

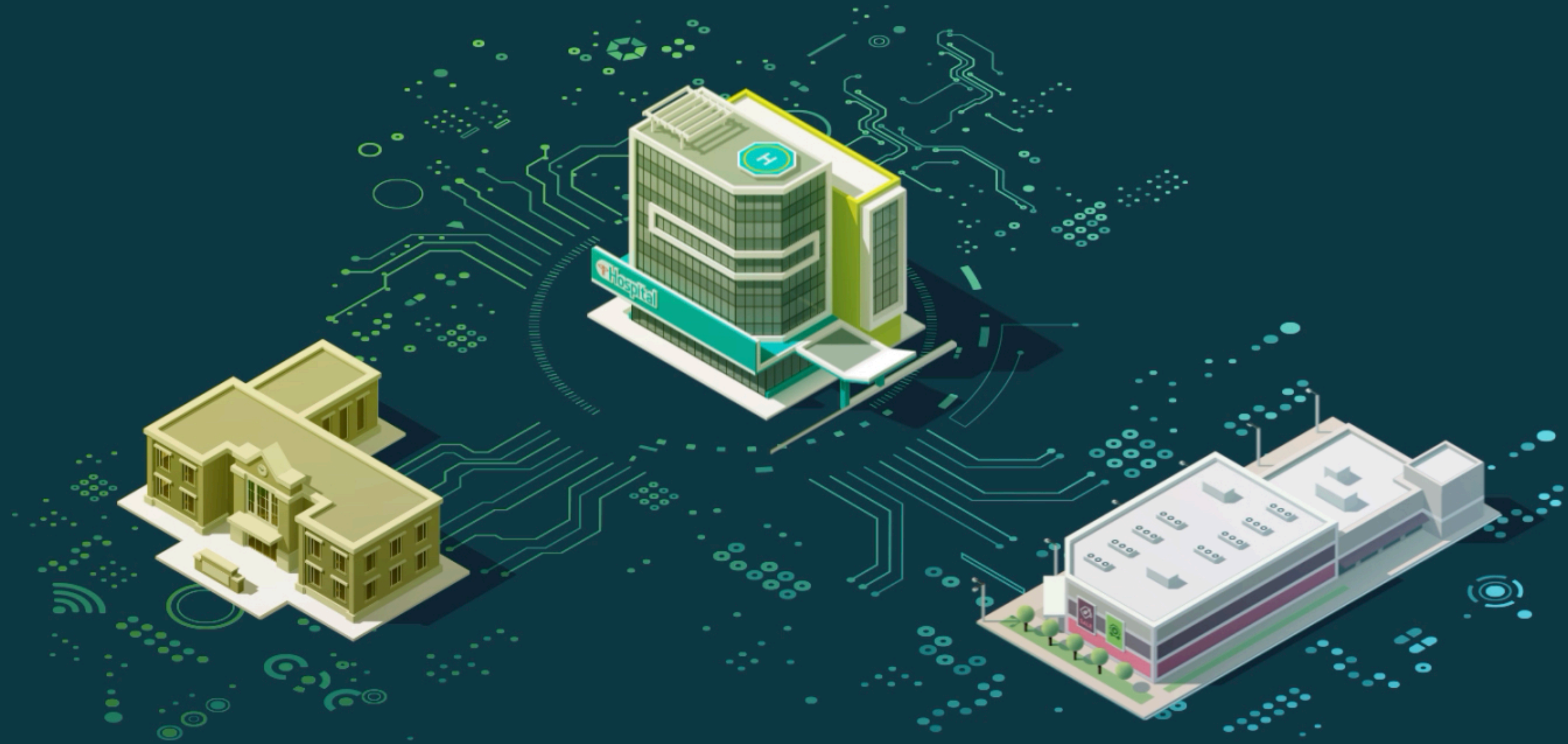


pathr.ai

Real-time Spatial Intelligence. Applied.

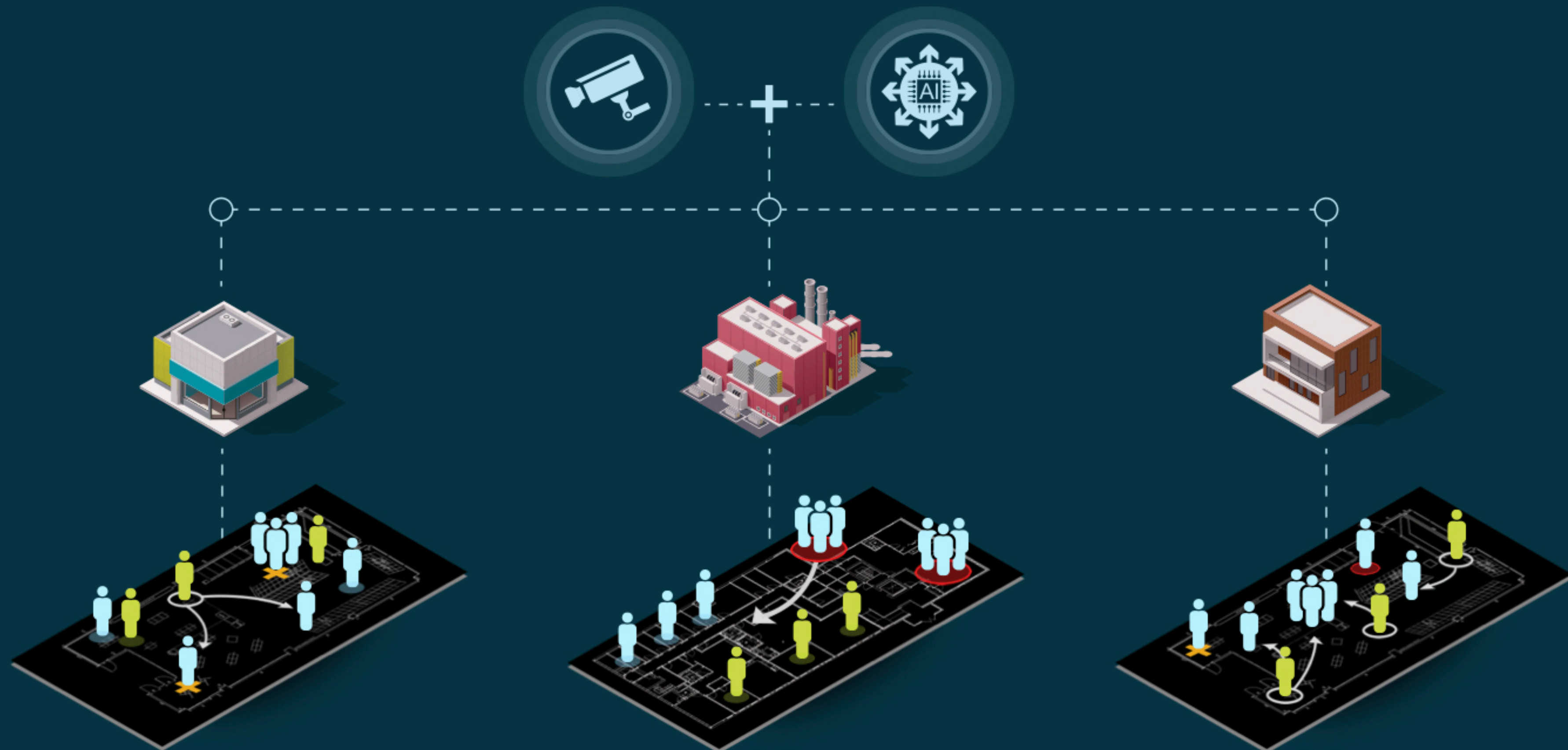


PROBLEM: How to use the thousands of foot traffic patterns to optimize sales, marketing, and operations?





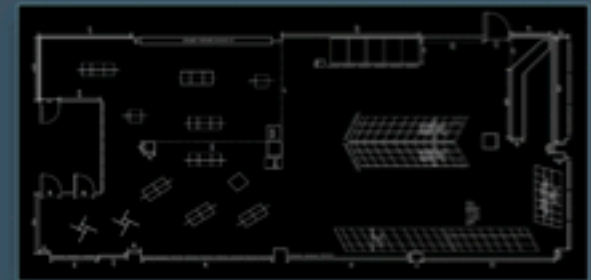
SPATIAL AWARENESS: Harnessing the power of our AI, we study and analyze tens of thousands of foot traffic patterns across a multitude of spaces to identify key events and quickly zero in on outliers. Operations are improved, revenues increased, socially non-distanced clusters are identified and fixed.



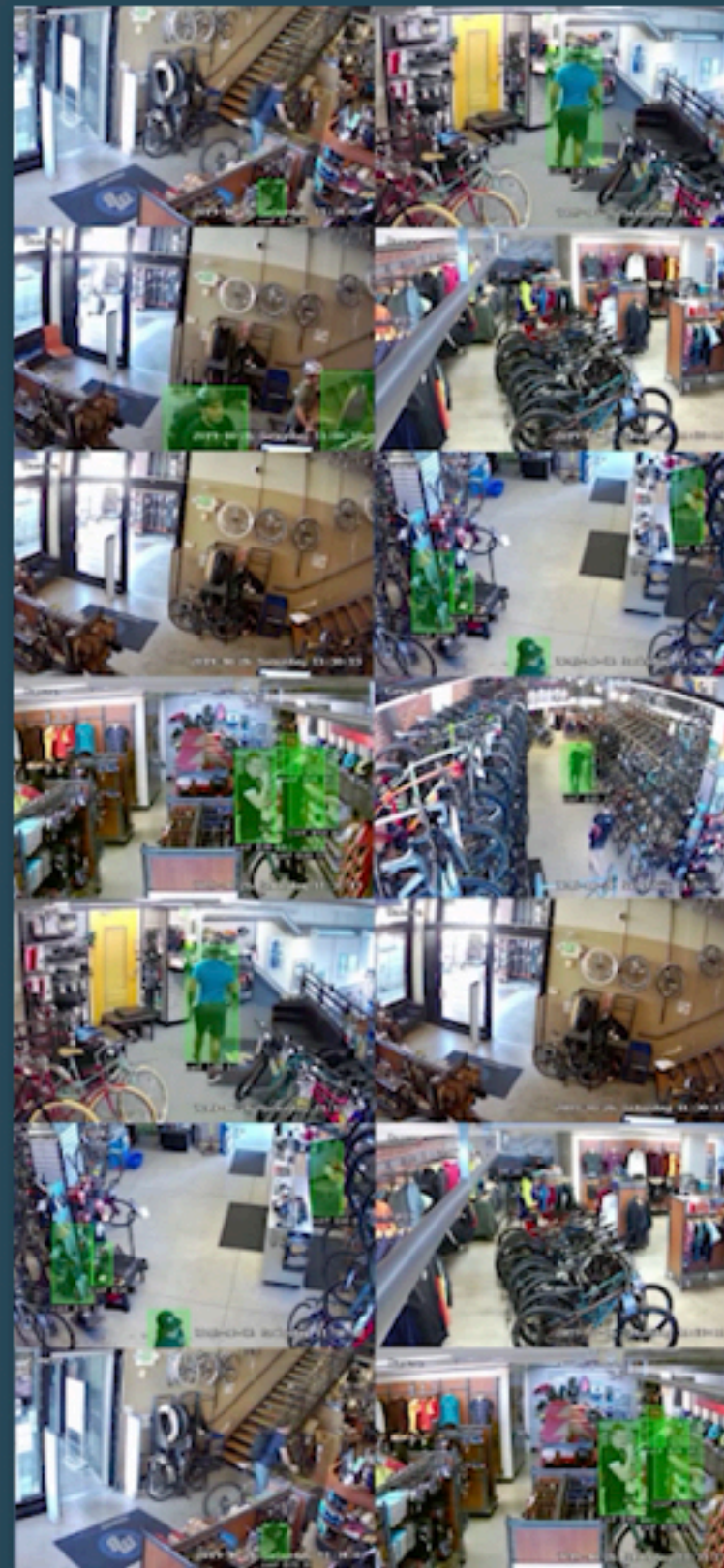


HOW IT WORKS

Data Collection



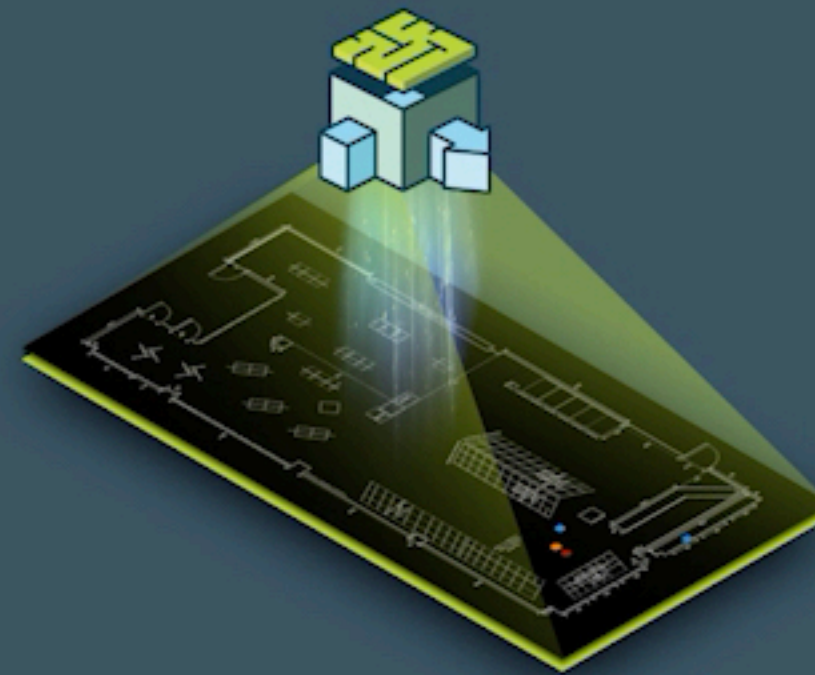
Location Extraction



Spatial Projection

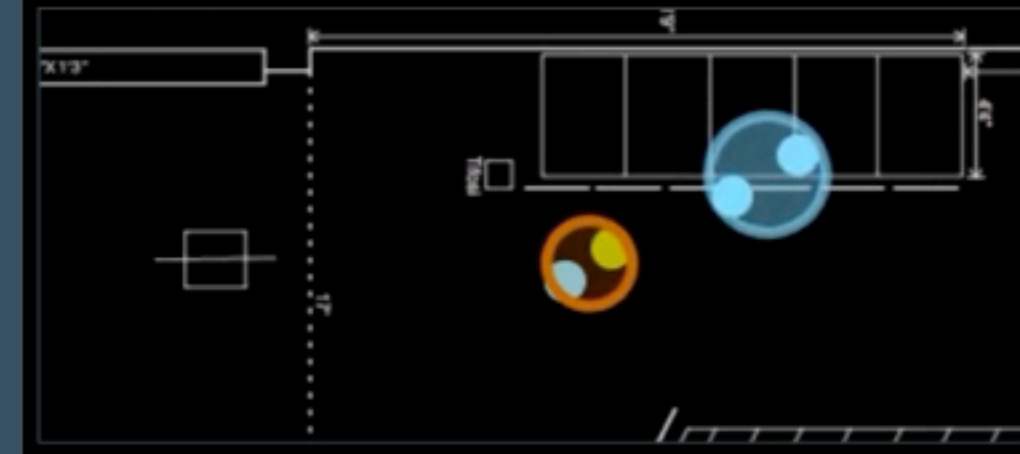


SENSOR LAYER



Behavior Engine

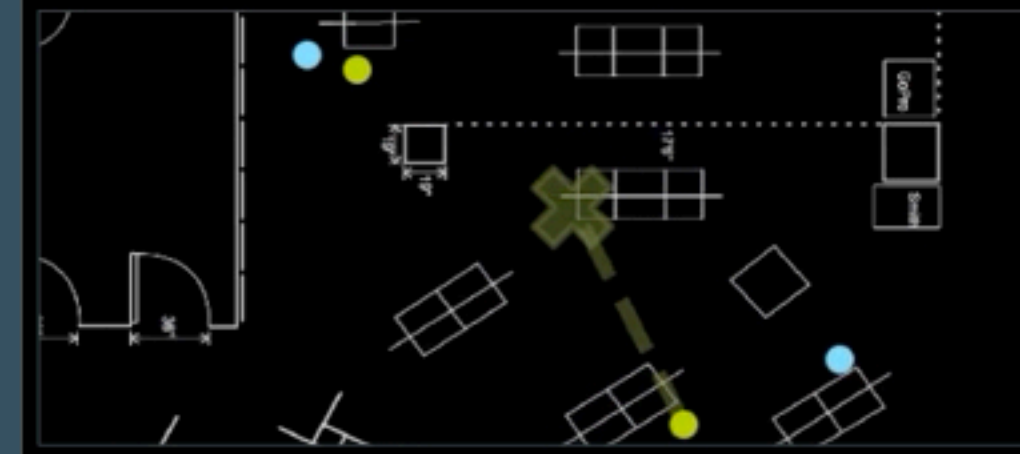
Staff/Customer Interaction



Fraud Detection



Labor Planning



Actionable Insights





WHAT IT DOES

Industrial



Retail



Office Space



Shopping Malls



Hospitality



Smart Cities





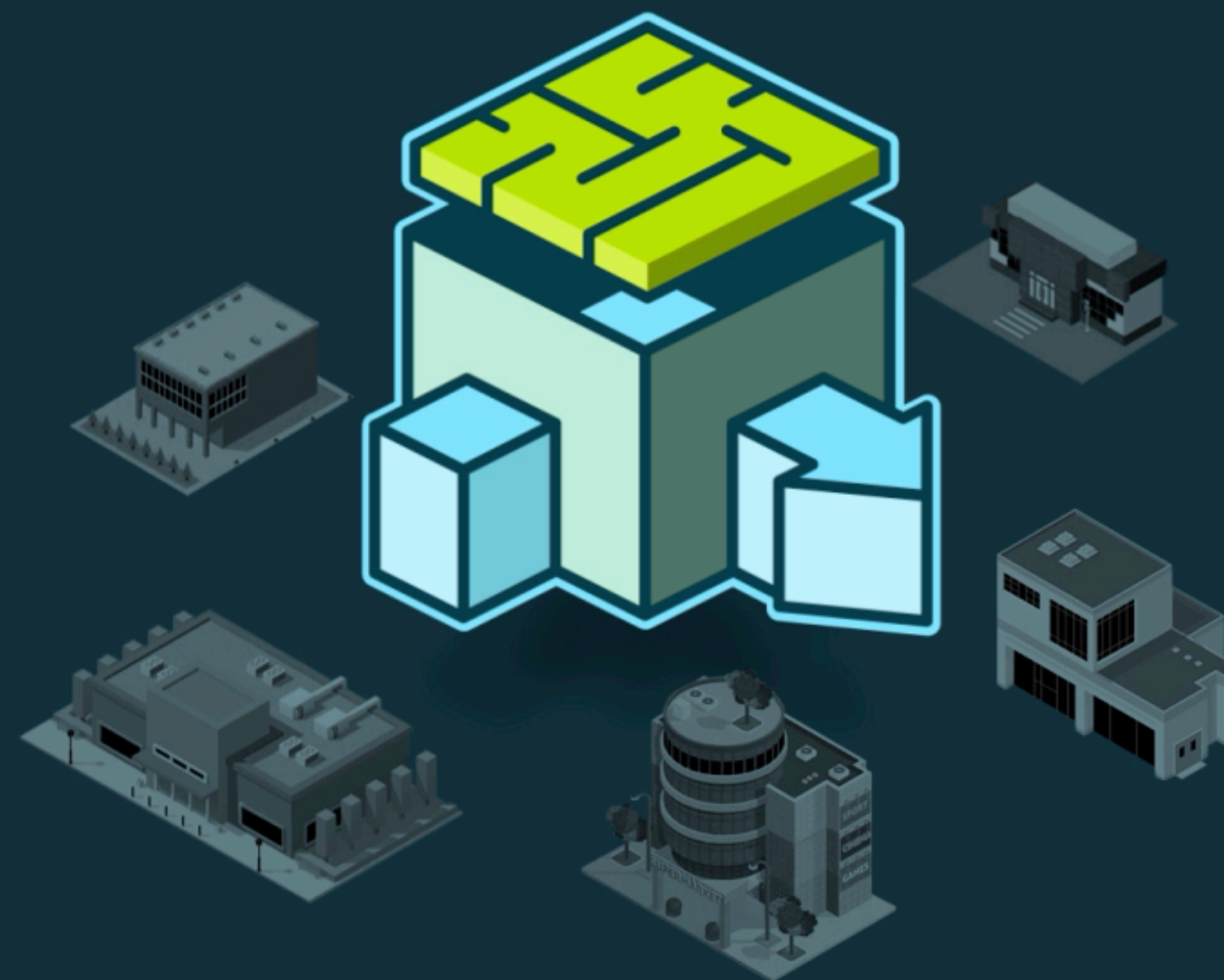
MARKET OPPORTUNITY

\$288B

Target Market
Software TAM

\$5B

Target Market Predictive
Analytics SAM



Retail • Office Spaces • Industrial • Hospitality • Smart-Cities



SCALE ENGINE

Tech Partners



Google Cloud
Partner

AVIGILON™



PILOT.AI

Commercial Real Estate

NELSON

Industrial

SIEMENS

Hospitality

KONAMI

Retail



ENVIROSELL

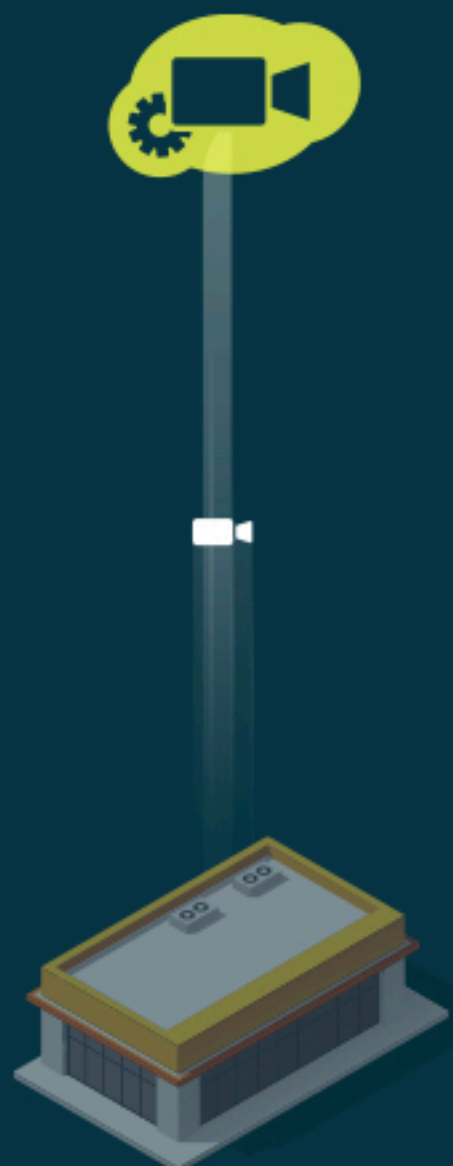
Lion'esque

Management Consultancy

accenture

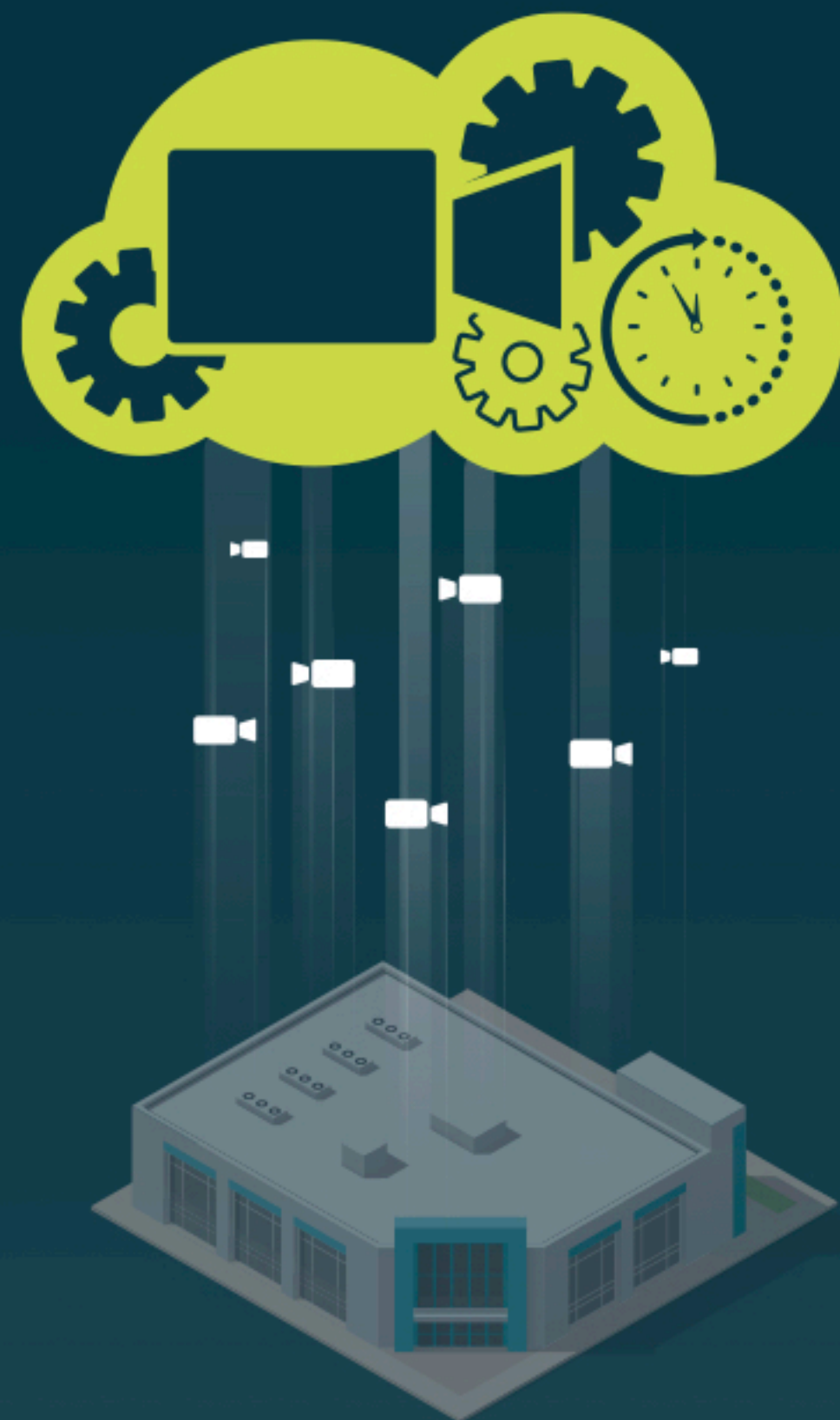


CUSTOMER ONBOARDING



1 DAY

Initial Audit:
1 day of video in the cloud



30 DAYS

Pilot:
30 days of video in the cloud



EVERYDAY

Real-time deployment:
Ongoing live analytics deployed on-prem



SALES FUNNEL

“This will absolutely revolutionize our in-store operations.”

- VP Operations, major discount retailer

Executive Conversation



Proof of Value



Paid Engagement



\$265M ARR



TEAM

ADVISORY BOARD:



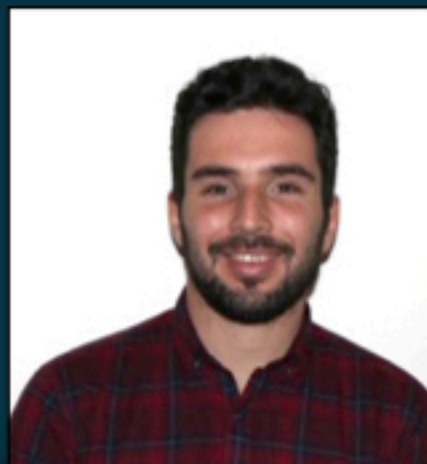
GEORGE SHAW

Principal Engineer, Intel VP R&D,
RetailNext Head of Data Science,
Second Spectrum MSc, MIT Media Lab



RYAN PARKER

COO, TBL Systems
GM, Responsive Retail, Intel
MBA, Arizona State University



ANDOR KESSELMAN

Data Scientist, henosisknot.com
R&D Engineer, RetailNext



JASON SADOWSKI

Fellow, Insight Data Science
PhD, UC Davis

PACO UNDERHILL
CEO, Envirosell;
Author “Why We Buy”

KEN JACKOWITZ
Former Chief Product & Marketing Officer,
Office Depot / CompuCom

MARIO CIAMPI
Former COO Children’s Place;
Former President The Disney Store

JOE GALLAGHER
Head of Data Science, Hustle;
Former Head of Data Science, Reddit

BIRJU SHAH
Head of Product, Uber;
Adjunct Professor, Northwestern University

MICHELLE SHEVIN
Technology Fellow, Ford Foundation;
Adjunct Professor, NYU

BRYAN WARGO
Chief Revenue Officer, Pixlee;
Former VP WW Sales, RetailNext

RONY KUBAT
Chief Technology Officer, Tulip Interfaces;
PhD MIT Media Lab

SAM NAGAR
Research & Development Head, Siemens;
CEO, Pixeom



Supported by: **xrc** labs
nyc



RAISE OF FUNDS

\$2M Seed

(\$925k total raised to date)

2nd ½ 2020 (\$465k Burn) - Build

- Build Out Technical Team:
1 Data Scientists,
1 SW Engineer
- Hire Sales and a Customer Service Leader to Support Ramp and build out team
- Create initial scale ecosystem
- Achieve \$250k revenue

2021 (3.0M Burn) - Ramp

- Scale Engineering and Product Development (6 incremental)
- Buildout Sales and Marketing Team (3 incremental)
- Scale customer support with demand (4 incremental)
- Sell up existing customers
- Scale ecosystem and ramp joint engagements
- Convert Customer Funnel
- Achieve \$2.7M revenue

2022 (Break Even) - Grow

- Efficiently Grow Engineering (8 incremental)
- Ramp Sales & Marketing (2 incremental)
- Scale customer support with demand (4 incremental)
- Optimize Operations for Scale
- Aggressively Grow Ecosystem
- Expand Adjacencies & Drive Efficiencies
- Achieve \$12M revenue

2020

2021

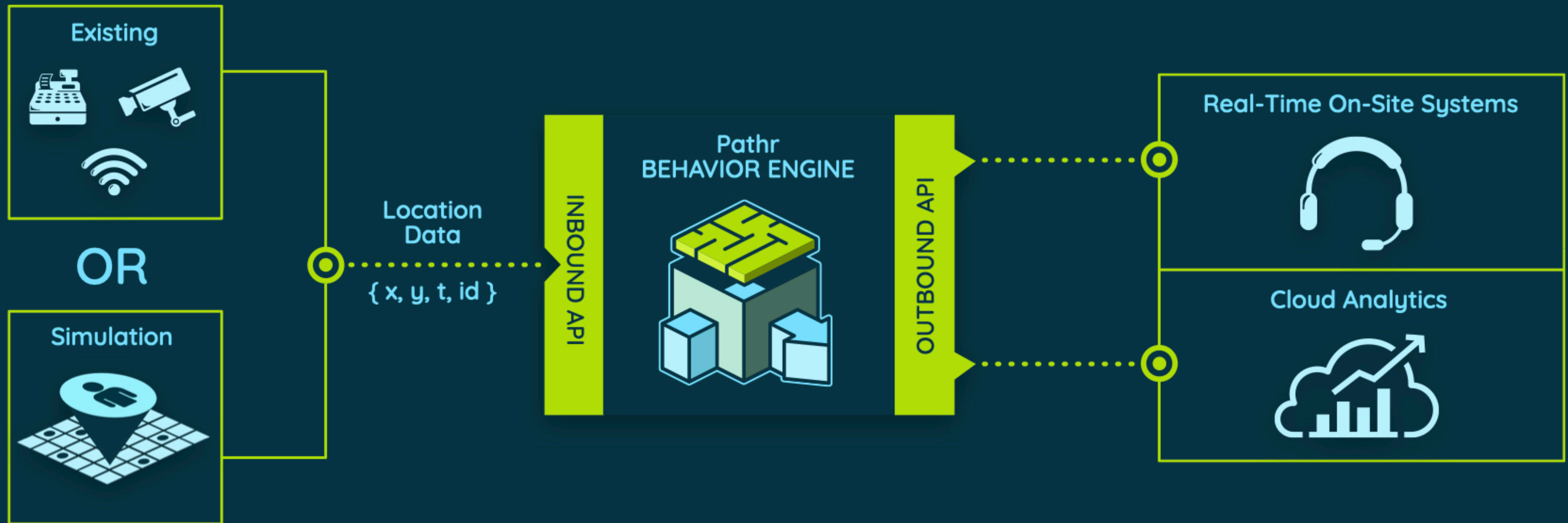
2022



BACKUP

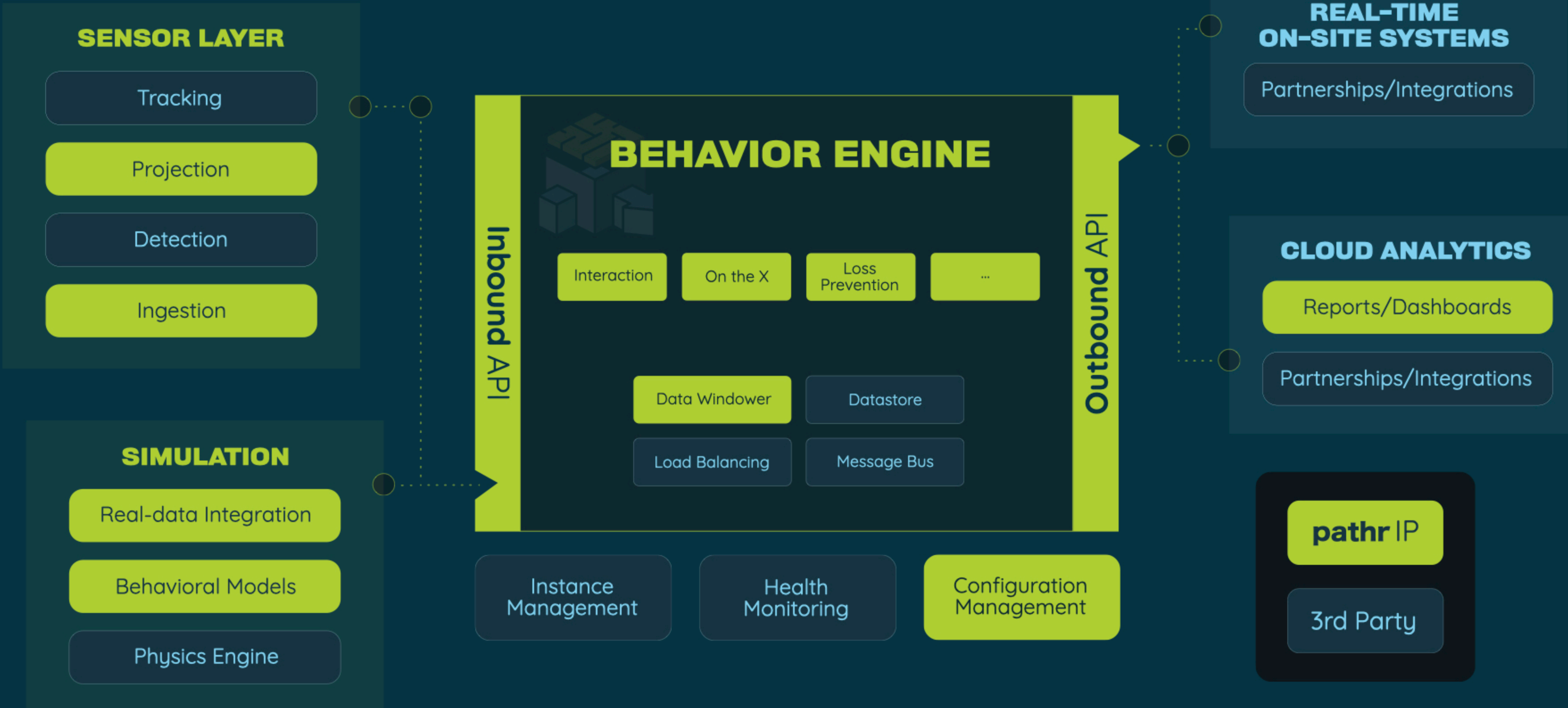


SYSTEM OVERVIEW



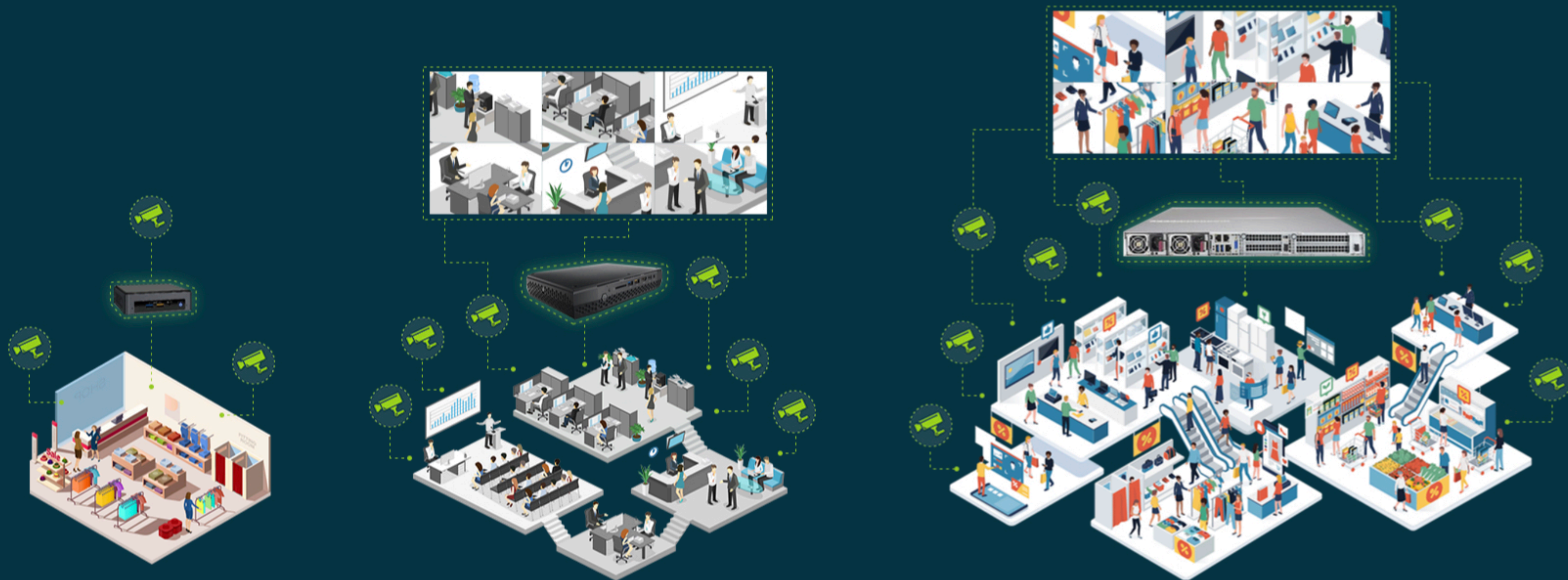


SYSTEM ARCHITECTURE & IP MAP





COMPUTE REQUIREMENTS



COVERAGE:

Up to 3,000 sqft

Up to 10,000 sqft

Above 10,000 sqft

COMPUTING:

- 1-3 Cameras
- Low end Intel® i3/i5 NUC

- Up to 10 Cameras
- High end Intel i7 NUC

- >10 Cameras
- Intel Xeon + Nvidia® GPU