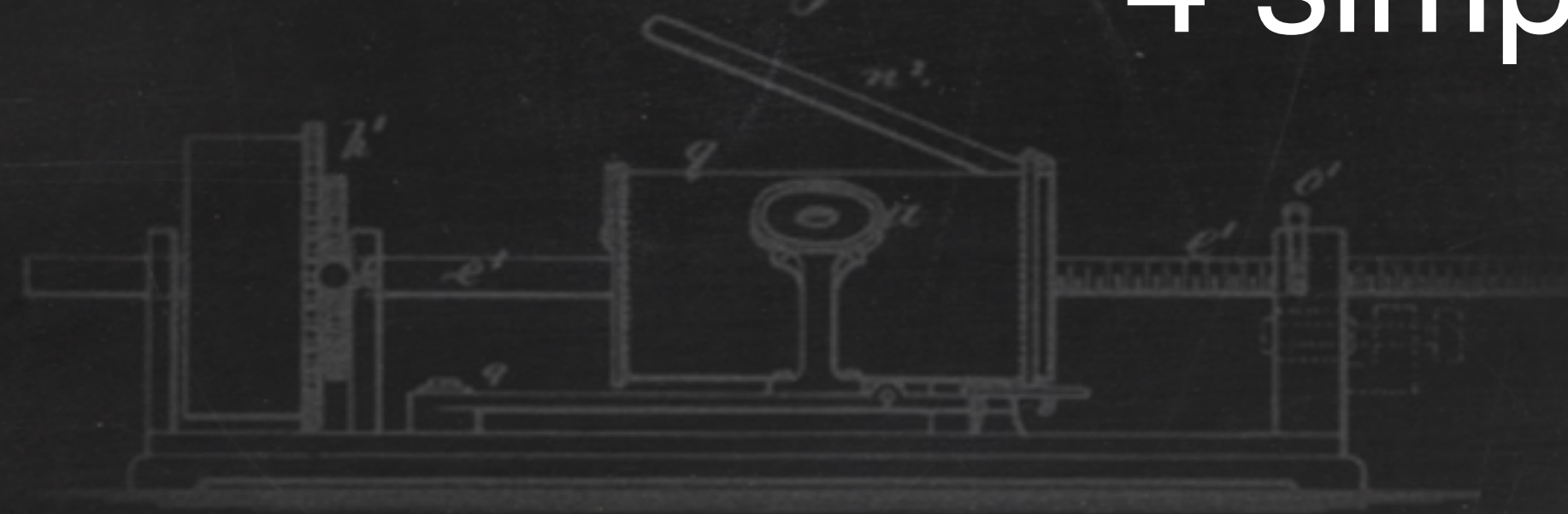




Mucker

## Mucker Growth Series

Pitch decks that raise money:  
4 simple strategies



*9282*  
*Improvement in Means for recording Sounds*  
*and in reproducing such sounds*  
*Fig. 14. Elevation*  
*Fig. 16. Plan*  
*Witness Charles Smith*  
*Feb. 7 1878*  
*Fig. 17. Section*  
*Testified to be the drawings referred to in specification herewith annexed*  
*Thomas Alva Edison*  
*W. H. S. 1878*



# Housekeeping

1

Full recording will be available in a few days  
– make sure you're subscribed at [mucker.com](https://mucker.com)

2

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](mailto:brittain@muckercapital.com)



**Guest Expert**

Matt Gore  
Founder, OPTIO  
[matt@optio.io](mailto:matt@optio.io)







OPTIO

# PITCH DECKS THAT RAISE MONEY

---

4 SIMPLE STRATEGIES

NOT CONFIDENTIAL - PLEASE SHARE







WHO WE ARE

# WE CRAFT WINNING PITCH DECKS



**>\$1 BILLION**

*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  
”





**12**  
seconds







# HOW TO WIN IN 12 SECONDS:

**1**

**SIMPLE, NOT PRECISE**

**2**

**SHOW, DON'T TELL**

**3**

**SAY WHAT YOU MEAN**

**4**

**TELL A STORY**







**SIMPLE, NOT PRECISE**

---







I LIED  
TO YOU

11.6

SECONDS



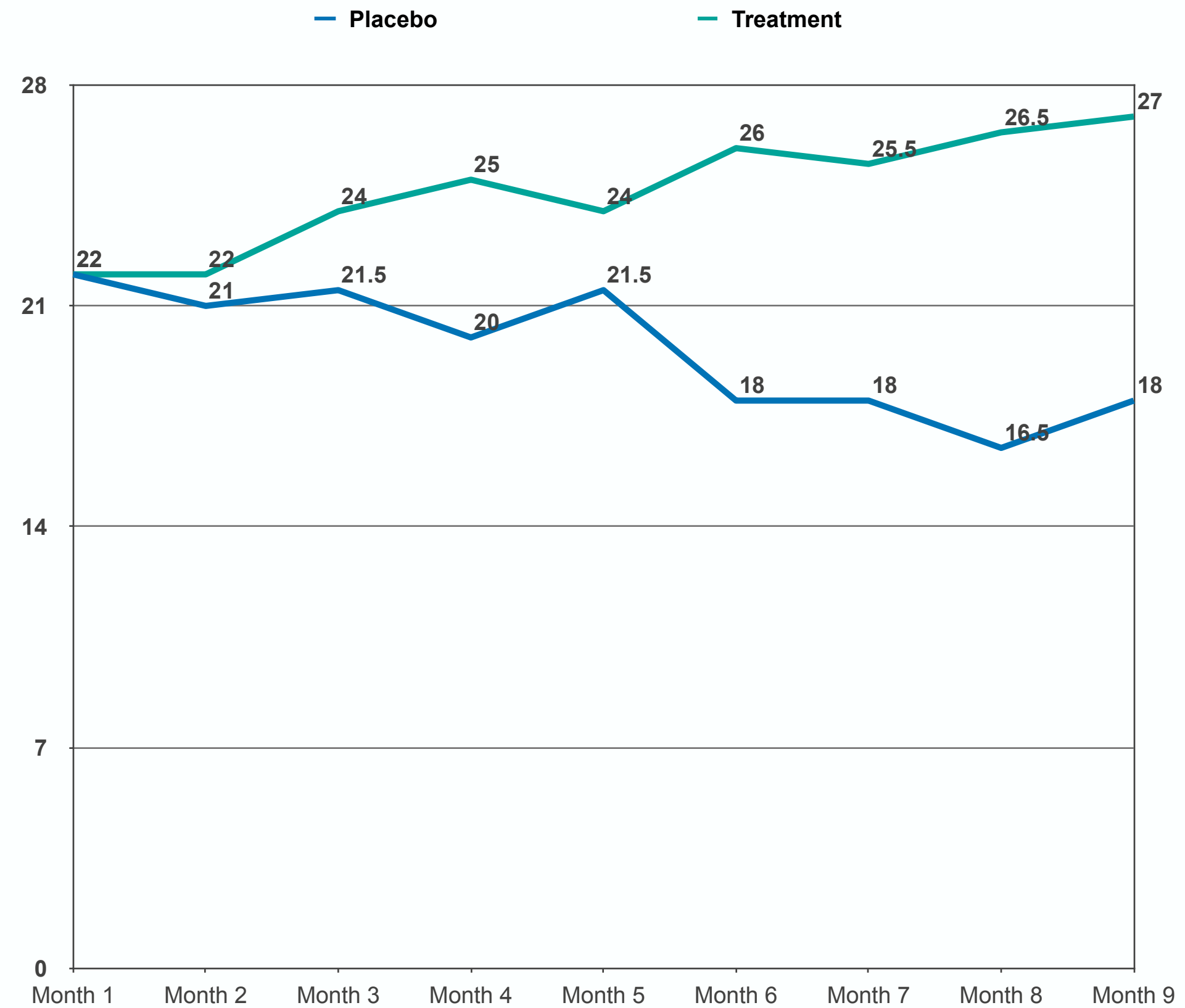




**X BAD EXAMPLE**

# 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





12  
seconds

✓ GOOD EXAMPLE

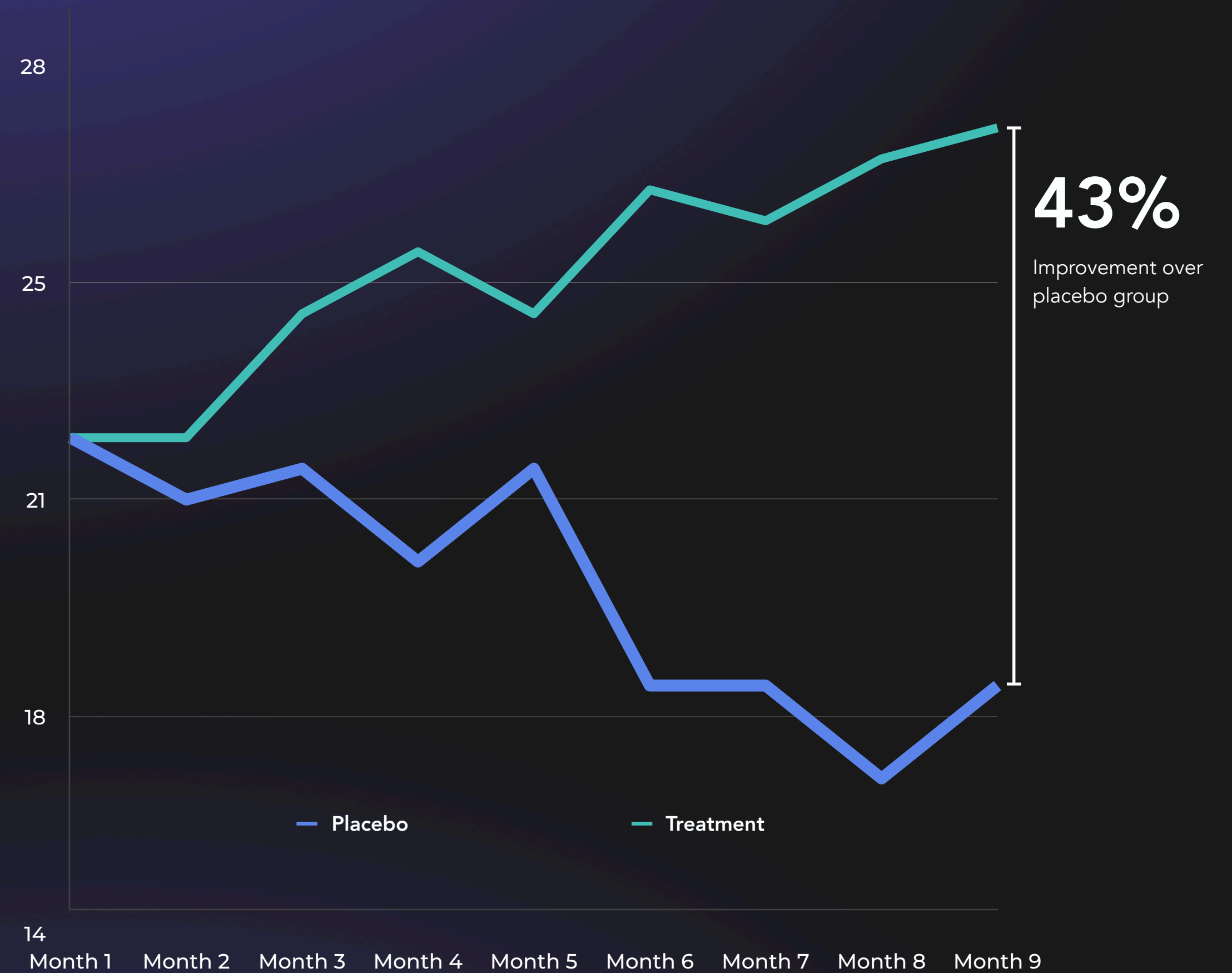
# The most effective MS drug ever studied

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

Meyers-Dawson MS 40-point scale







✘ BAD EXAMPLE

Theranos™

## Product Features

- ❖ **Use:** Simultaneous quantitative measurement of drugs and treatment-related biomarkers
- ❖ **Sample Size:** 5-10 $\mu$ L 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.

Confidential & Proprietary

8







# Painless, powerful blood tests

Multiple fast tests on a single drop of blood



**Single Drop of Blood**  
5-10 $\mu$ L



**Fast**  
<30 min



**Accurate**  
Results 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



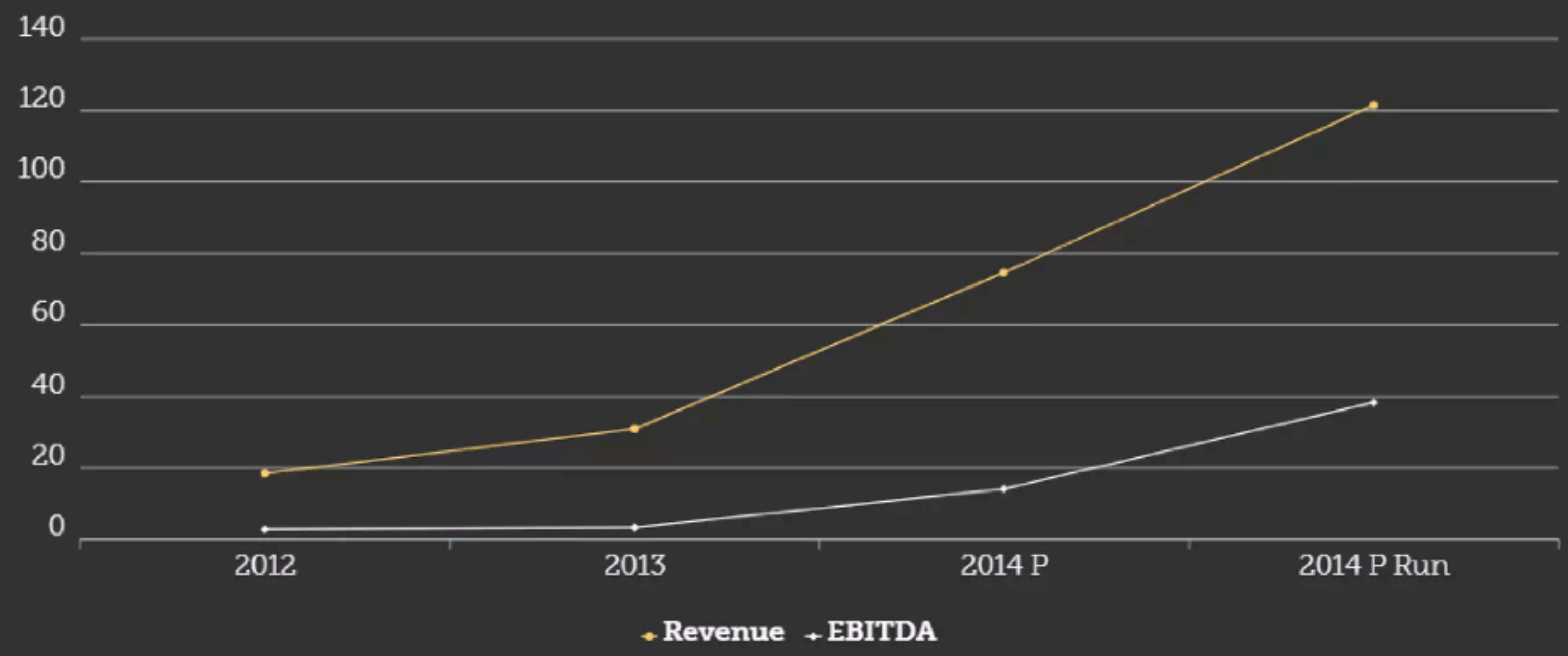




✓ GOOD EXAMPLE

wework.

# financials



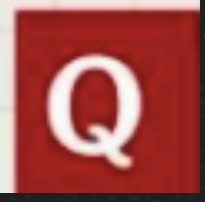




✓ GOOD EXAMPLE

We're raising  
**\$10 Million**

Help us grow.







2

**SHOW, DON'T TELL**

---





**X BAD EXAMPLE**

# 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



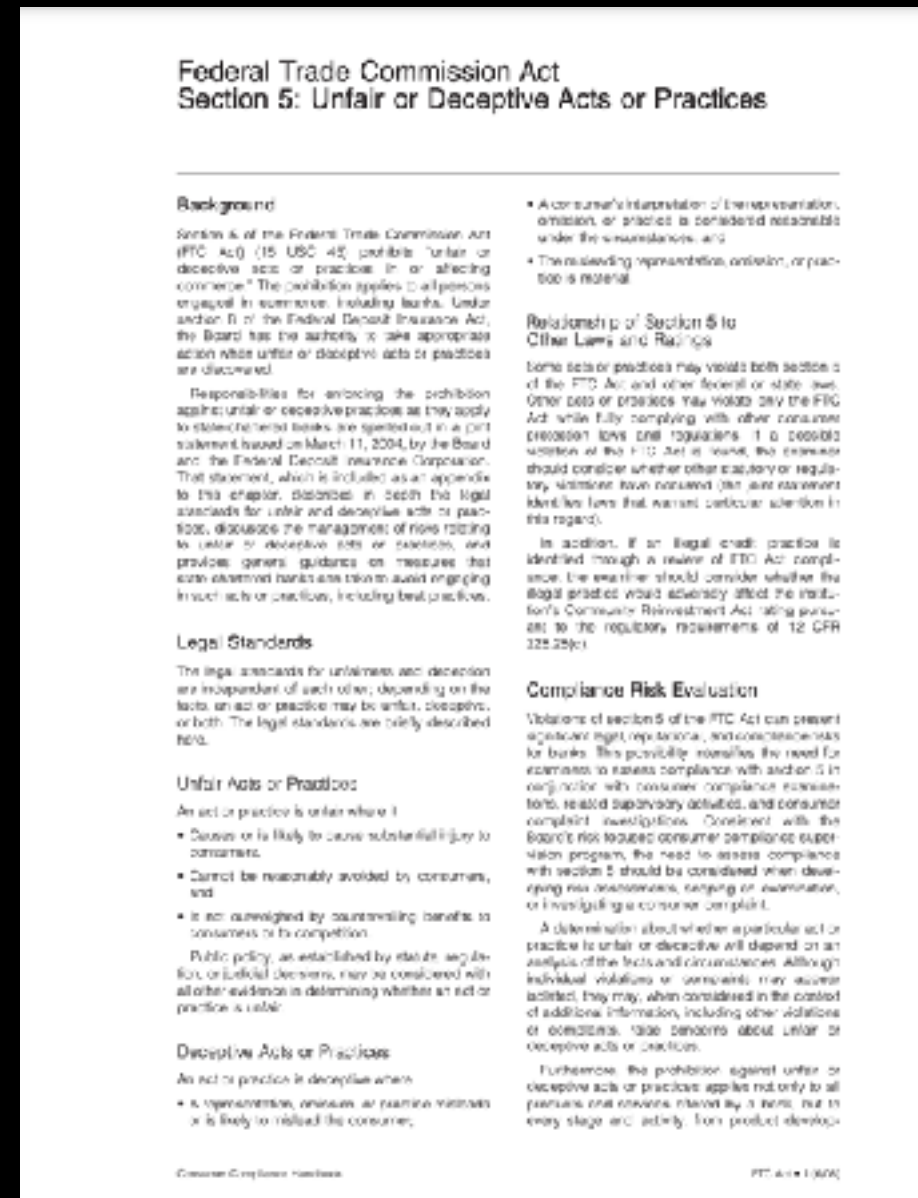


WHY NOW

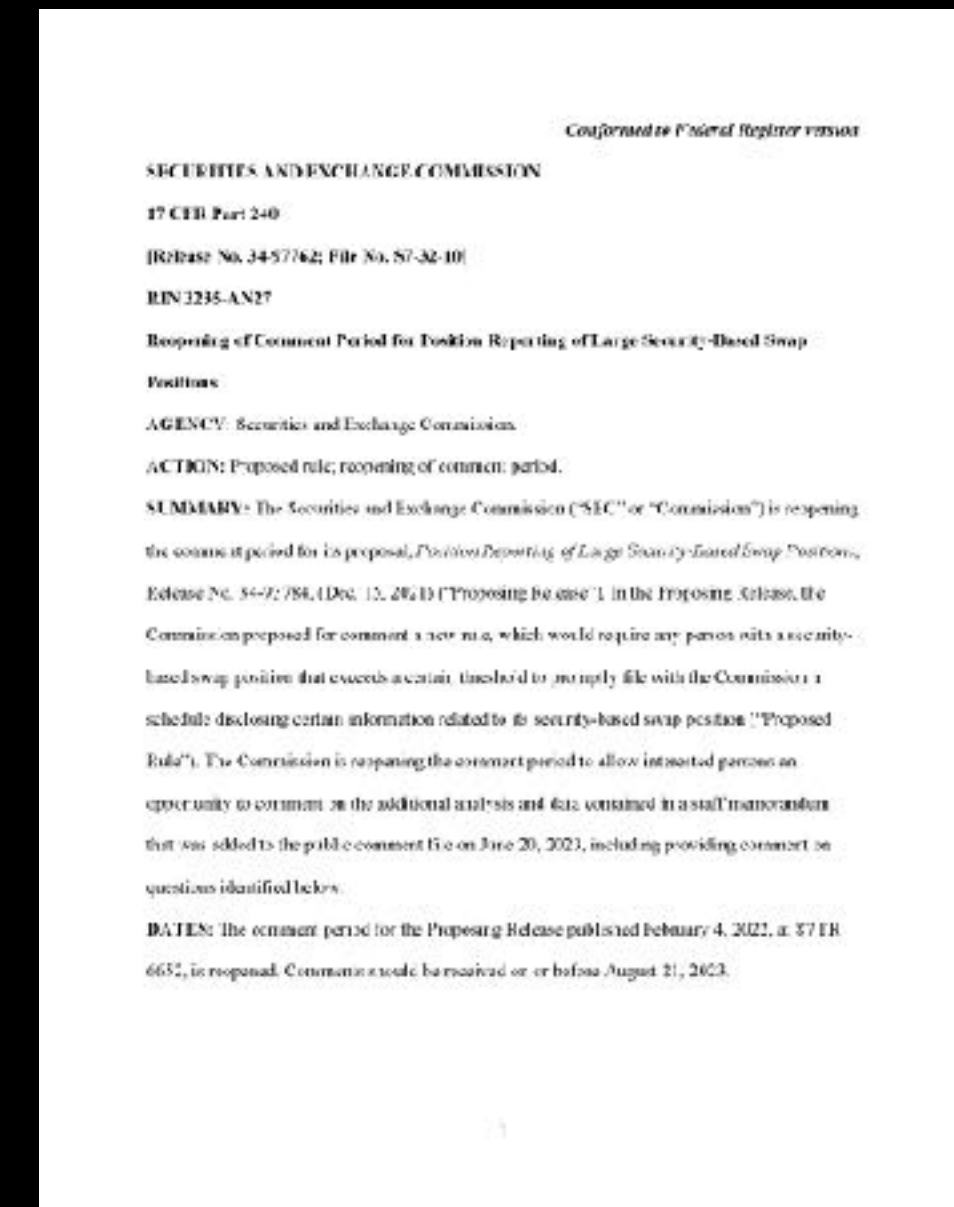
# Recent regulatory rule changes made this possible



FTC rule change June 2023



SEC rule change February 2022





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

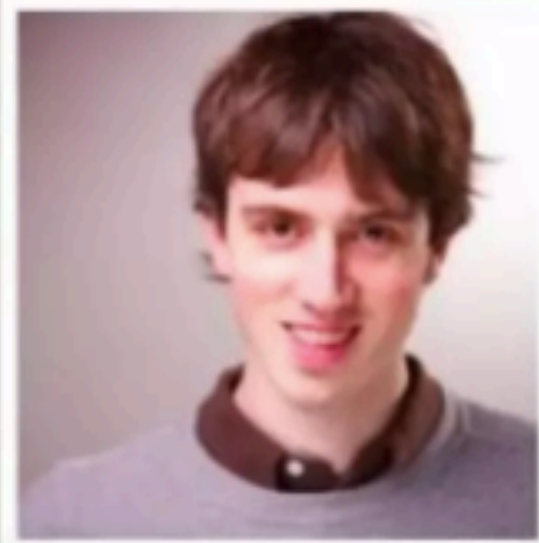






GOOD EXAMPLE

# 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

Q







**SAY WHAT YOU MEAN**

---







✓ GOOD EXAMPLE

EXTRA NEW YORK'S PICTURE NEWSPAPER Vol. 18, No. 236 New York, Friday, Mar 3, 1937 2 CENTS

# HINDENBURG EXPLODES! 100 DEAD

## 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.

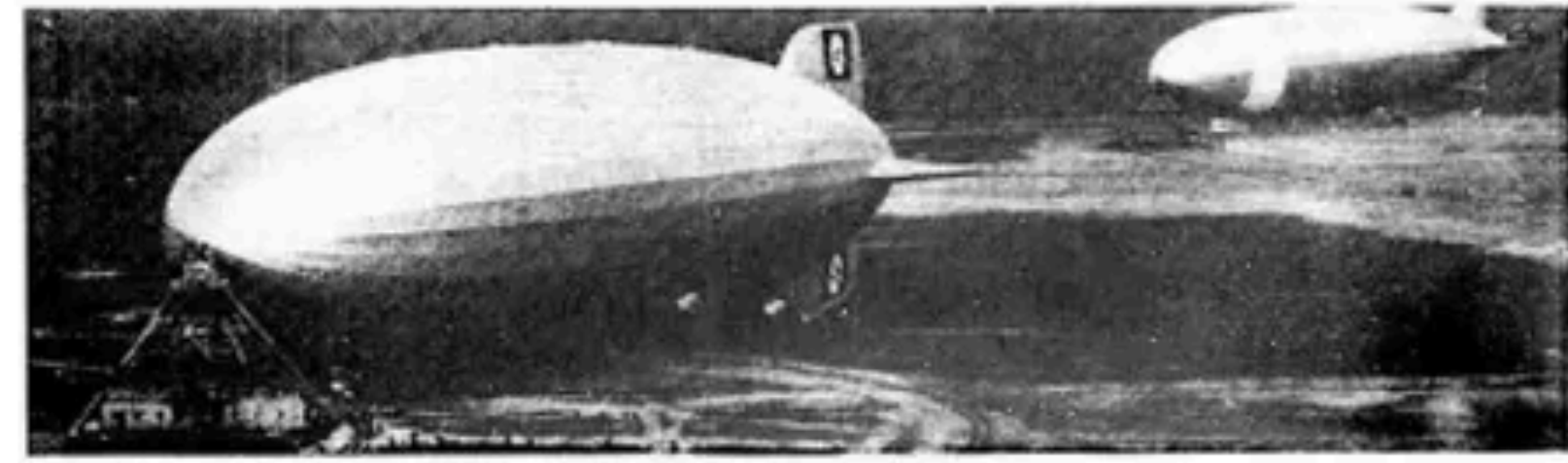
The explosion, first disaster since the inauguration of lighter-than-air voyages between Hamburg, Germany, and the United States, was followed by a spurt of flame

which illuminated the entire vicinity of Lakehurst.

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 Lakehurst last 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





✗ BAD EXAMPLE

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”







GOOD EXAMPLE

THE PROBLEM:

# CABS SUCK



NO TWO-WAY  
COMMUNICATION



GROSS



BAD FOR  
ENVIRONMENT



LOTS OF  
DEAD TIME

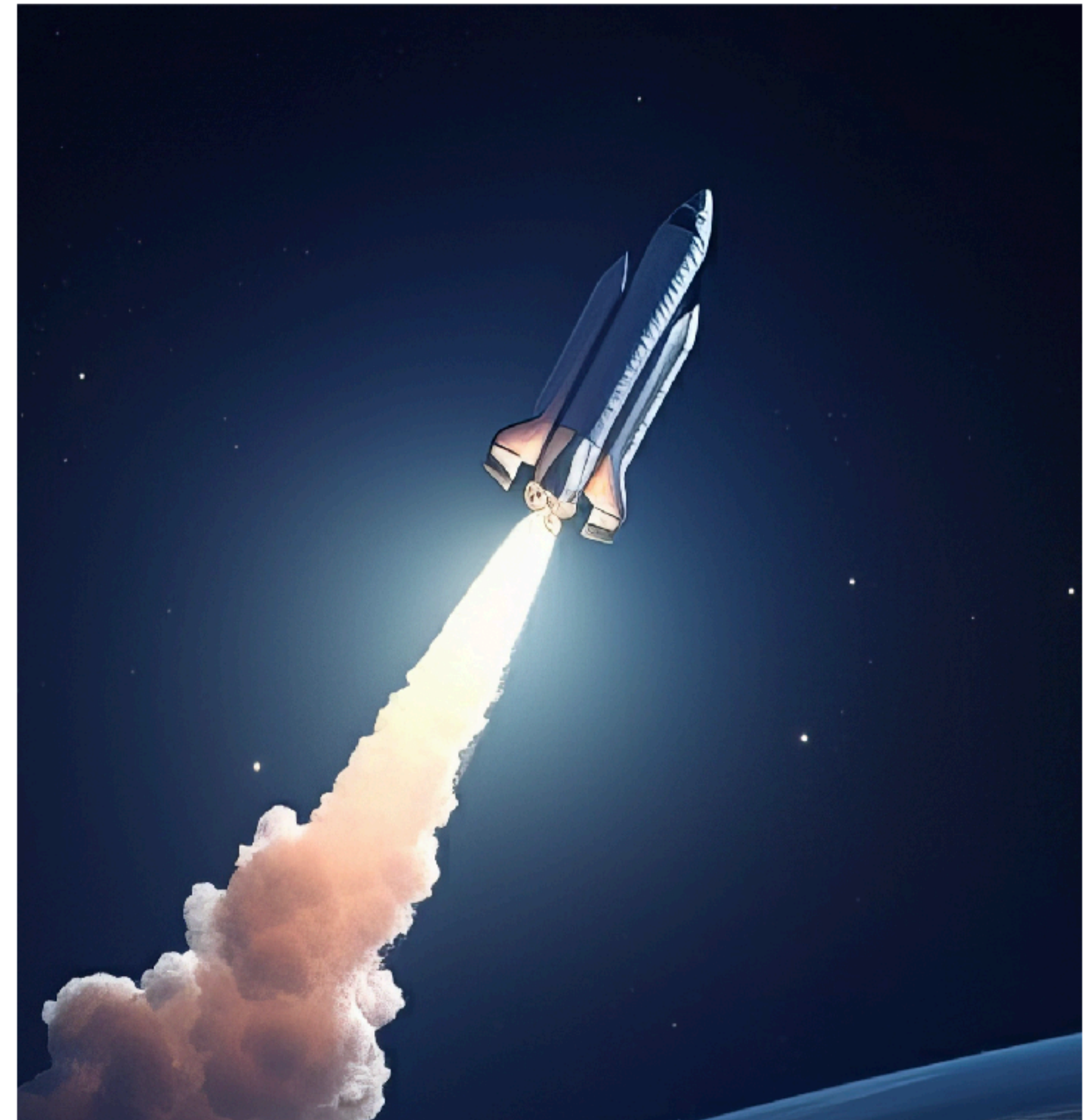




# Solution

## 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.







GOOD EXAMPLE

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

---





# HERO





# CONFLICT





# RESOLUTION







# 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







# THIS IS A STORY

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!



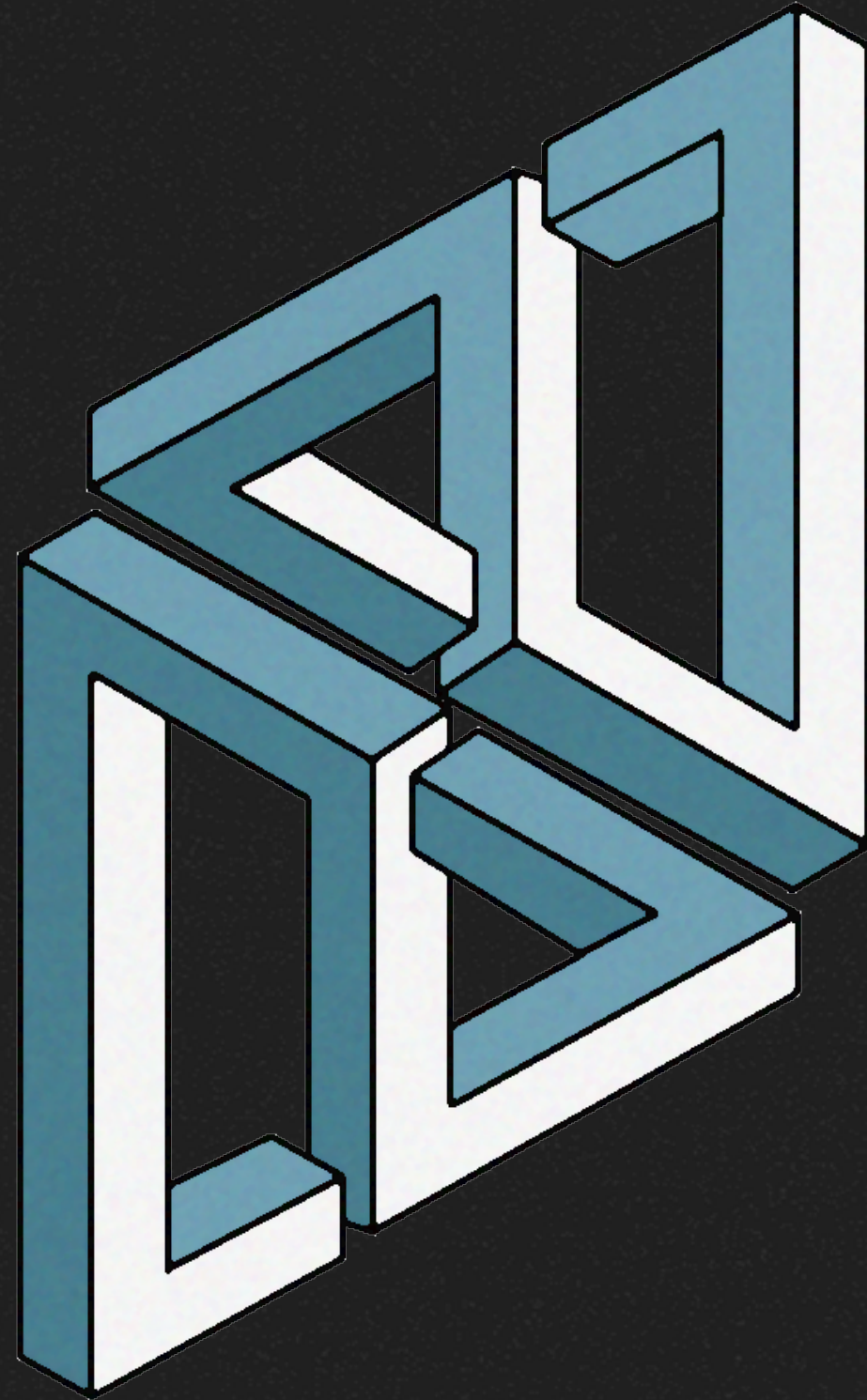




- 1** **SIMPLE, NOT PRECISE**
- 2** **SHOW, DON'T TELL**
- 3** **SAY WHAT YOU MEAN**
- 4** **TELL A STORY**







# THANK YOU

STRATEGIC STORYTELLING

POC: MATT GORE || [MATT@OPTIO.IO](mailto: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?

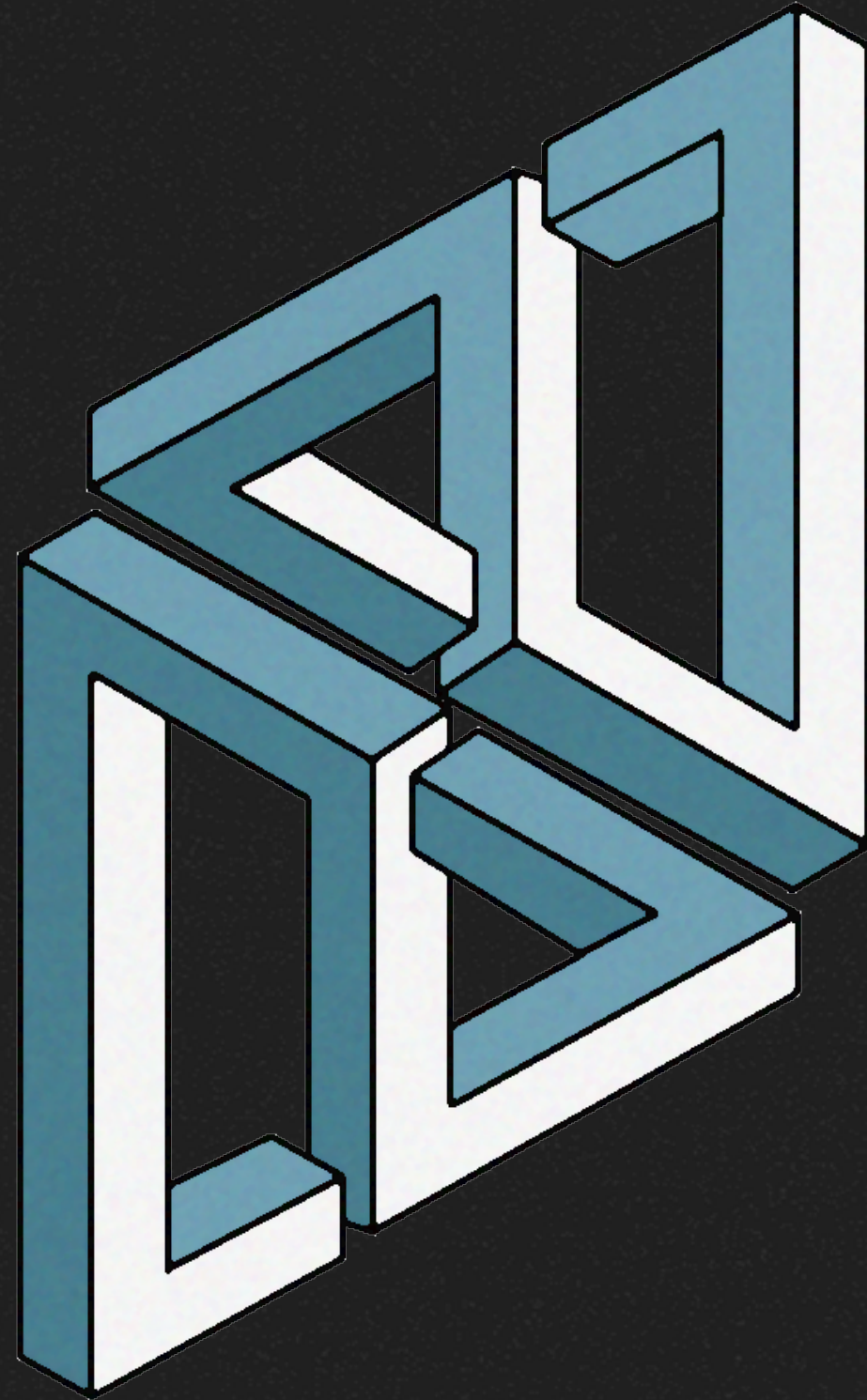
Investors keep saying my TAM is too small

What goes in an appendix?

Do you send the deck ahead of a pitch meeting?







# THANK YOU

STRATEGIC STORYTELLING

POC: MATT GORE || [MATT@OPTIO.IO](mailto:MATT@OPTIO.IO) || 512.914.4152





# Next Steps

1

Need more help? Contact Matt Gore ([matt@optio.io](mailto:matt@optio.io)), Tony ([tony@muckercapital.com](mailto:tony@muckercapital.com)), or reach out to your Mucker advisor

2

Interested in a particular topic for a future session? Type it in chat or email [Brittain@muckercapital.com](mailto:Brittain@muckercapital.com)

3

Are you an entrepreneur? Apply to our MuckerLab Accelerator Program. Go to [mucker.com/muckerlab-accelerator](https://mucker.com/muckerlab-accelerator)

