

Terpedia, LLC

Pitch Deck

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The Problem

The Problem

Fragmented Ecosystem

- Multiple disconnected databases (PubChem, ChEBI, UniProt, RHEA)
- No unified search platform
- Manual data correlation required
- Missing structure-function links

Impact: Researchers must query multiple systems separately and manually correlate results

Note: Quantify with actual time/cost data from interviews if available



Researcher at desk with journal articles and laptop showing computational biology

Researcher manually correlating data across multiple sources

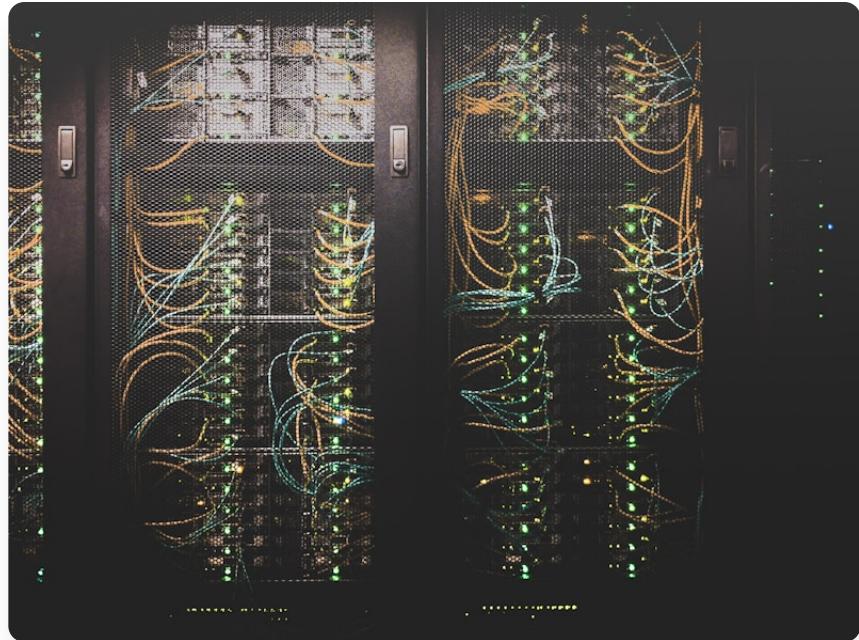
Our Solution

Terpedia: The Solution

Unified Platform

- **70,000+ compounds** integrated
- **Single query** across all databases
- **AI-powered** insights
- **Structure → Function** mapping

One platform. One query. Infinite insights.



Market Opportunity

Market Opportunity

TAM

\$550B+

Total Addressable Market

- Cannabis: \$57B by 2030 1
- Essential Oils: \$15B+ 2
- Pharma R&D: \$200B+ 3
- Research Tools: \$10B+ 4
- Functional Foods: \$275B+ 5

SAM

\$25B

Serviceable Addressable Market

- Research tools for terpenes
- Cannabis industry tools
- Aromatherapy platforms
- Pharma research databases

*Conservative estimate based on
TAM segmentation*

SOM

\$50M

Serviceable Obtainable Market
(Year 3)

- 0.2% of SAM
- Conservative penetration
- Focus on researchers & enterprises

*Based on comparable SaaS
platforms*

Why Now?

Why Now?

Market Timing

- **Cannabis legalization** accelerating globally
- **AI/ML maturity** enables structure-function mapping
- **Precision medicine** demand increasing
- **Evidence-based wellness** trend growing
- **Open data movement** in research

Technology Readiness

- **SPARQL/RDF** standards mature
- **LLM integration** now feasible
- **Cloud infrastructure** cost-effective
- **API ecosystems** well-established
- **Federated queries** now possible

The convergence of market demand, technology readiness, and regulatory shifts creates a unique window

Product & Features

Functional Flavors & Aromatherapy

The Connection

Molecular Structure



Biological Activity



Therapeutic Benefit

Applications

- Anti-inflammatory
- Mood enhancement
- Pain management
- Sleep quality

From traditional aromatherapy to molecular precision



Our Platforms

terpedia.com

WordPress Platform



Terpedia.com website screenshot

Content Hub

- Article publishing
- Case studies
- User profiles
- SEO optimized

Integration

- Knowledge base APIs
- Real-time data
- Search & discovery

kb.terpedia.com

Biochemical Knowledge Base

Core Platform

- SPARQL Endpoint
- RDKit API
- Functional Flavors Engine
- AI Analysis

Data Sources

- 70,000+ compounds
- FooDB, FlavorDB, HMDB
- Clinical trials
- Essential oils DBs

Key Features

- Federated queries
- Knowledge graphs
- Evidence-based recommendations

Competitive Landscape

Competitive Analysis

Traditional Competitors

PubChem / ChEBI / UniProt

- Large databases
- No structure-function mapping
- No aromatherapy focus
- Fragmented queries

SciFinder / Reaxys

- Comprehensive data
- Expensive (\$10K+/year)
- No terpene specialization
- No functional flavors

Our Differentiation

Terpedia Unique Value

- **Only platform** connecting structure to therapeutic function
- **Evidence-based aromatherapy** recommendations
- **Federated queries** across all databases
- **Affordable** (\$49-99/month vs \$10K+)
- **Terpene-specialized** expertise

Moat: Proprietary structure-function mapping algorithms + curated therapeutic associations + first-mover advantage in functional flavors

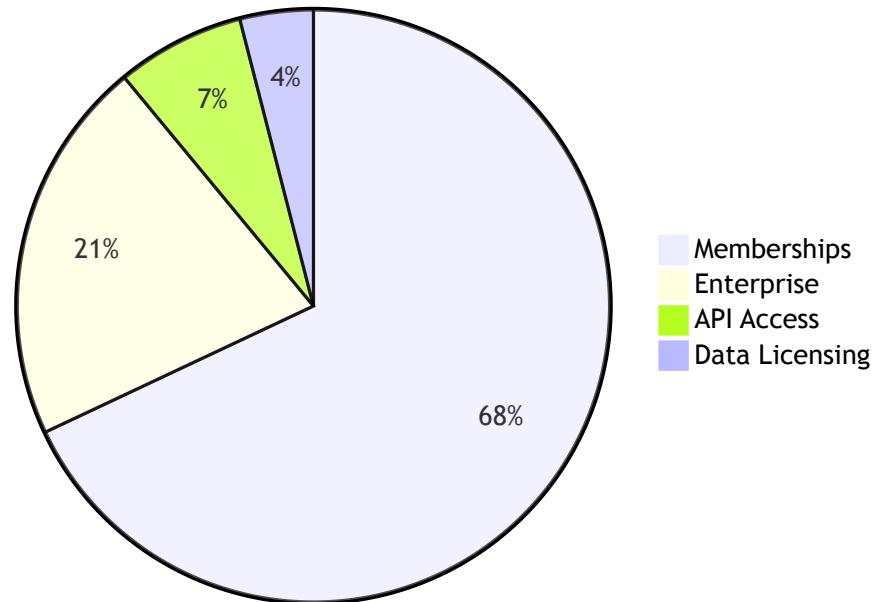
Business Model

Business Model

Revenue Streams

- **Memberships** (67%)
- **Enterprise** (21%)
- **API Access** (7%)
- **Data Licensing** (4%)
- **Consulting** (1%)

Revenue Mix (2028)



Pricing: Free tier → \$49/month (Aromatherapist) → \$99/month (Researcher) → Enterprise (custom)

Traction & Milestones

Traction & Milestones

✓ Technical Milestones (Completed)

- **70,000+ compounds** integrated
 - Source: kb.terpedia.com data integration
- **6 major databases** connected
 - FooDB, FlavorDB, Phenol-Explorer, HMDB, ChEBI, PubChem
- **Functional Flavors** framework developed
- **AWS infrastructure** deployed and operational
- **Production-ready** APIs (SPARQL, RDKit)
- **MCP server** for AI integration

🚀 Early Validation (In Progress)

- **Beta program:** Planning Q1 2026 launch
- **API performance:** Internal benchmarks show significant speed improvements vs. manual queries
- **Partnership discussions:** Number research institutions, Number cannabis companies
- **Market feedback:** Initial conversations show strong interest

Note: Update with specific numbers and names (with permission) before investor meetings

Customer Validation

Problem Validation

- **Researcher interviews:** Number conducted
- **Pain point:** Manual data correlation is time-consuming
- **Current solutions:** SciFinder (\$10K+/year), Reaxys (\$15K+/year)
- **Market need:** Unified platform for terpene research

Note: Update with actual interview data and quotes

Status: Validation in progress - update with real data before investor meetings

Early Interest

- **Research institutions:** Number in discussions
- **Cannabis companies:** Number inquiries
- **Aromatherapists:** Number interested
- **Pharma researchers:** Number exploring data access

Note: Update with validated numbers and names (with permission)

Team

Our Team

Susan Last Name - CEO

Background:

- Previous Role at Company
- Years years in Industry/Field
- Education from University
- LinkedIn: linkedin.com/in/username

Key Achievements:

- Achievement 1
- Achievement 2
- Achievement 3

Expertise:

Dan Last Name - CTO

Background:

- Previous Role at Company
- Years years in software/data engineering
- Education from University
- LinkedIn: linkedin.com/in/username

Key Achievements:

- Built system/platform handling scale
- Technical achievement
- Open source contribution or patent

Expertise:

Advisory Board

Dr. Name Biochemistry Expert

- Institution
- Specialization
- LinkedIn: profile

Dr. Name Terpene Research

- Institution
- Specialization
- LinkedIn: profile

Name Industry Advisor

- Company/Role
- Expertise
- LinkedIn: profile

Advisory board in formation - seeking 3-5 experts in biochemistry, terpene research, and cannabis industry

Financials & Ask

Financial Projections

2026 (Year 1)	2027 (Year 2)	2028 (Year 3)
▪ Revenue: \$180K	▪ Revenue: \$850K	▪ Revenue: \$2.8M
▪ Members: 500	▪ Members: 2,500	▪ Members: 8,000
▪ Enterprise: 2	▪ Enterprise: 8	▪ Enterprise: 25
▪ Q1 Launch: Website + memberships	▪ Growth: 372%	▪ Growth: 229%
▪ Q2-Q4: API access, data licensing	▪ Profitability: Q4 2027	▪ ARR: \$3.2M run rate
Assumptions:	Assumptions:	Assumptions:
▪ 500 members × \$20/month avg = \$120K	▪ 2,500 members × \$20/month = \$600K	▪ 8,000 members × \$20/month = \$1.9M
▪ 2 enterprise × \$10K/year = \$20K	▪ 8 enterprise × \$25K/year = \$200K	▪ 25 enterprise × \$24K/year = \$600K
	▪ API + licensing = \$50K	▪ API + licensing = \$300K

Unit Economics

Customer Metrics (Projected)

- **CAC:** \$50-75 (content marketing, SEO)
 - *Benchmark: Similar B2B SaaS platforms 6*
- **LTV:** \$1,200-1,800 (24-36 months × \$50 avg)
 - *Based on \$50/month ARPU, 5% monthly churn*
- **LTV:CAC:** 16-24:1
- **Payback Period:** 6-9 months
- **Monthly Churn:** 5-7% (target)
 - *Industry benchmark: 5-7% for B2B SaaS 7*
- **Gross Margin:** 80-85%
 - *SaaS industry standard: 75-85% 8*

Growth Metrics (Targets)

- **Conversion Rate:** 2-3% (free → paid)
 - *Based on freemium model benchmarks 9*
- **ARPU:** \$50/month average
 - *Mix of \$49 (Aromatherapist) and \$99 (Researcher) tiers*
- **Net Revenue Retention:** 110-120% (target)
- **Magic Number:** 0.75+ (efficient growth)
- **Rule of 40:** 35%+ (2027 target)

Revenue Breakdown (2026-2028)

2026 Revenue Streams

- **Memberships:** \$120K (67%)
 - 500 members × \$20/month avg
- **API Access:** \$30K (17%)
 - Researcher tier subscriptions
- **Enterprise:** \$20K (11%)
 - 2 enterprise customers
- **Data Licensing:** \$10K (5%)
 - Initial dataset contracts

2028 Revenue Streams

- **Memberships:** \$1.9M (68%)
 - 8,000 members × \$20/month avg
- **Enterprise:** \$600K (21%)
 - 25 enterprise customers
- **API Access:** \$200K (7%)
 - Premium API subscriptions
- **Data Licensing:** \$100K (4%)
 - Expanded licensing deals

Investment Ask

\$2-3M Seed Round

Use of Funds:

- Product Development (40%) - \$800K-1.2M
- Data Acquisition (25%) - \$500K-750K
- Team Expansion (20%) - \$400K-600K
- Infrastructure (10%) - \$200K-300K
- Marketing (5%) - \$100K-150K

Runway: 18-24 months to Series A

- *Based on \$2M raise, \$100K/month burn rate*
- *Allows for 20 months of operations*

Expected Outcomes

18 months (by Q2 2027):

- Website launch Q1 2026
- 1,000+ active members
- 8+ enterprise customers
- \$850K ARR
- Series A ready

Valuation Context:

- *Seed stage: \$8-12M post-money (typical range)*
- *Based on \$850K ARR → 10-14x ARR multiple*
- *Comparable to early-stage B2B SaaS 12*

Go-to-Market Strategy

Go-to-Market Strategy

Customer Acquisition

Phase 1: Researchers (Q1-Q2 2026)

- Content marketing: SEO, blog posts
- Conference presence: ACS, SfN, terpene conferences
- University partnerships: Beta programs
- **Target:** 500 members by Q2

Phase 2: Enterprise (Q3-Q4 2026)

- Direct sales to cannabis companies
- Pharma research partnerships
- Wellness brand collaborations
- **Target:** 2-5 enterprise deals

Channels

- **Content:** SEO-optimized articles, research insights
- **Community:** Reddit, research forums, LinkedIn
- **Partnerships:** Cannabis labs, research institutions
- **Conferences:** 3-5 key events per year
- **Referrals:** Incentivized user referrals

Risks & Mitigation

Risks & Mitigation

Key Risks

Market Risk

- Slow adoption by researchers
- **Mitigation:** Beta program, partnerships

Competitive Risk

- Big players build similar solution
- **Mitigation:** First-mover advantage, specialized focus

Technical Risk

- Scaling challenges with large datasets
- **Mitigation:** AWS infrastructure, proven stack

Additional Risks

Team Risk

- Need to hire key roles
- **Mitigation:** Use funds for hiring, advisory board

Regulatory Risk

- Cannabis regulations vary
- **Mitigation:** Focus on research, not product sales

Data Risk

- Database licensing issues
- **Mitigation:** Open-source data, proper licensing

Next Steps

Next Steps

Product & Data

- Expand Functional Flavors database
- Build Aromatherapy engine
- 3D molecular visualization
- Clinical trials integration
- Real-time article updates

Go-to-Market

- Beta launch Q1 2026
- Research institution partnerships
- Cannabis & wellness partnerships
- Conference presentations
- Complete seed round

Thank You Questions?

Contact Information

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