



Enterprise Software & AI Industry Report

Associates

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Industry Overview



Reports are widely used by companies for documenting projects, cash flow and finances, employee performance, marketing strategies, social media strategies, and a lot more.

Reports provide detailed descriptions of a company's progress whether it's just for a particular month or the entire year. Aside from texts, reports are best filled with charts, graphs and tables to present accompanying numerical data in a clear and easy-to-read manner.

Create stunning reports by identifying the pertinent information you want to share with your colleagues. Begin your presentation with a cover page that briefly introduces what the report is all about.

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Maximize the next few pages talking about the meat of your report. Make it more detailed and informative by coupling your report's textual information with charts, graphs, and tables, helping you highlight the critical details of your report.

Cap off your presentation with motivational quotes to inspire your colleagues to keep pushing forward for a better and more impressionable report the next time you need to make a new one.

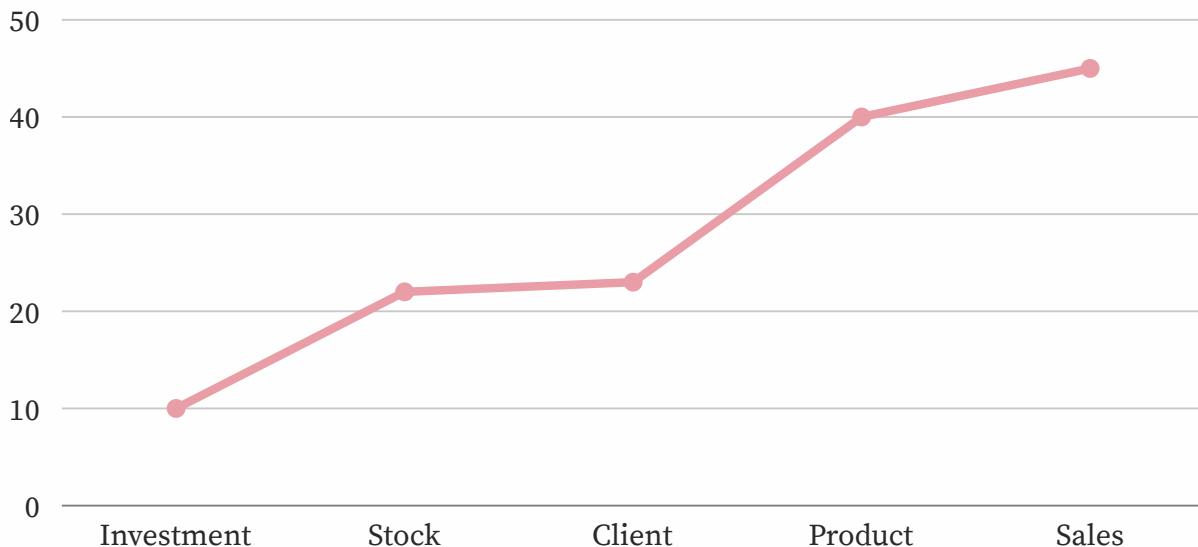
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Market Growth & CAGR

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\$900B
Market Size in 2024

12.1%
Projected CAGR through 2030



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Key Trends

Shift to AI Native Platforms

Enterprises are transitioning from using AI as a tool for increasing productivity to a complete automated workflow. According to a recent McKinsey & Co. 19% of B2B companies are already implementing generative AI cases and 23% are actively in progress.

Startups who still brand themselves as merely SaaS tools are at risk of being replaced by platforms that offer broader orchestration and faster time to value.

Security, Compliance, and Governance

Enterprises are increasing budgets for security, compliance, and governance infrastructure. According to a PwC survey of over 1800 executives, 77% reported that their company was negatively impacted by the compliance complexity and over half of them ranked technology risk as a top priority.

In addition, the Security Magazine “2025 Security Benchmark Report” shows half of the security leaders increased their security spending year over year, averaging around 12%

Tool-Stack Consolidation

To reduce complexity, integrate workflows, and remove redundant tools, enterprises are committing to vendor consolidation. A study posted via Business Insider found that over 100 publicly traded mid-market B2B SaaS companies are being replaced as customers prefer AI-native platforms over narrow point solutions. This favors companies that position themselves as platforms from day-one, focusing on cross functional-workflows, integration and scalability.

Headwinds

Data Privacy, Security & Regulatory Uncertainty

One of the biggest headwinds to enterprise AI adoption is the growing complexity of data privacy and regulatory frameworks. As companies deploy generative and predictive models that rely on sensitive data, they face stricter oversight under laws like the EU AI Act, GDPR, and CCPA. A 2025 Cloudera study found that 53% of enterprises cited data privacy as their top obstacle to scaling AI, and 46% listed security and compliance risks. These evolving regulations raise costs, delay deployment, and force firms to invest heavily in data governance, pushing them to balance innovation with transparency and risk control.

Return on Investment and Scaling Challenges

Even when enterprises successfully launch pilot programs, many struggle to scale AI profitably across their organizations. McKinsey's State of AI 2025 report found that only about one-third of firms have scaled AI beyond the pilot stage. This "only one-third of all respondents say they are scaling their AI programs" gap reflects weak infrastructure, unclear ROI metrics, and limited leadership alignment. Without strong value frameworks, executives hesitate to invest further, especially during tighter capital markets. Research from Janus Henderson Investors adds that software valuations are falling as investors demand clearer evidence of monetizable AI outcomes, making scaling both a technical and strategic challenge for long-term competitiveness.

Headwind 1

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Product Overview

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35%

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60%

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Outputs	
Weighted Average CAGR	0.3194947315
Predicted Exit Value (Low-Bound)	2714.4
Predicted Exit Value (Weighted Average)	3951.3
Conservative Estimate Post-Money	26.77020821
Upper-Bound Estimate Post-Money	102.0104522

Other Inputs	
Time to Exit (low)	7.0
Time to Exit (Point Estimate)	9.5
Time to Exit (high)	12.0
Assumed Value at Year of Inception	
	170.8

Company	Year of Inception	Exit Year	Exit Value	CAGR
DeepMind	2010	2014	600.0	0.369
Looker	2012	2020	2600.0	0.405
Kensho Technologies	2013	2018	550.0	0.263
Tableau Software	2003	2019	15700.0	0.327
Blue Yonder	1985	2021	7100.0	0.109
Cognigy	2016	2025	955.0	0.211
Moveworks	2016	2025	2850	0.367

Company	Seed Funding Amount	Funding Year	% equity	Description
Mistral AI	105.0	2023	0.44	develop open-style large language models
LMArena	100.0	2025	0.17	community-driven benchmarking tool for AI models
Exabits	15.0	2024	0.1	tokenizes GPU access/infrastructure for AI model training
Lumen Orbit	11.0	2024	0.275	building space-based / novel-data-center infrastructure
Hightouch	2.1	2020	0.03421309872	sync business customer data across sales and marketing
Reka AI	7.5	2022	0.25	develops advanced, multimodal, and efficient generative AI models

Trading Comps

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14M

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10M

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50%

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35%

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