

**no
more
bad
decisions.**



We are the pioneering decisionOS for decision-makers.

paretos decisionOS combines business logic and Data Science/AI to equip decision-makers with an easy-to-use SaaS solution to design, execute and track business-critical decisions across the entire organization.

100%

Software as a
Service

NO

Integration
costs

NO

Data Science
knowledge needed

Growth & Retention (since go-live Feb 2021)



xxx

ARR



31%

monthly growth



214%

MRR retention
after 6 months

Land and expand...

In 12 months, paretos won leading SMEs & enterprises in Logistics, eCommerce and Professional Services with strong upsell record.

Customer Examples:*



... plus >XXm ARR in pipeline

From 5 to XX in a year

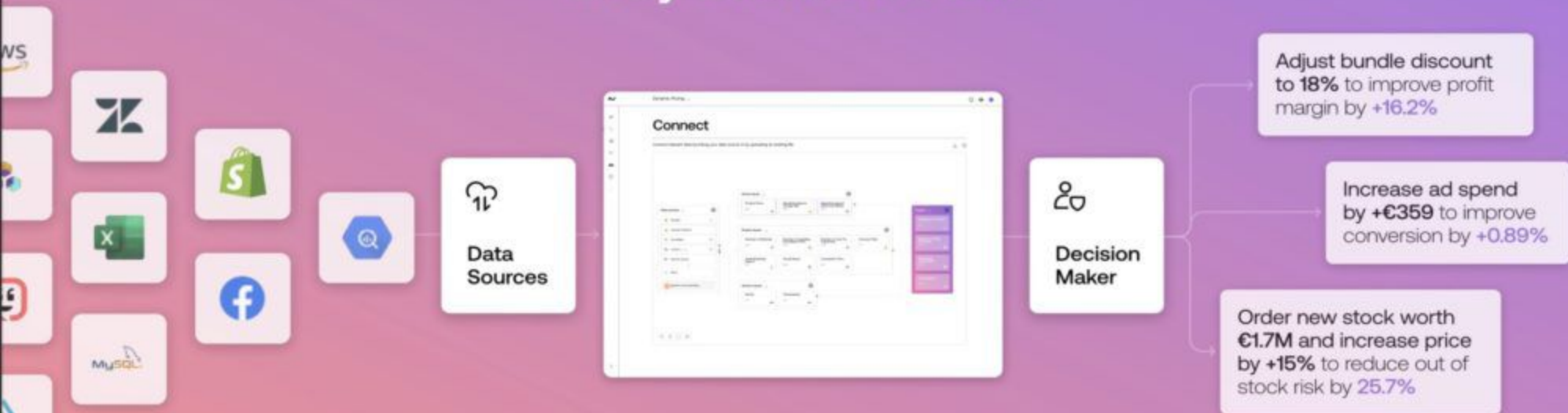
We believe that creating a best-in-class product requires a talented and diverse team passionate about putting AI in application.



5 -> XX

Headcount

Make the best decision. Every time. All the time.



↑65%

of executives think the decisions they make are more complex than two years ago.¹

↓22%

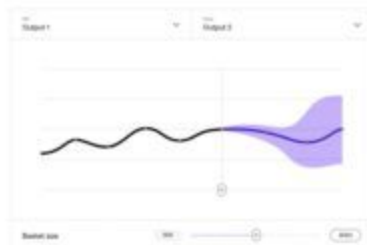
or less of the data insights decision-makers receive are actually used for decisions!²

ONE SYSTEM TO DESIGN, EXECUTE AND TRACK ALL DECISIONS



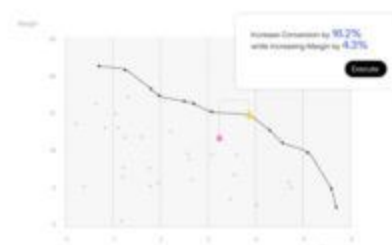
DESIGN

Design decision model with drag-and-drop and automatically connect relevant data



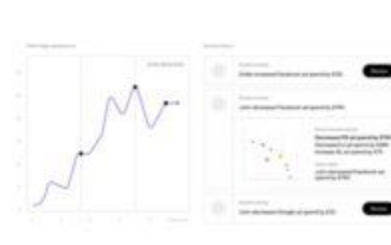
PREDICT

Understand drivers and causality, predict the future and simulate scenario



EXECUTE

Make better decisions knowing all potential trade-offs and execute them with one-click

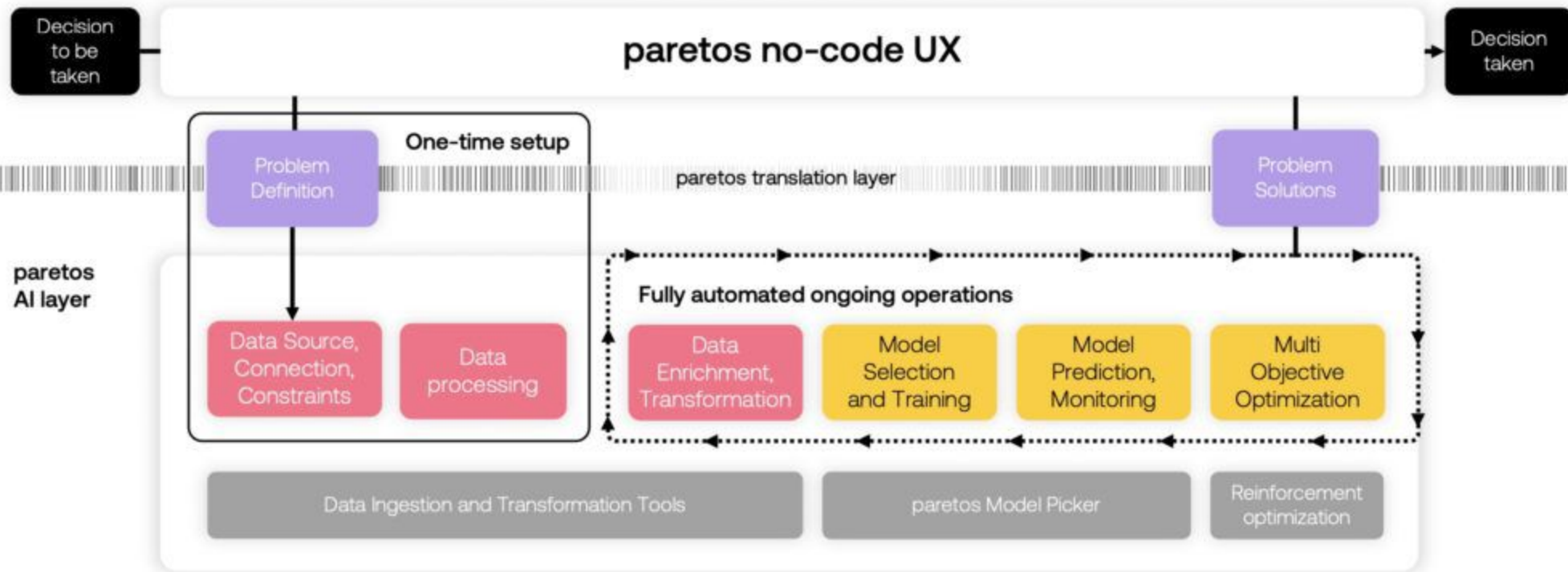


TRACK

Endorse full transparency in decision making with complete control of past decisions

THE PATENTED APPROACH TO **AUTOMATE ONGOING ML OPERATIONS** BRINGS DATA SCIENCE TO DECISION MAKERS

Decision maker (real world) layer



MAKING **SMART DECISIONS IN COMPLEXITY** WILL BECOME THE **MOST CRITICAL** TOPIC FOR ORGANISATIONS TOMORROW

BI & Analytics

What can we learn from analyzing our structured data?

Process Mining & RPA

How can we use data to optimize our business process?

Decision Intelligence

How can I use my data for better decision making?

Top Strategic Technology Trends 2022:

Decision Intelligence

1/3

"By 2023, more than 33% of large organizations will have analysts practicing decision intelligence, including decision modeling."

Gartner


pareto's

\$10BN

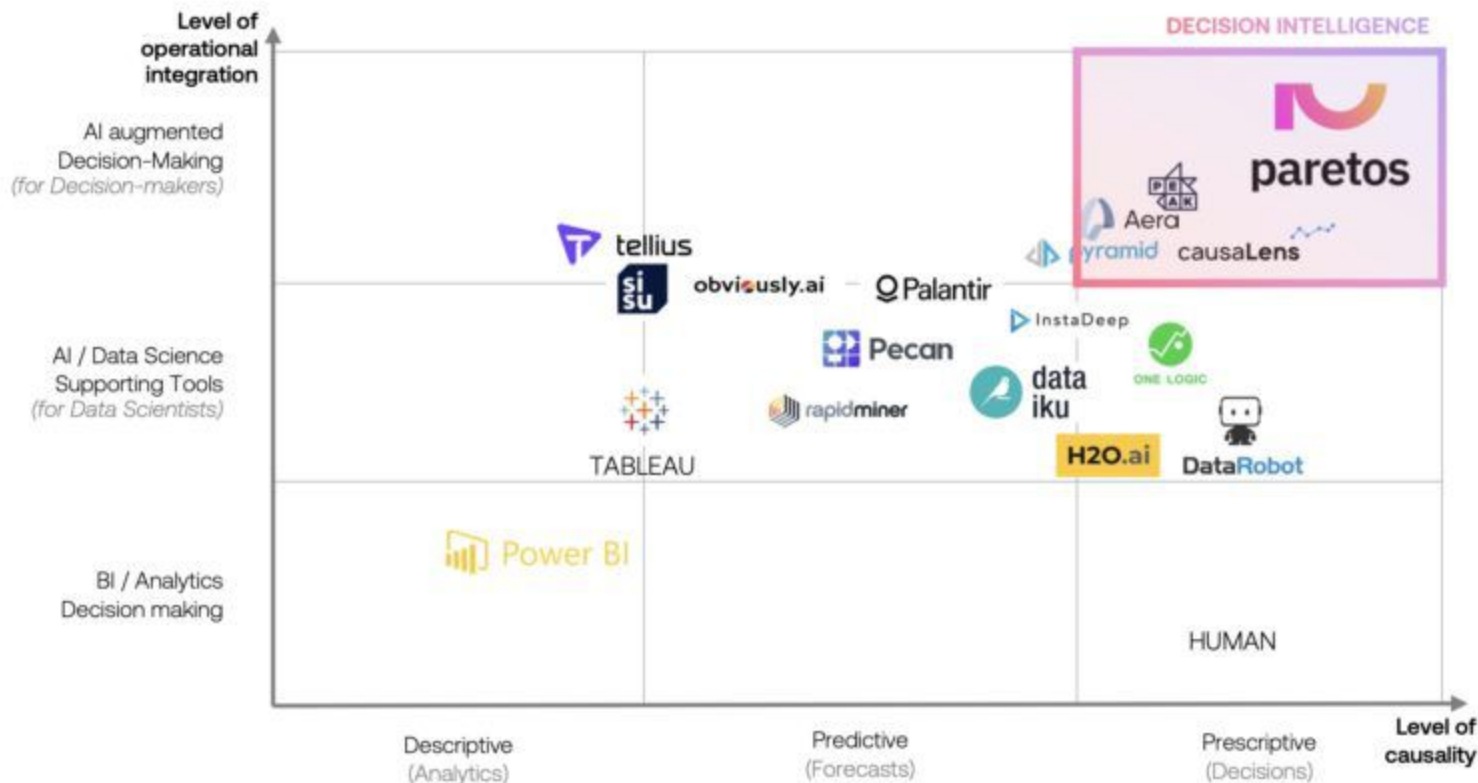
\$36BN

2010

NOW

2030

PIONEERING A NEW CATEGORY – PARETOS CAN BE USED WITHOUT ANY DATA SCIENCE KNOWLEDGE



unique position

paretos is the most advanced solution using **multi-objective optimization** with zero integration effort plus a best-in-class UI to give users a head start for making better, faster and smarter decisions

OUR CUSTOMERS LOVE US...

3m

client logo

integration process
allowing global scale

“

To connect our recommendation & prediction engine to the paretos API was super smooth and done in a few weeks without a single data-scientist. Now our model is constantly improving with an AI based algorithm - this is a gamechanger for us and especially for our clients.



XXX XXX

Managing Director DACH
XXX

30%

client logo

margin increase
in 5 months

“

(...) paretos told us how to set our discounts so that the margin for the whole shop is the best possible. What I really like about paretos is that we get the insights into what really impacts the sale and the margin of our bundles. One does learn a lot about the own data and what they can do with dynamic pricing.”



XXX XXX

Co-founder and MD
XXX

95%

client logo

accuracy for 15k
predictions per day

“

(...) We enter a fully new chapter for our planning and forecasting with paretos. We now have dynamic, tailored and highly precise forecasts of the parcel quantities with the potential to add even more parameter or use-cases in the future. That gives us the chance to better plan and balance our resources and supplier - which is a core element for our success.”



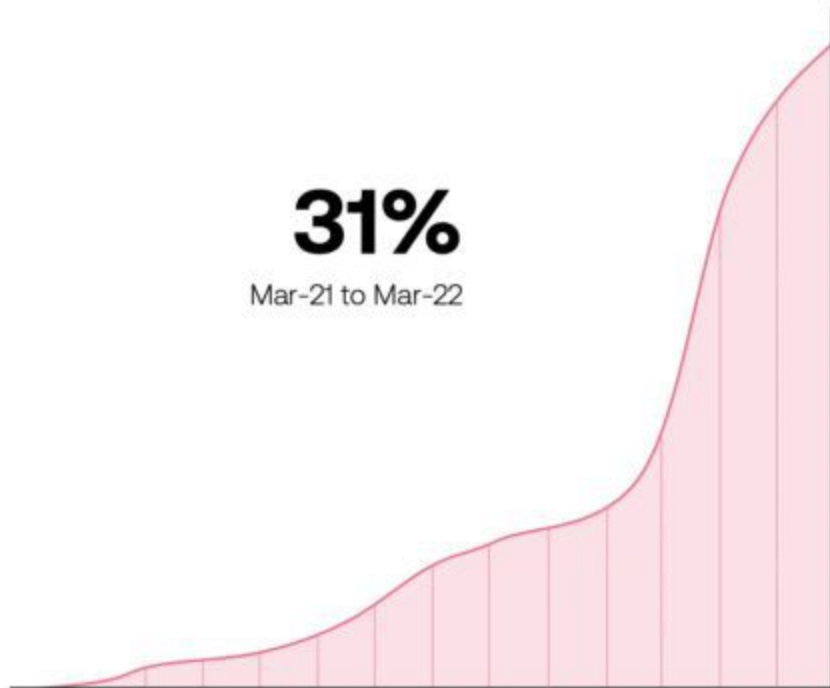
Senior Manager
Product Management &
XXX

...WHICH IS REFLECTED IN OUR **EXCEPTIONAL GROWTH...**

MRR monthly growth in 12 months

31%

Mar-21 to Mar-22



Go-Live

Feb **2021**

Money raised

X

Net dollar retention
after 6 months*

214%

Customers

1 → **X**

ARR

X

ACV

X

Burn multiple

X → **X**

Paretoeers

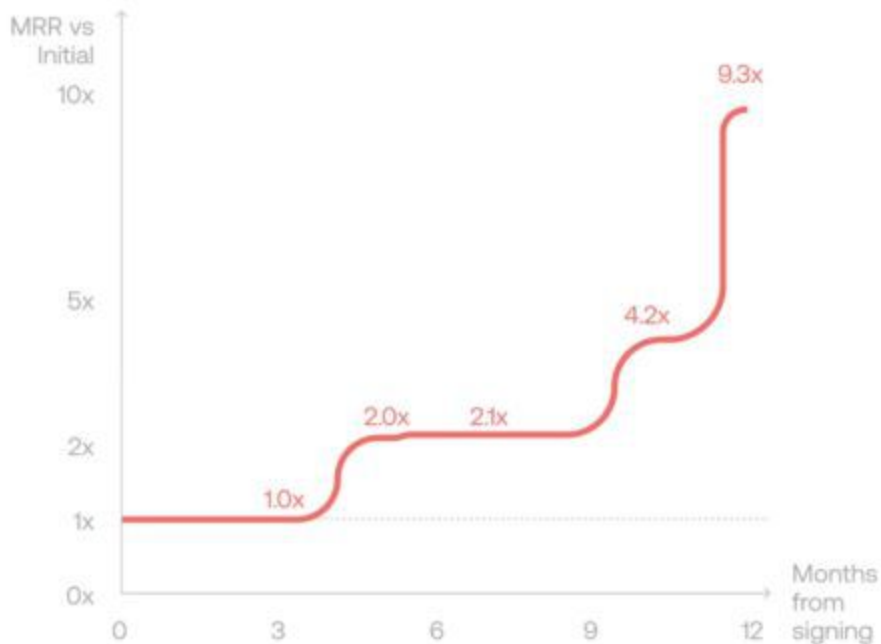
X

Working on product

X

...AND ABOVE-AVERAGE **RETENTION**

Average and individual customer **Net Dollar Retention** after X months from signing



Land & Expand: Our customer on average pay 2x the initial price after 5 months and 4x after 10 months

Customers upgrading after 6 months

71%

Net dollar retention after 6 months*

214%

Selected upsell customers



THE FUNNEL IS SET UP TO SCALE – AND BACKS OUR RETENTION GROWTH STRATEGY

~€XXm

Value of SQL not yet
in sales process*

Marketing & Thought Leadership

Content Leader

Pioneer in new category Decision Intelligence, publishing thought leadership content, Brand & B2B Marketing, youtube channel etc

Analyst Relations program

Kicked-off in March. Already strong interest from Tier 1 analysts (Gartner, Forrester, etc.)

Sales pipeline & Upsell Potential

+€Xm

Currently in the
sales pipeline

LinkedIn Lead-Gen

Strong interest across all relevant target groups and ready to be scaled within the sales team

XX% from outreach to MQL

XX% from MQL to SQL

€XXX cost per SQL

Land & Expand strategy

Following the already successful Land & Expand strategy, we can monetize on existing clients

Founder sales

High conversion rates and fast sales cycle as we target decision-makers

-Xmths average sales cycle

-XX% conversion from Demo

XX% clients upgraded
after 6 months

WE'VE ASSEMBLED A TEAM OF X PEOPLE PASSIONATE ABOUT **PUTTING AI IN APPLICATION**

THORSTEN HEILIG, CEO (Behavioral Science & Economics)

Track record of scaling companies (e.g. as COO at moovel), systemic coaching and roll out of innovative products to markets with a strong network in the start-up and digital business scene. Awarded as Top 50 AI CEO in 2021.

Fun fact: Charted once as songwriter & lead-singer in a band, playing big shows & Festivals (Fanta 4, Silbermond, Maximo Park)



FABIAN RANG, CTO (Data Science & Engineering)

Data Scientist & Engineer with 4 years of research in multi-objective optimization for complex black box problems. Passion for taking deep tech and complex math topics to application and explaining it in an "easy way".

Fun fact: Former Rugby German national team player (2nd in European Championship, 7x German Champion)



Éric Värmild
VP Engineering



Georg Wesinger
VP Sales



XXX. XXX
VP Product



Nathalie Hölzle
VP Talent



Sašo Bunc
Strategy & Ops
Lead



Stefan Otte
AI Lead



Patrick Otto
CS Lead



Felix Sold
Marketing Lead



+X data science

+X engineering

+X business

+X customer success

OUR VISION

Become the leading

Decision Intelligence platform

for	decision-makers
to empower	all organizations
to make	good decisions
at	any time

GET IN TOUCH!



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 **paretos**
no more bad decisions