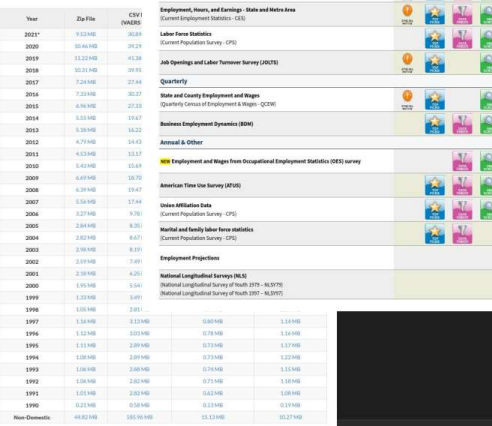
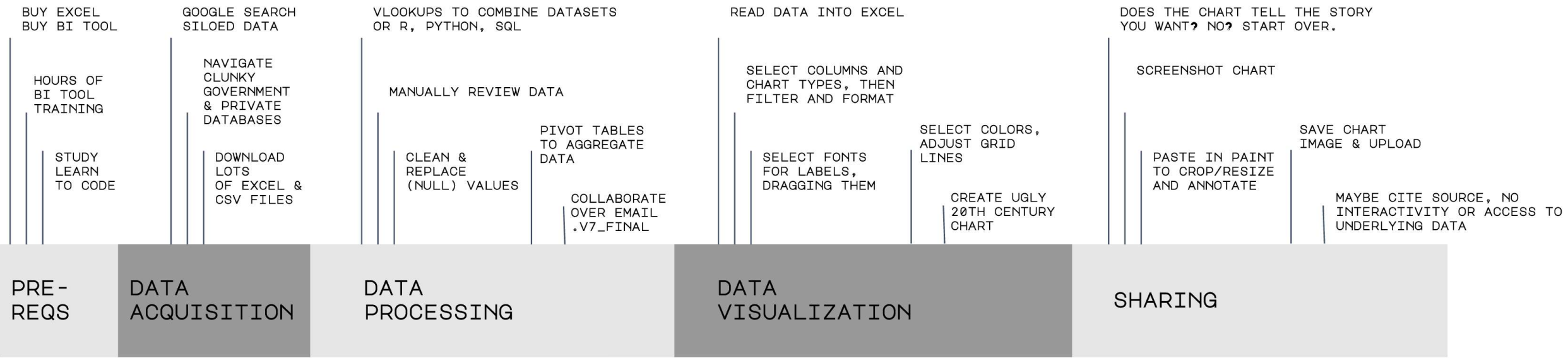


OPENΔXIS

DATA STORYTELLING PLATFORM



BECAUSE THE PROCESS IS COMPLICATED AND TIME CONSUMING



TIME

OPENAXIS IS THE SOLUTION TO SIMPLIFY & DEMOCRATIZE THE DATA STORYTELLING PROCESS



UPLOAD OR SELECT DATASETS IN A CLICK

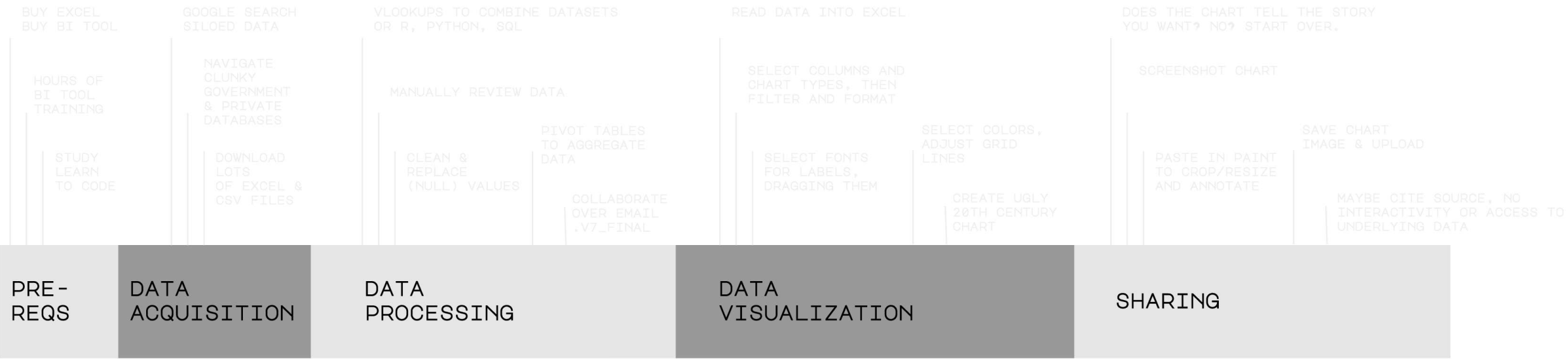
BROWSE CHARTS AND BUILD UPON THEM - OR USE THE GUIDED CREATOR IN A CLICK

CLICK TO SHARE, LINKED BACK TO YOUR DATA ROOM FOR COLLABORATION

OPENΔXIS

A PLATFORM TO EASILY *SHARE, VISUALIZE, AND COLLABORATE* WITH DATA TO TELL STORIES

DATA-DRIVEN DECISION MAKING HAS LED TO A BOOM ACROSS SEVERAL MARKETS



\$24 BILLION+
MARKET
RESEARCH

\$23 BILLION+
BUSINESS
INTELLIGENCE

\$9 BILLION+
DATA
VISUALIZATION

\$32 BILLION+
DATA-DRIVEN
CONTENT MARKETING

WE'RE UNDERGOING A DATA REVOLUTION YET ARE
UNEQUIPPED TO HANDLE IT



SPREADSHEET USERS

900M

750M EXCEL USERS
150M GOOGLE SHEETS
USERS

DATA

2.5
QUINTILLION BYTES

GENERATED PER DAY

1% OF 1% IS HUMANLY
READABLE & VALUABLE
YET SILOED

ZEITGEIST

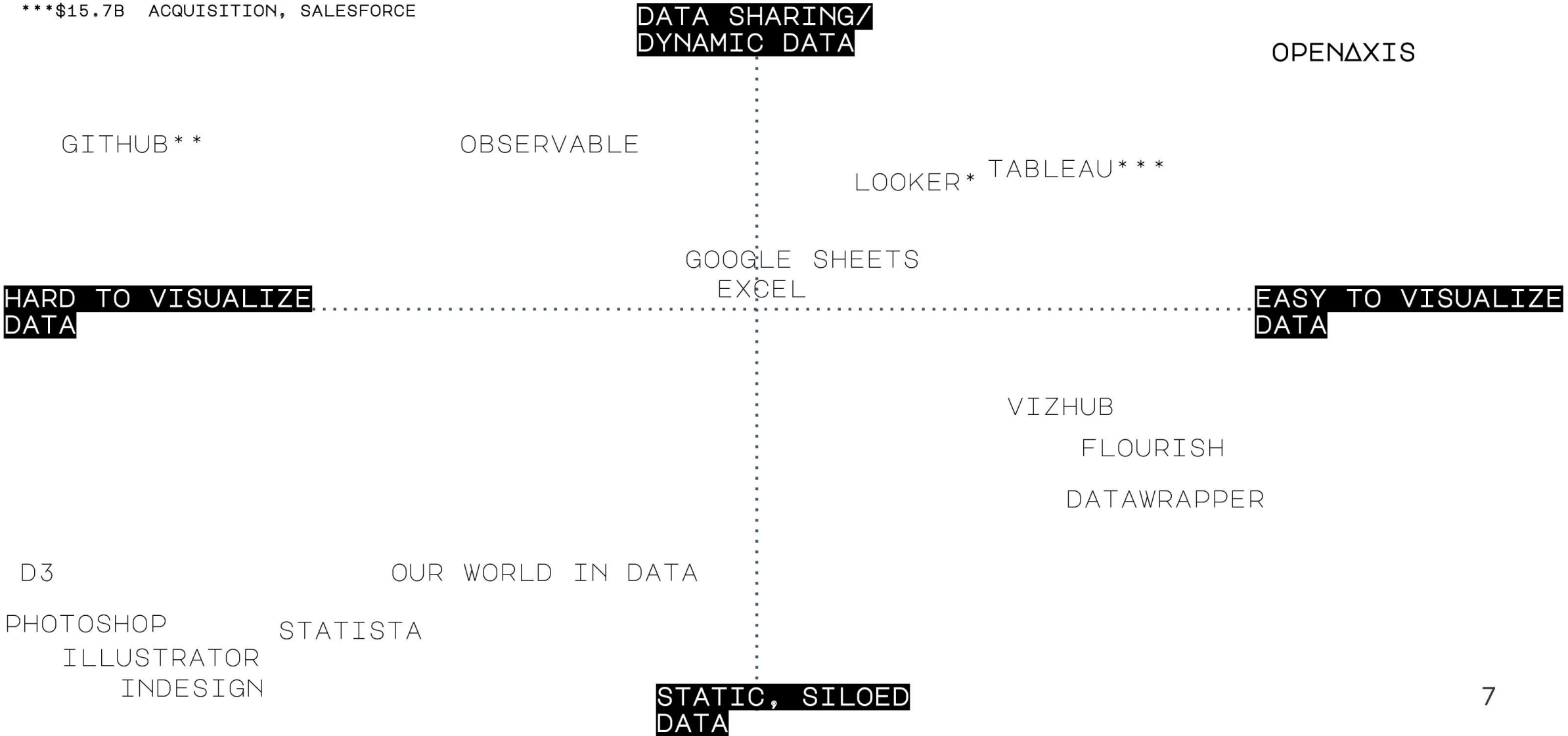
2020

REVEALED A POOR LEVEL
OF DATA LITERACY AND
TRANSPARENCY IN
SOCIETY & THE
WORKPLACE BUT ALSO
THE POTENTIAL OF DATA
COLLABORATION TO
SOLVE PROBLEMS &
FIGHT MISINFORMATION

BECAUSE EXISTING TOOLS ARE FOR PROS & ONLY TRY TO SOLVE ONE PART OF THE PROCESS



- * \$2.6B ACQUISITION, GOOGLE
- ** \$7.5B ACQUISITION, MICROSOFT
- ***\$15.7B ACQUISITION, SALESFORCE



WE KNOW THIS BECAUSE WE HAVE BEEN DATA STORYTELLERS FOR A LONG TIME



ALEX DAMIANOU
CEO

POLITICAL ECONOMIST
FORMER NATIONAL POLICY
DIRECTOR FOR ANDREW YANG'S
2020 PRESIDENTIAL CAMPAIGN



PATRICK RUSSO
CTO

DATA SCIENTIST
MACHINE LEARNING ENGINEER
FULL STACK DEVELOPER

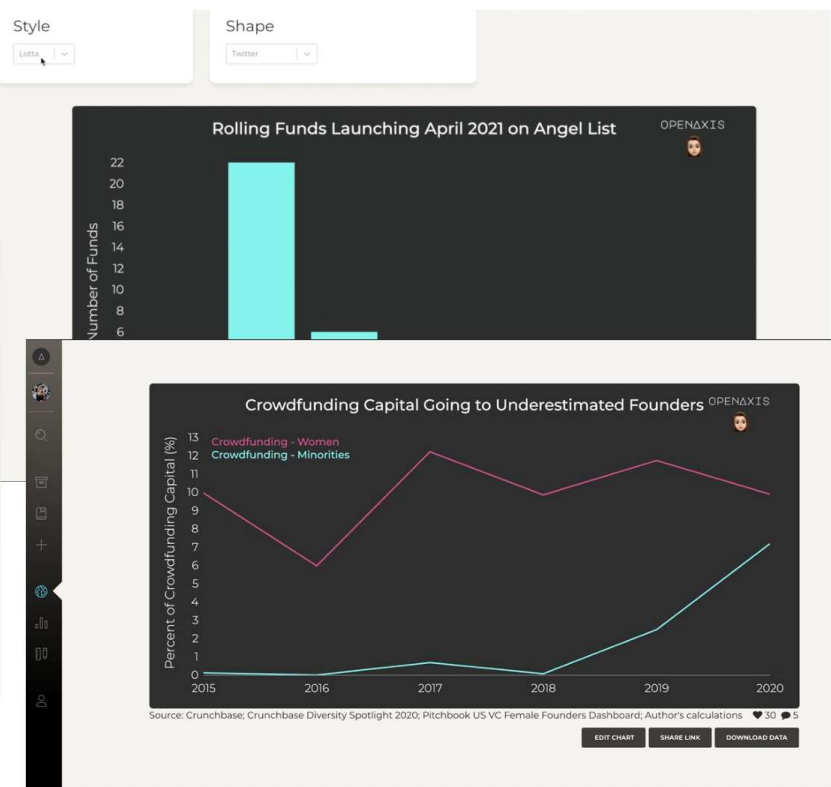
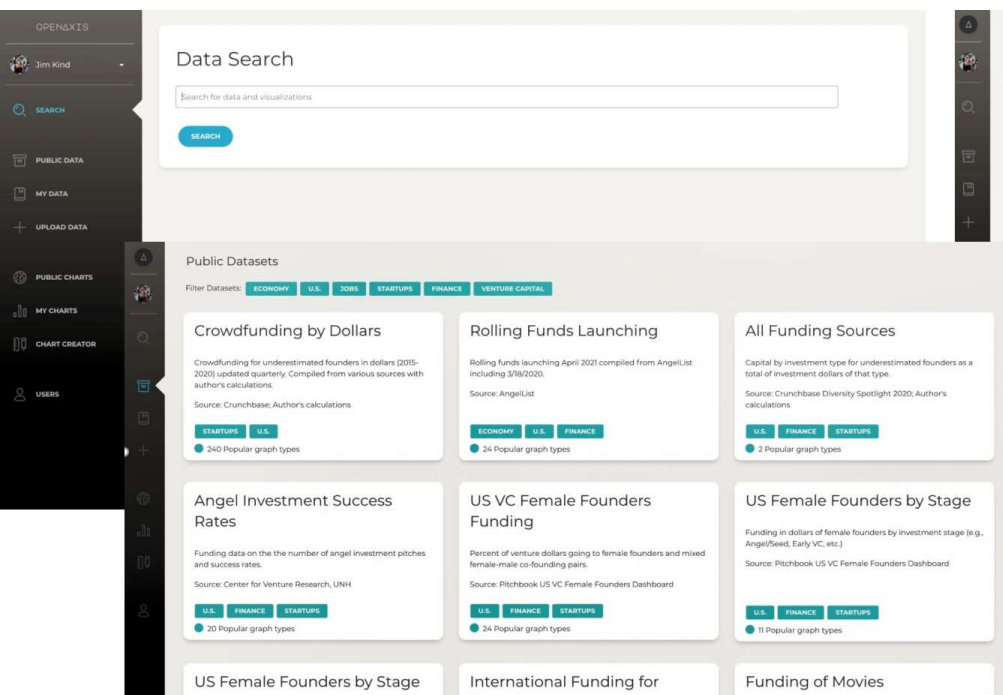


ANDREW CHUNG
CPO

PRODUCT DEVELOPER
DESIGNER
FORMER MANAGEMENT
CONSULTANT



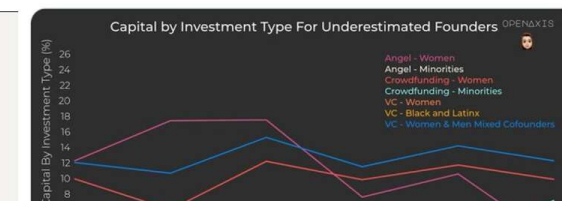
SO WE BUILT OPENAXIS TO SIMPLIFY AND DEMOCRATIZE THE DATA STORYTELLING PROCESS



Underestimated founders: I got together with @OpenAxisHQ (@techstars'21) and did some analysis of where our community is getting its funding.

Minority founder funding highlights

- Angel \$\$ are growing
- VC \$\$ are small + flat
- Crowdfunding \$\$ are skyrocketing



Jennifer Neundorfer @jkk · Mar 19
Replying to @lolitataub @OpenAxisHQ and @techstars
Love this data. Do not love that angel investments into female founders have fallen off a cliff, but it proves the opportunity for other types of funds and investors that can fill that gap.



Kathleen Minogue @kathleenminogue · Mar 22
Much appreciated! We'll be citing this data in our grant writing to fund crowdfunding education and training for women and minority founders.

SHARE



VISUALIZE



COLLABORATE

[WATCH THE 3-MINUTE TECHSTARS DEMO DAY VIDEO](#)

OPENAXIS UNLOCKS THE MAINSTREAM USER AND
EXPANDS THE MARKET BEYOND THE PROS



PROS

EVERYONE ELSE

PHOTOSHOP
DESIGN



CANVA*

EXCEL,
TABLEAU, D3
DATA VISUALIZATION



OPENΔXIS

* \$15B VALUATION, 04/2021

WHICH INCLUDES SIMPLIFYING DATA
COLLABORATION, AS PART OF THE PROCESS



VERTICAL

DOCUMENTS



COLLABORATION TOOL

GOOGLE SHEETS

DESIGN



FIGMA*

CODE



GITHUB

DATA



OPENΔXIS

* \$2.05B VALUATION, 04/2020

UNDER A FREEMIUM SUBSCRIPTION SAAS MODEL



FREE

\$0

PUBLIC DATASETS
VISUALIZATIONS

PAID

\$10/MONTH

PRIVATE DATASETS
VISUALIZATIONS
CUSTOMIZATION
COLLABORATION TOOLS

ENTERPRISE

\$15/MONTH

PRIVATE DATASETS
VISUALIZATIONS
CUSTOMIZATION
COLLABORATION TOOLS
TEAM FEATURES

TAM = 108B

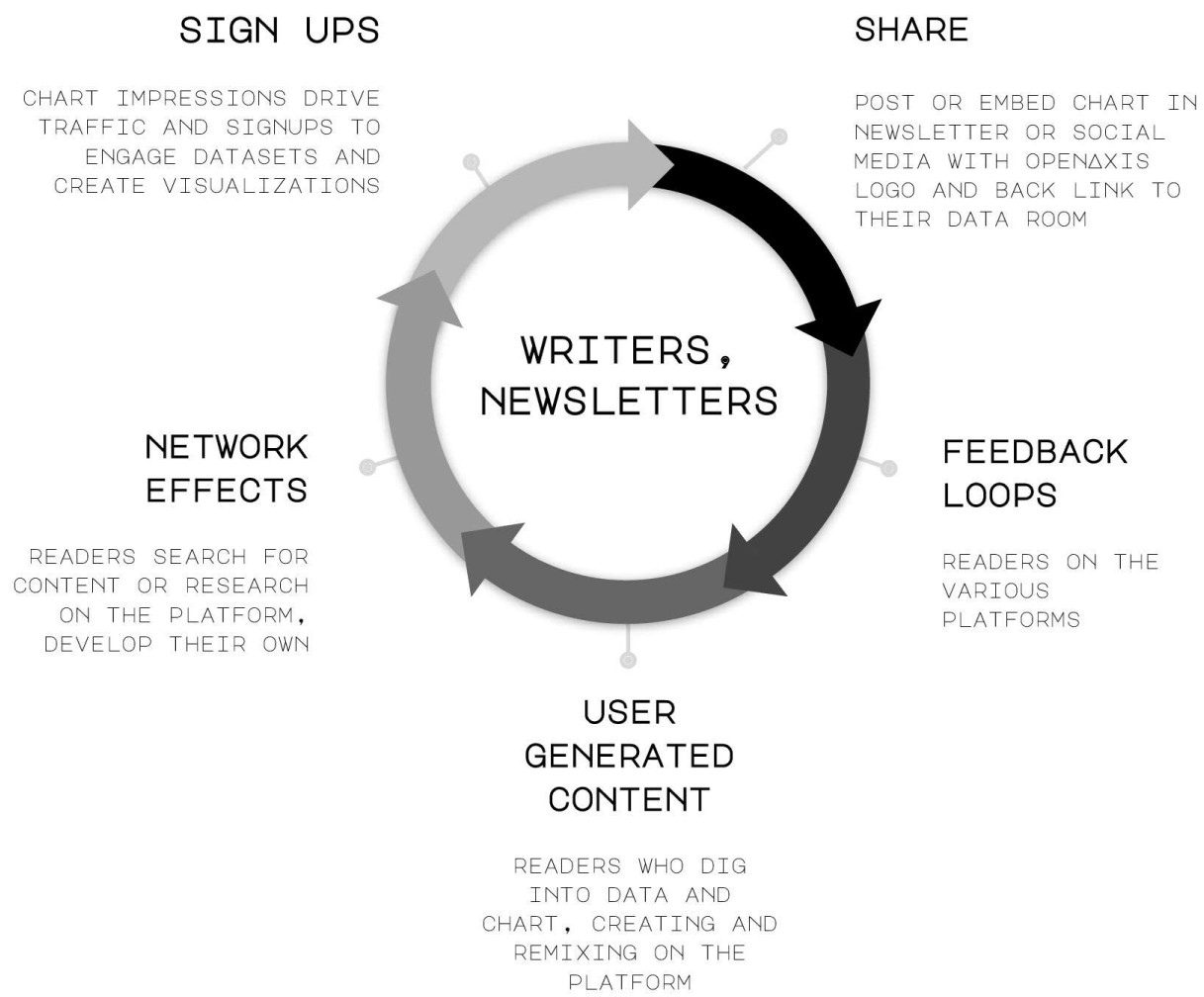
750M EXCEL + 150M GOOGLE SHEETS USERS X \$120 ARR

BENCHMARKS

TABLEAU = 1.4M PAID USERS X \$840 ARR = \$1.2B ARR (\$15.7B EXIT TO SALESFORCE)

CANVA = 1.5M PAID USERS X \$334 ARR = \$500M ARR (\$15B VALUATION, 55M TOTAL USERS)

WRITERS SERVE AS A CASH FLOW POSITIVE MARKETING CHANNEL, DRIVING ADOPTION INTO THE ENTERPRISE BOTTOM-UP



lolitataub
@lolitataub

💰 Underestimated founders: I got together with @OpenAxisHQ (@techstars'21) and did some analysis of where our community is getting its funding.

Minority founder funding highlights

- 👤 Angel \$s are growing
- 😬 VC \$s are small + flat
- 📈 Crowdfunding \$s are skyrocketing

/1

Capital by Investment Type For Underestimated Founders OPENΔXIS

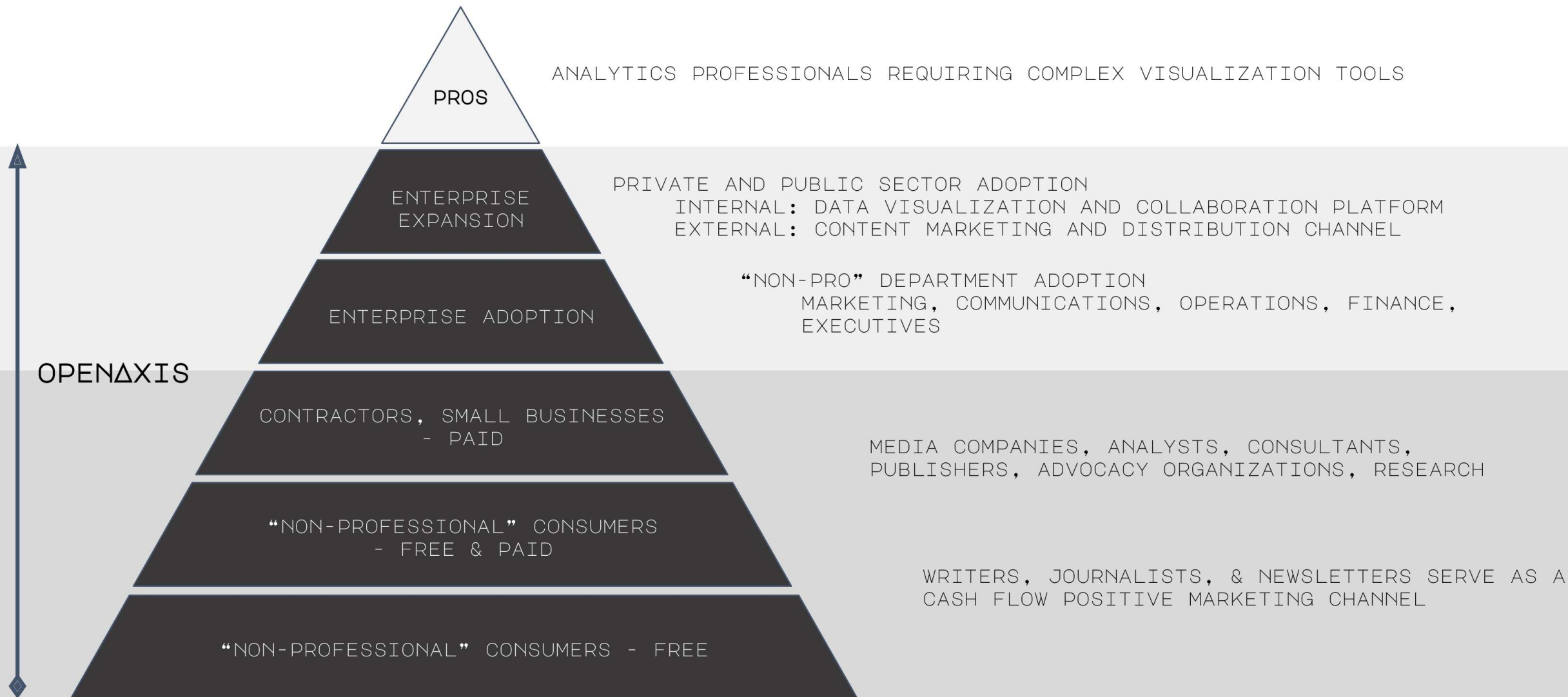
Angel - Women

Jennifer Neundorfer @jkk · Mar 19
Replying to @lolitataub @OpenAxisHQ and @techstars
Love this data. Do not love that angel investments into female founders have fallen off a cliff, but it proves the opportunity for other types of funds and investors that can fill that gap.

Kathleen Minogue @kathleenminogue · Mar 22
Much appreciated! We'll be citing this data in our grant writing to fund crowdfunding education and training for women and minority founders.

12:18 AM

BOTTOM-UP SAAS PATH



WE'RE BUILDING OUR BETA AND A FUTURE WHERE
USERS CAN TELL STORIES WITH DATA ON AN
INDIVIDUAL, COLLECTIVE, & PROFESSIONAL LEVEL



BETA WAITLIST

54%

OF THE TOP WRITERS ON SUBSTACK AMONG
HUNDREDS OF SIGNUPS

“I’M DEFINITELY INTERESTED”

- MATT YGLESIAS, CO-FOUNDER OF
VOX MEDIA AND TOP 10 SUBSTACK
SLOW BORING

“THIS LOOKS PRETTY GREAT”

- JUDD LEGUM, TOP 10 SUBSTACK
POPULAR INFORMATION

ENTERPRISE LETTERS OF INTENT + QUALIFIED LEADS

3 + 16

ACROSS DIFFERENT INDUSTRIES IN PRIVATE AND
PUBLIC SECTORS

“I LOVE IT. NOW EVERYONE ON MY TEAM CAN PROVIDE
INPUT & MAKE DATA-DRIVEN DECISIONS”

- JOSH STURGEON, CEO, EMBERTRIBE

“GREAT DEMO. WE’RE INTERESTED IN PILOTING FOR
OUR AXIOSHQ COMMUNICATIONS PLATFORM”

- MARCUS MORETTI, PRODUCT DIRECTOR, AXIOS

AFTER COMPLETING THE TECHSTARS ANYWHERE
ACCELERATOR, WE'RE RAISING A PRE-SEED
ROUND TO MEET OUR MILESTONES AND GO FASTER



techstars 

5-YEAR OUTLOOK



FREE

\$0

11M USERS

750M EXCEL USERS
150M GOOGLE SHEETS USERS
55M CANVA USERS

PAID

\$7M ARR

58K USERS
\$10/MONTH

1.5M PAID CANVA USERS
(\$500M ARR @ \$15B VALUATION)

ENTERPRISE

\$124M ARR

693K USERS
\$15/MONTH

~1.4M PAID TABLEAU USERS
(\$1.2B ARR, \$70/MONTH)

*This slide contains forward-looking projections that are not guaranteed.

SO JOIN THE MOVEMENT AS OPENAXIS BUILDS:



A **COMMUNITY** OF DATA EXPLORERS AND STORYTELLERS

A **CULTURE** OF DATA TRANSPARENCY AND LITERACY

A **FUTURE** WHERE INSTEAD OF ASKING “WHERE IS THE DATA?”
YOU SAY “SHOW ME THE OPENAXIS”

THANK YOU.

[OPENAXIS.COM](https://openaxis.com)