



## Capabilities Statement for IARPA REASON

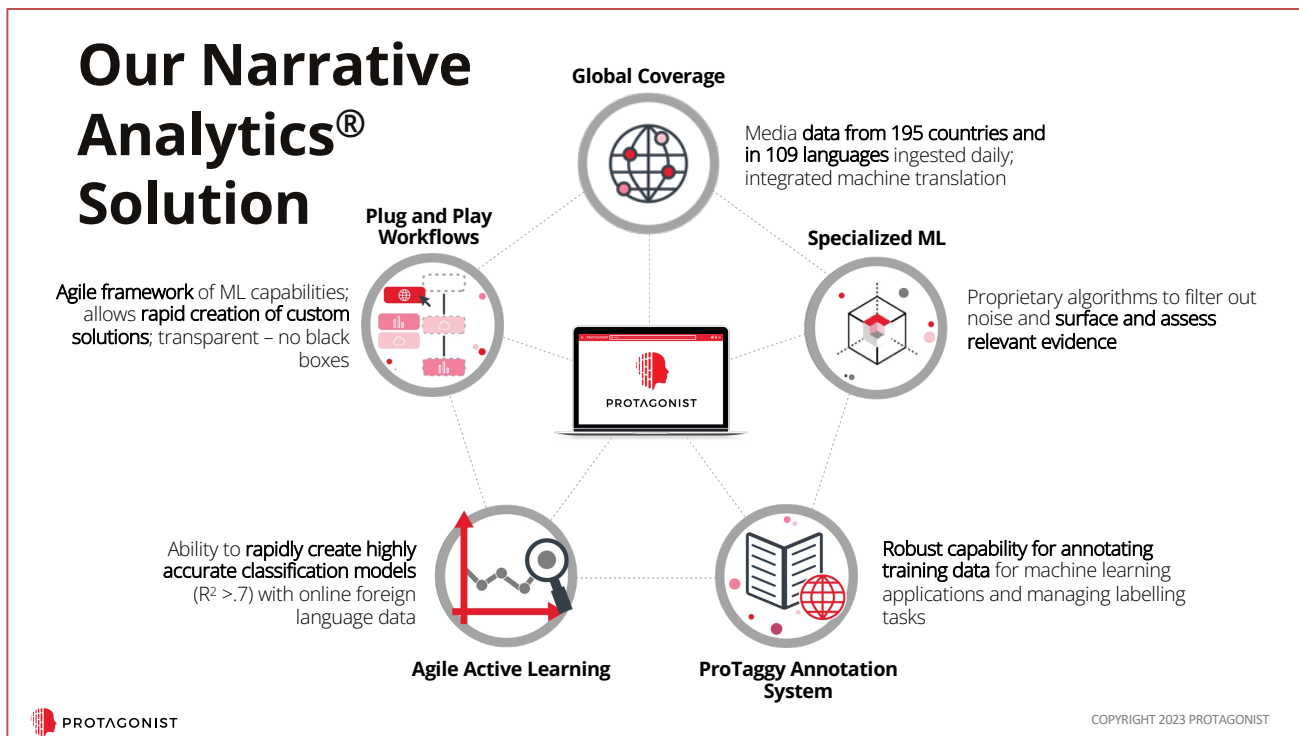
Protagonist brings over 20 years of experience in analytic tradecraft and nearly a decade of experience developing custom machine learning (ML) and natural language processing (NLP) applications to help analysts surface relevant evidence and draw sound judgements from noisy, messy, and evolving data sets.

Protagonist is the developer of Narrative Analytics<sup>®</sup>, a suite of applications integrating a range of proprietary ML and NLP algorithms optimized for identifying relevant content in complex media environments. The platform is designed to digest very large, unstructured data sets (traditional media, social media, and other online data, such as blogs and forums) and help analysts filter and assess relevant content; as the name implies, the platform was originally focused on surfacing the deeper, enduring stories in online media (the “narratives”) but over time these capabilities have been applied to a number of additional use cases involving sense-making from text data.

Narrative Analytics<sup>®</sup> empowers analysts to understand, evaluate, and quantify content related to mission-relevant topics. Among its varied applications, Narrative Analytics<sup>®</sup> includes several NLP tools designed to help surface potential evidence related to analyst-developed hypotheses, and to identify emerging content or additional data that may shift existing analytic judgements. In designing Narrative Analytics<sup>®</sup>, Protagonist placed analysts front-and-center; rather than try to replicate (or replace) human judgement, we seek to enhance it—producing better judgements than either the human or machine could achieve on their own.

To power Narrative Analytics<sup>®</sup>, Protagonist maintains a robust online data collection capability; we ingest massive amounts of data from international news sources, blogs, forums, and social media sites on an ongoing basis; that data is cleaned, indexed, and enriched within our platform and used to support a range of projects for our entire customer base. We store five years of data on a rolling basis—over 40 terabytes—covering 195 countries and 105 languages; this repository allows us to easily create large, relevant data sets for operational and research and development (R&D) use cases.

Protagonist’s applications are mission-proven; over the last five years, we’ve used Narrative Analytics<sup>®</sup> to produce over 130 analytic products for more than 40 clients. Narrative Analytics<sup>®</sup> has been used extensively in the US Government (USG), including by a current IC customer to help assess geopolitical influence in foreign media conversations. In addition, our client list consists of Fortune 500 companies and the largest foundations and non-profits, including Microsoft, Bank of America, Starbucks, Citibank, Bill & Melinda Gates Foundation, General Mills, LinkedIn, Charles Schwab & Co., Pfizer, Harvard Business School, Knight Foundation, and Warner Brothers.



Protagonist has expanded on the foundation of its Narrative Analytics<sup>®</sup> platform to support innovative ML and NLP R&D efforts in the national security space. Under a Small Business Innovation Research (SBIR) contract with the US Air Force, Protagonist developed ML/NLP capabilities to predict the likelihood that a major crisis might emerge in a country of interest based on changes in certain features (i.e., by identifying potential evidence) in the online conversations in that country. More recently, Protagonist was awarded a prime contract under DARPA’s Influence Campaign Awareness and Sensemaking (INCAS) program to develop ML/NLP tools to identify potential indicators of geopolitical influence campaigns in foreign media environments. The outputs of these tools are designed to work in conjunction with a structured methodology to help analysts assess evidence and determine if that evidence fits with templates of known or hypothesized foreign influence campaigns.

Protagonist’s history with analytic tradecraft and methodologies runs deep; for over eight years, Protagonist (then called Monitor 360) served as the prime contract support for an IC agency’s Institute for Analysis (IFA). Protagonist’s support involved serving analysts by leveraging best practices from industry and open-source research to develop new capabilities and address complex national security challenges. Areas of focus included: 1) developing new tradecraft and creating scalable and repeatable methods that promoted analytic transformation; 2) helping analysts generate new perspectives, ask and answer unexpected questions, and reframe intelligence problems; and 3) delivering immersive learning experiences and training on analytic methods. Among other products, Protagonist authored the methodology guidebooks *Persuasion and Visual Media*, *Persuasion and Audience Resonance*, and *Persuasion and Communication*.



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As an extension of our IFA work, Protagonist developed Master Narratives<sup>®</sup>, a proprietary methodology for understanding cultural narratives with an extensive track record in the USG. We have produced more than 60 Master Narratives<sup>®</sup> analytic products covering over 35 countries and a range of subnational and regional issues for ten different USG agencies—work that continues for an ongoing IC customer. Master Narratives<sup>®</sup> reports have an outstanding reputation within the USG and many of these products are still in active use with various government entities.

<b>(U) Protagonist Master Narratives Country Reports</b>			
(U) Afghanistan	(U) India	(U) Nigeria	(U) Syria
(U) Algeria	(U) Indonesia	(U) Pakistan	(U) Thailand
(U) Burma	(U) Iran	(U) Philippines	(U) Turkey
(U) China	(U) Jordan	(U) Russia	(U) United Kingdom
(U) Egypt	(U) Kenya	(U) Saudi Arabia	(U) Venezuela
(U) France	(U) Libya	(U) Somalia	(U) Vietnam
(U) Germany	(U) Malaysia	(U) South Sudan	(U) Yemen
(U) Honduras	(U) Mexico	(U) Sudan	
<b>(U) Protagonist Master Narratives Other Analytic Products (Selected)</b>			
(U) Al Shabaab Special Report		(U) Al Qaeda Special Report	
(U) Afghanistan Business Elites		(U) Afghanistan Religious Elites	
(U) Indian Maritime Key Influencers Report		(U) Al Shabaab Messaging Special Report	
(U) Al Qaeda Messaging Special Report		(U) India Messaging Special Report	
(U) Burma Engagement Guide		(U) Indonesia Engagement Guide	
(U) Thailand Engagement Guide		(U) Vietnam Engagement Guide	

In the course of producing Master Narratives products, Protagonist refined and extensively documented a consistent, repeatable methodology to quickly and efficiently create analytically sound reports, with consistent format, layout, and quality. This methodology was designed from the start to comply with Intelligence Community Directive (ICD) 203 Analytic Tradecraft Standards, and includes a number of checks for evaluating evidence, testing assumptions, improving reasoning, and guarding against common cognitive biases.