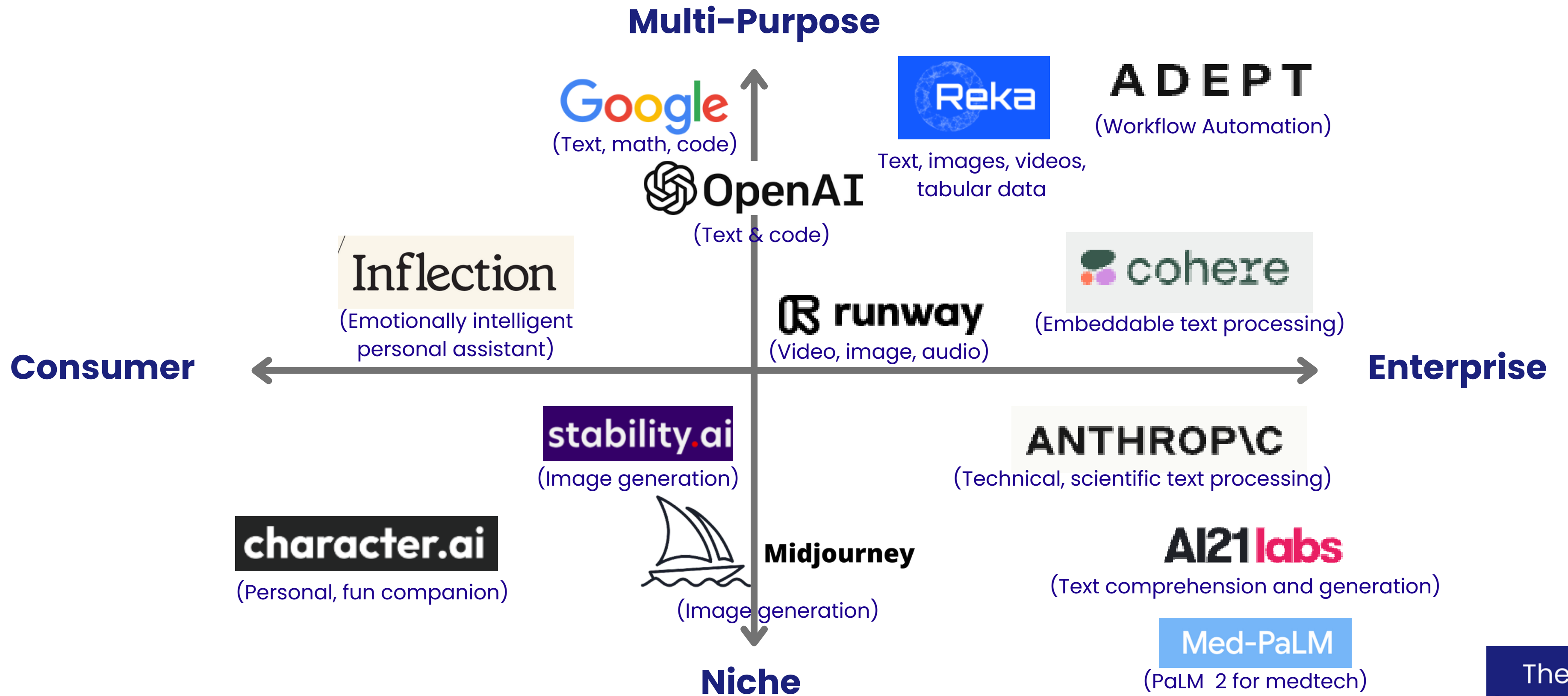


Gen AI Companies with Foundational Models



For Consumers, Models Develop **Emotional Intelligence** and **Personalities**

Inflection

- Optimizing AI to be **supportive, empathetic and compassionate**
- Investment in **multidisciplinary teams** to bring together human and tech perspectives
- Alignment of AI to **human values** and interests

character.ai

- Developing AI to take on a variety of **personalities of famous people or fictional characters**
- Exploring the fun, **joyful and imaginative** side of intelligent assistants
- Emphasizes the user's ability to **shape the personality and attitude** of the AI

Company

character.ai

- Mission: Bringing to life the dream of **open-ended conversations and collaboration** with computers
- **\$150M Series A** – Apr 2023
- HQ in **Palo Alto, CA**

Model / Product

- Gen AI hub with 2.7M **chatbots mimicking** a variety of **real and fictional personalities**
- Collaboration tool to create a **dialog** between the user and the character

Value Proposition & Use Cases

- Personalized superintelligence companion that **enhances productivity, offers advice, educates, and entertains.**
- Practice languages and interviewing, brainstorm ideas, play games
- Brings **joy** and value

GTM

- Web
- iOS & Android applications
- c.ai+ – opt-in subscription plan

Partnerships

Company

Inflection

- Company: **AI studio** creating **personal AI** for everyone
- Mission: create a brand new class of digital experiences.
- **Public Benefit Corporation** meant to improve human well-being and productivity
- HQ in **Palo Alto, CA**
- **US\$1.3B** - June 2023

Model / Product

- Consumer-facing **Personal Assistant** called Pi, optimized for **Emotional Intelligence**
- Pi = **Personal Intelligence** made to prioritize conversations with people
- Model trained for **strong boundaries** and personal safety

Value Proposition & Use Cases

- **Kind, supportive**, smart and available anytime
- Act as coach / confidante / creative partner / sounding board
- Used for answering questions, emotional support, **inspiration-finder, talk through solutions**

GTM

- B2C
- Distribution through **Instant Messaging** platforms and iOS

Partnerships

In Enterprise, Focus Is on **Specialized, Embeddable LLMs and Workflow Automation**

ANTHROPIC

- **Technical, scientific and cultural** information processing
- **Constitutional AI model** based on values and principles

AI21 labs

- **Copywriting and text comprehension** assistant
- Flexible, customizable endpoints

cohere

- Managed solution for **embeddable, multi-lingual AI tools**
- Enables 3-rd parties to implement text retrieval, generation and classification tools

ADEPT

- ACT-1 (Action Transformer) model for **workflow automation**
- Interprets requests on software tools and **performs tasks** directly via natural language prompts

Company

ADEPT

- Mission: build an **AI teammate**, trained to use every tool and API to **automate every software process**
- Takes the user's goals and turns them into **actions on software**
- Tagline: **Useful Artificial Intelligence**
- HQ in **San Francisco, CA**
- **\$350M Series B** – Mar 2023
- **\$65M Series A** – Apr 2022

Model / Product

- **ACT-1 (Action Transformer) model** for workflow automation via natural language
- Interprets requests on software tools and **performs tasks directly**
- **Enterprise**-focus, knowledge workers

Value Proposition & Use Cases

- **Action** as the output, not just content
- Optimize the user experience during **web browsing**
- Fill in complex **spreadsheets**
- Compose and send **emails**
- Generate **reports**

GTM

- B2B
- **Alpha** version

Partnerships

Company

ANTHROPIC

- Mission: AI research and products that put **safety** at the frontier
- Building **reliable, interpretable and steerable** AI systems
- **\$450M Series C** - May 2023
- **\$580M Series B** - Apr 2022
- **\$124M Series A** - May 2021
- HQ in **San Francisco, CA**

Model / Product

- **Claude**: Enterprise-focused AI assistant that can be incorporated into any product or toolchain
- Optimized for text processing of **technical, scientific and cultural knowledge**.
- Constitutional AI model based on human-defined rules and values

Value Proposition & Use Cases

- **Skilled and flexible**, with its personality, tone and behavior **customizable**
- Use cases: Customer Service, Legal, Coaching, Search, Back-Office, Sales

GTM

- B2B
- through Scale infrastructure product

Partnerships

- Scale - ML Ops provider
- Zoom - enterprise communication

Company

AI21 labs

- Mission: revolutionize **reading and writing**.
- Developing AI systems with an unprecedented capacity to **understand and generate natural language**.
- **\$64M Series B** – Jul 2022
- **\$34.5M Series A** – Nov 2020
- HQ in **Tel Aviv, Israel**

Model / Product

- Jurassic-2 LLMs (Ultra, Mid and Light) to power **text generation and comprehension**
- **Wordtune** – writing companion
- **Wordtune Read** – reading and text processing assistant

Value Proposition & Use Cases

- **Flexible, customizable endpoints**
- AI Co-writer, AI Co-reader for AI business insights, AI content automation

GTM

- B2B

Partnerships

Company



- Mission: Give technology language
- Pioneering the future of language AI for business
- Contributing to the next wave of productivity
- **\$270M Series C** – Jun 2023
- **\$125M Series B** – Feb 2022
- **\$40M Series A** – Sep 2021
- HQ in **Toronto, Canada**

Model / Product

- Command model enables products to **embed LLMs-based AIs**
- Enables 3-rd parties to implement **text retrieval, generation and classification** capabilities
- **Multi-lingual** model with over 100 languages

Value Proposition & Use Cases

- Use cases: power **interactive chat**, generate text for **product descriptions, blog posts and articles** and capture **meaning of texts**.
- **Embed**: managed solution to handle infrastructure, serving and scaling of embeddings

GTM

- B2B2B
- B2B2C

Partnerships

- Vector databases and search engines: Weaviate, Pinecone, Qdrant
- Salesforce Ventures, LivePerson

Company



- Mission: Build **responsible AI**
- Organize the world's information and make it **universally accessible and useful**
- Corporate-funding
- HQ in **Mountain View, California**

Model / Product

- PaLM 2 – advanced **reasoning tasks, code and math**, classification and questions answering, translation and multilingual proficiency
- **Med-PaLM 2** optimized for the medical domain
- **Sec-PaLM** fine-tuned for security use cases

Value Proposition & Use Cases

- Bard – creative and helpful collaborator, to **empower creativity and productivity**
- MarkerSuite – gen AI **app prototyping tool** + access to PaLM API
- **Gmail** and **Google Docs** AI features

GTM

- B2B
- B2C

Partnerships

Company



- Mission: advance science and build generative AI models for the **benefit of humanity, organizations, and enterprises.**
- \$58M Seed - June 2023
- HQ in **San Francisco, California**

Model / Product

- Yasa - **enterprise-grade multimodal assistant**
- Data types supported: **text, images, videos, tabular data**
- Generate, train, compress, or deploy on-premise with a few simple commands

Value Proposition & Use Cases

- **Proactive agents** of knowledge that continuously self-improve and stay updated without supervision.
- **Internationalization:** AI for everyone regardless of background, cultural, and social norms.
- **Efficiency:** AI that can be deployed in a cost-efficient manner

GTM

- B2B

Partnerships

Image Tools Optimize for **Original and Diverse** Methods to Generate Pictures



Midjourney

 **runway**

stability.ai

- MidJourney 5.1 is more opinionated, applying **more stylization** to images
- MidJourney 5.1 RAW focuses more on **literal interpretation of the prompts**

- Generate and edit **videos, pictures and audio** through text prompts
- Image editing: **3D textures, in-painting, color grading, expand image**

- DreamStudio: **text to-image** creator
- Clipdrop: apps and **plugins platform**
- Enhanced image composition and face generation for **stunning visuals and realistic aesthetics**

Company



Midjourney

- Company: research lab exploring new mediums of thought and **expanding human imagination**
- Mission: build humanist infrastructure focused on amplifying the human mind and spirit
- HQ in **San Francisco, CA**
- **Self-funded**

Model / Product

- **Image generation** from text prompts
- 5.1. alpha version
- Enables **artists and creative workers** to prototype and get inspired for their own work

Value Proposition & Use Cases

- MidJourney 5.1 is more opinionated, applying **more stylization** to images
- MidJourney 5.1 RAW focuses more on **literal interpretation** of the prompts

GTM

- Discord
- Web
- B2B SaaS

Partnerships

- Spellbrush, to produce Niji 5 for anime-style images

Company



- Mission: Shape the next era of **art, entertainment** and human **creativity**
- Push the boundaries of creativity and **lower the barriers for content creation**
- Building creative tools to **ideate, generate and edit content**
- **\$50M Series C** – Dec 2022
- **\$35M Series B** – Dec 2021
- **\$8.5M Series A** – Dec 2020
- HQ in **NYC, NY**

Model / Product

- Gen-2: High-resolution **image synthesis** with latent diffusion models
- Gen-1: Structure and content-guided **video synthesis**
- Generate and edit **videos, pictures and audio** through text prompts

Value Proposition & Use Cases

- **Create images** from text prompts and **combine images** into new ones
- Clean **audio**, remove silence, transcription and subtitles tools
- **Image editing**: 3D textures, in-painting, color grading, expand image

GTM

- B2B SaaS
- Web
- iOS application

Partnerships

Company



- Mission: AI by the people for the people
- Open source models
- **\$101M** - Oct 2022
- HQ in **SF, CA** and **London, UK**

Model / Product

- Stable Diffusion: High-resolution image synthesis with latent diffusion models
- Stable Diffusion XL: image creation, **inpainting, outpainting, image-to-image creation**

Value Proposition & Use Cases

- DreamStudio: **text to-image creator**
- Clipdrop: **apps and plugins platform**
- Enhanced image composition and face generation for **stunning visuals and realistic aesthetics**

GTM

- B2C
- B2B
- Discord

Partnerships

Sector	Company	Model / Product Differentiation
Consumer	Inflection	Emotionally intelligent partner and personal assistant
	Character.ai	Famous person and character-based conversation partner
Enterprise	Anthropic	Technical, scientific and cultural information processing
	Reka	Enterprise-grade multimodal assistant (text, images, videos)
	Cohere	Managed solution for embeddable, multi-lingual AI tools
	AI21 Labs	AI Co-writer & Co-reader for business insights, content creation
	Adept	Workflow automation which performs tasks directly for the user
Image & Multimedia	MidJourney	Original, rapid image prototyping for artistic workers
	Runway	Generate and edit videos, pictures and audio from text prompts
	Stability.ai	High-resolution, realistic, open-source based image synthesis

Need Help with **Product Strategy** for your AI app?

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