

TelemetryDeck

Anonymized user tracking for apps.



Problem

- App makers need user data.
- Analytics software is often sneaky and needs users' agreement.
- Analytics software is often complex to implement.



Solution: TelemetryDeck

Our IP to collect & process analytics data, on servers, apps and games



- Accessible
- Easy to Install
- Anonymized data collection
- Platform-independent



Business Model

We're offering a multi-tier freemium model where customers pay per received analytics signal

Freemium Model

644 customers
with a 7.5% conversion rate
from free to paid plans

100K Signals - Free
700K Signals - 9 EUR /mo
5M Signals - 69 EUR /mo
20M Signals - 299 EUR /mo

~5% monthly Churn

Equates a LTV of 269 €
and allows us a CAC of
4,60 €

22.2M € p.a.

projected revenue at
1M customers

Forecast based on
current numbers

LTV: Lifetime Value, CAC: Customer Acquisition Cost

Reaching our Customers

We offer direct self-service B2B SAAS as well as cold sales of on-premises licenses.
We increase our brand awareness by reaching developers directly.

SaaS Offering

Our hosted offering
where customers pay per
signals received

On Premises License

Corporate license for
customers to use their
own servers for hosting

Developer Relations

Social Media Buzz
Interviews
Community Building

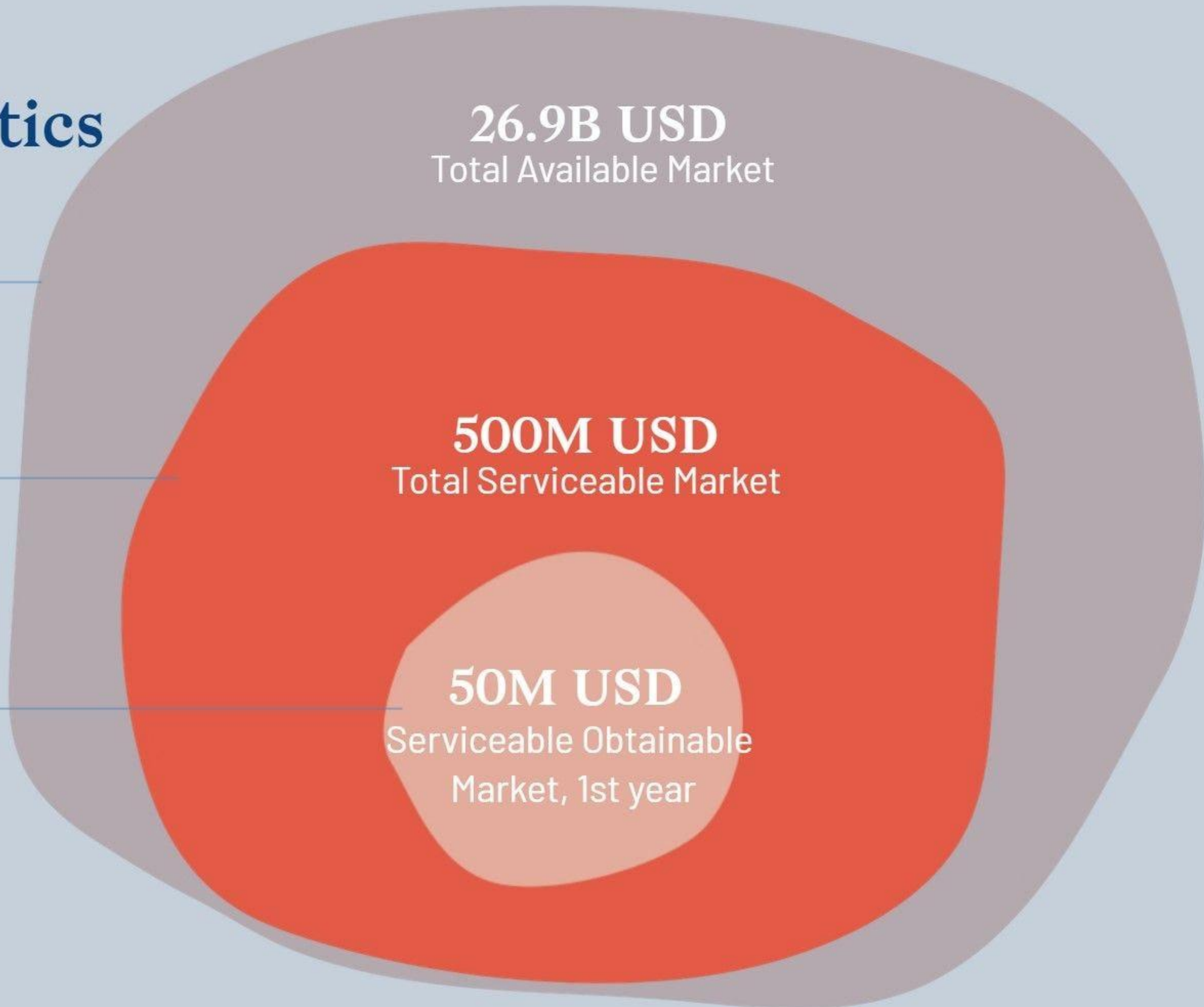
Market Size

App Services & Analytics

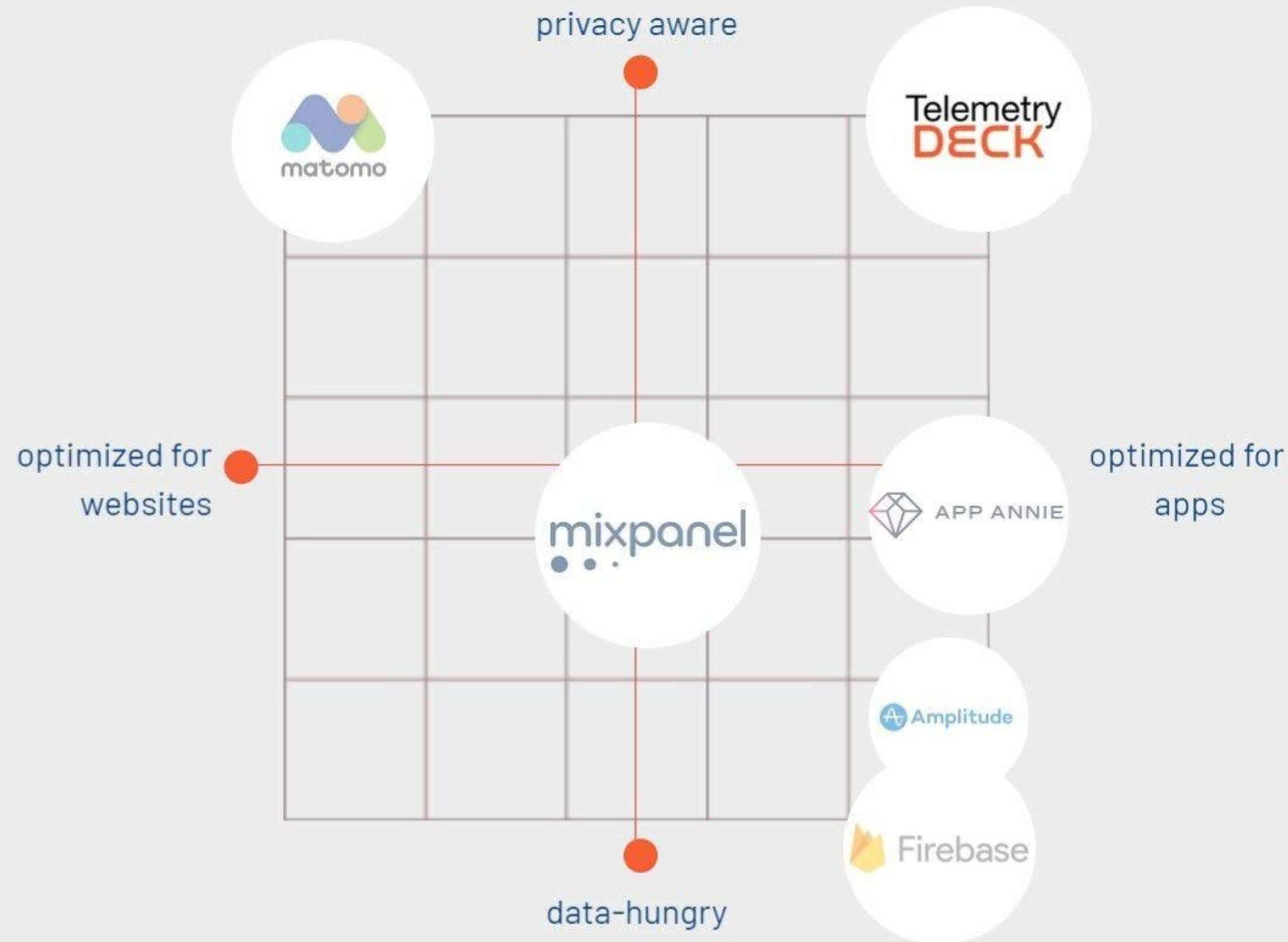
TAM for Developer Services in 2021,
according to Statista

Apps from organizations without
their own analytics division, our
estimation

Small and medium-sized apps in the
Lifestyle, Entertainment, and
Productivity categories



Timing



- Privacy is important like never before
- App development is getting more professional

Capturing the Market

We're working our way up the size chain, generating valuable word of mouth and trust on our journey

1

Start with the small customers

We're capturing indie apps first, and have some medium-sized ones already. We immediately re-apply all lessons learned into the product, so we can be even better for the next bigger customer.

2

Go for the big players

Through continuous improvement, we'll be ready to be a viable alternative to our big competitors, (yes that means Google too) with privacy-by-design from the ground up.

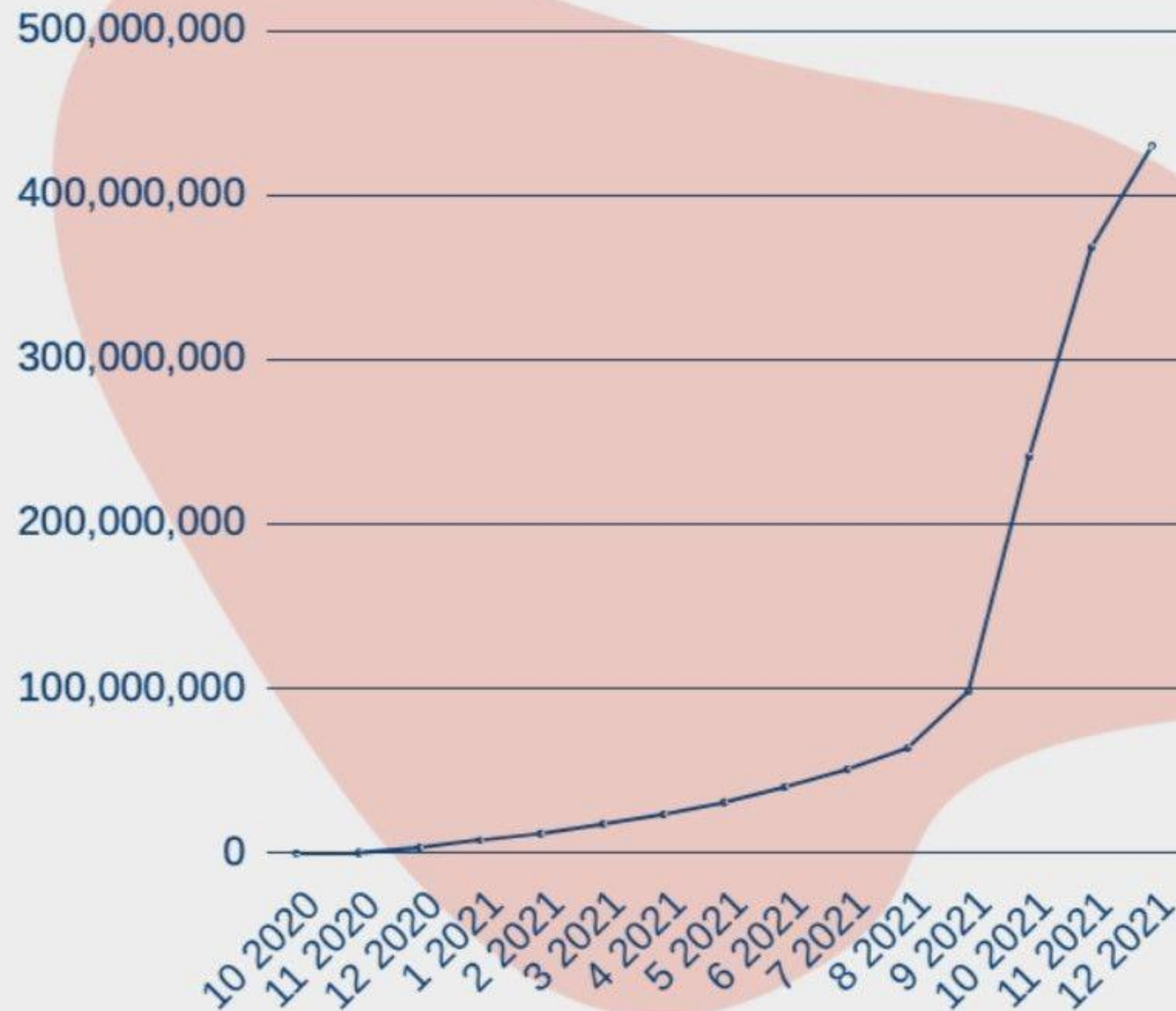
3

Open Source to capture the developer mindset

Various parts of our system are open source, meaning that outside developers can actively read and contribute to our code. This makes them a lot more invested, and gives us considerable flexibility to address customer needs without additional work.

Development so far

We're gaining more and more traction especially within the iOS community, with notable influencer developers using us and paying for our service.



Signals

The Team



Lisa Figas

Privacy expert, more than four years of experience of international IT marketing in the field of security and the evaluation of analytics data. EU-level political engagement for privacy.

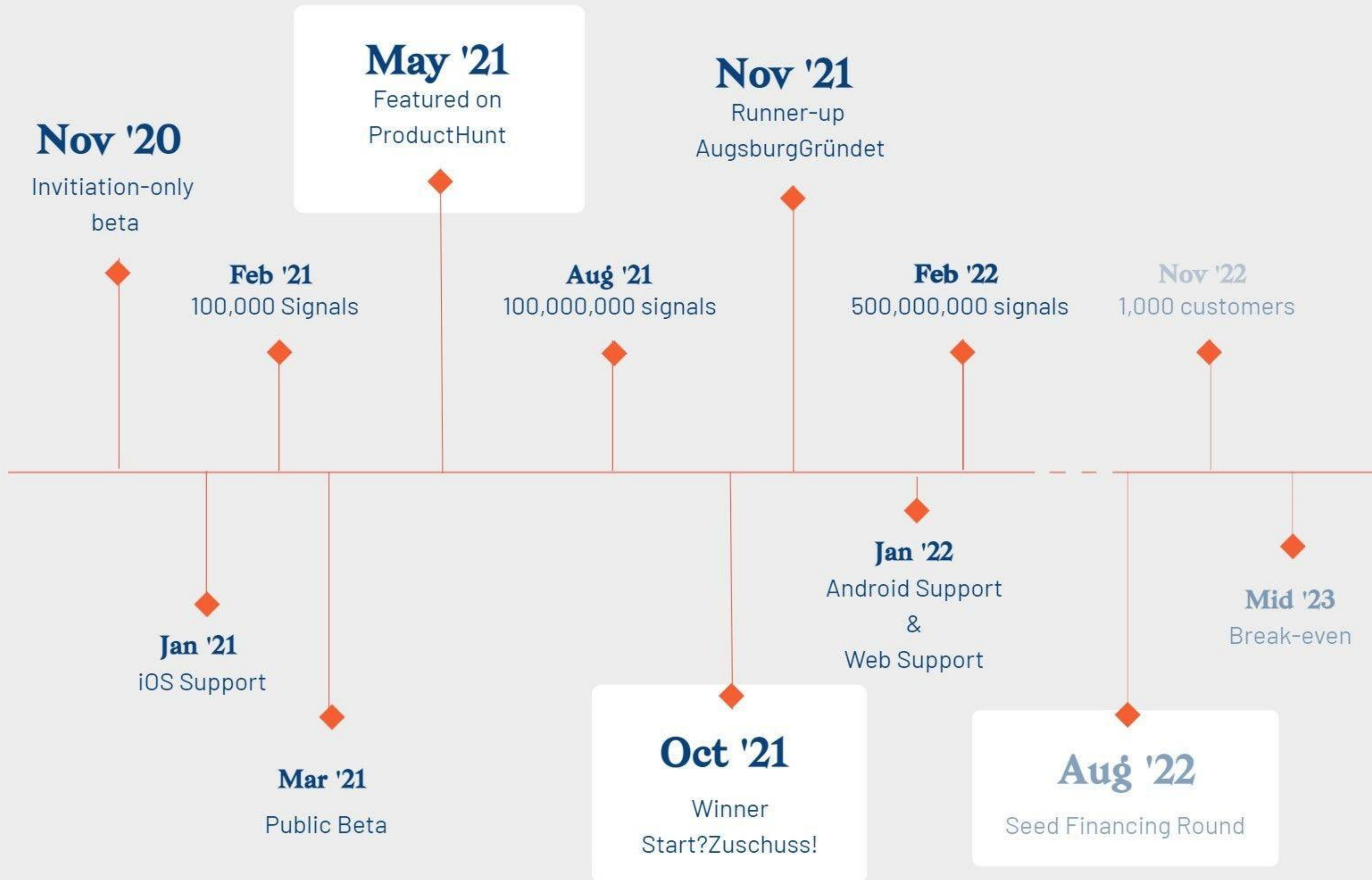
lisa@telemetrydeck.com



Daniel Jilg

Degree in computer science, experience as project manager, team leader and CTO, for mobile apps and server based projects, with special focus on statistics, analytics and Big Data.

daniel@telemetrydeck.com

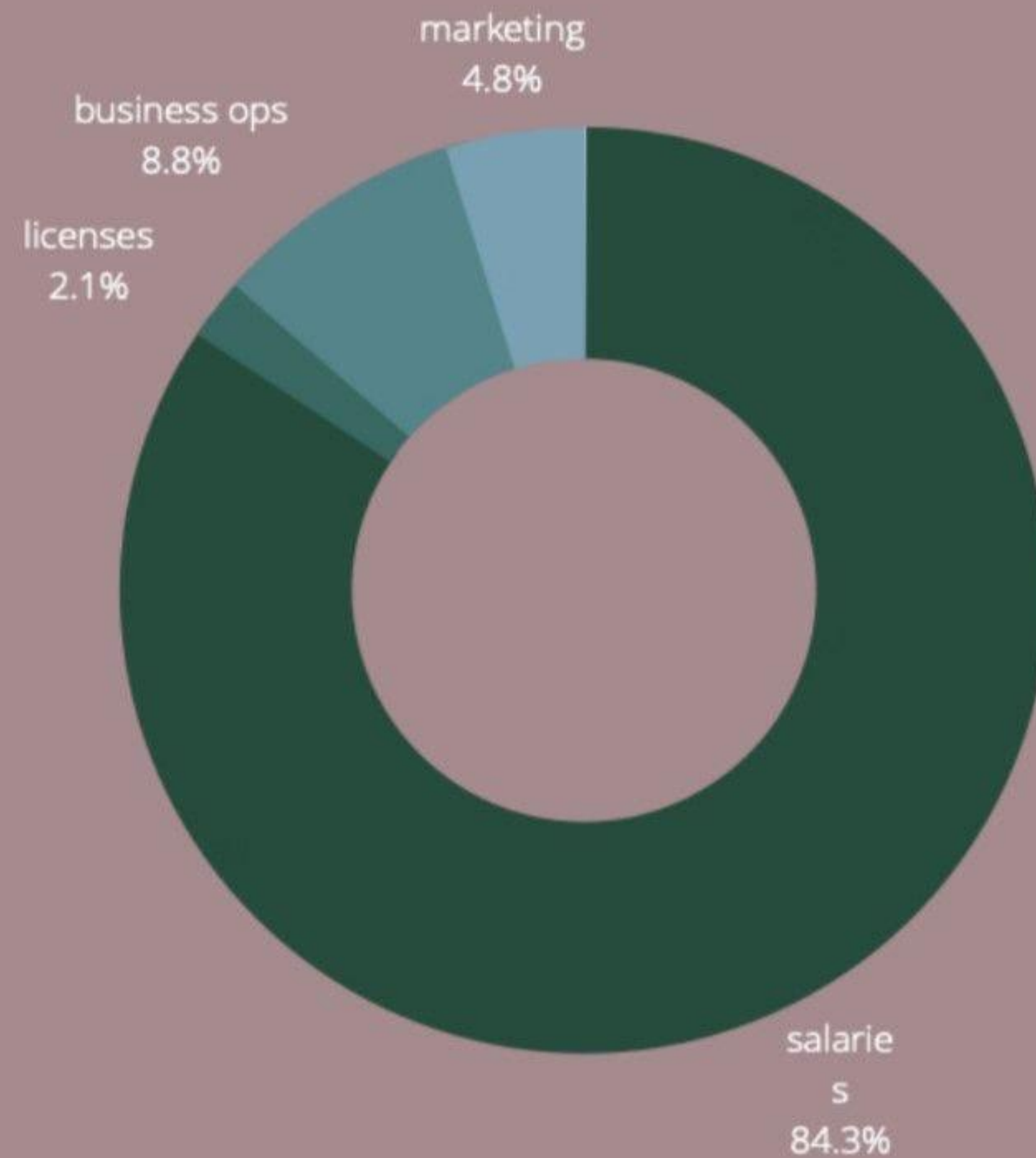


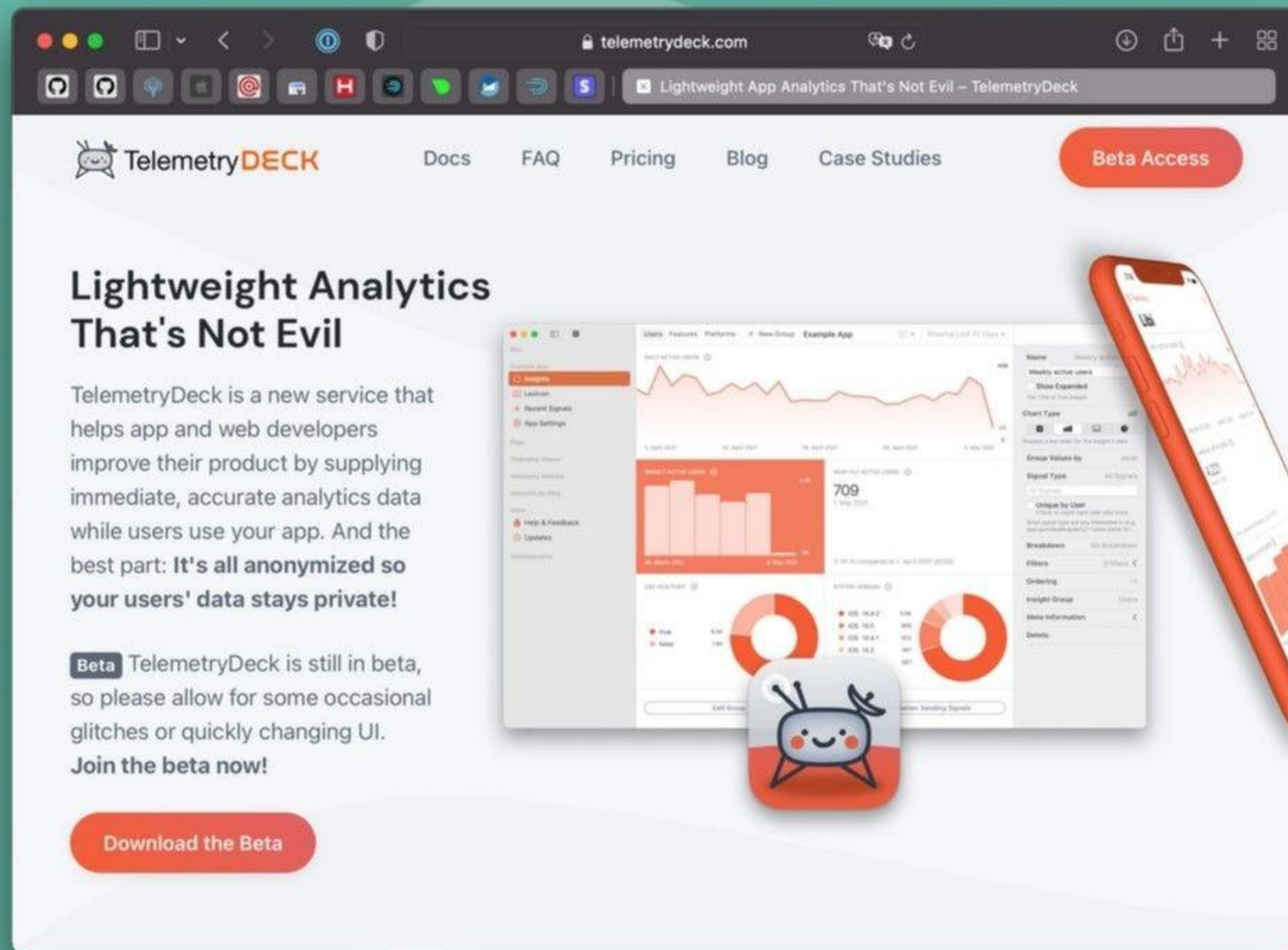
Financial Roadmap

	2022	2023	2024	
Profits & Losses	Revenue	21.980,43 €	129.200,57 €	972.728,01 €
	Personnel Cost	251.943,82 €	664.173,17 €	824.846,40 €
	Variable Cost	28.275,38 €	62.677,24 €	88.549,03 €
Cash Flow	Cash Need	-258.238,77 €	-597.649,83 €	59.332,58 €
	Investment	280.000,00 €	620.000,00 €	
	Reserve	21.761,23 €	22.350,17 €	59.332,58 €

The Ask

We are raising a seed round of € 900.000 with the money being used for...





Contact Us

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telemetrydeck.com