Okredo





Open data platform for risk mitigation & sales increase

#FINTECH #B2BSME #OPENDATA

www.okredo.com

SME problem on late / nonpayment

Late payments costs European businesses €275bn a year and takes the average firm 74 days to resolve.

On average each business is spending € 9.000 per year chasing late payments.



DATA

Data about companies is fragmented in different sources and due to its complexity is difficult to understand.



SALES

SME's lack financial literacy and knowledge how to enable data for sales increase and risk mitigation.



RISK

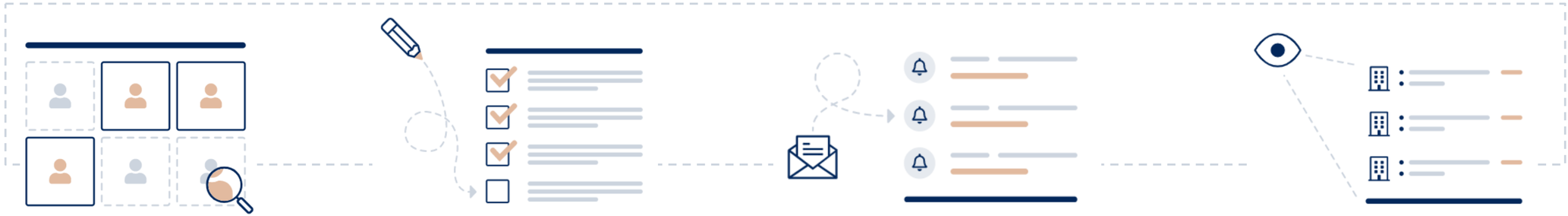
Uncertainty in suppliers' and clients' situation leads to unmanaged credit risk, thus possible losses and even bankruptcy.

SOLUTION

Okredo is an open data platform solution for SME’s risk management and sales increase.

It reduces late payments costs 9 times.

Okredo covers all stages of client’s lifecycle:



HIGH QUALITY PROSPECTS

- Similar companies
- Marketing lists
- Prescore & Eco score
- Behaviour score
- Open + ESG data

EVALUATE FULL PICTURE

- Credit reports
- Credit score
- Business linkages
- Fin. statements
- International reports

MONITOR & INSTANTLY REACT

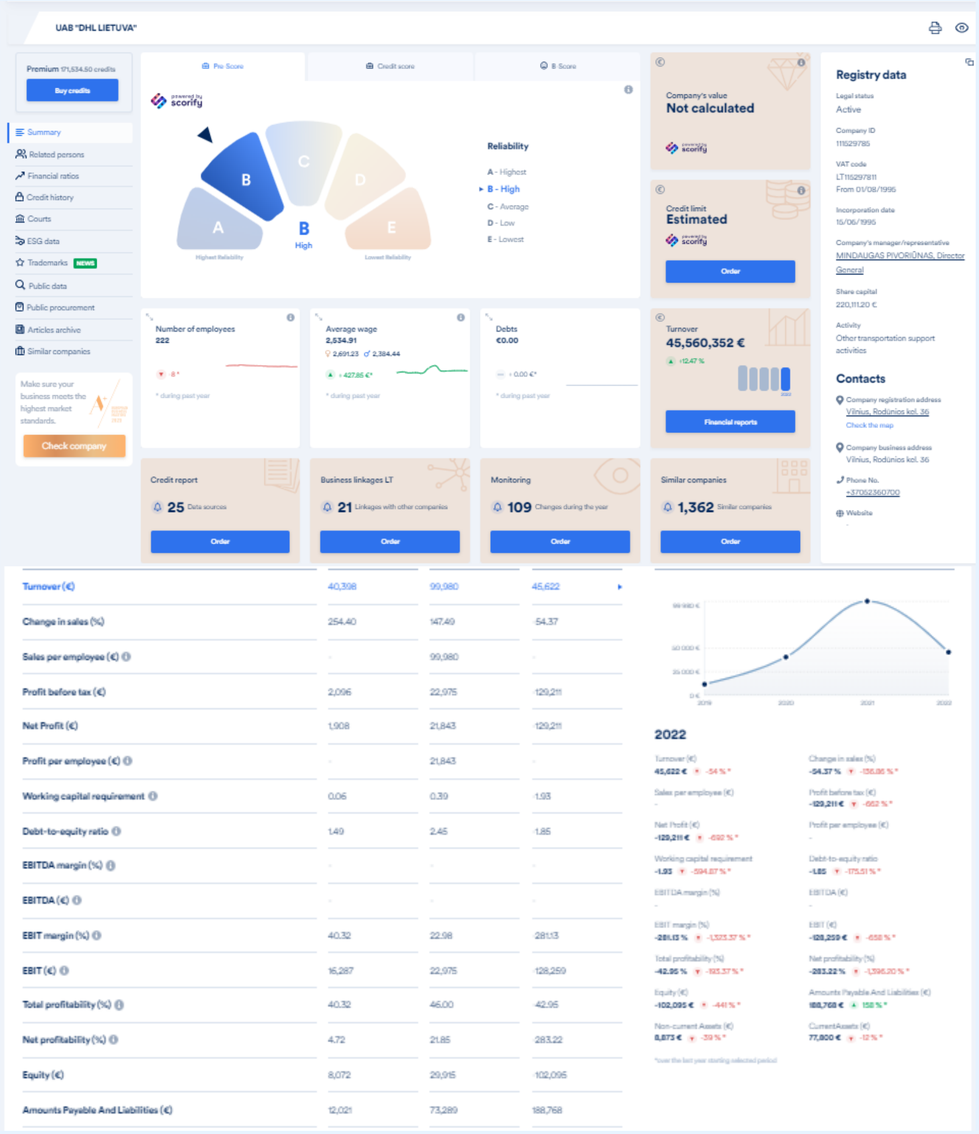
- Open finance
- Financial ratios
- Credit limit
- Company value
- Sector benchmark

MANAGE DEFAULTS

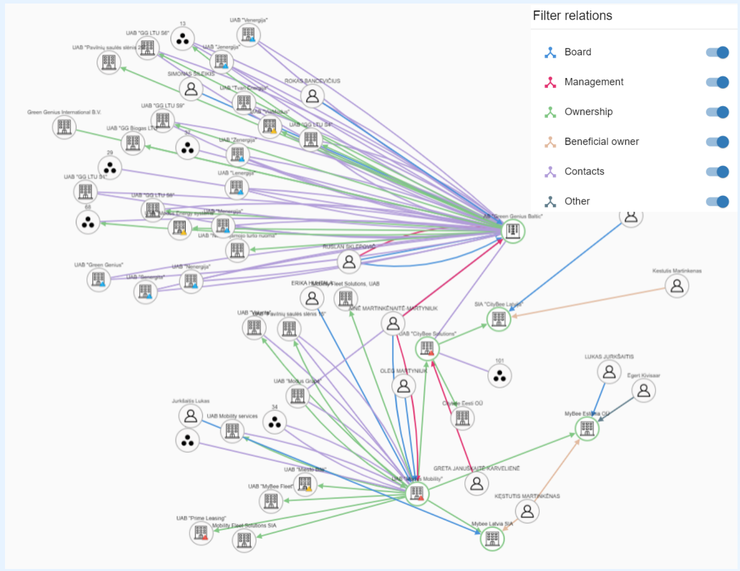
- Credit bureau negative data from users
- Sanctions lists

TOP VALUE ADDED PRODUCTS

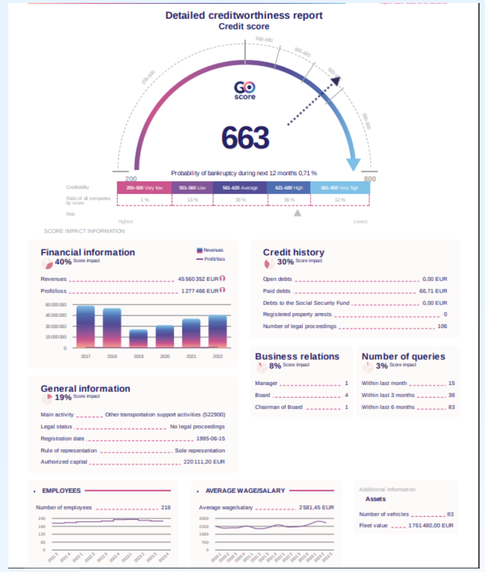
➢ Freemium data profile



➢ Business linkages



➢ Credit report



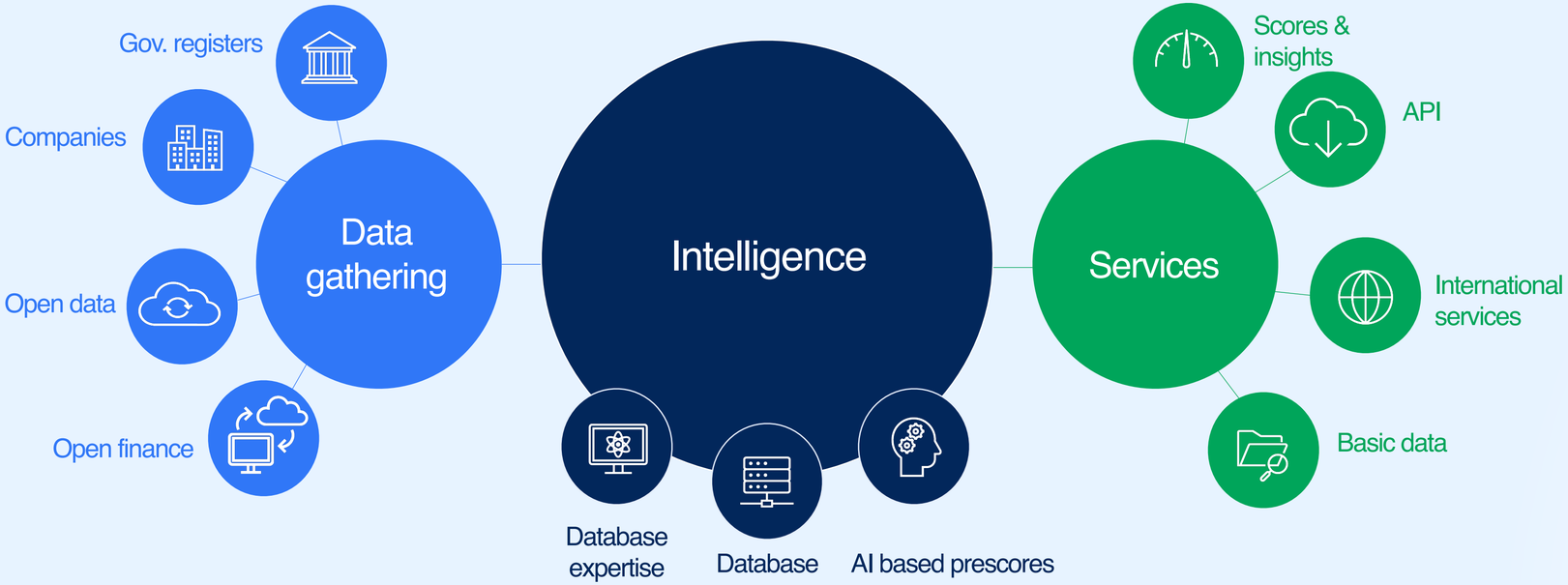
➢ Early warning system (monitoring)



BUSINESS MODEL

We operate in a scalable and digital business with intelligence at the core

We offer a broad selection of services that are based on our comprehensive database. Data is acquired from official and reliable data sources, from companies themselves, from open data lakes as well as through our own data gathering processes. Once saved, data can be refined several times without additional costs. Data processing and the database are at the core of our business. Our data is consumed through different delivery channels by our customers.



COMPETITIVE ADVANTAGES

OPEN & ESG DATA

No matter in which country we are, we aggregate all available open and ESG data about companies.

OPEN FINANCE

If SMEs are not satisfied with their score or credit limit, they can share access to bank account data and get insight report.

AI BASED CREDIT DOCTORSHIP

An adaptive scoring system based on AI will analyze financial and other available datasets all over Europe, will prescore companies and recognize weaknesses & strengths for SMEs to improve.

Our vision

LEADING OPEN DATA PLATFORM IN EUROPE





MARKET OPPORTUNITY

Okredo

This is 540M EUR opportunity in Europe alone.



TAM
35 000 000
companies across Europe

SAM
8 750 000
companies facing credit risk

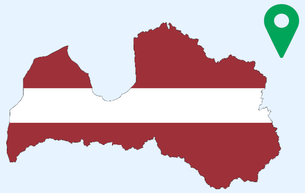
SOM
450 000
potential customers (based on avg. success ratio)

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SIGNIFICANT TRACTION FROM 2 SMALL COUNTRIES:



LT - 2019



LV - 2021

DATA READY & WAITING FOR FUNDRAISE TO SCALE:



EE - 2023



UK - 2023



PL - 2023

1,1M EUR
ARR 2023

2,2M
Google impressions (2,2x growth)

25.000
Freemium registered users in portfolio (1,3x growth)

70.000
Active web users per month (3,3x growth)

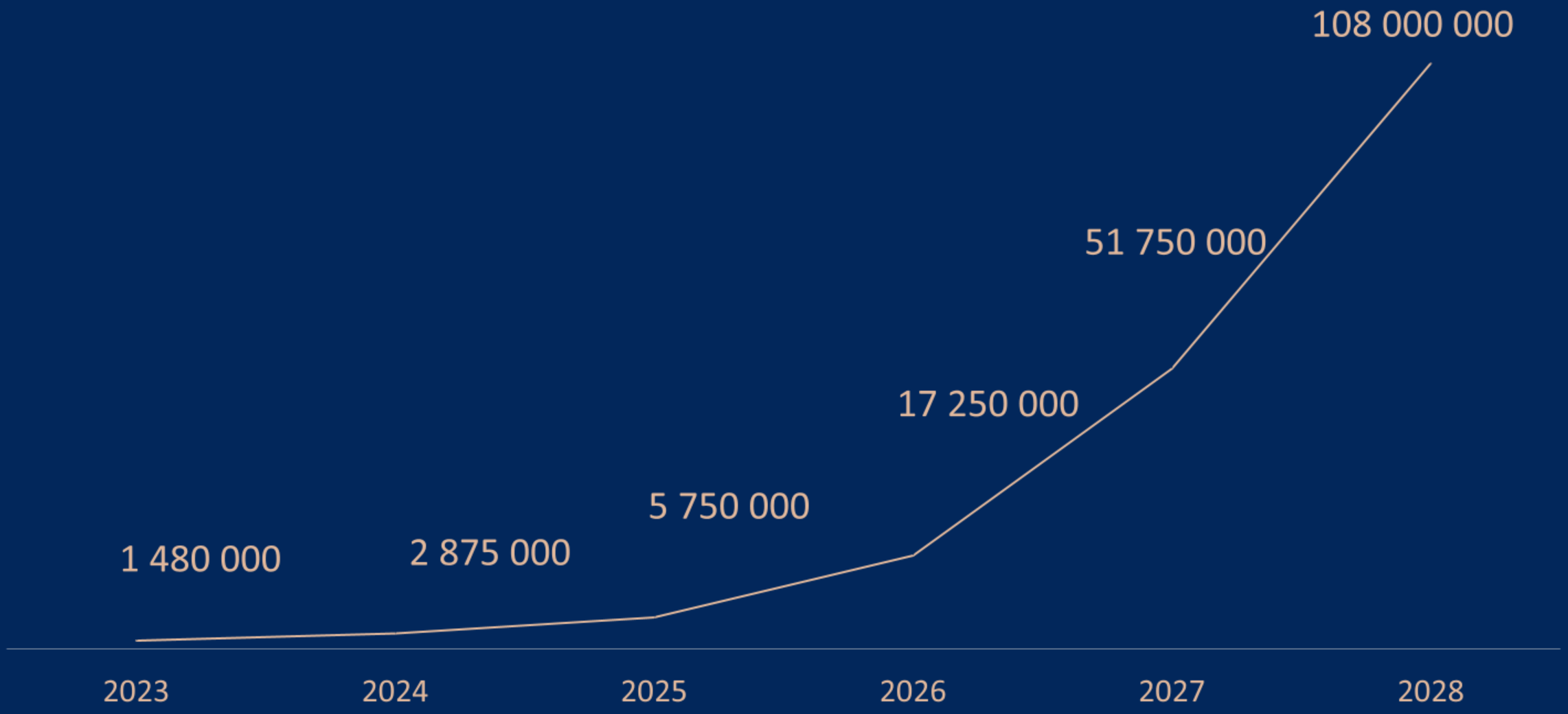
6.500
Strong & diversified client portfolio (2,2x growth)

15.000
IT hours invested into easy scalable platform.

1,8M EUR
Invested by EU VC funds

20+
Experienced sales & IT team.

FINANCIAL PROJECTION: ARR 2023 - 2028



DRIVEN BY A PASSIONATE TEAM



PhD. GERDA JURKONIENĖ/ CEO

- Professional manager with over 18 years' experience in credit bureau business development, sales, finances, credit risk and people management.
- Gerda's knowledge, experience and coaching has helped to rise many successful salespeople.
- Gerda is a lector at Vilnius University, Board member at Fintech, AI startups.



GIEDRĖ BIELSKYTĖ / HEAD OF COMUNICATION

- Professional communication specialist with 20 years of experience in communication.
- Giedre has strong communication skills in corporate communication, public affairs, crisis management, corporate social responsibility, crisis communications, and media relations.



VIKTORIJA MURZIENĖ/ HEAD OF SALES

- Viktorija has strong skills and 12 years' experience in people management, motivation and training of new employees, as well as coaching sales team, leadership development, achievement of set goals.
- For the past 12 years Viktorija has been working in Finance & Credit risk management industry as Head of Sales.



DALIA MAŽEIKAITĖ / COO

- Dalia has more than 15 years of experience in credit risk management and data industry.
- Dalia has a proven track record of leading the development of data products based on open data.
- She is skilled in driving implementation and execution of high-quality solutions, also in sales, customer care and project management.



JAUNIUS SKIERUS / CFO

- A professional manager having 18-year-experience in staff management, financial planning and management.
- Expert in marketing strategy, launching products into local and international markets in consumer loans, real estate, constructions and renewable energy products.
- Experienced in IT solutions projects.



RYTIS PALIULIS / CTO

- Experienced Project Manager with a demonstrated 23 years history of working in the computer software industry.
- Skilled in .NET Framework, Web Services, ASP.NET, C#, and Project Management.
- Strong programming and project management professional.



AUDRIUS PETRAITIS / CPO

- A professional project manager with more than 18 years of experience in IT.
- Audrius has been working on projects in Fintech sector for the past 8 years, helping companies to build their high-class products and maintain vision, strategy, roadmap & backlog.



KAZIMIERAS MAŽONAS / CBDO

- A business developer with more than 10 years of international experience working with businesses from all continents.
- Kazimieras international experience and strategic thinking allows to explore opportunities that sometimes could be unnoticed.

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FUNDRAISING LATE SEED:

2 000 000 EUR

(Pre-money valuation €12M)

To scale into 3 new markets (UK, PL, EE), develop 2 markets (LT, LV) and achieve ambitious OKRs within 18 months:

5.750.00 0
ARR

12.500
Contractual customers

70.000
Registered users

7.000.000
Visitors

70.000.000
Impressions on Google

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Okredo is an open data platform for risk mitigation and sales increase

THANK YOU

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APPENDIX

Okredo

#Hungryforinformation

MARKET NEEDS

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SALES

Master data & sales and marketing services
Expand target segment, enable to reach high quality prospects and thus increase sales potential.

RISK

Credit & reputational risk management services
Financial ratios, credit scores, credit limit, insights that would enable risk mitigation, credit bureau functionality for creditors to exchange data about defaults and thus decrease losses.

DATA

Enterprise solutions, Premium solutions & Freemium solutions
Ensure to have full picture on every company, easy to use, no need for specific skills & knowledge.

PRICING MODEL

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Freemium	60 – 500 EUR	Biggest open data set, free scores, credit limit, financial ratios & insights.
Premium	450 – 1.000 EUR	Access to premium data: financial statements, business linkages, credit report, monitoring, benchmark report & KYB report.
API services	550 – 1.500 EUR	Company API data for automated decision-making processes & integration into systems (CRM, accounting, ERP etc.).
Certificates	300 – 500 EUR	A sign of a company's good financial condition & payment behaviour - a cooperation with such a company is on a steady foundation.

PRODUCT ROADMAP 2023

Okredo

2023 1Q

- ✓ LT – ESG data;
- ✓ LT – Open finance upgrades
- ✓ LT – Business Adds
- ✓ EE – Open Data integration
- ✓ EE – Premium products
- ✓ UK – Platform launch
- ✓ UK – Company established
- ✓ UK – Membership in fintech assoc.
- ✓ PL – Legal/regulatory/data analysis

2023 2Q

- ✓ Baltics – Pre-Score, credit limit, API, UBO
- ✓ LT – User behaviour score
- ✓ LT – Sanctions upgrade
- ✓ LV – Credit report
- ✓ PL – data integration & upload
- ✓ PL – Platform launch
- ✓ PL – Company established
- ✓ UK – premium products development
- ✓ UK – Negotiations with ERP
- ✓ UK – Preparation with HR, PR
- ✓ UNI – UIX/UI upgrade for on-line sales

2023 3Q

- ○ LT – Embedded credit limit, affiliate project (pilot)
- ○ LV - Behaviour score
- ○ LV , EE – Business Ads
- ○ EE – Certification project launch
- ○ UK – Pre-score, credit limit
- ○ UK, PL – Integrations with ERP
- ○ PL - Preparations with HR, PR
- ○ PL – UBO data upload
- ○ PL – Premium product development
- ○ PL - Value proposition for Aleo (ING bank)
- ○ UNI – Online payment upgrades: credit card

2023 4Q

- ○ LT – Risk based pre-offer with embedded credit limit, affiliate business model
- ○ LV, EE - Embedded credit limit, affiliate project (pilot)
- ○ LV, EE - Premium products (monitoring)
- ○ UK – Preparation for certification project
- ○ UK – Premium services (Monitoring, Finance)
- ○ PL – Credit limit & pre-score
- ○ PL – Preparation for certification project
- ○ PL – Premium product development
- ○ PL – Integrations with ING bank
- ○ EU - Legal /regulatory/data analysis

GO-TO MARKET PLAN

Okredo

1. Hire team
2. Data upload & analysis
3. Legal / regulatory analysis
4. SEO development
5. Market entry PR & marketing campaign
6. Outbound calls & LinkedIn messages



COMPETITION

Okredo

AREA	COMPANY DATA	OKREDO	POMANDA	ENDOLE	BISNODE	CREDITSAFE
BASIC INFO	www	www.okredo.com	https://pomanda.com/	https://www.endole.co.uk/	https://www.dnb.com	https://www.creditsafe.com/
	Year of establishment	2019	2015	2014	1923	1997
	Employees	22	1-10	1-10	~2,8K	~1,5K
	Revenues, 2021 EUR	683K EUR	micro company up to 1M EUR	micro company up to 1M EUR	~ 200M EUR	191M EUR
	Revenues, 2022 EUR	949K EUR			n/a	n/a
	Their declared clients # (similar web data)	67k monthly visitors	290k monthly visitors	1,2M monthly visitors	8,3M montly visitors	858.2K montly visitors
PRICE	Sign up, EUR	-	-	-	-	
	Subscription per year, EUR (avg)	400 EUR	260 EUR	320 EUR	n/a	n/a
PRODUCT	Free credit score and insights	V	X	X	*	*
	Free financial ratios	V	V	V	*	*
	Similar companies	V	V	V	*	*
	Credit reports	V	V	V	V	V
	Marketing selections	V	V	V	V	V
	Free target list by score & financial ratios	V	X	X	*	*
	Credit bureau functionality	V	X	X	*	*
	Open banking-based insights	V	X	X	n/a	n/a
	Lead generator	V	V	X	V	V
	Monitoring (freemium & premium)	V	X	V	*	*
	Behaviour score	V	X	X	X	X
	International business linkages	V	only local	only local	V	V
	International credit reports	V	X	X	V	V
	Sanctions	V	X	X	V	V
	Company value report	V	V	X	V	V
	Certificates	V	X	X	V	V
	API	V	V	V	V	V
MARKET	UK	V	V	V	V	V
	ES	Baltics, Poland	X	X	V	V
	OTHERS	No	No	No	V	V

* *Available only for contractuals for extra charge*

UNIQUE SELLING POINTS

Okredo



Credit Bureau

data exchange functionality for creditors



Free Scores

Insights of companies



Open Finance

data and insights



API

for developers



Companies Search

By scores and financial figures



One Stop Shop

all companies' data in one place



Easy to Use

no need for specific skills & knowledge



Benchmark

of companies

ROADMAP WITH 2M EUR

Okredo

		2023 2HY			2024 IHY			2024 2HY			2025 1HY		
		Baltics	**UK**	**PL**	**Baltics**	**UK**	**PL**	**Baltics**	**UK**	**PL**	**Baltics**	**UK**	**PL**
TEAM		24	2	3	24	2	3	24	2	3	25	2	3
CALL CENTER		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PRODUCT		EE certificates EU data upload & analysis	Credit limit Prescore Integrations with ERP		API self-service EU data upload & analysis	Credit bureau functionality Premium products Certificates Integrations with ERP, CRM User behaviour score		EU data upload & analysis	KYC reports CRM extensions Open finance Integrations with ERP, CRM		Data sources & products performance internal monitoring UX/UI upgrades, online sales EU data upload & analysis	CRM extensions Open finance Integrations with ERP, CRM	
OKRs	*Impressions on Google*	7M	200K	200K	12M	1M	1M	20M	10M	10M	30M	20M	20M
	Web visitors (monthly)	250K	10K	10K	500K	30K	30K	1M	100K	100K	5M	1M	1M
	Registered users	23K	500	500	25K	3K	3K	27K	5K	5K	30K	20K	20K
	Contractual customers	6,8K	-	-	7,3K	250	210	8,5K	630	630	10K	1086	1290
	Average session time	2,5 min.	1 min.	2 min.	2,5 min.	2,5 min.	2,5 min.	2,5 min.	2,5 min.	2,5 min.	2,5 min.	2,5 min.	2,5 min.
	Churn	<=1%	-	-	<=1%	<=1%	<=1%	<=1%	<=1%	<=1%	<=1%	<=1%	<=1%
ARR		**1,48M**			**2,875M**						**5,75M**		

OKREDO RECOGNITION

Each year Okredo is being recognized in different nominations.









Rockit | Lithuanian FinTech Awards 2022

FinTech Enabler of the Year

Tipit

ondato

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INVESTORS ABOUT OKREDO

Okredo



PLAY
VIDEO

Okredo

For more information, please visit our:



Public data room