# Founders Vision

Our founder's vision is to set a new global standard for enterprise image recognition in the CPG space.

The journey of Neurolabs began with the belief that synthetic data could overcome the barriers of traditional data collection and annotation processes. The founders were inspired by the potential of 3D modelling and machine learning to create highly accurate and scalable solutions for retail execution.

"Our goal was to bridge the gap between the theoretical advancements in AI and their practical applications in the real world," said CEO and Co-Founder Paul Pop. "We wanted to create a platform that could deliver precise, scalable, and cost-effective image recognition solutions to the world's leading CPG brands."

Neurolabs' flagship technology, ZIA (Zero Image Annotations), embodies this vision. By leveraging synthetic data and virtual environments, ZIA eliminates the need for manual image annotations, allowing for faster and more accurate product recognition, delivering unparalleled accuracy and scalability in retail operations.

Paul Pop	Remus Pop	Patric Fulop
CEO	CRO	CTO
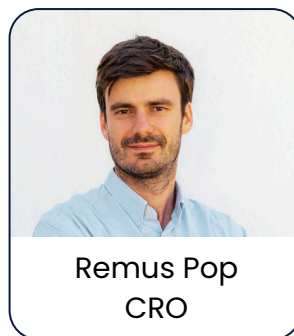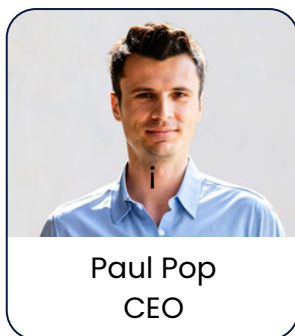
"We have one mission: To set the global standard for Image Recognition in the consumer goods industry"

– Paul Pop, Founder