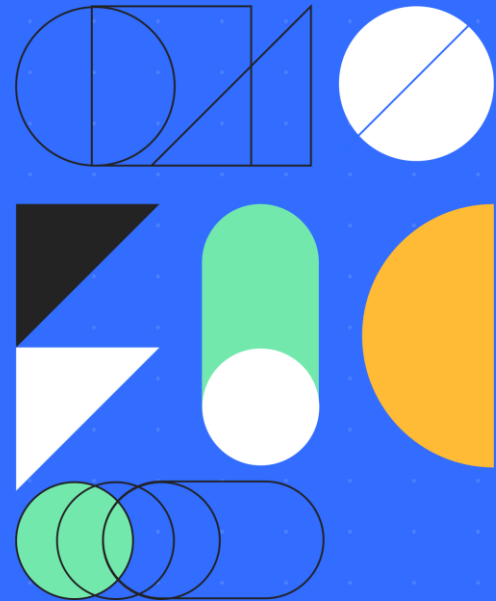




SaaS planning & assessment made easy

Tell us what you need. We automate the rest.

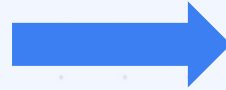
Dedi Ben-Natan
CEO



It is expected that

80%

Of Businesses will run
on SaaS by 2025



And will average

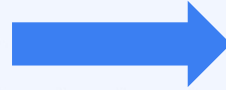
~800

Services per
organization

Poor selection result in a

58%

Annual turnover in the
SaaS portfolio



- Increased **cost**
- Decrease **efficiency**
- **Time** consuming

NO easy way to find the right service

- Complexity of the requirements

- Pricing options- from different vendors
- Regulations - compliance
- Features
- Integrations to other cloud services
- Security parameters
- Device compatibility (mobile/desktop)
- Support and training
- Etc....

- Limitations of the existing directories

- Limited filters
- Simple search with multiple questionnaires and irrelevant, biased answers.

Currently, IT teams use advisors or common sites to help make their selection, but these can be biased, time-consuming, and are unlikely to consider all the necessary parameters.

Cloudyo's Solution

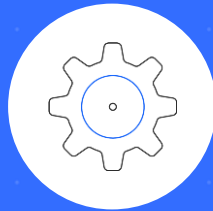
The Artificial Intelligence (AI) standard resource that enables every business function to easily **plan, assess** and **scale** their SaaS ecosystem according to their unique, dynamic requirements, all from a single platform

Cloudyo's Benefits



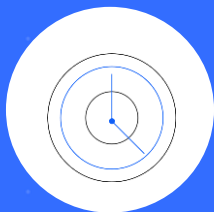
Save Time & Money

One platform to minimize frustration and mistakes



Ensure Compliance & security

Keep being in control with changing regulations, requirements, and organizational policies



Enable digital transformation

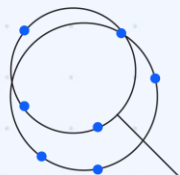
Automated search that allows any organization to initiate and complete the process easily



Always be updated

Keep being updated with the latest services, changes in pricing in the dynamic SaaS world

How Cloudyo does it



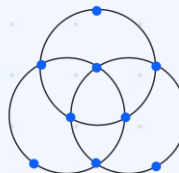
Service Scanner

Cloudyo's intelligent **Deep-Indexer** scans and collects relevant data from any virtual source



Service Profiling

Cloudyo's **Robo-Advisor** builds a unique SaaS profile for each organization



Service Matcher

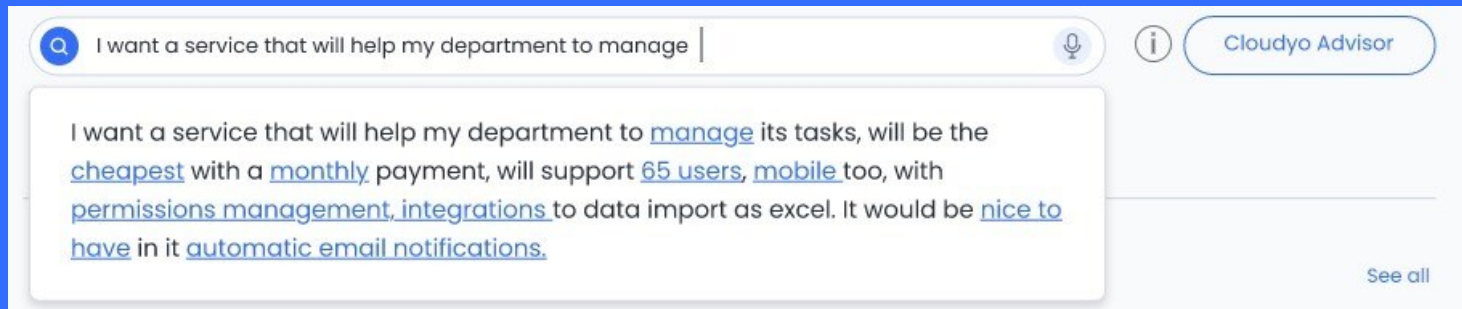
Cloudyo's AI-based **App-Matcher** automatically matches the best and most suitable service to the organization's requirements



Management Hub

The **Unified-Hub** platform brings all relevant SaaS data together and curates it for operational, financial, and security purposes.

Cloudyo's Solution - the demo



The screenshot displays the Cloudyo Advisor interface. At the top, there is a search bar with the text "I want a service that will help my department to manage |". To the right of the search bar are icons for a microphone and an information symbol, and a button labeled "Cloudyo Advisor". Below the search bar, a white box contains the following text: "I want a service that will help my department to [manage](#) its tasks, will be the [cheapest](#) with a [monthly](#) payment, will support [65 users](#), [mobile](#) too, with [permissions management](#), [integrations](#) to data import as excel. It would be [nice to have](#) in it [automatic email notifications](#)." To the right of this box, there is a "See all" link.

The Leading Team



Dedi Ben Natan
Co-founder & CEO

- Over 20 years of experience as a serial entrepreneur, manager, and business development.
- Founded 4 start-ups that became mature companies.
- Holds a record in selling \$ mm solutions.



Sagiv Tamary
Co-founder & CTO

- 20 years of experience as an information security manager, infrastructure manager, and cloud infrastructure expert.
- Master's degree in international management and marketing.



Shiran Rachman
Co-founder & CPO

- Management and product experience from the Intelligent corps, 8200 unit.
- Product management courses from the School of Business - Darden from the University of Virginia, Technion, and Yale University.



DR. Aviad Rivlin
VP R&D

- M.Sc. Mathematics, specialization in financial mathematics, and AI & ML at Bar Ilan University
- Data Scientist Lead Experienced in team management, design, and implementation of Big Data solutions for organizations, for 15 years.

Cloudyo's rollout plan



Tech Roadmap plan

POC

search engine for
120K services

Alpha

Personalized results
per organization

Beta

Full features
per service

Release

NLP based search, AI
recommendations, alerts and
reports

Achievements

Cloudyo's Growth



10 team members



First pre-seed round of investment- 350K\$ on SAFE



POC

Including:

- 120K + services are mapped in our system (the biggest pool existing)
- Rating weighted from thousands of different sites
- Profiling questionnaire for an accurate match
- Matching & results



Joining 1871 accelerator and ecosystem





Wide market validation



Waiting list- 5 Early adopters

The Advantage

Cloudyo is the next generation of SaaS planning solutions

	Legacy process	Local & Global consultant	 Capterra	 G2	 cloudyo
Personalized results including bundling	X	✓	X	X	✓
Machine & automation-based content , from multiple sites	X	X	X	X	✓
Alternative recommendations	X	✓	✓	✓	✓
100% Unbiased results	X	X	X	X	✓
NLP-based search experience	X	X	X	X	✓
Price comparison and prediction analysis	X	X	✗ Partial support	✗ Partial support	✓
Deep search attributes- e.g- security & Compliance	X	✓	X	X	✓
Reviews	X	X	✓	✓	✗ Partial support

Market analysis

US companies = + 100 employees = 164,200

TAM=All companies using SaaS = 131,000

SAM= Our target, 50% = 65,500

SOM=Customers in 5 years -
10% = 6,500

Our first target market

Cloud mature organizations: companies currently using SaaS and moving to embrace it entirely

Organizational structure: Big IT with multiple cross departments

Location: US-based companies starting with the North-east area.

User's Champions: IT / Information Systems Manager / Innovation manager

Company size: 100-2,000 employees

Future target markets:

Adding enterprises (2,000+ employees)

Growing first in the US market and then globally

Sales plan

01

2022

Founder led sales

1871 – creating partnerships
SaaStr – Networking with potential customers

KPI – 25 Early adopters

02

2023

BD & Sales

Building sales team,
Social media &
professional conferences

KPI – 100 new customers

03

2024

Channel management

Building a channel including
VAR & consultants

KPI – 650 customers



Business model

Small

500\$/month

Yearly 6,000\$

- ✓ Up to 250 employees
 - ✓ Automatic profiling
 - ✓ In house NLP search engine
 - ✓ Compliance / Regulations
 - ✓ Comparison reports
-

Medium

1,250\$/month

Yearly 15,000\$

- ✓ Up to 2,000 employees
 - ✓ Security profile
 - ✓ Azure /AWS /Google Cloud - recommendations
 - ✓ Automatic profiling
 - ✓ Compliance / Regulations dashboard
 - ✓ Collaboration dashboard
 - ✓ In house NLP search engine
 - ✓ Alerts + notification
-

Enterprise

avg 10,000\$/month

Yearly avg 120,000\$

- ✓ Unlimited employees
 - ✓ Security profile
 - ✓ Azure /AWS /Google Cloud recommendations
 - ✓ Automatic profiling
 - ✓ Compliance / Regulations dashboard
 - ✓ Multisite collaboration dashboards
 - ✓ In-house NLP search engine
 - ✓ Recommendations based on existing SaaS portfolio
 - ✓ Full SaaS portfolio planner
 - ✓ Alerts + notification
-

Funding

- Pre-seed \$350K: Done – SAFE
- Raising a \$2.7M seed round
- 18-month runway to get the platform through the release stage
- 280 customers and \$4M ARR

SaaS should be greater
than the sum of its parts.

Together, we can make it happen!



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