FEBRUARY 2021

Causal

The all-in-one tool for working with numbers.

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Today

Spreadsheets are used for 2 things —

Number-crunching

Modelling

Forecasting

Data visualisation



Everything else

Business processes

Project management

Data entry



We’re building the all-in-one tool for working with numbers.

Today

Everyone needs to work with numbers

Finance

Financial modelling

Scenario planning

HR

Headcount planning

Hiring budgets

Sales

Pipeline projection

Commission calculation

Marketing

Ad spend planning

Campaign tracking

Engineering

Cloud spend planning

Project estimation

The Problem

Spreadsheets are broken for working with numbers.

Need to make changes?

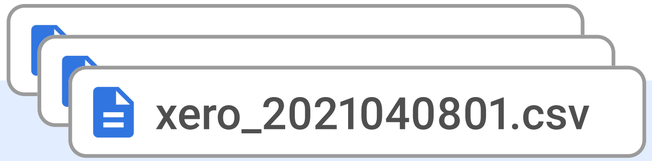
Once your model gets complicated, you'll barely understand it. Things will break often, and 80% of spreadsheets have errors.



Spreadsheets are hard to build and harder to maintain.

Need to use real data?

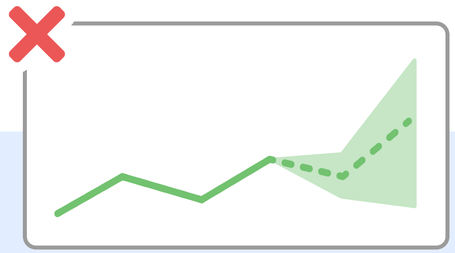
You'll need to manually export CSVs from each data source. If you want to automate this, you'll need engineers to build data pipelines.



Spreadsheets are disconnected from the rest of your stack.

Need to collaborate?

Arcane formulas make it hard to work with your own team. To share with others, you'll need a slide deck. And your outputs will be static.



Spreadsheets hinder collaboration.

The Solution

Causal is a better way to work with numbers.

DEMO

Our Progress

We've built a v1, and customers love it.

"Probably the most exciting tool I've found on the internet in a long time. Incredibly well built too. It's almost too easy. I wish I knew about your product before I spent days creating our model. Unfortunately 4 weeks of hard work on Google Sheets has been thrown out of the window because it seems I can recreate the entire model in a day or so..."



TAL MESER, CEO

tapi

Our Progress

We’ve built a v1, and customers love it.

Financial modelling is the biggest use-case

Causal is used from simple runway forecasts for seed-stage startups, all the way up to full-blown 3-statement financial models that consolidate data from multiple business entities and are presented at board meetings.

Other teams have high-leverage use-cases too:

— Smoothwall’s engineering team saved $100k/year by building a Causal model to plan cloud spend

— Gnosis Freight has closed 6-figure sales deals using interactive ROI calculators built in Causal

— Ladder.io use it end-to-end: pitching clients, planning marketing campaigns, reporting

Our Progress

We've built a v1, and customers love it.

5x faster to build in Causal vs spreadsheets

Mads, the CFO, had 2 days to put together a business case to pitch to a bank for project funding. This would have taken a week to build in spreadsheets, but took 1 day in Causal.

viggo

Increased participation from stakeholders vs spreadsheets

The management team are much more actively engaged with the Causal dashboards than their old spreadsheets. Causal dashboards are used for real-time scenario analysis in meetings.

Smarkets

Data integrations save hours every month vs spreadsheets

Bastian, the CFO, no longer spends 6 hours per month on manual, error-prone data export and plumbing from their accounting system into Excel.

GRØD

The Space

Our competitors are taking a vertical approach, but this won't work.

1. FP&A "exoskeletons" on top of spreadsheets

These take an underlying Google Sheet, and act as a layer on top — data integrations, version control, dashboarding.

Clunky product experience, limited use-cases.

Jirav onplan cube Vena

2. Standalone "FP&A on rails" products

These provide their own structure in which you can define your financial model. Can connect to your accounting data, version control, dashboarding.

Not enough flexibility — will be quickly outgrown.

Fathom finmark

→ **Finance remains a silo in the company, and still uses spreadsheets on the side.**

Best-case: a niche tool for one part of the work of one team (FP&A) in a company.

Our Approach

This category requires a horizontal tool, and the opportunity is massive.

An FP&A product, at its core, needs to be a fully flexible modelling tool. But once you have a fully flexible modelling tool, why limit it to FP&A?

Democratise business planning

Finance would love to give more ownership + visibility to the rest of the business. A collaborative, horizontal tool will let them bring every team into the planning process.

Bottom-up distribution

Vertical tools need to sell direct to the finance team. We can get in the door via self-serve bottom-up adoption for simpler, finance-adjacent use-cases.

Massive addressable market

FP&A is a decent-sized market. But a large proportion of financial modelling happens outside of FP&A teams (IB, PE, consulting). And an even larger proportion of modelling happens outside of finance entirely.

FP&A is our starting point, but the horizontal opportunity is much, much bigger.

Best-case: Causal is a ubiquitous tool used by every knowledge worker.

The next 12 months

We've validated the product, and are ready to go to market.

Get to $1m ARR by selling directly to mid-market FP&A teams

In January, we did 36 demos to finance teams at 100–200 person companies, with a 25% conversion rate to pilot projects.

We've already converted one pilot into a customer.

ACV: $5k – $15k per year

Kick-start the bottom-up engine for SMBs and non-finance use-cases

So far our focus has been on developing the product with a small set of early users.

We're now ready to open the doors fully, with a seamless self-serve experience that can feed into our high touch sales effort.