

A platform to simplify and democratize data storytelling



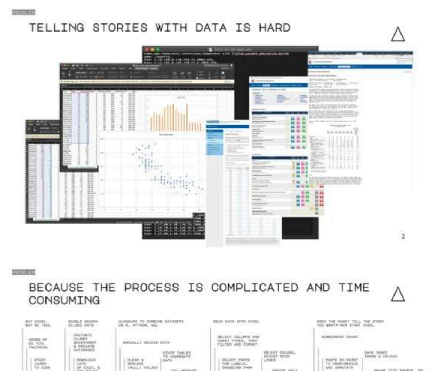
Highlights

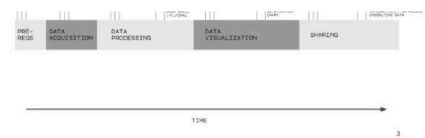
- 1 Users can easily visualize, share, and collaborate with data to tell stories.
- 2 Think Canva-like simplicity for data visualization + Figma/Github for data collaboration
- 3 Building a community of data explorers and storytellers as part of bottom-up SaaS/PLG strategy
- 4 Freemium subscription model allows writers/users to pay nothing while marketing the platform
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- 5 100s on beta waitlist, including 54% of top Substack writers + 18 enterprise LOIs/qualified leads
- 6 Mission to elevate data literacy and transparency while setting a standard for trusted data
- 7 Techstars '21 alum
- 8 Founders formerly at Microsoft, Via, Federal Reserve Bank of NY, Deloitte, United Nations

Our Team

- Alex Damianou**
Political economist. Former National Policy Director for Andrew Yang's 2020 presidential campaign. Formerly at United Nations.
- Patrick Russo**
Data Scientist. Full Stack Developer. Machine Learning Engineer. Built the graphing tool still being used by the Federal Reserve Bank of NY today. Former Via Transportation, Federal Reserve.
- Andrew Chung**
Product developer and designer. Formerly Microsoft, Xamarin, and Deloitte/Monitor. Harvard & Stanford GSB alum.

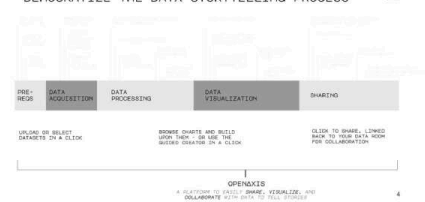
Pitch





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



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



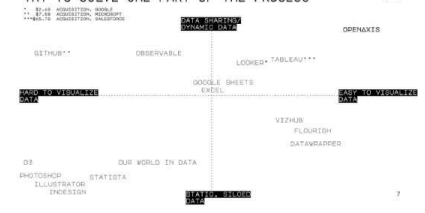
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WE'RE UNDERGOING A DATA REVOLUTION YET ARE UNEQUIPPED TO HANDLE IT



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



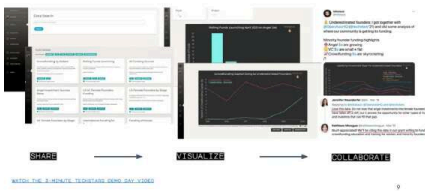
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WE KNOW THIS BECAUSE WE HAVE BEEN DATA STORYTELLERS FOR A LONG TIME



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



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



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WHICH INCLUDES SIMPLIFYING DATA

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VERTICAL

DOCUMENTS	→	GOOGLE SHEETS
DESIGN	→	FIGMA*
CODE	→	GITHUB
DATA	→	OPEN&XIS

* \$1,000 VALUATION, \$472ARR

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COLLABORATION TOOL

UNDER A FREEMIUM SUBSCRIPTION SAAS MODEL

FREE

\$0

PUBLIC DATASETS
VISUALIZATIONS

PAID

\$10/MONTH

PRIVATE DATASETS
VISUALIZATIONS
CUSTOMIZATION
COLLABORATION TOOLS

ENTERPRISE

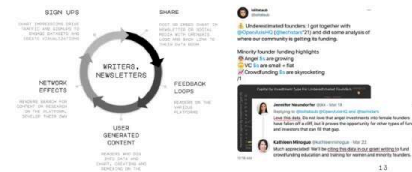
\$15/MONTH

PRIVATE DATASETS
VISUALIZATIONS
CUSTOMIZATION
COLLABORATION TOOLS
TEAM FEATURES

TAM = 1800
1800 EXCEL USERS X 1000 GOOGLE SHEETS USERS X \$120 ARR
BENCHMARKS
GOOGLE = 1.2M PAID USERS X \$240 ARR + \$1.20 ARR (\$11.70 EXIT TO SALESFORCE)
OPENAXIS = 1.2M PAID USERS X \$124 ARR + \$100M ARR (\$150 VALUATION, 50M TOTAL USERS)

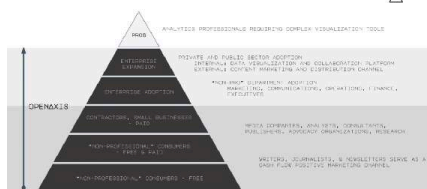
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WRITERS SERVE AS A CASH FLOW POSITIVE MARKETING CHANNEL, DRIVING ADOPTION INTO THE ENTERPRISE BOTTOM-UP



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BOTTOM-UP SAAS PATH



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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 ARE
HUNDREDS OF SUBSTACK"I'M DEFINITELY INTERESTED"
DATA TELLERS, CO-FOUNDERS OF
SUBSTACK AND TOP 10 SUBSTACK
BLOG WRITERS"THIS LOOKS REALLY GREAT"
SUBSTACK TOP 10 SUBSTACK
BLOG WRITERSENTERPRISE LETTERS OF INTENT
+ QUALIFIED LEADS

3 + 16

ACROSS "ENTERPRISE" INDUSTRIES ON PRIVATE AND
PUBLIC BODIES"I LOVE IT, NOW EVERYONE ON MY TEAM CAN PROVIDE
INPUT & MAKE DATA-DRIVEN DECISIONS"
GOVERNMENT, LOCAL GOVERNMENT"GREAT DEMO, WE'RE INTERESTED IN PILOTING FOR
OUR ACCESS-2 COMMUNICATIONS PLATFORM"
NATIONAL ROBERT T. ROBERTSON FOUNDATION, AXIOS

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

techstars

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5-YEAR OUTLOOK

FREE

\$0

11M USERS

180M EXCEL USERS
180M GOOGLE SHEETS USERS
50M CANVA USERS

PAID

\$7M ARR

58K USERS
(\$100/MONTH)1.5M PAID CANVA USERS
\$200M ARR + \$150
VALUATION*

ENTERPRISE

\$124M ARR

698K USERS
(\$100/MONTH)~1.4M PAID TABLEAU USERS
(\$10.25 ARR, \$700/MONTH)

*Doesn't include impact of funding injection that are not guaranteed

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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

Downloads

[OpenAxis Deck.pdf](#)