

# Press Kit

# Solving Intelligence

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## About DeepMind

Founded by Demis Hassabis, Shane Legg and Mustafa Suleyman in London, 2010.

DeepMind was supported by some of the most iconic tech entrepreneurs and investors of the past decade, prior to being acquired by Google in early 2014 in their largest European acquisition to date.

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## Our Mission

Solve Intelligence

The algorithms we build are capable of learning for themselves directly from raw experience or data, and are general in that they can perform well across a wide variety of tasks straight out of the box. Our world-class team consists of many renowned experts in their respective fields, including but not limited to deep neural networks, reinforcement learning and systems neuroscience-inspired models.





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# Dr. Demis Hassabis

Founder and CEO

Demis Hassabis is the founder and CEO of DeepMind, a neuroscience-inspired AI company, bought by Google in Jan 2014 in their largest European acquisition to date. He leads projects including the development of AlphaGo, the first program to ever beat a professional player at the game of Go.

Demis is a former child chess prodigy, who finished his A-levels two years early before coding the multi-million selling simulation game Theme Park aged 17. Following graduation from Cambridge University with a Double First in Computer Science he founded the pioneering videogames company Elixir Studios producing award winning games for global publishers such as Vivendi Universal.

After a decade of experience leading successful technology startups, Demis returned to academia to complete a PhD in cognitive

neuroscience at UCL, followed by postdocs at MIT and Harvard, before founding DeepMind.

His research connecting memory with imagination was listed in the top ten scientific breakthroughs of 2007 by the journal Science. Demis is a 5-times World Games Champion, a Fellow of the Royal Society of Arts, and the recipient of the Royal Society's Mullard Award and the Royal Academy of Engineering's Silver Medal.



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# Mustafa Suleyman

Co Founder,  
Head of Applied AI

Mustafa Suleyman is co-founder and Head of Applied AI at DeepMind, where he is responsible for integrating the company's technology across a wide range of Google products. In February 2016 he launched DeepMind Health, which builds clinician-led technology in the NHS. Mustafa was Chief Product Officer at DeepMind Technologies, before the company was bought in 2014 by Google in their largest European acquisition to date. DeepMind was a leading AI company backed by Founders Fund, Li Ka-Shing, Elon Musk, and David Bonderman amongst others.

At 19, Mustafa dropped out of Oxford University to help set up a telephone counselling service, building it to become one of the largest mental health support services of its kind in the UK, and then worked as policy officer for then Mayor of London, Ken Livingstone. He went on to help start Reos Partners, a consultancy with eight offices across four continents specializing in designing and facilitating large-scale multi-stakeholder 'Change Labs' aimed at navigating complex problems. As a skilled negotiator and facilitator Mustafa has worked all over the world for a wide range of clients such as the UN, the Dutch Government and WWF.







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# Shane Legg

Co Founder,  
Chief Scientist

Shane Legg, PhD, Chief Scientist at DeepMind. Shane obtained his PhD from IDSIA in Switzerland, supervised by Prof. Marcus Hutter, the leading authority on theoretical models of super intelligent machines.

His thesis proposed a formal definition of machine intelligence, for which he was awarded the \$10,000 Canadian Singularity Institute research prize.

He spent a post doctoral year at the Swiss Finance Institute building models of human decision making, followed by two years at the Gatsby Computational Neuroscience Unit at UCL studying the algorithmic organisation of the brain. In 2011 he cofounded DeepMind with Demis Hassabis and Mustafa Suleyman.

After three years of rapid growth and a number of research breakthroughs, DeepMind was acquired by Google.



# Logos

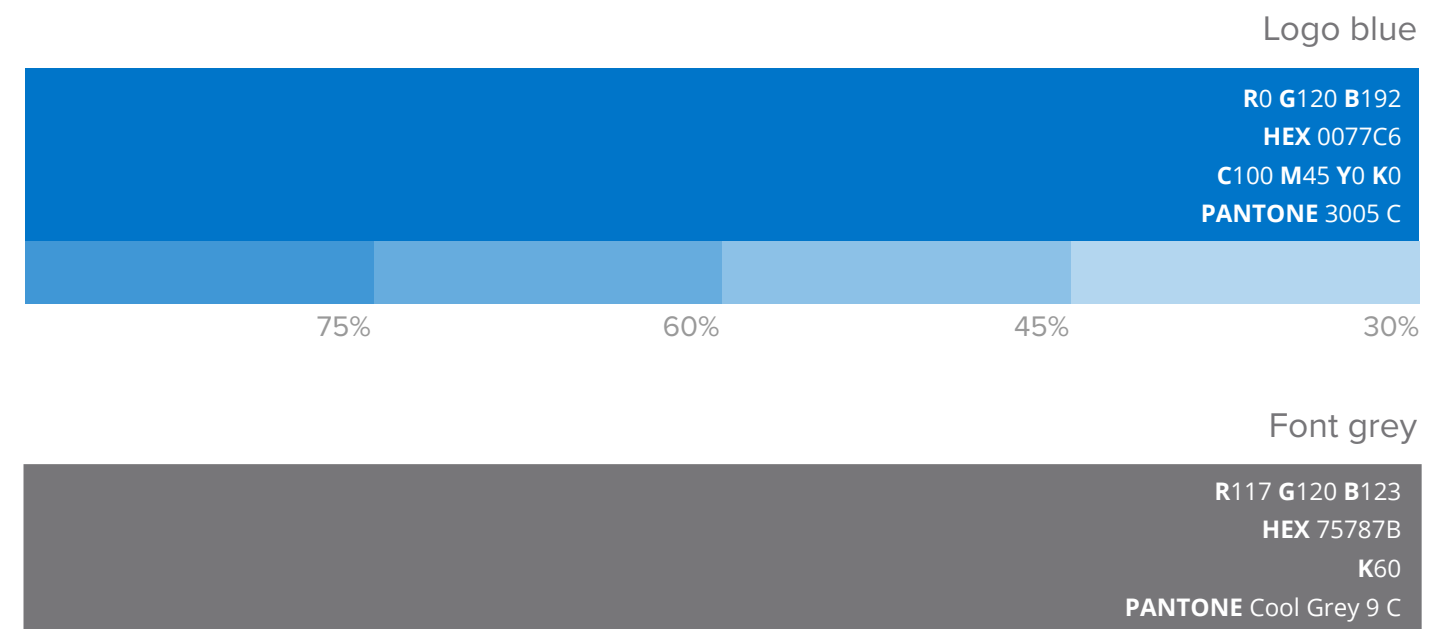
This is our primary logo. You will find .eps, .svg, .ai and .png versions of the logo in our press kit download [www.deepmind.com/press.html](http://www.deepmind.com/press.html)



**WHEN PLACING THE LOGO AVOID OTHER GRAPHICAL ELEMENTS OR TEXT ENCROACHING THE EXCLUSION ZONE (SHOWN HERE IN PINK).**

# Colour Palette

If preparing any materials using our colours please use the following palette.





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# Contact Us

All media enquiries to  
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