



## Who we are

Indivd was founded in 2018 by an international mix of serial entrepreneurs, developers and leading AI scientists. The team is convinced that privacy-driven technology, where human rights are at the core of the development can help solve the biggest challenge in traditional retail today.

## What we do

The company has developed its own AI technology, that is, artificial intelligence, for facial anonymization. Indivd's technology is the only solution that can use cameras to re-identify all visitors without processing biometric data or store personal data. A technology that gives retail stores new valuable insights, better knowledge about all their visitors, and perfect support in their strategies and decisions. There are also other possible application areas to explore.

## What we like about IBM and “Start up with IBM”

1. The strong and supportive engagement from the IBM team
2. The competence and skills of the IBM team
3. The IBM Cloud services

*"When building a Start up, we are always looking for the best resources and the best offerings available. It goes from hiring, finding partners like lawyers and also for cloud services. At the point when we were to decide what cloud partner to work with, we evaluated the options thoroughly and decided to go for IBM because they had the best offer for us looking at support, resources and engagement."*

Fredrik Hammargården, Co-founder, Head of Commercialization