



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.

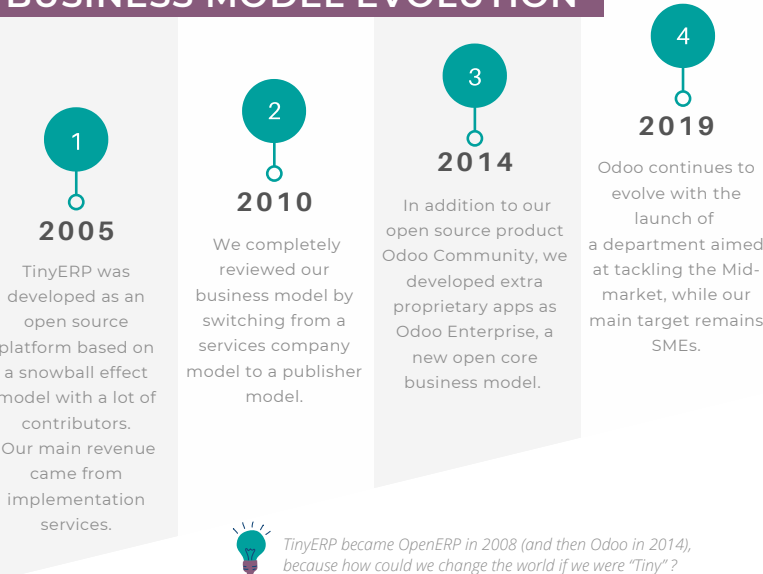
We help companies evolve faster and tackle new challenges. Our software is available in 2 editions: Odoo Enterprise (licensed) and Odoo Community (open-source).

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 Its founder **Fabien Pinckaers** noticed that the existing business management solutions were outdated, expensive and non-customizable.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



ECONOMIC & FINANCIAL CAPACITIES

\$ 100M
turnover

60%
yearly growth

76.000
jobs created*

**With Odoo, our partners
and the community*

HUMAN RESOURCES



We have **1100+**
amazing **employees**



11 offices: Belgium, USA,
Mexico, Luxembourg, India,
China & the United Arab
Emirates



Our headquarters
are in **Belgium**



More than **3000** Odoo
Partners in **175+**
countries



*To support our goal of hiring more employees, some of our
departments are relocating in Louvain-la-Neuve.
By 2025, the place could accommodate 1,000 employees.*

FUNDRAISING



1

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

2

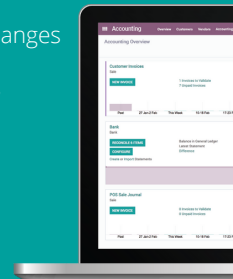
We secured a new round of \$10 million financing in 2014, jointly provided by leading venture capital firms XAnge, SRIW, Sofinnova and the management team.

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.

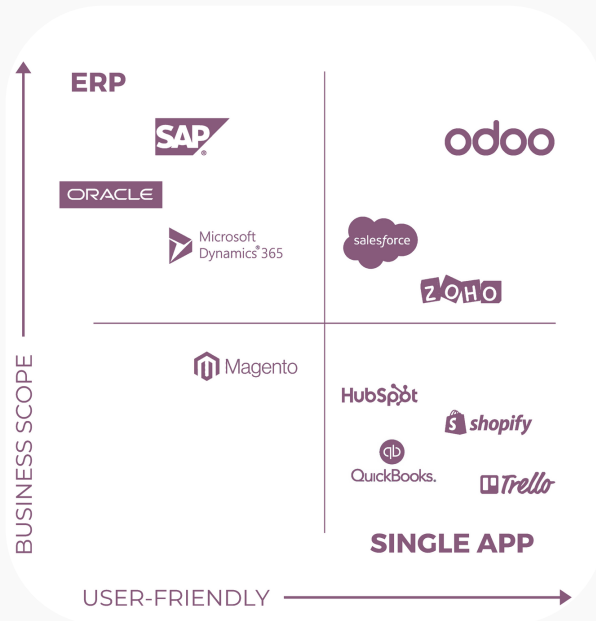
PRODUCT

- Our product stays up-to-date with ever evolving changes
- More than **60** integrated and updated applications
- More than **26 000** third party apps
- Over **6.5** 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**.

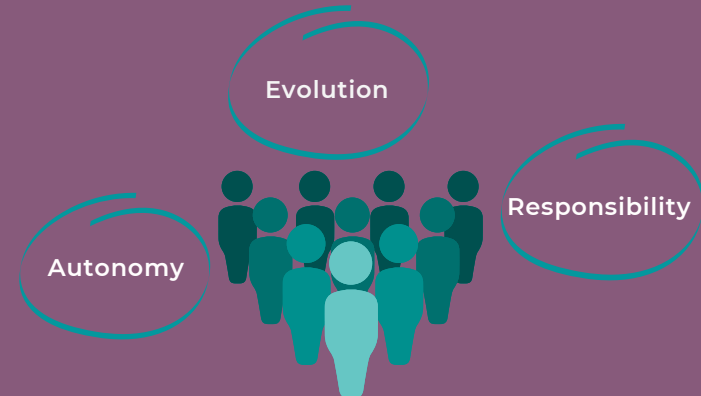


ODOO'S CULTURE

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
- Hire 1000 people in 2021 at Odoo, including 500 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

REFERENCES



*Our software is taught at
nearly 500 universities.*

WANT TO LEARN MORE ABOUT ODOO?



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Try Odoo for free:
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Schedule a demo with one of your business
advisors:
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