



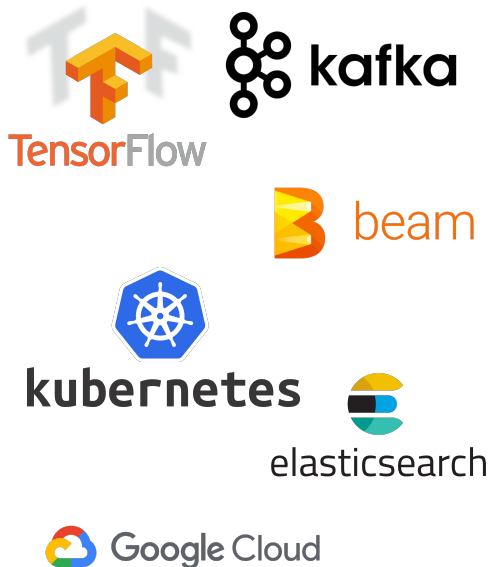
# Motherbrain



**Sven Törnkvist**  
Head of EQT Digital & CDO



# A digital native startup inside EQT



## PAUSE: Positive and Annealed Unlabeled Sentence Embedding

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### Abstract

Sentence embedding refers to a set of effective and versatile techniques for converting raw text into numerical vector representations that can be used in a wide range of natural language processing (NLP) applications. The majority of these techniques are either supervised or unsupervised. Compared to the unsupervised methods, the supervised ones make less assumptions about optimization objectives and usually achieve better results. However, supervised training requires a large amount of labeled sentence pairs, which is not available in many industrial scenarios. To that end, we propose a generic and end-to-end approach – PAUSE (Positive and Annealed Unlabeled Sentence Embedding), capable of learning high-quality

unsupervised methods only utilize unlabeled sentences while the supervised ones can quickly customize the embedding by using the domain specific labels. Compared to the unsupervised methods, the supervised ones make less assumptions about optimization objectives and usually achieve better results. However, supervised training requires a large amount of labeled sentence pairs, which is usually not available practically. In many real scenarios, the dataset turns out to be *positive-unlabeled* (i.e. *PU dataset*), where the majority is unlabeled and the rest of the samples are labeled as positive. The methods that enable learning binary classifiers on PU datasets are called *PU learning*. To bridge the gap between supervised and unsupervised approaches, we incorporate state-of-the-art



pooling strategies have been challenged by various parameterized policies that can be optimized on domain specific tasks. The majority of these are either *unsupervised* or *supervised*, where the *unsupervised* methods only utilize unlabeled sentences while the supervised ones can quickly customize the embedding by using the domain specific labels. Compared to the unsupervised methods, the supervised ones make less assumptions about optimization objectives and usually achieve better results. However, supervised training requires a large amount of labeled sentence pairs, which is usually not available practically. In many real scenarios, the dataset turns out to be *positive-unlabeled* (i.e. *PU dataset*), where the majority is unlabeled and the rest of the samples are labeled as positive. The methods that enable learning binary classifiers on PU datasets are called *PU learning*. To bridge the gap between supervised and unsupervised approaches, we incorporate state-of-the-art

<sup>1</sup>The source code, pre-processed data, and trained models are accessible publicly from: <https://github.com/EQTPartners/pause>

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# MOTHER BRAIN

## Yeah, ok. But what is it?



Part AI



Part CRM



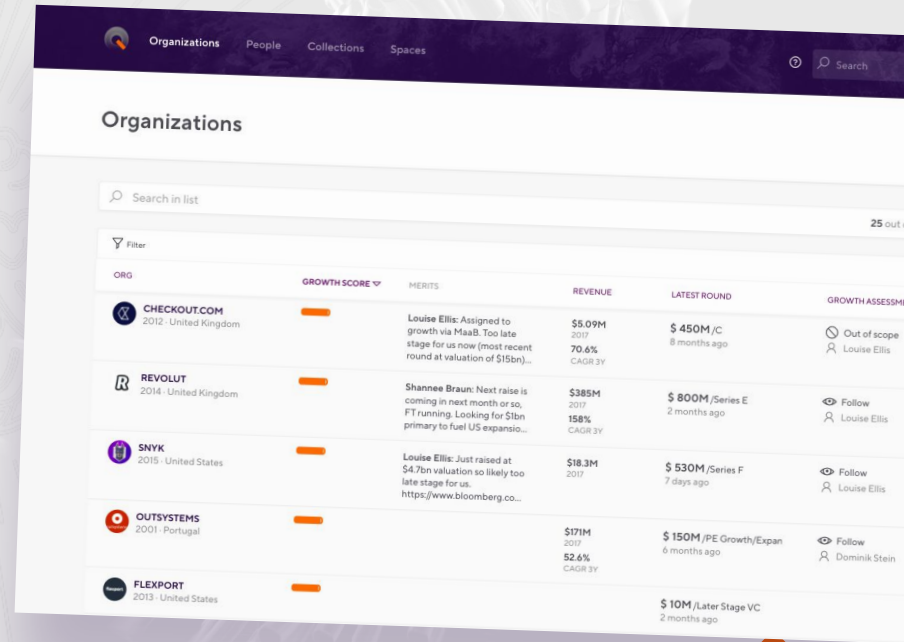
Part Corporate memory



All about data



Web interface 



The screenshot shows a web interface for 'Organizations'. It features a search bar, a filter dropdown, and a table of organization profiles. Each profile includes a logo, company name, location, growth score (represented by a bar chart), a brief description of recent news or events, revenue, latest round, and growth assessment.

ORG	GROWTH SCORE	MERITS	REVENUE	LATEST ROUND	GROWTH ASSESSMENT
CHECKOUT.COM 2012 - United Kingdom		Louise Ellis: Assigned to growth via MaaSB. Too late stage for us now (most recent round at valuation of \$15bn)...	\$5.09M 2017 70.6% CAGR 3Y	\$ 450M /C 8 months ago	Out of scope Louise Ellis
REVOLUT 2014 - United Kingdom		Shanee Braut: Next raise is coming in next month or so, FT running. Looking for \$1bn primary to fuel US expansion...	\$385M 2017 158% CAGR 3Y	\$ 800M /Series E 2 months ago	Follow Louise Ellis
SNYK 2015 - United States		Louise Ellis: Just raised at \$4.7bn valuation so likely too late stage for us. <a href="https://www.bloomberg.co...">https://www.bloomberg.co...</a>	\$18.3M 2017	\$ 530M /Series F 7 days ago	Follow Louise Ellis
OUTSYSTEMS 2001 - Portugal			\$171M 2017 52.6% CAGR 3Y	\$ 150M /PE Growth/Expan 6 months ago	Follow Dominik Stein
FLEXPORT 2013 - United States				\$ 10M /Later Stage VC 2 months ago	

# Data is core, with over 50 sources



**People & Connections**  
300m+



**Companies,  
Financials, Metrics**  
50m+



**Web, App, News,  
Commercial, ESG,  
Social, etc.**



**Assessments 20k+**  
**IC sessions 100+**  
**Interactions 600k+**  
**Metrics**





# Leveraging **Machine Learning** to solve many different problems across the stack

## Stealth

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Searching for Tier-1 founders in hiding, starting the next big thing

## Diversity

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Increasing diversity in our pipelines & fighting bias

## Waves

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Identify emerging trends & monitor outliers

## Similarity

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Support targeted NLP searches for add-ons or competition

## Ranking

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Help deal teams prioritize and stay informed



# MOTHER BRAIN

## Connective Tissue

**Connecting** deal professionals across EQT to make them more informed about previous and ongoing work as well as enable them to leverage the full **EQT Network** of advisors and experts.

**Your deals**  
Companies where you are part of the deal team is displayed here.

**Deal distribution**

**Very Active Deal**  
1 company

**Needs Review**  
2 companies

**Internal experts**  
EQT employees

**Jenny Dre**  
Venture Lead  
Assessment owner of Actyx, Prodsmart and 7 more.

**Antoine Moy**  
Director - Ventures - Paris  
Assessment owner of Smartbeam, Vertuoz and 2 more.

**Laura Yao**  
Partner - Ventures - San Francisco  
Assessment owner of Oplit, Instrumental (Business/Productivity Software) and 2 more.

**Naza Metghalchi**  
Venture Lead - Ventures - London  
Assessment owner of Continuum Industries, Kaliti and 1 more.

**Internal Experts** 7

- Amelie Lindquist  
Vice President Stockholm
- Maria Teilman Axelsson  
Vice President Stockholm
- Victor Englesson  
Partner Stockholm
- +4 more  
Johan Svanstrom, M...

**EQT Inroads**

TOP CONNECTIONS

Yiva Lundegård  
Knows the person • Deal team • LinkedIn ...

Meetings

- 18
- 12
- 4
- 0
- 0

**Suggested experts**

**Anna Smith**  
Sweden - 15 YoX - 3 EQT connections

**CFO**  
Head of finance  
Chief financial officer

**Dropbox**  
Spotify  
Randomly Inc.

Scaleup experience from 3 companies

Strong company performance during tenure at Spotify, 2009 - 2013

**Organizations** People Collections

**Actionboard** Pipelines

**Follow**

- Observable (E-commerce)
- OctaML (Software)
- Explosion AI (Software)
- Watchful (Software)
- HASH (Business/Productivity Software)
- Brille Payment (Group)
- Transcend (Software)
- Selidon (Software)
- Kaskada (Software)

**To review - Motherbrain**

- Speechly (Software)
- Depict (Business/Productivity Software)
- Logical Clocks (Software)
- Alva Labs (Software)
- Veriff (Software)
- Sensat (Software)
- DAO Maker (Software)
- Skycraft (Software)

**Active**

- Hedvig (Property and Casualty Insurance)
- SEON (Budepest)
- Obviously AI (Software)

**HIST**

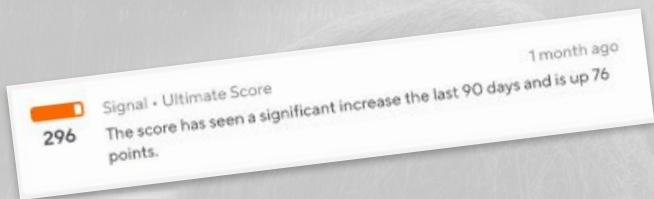
- Phantombuster (Software)
- Knowle (Software)
- Deepnote (Software)
- Stripe (Software)

# MOTHER BRAIN

## Sourcing & Ideation

**Motherbrain** is tirelessly and methodically sifting through all the signals we have and identifies interesting opportunities when they arrive, learning from the deal team interaction.

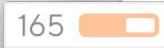
When an interesting opportunity is found it selects the best suited deal team member and hands it out to them for further evaluation.



IEQT VENTURES

IEQT PRIVATE EQUITY

IEQT GROWTH



To review - Motherbrain 12 ...

- Speechly To review - Motherbrain FOLLOWING about 1 year ago
- Depict (Business/Productivity Software) To review - Motherbrain FOLLOWING
- Logical Clocks To review - Motherbrain FOLLOWING 11 months ago
- Alva Labs To review - Motherbrain FOLLOWING
- Veriff To review - Motherbrain FOLLOWING
- Sensat To review - Motherbrain FOLLOWING
- DAO Maker To review - Motherbrain
- Skyqraft To review - Motherbrain FOLLOWING
- RoboCorp Technologies To review - Motherbrain FOLLOWING
- Maze To review - Motherbrain FOLLOWING





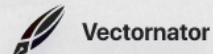
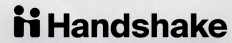
15!

How many investments have been sourced through Motherbrain?

1 exit and 3 unicorns



700 MUSD EXIT TO WORKDAY  
▲ Peakon 7.7x MOIC





# MOTHER BRAIN Opportunity Lens

**Enable** deal teams to get a quick understanding of a opportunities in order to better build conviction and discover edge.

Ranking the long list and surfacing information when it matters the most.



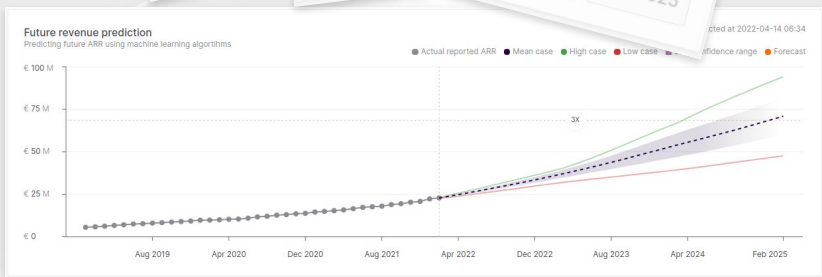
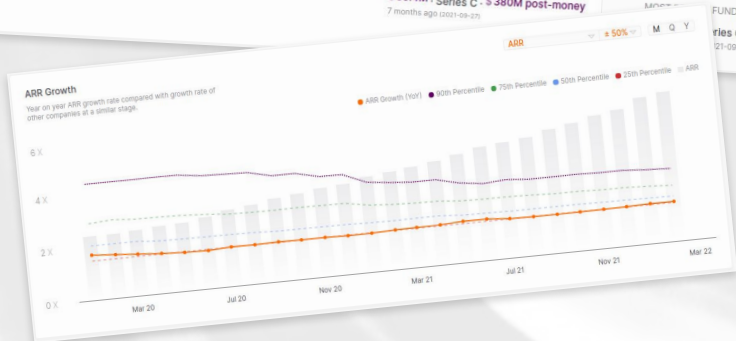
**296** Signal - Ultimate Score  
 The score has seen a significant increase the last 90 days and is up 76 points. 1 month ago



**The mean case**  
 Predicted to reach € 70.9M in 36 months.  
 €70.9M 31x

**The max case**  
 Predicted to reach € 94,175,37 in 36 months.  
 €94.2M 41x

**The min case**  
 Predicted to reach € 47,609,865.45 in 36 months.  
 €47.6M 21x  
 Feb 2025





# Add-ons

## Portfolio Value Creation

"The list from Motherbrain for add-ons were very impressive, much better than even our customer referrals and the list from banks"

"We liked almost every company"

- Reuven Aronashvili, CEO,



... and many more





# Talent Portfolio Value Creation



This is the most powerful value-add  
we've ever seen an investor offer.

*Mikael Hussain,  
Co-Founder Anyfin*






## CMO Search

Delivered: 860 profiles

- ✓ EU + UK
- ✓ Former CMO/VP Mktg/etc
- ✓ Raised > 10 MEUR "growth journey"
- ✓ Company < 15 yo
- ✓ B2C
- ✓ Ranked by relevance

Proprietary Tooling:

-  B2C/B2B classifier
-  Ultimate Score Model
-  ID Matching Service





**Thank you!**

