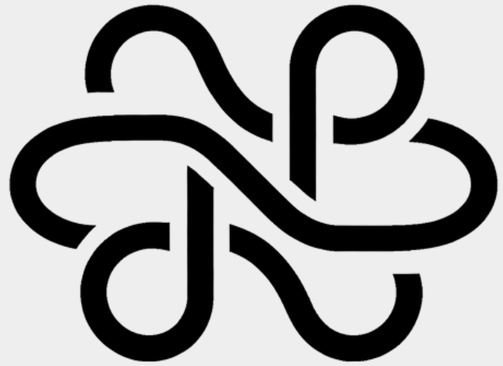
# NOEM



**THE MISSING CONTEXT LAYER FOR AI IN PHYSICAL ENVIRONMENTS.**

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

HELLO@NOEMTECH.COM
JANUARY26
NYC

# PROBLEM

## AI systems respond to what is said, not to what is happening.

---

AI systems are powerful, but rely almost entirely on text and explicit input.
In real environments, critical context is unspoken: stress, confusion, escalation, disengagement.

Current systems miss these signals, leading to inappropriate responses and poor interaction quality, especially in sensitive, high-stakes settings.

# WHY NOW

## AI is moving from screens into physical environments.

---

LLMs are increasingly embedded in care, work, and daily systems, but they lack situational awareness.

As AI leaves text interfaces, the gap between what systems can generate and what they can perceive is becoming the primary constraint.

This gap cannot be solved with better prompts or more data. It requires a **new infrastructure layer** for context.

Every major AI shift creates a new missing layer. This is the next one.

TEXT INTERFACES (prompts, commands) → PHYSICAL ENVIRONMENTS (unspoken context)

# SOLUTION

## NOEM is a hardware-enabled context infrastructure between the real world and AI systems.

NOEM introduces a hardware layer that gives AI systems access to physical-world signals they cannot see today.
Deployed in real environments, NOEM captures interaction dynamics such as sound patterns, rhythm, overlap, and silence, signals that are lost once context is reduced to text or logs.

NOEM's software layer translates these signals into structured situational context, making the state of an environment machine-readable.

This allows AI systems to adapt their behavior to what is happening, not just to what is explicitly said.

Context becomes an input, not an assumption.


ENVIRONMENT
(sound, tone, dynamics)

↓

**NOEM**
**(context processing)**

↓

AI SYSTEMS
(adaptive responses)

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

# HOW IT WORKS

## From real-world signals to AI-ready context

- Capture unspoken environmental signals at the edge
- Interpret them into structured situational context
- Augment existing AI systems with real-world awareness

NOEM plugs into current AI stacks as a new context layer.


ENVIRONMENT (sound, tone, dynamics) → EDGE SIGNAL CAPTURE → NOEM CONTEXT LAYER (structured features) → AI SYSTEMS (LLMs, assistants, workflows)

# INITIAL USE CASE

## Corporate operators & startup founders

HOW DECISIONS FORM

- Critical decision context forms before and between formal meetings
- Most alignment happens between calls and updates
- Informal exchanges shape momentum and direction

Decision-making is optimized on partial context.

WHAT IS MISSED

- Systems capture meetings and written reports
- Informal interactions between meetings are not captured

Decision-making is optimized on partial context.

As AI agents and copilots proliferate, context becomes the limiting factor in performance. Corporate operators are the first environment where this missing decision context can be captured and validated.

# MARKET VISION

## Context becomes a core input to AI, not an afterthought

**MARKET MOMENTUM**

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)**

**EXPANSION PATH**

→ PHYSICAL INSTITUTIONS
(Care, operations, coordination-heavy environments)

→ ENTERPRISE PLATFORMS
(Embedded context for workflows, assistants, and automation)

→ FUTURE CONSUMER SYSTEMS
(Personal AI that understands surroundings, not just requests)

Every AI system operating in the real world will require a context layer.

# BUSINESS MODEL

## NOEM operates a hardware-enabled infrastructure model.

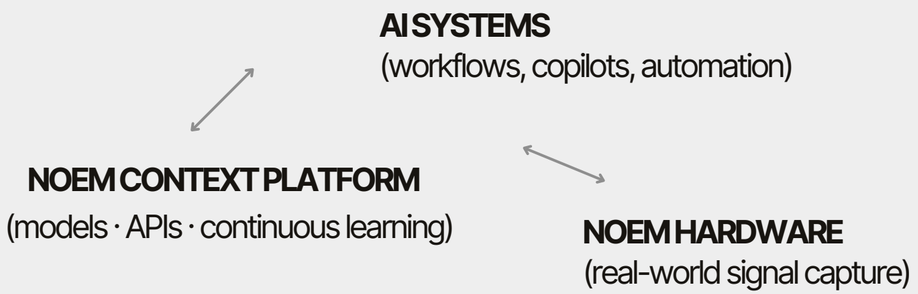
**BUSINESS MODEL COMPONENTS**

HARDWARE DEPLOYMENT
Context-capture devices deployed in real-world environments

RECURRING CONTEXT PLATFORM LICENSE
Subscription for access to NOEM's context-processing layer, models, and updates

ENTERPRISE INTEGRATIONS
Custom configuration and deployment for specific operational environments

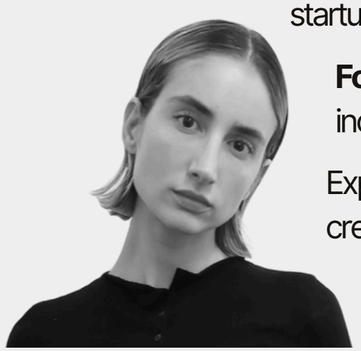
- Hardware enables access to new, proprietary real-world signals
- Software converts those signals into high-value contextual intelligence
- Recurring licenses scale as NOEM becomes embedded infrastructure




NOEM uses hardware to unlock proprietary real-world signals, and monetizes the context layer through recurring software licenses.

# FOUNDING TEAM

**NOÉMIE DUCREY**
Co-Founder — Brand, Strategy & Partnerships



Former Brand & Ecosystem Lead at **ProSeed** (foodtech startup), contributed to ProSeed's **$2.6M** fundraise.

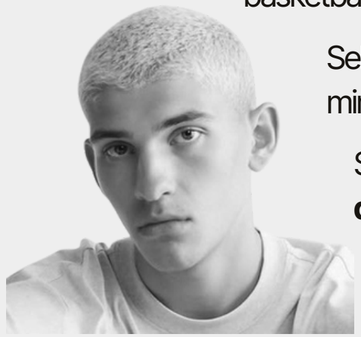
**Founder of WashUp**, sustainability-focused tech startup incubated at **IFM** (Institut Français de la Mode)

Experience at **CHANEL** in global celebrity/events, working with top creative & operational teams

Worked in **brand strategy, early-stage product, and positioning** for emerging technology and consumer brands

**SEBASTIAN RODA**
Co-Founder — Head of Product & Engineering

Founder of **ARC**, a social platform and mobile app for the pickup basketball community



Self-directed entrepreneur in **fashion** & **tech**, with a competitive mindset shaped by **professional basketball**

Studying at **Pratt Institute** (New York), a globally recognized **design school** whose ecosystem and resources back NOEM.

**Software develope**r & **product builde**r, focused on real-time systems and interaction design

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

# 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

**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

# 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