

DataMigrate AI

AI-Powered MSSQL to dbt Migration Platform

Sales Deck & Market Analysis

Denmark Market Entry Strategy

Company: OKO Investments

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Executive Summary

DataMigrate AI is an enterprise-grade platform that automates the migration of Microsoft SQL Server databases to dbt (data build tool), reducing migration time by 80% and costs by 60% compared to traditional manual approaches.

Key Value Propositions:

- 80% faster migrations - 2-4 weeks instead of 3-6 months
- 60% cost reduction - AI automation replaces manual SQL conversion
- Zero data loss guarantee - Comprehensive validation at every step
- Enterprise security - SOC 2, GDPR, HIPAA compliant
- Future-proof - Continuous learning improves with each migration

Denmark Market Analysis

Target Industries

Denmark has a strong digital economy with many companies running legacy MSSQL databases that need modernization. Our primary target industries are:

| Industry | Example Companies | Typical DB Size | Migration Need |
|--------------------|---------------------------|-----------------|----------------------------------|
| Retail/E-commerce | Salling Group, Coop, JYSK | 500+ tables | High - Analytics modernization |
| Financial Services | Danske Bank, Nordea, Saxo | 1000+ tables | Critical - Regulatory compliance |
| Manufacturing | Vestas, Grundfos, Danfoss | 300+ tables | Medium - IoT data integration |
| Logistics | Maersk, DSV, DFDS | 400+ tables | High - Real-time analytics |
| Healthcare/Pharma | Novo Nordisk, Lundbeck | 600+ tables | Critical - Research data |

Company Segmentation

| Segment | Employees | Annual Revenue | Decision Maker | Sales Cycle |
|------------|-----------|----------------|----------------|-------------|
| SMB | 50-200 | 50-200M DKK | CTO/IT Manager | 1-2 months |
| Mid-Market | 200-1000 | 200M-1B DKK | VP Engineering | 2-4 months |
| Enterprise | 1000+ | 1B+ DKK | CIO/CDO | 4-8 months |

Pricing Strategy - Denmark

Pricing Tiers (in DKK)

| Tier | Price Range | Includes | Target |
|--------------|-------------------------|---|------------------|
| Starter | 50,000 - 150,000 DKK | Up to 100 tables, Basic support | SMB |
| Professional | 150,000 - 500,000 DKK | Up to 500 tables, Priority support, Custom model training | Mid-Market |
| Enterprise | 500,000 - 2,000,000 DKK | Unlimited tables, Dedicated support, On-premises deployment | Enterprise |
| Custom | Contact Sales | Full customization, SLA guarantees, Training | Large Enterprise |

Revenue Model

- One-time migration fee (70% of revenue) - Project-based pricing
- Annual maintenance (20% of revenue) - Updates, support, monitoring
- Custom model training (10% of revenue) - Fine-tuned AI for specific schemas

Competitive Pricing Comparison

| Solution | Cost for 500 Tables | Timeline | Risk |
|-------------------|---------------------------|------------|-----------------------------|
| Manual Migration | 1,500,000 - 3,000,000 DKK | 4-8 months | High - Human error |
| Traditional Tools | 800,000 - 1,500,000 DKK | 3-5 months | Medium - Limited automation |
| DataMigrate AI | 200,000 - 400,000 DKK | 2-4 weeks | Low - AI validation |

AI/ML Competitive Advantage

Our proprietary Model Router and Fine-Tuning infrastructure creates a sustainable competitive moat that grows stronger with each customer engagement.

Business Benefits of ML Infrastructure

- Cost Reduction:** Start with premium AI (Claude/GPT), migrate to fine-tuned models = 70% cost savings
- Competitive Moat:** Each migration improves our models - competitors can't replicate our training data
- Speed Improvement:** Fine-tuned models are 3-5x faster than generic models for SQL tasks
- Domain Expertise:** Models learn industry-specific patterns (retail, finance, healthcare)
- Offline Capability:** Local models enable on-premise deployments for security-conscious clients
- Quality Improvement:** Continuous learning from validated migrations increases accuracy

Monetization Strategies for ML

| Service | Price | Description |
|-----------------------------|-------------------------|---|
| Premium Fine-Tuning Service | 150,000-500,000 DKK | Custom model trained on client's specific schema patterns |
| Industry-Specific Models | 50,000-150,000 DKK/year | Pre-trained models for retail, finance, healthcare |
| On-Premise License | 1,000,000+ DKK | Full platform with local AI models, no cloud dependency |
| Model Marketplace | Revenue share | Sell industry models to other customers (anonymized) |
| Consulting Services | 2,000 DKK/hour | ML engineering for custom integrations |

The ML Flywheel Effect

Our business model creates a virtuous cycle where more customers lead to better AI, which attracts more customers:

1. Customer Migration - Successful migration generates training data
2. Data Collection - High-quality input/output pairs stored securely
3. Model Training - ML engineer fine-tunes open-source models
4. Better Performance - Faster, more accurate migrations
5. Cost Reduction - Less reliance on expensive API calls
6. Price Advantage - Lower costs enable competitive pricing
7. More Customers - Better value attracts new business
8. REPEAT - Each cycle strengthens the competitive moat

Projected Cost Savings (Per Migration)

| Phase | API Costs | Fine-Tuned Costs | Savings |
|---------------------------|------------|------------------|---------|
| Year 1 (0-50 customers) | 15,000 DKK | 15,000 DKK | 0% |
| Year 2 (50-200 customers) | 15,000 DKK | 8,000 DKK | 47% |
| Year 3 (200+ customers) | 15,000 DKK | 4,500 DKK | 70% |

MVP Status & Roadmap

Current Capabilities (Ready Now)

- [OK] 7 AI Agents - Assessment, Planning, Execution, Testing, Rebuilding, Optimization, Guardian
- [OK] Vue.js 3 Frontend - Modern, responsive user interface
- [OK] Go Backend API - High-performance REST API with JWT auth
- [OK] Guardian Agent - Enterprise security (prompt injection, rate limiting, audit)
- [OK] Model Router - Multi-provider AI support (Claude, GPT, Ollama, custom)
- [OK] Fine-Tuning Pipeline - Data collection for future model training
- [OK] Mock Mode - Full demo capability without database connection

MVP Completion Needed

| Feature | Effort | Description |
|-----------------------|---------|-------------------------------------|
| Live MSSQL Connection | 2 weeks | Connect to real customer databases |
| Real dbt Compile/Run | 1 week | Execute actual dbt commands |
| Payment Integration | 2 weeks | Stripe/invoice billing system |
| Data Validation | 1 week | Row count and checksum verification |
| Progress Dashboard | 1 week | Real-time migration monitoring |

Total MVP Completion: ~7 weeks of development

Go-To-Market Strategy - Denmark

Phase 1: Foundation (Months 1-3)

- Complete MVP features (7 weeks)
- Establish Danish entity (ApS or IVS)
- Build initial pipeline through LinkedIn outreach
- Partner with 2-3 Danish consultancies (Netcompany, Avanade, Tata)
- Attend IT Branchen and Danish Tech events

Phase 2: Early Traction (Months 4-6)

- Land 2-3 pilot customers (free or discounted)
- Generate case studies and testimonials
- Collect training data for fine-tuning
- Hire Danish sales representative
- Apply for Danish Innovation Fund grant

Phase 3: Scale (Months 7-12)

- Deploy first fine-tuned models
- Expand to 10+ paying customers
- Launch industry-specific packages
- Partner with Microsoft Denmark
- Target: 2-5M DKK ARR by end of Year 1

Enterprise Security - Key Selling Points

Danish enterprises, especially in financial services and healthcare, have strict security requirements. Our Guardian Agent addresses these concerns:

| Feature | Description |
|-----------------------------|--|
| GDPR Compliance | All data processing logged for audit, data minimization enforced |
| Prompt Injection Prevention | 25+ patterns block AI manipulation attempts |
| SQL Injection Protection | All generated SQL validated before execution |
| Rate Limiting | Prevents abuse and DoS attacks |
| Audit Trail | Complete logging for SOC 2, HIPAA compliance |
| Multi-Tenant Isolation | Per-organization security policies |
| On-Premise Option | Local deployment with no cloud data transfer |

Financial Projections (Denmark)

Year 1 Revenue Targets

| Quarter | Customers | Avg Deal Size | Revenue | Cumulative |
|---------|-----------|---------------|---------------|---------------|
| Q1 | 1 (pilot) | 0 DKK | 0 DKK | 0 DKK |
| Q2 | 3 | 150,000 DKK | 450,000 DKK | 450,000 DKK |
| Q3 | 5 | 200,000 DKK | 1,000,000 DKK | 1,450,000 DKK |
| Q4 | 6 | 250,000 DKK | 1,500,000 DKK | 2,950,000 DKK |

3-Year Projection

| Metric | Year 1 | Year 2 | Year 3 |
|--------------|--------|---------|---------|
| Customers | 15 | 50 | 150 |
| Revenue | 3M DKK | 12M DKK | 40M DKK |
| Gross Margin | 70% | 80% | 85% |
| Team Size | 3 | 8 | 20 |

Next Steps

For Interested Companies:

1. Schedule a 30-minute demo call
2. Provide sample schema (anonymized) for assessment
3. Receive free migration complexity report
4. Discuss pilot program terms
5. Start migration within 2 weeks

Contact Information

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