# Innovation

# Algorithmia

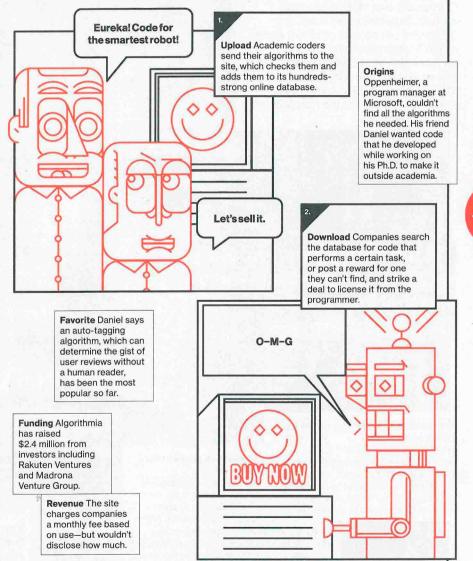
#### Form and function

Algorithmia is a marketplace where companies can buy small pieces of code or whole programs created by academics, ranging from language-recognition functions to analytics for Web traffic or predicting user purchases.

**Innovators** Kenny Daniel and Diego Oppenheimer

### Ages Both 30

Co-founders of year-old Seattle startup Algorithmia, which has four full-time workers



## **Next Steps**

Algorithmia is in beta and likely will be launched by yearend. For now, Daniel and Oppenheimer are reaching out to universities to develop formal partnerships and bolster their database. "We see it as a way of crowdsourcing artificial intelligence," Daniel says. "We want to bring together algorithms that do image processing and language processing and hopefully build a more intelligent system." —Olga Kharif