Harvest Data that Matters – and Build a Company Around It

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Built on 20^2 Years of Experience
Switzerland’s #1 Website – Exquisite Investors
The unaddressed Pain in Big Data

Digital landfills of unused unstructured Data
The Relevance of Unstructured Data

Unstructured (human generated) data represents 80% of all data available to an enterprise.

Yet enterprises base only 5% of their decisions on unstructured data.

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Squirro tells you the Story behind your Data

Showtime
Concept Search
Fast to Market
Ease of Use
Integration

Core USPs

Why:
Structured & unstructured data combined
Smart Filters: Self-learning profile
Seamless integration: Information comes to you
Data Flow

Smart Filters

Squirro’s Smart Filters learn based on:
- User behaviour
- Training documents
- External sources
- Internal sources
- Etc.

Any additional layers are possible

The ‘Smart Filters’ are a self-learning profile providing more relevant context matches.
Squirro’s Impact

- Concept search
- Cloud or on-premise
- Seamless integration in any system
- Real-time
- Fast time to market

- Uncover hidden insights
- Better decision-making
- Leverage the 80% of unstructured data

- Increase revenues by up to 30%
- Decrease costs by up to 33%
- Mitigate risks

Squirro uncovers insights you did not know to improve your decision-making.

First Startup from Switzerland
<table>
<thead>
<tr>
<th>Year</th>
<th>Strategy</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>Build</td>
<td>First product &amp; customers, Zurich based</td>
</tr>
<tr>
<td>2014</td>
<td>Productize</td>
<td>Fintech, Use Case focus, global partner network</td>
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<tr>
<td>2015</td>
<td>Scale</td>
<td>Full US move, additional ecosystems (BI, CRM)</td>
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</tbody>
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Our Strategy
5 Zettabytes

0.5% analyzed

About Squirro
Squirro is the leader in Context Intelligence, combining structured and unstructured data to provide the ‘Why’ behind the data. Context turns data points into a story.
Squirro delivers a personalized, real-time contextual stream directly to your workplace. It’s based on Squirro’s digital fingerprint technology connecting personal interests and workflows while learning and refining as user interactions increase.
Squirro enables you to curate a self-learning 360° context radar natural to use in any enterprise system.
Squirro: Your Data in Context.

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