

YourStartup

Pre-Seed deck



Powering [what you enable] for [who] with [your core technology]

People want [the outcome your customer is after]

Today this is achieved through **[the status quo]**, a process where [describe how it is done today, by whom and with which tools]

Illustration of the status quo

Expensive

~\$100/unit

→ What one unit of the status quo costs today, all-in: people, tools, overhead

Long Process

>2 weeks

→ How long a typical job takes today, and how many hand-offs it needs. Longer ones can take months!

There are no affordable tools to **[get the job done]** for **[your customer]** with **[the quality they need]**.

[Quality bar] [your product category] as a [delivery model]

Pillar One

The benefit in four words

One sentence on how you deliver it, and why it was not possible before

Pillar Two

The benefit in four words

For the first time [what is new], so that [what the customer gets]

Pillar Three

The benefit in four words

How customers access it: input, one click, output.
Where a human stays in the loop

We have already built a prototype with **[what makes it state of the art]**

1. Input: what the customer brings
2. Step two of your pipeline
3. Step three of your pipeline
4. Step four of your pipeline
5. **Your core technology: the step only you can do**
6. Output: ready for the customer

IN

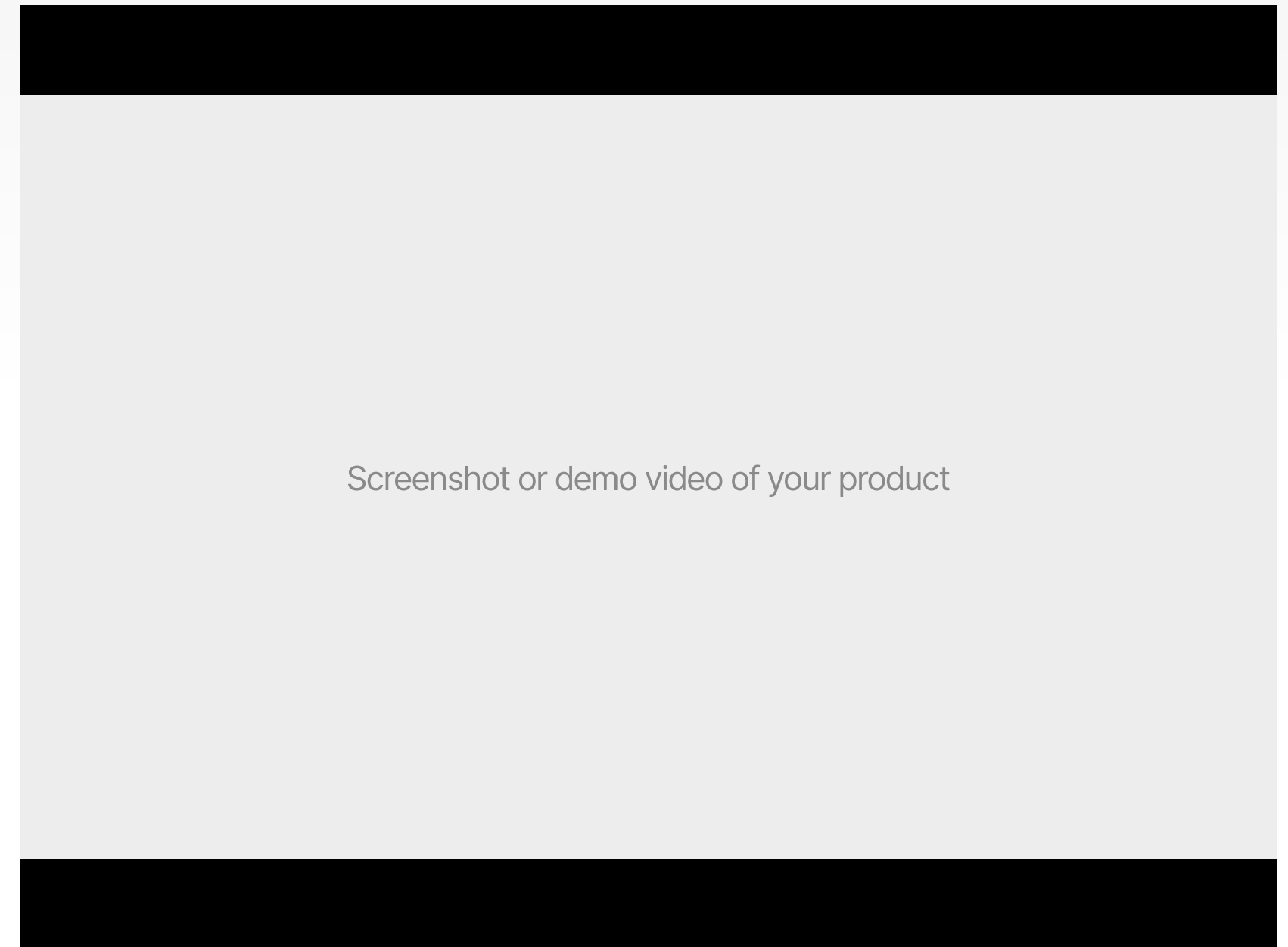
02

03

04

★

OUT



Demo video

Quick (time for one typical job)

2 minutes

One sentence on why the two of you, together, are the team for this.

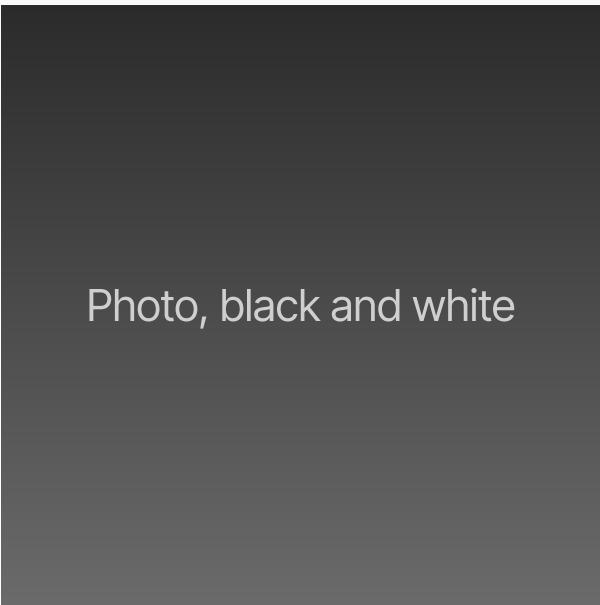


Founder Name | CTO
Your Superpower

Previously [role] @ [company]
[Degree] at [university]

Proof of depth: a paper, a patent, a system at scale, with a number

Something you built that people use, with a number



Founder Name | CEO
Your Superpower

Previously [role] @ [company]
[Degree] at [university]

Experience that maps to this market, with a number

Something you started and grew, with a number

YourStartup Expansion

Users

Everyone

Logo

Logo

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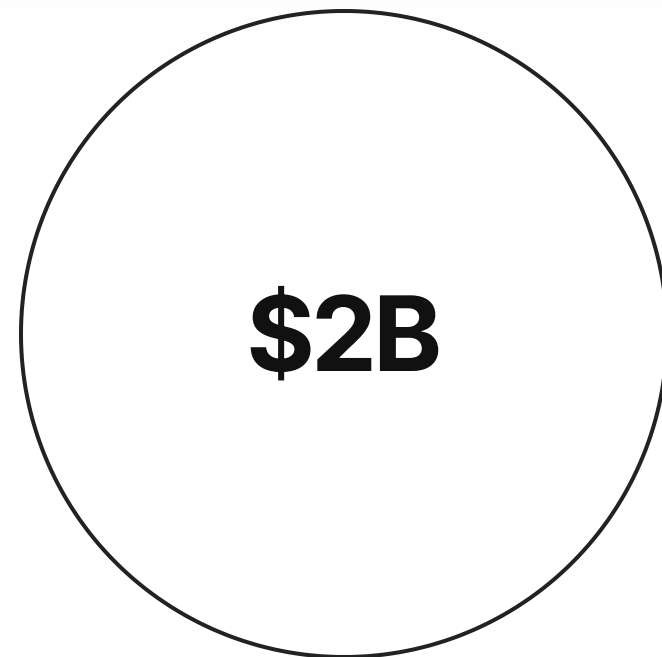
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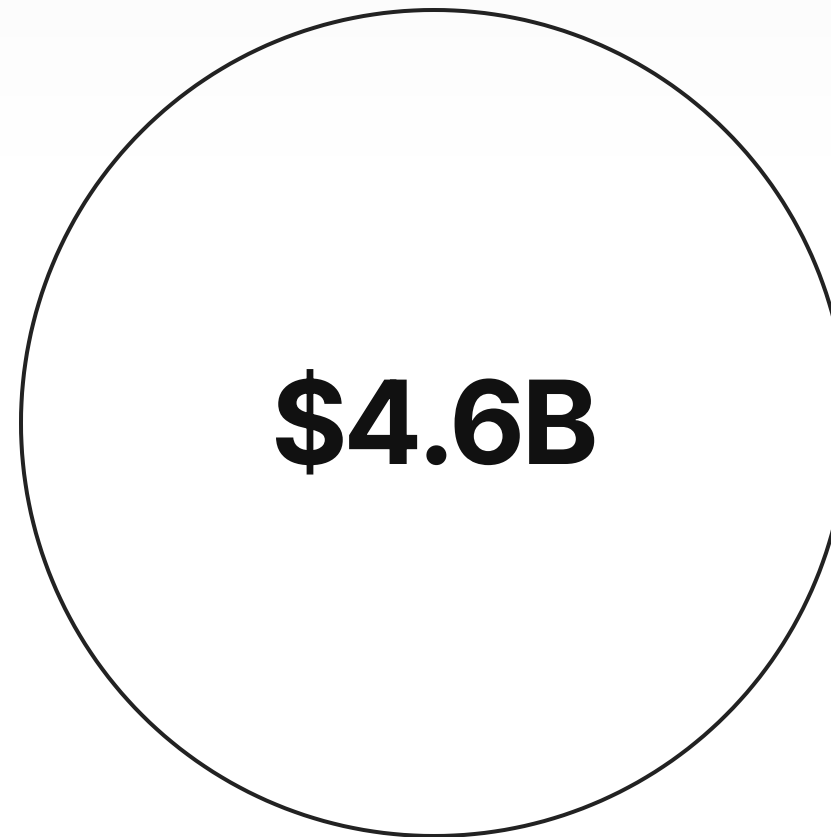
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who exactly, and in which tool they work today

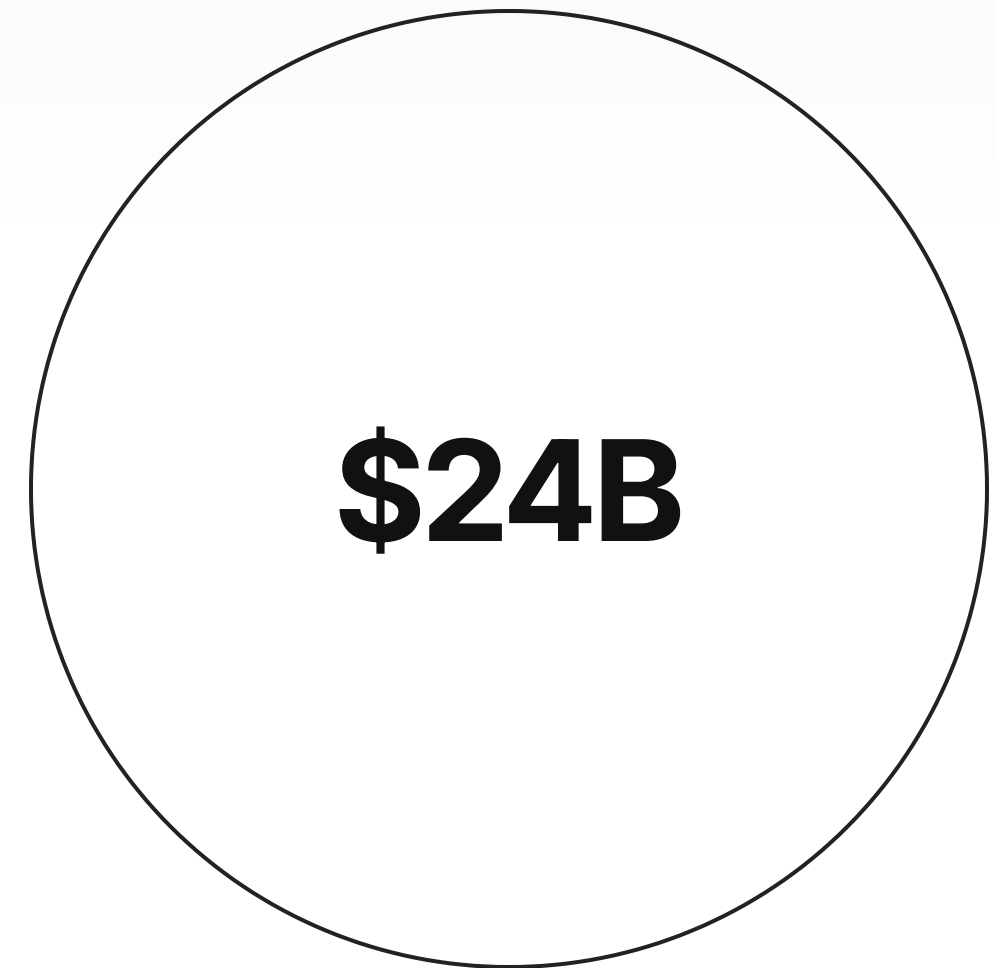
Initial Focus



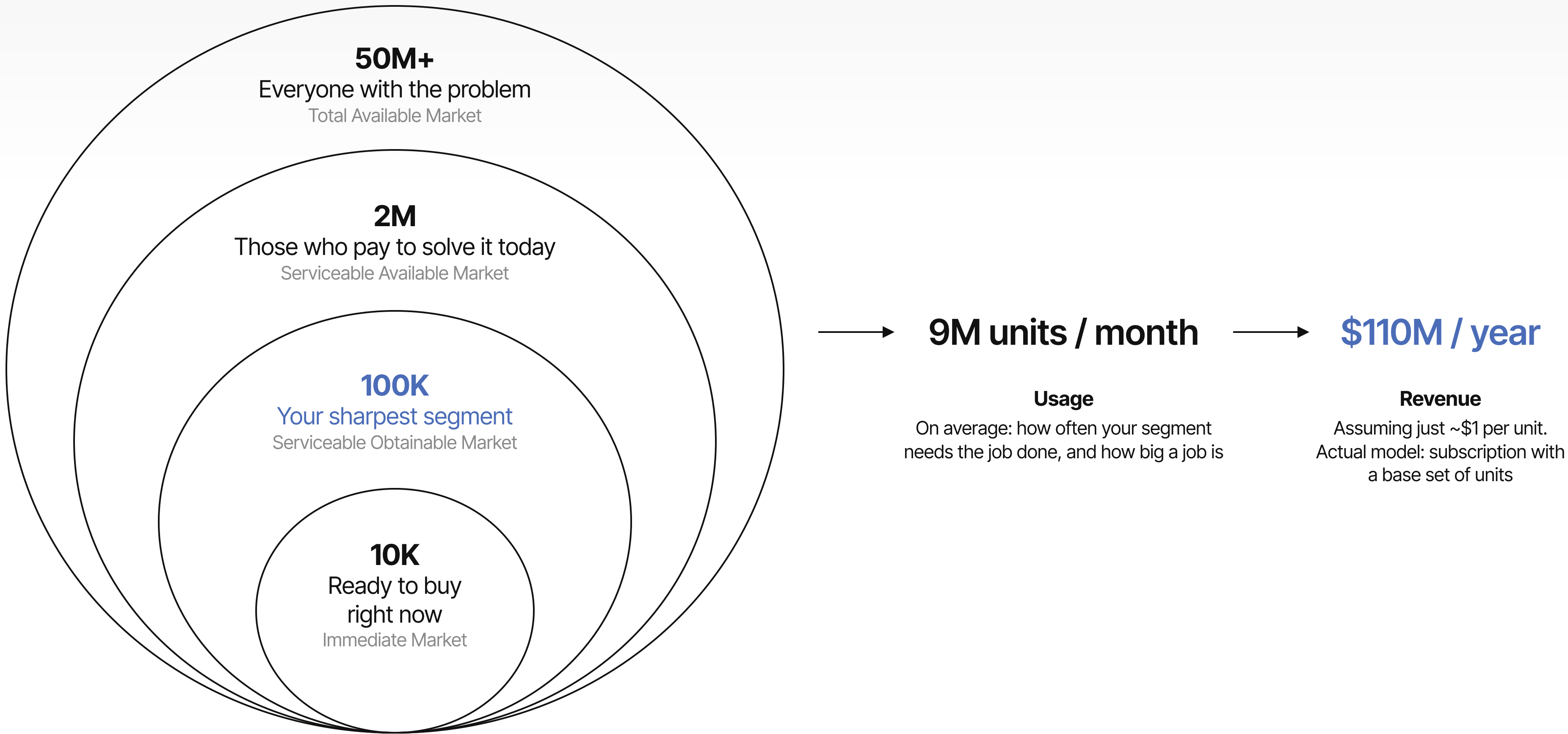
Yearly market of your initial segment,
with source



Current yearly spend in the next
segment you will disrupt



The total market at the end of your
expansion



A proof point from your market, before

96M

→ Who did it the old way, and how big it became

The same proof point, after

19M

→ What happened when they did it the new way. **One number that shows the money!**

Key insights

- Customers will copy this model to reach **more [users] & revenue**
- **Speed** matters more to them than the last bit of quality
- High volume data allows us to **improve our models** and build long term defensibility

2,400

waitlist sign-ups

140

weekly active users

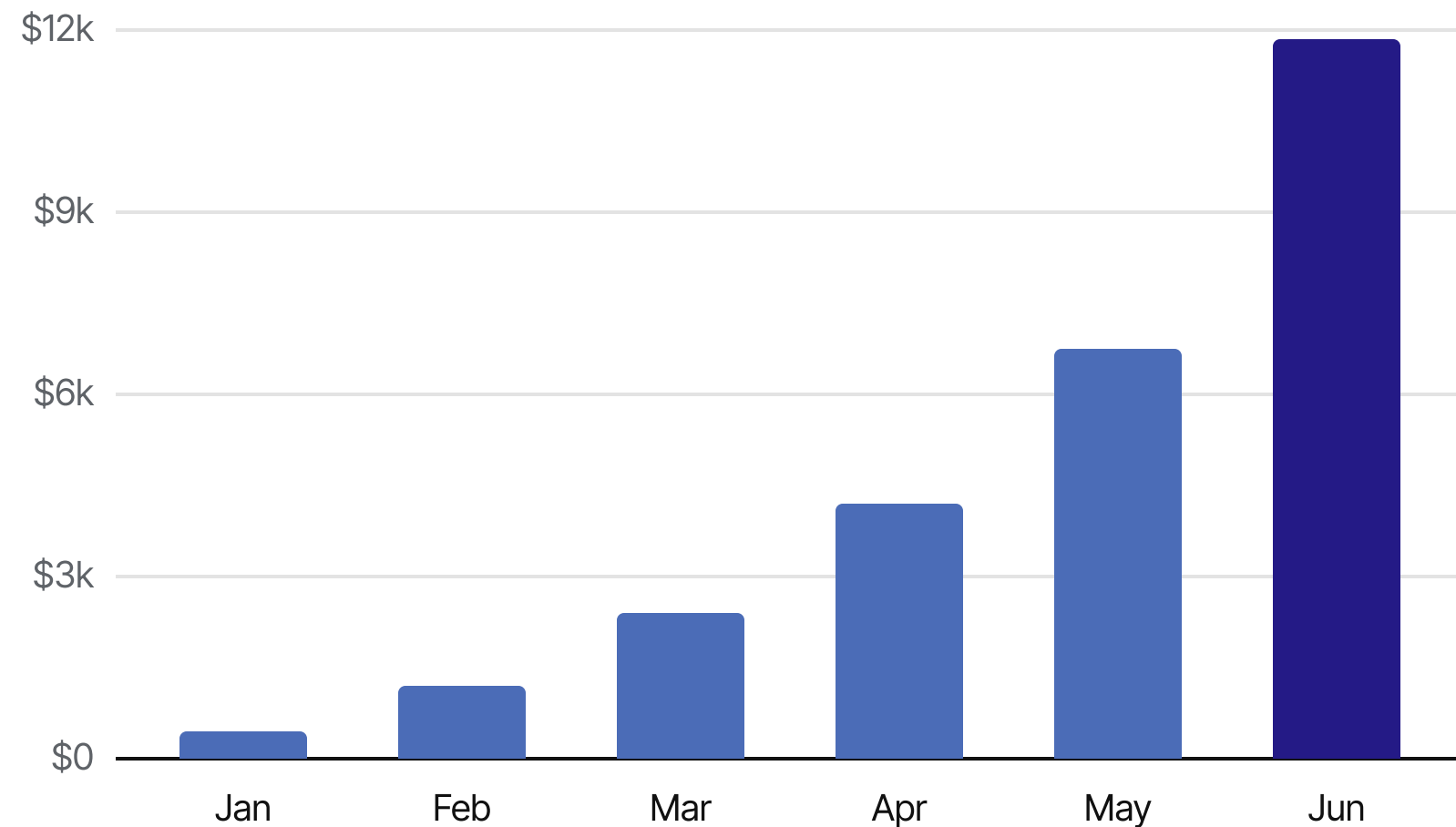
\$12k

MRR, month 4

+38%

MoM revenue growth

Monthly recurring revenue



★★★★★

"What took my team two weeks now takes an afternoon. We cancelled our old vendor after the first month."

[Name], [Role] at [Customer]

★★★★★

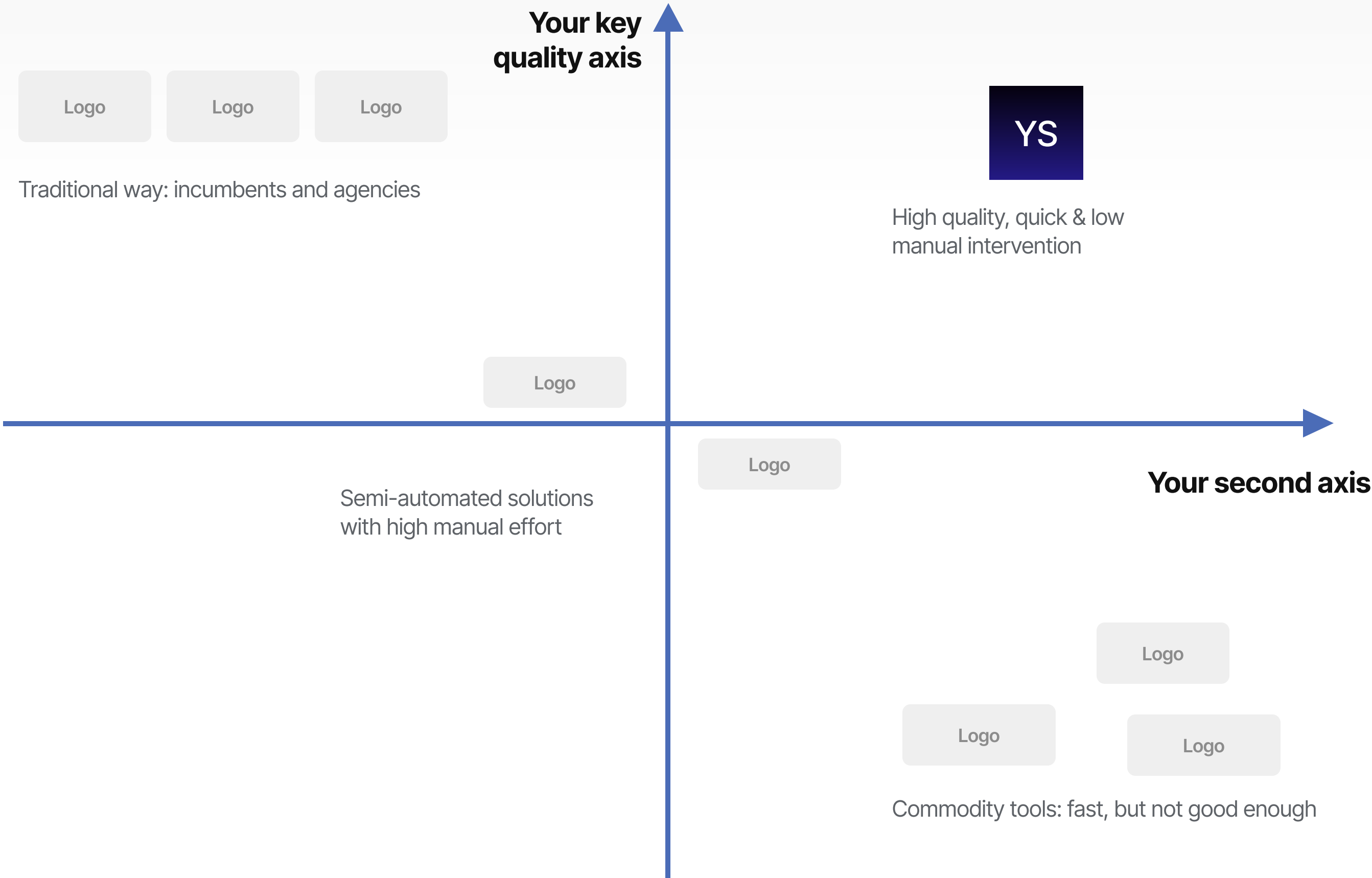
"The first tool that actually keeps the quality we need. I show it to everyone I know in the industry."

[Name], [Role] at [Customer]

★★★★★

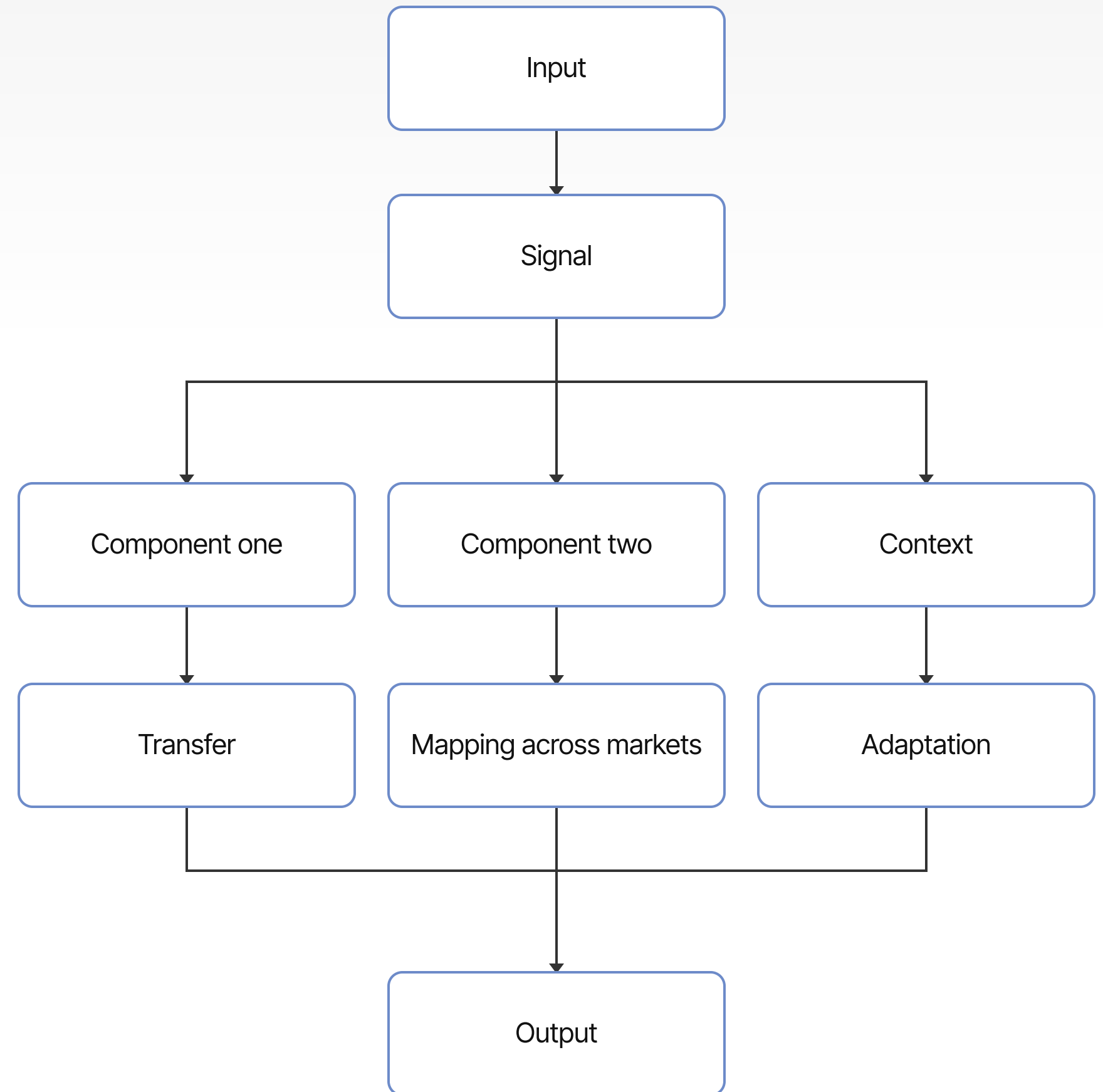
"We tried three alternatives. This is the only one we pay for."

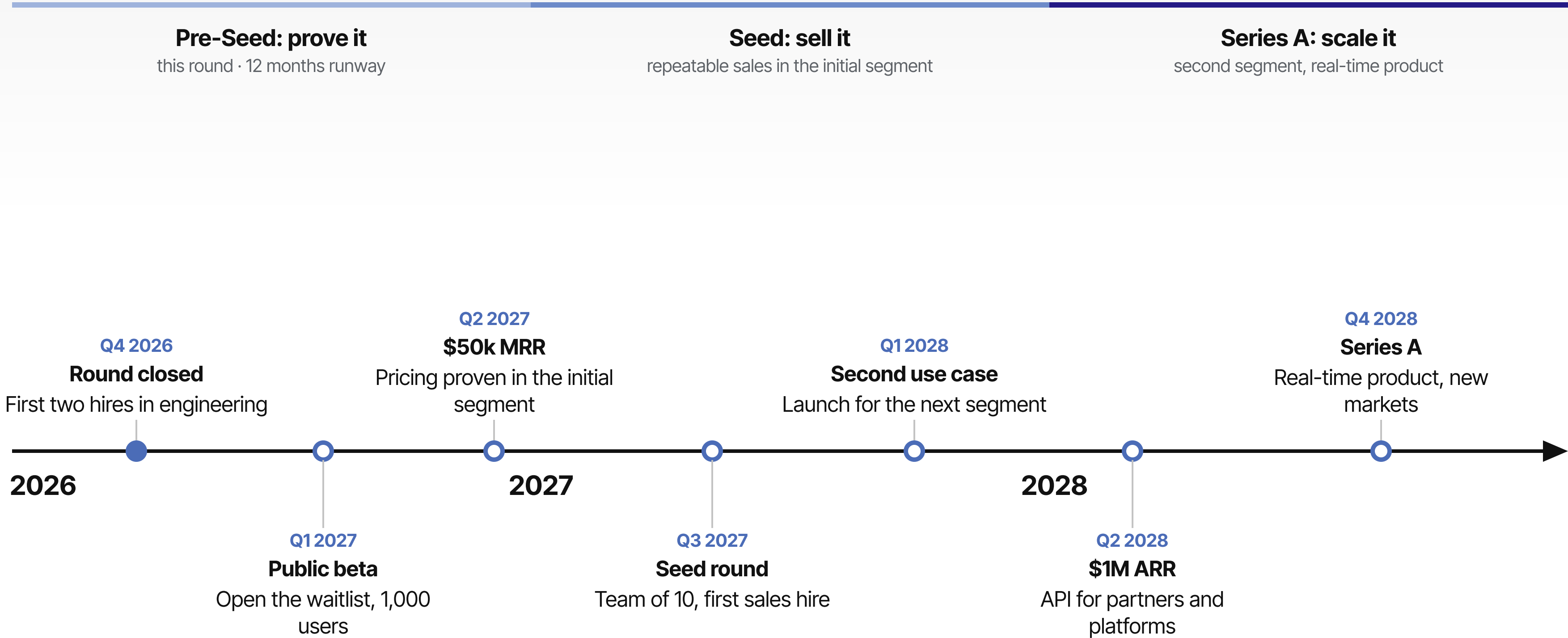
[Name], [Role] at [Customer]



A new way to [do the job]: keeps [what customers value most]

- Instead of the traditional approach, we take **[your different input]** to produce [the output], with state-of-the-art results.
- **Novel representation** as a combination of:
 - **component one**: what it captures and what it is trained on
 - **component two**: what it captures and how much data stands behind it
- **Quick, affordable, generalizable**: easy to scale to new markets, the job takes minutes instead of weeks





The ask: **\$[amount] pre-seed** to reach [the milestone that unlocks the seed round]



Powering [what you enable] for [who] with [your core technology]