



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.
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Full Pitch Deck (15–20 Slides)

Slide 1: Title / Introduction

- **Objective:** Introduce MyFeeds-AI at a glance – company name, tagline, and a one-line value proposition – to set the context and grab interest immediately.
- **Content: MyFeeds-AI** – *“Personalized AI-Powered News for Cybersecurity Professionals”*. A brief tagline can be included, e.g., *“Cutting through cybersecurity noise with explainable AI”*. Mention key details: **EU-based startup** (Portugal) led by **Dinis Cruz** (serial entrepreneur). Optionally, include a sub-text mission statement: *“Our mission: Give time back to security teams by delivering the right info at the right time.”* (This echoes the mission from the business plan ² in a concise form). Keep text minimal – just the core identity and mission.
- **Visuals:** Company logo and a relevant background graphic. For example, a faint image of a cybersecurity network or a world map with nodes (implying information networks), overlaid by an icon of a newspaper or feed funnel to signify news filtering. Ensure the visuals align with a **clean, enterprise look** (as the design principle is “clean & professional” per guidelines). Possibly include logos of any notable early adopter companies or accelerators (if applicable) at the bottom, for credibility (only if such exist and can be referenced).
- **Tone: Confident and professional.** Similar to how **Figma** or **Notion** open their decks, it should be straightforward and compelling without hype. One strong sentence or tagline should make the value clear. Tone of text is minimal here; let the title speak (e.g., *“MyFeeds-AI: Explainable Personalized News for Cybersecurity”* conveys both domain and differentiation). No lengthy paragraphs – assume this is what you’d say in one breath as an intro. Establish seriousness (enterprise B2B tone) but also innovation (mention of AI personalization hints at cutting-edge).

Slide 2: Problem – Information Overload in Cybersecurity

- **Objective:** Define the problem vividly and quantify its impact. Make investors feel the pain that customers experience daily in cybersecurity intelligence.
- **Content:** *“Modern cybersecurity professionals face an information overload crisis.”* Every day, CISOs and analysts are inundated with threat reports, blogs, alerts – far more than they can read ¹. Keeping up is *“like drinking from a firehose”* ²⁸. Key insights often get **missed** or buried, which can lead to costly blind spots (missed breach indicators, delayed responses). **Add** that the problem isn’t lack of data, but lack of **filtering and context** – *“The challenge is filtering the signal from the noise to find what truly matters”* ²⁹. Also highlight that **current solutions fall short**: generic news aggregators and AI summarizers are “black boxes” that give inconsistent results

and can't explain themselves ³⁰. For example, an off-the-shelf AI digest might omit crucial details or even hallucinate facts, and no one can tell – unacceptable for a CISO who needs to **trust and verify** the intel ³¹. Many organizations resort to manual curation: highly-paid experts spending hours sifting news and curating briefs for their teams ³² – an inefficient use of time and talent. Summarize the stakes: "*Missing a critical update or wasting hours on irrelevant info can mean the difference between a prevented attack and a security incident.*" In short, there's a pressing need for a better way to stay informed without the overload.

- **Visuals:** A stark visualization of the problem. Perhaps a split-screen: on the left, an overwhelmed analyst at a desk with hundreds of RSS feed windows or papers (depict "Noise"); on the right, a red alert or fire icon to indicate a missed critical threat in that chaos. Alternatively, a graphic showing a **firehose vs. a funnel**, with the firehose labeled "Cyber News 24/7" and the funnel output showing just a few drops (the key items). You might also include a statistic icon (e.g., "X hours/week spent on info gathering" – even if estimated, a caption like "Analysts spend 5-10 hours/week filtering news" can reinforce the pain). Keep the design dark/red for problem urgency.
- **Tone: Empathetic and urgent.** We must convince investors this is a serious, costly pain point. Use words like "*overwhelmed*," "*critical signals missed*," "*inefficient manual work*." The tone should be serious (this is about security risks) and *solution-hungry*. Avoid blaming – focus on the situation. This is akin to how **Superhuman** emphasized the time wasted in email; we emphasize time and risk wasted in cyber intel. By the end of this slide, an investor should clearly understand the **cost of the problem** (time, missed threats) and be eager to hear how we fix it.

Slide 3: Solution – Personalized, Explainable News Feeds

- **Objective:** Present MyFeeds-AI's solution as a direct answer to the stated problem, highlighting *what it does and why it's better*.
- **Content:** "**MyFeeds-AI is a personalized news intelligence platform that turns the firehose into a targeted trickle.**" Describe the solution in one sentence up front. Then break it down: **(1) Semantic Knowledge Graph + AI:** MyFeeds-AI **automatically ingests cybersecurity news from multiple sources** (threat feeds, blogs, reports) and **structures** it into a rich knowledge graph of facts, entities, and relationships ³³. Each piece of content is broken into machine-readable pieces – who, what, where, etc. – unlocking the data trapped in articles. **(2) Persona-based personalization:** We maintain a dynamic **persona profile** (interest graph) for each user role (CISO, SOC analyst, etc.) ³⁴. The system **matches incoming news to the user's specific context** – only the most relevant updates are selected for each persona ³⁵. For example, from the same news pool, a CEO might get a high-level "What this means for the business" brief, while a security engineer gets a detailed technical alert ⁶. It's like having multiple expert curators in one platform. **(3) Explainable GenAI Summaries:** For each selected item, MyFeeds-AI uses large language models to generate a concise summary *and explanation* tailored to the persona ⁵. Crucially, **every summary comes with a trail of evidence** – *why* it was included and *where* the info came from ⁴. Users can literally click to see the original sources or the graph connections that led to an article's inclusion. This means the AI's decisions are **transparent, auditable, and deterministic** (no random hallucinations) ⁵ ³⁶. Emphasize: "*You'll never get a news insight from us that you can't trace back to the source.*" Summing up: MyFeeds-AI delivers **the right information, to the right person, at the right time – with full context and confidence** ³⁷.
- **Visuals:** A **diagram of the solution workflow**. Represent it in stages: "**Ingest**" (icons of various news sources) -> "**Understand**" (a graph icon connecting entities, representing the knowledge graph) -> "**Personalize**" (multiple user icons: CISO, Engineer, etc.) -> "**Summarize & Explain**" (an AI icon or document with checkmark for verified summary) -> "**Deliver**" (an email or dashboard icon for the briefing). Alternatively, use a more figurative illustration: e.g., a **knowledge graph graphic** (nodes and edges) funneling into distinct personas. Also consider overlaying a brief

example (like a text callout: "Alert: Critical Vulnerability – Patch Now (Why you see this: affects your industry)"). The goal is to visually reinforce **structured analysis and tailored output with sources**. Ensure any text in the visual is very succinct.

- **Tone: Solution-oriented and confident.** We're now painting the "*future state*" (Act 2 of story) so the tone shifts to optimistic and empowering. Still keep it **pragmatic** – explain the solution in concrete terms, as if walking through how it works (like how an AWS architecture might be pitched, but simpler). No heavy jargon beyond what's needed (explain any term like "knowledge graph" briefly). The tone can carry a hint of *pride* – we have a breakthrough approach – but back it with specifics (investors should think "this is clever and doable" not "this is just hype"). By referencing the explainability and persona tailoring so directly, we address the earlier problems (overload and black-box) head on. Keep sentences relatively short and clear.

Slide 4: "How It Works" – Architecture & Technology

- **Objective:** Provide technical credibility by outlining the architecture at a high level, demonstrating scalability and defensibility of the tech stack.
- **Content: Architecture:** MyFeeds-AI is built on a **lean, cloud-native architecture** for maximum scalability and cost-efficiency ³⁸. Illustrate that we use **serverless computing (AWS Lambda)** and **S3 storage** – meaning we have virtually no idle costs and can scale on demand ³⁹. When 10,000 users join, the system seamlessly scales without significant rewrites or costs spikes ⁴⁰. The pipeline is event-driven and modular: when new data comes in, it triggers a sequence of automated steps (parse, analyze, generate) – no human intervention needed. **Key Components:** Mention our use of a **graph database (MGraph)** at the core for storing the semantic relationships ⁴¹, and integration of **LLM services** in a "cache-first" manner (we generate and reuse summaries to keep response times fast and costs low ⁴²). Also note the **API layer** that delivers content to clients (email, web dashboard, or API integrators) and the CDN (CloudFront) that caches content globally for quick delivery ⁴³. **Scalability & Cost:** Each additional user adds a tiny incremental cost (mostly LLM API usage), which is well below that user's subscription fee – ensuring we remain profitable per user at scale ⁴⁴. Quote or paraphrase: "*The marginal cost of serving one user's briefing is low and covered by their subscription, so MyFeeds-AI can grow without burning cash*" ⁴⁵. **Defensibility (Tech Moat):** Highlight that the tech design (especially the **provenance-focused knowledge graph**) is not trivial to replicate. Our ability to deploy on-premises for enterprise, thanks to a largely open-source, modular stack, means we can serve markets (like governments, banks) that others (relying on closed systems) cannot ¹⁷. This flexibility and compliance-readiness is a strategic moat. In summary, the architecture is *robust, scalable, and extensible* – ready to onboard thousands of users and new data sources with minimal friction ⁴⁶ ⁴⁰.
- **Visuals:** An **architecture diagram** (enterprise diagram style). Show key layers or components: **Data Sources** (icons for RSS feeds, etc.) -> **Ingestion (Lambda)** -> **Storage (S3)** -> **Processing** (could show an icon for Graph DB and an icon for LLM processing) -> **Persona Filter** -> **Delivery (API/CDN)**. Perhaps use a pipeline flow with each step labeled. Include notes like "Serverless AWS backbone" or "Event-driven pipeline" next to it. Ensure to highlight special components: e.g., a small sub-diagram of "Knowledge Graph Store" and "LLM Summary Cache" to show we do AI work with memory (to avoid repeated computation). Keep it visual and not too text-heavy – labels or brief tags only. The diagram should reassure a technically savvy viewer that this is a well-architected system (inspired by how AWS or GCP would present a reference architecture).
- **Tone: Technical and confident.** This slide speaks to the investor who cares about *scalability and risk*. The tone is factual (almost engineering-oriented) but still understandable. Avoid deep jargon; use analogies if needed ("no idle servers – we only pay for compute when work is being done"). We want to convey that the team deeply understands the tech and has built it in a **future-proof way**. It's okay to be a bit proud here: e.g., mention "this architecture is already

running our MVP at negligible cost, proving its efficiency" (if not already said). Professional tone, no fluff – channel the matter-of-fact style of an AWS or Google Cloud case study. By the end, investors should think "the tech backbone is solid and can scale with the business."

Slide 5: Product Example – Personalized Briefing Demo

- **Objective:** Make the solution tangible by showing a real (or simulated) example of MyFeeds-AI's output. This helps investors visualize what users actually get and how it addresses the problem.
- **Content: Introduce the scenario:** "*Here's how a morning briefing looks for a CISO using MyFeeds-AI.*" Then point out key elements: For instance, "*5 key summaries delivered at 7:00 AM, each with a short explanation of why it matters to the reader's organization.*" ⁴⁷ . **Example items:** Bullet 1 – "Critical Patch Released for Azure AD" – with a one-liner: "*Why it matters: Your company uses Azure; this patch prevents a known exploit.*" Bullet 2 – "New Ransomware Trend in Finance Sector" – "*Why it matters: Related to your industry – prepare response plans.*" etc. (Use 2–3 sample headlines). Emphasize **explainability** in the content: each item isn't just a headline, it includes "*the why*" behind it ⁴⁷ . Also note that each summary has a **source link** (or multiple) attached – if the CISO wants to read more or verify, they can click through to the original articles. This builds trust (no blind recommendations). Mention personalization: e.g., "Notice the brief highlights finance sector threats because this CISO works in banking – another user in healthcare would see different highlights." The goal is to drive home *how much time this saves*: Instead of wading through 100 articles, the CISO got the 5 that matter, *with context on each*. Optionally, mention the format: delivered via email or dashboard, for convenience.
- **Visuals:** Show a **mockup of a MyFeeds-AI email or dashboard**. For example, design a sample email excerpt: the company logo, a heading "Your Daily Cyber Briefing – Oct 30, 2025", and a list of a few brief items. Each item with a title, a 1-sentence summary, and maybe a source link icon. Use formatting (bold title, smaller italic "why it matters" text) to differentiate. Alternatively, show a stylized browser window with the briefing. Highlight elements with callout arrows or circles: e.g., circle the "Why it matters" text and label it "Explainable insight (persona-specific rationale)". Circle a citation icon and label "Provenance – source link". The visual should closely mimic a real product experience – this makes it *real* in investors' minds. Keep it uncluttered; 3 items are enough to illustrate.
- **Tone: Use-case oriented and narrative.** Walk the viewer through the example as if telling a mini story: "At 7am, Alice (a CISO) opens MyFeeds-AI... by 7:05am she's up to speed on the must-knows, each with an explanation she can forward to her team." The tone should be enthusiastic but factual – let the example itself carry the excitement (because it clearly addresses the earlier problem of overload). It's somewhat less formal here, more storytelling, but maintain professionalism. By referencing a concrete example, we channel the approach of pitches like **Notion's** where they show the actual product to let it speak for itself. Ensure the language is easy to follow, as if we're doing a quick live demo.

Slide 6: Key Differentiators – "Why We Win"

- **Objective:** Summarize the unique value propositions and **moats** that set MyFeeds-AI apart from any competitors or alternatives. Essentially, answer "Why us?" in three punchy points.
- **Content: MyFeeds-AI's "Trifecta" of Differentiation:**
- **Deep Personalization:** We deliver *truly* personalized content, down to the nuanced interests of a specific role ³⁴ . This isn't a generic feed – it's like each user has a dedicated analyst curating for them. Competitors might offer surface-level filtering; we adapt to each user's evolving behavior and needs (the more you use it, the smarter it gets).
- **Explainability & Trust:** Every insight comes with **provenance and explanation**. MyFeeds-AI is "*fully explainable, deterministic decision-making with complete audit trails,*" unlike black-box AI that

leaves you guessing ³¹ ⁴. This builds trust in enterprise environments (a **must** for adoption in critical roles). We effectively **mitigate the AI “black box” problem** in a way others don’t ⁴.

- **Content-Provider Friendly:** Rather than antagonize publishers, we **partner** with them. Our model actually pays content creators for engagement ¹⁸, aligning incentives. This means over time we can get exclusive or better content deals, and we’re seen as a collaborator, not a scraper. It’s a defensible approach because it’s harder for latecomers to build those partnerships from scratch.

(*These three correspond to the “deep personalization, explainability, and content-provider friendliness” white space we identified ⁴⁸.*)

Additionally, mention **Deterministic GenAI**: MyFeeds-AI’s use of deterministic techniques (knowledge graphs, rules) around the LLM means our outputs are **consistent and repeatable** – ask the same question, get the same answer with the same evidence ⁵. That’s crucial for professional use, and few others can claim this.

- **Visuals:** Possibly present these differentiators in a **3-column icon format**: e.g., an icon of a person/target for Personalization, an icon of a magnifying glass or checkmark for Explainable/Trust, and an icon of a handshake or network for Partnerships. Under each icon, a one-liner: “Tailored to You,” “Every insight backed by evidence,” “Aligns with content creators.” You could also do a table comparing “MyFeeds-AI vs Others” with rows like “Personalized to Role,” “Explains Why/Source,” “Rewards Content Creators,” and show checkmarks under MyFeeds-AI. Keep it simple and high-level. The goal is to visually hammer in that we have **unique YES’s where others have NO’s**.
- **Tone: Bold and assured.** This is the boast slide (backed by facts). Channel the tone of a company like **Superhuman** or **Notion** when they make strong claims about speed or integration – it’s confident, almost **pithy slogan-like statements**. E.g., *“Not just another news aggregator – a personal cyber advisor.”* The language can be a bit marketing-ish here (short, memorable phrases), but ensure each claim is credible (and we’ve supported them with prior slides/evidence). This slide should leave an investor thinking, “Okay, this team has clear, defensible differentiators.”

Slide 7: Competitive Landscape & Moat

- **Objective:** Show that we understand the competition and highlight why we can carve out and defend a unique space in the market. Convince investors that no incumbent or obvious competitor currently addresses the problem the way we do.
- **Content: Map the Landscape:** There are adjacent players, but none **replicate our full value proposition** ⁴⁹. For example:
 - **General News Aggregators:** (Google News, Feedly, etc.) have volume and breadth, but offer only **generic personalization** and zero explainability. They serve mass market, not the nuanced needs of a CISO ⁴⁸.
 - **Enterprise Threat Intelligence Platforms:** (e.g., Threat intel feeds or SIEM add-ons) provide lots of data, sometimes tailored alerts, but often require manual tuning and still don’t explain *why* an alert is relevant. They can be costly and aimed at SOC analysts, not business-oriented summaries.
 - **Newsletter and Research Firms:** Human-curated newsletters (or analyst firms like Gartner, etc.) give high-quality insights but **don’t scale or personalize** — everyone gets the same report, and it’s labor-intensive (and expensive).
- Emphasize that **no current solution hits the trifecta of** deep personalization, explainability, and content-provider alignment that MyFeeds-AI does ⁴⁸. We are essentially defining a new category: *“personalized knowledge graph briefings.”* As first movers here, we can set the standard and build brand/domain expertise before others catch on ⁵⁰. **Moat:** Our defensibility comes from multiple angles: (1) **Data & Feedback Loop:** Over time, we accumulate a proprietary

dataset of user preference graphs and curated relevance mappings – a new entrant can't easily copy years of refined persona graphs and feedback. (2) **Technology & Delivery:** Our flexible architecture allows on-premise or private cloud deployments ¹⁷, a big plus for enterprises (e.g., European banks) that competitors in SaaS-only mode can't match. (3) **Community & Trust:** By being open about how we work and actually paying content creators, we engender goodwill and integration opportunities (e.g., a publisher might prefer to work with us exclusively for enterprise distribution). Also mention if the founder's network is an edge (we have a foot in the door with many CISOs already ⁵¹). Finally, acknowledge that big tech (Google, Microsoft) have pieces of this puzzle, but *their* offerings are either consumer-grade or lack our neutrality/trust angle (e.g., Google News won't custom-curate for just one company's context, and big firms can't easily open up their black boxes as we do). Essentially: by the time others try to solve this the way we are, we aim to be **entrenched as the trusted solution** in this niche.

- **Visuals:** Consider a **competitor matrix**: columns for MyFeeds-AI and key competitor categories (Generic Aggregators, AI News bots, Newsletters), rows for important features (Persona-tailored, Explainable/Auditable, Revenue-sharing, etc.). Check marks show we are the only one ticking all boxes. Alternatively, a **2x2 quadrant**: X-axis could be "Personalization Level (Generic -> Tailored)" and Y-axis "Explainability/Trust (Low -> High)". MyFeeds-AI would be in the high-high quadrant (top right), competitors scattered in other areas (e.g., Google News = low explainability + mid personalization; human analysts = high explainability but low automation/personalization, etc.). Label our quadrant as the new category. Also, for moat, perhaps a shield icon graphic with labels: "Technical Moat: On-prem deploy, Graph IP" and "Data Moat: Learning from user feedback".
- **Tone: Analytical and assertive.** We acknowledge others (shows realism) but then confidently assert our edge. It should not sound dismissive of competitors (no trash talk, just facts on gaps). Use phrases like "no competitor combines X and Y," "competitors address pieces of the problem but not the whole." We want investors to conclude that we've thought about competitive risks and have a plan to stay ahead. The tone is a mix of *strategic* (demonstrating market insight) and *assured*. This is similar to how **Notion** positioned itself against Google Docs + Trello + etc., or how **Figma** noted incumbents like Adobe – respectful but showing they didn't solve the new demands. End with a positive: we have a window to lead, and we intend to use it.

Slide 8: Market Opportunity

- **Objective:** Showcase the size and attractiveness of the market (initial and future). Convince investors that this can be **big** (venture-scale), starting with cybersecurity and expanding beyond.
- **Content: Initial Beachhead – Cybersecurity Professionals:** There are **tens of thousands of medium-to-large enterprises globally** that have dedicated security leadership (CISOs) and teams ⁷ ⁵². For instance, nearly every Fortune 2000 company (~2000 companies) has a CISO and perhaps 5-50 security team members who would benefit from MyFeeds-AI. That's easily ~20k+ potential high-value users from large enterprises alone, not counting mid-market and consultants. In total, the core cybersecurity news market (CISOs, analysts, etc.) could be on the order of **hundreds of thousands of professionals worldwide** – a strong niche to start. **TAM Expansion – All Knowledge Workers:** The bigger vision: "*information overload is a universal problem in the knowledge economy*" ⁸. Think of all the executives, analysts, researchers in other domains (finance, law, medicine, etc.) who drown in information. **Globally tens of millions of professionals** rely on timely information and could use personalized briefings ⁷. Our plan is to nail cybersecurity first (prove it in a high-need, premium-paying sector), then expand to other verticals (e.g., a "MyFeeds-Finance", "MyFeeds-Healthcare" down the line) ⁸. Each of those verticals could be as big or bigger than cybersecurity. You can frame some numbers: e.g., TAM: 50 million knowledge workers globally; SAM (cybersecurity + related fields initially): 5 million professionals; SOM (immediate reachable in next 2-3 years via our channels): 50k users. Also

mention **budget trends**: organizations are increasingly investing in AI tools for intelligence; AI spending in enterprise is rising every year (if known, e.g., "AI spend in cyber intelligence is growing at X%"). And highlight **willingness to pay**: these are professionals for whom missing a critical update can cost millions, so a tool that saves time and prevents incidents is easily worth thousands per year in subscription (strong value prop).

- **Visuals: TAM/SAM/SOM chart** – perhaps three concentric circles or a funnel. Label them with broad figures (it's okay if estimates, just indicate magnitude). For example: TAM: "All knowledge workers needing curated info (~50M worldwide)" – big outer circle; SAM: "Security & related professionals (~5M)" – medium circle; SOM: "Initial target: CISOs & security teams in tech and finance hubs (~50k users)" – small inner circle. Alternatively, a world map highlighting key markets (US, EU) with number of target companies or CISOs. You could also include an industry growth stat visually (like a small upward graph icon with "Security info market growing 20% YoY" if you have a source or believable estimate). The visuals should make it obvious there's a **huge opportunity with room to scale** beyond the initial niche.
- **Tone: Upbeat and opportunity-focused.** Use broad strokes to paint the vision of scale. We're showing this isn't a niche tool for a few geeks – it's a blueprint for something that every executive might eventually use (with vertical adaptations). Be careful to differentiate short-term focus vs long-term vision (investors appreciate focus, but also love big markets). The tone should be confident but grounded: we have data for initial market and a credible story for expansion. Possibly channel how **Uber** or **Airbnb** pitched TAM: start with a specific segment, then show it's part of a much bigger pie. We want the investor to dream a little with us here about "if this works in cyber, it could be the way all professionals consume news."

Slide 9: Go-to-Market Strategy

- **Objective:** Explain **how we will acquire and grow customers** in our initial market (cybersecurity) and lay the groundwork for expansion. Show that we have a clear plan to reach decision-makers (CISOs, etc.) and scale adoption cost-effectively.
- **Content: Initial Focus – "Land and Expand" via CISOs:** We will leverage the founder's strong network in the cybersecurity community. "*I already have a number of CISOs lined up,*" says Dinis ⁵¹ – this means warm introductions to pilot customers are in place. Early strategy is to **land pilot projects** with 5-10 influential organizations (likely through personal connections and referrals). These pilots will be used as case studies demonstrating time saved and improved awareness, which we will then publicize in the community. **Community & Content Marketing:** Dinis is a known figure (OWASP, security conferences) ⁵³ ⁵⁴. We'll double down on that: speaking at industry events, writing thought leadership pieces on "AI in cybersecurity" and "how explainable AI can fight alert fatigue," etc. This builds credibility and inbound interest (CISOs hear about us from peers and conferences). **Sales Approach:** For enterprise deals, we'll do direct sales/outreach targeting CISOs in tech, finance, and critical infrastructure companies (those who feel the pain acutely). We also plan to partner with **Managed Security Service Providers (MSSPs)** and consultants as channel partners ⁵⁵ – they can include MyFeeds-AI as part of their offering to clients (scaling our reach without a large salesforce). Over time, as the product proves value, we expect a **virality/word-of-mouth** element: security professionals often share tools that work – being first in this niche, we aim to become the de facto recommendation. **Retention & Expansion:** Once in an org, we expand by adding more persona feeds and more teams (one group finds it useful, it spreads internally – e.g., from security team to risk team, etc.). Also highlight any incentive mechanism – e.g., a referral program or free trial that converts well. **Scaling Beyond Cyber:** After establishing a beachhead, we will replicate our approach in a new vertical (likely finance news or IT ops news) by partnering with domain experts and using the same tech backbone. Our go-to-market playbook (community evangelism + partnerships + direct sales to early adopters) can then be applied to each new domain, one at a time, so we stay

focused yet grow. If relevant, mention geographic focus: starting in Europe where our trust and compliance angle (EU-based, GDPR-friendly) is a selling point ⁵⁶, then expanding to US and beyond.

- **Visuals:** A **flowchart or timeline** of our go-to-market plan. Example: Step 1: "Leverage founder's network – 5 Pilot CISOs" (icon of network or handshake); Step 2: "Case Studies & Conference talks – build credibility" (icon of microphone or webinar); Step 3: "Direct Sales & Partnerships – reach wider enterprise base" (icon of briefcase or partnership); Step 4: "Vertical Expansion – replicate success in new domain" (icon of rocket or branching arrows). Alternatively, a funnel graphic showing leads coming from conferences, content marketing, referrals at the top, converting to pilot users, then paid customers, etc. We might also visually show our **CISO network**: e.g., logos of a few companies where we have relationships (if allowed), or just an icon with "CISO forum member". The visual should instill confidence that there's a concrete plan, not just "build it and they will come."
- **Tone: Strategic and proactive.** We demonstrate we know our customer and how to reach them. The tone should be confident ("we know where our buyers hang out and how to talk to them") and *action-oriented*. Use active language: "leveraging... targeting... partnering..." to show we'll execute on multiple fronts. Also, it should reflect adaptability – we have a plan but also the team/experience to adjust as needed (maybe subtly allude to founder's past go-to-market success if applicable). Essentially, convey that we're not just techies; we know how to sell this. Keep it realistic – investors will sniff out if this part is hand-wavy. By referencing concrete channels (like specific community names, events, partners), we make it tangible. Align with best practices from successful startups: e.g., how **Superhuman** grew via invite-only networks initially – highlight our network entry-point, or how **Notion** used communities – highlight content and evangelism. This reassures that our go-to-market is modern and thoughtful.

Slide 10: Business Model & Revenue Streams

- **Objective:** Reiterate and expand on how we will generate revenue, with an emphasis on the scalability and profitability of the model. (This slide allows more detail than the light deck version, possibly including pricing examples or projections.)
- **Content: Summary:** MyFeeds-AI is a subscription-based SaaS with multiple complementary revenue streams ⁵⁷. **Primary Revenue – Subscriptions:** We'll offer tiered subscriptions. For individual pros and small teams, plans might range (e.g., €30/month basic, €100/month premium) with increasing benefits. Basic might include a daily brief and limited customization, while premium offers real-time alerts, integrations, and premium sources. All plans are priced with comfortable margin – we know precisely the LLM/API cost per user and price above that (ensuring profit on each user) ⁵⁸ ⁵⁹. (Include Dinis's quote: *"As long as we charge more than the LLM cost to create the news, it's profitable."* to stress our **unit economics** vigilance ¹⁴.) **Enterprise Deals:** For larger orgs, we'll have custom packages (annual contracts in the five-to-six figure range depending on scope). Example: a bank might pay €50k/year for 50 users and multiple persona feeds, which is still a fraction of the value of the hours saved or incidents avoided. Enterprise deals also allow upsells: on-prem deployment fees, additional custom integrations, training, etc., adding to revenue. **Usage-Based Upsells:** We may incorporate a usage-based element for heavy users – e.g., an API for pulling our briefings into other systems, charged per call or as an add-on credit package ¹⁹. This ensures that if a customer derives *exceptional* value (heavy use), we capture some of that upside in revenue. **Other Streams:** Content partnership revenue-sharing – this is actually an *expense* line when we pay out, but in the future it could enable co-marketing revenue (e.g., we might sell premium content add-ons). Also mention potential for **advertising or sponsorship** in briefs as a minor optional stream (if we ever include a sponsored content section, though not primary focus now). **Long-term model:** Emphasize recurring revenue and low churn expectation (once integrated into a professional's daily routine,

and especially with team network effects, it's sticky). Possibly include a very simple financial projection: e.g., "Year 3: 10,000 users at €50/mo avg = €6M ARR" to illustrate scale potential, if appropriate. Reiterate that our cost of serving those 10k users scales sub-linearly due to serverless infra and per-user profitability ⁴⁵ – meaning we don't need huge overhead to scale revenue (high gross margins like a typical SaaS ~ say 80%+).

- **Visuals:** A **pie chart of revenue streams** (e.g., 60% enterprise subscriptions, 30% individual/team subscriptions, 10% other by year 3). Or a **sample revenue projection graph** (bar chart Year1, Year2, Year3 revenue with an upward trajectory, with labels like "From X paying users" – ensure any numbers are reasonable or marked as illustrative). You could also show a **unit economics graphic**: on one side, "Revenue per user ~€Y" and on the other "Cost per user ~€Z" with Z << Y, and an arrow or profit margin noted. Another idea: illustrate an **example deal** – like a mock invoice: "Enterprise Plan: 20 users + 3 feeds = €24k/year" to give a concrete sense. The visuals should support that this is a **SaaS business with high margins and recurring revenue** – investors love seeing that model clearly.
- **Tone: Economic and persuasive.** Speak in the language of ROI and sustainability. We want to assure that this isn't "AI magic with no monetization plan" – it's a business. The tone can be slightly numerical but keep it high-level (we're not dumping spreadsheets, just key points). It should exude that we have a **thought-out monetization strategy** like other successful B2B SaaS (e.g., how Slack had freemium to enterprise pipeline, or how **Superhuman** targeted premium users at high price point). If possible, make it feel like *inevitably profitable*: minimal risk of needing endless cash to acquire customers since each one is profitable and ideally viral. Aim for investors to be nodding, "Yes, this makes sense, this can make money and scale."

Slide 11: Traction – Progress So Far

- **Objective:** Show what has been achieved to date (product and market validation) to reduce execution risk in the eyes of investors. Even if pre-revenue, demonstrate momentum: a working product, early users, and feedback.
- **Content: Product Development:** We have a functional **MVP (v0.8)** launched in April 2025 ⁶⁰. It's live at mvp.myfeeds.ai, generating personalized cyber briefs for test users. The tech pipeline (ingestion → analysis → brief generation) is fully implemented and running in the cloud. We've iterated rapidly over the last 6 months, incorporating user feedback. **User Adoption:** We've onboarded our first cohort of **early testers** – around X users across Y organizations (include if known; if not exact, say "a handful of CISOs and security analysts from companies in banking and tech"). Importantly, **several CISOs are actively using the beta and have praised the value** – they report significant time saved and better situational awareness ¹⁰. (If available, include a short anonymized testimonial from one, e.g., "*MyFeeds-AI's daily brief has quickly become my morning must-read – it's like having a personal cybersecurity aide.*") **Engagement:** Mention any metrics that imply stickiness: e.g., "75% of pilot users who sign up are still active after 4 weeks" or "Average user reads 4 summaries per day" (even qualitative is fine if numbers are small: "users tell us they check the briefing email first thing each morning"). **Partnerships/LOIs:** If any content partnerships or letters of intent are in progress, note them: e.g., "In discussion with [Security News Site] to integrate their premium content for our users" or "Partnering with OWASP community to distribute content" (only if true). **Awards/Recognition:** If the product or team got any accolades (startup competition winner, etc.), mention to build credibility. **Tech IP:** We've also open-sourced parts of our code (if true) or built proprietary connectors – showing progress on tech assets. Summarize: *MyFeeds-AI is beyond concept – we have real users and a working product demonstrating our capability.*
- **Visuals: A timeline of key milestones** achieved: e.g., "Q1 2025: Concept and team formation; Q2 2025: MVP live; Q3 2025: 10 pilot users onboarded; Q4 2025: feedback integration, preparing wider beta." Mark each milestone on a timeline graphic. Alternatively, use logos or icons: e.g., an

icon for product launch, an icon for user group, etc., in sequence. If we have any usage graphs (even a simple growth of user count or number of articles processed), include a small chart.

Could also show a screenshot of a nice feedback message (blur details) or a snippet of our platform's UI to emphasize it's real. Keep it celebratory but factual.

- **Tone: Upbeat and validating.** This is where we show we're not just slideware – we execute. The tone should convey pride in what the small team has accomplished so far. Use action words and results: "delivered," "launched," "secured X testers," "validated by...". It should also imply *learning* and *momentum* ("we incorporated feedback, we're iterating fast"). Even if numbers are small, frame them positively (it's early but those who tried it **love it** – quality of feedback over quantity). This aligns with how early-stage successful pitches highlight user love and prototype success rather than large revenues. By end of this slide, investors should feel a sense of *progress*: the risk is lower because this team can build and attract users, not just theorize.

Slide 12: Product Roadmap – Upcoming Milestones

- **Objective:** Show the planned trajectory and key future milestones, especially those that raise will enable. This sets expectations for what success looks like in the next 12-18 months.
- **Content: Next 6-12 Months:** With the seed funding, our immediate goal is to go from MVP to a **production-ready V1** by [timeframe], incorporating lessons from pilots. Key features in development include: a polished user dashboard, more data integrations (e.g., adding 5 new news sources feeds), and robust admin tools for enterprise deployments. We plan to **convert pilot users into paying customers** in the next 2 quarters, targeting at least 5 enterprise contracts in our first year post-funding. **12-18 Months:** Aim for **€200k+ ARR within 18 months** ²⁵, coming from a mix of enterprise and prosumer subscriptions. This implies on the order of ~50 enterprise seats and a few hundred individual subscriptions (illustrative breakdown). Achieving this means MyFeeds-AI will have around 100+ daily active users and a proven product-market fit in cybersecurity by the end of next year. At that point, we'll be ready to raise a larger round to fuel multi-vertical expansion. **Key Milestones:** Q1 2026 – Launch enterprise beta (onboard first paying client); Q2 2026 – General Availability launch (public launch, PR, at a major security conference perhaps); Q3 2026 – 100 paying users, 2 content partnership deals signed; Q4 2026 – Explore expansion into second vertical (begin prototype for finance sector feeds). Also mention scalability milestones: e.g., "implement on-premise option by mid-2026 to close big deals awaiting that feature." If relevant, mention team growth: hiring key roles (perhaps 2 engineers and 1 sales by mid-year). Essentially paint a picture that with this money we will hit **product-market fit and early scale**, positioning us for a Series A. Finally, long-term vision beyond 18 months: by 2027, aim for multi-million ARR and presence in 2-3 verticals – but keep that high-level.
- **Visuals:** A **timeline (roadmap) graphic** from now to end of 2026 (or suitable 18-month period), with markers for each major milestone. Use quarter or half-year increments. Each milestone dot can have a short label: "Paid product launch", "First 5 enterprise customers", "Expansion to Finance beta", etc. Maybe use color coding or icons for product, revenue, expansion milestones. Ensure the timeline feels realistic (not overcrowded). Another visual element: a simplistic bar chart of projected ARR growth by quarter (if you want to show €0 -> €200k ARR ramp visually). Mark the €200k ARR target at 18 months ²⁷ as a goal line. The visuals should communicate growth and execution path.
- **Tone: Forward-looking and motivating.** Use future tense with certainty: "will achieve," "scheduled to...". The tone should imply that this is a **plan, not just a hope** – convey confidence that we can hit these milestones (based on our current traction and team). It's okay to show ambition (investors like aggressive growth) but anchor it in the context of what's been done (so it seems attainable). The vibe should be "we know where we're going and how to get there." Perhaps end with a strong statement like, "*By hitting these milestones, we'll be poised to become*

the go-to solution in cybersecurity and ready to replicate our success in other domains." This connects short-term execution to long-term vision.

Slide 13: Team & Advisors

- **Objective:** Highlight the founders' and key team members' qualifications, and why this team is uniquely positioned to execute on this vision. Also mention any advisors or notable backers to boost credibility.
- **Content: Dinis Cruz (Founder & CEO):** Security industry veteran and serial entrepreneur. Previously built and sold a tech company (successful exit) ¹¹, and has been running multiple startups – knows how to scale businesses. Dinis is also a well-known figure in cybersecurity circles (active in OWASP, speaker at major security events) ⁵³, which gives MyFeeds-AI immediate credibility and access to early customers. (If applicable, mention years of experience, e.g., "20+ years in AppSec and cyber"). Emphasize his personal mission alignment: he *felt this pain firsthand* as a CISO or security lead in past roles, which drove him to solve it. **Technical Team:** (If there are co-founders or key engineers, list them briefly: e.g., *Jane Doe, NLP Engineer - ex-Google, specializes in ML and language models; John Smith, Full-stack Developer - built scalable systems at XYZ Corp*). If the team is small, focus on the core competencies: we have deep AI expertise (maybe highlight that ChatGPT is a collaborator in research ⁶¹) and strong security domain knowledge. **Advisors:** Mention any notable advisors or investors already on board. For instance, "*Advisor: [Name], former CISO of [Big Company], guiding our product to fit CISO workflows*" or "*Mentor: [Name], co-founder of [successful startup]*". If no formal advisors, perhaps mention we are in an accelerator or have mentorship from figures in both AI and cybersecurity. **Why This Team:** Conclude with why this team will win: a blend of "*domain expertise (security), technical prowess (AI/graph technology), and startup experience.*" Also mention culture of openness (since our product ethos is openness, note that the team embraces that, e.g., contributions to open-source, etc.). If space, you could subtly address any team gap and plan to fill (e.g., "Post-funding, we're bringing on a dedicated ML engineer and a sales lead to round out the team").
- **Visuals:** Use **headshots and titles** for key team members. Each headshot (or name if no photo) with a one-liner credential: e.g., "Dinis Cruz – CEO (Prev. exit to XYZ, OWASP leader)" and similar for others. Keep it to at most 3-4 people on slide to not overcrowd (if more team, group less critical ones). You might also include logos of past companies or projects associated with team members (for instant credibility via association). For advisors, could list them with small names/titles or logos if they're notable. Ensure the layout is clean – perhaps two columns: Team | Advisors.
- **Tone: Proud and credible.** This is effectively selling the team. The tone should be confident but factual (avoid generic platitudes; use real accomplishments). It's okay to brag a little via facts ("led a global security team", "PhD in NLP", "built open-source tools used by 1,000+ devs", etc.). Show passion: e.g., "*We've lived this problem. We're on a mission to fix it.*" Investors invest in people, so convey determination and capability. Keep it professional and concise (like an elevator pitch for each key person). Align with best practices: many successful pitch decks have a short, impressive one-liner per person – do that here. By the end, investors should think, "This team has the know-how and drive to pull this off."

Slide 14: Investment Ask & Use of Funds

- **Objective:** Clearly state what we are asking from investors and how we will use the capital. Reinforce the milestone plan tied to the funding, and the upside for the investor (why it's a great bet).
- **Content: The Ask:** *We are seeking €300,000 in seed funding for a 20% equity stake* ²⁰ ²¹ (implying a pre-money valuation of ~€1.2M). This valuation reflects the progress we've made (MVP + early users) and the big opportunity ahead, while leaving room for significant upside for

early investors. **Use of Funds:** Break down the allocation: ~**50% (€150k) for product development** (hiring 2 engineers, extending our AI and graph capabilities, ensuring enterprise-grade security and scalability) ⁶². ~**25% (€75k) for marketing and community outreach** – this covers industry event presence, content creation, and perhaps a couple of key hires or contractors in sales/marketing to drive customer acquisition ²³. ~**15% (€45k) for content partnerships and integrations** – budget to onboard data sources (licensing content where needed, or building custom integrations) and possibly incentivize initial partners ²³. The remaining ~**10% (€30k) for admin and operational costs** (legal, cloud services, etc.) ⁶³. Reinforce that this capital will give us **12-18 months of runway** at our current burn rate ²², which is feasible because of our low infrastructure costs (serverless = low overhead when usage is low) and small, efficient team. **Milestones Expected:** Reiterate briefly – with €300k, we expect to reach ~€200-300k ARR within 18 months ²⁵ and be in a strong position to raise a larger round or become self-sustaining. That could potentially value the company in the multi-million range (giving angels a strong multiple on their investment). We intend to use this seed to achieve product-market fit in cybersecurity and prove out the model, setting the stage for rapid scale. End with a confident note: *"Join us in transforming how professionals stay informed. With your investment, we'll conquer information overload in cybersecurity – and beyond."*

- **Visuals:** Show a **table or pie-chart** of the use of funds. E.g., a pie with slices: 50% Product, 25% Marketing, 15% Partnerships, 10% Ops. Label each with the category and maybe one example item (like “+2 engineers” on the product slice). Include a **timeline** or checkpoint graphic of the runway: mark “Month 0 = Now (Seed)”, then “Month 15 = Target €250k ARR & 100 customers” – illustrating what the investor’s money will accomplish. You can also visually highlight the **€300k for 20%** text – maybe a big bold funding amount with equity noted, so it’s unmissable. Optionally, include an icon or logo of our vision beyond (like fading out to another vertical logo) to subtly show the long-term upside. But the main visual should be the funds breakdown to instill confidence that we have a plan for every euro.
- **Tone: Direct and confident, with a positive spin.** This is essentially the closing argument. Be clear and unapologetic in the ask – it’s standard and expected. The tone should convey that we will be **excellent stewards of capital**: responsible (we know where to spend it) and ambitious (those spends will yield big results). It should also subtly excite – an investor should feel that by investing, they become part of something high-impact and potentially very lucrative. Use strong, active language for planned uses (“will hire”, “will build”, “will launch”). Ensure the **value proposition for the investor** is understood: this 300k is the fuel to ignite a company that could be worth 50x that in a few years if we capture this market. Ending with a forward-looking inspirational line (as above) can leave a lasting positive impression, much like how **Notion’s** or **Figma’s** pitches end on the vision of changing an industry. Keep it professional and optimistic – leave them with no doubt about what we need and how it will drive success.

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31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63

MyFeeds-AI - Business Plan - 24-Oct-2025.pdf

file://file_000000002fa0720a938720faa3bd4161

¹¹ myfeeds_pitch_deck_brief.md

file://file_000000007ba8720a9a6dba47e36e66be

⁴¹ ⁴² ⁴³ myfeeds-ai-architecture-briefing.md

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⁶⁰ MyFeeds-AI - First MVP of Personalised News Publishing .pdf

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