Collibra puts your business in context

Executive Summary

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Collibra facilitates business integration by defining the business concepts in their business context.

These business definitions drive and align underlying ICT systems to improve business - IT alignment and reduce complexity and costs.

- Collibra is an enterprise software start-up
- Founded June 2008, commercializing 100 person years of semantic technology research
- Built, sold and installed a compelling software product suite
- Solves a real market need
- Fills a gap in the large vendor's offerings
- Which we leverage in a partner-focussed go-to-market strategy
Team & Investors

Founders & Management team

- Felix Van de Maele
  CEO, [linkedin](#)
- Stijn Christiaens
  COO, [linkedin](#)
- Benny Verhaeghe
  Sales & Marketing Director, [linkedin](#)
- Damien Trog
  CTO, [linkedin](#)
- Pieter De Leenheer (Ph.D)
  Ass. Professor VU Amsterdam, Research Director, [linkedin](#)

Existing Investors (€ 850.000)

- BI3
- Brustart / GIMB
- Tony Mary
- Affix
- Founders

Board of Directors

- Tony Mary
  Chairman, ex CEO IBM BE, ...
- Dirk Boogmans
  Independent, ex-CEO Gimv, ...
- Marc Goldchstein
  BI3,
- Catherine Vanderhoeven
  Brustart
- Guido Dedene (Ph.D)
  Full Professor KU Leuven
- Felix Van de Maele
- Stijn Christiaens
What do we solve

Every large organization has multiple data sources, in multiple systems, with multiple business definitions. Each residing in a different business context.

Organizations are unable to manage their business definitions in their business context.

The lack of uniform concept definitions on a business level leads to ambiguity at the business demand side, which leads to proliferation at the ICT supply side, complex system integration, unreliable BI reports, data duplication, and lack of business / IT alignment.

This leads to hidden costs and risks, interpretation conflicts and unnecessary debate.
Collibra enables organizations to manage the business context by defining their business vocabulary, facts and rules. These business definitions can be leveraged to facilitate operational system integration.

It brings business and technical stakeholders together to govern business critical information. It defines the demand-side of ICT, which results in better implemented and integrated systems.
Opportunity

- ICT demand side (business) lacks solutions for which large vendors have no answers.
- Innovative solution to a well-defined need in fast growing IT categories
  - provides leverage through existing vendor ecosystems
- Existing sales & partner pipeline proves the market opportunity
- Collibra is positioned to become market leader based on market research and its pioneering role in open standards.
- Initial market focus: Government, Telecom, Banking, Insurance
- Addressable market: €450 Mln by 2015
- Clear exit strategy through acquisition by large software vendor or IPO
Sales Model

- Currently: direct/indirect sales model, high customer acquisition cost
- Strategy: lean and mean partner model
  - focus on marketing, lead distribution and partner coaching
  - reduce customer acquisition cost
  - possible due to existing IT category go-to-market focus
- Leverage large vendor’s ecosystem
Business Model

- Perpetual license revenue
- Recurring maintenance revenue (20% on license sales)
- Service revenue (minimal given channel strategy)
- Avg. deal size: € 75k - 1 Mln
- Avg. sales cycle: 6 - 24 months
Achievements

- Raised €850,000 in a seed round as convertible debt in August 2008
- Expanded the team with engineering talent and a seasoned Marketing & Sales Director (10 FTE)
- Built version 1 of the product and sold 88 enterprise software licenses
- Signed 4 customers and 3 partners
- Built a pipeline of global customers & partners
- Filed 2 patents

Signed partners

Prospective Partners

Customer pipeline
Thank you

- Thank you