neonvest

SAMPLE · CLIENT DETAILS REDACTED

INVESTOR DECK REVIEW

Prepared for

Feedback on a seed bridge deck: the changes that sharpen the investor story, each one rebuilt as a finished slide in the company's own format.

WHAT IS INSIDE

1 · The changes that sharpen the story. The numbers that do not yet agree with each other, and the ones that carry the round.

2 · Rebuilt slides in your format. Your colors, your type and your layout.

How to read them. Everything inside the slide frame is slide copy. Anything in a dashed grey box is a neonVest note for you and does not go in front of an investor.

PREPARED BY
neonVest Deal Team

HIGH-LEVEL FEEDBACK

Six changes that sharpen the investor story

The deck is genuinely strong: seven years of operating history, profitability through the worst freight downturn in a generation, named design partners and an operator team. Nothing here is about the story. It is about numbers that do not agree, one term that cannot be true as written, and one argument that does not yet survive the obvious rebuttal.

01

SLIDE 02 VS 08

Settle the revenue number

The snapshot and the traction slide give two different figures, and the chart tops out at a third. Two answers to one question in one deck is the first thing a diligent investor circles.

02

SLIDE 08

Refresh the chart

The legend and the bar colors disagree on which months are actual, and four months shown as forecast have since happened. Four real numbers close it, and they are the four you most want to show.

03

SLIDE 08

Define the pipeline

A qualified pipeline figure appears with no definition anywhere. One table closes it: stage, count, value, and what qualified means.

04

SLIDE 08

Say which logos pay

The logo wall, the design-partner count and the paying-customer count cannot all be true at once. Nobody can map one to the other.

05

SLIDE 16

Rebuild the moat argument

The claim that competitors have no live operations to train on is not true as written. The edge is owning the outcome and already transacting with the buyers, not volume.

06

SLIDE 11

Reconcile the instrument

The raise slide and the onboarding form describe the round differently. Publish one structure, and take the other out of every document.

ALSO · page numbers out of order after a reorder · the two best numbers in the deck appear once · a strong press proof point is buried in a small box · the gross margin is never reconciled with the software margin

REBUILT BY NEONVEST · SUGGESTED SLIDE 02

COMPANY SNAPSHOT · THE 60-SECOND VIEW

[redacted]

We did not find a market for our software. We built the customer network first, then built the software for it.

DELIVERED

[redacted]

freight moved to date. Seven years of real loads, not a pilot.

THE NETWORK

[redacted]

carriers and shippers. Not just supply: the buyers for the software.

AI / SOFTWARE

[redacted]

paying software customers today.

THROUGH THE DOWNTURN

[redacted]

loads delivered, profitably, while much of the industry shut down.

1. Seven years moving freight for the shippers and carriers that are now the customer list.
2. Built AI to run our own brokerage, profitably.
3. Now selling that software to the network we already move freight with.

NEONVEST NOTE · NOT PART OF THE SLIDE

Two changes.

The revenue figure. One number everywhere. The previous version gave a different figure here and on slide 08, and an investor who spots that stops trusting the rest.

The network is promoted. The carriers and shippers are not supply-side scale. They are the customer list for the software: the one asset on this deck a competitor cannot buy.