

# **idsideAI Pitch Deck v4.1 – Integrated with Decision Models**

## **Four Pillars**

- Accessibility
- Transparency
- Turbo Performance
- Data Moat

## **Decision Models – What**

- Structured, reusable logic from AI interactions
- Every ask becomes a repeatable mini app
- Visualised as Decision Graphs, saved as Decision Models

## **Decision Models – Why**

- Users: reuse decisions and build personal libraries
- Teams: collaborate, ensure consistency
- Enterprises: gain auditability and compliance

## **Decision Models – Strategic Value**

- Creates a defensible data moat
- Builds stickiness via decision libraries

- Opens future monetisation: Decision Model marketplace

## **Category-Defining Case**

- idsideAI as the Decision Layer for AI
- Generational platform potential
- Top 1% of opportunities investors see