Dragonfly

Pitch Deck

Intelligent Data Quality Monitoring for Modern Data Teams

Please reach out at:

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The Problem

Data Quality is Broken in the Modern Stack

30% of data issues are discovered after they reach business users.

Data teams spend **30-50%** of their time firefighting bad data.

Current tools are reactive, rigid, and miss the root causes.

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The Solution

Meet Dragonfly: Autonomous Data Quality Monitoring

Empowered SMEs for on-the-fly anomaly check activation

Built for scale: Seamlessly integrates into your data pipeline for proactive prevention

Adjustable Data Confidence Rating to assess data reliability

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How Dragonfly Works

Simple Four-Step Process

Step 01

Plug into modern data warehouses (Snowflake, Redshift, etc.)

Step 02

Analyze data visually and create checks without relying on engineering team

Step 03

Get anomaly notifications via Slack, email, or dashboard
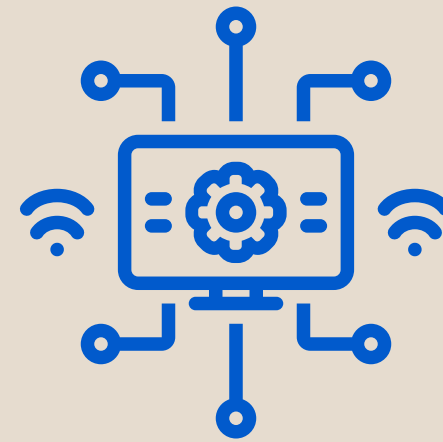
Step 04

Identify failure patterns and resolve data issues faster than ever

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Why Now

Timing is Everything

Explosion in data and AI usage: volume, velocity, and complexity

Rise of the hybrid cloud and multi-warehouse data stacks

Enterprises are demanding higher data trust and accountability

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Market Opportunity

A $8B+ Market with Expanding Scope

- **$8B** data observability market projected to reach by 2033

- Adjacent expansion into data governance, lineage, and compliance

- Target: Mid-to-large enterprises with mature data use cases

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Traction

Early Validation & Rapid Growth

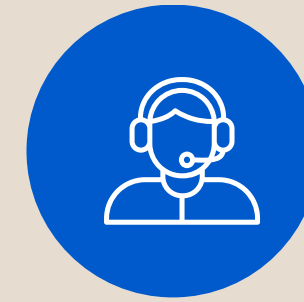12 early adopters from automotive, martech and public facilities

274K+ data checks run monthly with 99% detection accuracy

Well integrated with AWS, GCP, and Snowflake ecosystems

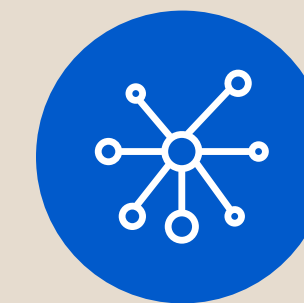Dragonfly

Business Model

Flexible Pricing for Scalable Growth

Enterprise plans with self-hosting, SSO, and dedicated support.

Subscription-based SaaS: tiered by data volume and features.

Expansion revenue via additional connectors and services.

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Business Model

Flexible Pricing for Scalable Growth

Feature	Dragonfly	SodaSQL	Monte Carlo	Great Expectations
Data Quality Trend Drilldown	✅	⚠️	⚠️	❌
Configurable, Dependency-Aware Data Confidence Rating	✅	❌	❌	❌
No-Code Setup	✅	✅	❌	❌
Data Pipeline Integration	✅	✅	✅	⚠️
AI Chat and Dashboards	✅	⚠️	⚠️	⚠️

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Go-To-Market Strategy

Focused, Phased Expansion

Start with data-first companies (Series B+ tech startups).

Scale via content, partnerships, and strategic integrations.

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Team

Data Practitioners Building for Data Teams

Nikhil W

Builder, Engineering and Data expert for 16+ years

Mandar T

Data Scientist, Orator, Marketer for 20+ years

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Team

Data Practitioners Building for Data Teams

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Revenue ($M)

Year	Revenue ($M)
2025	0.5
2026	2.5
2027	7

Customers

Year	Customers
2025	50
2026	200
2027	500
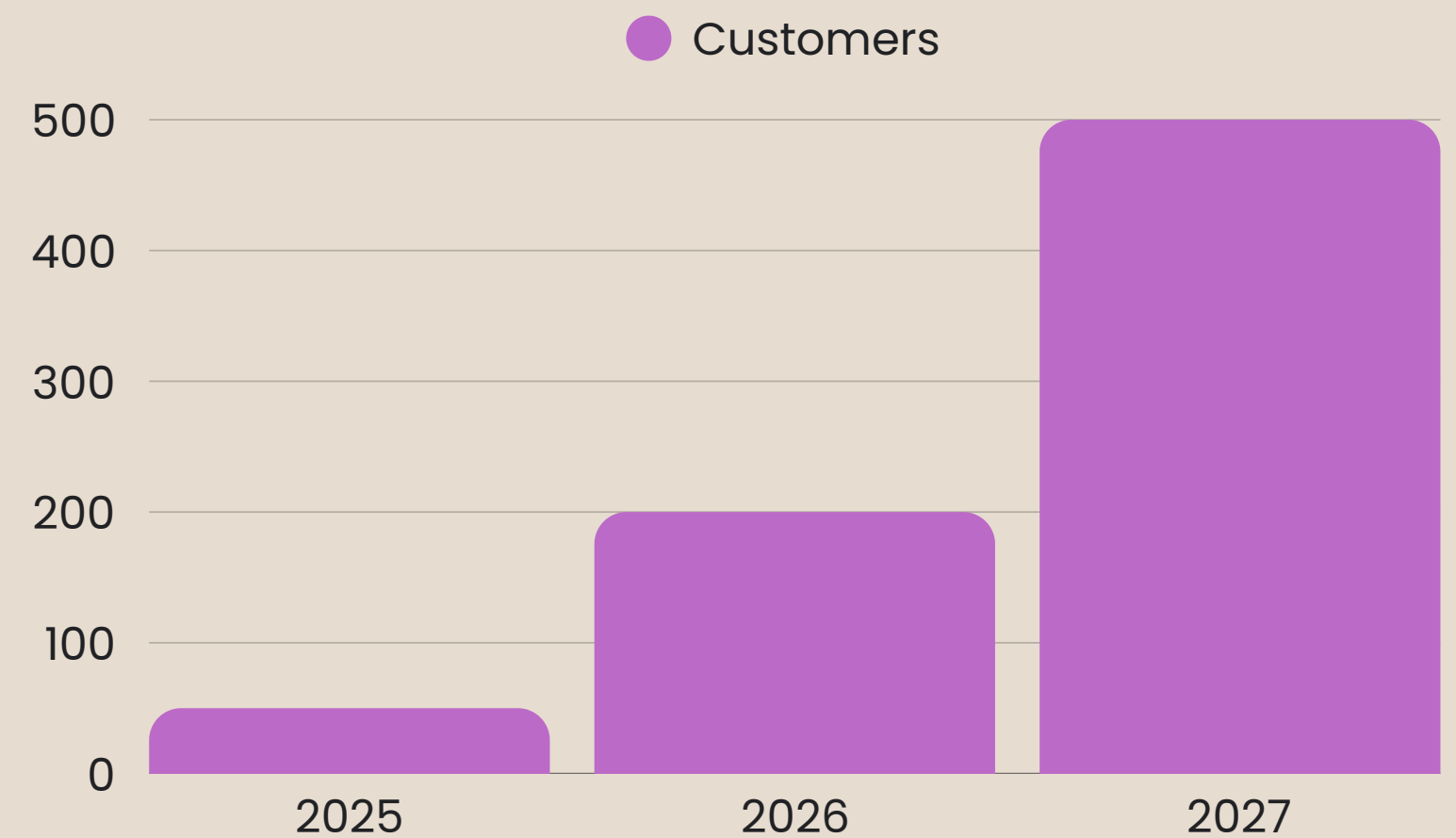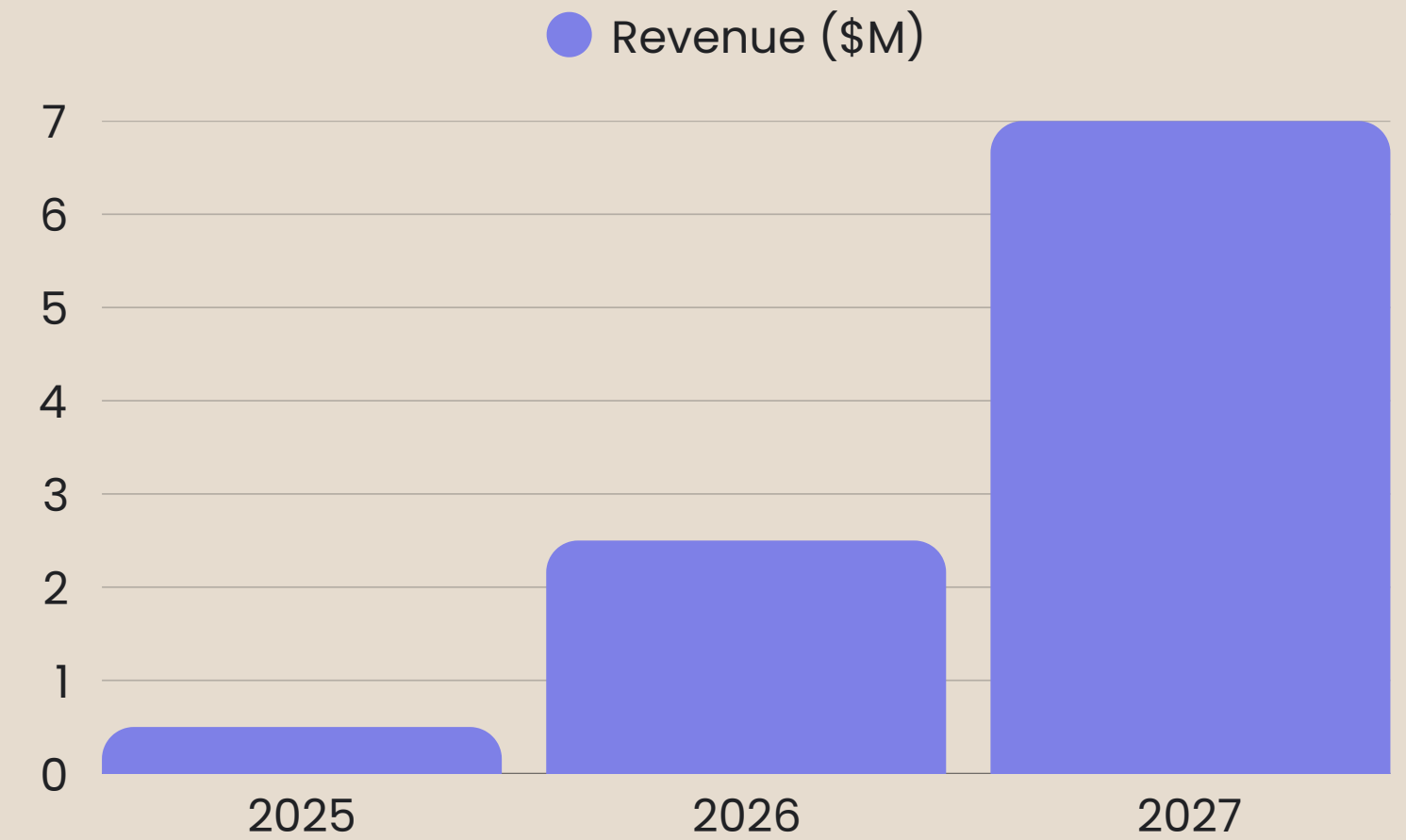
Ask

Raising $2 million
to Scale Dragonfly

- **Runway: 18 months**
- **Goal: Hit $2M ARR, 150+ logos, Series A readiness**

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Use of Funds:

30% Product & Engineering

40% Sales & Marketing

20% Customer Success

10% Operational

Let's Build Trust in Data, Together!

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