

ALUMNI
FOUNDER



SOCIATE AI
YASMIN TOPIA

PROGRAM
YEAR



HBAR-2 BASECAMP
2022

Sociate

YASMIN TOPIA

SOCIATE AI: A journey

TO THE
↑
PEAK

with **Outlier Ventures**

FOUNDER STORY AND JOURNEY OVERVIEW

Yasmin Topia, serial entrepreneur, embarked on her journey in the AI space by co-founding Sociate AI, aiming to revolutionize the online shopping experience. Initially driven by a passion to make online shopping more engaging and intuitive, Yasmin leveraged her deep tech venture builder experience and her business development acumen from her tenure at companies like Adeco and PwC.

She recognized a significant gap in how online shopping platforms utilized AI, particularly in the fast-paced, trend-driven fashion industry. Yasmin's vision was to create an AI that could keep up with and even anticipate fashion trends, making the shopping experience more personalized and responsive.

INITIAL PROBLEM AND EVOLUTION

The initial focus on developing "curious AI" technology evolved as they learned more about customer needs. They discovered that while users sought personalization, they didn't necessarily want a conversational AI.

This insight shifted their approach to developing an AI that could intuitively understand and respond to user inputs visually, akin to a personal stylist but more efficient and scalable.



"THE GREAT THING ABOUT OUTLIER VENTURES IS THAT I WAS ABLE TO DESCRIBE THE VISION, AND THEY TOOK THE BET AND GAVE US THE TECHNICAL SUPPORT AND THE CAPITAL TO BE ABLE TO TURN WHAT WE HAD INTO AN MVP."

CHALLENGES PRIOR TO THE ACCELERATOR

Before joining Outlier Ventures' accelerator, Sociate AI grappled with transitioning from research and development to market traction.

Additionally, as a female founder, Yasmin faced the added pressure of demonstrating more to secure investment, compounded by the technical complexity of her venture.



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It's not just about the technical skills. It's not just about the money. It's about that **network of supporters** who believe in you that you can kind of draw on.

YASMIN TOPIA, SOCIATE AI



ACCELERATOR PROGRAM OVERVIEW AND IMPACT

Outlier Ventures' accelerator program provided Sociate AI with the technical support, guidance, and capital needed to pivot from concept to MVP.

Yasmin praises the structured program for keeping the startup focused and accountable, enabling the launch of their MVP and the onboarding of their first customer. The program also introduced Yasmin to the emerging relationship between AI and Web3, expanding her vision for Sociate AI's future.

RESOURCES AND NETWORKING OPPORTUNITIES



"IT'S IN THE PEOPLE.
IT'S THE SOUNDING
BOARDS."

Outlier Ventures excelled in connecting Yasmin with a wide array of mentors and experts, such as McKenna Sweazey and Carol Hilsum, who provided insights and guidance specific to her industry and technology.

These connections have remained a source of support and inspiration beyond the program's duration.



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COMPARISON: PRE AND POST ACCELERATOR

Since completing the accelerator, Sociate AI has seen remarkable growth. Yasmin credits Outlier Ventures with helping pivot her company to a position where these achievements were possible, marking a stark contrast to their pre-accelerator challenges.

→ **2.5K**
consumers have interacted with their AI

→ **Over £130K**
of additional revenue generated per client

→ **6.26% conversion rate**
compared to the average 2.5-3% e-commerce conversion rates

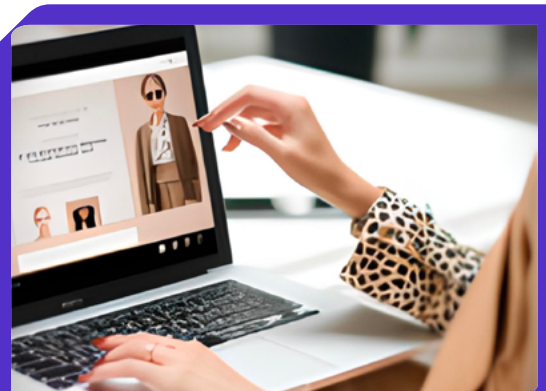
→ **4x**
award winning technology for fashion

→ **Featured in**
Vogue Business, Harper's Bazaar, Women's Wear Daily

ONGOING BENEFITS OF THE OUTLIER NETWORK

The support from the Outlier network continues to be a pillar for Sociate AI, with Yasmin affirming the lasting value of the connections and the Outlier team's commitment to evangelizing their alumni's successes.

RECOMMENDATIONS FOR PROSPECTIVE APPLICANTS



YASMIN'S ADVICE TO FOUNDERS, ESPECIALLY WOMEN, CONSIDERING ACCELERATOR PROGRAMS IS TO FOCUS ON BUILDING THEIR VISION AND LEVERAGING THEIR UNIQUE STRENGTHS, INCLUDING EMOTIONAL INTELLIGENCE AND THE ABILITY TO INSPIRE AND LEAD TEAMS.

SHE EMPHASIZES THE IMPORTANCE OF NOT GETTING SIDELINED BY THE CHALLENGES OF FUNDRAISING AND INSTEAD CONCENTRATING ON WHAT TRULY MATTERS: REALIZING THEIR ENTREPRENEURIAL DREAMS.



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Rather than focusing on the less than 2% of venture capital traditionally allocated to women, my frustration lies in the distraction from the vast, untapped potential of the remaining 98%.

Women founders should not limit themselves to fighting over this small, tiny amount of capital; instead, **we should ambitiously pursue the broader opportunities that lie within the 98%.**

YASMIN TOPIA, SOCIATE AI

CONCLUSION

Yasmin Topia's journey with Sociate AI, from conception through acceleration with Outlier Ventures, showcases the transformative impact of targeted support, strategic guidance, and a strong network. Her story serves as an inspiration and a testament to the value of accelerator programs in turning visionary ideas into market-ready innovations.



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