Skylane Technologies

- We are in the Technology Transfer Space
- We build proprietary solutions for analytics companies

Problem

- Everybody's getting into the analytics business and yet only 8% of companies with analytics initiatives were able to engage in effective scaling of their pilot projects
  - https://www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/ten-red-flags-signaling-your-analytics-program-will-fail
- For the analytics industry the burning question is how do you outcompete your competitors
- Traction
  - Solving business problems using analytics is on the agenda right at the top for the board room

Solution

- Build Intellectual Property-based solution to a prevalent management problem
    - Embedded in Statistics, Optimization, Simulation, and Mathematical Modeling
    - Build a cache of Trade Secrets

Trade Secret 1

- The basic Customer Lifetime Value model
  - Uses the Simple Retention method which is based on the probability that a customer survives past time, t
  - The hazard function is the probability that the customer attrites given the customer has remained with the firm up to period t
  - The customer lifetime value can be used to segment and target customers in a marketing programme through appropriate policy mechanisms
- Insight gleaned: The estimation of the useful and popular Generalized Gamma distribution for survival rates involves a non-closed form optimization problem
- Extant cutting edge literature
  - Iterative procedure for the Maximum Likelihood Estimation-typically a variant of the Newton method
  - The Nelder Mead Method
  - Iterative Optimization: Broyden-Fletcher-Goldfarb-Shanno quasi-Newton method
  - Expectation Maximization method
  - Stochastic Expectation Maximization method
    - These guys use the standard Uniform distribution to operationalize their Monte Carlo Simulation solution
- We will optimize our approach over a reasonable space of other distributions in the existing popular literature

Other IP Solutions

- Marketing
  - Churn Modeling
  - Segmentation
  - Product
  - Promotion
  - Pricing
  - Physical Distribution
  - Probability Models for Customer Analytics
- Finance
  - Asset Liability Cash Flow Matching
  - Volatility Estimation
  - Portfolio Optimization
  - Capital Budgeting Problem
  - Time Series Forecasting
- Strategy
  - Resource-Based/Dynamic Capabilities
  - Behavioural Theory of the Firm
  - Transaction Cost Economics
  - Agency Theory
- Manufacturing
  - Manufacturing Systems Modeling
  - Inventory
  - Warehouse Operations
  - Supply Chain

Business Model – Competition and Front End Strategy

- Businesses in the technology transfer domain
  - There are research joint ventures in the US like SEMATECH and Microelectronics and Computer Corporation (MCC) that focus on the semiconductor industry.
- Front End Strategy: We will target analytics companies in these regions so that they can go after an additional line of business with proprietary algorithms in their arsenal. This will help them get into blue ocean territory and demolish competition
  - California - Marketing: Product, Promotion, and Pricing
  - New York - Finance
  - New York and Boston – Strategy
  - Detroit - Manufacturing and especially Physical Distribution (Marketing) for the B2C segment
  - Contact 5 CEOs of analytics companies on LinkedIn
    - For the serious tech transfer business that belongs right at the top potentially all of them should be genuinely interested
    - 1 in 5 conversion, visit the US for 1 week every month, devote 1 day to each lead
    - Our solution generates a revenue of $2 Million over 10 years

# Business Model – Back End Strategy

- Leverage the extant literature to build our solutions. An illustrative list of resources to access
  - The Journal of Database Marketing and Customer Strategy Management
  - INFORMS (Strategy Science, Mathematics of Operations Research, Operations Research, and Manufacturing and Service Operations Management)
  - Journals for Time Series and Forecasting.
  - JSTOR
  - Google Scholar
- We will keep conducting advanced research on each of our solutions, push the envelope and go where no ones gone before
- We will build solutions typically in R Shiny as our user friendly interface and write a comprehensive technical document

Unit Economics

Monthly figures	
Sales	$200,000.00
Office Space	$2,600.00
IP	$3,300.00
Accountant	$160.00
Virtual Administrative Assistant	$130.00
Journal Subscriptions	$25.00
Subsistence	$5,400.00
Travel	$3,500.00
Profit	$184,885.00
Visa, Flight, Laptop, Server, and Miscellaneous	$3,800.00

Financials

I will incorporate the company March, 2021
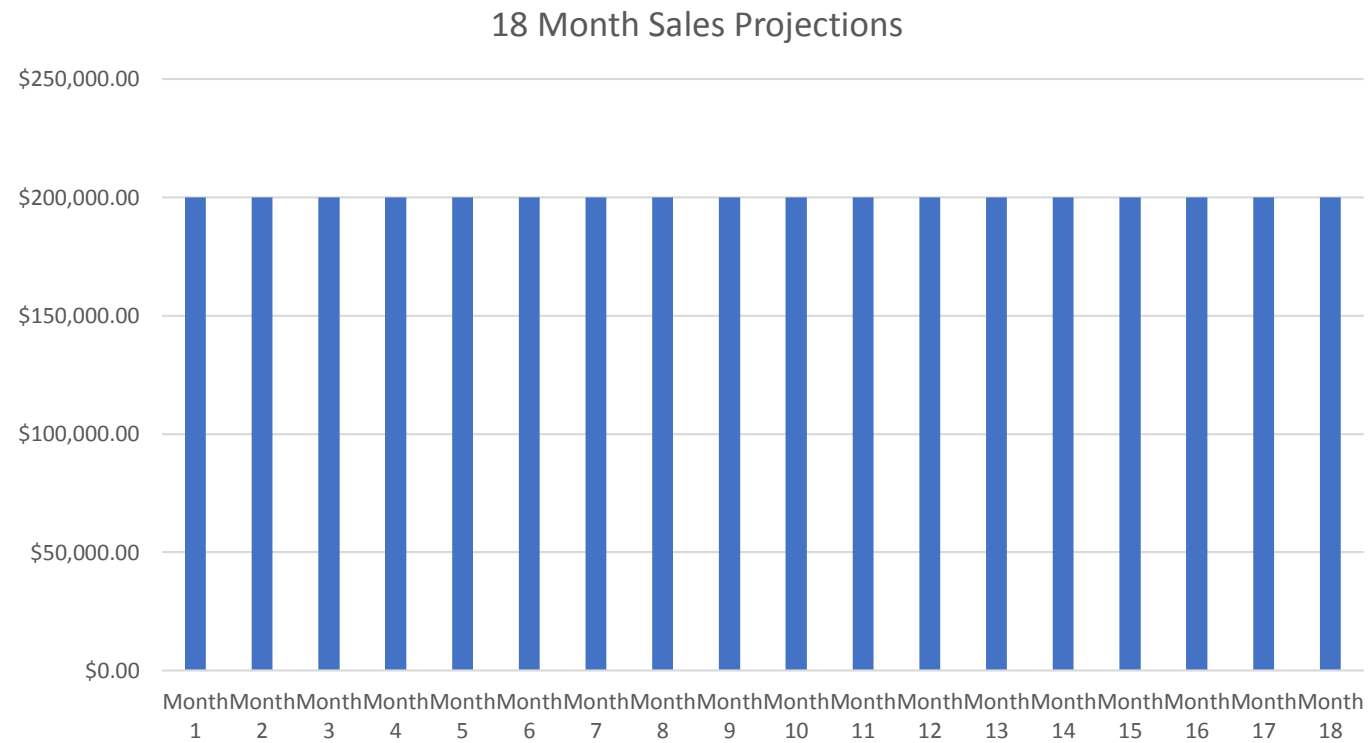
What We Need

- 30K Euros and your client contacts
  - Helps me setup the basic infrastructure (visa, flight ticket, office space)
  - Computing (a robust laptop) and storage (server) power
  - IP attorney to certify our trade secrets as we reach out to our market
  - Accountant and Virtual Administrative Assistant
  - Gets me journal subscriptions
  - Subsistence
  - Warm leads

Founder – About Me

- PhD dropout in strategy simulation at The University of Texas at Dallas, US
- 6 years of experience in analytics working as a consultant and as an analyst in-house
- 1 year of entrepreneurial work in stealth mode as the Co-Founder and Head of Stratel Advisory Advanced Sciences Group
- I have also worked as an independent consultant. I have had meetings and have had scheduled advanced appointments with prospects.
- Name: Prashant Deshpande
  - Email Id: idprashantd@gmail.com
  - Cell: 91-7506935281
  - GMAT 730 (96th Percentile)