

Part 1: "Elevator" Introduction

Brief elevator pitch for your company

ClicData is a leading provider of cloud-based dashboard systems that are designed to improve business efficiency through better reporting.

It believes current BI tools are just too complex and static and that every company should be able to get the most out of its data in a simple manner.

It combines the near endless power of the cloud to connect, crunch, merge, clean, calculate and visualize any and all data and provide beautiful dashboards and performance indicators in seconds.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

The business intelligence market is over 15.4B \$, the Cloud and Social BI market is increasing at a rate of 14% CAGR according to Gartner. We are focusing on the Medium sized companies or Departments within the Enterprise segment as it relates to data analysis, sales and marketing and finance. Our sales cycle is shortened substantially by going after these segments as they require little to no approval from finance and IT.

Is this market growing? How fast?

See above.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

DOMO, YellowFin and KlipFolio are key direct competitors. Our technology is vastly superior and our ability to scale and global reach is unique.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

Key customers today: Siemens, Lexmark, Tesla, City of Sacramento, GroupOn, Iron Mountain, Bosch, and 650 other paying accounts. Our Freemium/Personal subscription has an additional 18,000+ accounts.

Some of the above have been customers for over 14 months.

Describe how you win customers today. Describe your future customer acquisition strategy.

Inbound only via our web site (10,000 unique visitors per month) of which approximately 10% (970 average in the last 10 months) sign up for a free account (limited in storage and functionality), of which an average of 40 accounts convert into a paying subscription.

We will continue to invest in a inbound marketing/sales strategy and combine it with some LinkedIn/Calling sales activities.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

We are developing our partner channel, having identified consulting and software partners such as Infusionsoft, Brainsell, Ingram Micro, and others to resell, recommend or have ClicData as part of their selection of BI tools to replace on premise installations of Tableau, QlikView or older technologies such as MicroStrategy, Cognos, and Business Objects.

Our 100% cloud BI platform is unique in that provides regional data storage with replication, full white label, built in data warehouse, dashboard editor and publication/portal as well as dashboard embedding, API and mobile.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

We provide a single cloud based solution for data warehousing, reporting/key performance indicator and collaboration. We are able to connect to hundreds of different data sources, systems and files, manipulate, cleanse and merge/fusion data, a dashboard editor capable of displaying data from all sources and more.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

The product has been on the market for over 20 months, with thousands of accounts (paying and non paying) using it each with tens to hundreds of users. We are focusing on the commercialization of the product.

Describe the remaining product development risks and your plans to overcome them.

There are no development risks as the product is fully functional and operational for well over 20 months plus an additional 14 months in Beta.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

Reporting is a need of any company and as with any enterprise application, it can be substituted by manual processes and tools such as Excel. It is based on the cost savings of automating the data retrieval and processing that we are an advantage over any of our competitors.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

We are planning on filling over 6 patents over the next 12-16 months finance depending.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

Our architecture is unique and difficult to replicate over a short time frame of less than 24 months after which time we would have advanced into other advanced areas of business intelligence such as predictive, machine learning and many other features.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

Rapid increase in prospects and paying customers requires an increase in commercial and support staff for which we are not properly funded at this time. Staff represents 40% of our running cost and as such we will raise funds again in 2017.

Briefly list and describe your key team members.

Rob Wood, VP Sales North America
Damien Courouble, Lead Engineer
Shree Neve, Professional Services/Support

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

CMO within 18 months.

Briefly list and describe your key advisors, and their contributions to date.

Dan Tyre, continually provides valuable feedback into sales and marketing processes and strategies.
Mario Martinez II, introduced ClicData to Arizona, industry partners and other investors and resources.
Arnaud Monnier, provides synergies with customers in his company and investment partners.