

Executive summary

The problem

Business data is doubling each year and it is estimated that 80% of that data is unstructured with no insights and therefore no control.

Making sense of and organising that data to comply with new data protection regulations can be an expensive minefield. At the same time, the limited tools available to businesses are expensive, require costly expertise, and only have limited value in providing insights.

- Without new solutions this is unmanageable.
- It is estimated that 40% is duplicate redundant, or out of date.
- National and Global privacy rules are forcing businesses to comply with a complex set of requirements to protect data and the individual's rights of access to information.
- Non-compliance is expensive in terms of both cost and reputation.
- Managing many differing data types and data sources adds to this complexity.
- Identifying risk and opportunities in such large quantities of data can only be managed by artificial intelligence solutions.

The solution

Our unique AI driven platform, has been purpose-built to analyse, organise and act on unstructured data in a way that makes the complex seem simple. With a range of applications already built we have the foundations to 'land grab' – winning and securing client relationships with easy to buy and easy to use applications which we can then expand into delivering 'bigger' solutions and more revenues. Our solutions include:

- A secure cloud solution with the simplicity of drag and drop storage but with the power and scalability of leading enterprise software.
- Customisable AI powered search and analysis of all data sets.
- Deals with documents and data in bulk, being able to review faster than ever.
- Data protection applications to meet the compliance demands of the most stringent laws.
- User first easy to use interface with a simple design.
- Versatile, customisable solution that gets business started in just a few clicks; it is so flexible it can act as a sensitive data insight capability to their storage solution.

The long term vision

Gravicus will provide businesses with simple, powerful AI solutions so versatile that we will become their first-choice for all their data storage.

- We will build value in IP, brand and sales by helping businesses manage their continually expanding data growth and regulatory responsibilities by using these solutions.
- We aim to create a platform to build a \$1bn company.