



Apteo

Helping finance professionals make
smarter decisions with data and analytics

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Opportunity

The Recent Growth In Alternative Data In Finance Has Enabled Better Decision-Making

2X

**Spend on
Alternative Data***

In the past three years, financial firms have doubled what they spend on alternative data

4X

**Firms Selling
Alternative Data***

In the past four years, the number of firms selling alternative data has quadrupled

5X

**Additional
Employees Hired***

In the past five years, firms have quintupled the number of employees they've hired to work with alternative data

*<https://alternativedata.org/stats/>

The Problem

Alternative Data Is Hard to Acquire, Hard to Clean, Hard to Analyze, and Hard to Share



Sourcing Data Is Difficult

Data is not clean, hard to access, and use effectively



Firm Data Is Not Centralized

Data sits in Excel files on employee laptops versus available to others



Most People Aren't Data Scientists

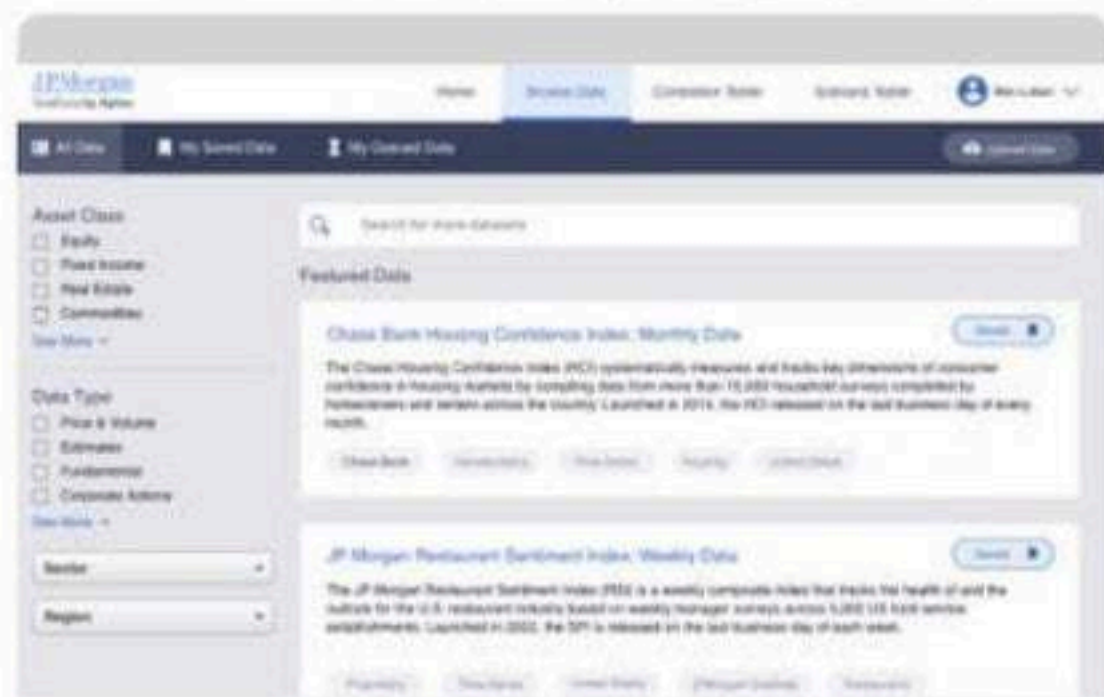
Many firms don't have the resources needed to run predictive analytics

Our Product

Our Data Science Platform Helps Financial Firms Source, Centralize, and Analyze New Datasets

Data Library

Cleaned, centralized public, paid, & proprietary data



Live public catalog available with 2M+ public datasets

Do-It-Yourself A.I.

Test hypotheses and forecast KPIs automatically



Core A.I. technology built, front end in progress

Benefits to Customers

We Can Help Reduce The Time And Cost To Find Data, Test Hypotheses, And Get Answers

Before

2 Weeks

+ Outsourced Contract



Determine Question



Compliance Approval



Outsource to Data Science Team



Scrape Data



Predictive Modeling



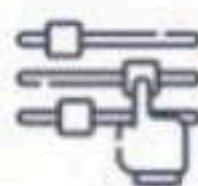
Deliver Results

Now

Get an Data and Answers In Minutes



Log In To Platform



Set Up Analysis or Download Data



Get Results

Competitive Landscape

We Provide A Targeted Data and Analytics Solution For Finance Professionals

Features	 Apteo	 Quandl	 collibra	 CRUX	 DataRobot	 7PARK DATA
Aggregate public data	✓	✓				✓
Catalog internal data	✓		✓	✓		
Discover relevant data	✓	✓	✓			✓
Specialize in timeseries	✓	✓				✓
A.I.-based forecasting	✓				✓	✓

Our difference: we catalog 2M+ public datasets alongside firms' internal data in a structured ontology and surface key analytics to users

Market Opportunity

The Financial Data and Analysis Industry Is Large And Growing

Banks, asset managers, equity research analysts, wealth managers, private equity, and VCs are all using data and analytics to make decisions, and are increasingly turning to alternative data as a source for valuable insights.

\$28 Billion

Addressable Market

Worldwide revenues from financial market data and news (Burton-Taylor, 2017)

\$440 Billion (US)

Total Market

Worldwide financial services IT spending (IDC, 2018)

We Are Finalizing Paid Pilots With Initial Design Partners And Will Then Move Into New Verticals

1

Close Initial Design Partners



Currently in talks to close design partners among banks and asset managers

2

Expand Within Vertical



High-touch enterprise sales for large banks and funds, automated outreach for mid-sized organizations

3

Expand Across Verticals



Expand into private equity, venture capital, & other financial verticals

Large Customers Pay an Integration Fee, All Customers Pay For Monthly Subscriptions



Integration Fee

Annual Fee

6-figure contract for larger institutions that require security, compliance, & single sign-on integrations



Recurring Fee

Monthly Fee

Per-user monthly fee for continued access to core data management features



Premium Data

Premium Data

Additional sales from premium data sold on the platform

Our Team

We Have Diverse Experience Across Big Data, Machine Learning, and Finance



Shanif Dhanani
CEO

- Data Scientist, Twitter
- Lead Engineer & Head of Analytics, TapCommerce (acquired by Twitter)
- Associate, Booz Allen



Manan Shah
COO

- Portfolio Manager, Point72
- Analyst, Coatue
- Principal & Associate, Centerbridge
- Analyst, Morgan Stanley Investment Bank



Mo Syed
CTO

- Machine Learning Engineer, Twitter

Additional team members: lead designer, leading NY fintech regulatory lawyer (advisor), software engineer

Use of Funds

Raising Funds For Product Development and To Launch Paid Pilots



Hire Additional Full-Stack Engineers

Onboard 2-3 additional full-stack engineers to speed up product development



Operate Technical Infrastructure

Create and maintain infrastructure required to operate the product



Hire Initial Sales Personnel

Bring on a head of sales to begin rolling out a replicable enterprise sales process

Contact

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Thank You