



ack for
the
moon

Generative AI for
Industrial Knowledge
2M€ Seed 2023



Team



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Lead 10+ industrial companies

[Daniel Chaffraix](#)
IBM & Cap Gemini
1B+ deals

[Philippe Urien](#)
Avea
15M€ ARR • 30M€ Revenue

[Germain Gaschet](#)
Sharpstone
100M€+ non-dilutive financing



Mission

Industries are investing billions to decarbonate & consolidate their global value chains.

Learning fast at scale was already a driver for performance, it is now a must-have for sustainability.

Generative AI not only changes how Knowledge is produced & consumed, generative AI redefines Knowledge.

Our customers are building the future of Industry...

...we are building the future of Knowledge with them.



Industrie du Futur program
(Airbus Atlantic)

“Prepare the future with
a high level of **expertise**”

1000M€

Budget over 4 years



**A.V.E.N.I.R.
project**

“Get it **right**
the first time”

500M€

Budget yearly



**KM
program**

“Be the benchmark for **learning**
companies”

800M€

Budget over 10 years



Value proposition

Industrial Grade Generative AI powered Q&A platform



Save time
by providing
quick answers



Derisk
by providing
right answers



Secure
knowledge
continuously



Scale
across complex
organisations





Market

“Generative AI is likely to have the biggest impact on knowledge work, particularly activities involving decision making and collaboration, which previously had the lowest potential for automation.”

McKinsey · [The economic potential of generative AI: The next productivity frontier](#) · June 2023

We target
40M workers
in Europe

Within **industrial companies > 250 employees**
in advanced Manufacturing (hightech, telco,
aerospace, defense, auto...), Energy (nuclear,
renewable, grids...), Transport & Infrastructure
(rail, heavy engineering...), Chemicals, Banking &
Insurance, Pharma & Medical, Services &
Consulting...

Our AI use cases have a potential
100B€ impact
in Europe

Within Industrial companies > 250 employees
in **core business** use cases within Product R&D,
Manufacturing, Supply chain & operations,
Software Engineering, Corporate IT, Risk, Legal &
Compliance, Talent & Organization...

We expect a
20B€ market
in Europe

Within Industrial companies > 250 employees
that plan to **accelerate & derisk** their core
business by **saving 2 to 50 days** per year per
employee with a Knowledge generative AI
that must be

**Trustworthy,
Compliant and
Sovereign.**

150M+ workers worldwide

375B+€ impact worldwide
of a staggering 3500B€
total expected generative AI impact

75B+ market worldwide
of a staggering 3500B€
total expected generative AI impact

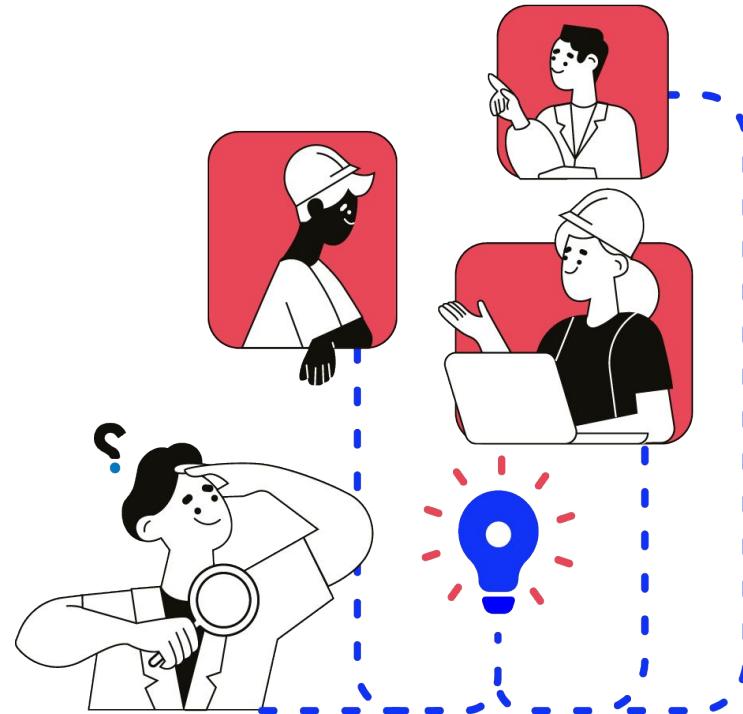


Product

Our **Trustworthy, Compliant & Sovereign** generative AI is called **ELM**, the **Enterprise Language Model**. It is designed to enable simple, fast & human-centric knowledge sharing & capitalizing at scale.

- 1. ELM** assist people to Ask
the right questions at the right time.
- 2. ELM** provides the right answers
that come from the right colleagues
and follow the right compliance workflows.
- 3. ELM** ensures answers
are validated & curated by the right experts
and reused by everyone through teams, languages and time.

ELM =
Custom trained open source **LLM**
for NLP categorization, translation & rewriting
+
Proprietary **Ontological Engine**
for mapping, sourcing & matching





Example

The One Question that made Framatome sign a 5 years contract for 3000 seats with us :

Martin: In neutronic Model X, I have a bug while modelling an incident within the reactor core. How can I fix the bug ?

Suzie: I already encountered this and fixed it by changing A and B in the model input file.



Martin: Thank you Suzie, I changed the Input like you said and it fixed the bug.

Anna: Hello @Suzie and @Martin. I'm the one who wrote this model X and it has been deprecated for 2 years. Even if you fixed your bug, your results will be WRONG !

This is the new model Y you need to use for your project. The doc is here ;)



Without ELM Wrong answer found in first circle.

With ELM Wrong answer invalidated. Right answer found from expert. Critical risk avoided. Tacit knowledge capitalized.

askframatome

#1

Best internal NPS of all tools

1/2

Day saved per week for experts

300% ROI
After 3 months

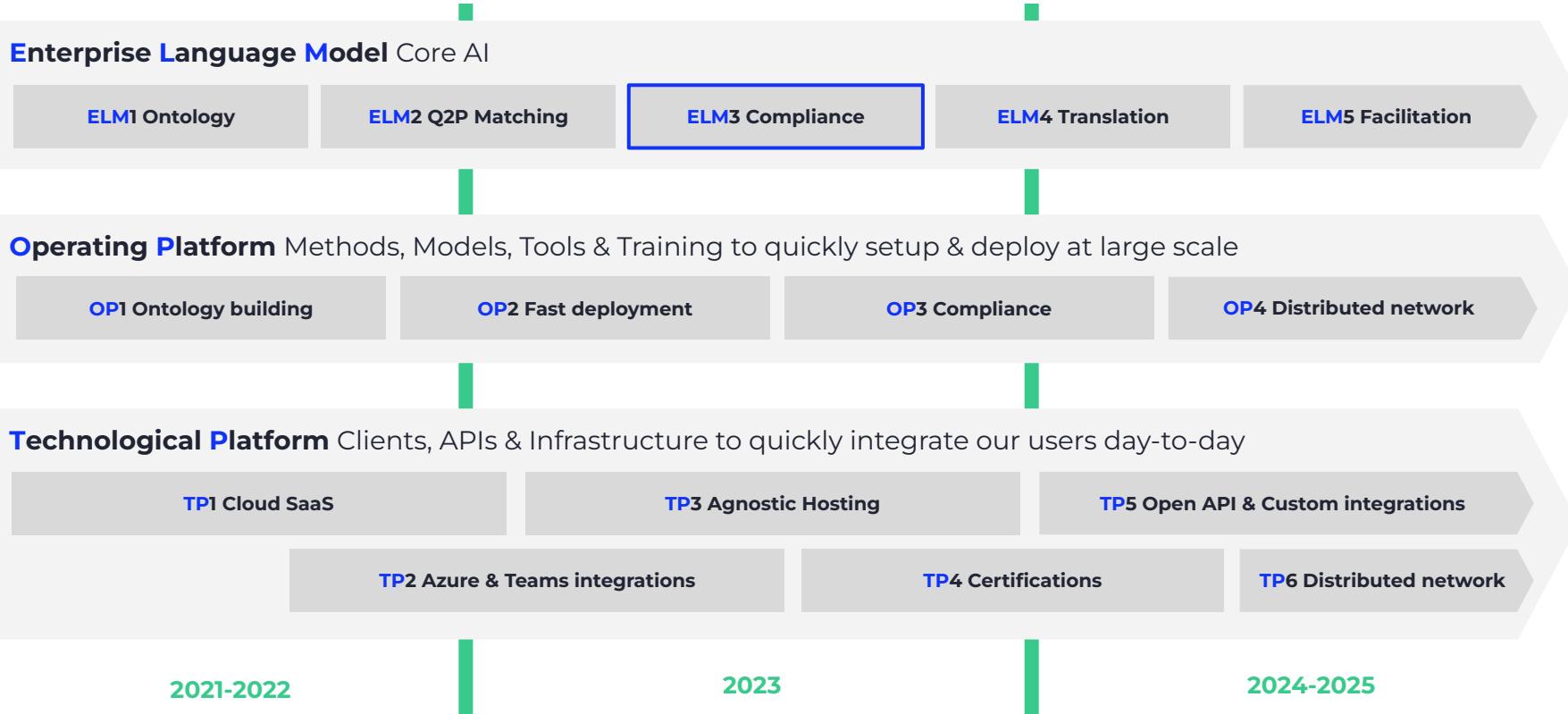
Next Steps :
USA & Germany

Goal :
9000 users



R&D Roadmap

Making our generative AI for Industrial Knowledge the reference : **Trustworthy, Compliant and Sovereign.**
Accelerate setup, integration and deployments at large enterprise scale AND SMB's scale.





Position



Revenue
\$124.1M

Product
Knowledge community

Target
Developers & Tech world

Generative AI	Yes
Community centric	Yes
Foundation LLM	No
Teams/Azure	Yes
Trustworthy	Yes
Compliant	No
Sovereign	No

Exit
Prosus 1.8B\$ in 2021



Revenue
\$1M

Product
Knowledge community

Target
Industry leaders & value chain

Generative AI	Yes
Community centric	Yes
Foundation LLM	No
Teams/Azure	Yes
Trustworthy	Yes
Compliant	Yes
Sovereign	Yes

Exit
Thales, Dassault Systems, Cap Gemini.



Revenue
\$200M

Product
Chatbot

Target
Wide B2C & B2B

Generative AI	Yes
Community centric	No
Foundation LLM	Yes
Teams/Azure	Yes
Trustworthy	No
Compliant	No
Sovereign	No

Exit
Microsoft 50B\$+



Growth

SaaS

Avg. license **72€/user/year**
Avg. setup **40€/user**

Target avg. license **200€/user/year**
Target avg. setup **0€/user**

Companies 250-2500 employees

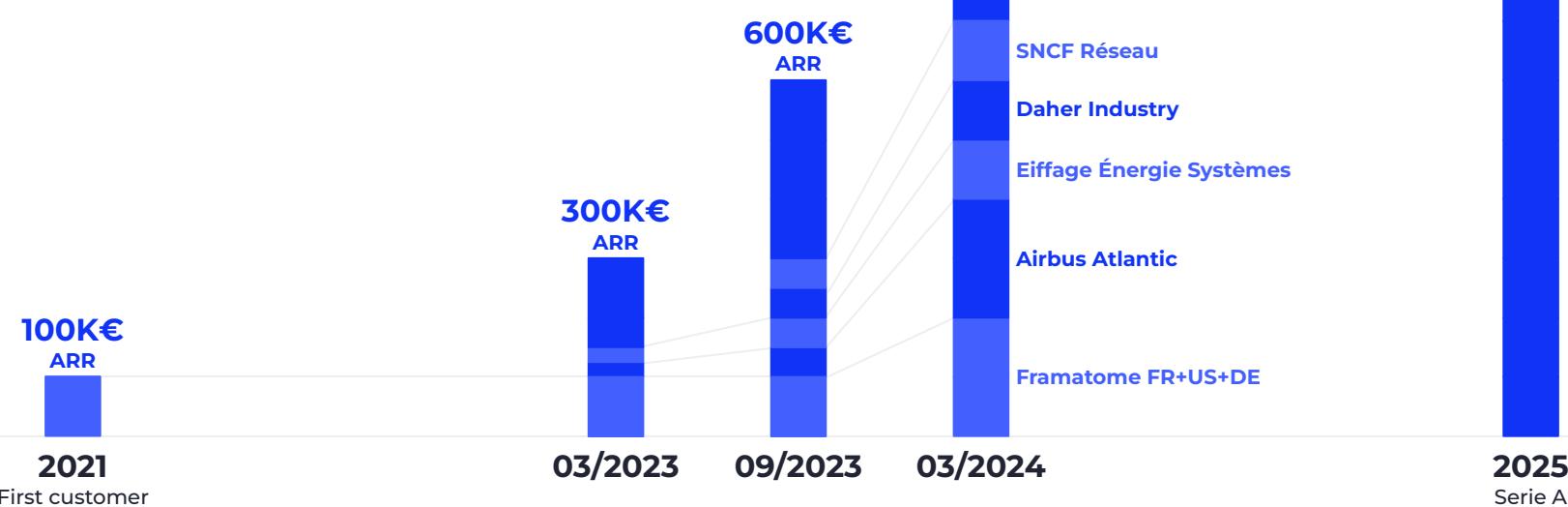
Avg. ARR **30K€**
Time to target **12 months**

Target avg. ARR **100K€**
Churn 0

Enterprises 2500-250000 employees

Avg. ARR **100K€**
Time to target **12-36 months**

Target avg. ARR **1M€+**
Churn 0





Pipe





Seed

We are looking for seasoned investors who believe in the future of industry & generative AI.

To build a **Trustworthy, Compliant & Sovereign** generative AI for industrial Knowledge that can be quickly deployed within enterprises from 250 to 100k+ employees.

2M€

Dilutive seed

Closing October 2023

1,2M€

Non-dilutive

Q4 2023

R&D Grant & Loan
Innov'up
CORAC (DGAC)

10M+€

ARR

Already in the pipe.

Investment Breakdown

40%	15%	20%	25%
ELM Core AI trained for critical industrial use out of the box.	OP Quickly setup & deploy at large scale	OP Quickly install & integrate users environments	OP Open new verticals (Defense, Automotive...) & regions (EU & NA)

ask for the moon



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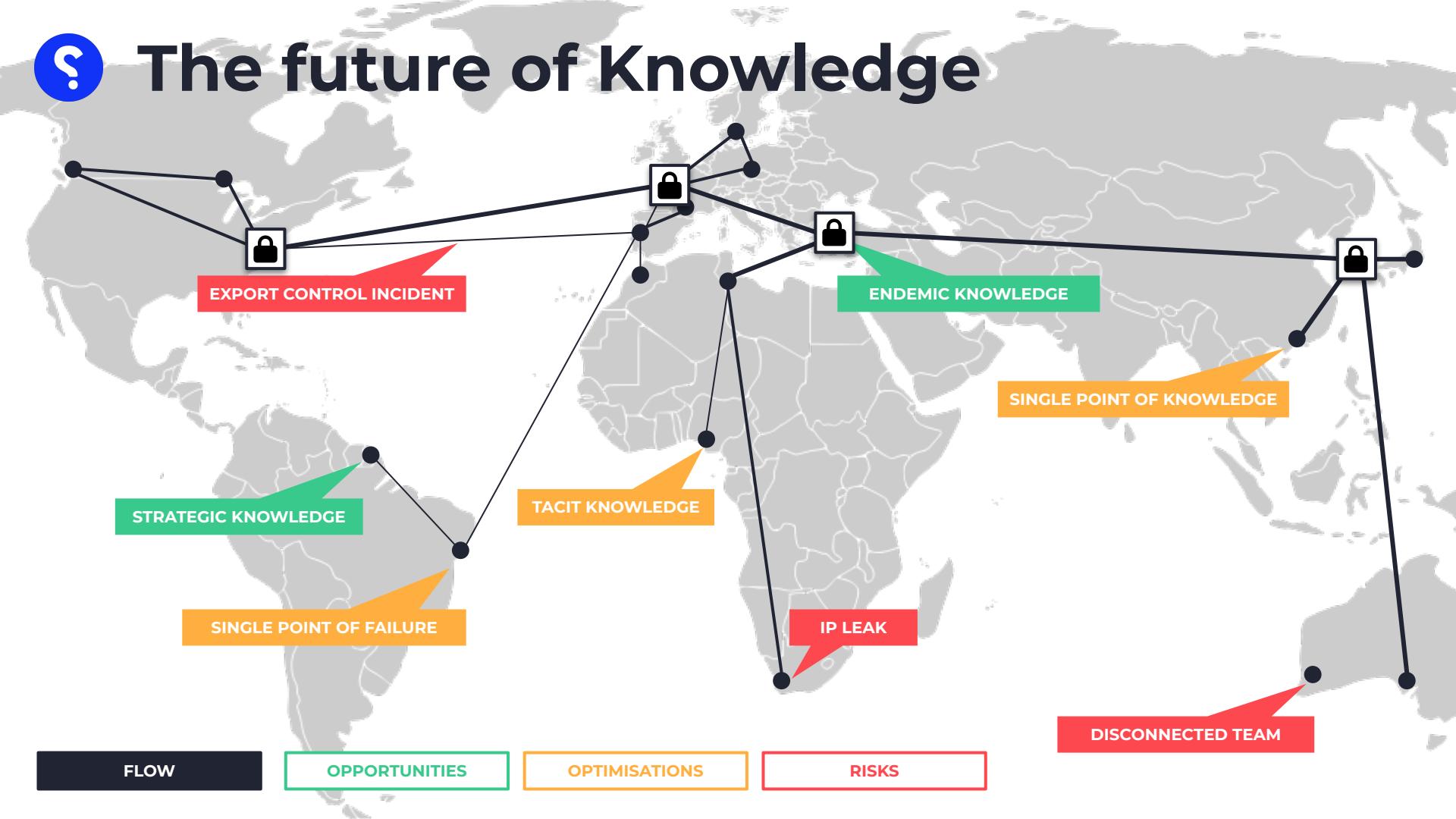


Financé par





The future of Knowledge



FLOW

OPPORTUNITIES

OPTIMISATIONS

RISKS