



Pigro helps people find clear-cut answers inside the ever-growing knowledge bases of their organizations

Nicolò Magnanini - Pigro CEO  
nick@pigro.ai

# 41%

Of managers say that content  
findability is the top problem to solve

# 13%

Employees' time lost in creating content that already exists because they are not able to find it



An AI-powered search engine retrieving any information, in any type of file from any repository of your organization in just a few seconds

What is the Knowledge Management market projection for the next years? History

02/15/2021

### Knowledge Management Market projection

Amid the COVID-19 crisis, the global market for Knowledge Management estimated at US \$381.5 Billion in the year 2020, is projected to reach a revised size of US\$1.1 Trillion by 2026, growing at a CAGR of 19.8% over the analysis period.

01/13/2021

### Company's Sales Presentation

The worldwide Knowledge Management Process market is projected to record a 20.1% CAGR and reach US \$ 523.1 Billion by the end of 2027.

In this presentation we provide a holistic evaluation of the market. We offer a comprehensive analysis of key segments, trends, drivers, restraints, competitive landscape, and factors that are playing a substantial role in the market.

08/19/2021

### Knowledge Management Software Whitepaper

Knowledge Management Software Market size was valued at USD 22.45 Billion in 2020 and is projected to reach USD 58.81 Billion by 2028, growing at a CAGR of 12.67% from 2021 to 2028. Factors such as decreased call handling time, improved governance, reduced training times, and increased customer satisfaction are predicted to fuel the Knowledge Management Software Market over the predicted years.


Suggestion 2 of 4

Open Download Edit

### Knowledge Management Market Projection

Global Knowledge Management Market to Reach \$1.1 Trillion by 2026

Amid the COVID-19 crisis, the global market for Knowledge Management estimated at US\$381.5 Billion in the year 2020, is projected to reach a revised size of US\$1.1 Trillion by 2026, growing at a CAGR of 19.8% over the analysis period.



Knowledge management is a managerial approach through which an organization collects, analyzes, systematizes, stores, and shares its knowledge assets or knowledge-based intellectual property. The global market is anticipated to expand due to the growing need to retain customers and improve customer satisfaction.

HOW IT WORKS

salesforce



servicenow

box

STEP 1

Connect any knowledge base



Dropbox

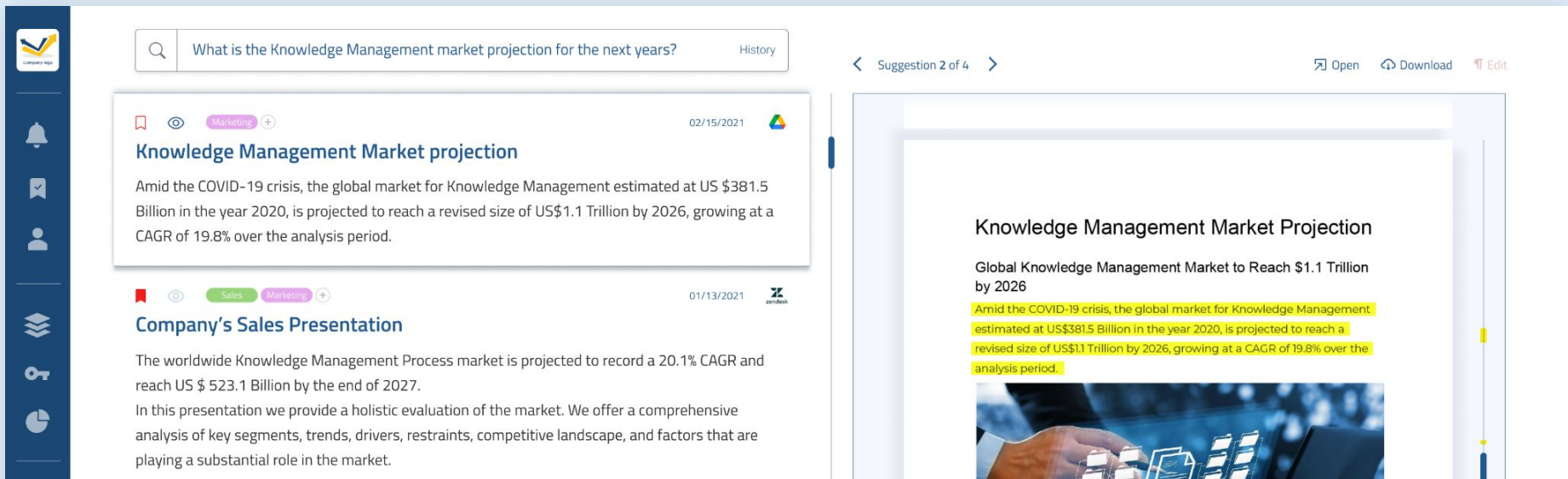


Confluence

zendesk

# STEP 2

## Ask and get a clear-cut answer

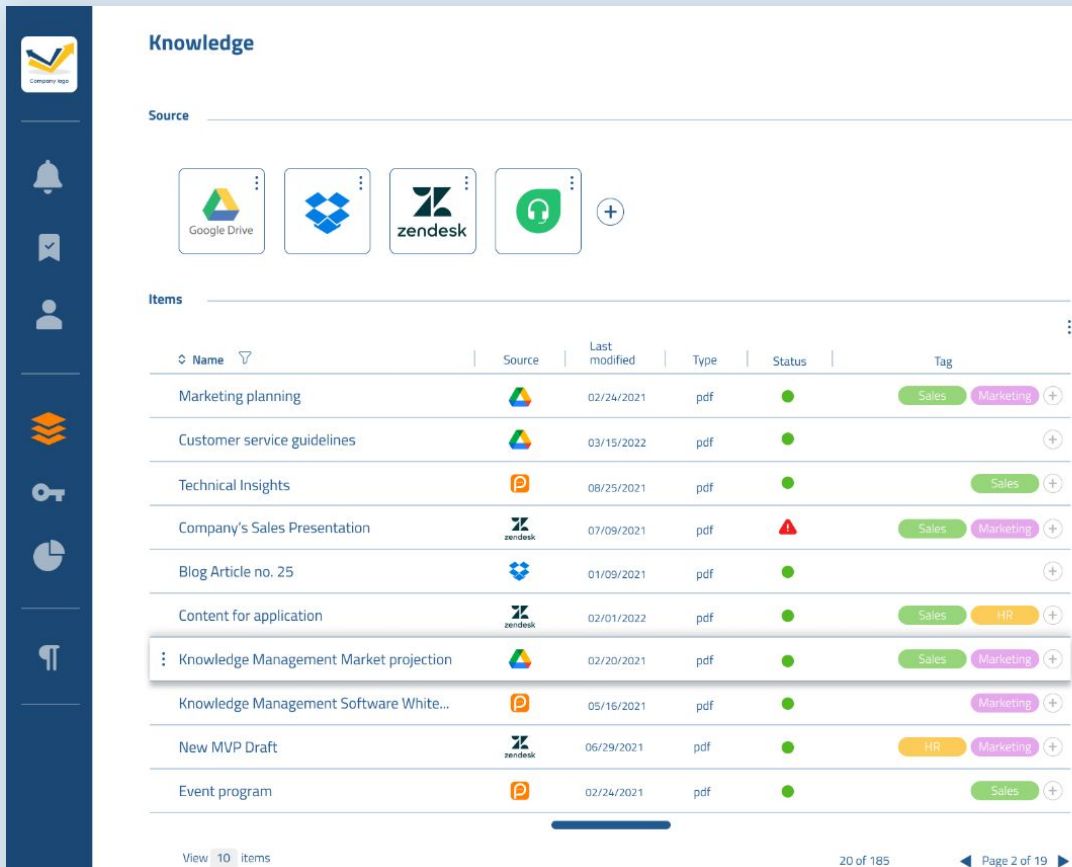


The screenshot displays the Pigro application interface. On the left is a dark blue sidebar with icons for home, notifications, messages, profile, and various data visualization tools. The main content area shows search results for the query "What is the Knowledge Management market projection for the next years?".

The search bar at the top contains the text "What is the Knowledge Management market projection for the next years?" and a "History" button. Below the search bar, the first result is titled "Knowledge Management Market projection" with a date of 02/15/2021. The text of this result states: "Amid the COVID-19 crisis, the global market for Knowledge Management estimated at US \$381.5 Billion in the year 2020, is projected to reach a revised size of US\$1.1 Trillion by 2026, growing at a CAGR of 19.8% over the analysis period." The second result is titled "Company's Sales Presentation" with a date of 01/13/2021. Its text states: "The worldwide Knowledge Management Process market is projected to record a 20.1% CAGR and reach US \$ 523.1 Billion by the end of 2027. In this presentation we provide a holistic evaluation of the market. We offer a comprehensive analysis of key segments, trends, drivers, restraints, competitive landscape, and factors that are playing a substantial role in the market."

On the right side of the interface, there is a preview of a presentation slide titled "Knowledge Management Market Projection". The slide content includes the title, a subtitle "Global Knowledge Management Market to Reach \$1.1 Trillion by 2026", and a paragraph of text: "Amid the COVID-19 crisis, the global market for Knowledge Management estimated at US\$381.5 Billion in the year 2020, is projected to reach a revised size of US\$1.1 Trillion by 2026, growing at a CAGR of 19.8% over the analysis period." Below the text is an image of a hand interacting with a digital display showing bar charts.

## STEP 3

Automatic  
dynamic  
import

The screenshot displays the 'Knowledge' section of the Pigro application. A vertical sidebar on the left contains icons for Company App, notifications, bookmarks, user profile, and various organizational charts. The main content area is titled 'Knowledge' and features a 'Source' filter bar with icons for Google Drive, Dropbox, Zendesk, and a generic source, along with a plus icon for adding more sources. Below this is an 'Items' table listing imported documents.

Name	Source	Last modified	Type	Status	Tag
Marketing planning	Google Drive	02/24/2021	pdf	●	Sales Marketing +
Customer service guidelines	Google Drive	03/15/2022	pdf	●	+
Technical Insights	Pigro	08/25/2021	pdf	●	Sales +
Company's Sales Presentation	Zendesk	07/09/2021	pdf	▲	Sales Marketing +
Blog Article no. 25	Dropbox	01/09/2021	pdf	●	+
Content for application	Zendesk	02/01/2022	pdf	●	Sales HR +
Knowledge Management Market projection	Google Drive	02/20/2021	pdf	●	Sales Marketing +
Knowledge Management Software White...	Pigro	05/16/2021	pdf	●	Marketing +
New MVP Draft	Zendesk	05/29/2021	pdf	●	HR Marketing +
Event program	Pigro	02/24/2021	pdf	●	Sales +

At the bottom, it shows 'View 10 items', '20 of 185', and 'Page 2 of 19'.

## CURRENT SOLUTIONS

Helping content search engines weaknesses:

- effort in trying multiple keywords
- effort in identifying the right content by its title
- effort in scrolling several pages

Knowledge maintenance:

- Rewrite the content from scratch when migrating the platform
- Support for structured files only
- Continuous manual tagging and training



COMPETITIVE ADVANTAGE

SPEED IN  
FINDING THE  
ANSWER



LOW SETUP AND  
MAINTENANCE

90%

ACCURACY\*

## AI PATENT PENDING TECHNOLOGY

T5

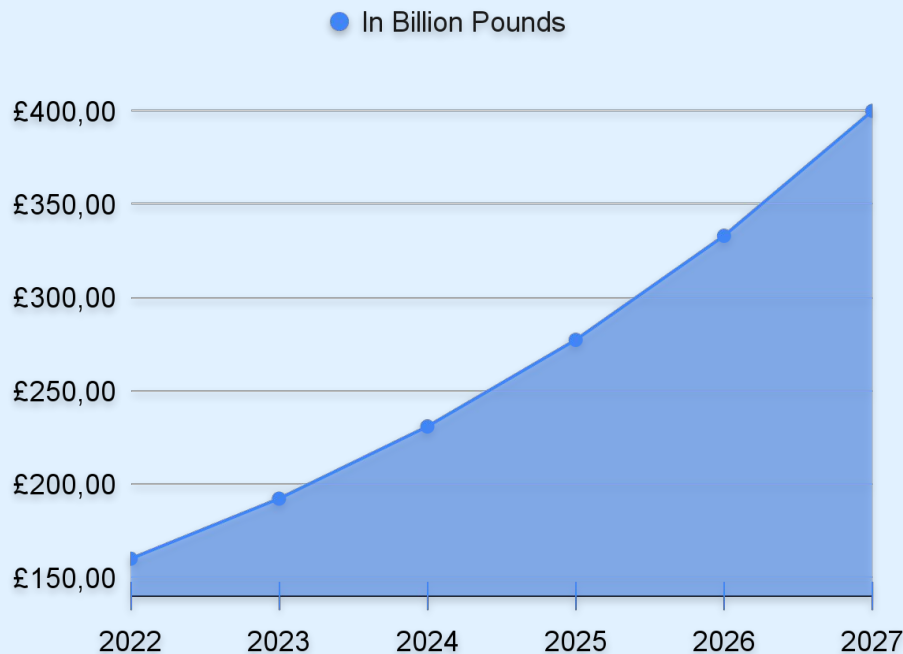
BERT

Sentence Comparison

Query expansion

Information Retrieval

# Knowledge Management Process market size



£160<sub>Bln</sub>

WW 2022

20%

CAGR

£6.5<sub>Bln</sub>

UK+ITA 2022

The work-from-home model is boosting the adoption of the knowledge management solution

## Enterprises of 300+ employees

UK and Italian medium and large enterprises aware of the inefficiencies related to poor knowledge management

## Helpdesk Agent Support

While they are on the phone with a customer or answering a ticket they need to find the relevant information fast

## Internal Helpdesk for employees

Search across all enterprise repositories and get a precise answer: read only what you need, not entire documents

### DECISION MAKER

Customer Service  
Director

Knowledge  
Sharing Director

Chief Innovation  
Officer

IT Director

HR director

NOW

£40K

AVG Activation  
per customer

£33K

AVG Annual Fee  
per customer

Platform  
standardization

AFTER  
INVESTMENT

£10K

AVG Activation  
per customer

£96K

AVG Annual Fee  
per customer

CUSTOMERS

 pigro



**BNP PARIBAS**





- Salesforce customer
- POC
- Customer service L1 & L2
- Sky's CIO became evangelist

7

Active  
Customers

+3

Proof of  
Concepts

+3

Deals in  
negotiation

40%

2021 Recurring  
revenues

90%

2021 Annual Fee  
Gross Margin

Year	2019	2020	2021
Revenue	£140K	£170K	£250K

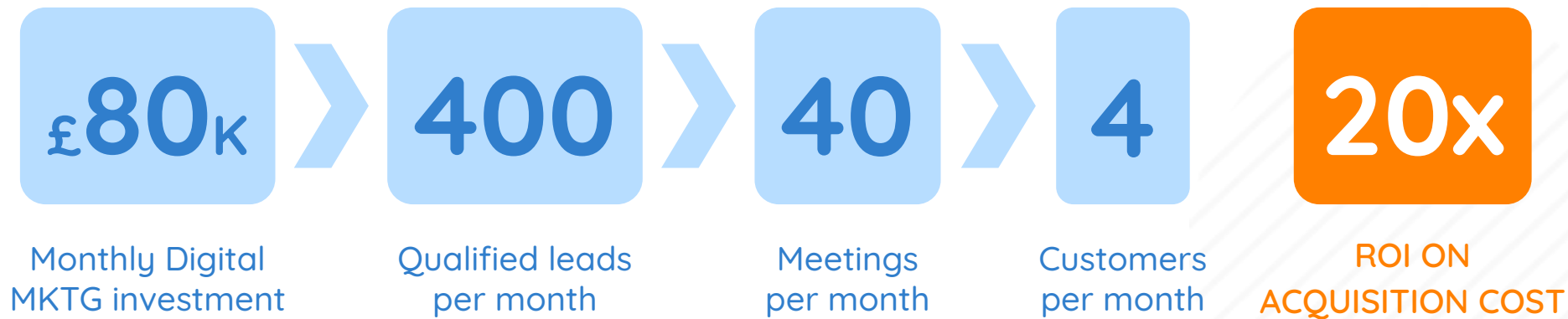


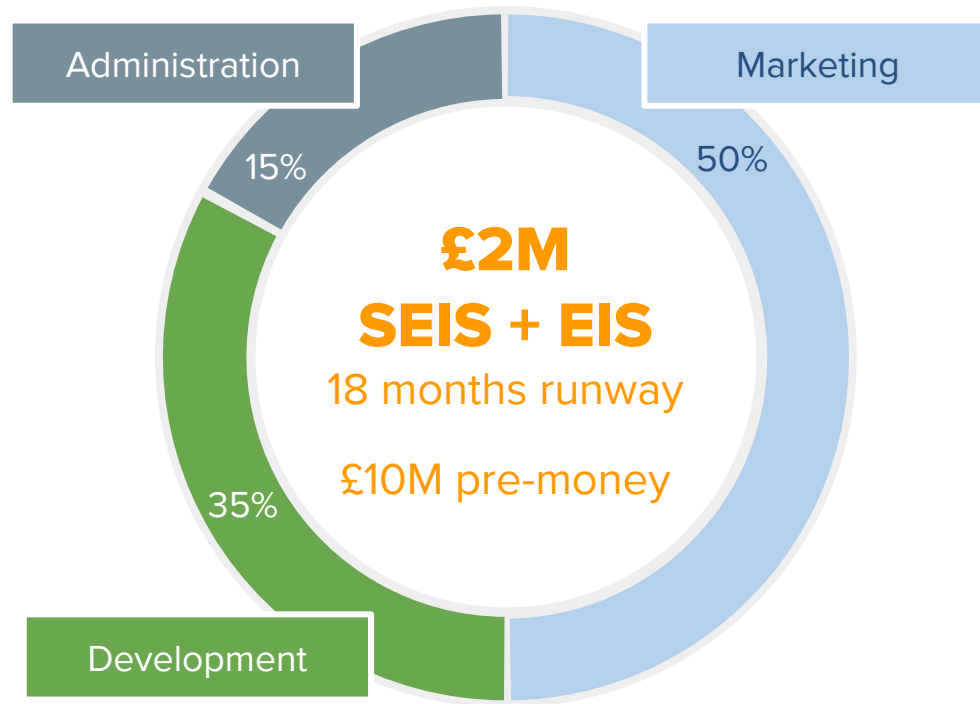
PROJECTIONS - 4 YEARS



2022	2023	2024	2025
£500K 50% recurring	£2M 85% recurring	£3.8M 90% recurring	£7.5M 90% recurring

PROJECTIONS - CUSTOMER ACQUISITION PROCESS





- **100% bootstrapped**
- **Product standardization**
- **ISO 27001, SOC 1, SOC 2**
- **Recurring revenues 90%**
- **30 UK customers**
- **20 ITA customers**

## TEAM



### FOUNDERS



**Nicolò Magnanini**  
**CEO**  
4 Years Entrepreneur  
Experience  
10 Years developer  
experience



**Nicola Abbasciano**  
**COO**  
20+ Years Experience  
  


### KEY PEOPLE AND ADVISORS



**Gabriele Maggiolo**  
**CMO**  
Performance &  
Growth Specialist



**Pancrazio Auteri**  
**Advisor**  
CPO & CTO  
   




**Massimo Bertolotti**  
**Evangelist**  
CIO Sky Wifi Italy  




**Maurizio Pozza**  
**Advisor**  
Serial Entrepreneur  
  


### TEAM



**Lorenzo Bonetti**  
Data Scientist



**Hagras Abdelhamied**  
Senior Developer



**Armando Fontana**  
UX & Design



**Linda Chiodi**  
Project Manager



**Laura Bacchini**  
Content & SEO



**Virginia Bonaduce**  
Digital Marketing

### NEW HIRINGS

2x

Sales person UK

1x

Sales person ITA

1x

Digital specialist UK

1x

Senior Developer

1x

Full Stack Developer



We are shaping a world without folders,  
where people can just find information easily.

**THANK YOU**

Nicolò Magnanini - Pigro CEO  
[nick@pigro.ai](mailto:nick@pigro.ai)