

DataFlow

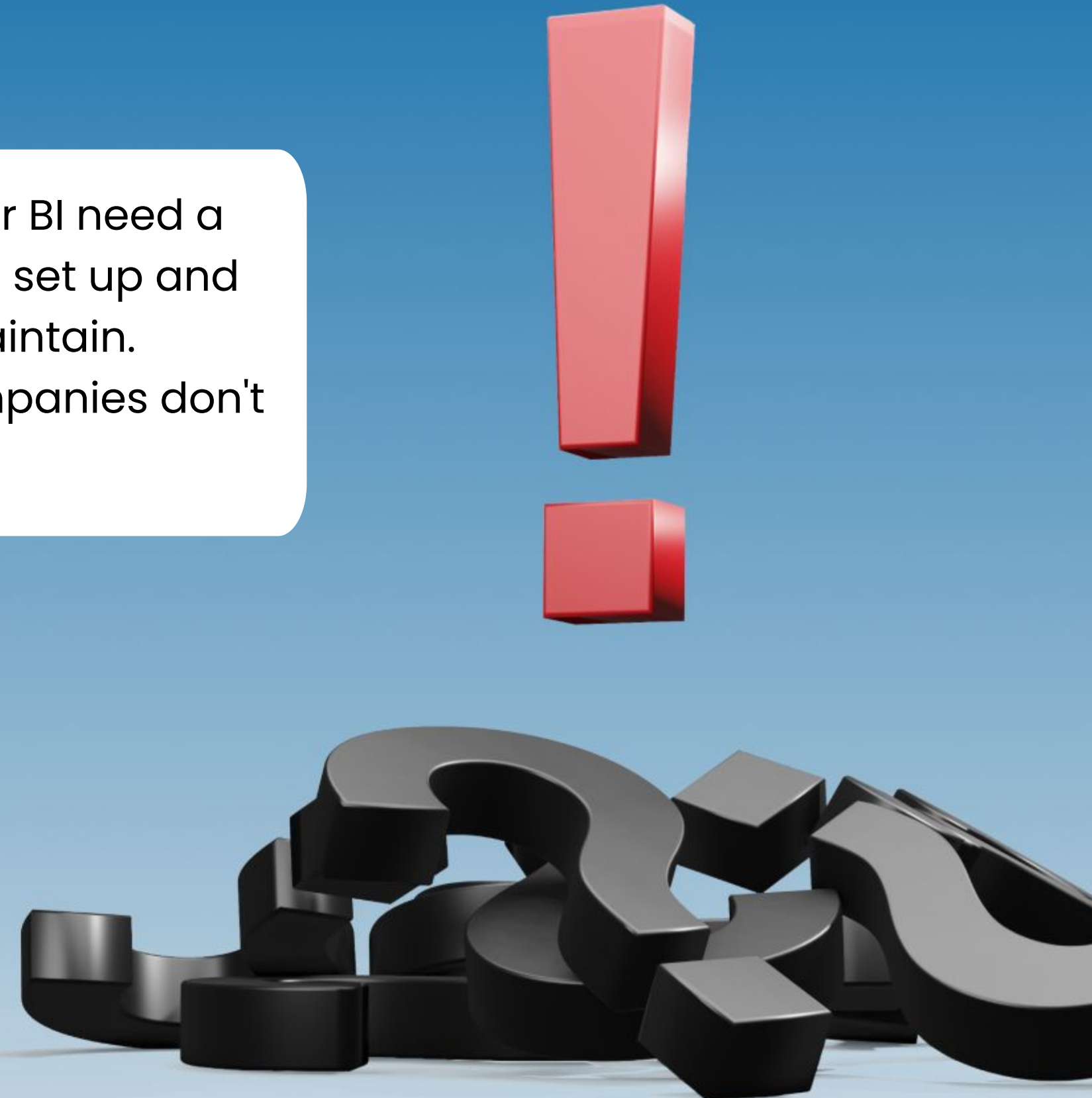
**Turn your data into decisions —
without a data team**

Problems

! Reporting breaks as companies grow. What works for 10 people fails at 50 – and the CEO's questions get harder than Excel can handle.

! BI tools like Power BI need a data engineer to set up and an analyst to maintain. Mid-market companies don't have either.

! SaaS products have built-in dashboards, but every business is different. They show what happened – not why, and not what to do next.



Solutions



Connect your database and get dashboards in minutes, not months.



Every team member can ask questions and get answers — self-service



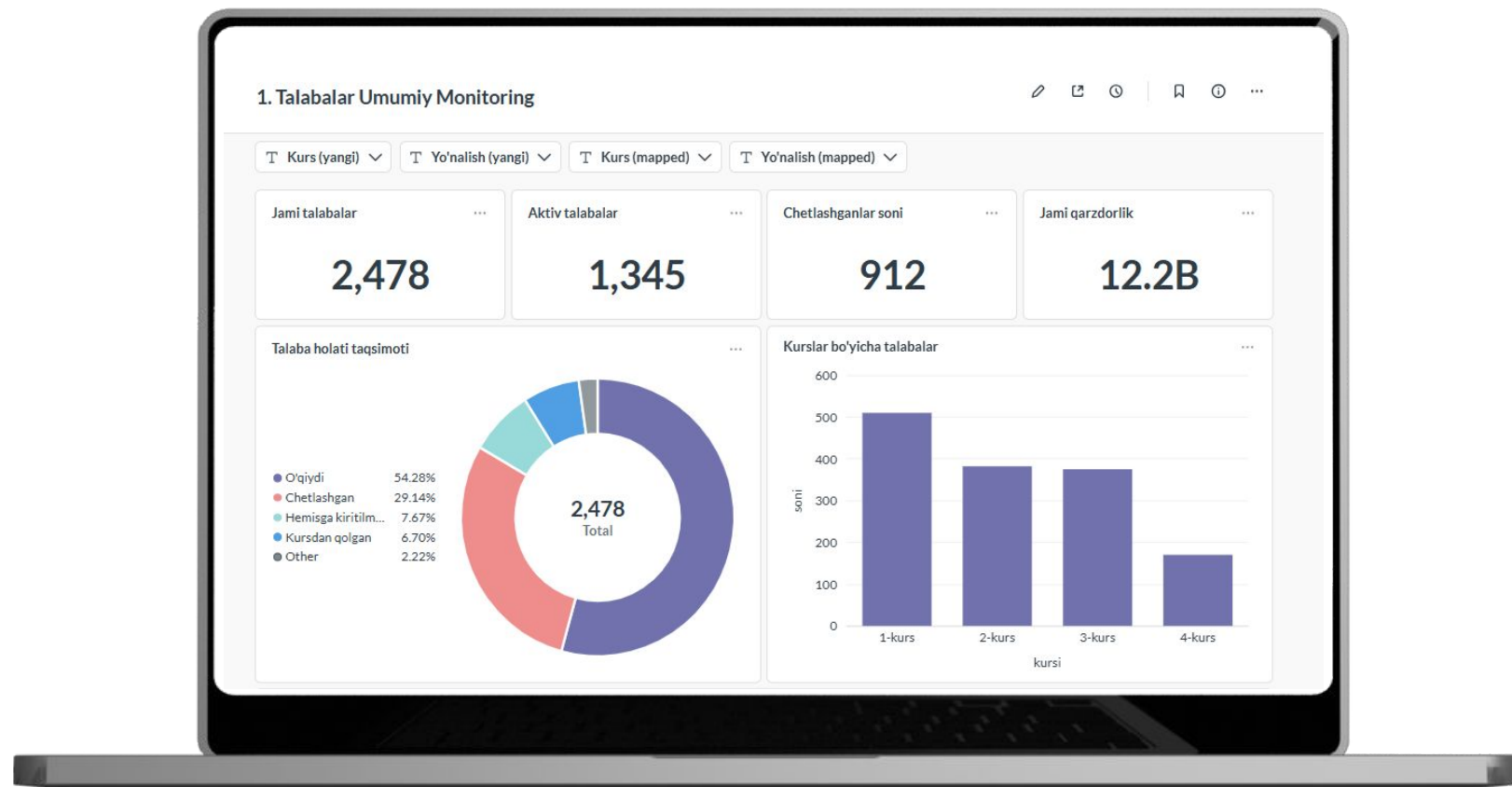
AI analyzes your data, spots problems, and recommends what to do next — no analyst required.

Product

Connect — Plug in your database or ERP system

Ask — Type a question or let AI scan your data

Act — Get dashboards, insights, and recommendations



Competitor analysis

Feature	DataFlow	Metabase	PowerBI	Tableau
AI-powered dashboards	✓	✓	✓	✓
Non-Technical Users	✓	✓	✗	✗
Data sovereignty	✓	✗	✗	✗
Affordable for mid-market	✓	✗	✓	✗
Native ERP integrations (1C, MoySklad)	✓	✗	✗	✗

Business Model

**Direct SaaS +
On-Prem**

**Embedded
Licensing**

Two revenue channels, one platform



Channel 1 — Direct SaaS + On-Prem

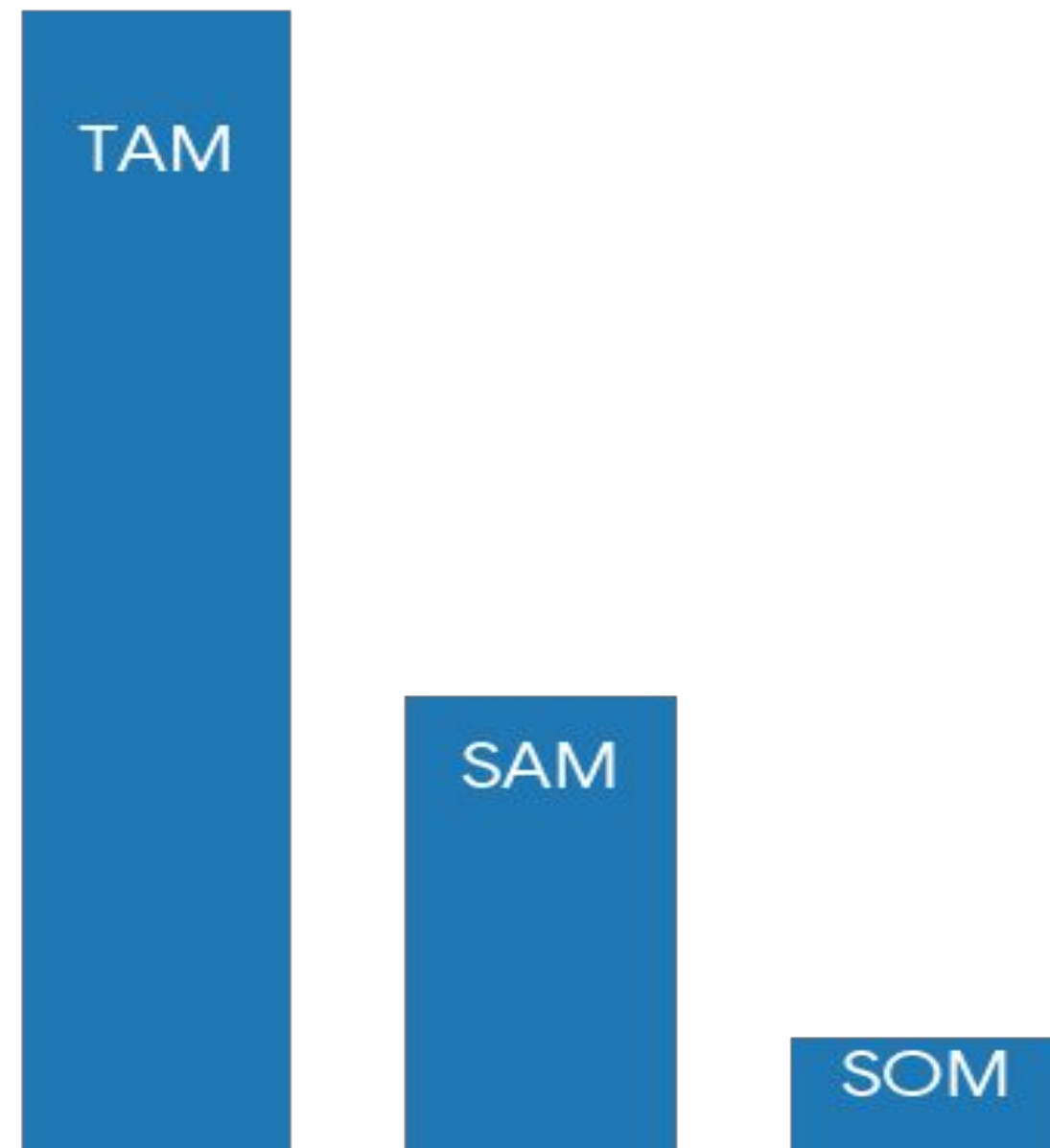
Starter		Pro		Business	
\$49 /month		\$149 /month		\$349 /month	
Users included	5	Users included	10	Users included	25
Extra user	+\$6/mo	Extra user	+\$10/mo	Extra user	+\$8/mo
AI queries	50/mo	AI queries	150/mo	AI queries	350/mo
Support	Email	Support	Priority	Support	Dedicated

Channel 2 — Embedded Licensing

Per end-client	\$5–10/mo
Gross margin	~95%
Hosting	Partner's infra
Branding	Full white-label
One deal =	thousands of clients

Example
SaaS partner with 1,000 clients
× \$5/client/mo
= \$5,000 MRR
= \$60,000 ARR
~\$0 COGS (partner hosts)

Market Size



Total Available Market (TAM)

\$ 40 Billion

Global BI + AI Analytics market

Serviceable Available Market (SAM)

\$ 12 Million

10K UZ businesses that need BI
× \$1,200/yr

Serviceable Obtainable Market (SOM)

\$ 90K ARR

40 clients × \$100 + 2 enterprise ×
\$500 + 1 embedded × 500 users × \$5

\$30,000

Pre-Seed — 6-month integration sprint

Use of Funds

80% Product & Engineering — \$24,000

1C, MoySklad, Bitrix, Odoo integrations + infrastructure

14% Operations — \$4,200

Team, admin, legal

6% Go-to-Market — \$1,800

Content, events, partner BD

6-Month Milestones

- 1C, MoySklad, Bitrix, Odoo integrations shipped
- 10–15 paying clients, 1 embedded pilot started
- ~\$1.5K MRR - positions for seed round

Meet the team



Doniyor Yuldashev

Co-Founder / CEO

Data Analytics → ML → Data Science
IMAN + Nazarbayev University
BD & Go-to-Market



Diyarbek Oralbayev

Founder / CTO

Built DataFlow solo — 2+ years
Full-stack + AI engineering
PDP University



Abdumalik Maksudov

Advisor

Investment Manager at Taqsim
SQB Ventures Director
Ex-UC Ventures