PITCH DECK

Arrowrithm

22 Aug 2024

ARROWRITHM

DRIVING DATA DECISION-MAKING FOR EVERY BUSINESS

Mission

To maximize the data potential of <u>every business</u> to achieve greater success

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Problem

Data Enablement is currently a luxury afforded only to businesses with substantial resources to make the necessary investments in this area.

60,000 SGD
Approx. annual cost for a Fresh Graduate Data Analyst (glassdoor.sg)

72,000 SGD
Approx. annual cost for a Fresh Graduate Data Engineer (glassdoor.sg)

Excl. Cost of Infrastructure, Administration, Training

210,000 SMEs
(70%) have under 1mil SGD yearly revenue (Straitstimes)

78,000 SMEs
(26%) have under 1mil – 10mil SGD yearly revenue (Straitstimes)

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Value Proposition - AI.lean

AI.lean is an Artificial Intelligence (AI) platform that functions as a "Robotic" Data Analyst and Engineer. She is trained to harness years of Data Analytics and Visualization methodologist to produced Industry Standard Business Intelligence Dashboards.

As AI.lean evolves, she will go beyond Business Intelligence to produce data actionable insights to facilitate business growth and cost reduction.

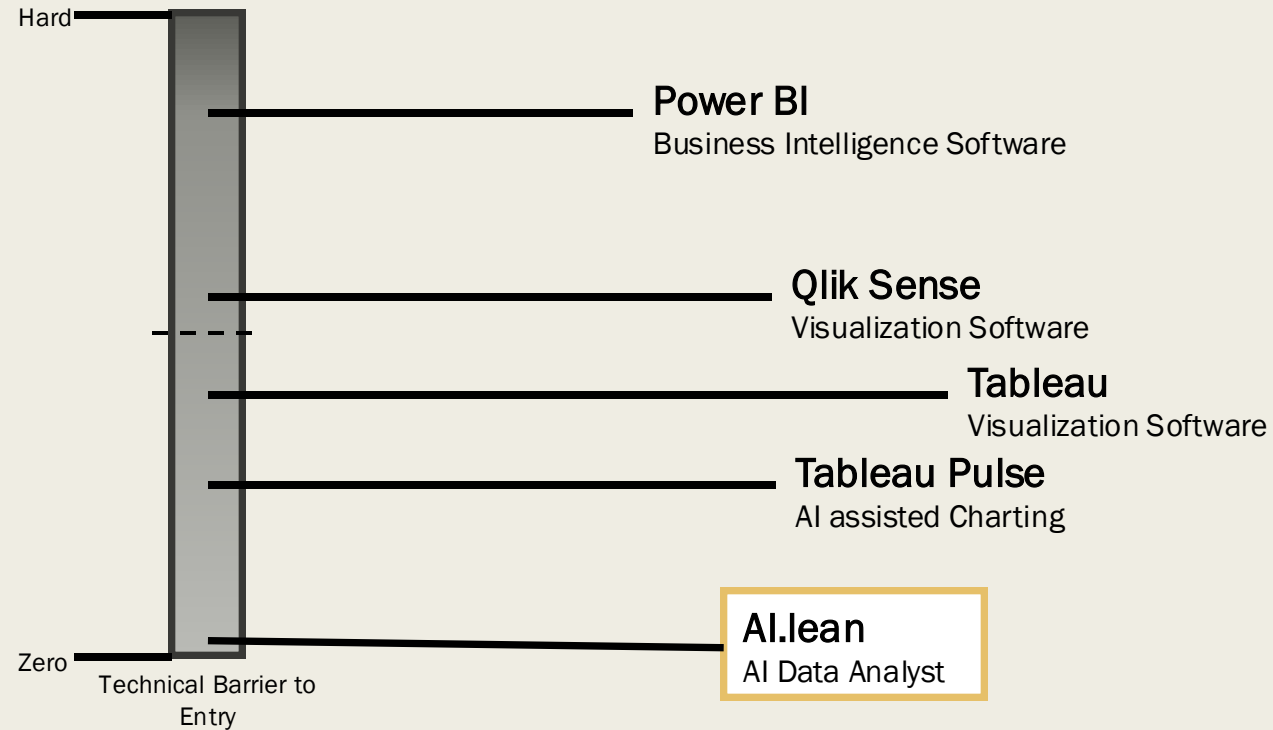AI.lean **IS** a Data Analyst & Engineer at less than a faction of the cost

AI.LEAN

- "Robotic" Data Analyst & Engineer
- Utilizes Artificial Intelligence (AI) to generate impactful visualizations based on industry standards
- Evolves to produce Actionable Insights for business growth and cost reduction

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We are a tool built for the **Business!**

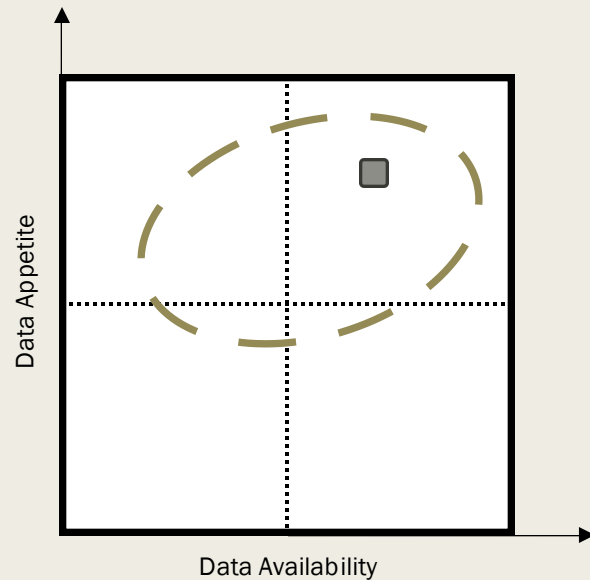Hard

Power BI
Business Intelligence Software

Qlik Sense
Visualization Software

Tableau
Visualization Software

Tableau Pulse
AI assisted Charting

AI.lean
AI Data Analyst

Zero

Technical Barrier to Entry

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Revenue through a **SaaS model**

30,000
10% SME Market Captured

$30 SGD
Subscription Fee/Month

$10.8M
SGD
Projected Revenue by 2030

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Go-to-market Plan

Ideal Customer
A business with tremendous amount of data available with a high appetite to utilize data to expand the business.

A tool for all
While AI.lean's primary audience are businesses with limited resources and hence, unlikely to be data enabled, due to AI.lean being a tool "build for the business", it is complementary with businesses who are data enabled. AI.lean may serve as a supplementary tool for decision makers to perform fast, hassle free queries into their data for instant analytical results.

Data Appetite

Data Availability

Legend

Ideal Customer

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2024 (December)
Release of Minimum Viable Product

2024 (Beyond December)
Domain training and improvement of Model

2024 (Beyond December)
Targeted User growth by specific industries

Go-to-market Plan

Acquisition
Multiple channels will be utilized. The first of which is a collaborative efforts with businesses in the space of Data Education. The second means will be though Business Networks focusing on understanding other businesses pain-points and providing data solutions.

Scale
The scaling strategy will be primarily though word-of-mouth.

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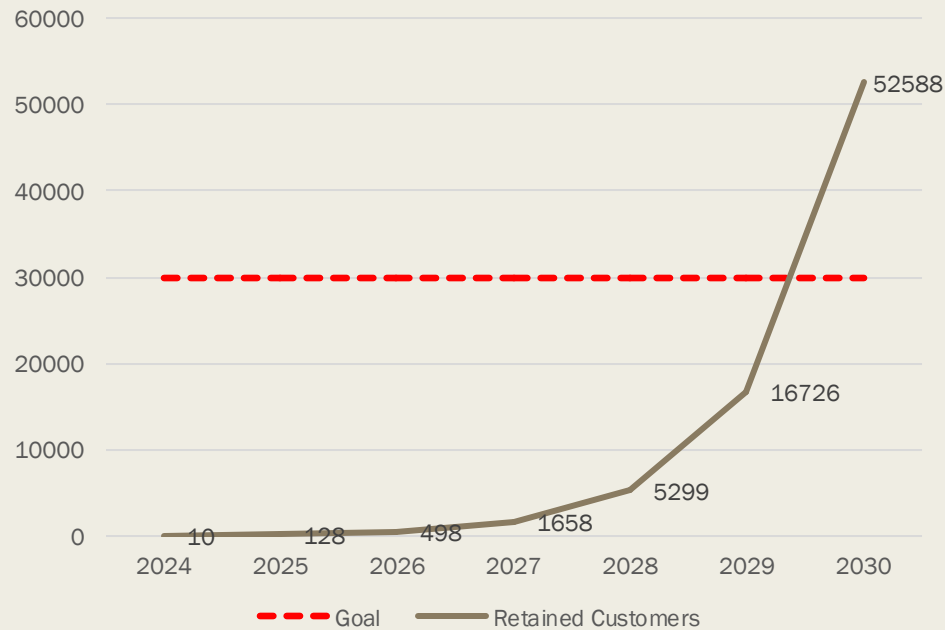
Team

Ryan Chia
Founder

Ryan started his career as a software engineer before progressing into the field of Data where he developed across all domains of the field. He combines business thinking and technology know-how which shapes his approach to how he handles and overcomes challenges.

LOADING

LOADING
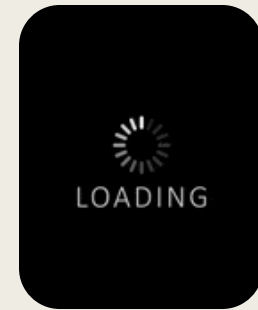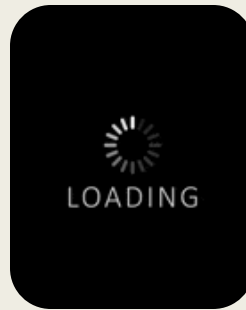
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Acquisition Projections and Key Metrics

Chart — Acquisition Projections:
- 2024: 10
- 2025: 128
- 2026: 498
- 2027: 1658
- 2028: 5299
- 2029: 16726
- 2030: 52588
- Goal (dashed red line): 30000

Legend: Goal · Retained Customers

Forecast based on:
- 10% growth per month through word-of-month
- 4 newly acquired businesses per month

Marketing
- 16 Business Pitches per month
- New Acquisition: 4 business per month
- Conversion Rate: 25%

AI.lean Platform
- Conversion rate (trail to paid): 20%
- Retention rate: 90%

Revenue
- Customer Lifetime: 13 months
- Customer Lifetime Value: $360 (12 x 30 - incl trial)

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Status Update & Use of Funding

AI.lean

- Built the foundation for the classification model

- Midst of training and refining the model

- Building charting for queries based on data context

Pilot Program

- Collaborating with 'Friends and Family' businesses

Use of funds

- 1 Headcount to accelerate development of charting

- Outsourcing of development for User-interface platform

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Thank You