

Dutch Startup that has developed innovative data catalog model is looking for financial and/or IT partners to further develop the product

Summary

Profile type	Company's country	POD reference
Business request	Netherlands	BRNL20230525006
Profile status	Type of partnership	Targeted countries
PUBLISHED	Investment agreement	• World
Contact Person	Term of validity	Last update
Rita Elste - Tomsone	25 May 2023 24 May 2024	25 May 2023

General Information

Short summary

The startup from the Netherlands, founded by 2 experienced data analysts, has developed an innovative new data cataloging system. The model has been validated by potential clients that have acknowledged the uniqueness of the product. The next step for the startup is to actually develop the product from a wireframe model into actual software. For this the organization is looking for potential financial or IT partners that willing to invest in the development either through inkind or financially

Full description

The startup company was founded by two data analysts that have, based on their own extensive experienced, developed a more user centric way of building a data cataloging system. Opposed to existing solutions that are very technical, this new product is much more easy to use by less technically skilled personel, thus opening up many more use cases within client organizations.

The model has been tested with a number of corporates in the Netherlands that have expressed their interest, thus confirming a good product/market fit.

The startup is now looking for partners that can help to ramp up the product from the wireframe model it now is, to actual coded software. Partners can be either financial investors of IT software houses that are interested in setting

up a joint venture.

Advantages and innovations

The current offering of data catalogs is aimed at technical users who want to perfectly capture all definitions and lineage; the importance of ease for non-technical users to find data is neglected. You may have well organized your store's warehouse, but that doesn't mean you can expect customers to pick up the products and associated parts they need directly from within the warehouse. Consumers need the shopping experience that has been adjusted to them by the editors. The same goes for data consumption. The Dutch organization provides this missing element through its flagship product, its branded Data Exchange, a pioneering Cloud-based data catalog with the look and feel of a webstore that provides the self-service capability for rapid access to Data as a Product through an intuitive UI and better suits modern data architectures such as the data mesh.

Disruptive USP:

* UI: Directly stemming from the company's mission to simplify complex data and technology, delivering exceptional user experiences that inspire its customers to make informed decisions that positively impact their industries and communities, the data exchange of the Dutch organization has a distinct UI. Unlike competitors who offer highly complex data management platforms under the guise of data marketplaces, this data exchange actually looks and functions like your favorite webstore, offering the same convenient UX for both the editors (data governance) and consumers (data users).

* Data as a Product: Suited to modern data architectures, this organization's data exchange offers the self-service capability to import and redact data just like a product on an e-commerce platform, putting metadata, categorization, labeling and discoverability in the hands of the editors.

Technical specification or expertise sought

The partner sought could be either a financial investor that is willing to invest in the further development of the product or an IT software house (or similar) that is willing to set up a joint venture to develop the product to market readiness, or even a combination of both.

Stage of development

Under development

IPR Status

No IPR applied

Sustainable Development goals

• Goal 12: Responsible Consumption and Production

Partner Sought

Expected role of the partner

The partner sought could be either a financial investor that is willing to invest in the further development of the product or an IT software house (or similar) that is willing to set up a joint venture to develop the product to market readiness, or even a combination of both.

Type of partnership

Type and size of the partner

Investment agreement

- SME 11-49
- SME 50 - 249
- SME <=10
- University

Dissemination

Technology keywords

- **01003010 - Databases, Database Management, Data Mining**

Targeted countries

- **World**

Market keywords

- **02007002 - Database and file management**
- **02007011 - Manufacturing/industrial software**
- **02007008 - Business and office software**

Sector groups involved

- **Digital**