

PxIQ.app

by Argodis GmbH

## ABOUT US

We are a team of experienced software developers and data engineers that are highly motivated to solving complex problems using state-of-the-art technologies.

We recognize the increasing importance of data transparency for organizations and are therefore specialized in building cloud data platforms. We are also highly engaged with our clients and advise on all aspects of the design and operation of such solutions.

The logo for ArgoDis is displayed within a white rectangular box. The word "ArgoDis" is written in a black, sans-serif font. The letter "o" is stylized as a circle with a green outline. The background of the slide features a dark blue-grey color with a pattern of white, overlapping geometric lines forming various polygons.

## MARKET GAP

Current pricing solutions in the market may not be suitable for every business due to inflexibility, high cost, or complexity.

## CUSTOMERS

Pricing maturity is not yet enough in certain industries like logistics<sup>\*1</sup>, manufacturing, pharma, etc.

## FINANCIALS & TRENDS

Market was valued at USD 734.26M in 2019 and is projected to reach USD 2.43B by 2027, growing at a CAGR of 16.16% from 2020 to 2027.<sup>\*2</sup>

## COSTS & BENEFITS

Single-price strategies can lead to lost revenue from overpricing or reduced profit from underpricing. Dynamic pricing with multiple points can help maximize profits<sup>\*3</sup>

# PROBLEM

### Pricing maturity level

#### Maturity level 1: Static, inside out

- Limited clarity in cost allocation
- Discounts based on historical prices and qualitative negotiation

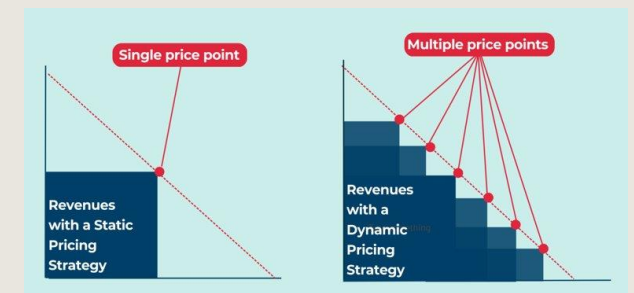
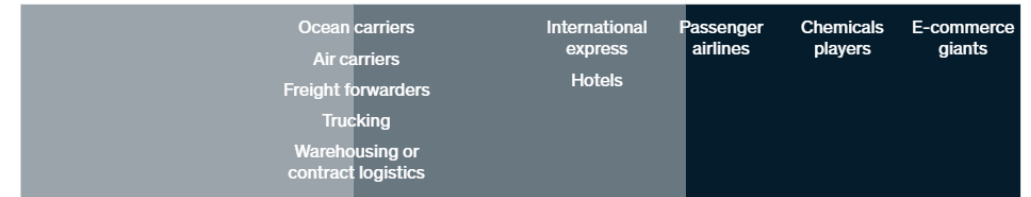
#### Maturity level 2: Insights and automated

- Up-to-date cost allocation
- Price and discount decision making supported by tools and data
- Value pricing implemented for major contracts

#### Long-term ambition

#### Maturity level 3: Best practices

- Forward-thinking cost catalogs, with full transparency to decision makers
- Value pricing implemented for all customers
- Advanced surcharge structure and value-added services
- Fully automated and dynamic spot pricing in line with utilization forecast



<sup>\*1</sup> Riccardo Boin, Ryan Gavin, Philipp Rau, and Jaron Stoffels "Getting the price right in logistics," December 2020, McKinsey.com

<sup>\*2</sup> <https://www.verifiedmarketresearch.com/>

<sup>\*3</sup> <https://fourweekmba.com/dynamic-pricing/>

# SOLUTION "PxIQ"

## CLOSE THE GAP

PxIQ, offers a flexible and modular solution for various industries, closing the gap in the market by providing customizable and adaptable pricing strategies.

## COST SAVINGS

PxIQ brings cost savings to your business by providing a comprehensive pricing solution that optimizes your pricing strategies, resulting in increased revenue and profitability.

## TARGET AUDIENCE

Our focus is on small and medium-sized enterprises as well as industries which has less mature pricing strategies like manufacturing and logistics.

## EASY TO USE

Our reporting interface is both simple and customizable, providing customers with the targeted information they need efficiently and effectively.



# PRODUCT OVERVIEW

## UNIQUE

As an AI-driven dynamic pricing software, PxIQ offers a unique solution that optimizes pricing strategies by utilizing multiple price points to increase revenue and profitability for businesses.

## FIRST TO MARKET

PxIQ's AI-powered platform is changing the game for pricing strategy optimization. With a customizable reporting and visualization interface, our unique communication-based solution saves time and cost by providing customers with targeted information efficiently and effectively.

## TEST

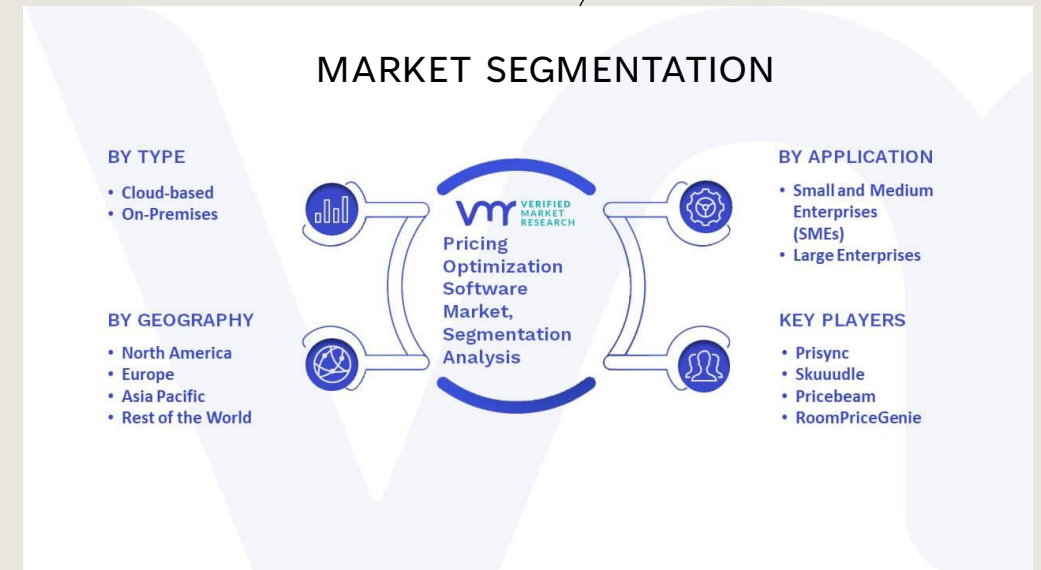
PxIQ's innovative AI-driven, customizable reporting and visualization interface represents a new type of computer-user interaction. To ensure its effectiveness, we plan to conduct validation testing through college students in the area, gathering feedback and preferences from a diverse user group.

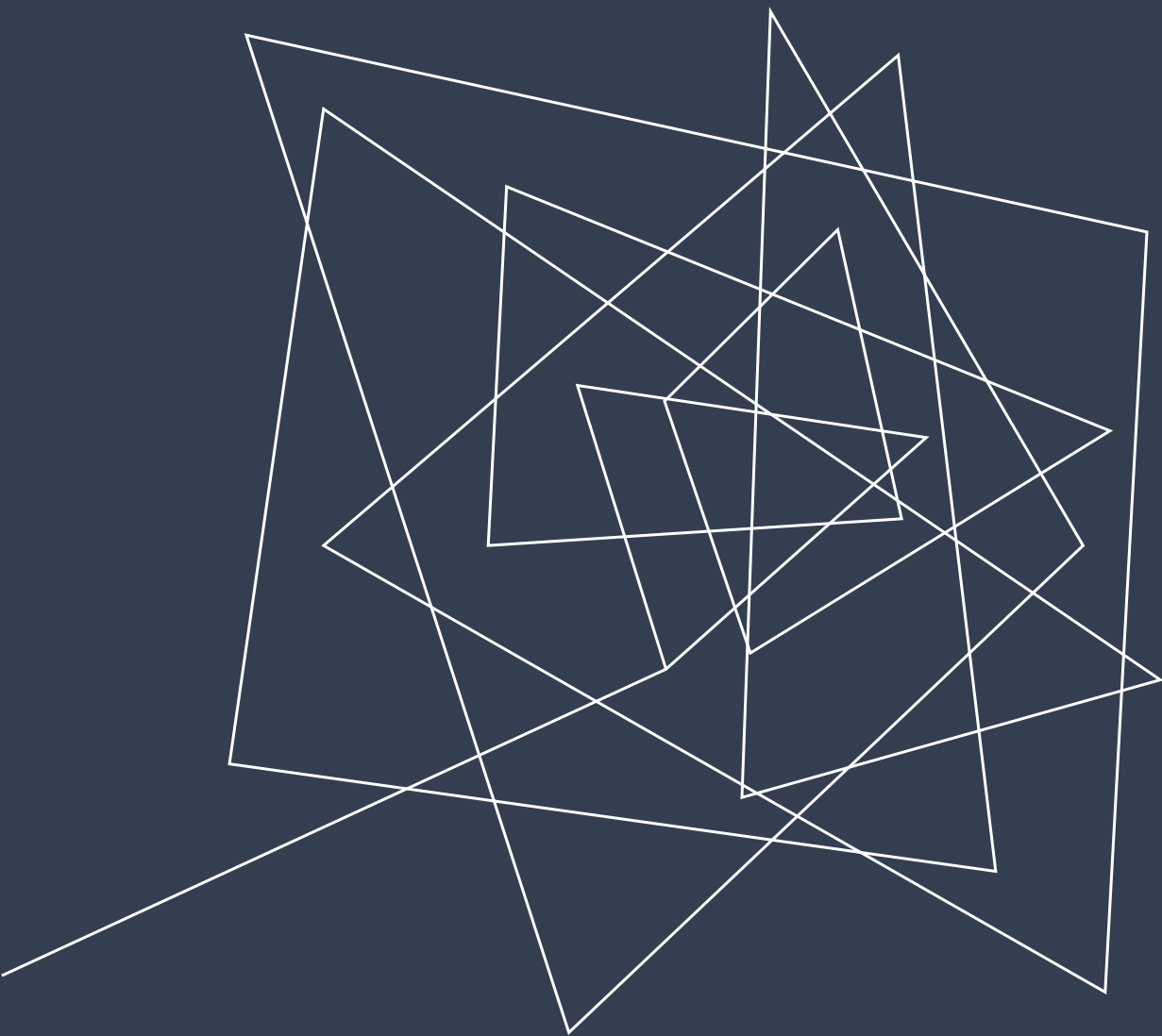
## AUTHENTICATION

Our development process is driven by input from industry experts and our own expertise in Data Engineering, Analytics, and AI.

# PRODUCT BENEFITS

- PxIQ's cloud-based solution offers affordable and flexible options for SMEs.
- PxIQ's AI and data-driven solution enables us to easily enter and adapt to the market.
- Our primary focus is on Europe and North America, where we target small and medium-sized enterprises (SMEs) in industries with less mature pricing concepts, such as logistics, manufacturing, and pharma.
- We aim to avoid highly competitive markets, such as e-commerce, and instead provide our AI and data-driven solution to industries that could benefit most from our expertise.





# COMPANY OVERVIEW



# BUSINESS MODEL

## ABSTRACT

We specialize in pricing optimization and provide AI-driven software solution "PxIQ".

## DESIGN

Our goal is to empower businesses to make data-driven decisions that enhance their pricing strategies and maximize their profits.

## RESEARCH

PxIQ pricing solution leverages customer data, market trends, and predictive analytics to recommend optimal pricing strategies.



# MARKET OVERVIEW & COMPARISON

**\$790 MILLION**

Based on the global market size estimate of \$7.9 billion by 2027 for pricing optimization solutions.

TAM (Total addressable market) for PxlQ would be approximately \$790 million by 2027.

**\$158 MILLION**

SAM (Serviceable Available Market) would be the portion of the TAM that our product can realistically target and serve.

Let's assume that it is 20% of the TAM, which would be \$158 million.

**\$15.8 MILLION**

SOM (Serviceable Obtainable Market) would be the portion of the SAM that we can realistically capture within a certain time frame, given our resources and competitive landscape.

Let's assume that it is 10% of the SAM, which would be \$15.8 million.



# OUR COMPETITION

## PxIQ

Our product is priced below that of other companies on the market

Design is simple and easy to use, compared to the complex designs of the competitors

Affordability and flexibility is the main draw for our consumers to our product

## COMPETITORS

### **Company A**

Product is more expensive

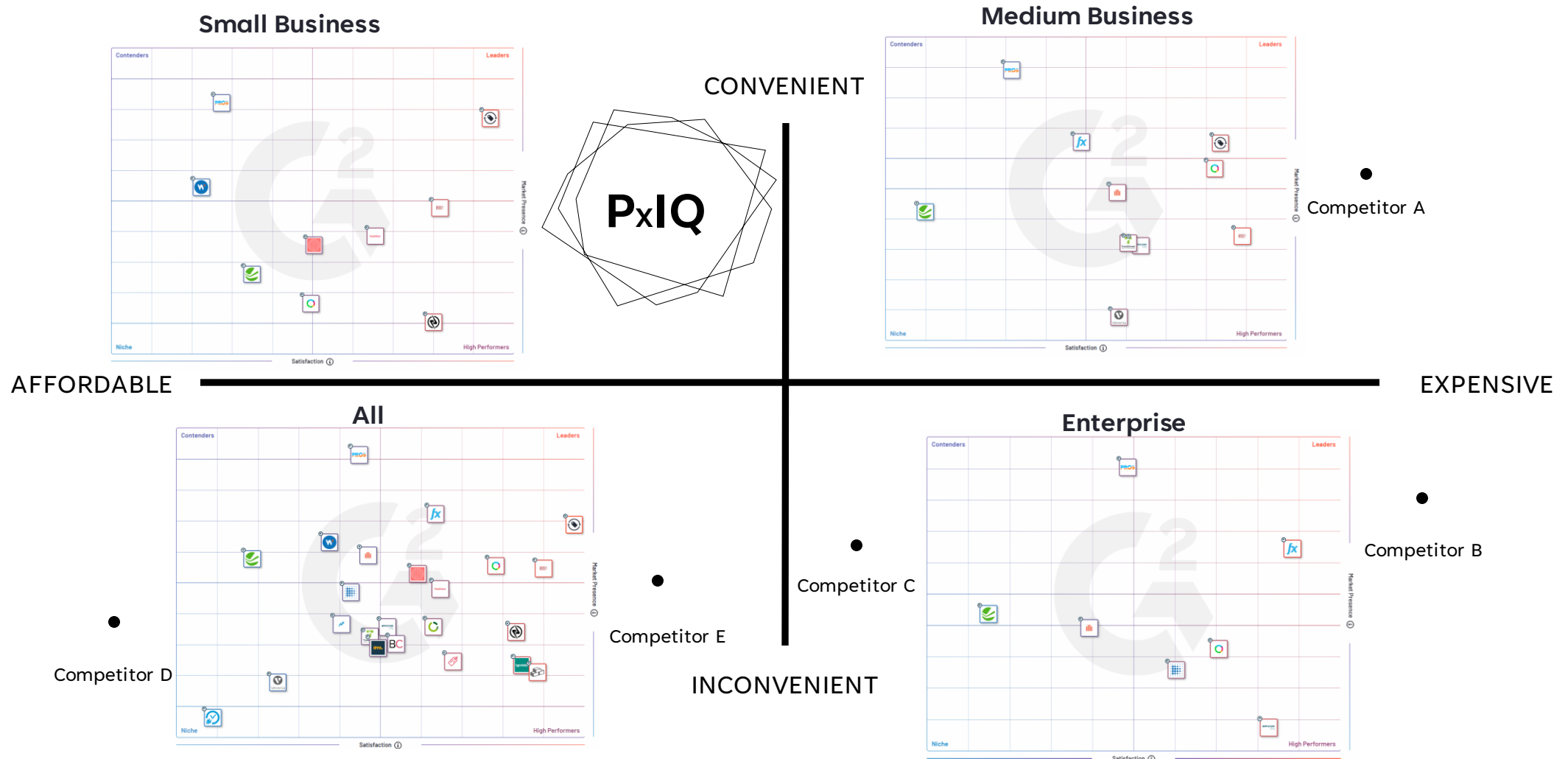
### **Companies B & C**

Product is expensive and inconvenient to use

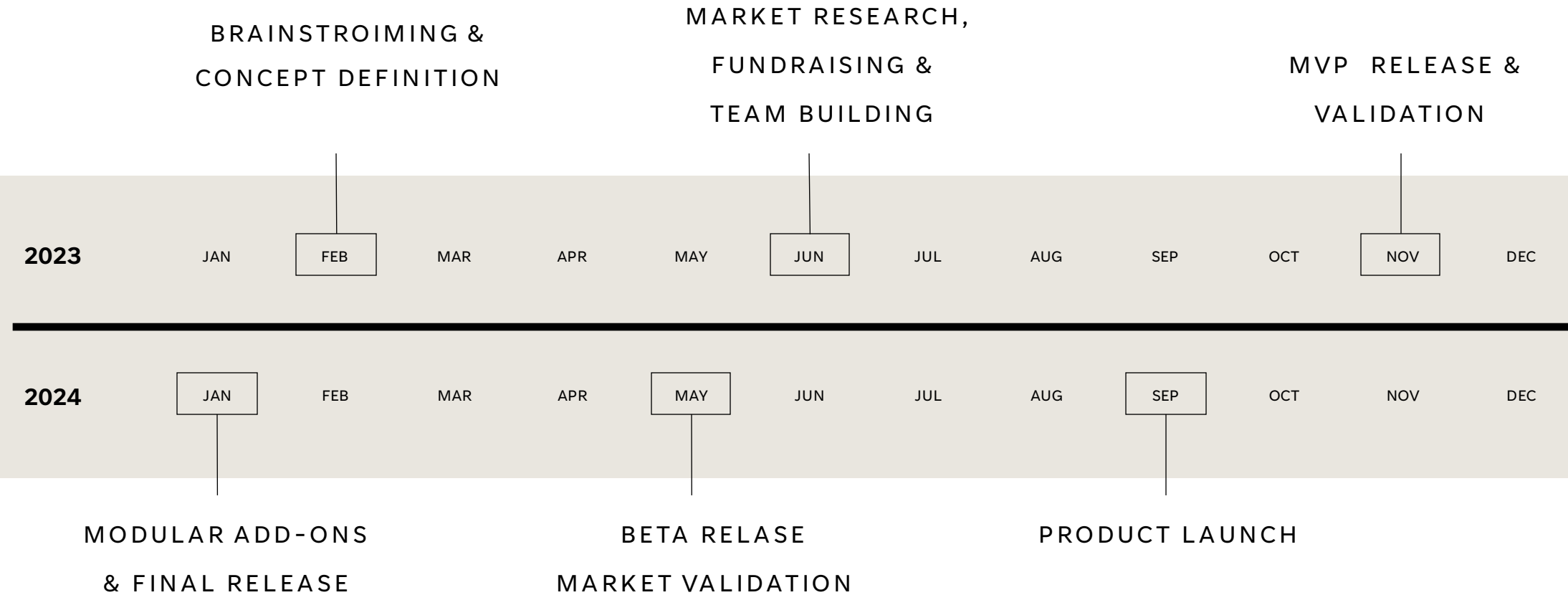
### **Companies D & E**

Product is affordable, but inconvenient to use

# OUR COMPETITION LANDSCAPE



# TWO-YEAR ACTION PLAN



# THE TEAM



Venelin Petkov

Founder (CEO)/  
Senior Data Engineer



Dr. Mohammad Ghanavati

Founder / Senior  
Consultant



Bunyamin Pekdemir

Business Development  
Manager/ Senior Consultant



David Höppner

Senior  
Software Engineer



## SUMMARY

At Argodis, we are committed to delivering cutting-edge pricing optimization solution PXIQ . By harnessing the power of AI, our software provides businesses with targeted and efficient access to the information they need to make informed pricing decisions. Our team of experts brings a wealth of market knowledge and experience to the table, allowing us to continuously innovate and improve our product. We are dedicated to empowering our customers to succeed in today's ever-evolving business landscape.



# THANK YOU

Bunyamin Pekdemir

+49 174 562 2599

+1 732 766 7881

[ben@argodis.de](mailto:ben@argodis.de)

<https://argodis.de/>