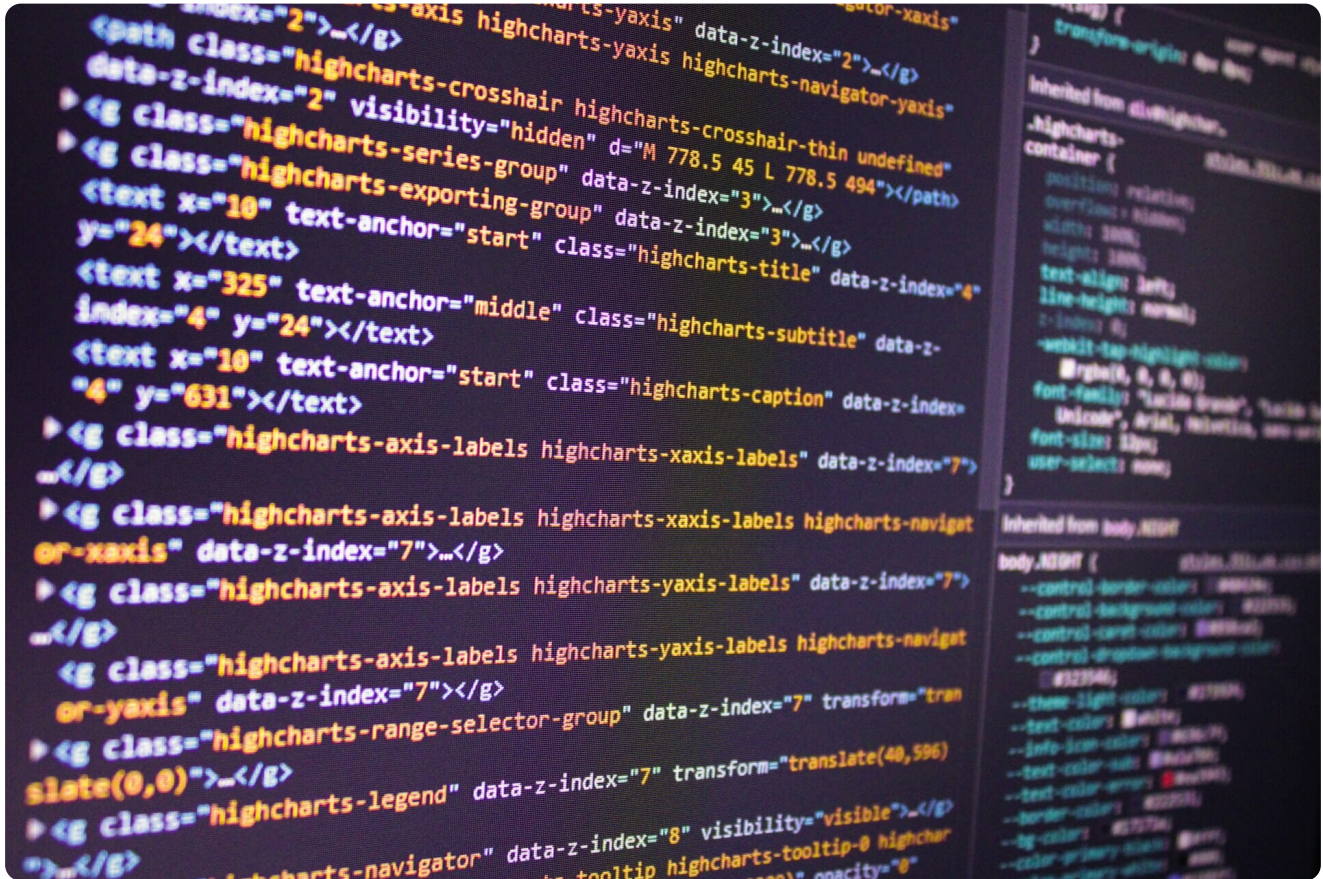


The next generation churn analytics app

venturecapital.nl • <https://venturecapital.nl/the-next-generation-churn-analytics-app/>



Samenvatting

Datum: 8 June 2021

URL: <https://venturecapital.nl/the-next-generation-churn-analytics-app/>

Contact & Site

Extra beschrijving

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Beschrijving onderneming:

This startup develops the next generation churn analytics app. An integrated fully-customizable all-in-one solution for predicting and preventing churn, finding upsell possibilities and reactivating churned customers.

Business Model:

The startup charges an onboarding fee for seamless integration of their app on the customers' business platform. After that they will charge a monthly fee for using the interactive analytics app based on the set of features that are chosen.

Type klant:

B2B

Gewenst type investeerder:

Angel investor; Incubator/accelerator

Wat onderscheidt jouw onderneming van anderen in jouw sector (USP's)?:

Worked on the data science (AI) engine for over a year with great results, strong team with years of experience and a successful MVP that has been implemented in multiple companies.

Benodigd Kapitaal:

€500.000,-

Investeringsbehoefte:

Development: 220K, Commercial: 100K, Pre-sales marketing: 50K, IT costs: 45K, Other costs: 85K

Sector:

B2B Software; Deep Tech; ICT

Bedrijfsfase:

Early Growth

Aantal founders:

3

Aantal huidige werknemers:

5-25

Maandelijks omzet (huidig):

€9.000,-

Omzet (Prognose) komende 12 maanden:

€250.000,-

Omzet (Prognose) maand 13 - 24:

€750.000,-

Huidige maandelijkse kosten:

€5.000,-

Reeds toegezegde financiering:

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