

A target with concentric rings and numbers 5 through 10. Two darts are shown: one red dart hitting the ring between 6 and 7, and one yellow dart hitting the bullseye in the center.

GSNRW Pitchguide

Successful pitching for the Gründungsstipendium NRW

Pitch and Q&A | Procedure of the jury meetings

1. Pitch – 5min

- You will be given a time slot in advance
- Usually, the jury meetings take place online via Zoom
- You share your pitch deck via Screensharing
- The pitch can be in German or English
- All applicants should be present, but not everyone has to pitch
- You have 5 minutes, the time is stopped hard
- Your pitch should cover the key content

2. Q&A – 5min

- The jury asks you questions
- Decide in advance who will answer which type of questions
- Make sure you manage your time well here too and answer the questions precisely
- Prepare backup slides at the end of your presentation
- You can tease content in the pitch and present it here, e.g. your prototype
- Afterwards, you leave the room and the jury evaluates you according to the criteria on the following page

Goals | Five GSNRW requirements for your pitch deck

The jury awards **0 to 3 points for each category**. A total of more than 10 points is required for a recommendation. If exactly 10 points are awarded, there is a recommendation with the requirement to pitch again after 8 months. Any idea that is not recommended can be presented one second time. See further details under following [Link](#)

Innovativeness of the business idea

Your idea should:

- Have Improvements compared to existing solutions
- Have a unique selling point (USP)
- Be innovative

Feasibility & perspective of the idea

Your idea should:

- Be economically sustainable and feasible
- Have a high success and growth potential

Customer benefits & needs

The product/ service should:

- Meet the needs of the customers
- Serve a market without many competitors
- Have a high benefit and USP for the targeted market

Addressed market, industry & competitive situation

The product/ service should:

- Address a growing market
- Have a high market potential

Founder personality & team

The Founders should:

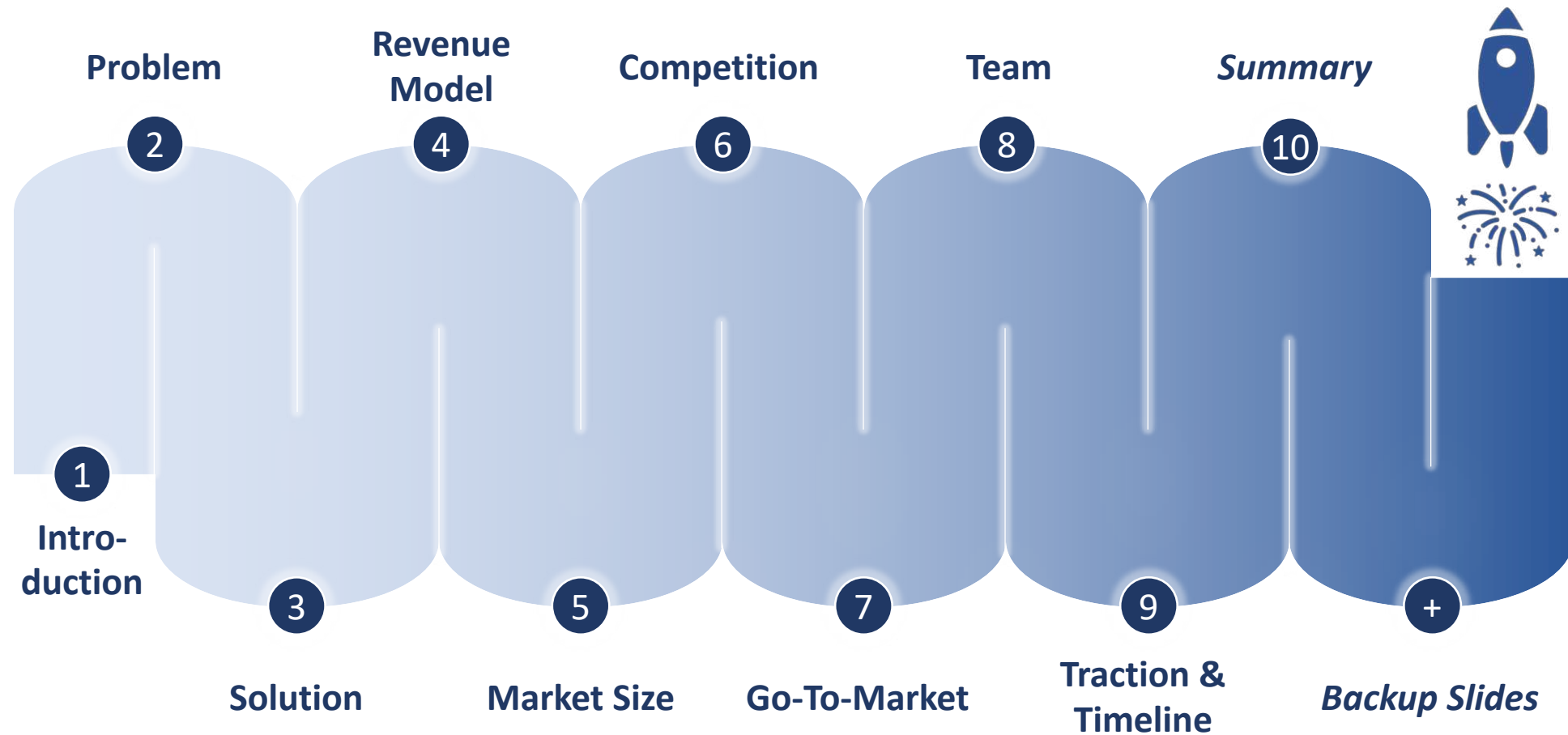
- Have the qualifications to succeed with their startup
- Have complementary competencies

The background of the slide features a stack of books with various colored spines (blue, red, yellow, green) and pages, creating a textured, layered effect. Overlaid on this is a faint, light-colored geometric pattern consisting of overlapping squares and rectangles, giving it a modern, architectural feel.

Pitch deck structure!

***How to structure and layout the
storyline for your pitch deck***

Pitch deck | 10 building blocks that might be part of your pitch deck



Pitch deck | Important notes on the building blocks



The **order and design of the 10 building blocks of a pitch deck can vary** based on a venture's unique story; adhering to the proposed order of 1 to 10 will help you structure your pitch deck, however, you may change the order depending on your individual story

Different types of start-ups **might emphasize the 10 building blocks differently** – e.g., start-ups with a complex high-tech product might use more slides to explain the functionalities of the product whereas start-ups selling simple consumer goods might spend slides on how this product serves customers' needs



It is crucial that you manage your 5 minutes well. Make sure you communicate the core of your business model coherently. **Too many aspects and details are not necessary** and will only make the pitch hectic. Remember that you can still answer the jury's open questions afterwards.

Depth of slide content | Make sure the level of detail of the slides is adapted to the type of presentation

	How to choose the level of detail for your pitch deck?		
	A. Live presentation only; no pitch deck submission	B. Presentation <u>and</u> submission of pitch deck	C. Submission of pitch deck without presentation
<i>Goal of the pitch deck</i>	Enhance live spoken presentation	Serve as a comprehensive resource	Stand alone as primary information source
<i>Amount of information</i>	Simple slides easy to digest, supporting oral presentation	Include more details for later reading	Self-contained, must convey all info alone
<i>Visual impact</i>	Strong visual elements	Visuals complement information	Visuals must be clear and selfexplanatory
<i>Text usage</i>	Less text, more keywords or bullet points	More text, explains without a presenter	Text must be concise, clear and complete

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Text usage	Less text, more keywords or bullet points	More text, explains without a presenter	Text must be concise, clear and complete
This pitch			

Key messages | Before you start creating the slide, think about the key message that you want to point out

1.

Create key message

Before you start creating the slide, think about the key message that you want to point out. Assuming only one sentence sticks with your listeners, which one should it be?

In the following you will find a control question for each building block. Summarize your answer in one crisp and enticing sentence and check if this content reaches your audience.

2.

Create a ballpark

Make a list of all the information you want to include on this slide, using bullet points.

Check if all the information you want to include is necessary to understand your key message.

3.

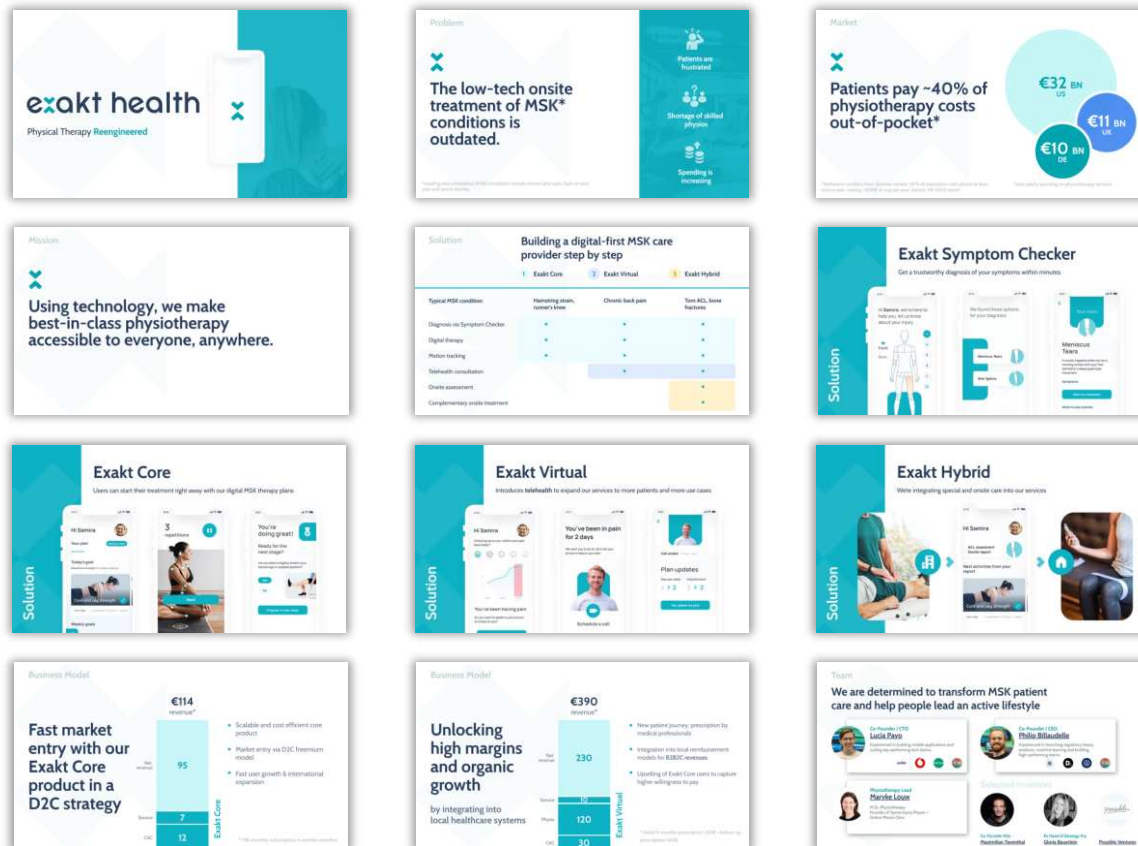
Create content

Create your slide content that accompanies what is said during the patch.

As this is a "live presentation only" (see slide 8), not all information needs to be packed onto the slide. Note that your audience cannot read and listen to you at the same time while you are saying another sentence.

Look & feel | Tipps to design a cohesive pitch deck

Example pitch deck: exact health



Corporate identity

- A color scheme that pulls you through the whole pitch deck
- Recurring design elements – e.g., rounded shapes

Use suitable elements for visualization

- Pictures can emotionalize
- Diagrams can clarify relationships
- Numbers and diagrams can create trust*
- When talking about products, show sketches or prototypes

*Write the source in the footnote



Pitch deck toolkit!

***How to design an enticing pitch deck,
using the 10 pitch deck building blocks***

Disclaimer | Important notes on the Toolkit



We attached 15+ exemplary pitch decks at the back of this guide and linked selected slides from these pitch decks to our Toolkit to provide you with exemplary **best practice slides for the respective building blocks**. Simply click through the examples for each building block.

The exemplary pitch deck slides provided at the back of **this guide may not be fully exhaustive**. Many start-ups don't reveal **sensitive information** publicly on the web – for example, slides covering financials, business models, or sales strategies. For this reason, exemplary slides for some building blocks are limited



The idea of this toolkit is to give you inspiration for your pitch. **Do not cover all the given aspects**. Simply select the aspects that make sense in your case.

#1 Introduction | Toolkit

Content

- Keep the introduction slide **simple and crisp** — tell people who you are and why you're here
- You can use this slide to **communicate your purpose or value proposition** in one sentence
- Examples:
 - “We make video games for elderly.”
 - “We provide preventive health measures your pet.”
 - “We keep the streets secure for everyone.”
 - “We're Airbnb for CamperVans.”

Design

- Here, it's all about you! Put your **logo** prominently on the slide so that it draws the audience's attention
- If you want, put your **purpose or key value proposition** (in one crisp sentence) close to your logo
- You also might think about choosing a **background image** that illustrates your value proposition



Control question: Do you effectively engage your audience from the start and spark their curiosity to learn more, emphasizing the core value of your business?

#1 Introduction | Examples



Our favorites

[Nylas](#)

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Other examples

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#2 Problem | Toolkit

Content

- Clearly **define the problem** you are solving; use anecdotes, or real-life examples to convey the problem to the audience
- Explain **why the problem is urgent** and why it needs a solution now
- Explain, **who is affected by the problem** (e.g., individuals or other businesses)
- **Connect the problem to a broader** industry or societal trend (if possible)
- **Include data on market research or surveys** that prove the problem's existence and its severity

Design

- Put the **problem into one sentence** and use it as a headline
- The problem slide is very emotion-laden. Support your message with an **impactful image or visual** representing the problem
- **Keep the text minimal**, use bullet points or short sentences
- Use **colors and contrasts to make the key information clear** instantly when looking at the slide
- Since this slide is more minimalistic, you can use a somewhat **larger font-size**



***Control question:** Do you convey a clear problem statement, convincing the audience of its severity and urgency and helping them understand who is affected?*

#2 Problem | Examples



Our favorites

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Other examples

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#3 Solution | Toolkit

Content

- Explain how your **product or service** works
- Describe **how it addresses the problem**
- Explain **how it simplifies or improves the lives** of your target customers
- Highlight the **unique features or advantages** that set your solution apart from other offerings
- Share any **intellectual property or proprietary technology** that safes your product / solution from imitations
- Emphasize how your solution **aligns with market demands** and trends

Design

- Use **visuals, product demos, or prototypes** to make your solution tangible
- Highlight **key-features** visually to guide the attention of the audience
- This slide usually covers a lot of content. **Keep it simple, clean, and structured** to help the audience understand the product
- **If your product is quite complex to explain**, try using a processual overview and guide the audience step-by-step through the customer journey to show how the product is used



Control question: Does your slide clearly demonstrate how your solution or product addresses the problem, serves market demands, and differentiates from other offerings on the market?



#3 Solution | Examples

Our favorites

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[catch](#)

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Disclaimer| Check that your idea is understood



Stop here before continuing

- ! The basis for every pitch is that the audience understands the **core of your idea** and the actual added value. Test whether people who are not familiar with the topic understand your idea correctly

Pitch them your problem and solution and then **ask them what they have understood**. Only when the audience has understood this part does it make sense to present them with further details



#4 Revenue Model | Toolkit

Content

- Who are the **key stakeholders** in your business operations?
- Outline the **main income streams** and your pricing strategy
- Clarify potential **unit economics**, including costs per customer and margins

Design

- Draw a **framework / model** that visually guides the audiences through your value creation process
- Use **icons or graphics** to make the framework easier to understand
- Understanding the value creation process of the business model and how key stakeholders are involved eats up lots of mental capacity of the audience. Therefore, **try to work less with text**
- Refer to the backup slides in case you want to provide more optional details



Control question: Does your presentation clearly outline your business operations, including the key stakeholders involved and how the offer and payment flow between these parties is structured?

#4 Revenue Model | Examples



Our favorites

[Spotify](#)

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[AirBnB](#)

➤ Please click

[Netflix](#)

➤ Please click

Other examples

[Ledgy](#)

➤ Please click

[Beelinguapp](#)

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[The Plate](#)

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#5 Market Size | Toolkit

Content

- Provide **market size** estimates (current and projected) on the [TAM, SAM, SOM](#)
- Divide the market into different **customer segments /niches** (e.g., by demographic, income, geography, lifestyle etc.)
- Provide data on expected **market growth** over the next years
- Mention important **regulatory or industry-specific factors** influencing the market you are addressing

Design

- Use **charts and graphs** to visualize the data you provide
- Use **icons or other graphics and memorable key-words** to illustrate and describe different segments; visually emphasize the target segments that are part of your SOM
- Refer to the backup slides in the **footnote** in case you want to provide more optional details



Control question: Do you provide data to demonstrate that the targeted market is large enough to make your business model profitable?

#5 Market Size | Examples



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[Remi](#)

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[Front](#)

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[Exakt health](#)

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[Clare&me](#)

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#6 Competition | Toolkit

Content

- Identify your **direct/indirect competitors** and their strengths and weaknesses
- Highlight your **unique value proposition** and what sets you apart
- Illustrate **how you position yourself** on the market against competition
- If you are the first serving this market, **describe entry barriers** that keep others from serving your market
- Address **potential threats or market shifts** that could impact your market entry

Design

- Think about creating a **competitive matrix** to compare your features and strengths with those of your competitors.
 - e.g., most competitors serve low-income mass market, but you serve high income niche
 - e.g., competitors offer broad and expensive solutions, you offer customized specialized solutions with better value for money ratio
- If you have time problems, name your USP in the point Solution and include this slide in the backup slides



Control question: Do you clearly identify your competitors in the target market and distinguish what sets you apart from them?

#6 Competition | Examples



Our favorites

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Other examples

[Nylas](#)
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#7 Go-To-Market | Toolkit

Content

- This slide focuses on how you will **approach your customer segments** outlined before
- Define a **persona for the segments** you want to target (who they are, what they need, and how you meet those)
- Detail the **distribution channels** through which you will sell to customers (e.g. platforms, partnerships with retailers, direct-to-consumer model, etc.)
- Explain how you **generate leads** (e.g., online ads, SEO, website, email marketing)

Design

- **Visualize your persona(s)** to increase the audience's attention and understanding of your strategies
- Provide **tables or graphics** to structure your content in an easy-to-follow manner



Control question: Do you clearly explain your strategy to reach out to potential customers, ensuring they become aware of your offering and get interested in purchasing?

#7 Go-To-Market | Examples



Our favorites

[Bonus Material:
Buyer Persona 1](#)

➤ Please click

Other examples

[Clare&me](#)

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[Bonus Material:
Buyer Persona 2](#)

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[Bonus Material:
Go-to-Market Timeline](#)

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#8 Team | Toolkit

Content

- Introduce each **key team member** with their tasks, expertise and special accomplishments
- Explain how your team's **skills complement each other**
- If you are a solo founder, **address the areas in which you are looking for support** in the future
- Mention **advisors, mentors, or industry experts** supporting you
- If you have personal **anecdotes or stories why you and your team work specifically on this idea**; here is the right place to mention it

Design

- Display team member **photos along with their names and roles**; make sure everyone's photo is in high quality, has the same shape and size and is distributed evenly
- Use a **consistent format in the same order** for each team member's introduction
 - e.g., name, title, educational background, professional experience
- Highlight the team's expertise and achievements with **icons or graphics**



Control question: Do you effectively convey why your team is uniquely qualified to make your startup successful, including areas where expertise is still needed?

#8 Team | Examples



Our favorites

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[morty](#)

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[Passionfroot](#)

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Other examples

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[Finance Baby](#)

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[Beelinguapp](#)

➤ Please click

[Nylas](#)

➤ Please click

[Stytch](#)

➤ Please click

#9 Traction & Timeline | Toolkit

Content

- Showcase **key milestones achieved to date** (e.g., user acquisition, partnerships)
- Showcase **future milestones** (e.g., product development, product launch, market penetration etc.)
- If available share letters of intent, testimonials, success stories, user engagement metrics or any other **data that proves there is a real interest** in your offering

Design

- Showcase milestones using a **timeline infographic**
- Use **charts or graphs** to display the user or revenue growth achieved
- Include **logos** of customers, testimonials, partnerships etc. in an attractive format



Control question: Do you clearly outline the most important steps you have already taken and the next steps on the road to your start-up's success?

#9 Traction & Timeline | Examples

Our favorites

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[Beelinguapp](#)

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[Exakt health](#)

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#10 Summary | Toolkit

Content

- To round up your pitch, finish with your **high-concept pitch or a slogan** that you want the jury to stick to their minds
- If you are running out of time, you can skip this point

Design

- Don't put more than one sentence or slogan + e.g. a picture of your prototype / MVP on this slide
- This slide should not contain any additional information but summarize what your startup is all about



Control question: Do you clearly communicate what your startup is all about and why the audience should support you?

#10 Summary | Examples

Note: These examples mostly don't reflect what's written in the toolkit on the previous slide. This might be because these start-ups conveyed this information verbally but did not put it on the slide!

Our favorites

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➤ Please click

[Ledgy](#)

➤ Please click

Other examples

[Finance Baby](#)

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[Klima](#)

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[Beelinguapp](#)

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[Exakt health](#)

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[Remi](#)

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[Clare&me](#)

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[Perfeggt](#)

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***Your final
checklist!***

#1 Introduction: Do you effectively engage your audience from the start and spark their curiosity to learn more, emphasizing the core value of your business?

☐

#2 Problem: Do you convey a clear problem statement, convincing the audience of its severity and urgency and helping them understand who is affected?

☐

#3 Solution: Does your slide clearly demonstrate how your solution or product addresses the problem, serves market demands, and differentiates from other offerings on the market?

☐

#4 Revenue Model: Does your presentation clearly outline your business operations, including the key stakeholders involved and how the offer and payment flow between these parties is structured?

☐

#5 Market Size: Do you provide data to demonstrate that the targeted market is large enough to make your business model profitable?

☐

#6 Competition: Do you clearly identify your competitors in the target market and distinguish what sets you apart from them?

☐

#7 Go-To-Market: Do you clearly explain your strategy to reach out to potential customers, ensuring they become aware of your offering and get interested in purchasing?

☐

#8 Team: Do you effectively convey why your team is uniquely qualified to make your startup successful, including areas where expertise is still needed?

☐

#9 Traction & Timeline: Do you clearly outline the most important steps you have already taken and the next steps on the road to your start-up's success?

☐

#10 Summary & Call to Action: Do you clearly communicate your expectations from the audience and why they should support you?

☐

*Good examples of start-ups
who received funding!*



**Empowering women to
own their money.**

finance,
baby!

financebaby.de



**We talked to over 300 women
and they told us, that they
were scared of their financial
future.**

All. of. them.

Did you know...

**..that 60 % of all women leave financial decisions
to their partner?**

..women still earn 18% less than men?

**..that women get 46% less retirement funds
than men?**

**..only 13 % of all german women are invested in the
stock market?**

**Despite all these facts, there's no solution out there
that really encourages women to invest & take care
of their finances.**

**We encourage women
to take their financial future
into their own hands.**

finance, baby! is the first platform,
that provides financial knowledge, designed
for women's challenges
finally speaking their language.

**finance,
baby!**

2.

Solution

➤ Please click
to return

Easy financial education, trusted advisory and self-confidence, all in one app.

2.

Solution



Learn

Learn through your individual learning tracks with our video-courses and interactive tools and sheets.



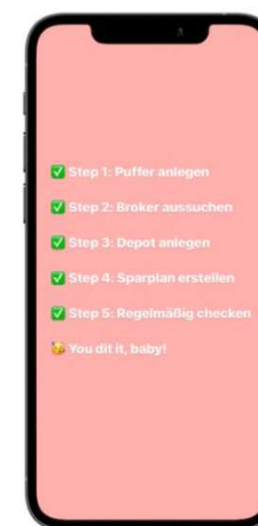
Talk

Feel the need to ask an expert a specific question? Book a session! We're working closely with trusted experts.



Tell

We're breaking the silence when it comes to money. We invite influencers and YOU to share your money stories and struggles.



Triumph

Triumph over your money, baby! Tick off everything you've accomplished and get rewards that you can turn into real money.

Always the perfect solution for your personal financial situation.

2.

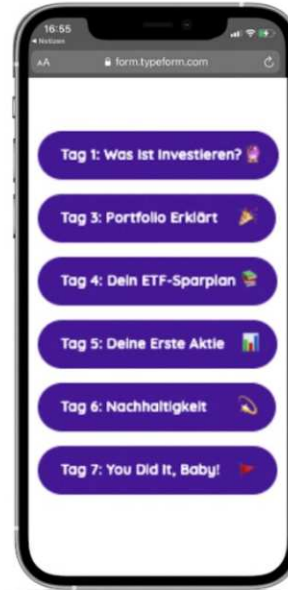
Solution



What's your current financial challenge or question?

Tell us about your situation within the questionnaire.

Whether it's about investments, retirement or how to structure your money in a relationship.



We create your personal learning journey, that solves your problem!

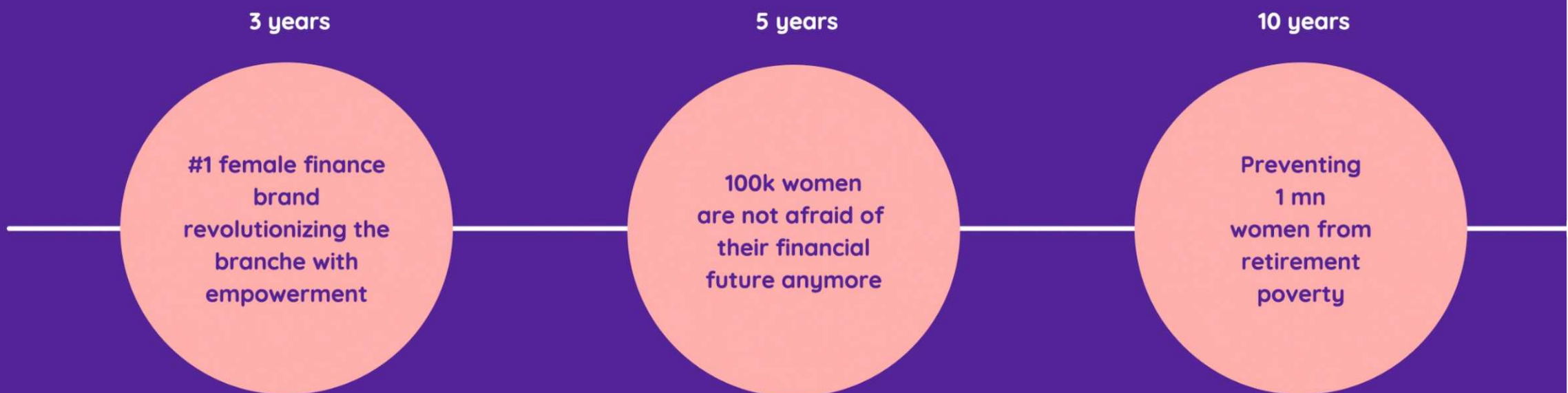
Regarding your answers, we will provide the perfect plan for your solution: your personal learning-journey. So you will know what to learn, how to execute it and when.



Solve it now and start investing in your future today.

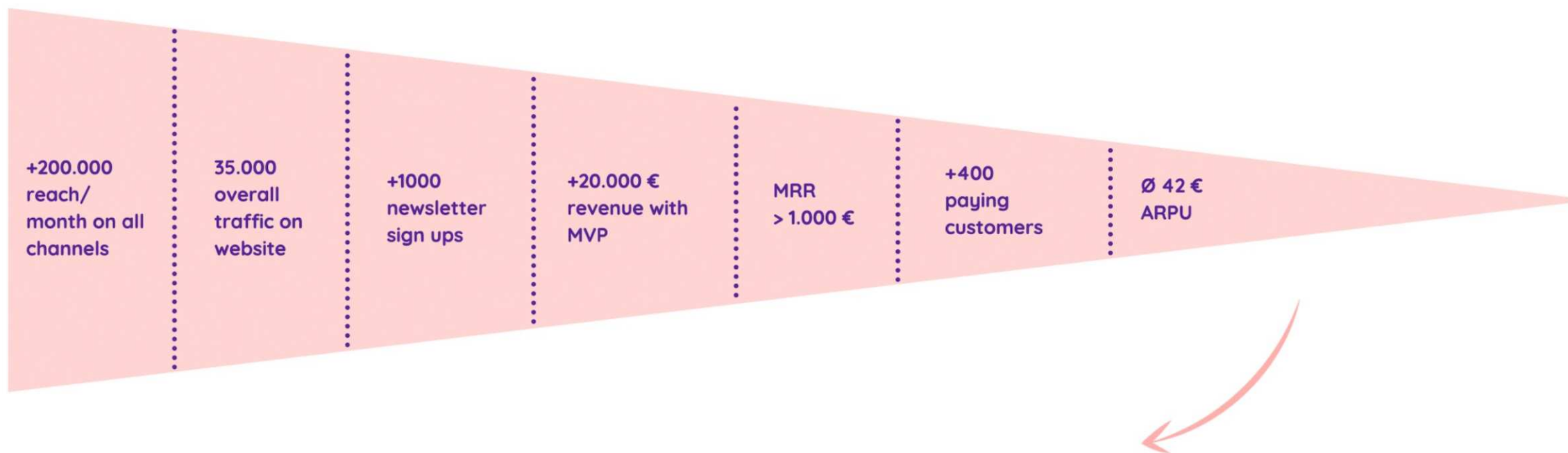
We not only educate and remind you, but also guide you to opening your own depot so you can start investing today.

We dare to think bold, when it comes to our vision.
We will **BRING** the change.



It's never too early to give back: That's why for every new subscription, we give one free access to a woman in need.

What we've reached within the past 8 months with our own resources:



Through +100 personal and +600 overall customer feedbacks, landingpage-testings and more, we built a deep understanding for our customers needs, the perfect pricing and our working sales channels and validated the need for finance, baby!.

Meet the heartbeat



Denise, Co-Founder
Head of Strategie & Produkt



Tessa, Co-Founder
Head of Sales &
Content



Shari, CTO
Tech-Stack & App-Development



Justine & Chiara
Finanzexpertise & Beratung





Passionfroot

Contact

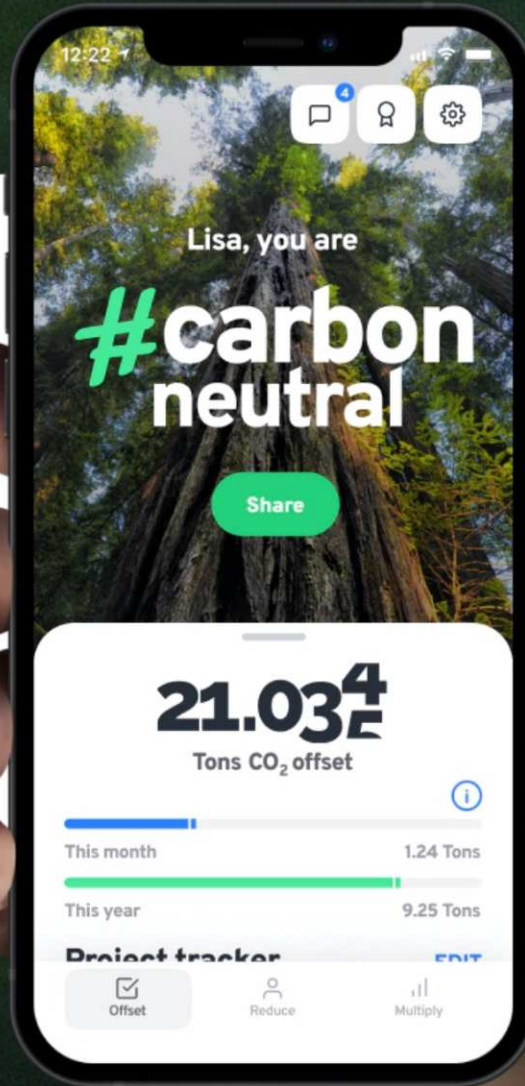
jen@passionfroot.xyz

Berlin, Germany

passionfroot.xyz

klima

Climate Action at Scale.



PROBLEM

Climate Change is the biggest threat to
humanity and **the defining experience**
for an entire generation.



klima



OPPORTUNITY

Millions want to take action but **don't know how.**

Individual climate action is a
gigantic untapped resource.



klima

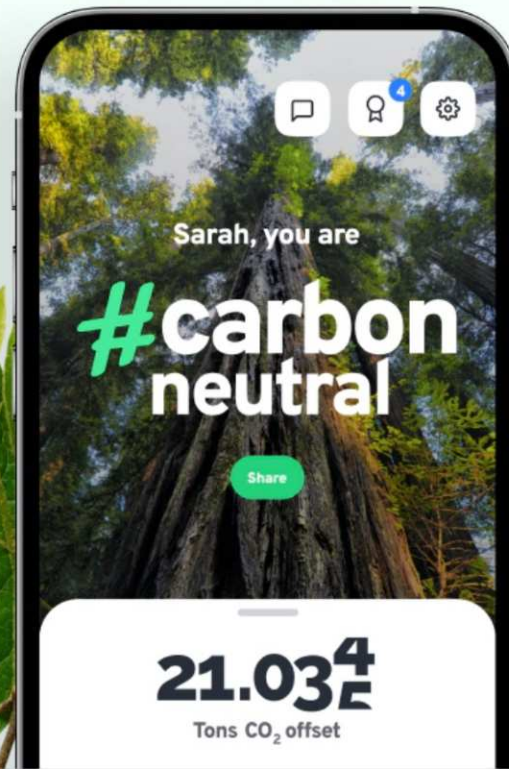
4.

Market
Opportunity

SOLUTION

Unleashing individual climate action at scale

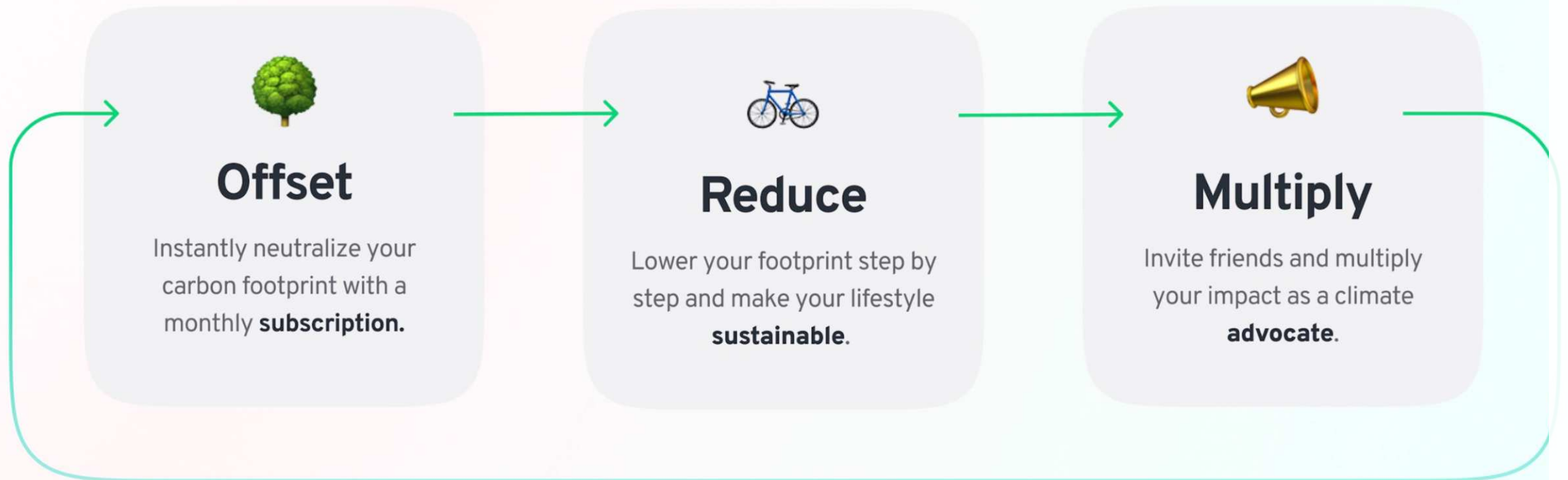
Klima is a next gen climate app that makes personal climate action radically easy, effective, and lovable.



klima

How it works

Three steps, one impact loop

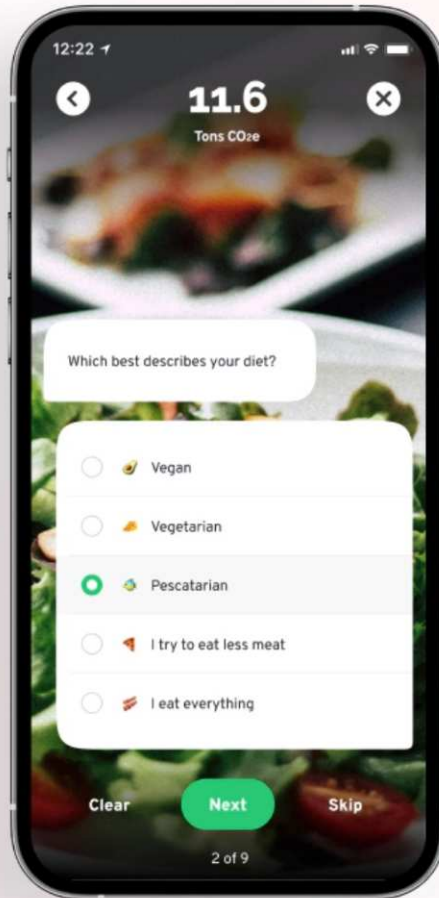


klima

Offset

Reduce

Multiply



Calculate your carbon footprint

Find out what your carbon footprint looks like, and easily understand the effects of your lifestyle.

klima

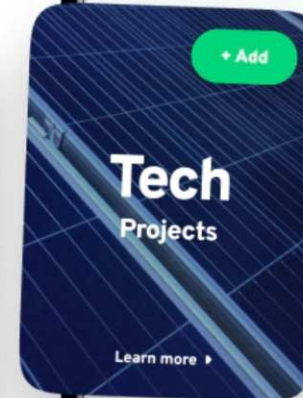
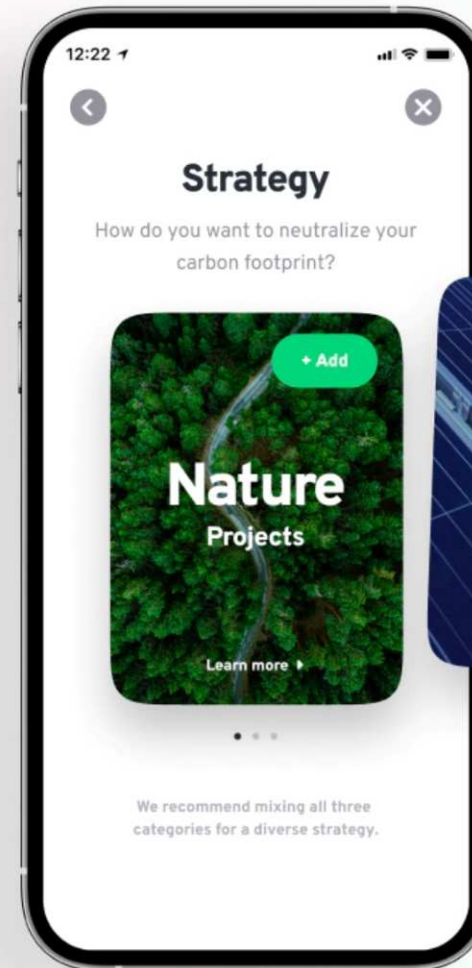
Offset

Reduce

Multiply

Activate your offsetting strategy

Select and fund high-impact climate solutions that remove or prevent carbon emissions elsewhere.



klima

Enjoy carbon neutrality

Congrats! Your life is carbon neutral.
That means your offsets cancel out
your emissions.

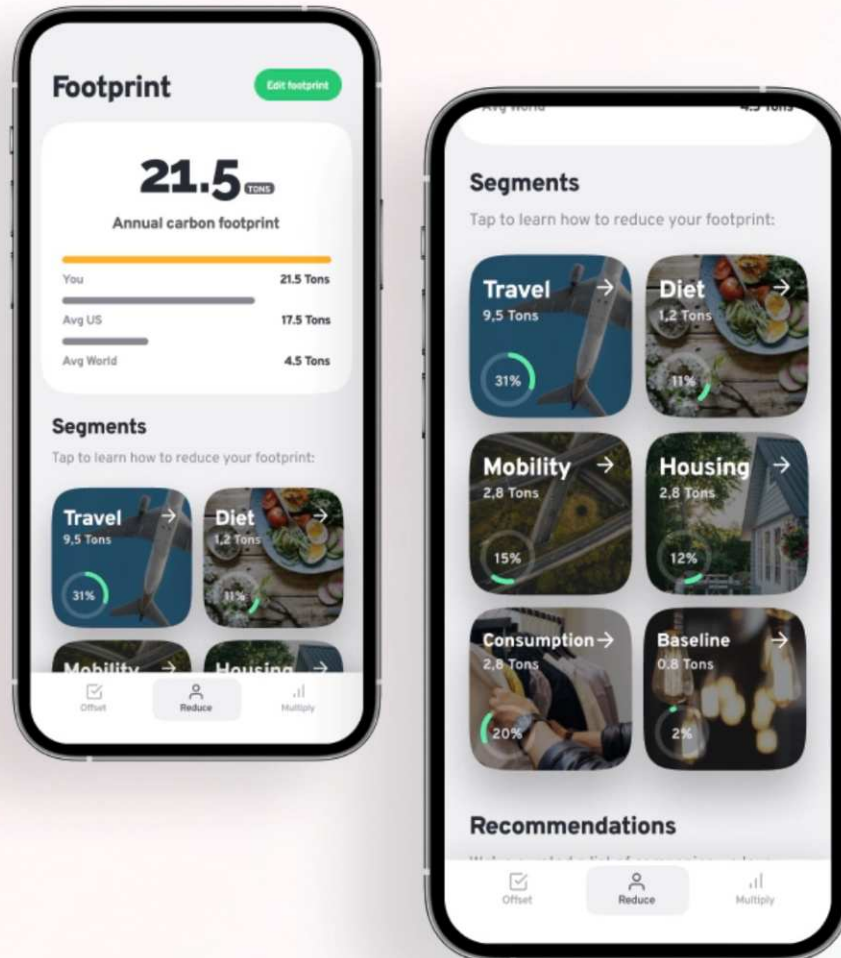


klima

Offset

Reduce

Multiply



Understand your footprint

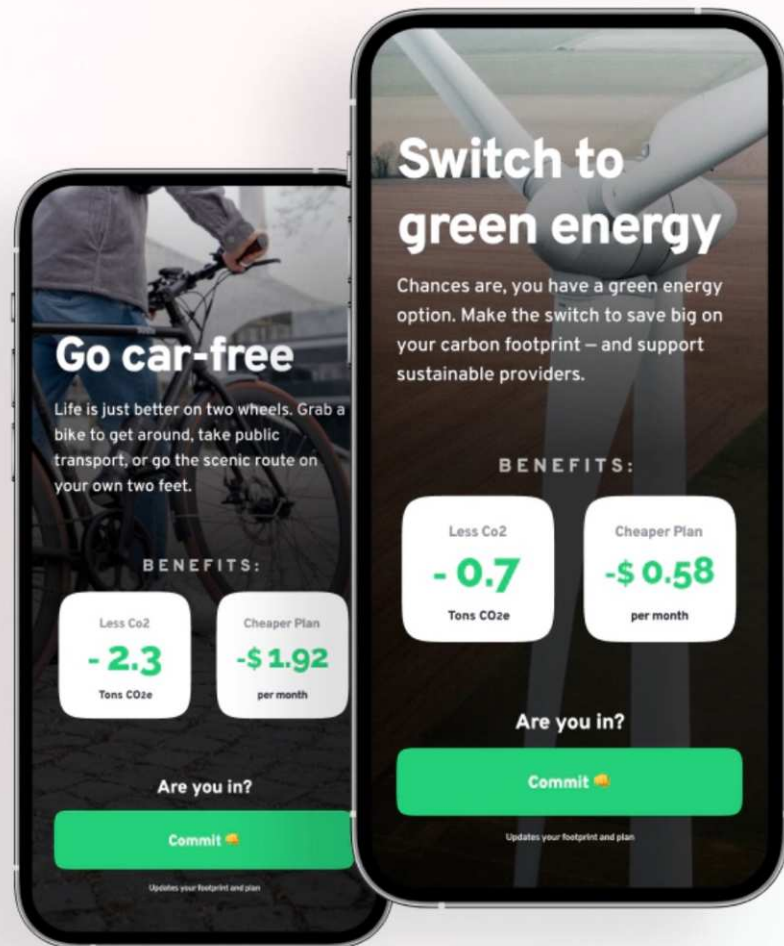
The Segment Explorer is a great tool to understand the individual areas of your footprint.

klima

Offset

Reduce

Multiply



Make smarter decisions

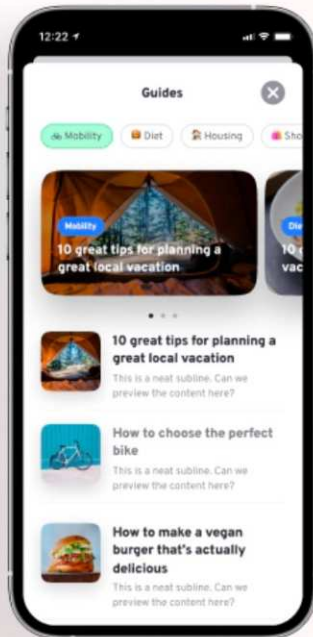
See personalized lifestyle tips based on your profile. Learn how to reduce your emissions further and live more climate consciously.

klima

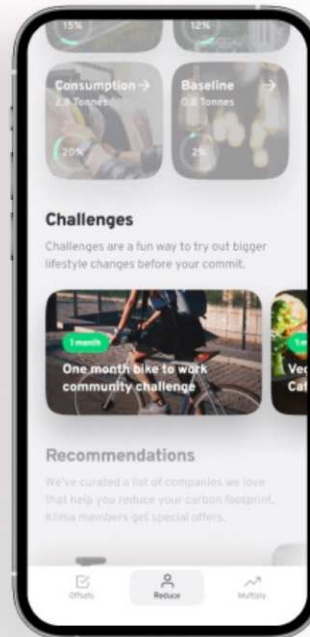
Offset

Reduce

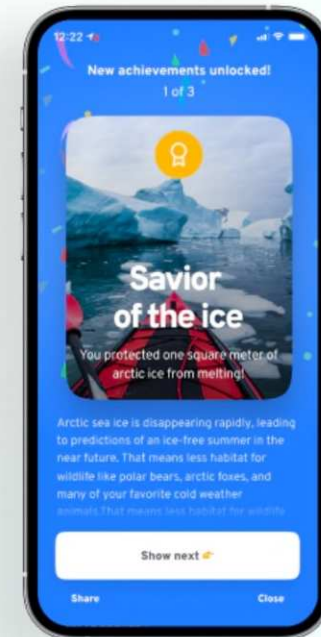
Multiply



Learn how to reduce your carbon footprint with our climate guides



Challenge yourself and adopt green lifestyle habits



Celebrate your successes and unlock achievements

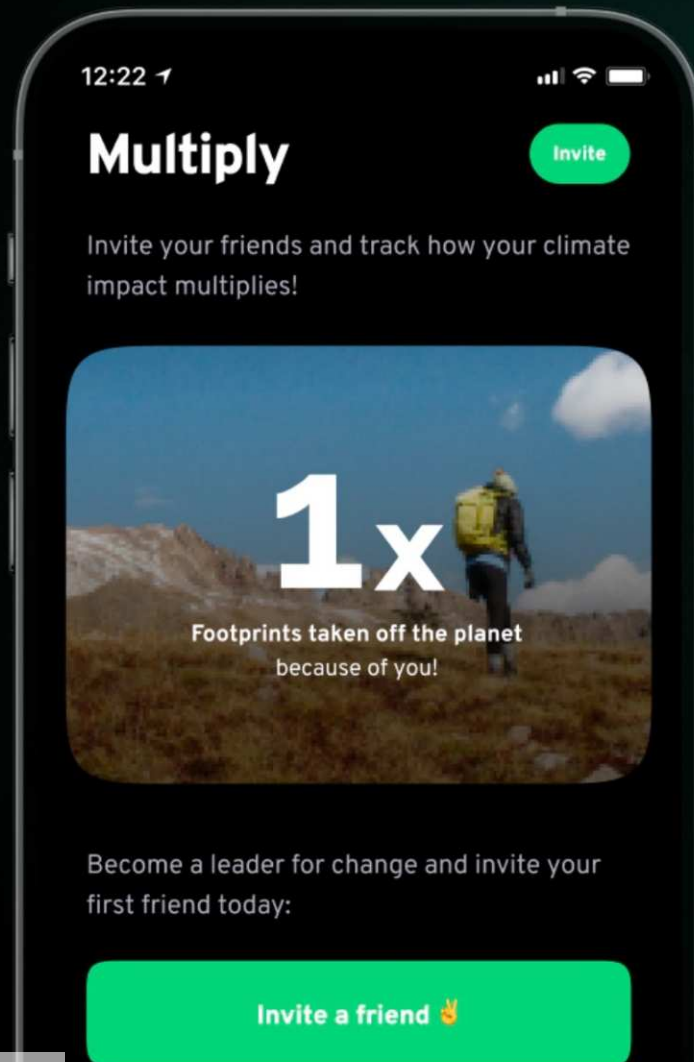
Offset

Reduce

Multiply

2.

Solution



Invite friends to multiply your impact

Every friend you inspire to join Klima means one more footprint taken off the planet.

Hey Sarah 🙌
I went carbon neutral with Klima.
And I'm inviting you to join me.
Every action counts!
<https://klima.com/568132>

Offset

Reduce

Multiply



Watch your movement grow

Become a leader for change and see the total CO2 taken out of the atmosphere by everyone you inspired.

Offset

Reduce

Multiply

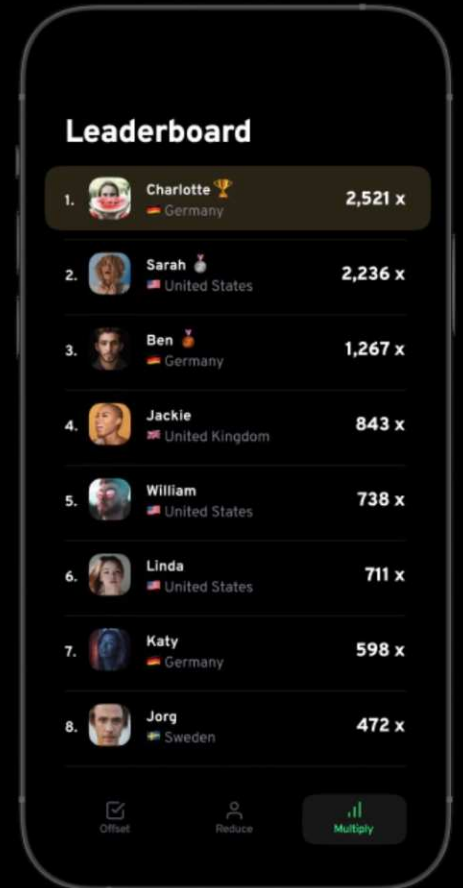
2.

Solution



Kick off a snowball effect!

Marvel at the self-growing impact as friends of friends join the movement you sparked.



Massive climate impact

100,000

Barrels of raw oil

The Klima community already has a massive climate impact, with an annual CO2 reduction equal to 100,000 barrels of oil unburned.



klima

Quality offsetting

Our projects rank among the **most effective climate solutions** worldwide, are certified by the highest standards for quality carbon offsetting, and provide crucial co-benefits under the **UN Sustainable Development Goals**.

We focus on three impact areas:

Nature

Planting trees is one of the most effective ways to sequester carbon, while also creating ecological habitats.

Technology

The shift to renewable energy is at the core of decarbonising our societies and overcoming our fossil fuel dependence.

Social

Providing the world's poorest with clean cook stoves reduces CO2 emissions and increases family health.



klima



As featured in

FAST COMPANY

Forbes

WIRED

TECHCRUNCH

QUARTZ



One very happy user.

Proud to be on a journey towards carbon neutrality. Love this app!

@TylerCooksey
via App Store



**Beautifully simple.
Wonderfully effective**

Everyone should download and then make Klima part of the way they live. Power to you.

@RVRG74RT
via App Store



**Fantastic CO2
offsetting app**

This is a great app, easy to handle and beautifully designed. Compensating my carbon footprint from now. 🙏

@ITomCGN
via App Store



Brilliant app

A super simple way to offset your carbon footprint – runs in the background of your life. Amazing idea!

@The Glider
via App Store



**Great tech for a
crucial problem**

Super simple, easy, and useful for assessing my impact on the planet. Love this app! ❤️

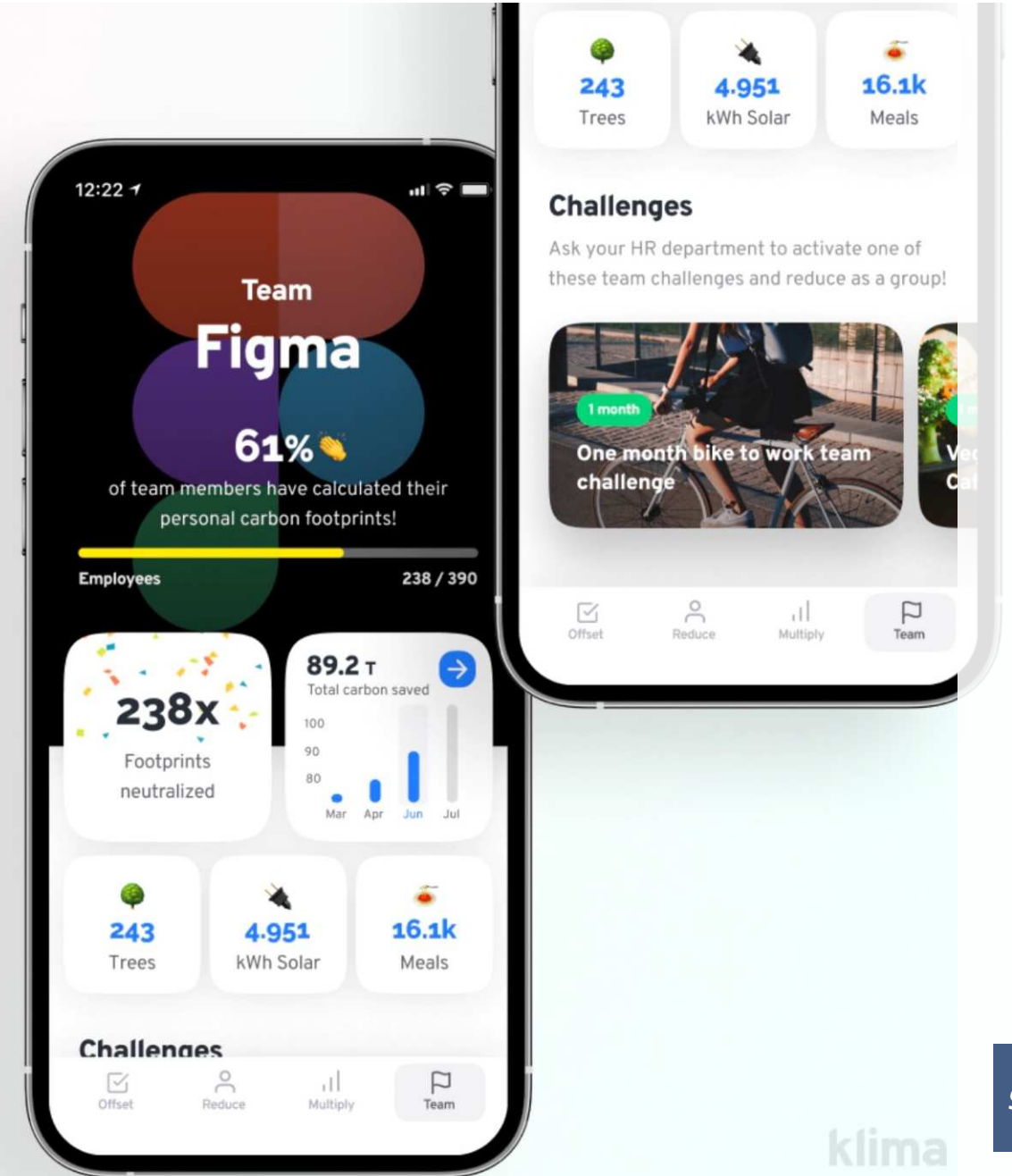
@fenderblenderdu
via App Store

klima

STAY TUNED FOR 2022

We're bringing Klima to teams

Make your **entire workforce carbon neutral** with Klima. Create a value-based team experience and attract purpose-driven talent.



klima

TEAM

Mission-driven entrepreneurs with product DNA.



Markus Gilles
CEO



Jonas Brandau
CPO & DESIGN



Andreas Pursian
CTO



our products have been featured on

WIRED

Mashable

THE VERGE

TNW
THE NEXT WEB

TC
TechCrunch

VOGUE

HUFFPOST

SPIEGEL

InStyle

Forbes

REFINERY29

COMEDY
TVLND3

THE WALL STREET
JOURNAL

VARIETY

Daily
Dot

ADWEEK

big
think

GIZMODO

The Boston
Globe

FAST COMPANY



10 Product &
Engineering



7 Comms &
Marketing



2 Finance &
Ops

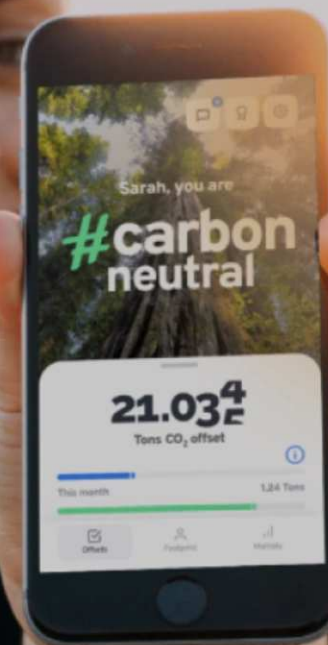
7.

Team

➔ Please click
to return

Join Generation Climate Clean.

↗ klima.com



Please click
to return ↗

10.

Summary
& CAT

STYTCH

User infrastructure for modern applications

February 2022

The founding story



Reed McGinley-Stempel
Co-Founder / CEO



Julianna Lamb
Co-Founder / CTO



Investors



7.

Team

➔ Please click
to return

Agenda

01

The future of
authentication

02

The Stytch
product

03

The Stytch
vision



01

The future of authentication

Today's authentication flows are broken...

1.

Problem

➤ Please click
to return



Time-intensive

On average, multiple engineers spend 8+ weeks annually on building, maintaining, and updating authentication



Error-prone

Storing passwords increases attack surface and cyber-insurance cost



Conversion sinks

Clunky auth flows invite friction points for consumers to drop-off at sign-up or login

...and consumers are frustrated



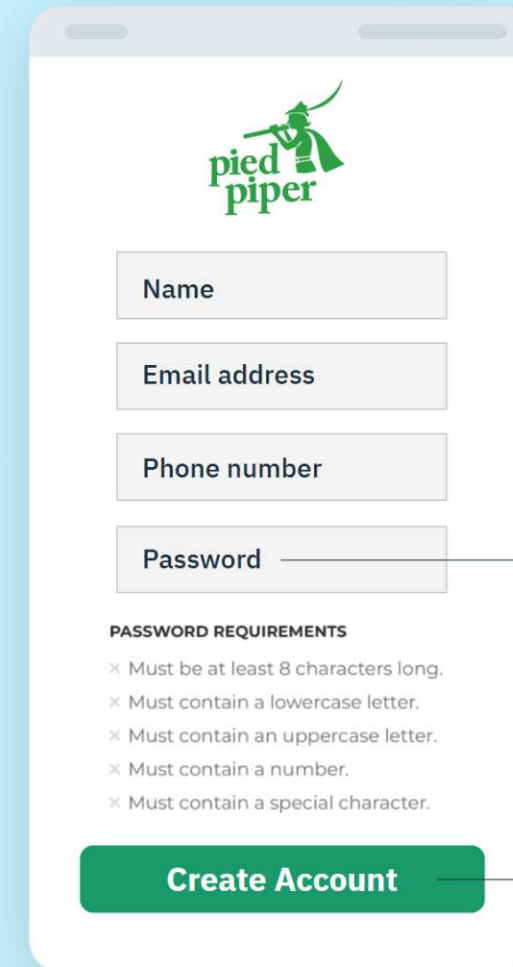
Sign-ups cause unnecessary friction



Frustrating authentication flows result in poor UX



Security theater that doesn't help protect their accounts

A mobile app interface for a sign-up form. At the top is the 'pied piper' logo. Below it are four input fields: 'Name', 'Email address', 'Phone number', and 'Password'. Under the 'Password' field is a section titled 'PASSWORD REQUIREMENTS' with five bullet points: 'Must be at least 8 characters long.', 'Must contain a lowercase letter.', 'Must contain an uppercase letter.', 'Must contain a number.', and 'Must contain a special character.' At the bottom is a green button labeled 'Create Account'.

Passwords frustrate users, cause drop-off, and create additional security overhead and risk for apps

21% of users forget their passwords within 2 weeks of creating them. 78% report forgetting a password in the past 90 days

Passwords have a hidden cost...

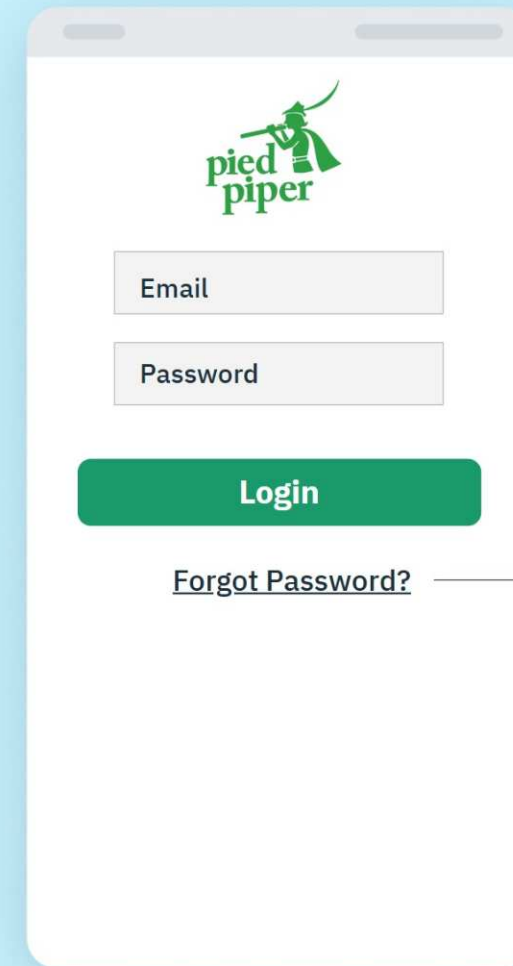
1/3

of online purchases are abandoned at checkout because consumers cannot remember their passwords

75%

of customers that initiate a password reset flow abandon the digital interaction

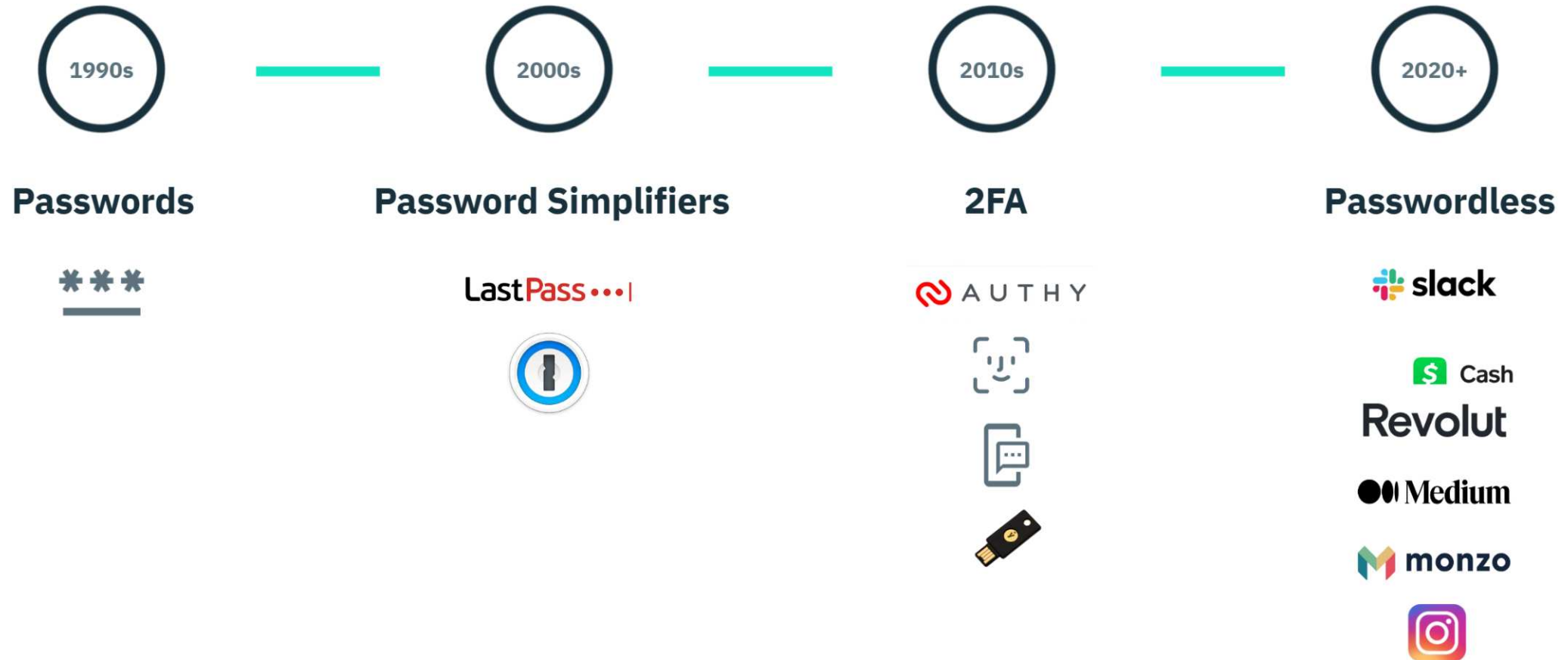
Sources: [“When customers forget their passwords, business suffers.”](#); [“The \\$300 million button.”](#)



The image shows a mobile app login screen for 'pied piper'. At the top is the logo, which features a green silhouette of a piper and the text 'pied piper'. Below the logo are two input fields: 'Email' and 'Password'. Underneath these fields is a green 'Login' button. At the bottom of the screen is a link that says 'Forgot Password?'. A line from the text '75% of users that select this button abandon the digital interaction' points to this link.

75% of users that select this button abandon the digital interaction

The future is passwordless



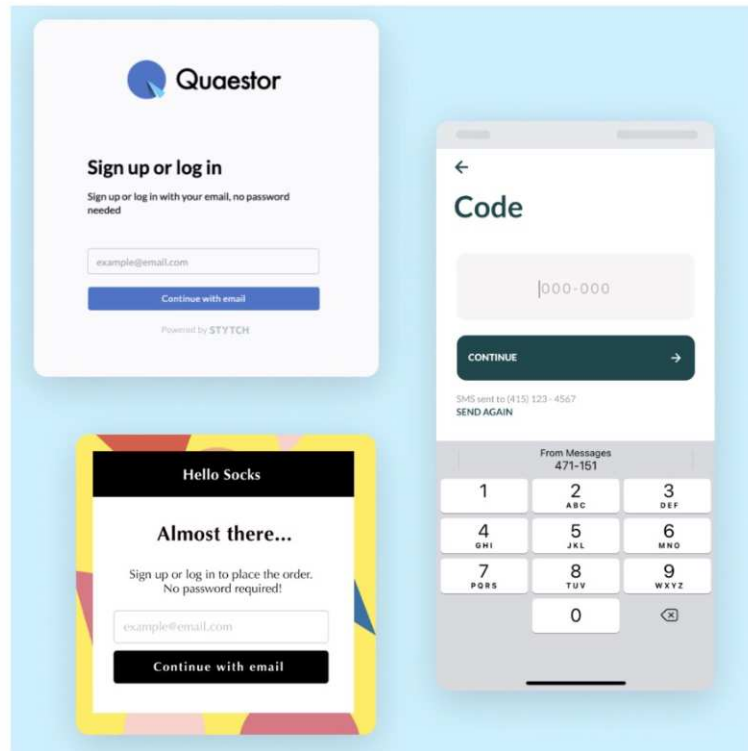


02

The Stytch product

Flexible + composable integration options

Prebuilt Sign-up and Login Flows



- SDKs for Web (javascript + react) and Mobile (native iOS + Android, react native)

Direct API for Full Customization

```
curl -X POST \
  https://api.stytch.com/v1/magic_links/send_by_email \
  -H 'Content-Type: application/json' \
  -u 'project-live-c60c0abe-c25a-4472-a9ed-320c6667d317:secret-live-80JASucyk7z_G8Z-7dVwZVGXL5NT_qGAQ2I=' \
  -d '{
    "email": "sandbox@stytch.com",
    "login_magic_link_url":
    "https://www.stytch.com/login",
    "signup_magic_link_url":
    "https://www.stytch.com/signup",
    "expiration_minutes": 60
  }'
```

- Client libraries for Node, Python, Ruby, and Go

2.

Solution

➔ Please click to return

We are evolving our product suite to meet all authentication needs



Email magic links

- Optimized for desktop and mobile
- Remove passwords entirely or streamline your “forgot password” flow
- One-click user invitations + account creation



SMS one-time passcodes

- Optimized for mobile
- Redundancy to improve deliverability



WhatsApp passcodes

- A global solution for passwordless mobile auth



Email passcodes

- Sign up and log in users with a simple and secure one-time passcode.



Session management

- A single point solution for all authorization needs



OAuth logins

- OpenID and OAuth support



WebAuthn

- Biometrics for desktop and mobile web
- Hardware keys (e.g. Yubikey)



Embeddable magic links

- Create seamless user experiences by weaving authentication into all of your user interactions



Authenticator app passcodes

- Provide an extra level of security for critical services
- Requiring a user to prove possession of their device

Coming in 2022



Native biometrics

- Fingerprint and facial recognition
- Seamless login option on native iOS and Android apps



Login with Ethereum

- Support login with any Ethereum wallet such as MetaMask



Push authentication

- Reduces web drop off



PIN creation verification

- Easier to recall
- More mobile friendly than passwords



Business Productivity Automation

API Infrastructure for high value data and rapid application development.

We make the world more productive.



\$2.86 Trillion

Lost in 2020 on repetitive tasks in US alone

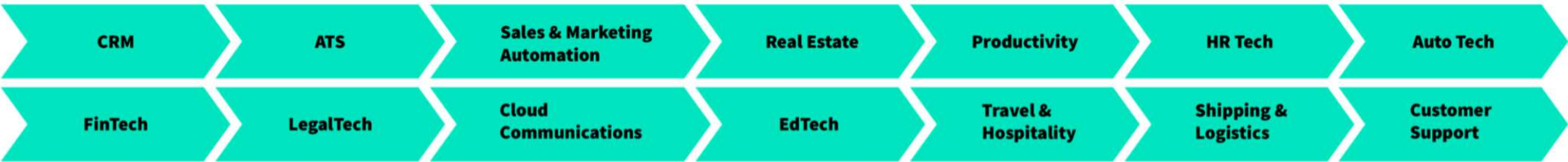
1.

Problem

4.

Market
Opportunity

We power the productivity in the world's best companies



Trailing 12-month Snapshot

700+ Customers

+47,386
Developer Sign-ups

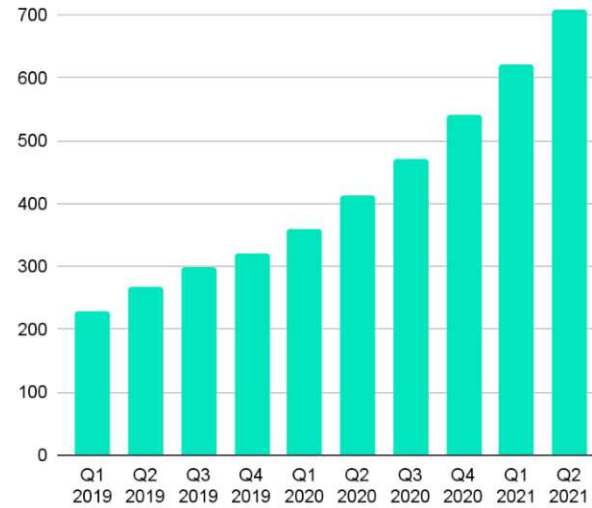
2B+ API requests daily

20TB+ of data daily

171M+ Unique
People Connected

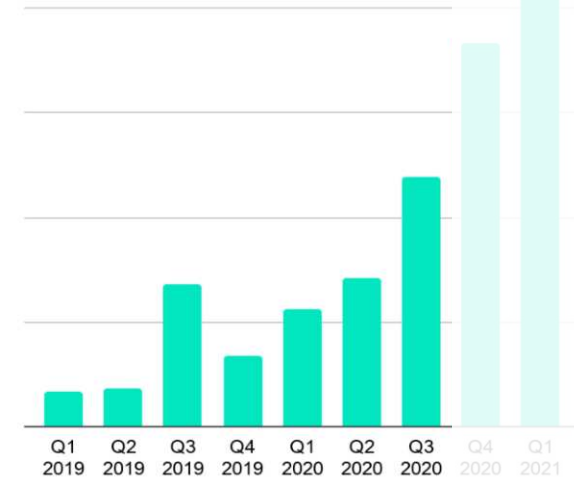
2X YoY

New Customers



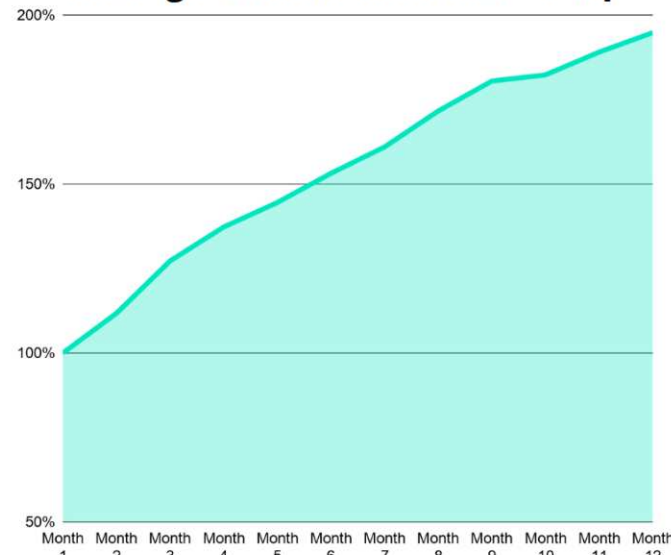
3X+ YoY

New ARR



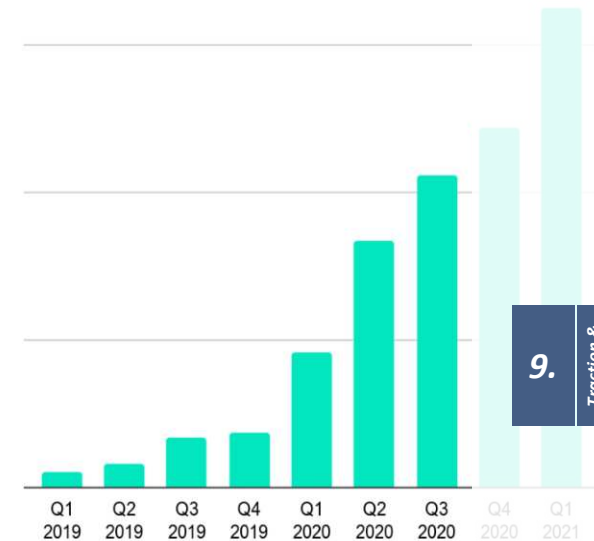
2X YoY

Average Customer Revenue Ramp



7X+ YoY

Developer Sign-Ups



Developers currently spend years weaving together partial solutions

1.

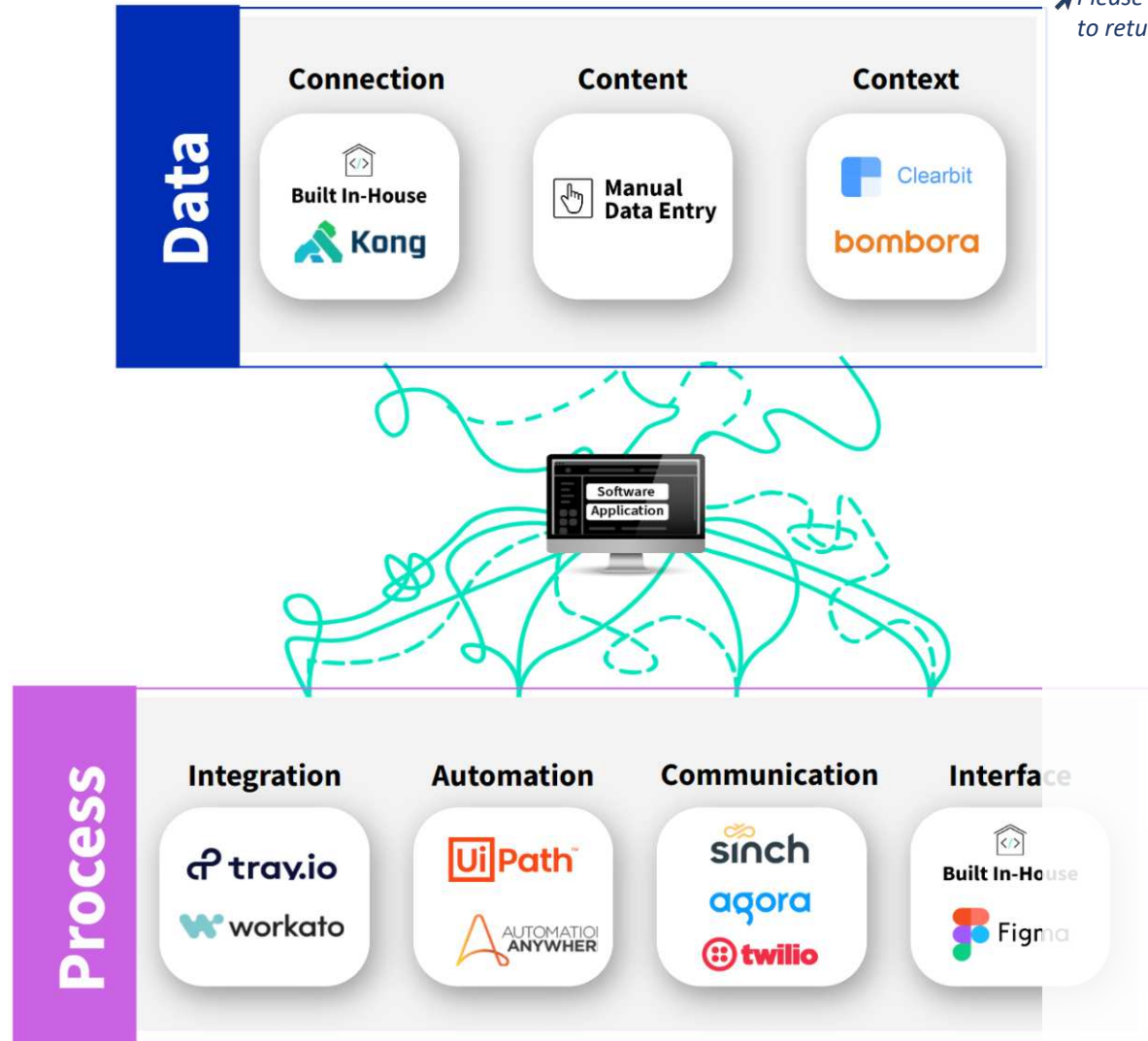
Problem

➤ Please click to return

Productivity is the outcome of **structured data** and **efficient process**.

Connecting and collecting data is easy.
Putting data to work is hard.

Others are **limited** because they only solved the easiest technical problems.



We give developers the useful data and the tools to put it to work.

2.

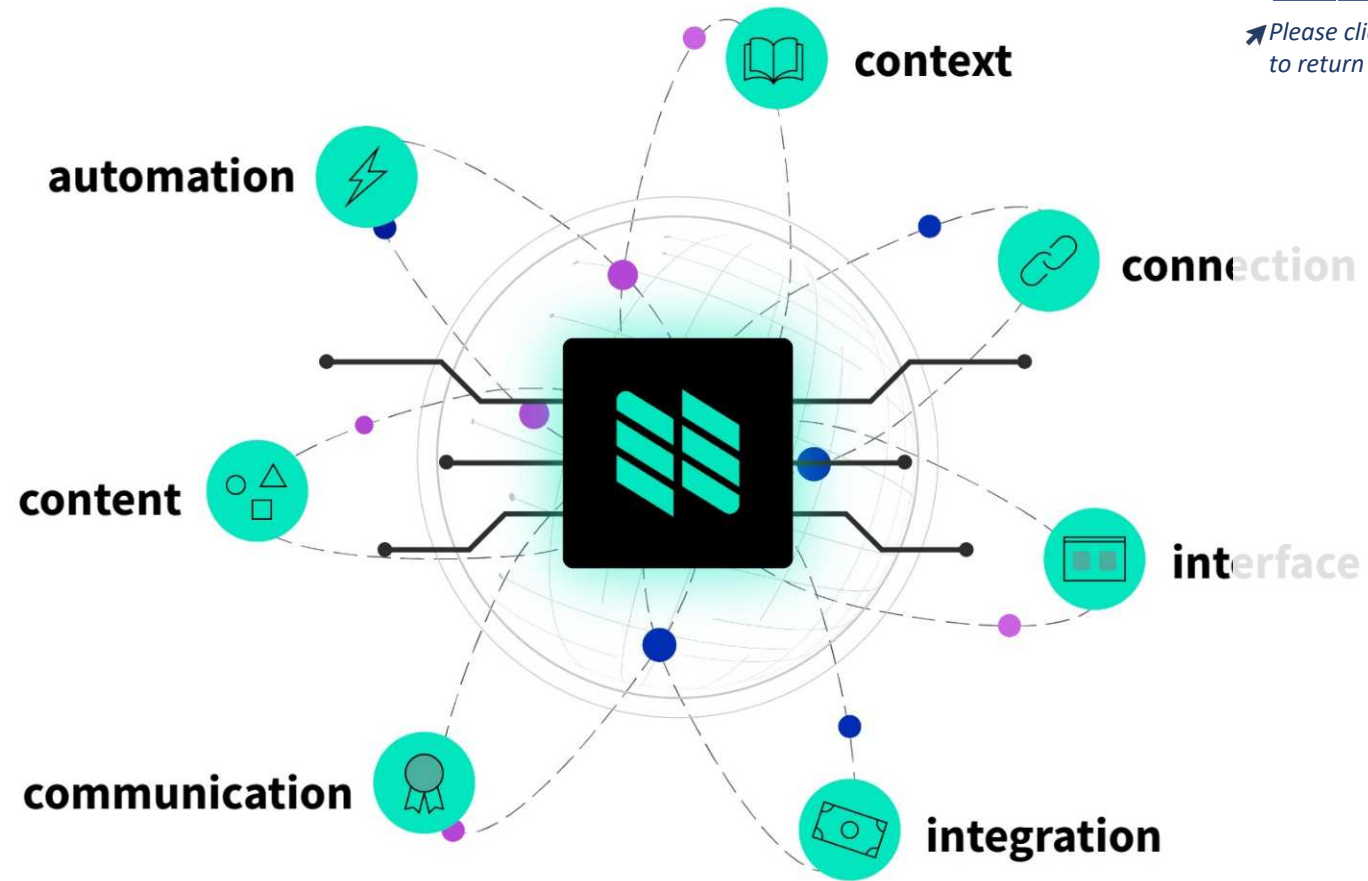
Solution

➤ Please click
to return

We built the hard thing first:
A Universal Data Engine.

We give developers the **extensible** data
and process focused on the outcome of
business **interactions**.

This allows us to power the
Future of Productivity.



We've revolutionized the way business apps are built.

2.

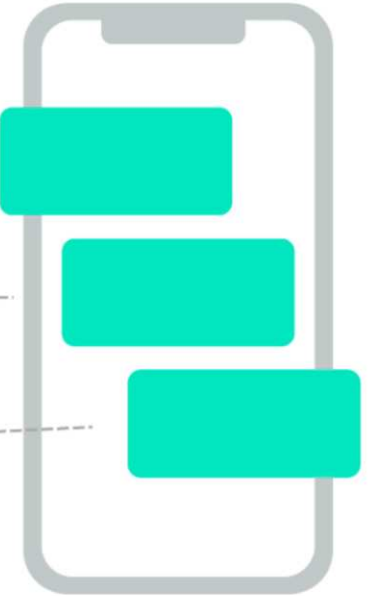
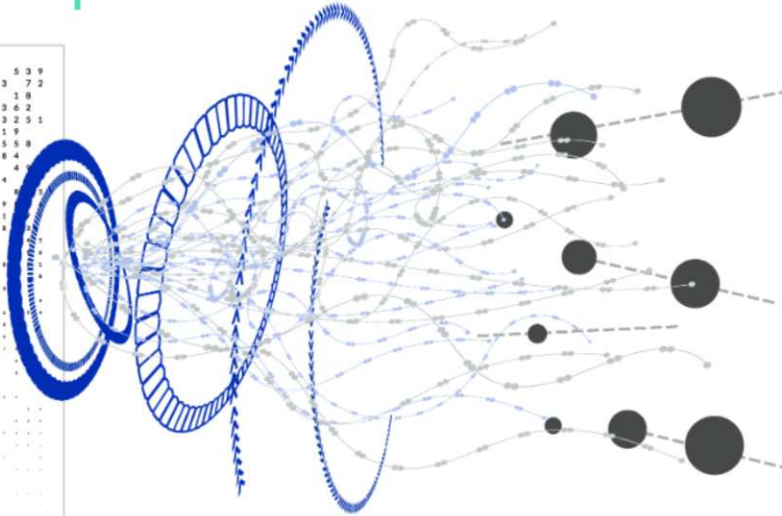
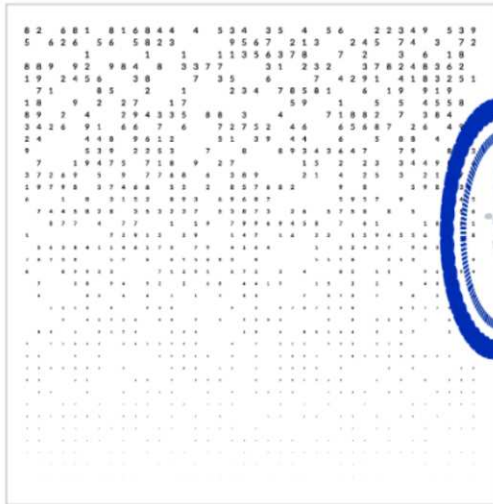
Solution



Raw Unstructured High
Value Enterprise Data

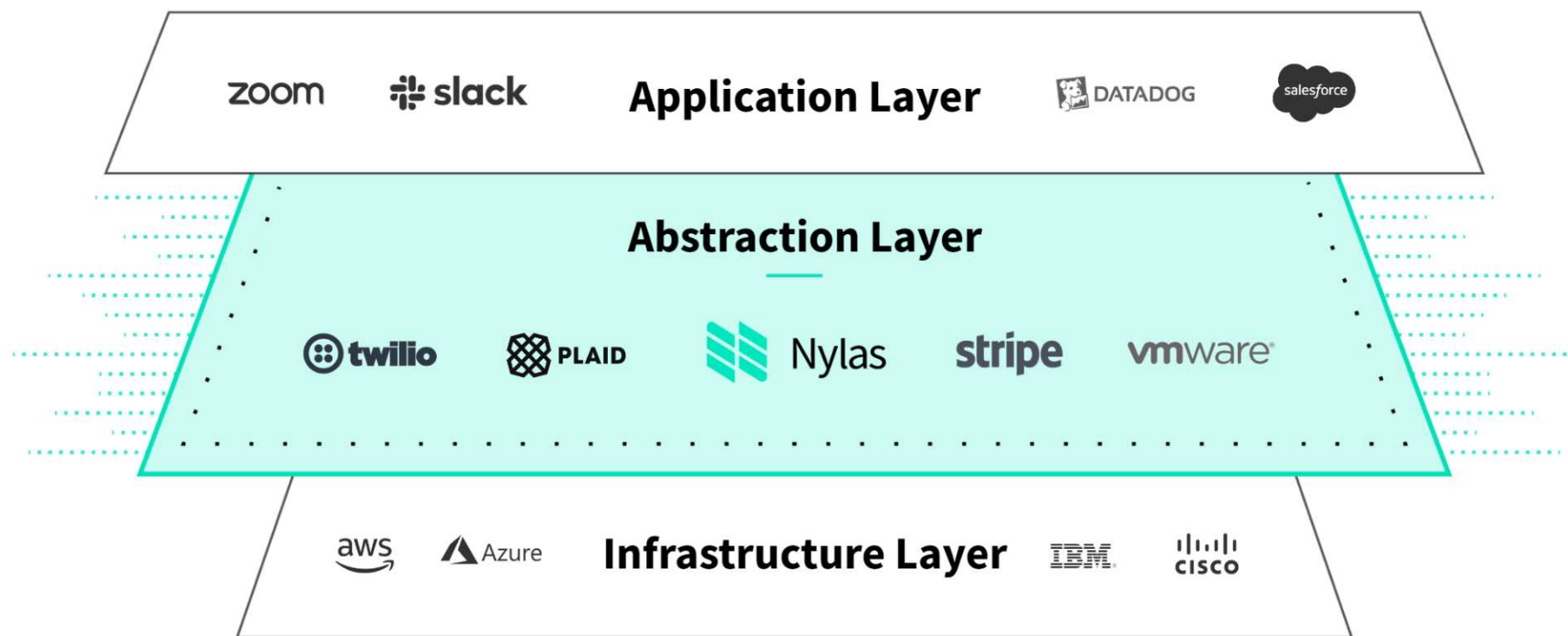
Mining & Extraction » Structured, Contextualized Data » Automation & Components

Applications



Nylas is democratizing productivity.

We want to own the means of software production



The last 10 years have been all about building the right application.
The next 10 years will be all about **owning the building blocks of software.**

The Nylas Platform

2.

Solution



User Experience

Embed powerful front-end features via configurable UI/UX components.



Automation

Trigger intelligent workflows that eliminate time-consuming tasks.



Intelligence

Extract powerful insights from your customers' communications.



Security

Get pre-built security and compliance features that ensure your users' data is always safe and secure.



Connectivity

Access your customers' email, calendar, and contacts data through a single point of integration.

Example Recruiting Use Case

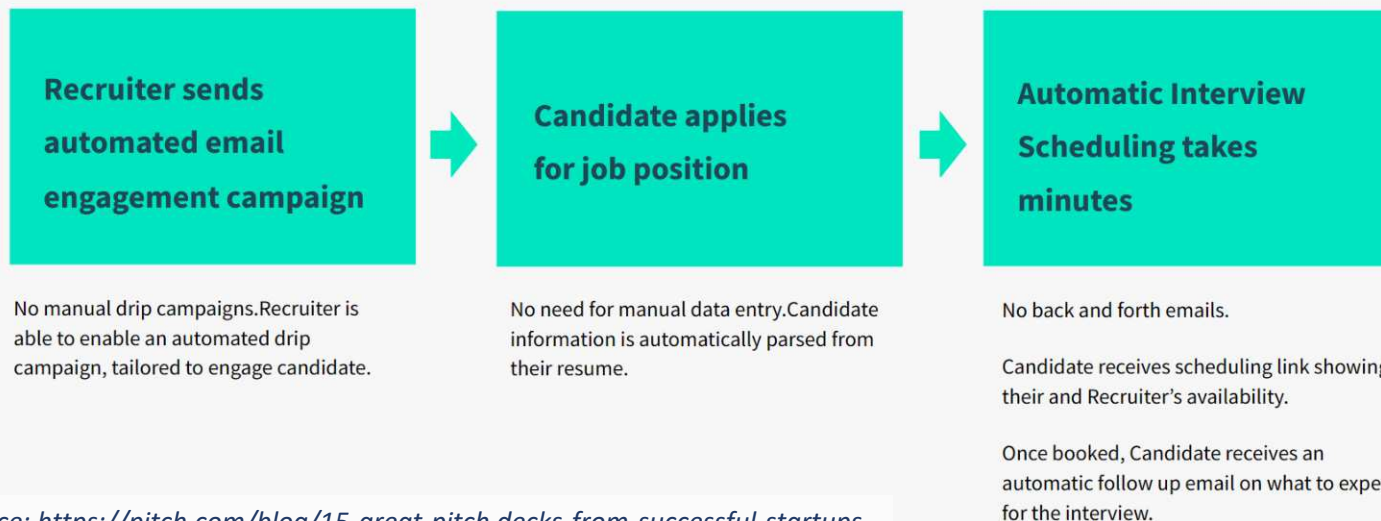
Before Nylas



2.

Solution

After Nylas



Use Cases Today (cross industry examples)			Use Cases Tomorrow (new industries)		
Email Connectivity	Sales Power 1:1 customer engagement flows at scale	Productivity Centralized mailbox for all of your email accounts	Healthcare Prioritized inbox for Doctor's, cut down reply times	eCommerce Extract purchase from customers' emails to improve marketing	
Calendar Connectivity & Scheduling	Recruiting Schedule candidate interviews across any calendar provider	Real Estate Easily see property tour availability	Healthcare Automated scheduling of policy renewal meetings	Insurance Automate scheduling of appointments	
Workflow Automation	Recruiting Send automated reminders to interviewers/candidates	CS Extract/import tickets directly into your application	Logistics Automate asset resourcing via smart email/chat workflows	Insurance Automate reminders during agent/customer onboarding	<div>4.</div> <div>Market Opportunity</div>
UX Components	Sales Send scheduling link and bookable calendar to prospect	HR Compose an email and send a performance review directly in application	eCommerce Allow customers to compose emails for custom order information	Logistics Create centralized agenda view of all trucks currently dispatched	
Omni-Channel Integrations	Productivity Send Slack message to team when project status updated	Sales Send SMS reminder to prospect about upcoming meeting	Healthcare Push important notifications by Email/SMS/Chat, improve response time	Insurance Improve agent response time via SMS/Chat features	
Entity Detection & Content Categorization	Productivity Create chat-like experience for emails and extract sentiment.	CS Prioritize human-to-human emails, cut down reply times	eCommerce Use order confirmation data for addtl. upsell services	Logistics Digitize invoices, better purchase/pricing data integrity	
Sentiment Analysis	Recruiting Predict a candidate's offer acceptance based on sentiment from email	CS Automatically sort tickets based on how angry customer is	FinTech Optimize delivery for important messages based on reply sentiment	Insurance Predict likelihood of customer policy renewal based on customer communications	
Source: https://pitch.com/blog/15-great-pitch-decks-from-successful-startups					

We sell to the builders — here's why they buy



VP of Engineering

Buys to guarantee delivery and scalability

Promoted for -Delivering new features to market ahead of schedule and below budget

Fired for -Unreliable products, not driving velocity, lack of innovation, security/compliance



Developer

Buys to solve problems and ship code

Promoted for -Finding and delivering reliable solutions to complex product goals

Fired for -Adding unnecessary complexity
Wasting money on tools that don't work



CEO / Business Exec

Buys to improve business results and defend market opportunity

Promoted for -Increasing revenue and market share; Finding new strategic opportunities

Fired for -Creating legal/other liability for the company; falling behind competition.



Head of Product

Buys to quickly build better products

Promoted for -Delighting users; increasing product adoption and usage

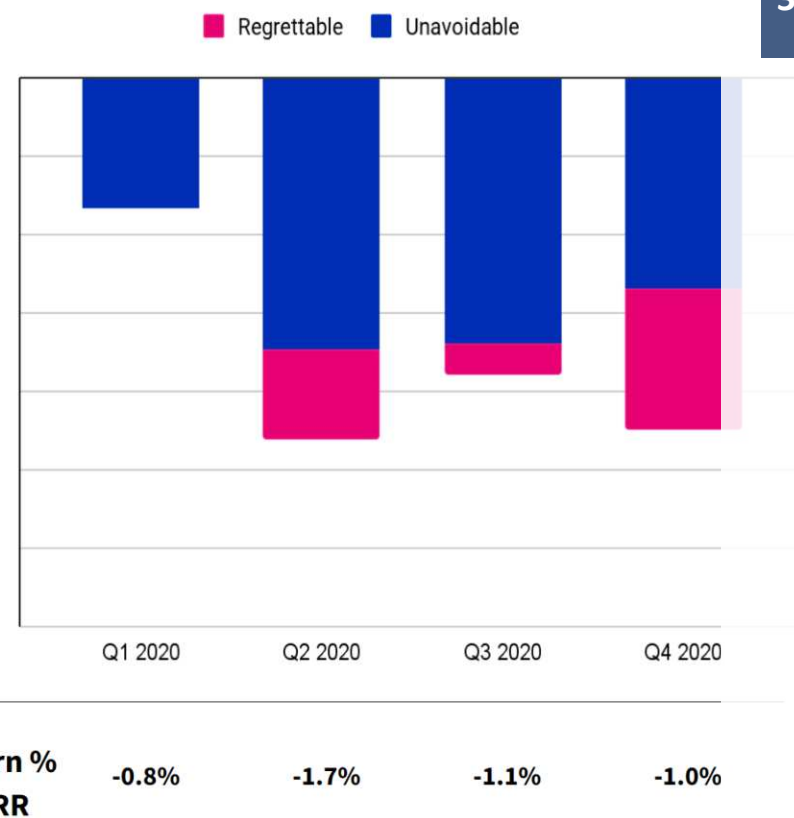
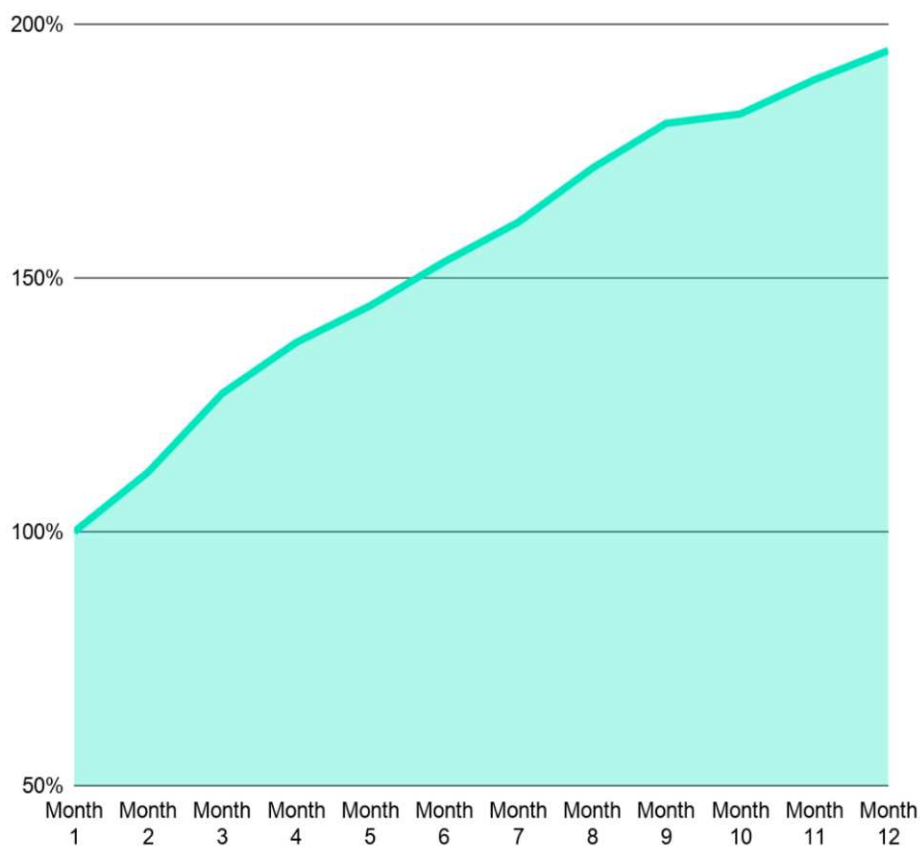
Fired for -Building products that customers don't want, lack of innovation

Retention + Expansion = Hypergrowth

Top Reasons Why

1. Adding additional Nylas products or data types to their applications
2. Rolling out new features built with Nylas to their broader user base
3. Organic expansion as customer grows
4. Cross-selling to other customer BUs

Average Customer Revenue Ramp

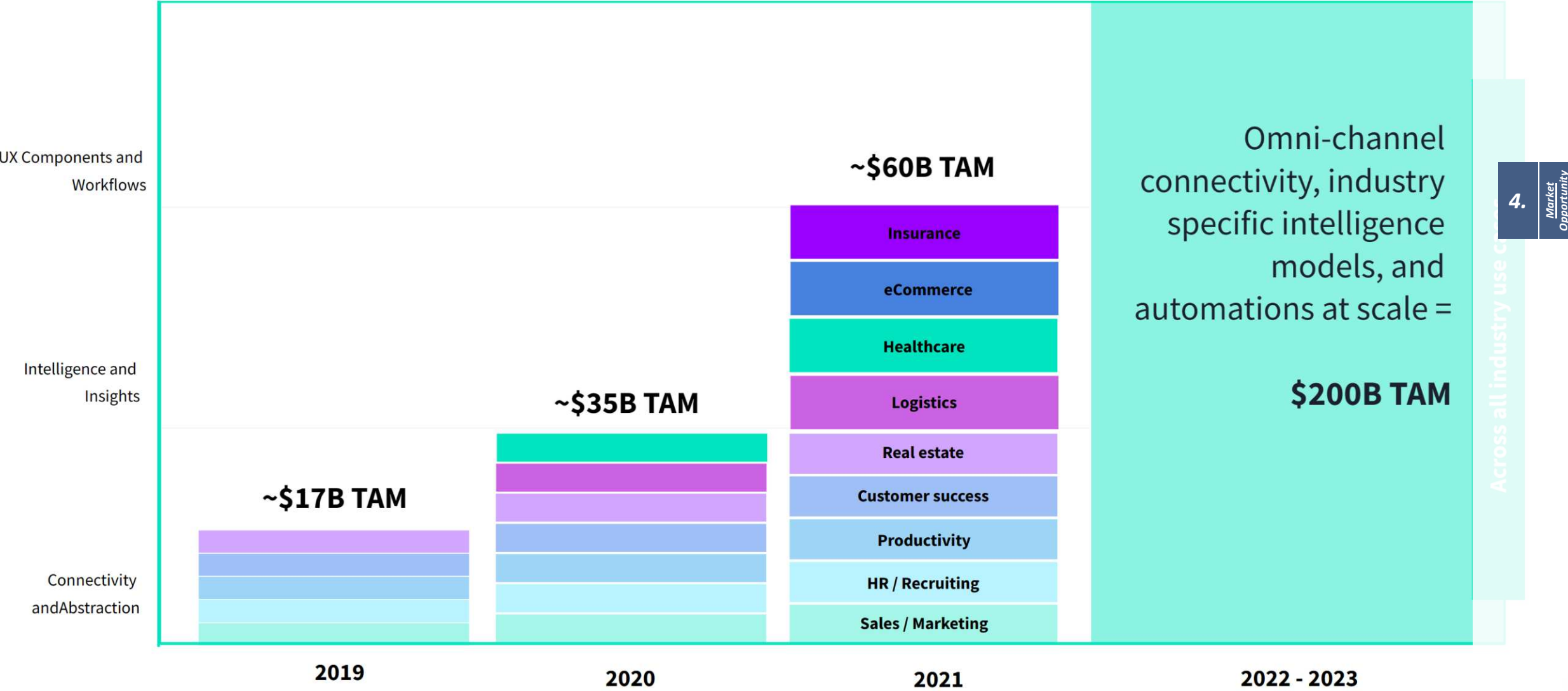


3.

Business Model

Long Term Platform Play

Success **playbook** Long term goal 



Building a seasoned leadership team



Gleb Polyakov
CEO & Co-founder



Christine Spang
CTO & Co-founder



Lou Salfi
CRO



Waifa Chau
CFO



David Ting
SVP of
Engineering



Mike Pfister
VP of Product



Tasia Potasinski
VP of Marketing

ORACLE

Cloud Elements

Birdeye

flexport

gest

AUTODESK

World Class Advisors & Investors



Tony Fadell
CEO, Nest



John Chambers
Cisco, JC2 Ventures



Allan Leinwand
SVP Eng, Slack CTO,
ServiceNow



Marc Boroditsky
CRO, Twilio



Pankaj Patel
Cisco, Entrepreneur



Rick Armbrust
Partnerships & Alliances



Armando Mann
CBO, Hopin



Ameet Patel
VC Whisperer

Board

8VC

SCALEUP
ventures

SPARK
CAPITAL

Observers

Round13
CAPITAL

citi
VENTURES

Investors

SVAngel

INDUSTRY
VENTURES

GREAT OAKS
VENTURE CAPITAL

Fuel Capital

7.

Team

Please click
to return

Investing in Growth



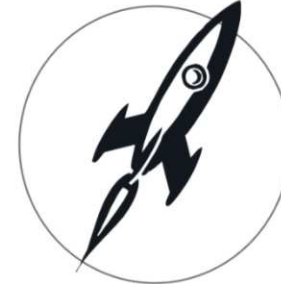
Product

Accelerate product innovation. Become the single platform for productivity development.



GTM

Continue scaling and staffing a GTM that we know works well. Expand into new markets & verticals.



Momentum

30% of all apps accessing Gmail data were built on Nylas in 2020.
The time to move is now.



M&A

Execute on opportunities for inorganic growth that leverage the interoperability of our Universal Data Engine.

Please click
to return ➡



FRONT

Series C

Work happier

Why am I doing this

1.

Problem



Why am I doing this

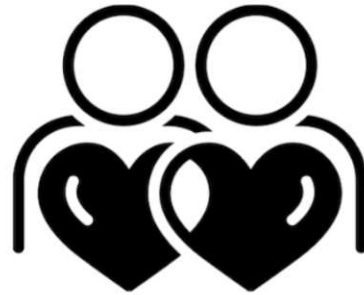
1.

Problem



Impact

+



Belonging

=



Front



Why am I doing this

Work happier

Why am I doing this

glassdoor
2019 **BEST
PLACES
TO WORK**

5.0 ★★★★★

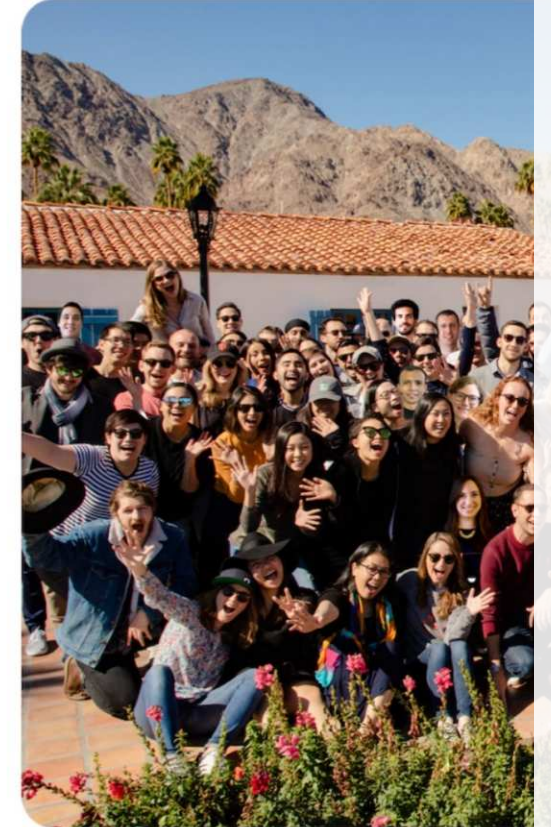


eNPS
94



1.

Problem



Business email is huge and growing



Ubiquitous,
standard, reliable

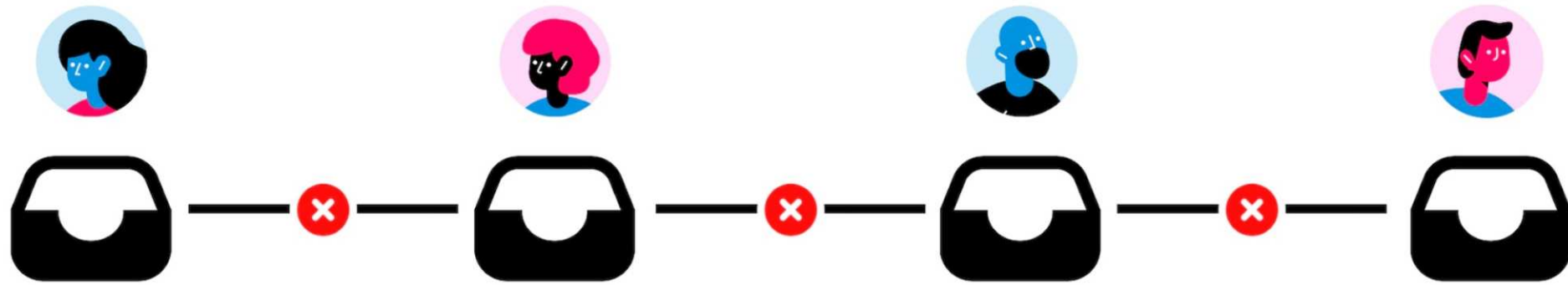
1
billion

Corporate email
accounts

130
billion

Business emails
per day (+4% / year)

It's also the biggest bottleneck for productivity



1 inbox only ever accessible to 1 user



No visibility



Duplicated work



Email overload

1.

Problem

➤ Please click
to return



Attempts to solve the problem outside of email are making it worse

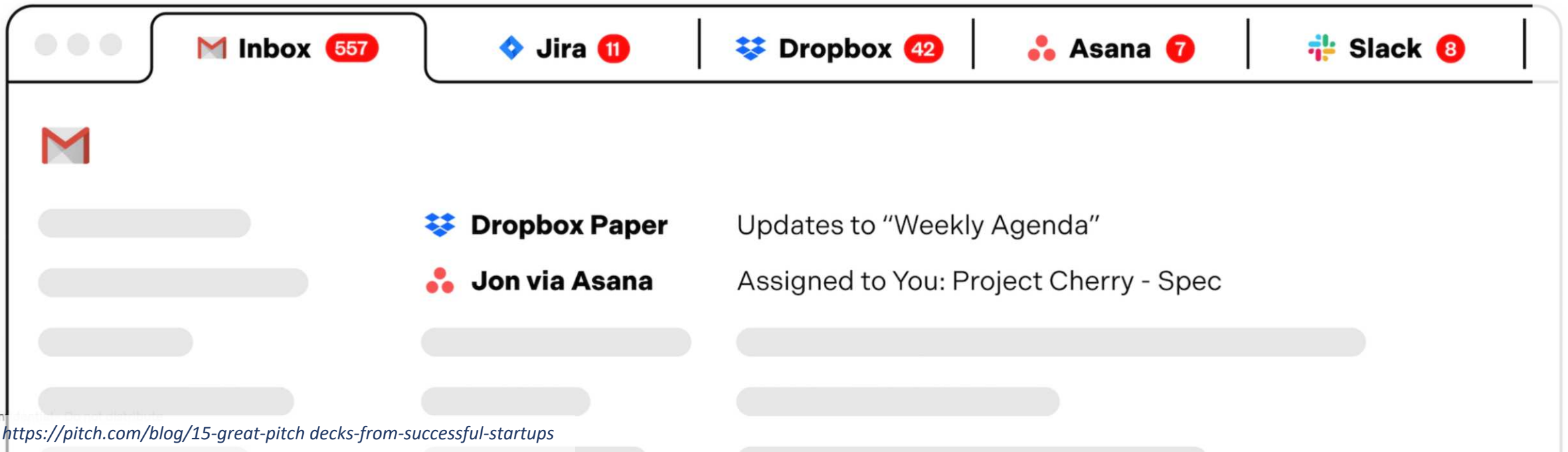
1.

Problem

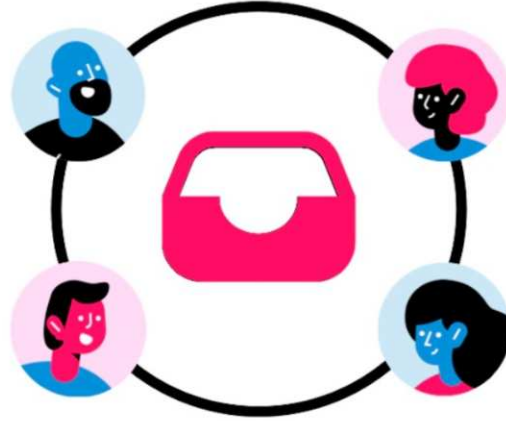
More copies
of the same info

Each tool
wants attention

We still get
more email



Front flips the email model upside down



Inboxes become accessible to many users



Information
access



Efficiency and
speed



Focus

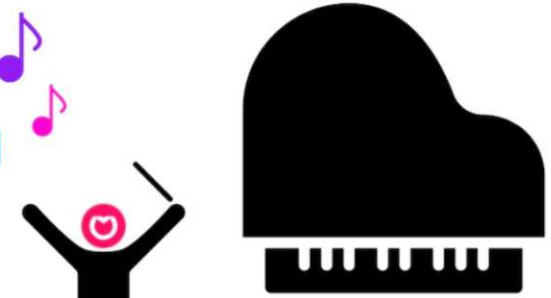
Front acts as the conductor of your team



1 piano



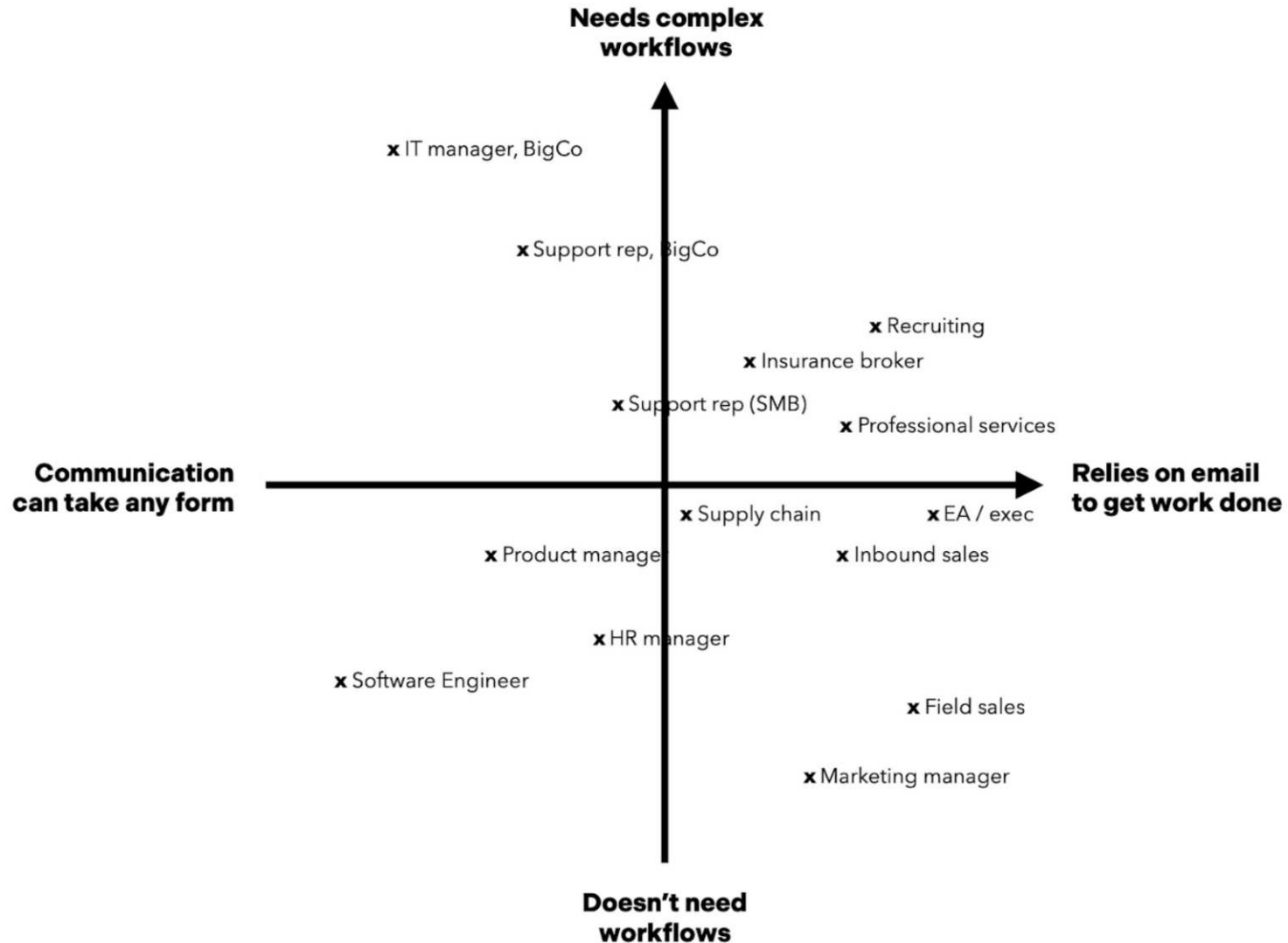
1 quartet



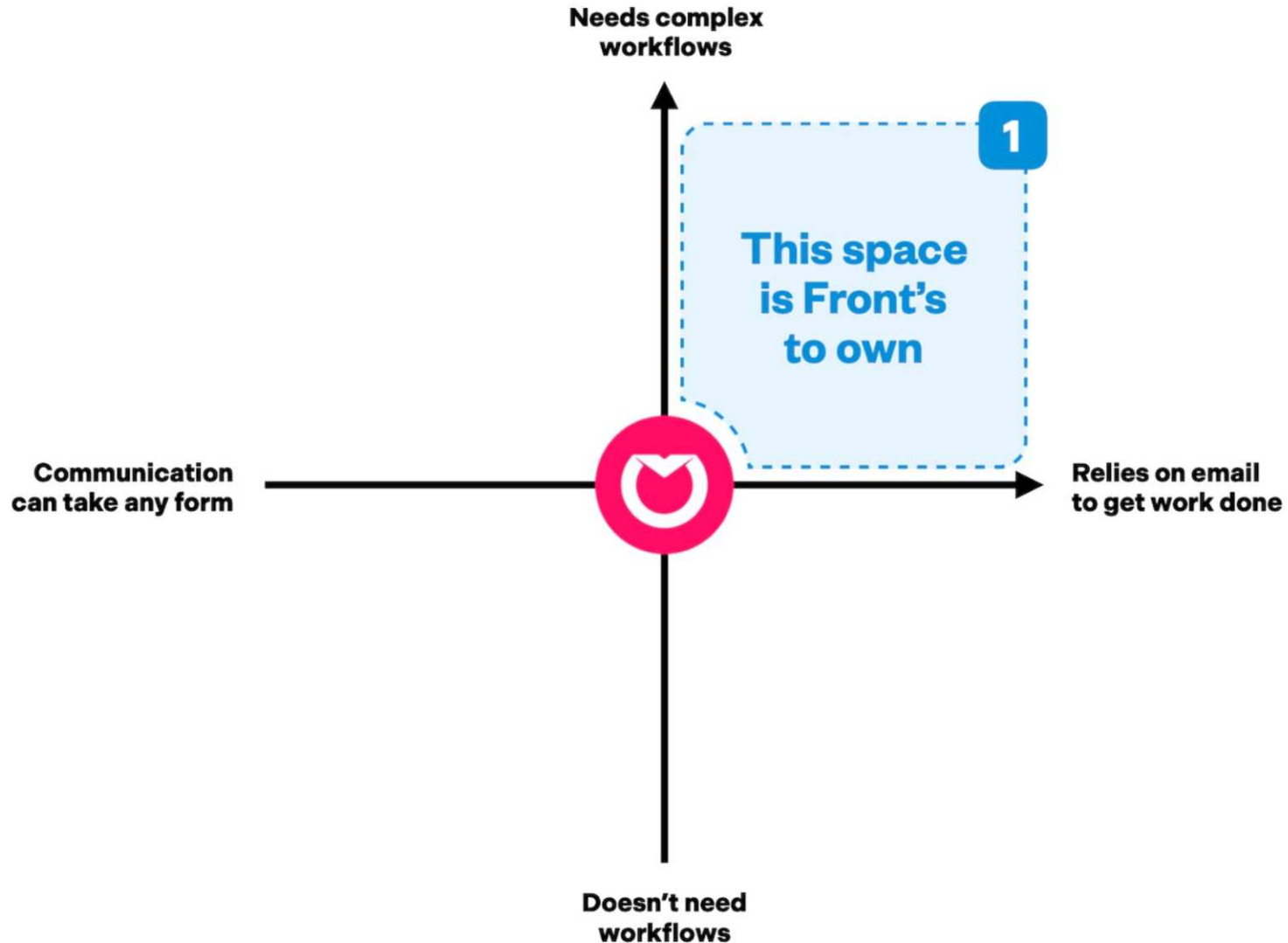
1 orchestra



Each job falls somewhere along the axes of email and workflow

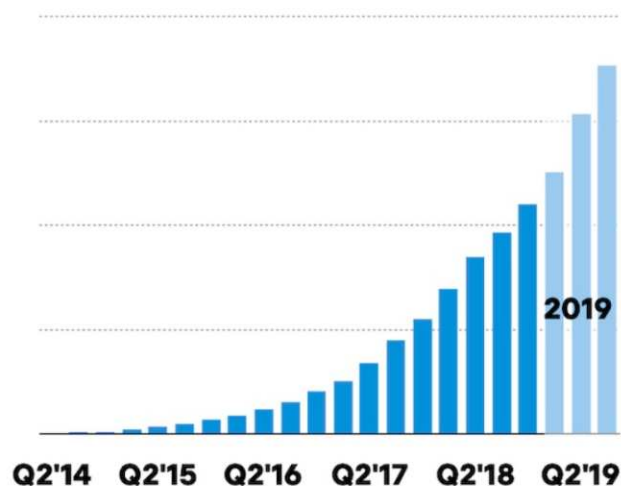


This quadrant of the market is gradually switching to Front



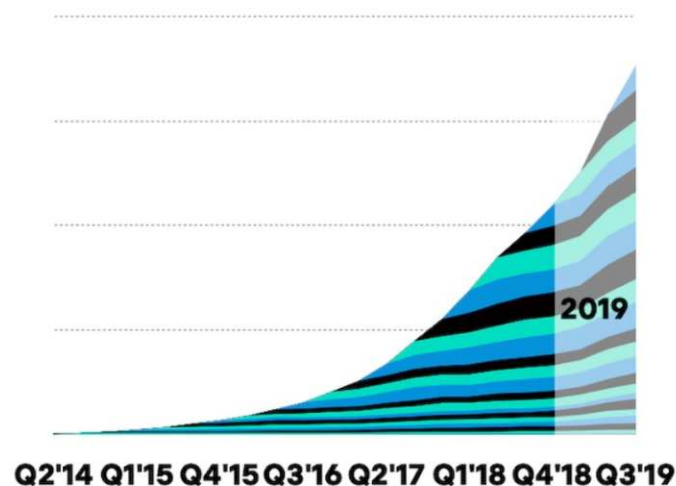
2014-2018: strong growth (yet mostly organic)

ARR growth



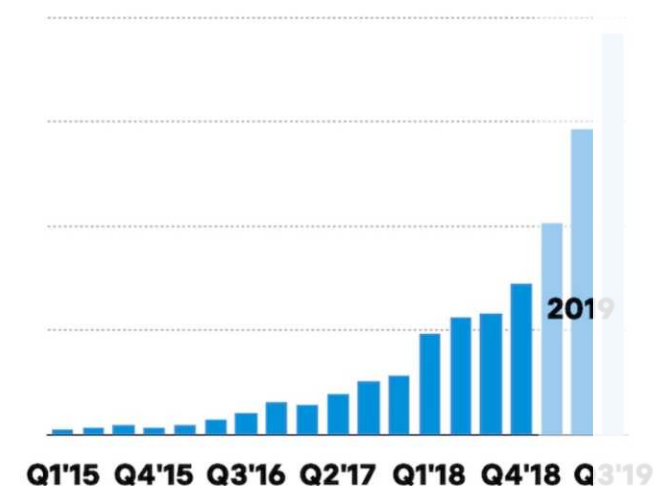
5,500+
customers

Quarterly revenue cohorts



137%
net \$ retention

User cohorts by join date

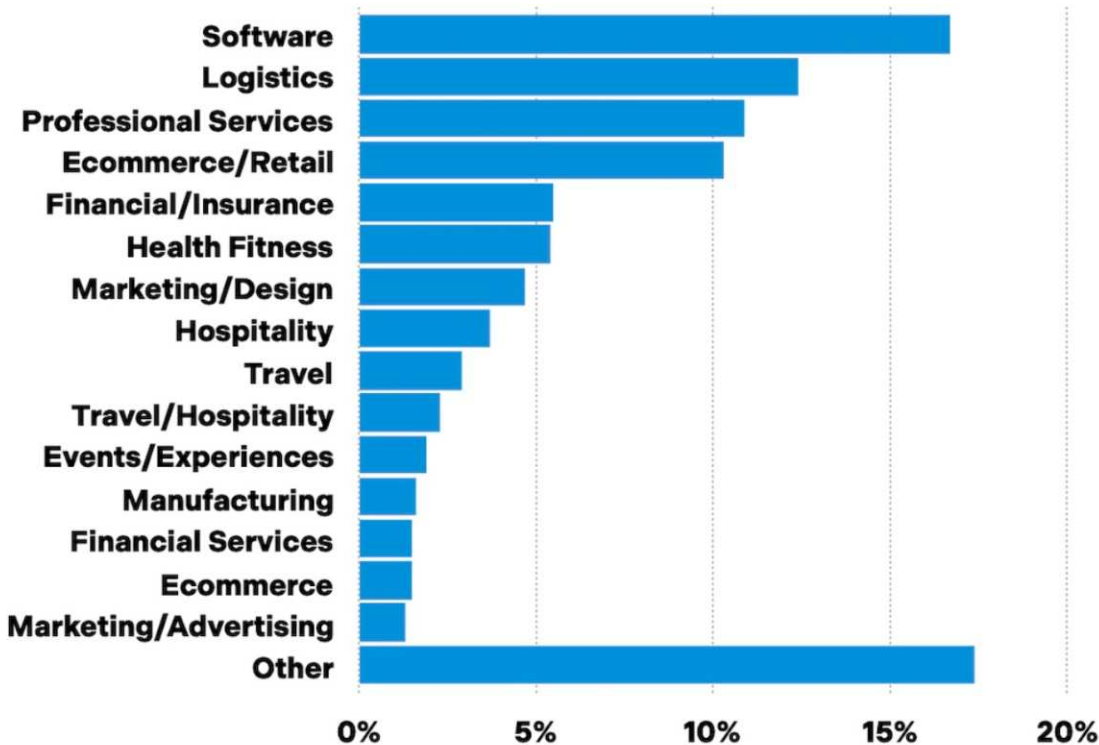


54% of current
users joined in 2019

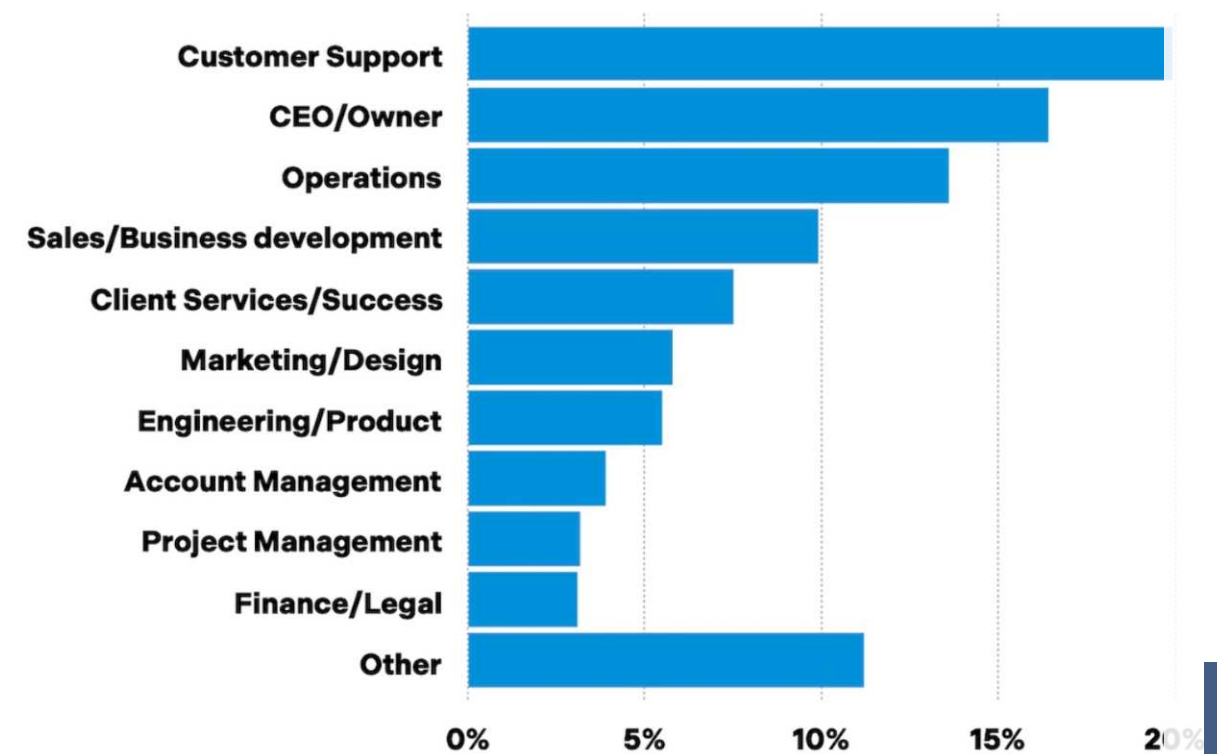
2019: deliberate approach to growth

We have identified the use cases where Front's fit is strongest

Diversity of industries (% of revenue)



Diversity of use cases (% of customers)



2019: deliberate approach to growth

We know these buyers, where to find them, what to tell them



VP Operations
@ 3PL & 4PL



Head of Client Services
@ growing Accounting firm



Head of Customer Success
@ high ASP SaaS



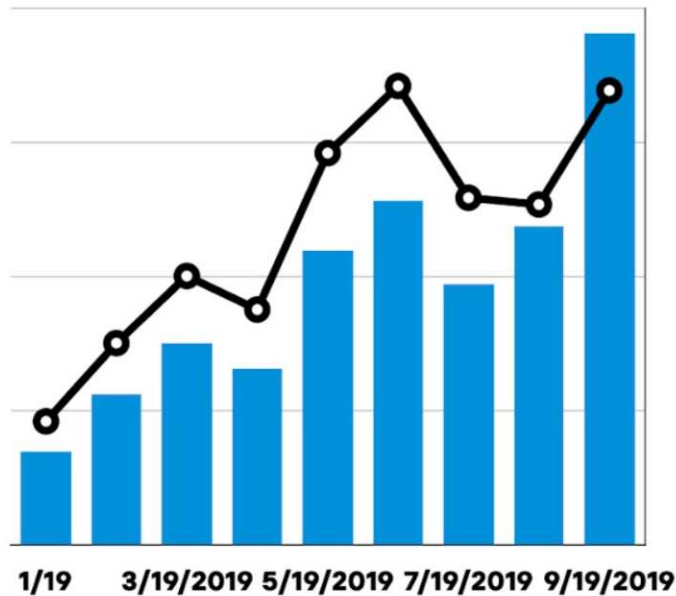
Director of Ops
@ Corporate Travel Agency



2019: deliberate approach to growth

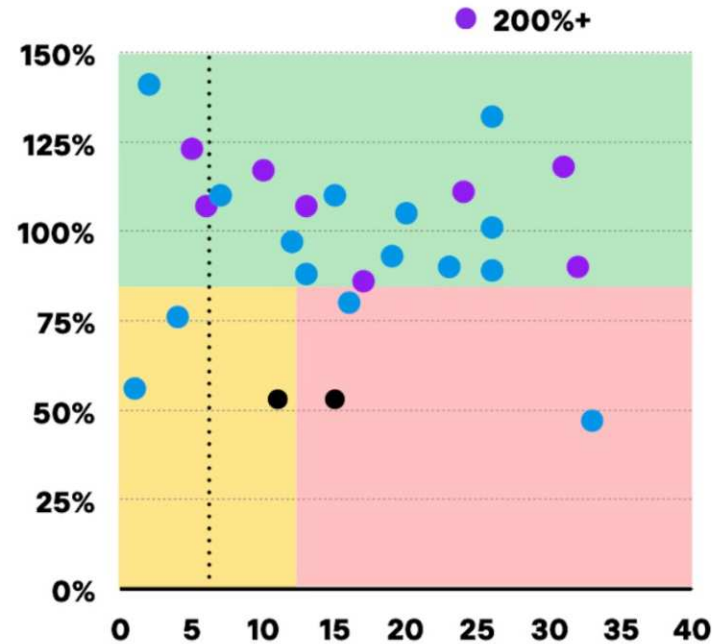
We leverage this knowledge to build a predictable sales org.

Outbound opportunities



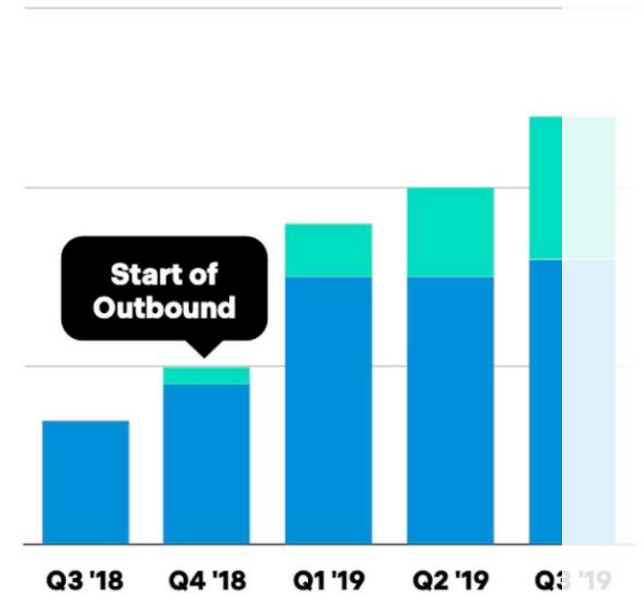
○ Outbound Opps / Ramped BDR
■ Outbound Opps

Repeatable sales motions



● New Business
● Post-Sales
● Attrited

Deals over \$XXk ARR



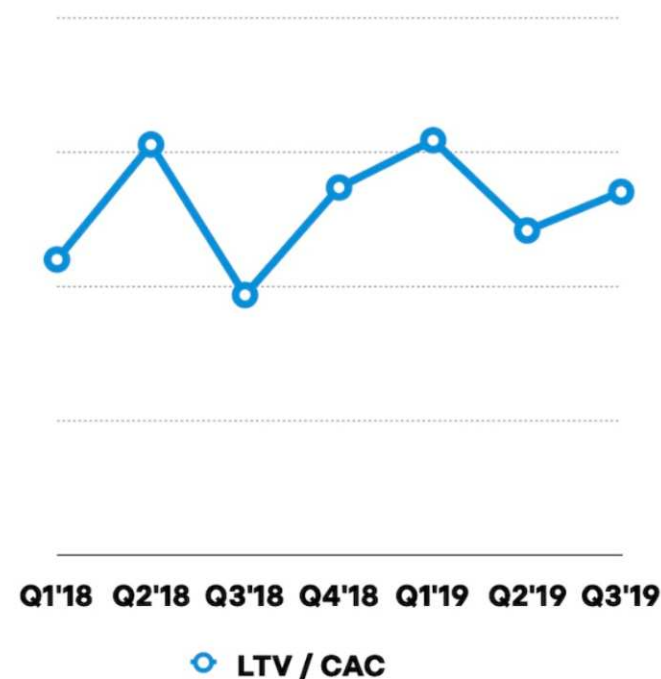
■ Outbound
■ Inbound

This market can sustain a strong business...

5.5B ARR potential just on “strong fit” use cases

Logistics (“pure players”)	\$360M
Supply Chain departments	\$1.2B
Property Management	\$760M
Mortgage Brokerages	\$760M
Corporate Travel	\$425M
Real Estate Brokerages	\$230M
Accounting	\$900M
Marketing Agencies	\$640M
Boutiques Hotels & Resorts	\$200M

LTV / CAC



Cash efficiency

\$XXm*

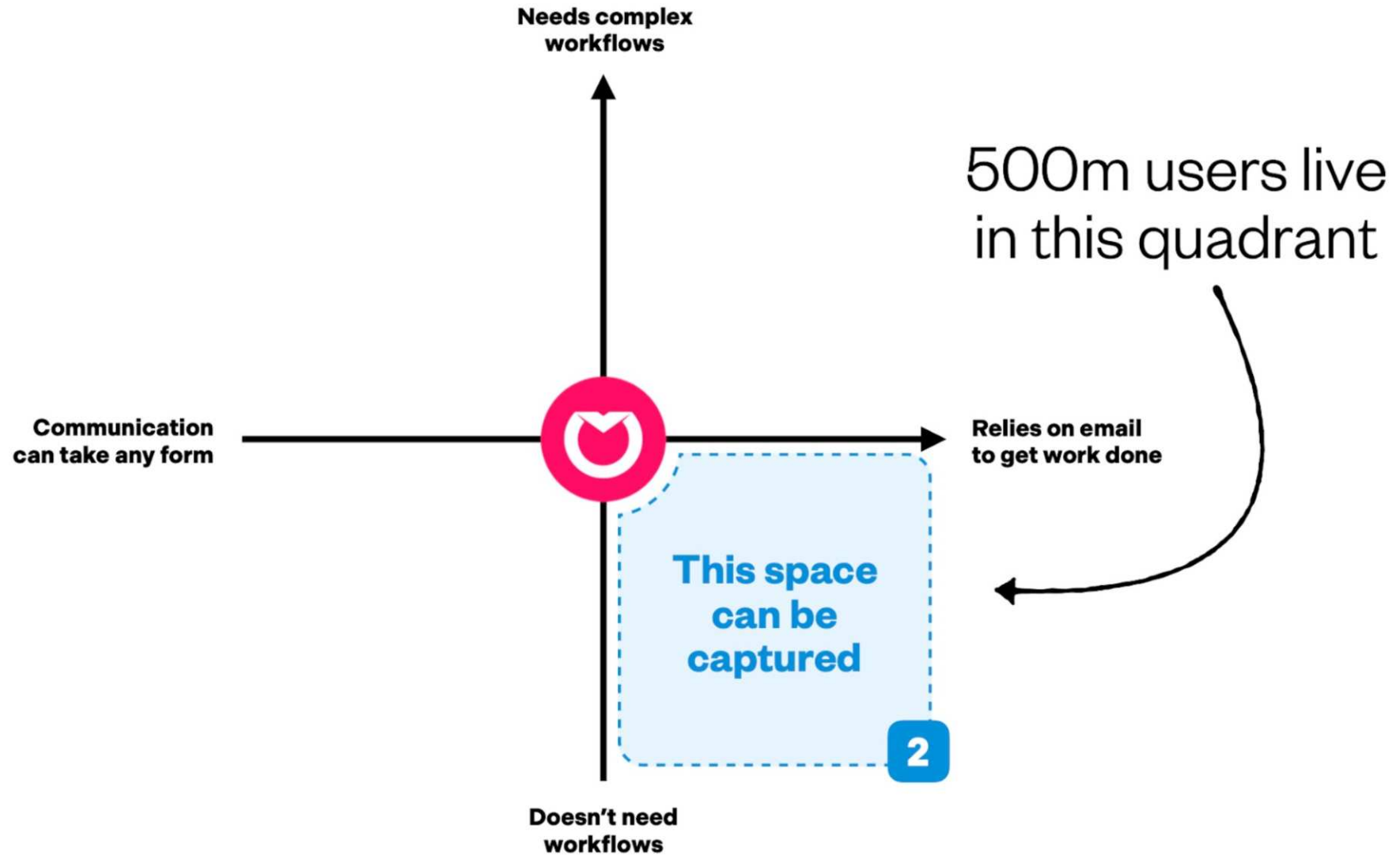
spent to reach

\$XXm*

in ARR

0.	Intro
1.	Problem
2.	Solution
3.	Business Model
4.	Market Opportunity
5.	Marketing & Sales
6.	Competition
7.	Team
8.	Financials
9.	Traction & Timeline
10.	Summary & CAT

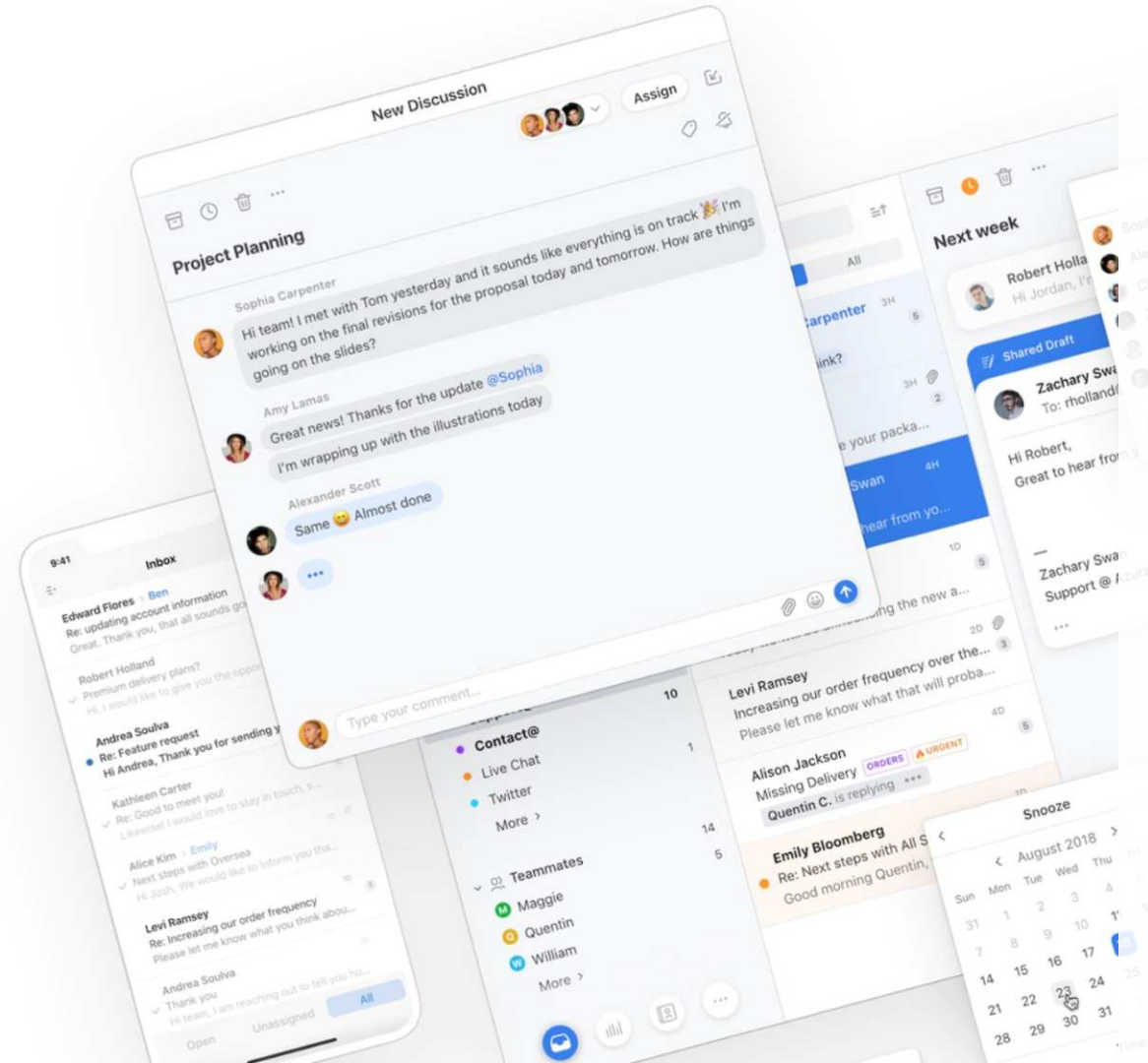
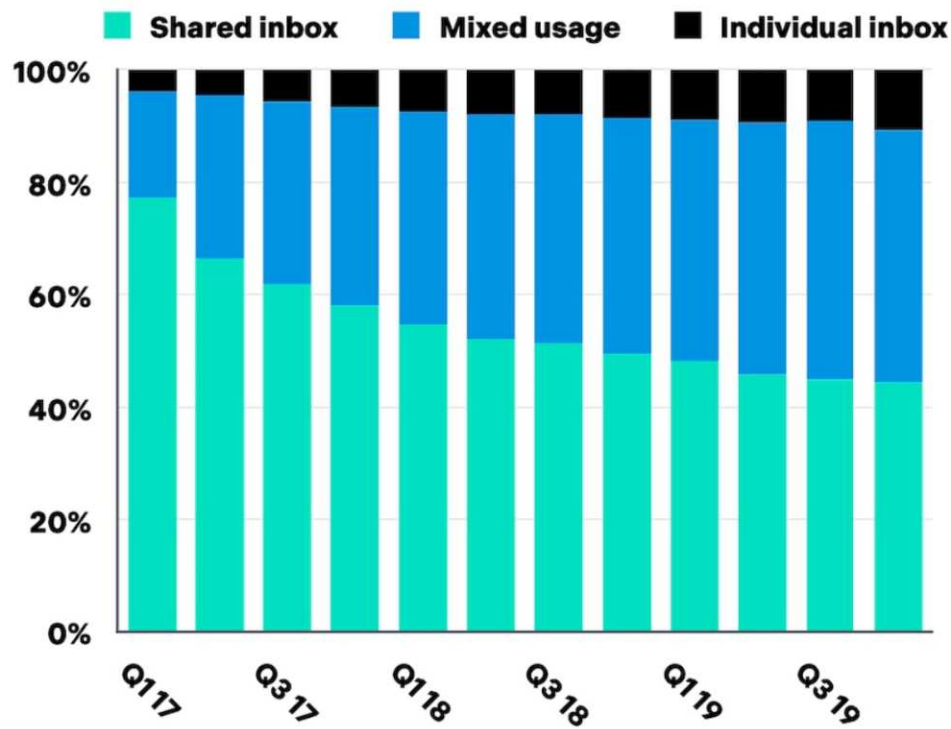
...but we can make it bigger



0.	Intro
1.	Problem
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3.	Business Model
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7.	Team
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9.	Traction & Timeline
10.	Summary & CAT

We've laid the foundations of a great email product

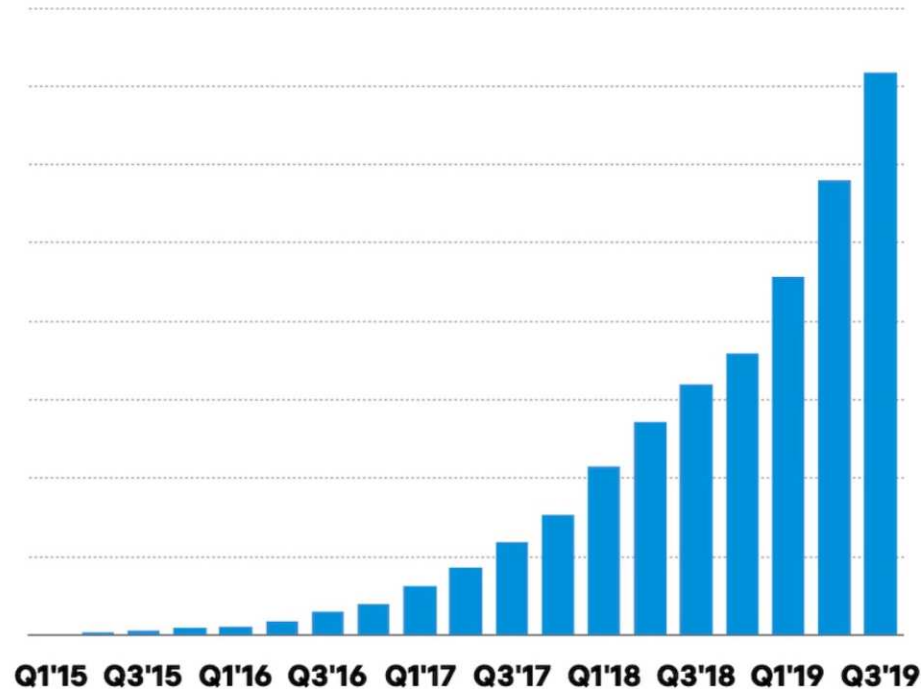
Share of users per type of usage



0.	Intro
1.	Problem
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Current users can't seem to get enough of Front...

Internal comments exchanged grow faster than external messages sent (+125% YoY)



72%

of MAUs are DAUs

148 min

in app / user / day



...yet they keep asking for more!

“We’re always trying to find ways to integrate our systems and bring it all into one place so that’s a great thing to build towards. No one wants to have 10 tabs open on 3 different monitors just to stay in front of your business. And Front seems like a place where people enjoy living - like as a home screen. I mean, in our business, we just have a lot of different places where information is inputted and stored and we have to go to recover it. **Front is where everybody meets, that's the intersection of all the information, it's the place where everyone ends up residing to solve a given problem.**”

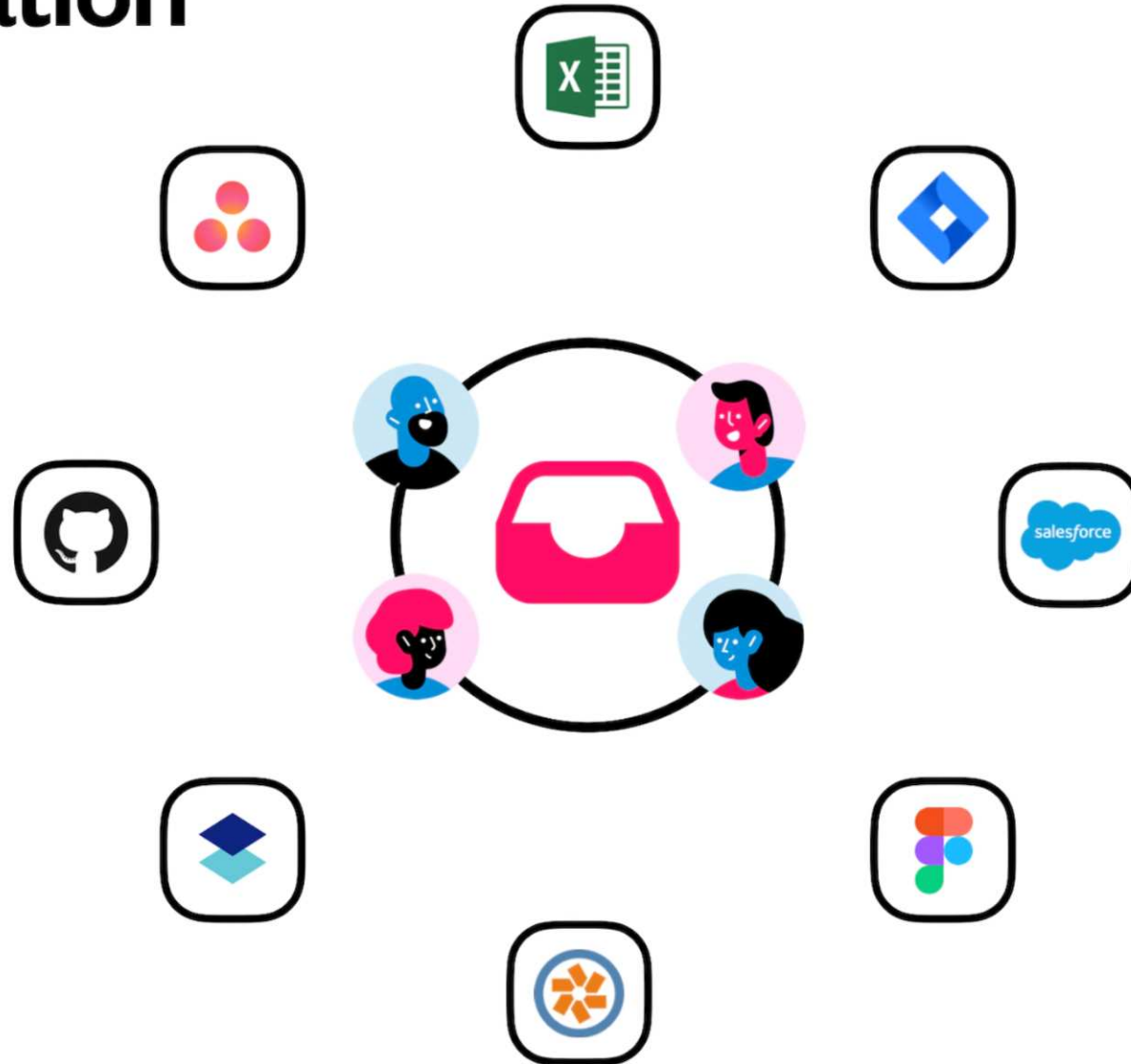
A very kind customer

A Front user
We are loving Front.
I am mad we didn't do
this a long time ago.

Another Front user
Help! I want to use Front
for EVERYTHING. It's
genuinely life changing.
Thank you.

0.	Intro
1.	Problem
2.	Solution
3.	Business Model
4.	Market Opportunity
5.	Marketing & Sales
6.	Competition
7.	Team
8.	Financials
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10.	Summary & CAT

The end game: building the platform for collaboration



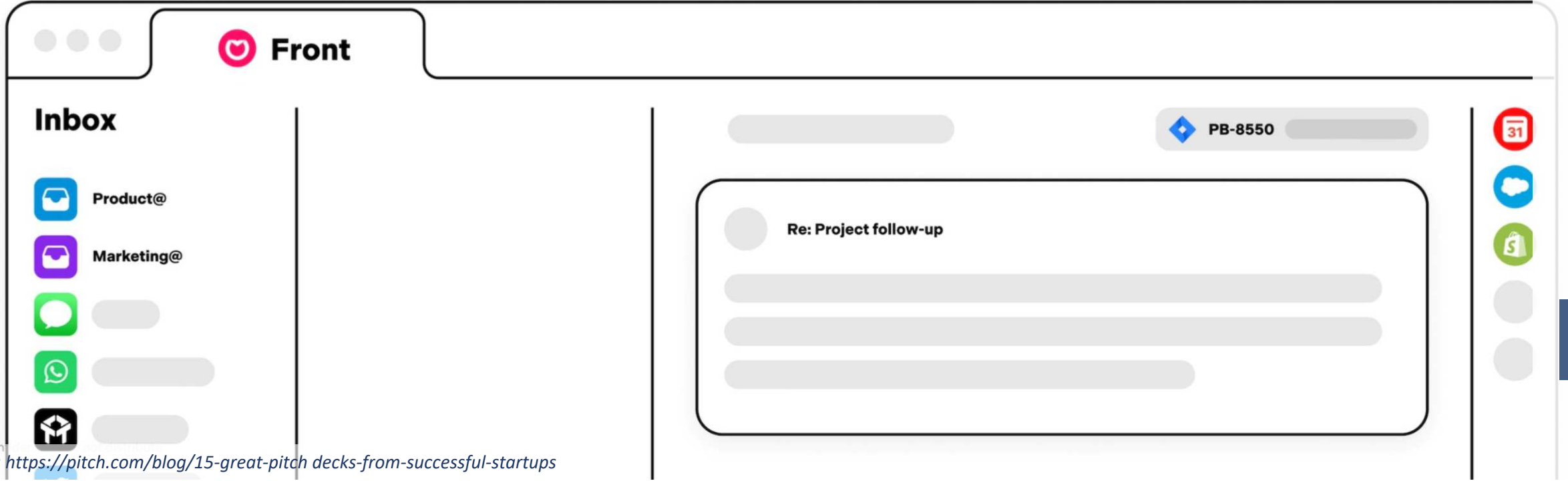
0.	<u>Intro</u>
1.	<u>Problem</u>
2.	<u>Solution</u>
3.	<u>Business Model</u>
4.	<u>Market Opportunity</u>
5.	<u>Marketing & Sales</u>
6.	<u>Competition</u>
7.	<u>Team</u>
8.	<u>Financials</u>
9.	<u>Traction & Timeline</u>
10.	<u>Summary & CAT</u>

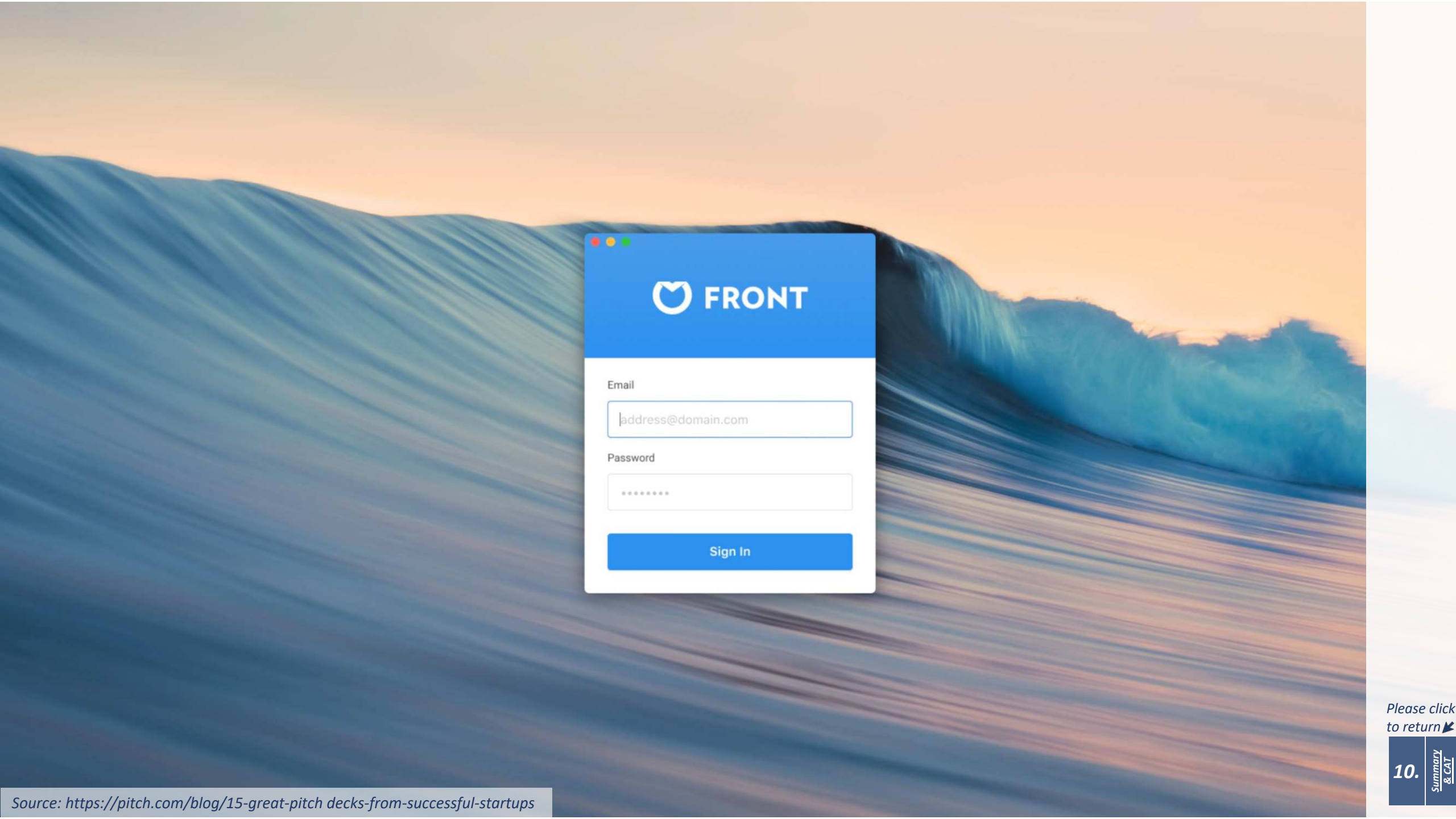
We're already delivering on this promise today

52 integrations with 3rd parties

55% of customers use the platform

18% directly leverage our API






Email

address@domain.com

Password

Sign In

Please click
to return 

10.

Summary
& CAT

Thank you.



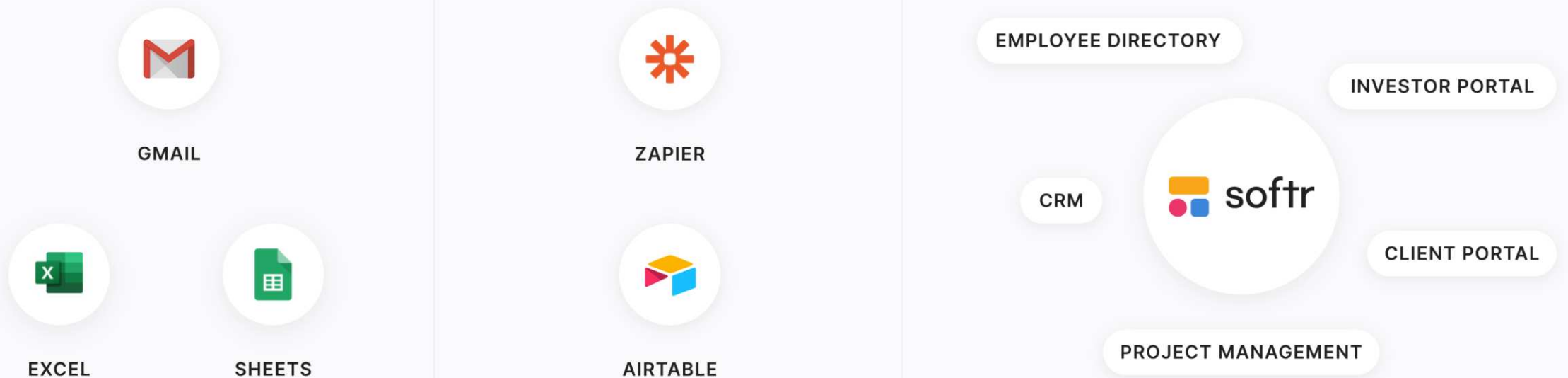
No-code SaaS platform for SMEs to
turn their data into custom apps.

Zero learning curve.

The entire knowledge worker toolset is being **re-thought**

2.

Solution



We are creating an entirely
new way for non-developers
to build software.

As simple as **building lego**.

turn this

into this

Prolific makers **love** Softr



"I love how **easy** it is to turn an idea into a **functional web app** with Softr."

Ryan Hoover, Founder



"I was blown away by how **user-friendly** and **well-documented** the entire product was! I was able to create an app **within hours** without any external help."

Karthik Puvvada (KP), Program Director



Our customers build **Client Portals**

To give their clients and third parties a secure way to access and manage their information.

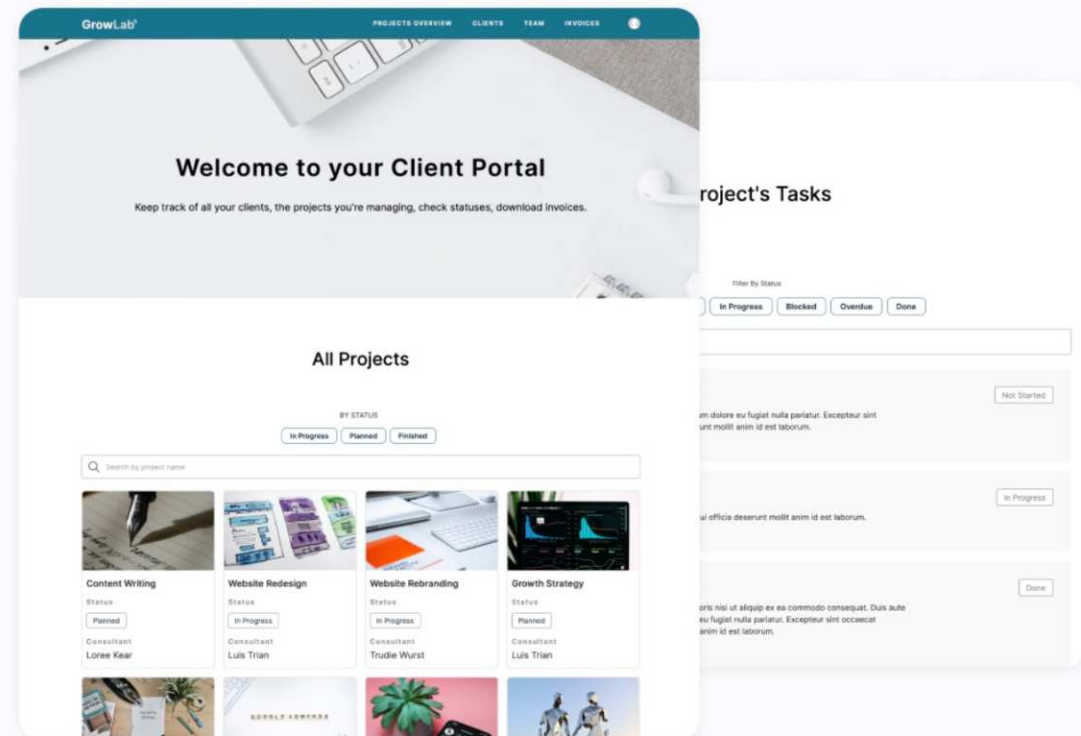


Untapped Capital VC firm keeps its LPs informed with investor portal built with Softr

I had already tried other tools, so when I started using Softr, it was clear immediately that the capabilities were beyond what I found elsewhere.

Yohei Nakajima General Partner, Untapped Capital

untapped



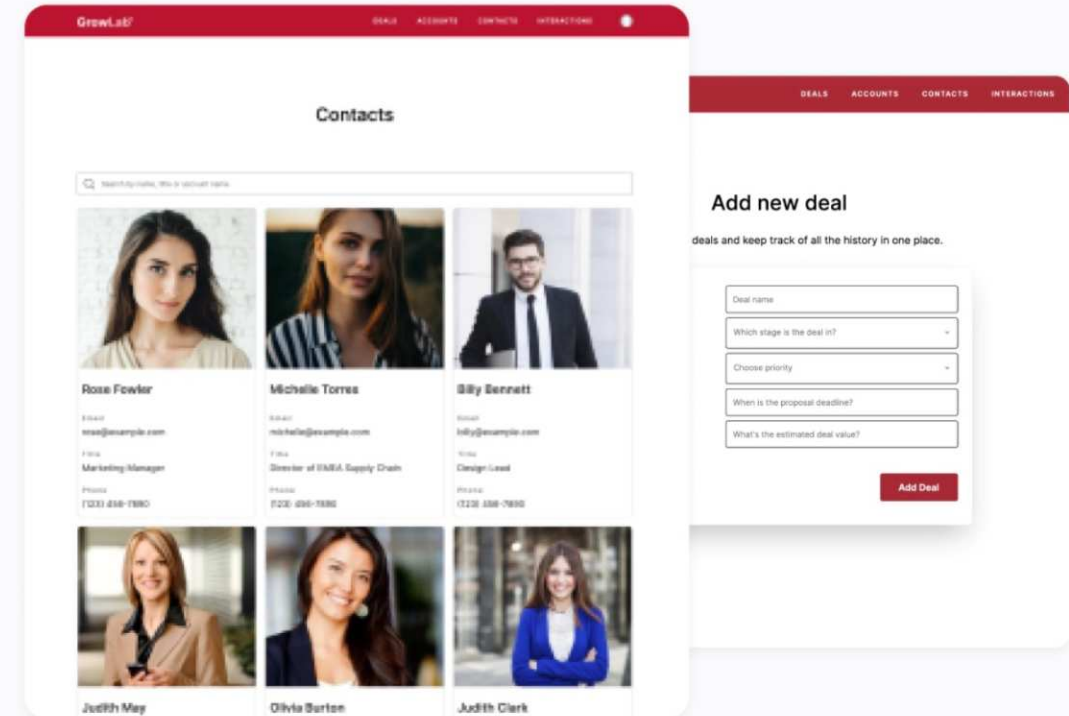
Our customers build Sales CRMs

To view and manage all their sales deals, sales activity & contact data.
All in one place.



"Softr allows anyone to create their own custom software without writing a single line of code. This tool allows YOU to fully customize your user experience by creating your ideal user experience within a simple drag and drop interface. With Softr, anyone can build their own app to organize and streamline their workflow - and that's an empowering reality!"

Gareth Pronovost



Our customers build **Employee Directories**

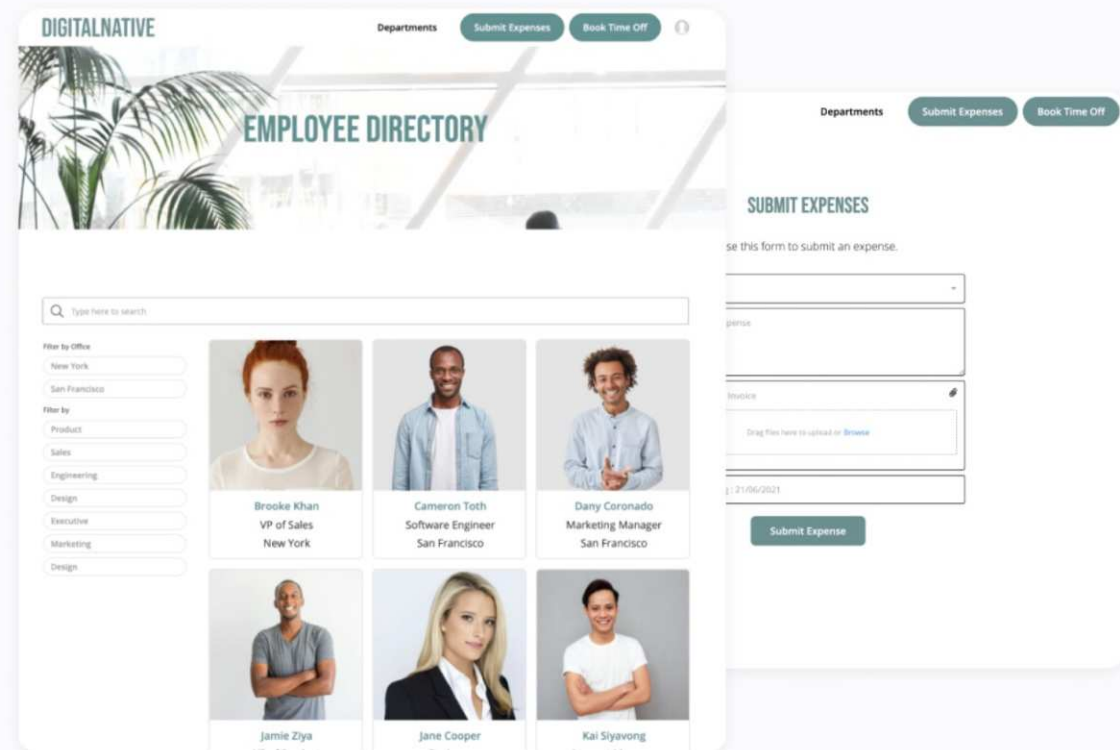
To view and manage all their company and employee information in one place (submit expenses, book a time off etc).



Making internal business processes more efficient with Softr

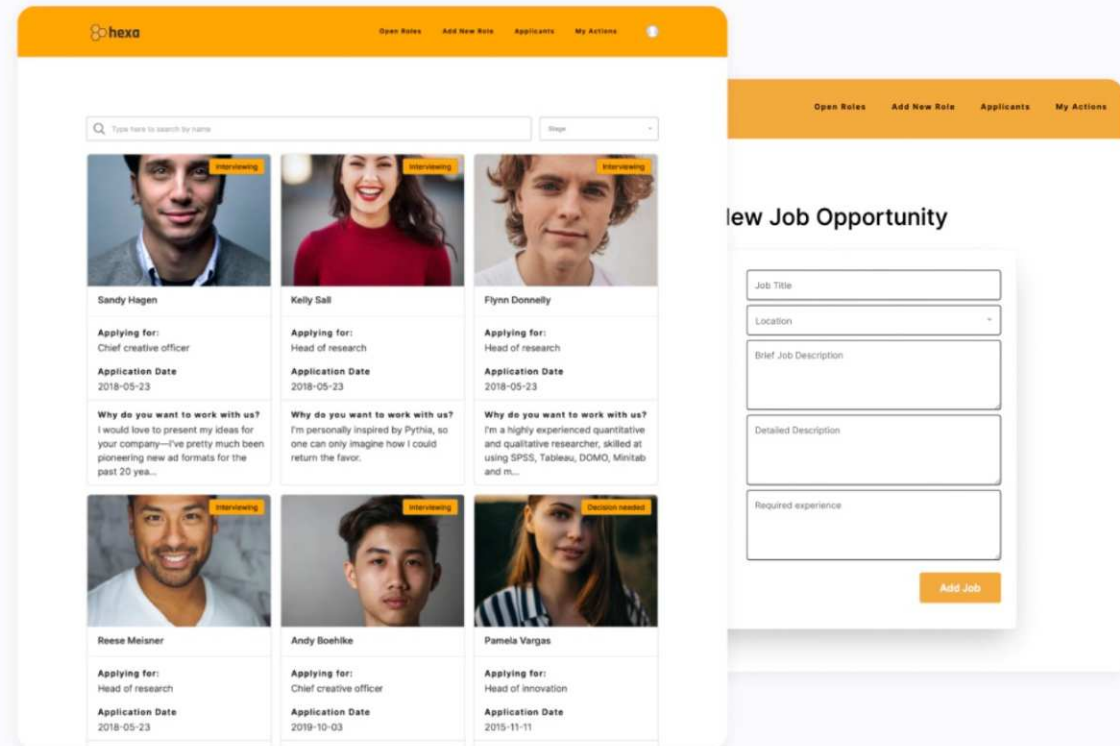
I have been impressed with the flexibility of Softr. The ability to pull data from different Airtable bases into different blocks and display them on one page was one of the main reasons I chose Softr.

Dan Smith Director, DS Automotive



Our customers build **Applicant Tracking Systems**

To manage their entire hiring process like jobs, applicants, hiring managers etc.



Our customers build Marketplaces

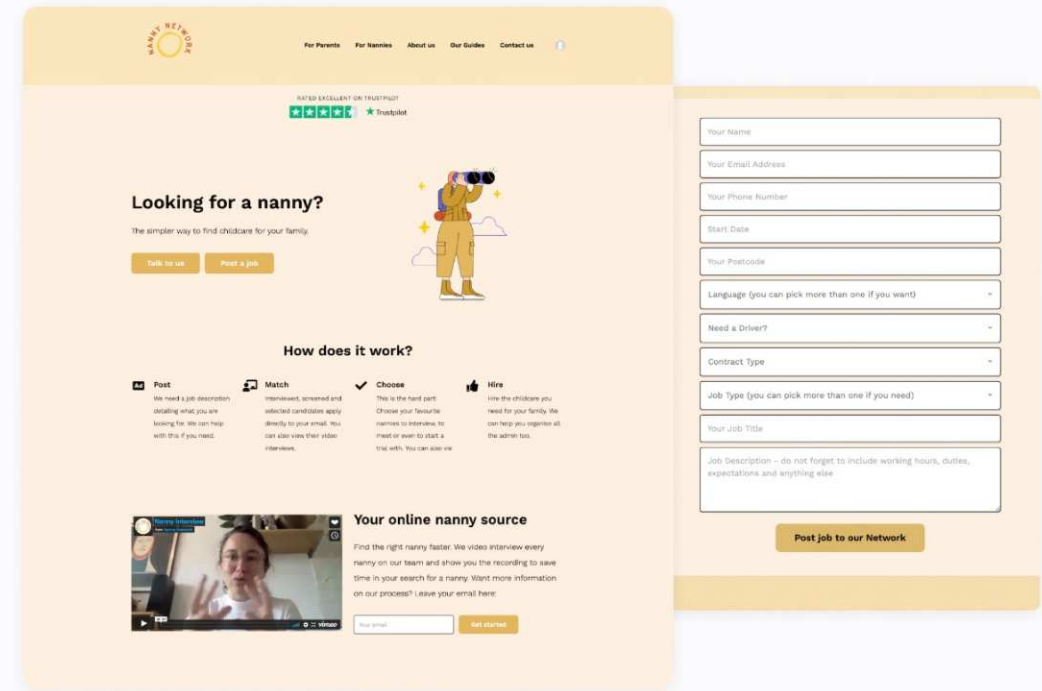
To launch two-sided marketplaces like Airbnb or Fiverr, and facilitate transactions with powerful search and user profiles.



How Nanny Network turned their service business into a digital platform for parents to source childcare

As a small business, we needed to use a tool that could grow with us, and we feel that this is what Softr offers us. After wasting time and money trying every web builder under the sun, Softr came to save the day. We cannot recommend this platform enough – it's perfect, easy to use even for a non-technical person like me.

Lucia Borraccino Founder, Nanny Network



Our customers build **Online Communities**

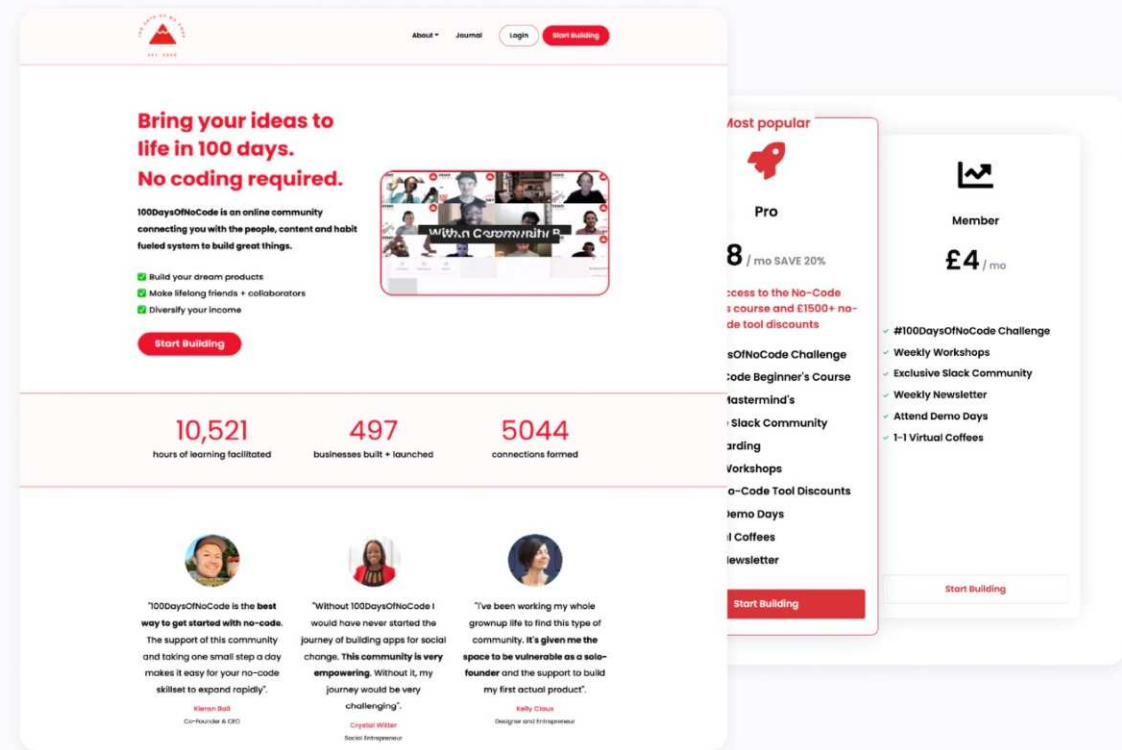
To run their community with free or paid membership.
To share gated content, sell courses and make
connections, in a custom interface.



Softy's ease and speed of use is it's standout
characteristic. No tool is faster to create with.

Max Haining

Founder, 100DaysOfNoCode



Our customers also build

Investor
Portals

Inventory
Tracking

Internal
Dashboards

Editorial
Calendars

Resource
Hubs

VC portfolio
communities

... and more



Yohei Nakajima
@yoheinakajima

Replying to @yoheinakajima

10/ So I decided to try @softr_io. Last night.

I ended up on it for 2 hours.

It was "just right". Much more customizable than Stackler, but won't let me do stupid things like Webflow.



Wes Wagner
@caffeinatedwes

Watch out for @mariam_hakobyan, @mkrtchyanartur, and the the @softr_io team.

I don't think there is a faster and more focused team building no-code tools.



No Code Revolution
@codedisruption

Replying to @codedisruption

I have no doubt they will conquer this market. They've absolutely nailed it, and with the addition of a few more features they will offer as much in the way of functionality as anyone out there.

But they'll be doing it in a way that no one else can hold a candle to.



Pierre Stanley Baptiste
@pierrebaptiste

Replying to @felixtanhm @typedreamHQ and @softr_io

This is insane!! at this rate @softr_io is going to be a powerhouse.. Can't believe they are not even a year old..

SoftR gives business users superpowers

user groups & permissions

1 click user sign in /sign up

1 **Connect your data**
Start from a template or scratch

2 **Build your app with blocks (aka lego)**
Customize how your data is displayed, tweak styles & layouts.

3 **Add user auth, payments, roles & permissions**

4 **Publish → your app is LIVE!**
Share the link with anyone.

1 click Stripe checkout

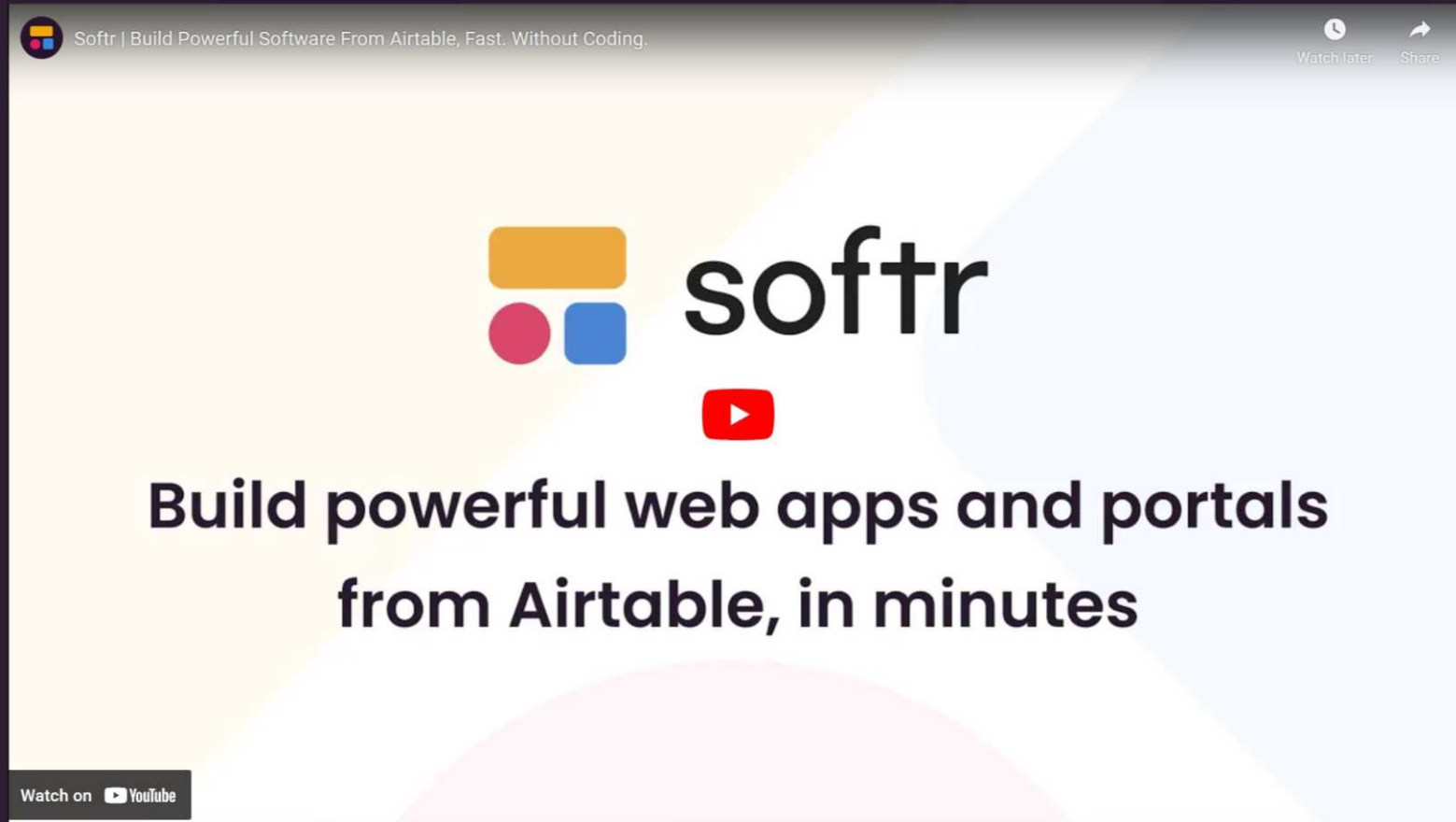
different data sources

pre-built building blocks

real-time search & filtering



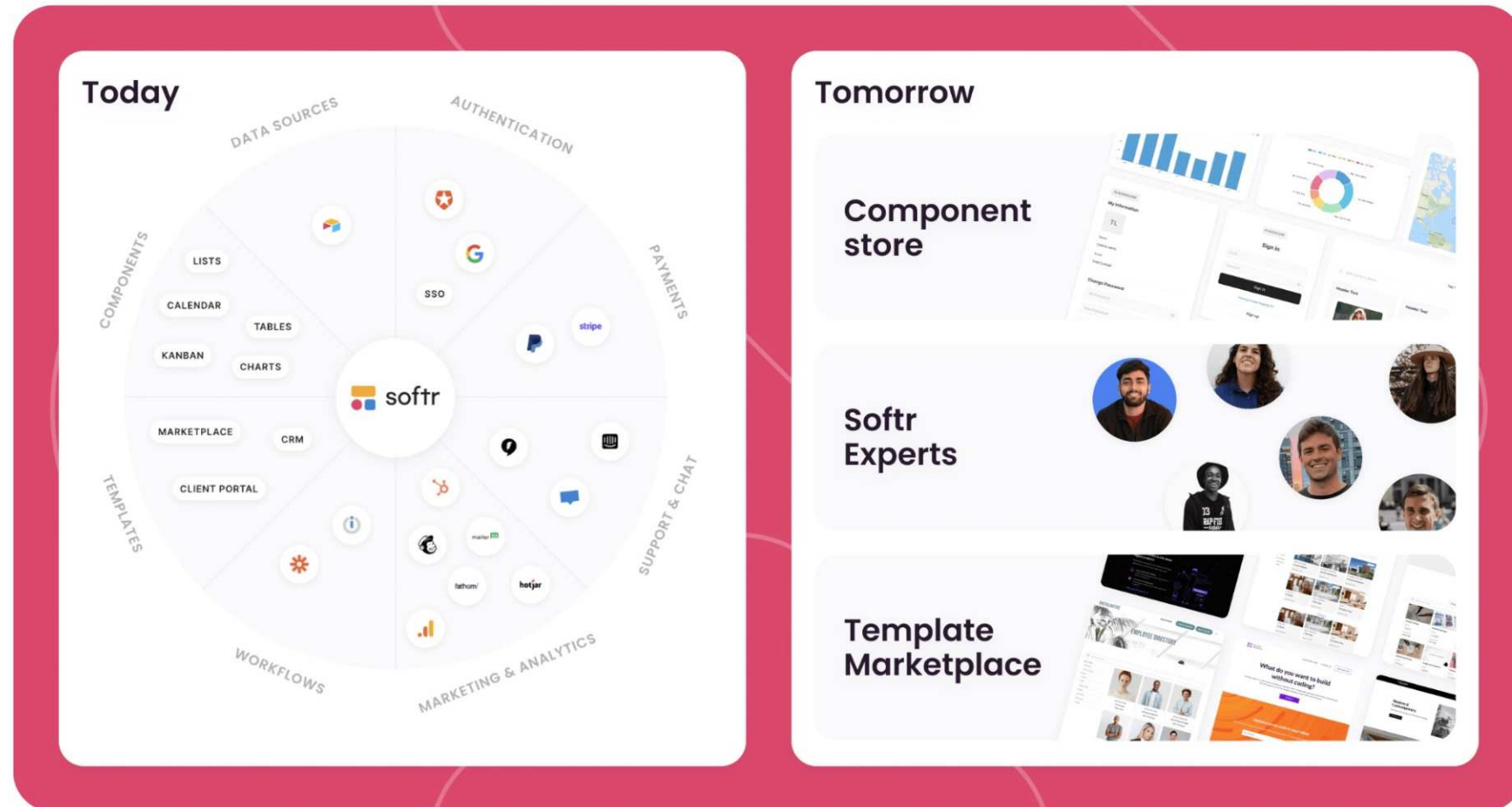
See the product in action



Building the world's largest ecosystem of no-code apps

2.

Solution



Our Team

Mariam Hakobyan

Co-Founder / CEO



Artur Mkrtchyan

Co-Founder / CTO



Team Members

PicsArt

TeamViewer

vmware®



Customers subscribe to monthly/yearly plans

Freemium *

\$0 /m

- Unlimited applications
- 1 Collaborator
- 1 Custom Domain
- Softr badge
- Airtable Integration (200 records)
- Membership (test mode)
- Payments (test mode)

Starter

\$24 /m

- Unlimited applications
- 1 Collaborator
- 1 Custom Domain
- Airtable Integration (1000 records)
- Membership (test mode)
- Payments (test mode)

Professional

\$65 /m

- Unlimited applications
- 2 Collaborators
- 2 Custom Domains
- Airtable Integration (10,000 records)
- Membership (10,000 members)
- Payments
- Updating Airtable Records
- Transfer Application

Business

\$165 /m

- Unlimited applications
- 5 Collaborators
- 3 Custom Domains
- Airtable Integration (Unlimited records)
- Membership (100,000 members)
- Payments
- Updating Airtable Records
- User Groups & Edit Permissions
- Transfer Application
- SSO



*Unique free plan with custom domain that encourages a bottom-up SaaS adoption strategy

Our goal is to have **1M apps**
created on Softr **by 2025**

And become the **biggest**
ecosystem for building
custom apps without code

Catch'

Portable benefits for the future of work

MARCH 2021

People need benefits that aren't tied to employment

1.

Problem

80M+

Lack access to
employer benefits

57M

1099

Freelance, contract, gig

40M

W2

Part-time, hourly, SMB

13M

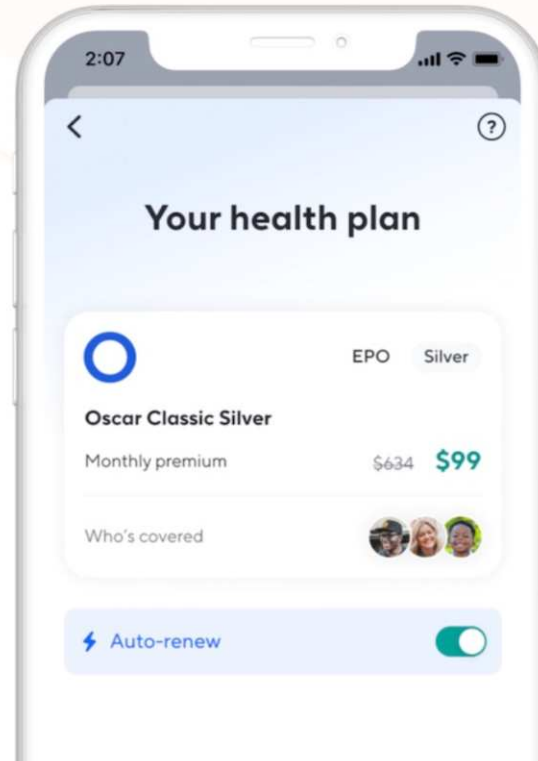
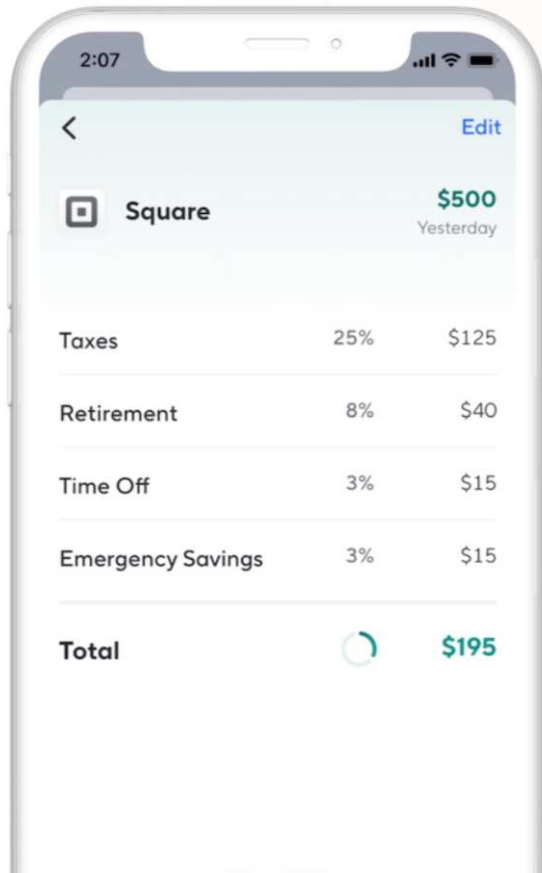
MIX

Both 1099 and W2

Non-traditional workers:

Multiple sources of income, volatility in payment schedules, no aggregation or automation

Catch is personal payroll & benefits untethered from employers



Automatic **WITHHOLDING** from 1,000+ income sources



Instant investment in ESG **RETIREMENT** portfolios



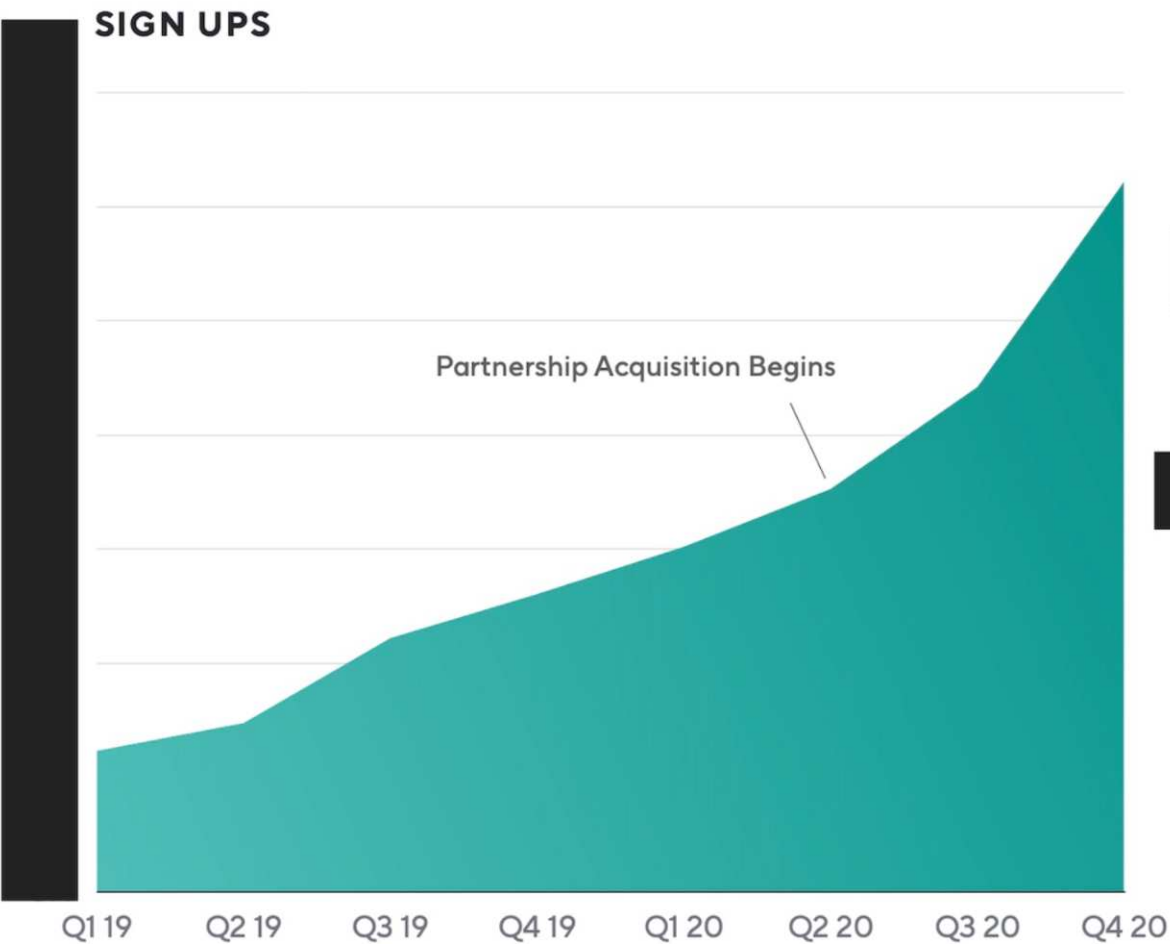
Simplified enrollment in >500 **HEALTH INSURANCE** plans (+ tax credits)

2.

Solution

➤ Please click to return

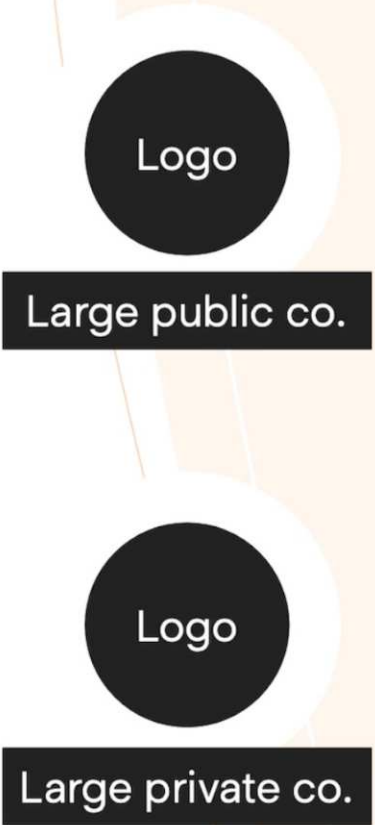
Growth is accelerating as partnerships expand



2020 Growth (avg)
■ % month over month

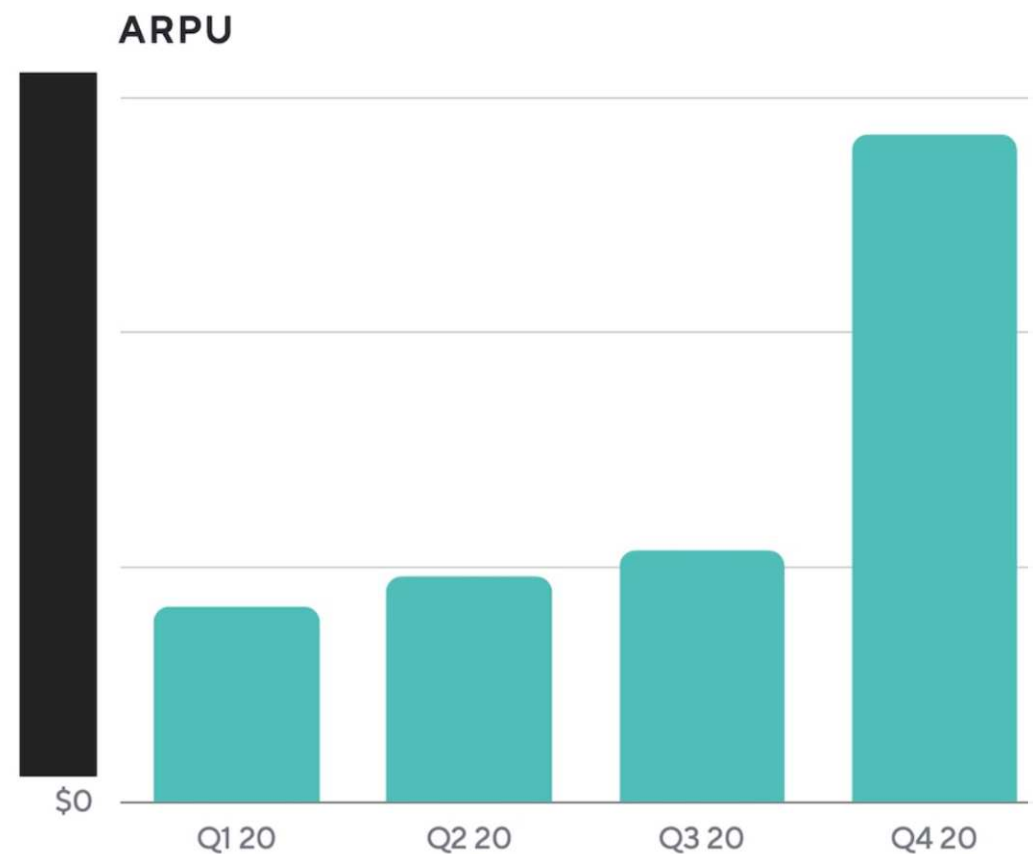
2019 Growth (avg)
■ % month over month

CASE STUDIES

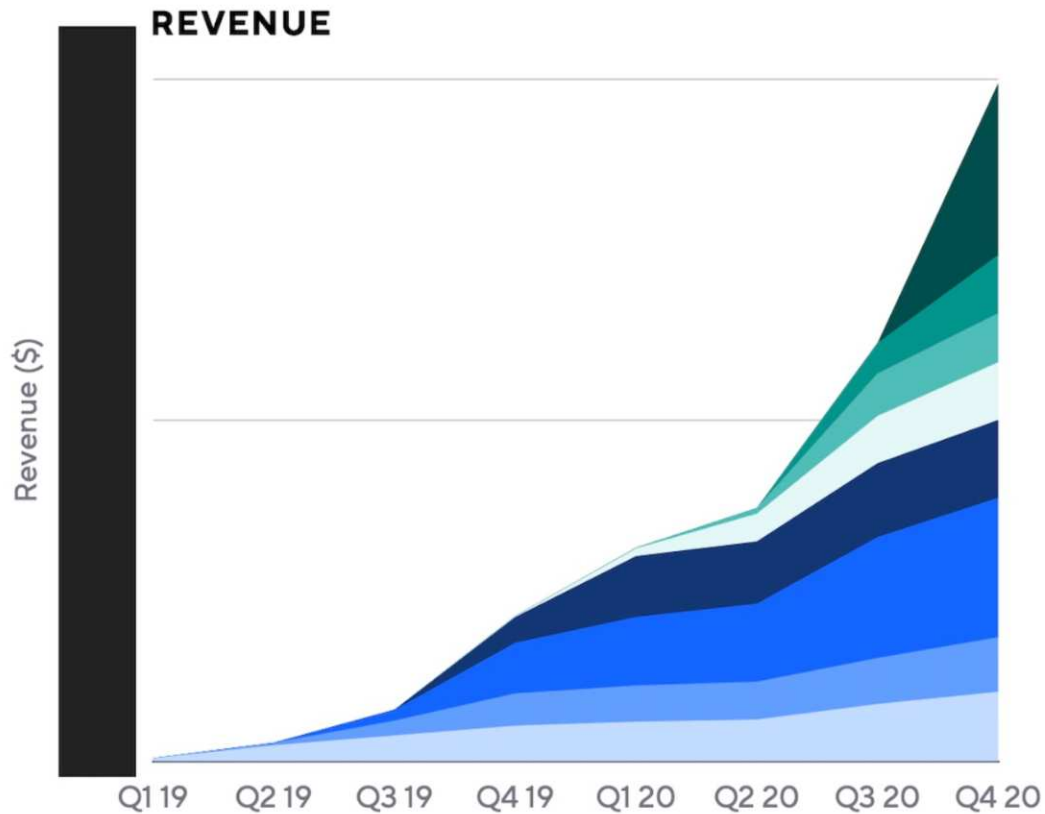


Source: <https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>

Engagement and ARPU are rapidly increasing



Users increase in value over time



WHY?

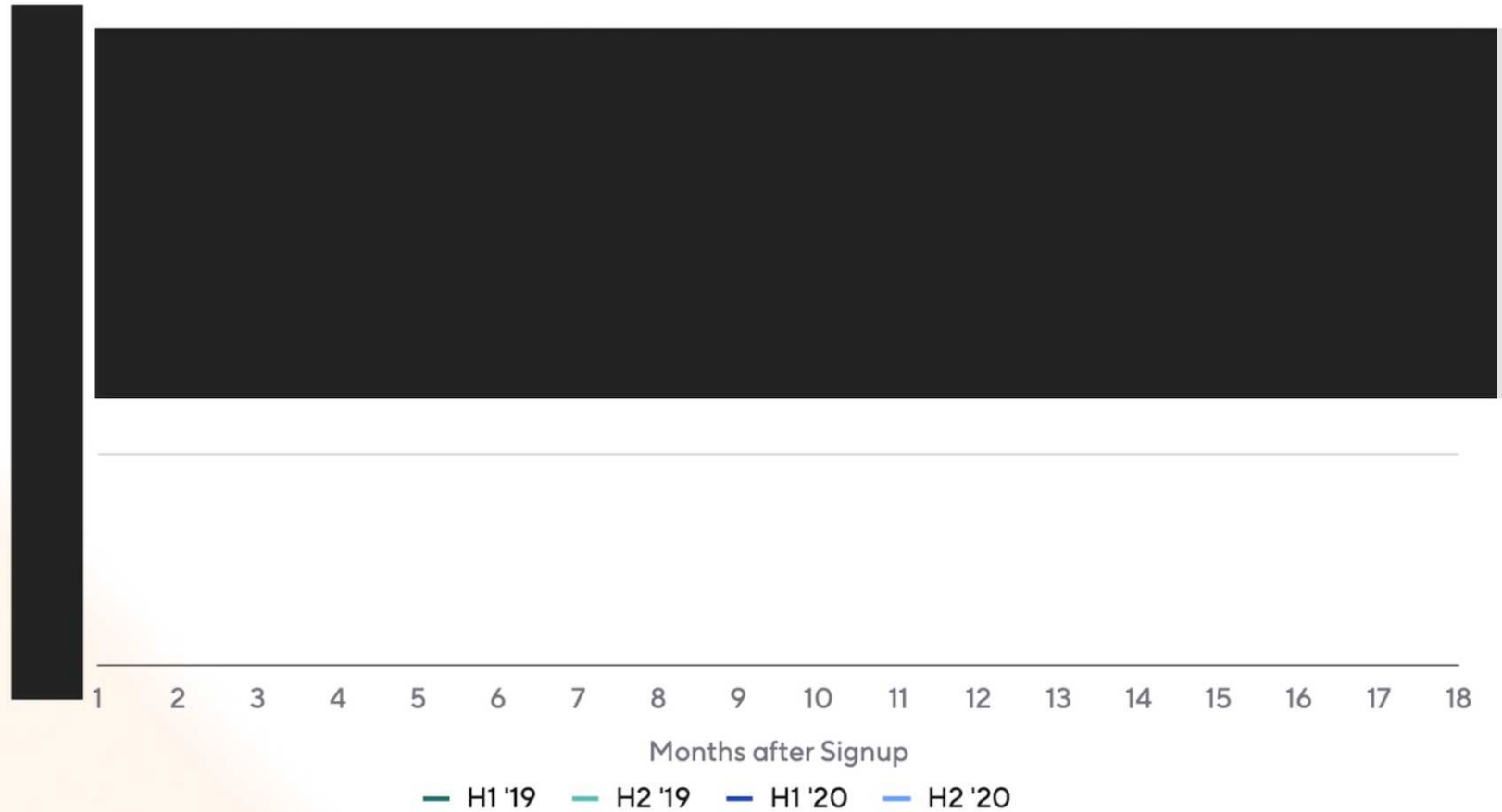
- Signing up for additional products (users)
- Adding new products to the platform (Catch)

Users stick with Catch

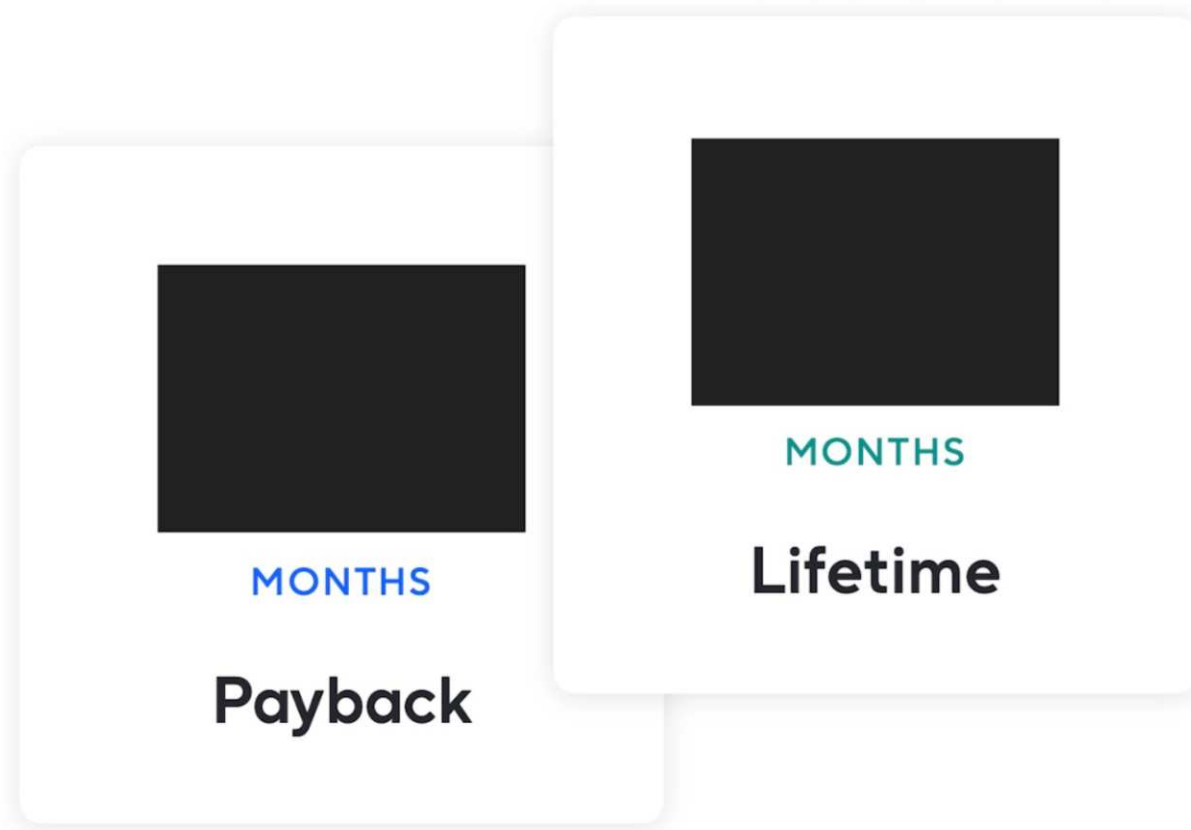
SO?

- Different acquisition models over time
- Similarly flat retention
- Once a user generates revenue, they stick with us

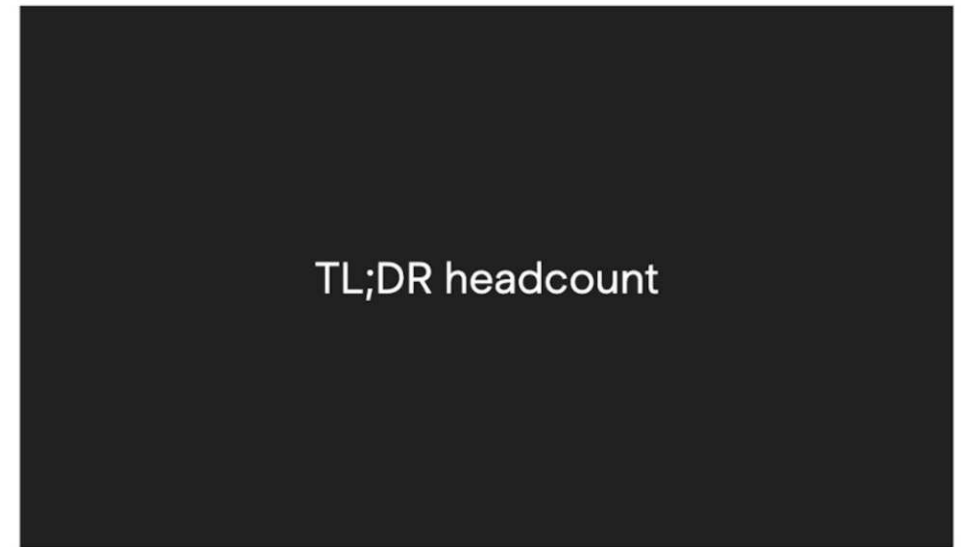
USER RETENTION



Catch can acquire users efficiently



Bottlenecks to growth & monetization



The raise will support growth and product monetization

\$



SERIES A

MONETIZATION

- Expanding health coverage
- Extending EDE
- Integrating other insurance
- Building new software features

GROWTH

- Hiring growth team and support
- Developing account management function
- Investing in incentives

Catch'



Fast, simple equity,
for international teams

The product

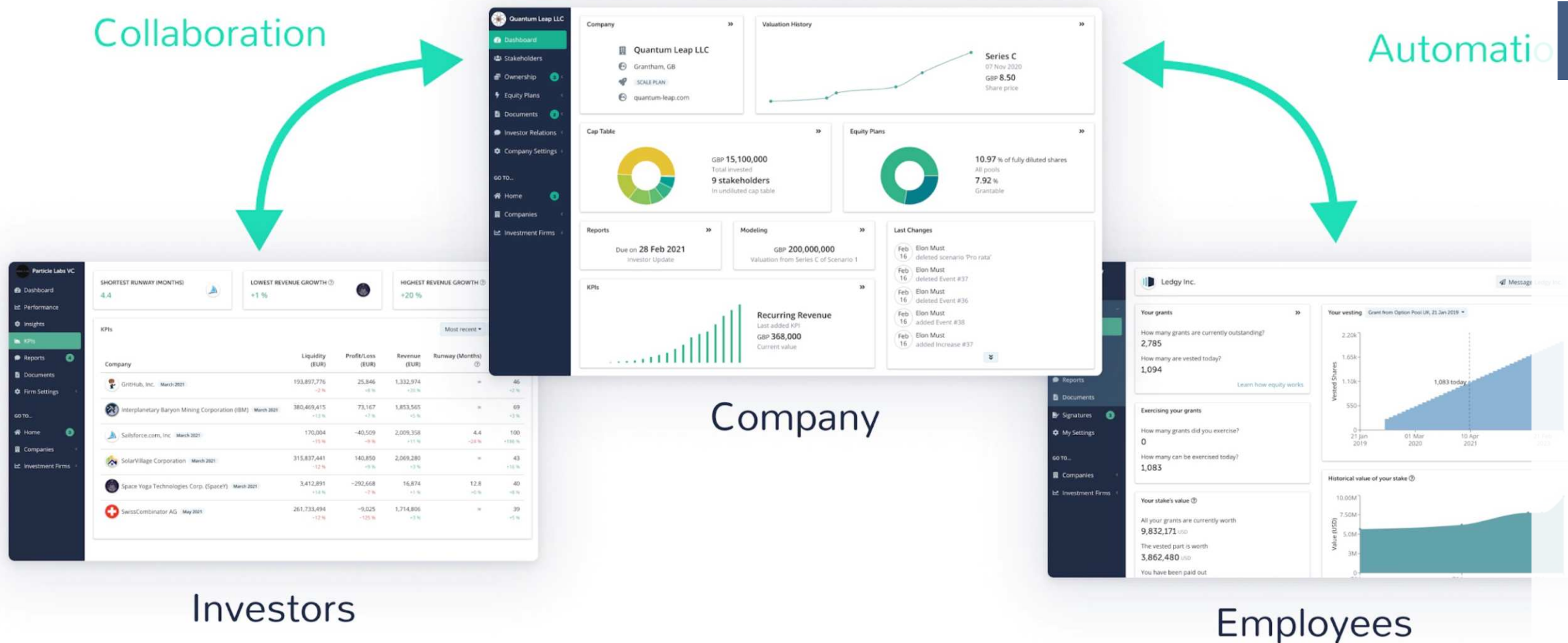
A multi-sided platform

Collaboration

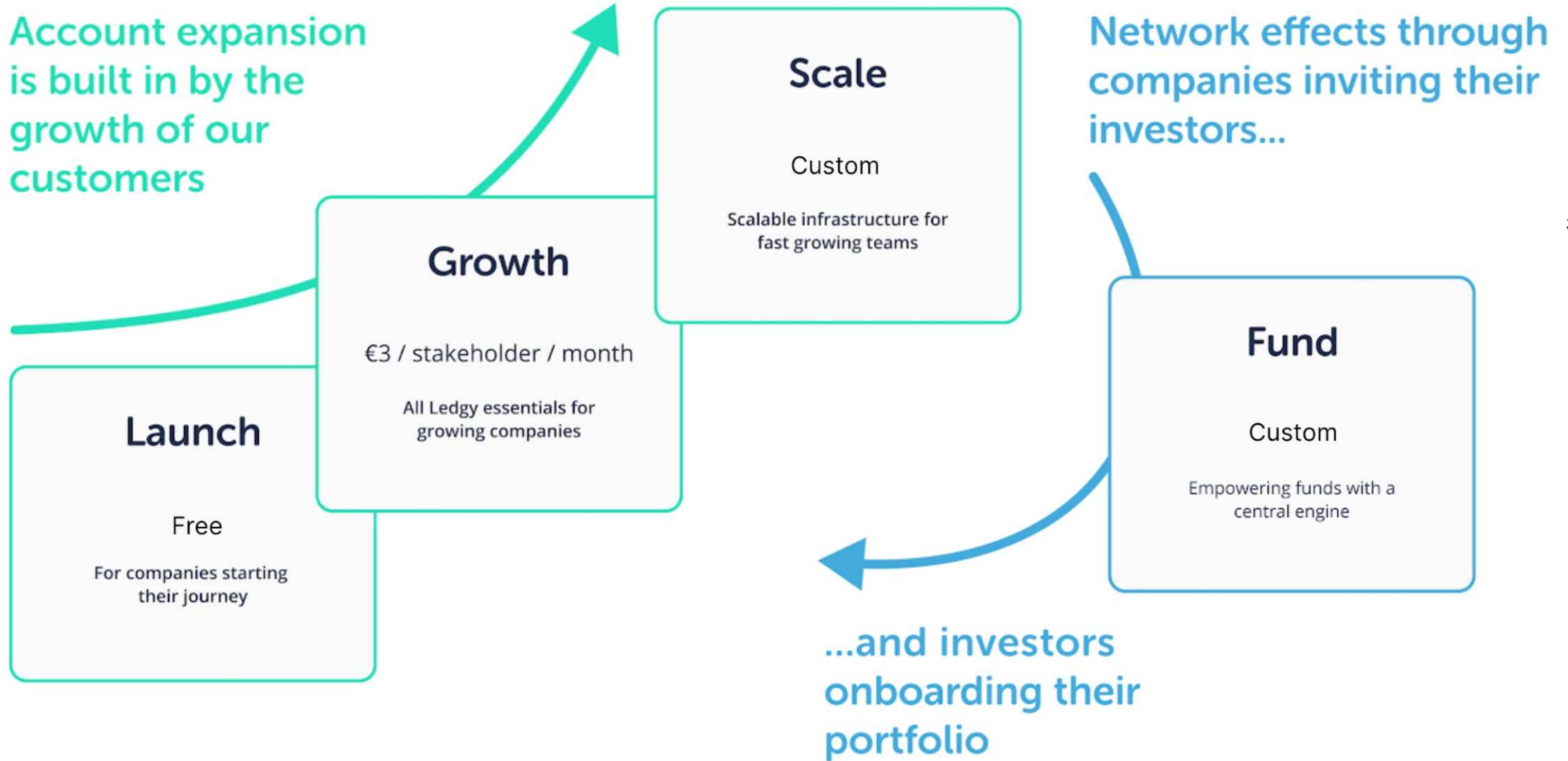
Automation

2.

Solution



A unique business model



3.

Business Model

➤ Please click to return

The timing is perfect

Equity is central for the future of work

The younger generation is purpose-driven and wants to be part of the company's journey by being an owner

46%

Millennials saying that equity compensation plays a vital role in compensation

Companies stay private for longer

Throughout the years companies end up with thousands of shareholders with complex ownership that needs to be managed

106%

increase from 2006 to 2017 in privately held and financed companies

ESOP is just getting started

The creation of successful and long-lasting companies is only at the beginning, especially in Europe. ESOPs are getting widely adopted thanks to campaigns such as #NotOptional.

400%

increase in combined value of European startups in the past 5 years

Convincing Europe's best scaleups

Codility_

Marcel Scheurer
COO

Before it was a messy situation. We looked at several tools but were convinced of Ledgy. They also support non-US types of options schemes and make everything much more transparent and tangible for our employees.

 **wefox**

Thomas Wallwiener
Head of Group Accounting

ESOPs are extremely relevant for our employee recognition and Ledgy is a huge support here. Every employee can get a real-time overview of the value of our ESOP program, which is a clear motivation factor.

 **raisin.**

Frank Freund
CFO and Co-founder

We are glad to have decided for Ledgy as our long-term partner, covering all topics around employee incentive schemes, IFRS reporting, as well as cap table management.

 **Ledgy**



mindmaze

bitpanda

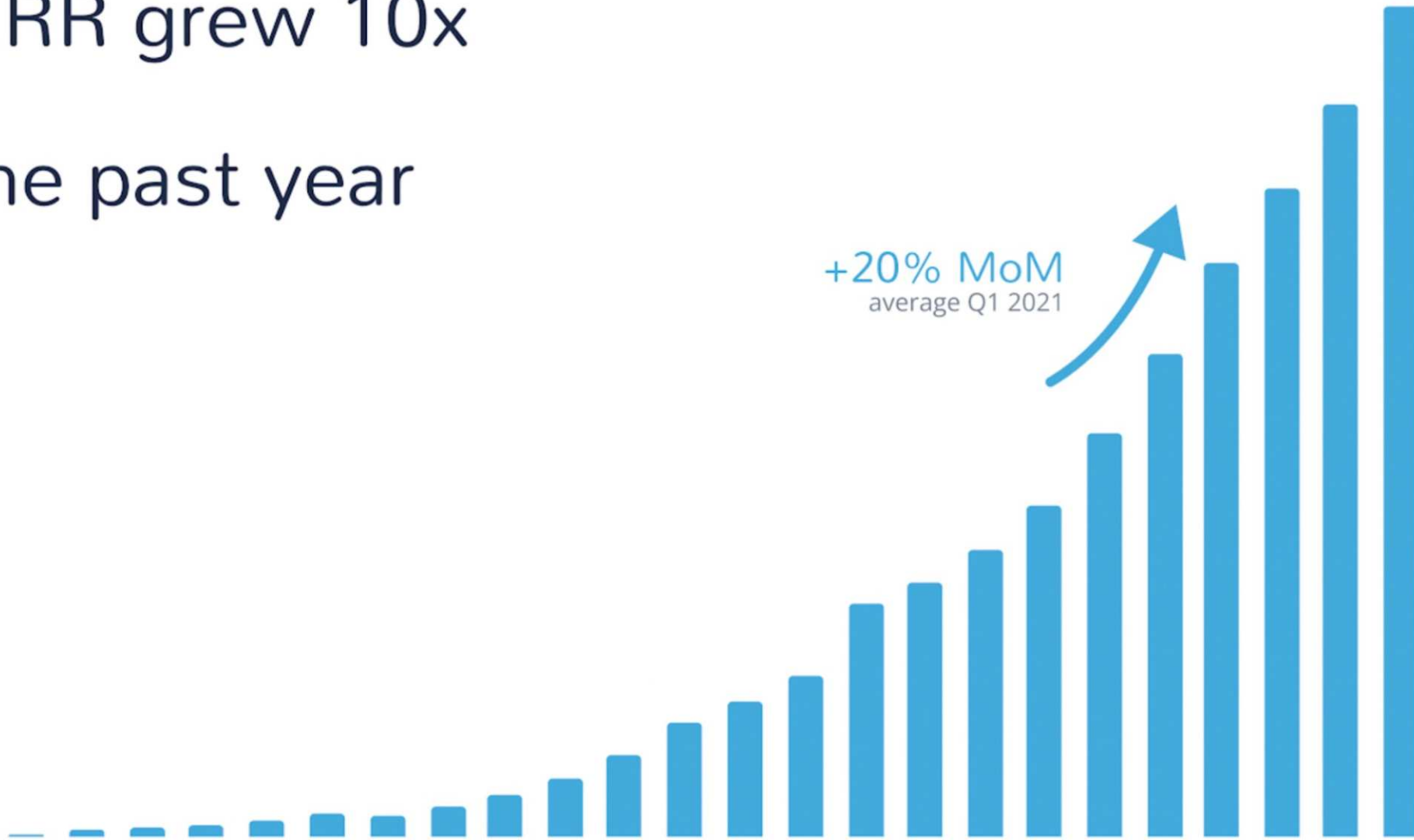


P420

9.
Traction &
Timeline

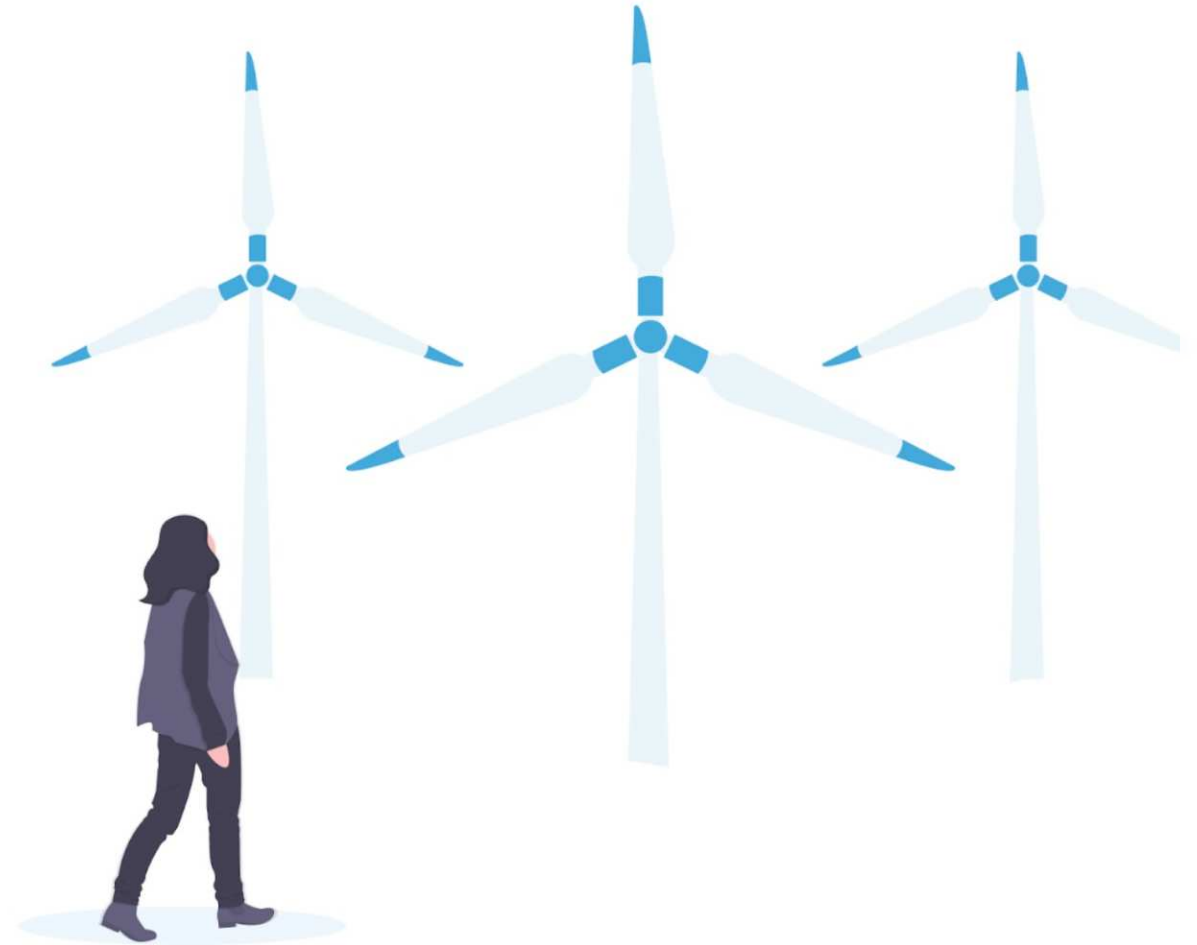
↑ Please click
to return

Our MRR grew 10x over the past year



Our mission

Ledgy democratizes ownership
to help companies
fulfill their mission as a team

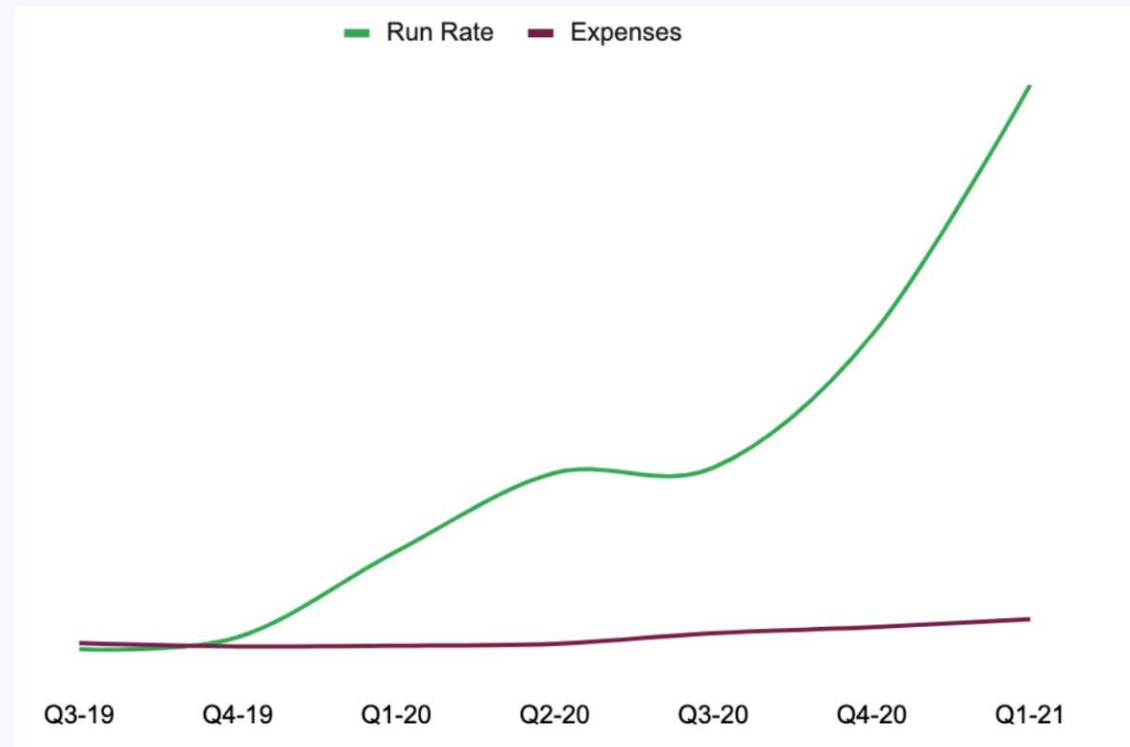


morty

Morty is a mortgage marketplace.

We provide mortgages to customers through a digitally native platform backed by the industry's largest lenders.

Scaling with technology, we **grew 800% YoY** with nearly flat expenses.



Our growth is in ***purchase loans***, a traditionally offline, more complex, and less cyclical segment of the market than refinances.

New entrants have approached the mortgage industry in two ways. **Morty is different.**

SAAS Providers

Help traditional banks and lenders be all they can be.



Incremental change to existing models:

Better customer experience, more efficient loan officers, smoother transactions.

Full Stack Lenders

Rebuild existing infrastructure to challenge incumbents.



morty

Create a marketplace that connects consumers and lenders, combining our technology with their products and capital.

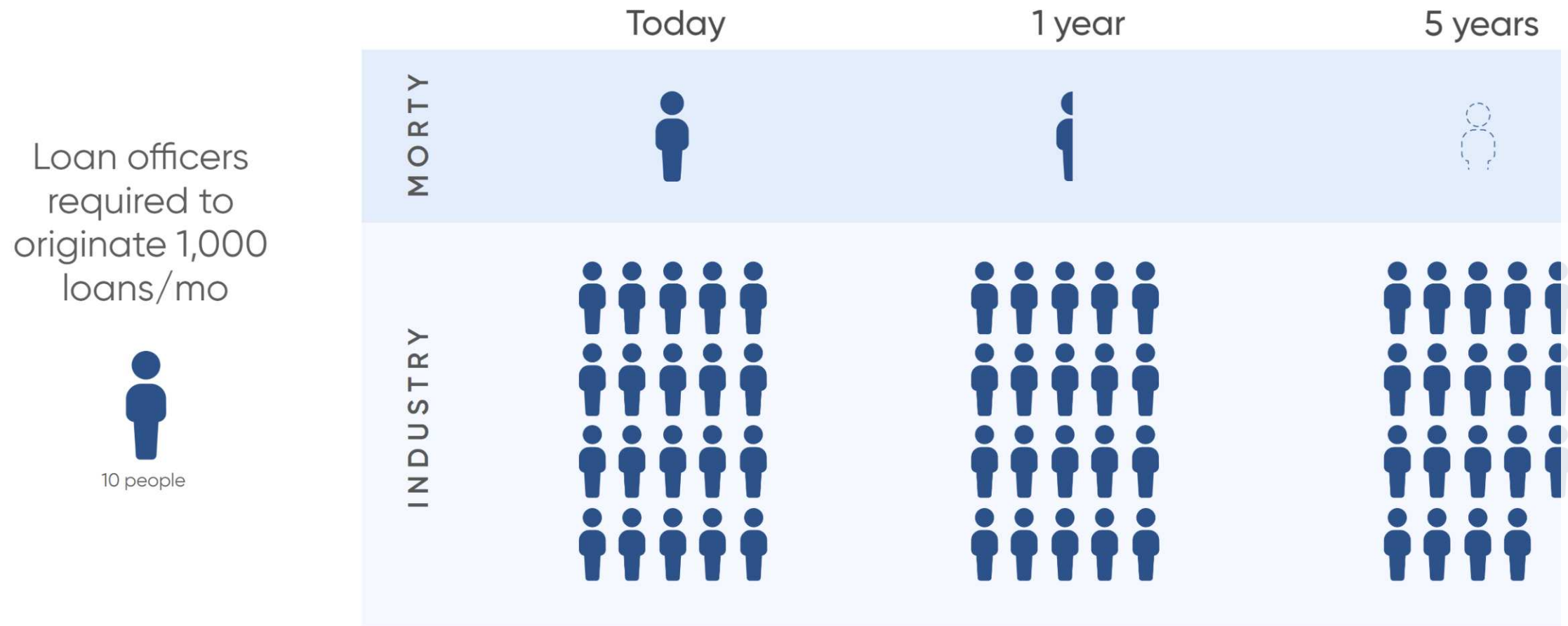
Transformative change to market dynamics:

First-ever single point of entry to the entire market for consumers and lenders.

Technology drives Morty's growth and operations. We're building the autonomous mortgage.

2.

Solution



Autonomous Acquisition

Morty's Leads API empowers other digitally native products and services to provide loan quotes and refer their customers to us.

100%

Customers acquired through B2B2C
product & API partnerships

25%

Active partners, up 230%
from a year ago

```
POST https://api.morty.com/leads
{
  first_name: 'Mary',
  last_name: 'Smith',
  purchase_price: 500000,
  down_payment: 100000,
  assets: 125000,
  monthly_income: 12500,
  fico_score: 700,
  ...
}

GET https://api.morty.com/quote?lead_id=abc123
{
  is_eligible: true,
  options: [
    {
      interest_rate: 2.85,
      discount_points: 0,
      total_closing_costs: 10000,
      net_cash_to_close: 110000,
      ...
    },
    ...
  ]
}
```

Simple payload

Real-time pricing

Structured options

Morty's API

Autonomous Sales

Morty's pricing engine generates real time, customized quotes and recommendations, displacing the traditional role of the loan officer.

2.

Solution

The screenshot displays a mortgage quote interface with several callout boxes highlighting key features:

- Multiple options:** Points to the 30yr, 20yr, and 15yr term selection tabs.
- Marketplace pricing:** Points to the 3.125% (3.187% APR) rate display.
- Self-service:** Points to the user profile section for Oisin Lewis.
- Built-in education:** Points to the 'GET STARTED' button.
- Transparent fees:** Points to the 'Total cash to close' breakdown.

Quote Details:

- Rate:** 3.125% (3.187% APR)
- Down payment (15%):** \$108,750
- Total loan costs:** \$1,029
 - Points / credits: credits: (\$1,700)
 - Borrower-paid broker fee: \$0
 - Appraisal & other services: \$931
 - Title services: \$1,798
- Total monthly payment:** \$3,261/mo
 - Principal & interest: \$2,686/mo
 - Mortgage insurance: \$100/mo
 - Homeowner's insurance: \$100/mo
 - Property tax: \$375/mo
- Total cash to close:**
 - Taxes & government fees: \$234
 - Prepays: \$3,129
 - Initial escrow payments: \$1,050
 - Total loan costs: \$1,029
 - Down payment (15%): \$108,750 (\$10,000)

User Profile: Oisin Lewis, Est. FICO: 768, Single-family home in Arapahoe, CO.

Loan Configuration:

- Purchase price:** \$725,000
- Down payment:** \$108,750 (20%)
- More points / More credits:** Slider control
- Rate lock period (days):** 30, 45, 60, 90

90%

of our pre-approvals are self-driven by customers without requesting sales support

Morty's Interactive Loan Options

Autonomous Operations

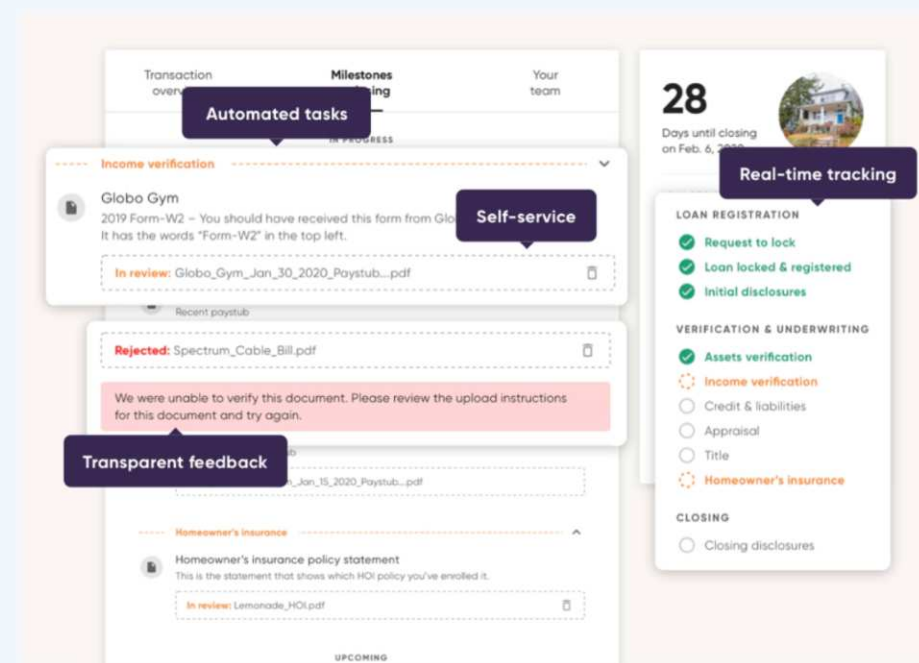
Morty's underwriting engine and service provider integrations perform complex underwriting and closing functions, transforming time and labor intensive back office operations.

60NPS

Compared to the industry average of 16

"Morty's process is easy to follow. It keeps all requirements on a timeline to move you to closing, so you know where you stand at all times and you know what you need to provide to keep on track."

Trustpilot Review



Morty's Closing Tracker

Both sides of the marketplace are diverse and scalable.

Demand Side:

Deep, Diversified, & Growing

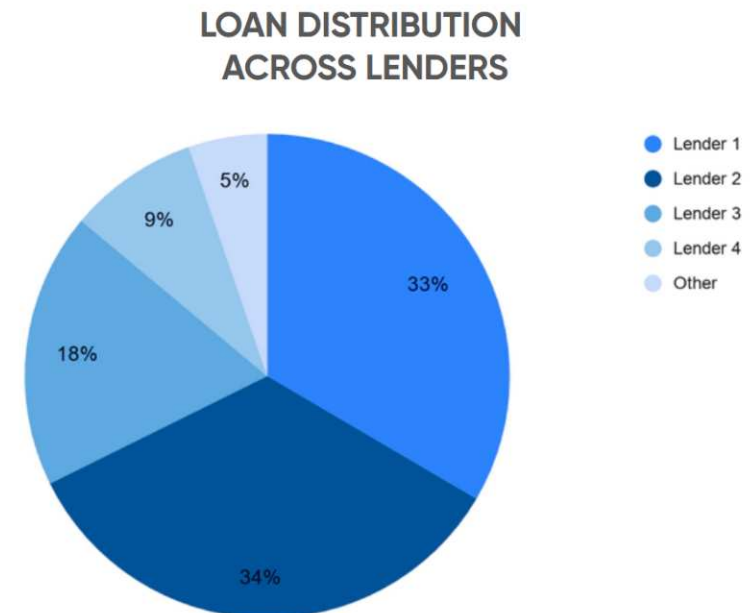
Integrations with our current acquisition partners provide a deep lead supply. As our product offering continues to expand, we're unlocking new measurable segments of customers.



Supply Side:

Flexible, Low Cost, & Infinite

We work with many of the industry's largest and best priced lenders, providing Morty with every type of loan product and a nearly infinite base of lending capital.



4.

Market Opportunity

➔ Please click to return

Winning the Market

Our technology, business model and distribution create short term advantages and long term defensibility.

COMPETITIVE ADVANTAGES

Win customers and partners today

Price

Product Differentiation

Marketplace positioning

MOATS

Create long term defensibility

Cost Superiority

Network Effects

Integrated Partnerships

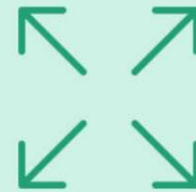
Gov't & Regulatory

Morty's next phase



Scale volume

Double down on a working formula through continued technology development and team growth.



Build a platform

Be the mortgage layer of the internet, embedding Morty into the digital frontier of mortgage and real estate.

Morty is led by a technical and quantitative team with years of startup and mortgage experience and backed by top-tier venture capital.



Nora Apsel

Co-Founder and CEO

- More than a decade of engineering & startup experience
- Combines engineering and operational expertise
- Emory B.S. and Penn M.S. (Computer Science)



Adam Rothblatt

Co-Founder and CTO

- Lifelong entrepreneur and technologist
- Combines finance (Goldman Sachs) with tech & product expertise
- Penn B.A. and M.S. (Computer Science)



Robert Heck

Head of Mortgage

- Finance expert with 7+ years of mortgage experience
- Combines capital markets (Morgan Stanley) with client facing expertise
- Berkeley B.A. (Applied Math & Economics)

LEADERSHIP

INVESTORS

 **THRIVE CAPITAL**


PRUDENCE
HOLDINGS

LERER HIPPEAU

FJ LABS

 **metaprop.**

techstars

7.

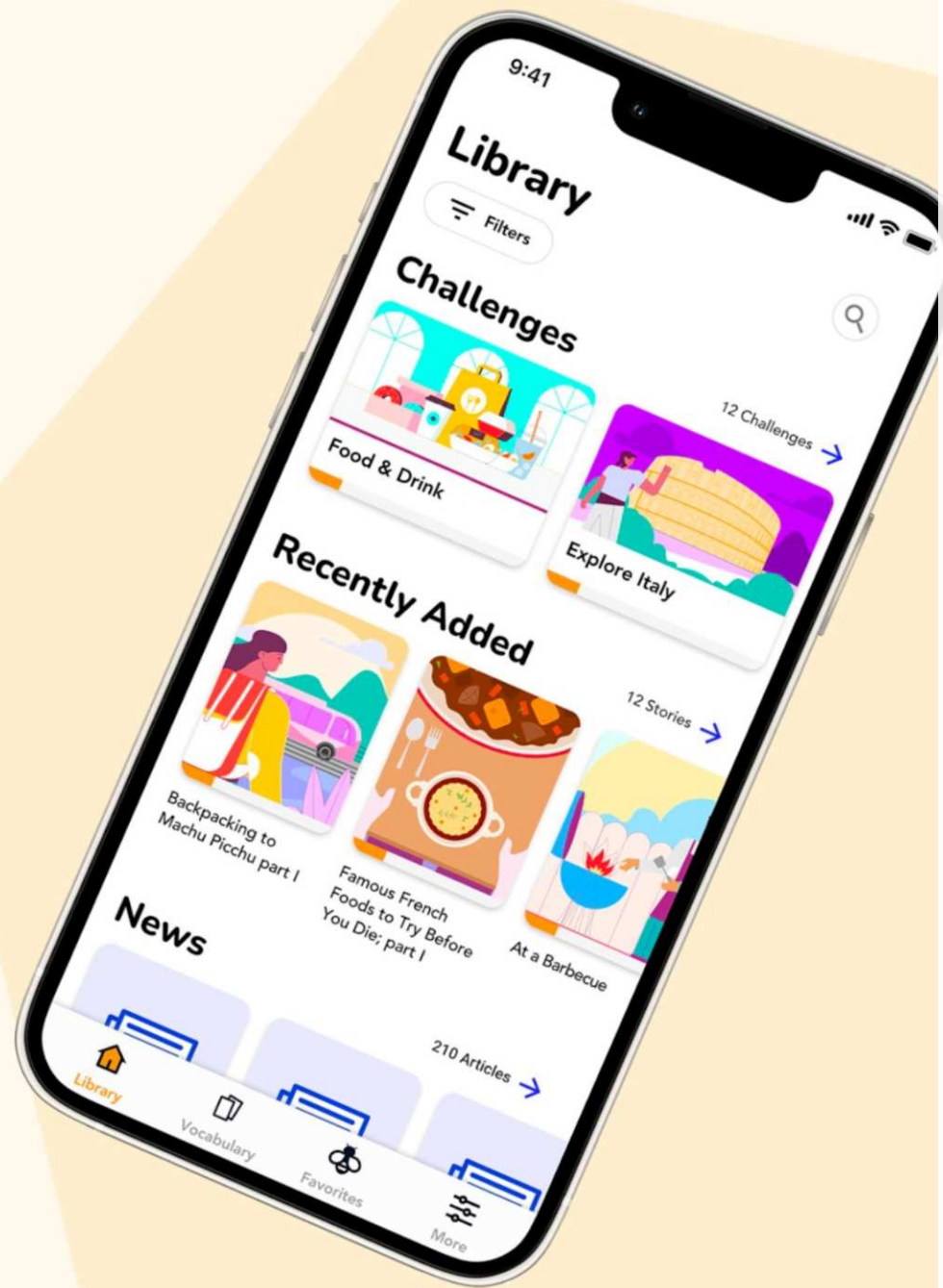
Team

➔ Please click
to return



Beelinguapp

Bilingual Audio Books & Music



0.

Intro

➤ Please click
to return



PROBLEM FOR LANGUAGE LEARNERS

Apps that mimic classroom learning are boring

1.

Problem

Require **building**
new habits

Limited support
for **intermediate**
and advanced
learners

Awkward,
out-of-context
exercises

Subject Passive verb The actor

Our Turkey **was eaten** **by the dog.**





SOLUTION

Beelinguapp builds on existing reading and listening habits

- **Read and listen** in 2 languages side-by-side
- Build on **existing habits** of media consumption
- Narration and translation by **native speakers**
- **Build vocabulary** and practice grammar in context

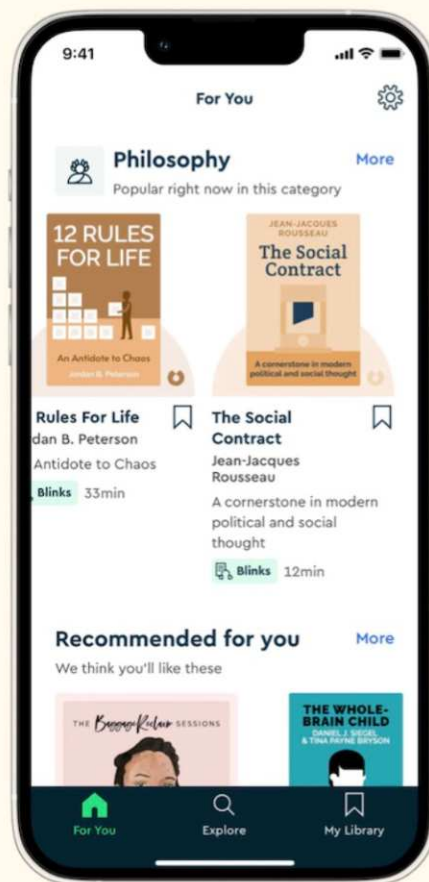


BEELINGUAPP

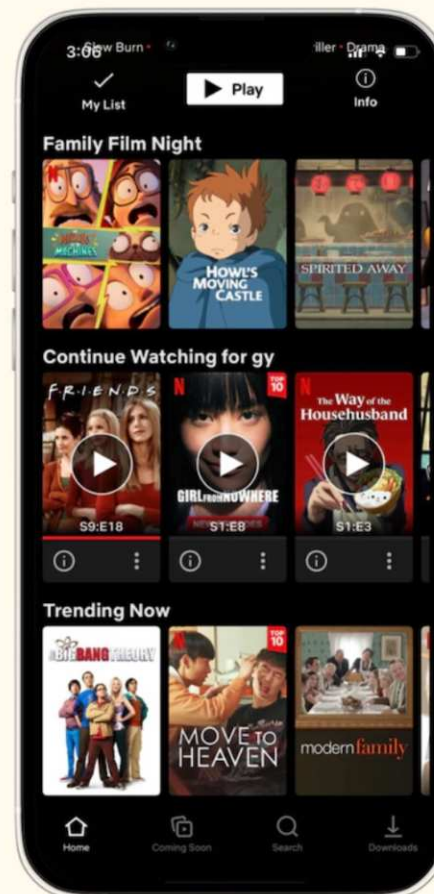
Language learning meets content

Learn like Babbel or Duolingo using **content** like Audible, Blinkist or Netflix

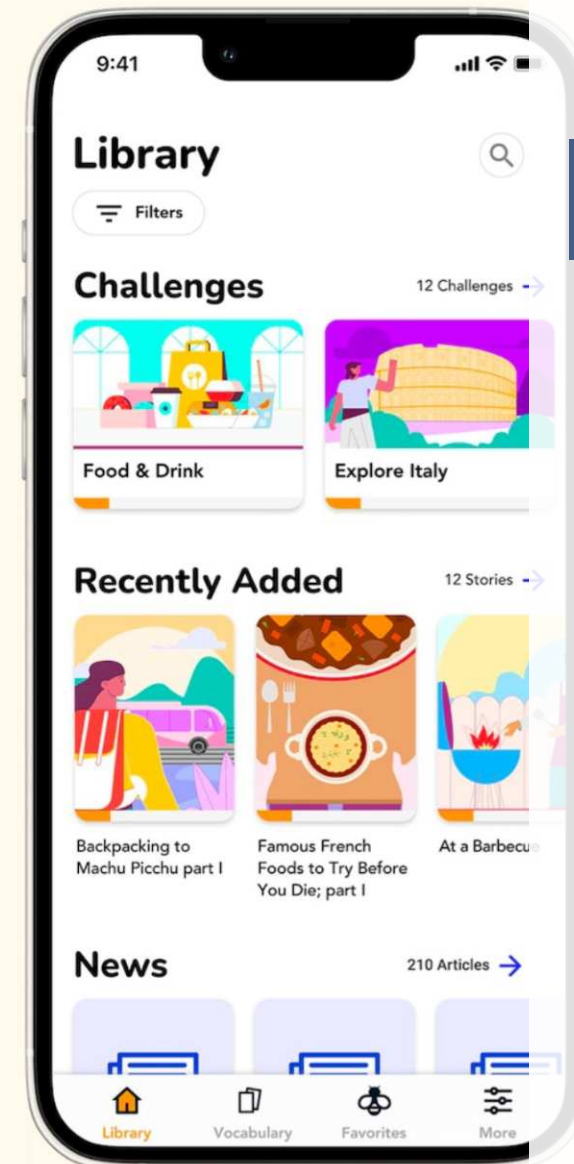
Users browse our catalog, read and listen to stories and songs and **learn naturally**



Blinkist



Netflix



Beelinguapp



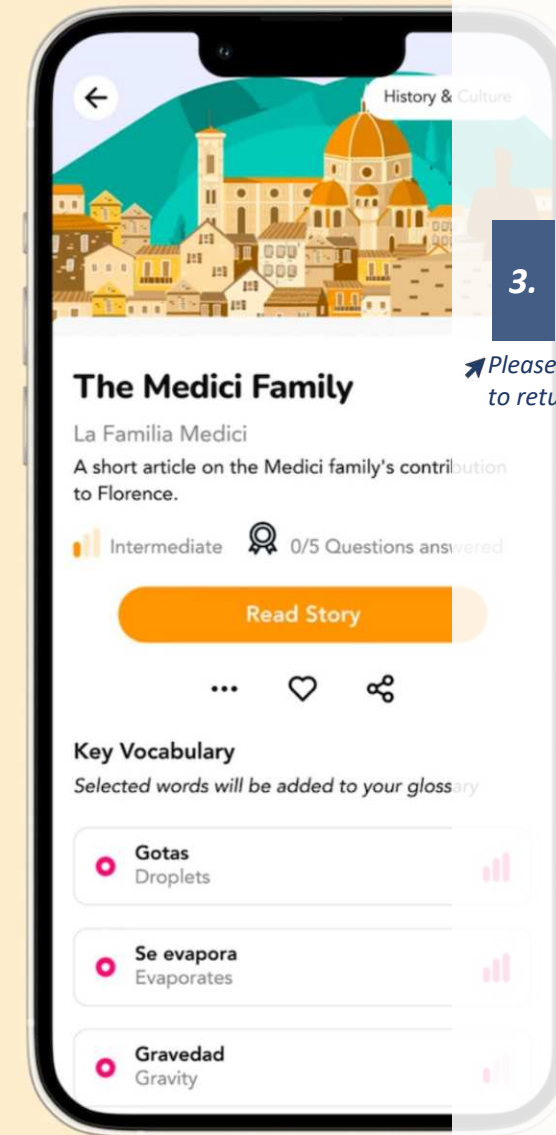
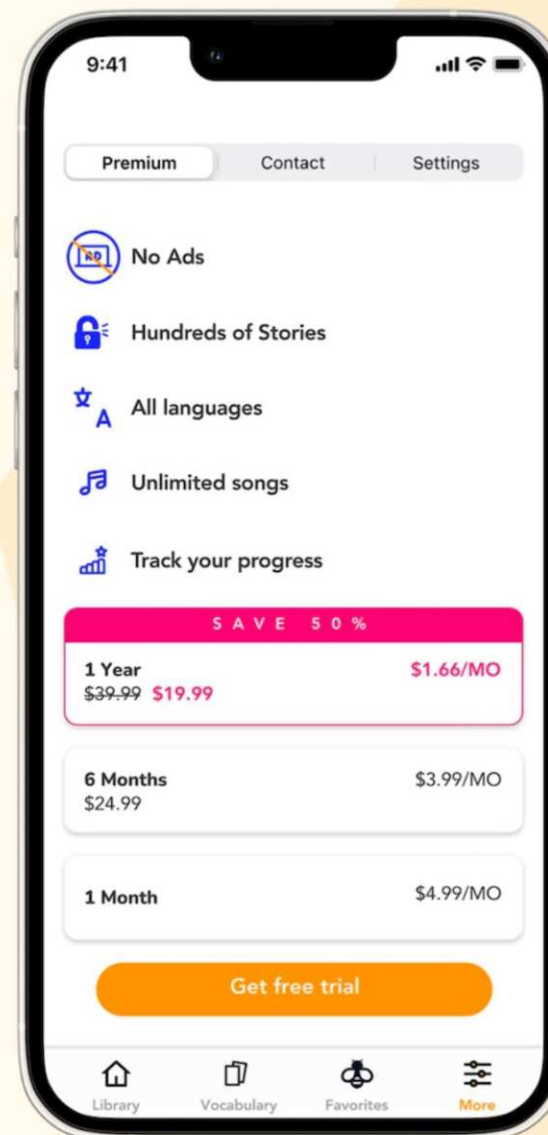
BUSINESS MODEL

Freemium subscription model

Free access to limited content, with ads

Premium access unlocks:

- Access to all stories, songs and news
- Learn any of our 14 languages
- Practice vocabulary with flashcards
- Use the app ad-free





TEAM

Built by Google and Meetup alums

techstars_



David Montiel, Founder and CEO

- Engineer at Google, eBay, LinkedIn
- Trilingual former language teacher
- Built Beelinguapp as a side project in 2017



Eva Drago, Co-Founder and CPO

- Product at Meetup, Techstars, Bond Street
- Forbes Next 1000, 2021
- Cornell University Alumni



Anja Broich, Customer Manager

- 7+ years experience in multi language customer service
- Fluent in German, Italian, Spanish, English & French



Other team members

- 7 engineers
- Designer
- Product owner
- Content creator
- Translation agency



ADVISORS



Adrian Hilti

- Co-Founder at Busuu
- Co-Founder at Red or Blue Labs
- Accredited Start Up Coach



Jag Singh

- Former Techstars Managing Director
- Techstars MD when Beelinguapp took part in the Accelerator
- Angel investor in early-stage tech startups across Europe
- Partner at Angel Invest Ventures



Paul Heimann

- CEO of eBay Kleinanzeigen
- David's ex-Boss at eBay Kleinanzeigen
- Beelinguapp Advisor since its conception



Arthur Maas

- Former CTPO of Delivery Hero UK
- Current product and engineering Leader @ DrSmile
- Beelinguapp Advisor since Techstars

INVESTORS





Users love Beelinguapp

Product Market Fit Study:
85% of users would be disappointed if Beelinguapp didn't exist



"Get this app! **Any language you are practicing is easier with Beelinguapp.** ... It not only improves your reading comprehension, it improves your comprehension in general."



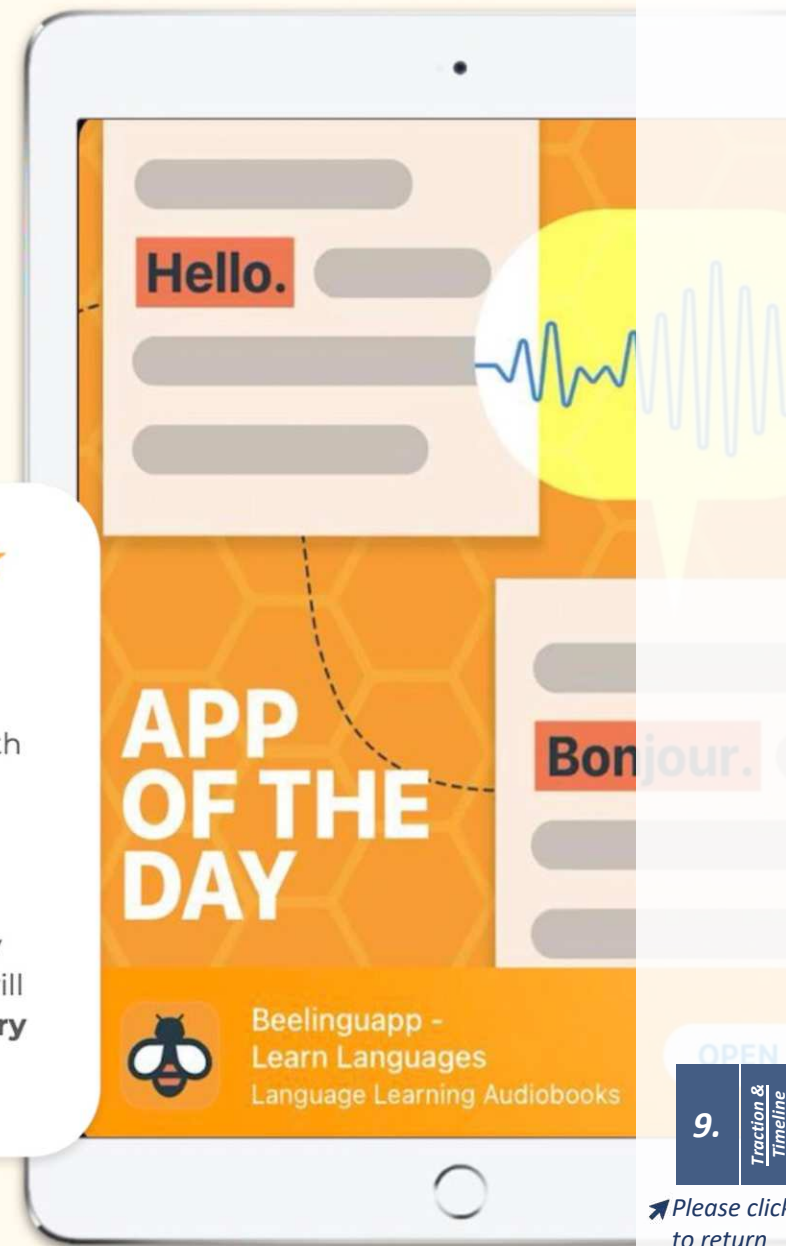
"I have been looking for new ways to continue practicing French and love learning while I read the stories. This is the **perfect companion** to helping me stay fresh in French!"



"The combination of the dual language texts side by side and the clearly, understandably narrated stories and essays are **unparalleled!** I love a **daily reading session.**



"Trying to learn Russian to communicate with my boyfriend's family. ... You can take only **30 minutes out of your day** to study on the app and will **notice results very soon.**"





How we did it

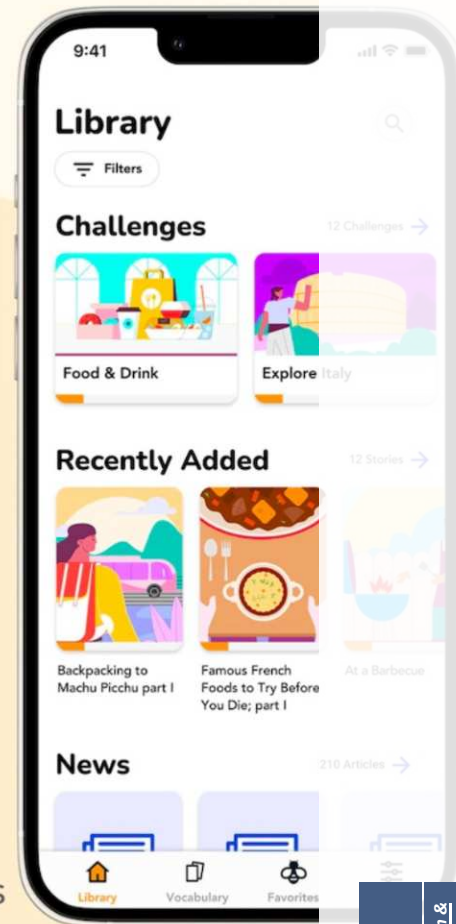
150+
experiments

2020

- <150 pieces of content
- Mostly fairytales and music

2022

- 800+ pieces of content
- Stories focused on culture, science & tech, classics
- Daily news articles
- Flexible learning paths
- Profile to track progress
- Activity streak notifications
- Upgraded flashcards
- Upgraded reading view





A growing company in a growing market

Holon IQ

Research Platform Summit Newsletter About

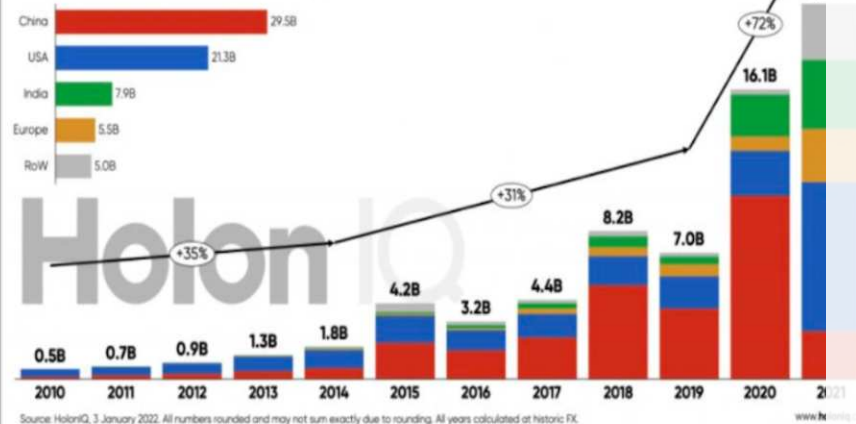
\$60B D2C language learning market to double by 2025, led by digital delivering 3X growth.

The Global Direct-to-Consumer (D2C) Language Learning market will nearly double by 2025, reaching \$115B and led by digital, delivering 3X growth in just five years.

HOLONIQ GLOBAL IMPACT INTELLIGENCE

\$20.8B of EdTech Venture Funding for 2021, 3x pre-pandemic levels
Massive US and EU surge covering an \$8B China EdTech VC collapse

Global Education Venture Capital Funding, 2010-2021 in USD Billions



4.

Market Opportunity

Please click to return

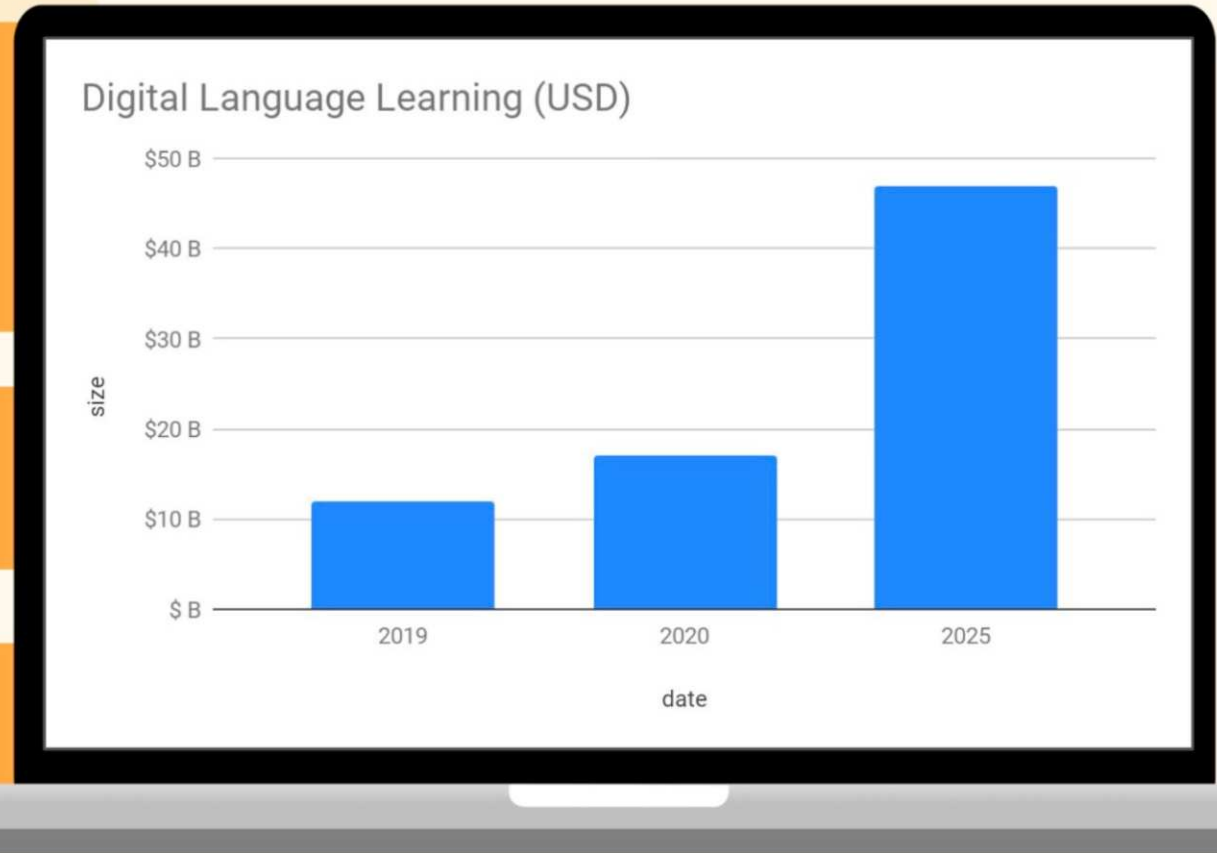


A growing company in a growing market

Online language learning is the **fastest-growing market within EdTech**, projected to grow from \$12 billion in 2019 to \$47 billion in 2025.

The total population of language learners worldwide is roughly **1.8 billion**

1 in 4 people on earth are active language learners



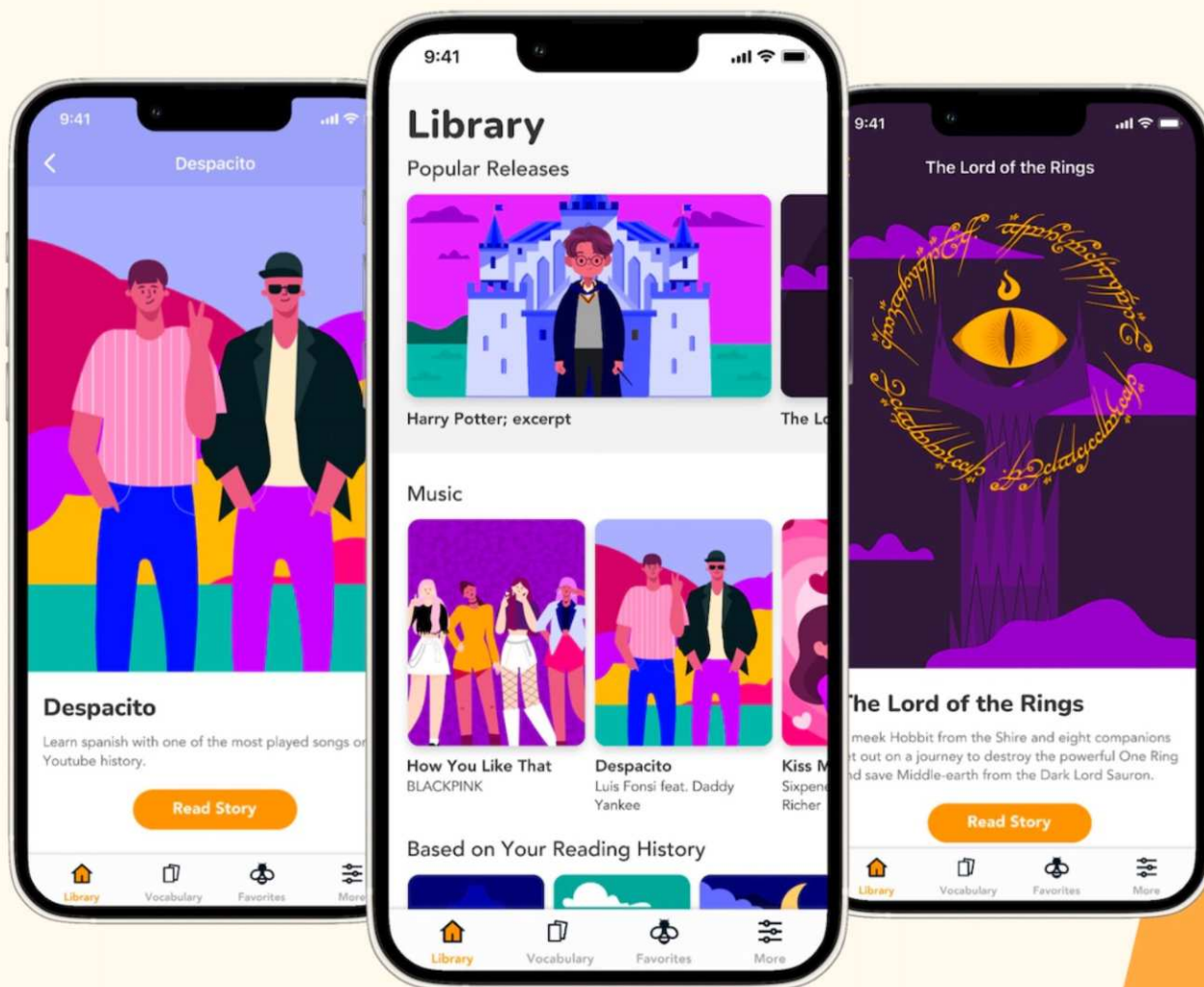


OUR VISION

Customers are eager for their favorite copyrighted content

2.

Solution



- Content distribution deals
- News from major outlets (CNN, Al Jazeera, etc.)
- Video and podcasts
- Professional audio recordings



धन्यवाद! Obrigado! Спасибо!
Teşekkürler! شکرا

谢谢 ! Thanks! Danke! Gracias!
Merci! धन्यवाद! Obrigado! Спасибо!
Teşekkürler! شکرا

धन्यवाद! Obrigado! Спасибо!
Teşekkürler! شکرا

For more, contact:

davidmonti@beelinguapp.com
eva@beelinguapp.com

Please click
to return ↩

Remi.

0.

Intro

➤ Please click
to return

Creating the leading **Culture Building Platform for Remote Teams**

 valerie@remi.so

 @valeriekraemer

The world has changed, and remote work is here to stay

1.

Problem

68m people
will be working remotely
3+ days a week by 2025
in Europe & US alone

25% of enterprises expecting
more than half of their
organizations' workforce to
predominantly work from home
post Covid-19

Source: Statista/Gartner 2020

The problem

1.

Problem

➤ Please click
to return

80%* of the people we spoke to said:

"When working remotely, it's difficult to build and maintain social connection with my team."

*based on 100+ interviews with remote workers in October-December 2020


Absence of connection bears high risks...

 3x more sick days

 2x higher turnover risk

...while prioritizing it holds plenty of opportunity

 2-3x higher productivity

 \$52 mio. Annual potential gain for
10.000 person company

Source: The Value of Belonging at Work, Harvard Business Review, 2019; What 12,000 Employees Have to Say About the Future of Remote Work, BCG Report, 2020

Source: <https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>

Key pains we heard from remote teams, validated through 100+ interviews

felt by remote team leads and team members alike



Facilitation of connection is time
intensive and requires huge mental
investment



High pressure on team lead to
create team atmosphere & develop
relationships, while unsure what's
effective



Different time zones and zoom
fatigue make it consistently hard to
find ways to connect

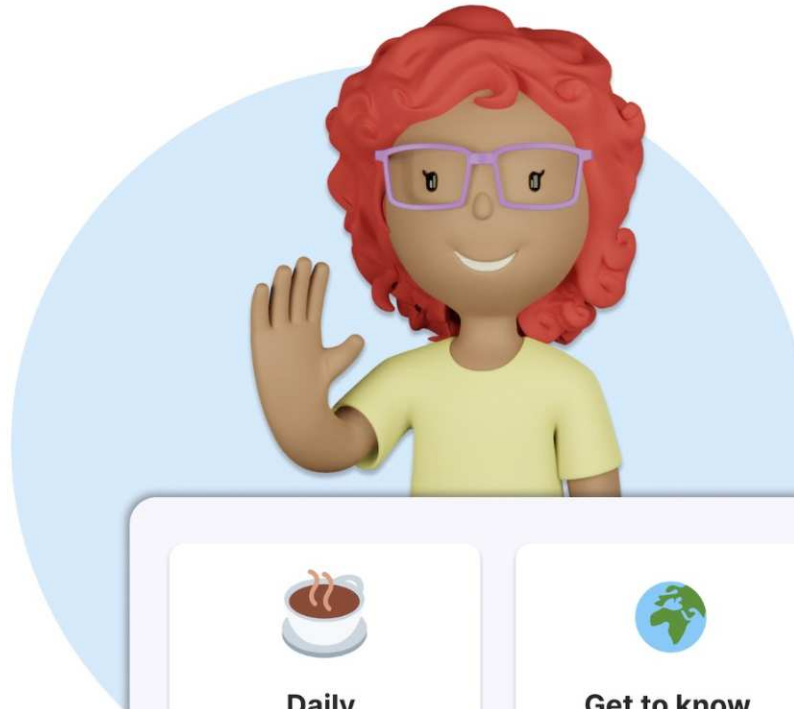
Why we're here

**Our mission is to make remote work
more human and connected**

The Solution

Remi is a culture building platform that helps remote teams stay connected and build culture.

Remi helps you curate, facilitate and optimize the right interactions for your team.



**Daily
Check-In**

Monday - Friday
10:00 AM



**Get to know
the Team**

Weekly on Tuesday
10:00 AM



**Learnings
of the Week**

Weekly on Friday
10:00 AM



**Onboarding
Check-In**

Weekly on Thursday
10:00 AM

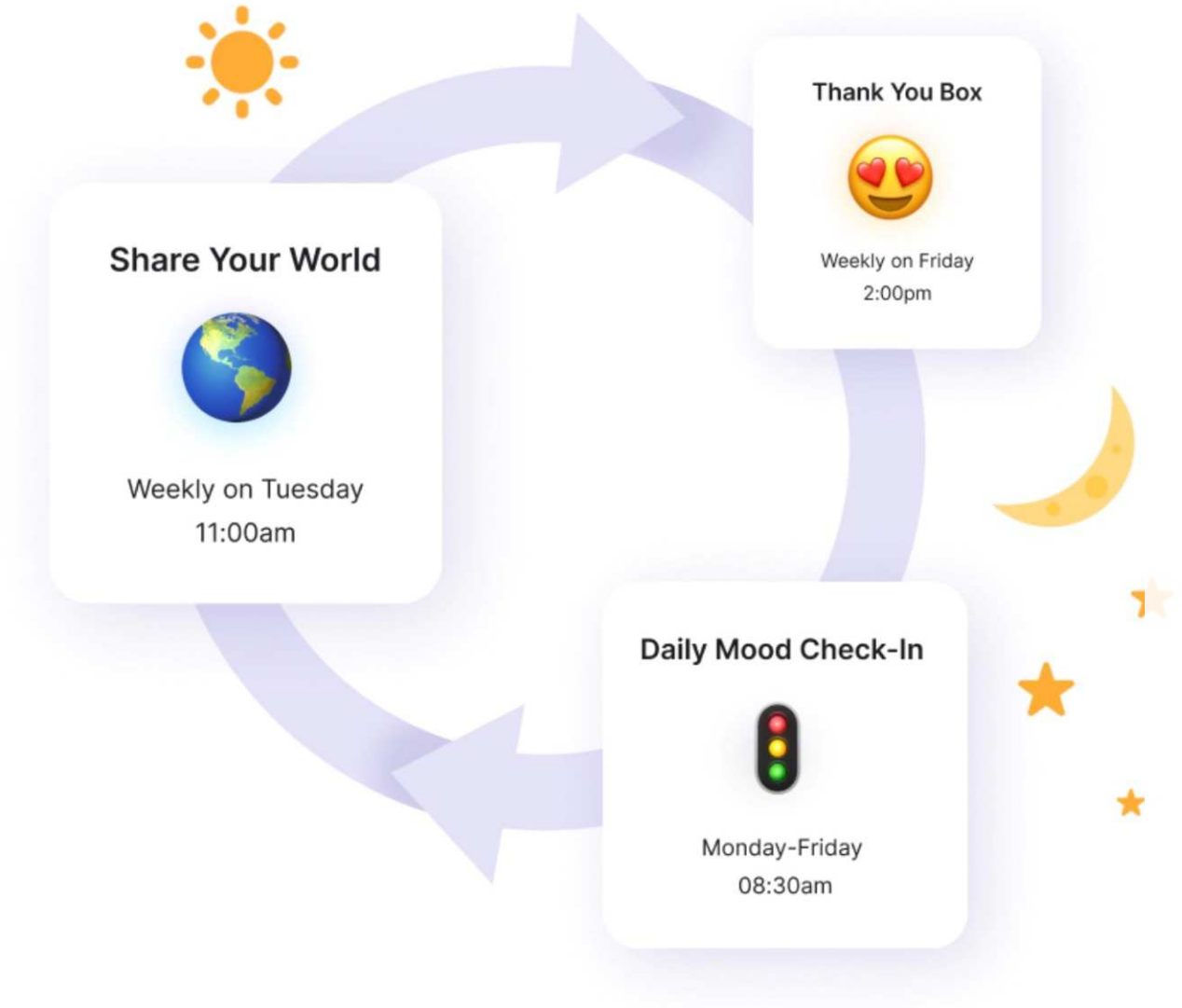
2.

Solution

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to return

Remi uses rituals to build culture like a muscle

"Rituals in the workplace can strengthen the organization's desired behaviors, by creating focus and a sense of belonging, and making changes stick."



Through asynchronous rituals, we help remote teams to proactively build and measure culture

2.

Solution

1

Set up team rituals based on your needs



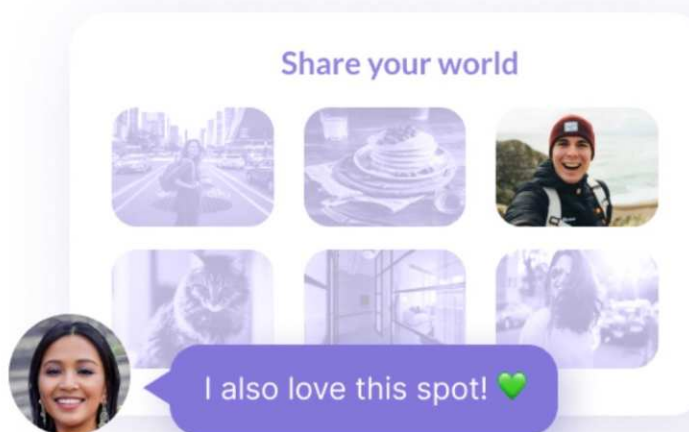
AUTOMATTIC



- Rich library of team building activities
- Curated by remote and organizational experts
- 100 % customizable

2

Create and store shared team experiences in the Remi platform

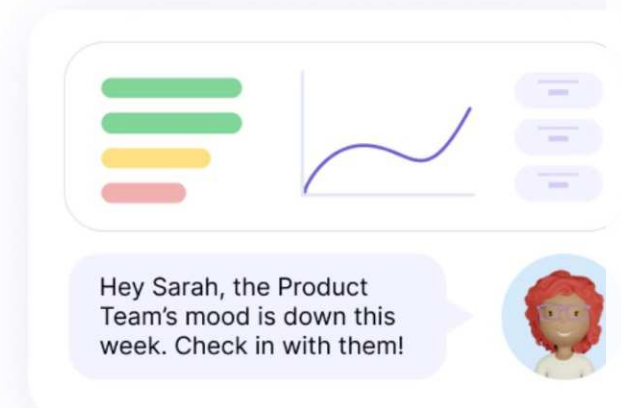


slack

- Shared rituals aggregated in team space
- Integrated with key communication tools
- Scheduling, reminding & notifications

3

Optimize team connection & culture over time



- Leading metrics to build, measure and (re)define culture
- Actionable advice & recommendations to learn & optimize

Our vision:

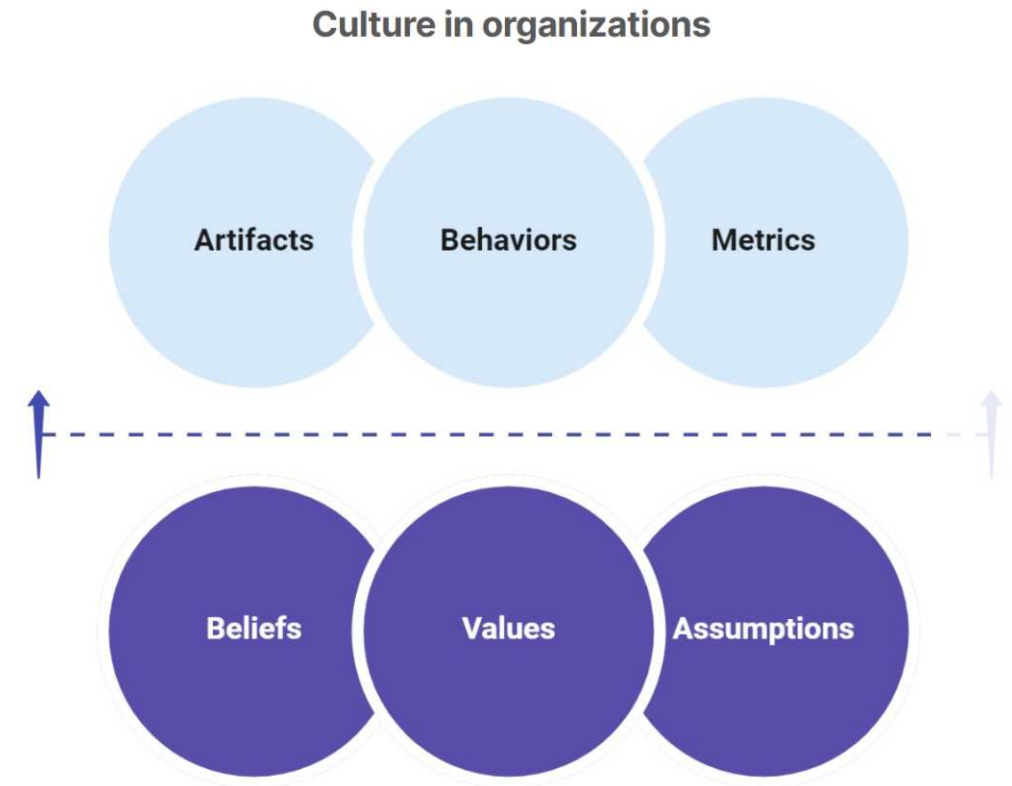
To change the way culture is built, lived and practiced, and enable all participants to co-create it together.

From intangible to tangible.

From top-down to bottom-up.

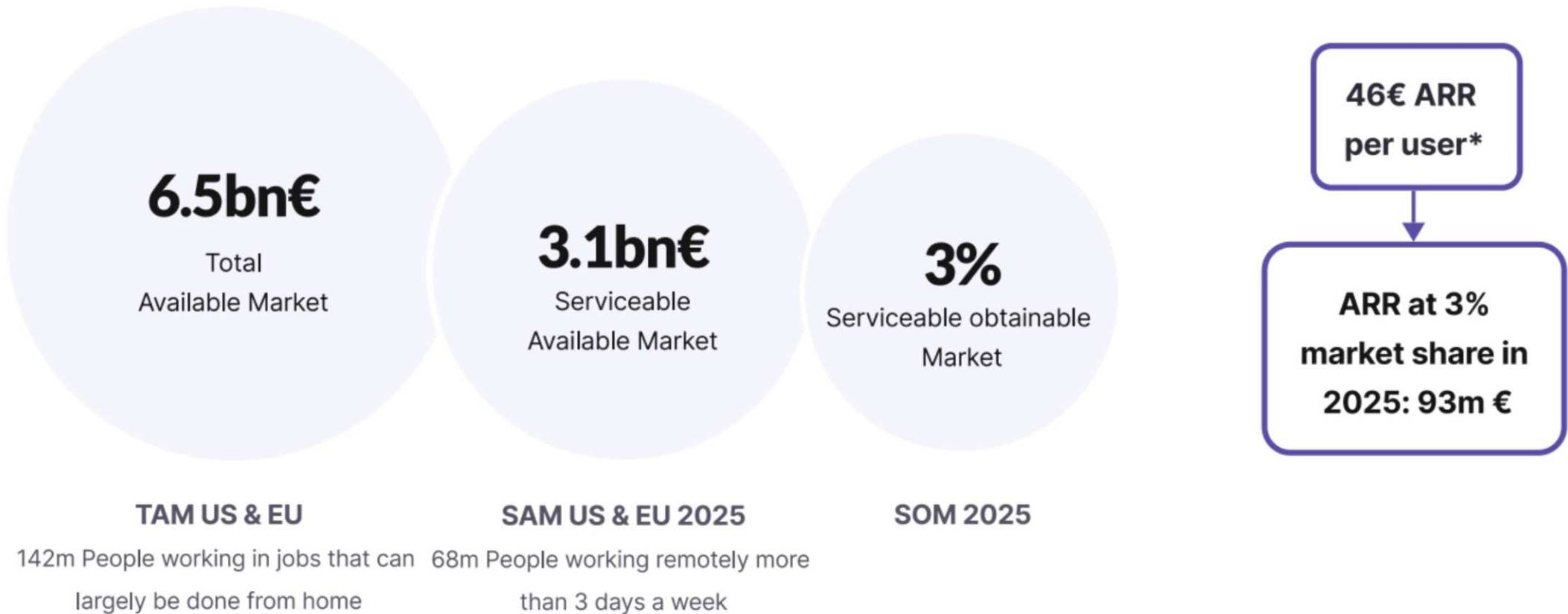
From passive to active.

From lagging to leading.



Source: Ritual Design Lab

This is a 6.5bn € market of which we will capture EUR 100m in ARR within 4yrs



*Assumptions: 60% Free, 25% Standard, 15% Premium

We have great early traction and positive feedback from remote & hybrid teams



Qualitative test of demand

100+ interviews with remote & hybrid teams



Quantitative test of demand

250+ signups on our waitlist within 2 weeks, e.g. Hubstaff, Salesforce, InVision



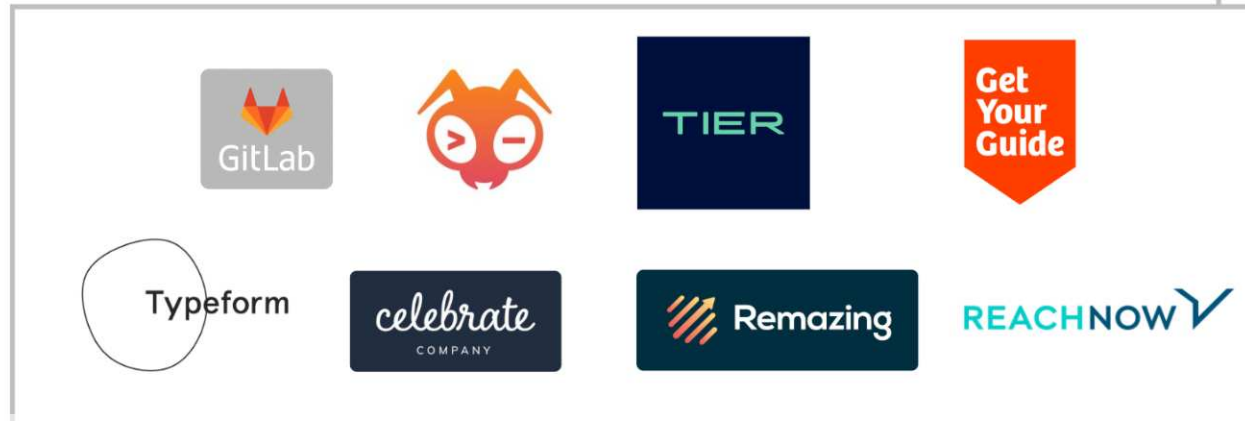
Pilot & reference customer acquisition

10 teams committed to test our MVP for 4-6 weeks



Next milestones

- ✓ Q1: Build MVP w/ nocode tools as part of On Deck No Code Fellowship
- ✓ Q1: Hire technical co-founder
- ✓ Q2: Test & iterate the MVP over 4-6 weeks with 10 pilot teams
- Q2/Q3: Build V1 of product



We're a team with strong organizational psychology, product, brand & sales expertise



Rebecca Görres

Brand, Product, Data/BI
Former LSE Org Psychology & Behavior Lab, 8+ years experience building UX



PROPHET



On Deck



Valerie Krämer

Sales, Marketing, Finance & HR
10+ years experience in B2B Sales & Marketing

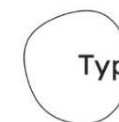


dpa



Franco Gotusso

All things Tech
10+ years of building software products + leading tech teams



Typeform



7.

Team

➔ Please click to return

We've teamed up with best in class culture and remote experts to shape the product



Kirsten Clacey

Agile Coach & Author of
"Remote Facilitators Guide"

AUTOMATTIC



Beverley Rufener

Manager People Operations &
former Team Experience Lead



Anna Löw

VP People at Giant Swarm
& Coach at Mind the Leader



Kursat Ozenc, PhD

Founder, Ritual Design Lab
Author of *Rituals for Virtual Meetings*
& *Rituals for Work*



Ritual Design Lab

Let's make remote work more human and connected together



Get in touch:



Valerie Krämer



valerie@remi.so



@valeriekraemer

Please click
to return ↩

the plate

THE CULINARY CREATOR PLATFORM

FOUNDERS

ISABELL WEISER
NADINE ERK

Source: <https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>



PHOTO: GABRIELE MIELNYTE

0.

Intro

➤ Please click
to return

THE PLATE ALLOWS CULINARY CREATORS LIKE YOU TO
MONETIZE THEIR FANBASE BY OFFERING INTERACTIVE
EXPERIENCES

MEET OTHER CREATORS ON THE PLATE

CEMRE TORUN

23k followers; launched: Feb

Vogue food editor &
TheWorlds50Best Chair



VICTOIRE LOUP

33k followers; launched: Feb

Awarded cookbook author &
restaurant critique



DOMINIK HARTMANN

4k followers; launched: Dec

2 Michelin starred chef &
restaurant owner



XANTHE GLADSTONE

12k follower; launched: Jan

Chef, grower & food festival
organizer



VALUE PROPOSITION

WE ENABLE YOU TO SHARE YOUR CRAFT IN THE MOST VALUABLE WAY

MONTHLY INCOME

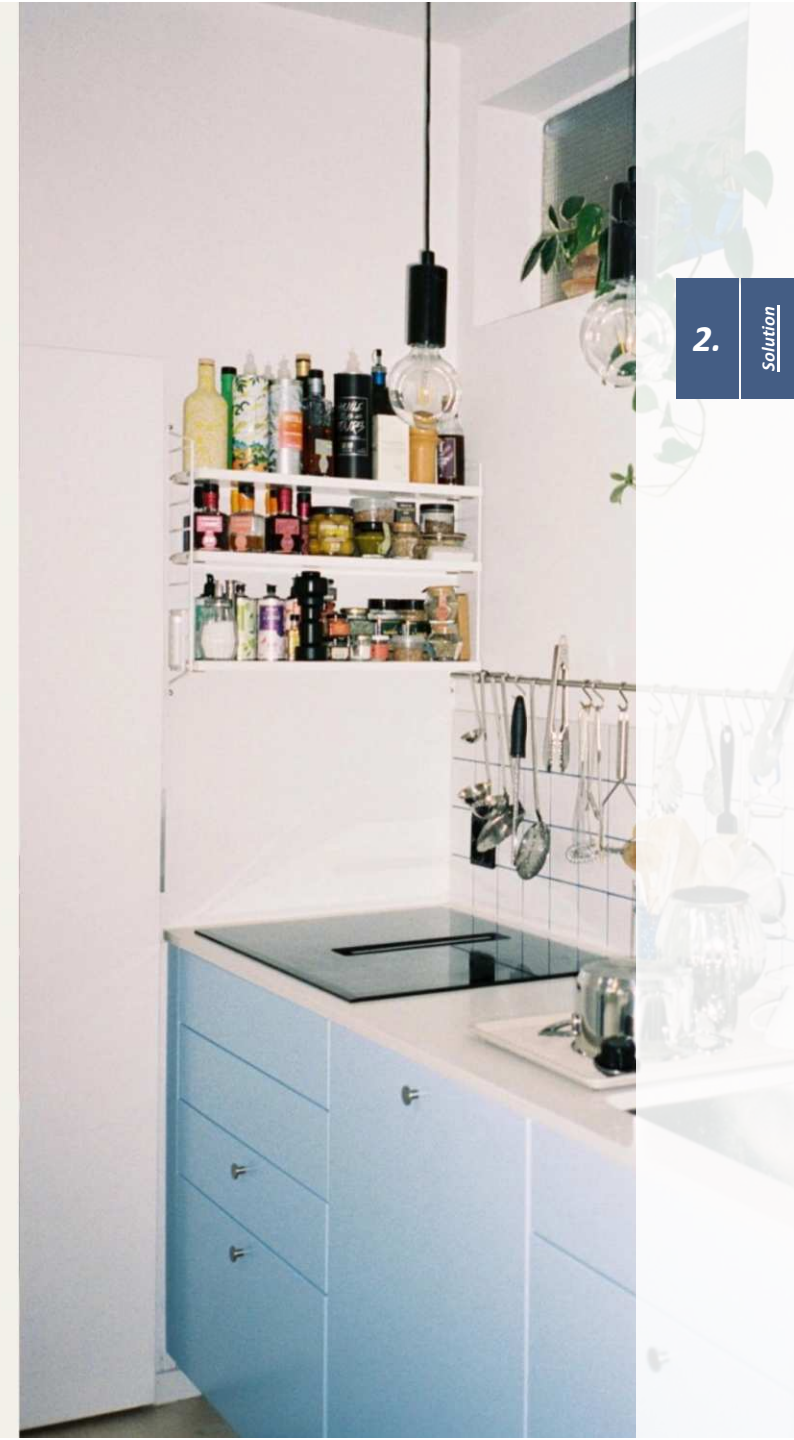
Build a subscription business to receive a reliable monthly income

COMMUNITY INTERACTION

Host culinary live sessions building a deeper connection with your community

MULTIMEDIA OUTLET

Bundle all your valuable content- be it video tutorials, kitchen hacks or hosting playlists



2.

Solution

BUILD A SUBSCRIPTION BUSINESS TO RECEIVE A RELIABLE MONTHLY INCOME



Followers discovers
your offer on IG

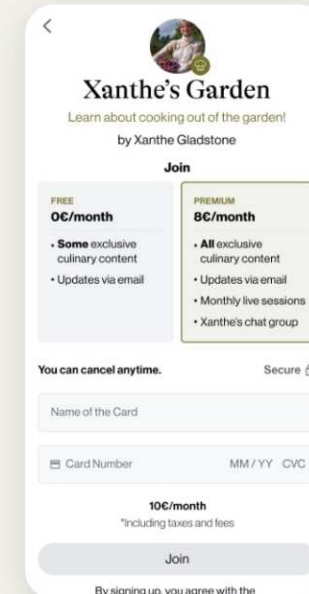
20,000 FOLLOWERS



Users visit your
landingpage



Users join your
Freemium...



...or Premium plan to
access all perks

200 SUBSCRIBERS

1% conversion



Please click
to return

HOST INTERACTIVE LIVE SESSIONS BUILDING A DEEPER CONNECTION WITH YOUR COMMUNITY



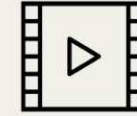
BUNDLE ALL YOUR VALUABLE CONTENT – BE IT VIDEO TUTORIALS, KITCHEN HACKS OR HOSTING PLAYLISTS



Live Sessions



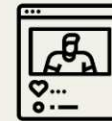
Group Chats



On-demand Video



Recipe Masks



Posts

WANT TO GET INVOLVED? [GET IN TOUCH!](#)



the plate

ISABELL WEISER

NADINE ERK



We create a society, where women and men have equal financial chances. Ready to join the movement?

finance,
baby!

financebaby.de

Please click
to return

10.

Summary
& CAT



Building the **solo stack** for the independent businesses of tomorrow



Source: <https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>
<https://pitch.com/blog/pitch-deck-structure>



POWER TO THE PERSON

We're at the beginning of the biggest creative explosion and the largest shift of economic empowerment of our lifetime



Ali Abdaal

Doctor

Youtuber and Podcaster

Made \$1.3M in a year across 6 revenue streams



Khabane Lame

Former factory worker

Fastest-growing TikTok creator with 115M followers

Estimated net worth of \$2M



Harry Stebbings

Student entrepreneur

Started podcast "20VC" to help pay for his mother's health treatment

Raised a \$140M VC fund

In the last 10 years, **50 million** people became creators.

And it's not over.

40% of the current global workforce wants to quit within the next year.

0.	Intro
1.	Problem
2.	Solution
3.	Business Model
4.	Market Opportunity
5.	Marketing & Sales
6.	Competition
7.	Team
8.	Financials
9.	Traction & Timeline
10.	Summary & CAT

THE PROBLEM

Creators run small businesses across 10+ platforms and tools with significant admin overhead

What people think creators do



30% of time spent on creation

What they actually do



70% of time goes in business activities

1.

Problem

➤ Please click to return

CURRENT SOLUTIONS

Creators as SMBS are underserved and wrongly-served



Creators outsource services and pay a bomb for trivial work



B2B and B2C companies do not address creator-specific needs

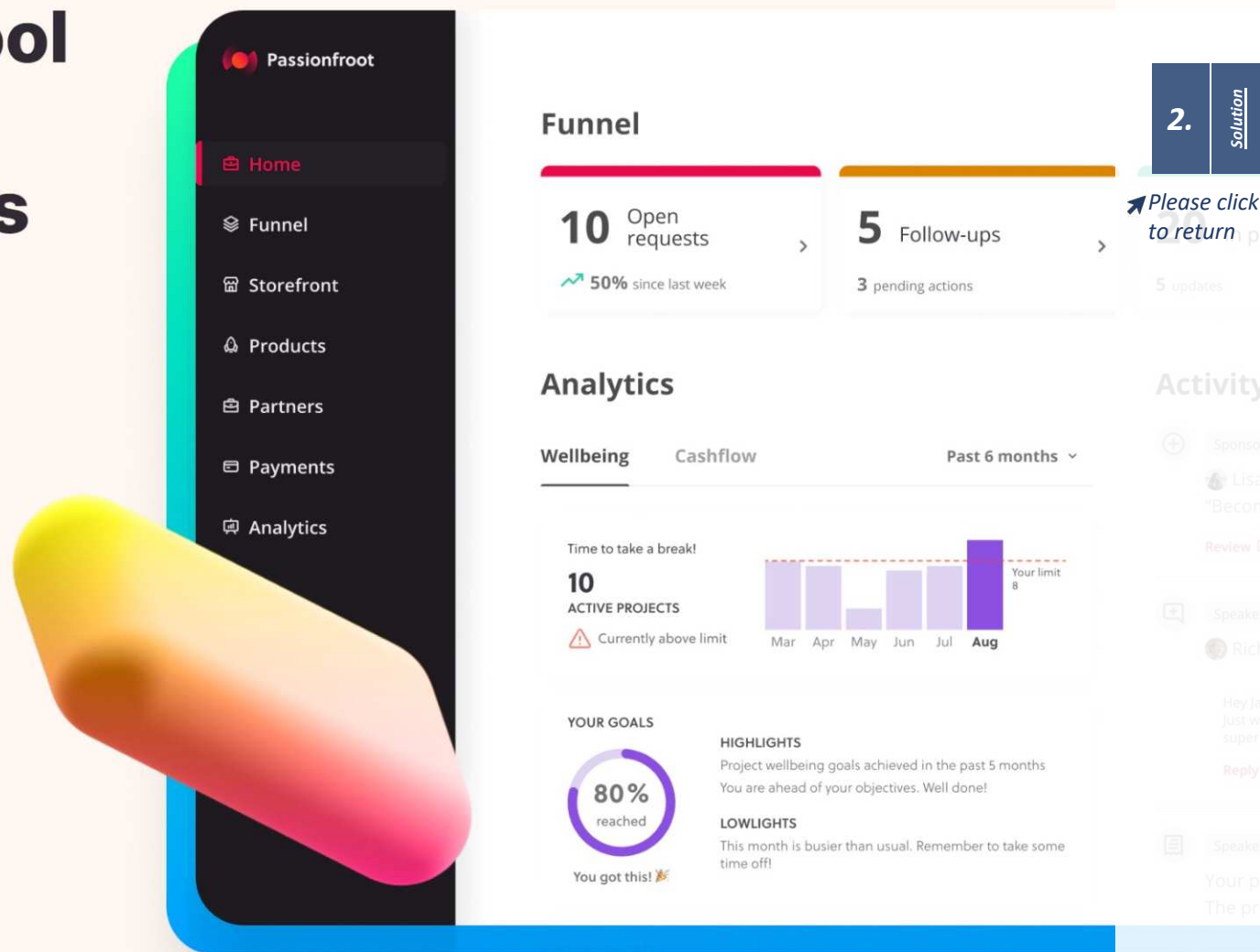
Task	Software
Website building	WIX
Calendar management	BT 10
CRM	pipedrive
Accounting and record keeping	quickbooks
Expenses/ credit card/ bill pay	bill.com
Benefits	turbotax
Taxes	turbotax
Marketing	SendGrid
Content delivery	substack

Fragmented tech stack and sources of revenues

OUR SOLUTION

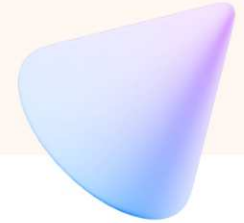
Passionfroot is a no-code tool that lets creators monetize, manage and grow their sales - all in one place.

- ✓ **Affordable**
- ✓ **Simplifies processes & saves time**
- ✓ **Bundles everything**



OUR PRODUCT

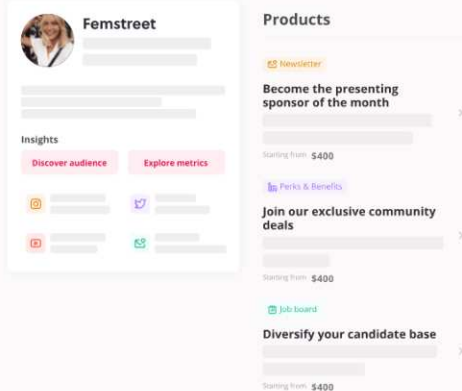
Workflows and features for a creator's financial and mental wellbeing



2.

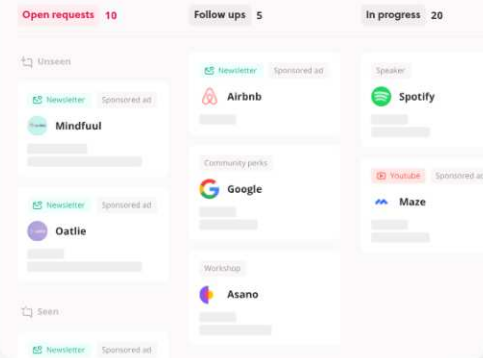
Solution

Storefront



Create your storefront without code to capture demand

Funnel



Personal CRM to track and respond to requests

Single-integrated back-office

Working with



Collaborate with external parties on your terms and create no-code workflows

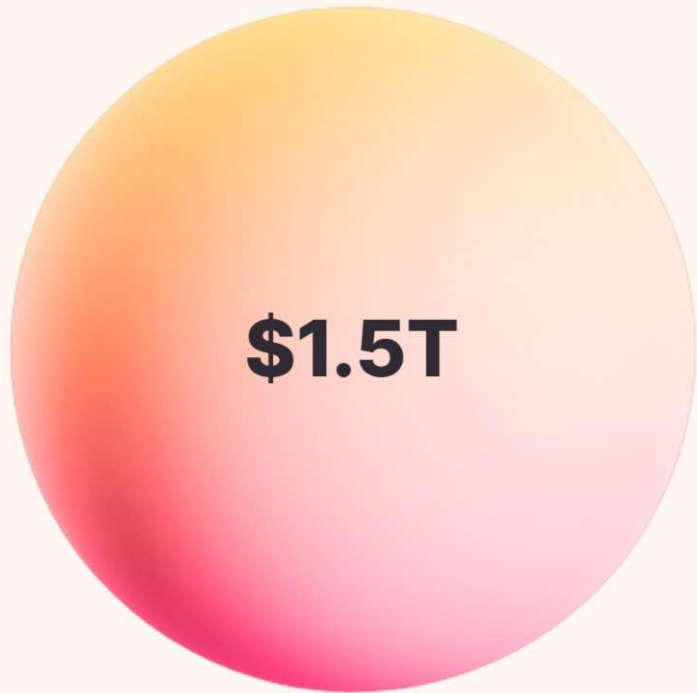
Payments

Partner	Platform	Product type	Payment date	Amount	Status	Action
Mindful	Newsletter	Sponsored ad	Sept 30, 2021	€500	Open	Send
Spotify	Podcast	Sponsored ad	Oct 7, 2021	€2 000	Pending	Send
Oatle	Newsletter	Sponsored ad	August 1, 2021	€1 000	Open	Send
Fiwell.com	Newsletter	Sponsored ad	August 1, 2021	€2 000	Paid	Get
Maze	Youtube	Sponsored ad	October 1, 2021	€1 000	Pending	Follow
Asano	Other	Workshop	Sept 1, 2021	€5 000	Pending	Follow

Cashflow visibility to reach financial sustainability

MARKET SIZE

The creator economy is growing at lightning speed, catching up with the passion economy



Freelancer market as reference for passion economy market



Creator economy market



B2B monetization market

WHY NOW

Creators are the fastest growing type of SMBS

Passionfroot is riding on a series of **tailwinds**.

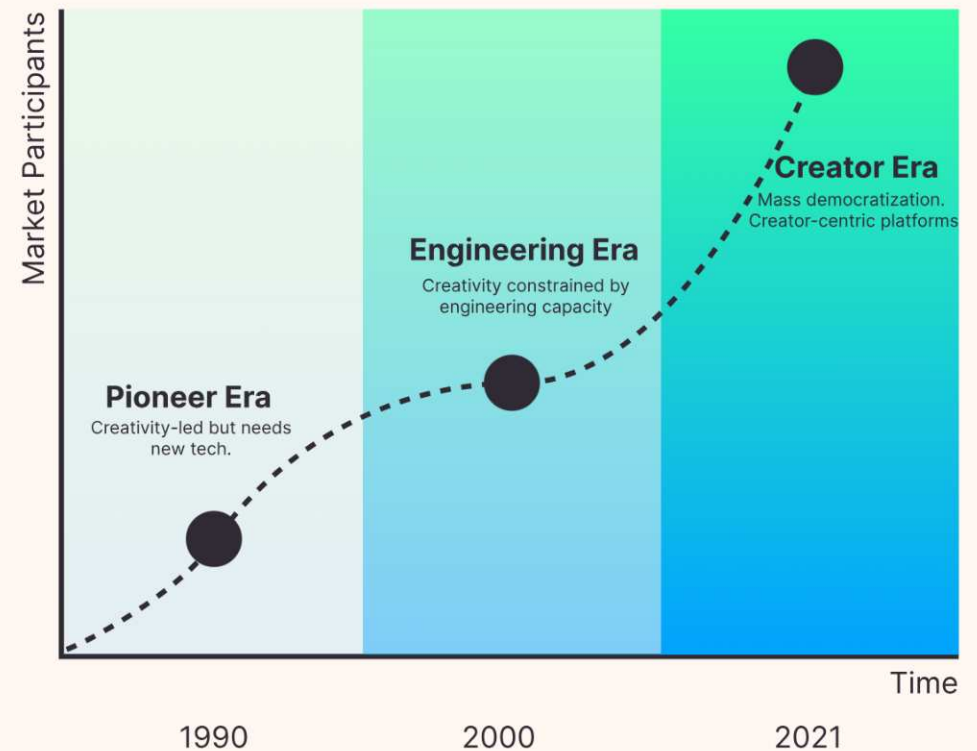
The **Creator Era** is here due to a shift...

...in trust from institutions to **individuals**

...in consumer behavior and increased **content diets**

...from commoditized to **creative** self-employment

...in **tools available** to create, grow and monetize



TEAM

Mission-driven team with deep technical background, strong consumer DNA and execution skills



Jennifer Phan EUVN

Marketing, Content & Community, Product, Fundraising

Early stage VC and Community Builder at btov

Venture developer in Europe & Asia at Rocket Internet / GFC and Deloitte Digital Ventures

Community Builder at 2hearts & Tech for Good
Newsletter Writer

On Deck No-Code Fellow



Jens Mannanal EUIN

Operations, Finance, People, Legal, Bizdev

Head of Day Trips at GetYourGuide

Strategy Consultant in India and Germany
Community Builder at Indo-German Young Leaders Forum

On Deck Founder Fellow



Michelle Tian USEU

Tech, Product, Payments

Engineer for Airbnb's Internal Payment Gateway (13+ integrations, 75 currencies)

Backend engineering at Shopify & Apple

Product responsibilities at Airbnb & Shopify



Deloitte.
Digital



2hearts



GET
YOUR
GUIDE



7.

Team

➔ Please click
to return

clare&me

AI-powered automated mental health coach
serving a \$186BN market



550M people globally struggle with symptoms of anxiety or depression.

rapid breathing

excessive worrying

circulating thoughts

restless pacing

racing heart

1.

Problem

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to return

UNSP

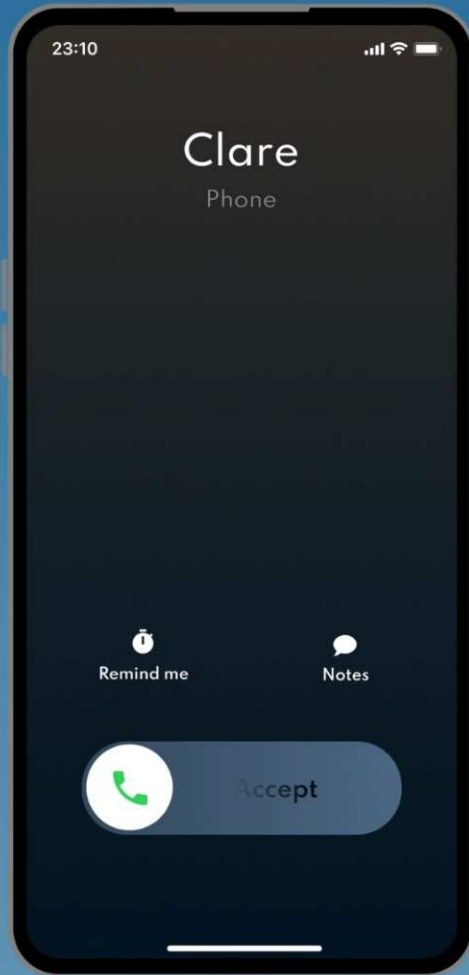
Symptoms are growing exponentially, increasing the need for prevention.

1.

Problem



**Human capital is a scarcity -
without tech to bridge the gap the
mental health crisis will grow.**



clare&me

Talk to Clare. An AI-powered coach-bot.

clare&me is a tech-only coach that calls you and guides you through cognitive behavioural therapy.

2.

Solution

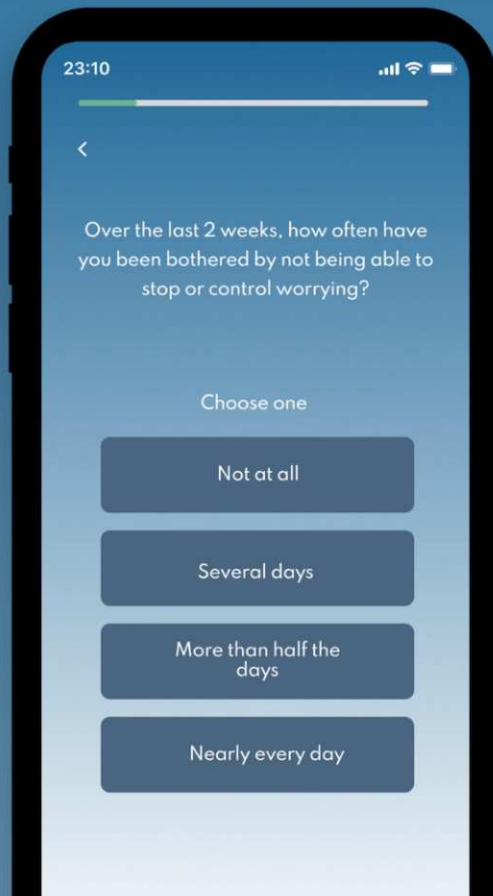
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Now is the right time.

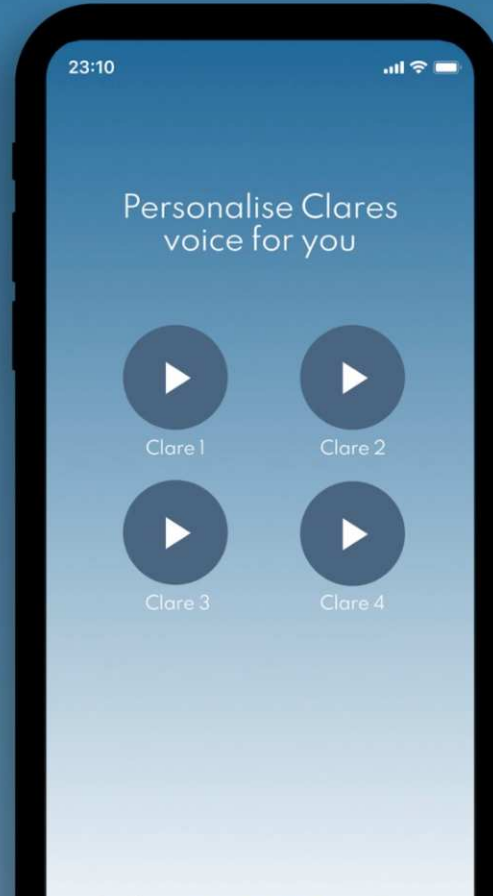


Meet Clare...

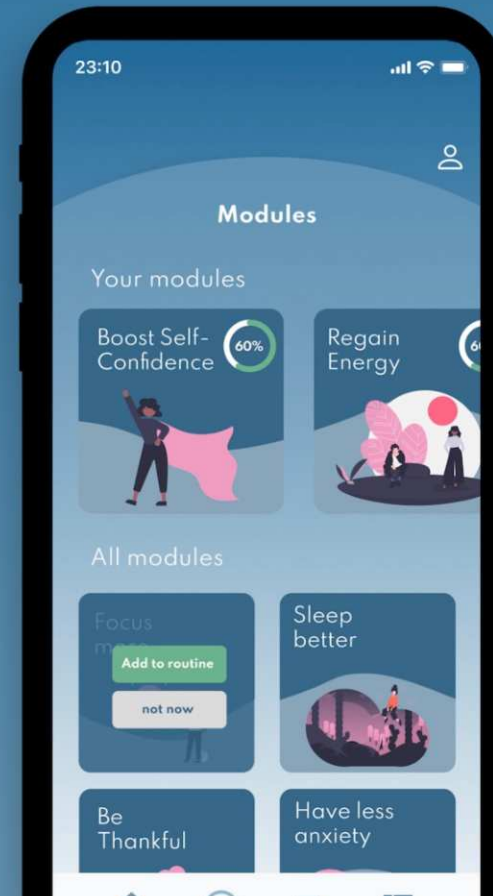
Onboarding & Symptom Identification



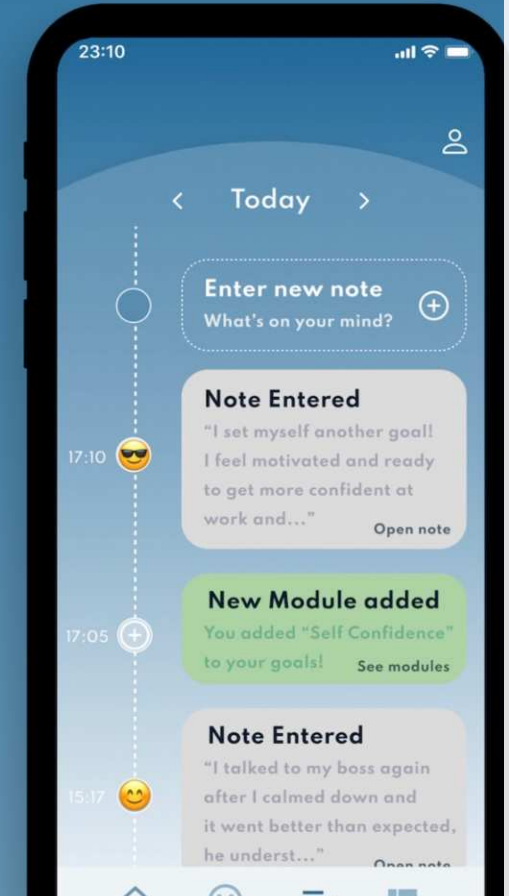
Personalised with human voice



Individual modules

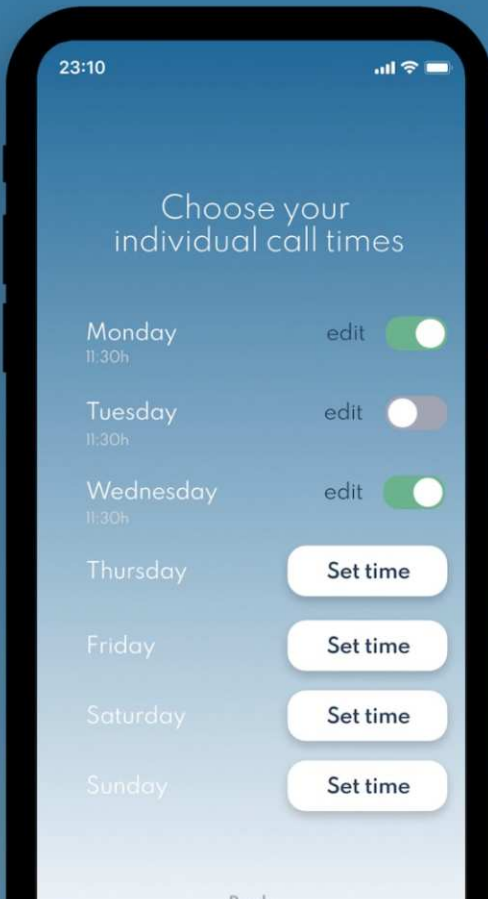


Mood Tracking & Emotions Diary

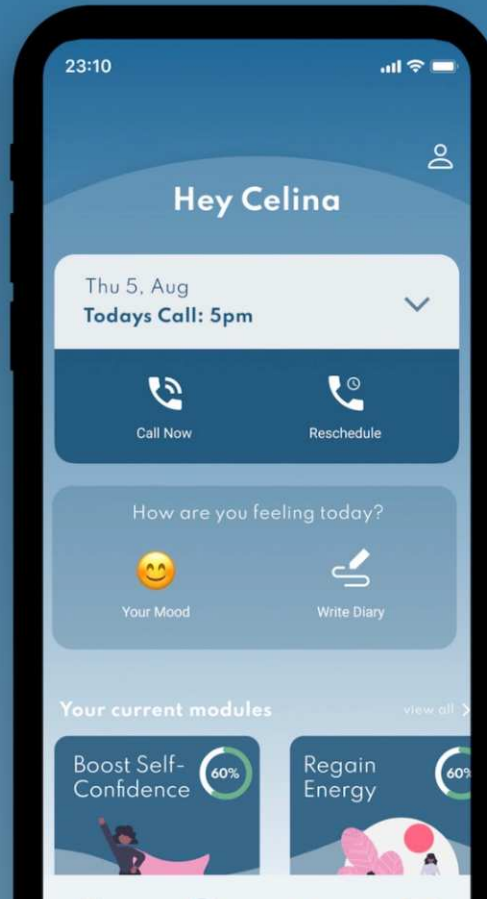


...and all of Clare's benefits.

Available anytime,
anywhere



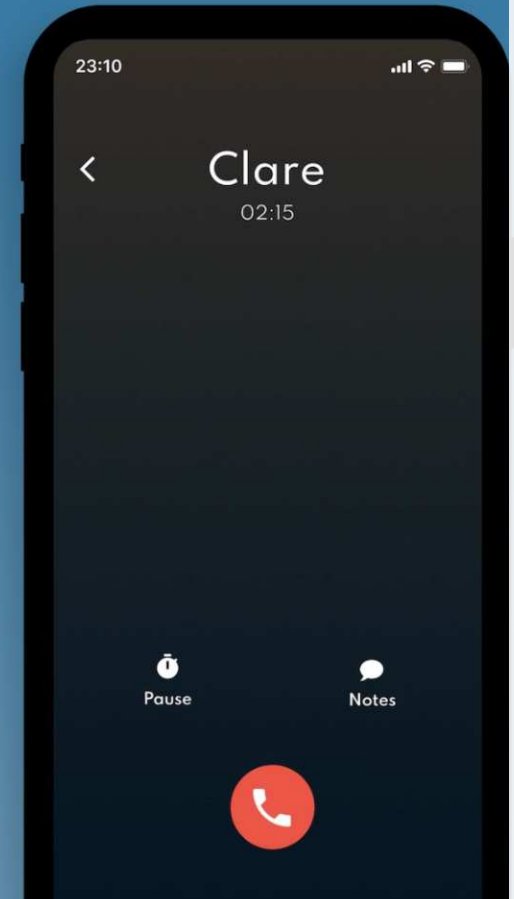
Reduced stigma,
no barriers, low costs



Personalised to
user's individual needs

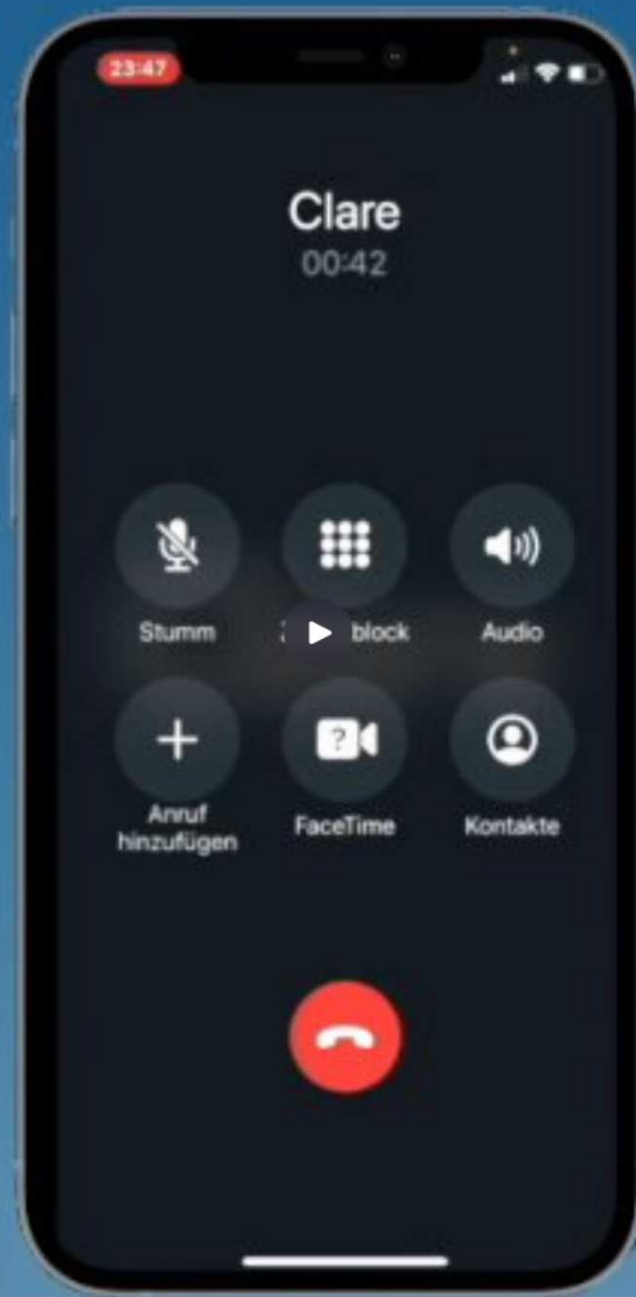


Reactive
and proactive



2.

Solution



Yeah I think



Watch it on YouTube

Your phone rings. *It's Clare.*

2.

Solution

responds |

hears |

stores |



relationship
building

individualised
coaching

setting daily
routine



clare&me

Your phone rings. *It's Clare.*

2.

Solution

converses |

responds |

understands |

hears |

remembers |

stores |



| relationship
building

| native
languages

| individualised
coaching

| different
symptoms

| setting daily
routine

| additional
therapy types

clare&me

Closed MVP 1.0 with strong first traction.

160

primary
test user

>80

daily users
after 11 weeks

9.2

NPS from
daily users

>50

additional
waitlisted users

>3500

minutes
with Clare

>1200

active decision
tree routes



And first users are already noticing symptom reduction.

Symptom reduction with talking to Clare



Female, 20 yrs old



“
I would like to say that I feel better thanks
to Clare/you”

Symptom reduction with talking to Clare



Male, 33 yrs old



“
With the daily calls I feel heard and
thought of.”

D2C first, B2B & insurances will be sales channels later.

“follow the user, else will follow”

payment tests start in
January 2022

free

€0

monthly

mood tracking / diary
5 free phone calls

monthly

€12.99

\$156 per year

daily exercises
phone calls / voice messages

annual

€7.99

\$96 per year

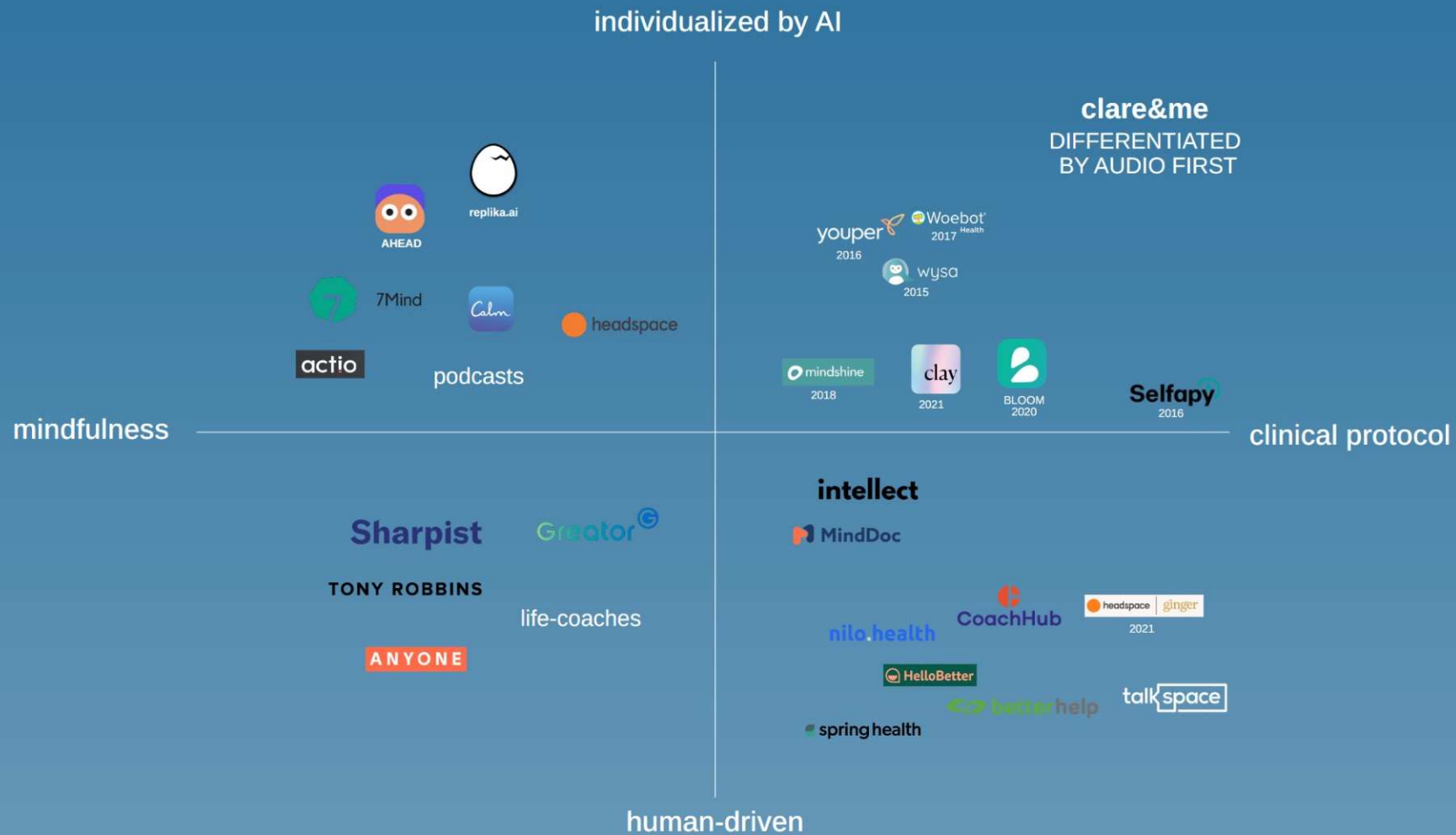
daily exercises
phone calls / voice messages

5.

Marketing
& Sales

➤ Please click
to return

AI-powered coaching bot.



6.

Competition

➤ Please click to return

Unique approach, dialogue logic and personalisation through data.

individualized
by AI

clare&me
DIFFERENTIATED
BY AUDIO FIRST



clinical protocol

Two female founders, one virtual founder.



Celina

Co-Founder
Product & Business

celina@clareandme.com
+49 170 4299895 



Emilia


Co-Founder
Psychology & Strategy

emilia@clareandme.com
+49 176 72954280 



Clare

Co-Founder
CBT & Voice

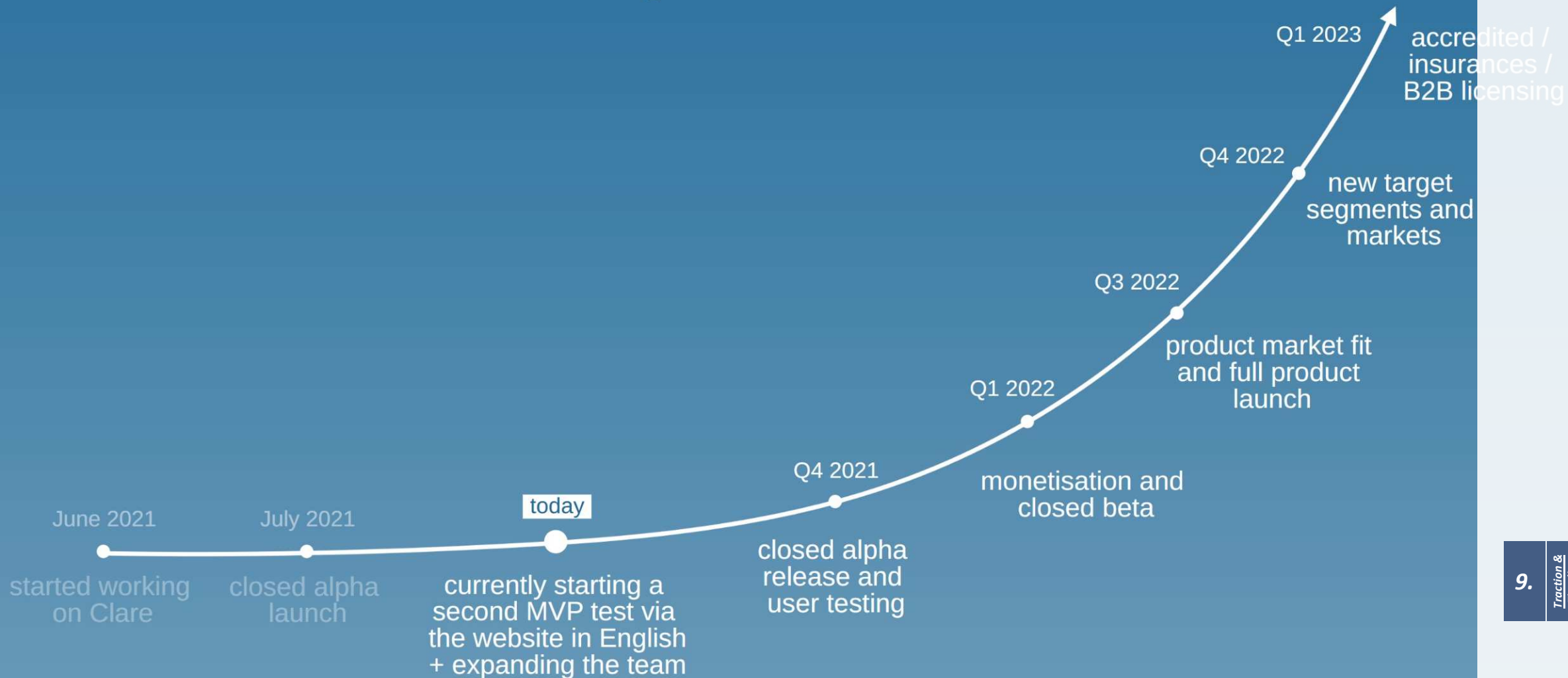
clare@clareandme.com
+49 157 35995561 

7.

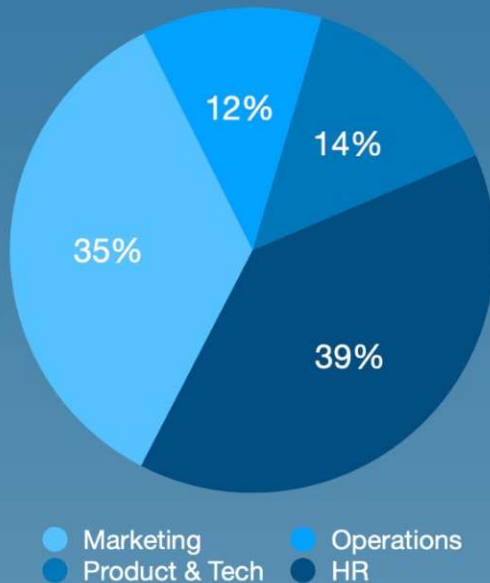
Team

➤ Please click
to return

Focusing on retention to strengthen indicators of product market fit.



We use funds to strengthen retention and product market fit.



MILESTONES

Product

- launch closed alpha and beta (native app in app store, in-app calls)
- product market fit (superhuman approach)
- user growth >10x
- paying customer
- feature and integration development (eg. rasa and resemble)

Curriculum

- situational curriculum
- first effectiveness trials with research partner
- blog

User acquisition

- new audience testing (bad habits, addiction)
- payment testing
- marketing (content, website design, brand)

Key hires

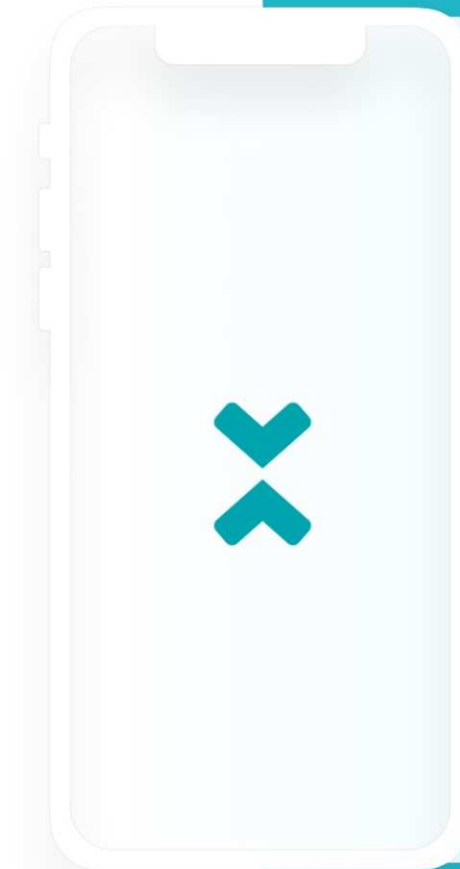
- mobile app developer
- back-end developer
- product designer

CALL CLARE. GET THERAPY.

TRY PROTOTYPE

exakt health

Physical Therapy **Reengineered**





The low-tech onsite treatment of MSK* conditions is outdated.

*Leading musculoskeletal (MSK) conditions include chronic joint pain, back or neck pain and sports injuries.

Source: <https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>



Patients are frustrated



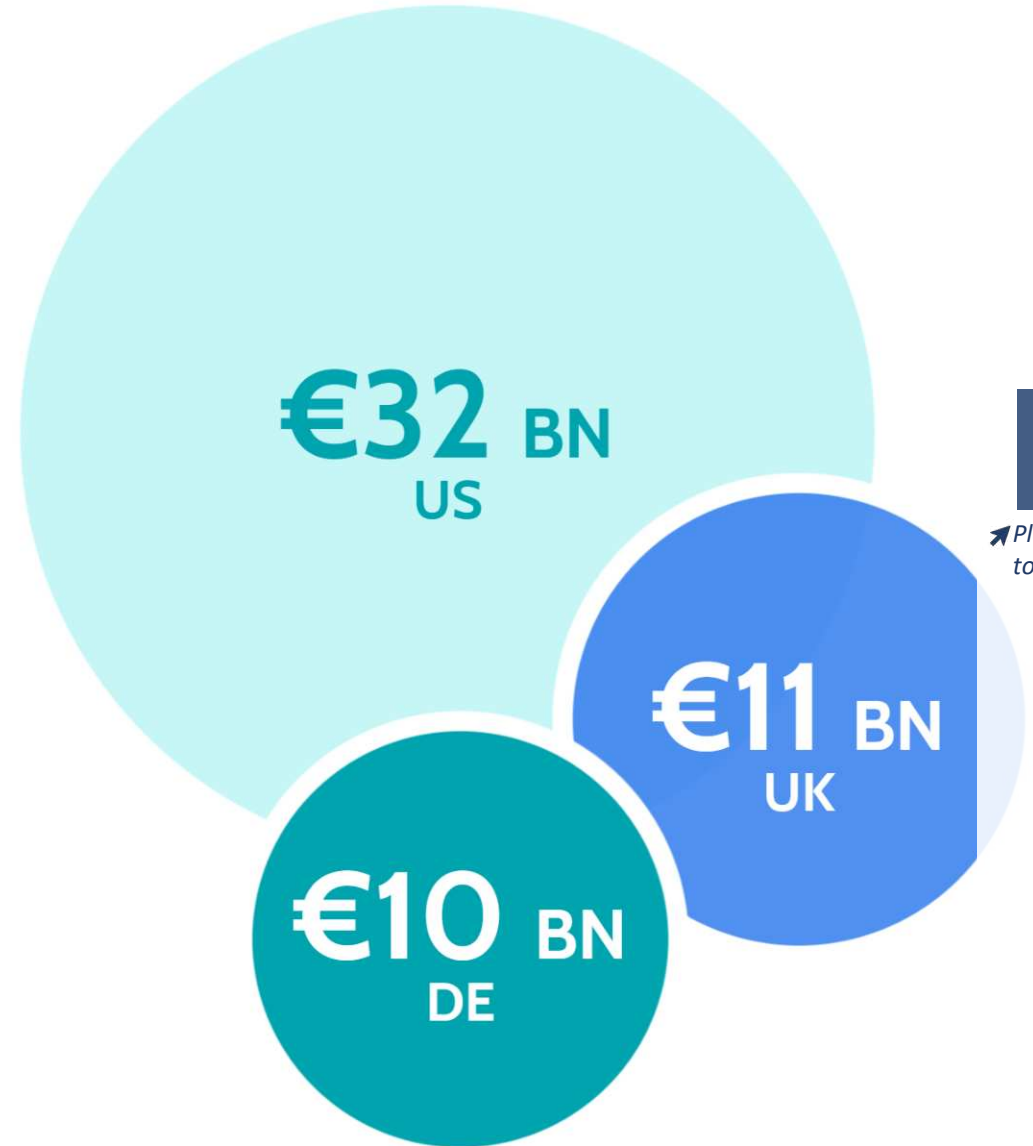
Shortage of skilled physios



Spending is increasing



**Patients pay ~40% of
physiotherapy costs
out-of-pocket***



*Reference numbers from German market: 20% of population sees physio at least once a year, costing ~600€ on avg per year. Source: VR 2020 report

Source: <https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>

Total yearly spending on physiotherapy services



**Using technology, we make
best-in-class physiotherapy
accessible to everyone, anywhere.**

Building a digital-first MSK care provider step by step

1 Exakt Core

2 Exakt Virtual

3 Exakt Hybrid

2.

Solution

Typical MSK condition

Hamstring strain,
runner's knee

Chronic back pain

Torn ACL, bone
fractures

Diagnosis via Symptom Checker



Digital therapy



Motion tracking



Telehealth consultation



Onsite assessment



Complementary onsite treatment



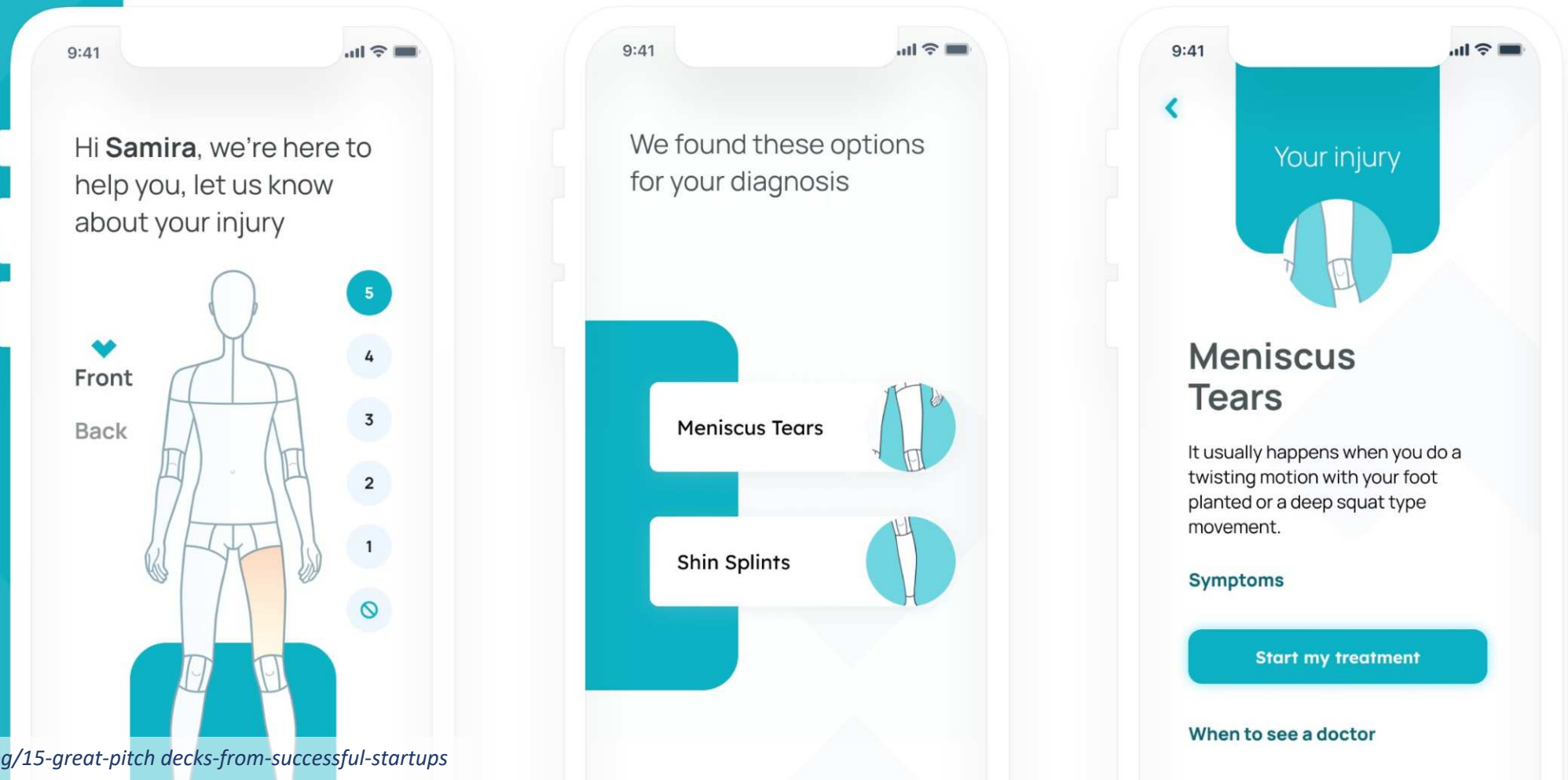
Exakt Symptom Checker

Get a trustworthy diagnosis of your symptoms within minutes

2.

Solution

Solution



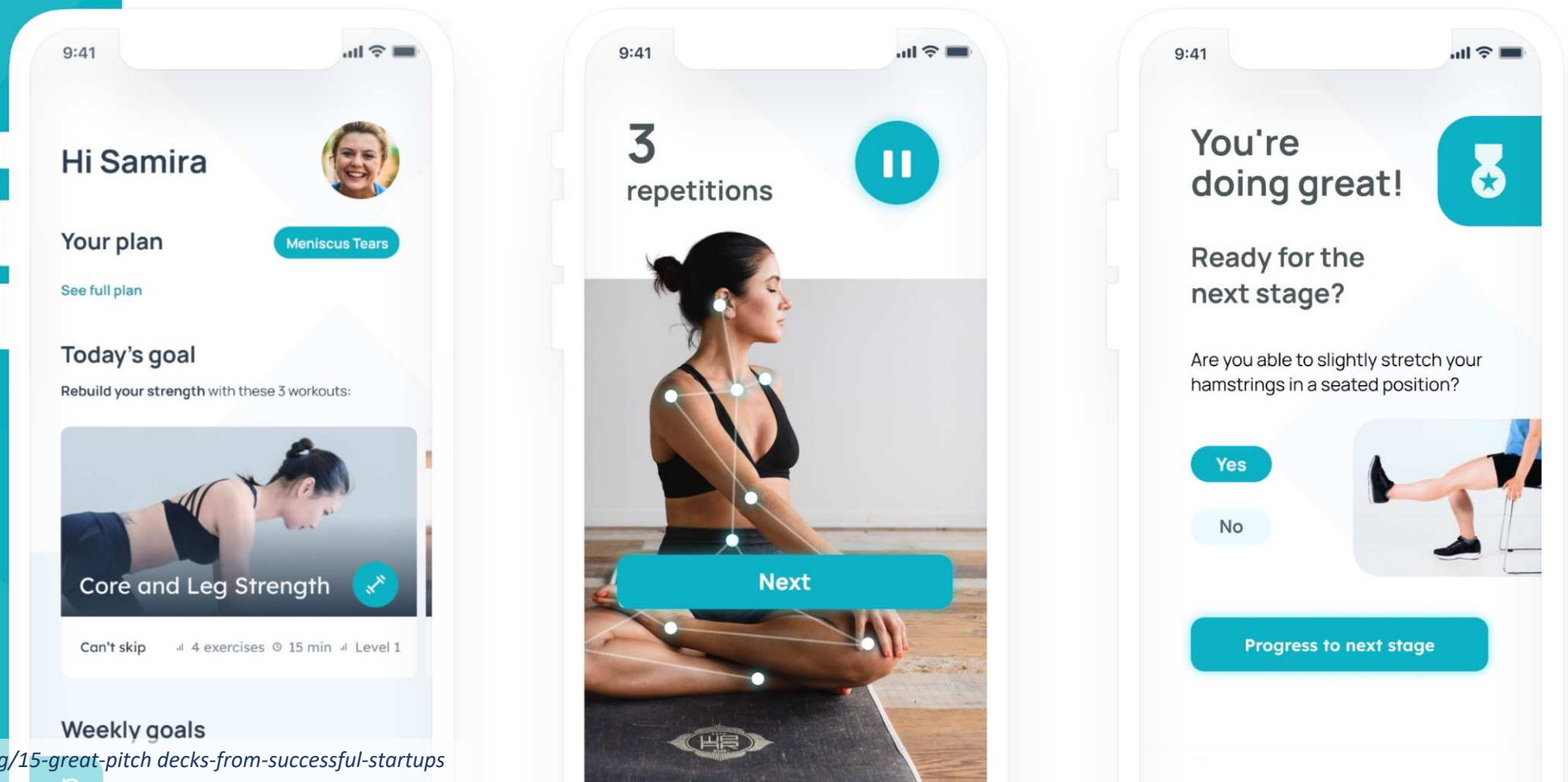
Exakt Core

Users can start their treatment right away with our digital MSK therapy plans

2.

Solution

Solution



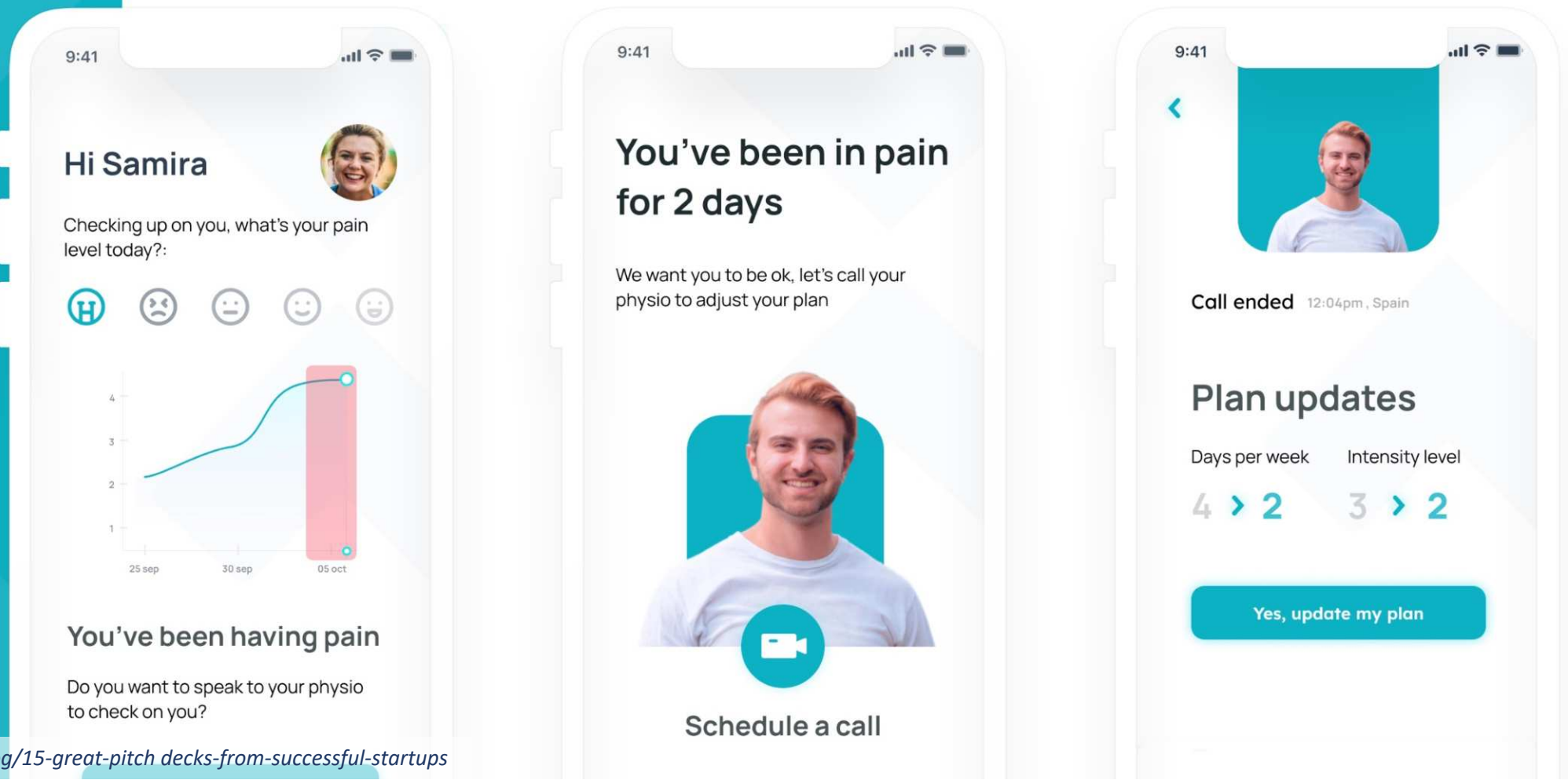
Exakt Virtual

Introduces **telehealth** to expand our services to more patients and more use cases

2.

Solution

Solution



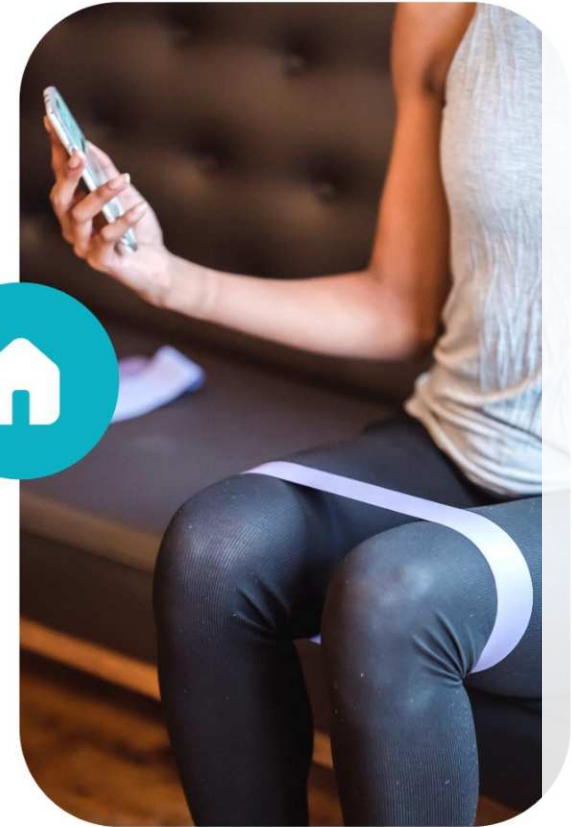
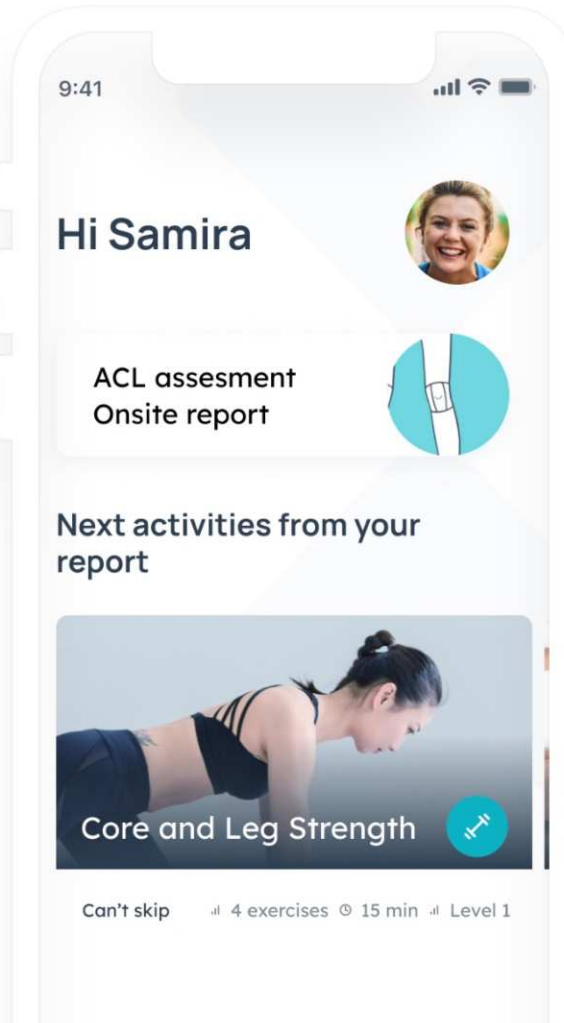
Exakt Hybrid

We're integrating special and onsite care into our services

2.

Solution

Solution



Fast market entry with our Exakt Core product in a D2C strategy

€114
revenue*

Net
revenue

95

Service

7

CAC

12

Exakt Core

- Scalable and cost efficient core product
- Market entry via D2C freemium model
- Fast user growth & international expansion

* 19€ monthly subscription; 6 months retention

Unlocking high margins and organic growth

by integrating into local healthcare systems



Exakt Virtual

- New patient journey: prescription by medical professionals
- Integration into local reimbursement models for **B2B2C** revenues
- Upselling of Exakt Core users to capture higher willingness to pay

* Initial 3-months prescription 250€ + follow-up prescription 140€

Team

We are determined to transform MSK patient care and help people lead an active lifestyle



Co-Founder / CTO
Lucia Payo

Experienced in building mobile applications and scaling top-performing tech teams.

uc3m



Co-Founder / CEO
Philip Billaudelle

Experienced in launching regulatory-heavy products, machine learning and building high-performing teams.



Physiotherapy Lead
Maryke Louw

M.Sc. Physiotherapy
Founder of Sports Injury Physio —
Online Physio Clinic

Selected Investors



Co-Founder N26
Maximilian Tayenthal



Ex Head of Strategy Kry
Gloria Bauerlein



Possible Ventures

7.

Team

➔ Please click
to return

Traction

Users already love our very first product

and we're only getting
started

I'd just like to say, I've had a read through and this is the single one thing I've been looking for, for the last two years to aid with my recovery. It's so user friendly and I appreciate all the tips and videos as I'm a visual learner. [...]. Many many thanks

Georgie

5.0
out of 5



5.0



48 total



Best help I got so far

13 Aug



Tzwen-P

Fighting with plantar fasciitis since >1 year.
The app's instructions and guidance
helped me to put a routine of exercises in

9.

Traction &
Timeline

➔ Please click
to return

Metrics

Retention metrics validate our digital therapy

User retention*

Week 1

53%

Week 4

27%

Week 8

22%

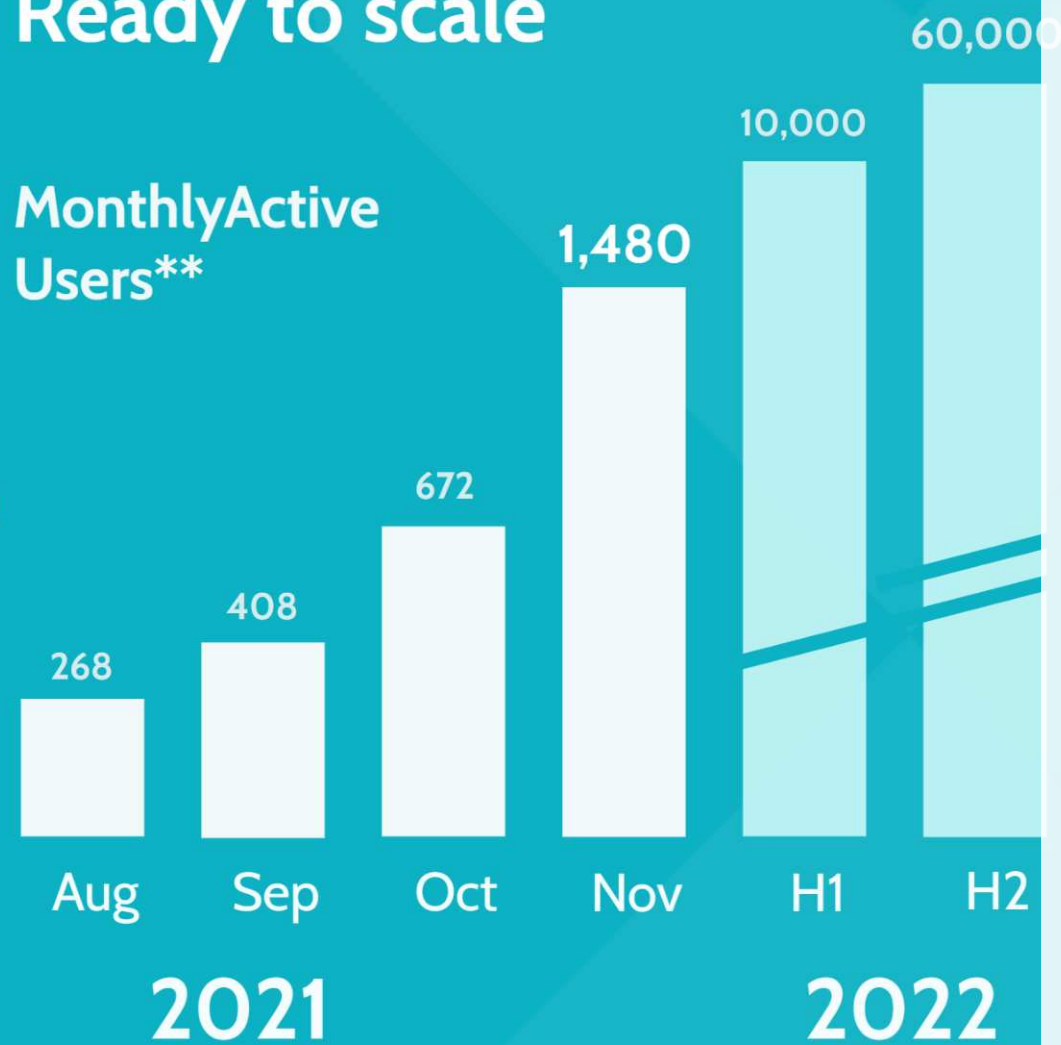
*User retention: % of first-time active users still active after X weeks.
First time active: first App login after first install session. As of 1st Nov.

**MAU: Users that logged in at least once in a given month

Source: <https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>

Ready to scale

Monthly Active Users**



Milestones

Operating on a very lean budget,

we've launched and validated our MVP



We're ready

to accelerate our development into the next phase with a Seed investment

- Therapy plans for 20+ MSK conditions
- Monetisation of Exakt Core
- Expansion to US & India
- Launch Exakt Virtual
- Integrate into 2+ local reimbursement schemes
- Open first onsite Exakt physio clinic

Let's talk

Philip Billaudelle, CEO

philip@exakthealth.com

Please click
to return ↩

Perfeggt

PLANT-BASED EGG

Solving the chicken-egg problem

February 2022



THE SITUATION

We live in a world where technology rewrites the rules of established industries

■ Exploring space



■ Defying reality



■ Redefining mobility



Perfeggt

© 2022 Lovely Day Foods GmbH

Source: <https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>

THE PROBLEM

Yet, our food supply is built on antiquated systems

A close-up photograph of a chicken's head and neck, partially obscured by horizontal metal bars, suggesting confinement in a cage.

■ Cruel

A close-up photograph of a person wearing a blue surgical cap and a white face mask, looking down, possibly in a medical or food processing setting.

■ Harmful

A photograph of a forest fire with thick smoke rising from the ground and charred tree trunks in the background.

■ Unsustainable

Perfeggt

© 2022 Lovely Day Foods GmbH

Source: <https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>

THE PROBLEM

The chicken egg system is inherently broken

Horrible reality

25 x
increase in egg laying compared to natural laying behaviour

293 Million
exploited hens per year **disposed** in Europe

330 Million
unwanted male chicks **culled** per year

50%
of hens still caged in terrible conditions

Wasteful resource utilization

200 L
of **water** needed to produce **one egg**

That equals

4 days
without a **shower**

31
toilet **flushes**

39 kcal → **1 kcal**
in **fossil fuels*** needed to get
of egg protein

*incl. sources from fertilizers, agricultural machinery, fuel, irrigation and pesticides

Perfeggt

© 2022 Lovely Day Foods GmbH

Source: <https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>

THE URGENCY

Chicken eggs are the world's most popular animal protein

1.3 trillion

Eggs eaten globally

\$227B

Global egg market

\$21B

European egg market

4.

Market
Opportunity

➤ Please click
to return

Perfeggt

© 2022 Lovely Day Foods GmbH

Source: <https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>

THE SOLUTION

We step up to create the best version of an egg



Pergeggt



Planet friendly

Saving 95% water, 50% land and 74% GHG emissions (-74%) compared to conventional eggs



Unparalleled functionality

A carefully crafted formula based on a high performing protein system and high quality ingredients deliver superior functional properties



Mouthwatering experience

Guilt-free indulgence powered by plants with a unique culinary “wow” effect guaranteed

THE SOLUTION

We reconstructed the egg from plants



Deconstructing

Organoleptic properties



Functionality drivers



Molecular & biochemical mechanisms



Screening & matching

Data-driven ingredient screening & matching to mimic key functionalities and organoleptic properties of an egg



Reconstructing

Protein system for accurate functional, nutritional and sensory profile



Pulses
Grains

PATENT SECURED

2.

Solution

Perfeggt

© 2022 Lovely Day Foods GmbH

Source: <https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>

OUR PRODUCT

Our liquid plant-based egg is already incredibly versatile



Perfeggt



Savory experience

Perfeggt performs as stand alone substitute for scrambled eggs or in elaborated recipes.



Brunch experience

Perfeggt can be used for brunch favourites like french toast, waffles & pancakes.



Baking experience

Perfeggt is a swap and bake substitute in recipes like cakes, muffins & cookies.

2.

Solution

THE PEOPLE

We are mission driven entrepreneurs and visionaries

CORE TEAM



Tanja Bogumil
CEO & Co-Founder
Serial entrepreneur



Simone Poppe
Chief Operations Officer
Trailblazer in the food industry



Bernd Becker
Chief Product Officer &
Co-Founder
Pioneer in plant-based proteins



Gary Lin
Co-Founder
Serial entrepreneur and impact
investor



Lidia Fabian
Chief Communications Officer
Communications & branding
powerhouse



David Loichen
Head of Technical Development
Seasoned F&B operational and
technical exec



We believe in a caring food system
that is ambitiously kind to people,
animals and our planet.

Perfeeggt

Tanja Bogumil

CEO & Co-Founder

www.perfeeggt.co

 Perfeeggt

 eaterfeeggt

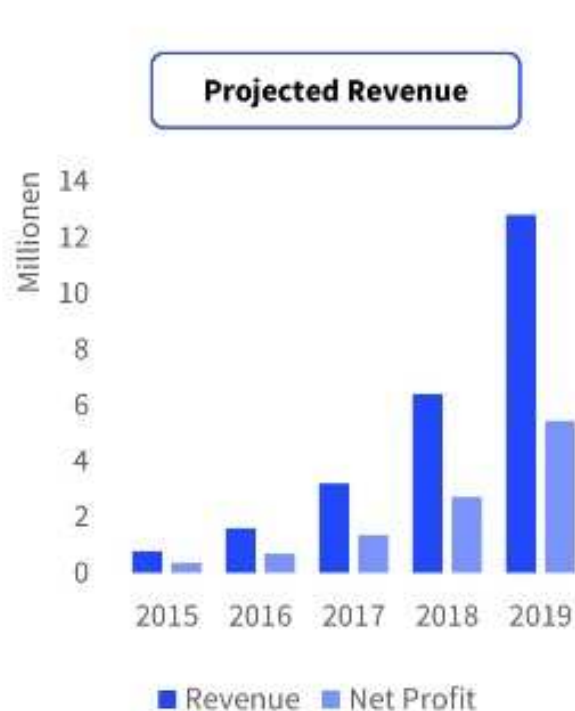
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10.

Summary
& CAT

Financials

Our income statement projection



	2015	2016	2017	2018	2019
Revenue	800,000	1,600,000	3,200,000	6,400,000	12,800,000
Cost of Goods Sold	200,000	400,000	800,000	1,600,000	3,200,000
Gross Profit	600,000	1,200,000	2,400,000	4,800,000	9,600,000
Expenses					
Labor	10,000	20,000	40,000	80,000	160,000
Marketing	100,000	200,000	400,000	800,000	1,600,000
Hardware and IT	2,000	4,000	8,000	16,000	32,000
Office Space	2,000	4,000	8,000	16,000	32,000
Total Expenses	114,000	228,000	456,000	912,000	1,824,000
Earning Before Taxes	486,000	972,000	1,944,000	3,888,000	7,776,000
Taxes	145,800	291,600	583,200	1,166,400	2,332,800
Net Profit	340,200	680,400	1,360,800	2,721,600	5,443,200

Financials

We delivered outstanding financial results in 2022, reflecting strong demand for our differentiated services and our focus on innovation.



\$39.6 million

Net revenue as of June 2020



12.8 percent

Operating margin



\$2.4 million

Free cash flow

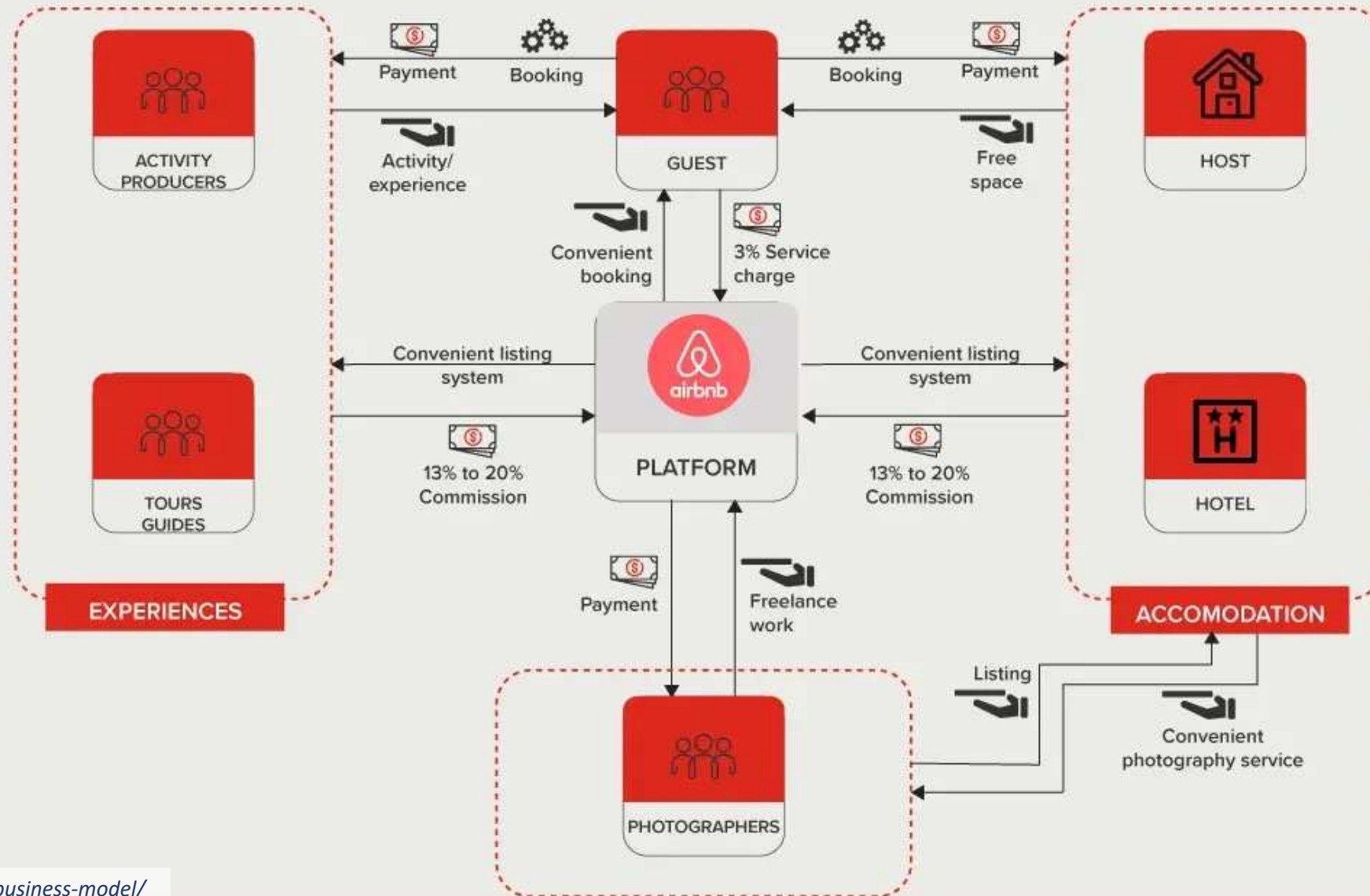


10 percent

Increase in our semi-annual dividend

THE AIRBNB BUSINESS MODEL MAP

Providing the platform for “free”, Airbnb takes a flat percentage commission on the booking amount and charges 3% transaction costs to guests for every booking they make.



3.

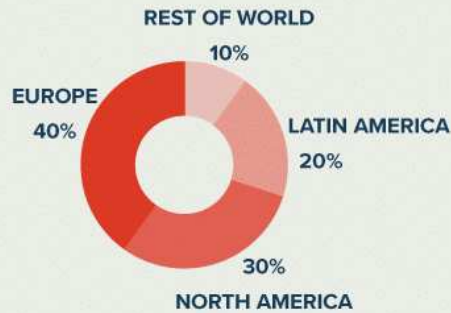
Business Model

➔ Please click to return

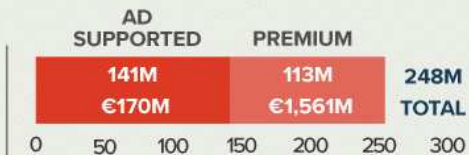
Spotify Business Model



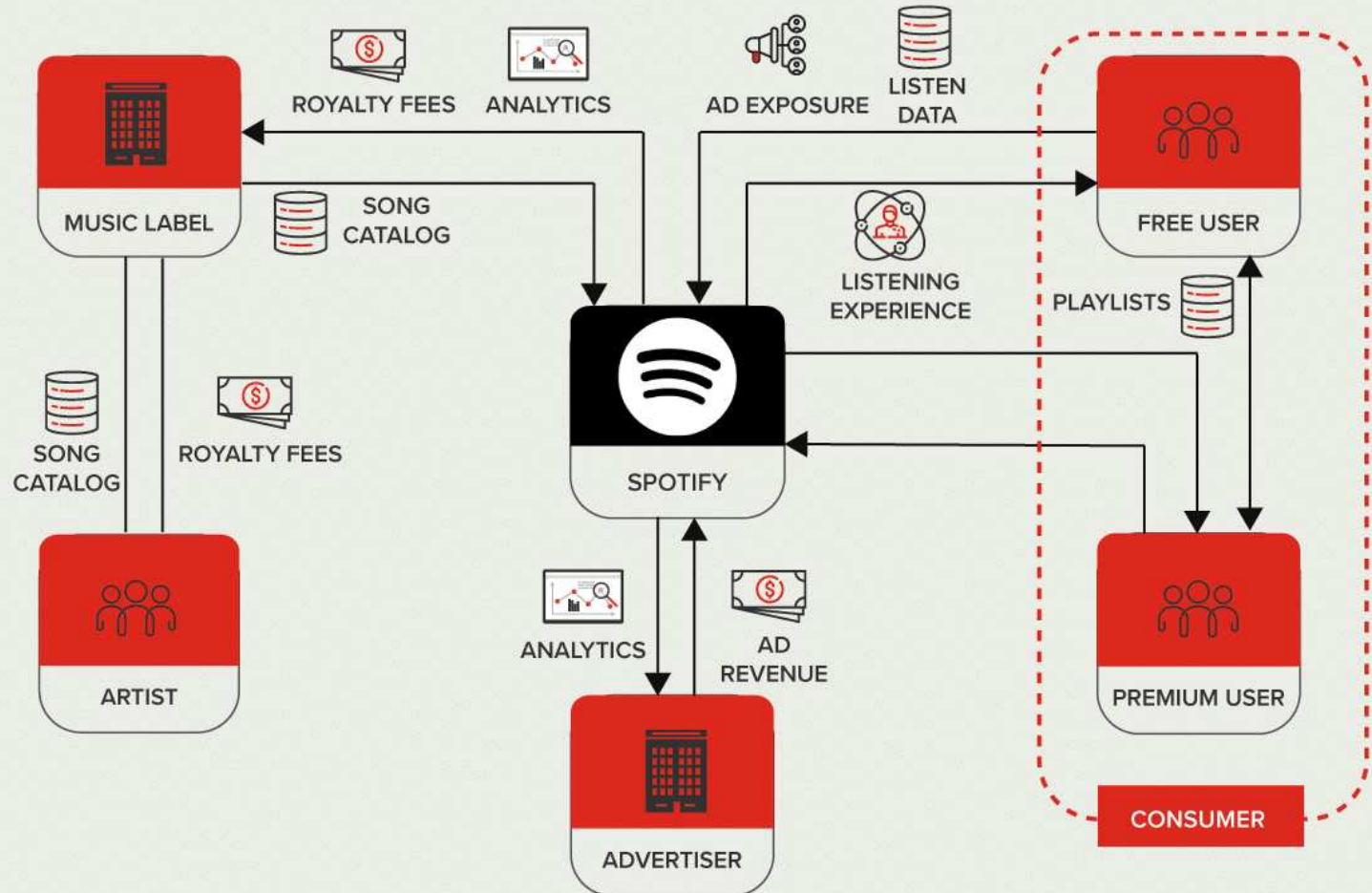
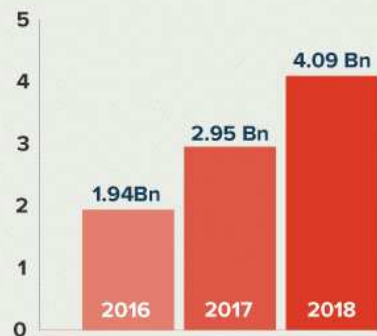
Founders Daniel Ek and Martin Lorenzon officially launched Spotify in 2008 with the purpose of connecting musical talent with fans. Spotify offers a freemium service which enables people to use the platform for free in exchange for watching ads. The subscription service offers a wider range of features and is the principle revenue source for Spotify.



SUBSCRIBERS BY REGION (TOTAL 248M Q3 2019)



TOTAL MONTHLY ACTIVE USERS

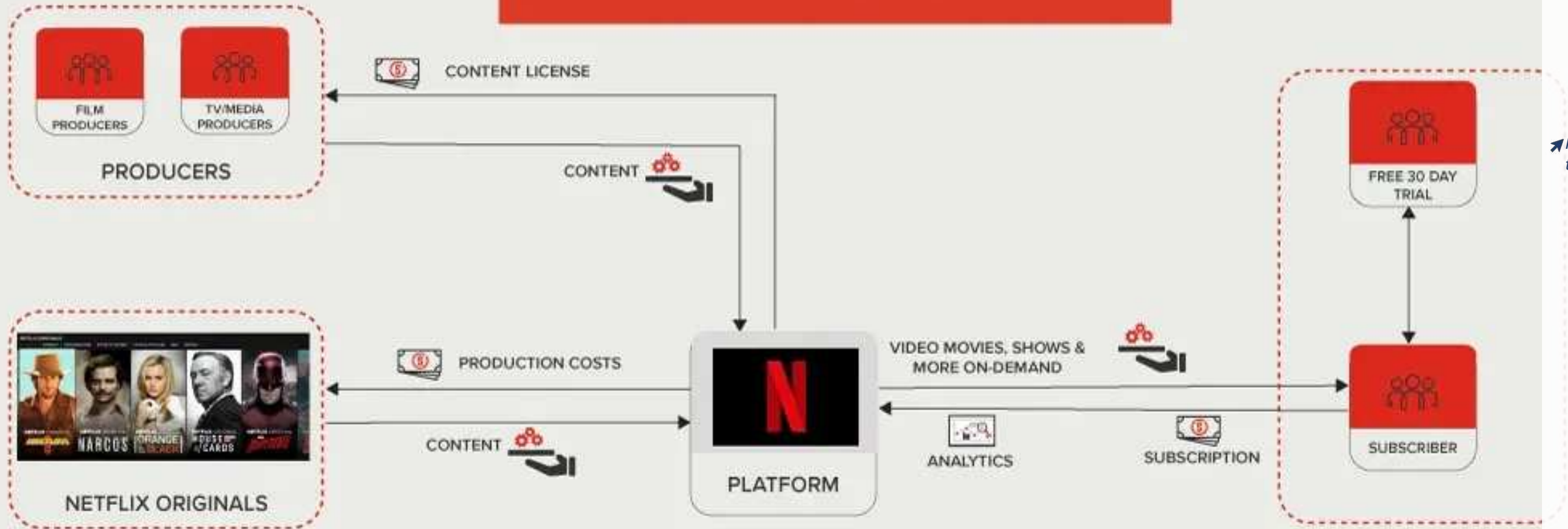


3.

Business Model

Please click to return

NETFLIX BUSINESS MODEL



3.

Business Model

Please click to return

BUYER PERSONA



Angelina Smith



Age: 42 Years Old
Gender: Female

Status: Married
Location: New York

Personality: Introvert
Other: Vegetarian



Place of work: Oracle
Income: \$87k

Position: Manager
Experience: 15 years



Wants to be the head of her department and become a Chief Executive to be able to give her family a decent life and feel like a responsible father and wife. Wants to retire by age 50 and travel the world afterwards.



- Retire by 50
- Decent life
- Invest and earn \$10,000 yearly
- Become board member
- Pent house

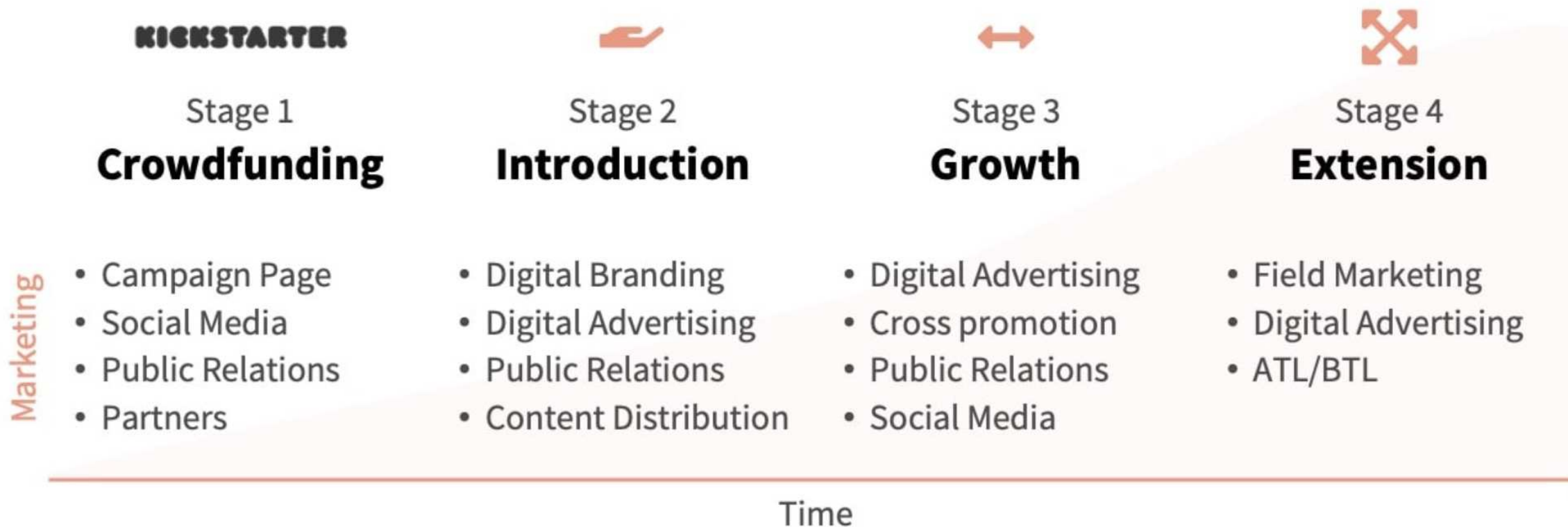
Targeted Customer Profile Analysis

Buyer Persona - Demographics, Personality, Interests, Purchase Behavior



Go-to-Market

How we are approaching the market



5.

Marketing
& Sales

➤ Please click
to return

Innovativität der Geschäftsidee	Punkte:	
0 Es existieren keine Verbesserungen oder Alleinstellungsmerkmale des geplanten Produktes oder der Dienstleistung gegenüber bestehenden Lösungen 1 Das Produkt oder die Dienstleistung stellt eine inkrementelle Verbesserung bestehender Lösungen dar. 2 Die Gründungsidee besitzt ein Alleinstellungsmerkmal 3 Die Gründungsidee besitzt in hohem Maße Alleinstellungsmerkmale und ist innovativ		
Machbarkeit und Perspektive der Gründungsidee	Punkte:	
0 Die Realisierbarkeit der Gründungsidee ist nicht gegeben und entsprechende Erfolgsaussichten des Unternehmens sind nicht zu erwarten 1 Die Realisierung der Gründungsidee ist schwer umsetzbar und die Perspektive auf eine wirtschaftliche Nachhaltigkeit des zu gründenden Unternehmens ist gering 2 Die wirtschaftliche Nachhaltigkeit und Umsetzbarkeit der Gründungsidee wird als gut bewertet und bietet Erfolgs- und Wachstumspotential 3 Die wirtschaftliche Nachhaltigkeit und Umsetzbarkeit der Gründungsidee wird als sehr gut bewertet und verfügt über ein sehr hohes Erfolgs- und Wachstumspotenzial		
Adressierter Markt, Branche und Wettbewerbssituation	Punkte:	
0 Der adressierte (zukünftige) Markt ist unklar oder nicht gegeben 1 Die Gründungsidee adressiert einen kleineren, regionalen Markt oder zielt auf einen bestehenden Markt mit hohem Wettbewerbsdruck oder Markteintrittshemmnissen ab 2 Das Produkt oder die Dienstleistung adressiert einen (zukünftig) wachsenden Markt. 3 Das Produkt oder die Dienstleistung hat ein sehr hohes Marktpotential,		
Kundennutzen und Bedarf	Punkte:	
0 Der Kundennutzen ist nicht erkennbar, der Bedarf nicht gegeben. 1 Die Gründungsidee adressiert einen kleinen Personenkreis oder es existieren bereits viele Lösung / Anwendungen. 2 Das Produkt oder die Dienstleistung trifft die Bedürfnisse der Kunden und adressiert einen wachsenden Markt mit wenig vergleichbaren Angeboten. 3 Das Produkt oder die Dienstleistung hat einen hohen Nutzen für die Anwendergruppe und besitzt für den adressierten Markt ein Alleinstellungsmerkmal.		
Gründerpersönlichkeit/Gründerteam	Punkte:	
0 Erfahrungen, Kompetenzen der Gründer, Gründerinnen oder des Gründerteams lassen keine oder eine geringe Erfolgswahrscheinlichkeit der Umsetzung erwarten. 1 Gründer, Gründerin oder das Gründerteam sind hinsichtlich Ausbildung, Erfahrung und Hintergrund hinreichend qualifiziert, eine Erfolgswahrscheinlichkeit ist erkennbar. 2 Gründer, Gründerin oder Gründerteam sind hinsichtlich Ausbildung, Erfahrung und Hintergrund gut qualifiziert, eine hohe Erfolgswahrscheinlichkeit ist zu erwarten. 3 Gründer, Gründerin oder Gründerteam sind sehr gut qualifiziert und besitzen komplementäre Kompetenzen		

Innovativeness of the business idea	Points:	
0 There are no improvements or unique selling points of the planned product or service compared to existing ones solutions 1 The product or service represents an incremental improvement existing solutions. 2 The founding idea has a unique selling point 3 The founding idea has a high degree of unique selling points and is innovative		
Feasibility and perspective of the founding idea	Points:	
0 The feasibility of the founding idea is not given and corresponding The company's prospects of success are not to be expected 1 The realization of the founding idea is difficult to implement and the Perspective on the economic sustainability of the company being founded company is low 2 The economic sustainability and feasibility of the founding idea is rated as good and offers potential for success and growth 3 The economic sustainability and feasibility of the founding idea is rated as very good and has a very high success and success rating Growth potential		
Addressed market, industry and competitive situation	Points:	
0 The addressed (future) market is unclear or does not exist 1 The founding idea addresses or is aimed at a smaller, regional market an existing market with high competitive pressure or barriers to market entry 2 The product or service addresses a (future) growing Market. 3 The product or service has a very high market potential,		
Customer benefits and needs points:		
0 The customer benefit is not recognizable, the need does not exist. 1 The founding idea addresses a small group of people or it Many solutions/applications already exist. 2 The product or service meets the needs of customers and addresses a growing market with few comparable offerings. 3 The product or service has a high level of benefit for the user group and has a unique selling point for the targeted market.		
Founding personality/founding team	Points:	
0 Experiences, skills of the founders Founding teams indicate little or no probability of implementation success. 1 The founder or the founding team are qualified in terms of training, Experience and background sufficiently qualified, a probability of success is recognizable. 2 Founders or founding team are well qualified in terms of training, experience and background, a high probability of success can be expected. 3 founders or founding team are very well qualified and have complementary skills		

Innovativeness of the business idea	Points:	
<p>0 There are no improvements or unique selling points of the planned product or service compared to existing ones solutions</p> <p>1 The product or service represents an incremental improvement existing solutions.</p> <p>2 The founding idea has a unique selling point</p> <p>3 The founding idea has a high degree of unique selling points and is innovative</p>		
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<p>0 Experiences, skills of the founders Founding teams indicate little or no probability of implementation success.</p> <p>1 The founder or the founding team are qualified in terms of training, Experience and background sufficiently qualified, a probability of success is recognizable.</p> <p>2 Founders or founding team are well qualified in terms of training, experience and background, a high probability of success can be expected.</p> <p>3 founders or founding team are very well qualified and have complementary skills</p>		

Innovativität der Geschäftsidee	Punkte:	
0 Es existieren keine Verbesserungen oder Alleinstellungsmerkmale des geplanten Produktes oder der Dienstleistung gegenüber bestehenden Lösungen 1 Das Produkt oder die Dienstleistung stellt eine inkrementelle Verbesserung bestehender Lösungen dar. 2 Die Gründungsidee besitzt ein Alleinstellungsmerkmal 3 Die Gründungsidee besitzt in hohem Maße Alleinstellungsmerkmale und ist innovativ		
Machbarkeit und Perspektive der Gründungsidee	Punkte:	
0 Die Realisierbarkeit der Gründungsidee ist nicht gegeben und entsprechende Erfolgsaussichten des Unternehmens sind nicht zu erwarten 1 Die Realisierung der Gründungsidee ist schwer umsetzbar und die Perspektive auf eine wirtschaftliche Nachhaltigkeit des zu gründenden Unternehmens ist gering 2 Die wirtschaftliche Nachhaltigkeit und Umsetzbarkeit der Gründungsidee wird als gut bewertet und bietet Erfolgs- und Wachstumspotential 3 Die wirtschaftliche Nachhaltigkeit und Umsetzbarkeit der Gründungsidee wird als sehr gut bewertet und verfügt über ein sehr hohes Erfolgs- und Wachstumspotenzial		
Adressierter Markt, Branche und Wettbewerbssituation	Punkte:	
0 Der adressierte (zukünftige) Markt ist unklar oder nicht gegeben 1 Die Gründungsidee adressiert einen kleineren, regionalen Markt oder zielt auf einen bestehenden Markt mit hohem Wettbewerbsdruck oder Markteintrittshemmnissen ab 2 Das Produkt oder die Dienstleistung adressiert einen (zukünftig) wachsenden Markt. 3 Das Produkt oder die Dienstleistung hat ein sehr hohes Marktpotential,		
Kundennutzen und Bedarf	Punkte:	
0 Der Kundennutzen ist nicht erkennbar, der Bedarf nicht gegeben. 1 Die Gründungsidee adressiert einen kleinen Personenkreis oder es existieren bereits viele Lösung / Anwendungen. 2 Das Produkt oder die Dienstleistung trifft die Bedürfnisse der Kunden und adressiert einen wachsenden Markt mit wenig vergleichbaren Angeboten. 3 Das Produkt oder die Dienstleistung hat einen hohen Nutzen für die Anwendergruppe und besitzt für den adressierten Markt ein Alleinstellungsmerkmal.		
Gründerpersönlichkeit/Gründerteam	Punkte:	
0 Erfahrungen, Kompetenzen der Gründer, Gründerinnen oder des Gründerteams lassen keine oder eine geringe Erfolgswahrscheinlichkeit der Umsetzung erwarten. 1 Gründer, Gründerin oder das Gründerteam sind hinsichtlich Ausbildung, Erfahrung und Hintergrund hinreichend qualifiziert, eine Erfolgswahrscheinlichkeit ist erkennbar. 2 Gründer, Gründerin oder Gründerteam sind hinsichtlich Ausbildung, Erfahrung und Hintergrund gut qualifiziert, eine hohe Erfolgswahrscheinlichkeit ist zu erwarten. 3 Gründer, Gründerin oder Gründerteam sind sehr gut qualifiziert und besitzen komplementäre Kompetenzen		



0.	<u>Intro</u>
1.	<u>Problem</u>
2.	<u>Solution</u>
3.	<u>Business Model</u>
4.	<u>Market Opportunity</u>
5.	<u>Marketing & Sales</u>
6.	<u>Competition</u>
7.	<u>Team</u>
8.	<u>Financials</u>
9.	<u>Traction & Timeline</u>
10.	<u>Summary & CAT</u>