Priorit.io

Data for next-level leaders

The Problem

SMEs are not growing. They lose out on investors, pro services & support, and top talents. Almost every leader understands the importance of data, but only less than 2% actually benefit from it in their leadership. This is mostly because of the lack of tools and knowledge.

4/5 SMEs aren't growing after reaching $2M in revenue*

90% of all the companies globally are SMEs*

98% of leaders wants to be data-driven, but don't know how*

*$2M Growth gate starts a new era of leadership:
- At the top of how the company's success equation is solved? by Olli-Pekka Lumijärvi
- The Five Conditions Assessment, True Space & Gallup, 2020
- The Power of Data-driven Enterprise, Accenture 2019

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The Solution

Priorit.io is a SaaS tool that helps business leaders analyze, measure, monitor, and support sustainable growth with relevant data and get specific guidance to achieve it - while keeping people at the center.
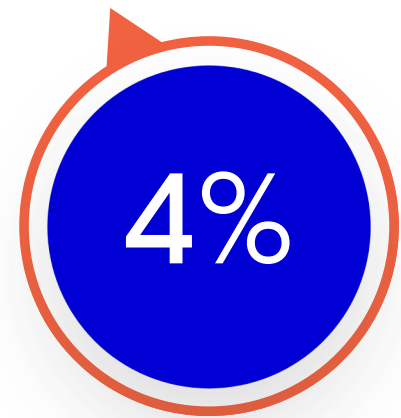
4% improved EBITDA after a year on average*

10x minimum return of investment (ROI)*

95% faster data gathering compared to traditional methods*

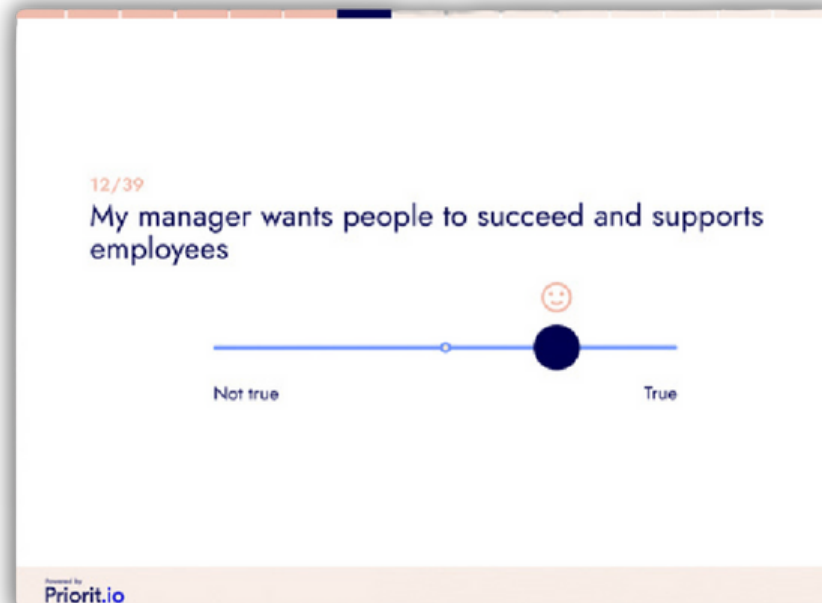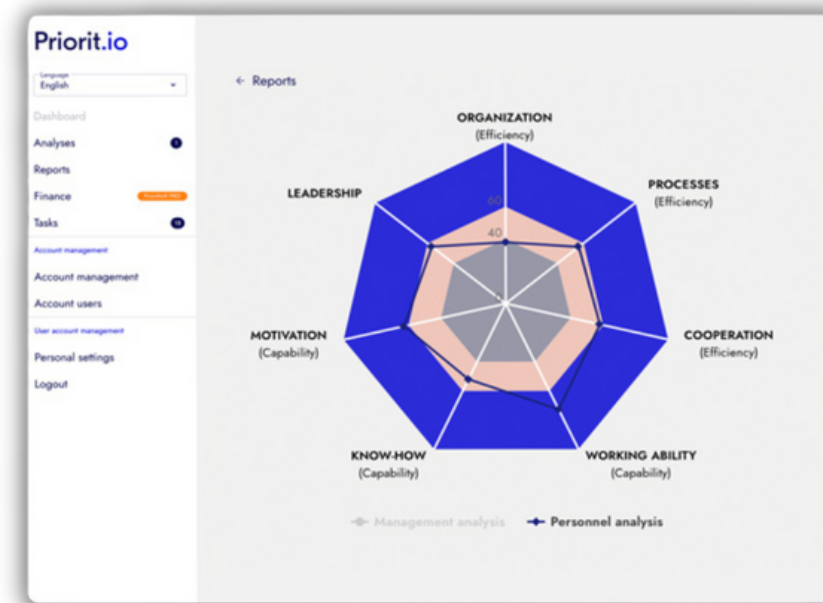*Based on results from 150 Priorit.io's proof of concept and pilot program companies

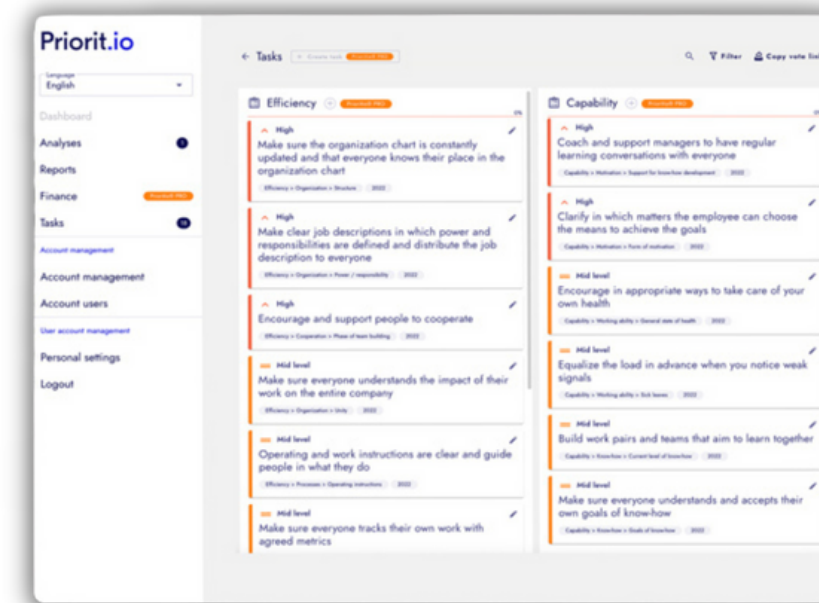Priorit.io

How Priorit.io Works?

1. Collect data

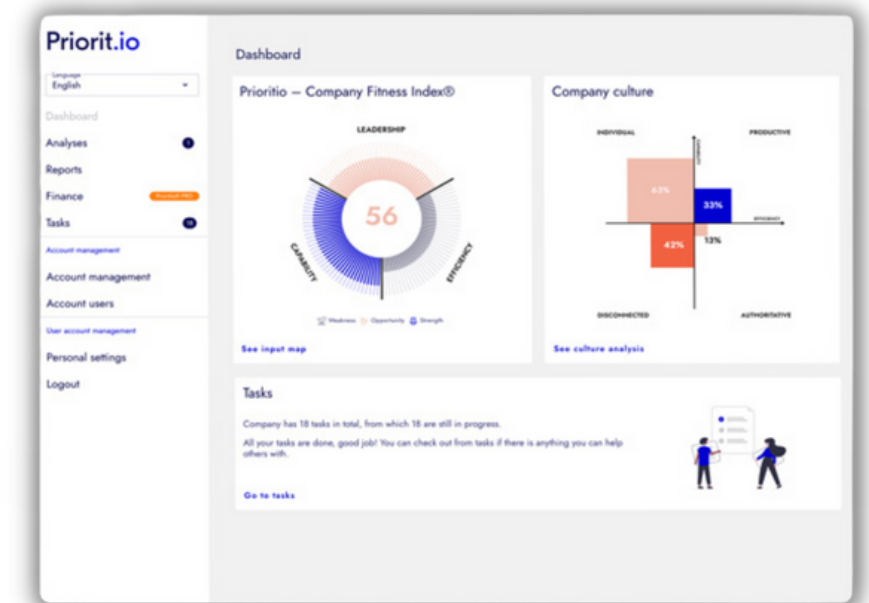Involve your talent and ask them what they think about their work right now.

2. Analyze

Find out your company's current condition in factors that matter.

3. Get a roadmap

Find out what to do next in order to develop a better business.

4. Evaluate

Follow how your development process affects your business.

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The Team

Advisors

Antti Suikkanen
CEO, Founder
15+ years of experience in leadership, entrepreneurship, consultancy and expert positions.

Jani Hautanen
CTO, Founder
20+ years of experience in substation industry and software development.

Olli-Pekka Lumijärvi
Business advisor
Managing partner @TATA Consultancy Services

Markus Lehto
Head of PLG
10+ years of experience in SaaS-specified marketing and sales. Built a startup from zero to international exit.

Eemil Sonninen
Jr. Product Manager
8+ years of experience in consulting- and tech industry

Timo Helosuo
Law & IPR advisor
CEO @Kolster

Tom Miller
Finance advisor
Head of Business Development @Tietoevry

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Competition & positioning

	Survey tools SurveyMonkey qualtrics.XM	HR tools Personio bambooHR	BI tools +ableau QlikView	Priorit.io
Gathering feedback	✓	✗	✗	✓
Employee engagement	✗	✓	✗	✓
Monitoring performance	✗	✗	✓	✓
Identifying root causes	✗	✗	✗	✓

Go to Market Strategy

1. FIND & DISCOVER	2. TRY & BUY	3. USE & EXPAND
Number of signups	Free to paid conversion	Net revenue retention

• Sales Led	• PLG	• Sales support
• Ads	• Low/no touch sales	• Data-driven CS
• Content	• Data-driven up-sell	• API's & Integrations
• SEO/SEM	• New features, addons	• Partner network
• Onboarding	• Community	• 3rd-party software
• Word of mouth		• Data applications
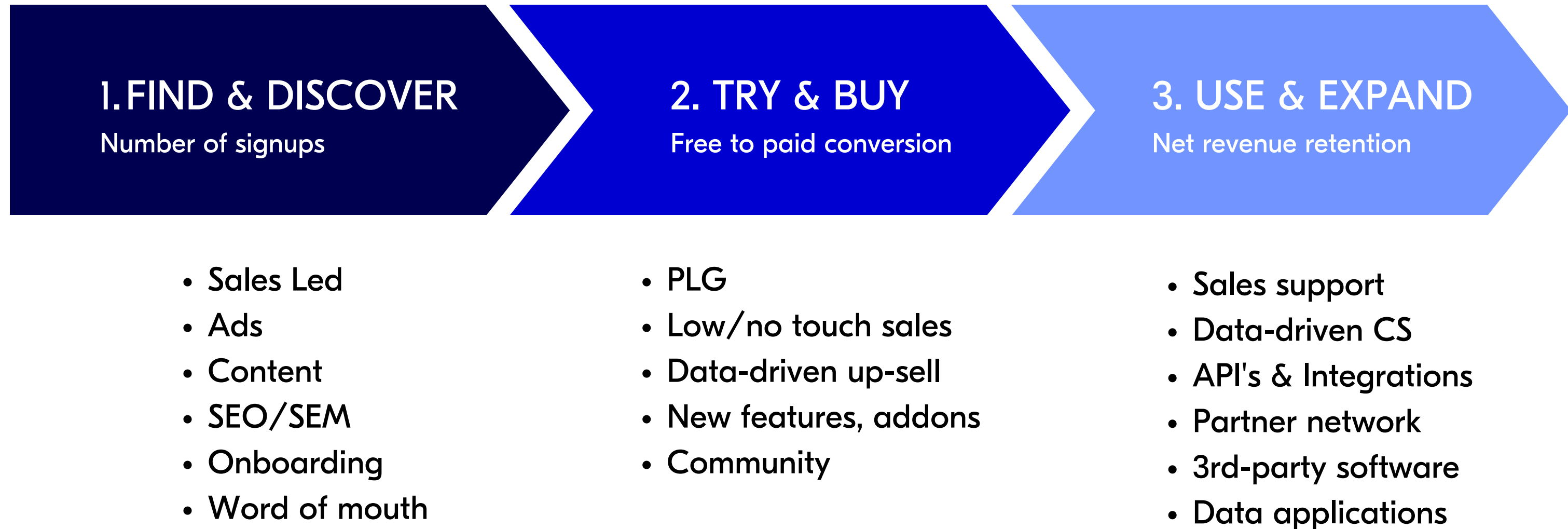
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Revenue Model

Priorit.io FREE
$0

- ✔ Up to 10 users
- ✔ Single team analysis
- ✔ Digital onboarding
- ✔ Limited dashboard
- ✔ No credit card needed

Priorit.io PRO
$199/mo

- ✔ Up to 250 users
- ✔ Combined team analysis
- ✔ Digital onboarding
- ✔ Full dashboard
- ✔ Standard payments
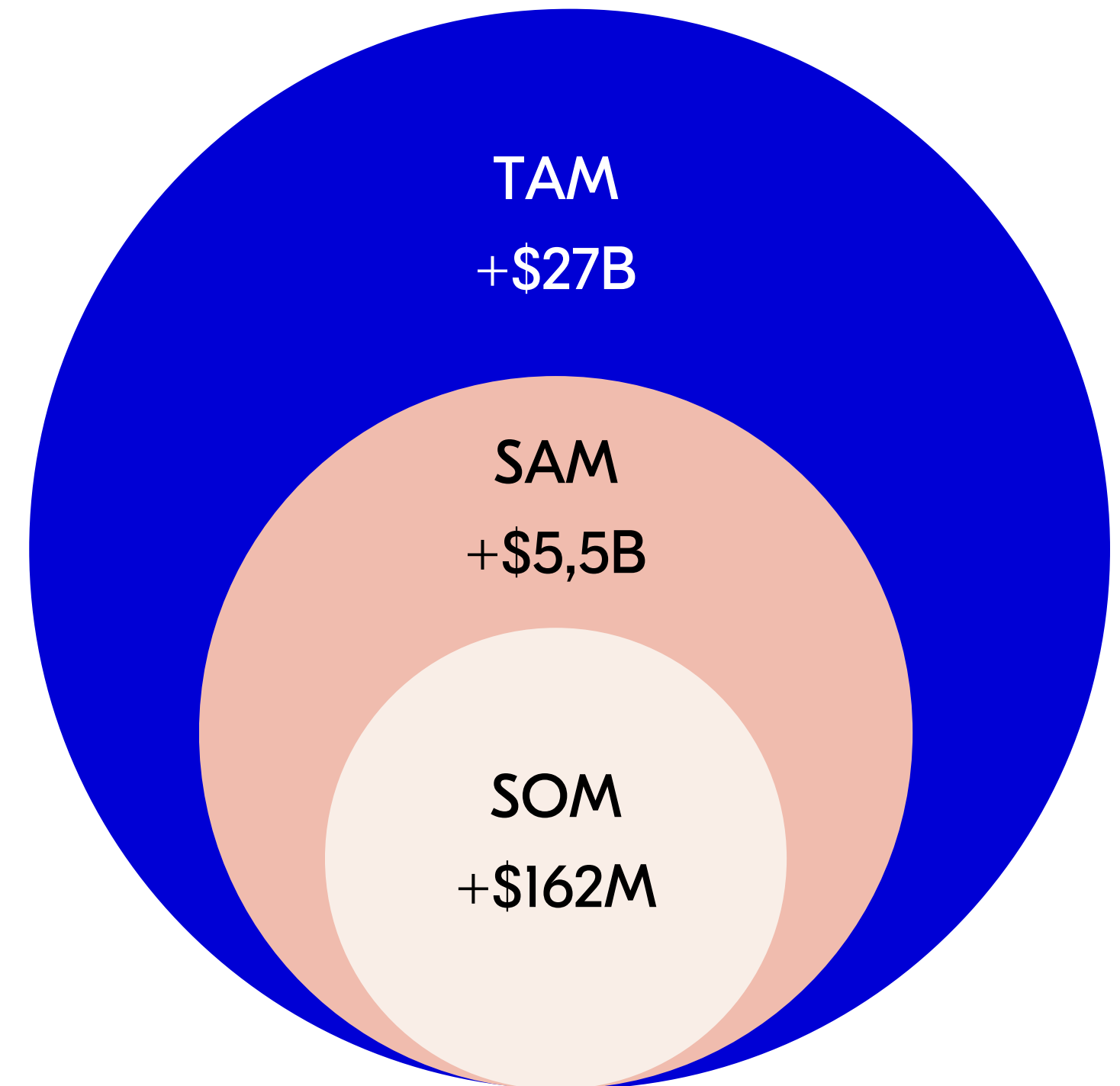
Priorit.io TOTAL
Starting $999/mo

- ✔ Unlimited users
- ✔ Multiple accounts
- ✔ Personalized onboarding
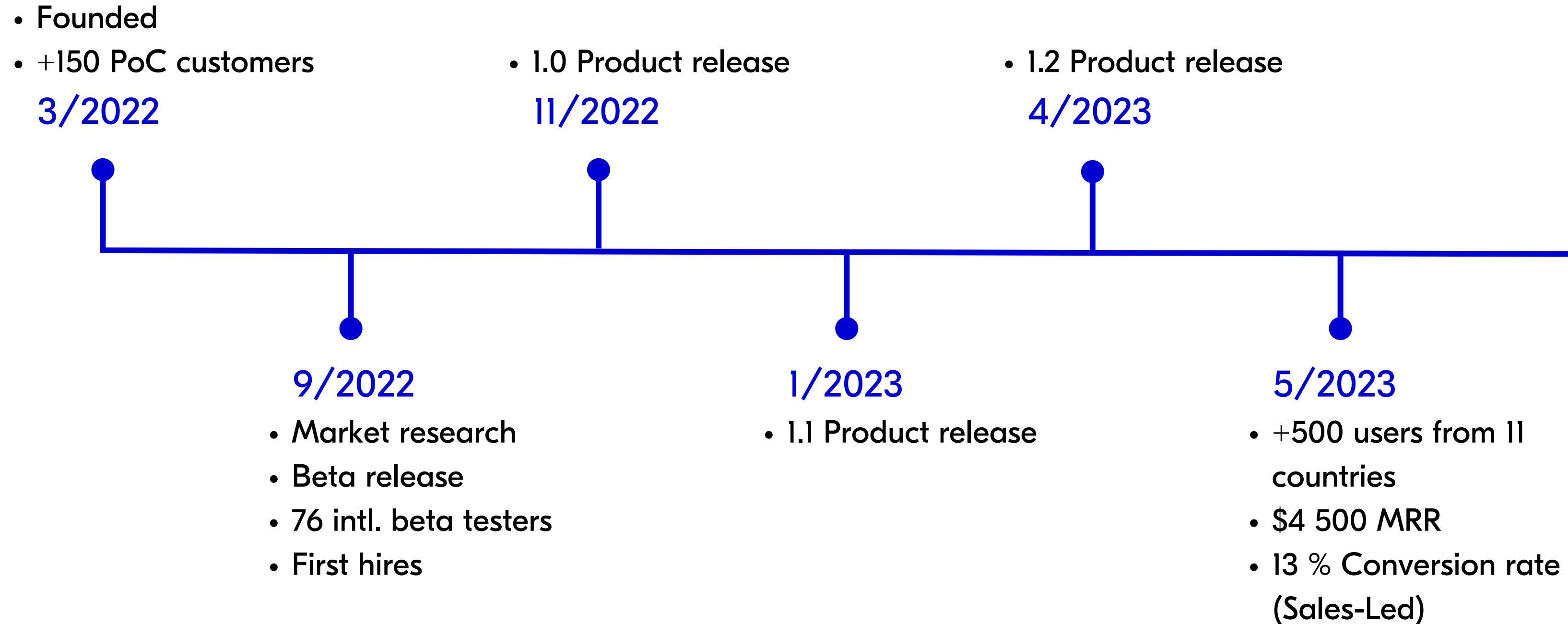- ✔ Full, branded dashboard
- ✔ Standard payments

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Market Potential

Ideal customer as a person:
Growth-oriented C-level leader who has decided to lead based on data. Understands the personnel's role in the process

Ideal customer as a company:
SME's +$2M in revenue, +20 personnel

Most prominent markets*:
US, Nordics, Netherlands, Germany, and UK

*Based on Palava Global Market Research 2022

TAM
+$27B

SAM
+$5,5B

SOM
+$162M

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Timeline

- Founded
- +150 PoC customers

3/2022

- 1.0 Product release

11/2022

- 1.2 Product release

4/2023

9/2022

- Market research
- Beta release
- 76 intl. beta testers
- First hires

1/2023

- 1.1 Product release

5/2023

- +500 users from 11 countries
- $4 500 MRR
- 13 % Conversion rate (Sales-Led)

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Priorit.io is looking for $800 000 Seed investment

- For securing the next 18 months' runway
- To build a scalable product, business model, and sales organization enabling:
  - Grow to $2M ARR by the end of 2024 and EBITDA +20%
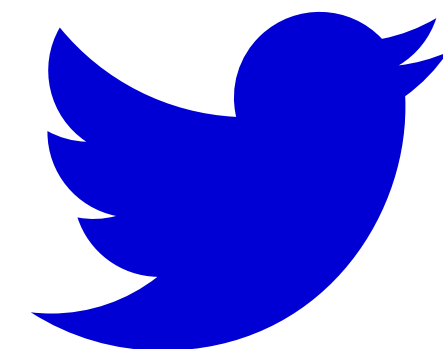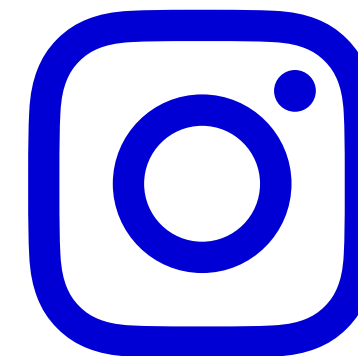 - Get +600 paying customers
  - Keep churn less than 10%

Product Development	Sales	Marketing	Administration
40%	30%	20%	10%

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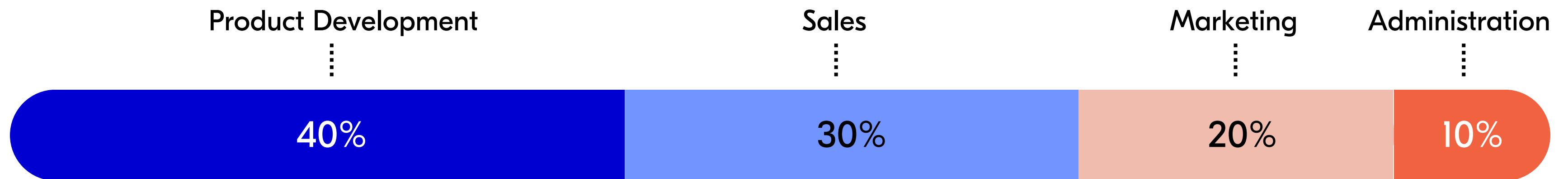
Ask More

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