



# SENSE YOUR DATA

Making a Business Intelligence SaaS platform for non experts to use

Lucas Gaillard  
+33 7 62 80 95 21 -- [lucas@manty.eu](mailto:lucas@manty.eu)  
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Data Europe SAS written agreement.

# Executive summary

<b>Problem</b>	Organizations make poor decisions because they don't have a proper access to information.
<b>Solution</b>	Build a BI platform that decision makers can use directly.
<b>Metrics</b>	26kMRR(e) with 14 clients. +17kMRR in the pipe, we need to focus on product to convert it.
<b>Secret sauce</b>	Work solely with non BI experts: focus on the 20% features that answers 80% of the questions.
<b>Market opportunity</b>	Addressable market by 2023 : \$5.5 billions. No competition on this part of BI.

# Problem: Information is not available to decision makers

Only experts can use current  
BI platforms



80% of questions don't require  
expert skills



**Damaging bottleneck for information**

# Consequences: organizations make poor decisions

**Non experts**

Don't have a direct access to their data



**Long time-to-insight delays decisions.**

**Experts**

Answer the questions of non experts



**Waste time on low-value analysis.**

# We build a BI tool for non BI experts

## 20 - 80

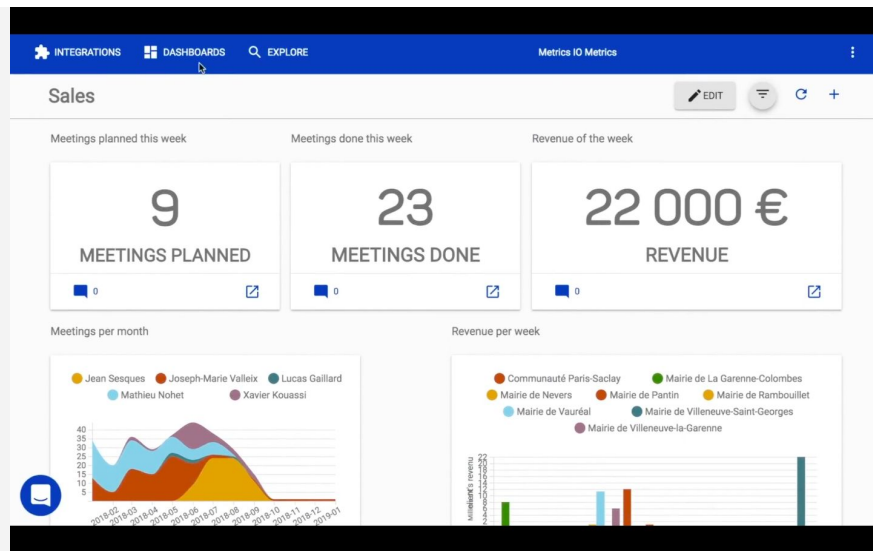
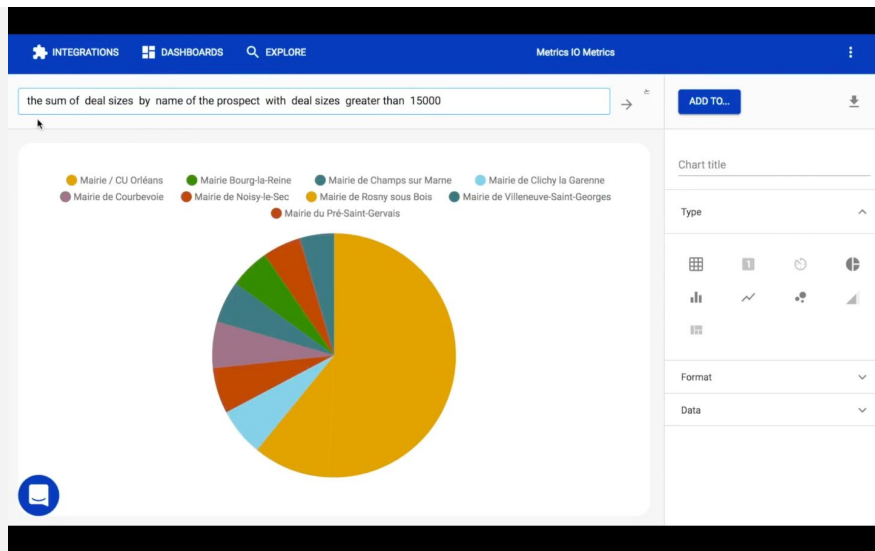
- Focus on the 80% questions that **doesn't require expert skills**
- Build the 20% **features that non experts can use** to answer those questions

Leverage AI  
Focus on UX

## Win-win

- **Non experts** can perform their own analysis.
- **Experts** focus on high value-added analyses.

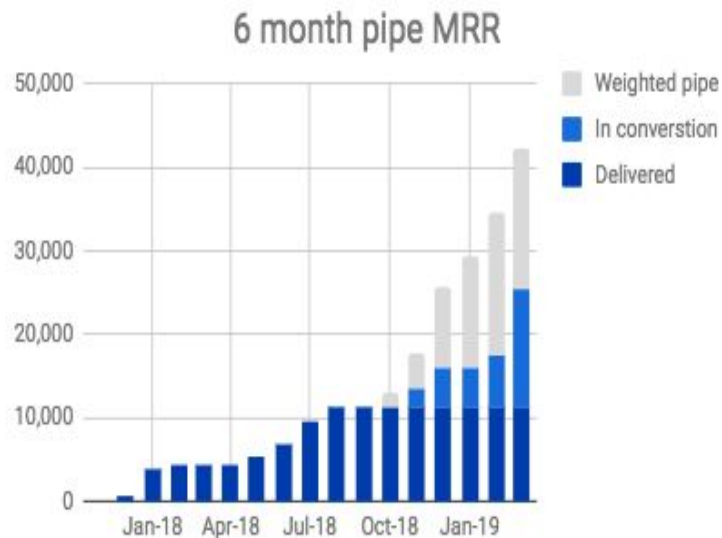
# Product: fastest time-to-insight for non experts



See the demo [here](#)

We do not just remove advanced features, we build a new product.

# Metrics: MRR in the pipe, waited to be converted



**€12kMRR  
Delivered**

Engagement over at least a year.

**€14kMRR  
In conversion**

We are delivering, and already defining our future cooperation. Hypothesis: 85% conversion rate. (5 out of 6 converted so far)

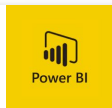
**€16kMRR  
in the pipe**

We need more resources to address this part faster.

# We discovered that BI tools are overkill for typical businesses

1 000 employees

400 BI “users”



sas

c. 20  
BI experts



INFORMATION

How it is

No direct access to insight, rely on the few experts

5 different tools to access information: each expert has his tool

How it should be

1 tool for non experts

1 tool for experts

# We are building the best product for non experts

Other BI vendors ask **the expert**

*"How do you want people in your organization to access insights?"*



They remove friction for **the expert**

Leading to a fancier, more complex BI platform.

We ask the people directly

*"How do **you** want to access insights?"*



We remove friction for **non experts**

Only basic, most useful features.  
Everybody can build a dashboard in minutes.

# We started with large under-equipped segment: Governments

## Governments

Enormous, unaddressed market :

- **€300m to €500m** only for local governments ;
- **€600m to €1b** for central administration.

### PROS:

- Weak competition ;
- Under-estimated budgets ;
- High scalability of developed solution ;
- Barrier to entry “easy” to create (network effect).

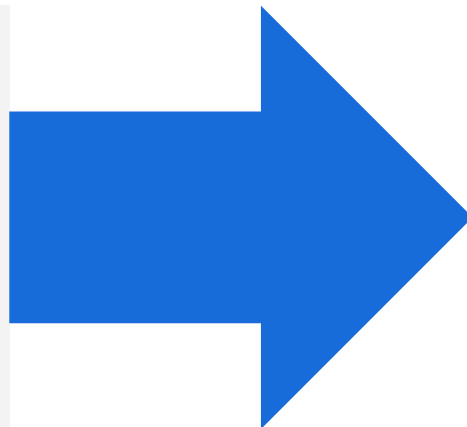
### CONS:

- Time between agreement and cash in ;
- Reluctant-to-change users ;
- Hard implementation due to lack of BI experts.

# Working with non experts gave us an unfair advantage

**1 hour**

Needed to handle Manty.



**Democratize**

**4x more users** of Manty than other tools in a team.

*"Everytime I open the product, it's easier to use. They found inventive ways to fix all the problems I faced with other BI tools"*

B. Clavel, CTO - Courbevoie

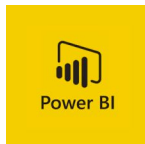
*"Easy to access & use, I set my last dashboard up on my own. It took me less than an hour. "*

G. Adamczyk, CFO - Clichy <sup>1-1</sup>

# We are chasing non-expert IT budgets

## Expert tools :

- 90% of the market ;
- 100% of the competition.



All our competitors sell to BI experts, and are bought by the IT department.



## Non expert tools:

- 10% of the market (didn't exist 5 years ago)
- No competition

We sell to C-levels and are on non-IT budget  
→ **\$5-10 billions (e) market by 2025**



# Founders



Mathieu Nohet, CEO



Joseph Valleix, CTO



Lucas Gaillard, COO



*Master in  
Applied Math*



*Master in  
Management*



*Full-Stack  
Developer*



*Master in Computer Science*



*Data Scientist*



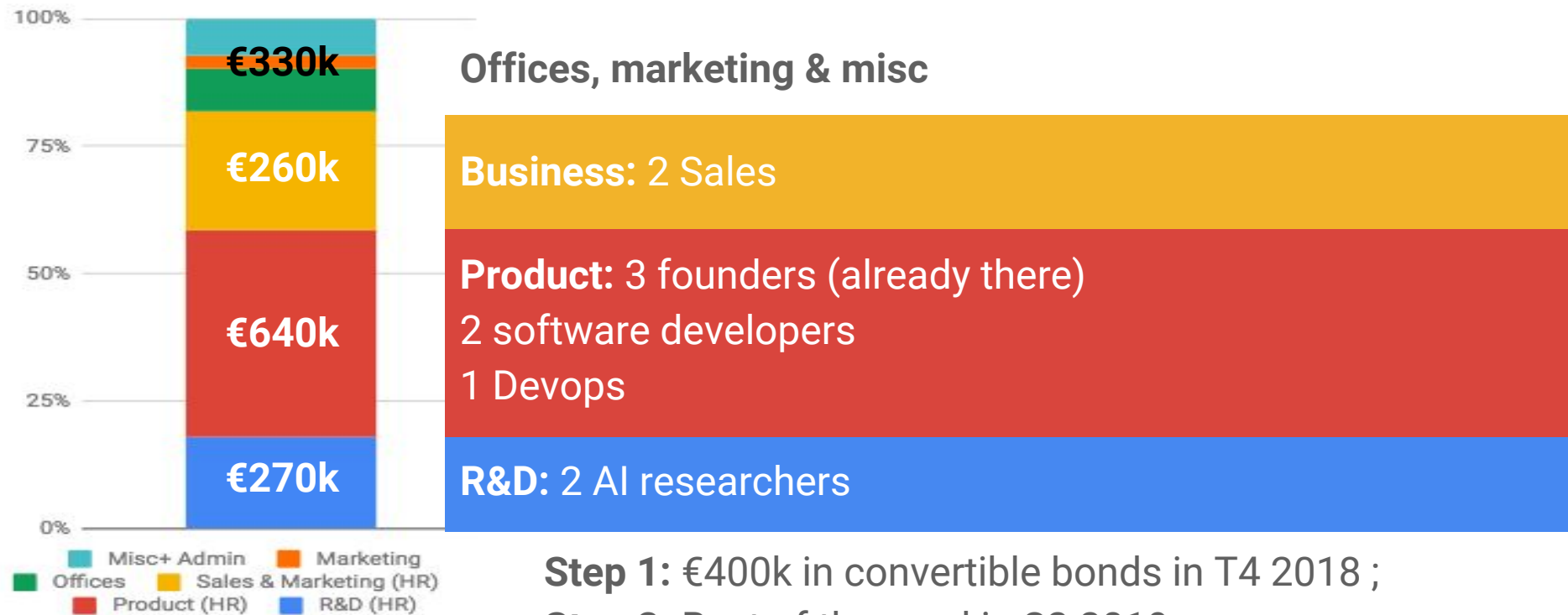
*Master in Strategy*

**Calcium Capital**  
*Private Equity Analyst*



**ARTOMATIX**  
*Product Manager*

# We seek €1.5 million to be Series A ready, in 2 steps



**Step 1:** €400k in convertible bonds in T4 2018 ;

**Step 2:** Rest of the seed in S2 2019

# Step 1: Lock public sector, prepare for private sector

## Public

**Lock the local public sector (€500m TAM in Europe):**

- Pipe constantly growing ;
- Tech (and time) is a bottleneck to convert MRR.

**Keep the current team, despite long cash in from customer:**

- Tech: Clear roadmap, 3 FTE already efficient ;
- Sales: already selling, €2k new MRR/month/Sales

## Private

**Prepare an expansion on the private sector (\$5.5b market in 2023)**

- Market: further understanding of different segments for GtM;
- Product: refine product roadmap to prove PMF on those segments.

## Step 2: build the best BI platform for non experts

**2 software developers**

### Query

Execute on the backlog (from users' feedbacks) to make it easier to query.

### Data Page

Enable non experts to understand data sources.

**2 AI specialists**

### Controlled Natural Language

Develop an effective CNL algorithm.

### Semi-automated data prep

Facilitate the data prep thanks to the analysis of data sources treatments.

**1 devops**

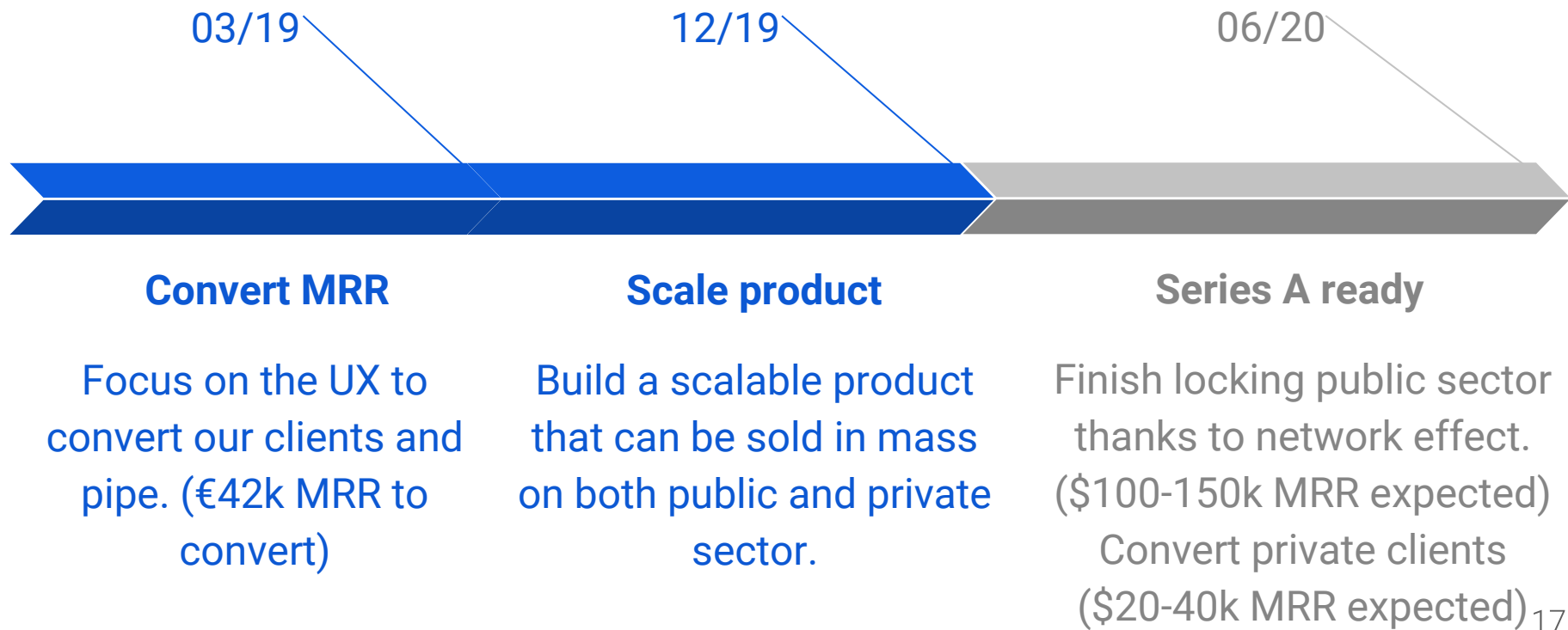
### Improve infrastructure

Make development easier and faster

### Make the product more versatile

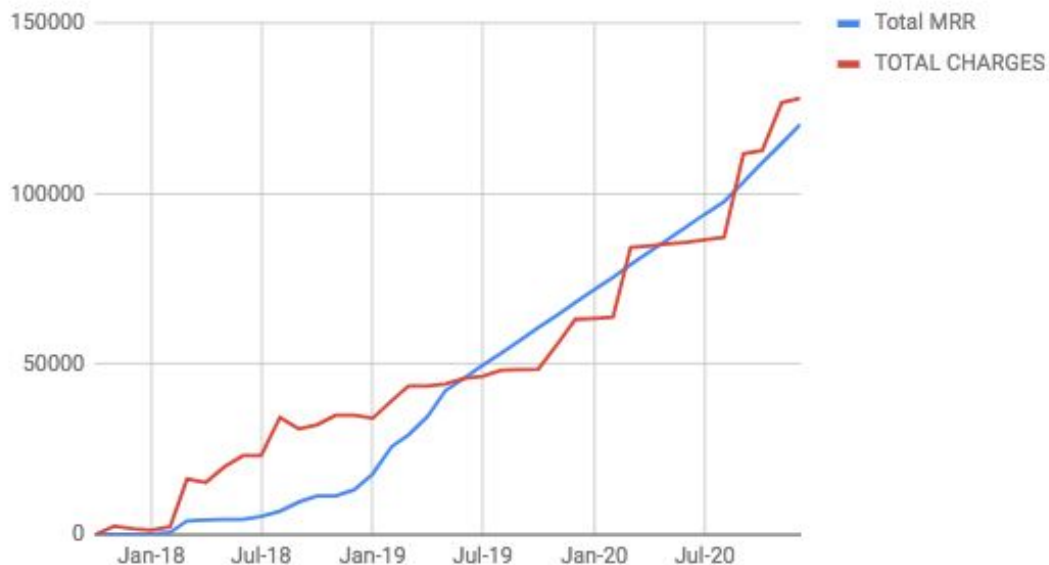
Plug any source of data on the platform

# Roadmap



# Financials over the next 18 months (2)

MRR vs CHARGES



Financial roadmap :

## STEP 1:

- 1) Become profitable on the public sector ;
- 2) Refine roadmap on private sector.

## STEP 2:

- 1) Continue creating a monopoly on public sector ;
- 2) Roll out on identified Government-like companies on the private sector.



# ANNEXES

Answers to legitimates FAQs

# Business model: based on usage, not users

## Subscription

Manty is a subscription-based model. Based on the amount of data logged, we can **scale price solely on usage**.

## Upsell

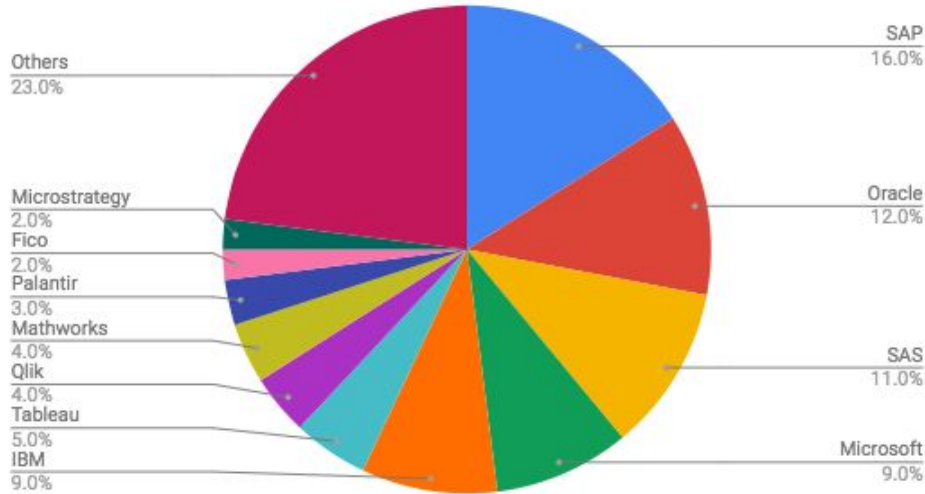
Unlike competitors, we don't scale by acquiring new users but by having more data sources plugged in.  
Price will also increase as the already plugged data sources get bigger and bigger.

# The BI market today is undergoing huge transformations

c. \$20 billions  
11% CAGR

## Situation

Market share per vendor



- Historic leaders (SAP, Oracle, IBM, etc.) are declining, because they do **overkill products**.
- Newcomers (Tableau, Chart.io, Microsoft) are **doing the same tools** with most recent technologies.

**8 vendors between 4% and 16%.**

# Private sector: same organizations, same product.

1

More than **9 out of 10 BI licences are for non experts**, they only have access to insights experts provide them with.

2

Especially in Medium and Large organizations with a **pain to attract tech staff**.

3

Every sector, every team : Product, Logistic, Sales, Marketing, etc. have a pain using the current tools. **Hence the same product we develop would cure the same pain.**

# Private sector, same go-to-market.

**Public**

Except for Courbevoie, all our clients bought us directly with a non IT budget.

Everytime it was a direct sale to a C-level's budget. **We will chase the same budget on the private sector.**

**Private**

**10 years ago**  
The IT department  
chose the tools for  
the entire company.



**5 years ago**  
Created pain with  
current BI tools for  
non IT teams.



**Now**  
Companies  
allocate IT budget  
for non IT teams.  
They can choose  
their tools. 23

# Defensibilities: **CONTROLLED** natural language

**No focus on a sector**

On the Query part, competitors focus either on:

- 1) Hard-to-learn drag and drop system;  
⇒ **Painful to learn**, requires experts
- 2) FULL natural language.  
⇒ Forces them to verticalize to **understand sector specific terms**;

**Thanks to tech & UX**

- Non expert “control” the sector-specific terms thx to intuitive UX ;
- We train algorithms on the way people make queries.

the sum of deal sizes by name of the prospect with deal sizes greater than 15000

**Framed in red is not sector-specific, it is just a way to query, common to every sector.**

# Defensibilities: competitors would have to start from scratch

## Product

Enabling non expert to handle data analytics isn't just about easy querying.

Non expert needs: transparency & understanding of data sources.

⇒ **It's not about removing 80% of the features, it's a different product, from scratch.**

Tableau, PowerBI, etc. all have a “non expert” access which is very much like a “read only” mode. But non experts don't get it.

**Most importantly: we have different users, different buyers, and are on different budgets than all the other competitors.**

Their sales' funnel is through the IT department. That's why in all the organizations we work with : analysts use BO, Tableau, Qlik, but the executives use Manty. **We cohabit with advanced tools.**

## Go-to-market

# BI workflow: from raw data to insight

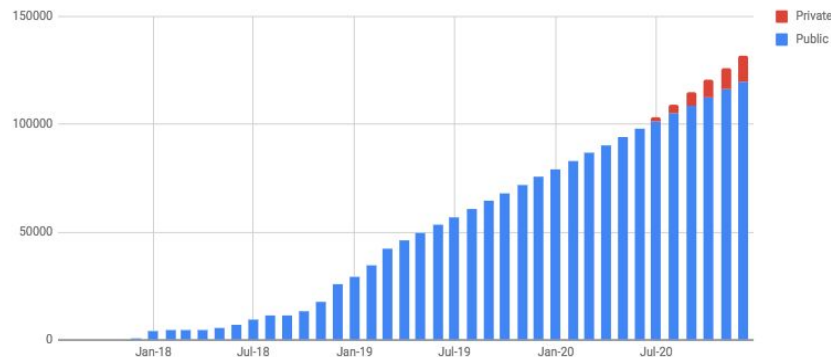
	Data Warehousing	Data preparation	Query	Collaboration
<i>Example</i>	<ul style="list-style-type: none"><li>- Databases connection</li><li>- Blending between databases</li></ul>	<ul style="list-style-type: none"><li>- Rewording</li><li>- Complex indicator creation</li></ul>	<ul style="list-style-type: none"><li>- Get the right data</li><li>- Put them in good shape</li></ul>	<ul style="list-style-type: none"><li>- Dashboard</li><li>- Sharing &amp; exploring</li><li>- Dataviz</li></ul>
Manty	Expert	Non-expert	Non-expert	Non-expert
Competitors	Expert	Expert	Expert	Non-expert

**What's new with Manty ?**

Where we focus to enable non experts to access insights.

# Financials over the next 18 months

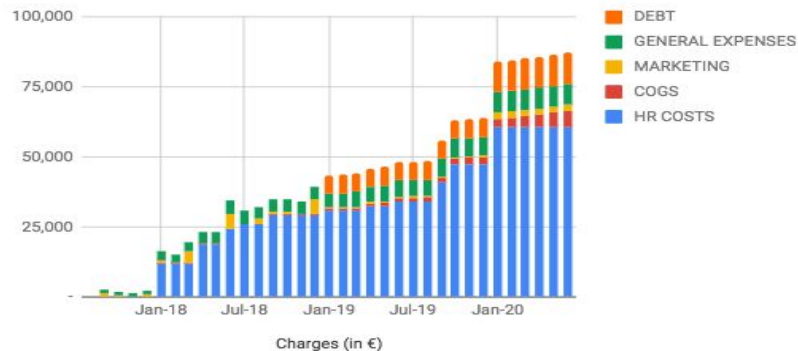
## Top line



- 1) Focus on our pipe & our reputation in the public sector ;
- 2) Tackle private sector in 2020.

## Monthly cash burn

### CHARGES



- 1) Make a scalable and versatile product : HR mainly ;
- 2) See slide 17 for details.



# THANK YOU

You can reach out to Lucas for further discussions/informations

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