ORBintel©

Data Quality SaaS DecisionTech

Manage Data as Inventory
to Drive Pricing Power & Market Dominance

https://orbintel.io

THE NEW DIRTY OIL

Whoever figures out the internal cost of data is the next 'centaur'

*(2020) Speaker at Crux Informatics Webinar
(The Future of the Data Supply Chain)*

DATA DRIVES EVERYTHING

GLOBAL PRODUCTION:
44 TRILLION GB / YEAR

AVERAGE WASTE (95%):
41.8 TRILLION GB / YEAR

DATA QUALITY PROBLEM

INTANGIBLE ASSET ≠ INVENTORY

Too Much Data **= Waste Tsunami**

Unit Costs, Price, Profitability **= Black Hole**

DATA STORED, JUST-IN-CASE

[Guess]	Price x Units
[Black Hole]	(-) Expense
[Guess]	= Profit/Loss

NO VALUE = NO P&L METRICS

COST VALUE	VARIANCES	P&L
Rapidly Cost Raw Data & Data Ops	Rapidly Improve Data Quality	Use Data to Measure P&L of Data Ops
$ x.xx	x/y = 1:1	x/y = z

REQUIRE CASH VARIABLES

MARKET PAIN VALIDATION

What is needed is a Shared Financial Language for Data Science, Accounting, & Finance

Calls: 19 x 30min Interviews / 332 Calls

(2021) "Data Integration and Data Quality is **the most important thing**…" (Joe Caserta)

(2021) '**Current methods do not deliver** "better quality decisions…"'– F500 CFO (Gartner Survey Report)

(2020) '**what's important is the distillation and utility** of that information' (Blackrock Whitepaper)

(2020) 'It is **difficult to turn data into a product** to sell' (IBM Whitepaper)

Interview Reports & Full citations in Notes

SOLUTION

PROPRIETARY MATHS

Intrinsic Valuation = Global Standard

Inventory, Data Book Value, P&L Metrics

DRIVES PROFITABLE DECISIONS

[Accurate]	Price x Units
[True]	(-) Expense
[Accurate]	= Profit/Loss

NO MORE "BLACK HOLE"

Data Tied to Revenue & ROI
Raw Unit Costing activates "Law of Diminishing Returns"

- **Better Insights & Decision-making**
- **Agile, Continuous Prep Improvement**
- **Inventory Control: Cost/Benefit, FIFO,…**
- **Impact to OPEX, CAPEX, Working Capital**
- **Opportunity Cost & Risk Mitigation**

TRIAGE to PROFITIZE DATA HOLDINGS

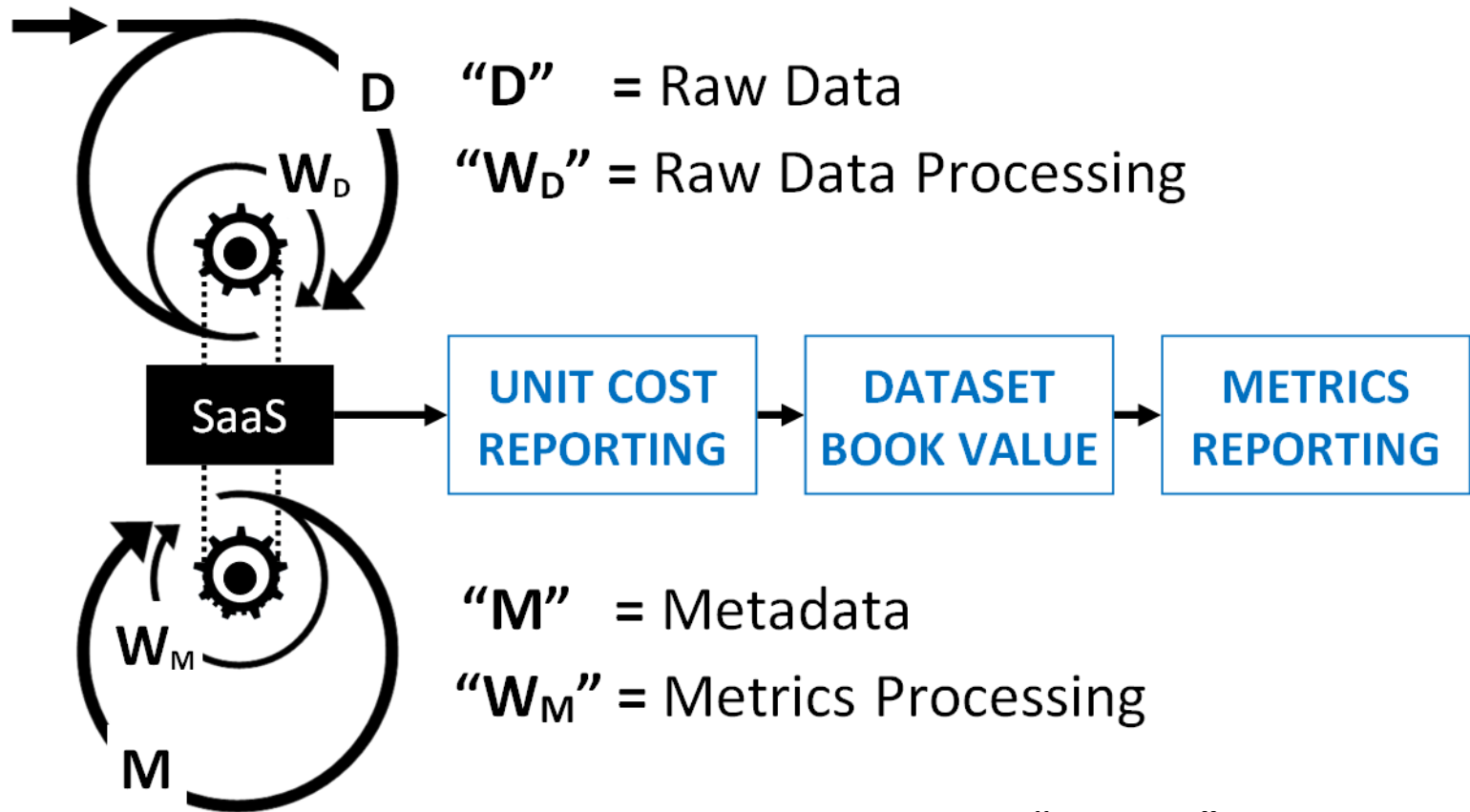**US/EU/UK PRODUCTION:**
58.9 BILLION GB / YEAR ($16.9T)

UN-MONETIZED ASSET VALUE
$749M / YEAR* + EFFICIENCIES

- **Monetize** Undocumented Assets
- **Cut** Costs, Risks, Underperforming Assets
- **GIGO's Back!** (No More GIGK (*Keep*))

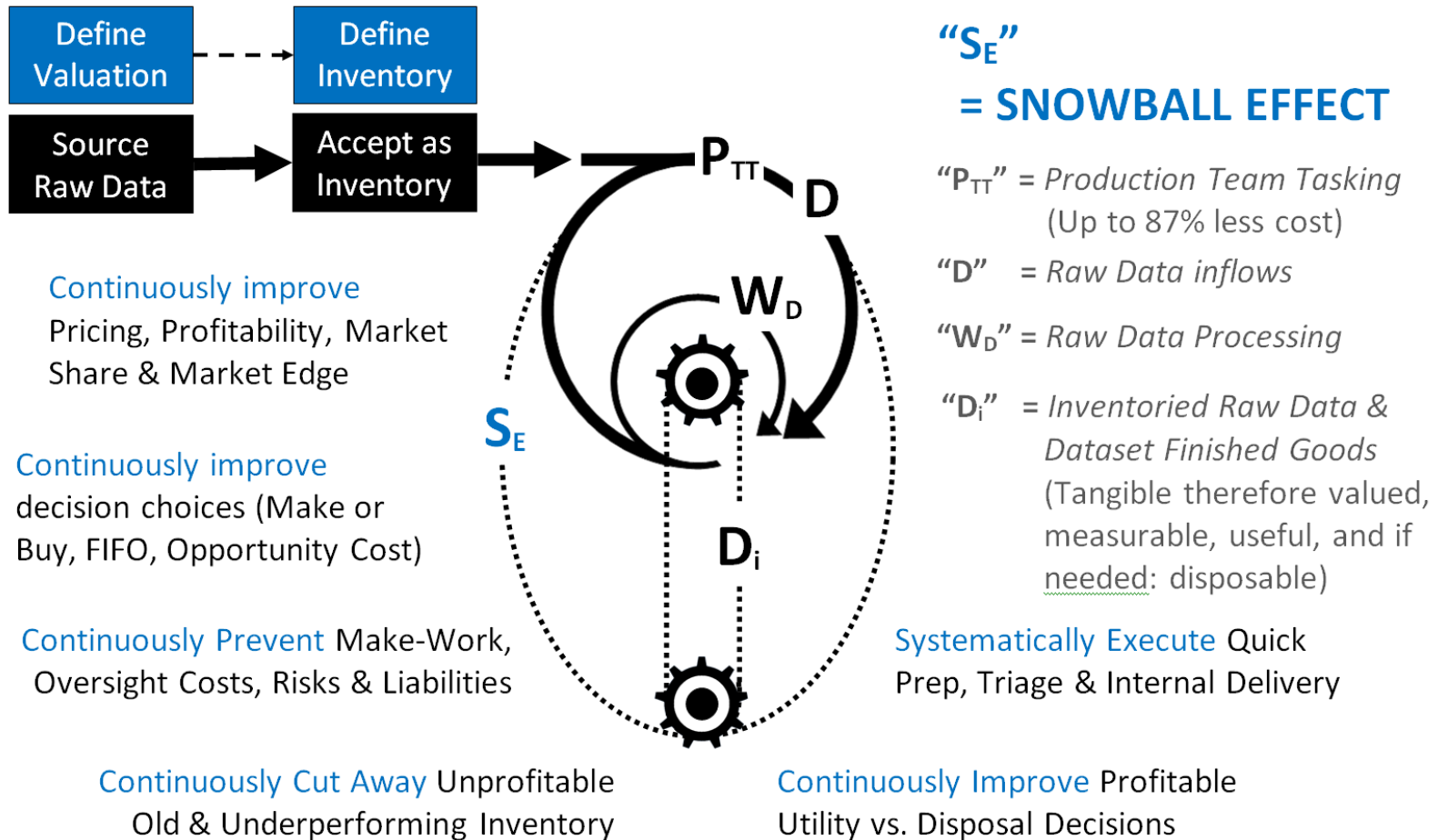**ORBintel© emulates viral "social media" growth model**

"D" = Raw Data

"W$_D$" = Raw Data Processing

SaaS → UNIT COST REPORTING → DATASET BOOK VALUE → METRICS REPORTING

"M" = Metadata

"W$_M$" = Metrics Processing

SEE "BICYCLE" SLIDE IN NOTES

SNOWBALL STICKINESS

"S_E"

= SNOWBALL EFFECT

"P_{TT}" = *Production Team Tasking* (Up to 87% less cost)

"D" = *Raw Data inflows*

"W_D" = *Raw Data Processing*

"D_i" = *Inventoried Raw Data & Dataset Finished Goods* (Tangible therefore valued, measurable, useful, and if needed: disposable)

Define Valuation

Define Inventory

Source Raw Data

Accept as Inventory

Continuously improve
Pricing, Profitability, Market Share & Market Edge

Continuously improve
decision choices (Make or Buy, FIFO, Opportunity Cost)

Continuously Prevent Make-Work, Oversight Costs, Risks & Liabilities

Systematically Execute Quick Prep, Triage & Internal Delivery

Continuously Cut Away Unprofitable Old & Underperforming Inventory

Continuously Improve Profitable Utility vs. Disposal Decisions

CFO SEGMENT (USA + EU + UK)

* US $143/GB

NYC & CHICAGO (10% RofT)

NY & IL (<75 London With Title)

US/EU/UK

All financial staff
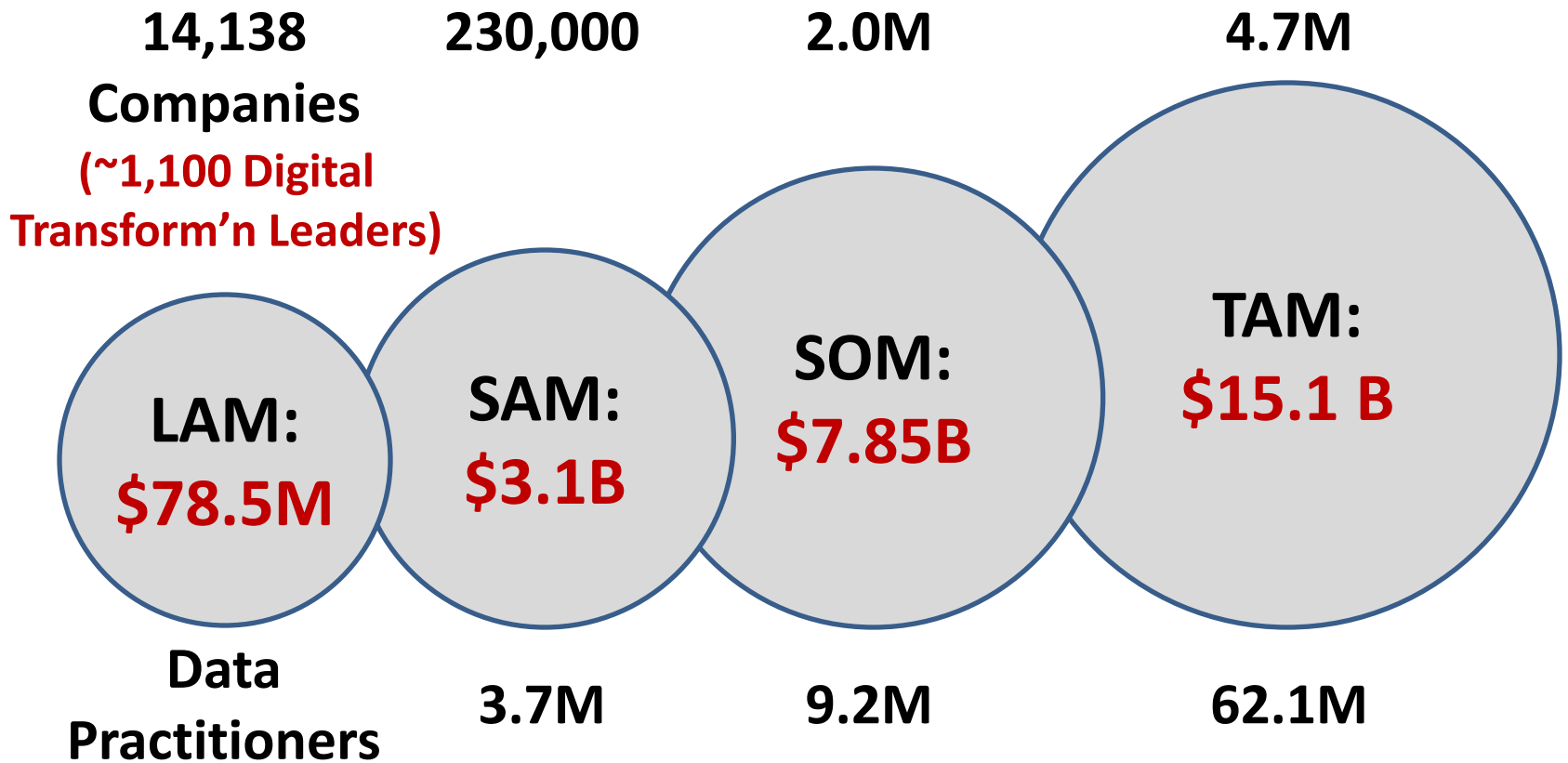
LAM: 16,358

SAM: 165,771

SOM: 217,313

TAM: 49.2M

CFO PROFESSION = In USA, Concentrated in NYC & Chicago
SEGMENT WILL INCLUDE: CFOs who get the Data-driven CEO Slot

MARKET POTENTIAL (USA + EU + UK)
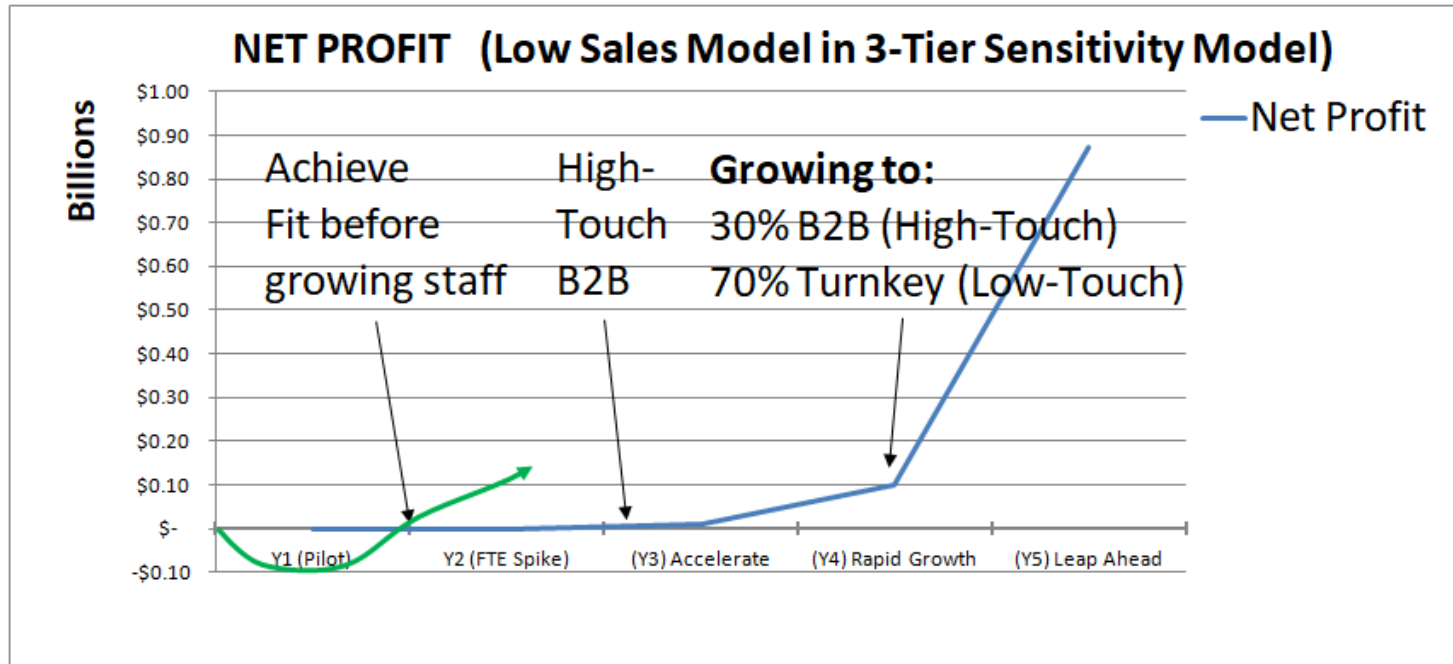
* US $143/GB

14,138 Companies
(~1,100 Digital Transform'n Leaders)

230,000

2.0M

4.7M

LAM: $78.5M

SAM: $3.1B

SOM: $7.85B

TAM: $15.1 B

Data Practitioners

3.7M

9.2M

62.1M

Global Value of Digital Transformation = $100 Trillion
*(World Economic Forum forecast **does not include** impact of Data Unit Costing)*

GROWTH TRAJECTORY

NET PROFIT (Low Sales Model in 3-Tier Sensitivity Model)

Achieve Fit before growing staff

High-Touch B2B

Growing to:
30% B2B (High-Touch)
70% Turnkey (Low-Touch)

Y1 (Pilot) — Y2 (FTE Spike) — (Y3) Accelerate — (Y4) Rapid Growth — (Y5) Leap Ahead

Alternate Scenario

* **Greater spend for:** Marketing, Education, Stablecoin, Regulatory, and to create "Training School" customer-creating channel

* **Growth strategy includes:** Land & Expand & opportunity to use digital asset value when booked to Ledger

COMPETITION & ALTERNATIVES

DATA
QUALITY

Anomalo · validio · ORACLE

DATA
VALUATION
(Traditional Workarounds)

(Anmut) · SAP · KPMG

**MARKET
INTELLIGENCE**

S&P · Nasdaq · Bloomberg

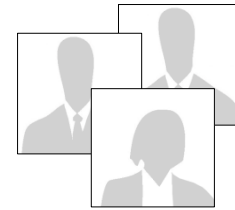**DATA UNIT COSTING** Ω **(SOLE-SOURCE)**

David Huer
CEO/Founder

Robyn Blaber
CTO

Dugan Selkirk
CMO/IRO

F&F Investors
(3 Founder CEOs)

Ryan Cross
Advisor,
Data Markets

Christian Vogl
Advisor, QC &
Production

Private Advisors
Finance, Law,
Sales, Admin

Community Futures British Columbia

Entrepreneurs With Disabilities Program BRITISH COLUMBIA

SP SALES PRIMER

CanadaStartUp.com

THE ASK

$1.3 Million CAD Seed Round

For 10% of the Company

Pre Money Valuation $1.62 CAD

Post Money Valuation $13 Million CAD

Proceeds to fund working capital for growth and expansion over next 2 years until projected profitability.

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