

Financial Dashboard

ATLAS TERMINAL

@FinancialDashboard



Value Propositions



1

Centralized Financial Management: Manage all your financial data in one place and get a holistic view of your financial position.

2

Real-time Data and Insights: Receive real-time data and insights to monitor key performance indicators, track expenses, identify trends, and get personalized recommendations.

3

Customizable Dashboards and Reporting: Customize your dashboards and reports to focus on the metrics that matter most to you.

4

Collaboration and Team Management: Collaborate and manage your team's financial data securely, streamline workflows, and improve communication.

5

Security and Data Privacy: Prioritize the security and privacy of your financial data to ensure your information is protected at all times.

Market

Market Size and Growth

- The global financial dashboard market was valued at \$5.5 billion in 2019 and is projected to grow at a CAGR of 8.5% from 2020 to 2027, reaching \$10.6 billion by 2027.
- The financial analytics market, including financial dashboards, is expected to grow from \$6.9 billion in 2020 to \$11.4 billion by 2025, at a CAGR of 10.7% during the forecast period.

Increasing Demand

- 83% of organizations are using or planning to use dashboards to monitor KPIs and other metrics.
- Companies that use financial dashboards and analytics are more likely to outperform their peers in terms of revenue growth and profitability.

Opportunities for Atlas Terminal

- Atlas Terminal can stand out by unique dashboard features, market targeting, tailoring, and integrating with other financial apps.

Target Customers

Target Customers

- Small and Medium-sized Businesses (SMBs)
- Individual Investors
- Financial Advisors
- Large Enterprises
- Non-Profit Organizations

Benefits

- Tailored to specific needs
- Customizable reporting
- Budgeting tools
- Integration with accounting software
- Aggregates investment data from various sources
- Provides analysis tools
- Integrates with financial planning and investment management software
- Provides real-time data



Marketing Plan

Marketing Strategy

- Identify target audience: financial analysts, CFOs, CEOs, and decision-makers in various industries
- Consider targeting specific industries for tailored solutions

Brand Positioning

- Develop clear and compelling brand positioning statement
- Highlight unique features of platform such as intuitive interface, advanced analytics capabilities, or integrations with other financial software tools

Pricing Strategy

- Establish competitive pricing strategy
- Offer free trial period, tiered pricing structure, or discounts for annual contracts

Marketing Plan

Content Marketing

- Create high-quality content showcasing expertise and providing value to potential customers
- Utilize blog posts, whitepapers, webinars, and other forms of content to demonstrate thought leadership in financial dashboard space

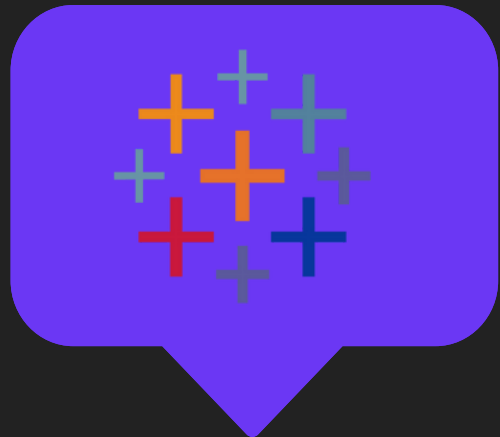
Social Media Marketing

- Leverage social media platforms to engage with potential customers and increase brand awareness
- Post regular updates about product features, share customer success stories, and participate in industry-specific groups and forums

Partnerships & Integration

- Establish partnerships with other companies in the financial software space to increase reach and offer more comprehensive solutions to customers
- Integrate with accounting software platforms, payment processors, or other financial services providers.

The Competition



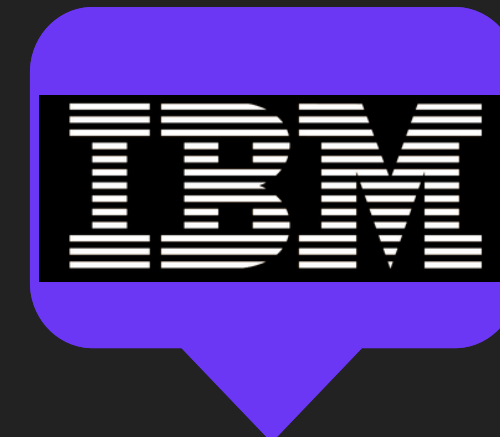
Tableau



Oracle



Microsoft



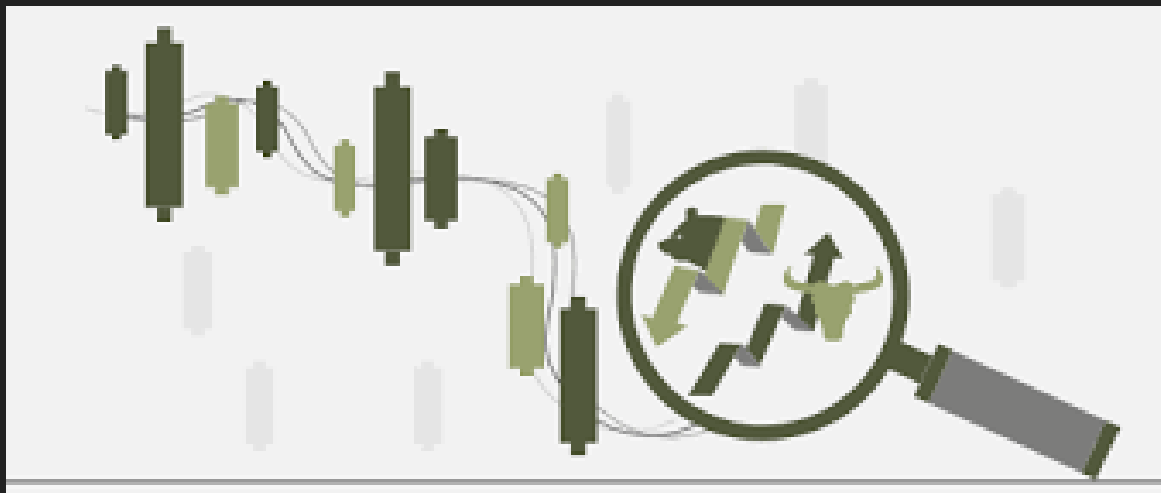
IBM



SAP



Operations & Facilities



- **Software Development:** dedicated team of developers to maintain and update the software platform, could work remotely or in an office environment.
- **IT Infrastructure:** robust infrastructure, including servers, data storage, and networking equipment, could be hosted in the cloud or in a dedicated data center.
- **Customer Support:** provide excellent customer support to users, including a dedicated support team available by phone, email, or chat.
- **Sales and Marketing:** responsible for acquiring new customers and promoting the company's brand, could work remotely or in an office environment.
- **Data Security:** implement robust data security measures, including encryption, multi-factor authentication, and regular security audits, to ensure the security of users' financial data.
- **Physical Facilities:** office space for the development, sales, and marketing teams, and a dedicated data center if the company chooses to host its IT infrastructure on-premises.

Management

CEO

**Momin
Shahzad**

CFO

Jiyad Khan

CTO

**Muhammand
Osama**

COO

**Yahya
Khan**

CMO

Aftab



PROJECT DEMO



THANK YOU

