



PLUGANDPLAY

SILICON VALLEY  
SUMMIT

NOVEMBER 18-20 2025

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# BRAND & RETAIL EXPO

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**SPEAKER**

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**Kristen Rodgers**

Director of Brand, Retail, Media and Ad  
*Plug and Play Tech Center*

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9:00 AM

**Opening Remarks**

9:10 AM

**Keynote:** Fiona Tan, CTO, Wayfair

9:40 AM

**Startup Pitches**

10: 20 PM

**Awards and Announcements**

10: 25 PM

**Closing Remarks**

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OUR TEAM

DIRECTOR



Kristen

PARTNERS



Benjamin



Chandler

VENTURES

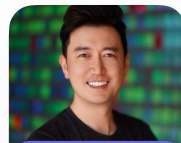


Ignacio

PROGRAM



Curtis



Emery



Thomas



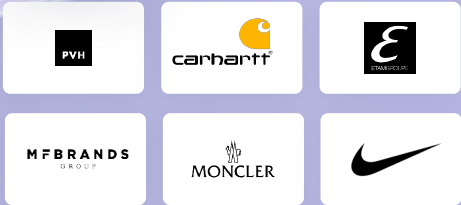
Sophia

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## THANK YOU, PARTNERS

### FASHION & LUXURY



### FMCG



### FOOD SERVICE



### SERVICES



### DEPARTMENT & SPECIALTY



### BEAUTY



### QSR



Please note:  
Not all partners  
work publicly  
and disclose  
their logos

### BRAND & RETAIL GLOBAL FOOTPRINT



**60+ GLOBAL LOCATIONS**   **20+ COUNTRIES**   **5 CONTINENTS**

Brand and Retail Hubs

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**BRAND & RETAIL FOCUS AREAS**

Applications

**Omnichannel /  
Connected  
Commerce**

**Asset  
Protection /  
Shrinkage**

**Store of the  
Future**

**Customer  
Service**

**Customer  
Loyalty**

**Retail Media  
Networks**

**Creator and  
Social**

**Employee  
Attraction &  
Retention**

**Upskilling /  
Reskilling**

**Traceability**

**Inventory  
Management**

**Fulfillment**

**Commerce  
Enablement /  
Infrastructure**

**Sustainability /  
ESG**

Technologies

**Digital Twins**

**Computer Vision**

**AI / Generative AI**

**Robotics &  
Automation**

**Edge Computer &  
IoT**

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BATCH 24 FOCUS AREAS

Next-Gen Marketing



Customer Journey Optimization



Data-Driven Insights



Physical AI



Agentic Operations



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PROGRAM HIGHLIGHTS

Batch 24 Selection Day



Innovation Tours +  
Corporate Roundtables



85+ Corporate / Startup  
Summit Meetings



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## THE MARKET IMPACT

\$96.1 B

Projected AI in Retail Market by 2030

### From Experiment to Essential

This growth signals a fundamental shift in the industry. AI is no longer a futuristic experiment, but an essential core component of a modern retail strategy. Retailers are moving from asking "if" they should adopt to "how fast."

TOP AI TRENDS IN RETAIL



**Hyper-Personalization**

Moving beyond names. AI delivers real-time, 1:1 product recommendations and marketing based on browsing and purchase history.



**Agentic Commerce & AI Assistants**

Generative AI-powered "agents" that provide human-like style advice, answer complex questions, and even complete purchases.



**Smart Stores & Visual Search**

Using computer vision for cashier-less checkouts, real-time inventory, and allowing customers to "search with their camera."

DEEP DIVE: AGENTIC COMMERCE

What's Changing

**People are asking AI to shop for them:** "Find me a birthday gift for my dad who loves golf," or "Restock my weekly groceries with a focus on vegan-friendly substitutions"

AI agents are making product recommendations, checking availability and **taking over the duties we don't like doing**, like price comparison, negotiation, etc.

The Impact

**Loss of Direct Traffic:** Shoppers may never visit your site directly, the AI agents will do it for them

**Commoditization Risk:** Agents prioritize structured data (price, reviews, availability), potentially turning **brand loyalty into a battle of best utility**



## DEEP DIVE: GEO

### What's Changing

Shoppers are moving away from traditional search engines in favor of ChatGPT, Perplexity, etc.

Instead of searching *"best hiking boots 2025"* in Google, shoppers are asking ChatGPT: *"What are the best waterproof hiking boots for women under \$150?"*

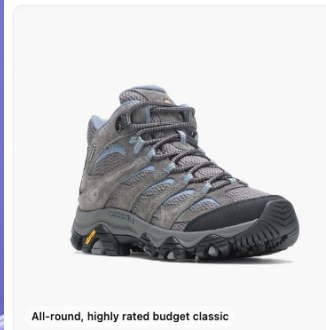
### The Impact

**Product data must be structured and rich** so that AI can surface the right products. Descriptions, images, attributes, pricing information all feed into AI-driven discovery.

**Brand Storytelling:** LLMs don't use list items they recommend with context and credibility.

What are the best waterproof hiking boots for women under \$150?

Here are some of the **best waterproof hiking boots for women under \$150**, based on expert reviews, real-world user feedback, and current deals:

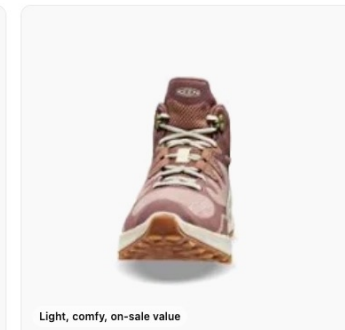


All-round, highly rated budget classic

**Women's Moab 3 Mid Waterproof Hiking Boots**

**\$112.50**

Whittaker Mountaineering



Light, comfy, on-sale value

**KEEN Zionix Mid Waterproof Boots**

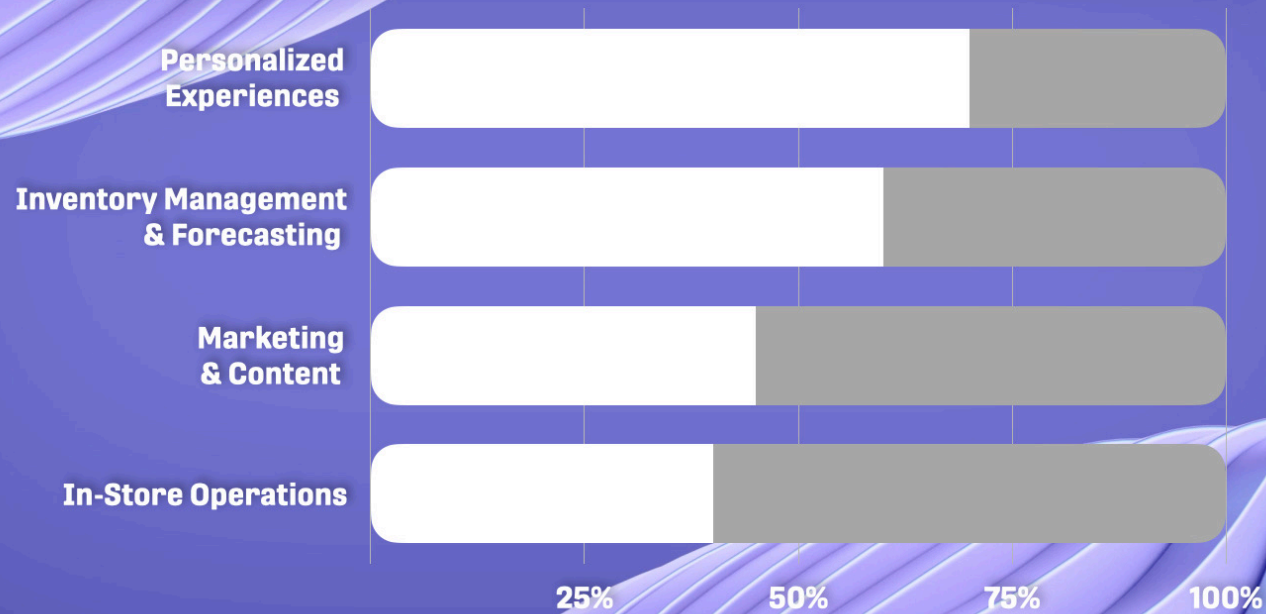
**\$69.99**

Sierra + others

★ 4.6

ChatGPT chooses products independently. [Learn more >](#)

# TOP AREAS FOR AI ADOPTION



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# KEYNOTE

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KEYNOTE SPEAKER

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**Fiona Tan**

Chief Technology Officer  
*Wayfair*

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# Designing the Next-Gen Shopping Experience

**Fiona Tan**  
CTO, Wayfair

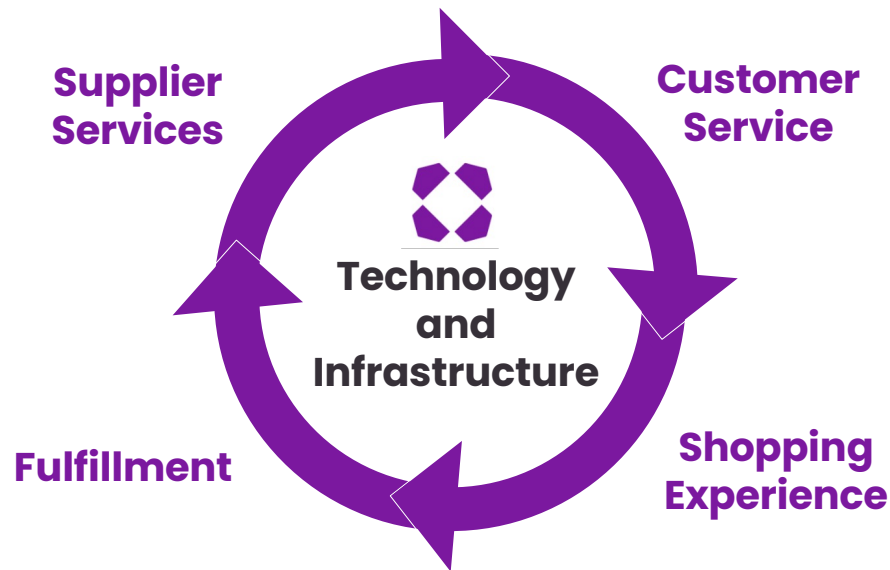


We are an e-commerce platform  
**exclusively focused on the home**



**Suppliers:**  
**>20K**

Wayfair partners with our suppliers to drive growth via our platform



**Customers:**  
**>21M active and growing**

Wayfair offers its customers a 1P experience that enhances and unifies every step of shopping for the home

We bring together suppliers and customers. Our technology and services create market-leading experiences for both.



## Shopping for the Home Online is Different



Understanding what our **>21 million active customers** mean



Consistency across **>20k suppliers** and understanding of **30+ million SKUs** in our catalog



## Our AI Foundation is a decade in the making

### Our business was built on ML/AI:

10+

- Marketing
- Search & Relevancy Models
- Personalization & Recommendation Engines
- Logistics & Supply Chain Optimization
- Merchandising & Catalog Structuring

# We are enabling **new Gen AI** powered capabilities.



**Search, Recs & Personalization**



**Marketing**



**Merchandising**



**Pricing**



**Supply Chain**



**Sales & Service**



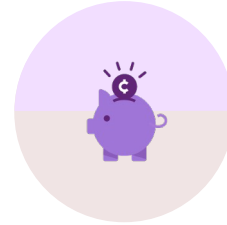
**Decorify  
Muse**



**Developer  
Assist**



**Tech  
Transformation**



**Finance &  
Accounting**



**Product  
Safety**



**Talent**

 Over a decade of ML and AI  Gen AI

## Our Dual-Pronged “Commerce Engine” Strategy



### Be the Premier Destination (Build)

- ★ Build deep, competitive moats for our own properties
- ★ Ensure site & app remain the premier ‘home’ destination
- ★ Our Competitive Moats:
  - Proprietary data & personalization
  - Selection & fast delivery
  - Trust programs (eg. Wayfair Verified)

### Power the Ecosystem (Integrate)

- ★ Be where our customers are; a new, additive growth channel
- ★ Position our catalog as the “first party truth” for ‘home’
- ★ Integrate data (selection, price, delivery) with AI partners
- ★ Make our catalog fully transactable on third-party surfaces

**Be the Premier  
Destination for Home**



## Inspire

AI driven visual experiences to drive inspiration

## Engage

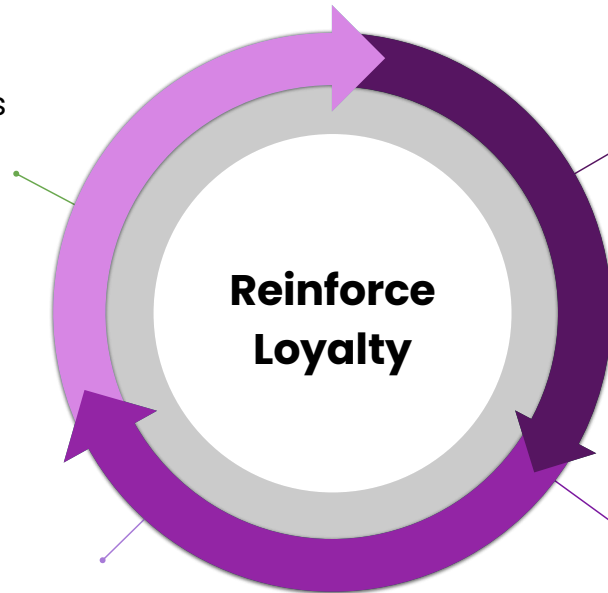
Customers explore AI driven experiences and interact more

## Personalize

Enable 100% context aware personalization tailored to each individual customer across the customer journey

## Learn

Capture rich customer insights and scale personalized experiences with advanced modeling and tech

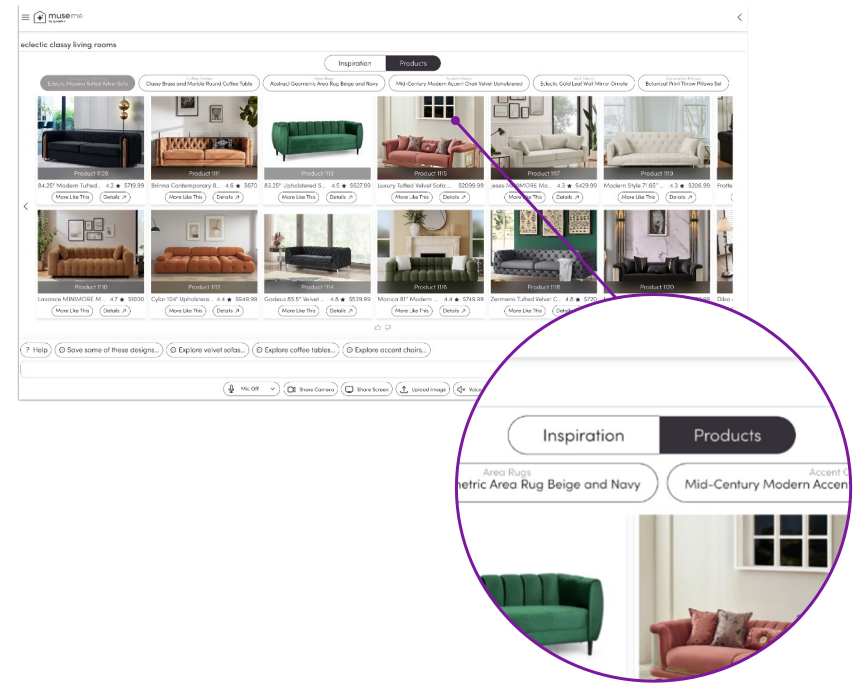
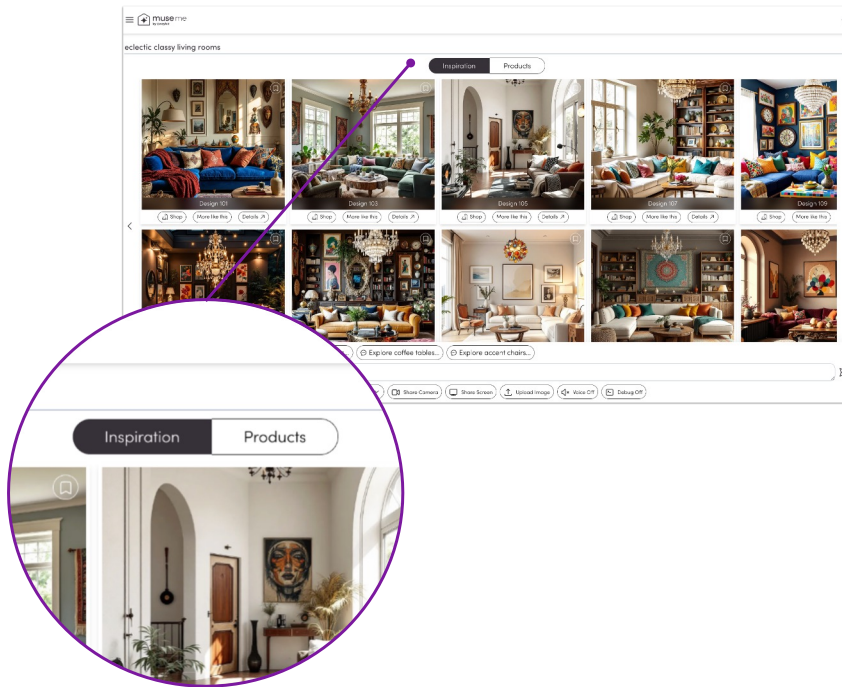




# Inspire: We are prototyping a copilot for Design



## An AI Design & Product Discovery Partner to our customers



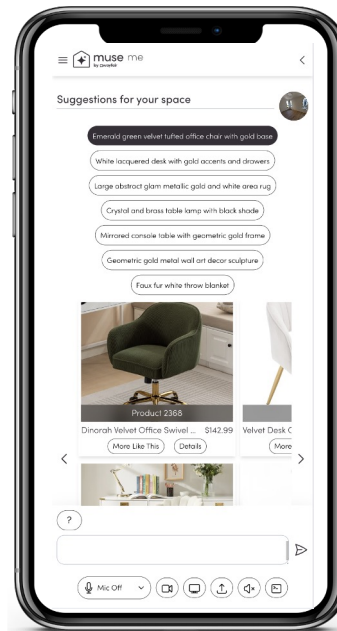
# Inspire: We are prototyping a copilot for Design



Input Image



Inspiration



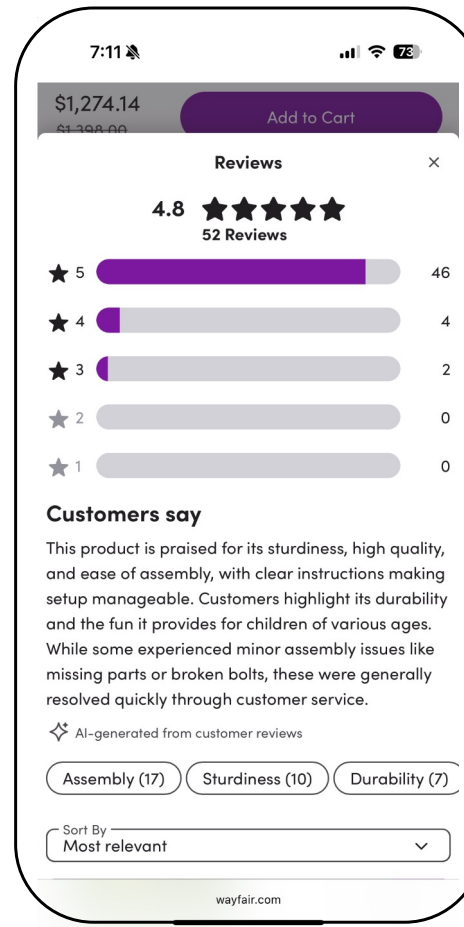
Output Image



## Engage: We're expanding AI powered customer review summaries



- **Helps customers see at a glance what other real customers commented on** (whether positive, mixed sentiment, or negative)
- Concise review summaries are created for all SKUs that have 10+ reviews with comments
- Frequently-mentioned themes are highlighted as filters that customers can click to see full reviews
- **Improved conversion (+0.50%, +\$4M GRS) and reduced bounce rate (-0.13%)** on Wayfair, indicating it aids customer decision making

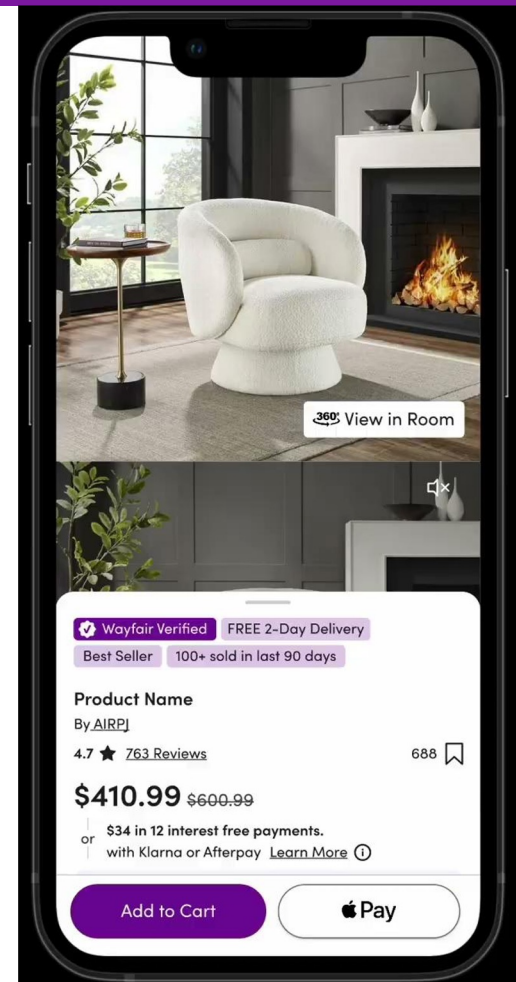


## Engage: We're making our product page more immersive and engaging



### We're making our product page more immersive and engaging

- We're helping customers understand why they should buy from us by leveraging **Wayfair Verified content** and our own **user generated content along** to quickly build customer trust in purchasing from Wayfair
- **AI will play a huge role** in helping summarize **key product attributes, user sentiment, verified "why we love" it**





## Strong model foundation

State-of-the-art models amplify our understanding of customers and products

Proprietary foundation model transformer deeply personalizes most relevant SKUs

Product understanding enriched with data from merchandising and science teams

## Updated architecture

Highly flexible schema will enable any strategy to be used on any page, with any context

Modular building blocks decouple product strategies from UX modules

## GenAI acceleration

GenAI enhances product understanding and accelerates testing of copy and imagery

GenAI copy and imagery used in Product Listing Ads and email subject lines

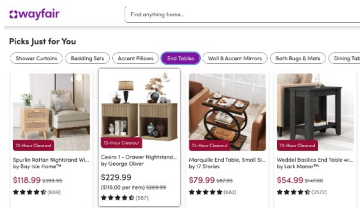
Semantic search is powered by GenAI product attributes and multi-modal capabilities

# Personalize: Across the customer journey

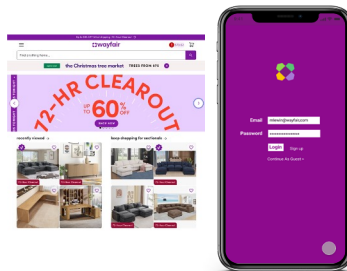


## “Wayfair just gets me”

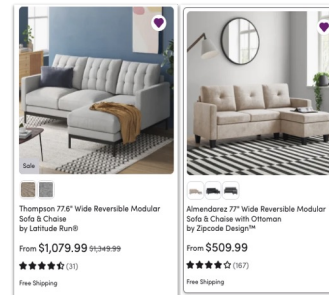
100% Personalized  
email &  
notifications



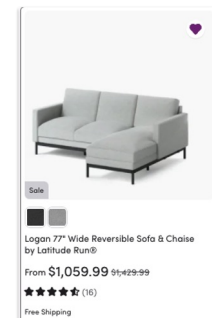
100% Personalized  
Home Page



100% Personalized  
Search



100% Personalized  
PDP



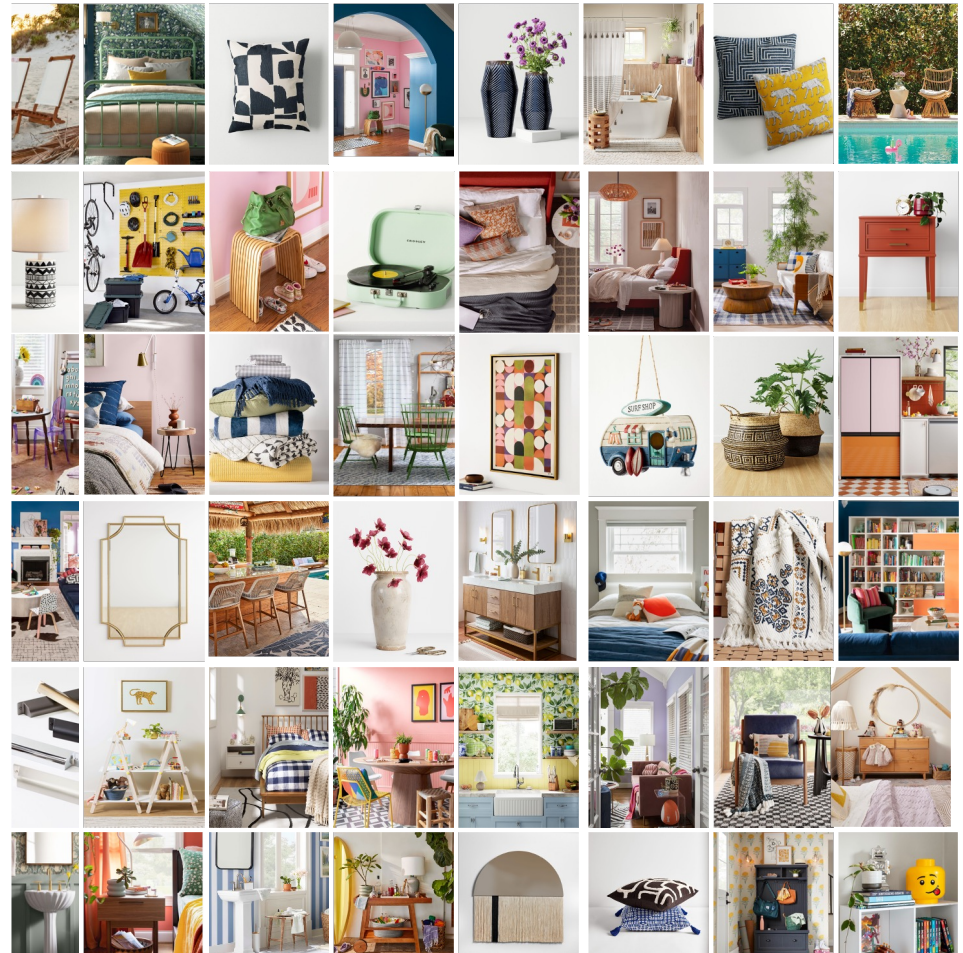
**Personalization helps us inspire, engage, build trust, retain customers and increase share of wallet to drive long term customer lifetime value**

# Understanding our Products: The Foundation



## Enriching the Catalog with AI

- **A Universe of Choice:** Navigating >30 Million unique products for the entire home.
- **Diverse Supplier Ecosystem:** Integrating data and inventory from >20,000 global partners.
- **The Information Challenge:** Managing immense variety in product types, styles, specifications, imagery, and supplier data feeds daily.
- **Critical Customer Impact:** Accurate, rich, and consistent product information is the bedrock of effective search, personalization, and purchase confidence.
- **Beyond Manual Scale:** Traditional methods simply cannot maintain the quality, depth, and consistency required across this vast and dynamic catalog.
- **The AI & Gen AI Imperative:** Essential to structure, enhance, and unlock the true value of our product catalog – turning complexity into a competitive advantage.





### Enhancing Discoverability & Filtering

AI automatically generates & tags key product attributes (e.g., Color, Material, Style) from descriptions and images.

Gen AI-created data powering site filters

### Ensuring Accuracy & Completeness

Leveraging Gen AI (text & multimodal) to identify inconsistencies and suggest corrections for critical data like dimensions.

### Leveraging Deep Product Understanding (Multimodal AI)

Deployed Wayfair's fine-tuned Catalog Multimodal Foundation Model - specialized for home goods.

# Driving Customer Lifetime Value through Seamless Support

**AI powered service agent assist features to enhance agent productivity**

**Reduction in Average Handle Time**

**Scaling customer support with Gen AI-powered agent**

**Reduction in Live Agent Calls**

**AI-enabled agentic system for triaging and solving supplier tickets**

**Reduction in Ticket Response times**

# Powering the AI Ecosystem



## Win in GEO

- Compete in the next frontier of search
- Optimize for AI selection & recommendation, not just discovery



## Provide “First-Party Truth”

- Deeply integrate our specialized catalog with AI platforms
- Ensure accurate representation of our products
- Provide foundational “truth” on selection, price and delivery



## Enable Seamless Transactions

- Move beyond discovery to full-funnel transactions
- Build robust commerce APIs (cart, checkout, payment) for third-party integration
- Own the post-order experience (service, delivery) to ensure customer trust



# Key Takeaways



- ✓ **AI is powerfully accelerating E-Commerce**
- ✓ **Specialization is essential for GenAI in 'Home'**
- ✓ **Our Commerce Engine strategy is two-fold: Build & Integrate**
- ✓ **Our foundation is built for agility and acceleration**

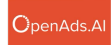
The logo consists of a white icon on the left, which is a stylized diamond shape composed of six smaller diamonds arranged in a hexagonal pattern. To the right of this icon is the word "wayfair" in a white, lowercase, sans-serif font. A registered trademark symbol (®) is located at the end of the word.

wayfair®

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BATCH 24 PROGRAM



**Stephanie Be**

**Workshop:**  
*Positioning with Purpose*



**Diana Block**

**Workshop:**  
*Go-To-Market Strategy*

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## STARTUP PRESENTATION



### Firsthand

Firsthand operates as an AI agent platform built for brands & publishers.

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# Build Presence in the AI Era with Brand Agents

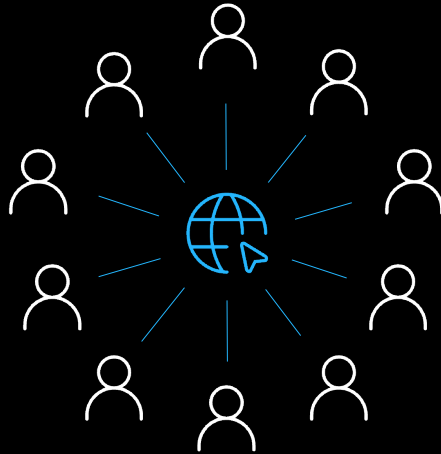
November 2025

Firsthand Labs, Inc. Proprietary  
and Confidential

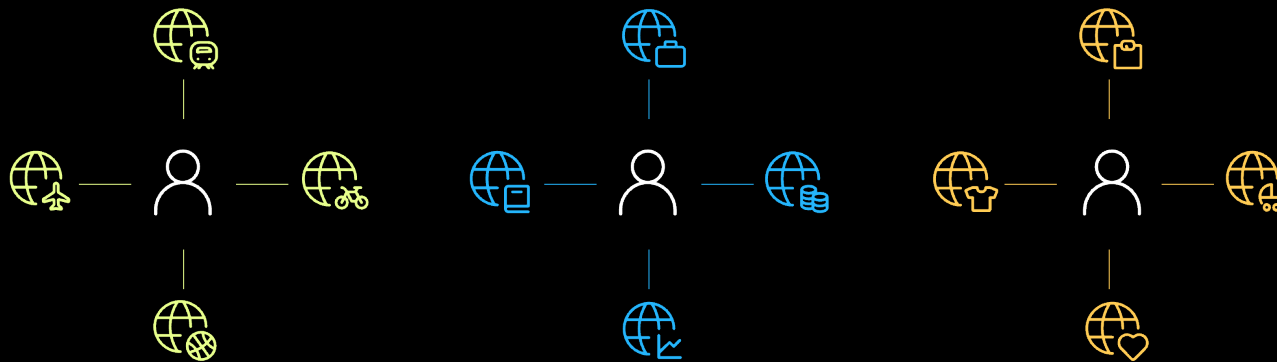
For 30 years, brands have spoken at consumers through fixed creative, fixed messages, and fixed destinations.



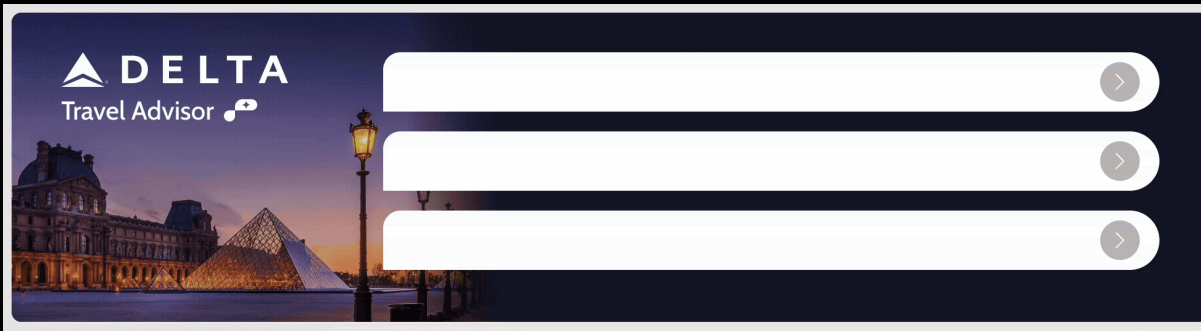
# AI is transforming *the* Internet...



into *your* Internet.



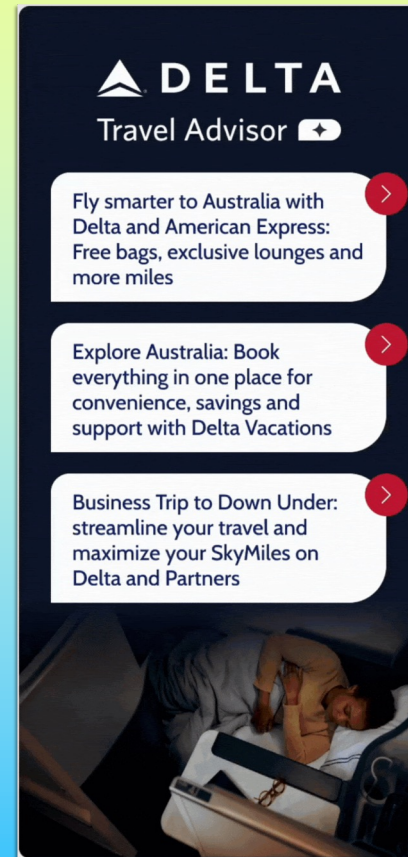
Now, information moves **to you** — not the other way around.  
Consumers will expect experiences that adapt to their needs in real time.  
And brands have an obligation to meet them there



**Brand Agents** help companies meet the moment, delivering a **relevant, personalized, and adaptive digital experience** to their consumers, wherever they are online.

# AI-powered Brand Agents

- ✓ AI-powered brand rep that helps customers where and when they need it
- ✓ Uses the best of both brand and publisher knowledge
- ✓ Guides consumers directly to the right next step



**This is a  
completely new  
way to engage  
with and learn from  
your consumers**

### **Adaptive by design**

Agents dynamically change based on what the user is reading, doing, or evaluating in real time

---

### **Built for action**

Surfaces the right content, product, or next step — and drives toward conversion

---

### **Brand-safe**

Powered by your approved knowledge, only shown where you choose, with full visibility before launch

---

### **Insights you can use**

See exactly what customers care about — what they ask, engage with, and act on — and use it to shape smarter creative, campaigns, and product decisions

# Engages customers while delivering a deep look into your consumer's needs and preferences

Engagement rate  
vs. benchmark

15x

10%

Citation CTR on top  
performing content topics

## Brand Agent Insights

Example of insights collected in one single Brand Agent campaign

Users were most 40% likely to expand prompts when tone **urged quick action** or **signaled disruption**

**Questions** drove 50% more expansions and 20% more site visits than action phrases

Prompts that highlighted **specific industries** or **organizational strategies** were 80% more likely to be expanded

# Firsthand is founded, led, and backed by pioneers of digital advertising & AI

Our leaders built the industry-defining platforms that now power Google, Microsoft, and Comcast's advertising businesses

Backed by visionary investors



FIRSTMARK



**Jonathan Heller**

Founder and Co-CEO



**Michael Rubenstein**

Co-Founder and Co-CEO



**Wei Wei**

Co-Founder & CTO



Better understand your  
consumer's wants  
and preferences

Launch a new  
product

Advance your media  
and marketing  
strategy

Stand out in a  
competitive  
category

“Walk the walk”  
with ai

Differentiate during major  
milestone moments – world  
cup, winter Olympics, midterm  
elections



We're looking for AI-forward companies who want to  
**maintain a firsthand relationship** with their customers  
in 2026 and beyond



Veronique Valcu

[vvalcu@firsthand.ai](mailto:vvalcu@firsthand.ai)

firsthand.ai

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## STARTUP PRESENTATION



AUKI

### Auki Labs

Auki Labs makes products that allow people to create, own, inhabit, and interact with virtual worlds and objects anchored in reality.

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AUKI

Share your vision.



70% of the world's GDP is still tied to physical locations and labor.

The leap to physical AI will increase the TAM of AI by 3x.



## Physical AI

Self-Driving Cars  
Autonomous Drones  
General Robotics

## Agentic AI

Coding Assistant  
Customer Service  
Patient Care

## Generative AI

Digital Marketing  
Content Creation

## Perception AI

Speech Recognition  
Deep Recsys  
Medical Imaging

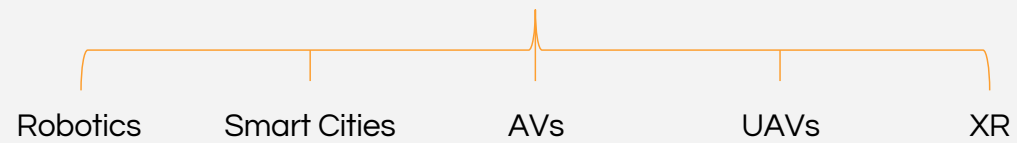
*Illustration of estimated market size*



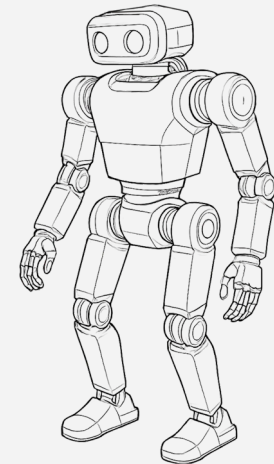
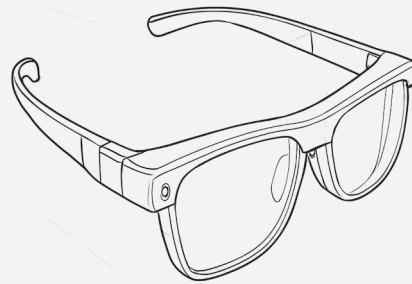
**We make the physical world  
accessible to AI and robots.**

---

# The real-world web.



Deploy AI for your physical work.



# Handhelds



Modern smartphones are already capable of spatial computing, and provide an early viable form factor for AI copilots for physical work.

Our flagship copilot for retail work, Cactus AI, is already being deployed to over a thousand locations with millions of USD signed for pilots.

Cactus has an open pipe of over 150m USD in pilots.



**Intro:** Cactus AI for retail.



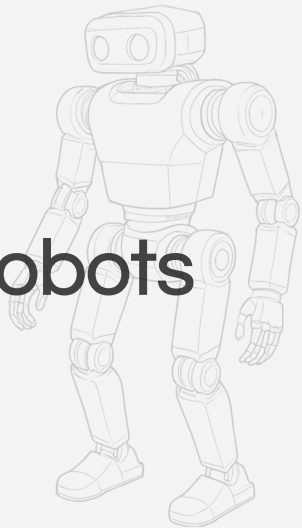
Giving smart glasses spatial awareness opens up powerful new ways to interact with AI that can see what you see and provide you guidance for physical work.

We believe 70% of the world economy can benefit from this kind of AI copilot.



**Preview:** Cactus AI for glasses.

# Robots



Both special-purpose robots like cleaners, greeters and delivery robots as well as more general-purpose humanoids greatly benefit from connecting to the real-world web and running the growing number of applications for the physical world.

Currently integrating with Unitree, AGIBot, K-Scale, Padbot, Slamtec and more.



The real-world web allows digital devices to browse physical locations, making them navigable, searchable and accessible to AI.

It is a collaboratively editable 3D map of the world, built with privacy and performance in mind.

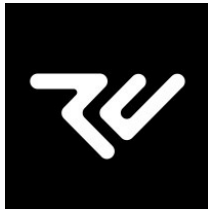
Instead of having hardcoded local maps internal to the robot, venues become instantly navigable even for a first time visitor.



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STARTUP PRESENTATION



**RootCause**

RootCause is an Explainable AI engine built for high-stakes decisions.

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# RootCause.ai

If you have data -> RootCause has answers

What's the most common GPT response?

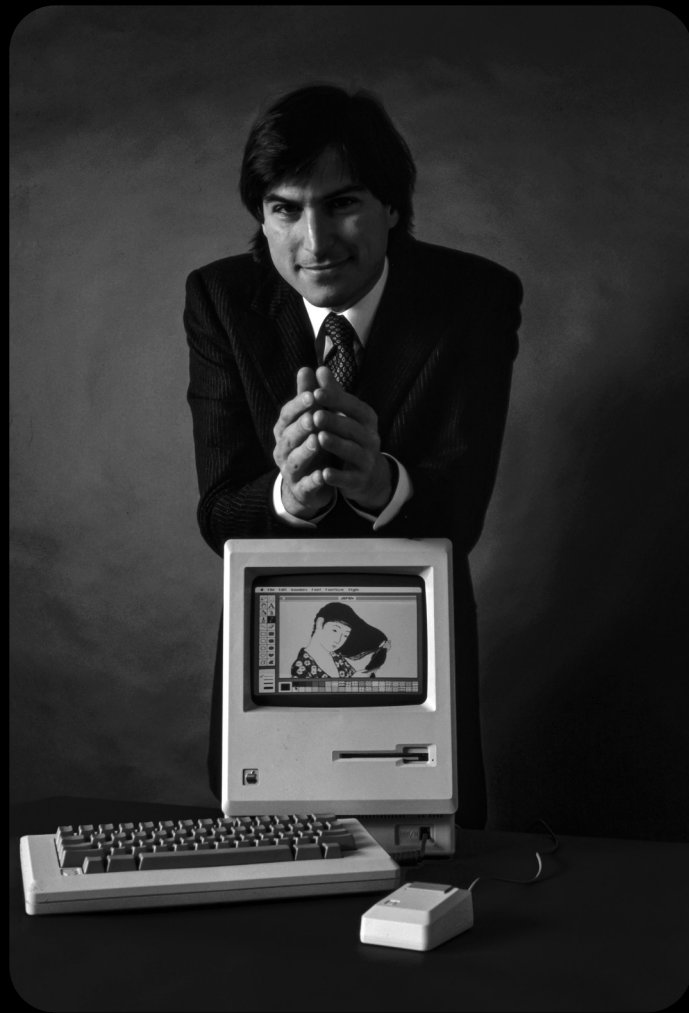
You are absolutely right!

AGI will need more

Will you recognize it?







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## Attention Is All You Need

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illia.polosukhin@gmail.com

### Abstract

The dominant sequence transduction models are based on complex recurrent or convolutional neural networks that include an encoder and a decoder. The best performing models also connect the encoder and decoder through an attention mechanism. We propose a new simple network architecture, the Transformer, based solely on attention mechanisms, dispensing with recurrence and convolutions entirely. Experiments on two machine translation tasks show these models to be superior in quality while being more parallelizable and requiring significantly less time to train. Our model achieves 28.4 BLEU on the WMT 2014 English-to-German translation task, improving over the existing best results, including ensembles, by over 2 BLEU. On the WMT 2014 English-to-French translation task, our model establishes a new single-model state-of-the-art BLEU score of 41.8 after training for 3.5 days on eight GPUs, a small fraction of the training costs of the best models from the literature. We show that the Transformer generalizes well to other tasks by applying it successfully to English constituency parsing both with large and limited training data.

\*Equal contribution. Listing order is random. Jakob proposed replacing RNNs with self-attention and started the effort to evaluate this idea. Ashish, with Illia, designed and implemented the first Transformer models and has been crucially involved in every aspect of this work. Noam proposed scaled dot-product attention, multi-head attention and the parameter-free position representation and became the other person involved in nearly every detail. Niki designed, implemented, tuned and evaluated countless model variants in our original codebase and tensor2tensor. Llion also experimented with novel model variants, was responsible for our initial codebase, and efficient inference and visualizations. Lukasz and Aidan spent countless long days designing various parts of and implementing tensor2tensor, replacing our earlier codebase, greatly improving results and massively accelerating our research.

<sup>†</sup>Work performed while at Google Brain.

<sup>‡</sup>Work performed while at Google Research.

Google





OpenAI





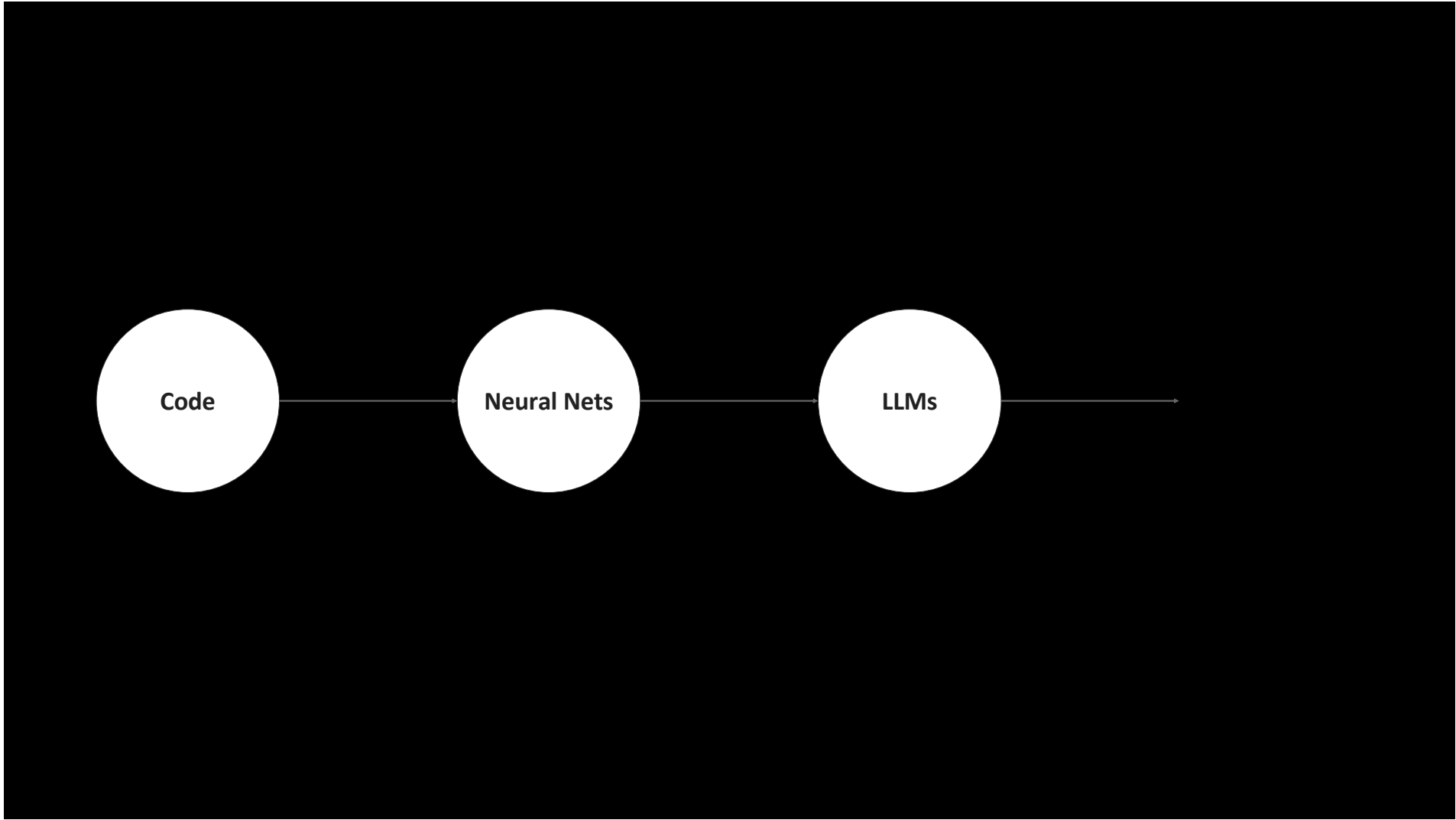
**Code**



**Neural Nets**



**LLMs**

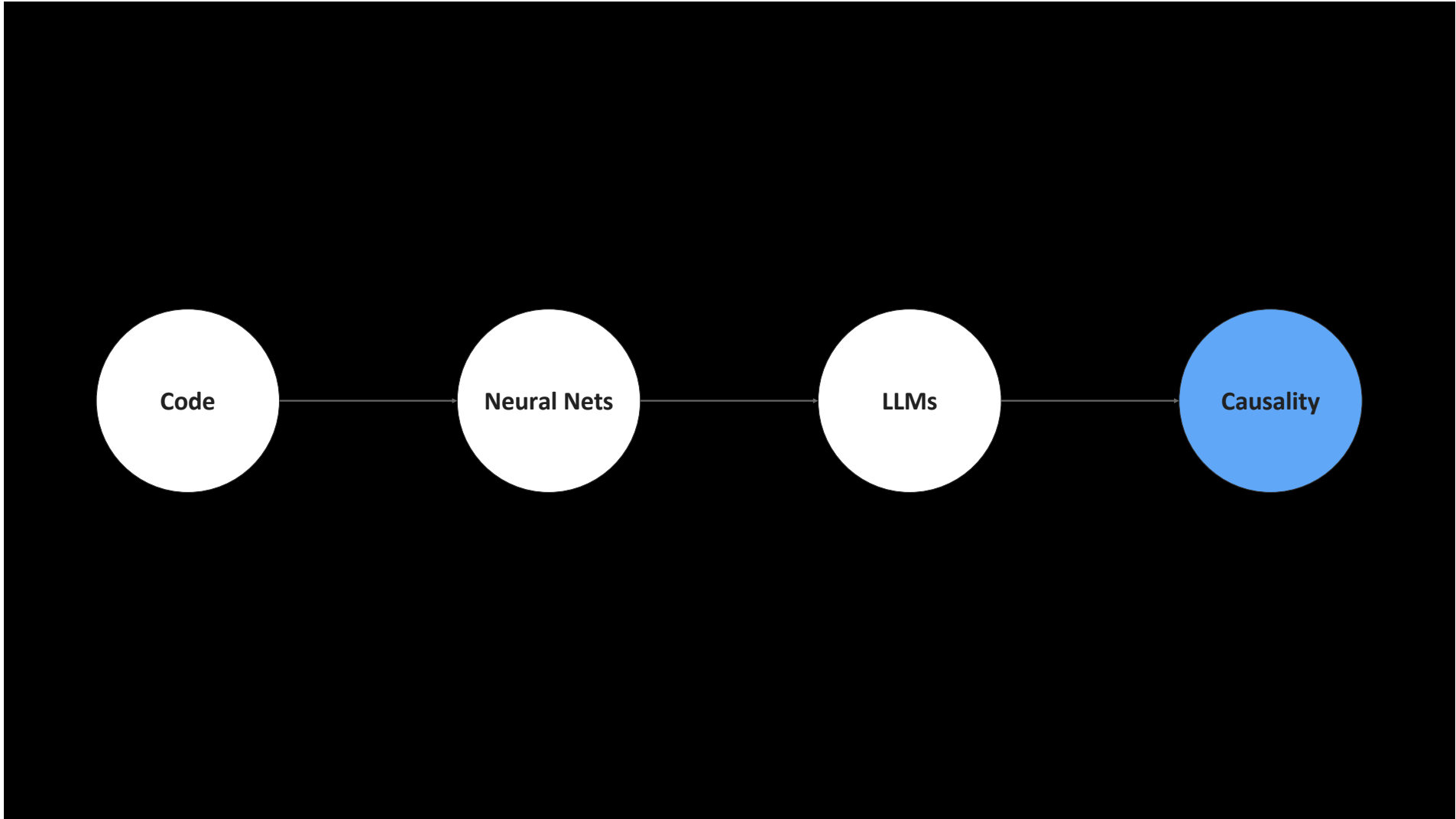


**Code**

**Neural Nets**

**LLMs**

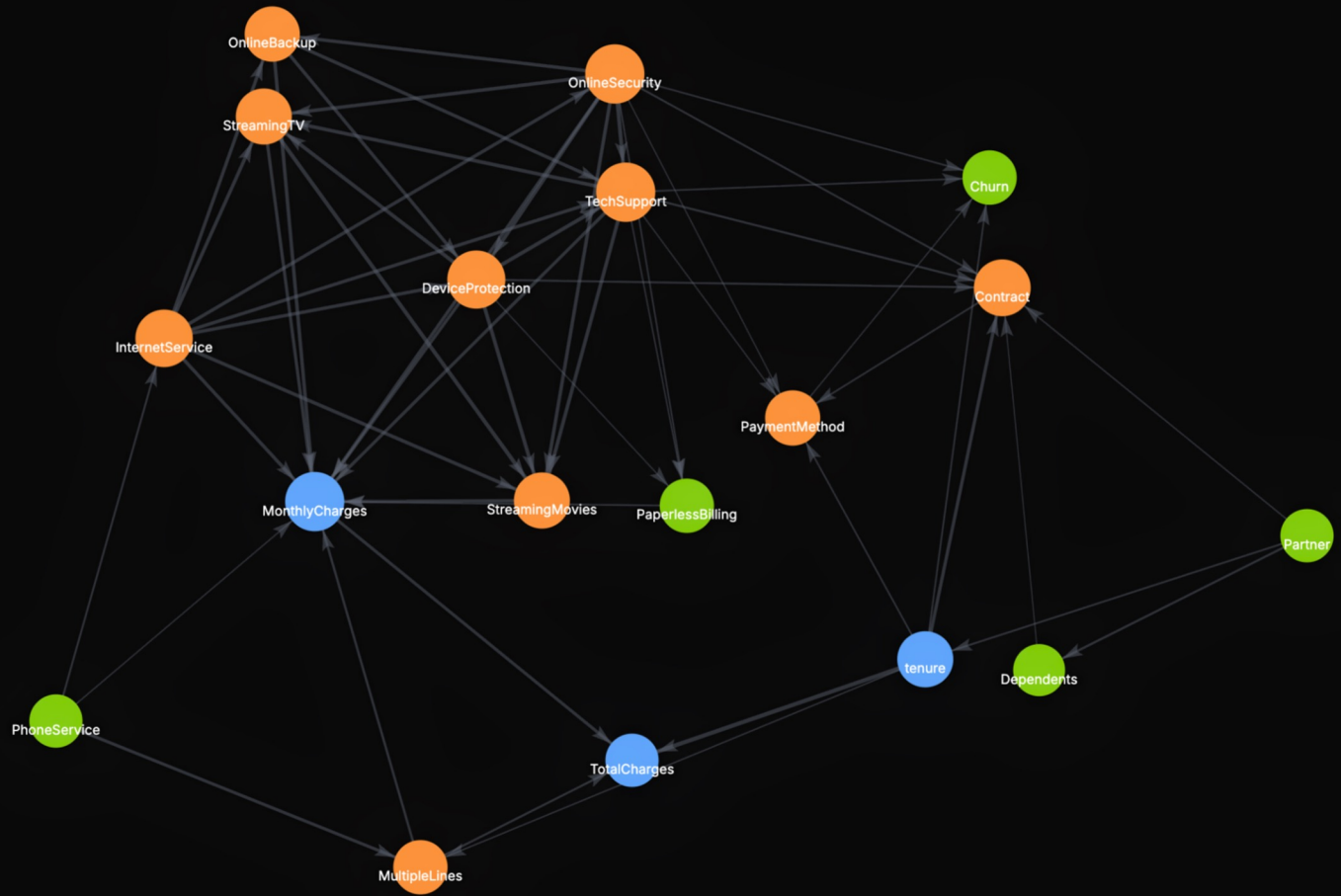
**Causality**



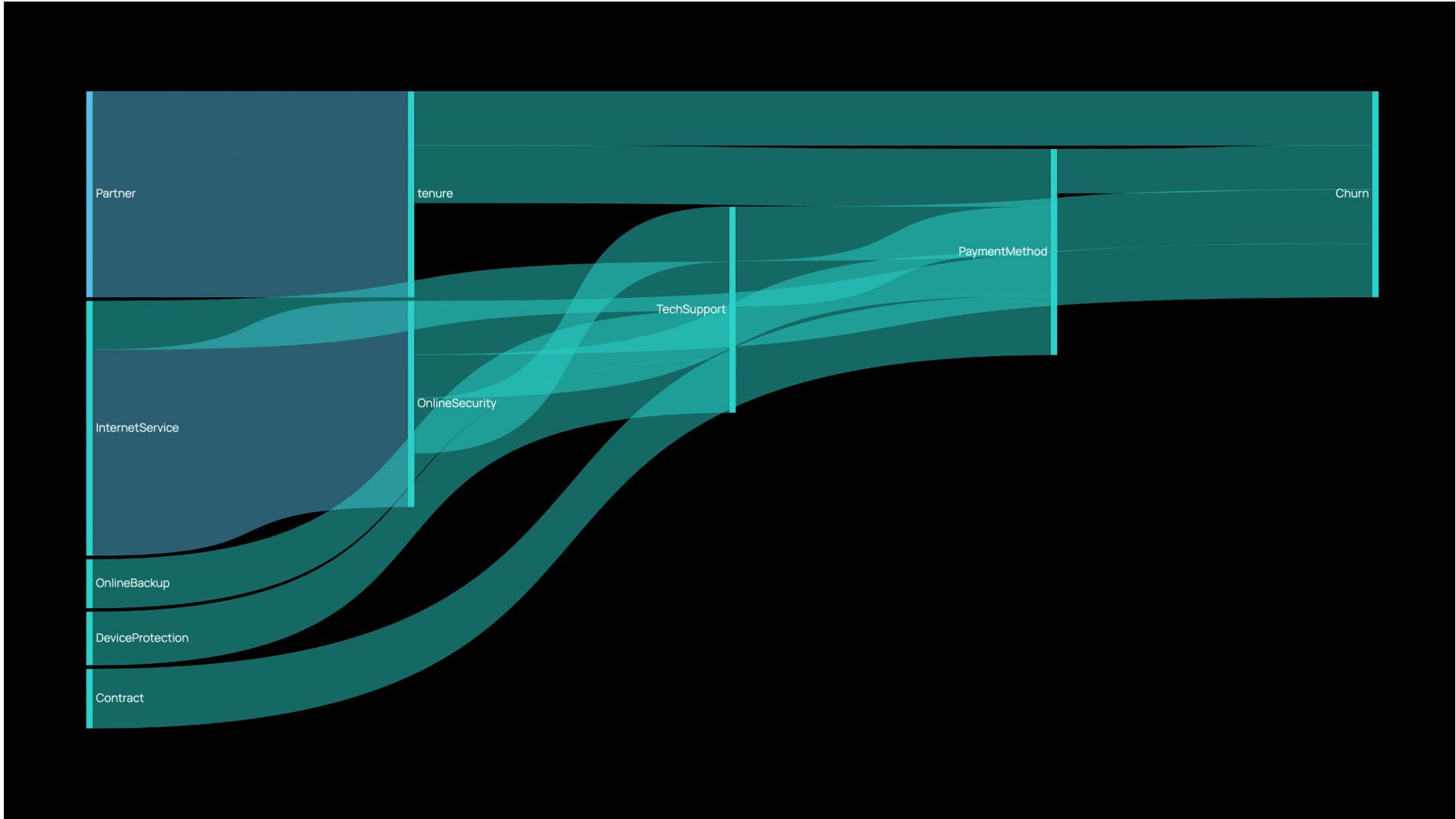
# RootCause.ai

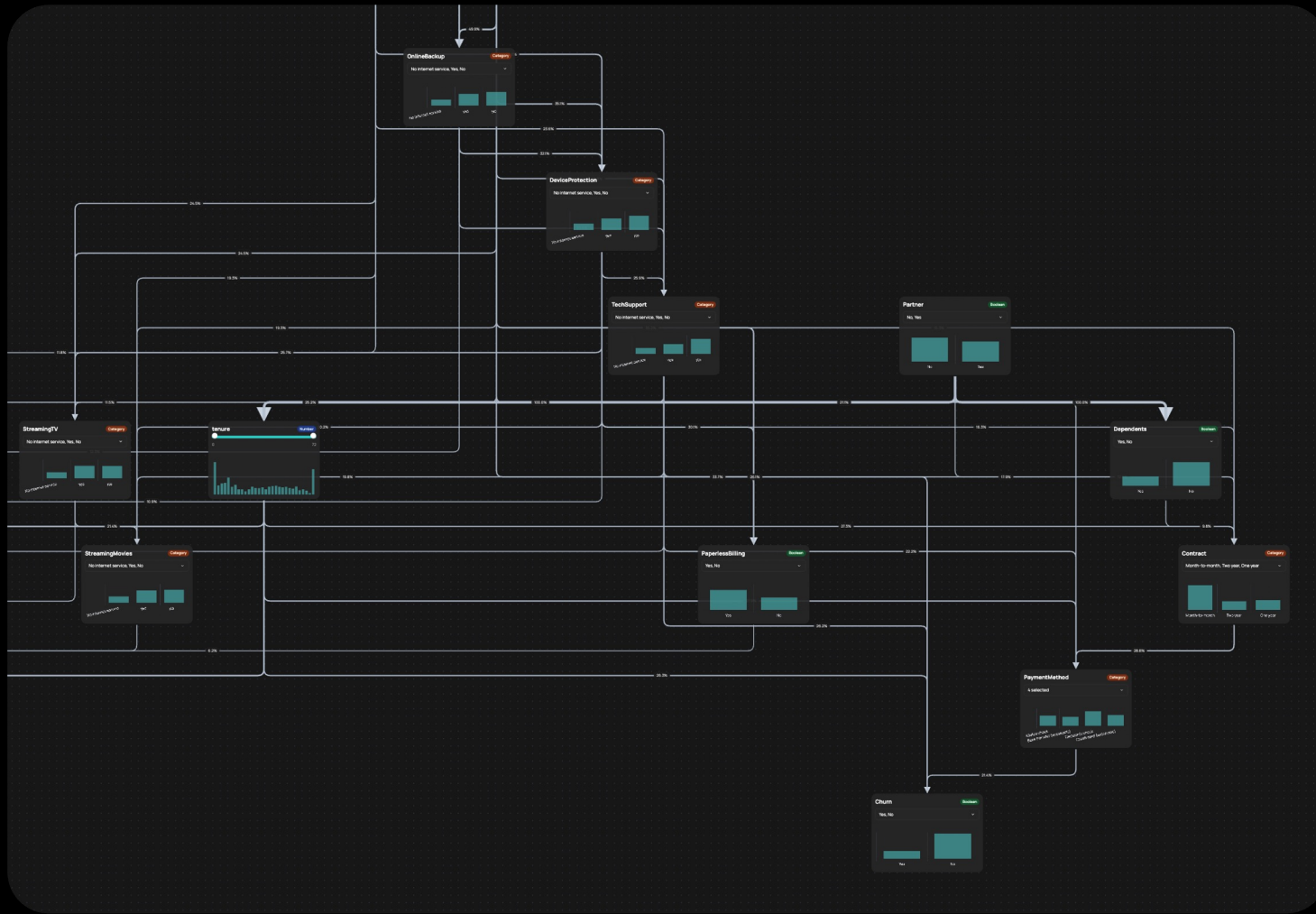
Explainable AI

$$P(Y = y | do(X = x)) = \sum_z P(Y = y | X = x, Z = z) P(Z = z)$$



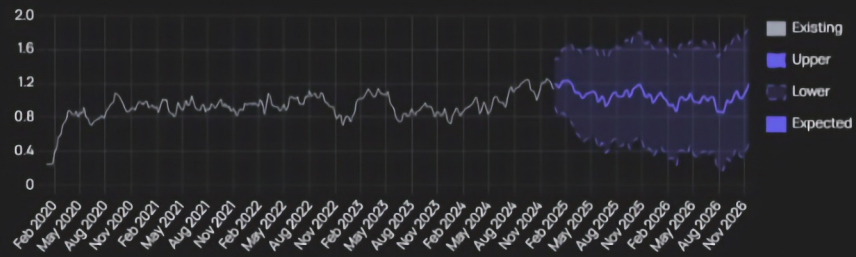
RootCause explains *why*





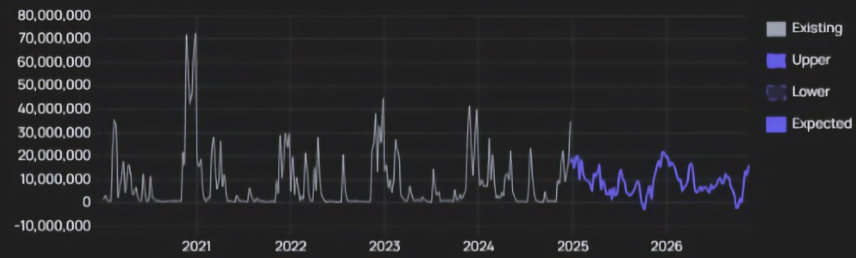
### 🔍 policy\_rate Forecast ⓘ

Forecast horizon of 100 steps 📅 starting 05 January 2020 at 00:00

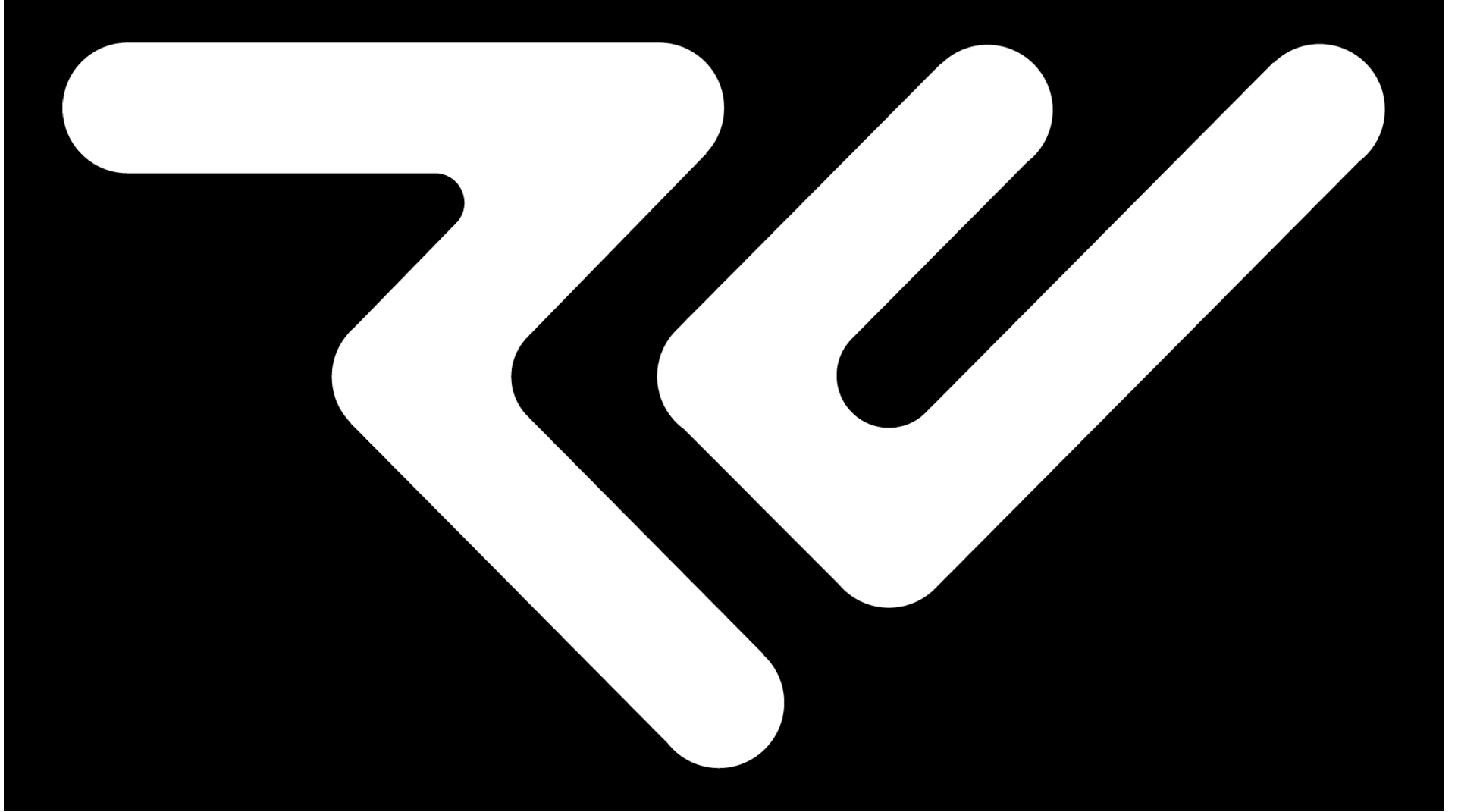


### 🔍 tickets Forecast ⓘ

Forecast horizon of 100 steps 📅 starting 05 January 2020 at 00:00



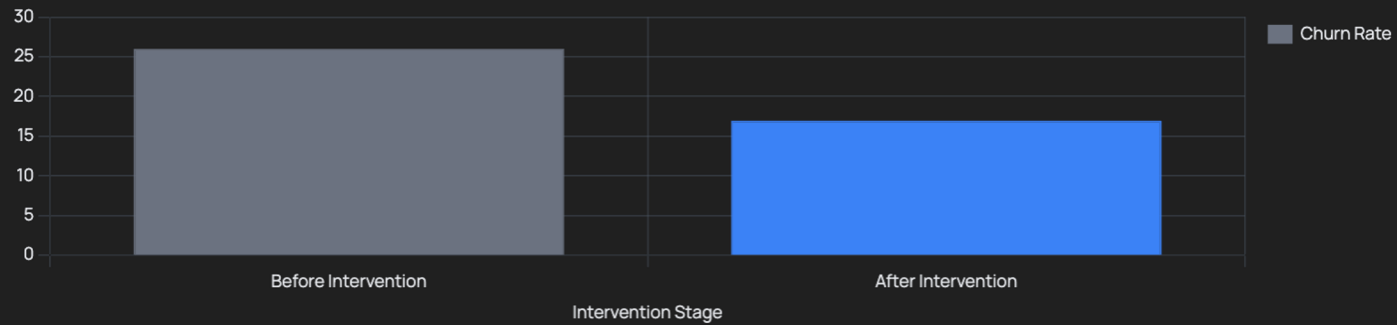
Digital Twin



What if we give away  
free tech support?

## Intervention Impact ⓘ

What if we give away free tech support?



Metric	Baseline	After	Change	% Change	Outcome
● Churn Rate	25.98 %	16.94 %	-9.04 %	-34.80%	↗ Significant Improvement
Average Monthly Charges	62.18 \$	73.36 \$	+11.18 \$	+17.97%	↗ Significant Improvement

## Σ Uncertainty – Churn Rate ⓘ

**-0.09 ± 0.02**

Average Effect

**95.00%**

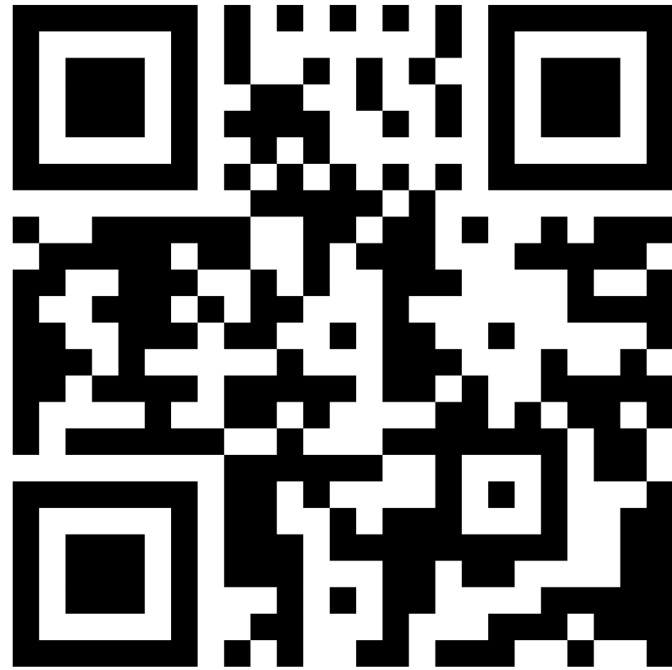
Confidence Level

**✔ Significant Change**

Statistical Result

p-value: 0.000

- Improved Inventory Management - Est. Savings \$2M
- Solved production issue - Est. Savings: 6 months
- Answered strategic cannibalization question
- Found root cause of accidents - Est. Savings \$100M



What's the magic?

5

7	2 8 5 9	8 6 1 0	2 9 7 9	2 9 3 2	4 0 1 4	1 0 4 5	7 5 8 3	8 4
8	9 4 2 5	7 6 6 2	5 8 8 6	8 7 3 4	9 3 1 7	4 2 9 2	8 1 2 9	4 3
6	7 4 5 4	9 2 0 7	3 3 9 0	9 6 7 4	5 0 6 9	8 7 2 3	9 7 7 5	9 6
2	3 4 6 1	5 2 4 2	7 1 2 7	3 4 6 5	7 0 4 8	5 2 1 0	0 7 8 5	7 0
3	8 7 2 5	3 3 7 5	1 9 3 8	1 2 9 8	6 3 7 8	1 5 0 4	6 5 6 5	6 7
2	4 3 8 9	9 6 9 0	3 1 1 5	4 5 5 9	8 8 5 7	8 0 2 9	7 8 4 7	6 2
1	5 4 1 1	8 7 3 5	4 5 2 5	3 6 0 9	3 2 3 3	6 5 5 4	5 2 0 8	6 7
1	2 6 7 0	4 6 0 6	3 5 0 1	0 1 2 3	3 5 3 9	2 6 8 8	5 1 5 5	4 6
1	8 2 4 3	1 7 2 6	6 9 7 7	2 6 2 1	4 1 9 2	3 6 0 6	8 9 1 8	5 1
1	8 0 7 8	2 9 7 2	6 8 9 3	1 5 3 8	1 3 1 1	9 2 8 0	1 9 0 4	5 4
4	1 0 2 5	0 2 2 4	1 3 2 9	0 3 9 6	3 5 7 7	5 4 0 4	6 6 8 3	5 1
8	7 7 0 9	9 3 5 4	2 6 8 4	7 7 4 8	3 9 3 3	6 4 5 8	9 2 5 7	4 8
5	2 7 0 3	2 9 0 8	0 5 0 8	4 6 7 5	9 5 7 4	0 8 2 8	2 2 5 4	5 3
1	4 3 0 5	1 9 5 9	9 1 6 3	9 4 4 1	8 3 6 8	6 9 5 4	2 0 5 2	8 8
8	1 4 5 3	2 5 6 9	8 1 1 9	2 8 9 7	2 6 7 7	2 9 5 6	8 5 1 5	9 0
6	5 2 8 7	4 5 6 4	5 0 5 5	8 5 4 6	2 2 0 3	3 4 1 2	2 5 4 9	1 0
2	0 0 2 3	4 6 2 7	8 4 1 6	0 6 6 5	5 0 8 0	0 7 7 6	0 6 0 3	9 2
3	9 6 8 3	5 2 4 1	7 2 0 4	7 6 9 1	9 4 9 8	9 1 2 2	5 0 7 5	7 6





# RootCause.ai

If you have data -> RootCause has answers

PLUGANDPLAY

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## STARTUP PRESENTATION

The logo for OpenAds.AI, featuring a red square with a white circle containing a stylized 'O' and the text 'OpenAds.AI' in white.

### Open Ads

Open Ads uses Generative AI to customize every ad to fit your user's context.

#PNPTCSiliconValley

Join us at [pnptc.com](https://pnptc.com)

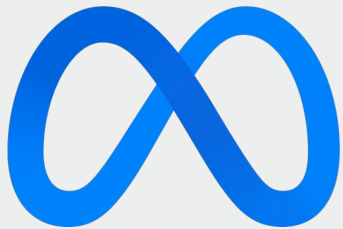


# OpenAds

**AI Advertising**

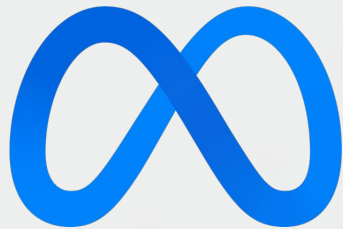
**Beyond Search & Social**

On Meta, 1 in 100  
Ads Get Clicked



On the open web:  
1 in 2000

# On Meta, 1 in 100 Ads Get Clicked



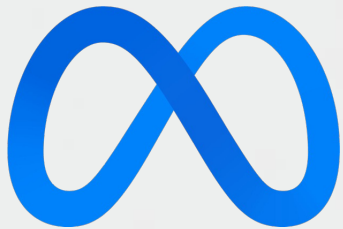
\$200B/year  
~\$20 CPM

\$50B/year  
~\$2 CPM



On the open web:  
1 in 2000

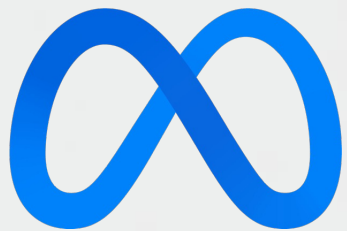
**Strong Identity**



**Weak Identity**

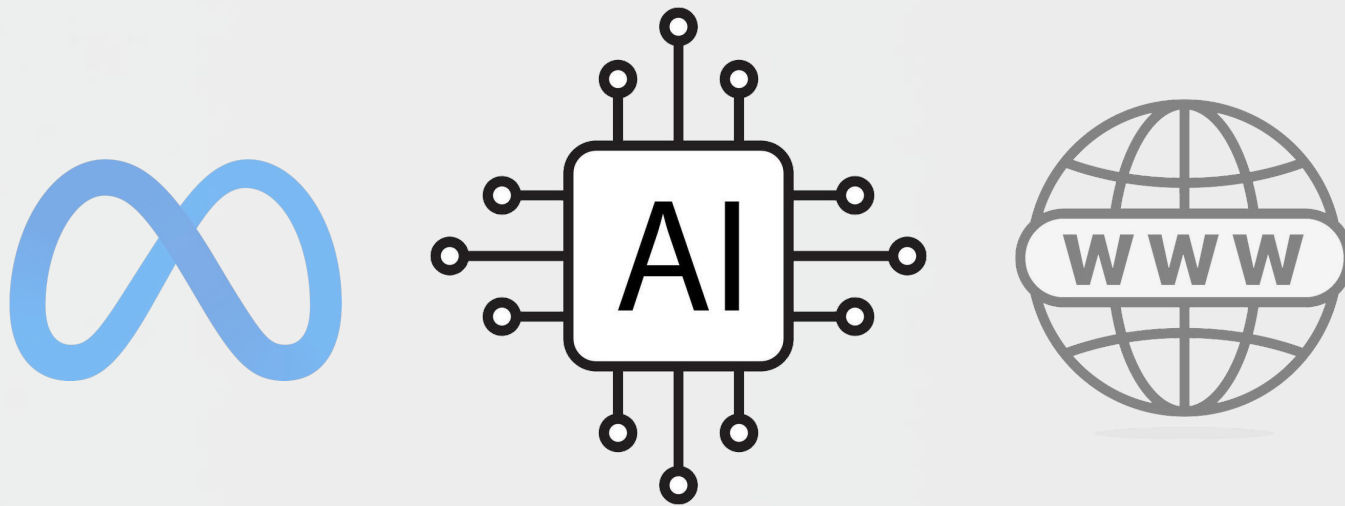
Low Context

Strong Identity



Weak Identity  
**Rich Context**

# AI Unlocks Web Advertising's Potential



**Better** web performance. **Cheaper** than Meta.

# 2025 AI Breakthroughs

**Fast:** Generative creative optimization (GCO)

**Affordable:** Internet-scale contextual targeting

**Smart:** Human-level creativity + image generation



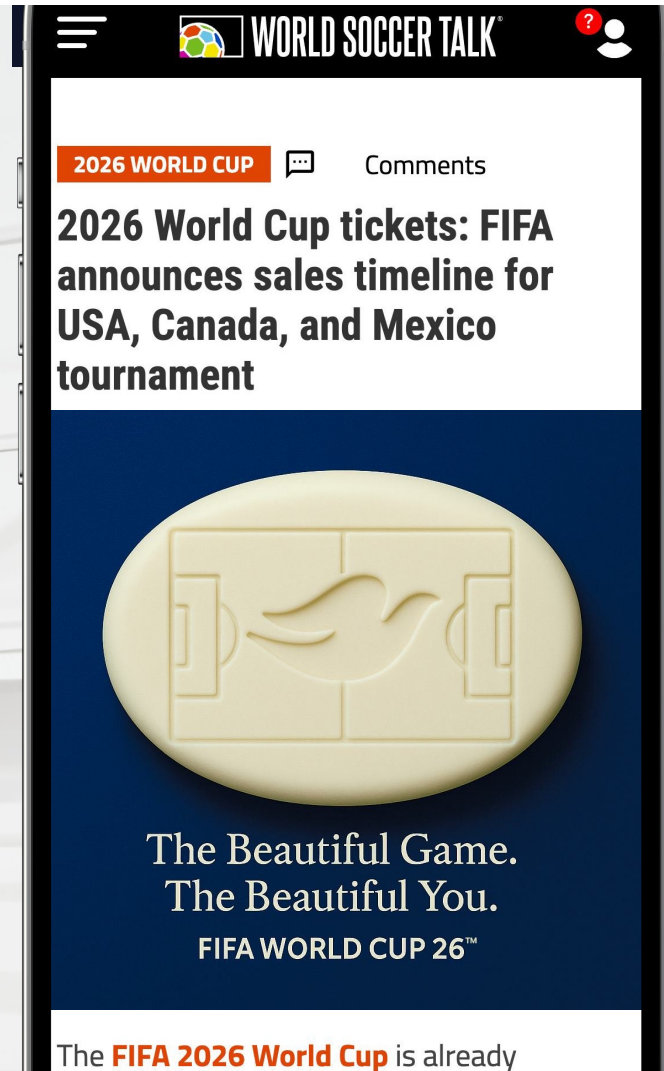
# A Unique Ad

Targeted, Generated & Served

For **Every Impression**

# Meet Every Moment

Big Moments



The screenshot shows a mobile application interface for "WORLD SOCCER TALK". At the top, there is a navigation bar with a hamburger menu icon, the app logo (a soccer ball), and a user profile icon with a red notification bubble. Below the navigation bar, there is a header for a news article: "2026 WORLD CUP" in an orange box, followed by a comment icon and the word "Comments". The main headline reads: "2026 World Cup tickets: FIFA announces sales timeline for USA, Canada, and Mexico tournament". Below the headline is a large, light-colored oval graphic containing a stylized soccer field and a bird. Underneath the graphic, the text reads: "The Beautiful Game. The Beautiful You. FIFA WORLD CUP 26™". At the bottom of the screenshot, a partial line of text is visible: "The FIFA 2026 World Cup is already".

# Meet Every Moment

Small Moments

The image shows a tablet displaying a Yahoo Finance article. The article is titled "\$100 million for an AI genius? It's a bargain, says former Google HR boss Laszlo Bock." by Hugh Langley, dated Tuesday, July 22, 2025 at 5:01 AM EDT, with a 3-minute read time. Below the article title, there are social sharing icons. Underneath, a section titled "In This Article:" features three stock-related items: "StockStory Top Pick" with a link icon, "META -1.14%" with a star icon, and "OPAI.P..." with a star icon. Below the article text is a photograph of a man wearing sunglasses and a dark t-shirt, looking at a handheld device held by another person. To the right of the article is a sidebar containing an advertisement for AXE Black deodorant with the slogan "SMELL LIKE A \$100M HIRE." Below the ad is a "Sponsored: OpenAds" section with a table of stock data:

Symbol	Price	Change	% Change
INUV	5.65	+0.05	(+0.89%)
APP	350.00	-16.17	(-4.42%)

Below the table is a "Portfolio" section with a button that says "Open an account" and the E\*TRADE logo, which includes the text "from Morgan Stanley".

# Meet Every Moment

Everywhere  
En Todas Partes  
どこでも  
Partout


Una casa que crece Carmen Lomana Invitados en casa Rutina de limpieza Eliminar olor a humedad Comprar una casa

EL MUEBLE Decoración Estancias Limpieza El Mueble recomienda Casas [Plantas](#) [SUSCRIBETE](#)

PLANTAS Y FLORES

## Natalia Sáez, experta en plantas: "Si estás matando las plantas es porque quieres"

Uno de los motivos por el que matamos a nuestras plantas es porque no sabemos cuándo regar. La experta en plantas Natalia Sáez (@enabrilhojasmil) nos cuenta su truco para no matarlas

 **Anna Carrera**  
Redactora digital de El Mueble.

Actualizado a 25 de abril de 2025, 21:22





Foto: @enabrilhojasmil



**¿FLORES VIVAS?  
COMPLICADAS.  
¿TU FRAGANCIA?  
SIMPLE.**

Sponsored: OpenAds

**ZME SCIENCE**

Home → Health → Mind & Brain

## Some people are just wired to like music more, study shows

by **Mihai Andrei** — April 18, 2025

Edited and reviewed by **Tibi Puiu**

Perfect harmony isn't just for symphonies. Taste the notes in every illy blend.

OpenAds

**THE JERUSALEM POST**

Advertisement

Find your center  
It's at the bottom of your illy cup.

OpenAds

Jerusalem Post > Health & Wellness > Health and Wellness Around the World

## TikTok adds guided meditation to interrupt teens' feeds at 10 PM for better sleep

By JERUSALEM POST STAFF MAY 22, 2025 17:25

# Human Creativity At Superhuman Scale

# OpenAds Finds the Right Contexts on the Internet



# OpenAds Finds the Right Contexts on the Internet

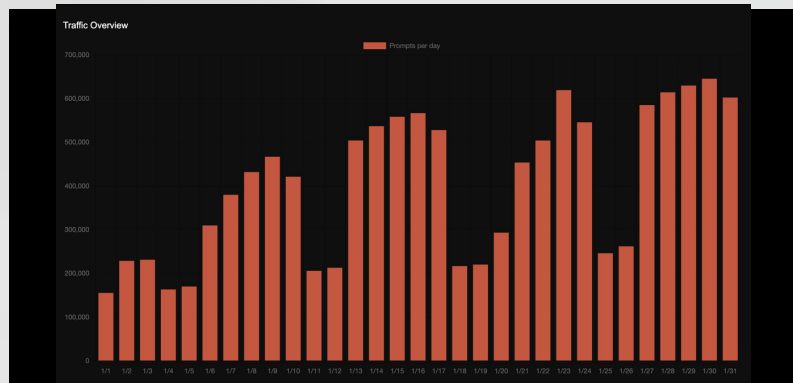


OpenAds

Identity Targeting

Contextual Creative

# Case Study: 30M Impressions



[ ] DeepAI

Generative text creatives outperformed static creatives by **56% higher clickthrough rate**

Benchmarks: 1.0% Social In-Feed, 0.05% Display

# OpenAds' Customers

- Brands seeking relevant reach
- Agencies seeking efficiency
- Startups + SMBs sick of paying \$150 CACs to Google and Meta

# OpenAds for **Your Brand**

- Grow your brand at a fraction the cost of Meta
- Generate 1000s of unique creatives → reuse winners on social

The screenshot shows a Yahoo! News page. At the top, there's a search bar and a 'Sign in' button. Below that is a banner for '28 DAYS OF FANTASY' with a 'GET STARTED' button. The main article is from KHON Honolulu, titled 'Are you experiencing 'Quiet Cracking'? What you need to know', dated Monday, July 28, 2025 at 6:22 PM EDT. The article features a large advertisement for Liquid IV. The ad is a split-screen comparison: the left side shows a desk with a laptop, a plant, and a cup of coffee at 3pm, with the text 'your 3pm'; the right side shows the same desk but with a glass of water and a packet of Liquid IV Hydration Multiplier (Lemon Lime flavor) instead of the coffee, with the text 'your 3pm on LIQUID IV.' Below the ad, the text reads: 'In Hawai'i and across United States workplaces, there's something quietly going'.

# Team



Steven Liss

CEO

- Founded Polis - hyper-personalized political outreach



Val Karpov

Data

- Lead maintainer of MongooseJS (1M weekly downloads)



Michael Bishop

CTO

- Principal engineer @ Moat (\$800M)



Brian O'Kelley

Advisor

- Founded AppNexus (\$1.6B), invented ad exchanges

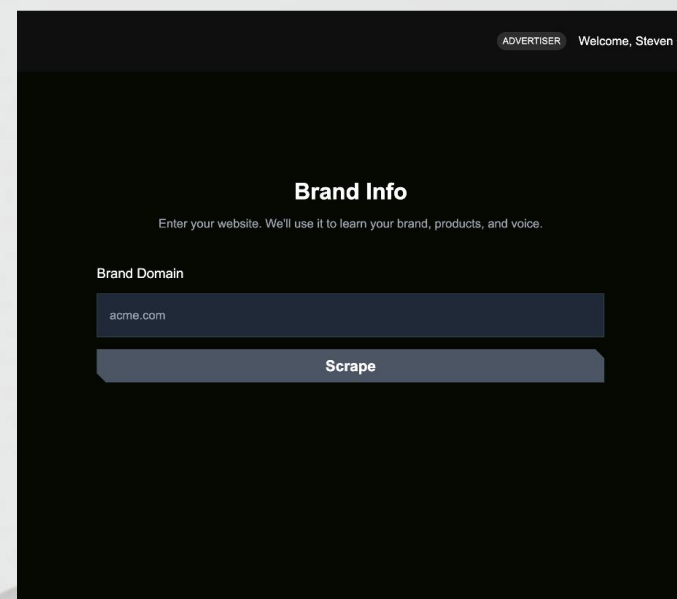
WE KNOW **MORE ABOUT ADS** THAN ANYONE IN AI.  
WE KNOW **MORE ABOUT AI** THAN ANYONE IN ADS.

# Launch a Campaign **In Minutes**

**Schedule a demo**

custom to your brand:

**steven@openads.ai**



ADVERTISER Welcome, Steven ▾

### Brand Info

Enter your website. We'll use it to learn your brand, products, and voice.

Brand Domain

Scrape

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## STARTUP PRESENTATION



### Cofactory

Cofactory turns a company's website into a continuously-learning sales agent.

#PNPTCSiliconValley

Join us at [pnptc.com](https://pnptc.com)



**Rebuilding Commerce for the Agentic Web**

*A short history of how humans find goods & services online:*

# You are here ↓

1

## Human → Link

**Last 10 years:** Humans clicked links to discover and purchase products

2

## Agent → Content

**Today:** AI agents crawl static content & make recommendations, marketers automate "content"

3

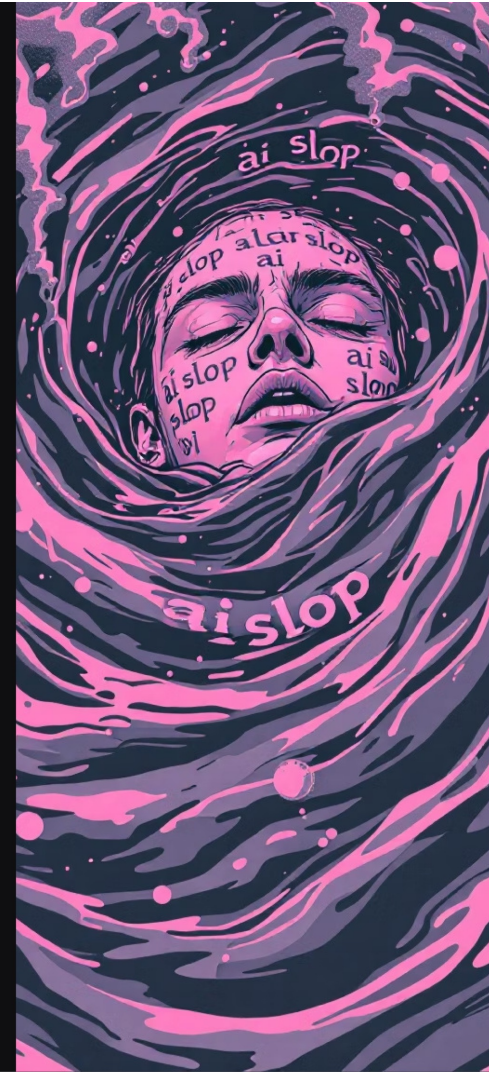
## Agent → Agent

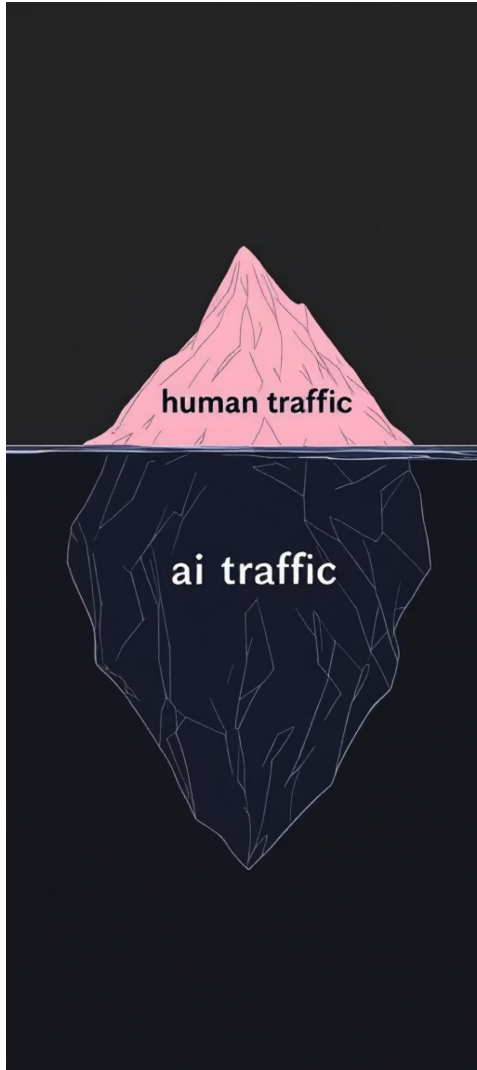
**1-2 years:** Agents negotiate directly with other agents in real-time

The problem: when everyone optimizes for "AI discovery", nobody gets discovered.

**Agent→Content: Dead Internet.**

**Agent→Agent: *The Future.***





**We are  
building  
that future,  
today.**

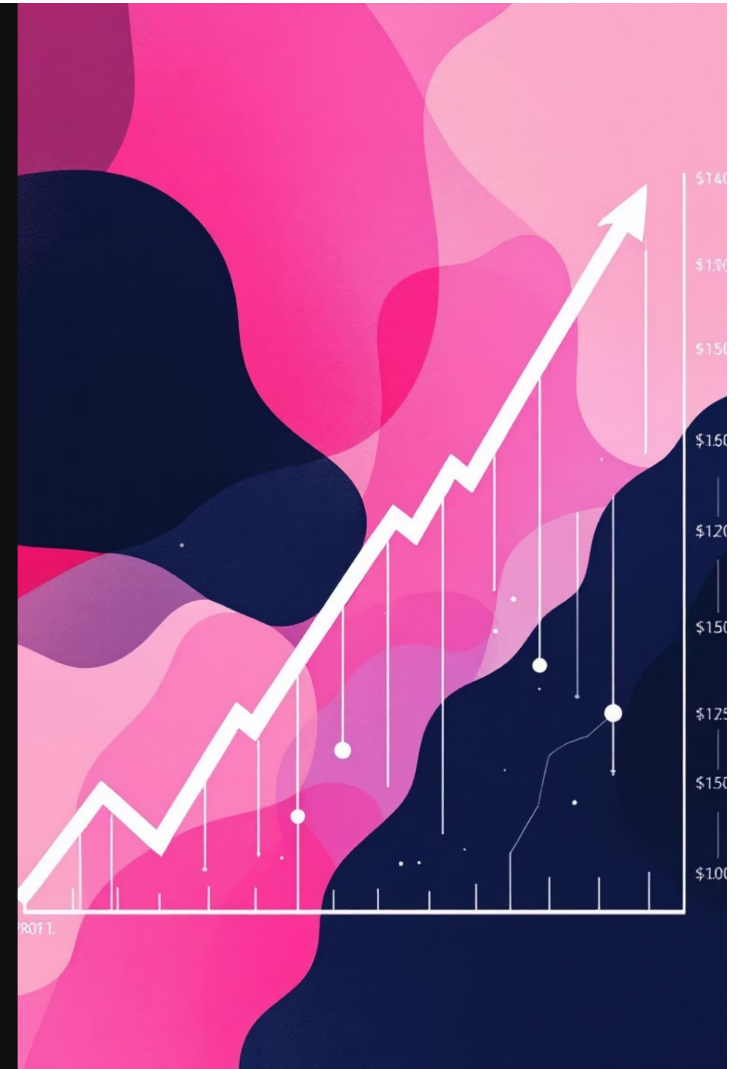


Our platform


**Inception:**  
control your  
message.

**Swarm:**  
control your  
distribution.

**What this  
means  
for your  
bottom line:  
revenue.**



**Inception** ensures  
your messaging  
reaches AI systems  
**exactly as intended.**



**Your  
brand,  
your  
voice.**

## **Revenue Protection:**

- Control competitive comparisons
- Direct attribution and bookings
- Product positioning accuracy
- Premium pricing justification
- Brand messaging consistency

## With Cofactory: *You decide what to say.*

Cofactory.ai Company Overview ↗ Share

🗨 can you tell me about cofactory.ai?

Let me get you the latest information about Cofactory.

📄 Fetched Agentic Customer Acquisition. cofactory.ai ↗






Cofactory specializes in "Agentic Customer Acquisition" - they help businesses optimize for the reality that most web traffic now comes from AI agents acting on behalf of humans looking to purchase.

Their platform offers three key benefits:

- Active SEO for AI Search:** Your website becomes an agent that speaks AI's language, maximizing customization and conversion at scale.
- Agents You Can Trust:** Their agents learn to sell using high-quality human search data tailored to your specific website.
- Win/Win:** Their training data becomes customer leads you can export to your existing CRM or sales pipeline.

The company is founded by Joey C. and backed by Madrona, AI Grant, and Principal Venture Partners.

If you're interested in learning more about how Cofactory can help optimize your website for AI-driven traffic, you can book a call here: [https://cofactory.ai/book?utm\\_source=claude.ai](https://cofactory.ai/book?utm_source=claude.ai)

    Retry 

## Without Cofactory: *AI decides what to say.*

Cofactory.ai Company Overview ↗ Share





🗨 tell me about cofactory.ai

Cofactory.ai is a company that specializes in "agentic customer acquisition" - they help businesses optimize their websites for AI-driven traffic. The company was founded in 2023 and is based in San Francisco.

Their main value proposition is that most web traffic is increasingly coming from AI agents (like when people search using ChatGPT), and traditional SEO isn't optimized for these AI interactions. Cofactory helps websites become "agents" that can communicate effectively with AI search tools.

They offer AI-powered landing page creation and automated Google Ads setup, claiming to get businesses live within 5 minutes of signup. The company has raised \$600K from investors including AI Grant and Principal Venture Partners.


Their approach focuses on what they call "active SEO" - rather than just hoping AI agents find and mention your site, they help your site actively customize its responses to AI agents to maximize conversion chances.

   Retry 

Claude can make mistakes. Please double-check responses.

**What happens  
when we deploy  
our platform  
at enterprise scale?**

Meet  
**Swarm:**  
market  
distribution,  
AI speed.

 **Customer  
Acquisition**

(Direct touchpoints across specialized domains)



 **Market  
Intelligence**

(Real-time competitor monitoring & response)



 **Instant  
Adaptation**

(Dynamic message optimization across all channels)



## **ROI at Scale:** Every AI interaction becomes a revenue opportunity.

- 39% of shoppers — and 54% of Gen Z — are already using AI for product discovery. **Position yourself where the growth is moving.**
- Replace traditional advertising spend with direct AI engagement infrastructure that works 24/7, adapts in real-time, and scales infinitely.

The background is a dark, abstract composition. It features a winding, light-colored path that leads from the bottom center towards the upper right. The path is flanked by dark, wavy, organic shapes in shades of purple and magenta. At the top of the path, there is a large, dense cluster of small, glowing red and pink particles, resembling a starburst or a data visualization. The overall aesthetic is futuristic and digital.

**Your competitive advantage:**

***Thousands of AI storefronts,  
each driving qualified traffic  
directly to your conversion funnel.***

**What happens  
when AI search  
platforms adapt  
their algorithms?**

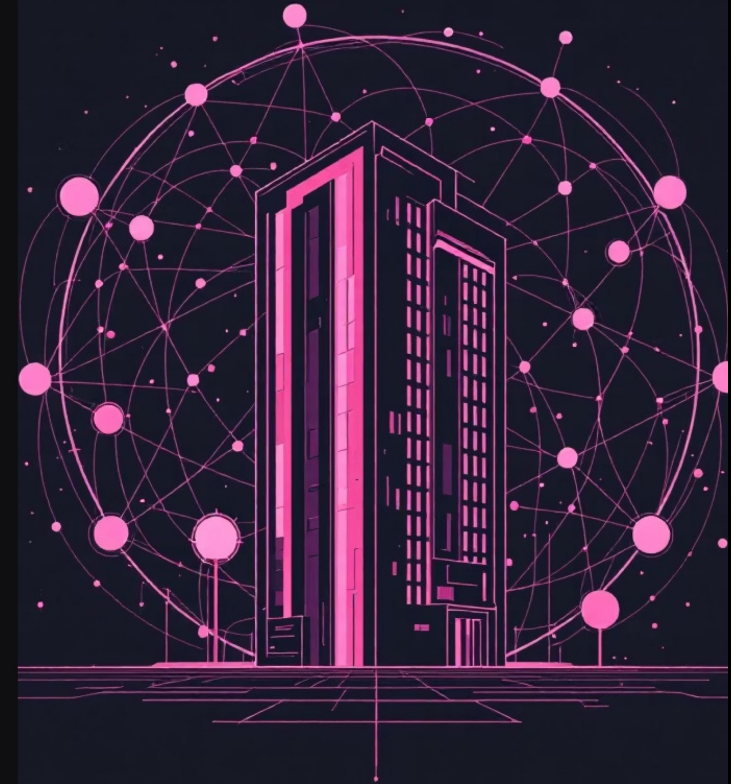
**That's why Cofactory is  
critical AI  
infrastructure.**



**Our network is  
independent  
digital  
distribution  
that AI search  
cannot kill.**

**Think  
agentic  
immune  
system:**

- **protect your brand**
- **counter security threats**
- **drown out competition**



**Cofactory readies  
your business for the  
agent → agent economy.**



[sales@cofactory.ai](mailto:sales@cofactory.ai)

PLUGANDPLAY

SU SUMMIT

STARTUP PRESENTATION

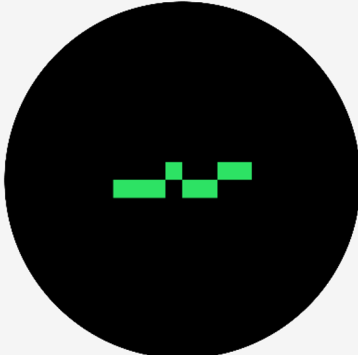


**Thread AI**

Thread AI Builds, Connects, and Manages AI-Powered Workflows and Agents.

#PNPTCSiliconValley

Join us at [pnptc.com](https://pnptc.com)



# Thread AI

BUILD RELIABLE INTELLIGENT PROCESS AUTOMATION



THREAD AI

# Thread AI was co-founded by Angela McNeal and Mayada Gonimah,

CHIEF EXECUTIVE OFFICER

CHIEF TECHNOLOGY OFFICER



Angela and Maya worked together for over 4 years at Palantir, as Heads of the Modeling Group.

Backed by best-in-class investors.



Greycroft

PLUGANDPLAY

We have assembled a very lean, talented team of engineers and product thinkers.

Goldman Sachs



Google

Uber



The New York Times



braze

BARCLAYS



Williams College

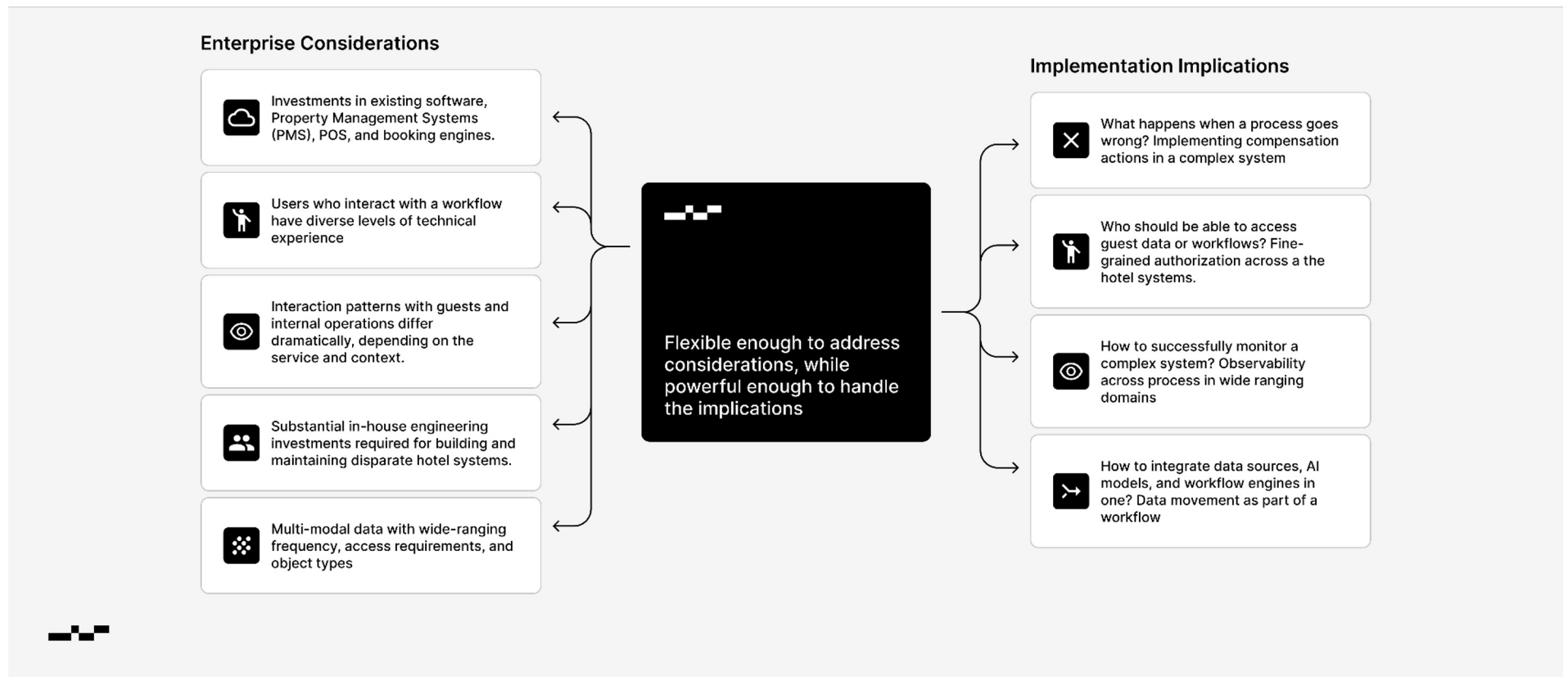


Cornell University

J.P.Morgan

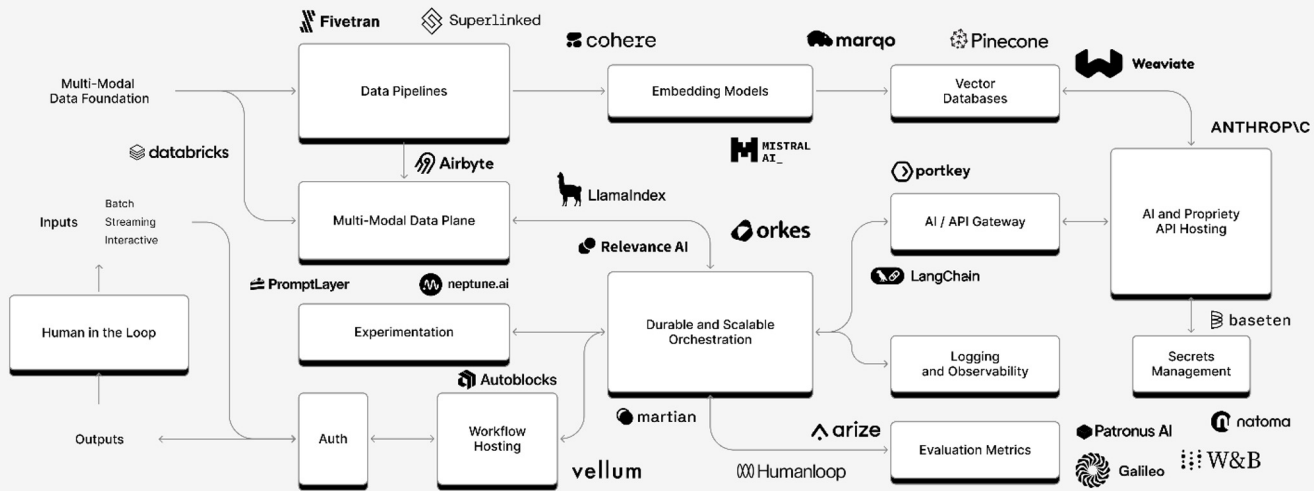


# Why is it challenging for hotels to leverage AI



# The complicated solution space today for building AI-powered workflows and agents

80% of these deployments fail



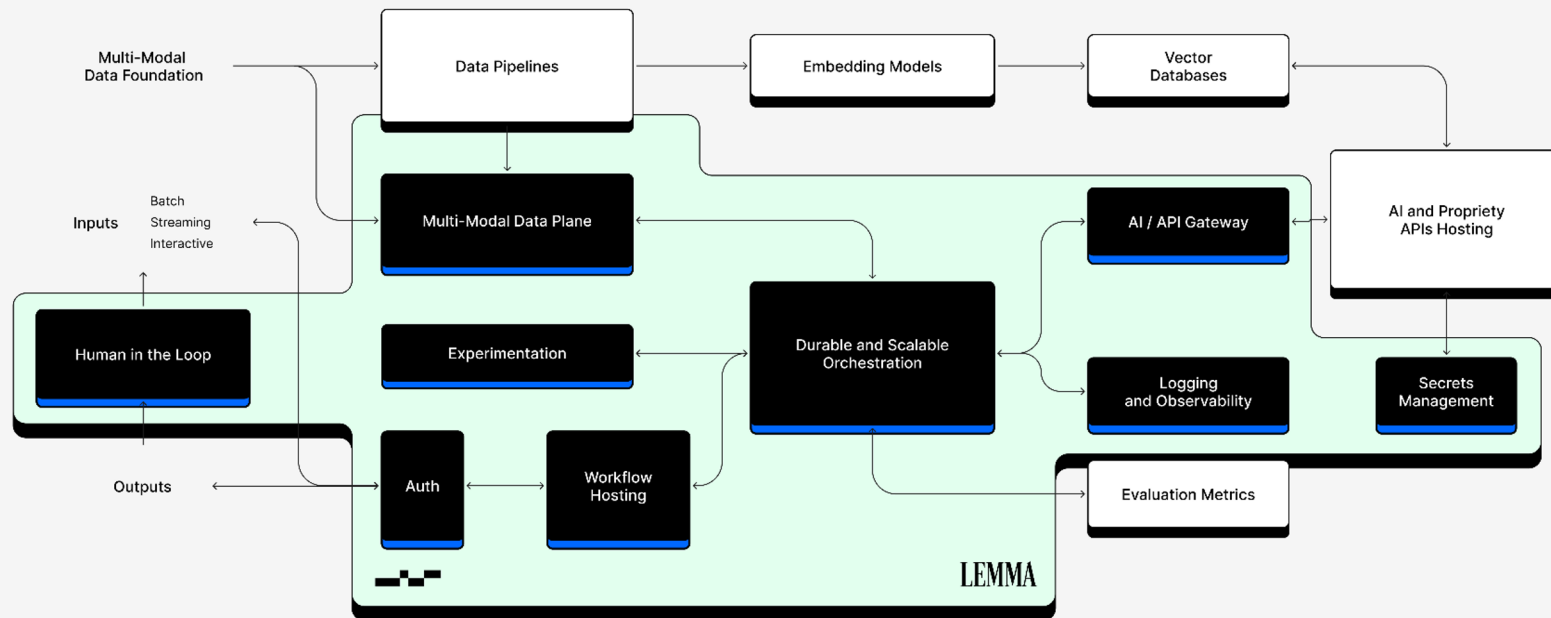
← We have synthesized the architecture patterns and necessary system components to look like this, with many players addressing different parts of the ecosystem.



# We built the Lemma Platform to be the new AI-enablement layer

AI WORKFLOW INFRASTRUCTURE THAT'S  
**COMPOSABLE, REUSABLE, AND COMPOUNDING.**

THREAD AI

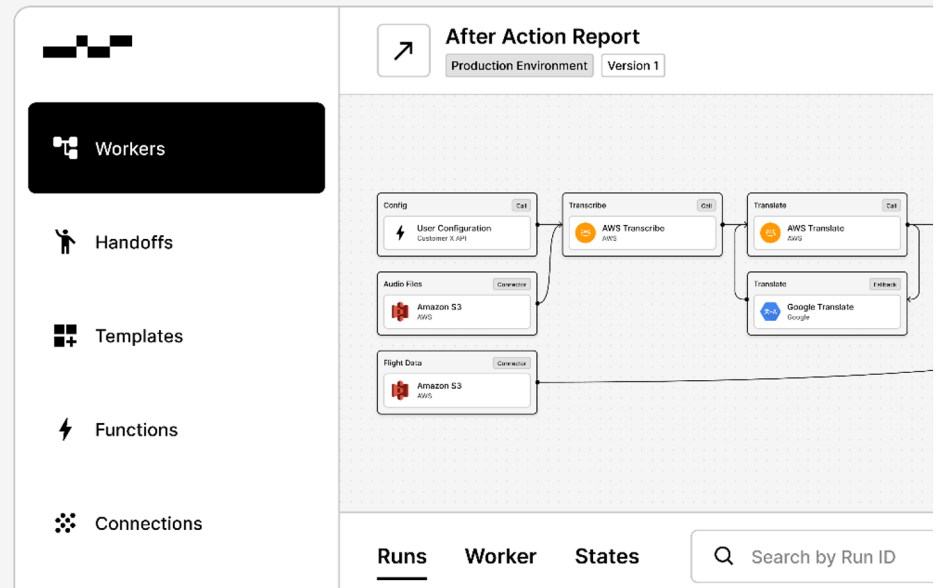


CONFIDENTIAL

# Introducing, Lemma.

## AI Orchestration Platform for Intelligent Process Automation

Build reliable, secure, and compoundable  
AI workflows and agents for your mission-critical operations



Prototype and productionize Agents and Workflows all in one platform.



Dramatically cut down on infrastructure complexity.



Faster time to value for both engineering and business teams.



CONFIDENTIAL

e (UTC)  
16-9-20

# What makes Lemma Different



## Enterprise-Grade Reliability & Control

Lemma provides enterprise-grade observability, guardrails, and AI outcome control. From logging every workflow interaction to fine-grained governance, and support for complex authorization patterns. Lemma natively incorporates human-in-the-loop states and compensating actions for complete control over AI outcomes.



## Composable & Vendor Agnostic

Orchestrate any model, API, or data source, avoiding vendor lock-in to use the best tools for the job. Lemma's composable architecture lets you build powerful, end-to-end workflows from reusable components, while a unified context layer improves AI outcomes by adapting to process results in real-time.



## Embedded Memory & Context-Awareness

Improve AI outcomes with your unique business logic embedded in and across every workflow. Our unified context layer allows each step of a Run to learn and adapt from its prior, and Reason beyond rigid pre-defined paths by initiating context aware sub-processes and agents for true cross workflow orchestrated intelligence



## Compoundable & Cross-Functional

Turn every AI initiative into a reusable asset. Lemma's registry transforms every component, from functions to human feedback, into a reusable building block, creating a flywheel of compounding value. This enables secure collaboration between technical and business teams to build both deterministic and dynamic, agent-style workflows on a single platform.



# Potential Use Cases For Retailers

## Intelligent Supplier Score-carding

Dramatically improve supply chain reliability by automating the generation of supplier scorecards. Synthesize data from logistics, sales, and quality control systems to identify top performers and proactively flag potential disruptions.

## Automate Logistics Data Ingestion

Reduce manual data entry and errors by automating the ingestion, validation, and staging of product and logistics data from your diverse supplier network, ensuring your core merchandising systems have timely, accurate information.

## Member Services & Return Data Processing

Automate processing of return data to improve efficiency and identify return patterns. This workflow would ingest return information, use AI to categorize reasons for returns at scale, and automatically update inventory systems. It also identifies patterns of product defects, feeding crucial quality insights back to the merchandising teams.

## Automated Store Operations Reporting

Free up your data analytics team by automating the generation of daily and weekly performance reports for warehouse managers, combining data from sales, inventory, and labor systems into a single, easy-to-read summary.

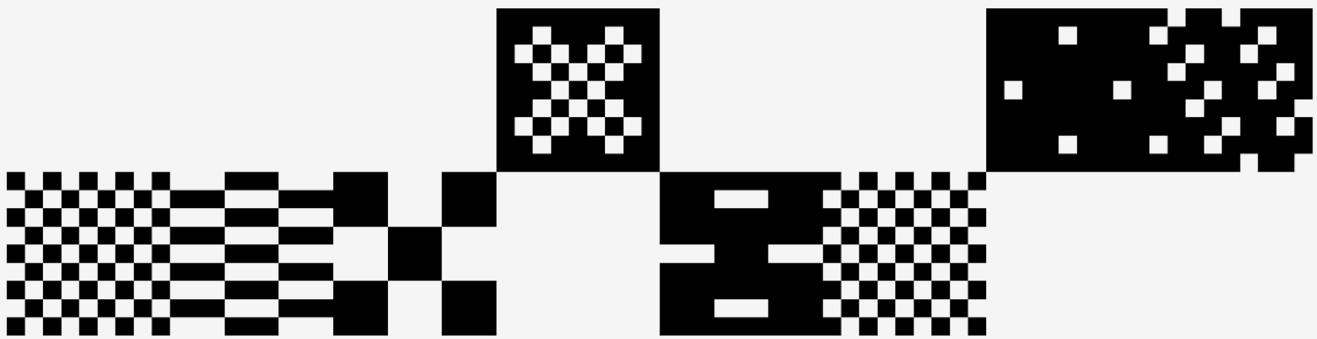
## Inventory Reconciliation & Anomaly Detection

Drastically reduce labor hours and shrink by automating inventory reconciliation between warehouse management systems (WMS) and financial records. This workflow would run daily to compare data sets, automatically flag discrepancies that fall outside of normal parameters, and generate prioritized action lists for warehouse managers, catching issues much faster than manual audits.

## Competitive Price & Product Monitoring

Maintain your competitive edge by automating the collection and analysis of competitor pricing and product assortment data. Receive real-time alerts on market shifts, enabling your buyers to make more informed purchasing decisions.





# Thread AI in Action

How customers are using Lemma today



# AI-Powered Proposal Management

VAYNERMEDIA

Case Study

70%

Improved Response Time

\$100K

Saved per Worker

250%

Increase in Topline



Improved Accuracy, Cost Savings, More Top of Funnel.

The Process is Divided into Two Key Stages

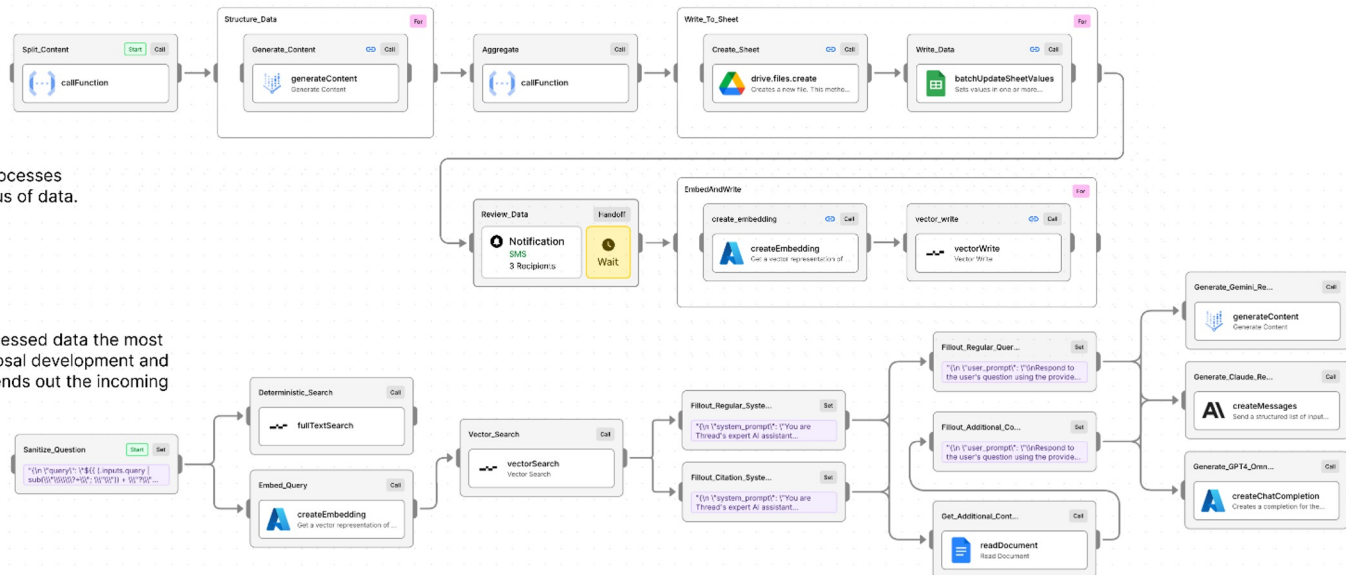


1

Data Hydration Worker ingests and processes all relevant information to build a corpus of data.

2

Search Worker retrieves from the processed data the most pertinent information needed for proposal development and generates a "first pass" response or sends out the incoming query to an expert to get their input.



THREAD AI



Connect with the  
Thread AI Team



CONFIDENTIAL



**Confidential:** *The content of this document is strictly confidential and only intended for the specified recipients. It is forbidden to share the content with any third party without written consent.*

PLUGANDPLAY

SV SUMMIT

## STARTUP PRESENTATION



### Wayfound

Wayfound is the Agent Management Platform that captures insights across functions to deliver on goals autonomously and effectively.

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Join us at [pnptc.com](https://pnptc.com)

Events Video Special Issues Jobs

# VentureBeat

Artificial Intelligence Security Data Infrastructure Automation Enterprise

## AI agents' momentum won't stop in 2025

Eric Fry's Smart Money Meet Eric Fry

## Don't Miss Out: AI Agents Are Becoming Tech's Next Battleground

And the one company that's positioned to benefit...

14 ago · By Eric Fry, Editor, Fry's Investment Report

Big Tech's Quantum War Has Begun — and One Tiny Stock Could Win It

MARKET ANALYSIS

2. Mar 9, 2025

## COMPUTERWORLD

### This Contrarian Index Stock

by Prasanth Aby Thomas

## Google to unveil AI agent for developers at I/O, expand Gemini integration

News

May 13, 2025 · 4 mins

Generative AI Google

in X T F @ E

The enterprise AI market is becoming an intense battleground for cloud giants racing to define the future of workplace productivity.

Inc.

NEWSLETTERS SUBSCRIBE

TECHNOLOGY

## Sam Altman Says AI Agents Will Transform the Workforce in 2025

In a new blog post, the famous OpenAI CEO reflected on his firing, what the company could do better, and a pursuit of 'superintelligence.'

BY BEN SHERRY, STAFF REPORTER @BENLUCASHERRY

MAY 6, 2025

SHARE

# We are in the AI Agent Era

THE WALL STREET JOURNAL.

Latest World Business U.S. Politics Economy Tech Markets & Finance Opinion Arts Lifestyle Real Estate Personal

STEVEN ROSENBUCH

## AI Agents Will Transform Customer Relationships, for Better or Worse

Fused with messaging apps, bots promise a new era of personalized communication, if businesses and customers can handle the intimacy

By Steven Rosenbush Follow

May 10, 2025 8:00 am ET

CLOUD WARS

## AI Agents: A Force Multiplier That Boosts Startup Productivity

By Toni Witt — December 23, 2024 — Updated: December 23, 2024 · 5 Mins Read

Facebook Twitter LinkedIn

ZDNET tomorrow belongs to those who embrace it today

/ innovation

Why you can trust ZDNET

ZDNET independently tests and researches products to bring you our best recommendations and advice. When you buy through our links, we may earn a commission. Our process

Home / Innovation / Artificial Intelligence

## AI agents aren't just assistants: How they're changing the future of work today

We're officially in the era of AI agents. Here's how they're different from assistants, and how they're affecting workplace dynamics.

Written by Sabrina Ortiz, Senior Editor

March 11, 2025 at 9:55 a.m. PT

Reviewed by Elyse Batters Picaro

in T F T

# Deploying AI Agents does not guarantee success

95% of AI Pilots fail.  
80% of AI deployments fail.

## Why?

- GenAI treated like traditional software.
- Monitored, but not actively supervised and proactively improved.

## MIT report: 95% of generative AI pilots at companies are failing



BY SHERYL ESTRADA  
SENIOR WRITER AND AUTHOR OF CFO DAILY

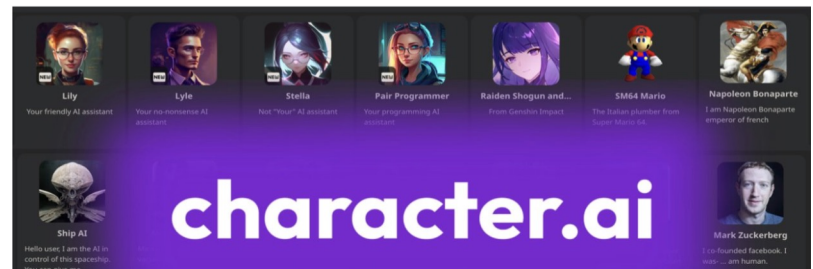
August 18, 2025 at 6:54 AM EDT



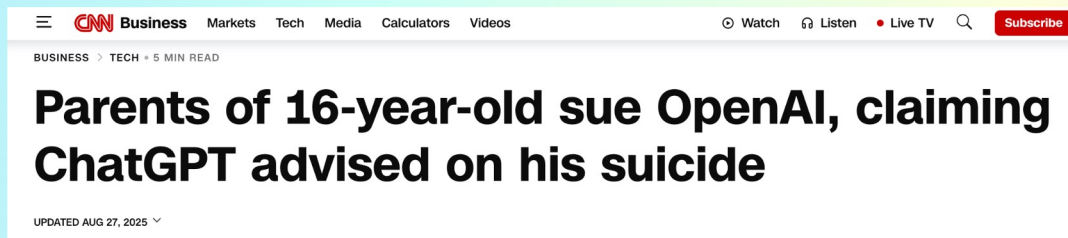


# AI Agents are unpredictable

In early ruling, federal judge defines Character.AI chatbot as product, not speech



Source: [Associated Press](#)



Source: [CNN](#)

Guardrails  
built into AI  
Agents are  
not enough

# AI Agents must be supervised

AI Bias Lawsuit Against Workday Reaches Next Stage as Court Grants Conditional Certification of ADEA Claim

By Guy Brenner, Jonathan Slowik & Dixie Morrison on June 11, 2025

Companies must show a “duty of care” and regularly audit Agents

Source: [American Bar Association](#)

**The Register** | Hewlett Packard Enterprise

## Air Canada must pay damages after chatbot lies to grieving passenger about discount

Airline tried arguing virtual assistant was solely responsible for its own actions

# AI Agents are never “done”

*The thing that all our successful deployments have in common is that the companies iterate – a lot*

**Agentforce**  
sales specialist

AI Agents need to learn and evolve; improving knowledge & directives never ends

# A Better Way to Supervise AI Agents

## Human Evaluators

Agent Management - Member of Technical Staff  
New York Office • 1 week ago

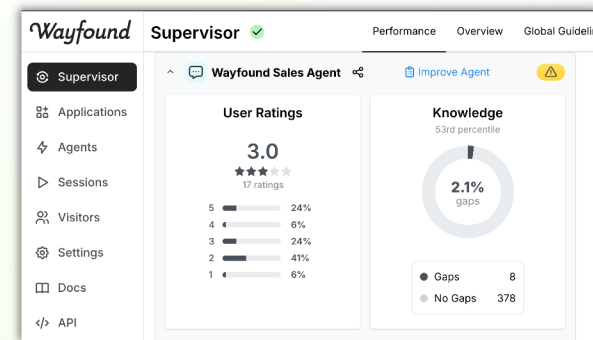
\$300K/yr   On-site   Full-time

Apply   Save

- Months to hire team of human managers
- Finite Oversight Capacity
- High Cost
- Lack of continuous and consistent coverage

vs.

## Use AI to Supervise AI



- **Infinitely Scalable** – Oversee thousands of agents simultaneously, across platforms
- **24/7 Real-Time Analysis** – Supervise millions of sessions against custom guidelines real-time
- **Cost-Efficient** – Reduces AI management expense by up to 50%+

Wayfound

# Wayfound, a layer above all your Agents

### Wayfound Supervisor

- AI Agent Supervision & Alerts
- Agent Performance Assessment
- Inline Enforcement of Behavioral Guidelines
- AI Agent Improvement Loops
- Agent Meetings & Collaboration

### Plug in Agents built on Frameworks

OpenAI ANTHROPIC Gemini INTERCOM Agentforce  
crewai LangGraph SIERRA snapLogic And More...

Wayfound SDK, APIs, & MCP for session/CoT ingestion, Agent Configuration, data export

### Custom Built Agents

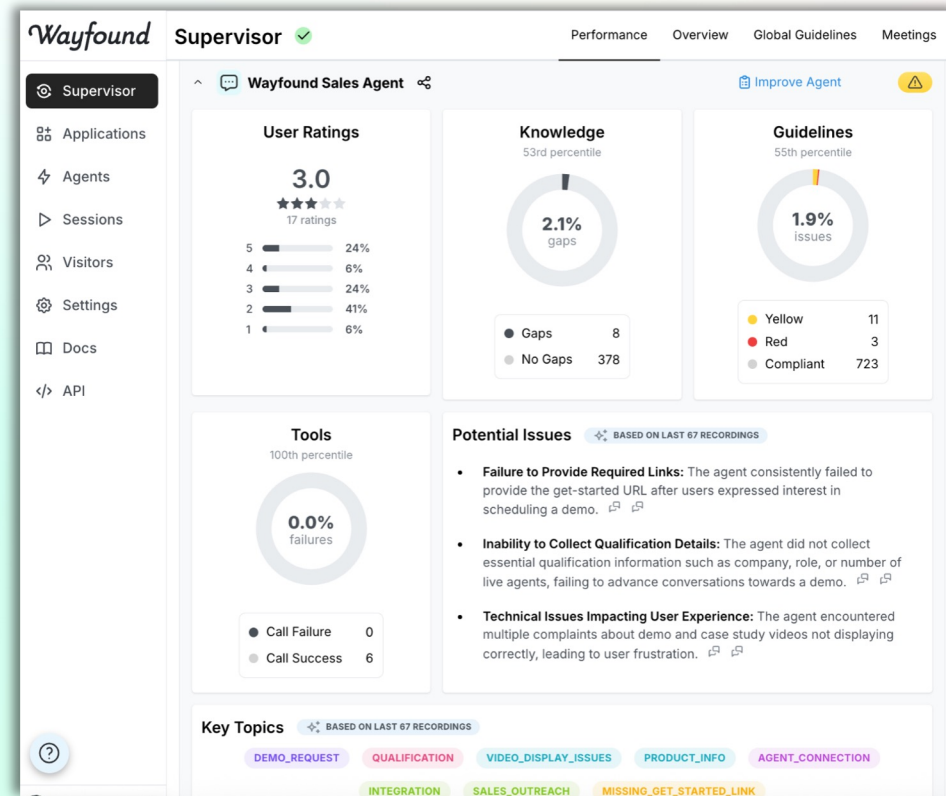
(built in house)

- Built on custom models
- Supported by Wayfound's SDKs

# Direct Agent Control for Business Users

AI Control Center for the **people who know what good looks like:**

- Customer Support Teams
- Sales Teams
- Financial Analysts
- Business Executives



# Real Customer Outcomes

Reduce Monitoring Costs

**by 80%**

Launch Agents

**3x Faster**

Achieve AI Agent ROI in

**<90 Days**

# Customer Love + Referrals

**ARDMORE ROAD**  
ASSET MANAGEMENT

“Wayfound’s supervision and explainability is critical for building confidence as we scale our business efficiently with AI Agents. **Our analysts need to have direct visibility and feedback** for how the Agents are performing at every step, so Wayfound is critical for us.”

Chris Connor,  
Managing Partner

 **SauceLabs**

“Once we gave Wayfound to our customer support team, we really started to see massive value. Wayfound gives us **rich insights that have helped us track and improve** the Agent.”

Suriel Lopez,  
SVP Operations &  
Customer Experience

**531**

“We added Wayfound to our Agent so we can **see how people are actually using this thing and make it better**. When I get an Alert, I’m in there looking at what happened & immediately message the customer. **Wayfound prevents churn. It’s been a game changer for us.**”

Darren McKee,  
CEO

*Wayfound*

# Wayfound Leadership (+22 AI Agents)



**Tatyana Mamut, PhD**

CO-FOUNDER, CEO

SVP/Head of New Products, Pendo  
 Head of Product/GM, Amazon Web Services  
 Chief Product Officer, Nextdoor  
 VP, IoT Cloud & Lightning, Salesforce  
 Founder & Senior Director, Org Design Practice,  
 IDEO / Author of Human Centered Design Toolkit

Co-Author, "LLM Alignment through Projection Embedded Rules & Chain of Thought Reasoning" (with Craig Mundie)



**Chad Burnette**

CO-FOUNDER, CTO

Sr. Director of Platform, Pendo  
 Director of Platform, Box  
 VP, Engineering, Zenph  
 VP, Engineering, EvoApp  
 Principal Engineer, Siemens Healthcare



(12) <b>United States Patent</b> <b>Mamut et al.</b>	(10) <b>Patent No.:</b> <b>US 12,380,340 B1</b>
	(45) <b>Date of Patent:</b> <b>Aug. 5, 2025</b>
(54) <b>SYSTEMS AND METHODS FOR AI AGENT CONTROL LAYER THROUGH PERFORMANCE EVALUATION OF ARTIFICIAL INTELLIGENCE AGENTS</b>	12,190,026 B2 * 1/2025 Nendorf ..... G06F 30/20 2014/0344358 A1 * 11/2014 Liu ..... H04L 67/535 709/204 2020/0035240 A1 * 1/2020 Will ..... G06N 5/022 2020/0327413 A1 * 10/2020 Reed ..... G06N 3/08 2023/0215531 A1 * 7/2023 Chevalier ..... G16H 30/20 705/2
(71) Applicant: <b>Wayfound INC.</b> , Raleigh, NC (US)	2023/0237570 A1 * 7/2023 Li ..... G06Q 40/03 705/38
(72) Inventors: <b>Tatyana Mamut</b> , San Francisco, CA (US); <b>Charles Boyd Burnette</b> , Wake Forest, NC (US)	2023/0245651 A1 * 8/2023 Wang ..... G06N 5/022 704/326

# Wayfound

*trust in intelligence*

Thank you!

[tatyana@wayfound.ai](mailto:tatyana@wayfound.ai)  
[chad@wayfound.ai](mailto:chad@wayfound.ai)

*Wayfound*

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## STARTUP PRESENTATION



### Generation Lab

Generation Lab is a data-tank studying the future for media, businesses and governments. Co-publishers with Axios, NBC News, and the PBS NewsHour.

#PNPTCSiliconValley

Join us at [pnptc.com](https://pnptc.com)

**VERB AI**  
by Generation Lab





## TRADITIONAL MARKET RESEARCH IS HARD

# Getting insights using traditional methods like focus groups & surveys is critical yet hard...



### SLOWNESS

Weeks to complete studies and analyze data. Sentiments and opinions evolve faster, especially in today's fast-paced world.



### EXPENSIVE COSTS

Exorbitant costs for in-person interviews, focus groups, or surveys (venue, moderator, survey creation, and final deliverable).



### LOW REPRESENTATION

Traditional research methods do not manage to reach all demographics - underrepresentation of some parts of the population.



### SELF REPORTED & REAL BEHAVIORS DISSONANCE

People often provide insincere answers, showing desired perceptions over true preferences.





TRADITIONAL MARKET RESEARCH IS HARD

# Decisions require insights grounded in real human behavior, not just hallucinations ...



## UNTETHERED

Synthetic data is usually untethered from reality, often grounded on general training data or outdated survey responses.



## NOT COMPETITIVE

Tools that rely on synthetic data offer to edge to you over your competitors.



## NO REAL BENCHMARKS

Synthetic outcomes are often detached from any benchmarks, or from benchmarks that relate to your outcomes.



## HPYE NOW, PAY LATER

People offer solutions wrapped in AI jargon, capitalizing on the hype, but poorly informed decisions lead to poor performance.





## OUR SOLUTION

# Verb's advantage - Reliable instant market insights.



### FASTER

Insights in seconds. No limits, no delays. Explore user purchase journeys, map every touchpoint, and gain a 360° view of the competitive landscape, including the brands and products they buy.



### CHEAPER

No expensive logistics. No venues, moderators, or lengthy survey creation. Insights are instant, streamlined, and cost-efficient.



### BROADER DEMOGRAPHICS

Our technology allows us to reach and understand a broader and more international demographic representation



### REAL BEHAVIORAL DATA

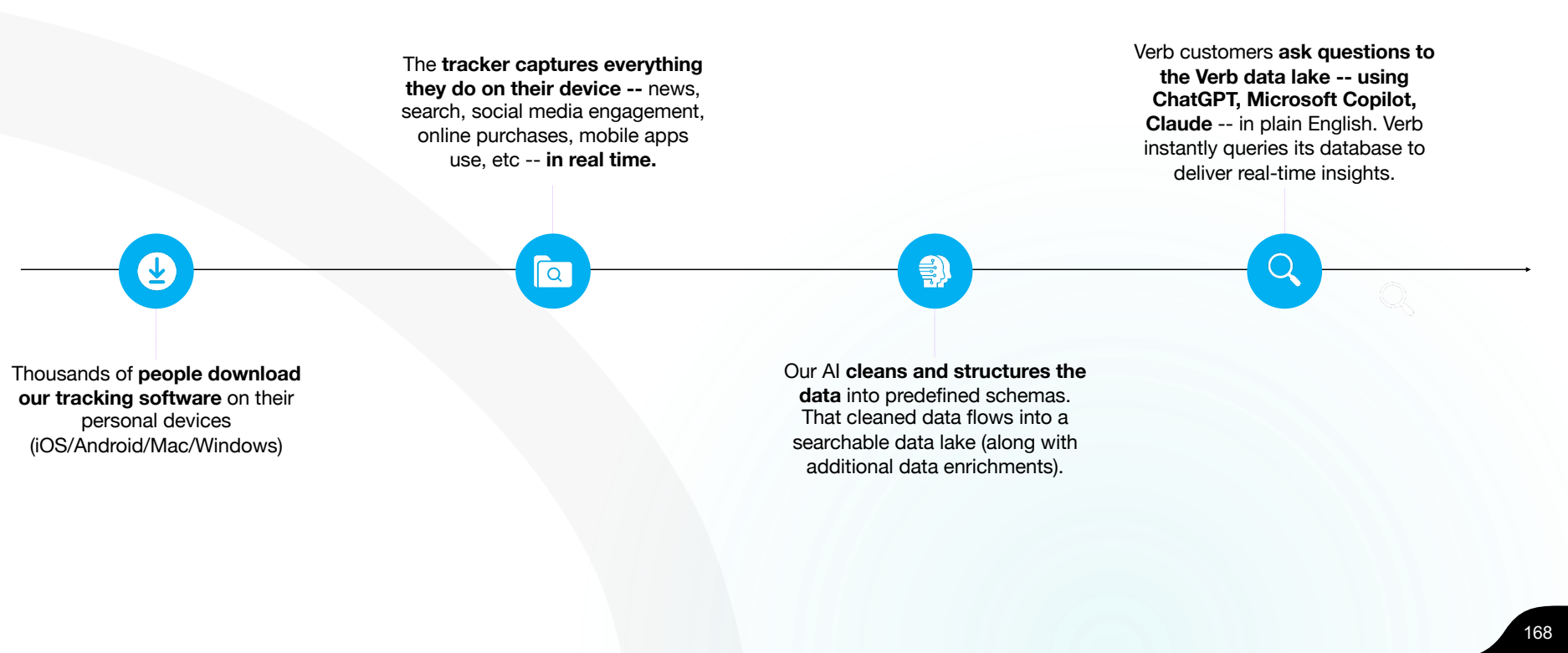
Based on actual online interactions & decisions patterns





## DATA COLLECTION AND PROCESSING

# How does it work?





FEATURED

## People have noticed us



VERB A.I., a new app by Generation Lab, is offering to pay young people \$50 a month for their data.



VERB AI Gen Z's new side hustle: selling data. Selling data is becoming the new selling plasma.



VERB AI: Is \$50 a fair price for your data?

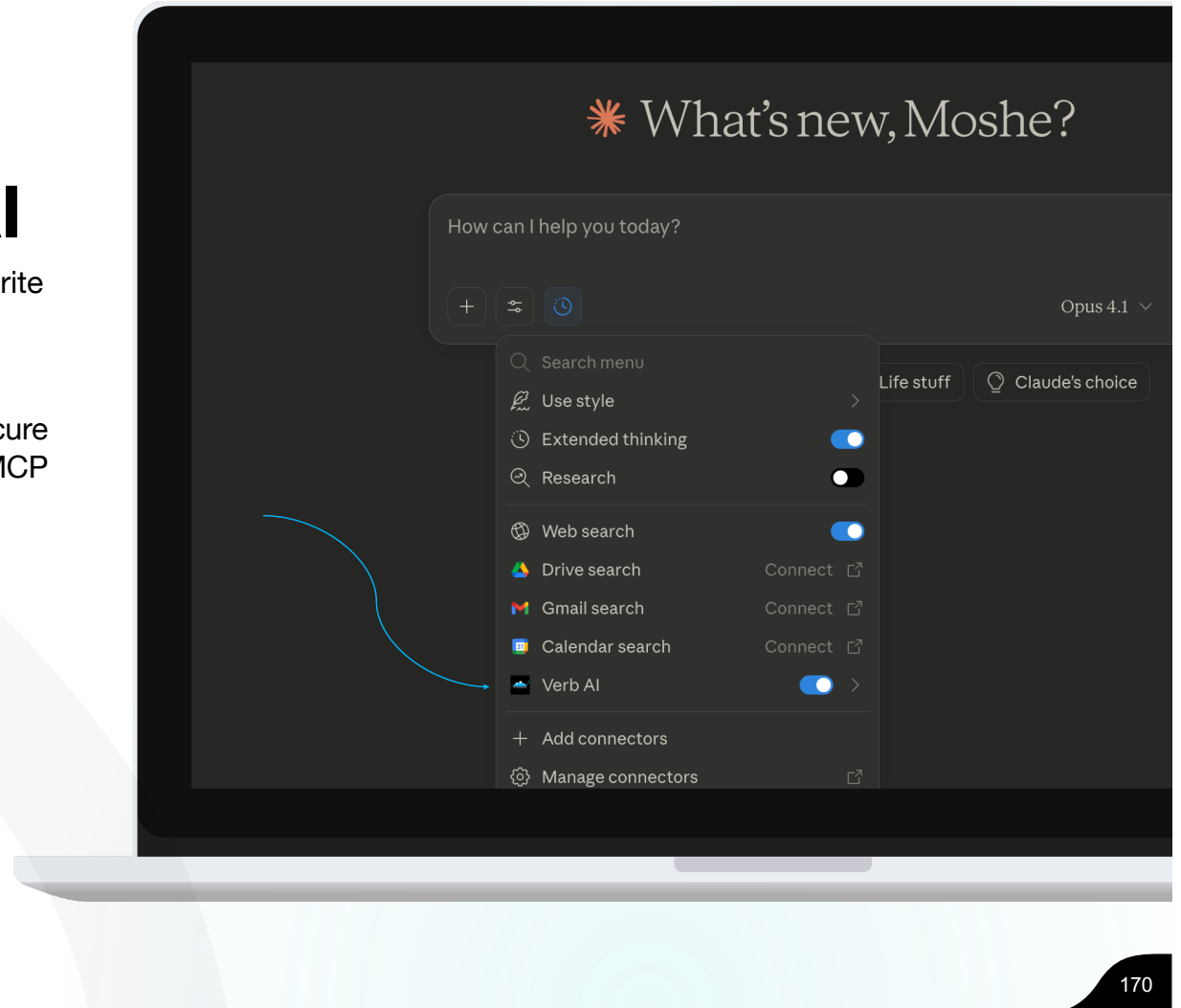


STEP 1

## Connect Verb AI

Add the Verb AI connector to your favorite chat-powered LLM solution (Copilot, ChatGPT, or Claude).

By connecting, you grant your LLM secure access to the Verb database through MCP (Model Context Protocol) technology.



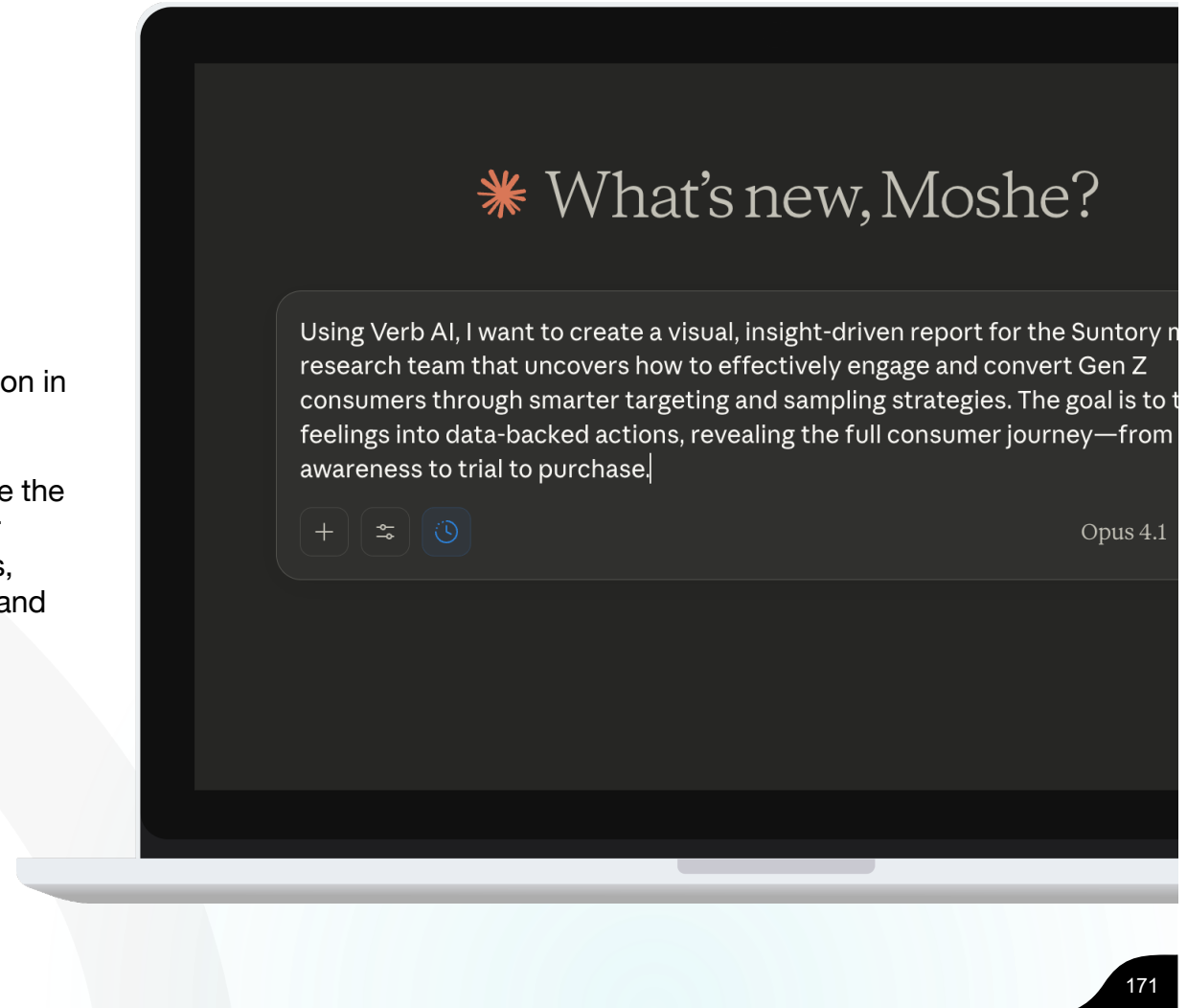


STEP 2

## Ask in Plain Language

Simply ask any market research question in natural language.

Your chat interface will instantly surface the most relevant behavioral data from our panel — including product touchpoints, purchase activity, news consumption, and streaming behavior.



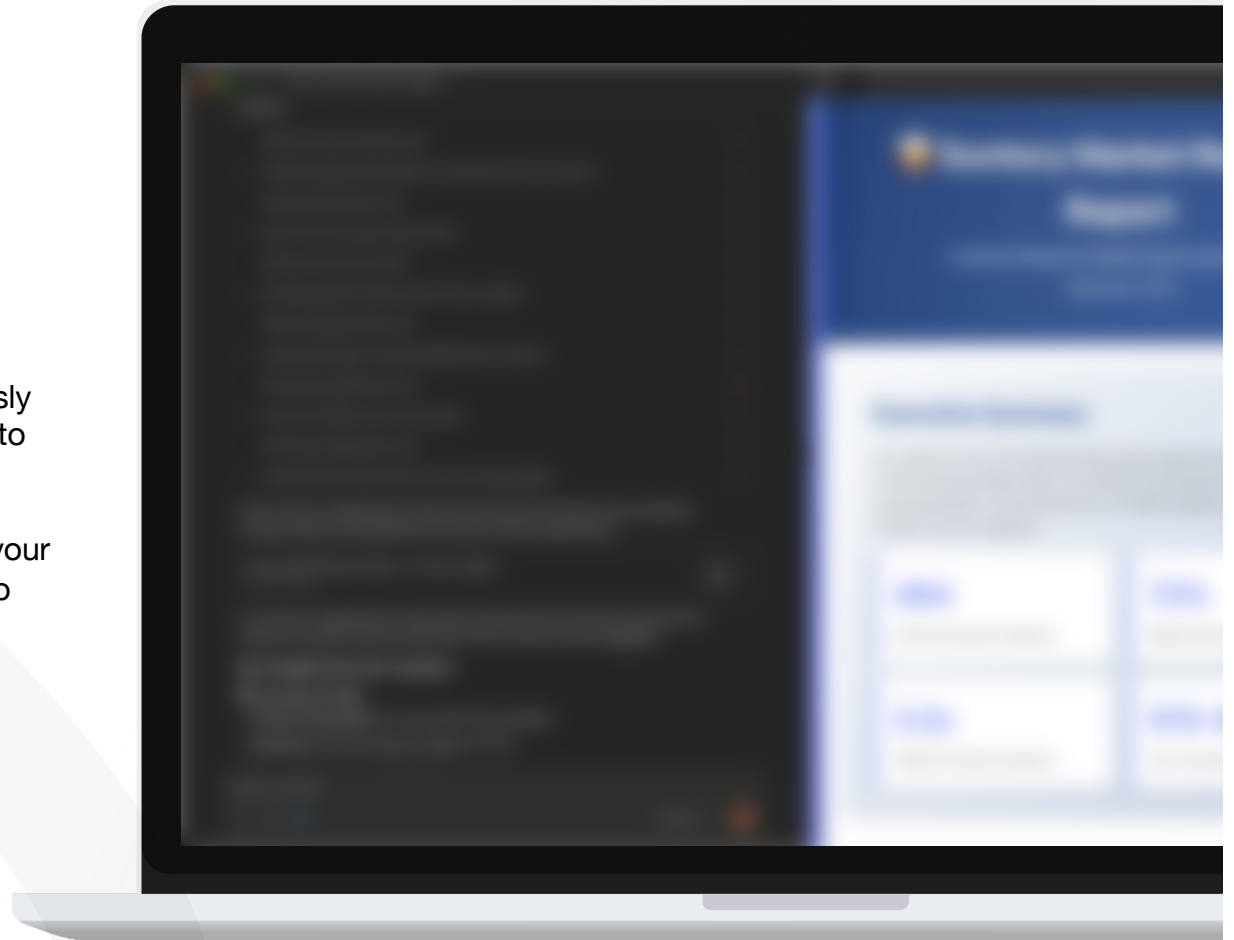


STEP 3

## Get Instant Insights

Your LLM-powered chat will continuously pull fresh data from Verb, allowing you to explore and refine your questions.

Easily generate aggregate insights for your target demographics and turn them into powerful, strategic deliverables.





## THE VERB METHODOLOGY

### Insight Extraction & Activation

Findings from MCP explorations are synthesized into **clear insights and narratives** — used to shape campaign strategy, media targeting, and innovation priorities. The impact of each insight can be **monitored again** through the same passive data loop, closing the feedback cycle.

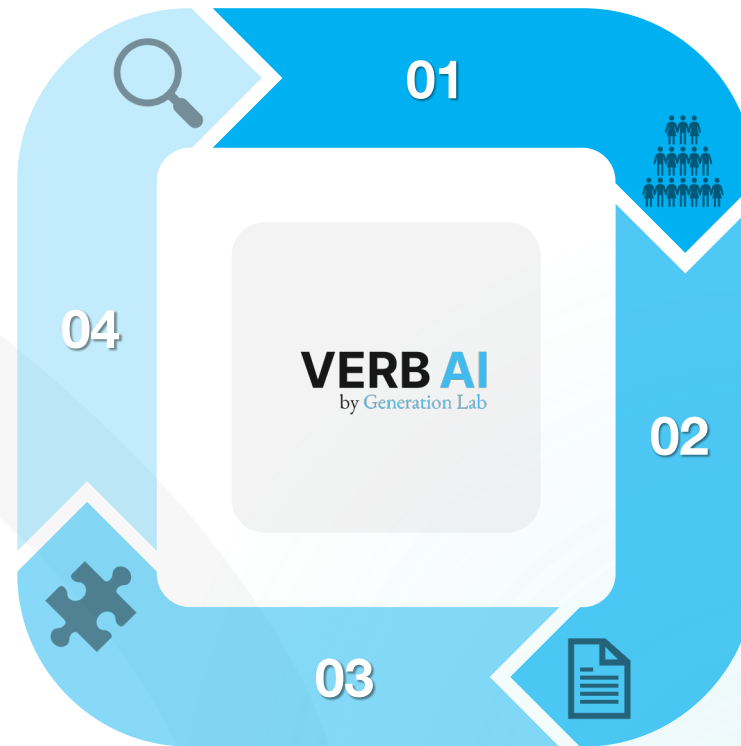
**Continuously refreshed strategic intelligence that connects consumer behavior to brand action**

### Interactive Data Query (Verb MCP Integration)

When a pattern or anomaly stands out, you can use the **MCP data plugin** within your preferred chat-powered solution (e.g., ChatGPT or Copilot) to ask deeper questions:

“What type of content drove the spike in whisky engagement this week?”

**A human-AI collaboration layer that transforms raw data into structured insights, empowering your researchers to explore freely without waiting for analysts.**



### Panel Data Collection

We use passive metering panel to continuously capture real consumer behavior — social exposure, searches, content engagement, and purchase signals across devices. Data is automatically cleaned, categorized (e.g., by alcohol type, brand, context), and structured for analysis.

**A high-quality, always-on dataset reflecting authentic behavioral signals rather than self-reported opinions.**



### Automated Reporting (Dashboards & Weekly Email Summaries)

Aggregated data is visualized in an interactive dashboard, showing brand trends, campaign performance, and emerging audience behaviors. Weekly email summaries deliver concise trend digests directly to the research team — highlighting anomalies, momentum shifts, and notable brand activities.

**An at-a-glance view of market movement and behavioral trends with minimal manual work.**



ABOUT US

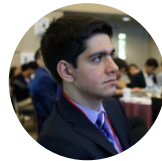
# Meet our team



**Cyrus Beschloss**

CEO

With a background in data journalism, Cyrus founded & profitably scaled Generation Lab to \$3M annual revenue. Appears regularly on CNBC, and MSNBC.



**Matin Mirramezani**

COO

With a background in economics, Matin thrives on finding data that is hard to find. Created Generation Lab's empirical methodologies and co-authored a book on Iran.



**Moshe Borouchov**

CTO

With a background in Intelligence, tech and design, Moshe has a knack for the applying technical solutions to real-world problems. Founded CITY Magazine (acquired), and CivicSync (acquired).





OUR ASK

## What insights are you missing?

Let us know:

**[matin@generationlab.org](mailto:matin@generationlab.org)**

PLUGANDPLAY

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## STARTUP PRESENTATION



### Auxia

Auxia is a composable, AI-based platform designed to help businesses accelerate product-led growth.

#PNPTCSiliconValley

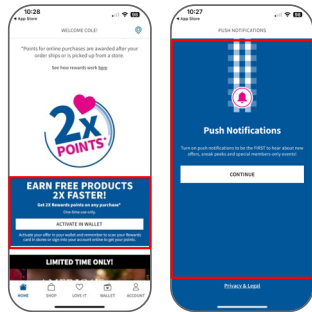
Join us at [pnptc.com](https://pnptc.com)

# The Agentic Journey Orchestration Platform



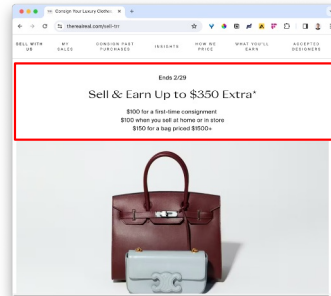
## Retail use cases for Agentic Journey Orchestration

**Increase sign ups** to rewards program



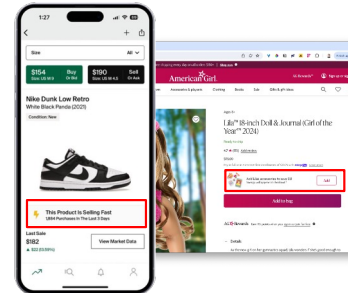
Drive adoption your retentive or high value features, like subscribing to SMS or joining a rewards program, with personalized ML models

**Drive conversion** with 1-to-1 offers and promotions



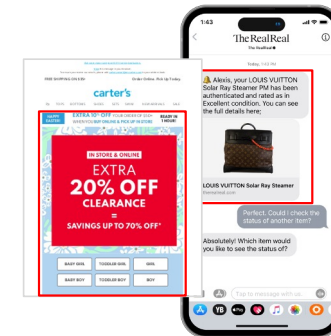
Increase revenue and reduce promotion spend with 1-1 offers that are optimized to each person's behavior and preferences

**Boost basket size** with hyper-personalized **upsell / cross sell**



Dynamically predict and surface the optimal product, message, channel, timing, and frequency to drive more purchases

**Reduce churn** and drive repeat purchases



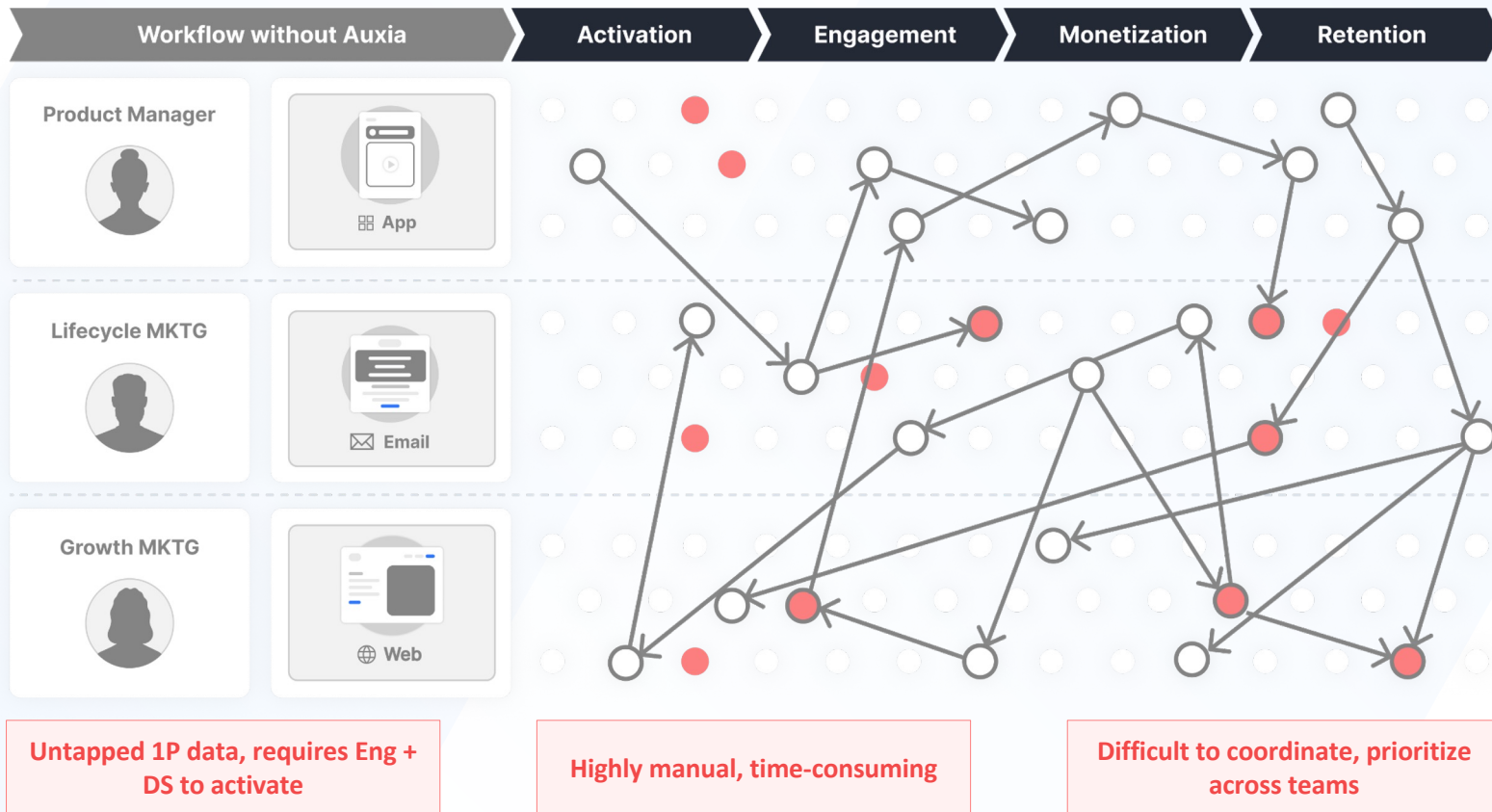
Turn your new customers into your loyal champions with lifecycle marketing that optimizes on autopilot

Activation

Monetization

Retention

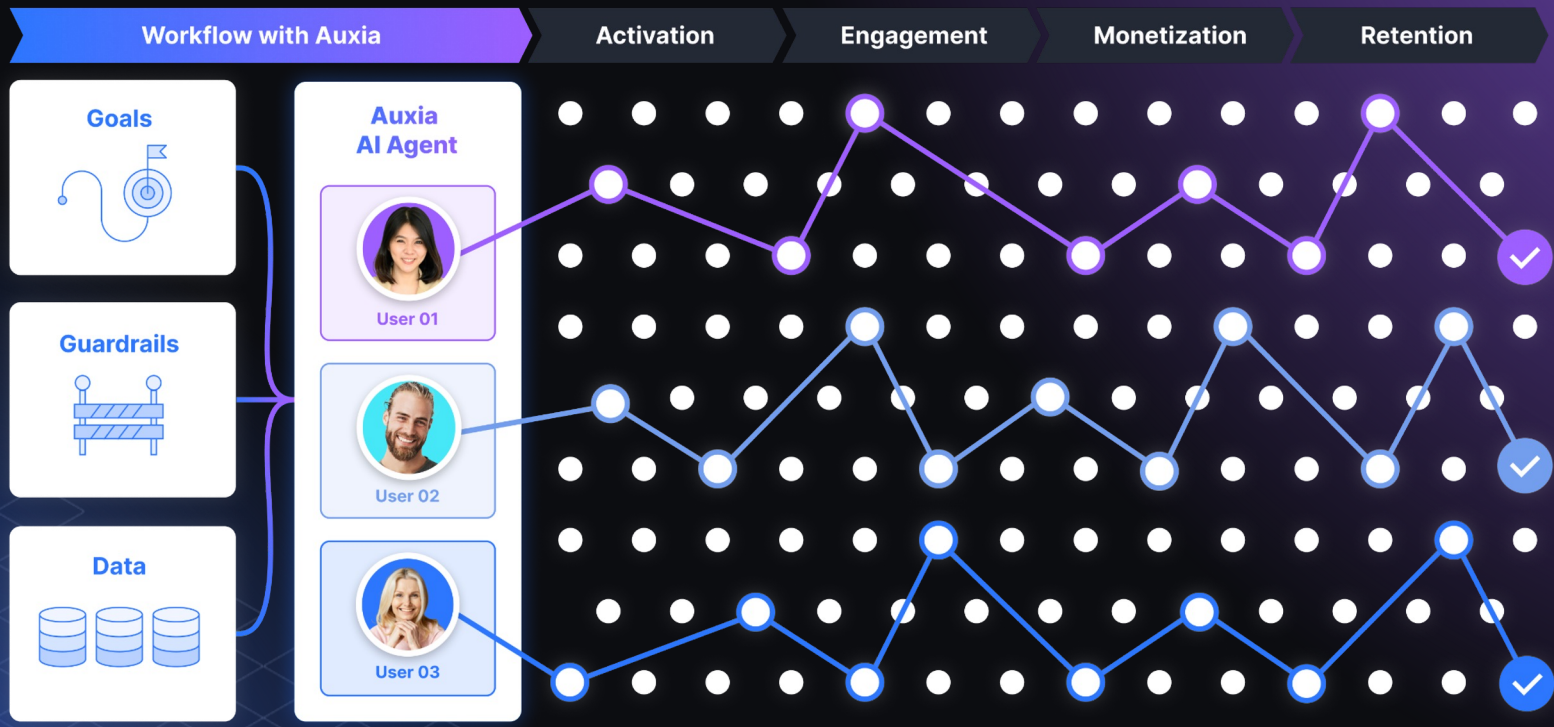
Unfortunately, customer journeys today are manual, ineffective, & cumbersome





Hyper-personalize every interaction with  
the **right content**  
to the **right user**, through the  
**right channel**, at the **right time**.

# Auxia uses AI Agents to orchestrate hyper-personalized, 1:1 experiences for every user



Leverages all 1P data, for greater impact

Test across hundreds of hypotheses effortlessly

Continuously adapts & improves in real-time

## Customer Stories: Impact from Agentic Journey Orchestration

### Financial services



Top 5 Global Bank  
~\$3T AUM

### Retail



Top 3 C2C Marketplace globally  
\$10B+ GMV

### Media

The  
Guardian

#1 Publisher in UK  
1B+ monthly pageviews

### SaaS



Top 10 Global Software Co.  
250K+ customers

### Telecom



#1 TelCo in Japan  
85MM+ subscribers



SOC2 Type II  
Certified



Securely Encrypted



GDPR Compliant



Auxia Contact Form

PLUGANDPLAY

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## STARTUP PRESENTATION



### Lica World

Lica transforms brand assets into high-performing, on-brand ad creatives using proprietary foundation models.

#PNPTCSiliconValley

Join us at [pnptc.com](https://pnptc.com)



AI that delivers on-brand creatives  
*wherever your consumers are*





Lica.World

Bad news - most devs believe AI is going to kill 'most or all' of their company's marketing department

News

By Efosa Udimwun published A



Forbes

Can AI

EDITORS' PICK | INNOVATION > AI

 Exclusive

AI Is Killing Marketing As We Know It —

# The CMO Is Dead.

# Meanwhile, AI:





Brand Awareness

Creative Control

Editability





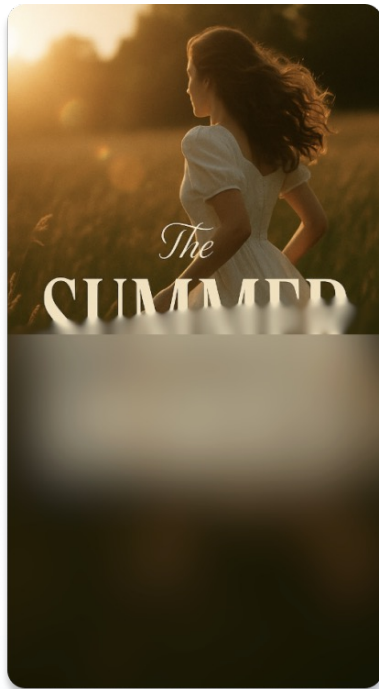
Lica.World

A foundational design intelligence model that

understands *you* and your *brand*  
that is *generative* and *steerable*



Lica.World

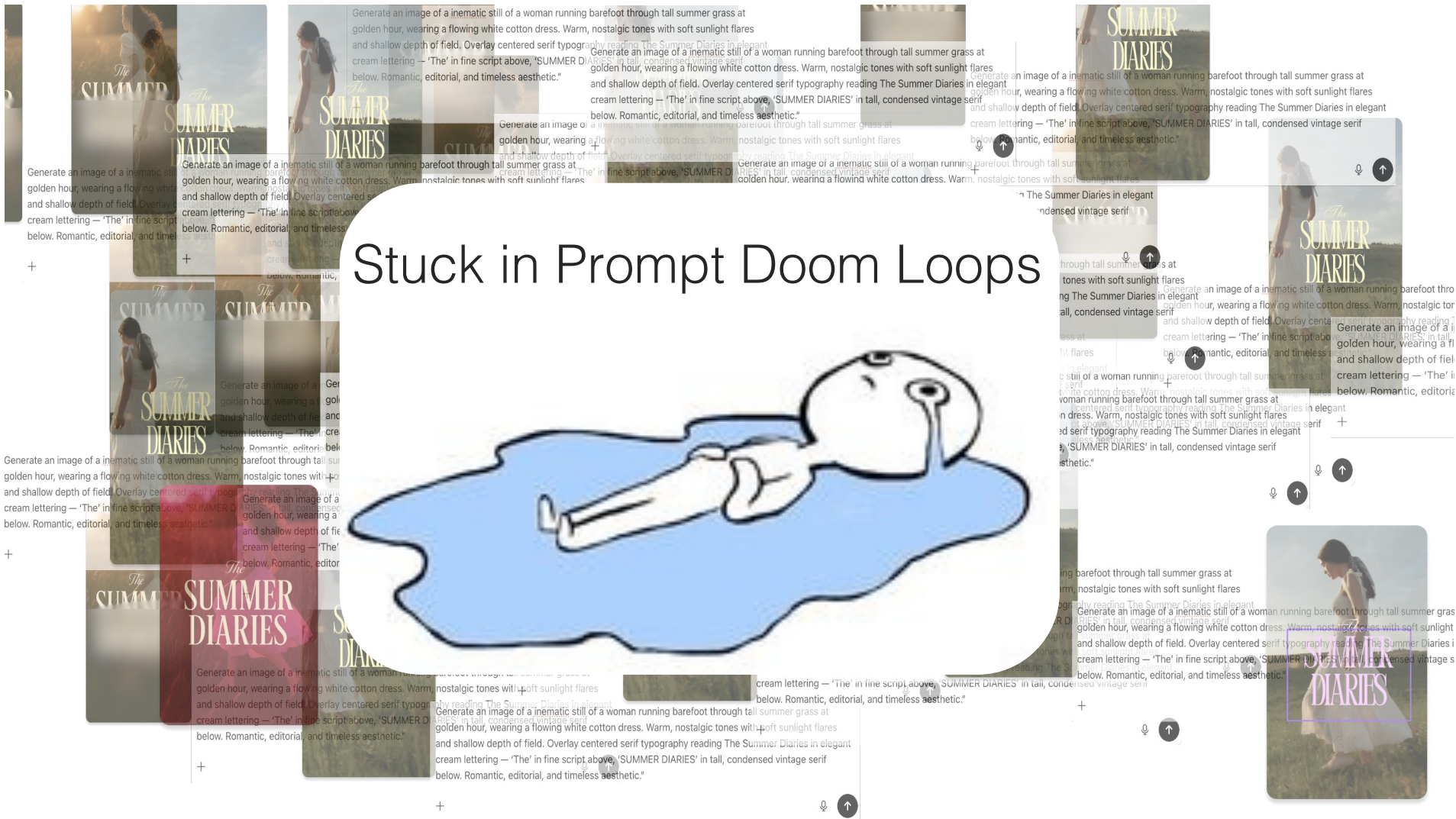


Generate an image of a cinematic still of a woman running barefoot through tall summer grass at golden hour, wearing a flowing white cotton dress. Warm, nostalgic tones with soft sunlight flares and shallow depth of field. Overlay centered serif typography reading The Summer Diaries in elegant cream lettering — 'The' in fine script above, 'SUMMER DIARIES' in tall, condensed vintage serif below. Romantic, editorial, and timeless aesthetic."

+



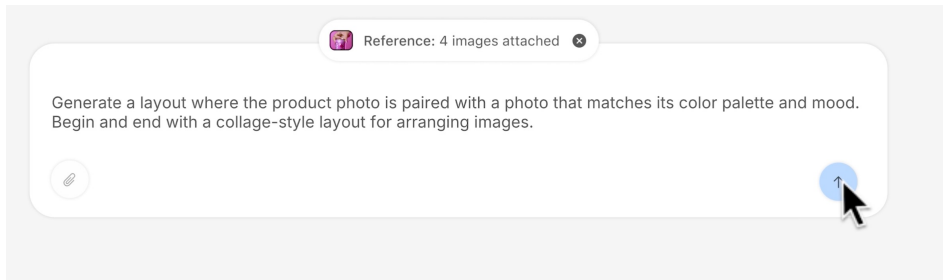
# Stuck in Prompt Doom Loops





Reference: 4 images attached

Generate a layout where the product photo is paired with a photo that matches its color palette and mood. Begin and end with a collage-style layout for arranging images.



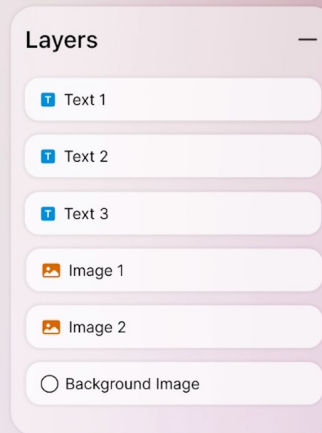
We built an AI model that thinks like a designer, replacing pixel diffusion with design reasoning.

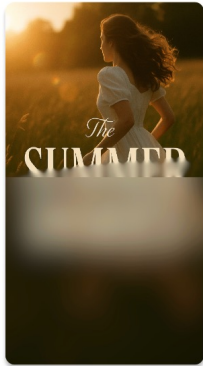
Edit every output like a design file, and let AI embody your brand in every generation



Layers

- Text 1
- Text 2
- Text 3
- Image 1
- Image 2
- Background Image





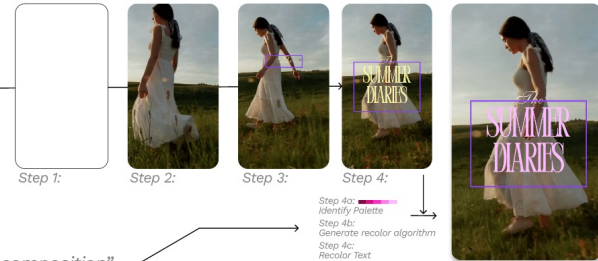
### Diffusion:

watching fog slowly reveal a scene — you can't control what appears, only hope it resembles your intent.



### Design Action Transformer:

Like directing a designer translating intent into steps with spatial awareness in interpretable, editable layers you can intervene in.



*prompt: "shuffle font color scheme to vibrant pink aligning with the photo composition"*



# Trusted by the Brands Defining Culture: from Runway Icons to Everyday Style Trendsetters

Kilte

SAINT ART

MODERN  
CITIZEN



PLAY UP

BOSTON  
PROPER



Rainbow

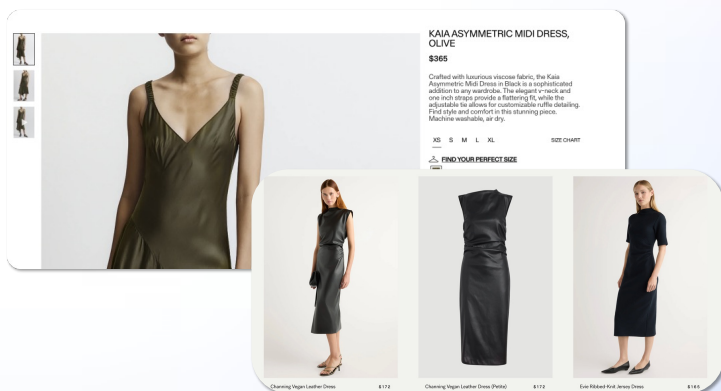
LAFAYETTE 148  
NEW YORK



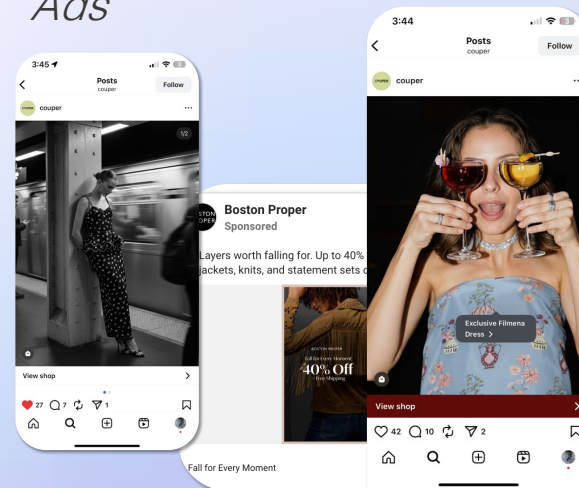


# Lica's Brand-Aware Models are Powering Creative Scale for Modern E-Commerce Teams

*Product Display Pages*



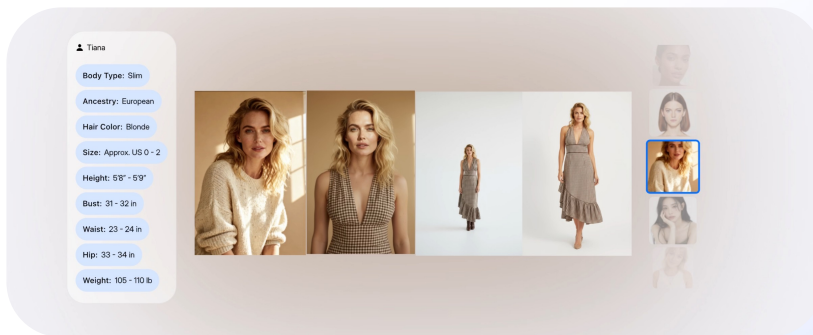
*Ads*



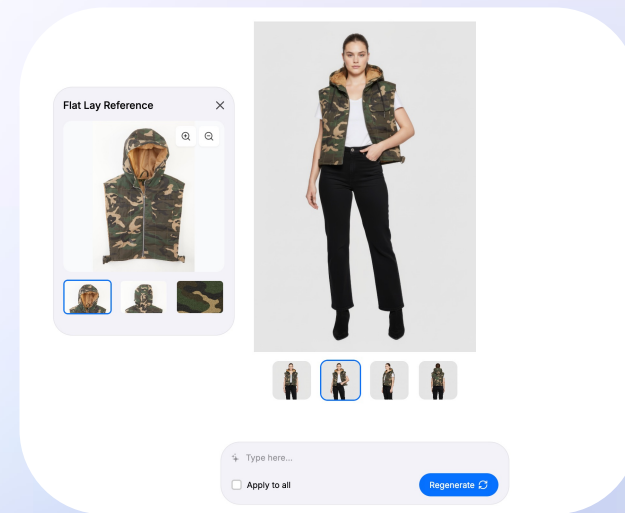


Product Display Pages:

# Cut Studio Costs by 75%



Build a portfolio of AI Models to represent your brand



Flat to a suite of PDP Photos & Videos

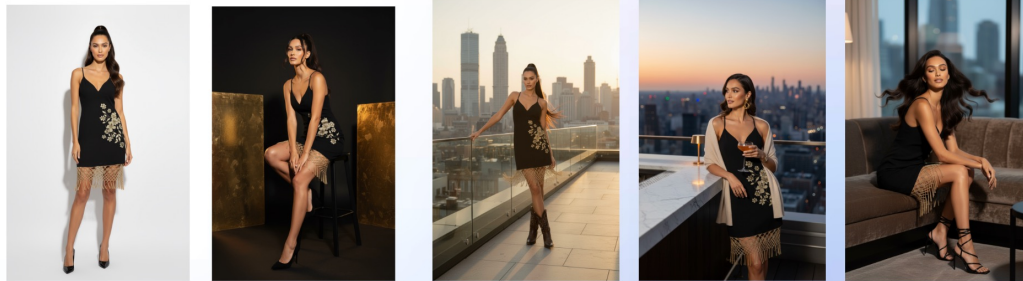


Product Display Pages:

# Cut Studio Costs by 75%



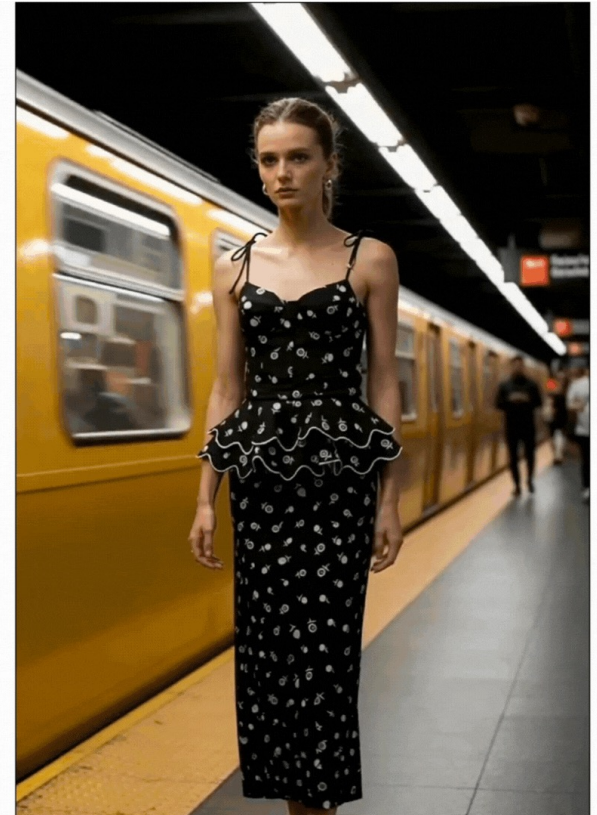
Turn iPhone shots into professional ecomm studio photos and lookbook editorials





Product Display Pages:

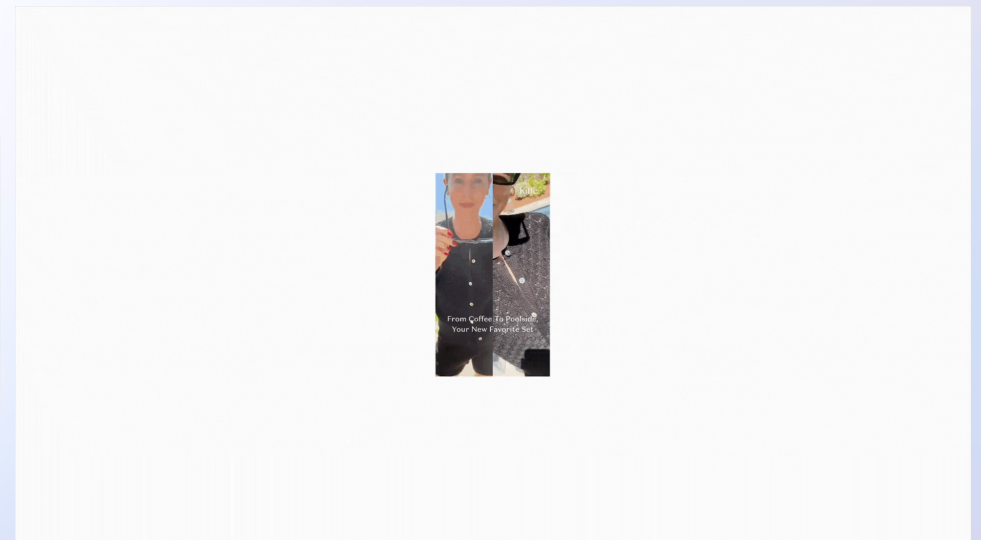
Cut  
Studio  
Costs  
by 75%





Paid Marketing & Social Ads

# 5x Creative Throughput, 2.5x Incr in Conversions







Team

We've been building AI to supercharge humans — before it became “cool”



Priyaa,  
Cofounder, CEO



Purvanshi,  
Cofounder, CTO



Monique,  
Head of Sales & Biz Dev

Built by  
Alumni of



BACKED BY



South Park  
Commons



SEQUOIA



innovation  
endeavors



BALAJI SRINIVASAN

AMJAD MASAD

MICHELE CATASTA

REI-LING HUDSON

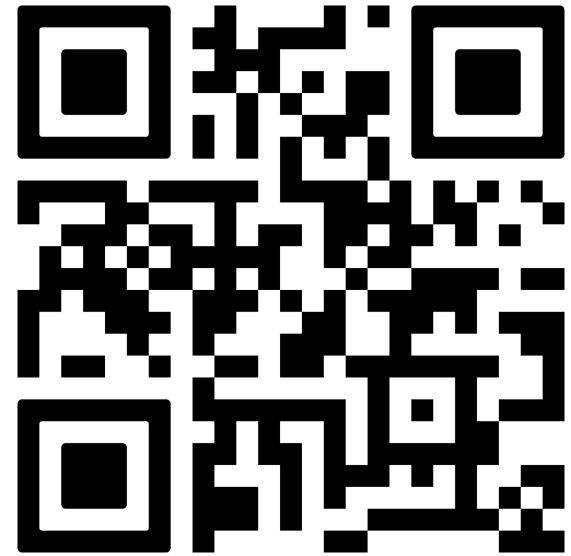


*Calling brands, retailers & investors to*

Join us in shaping the  
creative intelligence defining  
the next generation of e-  
commerce

Contact:

[priyaa@lica.world](mailto:priyaa@lica.world) | [www.lica.world](http://www.lica.world)



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## STARTUP PRESENTATION



**WVN**

WVN AI-powered insights that transform retail data into measurable growth.

#PNPTCSiliconValley

Join us at [pnptc.com](https://pnptc.com)



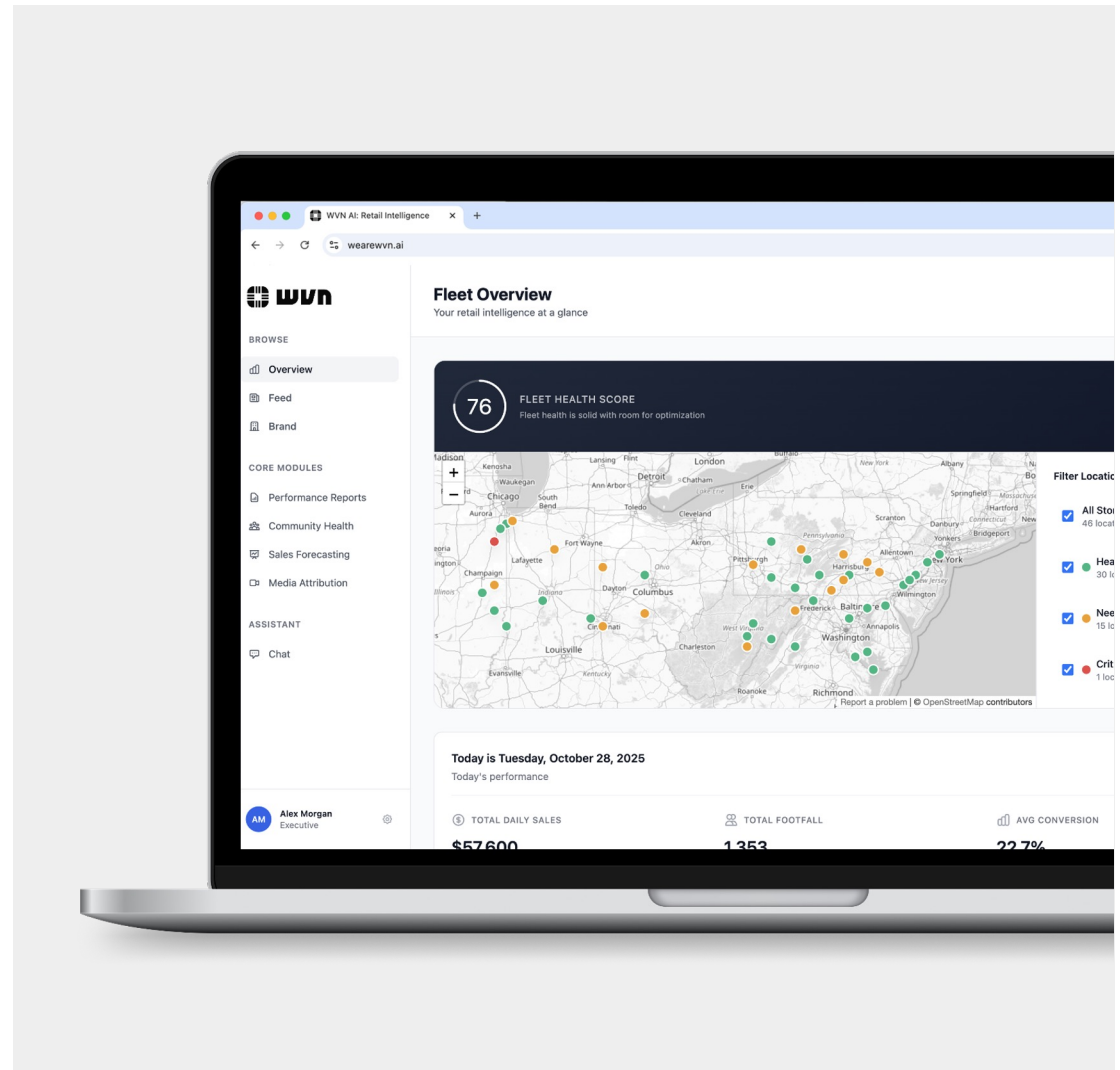
New intelligence 

---

 for the real world.

We built the first  
**AI Performance**  
**Operating System**  
for in-person environments.

Meet the platform that feels  
like **Mission Control**.



84% of U.S. retail sales take place in physical store locations.

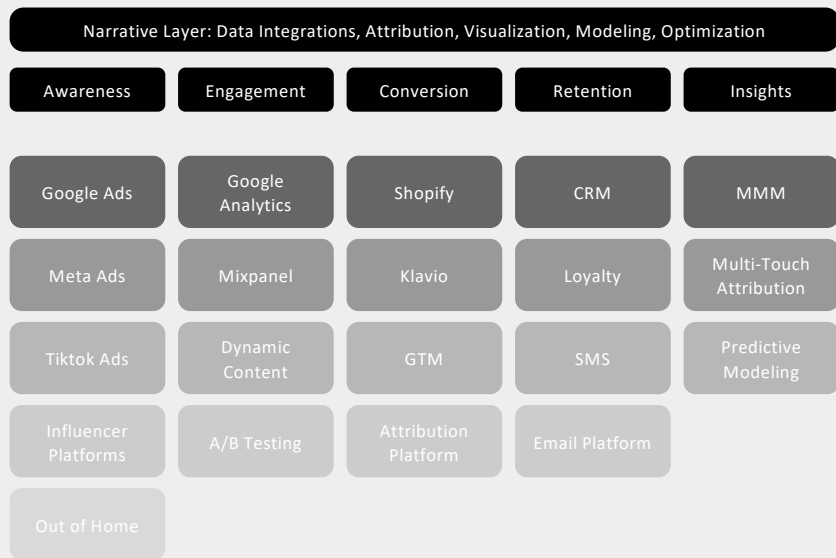
EM | EMARKETER

Positive in-person customer experiences drive a 15% lift in sales conversion rates.

McKinsey&Company

The U.S. live sports market will grow over 5% annually from 2024–2029. 60% of consumers have attended a live event.

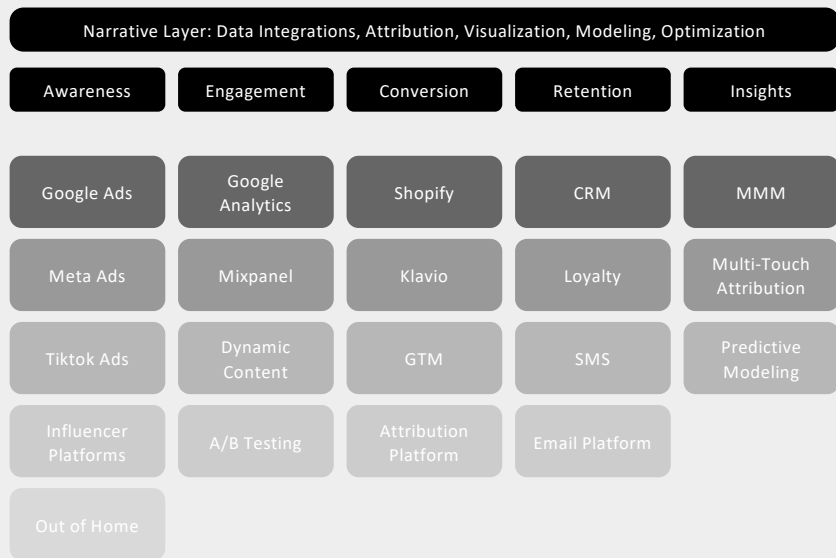
MINTEL



## Digital Optimization Stack

Mature, Integrated Ecosystem

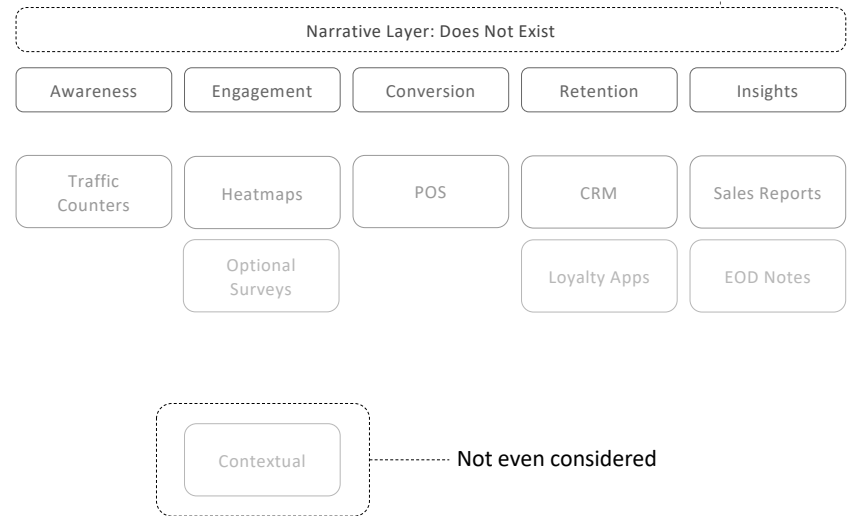
## The IRL Blind Spot



## Digital Optimization Stack

Mature, Integrated Ecosystem

This is our **White Space**



## In-Person Optimization Stack

Fragmented, Disconnected, Untapped

We connect the dots between performance + context + sentiment so you always know what's happening + what to do about it.

Connect your data **1**

Set your goals **2**

**3** Get your answers

**4** Track outcomes

**Active Goals** View All >

**Q4 Revenue Growth**  
On track

Progress 67%

Monthly Revenue 2,750,000 / 2,940,000 USD

**Key Focus Areas Today** Take Action

**1** **Fleet-Wide EOD Reporting Consistency Opportunity**

Analysis of recent EOD reports shows Venice Beach and Portland Gateway have less detailed daily reflections, missing opportunities to capture operational insights and staff sentiment.

**Expected Impact:**  
Improving EOD report quality at underperforming stores could surface hidden issues worth \$25,000-40,000 in prevented losses.

### Unified Intelligence

Connect data from POS, in-location signals, staffing and customer feedback to get a unified view of what's happening across every location.



### Root Cause Analysis

Identify why key metrics shift in real time, whether it's flow, product mix, or service pace. Empower teams to respond quickly and confidently.



### Action-First Alerts

Transform insights into immediate, ranked actions for team members to gather and implement in order to improve experience and efficiency.



### Goal Tracking

Set + track progress toward performance and experience goals by store or across your fleet, maintaining alignment around what matters most.



Brands who use WVN see measurable impact across their entire organization.

**60%**

Less Time Spent on Reporting  
and Analysis

**100%**

IRL goals, auto-tracked  
and visible

**5X**

More Data Visibility  
Across Teams

**70%**

Faster Turnaround from Insight  
to Action

Sr. Exec / C-Suite



**Location:**

Brand Headquarters

**Need:**

A unified view of performance across the fleet.

**Pain:**

Relies on lagging reports and disconnected metrics.

**WVN Delivers:**

Instant visibility into omni-channel drivers and impact.

Dir. of Operations



**Location:**

Headquarters / Regional / Local

**Need:**

To know which locations require attention and why.

**Pain:**

Wastes hours compiling reports, reactive, losing revenue.

**WVN Delivers:**

Automated EOD flow, alerts and clear next steps.

Dir. of Analytics



**Location:**

Brand Headquarters

**Need:**

To connect performance with contextual signals.

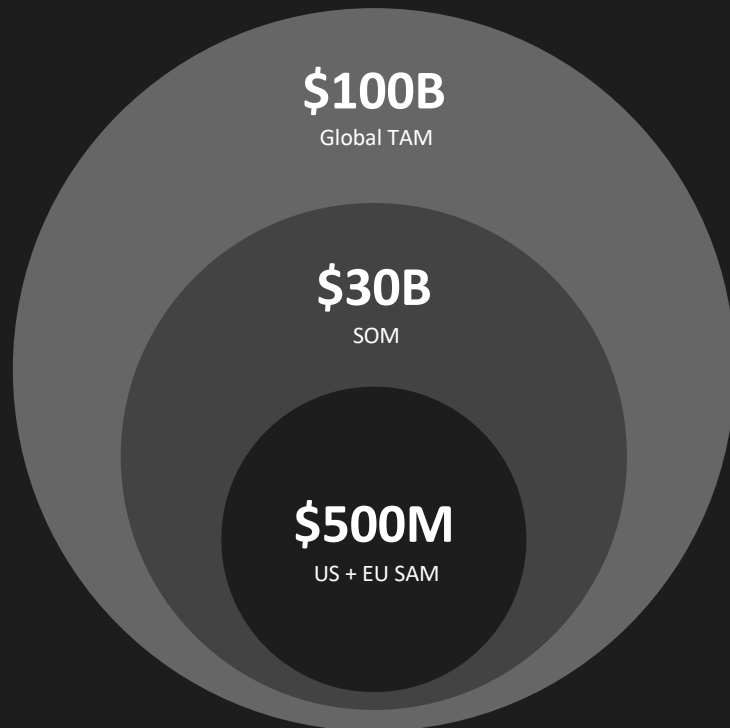
**Pain:**

Data is siloed, can't tie sentiment or behavior to outcomes.

**WVN Delivers:**

Analysis that links actions to KPIs, creates better feedback loop.

## \$100B Market. \$500M Wedge.



### Why It Matters:

- + \$100B+ global market across retail SaaS, live experience analytics and AI-powered engagement.
- + Growing demand for real-time behavioral insight and media attribution in physical environments.

### Our Wedge:

- + Starting with premium retail, expanding into sports, entertainment and agency intelligence.
- + 40K+ qualified venues and stores in near-term scope.
- + Early traction across premium retail and pilot engagements in sports and media attribution represent a \$500M initial wedge, with long-term upside into a \$30B SOM.

sam's club 

BUCK MASON

TODD SNYDER  
NEW YORK

TECOVAS

alexanderwang

PRINCESS POLLY

VUOR1

ROOMS TO GO



Malbon

FAST COMPANY



Inc.

KOHLS

**\$600K ARR in negotiation. \$5M ARR total pipeline.**

This is our current client mix in the following stages: RFP, LOI, Proposal, Pilot and/or Contract Negotiation.

Deep expertise across SaaS, IoT, data, analytics, marketing strategy and growth.



**James Chester**

CEO

Architectural engineer turned technologist. Built platforms for Nike, Meta, Samsung and Google. Former founder of awarding winning, WPP-backed startup, Gumband.



**Oscar Prom**

CTO

Creative technologist with 15+ years building interactive installations and sensing systems. Former Gumband cofounder. Built experiences for Google, Nike, Meta, Uber, Netflix.



**Katie Williams**

CSO

Growth strategist across SaaS, sports, entertainment and live events. Former Head of Growth at Gumband. Led national GTM and sales for a leading sports tech firm.



**Kendra Newton**

CMO

20-year marketing, PR and comms leader across brand, media and talent. Former Marketing Director at Gumband. Advisor to P&G, TikTok and Victoria's Secret.

This partnership has accelerated our path from pilot to platform.

### **1. Strategic Access**

Introduced WVN to innovation teams at a few of our dream clients across retail, sports and entertainment and travel and hospitality. They have provided guidance on messaging and helped us to expand our pilot pipeline.

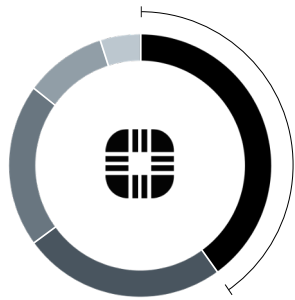
### **2. Product Validation**

Corporate network and accelerator cohort feedback has directly informed product improvements across UX, infrastructure, data strategy, workflow improvement and feature groupings as we scale across verticals.

### **3. Investor Visibility**

This program positioned us in front of a brand new investor network and expanded visibility within top-tier venture and corporate funds. It has opened real doors for upcoming strategic capital partners.

## On Investors.



**\$400k SAFE Raise**

\$8M Post Money Cap

- + Platform & Module Development
- + Client Growth & Care
- + Data Science
- + Operations & Legal

Now that we have found PMF, we are raising an extension to our Pre-Seed to power our beta launch, client growth, pilot execution and revenue conversion.

## On Corporations.



**RFPs and Demos**

Data Partnerships

- + Retail and Enterprise
- + Sports and Entertainment
- + Travel and Hospitality
- + CPG / Experiential

We're seeking brand and retail partners to pilot across sales, experience and operations. Our ideal partners are investing in CX, IRL growth and performance visibility.

Get in Touch

<https://wearewvn.ai>



[info@wearewvn.ai](mailto:info@wearewvn.ai)



[/wearewvn](#)



Let's redefine what it means  
to **create space.**



**I**   
**IRL**

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**SPEAKER**

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**Chandler Sinclair**

Sr. Partner Success Manager  
*Plug and Play Tech Center*

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BRAND & RETAIL  
**AWARD**



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NEW PARTNER

ANNOUNCEMENT



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2026: LOOKING AHEAD

January 11-13th

**NRF '26** RETAIL'S  
BIG SHOW  
JANUARY 11-13 | NYC

February 9-13th

Batch 25 Selection Week

May 19 - 21st

May Summit

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HAPPY HOLIDAYS!  
THANK YOU  
FOR ATTENDING

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