Depict.ai

Amazon-quality product recommendations for any e-commerce store

Oliver Edholm, CEO

- Youngest AI-researcher in the world
- ex-Klarna (AI research)
- Just turned 18 y/o

Anton Osika

- First employee at Sana Labs (now 30+ employees)
- ex-CERN

Klarna.

NUS National University of Singapore

BABYSHOP GROUP

Sana Labs

CERN

Signed deal with Staples

Staples is one of our customers. We expect to expand our contract to the **whole of Europe** in 2-3 months when they're launching their "Intershop"-platform

Customers

+10 others

Unique Insight

All existing recommender systems solely rely on transaction data to recommend products.

Our recommendations perform **2-6x better** because we know far more about any product other than just the transactions. This is enabled by our algorithms understanding images and text **like a human does**.

Individual e-commerce stores do not ever have enough data to be able to do recommendations in the right way, just like with any single e-commerce store to detect which credit card will be fraudulent, they will not have enough data to predict which products will sell.

How we sell

1. Show comparisons contrasting Depict.ai and their existing recommended products, see https://demo.depict.ai/madstyleshop

2. Offer a free 2-week A/B-test to objectively show how much we increase overall revenue

3. Take a 10% cut of the overall revenue uptick as a monthly recurring fee going forward

A/B-test results

Amazon Web Services

2x increase in click through rate when A/B tested against AWS Personalize

Largest competitor

150% increase in add to cart when A/B tested against Nosto

In-house data scientist

270% increase in revenue from recommendations when A/B tested against in-house system

Market

$3T
E-commerce market

x

4%
Our average overall revenue uplift

x

10%
Cut on revenue increase

=

$12B
TAM

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