

Rendered.ai Brand Messaging & Positioning

Company Description (Short):

Rendered.ai is a Platform as a Service that enables data scientists, data engineers, and developers to create and deploy unlimited, customized synthetic data generation for machine learning and artificial intelligence workflows, reducing expense, closing gaps, and overcoming bias, security, and privacy issues when compared with the use or acquisition of real data.

Company Description (Extended):

Rendered.ai is a Platform as a Service that enables data scientists, data engineers, and developers to create and deploy unlimited, customized synthetic data generation for computer vision-related machine learning and artificial intelligence workflows, reducing expense, closing gaps, and overcoming bias, security, and privacy issues when compared with the use or acquisition of real data.

Rendered.ai makes it easier for users to create synthetic data for enterprise workflows by providing a collaborative environment, samples, and cloud resources to quickly get started defining new data generation channels, creating datasets in high-performance compute environments, and characterizing and cataloging existing and synthetic datasets.

High-Level Benefits

1. **Greater Efficiency:** Easy-to-use, collaborative framework to configure reusable workflows, analyze datasets, add value to existing assets, and streamline testing and validation of AI/ML systems; “Design once & use often.”
2. **Cost Savings:** Significantly lower the time and cost to train and validate computer vision systems with a ready-made framework, avoiding unnecessary internal development, reliance on expensive and hard-to-acquire real data, and a need for expert-level talent to operate.
3. **Customized Data Generation:** Generate physically accurate synthetic data with 100% accurate annotation to fill gaps in real datasets, expand the data pool for effective testing and validation, and quickly train AI/ML algorithms for edge cases and unusual scenarios.
4. **Flexible Use:** Integrate synthetic data generation into AI and ML pipelines with Rendered.ai’s SDK, best-in-breed simulator integrations, and API support for custom implementation into preferred systems.

Key Value Propositions – Federal / Government Buyers

- Reduce the time to generate and implement synthetic data into training simulations and mission-critical intelligence models.
- Avoid the time and expense of developing the framework necessary to generate and use synthetic data effectively within government infrastructure.
- Generate unlimited, customized synthetic datasets to train artificial intelligence and machine learning algorithms for edge use cases, unusual scenarios, and situations where real data does not exist at scale.

Key Value Propositions – Commercial Organizations

- Reduce the time to customize and use synthetic data to develop performant computer vision algorithms.
- Reduce the cost and resources required to generate performant synthetic datasets.

- Accelerate collaboration and innovation in training and validating vision-based artificial intelligence and machine learning models for tomorrow's challenges.

Common Objections to Synthetic Data Use:

1. **Objection:** We have tried synthetic data and it didn't work.

Response: Often we find that these prospects have experimented with simulators or paid for one off datasets.

Typically, they generated or acquired a little data, it didn't work, and they were unable to iterate. The way to overcome these objections is to demonstrate how synthetic data can work with an iterative workflow. Some of these customers are also worried about per-pixel or per-image costs of synthetic data, which we overcome by focusing on compute capacity, not per-content-generation costs.

2. **Objection:** I've seen synthetic data and it didn't look realistic.

Response: Some customers have explored synthetic data and they are unconvinced that it can be made to be realistic enough to be treated as real data by AI. We overcome this objection by 1) offering trial experiences with relevant sample content when available, 2) discussing examples of synthetic data working successfully, and 3) offering tools such as CycleGAN post-processing and UMAP dataset comparison that can help improve the realism of datasets and provide tools to compare real and synthetic data.

3. **Objection:** I don't have 3D modeling and simulation skills.

Response: Some prospects would like to get into synthetic data but are concerned about lack of skill to build it, especially in SMB customers for whom data science is not their focus. For these customers, we offer 1) the Enterprise Subscription level that includes Enterprise Support Credits that can cover some development and content acquisition, 2) professional services, and 3) increasing amounts of both technical and educational content to help customers get started quickly

4. **Objection:** The TCO of a synthetic data stack is too high.

Response: When prospects look at the total investment to run simulations in the cloud and repeatedly generate synthetic data as an ongoing capability, they are concerned about maintaining another enterprise stack along with staff who are knowledgeable about a rapidly evolving technology landscape. For these customers, we pitch that the Rendered.ai eliminates the need for this level of investment by wrapping up most of what they need to generate synthetic data in a PaaS.