Industry and market size: Global data analytics industry size is valued at around $300 billion. This considers the full scope of data generated across multiple segments/industries in the world and the amount of efforts being put into storing, processing, building, and consuming this data and its outputs.

- Industry Reports:
    - Fortune business Insights:
        - https://www.fortunebusinessinsights.com/big-data-analytics-market-106179#:~:text=The%20global%20big%20data%20analytics,share%20of%2036.92%25%20in%202023.
    - Market Research Future:
        - https://www.marketresearchfuture.com/reports/data-analytics-market-1689\
    - Global News Wire:
        - https://www.globenewswire.com/news-release/2025/03/27/3050375/0/en/Big-Data-Analytics-Market-Size-Expands-at-13-5-CAGR-Expected-to-Hit-725-93-Billion-by-2031-Driven-by-AWS-FICO-HP-and-IBM-The-Insight-Partners.html

- Technology Reports:
    - Healthcare data analytics industry size:
        - https://market.us/report/healthcare-financial-analytics-market/#utm_source=chatgpt.com
    - Customer analytics market size:
        - https://www.grandviewresearch.com/horizon/outlook/customer-analytics-market-size/global?utm_source=chatgpt.com
    - Automotive analytics market size:
        - https://www.industryarc.com/Report/17997/automotive-data-analytics-market.html?utm_source=chatgpt.com
    - Enterprise data management:
        - https://www.grandviewresearch.com/industry-analysis/enterprise-data-management-market

Revenue Streams

- Clearly define all sources of revenue. For each stream, include:
    - **Name of the Revenue Stream**: (e.g., Subscription Fees, Commission, Product Sales).
    - **Description**:
        - What is it?
        - How does it work?
    - **Target Audience**: Who is paying?
    - **Percentage Contribution**: Share of total revenue (if available).

Revenue Streams:

Type 1:

a. **Name of the Revenue Stream**: Subscription fee

b. **Description**:
    i. What is it? – Monthly/Annual Fee for access to our platform – Sia.
    ii. How does it work? – Users pay for access to Sia.
c. **Target Audience**: Who is paying? – Client – Enterprise with more than 200 employees and INR 50 Crores+ Revenues.
d. **Percentage Contribution**: NA

Type 2:

- **Name of the Revenue Stream**: Set up or Deployment Fee
- **Description**:
    - What is it? – Charge to the customer for setting up Sia in their own premises/cloud environment.
    - How does it work? – To address data security/privacy concerns, enterprises do not want to use the SaaS solution but would rather want to have a version of Sia operating in their own cloud. Hence, we deploy Sia in the customers' cloud. We charge a set-up fee for the efforts and technology involved.
- **Target Audience**: Who is paying? – Client – Enterprise with more than 200 employees and INR 50 Crores+ Revenues.
- **Percentage Contribution**: NA

Type 3:

a. **Name of the Revenue Stream**: Annual Maintenance Fee (AMC)
b. **Description**:
    i. What is it? –Annual Fee for regular updates, maintenance, customer support and releases of Sia.
    ii. How does it work? – Users pay technical, customer, and any other types of support essential for operating Sia seamlessly.
c. **Target Audience**: Who is paying? – Client – Enterprise with more than 200 employees and INR 50 Crores+ Revenues.
d. **Percentage Contribution**: NA

Type 4:

a. **Name of the Revenue Stream**: Marketplace revenues
b. **Description**:
- What is it? – Commissions earned by selling solutions hosted on Sia's marketplace.
- How does it work? – Users can create data-based solutions with Sia and host it on our marketplace. These solutions can be sold as API endpoints to any end customer. We will charge a commission for every sale.

c. **Target Audience**: Who is paying? – Client or individual users using the tool.
d. **Percentage Contribution**: NA

Pricing Strategy – Separate sheet attached

- Rationale behind pricing – Straight feature pricing, considering our costs and margins, future expansion costs, enterprise ROIs, existing competitors pricing, and discounts.

Unit Economics

- Key metrics for revenue generation.
    - **Customer Acquisition Cost (CAC)**: These metrics are not clearly defined currently as we are in the early traction and growth stage. Current spends on sales is about INR 4 lakhs per month. With this we have generated about $400,000 of booked revenues.
    - **Lifetime Value (LTV)**: Upwards of $1 million minimum as enterprise stickiness is simply routed in customer service and usage simplicity. It doesn't depend on ad-spend on any other extremely volatile, money grubbing, high-risk spends and factors.
    - **LTV: CAC Ratio**: A minimum of 10 which will grow further with increase in the number of subscriptions. A PAT of minimum 30%.

Recurring vs. One-Time Revenue

- Segregate revenue into:
    - **Recurring Revenue**: Subscription fees, AMC costs, Marketplace subscriptions
    - **One-Time Revenue**: Set up costs

Payment Flow and Terms

- How payments are collected and processed.
    - Payments are collected from the enterprise directly.
    - Payment frequency – It may be monthly or annual depending on the enterprise. Discounts will be provided for annual advance payments.
    - Refund and cancellation policies: No refund, upon cancelling subscription, the client will be billed for the current month and then the subscription will be cancelled.

Scalability of Revenue Model

- The development costs are fixed and will increase in a linear manner. As the number of subscriptions grow, the revenues will grow exponentially.

- As we are primarily deploying our solution on the client environment, we have no dynamic costs. The costs of cloud computing, infrastructure, and hyperscaler is borne by the customer, giving us higher margins and lower volatilityy/variable costs.

    - **Assumptions for scalability of revenue model:** Majority of customers choosing deployment of solution on their own premises/cloud environment.

Additional Revenue Opportunities

- Consultation for AI adoption

Competitor Analysis Framework

(cover 2-3 competitors operating in the similar revenue model or advanced revenue model in comparison to your company)

Category	**Competitor 1**	**Competitor 2**	**Competitor 3**
Company Name	Alteryx	Dataiku	Obviously.AI
Headquarters	California, USA	Paris, $850 million (Currently NYC)	San Francisco, USA
Founding Year	1997	2013	2018
Total Funding Raised	$163 Million	$1.04 Billion	$10 Million
Funding Rounds	8 rounds	9 rounds	4 rounds
Investors	Insight Partners; ICONIQ Capital; Meritech Capital Partners	Tiger Global Management, Stripes, Battery Ventures, CapitalG, ICONIQ Capital, Dawn Capital, FirstMark Capital	Arka Venture Labs, SkyDeck Berkeley, O'Shaughnessy Ventures, B Capital Group, Sequoia Scouts
Business Model	No code platform for Data analytics as a SaaS solution	No code platform for Data analytics as a SaaS solution	No code platform for Data analytics as a SaaS and consultation solution
Revenue Streams	Subscription based access to solution	Subscription based access to solution	Subscription based access to solution, consultation, and man-power outsourcing
Target Market	Large enterprises	Large enterprises	Large enterprises
Gross Margin	86% (in 2023)	Information not available	Information not available
Net Margin	-18% (Net loss)	Information not available	Information not available
Operating expense	Information not available	Information not available	Information not available
Current ARR	$955 Million (life time revenues)	$300 Million (life time revenues)	Information not available
Current MRR	Information not available	Information not available	Information not available
ARR Growth Rate	15%	20%	Information not available
Churn Rate	Information not	Information not	Information not

	available	available	available

Founders Profile:

Founder 1: Divya Krishna R -

- Education – B.E. in electronics & Communication – JSSATE (VTU) (2008 - 2012), M.Tech in Information Technology, Frankfurt University (2014- 2016).
- Work experience – 8 years in Robert Bosch as software engineer, research assistant, and senior manager and data scientist, 1 year at Collins Aerospace as Senior data scientist.
- Details of previous founded companies - None
    - Status of past founded companies - NA
    - ESOPs - NA
    - Investments done by Founder - NA
    - Litigations (Personal, Business & Criminal) - None

Founder 2: Sumalata U Kamat

- Education – B.E. in Electrical Engineering – SDM college, Ujire, (VTU) (2010 - 2014), M.Tech in Data Science, BITS Pilani (2021- 2023).
- Work experience – 8 years in Robert Bosch as system engineer, research assistant, and data scientist, 1 year at Volvo as Senior data scientist.
- Details of previous founded companies - None
    - Status of past founded companies - NA
    - ESOPs - NA
    - Investments done by Founder - NA
    - Litigations (Personal, Business & Criminal) - None

Founder 1: Karthik C -

- Education – B.E. in Mechanical Engineering – BIT (VTU) (2008 - 2012), Partial M.Tech in Hochschule Rheinwaal, Kleve (2014- 2017).
- Work experience – 2 years at Robert Bosch as application developer, 1.5 years at PolyOptics (Kleve, Germany) as assistant production supervisor, 2 years running Avid Athletes (own startup), 3 years at Byjus as content developer & Product manager, 2 years as Ed-Tech consultant, .
- Details of previous founded companies – Avid Athletes
    - Status of past founded companies – Shut down
    - ESOPs - NA
    - Investments done by Founder – ~INR 7 lakhs
    - Litigations (Personal, Business & Criminal) - None

Financials:

- MRR - NA
- ARR - NA
- Burn – INR 14 Lakhs per month
- Runway – 6 months
- Gross Margin – NA

We do not have full financial details to give a clear number of CM1%, CM2%, and CM 3%.
From our planning, we have the following estimates and are in line to stick to these planned numbers.

- CM1% - 70%
- CM 2% - 50%
- CM 3% - 30%

Facilities:

- Office details – Presently incubated at S-Vyasa University (SOAS), Global Village Tech Park, RR Nagar, Kengeri, Bengaluru, Looking to rent an own office space by EOY.
- Plant details - NA
- Warehouses - NA

Technology:

- Write up on Tech stack –
    - **Front-End:**
      Sia's user experience is built around a **generative AI-driven chat interface**, making data analysis intuitive—even for non-technical users. The UI includes **drag-and-drop workflow builders, visualizations**, and **interactive dashboards**—all designed for simplicity and minimal learning curve. We use React and Next JS framework for development.

    - **Back-End & Architecture:**
      At its core, Sia leverages a **multi-agent architecture**—comprising **swarm agents** (collaborating on large-scale tasks) and **solo agents** (handling specialized functions like forecasting, BI building, or workflow orchestration). We use python coding for integrating functionalities.

    - **Cloud & Infrastructure:**
      Sia is built for flexible deployment—it can be hosted on the customer's own cloud or Sia's infrastructure, with options for **on-premise, hybrid, or cloud hosting** to suit security and compliance.
      It scales effortlessly using **parallel agent processing** and cloud-native patterns, ensuring performance for enterprise-grade workloads.
      We host our solution on Azure, but are flexible/cloud agnostic to deploy on any client environment.

- Partners - None
- IP – Multiple IP and patent opportunities are available but haven't been registered yet.
- IP location / Owner - NA

Fundraiser:

- Total funding details till date – $ 80,000 raised from a friends and family round in late 2023 to early 2024.
- $200,000 raised from Numentica Data Services as a pre-seed fund.

Valuation: Valuation is highly dynamic as we are currently in talks with multiple large enterprises. It is best to discuss this in person or over a call.

- **Valuation rational:**
    - We have $400,000 of booked revenues with a very minimal sales effort.
    - We are in conversation with multiple large entities for an average deal size of over INR 20 to 25 Crores.
    - We see a huge global market potential. We have made inroads into the GCC, US, EU, and Japanese markets with the partnerships that we have established already. We see a great product market fit in large enterprises and legacy companies.
    - Existing AI and data infrastructure is only getting stronger with more companies looking to adopt and optimize it. The market is strong and looking for solutions in the space that can help them adopt and optimize AI.

Round structure:

- Terms (Primary/Secondary) - Secondary
- Pre-Money - NA
- Lead - Confidential
- Incoming Investors - Confidential
- Existing Investors - Confidential

Following the above information, we request you to provide a detailed business note for reference in the format below:

- Key Problems Solved –
    - Simplification of Data analytics supply chain in Enterprises.
    - Reducing cost of AI adoption and data analytics.
    - Providing a ready infrastructure to unify organizational data processes.

- Business Model –
    - On premises solution deployment
    - SaaS version available for small enterprises, universities, and individuals.

Pipeline

- Sales Pipeline Value - $400,000
- Projected Growth Opportunities - $4 Million

Why Now

- Market Trends –
    - Organizations looking to adopt AI.
    - Strong infrastructure for data collection and processing.
    - Easily accessible and rapidly evolving tech.
    - Access to low cost and top-quality manpower.

- Competitive Edge –
    - Established product, readily deployable at an industry scale
    - Clear product roadmap and vision
    - Deep industry connects, and functionality expertise
    - Established partnerships across the globe
    - Extremely low cost of research & development enabling competitive product pricing.

- Urgency/Opportunity
    - Volume of data generated is increasing 500x year on year.
    - About 85% of this data is not being utilized due to a variety of reasons which we are solving with our product – Sia.
    - Across the world, enterprises are awaiting solutions to simplify their AI adoption journey.
    - A huge market awaits anyone who can present the right solution.
    - As iPhone revolutionized smart phones industry by integrating multiple functionalities and features in a single device in an extremely cost effective manner, in the next few years, a single product will come forth to integrate the scattered AI symphony in a single umbrella. We will be that product and company.

Financials

- Funding Ask – INR 5 Crores
- Structure (e.g., SAFE, Convertible Note) – Equity, Convertible Note, or a combination of Debt + Equity
- Valuation Cap and Floor – Better discussed in person or over a call
- Current Commitments – 2 Crores commitment

Risks and Mitigation

Identified Risks	Proposed Mitigation Strategies
High Burn vs Early Revenues: Current burn rate of ₹14L/month, planned increase to ₹30L/month, could strain cash flows before scaling ARR.	**International Expansion:** Early entry into the international market provides a good chance to scale ARR effectively.
Competitive Pressure: Giants like Snowflake, Microsoft Fabric, Databricks, and Palantir can undercut with bundled solutions and deeper pockets.	**Strategic marketing:** Sponsoring tech events and get top industry leader collaborations to spread the word about the product.
Brand Awareness: Competing against well-established incumbents (Snowflake, Palantir, Databricks) requires stronger marketing and visibility.	**Build with Sia:** Enable functional and domain experts to build data-based solutions with Sia, enhancing brand awareness and usage of the tool.
Talent Intensity: Scaling multi-agent AI requires continuous access to high-quality data scientists, ML engineers, and domain experts, which is resource intensive.	**In-house training:** Conduct extensive workshops for students to get continuous fresh talent and target tier-2 cities as hub for low-cost workspace.
Evolving Technology Complexity: Managing a unified tool that covers analytics, workflows, dashboards, and business chat increases risk of feature bloat and adoption complexity.	**Constant updating:** Actively pursue industry leader conversations and ground level research to understand challenges and develop solutions for the same. DO NOT get stuck in vacuum.
Customer Inertia: Enterprises with sunk costs in legacy systems may resist migration to a new platform.	**Proving Use cases:** Develop and prove multiple use cases across segments to show proof of ROI for legacy enterprises.
Regional Regulatory Risks: Data localization laws, especially in the Middle East and EU, could increase compliance costs.	**Agile systems:** Maintain a flexible system to adhere to any new rules and ensure data protection.