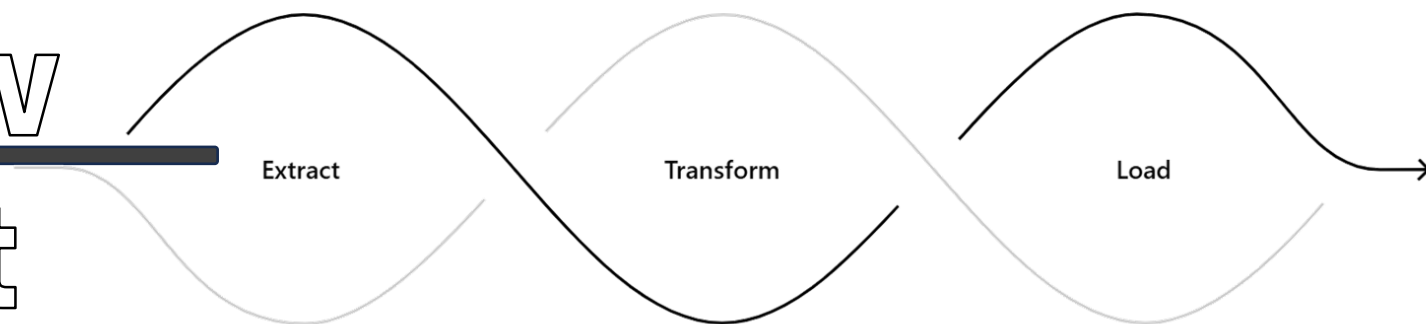


ETL0.com

Your AI Companion to

Data workflow management



The Future of Generative AI-Enabled Autonomous AI
Agent Ecosystems for Executives and Managers.



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ETLZero

Agenda

01

What's the Challenge?

Exceedingly fast pace of
Organizational
Decisions.

02

Effects, and If we have a Fix?

A new system, a new
context, for process
innovation.

03

What's an 'AI Agent'

Future of the AI and the
Agentic Organization.
Vertical LLMs for
Executives.

04

Business Impact

Role of Executives in
the future of
AI-driven
Orgs.

Extract

Transform

Load

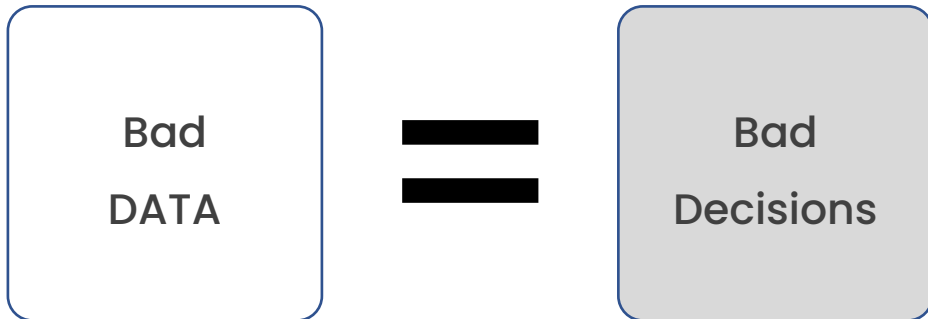


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Risk

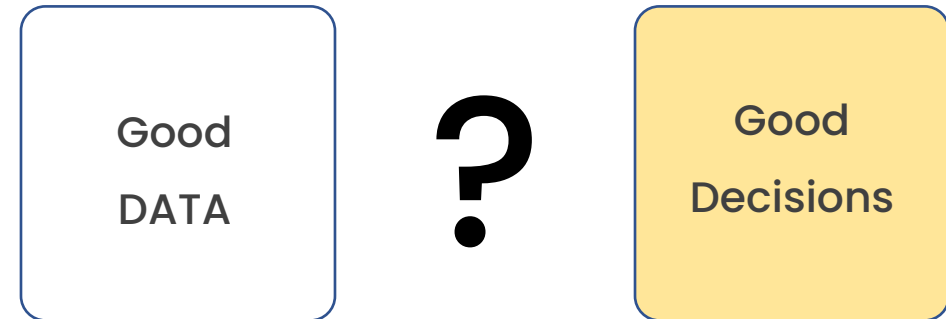
**ORGANIZATIONS
FAIL WHEN...**



*"they translate
bad data to bad decisions"*

Need

**DOES GOOD DATA
GAUARANTEE...**



*"Good decisions still start with clean,
contextual, and timely data."*



Opportunity

AI / LLMs / MACHINES

FAIL WHEN...

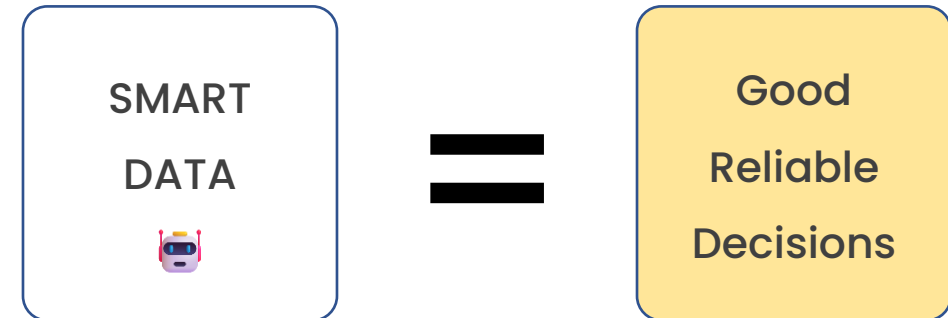
Known for their ability to perform complex, multi-step tasks in minutes, effectiveness of an AI agent depends heavily on accurate **'data retrieval'**.

As data sources grow, managing access securely and retrieving accurate information becomes challenging.

Outcome

SO, THE MILLION \$

OUTCOME IS...



*"How to reliably turn
Good Data into Good Decisions?"*



P.U.R.E. Problem

Data, Data Design, and Decisions!

What's the challenge?

Exceedingly fast pace of
Organizational
Decisions.

P – Painful



ETL pipelines **break** with every schema change, data drift, or corrupted record.

The result? **Manual cleaning, guess-work insights, and constant catch-up.**

What once was a simple decision is now a rabbit hole of options, predictions, and versions. AI hasn't reduced workloads; just shifted it **with more data, more processing.**

U – Urgent

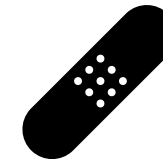


The speed of data creation today has **outpaced human decision-making.**

When every second of downtime costs competitive advantage, there's no luxury to "fix it later".

AI agents, real-time dashboards, and automation systems need clean, timely, contextual data; **not next week, but now.**

R – Recognized



Ask any data team and they'll admit. They spend

- More time maintaining data than mining insights.
- More time cleaning data than creating value.
- More data, little context.

We've built Data Warehouses, but what they've ended up with are **Data Dumps.**

It is **recognized pain**, which gets nursed & patched on regular basis.

E – Expensive



It's not just painful or urgent or known to be. It's **expensive.**

- Engineering hours are burned on repetitive fixes.
- Bad data = bad predictions, which = to bad decisions.

The **cost of poor data compounds at every layer**; Revenue leaks, customer churn, missed opportunities.



Solving DATA and its issues...

Data, Data Design, and Decisions!

Most data teams are stuck maintaining fragile pipelines that break the moment something changes; a schema update, a bad record, or a new source.

What if your data pipeline could explain you about its issues and then fix itself?



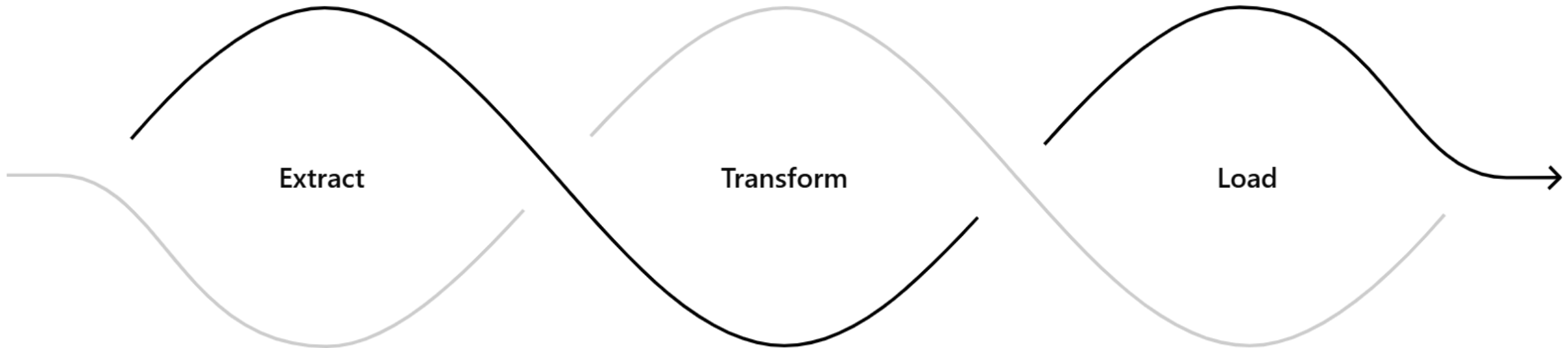
ETLZero.com

Your AI teammate for data prep, quality, and action.

02

**Effects, and
If we have a Fix?**

A new system, a new
context, for process
innovation.



Upload DataSet → Context Selection + Natural Language Input → Error Detection + Healing → Smart Transformation → Insight + Suggestions → Download + API Connections + Logs



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>

Export

Canvas

ETLZERO

Your AI agent for ETL processes

Ask me anything...

Anomaly Detection

Research Insights

ETLZero is always improving. [Share feedback](#) so we can improve.

What types of industries are represented in the dataset?

What countries have the highest number of organizations listed?

What trends or patterns exist in founding years of these organizations?

Which organizations are from the same industry but based in different countries?

Company Directory

This data appears to be a comprehensive directory of organizations, detailing information such as organization names, countries, industries, founding years, employee counts, websites, and descriptions. The dataset includes a wide range of industries and countries, making it highly versatile for understanding the scope of businesses and organizations worldwide. This could be used for market research, identifying potential business partners, or understanding industry trends.





Export

Top Geographic Locations by Employee Count

To identify the **top geographic locations by employee count**, I will analyze the data in the **Country** and/or **City** columns, tallying the total number of employees for each location.

Let me perform the calculations. It appears that the data has unexpected values for the "Country" column, which likely contain percentages instead of actual geographic locations. I'll reevaluate the categorization and correctly identify the top geographic locations based on employee count.

Let me proceed with this refinement. It seems that there was an issue with the data categorization under the "Country" column, potentially leading to inaccurate results or mismatched field content (e.g., percentages instead of geographic locations). The "Country" field needs cleaning and validation before meaningful results can be derived.

Let me know if you'd like me to refine this further or inspect the dataset for anomalies in these fields.



Ask me anything...



Anomaly Detection



Research Insights

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Chat History



Employee Distribution by
Geographic Location
7 minutes ago

"Exploring Employee Diversity
Across Business Units"
10 minutes ago

Visualizing Department Data
22 May, 19:10

"Top Employee Hubs for the
Organization"
22 May, 19:00

Employee Diversity Across
Business Units: Gender and
Ethnicity Analysis
22 May, 18:50

Department Employee
Concentration Analysis
22 May, 18:39

Employee Concentration by
Department Analysis
22 May, 18:38

"Workforce Distribution by
Geographic Location"



employees listed with Active status compared to those on leave.

highlight the employee on leave

Highlighted Employee on Leave:

Name: Alfred Jones

Status: Leave

Employment Type: Internal

Email: alfred.jones@demo-sample.com

Workplace: London

Department: Management

Team: UKI

Position: Head of Customer Acquisition and Support

Ask me anything...

Anomaly Detection

Research Insights

ETLZero is always improving. [Share feedback](#) so we can improve.

Canvas

Name (preferred)	Status	Employment type	Email
Alfred Jones	Leave	Internal	alfred.jones@demo-sample.com





To answer your question and identify the teams with the highest number of employees, I will calculate the count of employees in each team using the data, grouped by the "Team" column. Let me perform the analysis.### Teams with the Highest Number of Employees
Based on the data analysis, here are the teams ranked by the number of employees:

Team	Number of Employees
UKI	24
Core product	4
International	3
Apps and integrations	2

Insight: The UKI team has the highest number of employees, significantly exceeding other teams.



Visualize|



Anomaly Detection

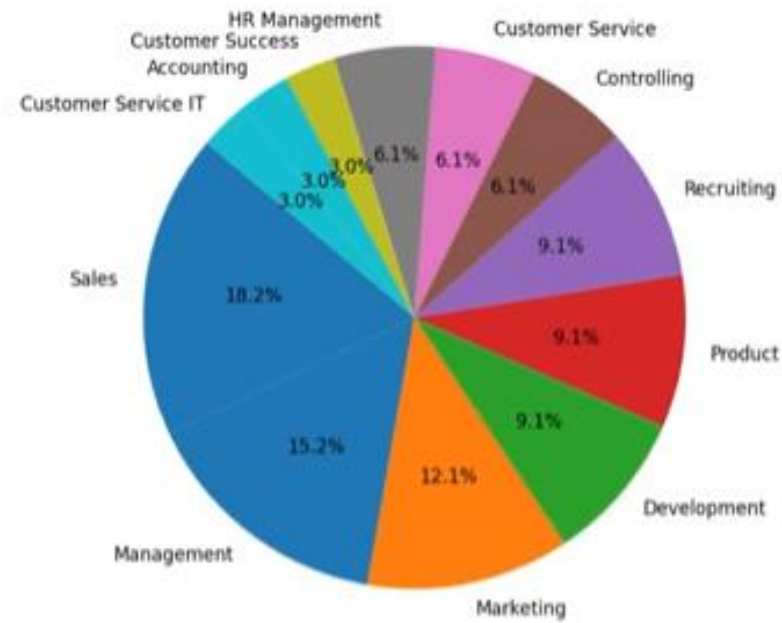


Research Insights



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Department Distribution

Key Usage: This type of analysis helps in understanding departmental workforce allocations or imbalances.

Ask me anything...

Anomaly Detection

Research Insights



ETLZero
Your AI agent for ETL processes

people-100 (1).csv

Extract Transform Load

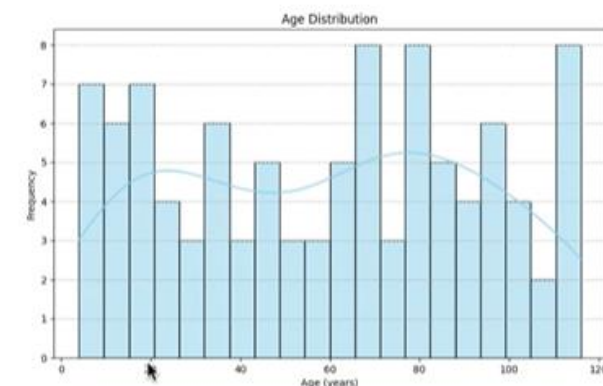
First Name	Last Name	Sex	Email	Phone	Date of birth
Select Header	Select Header	Select Header	Select Header	Select Header	Select Header
Shelby	Terrell	Male	elijah57@example.net	001-084-906-7849x73518	1945-10-26
Phillip	Summers	Female	bethany14@example.com	214.112.6044x4913	1910-03-24
Kristine	Travis	Male	bthompson@example.com	277.609.7938	1992-07-02
Yesenia	Martinez	Male	kaitlinkaiser@example.com	584.094.6111	2017-08-03
Lori	Todd	Male	buchananmanuel@example.net	689-207-3558x7233	1938-12-01
Erin	Day	Male	tconner@example.org	001-171-649-9856x5553	2015-10-28
Katherine	Buck	Female	conniecowan@example.com	+1-773-151-6685x49162	1989-01-22
Ricardo	Hinton	Male	wyattbishop@example.com	001-447-699-7998x88612	1924-03-26
Dave	Farrell	Male	nmccann@example.net	603-428-2429x27392	2018-10-06
Isaiah	Downs	Male	virginiaterrell@example.org	+1-511-372-1544x8206	1964-09-20
Sheila	Ross	Female	huangcathy@example.com	895.881.4746	2008-03-20
Stacy	Newton	Male	rayleroy@example.org	710.673.3213x80335	1980-10-20
Mandy	Blake	Male	iefferunhile@example.org	(992)466-1305x4947	2007-12-08

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Your AI agent for ETL processes

Visualization of Age Distribution

Below is a histogram visualizing the age distribution of the dataset:



Age Distribution

Summary Statistics of Ages

Ask me anything...

Anomaly Detection

Research Insights



Who is it for?

- ✓ **Data Analysts** drowning in spreadsheet merging.
 - ✓ **Data Engineers** tired of maintaining fragile pipelines.
 - ✓ **Product & Growth teams** needing faster insights.
 - ✓ **CTOs** who want AI-native infrastructure, not just AI-powered dashboards..
-
- Don't have reliable data? **Analyse Anomalies**
 - Data scrubbing is manual and tiresome? **Automate AI workflows**
 - Right questions are never asked? **Pre-emptive reasoning & suggestions**
 - Don't track previous decisions taken on the same data? **Conversational history**
 - Hidden trends and insights are often missed? **Insights Detection with Highlights and Visualizations**



Features

- **Self-Healing Pipelines:** Detects and adapts to changes in schema or source data.
- **Natural Language Instructions:** Anyone on your team can ask, “Pull all customer orders over \$10k and map them to marketing segments,” and the AI will build the pipeline for the answer.
- **Semantic Data Understanding:** Goes beyond field names, it understands the meaning behind your data and aligns it with historical business contexts.
- **Auto-Documentation & Versioning:** Every step is explainable, tracked, and maintained, with chat streams for accuracy, critical governance, and data compliance.
- **Connects Everywhere:** Works with modern data stacks (Snowflake, BigQuery, Databricks) and legacy systems (CSV, Excel, FTP, etc.), connects with dynamic APIs.



>



Export

Highlight anomalies in the dataset

Here is a summary of anomalies detected in the dataset based on specific fields:

Age (Column B) > 120:

Row 4: Patient P003 has an age value of **150**.

Temperature (Column D) > 107:

Row 9: Patient P008 has a temperature of **213.7**, which is abnormally high.

Temperature (Column D) < 95:

Row 10: Patient P009 has a temperature of **94**, which is abnormally low.

Heart Rate (Column E) > 110:

Row 4: Patient P003 has a heart rate of **122**, which is abnormally high.

Test Result (Column F) Unusual Values:

Row 3: Patient P002 has a test result of **NaN**, which is irregular.

Row 4: Patient P003 has a test result of **High**,

Ask me anything...



Anomaly Detection



Research Insights



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Canvas

x

Patient_ID	Age	Blood_Pressure	Temperature	Heart_Rate	Test_Result	Timestan
P003	150	190/110	104.2	122	High	2023-08
P008	29	125/82	213.7	71	Normal	2023-08
P009	29	125/82	94	71	Normal	2023-08
P003	150	190/110	104.2	122	High	2023-08
P002	-42	140/90	97.8	68	NaN	2023-08
P003	150	190/110	104.2	122	High	2023-08
P005	52	NaN	98.4	82	Low	2023-08
P007	45	138/88	98.9	78	High	2023-08
P010	38		101.3	89	Inconclusive	2023-08
P007	45	138/88	98.9	78	High	2023-08
P007	45	138/88	98.9	78	High	2023-08

You Upload file

Pick Suggestions

Give Instructions

AI Extracts data

Contextualizes

Flags anomalies

Transforms Data

Logs everything

Highlights

Summarises

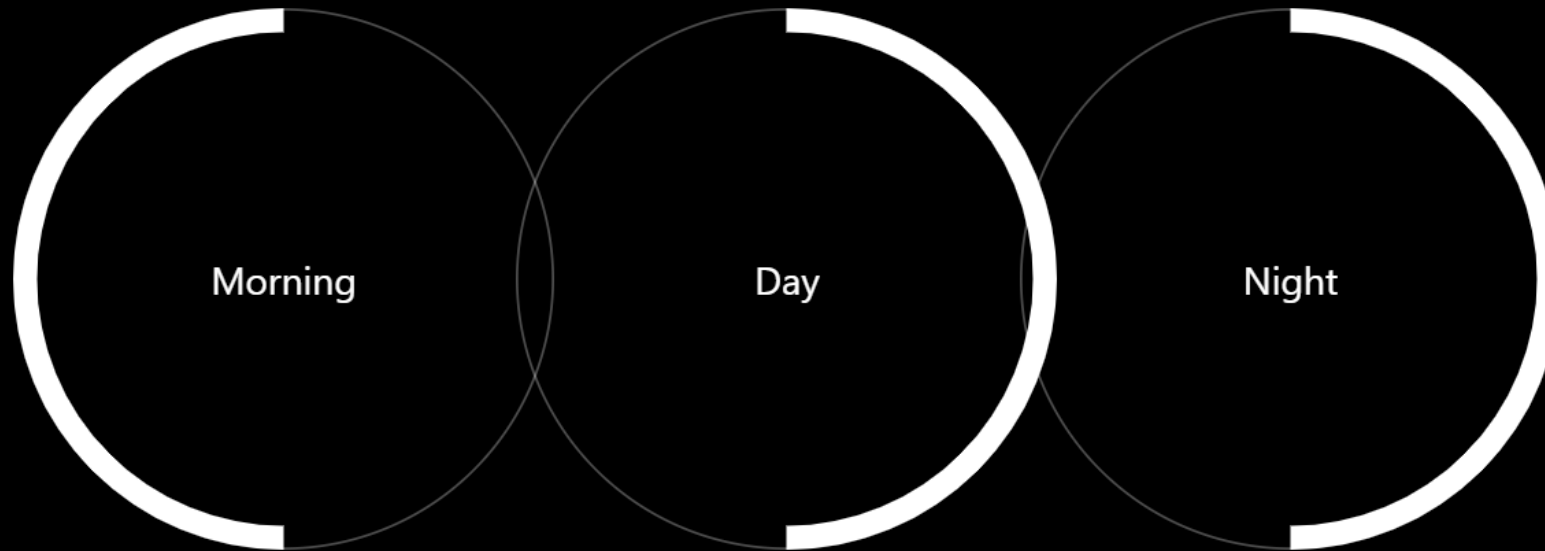
Uploads to DB

AI Remembers
Data Pipeline



Automate your ETL Workflows

Download in JSON format or connect to your databases directly with APIs to schedule.



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AI Calculator?

What's $17 \times 18 = ?$

As humans, we declined in sharp mathematical skills when calculators became of widespread use.

With AI Agents doing all the thinking, we are entering an age of assisted decision
How do we rely on AI so it supports us without taking away our cognitive skills?



What's an 'AI Agent'

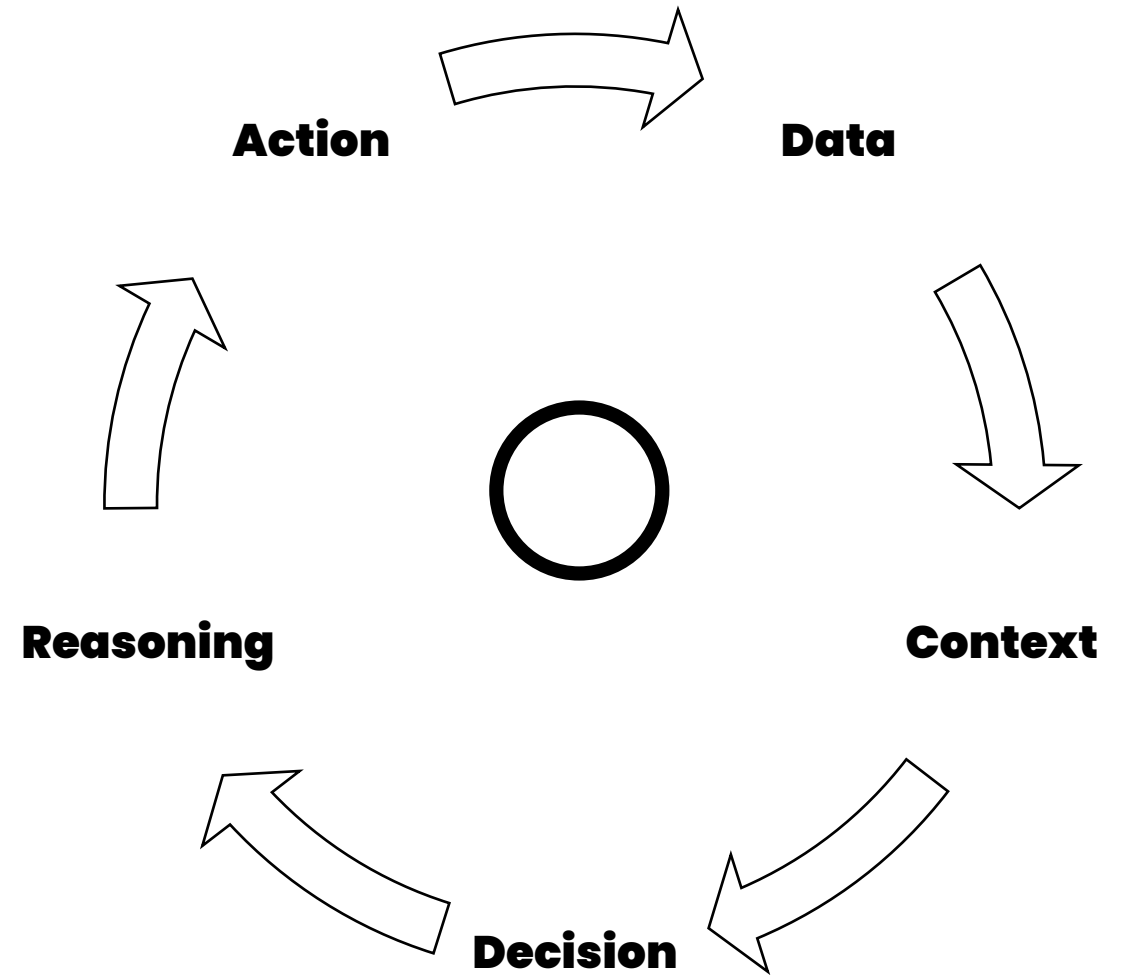
Future of the AI and the Agentic Organization.
Vertical LLMs for Executives.



AI Assistant

Our mission is to turn complicated data workflows into intelligent conversations.

We believe AI agents will be core to every modern data team and **ETLZero** is your Agentic AI data teammate.



Current State of Art

04

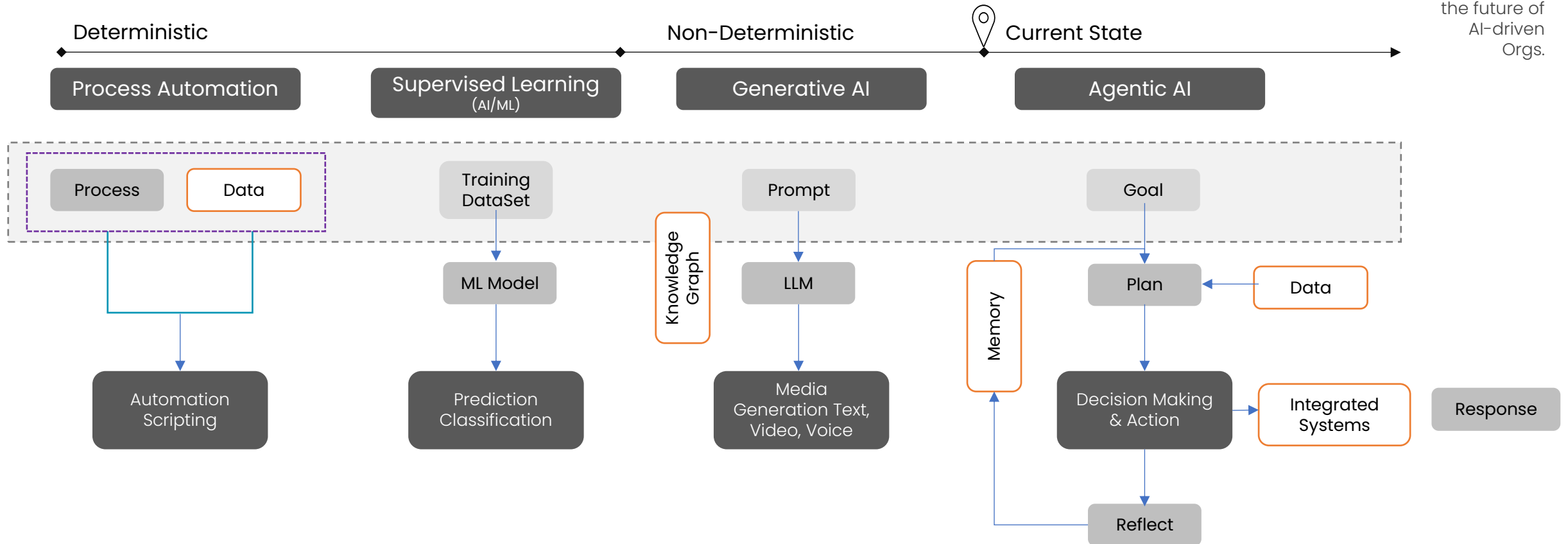
Machine Learning and Deep Learning Techniques

Large Language Models

Multi-Agent Systems

Business Impact

Role of Executives in
the future of
AI-driven
Orgs.



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Industry Tech Landscape

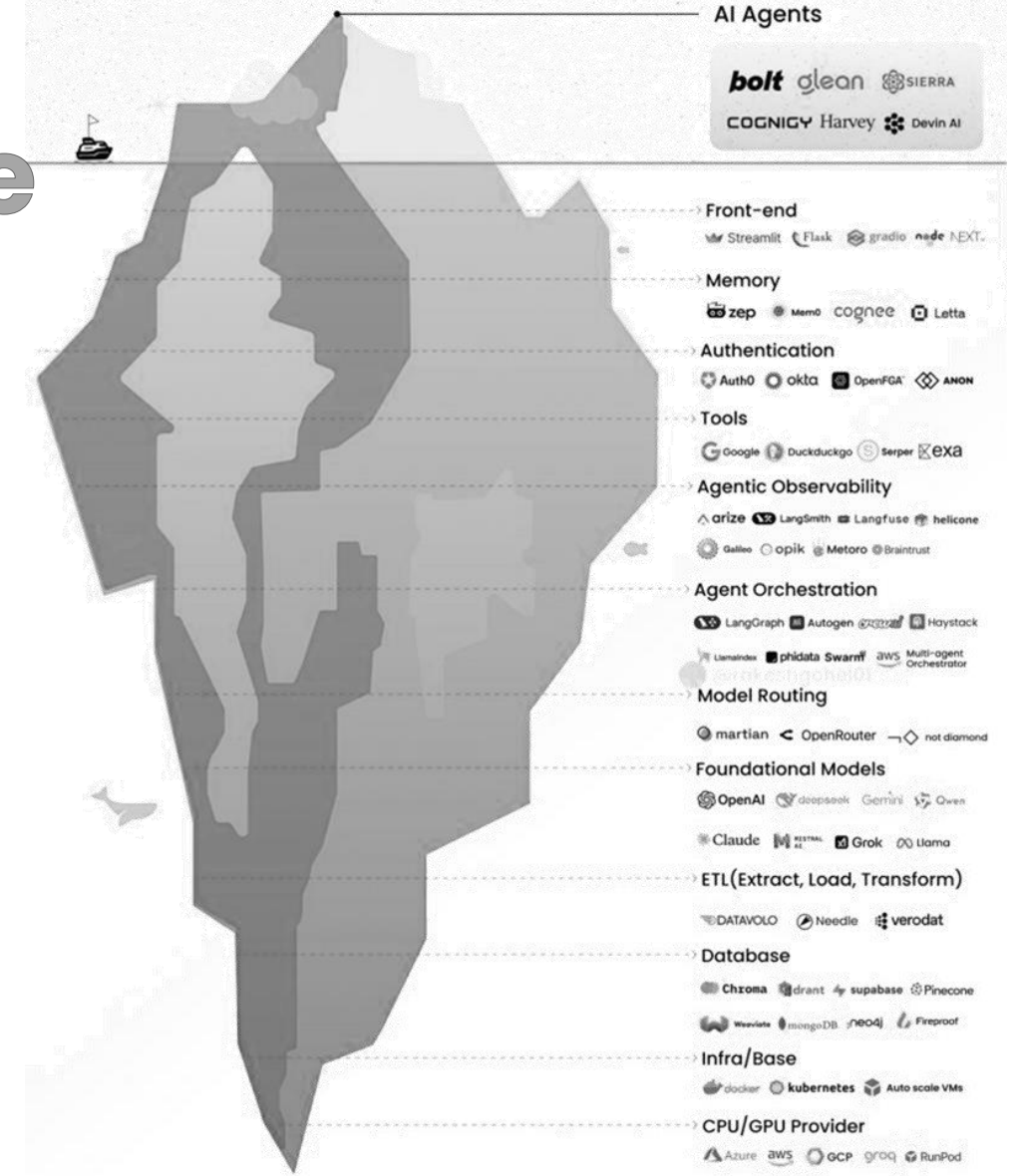
Experience

Design

Utility

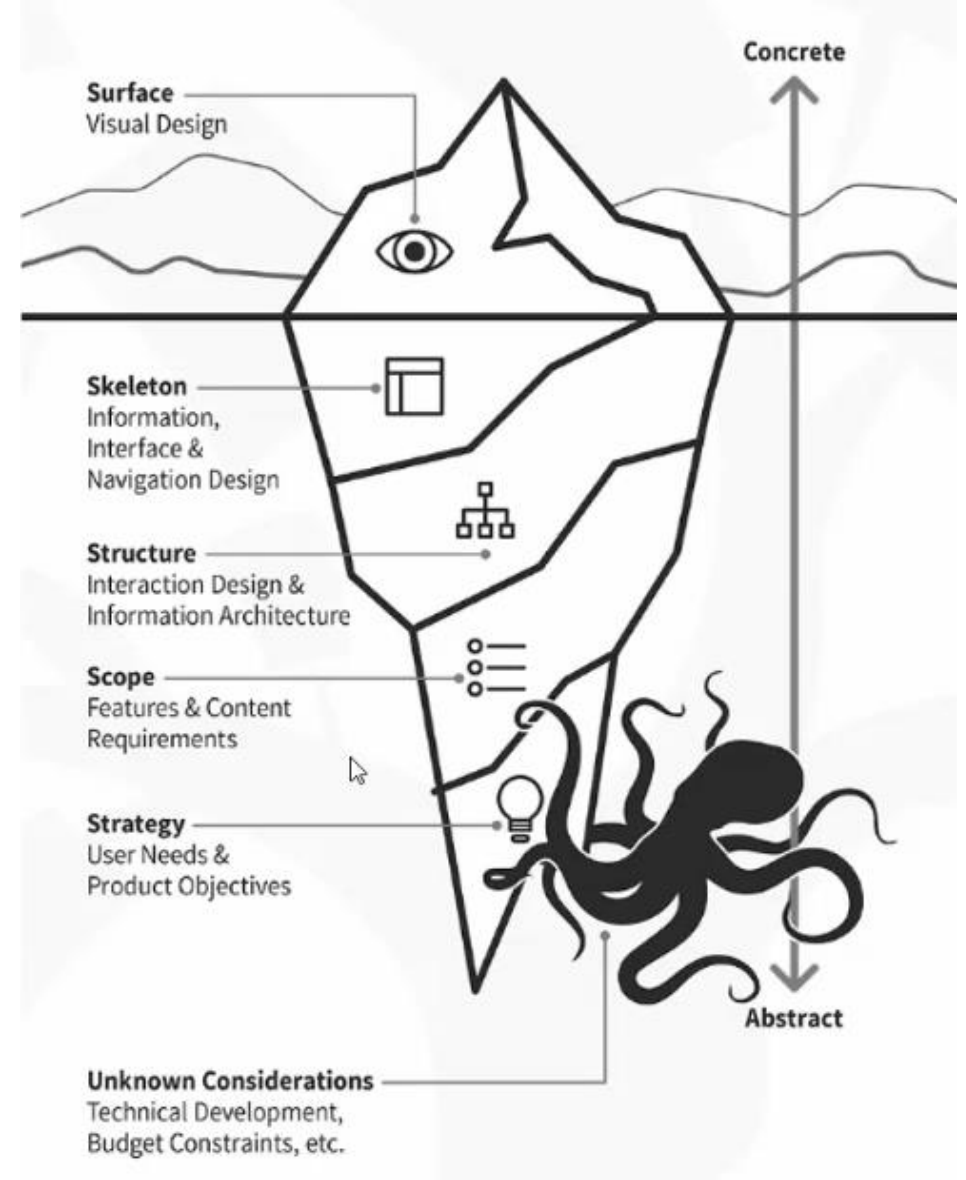
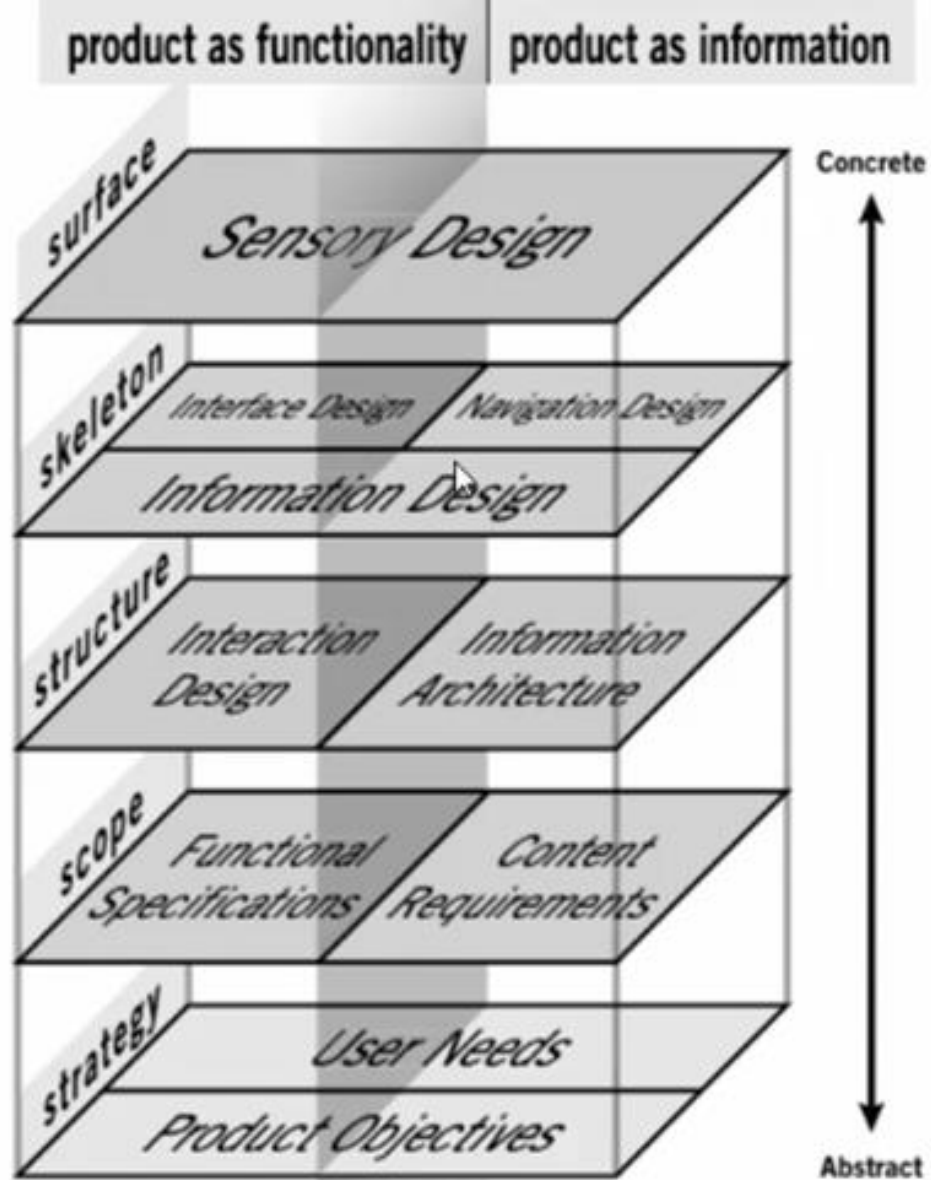
Infra

Strategy



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Why Now?

Data agility is the new competitive advantage.

The Time for AI-Native Data Infrastructure is Now

- ❑ Explosion in data complexity
- ❑ LLMs making human-AI collaboration possible
- ❑ Demand for faster, more reliable decision-making
- ❑ Growing pain with brittle, stitched-together tooling

What ETLZero Can do:

- ✅ Self-Healing Pipelines
- 🧠 Semantic Data Understanding
- 💬 Natural Language Instructions
- 📄 Auto-Documentation & Versioning
- 🔌 Connects to Everything (Modern & Legacy)

DATA THAT THINKS



↓ Participation ↓ Impact ↓ Value

CEO: We made profits

CFO: Projected market share increased.
Next year targets € 1M profits to our business.

CPO: We successfully spent the budgets you gave us.

CEO

CFO

CPO



Transformation

From Scripts to Smart Agents

Traditional ETL

Hard-coded logic

Manual debugging

Static pipelines

Data blind spots

Dashboard overload

ETLZero

Contextual understanding

Self-healing workflows

Adaptive AI agents

Semantic reasoning

Conversational decision interface



↑ Participation ↑ Impact ↑ Value

CEO: We made €15,3M last year with € 1,489M profits

CFO: Projected market share increase of 35% Next year targets € 1M profits to our business top line

CPO: We negotiated 18 vendor deals to save 20% of costs. Identified 15 new suppliers for contingencies and brought back 200K in estimated savings to our business bottom line.

CEO

CFO

CPO



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AI Agent for Data Analysis

🔄 Uploading your file

Choose a Agent While Your File is Processing

🤝 HR Analyst

🏢 Procurement Analyst

📈 Sales Analyst

📊 Marketing Analyst

👤 Organization Design Analyst

💰 Financial Analyst

📁 Data Analyst

⚖️ Legal Analyst

🏥 Medical Researcher



"Smart data structures and dumb code works a lot better than the other way round."

– *Eric S. Raymond*



Thank You :)

If you're tired of patching pipelines or losing insights in complexity we'd love to show you what your future data infrastructure looks like.

We're working with a select group of **early partners** who want to reimagine data operations with us.

general@video.wiki | +351 923184502

Leren Leren Unipessoal

Company VAT/NIPC: 517383861

Address: PCI - Creative Science Park, Rua Do Conhecimento, Aveiro

Region, 3830-352 Ílhavo, Portugal

EQUITABLE

FAIR



SAFE



TECHNICAL APPENDIX

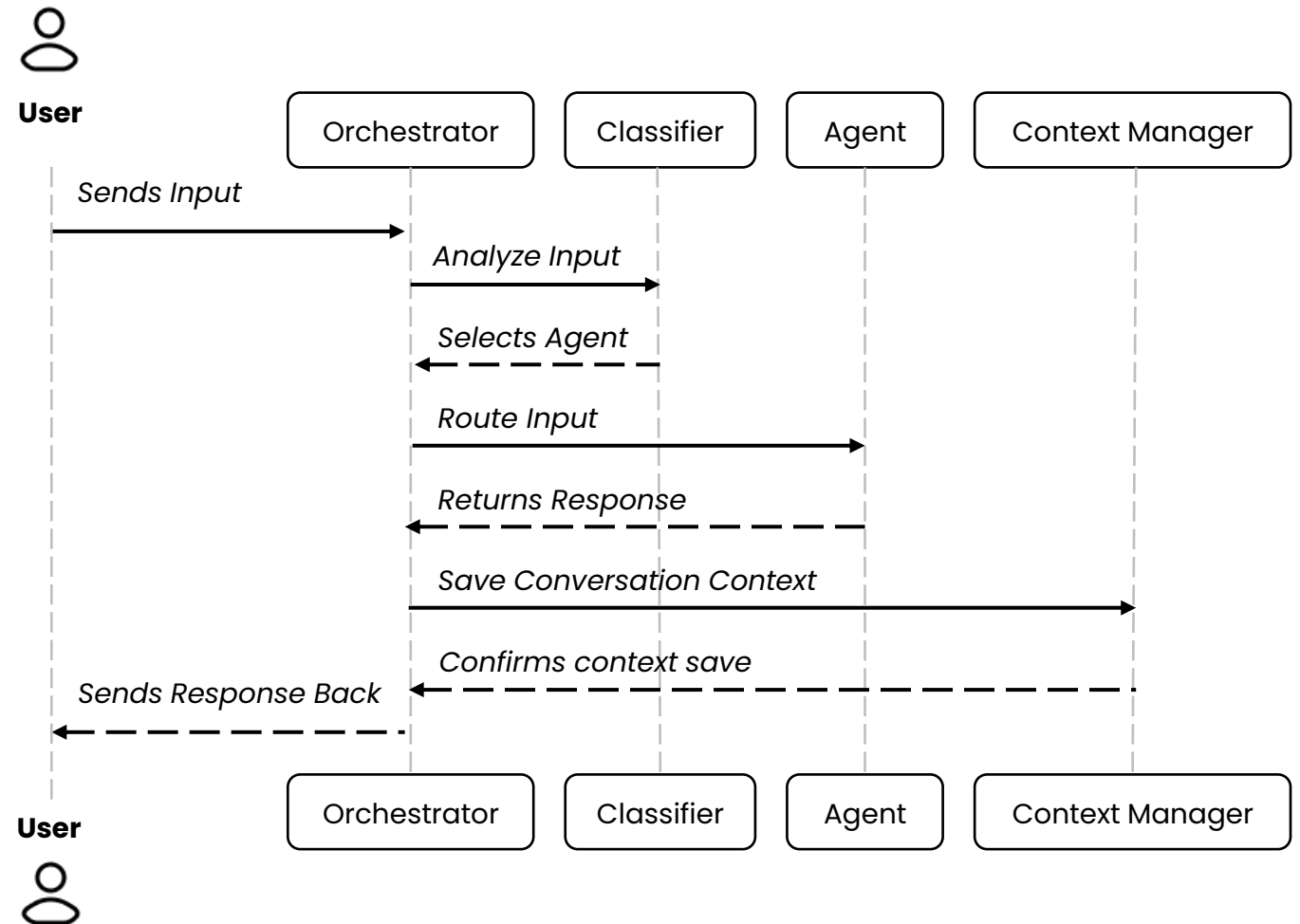


Tech

The Multi-Agent Orchestrator framework allows you to manage multiple AI agents, dynamically routing user queries to the most suitable agent while maintaining context across conversations. This tutorial will guide you through setting up the orchestrator and integrating multiple agents to handle different types of queries. The idea here is to use the Orchestrator to manage the framework as depicted:

Requirements

- Python 3.x
- Optional: Node.js (TypeScript-based implementations)
- Bedrock LLM and Amazon Lex (or similar) for agents
- AWS credentials for accessing Amazon services



What are AI Agents?

AI Agents are software programs that autonomously perform tasks or processes on behalf of users or systems. They operate using **Artificial Intelligence (AI)** techniques to:

1. **Perceive** the environment (e.g., data inputs, user interactions).
2. **Reason** about goals and make decisions.
3. **Act** in the environment to achieve objectives.

Agent Type	Simple Reflex	Model Based	Goal Based	Utility Based	Future Type
Agent Examples	Basic Antivirus Software	Smart Thermostat	Advanced AI Chess	Autonomous Driving	Smart City Traffic Planner
Key Characteristics	Condition Action Rules	Internal Model of the Environment	Transfer Learning & Reinforcement Learning	Evaluating scenarios to choose the best outcome	Collaborative methodologies that represent the current state of art



Definitions	Automation  A program that executes predefined, rule-based tasks automatically	AI Workflow  A program that for one Boolean logic calls an LLM via API for one or more steps	AI Agent  A program designed to perform non—deterministic tasks autonomously
Core foundations	Boolean logic	Boolean + Fuzzy Logic	Fuzzy Logic + Decision Making with Game Theory
Focus	 Logical Programming	 Mathematical logic and set theory	 Mathematics, economics and social science
Tasks	 Deterministic, predefined rule-based tasks. Black & White scenarios.	 Deterministic tasks requiring flexibility to handle vagueness and ambiguity.	 Non—deterministic, adaptive tasks with assumptions, coordination, and reinforcement
Strengths	☐ Delivers reliable outcomes ☐ Fast to execute	☐ Better handling of complex rules ☐ Great for pattern recognition	☐ Highly adaptive to new variables ☐ Simulates human—like behavior and reasoning
Weaknesses	☐ Limited to tasks that are explicitly programmed ☐ Cannot adapt to new scenarios ☐ Struggles with complexity	☐ Requires data to train models effectively ☐ Harder to debug and interpret	☐ Less reliable, may produce unpredictable undesired outcomes ☐ Slower execution
Example ETLZero	IFTTT program flows. Send a Slack notification every time a new lead signs up a form.	AI control systems (e.g., smart devices), Analyze, score and route every website inbound lead using ChatGPT	Negotiation strategies, market competition. Perform a full internet search on every vendor for a product and update contact information



INVESTOR APPENDIX



The Market and its Size?

Definitions Refresher (Contextualized for **ETLZero**)

TAM (Total Addressable Market):

- The total market demand for the product/service if it had 100% market share.
- Based on global spend on data integration, ETL tools, and relevant adjacent categories.

SAM (Serviceable Available Market):

- The segment of the TAM targeted by our products/services which aligns with product's capabilities and our geographical reach.

SOM (Serviceable Obtainable Market):

The portion of SAM we can realistically capture in a short term, based on competition, sales capacity, marketing, etc.



Top-Down Analysis

Assuming ETLZero's target is:

Capturing 0.5% – 1% of SAM over the next 5 years

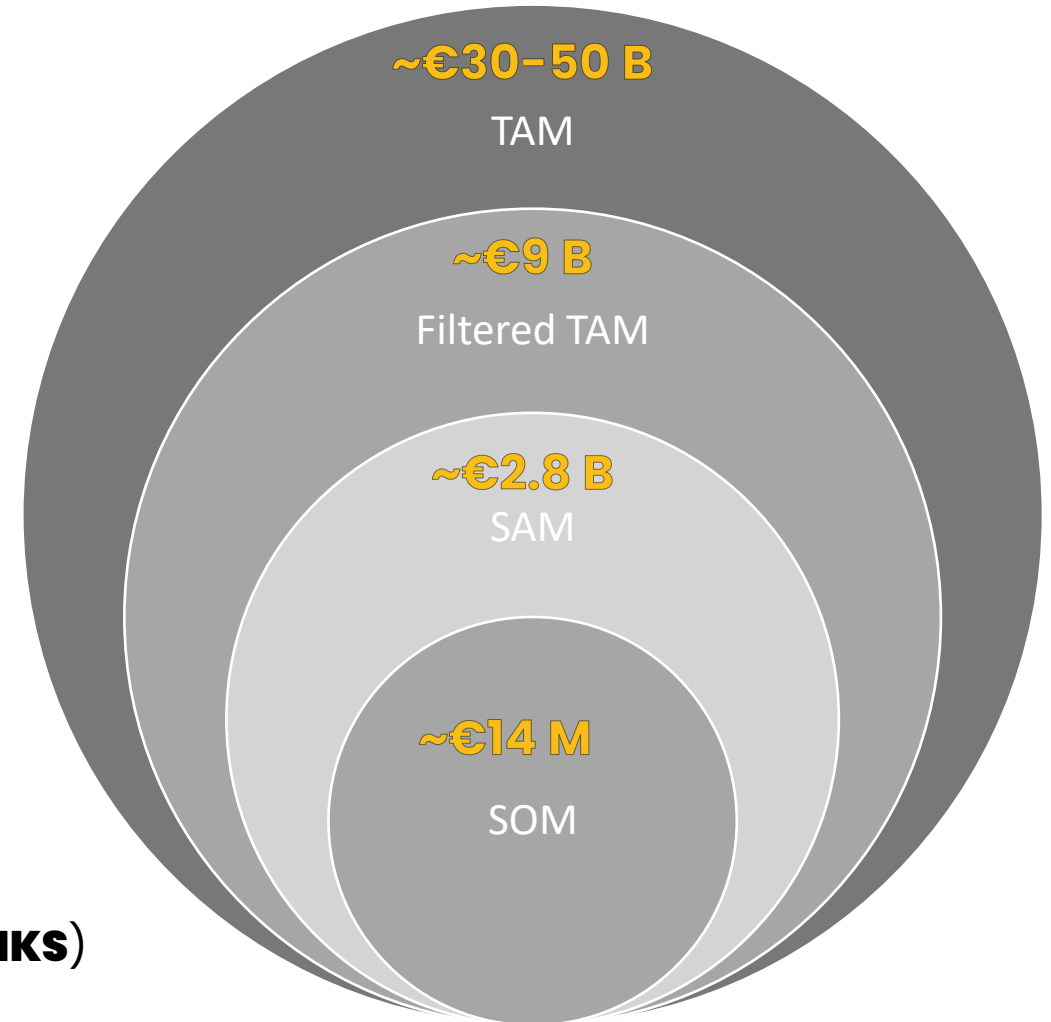
(Conservative assumption for early-stage SaaS startup with solid product)

SOM = €2.8B × 1% = **~€28M**

revenue potential(5-year horizon)

Or lower bound: €2.8B × 0.5% = ~€14.17M

- ✓ Focused go-to-market in NA/EU
- ✓ Lean team/startup scale
- ✓ Early adopter traction in 2–3 verticals
- ✓ Market entry with strong differentiation (**DATA THAT THINKS**)



The Capability

With our current team, product, and market access, we could be generating \$14M–28M in annual recurring revenue (ARR) by Year 5, if things go well.

If ETLZero has:

- A 10x improvement vs competitors
- Viral loop or network effects (ex: marketplace, AI-powered procurement)
- Strong channel partner integration
- Fast GTM team & proven ICP

Then 2–5% SOM is possible:

2% of €2.835B = **€56.7M ARR**

5% of €2.835B = **€141.75M ARR**



Bottom-Up Analysis

SOM (Serviceable Obtainable Market – 5-Year Target)

500 companies in 5 years: ~3% penetration of SAM

Revenue:

120 SMBs × €3K = **€360K**

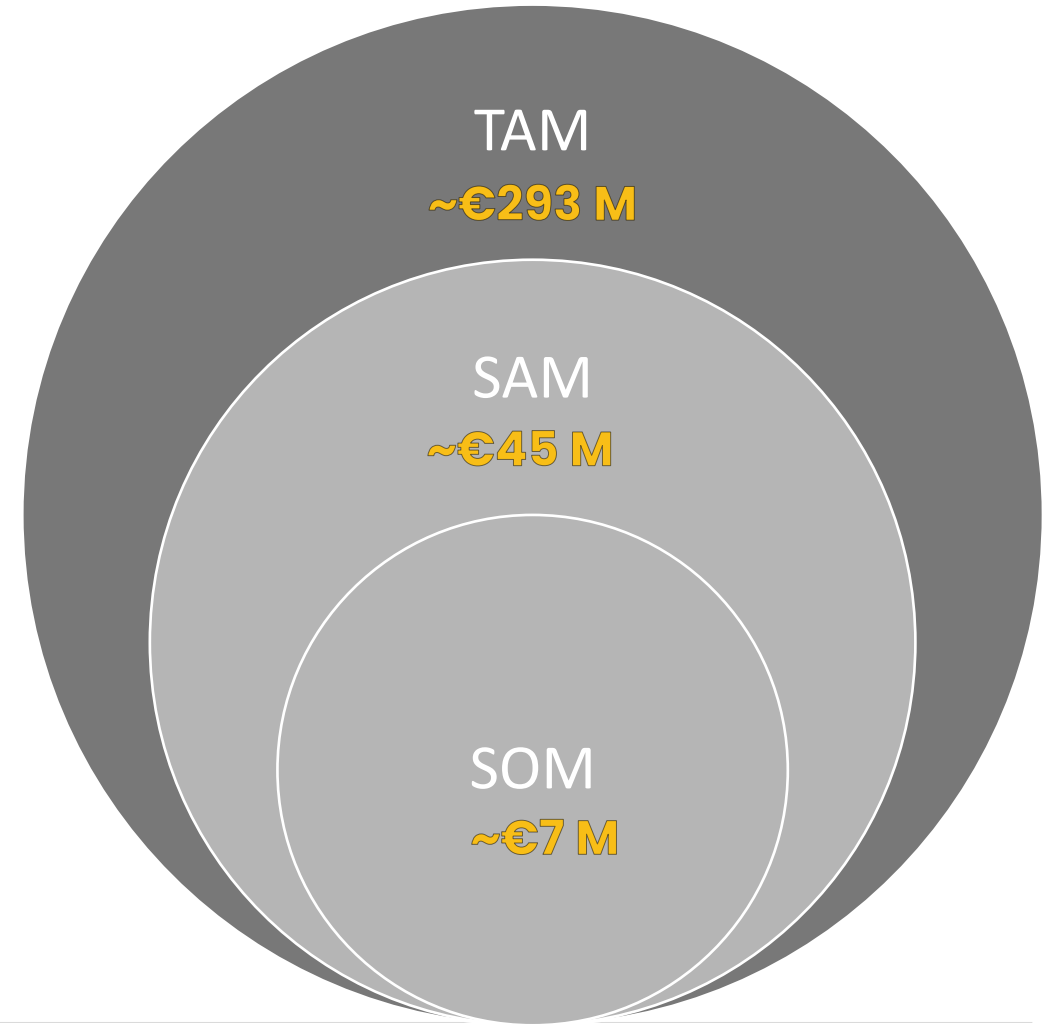
200 Mid-market × €10K = **€2M**

100 Enterprise × €50K = **€5M**

(assuming mix of 40% mid-market, 60% enterprise adopters)

SOM is projected ARR that ETLZero could reach *annually* within 3–5 years; not cumulative revenue.

SOM = €7.36 Million



Obtainable Market

Opportunity size of **€14M** Top-down

With our current team, product, and market access, we could be generating \$14M–28M in annual recurring revenue (ARR) by Year 5,

- ❑ If ETLZero has: A 10x improvement vs competitors
- ❑ Viral loop or network effects (e.g., marketplace, AI-powered procurement)
- ❑ A strong channel partner or integration strategy
- ❑ Fast GTM team & proven ICP

With a bottom-up Market, **€6 M**

even at a modest 3–5% market penetration, BuyForce can generate a strong multi-million ARR, with potential to grow based on pricing expansion,

- ❑ Per-seat pricing,
- ❑ Custom workflow modules,
- ❑ AI add-ons,
- ❑ Integrations



Getting past Investment Checkpoint

Let's get past first Investment Roadblock with first cheque."

