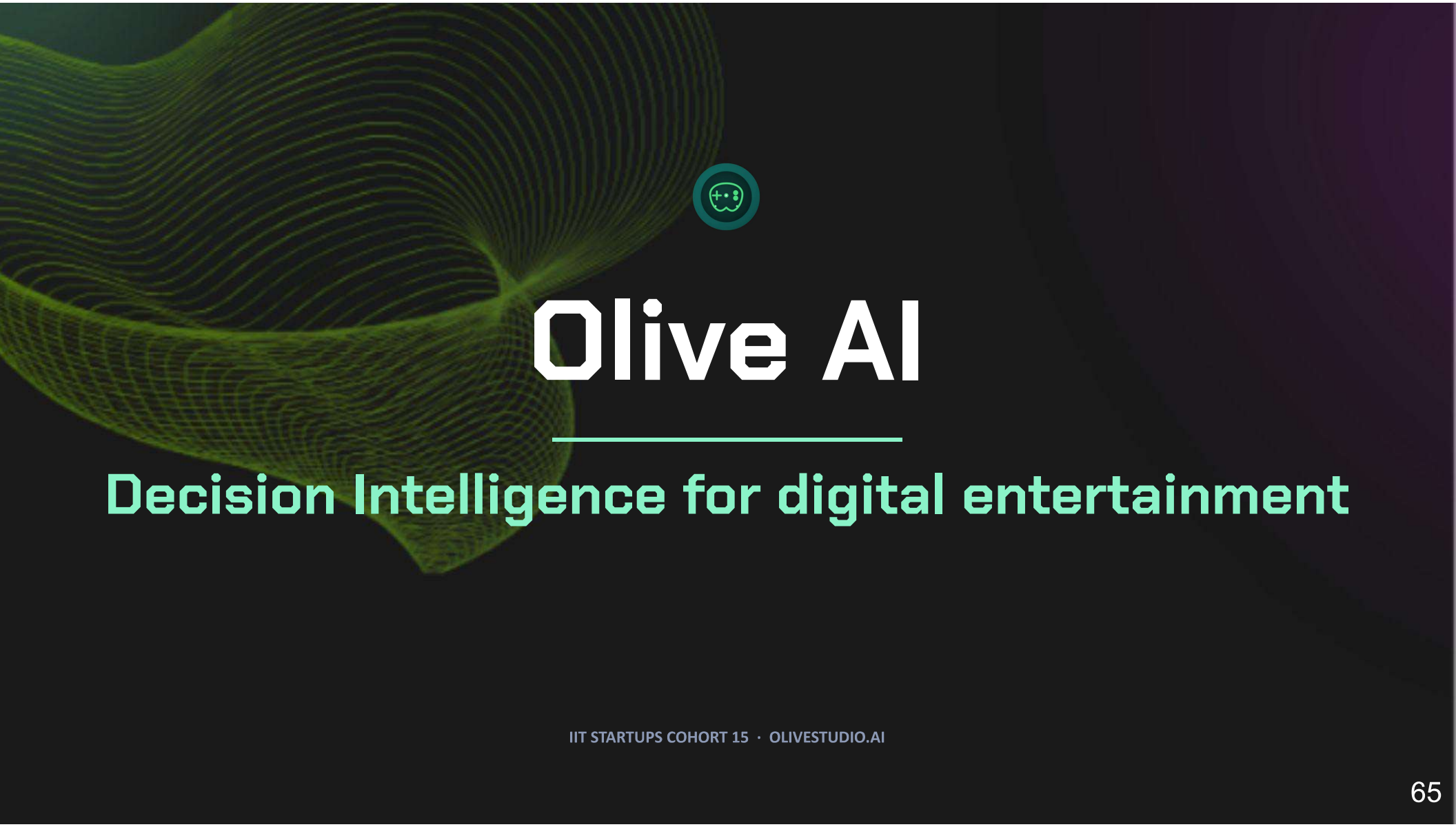

Olive AI
Decision Intelligence for digital entertainment
IIT STARTUPS COHORT 15 · OLIVESTUDIO.AI

The Problem

Millions of Fans

Billions of Signals

PLAYER / FAN SIGNALS

- An event underperformed
- High-value users churning
- Pricing was wrong
- A campaign missed

→ **FRAGMENTED TOOLS** *DISPARATE SOURCES* → **MANUAL ANALYSIS** *HUMAN INITIATED* → **DELAYED ACTION** *DELAYED* →

UP TO

15%

REVENUE LEAKS

EVERY YEAR

Signals appear early. Teams act late.

The Solution

A single live loop that gets smarter every cycle.

REVEAL
Know what's happening, proactively

↓

EXPLAIN
Understand why it's happening

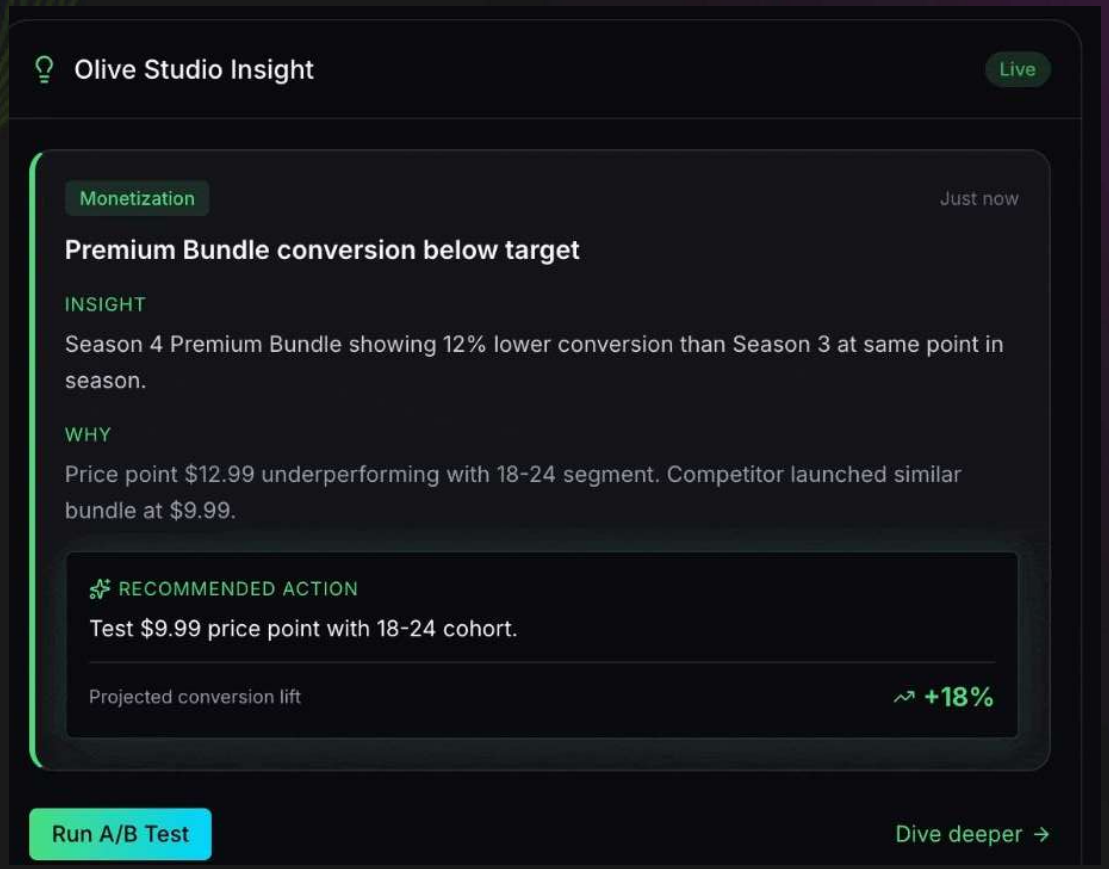
↓

ACT
Trigger actions — or human-in-loop

↓

LEARN
Learn from every interaction

↑ LIVING CONTEXT ↗



↻ Every outcome feeds Living Context — so each loop starts smarter than the last.

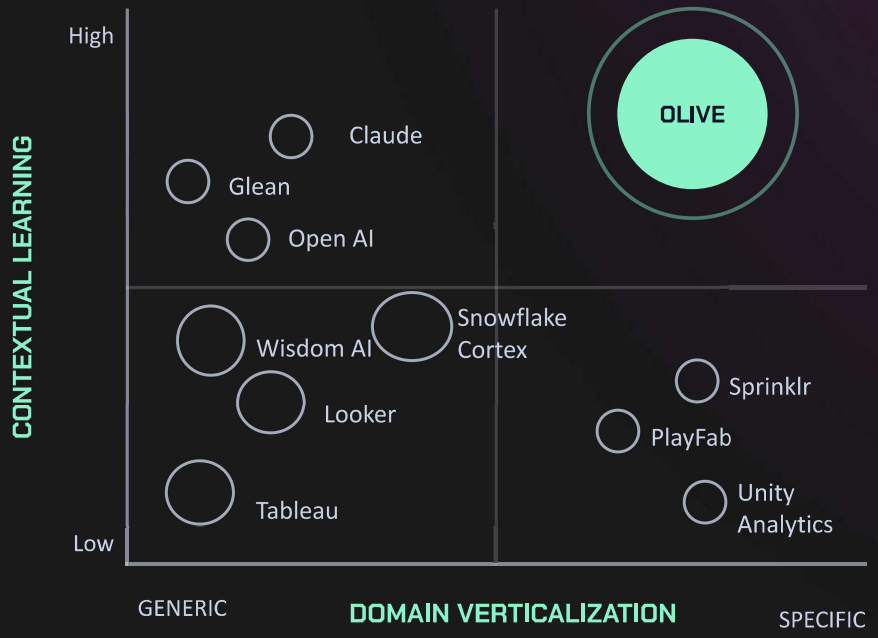
Patent Pending

THE MOAT

Every customer action makes Olive smarter and harder to replace



1 Model MOAT · 2 Context MOAT



Bubble size represents breadth of data

Generic LLMs lack context. Analytics tools show charts. **Olive runs the decision loop.**

The Market

Total Digital Entertainment Market ~ 1 Trillion



LIVE | PIPELINE

WHERE WE PLAY

Interactive Media
Games & live ops

Linear Media EXPANDING
Broadcast, streaming, live sports & news

Music & UGC EXPANDING
Music, VOD & social

Sports Leagues EXPANDING
Fan intelligence & engagement

CURRENT FOCUS- Enterprise : NEXT FOCUS AREA- PnP product for Mid market and Indie

Team

Built and scaled EA's AI / Data + Player-Experience platforms. We're solving problems we lived firsthand.

TEAM



Krish Ravikumar

CEO · ex-VP Data & AI, EA

Vision · Category Strategy · GTM



Sid Sharma

CTO · ex-Head of Engineering, EA

Platform & Systems Engineering

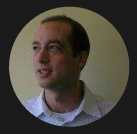


Ashish Sharma

CPO · ex-Head of Product, AI Analytics, EA

Product Planning · User Experience

ADVISORS



Michael Robinson

Ex-SVP, EA : Ex-GM, Amazon



Martin Wischhusen

VP, EA

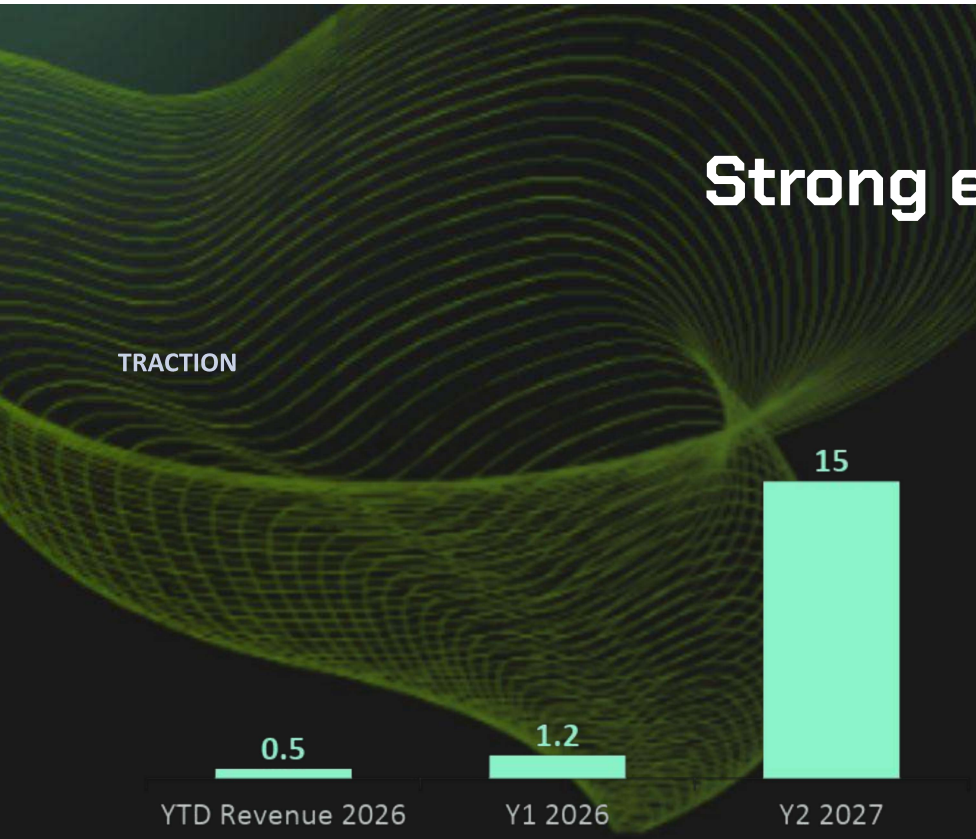


Himanshu Agarwal

Ex-Partner, McKinsey: Google

TRACTION

Strong early traction



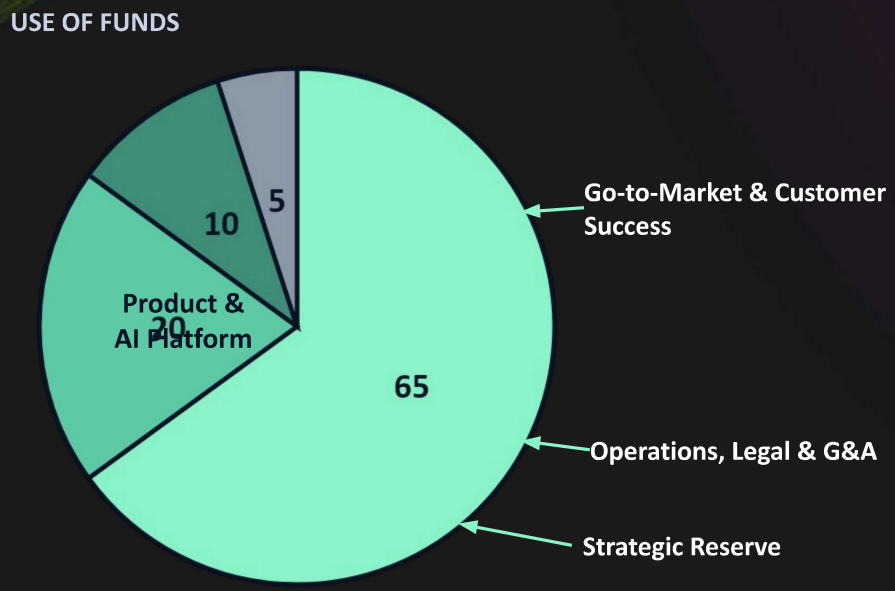
YTD 2026 — 1 enterprise customer (Electronic Arts)
2026 — 2 enterprise customers + 1 mid-market design partner
2027 — 8–10 enterprise customers, mid-market launched

Revenue ($M) — anchored by Electronic Arts, scaling into 2027

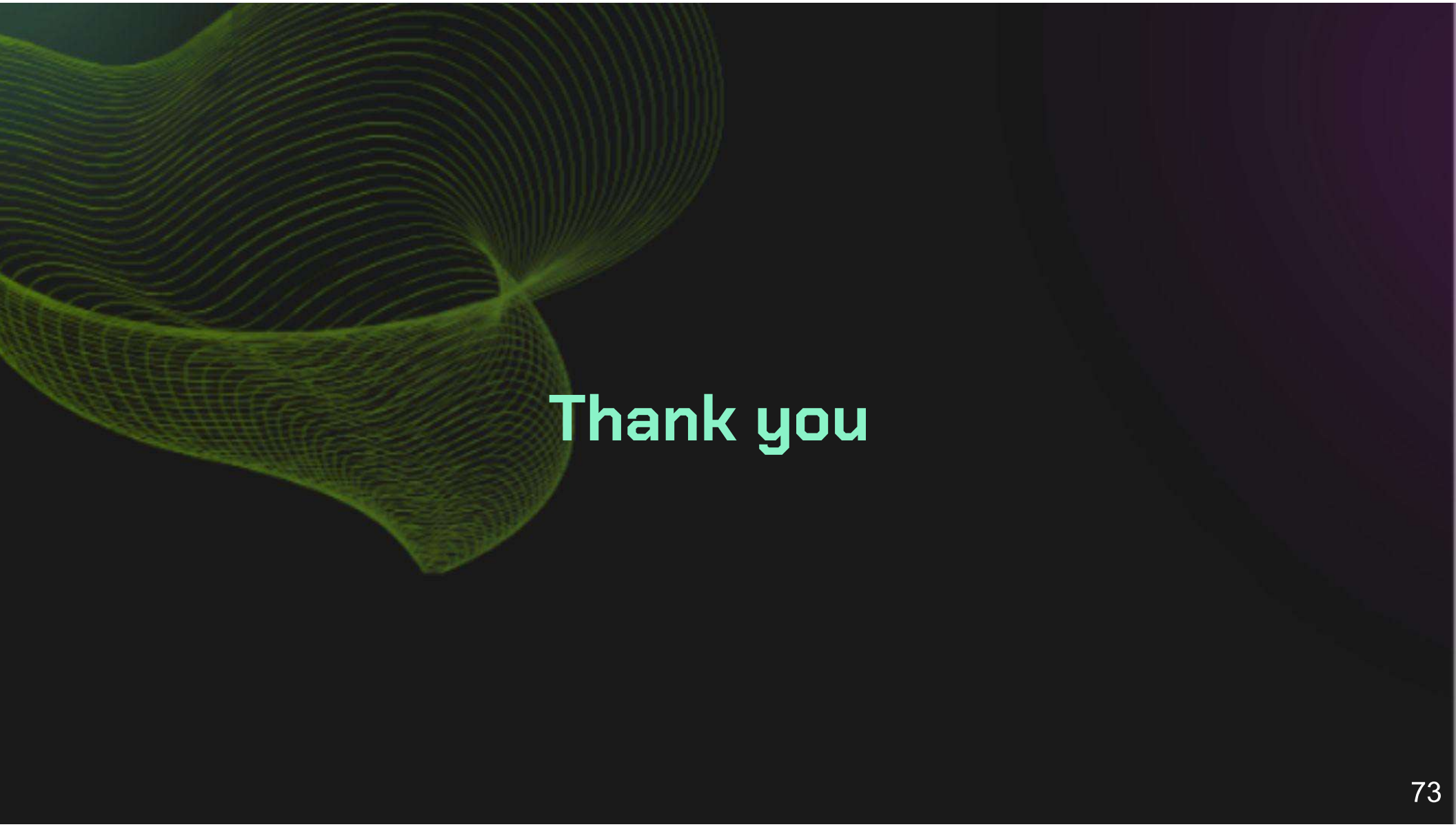
THE ASK

Seeking $3M Seed Investment

Funding will accelerate product innovation, customer acquisition, and market expansion.



2027 — 8–10 enterprise customers, mid-market launched, $15M revenue


Thank you

Startup: Olive AI

https://iitstartups.org/us-demoday-cohort-15/

Autonomous decision intelligence for digital entertainment

SCAN

https://zfrmz.com/p19jyuetieRIM6wRPsfF



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