Custimy

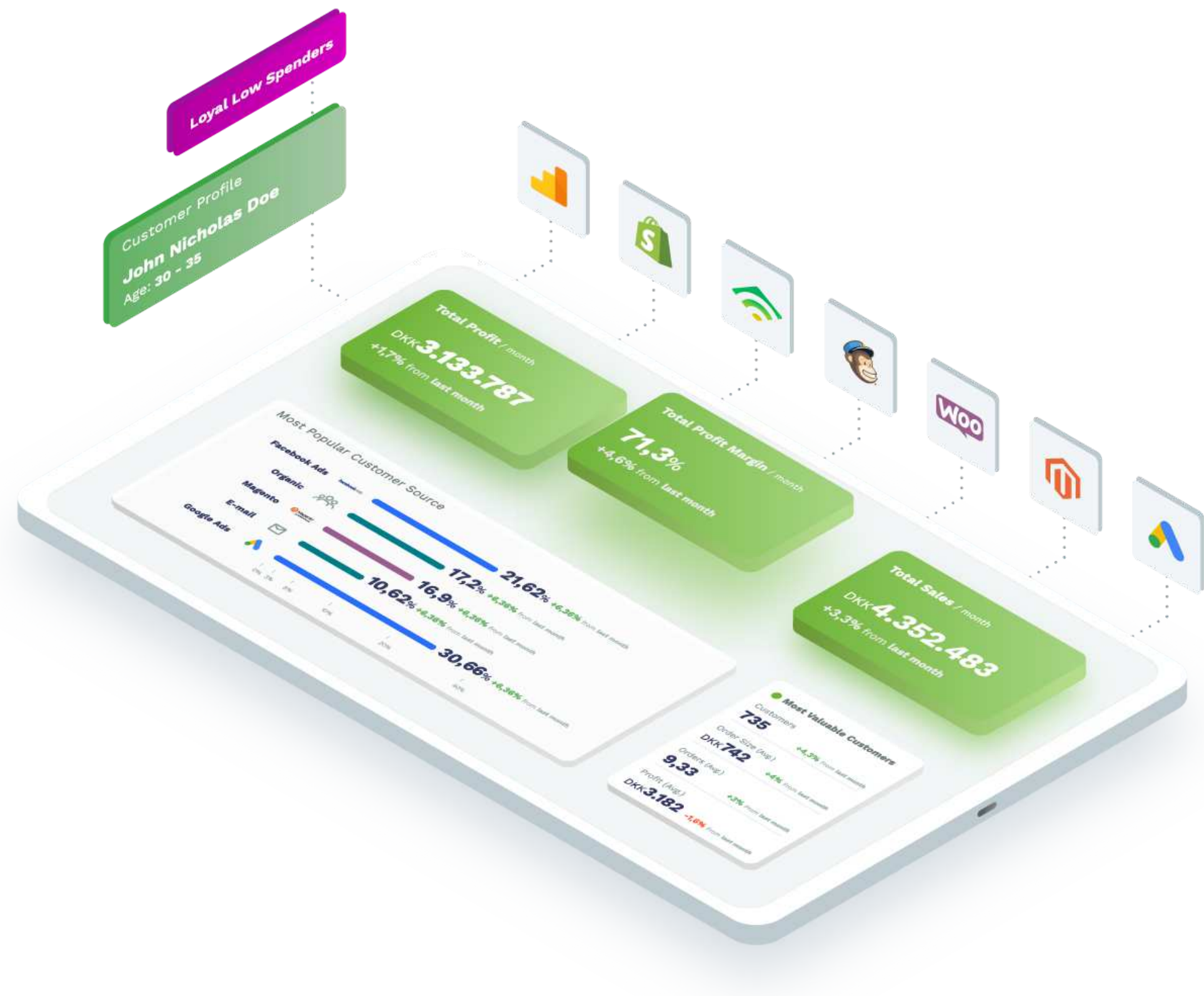# **Building** the most accessible Cloud Customer Data Platform for the last 96% of the E-commerce market

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The problem: A structural problem that impacts 96% of the entire E-commerce industry

96% of E-commerce businesses are without the needed infrastructural software which causes them to only have access to approximately 28% of their insights.
Why is that?

Lack of Resources

9 out of 10 SMBs don't have time, budget or resources invest in infrastructure

No DW/Infrastructure

Fragmented & siloed customer, product, and marketing data resulting in scattered data

No ownership of data

Little ownership of data - left in blackbox of Facebook, Google, Apple, Amazon
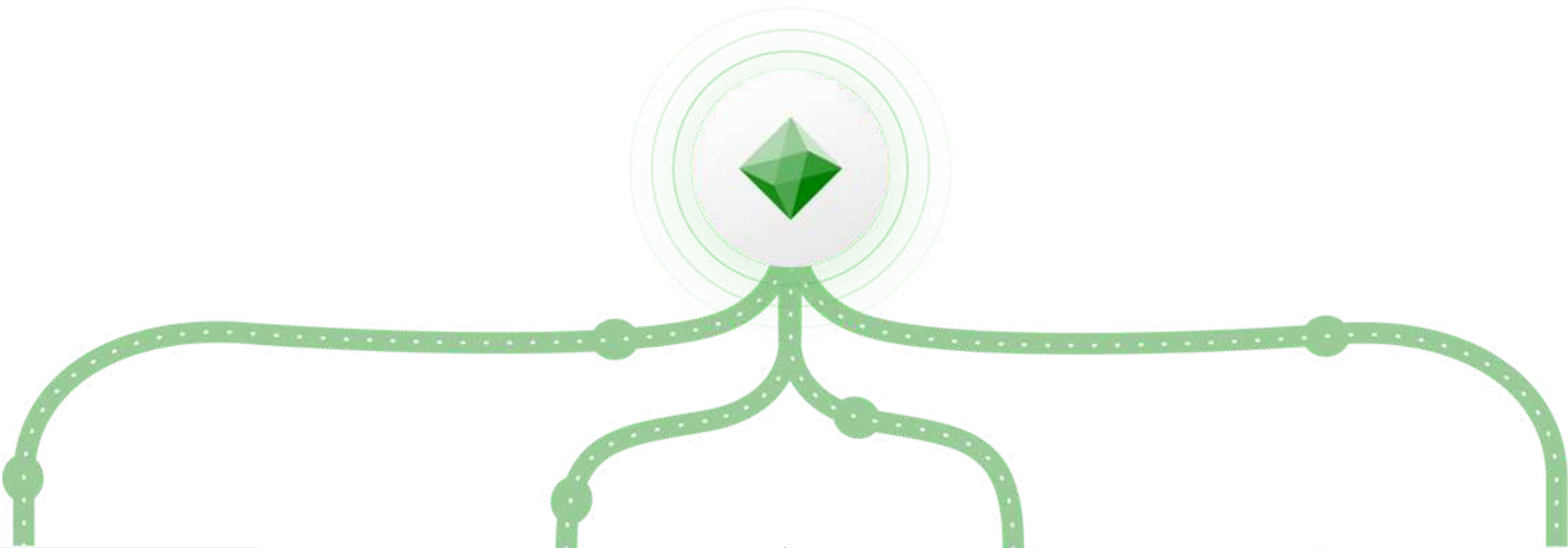
Relying on Guestimations

E-commerce businesses are relying on gut-feelings and not insights

Current: How are/can Ecommerce businesses do it today?

Fragmented and at 300% more of cost than the price of Custimy.io

"It is not only about marketing anymore, it is business performance at scale"

Data consolidation tools	Cloud & DMP need	Marketing analytics tools	BI and Analytics tools
80% of businesses struggle to unify data	*96% of E-com don't have a proprietary cloud*	*Marketers use on avg 31 marketing tools*	*74% of employees feel overwhelmed by data*
CONFLUENT, SUPERMETRICS, Stitch	Azure, Google Cloud, aws, SAS, snowflake, CLOUDERA	kissmetrics, mixpanel, Google Analytics, ProfitMetrics.io, morningscore	Sheets, Excel, Qlik Q, alteryx, Power BI, Google Data Studio
Avg pricing **400€ /mo**	Avg pricing **900€ /mo**	Avg pricing **200€ /mo**	Avg pricing **350€ /mo**

Avg E-com business with 1.5mil€ Y revenue: →

avg total price: 1850€ Montly

Custimy.io: 479€ Montly

The solution:
A Cloud eCDP unlocking the last 72% of insights through infrastructure

Custimy.io uniquely connects, consolidate, process & aggregate data from multiple sources:
Enabling customer insights, product insights, performance insights and activation of personalisation at scale, all in one platform

Single Customer View

Personalization creates trusts, that crates experiencex

- Identify Twin Customers
- Utiliza Price sensitivity insights
- **Improve CLV**
- Find preferred communication
- **Understand purchase habits**
- Utilize demographic insights

Spend Accuracy

Minimize misspend, optimize product exposure, increasing ROI

- **Budget utilization**
- Improve CPC
- "Organic" optimization
- Misspend identification
- Improce ROAS/PROAS

Most Valuable Products

Minimize return by matching customers with synergizing products

- **Optimize Return Rate**
- Optimize Purchasing
- **Recommendation fulfillment**
- Market more profitable products
- Utilize luring products

360 Customer Segmentation

Ability to automatically segment based on profits, frequency, order size and return

- Customer exposure precision
- **Improve repeat purchasing rate**
- Drive higher Retention
- Drive higher conversion rate
- **Customer Reactivation**

Your Company +

John Doe

HOME

CUSTOMERS

Loyal Low Spenders

Active customers with a high order

Customers	Orders	Total Profit	Monthly Recurring Revenue
1.233	8.914	DKK1.013.526	DKK52.048

And how big is this market?

Market trends & drivers

01 96% of E-comms don't have a Datawarehouse

02 Market is growing faster in Europe and APAC, which offers unique positioning possibilities for Custimy.io

03 Customer data platform market is expected to reach 16 billion euros by 2025 - CAGR of 34 %

UK:
178.000 E-com
apx (89.000 in Tier 1)

Denmark & Sweden:
54.000 E-com
apx (16500 Tier 1)

USA:
2.05 mil E-com
apx (1.5 mil in Tier 1)

Germany:
135.000 E-com
apx (65000 Tier 1)
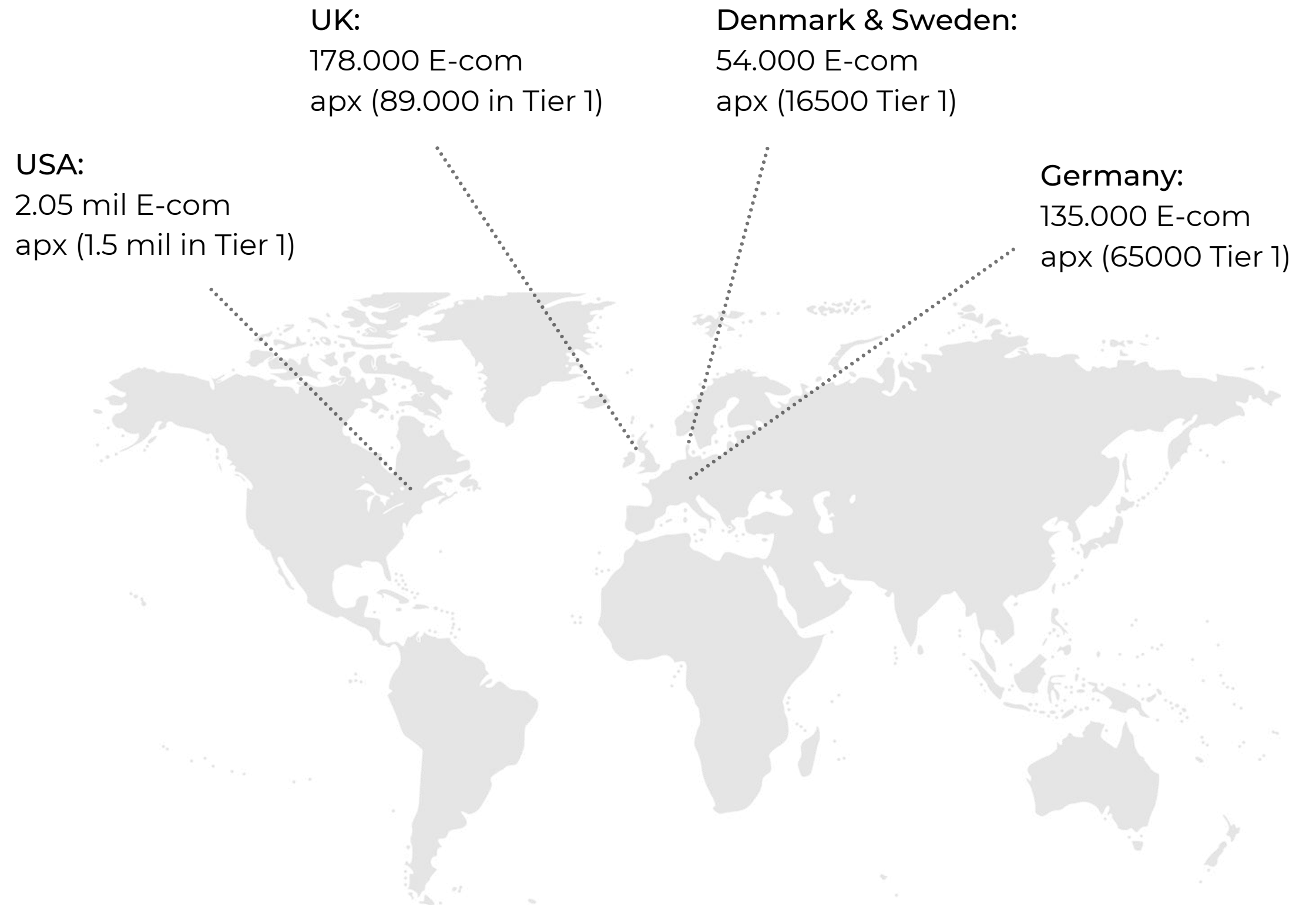
Tier 1 companies are E-commerce with 1-10m Euros yearly turnover)
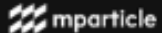
How are we **different from our competitors** for the E-commerce industry: Accessibility

🟢 Accessible   ⚪ Not Accessible   🟡 Requires developers

	CDP Europe					CDP US					
	EXPONEA	SALESmanago	CrossEngage	raptor	Custimy	TEALIUM	rudderstack	blueconic	mparticle	segment	salesforce
Entry Customers											
100.000€ Yearly turnover	⚪	⚪	⚪	⚪	🟢	⚪	⚪	⚪	⚪	⚪	⚪
500.000€ Yearly turnover	⚪	⚪	⚪	⚪	🟢	⚪	⚪	⚪	⚪	⚪	⚪
SMB customers											
1.000.000€ Yearly turnover	⚪	⚪	⚪	⚪	🟢	⚪	⚪	⚪	⚪	⚪	⚪
2.000.000€ Yearly turnover	⚪	⚪	⚪	⚪	🟢	⚪	⚪	⚪	⚪	🟡	⚪
5.000.000€ Yearly turnover	⚪	⚪	⚪	⚪	🟢	⚪	🟡	⚪	⚪	🟡	⚪
Mid market											
7.500.000€ Yearly turnover	⚪	🟢	⚪	🟡	🟢	⚪	🟡	⚪	⚪	🟡	⚪
16.000.000€ Yearly turnover	⚪	🟢	⚪	🟡	🟢	🟡	🟡	🟡	🟡	🟡	🟡
Custom/Enterprise											
25.000.000€ Yearly turnover	🟡	🟢	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡

From an idea to a sustainably growing Cloud SaaS platform

4 Grew beta revenue to 42k MRR – part of PSV process

1 Founded July 2020

6 Full launch: August 2021

7 April 2022 - MRR: 50k$

13 months

3 Jan 2021, MVP

9 months

Freemium model to stress-test before launch

Q4 2021: CAC:LTV 5.2

Q1 2022: CAC:LTV 6.8

150 days

270 days

4 months

5 Preseed Round / Preseed Ventures

8 July 2022 ARR: 1mil$

2 Dec 2020 - BA round / 425k$
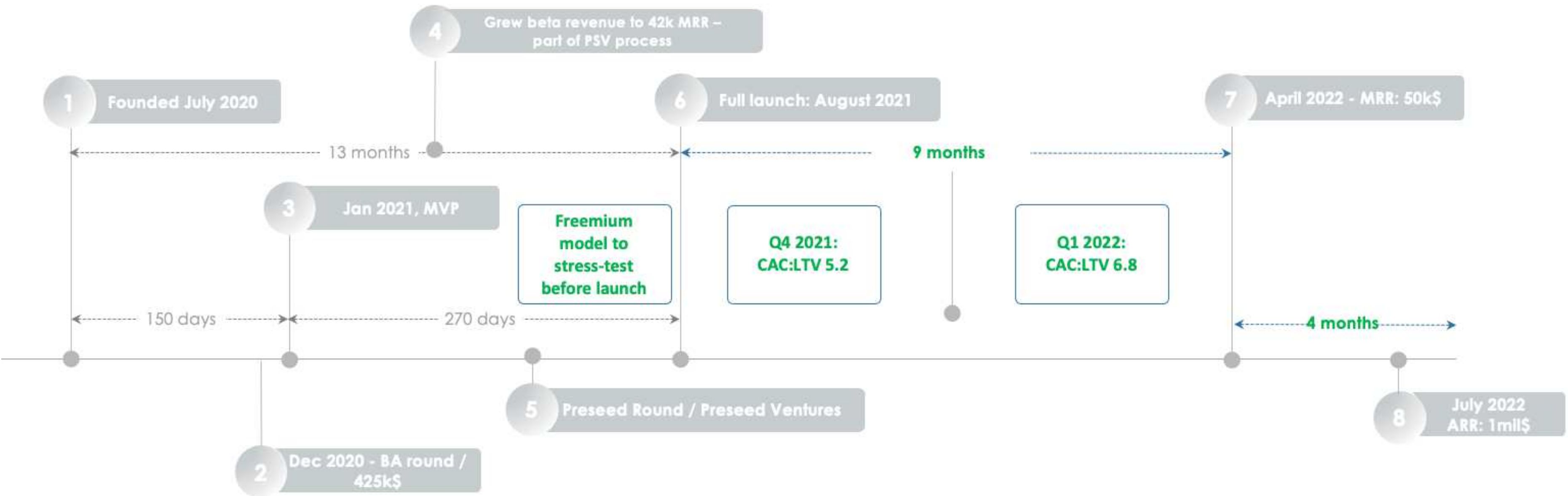
Custimy.io traction and road to 2mil$ ARR by end of 2022
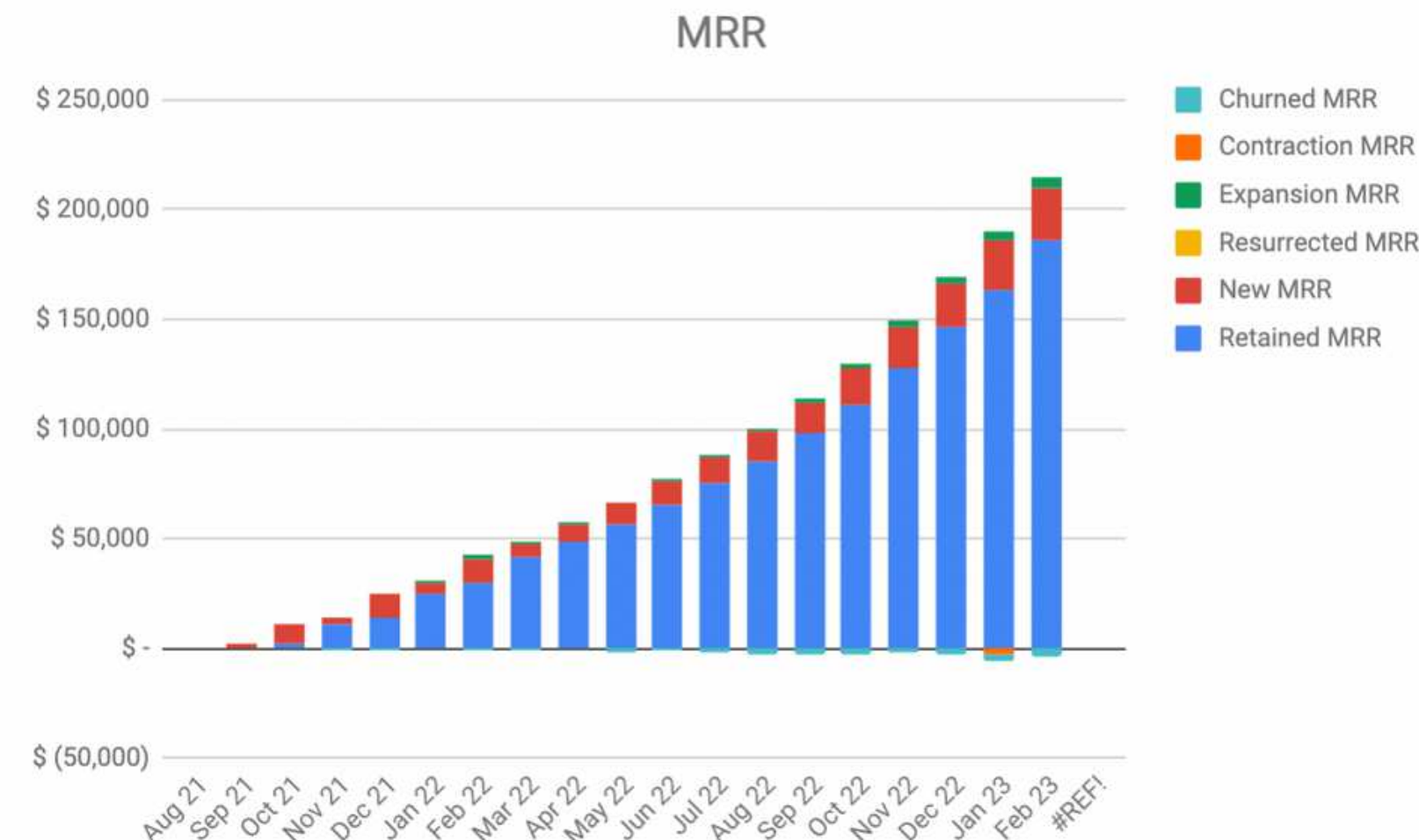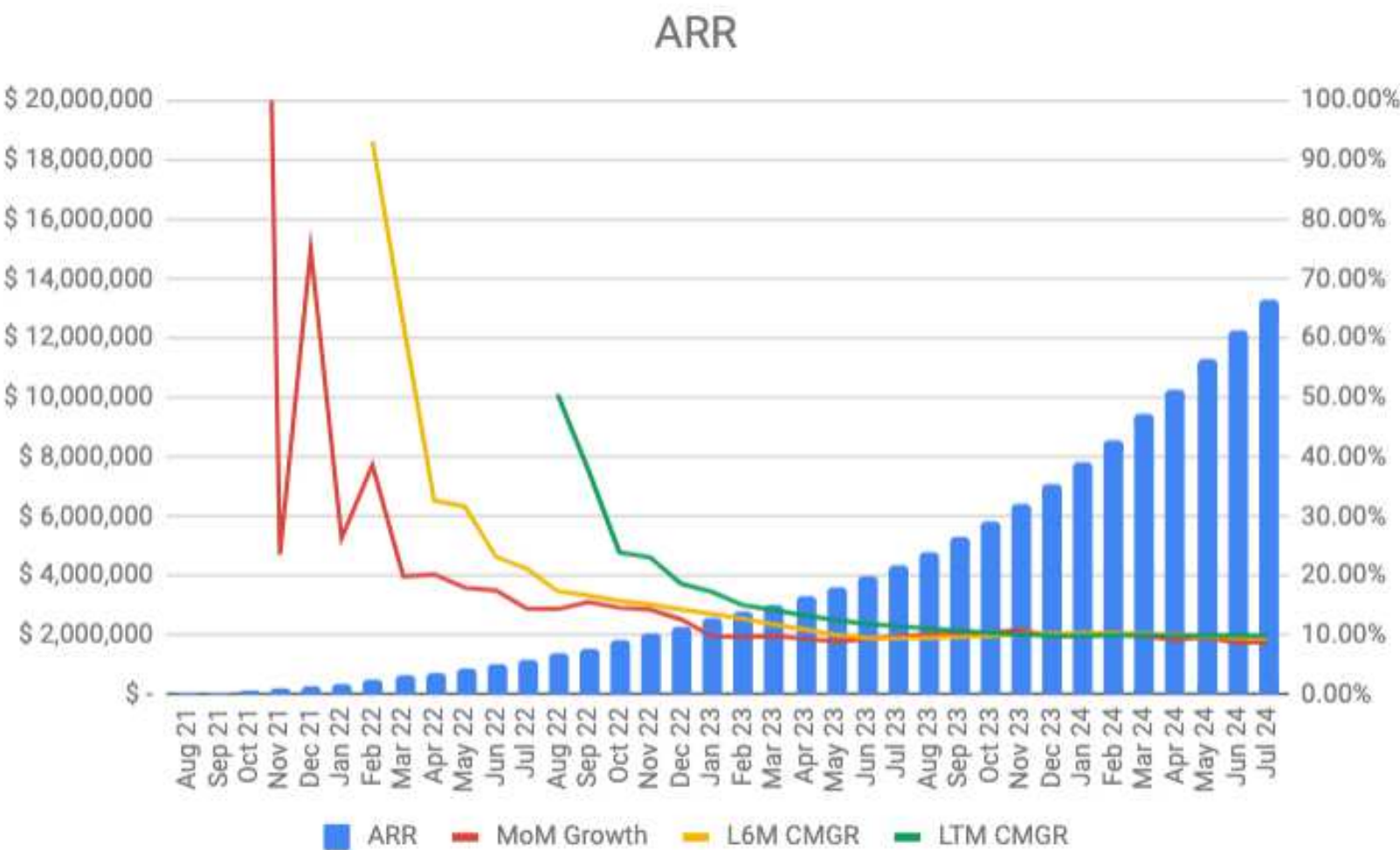
01 Fully launched late August 2021. Built MRR to +50K$

02 Burn-rate multiple decreasing 20% QoQ

03 CAC:LTV: 6.3

04 MoM growth at 15% after 9 month

And an international experienced team to fix the structural issues in the E-commerce industry

Senior Management:

CCO & Co-founder
Kristoffer Fløjstrup Degn

Ex CMO@Chefmade
& Ex Senior E-commerce Manager
@Firtal, leading +100mil shops

CEO & Co-founder
Martin Navne

Ex Director @SGI. (Part of leadership
building FTE from 12 to 75 staff)

SVP - Operations
Linda Hassellund

Ex Global COO @Apsis (One of the
largest Martech companies in the
Nordics)

VP of Product
Thomas From

Ex CPO @Børsen
Ex Head of Adtech @Discovery Inc
Ex Senior Digital Manager @TV3

VP - Engineering
Louie Popp

Ex Senior Software Architect @Firtal
Commerce
Ex software Engineer @UniWise

VP - Data Analytics
Maciej Filipowicz

Ex Head of Data Scientist @Nexoya
(Venture backed)
Ex Senior Data scientist @KPMG
& Ex Senior Quant @Deloitte
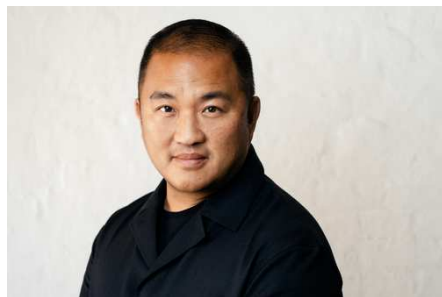
VP - Alliance
Jakob Korsgaard

Ex CCO @Mediacom
Ex Director @DentsuX
Ex General Manager @ AKQ8

SVP - Sales
Niklas Fogander

Ex Industry lead / E-com @Google (6 years)
Ex CSO @Eivee
Ex Senior Sales Manager @Lithium

Board:

Chairman of Board
Jesper valentin Holm
Partner @Dain Capital
Ex CEO @Agillic. (Took to IPO in 2018)
Ex MD @Valtech

Investor & Board Member
Mikkel Harken Salling
CEO & founder @Firtal (Exit to
Matas for xxx millions)

Board Member
Robin Daniels
Ex Global CMO @Matterport
Ex CMO @Wework, LinkedIn,
Salesforce & Box

Preseed.vc & Board Member
Anders Bach Waagstein
Investment Director @Preseed
Ventures

Advisors: We are looking for capabilities enabling us to achieve our 36 month plan

Operational Excellence

- Recruitment & TA - globally
- Scaling customer success and support teams
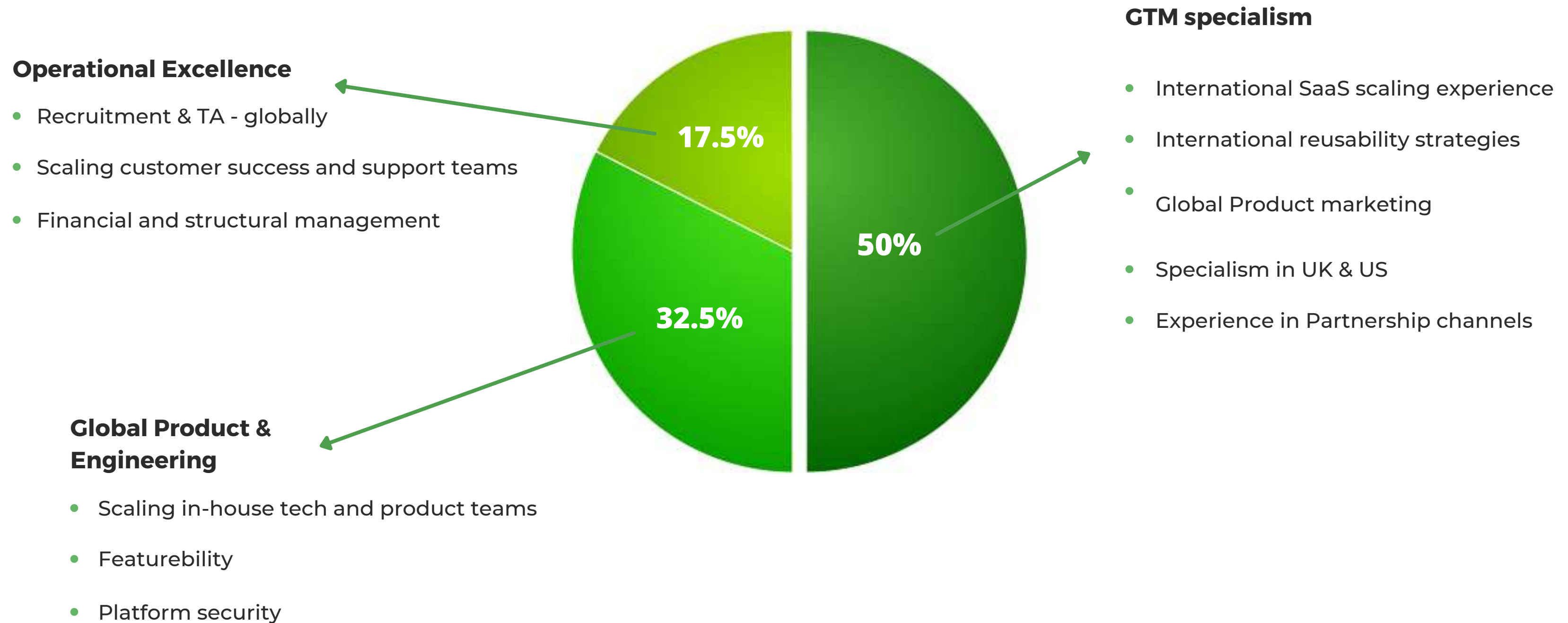- Financial and structural management

GTM specialism

- International SaaS scaling experience
- International reusability strategies
- Global Product marketing
- Specialism in UK & US
- Experience in Partnership channels

Global Product & Engineering

- Scaling in-house tech and product teams
- Featurebility
- Platform security

17.5%

32.5%

50%

Projected market split next 36 months

Legend: MRR, Nordics, United Kingdom, Germany, Rest of Europe, United States