A series of thin, black, overlapping lines forming various geometric shapes, including triangles and polygons, creating a complex, abstract pattern in the upper left quadrant of the image.

# PxIQ.app

by **Argo**dis GmbH

# WRESTLING WITH PRICING



***The Pricing Paradox***



***Change Is Constant***



***Untapped Potential***



**Hard Puzzle to solve**

# MARKET OVERVIEW & COMPETITIVE LANDSCAPE



## Market Valuation:

**2022: USD 792.36 Million**



## Growth Projections:

**CAGR: 21.64% to 2.0 Billion \$ by  
2027 (Forecast)**



## PXIQ: INTELLIGENT PRICING AGENT

### Generative AI Core

- Tailored optimal pricing scenarios

### Beyond Generic

- Individualized pricing recommendations

### Learning & Tuning

- Enhanced accuracy by predictive algorithms

### Continuous Simulation

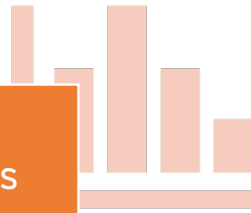
- Swift pricing adjustments

# PXIQ FEATURES

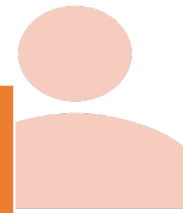
Data  
Management



Analytics



UX



Simulations



Reporting



Collaboration



## OUR COMPETITION

### PXIQ



**Cost-optimized**



**Intuitive**



**State-of-the-art Tech Stack**

### 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



# INVEST IN SUCCESS



## Solid Connections

Industry insiders as allies.



## Track Record

Real-world pricing solutions already delivered.



## Data Rich

Exclusive insights for precise pricing.



## NDAs Secured

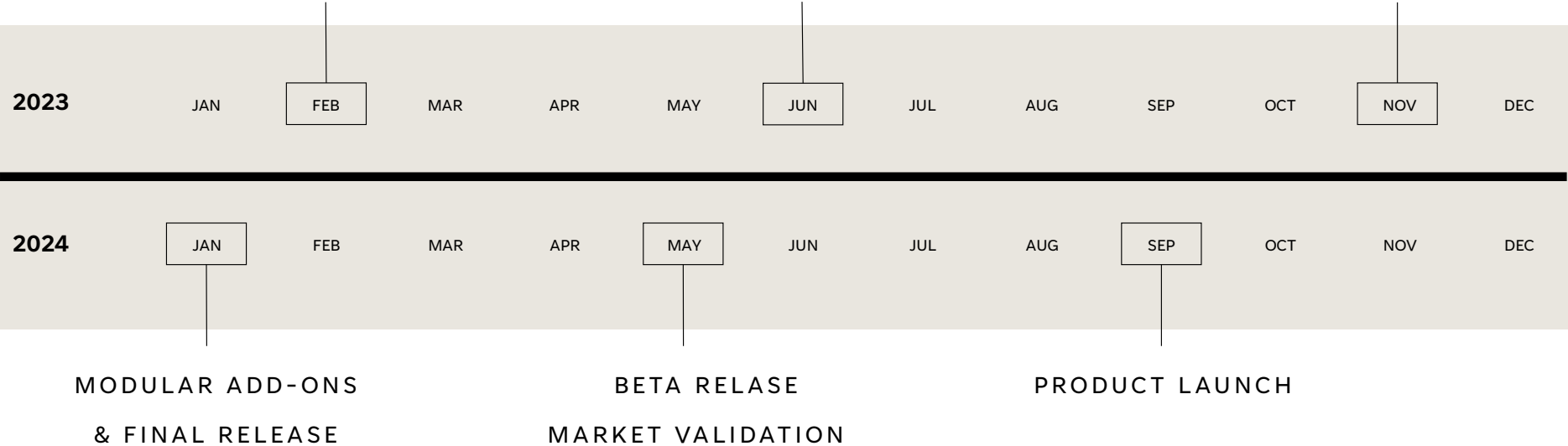
Trust sealed with key stakeholders.

# TWO-YEAR ACTION PLAN

BRAINSTROIMING &  
CONCEPT DEFINITION

MARKET RESEARCH,  
FUNDRAISING &  
TEAM BUILDING

MVP RELEASE &  
VALIDATION





## 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