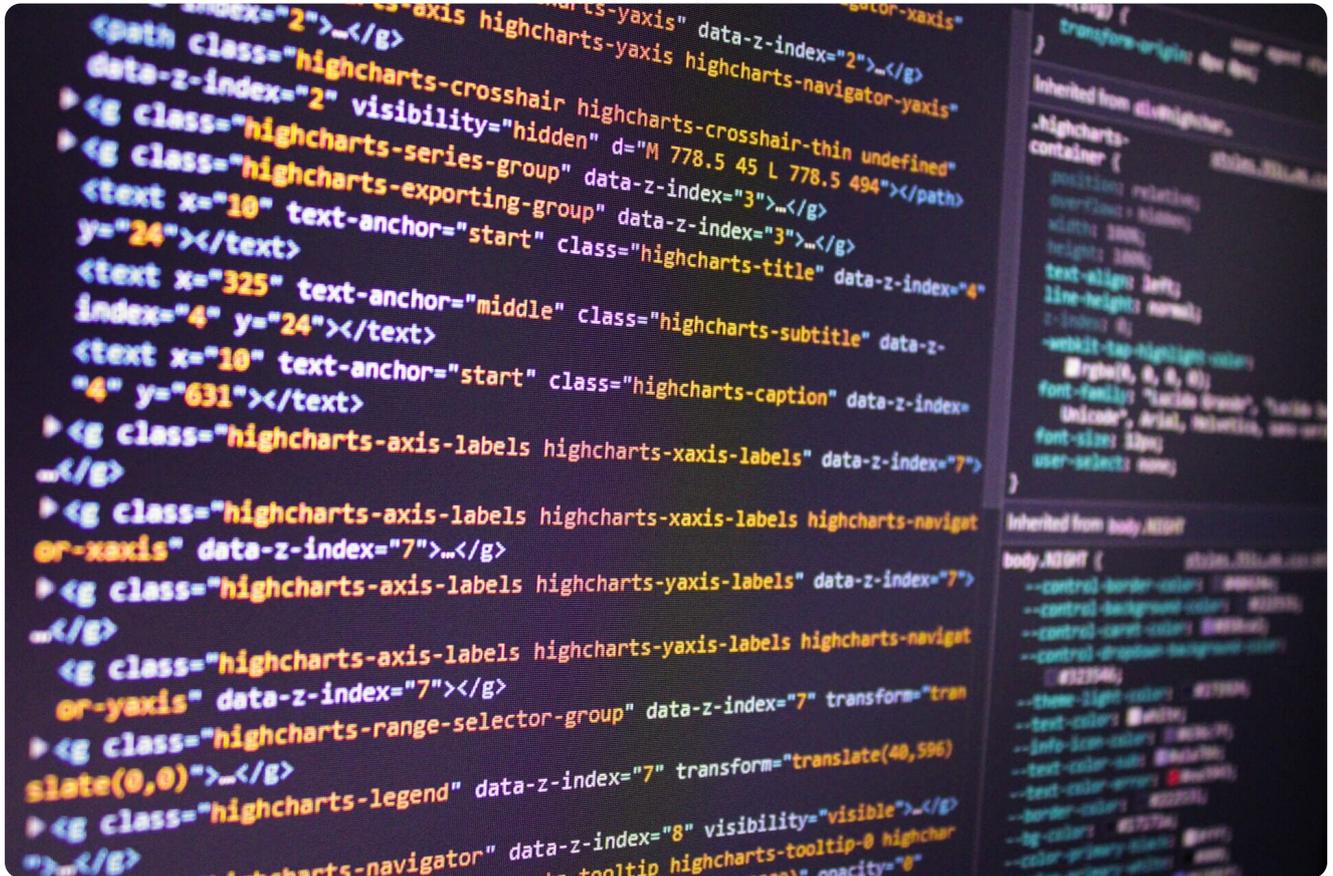


# The next generation churn analytics app

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## 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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