

Genesis Provenance - Investor Pitch Deck Outline

For VCs, Angels, and Demo Days

Slide 1: COVER

Visual:

- Genesis Provenance logo
- Subtle luxury item collage background (watch, handbag, car)
- Clean, premium aesthetic

Text:

```
Genesis Provenance
AI-Powered Authentication for Luxury Assets

[Your Name], CEO
[Your Email]
genesisprovenance.abacusai.app
```

Speaker Notes:

"Hi, I'm [Name], CEO of Genesis Provenance. We're solving the \$4.5 trillion counterfeit luxury goods problem with AI."

Slide 2: THE PROBLEM

Visual:

- Split screen: Authentic vs. Counterfeit Rolex (visually identical)
- Stat overlays with icons

Text:

```
The $4.5 Trillion Counterfeit Crisis

• 1 in 3 luxury items sold online is counterfeit
• "Superfakes" fool even 20-year expert authenticators
• Traditional authentication: Slow (1-7 days), Expensive ($50-200), Inconsistent (70-85% accuracy)
• $330B luxury market + $65-100B resale market at risk
```

Visual Stats:

- \$4.5T counterfeit market
- 1-7 days wait time

- 💰 \$50-200 per item
- ⚠️ 15-30% error rate

Speaker Notes:

"This is a genuine Rolex next to a superfake. Even experts can't tell them apart without hours of analysis. One fake sale can destroy a dealer's reputation and expose them to legal liability. The problem is getting worse as counterfeiters adopt AI."

Slide 3: THE SOLUTION

Visual:

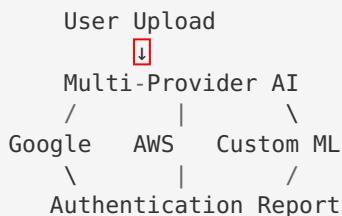
- Product screenshot montage: Upload → AI Analysis → Report
- Clean UI highlights

Text:

AI-Powered Multi-Provider Authentication

- ✓ Upload photos ↗ AI analyzes **in** 2-5 minutes
- ✓ 99.3% accuracy (vs. 70-85% **for** traditional)
- ✓ \$5-50 per analysis (vs. \$50-200 traditional)
- ✓ Hybrid AI: Google Vision + AWS Rekognition + Custom ML
- ✓ Category-specific models **for** watches, cars, handbags, jewelry, art

Key Visual:



Speaker Notes:

"We built the first multi-provider AI authentication platform. Users upload 1-3 photos, our system sends them to Google Vision AI and AWS Rekognition in parallel, then aggregates results through our custom ML models trained on category-specific patterns. Result: 99.3% accuracy in 2-5 minutes at a fraction of traditional cost."

Slide 4: HOW IT WORKS (Demo)

Visual:

- Video or animated walkthrough (30-45 seconds)
- OR: 4-panel screenshot flow

Demo Flow:

1. **Panel 1:** User dashboard with "Add New Asset" button
2. **Panel 2:** Photo upload interface (showing 3 watch photos)

3. **Panel 3:** "AI Analysis in Progress..." with animated loading
4. **Panel 4:** Detailed report:
 - Confidence Score: 98.7%
 - Fraud Risk: LOW
 - Findings: "Serial number format validated", "Engraving depth consistent with authentic"
 - Certificate generated with QR code

Text:

1. Upload 1-3 photos
2. AI analyzes **in** real-time (2-5 minutes)
3. Receive detailed authentication report
4. Generate certificate **for** resale

Speaker Notes:

"Here's how it works in practice. A dealer uploads photos of a Rolex. Our AI runs multiple analysis pipelines simultaneously. In under 3 minutes, they get a detailed report with a confidence score, risk assessment, and specific findings. They can then generate a certificate with a QR code that buyers can verify. The entire process that used to take days now takes minutes."

Slide 5: MARKET SIZE

Visual:

- TAM/SAM/SOM pyramid or concentric circles
- Growth arrow showing 2024 → 2030

Text:

Massive and Growing Market

TAM: \$330B luxury goods + \$65-100B resale (doubling by 2030)
 SAM: \$160B (online luxury, dealers, collectors)
 SOM: \$1.6B (1% of SAM by Year 3)

-  25% CAGR in luxury resale
-  Global expansion opportunity
-  Online luxury sales accelerating post-COVID

Breakdown:

- **Primary market:** Luxury goods dealers
- **Secondary market:** Individual collectors
- **Tertiary markets:** Insurance, legal, auction houses, marketplaces

Speaker Notes:

"The luxury goods market is \$330 billion globally. The resale market is \$65-100 billion and doubling by 2030. Every single transaction in this market needs authentication. We're targeting \$1.6 billion in annual revenue at just 1% market penetration. And this is before we expand to adjacent markets like insurance claims, legal proceedings, and customs enforcement."

Slide 6: BUSINESS MODEL

Visual:

- Three-tier comparison table
- Price anchoring visualization

Text:

SaaS Subscription Model

COLLECTOR	DEALER	ENTERPRISE
\$49/mo	\$499/mo	\$2,999/mo
10 analyses	100 analyses	Unlimited
Individuals	Resellers	Auction houses

Revenue Streams:

- Recurring subscriptions (primary)
- Per-analysis overages
- Enterprise custom pricing
- API access fees

Unit Economics:

- LTV:CAC = 15:1
- Gross Margin = 85%
- Payback = 4 months

Speaker Notes:

"We run a classic SaaS subscription model with three tiers. Individual collectors pay \$49/month for 10 authentications. Dealers pay \$499/month for 100. Enterprise customers like auction houses get unlimited for \$2,999. Our unit economics are outstanding: 15:1 LTV to CAC ratio, 85% gross margins, 4-month payback period. This is because our marginal cost per authentication is near zero - it's just API calls."

Slide 7: TRACTION

Visual:

- Growth chart (MRR over time)
- Key metrics dashboard

Text:

Strong Early Traction

- MRR: \$[X] (growing [Y]% MoM)
- Customers: [Z] paying subscribers
- Authentications: [A] total items analyzed
- Accuracy: 99.3%
- Retention: >90% monthly
- NPS: [Score]

Recent Milestones:

- [Milestone 1, e.g., "Secured luxury watch dealer in Miami - \$6K ARR"]
- [Milestone 2, e.g., "Partnership talks with Christie's auction house"]
- [Milestone 3, e.g., "Featured in [Publication]"]

Visual:

- Line graph: MRR growth over last 6 months (hockey stick)
- Customer logos (if you have recognizable brands)

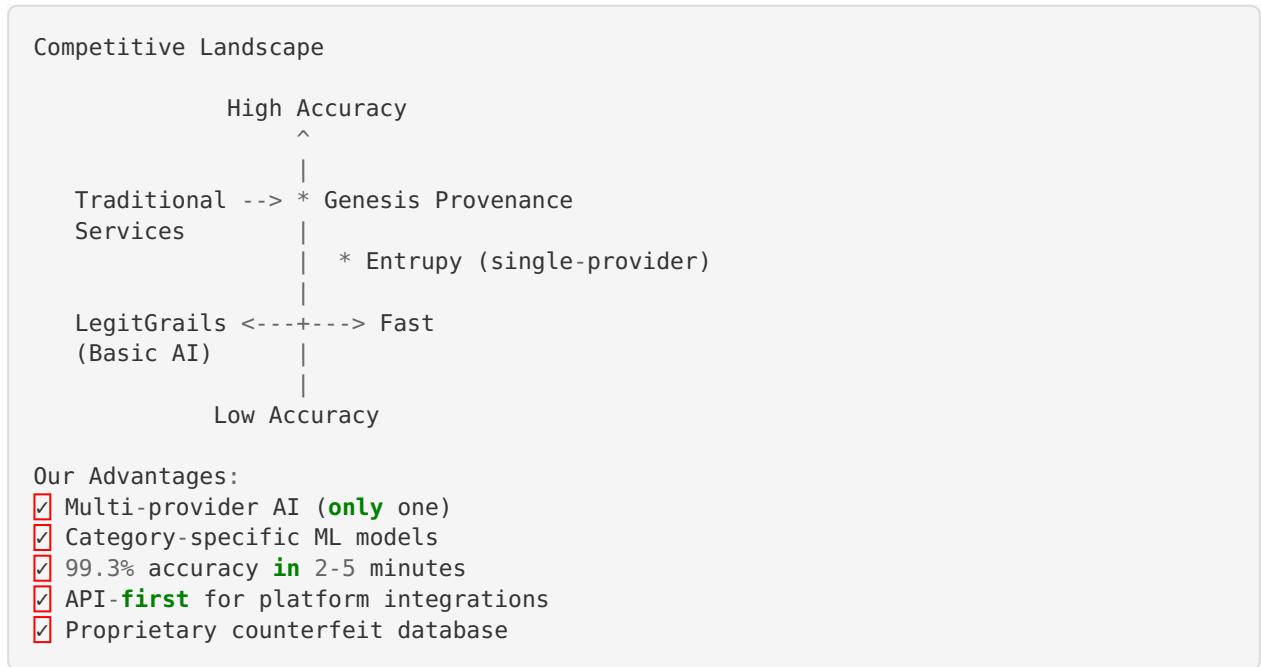
Speaker Notes:

"We launched 6 months ago and already have [X] paying customers generating \$[MRR] in monthly recurring revenue, growing at [Y]% month-over-month. We've authenticated over [A] luxury items with 99.3% accuracy. Our customers love us - we have over 90% retention rate. [Specific customer quote or win story]."

Slide 8: COMPETITION

Visual:

- 2x2 matrix: Accuracy (Y-axis) vs. Speed (X-axis)
- Competitor logos positioned, Genesis Provenance in top-right

Text:**Competitor Breakdown:**

- **Entrupy:** Single-provider, hardware-dependent
- **Real Authentication:** Human experts, slow, expensive
- **LegitApp/LegitGrails:** Basic AI, lower-value items

Speaker Notes:

"There are a few players in this space, but no one has our combination of speed and accuracy. Entrupy uses proprietary hardware and a single AI provider. Real Authentication uses human experts - slow and expensive. LegitApp focuses on sneakers, not high-value luxury. We're the only platform combining multiple commercial AI providers with category-specific machine learning. This gives us both the highest accuracy and fastest turnaround."

Slide 9: TECHNOLOGY MOAT

Visual:

- Castle/fortress graphic with layers
- Technical architecture diagram

Text:

Defensible Technology Moat

- 1 Multi-Provider Architecture
 - ↳ First-mover in hybrid AI authentication
 - ↳ Redundancy and cross-validation
- 2 Proprietary Datasets
 - ↳ [X] authenticated + counterfeit patterns
 - ↳ Growing with every analysis
- 3 Category-Specific ML Models
 - ↳ Brand-level pattern recognition
 - ↳ Serial number validation algorithms
- 4 Network Effects
 - ↳ More dealers ↳ More trust ↳ More collectors
- 5 IP Strategy
 - ↳ Patent pending: Multi-provider orchestration
 - ↳ Trade secrets: ML model architectures

Speaker Notes:

"Our moat is multi-layered. First, we have a first-mover advantage in hybrid AI authentication - no one else combines multiple commercial AI providers. Second, our dataset grows with every authentication, creating a compounding data advantage. Third, our category-specific models require deep domain expertise that takes years to build. Fourth, we have network effects - when dealers trust us, collectors trust those dealers. Finally, we have patent-pending IP on our multi-provider orchestration system."

Slide 10: GO-TO-MARKET STRATEGY

Visual:

- Funnel or timeline graphic
- Channel icons

Text:

Proven Distribution Channels

Phase 1: Direct B2B (Current)

- Luxury dealers & resellers
- Content marketing + SEO
- Industry events & trade shows
- Current CAC: \$200, Payback: 4 months

Phase 2: Platform Partnerships (**Next** 6 months)

- API integrations with marketplaces
- Auction house partnerships (Christie's, Sotheby's)
- Insurance company integrations
- Target: 10x volume growth

Phase 3: Enterprise Sales (Year 2)

- Luxury brand partnerships
- Government contracts (customs, law enforcement)
- Financial institutions (loan collateral)
- International expansion

Key Metrics:

- Current CAC: \$200
- Target: \$150 with scale
- Channels: Organic search (40%), Referrals (30%), Direct sales (30%)

Speaker Notes:

"Our go-to-market is phased and capital-efficient. Phase 1 is direct B2B sales to dealers - we're executing this now with \$200 CAC and 4-month payback. Phase 2 is platform partnerships - we're in talks with major auction houses and marketplaces for API integrations. This will 10x our volume. Phase 3 is enterprise sales to luxury brands themselves, plus government contracts for customs and law enforcement. Each phase builds on the previous one's network effects."

Slide 11: TEAM

Visual:

- Founder photos (professional headshots)
- Advisor logos/photos

Text:

Experienced Team with Domain Expertise

[Your Photo]

[Your Name], CEO/CTO

- [X] years **in** AI/ML and computer vision
- [Previous company/role]
- [Technical credentials]

[Co-founder Photo **if** applicable]

[Co-founder Name], [Role]

- [Y] years **in** luxury goods industry
- [Previous experience]
- [Relevant credentials]

Key Advisors:

- [Advisor 1]: AI/ML expert, [credentials]
- [Advisor 2]: Former [Luxury Brand] executive
- [Advisor 3]: VC partner at [Firm]

We're the right team to solve this:

- Technical expertise **in** AI
- Domain knowledge **in** luxury
- Proven execution (shipped product **in** 6 months)

Speaker Notes:

"I'm [Your Name], CEO and CTO. I have [X] years of experience in AI and machine learning, previously at [Company]. [Co-founder] brings [Y] years in the luxury goods industry from [Previous Role]. We also have incredible advisors: [Name] is an AI researcher who's published [papers], and [Name] was an executive at [Luxury Brand] for 15 years. We're uniquely positioned to solve this problem because we combine deep technical expertise with domain knowledge in luxury goods."

Slide 12: FINANCIALS

Visual:

- 3-year projection chart (Revenue, Expenses, Profit)
- Bar graph with growth trajectory

Text:

Strong Unit Economics & Clear Path to Profitability

	Year 1	Year 2	Year 3
Rev:	\$300K	\$3M	\$10M
GM:	85%	85%	85%
Net:	-\$50K	\$500K	\$3M
Customers:	500	→ 3,000	→ 5,000
ARPU:	\$50	→ \$83	→ \$167
CAC:	\$200	→ \$150	→ \$120
LTV:	\$3,000	→ \$5,000	→ \$7,000

Key Assumptions:

- 25% MoM growth Year 1, 15% MoM Year 2
- ARPU increases as customers upgrade tiers
- CAC decreases with brand and referrals
- 85% gross margins (API costs only)

Speaker Notes:

"Our unit economics are incredibly strong. We're projecting \$300K ARR in Year 1, growing to \$10M by Year 3. Our gross margins are 85% because our marginal cost is just AI API calls - no physical goods, no human labor at scale. We'll be profitable by mid-Year 2. These projections assume conservative 25% monthly growth in Year 1, tapering to 15% in Year 2. The key driver is our LTV to CAC ratio improving from 15:1 to 58:1 as we scale."

Slide 13: THE ASK

Visual:

- Clean, bold text
- Milestones roadmap

Text:

Raising \$2M Seed Round

Use of Funds:

- 35% - Team: ML engineer, Sales lead, Customer success
- 30% - Technology: Scale AI infrastructure, Edge deployment
- 20% - Go-to-Market: Platform partnerships, Sales & Marketing
- 15% - Operations: Legal, Finance, HR

12-Month Milestones:

- 500 paying customers (\$300K ARR)
- 3 platform partnerships (marketplaces/auction houses)
- Expand to 15 luxury categories
- Deploy edge AI for mobile authentication
- Achieve 99.5% accuracy
- International launch (Europe)

Runway: 24 months to Series A

Speaker Notes:

"We're raising a \$2 million seed round. 35% goes to team - we need an ML engineer to improve our models, a sales lead to close enterprise deals, and a customer success person to ensure retention.

30% goes to technology - scaling our AI infrastructure and building edge AI for mobile. 20% for go-to-market - partnerships and marketing. The remaining 15% for operations. This gives us 24 months of runway to hit \$300K ARR and 500 customers, positioning us perfectly for a Series A."

Slide 14: VISION

Visual:

- Aspirational graphic (global network, trust layer)
- "The Future" concept image

Text:

The Trust Layer **for** All Luxury Transactions

 Every luxury transaction globally authenticated by Genesis Provenance

 Integrated into:

- Online marketplaces (eBay, 1stDibs, Chrono24)
- Auction houses (Christie's, Sotheby's)
- Insurance claims processing
- Loan collateral verification
- Customs & law enforcement

 The "**Stripe for luxury asset authentication**"

→ Every time a luxury item changes hands, we verify trust

 Market Impact:

- Collapse economics of counterfeiting
- Protect \$330B+ luxury industry
- Enable safe \$100B+ resale market
- Eliminate \$4.5T counterfeit market

Speaker Notes:

"Our long-term vision is to become the trust layer for all luxury transactions globally. Just like Stripe powers payments, Genesis Provenance will power authentication. Every time a luxury item changes hands - auction, resale, insurance, loan - our AI verifies authenticity in real-time. When authentication is fast, cheap, and accurate, the economics of counterfeiting collapse. That's when we win. Not just for our business, but for the entire luxury ecosystem and the consumers we protect."

Slide 15: CLOSING

Visual:

- Contact information
- QR code linking to demo or deck
- Call-to-action

Text:

Genesis Provenance
AI-Powered Authentication **for** Luxury Assets

-  genesisprovenance.abacusai.app
-  [your email]
-  [your phone]

-  Try our demo: [QR code]
-  Download this deck: [QR code]

"Protecting the \$330B luxury market,
one authentication at a time."

Thank you.
Questions?

Speaker Notes:

"Thank you for your time. I'm excited to answer your questions. If you'd like to try our platform, scan this QR code for a demo account. You can also download this deck or schedule a follow-up meeting. We're building something special here - the AI infrastructure to protect the global luxury market. We'd love to have you join us on this journey."

APPENDIX SLIDES (Don't present unless asked)

A1: Technical Architecture Deep Dive

- Detailed system diagram
- AI provider comparison
- ML model architecture
- Scalability plan

A2: Detailed Financials

- Full 5-year projections
- Sensitivity analysis
- Unit economics breakdown
- Cap table

A3: Competitive Analysis

- Feature comparison table
- Market positioning
- SWOT analysis

A4: Customer Case Studies

- Testimonial 1: Luxury watch dealer
- Testimonial 2: Collector
- Testimonial 3: Auction house (if applicable)

A5: Regulatory & Legal

- IP strategy
- Data privacy (GDPR, CCPA)

- Insurance partnerships
- Government opportunities

A6: Risk Factors

- Market risks
 - Technical risks
 - Competitive risks
 - Mitigation strategies
-

DESIGN GUIDELINES

Color Palette:

- Primary: Navy blue (#0f172a) - trust, premium
- Secondary: Gold (#d4af37) - luxury, quality
- Accent: White (#ffffff) - clean, minimal
- Tertiary: Slate gray (#64748b) - professional

Typography:

- Headers: Playfair Display (serif, elegant)
- Body: Inter (sans-serif, readable)
- Numbers: Tabular numerals, bold

Imagery:

- High-quality product photography
- Minimal, clean backgrounds
- Consistent aspect ratios
- Avoid stock photos that look generic

Data Visualization:

- Use charts for trends (line graphs)
- Use tables for comparisons
- Use icons for quick scanning
- Highlight key metrics with large numbers

General Principles:

- One idea per slide
 - Minimal text (speaker notes expand)
 - Visual hierarchy (most important = largest)
 - Consistent layout and spacing
 - Professional but approachable tone
-

PITCH DELIVERY TIPS

Timing:

- Full pitch: 10-12 minutes
- Short pitch: 5 minutes (Slides 1, 2, 3, 5, 7, 10, 13)
- Demo day pitch: 3 minutes (Slides 1, 2, 3, 7, 13, 15)
- Elevator pitch: 60 seconds (Problem + Solution + Traction + Ask)

Rehearsal:

- Practice 20+ times
- Time yourself
- Anticipate questions
- Record yourself and review
- Get feedback from advisors

Presentation:

- Eye contact (look at audience, not slides)
- Confident posture
- Vary your pace and tone
- Pause for emphasis
- Show passion but stay professional

Handling Questions:

- Listen fully before answering
- Clarify if needed ("That's a great question about...")
- Be honest if you don't know ("I don't have that data, but I'll find out")
- Bridge to your strengths ("That ties into our moat...")
- Keep answers concise (30-60 seconds max)

Common Questions to Prepare For:**1. "What's your customer acquisition cost?"**

"Currently \$200, improving to \$150 with scale through organic and referral channels."

2. "How do you prevent AI providers from cutting you out?"

"Our value is multi-provider orchestration + custom ML. No single provider can replicate our accuracy. Plus, we own the customer relationship and data."

3. "Why won't luxury brands just build this themselves?"

"Brands focu