



ack for  
the  
moon

Share & Secure Industrial Knowledge  
**1,5m€ Seed 2023**



# Our customers

aşk



aşk **framatome**

aşk **BEAUDREY**

aşk 

aşk **VINCI** ENERGIES

aşk **SNCF**  
RÉSEAU



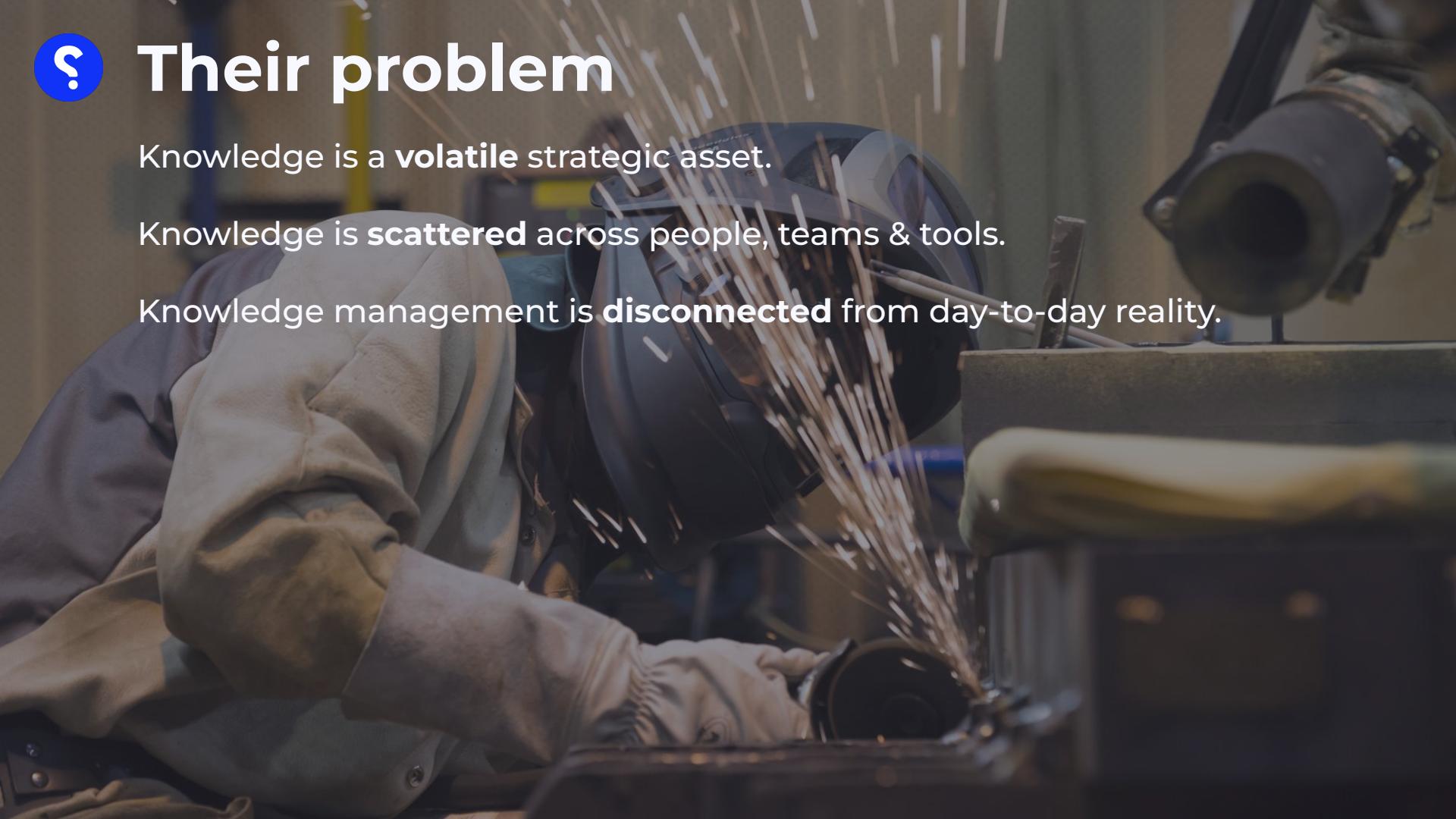


# Their problem

Knowledge is a **volatile** strategic asset.

Knowledge is **scattered** across people, teams & tools.

Knowledge management is **disconnected** from day-to-day reality.





# Our solution

Industrial Grade Question & Answer Platform



**Save time**  
by providing  
quick answers



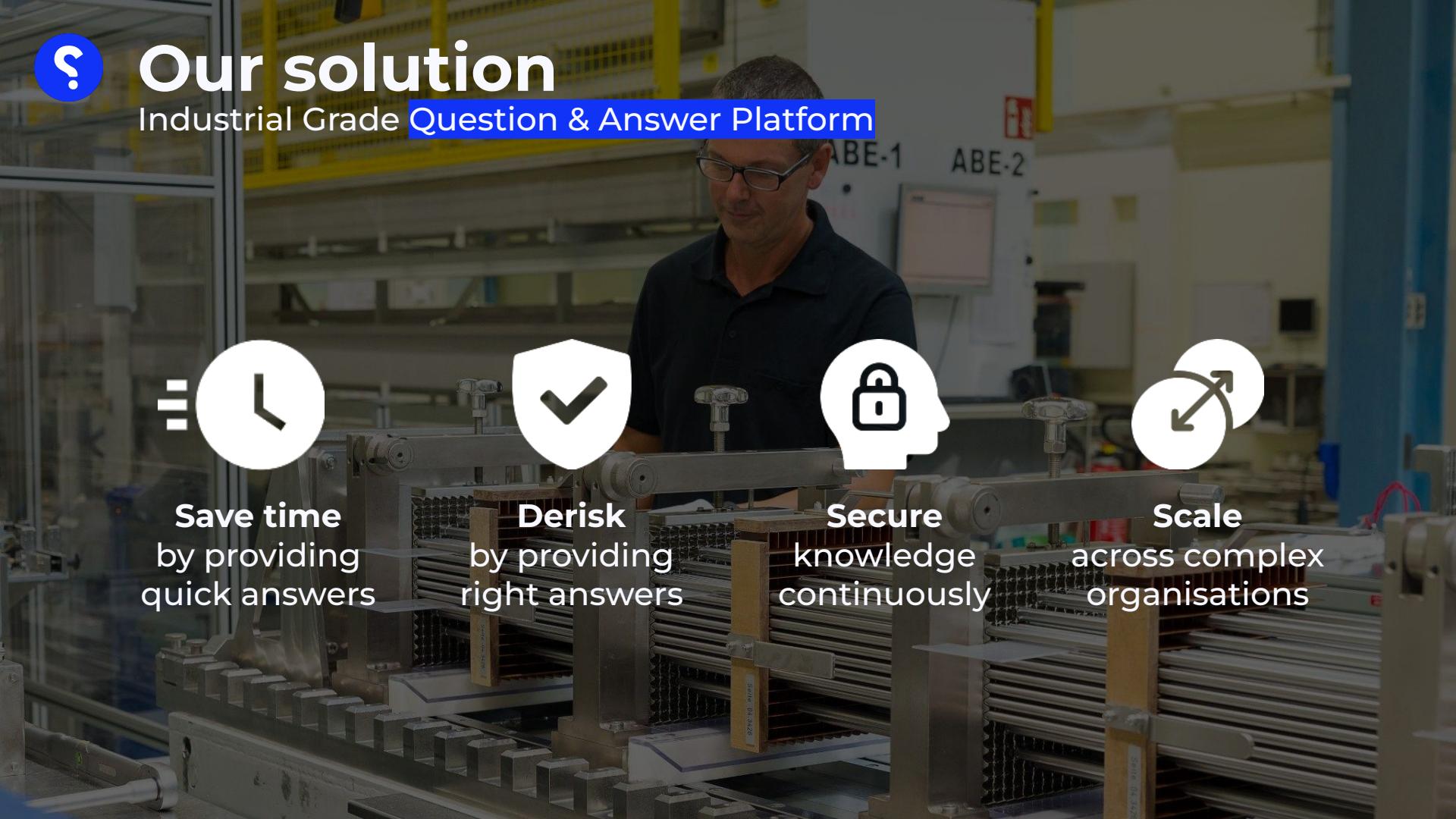
**Derisk**  
by providing  
right answers



**Secure**  
knowledge  
continuously



**Scale**  
across complex  
organisations





# Market size



\$42B

European Industries\* KM  
Expense 2022

21% YoY Growth



\$1,2B ARR

European Industries\*  
Tacit KM Systems expense 2026

1% of KM Global market size 2026



x2 YoY

Knowledge Management  
positions in France 2021-2022

\* Niche & Heavy Industries : Energy, Infrastructure, Automotive, Telecom., Nuclear, Aerospace, Defense, Rail, Pharma.  
Source: Internal · [Reportlinker](#), Global KM Industry, 2019-2021 · [Serda Conseil](#), Governance of digital information, 2022



# Market validation

## AIRBUS

**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

## framatome

**KM  
program**

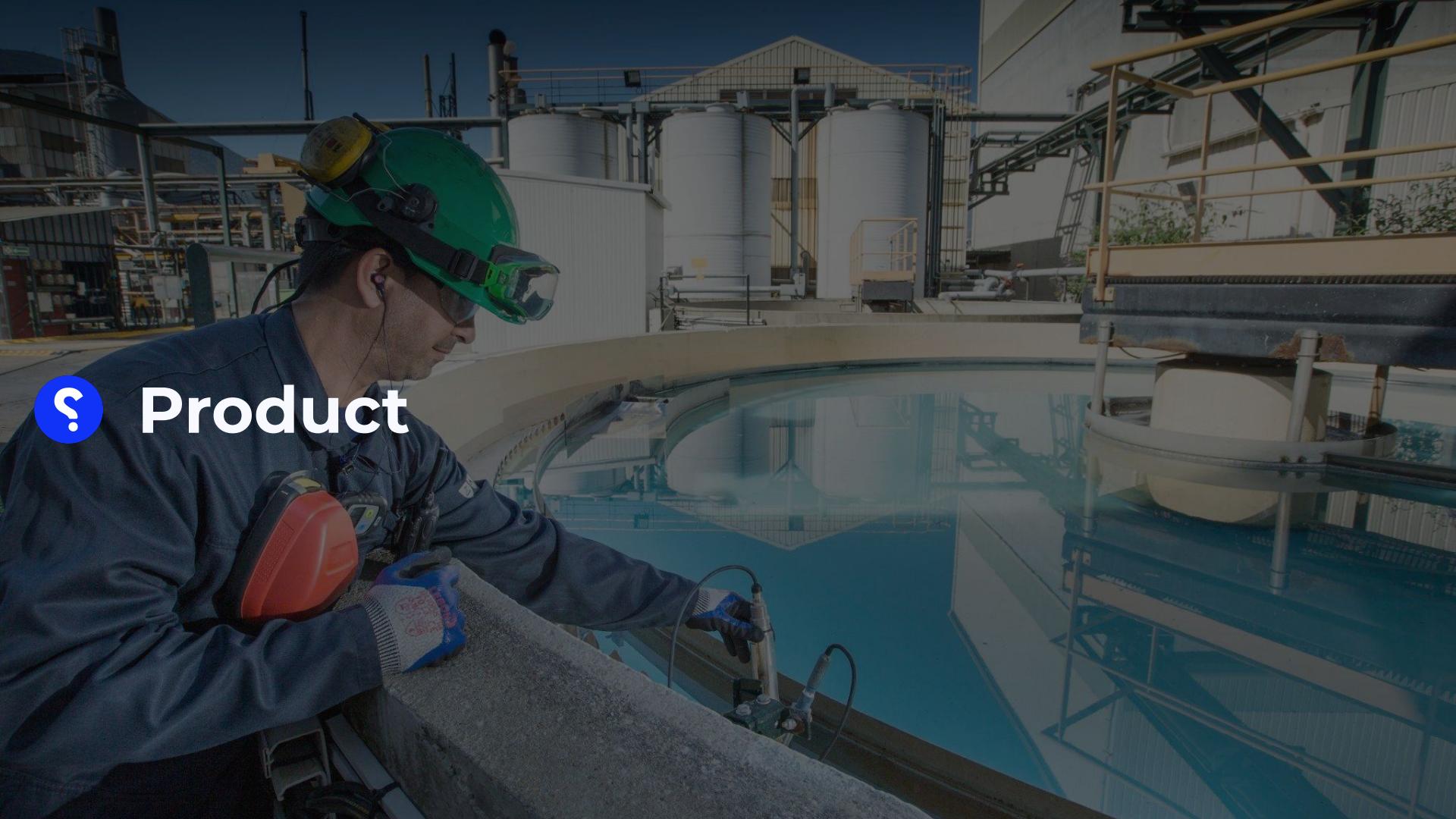
“Be the benchmark for  
**learning** companies”

**800m€**

Budget over 8 years



# Product

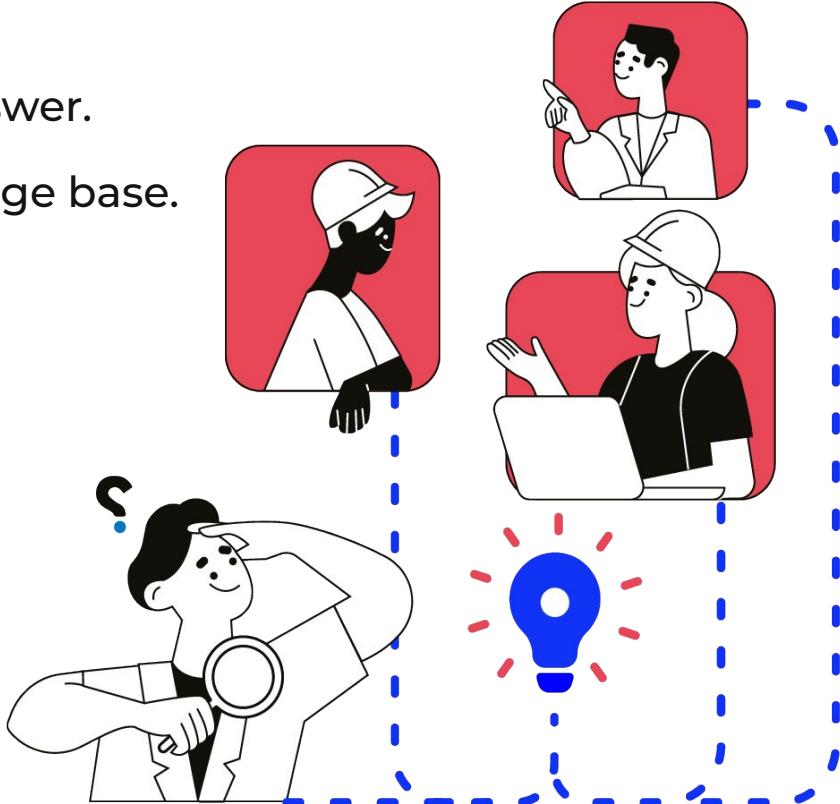




# AI powered Q&A platform

1. People ask questions.
2. The **AI** finds the right peers to answer.
3. Their answers enrich the knowledge base.

**Artificial Intelligence:**  
Ontological Engine,  
Collaborative Filtering, and  
Natural Language Processing.





# Human conversation

1. People ask questions when & where they work



2. The AI finds the right peers to answer (or the right answers if they already exist)

The screenshot shows a question posted by Adrien Grignon, Directeur BPO, asking about the bending radius for a plate thickness of 10mm. The question has 19 views, 2 answers, 1 validation, and was saved 8 hours ago. Below the question, there is a section for 'Approved answers' with a message from Thibault Narcisse, Ingénieur R&D. Thibault's answer states: 'Usually we take radius = 2 times thickness, so 20mm here. But depending on the manufacturer and its machines, you can go to 1 time (quite rare).'. This answer is marked as approved. At the bottom of the screenshot, there are 'Thank' and 'Approve' buttons.

3. The right people talk together at the right time



4. The right answers are peer reviewed and reused forever





# Deep integration



Share & secure knowledge  
by **text or video**  
on **mobile and desktop**  
from **field or office**  
with integrations to every  
business, processes & tools.





# Business model

We deploy through complex organizations in 3 phases

1

## Proof Of Value

Educating customer  
& proving strong ROI

3 months  
~300 users  
**~30k€ ARR**

2

## Industrialization

Planned deployment  
driven by customer

6 months  
~1000 users  
**~100k€ ARR**

3

## Scale

Organic deployment  
driven by self-service

Unlimited users  
**100k€ - 5m€ ARR**



# Roadmap towards self-service

Accelerate scale through industry verticals with Product Lead Growth.

2022

Q&A Ontological Engine

2023

2024

2025

2026

Custom Integration & Compliance

Planned deployment

Enterprise Ontological Engine

Translation, confidentiality control, quality control...

Ontology Marketplace

Integrations Marketplace & Certifications

Sovereign Hosting

Inter-Enterprise knowledge sharing

Self-Service Deployment

Use Case Marketplace

Freemium



# Competition





**Revenue**  
\$124.1M

**Product**  
Q&A Platform

**Target**  
Developers &  
Tech world

**Messaging**  
Build your  
organization's knowledge  
for the future.



**Revenue**  
\$17M

**Product**  
AI-powered  
Q&A Platform

**Target**  
Large enterprises

**Messaging**  
The right knowledge.  
From the right people.  
At the right time.



**Revenue**  
\$65M

**Product**  
Collaborative  
knowledge base

**Target**  
Mid-market

**Messaging**  
Where knowledge  
and collaboration  
meet.



**Revenue**  
\$0.5M

**Product**  
AI-powered  
Q&A Platform

**Target**  
Industry leaders &  
SMBs in their branch

**Messaging**  
The right questions.  
At the right time.  
To the right peers.



# Competitive advantage



## Human centric

We make people love  
Knowledge Management



## ROI

We prove strong returns  
from the first weeks



## Powerful AI

Our ontological-engine  
is a reference



## Build with leaders

Our platform is developed  
with industry leaders



## Loved by SMBs

Our platform adapts to  
every company size



## Employer Brand

We attract  
top talents...



# Core team



**Alexandre Storelli**  
CTO  
[Ex-R&D Lead Lumen](#)  
Polytechnique & Stanford



**Hélène Hémon**  
CMO  
[Ex-Acquisition TikTok](#)  
Sciences Po & Télécom Paris Tech



**Eve Herrera**  
Operations Lead  
[Ex-Schneider Electric](#)  
INP Grenoble



**Clément Jaraud**  
Sales Lead  
[Ex-DB Groupe](#)  
EIGSI & Sup de Co



**Clément Dietschy**  
CEO  
[Ex-CIO La Ruche qui dit Oui](#)  
Télécom Nancy & University of Queensland



**Bénédicte Tilloy**  
Change  
[Ex-GM SNCF](#)  
Essec



**Ralph Montandon**  
Strategy  
[Ex-GM Global Switch](#)  
INSA & INSEAD

- Lou Chérensac**  
Fullstack Developer
- Lucas Boistard**  
Fullstack Developer
- Valentin Lacour**  
Fullstack Developer
- Laura Thierry**  
Change expert



# Results





# Ask Framatome

## Our results

User Count, last 3 months

1000

900

800

700

600

500

August

September

October

**395**

questions  
asked

**12596**

answer  
views

**1341.5**

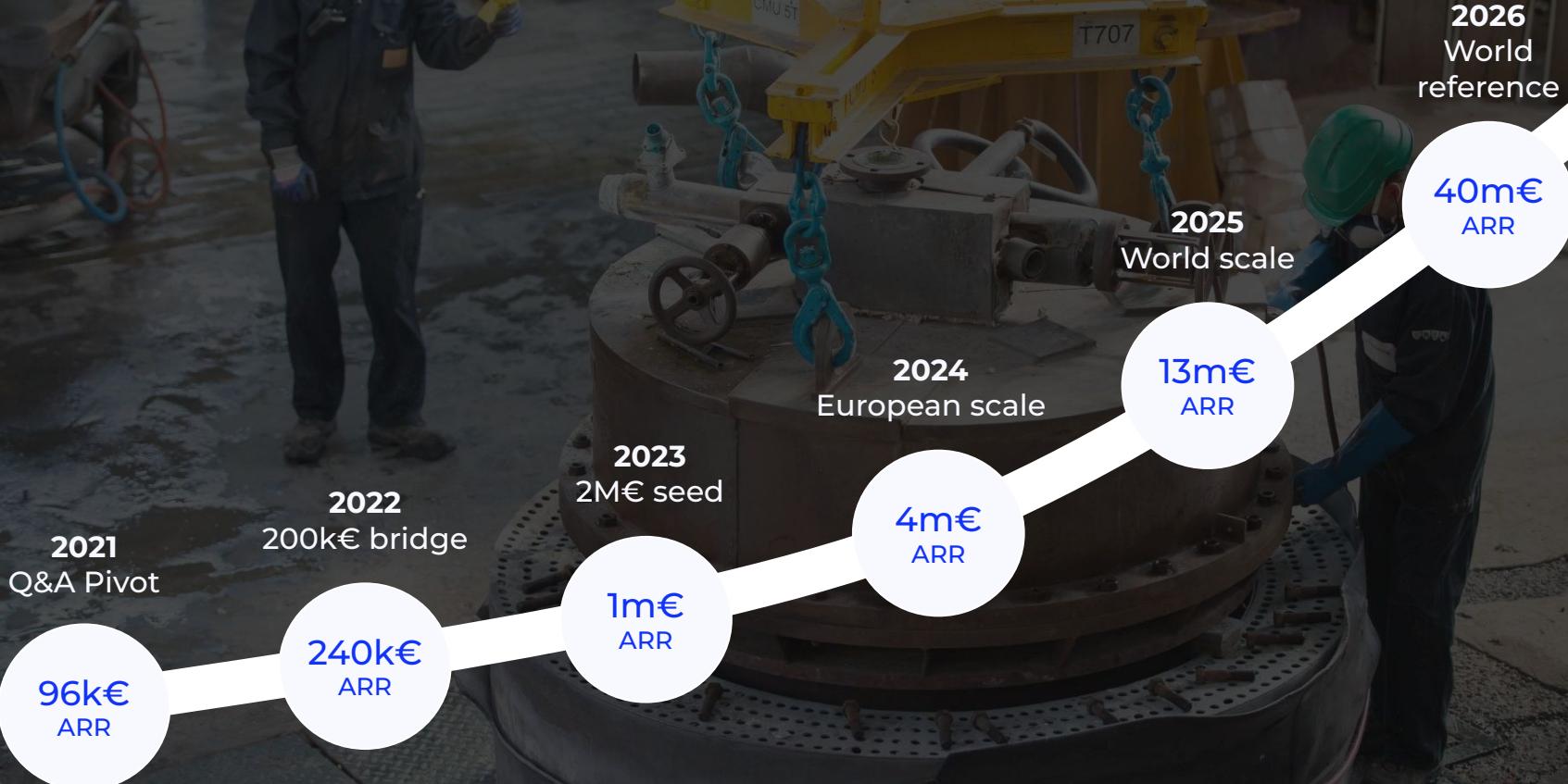
hours declared  
saved

**1 of 2**

less emails  
for experts



# Growth





# Financials

We are looking for seasoned investors  
who believe in industrial excellence & product lead growth.

**1,5m€**

Dilutive seed

Q2 2023

**0,8m€**

Non-dilutive

Q2-Q3 2023  
R&D Grant & Loan

**1,5m€**

ARR in 2023

Already in the sales &  
scale pipe today

Investment breakdown: **50%** tech platform · **20%** community platform · **30%** sales & marketing



# Sales pipe

aşk  EIFFAGE



aşk AIRBUS



aşk NAVAL  
GROUP



aşk DAHER



aşk SPIE



aşk ENEDIS



# ask for the moon



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**PARIS&CO**

**cap-digital**  
Paris Region

**RAISE·LAB**

**schoolab**  
INNOVATION STUDIO



# Annex : Testimonials



**Marianne Gallon**  
Talent Development Lead

“This is a quantum leap. For the first time, we share knowledge at the group level.”



**framatome**



**Romain Reboulleau**  
Knowledge Management Lead

“With Ask Framatome, we can finally observe and secure our knowledge, especially tacit.”



**Pierre Beche**  
Senior Technical lead

“The tool is simple and fluid. It saves time by avoiding repeating the same answers.”





# Annex : Press



“Industry 5.0 will put people back at the center and create a sustainable development of know-how and skills in the company.”



“Ask for the moon provides companies in leading-edge industrial sectors with tools to share and secure their knowledge in strategic areas such as nuclear, aerospace and defense.”



“A market is created in the capture and transmission of knowledge: A platform using artificial intelligence to connect an employee with a question with a colleague competent to answer it.”