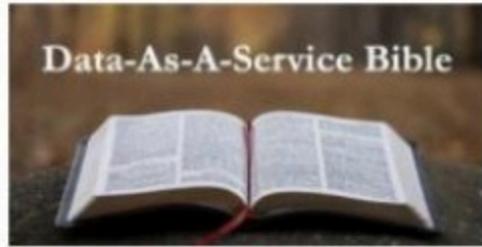




SAFE GRAPH

The Source of Truth for
Physical Places

Now is the time to build a great data business



Data-As-A-Service Bible

Data-As-A-Service Bible: Everything You Wanted To Know About Running DaaS Companies

A Treatise on Data Businesses: Why 1st party data isn't enough, 3 pillars of data companies, and horizontal vs. vertical Data-As-A-Service (DaaS).



Auren Hoffman
@auren



Data is ultimately a winner-takes-most market.

As a data company starts to dominate its niche, it can lower its price and gain more market share and use those resources to invest more in the data ... thereby gaining more market share (and the cycle continues).

11 41 126

CoreLogic to Hold Takeover Talks With CoStar, Warburg

"CoreLogic confirmed it is engaging with parties...in the potential acquisition of the company at a value at or above \$80 per share [-\$8Bn valuation]"

Bloomberg



Auren Hoffman
@auren



DaaS is growing. Just 5 yrs ago, only ~20 of the 11,000 hedge funds were using alternative data. Today it is still only about 100 funds. In five years it will be over 500 funds.

And every other industry is buying data at the same rate as hedge funds.

8 32 118



Auren Hoffman
@auren



Data businesses are generally misunderstood. DaaS has different metrics than SaaS.

While there has been a lot written about SaaS businesses (how they operate, what metrics to watch, etc.), there has been surprisingly little written about data businesses.

22 213 644

ZoomInfo IPO priced at \$21 per share in largest tech listing this year




zoominfo

S&P Global Agrees to Buy IHS Markit for About \$44 Billion

THE WALL STREET JOURNAL.

SafeGraph: the system of truth for all places



Building the definitive data set for all physical places



More places than people in the world

Our Only Product is Data



Our only focus is data.

No software, analytics, visualization.
Just data. Just facts.



Maniacally focused on truth.

Focused on one core value: veracity.
Predicting the future requires highly
accurate data about the past.

SafeGraph in 2020: places data in U.S. and Canada



CORE PLACES

Business Listings
for 6.8M POI



GEOMETRY

Building Footprints
with Spatial Hierarchy
for POI



PLACES PATTERNS

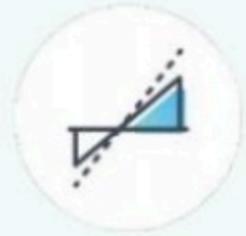
Foot-traffic insights
for places derived
from anonymized
mobile devices

Places data with over 6.8M points of interest across 5,800 major brands in the U.S. & Canada

Diverse use cases across many industries

	Customer A	Customer B	Customer C	Customer D
ARR	\$500K-\$1M	\$100K-\$500K	\$100K-\$500K	\$500K-\$1M
Industry	Retail & Real Estate	Geospatial	Supply Chain & Logistics	Healthcare
Use Case	Site selection, competitive intelligence, retail planning, market planning	Mapping and location intelligence	Customer analytics and business/sales intelligence	COVID-19 modeling, population health
Description	SafeGraph data helps identify new sites for distribution centers, optimal locations to recruit new employees, where to put retail locations	SafeGraph data powers mapping points of interest	SafeGraph data helps inform go to market strategy, prospecting new leads for the sales team, and logistics	SafeGraph data used to enable Covid-19 modeling, disease predictions, and cold-chain distribution

Extremely efficient business



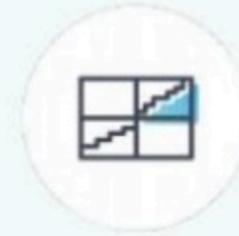
LTV to CAC

>4x



SaaS Magic Number

~1.0



Efficiency Score

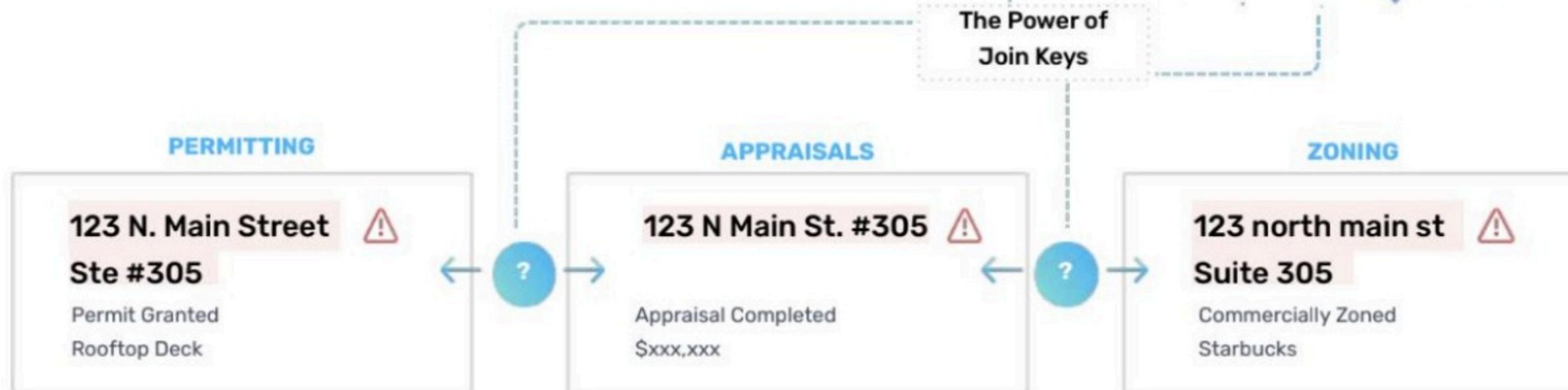
>1.5

Placekey: free & open standard ID for physical places

Unlock location data with a universal identifier for any physical place

- Data conflation is hard
- Data becomes useful when it is tied to other data
- Joining, linking, and graphing datasets together allows organizations to ask and answer more questions and different kinds of questions

 **Placekey**



1000+ orgs have already joined Placekey

Placekey
Data on over 200M places globally & growing

Partners include:

- EPITEMIX, rgi, CREC, ZSA, Orbital Insight, ChainXY
- Verisk Financial, Commerce Signals, stirista, ARC, infutor
- narrative, People Data Labs, OMF OPEN MOBILITY FOUNDATION, geo, FullContact
- PLACE EXCHANGE, inmarket, SANDAG, Estomuda.me
- TOLEMI, PSEG, woflow, enigma, RTI
- GIS LOUNGE, LBMA, acxiom, Flowsense, in4mation insights, PinPoint
- billups, Quotient, DATAMARK, SAFEGRAPH, DESTINY CONSULTANCY SERVICES
- awning, patron TECHNOLOGY, PLACEFUND, SKYHOOK, GOLDFISH ADS, dun&bradstreet, neustar
- ENVIRONICS ANALYTICS, COMPSTAK, Sensing, T-REX, WG/C, Simplifi
- esri, Central Regional Partnership, cherre, Wiland, experian, CLEARGOV, Direct Relief, CITY of BOSTON
- CrowdAI, buxton, URBAN FOOTPRINT, ESTATED, REVEAL MOBILE, CART, cuebiq, SiteZeus

7,000 Placekey community using SafeGraph data

Free access to SafeGraph data for researchers, nonprofits and government organizations to aid in the analysis and response to COVID-19 (and more).

Robust Slack community to foster discussion, research, and events

6,600

members including the CDC, Federal Reserve

Over 300

peer-reviewed academic papers written by consortium members in 2020

FORTUNE

Why economists, hedge funds, and health officials are using this startup's data to understand the pandemic

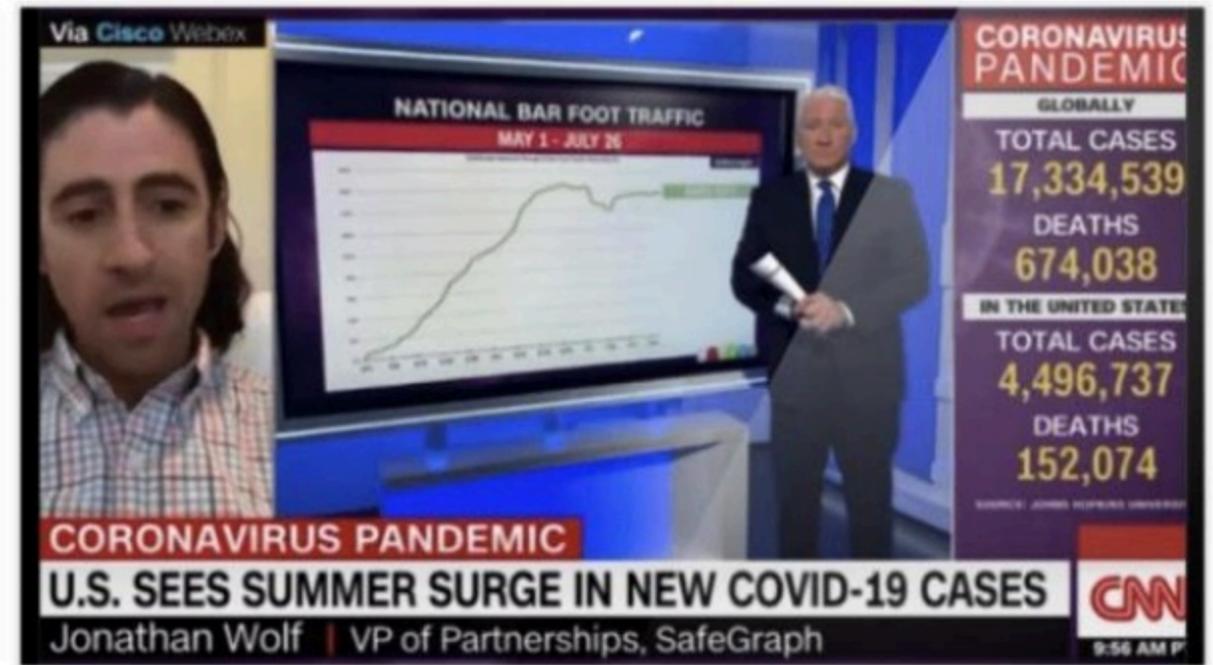
AXIOS

- The White House looks at [aggregated and anonymized data](#) from SafeGraph, which maps some 45 million cellphone locations to more than 5,000 businesses.

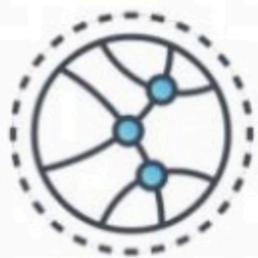
The Dallas Fed has been using SafeGraph's data in its own economic modeling and forecasting. The resulting charts constitute "a key metric in forming our assessment of economic conditions and the outlook for future activity," it says.

CNN health

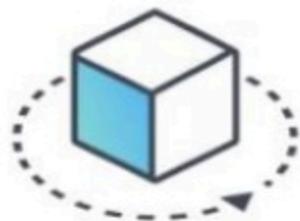
publicly available data from a company called SafeGraph, the CDC looked at phones, tablets and watches belonging to between 3.6% and 6.4% of the population in each city.



In addition to Placekey, our big initiatives for the next three years



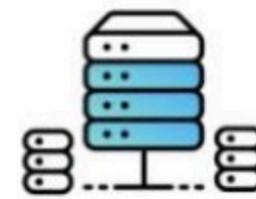
Aggressively expanding internationally



Co-op to get scaled feedback



Building out self-serve data store and APIs



Acquisitions of other data companies

Our team: been there, done that.



Auren Hoffman
CEO

Previously at LiveRamp



Felix Cheung
VP of Engineering

Previously at Uber Microsoft



Lauren Spiegel
VP of Product

Previously at SCALITY



Jason Cook
VP of Sales and Customer Success

Previously at RADIUS



Nicole Berger
VP of Operations

Previously at SLYCE SIG



Evan Barry
VP of Marketing

Previously at Raken branch



Karissa Paddie
VP of Corporate Strategy

Previously at Bolt



Ross Epstein
VP of New Projects

Previously at SENDBLOOM LinkedIn



Jonathan Wolf
VP of Partnerships

Previously at ENVESTNET bazaarvoice

Thank you.

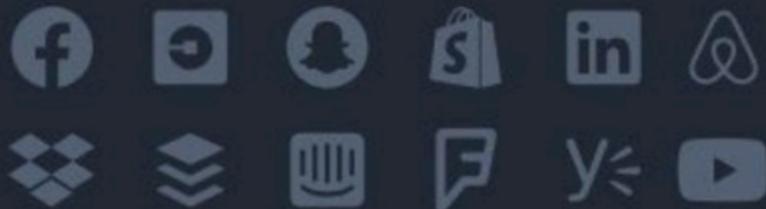


Auren Hoffman
CEO



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