



VS Optima

VS Optima is an operations digital twin platform with a unique copilot functionality designed for operations business leaders. It allows companies to model operations of any complexity with no coding skill required, identify issues, and find optimal solutions.



Company Overview

incorporated in 2021; 170 operations consultants use the platform for optimization decisions verification 3 enterprise pilot engagements with companies like Canadian Tires, Persist AI, and Selsey

Financial Info

Raising
\$1.2M
Valuation
\$6M

Problem

Problem: A business leader cannot make objective operations optimization decisions without relying on the large engineering/advisory team and/or error-prone excels. Processes are opaque – no one sees how do they work. According to Forrester 58% companies don't know end-to-end user journey. Processes are complex – no one understands how do they work. According to MIT Sloan Management Review - companies unable to keep processes simple suffer from higher costs. Process improvement initiatives are slow (from 2-6 months) and expensive (hundreds of thousands) Process improvement recommendations are often speculative since data is not always available or of a poor quality. According to data and analytics leadership, annual executive survey 79% of organizations struggle with data management. The key pain we solve for - save time and money for the operations optimizations. Promo video is here <https://youtu.be/xnkm9ZyAf8s>

Location

Irvine, CA, USA

Business Stage

Beta

Business Type

SaaS, B2C, B2B, Technology

Highlights

National Science Foundation invited us to submit a full Phase I proposal for SBIR grant. The founder was listed in the Top 50 thought leaders in operational excellence for 2023. VS Optima was a resident of UCLA Anderson Accelerator 2023 cohort.

Meet the Team



Pavel Azaletskiy
CEO

Go-To-Market Strategy

Awareness:

Conferences and workshops

Personal introduction and references

Publications

Consideration:

Demo

Free trial

Decision:

Paid pilot

Consulting

Retention:

Digital twin adoption

Customer success

Advocate:

Case-studies

Testimonials

Referrals

What Makes Us Special

Causal stochastic agent-based simulation model and engine

Simulation-driven optimization algorithms

Copilot functionality based on OpenAI - user can interact with the model in the natural language - ask questions, request explanation, inquire recommendations.