

# paretos

## Decision Intelligence Platform Powered By AI



### TECH DUE DILIGENCE AT AI SaaS STARTUP

Paretos, a SaaS startup specializing in decision intelligence, extended its seed round funding to €10 million Euros. The funding was provided by lead investor UVC Partners, existing investor LEA Partners and VC Fund Interface Capital from Niklas Jansen (Blinkist) and Christian Reber (Pitch), and ex-Vodafone CEO Hannes Ametsreiter. Philipps & Byrne performed the product and technology due diligence for the deal.

Location <b>Heidelberg</b>	Engagement <b>Tech Due Diligence</b>
Business Context <b>Decision Intelligence</b>	Technology <b>Artificial Intelligence</b>

Paretos offers an AI-based decision intelligence platform that aims at facilitating effective, data-driven decision-making processes for companies. Through its no-code interface and straightforward integration solutions, paretos wants to enable businesses to quickly and accurately analyze complex data, generate optimized forecasts and decision proposals, and derive target-oriented measures - all without requiring any prior data science knowledge.

### EXPONENTIAL GROWTH AND COMPLEXITY DRIVES THE NEED FOR DECISION INTELLIGENCE

In order for organizations to make reliable business decisions, they require a combination of strategic foresight and dependable data. However, the volume of data needed to achieve this is growing exponentially, making it far too extensive and complex for most companies to manage. To remain competitive in this ever-evolving environment, businesses must embrace collaboration between humans and AI. A promising approach is decision intelligence, a nascent discipline that blends human decision-making capabilities with cutting-edge technologies to deliver better outcomes.

*Philipps & Byrne understood our AI-Powered Platform and were able to assess our company from end to end. The report provided us with a set of helpful recommendations. We want to thank the team for the fun tech deep dive. Always great to get an unbiased perspective from outside.*

**Fabian Rang, Co-Founder at paretos**



## AI-POWERED PREDICTION AND OPTIMIZATION APPROACH

Paretos is an AI-based decision intelligence platform for data-driven decision processes. It enables companies to quickly and reliably analyze complex data, generate optimized forecasts and decision proposals, and derive actions - even without any prior data science knowledge thanks to a clear no-code user interface and simple integration solutions.

One of paretos' distinguishing features is its multidimensional approach, which can identify trade-offs. For instance, a logistics firm can use the solution to determine how to balance CO<sup>2</sup> consumption, delivery speed, and costs to maximize profit margins. At the core of the software is an optimization algorithm called "Socrates", which was designed specifically to manage highly complex models.

## TECH DUE DILIGENCE: ASSESSING AI DECISION INTELLIGENCE PLATFORM

UVC Partners, as the lead investor, requested a tech due diligence from Philipps & Byrne to assess the potential risks and opportunities of extending the funding to paretos. The scope of our assessment included an evaluation of paretos' tech team, research, product and technical roadmap, processes and applications, as well as their architecture, backend code, infrastructure, and related systems. Our report offered the VC investors a comprehensive understanding to make an informed decision. Given our expertise in AI and Deep Tech, the paretos deal fell right into our area of expertise.

### **About paretos**

Paretos was founded in mid-2020 by Fabian Rang (CTO; machine learning and mathematics expert) and Thorsten Heilig (CEO; digital entrepreneur, former COO moovel / REACH NOW). The vision: everyone can make good decisions at any time. Using the latest machine learning methods, the Heidelberg-based startup supports companies in exploiting business potential in the best possible way.

### **About UVC Partners**

UVC Partners is a Munich- and Berlin-based early-stage venture capital firm that invests in European B2B startups in the areas of enterprise software, industrial technologies, and mobility. The fund typically invests between €0.5m - 10m initially and up to €30m in total per company. Portfolio companies benefit from the extensive investment and exit experience of the management team as well as from the close cooperation with UnternehmerTUM, Europe's leading innovation, and business creation center.



### **About Philipps & Byrne**

Philipps & Byrne provides Technology Partnership as a Service to investors, founders, and tech companies. We are an industry leader in product and technology due diligence and health checks. With 14B+ EUR of guided funding, 20+ years of experience in 25+ countries, and 500+ tech assessments under our belt, we help the European and Global tech ecosystem thrive. We stand for honest, reliable, and applicable tech advisory with zero bullshit. We unite strong deep tech and standard tech expertise, and real startup and scaleup understanding, with a truly comprehensive 360 degree analysis driven by people. Valued as trusted sparring partners by our clients, we empower investors to make informed decisions and help companies scale their tech organization across the entire growth lifecycle.

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