# **Pitchbook changes and prototype review**

### Demo Overview

* Team presented two major features:
  + Pitchbook Creator with enhanced UI/UX
  + Client Meeting Prep Agent with dynamic briefing capabilities
* Demos prepared for broader presentation tomorrow

### Pitchbook Creator Updates

* Added data source selection capability within prompt bar
  + New icon allows selection of specific data sources (SEC, CRM)
  + Enables targeted querying against selected data
* Enhanced new slide creation functionality
  + Added prompt builder interface
  + Allows selection of audience, purpose, and specific elements
* Maintained core capabilities:
  + Content draft generation and replacement
  + Chart editing functionality
  + Team slide updates
  + Transaction tile management

### Client Meeting Prep Agent Features

* Dynamic morning brief with:
  + Top 5-10 key points about company
  + Last updated timestamp
  + Source attribution for each insight
* Expandable sections with detailed company information:
  + Company snapshot
  + Financial performance
  + Public sentiment
  + Internal coverage relationships
* Interactive capabilities:
  + Users can elaborate on talking points
  + Generate printable briefs
  + Track editing history
* Planned collaboration features for team editing

### Key Feedback Points

* Need to make Pitchbook Creator more Gen AI-centric in user experience
* Reduce morning brief points from 10 to 5 most relevant items
* Add historical pitch access for similar companies in sector
* Include underlying source attribution at bottom of slides
* Improve connection between brief highlights and detailed sections
* Consider dynamic content based on:
  + Meeting timing
  + User seniority
  + Recent events (earnings, news)

### Implementation Considerations

* Must balance Gen AI capabilities with banker comfort level
* Need to standardize brief sections across all meeting types
* Consider integration with Note Taker for meeting history
* Ensure CRM data flows into relationship insights
* Plan for workspace collaboration requirements

### Next Steps

* Clean up prototypes for tomorrow’s presentation
* Update Aiden Banking naming to Aiden Banker
* Add earnings example to data source demonstration
* Implement source attribution on slides
* Review brief content generation approach for real-world accuracy

“ServiceNow boasts over $22B in contracted revenue, with 22% YoY growth in near-term execution (cRPO). This reflects both customer retention and expansion, with 508 enterprise customers now generating over $5M in annual contract value.”

### ✅ 1. Remaining Performance Obligations (RPO / cRPO)

| **Metric** | **Mock Value** |
| --- | --- |
| **Remaining Performance Obligations (RPO)** | $22.1B |
| **YoY Growth (RPO)** | +25% |
| **Current RPO (cRPO)** | $10.31B |
| **YoY Growth (cRPO)** | +22% |
| **Number of Customers with >$5M ACV** | 508 (+20% YoY) |
| **# of $1M+ Net New ACV Transactions (Q1)** | 72 |

“Digital workflows now represent 88% of revenue — a testament to ServiceNow’s evolution from ITSM into a cross-departmental enterprise OS.”

### ✅ 2. Segment Revenue Breakdown

| **Segment** | **FY 2024 Revenue** | **% of Total** | **YoY Growth** |
| --- | --- | --- | --- |
| **Digital Workflow Products** | $9.42B | 88.5% | +22.7% |
| **ITOM Products** | $1.22B | 11.5% | +22.3% |
| **Total** | $10.64B | 100% | +22.6% |

“With $3.7B in annual free cash flow and a forecasted FCF margin of 32%, ServiceNow is not just growing — it’s scaling profitably at enterprise-grade.”

### ✅ 3. Free Cash Flow & Margin Guidance

| **Metric** | **Mock Value** |
| --- | --- |
| **Free Cash Flow (TTM)** | $3.68B |
| **FCF Margin (Guidance)** | 32.0% |
| **Operating Margin (FY Guidance)** | 30.5% |
| **Subscription Gross Margin** | 83.5% |