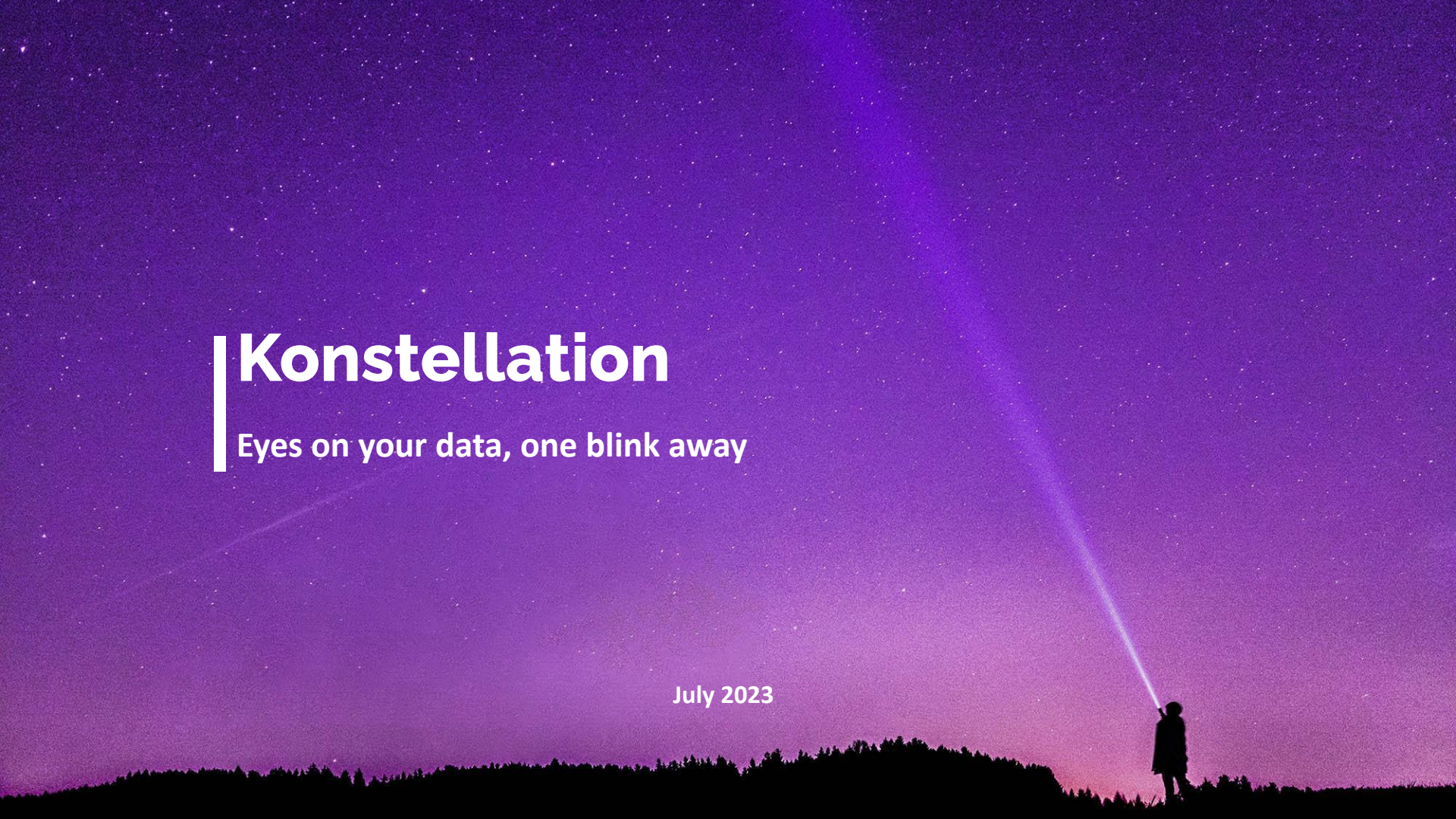


Konstellation

Eyes on your data, one blink away

July 2023

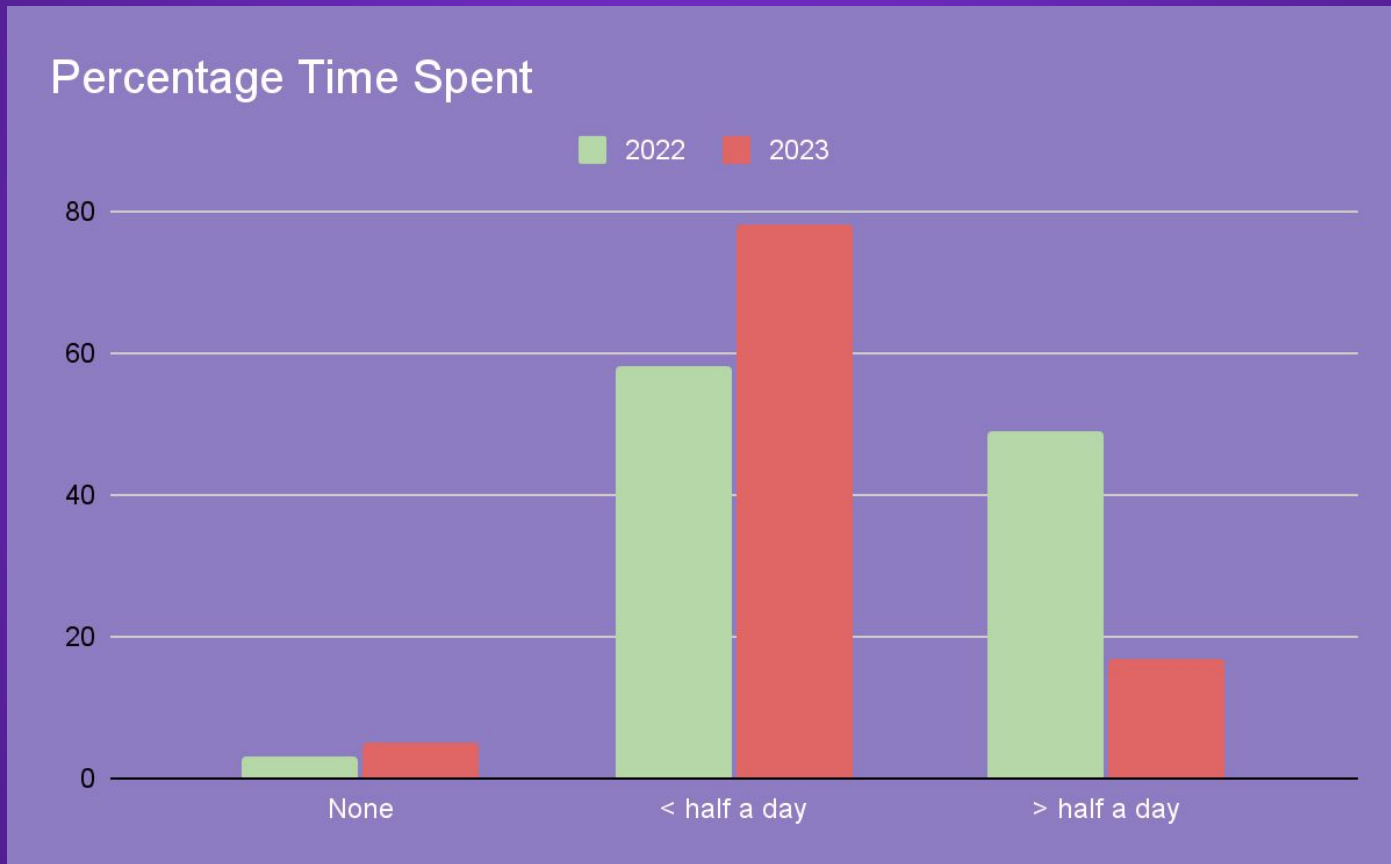


Million dollar decisions are made based on data everyday around the world. The number and the value of these decisions will increase exponentially with the continuous usage of AI.

On a typical day, more than 75% of data engineers spend more than **33%** of their time to check data quality.



In a typical day, what percentage of your time do you spend evaluating or checking data quality?



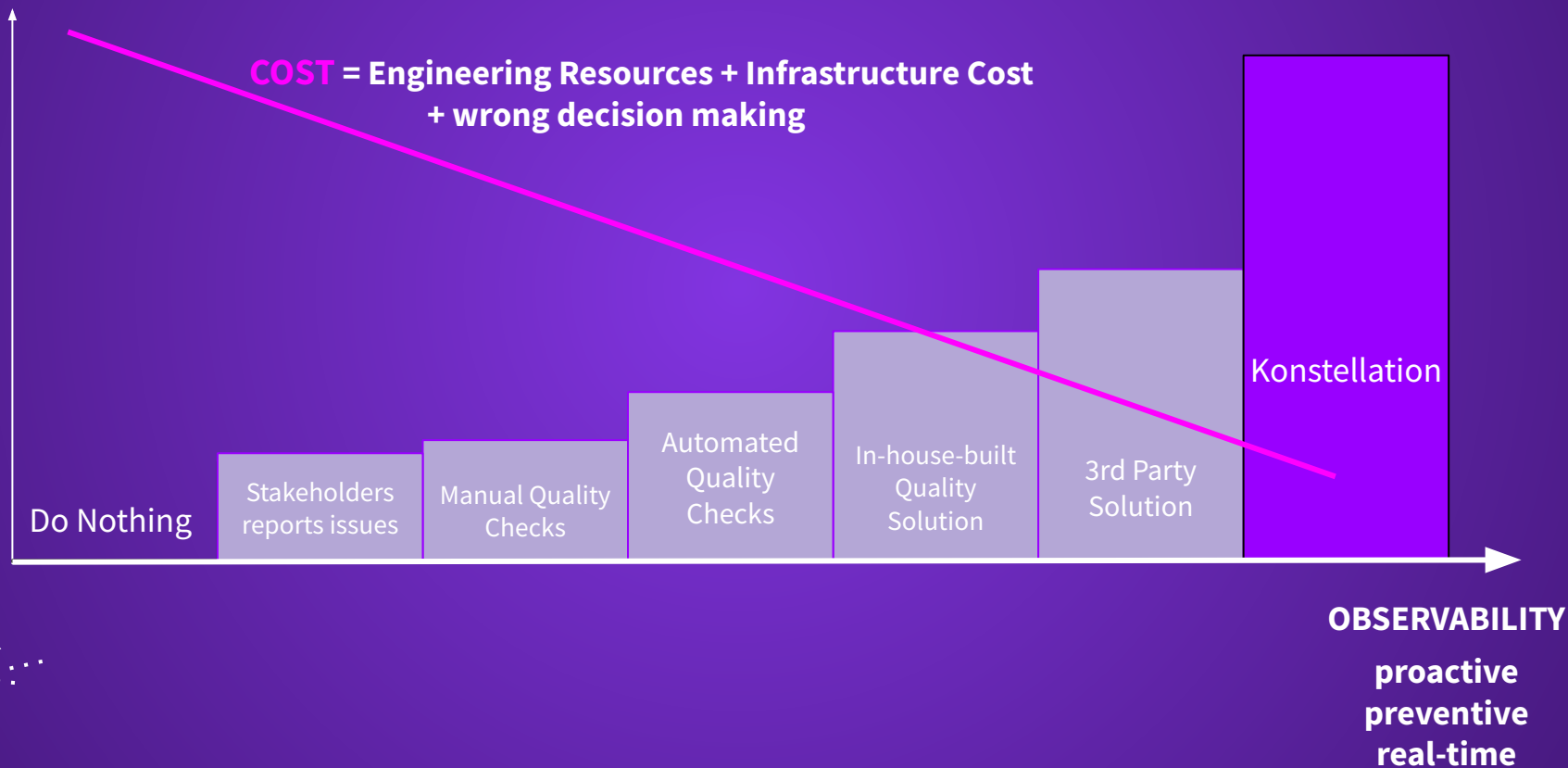
Data quality issues will always be there

There is **time spent** in both detecting a quality issue and fixing it. The longer the issue is not fixed, wrong decisions continue being made.

Spending a lot of time to detect and fix the data quality issues only better than not spending any time at all. Cost of a data quality incident outweighs the time saved from not doing anything.



MATURITY (of the product / solution)



Konstellation informs data engineers about the most relevant data quality issues with the correct priority and urgency and **proactively highlights areas that need attention.**

Konstellation works at the **maximum automation** level. There is no need for spending human-hours for data quality concerns once it's configured.

Konstellation is a plug&play application that requires minimum setup.



TEAM



Kursat Hosel

Data Product Management
Lecturer (Data Strategy)
Director of Innovation
CEO
Executive MBA

Co-founder, CEO

- Disney Streaming
- Haas School of Business
- Sinclair Digital
- Jingku Software, China
- Haas School of Business, UC Berkeley



Oxana Urdaneta

Director of Data Engineering
Senior Data Engineer
BI & Reporting Lead
Executive MBA (in progress)

Co-founder, CTO

- Disney Streaming
- Hulu
- Sproutloud Media Networks
- Boston University



Konstellation is a SaaS Business

Data quality issues will always exist. The customers will change their business models, their data will change, and their concerns about data quality will change.

Konstellation offers data observability enterprise software as a service. That means any business relying on data is a potential customer. And their changing needs will be addressed by Konstellation continuously, in a long-term relationship.

There are three segments that Konstellation targets:

1. 1K Fortune-500 and equivalent companies generating R
2. 5K smaller companies generating $R \times 0.1$ revenue compared to the first segment
3. 10K ML-driven companies generating $R \times 0.05$ revenue compared to the first segment

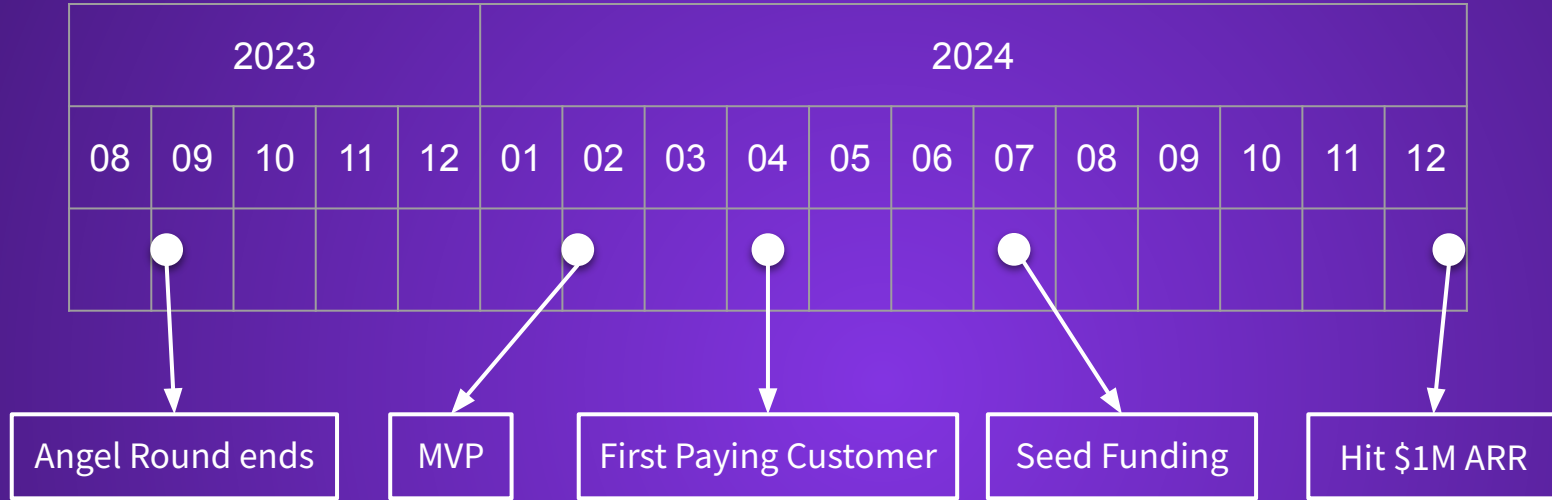
Total: $1000R + 5000R \times 0.1 + 10000R \times 0.05 = 2000R$

$R = \$1,000,000$ per year. (based on EVC of existing case)

TAM = \$2B



Roadmap



Konstellation will build the MVP in 6 months. The team is: Kursat, Oxana and five other data and software engineers.

Konstellation has already soft-committed customers which will shape the MVP within the pilot project.

After the delivery of MVP and successful pilot, Konstellation will target small & big potential customers to hit \$1M ARR before 16 months after its start.