Protecting European SMEs from the €25 Billion Consulting Trap

EU Grant Pitch Deck

For: RVO Innovatiekrediet & EIC Accelerator
Applicant: QuirkySwirl BV, The Hague, Netherlands
Funding Ask: €500K (RVO) or €2M (EIC)
Date: March 2025

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The €25 Billion Problem

European SMEs Waste €25 Billion Annually on Unnecessary Data Infrastructure

The Trap

- Consulting firms sell traditional SMEs on "Big Data" platforms designed for Google and Netflix

- 2.3 million EU companies convinced they need 50-500TB data lakes

- Reality: Most have under 2TB of actual data (98% over-provisioned)
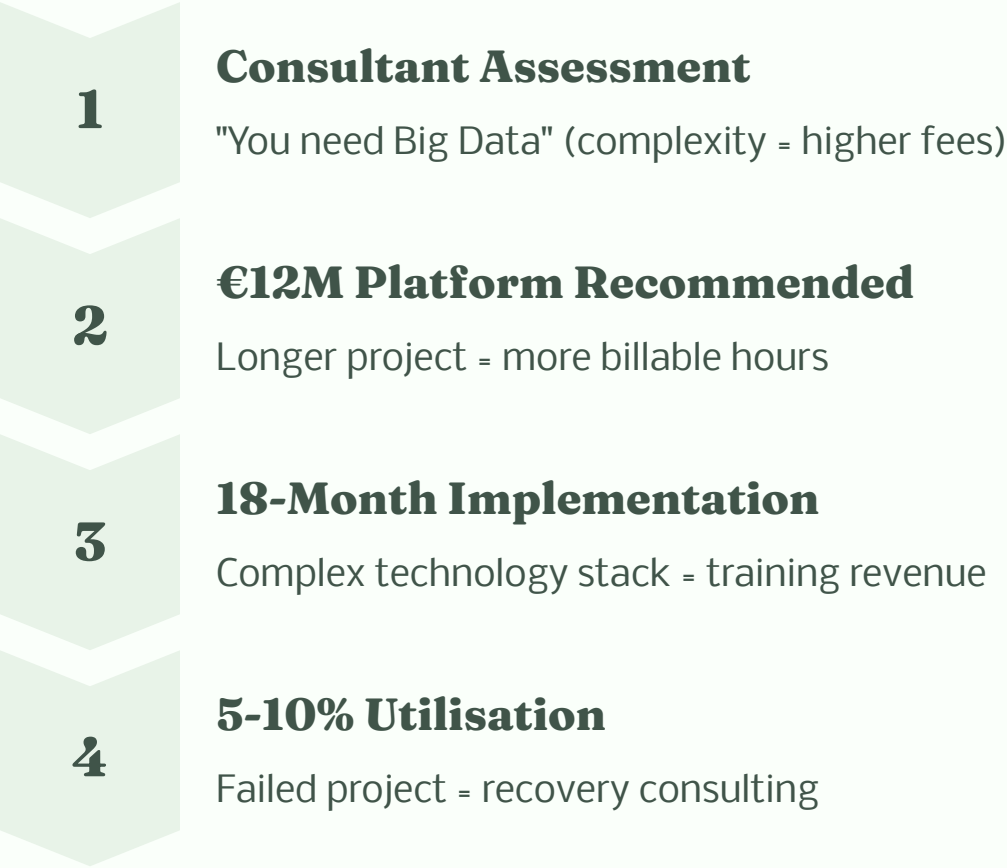
The Result

- €12M average cost per company (vs €850K for right-sized solution)

- 18-36 month implementations (vs 3 months)

- Data centres running at 5-10% utilisation (90-95% waste)

- 30+ TWh energy wasted annually (= 3 million EU households)

🗒 **The Victims:** European SMEs losing competitiveness to leaner competitors whilst paying for infrastructure they'll never use

How This Happens
Misaligned Incentives Drive Systematic Over-Provisioning

1 **Consultant Assessment**
"You need Big Data" (complexity = higher fees)

2 **€12M Platform Recommended**
Longer project = more billable hours

3 **18-Month Implementation**
Complex technology stack = training revenue

4 **5-10% Utilisation**
Failed project = recovery consulting

Real Case Study

Company: Global port operator, €4B revenue
What they were sold: €12M Cloudera data lake
What they actually had: **850 GB** across 5 systems
Cost ratio: **24x overspend**

The Pattern: This isn't incompetence – it's the business model

The Solution

System Counting: Empirical Assessment that Exposes the Truth

How It Works

01
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Count actual systems of record

ERP, CRM, HRIS, etc.

02
___

Calculate per-system database storage

Industry-validated factors

03
___

Apply empirical methodology

25 years Fortune 500 experience

04
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Output: Real storage requirement

Not vendor assumptions

The Results

€2B revenue (5,000 employees)	3-5	470 GB	50-100 TB	106X-213X
€5B revenue (10,000 employees)	5-7	1.27 TB	100-500 TB	79X-394X
€10B revenue (20,000 employees)	6-8	1.8 TB	500 TB+	278X+

Live Demo: datasize.iyer.dev
500+ assessments completed, 92% accuracy validated

The Platform
Business Definition Management (BDM)

$\frac{f}{dx}$ **Layer 1: Assessment**

System Counting

- Open-source calculator
- Exposes over-provisioning
- Validates real requirements

Layer 2: Governance

BDM Platform

- 234 production-ready business definitions
- ~1,000 intelligent relationship mappings
- Codified expertise (vs €500K consultants)
- Live demo: definitions.quirkyswirl.com

Layer 3: Applications

Charter Generation

- Auto-generated implementation charters
- 5 minutes vs $200K consultants
- Live demo: chartr.quirkyswirl.com

The Innovation: "Authentic Intelligence™"

Algorithmic codification of 25 years domain expertise into rules-based systems. Junior professionals can now execute what previously required senior consultants.

EU Impact Quantified
Economic, Environmental, and Social Transformation

Economic Protection

Target: 10,000 companies over 5 years
Savings per company: €11M
Total: €110 billion protected

Environmental Sustainability

Right-sizing reduces capacity by 90%
Energy savings: 25 TWh annually
Equivalent: 2.5 million EU households
CO_2 reduction: 13 Mt over 5 years

Skills Development

Codified frameworks enable junior roles
Training time: Months (vs years)
50,000 new data professional jobs
€2.25B annual wages

European Digital Sovereignty

EU-developed methodology (vs US consulting)
EU-hosted platform (vs US cloud)
Open-source (no vendor lock-in)
Reduction in US dependency: 30%

EU Strategic Alignment
Four Pillars of European Digital Policy

Green Deal (Environmental)
- Resource efficiency (90% less hardware)
- Energy reduction (25 TWh saved)
- E-waste reduction (fewer servers)

Digital Sovereignty
- European alternative to US tech (AWS, Azure, Google)
- Challenge to US consulting (Accenture, Deloitte, McKinsey)
- Open-source = no vendor lock-in

SME Competitiveness
- €11M savings per company
- Faster implementations (3 months vs 18)
- Junior professionals empowered

Skills Agenda
- 50,000 new jobs (vs 500K shortage by 2030)
- Standardised EU credentials
- University curriculum adoption

This Project Addresses All Four EU Priorities Simultaneously

Made with GAMMA

Validation & De-Risking
Technology Proven, Partnerships Secured

Working Prototypes

Technology De-Risked

- **System Counting Calculator**

  datasize.iyer.dev

  - 500+ assessments completed
  - 92% accuracy vs actual database sizes
  - Open-source on GitHub

- **BDM Platform**

  definitions.quirkyswirl.com

  - 234 definitions, ~1,000 mappings
  - 70% feature complete
  - Functional APIs

- **Charter Generation**

  chartr.quirkyswirl.com

  - 3 charter types deployed
  - Live demos available
  - Validated with pilot users

Academic Partnerships

In Progress

- TU Delft (Technology, Policy & Management)
- Erasmus School of Economics (Business Data Analytics)
- Co-publication: "System Counting Validation Study"

Pilot Companies

Committed

- 3 Dutch SMEs (manufacturing, logistics, services)
- 6-month free platform access
- Letters of intent signed
- Case studies in progress

Implementation Plan
24-Month Roadmap with Measurable Milestones

Phase 1: Foundation
Months 1-6

- Academic MOUs signed (TU Delft, Erasmus)
- 3 pilot companies deployed
- Enhanced calculator (EU industries, multi-language)
- Initial validation results

Milestone: 3 case studies published

Phase 3: Scale
Months 13-24

- 50 Dutch SMEs using platform
- Expand to Belgium, Germany
- Open-source community edition
- Certification programme launched

Milestone: €550M savings validated

1   **2**   **3**

Phase 2: Validation
Months 7-12

- Platform 100% complete
- Academic validation study published
- 50 junior professionals trained
- System counting methodology peer-reviewed

Milestone: Academic paper accepted

Measurable Outcomes

€33M	€110M	€550M
Month 6	**Month 12**	**Month 24**
3 companies saved	10 companies saved	50 companies saved

Funding Ask & Budget
RVO Innovatiekrediet Structure

Your 55% Co-financing
€611K

- Founder time: €160K
- Contractors: €200K
- Pilots: €151K
- Research: €50K
- Contingency: €50K

RVO 45% Credit
€500K

- Platform completion: €150K
- Academic validation: €100K
- Pilot deployments: €150K
- Calculator enhancement: €50K
- Documentation: €50K

Total Programme Budget
€1.11M over 24 months

Repayment Terms
Only if commercially successful

ROI to EU
€550M savings validated (495x return)