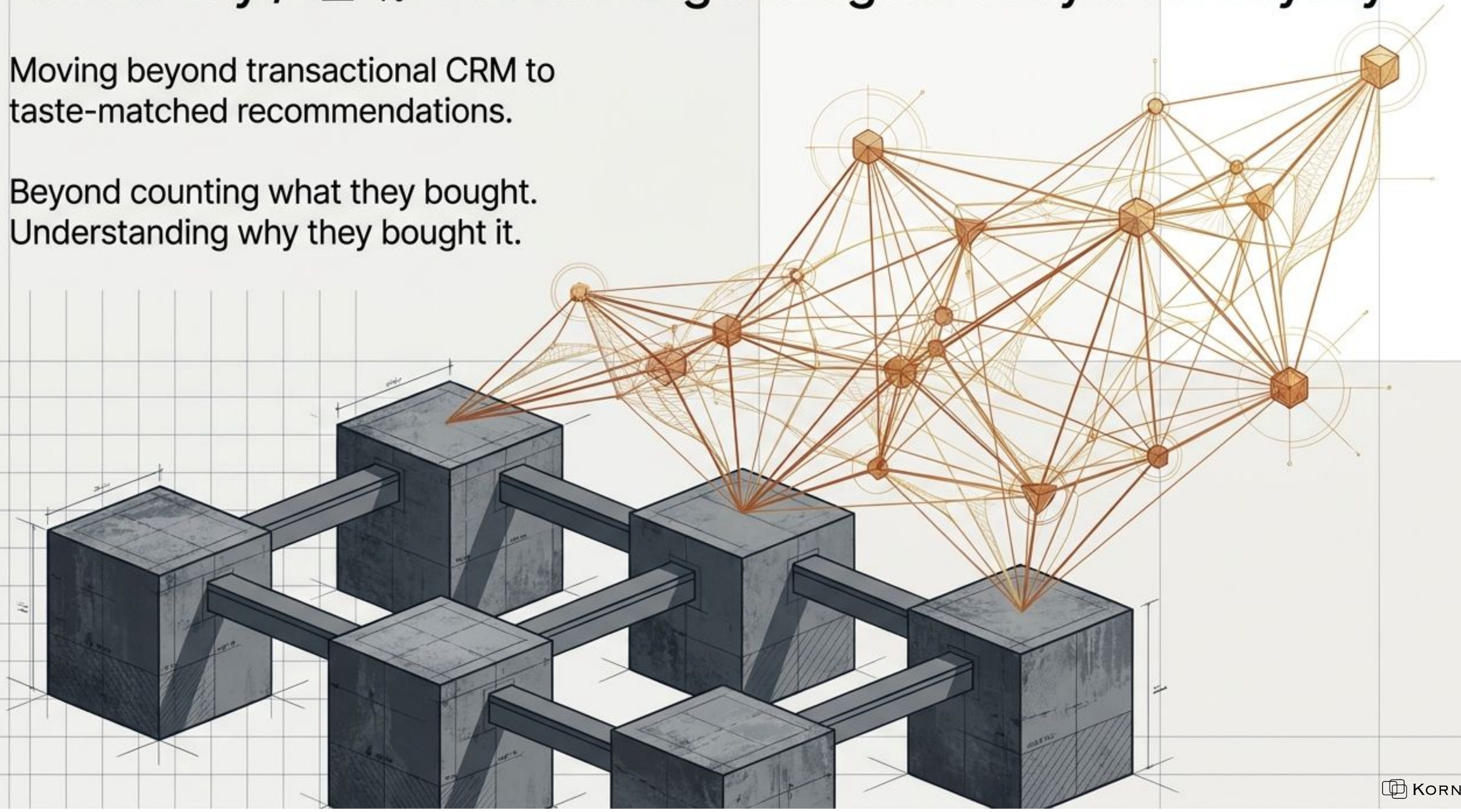


 **KORNERWAY** 鑑域

Kornerway / 鑑域: The Missing Intelligence Layer for Loyalty

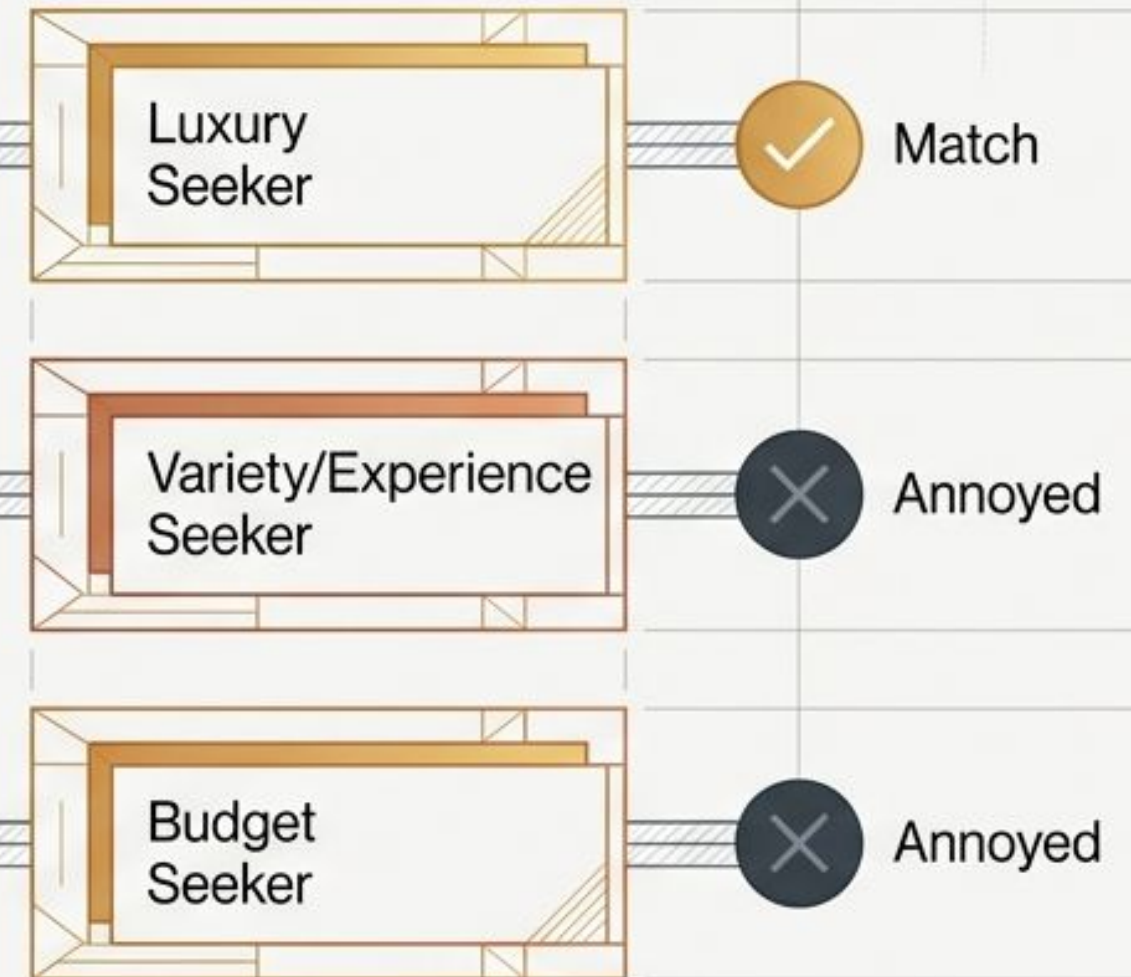
Moving beyond transactional CRM to taste-matched recommendations.

Beyond counting what they bought.
Understanding why they bought it.



The Average Fallacy of Personalization

Why standard personalization engines suppress engagement.



Core Insight:

Review platforms and CRMs treat food critics and first-time tourists as equal voices. They optimize for aggregate popularity, ensuring a one-size-fits-all ranking that is wrong for the majority of specific users.

The Traditional CRM Ceiling

What CRM Does Well

Automates Delivery

Logic: People who bought X also bought Y.



- Automated Emails



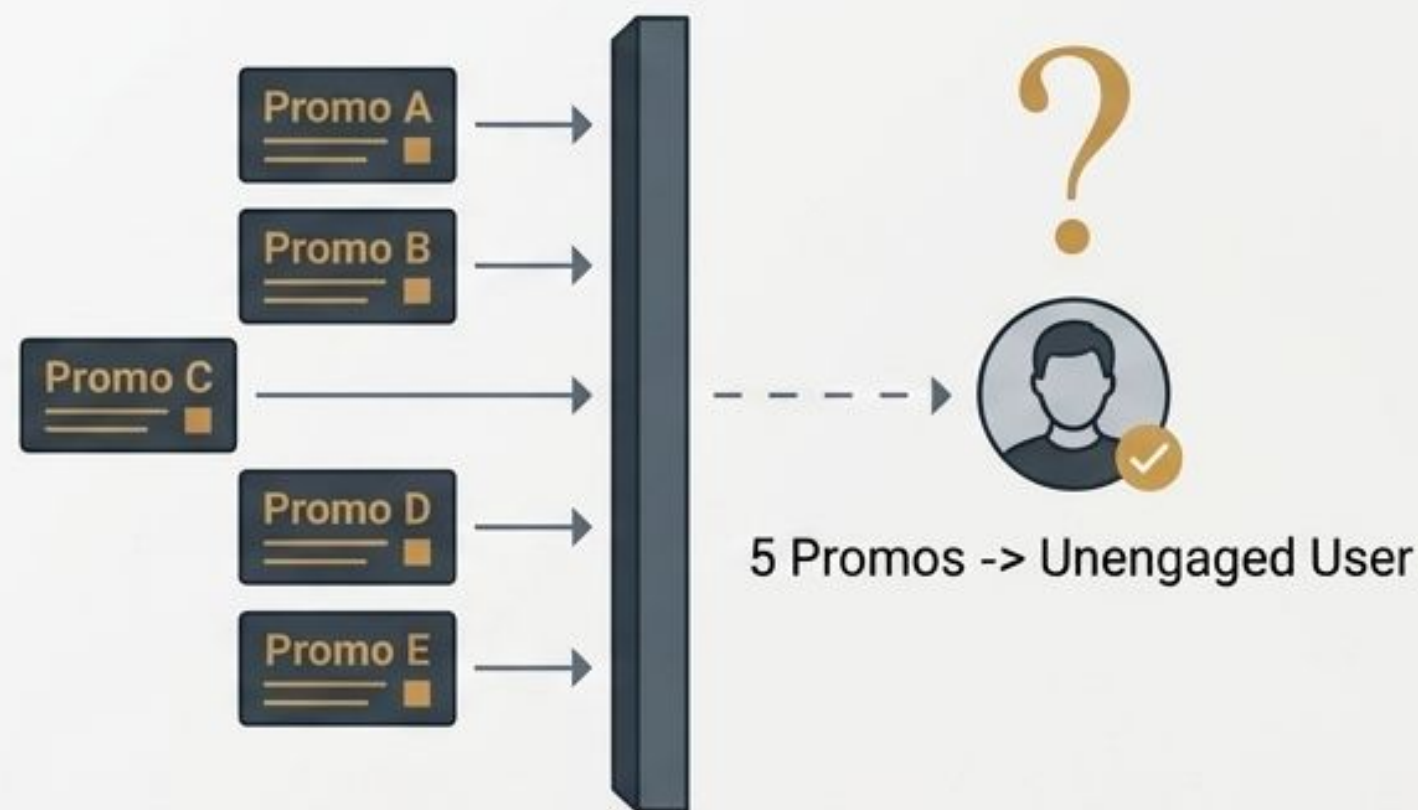
- Spend Tracking



- Demographic Segmentation (RFM)

What CRM Cannot Do

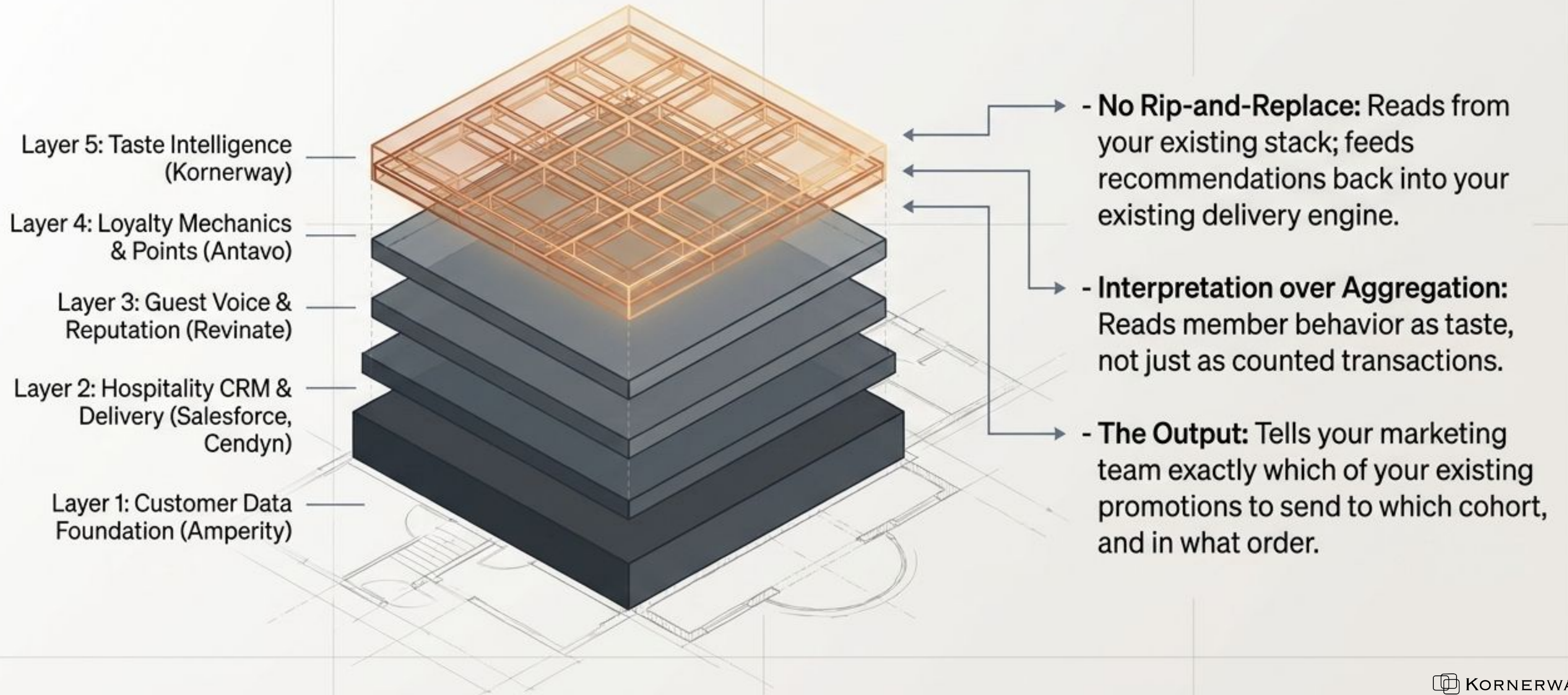
Guesses at Selection



Core Insight: Enterprises invest heavily in CRMs (like Salesforce) to manage transactional memory. They optimize the delivery of campaigns, but without behavioral interpretation, they rely on spraying all promos to broad demographic segments. They know who to email, but not what they will actually love.

Kornerway: Layer 5 Taste Intelligence

We are not a CDP or a CRM. We are the intelligence layer that sits above them.



The Body vs. The Brain: Operational CRM vs. Taste Intelligence

	Operational CRM (The Body)	Kornerway Taste Intelligence (The Brain)
Core Logic	CRM: People who bought X also bought Y.	Kornerway: People who value heritage dining trust Reviewer Z.
Data Usage	CRM: First-party structured data (transactions/clicks).	Kornerway: Unstructured behavioral signal and cross-platform attributes.
Segmentation	CRM: RFM tiers and demographics.	Kornerway: 10-dimensional taste cohorts (+234% precision over RFM).*
Output Focus	CRM: Generates email copy and automates send times.	Kornerway: Decides which of 5 promos an individual actually receives.

*validation on synthetic population

Salesforce tells you who to talk to. Kornerway tells you what they will actually love.

The Mechanic: Attribute-Decomposed Taste Vectors

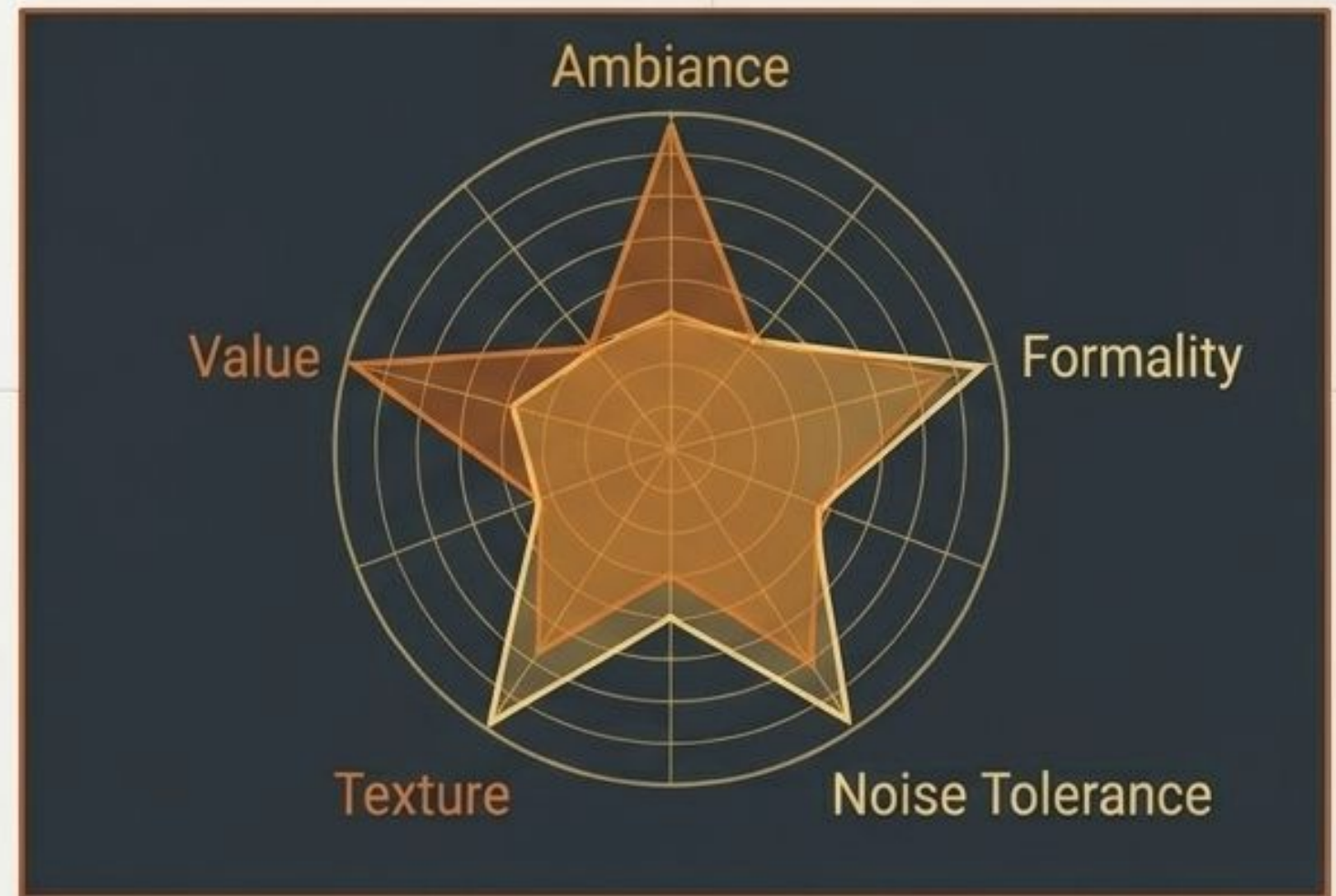
Moving from Who they are to Why they engage.

Traditional Demographic Persona



Core Process: Kornerway uses LLMs to decompose unstructured behavior (reviews, receipts, bookings) into a universal set of taste dimensions.

The Taste Vector



The Result: Two demographically identical users receive completely different recommendations based on their unique, 10-dimensional taste vectors.

The Moat: Trust Propagation & Cross-Domain Intelligence

Solving the Cold Start: Because trust propagates through shared taste dimensions (1°, 2°, and 3° degrees of trust), a member with only 6 receipts receives routing as specific as a member with 100.

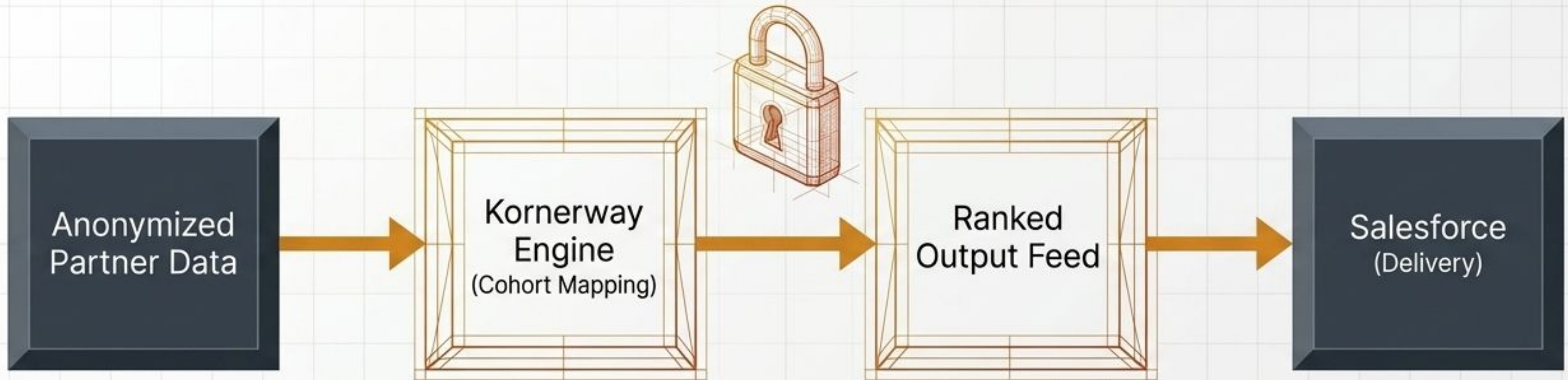
The Cross-Domain Advantage: A traveler's hotel preferences naturally inform their restaurant recommendations.

The Moat: Single-platform CRMs cannot see cross-domain behavioral patterns. The taste graph compounds across platforms, creating an intelligence network no single entity can replicate.



Additive Integration & Privacy by Design

No rip-and-replace. No PII required. No pricing manipulation.



- **Seamless Flow:** Kornerway outputs a ranked recommendation list; your existing CRM instance delivers it.

- **K-Anonymity** ($k \geq 100$): Individual member identifiers never leave the partner's VPC. Cohort intelligence is static and mathematically shielded.

- **Defensible Personalization:** Recommends taste matches rather than dynamic pricing, fully protecting against the legal and reputational risks of surveillance pricing.



kornerway.ai