**QUESTIONS & ANSWERS**

**IN SIMPLE TERMS, WHAT DOES THIS STARTUP / PRODUCT DO?**

Occtoo offer an Experience Data Platform that help digital teams build relevant digital experiences faster and orchestrate all their digital experiences from one single place. We do this by providing them instant access to all necessary data and content without having to build time-consuming and expensive integrations.

**WHAT IS THE PROBLEM THIS COMPANY IS SOLVING?**

Today companies need to digitalize all parts of the customer journey with new digital experiences and self-service tools. Today this is executed to slow and very expensive because their data is locked into silos and digital teams are reliant on tech resources to build integrations for them to access the data.

**HOW HAS THIS PRODUCT SOLVED THE STATED PROBLEM?**

With Occtoo digital teams can surface all data and content to become autonomous and have it at their fingertips so they can access it instantly, and most importantly, start to combine it to fuel relevance into their digital experiences. This means they can digitalize the customer journey at a much faster pace and make sure to act on market opportunities/changes and test and try new digital concepts with less risk. They also get one single place to orchestrate all of their digital experiences and can easily re-use and share data across their digital touchpoints.

**DESCRIBE HOW THIS PRODUCT WAS CREATED? WAS IT A PERSONAL PROBLEM YOU HAD?**

Niclas Mollin, Jimmy Ekbäck and Daniel Brdarski co-founded market leading Product Information Management system inRiver. They clearly saw how digital teams were handcuffed and could not innovate at the pace needed. Ideas were buried in long backlogs and integration projects and digital teams ended up sitting in the backseat instead of in the drivers seat when it came to drive digital innovation at their companies.

**WALK ME THROUGH THE USER EXPERIENCE:**

Octoo offer an easy to use interface where people with no coding skills easy can just slice and dice data and pick the specific assets they need for the digital experience they want to build.

**WHAT SORT OF “TRACTION” CAN YOU DEMONSTRATE?**

The solution has become especially popular among upper mid-market and enterprise sized retailers with a need to support their omnichannel sales strategy such as Cartier, Intersport and Nordic Nest.

**HOW DO YOU MAKE (OR PLAN TO MAKE) MONEY?**

We are a SaaS service with a consumption based payment model so customers pay per destination (app/digital experience) they have built where Occtoo serves the data.

**HOW BIG IS THE MARKET IT IS ADDRESSING?**

The global digital experience platform market is expected to grow from $9.6 billion in 2021 to $10.9 billion in 2022 at a compound annual growth rate (CAGR) of 12.5%. The digital experience platform market is expected to reach $17.5 billion in 2026 at a CAGR of 12.6%.

Source: <https://www.reportlinker.com/p06319495/Digital-Experience-Platform-Market-Global-Market-Report.html?utm_source=GNW>

**WHAT IS HAPPENING IN THE NEWS \*RIGHT NOW\* THAT MAKES THIS COMPANY PARTICULARLY RELEVANT? (e.g. the rise of AI etc)**

Gartner predicts that in 2023, 60% of companies will seek composability in their tech investments. Occtoo is built on the Composable principle and is the software piece that connects all data, content and APIs in the composable stack. Occtoo was also one of the first 10 companies that was certified by the MACH Alliance.

**(If relevant to the news) WHAT IS THE NEW ROUND OF FUNDING AND HOW MUCH IS IT?**

The size of this Seed round is €4.6M. In total the company has raised €6.7M to date.

**WHO ARE THE INVESTORS?**

Newion, 42CAP & Industrifonden

**WHAT WILL THE MONEY BE USED FOR?**

Product development, extending partner network and further expansion

**WHO IS IN THE TEAM AND WHY ARE THEY AWESOME?**

The founders (Niclas Mollin, Jimmy Ekbäck and Daniel Brdarski) are 2nd time founders and was previously part of building and defining the Product Information Management category and turned SaaS company inRiver into one of the leading players in the field.

As part of the advisory board is also Denise Persson, CMO at Snowflake and Moritz Zimmermann, founder of one of Europes first unicorns, digital commerce platform Hybris (acquired by SAP in 2015).

**WHERE IS THE TEAM BASED? IS IT THE SAME AS THE COMPANY HQ?**

The company is remote-first with 45 team members in 13 countries. The company was founded in Sweden with HQ in Malmö**.**

**ALL EXTRA INFORMATION MUST BE SENT IN EMAIL IN PLAIN TEXT (Please do not attach PDFs, Word docs etc)**

**\*LINKS\* TO PRESS KIT / PRODUCT VIDEOS / PHOTOS etc:**

**Link to media kit:** [**https://www.occtoo.com/funding-news-press-material**](https://www.occtoo.com/funding-news-press-material)

**NAMES OF FOUNDERS:**

Niclas Mollin, Jimmy Ekbäck, Daniel Brdarski

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**CRUNCHBASE URL:** https://www.crunchbase.com/organization/occtoo

**IMPORTANT – LINKS TO PREVIOUS RELEVANT STORIES ABOUT YOUR COMPANY:**

Listed as Top 10 most promising Swedish based startups: <https://www.eu-startups.com/2021/02/10-promising-sweden-based-startups-to-watch-in-2021/>

Coverage from previous funding round: <https://siliconcanals.com/news/startups/swedish-startup-occtoo-gets-2-1m/>