# Clarity raises $12m to scale safe AI for regulated industries



AI-driven customer-experience platform Clarity has secured $12 million in funding to accelerate its global expansion. The round was led by Prosus Ventures with backing from Saudi Technology Ventures, Sukna Ventures, Wamda Capital, Neo, Oraseya Capital, Phaze Ventures, Propeller, Tech Invest Com and angel investors from OpenAI and Google.

Founded by Abed Kasaji, formerly of Careem and Meta, and technologist Pavel Kochetkov, Clarity was originally known as Anecdote before rebranding to reflect its focus on transparency. The London- and New York-based startup reports a 5.4× annual revenue increase and projects monthly growth above 20 per cent in 2025.

Clarity specialises in “safe, regulated agentic AI,” tailored to high-stakes sectors where accuracy and compliance are critical. Its platform integrates company knowledge bases with AI agents to provide secure, multilingual customer support. Features include fraud detection capable of flagging 96 per cent of cases within seconds, FCA-compliant tagging, early escalation of high-risk interactions and human-in-the-loop review for sensitive legal, political and financial contexts.

“Our goal is to keep AI simple, useful and safe, giving enterprises the confidence to modernise customer operations without cutting corners,” said Kasaji, Clarity’s CEO.

The company will use the funding to expand applied AI teams across London, New York and Riyadh. Prosus Ventures said Clarity’s value is already proven within its portfolio, citing use cases at OLX Europe, iFood and Dubizzle. “We have strong conviction in Clarity’s ability to redefine customer understanding and service globally,” said Robin Voogd, Head of Middle East Investments at Prosus.

Saudi Technology Ventures called Clarity a “category-defining company” for its ability to deliver granular insights that drive high-ROI decisions.

Clarity’s enterprise platform combines voice-of-customer intelligence, AI agent capabilities and support automation into a unified service, positioning it at the forefront of regulated AI for Europe, the US and MENA markets. Clients include OpenAI, Booking.com, Grubhub, Careem and Saudi Telecom Company, alongside contracts in banking and government.

The funding comes amid rising demand for trustworthy AI tools that enhance customer service without compromising compliance or security. Clarity’s trajectory illustrates how applied AI can be both cutting-edge and safe, aligning with the UK’s ambition to lead in responsible AI innovation.

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## Bibliography

1. <https://www.zawya.com/en/press-release/companies-news/agentic-ai-customer-service-startup-clarity-raises-12mln-hk7mnicn> - Please view link - unable to able to access data
2. <https://www.openpr.com/news/4184761/agentic-ai-customer-service-startup-clarity-raises-12m-with> - Clarity, an AI-powered customer experience and voice-of-customer platform for regulated industries, has secured $12 million in funding. The investment round was led by Prosus Ventures, with participation from STV Al Fund (backed by Google), Sukna Ventures, Wamda Capital, Neo, Oraseya Capital, Phaze Ventures, Propeller, Tech Invest Com, and angels from OpenAI and Google. Formerly known as Anecdote, the company has rebranded to Clarity and plans to expand its applied-AI teams in New York, London, and Riyadh. Founded by Abed Kasaji and Pavel Kochetkov, Clarity reports a 5.4× year-on-year revenue surge and average monthly growth of over 20% in 2025. CEO Abed Kasaji emphasised the importance of simplicity, usefulness, and safety in AI tools, particularly in industries where mistakes are not an option. The funding will enable Clarity to enhance its technology and build partnerships to modernise customer operations with confidence. Robin Voogd, Head of Middle East Investments at Prosus Ventures, highlighted Clarity's impact across their portfolio, with companies like OLX Europe, iFood, and Dubizzle validating its accuracy and potential. Saudi Technology Ventures (STV) also expressed enthusiasm for Clarity's ability to uncover insights with unprecedented granularity, driving high-ROI decisions. Clarity's product focus includes fraud detection, early escalation of high-risk interactions, FCA-compliant tagging and pattern detection across reviews, surveys, and social media, and human-in-the-loop review for sensitive legal, political, or financial cases. The investment comes amid a surge of interest in 'safe, regulated agentic AI' platforms, positioning Clarity as Europe's, the US's, and MENA's leading compliant alternative. Clarity is an enterprise platform that helps global companies better understand and serve their customers securely, combining voice-of-customer intelligence, AI agents, and support automation. For more information, visit www.OnClarity.com.
3. <https://businesscloud.co.uk/news/openai-google-angels-backed-rebranded-ai-firm-anecdote/> - Clarity, formerly known as Anecdote, has rebranded and secured £9 million in funding, led by Prosus Ventures. The investment round also saw participation from STV Al Fund (backed by Google), Sukna Ventures, Wamda Capital, Neo, Oraseya Capital, Phaze Ventures, Propeller, and Tech Invest Com, along with angels from OpenAI and Google. The company plans to use the funding to expand its teams in New York, London, and Riyadh. Founded by Abed Kasaji and Pavel Kochetkov, Clarity reports a 5.4× year-on-year revenue surge and average monthly growth of over 20% in 2025. CEO Abed Kasaji emphasised the importance of simplicity, usefulness, and safety in AI tools, particularly in industries where mistakes are not an option. Robin Voogd, Head of Middle East Investments at Prosus Ventures, highlighted Clarity's impact across their portfolio, with companies like OLX Europe, iFood, and Dubizzle validating its accuracy and potential. Saudi Technology Ventures (STV) also expressed enthusiasm for Clarity's ability to uncover insights with unprecedented granularity, driving high-ROI decisions. Clarity's product focus includes fraud detection, early escalation of high-risk interactions, FCA-compliant tagging and pattern detection across reviews, surveys, and social media, and human-in-the-loop review for sensitive legal, political, or financial cases. The investment comes amid a surge of interest in 'safe, regulated agentic AI' platforms, positioning Clarity as Europe's, the US's, and MENA's leading compliant alternative. Clarity is an enterprise platform that helps global companies better understand and serve their customers securely, combining voice-of-customer intelligence, AI agents, and support automation. For more information, visit www.OnClarity.com.
4. <https://www.tradingview.com/news/reuters.com%2C2025-09-16%3Anewsml_Zaw13qS9w%3A0-pressr-agentic-ai-customer-service-startup-clarity-raises-12mln/> - Clarity, an AI-powered customer experience and voice-of-customer platform for regulated industries, has secured $12 million in funding. The investment round was led by Prosus Ventures, with participation from STV Al Fund (backed by Google), Sukna Ventures, Wamda Capital, Neo, Oraseya Capital, Phaze Ventures, Propeller, Tech Invest Com, and angels from OpenAI and Google. Formerly known as Anecdote, the company has rebranded to Clarity and plans to expand its applied-AI teams in New York, London, and Riyadh. Founded by Abed Kasaji and Pavel Kochetkov, Clarity reports a 5.4× year-on-year revenue surge and average monthly growth of over 20% in 2025. CEO Abed Kasaji emphasised the importance of simplicity, usefulness, and safety in AI tools, particularly in industries where mistakes are not an option. The funding will enable Clarity to enhance its technology and build partnerships to modernise customer operations with confidence. Robin Voogd, Head of Middle East Investments at Prosus Ventures, highlighted Clarity's impact across their portfolio, with companies like OLX Europe, iFood, and Dubizzle validating its accuracy and potential. Saudi Technology Ventures (STV) also expressed enthusiasm for Clarity's ability to uncover insights with unprecedented granularity, driving high-ROI decisions. Clarity's product focus includes fraud detection, early escalation of high-risk interactions, FCA-compliant tagging and pattern detection across reviews, surveys, and social media, and human-in-the-loop review for sensitive legal, political, or financial cases. The investment comes amid a surge of interest in 'safe, regulated agentic AI' platforms, positioning Clarity as Europe's, the US's, and MENA's leading compliant alternative. Clarity is an enterprise platform that helps global companies better understand and serve their customers securely, combining voice-of-customer intelligence, AI agents, and support automation. For more information, visit www.OnClarity.com.
5. <https://www.marketscreener.com/news/agentic-ai-customer-service-startup-clarity-raises-12m-with-prosus-ventures-and-openai-and-google-ce7d58dad080f426> - Clarity, an AI-powered customer experience and voice-of-customer platform for regulated industries, has secured $12 million in funding. The investment round was led by Prosus Ventures, with participation from STV Al Fund (backed by Google), Sukna Ventures, Wamda Capital, Neo, Oraseya Capital, Phaze Ventures, Propeller, Tech Invest Com, and angels from OpenAI and Google. Formerly known as Anecdote, the company has rebranded to Clarity and plans to expand its applied-AI teams in New York, London, and Riyadh. Founded by Abed Kasaji and Pavel Kochetkov, Clarity reports a 5.4× year-on-year revenue surge and average monthly growth of over 20% in 2025. CEO Abed Kasaji emphasised the importance of simplicity, usefulness, and safety in AI tools, particularly in industries where mistakes are not an option. The funding will enable Clarity to enhance its technology and build partnerships to modernise customer operations with confidence. Robin Voogd, Head of Middle East Investments at Prosus Ventures, highlighted Clarity's impact across their portfolio, with companies like OLX Europe, iFood, and Dubizzle validating its accuracy and potential. Saudi Technology Ventures (STV) also expressed enthusiasm for Clarity's ability to uncover insights with unprecedented granularity, driving high-ROI decisions. Clarity's product focus includes fraud detection, early escalation of high-risk interactions, FCA-compliant tagging and pattern detection across reviews, surveys, and social media, and human-in-the-loop review for sensitive legal, political, or financial cases. The investment comes amid a surge of interest in 'safe, regulated agentic AI' platforms, positioning Clarity as Europe's, the US's, and MENA's leading compliant alternative. Clarity is an enterprise platform that helps global companies better understand and serve their customers securely, combining voice-of-customer intelligence, AI agents, and support automation. For more information, visit www.OnClarity.com.
6. <https://lucidityinsights.com/news/intella-secures-125m-series-a> - Intella, a leader in dialectal Arabic speech intelligence, has secured $12.5 million in an oversubscribed Series A round led by Prosus Ventures, with participation from 500 Global, Wa’ed Ventures, Hala Ventures, Idrisi Ventures, and HearstLab. The funding will accelerate Intella’s mission to power a digital AI workforce across the Arabic-speaking world. Founded in 2021 by CEO Nour Taher and CTO Omar Mansour, Intella offers enterprise-grade transcription, analytics, and AI-powered customer engagement tools tailored to more than 25 dialects. Its proprietary speech-to-text models have achieved a global record accuracy of 95.73%, enabling businesses to deliver localized, human-like conversations at scale. The capital will be strategically deployed to deepen enterprise capabilities, accelerate MENA expansion, and innovate in Arabic-first AI. Intella unveiled Ziila, its Arabic-born digital human, in a debut partnership with Jumia, Africa’s largest e-commerce platform, powering a new voice-ordering feature for Jumia customers. The launch marks an important milestone, proving Ziila's capability to navigate complex dialects in a demanding, real-world environment. The funding will also solidify Intella’s market leadership and expand its technological edge, with a focus on R&D, product expansion, and regional hiring to bring its vision to life.