

The image features a dark purple background with a grid pattern. In the center, the word "odoo" is written in a white, lowercase, rounded sans-serif font. Below the logo, the text "Boost your company with integrated software" is displayed in a white, lowercase, sans-serif font. The background also contains faint, semi-transparent elements: a large "O" logo, the text "With Odoo", and a scene of people at a conference or event.

odoo

Boost your company
with integrated software

ABOUT US

Our mission is to provide user friendly business applications that form a complete suite of tools to accompany any business need.

We give millions of companies easy access to the software they need to run and to expand their business.

“*Odoo is **all-in-one**, user friendly and affordable business management software*”

WHAT WE OFFER

We built a product that is unique. It is scalable, full-featured, fully integrated and intuitive!

With the release of a new version every year, we invest more than 30% of our expenses in research and development.

We help companies evolve faster and tackle new challenges. Our software is available in 2 editions: Odoo Enterprise (licensed) and Odoo Community (open-source).

With Odoo Enterprise, we provide services such as support, upgrades, development and feedback. We also suggest implementation services based on our Quickstart methodology.

HOW DID IT START



TinyErp, known today as Odoo, was created in **2005** in a 150-year-old farmhouse in Belgium. Its founder **Fabien Pinckaers** noticed that the existing business management solutions were outdated, expensive and non-customizable. The SME market was also untapped. He realized he wanted to make a difference: create a **solution** that **powers the growth** of businesses and changes the world.



BUSINESS MODEL EVOLUTION

1

2005

TinyERP was developed as an open source platform based on a snowball effect model with a lot of contributors. Our main revenue came from implementation services.

2

2010

We completely reviewed our business model by switching from a services company model to a publisher model.

3

2014

In addition to our open source product Odoo Community, we developed extra proprietary apps as Odoo Enterprise, a new open core business model.

4

2019

Odoo continues to evolve with the launch of a department aimed at tackling the Mid-market, while our main target remains SMEs.

5

2022

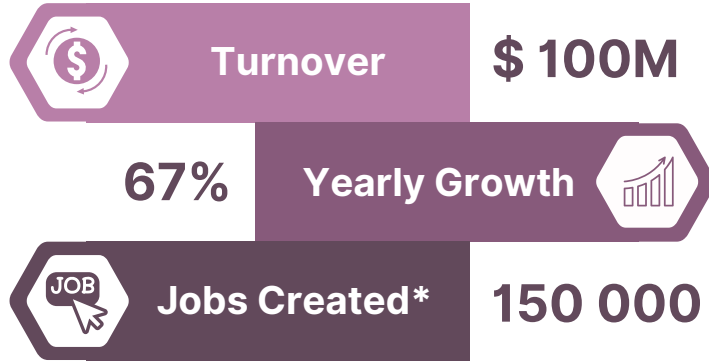
We reviewed our pricing to make it even more affordable to SMEs. For the price of a single app, get all Odoo apps.

odoo



TinyERP became OpenERP in 2008 (and then Odoo in 2014), because how could we change the world if we were “Tiny” ?

ECONOMIC & FINANCIAL CAPACITIES



**With Odoo, our partners and the community*

HUMAN RESOURCES



We have **2500+** amazing employees



19 offices: Belgium (5), USA(2), Mexico, Luxembourg, India, Hong Kong, United Arab Emirates, Kenya, Spain, Germany, Australia, Italy, Brazil and Indonesia.



Our headquarters are in **Belgium**



More than **3000** Odoo Partners in **255+** countries



To support our goal of hiring more employees, we expended and now have 5 offices in Belgium (Grand-Rosière 3, Louvain-La neuve and Antwerp)

FUNDRAISING

1

To boost our Sales and R&D departments, we raised \$3 million with Sofinnova Partners & Iliad in 2010.

2

We secured a new round of \$10 million financing in 2014, jointly provided by leading venture capital firms XAnge, SRIW, Sofinnova and the management team.

3

In 2019, we closed a \$90 million minority investment led by global growth equity investor Summit Partners to support rapid product development pace and continued global expansion.

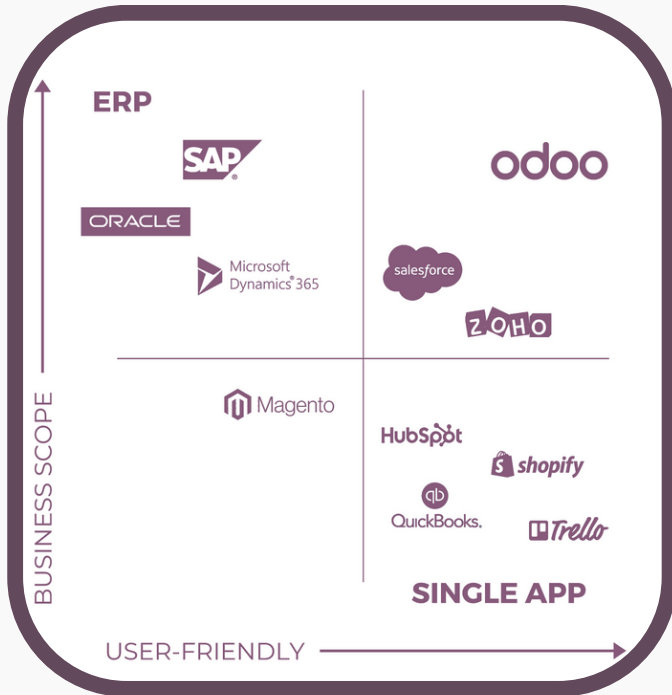
PRODUCT

- Our product stays up-to-date with ever evolving changes
- More than **80** integrated and updated applications
- More than **37 000** third party apps
- Over **10** million users



OUR POSITIONING

With regular **annual releases**, Odoo **evolves** much **faster** than any other solution. In that way, we provide our customers with up to date software that **covers the complex needs** of companies while offering an extremely **user-friendly interface**.



ODOO'S CULTURE

At Odoo, we have a strong company culture with a start-up mindset and a flat hierarchical organization. We recruit great people that quickly have strong responsibilities and a freedom of action.

We build for the long term and we focus on our users. To achieve this, we execute faster and we keep things simple. It is OK to fail, but we want everyone to evolve and grow with Odoo. We work hard, but we have fun too !

OUR VALUES



ROADMAP

What are our next steps and goals?

ABOUT THE PRODUCT

- Invest in open source and the community
- Attract more users rather than more revenue
- Improve the existing applications rather than creating new ones
- Provide users with a powerful built-in business intelligence
- Focus on app leadership rather than industry leadership

ABOUT THE STRATEGY

- Continue to get a high value for our user at an affordable price
- Increase focus on the Mid Market & Corporate segment next to the SMEs

OUR CHALLENGES FOR THE COMING YEARS

- Keep an open and community spirit and continue to meet the needs of our users
- Continue hiring people at Odoo. Last year we recruited 300 in Belgium.
- Keep innovating in our product, development model and implementation services
- Within the next 5 years, there will be 400 000 Odoo-related jobs. We will create more resources (books, methodology guides, etc.) for the community and our partner network to keep an outstanding service



In 2022, we launched the LabOdoo an educative truck that trains 10 000 students per year.

REFERENCES



Our software is taught in more than 1000 universities.

WANT TO LEARN MORE ABOUT ODOO?



Contact us: www.odoo.com/contactus



Try Odoo for free: www.odoo.com/trial



Schedule a demo with one of your business advisors: www.odoo.com/r/meeting