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Industry 4.0 Portfolio



DraxFuture40 Investor

Brookstreet 2.0

**Mastering the Pitch:
Crafting Best-in-Class 'Magic' Decks for Start-Up Success**

Webcast 2: February 12, 2025

**Series: *Connecting the Dots of Today | Building the Future of Tomorrow*
#ConnectingTheDots**

In Collaboration with PRAXI Network (FORTH)



Overview

Brookstreet



Digital Transformation

- Focus on AI & 4IR
- Software as a Service
- Integrated IoT
- Patentable Innovations



Green Transition

- Up Geo-Secure Energy
- Drive Sustainability
- Address Climate Crisis
- Boost Circular Economy



Longevity Investments

- HealthSpan (Living Well)
- LifeSpan (Living Long)
- Wellness & Performance
- Age-Tech / Med-Tech



Scale Up Investments

- Series A/B Focus
- Transparent Cash Flows
- Global Institutional Co-Investors
- PRI Governance

About Us

Brookstreet was one of the first investors to integrate Artificial Intelligence (AI) Commercial Due Diligence, Talent DNA and ESG Rankings into its processes. “Brookstreet 2.0” unites a distinguished team of Ivy League and Oxbridge PEVC fund managers, McKinsey consultants, M&A bankers, Founders, and CEOs, on an AI-and KPI enhanced institutional investment platform, offering “Precision in Asymmetry”.

Our Difference

- Global Deal Flow
- World Class Co-Investors
- AI Technical Due Diligence
- Commercial Due Diligence
- Expert Network & Ecosystem
- Thematic Investments
- Dual Returns Strategy
- Trusted Administrator (\$2.5TN AUM)
- Governance & Sustainability
- Brookstreet AI Intelligence
- United Nations PRI Signatory

Source: Brookstreet

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










































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Mastering the Pitch

Best Practice Advice

											
	 Must have  Nice to have Not Needed						 Must have  Nice to have Not Needed				
# Slides	11	9+	11	11	13	Competition					
Executive Summary						Competitive Advantage					
Problem						Growth Plan / Go-to-Market					
Solution						Founding Team					
Product						Board/Advisors					
Market Validation/ Why Now?						Traction/Milestones					
Market Size						Press/ User Testimonials					
Business Model						Fundraising/ Use of Funds					
Underlying Magic						Financials					

- There is **no one-size-fits-all pitch deck**, but there are slides that are usually expected from most investors (Problem, Solution, B. Model, Team, etc).
- **Keep it concise:** 11-13 slides max for clarity and engagement. Too many slides can dilute your message and lose investor attention.
- Ideally you should have **one slide per category!**

Mastering the Pitch

Brookstreet Framework



Introduction

A succinct overview of the startup's vision, mission and a brief intro of the team's journey (Optional).



Problem Statement

Clearly define the problem that you are addressing and explain why it is significant and worth solving.



Solution / Product

Explain how your product solves the problem identified and describe its unique features and technology (Can be 2 slides).



Market Size

Present the size and characteristics of the target market, as well as the relevant trends and growth potential.



Competition

Highlight how your solution is better or different to that of the competitors. What is your right to play?



Business Model

Explain how do you plan to make money, what is your pricing strategy and distribution channels.



Go-to-Market Strategy

How do you plan to acquire customers and grow? Provide customer acquisition metrics.



Traction & Validation

Present what you have already achieved so far and what are your milestones. Testimonials from key customers can be useful.



Financials

Provide financial metrics (revenue, profit/loss, cash burn rate) and projections for the next 3-5 years.



Exit Strategy

Clearly define your future potential exit plans (M&A, IPO, etc.) and explain who your potential acquirers could be.



Sources & Uses

Let investors know how much you are seeking and what type (Equity, Debt, CLN, SAFEs, etc.). Explain how do you plan to use the funds.

Mastering the Pitch

Introduction

- Introduction
- Problem
- Solution / Product
- Market Size
- Competition
- Business Model
- Go-to-Market
- Traction
- Financials
- Exit Strategy
- Sources & Uses



Mission

“Simplifying complex workflows for businesses through intuitive AI-driven automation”

Vision

“To be the go-to platform for businesses globally, transforming efficient productivity and driving sustainable growth for SMBs”

Our Journey

“Launched MVP, onboarded 100+ businesses, and secured partnerships with leading SMB platforms”

- **Mission:** Clearly articulate the problem you are solving and how your solution empowers customers to achieve success.
- **Vision:** Paint a compelling picture of the future and your long-term impact.
- **Our Journey:** Highlight key milestones, achievements, or progress made so far.

Mastering the Pitch

Problem

- Introduction
- Problem**
- Solution / Product
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“Businesses struggle with complexity, high costs, and slow processes”



Complex

Many solutions are too complex, requiring extensive training or technical knowledge.



Expensive

Expensive technology and services prevent many businesses and individuals from benefiting.



Slow

Inefficient systems and outdated tools slow down operations and decision-making.

- **Clear Pain Point:** Identify the core problem your target audience faces.
- **Impact of the Problem:** Show the consequences of not addressing the problem.
- **Current Solutions Are Inadequate:** Briefly highlight why existing solutions fall short.

Mastering the Pitch

Solution / Product

- Introduction
- Problem
- Solution / Product**
- Market Size
- Competition
- Business Model
- Go-to-Market
- Traction
- Financials
- Exit Strategy
- Sources & Uses

“We help businesses work smarter, more efficiently, and faster by streamlining processes”



Simpler

intuitive, user-friendly platform that simplifies workflows, making adoption seamless.



Affordable

Cost-effective model leverages automation to provide premium solutions at a fraction of the cost.



Product Ready

Streamlined workflows with AI-driven automation, boost speed and productivity across teams.

- **Clear, Simple Solution:** Describe how your product directly addresses the pain point.
- **Unique Value Proposition:** Highlight what sets your solution apart from competitors.
- **Impact and Benefits:** Showcase the key outcomes your solution delivers.

Mastering the Pitch

Market Analysis

- Introduction
- Problem
- Solution / Product
- Market Size**
- Competition
- Business Model
- Go-to-Market
- Traction
- Financials
- Exit Strategy
- Sources & Uses

“With a \$12BN global market, we aim to capture \$12M in the coming years by targeting XYZ”

Total Addressable Market

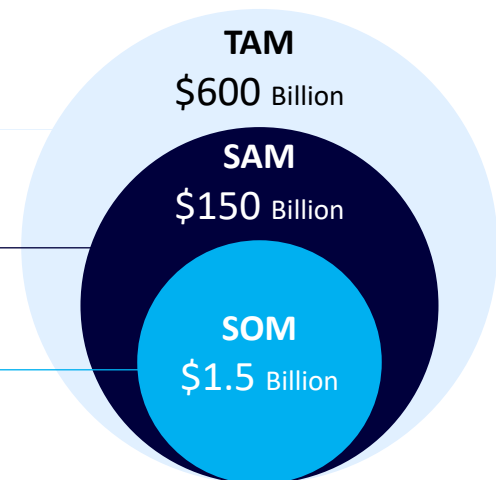
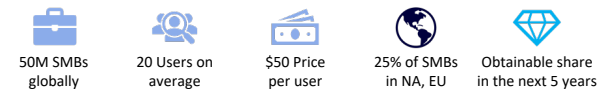
$50M \times 20 \times \$50 \times 12 = \600 billion

Serviceable Addressable Market

$25\% \times \$600\text{BN} = \150 billion

Serviceable Obtainable Market

$1\% \times \$150\text{BN} = \1.5 billion



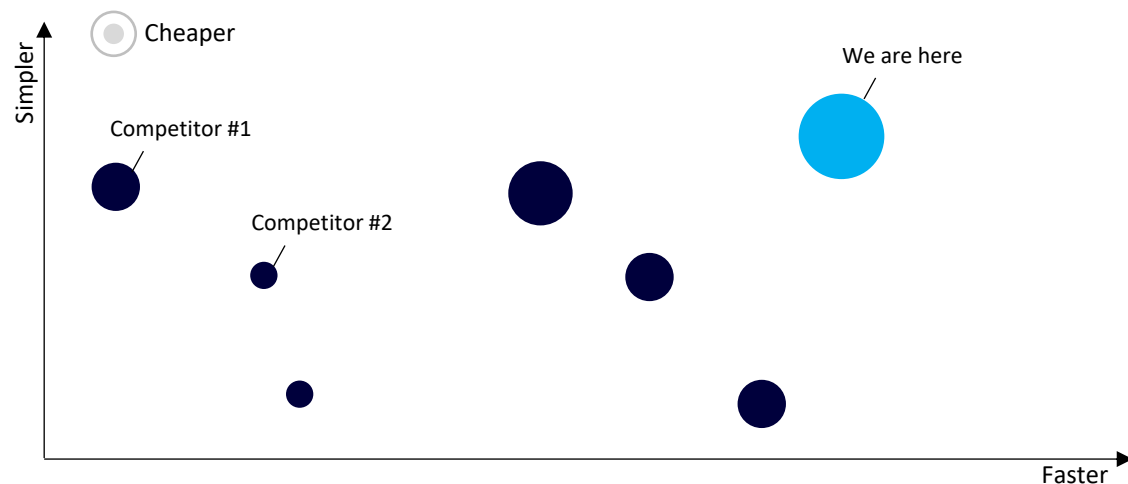
- **TAM (Total Addressable Market):** Present the overall size of the market opportunity.
- **SAM (Serviceable Available Market):** Define the target segment within the broader market that your product can address.
- **SOM (Serviceable Obtainable Market):** Estimate the portion of the market you aim to capture in the near term.

Mastering the Pitch

Competition

- Introduction
- Problem
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- Sources & Uses

“Traditional competitors are significantly behind our solution. We are simpler, cheaper, faster and better”



- **Market Positioning:** Clearly show how your solution stands out compared to competitors.
- **Direct Competitors:** List the main competitors in the chart to clearly define the competitive landscape and where your product fits.
- **Focus on Strengths:** Emphasize your product's advantages in comparison to competitors.

Mastering the Pitch

Business Model

- Introduction
- Problem
- Solution / Product
- Market Size
- Competition
- Business Model**
- Go-to-Market
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- Sources & Uses

“Affordable, Scalable, and AI-Driven Subscription-Based”



Subscription-Based

SaaS model built on a recurring monthly or annual subscription, ensuring predictable revenue



Scalable

Highly scalable, designed to grow with businesses of all sizes, from small startups to large enterprises



AI-Driven

Powered by advanced AI technology, the platform allows businesses to focus on higher-value tasks



Affordable

Cost-effective pricing structure with flexible, tiered plans for all business sizes

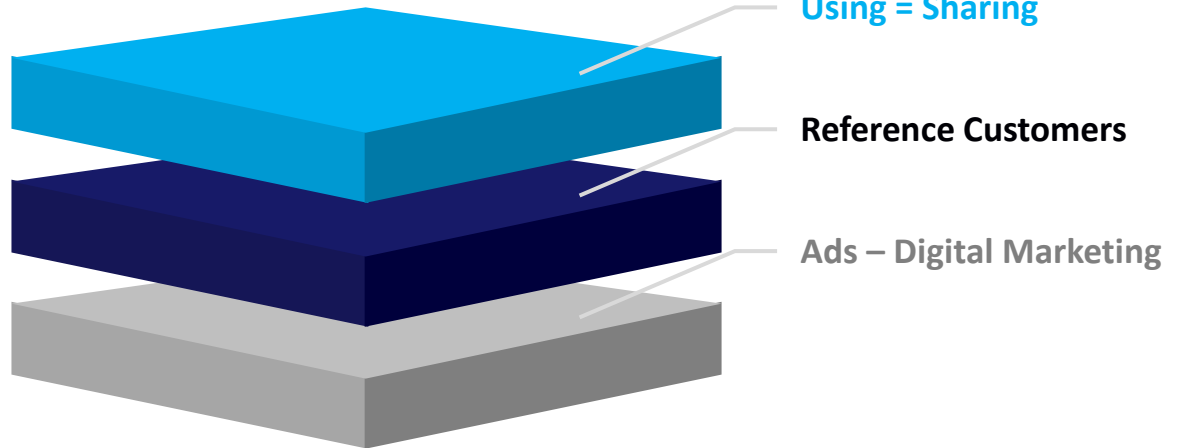
- **Define the Revenue Model:** Clearly define how your startup generates income.
- **Showcase Scalability:** Highlight how your model can grow and adapt as the business expands.
- **Identify Target Market:** Identify who your customers are and how the business model caters to them.

Mastering the Pitch

Go-to-Market

- Introduction
- Problem
- Solution / Product
- Market Size
- Competition
- Business Model
- Go-to-Market**
- Traction
- Financials
- Exit Strategy
- Sources & Uses

“Our 3-Way plan to grow in North America and Europe”



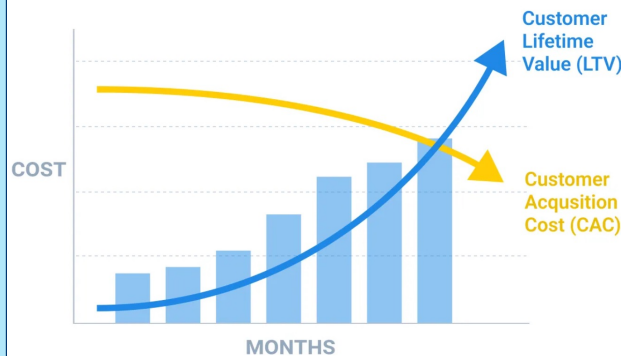
- **Target Audience:** Clearly define who your primary customers are.
- **Marketing Strategy:** Highlight the key channels and tactics you’ll use to reach your audience (i.e., Ads: Expensive, Referrals: Usually expensive, Using – Sharing: Cheap but not always applicable).
- **Sales Strategy:** Describe how you’ll drive sales and conversions.

Mastering the Pitch

Traction

- Introduction
- Problem
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- Exit Strategy
- Sources & Uses

“Strong initial traction with our customer trials, CAC stands at X and LTV at Y”



1M Users

Users in the US have already downloaded our app

\$2M Rev

In Yearly sales if only 1% of the users actually subscribe

\$8M Rev

In Yearly sales if only 1% of the users actually subscribe at full price

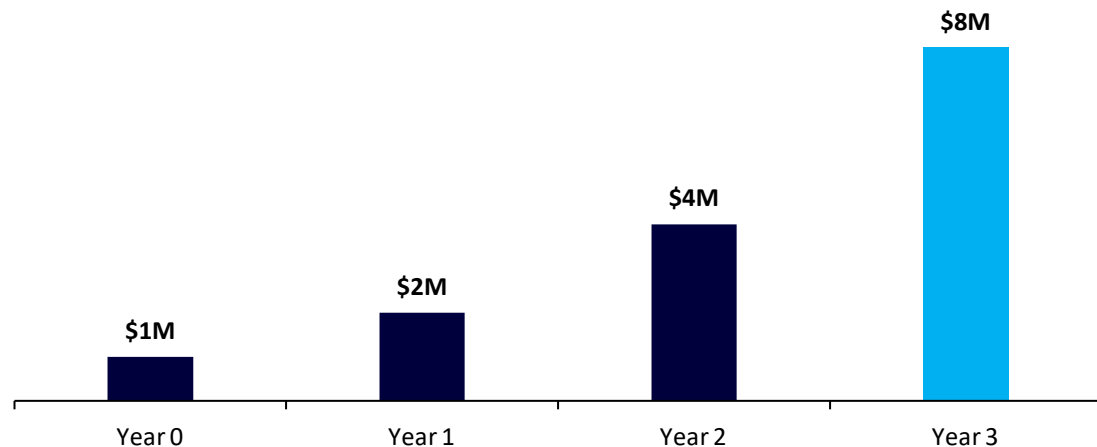
- **Focus on Key Metrics:** Highlight important growth assumptions and metrics like user acquisition, revenue, and retention.
- **Milestones:** Showcase significant achievements or partnerships.
- **Present Customer Validation:** Provide evidence of market demand and customer satisfaction.

Mastering the Pitch

Financials

- Introduction
- Problem
- Solution / Product
- Market Size
- Competition
- Business Model
- Go-to-Market
- Traction
- Financials**
- Exit Strategy
- Sources & Uses

“We expect to achieve 2X revenue growth year on year, with your (capital) support”...



- **Revenue Growth:** Show your projected or historical revenue growth.
- **Unit Economics:** Highlight key financial metrics, such as Customer Acquisition Cost (CAC) and Lifetime Value (LTV).
- **Showcase Path to Profitability:** Explain your projected burn rate and outline when you expect to become profitable.

Mastering the Pitch

Exit Strategy

- Introduction
- Problem
- Solution / Product
- Market Size
- Competition
- Business Model
- Go-to-Market
- Traction
- Financials
- Exit Strategy**
- Sources & Uses

“We plan a Trade Exit to an SaaS ERP platform provider in the next 5 years”...



Large SaaS ERP Platform Providers

Type: Established, publicly traded SaaS firms

Rationale for Acquisition: Enhance portfolio with intuitive, AI-driven workflow automation

Synergies: Expand user base and improve existing features with AI automation



AI and Automation Tech Company

Type: Companies focused on robotic process automation (RPA) and AI technologies

Rationale for Acquisition: Add AI-driven automation to boost existing offerings

Synergies: Attract new, cost-conscious customers seeking intuitive solutions

- **Type of Exit:** Acquisition by a larger company (Trade Exit), a buyout fund (2BO), or IPO? You will need different signals for each path.
- **Potential Acquirers:** Large SaaS providers, AI-focused tech companies, or private equity firms.
- **Exit Timeline:** Provide a realistic timeline for exit.

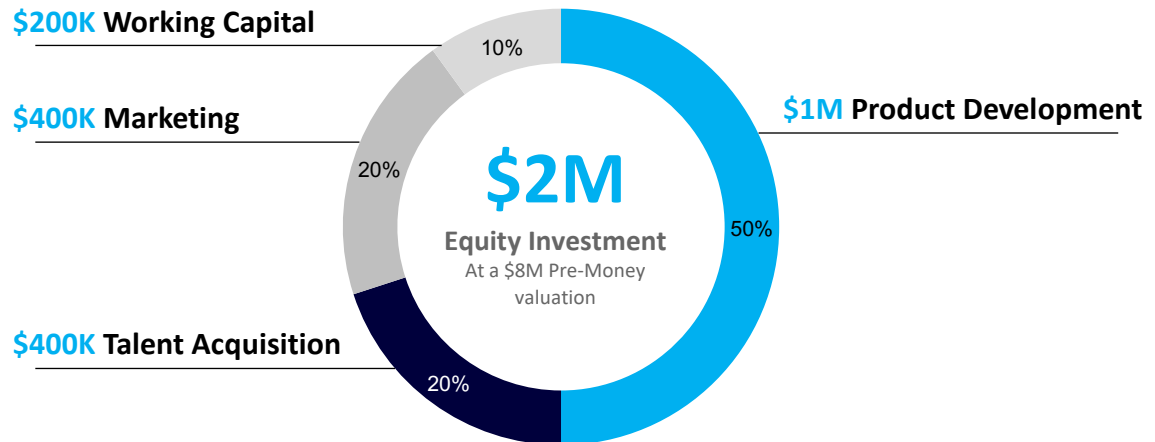
Mastering the Pitch

Funding Requirements

Sources and Uses!

- Introduction
- Problem
- Solution / Product
- Market Size
- Competition
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- Go-to-Market
- Traction
- Financials
- Exit Strategy
- Sources & Uses

"We require \$2M in equity at a Pre-Money Valuation of \$10M to develop product, hire talent, invest in marketing'..."

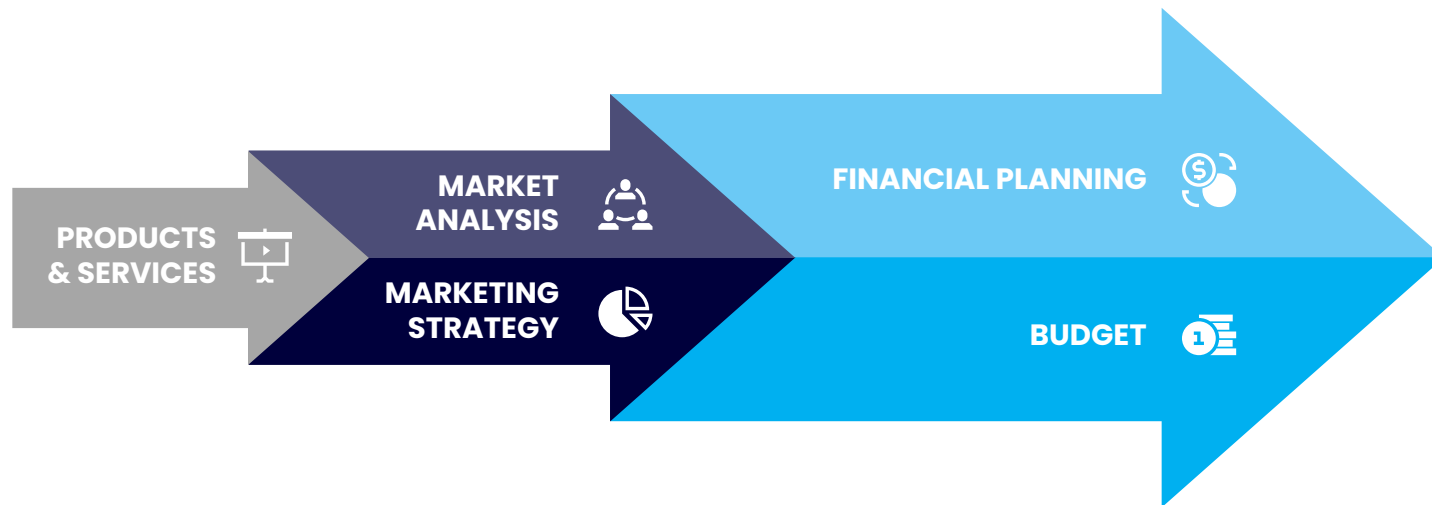


- **Total Amount Needed:** Clearly state the amount of funding you are raising.
- **Use of Funds:** Outline how the funds will be allocated.
- **Expected Milestones:** Describe the key milestones you aim to achieve with the funding.

Mastering the Pitch

In Summary

Tailor your message (see Webcast 1)



Know Your Audience

Tailor your pitch to highlight what matters most each investor

Clear Business Model

Show how your startup makes money and scales efficiently.

Financial Stability

Demonstrate solid planning with KPIs and a path to profitability.

Mastering the Pitch

Success Signal & Red Flags

“You need to be the right team, with the right solution, at the right time, in the right place.”

10 Success Signals

1. **Innovative and Scalable Business Model:** A clear plan *for innovation, growth and scale*.
2. **Clear Product/Market Fit:** Data-backed evidence that the product solves a real *problem* for a *large market*.
3. **Strong Revenue and Unit Economics:** Positive *unit economics* and growing revenue *highlight profitability*.
4. **Visionary Strategy:** A compelling vision for capturing *market share* builds investor confidence.
5. **Traction:** Strong growth in users, retention, and revenue signals based on *KPI monitoring and improvement*.
6. **Strong Brand and Market Presence:** Increasing brand recognition and *market share* signal momentum.
7. **Strategic Partnerships:** Joint ventures with *key players* provide credibility and open growth opportunities.
8. **Track Record of Founders:** Proven *process success* builds confidence in the team’s ability to execute.
9. **Governance:** Building an *institutional firm* that will be able to attract follow up VC funding.
10. **Who Else Is Investing:** Backing from *reputable investors* adds credibility and validation.

10 Red Flags

1. **Exaggerating Traction:** If investors investigate and find *discrepancies*, it will damage your credibility.
2. **Empty Commercial Stories:** We look for a *sophisticated approach* based on KPIs, not isolated cases.
3. **No Technical co-Founder:** Without a *super star Domain Expert*, funding for an innovative firm is unlikely.
4. **Jargon Use:** Do not confuse audience. Explain in *commercial terms*. Communicate efficiently and succinctly.
5. **Lack of Proof on CAC, LTV, ROCE, Runway:** Not understanding your *unit economics* means C-Team not ready!
6. **Unclear Go-to-Market, Scale & Exit Strategy:** Signals lack of focus and a *clear exit roadmap* for investor.
7. **Off-Market-Round Terms:** Investors expect *transparency and trust*. Side deals demonstrate desperation.
8. **Over Estimating Valuation:** Use CLNs/SAFEs. *Who* invests is more important than how much! Smart money.
9. **Unaware of Global Players:** This signals a *lack of market awareness* and INTL potential. C-Team not ready!
10. **Targeting Everyone:** A lack of clear *ideal customer profile (ICP) or investor profile* means C-Team not ready!

Mastering the Pitch

Submit Your Proposals

Applications are open [\[Link\]](#)

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Webcast 1: Demystifying Financial Sponsors

January 15, 2025



- Understand Who to Pitch

Webcast 2: Mastering the Pitch

February 12, 2025



- Understand How to Pitch

Webcast 3: Investor Termsheets Revealed

March 12, 2025



- Understand How to Read T&Cs & Negotiate

Live Competition

April 8, 2025



- Put Theory in Practice

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