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# View from the Trenches

#### 1.1. Technology

What are you bringing to the table?

## 1.2. Innovation

What makes it better?

# 1.3. Market analysis

Does anybody care?

## 1.4. Business models

How is it going to pay for beer?

# 1.5. Making Choices: Rate and Weight

Tools for allocating resources to opportunities

Gamma Two was founded in 2003 by Dr. Louise Gunderson and Dr. James Gunderson to develop advanced artificial intelligence software. The company's proprietary software enables robots to recognize and reason about the world in a manner based on biological principles. This software was installed in our prototype robots beginning in 2008, and has been thoroughly tested and consistently advanced since then. These robots provide real business value in real business environments.

#### Dr. Louise F. Gunderson, President and CEO

Louise has broad range of educational accomplishments, including a Ph.D. in Systems Engineering from the University of Virginia, an MS in Environmental Science and a BA in Biology from the University of Colorado at Denver; as well as a BA in Chemistry from the University of California at Berkeley. She is the author of over 20 technical publications, including book chapters and archival journal articles. Along with James Gunderson, she has completed a technical book which was published by Springer-Verlag in late 2008.

#### Dr. James P. Gunderson, CTO and Cognitive Systems Architect

Jim has a Ph.D. in Computer Science from the University of Virginia, as well as a BS in Computer Science and Engineering from the University of Colorado at Denver. He has been actively involved in researching machine based cognition for 20 years, and has focused on embedded intelligence. He has been awarded numerous patents for robotic systems, and is the author of many technical publications. Jim is the co-author (along with Louise Gunderson) of the 2009 technical book "Robots, Reasoning, and Reification." While completing his doctorate, Jim had the opportunity to be part of the management team for a high tech start-up from 1999 to 2003.