

# DataMigrate AI

AI-Powered MSSQL to dbt Migration Platform

*Sales Deck & Market Analysis*

*Denmark Market Entry Strategy*

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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 models	Mid-Market
Enterprise	500,000 - 2,000,000 DKK	Unlimited tables, Dedicated support, On-premise 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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