GenAI in the Permira Portfolio

Accelerating Innovation through Collaboration

In 2024, we've continued to embrace AI experimentation across the Permira portfolio and to share our learnings. By fostering collaboration across sectors, we've established a distributed laboratory to prototype innovative AI solutions. **We're thrilled to highlight several examples of great work and tangible results from companies across the portfolio.**

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GenAI Innovators in the Portfolio: 6 Examples

Company	Initiative	Impact

comment sold	CommentSold is a leading video-first, turnkey social commerce platform empowering entrepreneurs and creators to effortlessly launch and scale their online retail businesses. By integrating AI as a core pillar, CommentSold simplifies tasks, reduces costs and time, and promotes sustainability through its innovative software solutions.
	
	AI Toolsets:
	1. AI ClipHero (Launched April 2024, featured in TechCrunch): This advanced solution leverages a self-learning neural network to transform hours of live-sale footage into shoppable video clips, streamlining content creation and maximizing efficiency.
	2. AI ModelMe (Launched November 2024): This AI-powered tool allows creators to virtually model outfits from CommentSold's extensive product catalog, eliminating the need for physical samples. It promotes sustainable fashion by reducing sample waste and shipping costs while enabling seamless virtual photoshoots.
		• Operational Efficiency & Cost Savings
		  ◦ AI ClipHero automates editing, subtitling, and product tagging for shoppable videos, saving creators and sellers over 2 hours and $150 per video. At scale, this translates to millions in annual savings for large retailers.
		• Sustainability & Logistics Optimization
		  ◦ AI ModelMe eliminates physical sample shipping, a major cost and waste driver. Brands save an average of $2,000 per creator activation, while reducing waste from discarded samples and cutting shipping emissions.
		• Faster Time to Market
		  ◦ Creators can instantly start selling products from the CommentSold catalog without waiting weeks for physical samples, accelerating product launches and sales.

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G2 is the world's largest and most trusted software marketplace. In April 2023, G2 launched "Monty," the first AI-powered business software advisor – built on OpenAI's ChatGPT. 16% of buyers already start their software purchasing journey on G2, with 74% discovering G2 during their research process. Now, Monty makes it easier and faster to search far and wide for software on G2 for more informed recommendations, based on buyers' unique needs.

Beyond his role as an impartial software advisor, Monty has expanded his skills in additional roles: serving as a dedicated customer support agent for G2's clientele, an expert in sales prospecting and lead generation as a powerful chatbot on G2 product profiles and external websites, a visionary in software market intelligence, and more.

As of Q3 2024, over a year since Monty's launch, the following impact has been seen:

Software recommender Monty has been having up to 6,000 weekly conversations with software buyers researching solutions on G2.

When it comes to Monty for Sales:

- 30% of people who talk to Monty end up converting in some way (booking a demo, filling out a form, etc.)
- Prospects who chat with Monty are 30x more likely to book a demo
- One customer grew ROI 70x annually through Monty-sourced pipeline
- Monty helped one customer save 100 hours of sales prospecting time each month

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Universidad Europea

Universidad Europea is a network of premium higher education offering. Over the past year, UE has deployed several AI initiatives benefitting both staff and students.

- Risk Detection Algorithm: Predicts student success, helping teachers intervene early
- Competency Monitoring Tool: An internal tool that allows marketing and sales to track competitor activities and dynamically adjust campaigns
- Smart Assistant: An internal ChatGPT-based tool deployed on Teams for UE staff to access information securely
- Translation Tool: Translates documents between languages while maintaining formatting

Additionally, UE is currently testing their Sof.IA tool in a pilot with students from the Masters Degree in International Building and Construction Management program. This AI-powered academic assistant has specific knowledge of each subject to assist students with tailored learning. It is the first step towards a virtual tutor.

These AI initiatives improve marketing effectiveness, streamline internal workflows, facilitate efficient document translations, and enable proactive support for students, ultimately enhancing overall operational efficiency and student success rates.

- Translation Tool: More than €500k saved annually by automating document translation
- Risk Detection Algorithm: This algorithm boasts an accuracy rate of over 90%, significantly aiding in student retention

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ACUITY KNOWLEDGE PARTNERS	Acuity Knowledge Partners serves a global client base of over 500 financial services firms, including banks, asset managers, advisory firms, private equity houses and consultants. Acuity has been developing a suite of GenAI tools to augment research analysts.	Launched Credit-Pulse and RFP-Pulse GenAI tools to clients
CIELO	Cielo is a market leader in talent acquisition, delivering Recruitment Process Outsourcing (RPO), consulting, executive search and software solutions to help companies attract, hire and retain the best talent to support business growth. Cielo has developed a proprietary GenAI-based recruiter workflow tool, with auto-drafting of job posts, candidate outreach and interview prep.	20% improvement in time-to-fill roles and 55% increase in message acceptance

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sysdig	In the cloud, every second counts. From prevention to defense, Sysdig focuses on real-time cloud security. Sysdig launched Sysdig Sage™, cloud security's first AI analyst capable of accelerating human response through multi-step reasoning, contextual awareness, and guided remediation.	52% decrease in cost per incident 19% fewer incident escalations