

NEWS RELEASE

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WITH PHOTO: Brent Hoberman, Executive Chairman of Founders Factory, presented the award to Matija Kopic, CEO of Gideon Brothers

GIDEON BROTHERS WINS £10,000 FOUNDERS FACTORY AI PRIZE

- **Gideon Brothers from Croatia received £10,000 after pitching to judges at Founders Forum**
- **Gideon Brothers uses autonomous robots to solve industrial problems**
- **Judges from UCL, McLaren Applied Technologies, firstminute capital and formerly at DeepMind**
- **Founders Factory competition to unearth early-stage AI talent from around the world**

LONDON, 15 June 2018: [Gideon Brothers](#) received £10,000 after winning the [Founders Factory AI Rising Stars 2018 Competition](#) at [Founders Forum](#) yesterday.

The startup, founded by Edin Kočo, Josip Česić, Kruno Stražanac, Matija Kopic and Milan Račić in Zagreb, has developed an AI-powered 3D vision robot operating system that they call 'The Brain', which transforms manual machinery into autonomous robots.

Judges were impressed by Gideon Brothers' first commercial application of The Brain which takes the form of an autonomous logistics robot, designed to work safely with humans and other moving machines in dynamic industrial environments.

Founders Factory received applications for the AI competition from 36 countries across four continents. Five finalists were selected to pitch their businesses to the judges Lourdes Agapito (University College London); Dr Caroline Hargrove (McLaren Applied Technologies) and Steve Crossan (firstminute capital, ex DeepMind).

Pitches took place in front of an audience of leaders from across business, technology and politics at yesterday's Founders Forum, as part of London Tech Week.

Matija Kopic, CEO of Gideon Brothers, said of the win:

"We are delighted to win this prize from Founders Factory. AI-powered, adaptive, 3D vision based robots will help humanity break away from hard, dangerous and boring jobs we're doing today. This recognition from the AI industry giants confirms our vision of a vastly more productive industrial future, built on the backbone of our truly autonomous robots."

George Northcott, Co-Founder of Founders Factory, said:

"At Founders Factory we are always on the look-out for the best new AI talent, and these startups were chosen because they demonstrated huge potential to disrupt industries leveraging AI, robotics and computer vision technologies."

"Gideon Brothers are set to innovate a wide variety of industrial machines with AI and we look forward to awarding them this prize to support their growth."

On Wednesday evening prior to Founders Forum, the five finalists also got to meet with Prime Minister Theresa May at 10 Downing Street at an reception to celebrate the UK tech sector. The other finalists were:

- [ChemAlive](#) (Switzerland) - a cloud based quantum chemistry SaaS focusing on machine learning and big data to drive innovation in chemistry,
- [Facesoft](#) (UK) a computer programme capable of creating 3D reconstructions of faces from 2D images.
- [Flexciton](#) (UK) - Improving the efficiency of factories with AI planning and scheduling.
- [NeuropsyAI](#) (Portugal) - Aiding the diagnosis of neurological and psychiatric disorders through AI and imaging technology.

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About Founders Factory

Founders Factory is the world's best partner for founders.

Started by Brent Hoberman, Henry Lane Fox and George Northcott, Founders Factory has received investment from L'Oreal, easyJet, Guardian Media Group, Aviva, Holtzbrinck, CSC and is partnered with Wunderman and Vodafone. Combined with our full-time team of 60 specialists we offer founders the best platform to launch or scale their startup.

Our incubator creates 12 new startups every year. We validate ideas, build founding teams, find first customers and invest directly in each startup.

Our accelerator invests in 30 startups every year. We invest cash, six months of bespoke support from our team and provide commercial opportunities with our investors. We welcome startups from across AI, travel, beauty, fintech, edtech and media.

To date we have backed and built over 50 companies and will reach 200 over the next five years. If you want to start or scale your business visit www.foundersfactory.com