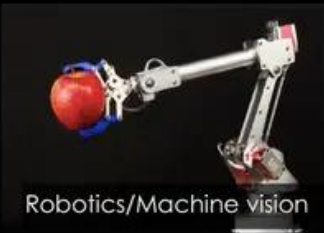




# SuperAnnotate

*The fastest annotation platform for training AI.*

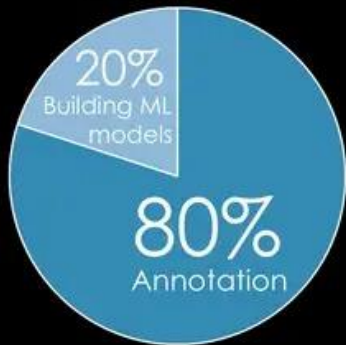
Image annotation is the **backbone** of the AI computer vision



Training AI requires 10s of thousands to millions of annotated images per object

# Image annotation is extremely **time consuming**

Time spent on  
computer vision projects\*

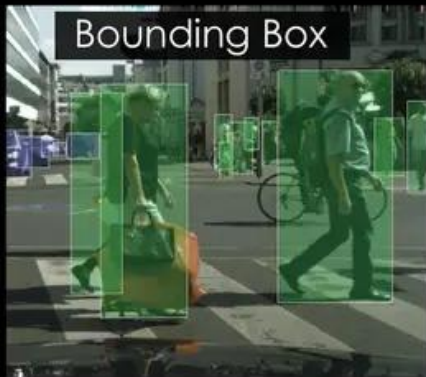


\*Cognilytica report, March 2019

Current annotation approaches

- 3<sup>rd</sup> party vendors  
Annotation service providers
- Crowdsourcing  
Asking random people for annotation
- In-house  
Building own annotation teams

Current annotation tools are **inaccurate** and **slow**



- Inaccurate – includes noise
- Impossible for super-human accuracy
- Hard detection of occluded objects



- Point-by-point object selection
- Extremely time consuming
- Costly – 10x higher than bounding box

Pixelwise annotation is **the key** but very costly and slow with current tools

# We enable **10x faster** pixelwise image annotation



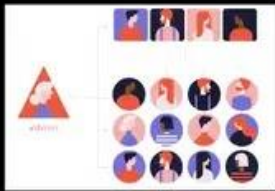
Video demos [here](#) and [here](#)

- Based on the PhD of our CTO
- Proprietary segmentation tech
- Patented
- AI-powered
- One-click annotation
- Self-learning

Enabling to focus more on building Computer Vision and ML  
with the **fastest** and **most accurate** annotation platform

# Enabling advanced collaboration system with ML features

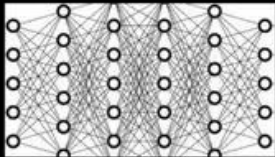
Advanced project/data management



Auto labeling



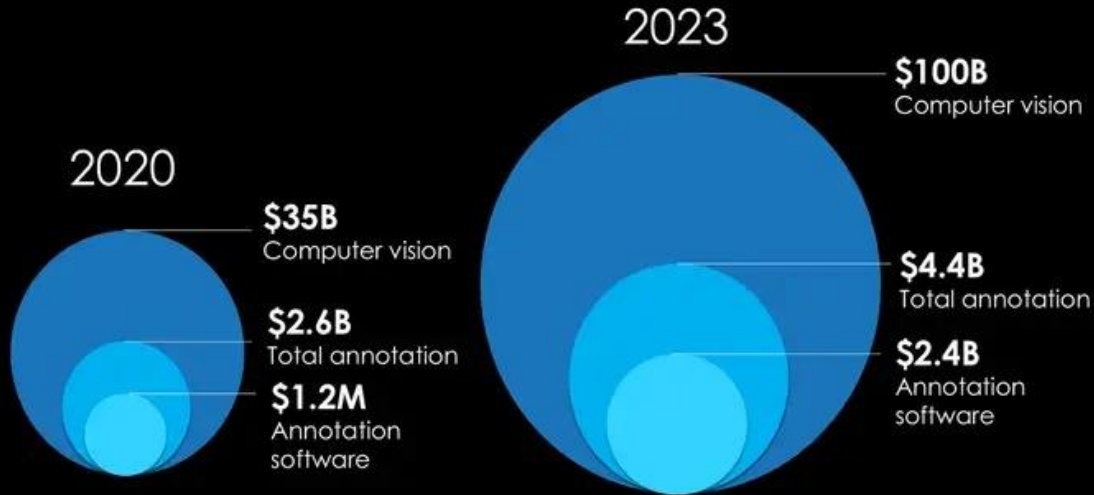
AutoML - model training



Marketplace

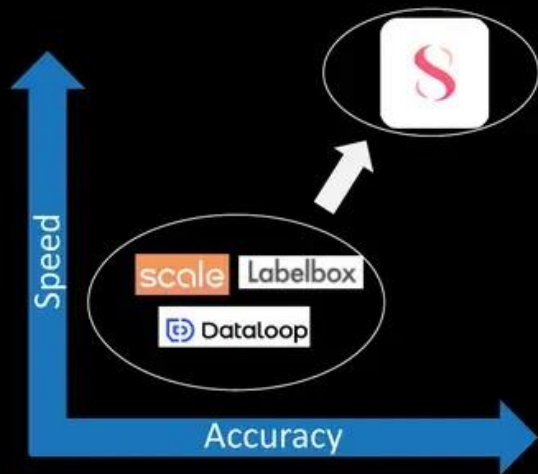


# The Market – 24% CAGR



source: Cognilytica report

# Landscape and Competition



## Competitive advantages

- Speed – up to 10x faster annotation
- Accuracy – better recognition
- Self-learning – even faster annotation with more data
- Custom training within the platform

## Latest acquisitions

- Understand.ai acquired by dSpace, July, 2019
- Mighty AI acquired by Uber, June 2019
- Figure Eight acquired by Appen (\$300M), March 2019
- DataTurks acquired by Walmart Labs, February, 2019



# Team



**Tigran Petrosyan**

Co-founder, CEO

PhD (dropout) in Physics/Biomedicine  
ETH Zurich, University of Bern



**Vahan Petrosyan**

Co-founder, CTO

PhD (dropout) in ML  
KTH Sweden



**David Tadevosyan**

VP of Operations

MS from MIT

5+ years experience as deputy  
CEO at 1500+ company



**Hovnatán Karapetyan**

Lead ML Engineer

PhD from Stanford

6+ years experience in computer  
vision company



**Davit Badalyan**

VP of Engineering

15+ years experience in  
software development



**Jason Liang**

VP of Business Development

BS from MIT, MBA from UC Berkeley  
6+ years experience in building startups



**Michael Aay**

VP of Partnerships

20+ years in developing products and  
ecosystems in fortune 500 companies

+

30+ ML engineers,  
developers, QAs,  
managers

# Investors



# Advisors



## Pieter Abbeel

- World famous professor at UC Berkeley
  - Prominent figure in machine learning
  - Founder at Covariant.ai
- 



## Trevor Darrell

- Renowned professor at UC Berkeley
  - Director of Berkeley DeepDrive (BDD)
  - Co-director of Berkeley Artificial Intelligence Lab (BAIR)
  - Developed caffe deep learning library
- 



## Hovhannes Avoyan

- Serial entrepreneur and investor
- Founder and CEO at Picsart, the largest image editing app with 800M+ downloads and 150M+ monthly users

# Contacts



**Tigran Petrosyan**  
Co-founder, CEO

[tigran@superannotate.com](mailto:tigran@superannotate.com)



**Vahan Petrosyan**  
Co-founder, CTO

[vahan@superannotate.com](mailto:vahan@superannotate.com)

