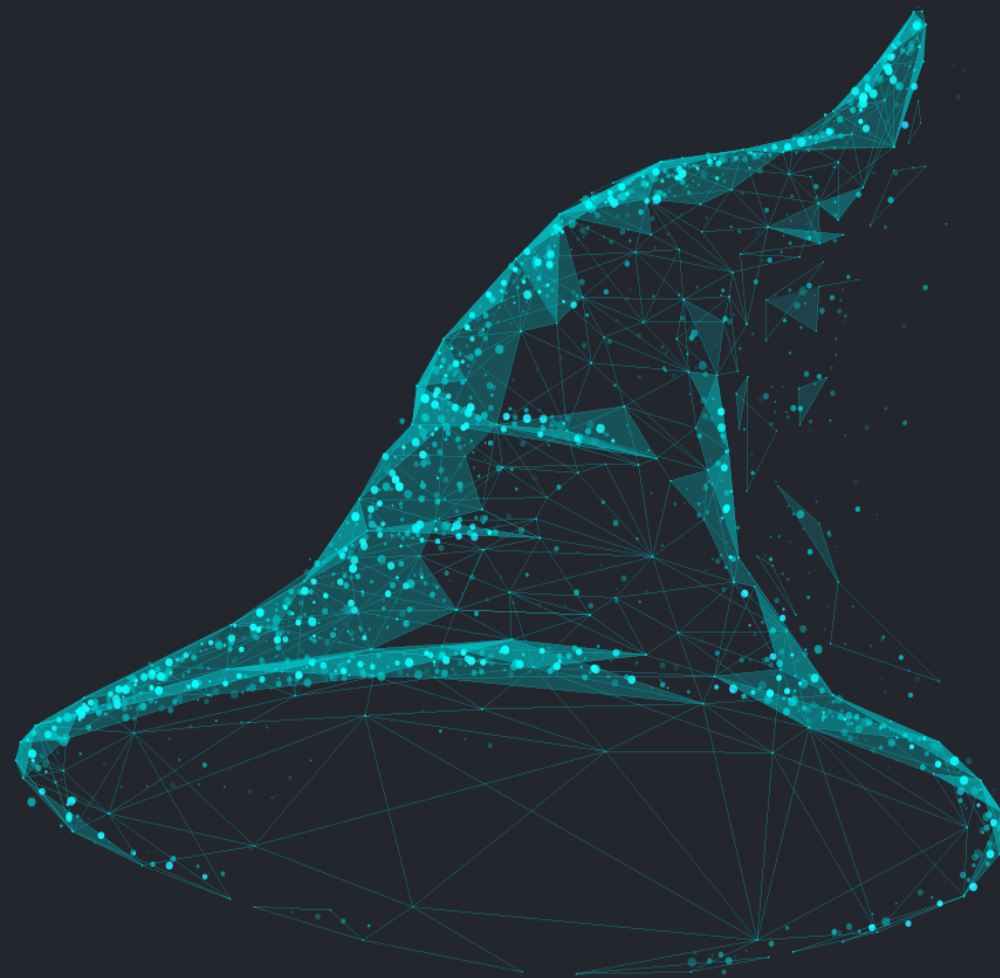


# ISTARI.AI

Discover companies

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# The search for company information is time-consuming and costly

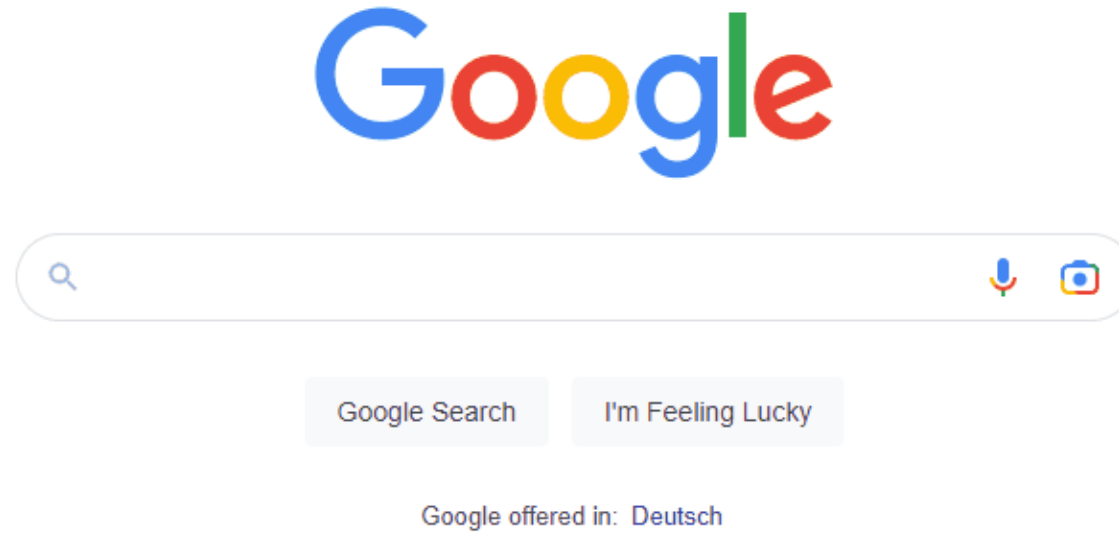
Businesses, consultants, economic developers and academics ask themselves every day:

**How do I find the companies I'm looking for?**




Knowledge workers spent **19% of their time**  
on searching and gathering information.

McKinsey Global Institute

# Google does not find good providers and leaves the research work to you



# ChatGPT only gives advice or even misinformation

 Examples	 Capabilities	 Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021



# World's first SaaS provider for real-time insights into the economy



**Ready out of the box:** A ready to use platform for exploring the economy.



**Real-time:** Bird's-eye view of the economy in real time.



**Scalable:** Seamless scaling to new topics and regions.



**Data sources:** Integration of news, social media, satellite data, PDF reports...



**Endless use cases:** ESG reports, lead generation, trend monitoring...

Just type in what you are looking for...

The screenshot shows the ISTAR.AI dashboard interface. At the top, there's a search bar with the text "Find apps, content, and more." Below that, navigation tabs for "Dashboard" and "Local" are visible. A filter bar allows users to filter data by Country, State, Region, District, Filter ret..., and Filter Domain Provider. The main content area features a "Main Map" showing a map of Europe with numerous data points, and a "Main Table" displaying a list of companies with columns for "domain" and "description". The table lists various companies like turingvideo.com, automovilesangulo.com, machinelearningmastery.com, deas.it, kompaktwerk.com, colifa.lt, chatathand.dk, wearegabba.com, tiledesk.com, mygreatlearning.com, and routnok.com. The interface also shows "10,75M" for the number of companies and "10,749,457 documents" for the main table.

...and add AI-generated firm-level indicators.

# Platform subscription tiers for different customer types

Monthly **Yearly**

### Starter

Your gateway to the world's first system for real-time insights into the economy. Search companies by industry, technology and product portfolio.

**€999** per year

[Subscribe](#)

This includes:

- Search 20 million companies in Europe and North America
- Free text search
- Science-based AI-generated activity indicators for all companies
- Complete result view for up to 50 companies
- Onboarding included
- Monthly updates
- Save 60% with our yearly plan

### Professional

The complete package. Search millions of companies, export your search results and benefit from extensive contact information.

**€4,999** per year

[Subscribe](#)

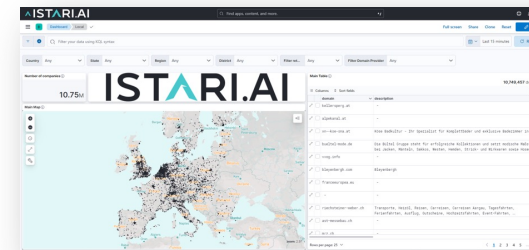
This includes:

- Everything included in Starter
- Unlimited search result view
- Export up to 5,000 search results
- Company contact information
- Premium support

### Enterprise

The package for advanced users with sophisticated requirements. Use webAI technology to analyze your own in-house company lists and turn them into live searchable assets. Benefit from webAI agents developed specifically for you and your use cases.

[Contact us](#)



## webAI Platform

- Subscription tiers
- Trend monitoring
- Onboarding
- Individual exports
- Custom search
- Monthly updates

**STEP 1** **1**  
**Book your free demo.**

Our friendly team shows you the features of the webAI platform in a live demo.

[Book free demo](#)

**STEP 2** **2**  
**Subscribe to a plan.**

Choose either the Starter or Pro license and save on annual billing.

[Subscribe](#)

**STEP 3** **3**  
**Discover companies.**

Now you have everything you need to get started. Our team will help you unlock the full potential of the webAI platform with a free onboarding. This makes it a breeze to find exactly the right companies.

# Opening the webAI ecosystem to create additional products



## ECOSYSTEM



Customer firm lists imported into webAI



Automated company URL search



Scanning customer firms with webAI



Access to results via exclusive dashboard



Monthly updates

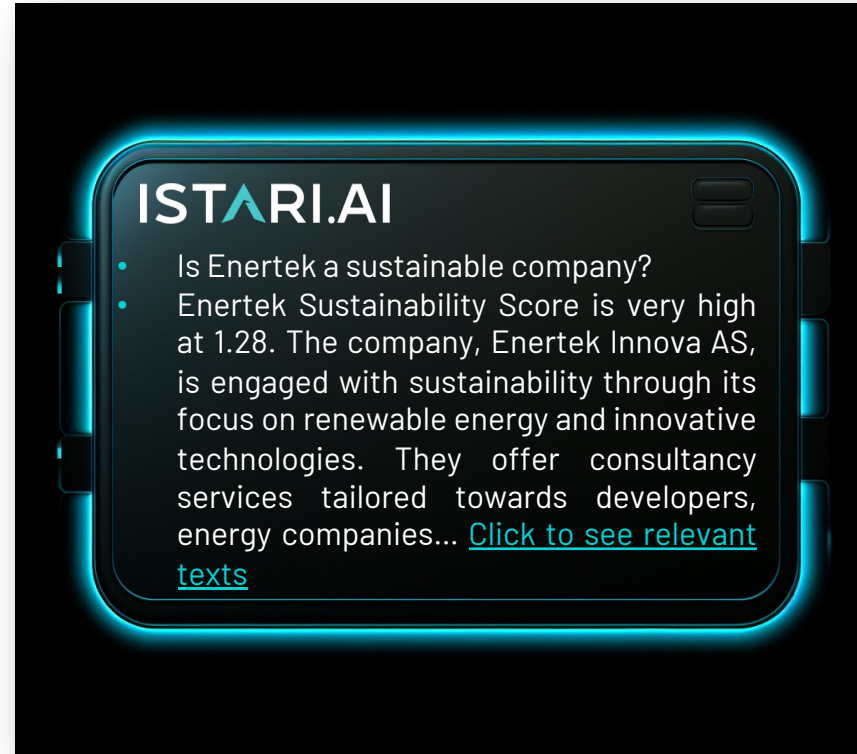


Access reselling and shared revenue

Future products



## CHATBOT



[Actual output of prototype]



Natural language prompt e.g., company's ESG rating



Easy to understand firm-level indicators



Summary of relevant company activity



Reference to relevant original texts

Potential launch customer:

openESG

ISTARI.AI 8

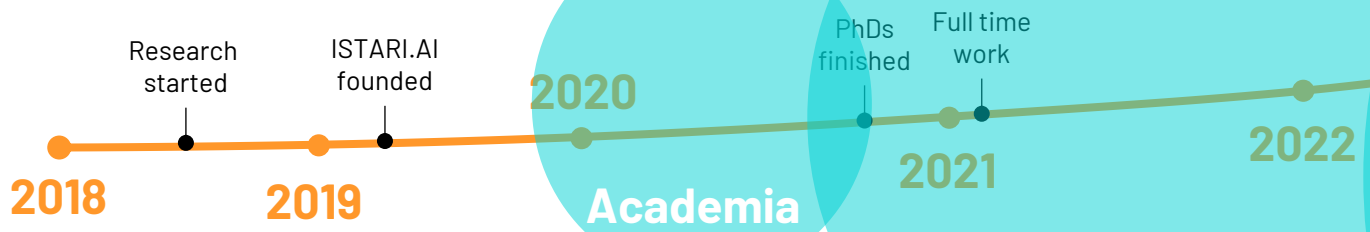
- Lead generation
- Competition analysis

- Universities
- Research institutes
- Think tanks

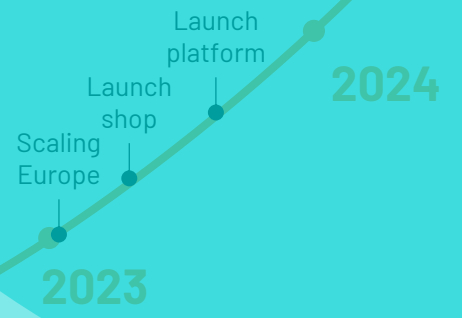
Customer: **ETH zürich** **ZEW TUM** **PARIS LODRON UNIVERSITÄT SALZBURG** **UNIVERSITÄT MANNHEIM** **NHH** **THE UNIVERSITY OF SYDNEY** **OECD**

# Market Size

Public  
 302m€ SAM



## Private companies



## Consultancies

Customer: **Metropolregion Rhein-Neckar** **FFG** **AI DENMARK** **Heidelberg**

- Industrial and regional associations
- Chambers of commerce
- Public innovation agencies
- Ministries

## Market

Customer: **KEARNEY** **prognos** **VDI** **VDE** **IT**

- Market analysis
- Technology analysis
- Credit rating
- "Alternative" financial data



# ISTARI is embedded in top AI ecosystems & brings genuine domain knowledge

## 📍 Office locations



### Jan (CEO & Co-Founder)

PhD in Geoinformatics, 13 years of experience with company databases and indicators, Web Mining



### David (CTO & Co-Founder)

PhD in Statistics, 7 years of experience working at predictive analytics firms, ML/AI/NLP



### Robert (COO)

Doctoral Researcher in Management  
5 years of experience as co-founder and startup coach



# ISTARI has a proven track record in business and academia

## Research associations

- Research association with Harvard University and future member of Harvard CGA/IQSS Industrial Advisory Board



HARVARD  
UNIVERSITY

## Awards and achievements

- Start-up BW Pre-Seed **innovative startup funding**
- Winner **main prize Slush'd** Germany 2022
- Winner **main prize Q-Summit** 2023
- Winner **KI Champion** Baden-Württemberg 2023
- 12+ **paper publications** in renown scientific journals
- **Best Paper Award** R&D Management 2022
- KI Garage, PwC Scale, Up2B **accelerators participation**



# We need runway to take off with our SaaS solution

## Investment objectives:

- Switch **from project** to **product-based** business model initiated
- Runway for **platform launch** and sales.
- Compensation for **reduced project sales**.
- Growth of **marketing, sales** and **support** team.

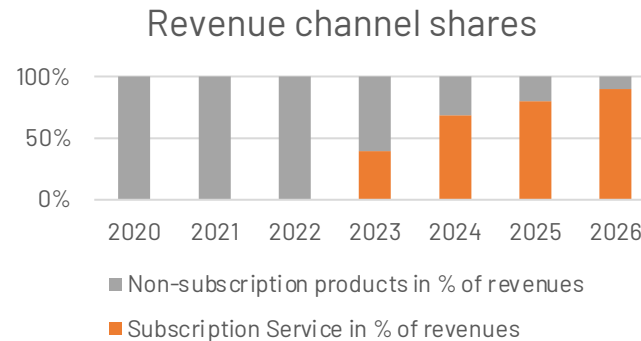
## Investment round:

- Total investment of **300k€-500k€**
- Valuation of **5m€**
- Investment closed until **September**

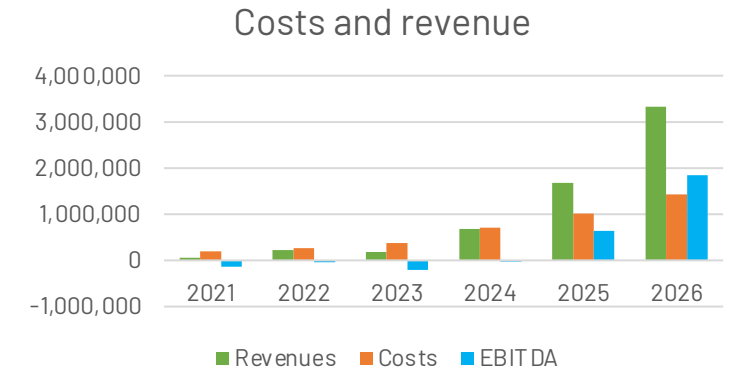
## Investor profile:

- Outstanding business **network**
- Experience in **SaaS** sales
- **International** market experience

## Recurring revenue

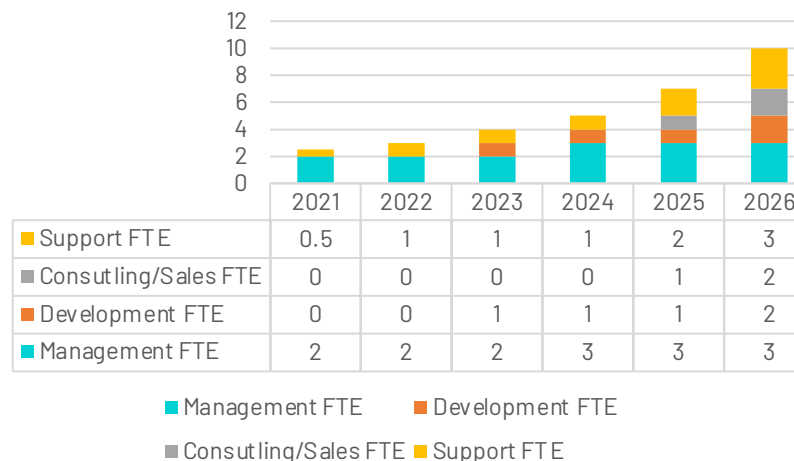


## Y2+ break even

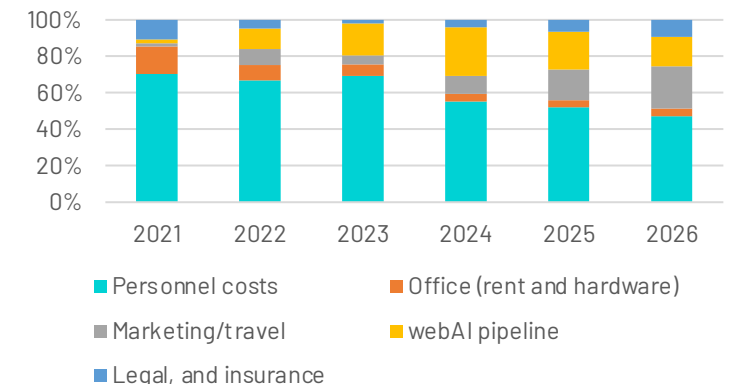


## Lean team and cost structure

### Workforce



### Costs structure



# ISTARI.AI

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[jan.kinne@istari.ai](mailto:jan.kinne@istari.ai)

