



# GLOBAL TECHNOLOGY SUMMIT



**Nicolas Maquaire**

CEO

*Kloop*



@nmaquaire



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Nicolas Maquaire is a successful serial entrepreneur in the field of information management. In 2005, he co-founded EntropySoft, which normalized access to all content management systems. By 2010, its technology was used by five out of the ten biggest software companies and by 35 percent of the search engines worldwide. EntropySoft was acquired in 2013 by Salesforce. The product became Salesforce Files Connect and helped connect Salesforce with Microsoft or Google.

After successfully delivering new product to Salesforce, Nicolas started a new venture and created Kloop (Knowledge Loop), to evaluate the opportunities Artificial Intelligence was uncovering in his field. The team built a platform with multiple neural networks to extract key insights out of millions of web articles. They then launched Related Content, a feature allowing users to instantaneously get more context on any article in any app. Today, Nicolas and his team are leveraging this technology to revisit content curation.

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