

# MyFeeds-AI Investor Pitch Deck Creative Brief

## Deck 1: Concise Pitch Deck (5 slides)

### Slide 1: Title & Vision

- **Slide Title:** *MyFeeds-AI – Personalized Cybersecurity Intelligence, Delivered.*
- **Main Messaging/Copy:** Introduce MyFeeds-AI with a one-line value proposition. The LLM should generate a concise mission statement explaining *what* MyFeeds-AI is and *the core benefit*. For example: **“AI-Powered Personal News Assistant for Security Executives** – cutting through cybersecurity noise to deliver only the most relevant, critical updates.” This slide sets the stage by clearly stating MyFeeds-AI’s purpose (saving time and preventing information overload for security leaders).
- **Visual Ideas:** Use a clean, professional cover layout. Include the MyFeeds-AI logo (if available) or a representative icon (e.g., a shield or network graph) that signifies cybersecurity and AI. A subtle background image related to cybersecurity (like a world map with data streams or code) can add context without clutter. Keep visuals minimalist to focus on the title and tagline.
- **Tone & Style:** Professional and confident. The copy should be visionary yet clear (avoid buzzword clutter). It should immediately communicate differentiation – *this is not just another news aggregator*. Emphasize the **personalized** and **intelligent** nature of the service in a pragmatic tone.
- **Target Audience Note:** Aimed at a broad angel investor audience via email or quick read. Make it **immediately understandable** and enticing, as this deck will circulate widely. The goal is to hook interest, so make the value proposition obvious at a glance.

### Slide 2: The Problem – Information Overload

- **Slide Title:** *The Problem: Cybersecurity Information Overload*
- **Main Messaging/Copy:** Highlight the real-world pain point for CISOs and cybersecurity executives ① ②. The LLM should generate 2-3 punchy bullet points that convey:
- **Too Much Noise, Not Enough Relevance:** “Security leaders are **drowning in data** – dozens of news sites, blogs, threat reports daily – making it **impossible to filter signal from noise** ③.” Emphasize how they struggle to identify which threats/news actually matter to their organization.
- **Time-Consuming & Risky:** “CISOs spend hours sifting through feeds and still **risk missing critical updates** ④. Important breaches or vulnerabilities can go unnoticed until it’s too late, creating a **reactive fire-fighting scenario** ⑤.” Stress the inefficiency and the potential embarrassment or risk when they find out news from others instead of their own monitoring.
- **No Personalized Solution:** “**One-size-fits-all** newsletters and RSS aggregators flood everyone with the same content ②. They **lack personalization** for role or industry, forcing heavy manual tuning. Security execs need **tailored, actionable intelligence** rather than more raw feeds.” This establishes the gap in the market.
- **Visual Ideas:** Depict the overload visually. For example, an icon of a frustrated executive at a desk overwhelmed by a flood of documents or notifications. Or a simple infographic: a person’s silhouette next to logos of many cybersecurity news sources to symbolize too many inputs. A small statistic or quote can be powerful if available (e.g., “X% of CISOs feel overwhelmed by threat

*intel daily*” – if a credible stat is known, the LLM can insert it <sup>6</sup> ). Use a bold red or warning color element to highlight the urgency of the pain point.

- **Tone & Style:** Urgent and empathetic, yet professional. The copy should make investors **feel the pain** CISOs experience, in plain language. Avoid overly technical jargon here – focus on the human impact (overwhelm, wasted time, missed threats). Maintain a serious tone (this is a real problem with high stakes), setting up the need for a solution.
- **Target Audience Note:** Investors reading this need to instantly grasp that **this is a widespread, costly problem** in the cybersecurity industry. Keep it relatable (even non-experts understand “too much information, not enough time”). This primes angel investors to appreciate the value of a solution like MyFeeds-AI.

### Slide 3: The Solution – Personalized Cybersecurity Feed

- **Slide Title:** *The Solution: MyFeeds-AI Personalized News Feed*
- **Main Messaging/Copy:** Present MyFeeds-AI as the clear answer to the stated problem <sup>7</sup> <sup>8</sup> . The LLM should generate **3-4 bulleted benefits** that map directly to the pain points:
- **Tailored Content for Each User:** “**Personalized feeds** for every security leader. MyFeeds-AI delivers news and threat intel **matched to each user’s role, industry, and interests** – so a finance CISO sees what’s relevant to finance, a cloud security lead sees cloud-related updates <sup>7</sup> . No more one-size-fits-all noise.” This bullet stresses the *personalization* aspect.
- **Deterministic AI Matching (Explainable):** “Uses **semantic knowledge graphs + deterministic AI** to filter news <sup>9</sup> . MyFeeds-AI **connects each article’s context to the user’s profile** in a transparent way. Every recommendation comes with a ‘*why you’re seeing this*’ explanation, so there’s **no black-box mystery** <sup>10</sup> <sup>8</sup> .” Emphasize that explainability and provenance are built-in (a key differentiator vs generic GenAI).
- **Real-Time, Proactive Alerts:** “Be the **first to know**. MyFeeds-AI monitors sources 24/7 and **alerts instantly** when something important happens <sup>11</sup> . Executives get concise briefings (via email, SMS, or dashboard) so they **never miss critical cyber news**, even in between meetings.” This highlights timeliness and the proactive stance (solving the missed updates issue).
- **Time Saved, Focus Gained:** “By **cutting through the noise**, MyFeeds-AI frees up hours per week for a CISO <sup>4</sup> . Instead of manually reading dozens of sites, they get **one trusted feed**. It’s like having a personal cybersecurity analyst who knows *exactly* what you care about.” This bullet focuses on the business benefit: efficiency and peace of mind.
- **Visual Ideas:** Consider a simple **diagram** to illustrate how MyFeeds-AI works at a high level. For example: show multiple input icons (news websites, blogs, Twitter, etc.) flowing into a funnel labeled “MyFeeds-AI” (with a small brain or graph icon to denote AI), and then an output going to a shield or person icon representing the personalized feed delivered to the user. Each part could have a tiny label (e.g., “Many Sources” -> “AI Filtering” -> “Your Feed”). Alternatively, use four small icons corresponding to the above bullets: e.g., a person with a shield (personalization), a graph or magnifying glass (explainable AI), a bell/alert icon (real-time alerts), and a clock or checkmark (time-saving). Keep the graphic clean and **ensure it reinforces how MyFeeds-AI is different** (personalized, explainable, timely).
- **Tone & Style:** Solution tone should be **confident and optimistic**. It’s important to highlight **differentiation** from generic solutions – use phrases like “unlike any other solution” or “first of its kind” if appropriate, backed by facts (explainability, founder’s approach). Ensure the language focuses on *benefits* to the user (e.g., saves time, builds trust with explainability, prevents surprises) rather than just features. Maintain professionalism; claims should sound credible and achievable, not sci-fi.
- **Target Audience Note:** Angels will be looking for *what’s unique and why it will succeed*. Ensure the copy makes it crystal clear how MyFeeds-AI’s approach (knowledge graphs + deterministic GenAI) is a **game-changer in a crowded space**. Even those unfamiliar with technical details

should come away understanding: “Okay, this uses AI in a novel, explainable way to solve the overload problem.” This slide should get them nodding that the solution fits the problem.

#### Slide 4: Team & Why We’ll Win

- **Slide Title:** *Team & Expertise*
- **Main Messaging/Copy:** Showcase the founder’s and team’s **deep domain expertise and execution capability**, establishing credibility. The LLM should produce a few bullet points such as:
  - **Founder – Dinis Cruz:** “Cybersecurity veteran & ex-CISO with 15+ years in the industry <sup>12</sup> . Dinis is a well-known figure in app security (led OWASP projects) and has founded multiple startups using this tech stack <sup>13</sup> . He uniquely understands the CISO’s pain (having been one) and how to solve it.” This highlights domain expertise and reputation <sup>14</sup> .
  - **Proven Tech Leadership:** “Dinis built the initial MyFeeds-AI MVP **single-handedly** <sup>15</sup> , leveraging a **sustainable open-source stack** he’s mastered across ventures <sup>16</sup> . This demonstrates the team’s ability to execute quickly with minimal resources – a strong indicator we can deliver on our plans.” Emphasize that the core technology and approach have been validated by the founder’s prior experience and the working MVP.
  - **Supporting Team/Advisors:** *(If applicable, include key team members)* e.g., “**Tech Lead:** [Name], expert in AI and graph databases, with [X years] building scalable data pipelines. **Advisor:** [Name], a seasoned CISO providing feedback to ensure product-market fit.” If the founder is currently a solo founder, focus on plans to **augment the team** post-funding: “We have a network of AI engineers and industry advisors ready to join as we grow.” This assures investors that the talent is or will be in place.
  - **Why We’ll Win:** “Our team’s **unique blend of cybersecurity domain knowledge and AI expertise** is a moat. We’re not outsiders guessing the problem – we’ve lived it and solved similar challenges before. This gives us an execution edge over generic AI companies.” This bullet ties the team’s background to likelihood of success.
  - **Visual Ideas:** Show a photo of Dinis Cruz (the founder) with name and title (Founder & CEO) and 1-2 line bio (e.g., “ex-CISO, 20 yrs Cybersecurity”). If possible, also show logos of notable organizations he’s been part of (previous employers or successful projects) to leverage credibility by association <sup>14</sup> . For any other key team members or advisors, include their photos and a one-liner (but given brevity, the short deck might only highlight the founder prominently). Use a professional, clean layout—perhaps a row of headshots with titles. If photos aren’t available, use placeholder icons (e.g., a shield icon for security expertise, a graph icon for AI expertise) next to text. Ensure the design looks **polished and credible**, as this slide assures investors the venture is in capable hands.
  - **Tone & Style:** Confident and factual. The language should **exude credibility** without hype. Use action words that imply competence (e.g., “led,” “built,” “expert in...”). It’s important to strike a balance between pride and humility: we want to impress (via accomplishments) but also show we’re pragmatic and focused on solving the problem. Keep it concise—each bullet should be a tight elevator pitch for why this person/team is great.
  - **Target Audience Note:** Angel investors often bet on the team. This slide should **instill confidence** that the founder has *the right experience to execute* and that the team (or planned team) covers all critical areas. Especially since this deck is for broad distribution, we want any reader to instantly think, “Yes, this founder knows cybersecurity and can pull this off.” Use terms and past roles that resonate with an investor audience (CISO experience, prior startup success, open-source leadership).

#### Slide 5: Traction, Business Model & Ask

- **Slide Title:** *Traction & Ask (or Funding & Next Steps)*

- **Main Messaging/Copy:** Even in a short deck, combine early proof points with the funding request to show this is more than just an idea. The LLM should produce content covering:
- **Early Traction: “MVP validated** – A working prototype is already live, ingesting feeds and delivering personalized briefs <sup>15</sup>. Early testers (a few friendly CISOs) have given positive feedback, e.g., ‘*This saved me hours last week*’. (If available, include a short testimonial or data point: *in a 2-week pilot with 3 users, MyFeeds-AI delivered 50 relevant alerts and saved ~5 hours of manual reading* <sup>17</sup>). This demonstrates demand and feasibility.” If no formal pilot data, emphasize that the concept works and is ready for broader testing.
- **Business Model: “B2B SaaS, High-Margin** – MyFeeds-AI will generate revenue through subscriptions <sup>18</sup> (think annual or monthly per organization/CISO). With a serverless cloud stack and automation, **costs are low** <sup>19</sup> – so each new customer is highly profitable. Investors can expect a classic SaaS model with recurring revenue and ~80% gross margins <sup>20</sup>.” (Keep it brief, but make sure investors know you have a **real plan to make money**, not just a cool tech: mention subscription pricing tiers or enterprise licenses in a phrase.)
- **The Ask: “Raising €300K** seed funding (approximately \$300K) <sup>21</sup> to fuel the next 18 months of growth.” Explain what this investment will accomplish: e.g., “This will fund **product development** (to expand data sources, refine AI and UX) and **go-to-market** efforts (onboard initial customers, marketing) to reach our next milestones.” Be specific: “*€300K gets us to ~100 paying users and ~\$X Annual Recurring Revenue within 18 months* <sup>22</sup>, *setting us up for a larger Seed or Series A.*”
- **Use of Funds (High-Level):** “~60% on engineering (continue building the platform, hire 1-2 key developers), ~20% on marketing and community outreach (cybersecurity events, content marketing) <sup>23</sup> <sup>24</sup>, ~20% on operations (cloud infrastructure, support, and a cushion for unexpected needs).” Emphasize a **lean approach**: no extravagant spending – focusing capital on product and early customers. Note that the open-source, serverless tech approach means **we can scale efficiently on a tight budget** <sup>19</sup>.
- **Closing Remark:** End with a confident forward-looking statement. For example, “With this funding, MyFeeds-AI will transform how security executives stay informed, creating a must-have tool in every CISO’s arsenal – and a high-margin SaaS business for investors.” This reinforces the opportunity and invites investors to join in.
- **Visual Ideas:** This slide may contain a mix of content, but keep it visually organized. One approach: split the slide into two sections – left half “Traction” (maybe a small screenshot of the MVP or a checkmark list of accomplishments like *MVP built, X early users, Open-source core*) and right half “Funding Ask” (with a big bold “€300K” and an indicative pie chart or bar chart of fund allocation). For the funding breakdown, a simple pie chart with 3 slices (Dev, Marketing, Ops) could illustrate use of proceeds. Alternatively, use icons with labels: a laptop icon for development, a megaphone for marketing, a gear for infrastructure/ops, each with a % label. Ensure the **ask amount** is extremely clear (large font “Seeking €300K”). If space allows, include a subtle timeline arrow indicating “Now (MVP done) -> 18 months -> 100 customers” to visually tie funding to milestone.
- **Tone & Style: Pragmatic and confident.** This is where you show you’re a sensible businessperson, not just an innovator. The tone should be factual when discussing money and traction (e.g., “MVP completed in Oct 2025” or “private beta users onboarded”), instilling confidence that funds will be used wisely. When stating the ask, be **bold and clear**. Avoid any ambiguity. Make sure the language shows that this is an *investment* that will unlock specific growth (use words like “to achieve X, to accelerate Y”). End on an upbeat note indicating excitement for the next phase.
- **Target Audience Note:** Since this short deck might be the first thing passed around, the ask is intentionally modest and concrete to attract angels. It should signal: “*We’ve de-risked the tech with an MVP, we have a viable business model, now we just need a small push to hit key metrics.*” Keep it concise – interested investors can ask for detailed breakdowns later. For now, show that **the numbers make sense and the plan is achievable**.

---

## Deck 2: Full Pitch Deck (12–15 slides)

### Slide 1: Title & Vision

- **Slide Title:** *MyFeeds-AI – Personalized Cybersecurity Intelligence, Delivered*
- **Main Messaging/Copy:** Open the detailed deck with the company name and a succinct tagline that encapsulates the vision. The LLM should reiterate the value proposition: e.g., “**Never Miss a Critical Cybersecurity Update.** MyFeeds-AI uses explainable AI to deliver personalized news feeds for security executives.” Include a one-sentence mission statement: “*Our mission: to save cybersecurity leaders from information overload by delivering exactly what they need to know, when they need to know it.*” This primes the audience on the problem-solution space from the get-go.
- **Visual Ideas:** Use a professional cover slide layout. Prominently display the **MyFeeds-AI logo** (or stylized name) and the tagline. A compelling background image or graphic helps set context – for instance, a world map with cybersecurity attack markers, or a network/cloud motif implying data flow. Alternatively, an abstract graphic of nodes and connections (hinting at knowledge graphs) can subtly reinforce the tech angle. Keep it clean with high contrast text. Also include the presenter’s name and contact (e.g., “Dinis Cruz, Founder & CEO”) in smaller text, since this deck might be presented or shared.
- **Tone & Style:** Visionary and confident, but succinct. The tone here is aspirational (“transforming how security execs stay informed”) combined with clarity (“personalized, explainable, real-time feeds”). Make sure it immediately **differentiates** MyFeeds-AI: e.g., mention “explainable AI” or “knowledge graph-powered” in the tagline or subtext to plant that seed. However, avoid heavy detail on this slide – it should be a strong, clear **headline** for the story to come.
- **Target Audience Note:** This is for investors who have shown initial interest, so you can be a bit more **technical/visionary** on the cover. But still assume not everyone has context – the tagline should be understandable to a non-expert. Impress them with a crisp statement of purpose that sets a professional tone for the rest of the deck.

### Slide 2: Problem – Information Overload in Cybersecurity

- **Slide Title:** *The Problem: Info Overload for Security Executives*
- **Main Messaging/Copy:** Deepen the problem description with data and narrative. The LLM should generate a **compelling story + supporting facts**:
- **Complex Threat Landscape:** “Every day, CISOs and security directors face a **firehose of cybersecurity news** – threat reports, vendor alerts, blogs, social media, regulatory updates <sup>1</sup>. It’s humanly impossible to keep up.” Paint the picture of the breadth of sources (perhaps mention “50+ relevant news sources and feeds”).
- **Relevance Filtering is Hard:** “Amidst this flood, figuring out **what’s relevant to my organization** is a major challenge <sup>3</sup>. A CISO in finance cares about different threats than a healthcare CISO, yet **everyone gets the same feed** today.” This highlights the lack of role-specific curation and ties it to organizational risk (investors grasp that missing relevant info can have costly consequences).
- **Wasted Time, Missed Alerts:** “Security leaders spend hours **manually sifting** through newsletters and RSS feeds <sup>4</sup>. Despite this effort, critical news can slip through the cracks – often they hear about big incidents from colleagues or on Twitter, *after* the fact <sup>5</sup>. This reactive approach is **risky and inefficient**.” Emphasize both the time sink (productivity cost) and the potential for missed intelligence (security risk).
- **No Personalized Solution (Market Gap):** “There’s **no tool that personalizes cybersecurity news** for each exec <sup>2</sup>. Existing options are one-size-fits-all, or require dedicated analysts to

curate. This gap forces a choice between **information overload** or **being uninformed** – a lose-lose for busy executives.” This bullet sets up that the market has a clear unmet need.

- **Visual Ideas:** Use a mix of **text and simple graphics** to reinforce key points. For example, include a small chart or graphic: “Growth of Cyber News Volume” (if a stat is available, e.g., number of reported breaches per year increasing). Another idea: show an outline of a person (CISO) surrounded by many logos or icons (news, Twitter, reports) with question marks to indicate confusion. You might also highlight a **pain quote**: in italic text, a one-liner like *“I have 20 tabs open with security news and still worry I’m missing something important,”* – attributed to a real or hypothetical CISO (this adds a human touch). If you have any industry stat (e.g., **“X% of CISOs say information overload is a top concern”**), include it in bold <sup>6</sup>. Use a red or orange accent to underline the urgency (e.g., an exclamation icon or warning symbol next to “missed critical alert”).
- **Tone & Style:** More detail is allowed here than in the short deck, but remain **concise and impactful**. Use a serious, matter-of-fact tone with concrete language. Investors should feel the frustration and risk (but don’t exaggerate to the point of disbelief). Incorporate specifics where possible (number of sources, hours per week wasted – even if estimates, they make the problem tangible). The style can be a bit storytelling: frame it as, *“Picture a day in the life of a CISO...”*, then bullet the challenges. This engages the audience and sets up anticipation for the solution.
- **Target Audience Note:** These investors are already interested, so they’ll appreciate a bit of depth. However, some may not be cybersecurity experts, so avoid overly niche jargon. Keep the focus on the *business impact* (lost time, missed threats, inefficiency) – things any investor understands. This slide should make them think, *“Yes, I can see why a lot of organizations would pay to solve this.”*

### Slide 3: Solution Overview – MyFeeds-AI

- **Slide Title:** *Solution: Personalized News Feeds with Explainable AI*
- **Main Messaging/Copy:** Clearly articulate **what MyFeeds-AI does** and **why it’s different**. The LLM should expand on the short-deck version with a bit more detail:
- **“Smart Personal Cybersecurity Briefings”:** Open with a strong one-liner: *“MyFeeds-AI is a personalized cybersecurity news feed service that acts as a 24/7 expert curator for each user.”* Explain that it *automatically gathers and filters industry news so that each security executive gets a feed tailored to their needs*. This is the high-level definition <sup>25</sup> <sup>7</sup>.
- **Key Features/Benefits:** Use 3–4 sub-bullets (with a phrase in bold at start of each for readability):
  - **Personalized & Role-Specific:** *Each user sets up a persona profile (role, interests, industry) and receives content matching that profile* <sup>7</sup>. For example, mention: *“A CISO in finance gets a different feed than a SOC manager in tech – only relevant updates for each.”* This tackles the relevance issue directly.
  - **Explainable AI Recommendations:** *MyFeeds-AI uses a semantic knowledge graph to match news to the user’s profile in a deterministic way* <sup>9</sup>. *That means every article delivered comes with a “why this matters to you” explanation* <sup>8</sup>. Emphasize: *“No black-box surprises – users see exactly why an item hits their feed (e.g., it mentions a technology or threat they track).”* This builds trust in the AI output.
  - **Real-Time Alerts, Zero Overload:** *“Important incident? You’ll know immediately.”* Explain that MyFeeds-AI provides **timely alerts** for breaking news and scheduled briefings for daily/weekly summaries <sup>11</sup>. The benefit: *“Security execs can stay ahead of threats without monitoring dozens of sites; MyFeeds does it for them.”*
  - **Adaptive & Extensible:** *Mention that because it’s built on a flexible AI+graph system, the service can learn and adapt to user feedback (thumbs up/down) and can easily be extended to*

*new sources or even other domains.* (This is forward-looking but suggests longevity and scale.)

- **In essence statement:** Conclude the slide with a sentence that encapsulates the solution's impact, e.g., *"In essence, MyFeeds-AI is like having a personal cybersecurity analyst who knows your priorities, constantly scans the horizon, and hands you exactly what you need to know – before your boss asks about it."* This is adapted from the source material and leaves a vivid image <sup>26</sup>.
- **Visual Ideas:** This slide benefits from an **illustrative graphic or mockup** to solidify understanding. Options:
  - **A before/after comparison:** on the left, "Today: Overwhelmed CISO" with a clutter of news icons; on the right, "With MyFeeds-AI: Personalized Feed" showing a tidy feed or a phone with an alert saying "Top 3 updates for you this morning."
  - Alternatively, a hero image of a simplified **MyFeeds-AI dashboard or email report** (if an MVP UI exists, use a screenshot; if not, create a stylized example with a list of headlines and brief explanations). Label it "Your Daily Briefing" to let investors visualize the product.
  - Use icons for each key bullet: a user silhouette with a gear (personalization settings), a graph/network icon (knowledge graph AI), a bell or lightning bolt (real-time alerts), a shield or checkmark (peace of mind, nothing missed). Arrange them with short captions.
  - Make sure the visuals highlight *personalization* and *explainability*. For example, on the sample feed item, show a tiny annotation like "Matched to your interest: Cloud Security" to imply the explainable part.
- **Tone & Style: Confident and benefit-driven.** This is the "aha" slide, so language should be positive and solution-focused. Use active phrasing ("delivers," "ensures," "provides") and avoid conditional or overly technical descriptions. While more detail is okay here, keep each point tight – assume the reader will skim bullets. Where possible, frame features as **benefits** (e.g., not just "Knowledge graphs," but "Knowledge graphs for transparent matching"). Ensure consistency with Slide 2: every problem stated should feel answered by something on this slide.
- **Target Audience Note:** Now that the interested investors know the problem, this slide must **convince them the solution is compelling and feasible**. Some of them might think "Couldn't anyone just use ChatGPT for this?" – so explicitly or implicitly address that: emphasize the *deterministic, explainable approach* (i.e., not a generic GenAI that might hallucinate or give unpredictable results). The audience here will appreciate that *this is an innovative use of AI (knowledge graphs + LLMs) that's not trivial*. So make sure the uniqueness shines through.

#### Slide 4: How It Works – Technology Differentiator

- **Slide Title:** *How It Works: AI + Knowledge Graph Pipeline*
- **Main Messaging/Copy:** Provide a simplified technical walkthrough to assure investors that the solution has a strong backbone and is **differentiated by design**. The LLM should outline the end-to-end process in **5 concise steps**:
  - **Data Ingestion:** *"MyFeeds-AI continuously aggregates news from multiple cybersecurity sources <sup>27</sup> – RSS feeds (HackerNews, ThreatPost), blogs, advisories, social media, etc. All incoming content is parsed and stored in a structured form."* (Emphasize breadth of sources and that it's automated.)
  - **Content Processing:** *"Each article is run through our AI pipeline: an LLM (and NLP tools) extracts key entities and topics, converting unstructured text into a structured content graph <sup>28</sup>. For example, an article about a new ransomware will be tagged with nodes like Ransomware, Healthcare sector, Critical severity, etc. <sup>29</sup>. We essentially capture the article's DNA."* (Highlight how this is beyond just summarization – it's semantic understanding.)
  - **User Persona Profiling:** *"Users define their persona profiles (or we help configure them): essentially a knowledge graph of their interests and context. E.g., a persona might include 'Finance industry,' 'Cloud security,' 'Only critical alerts via SMS,' etc. Multiple personas per user are possible (e.g., Morning Brief vs Deep Dive)." This shows the user control and granularity.*

- **Matching Engine (Deterministic AI):** *“Our engine connects the dots: it compares the content graph of each article with the user’s persona graph. If there’s a significant overlap/relevance (say the article’s tags align with the user’s interests), that item is flagged for inclusion. This matching is rules-based and repeatable – given the same input, we’d always pick the same articles. That’s how we achieve deterministic, explainable recommendations (every match has a traceable reason).”* This bullet is key to underscore the unique IP – unlike black-box AI that might unpredictably skip or include items, our approach is consistent and transparent <sup>30</sup>.
- **Delivery & Feedback:** *“Relevant items are then delivered to the user in their preferred format – a daily email brief, push notification, or API output. Each briefing item includes why it was selected (e.g., ‘Tagged: Zero-Day exploit in your watched list’). Everything is archived with full provenance <sup>31</sup>. Users can give feedback (like/dislike), which the system learns from to refine future recommendations. The result: a continuously improving, closed-loop system tailored to the user.”* This conveys that the platform gets smarter and ensures trust through provenance logging.
- **Visual Ideas:** This slide begs for a **flow diagram**. Create a left-to-right or top-to-bottom flowchart with 5 labeled steps corresponding to the bullets:
- **Sources** (icons of news, blogs, Twitter, etc.) ->
- **AI Processing** (icon of an LLM or cogwheel reading text, outputting a graph/network symbol) ->
- **Persona Profile** (icon of a user with sliders or a profile sheet) ->
- **Matching** (perhaps two overlapping graphs or a link icon connecting content to user) ->
- **Output** (an icon of an email or alert notification going to a user).  
Use brief labels like “Ingest Data,” “Extract Knowledge Graph,” “User Profile Graph,” “Match & Filter,” “Deliver Insights.” Optionally, include a tiny note under the “Match & Filter” step: “(Explainable decisions)” to hammer that point. The diagram should be visually simple (5 icons/boxes with arrows between them) and use the brand color scheme.  
Additionally, you might highlight the **tech stack** in small print at the bottom (for credibility): e.g., “Built on FastAPI + AWS Lambda (serverless), using graph DB and NLP” – or use logos (AWS, etc.) discreetly. This shows it’s modern and scalable without taking focus from the main flow.
- **Tone & Style:** Even though this is a technical slide, keep the language **accessible and investor-friendly**. Use analogies if helpful (e.g., “knowledge graph – like a mind map of the article’s content”). The style should convey that this process is robust and *not overly complex to the point of risky*. In fact, emphasize reliability (deterministic) and transparency. Where possible, tie back to value: e.g., “ensuring only useful info reaches the user.” Avoid deep algorithmic jargon; focus on what the system *does* rather than how to code it. Each step description should be 1-2 sentences max in the speaker notes or pop-up text (the slide itself will likely just have labels/keywords due to space).
- **Target Audience Note:** At this stage, interested angels might include some with technical background. This slide **answers the “how does it actually work?” question** and convinces more technical readers that *there is a defensible, innovative tech here*. For non-technical investors, the visuals and clear step labels ensure they still grasp the gist (data in, magic filtering, relevant stuff out). It’s also subtly marketing the **IP/moat**: our combination of LLM + knowledge graph matching = **hard to replicate** and improves over time, which is attractive to investors (defensibility!). Make sure that comes across either in the bullet commentary or your talking points.

## Slide 5: Market Opportunity

- **Slide Title:** *Market Opportunity*
- **Main Messaging/Copy:** Define how big and attractive the target market is, using both **top-down and bottom-up reasoning**:
- **Core Target (Beachhead Market):** “Our initial focus is on **Chief Information Security Officers (CISOs)** and senior cybersecurity leaders in mid-to-large organizations <sup>32</sup>. Globally, **thousands**



**of enterprises** have someone in this role. Even conservatively, that's tens of thousands of potential users who **need daily cybersecurity insights** <sup>33</sup>." Back this with an example: "e.g., the Fortune 2000 alone have 2000+ CISOs; add in large regional firms, government agencies, etc., and you easily exceed 10k target organizations." This establishes a concrete beachhead audience size.

- **TAM/SAM Estimate:** "We estimate the **Total Addressable Market (TAM)** as all security professionals globally who could use personalized threat intel – on the order of ~500k individuals. The **Serviceable Market (SAM)** – focusing on CISOs and security directors in our target geographies – is likely ~50k individuals (for example, X thousand in North America, Y thousand in Europe, etc.) <sup>34</sup>. Our **beachhead (early adopters)** or Serviceable Obtainable Market might be the first ~1–5k CISOs we can reach via networks and targeted marketing <sup>34</sup>." These numbers can be refined, but even a small fraction of the TAM yields a strong business (next bullet).
- **Value per Customer:** "Each customer (company) might pay, say, €5k/year for this solution (for a team license or enterprise subscription). **Even 1,000 customers** at that rate is a €5M Annual Recurring Revenue business – showing the upside potential. And that's <2% of the core SAM, illustrating room to grow." This helps investors do the math on potential revenue without committing to exact pricing yet (adjust numbers as appropriate if you have actual pricing models).
- **Expansion Potential:** "Beyond CISOs, **the same pain exists in other roles and industries** <sup>35</sup> <sup>36</sup>. E.g., CIOs could use personalized tech news, fraud officers need finance security news, etc. *Any professional facing information overload* is a future market for us. This means the **total opportunity could multiply** by expanding horizontally (to new roles) or vertically (to more users within an org, like entire security teams)." Emphasize that starting with CISOs in cybersecurity is just phase 1; success there unlocks bigger TAM.
- **Market Validation:** (If available, cite evidence of market need/demand.) "The popularity of curated cyber newsletters and forums (dozens exist) and the rise of AI tools in enterprise shows **active demand**. However, none currently dominate personalized cyber intel, leaving a **gap MyFeeds-AI is poised to fill** <sup>37</sup> <sup>38</sup>." This signals that while the need is proven (people are hacking together solutions or using stopgaps), the space is open for a leader.
- **Visual Ideas:** Use a **TAM/SAM/SOM graphic** – investors love visualizing market slices. One approach: three concentric circles or a pyramid. For example, a concentric circle diagram: largest circle labeled "TAM: All security pros (~500k)", middle circle "SAM: CISOs & security leaders (~50k)", inner circle "Early adopters (SOM): initial target ~5k". Put dollar signs or potential revenue markers if you want (e.g., "If ARPU = \$Xk, SAM value = \$Y billion"). Alternatively, a bar chart could show potential revenue at different customer counts (e.g., 100, 1k, 5k customers at assumed pricing). Use an icon for each segment: a globe for TAM, building icon or target for SAM, a dartboard bullseye for initial target.  
You could also incorporate an illustrative stat: e.g., "% of CISOs who feel overloaded" or "average hours/week spent on news" if you have data, to reinforce the pain. But make sure not to clutter – the focus is the market size. Another visual element: show a *few logos of companies or sectors* (like bank, hospital, tech company icons) to hint at who these customers are, making it concrete.
- **Tone & Style: Upbeat and data-driven.** Use numbers and categories confidently but realistically – don't claim "every human on Earth is a customer," keep it focused on security execs and then logically broaden. The tone should imply *inevitability* ("this many people face this problem daily, and budgets for solutions exist"). Use round numbers and avoid false precision (e.g., say "~50k" not "47,893" which looks fabricated). It can be helpful to mention current spending: if known, e.g., "Enterprises already spend billions on threat intelligence and cybersecurity tools – our product slots into a portion of those budgets dedicated to knowledge and situational awareness." This contextualizes willingness to pay.

- **Target Audience Note:** Angel investors like to see a big potential market but also that you know your initial niche. This slide should reassure them that **the opportunity is large (for eventual scale or exit)**, yet you have a **focused starting point** (not boiling the ocean). Keep the messaging balanced: show ambition (we can expand to other domains) but also focus (we're tackling cybersecurity execs first, which is already a strong market). Given this is a follow-up deck, you can be a bit more detailed here than in the short version, but always tie it back to why *this matters for the business outcome* (i.e., revenue potential).

## Slide 6: Competitive Landscape

- **Slide Title:** *Competitive Landscape & Differentiation*
- **Main Messaging/Copy:** Investors will want to know who else is trying to solve this and why MyFeeds-AI can win. The LLM should produce a brief **competitor analysis**, likely as bullet points per category of competitor:
- **Traditional Cyber Newsletters & Aggregators:** "Many professionals rely on general solutions like **Feedly, Flipboard, or popular weekly cyber newsletters** (e.g., KrebsOnSecurity updates) <sup>39</sup>. These aggregate lots of news but **are not personalized** – every reader gets the same content <sup>39</sup>. They also lack integration or explainability; they're basically firehoses of links. **MyFeeds-AI's edge:** personalization and filtering – we deliver 10 highly relevant items instead of 100 generic ones."
- **Threat Intelligence Platforms:** "Enterprise threat intel services (e.g., Recorded Future, ThreatQuotient) provide feeds of technical indicators and reports <sup>40</sup>. However, they're **expensive, geared towards SOC analysts**, and still require manual analysis for relevance <sup>40</sup>. They flood technical data, not executive-friendly briefs. **MyFeeds-AI complements these** by focusing on open-source intelligence and executive-level insight – at a fraction of the cost and with zero setup." (Position MyFeeds as lighter, more agile vs heavy TI platforms.)
- **Emerging AI Briefing Tools:** "A few new tools (e.g., *CyberBrief.ai*, etc.) claim to use AI for cybersecurity news <sup>30</sup>. This validates the market. But current ones are typically **black-box summarizers** – they might personalize slightly, but they **don't provide explainability or transparency** <sup>30</sup>. Also, none leverage the founder's domain expertise or open knowledge graph approach that MyFeeds-AI does <sup>30</sup> <sup>41</sup>. **Differentiator:** MyFeeds-AI's deterministic matching and founder's credibility (CISO perspective) make it *uniquely trustworthy* in a field where trust is crucial."
- **DIY & In-House Solutions:** "Some large orgs have tried building internal newsletters or using analysts to manually curate news for their execs <sup>42</sup>. This is labor-intensive and not core to their business, often resulting in inconsistent quality. **MyFeeds-AI offers a ready, specialized solution** that those orgs can adopt rather than reinvent. Plus, being open-source friendly, we could even deploy on-prem for clients needing that flexibility <sup>43</sup>."
- **Summary of Moat:** After enumerating competitors, include a takeaway: "*MyFeeds-AI's Unique Moat: We unite explainable AI and deep cybersecurity insight. We're open-source at the core* <sup>43</sup> (easing adoption, no vendor lock-in) and we improve with each user's data (network effect). Competitors would need to catch up on both advanced tech and the rich dataset we're building of what security execs care about <sup>44</sup>." This reinforces that initial traction will compound into defensibility.
- **Visual Ideas:** A **competitor matrix or table** can efficiently convey differentiation. For example, create a table with columns for key features (Personalized to Role, Explainable AI, Real-time, Exec-Friendly, Open-Source) and rows for MyFeeds-AI and competitor categories (Generic Aggregators, Threat Intel Platforms, AI Newsletter Tools). Put checkmarks for MyFeeds in all, and mix of X and ✓ for others (where they fall short). Ensure MyFeeds's column stands out (maybe colored or outlined). If you prefer a simpler visual: use logos or names of specific competitors under each category heading, with a brief tagline of their limitation (e.g., "Feedly – generic

feeds,” “Recorded Future – expensive analyst tool,” “CyberBrief.ai – black-box AI”). Then graphically highlight MyFeeds-AI (like circling it or using your logo) as covering the gap. Keep it respectful (don’t disparage by name too harshly, just factual).

You could also do a quadrant chart (e.g., X-axis: degree of personalization, Y-axis: explainability) and plot competitors low and MyFeeds high. But that might be more complex. A simple table is likely enough and easy to parse.

- **Tone & Style: Confident and factual.** Acknowledge competitors – this shows you know the landscape – but then **clearly state your advantages**. The tone should be objective (avoid sounding dismissive without evidence; instead, matter-of-factly note where others lack features). Use phrases like “lack X,” “do not offer Y,” “focused on different audience,” etc. and then “MyFeeds-AI provides/has X.” It’s good to include the founder’s domain edge as part of differentiation (investors like when the team itself is a moat: e.g., “no known competitor has a former CISO driving product vision, which resonates with buyers” – if space permits). Keep each competitor blurb short. If using a matrix, you might only list features in the slide and explain in your speech or notes; ensure the key points make it into the written content for the brief though.
- **Target Audience Note:** By this point, the angels are considering “Why you? Why now?” This slide should assure them **we have a unique approach** in a validated space. The details also prevent the question “Could Google or a big company just do this?” – you show that incumbents in adjacent areas aren’t solving it the way you are. For technically savvy investors, mentioning the open-source angle and knowledge graph gives reassurance of a thoughtful strategy. For business-focused ones, highlighting that even a few thousand paying users yields a profitable niche SaaS <sup>34</sup> shows this can fly under the radar of big competitors and still succeed. Overall, make it clear that **we have a head start and a defensible plan**.

## Slide 7: Business Model

- **Slide Title:** *Business Model – High-Margin SaaS*
- **Main Messaging/Copy:** Detail **how MyFeeds-AI makes money and why it’s attractive financially**. The LLM should produce content covering pricing, cost structure, and scalability:
- **SaaS Subscription Revenue:** “MyFeeds-AI will operate on a **Software-as-a-Service subscription model** <sup>18</sup>. Organizations (or individual professionals) pay a recurring fee for access. We anticipate offering tiered plans: e.g., **Basic** (single user or small team), **Professional** (for SMBs or mid-size teams), and **Enterprise** (large orgs, multiple personas, on-prem option). Pricing could range from a few hundred euros/month for a small team license up to tens of thousands/year for enterprise deployments.” (If you have specific pricing strategy from the business plan, include it, otherwise give a plausible range to show you’ve thought about it.) Mention if you plan monthly vs annual – e.g., “Annual subscriptions will be encouraged (e.g., €5K/year) for budget predictability, with monthly options to lower entry barriers.”
- **High Gross Margins:** “Our cost to serve each customer is low. MyFeeds-AI is built on a **serverless architecture** (AWS Lambda, etc.) and uses open-source components <sup>19</sup>, so infrastructure costs **scale efficiently with usage**. For example, ingesting and processing feeds for one more user adds negligible cost thanks to shared data and cloud scale. This means we expect **gross margins in the ~80-90% range**, typical of a high-quality SaaS product <sup>20</sup>. As user numbers grow, costs per user actually go down (economies of scale), further boosting margins.” This bullet is important for investors as it speaks to profitability potential.
- **Recurring & Predictable:** “**Recurring revenue** is key. CISOs value consistent, ongoing intelligence, so churn should be low if we provide value. Once integrated into a leader’s daily routine, MyFeeds-AI becomes a budget line item akin to other information services. This means strong **Customer Lifetime Value** relative to acquisition cost, and high revenue visibility quarter to quarter.” Here, you’re selling the SaaS model as an investment advantage (investors love predictable revenue).

- **Upsell & Expansion:** “Within an organization, we can land and expand. Start with one department or leader, then **expand to more teams or regions** once we prove value. There’s potential to offer enterprise features like custom knowledge graph integrations, premium analytics (e.g., trends dashboard for the CISO to brief their board), which could be higher-tier offerings. We could also upsell additional personas or seats.” This shows you can increase revenue per customer over time, not just rely on new customer growth.
- **Additional Revenue Streams (Future):** *Optional, if relevant:* “Beyond subscriptions, there are **other possible revenue streams**: for instance, **enterprise on-prem licensing** (some banks or gov agencies might pay a significant one-time or annual fee to run MyFeeds-AI internally for data privacy <sup>45</sup>), or **data partnerships** (the aggregated anonymized interest data could be valuable to threat intel firms or publishers). While our focus is subscription SaaS, we remain open to these opportunities as we grow.” This bullet is to show you’ve thought of other ways to monetize without depending on them now.
- **Visual Ideas:** Use a **simple graphic to illustrate revenue model**. For example: show three stacked revenue streams or pie pieces labeled “Subscription Fees,” “Enterprise Licenses,” “(Future: Data services)” with the vast majority being Subscription Fees to stress core model. Or create an example pricing tier chart (Basic/Pro/Enterprise with example prices and features) to make it concrete. A chart showing “Revenue vs. Cost per User” line could hammer the high margin point – e.g., cost per user flat or low, revenue per user high, yielding big margin (maybe too granular for a slide, but a small graph could be included). Another idea: an icon of a **repeating cycle** (to signify recurring revenue) or a calendar with a dollar sign to denote annual subscription. If you have a target ARPU (Average Revenue Per User) or ACV (Annual Contract Value) you feel comfortable sharing, you could illustrate “X € per user/year \* Y users = Big opportunity” in a visual equation style.
- **Tone & Style: Clear and investor-oriented.** This slide is about showing you have a viable money-making engine. Avoid techno-jargon; use business terms: recurring revenue, margins, scalability, low churn, upsell. The tone should be matter-of-fact and optimistic. Don’t be afraid to state that this model can drive strong profits; investors want to see confidence in financial viability. Make sure each point connects to a value: e.g., “high margins => more profit falls to bottom line,” “recurring => predictable growth,” etc. Keep it straightforward: even non-SaaS-expert investors should finish this slide thinking, “*This sounds like a classic attractive SaaS play – sticky product, recurring high-margin revenue.*”
- **Target Audience Note:** This detailed deck can include a bit more nuance on monetization strategy (which angels will appreciate). Some might question, “Will CISOs actually pay for this, and how much?” So be sure the narrative addresses that: if possible mention **budget context** (“CISOs already pay for threat intel feeds; our pricing is in line with what a department might spend on a few analyst hours per month, making it an easy justify”). The goal is to convince them that **customers will pay, and pay repeatedly**, and that *acquiring and serving those customers won’t burn cash infeasibly*. This sets the stage that with investment, scaling sales will directly translate to growing predictable revenue.

## Slide 8: Go-to-Market Strategy

- **Slide Title:** *Go-to-Market Strategy*
- **Main Messaging/Copy:** Explain **how you will acquire customers** in a cost-effective way. The LLM should outline a phased plan:
- **Phase 1 – Leverage Founder’s Network:** “**Initial Outreach:** Start with the low-hanging fruit: the founder’s own network in the cybersecurity community <sup>46</sup>. Dinis is well-connected (ex-CISO, active in OWASP/Open Security circles), so we’ll invite a handful of friendly CISOs and security leaders to try the product in a private beta. These **design partners** provide feedback and, if happy, become reference customers or even evangelists. This gives us early testimonials and use

cases at minimal marketing cost.” Essentially, use personal connections to get the first 5-10 customers.

- **Community & Open-Source Buzz:** “We’ll **leverage the open-source aspect** and content marketing to drive organic interest. For example, we can open-source parts of our knowledge graph or integrations (as appropriate) to attract developers and power users (some companies prefer solutions with open-source roots for flexibility <sup>43</sup>). We’ll also share interesting findings or mini reports on cyber trends as blog posts or on LinkedIn to showcase thought leadership. Being visible in cybersecurity forums (Reddit, Twitter, specialized communities) will help us become known as the go-to personalized feed service.” This builds credibility and inbound interest.
- **Targeted Content & Events: “Thought Leadership & Events:** We plan to publish periodic ‘*CISO Brief*’ reports highlighting major trends (using MyFeeds-AI output) – this not only demonstrates our value but also markets the product. Additionally, we’ll attend/keynote at industry conferences (RSA, Black Hat, etc.) and local security meetups, focusing on the **information overload theme**. A talk titled ‘*Using AI to stay ahead of cyber news*’ can draw our target audience. Such efforts position MyFeeds-AI in front of potential customers without huge ad spend.” Emphasize low-cost, high-impact approaches like speaking opportunities and content marketing.
- **Strategic Partnerships: “Partners:** Explore partnerships with cybersecurity consultancies or professional associations. For example, an InfoSec consulting firm could bundle MyFeeds-AI as part of their virtual CISO services, or an association like ISSA/ISACA could offer a co-branded feed to members (powered by MyFeeds-AI). These channels grant us trust and reach into established networks of CISOs. We’ll also consider partnering with threat intelligence providers, positioning MyFeeds-AI as the executive layer on top of their technical feeds.” This shows you’re thinking about channel sales and not just direct.
- **Scaling Sales (Phase 2): “From 12 months onward**, once the product is polished and we have ~10+ happy reference users, we’ll hire a **dedicated bizdev or sales** person to scale outreach. The strategy will shift to a mix of inbound (content-driven) and **targeted outbound** to companies in highly regulated or high-risk industries (e.g., finance, healthcare, critical infrastructure – where the pain of missing an update is greatest). With case studies in hand and an ROI story (e.g., ‘saved X hours, caught Y incidents early’), we can convert cautious prospects more easily. Our goal would be to land ~100 customers by end of 18 months by systematically expanding through these tactics.” This bullet ties to the earlier milestone for investors and shows a concrete hiring/use-of-funds plan for GTM.
- **Visual Ideas:** A **timeline or funnel graphic** works well here. For timeline: e.g., a horizontal timeline with markers at “Month 0-3: Friends & Family Beta,” “Month 3-9: Community outreach & content,” “Month 6-12: Partnerships & pilot projects,” “Month 12+: scale sales & marketing efforts.” Each marker can have a couple-word label (like “Beta launch,” “Conference launch,” “Partnerships,” “Sales expansion”). Alternatively, represent it as a funnel: top of funnel = community/content (lots of eyeballs), middle = beta users (dozens), bottom = paying customers (tens), showing how initial broad exposure narrows to high-quality leads. Icons: use a handshake icon for partnerships, a megaphone for marketing content, a person/network icon for founder network, and a sales graph for scaling phase.  
You might also include logos of communities or events (e.g., OWASP, DEFCON, RSA Conference) in small size to concretely show where you’ll be active. Keep visuals simple but oriented to show progression from small-scale personal efforts to broader scalable ones.
- **Tone & Style: Strategic and action-oriented.** Show that you have a **pragmatic plan** that matches a lean startup philosophy (start with low-cost tactics, validate, then scale). The tone should convey *intentionality*: phrases like “we will leverage...”, “plan to X,” “focus on Y first” are good. Also underscore credibility: mention specifics like OWASP, known conferences, etc., to show you know where your customers live. Keep each phase description tight; the plan should sound straightforward and sensible, not overly complex. Essentially, convince investors you

won't be burning their cash on Super Bowl ads—you have a targeted, smart approach to find and convert customers.

- **Target Audience Note:** Angels will compare the potential cost of customer acquisition to the business model. This slide should reassure them that **CAC (Customer Acquisition Cost) will be kept low initially**, using network and content, and that once it's time to spend more on sales/marketing, you'll have proof points to spend efficiently. They'll also be looking to see if you *understand the buyer*: highlighting community and trust (through open-source and thought leadership) shows you know CISOs often rely on peer recommendations and credibility. It also signals you won't need a massive marketing budget to get the first traction – which is crucial at seed stage.

## Slide 9: Traction & Milestones

- **Slide Title:** *Current Status & Traction*
- **Main Messaging/Copy:** Update on what has been achieved so far and any early indicators of product-market fit. The LLM should include:
  - **MVP Built:** **"MVP Complete:** We have a working MVP (Minimum Viable Product) that's been developed and tested in-house <sup>15</sup>. It can ingest feeds (currently using Hacker News and a few sample sources as a proxy) and output basic personalized briefings. This MVP validates the core tech: we successfully delivered personalized news to test users, proving the concept." Mention the tech achievement: e.g., "We used the MVP to generate daily cyber news summaries for a small pilot group, with content matching their profiles." This shows technical risk is lower – it's not just an idea.
  - **Pilot Users & Feedback:** **"Initial Users:** We've onboarded [X] early beta users (CISOs and security pros from the founder's network) who tried the service for [Y] weeks. Feedback has been encouraging – e.g., *"It's like my morning paper is finally just about my world"*, *"Caught an open-source library vuln news I would've missed"*. Quantitatively, in a 2-week pilot with 3 users, **50 relevant alerts were delivered** and users reported saving a couple of hours each week <sup>17</sup>." If actual pilot data exists (as suggested), include it to demonstrate measurable value. If not, stick to qualitative feedback and note pilot plans ("we plan a pilot in progress with X company next month").
  - **Community Interest:** "Even at this early stage, we've seen organic interest. The founder posted a blog about the concept that got Y hits and several CISOs reached out wanting to try it. Our GitHub repo (for the open components) has already garnered ★[some stars]/forks, indicating developer interest." Only include this if true; otherwise, perhaps, "We've had inbound inquiries just from word-of-mouth (people hearing Dinis talk about MyFeeds-AI on a webinar, etc.)." The idea is to show a buzz or validation from the community.
  - **Awards/Recognition:** *Optional:* **"Recognition:** MyFeeds-AI was selected for [an incubator/award] or received a notable mention in [media]." (If something like that happened – if not, omit.) This builds external validation credibility.
  - **Product Improvement Cycles:** "We've iterated quickly: already on MVP v2 with improvements in feed accuracy and UI based on user feedback. For example, after early testers asked for a simpler way to tweak their persona, we designed a quick persona editing dashboard (now in development). This responsiveness has kept our pilot users engaged and eager for the next version." This shows you're actively learning and improving, a good sign for product-market fit trajectory.
  - **Metrics & Next Steps:** If you have any numbers: "Current waitlist: X users" or "Engagement: beta users open 80% of the briefs we send" – include that. Then segue: "These early results give us confidence as we move toward a broader beta. Our next milestone is to publicly launch a beta with ~20 security teams by [QX 20YY] as we incorporate this funding." This primes investors that

money will translate into hitting the next traction points (which is further covered in the roadmap slide).

- **Visual Ideas:** Use actual **evidence if possible**. For example, include a **screenshot of the MVP** – maybe an example email briefing or the persona setup screen. Showing a real product (even if rough) can be very convincing. Next to it, include a **testimonial quote** bubble with a name/title if you have permission (e.g., *“This is a game-changer for my morning routine” – John Doe, CISO of XYZ Corp*). If no real quote, a generic “Early beta users love it” without attribution is less powerful, so prefer real if possible. You could also show a small graph or metric: e.g., a tiny bar chart “50 alerts delivered, 5 hours saved in 2-week pilot” to visualize that claim. Another idea: a simple timeline of what’s been done: “Q3 2025: MVP completed; Q4 2025: 5 beta users onboarded; Q1 2026: Beta v2 with expanded feeds,” etc., leading into the roadmap next. But since roadmap is next, maybe focus this slide on the qualitative side (screenshots & quotes). Use green checkmark icons to list completed tasks (MVP done ✓, Pilot users ✓) to give a sense of progress.
- **Tone & Style: Proud but realistic.** It’s important to not overhype – just state the facts and positive signals. The tone should be optimistic (“we achieved X, which is a strong validation”) but also grounded. Acknowledge it’s early: terms like “early signs,” “initial feedback” are fine, as long as you follow with why that’s exciting. Use actual data or quotes for credibility – investors trust concrete numbers/comments more than vague “users love it” statements. If you lack real data, then highlighting the speed of execution (MVP built fast) and ability to get users is key. Make sure to frame everything as *momentum*: each bullet should imply that things are moving forward quickly and according to plan.
- **Target Audience Note:** This audience is likely already somewhat convinced by vision; now they want proof that you can execute and that users care. This slide **reduces risk** in their mind. By showing you built something that works and people are responding well, you address technology risk and market risk. Be honest: if it’s super early and only internal tests, say what’s been done internally and what will happen soon externally (“MVP internally tested, now ready for external beta in next quarter”). Transparency builds trust. The key is demonstrating that **progress is being made at a good pace** and that the hypothesis (personalized feeds solve overload) has initial validation.

## Slide 10: Product Roadmap

- **Slide Title:** *Roadmap – Next 12–18 Months*
- **Main Messaging/Copy:** Lay out the development and growth plan moving forward, showing that you have a clear vision for how to use the investment to hit major milestones. The LLM should break down the roadmap into a few time-based phases with key objectives:
- **Near-Term (0–6 months): “Expand Data & refine AI (Months 0-6):** Immediately integrate a broader range of feeds and sources into MyFeeds-AI <sup>47</sup> – e.g., add top cybersecurity blogs, vulnerability databases, social media alerts. More sources = richer content for users. In parallel, build out the **Persona UI** so users can easily customize what news they want (sliders for urgency, topic checkboxes, etc.) <sup>48</sup>. Also implement basic **feedback loops** (thumbs-up/down on recommendations) to start gathering user preference data. By month 6, we aim to have a robust beta product with multi-source coverage and user-friendly controls.” This phase focuses on delivering a solid product experience.
- **Mid-Term (6–12 months): “Beta Launch & Iteration (Months 6-12):** Launch a broader **beta program** with ~20–30 users (targeting a variety of industries) <sup>49</sup>. During this period, focus on **user engagement metrics** – are they reading the briefs? clicking alerts? – and refine accordingly. **Automate workflows** fully: ensure daily briefs go out automatically, the system self-tunes the knowledge graphs based on feedback, etc. <sup>50</sup> <sup>51</sup>. Also, work on **scalability**: optimize our serverless functions and LLM usage for cost and speed (maybe incorporate more

efficient models or fine-tune for specific tasks to reduce API calls) <sup>52</sup> <sup>51</sup> . By month 12, we expect to have ~20 pilot customers using MyFeeds-AI regularly, and a stable v1.0 product ready for official launch.” This shows a goal of converting beta into initial paying or at least active users.

- **Longer-Term (12–18+ months): “Scale & Growth (Months 12–18):** With a polished v1 product and initial happy users, we will **officially launch** MyFeeds-AI broadly (open it up for self-serve signups or more aggressive sales outreach). This phase includes implementing any remaining **enterprise features** needed for larger customers – e.g., single sign-on, team admin controls, on-premise deployment option for those who need it. We’ll also track and improve **KPIs**: user retention, average alerts per user, conversion rates from trial to paid. The aim by 18 months is to have on the order of **100 paying customers**, several strong case studies, and possibly an initial **ARR of ~\$0.5–1M** (depending on pricing). This traction sets us up for either sustainable growth or a larger funding round.” Tailor numbers to what the €300K can realistically achieve; the example given is an aspiration to show investors the plan.
- *(Optional beyond 18 months): “Future Vision:* Beyond 18 months, we envision expanding MyFeeds-AI to adjacent markets (as noted earlier: other executive roles, perhaps personalized feeds for other high-change domains). We also anticipate leveraging the data collected (with user permission) to identify broader trends and offer industry-wide reports or premium insights. In essence, the long-term roadmap sees MyFeeds-AI evolving into the go-to personalized information platform for many domains – but our 18-month focus is squarely on nailing cybersecurity use cases.” This reminds them of big-picture potential but keeps near-term realistic.
- **Visual Ideas:** A **timeline graphic** segmented by quarter or half-year. For example, create columns or arrows for “Q1–Q2 2026,” “Q3–Q4 2026,” “Q1–Q2 2027” (assuming current time is late 2025). Under each, list 2–3 key bullets: e.g., “Add 10+ new sources, Beta UI launch” under Q1–Q2; “Pilot with 20 users, Optimize LLM costs” under Q3–Q4; “Official launch, 100 customers goal” under Q1–Q2 2027. If quarters are too granular, you can just do “Phase 1, 2, 3” or “Now, 6m, 12m, 18m” markers. Use icons: a database icon for “expand sources,” a users icon for “beta users,” a rocket or launch icon for “official launch,” a graph icon for “scale to 100 customers.” You could highlight the current point in time as “We are here ->” at the start to orient. Ensure the roadmap visually shows progress building up (maybe an upward arrow or staircase motif). Additionally, consider a small table or chart of **projected metrics** (if you feel confident): e.g., a mini table: “Metric: # of sources, Now: 3 -> 18mo: 50; # of users: Now: 5 -> 18mo: 100; etc.” This quantifies some goals. But only include if you want to commit to numbers publicly in the deck.
- **Tone & Style: Forward-looking and precise.** Use future-tense active verbs (“will integrate X,” “aim to launch Y”). The tone should be confident that these are achievable, yet it’s wise to avoid overcommitting to exact dates (“month 6” etc., is fine as an estimate). Each item should clearly ladder up to either product improvement or user/revenue growth to reassure investors that you know *what to do next*. Keep it realistic: e.g., don’t claim “1000 customers in 12 months” if earlier you said 100 in 18; consistency matters. It’s better to under-promise and over-deliver even in planning. Show that you have thought about technical scalability (investors fear when AI products incur huge costs to scale – by mentioning optimization, you proactively address that <sup>51</sup> <sup>53</sup> ).
- **Target Audience Note:** This slide basically tells investors **“Here’s how your money will be spent timeline-wise and what milestones it will achieve.”** Make sure the roadmap aligns with the **Use of Funds** coming up. They should see that injecting capital accelerates hitting those milestones (more sources, more users, etc.). Angels appreciate a clear 12–18 month plan, since that’s typically the runway their funding provides. Also, by highlighting a target of ~100 customers/ ~\$1M ARR in 18 months (or whatever your realistic goal is), you implicitly suggest a trajectory for next round (Series A) or getting to break-even. This gives them confidence you’re building a plan to increase company valuation significantly on that timeline.



## Slide 11: Team Details

- **Slide Title:** *Team – Expertise & Track Record*
- **Main Messaging/Copy:** In the full deck, provide a bit more depth on the team (beyond the founder) to show you have (or will have) the people to execute every part of the plan. The LLM should list key team members with one-liner credentials:
- **Dinis Cruz – Founder & CEO:** **“Ex-CISO and Serial Entrepreneur.** 20+ years in cybersecurity; former CISO of [Notable Org] <sup>14</sup>, longtime OWASP leader (built open-source security tools), and founder of previous security startups. Has successfully implemented knowledge-graph-driven solutions in prior projects. Brings deep domain expertise and a strong network of industry contacts.” This reinforces Dinis as both technical and domain expert, and hints at credible past successes (if any startup exit or prior project, mention briefly).
- **[Co-Founder or CTO] – [Name]:** If there’s a technical co-founder or lead engineer: **“AI/ML & Graph Data Expert.** [X] years building large-scale data pipelines and AI solutions. Previously at [Big Tech or relevant company] focusing on machine learning. Will spearhead the LLM integration and ensure scalability of the platform.” If no official co-founder but a key early employee, include them similarly. If Dinis is also the CTO essentially, then consider adding a placeholder for a hire: e.g., “(Hiring) VP Engineering: to be filled by someone with experience scaling SaaS platforms – identified candidates in network.” This signals you know the need.
- **Advisor – [Name]:** If you have an advisor or mentor: **“Industry Advisor.** [Name], CISO of [Big Company] (or ex-CISO, etc.), is advising MyFeeds-AI on product fit. [He/She] validates the pain point and provides a direct line to our target users for feedback.” This can add credibility by association. If multiple, list briefly.
- **Other Team:** If applicable, mention any other notable team members (e.g., “Head of Product: [Name], who previously built B2B SaaS at XYZ” or “NLP Engineer: [Name], PhD in NLP, focusing on content analysis quality”). Keep it to high-impact highlights.
- **Team Strength:** End with a unifying statement: *“Our team combines cybersecurity domain leadership with cutting-edge AI skills. We’ve worked together on open-source projects and share a passion for solving this problem. Small but mighty, we’re positioned to execute fast and smart. Post-funding, we plan to hire 1–2 key engineers to accelerate development, but our current core can deliver the MVP and beyond.”* This assures that the core team is solid and that you’re thoughtful about scaling the team as needed (investors like to see you won’t try to do it all alone if it’s not feasible).
- **Visual Ideas:** Similar to the short deck, but perhaps include **more people**. A common format: each key person’s photo with name & title, and under each photo a one-sentence bio (or logos of past companies to represent experience). For instance, show Dinis with a line “Ex-CISO @ [Org], 15+ yrs Infosec,” Co-founder with “AI Engineer, ex-[Google], MSc AI,” Advisor with “CISO @ [BigCo].” You could arrange founder on left larger, others to right. If remote or no photos, use professional-looking icons (like a shield for Dinis (security), a chip or brain for AI expert, etc.) with names. Incorporate any notable logos (OWASP, former employers, university if it’s a big name like “MIT PhD” etc.). This slide should *look* like a team that has gravitas: clean design, maybe company logo watermarks behind each person’s blurb if relevant. Optionally, include the company structure if relevant (but not usually needed at seed). Keep it focused on individuals. Ensure titles are clear (Founder & CEO, CTO, etc.).
- **Tone & Style: Impressive yet concise.** Use strong keywords: “expert in...,” “led X at Y,” “10+ years,” etc. This is essentially a mini resume highlight reel per person. The style should avoid generic platitudes and stick to concrete achievements/roles (“built X,” “led team of Y,” “published researcher in Z”). Also, convey teamwork and complementary skills: if one is business/domain and another is technical, emphasize how that covers all bases. The tone should reassure that *this team can handle both the technology and selling to enterprise clients*. If any member has startup

experience or exits, definitely mention that (“founded X, acquired by Y” is a powerful signal of competence <sup>14</sup>).

- **Target Audience Note:** At seed stage, investors are heavily betting on the team. By now, they know the founder, but this slide can solidify confidence that **all key skill areas are addressed** (domain expertise, AI/tech, business development, etc.). If something is missing (say you don't have a marketing lead yet), it's okay – sometimes you can acknowledge it as a planned hire. Transparency (“we know we'll need to bring in expertise in X later, and we will”) is better than ignoring a gap. However, highlight that with current folks you can reach the next milestones. For angels, showing you have advisors or connections to early customers is a big plus (lessens market risk). Overall, this slide should make investors think, “*This is a A+ team for this problem.*”

## Slide 12: Use of Funds & Investment Ask

- **Slide Title:** *Funding Ask & Use of Proceeds*
- **Main Messaging/Copy:** Clearly state how much money you are raising and how you will deploy it to achieve the roadmap goals. The LLM should produce:
- **Funding Requirement:** “**Raising €300,000** in this seed round (via SAFE or equity) <sup>21</sup>.” If already have some commitment: “We have €100k soft-circled from angel investors, seeking the remaining €200k.” If not, just the total. Possibly mention valuation or terms if you want (often not on slide, but if there's a lead or a fixed valuation you could say “at a €2.5M pre-money valuation” or such – optional).
- **Runway & Milestones:** “This funding gives us ~18 months of runway, enough to reach **key milestones**: ~100 paying customers and ~\$X ARR, plus a product ready for wider scale <sup>22</sup> <sup>54</sup> . In other words, €300k gets us to either profitability or a position to raise a strong Series A on the back of real traction.” This connects the ask to outcomes (as earlier outlined).
- **Use of Funds Breakdown:** Provide 3-4 major buckets with percentages:
  - “**Product Development (60%)** – Hiring 2 additional developers and covering contractor costs to accelerate feature development (as per roadmap: more integrations, UI improvements, scalability optimizations) <sup>23</sup> <sup>24</sup> . Also includes LLM usage costs for the pilot phase (which are modest due to efficient design, but budgeted for growth).”
  - “**Go-to-Market (20%)** – This covers marketing and sales efforts: content creation, attending one or two big cybersecurity conferences to demo the product, community events sponsorship, and modest spend on online campaigns to targeted audiences once product is launch-ready <sup>23</sup> <sup>24</sup> . Also, potentially a part-time salesperson or advisor commission to help close initial enterprise deals toward the end of the 18-month period.”
  - “**Operations (15-20%)** – Keeping the lights on: infrastructure (cloud services), software tools, and general overhead. Our stack is cost-efficient (largely serverless/on-demand) so infrastructure costs will scale gradually with usage <sup>19</sup> . This category also provides a buffer for legal, accounting, and other admin essentials as we formalize the business.”
  - If the percentages don't sum to 100 due to rounding, that's fine (just approximate). You can combine Ops with GTM if splitting too fine. The key is to show a thoughtful allocation.
- **Capital Efficiency & Lean Approach:** “We're intentionally **keeping burn low** – no fancy offices or large fixed costs. The founders are taking minimal salary (just enough to be sustainable) to stretch the runway. Our use of serverless tech and open-source means we can achieve a lot with little <sup>19</sup> . €300K is **just-right** – it funds critical hires and activities to hit product-market fit, without excess.” This reassures investors you'll be frugal and smart with their money <sup>55</sup> .
- **Next Steps for Investors:** Possibly end with how interested investors can participate: e.g., “Seeking value-add angels who can open doors in the cybersecurity space. We aim to close the round by [date].” and/or a line like “**Join us** in transforming cybersecurity intelligence.” as a call to action.

- **Visual Ideas:** Present the **budget breakdown visually**. A pie chart is classic: slices for Dev, Marketing, Ops, etc., with percentages. Alternatively, a bar chart with the categories lined up. Since there are likely 3 main categories, a pie or 100% stacked bar works. Next to it or overlay, put the € amounts (e.g., 60% = €180k to dev). Big and bold, write “**€300K Seed Round**” at the top of the slide or in the center of the pie chart to anchor the ask. You could also include a timeline arrow showing how the money spans 18 months (like a bar with markers at 6, 12, 18 months labeled with milestones as earlier slide detailed). But that might be redundant – focus on allocation and outcome.  
Additionally, consider adding an icon or small graphic to emphasize the lean approach: e.g., a small plant icon (growing with little water) or piggy bank. Or show a comparison of “Burn vs Growth” – e.g., a tiny burn rate yielding a big user growth – if you want to get creative. But probably a clear pie chart is enough for seriousness.
- **Tone & Style: Direct and assuring.** This is essentially the “ask” so it can be slightly salesy in terms of inviting participation, but mostly it should be straightforward about numbers. Use confident language like “This will allow us to...”, “This funding ensures we achieve...”. Avoid sounding uncertain or as if these figures are guesses – present them as a well-planned budget. At the same time, don’t go into excruciating detail (no need for \$5k on laptop purchases, etc., keep categories broad). The style should reflect that you’re **responsible and strategic with capital**. Also, while you mention modest salaries or lean operation, do not apologize for spending where needed – show it as an advantage (we can do a lot with a little).
- **Target Audience Note:** Angels want to know their money will translate into value growth. By explicitly linking the €300K to reaching product-market fit and revenue, you address that. They also want to trust you won’t run out of money in 6 months or waste it. So highlighting 18-month runway and lean burn addresses longevity and prudence. If any of the angels have domain expertise, they might even help with GTM – by stating you want value-add investors, you flatter potential backers reading this. End on a confident note that invites them in – they should finish reading this slide thinking, “€300K is a bargain to potentially build a company that could be worth much more; and these folks will use my money wisely.”

### **(Optional) Slide 13: Closing Summary / Contact**

*(Use if you want a separate closing slide; otherwise Slide 12 can serve as the conclusion with the ask.)*

- **Slide Title:** *Thank You & Next Steps*

- **Main Messaging/Copy:** A concise wrap-up. Reinforce the core message one last time: “**MyFeeds-AI** is seizing a timely opportunity to solve information overload for security leaders with a unique, explainable AI solution. We have the right team and a solid plan to execute. **Now we’re inviting a few strategic investors to join us** on this journey to transform how cybersecurity news is consumed.”

Include a call-to-action: “**Let’s talk!**” or “For questions or more information, contact: [Founder email]” and perhaps the company website URL. Thank them for their time.

- **Visual Ideas:** Keep it simple – maybe just the MyFeeds-AI logo and a backdrop that’s optimistic (like a rising graph or a city skyline in tech aesthetic). Or a group team photo if available to put a face to the team.

- **Tone & Style:** Positive, future-oriented, and appreciative. The goal is to leave a final good impression and make it easy for them to reach out.

- **Target Audience Note:** This deck is for follow-up, so a contact on final slide is useful if it circulates without you presenting it. Make sure the email/phone or however you want them to reach you is clear.

**Research - MyFeeds.ai Pitch Deck Brief.pdf**

file:///file\_00000000b9c071f4bada73727a8cff5c

28 29 31 **MyFeeds-AI - Business Plan - 24-Oct-2025.pdf**

file:///file\_00000000b3a4720a8cdc32de68222288