

# Virtual Platforms Inc.

## Introduction

Virtual Platforms Inc. is an IT Product Development company with headquarters in Newark, CA. It is into Deep Learning/AI space and is targeting to deploy its Platform at various customer sites in the upcoming months of 2022. Company was founded in July 2019 and currently employs 4 engineers. Link to our website and platform is provided below

<https://vplatforms.us/>

Our goal is to increase E-Commerce sales of our customers websites by at least 3x to 5x times by deploying our App/AI Platform. Also, to eliminate paperwork/drudgery in HealthCare industry by deploying our product. Our products work on both Android and iOS devices.

## Background

We are an early-stage startup in Deep Learning space and are building an AI Platform from ground-up with Connectors to various backends/processing systems. The core Platform is based on a patent-pending AI/Deep Learning Algorithm that helps in targeted marketing. The initial goal of the product is to address sales concerns in E-Commerce, HealthCare and Technology.

The Founders & Board Members have a combined IT experience of 150 years and come from varied fields including but not limited to Technology, Health Care and Retail. Founders have extensive work experience in almost all verticals that US market is targeted for and have won various accolades for their work. They also have extensive experience in Artificial Intelligence, Deep Learning, building Platforms and Consumer Oriented Software. With the In-Depth experience, they would like to take the company to the next level in Targeted Marketing domain.

## About The Management Team

**Srinivas Tammana**, Founder &CTO is a Strategic and Innovative Technology Executive and Entrepreneur. He has an extensive background in Digital Transformation, Enterprise Architecture, Enterprise Software, Software Development, computer science, and cloud computing. Srinivas is highly skilled in overseeing all facets of the project lifecycle from inception to completion, ensuring adherence to scope, timelines, and budget.

With more than 20 years of experience across information technology, internet, and e-commerce, Srinivas is currently the Founder of Virtual Platforms Inc. As Founder and Chief Technology Officer, he spearheaded the automation of the public works department backend infrastructure for San Francisco's Smart Cities initiative.

Prior to joining Virtual Platforms Inc, Srinivas was Senior Architect of Technology Vertical for Cognizant Technology Solutions. During his time with Cognizant Technology Solutions, he led multiple end-to-end IoT-related projects, including technology roadmap, evaluations, product architecture, design, and development. He also partnered with clients including Apple Inc., PG&E, E&J Gallo Winery, AT&T, and Xerox Inc. and consistently maintained client satisfaction and retention.

Throughout his career, Srinivas has achieved many accomplishments. He created product strategies, technology roadmap, and engineering programs to drive achievements of short- and long-term goals for private clients and government organizations. He has developed and implemented comprehensive strategies and solutions in accordance with organizational objectives, direction, and technical needs.

Srinivas graduated with a Master of Science in Computer & Information Sciences from the University of Florida, a Masters in Computer Applications from Osmania University, and a Bachelor of Science in Computer Science from Osmania University.

**Balaji Sundar**, Chairman of the Board, is a seasoned leader who has led companies in B2B Enterprise and SMB software sector. For past 2 years he has been focused on Cloud 2.0 space and exclusively working on API products and microservices.

Balaji manages a portfolio revenue of over \$50 million today. He is also a stickler for cost savings and ensuring both topline revenue with focus towards margin. He is currently managing a team of product managers and has influence over a cross functional team of over 150 people from R&D, QA, UX, Legal, Product Marketing, Operations and Support. Previously he led cloud operations in a Multi-Cloud capacity with focus on automation and DevSecOps and prior to that spent time at several leaders in the industry – Cisco, Oracle, AT&T and Dell-Boomi.

Balaji has Bachelor's in Electrical Engineering from National Institute of Technology, India, Masters in Computer Science from University of Florida and an MBA from Babson College, Massachusetts. He is Pragmatic Marketing trained as well as has Executive level management training from MIT. Outside of work, Balaji loves to engage in world travel and endurance sports like cycling and running.

**Sridhar Kunisetty**, Advisor, has worked in various technical and management roles in startups and well-established companies in Silicon Valley where he has worked conceptualization, architecture and development of well-known products. He is a lead inventor of several patents and a speaker at industry conferences.

Sridhar holds an M.S in Computer Science from University of Florida, Gainesville and a B. Tech in Computer Science & Engineering from NIT (National Institute of Technology), Warangal, India. He volunteers at multiple non-profit organizations. Sridhar enjoys tennis, biking & running and has participated in several marathons.

## **About The Product**

**Octahedron** is a deep learning model based on TensorFlow software and the platform is based on artificial intelligence (AI). AI platform is a set of services that support the machine learning life cycle. This includes support for gathering and preparing data as well as training, testing, and deploying machine learning models for applications at scale.

Octahedron has connectors to over 200 backends. The frontend is supported by a desktop browser and by a generic/customizable 5G mobile app.

TensorFlow is an open-source library developed by Google primarily for deep learning applications. It also supports traditional machine learning. TensorFlow was originally developed for large numerical computations without keeping deep learning in mind.

**Octahedron Architecture**

