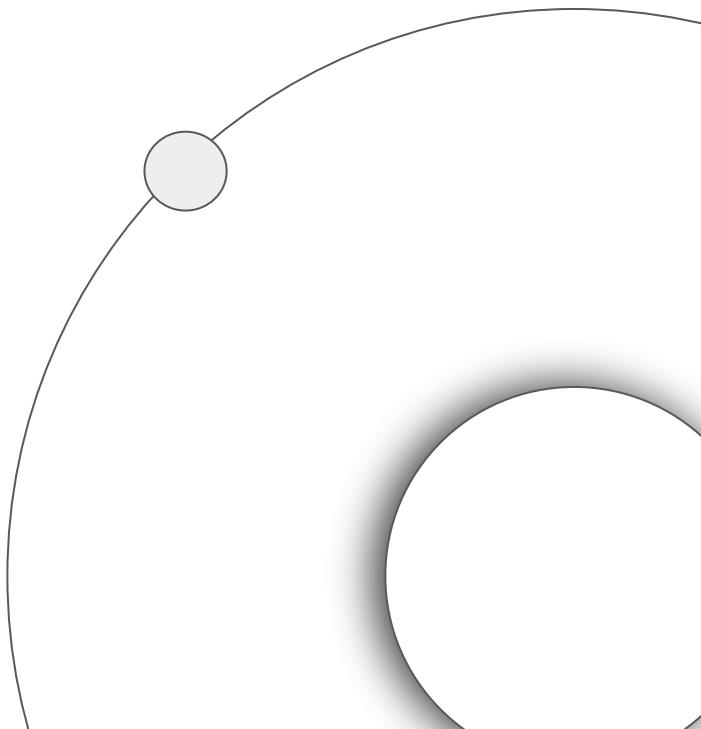


**MOATIVE**

Moats & Moonshots



Moative delivers definitive outcomes with AI for mid-markets & PEs in regulated, asset-heavy industries. We build moats (costs, speed) and launch moonshots (Industry-first AI products).

MOATS

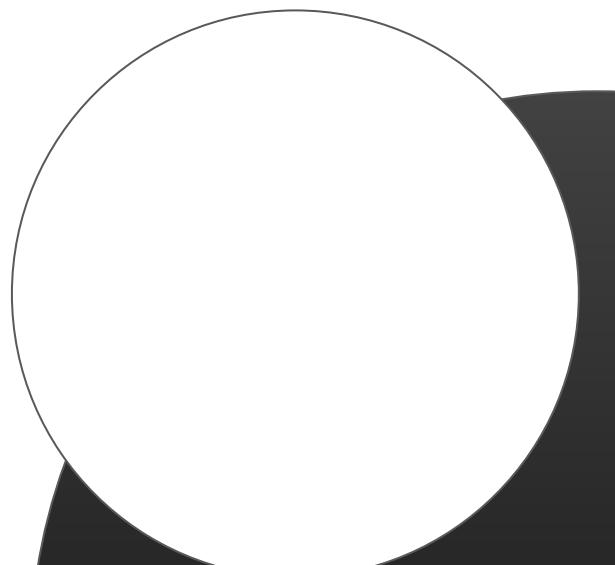
## Consulting

Data. ML. AI  
*Strategy*  
*Orchestration*  
*Transformation*

MOONSHOTS

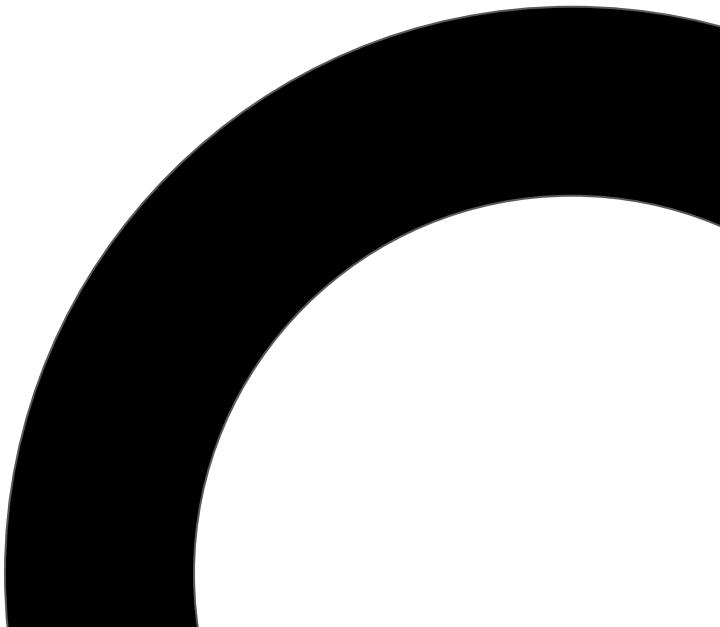
## Labs

Industry AI Spin-outs  
Revenue-share & cost take-out  
partnerships



# **Moats**

for the midmarket  
enterprise



~~24 month transformation roadmaps~~

~~'Data Prep' quarter~~

~~Model Training & Iteration Olympics~~

~~FTE padding~~

## **Speed is Moat.**

## **Outcome is the ultimate metric.**

Moative Consulting Co. defines AI roadmaps. Orchestrates data, machine learning, generative AI through rapid orchestration tools and delivers outcomes in 90 days.

**30**

Days to get the data in shape for the first outcome

**60**

Days to get the first model or agent to the team

**90**

Days to productionize and scale usage

# AI Stack assembled for lean IT & hungry business teams

Grew by  
acquisition? Dozen  
data sources?

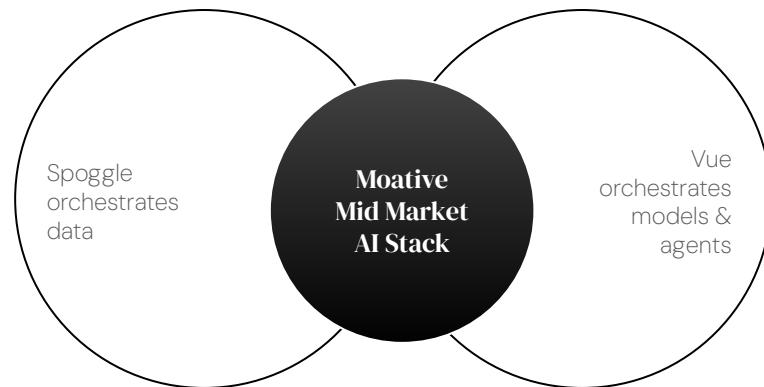
Lean IT? No Data  
Science  
Background?

Point Solutions vs.  
Platforms?

**Spoggle.** Autonomous Data  
orchestration. No ETL Army. No  
Data Modelling Cold Starts.  
Semantic by design

**Vue.AI** Low-code workflows.  
DS Model libraries & LLM  
orchestration. Assemble AI  
apps like a flowchart

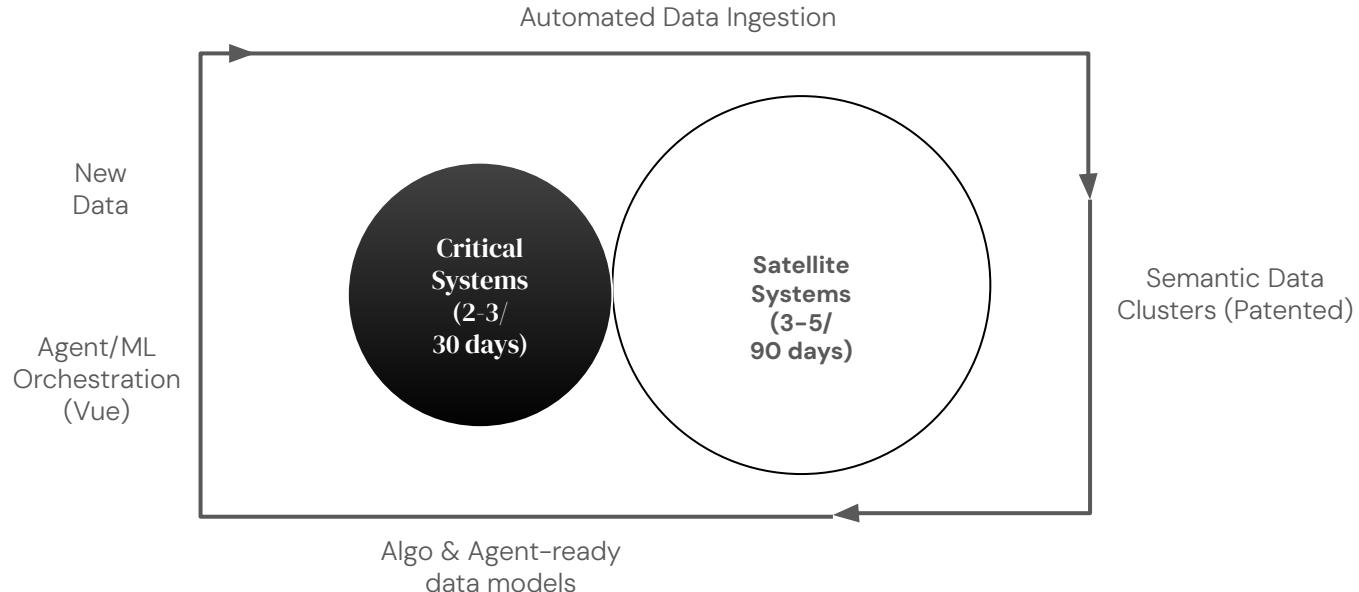
**Both.** Bring the point solution.  
Make it part of the platform. Data  
flows. IT in a flow state of mind.



~~Death by Data: Clean for a months. Lay the pipes  
for quarters. Kill enthusiasm in minutes.~~ Spoggle  
delivers ready data for models and agents in 30  
days.

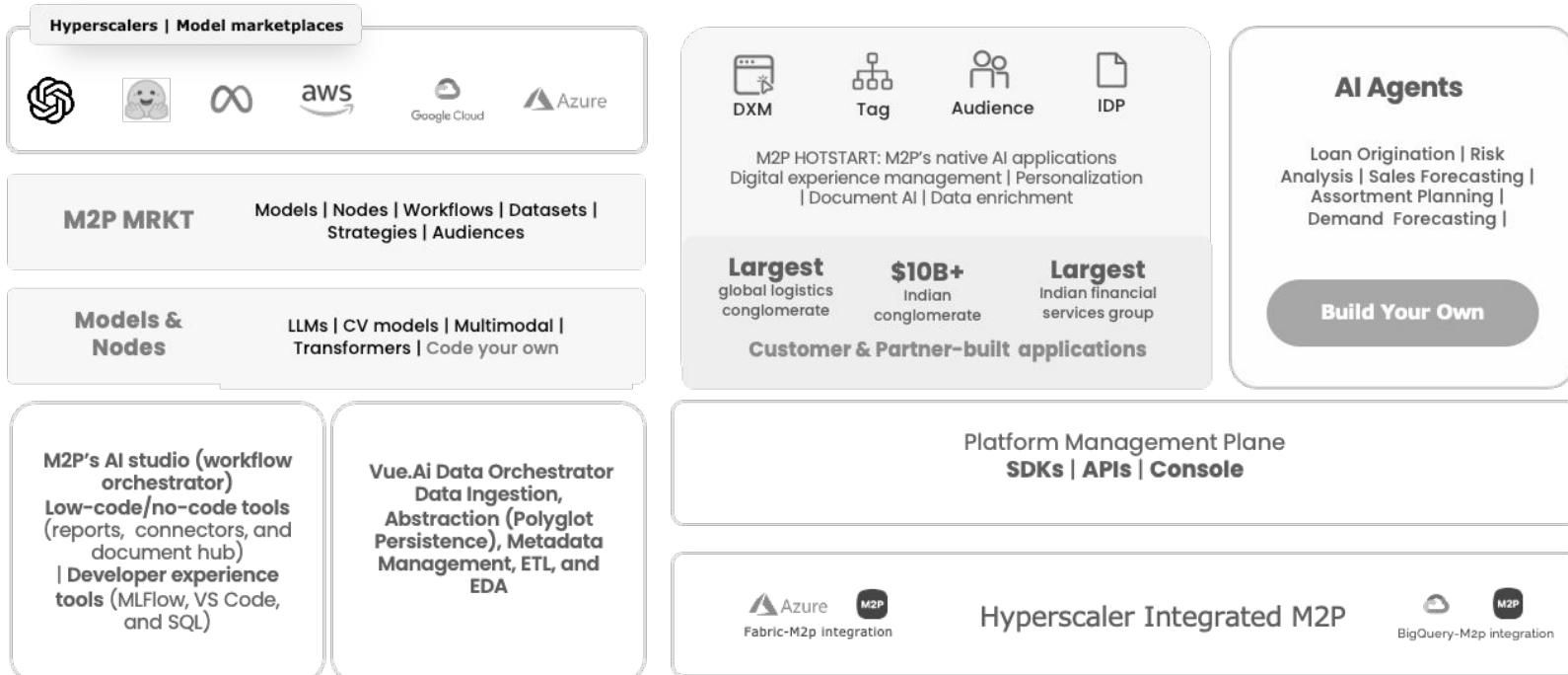
**Spoggle collapses  
idea to data  
readiness from 6  
months to 30-90  
days**

Patented Semantic Data  
Clustering – Built for rapid agent  
builds.



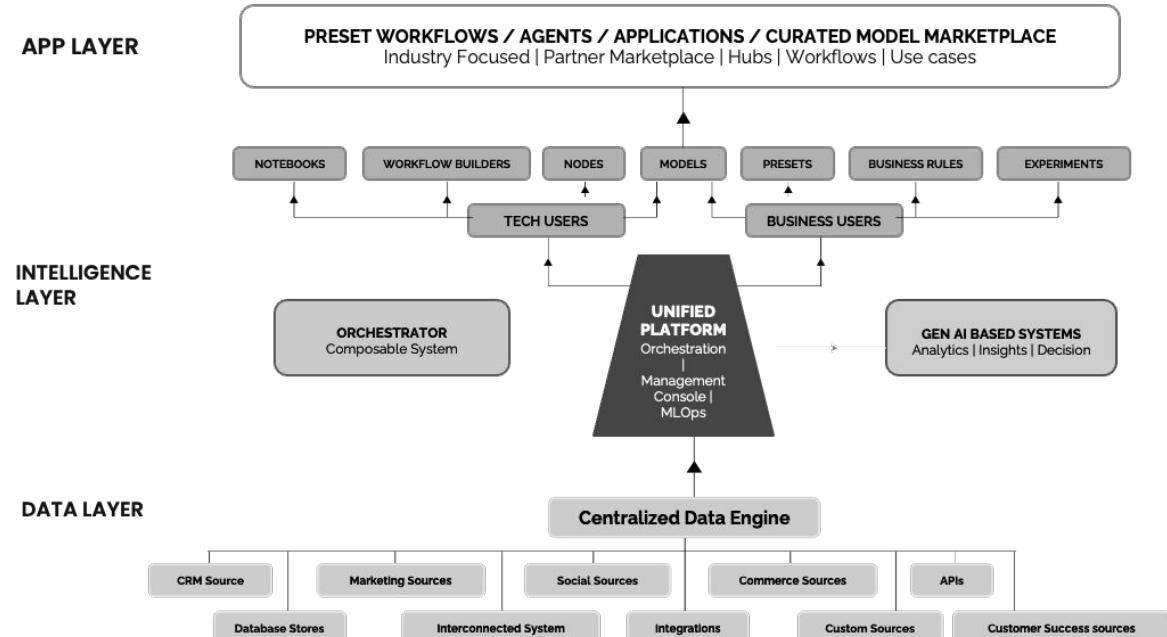
# Data to Data Science Models. Data to Agents. Spoggle → Vue

- Hotstart layers for specific applications
- Marketplace of nodes, models, and workflows for ease of use and quick development



# Agents. Workflows. Grounded & Orchestrated on your data.

LLMs only interact with users. Intelligence orchestrated through workflows, nodes, and deterministic models.  
**No POC Purgatory.**



# Massive Value Unlocks with AI

Real Dollars. Not Consulting-speak.

PRIVATE EQUITY



\$89B AUM. Data Consolidation. Data Lake. 4 entities. 120-member data science team. Core system driving \$200M revenue

MID-MARKET



Billing & Monetization for the AI Economy. Moative set up the data platform for enterprise-wide data products. 6500 merchants

PE OWNED



Private-equity owned pre-paid utility billing co. Moative built the utility industry's first voice agent for billing and outage management. 40% cost savings.

CONGLOMERATE



\$3.9B Korean Conglomerate. Moative is building the first-of-its-kind energy pricing models for US Clean Energy Markets

PUBLICLY LISTED



\$250M Paper & Pulp Exporter. Moative builds first-of-its-kind, AI-based energy efficiency models. 8% reduction in energy costs

PRIVATE EQUITY



\$74B AUM. Moative is the AI advisor for their UK-based business services entities Long term plans include enterprise-wide data & AI orchestration

# 90th Percentile Talent

Alumni

Google, IIT, Johns Hopkins, GE, IBM

Research, CERN.

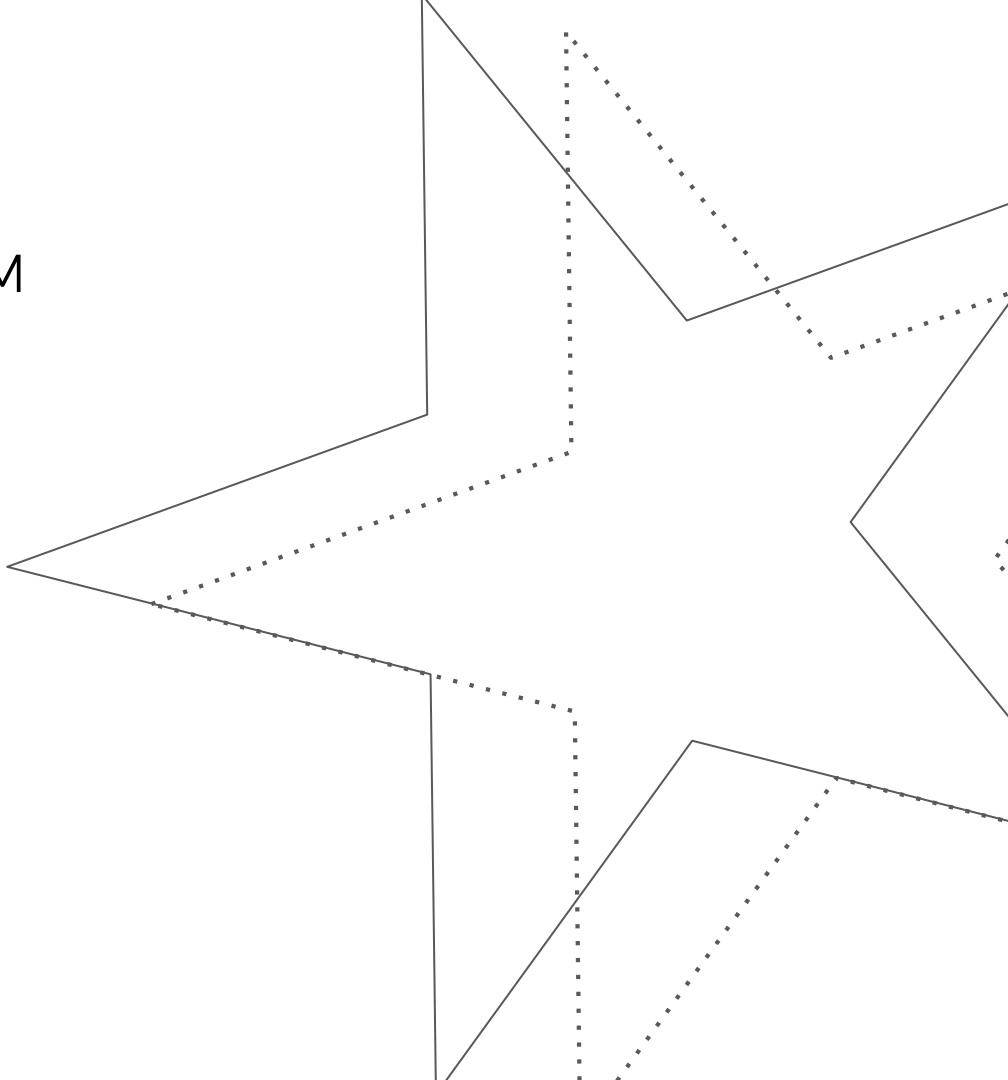
26 Members.

3 Phds.

20 Masters.

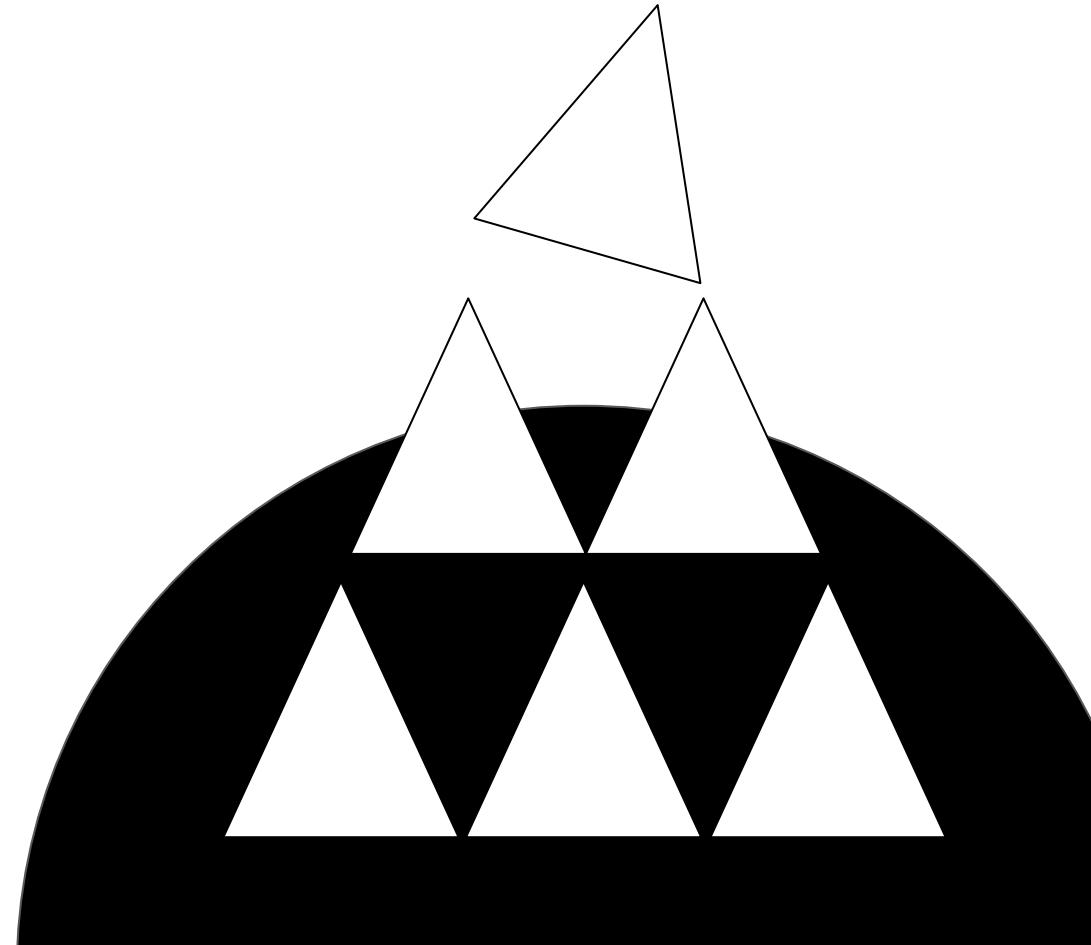
1 Patent

800+ Citations



# **Moonshots**

for the midmarket enterprise



# 3 Startups. All Successful Exits.

## ContractIQ

Curated Software services Marketplace for midmarkets

## PipeCandy

Data & AI on 9M eCommerce companies. 45M Products.

## Byond

Online marketplace for curated travel experience

Acquired by private equity and  
Nasdaq-listed companies.  
Strong entrepreneurial &  
Research DNA



**Ashwin Ramasamy**  
Co-founder and CEO



**Shrikanth Jagannathan**  
Co-founder and Chief  
Data Scientist



**Bharath Moro**  
Co-founder.  
Head of Labs & Platforms



**Dr. Vinodh Venkatesan**  
Head - Industrial AI

## **Turn your AI cost to profit & ownership**

Moative Labs partners with our clients, offering revenue share and minority investment positions in return for distribution and market insights

## **In Flight**

### **Agentic ERP**

For the mid-market CFO's office, in partnership with a market leading payments co.

## **Ready for takeoff**

### **Agentic Hiring**

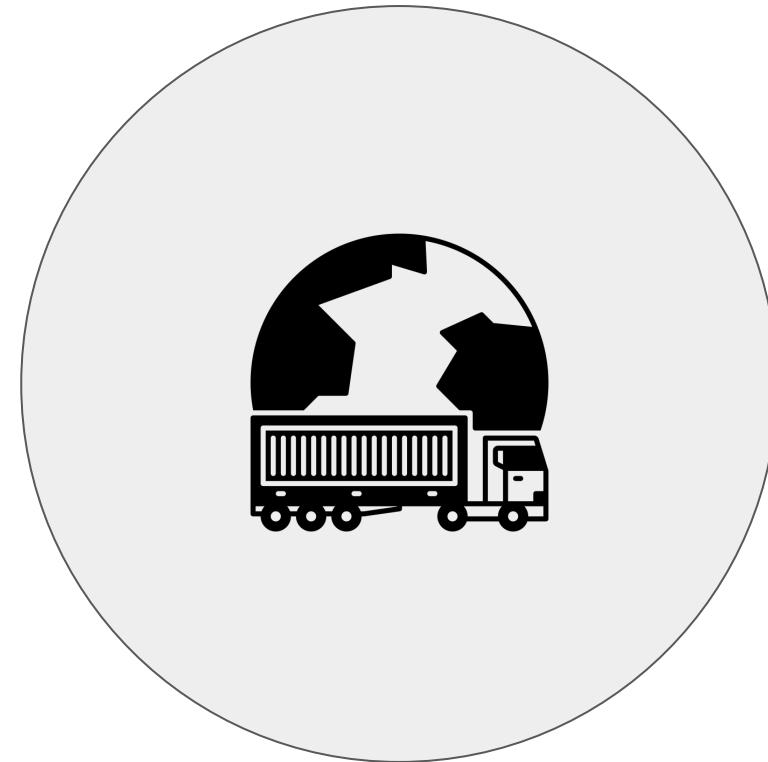
Digital twin for hiring managers. Hire commodity traders or nuclear scientists. Be sure the right person gets hired, all the time.

### **Agentic Permits**

Autonomous permits agent for commercial, residential, and utility scale developers. No guesswork. AI gets your permit applications across the finish line.

**MOATIVE**

AI for Logistics



## The who's who of 3PL world were our clients

Moative's founding team built PipeCandy, a market-leading eCommerce insights platform that served the who's who of 3PLs

The Vue platform is currently used by 2 of the top 5 logistics companies in the US



AutoStore



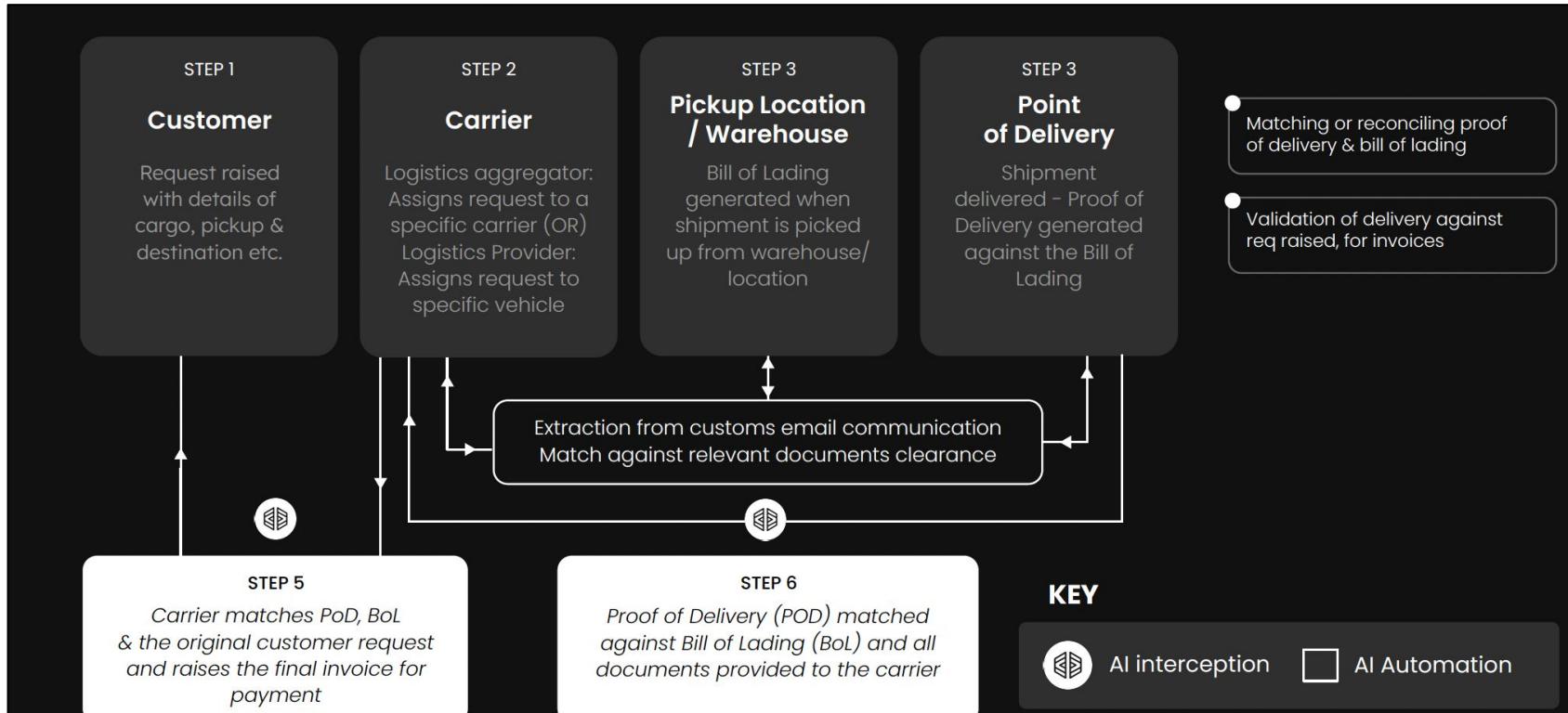
Packlink®  
Simply Shipping

pitney bowes

# **Orchestrating Data & AI**

A platform-based approach for  
document matching and  
reconciliation workflows in  
logistics

# Workflow: Outbound Logistics - Reconciliation



# Optimization: Freight Document Processing at Scale

10/19/2021 13:13:31  
Page: 1 of 3

**BILL OF LADING**

SHIP FROM  
SAMSUNG ELECTRONICS AMERICA  
c/o Bethel PA  
41 MARTHA DRIVE  
BETHEL PA 19507 US  
Tel.

SHIP TO  
GOULDSBORO DDC UNIT # 8873  
151 FIRST AVENUE  
GOULDSBORO PA 18424 US  
Tel. 1-570-330-8201 apt873@innovolsolutions.com

FREIGHT CHARGES BILL TO

Bill of Lading #13906532  
**FT**   
Full Truck Load

CARRIER : UBER FREIGHT LLC  
Trailer number: 5305  
Seal number(s): UL-7376946  
BK/Appt:

Pro number: 13906532 SCAC: UFLB  
Freight Charge Terms: (Freight Prepaid & Allowed)  
Prepaid  Collect  3rd Party   
(Check box) Master Bill of Lading with attached underlying Bills of Lading

FOR GENERAL ISSUES, EMAIL: ERIC.HICKS@DHL.COM, MICHAEL\_ROBBINS@DHL.COM / FOR CSAD, CONTACT: 717783-4209 / EMAIL: CARLOSA.H@PARTNER.SAMSUNG.COM  
SPECIAL INSTRUCTIONS: Total Pallet Qty (0):  
Appt. Date / Time: 10/13/2021 / 08:00:00

Liability:  
Tier 1

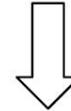
Volume:  
1,920.864  
FT3

Location of the data  
- Top Right Corner of the document (X,Y) Axis

Format of the data  
- 8 digit number which is underlined

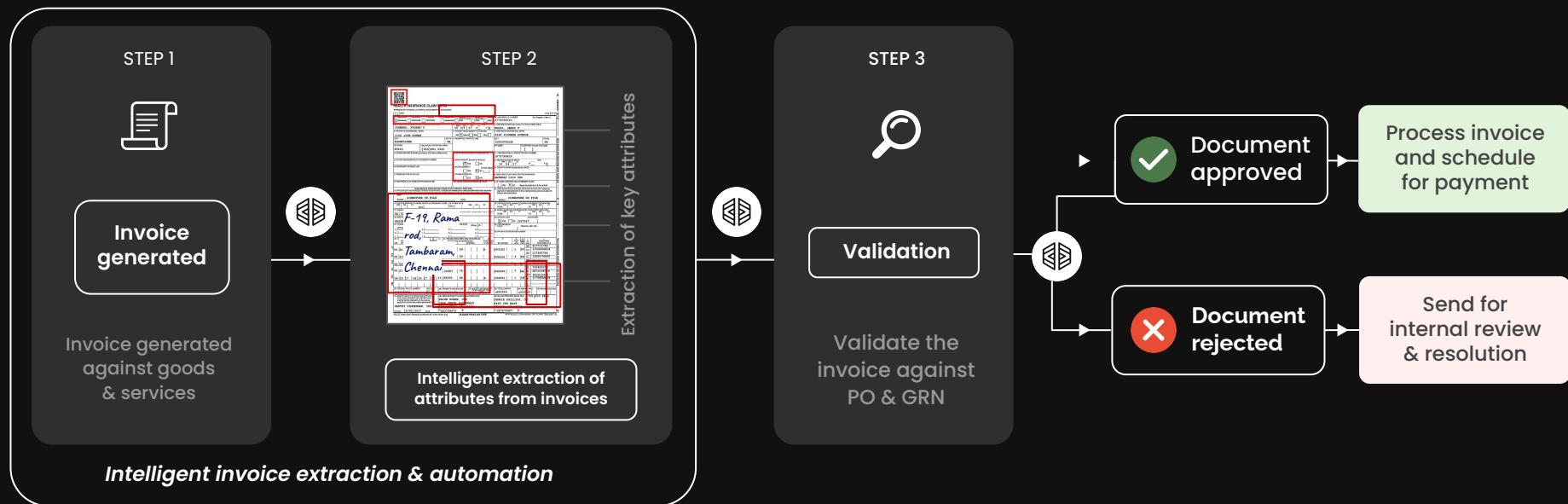
Data in the near vicinity  
- Near Text - "Bill of lading -"  
- Other Texts -FT, Full Truck Load  
- Other content - Bar Code , Single Box Table

When an attribute is selected for training our algorithms try's to understand nuance in the attribute such as its location in the document, format and the data which exists in its near vicinity and then correlates and understands pattern for this information with the previously saved model for the same attribute.



When a new document comes for extraction for this attribute, our models will check the pattern of information it has seen so far and based on it look for it in the whole document and the nearest match is returned as extraction.

# Workflow: Invoice Automation & Reconciliation



Intelligent extraction takes into account varied invoice templates

2-way reconciliation b/w PO & Invoice -  
3-way reconciliation b/w PO, invoice & GRN

Vue handles handwritten, semi structured invoices, POs & GRN

Automation of approval of invoice  
Automated processing of invoice for payment

## KEY



AI interception



AI Automation

# Workflow: Returns and Cancellations

## Returns & Cancellations Datasets

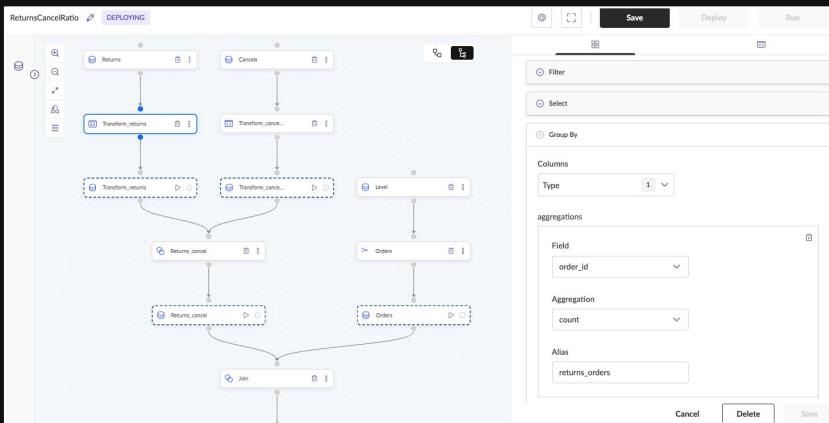
Last Refreshed: Sep 25, 2024 10:46:17

Use In Workflow

Resample

Sample Data									
Order	Title	Type	Vendor	State	Zip Code	Rto Reason	Size	Courier P...	Customer...
ale	Palm Angels...	topwear	Palm Angels	Florida	32,171	Product...	XL	FedEx	Yes
ale	New Balance...	footwear	New Balance	Colorado	81,687	Product...	S	USPS	No
ale	Isabel Marant...	topwear	Isabel Marant	Florida	32,730	Product...	M	USPS	No
ale	Love Moschino...	topwear	Love Moschino	Georgia	30,919	Custom...	L	USPS	No
ale	See By Chloé...	topwear	See By Chloé	Florida	32,932	Quality...	M	UPS	Yes
ale	Keep It Cool Top	knitde...	mstaken	California	90,601	Custom...	-	UPS	No
ale	Leather Crown...	footwear	Leather Crown	Delaware	19,831	Product...	7	USPS	No
ale	Just Cavalli Ma...	topwear	Just Cavalli	Connecticut	6,769	Quality...	M	UPS	No
ale	N°21 Women...	topwear	N°21	Alabama	35,598	Product...	XL	FedEx	No
ale	Pinko Women...	topwear	Pinko	Connecticut	6,951	Quality...	XL	Amazon...	Yes
ale	Common...	footwear	Common...	California	90,800	Quality...	10	UPS	Yes

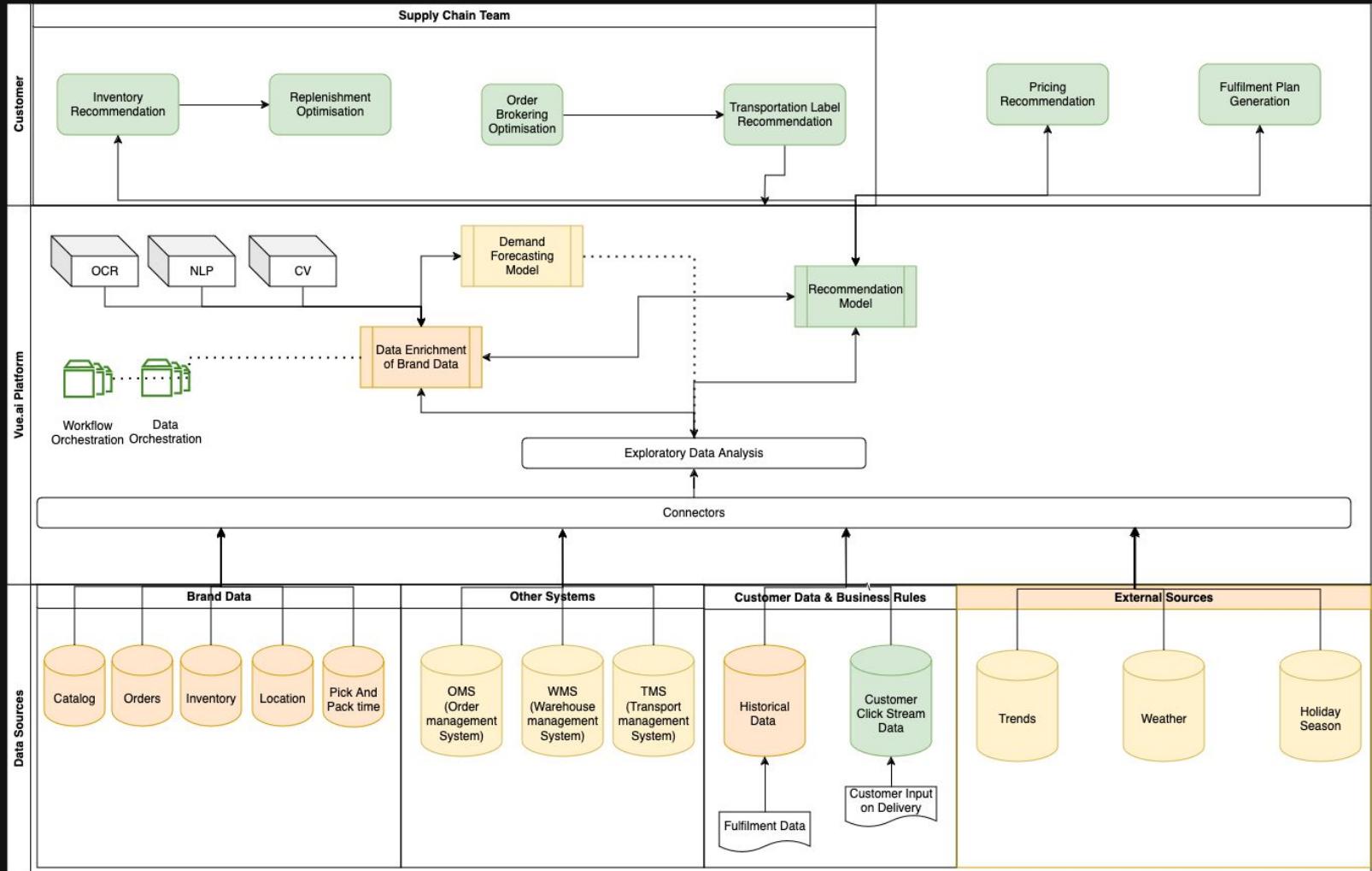
## Workflow Building



## Visualizations and Insights



# Workflow: Predictive Inventory and Fulfillment Optimization



# Fleet Management - Old Problems, New Solutions

## Track & Alert

Agentic platforms blend data from many sources (GPS, IoT devices, etc.) to propagate updates and client-ready notifications.

## Route Optimization

ML and optimization algorithms can compute the best delivery routes and schedules.

Agentic systems can take voice feedback from drivers & optimize continually

# Slotting and Picking - Old Problems, New Solutions

## Optimal Slotting engine

Discovering product affinities and combinations which customers usually order together using semantic data clusters. Forecast typical future orders

Group or mode products based on order affinities, picking efficiency and shipping floor closeness.

Generate slotting 'configuration' that is adheres to storage constraints.

## Picking Algorithm

Given the order book, the solution provides 'optimized' pick lists that 'minimizes' the total cost of fulfilment

The algorithm considers many picking methods (batch, wave, zone, etc.) and provide pick lists and schedule that is appropriate to the immediate context of the warehouse

Moative assembles & orchestrates systems that deliver speed without sacrificing outcomes.

**With Moats Secure,  
Moonshots Are Close.**

## Platform + Consulting

Our team + Platforms + Your Point Solutions

## GCC

Build, Scale, Transfer

## Skin-in-the-game

Co-build Industry-leading IP

**Back up!**

Backup Slides

# Warehousing

## Challenges/ Focus Areas

- Space Utilization: Maximizing the use of available warehouse space.
- Order Picking: Reducing the time and errors associated with order picking.
- Inventory Accuracy: Ensuring accurate inventory counts and locations.

## Potential Solutions

- Space Utilization:
  - AI-led optimization algorithms can provide adaptive slotting suggestions based on inventory characteristics and demand patterns that optimize space utilization and minimize retrieval costs.
- Order Picking:
  - Optimization algorithms can analyze inventory characteristics and order books to provide the best picking orders to optimize labor, time and costs
  - AI-powered robots and automated systems can handle picking tasks, improving speed and accuracy.
- Inventory Accuracy:
  - AI-driven inventory management systems can provide real-time inventory updates and optimize stock levels.

# Transportation Providers – Predictive Maintenance

## Challenges/ Focus Areas

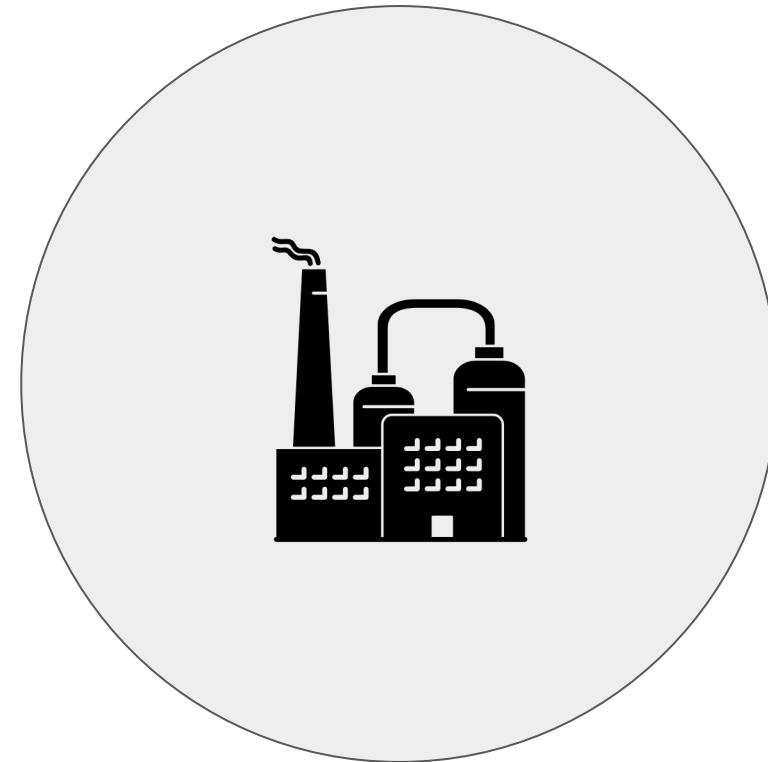
- Predictive Maintenance:  
Predicting equipment failures before they happen.

## Potential Solutions

- Predictive Maintenance:
  - ML algorithms can analyze data from sensors, and provide prediction and insights such as
    - Performance Benchmarking & Control Limits
    - Failure Sequence Analysis
    - Part Failure Prediction
    - Parts Demand Prediction and Forecasting
  - AI agentic systems can leverage these insights to provide proactive suggestions to reduce downtime and maintenance costs.
    - Maintenance and downtime management
    - Part inventory management

**MOATIVE**

AI for Paper Mills



**8 Percent Savings.**  
**3 Months.**  
**0 Capital Investment.**

\$250M integrated  
paper and pulp mill.  
Publicly listed.

Intelligent soot  
blowing with  
state/space AI models

Reduced auxiliary power  
consumption (fans and  
feed-pumps)

Reducing auxiliary steam  
consumption (air  
preheater, deaerator)

**2 Machines**

**Trim Waste. Grade  
Changeover**

**Trim costs & Schedules**

**inter-dependent.**

Cutting-edge two-level  
decomposition using  
machine learning  
models

Graph Neural Network  
based models that  
self-learn based on  
historic sequences  
and optimizes  
scheduling

Broad applicability to  
variety of industries  
where scheduling is a  
complex problem

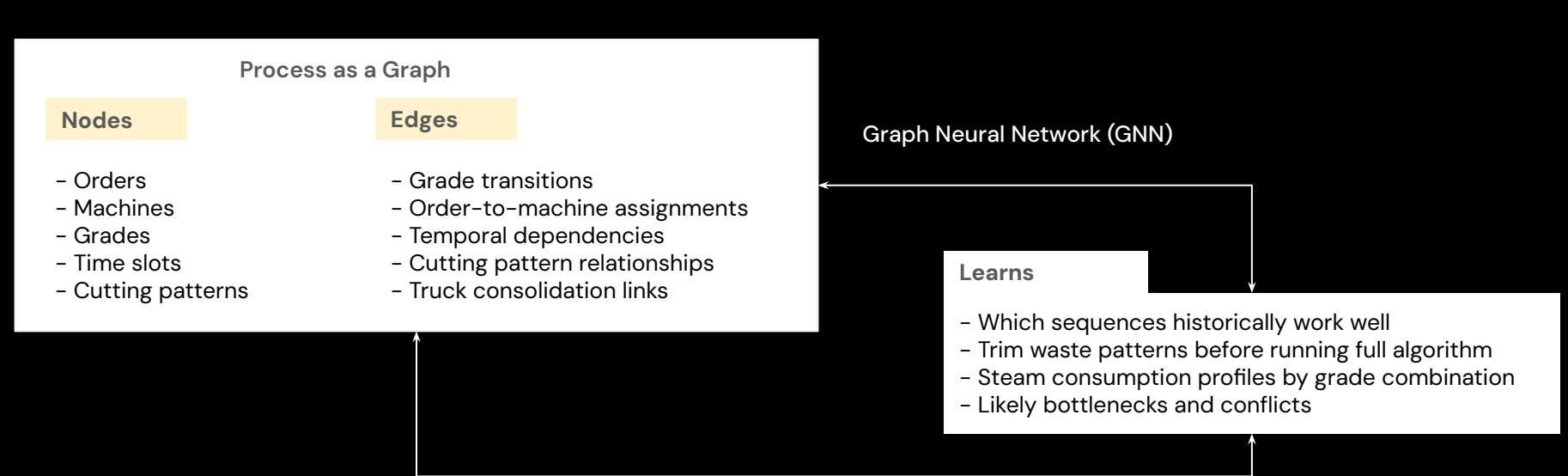
# Production Planning with AI

Historical patterns in what makes "good" plans

Grade transition characteristics (changeover times, steam impact)

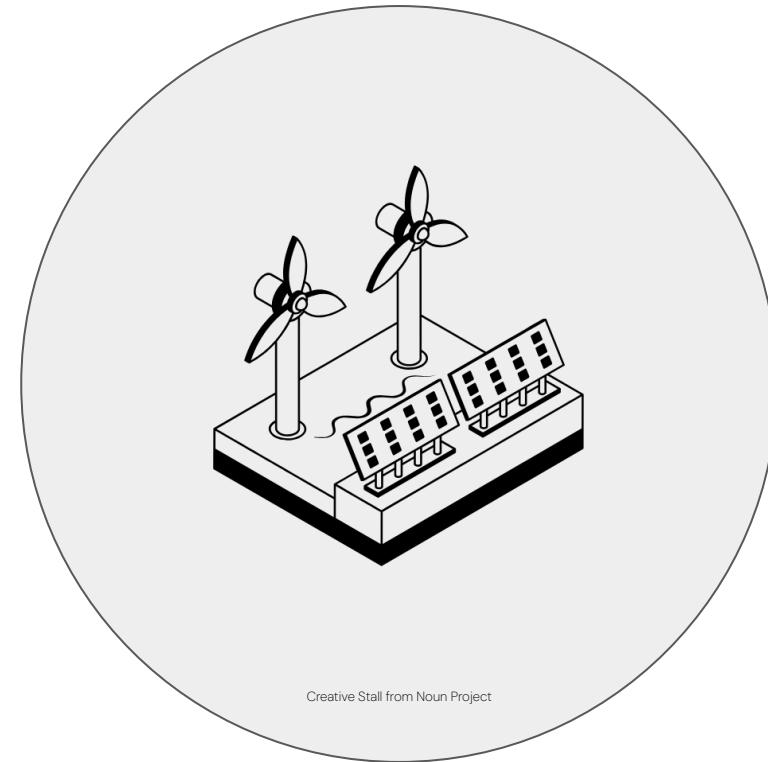
Trim waste correlations with order-width combinations

Customer ordering patterns and seasonality



# MOAT | VĒ

AI for Load forecasting, Pricing,  
& Energy Cost Saving



Creative Stall from Noun Project

# Energy Price Estimation is Market Behavior Modelling

**Essential for all market participants:**  
optimizing bidding strategies,  
scheduling resources, managing  
financial risk.

**Key challenge:** Extreme volatility and  
non-linearity of energy prices, driven by  
multiple, complex factors

**The goal:** Identify a model to capture  
these complex interactions, including  
during rare, high-impact events like  
price spikes.

**Supply-Side:** Fuel prices, generation  
capacity (plant outages), and  
renewable energy intermittency  
(wind/solar).

**Demand-Side:** Weather (temperature,  
humidity), load forecasts, and calendar  
effects (holidays, weekends).

**Market Dynamics:** Bidding strategies,  
transmission constraints, and  
regulatory changes.

# Comparison of Forecasting Methods

## Trading Complexity for Accuracy

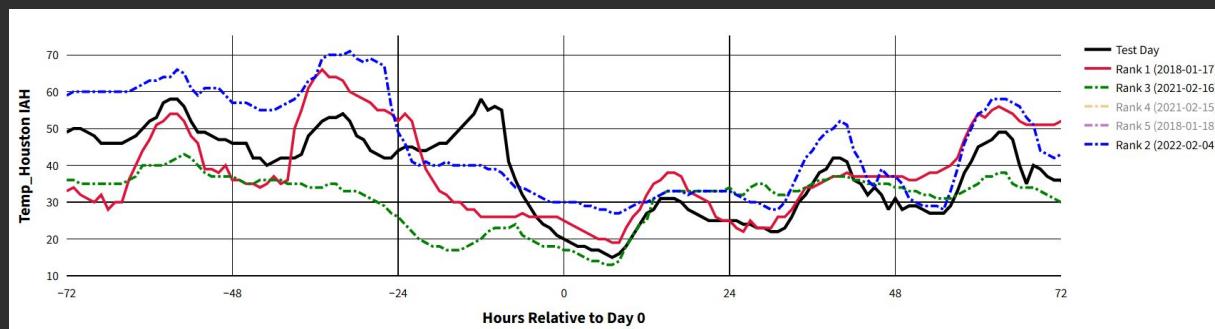
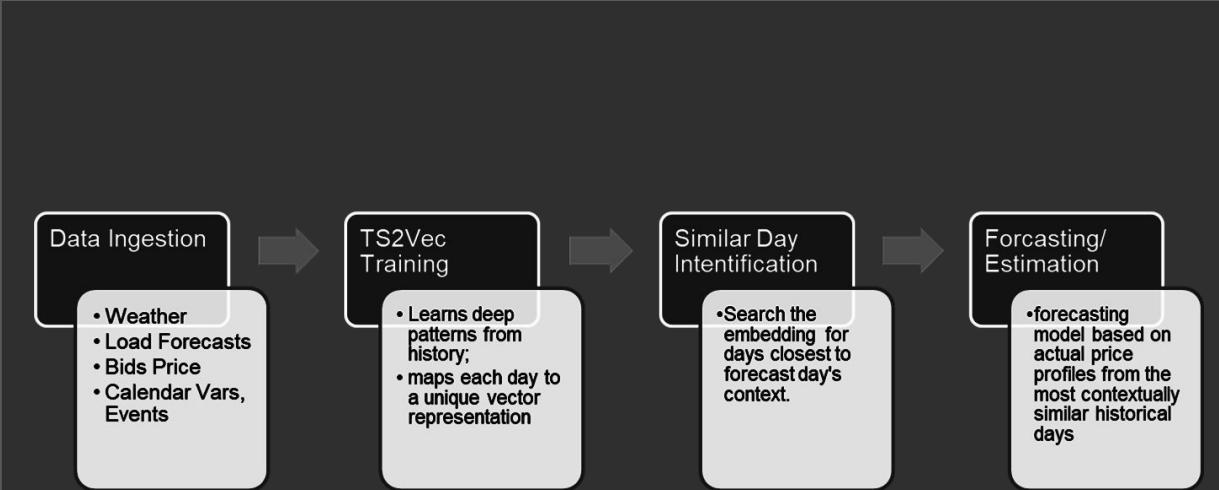
Parameter	Statistical (e.g., SARIMA)	Traditional ML (e.g., XGBoost)	Pure Deep Learning (LSTM)	TS2Vec-Similar Day (Hybrid)
Complexity	Low	Moderate	High	High (Two-stage Model)
Data Need	Low	Moderate	High (Vast Data)	High (Long history required)
Feature Identification	Manual (Based on statistical analysis)	Manual/ Expert (Intensive analysis + domain expertise)	Automatic/ Implicit (Learned by recurrent and attention layers from raw input)	Automatic/ Implicit (automatically learns complex non-linear features from time series).
Interpretability	High	Medium-High	Low (Black Box)	Medium-High (Interpretable Search)
Resources (GPU)	Low	Low-Moderate	High	High (For pre-training)

TS2Vec approach provides a good balance of high accuracy (deep learning benefit) and auditability (Similar Day benefit), and justifies the higher initial investment.

# The TS2Vec-Similar Day Forecasting. State of the Art Model

AI for Contextual Intelligence for Predictions. First time in energy load forecasting

Condense each day (24-hour input sequence) into a rich vector representation (embedding) for further analysis



# **Moative Scale**

AI Orchestrated Workflows, used currently  
by world's leading companies

\$1.7B Retail Media Optimization Co.

## **Moative's founding team enabled HoldCo to OpCo conversion for Advent International Portfolio**

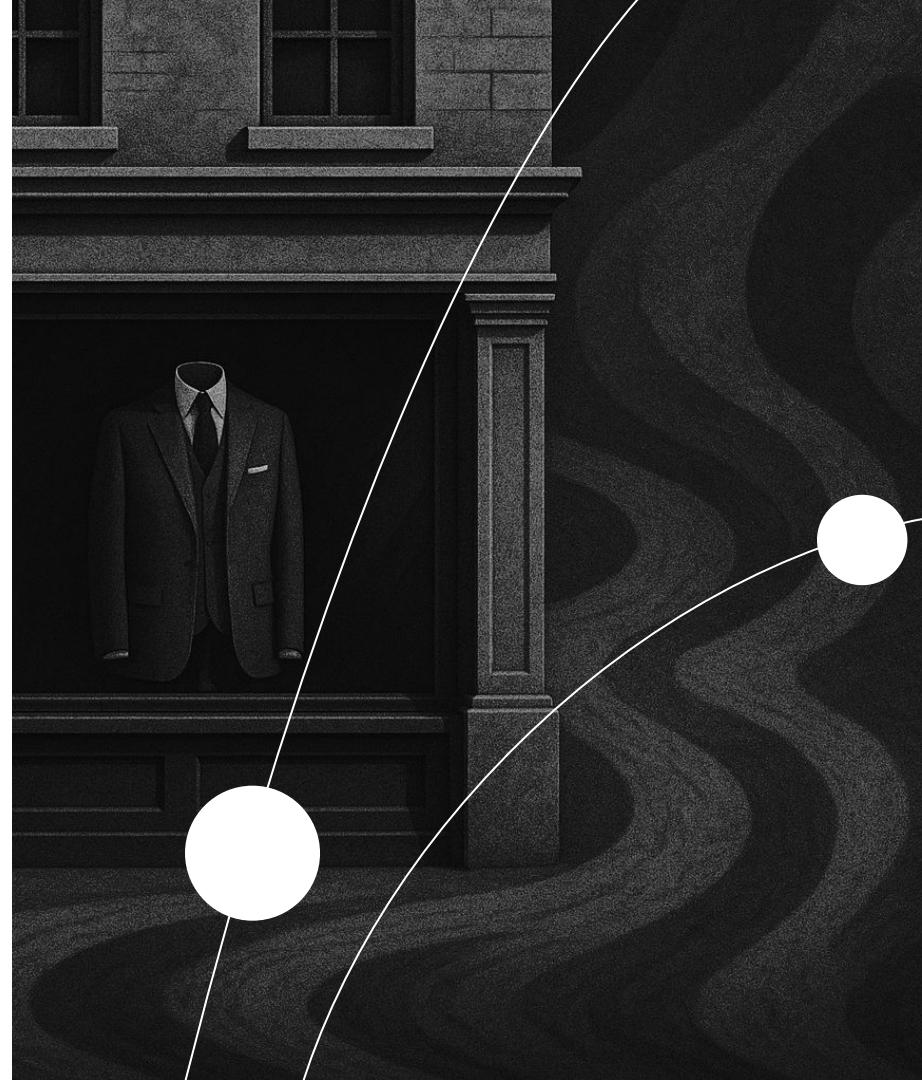
PipeCandy, an eCommerce AI co. we built, was acquired by Advent's HoldCo (Assembly, now known as Pacvue).

**Assets:** PipeCandy, Pacvue, Refersion, IMH, Helium10

**Integration:** PipeCandy consolidated data from all portfolio companies into Snowflake data lake in 4 months. Teams spread across Moldova, Serbia, China, the US, and India

**Data Platform:** We built the largest non-Amazon data platform to predict sales of every SKU (50M SKUs) every day and delivered predictions nightly to hedge funds and portfolio companies

**AI/ML Usecases:** Our team built benchmarking and prescriptive growth recommendations that were actioned on our portco products



\$2B Revenue Management Co.

## **Moative is building enterprise data platform, prescriptive merchant solutions and agents for the finance team**

Moative is the thought process, strategy, and execution partner for a \$2B (mcap) revenue management SaaS company

**EDP:** Consolidated disjointed data platform efforts into an enterprise data platform initiative

**Signals:** We recently launched a prescriptive ML usecase for merchants to build/iterate cross-sell, up-sell, and churn prevention models

**Agentry:** A co-development initiative where the client and Moative co-build a factory of agents aimed at various finance functions around billing, revenue recognition, reporting, and book closures



\$40B Diversified Conglomerate

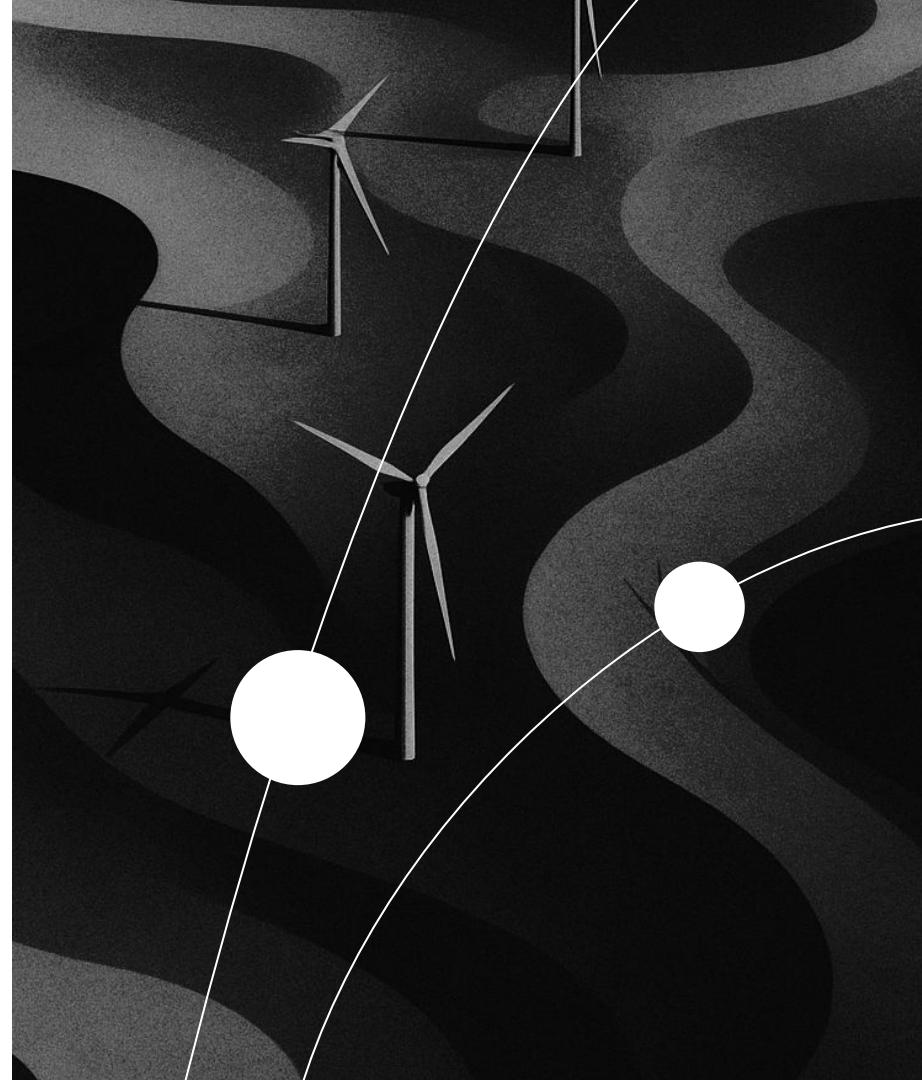
## Moative is building an Azure-native, rapid orchestration of data and AI models for energy trading

Moative is building the only one-of-its-kind load forecasting, pricing and order strategy for energy commodity that is accurate even for extreme weather days

**Rapid Orchestration:** Moative has deployed an Azure-native, federated enterprise orchestration platform within 60 days

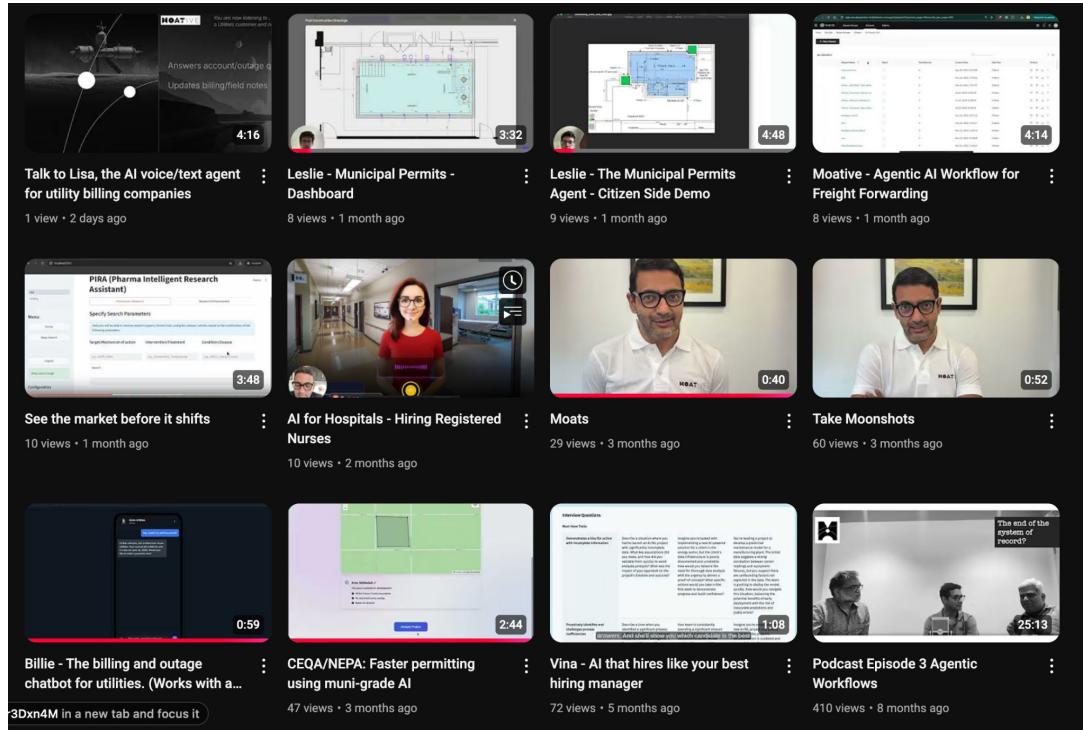
**200+ Models in 90 days:** Thanks to rapid orchestration, Moative's team is now launching localized models for various load profiles, totalling to 200 – in a record time

**Collaborative data science:** Backed by rapid orchestration abilities, traders, quants, and data scientists work on a single platform to rapidly explore data, build & train models, test/iterate based on real trading outcomes



Youtube: Moative - Sample Agentic Applications

# Automate enterprise workflows across functions. Production-ready voice agents for hiring, customer service.



# **Moative Difference**

No baggage. Skin-in-the-game.



Moative Consulting Co.

## **How are we different from traditional system integrators?**

### **We focus on the mid-market.**

We enable a hungry, mid-market board adopt AI at the right pace. 90-day launch guaranteed.

We have integrated companies, monetized data. We know what works for them and what works only for the vendors.

We have skin in the game. We do traditional AI consulting, GCC-as-a-service, AI JVs, and equity-sharing deals.

### **We hire the 90th percentile.**

We use an in-house, custom-tuned AI copilot called Vina, to meticulously arrive at the traits that matter for each role.

Vina acts as our hiring managers' coach in hiring the right people – from C-level to data/AI specialists.

**Moative has no baggage. Unlike traditional SIs we have no cash cow to protect.**

It's the midmarket firm's time. It's their steam engine moment.

System integrators still push traditional software. Traditional software & economics are dead.



## **Moative delivers consistently**

Cutting-edge energy forecasting models for the renewable energy wholesale market (ERCOT) applying modern forecasting techniques &   
**200 Forecasting Models in 90 Days. <3% MAPE**

An enterprise AI orchestration system for one of the world's top billing companies. Our work touches 6500+ companies, some of which you use

**Enterprise Data Lake Consolidation in 60 days. AI Sandbox for all merchants in 9 months. AI Roadmap Ownership**

Global Capability Center for Utility Billing & Energy trading firms

**Took over a 50 member tech team.**  
**Re-architecting for agentic & ML-centric product roadmap**



# **Moative Consulting Co.**

Recent Case studies

# **Load forecasting & Pricing for Energy Trading**

**Short term load forecast  
and price prediction for  
extreme weather days**

**Client:**

Large Energy Generation & Trading Co.

Moative's cross-functional team of energy modellers, particle physicists, and mathematicians deliver cutting-edge ML models for trading desks, replacing black box weather model providers.

# **Graph-based automation of CFO Usecases**

Consolidation of billing,  
payments, contracts and  
ERP data to enable multiple  
usecases powered by an  
accounting knowledge  
graph

Client:  
Top 3 Payments Co.

Moative works with the  
founding team to think, define,  
hire, and execute multi-year AI  
roadmap spanning multiple  
products.

# **Graph-based automation of Medicare submissions**

**Graph-based automation of  
medicare claim submissions  
to reduce time spent by the  
registered nurse**

## **Client:**

Texas based health tech co.

Moative works with the founding team to build a general purpose knowledge graph that can be extended to several healthcare usecases

# **Graph-based pre-clinical trial research acceleration**

**Compressed,  
comprehensive  
research on anti-body  
drug conjugates and  
their impact**

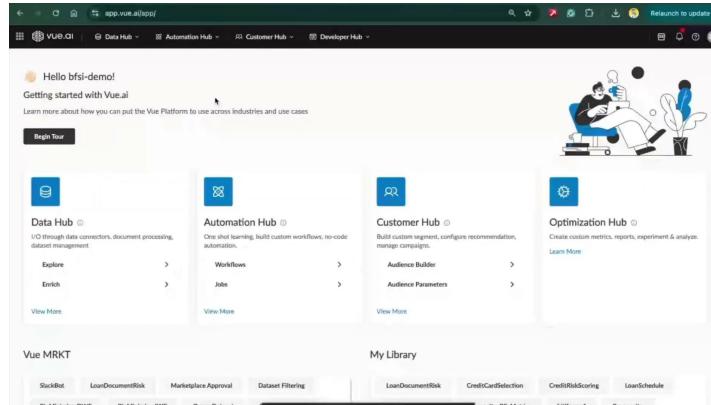
**Client:**

US based Clinical Research Organization

Moative works with the CRO to streamline the research and hypothesis building process involved in oncology research for antibody drug conjugates.

# AI Agents that manage inbound logistics

Compare docs, trigger emails on anomalies, verify shipments, and flag for payments



Client:  
Top 3 logistics Co. in the US

Click on the video to see cross-border freight managing AI agent, in action.

# AI Customer Support Coach

Use AI agent that defines customer support traits that are encouraged; listens to calls & email logs; compares CS execs; delivers instant feedback

**Client:**  
Internal

The screenshot shows a web-based application interface for candidate comparison. At the top, there's a header with the name 'Vina' and a user profile for 'Yohan'. Below the header, the title 'Candidate Comparison Report' is displayed, indicating it's for 2 Candidates.

The interface includes several sections:

- Candidate Comparison Report:** Shows basic details for two candidates:
  - Role:** Project Manager
  - Track:** Management
  - Level:** Senior Manager
- Candidate Rankings:** A table comparing two candidates:

#	Candidate	Score	Verdict
#1	Marcel	7.5 /10	Meets Expectations
#2	Jayaram PV	6.3 /10	Does not Meet Expectations
- Trait-wise Report:** A section titled 'Trait-wise Report' with a note to 'Scroll horizontally to see all candidates'. It lists 'Must-have Traits' and includes a trait for 'Orchestrates Ambiguity into Structured Plans'.
- Must-have Traits:** A table showing the score for each candidate on this trait:

Candidate	Score
Marcel	8/10
Jayaram PV	6/10

Built for hiring but could be modified for customer support training and evaluation

# Agent for field service

Pre-empt support calls by checking on power outages & auto-assign work orders to field teams

Client:

Large Utility billing SaaS Provider

Moative works with utilities to track resident phone calls, listen to outage complaints, overlaps service maps, and auto-assigns service tickets to field team, within seconds.

# Last mile disruption predictor

Predict extreme weather events  
based on weather data and  
social data

## **Client:**

Houston based energy trading firm

Moative works with energy traders to predict extreme weather events. The same models could be used to build resilient last mile scheduling for shippers.

# Build new moats & moonshots.

With AI. With Moative.