Glu Pitch Deck: Presenter Script

The Story Arc

One sentence version:
Shopping is moving to AI, most merchants will become invisible, we make them visible, and we're the only ones focused on Shopify SMBs.

The emotional journey:
Fear → Urgency → Hope → Credibility → Confidence → Action

OPENING (Before Slide 1)

Walk in. Pause. Make eye contact.

- "Can I ask you something?"
- "When's the last time you Googled a product… and actually clicked through to page two?"
- *Pause for effect*
- "Now imagine you don't even get to page one. You're not in the results at all."
- "That's what's about to happen to millions of Shopify merchants."

SLIDE 1: Title

Don't linger. This slide is a beat, not a destination.

- "Glu. Five words: Show up in ChatGPT Shopping."
- "That's what we do. Let me show you why it matters."

TRANSITION: "Let me paint you a picture of what's happening right now…"

SLIDE 2: The Problem

This is where you create the fear. Speak slowly. Let it land.

- "Three hundred million people now have access to ChatGPT."
- "When they ask 'What's the best running shoe for marathon training?'… ChatGPT gives them an answer."
- "Not ten blue links. An answer. Two, maybe three recommendations."
- *Pause*
- "If you're not one of those three… you don't exist."

Key phrase: "AI doesn't show ten options. It shows THE option."

- "Google AI Overviews? Same thing. Forty percent of searches now."
- "Voice assistants? Forty billion dollars in commerce. Also same thing."
- "The funnel isn't narrowing. It's collapsing."

TRANSITION: "Now, you might think this is a 2027 problem. 'We have time.' You don't."

SLIDE 3: Why Now

Shift from fear to urgency. Pick up the pace slightly.

- "This isn't a prediction. It's already happening."
- "Adobe just paid nine billion dollars for Semrush. Why? AI optimization."
- "HubSpot acquired XFunnel six weeks ago. Same reason."
- "The biggest players in marketing software are racing into this space."

Key phrase: "When Adobe pays nine billion dollars, they're not guessing. They know."

- "But here's the thing about big companies…"
- "They're slow. Integration takes 12-18 months. Product decisions go through committees."
- "We're already here. We're already building."

TRANSITION: "So how big is the opportunity we're chasing?"

SLIDE 4: Market Size

Be confident but not defensive. You've done the math.

- "I'm not going to show you a fifty billion dollar TAM slide."

- "Here's what I know for certain:"
- "There are 35 to 50 thousand Shopify merchants doing five to fifty million in revenue."
- "These are real businesses. They have marketing budgets. They understand the problem."

Key phrase: "We don't need a huge market. We need a winnable one."

- "If we capture ten percent of this segment at six thousand dollars a year…"
- "That's twenty-one to thirty million in ARR."
- "That's a two hundred million dollar company at SaaS multiples."
- "Big enough for everyone in this room to do very well."

TRANSITION: "So what exactly do we do for these merchants?"

SLIDE 5: Solution

Shift to hope. You're the answer to the problem you just described.

- "Glu makes Shopify stores speak AI's language."
- "Install takes five minutes. Same day, you see optimized content."

Walk through simply:

- "We analyze your products."
- "We optimize how AI platforms read them."
- "We structure the data so AI understands your catalog."
- "We monitor where you show up."

Key phrase: "Your products start speaking AI's language."

- "Native Shopify app. Billed through Shopify. Zero friction."

TRANSITION: "Let me show you what that actually looks like…"

SLIDE 6: How It Works

This is your "aha" moment. Make it visual in their minds.

- "Here's a real example."
- "Before Glu: 'Blue running shoes for men.' That's what AI sees."

- "After Glu: 'Brooks Ghost 15, men's running shoe, ideal for neutral pronation, marathon training, weighs 10.2 ounces…'"

Pause

- "Now when someone asks ChatGPT for marathon training shoes…"
- "…the AI actually understands what you sell."
- "It can recommend you. It can explain why."

Key phrase: "We turn product pages into AI-ready answers."

TRANSITION: "Now, we're not the only ones who see this opportunity…"

SLIDE 7: Competitive Landscape

Be honest. Acknowledge reality. Then differentiate.

- "Profound raised twenty million from Kleiner Perkins. They're good."
- "But they're enterprise-only. Custom pricing. No Shopify integration."
- "Adobe owns Semrush now. They'll build this eventually. Twelve to eighteen months out."
- "HubSpot has XFunnel. Great for B2B. Not ecommerce."

Key phrase: "Everyone's building for enterprise. No one's building for Shopify."

- "We're the only ones native to Shopify, focused on AI optimization, at SMB pricing."
- "But here's our real moat…"
- "Every merchant we optimize teaches our algorithms what works."
- "Our data gets smarter with every customer."
- "That compounds. Speed doesn't."

TRANSITION: "Let me show you the business model…"

SLIDE 8: Business Model

Simple. Clear. Don't overcomplicate.

- "Three tiers. Ninety-nine, two ninety-nine, five ninety-nine."
- "Based on catalog size."
- "Average contract: three hundred a month. Thirty-six hundred a year."

- "Eighty percent gross margins. Standard SaaS."

Key phrase: "Billed through Shopify means zero payment friction."

- "Target LTV: twelve thousand dollars over three-plus years."
- "Simple model. Easy to understand. Easy to scale."

TRANSITION: "So where are we today?"

SLIDE 9: Traction

Be honest. Honesty is your differentiator here.

- "We're in beta. Eight active merchants."
- "Zero revenue. I'm not going to pretend otherwise."
- "But here's what matters…"

Lean in

- "These merchants are investing real resources. Hours every week with our team."
- "They're not paying yet, but they're betting their time. That's harder to get than money."

What we've proven:

- "Merchants understand this problem. We don't have to convince them AI matters."
- "Integration works. Five minutes to install, same day optimization."
- "Content quality is there. Their marketing teams have validated it."

What we haven't proven:

- "Results. And I want to talk about that directly."

TRANSITION: "Because there's something you need to understand about this market…"

SLIDE 10: The Validation Gap

This is your honesty moment. Don't rush it.

- "Here's the hard truth about AI optimization."
- "When you optimize content… AI platforms don't update instantly."

- "It takes four to eight weeks for ChatGPT, Google AI Overviews to re-index."
- "That means merchants can't see results immediately."

Pause. Let it sink in.

- "I could hide this from you. Other companies will."
- "But you'd figure it out eventually. So let me tell you how we're solving it."

Week 1:

- "Immediate value. Optimized content live on your store. AI readiness score."
- "You see something working day one."

Weeks 2-4:

- "Leading indicators. We track crawl activity. Indexing confirmation."
- "You see the platforms noticing you."

Weeks 4-8:

- "Results validation. Recommendation tracking. Traffic attribution."
- "You see the business impact."

Key phrase: "We don't hide the timeline. We manage it."

- "SEO agencies have sold 'wait six months' for twenty years."
- "We can sell 'wait eight weeks' if we're honest about it."

TRANSITION: "Now let me tell you why we're the team to do this…"

SLIDE 11: Team

This is your credibility moment. Own your experience.

- "I've been in ecommerce content optimization for ten years."
- "Built and sold a company. Seven-figure exit."
- "Bonzai.co—that's my current company—generates positive cash flow today."
- "I'm not doing this because I need a job. I'm doing this because I see the opportunity."

On CTO:

- "Sangeeta comes from Amazon and Microsoft."

- "Led [specific team/project]. Built systems at [scale]."
- "She's not here because she couldn't get hired elsewhere. She's here because she believes in this."

Key phrase: "We've worked together for [X] years. We know how to ship."

- "And here's our unfair advantage…"
- "Seventy percent of Glu's codebase comes from GLU V1. Already built. Already tested."
- "We're not starting from scratch. We're building on a foundation."

TRANSITION: "So here's what the next eighteen months look like…"

SLIDE 12: Financials & Milestones

Milestone-driven, not projection-driven. Grounded.

- "I'm not going to show you a hockey stick."
- "Here's what we're actually going to do."

Months 1-6:

- "Convert three beta customers to paid. That's ten K MRR."
- "Get to fifteen total paying merchants. Thirty K MRR."
- "Prove retention through first renewal cycle."
- "Solve the validation gap with leading indicators."

Months 6-12:

- "Forty merchants. Eighty K MRR."
- "First cohort retention data. Target: eighty-five percent plus."
- "Real Shopify App Store traction."

Months 12-18:

- "Seventy-five plus merchants. One fifty K MRR."
- "Proven unit economics. LTV to CAC above three to one."
- "Clear trajectory to three million ARR."

Key phrase: "Conservative targets. We'd rather over-deliver."

TRANSITION: "Here's what we're asking for…"

SLIDE 13: The Ask

Clear. Direct. No hesitation.

- "Two million dollars. Pre-seed SAFE. Twelve million cap."

Walk through the allocation:

- "Nine hundred K on team. Three senior engineers. Two customer success."
- "Seven hundred K on growth. Customer acquisition, App Store optimization, content."
- "Four hundred K runway buffer. Room to iterate and learn."

Key phrase: "Eighteen months of runway to hit Series A milestones."

- "Monthly burn: about one ten K."
- "We're not raising to figure out what to build. We know what to build."
- "We're raising to build it fast enough to own the market."

TRANSITION: "So why now? Why this investment?"

SLIDE 14: Why Invest Now

Build to confident close.

Timing:

- "AI commerce isn't coming. It's here."
- "Adobe and HubSpot just paid billions to validate this market."

Team:

- "We've built and sold companies."
- "Seventy percent of the code is already written."
- "We know this market cold."

Traction:

- "Beta merchants are investing real resources."
- "The problem is validated. Now we prove the solution."

Terms:

- "Twelve million cap is reasonable for pre-revenue but post-product."
- "Strong team. Right timing. Clear path."

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CLOSING (After Slide 14)

Step away from the slides. Make eye contact.

- "The window for Shopify-native AI optimization leadership is twelve to eighteen months."
- "After that, Adobe has integrated Semrush. HubSpot has scaled XFunnel. Shopify may have built something native."
- "The window closes."

Pause

- "We intend to own that window."
- "We have the team, the timing, and the technology."
- "What we need is the capital to move fast enough."

Final line: "Questions?"

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DELIVERY NOTES

Pacing

- **Slides 1-3:** Build tension. Slower. Let fear and urgency land.
- **Slides 4-8:** Pick up pace. You're solving the problem now.
- **Slides 9-10:** Slow down again. Honesty requires space.
- **Slides 11-14:** Confident, steady. You're closing.

Physical Presence

- Move during transitions. Stand still during key phrases.
- Make eye contact when delivering "key phrase" moments.
- Don't look at slides. You know this cold.

If You Only Remember Three Things

1. "AI doesn't show ten options. It shows THE option."
2. "We don't hide the timeline. We manage it."
3. "The window closes. We intend to own it."

Timing Target

- Total presentation: 15-18 minutes
- Leave 10-15 minutes for questions
- If running long, cut market size detail (Slide 4)

THE STORY IN ONE PARAGRAPH

Use this to center yourself before every pitch:

"Shopping is moving to AI. When customers ask ChatGPT for product recommendations, most Shopify merchants won't be in the answer. They'll be invisible. We fix that. Glu makes Shopify stores speak AI's language so they show up when AI recommends products. We're the only ones building this for Shopify SMBs—everyone else is focused on enterprise. Our team has done this before, seventy percent of our code is already built, and beta merchants are investing real resources because they understand the urgency. The window to own this market is twelve to eighteen months. We intend to own it."