



# MyFeeds.ai Pitch Deck Brief

## Overview

MyFeeds.ai is an early-stage **open-source** startup that delivers personalized cybersecurity news feeds for security professionals. Its core objective is to **save time for security executives** by alerting them to relevant industry events and insights as soon as they emerge. The platform uses **semantic knowledge graphs** and AI (Large Language Models) to tailor news and threat intelligence to each user's specific needs, providing **explainable, real-time recommendations** rather than overwhelming users with generic feeds.

**Target Users:** Chief Information Security Officers (CISOs) and other cybersecurity leaders who need to stay on top of industry news and threats. Every security executive must stay aware of what's happening in cybersecurity, but existing solutions are inadequate (too many sources, not personalized). MyFeeds.ai addresses this gap with a unique, personalized approach.

**Goal of This Brief:** This document distills the key points (from the founder's voice memo) about MyFeeds.ai into a structured format. It will serve as the basis for creating two pitch decks (a concise version and a detailed version) aimed at **angel investors**. The tone should be professional, confident, and visionary, highlighting the innovative approach and the open-source, scalable nature of the solution. The brief is organized into sections corresponding to typical pitch deck slides, with guidance on content for both a short (~5 slide) and a longer (full) pitch deck.

## Problem Statement

Cybersecurity executives face **information overload** in trying to keep up with daily security news and threat intelligence <sup>1</sup>. There are **too many data feeds and sources** (news sites, vendor blogs, threat reports, social media, etc.), and most are **not tailored** to an individual's role or interests. Key challenges include:

- **Noise vs. Relevance:** Identifying which threats or news items are relevant to a specific organization or role is difficult amidst the flood of information <sup>1</sup>. A CISO in finance may care about different threats than a SOC analyst in tech, yet they often see the same feeds.
- **Time-Consuming Monitoring:** Security leaders spend significant time manually sifting through feeds and newsletters to find actionable insights. Important updates can be missed if one isn't watching the right source at the right time.
- **Lack of Personalization:** No existing news aggregator provides truly personalized, **role-specific insights** for security professionals. Current solutions (RSS readers, generic newsletters, threat intel feeds) are one-size-fits-all or require heavy manual tuning. There is a need for **structured, actionable intelligence** rather than raw, unfiltered news <sup>2</sup>.
- **Reactive Posture:** Often, executives learn about major cyber events from others (e.g. an executive asks "Have you heard about X breach?") because they didn't see it in time. This reactive stance can be embarrassing and risky for the organization. Security leaders need a way to stay **proactively informed** on relevant developments.

**Summary of the Pain:** "It's impossible to keep up with everything happening in cybersecurity. The information is out there, but it's not curated for me. I might miss a critical update or waste hours filtering noise. I need a feed that tells me what I need to know, when I need to know it."

## Solution Overview

**MyFeeds.ai** is a personalized cybersecurity news feed and reporting service that addresses these challenges. It acts as a **smart curator** for each user, automatically gathering and filtering industry news so that **each security executive sees only the most relevant, important information** for them. The solution can be summarized as follows:

- **Personalized News Feeds:** Each user gets a feed (or multiple feeds) tailored to their specific **persona** (role, interests, and needs). For example, a CISO might have a **morning briefing persona** that focuses on overnight developments, and another persona for **cloud security news** if that's a key interest. MyFeeds.ai delivers the right content to the right persona at the right time.
- **Semantic Graph Matching:** MyFeeds.ai uses AI to build a **semantic knowledge graph** of each user's persona (capturing topics of interest, relevance of certain subjects, preferred urgency/frequency, etc.) and a graph of each news item (capturing its key topics, context, source credibility, etc.). By **connecting these graphs**, the system matches news to the user in a **deterministic, explainable** way. This means the platform isn't a mysterious black box – there is a clear reason why each article is shown.
- **Explainable Recommendations:** Every article or alert delivered comes with **provenance and rationale**. The user can, if interested, see *why* a given item was recommended – which of their interests or profile attributes triggered the match. This fosters trust and transparency, crucial for an AI-driven system.
- **Timely Alerts and Reports:** The platform provides value by ensuring that if "something important happens" in cybersecurity, the user knows about it **immediately** (or as early as possible). Instead of checking dozens of sources, the CISO gets a concise briefing. MyFeeds.ai can deliver these as push notifications, emails, or dashboard updates, focusing the executive's limited time on what matters most.

In essence, MyFeeds.ai is like a **personal cybersecurity news assistant** that continuously scans the horizon and tells you what you need to know, **before** your boss or colleagues ask about it. It's about giving **time back to the security professional** and ensuring they are never caught off-guard by news that affects their organization.

*For the pitch deck:* The **Solution** slide (or slides) should introduce MyFeeds.ai, possibly with a tagline like: "*MyFeeds.ai – Personalized Cybersecurity Intelligence, Delivered.*" It should then bullet out the above points (personalized feeds, graph technology, explainability, timely alerts), focusing on **benefits** (save time, relevant info only, be proactive) rather than just features.

## How It Works (Technology & Product Details)

MyFeeds.ai's innovation lies in how it uses **AI (LLMs) and knowledge graphs** under the hood to achieve personalization and explainability. The process can be broken down into steps (which can be visualized on a slide flowchart):

1. **Data Ingestion:** The platform aggregates data from **multiple cybersecurity news and threat intelligence sources**. This includes security news websites, blogs, vendor advisories,

vulnerability databases, social media (for emerging threats), etc. (A comprehensive list of sources or an example could be given in a detailed deck appendix). The data is continuously collected and stored (using open-source tools, e.g., FastAPI backend, AWS S3 for storage as per the MVP <sup>3</sup>). Historical data is kept to enable trend analysis and retrospective queries.

2. **Content Processing & Graph Creation:** Each incoming news item is processed with the help of **Large Language Models (LLMs)**. Instead of simply summarizing it, the LLM helps extract key metadata and context, creating a **structured representation (semantic graph)** of the content. For example, if an article is about a new ransomware targeting healthcare, the content graph might include nodes/tags for “ransomware”, “healthcare sector”, “malware family XYZ”, “critical severity”, etc. This turns unstructured text into a structured form that a computer can reason over.
3. **User Persona Profiles (Graphs):** On the user side, MyFeeds.ai allows the security executive to configure **personas**. A persona is like a profile defining what the user cares about:
4. **Role & Interests:** e.g., a CISO persona might prioritize high-level threats, breaches in their industry, major regulatory news; a technical persona might focus on vulnerabilities and technical write-ups.
5. **Language & Culture:** content language preference, any regional focus.
6. **Urgency & Format:** how quickly they want to be alerted on certain events, preferred delivery times (e.g., an 8am daily brief vs. immediate SMS for critical incidents).
7. **Depth of Content:** do they want just headlines, or detailed analysis? etc. These persona attributes are also represented as a **graph** (nodes might include “interest: ransomware”, “industry: finance”, “region: EU”, “prefers executive summary”, etc.). Multiple personas per user mean the user can have different feeds for different contexts (e.g., an executive summary for upper management vs. a technical digest for their security team).
8. **Matching Engine (Graphs Connection):** The core matching works by connecting the **news item graph** with the **persona graph**. If there’s sufficient overlap or alignment (e.g., the news item’s tags/topics intersect significantly with the persona’s tags/interests), then that item is deemed relevant and pushed to the user. This approach is **deterministic** – given the same graphs, it will always make the same decision – allowing MyFeeds.ai to explain why a match was made. Essentially, *“we showed you Article X because it is about Y and Z, which are topics in your profile, and it was deemed high-urgency which matches your alert settings.”*
9. **LLM-Enhanced Summaries:** Once a relevant item is identified, MyFeeds.ai can use LLMs to **translate or summarize** the content according to the persona’s needs. For example, the raw article might be rewritten into a brief executive summary in simple language for a non-technical stakeholder, or translated into the user’s preferred language. This is where LLMs act as a **transformation tool**, customizing how information is presented (without changing the facts). The key is that LLMs are *not deciding* what to show – they only help in packaging the content appropriately.
10. **Delivery:** The personalized content is delivered through convenient channels. Initially this could be email newsletters (each persona could correspond to a daily or real-time newsletter). It could also be a web dashboard or mobile app with notifications. The user can read the summary and, if needed, click through to the full original source. In an enterprise setting, integration with existing tools (Slack, Microsoft Teams, etc.) could be possible for alerting.
11. **Feedback Loops:** MyFeeds.ai incorporates three feedback mechanisms to continually improve relevance:
12. **Immediate Positive Feedback:** If a user finds a news item useful (implicitly by reading/clicking it or explicitly “liking” it), the system reinforces that connection in the persona graph (e.g., “user is interested in similar content”).
13. **Immediate Negative Feedback:** If a user dismisses or marks an item as not relevant, the system adjusts the persona graph to downplay that type of content in the future.

14. **Retrospective Feedback (Why Not?):** A unique feature: users can ask later, "Why didn't I see news about X?" Since the platform logs all news and the state of their persona at all times, it can analyze why a given event wasn't shown – maybe the persona graph lacked a key interest tag, or the source wasn't ingested – and it can adjust so that similar misses don't happen again. This **historical provenance** of recommendations is a major differentiator – it ensures accountability and continuous learning over time. Very few (if any) news services offer this kind of introspective analysis capability.
15. **Open-Source, Serverless Architecture:** The entire system is built with **open-source components** and runs serverlessly in the cloud. For example, the MVP uses FastAPI, AWS Lambda, and open LLM models. This means low operating costs and flexibility. The design is **future-proof:** if/when more data providers start offering structured feeds or APIs, MyFeeds.ai can ingest those directly (reducing reliance on the LLM step). Being open-source also fosters trust (code transparency) and eases potential integration with enterprise systems.

*Key takeaways for the deck:* The "**How It Works**" section should simplify the above for investors: - Emphasize the **knowledge graph approach** and how it yields **explainable AI** (a big plus: investors can trust that the platform isn't just a mysterious black box). - Mention use of LLMs as an **enabler (to build graphs and summaries)**, but that the core logic is deterministic and driven by user control. - Possibly include a simple diagram: User Persona Graph on one side, News Content Graph on the other, and a matchmaking in between, with a feedback loop arrow feeding back into the persona graph. - Highlight the **feedback loops and historical analysis** as a unique capability (this is a strong differentiator/moat). - Keep technical jargon minimal in the pitch – focus on what the technology does (personalize and explain recommendations) rather than how exactly (investors may not need to know about graph databases or FastAPI specifics in the slides, but mention if it strengthens the story, e.g., "built on proven open-source tech for scalability and cost-efficiency").

## Unique Value Proposition

MyFeeds.ai's value proposition can be summed up as "**Personalized, Explainable Intelligence for Security Leaders.**" What makes it truly unique and valuable compared to other solutions or approaches is:

- **Time Savings and Focus:** It **saves time** for busy security executives by cutting through noise and delivering only the information that matters to them. This time-saving has two aspects:
- **Discovery Time:** The time it would normally take to discover a critical insight (e.g. reading through 10 blogs to find one relevant story) is saved because MyFeeds.ai brings that insight to the user automatically.
- **Action Time:** By providing ready-to-share **personalized reports** (more on this below), it saves the user's time in communicating and acting on the information internally. Instead of writing summaries for different audiences, the CISO gets them prepared by the system.
- **Explainability & Trust:** Unlike black-box AI recommenders, MyFeeds.ai can explain exactly **why** it recommended each piece of content. This builds trust with users (and their organizations) because the system's decisions are auditable. It also means the recommendations are more **accurate and relevant** – if something irrelevant slips through, it's easier to diagnose and fix via the feedback loop.
- **Proactive Intelligence:** The service enables a more **proactive stance** on cyber threats and news. Users are less likely to be caught off guard by a question or news item, because MyFeeds.ai will have likely surfaced it. This **proactivity** can be a competitive advantage for organizations (e.g., being early in responding to a new vulnerability or having talking points ready for a board meeting about a big cybersecurity incident).

- **Multi-Persona Outputs:** MyFeeds.ai doesn't just send one generic newsletter. It can deliver **multiple tailored reports** as defined by the user's personas. For example, a security exec could configure:
  - A **daily brief for themselves** (covering top threats and news of the day).
  - A **weekly technical report for their team** (detailed analysis, vulnerabilities, patches released, etc.).
  - A **high-level summary for the executive board** (focused on business impact of security news, minimal jargon).
- Perhaps even a specialized feed for a specific project or interest (e.g., "Cloud Security updates"). These are all automatically generated, consistently formatted, and up-to-date. Essentially, the CISO becomes the hero who is always informing others, rather than scrambling to catch up.
- **Open-Source & Future-Proof:** The use of open-source technologies and an open approach means the platform can evolve rapidly with community input, and it avoids lock-in to any proprietary system. If news organizations in the future provide semantic metadata, MyFeeds.ai can ingest that directly (improving accuracy). The system is not overly dependent on any one AI model or vendor – it uses LLMs as a commodity component. This reduces risk and cost over time.
- **High Precision in Niche:** By focusing initially on cybersecurity executives, MyFeeds.ai can achieve a **depth of personalization** in that niche that broad platforms (like generic news aggregators or social media) cannot. It understands the cybersecurity context deeply (e.g., the difference between an exploit POC vs. a theoretical vulnerability, or the significance of a particular breach for a sector). This domain focus is part of its value; it's not just another news app, it's a **specialized intelligence tool** for professionals.

In a pitch deck, the **Value Proposition** might be conveyed in a single powerful statement (the tagline or mission statement) and a few supporting bullet points or icons. It might also be woven into the Problem/Solution slides. Ensure that the unique selling points (explainable AI, time-saving, personalization, proactive reporting, open-source) stand out clearly. Investors should easily grasp **what benefits** the product offers and **why users will love it**.

## Market Opportunity

The problem of information overload in cybersecurity is widespread, suggesting a significant market for MyFeeds.ai. Key points on market size and opportunity:

- **Target Customer:** Initially targeting **Chief Information Security Officers (CISOs)** and similar roles in mid-to-large organizations. There are thousands of companies worldwide (across all industries) with dedicated security leadership. For example, every enterprise and many mid-size companies have a CISO or security director – all of them need to stay informed daily. *Even a conservative count* might put the number of potential target users in the tens of thousands globally (not counting their teams who could also use such a product).
- **Expansion Potential:** While cybersecurity execs are the first focus, the approach can generalize to other domains or roles in the future:
  - Other IT or risk executives (e.g., CIOs tracking technology news, CTOs tracking dev/ops news).
  - Professionals in other high-change industries (e.g., fintech execs needing personalized finance regulation news, or healthcare compliance officers needing personalized healthcare security news).
  - Essentially, any role that suffers from critical information overload could benefit from a personalized feed service. The total addressable market grows if we expand beyond cybersecurity.

- **Market Pain & Validation:** The sheer number of cybersecurity news sources and the existence of numerous “weekly news” newsletters (curated by humans) validates that professionals are seeking ways to stay updated <sup>1</sup>. However, those are generic; MyFeeds.ai offers **next-level personalization**. The fact that **no major player currently dominates personalized security news** indicates a market gap. Many CISOs rely on their network or manually cobbling together RSS feeds and Twitter lists – an inefficient process begging for automation.
- **Competitive Landscape:**
- **Traditional Aggregators/Newsletters:** e.g., Feedly, Flipboard, or security-specific newsletters (like ThreatPost, KrebsOnSecurity updates). These are useful but not personalized per user. They also don’t typically offer explainability or integration into an exec’s workflow.
- **Threat Intelligence Platforms:** Enterprise threat intel products (from companies like Recorded Future, ThreatQuotient, etc.) provide feeds of indicators and reports, but these are often expensive, aimed at SOC analysts, and still require human analysis to determine relevance. MyFeeds.ai can complement these by focusing on open-source intelligence and news, tailored for executive consumption.
- **Emerging AI Newsletter Tools:** Some AI-powered services (for example, **CyberBrief.ai** or others) claim to personalize newsletters <sup>4</sup>. This indicates the market is heating up, but MyFeeds.ai differentiates with its **knowledge graph explainability** and the founder’s deep domain expertise. No known competitor is emphasizing *deterministic, explainable personalization* in this space.
- **Internal Solutions or DIY:** Some large organizations might attempt to build internal digest systems (using analysts or simple scripts), but it’s not their core business to maintain these. An independent, dedicated solution can do it better and offer it to many clients.
- **Market Size Estimate:** (If needed in the detailed deck, one can estimate TAM/SAM/SOM) – e.g., TAM could be all security professionals globally, SAM all CISOs in certain regions/sectors, SOM initial target reachable via direct sales or networks (perhaps early adopters in tech and finance sectors). The **point to convey** is that even with a few thousand paying users, this can be a highly profitable niche SaaS product (due to low costs and subscription model), and the upside grows as more roles and industries are added.
- **Trend Alignment:** The service aligns with broader trends:
  - **AI in Cybersecurity:** increasing acceptance of AI tools by security teams (budget is being allocated to AI-driven solutions).
  - **Personalization and Focus:** a general push in enterprise tools towards personalization to combat info overload (for productivity).
  - **Remote/Hybrid Work:** executives are bombarded with digital information; a tool that helps filter noise is timely.
  - **Open Source Preference:** Many companies (especially in Europe and tech sector) favor open-source solutions for flexibility and cost – MyFeeds.ai’s open-source nature could ease adoption (no black box, potential for on-prem deployment if needed by a client).

In the **pitch deck**, the Market slide should emphasize the *need* and *demand* rather than just numbers: - Show that **every CISO has this problem**, maybe include a quote or statistic (e.g., "% of CISOs who feel information overload" if available, or anecdotal evidence that "CISOs typically monitor 10+ sources daily"). - If comfortable, mention the emerging competitors to show awareness, but highlight how MyFeeds.ai is different (especially if pitching to angels, showing uniqueness and moat is key). - If using graphics, perhaps an icon for each target segment (CISO, security manager, etc.) and an expanding arrow to other roles in future. - Keep it realistic: initial beachhead in cybersecurity execs, which is itself a **multi-million dollar opportunity** given typical SaaS pricing (e.g., if priced at a few thousand \$ per year per company, and there are X thousand companies, etc.).

## Business Model

MyFeeds.ai will generate revenue as a **Software-as-a-Service (SaaS)** product for organizations or individuals. Key points of the business model and financial viability:

- **Pricing Strategy:** Likely a **subscription model** with tiered plans:
  - A base tier could allow a single user (one CISO) with a set number of personas/reports and a certain frequency of updates.
  - Higher tiers for teams or more reports (e.g., an enterprise plan where a CISO and their direct reports all get personalized feeds, or the company can distribute tailored newsletters to the whole organization's leadership).
  - Alternatively, a usage-based model could be implemented: charging per number of articles processed or per API calls if integrated into other systems. However, subscription (monthly/annual) is easier for budgeting and recurring revenue.
- **Cost Structure and Margins:** The product is built on a **serverless and open-source tech stack**, meaning infrastructure costs scale with usage and are relatively low. The heaviest operations involve LLM calls (for text processing), but these costs are **directly passed on to the customer** in the pricing. For example, if generating a user's daily report costs \$0.05 in compute, the pricing will be set such that it's covered. This ensures that **gross margins remain high** and that onboarding a new customer doesn't significantly increase fixed costs. Overall, the business can be **profitable from early on** because the overhead is low (no need for massive data centers or huge teams to run it).
- **Sales and Distribution:** Initially, direct outreach and networking within the cybersecurity community will be used to acquire first customers (the founder's reputation and network can help here). Possibly partnering with cybersecurity consultancies or communities (like the Open Security Summit or CISO forums) to promote the product. Over time, as the product proves its value, word-of-mouth within the tight-knit CISO community can drive growth. A free trial or freemium model (e.g., basic version with limited personalization) might be offered to drive adoption, with upsell to premium for full features.
- **Growth Strategy:** Because the platform is **scalable and low-cost**, growth can be pursued aggressively once product-market fit is confirmed. The requested funding is meant to reach that fit (see next section) without heavy spend on marketing initially. Later, funds can be invested in marketing (content marketing, attending industry conferences, etc.) to reach more customers. There's also an opportunity to create an **open-source community** or plugin ecosystem around MyFeeds.ai (for example, allowing third-party integrations or contributions of new data feed connectors), which could amplify reach at low cost.
- **Potential Revenue Streams:** Beyond subscriptions:
- **Enterprise Licensing:** Some large enterprises might want to run the system on-premises (due to sensitive nature of what their execs read). An enterprise self-hosted version could be offered at a premium.
- **Data Partnerships:** As usage grows, the data on "what security topics are trending for certain roles/industries" could itself be valuable insight (anonymized). Or partnering with news organizations: MyFeeds.ai could drive traffic to their content, which could lead to partnerships or referral fees.
- **Adjacent Services:** For example, an "API feed" that other security tools could subscribe to (embedding MyFeeds intelligence into a SIEM or dashboard).
- However, at core, the straightforward subscription model is primary and is a large opportunity on its own (e.g., 1,000 customers paying \$1k/year is \$1M ARR, which is plausible with even a small slice of the market).

In the deck's **Business Model** slide, emphasize:

- Recurring revenue (investors love SaaS for this).
- High margins due to low infrastructure and scalable tech (maybe a simple graphic: revenue vs. cost per user).
- Pricing logic (maybe an example: "Company with 5 personas/reports pays €X/month").
- Possibly mention current thinking on pricing (if known) or early interest (e.g., "Beta users indicated willingness to pay \$Y per month for this service" if any evidence).
- The fact that the **open-source, serverless approach** keeps costs down (which means more of the investment goes into product dev rather than maintaining heavy infrastructure).

## Current Status and Roadmap

MyFeeds.ai is not just an idea – there is already progress and a plan for execution:

- **MVP Achieved:** A minimum viable product has been **developed and tested**. The founder built an initial version using data from Hacker News (a tech news aggregator) as a proxy to test the concept. This MVP can ingest data, create basic persona filters, and deliver a simple personalized feed. It validates the core concept that relevant personalized news can be delivered using the tech approach described.
- **Existing Traction:** (If any initial users or pilot customers exist, mention here.) For example, perhaps a few colleagues or friendly CISOs have tried the MVP and given positive feedback. Any data like "In a pilot with 3 users over 2 weeks, the system delivered 50 relevant alerts and saved an estimated 5 hours of manual reading time" could be powerful. (*If no formal pilot yet, this can be omitted or replaced with a vision of what's next.*)
- **Founding Team's Experience:** The founder, Dinis Cruz, is already **running multiple startups using the same open-source stack**. This means there's a solid foundation and expertise in place – the team knows how to build and scale such a platform. The core technology pieces (data ingestion, LLM integration, graph databases, serverless deployment) are understood and have been proven out in the MVP or other projects.
- **Roadmap (Next 12-18 months):** The plan for how the product will evolve, especially using the infusion of new funding:
  - **Expand Data Sources:** Immediately integrate a broader range of cybersecurity news feeds and data sources (e.g., popular security blogs, threat intel feeds, vulnerability databases, etc.). Quantity and diversity of sources will improve the service quality. This might involve building connectors or using existing APIs/RSS feeds.
  - **Enhance Persona Features:** Develop a user-friendly interface for users to customize their personas (possibly a dashboard or form where they can select interests, set priorities). Incorporate the feedback mechanisms (like thumbs up/down on content) into the user interface.
  - **Automate Workflows:** Improve automation so that the system runs with minimal manual intervention – fully automated daily brief generation, automatic calibration of graphs, etc. Also, create **dashboard views** for users to review what has been delivered and adjust settings.
  - **AI Improvements:** Experiment with different LLMs or algorithms to improve the quality of content summarization and graph generation. (All while keeping things deterministic and explainable – e.g., use of smaller models for classification, etc., might be considered to reduce cost.)
  - **Scalability & Performance:** Ensure the serverless architecture can handle increasing load. Optimize for cost-efficiency (since many LLM calls can be expensive, ensure prompts and usage are efficient; possibly fine-tune or use open smaller models for certain tasks).
  - **Beta Launch & User Feedback:** Within ~6 months, aim to have a beta product in the hands of a broader set of users (perhaps 10-20 CISOs or security teams). Gather feedback, measure engagement (are they reading the reports? Are the recommendations on target?), and iterate on the product.

- **Go-to-Market Initiatives:** Start with a soft launch targeting known contacts and cybersecurity communities. Use their feedback and testimonials to refine the pitch and product. By month ~12, do a wider launch or marketing push (possibly at a major security conference or via content marketing showcasing the product's value).
- **Support & Team Scaling:** As users onboard, ensure support channels (could be as simple as a dedicated email/Slack community for beta users). Hire additional developers or support engineers as needed, but remember the philosophy is lean teams – hire per need/project.
- **Milestones:** Key milestones might include: reaching 100 daily active users, attaining the first 10 paid customers, achieving a certain precision of recommendations (e.g., user satisfaction score), etc. Also, a milestone could be an official **version 1.0 release** of the open-source platform on GitHub, to encourage community contributions.

In a pitch deck, the **Current Status/Roadmap** can be one or two slides: - One slide "**Progress**" highlighting MVP done (maybe with a screenshot of a sample personalized newsletter or dashboard if available) and any early users or testimonials. - Another slide "**Timeline/Roadmap**" with a visual timeline of upcoming milestones (Q1, Q2, etc. with goals as listed above). This shows investors a clear plan and that the team understands how to execute in phases with the given funding.

## Team & Company Background

The strength of MyFeeds.ai also lies in the people and philosophy behind it:

- **Founder & CEO: Dinis Cruz** – A well-known figure in the cybersecurity and software development community. Key highlights:
- Previously a CISO (Chief Information Security Officer) at various organizations, so he **personally understands the pain** point we're solving (staying on top of security news).
- Successful entrepreneur with a prior **exit** – this gives him experience in building and scaling a company, and credibility in the eyes of investors and customers.
- Runs multiple startups using the **same open-source tech stack** that MyFeeds.ai is built on. This means there's a shared infrastructure and knowledge; it's not an experimental one-off project but part of a broader, well-understood platform approach.
- Active in the open-source community and likely has a network of developers and security professionals to draw upon (e.g., involvement in Open Security Summit <sup>5</sup>, etc.).
- **Advisors/Team Members:** (If there are any notable team members or advisors, list them.)
- For instance, if there's a co-founder or lead developer, mention their background (e.g., "Lead Engineer with experience in AI and graph databases").
- Perhaps an advisor who is a veteran CISO providing feedback on product fit.
- At this stage, the team is small, which is intentional to keep burn low. But it's a team with **deep expertise in cybersecurity and AI**.
- **Company Structure:** Based in the EU (Portugal). This could be a positive if targeting EU investors or emphasizing compliance (Europe has strong data protection laws; being local could help in trust when handling sensitive news data about companies).
- **Open Source Ethos:** The team strongly believes in open-source. This ethos is part of the company culture – favoring transparency, collaboration, and building on proven open tools rather than proprietary closed systems. For investors, this means development can be faster and more cost-effective (no need to reinvent the wheel), and it can help build community around the product (e.g., open-source contributors might improve the project).
- **Why This Team Will Win:** The combination of **domain expertise (cybersecurity)** and **technical know-how (AI, knowledge graphs, open-source)** positions MyFeeds.ai uniquely. Dinis has identified a real problem from his own experience and is leveraging the latest tech to solve it in a

novel way. His track record and network reduce execution risk – he knows how to deliver a product and get it into the hands of users.

The **Team** slide in a pitch deck will feature the founder (and key team) with photos, titles, and one-liners of their experience (e.g., “Dinis Cruz – 15+ years in cybersecurity, ex-CISO of X, founded Y (acquired by Z”). Investors invest in people as much as ideas, so it’s important to convey that this team has what it takes. If possible, mention any relevant achievements (like the prior startup exit name, or notable projects). Also, by highlighting the team’s commitment to a lean, project-based growth, it shows fiscal responsibility and focus.

## Financials & Funding Request

(Currently, the voice memo suggests not focusing on detailed financial projections, since it’s early and the approach is to discover the market through execution. Therefore, the pitch deck may actually skip typical financial forecast slides. The focus will be on the funding ask and use of funds.)

- **Funding Ask:** MyFeeds.ai is seeking **€300,000** (approximately \$300K) in seed/angel investment. (The memo mentioned €250K, then €300K; to be safe we can say around €300K, since the company is EU-based and likely dealing in Euros).
- **Stage & Round:** This would likely be a pre-seed or seed round, aiming to fund the company for the next ~12-18 months of development and early go-to-market.
- **Use of Funds:** The capital will primarily go into **product development and early customer acquisition:**
  - Hiring 2-3 additional developers/designers on a contract or short-term basis to accelerate building key features (as outlined in the roadmap – e.g., source integrations, UI/dashboard, etc.).
  - Possibly hiring a part-time or fractional **product manager or UX designer** to refine the user experience, given how important ease of use will be for busy executives.
  - Minimal spend on marketing initially – maybe allocating a small portion for attending one or two key industry events or creating marketing materials (since the approach is more targeted sales at first).
- **Infrastructure costs** – these are expected to remain low (serverless cloud costs, LLM usage fees). The funding will cover these operational costs for the user base during the initial period until revenue grows to cover them.
- No intention to use the funds for large overhead (e.g., fancy office, big full-time headcount). The plan is **not** to immediately scale up a big team, but to stay lean and **invest in specific projects/hypotheses**. For example, allocate €50K to build feature X and see its impact, then move on – a very results-driven use of capital.
- **Runway and Milestones with €300K:** This funding should comfortably allow the team to:
  - Build out the product to a stage where it can start charging (i.e., at least a beta version used by real customers) – likely within 6-9 months.
  - Support the operational costs for those beta customers (and team salaries) for the duration.
  - Reach key proof-points (e.g., X number of active users, Y paying customers, successful case studies) that would position the company for either revenue-funded growth or a larger Seed/A round if needed.
- **No Detailed Revenue Projections Slide:** Given the early stage and the discovery approach, we are **omitting detailed financial forecasts** in the pitch. Any attempt to forecast sales at this point would be speculative. Instead, we emphasize a **lean experimentation approach**: we will use the funds to validate the market, with success metrics (like user adoption and engagement) guiding when and how we scale. Investors in this round are likely more interested in the vision, team, and early traction than a spreadsheet, which in this case could give a false sense of certainty. We focus on the qualitative plan to become profitable quickly via a high-margin model.

- **Profitability Potential:** Because the costs are usage-based and largely passed to the customer, each customer is expected to be profitable (or at least break-even) from day one of onboarding. With scale, and possibly volume discounts on any AI compute, margins could improve further. This means the investment mainly fuels growth (developing features to attract customers and make them happy), rather than covering losses per customer.

In the pitch deck, the **"Ask" slide** or **"Use of Funds" slide** should clearly state the amount and perhaps break a pie chart or bullets of how it will be used (e.g., 60% product development, 20% ops, 20% marketing, etc.). It should also convey why this amount is *just right* – enough to hit the next big milestones, but not excessive. Investors should see that the founders will be **prudent with capital** and focused on achieving product-market fit and initial revenue with this round. If the founder has multiple startups, it might be worth noting how this venture is being structured (e.g., is MyFeeds.ai a separate entity? It likely is, since we have a company in Portugal). Clarity on that assures investors their money is going directly into this project's success.

## Vision and Next Steps

In the long run, MyFeeds.ai aims to redefine how professionals consume critical information, starting with cybersecurity and expanding beyond:

- **Vision:** Become the **go-to personalized intelligence platform** for security executives. When a CISO thinks "I need to stay on top of what's happening," MyFeeds.ai is the trusted assistant they turn to. By proving it in cybersecurity, the platform can then be adapted to serve other niches (with potentially even larger markets) – the method is extensible.
- **Moat & Sustainability:** Over time, as MyFeeds.ai curates more data and user feedback, it will amass a unique dataset of relationships between user profiles and content. This **data network effect** means the recommendations get smarter with each user and each piece of feedback. Competitors would have to catch up not only on technology but on this rich data history. Moreover, the emphasis on **explainability and user control** will continue to set it apart in an AI-driven world where many are wary of black-box solutions.
- **Exit Potential:** (May not be explicitly in the pitch, but for angel investors considering long-term)
  - A successful specialized platform like MyFeeds.ai could be an attractive acquisition target for larger tech companies in the cybersecurity or enterprise software space (e.g., a major threat intelligence company, or even business info providers like Bloomberg or Thomson Reuters if they want to enhance their offerings with personalized AI feeds). Alternatively, it could grow into a standalone profitable SaaS company with steady subscription revenue.
- **Upcoming Actions:** The immediate next step after securing funding is to execute on product development and get a **pilot in the hands of more users** quickly. The founder is ready to leverage his network to find design partners (initial users who give feedback). There's also an opportunity to create buzz by **sharing insights or blogging** about the journey (since the company operates in open-source spirit, sharing how it's built could attract community interest and perhaps contributors).
- **Why Invest Now:** The problem is timely (info overload is only increasing, and AI is at a point where it can solve this effectively) and the solution is **ready to accelerate**. With a modest investment, MyFeeds.ai can seize a first-mover advantage in personalized cybersecurity news. Angels investing now join at the ground floor of what could be a new paradigm for information consumption in cybersecurity and beyond.

In a **Conclusion** or **Summary** slide, the pitch deck might reiterate: - *"MyFeeds.ai = Right Team + Right Solution at the Right Time."*

- Summarize in one liner: the problem, the solution, and the ask (e.g., "Raising €300K to put this

personalized cybersecurity feed in the hands of CISOs everywhere, saving them time and keeping their organizations safer.”). - Thank the audience, and invite them to join in this journey (with contact info).

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## Pitch Deck Versions Guidance

Finally, using this brief, we will create two versions of the pitch deck to effectively communicate the above:

1. **Short Pitch Deck (~5 slides):** A high-level overview intended for quick pitches or as an introduction. It will focus on the most essential elements:
2. **Slide 1: Title & Vision** – MyFeeds.ai, tagline, and maybe a powerful quote or mission statement. (E.g., “Giving security executives back their time by delivering the cybersecurity news that matters, when it matters.”)
3. **Slide 2: Problem** – brief bullet points on information overload/pain for CISOs <sup>1</sup>, perhaps with an image or statistic illustrating the flood of cyber news.
4. **Slide 3: Solution** – MyFeeds.ai personalized news feed. Bullet points or icons for key benefits (personalized, explainable, timely). Possibly include a simple diagram or example of the feed.
5. **Slide 4: Team & Why Us** – highlight founder’s expertise and why this team will execute well (one bullet on prior exit, one on domain expertise).
6. **Slide 5: Ask** – how much funding is needed and what it will achieve (e.g., “€300K to reach 100 paying users and \$X in ARR within 18 months” or similar milestone).
7. (*Optional Slide if 6 allowed*): **Market** – a very brief note on market size or early traction to underscore the opportunity.

The short deck is meant to grab interest. It should be visually engaging, light on text, and hit the main points that would make an investor say, “Tell me more.”

1. **Full Pitch Deck (10-15 slides or more):** A detailed version that can be used in longer meetings or as a document to read alongside a business plan. It will include:
2. **Problem (Pain)** – more context, maybe an anecdote of a day in the life of a CISO dealing with info overload.
3. **Solution (Product)** – possibly two slides, one high-level (what it is), one technical (how it works) since some investors will appreciate the technology differentiation (graphs, AI).
4. **Unique Value/USP** – a slide to emphasize what sets MyFeeds.ai apart (explainability, feedback loops, etc.), possibly in a comparison table against alternatives.
5. **Market Opportunity** – data or estimates of the market, mention of any competitors and why there’s room for MyFeeds.ai. Could include a small TAM/SAM/SOM visual.
6. **Business Model** – how we make money (pricing tiers, etc.), maybe with a hypothetical customer example.
7. **Go-to-Market Strategy** – how we plan to acquire and grow customers (since this is often asked: bottom-up SaaS? enterprise sales? partnerships? It can be a few bullets).
8. **Traction** – current status, MVP, any pilot results, testimonials (if available).
9. **Team** – more detailed bios of founder and key team, perhaps logos of past companies or accomplishments.
10. **Financials** – if not projections, maybe use this slide to show a simple usage of funds and projected outcomes (e.g., “With €300K we aim to get to \$ARR and N customers, preparing for a larger round or profitability”).
11. **The Ask** – reiterate how much is being raised, in what form (equity safe note, etc., if relevant), and invite discussion.

**12. Appendix (if needed)** – could include extra technical detail (like an example of a semantic graph output, or screenshots of the MVP) for those who want to dive deeper. Since this is an open-source / technical product, some investors might actually be interested in the tech in an appendix.

Both decks should maintain a consistent visual identity (possibly reflecting the open-source, modern AI vibe – clean design, maybe using a theme color, and simple graphics). They should avoid dense text (that's why we distill to bullet points and visuals, using the narrative from this brief). The language should be clear and non-jargony, especially when explaining the tech: focus on **benefits and differentiators** in investor-friendly terms (e.g., instead of "knowledge graph algorithms," say "we use an AI-driven knowledge graph to ensure recommendations are accurate and explainable").

**Important:** Ensure that even the detailed deck is understandable to a non-cybersecurity investor. We might include one-sentence explanations for any domain-specific terms (e.g., briefly define "threat intelligence" or "CISO" if used, so no one is lost). However, given the target angels might have interest or background in enterprise software, it's okay to have some technical meat in the appendix or discussion.

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By following this brief, the LLM (or team) creating the pitch decks should have a **comprehensive understanding** of MyFeeds.ai's purpose, strategy, and needs. The decks will present a compelling case to angel investors that:

- **There's a real, significant problem** (info overload for security execs) that MyFeeds.ai solves.
- **The solution is innovative yet grounded** (using AI/graphs in a clever way, with an MVP already proving feasibility).
- **The market is ripe** for such a solution, with potential to grow.
- **The business can make money** (SaaS model, high margins).
- **The team is capable** of executing.
- **The ask is reasonable** and will lead to concrete progress (not just "give us money", but a plan).

Ultimately, the pitch should make investors eager to learn more or even invest, seeing MyFeeds.ai as an opportunity to back a cutting-edge solution in the cybersecurity space with broader implications for personalized information management <sup>6</sup>.

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<sup>1</sup> <sup>2</sup> <sup>3</sup> <sup>5</sup> <sup>6</sup> Using GenAI to Create Personalized Cybersecurity News Feeds  
<https://open-security-summit.org/sessions/2024/mini-summits/dec/governance/using-genai-to-create-personalised-cybersecurity-news-feeds/>

<sup>4</sup> CyberBrief - AI-Powered Cybersecurity Newsletter Platform  
<https://cyberbrief.news/>