

The fourth industrial revolution and the data explosion

Combining the data explosion, the fourth industrial revolution that is 'AI' and new global privacy legislation a new substantial global marketplace has been formed.

Gravicus' AI powered data analysis platform makes the most of the opportunities emerging from this marketplace, helping businesses find, organise, act and protect unstructured data.

New legislation, including GDPR and DAC6, are forcing businesses and government departments to access and manage unstructured data in a way that can only be actioned utilising AI technology or waste many human hours.

Our UK market research suggests that the UK government burden for managing information access requests (part of GDPR rules) in 2020 alone could easily be in the region of £1BN.

The Gravicus AI and suite of solutions could save 80% of this cost for UK government-funded organisations alone.

We estimate that this year, the UK market for our solution that solves access requests to be in excess of £450m. And this is just one of the challenges that our solution can address.

Our lightweight solutions make the complex simple, whilst our competitors have heavy-weight solutions reliant on experts.

In June we released Smartbox.ai to GVC Group, the largest bookmaker in Europe, to test and provide valuable feedback before embarking on our go to market strategy on 01 September 2020.

This year we have raised almost £600,000 including funding from the Future Fund, provided by the Chancellor through the British Business Bank.

Our pricing model for our subscriptions allows for 85% gross margins on the operating costs of servers, database maintenance and developer support. We can also license Smartbox.ai to groups for exclusive geographic locations. We are currently in discussions with the UAE. We are in negotiations with the UAE for a territory license, which will allow 70% profit share of the local business, with the local owners, investing in local growth and business set up. This forecast revenue is not included within this Information Memorandum.

It will be our goal to launch a new international territory license every 6 months from January 2021. For conservative estimates, these are not included in the financial modelling.