

# YOUR CONTRACTS AS SMART DATA

## CODEXO

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E sebastien.huppe@cdxo.co  
SAS au capital de 30 000€  
Created July 2016

## Founders

Marc Dangeard (US/FR) – 50%  
Supaéro + HEC  
Sébastien Huppe (FR) – 50%  
SciencesPo + Insead

## Ecosystem

-Station F (INSEAD Program)  
-LaBChain Consortium (CDC)  
-AFNOR (Blockchain & Smart  
Contracts normalization)

## Funding requirements

- €1M seed  
- Goal: series A in H2/19

## Revenue model

- Yearly subscription, plus  
- Price per page

## Expected revenues

- Year 1: €150K  
- Year 2: €1M  
- Year 3: €3.5M  
- Year 4: €12M  
- Year 5: €50M

## Customers

2 customers:  
(SNCF + DAX30 group)  
In both cases the solution is  
spreading across divisions and  
countries (deployment in 26  
countries in Europe under  
discussion)  
Many more large customers in  
the pipeline.

## IP

Patent pending on technology  
(FR18/00908)

## Mission

CODEXO helps enterprises turn 100% of their contracts content into a data lake, where every word becomes a parameter. This connected dynamic structured data will power organizations across silos and geographies.

We do to contracts what LinkedIn did to resumes: we extract data from contracts; we connect the database to the data ecosystem, and provide intelligence from the graph (network effect).

## Problem

The volume and diversity of enterprise contracts make them hard to manage in a systematic way, especially the long tail (large volume of small contracts), because critical information from contracts is missing from existing CRM and ERP systems. Whether for sales or for purchases, the missed opportunities and losses buried in this long tail can represent up to 9% of contracts amounts.

## Solution

CODEXO has developed an AI powered solution to break contracts into a smart taxonomy that builds on your specific prose across languages, and into parameters that can be used to manage operational risk or provide intelligence.

Existing customers give us access to large volumes and a wide range of contracts. The combination of these two elements allows us to build unique knowledge into the system, with generic services on top of an architecture designed for scalability.

The ROI comes from reducing missed opportunities and losses from high volumes of contracts.

## The opportunity

For B2B, the capability to extract and manage data from contracts is as important as social media data is for B2C. Both are a source of truth that drives business innovation.

*"If your data is bad, your machine learning tools are useless"* (Harvard Business Review – April 2018)

Codexo is part of the AI enablement market segment. Our patent pending technology is a unique source of quality data for machine learning systems.

*"The artificial intelligence market was valued at USD 16.06 billion in 2017 and is expected to reach USD 190.61 billion by 2025, at a CAGR of 36.62% during the forecast period. The base year considered for the study is 2017, and the forecast period is between 2018 and 2025."* (MarketsAndMarkets – Feb. 2018)

## Company and management background

The company has been bootstrapped so far, financed through customer engagements. We are a team of 6 people, including 3 developers, 1 architect and the 2 co-founders, plus an advisory board of senior executives from large companies such as Salesforce, Microsoft, AWS.

Marc Dangeard is an entrepreneur who has spent 25 years in Silicon Valley, working for Oracle and Sony as well as many startups in areas such as eBusiness & Cloud computing. He is a Supaéro & HEC alumni & a certified DPO.

Sébastien Huppe is an executive turned entrepreneur with 18 years' experience in the financial sector (KPMG, BNP Paribas, Fintech) in Europe. His expertise is in strategy, organization, business development, governance and financial regulation. He is INSEAD alum. He is also a CPA & a certified Board Director.