

OPTIO

# PITCH DECKS THAT RAISE MONEY

4 SIMPLE STRATEGIES & A CASE STUDY

NOT CONFIDENTIAL - PLEASE SHARE



WHO WE ARE

## WECRAFT WINNING PITCH DECKS



## ~\$2 BILLION

OPTIO pitch decks have helped founders raise billions



#### 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



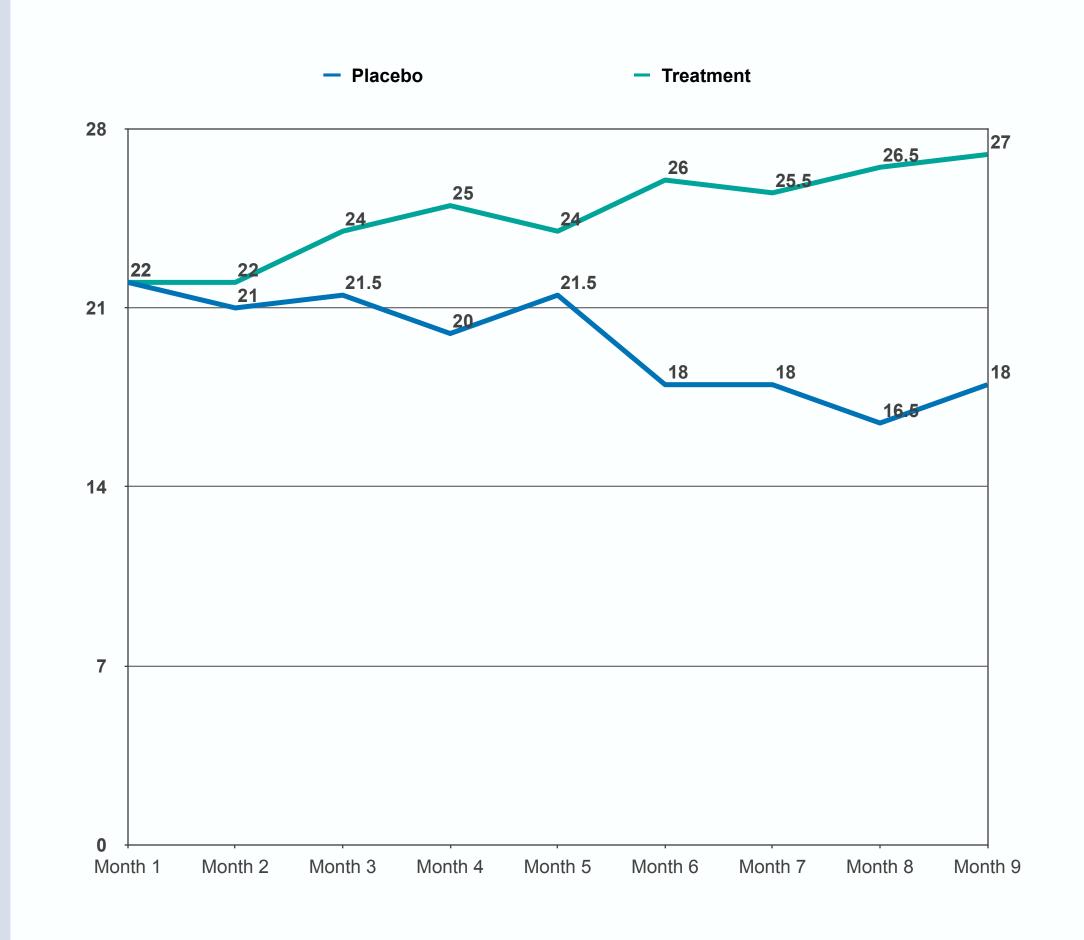
## I LIED TOYOU





### 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
- Published in June 2023 Nature, Pgs. 85-112
- Double-blind, placebo controlled study



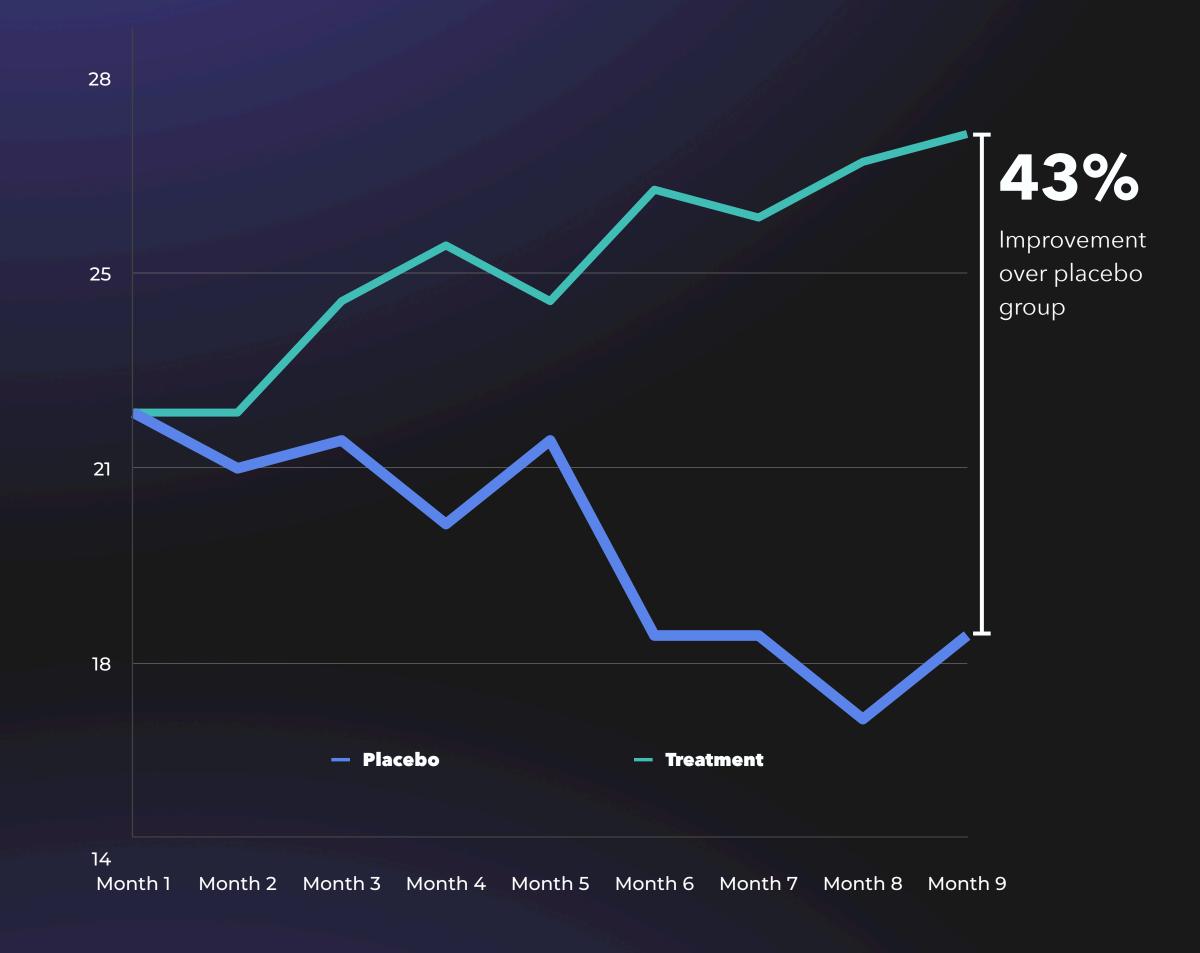
## Dramatic improvements in patient lives

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**





### 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</li>
- 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



**ACCURATE**Results comparable to

"gold standard" tests



#### **PRECISE**

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



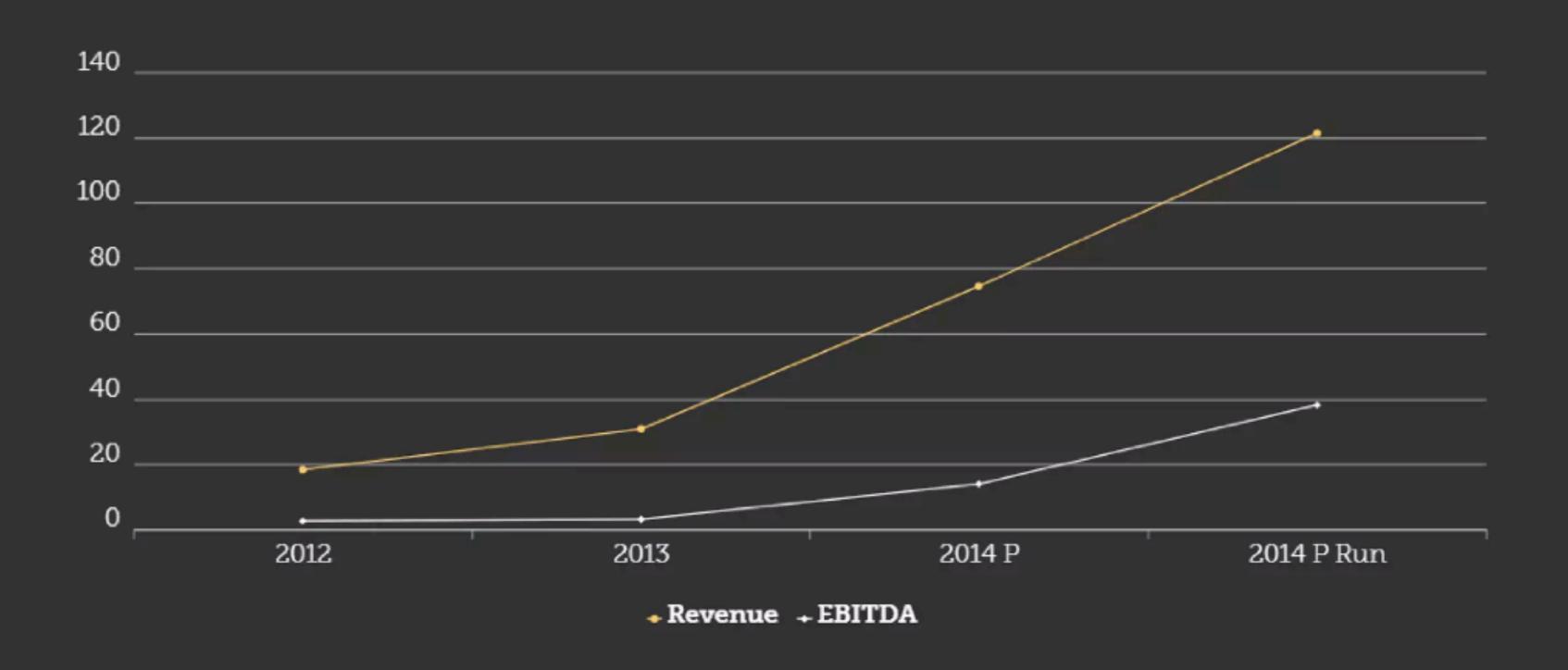
#### **FLEXIBLE**

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



## wework.

### financials





#### **GOOD EXAMPLE**



We're raising \$10 Million

Help us grow.

Global Launch

Infrastructure

Engineering

Talent



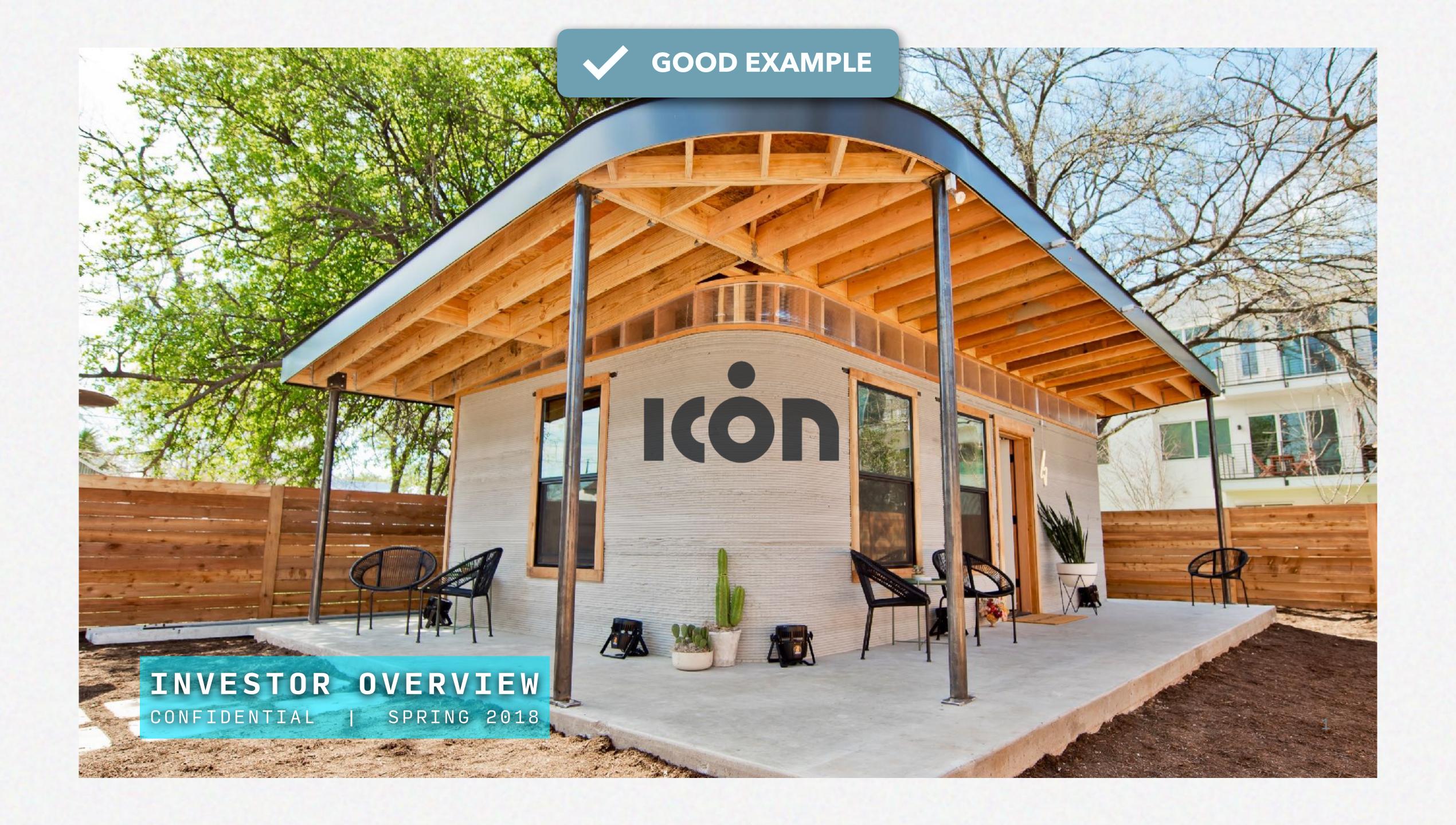
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## SHOW, DON'T TELL



PITCH DECK DO NOT SHARE

(This is not a real 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







## 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

Sention & of the Fortest Trade Commission Art (FTC Act) (15 USC 45) profibile further or deceptive acts or practices in or affecting commerce." The prohibition applies to all person organist in commonos, instaling licerta, Uniter 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 are independent of each other; depending on the tacts, an action practice may be unfait, deceptive, or both. The legal standards are triefly described to the control of th

#### 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, regula-

all 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.

- A consumer's interpretation of the representation, emission, or practice is considered responsible. under the electristances, and
- The misleading representation, onlineion, or prac-

#### Relationship of Section 5 to Other Laws and Ratings

Some sets or practices may visited both section of of the PIC Act and other footers or state ase, Other pass or produces may would be my the PIC Act while fully complying with other concurred preceden love presidence if a possible workform of the PIC Act in round, the determinant should consider whether other country or regula-Identifies fave that warrant particular admitted in

In addition, if an illegal credit practice to in a common in an engine enter, precious to identified monogle a ready of ETG. Act compliance, the executive should consider whether the Bogst protect would accessing affect the instruction's Commonter Reinvestment Act rating purposes to the regulatory requirements of 12 CFR 278-278-2

#### Compliance Risk Evaluation

Violations of section 5 of the FTC Actican present registrant tiggs, reputational, and consideratements to baries. This provibility intensifies the medific stammers to extension between compliance with anchor 5 in origination with consumer compliance extensions, related supervisory activated, and consumer compliant. Investigations. Provided with the compliant countries to extension. 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 unitar 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

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

#### BIN 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 Socurities 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 disclosurg certain information related to its security-based swap position "Proposed Rula"). The Commission is responsing the estimant period to allow intracted persons an

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

6652, in reopenad. Commente a tould be received on or before August 21, 2023.

DATES: The comment period for the Proposing Release published February 4, 2022, at \$7 FR

opportunity to comment on the additional analysis and data contained in a stuff memorandum.



#### 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



3

## SAY WHAT YOU MEAN





2 Coats There are

Vol. 18. No. 270

New York, Friday, May 2, 1927.

76 Main - 8 Muchattan Pages

HINDENBURG EXPLODES! 100 DEAD

THE ME STATE OF NEW YORK'S -O LIP PICTURE NEWSPAPER PARTY IN THE P. P.

#### 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.

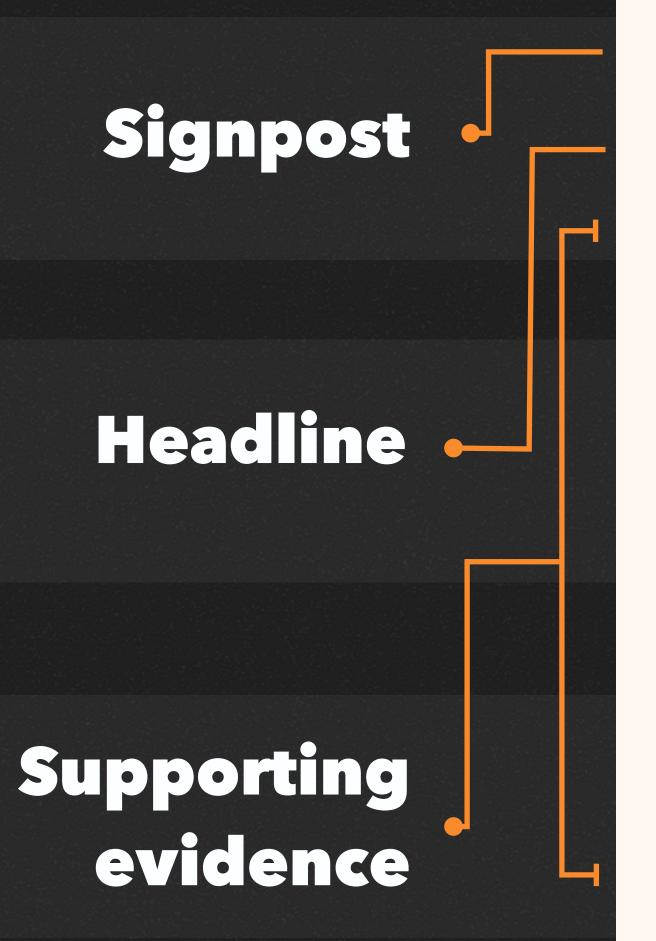
There seemed no possibility that any one aboard escaped alive.

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 Labeburst last year.





THE TEAM

## A team of women's health and technology experts



**Dr. Christina Coleman, OB-GYN** 

#### **CEO AND CO-FOUNDER**

- Gynecology specialist with over 25 years of experience
- 15+ studies on endometriosis and hormone imbalance







Naomi Kessler, PhD, RD

#### **CMO AND CO-FOUNDER**

- Innovative researcher and registered dietician nutritionist
- PhD in Nutritional Science from Cornell University







#### **Rae Costero**

#### CTO

- Expert in digital product management and systems integration
- Former Senior Software Engineer for Garmin Health





CONFIDENTIAL - 2023 15



#### **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



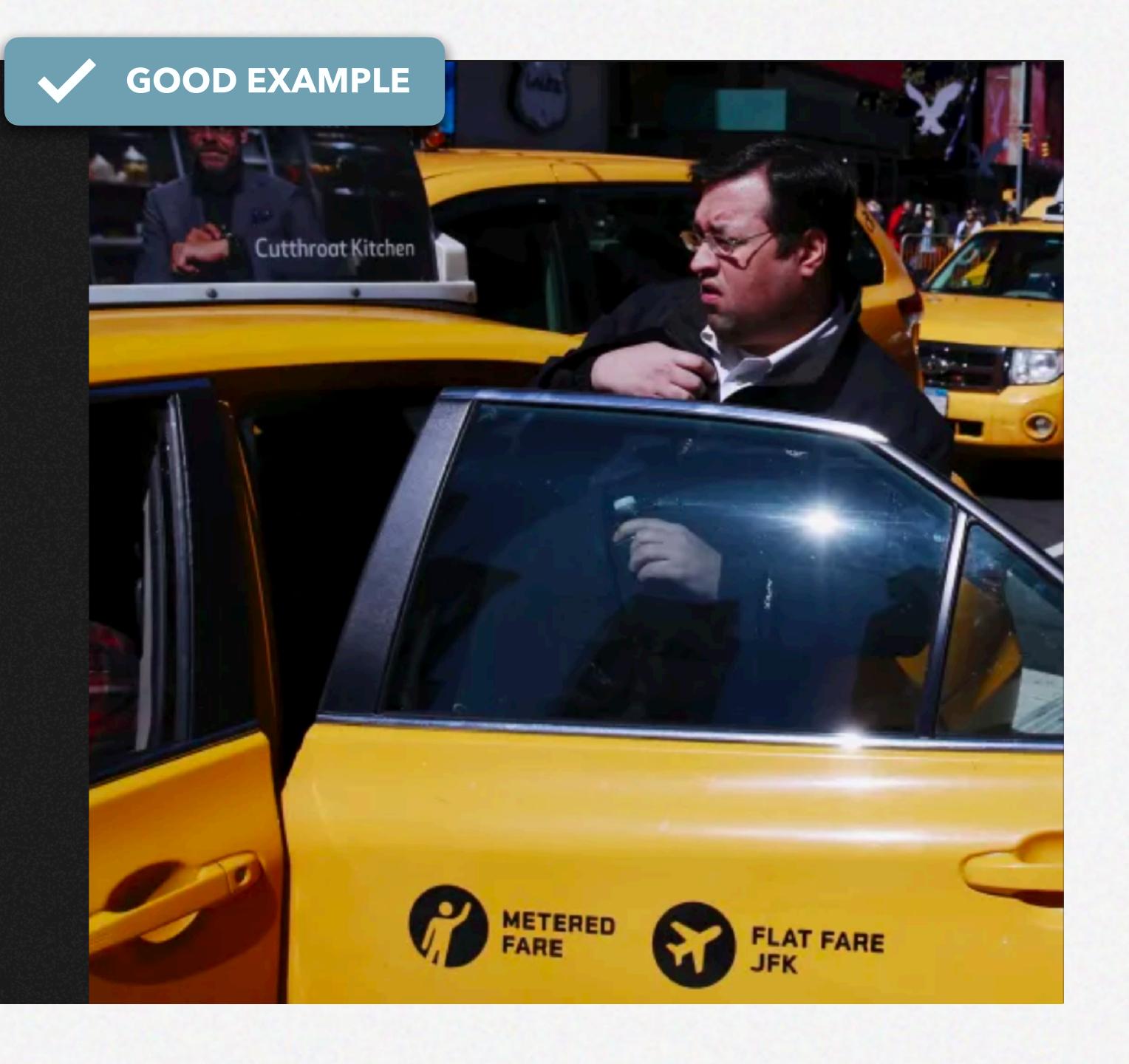
**GROSS** 



BAD FOR ENVIRONMENT



LOTS OF DEAD TIME

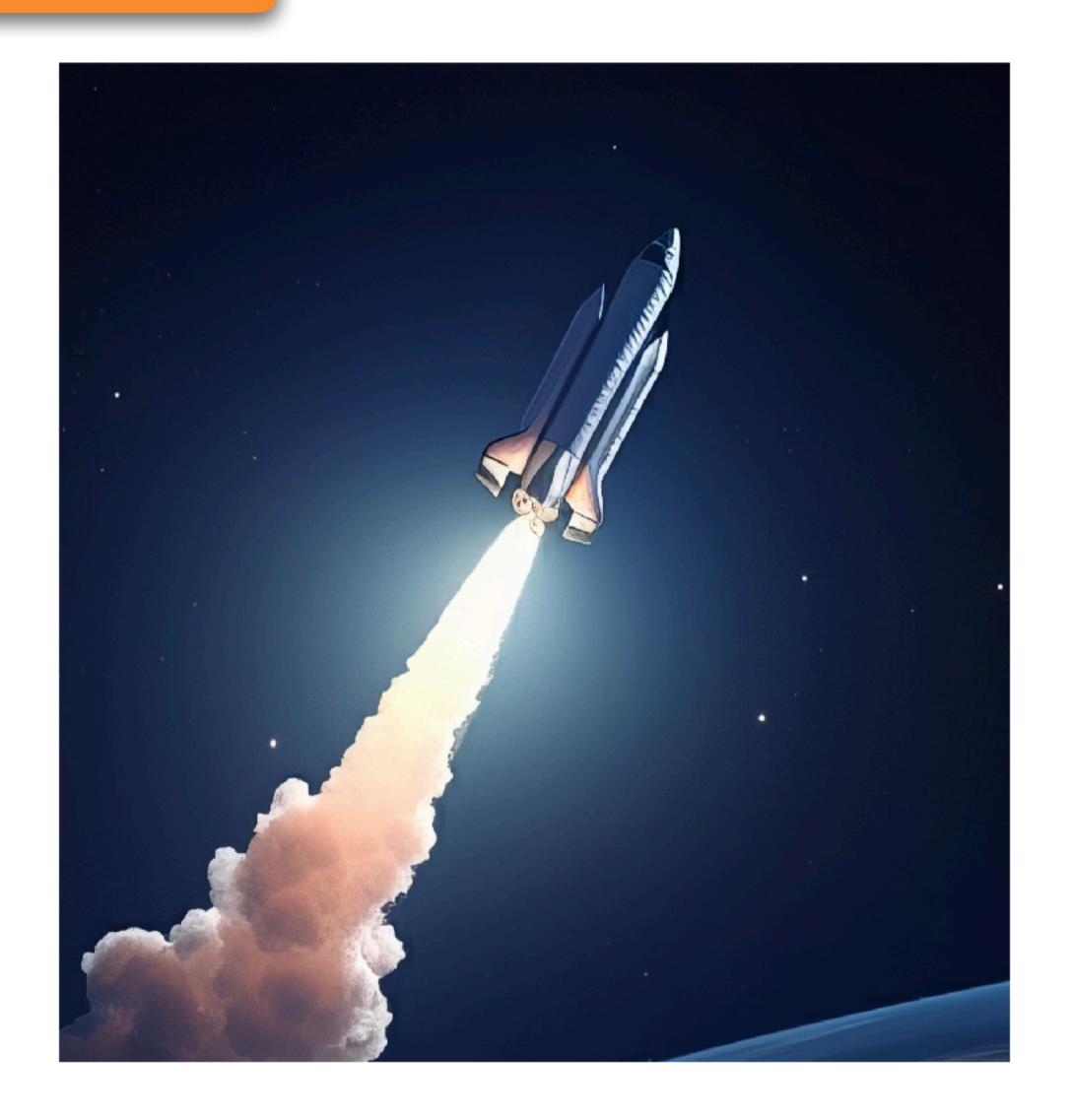




## Solution

## 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.





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.

## TELLASTORY









## 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 50k 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 50k other companies that need SOC 2

Join the fight!



SIMPLE, NOT PRECISE

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3 SAY WHAT YOU MEAN

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## NOW, A PITCH -

### NeuroNova

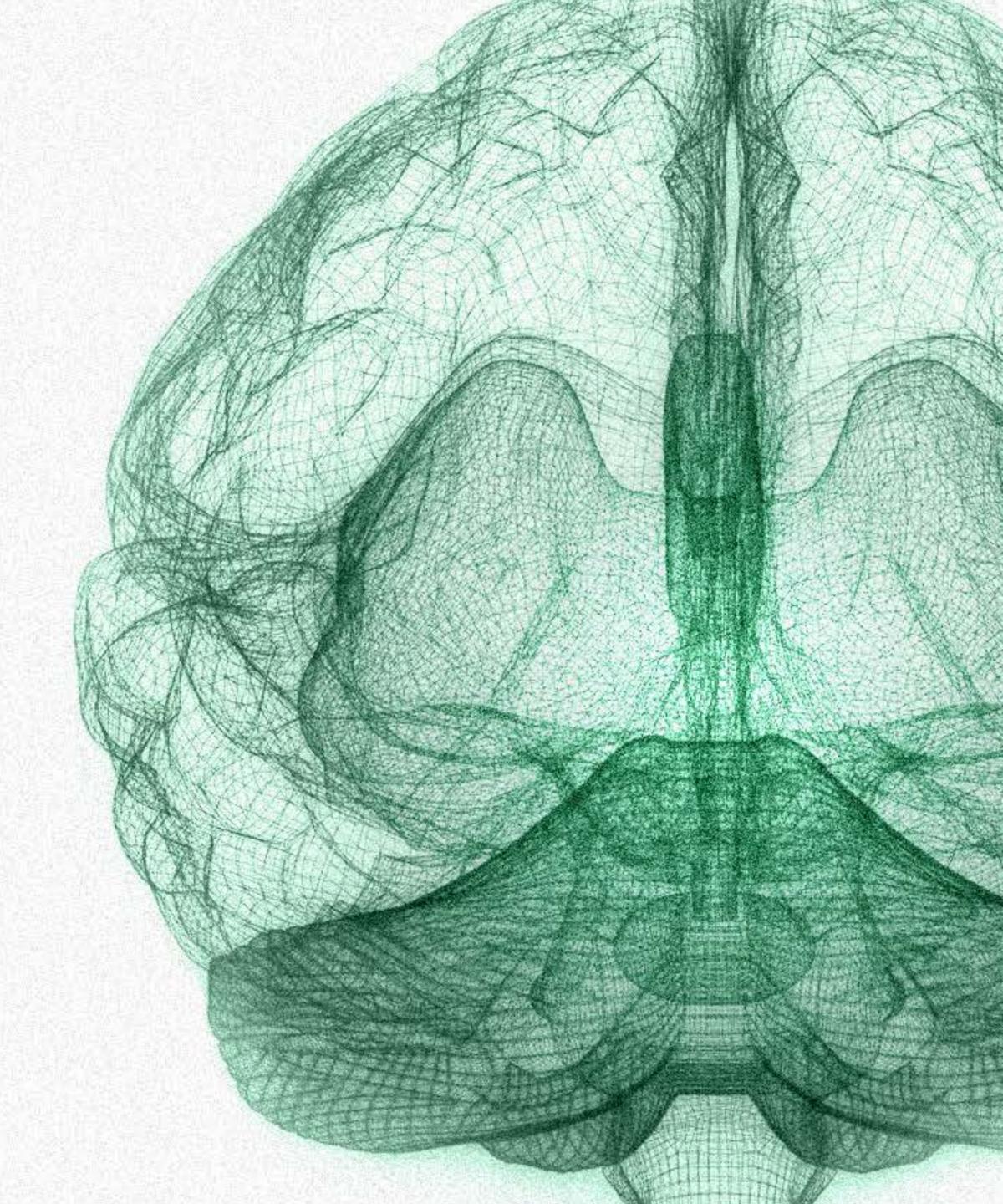
THERAPEUTICS

## The most effective Alzheimer's treatment ever studied

Reviving the mind with vagus nerve stimulation

OPTIO DEMO INVESTOR DECK

NOT CONFIDENTIAL - FEEL FREE TO SHARE



# The most feared disease in America: Alzheimer's

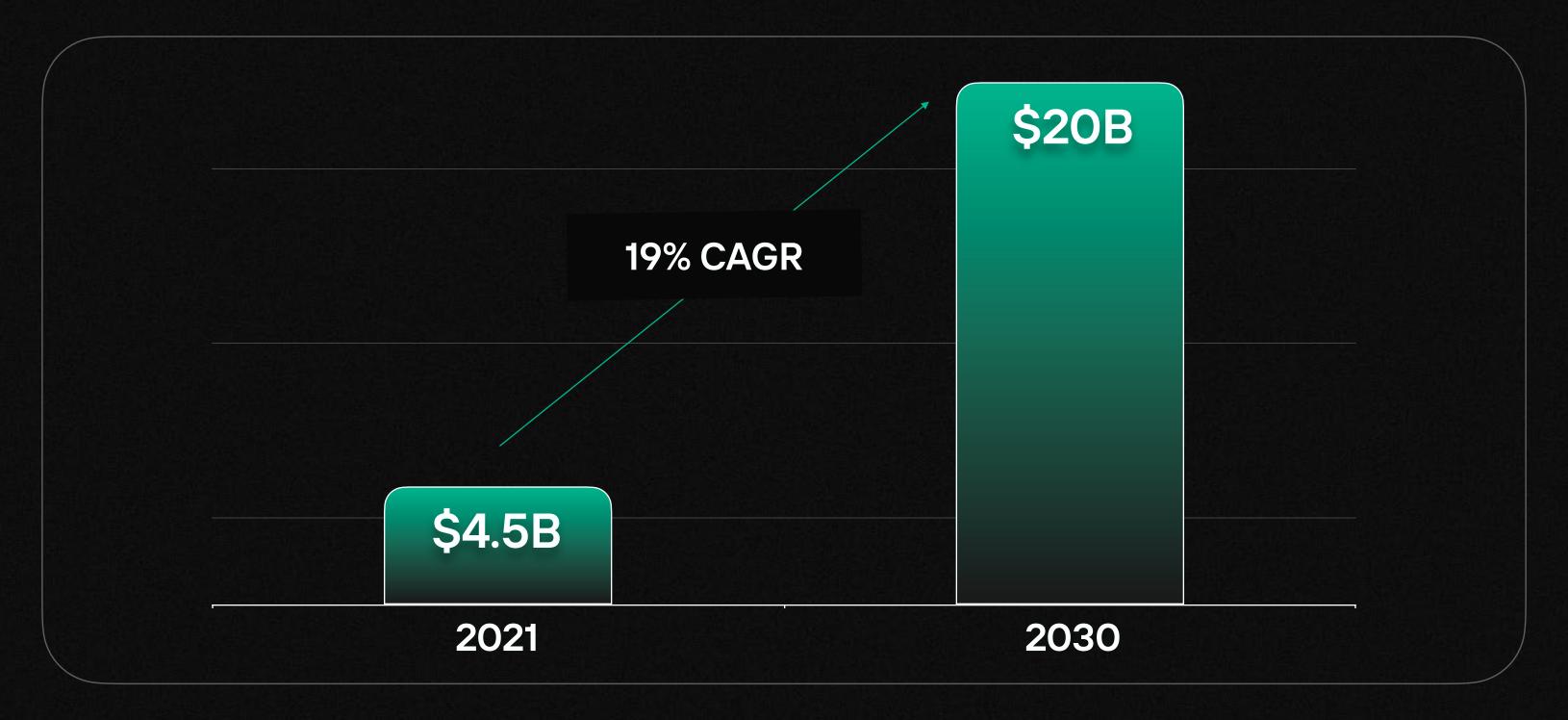
### >55M

people suffer from Alzheimer's disease worldwide



## We spend billions on ineffective Alzheimer's treatments

The cost will rise sharply as Baby Boomers age



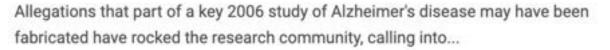
**Alzheimer's Therapeutics Market Size** 

## Pharma has invested billions pursuing a single hypothesis: eliminate plaque

Researchers have focused on reducing brain plaque called Tau and Amyloid. Although current drugs eliminate nearly all of the plaque, the disease remains.



#### Alzheimer's theory undermined by accusations of fabricated research



Jul 25, 2022



#### Quanta Magazin

#### What Causes Alzheimer's? Scientists Are Rethinking the Answer.

After decades in the shadow of the reigning model for Alzheimer's disease, alternative explanations are finally getting the attention they...

Dec 8, 2022



#### Medical News Today

#### Alzheimer's study controversy: Where do we go from here?

A seminal study on Alzheimer's disease has come under fire for alleged image manipulation. What does this mean for dementia research,...

Aug 2, 2022



#### Discover Magazine

#### "False" Alzheimer's Study Could Set Research Back 16 Years

In 2006, a landmark study in Nature identified a possible cause of Alzheimer's disease. For almost 16 years, this study influenced how...

Oct 11, 2022



We need a new approach >>

### The NeuroNova solution:

A bold new approach:

Proven brain stimulation technology

Personalized treatment software

The result:

The most effective Alzheimer's treatment ever studied

Vagus nerve stimulators are a proven technology used to stimulate brain activity

#### **Current applications:**

Regulate seizures

Stop migraines

Treat anxiety

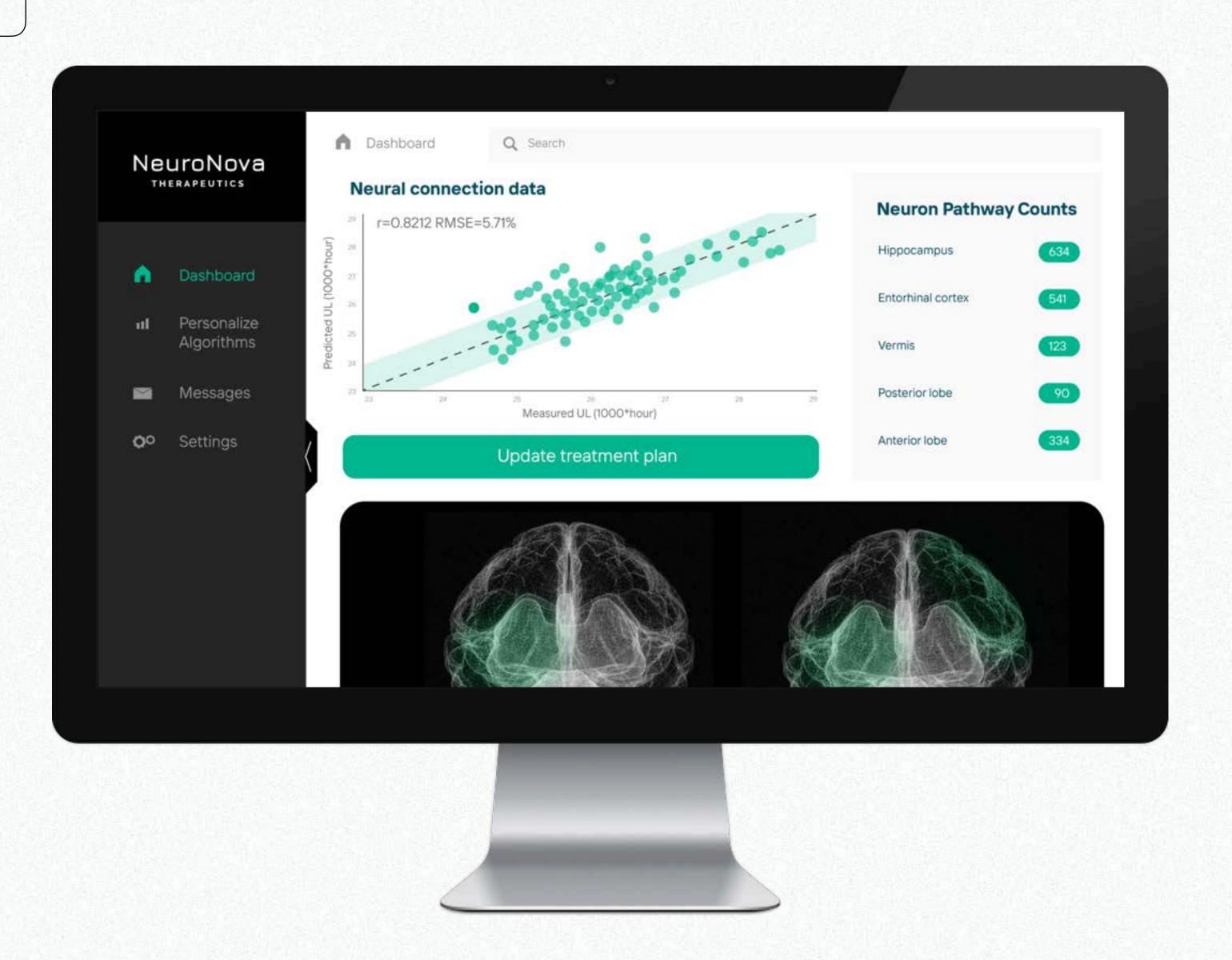
3 M patients worldwide



#### PERSONALIZED-TREATMENT SOFTWARE

Proprietary software creates personalized treatments plans

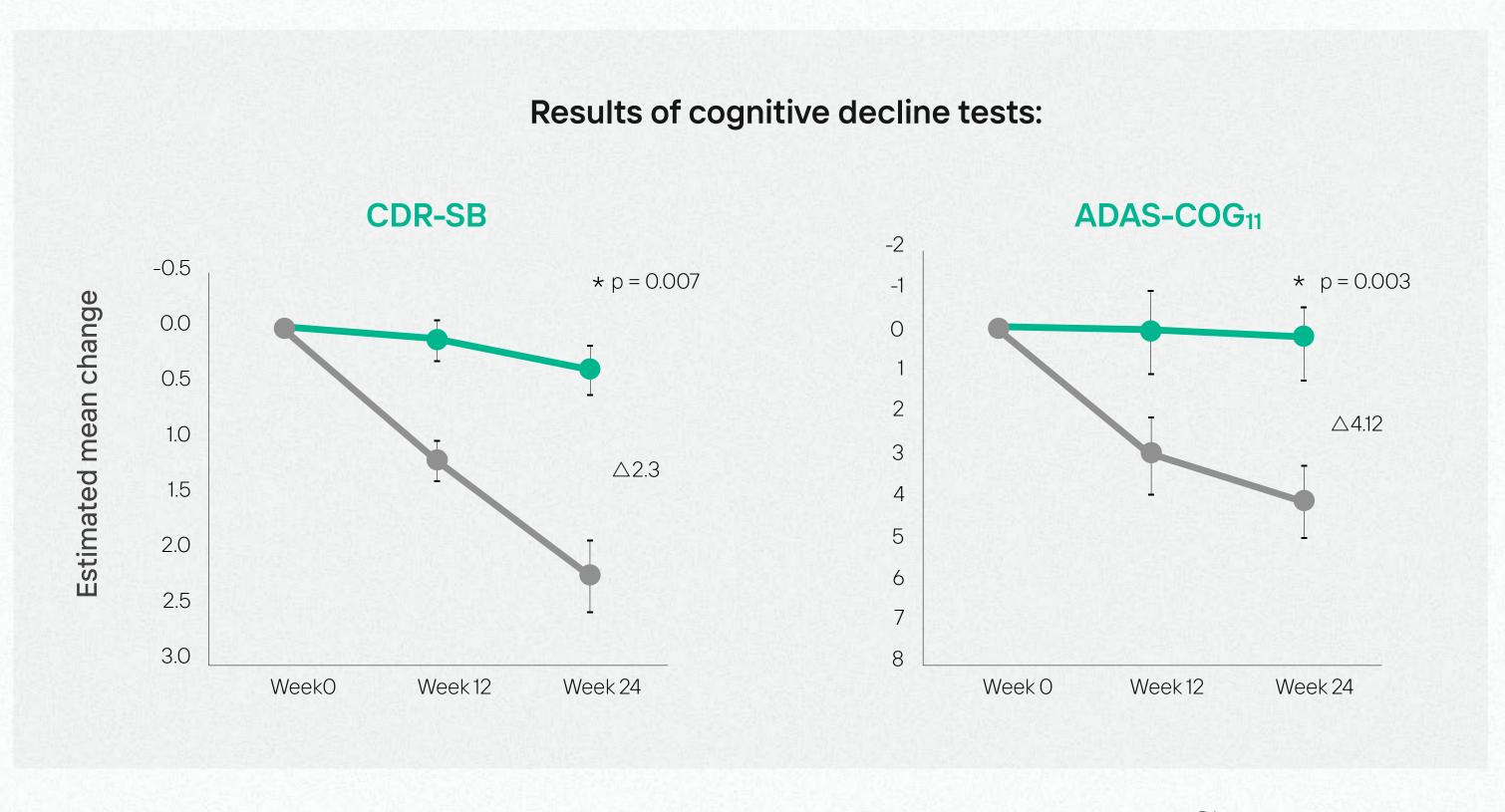
Patients can be tracked and treated remotely with cloud-based software



#### THE RESULT

### The most effective Alzheimer's treatment ever studied

Over the course of a 24-week clinical trial, treated patients saw a significant improvement in proven cognitive decline tests and an even greater improvement in their ability to perform daily living tasks.





Real Sham

## Early revenue from research organizations

#### **Existing research customers:**













## Strong interest from providers

We've been contacted by over 500 memory care clinics:













### A clear path to \$100M in annual revenue

Memory care clinic customers

Patients per memory care clinic

Annual price per patient

Annual revenue

500

 $X = 200 \times $1,000 = $100M$ 

**Annual Profit** 

\$80M

80% profit margin

## We have a plan to obtain FDA approval and begin commercial sales



### A team of Pharma, medical, and startup pros



**Ethan Mitchell** 

#### CEO

- 15+ years of experience in Pharma
- Startup expert with a recent \$160M exit at a BioTech startup
- Led FDA approval of 2 blockbuster treatments while at Roche





**Joshua Ross** 

#### **Chief Technology Officer**

- Over 10 years of experience in biotech
- Developed multiple biotech algorithms actively used to monitor and treat patients





**Dr. Olivia Bennett** 

#### **Chief Science Officer**

- A leading Alzheimer's Disease researcher with over 80 publications
- MacArthur Fellowship
   "Genius Grant" recipient



THE RAISE

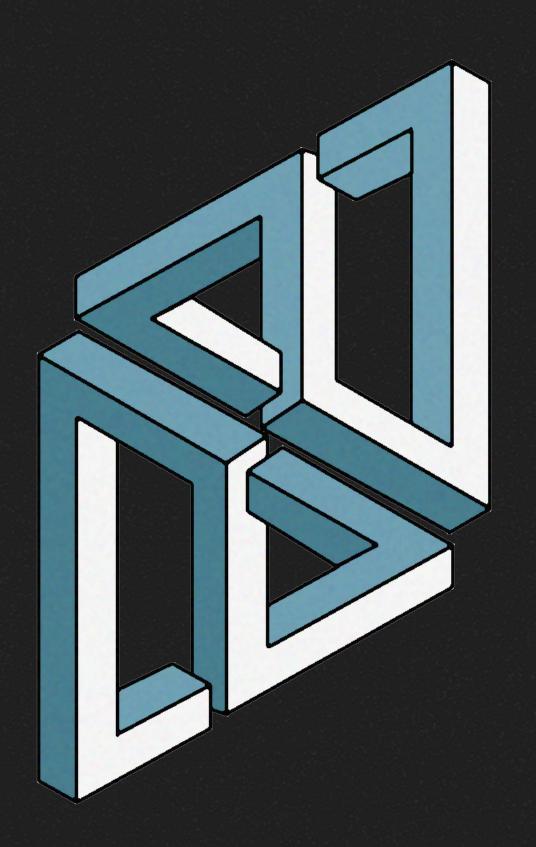
We're raising \$2M to fund FDA approval and begin production

ITEM	FUNDING
Software	\$750K
Engineering	\$600K
Team	\$350K
SG&A	\$250K
Legal	\$50K
Total	\$10M

## Thankyou

CONTACT

Matt Gore | matt@optio.io | 512.914.4152



## THANKYOU

STRATEGIC STORYTELLING

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