



slidebean.

Presentations that design themselves

Intro Investor Deck

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The problem

How long does it take you to build a slide presentation?

1. Creating professional slide presentations is a time demanding process.
2. PowerPoint alternative tools are equally inefficient, with long learning curves.
3. Businesses resolve to using on-demand services, which are manual and expensive.

Our solution



A unique UI + algorithm
that automatically
redesigns user content.

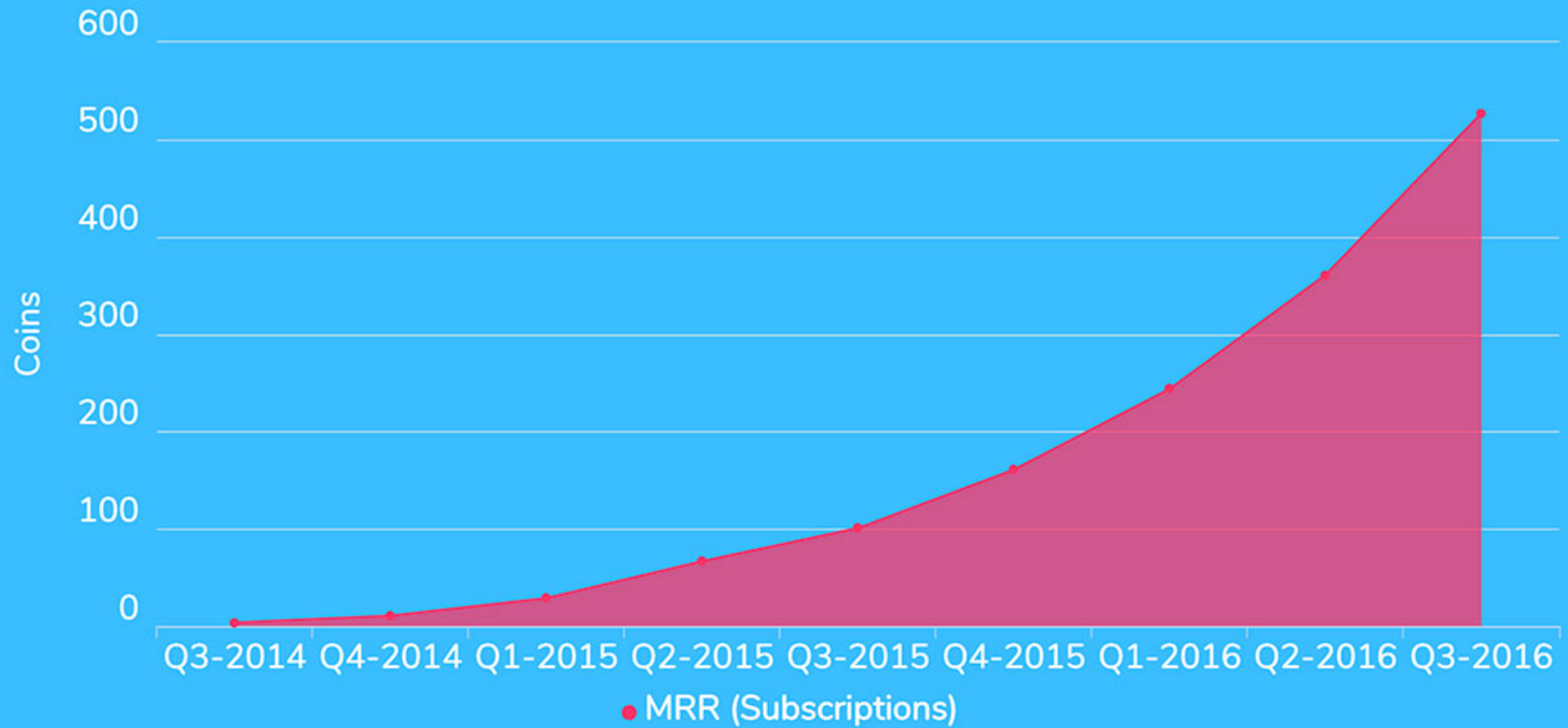


Cloud-based, indexable
presentations that can be
viewed and edited on any
browser.



Automatic engagement
tracking for each slide,
ideal for sales pitch decks.

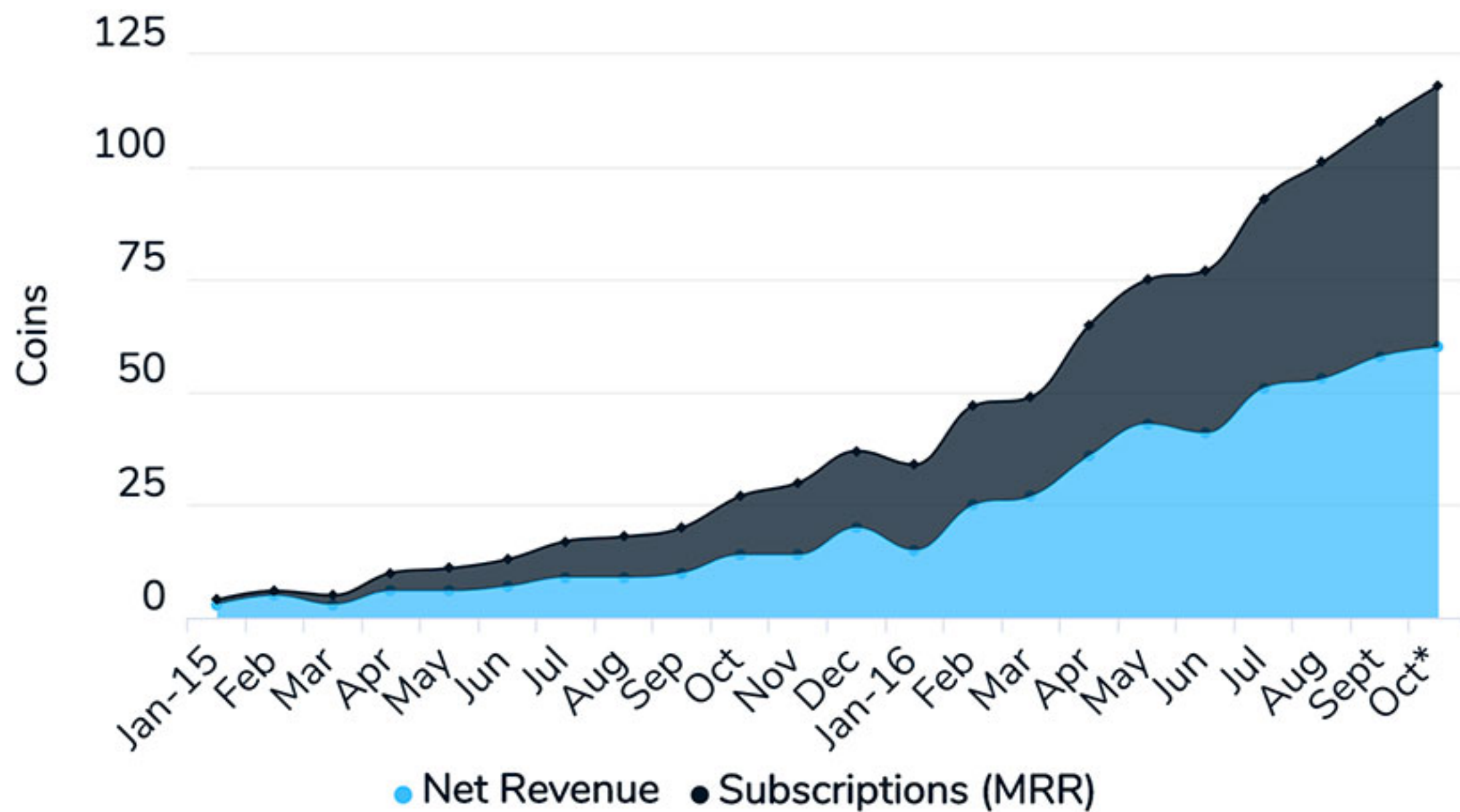
Traction - Quarterly



Traction - Monthly

20%
MoM Growth

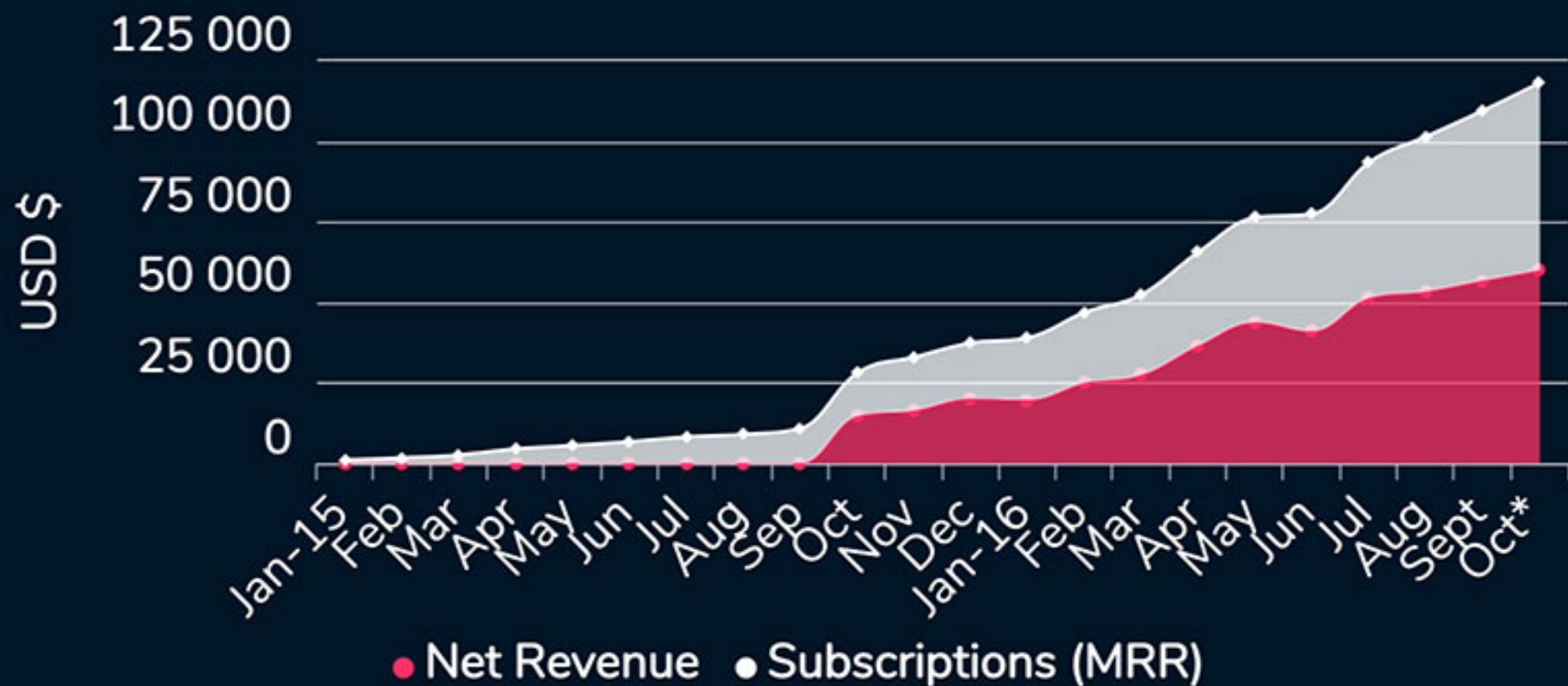
Last 3 Month Average



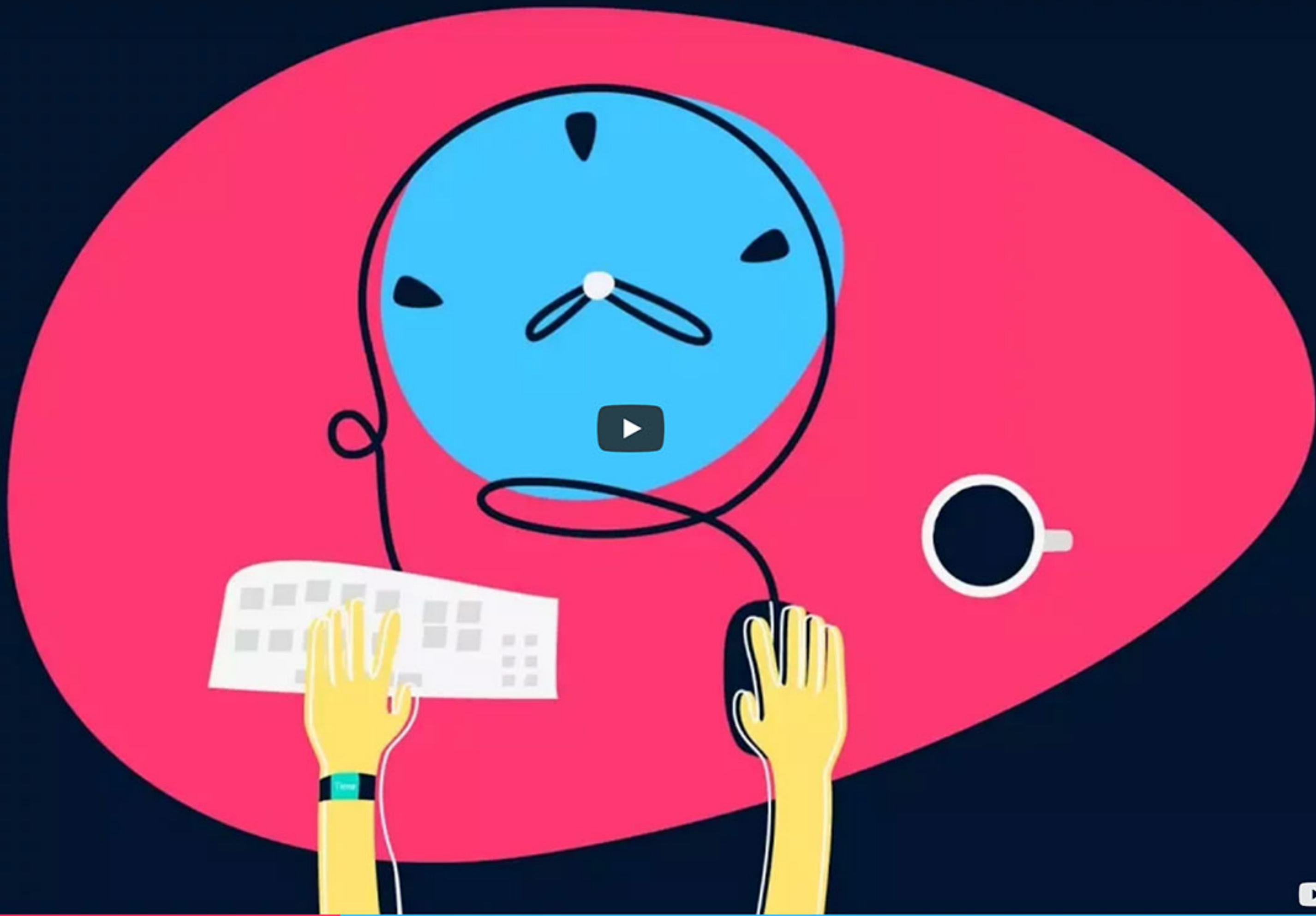
Traction - Monthly

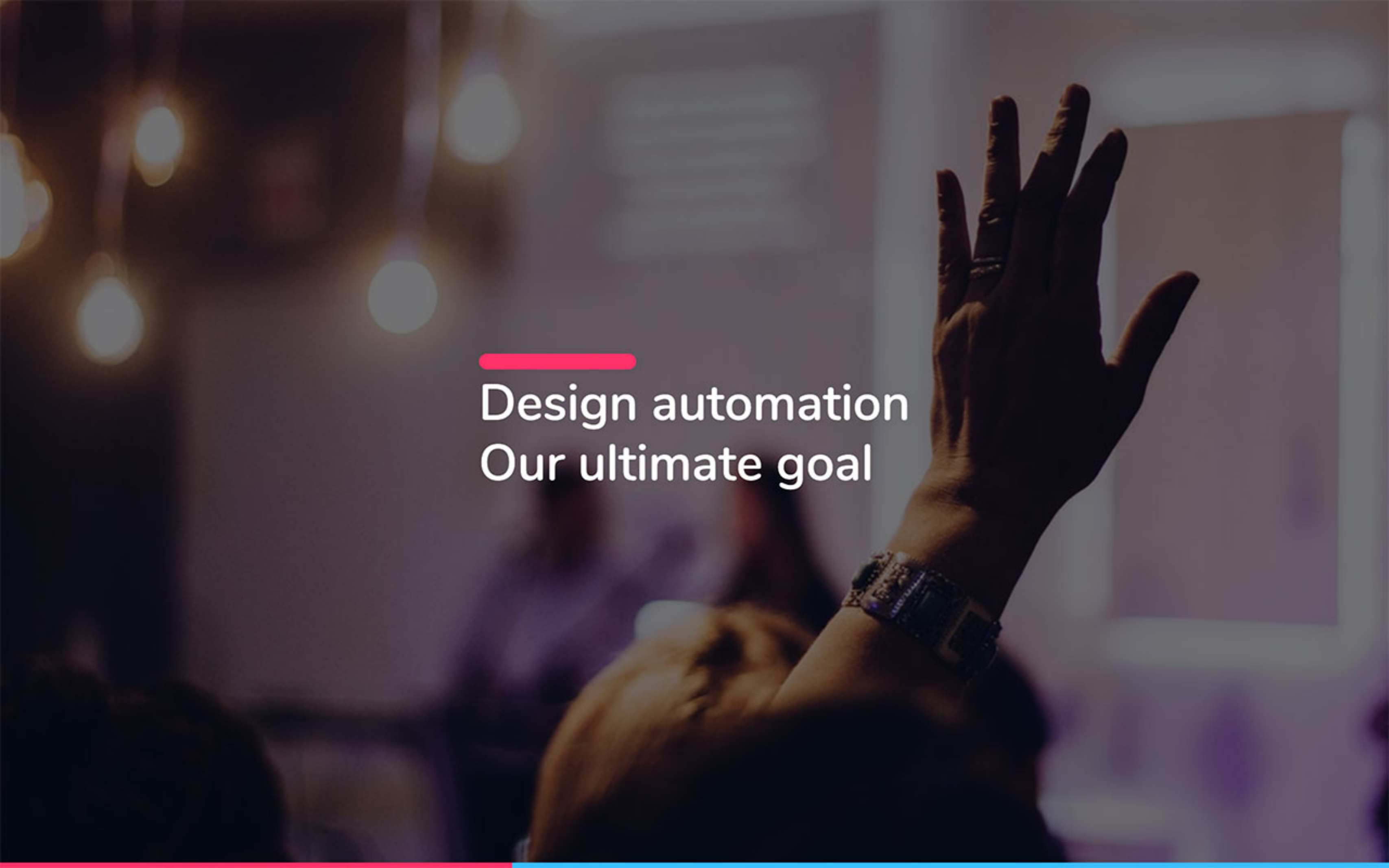
20%
MoM Growth

Last 3 Month Average



*Estimated



A close-up, low-angle shot of a person's hand reaching upwards. The hand is wearing a smartwatch with a black strap. The background is blurred, showing other people in a meeting room and bright, out-of-focus lights. The overall tone is professional and aspirational.

Design automation
Our ultimate goal

Market size

Graphic design services*



USA

-0.5% YoY growth over the last 5 years



Worldwide

2% YoY growth over the last 5 years

*Printed and static design, digital and interactive design, brand and image consulting.
Source: IBISWorld

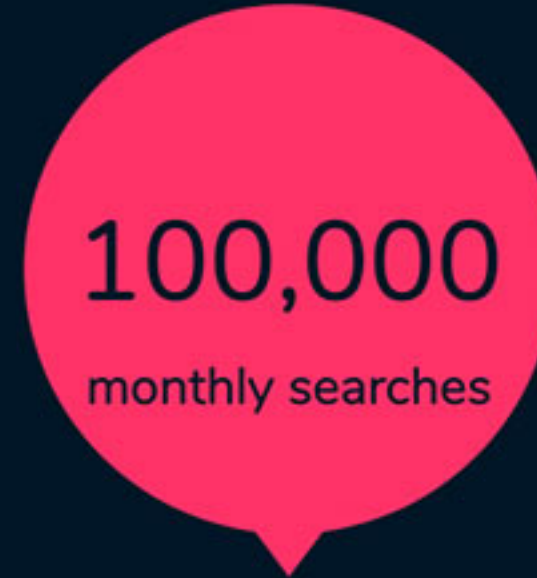
Market validation

Presentations - Slidebean



30,000,000 PowerPoint
Presentations are delivered each day.

Source: Microsoft

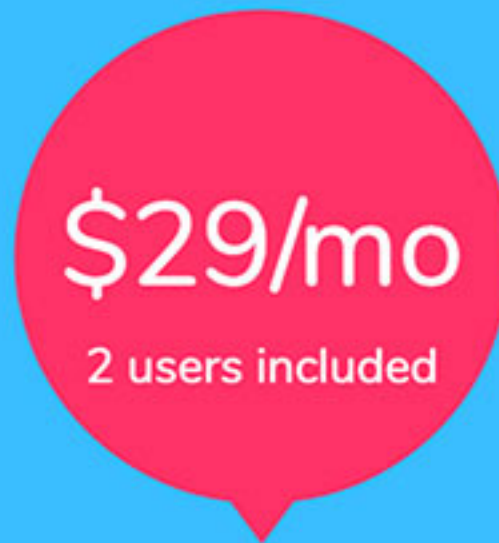


Google Monthly Searches worldwide
for presentation tools, templates
and design services (net of all searches
related to PowerPoint)

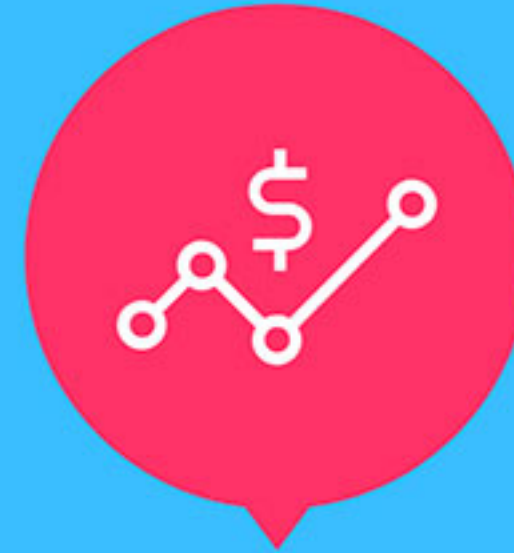
Slidebean business model



Monthly subscription service positioned *initially* at Small Businesses (2-10 employees).



Essential
most popular plan



Additional on-demand services available, including Presentation Re-Designs and Content Reviews.

Market adoption



Average user
cost of acquisition



Average
customer LTV



We acquire customers with content marketing, SEO and paid advertising

Proprietary Technology



Fully Indexable slide content

Since our servers only store strings of presentation content, our database is fully and quickly indexable, allowing companies to search through all their content. Furthermore, public presentations can be crawled by Google, making our SEO a significant competitive advantage.



HTML5 Render on the Client Side

Our server stores only data strings for the content. All the design and animations are rendered on the client browser. This makes the platform cross-compatible and significantly reduces our server requirements.



Flickr, Giphy and NounProject Integrations

Users can import Creative Commons content directly into their slides, no need to search externally. Other integrations like Stripe and Google Analytics are on the roadmap.

Great
design



slidebean.

Manual/Time demanding

Automatic / fast results



Bad
design

Main competitors



- + Raised \$15MM Series A in Q4-2015.
- + Endorsed by Guy Kawasaki.
- A 'simplified design' tool for amateur and pro graphic designers. It's a do-it-yourself approach, so still requires a lot of user input/knowledge.



SketchDeck

- + Raised \$1.7MM Seed in Q4-2015.
- + YC Company
- On demand design services.



- + Raised \$30MM Seed in Q4-2014.
- On demand, freelancer platform.

Founding Team



Caya, CEO/Growth Hacker
*6+ years @ Intel, TEDx
Speaker*



Jose Bolaños, CTO
*Full Stack Developer. 6+ years
@ AppCoast, 2x Expand the
Web Mozilla Awards*



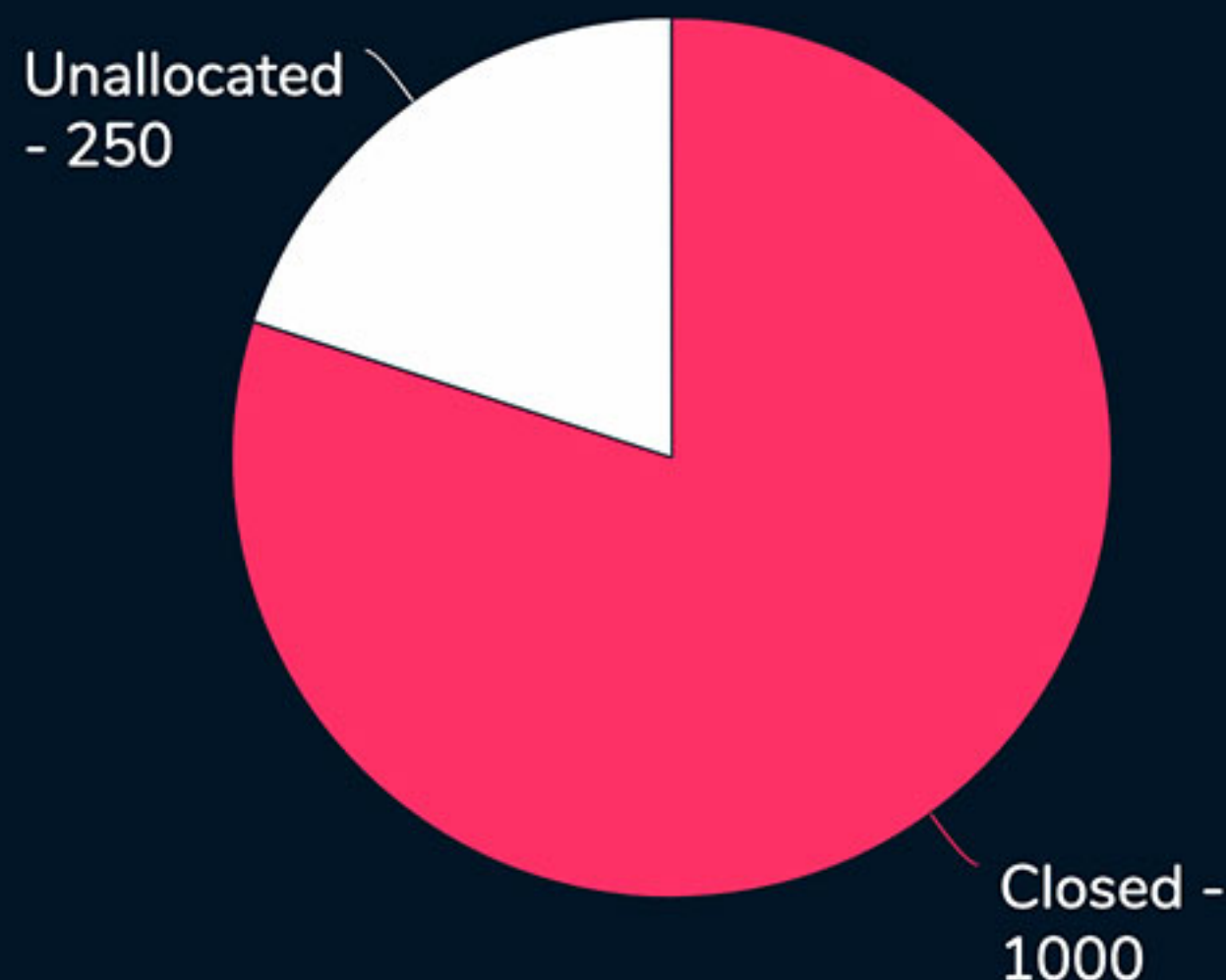
Vinicio Chanto, VP Design
*2+ years INCAE Business
School Design Team.*

Slidebean Seed Round

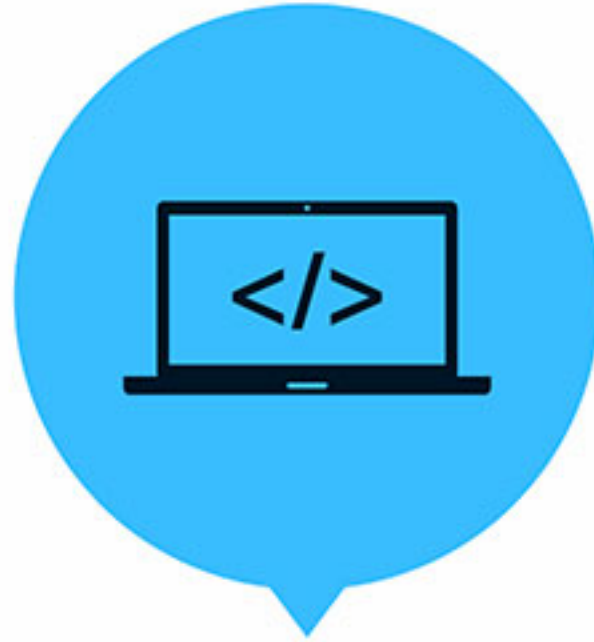
Total: \$x00,000 USD

Basic Terms:

- Convertible Note
- x0% discount
- x% annual interest
- \$xMM Cap



Use of Funds



Product Roadmap



Q1 2017



Q1 - 2017 / Q2 -
2017



Q3 - 2017 / Q1 -
2018