Sanctuary

AI-Native Data Sovereignty Platform

One-line pitch: Stripe for Data Sovereignty — one integration to make any company compliant with global data residency laws while keeping AI capabilities intact.

The Opportunity

Why Now?

January 2026 is the inflection point:

1. **EU is forcing the issue** — European firms are being mandated to ditch US cloud providers (AWS, Azure, GCP) for EU-native solutions. This isn't optional anymore.

2. **EU AI Act enforcement begins** — Companies must prove AI systems comply with data handling, transparency, and risk assessment requirements.

3. **GDPR fines hit record highs** — €2.1B in fines in 2025 alone. Boards are terrified.

4. **Data localization laws spreading** — Brazil, India, Indonesia, Saudi Arabia, and 40+ countries now have data residency requirements.

5. **AI makes it worse** — Every company wants AI, but sending data to US-hosted LLMs creates compliance nightmares.

The Problem

Today, achieving data sovereignty is a nightmare:

- 6-18 month migration projects
- $500K-$5M in consulting fees
- Fragmented tooling (one tool for GDPR, another for AI Act, another for migration)
- Loss of AI capabilities when moving off US clouds
- Ongoing compliance monitoring is manual and error-prone

Companies face an impossible choice: Stay compliant and lose AI capabilities, OR use AI and risk massive fines.

The Solution: Sanctuary

Sanctuary makes data sovereignty invisible.

One SDK. One dashboard. Complete compliance.

```javascript
// Before: Compliance nightmare
const user = await db.query('SELECT * FROM users WHERE id = ?', [id]);
await openai.chat({ messages: [{ role: 'user', content: user.email }] }); //  GDPR violation

// After: Sanctuary handles everything
const user = await sanctuary.query('SELECT * FROM users WHERE id = ?', [id]);
await sanctuary.ai.chat({ messages: [{ role: 'user', content: user.email }] }); //  Data never leaves E
```

Product

Core Features

1. Sovereign Data Layer

- Drop-in replacement for database queries
- Automatic data residency routing based on user location
- Real-time data classification (PII, sensitive, public)
- Encryption at rest with region-locked keys

2. Sovereign AI Gateway

- Proxy layer for any AI provider (OpenAI, Anthropic, etc.)
- Automatic PII redaction before data leaves region
- On-premise LLM fallback for sensitive queries
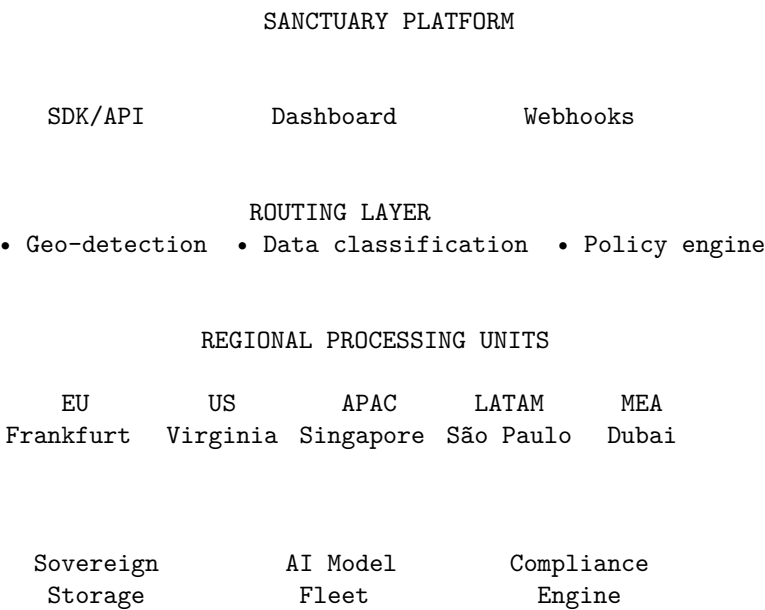- Audit trail for every AI interaction

3. Compliance Autopilot

- Real-time GDPR, AI Act, CCPA, LGPD compliance scoring
- Automated DPIA (Data Protection Impact Assessment) generation
- One-click audit reports for regulators
- Breach detection and notification automation

4. Migration Accelerator

- Automated dependency mapping from AWS/Azure/GCP
- Incremental migration with zero downtime
- Rollback capabilities
- Cost comparison and optimization

Technical Architecture

```
                SANCTUARY PLATFORM


    SDK/API          Dashboard          Webhooks



                ROUTING LAYER
• Geo-detection   • Data classification   • Policy engine



            REGIONAL PROCESSING UNITS


    EU          US        APAC       LATAM       MEA
 Frankfurt   Virginia  Singapore  São Paulo    Dubai



    Sovereign        AI Model        Compliance
     Storage          Fleet            Engine
```

Market

TAM/SAM/SOM

Segment	Size	Rationale
TAM	$180B	Global data management + compliance market
SAM	$45B	Companies with cross-border data + AI usage
SOM	$2B	Mid-market + enterprise in EU/regulated industries (Year 5)

Target Customers

Phase 1: EU Mid-Market (€10M-€500M revenue) - 50,000+ companies - Urgent compliance pressure - Can't afford Big 4 consulting - Average deal size: $50K-$200K ARR

Phase 2: Global Enterprise - Fortune 500 with EU operations - Multi-region compliance needs - Average deal size: $500K-$2M ARR

Phase 3: Regulated Industries Globally - Healthcare (HIPAA + GDPR) - Finance (SOX + GDPR + PCI) - Government contractors - Average deal size: $1M-$5M ARR

Competitive Landscape

Competitor	Weakness
OneTrust	Privacy-focused, no AI layer, expensive
BigID	Discovery-focused, not operational
AWS/Azure/GCP	They ARE the problem
Palantir	Enterprise-only, $10M+ deals
Consulting (Big 4)	Slow, expensive, not software

Our moat: We're the only solution that combines migration + AI + compliance in one platform with a self-serve motion.

Business Model

Pricing Tiers

Tier	Price	Target
Starter	$499/mo	SMB, <100K data subjects
Growth	$2,499/mo	Mid-market, <1M data subjects
Enterprise	Custom ($50K+/yr)	Large orgs, unlimited

Revenue Drivers

1. **Platform subscription** (70% of revenue)
2. **AI Gateway usage** — per-token pricing for sovereign AI (20%)
3. **Professional services** — migration assistance (10%)

Unit Economics (Target)

- **CAC:** $15,000 (blended)
- **ACV:** $60,000 (blended)
- **LTV:** $300,000 (5-year, 10% churn)
- **LTV:CAC:** 20:1
- **Gross Margin:** 80%
- **Payback:** 3 months

Go-to-Market

Phase 1: Founder-Led Sales (Months 1-6)

- Target: 20 design partners in EU
- Focus: German Mittelstand (mid-market manufacturers)
- Channel: LinkedIn outbound, GDPR/compliance conferences
- Goal: $500K ARR, 10 paying customers

Phase 2: Product-Led Growth (Months 6-18)

- Launch self-serve for Starter/Growth tiers
- Content marketing: "EU AI Act Compliance Checklist", "AWS to EU Migration Guide"
- Developer evangelism: Open-source compliance checking tools
- Goal: $5M ARR, 200 customers

Phase 3: Enterprise Sales (Months 12-24)

- Hire enterprise AEs (EU-based)
- Channel partnerships: SAP, Salesforce app exchanges
- System integrator partnerships: Accenture, Capgemini
- Goal: $25M ARR, 50 enterprise + 500 mid-market

Key Partnerships

1. **EU Cloud Providers:** OVHcloud, Scaleway, IONOS — they need migration tools
2. **AI Model Providers:** Mistral, Aleph Alpha — EU-native AI partners
3. **Consulting:** KPMG, PwC — they'll resell to avoid DIY work
4. **Channel:** SAP, Salesforce — app marketplace distribution

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Team (To Hire)

Founding Team Needs

Role	Profile	Why Critical
CEO	Enterprise SaaS founder, EU market experience	GTM + fundraising
CTO	Distributed systems, security background	Architecture credibility
CPO	Compliance software PM, ex-OneTrust/BigID	Product-market fit
Head of Legal	GDPR/AI Act expert, ex-regulator	Compliance authority

Key Early Hires

1. **Solutions Architect** — Design partner success
2. **Developer Advocate** — Community + content
3. **Enterprise AE** — First $500K deals
4. **Security Engineer** — SOC2, ISO 27001 certifications

Financials

5-Year Projection

Year	ARR	Customers	Team	Funding Stage
Y1	$2M	50	15	Seed ($5M)
Y2	$10M	200	40	Series A ($25M)
Y3	$35M	500	100	Series B ($75M)
Y4	$80M	1,000	200	—
Y5	$150M	2,000	350	Series C/IPO prep

Use of Funds (Seed)

Category	Allocation
Engineering	50%
Sales & Marketing	25%
G&A	15%
Infrastructure	10%

Risks & Mitigations

Risk	Likelihood	Impact	Mitigation
Regulation changes	Medium	High	Modular compliance engine, regulatory advisory board
Big tech builds it	Medium	High	Speed to market, mid-market focus, open-source community
Long sales cycles	High	Medium	PLG motion for smaller deals, land-and-expand
Security breach	Low	Critical	SOC2 Day 1, bug bounties, insurance
EU cloud infra immature	Medium	Medium	Multi-cloud, hybrid deployment options

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Why This is a Billion-Dollar Company

1. Inevitable Regulatory Tailwind

Data sovereignty laws are only getting stricter. Every new regulation expands our TAM.

2. Land-and-Expand Dynamics

Start with one compliance need (GDPR), expand to AI Act, then global data residency. Average customer grows 3x in Year 2.

3. Network Effects

More customers = better compliance templates, faster migrations, richer benchmarking data.

4. Platform Lock-In

Once data flows through Sanctuary, switching costs are enormous.

5. Acquisition Target

Every major cloud provider and enterprise software company needs this. Exit opportunities: Salesforce, SAP, ServiceNow, Microsoft, or IPO.

Comparable Exits

Company	Exit Value	Multiple	Relevance
OneTrust	$5.3B valuation	40x ARR	Privacy compliance
Vanta	$2.5B valuation	50x ARR	Security compliance
Snyk	$8.5B valuation	35x ARR	Developer security

Sanctuary at $150M ARR with 40x multiple = $6B valuation

The Ask

Raising: $5M Seed
Use: Build core platform, land 20 design partners, achieve $2M ARR
Timeline: 18 months to Series A

Ideal Investors: - EU-focused VCs (Balderton, Index, Accel EU) - Operators with enterprise SaaS experience - Angels with GDPR/compliance backgrounds

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Next Steps

Week 1-4

- ☐ Validate with 20 cold outreach calls to EU mid-market CTOs
- ☐ Build landing page and waitlist
- ☐ Create "EU AI Act Compliance Checklist" lead magnet

Month 2-3

- ☐ MVP: Sovereign AI Gateway (proxy with PII redaction)
- ☐ 5 design partner LOIs
- ☐ Seed deck and investor outreach

Month 4-6

☐ Launch closed beta
☐ First paying customers
☐ Close seed round

Appendix

Key Regulations

GDPR (EU) - Personal data of EU residents must be protected - Data transfers outside EU require adequate safeguards - Fines: Up to 4% of global annual revenue

EU AI Act (2026) - AI systems classified by risk level - High-risk AI requires conformity assessments - Mandatory transparency and human oversight

Data Residency Laws (Global) - China: Data localization for critical information - Russia: Personal data must be stored in Russia - India: Proposed data localization for sensitive data - Brazil: LGPD requires adequate protection for transfers

Glossary

- **Data Sovereignty:** The concept that data is subject to the laws of the country in which it is located
- **DPIA:** Data Protection Impact Assessment
- **PII:** Personally Identifiable Information
- **Data Residency:** Physical location where data is stored
- **Sovereign Cloud:** Cloud infrastructure that ensures data stays within specific geographic boundaries

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