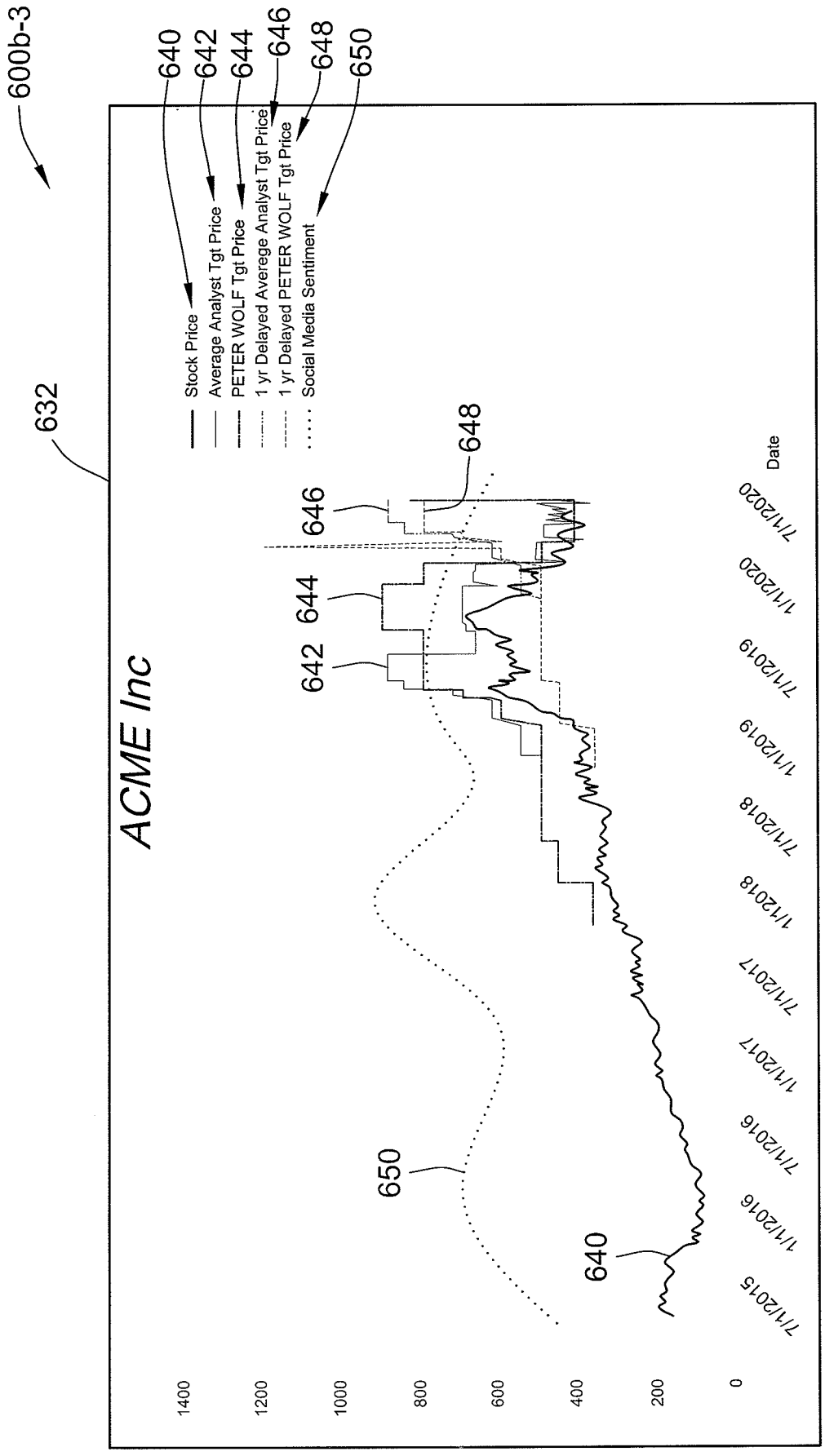

600b-3
632
640
642
644
646
648
650
Stock Price
Average Analyst Tgt Price
PETER WOLF Tgt Price
1 yr Delayed Averege Analyst Tgt Price
1 yr Delayed PETER WOLF Tgt Price
Social Media Sentiment
ACME Inc
Date
1400
1200
1000
800
600
400
200
0
7/1/2020
1/1/2020
7/1/2019
1/1/2019
7/1/2018
1/1/2018
7/1/2017
1/1/2017
7/1/2016
1/1/2016
7/1/2015

FIG. 6B-3

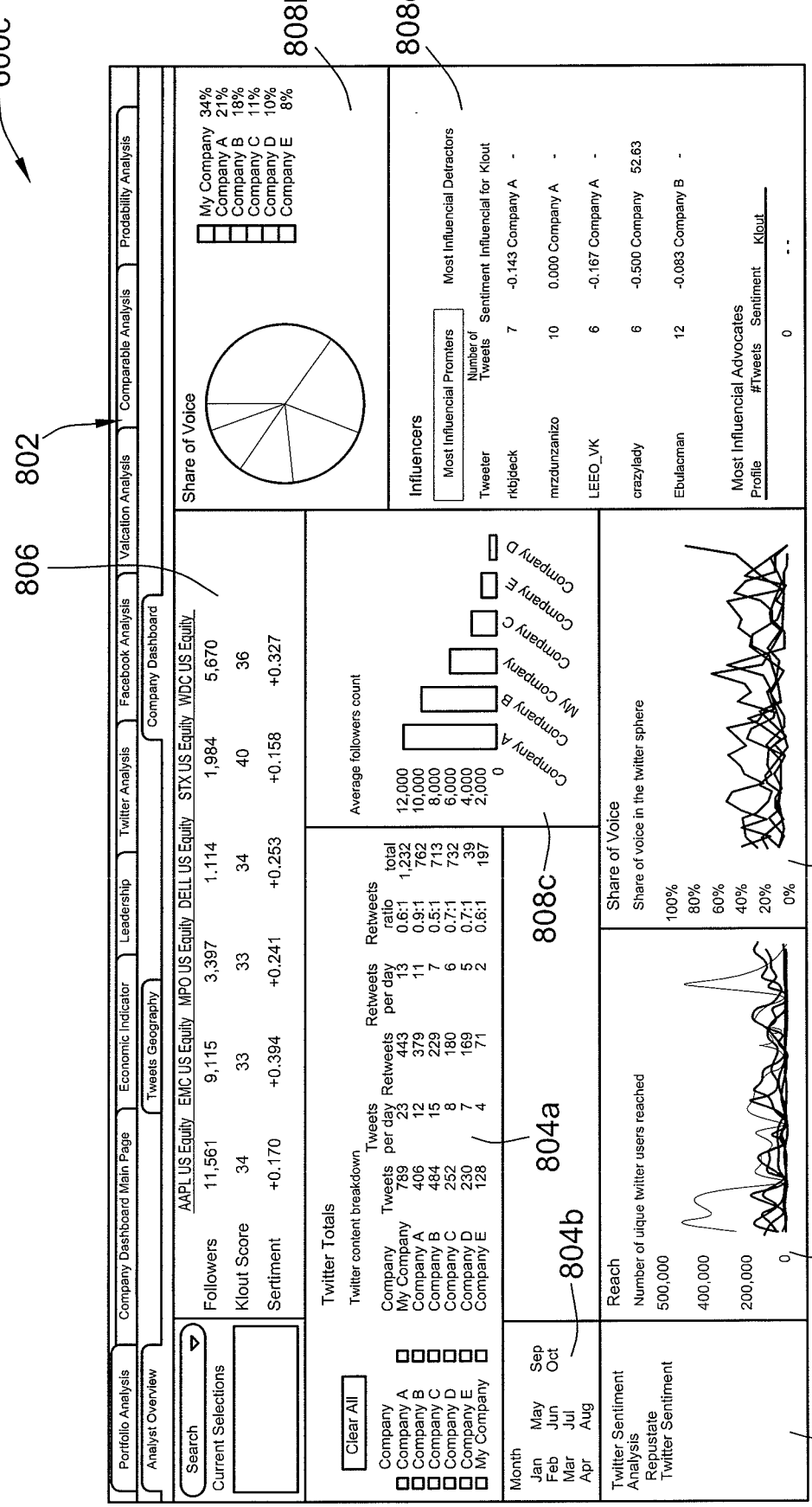

600c
802
806
808b
808d
804a
804b
804c
808a
808b
808c
Portfolio Analysis
Company Dashboard Main Page
Economic Indicator
Leadership
Twitter Analysis
Facebook Analysis
Valcation Analysis
Comparable Analysis
Prodability Analysis
Analyst Overview
Tweets Geography
Company Dashboard
Search
Current Selections
AAPL US Equity EMC US Equity MPO US Equity DELL US Equity STX US Equity WDC US Equity
Followers 11,561 9,115 3,397 1.114 1,984 5,670
Klout Score 34 33 33 34 40 36
Sertiment +0.170 +0.394 +0.241 +0.253 +0.158 +0.327
Share of Voice
My Company 34%
Company A 21%
Company B 18%
Company C 11%
Company D 10%
Company E 8%
Influencers
Most Influencial Promters
Most Influencial Detractors
Tweeter Number of Tweets Sentiment Influencial for Klout
rkbjdeck 7 -0.143 Company A -
mrzdunzanizo 10 0.000 Company A -
LEEO_VK 6 -0.167 Company A -
crazylady 6 -0.500 Company 52.63
Ebulacman 12 -0.083 Company B -
Most Influencial Advocates
Profile #Tweets Sentiment Klout
Twitter Totals
Twitter content breakdown
Company Tweets Tweets per day Retweets Retweets per day Retweets ratio total
My Company 789 23 443 13 0.6:1 1,232
Company A 406 12 379 11 0.9:1 762
Company B 484 15 229 7 0.5:1 713
Company C 252 8 180 6 0.7:1 732
Company D 230 7 169 5 0.7:1 39
Company E 128 4 71 2 0.6:1 197
Average followers count
12,000
10,000
8,000
6,000
4,000
2,000
0
Company A
Company B
My Company
Company C
Company E
Company D
Clear All
Company
Company A
Company B
Company C
Company D
Company E
My Company
Month
Jan May Sep
Feb Jun Oct
Mar Jul
Apr Aug
Reach
Number of uique twitter users reached
500,000
400,000
200,000
0
Share of Voice
Share of voice in the twitter sphere
100%
80%
60%
40%
20%
0%
Twitter Sentiment Analysis
Repustate
Twitter Sentiment

FIG. 6C

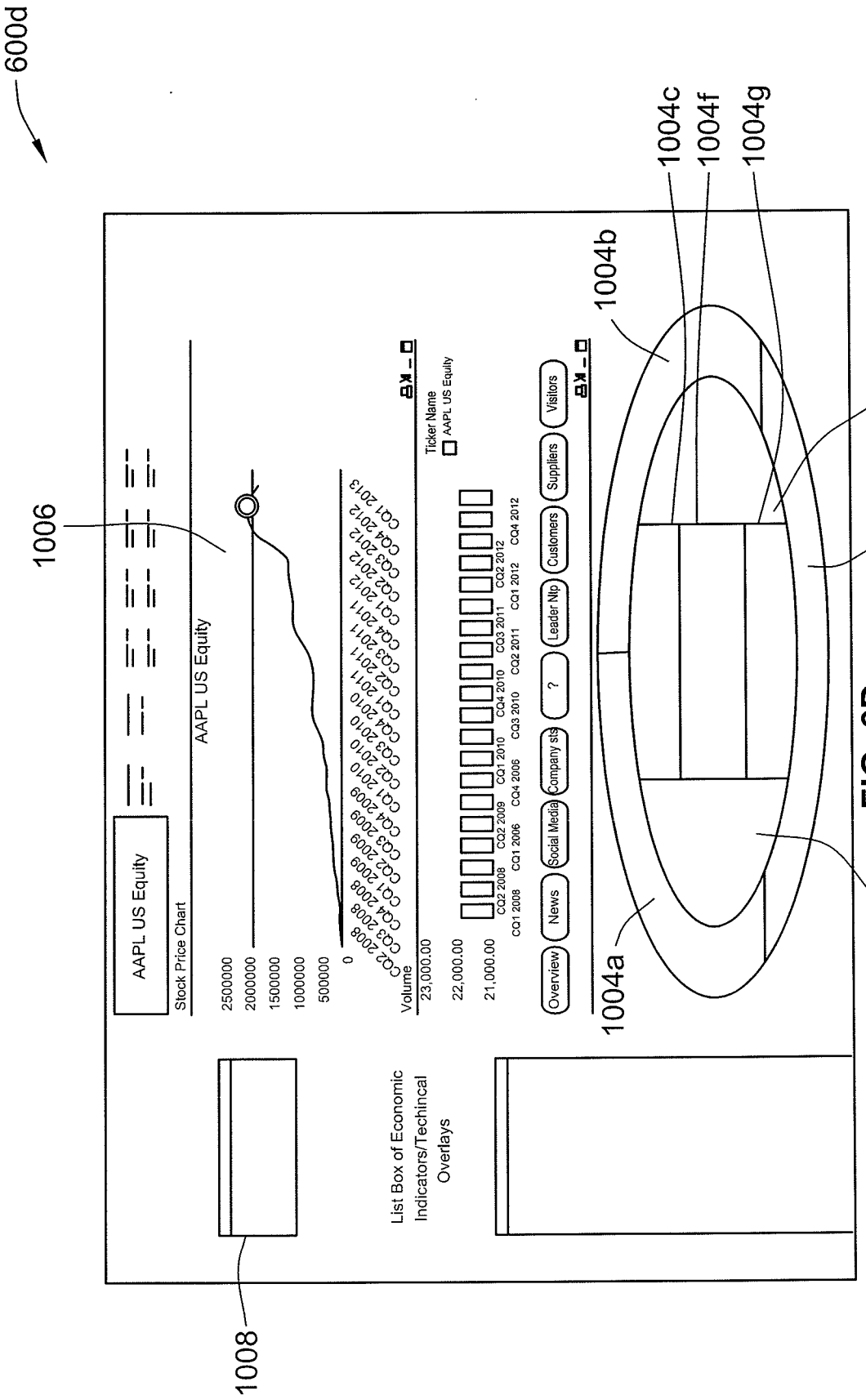

600d
1006
AAPL US Equity
Stock Price Chart
AAPL US Equity
Ticker Name
AAPL US Equity
Volume
List Box of Economic Indicators/Techincal Overlays
1008
Overview
News
Social Media
Company sts
?
Leader Ntp
Customers
Suppliers
Visitors
1004a
1004b
1004c
1004d
1004e
1004f
1004g
1004h

FIG. 6D