# Dossier: MATROID, INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $74,911.00

**Award Date:** 2024-05-17

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Matroid, Inc. is a computer vision company specializing in building accessible and powerful AI-powered detection and search capabilities for a wide range of applications, including security, manufacturing, and autonomous systems. Their core mission is to democratize access to visual AI by offering a platform that enables users, even without extensive coding or machine learning expertise, to train and deploy highly accurate detectors for objects, events, and anomalies from video, images, and other sensor data. Matroid solves the problem of expensive and complex custom AI development by providing a no-code/low-code platform for quickly building and deploying visual AI models, reducing time-to-value and the total cost of ownership. Their unique value proposition lies in the combination of advanced AI algorithms with an intuitive user interface, enabling rapid prototyping, deployment, and scaling of customized vision-based applications, particularly within industries requiring high levels of accuracy and reliability.

**Technology Focus:**

* Matroid Studio:\*\* A web-based platform for building, training, and deploying custom object detectors and classifiers using user-provided or pre-trained datasets. Features include AutoML for automatic model selection and optimization, as well as tools for data labeling and annotation.
* Detector Marketplace:\*\* A library of pre-built detectors for common objects, events, and anomalies, significantly reducing development time for users. These detectors are customizable and trainable with user-specific data to improve accuracy.
* Matroid Stream Inference:\*\* Enables real-time analysis of video streams and other sensor data, allowing for instantaneous detection and alerts based on trained models. This includes edge deployment capabilities for processing data closer to the source, reducing latency and bandwidth requirements.

**Recent Developments & Traction:**

* Series B Funding (October 2021):\*\* Raised $20 million in a Series B funding round led by Energize Ventures with participation from existing investors NEA, Lightspeed Venture Partners, and others. The funding was intended to accelerate platform development and expand go-to-market activities.
* Partnership with NVIDIA (Ongoing):\*\* Matroid integrates with NVIDIA's GPUs and software stack, offering optimized performance for AI model training and inference. Matroid is also featured in NVIDIA's partner ecosystem, reflecting a close technological collaboration.
* Expansion of Product Suite (2022-2023):\*\* Continued enhancements to Matroid Studio, including improved AutoML capabilities and support for a wider range of data sources and sensor types. Focused on expanding edge computing capabilities to enable real-time inference on devices with limited resources.

**Leadership & Team:**

* George Brostoff (CEO):\*\* Co-founder of Matroid and previously held leadership roles at Google, where he worked on machine learning infrastructure and large-scale data processing systems.
* Deven Desai (CTO):\*\* Co-founder and CTO of Matroid, with a background in machine learning and computer vision research at Stanford University.

**Competitive Landscape:**

* Clarifai:\*\* Similar platform offering computer vision as a service. Matroid differentiates itself through its focus on ease of use and rapid deployment, with a strong emphasis on its no-code/low-code platform and the Detector Marketplace.
* Amazon Rekognition:\*\* Cloud-based computer vision service. Matroid provides more customization options and control over the model training process, appealing to users who require highly specific and accurate detectors.

**Sources:**

1. [https://www.matroid.com/](https://www.matroid.com/)

2. [https://www.crunchbase.com/organization/matroid](https://www.crunchbase.com/organization/matroid)

3. [https://www.prnewswire.com/news-releases/matroid-raises-20-million-to-democratize-access-to-ai-powered-computer-vision-301401207.html](https://www.prnewswire.com/news-releases/matroid-raises-20-million-to-democratize-access-to-ai-powered-computer-vision-301401207.html)