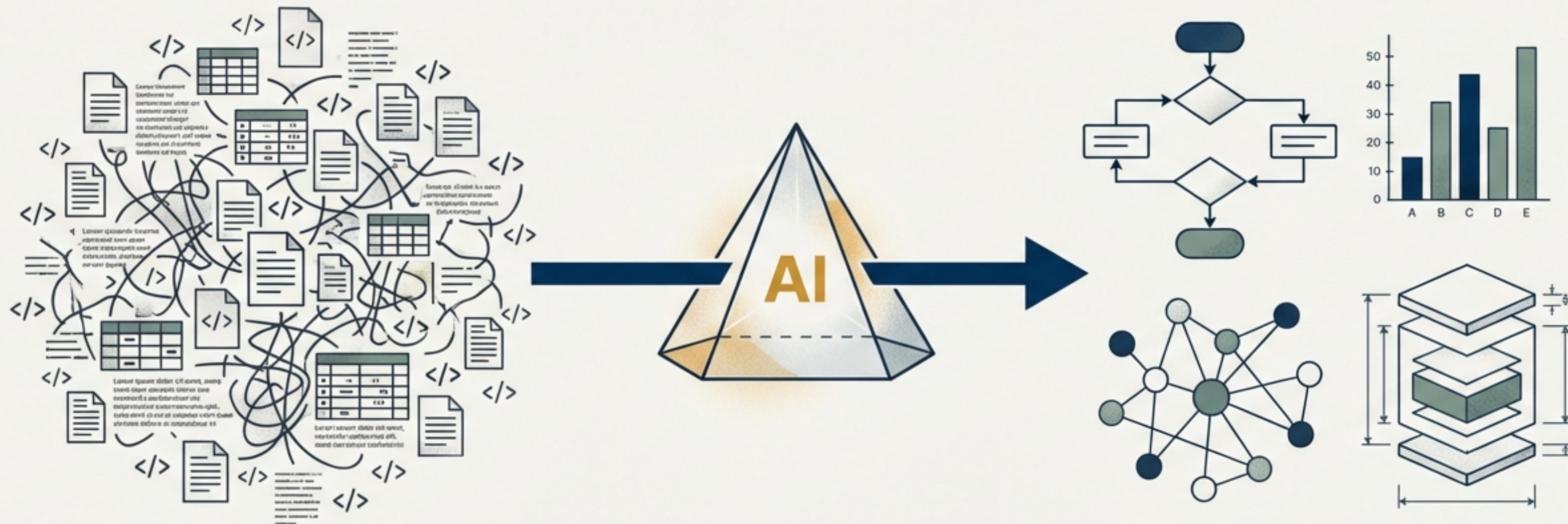


Make Every Piece of Information Visual

A business opportunity to build the definitive generative AI service for enterprise communication and insight.



Publico Headline

Enterprises are Drowning in Information, Not Insight

Key Insight: Visual communication is no longer a preference; it is a strategic imperative.

86%

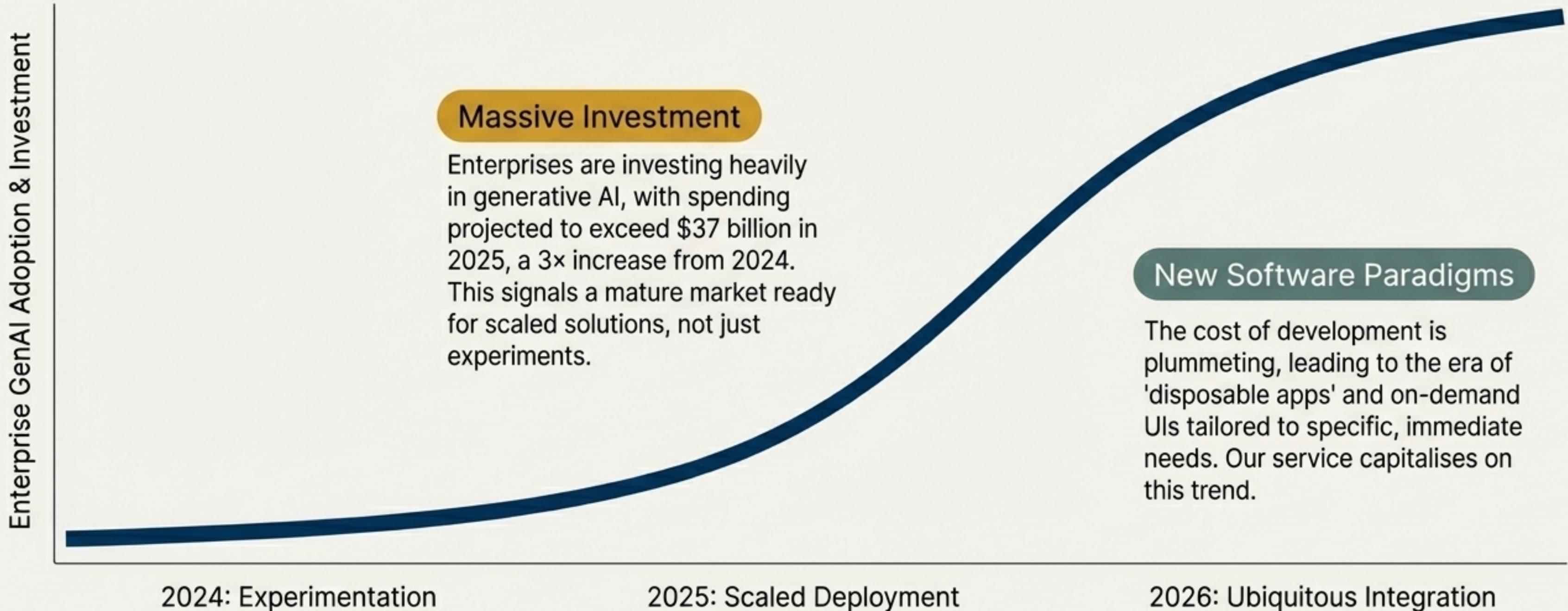
of global business leaders prefer using data visualizations in plans and presentations.

People remember only ~20% of what they read but much more of what they see.

Key Insight 2: The current process of creating visuals is manual, slow, and disconnected from source data, leading to stale and inaccurate information.



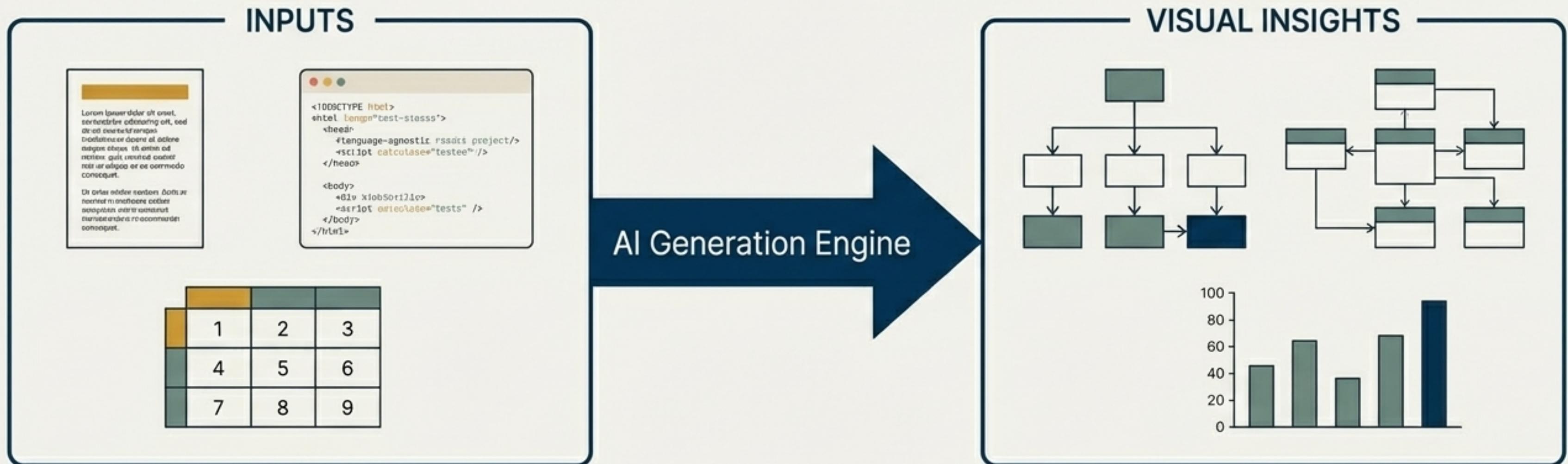
A Tectonic Shift is Underway: Generative AI is Ready for the Enterprise



Publico Headline

Introducing an AI Service That Turns Any Content into Visual Insights

A service that ingests existing **enterprise content**—documents, code, data, **spreadsheets**—and automatically produces clear, accurate, and dynamic visualizations.



This is “communication creation” for the modern enterprise.

The Value Proposition: Speed, Clarity, and Intelligence



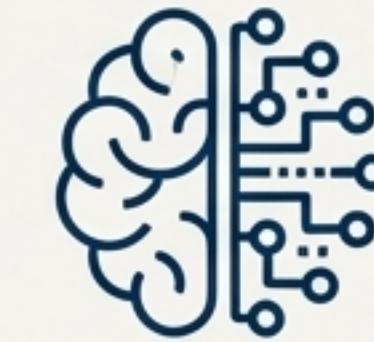
SPEED & PRODUCTIVITY

Go from complex document to accurate diagram in seconds, not hours. Eliminate manual creation in tools like PowerPoint or Visio.



CLARITY & UNDERSTANDING

Cut through information overload. Enable teams to spot trends, patterns, and outliers at a glance with compelling visual narratives.



INTELLIGENCE & DYNAMICS

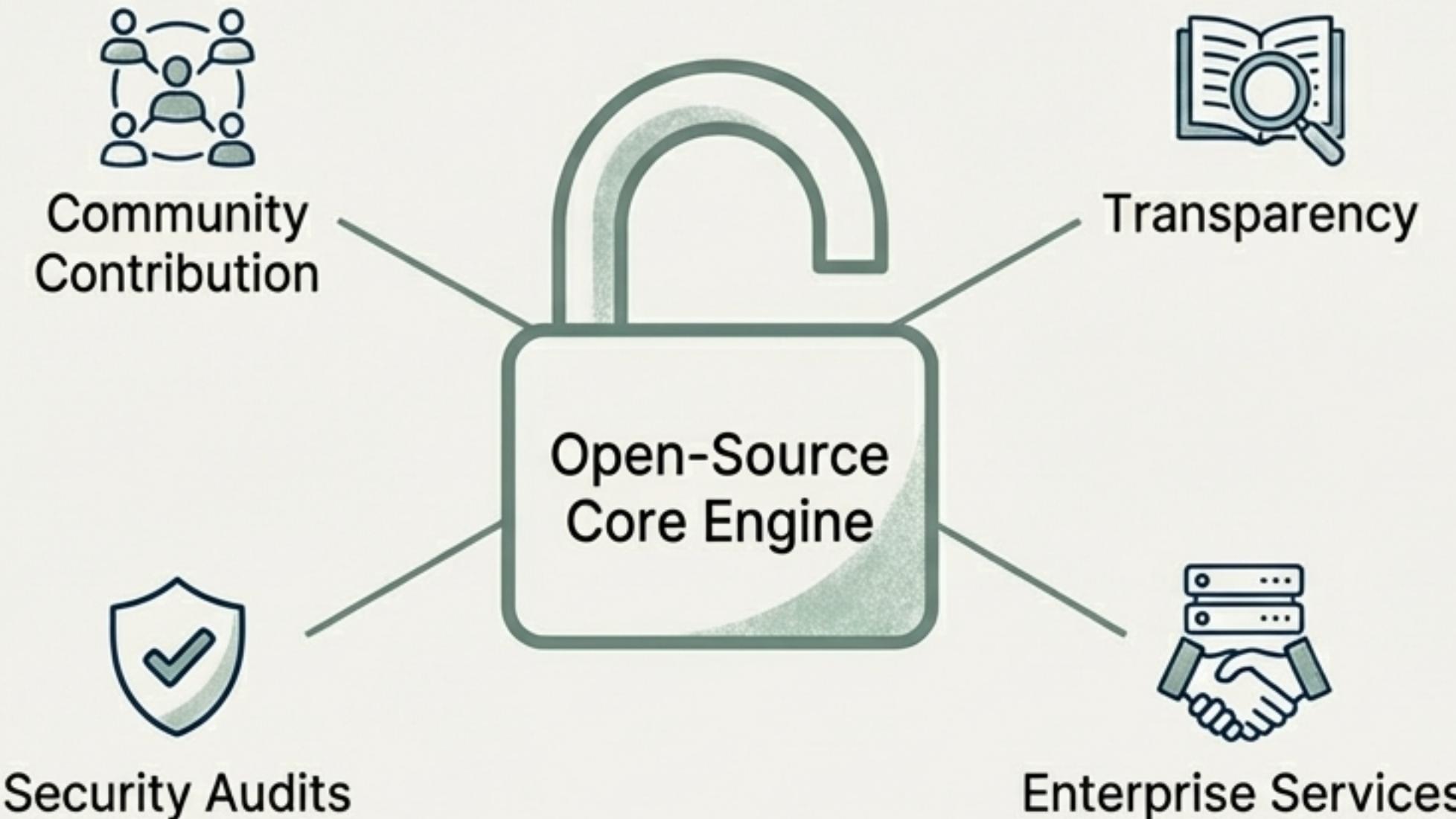
Create "living diagrams" that automatically update when source data changes. Generate visuals tailored to specific audiences (e.g., executive vs. technical) from the same source.

A Zero Learning Curve

Complex generative AI is abstracted behind a very simple interface. Users simply provide their content and receive the visual output.

Our Foundation is Built on Open-Source to Drive Trust and Adoption

We are building the “Red Hat for generative visualization.” The core technology is open-source, while monetization focuses on service, support, and enterprise-grade deployments.



Why This Wins in the Enterprise

- **Eliminates Vendor Lock-In:** Clients can inspect, modify, and even self-host the core engine.
- **Aligns with Market Trends:** Gartner forecasts 60% of businesses will use open-source LLMs for at least one AI application by 2025, up from 25% in 2023.
- **Cost-Efficient:** Deloitte found companies can save ~40% using open AI with comparable performance.

Engineered for Enterprise: Our Guiding Principles



“Live Off the Land” Philosophy

The service works with clients' existing assets in their current formats. No need to migrate data or change workflows, radically lowering the barrier to adoption.



Serverless & Cost- Efficient Architecture

Operating costs scale purely with usage, ensuring the business is profitable from day one. Costs are near-zero when idle, enabling healthy margins.



Robust Feedback & Audit Trails

Every generated visual has a logged provenance ('which input and prompt produced this diagram'). This is crucial for trust, auditability, and CI/CD pipelines for AI content.

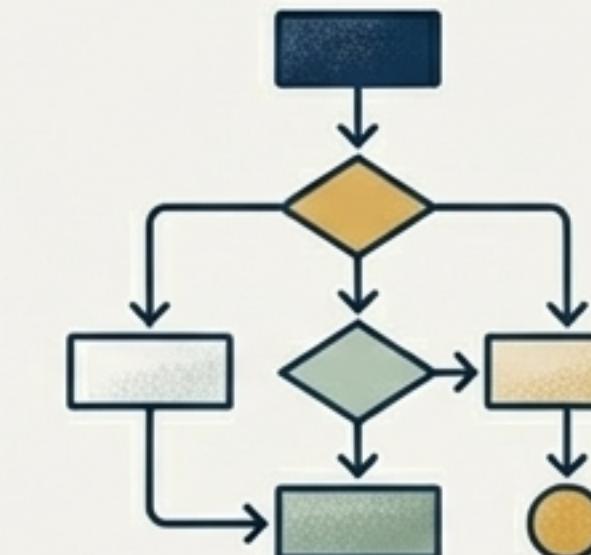
Unlocking Value Across the Enterprise: Key Use Cases



Software & DevOps

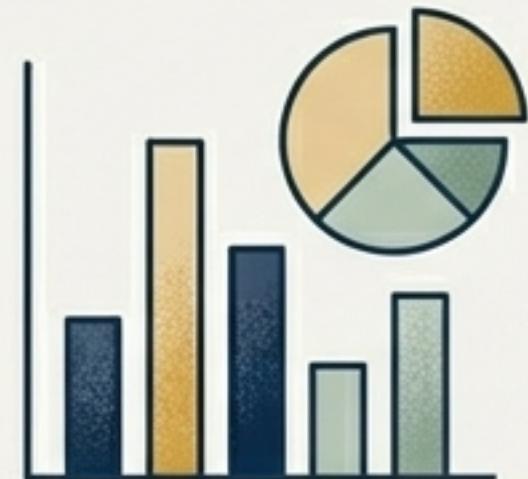
Automatically generate architecture diagrams, ERDs, or cloud infrastructure visuals from code repositories and configuration files.

Example: Startups like Eraser have demonstrated demand for such features.



Business Process & Operations

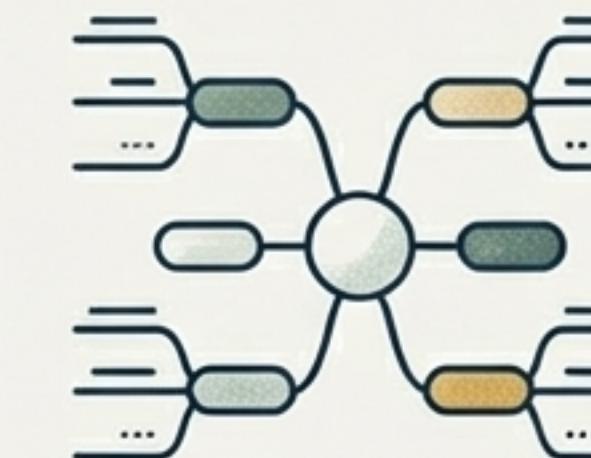
Convert text-based policy documents, SOPs, and user journey descriptions into clear flowcharts and decision trees.



Data Analysis & BI

Instantly create interactive dashboards and charts from raw data (e.g., CSVs, spreadsheets) with natural language prompts.

"Folks will paste a CSV file... and get a quick and easy interactive dashboard." – Vercel team, 2025.

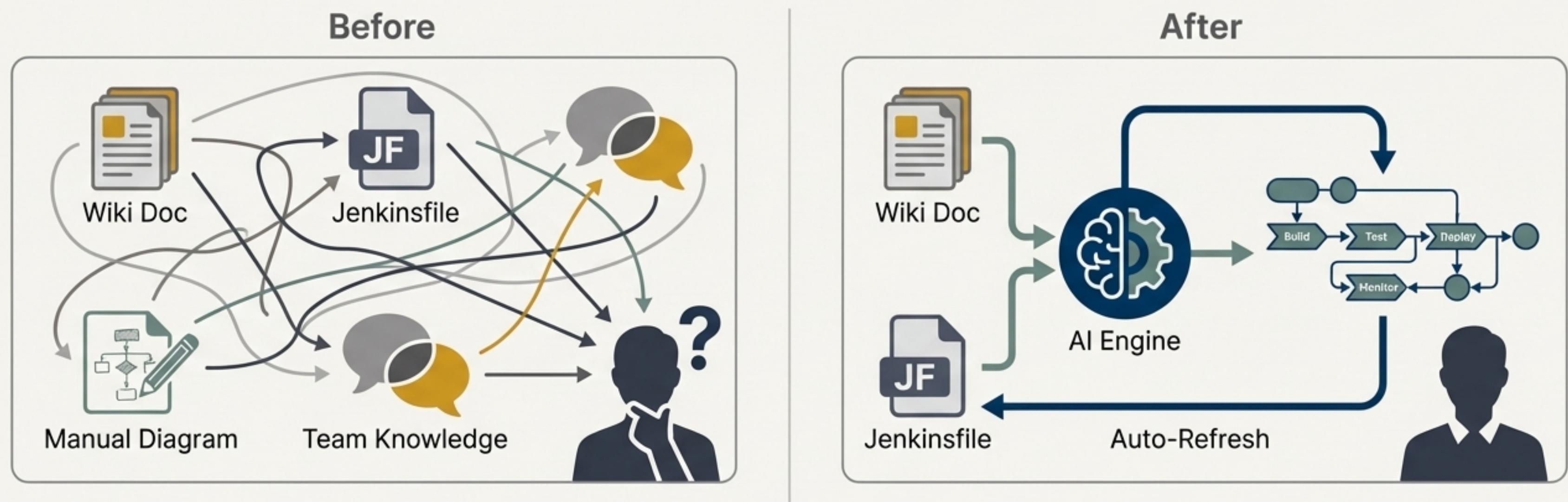


Reports & Presentations

Distill long-form reports and documents into infographic-style slides, mind maps, and summary visuals, applying corporate branding automatically.

Example in Action: The ‘Living Documentation’ for a DevOps Pipeline

“A DevOps team struggles with outdated documentation for their complex CI/CD pipeline, spread across wiki notes and Jenkins configs.”



The result: The team now has ‘live’ documentation that is never stale. They can easily spot bottlenecks and accelerate design reviews, addressing the perennial problem of outdated docs.

A Multi-Tiered Service Model to Capture the Entire Market



Tier 4: Value-Added Services

Audience: Enterprise clients with custom needs.
Model: Paid consulting for custom integrations, templates, and security certifications.



Tier 3: Enterprise Dedicated Cloud

Audience: Large organisations with strict security/compliance needs.
Model: Annual contracts for dedicated instances (single-tenant or deployed in customer's cloud) with SLAs.



Tier 2: Professional SaaS Accounts

Audience: Power users, small teams.
Model: Monthly subscription for advanced features like collaboration, version history, and integrations (Slack/Teams).



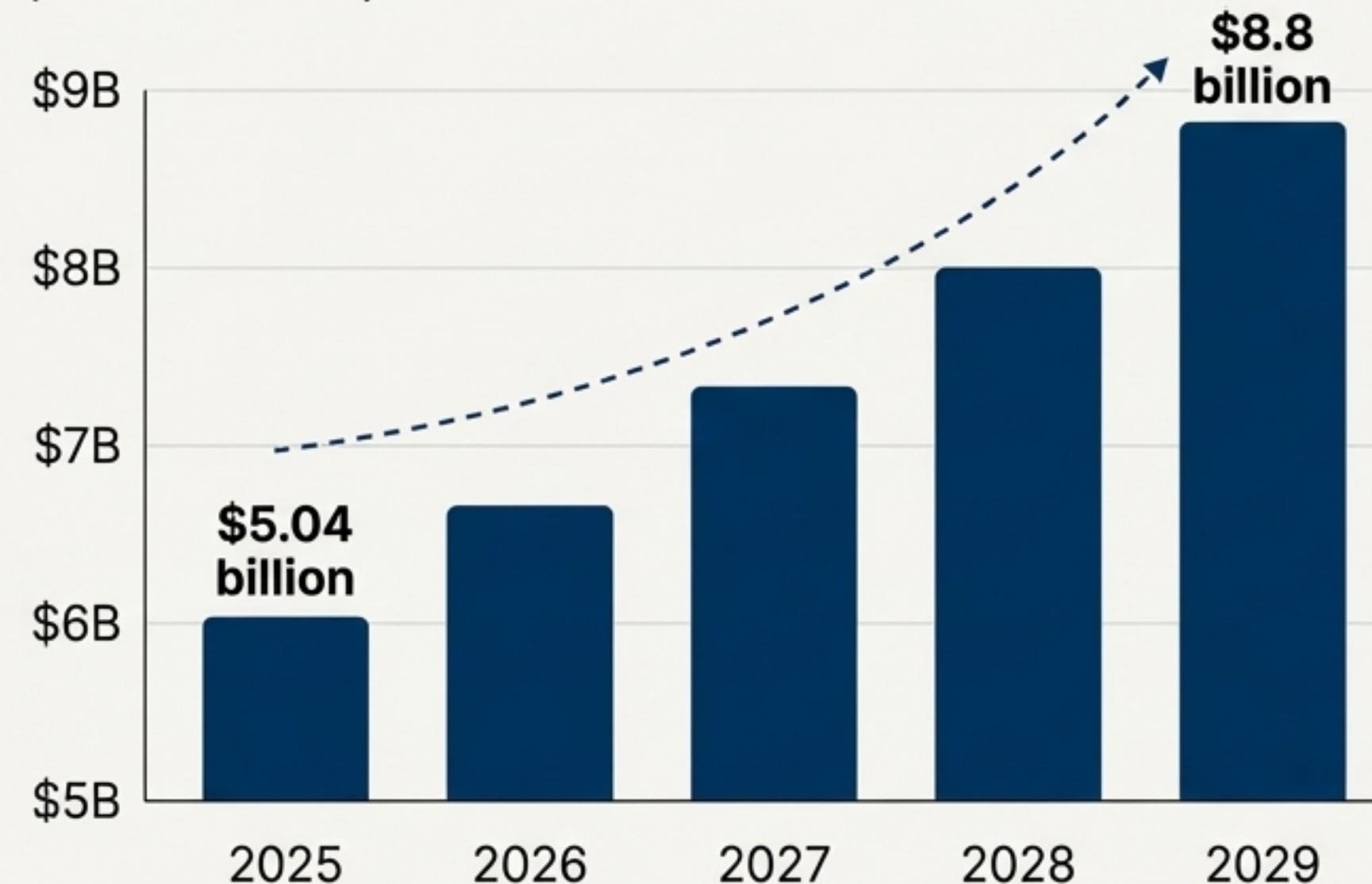
Tier 1: Public On-Demand (SaaS)

Audience: Individuals, developers, students.
Model: Pay-per-use via credits/tokens. A low-friction entry point to drive awareness and volume.

Low Fixed Costs, Early Profitability: Our serverless architecture ensures each transaction is profitable by design.

The Market Opportunity is Large and Accelerating

Generative AI in Data Visualization Market Size (USD Billions)



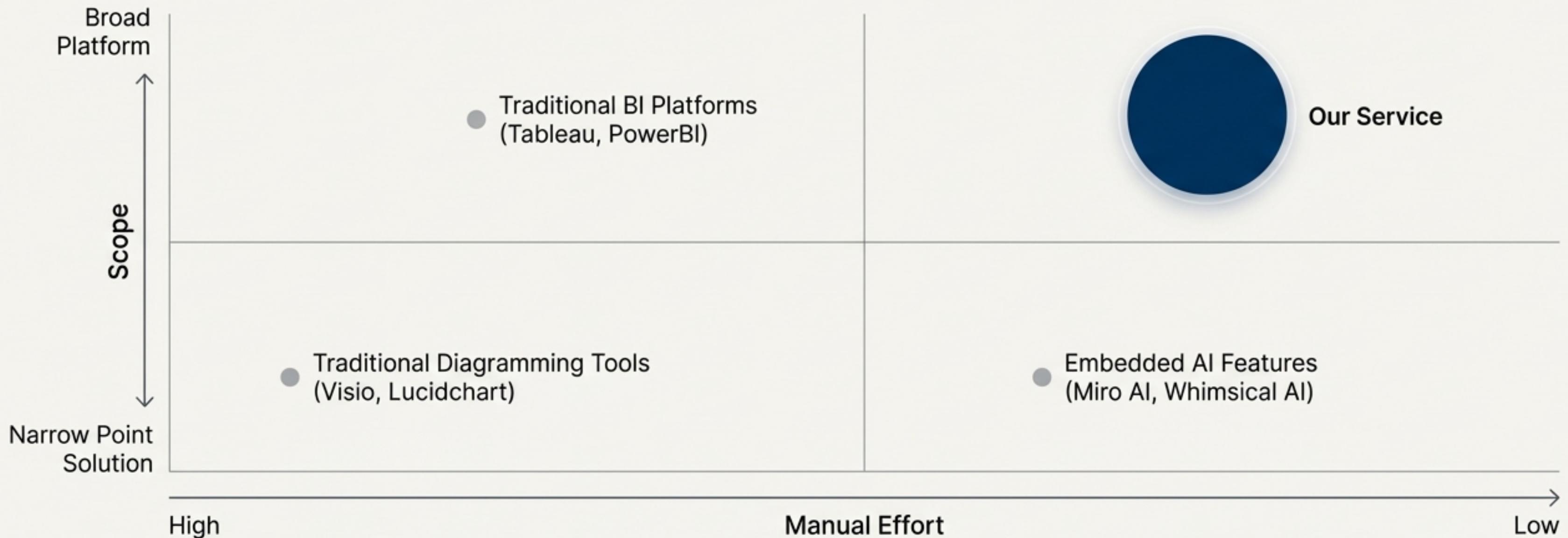
~15%

Compound Annual Growth Rate

"This growth is driven by the "increasing demand for real-time data insights" and "the need for enhanced data interpretation across industries." (Source: ResearchAndMarkets Report).

Validation: Major players are validating the demand. Databricks introduced an AI tool in mid-2024 that automatically generates and refines visual representations of complex datasets.

Our Strategic Position: The Open Standard for Generative Visualization”



We are not just another SaaS tool. Our open-source core, service-oriented model, and ability to ingest any content type create a defensible position as the 'Red Hat' of this category.

Built for the Modern Enterprise: Addressing Key Concerns



Data Privacy

Dedicated cloud and on-premise deployment options ensure sensitive data never leaves the client's control.



Security & Compliance

Built-in audit trails, content provenance, and approval workflows mitigate risks and ensure outputs can be traced and verified.



Intellectual Property

The open-source core and use of standard formats mean clients retain full ownership and control over their data and visualizations. No IP entanglement.

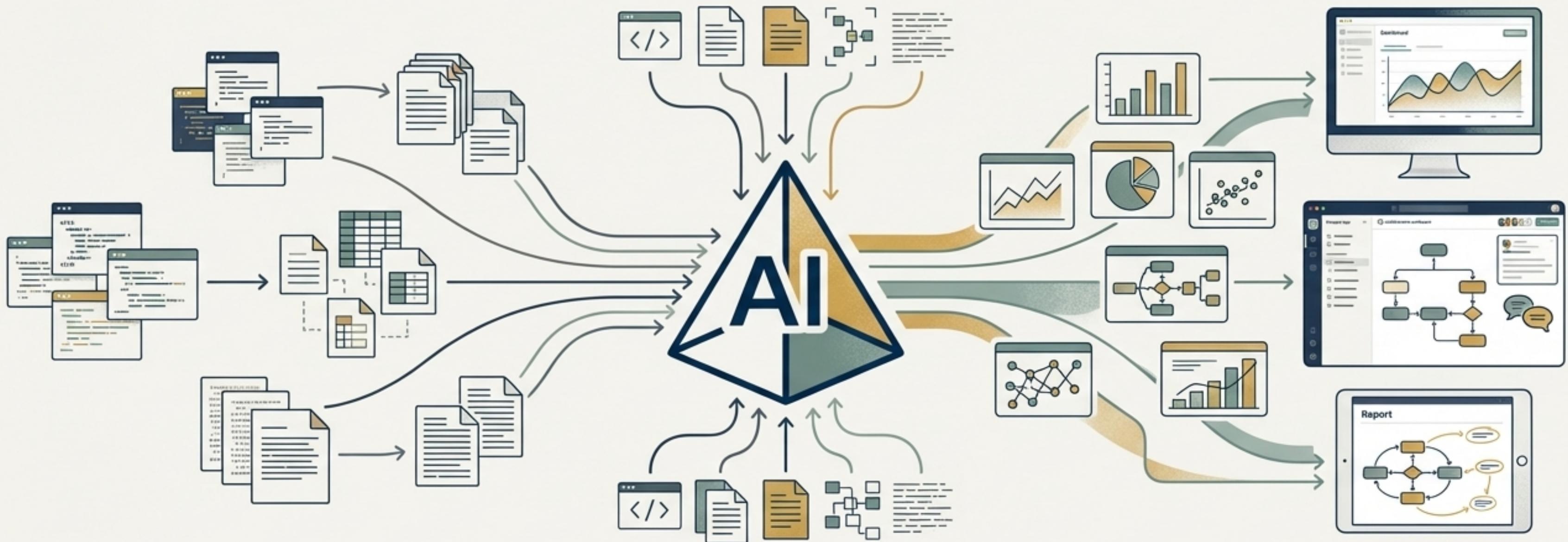


Support & Reliability

Enterprise-grade SLAs and expert support provide confidence and ensure a reliable service for mission-critical applications.

The Opportunity is to Build a New Communication Utility

Just as cloud services enabled companies to deploy applications on demand, this service enables them to deploy *understanding* on demand—in the form of clear, instant, and dynamic visuals.



The market is rapidly moving towards AI-native workflows. The company that executes now will establish the brand synonymous with turning any content into insight, fundamentally changing how organizations communicate in the AI era.