



Aligner

Keeps multilingual documents aligned

Deck
Sept
2018

Founders



Sandra Roosna

ex-Soracom

Was leading the global expansion of IoT connectivity provider Soracom, sold for 181M USD in less than 2 years since launch.

- + strong leadership
- + expertise in marketing & sales of cloud-native platforms and cybersecurity infrastructure components



Naz Goudin

ex-Upgraded
(Y Combinator S16)

Fin-tech platform for Apple Upgrade Program.
+ expertise in building SaaS applications
+ superb in implementing new tech,
building quality assurance and data protection
processes

What does it take to update **30 multilingual** documents?

The amount of online content produced by the businesses across the world is constantly increasing. Today, **95%** of the companies manage it manually, slowly and inefficiently. Global translations market is worth **\$50B***.

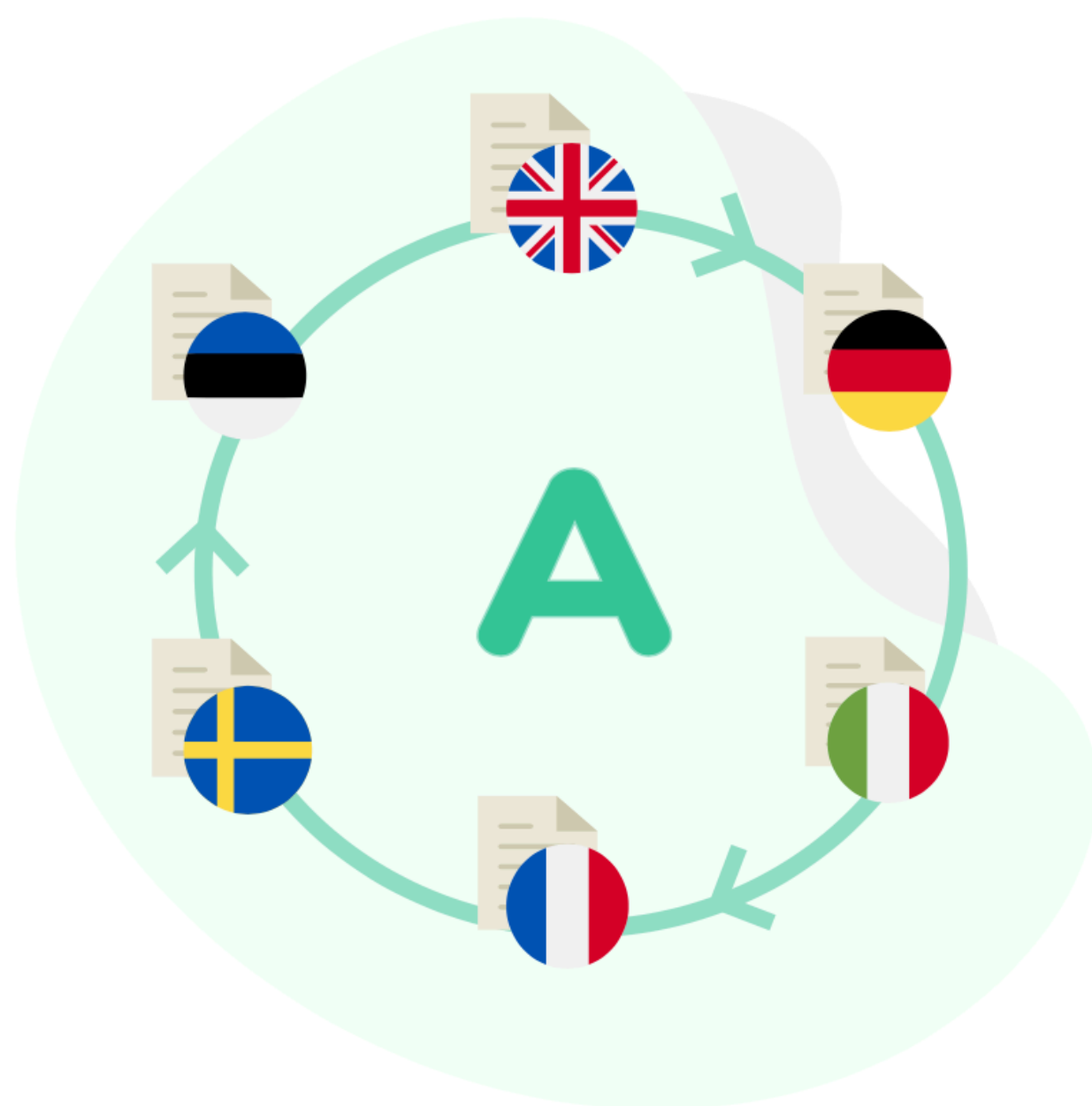
**Source: Statista*

Market is
LARGE

Problem is
HUGE

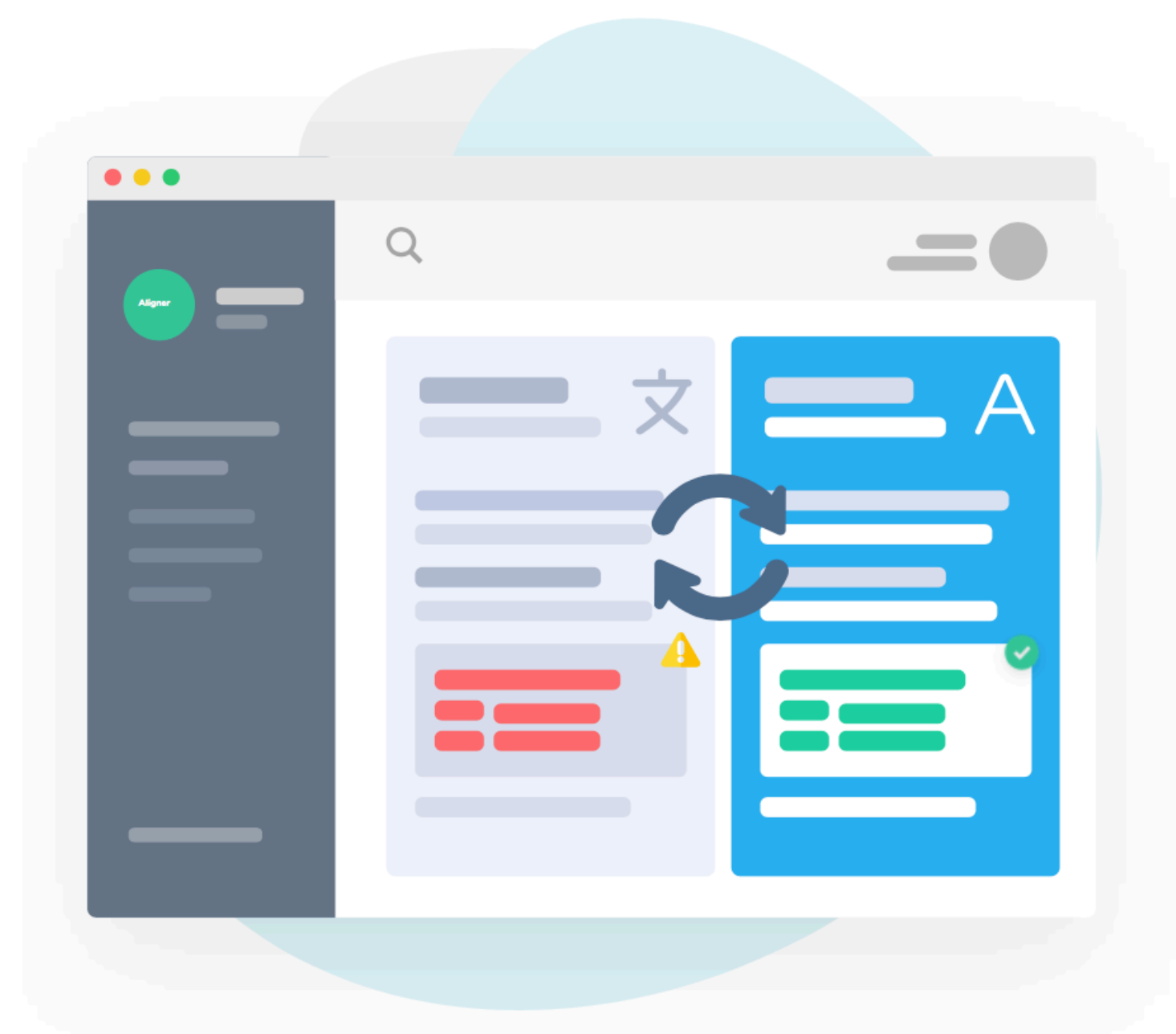


Workplace for multilingual content management



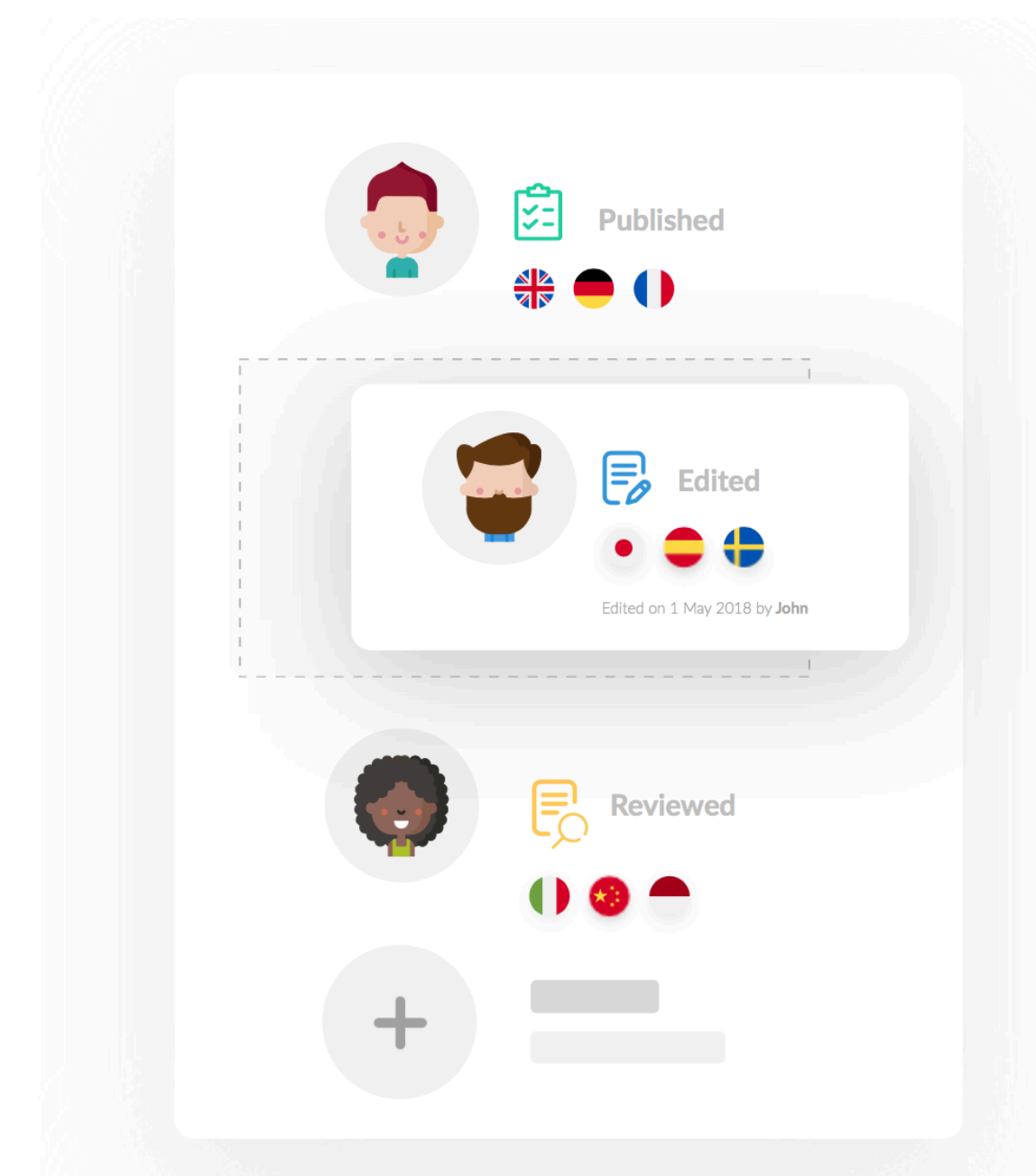
Simultaneous workflow and content alignment. Unlimited amount of languages.

Update any paragraph or sentence, Aligner updates the rest in unison.



Built-In machine translation assistance and translation services.

User only has to click “Update” and “Translate”.

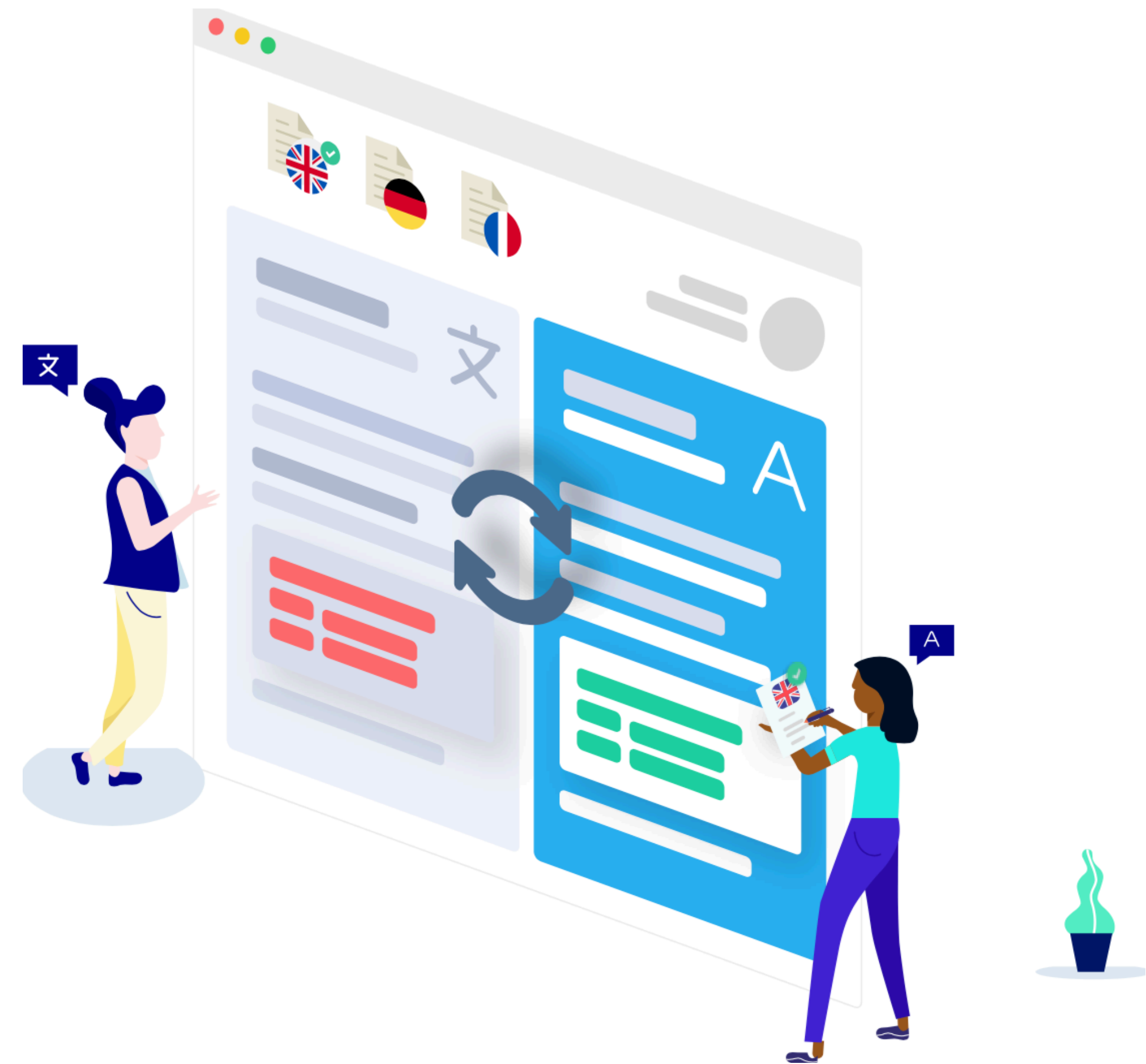


Share your content with anyone to review or proofreading at zero cost.

Sharing and collaborative made easy.

- Cloud-native platform
- Content import via Cloud services (Box, Drive, Dropbox)
- Alignment and cross-lingual algorithms **100%**
- In-house developed proprietary **Document DNA** **100%**
- Content versioning control **80%**
- Editor and parsing mechanisms **60%**
- Instant translation costs estimation calculator **60%**
- Collaboration features and user rights assignment **65%**
- **API integration** for connecting content **100%**
- **Blockchain** technology to create list of records, changes, updates and activities **50%**

Back-end



So how long it takes to
update **30 multilingual**
docs?

Only 5 minutes!

With Aligner you can manage
content in hundred languages in
unison with no hassle.



Becoming a global leader by leveraging modern translation technologies

In order to provide full specter of services Aligner has integrations with few partners.

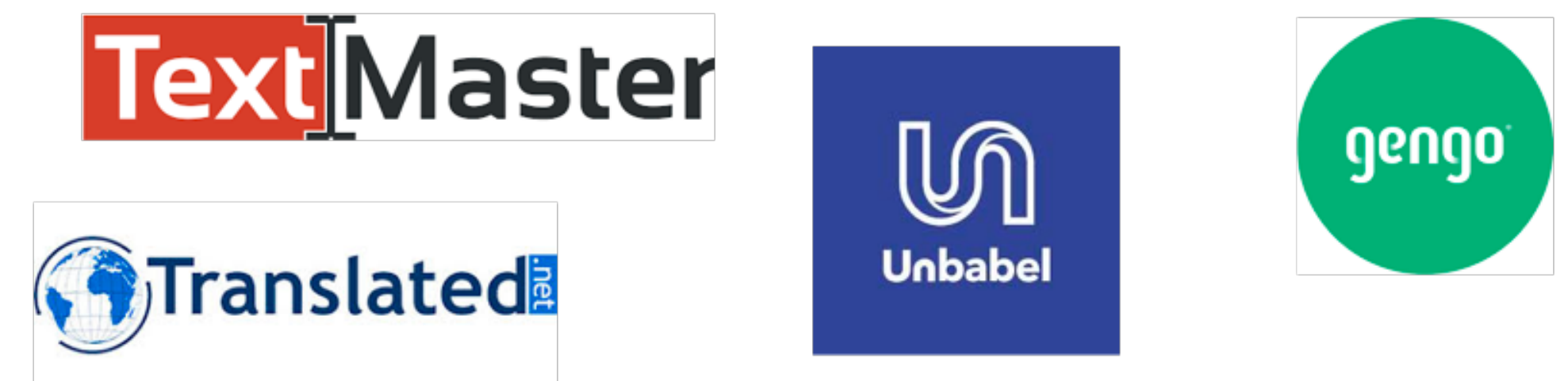
Instant AI:

Google, Bing, Yandex, DeepL



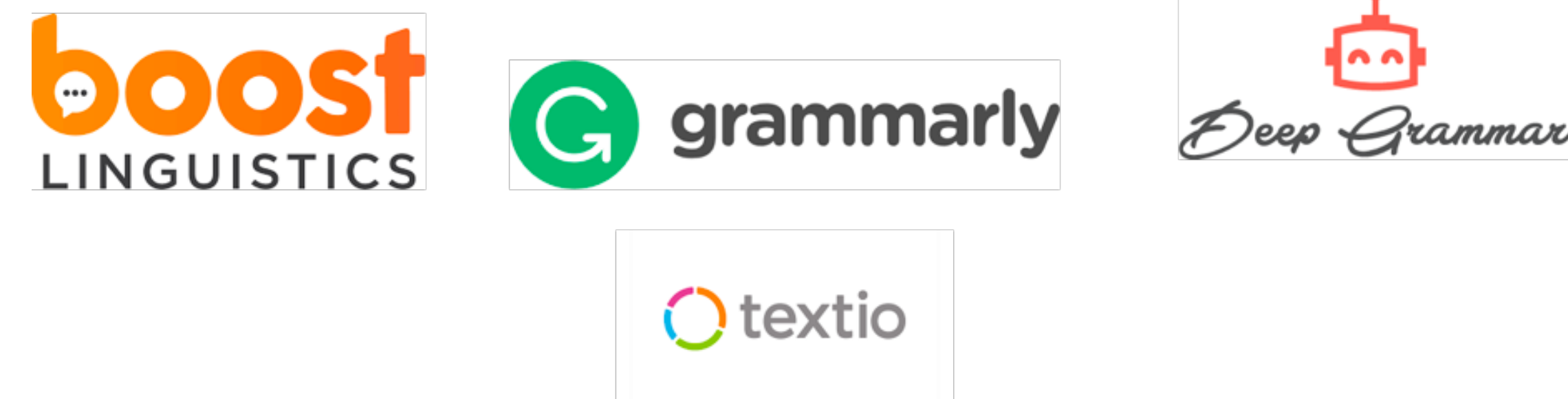
Human translations and proofreading:

GENGO, TextMaster, Unbabel, translated.net, Systran



Augmented writing:

Boost Linguistics, Deep Grammar, Grammarly, Textio



Target integrations:

Box, Slack, Dropbox, Medium

Product / Market Fit

Potential Customers waiting for our product:

Apple

Erply

Upgraded

SayatMe

ELKO

FoodDocs

Maru

Luminor Bank

DreamApply

Mintos

Itochu

LGFG

JetGas

Paytailor

Resurs Bank

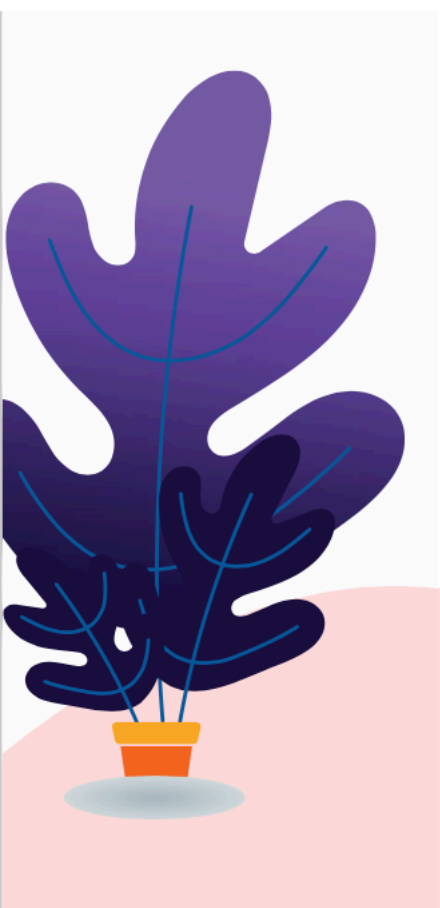
Bigbank

Santander



Cash Flow Machine

- Service fee: 11% intermediation from translation services
- Monthly fees per user:
 - 0\$ forever free editor – start now!
 - 9\$ starting package
 - 23\$ extended tools package: volume + advanced collaboration
 - 199\$ pro package: security package, encryption, cloud storage, pro support



€1610

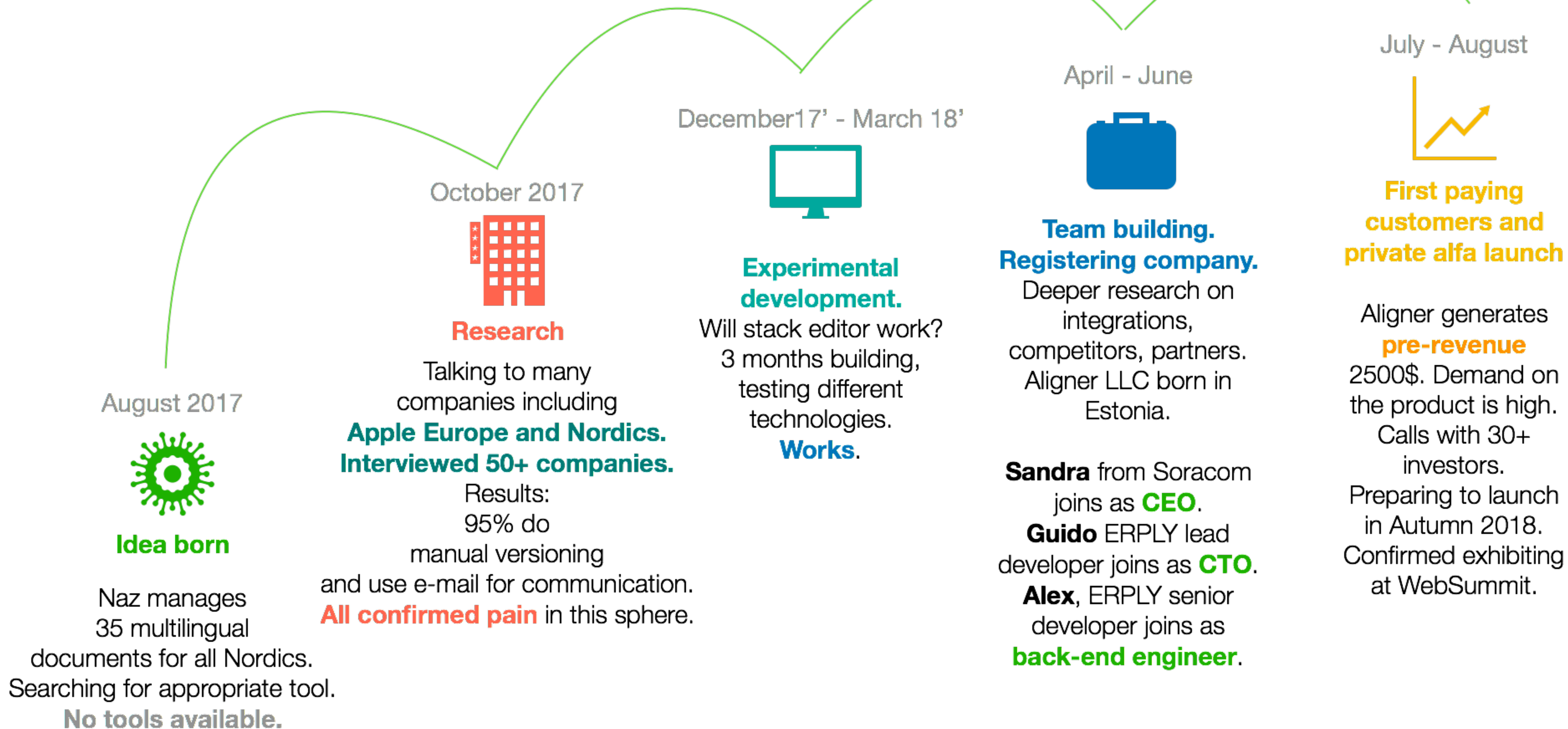
Estimated average customer
lifetime value

€55-60 million

Estimated total turnover in first
3 years

Item	Unit	Total	2018 (Y0)	2019 (Y1)	2020 (Y2)	2021 (Y3)	2022 (Y4)
Total Sales							
Revenue	EUR	€371 299 642	€24 000	€1 089 247	€20 134 753	€94 471 080	€255 580 562
Gross profit	EUR	€159 235 564	€10 293	€467 134	€8 634 990	€40 514 867	€109 608 280
Paying customers	Number		30	1 704	34 228	167 151	474 855
Expenses							
Number of employees	Number		10	27	48	80	133
Manpower	EUR	€44 291 133	€260 000	€3 231 600	€7 126 875	€12 167 041	€21 505 616
Opex	EUR	€26 571 519	€405 350	€2 607 750	€4 514 533	€7 123 943	€12 325 293
Profit/Loss			-€655 057	-€5 372 216	-€3 006 418	€21 223 883	€75 777 370
Cash Flow							
Investment	EUR	€9 500 000	€1 500 000	€8 000 000			
Positive/Negative	EUR		€844 943	€3 472 727	€466 309	€21 690 193	€97 467 563
KPI-s							
Annual Churn rate	%		39%	23%	16%	12%	7%
ARR	EUR		€24 000	€1 089 247	€20 134 753	€94 471 080	€255 580 562
CLTV	EUR		€1 299	€2 165	€3 189	€4 267	€6 718
CAC	EUR		€7 314	€872	€70	€20	€10
Net ARR	EUR		€15 040	€851 858	€17 114 161	€83 575 330	€237 427 620
ARPU	EUR		€500	€500	€500	€500	€500
Gross margin	%		43%	43%	43%	43%	43%

That's how we started making history



Our Seed Round

The investment of will be used for:

- ▶ Team from 5 today up to 20
- ▶ Offices in London and SF
- ▶ Step on gas for sales across EU and US
- ▶ Capital cushion

**Runway:
10 months**

**Raise:
€1M**



A large blue circle is positioned in the upper left quadrant of the slide. In the bottom left corner, there is a stylized teal plant with several large, rounded leaves and a small pot at its base.

We want to improve the work
of the global businesses
of any size

Mission and Values

Our mission and values provide our employees with the framework and purpose every day. We work hard to be concise and specific so our customers and investors understand the purpose and value to them.

We want to see every team member appreciating their own company's purpose and are channeling their efforts to the best effect.

Culture

People First
Connected Trust
Hard Work
Technical Innovation
Diversity
We. Together. Us.

Guiding Principles

Be good
Think Big
Embrace Compliance
Passionate Work Environment
Everyone Creates Value
Manage Risk

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