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Shaping an AI-enabled Future

How Prosus is investing in the next wave of AI applications

April 2025





Investing in the AI-enabled Future of Commerce.

Prosus is a global technology company, unlocking an AI first world for its 2 billion customers. With investments in more than 100 companies across the world, Prosus builds local ecommerce champions in growth markets.

With leading positions in Food Delivery, Classifieds and Fintech, Prosus has created its own unique technology ecosystem, driving innovation, knowledge sharing and growth across its portfolio.

Through the Prosus Ventures team, the Group invests in new technology growth opportunities within AI, social and e-commerce platforms, fintech, B2B software, logistics, health, blockchain, agriculture and more.

The team actively backs exceptional entrepreneurs who are using technology to improve people's everyday lives.



Global startup & venture capital intelligence platform.

Dealroom.co is a global intelligence platform for discovering and tracking the most promising companies, technologies and ecosystems. Clients include many of the world's foremost organizations such as Sequoia, Accel, Index Ventures, McKinsey, BCG, Deloitte, Google, AWS, Microsoft, Stripe.

Dealroom partners closely with local tech ecosystem development agencies and enablers, to create a comprehensive multi-dimensional blueprint of the tech ecosystem, including capital, talent, innovation, entrepreneurship and overall economic dynamism.



“Welcome to The Future of E-commerce in the Age of AI. AI adoption is no longer optional—it's imperative. Companies leveraging AI are accelerating their relevance to consumers, enhancing personalisation, and driving unprecedented growth.

At Prosus Group, we're committed to being at the forefront of revolutionising the e-commerce landscape with its innovative AI agents. We're proud to support entrepreneurs looking to transform the e-commerce industry and unlock new growth opportunities for merchants.

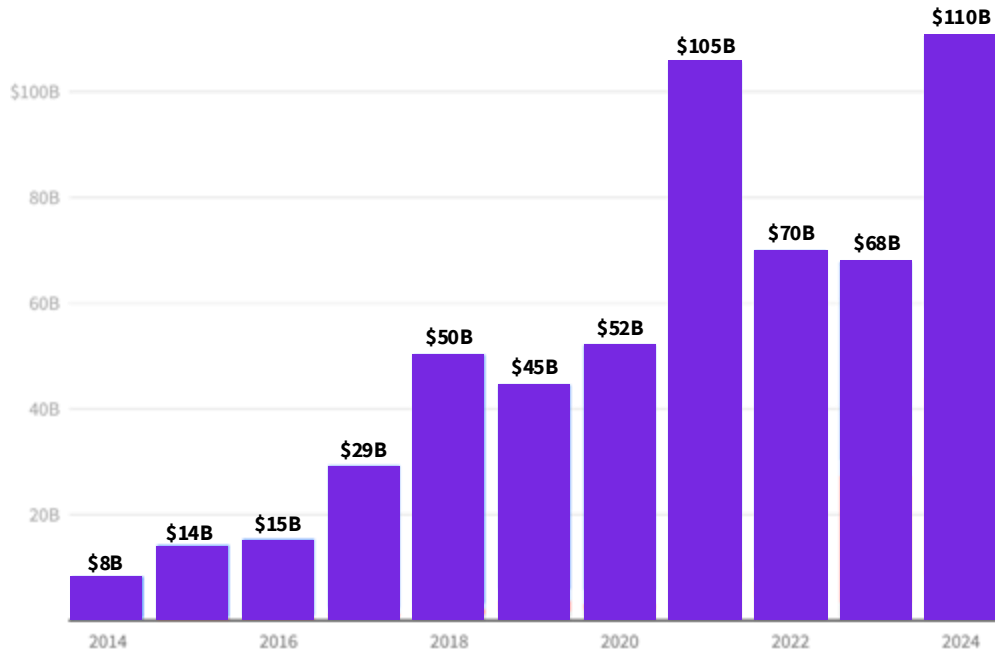
We invite you to join us on this exciting journey as we explore the limitless possibilities AI brings to the world of e-commerce.”

Fabricio Bloisi, CEO at Prosus

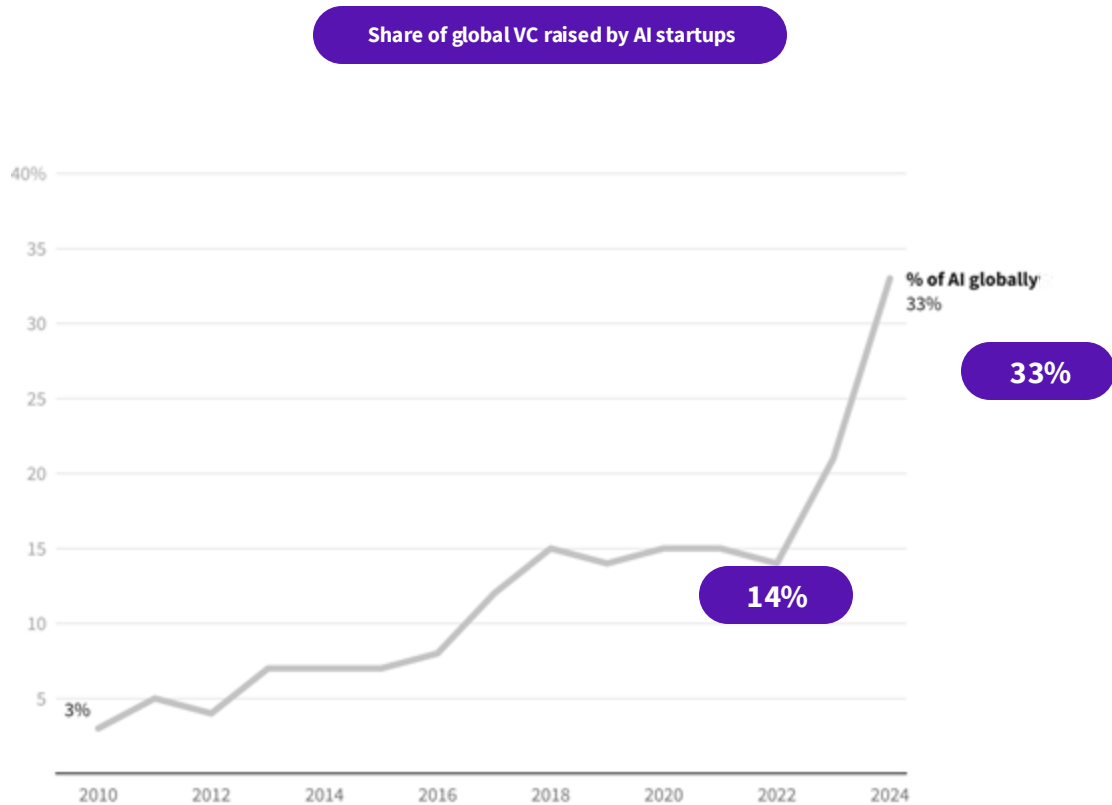
AI venture capital hit an all-time high in 2024

\$110B was invested in AI-first companies in 2024.

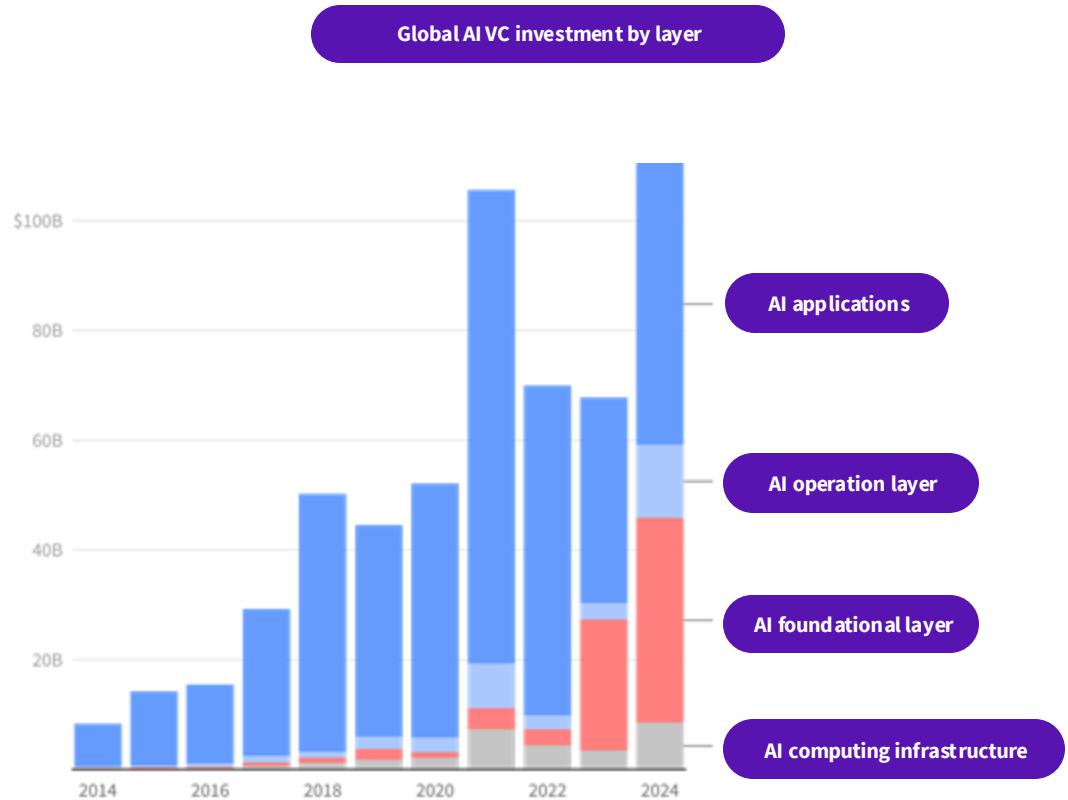
AI investment was **up 62%** year-on-year.



**AI now makes up
a third of global
venture capital,
more than
double the share
of two years ago**



**Within AI,
investment in
the foundational
layer has driven
overall growth
the most in the
last two years**





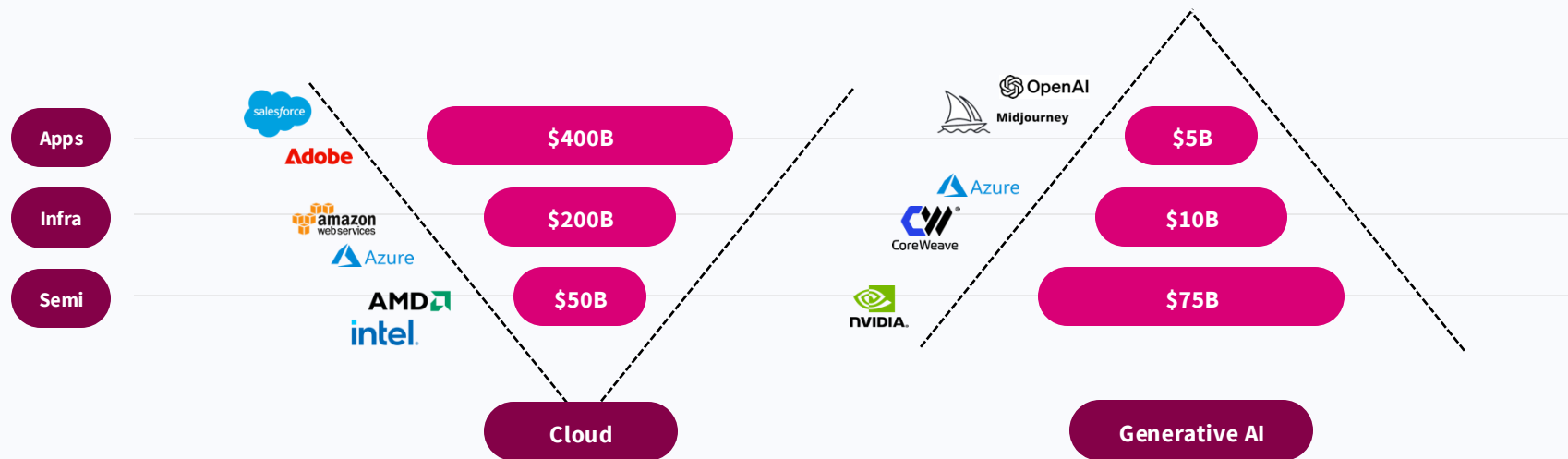
“Foundational models have absorbed the lion’s share of venture capital funding in 2024, but ultimately the largest profit pool will be in the applications that are built on top. We believe we are close to an inversion - value and investments will skyrocket in the application layer.”

Euro Beinat, Global Head AI and Data Science at Prosus

We believe we are close to an inversion, value and investments will skyrocket in the application layer

ALTIMETER

Estimated annual revenues by stack



Prosus has made a number of investments in the AI-enabled future

AI for e-Commerce

Companies that are using AI to drive growth and efficiencies for e-commerce customers



Queen



Nexad



Advolve



Taktile

Digital Workforce

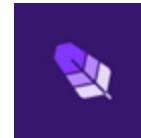
AI agents to augment and/or substitute labor (typically, white collar jobs)



Corti



Ema



















Voa Health



SpotDraft

Prosus has made a number of investments in the AI-enabled future

| Space | | Name | Tagline | HQ Country | Total funding (EURM) | Launch Year | Employee growth % (last 6 months) |
|----------|---|----------------------------|--|--|---------------------------|-------------|-----------------------------------|
| Commerce |  | Nexad | AI-native generative ad system |  | <div><div></div></div> 2 | 2024 | N/A |
| |  | Advolve | AI powered advertising |  | <div><div></div></div> 6 | 2023 | <div><div></div></div> 17 |
| |  | qeen.ai | AI-driven e-commerce OS |  | <div><div></div></div> 11 | 2023 | <div><div></div></div> 53 |
| |  | Taktile | Automated risk management |  | <div><div></div></div> 72 | 2020 | <div><div></div></div> 22 |
| |  | Corti | AI platform for healthcare practitioners |  | <div><div></div></div> 87 | 2016 | <div><div></div></div> 23 |
| |  | Ema | Universal AI employee |  | <div><div></div></div> 55 | 2023 | <div><div></div></div> 87 |
| |  | SpotDraft | Legal contract automation |  | <div><div></div></div> 75 | 2017 | <div><div></div></div> 17 |
| |  | Voa Health | AI platform for healthcare practitioners |  | 0 | 2023 | <div><div></div></div> 36 |

Case Study: Corti



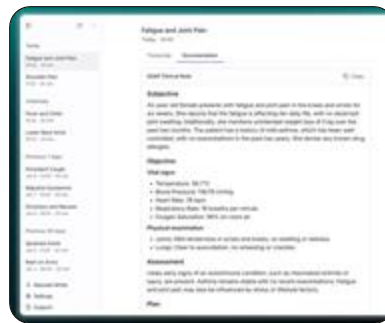
Headquarters: Denmark / New York
Founded: 2016

Corti is a research and development company that specializes in state-of-the-art AI foundation models for healthcare. Corti's mission is to eliminate administrative hurdles in healthcare and life sciences and bring expert-level healthcare reasoning to every corner of the globe, driving down costs and improving the quality of care.

Its models integrate seamlessly into any healthcare application through Corti's SDKs and APIs, enabling vendors, providers, and payers to leverage safe, cutting-edge AI across extensive use cases in healthcare.

Corti's supportive computing foundation models, built for healthcare, have learned from more than 250,000 daily patient interactions.

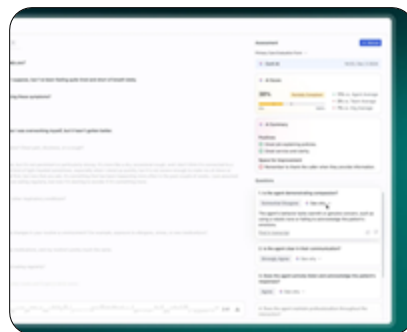
Ambient scribe



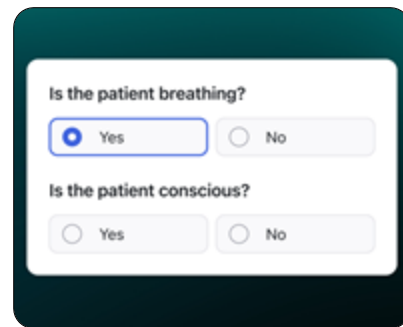
Assisted medical coding



Interaction recording



AI-powered triage



Case Study: Ema



Headquarters: San Francisco

Founded: 2023

Ema, an abbreviation for Enterprise Machine Assistant, is a next-generation technology company focused on harnessing the power of artificial intelligence to transform enterprises. Through its Universal AI Employee, Ema defines how machines and humans work together to build the future of work.

She is simple to use, trusted and highly accurate. Customers can create a customized AI employee conversationally and with little engineering resources.

The AI employee can solve multiple use cases like customer support, data analyst, sales assistant etc.

Ema is a universal AI employee



Case Study: Qeen.ai



Headquarters: Dubai

Founded: 2022

Using proprietary technology, qeen.ai develops AI agents that autonomously execute tasks and optimize their outcome based on observed user behavior.

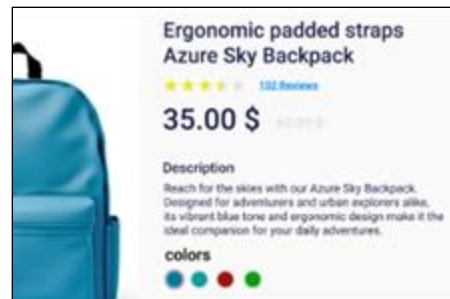
E-commerce businesses can seamlessly interact with qeen.ai's domain-expert agents to carry out functions like content creation, marketing and conversational sales. This enables merchants to effortlessly automate e-commerce tasks, achieving performance uplifts beyond the capabilities of human operation or conventional AI applications.

It's first AI agent (for dynamic content) has served 15M users and is giving clients more than a 30% "add to cart" boost.



Without Qeen.ai

Usually made by a product manager, there is only one store front for everyone



With Qeen.ai

A personalized storefront experience created for each visitor, optimized for sales.

Case Study: Advolve



Headquarters: Brazil

Founded: 2023

Advolve is transforming hyperlocal and highly personalized advertising through an AI-powered platform designed for digital ad operations.

The platform automates the creation, deployment, and management of digital ads, enabling a single user to efficiently handle tasks traditionally managed by an entire digital acquisition team.

This not only drives higher team productivity but also ensures the delivery of more customer-relevant ads, resulting in reduced Customer Acquisition Costs (CAC) and improved Return on Ad Spend (ROAS).

Proof of concept with iFood



There are many other AI applications making waves. These are our favorites.

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Coding



Digital Workforce



Platforms



Health



Biotech



FinTech



Customer Service















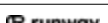














Robotics





























Creative



There are many other AI applications making waves. These are our favorites.

| Category | | Name | Description | HQCountry | Total funding EUR M) |
|----------|---|-------------------------------------|--|---|-------------------------|
| Coding |  | Lovable | Build your apps with AI |  | 21 |
| |  | Replit | Build your apps with AI |  | 202 |
| |  | Cursor / Any sphere | A next-gen IDE | | 157 |
| |  | Vercel | Serverless compute | | 512 |
| |  | Bolt / Stackblitz | Build your apps with AI | | 7 |
| |  | Windsurf | A next-gen IDE | | |
| Creative |  | Suno | Make any song you can imagine |  | 114 |
| |  | Elevenlabs | Making content accessible in any language and voice. | | 319 |
| |  | Gamma | Presentation and website development | | 17 |
| |  | Runway | Future of Hollywood | | 217 |
| |  | HeyGen | Visual storytelling | | 68 |
| |  | Midjourney | Image generation | | 0 |
| |  | Synthesia | Avatars for training, PR clips |  | 306 |
| |  | Soundraw | AI music with custom styles |  | 5 |
| |  | Lumen5 | Social videos from text |  | 0 |
| |  | Black Forest Labs | GenAI for Videos |  | 31 |
| |  | PhotoRoom | Photo editing |  | 63 |
| |  | Pika | Video generation service |  | 123 |

There are many other AI applications making waves. These are our favorites.

| Category | Name | Description | HQCountry | Total funding EUR M) |
|-------------------|--|--|---|-------------------------|
| Platforms |  Cohere | Workflow automation |  | 855 |
| |  Composio | Integration Platform for AI Agents & LLMs |  | 24 |
| |  Enter | AI Agents deployment |  | 6 |
| |  Modal | High performance AI infrastructure |  | 37 |
| |  Together AI | Platform for Open Source AI | | 485 |
| Digital workforce |  Hebbia | AI for knowledge workers | | 145 |
| |  Mercor | AI enabled recruiting | | 134 |
| |  Harvey | AI legal services | | 460 |
| BioTech |  Cradle | Protein engineering |  | 94 |
| Health |  Rapid Claims | Revenue management for HealthCare |  | 11 |
| |  Abridge | Enterprise-Grade AI for Clinical Conversations | | 457 |
| |  Corti | AI for Healthcare apps |  | 96 |
| Customer Service |  Decagon | Customer Service |  | 100 |
| |  Darwin | Customer support | | 2 |
| Robotics |  Figure AI | General purpose humanoids | | 854 |
| |  Avra | Business intelligence |  | 2 |
| FinTech |  Jota | Whatsapp banking | | 9 |

Find more info on our favorite AI companies on dealroom.co

| NAME | DEALROOM SIGNAL | MARKET | TYPE | GROWTH 12 months growth | LAUNCH DATE | VALUATION | FUNDING |
|---|---------------------------|---------------------------------------|---|-----------------------------|-------------|-----------|---------|
|  Abridge ☆ Machine learning technology that powers ability to highlight key points... | <div><div></div></div> 98 | B2B, B2C health health platform | artificial intelligence machine learning natural language processing subscription saas | <div><div></div></div> 255% | Sep 2018 | \$2.8b ⓘ | \$457m |
|  Figure ☆ AI Robotics company building the world's first commercially viable... | <div><div></div></div> 96 | B2B robotics | artificial intelligence hardware autonomous & sensor tech selling own inventory | <div><div></div></div> 179% | May 2022 | \$2.7b ⓘ | \$854m |
|  Pika ☆ An idea-to-video platform that brings creativity to motion | <div><div></div></div> 96 | B2C media content production | artificial intelligence subscription saas | <div><div></div></div> 350% | 2023 | \$470m ⓘ | \$135m |
|  Together ☆ Together will enable researchers, developers & companies to leverage... | <div><div></div></div> 96 | B2B enterprise software | deep tech artificial intelligence commission saas | <div><div></div></div> 167% | 2022 | \$3.3b ⓘ | \$533m |
|  Runway ☆ Magical AI tools, realtime collaboration, precision editing, and more | <div><div></div></div> 96 | B2B media content production | deep tech machine learning artificial intelligence subscription saas | <div><div></div></div> 63% | Nov 2018 | \$3.0b ⓘ | \$547m |
|  Harvey ☆ AI legal tool to help legal practitioners | <div><div></div></div> 95 | B2B legal | artificial intelligence subscription saas | <div><div></div></div> 237% | 2022 | \$3.0b ⓘ | \$506m |
|  Suno ☆ Make a song about anything using AI | <div><div></div></div> 95 | B2C music | artificial intelligence machine learning deep learning natural language processing subscription | <div><div></div></div> 394% | Nov 2022 | \$500m ⓘ | \$125m |
|  ElevenLabs ☆ Providing an online text-to-speech AI voice generator to instantly create... | <div><div></div></div> 95 | B2B media content production | deep tech natural language processing artificial intelligence saas | <div><div></div></div> 240% | 2022 | \$3.3b ⓘ | \$281m |
|  Hebbia ☆ Cutting edge ML productivity tools that supercharge knowledge workers | <div><div></div></div> 95 | B2B fintech enterprise software | artificial intelligence commission saas | <div><div></div></div> 133% | Aug 2020 | \$700m ⓘ | \$160m |



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