



Prisma AI is a global pioneer in providing visual artificial intelligence-based solutions. Specialising in predictive information technologies, more specifically visual based Artificial Intelligence applications for body behavioral analysis, sentiment analysis along with OCR, Image, Video, Face and Object Recognition.

## Overview

- Prisma AI has developed a proprietary SAAS/AI computer vision platform that runs in real-time, over existing camera networks, and can work on-site or in the cloud.
- Prisma AI's platform is enterprise-grade and is used by over 100 global clients in 5 continents - deployments include logistics companies, banking organizations, highway authorities, airports, facilities & security, and healthcare, among others.
- Prisma AI has a **library of 250+ APIs**, which each solve a unique task and can be customized. The largest categories include Object recognition, Character recognition, Facial Recognition, among others.
- Singapore global HQ with substantial global technology operations in India, Germany, Singapore & USA.

## Technology & Business Model

- Prisma AI strives for Pragmatic Visual based AI solutions using its proprietary core computer vision platform Gryphos, for organizations to implement practical applications like automatic number plate recognition, security surveillance, illegal object detection, smart parking systems and many more similar innovations.
- Prisma AI has an in-depth understanding of the requirements and processes for various sectors such as banking & finance, aviation, education, events, security, infrastructure & manufacturing.
- APIs: Supply chain inventory management, face as boarding pass, lost baggage identification from video, traffic violation detection through CCTV, advanced AI X-Ray analysis, exam cheating detection & alerts, crowd density analysis and alerts, face as authentication, inventory shelf counting and many more.
- Users: Adani, H&M, Ikea, KFC, KSA, Lufthansa, NPCI, McDonald's, Mercedes-Benz, P&G, Subway, T-Online, Total, Vodafone, Air India, Aldi, FC Bayern Munchen, Berlin,de, Bayer and many more.

## Key Takeaway

- 250+ pre-trained proprietary models to solve any task.
- 85 large global deployments in 5 continents.
- **40% revenue growth; based on previous three years.**
- **15%+ EBITDA Margin; based on previous three years.**
- \$3m-\$15m pre-IPO placing.
- **\$175m valuation.**

## Team

### Dr Shreeram Iyer

**Chairman & Group CEO.** 25+ years in software industry. Previously at Patni and Motorola.

### Amitabh Roy Chowdhury

**Group COO.** 25+ years in IT. Previously at Tata Consultancy Services, i-flex and Oracle Financial Software Services.

### Santosh Chavan

**Managing Director – India Operations.** Successful entrepreneur and chairman of Seawoods Group of Companies.

## Prisma AI's Platform: Gryphos

- Gryphos is **Prisma AI's patented visual recognition platform.**
- Gryphos exemplary Deep Learning System can be used for analysis of videos, images, objects, face; for information and predictive analysis using Cognitive intelligences, which in turn can be used to analyze characterization by gestures and behavioral patterns for more analytics and effective information.
- With the usage of Gryphos platform, Prisma AI has developed several core AI engines with wide-spanning uses such as baggage tracking, incident detection, access surveillance, illegal object detection, smart parking systems and many more.
- Prisma AI's platform is easy to integrate.
- Single point of connection: in video servers. Any video format can be supported, any camera system can be utilized and any video server can be used.
- On-premises, private cloud or cloud supported.
- Prisma AI is a one-stop-shop for clients.
- Prisma AI does not copy or move client data.

## Strategy: Modular

- Make the solution modular, fast to deploy. Global integrator partners can deploy fast.
- Modular core platform – can fit any sector and AI models can slot in seamlessly.
- Pre-trained AI models used – so they are accurate 'out of the box' – and 250+ to choose from.
- Focus on sectors without specialist providers. A few sectors have specialty computer vision providers – the remaining sectors are larger. Prisma AI is already in most of these sectors.
- Total addressable market: US\$4.6bn+

## Financials: Strong Growth & Profitability

- Prisma AI runs a very lean operation and has not relied on VC funding to grow.
- Prisma AI can be categorized as: AI, SAAS & Computer Vision.
- CY 2022 revenue USD 58 Mio, CY 23 revenue USD 80 Mio (estimated).
- History of profitability and strong margins – **Three historical years of 40% + revenue growth.**
- CY 2022 revenue USD 58 Mio. CY 23 revenue USD 80 Mio (estimated).
- **15% EBIDTA margin; based on previous three years.**
- Market share by geography: India 35%, Asia (ex-India) 20%, Middle East (15%) & Europe 12% (remaining Africa, USA and South America).
- Prisma AI financial highlights:
  1. Long-term SAAS Revenues (2- and 3-year contracts)
  2. Very low churn rate: under 0.5% monthly
  3. Many clients expand contracts

## IPO Placing

- Prisma AI is aiming for a NASDAQ listing in the next 12-15 months – the company is doing a Pre-IPO round of USD 15 Mio, of which, we have an allocation of USD 5 Mio.
- On listing, the prospective investor can possibly **expect a return of 4x** based on our analysis of comparable stocks and prevailing market conditions.

## Impact

- Prisma AI believes that the potential of Artificial Intelligence towards empowering the society as a whole is limitless.
- The influence this technology can have on the growth journey of all organisations, individuals and society is what drives Prisma AI to become an active contributor towards shaping a better future.

## About Milltrust International

With its mantra of “Sustainable Prosperity”, Milltrust International Group is a global investment organisation making sustainable impact investments in the biggest themes of our generation: climate change, the demand for food and protein, the future of medical technology, and the rise of the developing world.

Over the past decade, Milltrust has assembled a highly experienced team of leading industry professionals focused exclusively on providing investment management expertise on both public and private markets.

Milltrust’s private investments consist of a plethora of science-backed early-stage disruptive companies in the space of climate impact, healthcare, and agriculture. By drawing on the experience of investment bankers, asset managers, healthcare professionals, and agronomists, our diversified assets have pioneered breakthrough technology in environmental management, medical diagnostics, and animal genetics and welfare with the aim of delivering sustainable solutions an ever-growing and increasingly ageing global population.

## About The British Innovation Fund II

The British Innovation Fund II follows on from the success of The British Innovation Fund I, investing into high potential companies with a focus on agri-tech, the future of healthcare, climate impact, and alternative protein, where incontrovertible science is at the core of the commercial proposition.

## More Information

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