



Marcus Lion

Democratizing AI





Problem

Businesses with less than \$1B Market Cap
cannot access the expertise, tools and resources
for in-house AI



Solution

We are automating AI

Data sourcing

Model Development

Testing, Back-Testing & Deployment

For small and medium sized businesses



Market Size

Number of US companies by Annual Sales

Annual Sales Ranges	Num. of Businesses	TAM / client	TAM
10M - 100M	181,386	250,000 (1 engineer)	45B - 2024
100M - 500M	24,708	1,000,000 (small team)	25B - 2026
500M -1BN	4,174	5,000,000 (small IT Dept)	20B - 2028
1BN+	5,334	20,000,000	106B - 2030



How it works - GOAL

Marcus Lion provides the missing services

We take the hard work out of AI



How it works - Process

1. User identifies datasets for a model
2. User examines datasets in Google Colabs
3. User creates a model based on data
4. User trains a model
5. User publishes model

In the background Marcus Lion version controls each step



The Moat - Backtesting

“In the background Marcus Lion version controls each step”

This allows us to retest models in a fully controlled environment, we know what changed

- Model
- Data
- Parameters
- Hyper-Parameters



Services

Marcus Lion provides:

- Gateways to client and data providers
 - Data Modernization
 - Data Organization
- Expertise in Data Science and AI
- Testing frameworks for models
- Hosting services for models
- Quant Store - (integrators, consultants, model devs)



Traction

- US Client: 2024
 - AI based resume and JD matching and optimisation system for recruitment with workflow, using RAG LLM.
- UK Client, London: 2024
 - AI based portfolio optimization research.
 - Design and development of client web gateway
- US Client, New York: 2024
 - DEX trading algorithm analysis and development, L2 blockchains development.



Competitors and Non-Competitors

Competitors

- Large Consultancies - Infosys, TCR, Accenture, Deloitte, Cognizant, KPMG
- Specialized AI software houses
- Independent contractors

Non-Competitors

- AI Leaders - Google, Microsoft, Facebook, Anthropic, Mistral
- Chip suppliers - NVidia, AMD, Intel
- Data Providers - Databricks, Kaggle, Unicourt, Gov-Data, ...



Team

- **Marc Deveaux - London/NY - 2 Exits - 25 years of Fintech**
 - MUFG - Architect - Bond Trading Systems
 - Morgan Stanley - Absolute Returns Strategies
 - Merrill Lynch & Citigroup - Structured Equities Derivatives
 - Fintechs - Mainbloq, FIX Flyer, Mantara, TradingScreen
- **Nick Kravitz - Data Science**
 - Fintechs - IB, TradingScreen
- **Patrick Egan - NY - Sales - 25 years of Fintech**
 - Fintechs - Nasdaq, TradingScreen



Partners

- SEQ Technology
 - Sales
 - Integrators
 - Client Data Modernization
 - Client Data Gateways
 - 3 year history
- Pirimid Tech
 - Platform Development
 - Operations
 - 5 year history



Funding

- Self Funded
 - \$150k of paid research and development
 - 2023 to 2024 (15 months)
 - \$50k sunk costs
 - Startup, legal, etc..
 - Assets: \$1M of acquired software developed by the team
 - 2018 to 2022 (3 years)



Financials - Revenues

- Data sourcing
 - Public Data (\$5K/gateway)
 - Client Data (\$10K-25K) *
 - Commercial Data (\$\$\$) *
- Development
 - Full Model Development (\$25k-\$100k/piece)
 - Development Assistance (\$5k/month)
- Hosting *
 - Re-Training (\$1k-10k/month) *
 - Back Testing (\$1-2k/month) *
 - Deployment (\$250/month) *
- Quant-Store
 - Renting Models (30% store fee) *
 - Other (\$)

* potential recurring revenues



Financials - Planned Spending

- Staff
 - Dev Team
 - Offshore \$12,500 / month
 - 4 developers (2 senior, 2 junior, 1 team leader)
 - Management
 - \$20,000 / month per C-level (3)
 - Troops
 - \$20,000 / month per senior engineer/sales (2-4)
- Services
 - Cloud Services - \$2,000 / month
 - Tools (email, hubspot, slack, etc..) \$300 / seat / month
 - Accounting / Bookkeeping / Banking - \$500 / month
 - Regulatory Taxes - \$80 / month
- Conferences
 - 8 per year, at \$2,000/tickets plus \$1,000 travel costs (24k)
- Marketing
 - Press releases - \$100 / each - \$500 / year
 - Advertising
 - Social - \$1,000 / month
 - Swag - T-Shirts, Mouse Mats (with AI info) ... \$2,000 / year



Marc Deveaux

Marc Deveaux is a highly skilled and experienced professional with a strong background in algorithmic trading solutions, particularly in statistical arbitrage, market-neutral high-frequency equity, crypto, and derivatives trading. With over 25 years of experience, he has developed expertise in leading both quant and tech teams, focusing now on Solutions Architecture. Marc has worked in various roles, team leader, project manager, CTO, quant developer, and solutions architect, and across different financial asset classes including equities, futures, options, swaps, FX, and crypto.

His technical skills encompass a broad range of programming languages and technologies, including C#, Java, Python, R, SQL Server, MySQL, MongoDB, AWS, GCP, Docker, and Kubernetes, among others. Marc has contributed significantly to projects at renowned financial institutions like Mitsubishi UFJ Financial Group, Morgan Stanley, MainBloq, FIX-Flyer, and major banks in both London and New York.

He has been instrumental in developing trading tools, portfolio management applications, risk tools, smart order routers, matching and crossing engines, and AI/ML platforms for data science. Marc's education includes quantitative modeling from Wharton School, University of Pennsylvania, and multiple courses from the Open University UK in mathematics, computing, and engineering.

He is fluent in English and French and engages in technology mentorship and piloting gliders for fun. Marc's career reflects commendable achievements in financial modeling, trading system development, and IT infrastructure, showcasing his ability to bridge the gap between trading, research, and technology.



Thank You

<https://marcuslion.com>