

**VALLEY**

**PITCH DECK**



# PROBLEM STATEMENT:

**EFFECTIVE AND EFFICIENT COMMUNICATION AND COLLABORATION OF DATA  
IS A CHALLENGE FOR BUSINESSES**

**CHAT TOOLS LACK THE FRAMEWORK AND ANALYTICS FOR DATA  
DRIVEN WORK**



**ANALYTIC TOOLS ARE COMPLEX AND REQUIRE SPECIALISED  
TRAINING FOR EFFECTIVENESS**



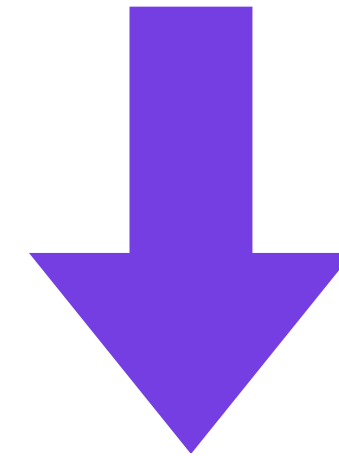
**ANALYTICAL TOOLS DO NOT HAVE EASY ACCESS TO THE SAME  
AMOUNT OF DATA THAT A CHAT TOOL HAS**



# VALLEY



**ANALYTICS**



**COMMUNICATION**

**WE MAKE  
COMMUNICATING DATA  
RIDICULOUSLY EASY**

# ***SOLUTION***

## **DATA DRIVEN BUSINESSES AND TEAMS REQUIRE A COMMUNICATION SUITE THAT SPEAKS DATA**

- **businesses are adopting an analytic driven approach to all their major operations from customer relation to product management**
- **By 2025 Nearly all employees naturally and regularly will leverage data to support their work**

**our product is perfectly poised to serve this demand. we are offering an analytics facilitating communication suite which will revolutionize the way teams communicate data. valley makes communicating data seamless and efficient through easy to use and pre-emptive analytics.**

# ***PRODUCT FEATURES***



## **PERSONALISED CHANNELS FOR YOUR VARIOUS COMMUNICATION STREAMS**

- **create specialized channels for communicating different aspects of your task**
- **Collaborative data analysis - empower multiple users to collaborate on data analysis**



## **INSIGHTFUL AND DATA DRIVEN ANALYTICAL DASHBOARD YOUR VARIOUS CHANNELS**

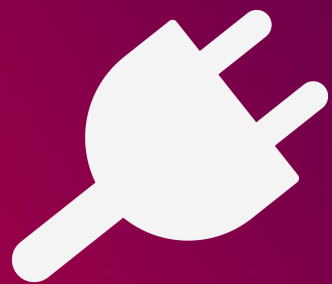
- **create personalised dashboards for each of your channels complete with its own set of unique analytics**
- **create automated workflows to add data to your analytics in real-time**

# ***PRODUCT FEATURES***



## **PREEMPTIVE ANALYTICS BAKED INTO THE COMMUNICATION SUITE**

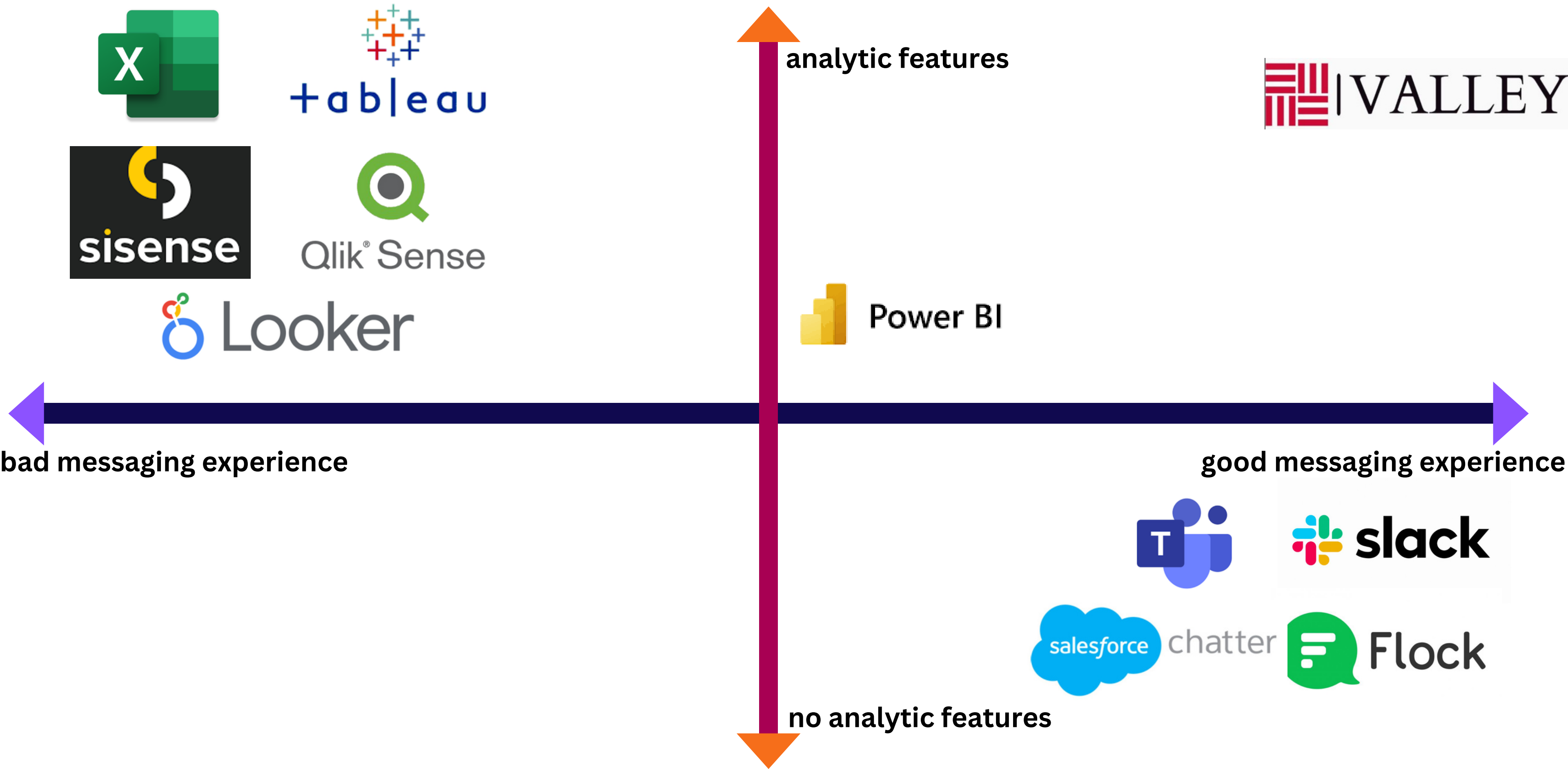
- **analytic engine that tracks the performance of each new campaign or iteration that users make**
- **tools that help users make insightful analytics in a few easy steps**



## **INTEGRATION OPTIONS WITH YOUR VARIOUS TOOLS**

- **integrate valley with your various tools such as sales, marketing and spend tools to get live and insightful analytics**

# COMPETITIVE LANDSCAPE





# COMPETITION



- there are many tools that help businesses make insightful decisions through analytics but almost all of them are difficult to use and users can get intimidated by it
- chat tools like slack can be integrated with analytics software such as tableau but this does not provide the same functionality of having an communication suite that is built from ground up with analytics as its design philosophy



# ***TARGET MARKET***

**TAM**

**24.06 BILLION  
USD**

**COMMUNICATION  
SOFTWARE**

**SAM**

**816 MILLION  
USD**

**ENTERPRISE  
INTERNAL  
COMMUNICATION  
SOFTWARE**

**SOM**

**239 MILLION  
USD**

**INTERNAL COMMUNICATION  
SOFTWARE FOR DATA DRIVEN  
BUSINESSES AND TEAMS**

# ***MARKET STATISTICS***

**95%**

of all businesses cite the need to integrate analytics into their business

**71%**

of all firms have already adopted an analytic driven approach to their operation

**79%**

of executives feel that taking non data driven decisions will lead to bankruptcy

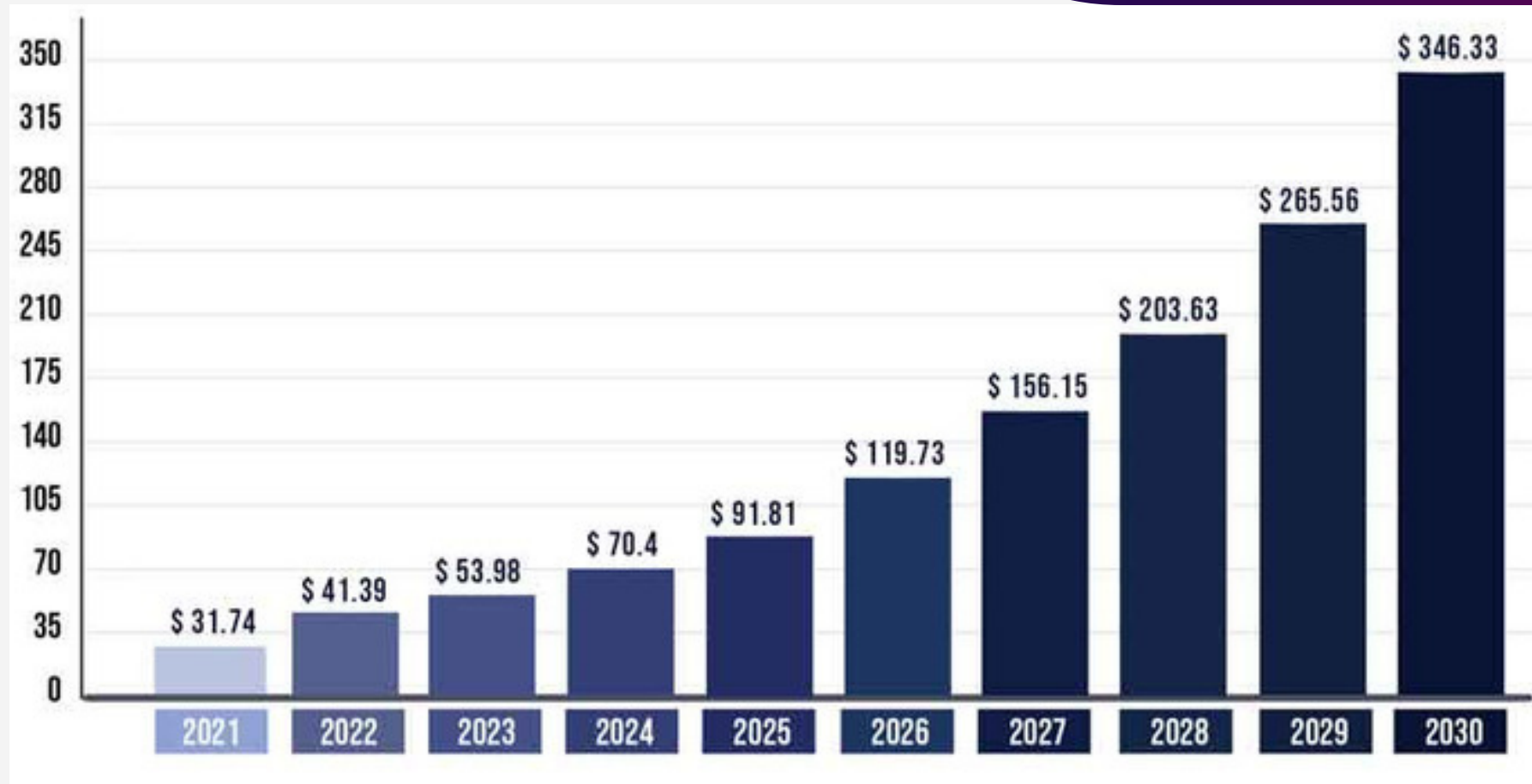
**2X**

analytic driven businesses are likely to double their revenue and profitability

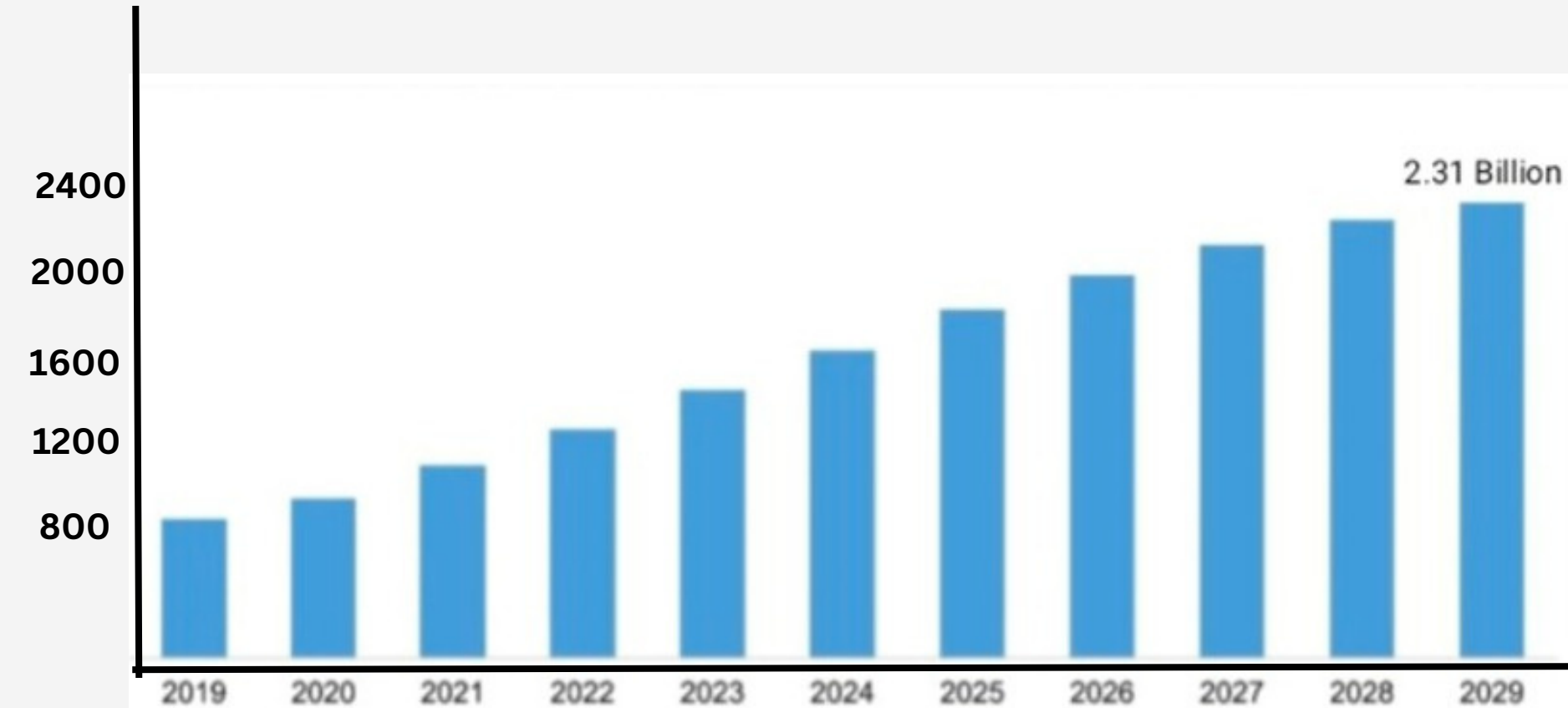
**150%**

of all SME'S are transitioning to an totally online approach to their operations

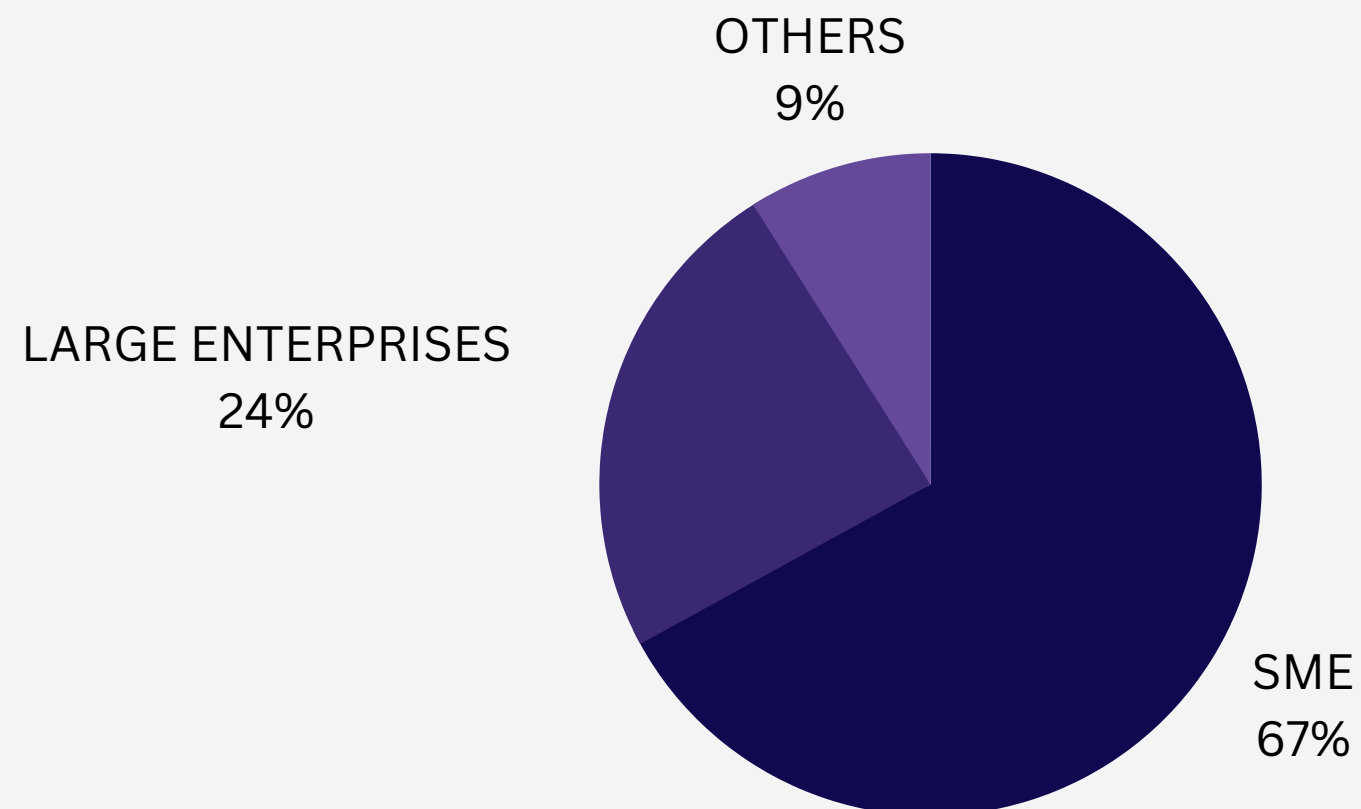
# MARKET TREND



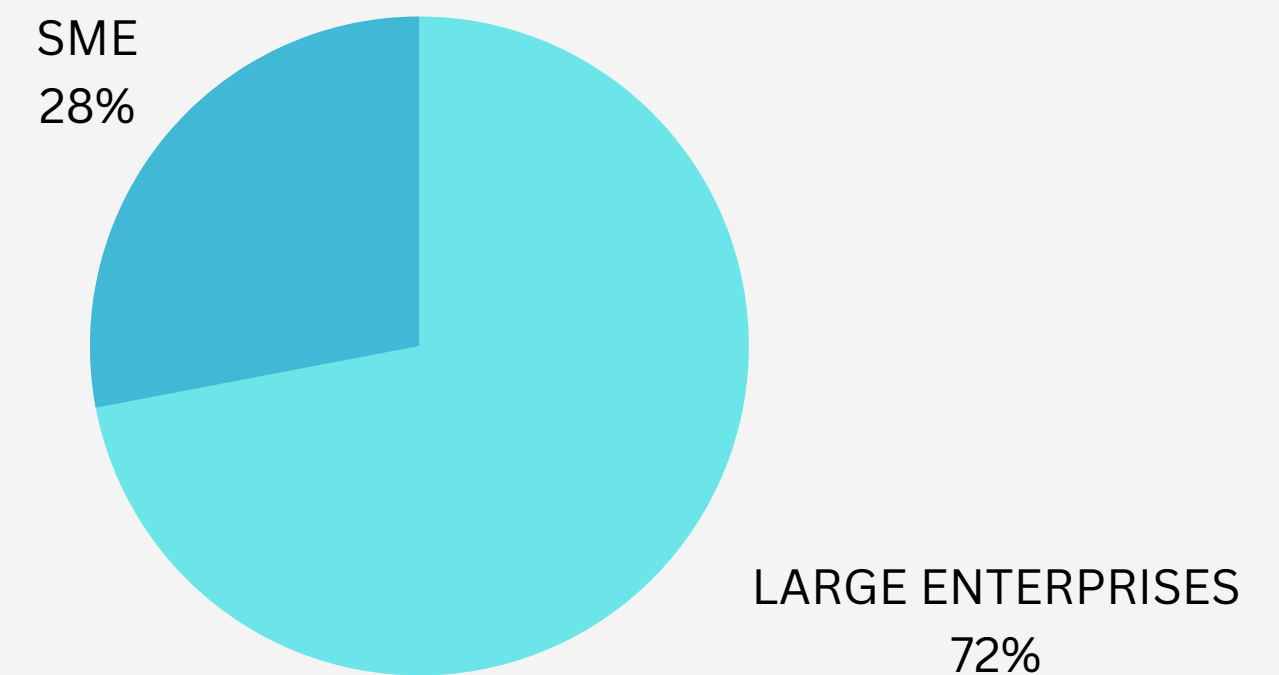
**PREDICTED MARKET GROWTH OF ANALYTICS**



**PREDICTED MARKET GROWTH OF INTERNAL COMMUNICATION**



**MARKET SHARE OF ANALYTIC SOFTWARE USAGE BY SIZE**



**MARKET SHARE OF INTERNAL COMMUNICATION SOFTWARE USAGE BY SIZE**



# BUSINESS MODEL

we will be using an freemium subscription business model:

## VALLEY FOR TEAMS

valley for teams will serve teams and small scale businesses , the free version will have limited analytic features , whereas the paid subscription will give access to the entirety of features with multiple integrations

## VALLEY FOR ENTERPRISES

valley for enterprises will cater to the enterprises that might use our product. This includes endless integrations and customizability to ensure our product best suits the needs of that enterprise



# MEET OUR TEAM

**AVINASH RJ**



**DESIGNER**

**NITHILEASHWAR**



**GENERALIST**

**SABARI GANESH**



**DEVELOPER**

**VYSHAG**



**GENERALIST**