



pathr.ai<sup>TM</sup>

Pioneering "Spatial Intelligence"



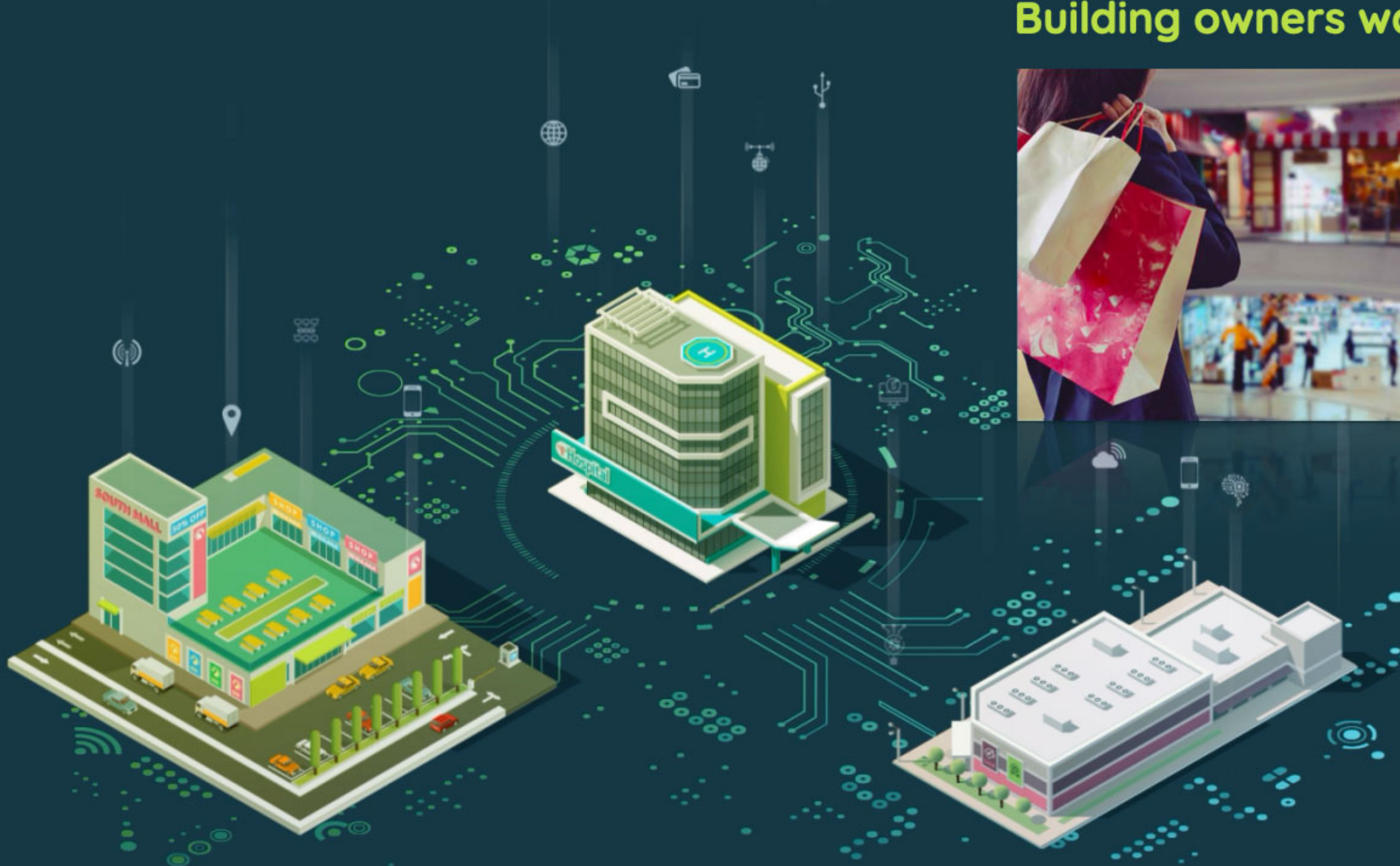
## Understanding the customer:

For operators of physical space, knowing specifically what people are doing in the building (Spatial Intelligence) helps them monetize the space better.

## Building owners want Spatial Intelligence:



- Data-driven approach to set lease rates for store locations or advertisements based on popular routes
- Insights into what customers do before and after making a return
- Knowing if staff is selling effectively or is addressing lost or confused visitors
- And many more examples of understanding the behavior of people in a physical space in order to impact business outcomes





# TEAM

## Full Time Employees:



### GEORGE SHAW

- Former C-level Exec at RetailNext, helped grow company to \$40MM ARR
- Among foremost experts in retail analytics, well connected in retail
- Inventor of “Spatial Intelligence” approach to location analytics now taught in universities
- MIT grad with access to deep network of talent



### ANDOR KESSELMAN

Data Scientist, [henosisknot.com](http://henosisknot.com)  
R&D Engineer, RetailNext



### JASON SADOWSKI

Fellow, Insight Data Science  
PhD, UC Davis

## Advisory Board:

### 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

Former Head of Product AI/ML, 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

## Investors Include:





**SOLUTION:** Harnessing the power of **SPATIAL INTELLIGENCE**, our AI utilizes existing sources of data like surveillance cameras and IoT devices to anonymously track the locations of people, and to extract actionable insights in REAL-TIME.

Anyone who operates physical locations with people moving through them needs Pathr to leverage this untapped pool of data to digitize their management toolkits.

Existing Data Sources



Pathr Software



Insights





# CUSTOMER WINS

Full fleet rollouts are imminent following highly successful pilots - demand is quickly outpacing bandwidth

## Active Pilots

## Proof of Value

## Paid Engagement

## Subscription

## Full Fleet Rollout



Is our store staff effective?



\$8,500 / store x 2



\$400 / month x 5 (ongoing)



\$1,310,400 ARR (273 x \$400)



How best to set lease rates?



\$3,000 / month

\$3,000 / month x 3 (ongoing)



\$612,000 ARR (17 x \$3,000)



What do customers do after they make a return?



\$8,333.33 / store x 3

\$1000 / month x 3 (ongoing)



\$5,563,200 ARR (1159 x \$400)



Are our checkouts operating efficiently?



\$10,000 / store x 2

\$1000 / month x 3 (ongoing)



\$2,118,000 ARR (353 x \$500)

**\$10MM ARR**



# SALES FUNNEL

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

- VP Operations, major discount retailer

## Executive Conversation



## Proof of Value



## Paid Engagement



\$265MM ARR

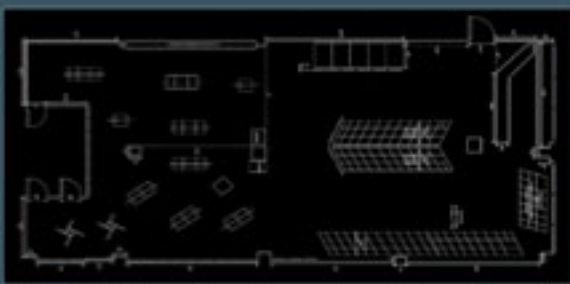


# HOW IT WORKS

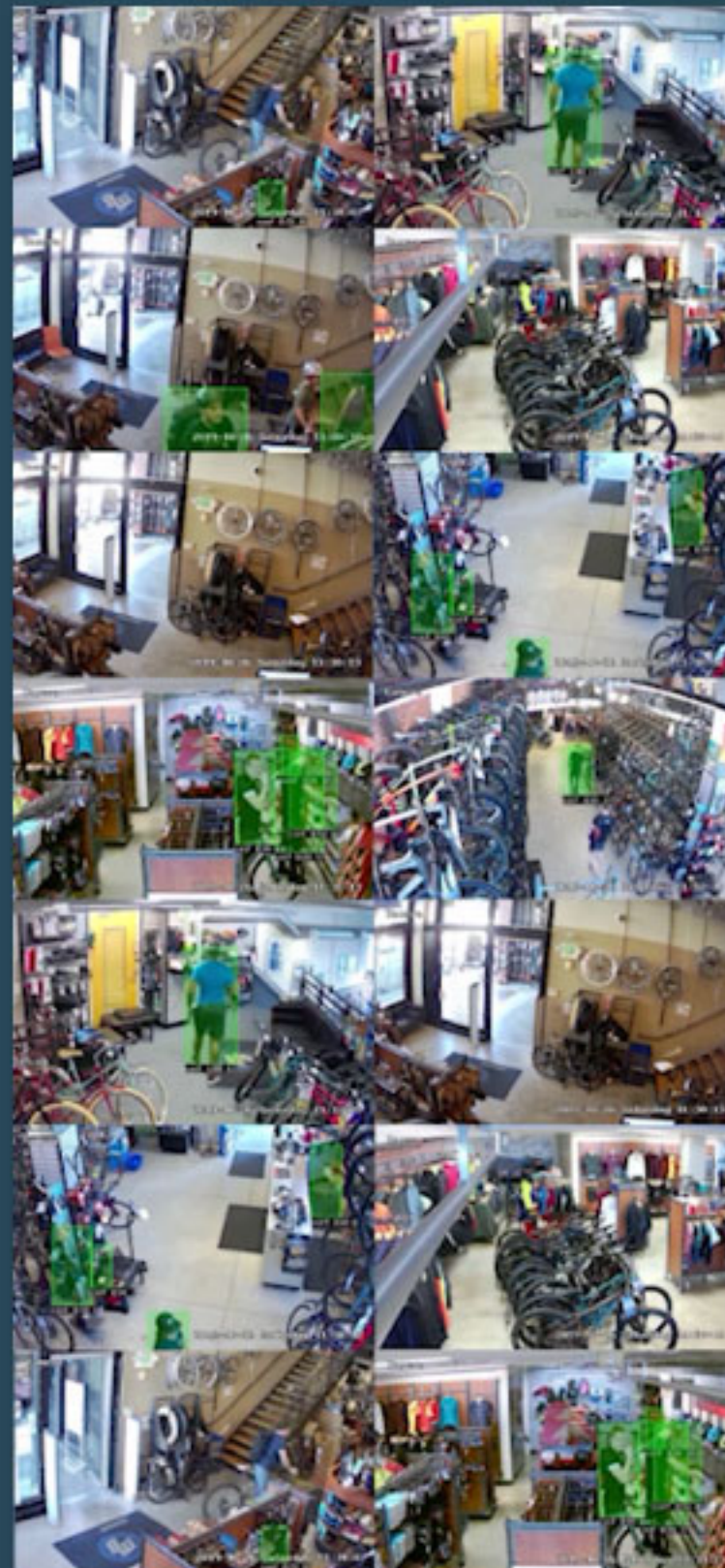
## IoT Integration Layer

## Business Outcomes Layer

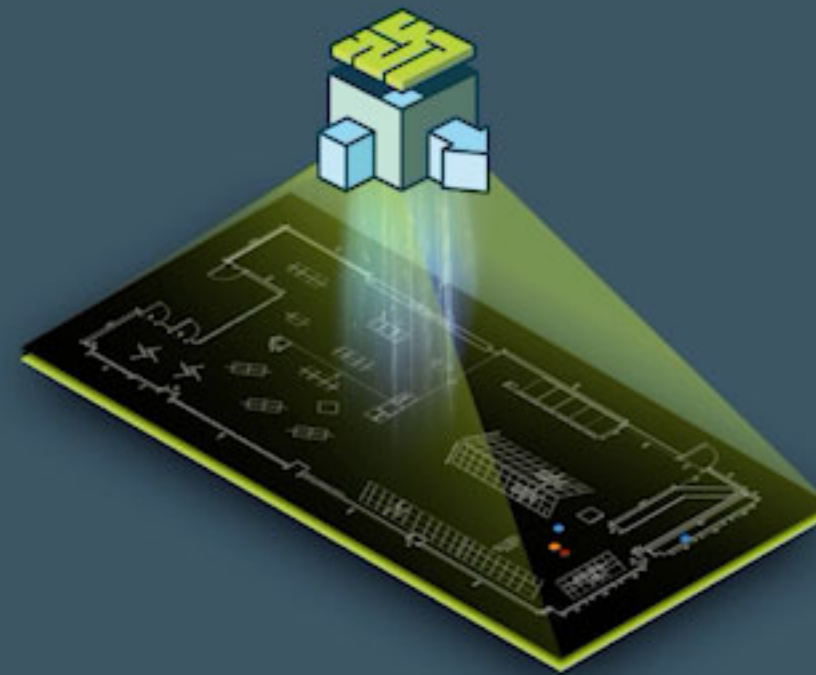
### Data Collection



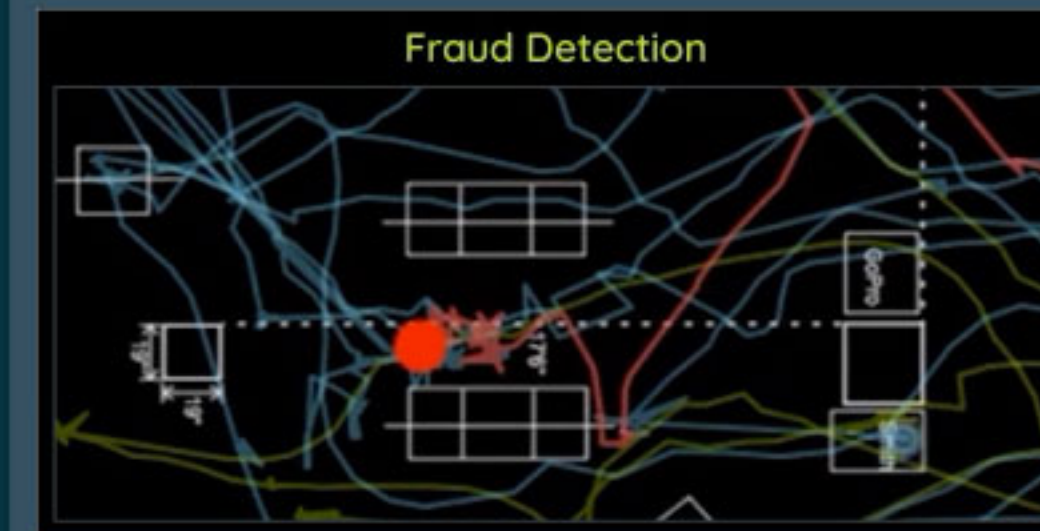
### Location Extraction



### Spatial Projection



### Behavior Engine

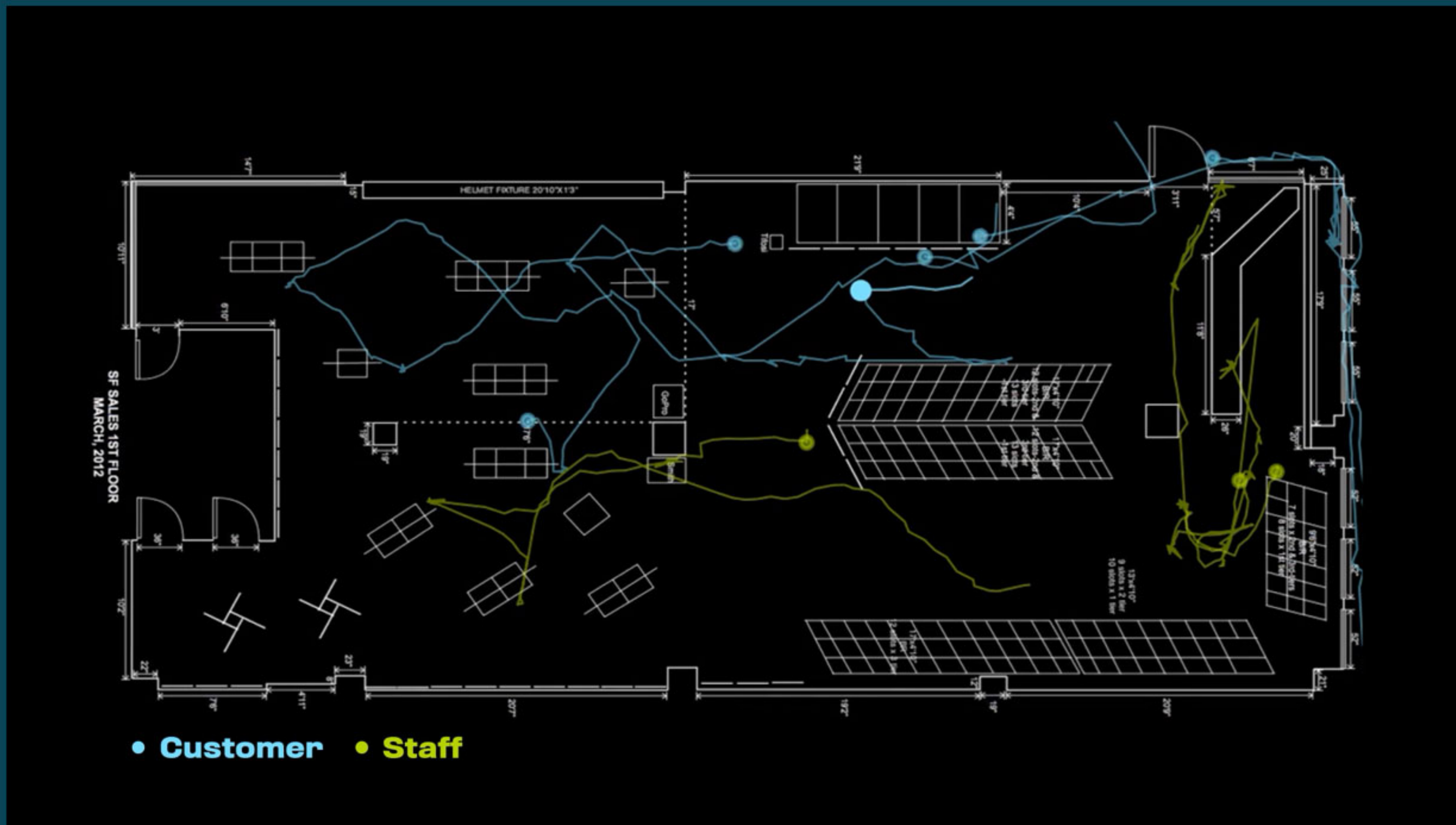


### Actionable Insights





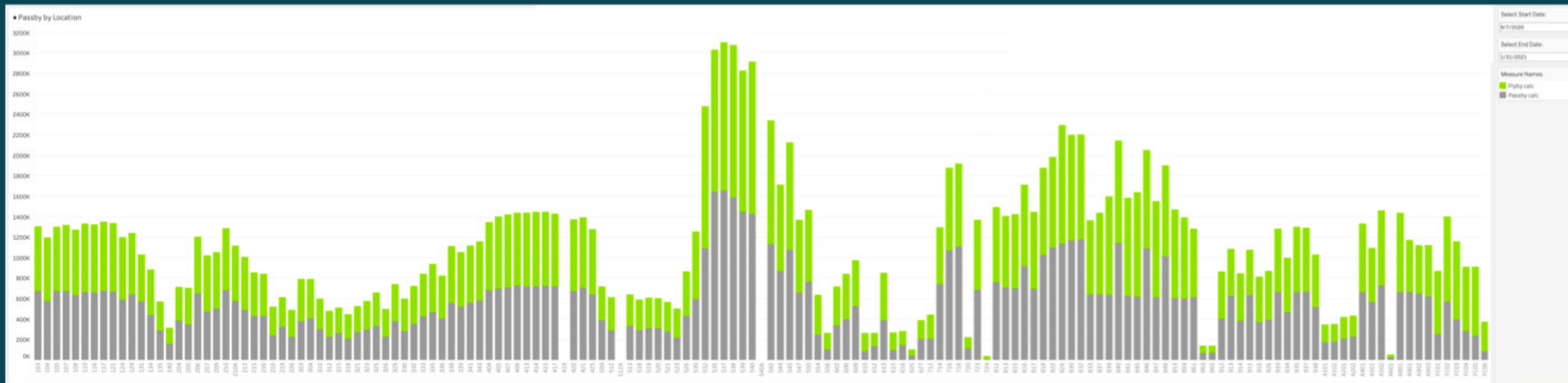
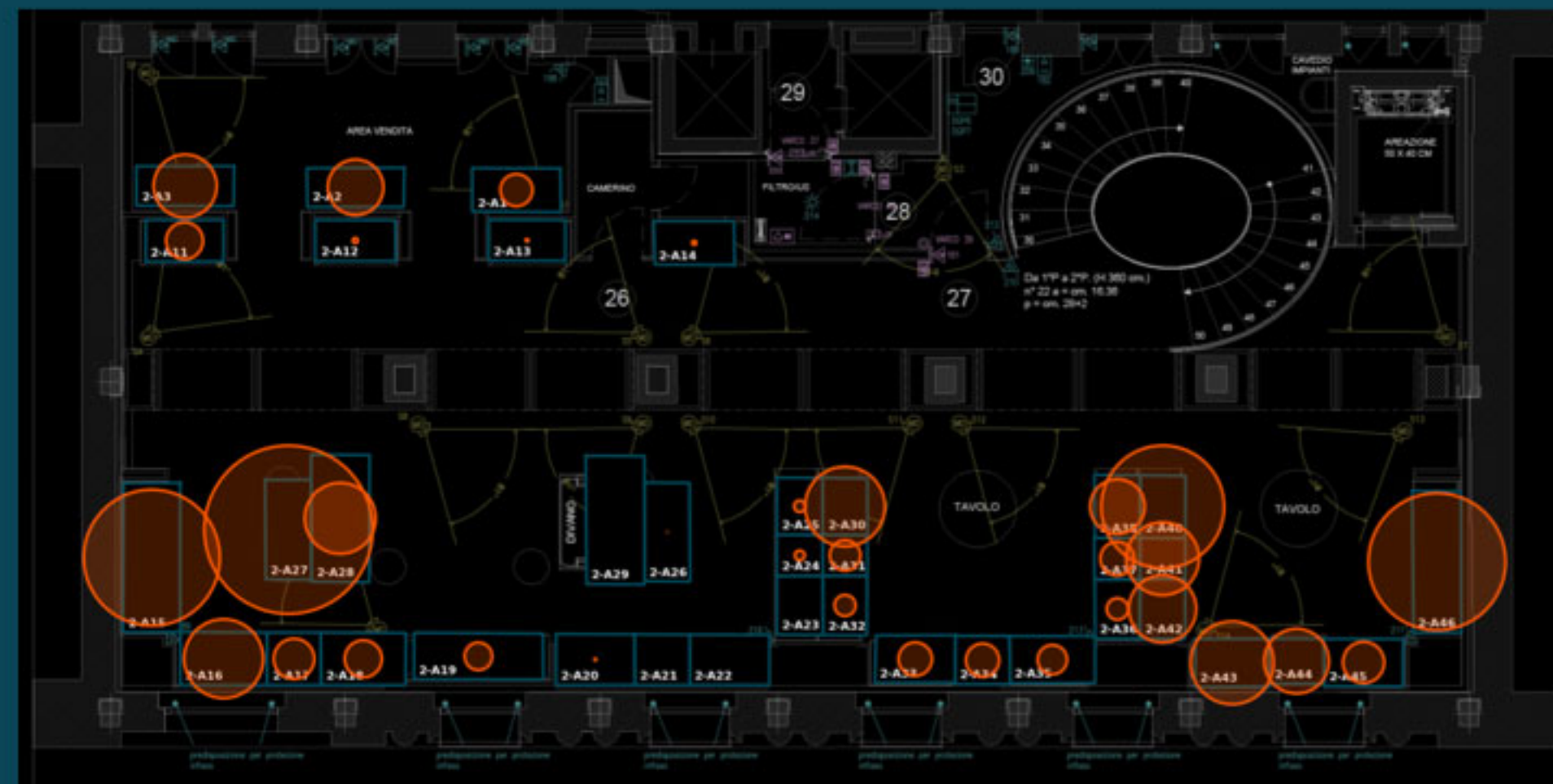
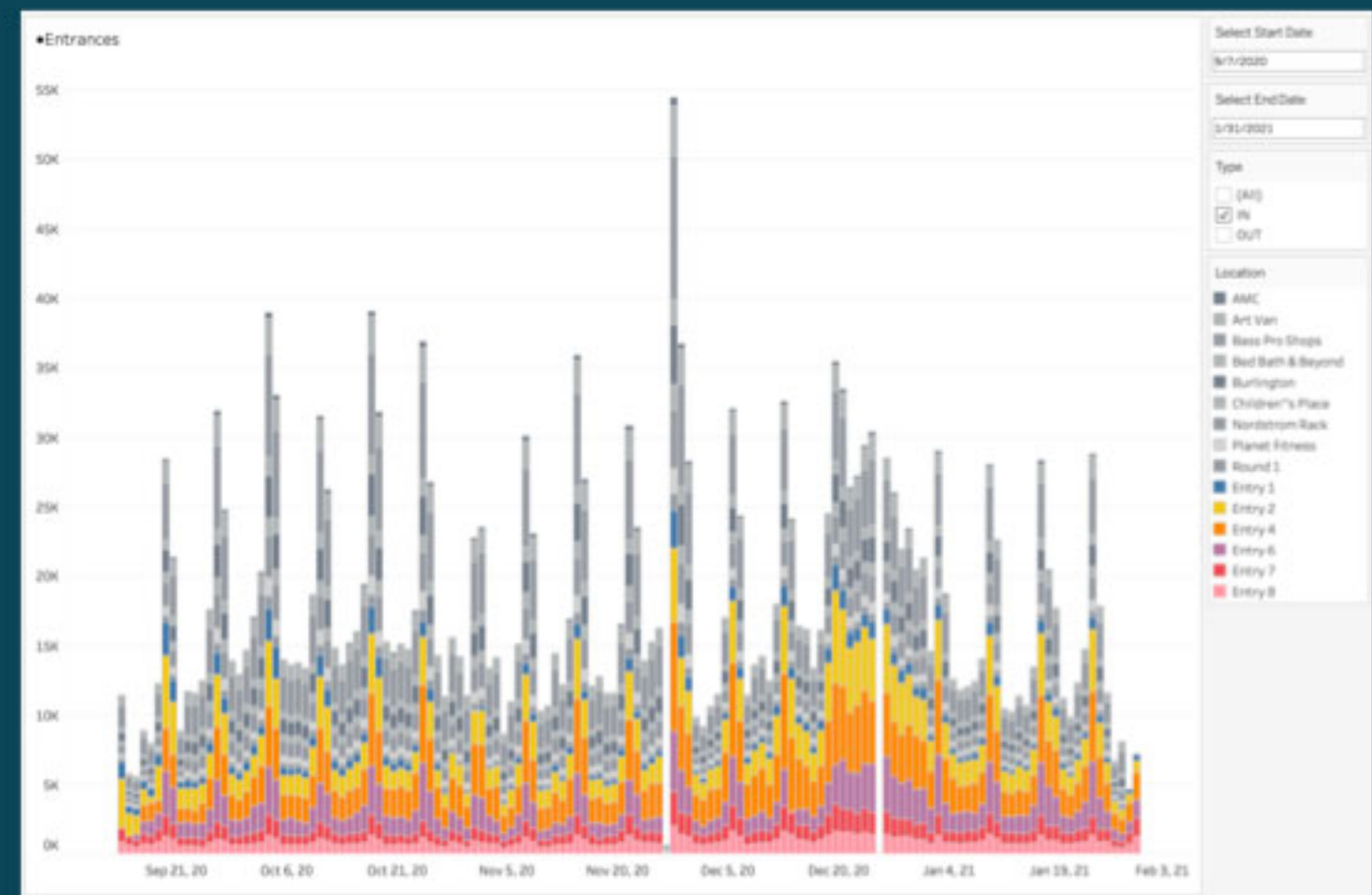
# SUSPICIOUS BEHAVIOR DETECTION



**Which visitors to your location are behaving suspiciously?**



# CUSTOM DASHBOARDS & REPORTING







# SCALE ENGINE

## Tech Partners



## Commercial Real Estate



## Industrial



## Hospitality



## Retail



## Management Consultancy



## Security





# RAISE OF FUNDS

## (\$1M total raised to date)

### 2019-2020 (1M Burn) - Build

- Build Out Technical Team:
  - 1 Data Scientist
  - 1 SW Engineer
  - 1 Deployment Engineer
- Create initial scale ecosystem
- Deploy Beta product to 5 customers
- **Achieve \$250k revenue**

### 2021 (1.5M Burn) - Ramp

- Scale Product Development (5 incremental)
- Buildout Sales and Marketing Team (2 incremental)
- Scale customer support with demand (3 incremental)
- Sell up existing customers
- Scale ecosystem and joint engagements
- **Achieve \$2.4M revenue**

### 2022 (Break Even) - Grow

- Efficiently Grow Organization (15 incremental)
- Optimize Operations for Scale
- Aggressively Grow Ecosystem
- Expand Adjacencies & Drive Efficiencies
- **Achieve \$12M revenue**





# Thank You.

For more information:  
[george@pathr.ai](mailto:george@pathr.ai)



# Appendix



# PATHR ORIGIN STORY

2009

2010

2011

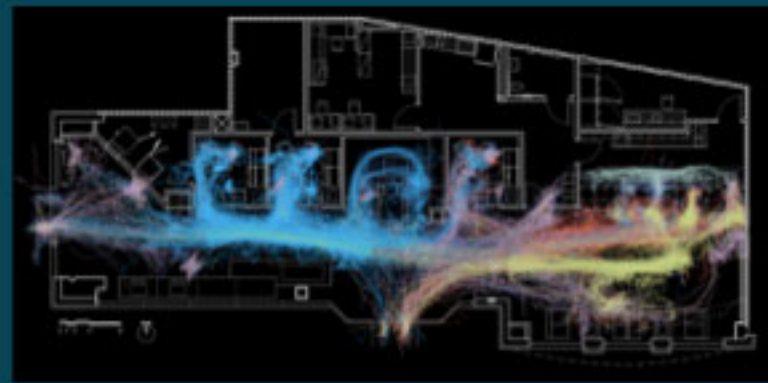
2015

2017

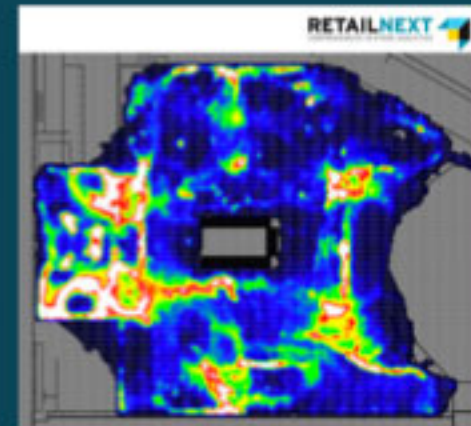
2019



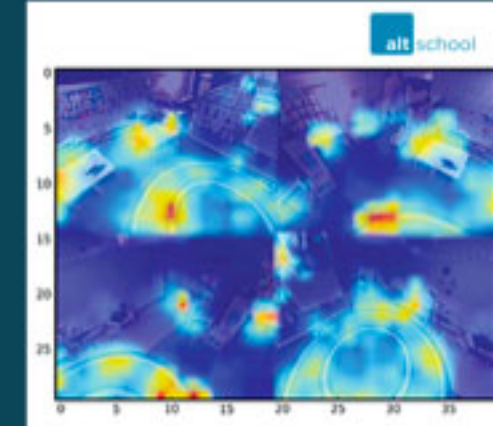
**Spatial Intelligence** was created as part of the Human Speechome Project by Pathr CEO George Shaw and his colleagues at the MIT Media Lab.



George and Pathr Advisor Ken Jackowitz first adapted **Spatial Intelligence** for industry to meet Bank of America's business needs as part of MIT's Center for Future Banking.



George and his team brought **Spatial Intelligence** to retail while he was VP of R&D at analytics powerhouse RetailNext.



Silicon Valley startup AltSchool applied **Spatial Intelligence** to classroom education with George as their head of R&D.



With George as Head of Data Science, Second Spectrum used **Spatial Intelligence** to revolutionize the way NBA players and fans enjoy the game of basketball.



**Founded by the inventor of Spatial Intelligence, Pathr is the world's first real-time Spatial Intelligence platform.**



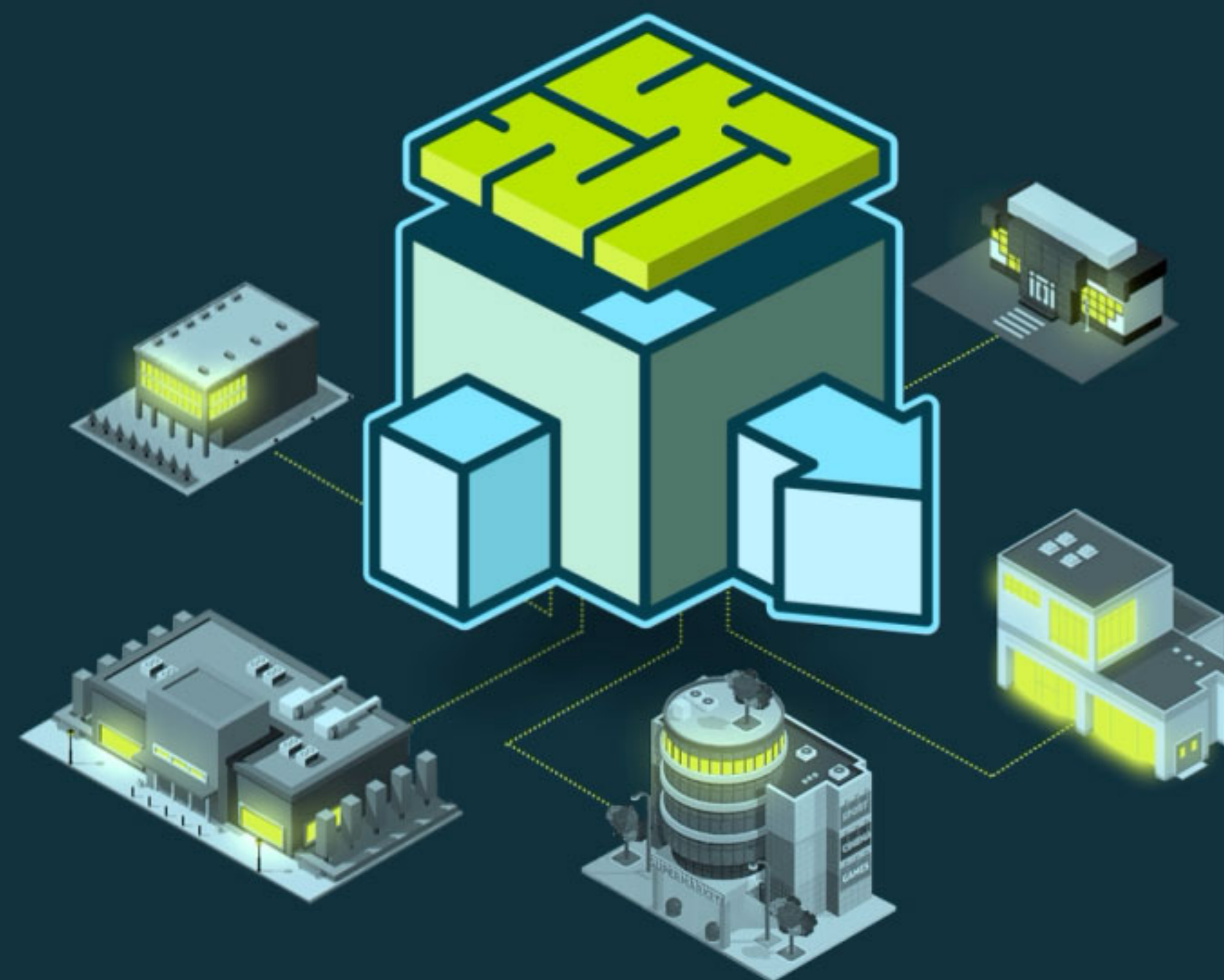
# MARKET OPPORTUNITY

**\$288B**

Target Market  
Software TAM

**\$5B**

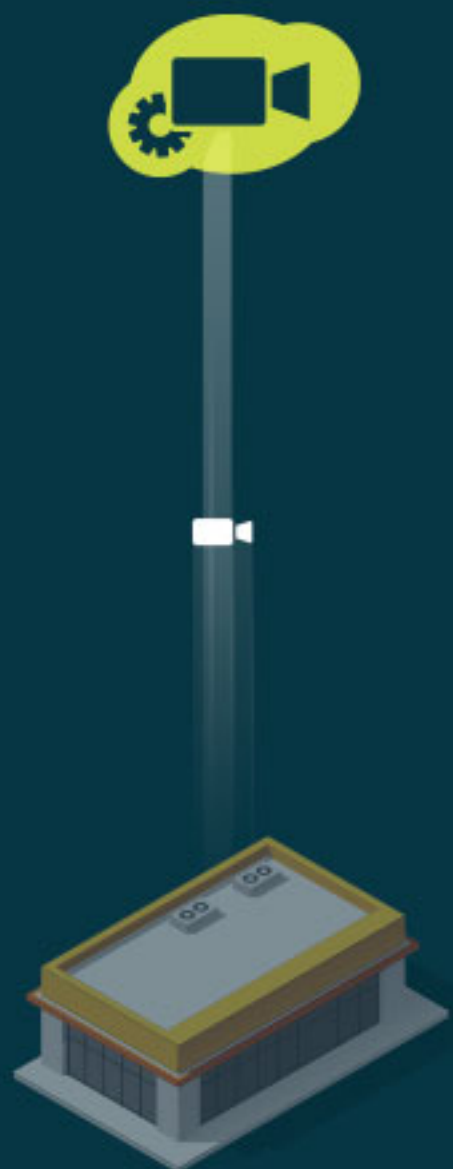
Target Market Predictive  
Analytics SAM



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

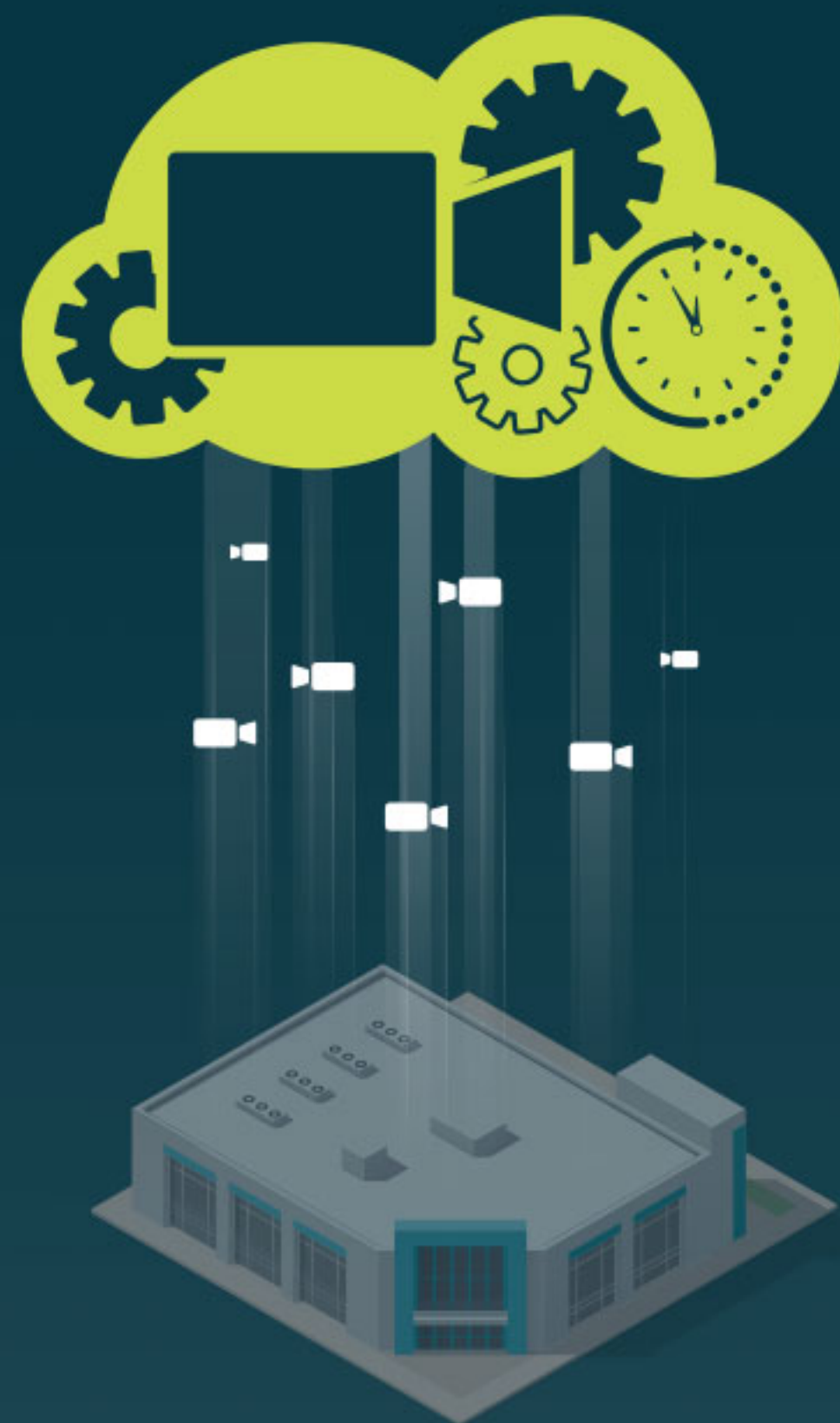


# CUSTOMER ONBOARDING



## 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



# COMPUTE REQUIREMENTS



## COVERAGE:

Up to 3,000 sqft

Up to 10,000 sqft

Above 10,000 sqft

## COMPUTING:

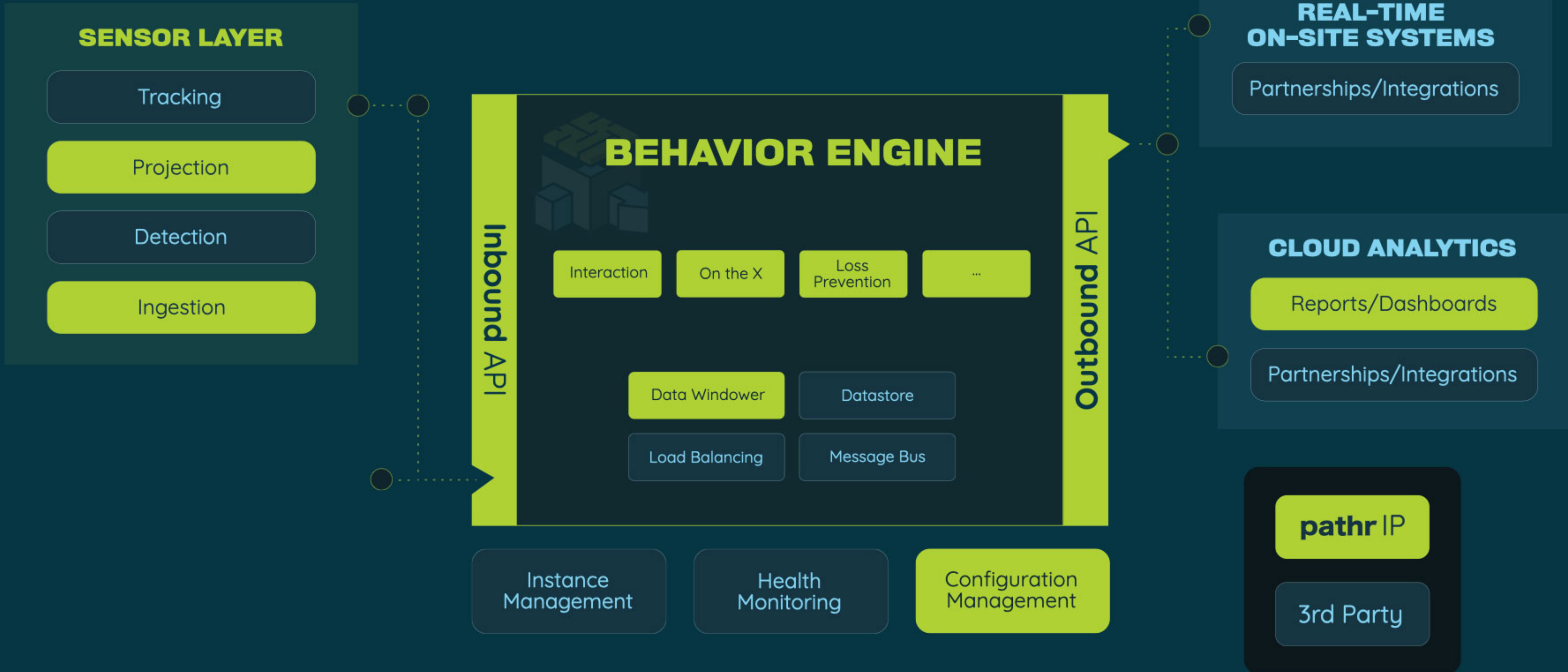
- 1-3 Cameras
- Low end Intel® i3/i5 NUC

- Up to 10 Cameras
- High end Intel i7 NUC

- >10 Cameras
- Intel Xeon + Nvidia® GPU



# INSTANCE ARCHITECTURE & IP MAP





# SYSTEM ARCHITECTURE

