

GYST

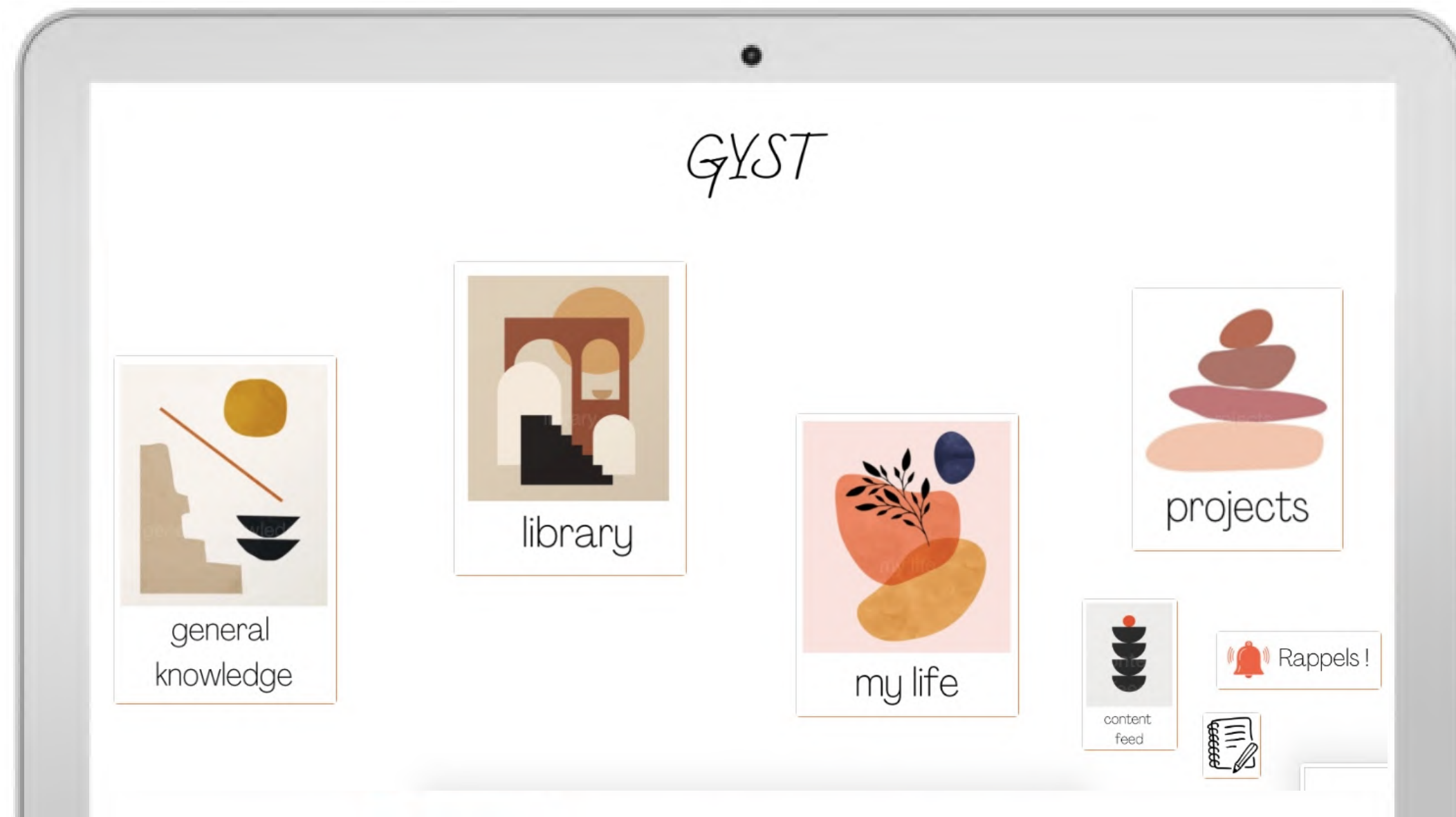
Pitch Deck

April 2023

1. Introduction

GYST

A new cloud, foy your digital life



GYST

2. Problem/Opportunity

there's a huge desire for a better tool
to organize digital content

a lot of time is wasted, a lot of information is lost

many companies are working on it and offering solutions,
but none of them has cracked it yet ...

something is missing.

2. Problem/Opportunity

A lot of people want a place
where they can easily and intuitively
put anything they want where they want
build the structure they want
make it look however they want

why doesn't that exist ?

3. Value Proposition

GYST combines the freedom of a whiteboard
with all the benefits of tech & the web

It is the best way to save, organize and share knowledge

3. Value Proposition

- a drive
- a web designing tool
- a mind-map
- a note taking app
- a web clipper
- a moodboard
- a publishing platform
- ...



All in one

4. Underlying Magic

easy and elegant **UX**
very simple (but groundbreaking) features

**it lets go of the underlying unconscious assumption
that if you want structure
you have to give up on freedom**

— > full freedom, no constraints
(if you want constraints, you're free to put some)

5. Business Model

there are many options to explore,
which can be combined

freemium model (eg, Canva)



— > pay for more design options, storage, ...

fees on subscriptions (eg, Substack)



— > creators with reach monetize access to their pages

advertising
(disappearing adds)

...

6. Ideal Customers

Creatives
who have a lot of ideas

Teams
To share content and inspiration

7. Final words about the product

All in all,
the best and only real way to pitch GYST







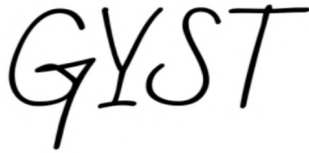
is to show it

the product should speak for itself







what i did before

- Financing to build an MVP
2-4 months
- Build an MVP
2-4 months
- User Experimentation and POC
3-6 months
- Raise to build a team

9. Competitors

	save & curate content	display & design with full freedom	build your own structure	elegance & ease-of-use	price
 pocket	+++			++	5\$/month
 Milanote	+	++	+	++	10\$/month
 Drive	+		+	+	
 Evernote	+				7\$/month
 Notion	+	+	++	++	
 Pinterest	++			++	
	+++	+++	+++	+++	

9. Competitors

	save & curate content	display & design with full freedom	create your own structure	elegance & ease-of-use	price
	+	+	++	++	5\$/month
	+			+	
		++		+	
	+	+		+	
	+	+			
					
...					
<i>GYST</i>	+++	+++	+++	+++	

10. Team



CEO/CPO - Henri Crozel

Double Masters degree in Data Science and Economics from ENSAE ParisTech and Humboldt University.

3 years experience as CTO/full-stack developer at Mökki.

Developed the prototype for GYST.

CTO, CMO

10. Team

Board



Henri Crozel

Thank you



Pitch

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