

Macrometa

# Series A Investor Deck

APRIL 2021

# Who is Macrometa?

Macrometa provides enterprise developers with a secure, serverless, global data cloud for building & running real-time, distributed, multi cloud & edge apps

# Who is Macrometa?

- Concept, thesis & research 2014 - 2017
- Founded 2017
- \$XM Raised to date from DNX, Pelion, BGV & others
- \$0 → \$Y.ZM in ARR in 2020 → 3 x Y.Z M+ ARR 2021
- Growing to \$100M ARR by 2025

# 2020: \$0 → \$Y.Z Million in ARR in 9 months

Macrometa



—  
25X faster data ingest and processing compared to GCP  
70% reduced cost – replaced Firebase/Firestore + pub/sub + DataFlow + Cloud Functions



—  
Reduced processing time for complex multi-dimensional pattern analysis from 3s to 19ms (99.37% reduction in time)



—  
A distributed, low latency data fabric for 5G services and apps with advanced data roaming for MEC and Telco Cloud



—  
distributed database for Instant threat data propagation (<200 milli seconds worldwide) to customer networks and appliances worldwide

\* Actual Customer Names & Logos Anonymized

# 2021: Exploding Customer Demand



Leading SaaS, Web scale and E-commerce Customers



IoT and Data Analytics Customers



& Many More

F100 Enterprise Customers

*\* Actual Customer Names & Logos Anonymized*

Current qualified customer pipeline for 2021 | Expecting to grow ARR > 3X YoY

# The Macrometa Trifecta

1

## Founder – Market Fit

- 20+ years each in data infrastructure
- 7 data infra startups between the founders and current team
- over \$500M of lifetime revenue sold by founders and current team

2

## Product – Market Fit

- 500+ customer & partner interviews
- Leading Cloud, Telecom, Fin Tech, IoT and Cyber Security as early adopter and reference customers
- High ACV (\$ X Million ) Enterprise Sales wins in 2020 at leading F100 customers

3

## Product – Channel Fit

- Macrometa was designed with cloud channel / distribution From Day 1
- Deeply integrated with CDN and Cloud Platforms
- AWS compatible API / SDK and Proxy protocols (DynamoDB & Kinesis)

# Macrometa<sup>\*</sup> Founders



## Chetan Venkatesh

Seasoned Startup & Growth Stage CEO  
Founder, CEO, CTO Atlantis Computing.  
Engineer → CTO → Sales → CEO

- 14 Patents across Data Storage, Data Virtualization and Multi Cloud Data
- Directly sold \$50M into Global Enterprise over last 10 years

**3 Prior startups in data infrastructure**

## Durga Gokina

Experienced Deep Tech Engineering Leader  
Early stage - LoudCloud/Opware  
Growth stage - Atlantis Computing, Nutanix  
Engineer → Chief Architect → Engineering Management

- 3 Patents across Database, Storage and Replication
- Chief Architect at Atlantis Computing



20+ years & multiple startups together in data infrastructure

# Leadership Team (Feb 2021)



**Chetan Venkatesh**  
CEO & Co-founder  
*(ex CEO Atlantis)*



**Durga Gokina**  
CTO & Co-founder  
*(ex Chief Architect Atlantis)*



**David Cumberworth**  
SVP WW Sales  
*(ex SVP Sales Atlantis)*

**Veteran startup team of 10+ years with multile high growth startup experience**



**Justin Johnson**  
Product & Mktg  
*(ex VP @ Stackpath & @ keen.io)*

**Unicorn new hires - game changers in the startup world**



**Go Urano**  
Finance  
*(Audit Practice head, Deloitte)*

## Board of Directors



**Chetan Venkatesh**  
Chairman



**Jon Gelsey**  
CEO Auth0, Xnor.ai

**Industry Stalwart CEO & CTO as Independent Board Members**



**Rob Fry**  
CTO Armorblox, Chief Architect Netflix



**Q Motiwala**  
DNX

**Seed Plus Preferred**



**Yash Hemaraj**  
Benhamou Global Ventures

**Seed Preferred**

# THE MACROMETA OPPORTUNITY

Amazon Prime as an analogy





How do we  
reduce fulfillment  
time?



Build an air fleet to deliver  
to National & regional hubs?

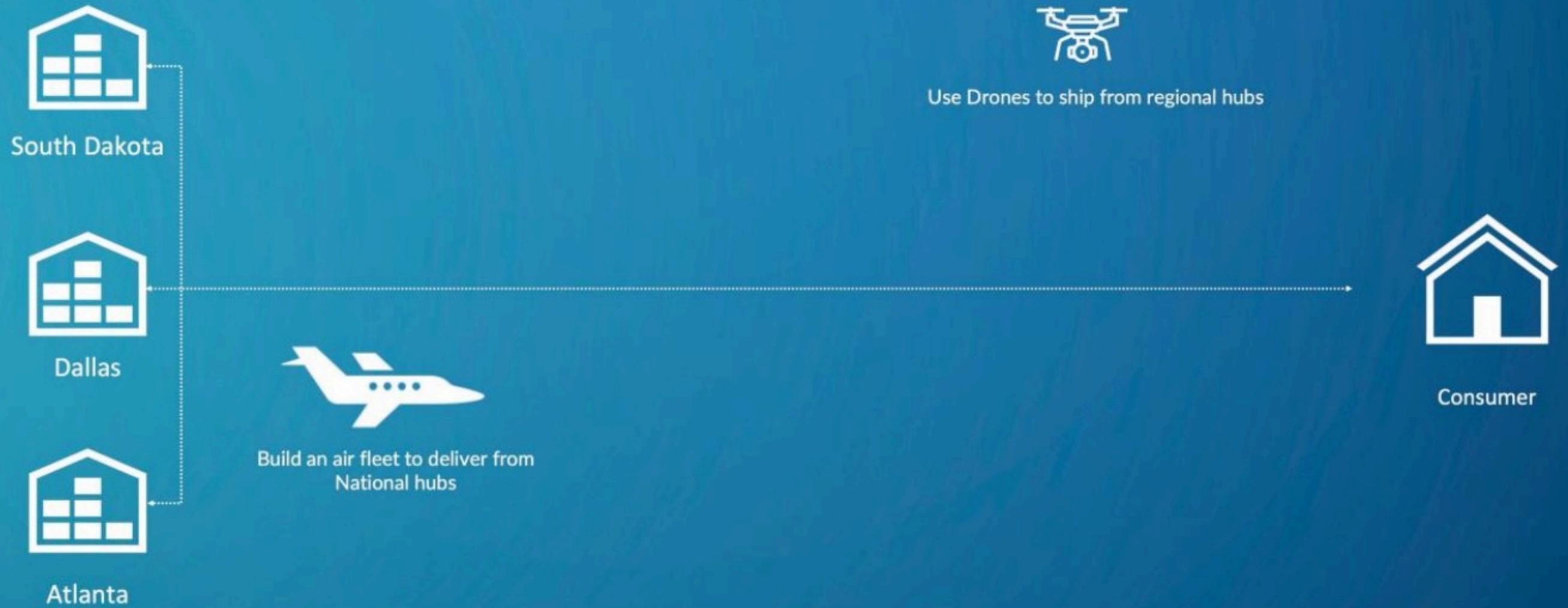


Use Drones to ship from  
regional hubs to homes?



# THE MACROMETA OPPORTUNITY

Expensive first mile to last mile architectures ignore the middle mile & existing ready to use infrastructure



# THE MACROMETA OPPORTUNITY

Bezos & Amazon use the middle mile strategically:  
new architecture on existing infrastructure (like city depots and local delivery via cars/trucks)



How do we reduce data  
processing time and  
serving cost to make data  
instantly useful?



Chetan &  
Durga in  
2015



# Macrometa is the future of edge & multi cloud for Developers

Macrometa brings distributed, low latency "state" to distributed data problems opening the edge to every type of cloud app

100x better performance compared Cloud

