

Pre-Seed Pitch Deck

Milton

AI Copilot for Enterprise Performance

Date

November 2025

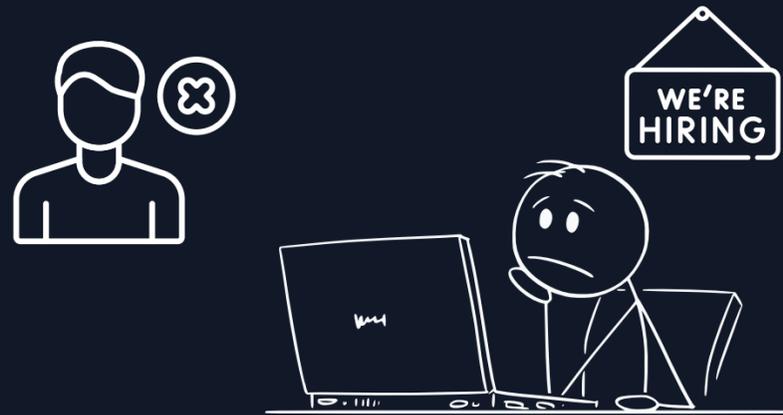
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Small companies are drowning in data but starving for talent and insights



Skill shortages

- 74% of SMEs face skills shortages in at least one role¹, and over half also struggle to retain qualified staff
- One-third of German SMEs reported unmet needs for advanced analytical skills²



Data Management Challenges

- Startups and SMEs struggle with siloed data, manual reporting, and slow decision-making
- Because of manual, ad-hoc processes, reporting quality is low and many SMEs lack real-time visibility of their KPIs

The solution? An AI Copilot for Enterprise Performance

Why do current solutions fail?

- 1 Siloed non-strategic tools**
- 2 Tools are too complex and expensive**
- 3 Many SMEs cannot afford an FTE with the required skills**



Democratizing Expert Capabilities

Milton helps close the skills-gap by supporting teams in understanding their data, creating dashboard and supporting reporting towards stakeholders.



Ease of Use for Non-Specialists

Unlike most tools out there, Milton is super easy to setup and use. This means that small businesses such as sport studios can benefit its features an increase their standards.



Integration and Real-Time Reporting

AI-powered insights and real-time dashboards help understand KPIs, compare them to peers and derive strategic insights.



Proven Impact on Investor Confidence

Milton can generate compelling reports in seconds, so that the team can impress stakeholders without losing focus of the daily business.

High needs and tech readiness now converge to make it the ideal time to launch our solution

01.

Skills Shortage at a Peak

The talent crunch makes it increasingly difficult for SMEs to hire experts to handle finance or analytics, forcing businesses to seek alternative solutions.

02.

Productivity Pressure and Digital Imperative

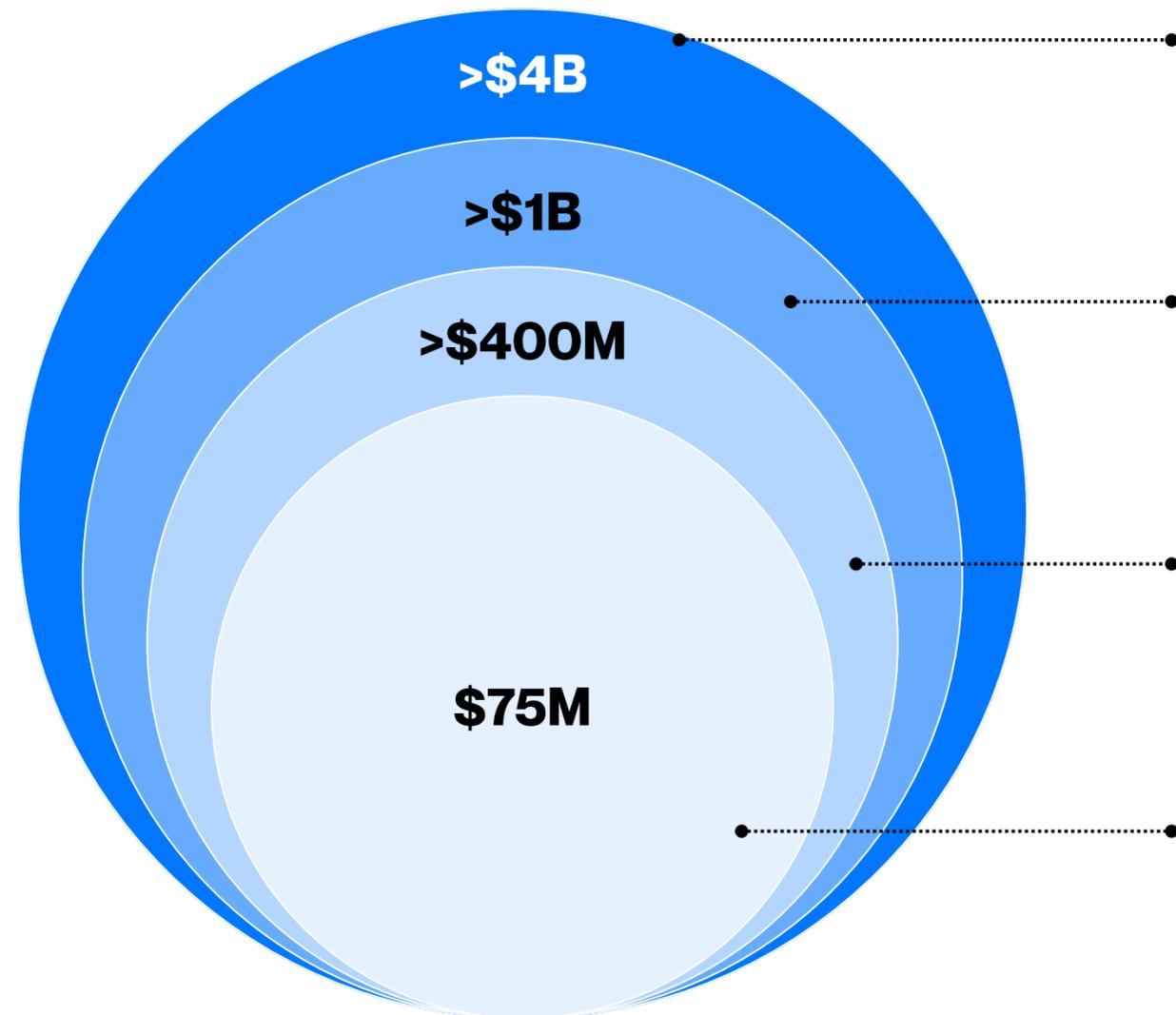
Companies are struggling with productivity due to inefficient processes and those SMEs who haven't modernized are feeling the pressure to catch up.

03.

AI Technology Maturity and Adoption

AI capabilities have advanced to a point where they can be applied to small-business finance and reporting.

The SME market offers a significant opportunity



TAM Global

Global FP&A / enterprise performance software market: USD 4.38B in 2024

TAM Europe

Countries like UK, Germany and France are at the forefront of adopting tools such as Milton. Industry analysts expect a growth of around 10%

SAM (Europe SMEs < 100 employees)

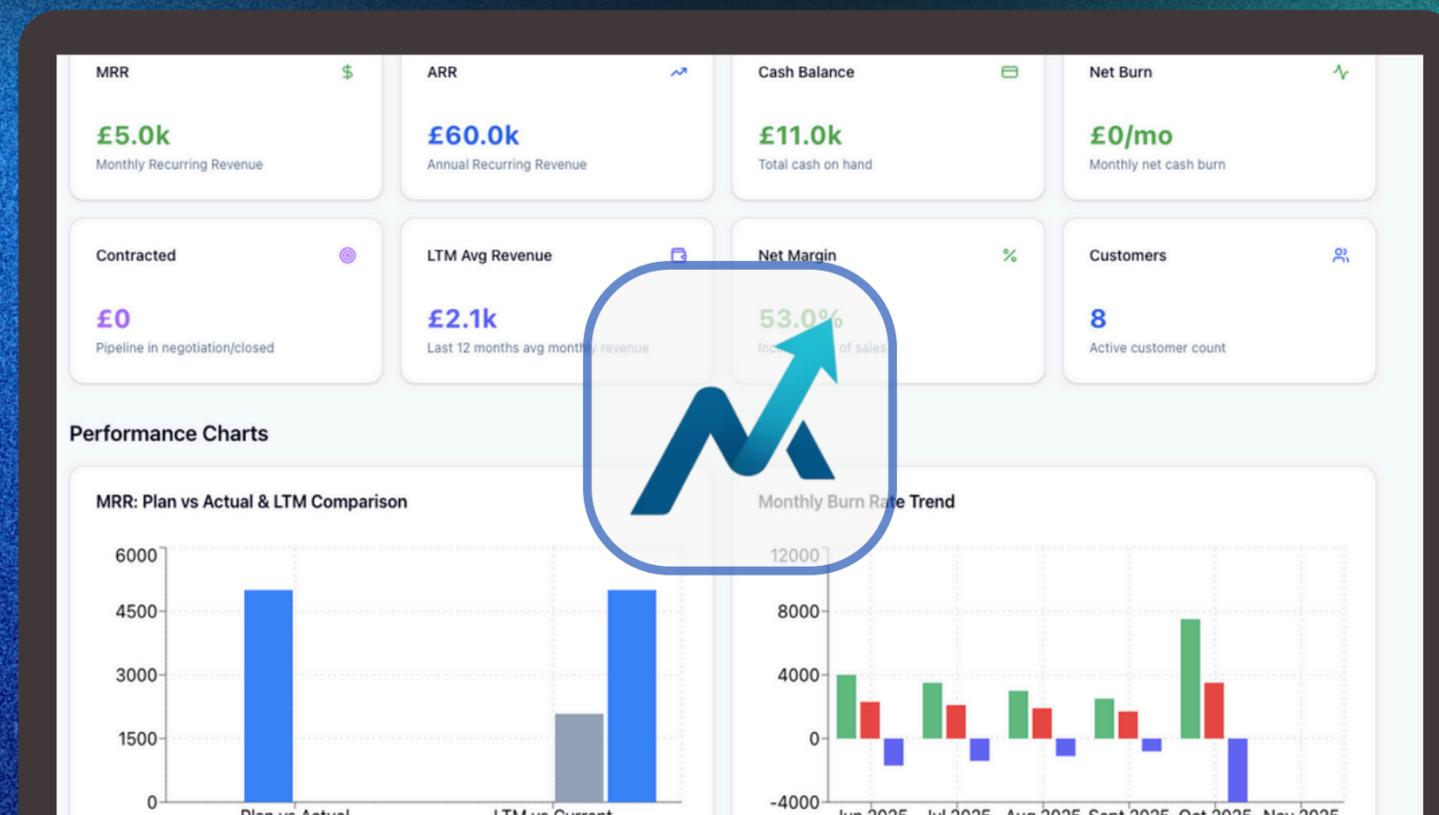
This is Milton's core target segment (e.g. startups, fitness studios and small SMEs).

SOM (DACH SMEs)

Milton's serviceable obtainable market is focused initially on the DACH region's small-business segment.

Introducing Milton

Milton is an AI-enhanced enterprise performance tool that helps SMEs get strategic insights out of their data, bringing it all together into one UI and allowing for a smooth reporting experience that saves teams time and money.



Key Features



Centralized Workspace

Unify all your financial and operational data (bank, CRM, spreadsheets, budgets) into one platform.



Learn more about your business

AI-powered insights explain KPIs, recommend actions, and benchmark against peers.



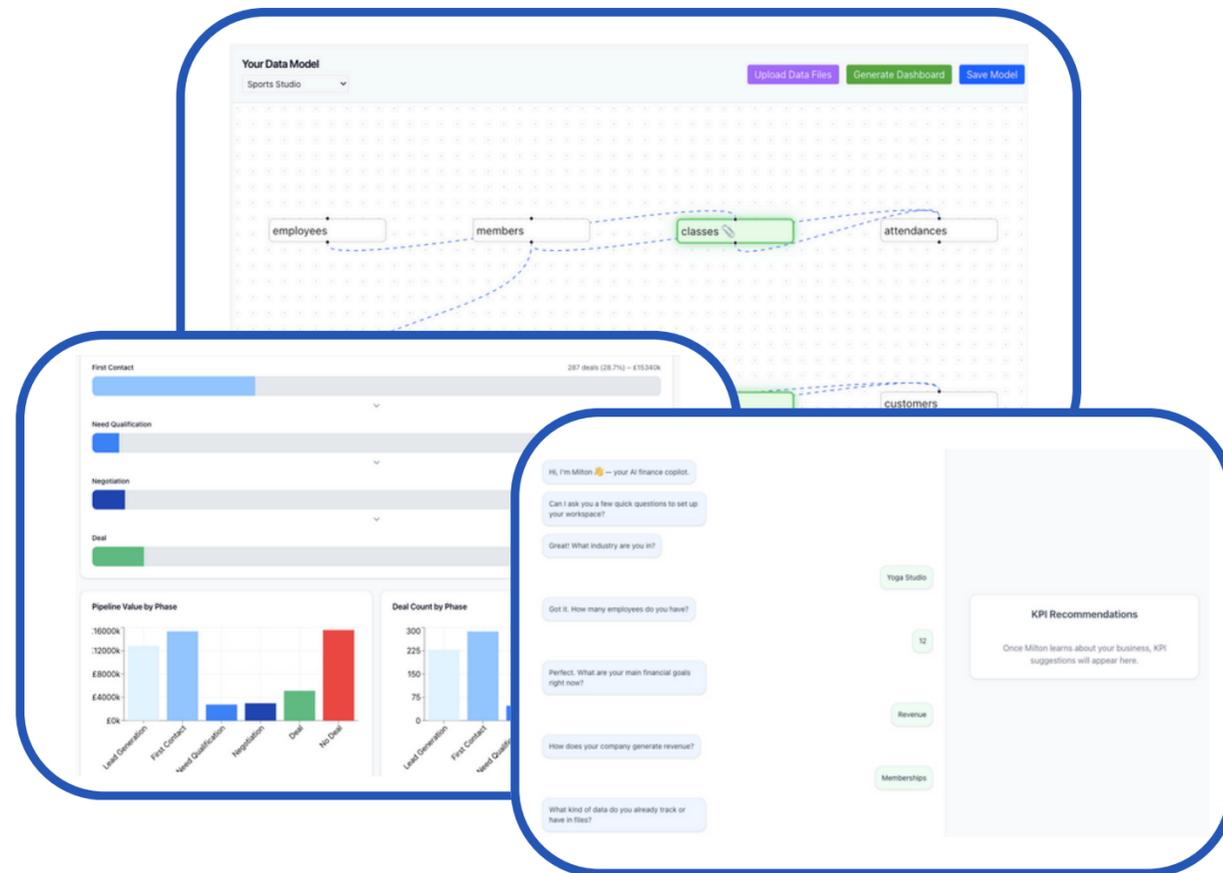
Real-Time Insights

Real-time dashboards visualise revenue, cash flow and key ratios automatically.



Automated Reporting

Automated reporting generates investor-ready reports and pitch decks in seconds.



In 2026 we will validate demand, refine our product and scale usability

- Turn 3 pilot users into paying clients
- Add banking + CRM integrations
- Hire 1 frontend engineer, 1 AI/ML engineer

- Release multi-user access
- Add 3–5 new industry templates
- Launch dashboard analytics API (Milton OS)
- Hire 1 data engineer, 1 growth lead

Q1 2026

Product-Market Fit

Q3 2026

Organizational Readiness

Q4 2025

Ideation

- Complete first functional prototype
- 1-3 pilot users
- Qualitative interviews with users
- Hire 1 full-stack engineer

Q2 2026

Product Refinement

- Automate data consolidation
- Collect quantitative usage metrics
- Begin raising early seed round

Q4 2026

Scalability & Growth

- Implement self-serve onboarding for all SMEs
- Target 25 active paying companies

Traditional software gives SMEs tools - we give them guidance



Recurring SaaS Revenue with Upsell Potential

Starter

CHF 199/month

Solopreneur / micro-SMEs

Single user, manual data uploads, standard dashboard & AI chat, basic reporting templates

Professional

CHF 499/month

Small businesses < 50 employees

Up to 3 users, automatic integration of data sources, investor-reporting templates, custom dashboard, onboarding support

Growth / SME

CHF 999/month

Businesses with 50 - 250 employees

Up to 10 users, API integrations, full automation, multi-entity consolidation, premium support.

Enterprise

Custom

Multi-entity & multi-region

Unlimited users, full API, bespoke templates, white-glove service, partner/advisor access



Value

Proposition Fit

- **Low entry barrier:** Starter tier allows many small businesses to afford high-quality reporting tools
- **High value proposition:** Even Starter clients receive AI-powered dashboards and “CFO-level” insights for a fraction of the cost of hiring a full consultant or full-time analyst
- **Scalability:** The model scales with client size; as a business grows and demands more users/data sources, they move into higher tiers.
- **Recurring Revenues:** Monthly subscriptions yield predictable revenue and high retention potential
- **Upsell potential:** Additional integrations, advisory services, industry-specific templates, and add-on seats/units
- **Onboarding is lighter than legacy FP&A systems**, translating into higher margin for us and better value for the customer.

Currently looking for a CTO to co-found the company



Federico Rodriguez

*Chief Executive Officer
(CEO)*

- **Industrial engineer** born and raised in Buenos Aires, Argentina
- **WHU MBA**
- Over 7 years of **experience in banking, strategy consulting and startups**
- **Former CFO of DeepSkill GmbH**, where I raised €1.8m in only 2 months



Max Mustermann

*Chief Operating Officer
(CTO)*



Max Mustermann

Sales

Let's Build Milton Together

[CONTACT US](#)

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