Startup Week Las Vegas, September 18th 2025

Talks Attended

Kenneth Larot Yamat

Startup wrrk

Pitch Day: Tales from the Deal Room

Notes.  
Due diligence major part after the pitch. Ask a lot of questions. Fund nv and 1864  
  
Made a deal founder.  
  
Devin principal at start up nv. Video creation ai evaluation.  
  
4 key component  
  
  
Market  
  
20 30 billion nv market  
  
Comes to 8 10 billion of spend  
  
14 cagr compound annual growth rate.  
  
  
Product  
  
High quality ai production videos good for Enterprise use. Case.  
  
400 arr k arr pressed company  
  
Team  
  
Valuation vs traction.  
  
  
11 million annual recurring revenue.  
  
Surprised by due diligence  
 Tam was estimated to be larger than expected. Other part  
 Jeff.  
  
Area of weakness. Selling to enterprise  
Sell cycle really long  
.  
  
Had a 3 day sell cycle.  
  
Challenging . At startup 2 years ago. Need to set up data room  
 Saves and contract s.  
  
Swallowed up by competition. Got an answer. Lot of ai tools. Hybrid saas company. What we found. Any tool. Compa or he person. 4 hours do you have said: do the work for them. There is a service aspect. Just get the issue done and resolved.key diff  
  
  
Key differentiation. To other ai stuff. Middle part. Served self serve. Lower end and higher end were out of the question. Self and full service.  
  
Concentration risk. Huge possibility. 30 customers. 400k arr.  
  
Amar tadayon..  
  
  
Renewal rate diffuses concentration risk. Signups and re signups. Stickiness of the product.  
  
Internal advocates or champions. Inside the customer organization.  
  
Losing a smaller customer isn't too big of a deal. Provides a cheap lesson.  
  
Looking for the right revenue. This has been all direct sales. White labeling to agencies and. Haven't been kicked out of offices. Fixed mindset for vs growth mindset.  
  
3 production companies totally averse. 1 going under.  
  
  
What is a white label. In some cases if you don't have a contract  
. Able to work for or work with Microsoft. Tech fruit company.  
  
Some will need a contract other wise it is not taken seriously.  
  
3 video project. Set up highlights. Video productions are usually a lot. Around 50 k 60 k. High cost. Use it across the board. L and d avatar videos. Keep really care. 106.employee stories. 500 to million dollars.wpuld ordinarily cost.  
  
  
Interestinf to see amer. Work the sales channels. Know in 15 minutes. They dont get it move on.  
  
Tam transaction fee  
  
. Not the spend 5 percent tam. If you got the entire market. Sold where sold who.  
  
  
Custome4 acquisition costs. Profitable a customer is  
. Cost of sales customer.  
  
Due di6regarding the founding team of amar tadayon ceo luchihin  
.  
  
Ask about due diligence team aspect  
.  
  
  
Market  
  
Product  
  
Team  
  
Valuation.  
  
  
Maryssa barron.  
  
Build ib. Iq  
  
Time to be in this industroy  
  
Energy infrastructure.  
  
Differentiation maryssa.  
 Lot of sharks  
.  
  
Developing  
 Financing. Across renewable energy  
. 10 x better than other.  
  
  
Team .. maryssa great experience. Smart great. Government. Renewalble energy.... She had a lot of team. Strong. Focus was on cualifocations and connections.  
  
  
Valuation. No revenue.. 9 million post money valuation.  
  
  
Question:  
  
Part that found challengin. 10 years in energy industry. 200 million and tax equit.lender  
 Had experience in tbe lawyer seat. Trchnical d7e diligence. Sought guidance from tech  
  
  
Havkng any trouble. Was helpful to have specific investors.  
  
  
Confidenc3 in pipeline  
. Solid valuatikns. Trying to raise a few more million. Proven good bet  
.  
  
  
Often times partner meeting. Pitxh deck. Competition. Big proble. WhT competition with big bplayers  
.  
  
Execution layer. And transact.internally and externally.  
  
  
Subscription. Transaction fees. Market places for capital.  
  
Pre seed. Market. Renewalble energy produces. Market places  
. Transaction and stickiness. Developers.  
  
Build iq. Up to date informatioon . Outdated info was or could be expensive  
 Result in expensive mistakes.  
  
  
Question. Legacy players. Thoughtful approach.  
  
Regulatory risk. Changes with fundging. Federal subsidies  
.  
  
Unsubsidies still less expensive  
 Faster to develope. Still chaeaper without the subsidies. Large amounts  
 .  
  
  
 Natural gas  
.  
  
Build iq asset agnostic  
.  
  
Sales or crm project name. Track these dates. Custom build. Solar battery. Natural gas. Xommercial. Data fragmenta5ion. That build q.  
Buildt to be flexible. Geographically and asset agnostic. Still viable without the subsidies. Pivot to other aources6. Project management aubsidies. Not binary. Needed ahort term solutikns as well. Market.  
  
  
Questions. Sales cycles. Keeping ip with keeping up with customer demand hit the gas pedal and use cases. Strubgle with sales cycle cant keep up with demand. Lots of customers duiscovery and set us up to win. Iteratkng and peorototyping. 200.million in revenue. At a beta level.  
  
  
Make sure they want tonpay for it. Charged for beta level stuff.  
  
  
Speed. Can it be or build fast enough. Stick8ness. Have a good brand. Have a good brean.d.  
  
Have good brand . Reputation.  
  
  
  
Shared through build q  
  
  
How kuch5 witfht do you give to market sixe. Valuatikn is. How much weight do you give.  
  
  
Return their cPital power law. Can return 50 x to use. Quick math based on 4 x reveneue have 50 x. How we get to 400.million sales. 2.4. Illion valuation. First atage. Given the valuation. Goes not tworo. Vcs wanting lower valuation. 2 percent on transactions lowrr multipplme  
.  
  
  
Different revenue streams vlued differently.  
  
  
  
50 x power laws. Need.  
  
  
Oksy social travel market..creating a new market  
.  
  
  
Market  
  
Product  
  
T3am  
  
Team  
  
Valuatikn.  
  
  
Came to 120 billion tam max penetration. 5 6 percent cagr. First mover.  
  
  
Travel content and actual bookings. Legacy competition.  
  
Had 2 exits. Su. Russ same from kyak and kayak and expedia  
.  
  
  
35 million dollar valuationm. No revenue side.  
  
Michael dellucca.  
  
  
Build things to sell them.  
  
  
  
Invested millions before hand. Unit economics . Convert 7 tomes more klney. Make a deal.  
  
  
Due diligence perspective  
   . Went to carta. Silicon valley lawnfirm.... Comfortable data room  
. Due diligence was different. Angel real estate. Vwnture fund. Learning yo adapt. Invest  
 Its a safe. What am i investing..  
  
  
Value cap put..vauluation amd cap. Not going to get stuck.  
  
  
  
 Social media platform. What happens if someone else starts to do somethkng .  
  
  
Want them to do this  
   Want them yo buy me.  
  
  
  
38 acuisitions. By travel. Others. Strong suit. Had a clear plan was the plan continue to be the plan.  
  
  
Flew back. Andressen and greaylock  
 . When mwwting with them every meetjng. 56 users percent convert to an account. Million to reveneue. Closed a round.  
  
  
Raising thr a in 18. O dont invest in conunsumer products.  
  
  
Had millions envested already.  
  
  
  
What risks do you anticipate. Little bit diffwrent of a founder believe that i can accomplish things. Go to the dark place. How i lose then find that one eay way we can win. Wants to get an A round at 100 million valuation.  
  
  
  
Influencer market  
  
So much larger se. Much largr these days. Packed to ltv. Influencers  
   
.  
  
B2b tourism. Platforms to help push. Get an A round.  
  
  
  
Donpre do pre seed . Pre seed or before a  
.  
  
Before a. Influencer market . Still large. Paid partnership.  
  
  
Whoo apep works everythkng is about connecting thkngs vendor like you.  
  
  
From the b. Vendor side created by someone. Created. Sea of organic content. Its all that usert generated content.  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
Step behind the curtain of venture capital for an authentic and instructional look at how startup funding actually happens. This isn't your typical pitch day – it's a candid conversation between founders and funders sharing the real stories of their investment journeys.  
Join us for a moderated discussion where we'll explore the unvarnished truth about due diligence, investment decisions, and the relationships that form between entrepreneurs and their backers.  
   
Featured Companies & Founders  
Maryssa Barron with BuildQ  
BuildQ provides project developers with a comprehensive platform and AI-enabled tools to accelerate development, reduce risk, and scale portfolios. Hear how this innovative construction tech company navigated the investment process.  
Michael DeLucca with Otsy  
Otsy is the first social travel app that transforms how travel is discovered, trusted, and booked. The

Inside the Deal: Deal Terms and Valuation Mechanics with StartUpNV

Accelerator program lps out in 10 years shop the company. Possible to get bumped off. Havent had to face that. Fund structure.  
  
For the company. Llc. C corp transfer sucessful starts as a c corp. Easier to start as a c corp rather than as a llc.  
  
Starting to see ot leak from nevada eather rather then to delaware. Specialized judges.  
   249 accredited sbb unlimted qualified purchasers in 16p 16p sbe lp makes the investment  
  
Get an allocation with that lo syndacate. Just play the shndacate.  
  
  
Fund nv 2 preseed fund q864 1864 seed fund .  
  
  
  
Price per share. Is post money. Set aside 10 percent eauity 10 percent pool.  
  
  
  
Liquidation preference. Says that.  
  
Preference per share. Most fabored clause.  
  
  
Conversion clause . Hi ow preferred shars convert yo common.  
  
Board vs shareholder.  
  
  
Voting ritees voting rights.  
  
Pre seed and serd 2 3 percent is hige ahugur at ipo point.  
  
  
Cap tables  
.  
  
  
  
  
  
  
  
  
  
  
  
  
Join StartUpNV for a practical look at how startup deals are structured and what drives valuation. This session will cover the key terms founders should understand when negotiating with investors, and offer insights into how early-stage funding decisions get made. Gain the knowledge you need to approach the deal table with clarity and confidence.

Pitch Like a Founder, Think Like an Investor: Raising Pre-Seed to Series A

Value cap  
  
Valuation 409 formal  
  
Seer and preseed use a type of xonvertable convertable note.  
  
  
What is your dow. To mow daily monthly active users.  
  
  
Safe agreement  
  
Convirtable bond. Tech investment.  
  
  
  
Not made typical tech investment. Already safe.  
  
  
  
The only job of an investor is to deploy capital, and they do it every day. The only question is, are you the one getting it? Having raised, exited, and invested millions, Michael DeLucca shares the playbook to secure funding from Pre-Seed to Series A with the story, metrics, and structure investors cannot ignore.

Deal or No Deal: Vegas Edition - An interactive startup investment showdown

Dont really see founder. Founderw and angel. Changing all that  
 Deal oe no deal.  
  
  
Madeline.  
  
  
Leith  
  
Len jessup forner president.  
  
  
  
  
Team  
  
Market  
  
Product  
  
Traction valuTion. Not gicen jst asking for 500 k. What eas the most attractive.  
  
  
Green cart. Piloting product  
 Live on os partner  
  
Business model  
  
  
Ask 500 k  
  
  
Daris said deal .. would ask questikns before.n. hand fill of questions.  
  
  
Alex no deal. From a consumer inhertnt bias of the whole category. Inevestors and out of theseis.  
  
  
Madeline no deal because not enough information  
. Very solution nothkng about the tram or traction or.  
  
  
Leith no deal. If your value in environmental initiative. Can build a business of environmental mission. They dont care. Value prop wasnt there.  
  
  
  
Len jessup said deal. Lile shopping at speouts very healthy. So easy to add it. As an investor. Need to ask more.  
  
Own background and preferences. Strongly diagreejng.  
  
  
  
Ledger lense. Refulatory kyc checks manual reviews  
 30 . 40 percent firms money reputation time. Ai compiance key data and monitor workbook. Saves times  
 Flag ztuff in sreal time.  
  
  
From pwc and stanford.  
  
  
Midisced banks strong inboung demand.  
  
  
  
Fintech jnterest. Unit Cac payback period 3.months.  
  
  
20 billion regulation makrmarket.  
  
  
  
  
5 million raise. 20 million post mkney  
  
  
Valuat9n  
  
  
Len everyone loves raymond alll thi8s 8 9 months ago dong a lot of that stuff.  
  
Pwith deployinyg ai llm used. Reveneue cac subscription model.  
  
  
Pwc phd stanford. Dramantically underestime how haf key hirem. Want to see someone who has saas sales. Founder led sales. Build a sales market.  
  
  
Might not be indicatice.  
  
  
Madeline. Love the tram. Founder led dales say otherwise. Founder led dsales. Sayd good. Saas  
 Enterprise clients. Good traction. Mentioned docusignn.  
  
  
Leith startup reason go to pwc. And they look to the auditor. Startup  
.  
  
  
Reason stufff for a startup. Never worked in a corporate. Get fired  
.  
  
Failed the auditm. Risk transfer. To  
  
  
  
Shroom glow shroom . Cofee to anxious glow shrooms. Arianna im 1 can lions mane. Witiout the crash.  
  
  
5.million cas 1.88 65 gross revenue. Ahared it 60 percent instagram and tick tock.  
  
  
Adaptagentic adaptagenic. Mushroom adaptogenz. 25 k revenue. 64 gross margin. Dtc model.  
  
  
  
Lack of predigree can be overcome by proving the business additional proving of the bsuinezs.  
  
  
  
  
  
  
  
  
  
  
  
  
Deal or No Deal: Vegas EditionAn interactive startup investment showdownThink you know how investors decide which deals to back? Step inside the decision room for Deal or No Deal: Vegas Edition—a Startup Week Las Vegas exclusive. Instead of another panel or lecture, this evening event flips the script with a live, gamified format where investors reveal the “why” behind their decisions. A panel of investors—each representing a different fund or capital group—will act as judges alongside our emcee, weighing in on fictional and real startup pitches. Founder pitch and investors lock in their verdicts—deal or no deal—while the audience votes live via the Whova app. Then, we go behind the curtain as each investor explains their rationale. Was it a thesis mismatch? Unrealistic valuation? Or a team that just doesn’t have enough traction yet?Why Attend?  
  
See how different types of investors evaluate opportunities.  
Learn what drives a deal vs. a pass—from fund thesis fit to valuation sanity checks.  
Vote, react, and test your instincts against the pros.  
  
Join us for a candid, behind-the-scenes look at startup investing—Vegas style.