

The Establishment of Neural Opt LLC: SEO Tools and Marketing Support through Data Science



Chofu, Tokyo Jul 2, 2024 ([IssueWire.com](https://www.issuewire.com)) - We are pleased to announce the establishment of Neural Opt LLC (株式会社ニューラル・エイト) on May 2, 2024. Based in Shibuya, Tokyo, and led by CEO Yuri Suzuki, Neural Opt specializes in the research and development of SEO tools utilizing deep learning models such as BERT and statistical methods, as well as providing data science-driven marketing support.

1. Background of Establishment

Neural Opt was founded with the aim of optimizing everything through science.

Take marketing, for instance, which has long been considered more of an art.

While marketing is beginning to be understood through scientific approaches such as statistics, in practice, only simple statistical methods like hypothesis testing and linear regression analysis are commonly used, except in a few companies that actively leverage data science.

Advanced mathematics and data science methods, such as nonlinear regression analysis, Bayesian statistics, and optimization using machine learning, have yet to fully penetrate practical applications in the industry.

The main reasons why data science is not widely utilized in marketing in Japan are twofold.

The first reason is the scarcity of talent who can simultaneously understand both science and marketing. The second reason is the enormous resources required to build a system for collecting and processing data.

To overcome these two challenges, Neural Opt LLC was established. Our mission is to develop cutting-edge tools and systems that make advanced science accessible to everyone and to provide marketing support utilizing data science, addressing the crucial issue of integrating data science into practical use.

In our first year, we plan to focus our services on Japanese Localization and International SEO.

* International SEO: Outbound service for domestic Japanese companies seeking digital marketing service for their overseas expansion

2. Tools and Systems Currently in Development

We are currently developing SEO tools that incorporate features based on BERT (Bidirectional Encoder Representations from Transformers), a deep learning model for natural language processing announced by Google in 2019, along with statistical methods and data science techniques.

3. Our Mission

Optimizing Everything Through Science

4. Meaning Behind "Neural Opt"

- "Neural": Derived from "neural network," a mathematical model representing the neural circuits of the human brain, used in machine learning and related to sciences like statistics. We chose this term for its association with our mission and its relatively high recognition in the field.

- "Opt": Taken from the beginning of "Optimization," reflecting our mission to "Optimize Everything Through Science."

5. Meaning Behind the Logo

The curve above the "n" in our logo resembles the standard sigmoid function, a type of activation function used in neural networks for AI and machine learning applications.

Mathematically represented as $f(x) = \frac{1}{1 + e^{-ax}}$ (where $a > 0$), this function transforms input values into a range between 0 and 1 for output.

We chose this design for our logo because the standard sigmoid function is historically significant as one of the oldest and most widely used activation functions in neural networks. Its distinctive and universally recognized shape ensures high visibility and reflects our commitment to AI and data-driven solutions.

Company Profile

- Company Name: Neural Opt LLC. / ?????????????
- Website: <https://neural-opt.com/>
- Incorporation Date: May 2, 2024 (Reiwa 6)
- Email: info@neural-opt.com
- Corporate Number: 6011003019054
- Business Activities:
 1. Various information provision services utilizing the internet
 2. Planning, production, sales, operation, and management of websites
 3. Planning, production, sales, operation, and management of e-commerce sites
 4. Planning, development, sales, and maintenance of computer systems
 5. Planning, production, sales, operation, and management of various application software
 6. Various marketing services
 7. Consulting services related to investment and business expansion overseas
 8. Any other business related to or associated with the above
- Address: 2-12-7 Matsutaro, Shibuya-ku, Tokyo 107, Japan

Media Contact

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Source : Neural Opt LLC.

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