

TLDR; Agentic revenue-creation intelligence for private equity, based on proven methodology from founder's previous consulting work: **70% margin**, near zero churn, product and ontology moat: **\$100M ARR by 2030**.

The Problem

- The era of cheap debt is over. PE firms must now create more revenue inside their portfolio companies.
- The best firms always did this. Most mid-market firms are now under pressure to catch up.
- A third of value creation initiatives fail for one reason: the PE firm has no real insight into what's happening inside the portco.

Our Solution

After system integration (SI) of a portco's data systems (CRM, ERP, etc), Onyx autonomously builds an ontology of how that specific portco runs, and feeds continuous operational insight back to the PE firm's value creation team. The ontology improves its understanding of each portco continuously, allowing unmatched tailored insight.

Why Now

- Post-ZIRP, mid-market PE returns depend on operational alpha, not multiple expansion.
- Agentic LLMs now read arbitrary CRM and ERP schemas, build a working ontology in hours, and run forensic diagnostics autonomously. 2026 this is possible.

Competition and Moat

- **Consulting** (Bain, Simon-Kucher, McKinsey): Slower not scalable across portfolio
- **Enterprise pricing software** (Pricefx, Vendavo): Smaller diagnostic surface, IT burden on portco
- **PE portfolio tools** (Discern, Planr): Dashboards / financial roll-ups only, not forensic diagnostics

Onyx moat: Hassle-free SI setup done-for you, user-friendly AI-native UI, self-improving ontology of each portco.

<h3>Business Model</h3> <ul style="list-style-type: none"> • SI setup for common systems (SAP, NetSuite, HubSpot, etc) free, otherwise variable fee • \$50K pilot for one portco, then \$200K ARR per portco fund-wide • 3-year average usage per portco license • ~10 portcos per fund = ~\$2M ACV 	<h3>Go-to-Market</h3> <ul style="list-style-type: none"> • SG-HQ'd mid-market PE firms first • Warm intro from advisors and network, founder-led in-person demo and pilot offer • Year 1 focus: land pilots with 3 firms. Fund-wide adoption and brand references compound year 2 ARR.
<h3>Traction</h3> <ul style="list-style-type: none"> • Antler partner interest, will personally recommend (batch Sep '26) • 3 LOIs signed from ICP portcos • Live mockup demo 	<h3>Market</h3> <ul style="list-style-type: none"> • Globally ~3,000 mid-market PE firms × 12 portcos × \$200K = \$7.2B TAM. • Adjacent expansion: private credit, insurance, sovereign wealth funds (Temasek, GIC)

Team

<p>David Matauschek, Founder and CEO German, business analyst, consultant to portfolio companies, 2nd time founder.</p>	<p>Kwang Wei Sim, Co-Founder and CTO Singaporean, NUS & Antler alumnus, data systems expert, 2nd time founder.</p>
<p>Senior advisors on board: Partners Group, ex-UBS, M&A Boutique</p>	

=> Raising \$500k SAFE (10% post-money cap) for Singaporean Pte Ltd