

MONAD INVESTOR PITCH DECK

Structure & Content Guide

Design Notes: Use deep tech blue (#1C2833), teal (#16A085), and gold accents (#F39C12). Clean, modern typography. Professional imagery that conveys security and innovation.

SLIDE 1: COVER

Content:

Logo: MONAD (large, centered)

Tagline: "ChatGPT Without the Internet" *Offline AI Appliance for Security-Critical Organizations*

Contact: [Founder Name] | [Email] | [Website]

Visual: Sleek hardware appliance image or hero shot

SLIDE 2: THE PROBLEM

Headline:

AI Adoption Faces Critical Barriers

Key Pain Points:

- **62% of enterprises** cite privacy concerns as AI adoption barrier
- **GDPR/HIPAA regulations** prohibit cloud AI for sensitive data
- **Unpredictable costs:** Cloud APIs create budget uncertainty
- **Internet dependency:** Latency and offline limitations
- **Security risks:** Data breaches and attack vectors

Visual:

- Icon grid showing problems
- Stat callout: "62% of enterprises blocked from AI adoption"
- Color: Problems in red/warning colors

Bottom Quote:

"We can't use ChatGPT for client files" — Managing Partner, UK Law Firm

SLIDE 3: THE SOLUTION

Headline:

MONAD: Your Private AI Assistant

Core Message:

Complete offline AI system — hardware + software — that delivers ChatGPT-level capabilities with zero cloud dependency.

Key Benefits (2x2 grid):

▀ 100% Private

All data stays on your device

⚡ Fast

Sub-3s responses (7B models)

฿ Predictable Cost

One-time purchase, no API fees

✓ Compliant

GDPR/HIPAA ready by design

Visual:

- Product image (hardware appliance)
 - Clean UI screenshot overlay
 - Green checkmarks for benefits
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SLIDE 4: HOW IT WORKS

Headline:

Turnkey AI in 3 Steps

Visual Workflow:

1. Plug In

→ Connect to monitor or access via network

2. Power On

→ Boots directly into MONAD interface

3. Start Working

→ ChatGPT-like experience, completely offline

Technical Callouts (sidebar):

- Pre-loaded with optimized LLMs
- Quantized models (1B-70B parameters)
- Metal/CUDA GPU acceleration
- Local REST/WebSocket APIs

Visual:

- Simple 3-step illustration
 - Product ecosystem diagram
 - “It just works” messaging
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SLIDE 5: PRODUCT SHOWCASE

Headline:

Professional AI Experience

Split Screen Visual:

Left Side: Sleek UI screenshots - Premium glassmorphic interface - Chat, document analysis, code generation

Right Side: Hardware specs **Developer Edition** - £2,500

- 32GB RAM | 512GB SSD
- Silent operation
- Cross-platform: Mac/Win/Linux

Professional Edition - £4,000

- 64GB RAM | 1TB SSD
- Pre-loaded models

Enterprise Edition - £6,500+

- GPU accelerated | Rack-mount
 - Fleet management
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SLIDE 6: MARKET OPPORTUNITY

Headline:

\$8.2B Edge AI Market by 2028

Visual: Market breakdown

TAM: \$8.2B (Global edge AI market)

SAM: \$2.1B (Privacy-focused enterprise AI)

SOM: \$85M (3-year target, UK/EU/US)

Key Drivers (bulleted icons):

- ☒ **22.3% CAGR** (2023-2028)
- ☒ **Regulatory enforcement** accelerating
- ☒ **Enterprise compliance** requirements
- ☒ **Cloud cost** optimization

Bottom Stat:

MarketsandMarkets, Gartner 2024

SLIDE 7: TARGET CUSTOMERS

Headline:

Regulated Industries Need Local AI

Customer Segments (4 quadrants):

1. Legal Firms

30K+ UK firms
Confidential client files

2. Healthcare §
HIPAA/GDPR compliance
Medical records

3. Finance ■
FCA regulations
Risk & audit

4. Developers □
AI experimentation
No cloud costs

Use Case Examples:

“Contract analysis without cloud exposure”
“Medical documentation, HIPAA-safe”
“Compliance reports, air-gapped”

SLIDE 8: COMPETITION

Headline:

Turnkey Solution in Fragmented Market

Competitive Matrix (Table):

Capability	MONAD	Cloud AI	DIY Tools
Offline	✓ Full	✗ None	△ Partial
Turnkey HW	✓ Included	N/A	✗ BYO
Pro UI/UX	✓ Premium	△ Limited	✗ CLI
Enterprise	✓ Ready	✗ Cloud	△ DIY
Privacy	✓ 100%	✗ Cloud	✓ Local

Key Differentiator Callout:

“The NAS Drive of AI — Own your intelligence”

SLIDE 9: TRACTION & VALIDATION

Headline:

Proven Technology, Ready to Scale

Milestones (Timeline visual):

- ✓ **Q3 2025**: Working prototype completed
- ✓ **Q4 2025**: Private beta (internal users)
- ✓ **Current**: Production-ready software stack
- ⌚ **Q1 2026**: Developer Edition launch (50-100 units)
- soon **Q2 2026**: Commercial beta
- soon **Q3 2026**: Enterprise Edition

Key Metrics (Callout boxes):

<1s response time (small models)
<3s response time (7B models w/ GPU)
90-95% accuracy vs. cloud equivalents

Validation:

"Early conversations with legal and surveying firms"

SLIDE 10: BUSINESS MODEL

Headline:

High-Margin Hardware + Recurring Revenue

Revenue Streams (Visual breakdown):

Primary: Hardware Sales (80%)
Developer: £2,500 | Professional: £4,000 | Enterprise: £6,500+

Secondary: Enterprise Licensing (15%)
Multi-seat deployments | Custom training

Tertiary: Premium Support (5%)
SLA-backed enterprise support

Unit Economics (sidebar):

Gross Margin: 62-70%
CAC (Dev): £200
CAC (Pro): £1,500
LTV:CAC: 3:1+

ROI Message:

12-18 month payback vs. cloud API costs

SLIDE 11: GO-TO-MARKET

Headline:

Phased Launch: Developers → Pros → Enterprise

3-Phase Strategy:

Phase 1: Developer Community (Q1-Q2 2026)
• Tech influencers & GitHub presence
• 50-100 Developer Edition units
• Build technical credibility

Phase 2: Professional Services (Q2-Q4 2026)
• Legal tech conferences
• Case studies with early adopters
• Professional Edition scale

Phase 3: Enterprise Expansion (2027+)
• Channel partnerships (IT resellers)
• Direct enterprise sales

- Vertical-specific marketing
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SLIDE 12: FINANCIAL PROJECTIONS

Headline:

Path to £4.4M Revenue in 3 Years

Chart: Revenue Growth

(Bar chart showing Years 1-3)

Year	Units	Revenue	Growth
2026	150	£431K	-
2027	500	£1.84M	327%
2028	1,200	£4.42M	140%

Key Metrics (Sidebar):

Gross Margin: 62-70%

Break-Even: Month 20

Profitability: Year 2+

Use of Funds (pie chart):

30% Software R&D | 25% Hardware | 20% Team | 15% Ops | 10% Marketing

SLIDE 13: TEAM

Headline:

Domain Experts in AI, Hardware, and UX

Founder Profiles (3 columns):

[Founder 1 Name]

Co-Founder & CEO

- AI/ML background - [Previous Company/Role] - [Relevant achievement]

[Founder 2 Name]

Co-Founder & CTO

- Systems engineering - [Previous Company/Role] - [Technical credential]

[Founder 3 Name]

Co-Founder & CPO

- UX/Product design - [Previous Company/Role]
- [Design portfolio]

Advisory Board:

- AI/ML Technical Advisor
- Legal/Compliance Advisor
- GTM Strategy Advisor

SLIDE 14: THE ASK

Headline:

Seeking £1.5M Seed Investment

Investment Terms:

Amount: £1.5M

Structure: Convertible note or SAFE

Pre-money Valuation: £7M

Milestones (Visual roadmap):

6 months: 50 units | Developer launch

12 months: £431K revenue | 150 units

18 months: Break-even approaching | 250 units

24 months: £1.84M revenue | Profitability

ROI Thesis:

- \$8.2B market opportunity
- 70% gross margins
- Clear path to profitability
- 3-5× exit potential

Contact (Large, clear):

[Founder Name]

[Email] | [Phone]

[Website/Demo Link]

SLIDE 15: VISION

Headline:

The Future of AI is Local

Vision Statement:

“In 5 years, every organization with sensitive data will run AI locally. MONAD will be the standard for private, secure artificial intelligence.”

Market Leadership Goals:

- ⌚ **10,000+ units deployed** by 2028
- ⌚ **#1 in offline enterprise AI**
- ⌚ **Industry standard** for regulated sectors

Closing Message:

“AI should serve you, not surveil you.”

Visual:

- Inspiring hero image
 - Network of connected MONAD devices
 - Global reach visualization
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APPENDIX SLIDES (Optional - Use as backup)

A. Detailed Technology Stack

B. Customer Use Cases

C. Competitive Analysis Deep Dive

D. Detailed Financial Model

E. Risk Analysis & Mitigation

F. Regulatory Landscape

G. Manufacturing & Operations

H. IP & Patents Strategy

DESIGN GUIDELINES

Color Palette: - Primary: Deep Blue (#1C2833) - Secondary: Teal (#16A085) - Accent: Gold (#F39C12) - Backgrounds: White, light gray (#F5F5F5) - Text: Dark Gray (#2C2C2C)

Typography: - Headers: Arial Bold, 32-48pt - Body: Arial Regular, 18-24pt - Captions: Arial Regular, 14-16pt

Visuals: - High-quality product photography - Clean iconography - Data visualizations (charts, graphs) - Minimal text, maximum impact - Professional, not flashy

Slide Rules: - One clear message per slide - 6x6 rule: Max 6 bullets, 6 words per bullet - Use visuals over text whenever possible - Consistent layout and spacing - White space is your friend

PRESENTATION TIPS

Opening (Slides 1-3): - Strong hook: "62% of enterprises can't use AI due to privacy" - Establish problem urgency - Introduce solution clearly

Middle (Slides 4-11): - Proof points and validation - Build credibility with traction - Address competition head-on - Show clear business model

Close (Slides 12-15): - Financial opportunity - Team capability - Clear ask - Inspiring vision

Delivery: - 15-20 minutes max for full deck - 5-10 minutes for quick pitch (slides 1-3, 8, 10, 14) - Practice transitions - Anticipate questions
- Have backup slides ready

TO CREATE SLIDES: 1. Use PowerPoint, Google Slides, or Keynote
2. Follow this structure exactly 3. Apply design guidelines 4. Add high-quality visuals 5. Practice delivery 6. Export as PDF for distribution

READY TO GO! ☺