Predictive Layer
Shape your future

Company Overview

Artificial Intelligence won't replace managers but managers who use AI will replace managers that don't.

HBR, 'The Business of Artificial Intelligence', Eric Brynjolfsson, Andrew McAfee, 2017

Predictive Layer

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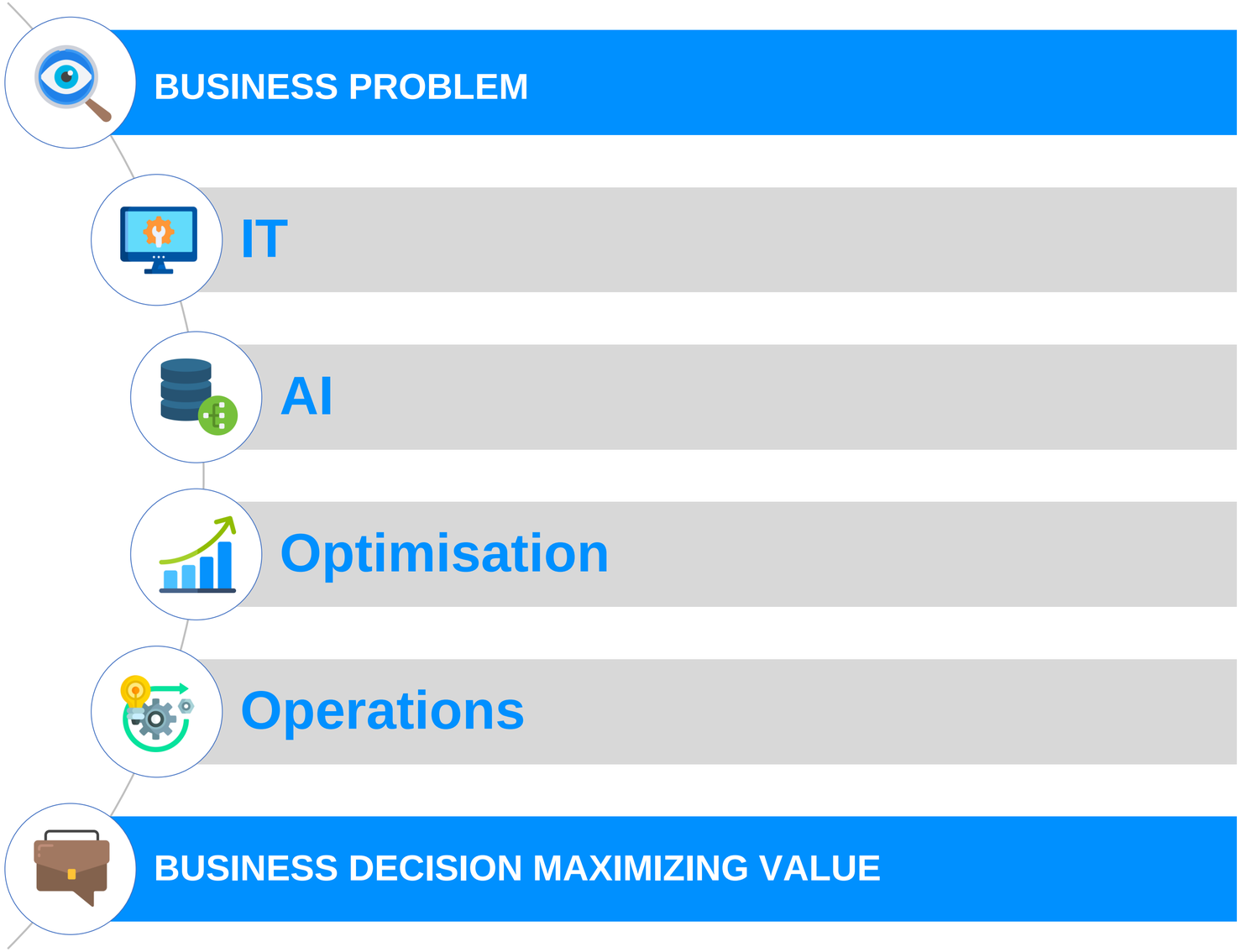
Our Mission

Leverage the power of **AI** to boost **profitability** & **operational excellence**, notably through Predictive Layer's next-generation **price optimisation** and **demand-supply anticipation**



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Our Story

Foundation

HQ in Switzerland (Rolle)
Founded by Senior Serial Entrepreneurs
Genius Core

Industrialisation

Strong References
Partnerships with Research Labs & Industrials
Genius Dynamic Pricing Engine

2015 | 2016 2017 | 2018 2019 | 2020 2022

Initial Development

Genius Energy
Genius Forecaster

International Development

Worldwide Customer Base
25+ Employees
80% High Education (PhD)

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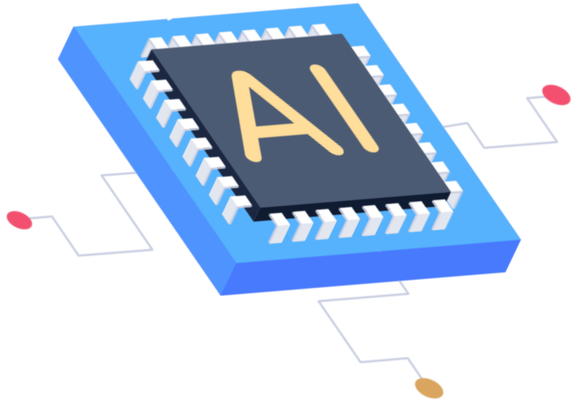
The opportunities for Predictive Layer

Enterprise Market

53B/y market +34%CAGR by 2026 (Allied Market Research)



Energy Market

66B/y market + 13%CAGR – 2020-2025 (Allied Market Research)

Financial Market

AI in Fintech market USD 17B by 2027, from USD 5B in 2020, at a CAGR of 17.9% 2021-2027 (Valuate Report)

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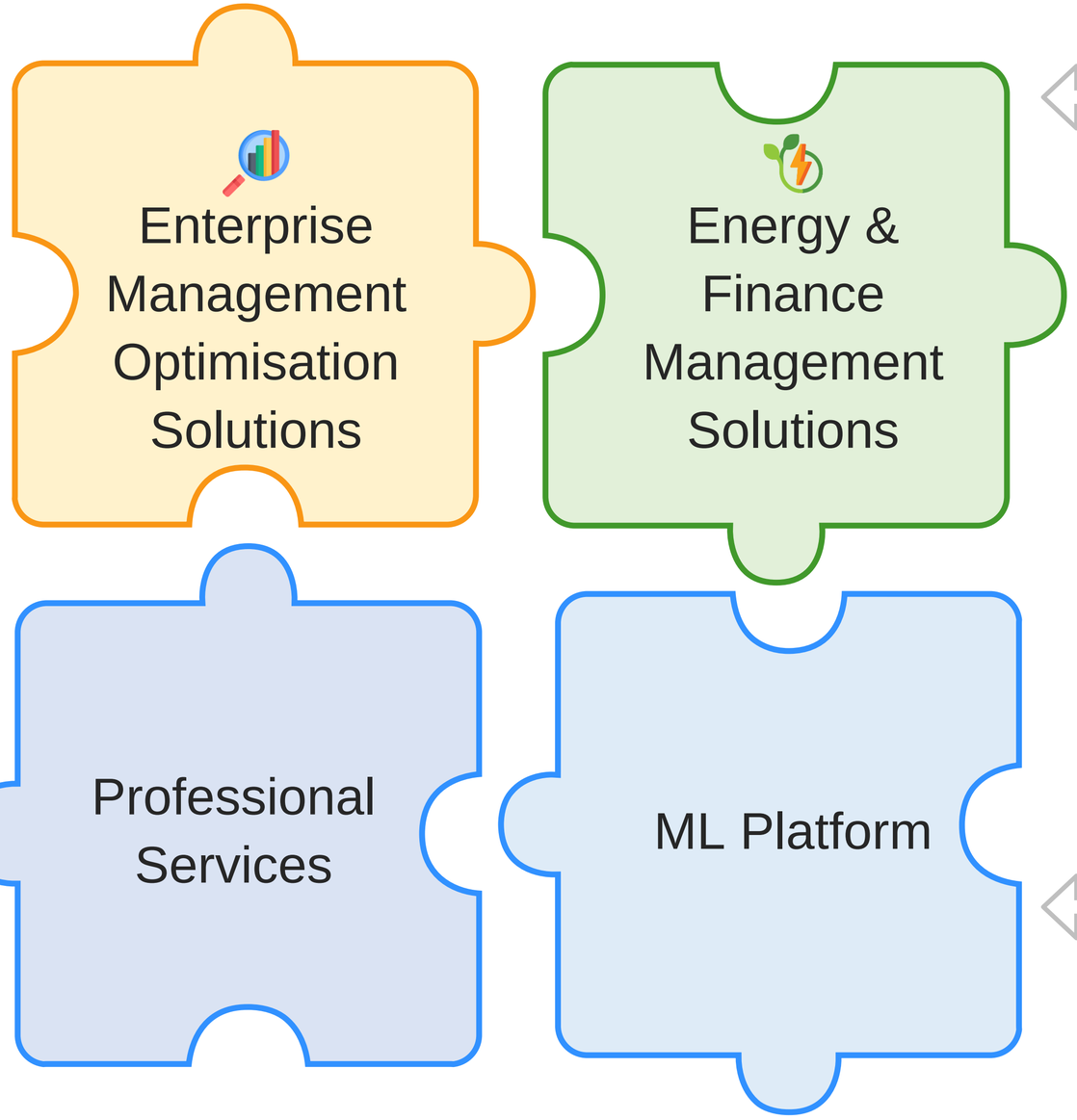
Operational Excellence

Revenue Management
- ✓ Genius Price Checker
- ✓ Genius List Pricer
- ✓ Genius Price Guider
- ✓ Genius Seller

Business Planning
- ✓ Genius Forecaster

Model & Optimise Price, Volume, Revenue & Cost



AI platform for forecasting S&D and price
- ✓ Build your own AI models with our robust platform
- ✓ Connected to many dedicated data sources

Off-the-shelf models
- ✓ Physical & Financial EEC Power Markets
- ✓ Cover the whole chai, (producer, consumer, TSQ, distributor, trader)

Integration or special projects. Dedicated team of experts (IT, Business, Machine Learning)

Genius Core

Unique time-series Machine Learning models

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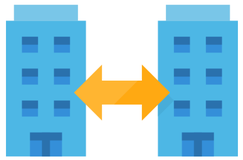
PL - Use Cases across Industries

Manufacturing

- Demand Forecasting
- Process Optimisation
- Revenue Management



Retail / B2B

- Predictive Inventory
- Demand Forecasting
- Revenue Optimisation
- Cashflow Forecasting

Financial Services

- Risk Analytics
- Customer Scoring
- Trading/Hedging Strategies

Travel / Hospitality

- Aircraft Scheduling
- Dynamic Pricing
- Operation Optimisation

Healthcare / Life Sciences

- Strategic Business Planning
- Employee Attrition

Energy / Utilities

- Power Usage Analytics
- Smart Grid Management
- Energy Demand & Supply Optimisation
- Trading/Hedging Strategies

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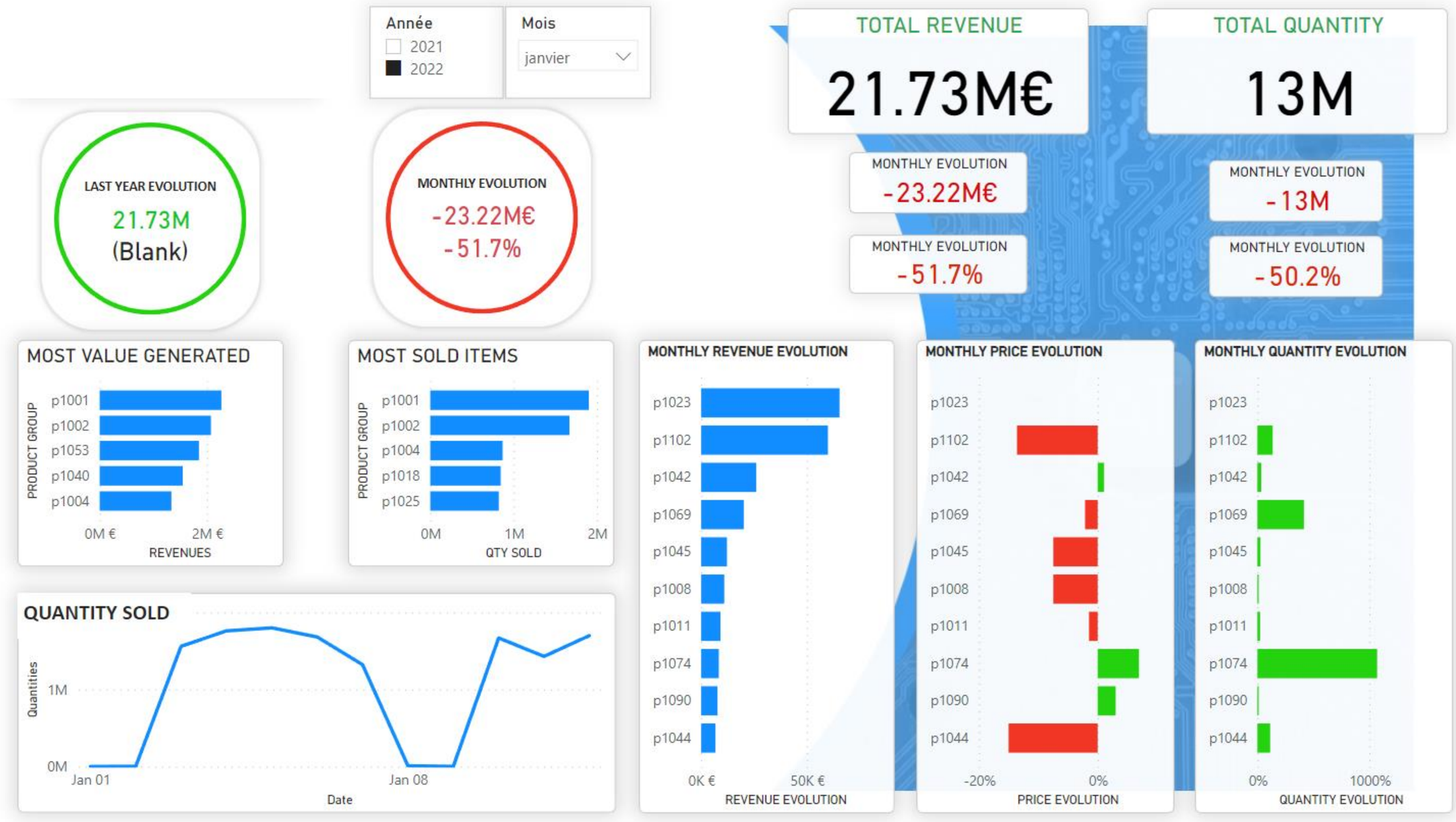
Pricing Output Sample



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Key Differentiation

Explainability

We offer a wide range of explanatory variables, and we evaluate their direct influence on forecasts.

Accuracy

Our forecasts are more accurate than any other source, leveraging our unique AI technology Genius Core.

Customisation

Our adaptative solutions allows you to forecast what you need, whenever you need it and in the format that suits you.

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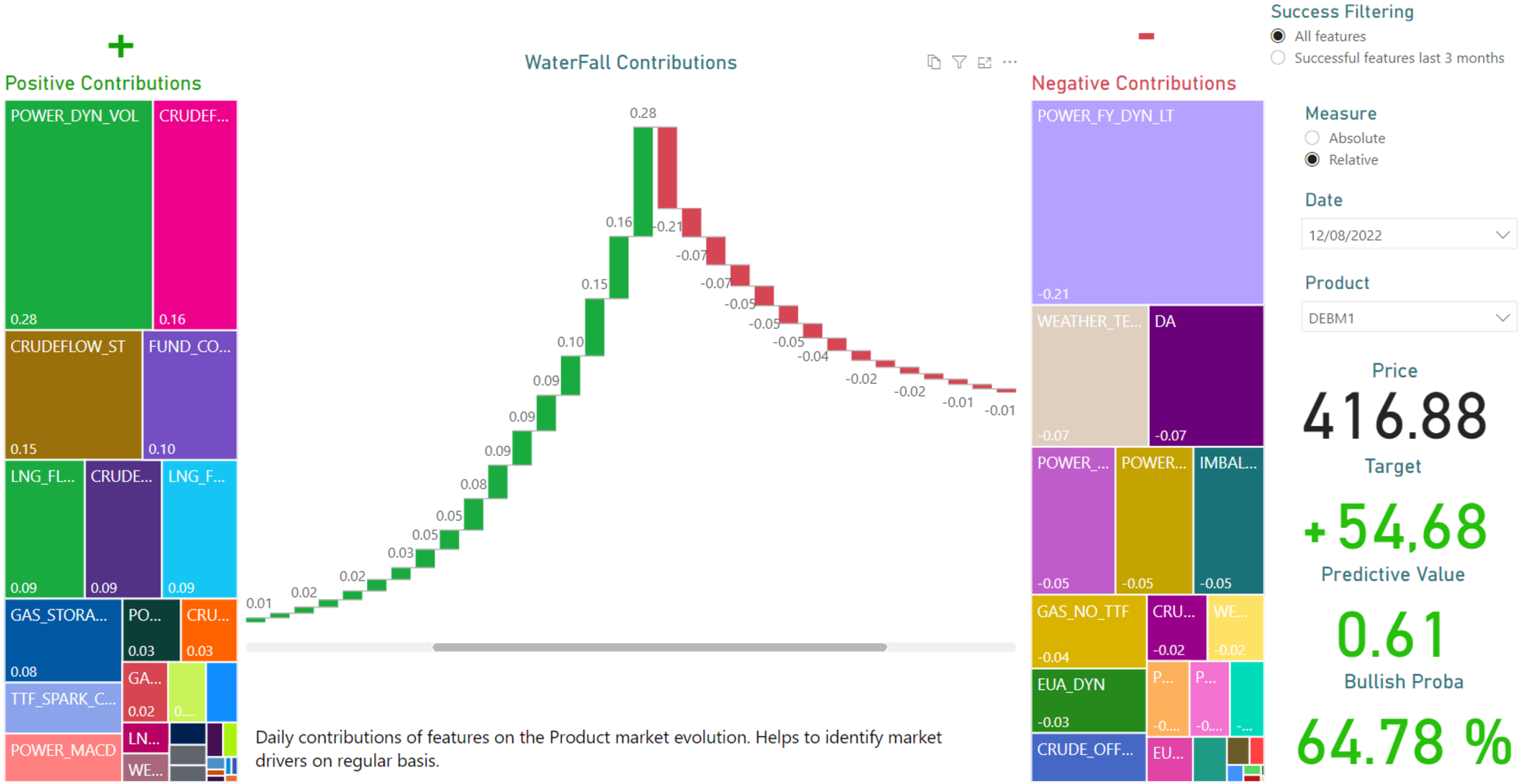
Explainability – Look inside the Black Box



Daily contributions of features on the Product market evolution. Helps to identify market drivers on regular basis.

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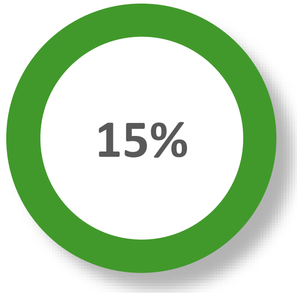
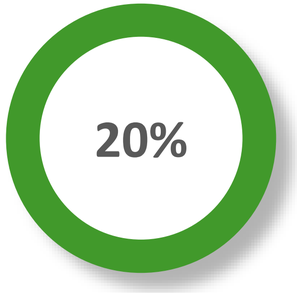
Realized Impact

Energy & Finance

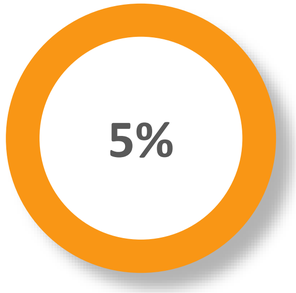


Improvement compared to official local TSO forecasts

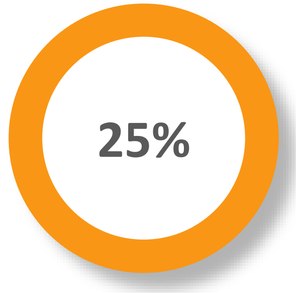


Captured value of the future energy or commodity market

Enterprise



Increase of price for automated deals compare to traditional deals



Reduction of workload by automating recurrent and usual deals

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Business Model

Profit Sharing

Share the Value

Subscription & Performance Fee

Only Pay if Value, i.e. Accuracy

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Some of Our Clients

Energy

Enterprise

Finance

Providing AI forecasting solutions to a wide variety of customers in a reliable manner for over 6 years !

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Info@predictivelayer.com
+41 766 908 233
A-One Business Center – Bat 5, Route de l’Etraz
CH – 1180 Rolle, Switzerland

Predictive Layer
Shape your future

A Switzerland based company

Thank You
Any Questions?

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