



Genie

CONFIDENTIAL · SEED ROUND · JULY 2026

PROGRAMMING MATTER.

Genie.

The AI-native manufacturer of physical products.

• \$4M · 18 MONTHS RUNWAY · SAFE OR PRICED

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THE PROBLEM

Every physical product you use
was developed through *trial and error*.

\$1.2T

annual consumer product revenue
built on manual iteration

\$4T+

with pharma and materials
included. Same workflow.

7,500

cosmetic chemists in the U.S., growing ~6% a
year against indie brands growing 15–20%.
Expertise can't scale to meet demand.

PACE ASYMMETRY

Software iterates in days.
Physical products take *eighteen months*.

SOFTWARE



Days
SHIP, MEASURE,
ITERATE

PHYSICAL PRODUCT



18 mo
BRIEF → SHELF

Most of that gap is wasted on ~~formulas that never ship~~, and ~~tests that confirm what could have been predicted~~.

THE SOLUTION

Describe a product. Genie designs the formula and *gets it made*.

Researches the whitespace.

Market, competitors, and the angle, so the formula ships with a point of view, not just a spec.

MARKET · COMPETITORS · ANGLE

Designs the formula.

INCI names, exact percentages, regulatory flags, and real-time COGS, all backed by **131K enriched ingredients**.

AI-DESIGNED · CHEMIST-VALIDATED

Gets it *made*.

Routes a manufacturer-ready spec to **150+ contract manufacturers**, matched by MOQ, lead time, and certifications.

EVERY SPEC ACCEPTED FIRST-PASS

AI-DESIGNED · CHEMIST-VALIDATED ·

IDEA TO MADE

TRACTION • SIX MONTHS, NOW COMPOUNDING

Three products shipped. One now in *Walmart*.
Production pulls on its own.

224K+

UNITS DELIVERED OR IN ACTIVE PIPELINE, INCL. ONE 100,000-UNIT BEVERAGE ORDER

\$235K+

PRODUCTION-ORDER VALUE. GENIE TAKES A PER-UNIT PREMIUM ON EACH

- Every AI-generated spec has been accepted by manufacturers on the **first pass**. Brief to approved spec in days, not 8–16 weeks.
- Production is pulling: **over \$100K in production volume ordered in the last week**, all organic.
- New founders request production the same day they sign up. One went from **signup to production request in 6 minutes**.

100+

BRANDS



200+

FORMULAS



10+

PRODUCTION REQUESTS



3

IN RETAIL



BEVERAGE • ENERGY

Pretty Extra Energy

Amanda Saez • 200K

NOW IN WALMART



SKINCARE • SERUM

Made With Love

Alycia Bhatti • 60K

NOW IN STORES



HAIRCARE • SERUM

WealthCare Heroes

Brianna Harris • 20K

SELLING ONLINE

ORGANIC PULL • CREATORS • INDIE BRANDS • CPG SPIN-OUTS

THE MOAT • THE DATA NO ONE ELSE HAS

The model learns from human chemists today.
From *physical reality* tomorrow.

01

CHEMIST RLHF • LIVE TODAY

Every formula audited by a licensed chemist.

Each correction is proprietary training signal no one else has. **200+ audit-and-correction pairs**, growing weekly. Shipped products add real consumer-preference data.

02

THE CEILING

Text can't tell you what a formula *does in a beaker*.

Classical ML and chemist feedback can only go so far on physical behavior like stability. Human feedback describes intent, not physical truth.

03

THE DATA

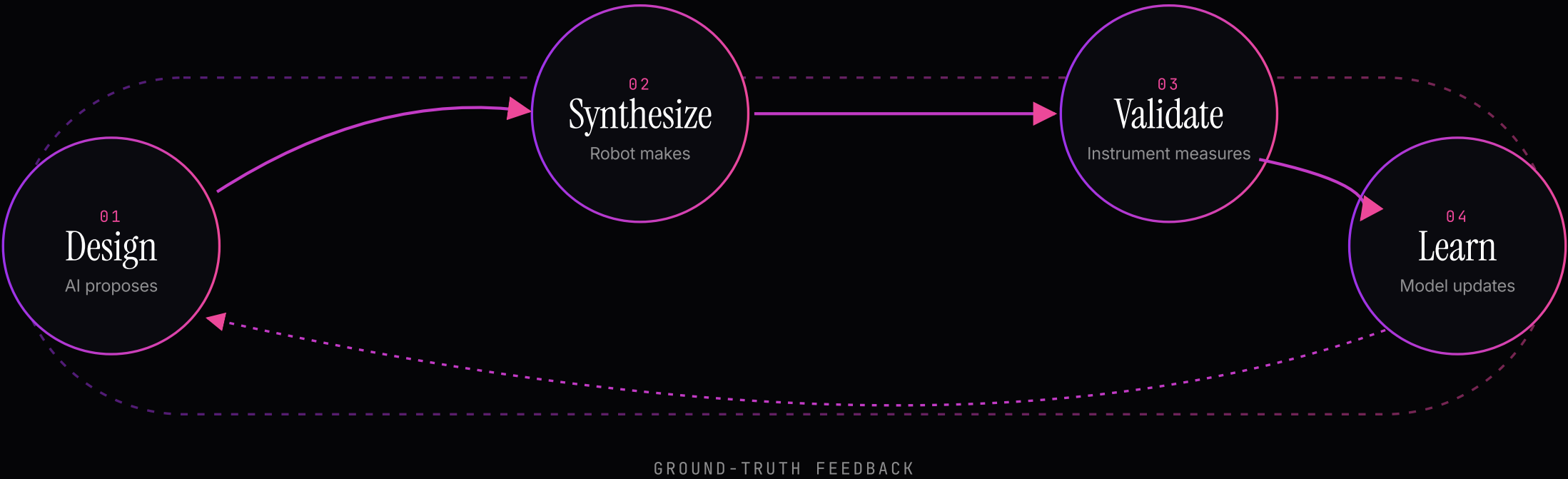
This data does not exist anywhere.

And no foundation model can synthesize it from text. It emerges only from **running the loop**, generating physical reality and measuring it.

*"To build a true world model for formulation, Genie needs a *pair of hands*."*

THE BRIDGE • AUTONOMOUS WETLAB • LIVE BY MONTH 12

So we're building the *hands*.



AUTONOMOUS WETLAB

Makes & measures every formula it designs

Off-the-shelf liquid handlers, a robotic arm, and measurement instruments. Under \$300K all-in. No custom robotics risk.

HARDWARE: OPENTRONS FLEX • MALVERN ZETASIZER • MEMMERT CHAMBER

GRAVIMETRIC GROUND TRUTH

Every dispense weighed

The model learns from what was **actually made**, not what was requested.

THE LOOP CLOSES

AI → robot → instrument → model

AI proposes, robot synthesizes, instruments measure, model updates, then designs the next one.

MONETIZE THE BRIDGE

R&D infrastructure today

Sold as R&D infra for enterprise teams. The endgame: on-demand custom product creation for everyone.

THE OPENING

Physical AI has an AI-native leader in every category
— *except consumer products.*

	LEGACY (PRE-LLM)	AI-NATIVE LEADER
Biology & Pharma \$2B+ RAISED · LAST 18MO	Schrödinger · Benchling Simulations Plus	Isomorphic Labs · Recursion Lila Sciences · Profluent
Materials & Chemistry \$1B+ AI-NATIVE FUNDING	Citrine · Ansys Dassault BIOVIA	Periodic Labs · CuspAI Chemify · Atomic Industries
Physical World & Robotics \$50B+ VALUATION · LAST 18MO	Fanuc · ABB Boston Dynamics	Figure · Physical Intelligence Skild AI · Anduril
Consumer & Formulation \$1.2T · OPEN	Coptis · Cosmetri Uncountable	Genie. NO AI-NATIVE LEADER YET →

WHY NOW

Three convergences open a *24-month window*.

01

Models can reason,
but not verify.

Foundation models can propose chemistry. They cannot verify against physics. The closed loop is the verification layer.

AI READINESS

02

Lab hardware
commoditized.

Opentrons Flex + Zetasizer + stability chamber dropped from millions to under \$300K. Used inventory widely available.

HARDWARE COST

03

The expertise
can't scale.

Roughly 7,500 cosmetic chemists in the U.S., growing ~6% a year while indie brands grow 15–20%. Senior formulators retire faster than they can be replaced. A narrow window to capture the knowledge computationally.

LABOR SUPPLY

Not fundable in 2023. Late in 2028. **Buildable now.**

~24 MONTHS → SERIES A → DEFENSIBLE MOAT

WHY CPG FIRST

A formulation model could point anywhere.
We start with consumer products *on purpose*.

ROADMAP

CPG is where the model gets built
fastest.

Pharma, industrials, and materials are on the roadmap. Consumer products compound the model first.

SPEED TO GROUND TRUTH

Products commercialize in
months.

Low barriers to market mean the model learns from **real outcomes**, not 24-month approval cycles.

DATA VARIETY

A fast-growing pipeline of
founders.

Generating rich, varied training data we would **never get** from enterprise or pharma alone.

MARKET SIZE

\$1.2T

Of consumer product revenue flows through formulation.

*Today a chemist, tomorrow a **manufacturer**. Today brands and founders, soon enterprises, ultimately **everyone**.*

MARKET & PRICING

\$350M addressable today.
\$4T when the loop matures.

Priced on the unit of value, not on seats. Committed access plus metered consumption, not per-seat SaaS. Consumer use is free; the formula is the hook and the data engine. Anchored to **Benchling** (\$175K ACV) and **Schrödinger** (\$3.9M pharma ACV).

LAYER	PRICED ON	WHO	ACV / UNIT
Creator LIVE	Free · Own Your Formula \$1,500 · Produce per-unit margin	Indie brands, creators	PER ORDER
Lab-as-a-service MONTH 12+	Per measured closed-loop experiment	Any segment	\$2.5–10K EACH
Growth LIVE	Committed annual consumption	Mid-market CPG R&D	~\$75K
Enterprise YR 1–2	Committed access + private lab capacity	L'Oréal · Unilever · P&G	\$500K–2M
Pharma ELA YR 3+	Committed	Top-20 pharma	\$1–5M

NEAR-TERM SAM

\$350M

Across 4,000–7,000 addressable consumer brands, monetized on outcomes and committed consumption.

WHEN THE LOOP MATURES

\$4T

Pharma formulation (\$500B) + materials (\$300B) + the full \$1.2T consumer stack + adjacencies.

THE PATH TO \$10B

5,000,000,000 units / year $\times$ \$0.20 margin = *\$1B revenue*

\$1B $\times$ 10 $\times$ = *\$10B*

5 billion units is **under 1%** of the consumer products made each year. The \$0.20 is a margin we earn today. This is CPG alone. Pharma and industrials are upside on the same engine.

THE LONG ARC

Each horizon generates the data that *unlocks the next*.



TEAM • COLUMBIA MBA COHORT

We have shipped autonomous systems before.



Vijay Krishnan

FOUNDER & CEO

- Built the Genie platform end-to-end: AI engine, 131K-ingredient database, physics validator.
- Exited Verde (consumer fintech). Prior: AWS distributed systems.
- Founded RenewVerse at MIT The Engine; BioMADE member.

AWS / COLUMBIA / GEORGIA TECH / MIT
ENGINE / BIOMADE



Lewis Clements

CO-FOUNDER & HEAD OF HARDWARE

- Owns the wet lab, hardware integration, and the Month 12 closed-loop demo.
- Production autonomy at Tesla and Argo AI.
- Physical infrastructure scale-up at Cloud Kitchens. LEK strategy prior.

TESLA / ARGO AI / CLOUD KITCHENS / LEK
/ COLUMBIA / UT AUSTIN

Advisors: Alejandra Halabi (formulation · beauty) · Biljana (formulation · beverages & supplements)

THE ASK

\$4M

RUNWAY

18 months

INSTRUMENT

SAFE or priced

OUTCOME

Live closed loop.
Series A ready.

18-MONTH MILESTONES

- 01

Closed loop live

AI proposes · robot synthesizes · instrument validates · model learns
- 02

\$3M+ revenue run-rate · 100+ production orders

First enterprise pilot signed
- 03

First **Made by Genie** drops

Quarterly limited drops · Horizon 4 proof-of-concept
- 04

Series A ready

Metrics, team, architecture to raise \$15-25M

USE OF FUNDS · \$4M



GENIE • PROGRAMMING MATTER.

Let's *build it.*

The AI-native manufacturer of physical products.

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