

Applied Intuition Company Overview (English)

About Us:

Applied Intuition, Inc. is powering the future of physical AI. Founded in 2017 and now valued at \$15 billion, the Silicon Valley company is creating the digital infrastructure needed to bring intelligence to every moving machine on the planet. Applied Intuition services the automotive, defense, trucking, construction, mining and agriculture industries in three core areas: tools and infrastructure, operating systems, and autonomy. Eighteen of the top 20 global automakers, as well as the United States military and its allies, trust the company's solutions to deliver physical intelligence. Applied Intuition is headquartered in Sunnyvale, California, with offices in Washington, D.C.; San Diego; Ft. Walton Beach, Florida; Ann Arbor, Michigan; London; Stuttgart; Munich; Stockholm; Bangalore; Seoul; and Tokyo. Learn more at [applied.co](https://www.applied.co).

Founding Team:

Qasar Younis

Qasar Younis is the Co-Founder and CEO of Applied Intuition. Before founding Applied Intuition, he was the COO of Y Combinator, a prominent venture accelerator in Silicon Valley. Prior to Y Combinator, Qasar founded a technology firm, which was later acquired by Google, and worked as an automotive engineer at General Motors and Bosch. Younis has a bachelor's degree in mechanical engineering from Kettering University (formerly known as General Motors Institute) and an MBA from Harvard Business School.

Peter Ludwig

Peter Ludwig is the Co-Founder and CTO of Applied Intuition. Peter did his undergraduate and graduate studies at the University of Michigan in Computer Science. He spent 5 years at Google in engineering, where he led efforts on Google Maps and Android Automotive. In 2017, he started Applied Intuition with co-founder Qasar Younis, and since then, Applied has established itself as the leading physical intelligence company, providing its software products to 18 of the top 20 global automakers and the Department of War, enabling next-generation autonomous technology and vehicle software experiences.

What We Do:

Applied Intuition provides a comprehensive software platform for developing, testing, validating, deploying, and operating intelligent machines. The company's products support the full lifecycle of physical AI systems, from data and simulation to onboard software, autonomy, and fleet operations. We do this across industries including automotive, trucking, mining, agriculture, construction, and defense.

The platform is built to help manufacturers and operators safely develop and deploy intelligent vehicles and machines faster, reduce costs, and operate fleets more efficiently at scale.

Our Products:

Tools for Vehicle Intelligence

An end-to-end platform for building, testing, and validating physical AI systems safely and quickly at scale.

Applied Intuition's development platform enables teams to train models, run simulations, test systems, and validate performance before deployment in the real world. The platform combines real-world data, simulation, and validation tools into a unified workflow that accelerates development while improving safety and reliability.

The company's simulation and testing capabilities build on a long history of tools such as object simulation, sensor simulation, log replay and testing, vehicle dynamics simulation, hardware-in-the-loop testing, synthetic data generation, and large-scale cloud simulation. These tools remain core components of Applied Intuition's platform and are used by leading manufacturers and autonomy developers worldwide.

Together, these tools allow OEMs to test millions of scenarios, identify issues earlier in development, and validate intelligent systems before real-world deployment.

Vehicle OS

A scalable, extensible, and modular platform enabling manufacturers to develop, deploy, and update vehicle software.

Applied Intuition provides a physical AI software platform that enables manufacturers to build software-defined vehicles and intelligent machines. The platform includes onboard software frameworks, development tools, and fleet management systems that allow companies to deploy, update, and operate software across vehicles and fleets.

This platform builds on Applied Intuition's history of offering onboard SDKs, off-board cloud systems, development workbenches, and reference hardware architectures, which together enable manufacturers to develop vehicle software, deploy updates over time, and operate fleets at scale.

The result is a unified software platform that allows vehicles and machines to continuously improve through software updates and data-driven development.

Self-Driving System (SDS)

Validated autonomy AI stacks consist of algorithm modules, a data engine, reference hardware, and reference software.

Applied Intuition Self-Driving System is an autonomy software system that enables vehicles and machines to operate safely and efficiently in real-world environments. These systems include driver assistance, automated driving, off-road autonomy, and mission autonomy across commercial and defense applications. SDS is built on years of work developing and validating autonomy software, reference hardware architectures, and development tooling for intelligent machines. It is deployed in real-world operations today, including commercial trucking routes, industrial sites, and defense environments.

Contact Information:

For media inquiries, please email us at press@applied.co