



Azaries AI Case Study

Building the Future of Explainable AI with Human-Centric Intelligence

INDUSTRY: ARTIFICIAL INTELLIGENCE, DATA SCIENCE, DECISION INTELLIGENCE
WEBSITE: WWW.AZARIES.AI

At a glance

Azaries AI is pioneering a new category of enterprise software known as Human Artificial Intelligence (HAI). At the heart of their platform, SPARK, is a powerful capability: the ability to replicate expert human decision-making with full transparency and explainability. Unlike black-box AI models, SPARK produces step-by-step reasoning and logic trails, enabling deployment in regulated, high-risk, and complex domains where trust is paramount.

Since Beaufort Private Equity began supporting Azaries in 2024, over £1.5 million has been raised from our investor community. The company remains open for funding, with early investors already seeing a 322% paper return. Beaufort continues to actively support the Azaries journey—helping communicate its value to aligned HNW and sophisticated investors.

BACKGROUND



Azaries AI was established with a singular mission: to create AI that thinks like humans, and most importantly, explains itself like humans. The company is based at Surrey Research Park and is led by Stephen Cole, a technology veteran with over 40 years' experience, including successful acquisitions and a NASDAQ IPO. Stephen has brought together an exceptional leadership team, including Graeme Gourlay (CTO), with nearly four decades of IT and consultancy experience; Dr. Alireza Tamaddon-Nezhad, a leading machine learning academic at Surrey University; Graeme Scott, former Apple think tank member and innovation strategist; and Simon Jeffries, a seasoned finance director with 38 years in investment and corporate finance.

Azaries' proprietary platform—SPARK—was born from a branch of symbolic AI called Inductive Logic Programming (ILP). Unlike black-box algorithms, which provide predictions without explanations, SPARK constructs logical reasoning trees that mirror human decision-making. This technology was initially developed through academic partnerships and has since evolved into a commercial-grade solution validated by clinical trials and financial sector pilots.

CHALLENGES



Azaries was founded to address several critical challenges in AI deployment:

- **Trust and explainability:** Traditional AI models (like ChatGPT) often provide answers with no audit trail. In many industries, this makes them unusable.
- **Lack of human reasoning:** Enterprises need AI that mimics expert thinking, not just probabilities.
- **AI adoption barriers:** Sectors like government, healthcare, and risk management require fully accountable, auditable AI systems—yet most vendors can't offer this.
- **Scaling a deep-tech company:** Like many early-stage AI ventures, Azaries faced the hurdle of communicating a highly technical product to non-technical audiences (investors, partners, and clients).

SOLUTIONS



Azaries developed SPARK—a patented platform designed to replicate the logic behind expert decisions. It combines traditional AI with symbolic logic and a human-centric interface.

Beaufort helped Azaries by:

- Clarifying the story: We positioned SPARK as a tool that unlocks complex, regulated decision-making—bridging the gap between human cognition and machine speed.
- Connecting capital with credibility: We introduced the business to early-stage investors who understood deep tech and were aligned with Azaries’ long-term mission.
- Structuring investment access: With both direct and nominee routes, we made it simple for first-time and experienced investors to participate in the journey.
- Ongoing support: Beaufort continues to help Azaries present their innovation in plain English, create funding-ready narratives, and connect with strategic capital.

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SHOULD BE** ”

MH, PRIVATE INVESTOR

Since engaging with Beaufort, Azaries has:

- Delivered up to 322% paper return based on the current share price vs original entry
- Gained commercial traction with public and private sector clients
- Patented its core technology in decision intelligence
- Built a top-tier team with over 150 years of combined experience in AI, innovation, and financial leadership
- Featured in top-tier strategic events and panel discussions, expanding brand authority

Conclusion

Azaries is not just building another AI platform—it is redefining how machines and humans interact. By solving the problem of explainability and doing so with academic rigour, commercial ambition, and real-world validation, Azaries is laying the foundation for a new standard in ethical AI. For Beaufort, this is a company that perfectly fits our philosophy: supporting transformative businesses that have the power to shape the future.