

An abstract artwork featuring a dense cluster of organic, cellular forms. The forms are rendered in shades of yellow, orange, and red, with some areas appearing translucent or layered. They are set against a dark, textured background that resembles a close-up of a plant or a microscopic view of cells. The overall composition is centered and has a sense of depth and complexity.

# pollinations

FEBRUARY 2023

# Pollinations is an AI Generated Content R&D Lab based out of Berlin

Pollinations augments human creativity with use-case specific content generation algorithms



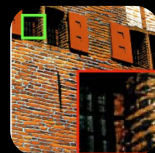
Pimped   
text → image




Majesty   
text → image



Disco   
text → image




Enhance   
image → image



DALL-E Mini   
text → image



Osmosis   
text → video





Gucci   
text → video




Photo3D   
image → video



IllusTrip 3D   
text → video



Lucid Solid Dreams   
audio → video

The team has developed +20 adopted AI content generation solutions since 2017

## Pollinations users produce over 15,000 unique pieces of content each day

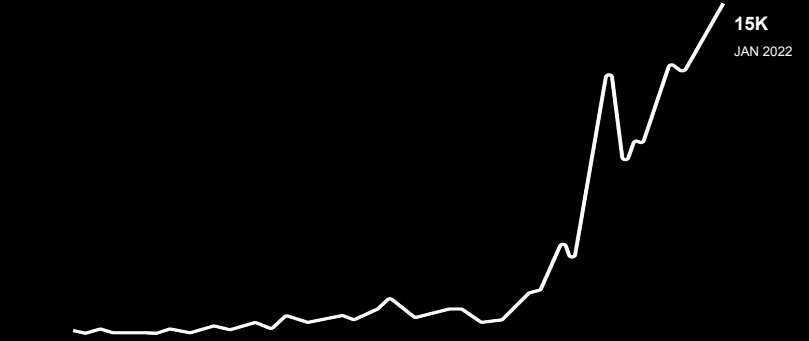
With enterprise users also seeing significant cost and time benefits from integrating pollinations

### BUSINESS TO BUSINESS OFFERING



Resident Advisor, Audiolith International, and 6 other top tier enterprise clients have used pollinations to generate content. A pollinations generated NFT sold for \$120,000.

### DIRECT TO CONSUMER OFFERING



Pollinations is being used by over 20,000 users to create +15,000 pieces of art every day, across several channels (front-end/website, discord bot, twitter bot, direct URLs)/

# There's significant value to be captured at the AI 'middle-layer'

Pollinations combines and fine-tunes content generation algorithms to solve specific use-cases

## models

### natural language processing

translation, text classification, summarization,  
text-to-text generation

### audio processing / preprocessing

text-to-speech, transcription

### multimodal

visual question answering, image-to-text,  
text-to-image, feature extraction

### computer vision

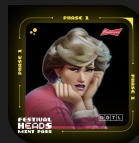
image-to-image, object detection, depth  
estimation, unconditional image, image  
classification, image segmentation



## use-cases

### Selfie to Avatar

users upload a selfie that is instantly  
converted into a brand consistent  
avatar - high demand B2B product



### Dynamic NFT Generation

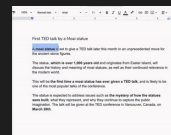
generate single or trait consistent NFT  
collections - a pollinations generated 1  
of 1 NFT sold for \$120,000 in Nov 22



### Royalty-free Generated Images

without leaving their text processor,  
users can embed relevant royalty-free  
content using pollinations

prompt: "maoui statue  
gives first TED talk"



## Our portfolio of products is a critical part of web3 infrastructure

Metaverse build-out will require significant AI assisted content generation – audio, video and 3D



### nft pfp builder

Pollinations' NFT solution allows users to generate an entire collection of NFTs with consistent 'traits' and 'characteristics', allowing anyone to launch an NFT project.

#### Instantly Generate NFT PFPs

Currently Available for B2B Users



### dreamachine

Dreamachine is an immersive installation in which the participants share their dream with an Artificial Intelligence model that creates a visual representation of it.

#### Create Worlds from Prompts

<https://dreamachine.pollinations.ai/>

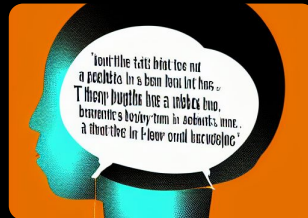


### lucid solid dreams

LSD is a StyleGAN powered AI solution that generates music-linked videos that move with every sound. You can play with the LSD alpha via the link below.

#### Add Detailed Visuals to Audio

[Pollinations LSD Alpha](#) ∞



### thought bubble vr

Thought Bubble is a brainstorming tool that visualizes your thoughts. Participants share their thoughts with the model, and it provides a visual output in real-time.

#### Visualize Thoughts in VR

Private Alpha

# AI Generated content is becoming essential to filling the content gap

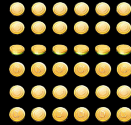
Pollinations has begun monetizing its customer base by introducing a credits model



**100,000,000**

Pieces of Content per Year

Current: ~5,500,000



**5% Using Credits**

Paid Generated Content

Current: 0.00%



**\$0.15 per Credit**

Cost of Each Credit

Current: \$0.00



**\$750,000**

Mass Retail Revenue

H2 2023 - H2 2024



**25 Clients**

Enterprise Clients Using Pollinations

Current: 7



**\$10,000 per Project**

Average Implementation Fee

Current: ~\$1,500



**\$250,000**

Enterprise Revenue

H2 2023 - H2 2024

## We have a strong pipeline and are looking to scale our business

Pollinations needs to scale to meet demand and remain relevant in a fast growing space

ask

### WAGES & SALARIES

(8 Full Time Employees - 12 Months)

\$500,000

### AWS & GOOGLE CREDITS

(Includes Forecasted Growth)

\$200,000

### SOFTWARE & HARDWARE

\$35,000

### GENERAL & ADMINISTRATIVE

(Including Legal)

\$15,000

target



**12 Months** Runway



**1,000,000** Users



**25** Enterprise Clients



**\$1,000,000** ARR

# The team possesses deep AI, web3, and company building expertise

The Pollinations team is growing, currently 5 FTEs and 2 PTEs



@thomas is a seasoned software engineer and ML researcher. Deeply involved in the overlap between art and AI with multiple years' experience managing teams working on synthetic media. He has held positions at Sun Microsystems and Amazon.



@caroline\_ is a foresight expert who's passionate about designing new futures into existence. She has over 10 years' experience emerging technologies working with top tier companies such as Nestlé, UNESCO, BNP Paribas, World Government Summit.



@nielsrolf is a machine learning specialist, and full stack developer with over 5 years of professional experience in AI and machine learning. He has a passion for the intersection of AI and art. He has previously held positions at Porsche and the Technische Universität Berlin.



@elliott is a machine learning specialist, and full stack developer with over 5 years of professional experience in AI and machine learning. He has a passion for the intersection of AI and art. He has previously held positions at Porsche and the Technische Universität Berlin.



@ale\_ri is a machine learning specialist, and full stack developer with over 5 years of professional experience in AI and machine learning. He has a passion for the intersection of AI and art. He has previously held positions at Porsche and the Technische Universität Berlin.



@elliott undertook the 39th largest token generation event at the time, raising \$33.3MN in 27 days. He then founded the fastest growing crypto-exchange in the Middle East and North Africa. Prior to which, he worked at consultancies such as Oliver Wyman and Deloitte.



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Talk to the team directly on [Discord](#) or [Twitter](#)



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