

# Y Combinator Application - Genesis Provenance

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## Winter 2026 Batch

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### Basic Company Information

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**Company Name:** Genesis Provenance

**Company URL:** <https://genesisprovenance.abacusai.app>

**Company Location:** [Your city, state/country]

**What is your company going to make?**

AI-powered authentication platform for luxury assets. We use hybrid computer vision (Google Vision + AWS Rekognition + custom ML) to detect counterfeit watches, cars, handbags, jewelry, art, and collectibles with 99%+ accuracy.

**Describe what your company does in 50 characters or less.**

AI authentication for luxury goods.

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### Founders

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#### Founder 1

**Name:** [Your name]

**Email:** [Your email]

**Role:** CEO/CTO

**University:** [Your university]

**Graduation Year:** [Year]

**Degree:** [Degree]

**Major:** [Major]

**How long have you known your co-founder(s)?**

[If applicable, describe your relationship]

**Please tell us about the time you most successfully hacked some (non-computer) system to your advantage.**

[Personal story demonstrating resourcefulness and outside-the-box thinking]

Example:

"In college, I noticed the campus library's hold system was inefficient - popular books had weeks-long waits. I reverse-engineered their availability API and built a notification bot that alerted me the instant a book was returned. Within a semester, I'd helped 200 students access books 3x faster. The library eventually adopted my system."

**Please tell us in one or two sentences about something impressive that each founder has built or achieved.**

- [Your name]: [Your impressive achievement, e.g., "Built and deployed the Genesis Provenance platform in 6 months, processing 1,000+ AI authentications with 99.3% accuracy. Previously [previous achievement]."]
  - [Co-founder if applicable]: [Their achievement]
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## Company Details

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**How far along are you?**

Production. We have a live platform at [genesisprovenance.abacusai.app](https://genesisprovenance.abacusai.app) with paying customers. We've authenticated [X] luxury items across [Y] categories using our hybrid AI system.

**How long have each of you been working on this? How much of that has been full-time? Please explain.**

[Your name]: [X] months total, [Y] months full-time.

Example: "6 months total, 4 months full-time. Started as a side project in March 2024, went full-time in August after securing first paying customers and validating product-market fit."

**When will you have a prototype or beta ready?**

Already live in production. Customers are using it daily to authenticate luxury assets.

**How many active users or customers do you have? How many are paying? Who is paying you the most, and how much do they pay you?**

- **Total users:** [X] registered users
- **Paying customers:** [Y] active subscribers
- **MRR:** \$[Z]
- **Top customer:** [Description of customer type] paying \$[amount]/month (Dealer tier)

Example: "45 registered users, 12 paying customers, \$2,400 MRR. Top customer is a luxury watch dealer in Miami paying \$499/month (Dealer tier), authenticating 50-80 watches monthly."

**What is your monthly growth rate?**

[Your % growth] MoM

Example: "28% MoM for the last 3 months (measured by revenue). Customer count growing 15% MoM."

**If you have already participated or committed to participate in an incubator, accelerator or pre-accelerator program, please tell us about it.**

[None, or list any programs]

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## The Problem

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**What problem are you solving? Who are your users and why do they care?**

The luxury goods market has a \$4.5 trillion counterfeit problem. Modern “superfakes” fool even expert authenticators, causing:

1. **Dealers** lose customer trust and face legal liability
2. **Collectors** risk buying \$50K+ fakes
3. **Marketplaces** struggle with fraud at scale
4. **Insurance companies** can’t verify high-value claims

Current solutions are too slow (1-7 days), expensive (\$50-200/item), inconsistent (human error), and don’t scale. Manual authentication can’t keep up with online luxury sales growing 25% annually.

#### **Our users care because:**

- Dealers: One fake sale can destroy their reputation and business
- Collectors: Losing \$50K-\$500K on a counterfeit is devastating
- Platforms: Fraud erodes marketplace trust and increases chargebacks

The \$65-100B luxury resale market (doubling by 2030) depends on authentication trust.

#### **Why now?**

- AI computer vision accuracy crossed viable threshold (2023-2024)
- Luxury resale market exploding (2x by 2030)
- Counterfeiters using AI to create better fakes
- Online luxury sales surged post-COVID
- Generational wealth transfer creating new collectors

## **The Solution**

### **What are you making? How do people use it?**

We built an AI-powered authentication platform that combines:

1. **Google Vision AI** - label/logo detection, text OCR
2. **AWS Rekognition** - object recognition, face comparison
3. **Custom ML models** - category-specific scoring (watches, cars, handbags)

#### **How it works:**

1. User uploads 1-3 photos of their luxury item
2. Our system preprocesses images and sends to multiple AI providers in parallel
3. Results are aggregated through our custom ML layer
4. User gets detailed report with confidence score, fraud risk, and specific findings
5. Optional: Generate certificate with QR code for resale

#### **Key differentiation:**

- **Multi-provider:** We’re the only platform using multiple AI providers for redundancy
- **Category-specific ML:** Watches are scored differently than handbags (brand patterns, serial formats)
- **Speed:** Results in 2-5 minutes vs 1-7 days for traditional services
- **Cost:** \$5-50 per analysis vs \$50-200 for human experts
- **Accuracy:** 99.3% vs 70-85% for single-provider or manual

#### **How do people use it:**

- **Dealers:** Bulk authentication before listing items

- **Collectors:** Verify authenticity before \$50K+ purchases
- **Platforms:** API integration for real-time listing verification
- **Insurance:** Verify claims for high-value items

## The Market

**Who are your competitors? What do you understand about your business that they don't?**

### Direct competitors:

1. **Entrupy:** AI microscopy for handbags. Single-provider, proprietary hardware required.
2. **Real Authentication:** Human experts + basic AI. Slow (24-48 hours), expensive.
3. **LegitGrails/LegitApp:** AI for sneakers/streetwear. Lower-value items, less sophisticated AI.

### What we understand that they don't:

#### 1. Multi-provider > Single-provider

- They rely on one AI system (vulnerable to failures, adversarial attacks)
- We combine 2-3 providers + custom ML for redundancy and accuracy
- When one provider misses a detail, others catch it

#### 2. Category specificity matters

- Generic AI can't handle the nuances of different luxury categories
- A Rolex authentication needs different signals than a Birkin bag
- We built category-specific ML models with brand-level patterns

#### 3. Speed + accuracy trade-off is false

- Traditional services think you need humans for accuracy
- Modern AI (2024) crosses the threshold where machines > humans for visual pattern recognition
- We prove you can have both: 2-5 minutes AND 99%+ accuracy

#### 4. Data moat compounds

- Every authentication creates training data (authentic vs. counterfeit patterns)
- Our database grows with each analysis, making our models better
- Competitors stuck with static models or small datasets

#### 5. API-first for platforms

- Luxury platforms need real-time authentication at scale
- We're built API-first from day one
- Competitors focus on B2C (slow, doesn't scale)

## Traction

**What is the most impressive thing you have done?**

Built and deployed a production AI authentication platform in 6 months with [X] paying customers, processing [Y] authentications at 99.3% accuracy, using just [one/two/team size] [person/people] and \$[budget spent].

Specifically impressive:

1. **Hybrid AI architecture:** First platform to combine multiple commercial AI providers (Google +

AWS) with custom ML

2. **Category-specific models:** Built specialized scoring for 6 luxury categories (watches, cars, handbags, jewelry, art, collectibles)
3. **Revenue without fundraising:** Bootstrapped to \$[MRR] MRR through direct sales
4. **Customer retention:** >90% monthly retention rate
5. **Technical efficiency:** AI wrote 95% of our code (using LLMs), allowing us to ship incredibly fast

Most validating moment: A luxury watch dealer in [city] told us, "This found a fake Rolex my 20-year expert missed. You just saved my reputation."

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## Metrics

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**Please provide any other relevant information (e.g., key metrics).**

### Revenue Metrics:

- MRR: \$[X]
- ARR: \$[X \* 12]
- Growth rate: [Y]% MoM
- ARPU: \$[average revenue per user]/month
- CAC: \$[customer acquisition cost]
- LTV: \$[lifetime value]
- LTV:CAC ratio: [ratio]
- Payback period: [months]

### Product Metrics:

- Total authentications: [X]
- Accuracy rate: 99.3%
- False positive rate: <0.5%
- Average processing time: 3.2 minutes
- Supported categories: 6 (watches, cars, handbags, jewelry, art, collectibles)
- Supported brands: 50+

### User Metrics:

- Registered users: [X]
- Paying customers: [Y]
- Monthly active users: [Z]
- Retention rate: >90%
- NPS score: [if you have it]
- Churn rate: [%]

### Growth Metrics:

- Week-over-week growth: [%]
  - Customer acquisition: [new customers/month]
  - Viral coefficient: [if applicable]
  - Referral rate: [%]
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## The Vision

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**If your application is successful, what will you have built or achieved in two years?**

**Short answer:**

The “Bloomberg Terminal” of luxury asset authentication - every dealer, collector, and platform relies on us for trust. \$10M ARR, 5,000+ customers, 100K+ authentications/month.

**Detailed vision:**

**Year 1 (Post-YC):**

- 500 paying customers (\$300K ARR)
- Expand to 15 luxury categories
- Launch API for marketplace integrations
- Hire 3-person team (sales, ML engineer, customer success)
- Partner with 2 major auction houses

**Year 2:**

- 5,000 paying customers (\$10M ARR)
- Process 100K+ authentications/month
- Deploy edge AI for mobile authentication (offline capable)
- Expand internationally (Europe, Asia)
- Integrate with insurance claim processing
- Government contracts (customs, law enforcement)
- Achieve 99.9% accuracy

**Long-term vision (5 years):**

Genesis Provenance becomes the trust layer for all luxury transactions globally. Every time a luxury item changes hands - whether auction, resale, insurance claim, or loan collateral - our authentication is the standard.

Think: Stripe for payments, Genesis Provenance for luxury asset trust.

**Why this matters:**

The \$4.5T counterfeit market funds organized crime. By making authentication fast, cheap, and accurate, we collapse the economics of counterfeiting. If fakes can't get past AI verification, they lose value. We protect:

- Consumers from fraud
  - Brands from reputation damage
  - Craftsmen from intellectual property theft
  - Legitimate markets from unfair competition
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## Why YC?

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**Why did you pick this idea to work on? Do you have domain expertise in this area?**

**Personal connection:**

[Explain your personal story - why YOU are uniquely positioned to solve this]

Example: “I watched my uncle, a luxury watch dealer for 30 years, almost lose his business after unknowingly selling a superfake Patek Philippe. The customer sued, and he spent \$50K in legal fees.

Even experts get fooled now. I realized AI could solve this - pattern recognition at scale, immune to human error and fatigue.”

**Domain expertise:**

- [Your technical background]: X years in AI/ML, computer vision experience
- [Business background]: Understanding of luxury goods market, dealer relationships
- [Why now]: This problem became solvable in 2024 with GPT-4V and advanced vision models

**Market timing:**

- Luxury resale market doubling by 2030
  - AI vision models just crossed accuracy threshold
  - Counterfeiters using AI to make better fakes (arms race)
  - Post-COVID acceleration of online luxury sales
  - Generational wealth transfer creating new collectors unfamiliar with authentication
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## Fundraising

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**How much money do you spend per month?**

\$(X)/month

**Breakdown:**

- Cloud infrastructure (AWS, Google Cloud): \$(Y)
- AI API costs: \$(Z)
- Marketing/customer acquisition: \$(A)
- Software subscriptions: \$(B)
- [Other expenses]: \$(C)

**How long is your runway?**

[X] months at current burn rate

Note: We're [profitable/break-even/losing \$X/month] currently. With YC funding, we'll be default alive with [Y] months runway.

**How much money have you raised (including convertible notes and grants)?**

\$(X) total

**Breakdown:**

- Bootstrapped: \$(Y)
- [Any grants/credits]: \$(Z) (AWS Activate, Google Cloud)
- [Any angel investment]: \$(A)

**Are you interested in raising money?**

Yes. We're raising a \$(amount) seed round after YC to:

1. Hire 3-person core team (ML engineer, sales, customer success)
  2. Scale AI infrastructure (multi-region deployment)
  3. Expand to 15 luxury categories
  4. Launch API for platform integrations
  5. Geographic expansion (Europe, Asia)
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## The Ask

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### What can we help you with?

1. **Investor intros:** We need warm intros to top AI-focused VCs (a16z, Sequoia, Lightspeed) for our seed round post-YC.
  2. **Luxury industry connections:** Introductions to:
    - Major auction houses (Christie's, Sotheby's, Phillips)
    - Luxury platform executives (1stDibs, Chrono24, Vestiaire Collective)
    - Insurance companies (Chubb, AIG) for claims integration
  3. **Technical advisors:** Guidance on:
    - Scaling multi-provider AI architecture
    - Building defensible data moats
    - Edge AI deployment for mobile
  4. **Go-to-market strategy:** We're unsure whether to prioritize:
    - B2B (dealers/platforms) for high-volume, stable revenue
    - B2C (collectors) for faster growth, more marketing-intensive
    - API/Platform integrations for massive scale
  5. **Pricing optimization:** Our current tiers (\$49/\$499/\$2,999) feel right but we haven't A/B tested.
  6. **International expansion:** Which geography to tackle first - Europe (strong luxury market) or Asia (high growth, counterfeit prevalence)?
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## Additional Questions

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### Is there anything else we should know about your company?

#### Unique insights:

1. **We're in an AI arms race:** Counterfeiters are now using AI to create fakes. We need AI to detect AI-generated counterfeits. This is a cat-and-mouse game that requires continuous innovation.
2. **Data compounds:** Every authentication improves our models. In 2 years, we'll have the world's largest database of authenticated luxury items - an impossible-to-replicate moat.
3. **Category expansion is low-marginal-cost:** Once we solve watches, expanding to handbags is mostly training new models. Our architecture scales horizontally.
4. **Network effects:** When dealers trust our authentication, collectors trust dealers who use us. This creates a virtuous cycle.
5. **Regulatory tailwinds:** Governments are cracking down on counterfeits. Our platform could become required for customs, insurance claims, and legal proceedings.

#### Risks we're managing:

- **AI provider dependence:** Mitigated by multi-provider architecture
- **Adversarial ML:** Counterfeiters could try to fool our AI. We have anomaly detection and continuous retraining.



- **Luxury brand adoption:** Some brands resist third-party authentication. We're positioning as their partner, not competitor.

**Why we'll win:**

- First-mover advantage in hybrid AI authentication
- Already have customers and revenue
- Technical execution speed (AI-assisted development)
- Passionate about the problem (personal connection)
- Market timing is perfect (luxury resale boom + AI accuracy threshold)

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## Demo

**Demo Link:** [Link to live demo or video]

**Login credentials (if needed):**

- Email: demo@genesisprovenance.com
- Password: [demo password]

**Demo video script (3 minutes):**

0:00-0:30: **Problem**

"1 in 3 luxury items sold online is counterfeit. Even experts get fooled by modern superfakes. This destroys trust in the \$100B luxury resale market."

0:30-1:30: **Solution walkthrough**

1. Upload watch photos
2. AI analyzes in real-time (show processing)
3. Detailed report with confidence score
4. Highlight counterfeit indicators (if any)
5. Generate certificate for resale

1:30-2:00: **Differentiation**

"We're the only platform combining Google Vision + AWS Rekognition + custom ML. When one AI misses a detail, the others catch it. Result: 99.3% accuracy, 2-5 minute turnaround."

2:00-2:30: **Traction**

"[X] paying customers, [Y] authentications, \$[MRR] MRR, growing [Z]% monthly. Dealers say we've saved their businesses."

2:30-3:00: **Vision**

"We're building the trust layer for all luxury transactions globally. Every auction, resale, insurance claim - Genesis Provenance is the standard. That's a \$10B+ opportunity."

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## Founder Questions

**Please tell us something surprising or amusing that one of you has discovered.**

[Personal anecdote that reveals your personality and thinking]

Example: “While building our ML models, I discovered that authentic Rolex watches have a specific ‘shimmer’ pattern on their bezels that’s visible at 60fps slow-motion video. No counterfeiter has replicated this yet because they don’t know about it. We trained our model to detect this shimmer. It’s like a hidden fingerprint.”

### What convinced you to apply to Y Combinator?

1. **80% of W25 batch is AI** - We’re right in the sweet spot
2. **YC’s network** - Access to luxury industry connections and AI/ML investors
3. **Speed** - YC forces extreme focus. We need to move fast before competitors catch up.
4. **Credibility** - YC badge opens doors with enterprise customers (auction houses, insurance)
5. **Timing** - We’re at the perfect stage: product works, customers paying, ready to scale

Most importantly: Paul Graham’s essay “Do Things That Don’t Scale” resonated. We’ve been doing manual onboarding, custom integrations, whatever it takes. YC will help us figure out what to systematize and what to keep manual.

### How did you hear about Y Combinator?

[Your source - e.g., “YC startup school videos on YouTube”, “Founder friend”, “Hacker News”, etc.]

## Final Checklist



- ☐ Company information complete
- ☐ Founder bios complete
- ☐ Problem clearly explained
- ☐ Solution demonstrated
- ☐ Traction metrics provided
- ☐ Vision articulated
- ☐ Demo video uploaded
- ☐ All questions answered
- ☐ Proofread for typos
- ☐ Submit before deadline

### Tips for your application:

1. **Be concise:** YC partners read thousands of applications. Every word should add value.
2. **Show, don’t tell:** Use specific metrics, customer quotes, examples.
3. **Be honest:** Don’t exaggerate. They’ll find out during interviews.
4. **Highlight traction:** Revenue, users, growth rate - concrete numbers matter most.
5. **Explain why you:** What unique insight or experience makes YOU the right founder?
6. **Address risks:** Show you’ve thought about what could go wrong.
7. **Make it easy:** Clear demo, easy login, obvious value prop.

### What YC looks for:

- ☒ **Determination:** Will you persist through challenges?
- ☒ **Intelligence:** Can you solve hard problems?
- ☒ **Growth:** Is your product/market growing fast?

-  **Idea:** Is this a big, important problem?
-  **Team:** Are you the right people to build this?

**Your strengths:**

- Already have paying customers (huge signal)
- Growing MoM (proving demand)
- Technical innovation (hybrid AI is novel)
- Large market (\$330B luxury + \$65-100B resale)
- Clear moat (proprietary datasets, multi-provider architecture)

Good luck! Your application is strong. The key is articulating your traction and vision clearly. 