

Descartes & Mauss raises €5.5M to bring AI to the world of Strategy-Making



(New York, NY, June 4, 2024): Descartes&Mauss (D&M) has raised €5.5M from European venture capital funds, Elaia and Polytechnique Ventures. Leveraging years of experience in AI and consulting, Descartes&Mauss' vision is to merge these worlds to productivize strategy-making for large companies. Their ambition is to create a global leader in the new "StraTech" category, automating companies' strategy playbook with their proprietary SaaS AI-enabled platform. This round of funding will go towards accelerating their product development and reinforcing their commercial teams.

Bringing a tech answer to a traditional service market

In an ever more unpredictable world, optimizing allocation of resources is key. According to a recent survey 300Bn\$+ are lost every year because of bad choices leading to productivity losses and burn-outs (remember the hype around the metaverse?). The playbook of spotting the right growth opportunities, focusing on them and capturing impact has never been such a hard challenge for strategy teams.

Markets are now changing at high speed, simultaneously across many dimensions: politics, economics, society, tech, environment, regulation. The traditional months-long process of turning those signals into high impact and low risk action plans can now be now productivized entirely. Previously time

consuming tasks done manually over several months can now be handled by D&M's software in a matter of hours.

Pioneering the emergence of the StraTech category within the growing LLM umbrella, while using advanced statistical modelling techniques, D&M builds digital twins of a company's business, industry and stakeholders to simulate possible futures and de-risk decisions of resource allocation (R&D and innovation, investment, growth), enabling executives to make better decisions, faster and cheaper than ever. And also dramatically increasing the efficiency of their suppliers and consulting partners through access to a comprehensive modeling of their business.

Customers are looking for a new model

Over the past three years, Descartes&Mauss has built a foundation of understanding around large enterprises requirements for strategy-making. From the initial win of McDonald's global RFP, to the support of Danone, l'Oreal, Coty, Orange, Colgate-Palmolive, Kraft Heinz, EDF and others, Descartes&Mauss has identified 3 main areas of impact for its platform:

- **#1 Control** - internalize key decision processes with a reliable and accessible software
- **#2 Efficiency** - productivize the strategy playbook for improved reactivity, faster action and lower costs
- **#3 Effectiveness** - improve topline and bottom line with better decisions and higher success rates of initiatives at enterprise level.

From École polytechnique to a multi-million€ revenue start-up

Maurice NDiaye and Thomas Decerisy met at École polytechnique in 2005. After having joint McKinsey & Company at the same time, Maurice spent 10 years as an entrepreneur while Thomas worked at Salesforce, and then Iziwork. Their journeys reunited in 2023 around the Descartes & Mauss project, Maurice focusing on Product & Sales and Thomas on Operations.

A word from D&M investors Elaia and Polytechnique Ventures

Alexis Frentz, Investment Director, Elaia: *"In backing Descartes&Mauss, Elaia is thrilled to support this talented team as they look to transform enterprise*

productivity in corporate strategy with the power of AI. As the Stratech sector continues to grow, we are confident in the team's commitment and ability to expanding their enterprise client base as the need for decision-making software grows."

Cécile Tharaud, CEO Polytechnique Ventures: *"We are delighted to support Maurice and Thomas in their ambitious venture! Friends for long, they bring together a sharp experience in strategy consulting, a deep know how as well as an enlightened vision for future developments and usage of AI, and a real drive for entrepreneurship"* says Cécile Tharaud, CEO of Polytechnique Ventures. *"We are proud to partner with D&M who was already able to attract trust from major partners, and help shape the future of corporate decision making."*

About Descartes&Mauss

Descartes & Mauss is a StraTech, a new breed of AI-powered solutions for strategy-making. Founded in 2021, D&M solutions model the future to build critical paths for companies to find growth and resilience. By combining advanced data modeling capabilities with a creative methodology rooted in social sciences, D&M de-risks decision-making and gives managers back their capacity to act.

About Elaia

Elaia Partners is a European top-tier Venture Capital firm with a strong technology DNA, investing in technology disruptors with global ambition from early stage to growth development. For the past 20 years, our commitment has been to deliver high performance with values.

We are proud to have been an active partner in over 100 startups including success stories such as Criteo (Nasdaq), Orchestra Networks (acquired by Tibco), Volterra (acquired by F5), Mirakl (valued \$3.5B in Series E), Shift Technology (valued \$1B+ in Series D), Mablink Bioscience (acquired by Eli Lilly), Aqemia and Alice&Bob.

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About Polytechnique Ventures

Established in 2020, Polytechnique Ventures is the Venture Capital fund dedicated to the entrepreneurial ecosystem of École polytechnique. Financed by Alumni, it supports deep tech startups founded by former students or incubated within the school's innovation center, or spin-offs from its research laboratories.

Learn more on their www.polytechnique-ventures.fr or [@Polytechnique Ventures](https://twitter.com/PolytechniqueVentures).

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