

This is so valuable! We are saving an entire week via your feedback! 🙌😊



debrief.tech 

## Quick AI-guided interviews

that help remote workers share their true context on top of usual reporting

Debrief by  
DoubleTeam inc.  
Made to make sense

#mental health  
#future of work  
#B2B SaaS

Watch video:  
<https://youtu.be/0v7Ace98yQo>

# Team

## Built 20+ products as founders of GoodIT.works studio

created Debrief when realised that we miss a 2-pizza team atmosphere

Built and sold AI-  
platform [Relap.io](#)

Advisor, AI



**CTO**



**CEO**

Built wellness  
products at PwC



**COO**

Built B2B online therapy  
[Yasno.live](#), \$40M+ ARR

Advisor, mental health in B2B



# Problem

## One day your remote team doubles in size

and it becomes difficult for employees to share their struggles and valuable observations



We used to discuss any issues on the spot! What happened? 🤔

The bigger the team – the harder it is to share your feedback in existing channels...

Btw, keeping it to yourself contributes to **alienation, disengagement and ignorance**



# Current solutions

## Existing channels suddenly don't feel like a good fit

especially to the new remote employees who haven't been in your team from the beginning



I feel like we are going in the wrong direction.  
But no one asked for my opinion, right? 😞

**Stand-ups and retros** narrow the focus to things  
that are in progress, like current sprint



**Personal emails & DMs** almost always look like a  
too big deal. And **surveys & 1to1s** aren't ad hoc

# Cost

## Stress-related attrition cost = 9% of annual C&B budget

in recruitment and integration activities. Not accounting for cultural damage



The cost is validated with HRs from **Amazon**,  
**McKinsey**, **PwC** and smaller tech companies

Key numbers – turnover in tech: **20%**;  
**50% due to stress**; replacement cost: **90%** of  
annual salary



# Debrief

## Quick AI-guided interviews about your work context

after a meeting, work day, task or when feeling confused – go through a context-specific debrief facilitated by GPT and share with people involved in a dedicated reflection channel

On the go – by chatting in Slack

Discuss events from your calendar

Debrief app

Right questions are asked

What do you think about this prospective lead? What should we do to close him?

This guy really needs one good referral. We should focus on that.

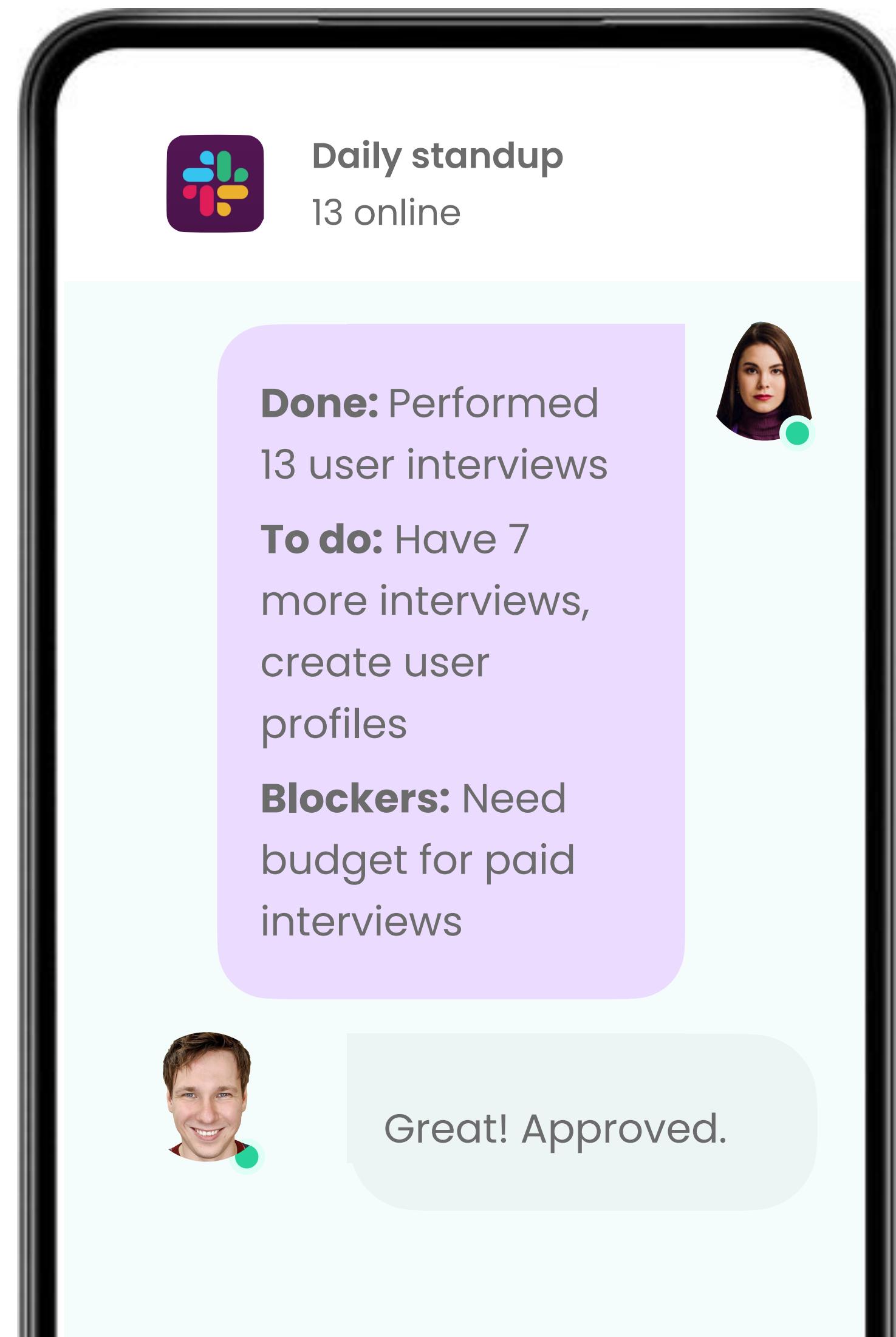
Brain storming and sharing

GPT drives and summarises reflection

Edit your summary in web, export or share

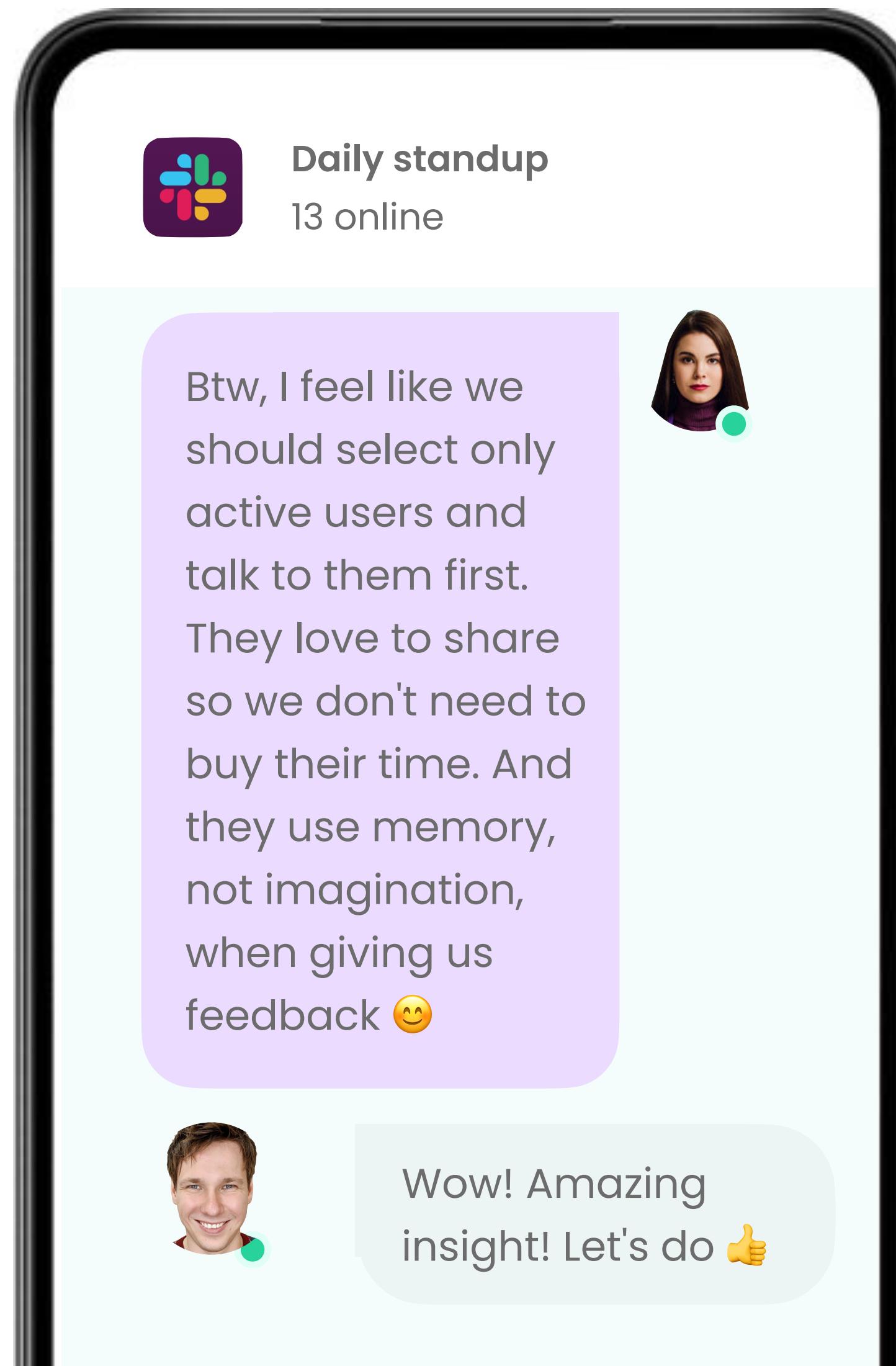
# Typical standup report...

- ✓ facilitated by 3 standard questions
- ✓ looks good



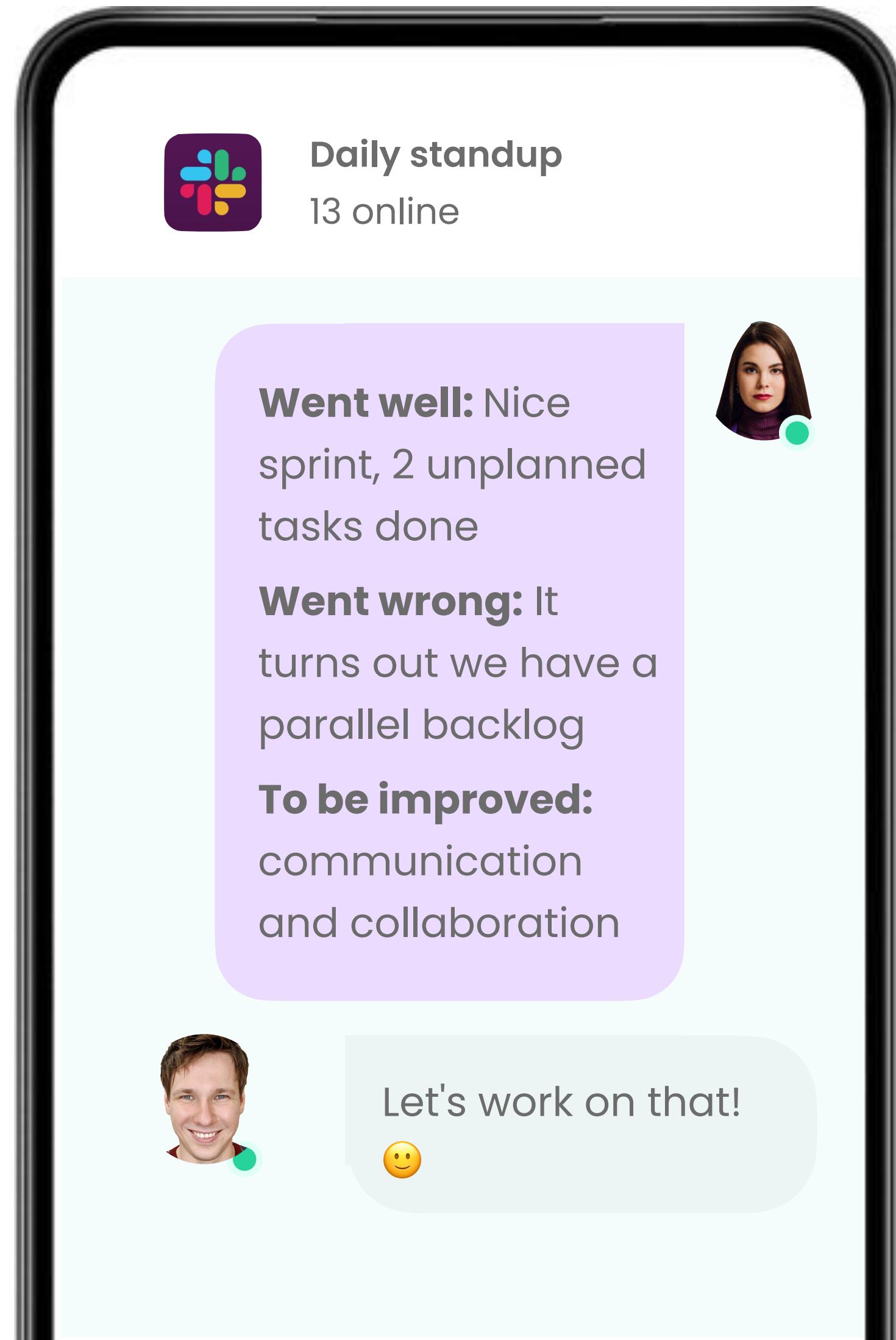
# ...add GPT reflection on top

- ✓ facilitated by context-specific chatting
- ✓ actually moves things forward



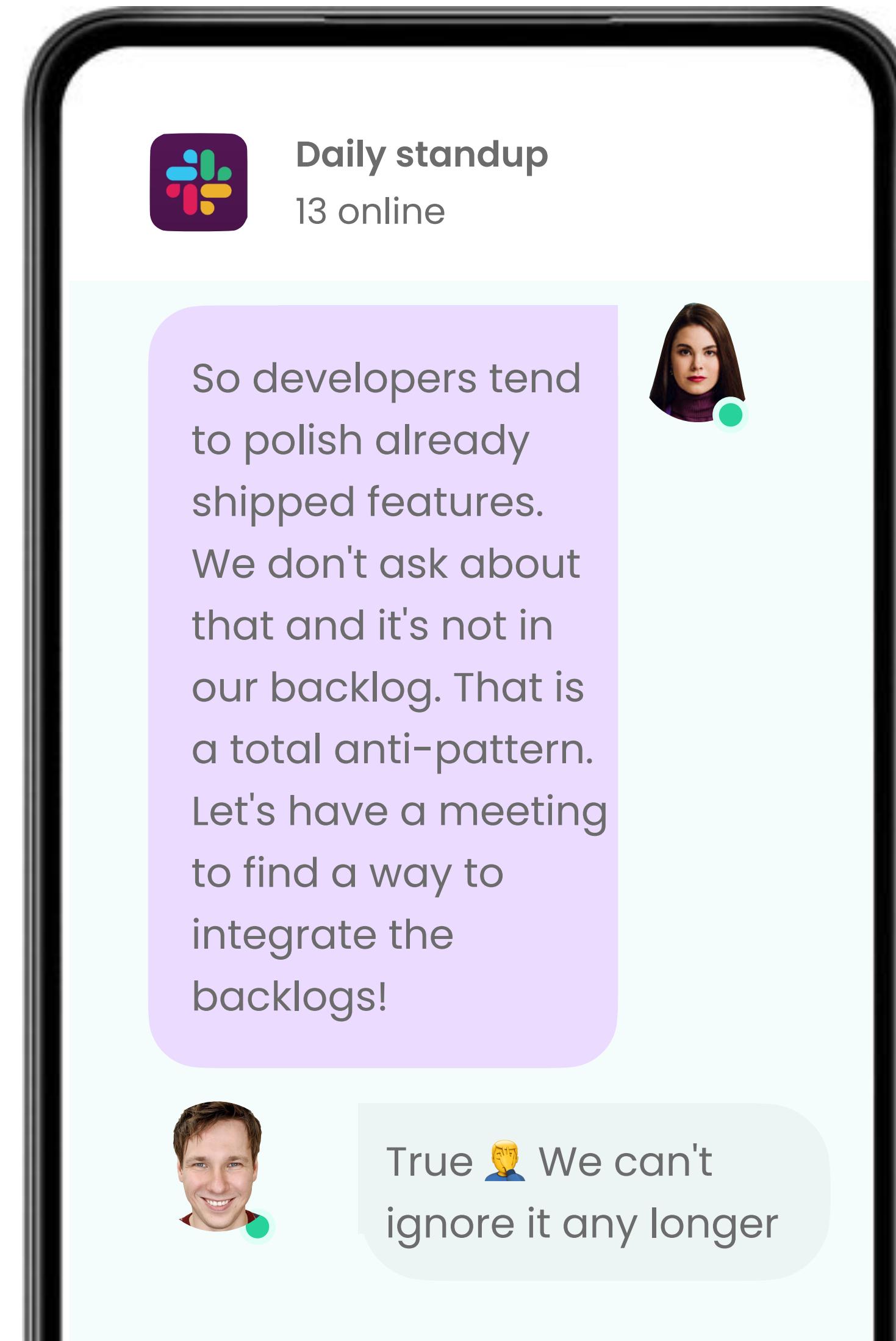
# Typical async retro...

- ✓ facilitated by 3 standard questions
- ✓ looks good



# ...add GPT reflection on top

- ✓ facilitated by context-specific chatting
- ✓ actually moves things forward



# Slack app MVP



PRODUCT HUNT

#1 Product of the Day

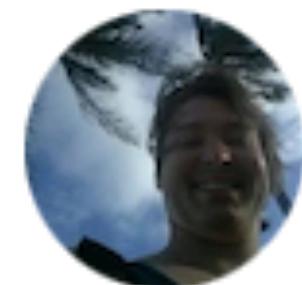
[producthunt.com/products/debrief-2](https://producthunt.com/products/debrief-2)



Roman Kumar Vyas @roman\_kumar1 ✅

Great product, I will try it with my team.  
We have 350 people in Slack.

Refocus co-founder



Ilya Bukeev @ilya\_bukeev

Have been participating in the early testing.  
Loved it and looking forward to trying the next iteration!  
This is huge and underdeveloped problem space -  
wish the team best to crack it!

Doordash PM, ex-Amazon



Maria Lazareva @maria\_lazareva1

This tool supports current trends and  
meets the needs of the business  
environment in the corporate  
world. Not only in tech.

HR BP, Pernod Ricard

# Market

**\$25B in US corporate wellness budgets in Y23, CAGR 8%**

Well-being / stress reduction tools penetrate back offices in tech, finance, health, retail and other sectors



Valuable employees still quit to less stressful  
jobs despite the flexibility and perks provided 😞



**facebook**

Flexibility alone doesn't make people love their  
job. It is the **meaningful experience** that matters



JPMORGAN  
CHASE & CO.

To make our case for HR we consulted with **buy & sell-side US experts** (HR Amazon, McKinsey; B2B Sales in Calm). In SME we approach mgmt.



# Pre-seed round

**We raise +\$600k at post-money \$6m to a Delaware C-corp**

to achieve \$1M arr in '23, \$100M arr in 5 years



Standard YC SAFE, Valuation cap, no discount  
<https://www.ycombinator.com/documents/>

Y22: \$15K self-funded, \$160 raised from 6 angels.  
Built MVP for Slack. Won **product of the day** on PH



Q1 Y23: close the round with 1 leading fund +  
group of angels. Seed round in Q1 '24 – \$1m.

# Roadmap

## Solve the pain for teams and maximise the room for scaling

by meeting requirements of enterprise clients and integrating with key corporate software

**Solve the pain:** make bite-sized interviews the easiest way to report & share struggles

Q1

Q2

Become **eligible for big clients:** enterprise grade security, HR/mgmt dashboards, etc.

Q3

Q4

Scale from founders-led sales and piloting to the team of remote **US based salesforce**

Add messengers: MS Teams, Discord, Google chat and **focus on growth**