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Financial Planning and Analytics SaaS

Farseer pitch deck

Formatting: Short | Variations: Actual | Forecast

	Default KPI	1 - 2021	2 - 2021	3 - 2021	4 - 2021	5 - 2021	6 - 2021	7 - 2021	8 - 2021	9 - 2021	10 - 2021	11 - 2021	12 - 2021
1	**Bath Products**	62.935	42.662	36.256	50.209	33.269	87.003						
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3	Bath Oils	22.189	21.407	17.738	5.113	6.802	23.080						
4	Bath Salts	39.057	7.526	6.382	30.585	10.028	61.406						

Planning has never been more important...

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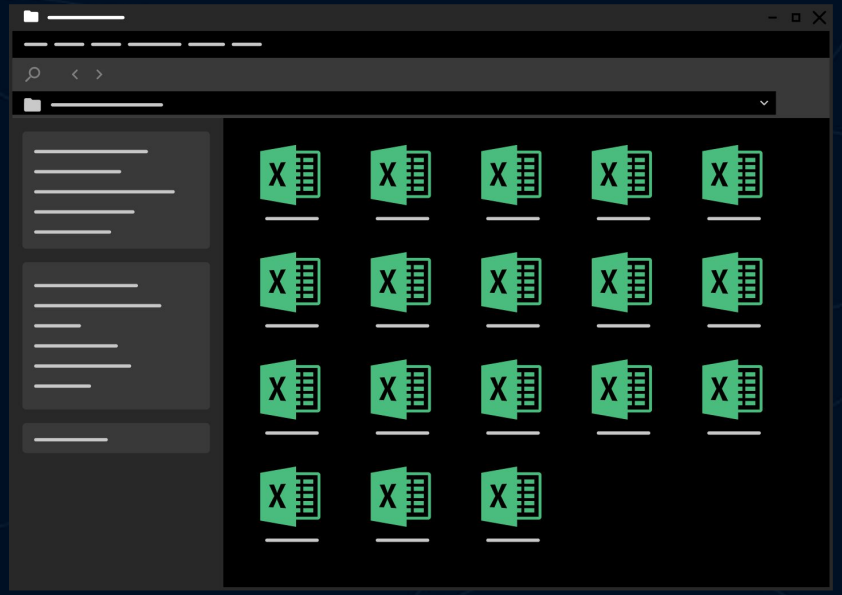
Mid market companies use Excel for planning almost exclusively, which makes them reactive and inefficient.



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HIGHLY **MANUAL**

POOR COLLABORATION

INCONSISTENT DATA

Source1

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Planning solutions were never widely adopted.

Consultant-heavy legacy technology.

~53% of the $5.7bn – – –►

Planning solutions market revenue

Source1

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Farseer is SaaS for financial modeling and planning. Spreadsheet flexibility meets enterprise power.

01

CREATE TABLES

02

SHARE SPREADSHEETS

03

CREATE & SHARE DASHBOARDS

It’s like AirTable + Google Sheets, specialised for finance.

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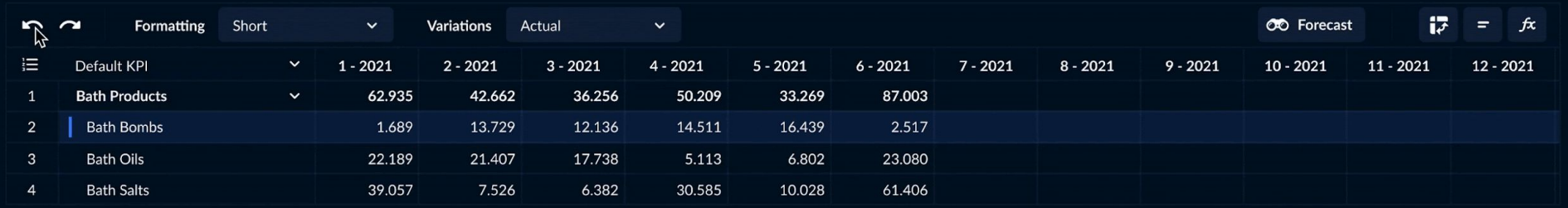
Farseer is fast to implement, simple to use AND supports complex planning scenarios.

We replace messy spreadsheets used for everything from Demand Planning to Financial Consolidation.

Our users ❤️ the ability to create and change models.

fx | Revenue = Price * Volume



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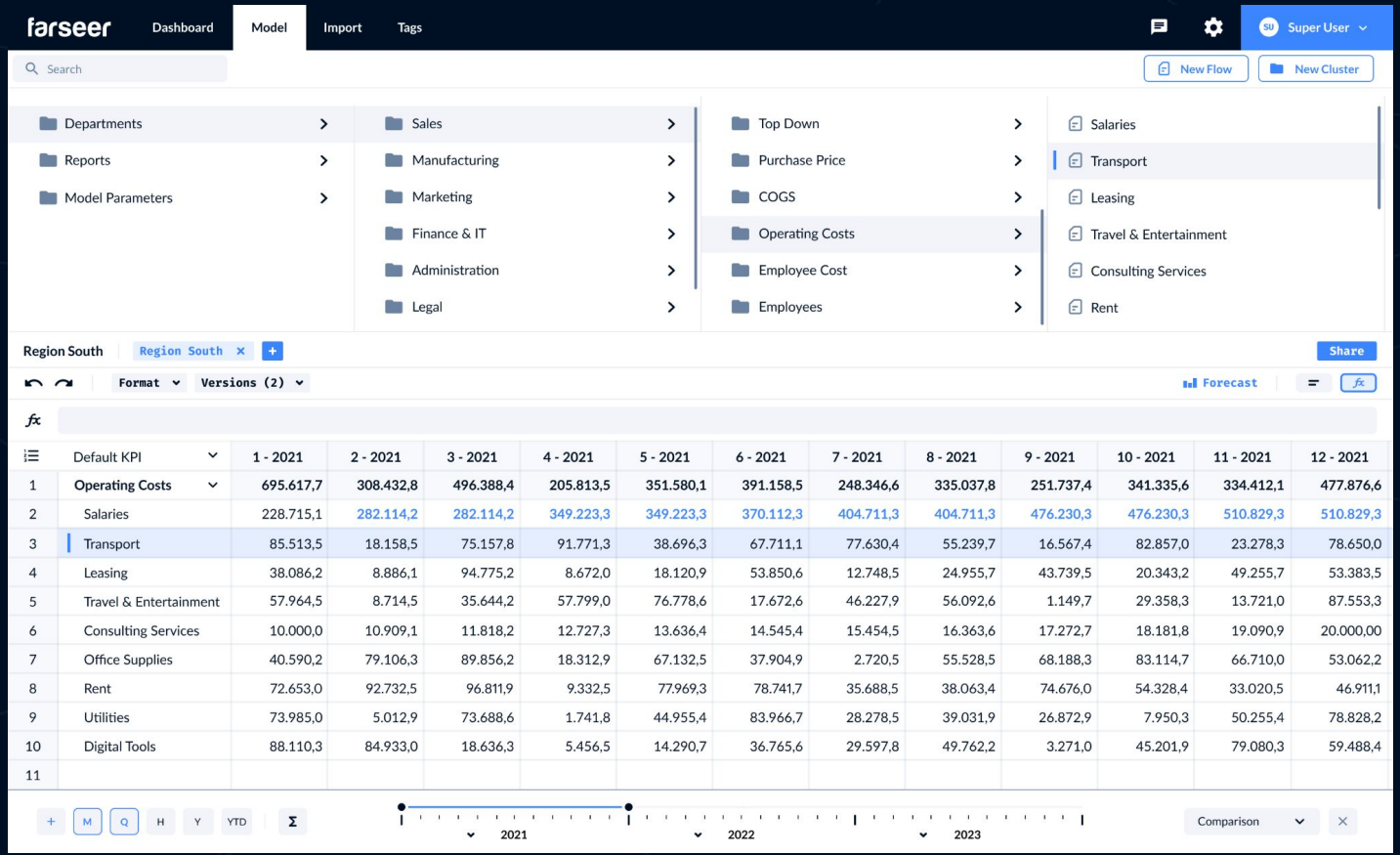

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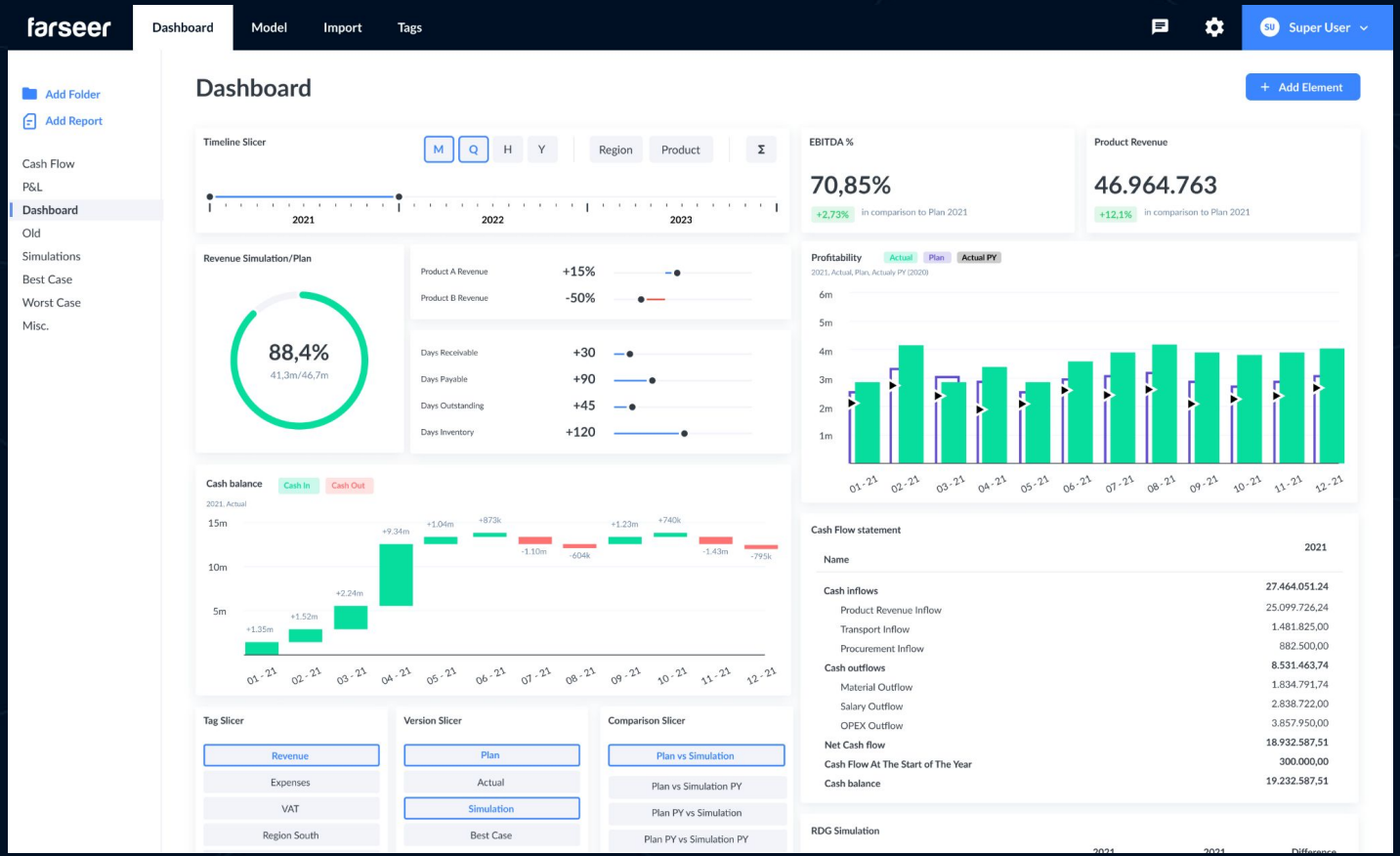

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They replaced messy spreadsheets with Farseer.

21 customer **mostly mid market and enterprise**

Some of the strongest brands in South East Europe.

$183,000
contracted ARR

+25% MoM
booked revenue
past 6 months

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LELO · Violeta · Lutrija · AKD · plinacro · mazars · EOS · MIRET · Coral Shell Licensee · InterCapital Asset Management · KONČAR · CRATIS

We transformed the way Violeta does demand planning.

Violeta is the biggest producer of hygienic and sanitary products in the CEE with 2000 employees and $250m in revenue.

"We tried implementing an enterprise planning solution. The user adoption was terrible, so we gave up. Farseer is extremely flexible and our sales people love it. The speed of planning is amazing. Innovations of the Farseer team enabled us to plan in much greater detail, which is improving the overall company profitability."

- **Jure Ćorluka,**
  Head of Brand Management @ Violeta

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The Founding Team

CEO

Matija Nakić

Previously VP of Product at Five, Director of Software at Span.

CTO

Luka Mijatović

Ex. Lead SDK engineer at DeepAR, co-founder of consulting agency.

Customer Success

Matej Trbara

Ex. Head of engineering at DeepAR, co-founder of consulting agency.

R&D

Zrinko Dolić

Co-founder of Pimatico (IoT startup), acq'd by Mandeks.

A total team of **15 people** with key positions covered.

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Farseer supports complex scenarios in a simple way.

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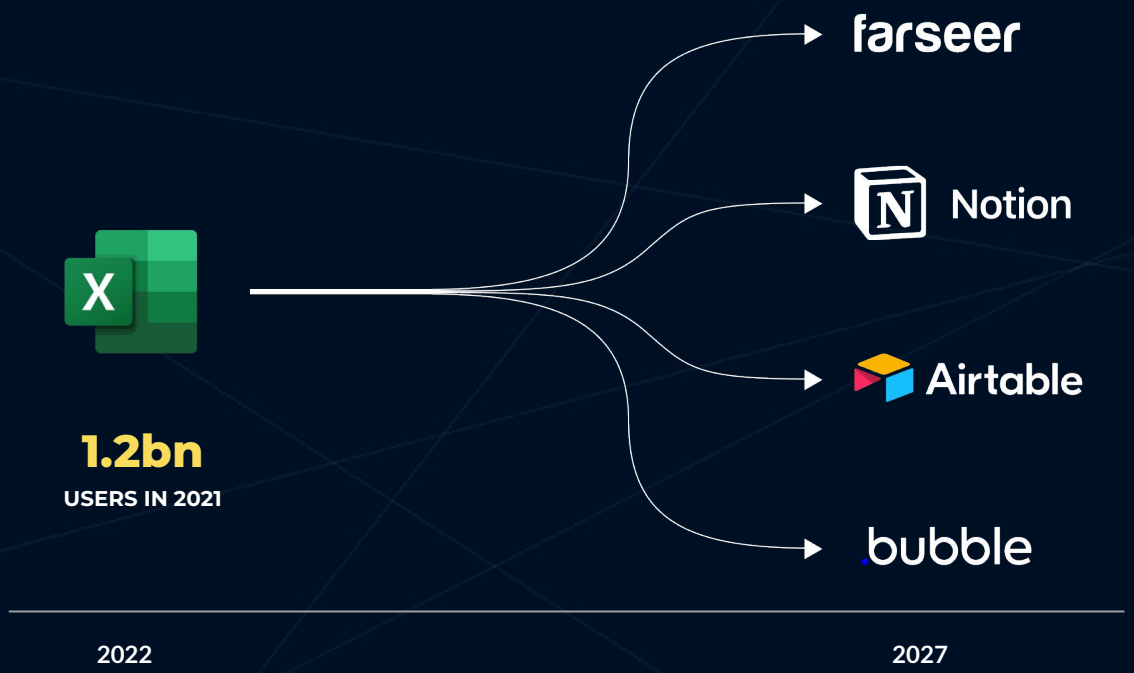
Majority of Excel users will migrate to no-code in 5 years.



$67bn

PREDICTED LOW-CODE PLATFORM MARKET IN 2027

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Source 1
Source 2

Our vision is to become the new norm for working with numbers.

Spreadsheets
N/A

No - Code
$11.7 bn

SME Planning & Modeling
$367 m

Enterprise Planning
$5.7 bn

Business Intelligence
$22.3 bn

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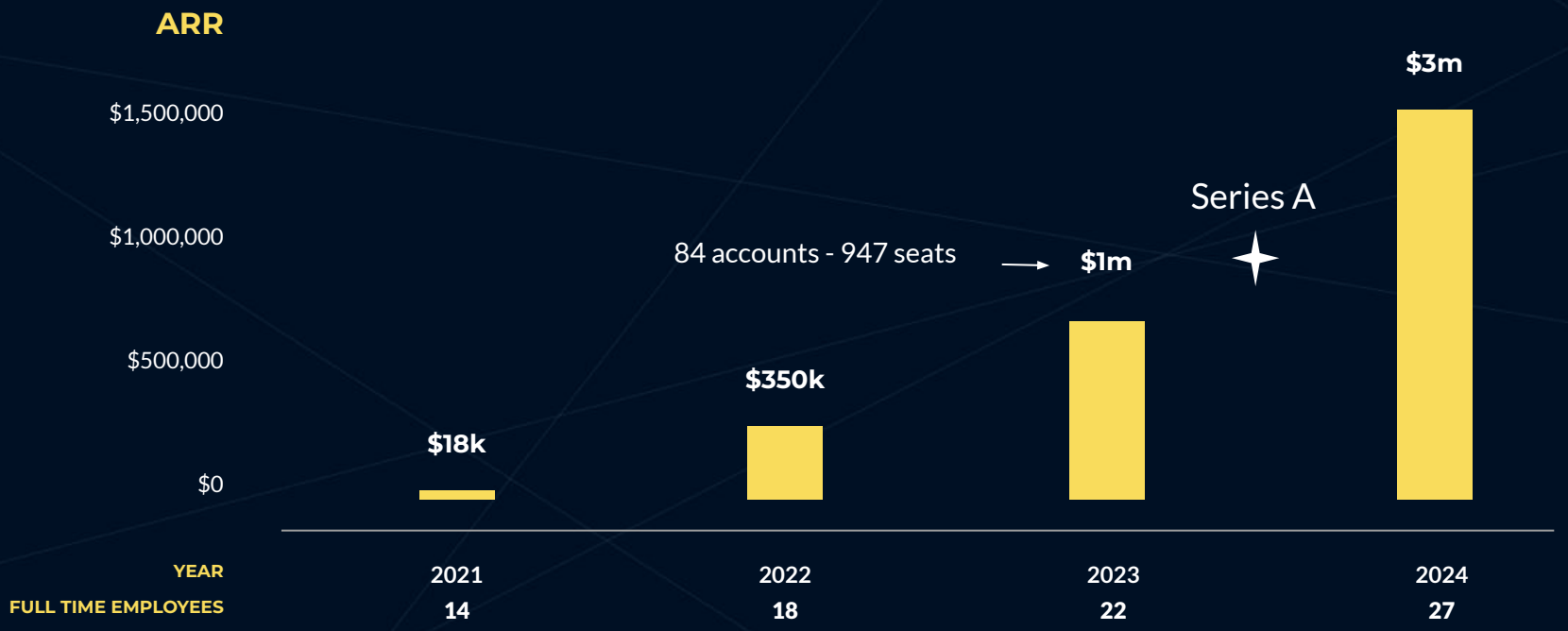
Path to Series A



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Go to Market plan 2022-2023

IDEAL CUSTOMER PROFILE

SEGMENT
Manufacturing, wholesale, tech companies

GEOGRAPHY
Europe

REVENUE
$30m-$500m

TARGETED ACV end of 2023
$12,500

PROFILE
Established FP&A function, growing fast, modern brand, open and performance-driven culture. Outgrown Excels.

DECISION MAKER
Millennial CFO

PLAYBOOK

GETTING TO $1m of ARR = 82 accounts

1) Continue aggressive top-down sales in CEE

2) Increase the number of EU inbound leads by:

   - Creating an inbound marketing machine

3) Shorten the time of onboarding:

   - Improve UX/UI to enable self-service
   - Add data connectors

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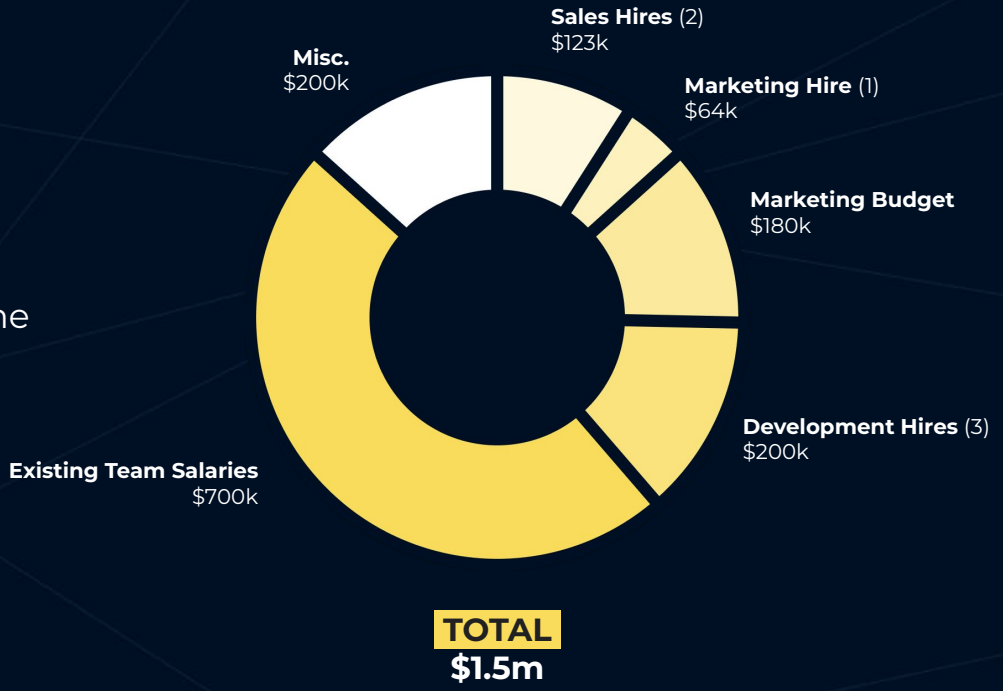
We are raising to grow to $1m ARR

Investment amount: $ 1.5m

We are raising to:

1) Extend the runway
2) Hire (1) Head of Marketing
3) Create inbound marketing machine
4) Hire (2) Sales reps
5) Hire (3) Developers



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Appendix 1

Go to Market - playbook to reaching $1m in ARR

Formatting: Short | Variations: Actual | Forecast

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Total Addressable Market

Targeting companies **250 - 2000 employees**

269k of 250+ companies world-wide

25k of 250+ companies in CEE

80-90% of the market is not penetrated with planning solutions

5,000 Companies x **$20k** ACV = **$100m** of Revenue

Source1

Play 1 - Outbound Sales in CEE

Territory: **CEE**

ARR target: **$700k**

Channels:

- **Direct sales** - **70%** of ARR
  - Faster channel
- **Partner network** - **30%** of ARR
  - Slower but necessary for scaling

Partner pipeline

TBD (CZ)
TBD (DE)
TBD (PL)

Beterna (SLO)
Egzakta (SR)

Poslovna Inteligencija (HR)
Nucleus (HR)
M&I (SR)

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Play 2 - Building an Inbound Machine

Territory: **Global**

ARR target: **$300k**

Current lead distribution:
80% outbound, **20%** inbound

Planned lead distribution EoY 2023:
40% outbound, **60%** inbound

Inbound leads are **50% cheaper** and close at **3x higher rate.**

01

Attract - Blog, Lead Magnets, Social

02

Convert - Testing Farseer on web

03

Close - Internal Sales Rep

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Appendix 2

Marketing and Sales playbook

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Sales Process

Average sales process length:
1,5 month for smaller companies **($500 of MRR)**
3-5 months for Enterprise **(>$2,000 of MRR)**

Pipeline size: $575,000 in **ARR**

***Win rate: 11%**

Outreach	**Initial Meeting** (Discovery & Demo)	**Specific Demo** (Broader Audience)	**Proof of Concept** (optional)	**Proposal**

**from meetings held*

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Sales Process - Outreach Stage

Outreach Methods

1. **Automated email outreach**
   - ➔ **700** per month, **38%** open rate, **3%** response rate, ***1,5%** conversion rate, **15** active opportunities
2. **Direct sales 1:1 outreach**
   - ➔ **40** per month, **1%** response rate, **1%** conversion rate, **19** active opportunities
3. **Inbound leads on Farseer web**
   - ➔ **6** demos per month (mostly **SMEs**)

**This is conversion to meetings. The numbers are too small to track conversion to clients.*

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Appendix 3

Competition - analysis and playbook

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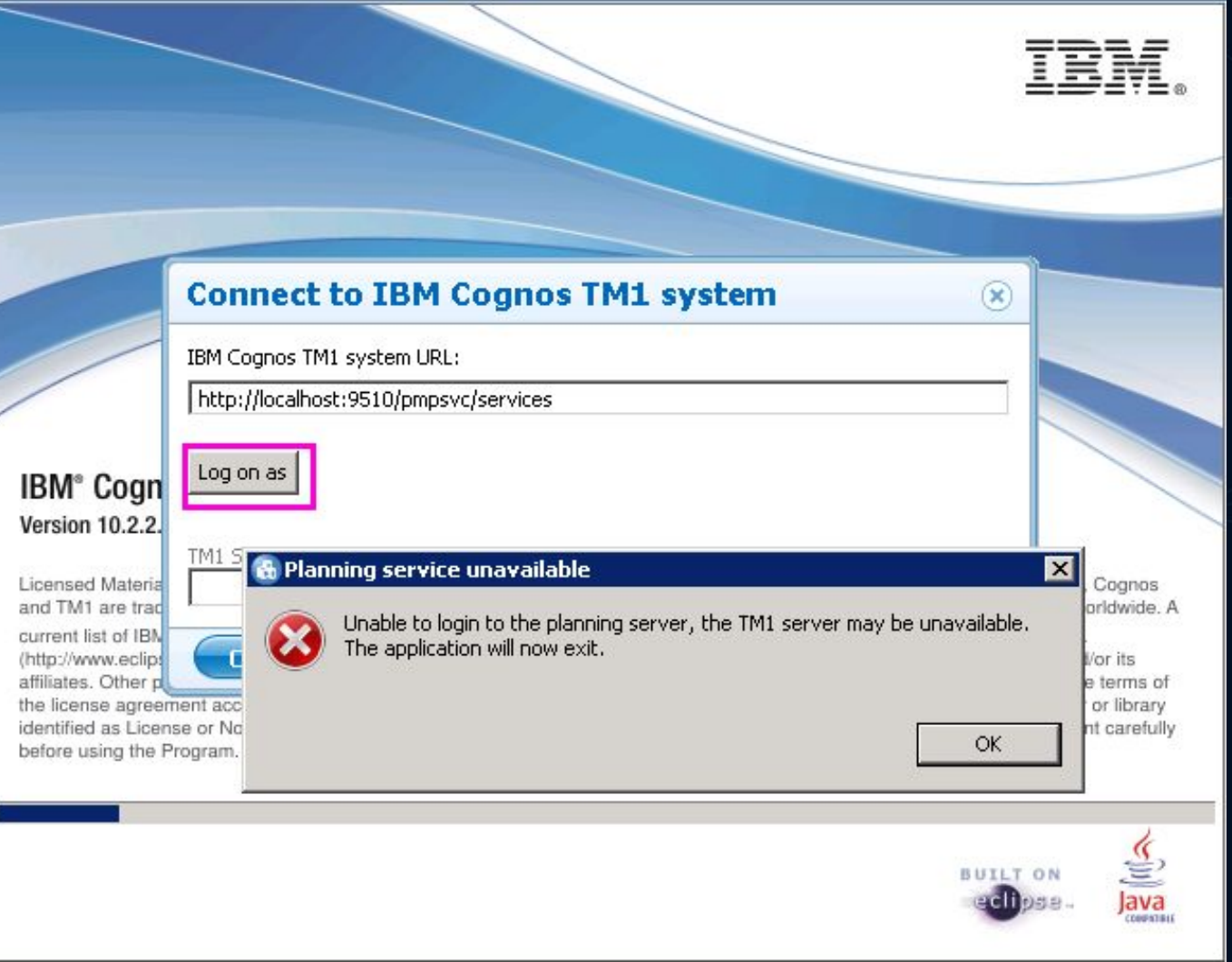
Competition analysis

There are three generations of financial planning software

- **First generation** enterprise-focused solutions are legacy technology and consultant-heavy. Not a good fit for mid-market companies or agile departments in large enterprises (IBM Planning Analytics, Oracle cloud EPM, SAP Analytics cloud).
- **Second generation** from the early 2000s is a bit more modern, but with the same “high-barrier” approach of implementing through a network of partners (Anaplan, Adaptive Insights, OneStream…)
- **Third generation** solutions are lightweight and focused on quick and easy onboarding, but can’t support the modeling and calculation complexity that a lot of mid-market companies need (Pigment, Causal, Abacus, Finmark…).

Sheet with detailed competition analysis



IBM Planning and Analytics
😱Logging to remote desktop

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Farseer USP

Farseer covers **90% of enterprise planning functionalities with a *4x smaller TCO** and a radically improved user experience.

We are building a solution for our target customers that are:

- overgrowing Excel and need structure
- not willing to implement a monstrous enterprise planning solution
- have specific and data-heavy models that can not be swallowed by third gen solution

*Compared to Oracle EPM TEI analysis

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Our moat from the competition

🧮 Our moat is the proprietary calculation engine used for quick model update of millions of cells.
We innovated the entire planning process for data-heavy models by using ML and optimization algorithms.
Farseer users achieve in seconds what took weeks in spreadsheets.

👨‍💻 People from finance departments are not afraid of complexity. Most of them code nowadays.
They want autonomy and a solution that can help them replicate the real-world scenarios.
This means complicated, data-heavy models with a lot of exceptions. Farseer gives them just that.

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Thank you.

Matija Nakić, CEO & Co-Founder @ Farseer

matija.nakic@farseer.io

https://www.linkedin.com/in/matija-nakic

🏆 ACHIEVEMENTS

WINNERS — **AI2FUTURE** Startup Pitch Competition 2021

WINNERS — **Algebra Lab** 2020

WINNERS — **Podim 2020** (Biggest CEE Conference)

WINNERS — EU Grant for Innovative Technical Concept

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