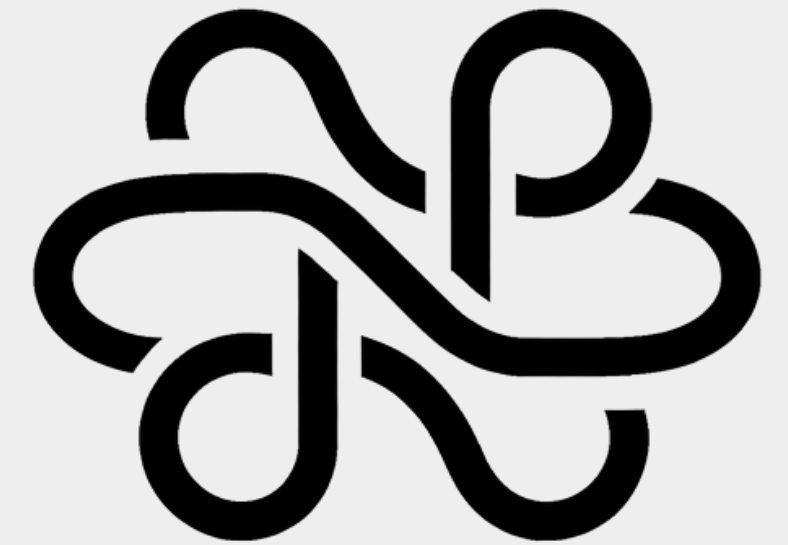


NOEM



THE MISSING CONTEXT LAYER FOR REAL-WORLD AI.

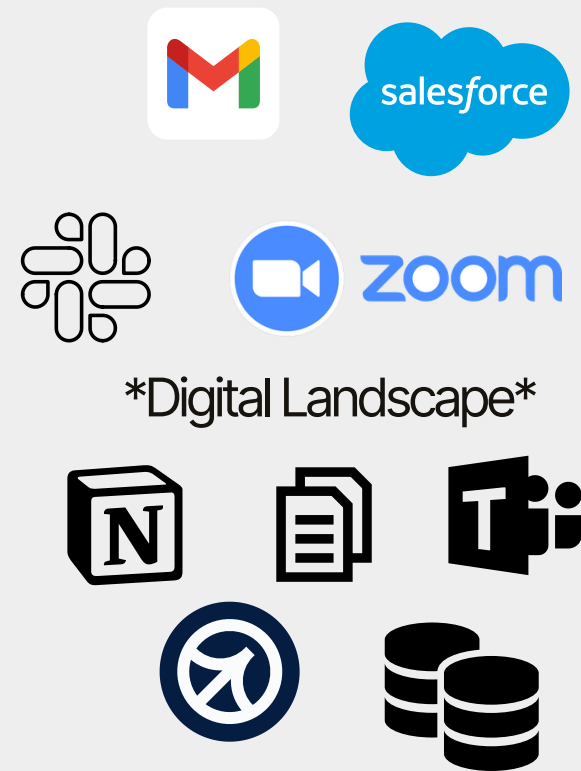
CONTEXT-AWARE
INTELLIGENCE FOR
REAL-WORLD AI

HELLO@NOEMTECH.COM
FEBRUARY 26
NYC

PROBLEM

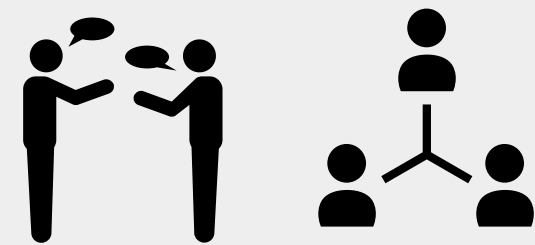
AI systems today are blind to lived experience.

What AI Understands Today

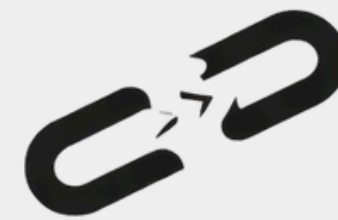


Digital Landscape

What AI Cannot See



Real World Experience



No continuity



No real-world context



Decisions based on fragments



human prompting ≠ comprehensive context

**CONTEXT-AWARE
INTELLIGENCE FOR
REAL-WORLD AI**



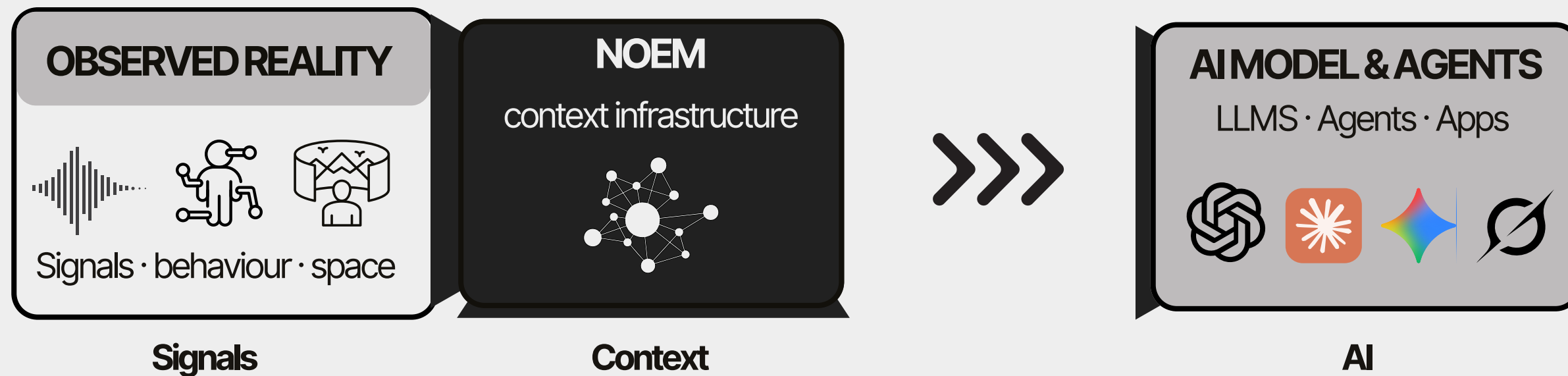
(01)

OPPORTUNITY

The context layer for AI.

 AI is blind to lived experience.

The next blue ocean is infrastructure that gives every model **memory** and **situational awareness**.



SOLUTION

NOEM : the context infrastructure for AI.

NOEM is a hardware–software context infrastructure.
It turns real world experience into continuous structured
context for AI.

From generative AI (content) to **contextual AI** (understanding)

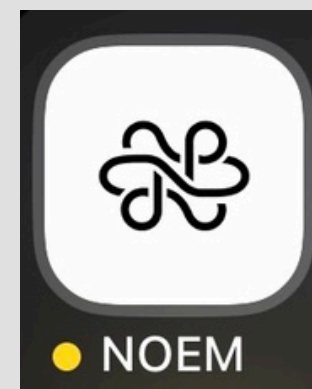
CAPTURE

- Continuous signal capture
- Existing sensors & systems
- **NOEM** Hardware

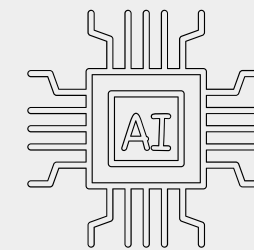


UNDERSTAND

NOEM structures raw
signals into **persistent
situational context.**



SERVE



context for **LLMs · Agents · Apps**

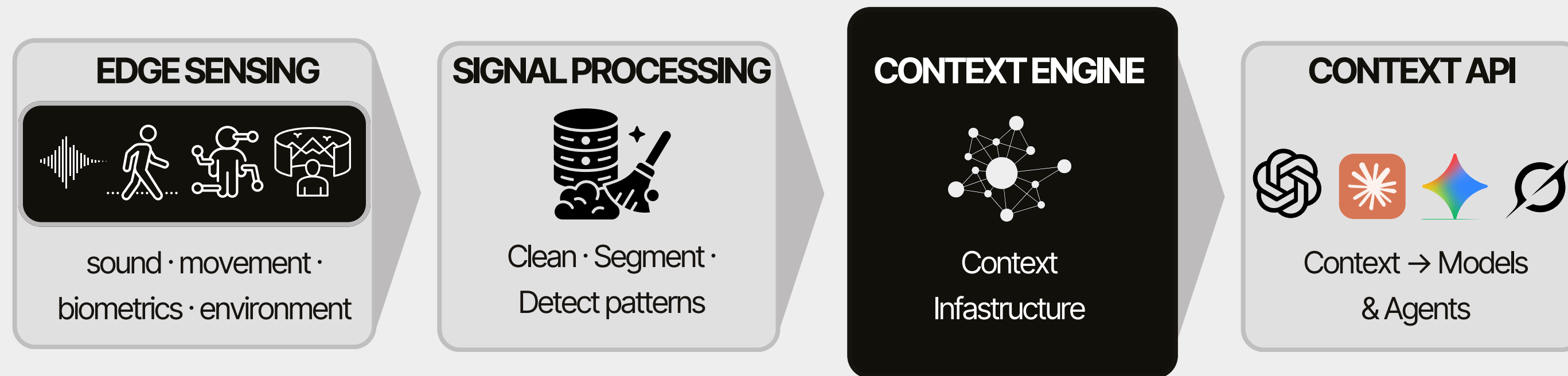


CONTEXT-AWARE
INTELLIGENCE FOR
REAL-WORLD AI

 **(03)**

HOW IT WORKS

NOEM is a real-time multi-sensor context pipeline.

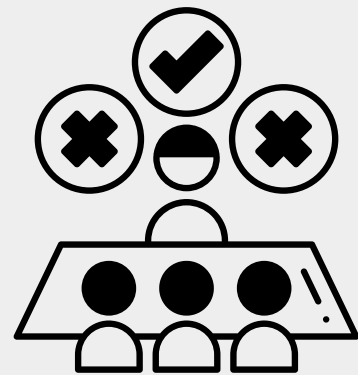


output grounded in REALITY



MARKET OPPORTUNITY

Critical applications requiring context.



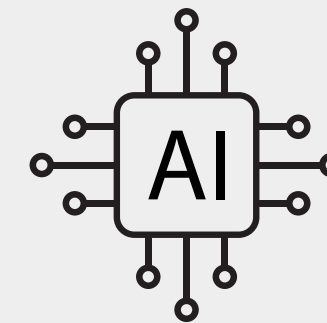
Corporate Decisions

→ Reduce mistakes. Improve performance.



Care & Safety

→ Increase safety.



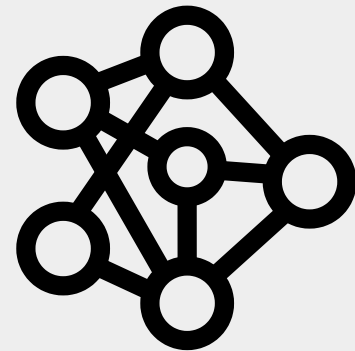
Future Consumer AI

→ Enable situational awareness.



MARKET SIZE

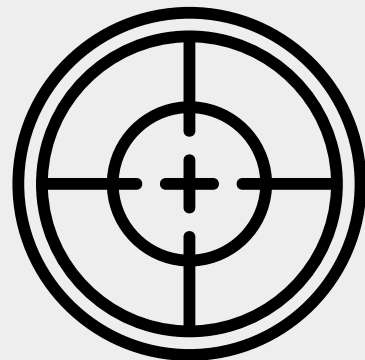
Context becomes a core input to AI, not an assumption.



AI HARDWARE & EDGE → compute is scaling + moving on-device

AI hardware: **\$60B → \$230B+ (2025–2035)** at **~23% CAGR**

Edge AI hardware: **\$26.1B → \$58.9B (2025–2030)** at **~17.6% CAGR**



MULTIMODAL & CONTEXT-AWARE AI → richer inputs deliver better accuracy

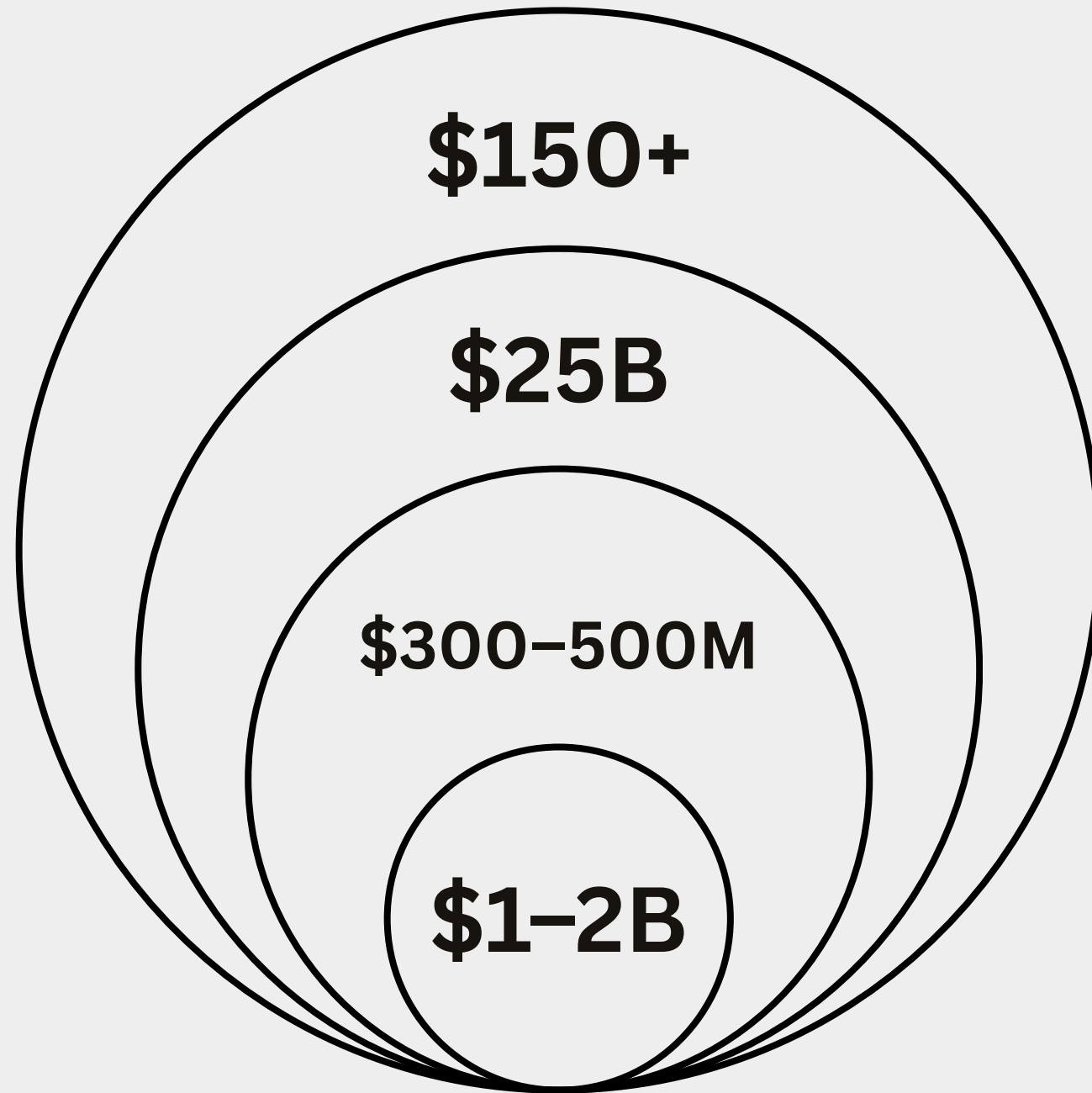
Market: **\$1–1.9B → \$4.5–23B (2028–2032)** at **35–37%**

Adoption driver: **+40–47% contextual accuracy**

Adjacent market validation (speech recognition): **\$13.1B → \$66.2B (2022–2031)**



MARKET VISION



Tam
Global AI hardware & context-aware intelligence infrastructure

Sam
Edge AI wearables & context-aware AI platforms

Som
NOEM platform adoption across consumers & enterprises

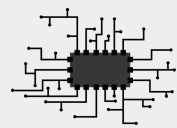
MVM
Early enterprise & consumer market for context infrastructure



BUSINESS MODEL

NOEM captures real-world signals through edge hardware and monetizes through recurring context infrastructure licensing.

BUSINESS MODEL COMPONENTS



HARDWARE DEPLOYMENT

Context-capture devices deployed in real-world environments



RECURRING CONTEXT PLATFORM LICENSE

Subscription for access to NOEM's context-processing layer.



ENTERPRISE INTEGRATIONS

Custom configuration and deployment for specific operational environments

AI SYSTEMS

(Workflows, Agents, Automation)



NOEM HARDWARE + SOFTWARE STACK

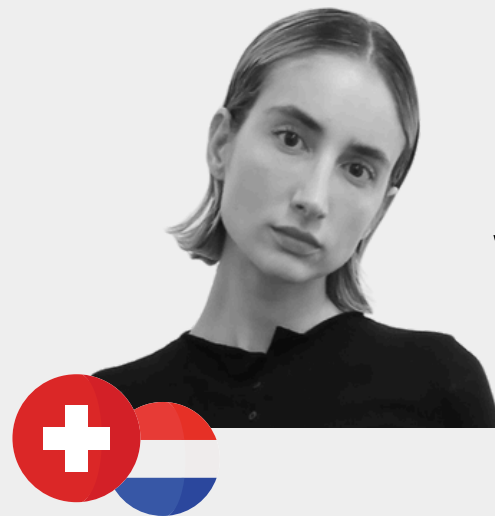
(Context Infrastructure · API · Hardware)



FOUNDING TEAM

NOÉMIE DUCREY

Co-Founder — Brand, Strategy & Partnerships



SEBASTIAN RODA

Co-Founder — Head of Product & Engineering



Pratt Data Analytics and
Visualization, MS

NOEM comes from noēma, meaning perceived meaning, the sense of a situation beyond words, which is exactly what NOEM enables AI systems to understand.

**CONTEXT-AWARE
INTELLIGENCE FOR
REAL-WORLD AI**



(08)

ROADMAP

Turning real-world signals into a usable context layer

Q1-Q2 2026 — FOUNDATION

Validate context primitives in software before introducing hardware
Define initial primitive set (e.g. escalation, instability, disengagement)
Start development of the first edge sensing + processing unit

Q3 2026 — PILOTS (POC)

Deploy devices in 2–3 controlled corporate environments (e.g. meeting rooms, collaboration spaces, client-facing areas)
Stream context primitives into existing AI systems and observe operational impact

DELIVERABLES

- 2–3 POC deployments
- 150–300 hours of pilot data collected / Pilot report with behavior correlations

**CONTEXT-AWARE
INTELLIGENCE FOR
REAL-WORLD AI**

Q4 2026 — PLATFORM

Iterate on hardware and signal models based on pilot data
Expose context primitives through a stable, system-agnostic API interface

DELIVERABLES

- Hardware V1 form factor / Context API V1
- 1 workflow/assistant integration

Q1-Q2 2027 — EXPANSION

Extend sensing to multi-person and ambient environments
Prepare repeatable hardware + platform deployments

DELIVERABLES

- V2 sensing / Deployment pack (hardware + platform + API docs)
- 5–10 scaled pilot deployments



(09)



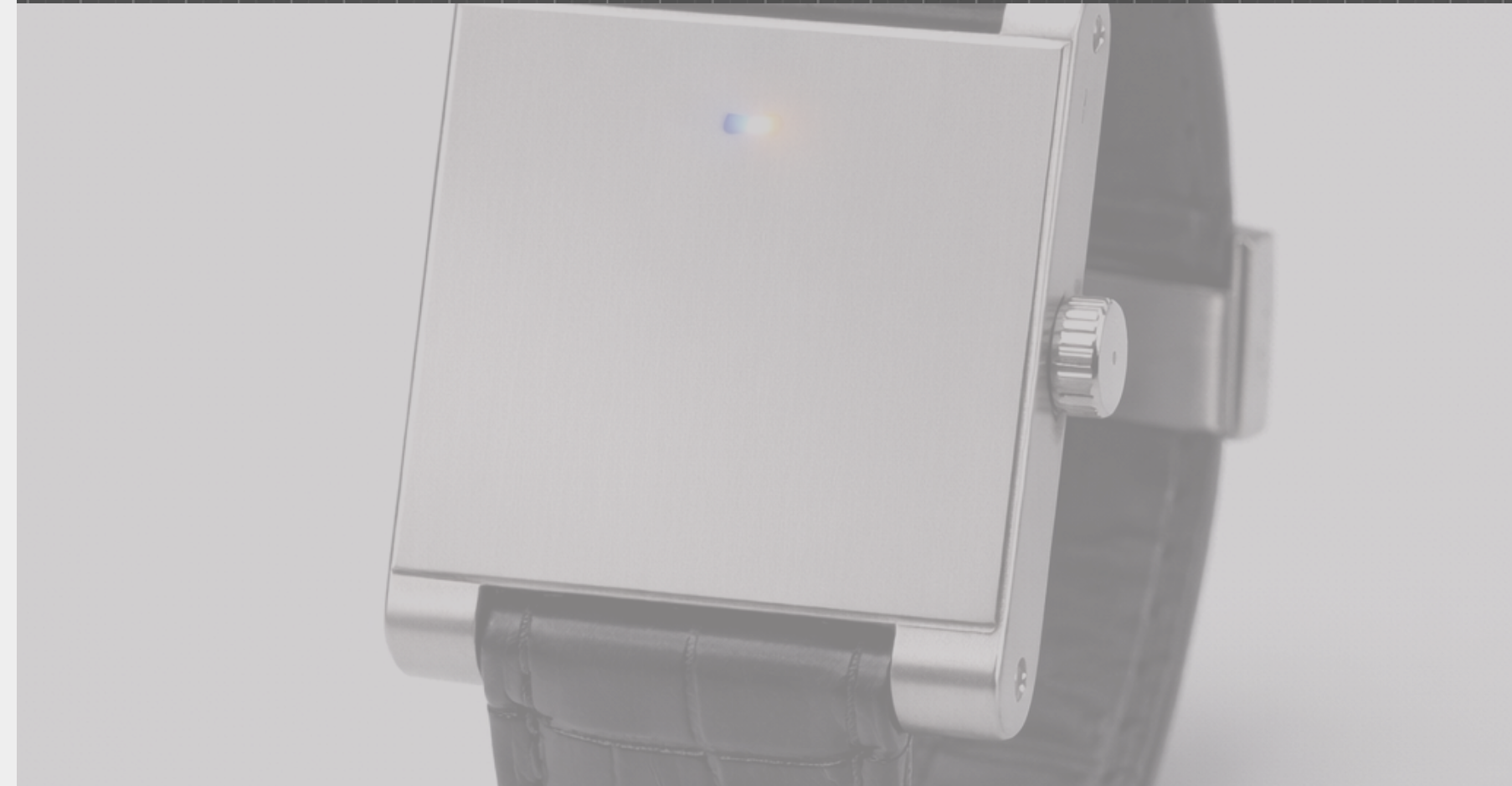
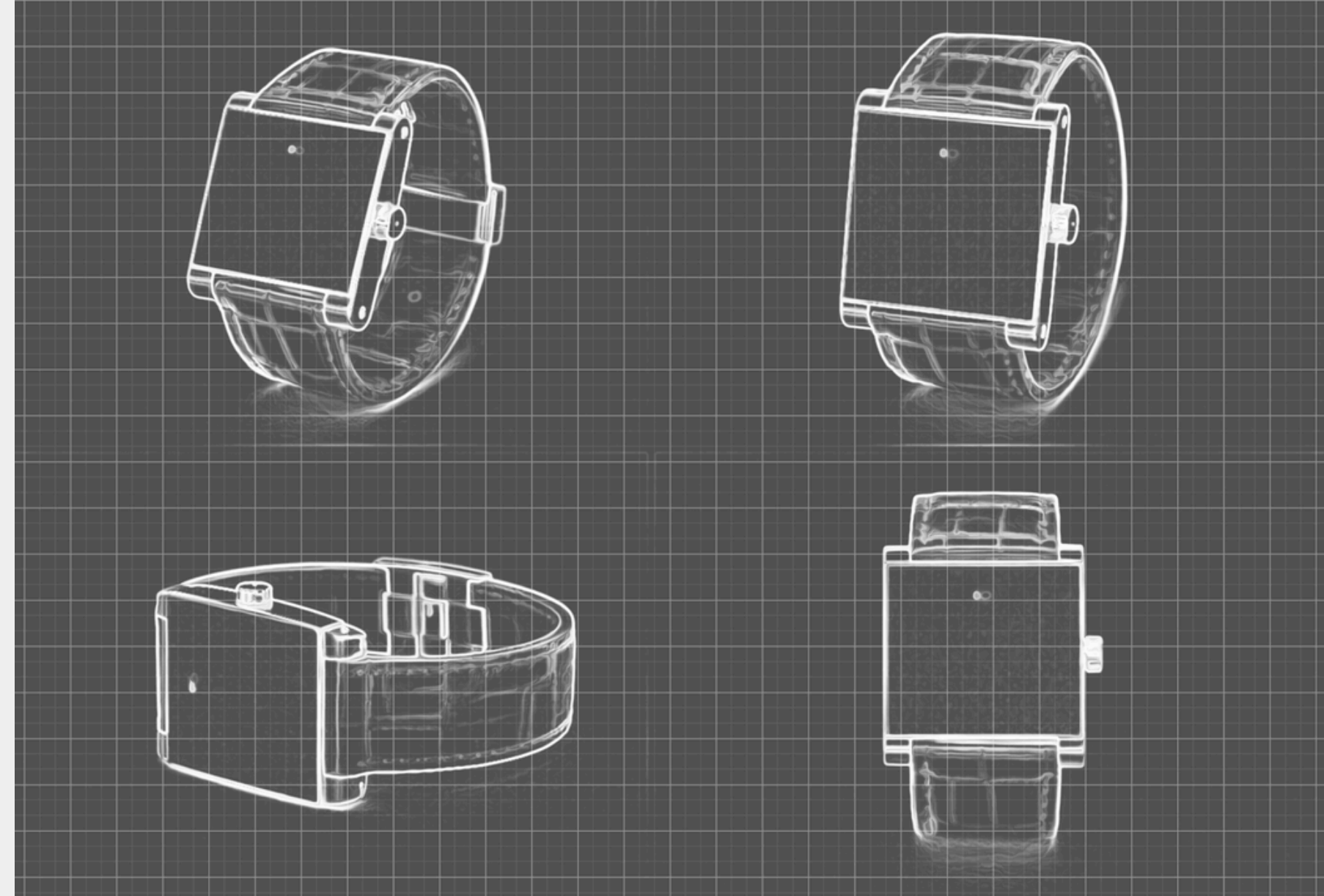
AI should understand situations,
not just commands.

NOEM exists to bridge the gap between intelligence and context, so systems can respond appropriately when words are missing.

NOEM listens so you don't have to explain yourself.

**CONTEXT-AWARE
INTELLIGENCE FOR
REAL-WORLD AI**

HELLO@NOEMTECH.COM
JANUARY26
NYC



NOEM

THE MISSING CONTEXT LAYER FOR AI IN PHYSICAL ENVIRONMENTS.

CONTEXT-AWARE
INTELLIGENCE FOR
REAL-WORLD AI