



Better information

There's a lot of information on the Web, and on corporate Webs. But because Knowledge Genes[®] know **WHAT** you are trying to understand, **WHY** and **HOW** they can more intelligently find the most relevant information.

Information from the Web or corporate web is automatically indexed into each Knowledge Gene so that your information map (schema) is automatically 100% aligned with your mind map, giving you faster and more effective information access.

1 View a list of relevant documents

When viewing or building a Knowledge Gene, click the 'Web' tab to show a list of relevant documents:

- These documents will help fill the gaps in your knowledge as you build your mind map.
- And when your map is finished, they will still be there - helping you with further background information.



Similarly, click the 'Genes' tab to show a list of Knowledge Genes[®] other people have published on this subject.

2 Refine the context to get even more relevant documents

As you navigate around the Knowledge Gene (by clicking on **WHATs**, **WHYs** and **HOWs**) the documents change because the specific context you are interested in changes. In the example below, the documents are listed for *Review Financials* in the context of *Review Investment Opportunity* (i.e. the **WHY**).

The screenshot shows a search interface with two main boxes: 'Review Investment Opportunity' and 'Review Financials'. A blue arrow labeled 'HOW' points from the first box to the second. Below these is a box labeled 'And' containing 'Consider'. A large box titled 'Indexed Documents' lists three results:

- Investment Opportunities**
Investment Opportunities Reviewed: Learn about Stock, Options, and ... Stock Trading Prog...
<http://www.reviewopedia.com/investment-opportunities.htm>
- Insurance and Financial Reviews**
You deserve to know exactly what you're getting with your insurance coverage and investme...
<http://www.countryfinancial.com/SiteController?usi=WhyChooseCountry/reasonsToChooseCountry/InsuranceAr>
- Portfolio & Investment Strategy Review - Financial Advice**
Find information on whether your portfolio and investment strategy is still suitable in the vol ...
<http://www.2020directinvest.com.au/investment-opportunities/investment-strategy.aspx>

Select a **WHAT** into a Knowde to further refine the context of the documents listed for a Knowde. In the example below, the documents are refined to be in the context of *IBM*.

The screenshot shows the same search interface as above, but with 'IBM' selected as a 'WHAT' under the 'Review Investment Opportunity' box. The 'Review Financials' box is now dashed, and the 'Indexed Documents' box shows refined results:

- IBM - Business Intelligence & Financial Performance Management**
Business Intelligence & Financial Performance Management. IBM Cognos Professional ... sol...
<http://www.ibm.com/cognos/services/>
- IBM Press room - 2008-10-10 Socially Responsible Investing: Investment ...**
IBM Press Room - IBM (NYSE: IBM) is providing consulting services to help Boston-area fina...
<http://www-03.ibm.com/press/us/en/pressrelease/25408.nss>
- financial and ibm corp. and investment Resources | ZDNet**
... articles, and blog posts relating to financial and ibm corp. and investment ... Desktop Lin...
<http://updates.zdnet.com/tags/financial+and+ibm+corp.+and+investment.html>