For the Project Based Company That’s Tired of Juggling

Dennis Kayser
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Professional Service Automation (PSA)
Powered by Artificial Intelligence (AI)
Get Far, on Very Little

- Forecast product launch: Sep (16)
- 1st paying customer: May (17)
- Market validation (30+ customers)
- 10th paying customer: Jun
- $395K funding (VC + angels)
- 70th paying customer: Aug
- $330K funding (Danish innovation grant)
- 50th paying customer: Jan (18)
- 120th paying customer: Feb
- $3M funding (VC + angels)
- $500K funding (VC + angels)
Problem we’re solving

Using AI to forecast problems

66% of projects are failing and we don’t seem to learn from our mistakes...

The reason being, that people tend to make the same mistakes because their current tools are not leading them to make better decisions.

Taking advantage of the entire company’s data history and using it for predictions is so complex and tedious that AI and ML is the only way to solve it.

Leadership Team

Dennis Kayser, CEO
Management consulting background from IBM and experience working at different startups (Magento Commerce, IMT Labs).

Danny Larsen, CTO
MSc. Computer Science
Senior architect background from NetCompany and NaviPartner building systems, infrastructure, and integrations.

Kasper Iven Skjold, CRO
MSc. Business Administration SCM
Sales background from Berlingske, IBM, and SAS Institute. Experience managing inside- as well as solution sales.

+ 

a team of 28 highly skilled, diverse people
Forecast is a Resource & Project Management Platform that delivers automation & insights for digital projects, powered by Artificial Intelligence (AI).

Result
Timely and more profitable projects, with satisfied clients.
I wish the system could automatically create a draft plan of my projects and resources. Afterwards, I want the system to help me handle the constant changes by providing qualified suggestions.

**Project Manager**
**Creuna** / 350 Employees

Improving our internal communication with upper management on project status would be a huge time saver! Our delivery times with external partnerships would improve.

**Senior Global Project Manager**
**Groupon** / 10,000 Employees

We’re doing a lot of wasteful manual work in Excel since our resourcing is not connected to our JIRA. All reporting and utilization follow-ups are done offline via spreadsheets and shared via email.

**Senior Level**
**Peytz & co** / 100 Employees
Rabbits (<$300 MRR)
Deers ($300+ MRR)
Professional Services (PS) Industry

The PS industry achieved combined annual revenues of $1.7 trillion in 2016.

Vendors sold more than $6.6 billion worth of Professional Service Automation (PSA) software in 2016 (CAGR 10%) and more than $18.3 billion worth of Business Intelligence (BI) software in 2017 (CAGR 19%).

"AI has the potential to make much consulting work redundant. $1 in every $6 budgeted for professional service consultation is spent on digitization."
<table>
<thead>
<tr>
<th>Market segment focus</th>
<th>Small biz (&lt;$300 MRR)</th>
<th>Mid-range ($300+ MRR)</th>
<th>Enterprise ($3,000+ MRR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>G2M / Adoption Mode</td>
<td>Self-service</td>
<td>Low/medium-touch</td>
<td>High-touch</td>
</tr>
<tr>
<td>Team / Dep. Size</td>
<td>&lt;25 people</td>
<td>25-500 people</td>
<td>500+ people</td>
</tr>
<tr>
<td>Product Acceptance</td>
<td>Millennials demand consumerization</td>
<td>Professionals demand interconnectivity</td>
<td>White collar are used to outdated UX &amp; UI</td>
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<tr>
<td>Organizational Complexity</td>
<td>Small team in one location</td>
<td>Various teams spread over several locations</td>
<td>Large matrix with multiple locations</td>
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<tr>
<td>Process Perception</td>
<td>Manual processes are accepted</td>
<td>Manual processes waste time</td>
<td>Processes are documented and automation is the ambition</td>
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<tr>
<td>How to Win Deals</td>
<td>Simple, single purpose, low price tools</td>
<td>Ease of use, integration, automation</td>
<td>End-to-end process management, portfolio + risk, governance, &amp; insights</td>
</tr>
<tr>
<td>Tool Stack</td>
<td>Asana, Basecamp, Teamwork, 50+ more single use tools</td>
<td>Spreadsheets, Accelo, Mavenlink, LiquidPlanner, Wrike</td>
<td>Clarizen, Workfront, Oracle, HP, IBM, SAP, Custom development</td>
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High growth market with obsolete solutions
Research is enabling needed knowledge
We use AI to fully automate the manual, error-prone, and mundane process of Project Scheduling & Resourcing.

The AI generates a first draft of a project’s schedule, based on overall resource availability and individual’s skills.

Automated scheduling enable PMs to spend their time on more value driving work.

Forecast is the first to implement AI assistance in PSA thanks to IFD InnoBooster
The Forecast AI answers important questions...

<table>
<thead>
<tr>
<th>People</th>
<th>Projects</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>What’s the projected workload next month?</td>
<td>Which projects are starting to go wrong?</td>
<td>Should we bid on this project?</td>
</tr>
<tr>
<td>Who’s the right person to allocate the next task?</td>
<td>What’s the probability of particular tasks being delayed?</td>
<td>How do we optimally utilize our people?</td>
</tr>
<tr>
<td>Who’s currently at risk of being overloaded?</td>
<td>When can we actually deliver this project?</td>
<td>What’s our projected profit margin?</td>
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</table>
We’re supported by world-class investors
We’re Already Global

65+% customers are in the US