Smart & Fast decision-making

May, 2021

Amount lost to insurance fraud in US per year

$80 Billion

Loss of revenue

AI systems still do not widely support decisions

78%

Lack of Resources

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Lack of Resources

5-6

Months per AI system

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Months per AI system

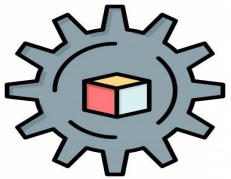
84%

Lack of Trust

We enable 1 click AI modeling

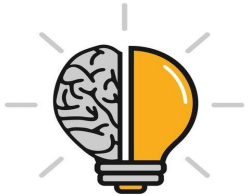
Pinsight automates the process of creating state-of-the-art AI models on **raw data** staying transparent all the way long and giving actionable insights.

END TO END



State-of-the-art performance with just one click of a button

ACTIONABLE



Explains the predictions and provides what-if analysis toolset

INCLUSIVE

Create AI models and get insights without any knowledge of ML or programming

Pinsight makes AI-driven insights accessible

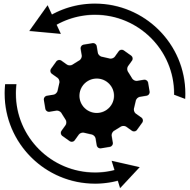
Before

78%
Lack of Resources

5-6
Months per AI system

84%
Lack of Trust

After



Automated
1-click AI models

Fast
5-6 hours per AI system

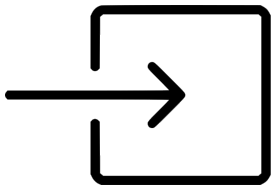
Smart
Powered by Explainable AI

How Pinsight works?

Connect data

Step 1

- CSV, Excel, JSON, Parquet
- SQL, NoSQL databases



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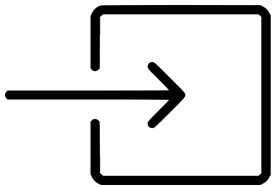
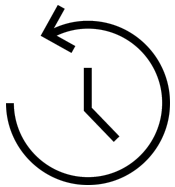


Tell us what to predict

Step 2

- IDs of fraudulent cases
- A variable with Fraud label



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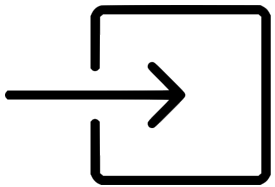

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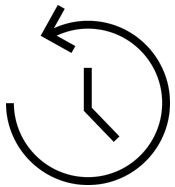


Get read-made results

Step 3

- Top notch performing model
- Detailed report on insights
- API endpoint for production

Case study: Optician fraud detection

Data provider
Almerys

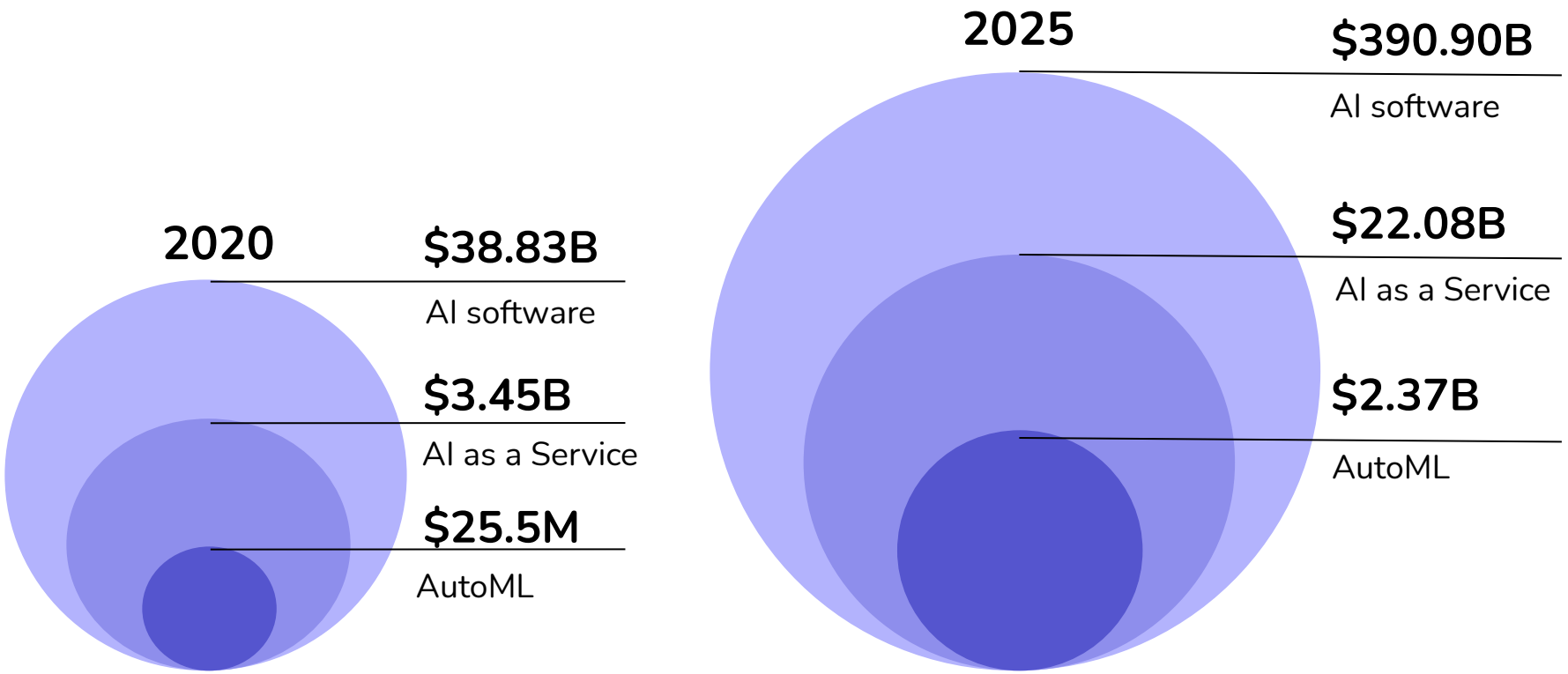
Goal
Get fraud likelihood and key behavioral drivers.

Results
73% Gain score which shows that 73% of real fraudulent cases were in the top of the ranking

Insight
Key customer segments and personas

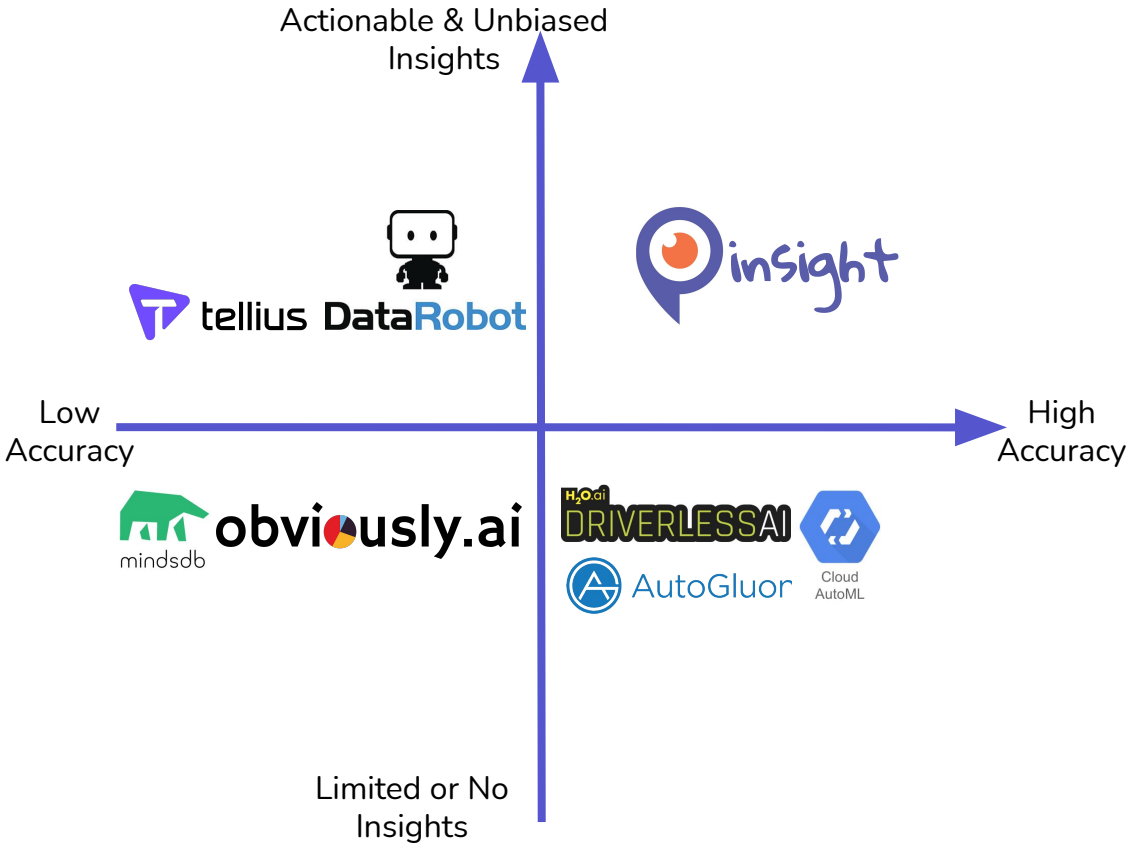
73% fraud detected in top decile

Market - 45% CAGR



Source: https://www.researchandmarkets.com/reports/4718338/artificial-intelligence-as-a-service-aiaas

Landscape



Competitive advantages

- Built-in trust
- Data unification
- Automated suggestions
- What-if scenarios
- Segment analysis
- Risk estimation/mitigation

Business model and market strategy

SMALL

$60k/year

Limited database connections, limited support for text data

MEDIUM

$120k/year

Ready-made database integrations, big data support

LARGE

$200k/year

On-premises deployment and dedicated support

Direct sales strategy:

- Trough network
- Email outreach

Partnerships:

- Software development companies
- Consultancy companies

Our Team

Hrant Davtyan, CEO

8 years of industrial data science
3 years of ML sales
PhD in Econometrics
UCL alumni

Nare Banduryan, PM

4 years of B2B product management experience
CFA charterholder
AI product dev experience

Aneta Baloyan, ML

3 years of engineering
Background in software development
Specialized in Ethical AI

Haykuhi Davtyan, DS

3 years of Data Science
Background in Business Analytics and Computer Science
Specialized in fraud detection

Our traction

$130k Grants

german cooperation
DEUTSCHE ZUSAMMENARBEIT

Implemented by:
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

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ENTERPRISE INCUBATOR FOUNDATION

2 top AI programs

NVIDIA
INCEPTION PROGRAM

REACH

$9.5 MRR

- Validation on 25 commercial projects
- 2 paying customers
- 6 active PoCs

Goals for the next 12 months

- **Focus on Insurance sector**
  - Dynamic data & need for dynamic insights
  - Technological barrier of entry for competitors
- **10-20 active customers**
  - Early adopters to provide feedback and refine product
- **$500k ARR**
- **Enlarge the team**
  - Marketing & Sales
  - Engineering

Pinsight

Make smart
decisions fast

hrant@pinsight.ai
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Magic? … Proprietary Technology!

Pinsight incorporates a set of proprietary algorithms which allow creation of High performing, Explainable and Trusted AI systems on **raw data**:

- **Structure learner -** learns the data structure and classifies it into one of the typical data types used in the analysis (cross-sectional, time series, panel, event, text etc.)
- **UFS** - complex algorithm based on advanced statistical formulas which allows to discover useful features without increasing dimensionality of data
- **Segmentor** - a system which automatically creates user segments and recommends next best action per segment (such as actions to increase user retention or engagement)
- **SLOFO** - novel algorithm which allows to achieve smallest best set of variables for top predictive accuracy
- **Luther** - set of novel measures which allow to capture both the overall and specific fairness of the AI system. It also allows to automatically mitigate any bias or unfairness found in data.

Why Explainability: Growing Global AI Regulation

- **GDPR**: Article 22 empowers individuals with the **right to demand an explanation of how an automated system made a decision** that affects them.
- **Algorithmic Accountability Act 2019**: Requires companies to **provide an assessment of the risks** posed by the automated decision system to the **privacy** or **security** and the risks that contribute to **inaccurate, unfair, biased, or discriminatory decisions** impacting consumers.
- **California Consumer Privacy Act**: Requires companies to **rethink their approach to capturing, storing, and sharing personal data** to align with the new requirements by January 1, 2020.
- **Washington Bill 1655**: Establishes guidelines for the use of automated decision systems to protect consumers, improve transparency, and create more market predictability.
- **Massachusetts Bill H.2701**: Establishes a commission on **automated decision-making, transparency, fairness, and individual rights**.
- **Illinois House Bill 3415**: States predictive data analytics determining creditworthiness or hiring decisions **may not include information that correlates** with the applicant race or zip code.