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Light Pitch Deck (5 Slides)

Slide 1: Problem & Vision

- **Objective:** Highlight the overwhelming cybersecurity information overload faced by professionals and introduce MyFeeds-AI's mission to solve it.
- **Content:** Emphasize that security executives and analysts struggle to keep up with a flood of daily threat reports and news – "like drinking from a firehose" [1] . Critical signals are buried in noise, leading to missed warnings and slow responses. Introduce MyFeeds-AI's vision: a personalized AI-driven news feed that **gives time back** to busy professionals by delivering *the right information at the right time* without the overload [2] . MyFeeds-AI essentially *"sells time"* by alerting users to crucial developments faster than they could on their own [2] . This opening slide should grab attention with the pain point (hours wasted filtering news, risk of missing breaches) and a bold vision statement of how MyFeeds-AI ends the chaos.
- **Visuals:** A simple before-and-after illustration. **Before:** A stressed CISO drowning in news (depict stacks of reports or a firehose of data). **After:** A calm CISO receiving a concise brief (perhaps a funnel/filter icon turning the firehose into a few key bulletins). This contrasts the information overload vs. MyFeeds-AI's focused feed. Keep it clean and relatable, avoiding dense text.
- **Tone:** Urgent and empathetic to the pain ("information overload crisis" [1]), then optimistic and visionary about the solution. The tone should be pragmatic (fact-based about wasted hours) yet inspiring (promise of relief). *Think of how Superhuman underscored email overload and then promised super-efficiency – we mirror that dynamic.* Clearly articulate the mission in one memorable line (e.g., *"Never miss critical news – MyFeeds-AI filters the cyber noise for you"*).

Slide 2: Solution Overview

- **Objective:** Present MyFeeds-AI's solution and unique approach at a high level, highlighting what it is and why it's different.
- **Content:** Define MyFeeds-AI as a **GenAI-powered personalized news platform** that *automatically collects and structures cybersecurity news into a rich knowledge graph, then matches it to each user's persona (role-specific interest graph) to deliver highly relevant, context-aware briefings* [3] . Emphasize the **key differentiator**: unlike black-box AI tools, MyFeeds-AI provides **explainable, deterministic AI** outputs – every summary or alert comes with evidence and source attribution [4] . In practice, MyFeeds-AI uses large language models *not* as opaque oracles but as assistive engines working with the knowledge graph to generate summaries **with full provenance** [5] . This means users can trust the briefings and even drill down to **see why an article was selected and where the information came from** [4] . Mention that the platform adapts to different cybersecurity roles (CISO vs. engineer vs. CEO), delivering the same news in different flavors appropriate to each audience (multi-persona personalization) [6] . Keep it concise: one sentence on the tech (LLMs + semantic knowledge graphs + personas) and one on the benefit (personalized, explainable intelligence).
- **Visuals:** A conceptual **architecture diagram** or flow illustrating how MyFeeds-AI works. For example: icons for **Data Sources** (security news feeds) flowing into a **"Knowledge Graph"** node, then into an **LLM/AI** node, and finally branching out to different **Persona feeds** (e.g., "CEO Briefing", "CTO Briefing") to show tailored outputs. Highlight *"Explainability"* with an icon (like a magnifying glass on a data point) to indicate traceable sources. The visual should communicate the pipeline: **Ingest → Analyze (Graph + AI) → Personalized Brief**.

- **Tone: Professional and solution-focused.** Confidently assert the innovation without hype. Use clear, technical-but-accessible language (avoid buzzword overload). The tone should be pragmatic, as if explaining a cutting-edge solution in a board meeting: *factual and reassuring*. We want investors to nod along that this approach is smart and **unique** (mention "no black box" to underscore transparency [4]). Channel best practices from Figma's pitch by illustrating a complex tech idea with simple visuals and language.

Slide 3: Market & Early Traction

- **Objective:** Quantify the market opportunity and validate interest via initial traction, establishing investor confidence in demand and feasibility.
- **Content: Market:** Highlight that the target market is massive and growing. Professionals who need curated, timely information are in the **tens of millions globally** [7] . Focus initially on the cybersecurity segment: thousands of companies (and their CISOs, security directors, analysts) worldwide struggle with info overload, representing a lucrative beachhead market. Note that **information overload is universal**, and success in cybersecurity is just the start – the model can expand to other high-value domains like finance or healthcare (future growth potential) [8] [7] . Consider visualizing TAM/SAM/SOM: e.g., TAM = all knowledge workers (~10M+), SAM = cybersecurity professionals globally (e.g., ~100k organizations), SOM = initial reachable market (early adopters via networks, say top 1-2k orgs). **Traction:** MyFeeds-AI is not just an idea – an **MVP is live** (mvp.myfeeds.ai) and has already delivered personalized cyber news digests for different roles (CEO, CTO, CISO, etc.) using real data [9] . Several Chief Information Security Officers have tested it and **validated its value**, reporting that it **saves them significant time and keeps them better informed** [10] . Mention any early metrics or anecdotes (e.g., "Early beta had N users across X companies" if available, or "Pilot users include Fortune 500 security execs" – use hypothetical framing if exact figures are not in source). Also highlight founder's **credibility** in accessing this market: Dinis Cruz is a well-connected security entrepreneur with a prior successful exit [11] , giving MyFeeds-AI a network of initial users and advisors.
- **Visuals: Market size graphic:** a simple bar chart or concentric circles for TAM/SAM/SOM as described (use broad estimates to show scale). Use icons for personas (e.g., a shield for cybersecurity sector) to illustrate initial focus vs future markets. **Traction graphic:** perhaps a small timeline or snapshot – e.g., "Q2 2025: MVP launched", "Q3 2025: 10 pilot users (5 CISOs) onboarded", etc., to visually indicate progress. Could also include a testimonial quote from an early user (if available or fabricated for illustration, e.g., *"MyFeeds-AI cut my daily news scanning from 2 hours to 15 minutes"* – ensure it aligns with the reported time savings [10]).
- **Tone: Data-driven and optimistic.** Use credible numbers and facts to excite investors about the opportunity without exaggeration. The tone should convey *momentum* – e.g., "We've already proven demand in our niche" – while showing *huge upside*. Keep it professional (avoid overly grandiose claims; instead let numbers and user feedback speak). This slide should feel like how Notion or Figma pitched their early user love and market size clearly and confidently.

Slide 4: Business Model

- **Objective:** Explain **how MyFeeds-AI will make money**, with focus on a sustainable, scalable model and strong unit economics.
- **Content:** MyFeeds-AI employs a **multi-stream revenue model** [12] designed as a win-win for users and content providers. **(1) Subscription SaaS (B2C & Teams):** Individuals and small teams subscribe for personalized daily briefs. A free tier hooks users with basic features, while premium tiers (at tens of euros/month) offer deeper customization, real-time alerts, and premium sources [13] . Pricing is set to ensure **each user's fee exceeds the cost to serve them** – *"as long as we charge more than the LLM API cost per feed, it's profitable"* [14] – yielding **healthy unit economics from day one** [15] . Every user (after trial) contributes margin, meaning **no**

subsidization or negative gross margins. **(2) Enterprise Licenses (B2B):** Companies can purchase packages for organization-wide intelligence. For example, an enterprise might get 10 seats plus multiple persona feeds (e.g. technical daily briefs for engineers, high-level weekly summaries for the board, real-time alerts for incident teams) all auto-generated from the same content pool [16] . Enterprise pricing scales with size and value delivered (per-seat or flat-fee bundles), and on-premise deployment is available for an extra fee (catering to compliance-focused clients) [17] . This flexibility not only taps larger budgets but also serves as a **moat** (few competitors can offer self-hosted AI services) [17] . **(3) Content Partnerships (Revenue Sharing):** Whenever a user's briefing includes content from a partner publisher, a slice of revenue goes back to that content creator [18] . MyFeeds-AI thus aligns incentives with publishers, **rewarding quality journalism** – a novel approach in news aggregation. As the founder says, *"the more money we pay content providers, the more we can charge our customers"* [18] , creating a virtuous cycle of better content and higher willingness to pay. Summarize that these streams combine recurring revenue with usage-based upsells (e.g. API calls, extra summaries) [19] , providing a robust financial foundation.

- **Visuals:** A **revenue stream diagram** (e.g., three pillars labeled "Subscriptions", "Enterprise SaaS", "Revenue Share") with brief descriptors under each. Possibly a flowchart: **Users pay MyFeeds-AI → MyFeeds-AI shares portion with Content Providers**, highlighting the ecosystem. Another visual element can be a **unit economics pie** showing cost vs revenue per user (illustrating margin). Keep it simple and graphical (icons for user, enterprise, publisher, etc.), avoiding spreadsheet-level detail.
- **Tone: Pragmatic and investor-focused.** Emphasize efficiency and profitability: "sustainable business from day one" should come across confidently [15] . The tone should convey that the model is well thought out, referencing known successful SaaS patterns (recurring revenue, upsells, network effects). It should be optimistic (multiple revenue streams for growth) but also **grounded in logic** (showing awareness of costs and value delivery). Essentially, speak to the investor's mindset: ROI and scalability.

Slide 5: Ask & Use of Funds

- **Objective:** State the funding requirement (the "ask"), what equity is offered, and detail how the funds will be used to achieve key milestones, assuring investors of a high return on investment.
- **Content: We are raising €300,000 for a 20% equity stake**, implying a €1.5M post-money valuation [20] [21] . This seed funding will fuel the next 12–18 months of growth (a **runway of up to 1.5 years** given our lean, serverless infrastructure and low burn rate) [22] . **Use of Funds:** ~50% for product development and engineering, 25% for marketing and community outreach, 15% for content partnerships and integrations, and 10% for general admin and legal [23] . In practice, this means hiring 2 additional engineers (to accelerate feature development like advanced analytics and feedback integration), allocating budget to grow our user base (through targeted campaigns at cybersecurity conferences and online communities), and onboarding key content partners (possibly offering integration support or small advances to premium content sources). **Milestones with this funding:** (1) Build out the product to **achieve strong product-market fit in the cybersecurity sector** (our first target vertical) [24] . (2) Convert our pilot users into paid customers and reach ~€200k+ annual recurring revenue within 18 months [25] . (3) Develop case studies and referenceable deployments (e.g., a handful of flagship enterprise clients in security) to position us for a larger Seed+ or Series A round. Highlight that this capital will enable us to hit an inflection point — a proven, revenue-generating product — without needing excessive burn. Our lean approach (cloud-native, no heavy fixed costs) means **every euro goes into product and customer growth, not waste** [26] .
- **Visuals:** Use a **pie chart or bar chart** to show the use-of-funds breakdown (color-coded slices for Product 50%, Marketing 25%, Partnerships 15%, Admin 10%). Next to it, a simple **milestone**

timeline: e.g., "Q4 2025: Launch paid version" -> "Mid-2026: 100+ paying users, €250k ARR" [27] -> "End of 2026: Expand to new vertical (finance)". These milestones should visually show the trajectory enabled by the investment. Also consider overlaying the **valuation**: €1.5M now, with implied future valuation growth as milestones are met (to hint at investor ROI).

- **Tone: Confident and straightforward.** This is essentially the "close" of the pitch, so project trust and ambition. Be very clear about numbers and purpose (like how Notion's deck was very clear on ask and plan). The tone should balance optimism (talk about hitting key targets and growing valuation) with realism (demonstrate a frugal and focused use of funds). Use action-oriented language: "accelerate product development," "expand outreach," "onboard X customers." End on a note that invites partnership: e.g., *"We're looking for angel partners who can open doors in this space as we scale. With €300k, we will transform MyFeeds-AI into the go-to solution for cybersecurity news – and deliver significant value in return."* Keep it professional, ending the light deck on a high, opportunity-oriented tone.