



# SESAMm

## Pitch Deck

Empowering Investment Professionals with  
Highly Modular AI Platforms

More about SESAMm:



Confidential

[www.sesamm.com](http://www.sesamm.com)

# Our Vision

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## SESAMm

Bringing Big Data to the Financial World

**SESAMm empowers investment professionals with highly modular AI platforms**

Our clients create insights on millions of companies and assets, for any investment use case. With modular tools applied on a huge text data lake, we help investors generate higher returns and diminish research costs.

Our key vision revolves around **Modularity**, helping:



**Save Time and Money**

Standardized tools & seamless integration of datasets



**Augment ROI**

Multiple core business use cases addressed



**Address Larger Markets**

Modify or scale products & processes easily and efficiently

# The Trigger

## Adoption of Artificial Intelligence and Alternative Data has reached a pivotal moment

(1)

**FINANCIAL TIMES** myFT

**Coronavirus**

### Investors hunt for alternative data to track coronavirus shock

Analytics companies mine figures on everything from traffic jams to food orders in China



Analysts are looking at everything from passenger numbers and delivery app data to changes in emissions to see how the Chinese economy is being affected by Covid-19 © FT montage; Getty Images; Wu Hong/EPA-EFE/Shutterstock

(2)

**Bloomberg**



Source: Bloomberg

**After Quant Bust 2020 Comes a Reckoning for Stock Math Wizzes**

By Justina Lee  
2 mai 2020 à 13:00 UTC+2

- Market-neutral and long-only strategies crater in virus rout
- Alt data and discretionary tilt are among solutions floated

(3)

**Pensions&Investments**

**The Data Science Revolution**

**NEUBERGER Berman**

How the new richness and accessibility of data, and advances in data science, are enhancing both quantitative and traditional fundamental investment research—and sparking a revolution in active management.

So-called “big data”—the residue of information that we all leave behind as we buy things, sell things, browse the high street and the internet, use our smartphones and generally live our modern lives—is proliferating. At the same time, advances in cloud computing, machine

(1) <https://www.ft.com/content/4667b18c-5249-11ea-8841-482eed0038b1> - (2) <https://www.bloomberg.com/news/articles/2020-05-02/after-quant-bust-2020-comes-a-reckoning-for-stock-math-wizzes> - (3) <https://www.pionline.com/native/data-science-revolution>

# The Problem

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## Several challenges limit the use of AI and Alternative Data in finance



### Too Much Data

More than 5,000<sup>(1)</sup> datasets available to investors.

*"It takes on average 85 person-hours to evaluate a new alternative data source. [...] In some cases over 200 person-hours."*

Greenwich Associates Survey



### Rare Expertise

Very few teams are proficient in AI for investment.

*"Most portfolio managers continue to rely on Excel and desktop market data tools; only 10% of portfolio manager have used AI/ML techniques in the past 12 months."*

CFA Institute - AI Pioneers in Investment Management (2019)



### Too Specialized

Without a proper framework, generalization is impossible.

*"Many asset managers get lost while trying to build the ultimate technology platform, leading to frustrated developers and business sponsors."*

BCG | Global Asset Management 2020: Protect, Adapt, and Innovate

# Our Solution

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SESAMM offers two standardized modular AI platforms



## Text Analysis Engine

Natural Language Processing (NLP) API and dashboards on 10B+ web articles and messages

X10-100

More Data Sources & Companies Covered

Than any other existing solution



## Data Science Engine

Generate investment signals from any dataset with Machine Learning

X10

Faster Analysis & Evaluation of Datasets

Than average time currently spent by clients



Unlimited Coverage



Standardized AI tools



Evaluate Any Dataset

# Demo

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## Our text analysis engine to create insights from a massive data lake



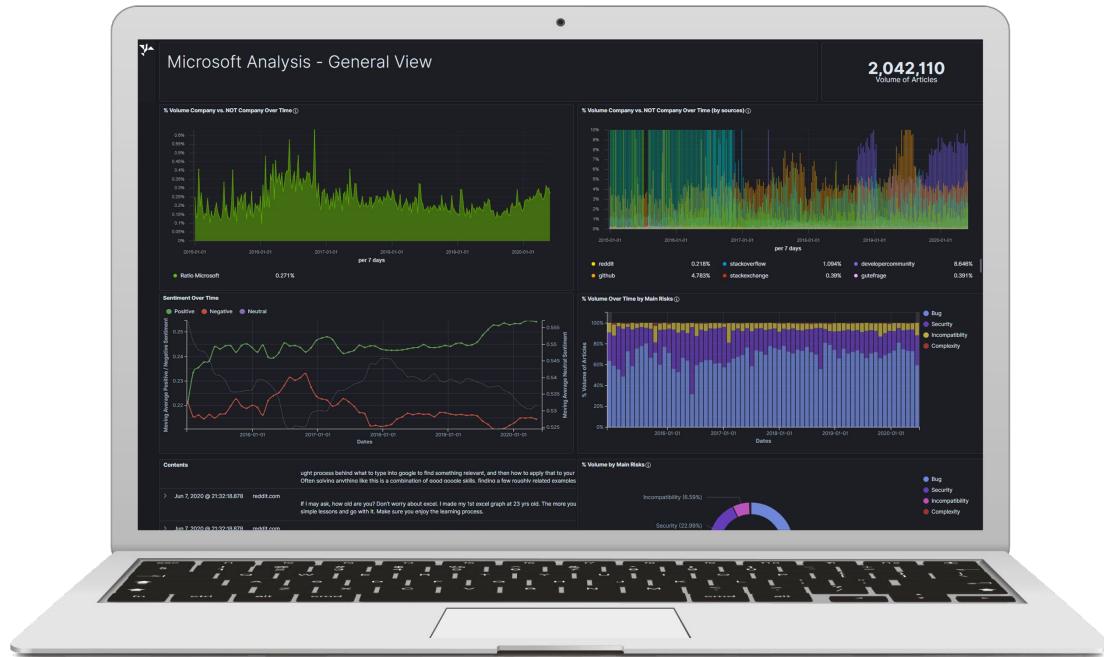
**Aggregation of Information**  
Get answers & insights from a massive data lake (10B+ documents)



**Exclusive Insights**  
Dig deeper and discover hard-to-find information (2M+ sources)

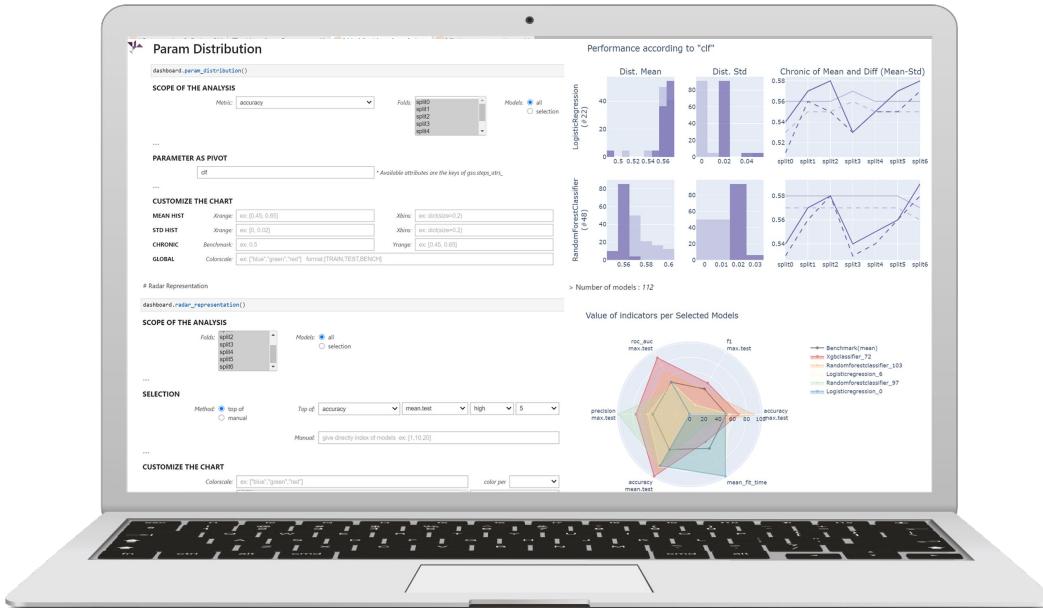


**Integration into Dashboards & APIs**  
With historical and live data (10+ years)



# Demo

## Our Machine Learning engine to test datasets and generate investment signals



**Faster Evaluation of Datasets**  
Spend a few hours per dataset vs. the 100 hours industry standard



**Standardized and Safe Process**  
Leverage a replicable process and avoid common quantitative mistakes



**Transparent Results**  
No Black Box effect - Analyze, integrate, modify



## Use Cases Enabled

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SESAMM's modular products help our clients solve numerous use cases<sup>(1)</sup>



\$75bn AuM, \$1bn Revenue, US

**Volatility Forecasting**

SignalReveal

Daily and weekly S&P 500 volatility forecasts

Results:

- +14% to 28% improvement compared to existing models
- Surpassed state of the art in 3 months



**Time saved:** 3 Man-Years



**ROI:** \$Ms in PnL / year

### THE CARLYLE GROUP

\$217bn AuM, \$2.4bn Revenue, US

**Private Equity Due Diligence**

TextReveal

Due diligence on large private consumer goods company

Results:

- Commercial due diligence analytics obtained and integrated in 3 days
- Decisive factor that led the investment committee to execute the deal



**Time saved:** 30 Man-Days/Due Dil



**ROI:** \$50-100k / Due Dil saved



\$490bn AuM, Japan

**Credit Risk Forecasting**

SignalReveal & TextReveal

Daily credit risk signals on 600 assets, with alternative data

Results:

- 64% forecasting accuracy
- +12% accuracy with data from TextReveal



**Time saved:** 5 Man-Years



**ROI:** \$Ms in PnL / year

<sup>(1)</sup> Quantitative investment strategies, risk signals, hedging, asset allocation, stock picking, ESG & Impact, thematic investment, private companies sourcing, due diligence and more.

## Clients

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Our targets are investment firms: banks, funds, asset managers, and private equity firms

 CITADEL

 NOMURA

 Raiffeisen Bank  
International

 CANDRIAM  
A NEW YORK LIFE INVESTMENTS COMPANY

 SOCIETE  
GENERALE

 NIKKO GLOBAL WRAP

 LA FRANÇAISE  
INVESTMENT SOLUTIONS

 CIC Marchés

 SUMITOMO MITSUI  
TRUST ASSET  
MANAGEMENT

 Groupama  
ASSET MANAGEMENT

 Milliman

 Asset  
Management  
One

THE CARLYLE GROUP

 Industriens Pension

 SEYYOND  
investing beyond beta

 KYOBO AXA  
Investment Managers

Confidential

J.P.Morgan

 aspect capital

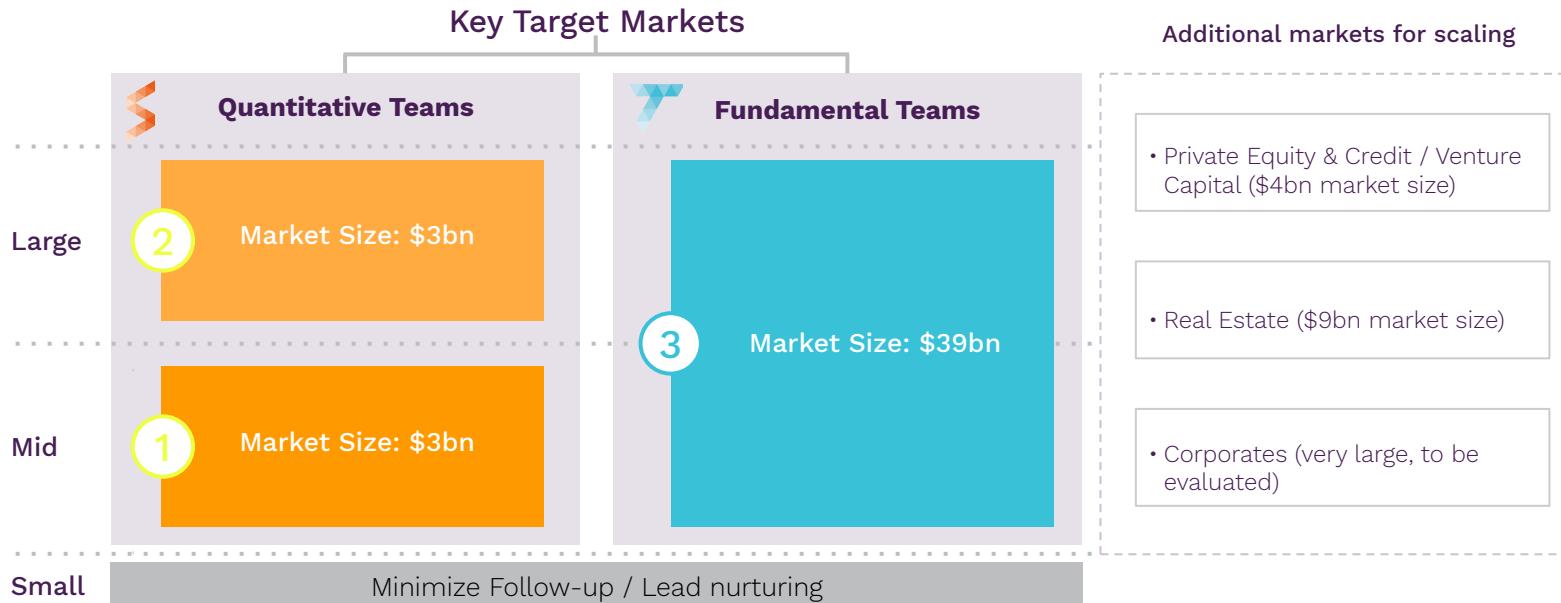
 SIG  
SUSQUEHANNA

generation

# Market Size and Opportunity

## Our market is large and a majority of it still untapped

After successfully establishing SESAMm with quantitative investment teams (priorities ① and ②), we are now expanding our user base to fundamental teams, including in private equity and venture capital.



# Business Model

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A license-based, fully recurring revenue business model



Text Analysis Engine

€25k - €100k - €300k/Y

- Per team of up to 5 people
- 3 packages with pricing based on data coverage
- Small licenses help open new markets



Data Science Engine

€100k/Y

- Per team of up to 5 people
- A single pricing option, but flexibility to charge for new modules in the future

# Commercialization and Marketing Strategy

## Direct marketing and sales efforts are complemented by partnerships with distributors

Fiscal year  
(April N to  
March N+1)

2019

2020

2021

### Marketing

Channels to grow brand awareness, promote SESAMm's products and expertise

Press    White Papers    Newsletter    Social Media    Website

8.4k LinkedIn Connections    57k views in 2019 (+58% YOY)

Hire Global Head of Marketing



Conferences drive a healthy pipeline of leads. 2019: 15 events attended.  
2020: 17 virtual and 2 physical events.

Paris FinTech Forum  
by Altear

Quant Summit USA

THE TRADING SHOW  
AMERICAS 2020  
QuantMinds

### Sales

Senior Head of Sales  
North-America hired



Hire 4 salespeople



Hire 3 salespeople



Sales acceleration: median deal size increased to **€94k€** in 2019 vs €25k before.  
Several deals **>€300k** signed during the summer 2020.

Increase presence in international markets  
(US and Asia, then UK)

### Partners

Eagle Alpha  
»</>  
BattleFin  
Neudata

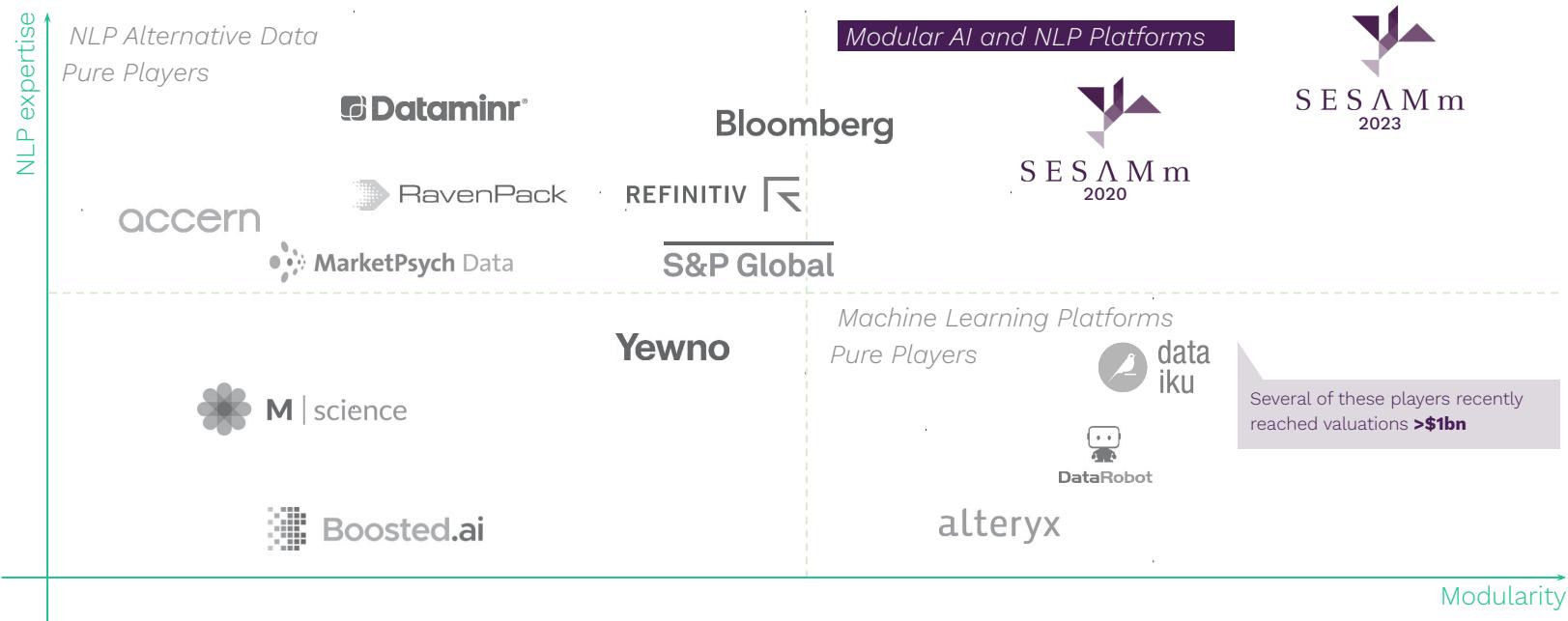
Bloomberg

Distribution agreement signed

Ongoing discussions:  
MORNINGSTAR®    IHS Markit    NEC    CME Group    Alpha

## Competitors & Differentiation

SESAMM is unique in providing highly modular tools combining data science and NLP<sup>(1)</sup>

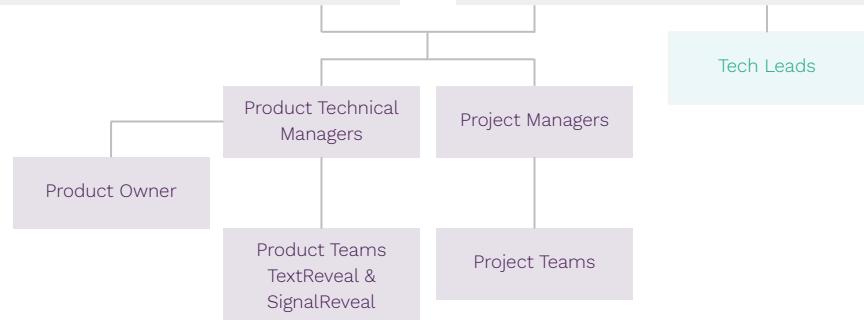
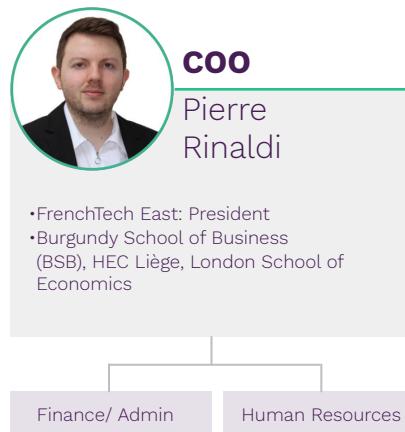
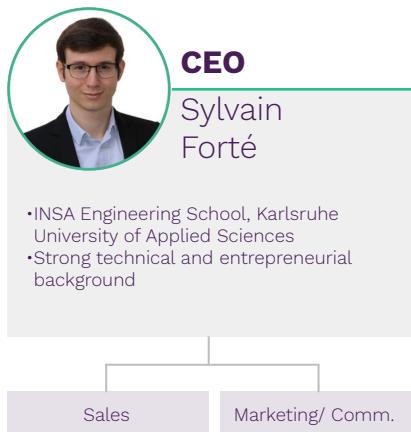


<sup>(1)</sup> NLP: Natural Language Processing - computer programs to process and analyze large amounts of text data

# Team

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SESAMM is led by a strong team with clear emphasis on product development



**About SESAMM's team**

- 40+ team members
- 30 data scientists and developers
- 5 offices (New York, Tokyo, Paris, Metz, Tunis)

## Advisors

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A strong board of advisors accompanying us in our strategic decisions



**Mark Garbin,**  
CFA, PRM  
*US*  
Independent Director,  
US funds (Invesco  
Carlyle, KKR...)



**Dale Richards**  
*Canada*  
Former President,  
Enterprise Data  
Management at  
Sungard Board  
member at Quandl -  
acquired by Nasdaq



**Jonathan Neitzell**  
*US*  
Former Chief Data  
Officer at Goldman  
Sachs AM.  
Board advisor at  
Kensho - acquired by  
S&P Global for \$550M



**Olivier Vuillod**  
*France*  
Partner at Orrick,  
Herrington &  
Sutcliffe LLP



**François Simon**  
*France*  
Former CEO of Crédit  
Agricole Kepler  
Cheuvreux



**Thierry Seignert**  
*Luxembourg*  
Director of IBM  
Services Financial  
Sector

SESAMM is strengthening its advisory board in North-America to grow faster in this attractive market.

## Past Funding

We raised a total of €8.3M from a strong network of partners and investors

**€8.3M raised**

Equity: €3.7M

BPI financing & Debt: €3.8M

+€340K reimbursed and €492K still to be activated



This approach has led to strong growth over the past three years

Fiscal year  
(April N to  
March N+1)

Products

Users

Financials

2017

2018

2019



- 3 product licenses
  - L'Humeur des Marchés: 3
- 24% of recurring revenue

- 9 product licenses
  - L'Humeur des Marchés: 9
- 48% of recurring revenue

#### Product pivot:

1. L'Humeur des Marchés becomes TextReveal
2. Data Science Custom Projects are productized with SignalReveal

- **18 product licenses**
  - TextReveal: 12
  - SignalReveal: 6
- **82% of recurring revenue**

- €656k revenues
- €44,7k MRR (End of Year)
- 4 clients
- 10 full time employees (average/year)

- €909k revenues
- 89k MRR (End of Year)
- 11 clients
- 17 full time employees (average/year)

- **€1,600k revenues**
- **€155.4k MRR (End of Year)**
- **23 clients**
- **27 full time employees (average/year)**

## Over the past few months, SESAMM's growth has strongly accelerated



August 2020

### Products



### Users

- **31 product licenses (+13, exceeding targets)**
  - TextReveal: 23
  - SignalReveal: 8
- **New clients by deal size: USA/CA (50%), Asia (40%), EU (10%)**

### Financials

- **+€1053k signed revenue** in the last 3M
- Last 3M MRR Growth: **+49%**
- MoM MRR Growth: **+14.2%**
- **€192.5k MRR**

## Series B Objectives

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We plan to raise €5M in equity to continue international expansion and scale our products

### Equity Fundraising Goal: €5M

- International development: US, Japan, UK
- Continue to develop our activities in capital markets, Private Equity and VC
- Develop next iteration of our products
- Fill key roles needed for SESAMm's growth

#### Debt Financing: €1M

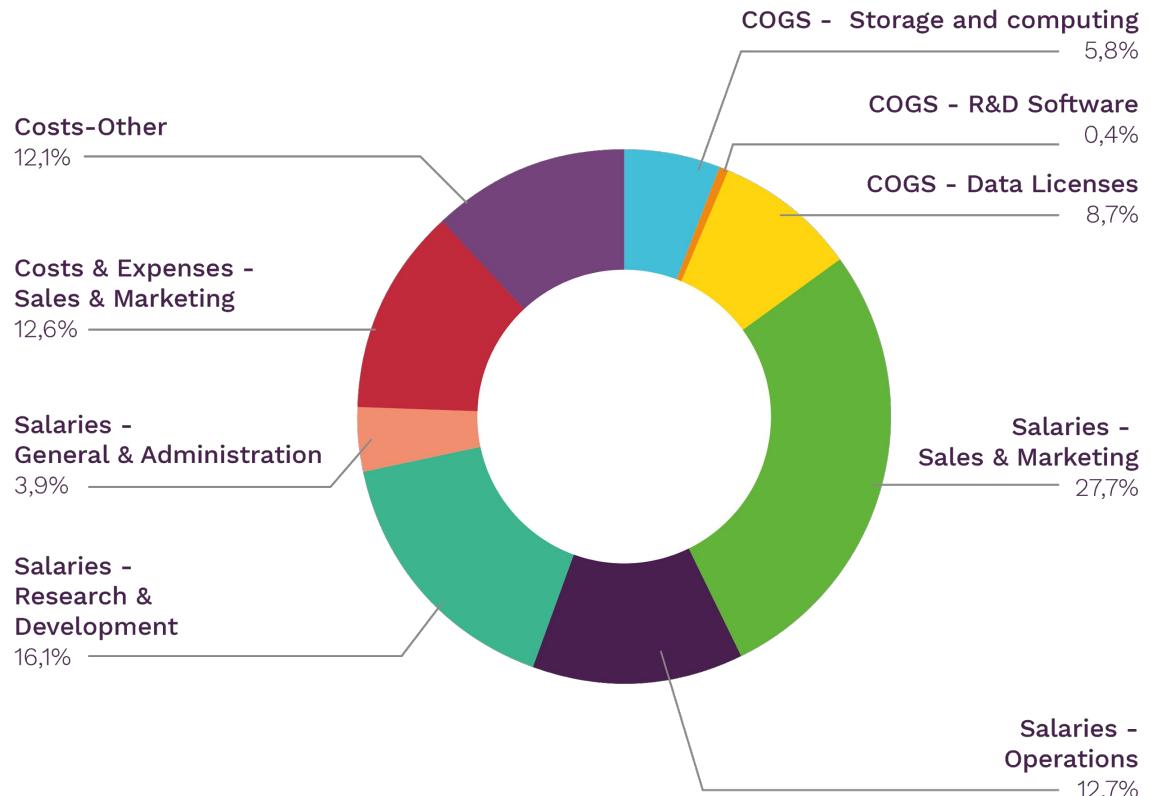
€250K secured (0% rate)

#### Secondary Round: up to €3M

Clean cap table

## Use of Proceeds

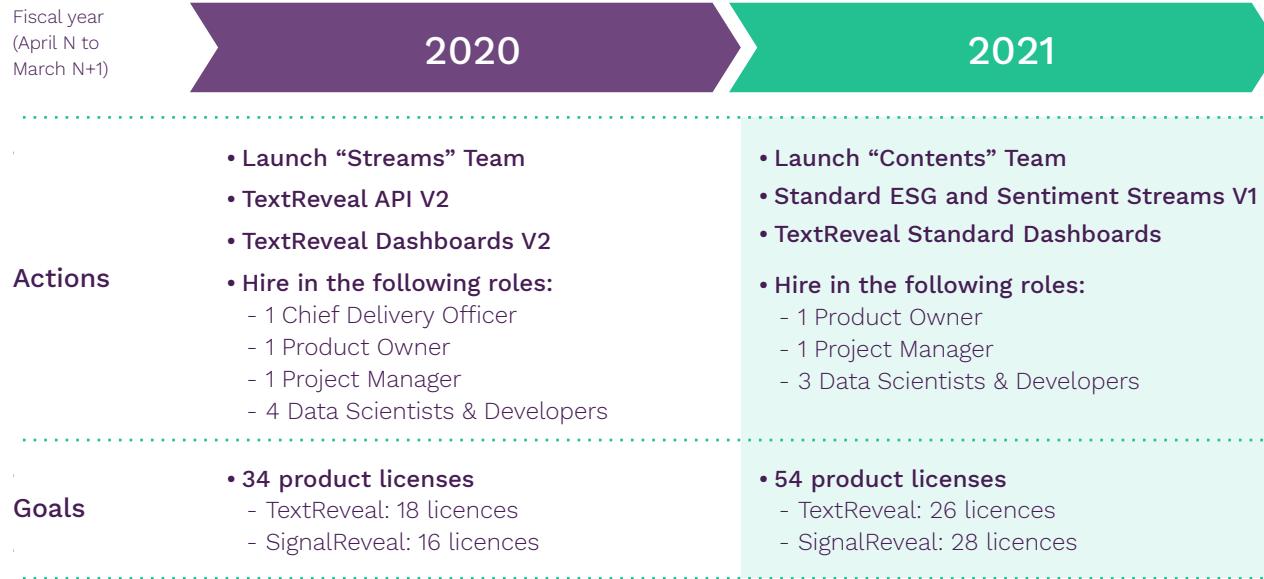
This capital will be specifically invested in Sales & Marketing and to scale our products



# Product Roadmap

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We intend to scale our products and develop easy to use overlays on top of them



# Sales Roadmap

We plan to scale in the US and to open new subsidiaries in the UK and Japan

Fiscal year  
(April N to  
March N+1)

Actions

Goals

2020

2021

2022

(+6 Sales)

- Hire 4 salespeople
  - 1 in UK
  - 1 in US
  - 1 Sales engineer
  - 1 Pre-Sales

+€410k / Y per Sales  
\* 2 = + €820k / Y

- Open office in Japan
- Scale activities in the US

- Hire 3 salespeople
  - 1 in UK
  - 1 in US
  - 1 in Japan

+€410k / Y per Sales \*  
3 = + €1,230k / Y

- Open office in the UK

2023

(+6 Sales)

- €14,571k in revenues

2024

(+8 Sales)

- €23,136k in revenues

2025

(+8 Sales)

- €34,720k in revenues

\*COVID-19 impact already included - Sales 50% lower in Q2, 25% in Q3 (conservative scenario)

## Relevant M&A Transactions

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Our market has boomed over the past 5 years, leading to very profitable M&A transactions



- **Date:** December 2019
- **Company:** Pyxis, leverage alternative data sources to generate actionable insights
- **Acquirer:** Bain & Company, international strategy and management consulting firm
- **Valuation:** Undisclosed
- **ARR Multiple:** Undisclosed

[Press release](#)



- **Date:** March 2018
- **Company:** Kensho, scalable machine learning, NLP and analytics systems
- **Acquirer:** S&P Global, leading provider of ratings, benchmarks, analytics and data
- **Valuation:** \$550M
- **ARR Multiple:** 50+ (industry feedback)

[Press release](#)



- **Date:** December 2018
- **Company:** Quandl, financial and economic data alongside a suite of alpha-generating alternative data.
- **Acquirer:** Nasdaq, major American stock exchange
- **Valuation:** ≈ \$75M (industry feedback)
- **ARR Multiple:** 15+ (industry feedback)

[Press release](#)



- **Date:** 2023-2025
- **Positioning:** SESAMM, leader in AI platforms dedicated to investment professionals
- **Acquirer:** financial software and/or data provider, stock exchange, asset manager or bank
- **Valuation:** >\$100M
- **ARR Multiple:** 10 to 20

# The Opportunity

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# S E S A M m

Bringing Big Data to the Financial World



Leader in modular AI platforms for investment



Strong and growing recurring revenues



Team of experts, ability to attract and retain high profiles



Major institutional clients in the US, Europe and Asia



Strong proprietary technologies and trademarked products



A vision for the future, backed by processes



# SESAMm

Bringing Big Data to the Financial World

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