

Mucker Growth Series

Pitch decks that raise money: 4 simple strategies

Housekeeping

Full recording will be available in a few days

– make sure you're subscribed at mucker.com

Ask questions via Zoom chat box at any time

– we'll reserve time at the end for Q&A



Speakers

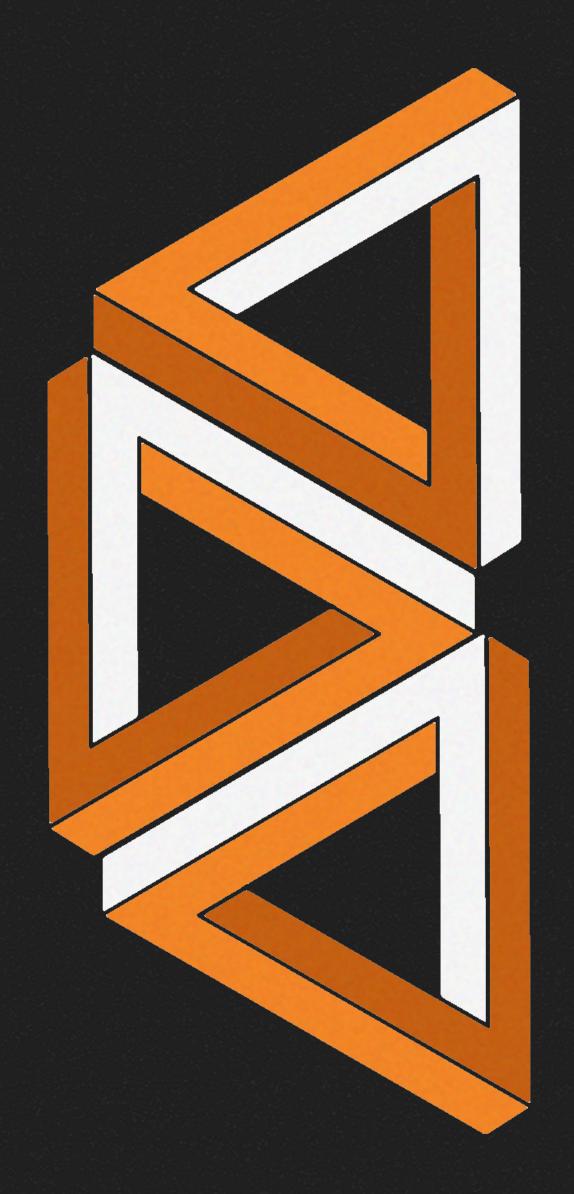


Host
Brittain Skinner
Head of Platform, Mucker brittain@muckercapital.com



Guest Expert
Matt Gore
Founder, OPTIO
matt@optio.io





OPTIO

PITCH DECKS THAT RAISE MONEY

4 SIMPLE STRATEGIES

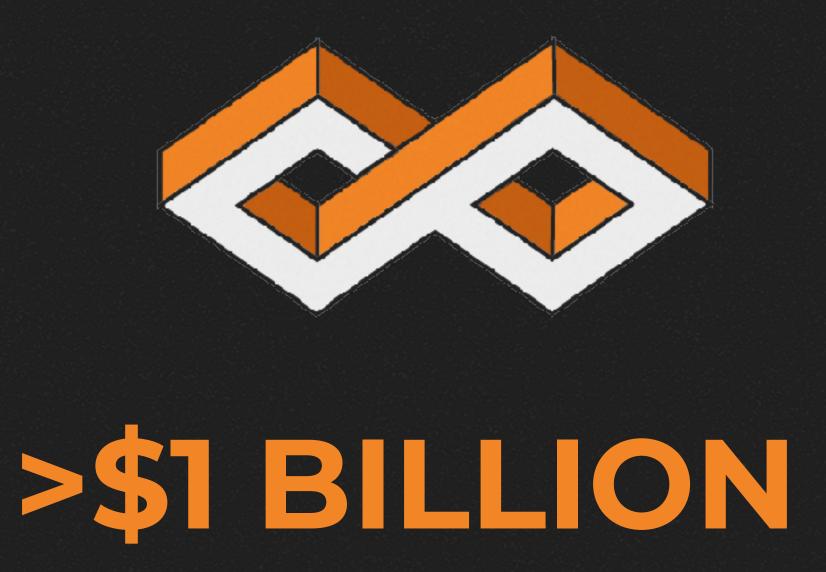
NOT CONFIDENTIAL - PLEASE SHARE





WHO WE ARE

WE CRAFT WINNING PITCH DECKS



OPTIO pitch decks have helped founders raise well over a billion dollars





THE CHALLENGE:

VENTURE CAPITALISTS ARE BUSY

My job is to say no all day











HOW TO WIN 12 SECONDS:

3 SIMPLE, NOT PRECISE

2 SHOW, DON'T TELL

3 SAY WHAT YOU MEAN

4 TELLASTORY





1

SIMPLE, NOT PRECISE





I LIED TO YOU



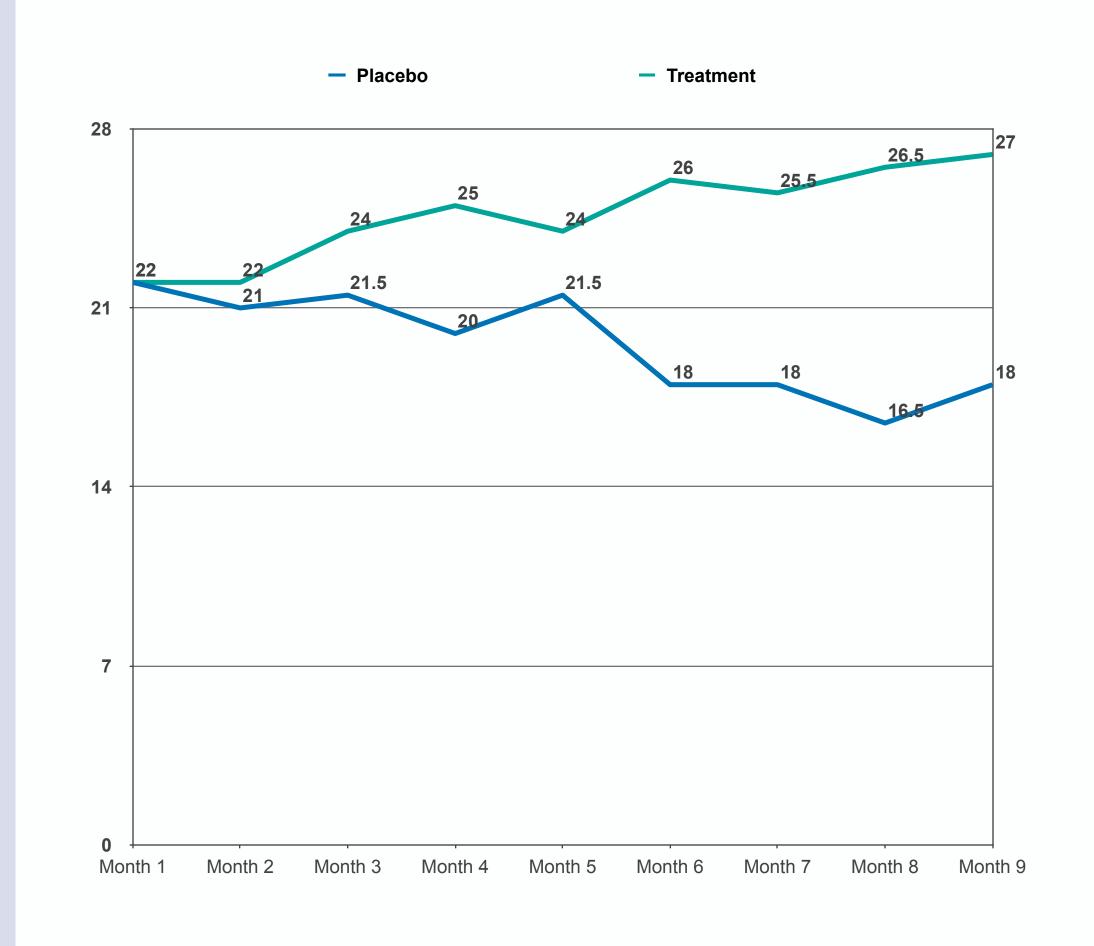
SECONDS





PHASE 2 TRIAL

- We began a phase 2 trial (n=2,234) of matched pairs suffering from late-stage ("severe")
 Multiple Sclerosis across a global, diverse population set in June of 2018
- +5 point improvement in subject population on the Meyers-Dawson MS 40-point scale
- Trial length = 9 months, monthly testing
- Daily, 20 mg dosage
- Double-blind, placebo controlled study







GOOD EXAMPLE

Meyers-Dawson MS 40-point scale

The most effective MS drug ever studied

Our gold-standard, double-blind study of more than 2,000 adults over 9 months showed a dramatic improvement in patients



Published in Science, the world's leading peer-reviewed, scientific journal



(9)



Theranos

Product Features

- Use: Simultaneous quantitative measurement of drugs and treatment-related biomarkers
- ⇒ Sample Size: 5-10µL of blood
- Time: Multiplex assays complete in < 30 minutes
- Calibration/Control: On board with each measurement
- Operating Principle: Chemiluminescent/Immunoassay
- Dynamic Range: Low picogram/mL high microgram/mL
- Accuracy: Results comparable to "gold standards"
- Precision: Average total 5-7% Coefficient of Variation or better
- Data Reporting: Immediate upload from secured server
- Attractiveness: New assays can be developed and implemented within about three months and can be fully developed at ISO 9000 standards within about six months.



Painless, powerful blood tests

Multiple fast tests on a single drop of blood



Single Drop of Blood 5-10µL



Fast <30 min



AccurateResults comparable to

"gold standard" tests



Precise

By using chemiluminescent and immunoassay, avg. 5-7% coefficient of variation



Flexible

New assays can be ready in 3 months, ISO certified in 6

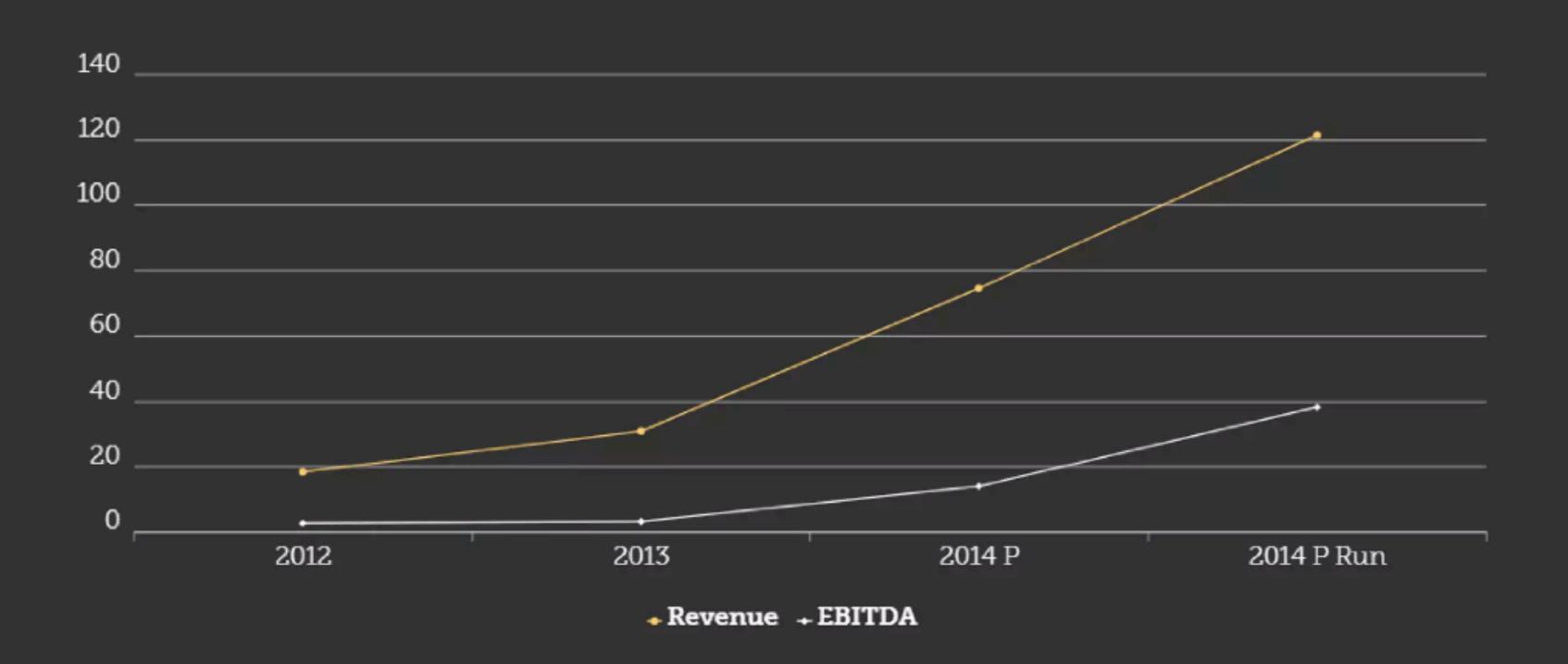






wework.

financials









We're raising \$10 Million

Help us grow.

Global Launch

Infrastructure

Engineering

Talent

Q





2

SHOW, DON'T TELL





Regulatory framework - discussion



- •The FTC and SEC are the relevant regulatory bodies for the relevant areas of administrative law
- •Regulated by the Securities ACT of 1933
- •This regulation is outdated and has not allowed anyone to create a new vehicle to solve this particular set of challenges
- •However, recent changes (see release "SEC Annex, Rules and Regulations, Open to Comment" Section 3 subsection 4 paragraph 2) changes the way in which these vehicles are regulated by authorities
- •Under the new regulations, we believe a new approach may become possible, according to legal counsel
- •The FTC plays another key role in regulating this space
- •Although less important than the SEC in this domain, they have made rules in recent years to establish themselves as key regulators in the space
- •Under their administrative law (see FTC Regulations Complete Compendium, Page 3,452) innovative vehicles are designated as "potentially harmful to the trade of the United States and its People", preventing innovation in the this domain
- •The last administration has changed many ordinances, including "clarifying" the relevant statue to explicitly prohibit the use of "overly vague language to prevent improvements", opening the space to a new era of innovation along the lines we are discussing here today





WHYNOW

Recent regulatory rule changes made this possible



FTC rule change June 2023

Federal Trade Commission Act Section 5: Unfair or Deceptive Acts or Practices

Background

Sontine 6 of the Fordert Trade Commission Aut (FTC Act) (15 USC 45) portible "ortain or deceptive soos or practices in or affecting commerce." The prohibition applies to all preso organist in commonos, instaling tearts. Under section B of the Federal Deposit Insurance Act, the Board has the authority to take appropriate

Responsibilities for embroing the prohibition against untain or dependent practices as they apply to state on the rest seeks are specified out in a pint statement, have due March 11, 2004, by the Based and the Federal Deposit Insurance Corposation. That statement, which is included as an appendix to this engition discontinum in depth the legal steedards for unteir and deceptive acts or page associated for until and deceptive acts or pac-fects, discusses the management of fices raticing to unifor of deceptive acts or practices, and provides general guidance on measures that acts observed marks are taken to avoid regiging in such acts or practices, including best practices.

Legal Standards

The legal standards for unfairness and dependen

Unfair Acts or Practices An act or practice is unfair where it

- Causes or is fikely to cause substantial injury to
- · Carrot be reasonably avoided by consumers,
- · is not autweighted by countrivialing benefits to Public policy, as established by stabits, regulaall other evidence in determining whether an ext or

Deceptive Acts or Practices An act or practice is deceptive where:

- s. representation, opinales, ex reacting minimals.

In addition, if an illegal credit practice to in accessor, an engine chair, practice to identified through a residue of ETO Act compli-ance, the exactive should consider whether the sleggliphated would accessely affect the instru-tion's Community Reinvestment Act taking pure-ant to the regulatory, recoverments of 12 CFR 129-206-1.

A consumer's interpretation of the representation, emission, or practice is considered responsible.

The misleading representation, onlineion, or prac-

Some sets or practices may violate both section of

of the PIC Act and other footers or state asia, other pass or produces may would be my the PIC Act while fully complying with other concurred preceden love prist regulations. If a possible workform of the PIC Act is read, the determinant should consider whether other country or regula-

Identifies fave that warrant particular admitted in

under the electristances, and

Relationship of Section 5 to Other Laws and Ratings

Compliance Risk Evaluation

Violations of section 5 of the FTC Actican present registrant tiggs, reputational, and consideracentess for baries. This provibility intensifies the medific stammers to extension between compliance with anchor 5 in origination with consumer compliance expensions, related suppressing years to compliant. It was the other provided with the constitution of the constitution of the constitution. Overflower with the complaint investigations. Consistent with the Board's risk toqueed consumer compliance supprwith section 5 should be considered when desei-

A determination about whether a particular act or practice is until or discractive will depend on an assignance Although redividual of debitions or competet may assignate facilities, they may, when considered in the control. or completions, raise penderns about unlair or deceptive acts or practices.

Furthermore, the prohibition against uniter of deceptive acts or practices applies not only to all very stage and activity. From product elevator



SEC rule change February 2022

Conformed to Freiered Register version

SECURITIES AND EXCHANGE COMMISSION

17 CFR Part 240

questions identified below

[Release No. 34-57762; File No. 57-32-10

RIN 3235-AN27

Beopening of Comment Period for Position Reporting of Large Security-Dused Swap

AGENCY: Securities and Exchange Commission.

ACTION: Proposed rule; reopening of comment period.

SUMMARY: The Securities and Exchange Commission ("SEC" or "Commission") is responing the comment period for its proposal, Position Deporting of Large Sourcey-Land Eway Positions, Edease No. 34-9; 784, (Dec. 15, 20/1) ("Proposing Selease"), in the Proposing Arbaso, the Commission proposed for comment a new rule, which would require any person with a securitybased swap position that exceeds a certain threshold to promptly file with the Commission 1. schedule disclosing certain information related to its security-based swap position ("Proposed Rula"). The Commission is responsing the estimant period to allow intracted persons an opportunity to comment on the additional analysis and data contained in a stuff memorandum.

DATES: The comment period for the Proposing Release published February 4, 2022, at \$7 FR 6652, in reopenad. Commente a tould be received on or before August 21, 2023.

that was added to the public comment tile on June 20, 2023, including providing comment on



Theranos

Management

- Elizabeth Holmes, President and CEO
 - Left Stanford Chemical and Electrical Engineering to found Theranos, also Genencor. Genome Institute Singapore
- > Howard Bailey, CFO
 - > Former CFO who took QED and Photon Dynamics public, also CFO Occam, C-Cube, and Controller, Intel
- > Diane Parks, CCO
- Former Senior Vice President, Biotherapeutics and Managed Care, Genentech, also Vice President, Marketing, Aventis

 John Howard, Senior VP, Products
- Former President, Panasonic Semiconductor, also President, IBM Microelectronics Division
 Dr. Ian Gibbons, Senior Director Assay Development
 Former Senior Director, Syva, ACLARA, Biotrack, AmCell, First Medical
 Tim Kemp, Senior Director Informatics Systems
 Former lead systems engineer, IBM, Embedded Systems

Board of Directors:

- Donald L. Lucas, Chairman of the Board
 - 46-year veteran of the venture capital business
- Elizabeth Holmes
 - CEO, Theranos
- Peter Thomas
 - Founder and Managing Director, ATA Ventures; General Partner, Institutional Venture Partners
- Channing Robertson
 - Stanford Senior Associate Dean of Engineering

Confidential & Proprietary



GOOD EXAMPLE

Team



Adam D'Angelo
Co-Founder/CEO

Computer Science

Early-launch Leadership

PAST: Facebook CTO



Charlie Cheever Co-Founder/CTO

Expert Engineer

API/Platform Development

PAST:

Facebook Manager/Engineer



Rebekah Cox Product/Design Manager

10+ yrs designing and building mass market web apps

PAST:

Facebook Product Design Lead



Kevin Der Engineer

Software Engineering PhD Candidate

PAST:

Pixar Technical Director



SAY WHAT YOU MEAN -





New York, Friday, May 7, 1917.

Vol. 18. No. 270



HINDENBURG EXPLODES! 100 DEAD

76 Main - 8 Muchaftan Pages

BULLETIN

The German dirigible Hindenburg caught fire and exploded as it was about to land at Lakehurst, N. J. at 7:20 o'clock last night.

The giant airship had hovered over the airport since 4 P. M., riding out a storm.

The explosion, first disaster since the inauguration of lighter-than-air voyages between Hamburg, Germany, and the United States, was followed by a spurt of flame

which illuminated the entire vicinity of Lakehurst.

2 CENTS

2 Coats There are

It is not known whether any of the members of the ground crew were caught in the explosion.

There seemed no possibility that any one aboard escaped alive.

The explosion ended the first flight of the 1937 season, on which 39 passengers were carried as well as a crew of 61, a total of 100.



The Graf Hindenburg (left) at Labeburst lest year.



Signpost

..... INDUSTRY OVERVIEW

THE LANDSCAPING INDUSTRY IS LARGE, HEALTHY, AND HIGHLY FRAGMENTED

Headline •

\$93B

LANDSCAPE MAINTENANCE REVENUES (2018) 4.7%

LANDSCAPE MAINTENANCE 5-YEAR CAGR (2014-2018) 1/2 M

THERE ARE 500,000 FIRMS IN THE INDUSTRY AND ONLY 1 HAS MORE THAN 1% MARKETSHARE

Supporting evidence

Sources: Statista, Brightview Prospectus

3





UberCab

Cabs in 2008

- Most use aging & inefficient technology
 - Radio dispatch, no 2-way communication
 - Most common car, Ford Crown Victoria = 14mpg
- Hailing is done by hand or phone
 - No GPS coordination between client/driver
 - Significant fareseeking or "dead-time"



THE PROBLEM:

CABS SUCK



NO TWO-WAY COMMUNICATION



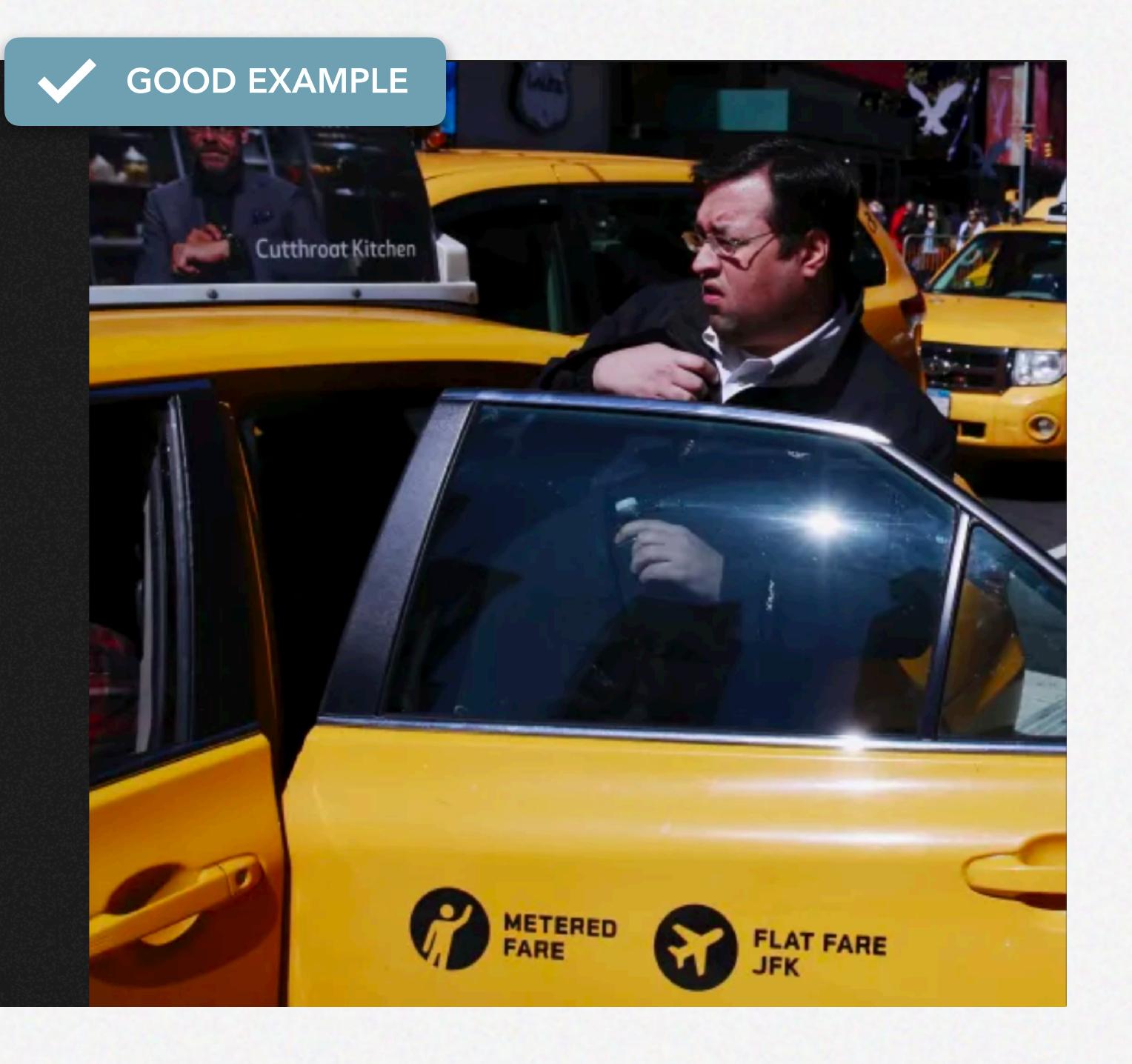
GROSS



BAD FOR ENVIRONMENT



LOTS OF DEAD TIME

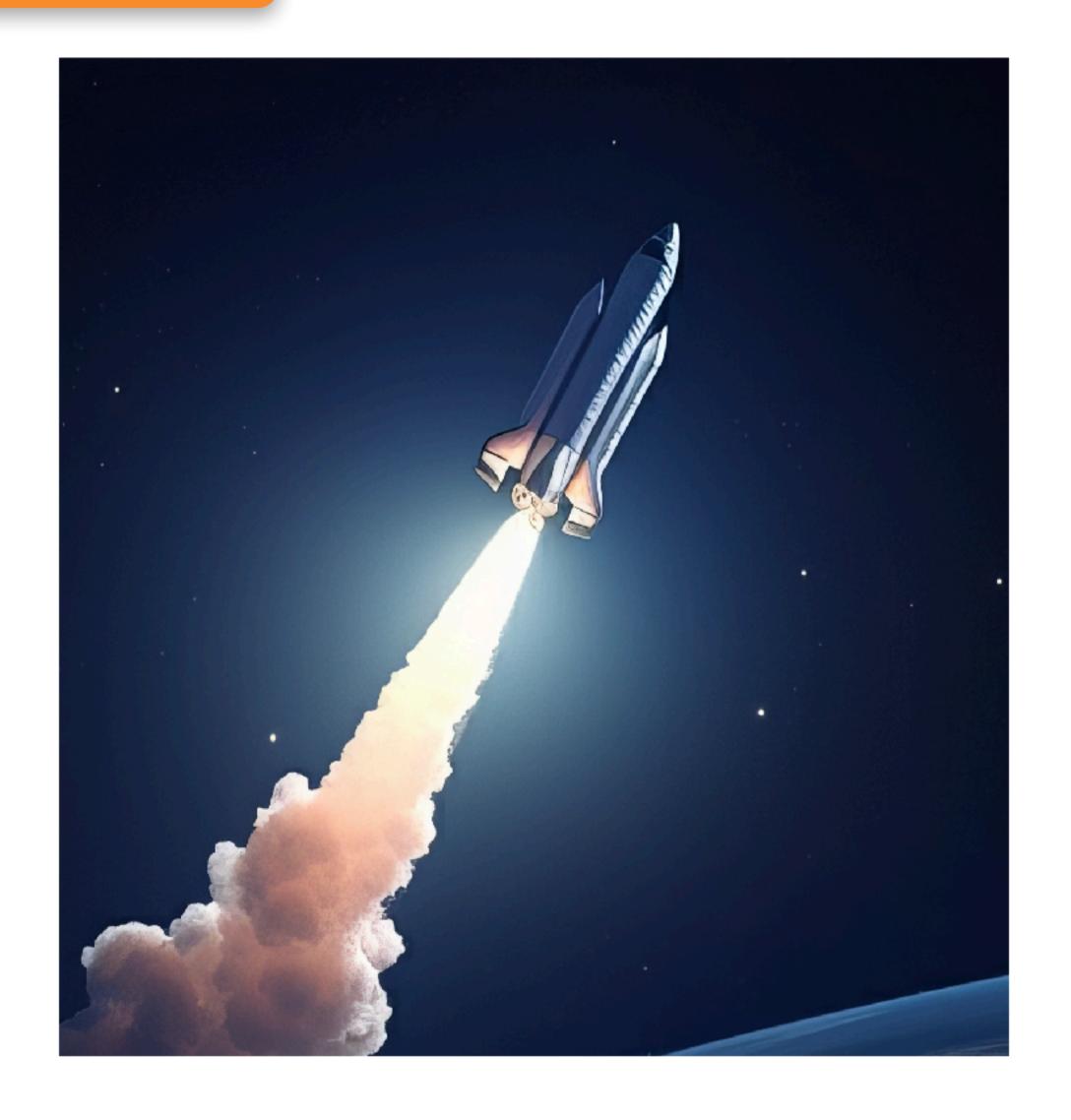




Solution

The Stellos hybrid rocket engine

Our proprietary rocket engine design is anticipated to drive meaningful improvements in fuel efficiency and thrust, estimated at a 5% total efficiency gain.





SOLUTION

4.5x every rocket's payload

The Stellos hybrid rocket engine's greater efficiency enables existing vehicles to deliver dramatically larger payloads

5%

The Stellos hybrid rocket engine is 5% more efficient than the best existing designs

4.5X

Because 99.5% of the weight of pre-launch rockets is fuel, a 5% reduction in fuel enables a ~4.5x increase in payload capacity



4.

TELL A STORY











NOT A STORY

Howdy

One customer kinda likes it and pays us

I went to Stanford

We have better features

And lower prices

It's a big market

Please invest





My last startup failed for a stupid reason: We couldn't get a SOC 2 Certification quickly

When I told my friends, a lot of them had the same problem

It turns out there are 500k B2B SaaS businesses that need this

So we automated the whole process

We already have a happy pilot customer paying us 10k/month

Now, we're on a mission to save the 500k other companies that need SOC 2

Join the fight!

THIS IS A STORY





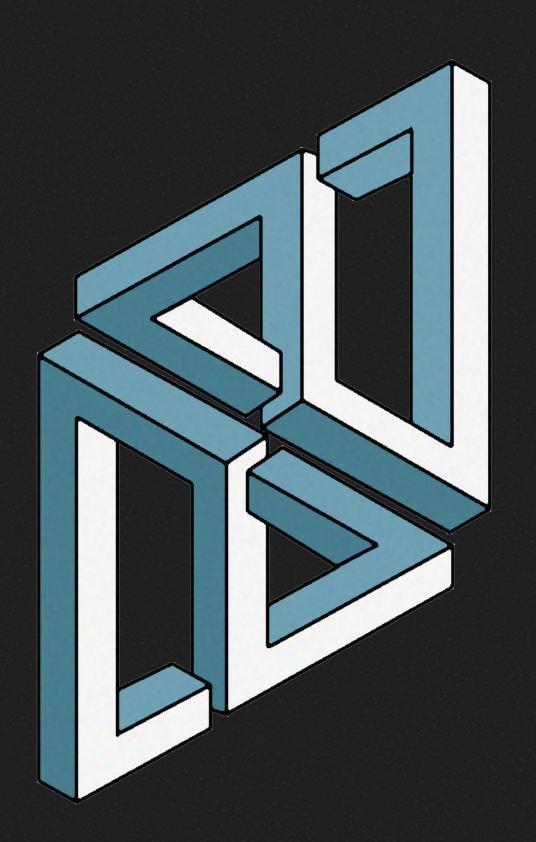
SIMPLE, NOT PRECISE

2 SHOW, DON'T TELL

3 SAY WHAT YOU MEAN

4 TELLASTORY





THANKYOU

STRATEGIC STORYTELLING

POC: MATT GORE || MATT@OPTIO.IO || 512.914.4152





NEXT UP:

QUESTIONS + ANSWERS

Do you have two versions of the deck, a presentation and read-ahead version?

What do you do when you don't have much traction?

How long should a pitch deck be?

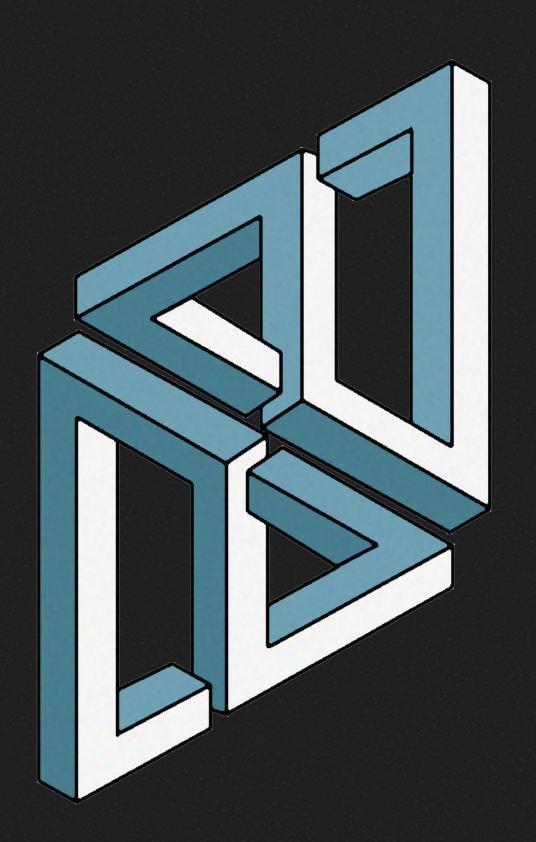
I'm getting mixed feedback on my deck. Who should I listen to?

Investors keep saying my TAM is too small

What goes in an appendix?

Do you send the deck ahead of a pitch meeting?





THANKYOU

STRATEGIC STORYTELLING

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Next Steps

- Need more help? Contact Matt Gore (matt@optio.io),
 Tony (tony@muckercapital.com), or reach out to your Mucker advisor
- Interested in a particular topic for a future session?

 Type it in chat or email Brittain@muckercapital.com
- Are you an entrepreneur? Apply to our MuckerLab Accelerator Program. Go to mucker.com/muckerlab-accelerator

