

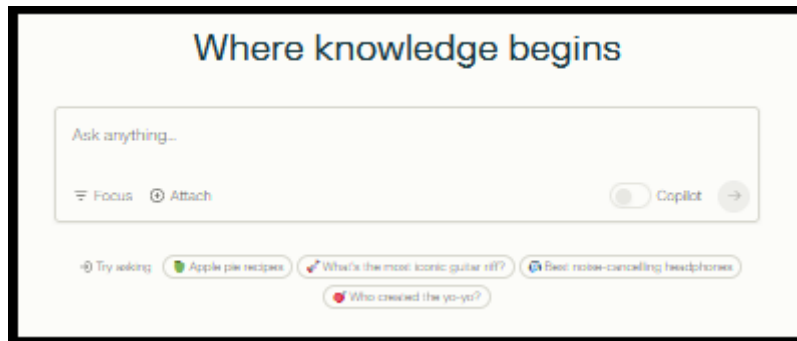
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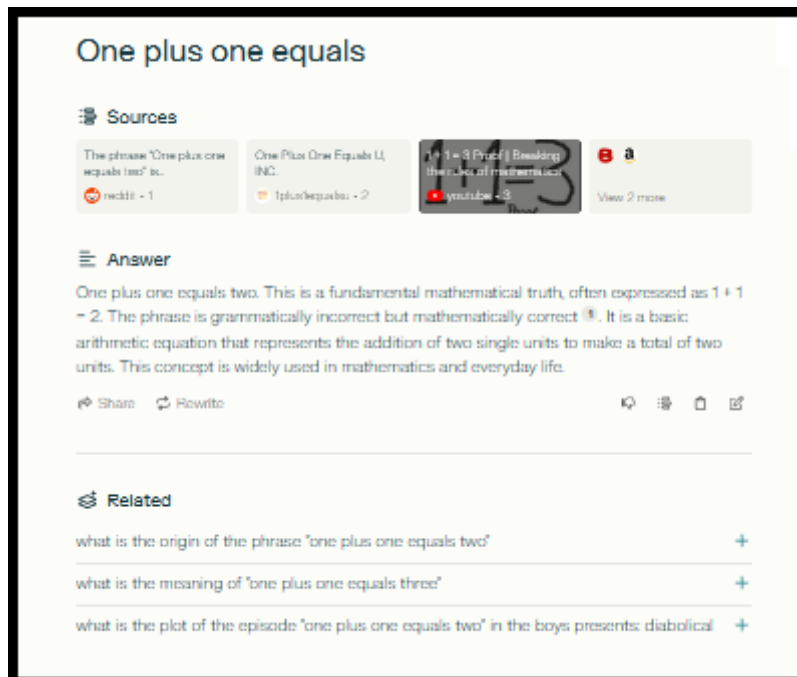
Perplexity search engine



According to an [article draft](#) at Wikipedia, Perplexity is a conversational search engine and information discovery platform. Its four founders in August 2022 were: *Aravind Srinivas, Denis Yarats, Johnny Ho, and Andy Konwinski.*



As of January 2024, the project has raised over \$100,000,000.00 in funding. How does it work? It uses AI to provide direct answers to questions instead of links, supplied by traditional search engines, while displaying a list of its sources and related information. Could it reduce reliance on regular search engines? Could this be the concept that succeeds where others have failed? As it navigates through uncharted waters, will they be the ones to capture a modest share of the online search market held by a dominant market leader?



We don't know yet. However, this initiative is likely to have the attention of a number of powerful and influential people; who are generously funding the project. The traffic reports thus far are not discouraging with 53 million

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visits and that's just in the month of November 2023, an impressive figure considering it hasn't been promoted, aside from word of mouth and buzz on popular social networks. But, despite this organic popularity and an impressive \$520,000,000.00 valuation, its operational budget remains relatively lean. The question posed about this promising, well funded initiative remains unanswered: Is Perplexity going to be the future of online search?



Perplexity also has an informative [news feed](#) that some folks may find useful.

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press releases called Flooring Updates.

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