Company Overview: Gretel.ai is a synthetic data startup that aims to address the data bottleneck by providing tools and solutions for data labeling, transformation, and synthetic data generation. The company was founded by Ali Golshan, Alex Watson, and John Myers, who bring extensive experience from the intelligence community and a passion for solving data-related challenges.

Product Suite: Gretel.ai offers a comprehensive product suite that enables users to work with data more effectively and securely. The product suite includes the following key components:

* Synthetic Data Generation: Gretel.ai specializes in synthetic data generation, allowing users to create high-quality synthetic datasets that mimic the characteristics of real data. Synthetic data is useful when real data is limited, sensitive, or difficult to obtain. It can be used for testing, training machine learning models, and sharing data without violating privacy regulations.
* Data Classification: Gretel.ai provides tools for data classification, allowing users to detect and label sensitive data.
* Data Transformation: The platform offers capabilities for data transformation, including encryption, tokenization, and anonymization. Users can apply these transformations to protect sensitive data while ensuring its usability for analysis and other purposes.
* Collaboration and Integration: Gretel.ai emphasizes collaboration and integration capabilities. Users can collaborate on data projects, share datasets, and track changes similar to how developers collaborate on code using platforms like GitHub. The platform also integrates with other tools and systems, such as Apache Airflow and storage systems like Amazon S3, to streamline data workflows.
* Reporting and Analytics: Gretel.ai provides reporting and analytics features that offer insights into data quality, correlations, statistical anomalies, and the efficacy of using synthetic data compared to real data. These features help users make informed decisions and gain deeper visibility into their data.
* They recently launched Tabular LLM: Gretel's first generative AI system designed to create, edit, and augment tabular data using natural language or SQL prompts. <https://gretel.ai/tabular-llm>

Gretel.ai integrates with various tools and platforms to enhance data workflows and provide seamless integration capabilities. Some of the integrations they offer include:

* Apache Airflow: Gretel.ai provides integration with Apache Airflow, a popular open-source platform for orchestrating and scheduling data workflows. This integration allows users to create streaming synthetic data pipelines within the Airflow environment.
* S3 and Other Storage Systems: Gretel.ai offers connectors and integrations with storage systems like Amazon S3, allowing users to easily access and work with data stored in these systems.
* Data Warehouses and Data Lakes: The platform can integrate with data warehouses and data lakes, enabling users to leverage Gretel.ai's tools and capabilities within their existing data infrastructure.

Gretel competes with:

* Tonic.ai: Tonic.ai offers a platform for synthetic data generation and masking, allowing users to create high-quality synthetic datasets and ensure data privacy and compliance.
* Datagen, Private AI, Mostly AI, Hazy, Parallel Domain, YData
* Synthesized: Synthesized is a synthetic data generation platform that focuses on providing realistic and privacy-preserving synthetic data for various industries, including finance and healthcare.

Team

* Ali Golshan (Co-founder and CEO)
  + Ali is the co-founder and CEO of Gretel.ai since January 2020
  + Ali served as the Senior Director of Global Software Engineering at Red Hat from February 2021 to May 2021.
  + Ali was the co-founder and CTO of StackRox, acquired by Red Hat, where he pioneered Kubernetes-native security solutions and contributed to the creation of the Advanced Cluster Security (ACS) offering.
  + He co-founded Cyphort Inc, a company that was later acquired by Juniper Networks.
  + Ali was the Head of Security Engineering at PwC.
  + He holds a degree in Mathematics and Computer Science from the University of Calgary.
* Alex Watson (Co-founder and CPO)
  + Co-founder and Chief Product Officer at Gretel.ai since June 2021.
  + Previously served as Chief Executive Officer and Co-founder at Gretel.ai from January 2020 to June 2021.
  + Worked as the General Manager for Amazon Macie at Amazon Web Services from April 2016 to June 2019.
  + Co-founded and served as the Chief Executive Officer and Founder at harvest.ai (acquired by AWS) from August 2014 to June 2019.
  + Worked as the Senior Director of Security Research at Websense Labs from May 2013 to July 2014.
  + Held various positions including Chief Technology Officer, VP Engineering, and CEO at BTS from February 2009 to March 2013.
  + Co-founder and Board Member at Battlefield Telecommunications Systems (BTS) from February 2009 to December 2012.
  + Worked as a Field Operations Officer at the United States Department of Defense from June 2003 to March 2009.
  + Served as a Global Network Exploitation Analyst at the United States Department of Defense from May 2002 to June 2003.
  + Bachelor of Science in Computer Science from Indiana University Bloomington (1998 - 2002).
  + Master of Science in Computer Engineering from The Johns Hopkins University (2007 - 2013).
* John Myers (Co-founder and CTO):
  + Co-founder and CTO at Gretel Inc since January 2020.
  + Major in the U.S. Air Force Reserve, serving as a Cyberspace Warfare Officer since September 2014.
  + Worked as a Principal Architect at Arbor Networks, the security division of NETSCOUT, from July 2017 to September 2019.
  + Co-founder and CTO of Efflux Systems from July 2014 to July 2017, which was later acquired by NETSCOUT (Arbor Networks).
  + Director of Operations at the 318 Cyberspace Operations Group, Detachment 2 in the United States Air Force from January 2012 to July 2014.
  + Served in various positions in IT, enterprise security, offensive and defensive capability development, and intelligence analysis during his 8 years in the United States Air Force.
  + Bachelor of Science in Computer Science from Rensselaer Polytechnic Institute (2002 - 2006).
  + Master of Science in Information Systems and Network Management from Strayer University (2010 - 2012).

Fundraising history: Gretel.ai has raised a total of $67.7 million to date. The last post-money valuation for Gretel.ai was $335 million after the Series B funding round.

* Seed Round: In February 2020, Gretel.ai raised $3.5 million in a seed funding round. The round was led by Greylock Partners and included participation from investors such as Moonshots Capital, Village Global Management, Jonathan Swanson, and others.
* Series A: In October 2020, Gretel.ai secured $12 million in a Series A funding round. The round was led by Greylock Partners, with participation from Moonshots Capital and undisclosed investors.
* Series B: In October 2021, Gretel.ai raised $52.2 million in a Series B funding round. The round was led by Anthos Capital, with participation from Greylock Partners, Moonshots Capital, and S32.

Questions:

Scale and Growth:

1. What is the current scale and growth rate of the business?

Customers:

1. Can you provide revenue breakdown by industry?
2. Are there any specific industries where you see higher adoption and potential for growth?
3. Any industry or customer concentration?
4. What is your current exposure to gov’t contracts?

Most Common Uses/Types of Synthetic Data Generated:

1. What are the most common use cases for synthetic data among your customers?
2. Can you provide examples of the types of synthetic data generated and how they are utilized by your customers?
3. Are there any emerging trends or new use cases for synthetic data that you are observing?

Sales Efficiency and GTM Motion:

1. What is your typical GTM strategy?
2. Is there a product you land with (e.g. data privacy masking / data anonymization) and then expand to synthetic data generation or are these very different clients?
3. Who within the organization do you typically sell to?
4. How long does the sales process typically take?
5. Who do you compete with most often? (e.g. Tonic AI, Datagen, Private AI, Mostly AI, Hazy, Parallel Domain, YData) and why do you win? When you lose, why do you lose?
6. How do you think about sales efficiency
7. What is your typical ACV?
8. What is your pricing model
9. What does it take to integrate and what systems do you typically integrate with?
10. How do you think about upsells / cross sells?
11. Historical NDR, GRR, churn

Product Roadmap and New Tabular LLM Product Offering:

1. What are the key features on your product roadmap for the next 3-5 years?
2. Can you provide insights into initial interest in your tabular LLM product? Who are you competing with there (is it Mindsdb / Synthesized or others?)
3. How do you plan to differentiate and position this new product offering in the market?

Margin Profile:

1. What is the current margin profile of your business?
2. Bridge to breakeven. Are there any specific initiatives or strategies in place to drive profitability?

Burn and Capital Needs:

1. What is your current burn rate and runway?
2. Any thoughts on capital needs moving forward?