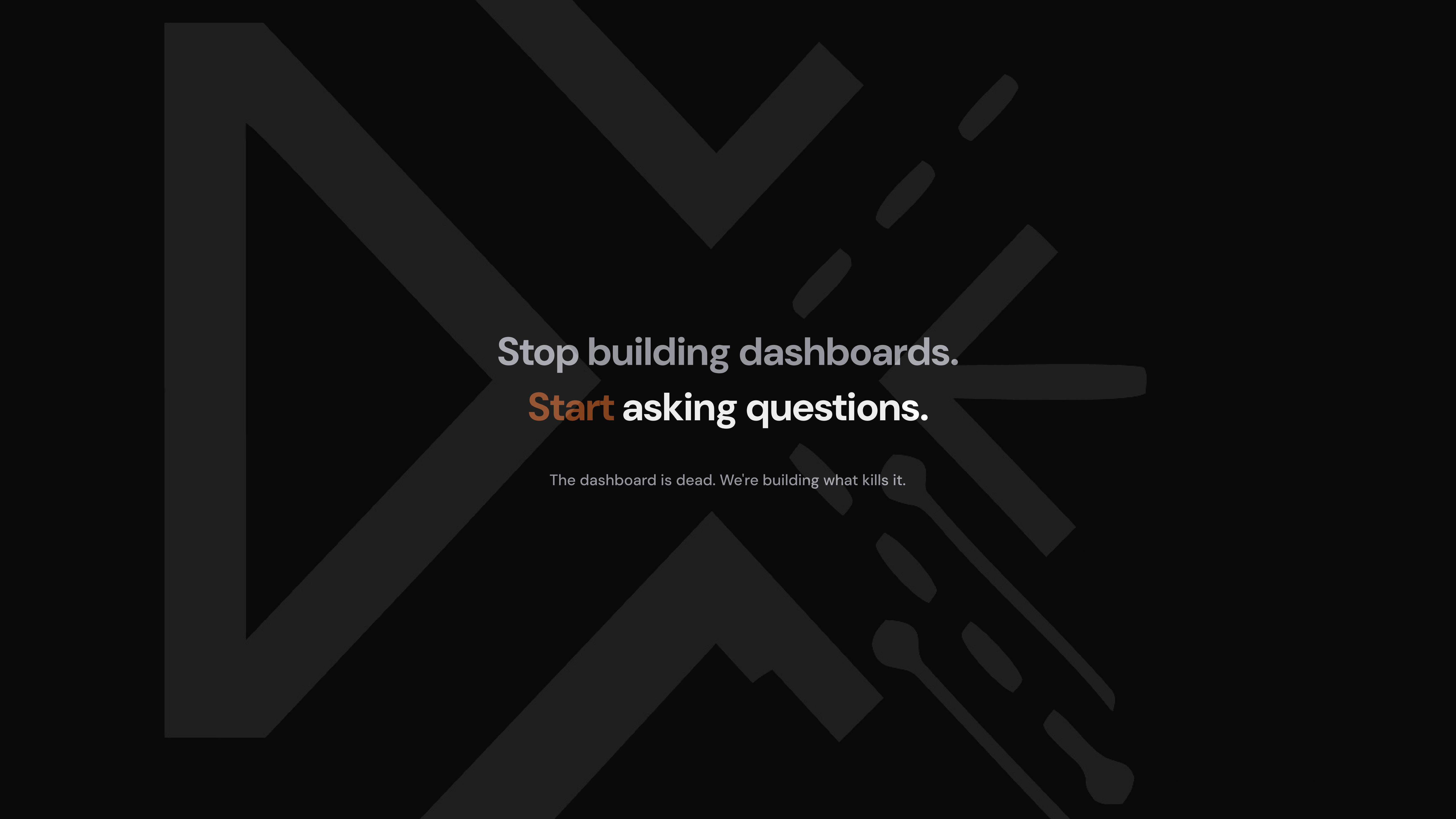


DEX AI

Your data **shouldn't** need a specialist.





Stop building dashboards.
Start asking questions.

The dashboard is dead. We're building what kills it.

Data is everywhere. Answers are not.

Every company is drowning in data and starving for insight. The tools meant to help have become the problem.

Dashboards are slow

3–5 days to commission a report. By the time it ships, the decision is already made.

SQL is a bottleneck

Only 5% of employees can write it. Everyone else joins the queue.

Teams wait for analysts

82% of employees never open their BI tool. They ping the analyst instead.



People don't want dashboards.

They want **answers.**

Ask your data in plain English
Get instant insights
Make decisions faster

Thread

Inioluwa Adeyinka 4 minutes ago
@DEX AI what is the most sold product we have in the store sales

2 replies

DEX AI APP 4 minutes ago
Dataset: store_sales.csv

Most Sold Product in Store Sales

Based on the `ItemPurchased` column across all 5,000 rows, here are the top products by frequency:

Key Takeaway:

- 🏆 **Handbag** is the most sold product with an estimated **312 units**
- It falls under the **Accessories** category
- **Shirt** (Mens Clothing) and **Sneakers** (Footwear) follow closely behind
- Electronics like **Mobile Phone** & **Smart Watch** also rank highly despite higher price points

⚠️ **Note:** Figures are estimated from dataset patterns. For precise counts, full aggregation on the `ItemPurchased` column is recommended.

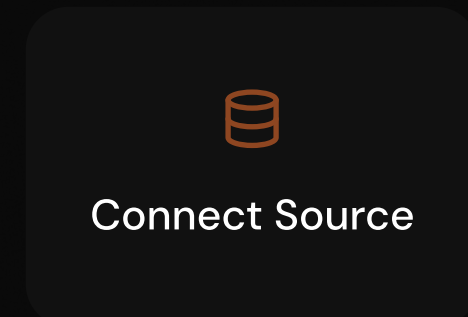
Top 10 Most Sold Products ▾

Product	Estimated Units
Handbag	312
Shirt	298
Sneakers	285
Mobile Phone	275
Perfume	262
Formal Shoes	248
Cuntains	235
Smart Watch	228
Snacks	218
Football	205

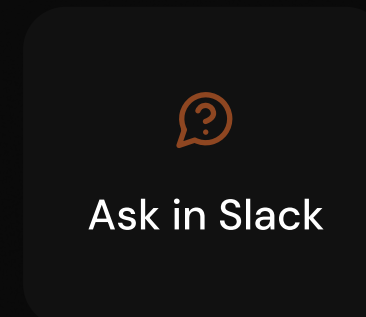
B I U ↻ | 🔗 ☰ ☷ | ☰ </> 🗑️

Reply...

Also send to # social



Postgres · MySQL · CSV



Plain English. No SQL.

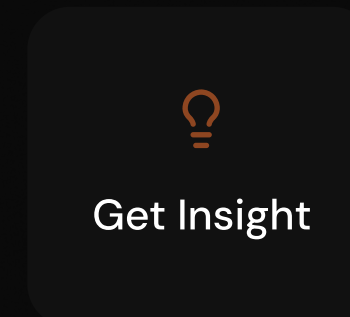
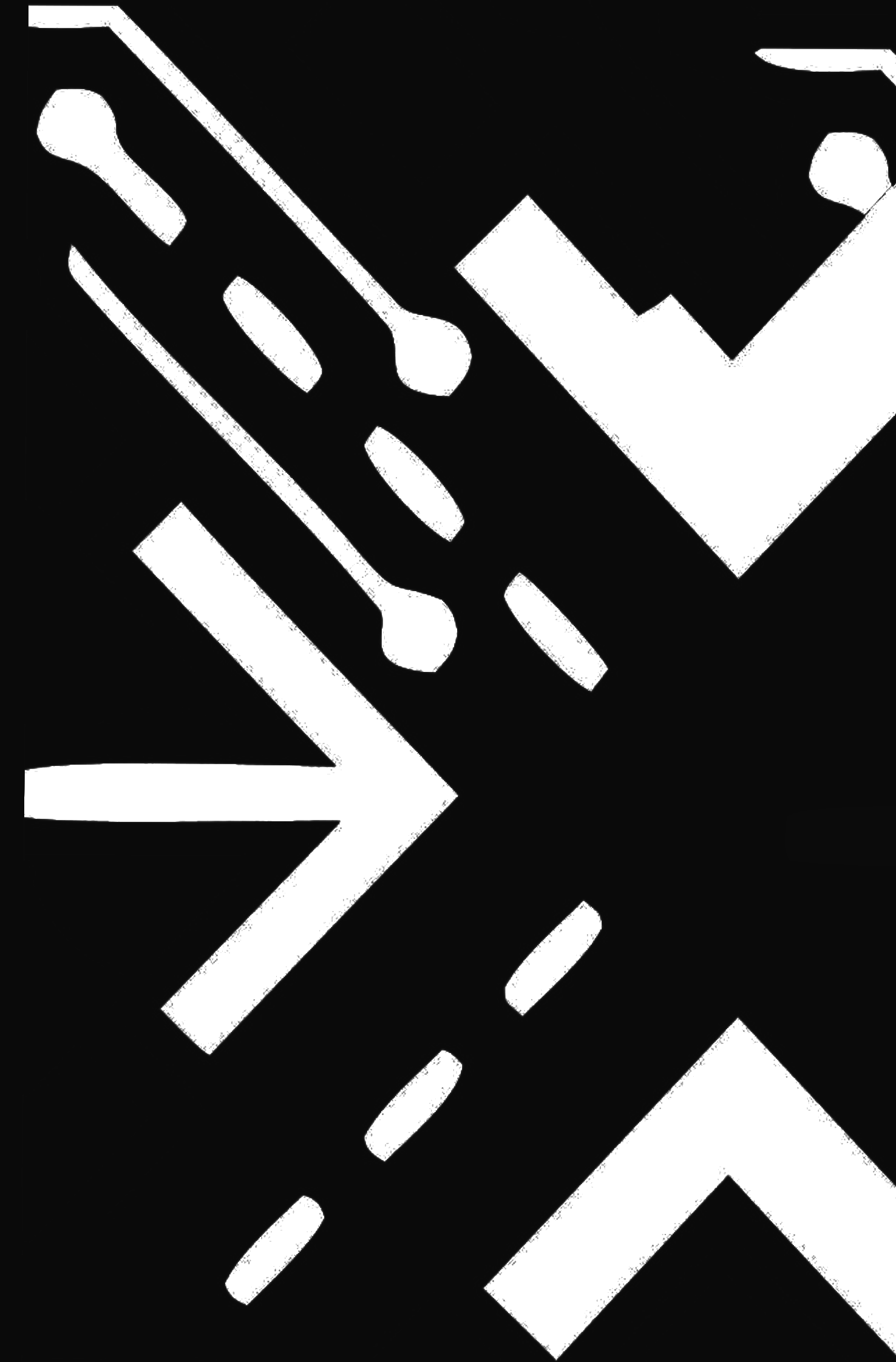


Chart + narrative answer

Current MVP: CSV upload & Postgres. Native Snowflake / BigQuery integrations ship with seed funding.



THE PRODUCT

Two layers. One product.

Teams query their data **where they already work** — Slack or Teams. For deeper exploration, Dex surfaces a full analytics environment: projections, AI chat, SQL mode, data cleaning.

"We're not replacing dashboards with a chatbot.
We're replacing the need for a data team."

- 1 The wedge**
Natural language questions in Slack — answered in seconds
- 2 The moat**
Full analytics platform — Charts, Projections, AI Chat, SQL, Data Cleaning

LAYER 1 · SLACK — the wedge, where every conversation starts

Inioluwa Adeyinka 1 minute ago
@DEX AI How often do we sell sport related items and how can we drive more sales for it

1 reply

DEX AI APP 1 minute ago
Dataset: store_sales.csv

↓ ONE CLICK TO GO DEEPER

LAYER 2 · DEX PLATFORM — full analytics, no data analyst required

store_sales.csv
5,000 rows · 11 columns · Uploaded 4/8/2026

Export | Open Data Editor

Charts & Insights | Projections | AI Chat | Data Cleaning | SQL Mode | Text Query

Overview

AI Summary: The store_sales.csv dataset contains 5,000 unique customer transactions across 9 product categories, with purchase amounts ranging from \$5.08 to \$2,997.94 (mean \$285.09, median \$122.49), indicating a right-skewed distribution driven by high-value outliers. The customer

Key Findings (5 findings):
1 Footwear is the top-selling category with 983 purchases (19.66%), followed by Sports at 835 (16.7%), making these two categories account for over 36% of all transactions.

No dashboards built manually · No data team ticket · No SQL written



Why Now

AI behavior shift

Teams expect to talk to their tools, not learn complex interfaces

Data explosion

Every company has data, but few can access insights quickly

Slack as work hub

Meet teams where they already collaborate and communicate

Need for speed

Business decisions require instant answers, not week-long projects

WHAT YOU NEED TO BELIEVE

By 2028, 80% of business users will **never look at a BI dashboard** again.

The \$30B Business Intelligence market won't be disrupted by *better charts*. It will be **replaced** by conversational interfaces that live where work already happens.

\$30B+

BI market today

\$54B

projected by 2030

82%

of employees never use their BI tool

Our Moat

The defensible wedge isn't features — it's **where the work happens.**

Capability	Traditional BI	ChatGPT	Julius AI	DEX AI
Lives inside Slack / Teams	×	×	×	✓
Shared team query history	×	×	×	✓
Plain-English, no SQL required	×	✓	✓	✓
Connects to live databases	✓	×	✓	✓
Data never leaves your stack	✓	×	×	✓
Setup in < 10 minutes	×	✓	×	✓

* Tableau Pulse and PowerBI Copilot are shipping AI chat — but they stay outside your workflow. Dex is *in* Slack.

Business Model

Per-workspace SaaS · Land free · Expand to Enterprise

Free	Starter	MOST POPULAR Professional	Enterprise
\$0 forever	\$49 /mo	\$149 /mo	\$399 /mo
<ul style="list-style-type: none">· 1 dataset · 5k rows· 20 queries/month· 1 user· CSV & Excel upload	<ul style="list-style-type: none">· 10 datasets · 5 GB· 100 analyses/month· Up to 3 members· 30-day audit logs	<ul style="list-style-type: none">· 50 datasets · 25 GB· 500 analyses/month· Up to 10 members· DB connections (Postgres, MySQL)	<ul style="list-style-type: none">· Unlimited datasets· 100 GB · 25 members· SSO / SAML + API· Dedicated onboarding
Acquisition engine	\$588 / yr per workspace	\$1,788 / yr per workspace	\$4,788 / yr per workspace

The 18-month math

50 workspaces × avg. \$399/mo (Enterprise) = **\$239k ARR**. Mix in Starter + Pro seats and you clear **\$250k ARR**. That's the number.

\$5k ACV

blended target per workspace

TARGET ACV BREAKDOWN

\$5,000 / yr per workspace · ~40 seats at **\$10/mo** on the Pro plan

LAND → EXPAND MOTION

Land: Ops leaders expense it to bypass the data queue · **Expand:** Usage-based as other departments join

Pre-revenue · Private Beta

We're pre-revenue. But our beta users tell a different story.

12

beta teams

across ops, sales & finance

1,450

questions asked this month

avg. 121 per team

0

dashboards built

by those same teams

| *That's 1,450 times a team member got an answer without waiting for a data analyst.*

Team



Inioluwa Adeyinka

Co-Founder & CTO

Software Engineer @ BRIECHUAS

Spent years building internal tools and watching colleagues drown in dashboards nobody read. Decided to fix the problem instead.




Kenneth Chidiebele

Co-Founder & Brand Strategist

Analyst @ CITA Petroleum

Lived on the other side of the problem — the analyst fielding 20 ad-hoc data requests a week. Built Dex to give that time back.

 **On GTM:** We are builders, not enterprise sales veterans — and we own that. The \$1M funds our **PLG motion** and the GTM lead who converts beta queries into paid seats. **Land:** VP Sales puts it on a credit card to bypass the data queue. **Expand:** CFO mandates it across Ops once the ROI is visible. The data team never signs the check — and they were never our buyer.



THE VISION

We're not building a tool.

We're building the **interface between humans and data.**

Every employee should be able to interrogate their company's data the same way they'd ask a colleague — in plain language, in the moment they need it.

Reasons **NOT** to invest in Dex AI

Investors will think these things in the room. We would rather say them first.

✕ **Pass if: You think Microsoft Copilot or OpenAI wins by default**

✔ They might win on raw capability. They won't win on where-work-happens. A Slack-native product that learns team context is a different product category, not a slower model.

✕ **Pass if: You believe data teams will block shadow-IT AI tools**

✔ That's a real risk. Our bet: PLG means the data team gets replaced by the product, not asked permission. Twelve beta teams have already gone around their BI stack — none got blocked.

✕ **Pass if: You want a team with a 10-year enterprise sales track record**

✔ We don't have that. We have a builder who's shipped production systems and an analyst who's lived the problem for 5 years. The \$1M funds the sales hire, not the sales motion we don't know.

If none of those made you close this deck, keep reading.

Raising

\$1M Pre-Seed

What this unlocks:



18 months of runway

to prove the PLG motion: 50 paid workspaces, \$250k ARR, land-and-expand documented



2 senior engineers

native Snowflake & BigQuery integrations — the integrations that unlock enterprise deals



1 GTM lead

owns the bottoms-up Slack adoption playbook that converts free queries into paid seats

\$250k ARR

18-month target

50 workspaces

daily active at month 18

Seed-ext ready

proven land-and-expand → Series A pipeline

** \$250k ARR does not hit a conventional Series A bar in 2026 — we know that. This round is about proving the motion works. A documented PLG playbook and 50 engaged workspaces is what gets us to the next table, not vanity ARR.*

Ask your data anything.

Get answers **instantly**.

DEX AI