

Next Generation “Content to Rules” Capability

A Proposal to
Crowd Source a Step Change in the Corporate Secret Sauce

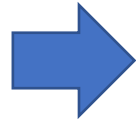
Kevin Boettcher

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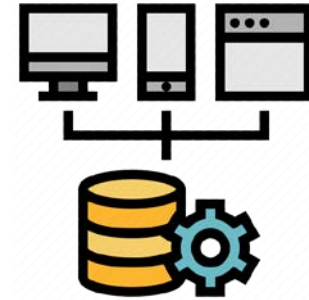
Business Context



Government
Sources of
Sales Tax
Content



Corporate
Secret
Sauce



Tax Calculation
Engine with
executable tax rules

Inside the Secret Sauce



- Situation: non scale-able, largely manual process, subject to errors to map tax law to executable rules
- Challenge: existential threat to business viability

Proposal

- Plausible Hypothesis:
 - Natural Language Processing and Machine Learning technologies are capable of finding and transforming tax content into executable rules
- Approach:
 - Put the question to the Crowd
- Elements of proposal outlined in the following slides:
 - Problem Formulation
 - Governance
 - Incentives



Problem Formulation

- **Givens:**

1. Content Sources: dozens of URLs that point to jurisdiction taxability specifications
2. Corresponding tax rules, represented in excel table format

- **Challenge Task:**

- Produce the excel table for the content sources using machine processing only



Governance

- Constraints on Contestants
 - Non-disclosure of proprietary excel format for tax rules
 - IP ownership of winning solution(s) is with contest sponsor
- Explanation assistance available on excel format for tax rules, with questions and responses shared with all contestants
- Contest period: 90 days
- Judging Criteria
 - Performance with content sources provided (65%)
 - Performance with content sources that are similar jurisdictions but are held back, and for which there are known tax rules (25%)
 - Performance on new content sources (10%)

Incentives

- Cash prize of \$500K (TBR)
- Awarded to two best performing submissions
- Minimum performance required:
 - 90% on content sources provided

Contest Design Challenges yet to be Addressed

- Non-disclosure risk
- Finding the right crowd to present challenge to
- Right-sizing the incentives