



PREDICTIVE EQUATIONS

AI for Image and Video
Enhancement and Analytics





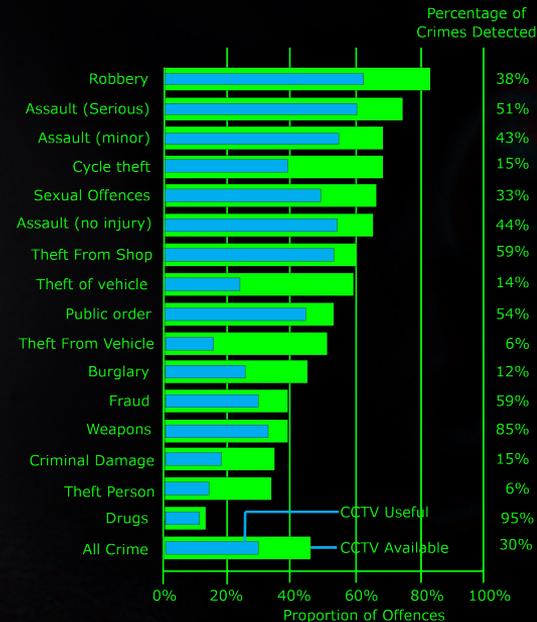
THE PROBLEM



Artificial intelligence such as facial recognition are increasingly being used to solve crimes, but the tech isn't good enough.



Low quality images and video are used as evidence, leading to negative legal outcomes.



European Journal on Criminal Policy and Research



MEET NURIT



**Meet our co-founder,
Nurit Maatuk,**

Award winning defense
lawyer in Israel, and
published author.



MEET Alex



Meet our CEO & Founder, **Alexander Borschel**,

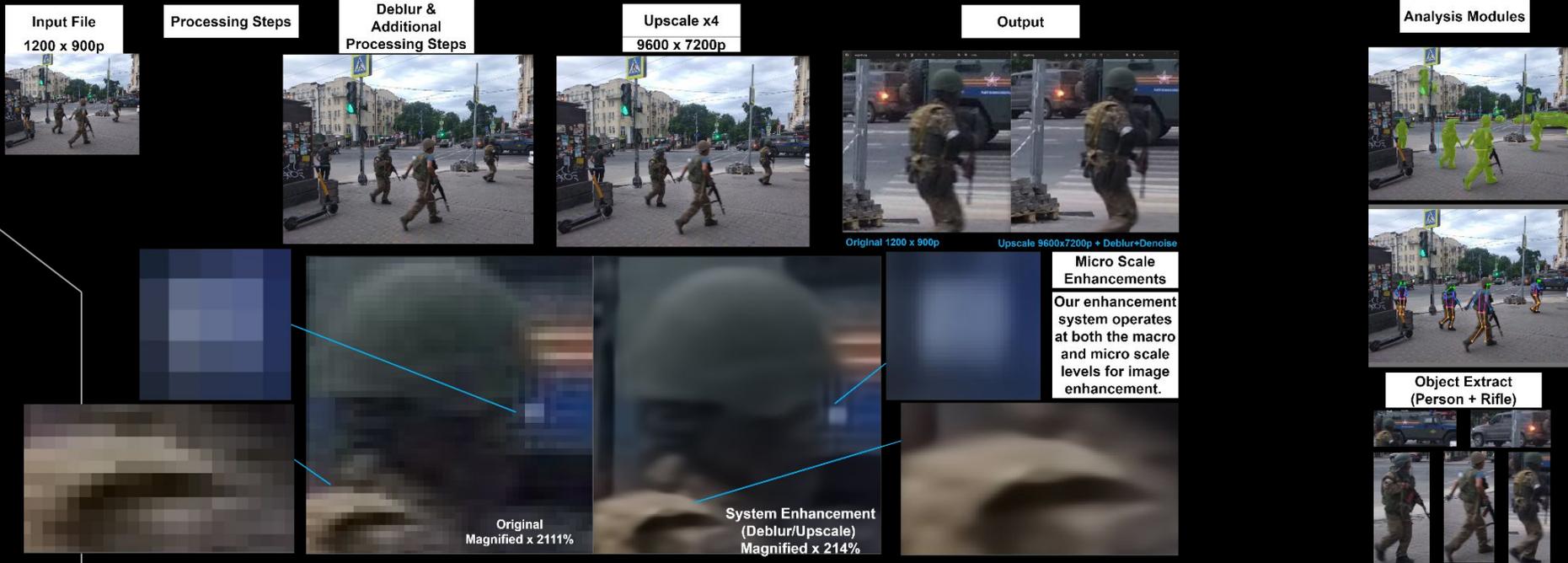
Background in AI based emergency prevention, cybersecurity.





Predictive Equations - System Operations (simplified)

Please note this is an adjusted and simplified order of operations.





BARRIERS TO ENTRY

Not **generative AI**, so no fear of hallucinations.



Transformative AI, meaning that instead of taking ABC to create DEF, we take ABC to reveal the underlying data as A1B1C1.

- › Competitors require manual efforts, or use technology that introduce errors through hallucination, making it unusable for the real world.



Developed with active defense lawyers

- › Unorthodox approach
- › Flexible development of AI models



Already used successfully in courts.

Yusef went to jail,
because of these blurry
and noisy images



Our Analysis of our Enhancements led to his **Early Release** from Jail

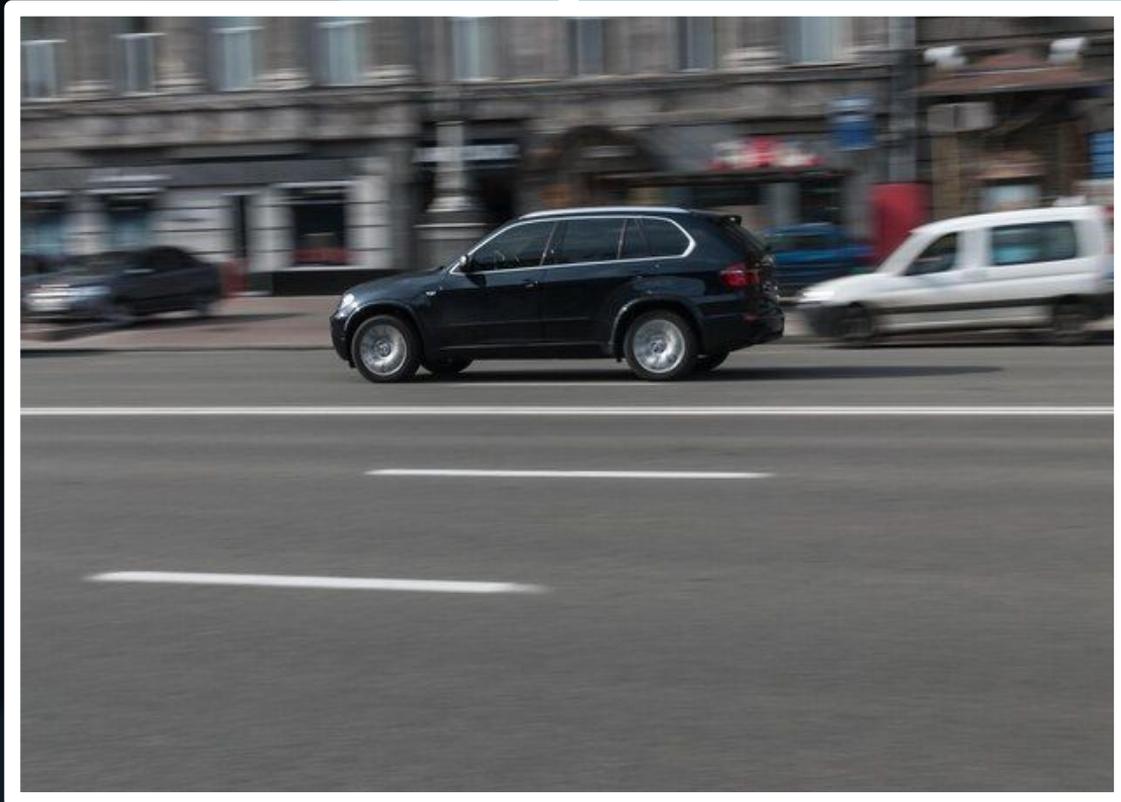
Our image **enhancement technology** introduced doubt that Yosef was even there at all.



Original

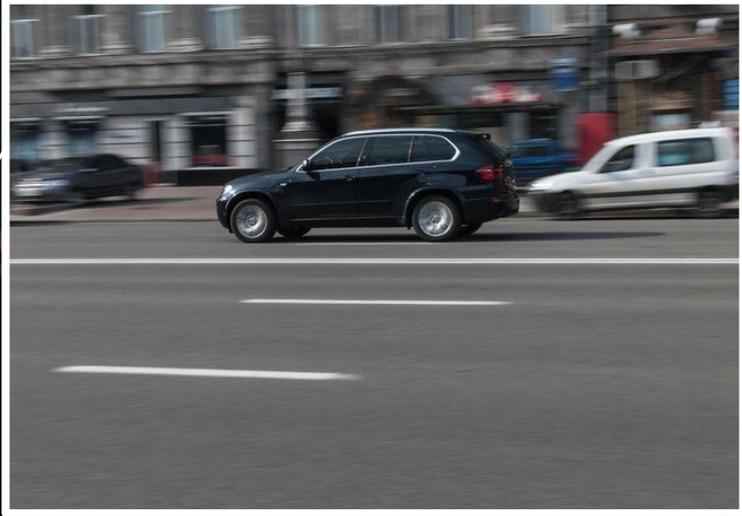
**COMBINED WITH THESE
BLURRY IMAGES
SUBMITTED BY THE POLICE**

Combined with these
blurry images of the
arrest submitted as
evidence by the police.



Scale: Original

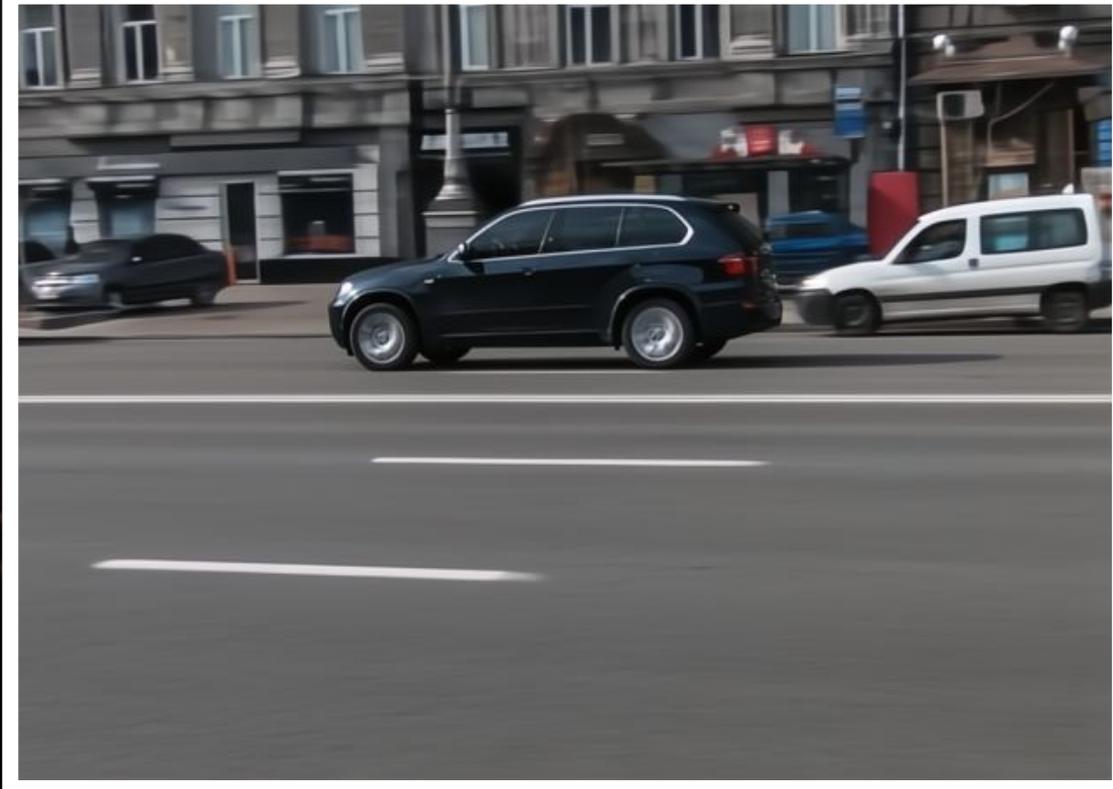
Original



Our Enhancement Technology

Showed Arrest Did Not Take Place Anywhere Near scene of robberies, conflicting with police report.

Enhanced



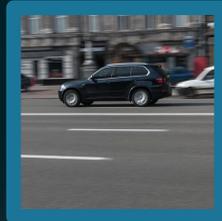
Scale: 1600% – Deblurred, Denoise, JPEG artifact elimination.

Our Analysis Revealed Underlying Evidence Collecting Errors

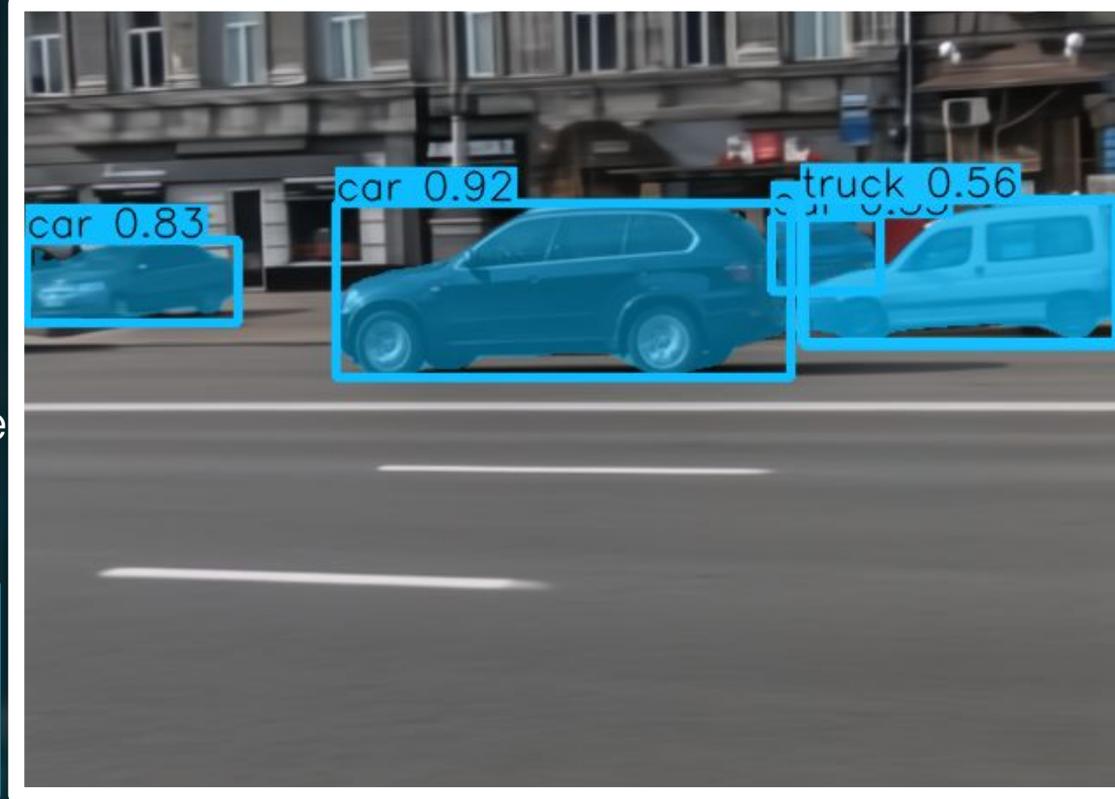
And combined with our analysis technology showed the arrests did not take place even within the same city.



Our enhancements led to his Early Release from Jail, along with 3 Co-Defendants



Analyzed

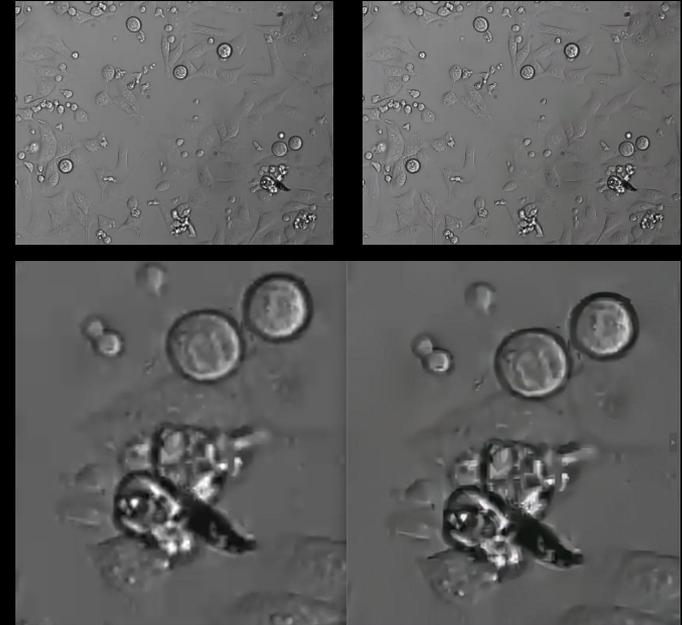


Scale: 1600% – Enhancement + Object Detection.

Broader Impact - Many Additional Industry Use Case



- Our system can also benefit sectors such as **video surveillance**, and **healthcare**, aiding doctors and labs in accurate research, diagnosis and treatment through enhanced medical imaging. **Insuretech** in claim analysis, empower **national defense** and **security** by improving footage and detail comprehension from video surveillance, and solving fundamental problems affecting drones, satellite and microscopic imaging.



- Scalable, multipurpose, focused on USA & Israel for Legal Services, Healthcare, Defense and Operations.



Light Amplification (Predictive ReLight)

Original Extracted
From Airbus
Pleiades
Constellation
Images taken over
Marseilles France.



Light Amplification (Predictive ReLight)

Original Extracted
From Airbus
Pleiades
Constellation
Images taken over
Marseilles France.



Upscaling x16 - x64

Original Extracted
From Airbus
Pleiades
Constellation
Images taken over
Marseilles France.



Upscaling x16 - x64

Enhanced
Extracted From
Airbus Pleiades
Constellation
Images taken over
Marseilles France.





Blurry
Image

Deblurred
Image





Blurry
Image



Deblurred
Image



Hardware Pilot - Samsung - POC

We have already taken images generated by the Samsung S22 as an initial test to see if we could access Samsung's image array technology. Samsung photos below are HDR sGRB.



4000 x 3000



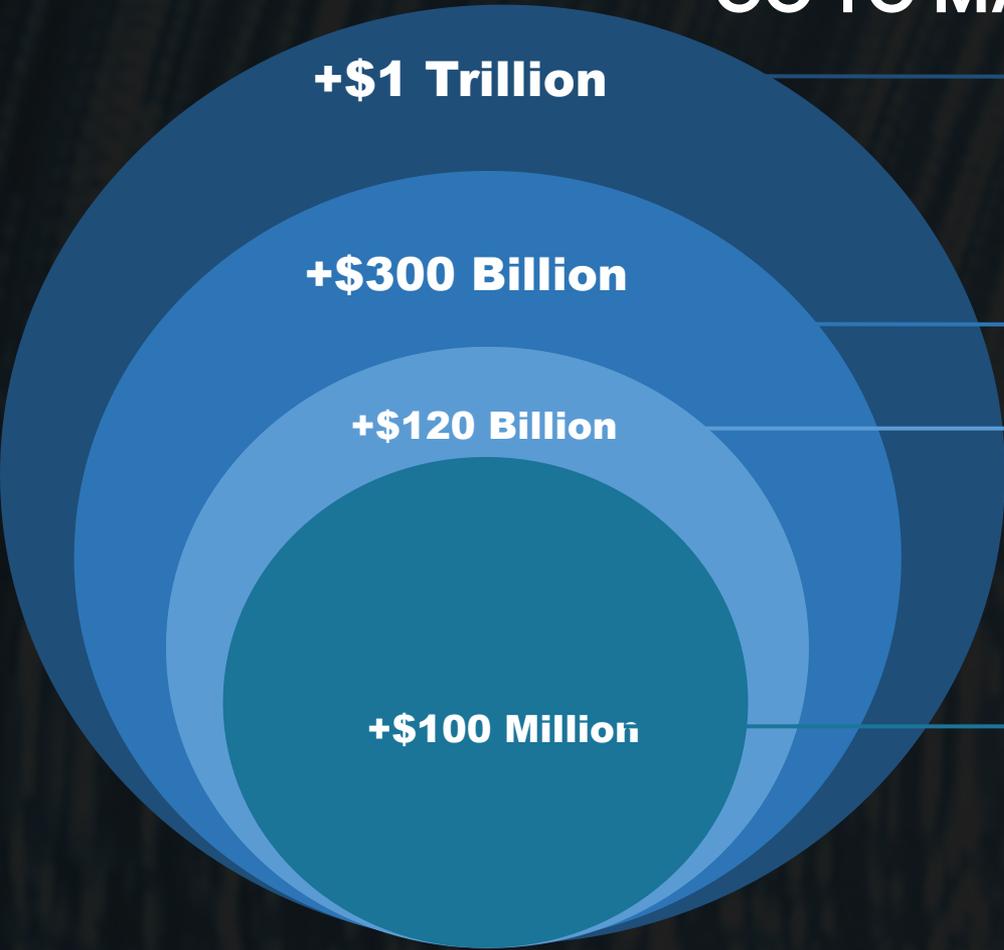
4000 x 3000
Denoise,
Deblur



16000 x
12000
Denoise,
Deblur,
Upscale



GO TO MARKET (USA)



+\$1 Trillion

TAM

Legal Services \$1 trillion - Globally
Defense & Security (USA) \$600 Billion
Healthcare (USA & Israel) \$4 trillion

+\$300 Billion

SAM

Legal Services - Estimated relevancy to 92% of all cases
Defense & Security - Peripheral Market Surveillance \$120 Billion (CCTV, Insuretech, Visual Data Augment)
Healthcare - Medical Imaging - \$50 Billion

+\$120 Billion

SOM

Legal Services - \$50 million in U.S. markets through partnerships with law firms and police departments.
Defense & Security - \$10 billion for targeted U.S. defense contracts and private security partnerships.
Healthcare - \$5 billion in early adopters, hospitals, Insuretech.

+\$100 Million

Peripheral Markets

Forensic Imaging and Analysis / Startups
\$100 Million in USA - 4 LOI signed

Pricing Model

Bulk or Single - Platform SMB & B2B - \$1000/10000 images

Subscription fee - SMB B2B/B2C - \$25 month/10000 images/10 videos

API - Enterprise & B2B - **.20\$ per call.**

Hardware Integration - Already speaking with multiple billion dollar enterprises and entities for end

Evangelists



Evangelists & Local law firms in NY, Virginia and Maryland (East Coast)

- › US law firms with relevant criminal defense teams,
- › Nonprofits and legal defense funds (like the Innocence Project) - focused on judicial reform
- › **High visibility + Impact Cases & Events**

GO TO MARKET CONTINUED



Plan 1 million ARR by end of 2025 – Platform SMB & B2B

- › Law firms, focused USA/East Coast
- › Law Enforcement & Private Security Companies / National Defense – Military
- › Hospitals & Healthcare – Usa & Israel



B2B and B2C Web Platform

- › We are building dashboard tied to user account & pricing plan. Planned launch is within 6 months.
- › Enable access to our technology through subscription to general public.



API – Planned for B2B SMB & Enterprises (Samsung, Microsoft, Adobe).



100 Million ARR – Through the above we can reach 100 million ARR within the next 5 years.





TRACTION

B2B - Legal Forensics

- Lawyers - Israel & USA
- 4 defendant early release
- Police Departments - Virginia, New York
- Evidence used in prosecution

B2B - SMB - Enterprise

- End use discussions with multiple fortune 50 companies
- Multiple startups either integrating our technology, or already using
- Loudoun County Business Development
- Israel - Japan Trade Mission



FOUNDING TEAM



Alexander Borschel

Co-Founder & CEO

Chief Executive Officer &
Head of Technology
Development- USA.



Nurit Maatuk

Co-Founder & CFO

Chief Financial Officer and
Chief Legal Officer.
Criminal Defense Attorney.



David Sedgwick

Head Developer

Chief Information Officer -
Infrastructure, Security &
Software Development -
USA.



Miran Dvir

Engineering & Cloud

Head of Hardware Engineering
- Lead Hardware & AWS
Development - Israel.



Hugo Bermudez

Business Development & Strategy

Leads Business Development,
Channel Partnerships, Sales &
Strategy - USA.



Pankaj Thakur

Chief Marketing Officer

Head PR & Brand, Digital
Advertising, Analytics,
Outreach & Product
Marketing, -France.



Developers

- Noah Benjamin Davis - USA
- David Pelaske - USA



Operations

Administrative Director

- Thomas Pressley - USA



Sean Stoneheart

Community Director

Head of Community
Development - Training
Data Generation
Management- USA/Japan.



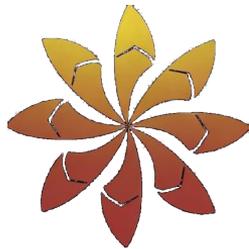
We are an American - Israeli startup, with R&D operations in Beer Sheva, Israel & Northern Virginia, USA.



Our team has a diverse background, and members come from everywhere.



OUR PARTNERSHIPS



**Martial Arts
Alliance**





JOIN US IN TRANSFORMING THE FUTURE



01

We got into this because we realized that we could use our AI to make the world a fairer place.

02

Now we realize that this is a billion-dollar solution, applicable in many industries & verticals that can change the world forever for the better.

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