



**integrators**.ai

What we strive for

# Delivering **extreme value with AI** instead of becoming average



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# Who we are

2017

Founded **Pursuit** and started building custom websites

2019

Focus on webapps, mobile apps, APIs and data engineering

Expansion to 4 people & moved to Amsterdam West

2021

Specializing in digital products including AI and Web3

Expansion to 7 people & moved to Amsterdam City Centre

2023

Launched our new business unit for AI projects → **integrators.ai**

Expanding to 10 and onboarding new partners



# We're in the middle of the third information revolution

Whether you want it or not...

**Personal Computer**

*Automate basic tasks*

1980s



**World Wide web**

*Scale & share tasks*

1990s / 2000s



**Artificial Intelligence**

*Intellect automation*

2020s

Looking back

# Fast adopters of the internet grew **twice as fast**

**+13%**

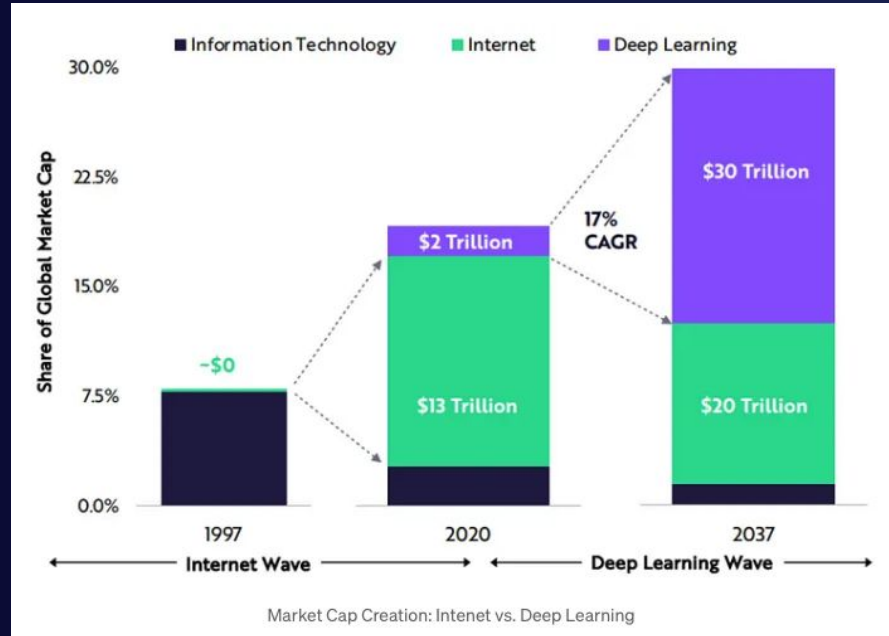
Annual growth  
**HIGH** adopters

**+6,2%**

Annual growth  
**LOW** adopters

Looking forward

# AI will create **more market value** than the internet & computers



Looking at the present

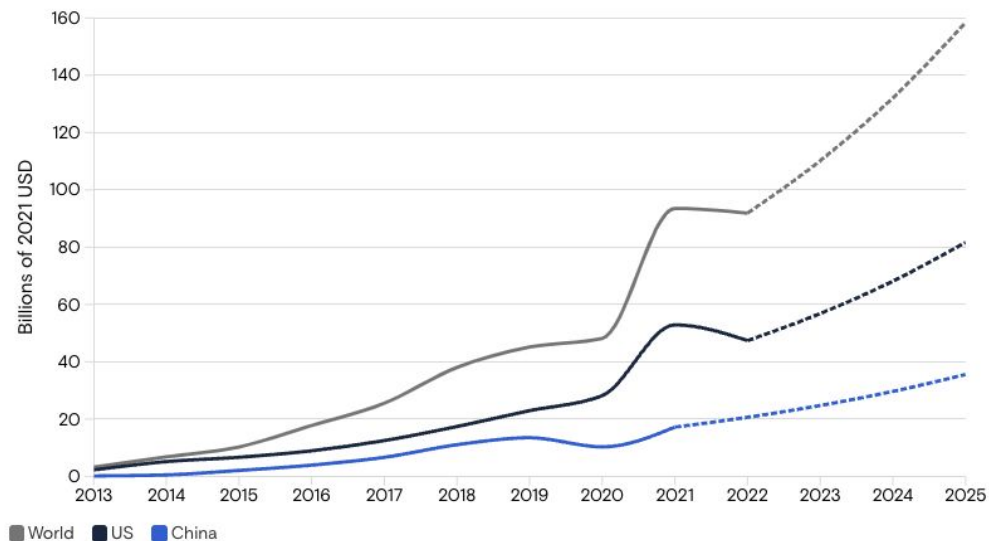
# Ten tech companies have acquired more than 100 AI companies since 2017

Company	# AI acquisitions
 Apple	21
 Accenture	19
 Microsoft	14
 Meta	12
 Cisco	11
...	...

# AI investment is only growing **faster** next years

## AI investment is likely to grow in the next three years

Private AI investment (dotted lines show GS revenue projections\*)



Source: Stanford Institute for Human-Centered Artificial Intelligence, Goldman Sachs Research - \*Average of GS Research 2022-2030 revenue growth estimates for Microsoft Azure, NVIDIA, Google Cloud, and Amazon Web Services (when available)

Goldman Sachs



# Uncovering the AI hype



## Third party AI tools

Popular models like ChatGPT, Dall-E, Stable Diffusion



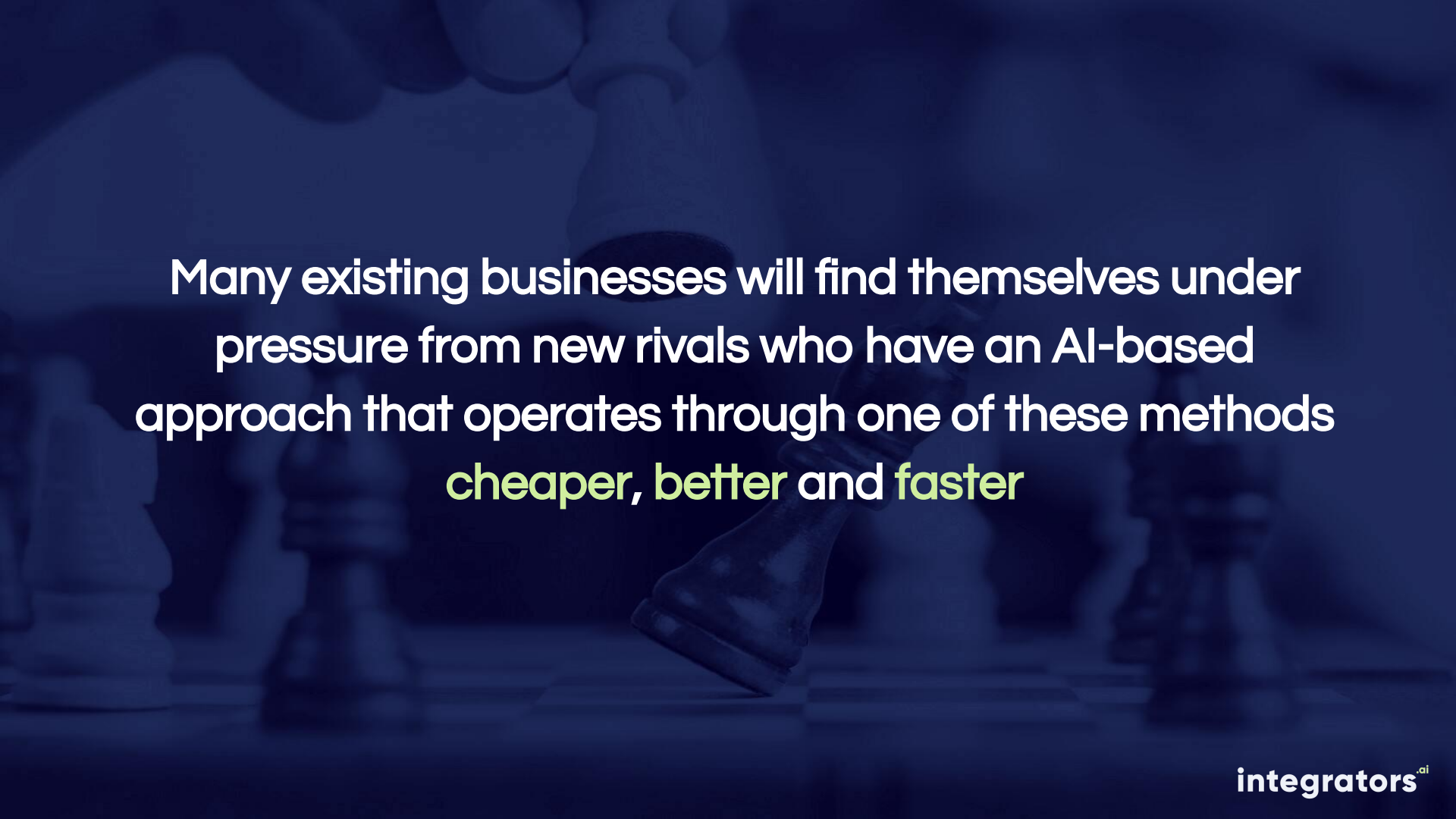
## Hybrid models

Combining pre-trained models with custom embeddings generated from your data



## Custom ML models

Designing and developing tailored machine learning algorithms



Many existing businesses will find themselves under pressure from new rivals who have an AI-based approach that operates through one of these methods  
**cheaper, better and faster**

Example from our own industry - AI-powered coding



**50%**

coding speed  
improvement

**75%**

of users feel more job  
fulfilment



What can we take away from this?

Success means taking AI technology and combining it with **your unique expertise or data sets.**

What does **this** look like for our clients?

Optimizing estimates of flight departure & arrival times  
for large parcel delivery firm



ViaEurope

**Predicting** diseases based on blood biomarkers for  
preventive healthcare company

**POSTYOURLAB**

Large language model (GPT-4) **integration** for SaaS app to **suggest** relevant new content





But, what are **your** biggest challenges?

Why us?

Let us be your **eyes, ears, hands & feet**  
at the forefront of this AI revolution



### Datageeks & techfreaks

New generation of dev's  
at the forefront of AI technology



### Output is 100% yours

You get ownership of the  
infrastructure, including signed NDA



### NL-based quality

Quality guarantee through  
our in-house technical experts

**The AI economy is  
here. Start innovating  
today.**

Lead the way by powering your day-to-day  
operations or products with AI

**integrators<sup>.ai</sup>**