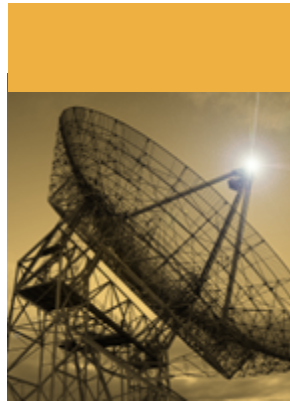


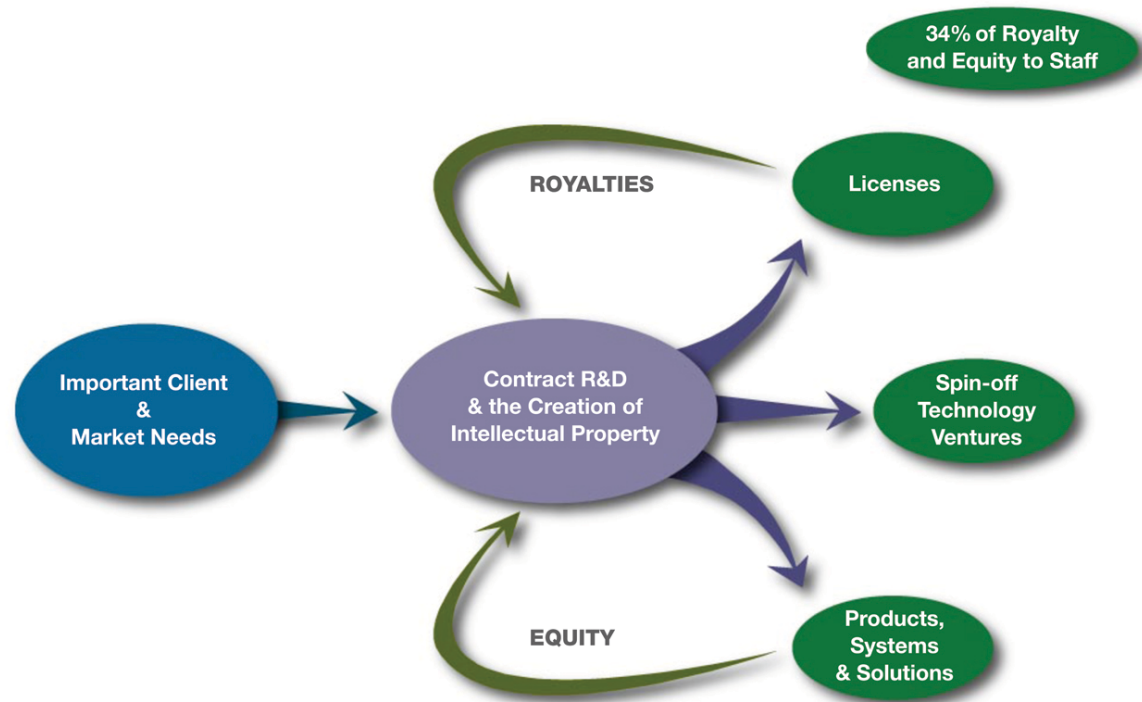
SRI International



# The Story of Siri, and SRI's Venture Incubation Process

Norman Winarsky  
VP Ventures, SRI International  
February 24, 2011

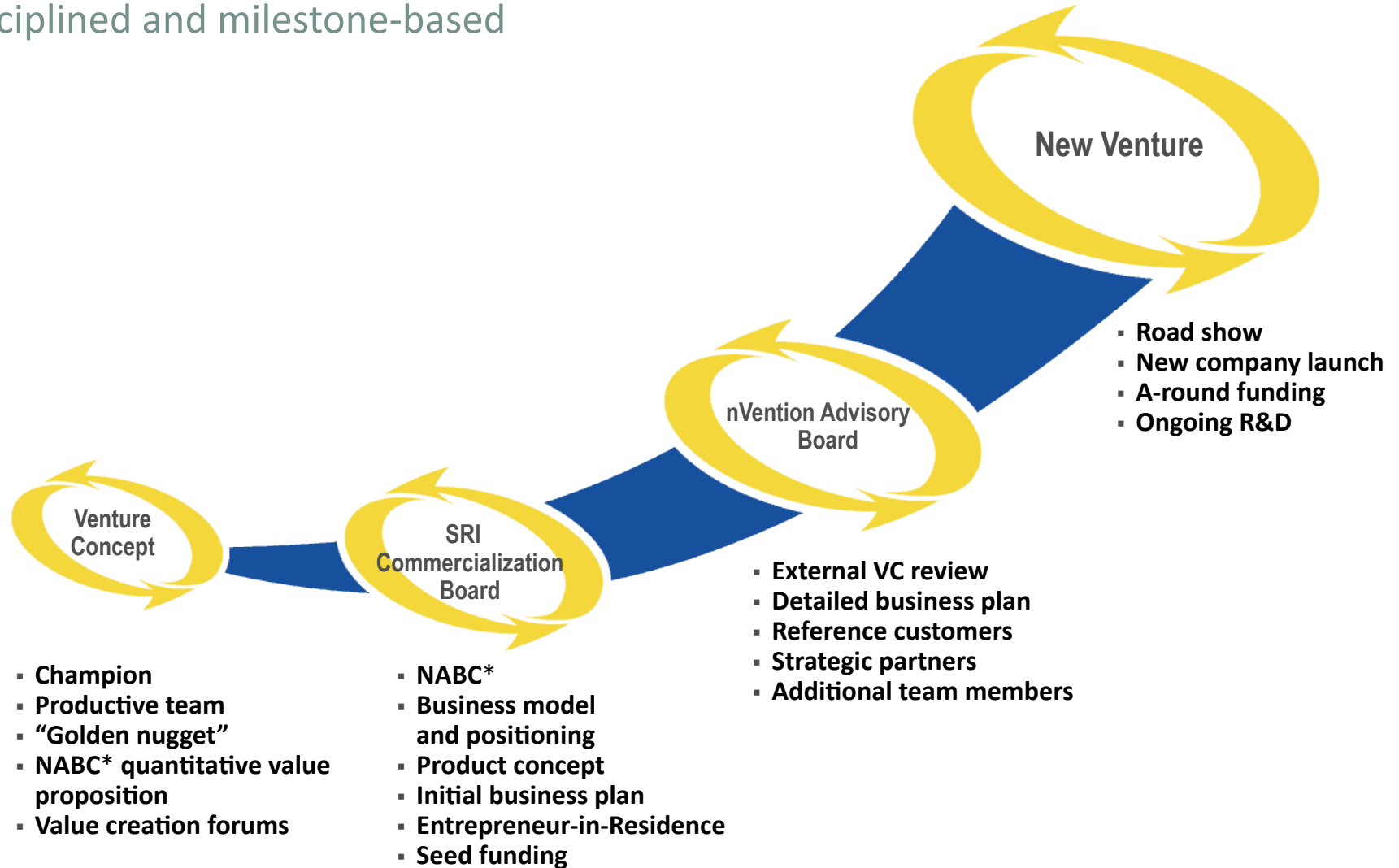
# SRI's Business Model



One-third of royalties and equity is shared with SRI staff

# SRI's Process for Creating New Ventures

Disciplined and milestone-based





The Simplest Way To Get Things Done

Spun out of SRI in Menlo, Park, CA in 2007

Founded by experienced mobile and AI execs [Dag Kittlaus](#), [Tom Gruber](#), [Adam Cheyer](#).

Raised investments from Menlo Ventures, Morgenthaler Ventures, SRI International and Horizons Ventures

Product launched in February 2010

Bought by Apple in April 2010



# The Siri Paradigm

Searching → Doing

*Keywords, links*

*Conversations, tasks*

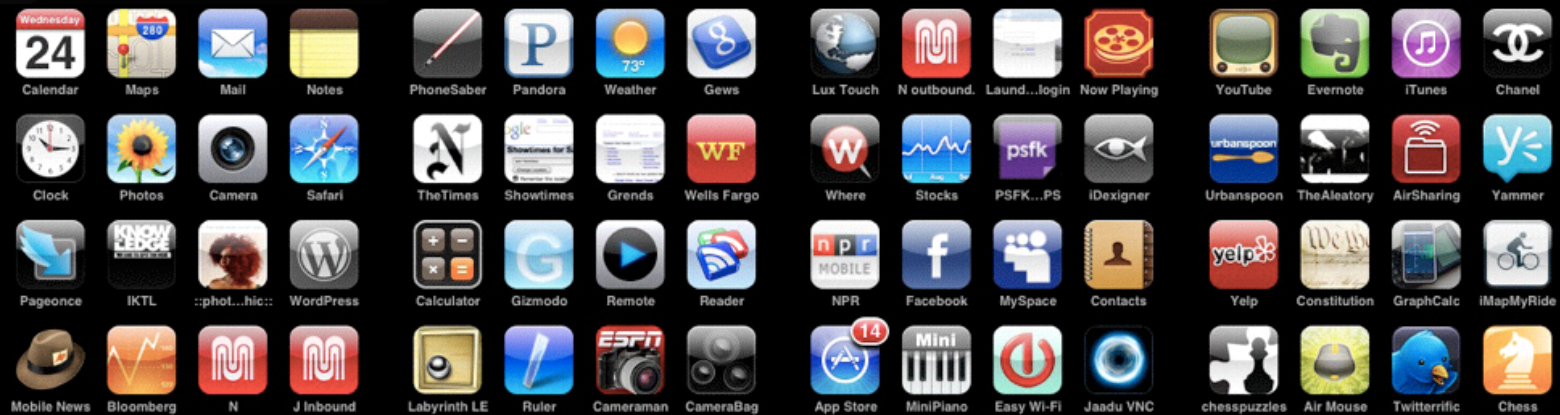
*“The future of search is a conversation with **someone we trust.**”*

- John Batelle



# Siri's Approach:

- Natural language input
- Answers, not links
- Integrated services
- Personalized



# Just ask Siri...

The image displays five sequential screenshots of the Siri interface on an iPhone, each showing a user's request and the resulting app-based response.

- Screenshot 1:** Request: "find me a table for two at gibsons in chicago". Response: OpenTable app interface for "Find a table at gibsons". Fields include Party Size (for 2), Date (today), and Time (7:00 pm). Buttons: "Tap it...", "Say it!".
- Screenshot 2:** Request: "Where is Avatar playing in Dallas?". Response: Movies app interface showing "Avatar (2009)" and "Avatar 3D" with showtimes. Buttons: "Tap it...", "Say it!".
- Screenshot 3:** Request: "book me a taxi for 8pm tonight". Response: Taxi Magic app interface with fields for When (Today at 8:00 PM), Address, and City (Austin). Buttons: "Tap it...", "Say it!".
- Screenshot 4:** Request: "remind me to visit the doctor next Thursday". Response: Reminders app interface for "visit the doctor" on Thu Jan 21 at 7:00 AM. Buttons: "Tap it...", "Say it!".
- Screenshot 5:** Request: "How freakin cold is it in New York?". Response: Weather app interface for "Tonight Jan 11" with a temperature of 24° low. Buttons: "Tap it...", "Say it!".

Thank You



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