# Prismo Pitch Deck

## Slide 1 — Title & Vision

**Prismo**  
*“Competitive intelligence without the analyst bottleneck.”*  
- Logo placeholder  
- One-line vision: *AI-powered CI platform that automatically maps and updates relationships across people, companies, and markets.*

## Slide 2 — Problem

* CI tools are expensive, slow, and analyst-dependent.
* SMBs and teams are priced out (Klue, Crayon, AlphaSense = $15k–$100k+/yr).
* Insights often go stale — relationships change, but the dashboards don’t.

## Slide 3 — Solution

* Self-serve, always-on relationship engine.
* Drop any card (person, company, market, etc.) → platform auto-links and updates connections in real-time.
* Insights surface automatically — no manual research required.

## Slide 4 — Why Now

* Explosion in data availability (LinkedIn, patents, media, open datasets).
* AI models now affordable enough for real-time enrichment.
* Enterprises demanding faster, leaner CI solutions with self-serve options.

## Slide 5 — Market Size

* TAM (Global CI/MI software): ~$80B by 2030.
* SAM (Mid-market + SMB CI spend): ~$12B.
* SOM (Target in first 5 years): $100M+ ARR through SMB, team, and enterprise tiers.

## Slide 6 — Competition / Alternatives

| Feature | Klue/Crayon/AlphaSense | Prismo |
| --- | --- | --- |
| Transparent pricing | ❌ | ✅ |
| Self-serve onboarding | ❌ | ✅ |
| Auto-updating relationships | ❌ | ✅ |
| SMB-friendly tiers | ❌ | ✅ |

## Slide 7 — Business Model

* Free tier → funnel for SMB/teams.
* Paid tiers:
  + Premium: $25/mo + usage
  + Pro: $50/mo + usage
  + Teams: $100/mo + $10/seat + usage
  + Enterprise: $500/mo + $10/seat + usage
* Upsells: integrations, higher data limits, analytics add-ons.

## Slide 8 — Traction *(Placeholder for launch metrics)*

* MVP complete — RSS ingestion, AI analysis, dashboards live.
* Database performance breakthrough: sub-2s P99 latency.
* Early pilot list (SaaS vendors, healthtech firms, VC firms).
* Waitlist: X users, Y companies.

## Slide 9 — Product Demo

*(Screenshots or GIFs placeholder)*  
- The “Board” showing auto-linked entities.  
- Hover-over connections with instant insights.  
- Example: uncovering a hidden link between two executives via shared patent.

## Slide 10 — Go-to-Market

1. Launch free tier publicly.
2. Target initial verticals (SaaS vendors, healthtech, VC portfolios).
3. Partner integrations with Slack, Teams, and CRMs.
4. Content marketing around surfaced “hidden” connections.

## Slide 11 — Financial Projections

* Year 1: $100k ARR
* Year 2: $1.2M ARR
* Year 3: $5.5M ARR
* Valuation potential: $27M–$66M (x5–x12 ARR multiple).  
  *(Chart placeholder: ARR growth + valuation bands)*

## Slide 12 — Team

* **Josh [Last Name]** — Founder & CEO, product visionary, ops lead.
* Advisors: TBD.

## Slide 13 — The Ask

* Raising: $1M pre-seed @ $5M pre-money valuation.
* Use of funds:
  + 50% product & engineering hires.
  + 30% GTM & marketing.
  + 20% infrastructure & ops.

## Slide 14 — Closing Vision

*“Every organization should see the full picture — automatically.”*  
- Prismo as the default AI CI layer for teams and enterprises.  
- Self-serve for SMBs, deep integration for enterprise.