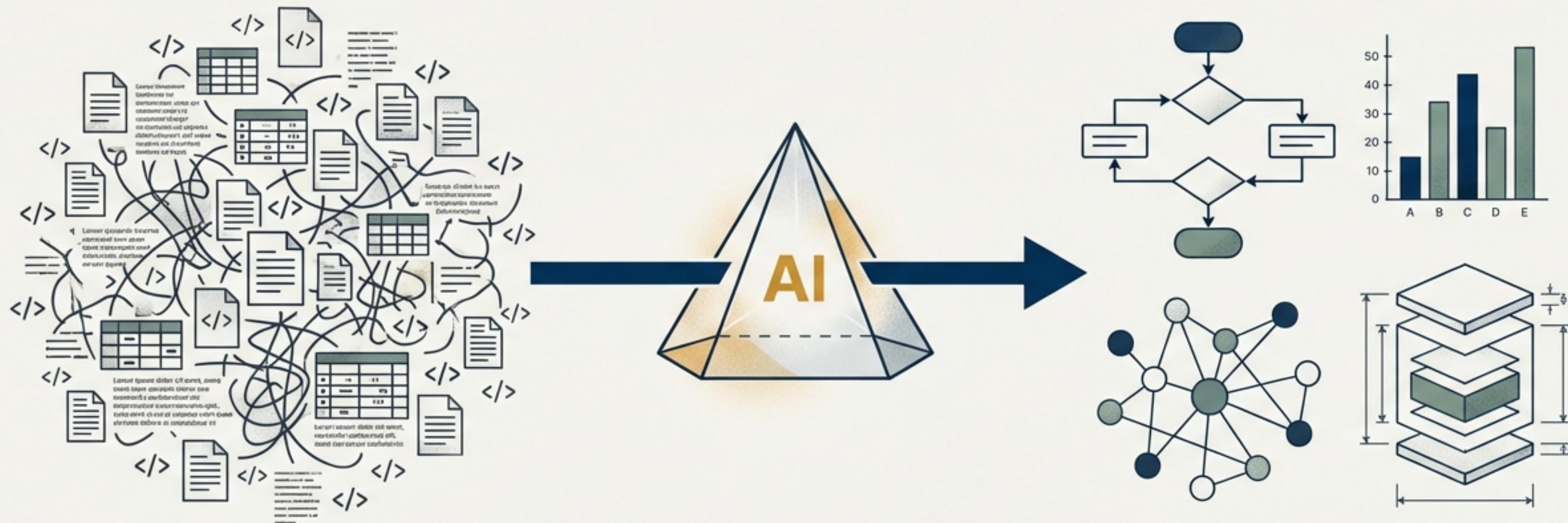


# Make Every Piece of Information Visual

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%**

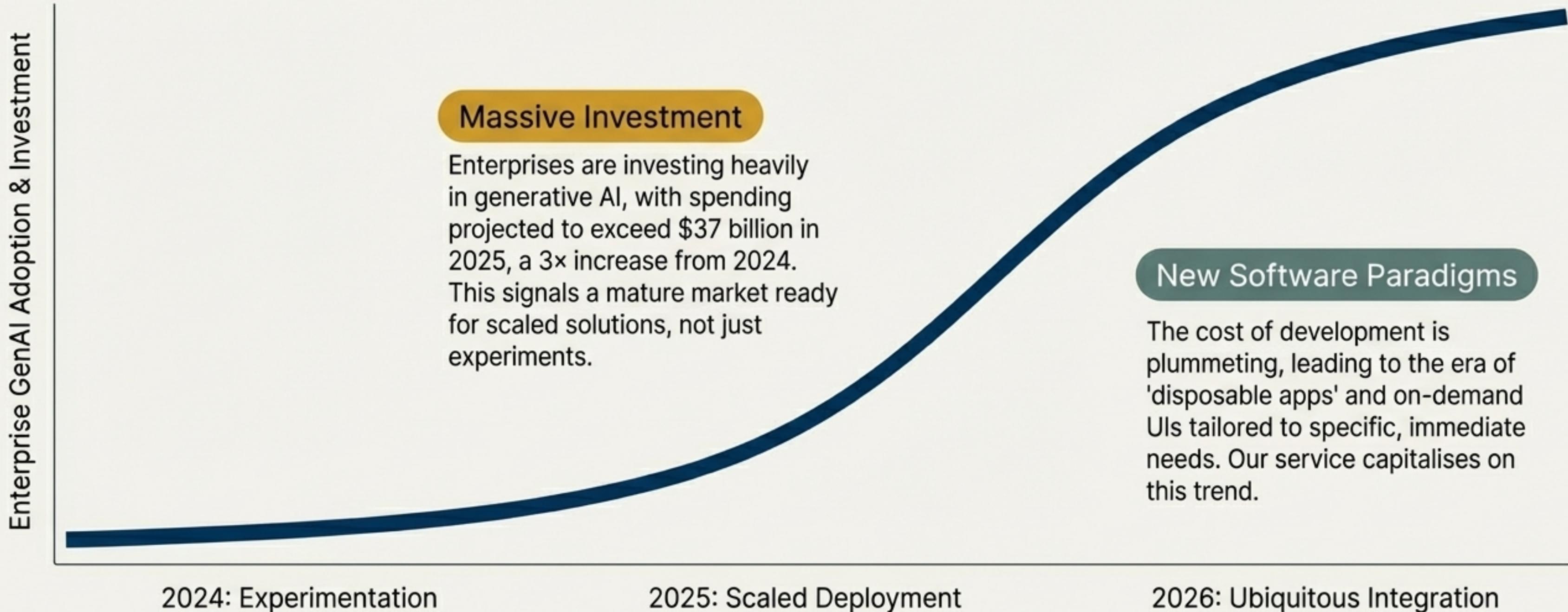
of global business leaders prefer using data visualizations in plans and presentations.

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.



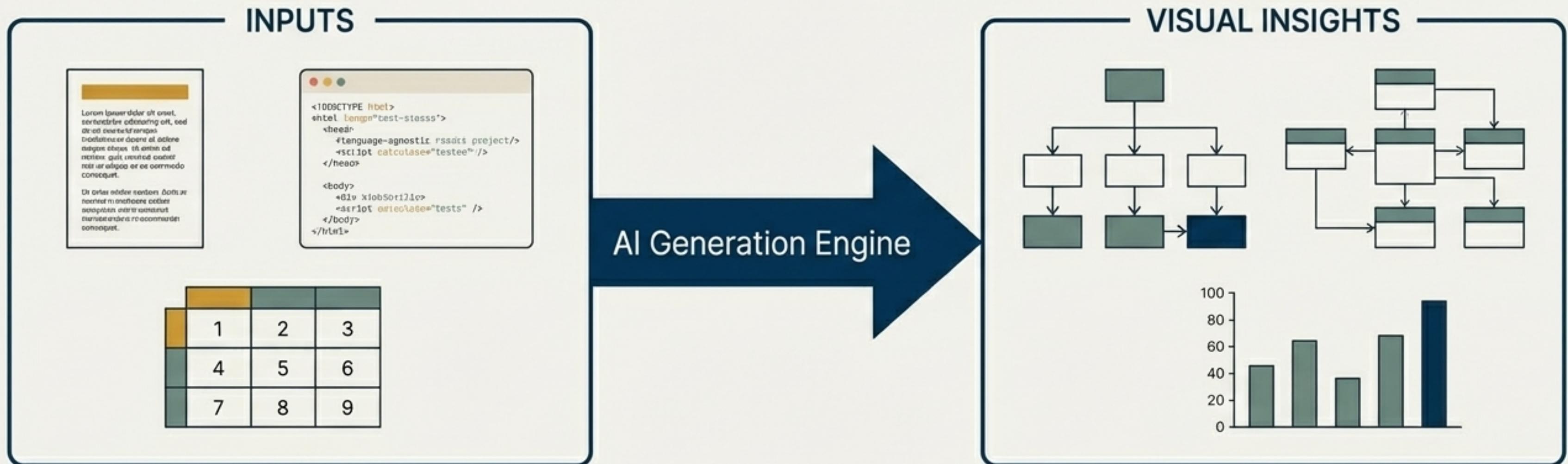
# A Tectonic Shift is Underway: Generative AI is Ready for the Enterprise



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



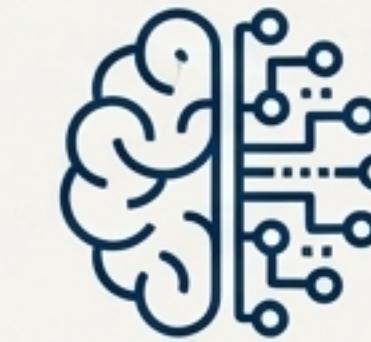
## SPEED & PRODUCTIVITY

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

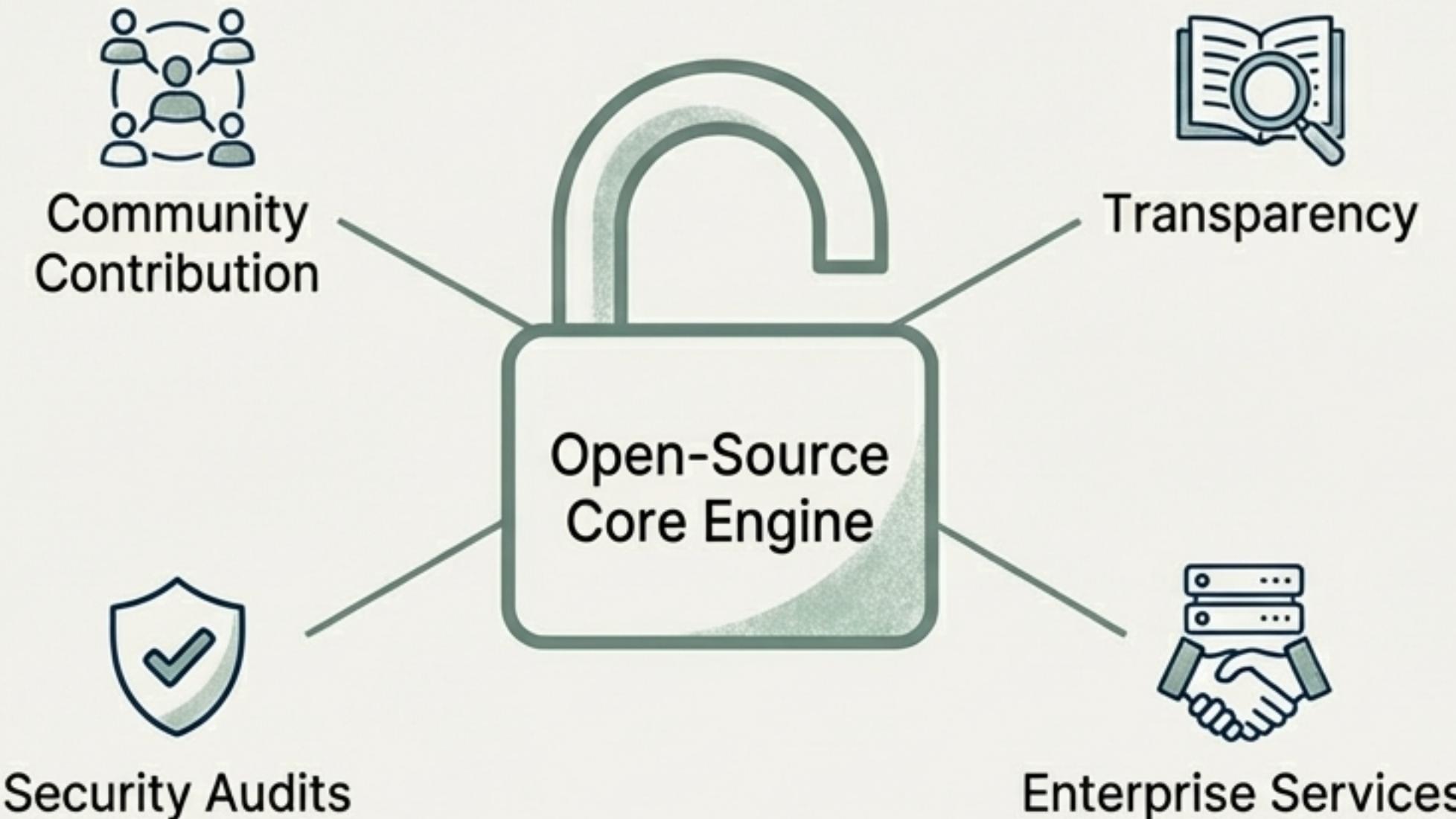
Create "living diagrams" that automatically update when source data changes. Generate visuals tailored to specific audiences (e.g., executive vs. technical) from the same source.

## 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.

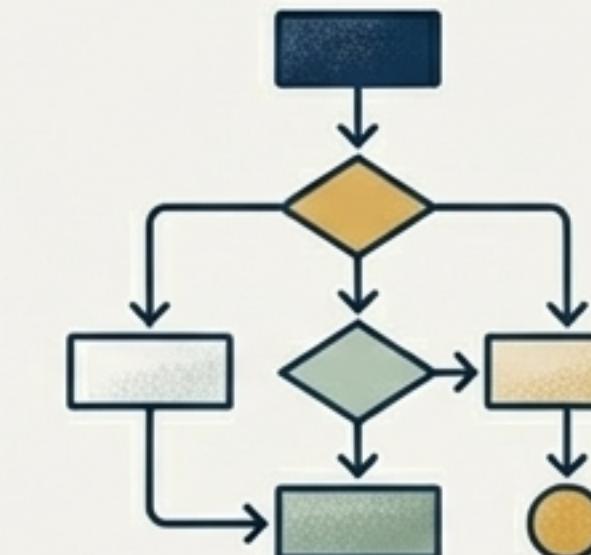
# Unlocking Value Across the Enterprise: Key Use Cases



## Software & DevOps

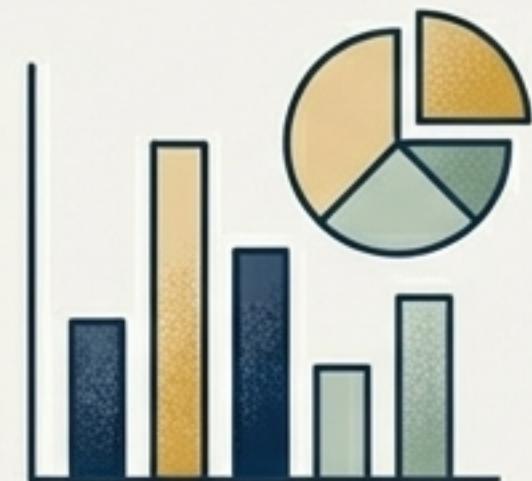
Automatically generate architecture diagrams, ERDs, or cloud infrastructure visuals from code repositories and configuration files.

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



## Business Process & Operations

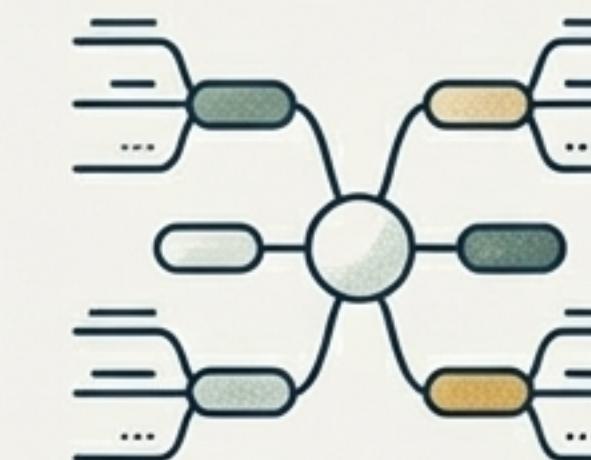
Convert text-based policy documents, SOPs, and user journey descriptions into clear flowcharts and decision trees.



## 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.

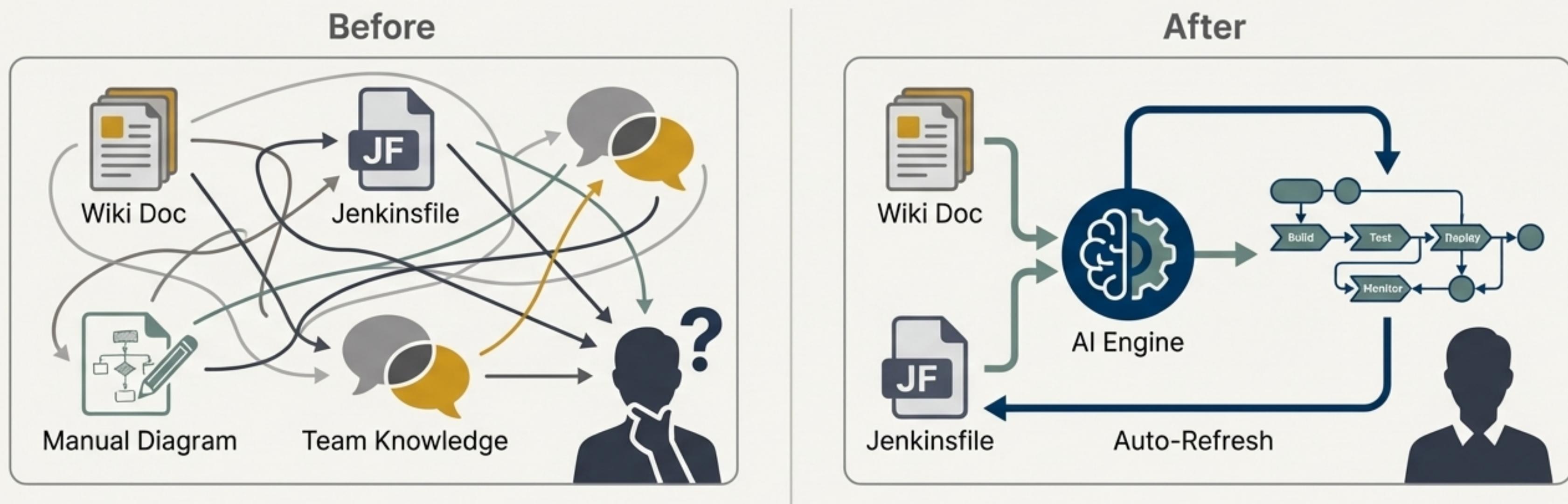


## Reports & Presentations

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).



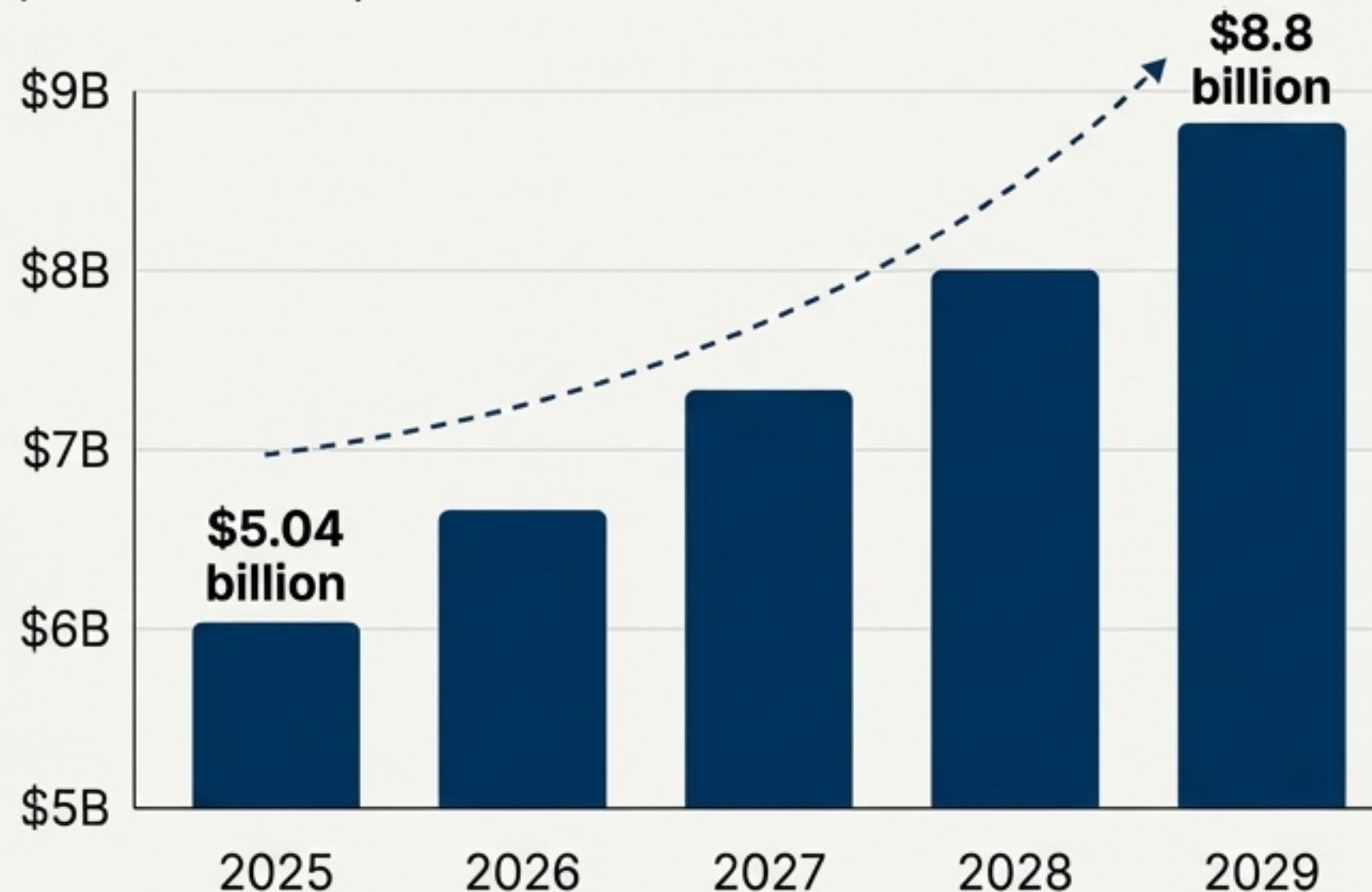
## Tier 1: Public On-Demand (SaaS)

**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)



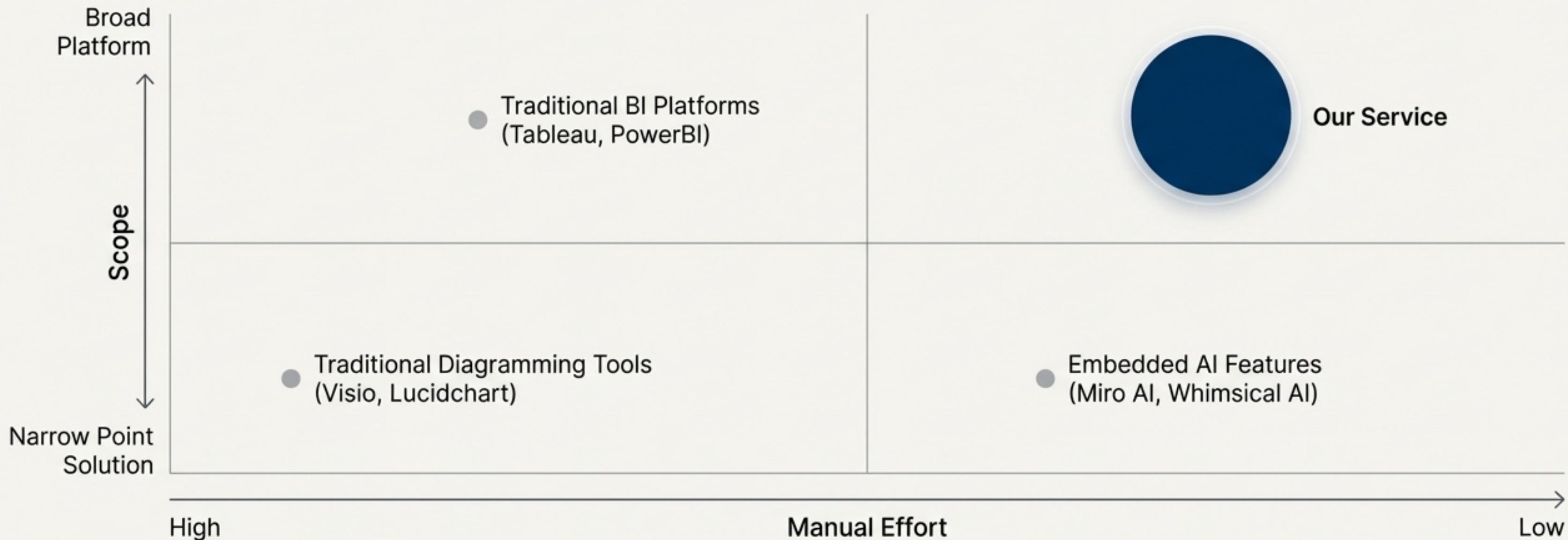
~15%

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™ in Publico Headline



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.

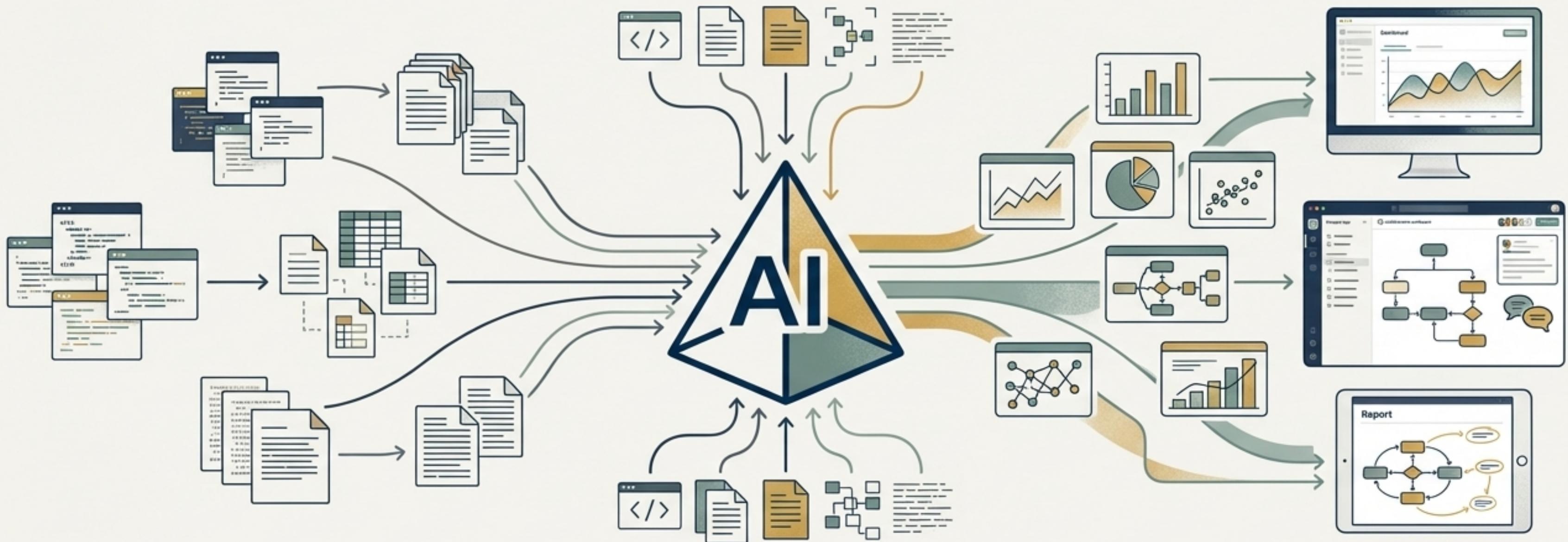


## Support & Reliability

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.