



MyCyberTwin speaks about winning ATS Patron Awards, company growth

Five member IT team now working with NASA, NAB

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[Lisa Banks](#) (Computerworld)

Aussie artificial intelligence company, MyCyberTwin, has spoken about its [recent win](#) at the New South Wales Australian Technology Showcase (ATS) Patron Awards.

Co-founder and chief innovation officer at the company, John Zakos, said MyCyberTwin's \$15,000 prize in the rising star award category would ensure future success at the business.

"Because we're a growing company, all the extra cash is put towards company growth," Zakos said. "My focus is on the core technology and the core pieces of technology."

With an IT team of only five people, Zakos said the company has evolved [since its inception in 2009](#), saying while the basic concept behind the business still centres on fusing human psychology with an advanced artificial intelligence engine, the product is now in line with market expectations.

"In the last couple of years, we've been focusing more on how to develop techniques for searching information," he said.

"[It's about] understanding what the market needs are and solving real problems... as opposed to being too much into the technology.

"This is different to what we were doing in the past because the cyber twin is now working autonomously on data that hasn't been categorised or structured."

With clients including NASA and the National Australia Bank, Zakos says MyCyberTwin has developed into a product that can be made to suit a multitude of business functions.

"It is about the different kinds of interaction with the cyber twin... it is more about understanding how a cyber twin can be used to complement existing channels rather than a stand-alone application," he said.

"That's one thing we've identified as a key area over the past few years about how cyber twins can be deployed."

http://www.cio.com.au/article/409005/mycybertwin_speaks_about_winning_ats_patron_awards_company_growth/