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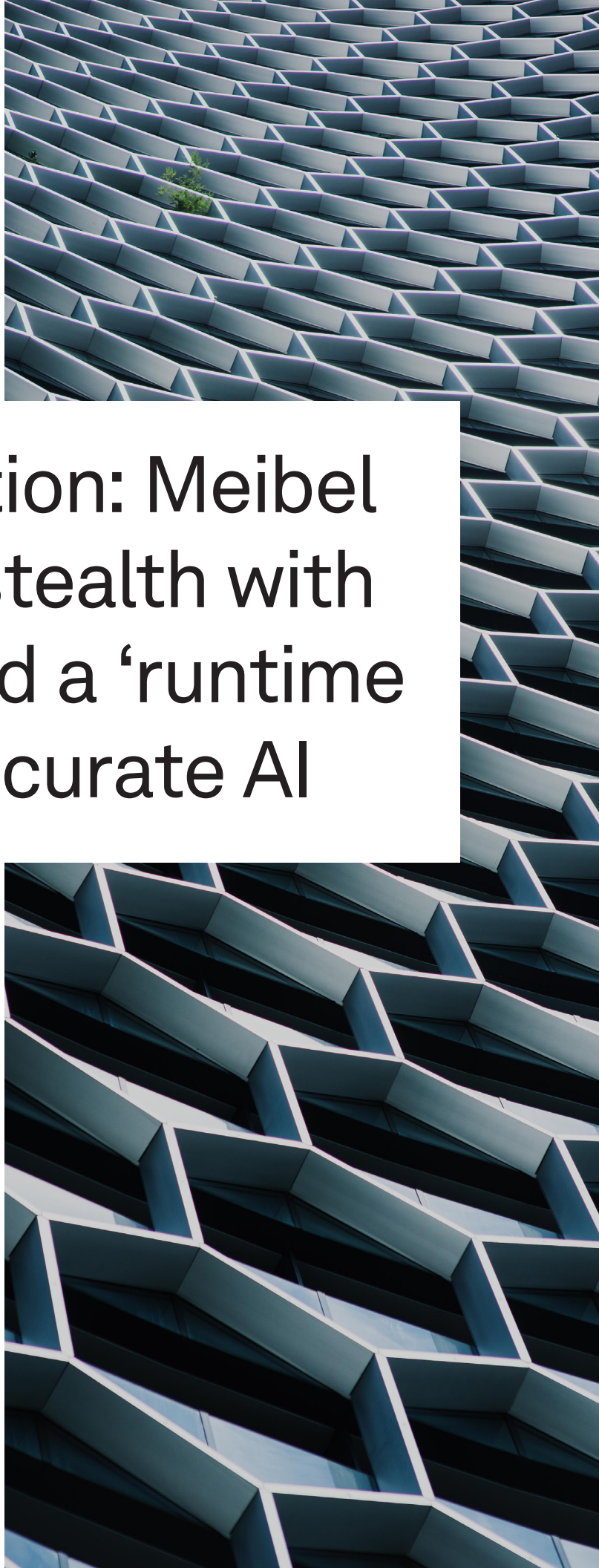
# Coverage Initiation: Meibel emerges from stealth with \$7M funding and a ‘runtime platform’ for accurate AI

June 6, 2025

**by Alex Johnston**

In what it terms a “runtime platform,” Meibel looks to help technical teams develop and manage AI applications, with confidence scoring, decision traceability and output controls. Its mission goes beyond streamlining workflows, aiming to help organizations detect and resolve low-quality outputs.

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## Introduction

Meibel continues its steady march from stealth, fueled by a recent \$7 million funding round to advance its generative AI “runtime platform.” Tailored for technical teams, Meibel simplifies the development and management of AI capabilities. Its mission goes beyond streamlining workflows, aiming to help organizations detect and resolve low-quality outputs. As part of a platform that encompasses AI capability development, data ingestion, evaluation and model routing, it focuses on auditability and evaluation, equipping teams with tools to pinpoint where issues arise, assign confidence scores to each output and take corrective action.

### THE TAKE

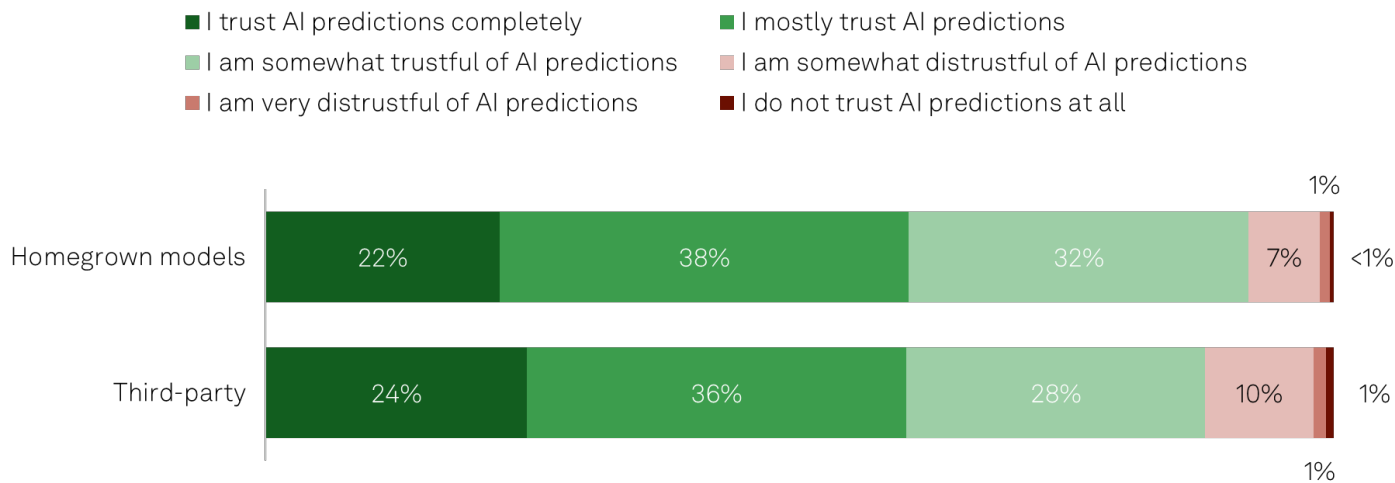
Meibel highlights a core limitation of generative AI: the probabilistic nature of its outputs, which constrains where the technology can be applied with confidence. It also acknowledges the fragmented and often complex ecosystem of tools attempting to address these concerns, with a process-spanning platform that offers functionality that extends beyond confidence scoring into improved data ingest and orchestration. Meibel’s platform stands out in part due to its deep visibility into the applications built within it. This depth, however, appears to require an end-to-end approach — where teams not only build AI capabilities on the platform but also evaluate and continuously optimize them there. A challenge could lie in the platform’s scope: While the startup targets technical teams, broader organizational stakeholders may seek a unified layer that spans departments and agentic frameworks, enabling holistic evaluation, security and performance oversight. Meibel offers a compelling message, a focused strategy and a capabilities that could resonate with many product teams as they shift from experimenting with GenAI to production requirements.

## Context

Meibel addresses several pressing challenges organizations face in adopting AI. A key issue is the widespread lack of in-house AI expertise. Many organizations recognize the need to integrate AI into their products or internal processes but struggle to do so confidently. They often lack clarity on how outputs are generated or whether those outputs are accurate and reliable. For teams uncertain about whether the right data sources are being accessed or whether responses meet the necessary standards for context, tone or precision, deploying a conversational interface to customers becomes a non-starter.

This “confidence gap” is central to Meibel’s value proposition. It reflects the broader impact that the probabilistic nature of generative AI models has had on enterprise trust in AI outputs. As the figure below illustrates, few organizations fully trust AI-generated outputs, with trust scores still below the scores achieved in the 2023 edition of the survey.

Few organizations trust AI outputs completely



Q. How trusting are you of predictions made by your organization's AI applications/algorithms?

Base: All respondents, abbreviated fielding (n=538).

Q. And how trusting are you of predictions made by AI applications/algorithms from organizations other than your own?

Base: All respondents, abbreviated fielding (n=540).

Source: 451 Research's Voice of the Enterprise: AI & Machine Learning, Use Cases 2025.

Company

Meibel emerged from stealth mode in January 2025, after onboarding its first customers in late 2024. In May 2025, the company announced a \$7 million seed round led by Mosaic General Partners, with participation from Array Ventures, Denver Ventures, Service Provider Capital and Cofounders Capital. While Meibel does not disclose its financials, it indicates that it is approaching \$1 million in annual recurring revenue (ARR), with several customers already using its technology in production.

Meibel was founded by CEO Kevin McGrath, formerly chief technology officer at Spot, and CTO Kiran Devarakonda, who also held the role of director of development at Spot before serving as a software development manager at Amazon Web Services. It was during his time at AWS that Devarakonda identified a gap in existing technology that made it difficult for developers to trust the accuracy of generative AI responses. They were joined by CMO Eric-Jan Schmidt and Principal Research Scientist Spencer Torene, along with other seasoned professionals. As of this writing, the team comprises 15 members. While currently operating remotely, Meibel has just established a permanent office in Northern Virginia.

Product

Developers can build generative AI applications and components directly on Meibel's platform. The startup offers a range of experiences to build — including classification, search, extraction, content generation, analysis and conversational AI agents. As well as building these capabilities, connecting to an array of potential large language model (LLM) services and data sources, Meibel also provides the ability to evaluate them and route data to and among them. The company claims that the platform is able to continuously improve its evaluation, routing and prompts based on performance. The platform is available as a SaaS, hybrid or private cloud deployment, connecting via an API or SDK.

The Meibel platform spans the process from data ingest to response evaluation, addressing build, orchestration and assessment. Organizations can leverage a multi-modal data ingestion pipeline designed to intelligently index data across semantic, graph and relational modalities, built with the intent to enhance retrieval accuracy and runtime effectiveness. When a response is generated, Meibel can trace and visualize which data sources — and specific sections within them — contributed to the output, as well as how those sources relate to one another.

The platform also evaluates the performance of the ingestion pipeline. For example, Meibel can assess confidence scores from processes like optical character recognition (OCR), helping teams identify weak points in the data flow. This visibility allows technical teams to pinpoint bottlenecks such as a generated response referencing outdated content or failing to align with source material. These evaluations can then inform automated rules, such as flagging responses for additional approval when certain conditions are met or not met.

## Technology

At the heart of Meibel's vision are its confidence scores, a configurable set of evaluation tools designed to identify areas of uncertainty. The company introduced 13 contributors to these scores, including metrics such as coherence, completeness, relevance and readability. Notable among them are token faithfulness, which measures how closely an output aligns with retrieved content, and observed consistency, which gauges how similar a response is to other plausible alternatives. Meibel's OCR confidence scores and its approach of prompting models to self-reflect on accuracy also stand out. By incorporating real-time, configurable confidence scoring, the business says that customers can dynamically route outputs and manage AI decisions at inference time. On the roadmap are enhanced prescriptive analytics for more precise improvement recommendations and continued advances in data ingestion.

## Customers

The primary audience for Meibel are product and engineering teams that are either integrating generative AI into existing products or building new AI-powered offerings. Its focus is on technical users rather than business-line stakeholders. Named customers include Cloud Eleven, Specbooks, Toffler Associates and the Federal Advanced Solutions Team.

While most current customers are US-based, Meibel also identifies the UK as a key growth market. Its target audience ranges from midsize companies to large enterprises, particularly those incorporating AI into their products that are not considered technology companies. Many of Meibel's midsize prospects lack dedicated data science teams, which means the business plays a role in addressing their skills shortages.

## Competition

Meibel's "runtime risk" and "runtime control" messaging is a further injection into the swirling market categories that are emerging in the generative AI application build, observability and orchestration ecosystem. A diverse spread of companies are targeting generative AI accuracy and trust challenges. This includes vendors in the MLOps space (such as DataRobot, Dataiku and Domino Data Lab), the integration space (Solace and Boomi), RAG specialists (Vectara, Contextual AI, Dataworkz) and agent developer tools (Vellum, LangChain and Airia). Database vendors (like DataStax and Couchbase Inc.), the hyperscalers (Amazon Web Services, Google, Microsoft Corp.), application providers (Salesforce Inc., ServiceNow Inc.) and enterprise search specialists (Glean, Coveo).

In a space awash with terms like LLMOps, agent observability and LLM firewalls, how does Meibel stand out? First is its sharply defined audience — technical professionals in product and engineering roles at organizations integrating AI into their offerings. This focus reduces competitive pressure from AI platforms aimed at data scientists and avoids overlap with the broad array of tools targeting business users. As a result, Meibel can tailor its technology to a more specific set of needs. The company also highlights its retrieval management capabilities and the integration between its scoring and routing systems as standout features. Notably, its ability to dynamically adjust this scoring and routing is also cited as a competitive advantage.

Meibel has taken a different path than some competitors, which commonly began with AI development and later added evaluation features. Meibel has effectively approached the problem in reverse, starting with evaluation, but by supporting the full process from data retrieval to response assessment, it can offer more granular insight than some specialized evaluation tools that can only assess output, not inputs. This means some popular development features remain road-map items, however.

SWOT Analysis

<p><b>STRENGTHS</b></p> <p>Meibel demonstrates a strong understanding of its target audience, the challenges they face and the metrics required to build greater confidence in generative AI applications. Its integration of routing with real-time confidence scoring stands out against more reactive alternatives.</p>	<p><b>WEAKNESSES</b></p> <p>The platform currently lacks some of the advanced features found in other AI application development platforms, particularly in areas like implementing advanced guardrails to manage model behavior or offering built-in tools for fine-tuning models on custom datasets. The former appears to be a clear priority for the startup.</p>
<p><b>OPPORTUNITIES</b></p> <p>As many of Meibel's evaluation capabilities depend on it also being used for development, the platform will likely emerge as the core technology offering its customers rely on to address generative AI in their products, rather than just being a component. This is a strong position to hold.</p>	<p><b>THREATS</b></p> <p>Meibel targets a specific audience within organizations, primarily technical product teams. However, there is a potential risk that some companies may prefer evaluation platforms capable of supporting all AI use cases, or at least all generative AI applications, across the organization. This broader demand could challenge Meibel's more focused positioning.</p>



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