



OPTIO

PITCH DECKS THAT RAISE MONEY

4 SIMPLE STRATEGIES & A CASE STUDY

NOT CONFIDENTIAL - PLEASE SHARE



WHO WE ARE

WE CRAFT 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 IN 12 SECONDS:

1

SIMPLE, NOT PRECISE

2

SHOW, DON'T TELL

3

SAY WHAT YOU MEAN

4

TELL A STORY



1

SIMPLE, NOT PRECISE



I LIED
TO YOU

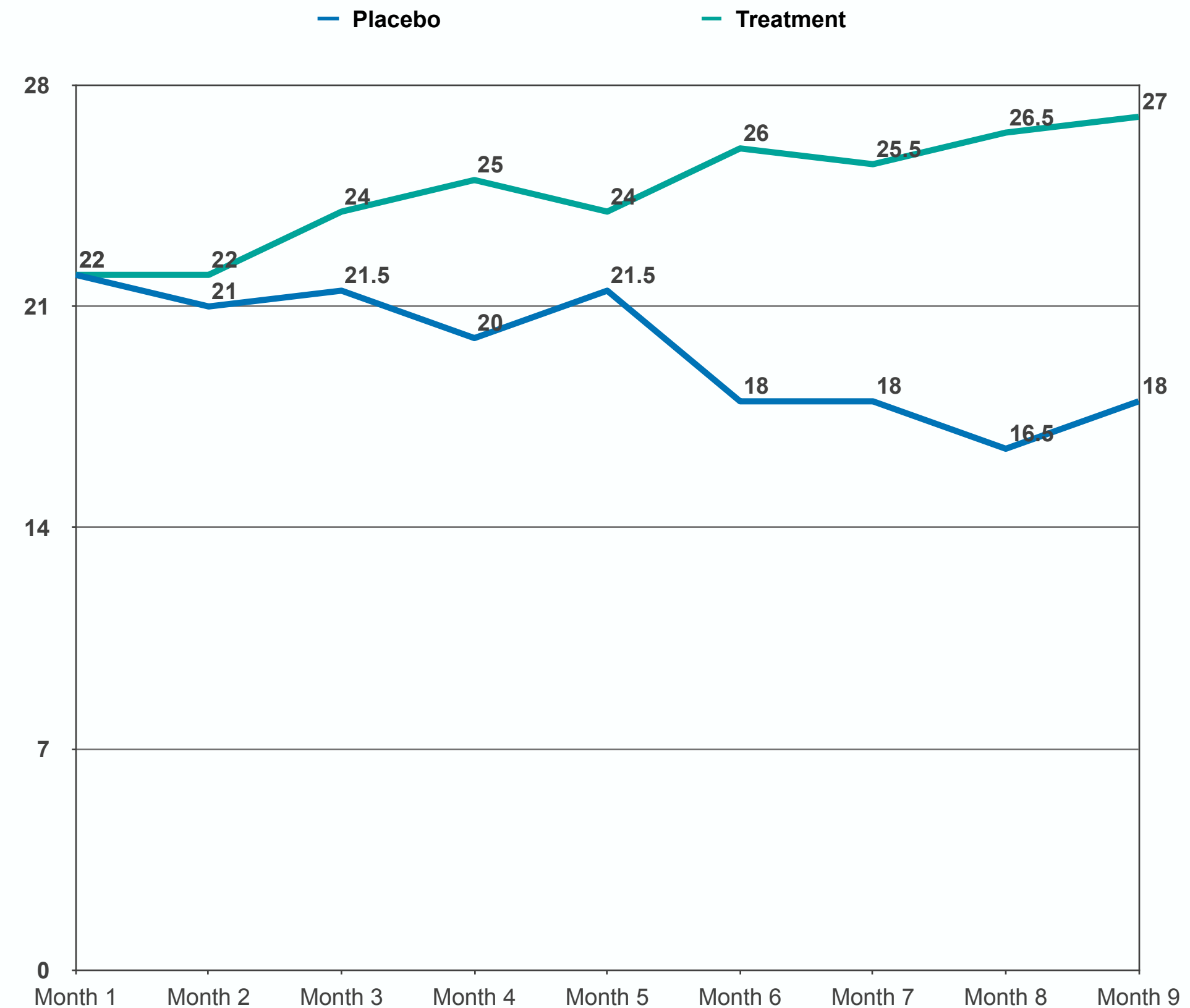
11.6

SECONDS

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





GOOD EXAMPLE

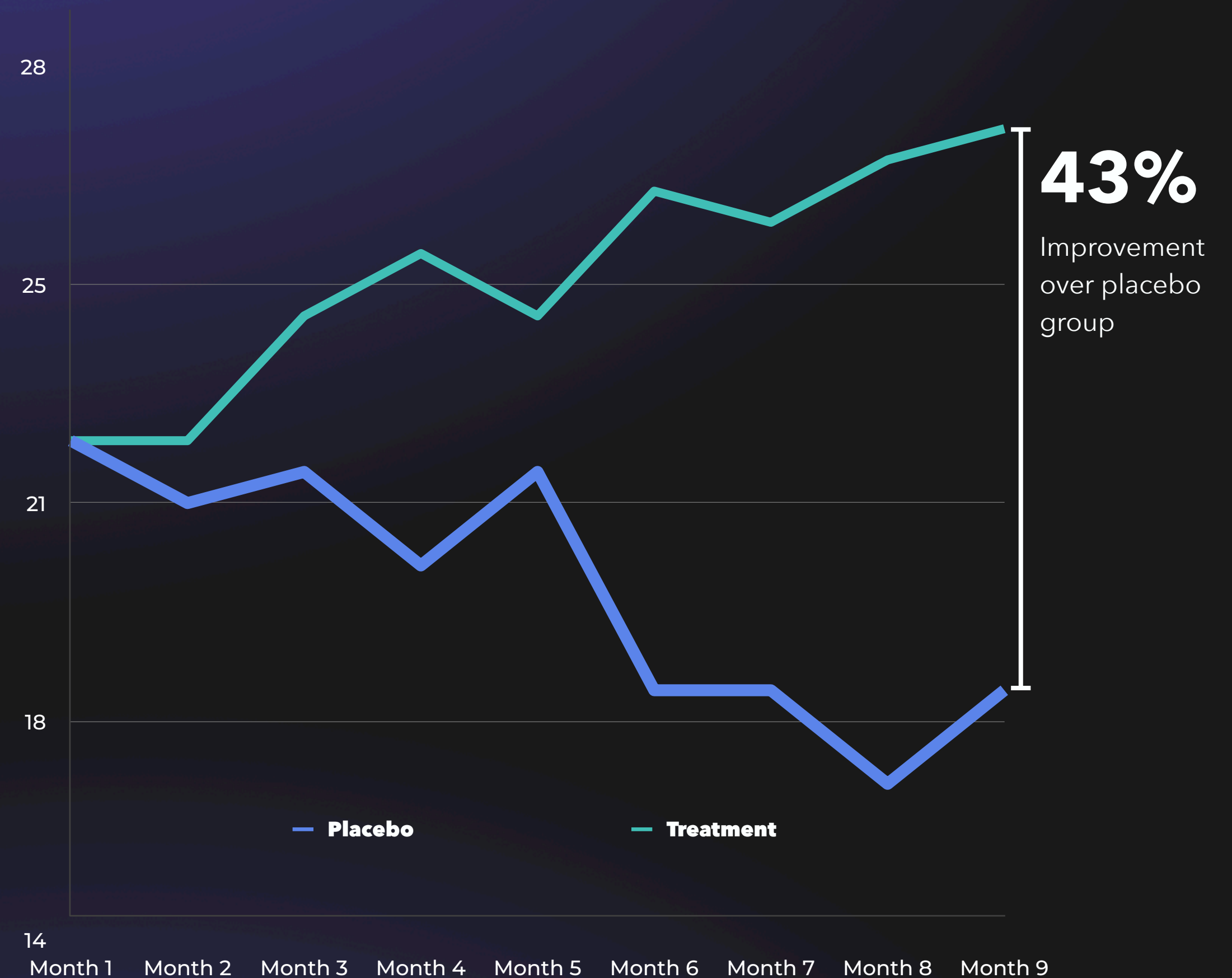
Dramatic improvements in patient lives

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
- ❖ **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.



GOOD EXAMPLE

PRODUCT FEATURES

Painless, powerful blood tests

Multiple fast tests on a single drop of blood



SINGLE DROP OF BLOOD

5-10 μ 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

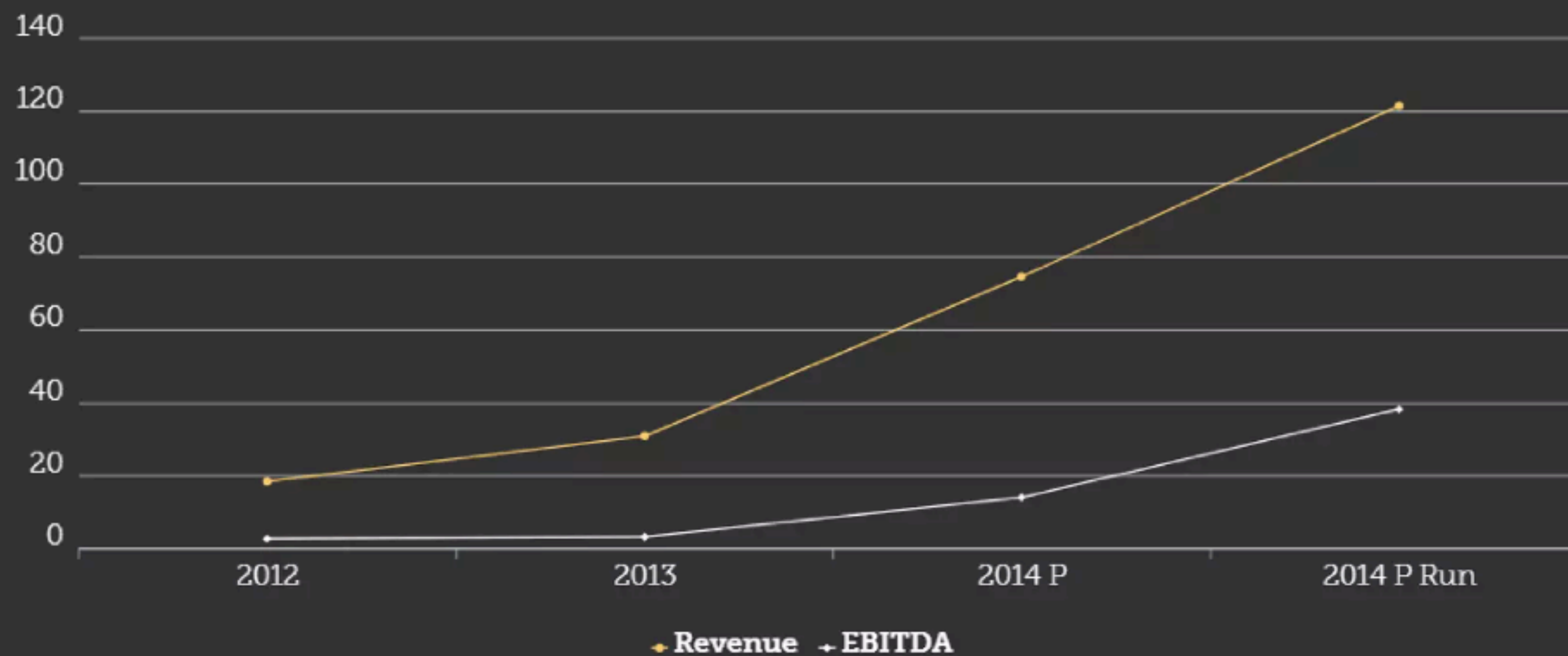


GOOD EXAMPLE



wework.

financials





GOOD EXAMPLE

We're raising
\$10 Million

Help us grow.

Global Launch

Infrastructure

Engineering

Talent

Q



2

SHOW, DON'T TELL

✗ BAD EXAMPLE

icôn

**PITCH DECK
DO NOT SHARE**

(This is not a real example)



GOOD EXAMPLE

icón

INVESTOR OVERVIEW

CONFIDENTIAL | SPRING 2018

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

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

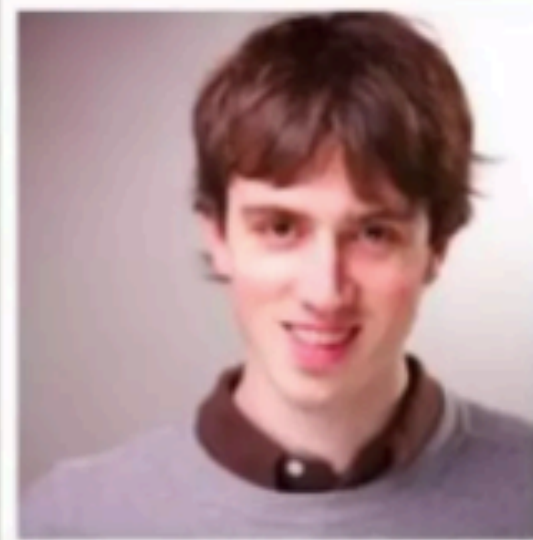
Board of Directors:

- 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



3

SAY WHAT YOU MEAN



GOOD EXAMPLE

EXTRA NEW YORK'S PICTURE NEWSPAPER Vol. 18 No. 239 New York, Friday, Mar. 3, 1937 16 Main + 8 Manhattan Pages 2 CENTS IN CITY LIMITS

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

Headline

Supporting
evidence

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



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



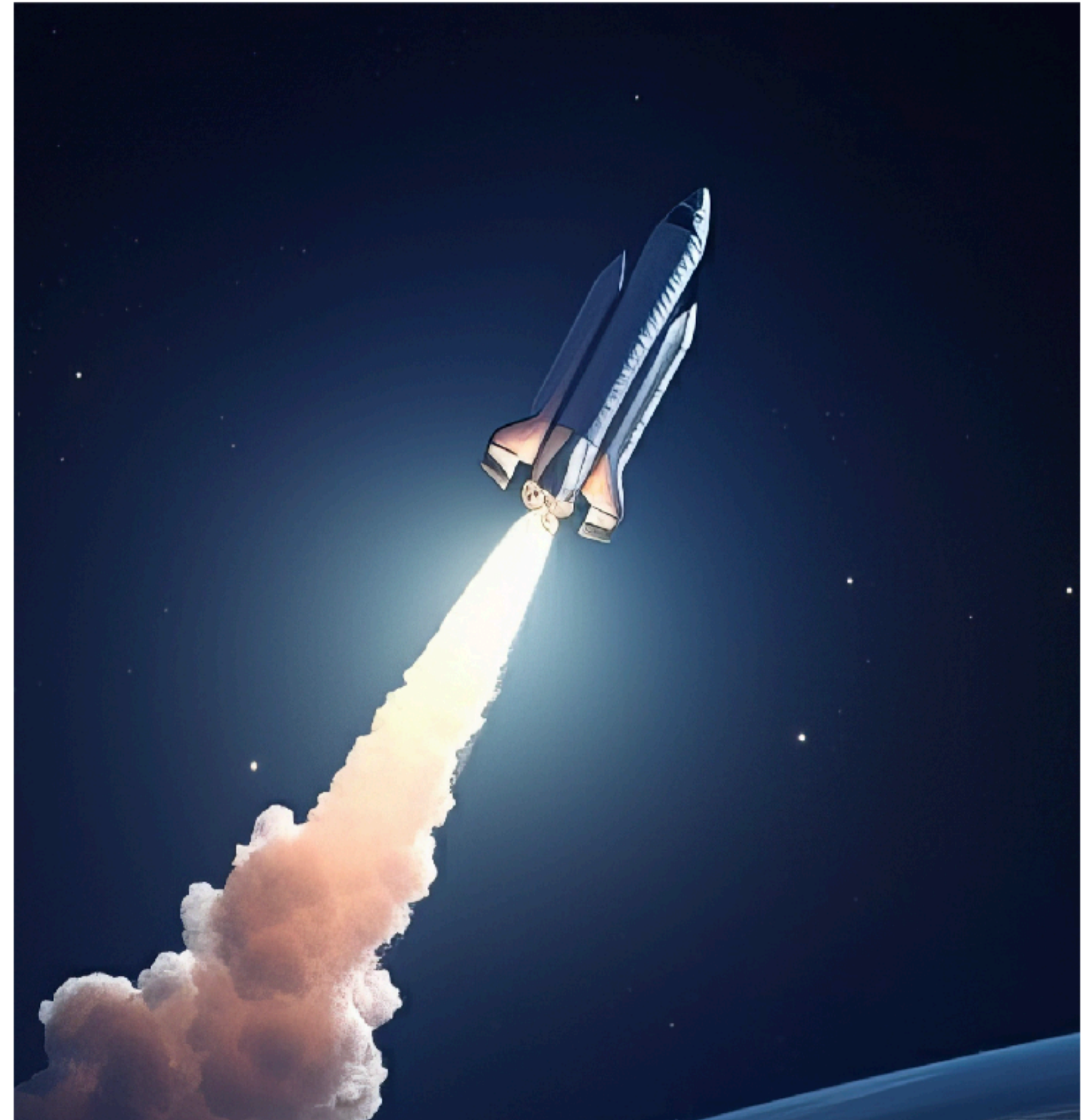
LOTS OF
DEAD TIME



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



A romantic couple is shown in profile, looking at each other on a boat. The woman, on the left, has long, wavy brown hair and is wearing a light-colored button-down shirt under a dark olive-green bomber jacket. The man, on the right, has short dark hair and is wearing a white t-shirt and blue jeans. They are standing close together, with the man's hand resting on the woman's hip. The background is a bright, hazy sunset over a body of water, with a boat railing visible in the lower-left corner. The word "RESOLUTION" is overlaid in large, bold, black capital letters across the center-right of the image.

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 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!



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



NOW, A PITCH

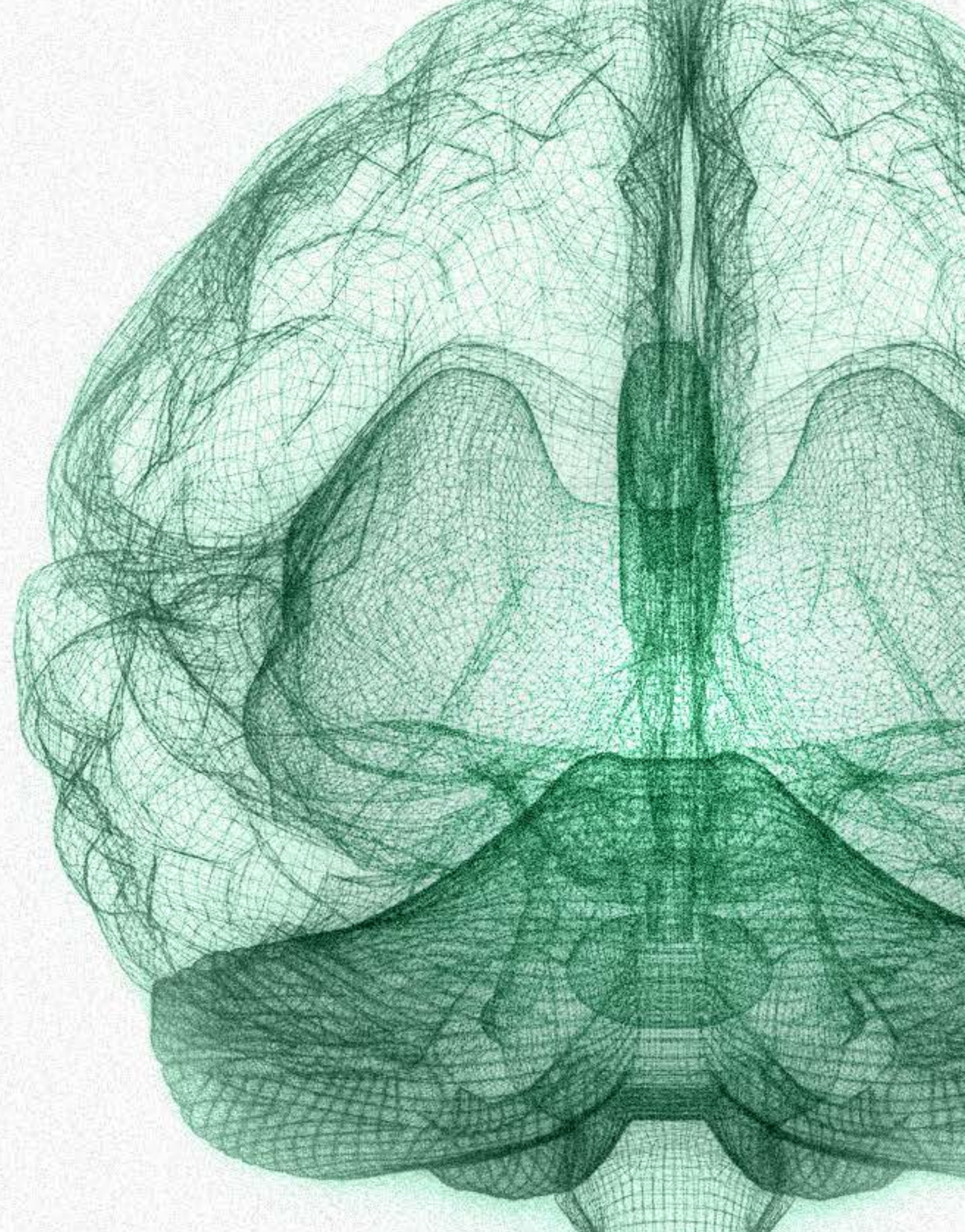


The most effective Alzheimer's treatment ever studied

Reviving the mind with vagus nerve stimulation

OPTIO DEMO INVESTOR DECK

NOT CONFIDENTIAL - FEEL FREE TO SHARE



THE PROBLEM

The most feared
disease in America:
Alzheimer's

>55M

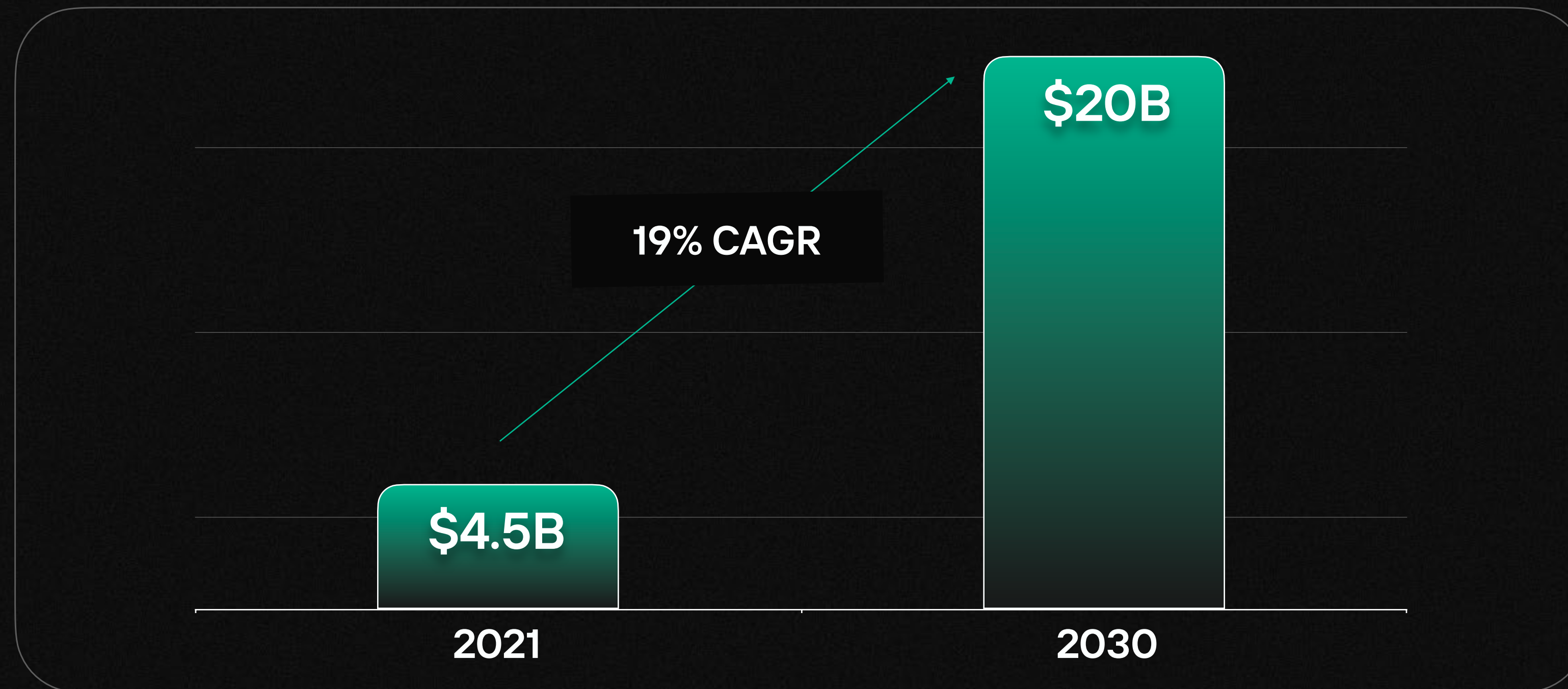
people suffer from Alzheimer's
disease worldwide

NOT CONFIDENTIAL // FEEL FREE TO SHARE



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.

NBC News

Alzheimer's theory undermined by accusations of fabricated research

Allegations that part of a key 2006 study of Alzheimer's disease may have been fabricated have rocked the research community, calling into...

Jul 25, 2022

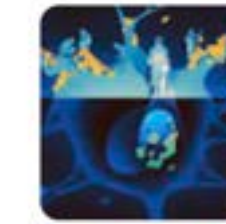


Quanta Magazine

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

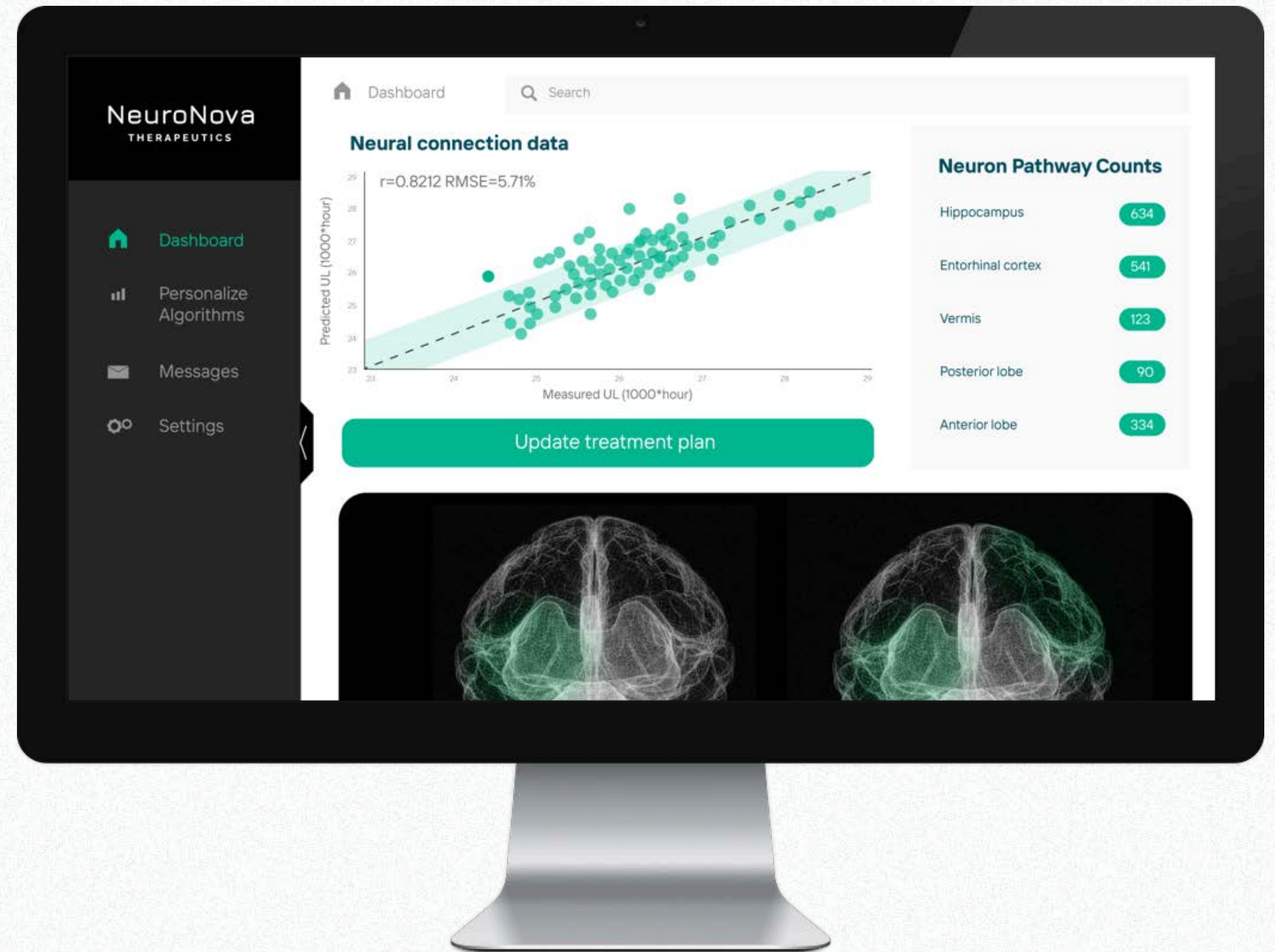
Treat anxiety

13M patients worldwide



Proprietary software creates personalized treatments plans

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

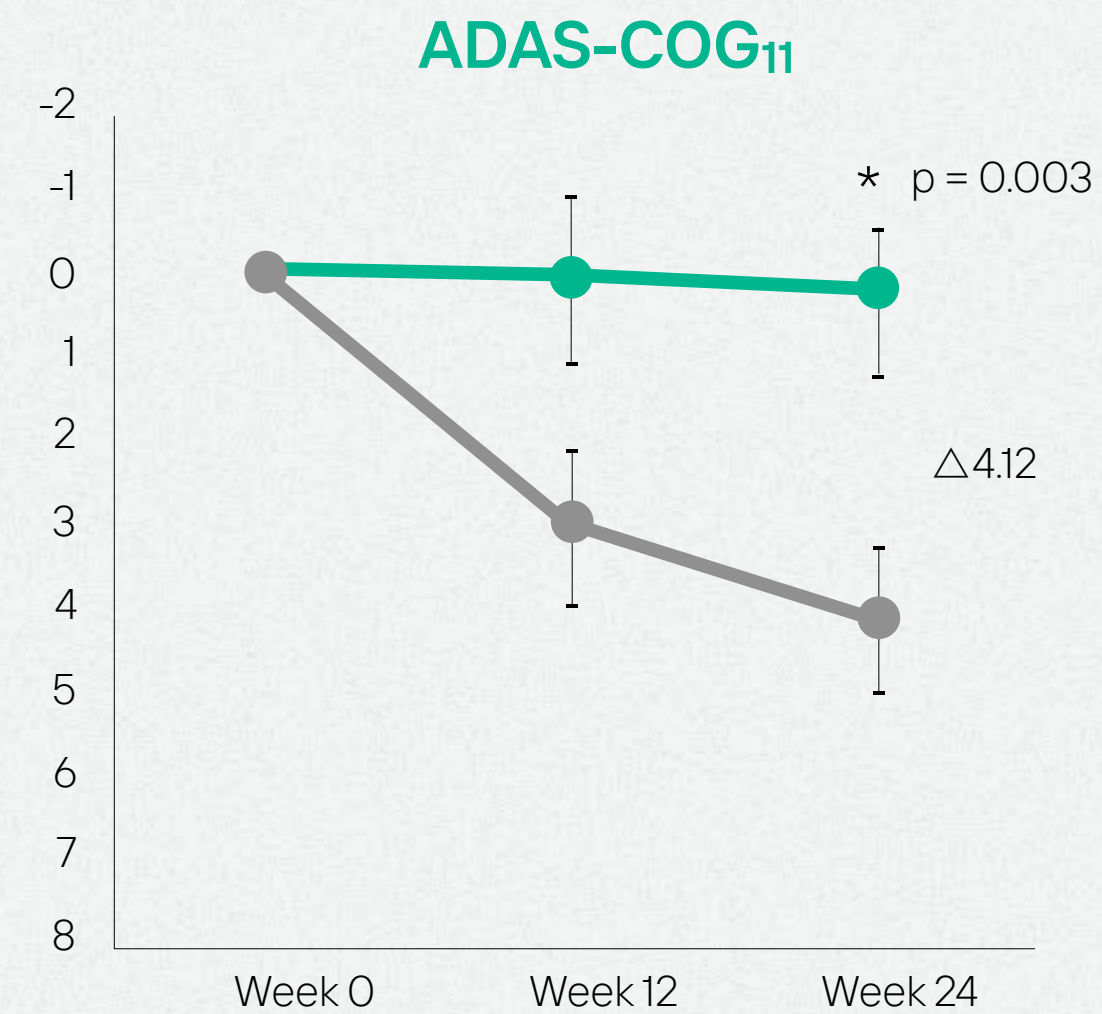


THE RESULT

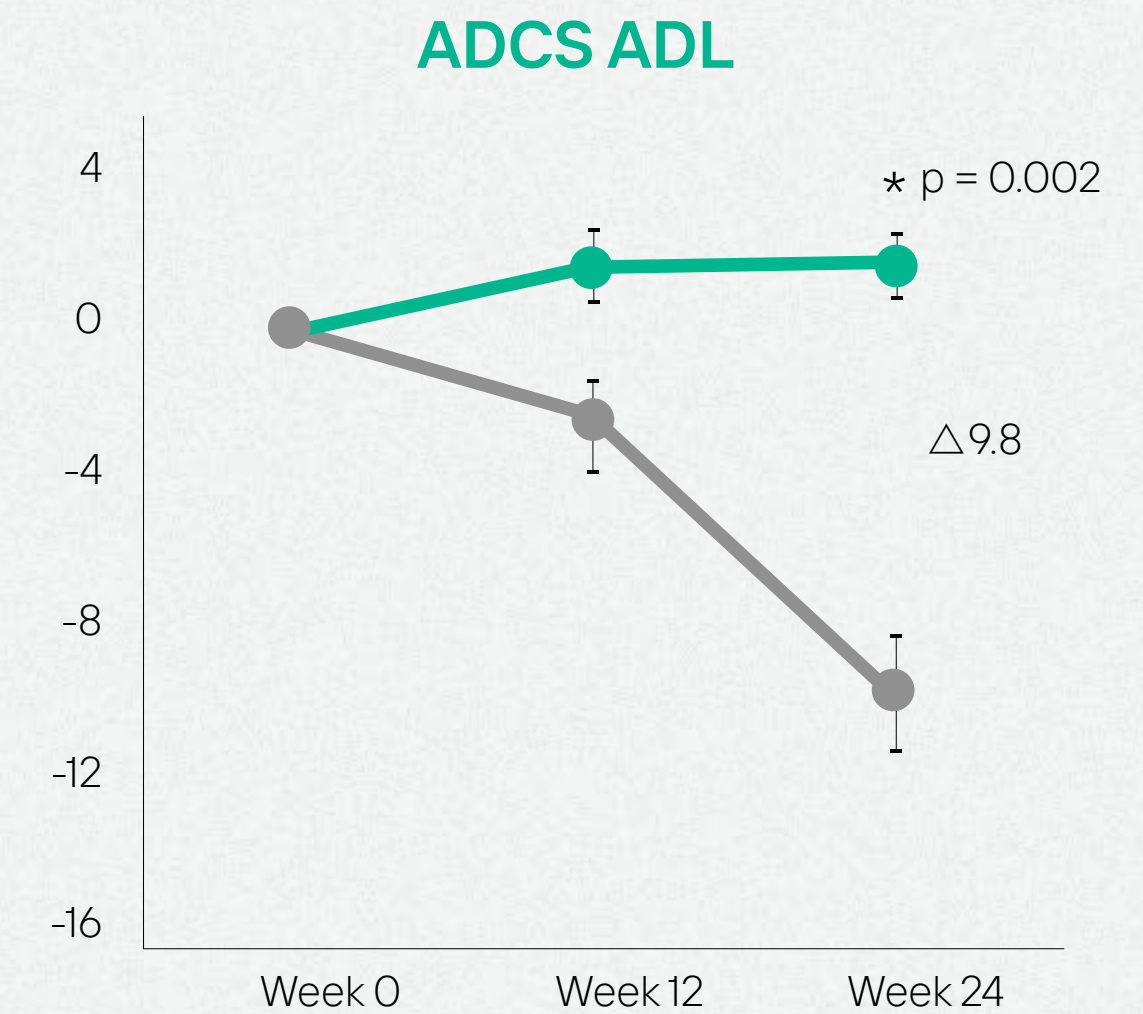
The most effective Alzheimer's treatment ever studied

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.

Results of cognitive decline tests:



Daily living improvements:



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

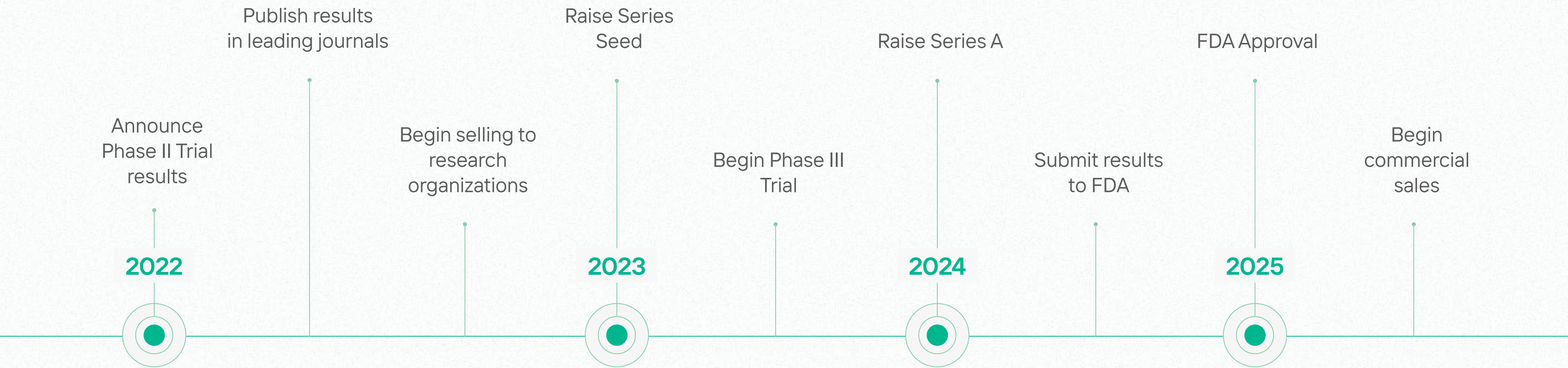
$$500 \times 200 \times \$1,000 = \$100M$$

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

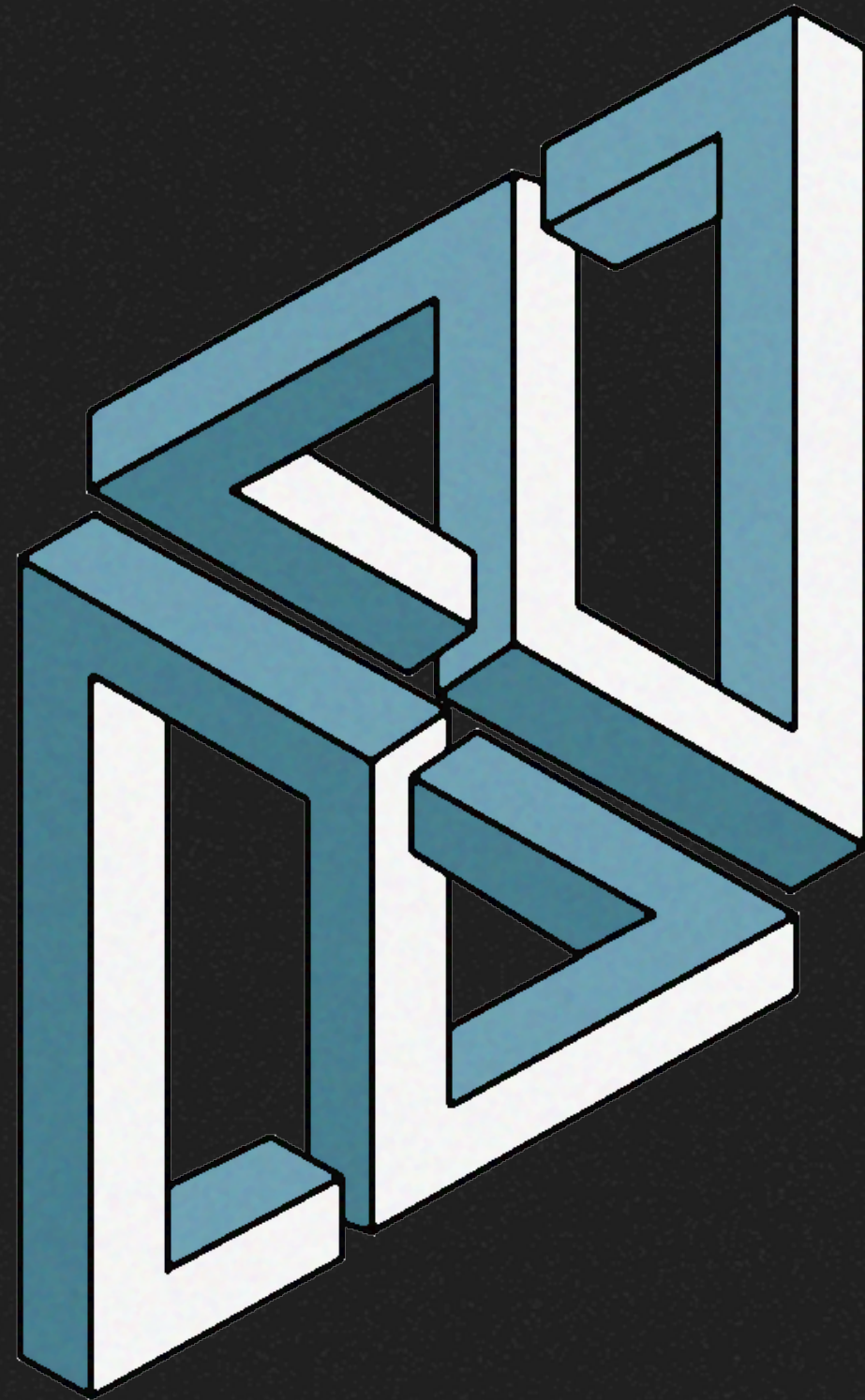
We're raising \$2M
to fund FDA
approval and
begin production

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

Thank you

CONTACT

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THANK YOU

STRATEGIC STORYTELLING

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