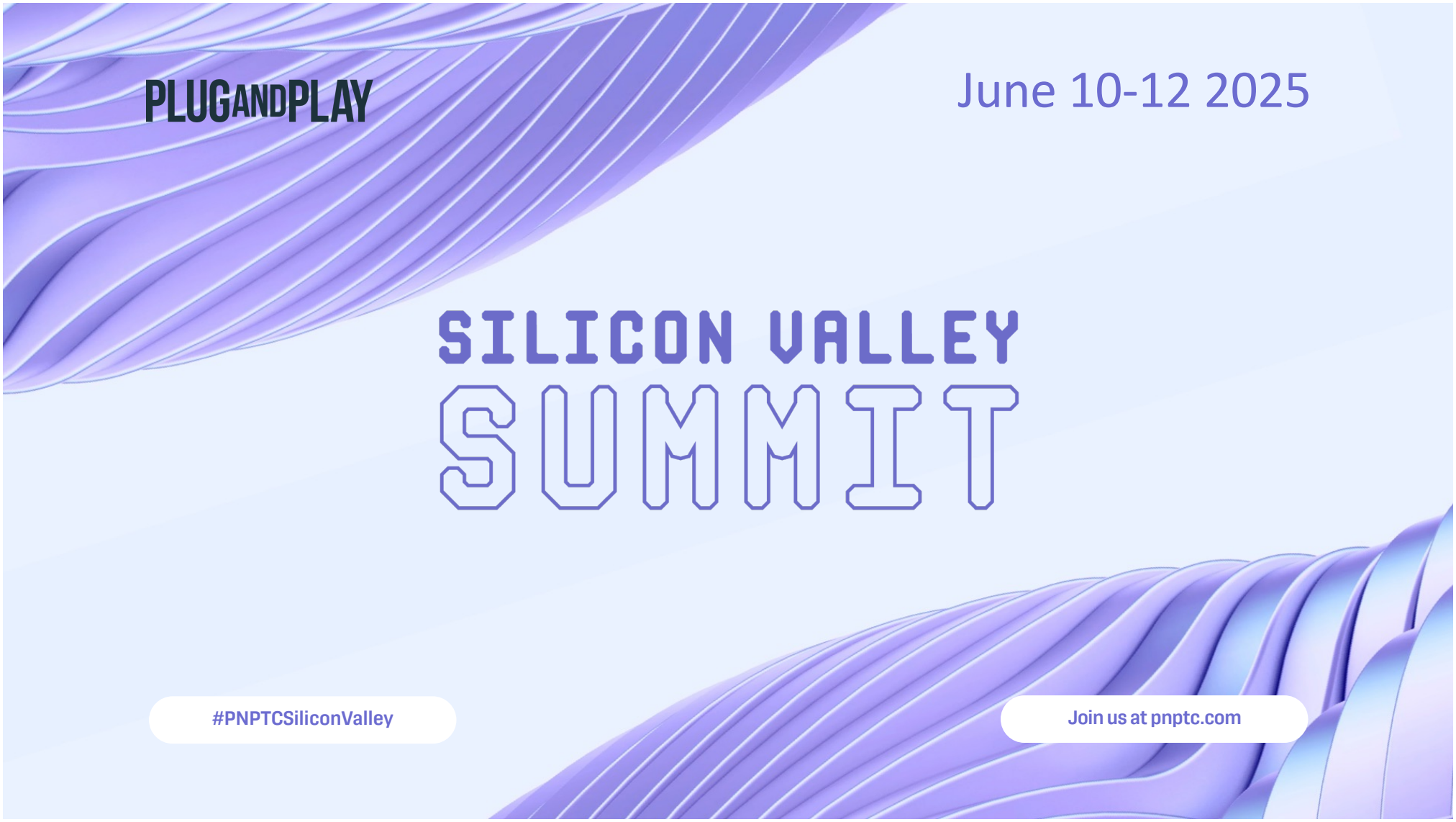
PLUGANDPLAY
June 10-12 2025
SILICON VALLEY
SUMMIT
#PNPTCSiliconValley
Join us at pnptc.com

PLUG AND PLAY

SILICON VALLEY SUMMIT

JUNe 10-12 2025

PLUGANDPLAY

SV SUMMIT

BATCH 23

Brand & Retail EXPO

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SV SUMMIT



Opening Remarks

Kristen Rodgers

Director

Plug and Play, Brand & Retail

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PLUGANDPLAY

Sv summit

our team

Director



Kristen

Partners



Benjamin



Chandler

Ventures



Ignacio

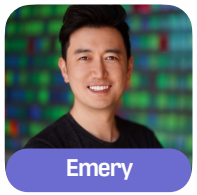


Kayvon

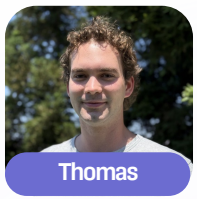
Program



Roza



Emery



Thomas

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PLUG AND PLAY

AGENDA

3:30 PM	Opening Remarks – Kristen Rodgers
3:35 PM	Fireside Chat – Emery Han & George Chang
4:00 PM	Startup Pitches
4:50 PM	Announcement & Closing

#PNPTCSiliconValley

Join us at pnptc.com

PLUGANDPLAY

Thank you, partners!

FASHION & LUXURY

PVH

SHOPLINE

LACOSTE

RICHEMONT

FMCG

SUNTORY

Altria

P&G

FOOD SERVICE

Wakefern

SCHWARZ

SERVICES

THE JIM PATTISON GROUP

synchrony

ZS

EY

SIMON

DEPARTMENT & SPECIALTY

Walmart

TJX

IGT

LEROY MERLIN

DECATHLON

breuninger

KROYUS

LA REDOUTE

LECTRA

SIGNA

Groupe Lafayette

GROUPE FDJ

QSR

Chick-fil-A

Little Caesars Pizza

Yum!

BEAUTY

ESTĒE LAUDER COMPANIES

L'ORÉAL

COSNOVA BEAUTY

Media & AD

Red Bull MEDIA HOUSE

intango

Confidential

PLUGANDPLAY

BRAND & RETAIL GLOBAL FOOTPRINT



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

Brand and Retail Hubs

PLUGANDPLAY

Sv summit

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 23 Themes

Brand & Retail Showcase

Ethosphere
wayvee analytics
Bonafide
atronous.ai
Spendly
autolane
Brev.
genuin
Reactiv
Price.com

AI-Powered Market & Customer Intelligence

Generative AI for Business Infrastructure & Automation

Next Gen Commerce & Payments Optimization

Predictive & Autonomous Logistics & Retail Operations

Seamless Omnichannel & Retail Experience Enhancement

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Sv summit

Program highlights

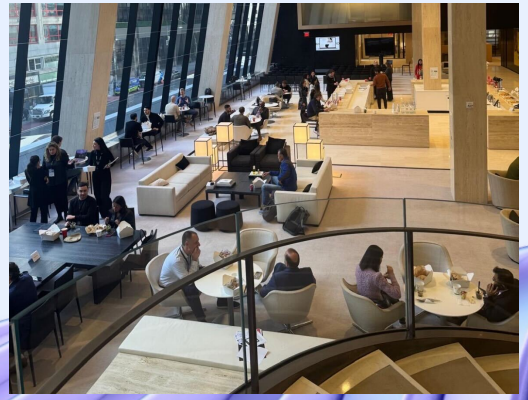
Batch 23 Selection Day



Corporate Reverse Pitches



80+ Corporate / Startup Meetings



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Brand & Retail FIRESIDE CHAT



Emery Han

Head of Corporate Innovation
Plug and Play



George Chang

General Manager
SHEIN USA Marketplace

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Sv summit



MC Startups

Thomas Shehadeh

Ventures Analyst

Plug and Play Tech Center

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STARTUP Presentation

Ethosphere

Ethosphere

Transforming IRL Conversations into Retail Conversions.

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Ethosphere

Transforming IRL Conversations into Retail Conversions

Ethosphere

Our Team



Ahad Rana

Co-Founder & CTO

Amazon Web Services
Software Development Manager, Machine Learning

Various Start Ups
Architecture and Engineering

Google
Software Engineer



Evan Smith

Co-Founder & CEO

Starbucks
Vice President, Technology Strategy

McKinsey
Engagement Manager

Various Start Ups
Strategy and Ops

Partnered with

AI2 INCUBATOR

AI2 is a pioneer in AI research. Ethosphere is a part of the AI2 Incubator with support from their 250+ AI2 team members

A fundamental retail store fact

The greatest predictor of a high-performing retail store, is that it is run by a **high-performing retail store manager**.

Most high-performing managers identify **training and developing** their teams as the most impactful activity they do.

and yet

The retail store manager role leaves **little time to train and develop** their teams**.**



Ethosphere

Sources: https://bfi.uchicago.edu/insight/research-summary/managers-and-productivity-in-retail/ | https://www.nber.org/svstem/files/working_ papers/w31192/w31192.pdf

Ethosphere

Problems Facing Managers



Must **grow sales** in competitive retail environment

Sales growth demands skilled frontline sellers interfacing with customers



Store attrition at all-time highs

Retail attrition averaging 60%, and much higher for many

Expensive (money and time) to hire and train new teams

Development is the item associates most long-for after pay



Employee training tools **not localized** or **personalized**

Managers rarely have tools customized for their stores and teams

Training is primarily one-to-many, with little understanding of specific employees' needs



No time to do it all

Feedback and coaching disconnected from associate activity

With so many other tasks, time to coach is limited

Sources: https://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-attract-and-retain-frontline-talent-amid-the-great-attrition | https://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-build-and-retain-a-strong-frontline-workforce-in-2024

Ethosphere's Voice AI Product

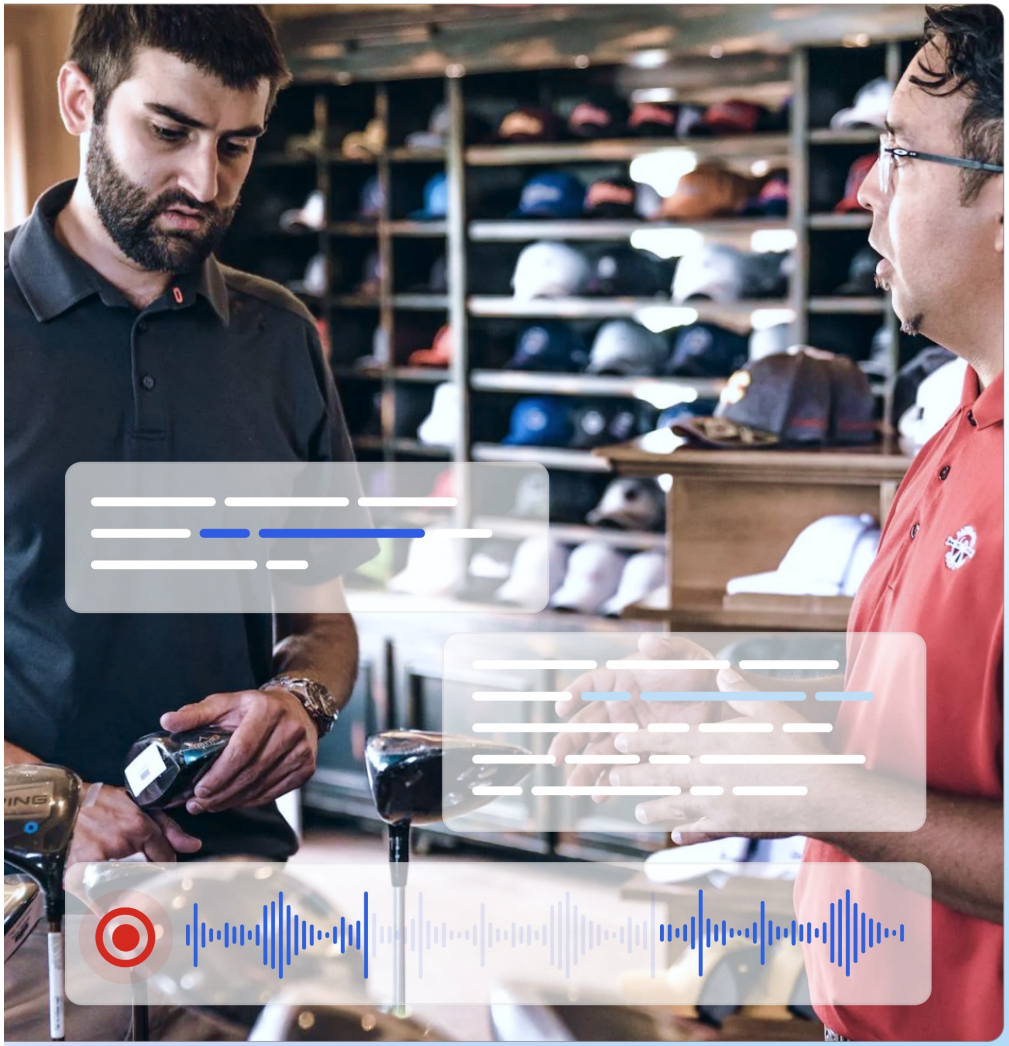


Analyzes in-person brick-and-mortar interactions

Drives deep, actionable insights into the hands of frontline retail associates, general managers and brand leaders

Delivers

- Improved sales
- Deepened employee investment and engagement, keeping expertise in stores
- Tools into managers' hands to develop high-selling employees and teams
- AI doing time-consuming managers' tasks, giving them time and bandwidth



The Ethosphere Approach

- Audio file of employee, stripped of all customer voices, non-customer conversations and ambient sounds
- High fidelity transcript of employee interactions with customers
- Data ready for AI-enabled analysis

Ethosphere

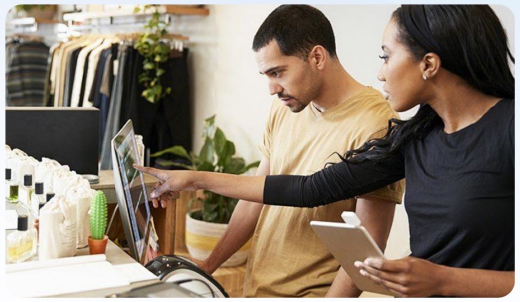
Ethosphere

The Ethosphere Technology

LLMs aligned to specific needs and insights brands seek

Unparalleled data delivering aggregated insights and individualized coaching

Associate



Feedback and coaching against brand training and development

Manager



Consolidated views and analyses of in-store customer interactions

Corporate



Actionable insights on customer and product hot spots

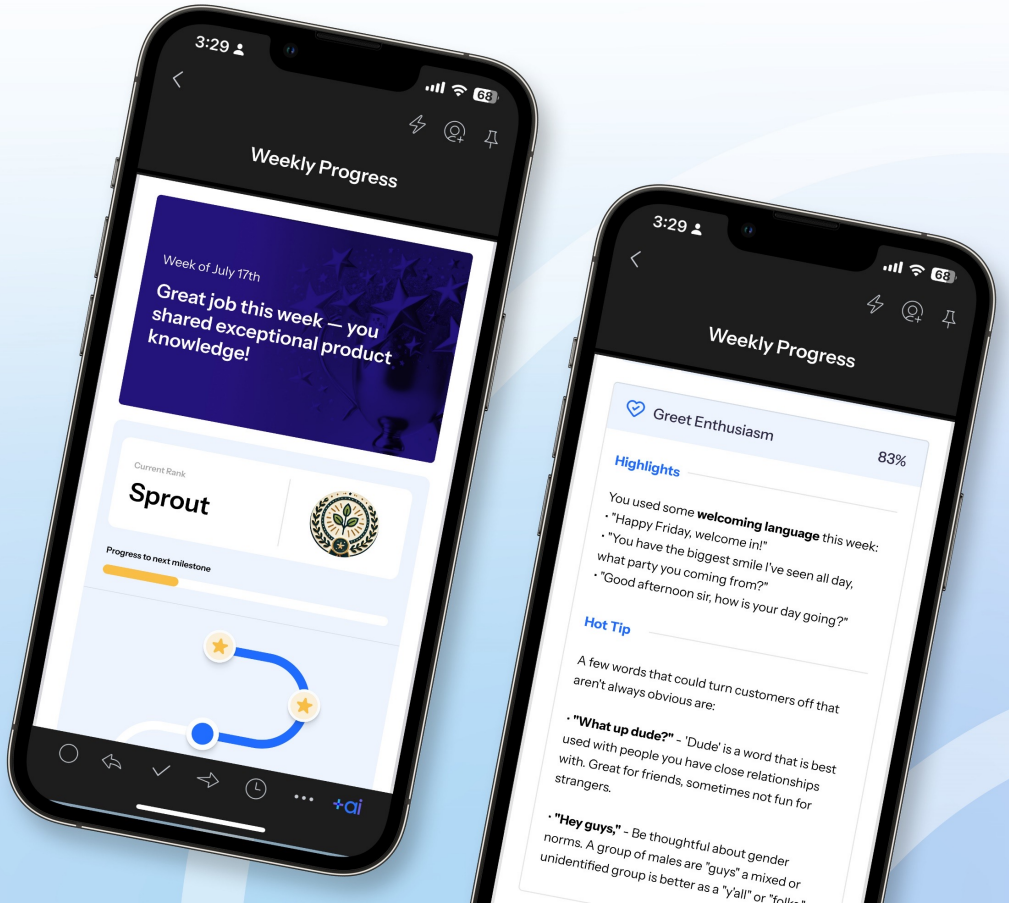
The Ethosphere Associate Experience



Store Associate

Deeply engaging UX provides frontline retail employees with rich and personalized engagement, gamified career progression, actionable data and insights; connected tangibly to their experiences

- More training and engagement
- Better selling skills



Ethosphere

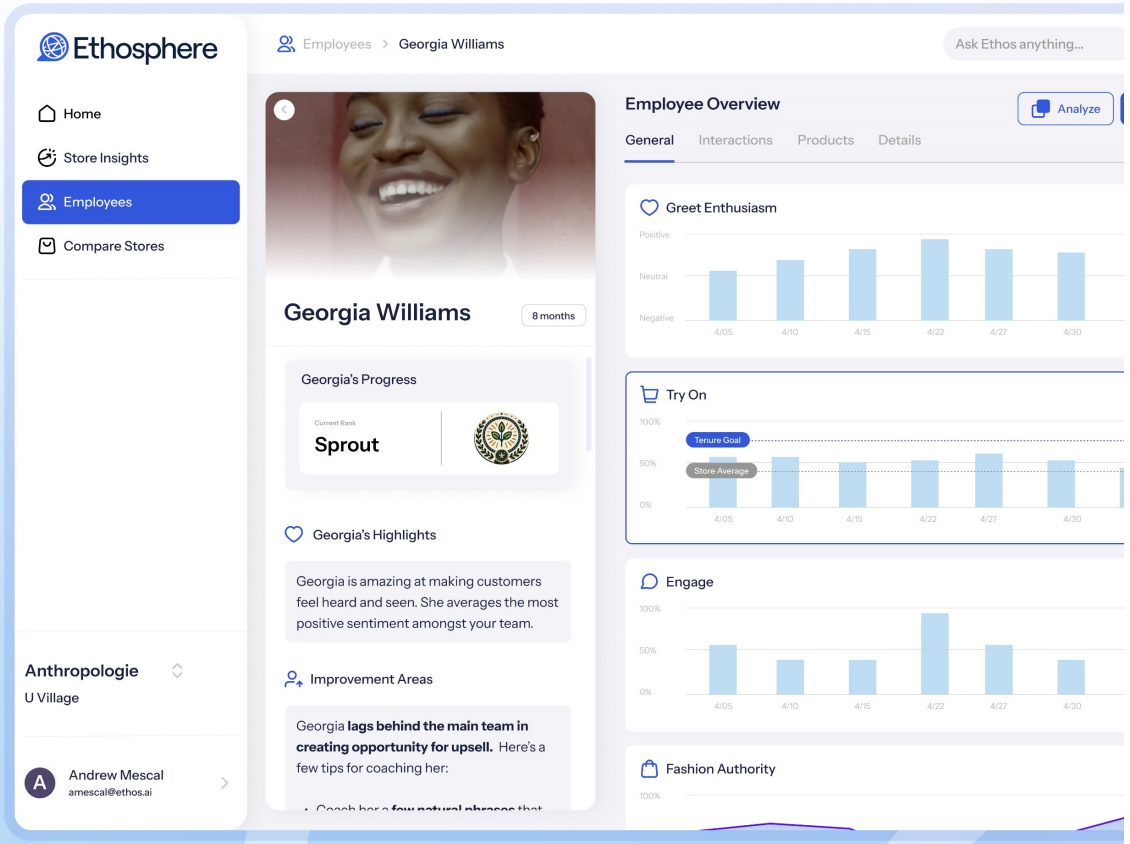
The Ethosphere Manager Experience



Store Manager

Easily accessible UX puts data in managers' hands along with recommended next best actions for coaching and inspiring their teams

- Broader team insights
- Better coaching to associates
- More management levers to pull



Ethosphere

The Ethosphere Brand Experience



Brand Leaders

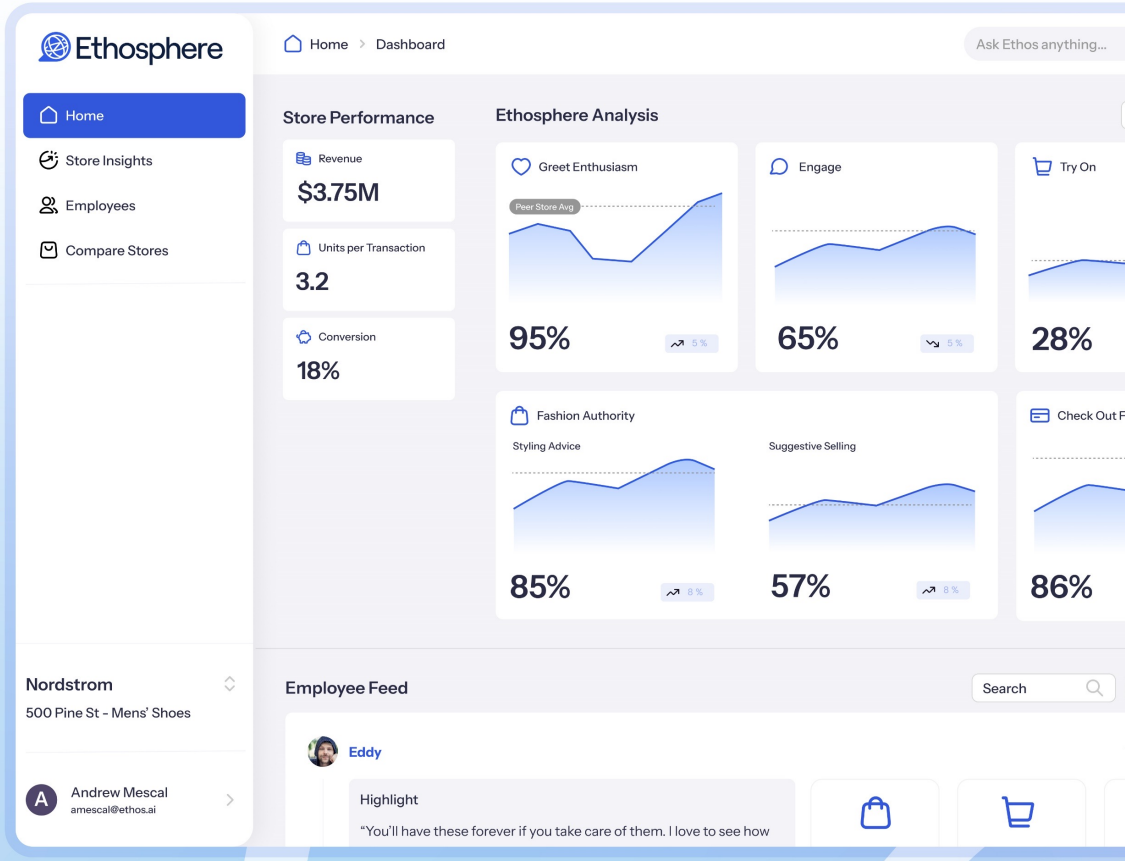
Dynamic perspectives of corporate data give senior leaders a true pulse on their business, enabling:

- Real-time assessment of effectiveness of promotions and product training
- Customer product insights formerly only available in e-commerce setting

Understanding of store environments

Data on customer trends and needs

Insights on store and manager performance



Ethosphere

Ethosphere

Partner Pipeline

Ethosphere is actively partnering with and talking to brands including:

Design Partner

UNTUCKit

NORDSTROM

Levi's

Chick-fil-A

Design Partner

ARC'TERYX

COACH
NEW YORK

Tommy Bahama

DISCOUNT TIRE

Design Partner

go!

If you believe your frontline associates makes your brand great…let’s talk



Ethosphere

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STARTUP Presentation

Reactiv

Reactiv

Push notifications that follow every customer's ad click.

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Reactiv

JUNE 2025

BRAND & RETAIL EXPO

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01 QUESTION

02 PROBLEM

03 SOLUTION

04 IMPACT

Downloading and installing a new mobile app is a big ask.

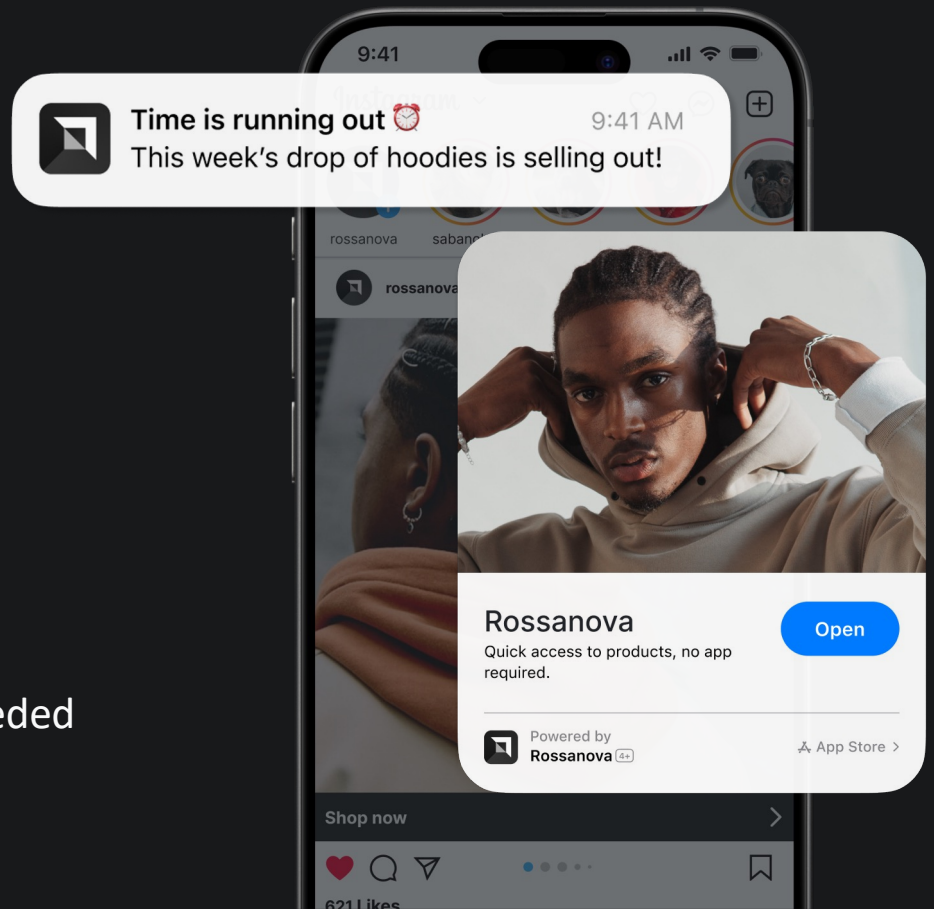
Brands spend millions on ads every month

with poor ROI.

What if buyers could use an app without having to download it?

REACTIV CLIPS

- Preserve Brand Identity
- App experiences without downloads
- Send push notifications with no opt-ins needed



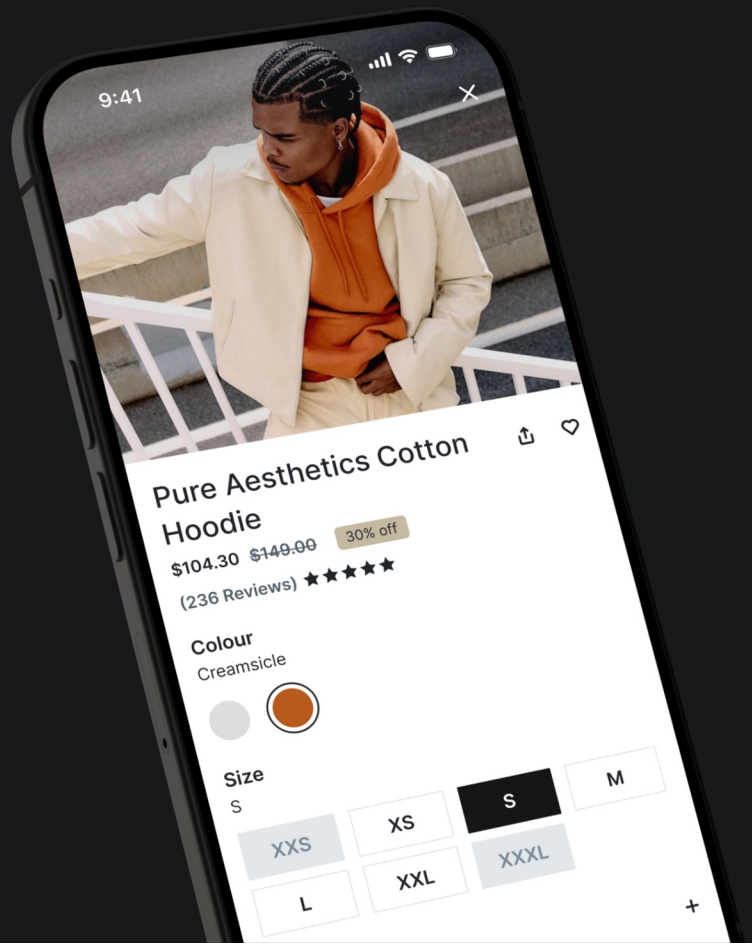
28%
CAC Reduction

3X
Ad Conversion

55%
Push Open Rate

2 Week
Time to Launch

Create Bespoke
Landing Page, PLP, and PDP



EXAMPLE

REACTIV

JUNE 2025



Your Ads - Open Reactiv Clip - Shop in Clip - Retarget - Your checkout - Post purchase

We work with CMO’s and Marketers to supercharge your customer acquisition



Reactiv

JUNE 2025

THANK YOU

Try here, and book a call

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STARTUP Presentation

Bonafide

Bonafide

It is the alignment platform for the Generative AI-powered economy. We enable brands to drive more sales from LLMs!

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Bonafide

Enabling Generative and Agentic Commerce

Plug and Play Summit

June 2025

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ChatGPT* (and other LLMs) are selling your products and services. . .

“68% of LLM users are using LLMs like search engines”

- Bain and Company, Feb 2025

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The opportunity and challenge



Do you trust LLMs with your customers?

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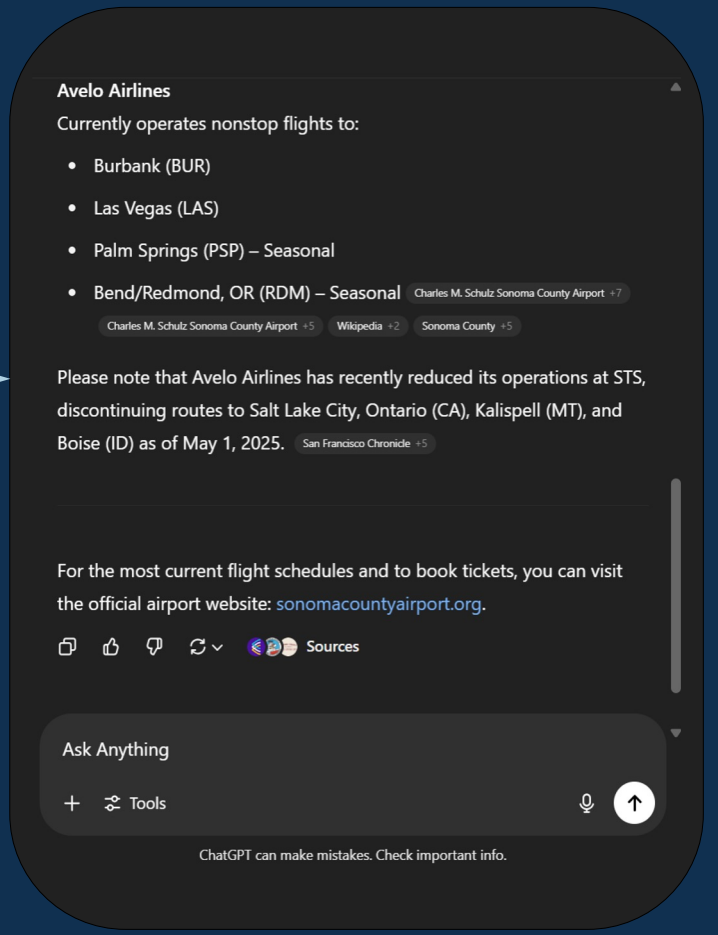
ChatGPT often gets simple facts wrong

22.1%*

LLM Error Rate

avelo still flies to Kalispell, MT



There is ***misalignment*** between the Avelo and LLM responses.

* based on **23M** prompts/responses of five leading LLMs and **~4.6M** granular product features.

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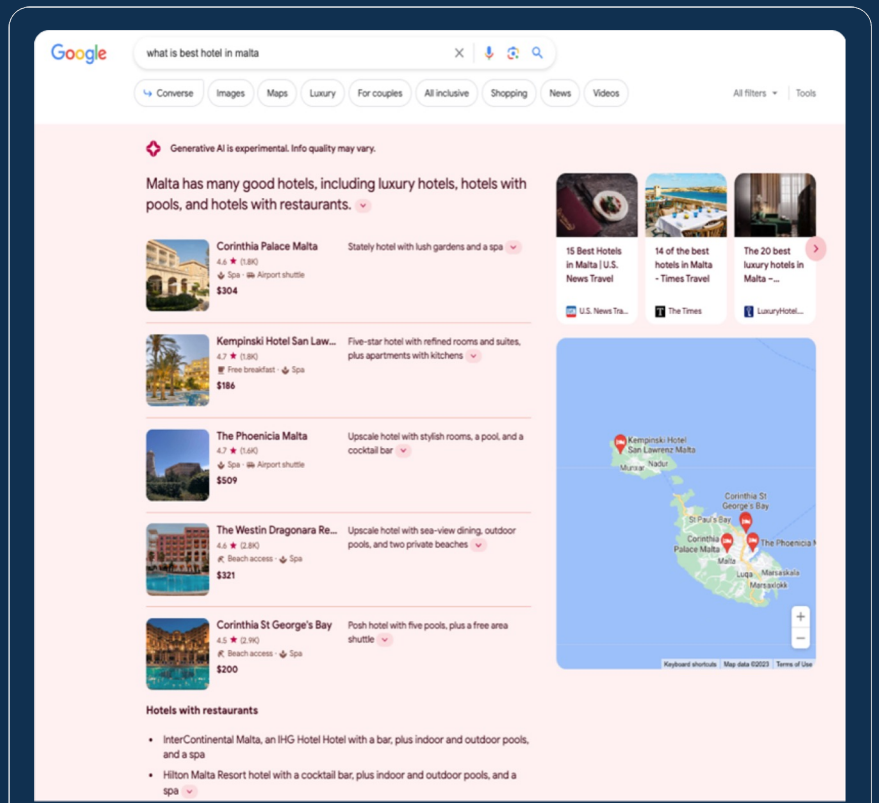
Misalignment impacts discovery, recommendations, and referrals

Products will not be discovered, recommended, nor referred.



Misalignment leads to lost sales!

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The Challenge (more than GEO)

To maximize sales, brands need to align LLMs to be their *product advocates and experts*

Alignment is the process of ensuring Generative AI platforms respond in the the way that is desired

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Bonafide is the alignment platform for the Generative AI-powered era

We enable brands to drive more sales from LLMs!

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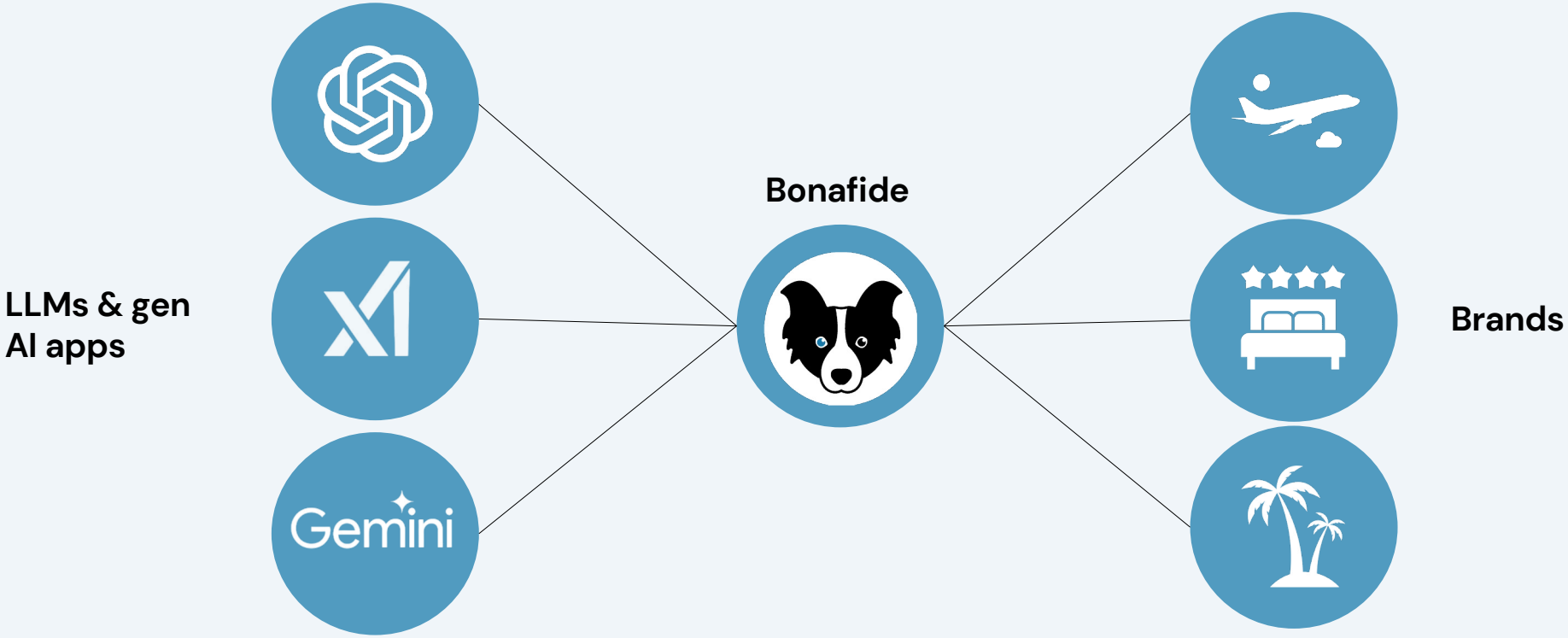
Bonafide aligns LLMs to our customers' products and services
by providing a single source of validated information *at scale*.



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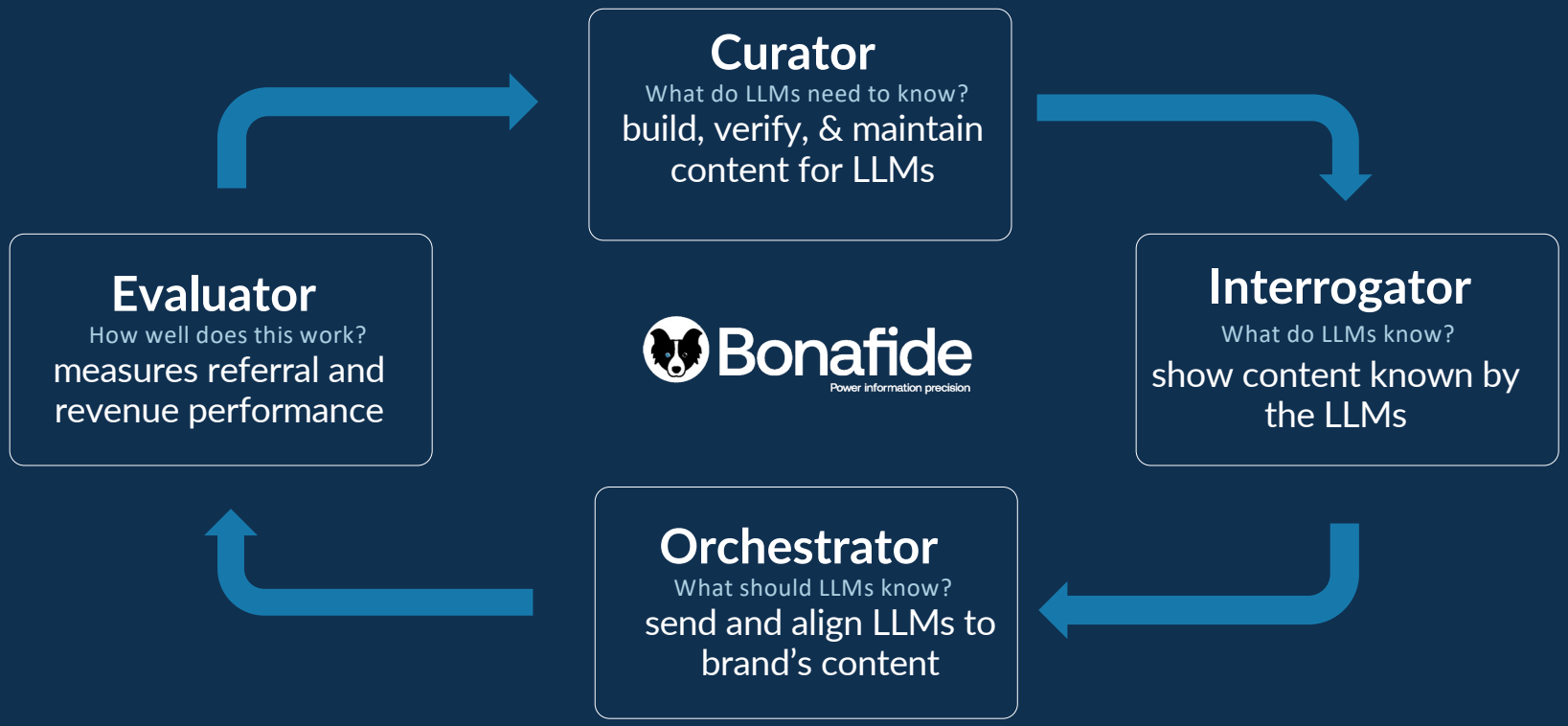
How Brands control content lifecycle



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Case Study

Large Hotel Brand with **global footprint**

The Problem: 34.3% of Brand's property data was misaligned with the LLMs.

Solution: Bonafide was able to identify misaligned facts and mitigate the impacts by producing LLM-friendly content and orchestrating data to the Generative AI Ecosystem improving

Outcome: Improve alignment between LLMs and hotel by **+37.0%**.

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Bonafide is creating an **alignment** ecosystem

COMMON CRAWL

Google

LLAMA

AI Alliance

OpenAI

Microsoft

ANTHROP\C

deepseek

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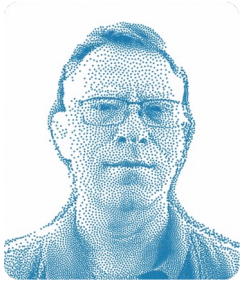
Our Team: entrepreneurs with success innovating early and at scale



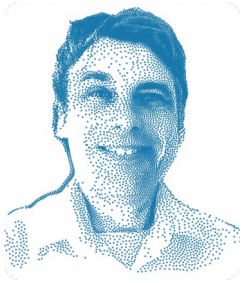
Layton Han
CEO

- Co-founder/CEO, IPO (NASDAQ), sold to United Airlines & later to Netzero
- Co-founder, sold to American Express
- CEO, grew travel data company from start-up to $100M+ in revenue



Tom Underwood
COO

- SVP Hotels, drove revenue from $1 billion to $2 billion growth, enabled company sale to Expedia
- CEO, doubled ARR in less than 20 months to nearly $10 million



Chris Brown
CPO & Chief Scientist

- Founder, grew company to be a key data science partner for large enterprises including Google, Visa, Gap, US DoD, Wells Fargo and McKesson
- Chief Data Scientist, built the company's ML/AI models



Jeevan Bhattar
CTO

- SVP Technology, managed over $100 million budget and 350 technology employees globally
- Eeeq.co/ServiceWRx: Founder, developed wireless lighting/energy systems
- Sr Director, Customer Global Technology Solutions and Services

8 companies founded/part of initial management team

5 Public IPO/M&As

$250M Capital Raised

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PLUGANDPLAY

Sv summit

STARTUP Presentation

genuin

Genuin

Built a generative AI-powered video experience infrastructure for companies to build their social platform in the simplest and most efficient way.

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Join us at pnptc.com

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GENERATIVE VIDEO EXPERIENCE INFRASTRUCTURE



April 2025

Brands have lost ownership.



Communities **rented, not owned**



1st-party data in **Walled Gardens**



Erosion of trust in institutions



> 75% Bounce Rate on brand O&O



< 2% engagement on social video

CAC is rising, ROI is falling

genuin

Consumers are overwhelmed.



AI overload of content

Inauthentic



Algorithmic noise

Irrelevant



1-sided relationships

Imbalanced



Exposure to unsafe crap

Inappropriate



Endless doom-scrolling

Insomnia

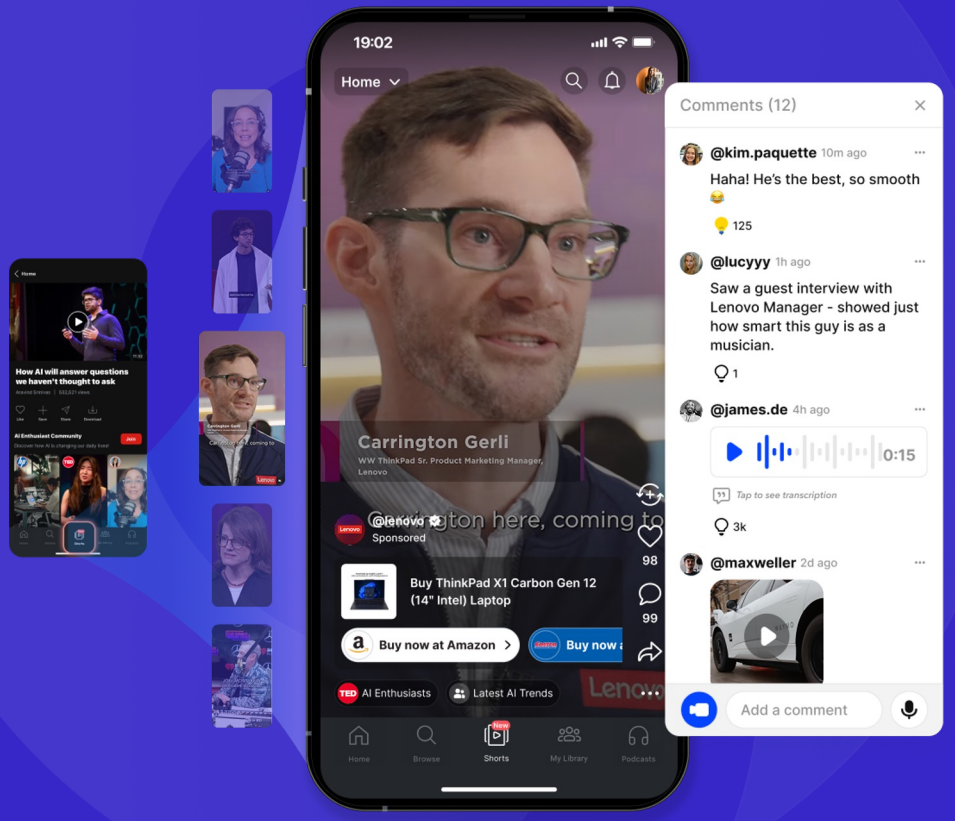
Social media failing its original promise.

genuin

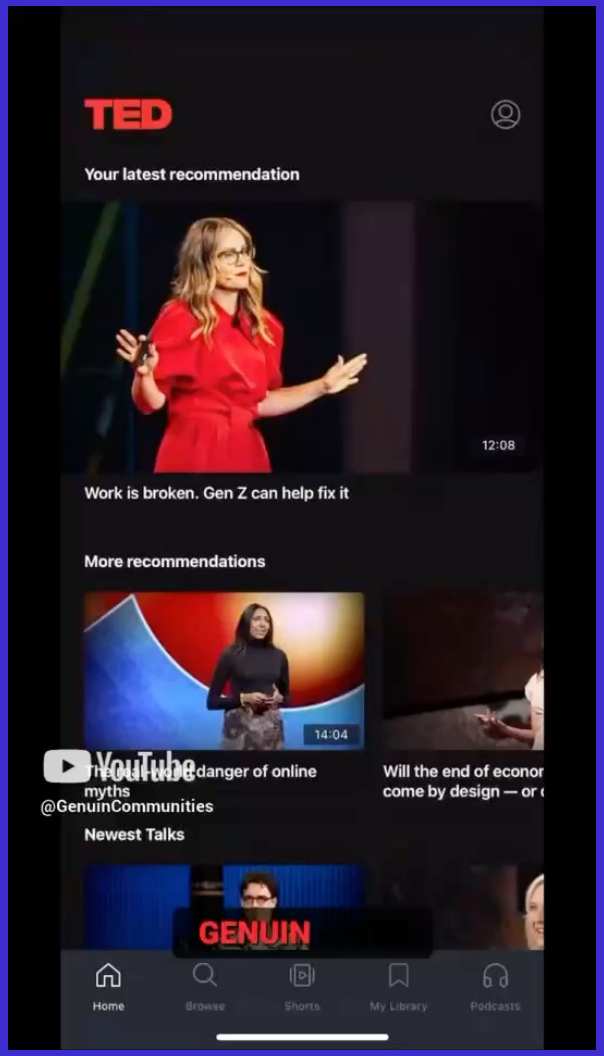
SOLUTION

Ownable Video Experience

- ✓ Reclaim **content ownership**
- ✓ Drive **consumer engagement**
- ✓ Inspire **discovery**
- ✓ Expand **use of content**
- ✓ Generate **new revenue**



genuin


TED
Your latest recommendation
12:08
Work is broken. Gen Z can help fix it
More recommendations
14:04
myths
Will the end of econor
come by design — or
YouTube
@GenuinCommunities
Newest Talks
GENUIN
Home
Browse
Shorts
My Library
Podcasts

genuin

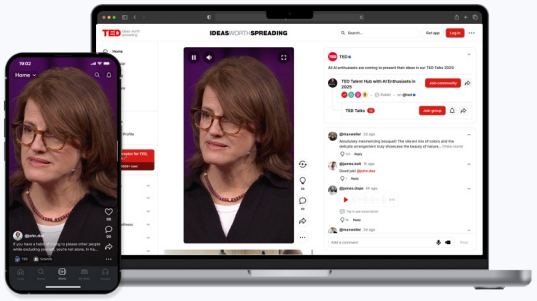
Native Integration, All-in-One Platform

Plug & Play Platform

5 lines of code.

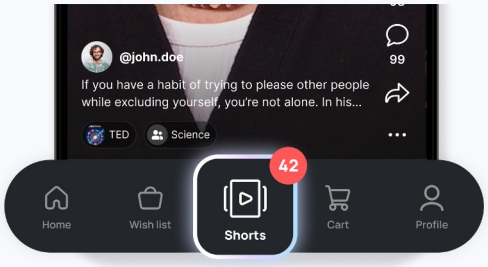
AI-Driven Brand Hub

Plan, Build, Grow & Monetize



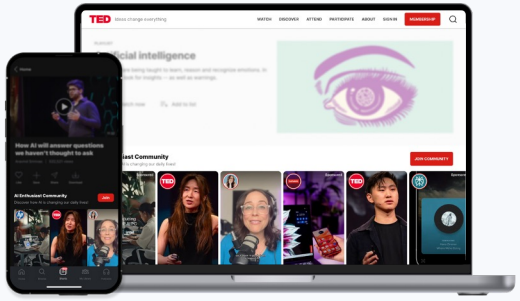
Cross-Device Availability

From Web to App



Proprietary SDKs

Customizable & Configurable



Fully White-Label

Multiple Ways to Showcase

White Glove Service

Dedicated Account Manager

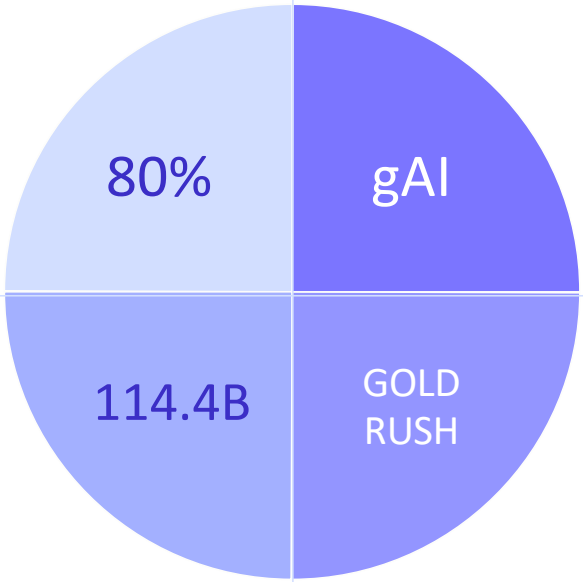
Why Now?

Vertical video is now THE default format

80% of all content consumption

AI transforming content, curation, community

gAI empowers scale, trust, relevance, and ROI



Retail and Commerce Media is exploding

Must monetize inventory & turn attention into transactions

Logged-in identity is the new gold rush

Brands need direct access to zero-party data.

Platform Traction

MARCH 2025

74%

VIDEO COMPLETION RATE (VCR)

1.8MM

MINUTES - VIDEO WATCH TIME

30,000

HOURS - VIDEO WATCHTIME

16.4 MIN

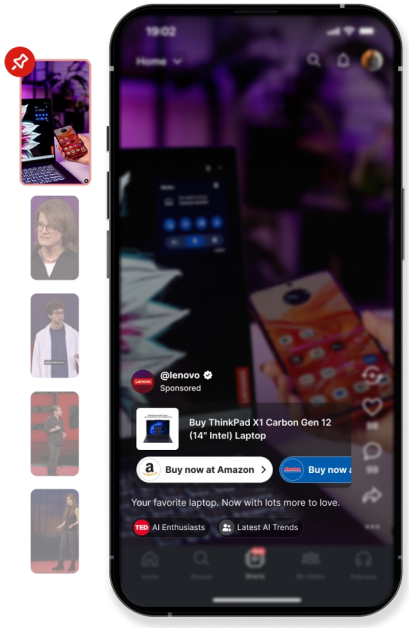
INCREMENTAL MINUTE PER MONTH

genuin

New Revenue Opportunities for Customers

Sponsorships

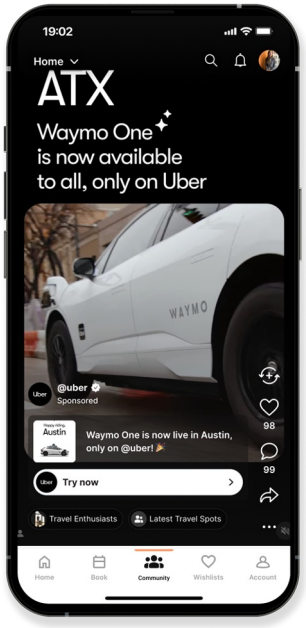
Sold as upfront deals



Brand features and videos as premium placements & takeovers

Vertical Video Ads

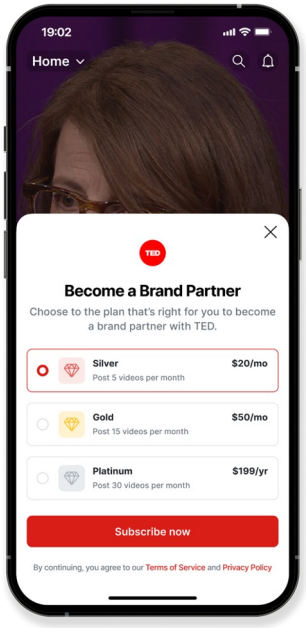
Sold as direct tags or programmatically



IAB standard creative and ad units

Subscriptions

Sold as direct access



Featured placements, higher volume, lower cost

Commercial Model

Simple Pricing + New Revenue

$0.02

PRICE PER MINUTE

$0

One Price - Pay as you GO for video streaming, storage & engagement

Cost can go down to $0 or net new revenue with monetization

genuin

Leadership



Bhargav Patel
CEO | 3rd time Founder



Rahul Sheth
CFO | former DOCN, Carbyne, Socure



Nayan Mevada
CTO | 10+ years monetization stack



Matt Wurst
CMO | 25 years brand communities



Ankit Desai
CPO | PHD, 10+ years AI & personalization

- 38 FTC/FTE (India - 30; USA - 8. Avg. employee cost < $30k for India)
- Offices: NY (HQ), India (R&D)

genuin

Advisory Board



Jim Spare
SVP - Global
IDC



Elizabeth Donovan
SVP Commerce and
Retail Media - IPG



Keyur Faldu
Ex-AI Lead
Meta



Jared Lansky
SVP Partnerships
Index Exchange

genuin

Capital Raise

$4M

- Company has been bootstrapped ($4M founder invested) until recent F&F round closed ($1.5m through SAFE)

- Use of proceeds:
  - To deliver the signed customers
  - To reach ARR of more than >$10m
  - To scale commercial team - S&M
  - To integrate AI capabilities in the platform

genuin



THANK YOU!

genuin

PLUGANDPLAY

Sv summit

STARTUP Presentation

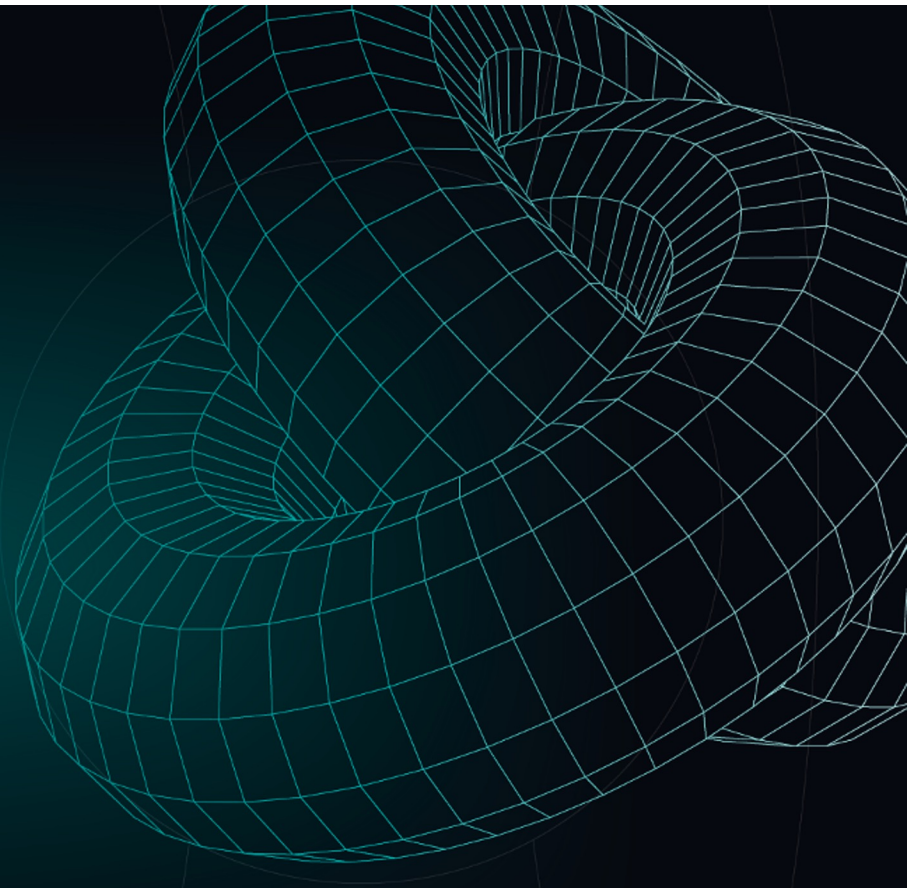
Propheus

Physical AI Powering Enterprise Decision-Making.

#PNPTCSiliconValley

Join us at pnptc.com

Physical AI Powering Enterprise Decision-Making



PROPHEUS



85% of Fortune 500 companies are unable to use their data effectively

IDC

Executives poorly spend 40% of their time making decisions

McKinsey & Company

Inefficient decision-making costs a typical Fortune 500 company $250M annually

McKinsey & Company

PROPHEUS

Enterprise Decision Making with Physical AI

Digital Atlas

Multimodal embeddings and knowledge graphs of the Planet

Real World Models

Discovering the what, why, where & when of physical spaces

Agentic AI

Making complex analytics accessible to non-technical users

PROPHEUS

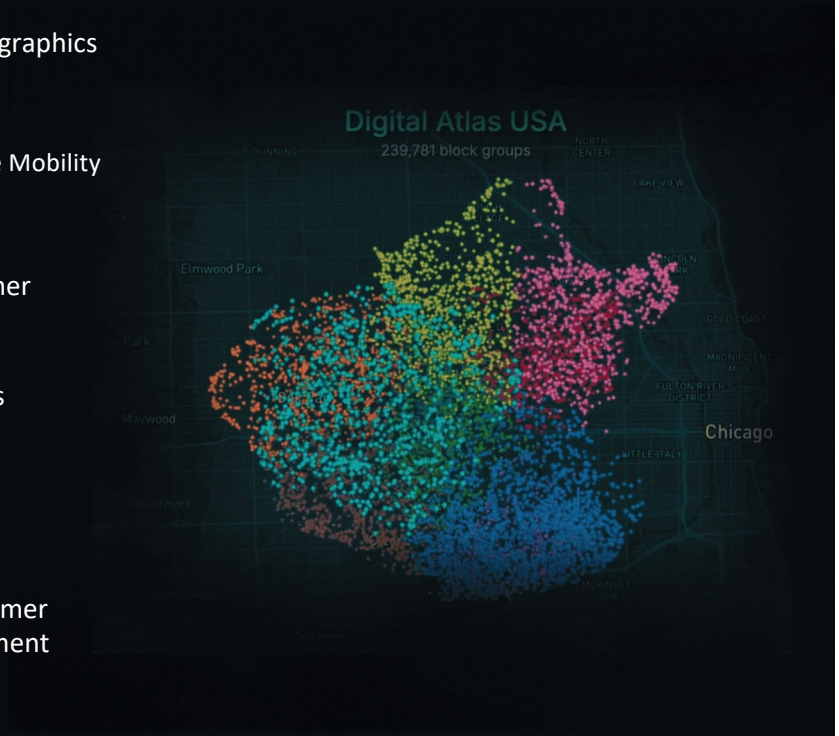
Digital Atlas

Real-World Models with Embeddings and Knowledge graphs.

Multi-modal signals finetuned with 1st party data.

Real-World Signals

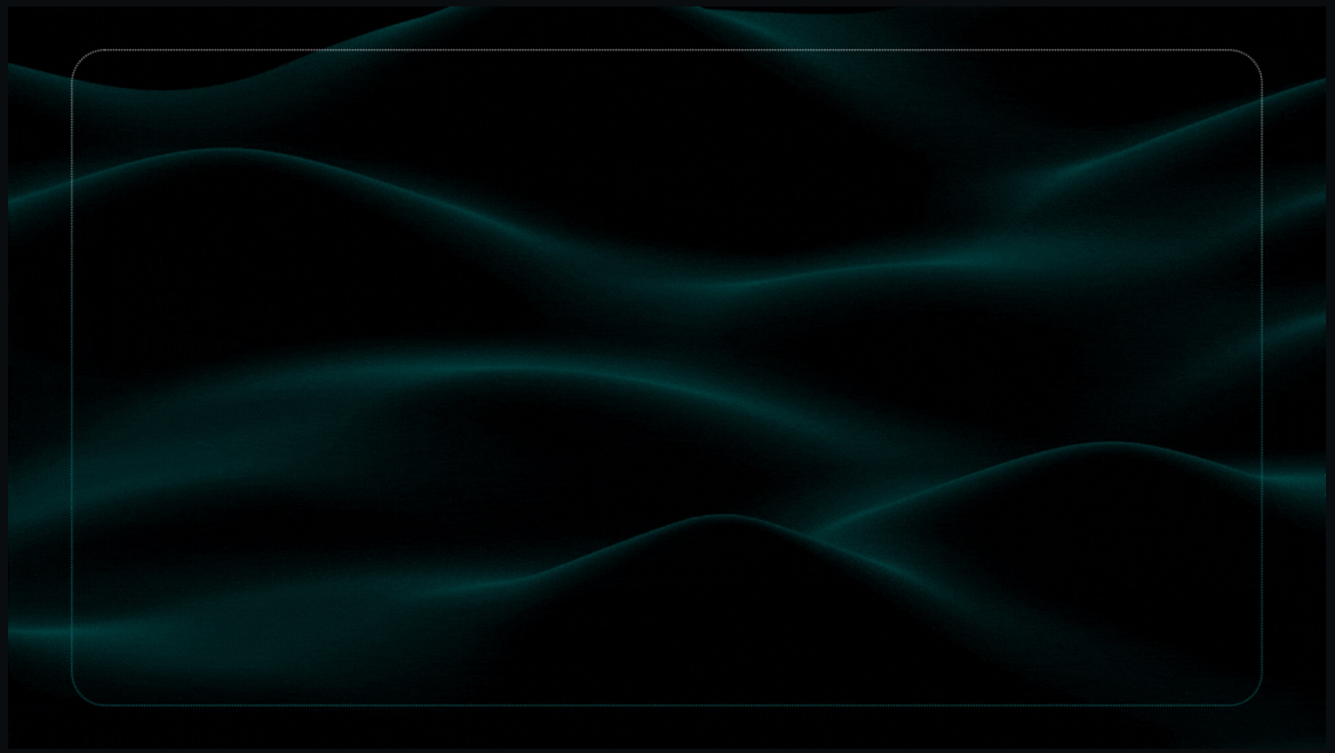
- Demographics
- People Mobility
- Weather
- Events
- Places
- Consumer Sentiment



PROPHEUS

Not just another LLM

Task agents run by conversations | Reason with real-world context | Retail domain expertise

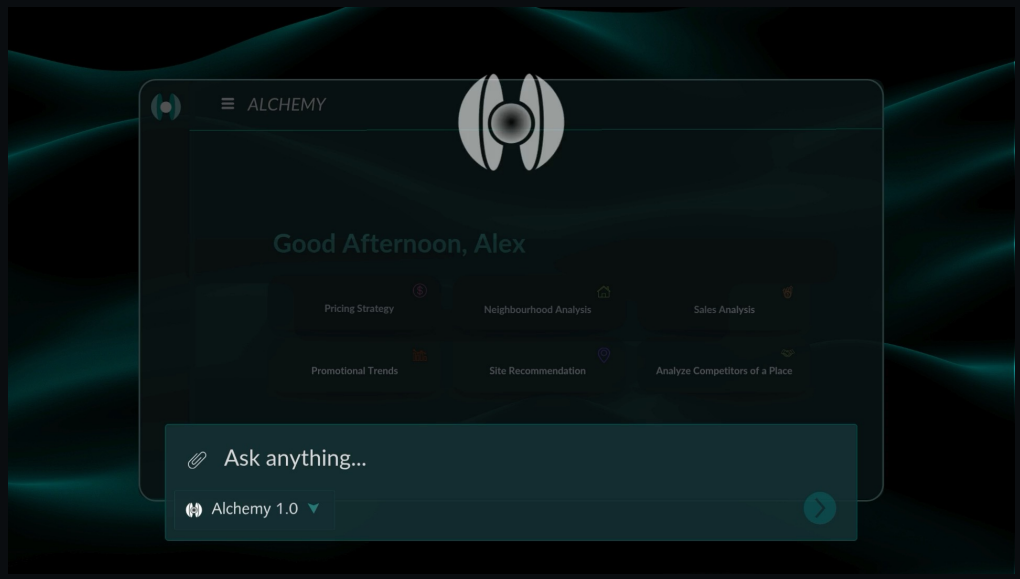


PROPHEUS

Propheus in Action

Sales Enablement Agent

Field sales and frontline teams now have timely, localized insights at their fingertips



Brands & Retailers

Use Cases Across the Value Chain

















PROPHEUS

Delivered Measurable ROI for a $500M Consumer Brand

From zero to value in 90 days

Profitability Improvement

$10M

Savings on promotional discounts

Cost Reduction

$6M

Reduction in inventory holding costs

Productivity Boost

18,000

Man hours saved

Topline Growth

$21M

New potential revenue

PROPHEUS

Get Started with Propheus

Pilots designed to deliver outcome in a few weeks

1

AI Models

Demand forecasting
Dynamic Pricing
Product Assortment
Promo Allocation
…



Bring real-world signals into predictive models

2

Agentic AI

Agents built on models finetuned with Enterprise data

Experience how Agentic AI can fuel teams with fast insights and transform decision-making

PROPHEUS

Which Foundational AI model is the best fit for your enterprise?

Try them out with retail/CPG specific questions in our **Playground** and compare the results!

We'd love to connect with brands and retailers to understand your priorities and support your decision intelligence journey.

Michelle Zhou
Co-founder
michelle@propheus.com

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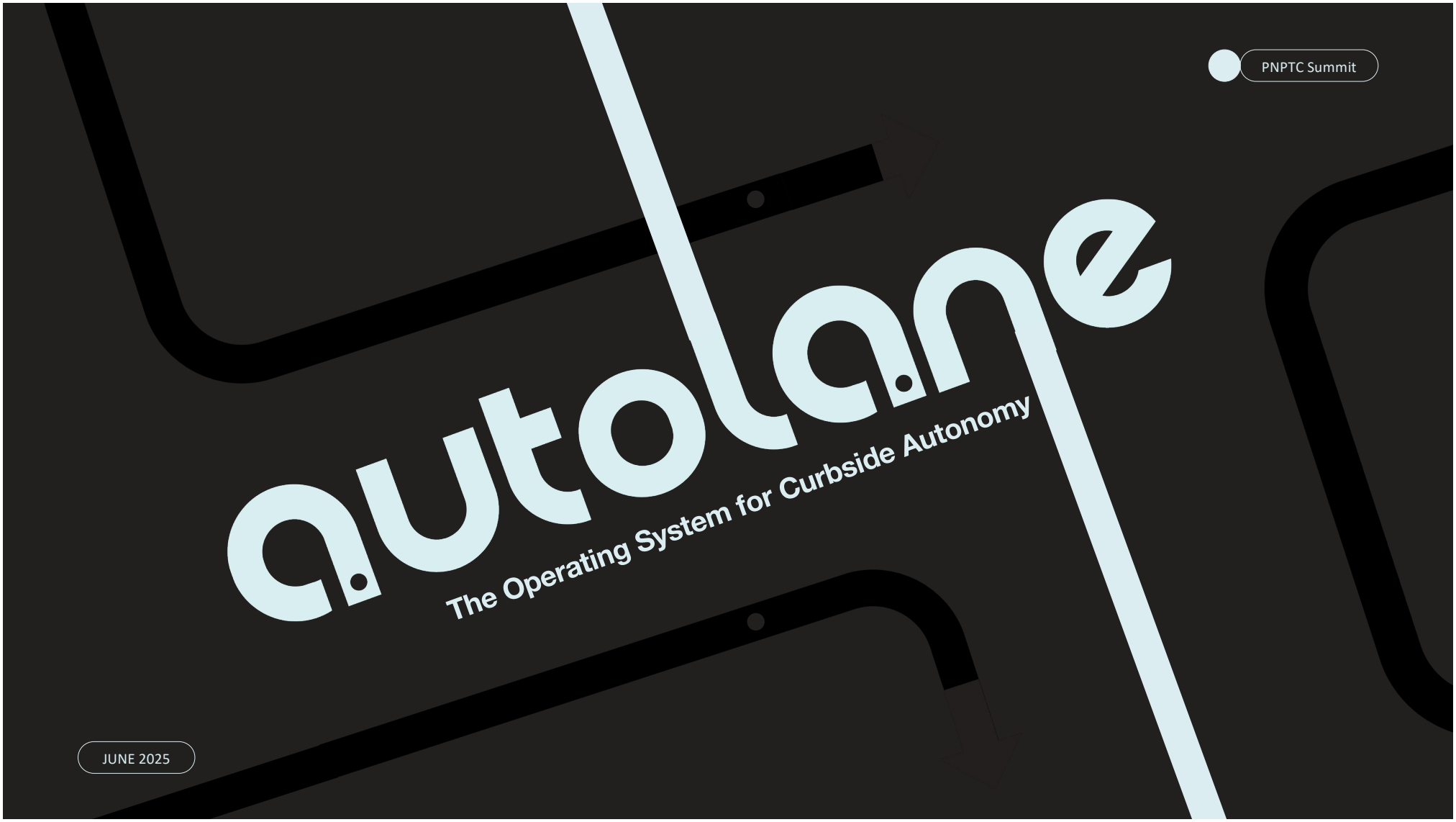
autolane

Autolane

The operating system for curbside autonomy.

#PNPTCSiliconValley

Join us at pnptc.com


PNPTC Summit
autolane
The Operating System for Curbside Autonomy
JUNE 2025

THERE ARE 2,000 AUTONOMOUS VEHICLES IN THE USA TODAY.

10M WILL ARRIVE AT THE CURB BY THE END OF 2030

BUSINESSES ARE NOT PREPARED FOR THIS



TechCrunch
https://techcrunch.com › 2025/04/09 › a-waymo-robota...

A Waymo robotaxi got trapped in Chick-fil-A drive-through

Apr 9, 2025 — **A Waymo robotaxi caused a traffic jam at a Chick-fil-A** in Santa Monic
week after getting stuck in the fast food ...

PNPTC Summit

MEET OPENCURB OS

An AV operating system orchestrating "the last 50 feet" in busy commercial parking lots. Coordinating who goes where, when, and for how long — no chaos, full control.

STALL HARDWARE: "AUTOLANES"

One off-grid kit makes any curb AV-ready in <2 hours. Installed in retail, venue, and CRE parking lots to track, verify, and route vehicle sessions.

OPENCURB DASHBOARD

Live curb data, insights, and communication – monitor usage, track events, and generate AI-powered insights.

CURBSIDE APIs: AUTONOMY MEETS REAL-WORLD

Coordination APIs connect OEMs, retailers, and aggregators to the curb – syncing arrivals, trunk commands, fulfillment triggers, and unlocking monetization.

JUNE 2025



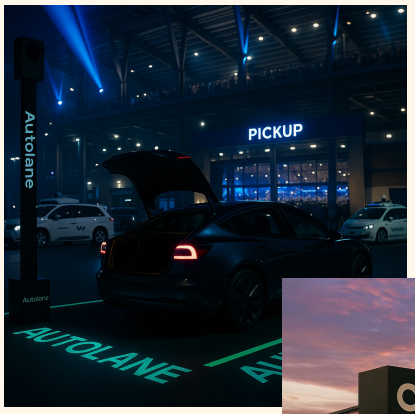
EVERY CURB, PARKING STALL, AND ZONE BECOMES A PROGRAMMABLE ENDPOINT

RETAILERS. AVS. AGGREGATORS. BOTS. THEY ALL CONVERGE AT A PHYSICAL NODE: *AN AUTOLANE*

OPENCURB OS IS THE INTELLIGENCE LAYER THAT LETS THESE SYSTEMS INTERACT SAFELY, EFFICIENTLY, AND *AUTONOMOUSLY*

THINK OF IT AS AIR TRAFFIC CONTROL — BUT FOR THE CURB

WHAT WE UNLOCK







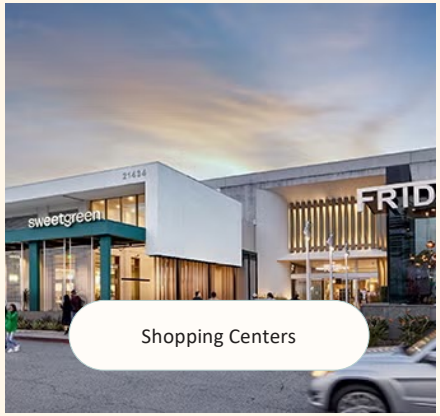
IMMEDIATE VALUE-ADD FOR...

- **AV Ride-Hailing**
  Safe and orderly coordination of AV pickups & drop-offs
- **AV Delivery**
  Fast and precise orchestration of AV order pickups & returns

WHICH LEADS TO...

- **Self-Delivery:** OEM product that enables AV owners to send their cars for order pickup
- **Direct Delivery:** white-labeled AV delivery capabilities for businesses
- **Checkout Connect:** Retailer SDKs connecting OpenCurb to POS systems

ACTIVE POC PIPELINE WITH S&P 100 LIGHTHOUSE CUSTOMERS & LIVE BETA SITES IN SAN FRANCISCO AND AUSTIN









Simple monthly subscription plan (no capex required)

- $2,000 per month per OpenCurb zone
- Each zone manages up to six parking stalls

JUNE 2025

TURNING ASPHALT INTO A CURBSIDE API NETWORK…

ONE autolane AT A TIME

Ben Seidl
CEO / Co-Founder
ben@goautolane.com

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STARTUP Presentation

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Atronous

Agentic AI for Retail Product Catalogs.

#PNPTCSiliconValley

Join us at pnptc.com

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Agentic AI
for retail product catalogs



In stock

Solar Generator







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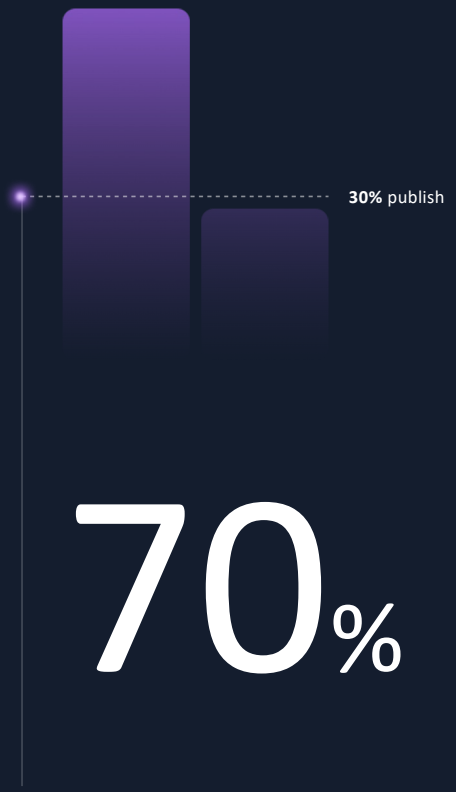
Retailers have a $1T-dollar problem



70% Get Rejected

- ❌ Data is wrong
- ❌ Data is incomplete
- ❌ Data is low quality

atronous.ai

Why Now?

Agentic AI can unify messy workflows

From ingestion to publishing - atronous becomes part of the stack, not just a tool.

Marketplaces are exploding

Retailers need clean catalogs to onboard 1,000s of 3rd-party sellers—without holding inventory

AI assistants are the new shopping front-doors

Discovery is shifting from human search to AI agents. Clean, structured data wins

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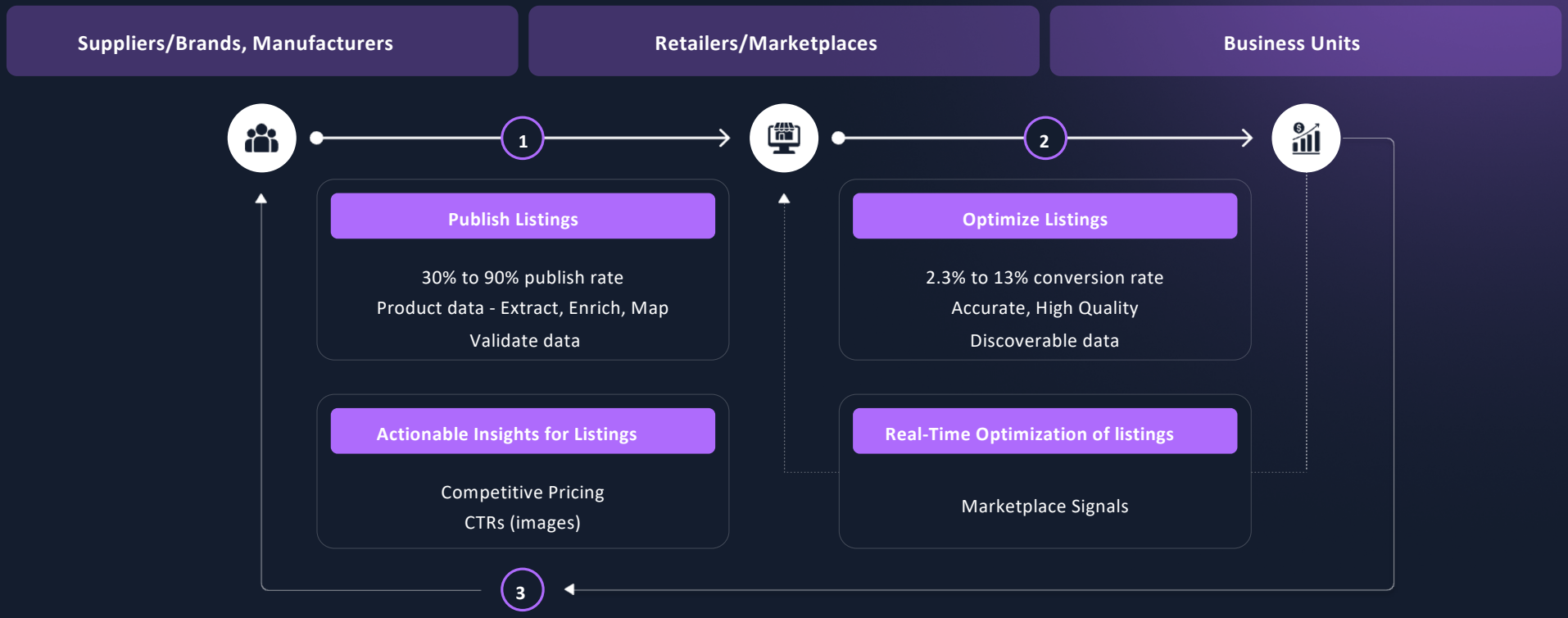
End-to-End Workflow for Consumer & Agent Ready Catalogs



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atronous in action



Raw input from suppliers



Catalog content assembly

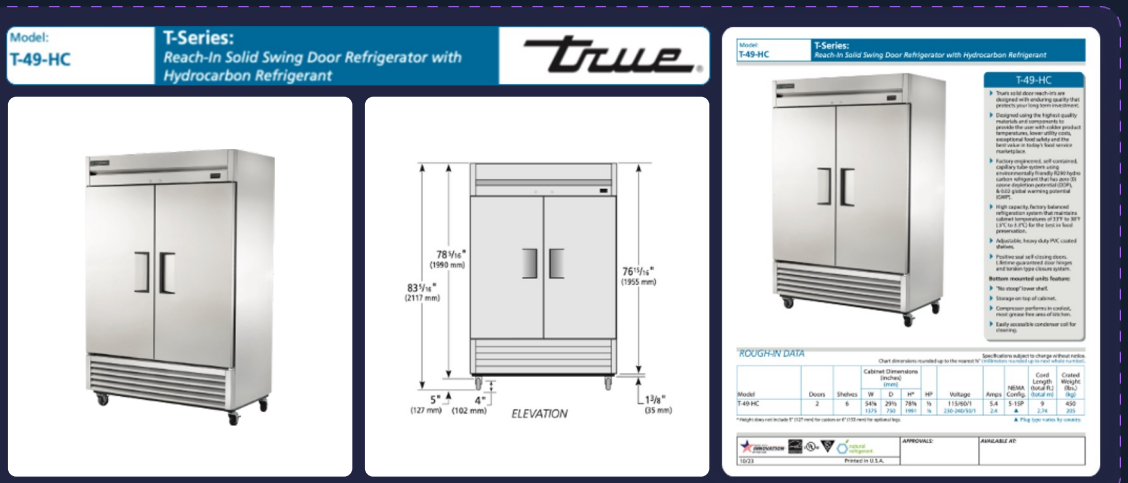


Final listing for destination

atronous.ai

Raw Input from Supplier

Uploaded



MPN: **T-49-HC**

Input type: **PDF, JPEG**

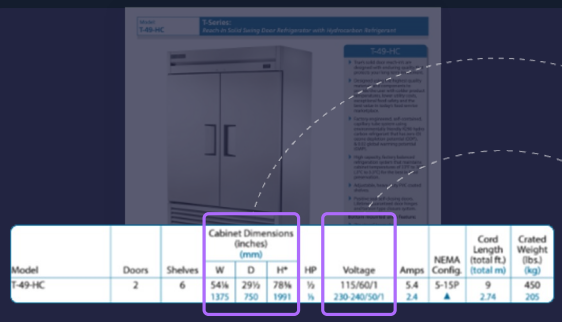
Image: **Only 1 image provided**

No structure: **Specs buried in text**

atronous will process this

atronous.ai

atronous agents extract, validate, audit and enrich



Model	Doors	Shelves	Cabinet Dimensions (inches) (mm) W	D	H*	HP	Voltage	Amps	NEMA Config.	Cord Length (total ft.) (total m)	Crated Weight (lbs.) (kg)
T-49-HC	2	6	54⅛ 1375	29½ 750	78¾ 1991	½ ¾	115/60/1 230-240/50/1	5.4 2.4	5-15P ▲	9 2.74	450 205

Width: 54.1”

✅ Validated — unit + range

Voltage: 115V

✅ Validated — within expected range

UPC : HP49051500

✅ Validated

Auto-sourced + quality-ranked



150+ attributes parsed and validated

Missing fields enriched from trusted sources

Additional images sourced, ranked and selected

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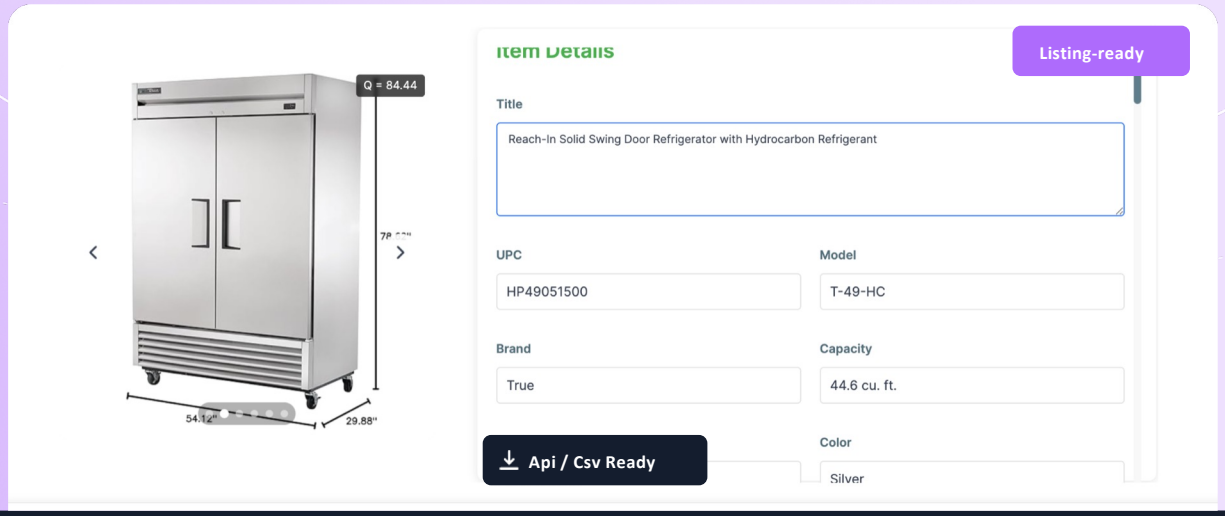
Final Output 🥳 Listing Ready



✅ **Fully enriched**

✅ **Validated + formatted**

✅ **Retailer-ready**

🕒 **Done in minutes, not hours**

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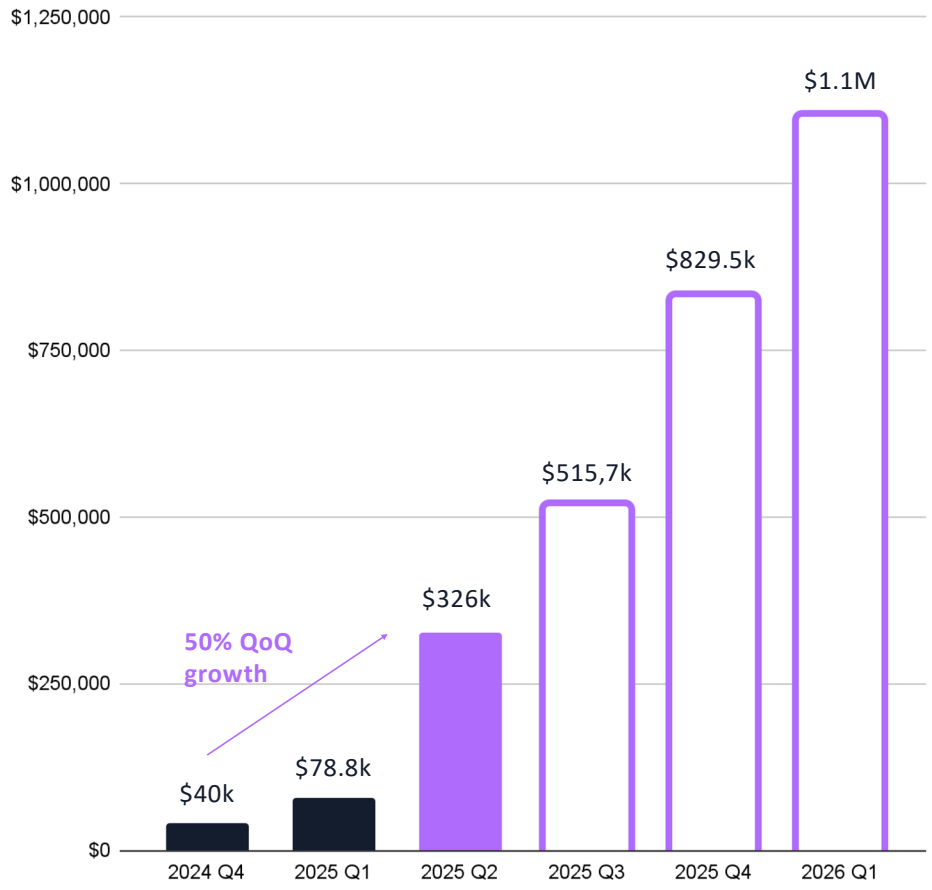
~$200K in ARR



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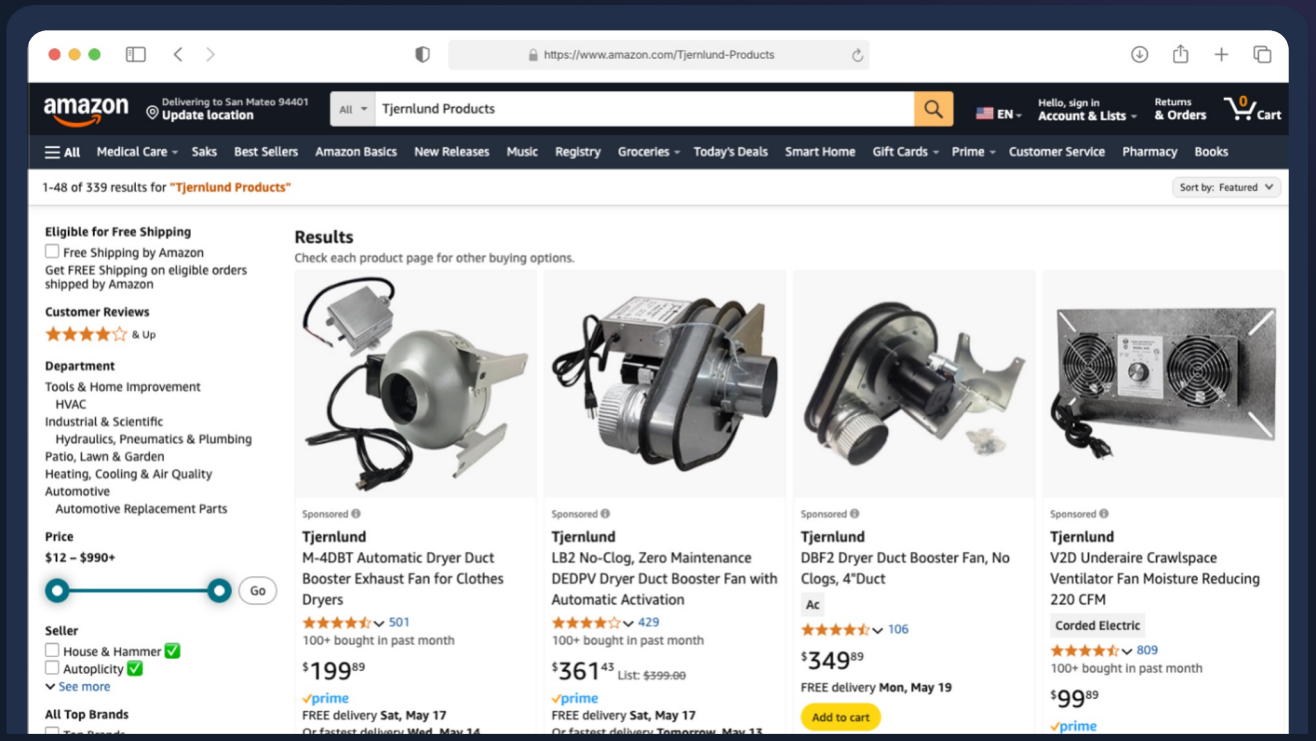
Case Study : Tjernlund



Publish Rate

30->90%

New Revenue generated

+$660k

Timeframe

3 months

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B2B SaaS with usage-based pricing

Small	Med	Large	X-large
Up to 1,000 SKUs	Up to 10,000 SKUs	Up to 100,000 SKUs	100K+ SKUs
$10K ACV	**$25K ACV**	**$100K ACV**	**Custom**

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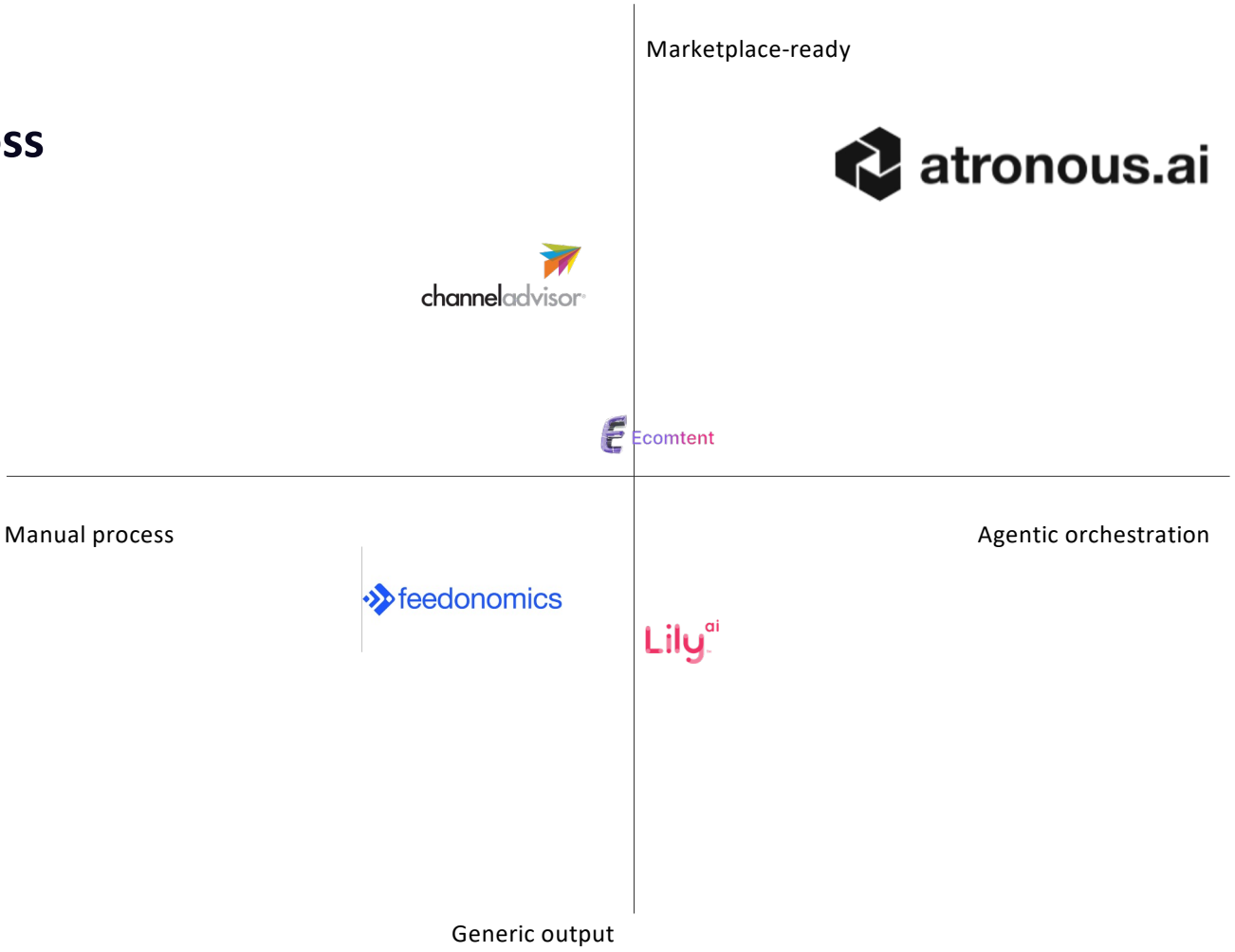
Agentic orchestration across the Enterprise for creating perfect catalogs



atronous.ai

80+ years expertise in retail, data and AI



Jayashree

Co-Founder/CEO

Built data & automation teams across commerce and CX

Uber Walmart NETFLIX



Niru

Co-Founder/CPO

Led product for cloud + SMB platforms

AMERICAN EXPRESS INTUIT



Surajit

Co-Founder/CTO

Built ML engines powering billions of events

DOORDASH salesforce



Gnani

CRO

Builder & operator for early stage strartups

apigee ORACLE



Andy

Sales Lead

Drove $240M+ B2B sales in fast-growth verticals

amazon

atronous.ai

Perfect and AI-ready data

atronous makes it happen
automatically

Book a demo

jayashree.dutta@atronous.ai

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STARTUP Presentation

Brev.

Brev.io

AI agents that continuously track your OKRs.

#PNPTCSiliconValley

Join us at pnptc.com

Brev.

AI agents that continuously track your goals

team@brev.io
(425) 245-4510
📍 San Francisco

Confidential

70% of companies miss their strategic goals

Poor Implementation

70% of executives can't align goals to the day-to-day work of teams.

Poor Communication

95% of employees are unaware of what the corporate goals are.

Low Agility

57% of executives say lack of 'real time data' prevents goal attainment.

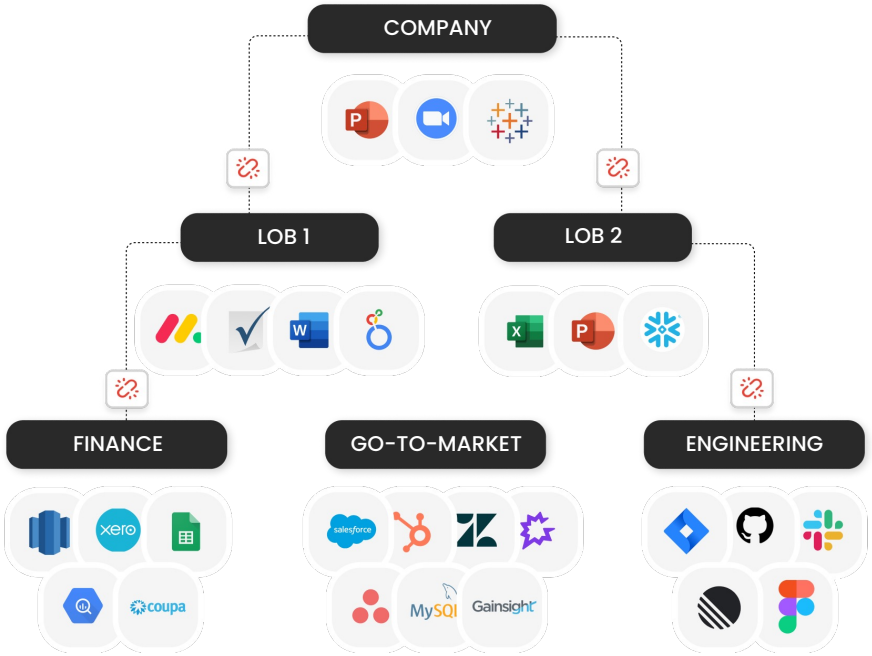
Brev.

Confidential

HBR
The Economist
Gartner

CXOs are flying blind

- Low Visibility
- Low Agility
- Slow Velocity



The average enterprises uses 130+ SaaS tools

PLUGANDPLAY



Company background



Chris Pitchford, Co-Founder & CEO

2X software founder, 1X exit, ex. Viva Goals,
ex. Ally.io, 5+ years building strategy software

Ally Microsoft techstars_ shyft



Vic Hu, Co-Founder & CTO

2X founder, AI/ML expert, built and scaled PDE teams at big + little tech, agile practitioner

facebook indeed ITERATIVE HEALTH

- Product led organization building for the modern enterprise
- Enterprise grade security

  AICPA SOC · GDPR COMPLIANT
- Built by strategy execution experts
- Loved by users

  PRODUCT HUNT #1 Product of the Day

Brev was shaped by executives from:

Calendly GitLab Jasper GitHub NETFLIX coinbase

Brev.

AI agents that continuously track your goals

team@brev.io
(425) 245-4510
📍 San Francisco

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STARTUP Presentation

Atmosfy

Redefining local discovery with real-time, AI-powered city feeds — already fueling 250 million experiences and ranking Top 100 in 40+ countries.

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Join us at pnptc.com

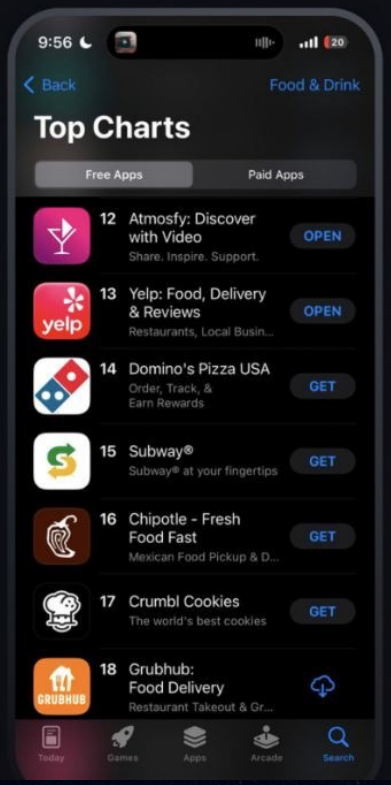
Atmosfy

Where Millions of Gen Z Travelers Decide Where to Go Next

A Real Time Window Anywhere



Top #100 on the App Store in 40 countries



Featured In


abc


FORTUNE


FOX


NBC


TechCrunch


tubefilter


Nation's
Restaurant News

OUR COMMUNITY IS FANTACTICAL ABOUT ATMOSFY

★★★★★

Yelp & TikTok made a beautiful baby!!!

This is the best discovery for my 2023! I love writing reviews and I am forever taking videos of excellent experiences wherever I go. This platform is the perfect way for us extroverted nerds to share our experiences and help guide others to the best of the best!

JESSICABOYMOM

★★★★★

It's really TikTok, Tripadvisor, and Yelp all in one app!

Atmosfy is a great alternative for all three of the apps if you're looking for the user experience of TikTok and the kind of user-generated content you would be looking for on Tripadvisor and Yelp.

ME4EVER101

★★★★★

TikTok and Yelp combined

This app is so fun! The immersive and quick info style like TikTok, combined with reviews and locations like Yelp makes this app really helpful. The video platform is more for sharing immediate reviews so less of a videography platform but still fantastic for finding local food and experiences wherever you are!

ABMOT26

35K+ Reviews

4.8 Stars

Real reviews from real users

Don't take our word for it.
See what our users say.

Get the app

The new Yelp

I really recommend this app if you are a vlogger, foodie or traveler because you get to share your passion to the world and encourage others to explore what they haven't.

LANA4U

★★★★★

Travel industry needed this!

I love having an app designed specifically for travel and local businesses! As a person who grew up in the Midwest, my parents ALWAYS road tripped everywhere. We'd try to find local places to eat or landmarks that may not have been as well known but had great history. I can't imagine how useful this app would have been back then! I can't wait to use it more!

LILLYROO

★★★★★

Don't worry, I know a place

In a world where deciding where to eat can lead to existential crises, Atmosfy is the witty friend who says "Don't worry, I know a place".

OHMAYLAHNIE

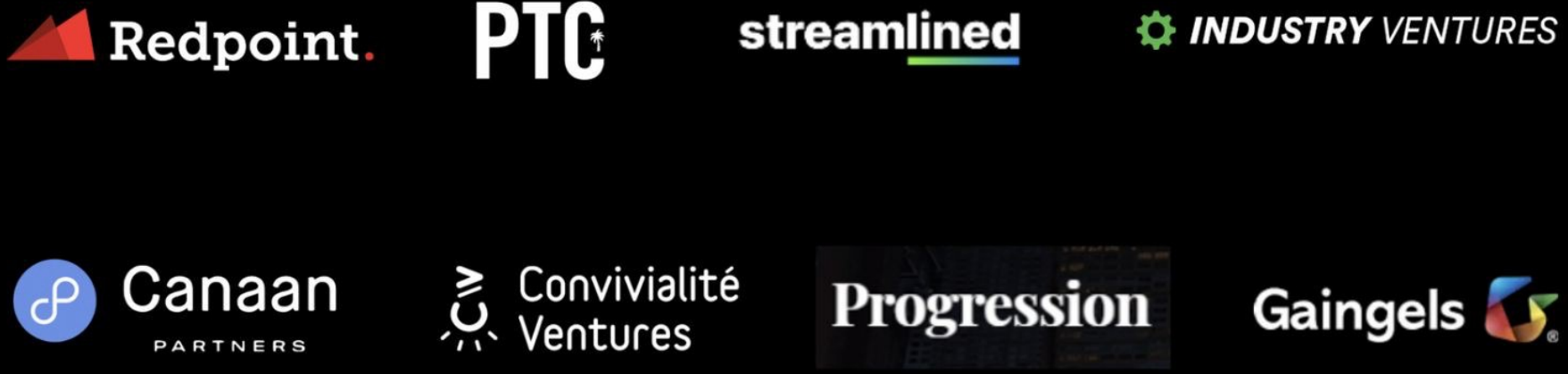
★★★★★

So much more than food spots!

I enjoy using Atmosfy to find cute small businesses and social spots! My favorite is finding bookstores I can visit and support. I've been able to cut my research time by half!

BACKED BY TOP-TIER VENTURE FIRMS

Our investors



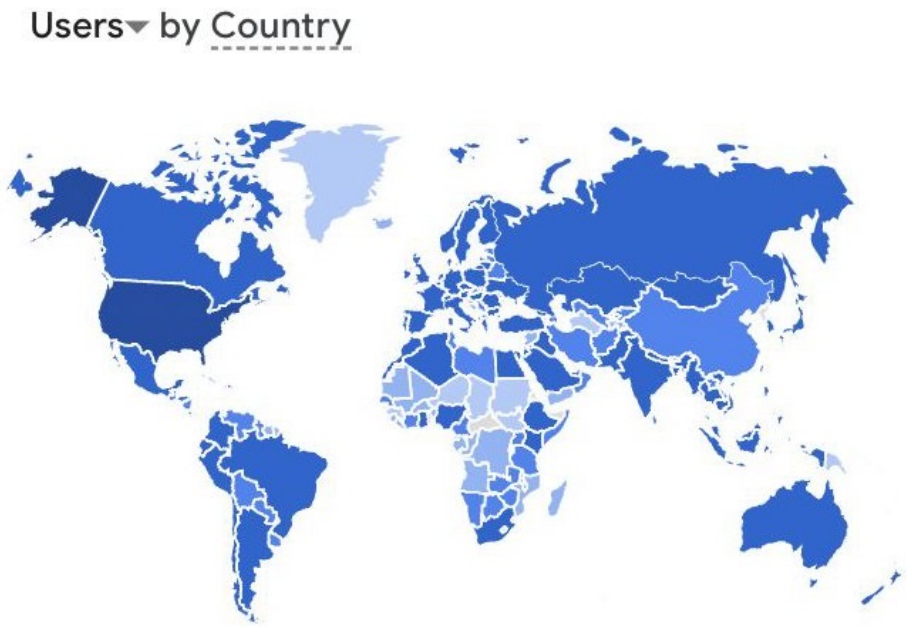
Our Global Footprint

Atmosfy powers the discovery of dining, nightlife, and travel experiences in over 10,000 Cities, fueled by a global creator community and 5M+ businesses.

5M
Brands & Businesses

10K
Cities

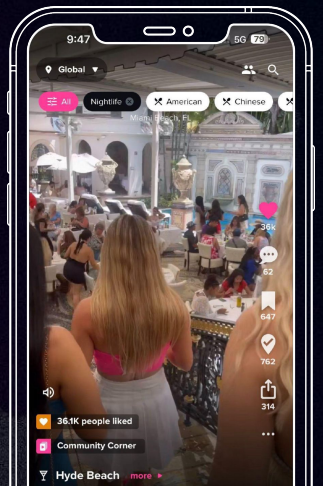
150+
Countries



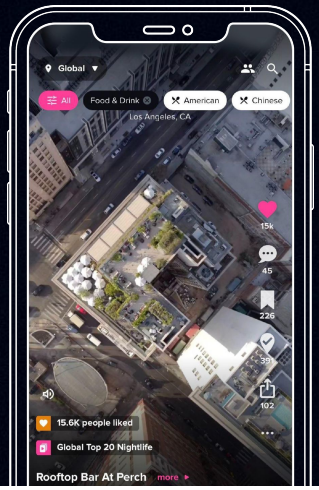
A Real-Time Window Anywhere In The World

We capture all of the experiences of local creators in 150+ countries

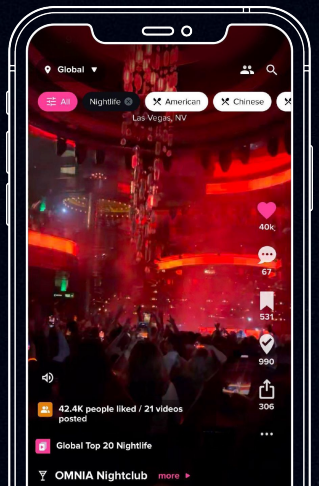
DINING & NIGHTLIFE



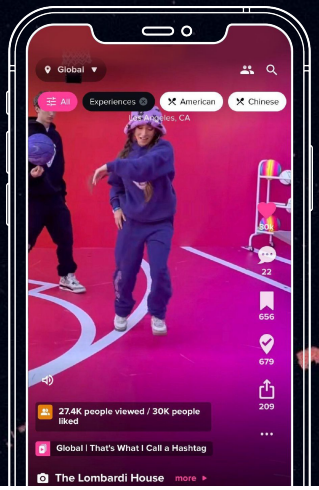
TRAVEL



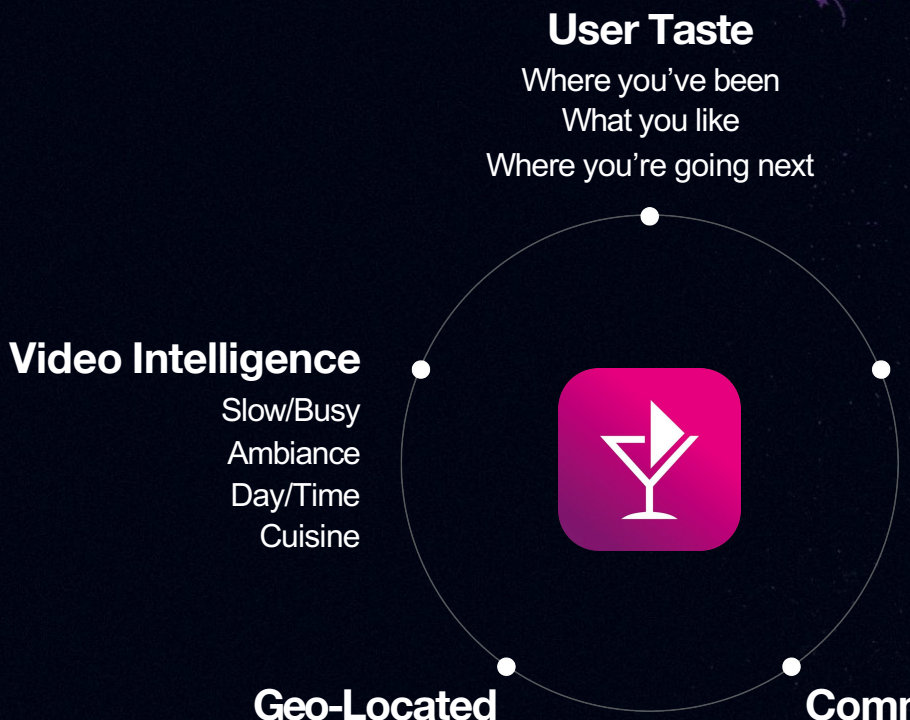
HOTELS



EXPERIENCES



Unmatched AI-powered personalization



User Taste
Where you've been
What you like
Where you're going next

Friend Graph
Who your friends are
Where you've been
Who you follow

Community Trust
Who your friends are
Where you've been
Who you follow

Geo-Located
Who your friends are
Where you've been
Who you follow

Video Intelligence
Slow/Busy
Ambiance
Day/Time
Cuisine

Only Atmosfy Captures the Full User Signal Graph

The Only Platform at Scale with a Full Online-to-Offline Signal Graph.t

Platform	Live GPS Tracking	Booking / Reservation	Friend Graph	Likes & View	Search & Maps	Smart Content (LLM + Video + Sentiment)
Instagram	✗	✗	✗	✓	✗	Partial (Video only)
Tiktok	✗	✗	✗	✓	✗	Partial (Viral only)
Yelp	✗	✗	✗	✗	✓	Basic Reviews
Expedia	✗	✓	✗	✗	✗	✗
OpenTable	✗	✓	✗	✗	✗	✗
DoorDash	✗	✓	✗	✗	✓	✗
Atmosfy	✓	✓	✓	✓	✓	✓ Full--stack (Video + AI + Sentiment)

THIS IS WHAT HAPPENS WHEN DISCOVERY IS THE PRODUCT

"LinkedIn is for work. Instagram is for people. TikTok is for creators. Atmosfy is for places — and that makes it a different kind of social."

Global Feed

Built to maximize global virality — not real-time local relevance.

No User GPS

Can only attempt to guess your region based on proxies.

Central Unit = Creator

Content is structured around creators + virality, not locations. Locations aren't entities that evolve.

Scrolling Behavior Only

They optimize for global views — not showing up.

They map the social media stars. Atmosfy maps the city.

10,000 Live City Feeds

A real-time window anywhere in the world

TikTok answers: "What's entertaining globally?"

Atmosfy answers: "What's happening around me right now?"

Live GPS - 10 Feet

Atmosfy has real-time GPS on all our users — accurate to 10 feet and updated passively.

We know when users visit places they saw through GPS Tracking.

Central Unit = Location

The system builds a living profile of a venue — layered with UGC, social signals, real-time status, and AI intent ranking.

IRL action: visit, book, dine, attend

Atmosfy has real-time GPS on all users — powering the only IRL feedback loop at global scale.

Their story ends in a scroll. Ours ends with walking in the door.

Atmosfy

Be Featured in the Atmosfy Wallet — Where 100K+ Creators Drive IRL Action



Your brand, placed in front of millions of travel superfans actively searching for where to go next.

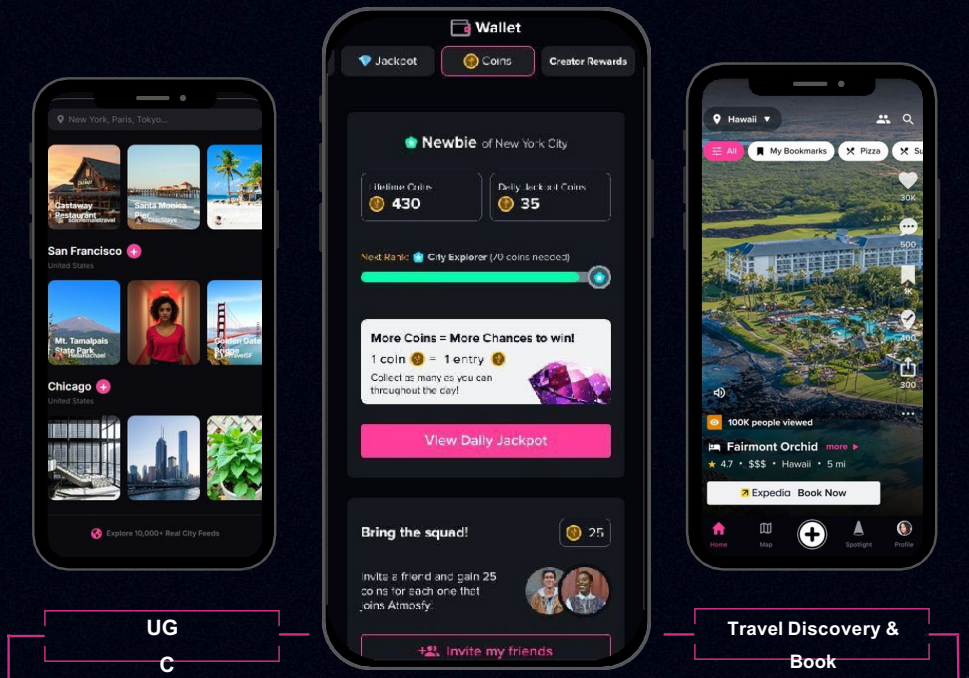
Trusted by Expedia CapitalOne Fairmont

A NEW PERFORMANCE CHANNEL FOR TRAVEL, DINING

10,000+

real city feeds

Gen-Z and Millennial users with IRL intent

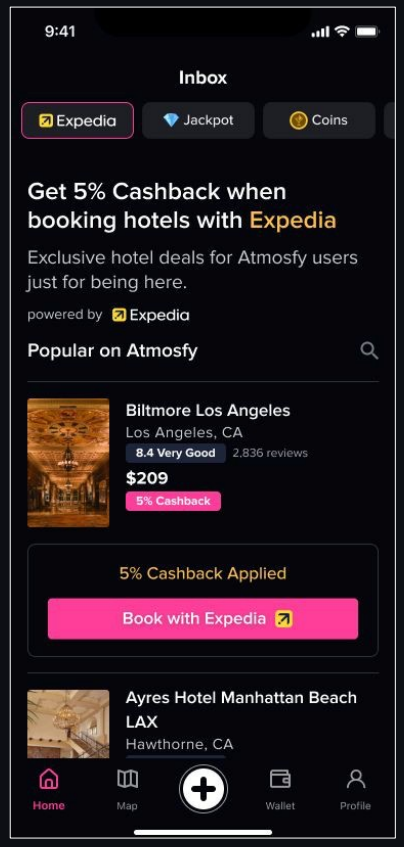


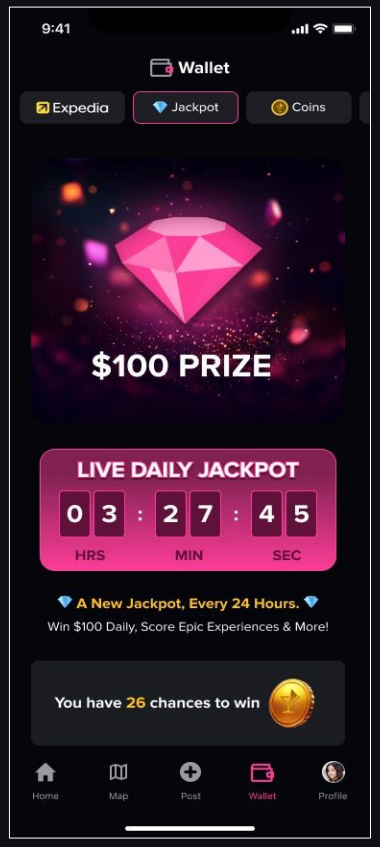
Placement next to booking-ready offers (Expedia, Fairmont, Capital One)

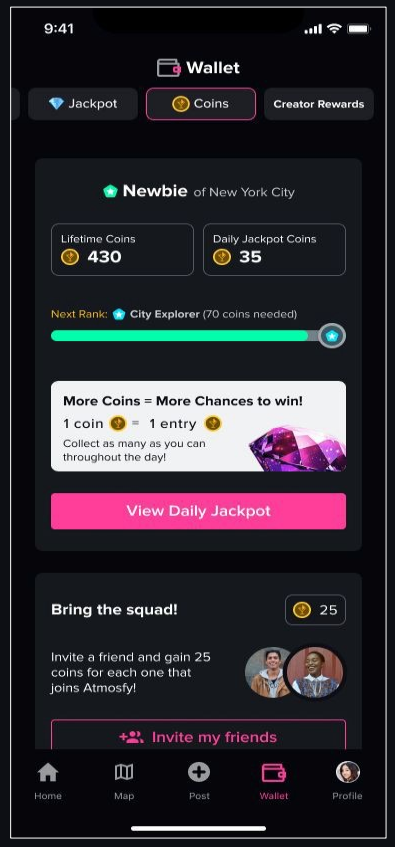
In-app behavior creates attribution loop, not just awareness

Atmosfy's Wallet: Cash Back. World-Class Rewards. Viral Growth.

We Offer Exclusive Atmosfy Cash Back With World Class Brands That Drives Content & Virality







Atmosfy

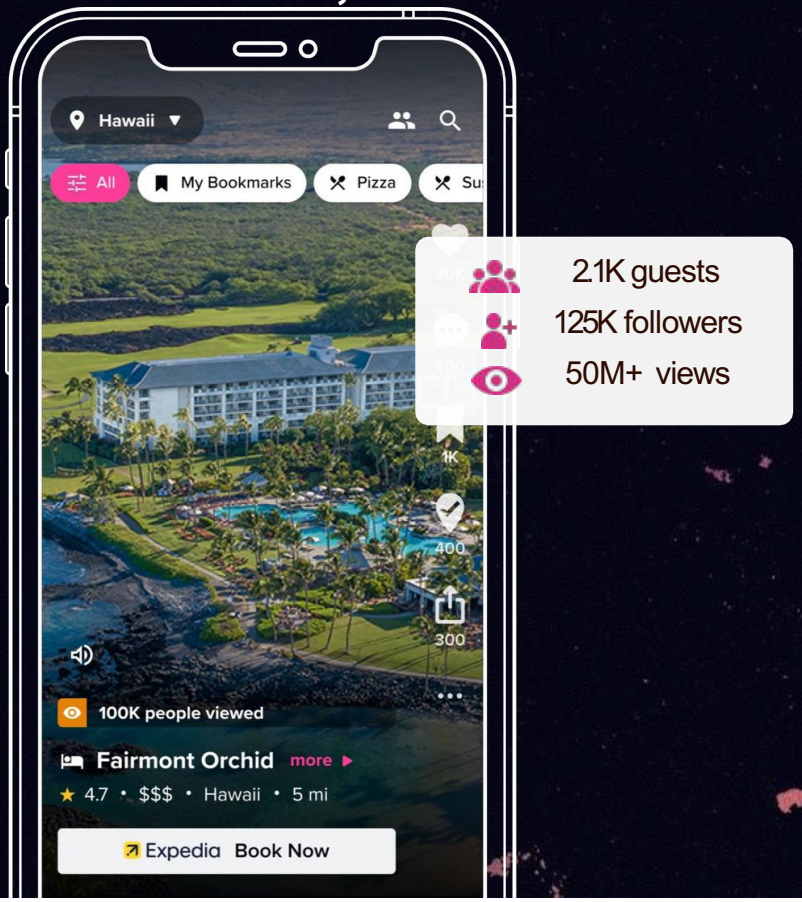
50M+ IMPRESSIONS, 100K CREATORS, REAL RESULTS

50M+
Impressions delivered

100K+
Creators in our network

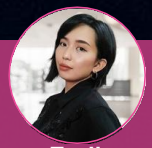
10,000+
City-level feeds powered by GPS

"We drove thousands of bookings and 50M+ views in just weeks." – Partner Success Story



REACH TRAVEL SUPERFANS WITH REAL SPENDI

- **73% of users** plan a trip within 2 weeks
- **$1,400+ avg** spend per trip
- **Geo-targeted Wallet exposure** (city, behavior, timing)
- **Audience interests:** dining, nightlife, luxury, offbeat experiences



Emily

Luxury Traveler

Queens,NY
32 years old
$$$ Spending Power

Dining · Nightlife · Luxury



Alex

Offbeat Explorer

Los Angeles, CA
25 years old
$$ Spending Power

Offbeat Experiences · Nightlife



Emily

Luxury Traveler

Long Beach, CA
28 years old
$$ Spending Power

Dining · Nightlife · Offbeat experiences



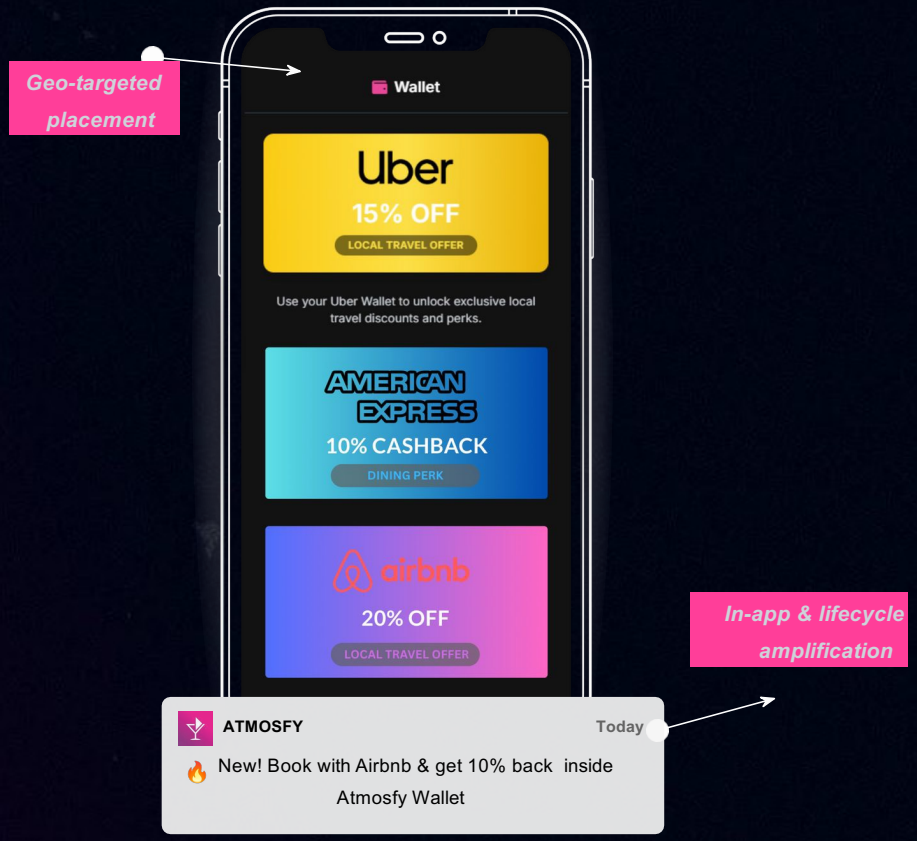
Jordan

Food Enthusiast

Dallas, TX
31 years old
$$$ Spending Power

Dining City · Luxury

HOW IT WORKS



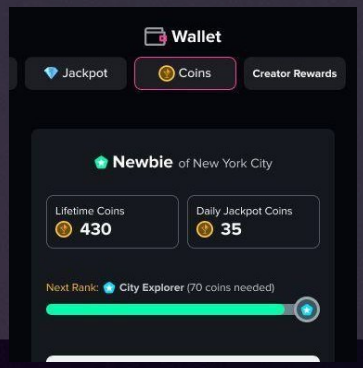
What You Get With Wallet Placement

- *Geo-targeted visibility inside the app*
- *Cashback, discount, or premium perk*
- *UGC shared in-app + social channels*
- *Featured across Atmosfy IG + TikTok*

YOUR BRAND MOMENT — DELIVERED ACROSS CHANNELS

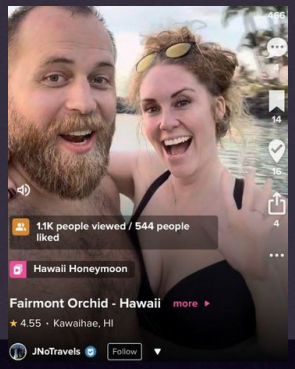
Wallet Placement

Branded tile inside app, geo-targeted to users ready to book



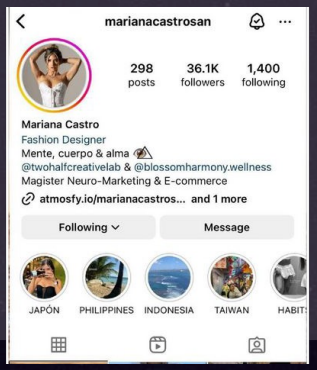
Creator UGC Blast

Featured video content from top Atmosfy creators



Social Amplification

Exposure across TikTok, Instagram, YouTube, and more

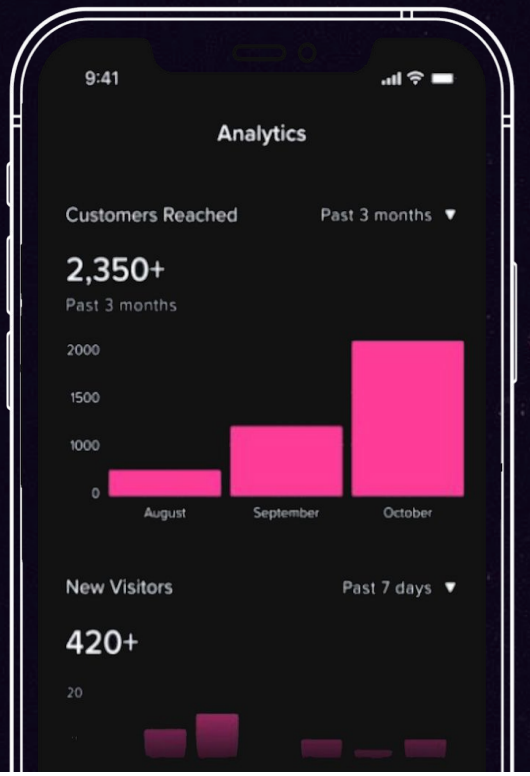


SUCCESS YOU CAN REPLICATE

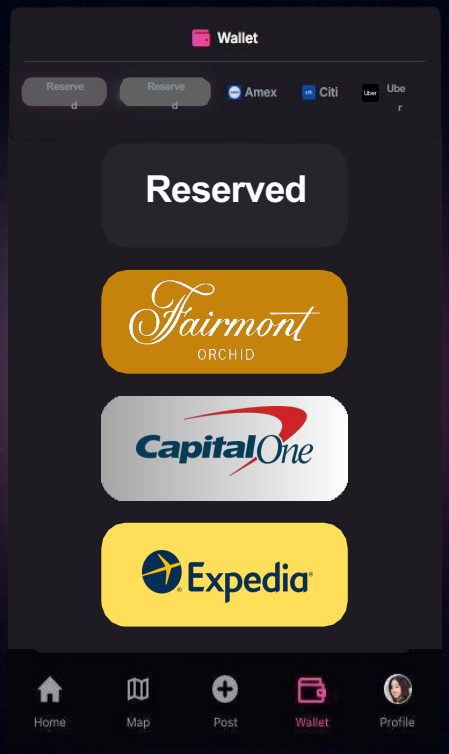
“

Fairmont

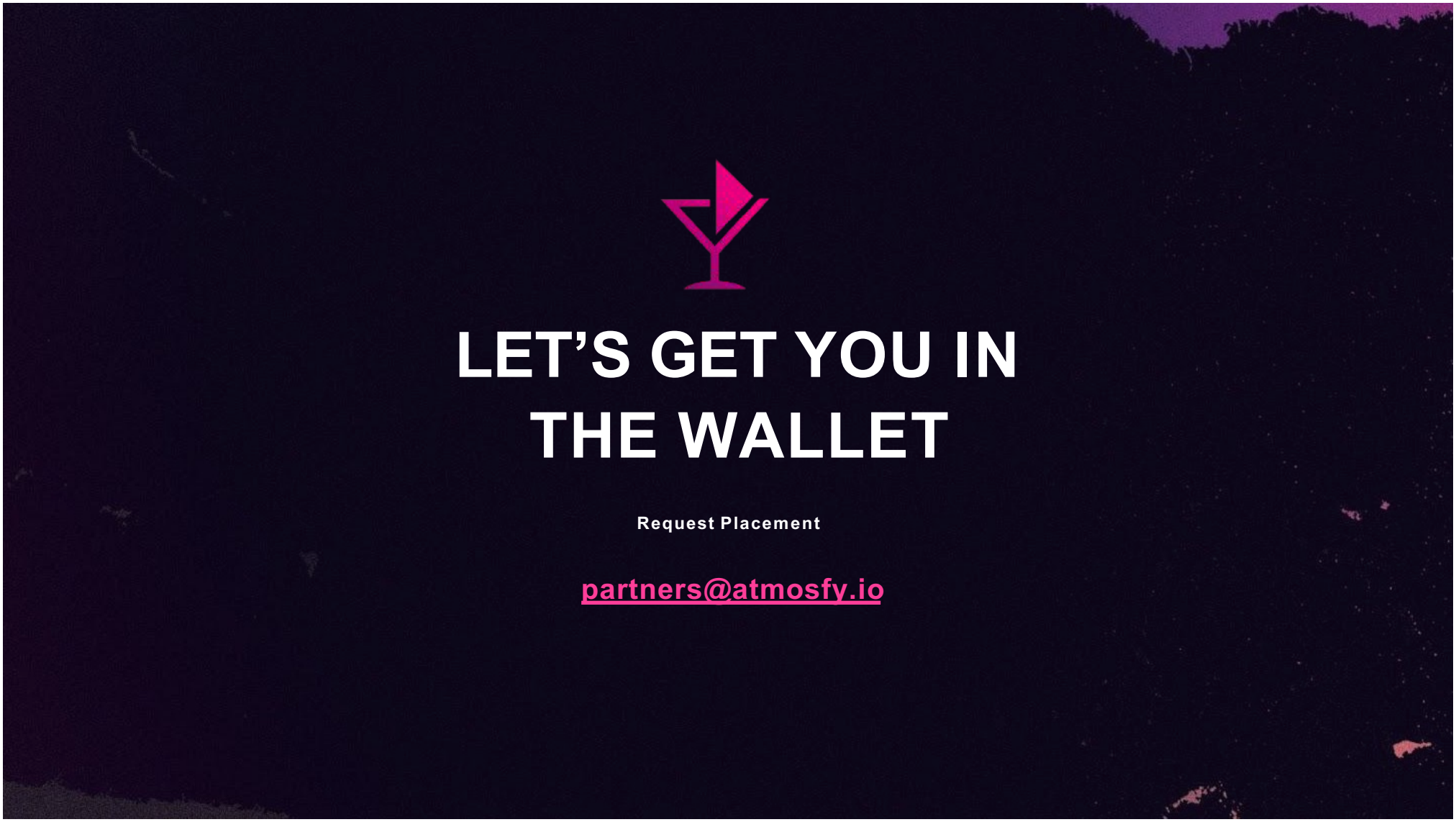




GET IN EARLY — BEFORE THE BEST SLOTS ARE GONE



- Expedia and Capital One already in
- Wallet slots are category exclusive by city
- This is where Amex, Citi, Uber should be — but aren’t yet
- Opportunity for dual track: Wallet exposure + innovation investment


LET’S GET YOU IN
THE WALLET
Request Placement
partners@atmosfy.io

PLUGANDPLAY

Sv summit

STARTUP Presentation

wayvee analytics

Wayvee analytics

The world's first customer satisfaction sensor captures real-time, emotion-based feedback from all customers anonymously, without the use of cameras.

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Join us at pnptc.com

wayvee

Worlds first customer satisfaction sensor

For brick-and-mortar retail

May'25

Alexey Ovcharov

CPO & Co-founder

+357 97 523456

aleksei.ovcharov@wayvee.com

Breakthrough innovation allowing retailers to detect customer emotions in real-time using radio waves.

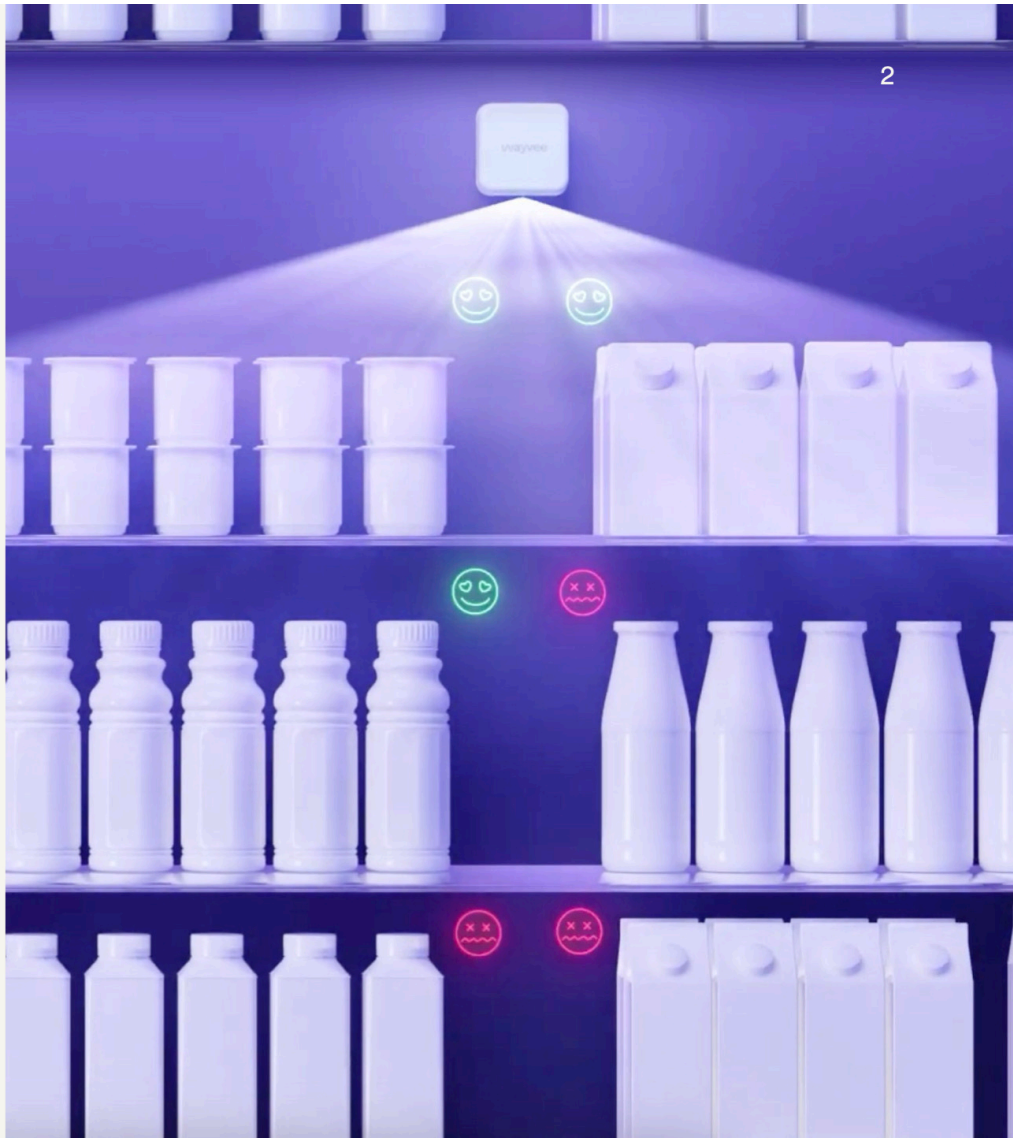
No camera.

Massachusetts Institute of Technology

MIT-validated tech

CERN

Built by physicists from CERN



$10B

Grocery retailers globally invest in shelf optimization every year.



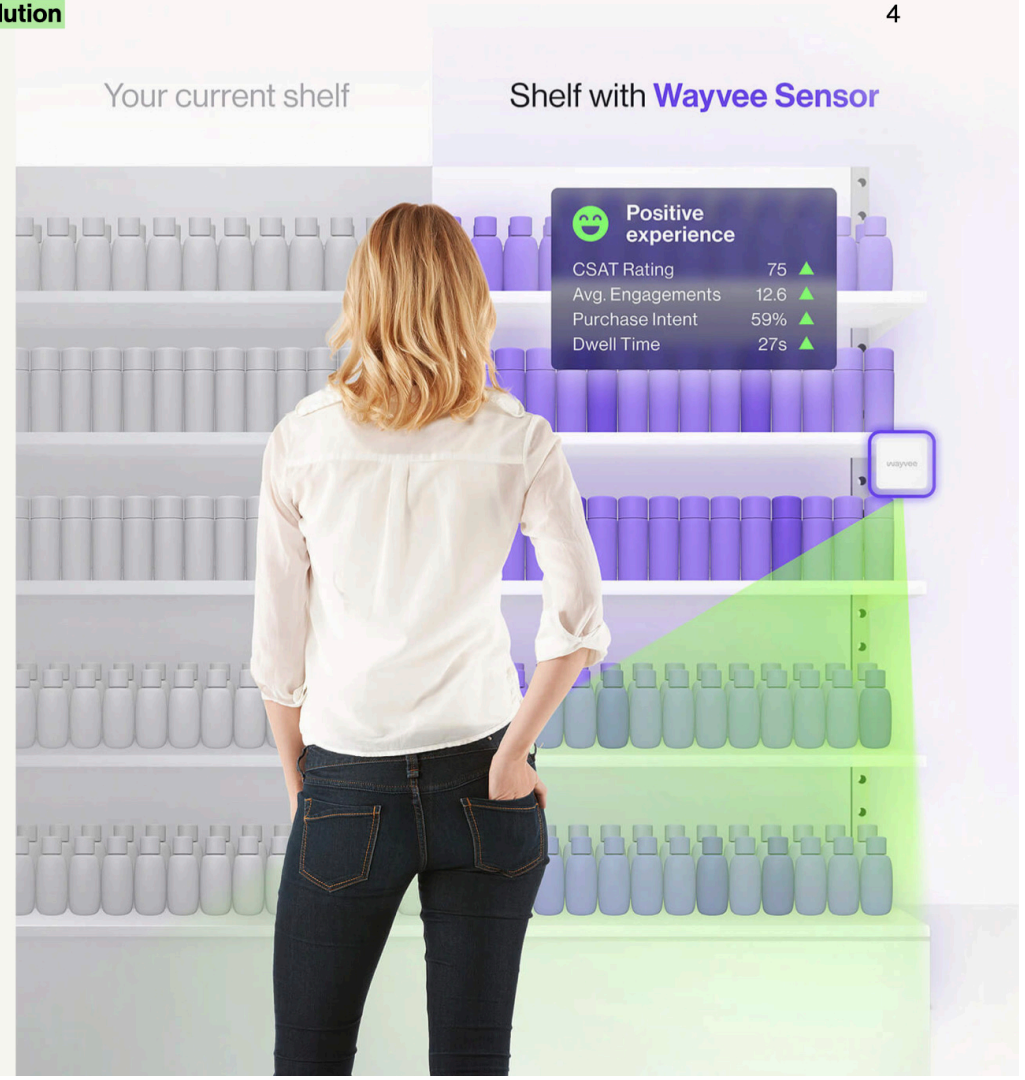
The impact on CX is not measured.

Shelves **remain a black box** — with no real-time insights into what works and what doesn't.

* Source: Foodlogistics, Link

Wayvee gives shelves real-time visibility into customer emotions and actions.

Our AI-powered radar sensors uncover how customers **feel, spot issues instantly, and help stores act fast**— before sales are lost.



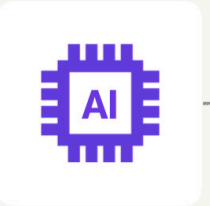
How Wayvee works

1. Sensor



- Uses **radio waves**
- Detects how customers feel in the moment—**from physiological signals**
- No cameras or biometric

2. Wayvee AI



- Proprietary **ML algorithms**
- Unique **behaviour dataset**
- **Real-time signal** processing

3. Data Dashboard



Provides insights to help:

✓ **Prioritize** what needs attention or fixing

✓ **Optimize** shelf layout and pricing

✓ Resolve issues **10x faster**

Revenue increase

Factory produced

EAC, CE, FCC certifications

Backed by MIT-proven research

From idea to pilots with globally known retailers in just 1.5 years

June '23

Wi-Fi–based emotion recognition algorithm built and patented

June '24

- 1st retail Expo in APAC
- Instant pilot launched in Singapore

January '25

- NRF Show: 450 leads
- Kaufland Innovation Hub winner

May '24

Production-ready device with SaaS and API integration

October '24

Pre-Seed Round: $5M Raised

November '24

- **First sale**
- Entered pilot stage: CJ Express, Lenskart, etc

April–May '25

- Plug and Play: Selected for startup program
- **Confirmed paid pilots with TOP names**
- Amazon, Accenture Innovation Hubs showcase

Market

Smart Retail*

$30B 2022

$227B 2030

Wayvee

$2.3B
Revenue potential

1%
Market share

* Source: Grand View Research, Link

What are Wayvee key advantages

Retail analytics fail to deliver clear answers, traditional CX Measurement fails to scale clarity—
Wayvee brings clarity to scale.



Subscription based SaaS model

$4M predicted ARR in 2026

Wayvee Sensor



$200 per sensor

Wayvee AI + Dashboard



$30 per sensor / per month*

Basic Metrics

- Dwell number
- Bypasses number
- Average speed
- Dwell time

free ★

Anton Timashev
Co-founder and CEO



- Co-founder **Sensemitter** (Emotion AI analytics in gaming), **ZERO10** (AR try-on developer)

Alex Ovcharov
Co-founder and CPO



- Co-founder **Sensemitter**
- Product Director at **Shazam Eastern Europe**

Slava Matyunin
CTO



- **Ex-CERN** data processing lead. Worked at Hadron Collider
- 302 scientific publications in physics

Ratmir Timashev
Advisory Board Member



- Founder and former CEO of **Veeam Software,** scaled it to $1B+ in bookings
- Co-founder of **Aelita Software** (acquired for $115M)

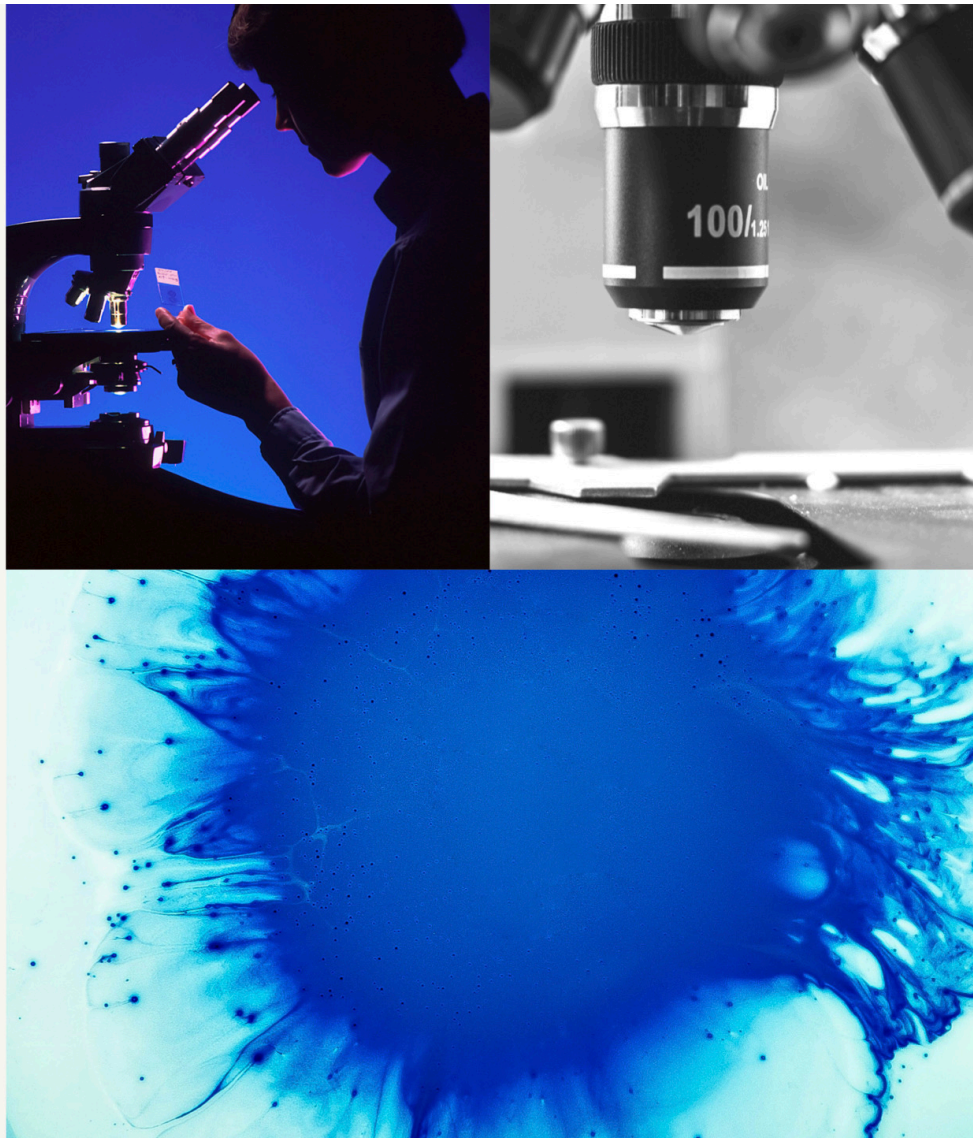
Total: 39

wayvee analytics

Not just more data—
a doorway to the hidden world.

The microscope didn't just show more—it **revealed what was invisible**. It led to penicillin, modern medicine, a new understanding of life.

Wayvee opens up a similarly hidden layer.



Contact us

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Visit us at wayvee .com

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Spendly

Spendly

Helping enterprises reduce costs and boost operational efficiency.

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Spendly
Cost Reduction, Simplified.

Market Forces to Consider

- **Retail profit margins declined by ~20% from 2021 to 2024**
- Tariffs have increased costs by **up to 25%** on billions of consumer goods
- **Buyers are becoming more price conscious**, *limiting the ability for retailers to pass along costs to consumers*

The Problem

Complex Vendor Agreements

Overcharges, hidden fees, and non-optimal pricing

+ Cost Oversight Gap

Limited time, tools, or benchmark data to fight back

= Overspend by 20-30%

Losing millions every quarter


Merchant Services


Shipping


Utilities


Telecom


SaaS/IT


Waste & Recycling



Our platform lowers enterprise operating expenses without changing vendors

How It Works



ONBOARDING

Upload vendor agreement and invoices for an operating expense



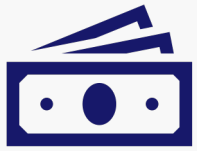
BENCHMARK EXPENSES

Our platform analyzes for overcharges, hidden fees, and non-optimal pricing structures



REALIZE SAVINGS

If we find any, our team will get a refund or negotiate better terms with the vendor



ONGOING COST BENCHMARKING

A dedicated success team continually benchmarks and ensures the realization of long-term savings

Industry Experience

Food & Beverage

Fashion & Retail

Beauty & Cosmetics

Average Cost Reductions

Merchant Services	30%
Shipping	24%
Utilities	21%
Telecom	22%
SaaS/IT	22%
Waste & Recycling	25%

VENDORS

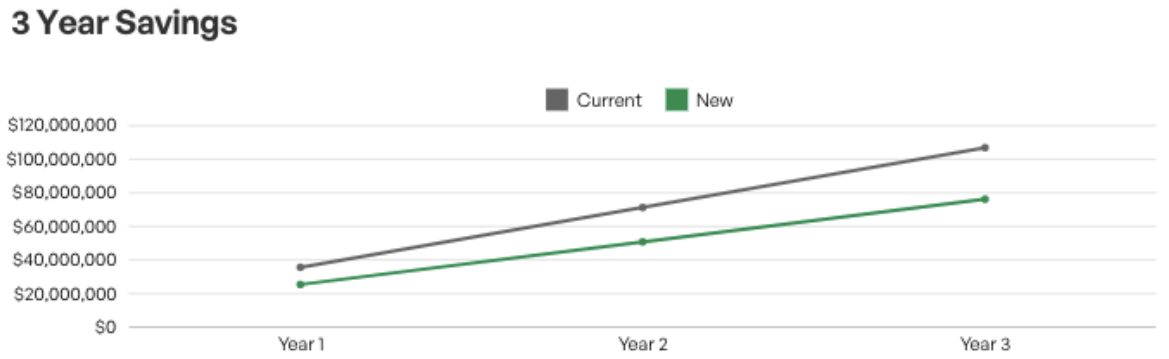


Cosmetics Case Study

Profile
Leading Skin-Care Company
44 Year Carrier Relationship
Prioritizing Cost Reduction

Pain
Rising Supply Chain & Logistics Costs
Unclear General Rate Increases (GRI)
+$35M Annual Parcel Spend

Results
28.9% Cost Reduction
$10.2M Annual Savings
$30.7M Total Savings



Current	$35,627,831	$71,255,662	$106,883,493
New	$25,389,357	$50,778,714	$76,168,071
Total Savings	$10,238,474	$20,476,948	$30,715,422

Spendly

Founded
2022

Location
Charlotte, NC

Funding
$550K Pre-Seed

Upcoming 2025 Milestones
Enterprise POCs
Investment Round
Mighty Partnership Kickoff
Cost Reduction Agent 1.0



Matthew Godley
Co-Founder



Larry Li
Co-Founder

Advisors



Scott Guilfoyle
Former CTO, Paypal



Tana Greene
CEO, MyWorkChoice



Davis Auksmuksts
Investor, Plug and Play

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BRAND & RETAIL
NEW PARTNER ANNOUNCEMENT

THE JIM PATTISON GROUP

PATTISON AGRICULTURE

Pattison Food Group

Lucky foodmaxx Save Mart | The SAVE MART COMPANIES

Pattison id

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NEW PARTNER ANNOUNCEMENT

SHOPLINE



Christopher Yang

Co-President
SHOPLINE

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