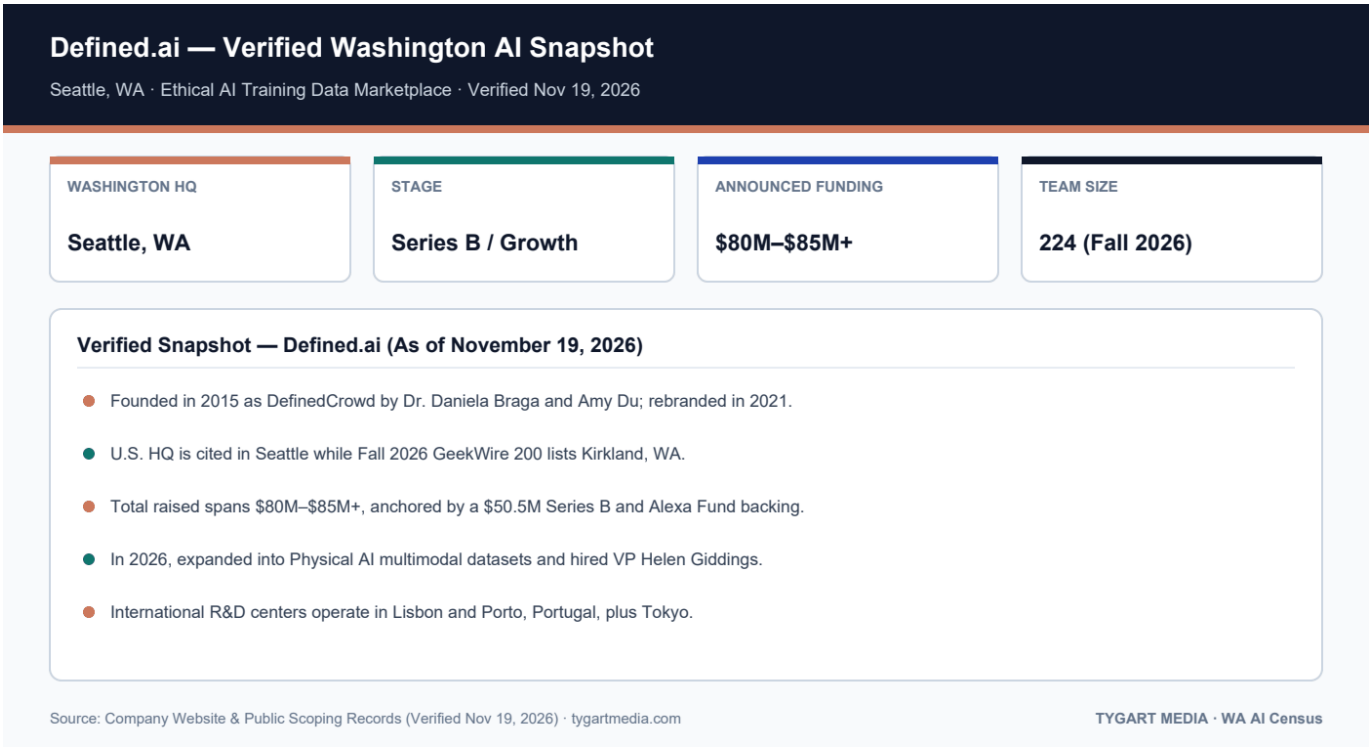
Defined.ai: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/defined-ai-seattle-wa-ai-profile/

Verified Record Summary: As of November 19, 2026, Defined.ai operates actively as an enterprise AI training data marketplace and custom annotation provider anchored in King County, Washington (cited as Seattle in corporate releases and Kirkland on the Fall 2026 GeekWire 200), alongside major R&D hubs in Portugal and Tokyo. Backed by $80M–$85M+ in total reported funding and listed at 224 employees in Fall 2026, the company expanded its partner marketplace and launched a Physical AI multimodal data offering in early 2026.



Field	Verified Record (As of Nov 19, 2026)
Company	Defined.ai
Official Website	defined.ai
Washington HQ	Seattle, WA (corporate releases & reporting; Fall 2026 GeekWire 200 lists Kirkland, WA)
Other WA Footprint	King County presence spanning Seattle and Kirkland listings; major international R&D offices in Lisbon and Porto, Portugal, plus Tokyo
Founded	2015 (as DefinedCrowd; rebranded to Defined.ai in late 2021)
Founders / Leadership	Dr. Daniela Braga (Founder & CEO); Amy Du (Co-Founder); Helen Giddings (VP of Delivery, appointed early 2026)
Stage	Series B / Growth
Announced Funding	$80M–$85M+ (including $50.5M Series B plus seed, Series A, and later venture/debt rounds)
Team Size	224 (GeekWire 200, Fall 2026)
Primary Ecosystem Ties	Seattle / Kirkland King County HQ; Fall 2026 GeekWire 200; backed by Seattle-based Amazon Alexa Fund; Founder served on U.S. NAIRR Task Force

What Defined.ai Builds

Defined.ai operates an ethical AI training data marketplace alongside custom data collection, curation, and annotation services described on defined.ai and Defined.ai About Us. Originally founded as DefinedCrowd in late 2015 before rebranding to Defined.ai in late 2021, the company supplies speech, computer vision, natural language processing (NLP), and multimodal datasets to enterprise AI engineering teams.

The platform positions copyright compliance, provenance, and ethical sourcing as core differentiators for organizations training production models under growing intellectual-property scrutiny. Buyers can license off-the-shelf datasets through its marketplace or commission bespoke human-in-the-loop collection and labeling workflows.

Washington Footprint and Leadership

Defined.ai's U.S. headquarters sits in King County, Washington, though public directories vary slightly on the municipality: company press releases and GeekWire profiles place headquarters in Seattle, whereas the Fall 2026 GeekWire 200 lists Kirkland, WA. Outside Washington, the company operates substantial international R&D centers in Lisbon and Porto, Portugal, along with a presence in Tokyo.

The company was founded in late 2015 by CEO Dr. Daniela Braga—an AI, linguistics, and speech technology leader who also served on the U.S. National AI Research Resource (NAIRR) Task Force—alongside co-founder Amy Du. Dr. Braga has been profiled extensively in regional coverage for building a transatlantic AI data business anchored in Seattle and Portugal.

Products, Users, and Public Traction

Defined.ai serves enterprise AI engineering teams, speech and NLP groups, robotics developers, automotive OEMs, financial services firms, and large technology platforms. Named customers and enterprise partners cited across company and press records include BMW, Mastercard, Accenture, Nuance, and Voicebox, alongside a strategic partnership with Crowdworks announced via Newswire.

In January 2026 company announcements, Defined.ai claimed 65% year-over-year revenue growth for FY 2025, a 143% Net Revenue Retention (NRR) rate, and a 1,200% increase in partner data listings on its AI data marketplace. Those figures are company-reported claims rather than audited public filings.

Funding, Stage, and Place in Washington's AI Landscape

Defined.ai is at the Series B / Growth stage with $80M–$85M+ in total reported funding across PitchBook, Dealroom, and company announcements. Its landmark equity milestone was a $50.5 million Series B round announced under its former DefinedCrowd name, supplemented by seed, Series A, and subsequent venture and debt financings.

The investor roster reflects both Pacific Northwest platform ties and international venture backing: Evolution Equity Partners, Seattle-headquartered Amazon Alexa Fund, Sony Innovation Fund, Mastercard, Balderton Capital, Iberis Capital, Portugal Ventures, and Semapa Next.

Verified Primary Sources & Official References

- Defined.ai Official Website: https://defined.ai/
- Defined.ai About Us: https://defined.ai/about-us
- Defined.ai: $50.5M Series B Press Release: https://defined.ai/press-room/definedcrowd-raises-us50-5m-in-record-breaking-series-b-round
- Newswire: Defined.ai Strategic Partnership with Crowdworks: https://www.newswire.com/news/defined-ai-announces-strategic-partnership-with-crowdworks-22581825
- GeekWire: DefinedCrowd CEO Daniela Braga on AI Training Data (2021): https://www.geekwire.com/2021/definedcrowd-ceo-daniela-braga-future-ai-training-data-women-tech/
- GeekWire 200: https://www.geekwire.com/geekwire-200/

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/defined-ai-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/defined-ai-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.