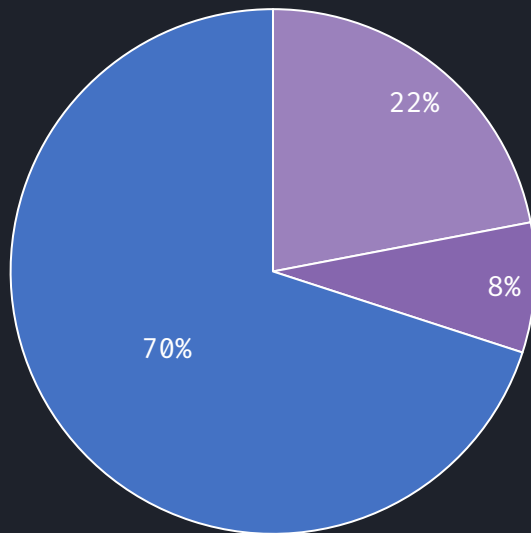# Hidden State AI

Transforming Data into Intelligence, Innovation into Impact

The Challenge – Unlocking AI's Full Potential

AI Adoption in Businesses: Current vs. Untapped Potential

- Planning to Adopt
- No AI Implementation
- AI Adopted, Not Maximized

22%

8%

70%

The Problem:
Businesses need advanced AI solutions that are not just generic LLMs or chatbots, but custom architectures ensuring compliance, faster deployment, and domain-specific accuracy.

The Opportunity:
70% of organizations already use AI, yet most fail to realize its full potential due to a lack of tailored, business-aligned solutions.

HS

Our AI-Powered Solution

What We Offer:

- Custom AI System Architectures – Purpose-built to address complex challenges in regulated or data-intensive industries

- Predictive Analytics & Automation – Deliver real-time insights to optimize decision-making and reduce overhead

- Scalable, Seamless Integration – Modular solutions that fit with existing workflows and adapt as your needs grow

- Transparent & Explainable AI – Auditable models that meet compliance standards and instill stakeholder confidence

How We're Different:

- Proprietary Edge – Patent-eligible designs and unique R&D that outpace generic AI platforms

- Cross-Industry Expertise – Adaptable frameworks serving diverse sectors, from healthcare to manufacturing

- Regulatory Compliance & Government-Readiness – Proven processes for operating in strict or high-compliance environments

- End-to-End Partnerships – Ongoing support, training, and co-development from prototype to full-scale deployment

HS

Hypothetical Example: Transforming Healthcare Data Management with HiddenState AI

The Challenge:

- Billing Errors & Claim Denials – Inaccurate data entry and outdated processes cause frequent billing errors, increasing the risk of claim denials and negatively impacting revenue flow

- Unpredictable Patient Cancellations – Uncertainty in patient cancellation rates disrupts scheduling and reduces operational efficiency

Our Solution:

- Real-Time Billing Audits – Custom AI integration audits billing data to detect errors before submission

- Predictive Claim Analysis – Machine learning models forecast likelihood of claim denials, enabling proactive adjustments

- Cancellation Rate Forecasting – Advanced analytics predict patient cancellations to optimize scheduling and resource allocation

The Impact (Within 6 Months):

- 30% reduction in billing errors

- Improved claim approval rates

- Enhanced scheduling efficiency and revenue forecasting through accurate cancellation predictions

HS

Our Proprietary AI & Research Innovation

Patentable System Architectures

- Three Novel Architectures – Patent-eligible system designs identified by legal counsel, with formal filings pending

- University Collaboration – Additional architecture under development in partnership with the University of Michigan

Strategic IP Protection

- Patents + Trade Secrets – Balancing formal patent filings with trade secret protections for optimal defensibility

- Competitive Advantage – Unique methodologies and frameworks that competitors can't easily replicate

HS

Our Competitive Advantage
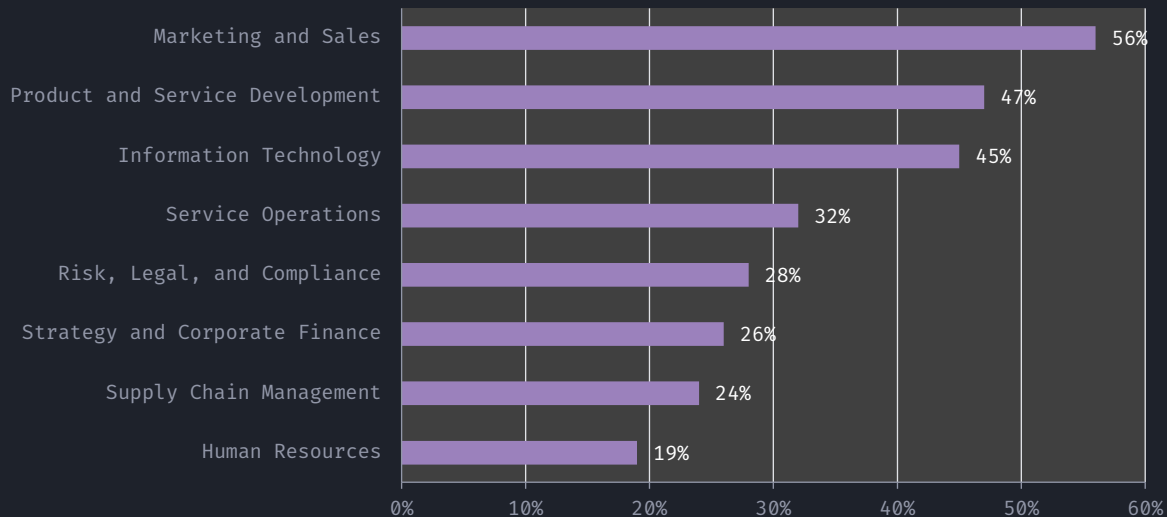
How HiddenState AI Stands Out from the Competition

Feature	HiddenState AI	SFL Scientific	Fractal Analytics	SparkCognition	CognitiveScale
Gov't Contract Readiness:	✅ Ready	⚠️ Limited	❌ Not Ready	⚠️ Limited	❌ Not Ready
Proprietary IP & Patent-Eligible Tech:	✅ Yes	❌ No	⚠️ Limited	❌ No	⚠️ Limited
Custom Deployments & Adaptability:	✅ High	⚠️ Moderate	✅ High	✅ High	⚠️ Moderate
Recurring Revenue (SaaS + Consulting):	✅ Yes	❌ No	❌ No	⚠️ Limited	⚠️ Limited
Industry Reach:	✅ Cross-Sector	✅ Cross-Sector	✅ Cross-Sector	⚠️ Sector-Specific	⚠️ Sector-Specific

Key Takeaways:
- *HiddenState AI pairs gov't readiness with patent-eligible IP*
- *SFL Scientific and Fractal Analytics offer custom solutions, but rely heavily on existing frameworks*
- *SparkCognition excels in defense/industrial, but is more of a platform approach than a flexible consultancy*
- *CognitiveScale focuses on AI engineering for healthcare/finance, with minimal emphasis on broad IP patenting*

HS

Massive Market Growth Potential

AI Adoption Rates

Sector	Adoption Rate
Marketing and Sales	56%
Product and Service Development	47%
Information Technology	45%
Service Operations	32%
Risk, Legal, and Compliance	28%
Strategy and Corporate Finance	26%
Supply Chain Management	24%
Human Resources	19%

Key Takeaways:
- *Untapped Opportunities in Key Sectors → Industries like HR (19%) & Supply Chain (24%) have low adoption rates, leaving room for growth*
- *HiddenState AI is poised to bridge these gaps with innovative AI solutions*

AI market projection by 2030
>$1.5 trillion

AI adoption CAGR 2023-2030
37.3%

% executives investing in AI
92%

% companies using AI
70%

HS

Monetization – Scalable & Sustainable Revenue Model

Revenue Streams & Growth Potential

Revenue Stream	Description	Margins	Scalability
SaaS Subscriptions:	Recurring AI Licensing (Monthly/Annual)	60-80%	High
Custom AI Development:	One-time Enterprise Contracts	Lower	Moderate
Consulting Services:	AI Strategy & Implementation	40-60%	Scales with demand
Government Contracting:	Public Sector AI Solutions (Contracts & Grants)	60%	Long sales cycle, but stable

Projected Revenue Growth:

- *Year 1: $600K revenue – Early adopters, pilot programs → paid contracts*
- *Year 3: $3M revenue – SaaS dominance, enterprise deals scaling*
- *Year 5: $8M revenue – Widespread AI adoption, market penetration*

Growth Drivers:

- *Pilot Programs → Paid Contracts – Convert early adopters into long-term enterprise & gov't clients*
- *Recurring SaaS Revenue – Increases predictability & profit margins*
- *Strategic Partnerships – Expands market reach via enterprise & reseller channels*
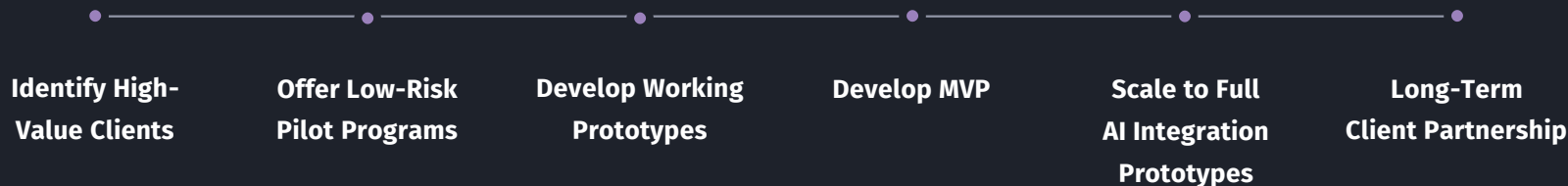
Early Traction & Momentum

- Novel AI Architectures – Developed proprietary, patent-eligible designs that showcase our unique R&D approach
- Industry Validation & Outreach – Engaged in targeted discussions with potential clients, confirming real interest in specialized AI solutions
- Conference & Pitch Visibility – Presented at key AI events and competitions, gaining early recognition and forging strategic partnerships
- Pilot Initiatives – Preparing to launch first real-world trials, moving from conceptual frameworks to active deployments in select industries

HS

Go-To-Market Strategy – Driving Adoption

Identify High-Value Clients

Offer Low-Risk Pilot Programs

Develop Working Prototypes

Develop MVP

Scale to Full AI Integration Prototypes

Long-Term Client Partnership

Key Takeaways:
- Pilots Drive Adoption → Low-risk pilot programs convert early adopters into long-term enterprise & government contracts
- Scalable Expansion → Strategic partnerships & resellers accelerate growth without high acquisition costs
- Recurring Revenue Model → SaaS & consulting create predictable, high-margin revenue beyond custom AI development

HS

Go-To-Market Strategy – Driving Adoption

3-6 Months

- Execute & Refine: Run initial pilots, refine product, demonstrate early ROI
- Expand Pipeline: Pursue 1–2 additional pilots, intensify marketing & outreach

9-12 Months

- Commercial Revenue Growth: Convert 2–3 more pilots ($500k–$700k total), launch updated SaaS with initial subscriptions
- Team Expansion: Onboard specialized engineers to handle rising client demands

0-3 Months

- Finalize MVP & Pilots: Validate core product, secure 1–2 pilot deals
- Sales Foundation: Hire 1–2 BD reps, set up CRM, begin targeted AI event outreach

6-9 Months

- Pilot Conversions → Revenue: Convert at least one pilot to a $50k–$100k contract (total $200k–$300k)
- Government RFP Prep: Target smaller subcontracts, position for larger gov't deals

12-18 Months

- Broader Market: Target $1M ARR, close a $100k–$250k government contract if feasible
- New Industries: Enter 1–2 verticals based on proven ROI; explore additional funding or partnerships

HS

The Team

Heidi Plotzke

FOUNDER + CHIEF EXECUTIVE OFFICER

Heidi is a dynamic leader in healthcare, blending her expertise in physical therapy, business strategy, and AI-driven solutions to transform patient care. She holds a Doctor of Physical Therapy (DPT) from Central Michigan University and is pursuing an MBA with a concentration in finance. Heidi specializes in AI and machine learning, enhancing patient outcomes and optimizing operational efficiency. With leadership experience at Corewell Health, she applies data-driven strategies to advance healthcare management and patient care.
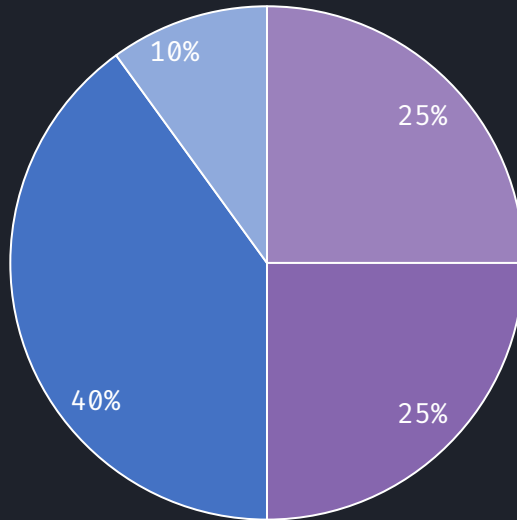
Zach Plotzke

CHIEF TECHNOLOGY OFFICER

Zach is a Captain and UH-60M Blackhawk Helicopter Pilot in the Michigan Army National Guard with 13+ years of service. He holds a B.S. in Electrical and Computer Engineering from Calvin College and an M.S. in Industrial and Systems Engineering from the University of Michigan, where he is currently pursuing a doctorate in Electrical and Computer Engineering. With experience at General Motors, Booz Allen Hamilton, and DCS Corporation, he specializes in engineering innovation, defense systems, and emerging technologies across military and civilian sectors.

HS

Investment Ask & Use of Funds

Funding Allocation

- 25% (Technology Development)
- 25% (Sales & Business Development)
- 40% (Talent Acquisition)
- 10% (Operations & Compliance)

■ Technology Development

■ Sales & Business Development

■ Talent Acquisition

■ Operations & Compliance

Seeking $2M to scale:
We are seeking $2M to scale our operations—covering AI technology development, sales expansion, and talent acquisition.

3.1x ROI & Year 3 Break-Even:
We anticipate a 3.1x return within five years and expect to break even by Year 3 through our scalable SaaS model and high-margin revenue streams.

HS

Why HiddenState AI?

- The right team, the right vision
- Experienced AI & ML experts
- Proven R&D & innovation track record
- High-growth market opportunity
- Proprietary & patentable system architectures
- Woman-owned and small business-certified
- Registered with SAM, active CAGE Code and DUNS Number

CONTACT

Heidi Plotzke, Founder + CEO
(517) 599-4427
heidi.plotzke@hiddenstate.ai
linkedin.com/in/heidi-plotzke

Zach Plotzke, CTO
(947) 957-3384
zach.plotzke@hiddenstate.ai
linkedin.com/in/zach-plotzke

CONNECT WITH US

Website: hiddenstate.ai
LinkedIn: linkedin.com/company/hiddenstate-ai

For inquiries, partnerships, or investment opportunities, reach out anytime!

HS