



Mechelsesteenweg 455/1006  
1950 Kraainem, Belgium  
0484901582  
Bahari@Sensifai.com

Nov. 04, 2021

To: Mr. Alireza Rastegar  
IFIA President

Address : Palexpo, CP 112, Route François-Peyrot 30, 1218 Le Grand-Saconnex, Geneva/Switzerland

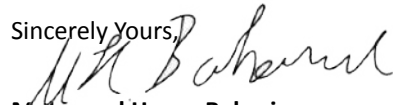
Dear Mr. Alireza Rastegar,

According to the suggestion of Mr. Masoud Tajbakhsh, On behalf of Sensifai bvba, I would like to request for an approval to join the membership of IFIA for Belgium and represent IFIA in Belgium. We are a limited liability startup in Belgium in the field of artificial intelligence and computer vision offering the world's most comprehensive video recognition systems for media management, safety, and assistive technologies. Sensifai has 4 spin-off companies, raised around \$3M investment, served over 500 clients worldwide and forged partnerships with gigantic companies such as Amazon, Huawei and Intel.

We plan to foster innovation in Belgium, provide equal opportunity for all, engage young generations in the attractive state-of-the-art inventions and further promote the entrepreneurial spirit.

Our membership is open to all and some of its benefits including the increased visibility, outreach, recognition, and networking with key international players from business, academy, and institutions, the support to organize international exhibitions and conferences and participate in innovation processes, policymaking, advocacy, and representation and contribution to the commercialization of inventions through different platforms.

I truly believe that by joining IFIA we can pave the way for the inventors of different nations to collaborate and share the innovative knowledge. We look forward to future cooperation. Your consideration is highly appreciated.

Sincerely Yours,  
  
**Mohamad Hasan Bahari**  
CEO, Sensifai bvba

## IFIA Membership Request Form

General Information		
<b>Official Name of the Association</b>	Sensifai bvba	
<b>Abbreviation of Association</b>	Sensifai	
<b>Date of constitution</b>	Oct. 2016	
<b>Headquarters Address</b>	Mechelsesteenweg 455/1006, 1950 Kraainem	
<b>Web site</b>	<a href="https://sensifai.com/">https://sensifai.com/</a>	Contact person:
<b>e-mail</b>	bahari@sensifai.com	Full name:
<b>Phone</b>	+32484901582	Mohamad Hasan Bahari
<b>Fax</b>		Email address:
<b>Head of the association</b>	Mohamad Hasan Bahari	bahari@sensifai.com

If the contact details of the applicant changed, he/she shall keep IFIA office informed.

### 1. Briefly summarize the objectives and missions of your institution

Imagine a day when the 30 million visually impaired Europeans can use their cell phone with the SensifAI app to describe to them the surrounding environment automatically by recognizing the semantic concept of the captured video. Users see the description of the scene, objects, and activities and can search by keywords while fully preserving privacy as the information does not need to leave the device.

The current automatic video and image recognition systems such as Microsoft Video Indexer, Google Video Intelligence and Amazon Rekognition run on cloud-based Graphical Processing Units (GPUs) servers because video recognition typically requires an enormous amount of processing power. The major drawback is that users have to transfer their personal data to the cloud using a high-speed Internet connection. SensifAI has achieved an important breakthrough and offers a completely game-changing technology: the SensifAI software makes on-device video analysis possible.

The SensifAI software also relies on the progress in mobile device hardware: SensifAI seized the unique opportunity to be the world's first company to use NPUs. SensifAI publicly launched the world's first real-time video recognition mobile application embedded in NPU flagship smartphones. The SensifAI mobile beta app is already available online on Google app store for free.

### 2. Briefly summarize the activities of your institution

Sensifai offers the world's most comprehensive video recognition system (1) on the cloud, and also (2) embedded in the device. We developed a deep learning platform which incorporates both audio data and visual data of videos interactively and simultaneously to recognize video content. The software is available live on Amazon Web Service Marketplace and everybody can subscribe and use it.

#### Key Differentiation from Competitors Competitive Advantages

- (1) SensifAI guarantees the user's privacy by processing all data locally on user's smartphone while all competitors are cloud-based,
- (2) SensifAI cuts the (in)direct costs of cloud computing on expensive GPU-servers,

## IFIA Membership Request Form

- (3) SensifAI removes the need for high-speed internet connection,  
(4) Competitors just tag images not videos while SensifAI works for images and videos  
(5) We guarantee that SensifAI works in real-time while competitors are very slow due to the time needed for uploading data and cueing the data of millions of users simultaneously uploaded to a central cloud processor (e.g. check the speed of Google Photos).

**Unique Selling Point:** Our USP is that SensifAI can work on the edge on the device by running on NPUs.

### 3. Briefly summarize both national and international projects already implemented in the field of invention and innovation?

- 1- Sensifai is launch partner of the Amazon Sagemaker platform and serves over 500 clients worldwide.
- 2- Sensifai has gigantic tech clients such as Huawei and Amazon in its portfolio and also serves many corporations such as RTUS Gruppe, Dwerk, and Mypost.
- 3- Sensifai has forged partnerships with NVIDIA, Microsoft, Amazon, and IBM.
- 4- Sensifai has won many International awards such as Top 50 Companies in the European Parliament, International University Innovation Alliance, Top 10 Innovators of Belgium in 2017.
- 5- Sensifai has received over \$ 2M Investment from Techstars, SAP, European Commision and VLAIO. Sensifai has also received over 1 Million Euro credit from Google, Microsoft, IBM and Amazon collectively.
- 6- Sensifai have accomplished many international projects and received successful customer testimonials from different clients such as Sensomat, Dwerk, Mypost and VRT broadcasting.

### 4. Briefly describe both national and international projects you plan to implement in the field of invention and innovation

We plan reach 1000 customers by the next two years using a more aggressive marketing plan including

- ✓ **Retention Through Training:** We will post videos with interactive tours of the app, tutorials on how to complete key tasks, add contextual tips throughout the app to focus attention, provide sample data to showcase a mini-gallery and Invite users to personalize the app so they feel invested in it.
- ✓ **Affiliate Partnerships:** based on the experience we will gather during the project; we will develop affiliate partnerships with further media companies who have a wide end-user base who can purchase the SensifAI app. We will come up with an affiliate model where we will offer the media company the chance to run a certain number of videos/images through our software in exchange for each paid SensifAI download they can help us get.
- ✓ **Events:** We are participating in as many events as we can and are trying to win as many competitions as possible to get our name out there and get people to talk about us. As detailed in the dissemination and marketing section below, we will also present our app at relevant

## IFIA Membership Request Form

consumer-oriented events.

**5. Indicate if your institution maintains close contacts with other international organizations? If so, with which ones? What kind of relation?**

Sensifai is a partner of Huawei (technology partner), Amazon (technology and sales), NVIDIA (inception partnership), IBM (Global entrepreneurship program), Intel (AI developer), NLnet, Microsoft, Mypost, and many other institutions and companies worldwide.

Our investors also include SAP, Techstars, EU commission, and VLAIO.

**6. Briefly detail the internal structure of your institution (Full name/Position)**

The leadership team know each other very well due to working in the same research lab before starting SensifAI. The CEO and CTO of SensifAI Dr. Bahari and Dr. Diba are young, highly motivated and dynamic scientists and are supported with the advice and tips from a very experienced professors and internationally well-known laureates Prof. Van Gool, who previously co-founded over 10 successful startups such as eSATURNUS (acquired by Sony), kooaba (acquired by Qualcomm), Upicto (acquired by Logitech), and Procedural (acquired by Esri).

In this combination our day to day management of the R&D team and typical bureaucratic tasks are performed by the CEO and CTO who own the majority of the company shares (90%), while any important decision regarding the directions of the company and adaptation to new strategies are taken in consultation with a professor).

**7. Number of the individual members of your institution**

10 R&D team members in EU and 10 remote developer

Date:

Head of the association's Signature:



Mohamad Hasan bahari

CEO and Co-founder

## IFIA Membership Request Form

Please return this form, duly completed with a membership request letter addressed to IFIA President, Mr. Alireza Rastegar to: [info@ifia.com](mailto:info@ifia.com)

In case your membership request is approved by IFIA Executive Committee, you are required to submit a photo of the president, a copy of statutes, and a logo of the institution to be uploaded on IFIA official website.

(You can find a sample of membership request letter in the same page)

For additional Information  
Section for External Relations - IFIA  
Email: [info@ifia.com](mailto:info@ifia.com)