

The Vision

Pareto helps professionals unlock access to quality data lists, on-demand.

Pareto connects to any data source and screens for the attributes you need. We do this by combining state-of-the-art data extraction with an expert review.

Pareto is on a mission to empower intelligent decision-making by helping any professional access the data they need, at the press of a button.

The Problem

Quality data on people and businesses is expensive and hard to access.

Data enrichment tools deliver limited attributes and take weeks to set up. Contractors need 10-page SOPs and constant supervision. Extracting valuable insights from databases takes repetitive manual review.

The Solution

Email Pareto:

Send me a list of 100 Seattle medical businesses with more than \$1M ARR paying for Google local ads.

Receive data sample immediately:

Click here for a sample of Medical Businesses in Seattle with +\$1M ARR appearing on Google Local Ads. Subscribe to receive 100 businesses every week for ~~\$300~~ \$240.

You can also request:

Find all accredited female investors in my LinkedIn network.

Filter out U.S. food and beverage companies that went public in the last 5 years from my spreadsheet.

Find 50 dev shops in Europe that use the MERN stack and deliver projects in React.js, Node.js, MongoDB, AWS.

The Customers

In our weekly team meetings, we're asking: how do we get Pareto more involved in our processes? The amount of time that Pareto saves allows everybody on the team to focus on their own specialized work. Pareto is #1.

Austen Spoons, Co-founder of Humbl

Pareto is like having a secret superpower. Fantastic experience working with Pareto on a complex market research project. The team was responsive, autonomous, rigorous on details, and most of all, fun to communicate with. Looking forward to utilizing this 'superpower' again soon.

Michael MacHarg, Advisor at Five One Labs

Pareto has only delivered high-quality lead results for FeverIQ by Enya.ai at a competitive price. Beyond that, the team has also made the collaboration process smooth and pleasant. Highly recommended.

David Doss, Head of Marketing at Enya

**LAUNCH
HOUSE**

thiel
fellowship

M
Modern Fertility

Miami
HACK WEEK

The Market

60% of professionals spend 30% of their time on manual data collection and processing tasks (McKinsey). In the U.S., there are 2M sales and marketing professionals making \$60k/year on average. This alone is \$1.8B/month in potential addressable subscription revenue.

Why Now

We are at a technological inflection point. OpenAI's GPT3 and Codex (a model that generates code from natural language) enable a new generation of intuitive interfaces.

Training NLP to classify tasks and call 3rd party APIs

Request task

“Find all Seattle
medical businesses
with >\$1M revenue
paying for Google
local ads”

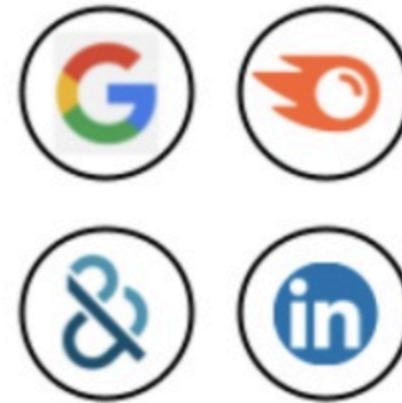


Classify task

```
type: organization  
function: collect  
location.city: Seattle  
industry: healthcare  
revenue: gt(1,000,000)  
googleAdSpending: true
```



Crawl data



Traction

Last month, we hit \$43K in monthly revenue with 38% average MoM revenue growth.

Go to Market Strategy

We use Pareto to power our own email and LinkedIn outreach, targeting 200 fresh leads per day (LTV/CAC of 17).

As customers discover new use cases, we're building hyper-relevant content to ramp up targeted outreach to 1,500 leads per day.

Right now, it's an awareness problem, not a marketing problem. Tons of professionals would find our current product useful. But we've spent \$0 on paid marketing.

Business Model

Pareto offers project-based and subscription pricing. We compute a price per task based on the requested data type, quantity, quality, and timeline.

Long-term we are targeting customers with "subscribe and save" recurring tasks. Yet, there are customers who have surges we'd like to serve (e.g. head of growth came to us looking to enrich 40,000 contacts).

Team (abridged)

We are a global team (Stanford, Purdue, HEC Paris) passionate about empowering disadvantaged communities with meaningful economic opportunities. Our workforce is majority women-led and operated and trained to understand and solve business challenges. By investing in our labor force, an underutilized asset in the data enrichment industry, Pareto delivers higher quality data at lower costs for our customers.

Phoebe Yao, Founder & CEO

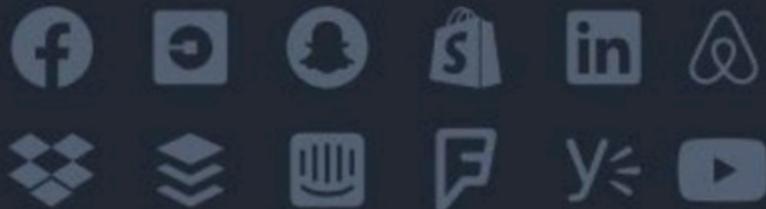
- Thiel Fellow, Stanford CS Dropout, Ex-Human Computer Interaction Research @ Microsoft Research, Ex-Social Computing @ Oxford Internet Institute

Adrian Villa, VP of Engineering

- Ex-CTO @ Meccamico, Ex-Head Eng @ RedLibre, Management @ HEC Paris, CS @ Stanford

Fundraising

We're positioned for a strong Series A in the next 18 months. We raised our \$600K pre-seed in November 2020 from top investors including Foothill Ventures, SoGal Ventures, and the founders of DoNotPay and Lime and are raising a larger seed round to invest in growth and hiring.



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