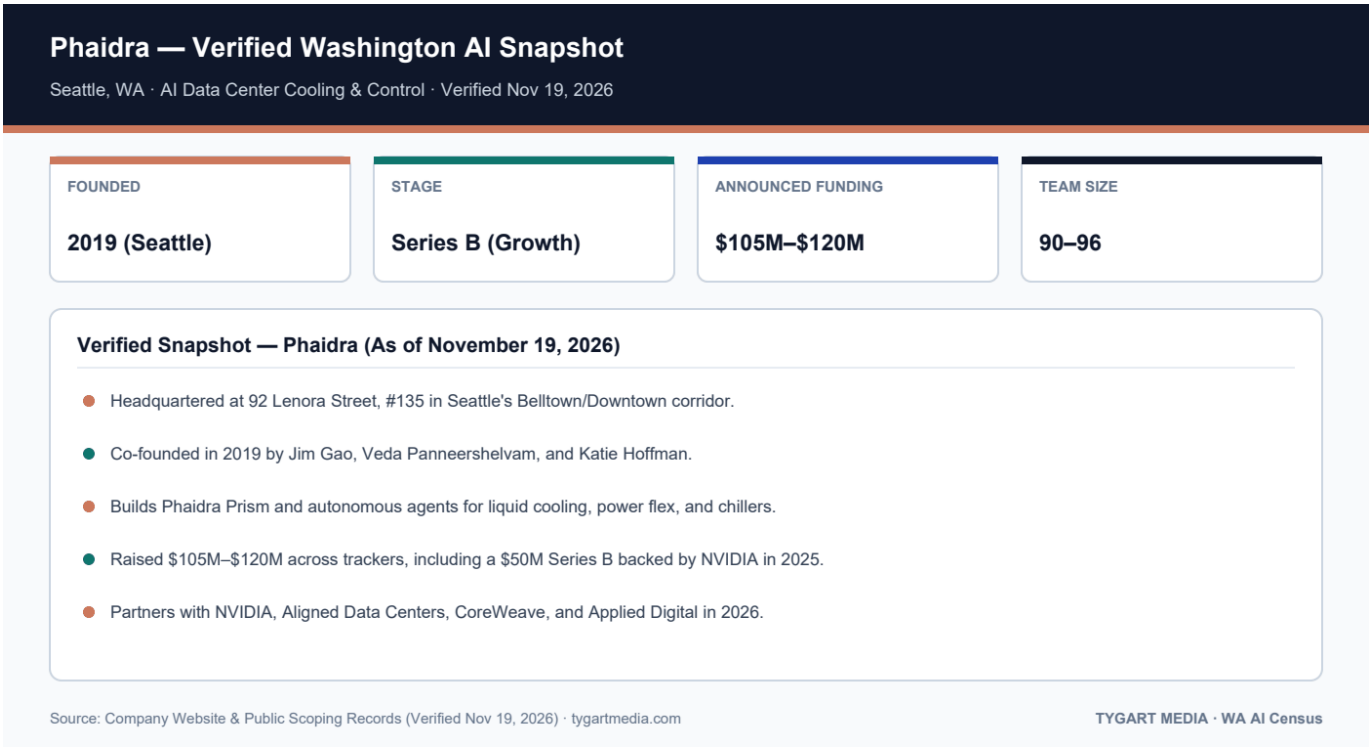
Phaidra: Seattle AI Profile — Product, Footprint & Verified Record

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

Verified Record Summary: As of November 19, 2026, Phaidra operates independently from Seattle with an active commercial platform at phaidra.ai and 90–96 employees across late-2025 reporting and the Fall 2026 GeekWire 200. Founded in 2019 by former Google, DeepMind, and Trane veterans, the company builds operational intelligence software and reinforcement-learning control agents for AI factories and hyperscale data centers. Public reporting and venture databases put cumulative funding at $105M–$120M, led most recently by a $50M Series B in October 2025 with NVIDIA participating.



Field	Verified Record (As of Nov 19, 2026)
Company	Phaidra
Official Website	https://www.phaidra.ai/
Washington HQ	Seattle, WA (92 Lenora Street, #135, Seattle, WA 98121)
Other WA Footprint	Belltown/Downtown Seattle headquarters; backed by Seattle-based venture firm Flying Fish Partners.
Founded	2019
Founders / Leadership	Jim Gao (Co-Founder & CEO), Vedavyas "Veda" Panneershelvam (Co-Founder & CTO), Katherine "Katie" Hoffman (Co-Founder & COO)
Stage	Series B (Growth)
Announced Funding	$105M–$120M (~$120M cited by GeekWire after Oct 2025 $50M Series B; ~$105M–$108.5M summed across third-party trackers)
Team Size	90–96 (96 on Fall 2026 GeekWire 200; 90 in late-2025 GeekWire Series B reporting)
Primary Ecosystem Ties	Seattle Belltown HQ, Flying Fish Partners, GeekWire 200 (Fall 2026)

What Phaidra Builds

Phaidra builds AI observability software and autonomous reinforcement-learning control agents for AI factories, hyperscale data centers, and industrial cooling infrastructure. According to the Phaidra official website, its platform pairs Phaidra Prism—an operational intelligence layer that unifies IT compute telemetry with OT facility systems—with specialized autonomous agents.

Those agents include the Liquid Cooling Agent, Flex Agent, and Chiller Staging Agent, designed to manage thermal stability, grid power flexibility, and cooling energy consumption under rapidly shifting GPU workloads. As GeekWire reported in 2026, Phaidra focuses on preventing overheating and stabilizing high-density AI facilities proactively rather than reacting after facility alarms trigger.

Washington Footprint and Leadership

Phaidra is headquartered in Seattle's Belltown/Downtown corridor at 92 Lenora Street, #135, Seattle, WA 98121, as listed in its recruitment and privacy disclosures. The company was founded in 2019 by three leaders combining hyperscale machine learning with industrial HVAC controls.

CEO Jim Gao previously led data center engineering initiatives at Google and DeepMind applying machine learning to data center cooling and energy systems; CTO Vedavyas "Veda" Panneershelvam is a former DeepMind research engineer who worked on AlphaGo and reinforcement learning control; and COO Katherine "Katie" Hoffman brings industrial controls and HVAC operations experience from Trane and Raytheon. Headcount sits tightly between 90 employees cited in late-2025 GeekWire Series B coverage and 96 employees listed on the Fall 2026 GeekWire 200.

Products, Users, and Public Traction

Phaidra serves hyperscale and colocation data center operators, AI factory builders, facility managers, and infrastructure executives running high-density GPU environments. In 2026, GeekWire detailed collaborations involving NVIDIA, CoreWeave, and Applied Digital—including CoreWeave deployments at Applied Digital's 100-megawatt Polaris Forge 1 facility in Ellendale, North Dakota.

On September 29, 2026, Phaidra announced a partnership with Aligned Data Centers to deploy Phaidra Prism on the NVIDIA DSX AI Factory Platform, with Aligned CTO Michael Welch quoted on Phaidra's homepage. Additional partners and customers across public disclosures include InfraPartners, ST Telemedia Global Data Centres (STT GDC), Khazna Data Centers, and Salute Mission Critical. On its website, Phaidra claims production results of roughly 80% lower thermal overshoot, 30% lower cooling costs, 25% higher energy efficiency, and under 30 seconds to insight.

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

Public reporting and venture databases place Phaidra's cumulative financing between $105M and $120M. GeekWire cited roughly $120M in total funding following its $50M Series B in October 2025 led by Collaborative Fund with NVIDIA, Index Ventures, Helena, and Sony Innovation Fund, while third-party trackers sum roughly $105M–$108.5M across disclosed rounds including an early $4M round backed by Mark Cuban, a $25M Series A in 2022 backed by DeepMind co-founder Mustafa Suleyman, and a $12M equity raise in 2024 led by Index Ventures.

Other institutional investors include Seattle-based Flying Fish Partners, Starshot Capital, Ahren Innovation Capital, Section 32, and Character. Within Washington's AI sector, Phaidra sits at the intersection of reinforcement learning and physical compute infrastructure—an area highlighted in 2025 GeekWire coverage of data center cooling energy and its Fall 2026 GeekWire 200 ranking.

Verified Primary Sources & Official References

• Phaidra Official Website: https://www.phaidra.ai/

• Phaidra & Aligned Data Centers Partnership (Sep 2026): https://www.phaidra.ai/blog/phaidra-and-aligned-data-centers-partner-to-empower-operations-teams-and-strengthen-data-center-reliability-with-ai

• GeekWire: Backed by Nvidia, Phaidra targets data center overheating (2026): https://www.geekwire.com/2026/backed-by-nvidia-seattles-phaidra-targets-data-center-overheating-with-proactive-ai/

• GeekWire: Phaidra raises $50M Series B (2025): https://www.geekwire.com/2025/phaidra-raises-50m-to-help-ai-data-centers-run-smarter-not-just-harder-by-boosting-energy-efficiency/

• GeekWire: Phaidra raises $12M (2024): https://www.geekwire.com/2024/phaidra-raises-12m-for-ai-software-that-helps-data-centers-boost-energy-efficiency/

• GeekWire 200: https://www.geekwire.com/geekwire-200/

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