

The background is a dark blue space filled with a grid of small dots. A bright, glowing sphere of light is positioned in the upper center, casting a soft, circular glow. Scattered throughout the scene are binary digits (0s and 1s) in a light blue or cyan color, some appearing to float or drift.

BettrData.io

Data At Its Best

AI & ML-Driven Data Operations Platform

The Road to Better



- Aaron spent 22 years managing data engineering and data ops
- Ingesting & managing data from external sources is **difficult & costly**
- Different formats, data types, manual steps, lacking QC
- Built **large** teams (data ops & dev) with **big budgets**
- Encountered **the same issues** at 4 companies
- Wished for a **better** solution

Aaron Dix is the Founder and CEO of **BettrData.io**



Data Problem

Managing data at scale is time consuming, costly, and prone to quality issues



- Onboarding large volumes of data from disparate sources and formats can be torture
- Building fully automated data pipelines w/ advanced features can take years
- Technical staffing and resources are expensive
- Most teams are building costly in-house solutions or patching tools together
- Data operations are time consuming, high maintenance, and expensive



BettrData.io Solution



BettrData's mission is to streamline the universe of data, making it easily accessible, reliable, and actionable for all organizations. **We created an intuitive turnkey, AI, Machine Learning UI-based Workflow-Enhanced Solution**

BettrData.io Advantage



Reduce human resources up to 70%



No developer skill set required



Increase organizational data visibility, data sharing, and compliance (GDPR, CCPA, CPRA, SOC2 Type II)



Deliver faster & increase data quality

The screenshot shows the 'Manage Files' interface of BettrData.io. It features a sidebar with navigation options: Home, Source Clients, Storage Routes, Integrations, Files, Converts, Merge, Administration, and Jupyter Notebook. The main area displays a table of files with columns for Owned By, Create Date, Filename, ID, MD5, Attributes, Record #, Format, Length, Types, Status, and Bulk. The table lists various files, including CSV and ZIP formats, with their respective statuses (e.g., Converting, Queued for Convert, Convert Complete, Will Not Convert). A search bar and filters are visible at the top of the table.

Owned By	Create Date	Filename	ID	MD5	Attributes	Record #	Format	Length	Types	Status	Bulk
DM Client 1	06/01/2023 11:05	customer.100.csv				28,208	comma	16	customer	Converting 1	☐
DM Client 1	06/01/2023 11:05	suppression.103.csv				32,718	comma	13	suppression	Queued for Convert 2	☐
DM Client 1	06/01/2023 11:05	order-header.133.csv				9,153	comma	8	order	Convert Complete	☐
DM Client 1	06/01/2023 11:05	customer.100.csv				28,208	comma	16	customer	Convert Complete	☐
DM Client 1	06/01/2023 11:05	big-widget-JAN.zip							parent	Will Not Convert	☐
DM Client 1	05/08/2023 11:04	customer.106.csv				29,693	comma	16	customer	Convert Complete	☐
DM Client 1	05/08/2023 11:04	customer.105.csv				13,163	comma	16	customer	Convert Complete	☐
DM Client 1	05/08/2023 11:04	several.zip							parent	Will Not Convert	☐
DM Client 1	05/08/2023 11:03	customer.400.csv				18,208	comma	16	customer	Convert Complete	☐
DM Client 1	05/08/2023 11:03	customer.200.csv				28,203	comma	16	customer	Convert Complete	☐

Market Potential



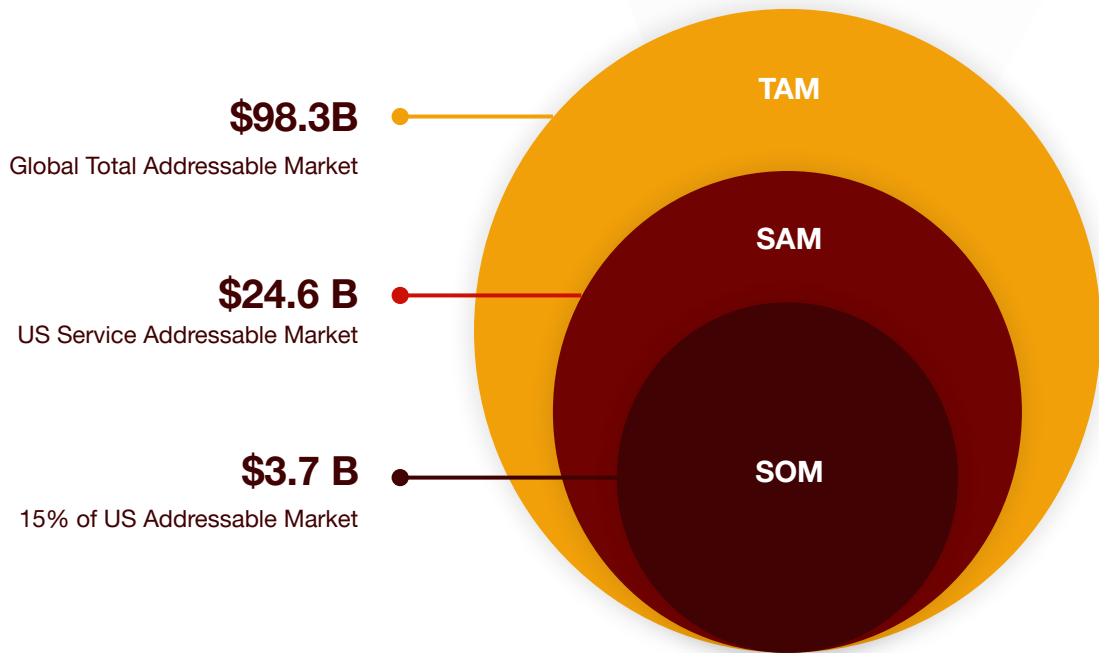
Identified Industry/Use Cases

- *Marketing & Advertising - All Sectors*
- *Retail/CGP/Non-Profit/B2B/D2C*
- *Financial Services*
- *Manufacturing*
- *Healthcare*
- *Automotive*

Buyer Personae: Any entity looking to reduce costs and resources for data standardization, ingestion, enhancement, and consolidation:

Champion Persona: Prospect who works with data or oversees data operations, and could benefit from building reliable and accurate data pipelines faster and easier.

Decision Maker Persona: Prospect who realizes ROI benefit of cleaner, more reliable, and actionable data pipelines all with a faster time to market.



Business Model

Subscription Tiers

Tier	Seats	Records /min	Annual
Essential	5	1M	\$30K
Premium	10	4M	\$54K
Enterprise	Custom	Custom	\$78K+

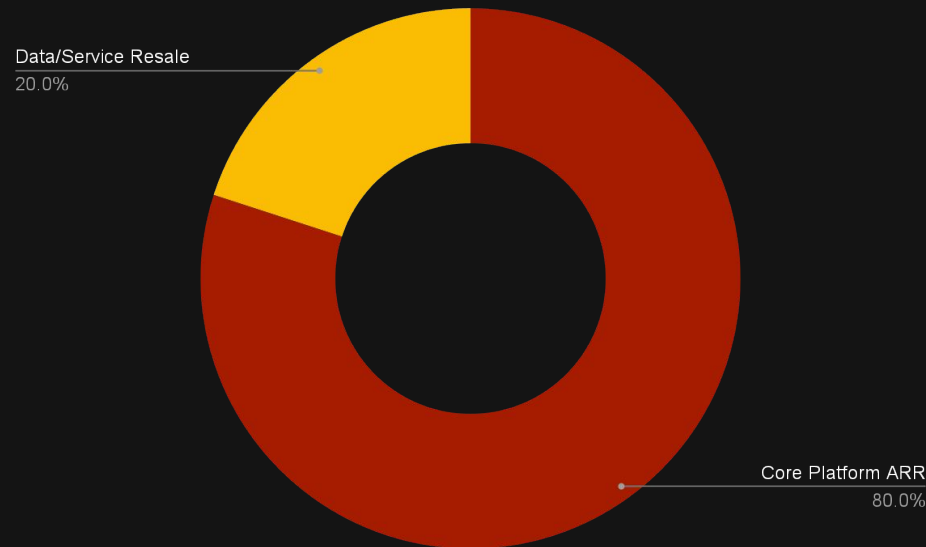
* 2022 ACV: \$10,000

* Current ACV: \$23,900

* Estimated Year 2 ACV: \$48,000

136% ACV
Increase
YOY

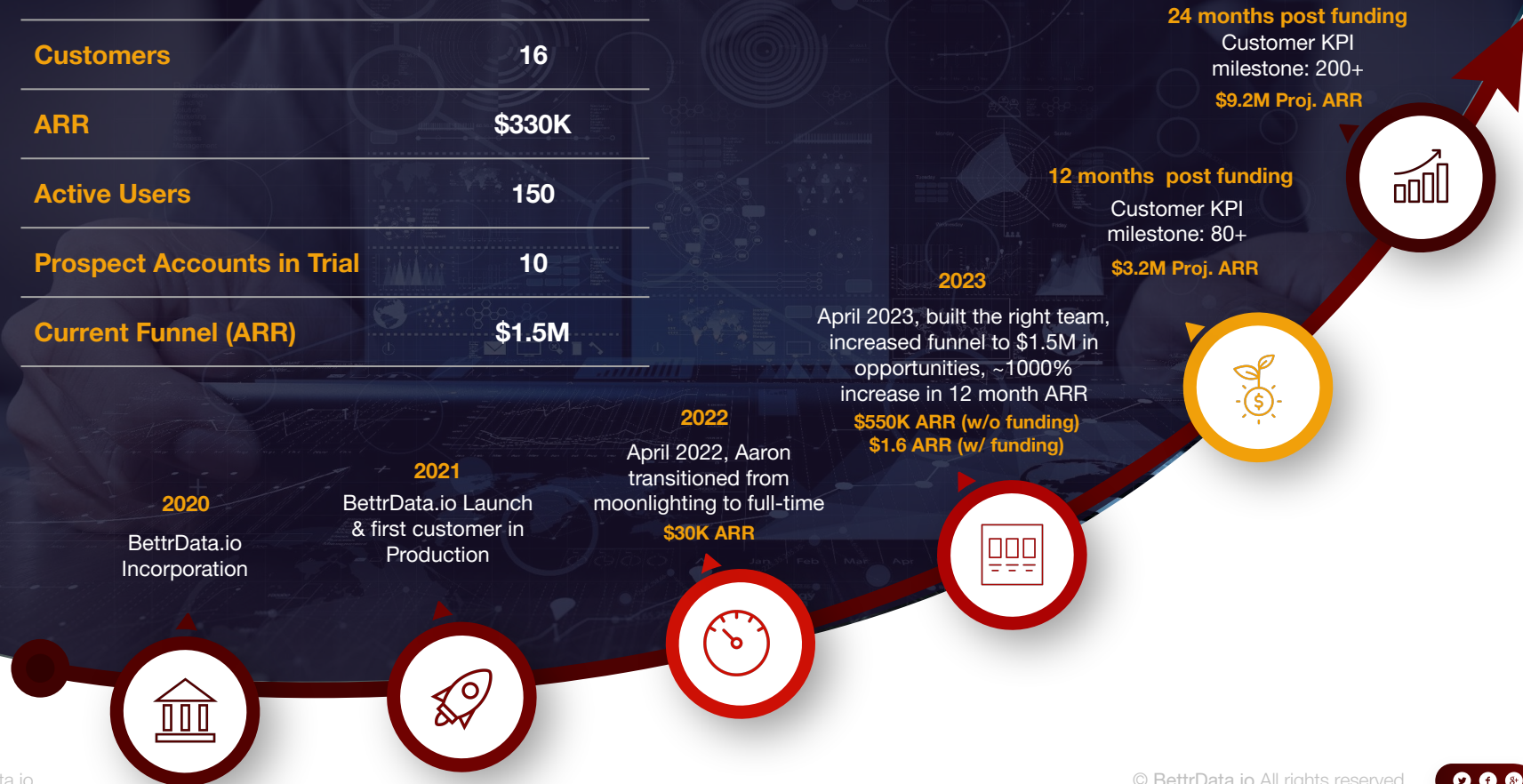
Revenue Distribution



* Volume based add-on services for data enhancement billed by QTY, estimated

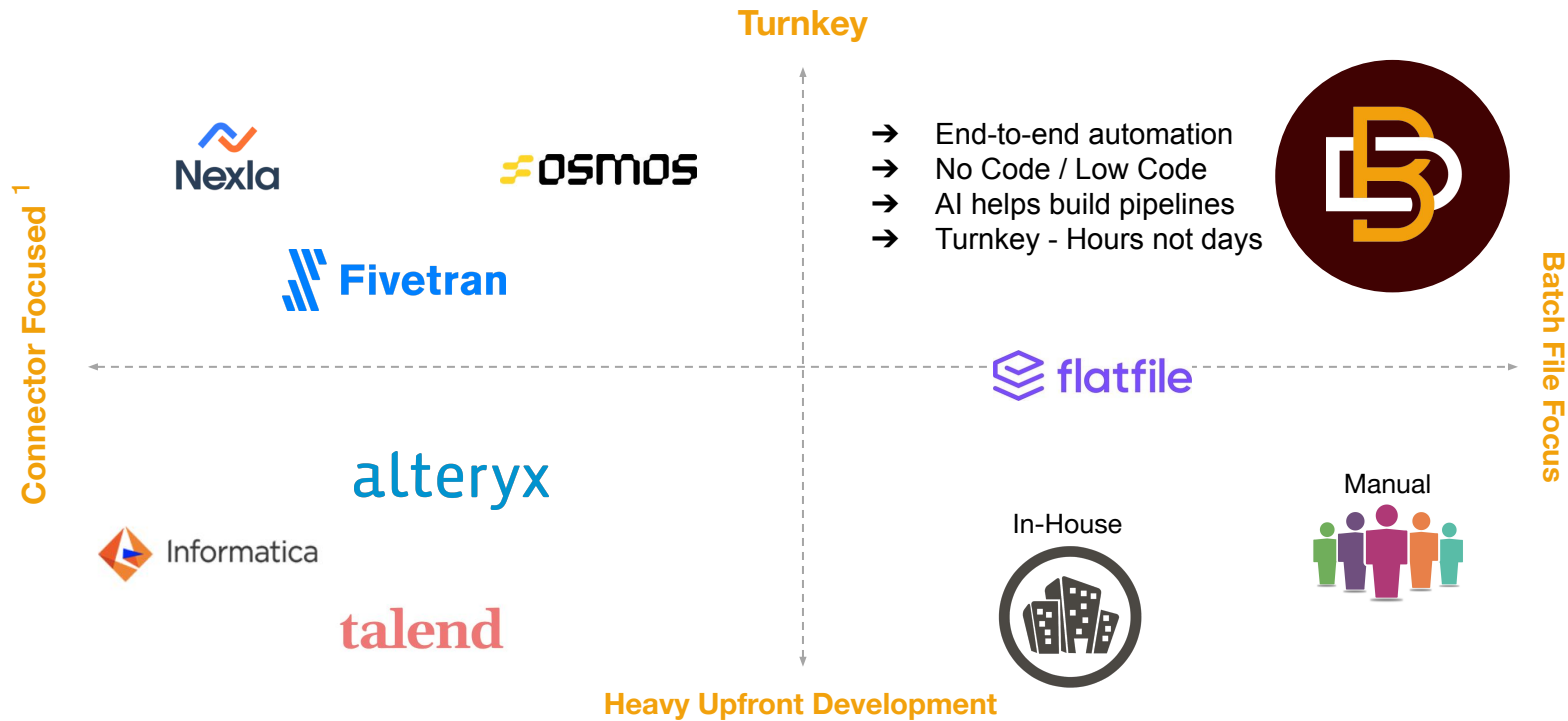
Roadmap & Milestones

Customers	16
ARR	\$330K
Active Users	150
Prospect Accounts in Trial	10
Current Funnel (ARR)	\$1.5M





Competitive Matrix





Our Core Team



Charles States II

Chief Revenue Officer

Charles has 20+ years of experience with integrated data products and service-base (SaaS) sales and marketing teams as an operationally-oriented sales & marketing executive. He is an active CMO Alliance member and keynote speaker.



Matthew Kenyon

Head of Business Development

Matthew is an industry veteran with over 20 years of experience working with marketing data. Over the course of his career, he has worked with hundreds of companies to retain and acquire new customers across every channel imaginable.



Lindsay Hart

COO/CMO

Lindsay has 20+ years of Marketing and Operations experience in startups, direct marketing, software, and other high growth B2B tech spaces. She is passionate about making a difference at emerging companies, and is passionate about BettrData.io.



Karim Joseph

Lead Engineer

Visionary and hands-on technology leader with a proven track record of delivering data solutions that enable businesses to scale. Highly technical, innovative and collaborative with a deep understanding of B2B/B2C marketing, distributed systems, and cloud computing.



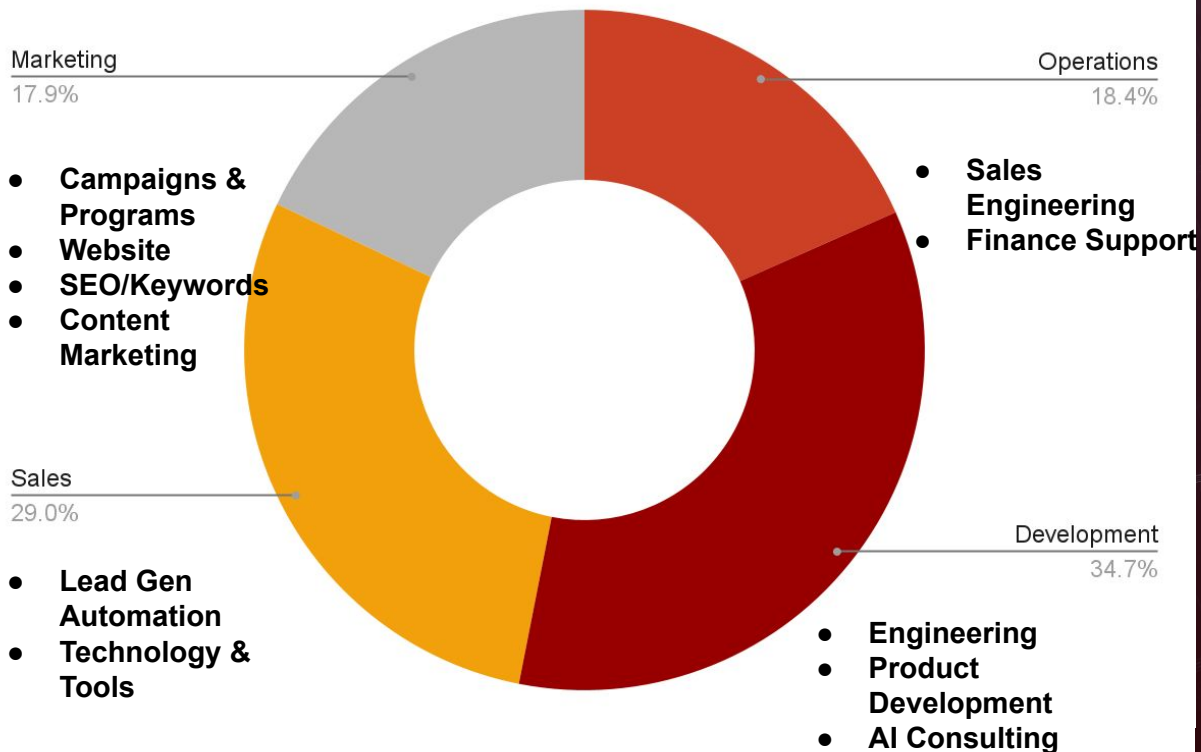
"After being hired numerous times with multi-million dollar budgets to build data onboarding solutions & manage large data operations teams, I knew it was time to build BettrData.io."

- Aaron Dix

Use of Funds

Identified Initial Hires..

- ❑ Sales: (2) FTEs + Outsource
- ❑ Marketing: (1) FTE + Outsource
- ❑ Engineering: (2) FTE + Outsource
- ❑ Sales Engineer: (2) FTEs
- ❑ Customer Support: (1) FTE



\$3M

Raise Amount

Helps us grow to...

\$9.2M

ARR

24

Months

180+

Customers

Questions

With **BettrData.io**, anyone can configure fully automated data pipelines in minutes and never worry about them again thanks to our AI and proprietary machine learning. Our Enterprise SaaS solution securely manages end-to-end data input to output. BettrData.io will reduce manual operations, save time and money, and immediately increase data quality.

BettrData.io

 Aaron Dix

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