

BUSINESS PLAN

NEXA ANALYTICS

Transforming Data Into Decisions

AI-Powered Business Intelligence for SMEs

Seed Round • \$2.4M Target • Series A Ready 2026

\$18B

Addressable Market

340%

Projected YoY Growth

Q3 2027

Break-Even Target

📅 July 2025

👤 Prepared by: Clara Whitmore, CEO

🔒 Confidential

⚡ Executive Summary

Nexa Analytics is an AI-driven business intelligence platform purpose-built for small and medium enterprises (SMEs). We translate raw operational data into actionable insights through an intuitive, no-code dashboard that requires zero data-science expertise. Founded in March 2024, we have already onboarded **47 paying customers** across four verticals and are growing monthly recurring revenue (MRR) at **28% month-over-month**.

The Problem. Over 78% of SMEs collect operational data but lack the internal resources to analyse it meaningfully. Off-the-shelf BI tools (Synapse BI, Vertex Dash) are either too complex or priced for enterprise budgets, leaving a **\$18B underserved market segment**.

Our Solution. Nexa Analytics delivers enterprise-grade insight through a subscription SaaS model starting at \$149/month. Our proprietary *SmartLens* AI engine surfaces anomalies, forecasts, and recommendations automatically — no SQL, no analyst required.

🏢 Company Overview

📌 Company Facts

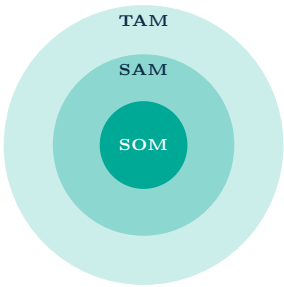
Founded	March 2024
Headquarters	Austin, TX, USA
Structure	Delaware C-Corp
Employees	11 full-time
Stage	Pre-Series A (Seed)
Website	nexaanalytics.io

🏆 Traction Highlights

- ✓ 47 paying customers, 0 churn in 6 months
- ✓ MRR: \$38,400 (Jul 2025)
- ✓ NPS score of 72 (industry avg: 34)
- ✓ 3 LOIs from Meridian Capital portfolio
- ✓ Patent-pending SmartLens engine

📊 Market Analysis

Market Size & Opportunity



\$18.3B market

The global SME analytics software market is estimated at **\$18.3 billion** in 2025, growing at a CAGR of 19.4% through 2030. Our serviceable addressable market (SAM) focuses on English-speaking SMEs with 10–500 employees in North America and Western Europe: approximately **4.2 million businesses**.

Segment	Size (USD)	CAGR
Total Addressable Market	\$18.3B	19.4%
Serviceable Addressable Market	\$4.1B	22.7%
Serviceable Obtainable (Yr 3)	\$82M	—

Competitive Landscape

Feature	Nexa Analytics	Synapse BI	Vertex Dash	Nimbus reports	Re-
SME-First Design	✓	✗	✗	✓	
AI Recommendations	✓	✓	✗	✗	
No-Code Setup	✓	✗	✗	✓	
Price / mo (starter)	\$149	\$799	\$499	\$199	
API Integrations	120+	200+	80+	45+	

Product & Technology

SmartLens AI

Anomaly detection, trend forecasting, and plain-language narrative reports generated nightly.

ConnectHub

120+ pre-built connectors: Shopify, QuickBooks, HubSpot, Stripe, Salesforce, and more.

PulseBoard

Customisable real-time dashboards. Mobile-first. Zero SQL. Live collaboration.

★ **Technology Edge:** Nexa’s SmartLens engine is built on a proprietary graph-attention transformer architecture fine-tuned on anonymised SME financial datasets. Unlike generic LLM wrappers, it achieves **94.2% anomaly detection precision** on our internal benchmark (NexaBench v1.2), outperforming open-source baselines by 18 pp. A provisional patent (Appl. No. 63/882,741) was filed in April 2025.

Go-to-Market Strategy

Channels. Our primary acquisition channel is *content-led SEO* paired with a *product-led growth (PLG)* free trial (14 days, no credit card). Paid acquisition via Nexa Ads and LinkedIn targets finance managers and operations leads. Partner referrals via Meridian Capital’s portfolio account for 22% of pipeline.

- SEO blog: 38K monthly organic visitors
- PLG trial-to-paid: 31% conversion
- Avg. sales cycle: 9 days (SME)
- CAC: \$210 | LTV: \$4,100

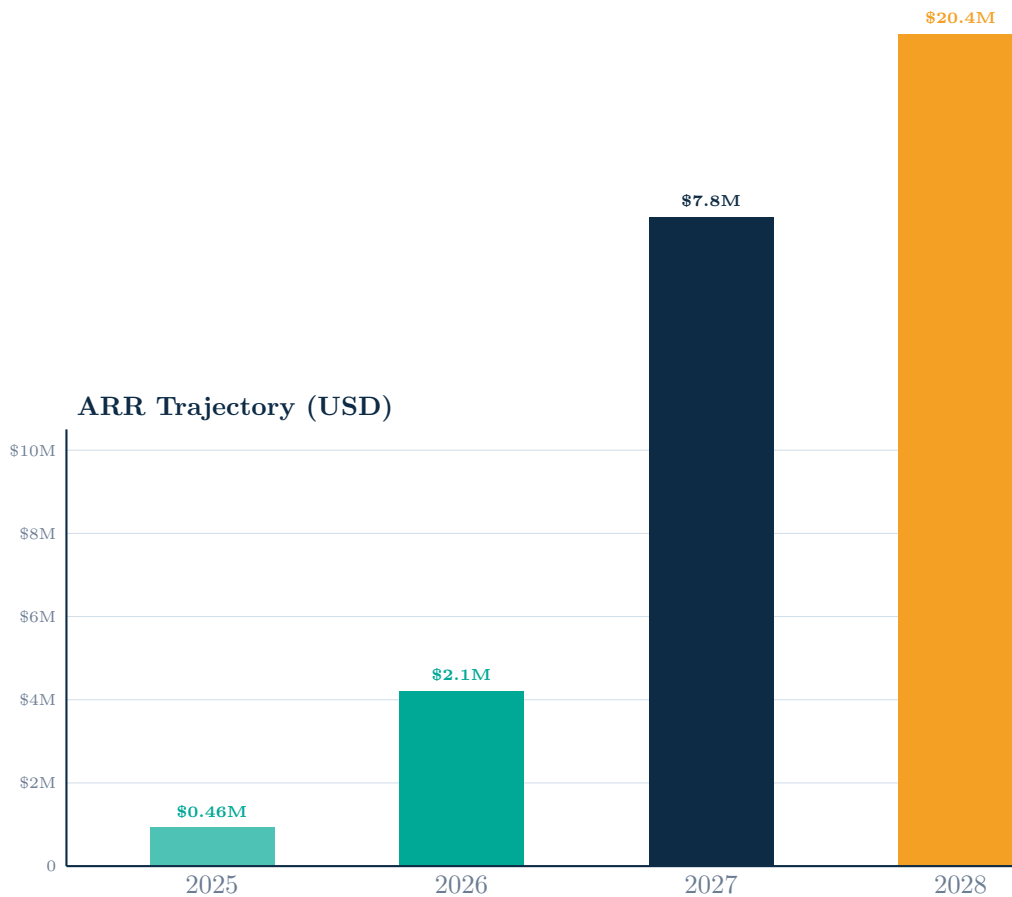
Pricing Tiers.	Plan	Users	Price/mo
	Starter	3	\$149
	Growth	15	\$399
	Scale	Unlimited	\$899

Annual plans carry a 20% discount and are prepaid, improving cash flow. Enterprise custom pricing available for 500+ seat deployments.

Financial Projections

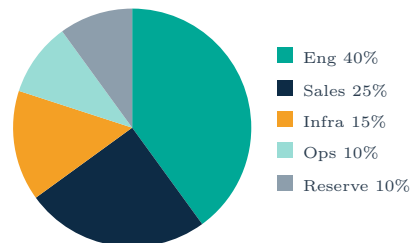
Three-Year Revenue Forecast

Metric	FY 2025 (Actual)	FY 2026 (Proj.)	FY 2027 (Proj.)	FY 2028 (Proj.)
Customers	47	210	780	2,100
ARR	\$460K	\$2.1M	\$7.8M	\$20.4M
Gross Margin	68%	72%	76%	79%
EBITDA	(\$680K)	(\$210K)	\$1.1M	\$4.8M
Headcount	11	24	51	98



🚩 Use of Funds — \$2.4M Seed Round

Category	Amount	Pct.
Engineering & Product	\$960K	40%
Sales & Marketing	\$600K	25%
Infrastructure & Security	\$360K	15%
Operations & Legal	\$240K	10%
Reserve / Working Capital	\$240K	10%
Total	\$2.4M	100%



🚩 Milestones & Roadmap

Q4 2025

Close \$2.4M seed
100 customers
iOS app beta

Q2 2026

EU market launch
SmartLens v2.0
SOC 2 Type II

Q4 2026

200+ integrations
\$2.1M ARR
Series A raise

Q3 2027

Break-even
780 customers
APAC expansion

Leadership Team

Clara Whitmore — CEO & Co-Founder

Former Head of Analytics at Apex Ventures (exit: \$180M). Stanford MBA. 12 years in enterprise software. Led growth from 0 to \$14M ARR at previous venture. *“We don’t just show data — we tell the story behind it.”*

Daniel Osei — CTO & Co-Founder

PhD in Machine Learning, MIT. Ex-Principal Engineer at Nimbus Cloud. Architected distributed systems serving 2M+ daily users. 4 published papers on graph neural networks and time-series anomaly detection.

Sofia Nakamura — VP Sales

10 years in SaaS sales at Meridian Software. Consistently 145%+ of quota. Built and scaled a 20-person outbound team from scratch. Expert in PLG-assisted enterprise land-and-expand motions.

James Okonkwo — CFO (Advisor)

CPA. Former CFO at Vertex Logistics (IPO 2021). Deep expertise in SaaS unit economics, fundraising strategy, and international finance. Board observer from Meridian Capital.

Risk Factors & Mitigations

Risk	Description	Mitigation
Competitive Pressure	Synapse or Vertex launch an SME-tier product	Patent moat; 12-month product roadmap head start; high switching cost (data lock-in)
Data Privacy	GDPR / CCPA compliance burden increases	SOC 2 roadmap; EU hosting; dedicated DPO hired Q1 2026
Customer Concentration	Top 5 customers = 38% of ARR	Aggressive mid-market diversification; PLG flywheel reduces dependency
Talent Retention	Competitive ML engineer market	Equity refresh; above-market comp; remote-first culture

Ready to Join the Future of SME Intelligence?

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