

# MAXA

THE SNOWFLAKE NATIVE APP FOR  
**FINANCIAL & ERP INSIGHTS  
AUTOMATION**

2024 • Series A • Short Form Investor Deck

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3

# Maxa, the enterprise-grade startup

"Maxa exemplifies the modern enterprise startup. They continue to impress us with their ability to harness Snowflake's capabilities and native apps framework. In a few years' time, they have built an innovative solution that addresses the burning need to modernize financial and ERP insights."

99

**Thierry Cruanes**

**Co-Founder, Snowflake**



# What's changing in the market

## CFOs' role

The role of CFOs is changing, from scorekeepers to goal scorers. Finance is asked to support data-informed decision making across the business, and to tie operations to financial outcomes.

## ERPs' drag

ERPs still run the world's businesses, and are the stickiest part of the enterprise tech stack. However, their legacy complexity is preventing businesses to automate insights and course-correct in a dynamic business environment.

## Snowflake apps

Large enterprises now have a safe way to engage with cutting-edge tech from a startup. *Native Apps* enable best-of-breed SaaS without the drawbacks, especially for sensitive enterprise data.

Context: what are ERP systems?

# We track ~1,000 ERPs that run the world's businesses

- ERPs are the main financial - and often operational - systems of record at mid to large enterprises.
- Many companies have more than one ERP due to M&A, business lines, etc.
- Other systems (CRM, POS, WMS, ...) *may also* contain relevant ERP-like data when they are actually *used as a core system of record* by the business.

Large & fragmented landscape



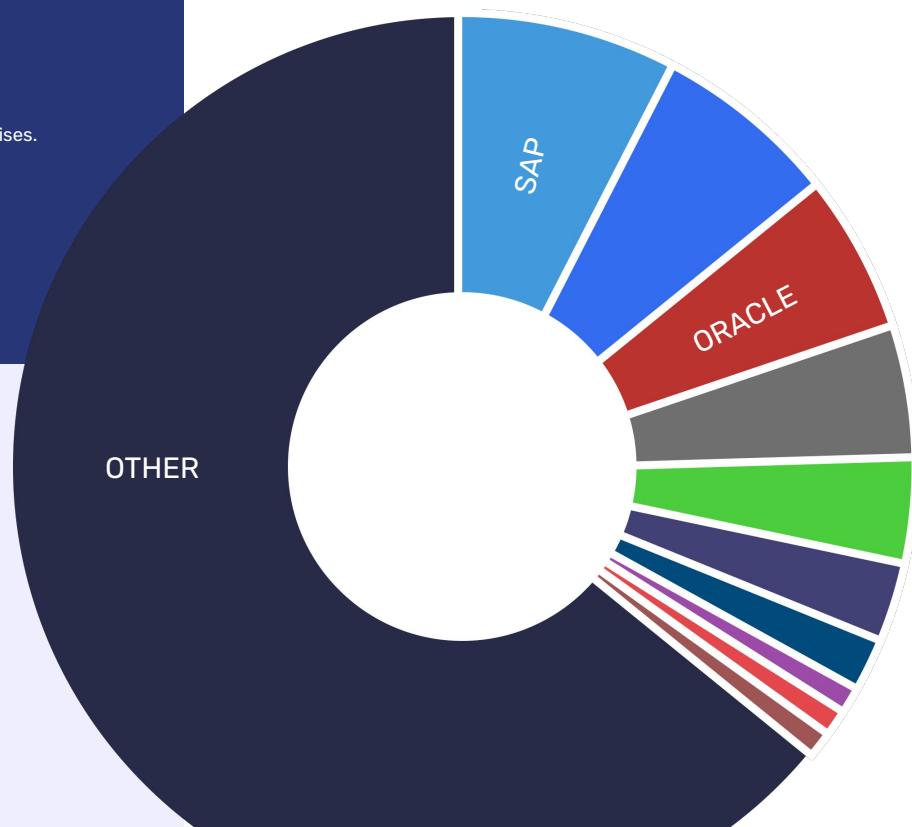
**4M+**

4M companies  
with an ERP



**~1,000**

ERPs & core enterprise  
systems



Context: a decades-old problem

# Automating ERP insights is hard. Why?

6



## Systems

- Each ERP system is complicated: cryptic data, hundreds of data tables.
- Good systems of record, poor systems of insights
- Multiple systems are the norm. An exponential problem.
- Broad consensus that firms needs to get the data 'out' to drive modern analytics.



## People

- Finance teams often carry the burden to produce core reporting and analytics.
- Biz and ops functions depend on Finance.
- Finance depends on IT for systems; IT not knowledgeable about Finance processes.
- Circular problem, where Excel & manual jobs are universal workarounds.



## Alternatives

- No obvious end-to-end tool.
- Lots of data 'plumbing' solutions that do not solve data complexity or drive analytics.
- Large internal teams, lots of Excel. Lots of dead ends & lengthy attempted projects.
- SaaS tools & platforms often worsen the problem by creating even *more* data silos.



## Major concerns

Modern solutions, including Gen AI and LLMs, revive **key enterprise concerns**:

- Security of financial & ops data.
- Sending data to 3rd parties.
- Accuracy, reliability, auditability.
- Governance: who can see what?

# Seasoned tech leadership for product and go-to-market



**Raphael Steinman**  
Co-Founder, Co-CEO

- Career entrepreneur with over 20 years in software engineering and enterprise systems.
- Successfully exited prior enterprise data software company.
- R&D, vision, sales support



**Alexis Steinman**  
Co-Founder, Co-CEO

- Generalist technology executive with 20 years' experience
- Scaled tech group to NASDAQ listing with significant organic and M&A growth; \$550m P&L unit operating globally, out of California.
- MBA. Strategy, revenue, scaling.



**Henri Trouillard**  
VP Operations

- 20 years in data analytics and enterprise software
- Deep knowledge of ERP systems and business processes
- Responsible for ops and customer programs



**David Edwards**  
CRO

- 30 years in software
- Ex-Snowflake star
- Top sales performer - Snowflake, AppDynamics, BMC, Oracle,
- Start-up energy with best practice enterprise GTM discipline

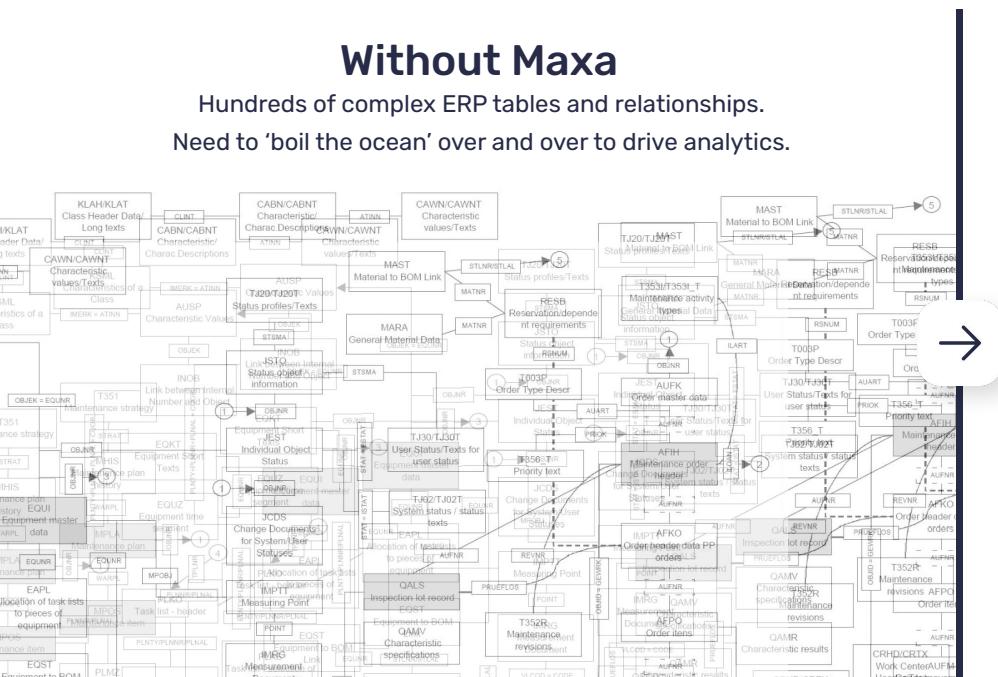
The solution

# Automating-out complexity with software

## Without Maxa

Hundreds of complex ERP tables and relationships.

Need to 'boil the ocean' over and over to drive analytics.



## With Maxa

A handful of clear, consistent data tables  
to drive automated enterprise insights

Product snapshot

9

# Relevant | Automated | Open

[Video demo →](#)

Company's ERPs  
(one or many)



Simplify - Unify

Analyze

Engage

Move



Maxa Connect

Maxa Translate

Maxa Perform

Executive Hub



Snowflake native app

→ All data, Maxa software, data outputs and UI never leave customer's account

→ Maxa can protect its software code and any data tables, even in customer account

# 4 modules

10



## Maxa Connect

Free of charge  
**connectors** for Snowflake:  
get raw data out, fast, and  
reliably.

No more 6-figure spend just  
to free data.

## Maxa Translate

Core **transformation**  
**engine** to **Universal**  
**Business Data Model**  
**(UBDM)**. Eliminates data  
model complexity and  
blends multiple systems as  
one, seamlessly.  
UBDM is ideal foundation for  
*all* downstream analytics.

## Maxa Perform

Library of automated  
'algolytics' components  
across key financial and  
operational ERP themes. All  
analytics **pre-computed**.  
Customers, partners and  
marketplace firms can build  
custom analytics and **add to  
the library**.

## Executive Hub

'Dumb reader' library for  
**visualization**: dashboards,  
reports. No computation.

Coming 2024: **self-serve  
chat with automated  
visualization**.

# 3 game-changing releases in 2024



2020-21

Maxa Connect

Maxa Perform



2022

Maxa Translate



2023 - Now

## Native App

Disrupt large enterprise deployment with Snowflake Native App:

- security, control, governance;
- IP protection;
- enterprise fast track.



Coming 2024

## Maxa self-serve app:

Available in Marketplace: support customer & partner self-serve, starting with Maxa Translate module, and eventually Maxa Perform module.



Coming 2024

## Maxa 'Otto' feature for Executive Hub:

LLM-powered engagement interface with chat. What's special?

- + Security, no data out
- + Accuracy & auditability
- + User permissions
- + Automated visualization

Highlight on *Native Apps*

12

# "Bring our SaaS app to your data, don't send your data to apps"

## Maxa is a global top native app

Native apps are third party software applications that can be installed directly into a customer's own Snowflake data warehouse account, enabling a 'best of both worlds':



All data, Maxa software, data computation outputs and UI never leave customer's account, for greater control and security.



Maxa can protect from customer its software code and any data tables, and can leverage marketplace distribution & billing.

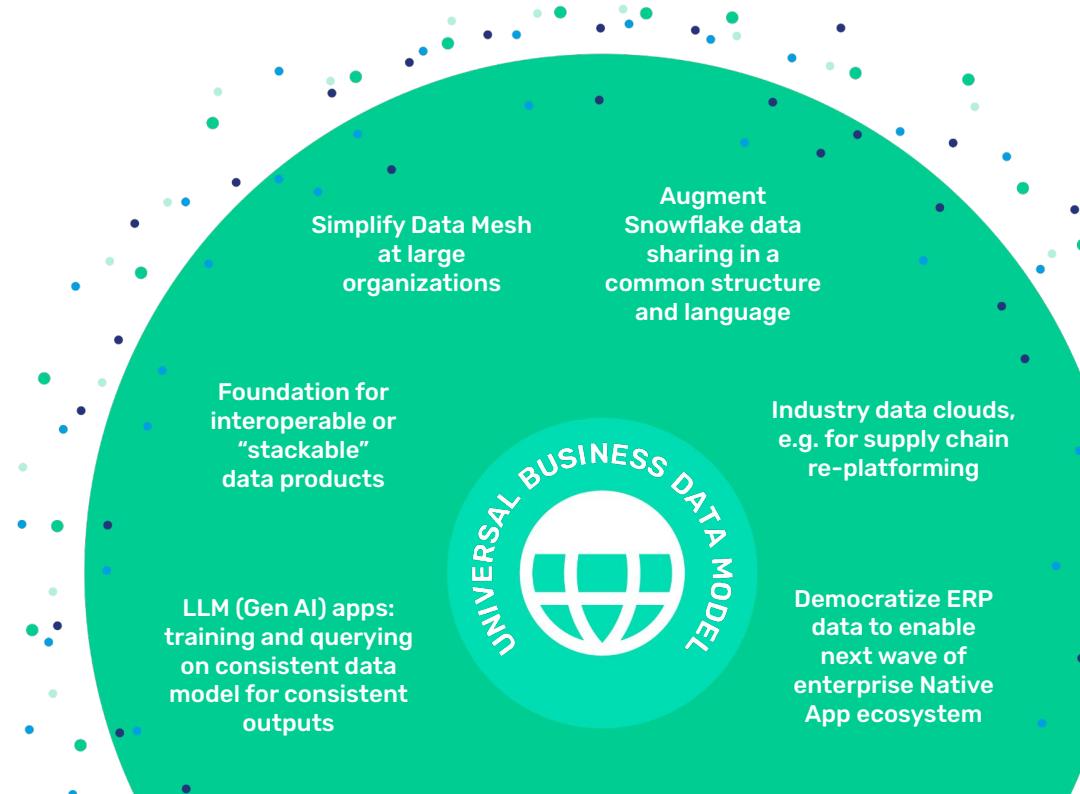


# Maxa is going open & self-serve

In 2024, Maxa is rolling out core features in self-serve mode for customer teams and partners (e.g. consultancies, integrators), starting with **Maxa Translate**.

**Maxa Translate** is the software workbench to output data into our **Universal Business Data Model (UBDM)**, which is both simpler and more powerful, for people and code.

UBDM will be open and will power a whole new set of data products, apps, Gen AI apps, and modern use cases built on top of a **universal language - plain business English - and a consistent data model**.



# Gen AI struggles without Maxa



## Security

Maxa ensures that no sensitive financial and operational data are sent externally to run LLMs.



## Governance

Maxa ensures that user permissions are maintained when engaging with LLM-powered insights. 'Who gets to see what' is a challenge for LLMs in enterprise setting.



## Advanced visualization

Maxa's Executive Hub uses a Python framework: in addition to accurate facts, Maxa can produce beautiful graphs and charts on the fly.



## Accuracy, auditability

90% accuracy is *dead on arrival* for the CFO office. Maxa's Universal Business Data Model (UBDM) is the key to unlocking 100% accuracy on LLM-powered insights for enterprise systems of record.

Maxa offers full auditability of LLM insights - no black box.

# Huge, growing markets

Systems  
spend (1)



**>\$250 B**

↑ 24% CAGR

Staff automation  
cost savings (2)



**>\$1 T**

↑ Companies increasingly seeking  
manual task automation

Companies running  
an ERP (3)



**>4 M**

↑ Large addressable pool of  
companies with critical scale

Sources:

1. IDC and Markets & Markets: systems spend for Analytics, EPM systems, and AI/ML systems.
2. Directional figure: minimum of \$250K savings per company, at 4 million companies, for FP&A, analyst and data practitioners involved in ERP/financial data analysis.
3. Directional figure calculated from SAP public data on total customers and market share.

Current go-to-market

# Focus on Solution Spaces

**Mid-market:** we target Solution Spaces - the intersections between industry sub-verticals and ERP systems widely deployed in those spaces. Customers need NOT have a Snowflake account, as Maxa can offer it as a managed service.

**Large enterprise:** we leverage any Solution Space credentials and, when possible, Snowflake's GTM team and customer base.



Going big by 2025

17

# Driving towards massive scale

## Grow sales team

2024

Scale mid-market and large enterprise B2B sales team. Leverage Snowflake GTM and other partners. Bill first customers through Snowflake Marketplace.

## Enable partners

Mid-2024

Deploy Maxa Translate self-serve to growing list of interested partners (consultancies, system integrators, M&A transactional consultancies, etc.) to serve their own customers.

**PLG +**  **snowflake MARKETPLACE**

2025

Through Snowflake Marketplace, allow anyone to download and use Maxa self-serve, primarily targeting internal customer teams at large enterprises.

Consumption-based model (i.e. 'tax') on flow of transformed data & pre-computed metrics. This opportunity is not yet reflected in our financial model.

# Strong metrics

## Sales growth



From 3M to **19M** ARR

Projected over 24 months.

Self-serve revenue not modeled.

## Gross margin



**90%**

Excluding one-time onboarding.

## Gross margin



From 70% to **85%**

*Including one-time onboarding,  
GM improvement 2024-2025.*

## High customer retention



**95%** retention rate

Today

## High customer LTV



**~ \$2 500 000**

Today

## Outstanding LTV/CAC



**~ 19x**

→ The time is ripe for Maxa to scale

# No go-to option for easy ERP insights automation

ERPs / core systems of record	ETL / data movers / data integrators	Data governance & collaboration	Semantic layer	Data transformation / data engineering/ data prep	Analytics & BI platforms/ reporting	Machine Learning (ML) & data science	Financial Data Platforms
<ul style="list-style-type: none"> <li>• SAP</li> <li>• Oracle</li> <li>• Netsuite</li> <li>• Xero</li> <li>• Salesforce</li> <li>• ServiceNow</li> <li>• HubSpot</li> <li>• etc.</li> </ul> <p>1,000 ERPs and systems of records tracked by Maxa.</p>	<ul style="list-style-type: none"> <li>• Airbyte</li> <li>• <b>Native Snowflake connectors*</b></li> <li>• Fivetran/HVR</li> <li>• Matillion</li> <li>• Informatica</li> <li>• Talend</li> <li>• SSIS</li> <li>• Azure Data Factory</li> <li>• Qlik/Attunity</li> </ul> <p>*Built/used by Maxa</p>	<ul style="list-style-type: none"> <li>• Alation</li> <li>• Cinchy</li> <li>• Collibra</li> <li>• Cube</li> <li>• Incorta</li> <li>• Beem</li> </ul>	<ul style="list-style-type: none"> <li>• AtScale</li> <li>• Cube</li> <li>• Data.World</li> <li>• Kyvos</li> </ul>	<ul style="list-style-type: none"> <li>• dbt</li> <li>• ERP analytics modules</li> <li>• Excel</li> <li>• Databricks</li> <li>• Cube</li> <li>• Coalesce</li> <li>• SSIS</li> <li>• Azure Data Factory</li> <li>• Alteryx</li> <li>• Internal teams</li> <li>• Consultants</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Power BI*</b></li> <li>• Tableau</li> <li>• <b>Streamlit*</b> (Snowflake)</li> <li>• Incorta</li> <li>• Chata.ai</li> <li>• Pigment</li> <li>• Recurrency</li> <li>• Looker</li> <li>• Hyperion BI</li> <li>• Crystal</li> <li>• Cognos</li> <li>• SSRS</li> <li>• Jasper</li> <li>• SiSense</li> <li>• MicroStrategy</li> <li>• ERP modules</li> <li>• Qlik</li> <li>• Domo</li> </ul>	<ul style="list-style-type: none"> <li>• DataRobot</li> <li>• Dataiku</li> <li>• Databricks</li> <li>• Azure ML</li> <li>• Google ML</li> <li>• Data science teams</li> </ul>	<ul style="list-style-type: none"> <li>• Anaplan</li> <li>• Blackline</li> <li>• SAP BPC</li> <li>• Oracle Hyperion</li> <li>• Pigment</li> <li>• Datarails</li> <li>• InsightSoftware</li> <li>• OneStream</li> </ul>

\*Most used by Maxa customers for visualization