

Eigendarstellung des Teilnehmers einer Pitch-Veranstaltung

Firmenname	ISTARI.AI
Profil-Nr.	S-1265
Tätigkeitsfelder	Big Data, KI, Digital Technologies
Grundidee / Thema	We develop webAI - an artificial intelligence based system for analyzing company-related web data. Traditional databases lack the possibility to offer up-to-date as well as detailed information about companies.
USP / Alleinstellungsmerkmal	With webAI we offer market and company information in real-time. As we are analyzing every company that has a website, we can offer more detailed information about a company than any other database (e.g. degree of sustainability/innovativeness).

Geschäftsidee

Erkanntes Problem	Traditional databases lack the ability to provide both up-to-date and detailed information about companies. They either do not include all companies in their databases at all or are not able to provide detailed information about them.
Problemlösung	We develop webAI to solve the problem of missing company, market and regional information. With our machine learning models we can analyze any company website. Currently, we update our database monthly by analyzing +7 million companies in Europe.
Geschäftsmodell	We have a B2B focus with three pillars. Customers can access our Data Market, where they can download company lists for a specific region/topic. Second, we develop customized solutions. Third, we will offer a subscription-based product in Q3.
Strategie	We have already had a lot of traction with our custom solutions approach. Since the beginning of this year, we have changed our business model to product-based in order to scale internationally and expand our customer base.

Kapital

Kapitalbedarf	500.000
Kapital von Investor eingebracht?	Nein

HTGF? INVEST? PRESEED? andere?	Nein
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Markt

Marktvolumen	-
Proof of Market	Erbracht
Umsatz letzte 2 Jahre	350.000 €
Anz. zahlende Kunden bislang	10
Erw. Umsatz in 4 Jahren	6.500.000 €
Wettbewerb	<ul style="list-style-type: none"> - Databases with similar amount of companies included (Handelsregister, Firmenwissen etc.) but no detailed information about companies - Databases with similar amount of detailedness but including just a few companies (Crunchbase etc.)
Vertriebswege / Art Marketing	<p>Sales:</p> <ul style="list-style-type: none"> - Onlineshop: Customers can access our data in our Data Market - Fairs: We are exhibiting at several fairs and startup conferences - Presentation/Webinars: We present our research and product at several conferences <p>Marketing:</p> <ul style="list-style-type: none"> - Blog and case studies to present light house projects - Advertisements in Google, LinkedIn and Meta - Exhibitions

Leistungserstellung

Proof of Concept?	Erbracht
Arbeit am Vorhaben seit	01.07.2018
Zukünftige Milestones	<p>Scaling:</p> <p>From Summer 2023 --> Expand our target groups to provide our data for companies in all industries</p> <p>From Winter 2023 --> Expand to US Market</p>

Controlling

Controlling intern vorhanden?	Ja
Ergebnisplanung vorhanden?	Ja
Liquiditätsplanung vorhanden?	Ja
SWOT vorhanden?	Ja
Kostenblöcke	-
Erwart. Gewinn in 4 Jahren (gesamt)	-

Zusätzliche Informationen

Gründungsmotivation	We come from science. Our unique technology was developed as part of our PhD research. Our approach is to continue to be closely connected with science & research in order to provide our customers with high quality & detailed data.
Kurzbeschr. des Gründerteams	Our management board consists of the two co-founders Dr. Jan Kinne and Dr. David Lenz who developed the webAI technology in their PhD theses and Robert Dehghan.