

WHAT WE BUILT AT INFRAIRIS, AND WHY WE BUILT IT IN ANZ



WE'VE BEEN ON THE OTHER SIDE OF THIS

Before Infrairis, we were building tech products. We know what it's like to have a breakthrough product and a pitch video that looks like an intern made it on a Friday afternoon.

We know the meeting where you spend 20 minutes explaining what should have taken 60 seconds. We know the investor who says "I think I understand what you're doing, but I'm not sure" and then passes.

The ANZ deep tech market has a specific problem. There's genuinely world-class IP being built here, in quantum hardware, biotech, AI infrastructure, regtech, and industrial software. But the communication tools available to founders and IR teams haven't kept up with the complexity of what's being built.



WHY EXISTING OPTIONS DON'T WORK FOR THIS MARKET

- Large motion graphics agencies in Sydney and Melbourne are excellent at brand work for enterprise clients. They're not built for a \$2M seed-stage company that needs an explainer in five weeks and a creative director who knows what a foundation model is.
- The boutique studios are faster, but they face the same knowledge gap. Deep tech isn't consumer SaaS. You can't write the script without understanding the product, and most studio teams aren't equipped to do that.
- And then there's the geographic reality. ANZ is a long way from the Bay Area studios with deep tech experience. Time zones, travel costs, and cultural distance make those engagements harder than they look on a Zoom call.



WHAT MAKES INFRAIRIS DIFFERENT

We built the agentic production stack we use. That's not a marketing claim. We use it every day on our own products, including Supramono and Evotron Studio, before we deploy it for clients.



THIS MATTERS FOR TWO REASONS.

First, it means we move faster than any traditional studio. The AI agents handle the production volume. The creative director handles the narrative and accuracy. One studio operator does what a six-person motion team would do.



Second, it means the people directing your explainer are tech operators, not brand designers. We've shipped product. We've sat in technical due diligence. We know what a Series A investor is actually trying to understand in those 90 seconds, and we know what will make a procurement committee forward the link rather than archive it.



WHO WE'RE BUILT FOR

- Deep tech, B2B SaaS, AI/ML, biotech, fintech, regtech, or hardware companies in New Zealand or Australia
- Products that are genuinely difficult to explain to a non-technical audience
- Trigger moments: Series A or B fundraising prep, enterprise sales cycles with new buyer personas, product launches, or investor relations updates for a complex thesis

★ If your product is straightforward, you probably don't need us. There are faster and cheaper options for simple explainers.

BUT IF YOU'RE THE FOUNDER WHO CAN EXPLAIN IT BRILLIANTLY IN PERSON AND HAS NOTHING CREDIBLE TO SEND AFTER THE MEETING, THAT'S EXACTLY THE PROBLEM WE SOLVE.



THE MISSION, STATED PLAINLY



Make complex tech products instantly understandable.



Deliver a 60-second explainer in 2-3 weeks.



Charge less than a traditional agency.



Never sacrifice the narrative quality that makes the difference between a video someone watches and one someone forwards.



By 2029, we want every deep tech founder in ANZ to know that if their product is too complex to explain, Infrairis is the call to make.

WE'RE STARTING THAT NOW.



WE'VE BEEN ON THE OTHER SIDE OF THIS



Before Infracris, we were building tech products. We know what it's like to have a **breakthrough product** and a pitch video that **looks like an intern** made it on a Friday afternoon.



We know the meeting where you spend **20 minutes explaining** what should have taken **60 seconds**.



We know the investor who says **"I think I understand what you're doing, but I'm not sure"** and then passes.



The ANZ deep tech market has a **specific problem**. There's genuinely world-class IP being built here, in quantum hardware, biotech, AI infrastructure, regtech, and industrial software. But the communication tools available to founders and IR teams **haven't kept up with the complexity of what's being built**.



I THINK I UNDERSTAND WHAT YOU'RE DOING, BUT I'M NOT SURE.



WHAT MAKES INFRAIRIS DIFFERENT

We built the agentic production stack we use. That's not a marketing claim. We use it every day on our own products, including **Supramono** and **Evotron Studio**, before we deploy it for clients.

1 WE MOVE FASTER THAN ANY TRADITIONAL STUDIO.



The **AI agents** handle the production volume.



The **creative director** handles the narrative and accuracy.



One studio operator does what a six-person motion team would do.

2 THE PEOPLE DIRECTING YOUR EXPLAINER ARE TECH OPERATORS, NOT BRAND DESIGNERS.



We've **shipped product**.



We've sat in **technical due diligence**.



We know what a **Series A investor** is actually trying to understand in those 90 seconds, and we know what will make a **procurement committee forward the link** rather than archive it.

AI does volume. Humans guard the story.

WHO WE'RE BUILT FOR

Infrairis works best for a specific kind of company:



Deep tech, B2B SaaS, AI/ML, biotech, fintech, regtech, or hardware companies in New Zealand or Australia



Products that are **genuinely difficult** to explain to a non-technical audience



Trigger moments: Series A or B fundraising prep, enterprise sales cycles with new buyer personas, product launches, or investor relations updates for a complex thesis



If your product is straightforward, you probably don't need us. There are faster and cheaper options for simple explainers.



But if you're the founder who can explain it brilliantly in person and **has nothing credible to send after the meeting, that's exactly the problem we solve.**



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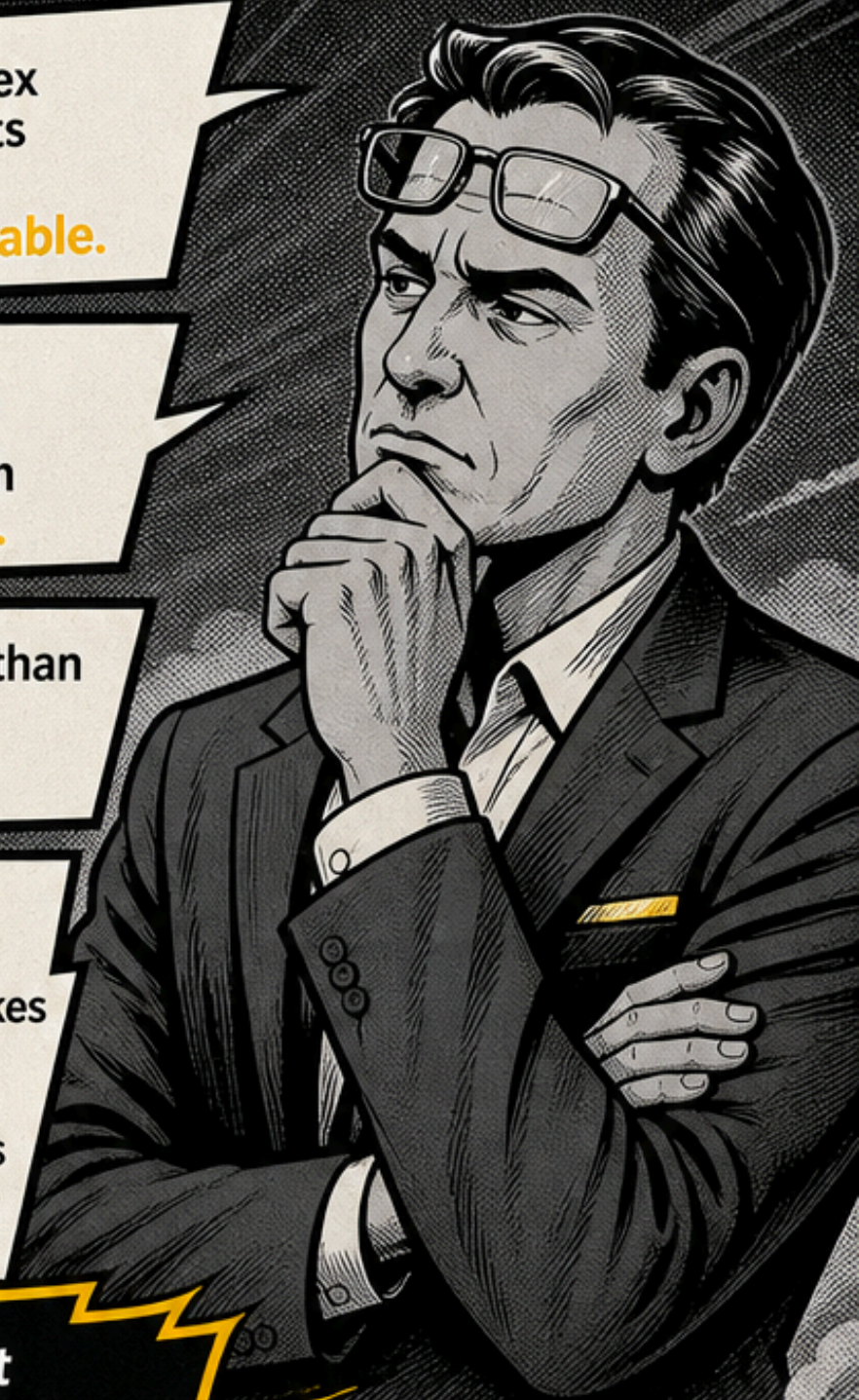
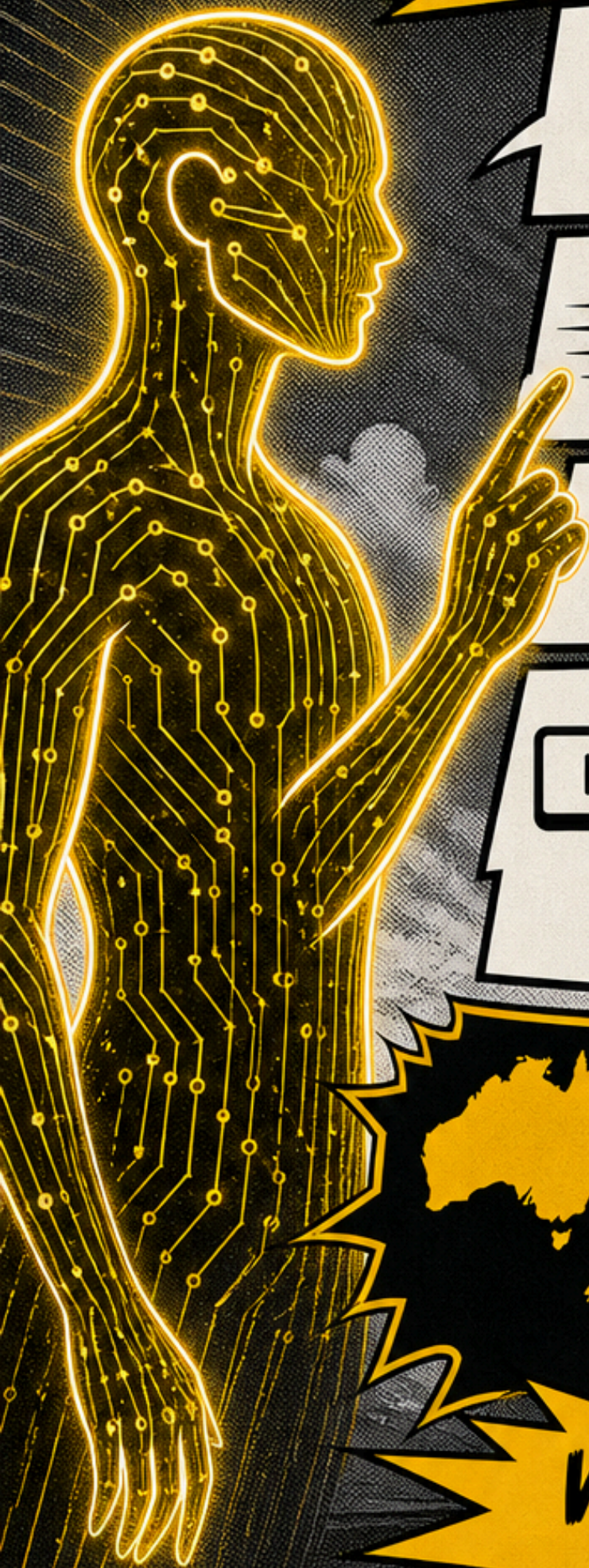
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Never sacrifice the **narrative quality** that makes the difference between a video someone watches and one someone forwards.

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WE'RE STARTING THAT NOW.





Infrairis

<https://startups.infrairis.com/>