



U N R A V E L



Who are we?

Unravel is:



- An early-stage start-up based in Blackrock
- Built on years of experience in automated testing, analytics, and security
- Going to change the way the web is used



What problem are we solving?

Testing for the web is broken



- Just 29% of functional testing activities for the web are automated*
- User journey testing is non existent
- The user journey is revenue critical
- Intelligence led QA and testing remove friction and accelerate revenue growth

*World Quality Report 2016-17, by Capgemini, Hewlett Packard and Sogeti

User journey testing does not exist



- Selenium tests are slow to write and break easily
- Testing functionality covers individual pieces of the user journey and is not holistic
- Current testing uses mocked systems
- Test infrastructure requires resource to build
- Pressure to get to market means testing can be restricted or ignored

Competitive landscape



Internal developer teams

- Developers writing Selenium tests or similar [slow, brittle, expensive, false positives]

Test recorders

- SmartBear, TestComplete, Telerik Test Studio
- [brittle, false positives]

SQL-Query-builder style products

- SmartBear, TestComplete, Endtest - [slow, brittle, false positives]



How are we doing it?

Unravel tests:



- Are written in English (only, for now)
- Are interpreted and executed without writing code
- Run on our infrastructure



Unravel uses:

- NLP for natural language intent recognition
- Decision trees and CV for element classification
- Expert systems for handling common complex scenarios



Unravel provides:

- Resilient tests that don't break on every DOM change
- English-language reports describing exactly where a test failed
- Video of the text running
- Performance statistics
- Analytics and advertising testing
- Malware and security testing
- Default profiles for common test data (human profiles, credit card data, valid US/EU addresses, travel details, driver's licences, etc)



What's in the future?



Unravel plans:

- Launch our API & IDE
- Gain more training data from real-world usage
- Improve trained ML & expert systems to cover real world usage
- **Enable browsing the web by intent**

Unravel contact details:



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