

## The Recent Growth In Alternative Data In Finance Has Enabled Better Decision-Making

**2X**

### Spend on Alternative Data\*

In the past three years, financial firms have doubled what they spend on alternative data

**4X**

### Firms Selling Alternative Data\*

In the past four years, the number of firms selling alternative data has quadrupled

**5X**

### Additional Employees Hired\*

In the past five years, firms have quintupled the number of employees they've hired to work with alternative data

The Problem

## Alternative Data Is Hard to Acquire, Hard to Clean, Hard to Analyze, and Hard to Share



### Sourcing Data Is Difficult

Data is not clean, hard to access, and use effectively



### Firm Data Is Not Centralized

Data sits in Excel files on employee laptops versus available to others



### Most People Aren't Data Scientists

Many firms don't have the resources needed to run predictive analytics

Our Product

# Our Data Science Platform Helps Financial Firms Source, Centralize, and Analyze New Datasets

## Data Library

Cleaned, centralized public, paid, & proprietary data



Use public catalog available with 2M+ public datasets



## Do-It-Yourself A.I.

Test hypotheses and forecast KPIs automatically



Core A.I. technology built, front end in progress

Benefits to Customers

## We Can Help Reduce The Time And Cost To Find Data, Test Hypotheses, And Get Answers

### Before

2 Weeks

+ Outsourced Contract



### Now

Get an Data and Answers In Minutes



Competitive Landscape

## We Provide A Targeted Data and Analytics Solution For Finance Professionals

Features	 Apteo	 Quandl	 collibra	 CRUX	 DataRobot	 7PARK
Aggregate public data	✓	✓				✓
Catalog internal data	✓		✓	✓		
Discover relevant data	✓	✓	✓			✓
Specialize in timeseries	✓	✓				✓
A.I.-based forecasting	✓				✓	✓

Our difference: we catalog 2M+ public datasets alongside firms' internal data in a structured ontology and surface key analytics to users

Market Opportunity

## The Financial Data and Analysis Industry Is Large And Growing

Banks, asset managers, equity research analysts, wealth managers, private equity, and VCs are all using data and analytics to make decisions, and are increasingly turning to alternative data as a source for valuable insights.

**\$440 Billion (US)**

Total Market

Worldwide financial services IT spending (IDC, 2018)

**\$28 Billion**

Addressable Market

Worldwide revenues from financial market data and news (Burton-Taylor, 2017)

## We Are Finalizing Paid Pilots With Initial Design Partners And Will Then Move Into New Verticals

1

### Close Initial Design Partners



Currently in talks to close design partners among banks and asset managers

2

### Expand Within Vertical



High-touch enterprise sales for large banks and funds, automated outreach for mid-sized organizations

3

### Expand Across Verticals



Expand into private equity, venture capital, & other financial verticals

## Large Customers Pay an Integration Fee, All Customers Pay For Monthly Subscriptions



Integration Fee

### Annual Fee

6-figure contract for larger institutions that require security, compliance, & single sign-on integrations



Recurring Fee

### Monthly Fee

Per-user monthly fee for continued access to core data management features



Premium Data

### Premium Data

Additional sales from premium data sold on the platform

Our Team

## We Have Diverse Experience Across Big Data, Machine Learning, and Finance



**Shanif Dhanani**  
CEO

- Data Scientist, Twitter
- Lead Engineer & Head of Analytics, TapCommerce (acquired by Twitter)
- Associate, Booz Allen



**Manan Shah**  
COO

- Portfolio Manager, Point72
- Analyst, Coastie
- Principal & Associate, Centerbridge
- Analyst, Morgan Stanley Investment Bank



**Mo Syed**  
CTO

- Machine Learning Engineer, Twitter

Additional team members: lead designer, leading NY branch regulatory issues (advisor), software engineer



# Apteo

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Helping finance professionals make  
smarter decisions with data and analytics

[founders@apteco.co](mailto:founders@apteco.co) | [apteco.co](http://apteco.co)

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The screenshot shows the 'Data Library' interface. At the top, there are navigation tabs for 'Home', 'Browse Data', 'Compare Data', and 'Advanced Tools', along with a user profile icon. Below this is a search bar and a 'Filter' button. On the left, there are filters for 'Asset Class' (Equity, Fixed Income, Real Estate, Commodities) and 'Data Type' (Price & Volume, Estimates, Fundamentals, Corporate Actions). The main content area displays search results for 'Chase Bank Housing Confidence Index Monthly Data'. The first result is titled 'Chase Bank Housing Confidence Index Monthly Data' and includes a brief description: 'The Chase Bank Housing Confidence Index (HCI) is a monthly indicator that tracks the confidence of consumer confidence in housing markets by comparing data from more than 10,000 household survey respondents nationwide and urban centers for country, captured in 2010. The HCI is based on the last business day of each month.' Below the description are buttons for 'View Data', 'Download', 'Compare', 'Share', and 'Bookmark'. A second result for 'JP Morgan Real Estate Sentiment Index Monthly Data' is partially visible below.

Live public catalog available with 2M+ public datasets

## Do-It-Yourself A.I.

Test hypotheses and forecast KPIs automatically

The screenshot shows the 'Do-It-Yourself A.I.' interface. At the top, there are navigation tabs for 'Home', 'Browse Data', 'Compare Data', and 'Advanced Tools', along with a user profile icon. Below this is a search bar and a 'Filter' button. The main content area displays a hypothesis test for 'MGM - New Hypothesis'. The hypothesis is 'Traveler likes the MGM International Report 2010-2018'. Below the hypothesis is a bar chart showing 'Traveler likes the top 20 International airlines flying into MGM International Report in Las Vegas, Nevada'. The chart has two y-axes: the left axis represents 'Traveler likes' (0 to 400) and the right axis represents 'Traveler dislikes' (0 to 400). The x-axis shows years from 2010 to 2018. The chart shows a clear seasonal pattern with peaks in 2011, 2012, 2015, and 2016, and troughs in 2010, 2013, 2014, and 2017. A legend indicates that the blue bars represent 'Traveler likes' and the red line represents 'Traveler dislikes'.

Core A.I. technology built, front end in progress

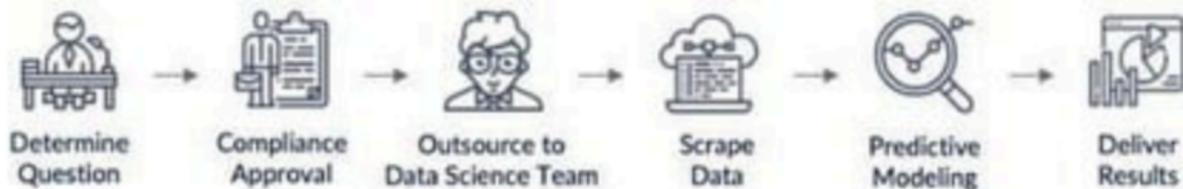
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Use of Funds

## Raising Funds For Product Development and To Launch Paid Pilots



### Hire Additional Full-Stack Engineers

Onboard 2-3 additional full-stack engineers to speed up product development



### Operate Technical Infrastructure

Create and maintain infrastructure required to operate the product



### Hire Initial Sales Personnel

Bring on a head of sales to begin rolling out a replicable enterprise sales process

## Contact

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Thank You