TROVEO AI EXECUTIVE BRIEFING | OCTOBER 17, 2026

Troveo Ai

Business data licensing: the next chapter in Ai training.

A business-data-first executive briefing explaining the newer licensing opportunity, Troveo Ai's documented content-licensing history, the Ai industry power map, restaurant data examples, investors and executive leadership.

Prepared by Sorority Records
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LARGE-TYPE PORTRAIT EDITION

Single-column layout • US Letter (8.5 × 11 inches) • 12.6-point body text • Clickable blue source links

This independent business-development briefing is not an official Troveo Ai publication. Published figures are attributed and not independently audited; licensing depends on rights, actual buyer demand and negotiated terms.

At a glance

$20M+

Reported amount paid to content owners, not confirmed business-data-only payouts

7,000+

Content owners / global data providers in company-described network

350+

Companies represented in Troveo Ai's business-data inventory

40+

Active Ai buyers advertised by Troveo Ai

Source-note: Troveo Ai's separate creator landing page has displayed a higher $50M+ payment claim, while other public materials state $20M+. The totals appear in different contexts, have not been independently reconciled here, and are not identified as business-data-only payout totals.

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01 / THE BUSINESS OPPORTUNITY

Your company’s everyday work can become a licensable asset

Companies create useful digital records every day: messages between teams, project files, customer-service workflows, sales pipelines, internal manuals, technical records and records of decisions. Some may help Ai systems learn how real organizations perform work.

Troveo Ai operates a marketplace connecting owners of approved, non-public data with Ai developers seeking training and evaluation material. Businesses may be able to grant limited rights to selected records and receive revenue while retaining ownership. Actual opportunities depend on buyer demand and the company’s legal authority to provide the data.

Important distinction: Troveo Ai’s established licensing business has paid media and content rights holders. Its newer business-workflow data program is a separate expansion. Historical content payouts must not be described as confirmed payments to ordinary businesses entering the business-data program.

Examples of business records Troveo markets

Communication and collaboration

Email, calendar activity, Slack, Microsoft Teams and internal work conversations.

Sales and customer-service workflows

CRM activity, support tickets and the steps behind completed deals and resolved issues.

Documents and institutional knowledge

Policies, manuals, project histories, work plans, revisions and internal knowledge.

Technical and operating systems

Software repositories, task histories and permitted financial and operational records.

What adds value? Buyers may want connected records showing what happened, why employees made decisions and what resulted. Years of history, links across systems, specialist expertise and clear data rights can matter more than raw file size.

[1] Troveo | Business data licensing program

02 / A SIMPLE EXPLANATION

How the licensing process works

A business does not have to sell itself, transfer ownership of an entire archive or publish private records on the open internet. The proposed process is selective and governed by a signed agreement.

01 · Identify what exists

Discuss relevant digital systems, historical periods, staff workflows and potentially useful information categories.

02 · Determine what may legally be included

Review ownership, customer and employee information, confidentiality duties, contracts, permissions and exclusions.

03 · Approve the terms

Define permitted uses, duration, privacy safeguards, licensing rights, payment rules and revenue sharing in writing.

04 · Prepare authorized data

Troveo says it packages exports, replaces identifying details through pseudonymization and makes buyer-ready datasets.

05 · License when buyers purchase

Troveo seeks transactions. Payment depends on qualifying sales and signed contract terms; repeat sales may generate additional payments.

Safeguard: Not every stored record can be legally licensed. Personal information, client-owned work, confidential third-party information, passwords, trade secrets and regulated material require exclusion or specially authorized, documented review.

[4] Troveo | Ai Data Licensing: How It Works [3] Troveo | Can a Company License Its Data for Ai?

03 / WHAT THE PUBLIC FIGURES ACTUALLY SHOW

Creator payouts are established; business-data payouts are newer

Troveo Ai initially built its network by licensing video and other media to Ai developers. On April 28, 2026, it announced more than $20 million paid to content owners and expansion into enterprise workflows and other categories. That is a company-reported content-licensing track record, not evidence that the same amount has been paid to companies licensing internal operating records.

The figures, explained one at a time

$20M+ · Content-owner payouts

Company-reported cumulative payments as of April 2026; not labeled as payouts from the newer business-data program.

7,000+ · Content owners and data providers

A network count, not public proof that each person or organization has been paid individually.

Barstool Sports · Named content owner

Featured by Troveo as a video, audio and text rights holder; individual payment and contract terms are not disclosed.

350+ · Businesses in inventory

Participation or represented-data figure, not a count of 350 completed sales or paying companies.

40+ · Active buyers

Advertised count of Ai buyers, not proof that every participating organization has a buyer match.

Why the 350+ figure needs context: A company can be represented in a data marketplace while records are being assessed, rights-checked, packaged or offered to prospective buyers. Troveo has not published a separate tally of completed business-data payouts or a sale-by-sale status report for those companies.

Source note: Troveo's creator page has also displayed $50M+; another public set of figures shows $20M+. Both remain company-reported and are not a verified payout total for the business-data category.

Questions a business should ask before signing

Which legal entity owns each record? What is excluded? How are employee, customer and third-party rights protected? What exact permission does the buyer receive? Which completed event triggers payment? How are revenue share, audits, reporting and payment dates defined? All of this belongs in the written agreement.

[1] Troveo | Business data licensing program [5] Troveo | How Ai Data Licensing Deals Work

04 / AI 101 · THE INDUSTRY POWER MAP

Who builds the brains, and who wants your business data?

The Ai economy has several layers. Chipmakers supply computing power. Cloud firms rent it. Model developers train advanced systems. Application companies put models to work. Data owners and licensing companies may supply authorized real-world examples for training or evaluation.

Important: A famous technology company is not automatically a confirmed buyer of any particular dataset, and none of the firms below should be described as a verified Troveo Ai customer unless that relationship has been documented.

The Magnificent Seven

"Magnificent Seven" is a stock-market nickname for seven major publicly traded technology companies. It is **not** a formal list of the seven frontier Ai laboratories.

Nvidia

Produces the GPUs and computing systems essential for large-scale training and inference.

Microsoft

Runs Azure; offers Copilot; has major technology and commercial ties to OpenAi.

Alphabet / Google

Runs Google Cloud, Search and YouTube; Google DeepMind builds Gemini models.

Amazon

Its AWS cloud and Bedrock platform provide computing infrastructure and model access; it is an Anthropic investor.

Meta Platforms

Owns Facebook, Instagram and WhatsApp; creates recommendation systems and Ai models.

Apple

Integrates Ai into devices, apps and on-device computing.

Tesla

Develops Ai for driving, automation and robotics.

Grouping these stocks together says nothing about whether they have purchased data through any particular marketplace.

[14] Charles Schwab | The Magnificent Seven

Frontier Ai: the companies building advanced models

A “frontier” model is at or near the leading edge of general-purpose Ai capabilities. Frontier labs are a category of organizations, not a corporation called Frontier.

OpenAi · GPT / ChatGPT

General-purpose models, coding tools, research and business agents.

Anthropic · Claude

Models and tools with enterprise, coding and agent applications.

Google DeepMind · Gemini

Advanced multimodal systems for consumers, developers and businesses.

Meta · Llama / Muse

Open-weight models and advanced proprietary Ai research.

xAi · Grok

Grok models and consumer/developer products.

Mistral Ai

French model developer offering commercial and open-weight systems.

DeepSeek

Chinese Ai laboratory known for reasoning and code-focused models.

Cohere

Language models and tools emphasizing business applications and enterprise security.

“Frontier” is also a product name

OpenAi introduced a product named OpenAi Frontier in February 2026 to help businesses deploy and manage Ai agents with enterprise context and permissions. Using data in a company’s own agent system is different from licensing that information as training data to an outside model developer.

[15] OpenAi | Introducing OpenAi Frontier

Other important companies in this economy

CoreWeave and Oracle

Cloud and high-capacity computing infrastructure.

Scale Ai

Training-data preparation, labeling, evaluation and related model development services.

Databricks

Enterprise data, analytics and Ai-development platform.

Troveo Ai

Marketplace that sources and prepares authorized, real-world datasets for data buyers.

Who might want a business's data?

Potential buyers include frontier-model labs training general agents; specialists building Ai for software, logistics or customer service; data aggregators assembling licensed datasets; and enterprise developers benchmarking their models against real-world workflows. Different buyers have different needs, and even a very large dataset may be declined.

A useful record may trace an entire chain of events: a customer inquiry, internal decisions, the systems used and how an issue was resolved. Connected project histories, support tickets, task records and other authorized work traces may offer more context than isolated documents.

Business-owner question: Not "Does an Ai company want every file we have?" but "Do we control a useful, legally licensable history of work that a buyer needs, and under what terms?" Privacy, employee rights and confidential third-party data require review before any release.

Where Troveo fits: Troveo intends to connect owners of rights-cleared records to buyers under contracts. Its network counts do not reveal which labs, if any, purchased which companies' files.

[1] Troveo | Business data licensing program [16] Google DeepMind | Official models

05 / RESTAURANT DATA · INDUSTRY EVIDENCE

Restaurant Data: From Daily Operations to Digital Assets

Restaurants create digital records far beyond menus and reservations. Each day brings ordering decisions, customer requests, staffing changes, inventory problems, deliveries, schedules, vendor negotiations and financial results. Together, these records can tell the story of how a business operates.

A market already exists for several kinds of restaurant-related data. The examples below involve **different commercial arrangements** and should not be presented as equivalent transactions.

Six examples from the restaurant-data marketplace

01 · Yelp + OpenAi | Documented data-licensing agreement

Yelp reported new licensing agreements, including one with OpenAi, for trusted local-business information and APIs. This concerns listings, reviews and local-search content, not proven sales of an individual restaurant's private payroll or management records.

02 · DoorDash Tasks | Ai training-data collection

DoorDash markets a system for collecting photographs, videos and first-person footage of everyday tasks, including cooking. It demonstrates buyer interest in real-world procedures. It is not a published transaction licensing a restaurant operator's private archives.

03 · SousLab | Commercial restaurant dataset

SousLab advertises commercial licensing of a U.S. menu corpus spanning millions of menu items and hundreds of thousands of restaurants. Those scope statistics are provider claims, not independent proof of customer purchases or owner earnings.

04 · Black Box Intelligence | Sector benchmarking

Offers restaurant sales, guest-traffic and workforce benchmarks. It demonstrates recurring value in operational intelligence but not a confirmed sale of restaurant internal files to a frontier model laboratory.

05 · Datassential + Circana | Industry research partnership

In June 2026, Datassential announced reports combining menu and consumer research with Circana's operator purchasing and sales information. This is a foodservice-intelligence partnership, not disclosed purchase of raw records for model training.

06 · OpenTable | Ai features in restaurant software

Its July 2026 client agreement provides for certain client data, including guest and visit notes, to be used to develop, train and improve Ai features under its terms. Restaurant owners should review these software rights before assuming they can separately license all records.

What could a restaurant group examine?

For a group with centralized operations, the most interesting records may connect a business challenge with the decisions that resolved it. These are categories to evaluate for rights, privacy and buyer demand, not a confirmed Troveo purchasing list.

Office communications and management decisions

How people solve problems, approve exceptions and coordinate multiple locations.

Inventory, purchasing and vendors

How operators react to demand changes, shortages and supply-chain exceptions.

Staff scheduling and workforce processes

How shifts are arranged and service disruptions handled.

Customer service issues

How requests are triaged, addressed and closed.

Reporting, accounting and franchise operations

How management reviews performance and makes decisions across locations.

The key distinction: A technology platform's authority to use guest data, a third-party vendor's authority to license data and an independent restaurant owner's own rights are separate matters. Review ownership, contracts, franchise restrictions, guest and staff privacy and data security before making any commitments.

Takeaway: Menus, reviews and reservations are established commercial categories. Whether a specific restaurant group can license its history of office work and operational decisions is newer and must be decided case by case.

[8] Yelp | 2026 shareholder letter on licensing with OpenAi (SEC) [9] DoorDash | Tasks and training-data collection [10] SousLab | Commercial restaurant menu dataset

[11] Black Box Intelligence | Restaurant analytics [12] Datassential | June 2026 Circana research partnership [13] OpenTable | 2026 restaurant client agreement

06 / COMPANY HISTORY

From content licensing to enterprise data

2024 · Launch and seed funding

Troveo launched publicly in November 2024 as a marketplace for creators and media companies to license content for Ai. The company announced $4.5 million in seed funding led by Seven Seven Six, with other participants reported to include Mark Pincus, Siqi Chen and Andreas Klinger.

Leadership

Marty Pesis is a co-founder and CEO. Trent Krupp is a co-founder who was described in early investment coverage as chief revenue officer. Before Troveo, Pesis worked at Cameo and founded Vouch, which was acquired by MrBeast.

2025 · Licensing press and partnerships

Stories described creators earning from existing video libraries. Reporting also described a contributor who had not yet been paid, demonstrating that a submitted asset is not a guaranteed sale. Children's media company pocket.watch announced an opt-in licensing collaboration involving Troveo.

2026 · Business-data expansion

In April 2026 Troveo publicly expanded beyond video toward audio, text, enterprise workflows, gaming and robotics. Its business-data materials describe records in email, office collaboration tools, CRM, project systems and financial operations. The company does not separately publish completed corporate-data payouts.

Original research and funding context

The Hollywood Reporter, The Information, The Wall Street Journal, Semafor, Net Influencer and other outlets have reported on the launch, early creator licensing and funding. See the linked source library later in the document for a reading list.

07 / INVESTORS AND THE REDDIT CONNECTION

Alexis Ohanian, Seven Seven Six and Reddit

Alexis Ohanian co-founded Reddit and created venture capital firm Seven Seven Six (776), which led Troveo Ai's publicly reported seed investment in 2024. He publicly introduced Troveo as a portfolio company and praised its work on paid creator data licensing.

Reddit is a separate company. The funding relationship does not mean Reddit owns Troveo, purchases data through Troveo or supplies Reddit data through its network. In a 2026 interview, CEO Marty Pesis said Troveo did not represent Reddit data.

Reddit is nevertheless an important example of the wider data market. Reuters reported a roughly $60 million annual data licensing arrangement between Reddit and Google in February 2024. That agreement is not a Troveo transaction.

The connection between Ohanian and Troveo is established by his public post, startup fundraising reporting and accounts from industry journalists, rather than merely inferred from Ohanian's association with Reddit.

[17] Alexis Ohanian | Original announcement of Troveo investment [18] Reuters | Reddit/Google data licensing report, February 2024 [19] Seven Seven Six | Venture capital firm

08 / PRESS AND SOURCE LIBRARY

Sources and further reading

The blue titles below are clickable links. Original research includes Troveo's own company-reported information alongside independent reporting and other companies' disclosures. Company claims and documented third-party agreements are labeled separately.

Restaurant data: licensing, services and software terms

[8] Yelp | 2026 shareholder letter on licensing with OpenAi (SEC)

[9] DoorDash | Tasks and training-data collection

[10] SousLab | Commercial restaurant menu dataset

[11] Black Box Intelligence | Restaurant analytics

[12] Datassential | June 2026 Circana research partnership

[13] OpenTable | 2026 restaurant client agreement

Ai 101: Industry and business-data demand

[14] Charles Schwab | The Magnificent Seven

[15] OpenAi | Introducing OpenAi Frontier

[16] Google DeepMind | Official models

[1] Troveo | Business data licensing program

[3] Troveo | Can a Company License Its Data for Ai?

[4] Troveo | Ai Data Licensing: How It Works

[5] Troveo | How Ai Data Licensing Deals Work

Alexis Ohanian, Reddit and investment

[17] Alexis Ohanian | Original announcement of Troveo investment

[18] Reuters | Reddit/Google data licensing report, February 2024

[19] Seven Seven Six | Venture capital firm

Troveo Ai: official background and business-owner guides

[2] Troveo | Marketplace and featured data owners

[6] Troveo | Licensing as a business model

[7] Troveo | What Is a Data License?

[20] Troveo | Official contact

Also discussed in the original source briefing: The Hollywood Reporter (November 2024), Net Influencer (November 2024 and July 2025), the Troveo seed-funding release (November 2024), The Wall Street Journal (August 2025), The Information (November 2024), Semafor (October 2025), the New York Post (March 2025), Business Wire (April 2026) and Media and the Machine (May 2026). These provide context on creator payments, financing and the company's expansion, not independent verification of any particular business-data sale.

09 / AI 101 · LEADERSHIP DIRECTORY

Meet the leaders behind the industry

Company leadership directory | October 2026. Titles are transcribed from the source briefing and reflect its stated research date. Leadership roles can change; verify titles before using these names for outreach. Entries without a verified CEO retain the role description given in the original.

1. The Magnificent Seven

Nvidia
Jensen Huang | CEO

Microsoft
Satya Nadella | CEO

Alphabet / Google
Sundar Pichai | CEO

Amazon
Andy Jassy | CEO

Meta Platforms
Mark Zuckerberg | CEO

Apple
John Ternus | CEO

Tesla
Elon Musk | CEO

2. Frontier Ai companies

OpenAi
Sam Altman | CEO

Anthropic
Dario Amodei | CEO

Google DeepMind
Koray Kavukcuoglu | senior vice president and operational leader

Meta Ai
Mark Zuckerberg | Meta CEO

xAi / Grok
Elon Musk | CEO

Mistral Ai
Arthur Mensch | CEO

DeepSeek
Liang Wenfeng | founder and CEO

Cohere
Aidan Gomez | CEO

Google DeepMind leadership note from the original briefing: Demis Hassabis became Chair of Google DeepMind and Chief Scientist at Alphabet in August 2026; Koray Kavukcuoglu is reported as supervising day-to-day operations.

3. Ai infrastructure and data companies

Troveo Ai
Marty Pesis | co-founder and CEO

CoreWeave
Michael “Mike” Intrator | CEO

Oracle
Clay Magouyrk and Mike Sicilia | co-CEOs

Scale Ai
Francis deSouza | CEO

Databricks
Ali Ghodsi | co-founder and CEO

4. Restaurant data and technology companies

Yelp
Jeremy Stoppelman | co-founder and CEO

DoorDash
Tony Xu | co-founder and CEO

SousLab
CEO not publicly verified in original briefing

Black Box Intelligence
Joe Henson | CEO

Datassential
Jim Emling | CEO

Circana
Stuart Aitken | president and CEO

OpenTable
Debby Soo | CEO

5. Troveo investors, media partners and related organizations

Reddit
Steve Huffman | co-founder and CEO

Seven Seven Six (776)
Alexis Ohanian | founder and general partner

Barstool Sports
Dave Portnoy | founder and owner

pocket.watch
Chris M. Williams | founder and CEO

Zynga
Frank Gibeau | president

Cameo
Steven Galanis | co-founder and CEO

Beast Industries / MrBeast
Jeff Housenbold | CEO; Jimmy Donaldson | founder

Vouch
Former venture founded by Marty Pesis; later acquired

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