

vispl^ore

WHERE DOMAIN KNOWLEDGE
MEETS DATA SCIENCE

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Exec summary

Building the leading tool for interactive data analysis in industry 4.0

Big impact: Visplore is the fastest data analysis tool making industry more efficient by enabling deep insights for domain experts without data science skills within minutes

Unique technology: the only tool for exploring big industrial time series data based on a mature technology stack and 50+ person years of award-winning research

Rapid global growth: 41 customers from 15 countries, 19 new in 2022.
21.8k MRR, with 85% MRR growth in 2022. Net Revenue Retention of 120%.
Strong growth potential within customers by scaling across plants.



Freemium model: Free version supports customer acquisition and referral effects between consultants and their enterprise clients

Experienced team: Award-winning founders working with industry for 15+ years
Fast-growing team to 12+ FTEs with balanced skills

Clear vision: Enabling everyone to build and share interactive reports in minutes
Summer 2022: Release introducing PowerPoint-like interactive data stories

Problem

Slow digital transformation in industry due to messy data and limited data science

Main obstacles to making industry processes more efficient are:



Gap between data science and deep domain expertise



Unclean data silos → 80% of effort is data preparation



Massive shortage of data scientists

“Only 32% of data available to enterprises is put to work”

The Seagate Rethink Data Survey, IDC, 2020

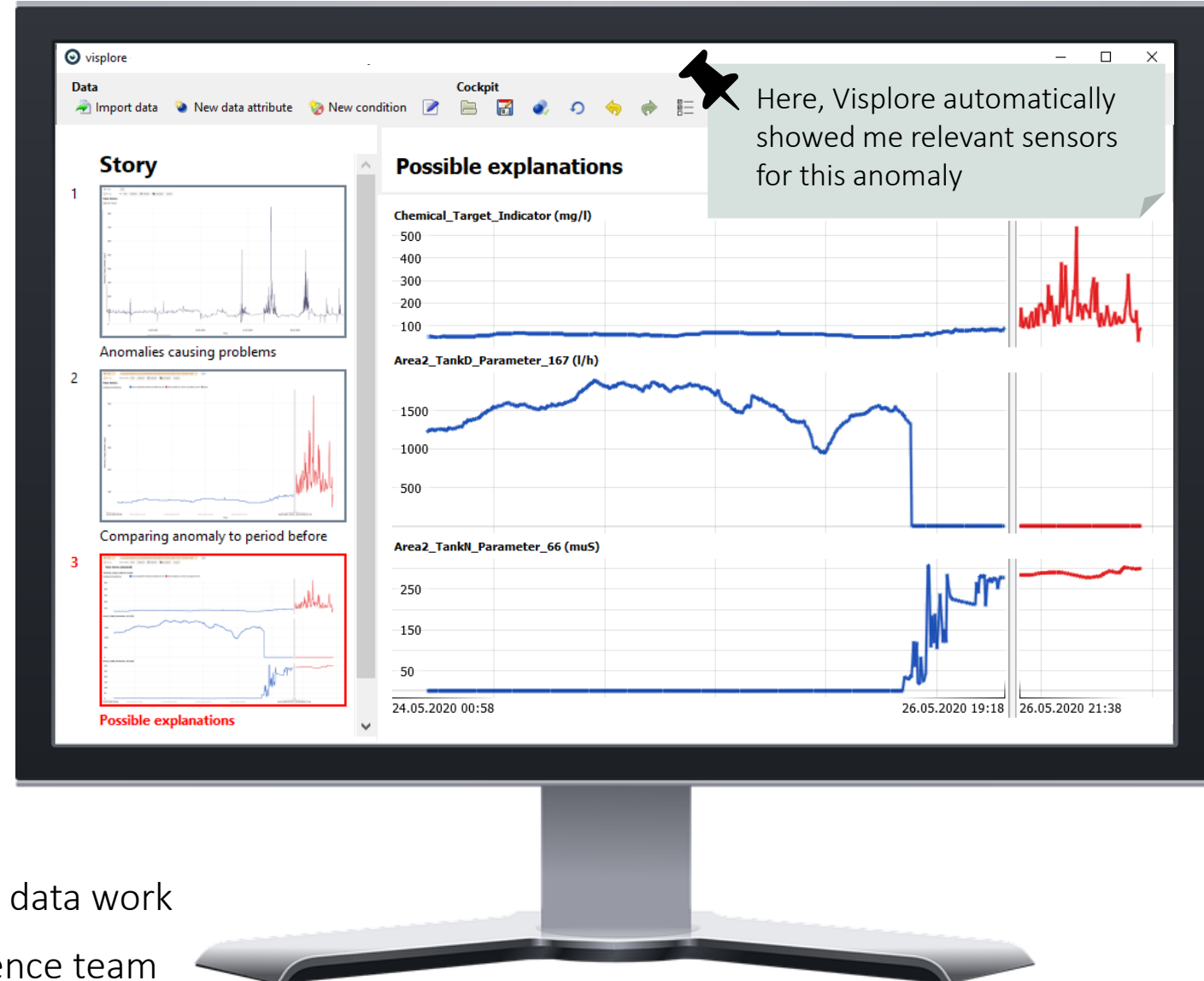
→ Empowering domain experts for analytics is key!



Solution

Visplore brings plug-and-play visual analytics to Industry 4.0

Visplore is a standard software empowering domain experts to get answers from messy time series data within minutes, and to share results as interactive stories - also without data science skills. Licensed as annual SaaS product, Visplore helps optimizing continuous, discrete, and batch-oriented processes in industry and energy.



Benefits

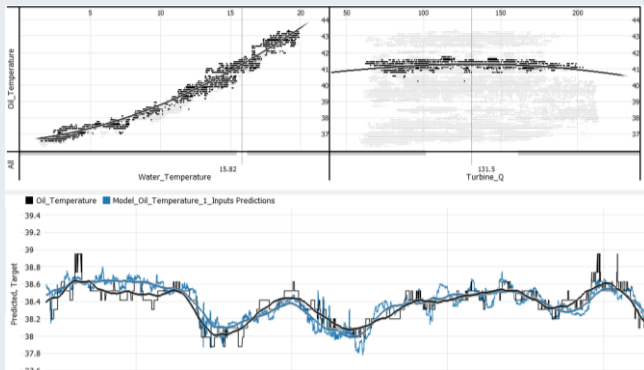
- ↑ Process efficiency
- ↓ Time spent on daily data work
- ↑ Data-oriented culture
- ↓ Burden on data science team

Solution

Visplore provides tangible results for the customer's workflow:

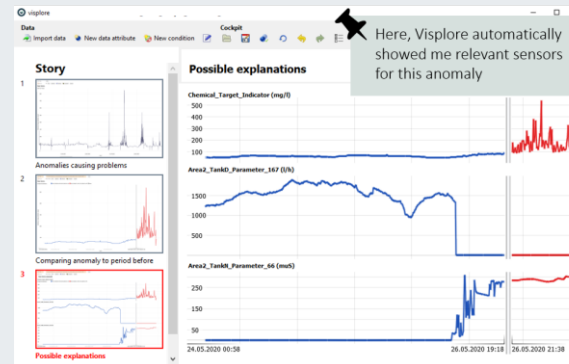
Deep no-code analytics

High-performance off-the-shelf tools for deep analysis of process- and contextual data from live sources.



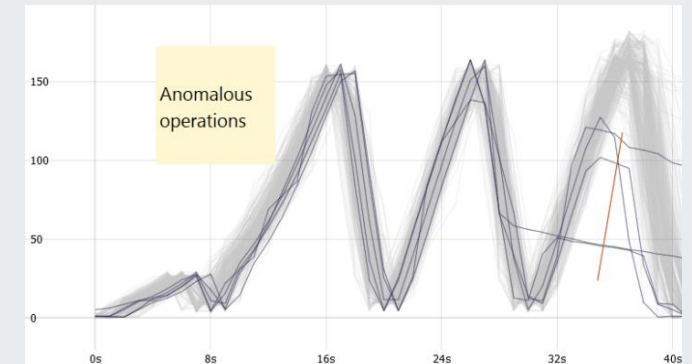
Interactive reports

Sharing analysis results with everyone as interactive visual data stories, with zooming, drill-down, filtering, ...



Data labels for AI projects

Labeling massive time series and recurring patterns with ease, then using the labels for data science.



Answering the "what" and the "why"

Reproducibility of results and KPIs

Tuning AI on sensor data

Solution

Example: Optimizing press strokes in manufacturing



Challenge:

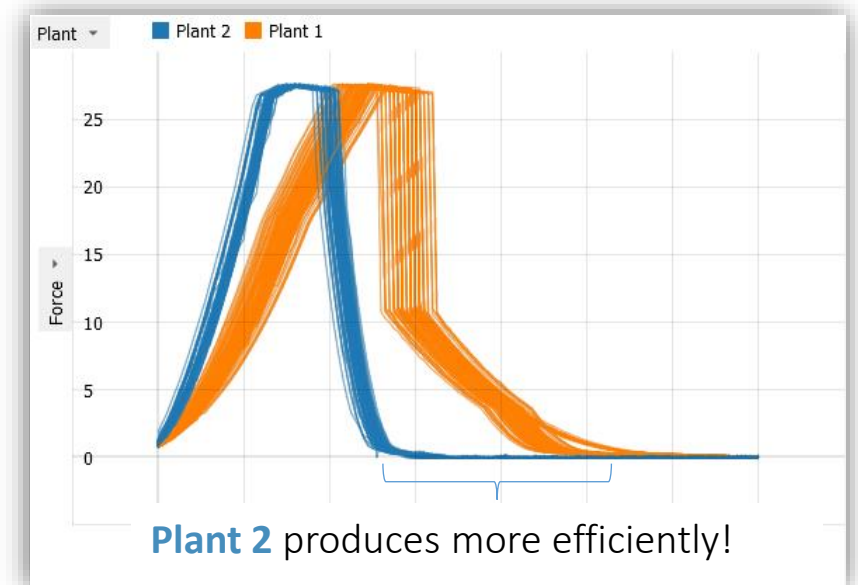
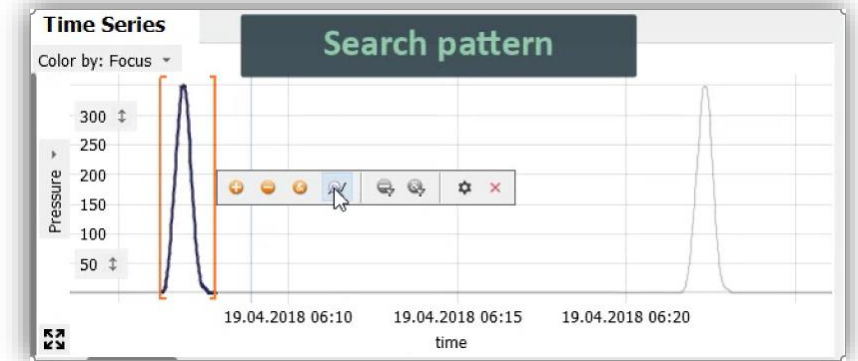
Extracting and comparing hundreds of press strokes from process data across plants was prohibitively time-consuming before using Visplore.

Result of 1h Visplore analysis:

20.000€ less energy cost per press/year

"Visplore has become a standard software for data analysis at RHI Magnesita."

Thomas Reiterer, Head of R&D SMART



20.000 € saved per press / year

Product

USP: Rapid answers from massive industrial time series data and beyond



Ready-to-use tools for industry 4.0



Process any kind of time series data



Novel big data visualization methods



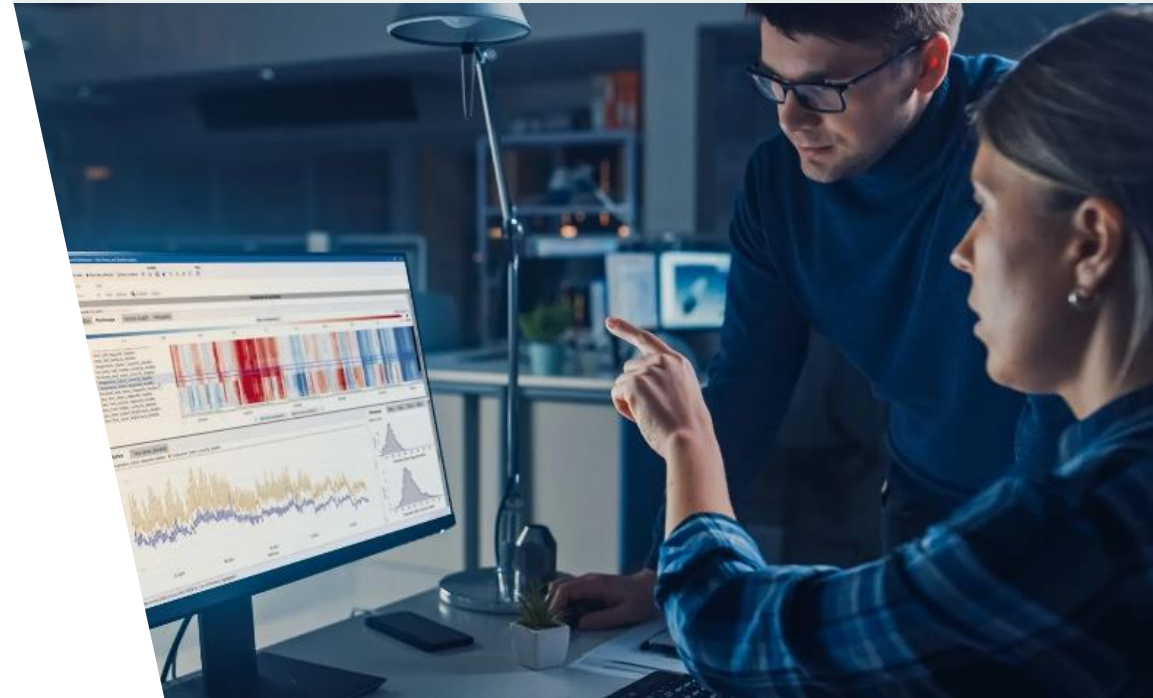
Unique performance for millions of data records



Enabling AI applications by data cleaning and labeling



Video: Visplore in a nutshell




Easy integration with enterprise workflow

Positioning

Only Visplore enables domain experts to explore massive sensor data



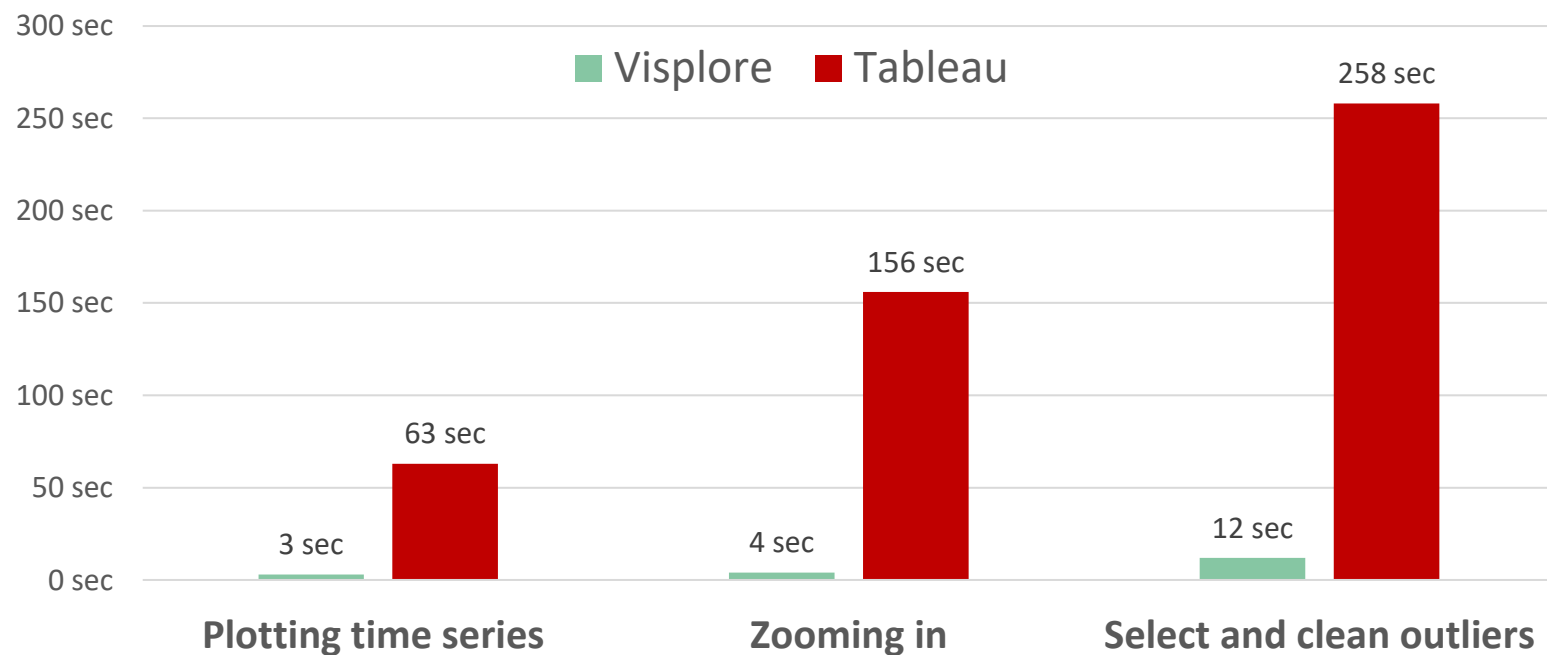
Interactive exploration of 10+ M data samples	✓	✗	✗	✓	✗	✗
Analyze sensors in context of categorical data	✓	✗	~	~	~	~
Pattern search and root-cause analysis	✓	✓	✗	✗	✗	✗
Plug-and-play tools for predictive modeling	✓	~	✓	✗	✗	✗
Interactive data labeling and cleansing	✓	~	✗	✗	~	✗

 [Read here why Visplore is different from BI Tools](#)

Positioning

High Performance as key USP

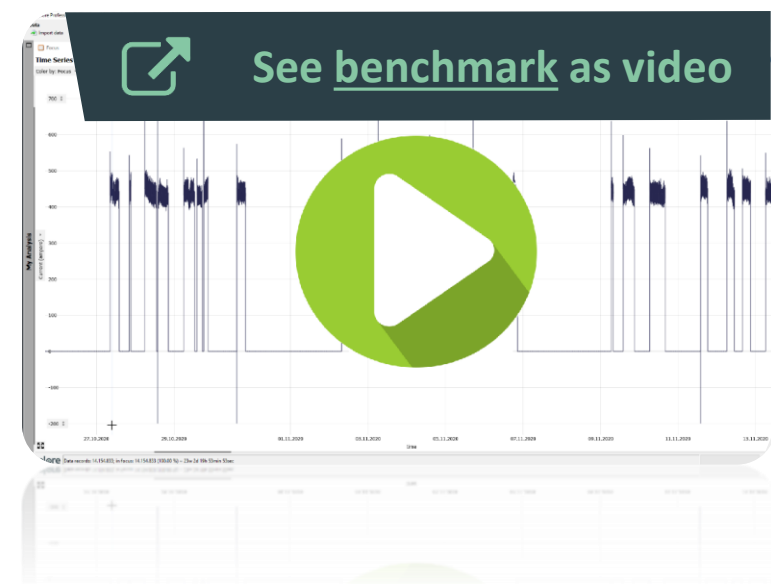
Benchmark of timings: Working with **14 million sensor values** in **visplore** vs. 



**Visplore is
20x faster!**

**Visplore is
40x faster!**

**Visplore is
20x faster!**



Market

Breakdown of addressable market

So far, Visplore has addressed two focus markets:



Enterprises in manufacturing and energy



Consultants / R&D service providers of all sizes

But: Our technology is not limited to specific verticals.



8bn €

TAM global in our focus markets

companies > 100 employees
in manufacturing + energy,
+ consultants in these verticals

2.4bn €

SAM global (serviceable part of focus markets)

Assuming reachable percentages of 20% - 50% per
vertical, based on current customer distribution

1.8bn €

TAM Europe in focus markets

Company

The company today.

21.8k^{*}

€ MRR

+85%

MRR growth
in 2022

41

License customers
from 15 countries

1200+

Downloads of
Visplore Free
(March 21 – June 22)

*including 2 customers in procurement after internal buying decision

Customer landscape

MAIN TARGET: ENTERPRISES IN INDUSTRY AND ENERGY

20 customers – ACV 10.000 € per year*

Upselling potential across plants: 50 – 150k per customer



*including 2 customers in procurement after internal buying decision

MULTIPLIERS: CONSULTING COMPANIES AND R&D

22 customers – ACV 3.000 € per year

Multiplier effects by sharing Visplore results with clients



Company

Scaling customers across plants

Most enterprise customers have multiple plants.

Scaling Visplore across plants is key to increase the basket size per customer.

Example

2020 

Licenses for 1 plant in
Frantschach, Austria

ARR: 10k

2021 

Extension for large plant
in Syktyvkar, Russia

ARR (combined): 25k

2022   

PoC in 5 additional plants ongoing +
talks about enterprise-wide rollout

ARR (combined): > 50k

+ extensions with further customers in discussion



Company

Increasingly global low-touch sales through inbound channels



Video marketing as proven funnel entry

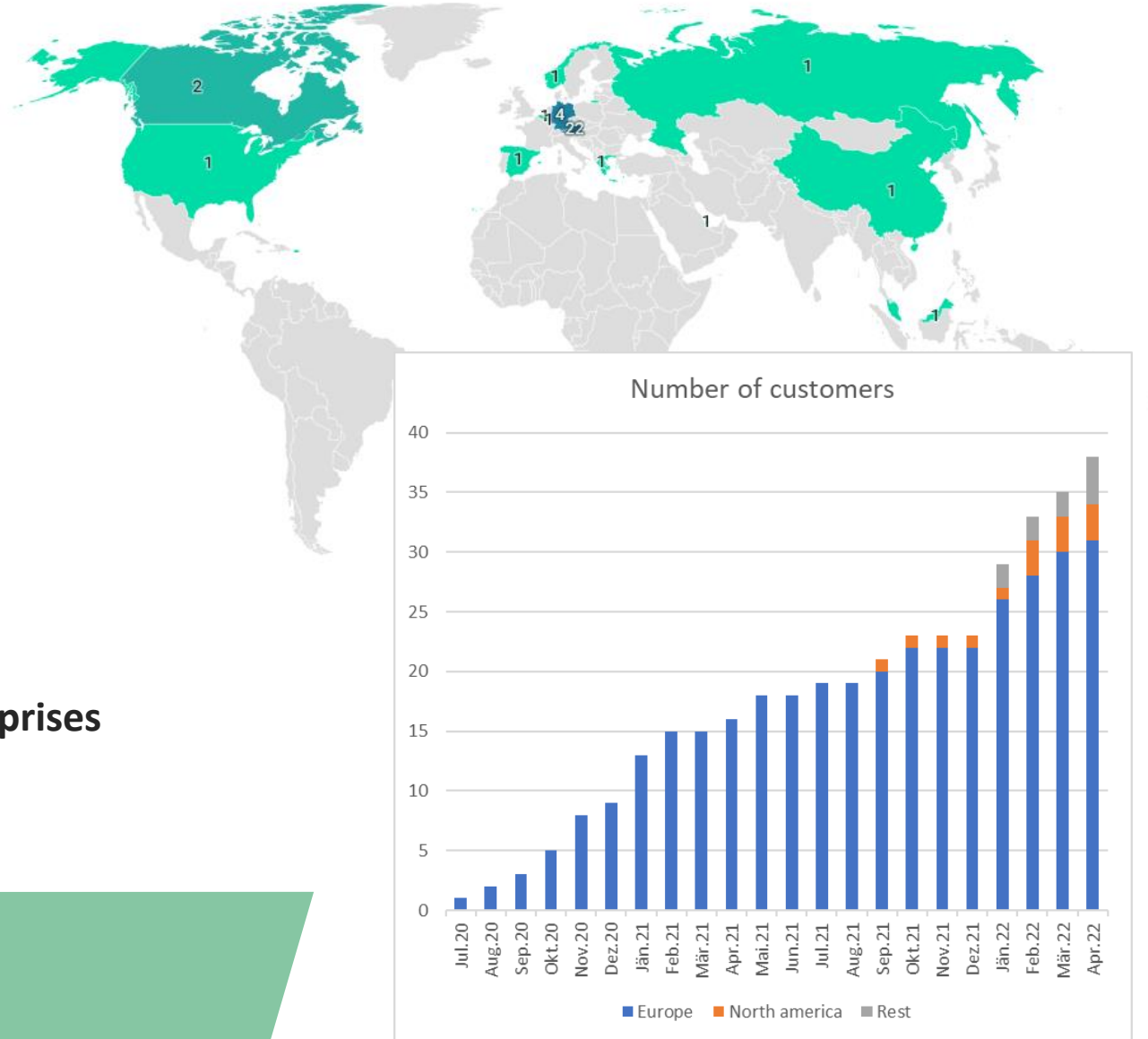


Awareness and trust by 100+
free version downloads per month

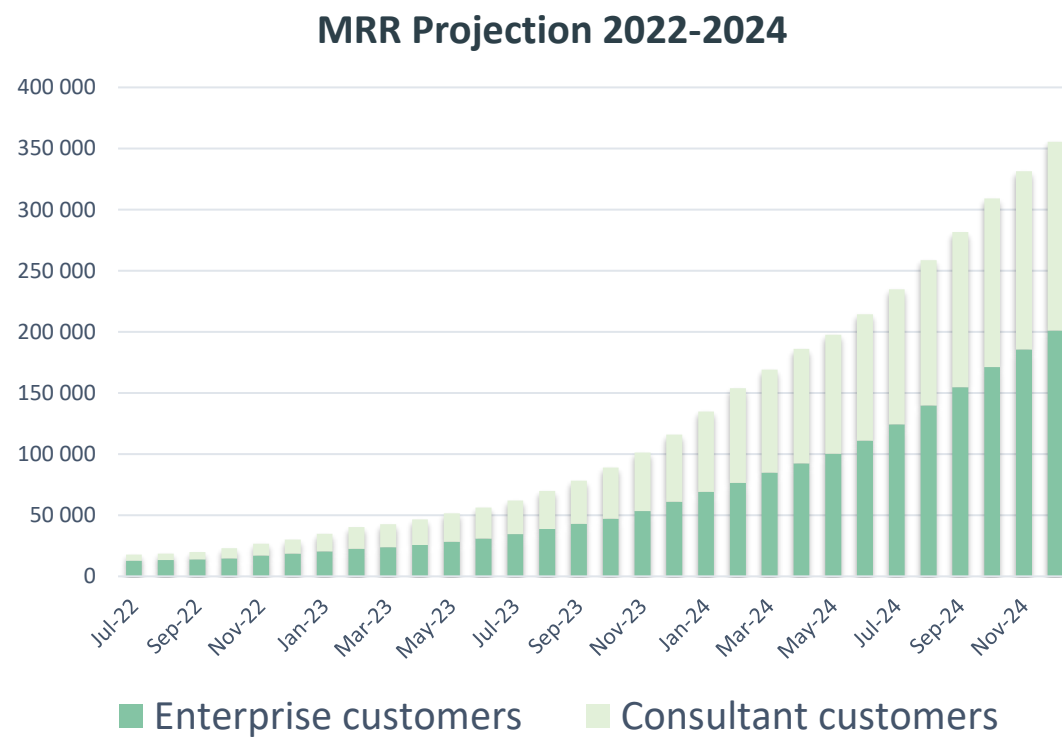
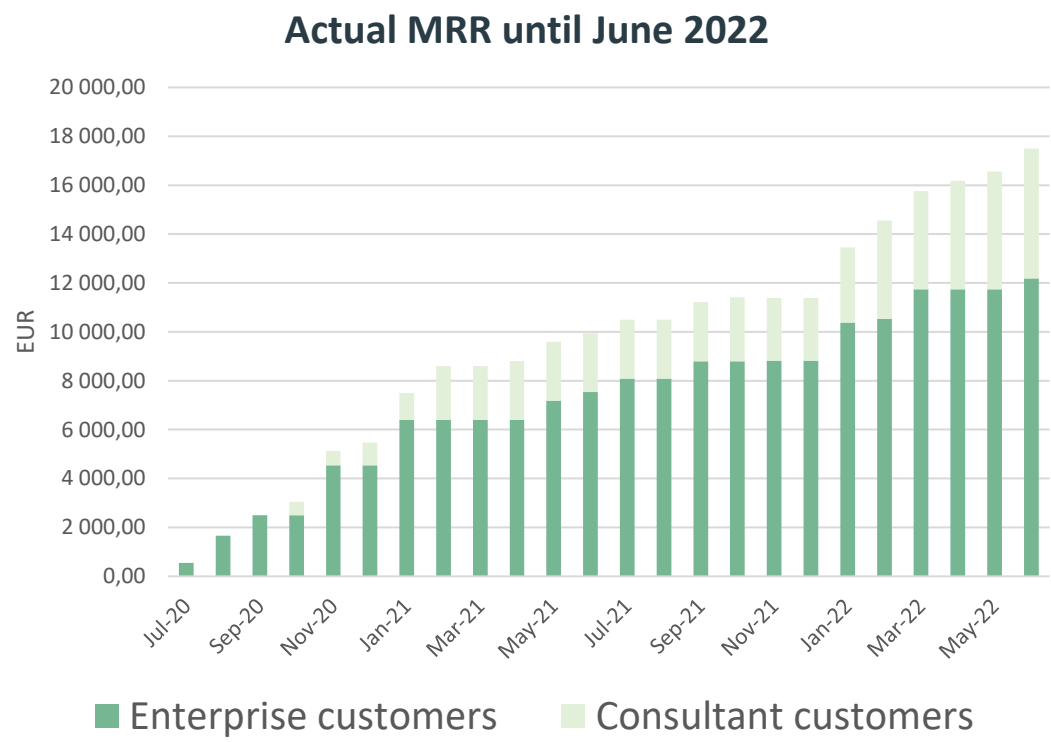


Referral effects between consultants and enterprises

+ 10 new low-touch customers in 2022



MRR Development

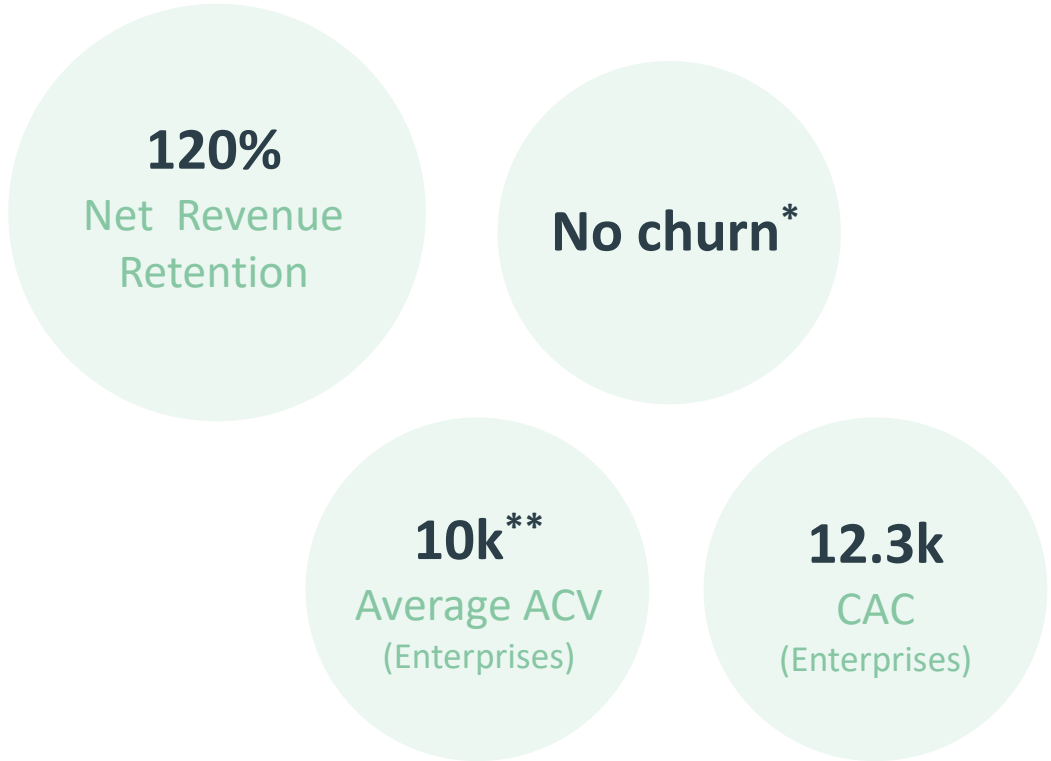


Financial Metrics

Profit and Loss

In 1000 EUR	2022	2023	2024
Revenue	268	922	3,293
CoGS	1	2	5
R&D	761	1,271	1,718
Sales & Marketing	399	871	1,378
General & Admin	342	481	629
Customer Success	118	275	502
EBITDA	-1,353	-1,978	-940

KPIs



* only exception: 1 academic researcher whose project ended, cancelled the subscription.
** including 2 customers in procurement after internal buying decision

Team

The team



Dr. Harald Piringer

Co-founder, CEO

Previously head of Visual Analytics group at VRVis



Dr. Thomas Mühlbacher

Co-founder, CTO

Previously PhD about Visplore at VRVis



DI Florian Spechtenhauser

Development Lead

Developing Visplore for 9+ years



Strong key hires

Noora Lehtonen, Operations Manager, former CFO at Pharazon Ab

Max Blöchle, Customer Success Energy, former research engineer at customer AIT Center for Energy

Dr. Raphael Sahann, project manager, former EU Project Lead, Federal Chancellery of Austria

Total 14 heads, 13 FTEs

8 development | 1 marketing
1 sales | 1 customer success
1 operations | 2 management

What's next

Upcoming release significantly broadens scope and user group



Create interactive presentations as annotated data stories within minutes



Share stories with anyone via Visplore Free



Build custom standard analyses on live data



Automate creation of PDFs

 [Watch a 3min teaser video here](#)



→ Making analysis workflows reproducible and KPIs more transparent

Release date:
Summer 2022

What's next

Product roadmap after release



Q1 2023

Interactive fusion of data sources

Non-data scientists can merge and align any time-based data from many sources in Visplore

↓ **Biggest pain in data projects**

Q3 2023

New product: Visplore server

Browser-based consumption and sharing of interactive data stories

↑ **For next-level upselling**

Q2 2024

Automation and customization focus

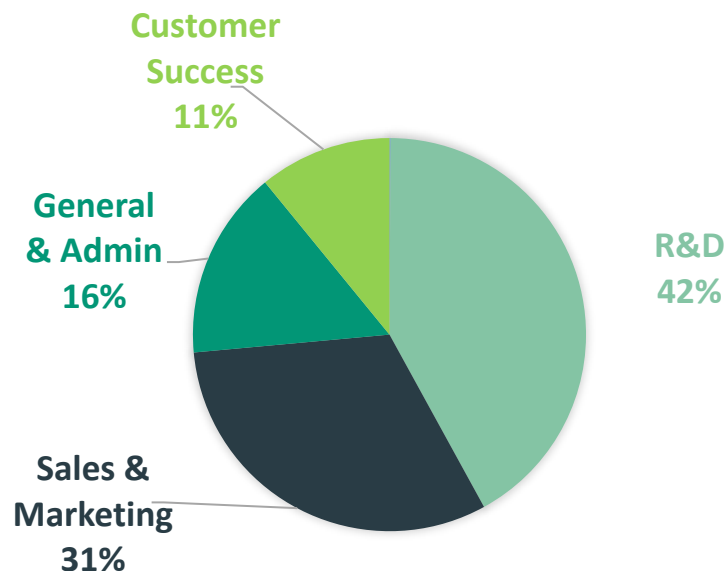
Extension of Visplore server for auto-generation of customized reports and data products

↑ **Enables volume-based pricing**

What's next

Now raising a **Seed Round: 2.5M€ - 3M€**

Use of investment money



Target KPIs to achieve by mid 2024

ACV: 18k (average, enterprise customers)

CAC: 6k (for enterprise customers)

MRR: 220k

Previous round

in Q1 2021: **1.5 M €**

matterwave 
ventures

Let's talk!



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Appendix

User success stories

Example of industrial data story

Details on competition

Details on market estimation

User success stories



Foundry

Casting Process Optimization

Challenge: rejects and high energy consumption in a complex casting process

Solution: concise overviews of process parameter changes and correlations

Result: insights reduced mold wear by 4% and heat energy by 5%



Energy consulting

Building a digital twin power plant

Challenge: extracting representative performance data from historic plant operation

Solution: flexible and fast selection and validation of plausible data

Result: 10,000 € less internal cost for data preparation per consulting project



“ Perfect for dirty sensor data. With Visplore, we give customers more insights for the same money.



When we need it fast, we use Visplore.



With Visplore, data preparation has become much faster, and the quality of the resulting data has improved



Thanks to its ease of use and high performance even with millions of measurements, Visplore has established itself as our standard tool for quality management in plants from China to South America.

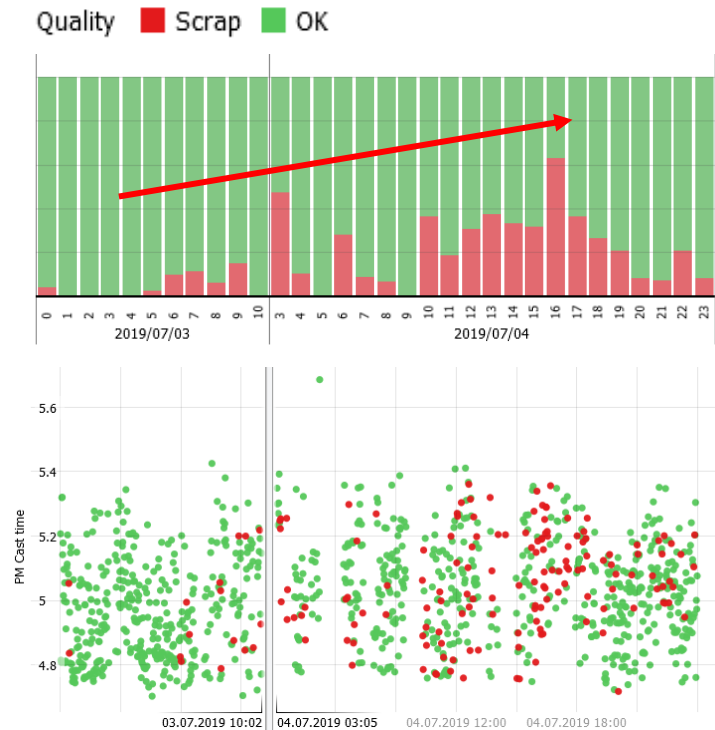


Appendix

Deep dive: industrial data story example

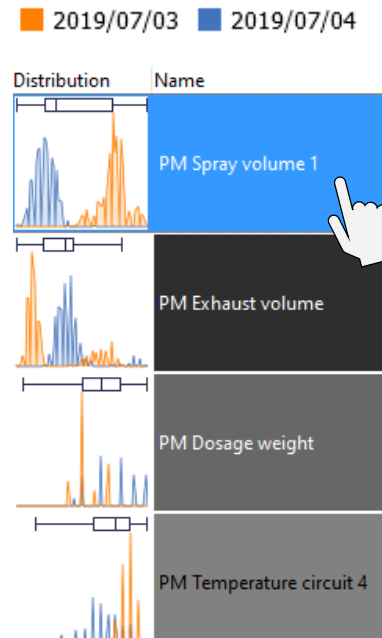
1) Foundry discovers increased scrap rate

Why? What changed from July 3 to July 4?



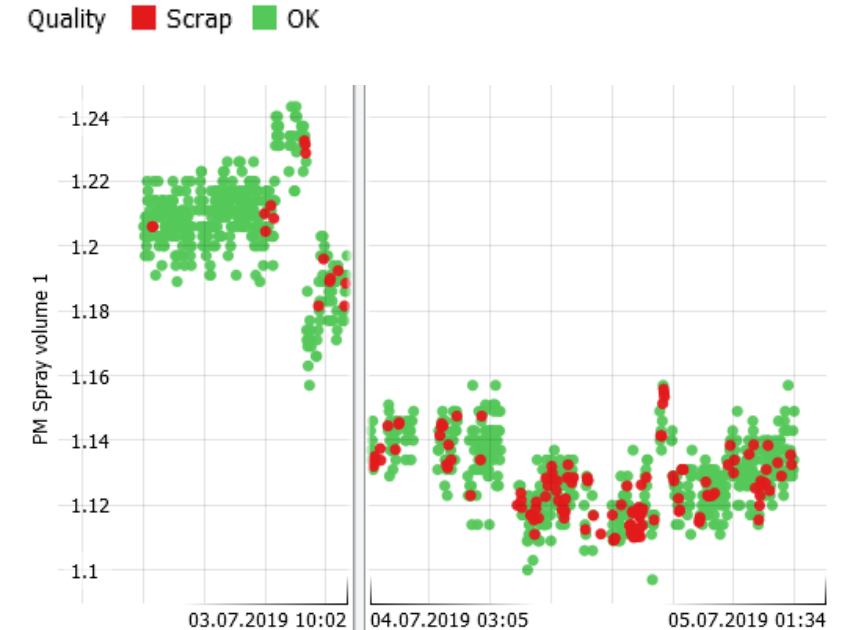
2) Comparing July 3 to July 4 for all sensors

Visplore automatically shows which sensors were different:



3) Reduced spray volume was identified as potential root cause

as potential root cause



Such analyses are what currently still makes up the bulk of the actual daily work with data of **process experts** and **consultants** in industry and energy systems and costs a lot of time.

Appendix

Only Visplore enables domain experts to interactively explore massive sensor data

Standardized reporting

IoT and sensor data

Analytics tools for standardized questions



visplore

Rapid exploration and preparation of big, raw time series

Interactive exploration



alteryx



Standard analysis of aggregated business data

General business data

Appendix

Market estimate details (SAM = serviceable addressable market)

Bottom-up estimate of main sectors



Enterprises, globally:

Based on all companies > 100 employees

Assumed reachable percentage (for SAM):

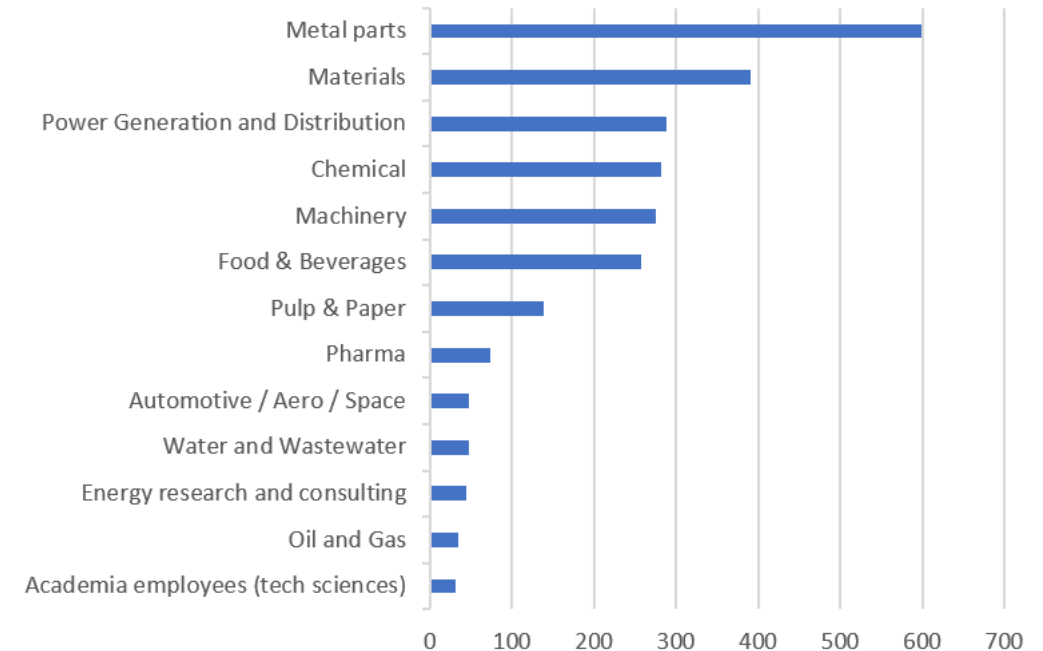
- 50% in sectors with multiple customers already
- 30% in sectors with at least 1 customer already
- 20% in sectors with no customers, but similar topics
- Assuming 50k ARR per enterprise
(includes planned product extensions)



Research / Academia / Consulting, globally:

- 5% of all employees in Energy consulting / R&D / academic employees in technical sciences
- Assuming 1k ARR per person.

ARR portion per sector. Sum = 2.4bn USD (SAM)



Sources of bottom-up numbers

ORBIS - <https://orbis.bvdinfo.com/version-202255/orbis/1/Companies/Search>