

Founding Story



B.Sc., M.Sc., and PhD in AI



The founding team are **world renowned AI scientists**, who have believed *“human language is the new machine language”* for almost two decades. They are former language AI leads at big tech and other deep tech AI startups.

Benevolent^{AI} Microsoft Google Adobe  **CLINICAL cognition**

They are **immigrants** from the middle east who have been **working on cutting-edge AI research** for about **18 years**.

The founders have worked together for more than **15 years** already.

They have attracted a roster of **world-renowned scientific and business advisors**, see the full list [here](#).

NRF  Walmart  JPMorganChase  Coca-Cola
 NSF  DELTA  BEYOND MEAT

Having been insiders to **the current breakthrough moment in AI**, in 2021 they saw that we have gotten us closer in imbuing machines with **commonsense reasoning**. Read the back story [here](#).

Their early investors have been various industry experts such as **Kathy Waller** (ex-CFO of Coca-Cola, Board member at Delta Airlines), **Hamid Moghadam** (CEO and co-founder of Prologis), **Karenann Terrel** (ex-CIO of Walmart and board member at UiPath), **Esther Dyson** (Health & Tech Pioneer), **Scott Dahnke** (CEO of L-Catterton), **Philippe Schaus** (CEO of Moët Hennessey, Executive Committee of LVMH), **Seth Goldman** (Chairman at Beyond Meat), among many other executives.

PETERSON VENTURES  planct.  VENTURE REALITY FUND

Verneek Journey Summary

2021

Founded Verneek
Hired our 1st team member

2022

Concluded a Round of R&D
resulting in a patented breakthrough enterprise-grade AI platform

2023

Launched Out of Stealth
with major consumer retail and media partners and proved the ROI for increasing sales and decreasing operating costs.

2024

Growing the team and Commercial use-cases

Verneek Noteworthiness

Verneek's Founding Thesis

“*The best path forward for building the most helpful AI for the benefit of the society is to deploy AIs with Deep Domain Expertise.*”

Current search & discovery journeys are siloed, unintuitive, and deficient.

Solution

A Holistic Search and Discovery AI, Purpose-built with any Business's Deep Domain Expertise

Verneek AI Platform

Verneek's product is its proprietary **Domain General AI Platform** [enterprise-grade] [developer-friendly] Read the [patent](#).

Verneek AI Platform provides businesses with one holistic **hyper-personalized** and **hyper-localized Search & Discovery AI** with their own **deep domain expertise**. Verneek AI expert instances act as an intelligence engine on top of any digital or physical environment, reactively or proactively engaging with the users through conversational voice or text interfaces.

The technology behind Verneek AI Platform is called **Contextual Retrieval Generation**. Unlike the likes of ChatGPT, Verneek's technology processes any requests by generating contextual executable programs for **taking actions inside an environment** or retrieving answer to questions based on the **curated sources of up-to-date information** from the business.

Characteristics of Verneek's AI Platform

- Controllable AI with Deep Domain Expertise, Solely Based on Business's Curated Structured/Unstructured Data
- Trustworthy AI that Cites Everything it Predicts
- Personalizable and Customizable AI
- Fully-managed and Maintained Solutions by Verneek
- Privacy-first Cloud-native AI, Deployable on Private Cloud



Verneek Commerce AI

Verneek AI Platform's killer solution is in commerce, acting as an intelligence engine on top of any call center portal, e-commerce website/app, or physical retail stores. Verneek helps back-office associates work more accurately and save time, while helping consumers make better and faster decisions, all through a conversational search & discovery AI. Verneek AI has been live with major US retailers.

WILLIAMS SONOMA  ALBERTSONS  SPROUTS FARMERS MARKET

 [Inquirer article on Verneek here](#)

“*(It) felt like I was shopping in the future*”

15M users

Verneek AI has so far served millions of users across different use-cases, increasing sales and decreasing operation costs, while delighting users.



Verneek Commerce AI is a true showcase of AI as **Augmented Intelligence**, beloved by consumers, customer service associates, and retailers!

“*This (Verneek) is simply amazing. This to me is like Manna from heaven! I can basically ask a question, get to the aisle, get the product, and move on*”

— Bill Thorne, SVP at NRF



“*I have worked in retail for 40 years and I have been waiting for something like this. This is the answer to my prayers.*”

Associate Manager



Verneek Media AI

Verneek AI enables media businesses to purposefully launch their own AI, ensuring they protect their copyrighted content, while delivering greater value to their audience and monetizing their platform through selling products. **Quin Motherly AI Coach** is currently their **40M users** across channels, helping moms get instantaneous trustworthy answer to any of their motherhood questions and make better shopping decisions.

In partnership with  NVIDIA. Watch NVIDIA's feature of Verneek [here](#)

Media Coverage

Fortune, [This couple is on a mission to create helpful A.I.](#)

Fortune, [Meet Nasrin Mostafazadeh and Omid Bakhshandeh, whose company Verneek A.I. wants to make it easier for consumers to make decisions](#)

NRF, [What Can AI Do For Retailers and Customers](#)

Fortune Most Powerful Women, [How A.I. Is Shaping The Work In Our Homes And Communities](#)

Wall Street Journal, [Motherly, an online resource for mothers, has partnered with Verneek AI to develop an AI coach](#)

Tech NYC, [Verneek, the NYC-based deeptech AI startup, launched a partnership with Motherly.](#)

The Spoon, [Verneek Launches Generative AI Platform to Assist Food Shoppers](#)

The Philadelphia Inquirer, [We Used a New AI App to Grocery Shop in South Philly. This is What Happened.](#)

Yahoo Finance, [Verneek Launches One Quin, the Consumer Experience AI Platform](#)

Retail TouchPoints, [4 Ways Retailers can Leverage Generative AI to Drive Revenue and Productivity](#)

SmartBrief, [6 Startups Transforming the Grocery Technology Industry](#)