
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16
OF THE SECURITIES EXCHANGE ACT OF 1934**

**For the month of July 2025
Commission File Number 001-42254**

Rezolve AI plc
(Translation of registrant's name into English)

**21 Sackville Street,
London, W1S 3DN
United Kingdom**
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F Form 40-F



Investor presentation

July 2025



Disclaimer

Forward-Looking Statements

This Presentation includes "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. The actual results of Rezolve AI Limited ("Rezolve") may differ from their expectations, estimates and projections and consequently, you should not rely on these forward-looking statements as predictions of future events. Words such as "expect", "estimate", "project", "budget", "forecast", "anticipate", "intend", "plan", "may", "will", "could", "should", "believes", "predicts", "potential", "continue", and similar expressions are intended to identify such forward-looking statements. These forward-looking statements include, without limitation, Rezolve's expectations with respect to sales from its co-selling arrangements and descriptions of future performance. These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from the expected results. Forward-looking statements in this Presentation include Rezolve's expectations. You should carefully consider the risks and uncertainties described in the "Risk Factors" section of Rezolve's amended registration statement on Form F-4 [File No. 333-272751] filed with the U.S. Securities and Exchange Commission ("SEC") on July 5, 2024, and declared effective by the SEC on July 9, 2024 (the "Registration Statement") and its subsequent filings made with the SEC. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. Most of these factors are outside Rezolve's control and are difficult to predict. Factors that may cause such differences include, but are not limited to: (1) competition, the ability of Rezolve to grow and manage growth profitably, and retain its management and key employees; (2) changes in applicable laws or regulations; and (3) weakness in the economy, market trends, uncertainty and other conditions in the markets in which Rezolve operates, and other factors beyond its control, such as inflation or rising interest rates. Rezolve cautions that the foregoing list of factors is not exclusive and not to place undue reliance upon any forward-looking statements, including projections, which speak only as of the date made. None of Rezolve nor any other person is responsible for updating or revising any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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All data and information contained in this Presentation is presented as of June 30, 2025 unless otherwise indicated herein.



Rezolve Ai is **advancing digital retail engagement** with its **proprietary tech** by providing customers with their own **Gen AI powered sales engine** that significantly improves their search, advice and revenue generation



Ai Powered Conversational
Commerce



Ai Powered Engagement
Platform



Resolve Ai: At A Glance

- ▶ **Transforming commerce** through Conversational AI
- ▶ **Proprietary LLM** built specifically for commerce
- ▶ **Massive global TAM** across commerce and retail
- ▶ **Multiple growth levers**
- ▶ **Powerful economic model**

> An Attractive and Diversified Business Model...

SaaS subscription-based model delivers scalability at high incremental margins

Professional Services platform supports customer AI adoption & integration in a market expected to eclipse \$500 Bn by 2030¹

> ...With Strong Business Momentum

\$70M

Scaling quickly to \$70M ARR²

50+

Enterprise Customers

\$9.8M

Annual contract with Liverpool Mexico

16M+

Monthly Active Users (MAUs)

40M+

Consumer Device Installs

> ...And an Expanding Roster of Enterprise Customers

Crate&Barrel

DUNKIN'

NEW ERA

coles

Liverpool

beatgrid

LOKE

RS

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advanced retail technologies

¹ Source: IDC's Worldwide AI and Generative AI Spending Guide, 2024 V2

² Source: "Resolve AI Locks In \$70 Million ARR Months Ahead of Plan" release dated June 12, 2025

Rezolve Ai is designed to provide the next level of performance in digital shopping with Gen AI powered search, advisory and checkout...

Value proposition

Rezolve Ai is **advancing digital retail engagement** with its **proprietary tech** by providing customers with their own **Gen AI powered sales engine** that significantly improves search, advice and revenue generation

1. Payment Service Providers

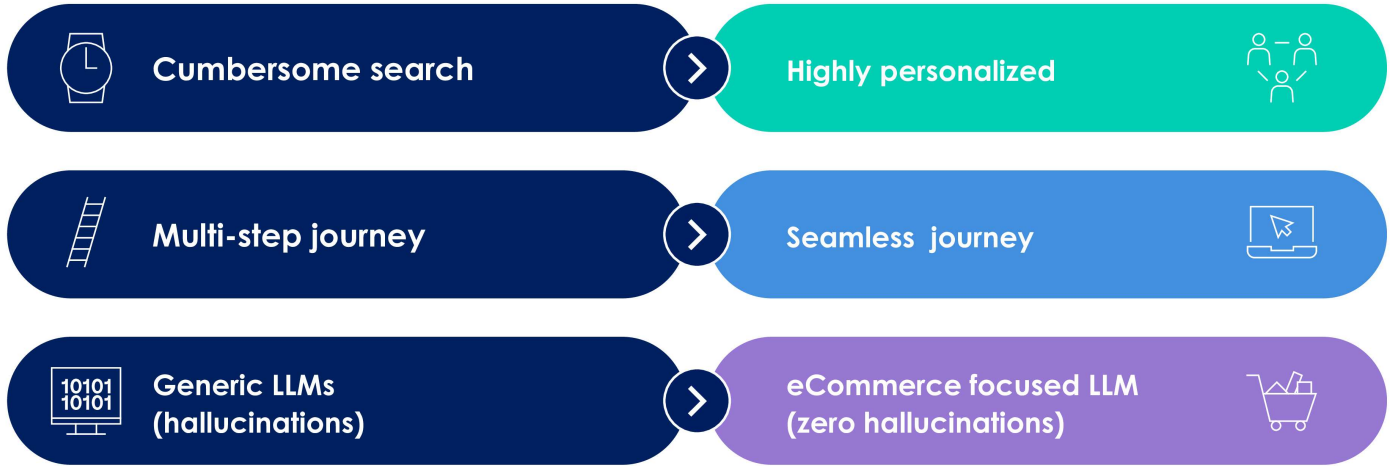
This is how Rezolve Ai is making it a reality

- Offer a **cloud-based highly scalable SaaS model with a B2B2C go-to-Market approach** targeting large eCommerce platforms & merchants and PSPs¹
- **Partnering with Microsoft and Google** to provide enormous, no cost sales leverage
- Generate revenue from business customers with a **monthly fixed SaaS fee** structured around 3 tiers based on their respective search volume
- USP is a **custom-built Gen AI toolkit** trained on eCommerce data

...through a suite of Gen AI-enabled solutions powered by Rezolve Ai's foundational LLM brainpowa

From...

To...



Our investment highlights: Rezolve Ai is uniquely positioned to create value by using Gen AI to transform Search and eCommerce



1	Unique selling proposition	150+	Client discussions in the sales pipeline; multiple initial client acquisitions; strategic acquisitions, including GroupBy; and marketing and distribution partnerships with global hyperscalers Microsoft and Google
2	Robust competitive position	300 Bn	Token data sets made from proprietary data to train Rezolve Ai's foundational model, proprietary patented AI-technology
3	Clear monetization strategy	3	Tiers of pricing differentiated by search volume, merchant-friendly crypto payment solution with Tether
4	Large & growing market	\$480-\$540 Bn	Total addressable market
5	Deep experience and capabilities	>205,000	Previously onboarded merchants globally. Highly experienced management and board
6	Attractive financial model, robust capital structure and coverage	>\$100 Mn	Expected ARR by year-end 2025; successful equity conversion of \$59mm of debt, successful \$15mm equity raise in December 2024, and \$30mm bank debt raise in January 2025; coverage by five US market analysts with buy-rating

Source: Rezolve Ai's SEC filings, Rezolve Ai financial model



1

**Unique selling
proposition**

Rezolve Ai aims to be the leader in eCommerce through faster time to market, seamless UX, lower TCO and personalization



Faster time to market

One-click API integration



Seamless user experience (UX)

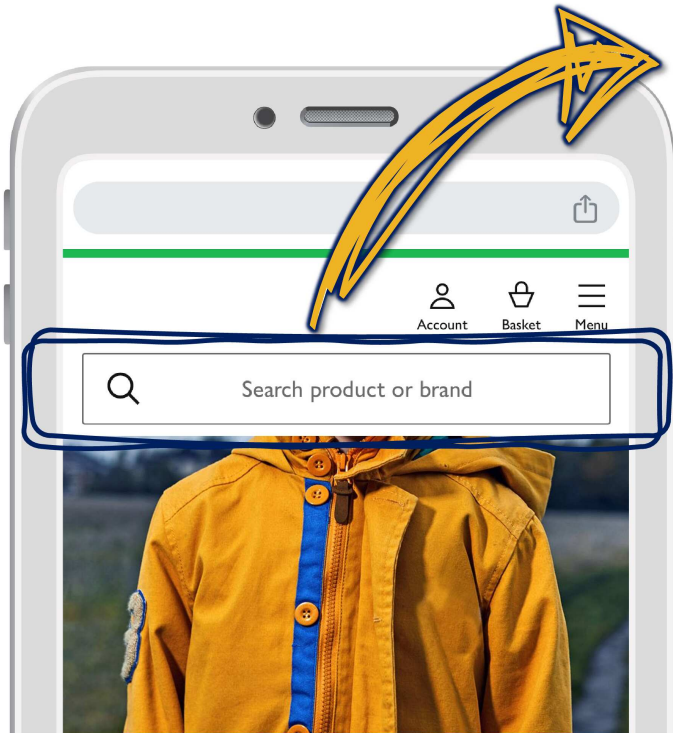
Addressing key eCommerce pain points



Lower total cost of ownership (TCO)

Foundation LLM and productized solution suite

Personalization enabled by gen AI



User experience of eCommerce has not changed significantly since the early 2010s

- 1990** Basic functionality with inaccurate results
- 2000s** Keyword-based search including filters and faceted search
- 2010s** Personalization and recommendation engines
- Now** Next level of digital shopping experience through AI-powered search and advice

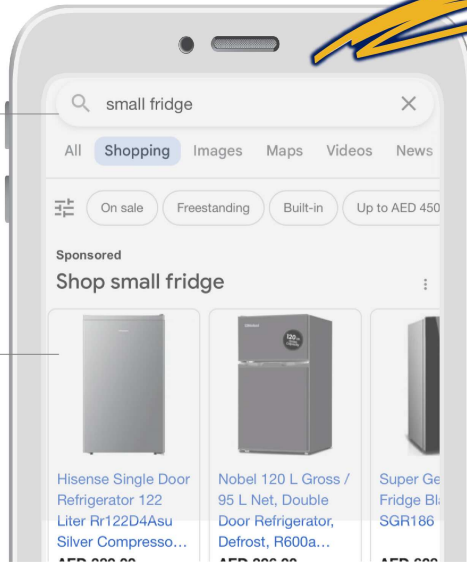
Past – Recommendation engine fails to filter the catalog on best possible options

Now – Next level of digital shopping via **Gen AI-powered** search and sales assistance

Rezolve Ai transforms digital interaction

No contextual product search

Long list without smart recommendation



BRAIN

New Question

English

I am looking for a fridge that has energy efficiency A, fits into a small kitchen and has a freezer. What do you recommend?



Thanks for reaching out to us regarding your search for a fridge. Based on your input we identified the following products

Option 1



BUY NOW

Option 2



BUY NOW

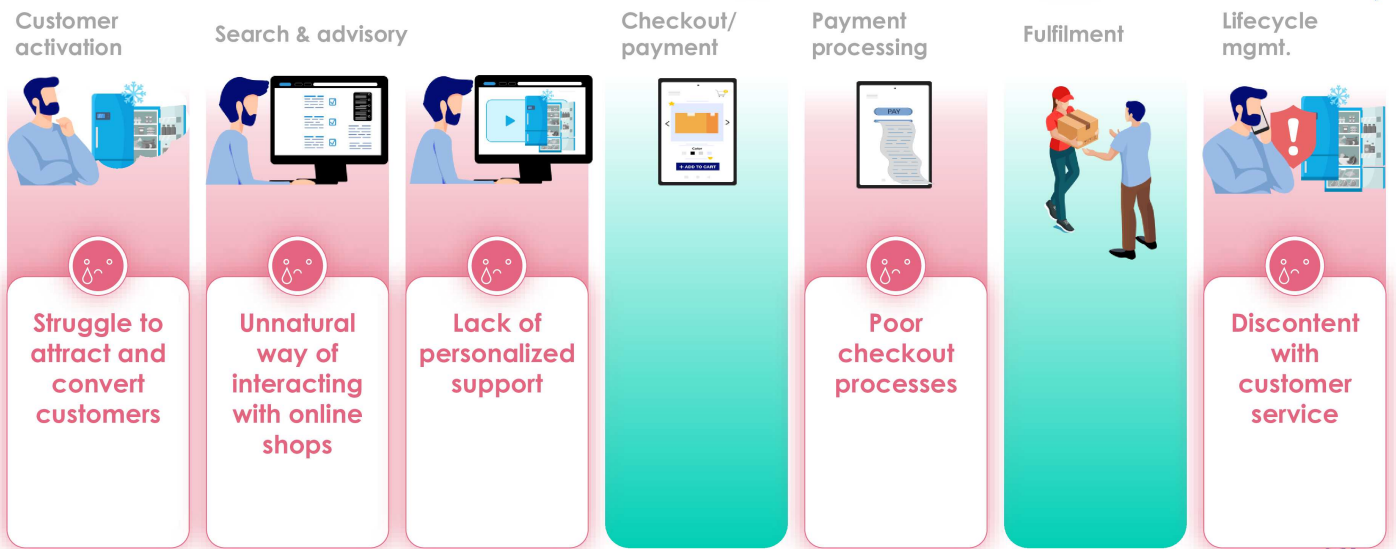
Understands even complex customer needs

Provision of smart options and assistance

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eCommerce customer journey includes several negative experiences for shoppers that result in 70%+ cart abandonment and lower revenue for stores

Positive customer experience Negative customer experience





Rezolve Ai's holistic product suite solves end-customer pain points across the customer journey



Positive customer experience



Negative customer experience

Customer activation



Omni-channel engagement platform
(GeoZones, SMS, Audio, Social, Print)



Search & advisory



AI-enabled conversational product search
(voice or type)



AI-powered expert sales assistant



Checkout/ payment



Seamless one-tap checkout simplifying the multi-step process and integrating various PSPs and systems through APIs



Payment processing



Fulfilment



Lifecycle mgmt.



Conversational AI-assistant with enhanced customer service

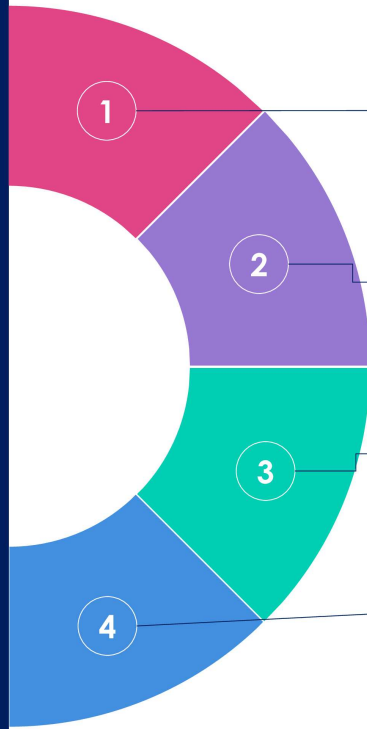




2

**Robust
competitive
position**

Resolve Ai's proprietary commerce-centric LLM *brainpowa* provides outstanding sales advisory and outcomes



Commerce-centric 

Commerce-centric LLM specially trained on proprietary data using a distinctive method for cataloging eCommerce data

Powerful search and merchandising 

Enhances accuracy of search outcomes from current lexical and semantic search technologies like Elasticsearch, OpenSearch, or Solr

Ready to deploy and flexible deployment options 

Offers on-premises or SaaS cloud deployment with a microservices architecture for rapid, scalable deployment

Multilingual and versatile 

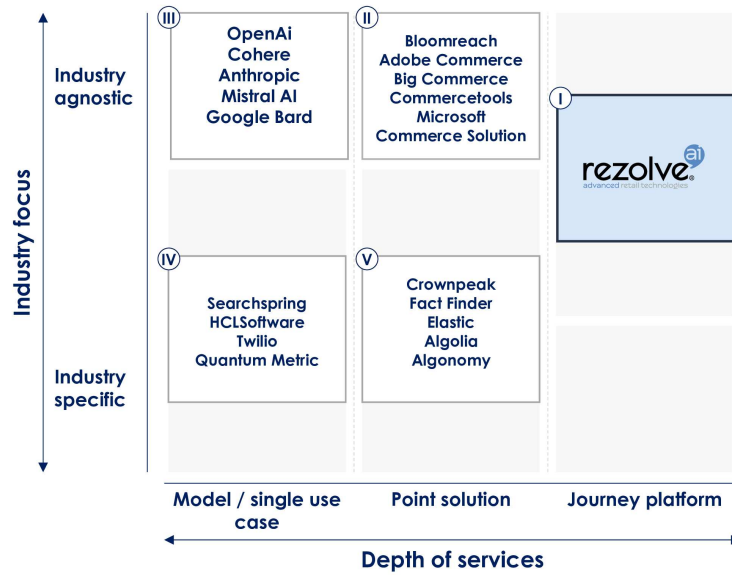
Available in 96 languages; creates robust chatbots and knowledge assistants for precise, data-driven enterprise specific conversations

Resolve Ai is pioneering Gen AI-enabled eCommerce

ILLUSTRATIVE

Deep-dive next

Competitive landscape



Player archetypes

- Gen AI enabled eCommerce platform**

Offers full suite of eCommerce and retail Gen AI-enabled products to enable merchants across the customer journey
- All-in-one eCommerce platform**

Emerging: offer end-to-end online business solution (eCommerce), often start out as single use case
- LLM providers**

Offer access to large language models (LLMs) that were trained on generic and broad datasets
- Single use case**

Solve a single use-case (e.g., customer queries handling)
- Search engines**

Offer search engine services, which enables users to perform internet searches to find specific information, websites, or resources

Rezolve Ai is positioned in the eCommerce vertical compared to large LLM providers

Leading capability: High ● ● ● ● Low

	rezolve ^{ai}	OpenAi	Google Bard	IBM Watson	Salesforce Einstein	Cohere
Retail and eCommerce focus	●	●	●	●	●	●
Proprietary AI technology	●	●	●	●	●	●
Hallucination prevention technology	●	●	●	●	●	●
Mass data processing capabilities	●	●	●	●	●	●
Full enterprise on-premise optionality	●	●	●	●	●	●
Affordable / SaaS pricing structure	●	●	●	●	●	●

Source: Management estimates, Rezolve Ai's SEC filings

Rezolve's eCommerce LLM



Trained to ingest, understand and generate eCommerce-related content for the merchant, brainpowa uses its own embedding models to understand the meaning of product and text data at massive scale, unlocking powerful meta data + semantic search, and classification



Enhancing Content

Product enrichment processes using the models generative capability combined with Computer Vision models to enhance product dataset



Improving Categorization

Classification and Clustering engine of the model support expansive taxonomy generation into knowledge graphs with subclass inference capabilities



Understanding intent

The language model is able to understand the customer's intent and provide correct responses



3

**Clear
monetization
strategy**

Rezolve Ai's Go-to-Market strategy is based on four distinctive pillars



Differentiated value proposition

Highest **emphasis on advancing eCommerce** via AI-enabled search, sales assistant and seamless checkout



Attractive sales geographies

Initial focus on North America¹ (\$182 Bn) and Europe (\$152 Bn) to capture the largest and fastest growing markets



Clear target customers

Focus on **global hyperscaling partnerships** with **Microsoft** and **Google**, **top merchants and players** within **eCommerce, PSPs** and **retail conglomerates**



Strong sales capabilities

Industry leading **sales capability** with **rich experience in eCommerce** and relationships with global distributors and merchants

¹ Incl. Mexico
Source: Rezolve Ai's SEC filings; Rezolve Ai's business plan

Microsoft and Rezolve Ai Partner to Drive Global Retail Innovation with AI-Powered Commerce Solutions

Fulsome Endorsement



Nick Parker, President of Industry and Partnerships at Microsoft:

*“Rezolve’s **unique** technology specifically designed for commerce and retail, is transforming how businesses approach customer engagement and digital transactions.”*

Source: <https://www.rezolve.com/investors/>

Broad Partnership Scope



Levelling Up Digital and Commerce Engagement:

By integrating the Brain Suite with Microsoft Azure, Rezolve Ai offers retailers scalable and secure AI capabilities, backed by Azure’s enterprise-grade infrastructure, that are designed to reduce cart abandonment.



Global Distribution via Platform’s Application Marketplace:

Brain Suite will be listed on the Microsoft Azure Marketplace, providing seamless access for retailers globally to leverage AI-driven solutions for commerce.



\$130m+ Go-to-Market and Co-Sell Support:

Microsoft is committed to provide marketing and sales initiatives with an expected value up to \$130+ million over the next five years:

- **Marketing:** Joint marketing campaigns, PR, and field enablement.
- **Co-Sell Support:** Access to Microsoft’s 35,000 incentivized sellers and marketplace rewards to accelerate customer acquisition, connecting Rezolve AI with top retail customers across three major continents each quarter
- **ISV Success Benefits:** Access to Microsoft AI Cloud Partner Program benefits, unlocking incentives, co-sell readiness and technical support

Google and Rezolve Ai Join Forces to Transform Global Commerce Experiences Through Unique Generative AI and Cloud Infrastructure Solutions



Tara Brady, President of EMEA at Google Cloud:

"Rezolve Ai's focus in intelligent automation and conversational AI... compliments Google Cloud's goal of making information accessible and useful. This collaboration provides customers with intelligent, efficient tools for improved productivity and enhanced experiences across retail and other sectors."

Source: <https://www.rezolve.com/investors/>

Key Aspects of the Partnership



Global Reselling through Google's Sales Channels:

Google plans to distribute Rezolve Ai's Brain Suite worldwide, empowering retailers with advanced AI solutions that improve customer engagement, optimize operations, and drive business growth.



Revenue Contribution & Customer Incentives:

Google and Rezolve Ai expect that its channels will contribute over 50% of Rezolve Ai's projected revenues in the coming years. Customers with Google Cloud commitments will be incentivized to adopt Rezolve Ai's Brain Suite, reducing their commitments while gaining access to next-gen eCommerce capabilities.



Co-Marketing and Innovation:

Google and Rezolve Ai expect to co-invest in a series of global marketing initiatives to drive brand awareness and demand for Brain Suite products, with collaborative innovation projects aimed at continuously enhancing Rezolve Ai Suite's capabilities.



Integration with Google Cloud Infrastructure:

By hosting Rezolve Ai's Brain Suite on Google Cloud, this partnership aims to ensure reliable, scalable, and secure deployment, giving retailers on Google Cloud access to AI-driven tools that create personalized, efficient customer journeys.

Tether and Rezolve Ai Share Vision to Make Crypto Mainstream, Eliminate Merchant Fees, and Redefine USD 600bn-Retail Payments Market

Building together



Paolo Ardoino, CEO of Tether

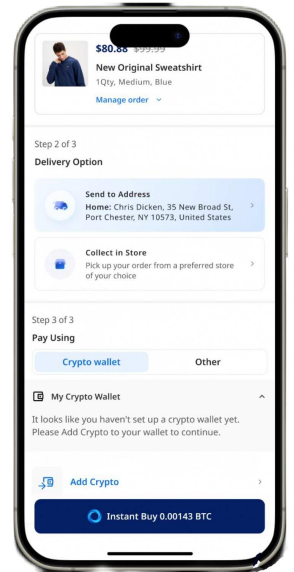
"Cryptocurrency is no longer the future - it's here, and our strategic alliance with Rezolve Ai makes it practical and accessible for everyone.... Together, we're building a system that empowers consumers and retailers alike. "

Source: <https://www.rezolve.com/investors/>

Delivering Game-changing Technology

- Merchant Fee-Free Transactions:**
Intended to create a disruptive incentive for retailers to adopt the system and encourage customer usage.
- Real-Time Crypto-to-Fiat Conversion:**
plan to work with exchanges to conduct instant crypto-to-fiat conversions, with funds credited to merchants in fiat at regular intervals.
- Global Scalability:**
A blockchain-based, AI-driven platform that integrates easily into retailers' existing apps and websites.
- Consumer-Friendly Wallets:**
Tether's non-custodial wallet WDK is planned to be integrated directly into Rezolve Ai's apps and partner merchants' platforms, enabling users to load any cryptocurrency and use it for purchases

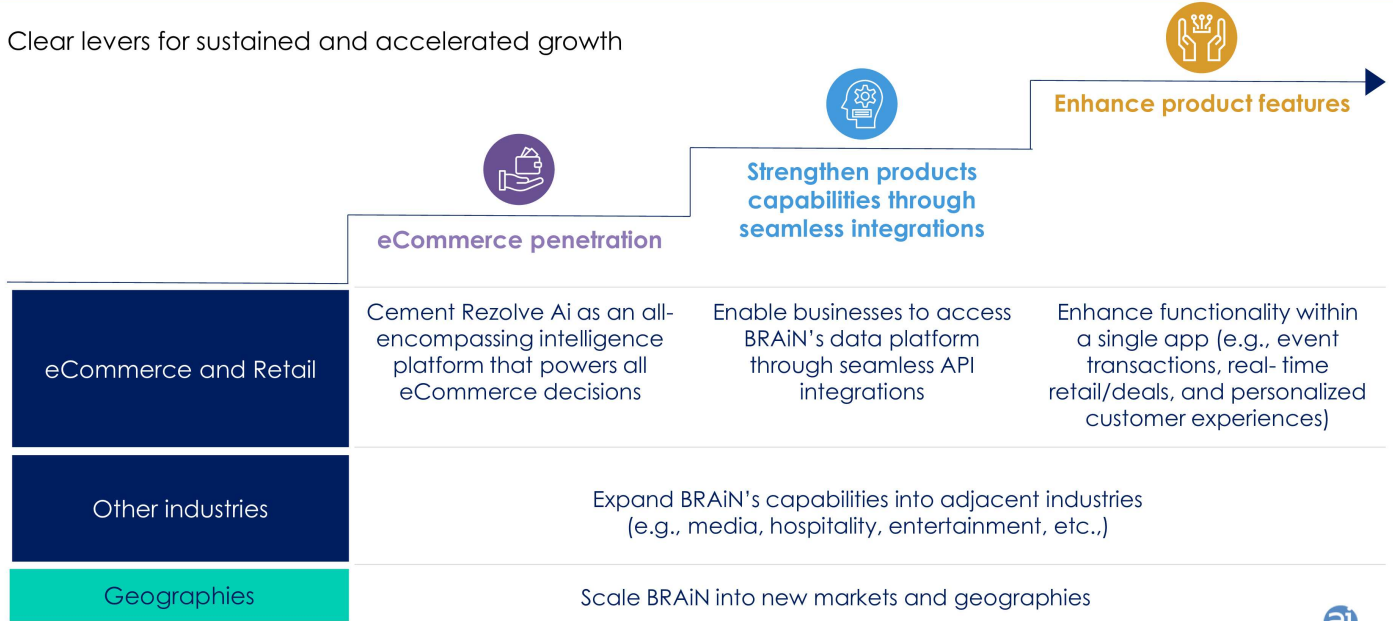
With a 400 million growing user base already utilizing Tether's USD \mathbb{F} , the most widely adopted stablecoin



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Rezolve AI's long-term go-to-market strategy aims to expand its product offerings and scale into new industries and geographies

Clear levers for sustained and accelerated growth



Source: Rezolve AI's SEC filings; Rezolve AI's business plan

A decorative graphic on a dark blue background. It features a central yellow circle containing the number '4' and the text 'Large & growing market'. To the left and right of the circle are wavy, multi-line patterns in light blue and pink respectively. A thin white horizontal line is located below the graphic.

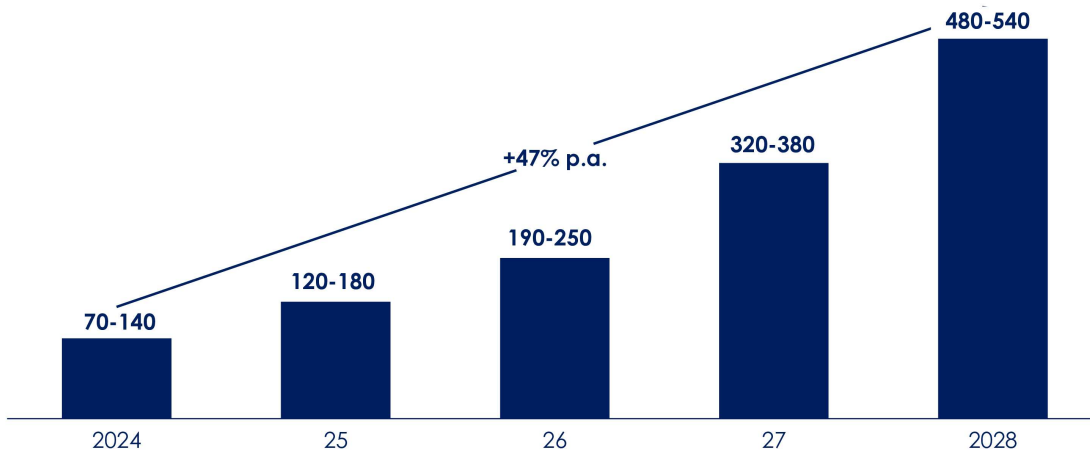
4

**Large &
growing
market**

Global: Total spend on Gen AI solutions in 2028 is expected to be USD ~\$500 Bn+

PRELIMINARY – BASE CASE SCENARIO

Annual forecasted spend on Gen AI solutions, 2024-28, USD Bn¹



As of 2024, spend on Gen AI solutions will amount to **USD 70-140 Bn**

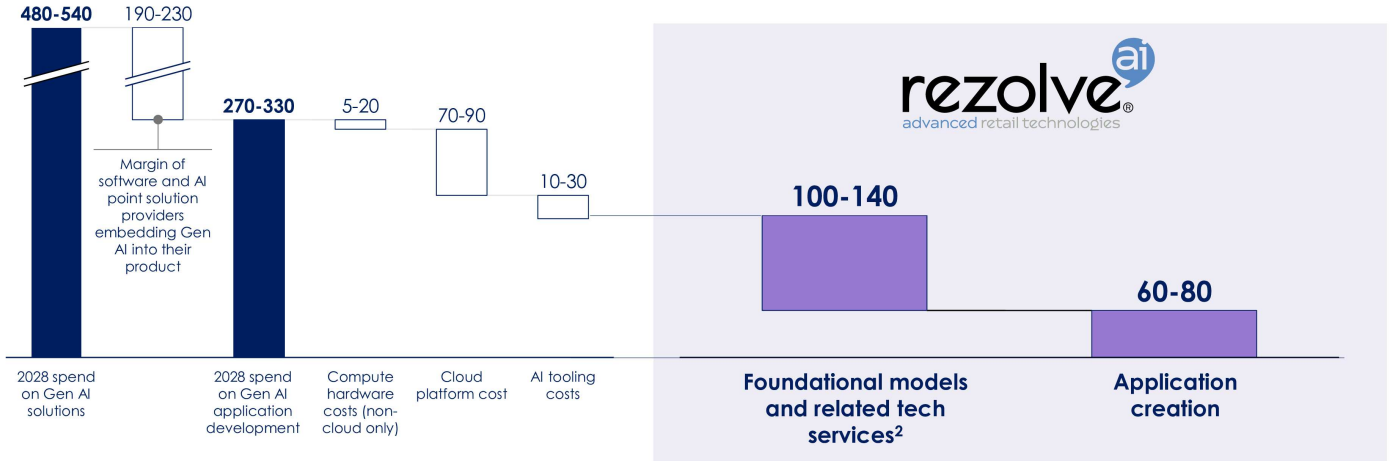
B2B Spend on Gen AI solutions to reach **USD 480-540 Bn** driven by a **~50% CAGR**

1. Methodology includes two complementary lenses i.e., the total economic potential of 60+ use cases and the labor productivity potential across ~2.1K work activities
Source: McKinsey Global Institute, "The economic potential of generative AI" (June 2023)

Global: Foundational models and related tech services will account for USD 160 - 220 Bn of global annual Gen AI spend by 2028

PRELIMINARY – BASE CASE SCENARIO

Gen AI application annual spend breakdown¹, 2028, in Bn USD



1. B2B focus, excludes revenue from private individuals (e.g., ChatGPT premium accounts)

2. Services include data engineering, model orchestration, and foundational models excludes compute. Source: McKinsey Global Institute, "The economic potential of generative AI" (June 2023)

Note: Base case scenario



5

**Deep
experience and
capabilities**



Rezolve Ai has an experienced management team with deep expertise in managing listed companies, retail, product search, eCommerce and AI

Corporate Finance

Technology

Business Development and Sales



Dan Wagner
Chairman & CEO

Founded Rezolve Ai in 2016 and MAID in 1984, which traded as Dialog on the LSE in 1994 and Nasdaq in 1995, where Dan became one of the youngest CEOs of a public company



Richard Burchill
Chief Financial Officer

20+ years of experience as a qualified accountant and corporate finance executive. Previously, Finance Director of Arcadia, Deputy CFO, Group Treasurer, headed 40+ directorships



David Ingram
Chief Product Officer

25+ years in technology product management leadership in e-commerce, social, payments and mobile. Experienced in the delivery of large-scale global SaaS B2B platforms



Dr. Salman Ahmad
Chief Technology Officer

20+ years of experience in mobile, software technology and applications, and web & server technologies. Previously, CTO and co-founder of Kenja Corp



Arthur Yao
Deputy CEO

25+ years of experience on digital technology business development, operations efficiency, and global markets. Previously, Head of Asia Technology Services in Genpact



Roland Gossage
Chief Revenue Officer

20+ years of experience in sales, marketing, services, operations, and development in the enterprise software industry. Previously, CEO of GroupBy and roles at Endeca, Cognos, Hummingbird Technologies and Pure Data



Mark Turner
President, Global Commerce

25+ years of experience focused on strategic partnerships, business development, and M&A. Previously, Chief Commercial Officer in the IPO of Attraqt



Peter Vesco
Chief Commercial Officer and GM EMEA

20+ years of experience in the digital, financial, and IT sectors. Previously CEO of ClickandBuy and SVP at Deutsche Telekom Payments



Our management team is supported by a deeply experienced board, advisory board and backed by renowned investors

Board members Advisory board

Rezolve Ai's investors



Dr. Stephen Perry
Ex CFO, COO and Chief Digital Officer at Visa



Christian Angermayer
Founder of Aperion Investments Group with focus on Life Sciences, FinTech, AI



Hersch Klaff
Founder and CEO of Klaff Reality investment firm focusing on real estate and PE transactions



Sanjay Patel
CEO of Apollo Strategic Growth Capital and Vice Chair of Apollo Capital Solutions



Brooks Newmark
Ex British MP
Ex Sr. Partner at Apollo Management LP



Sir David Wright
Ex British Ambassador to Japan and South Korea
Ex Vice Chairman Barclays Capital
Ex CEO UK Trade and Investment



Justin King CBE
Director of Marks & Spencer
Chairman OVO Energy
Chairman Allwyn Entertainment
Chairman Dexters
Ex CEO of J Sainsbury



Gary Lauder
MD of Lauder Partners a venture capital firm (part of the Estee Lauder Family Office)



Bradley Wickens
CEO Broadreach Investment Fund (Hedge fund)



Tom Kalaris
Founder Saranac Partners
Ex CEO Barclays Wealth & Investment Management



6

**Attractive
financial
model**

Rezolve Ai's economic model provides high operating leverage and a path to profitability

- **Scalable subscription-based SaaS revenue model** underpinned by high incremental margins requiring limited additional infrastructure investment
- **Strong Financial Outlook:** Targeting \$100M ARR by year-end 2025 and Adjusted EBITDA break-even at \$90M ARR
 - ✓ **Current \$70M ARR** driven by meaningful blue-chip customer subscription wins (e.g., Liverpool Mexico) and increasing demand for ongoing support and expertise from Rezolve Ai's Professional Services division
- **Ample liquidity position** to support growth and strategic initiatives
- **Clean balance sheet** with no toxic convertible debt

Source: Rezolve Ai's SEC filings; Rezolve Ai's business plan and press releases

Our investment highlights

Resolve Ai is **advancing digital retail engagement** with its **proprietary tech** by providing customers with their own **Gen AI powered sales engine** that significantly improves search, advice and revenue generation

1

Unique selling proposition

2

Robust competitive position

3

Clear monetization strategy

4

Large & growing market

5

Track record of success

6

Attractive financial model

Source: Resolve Ai's SEC filings, Resolve Ai financial model



