

THE MEETING WENT WELL. THEN NOTHING HAPPENED.

"THIS IS
REALLY
INTERESTING."



You walked them
through the architecture.



You showed the demo.



You answered
every question.



They nodded, said
"this is really interesting,"
and you never
heard back.



Meanwhile, the simpler
product, the one that
does half of what yours
does, closed the deal.

This happens constantly in deep tech and B2B SaaS. The companies with the most genuinely powerful products often grow the slowest, because complexity is invisible to the people writing the cheques.



COMPREHENSION

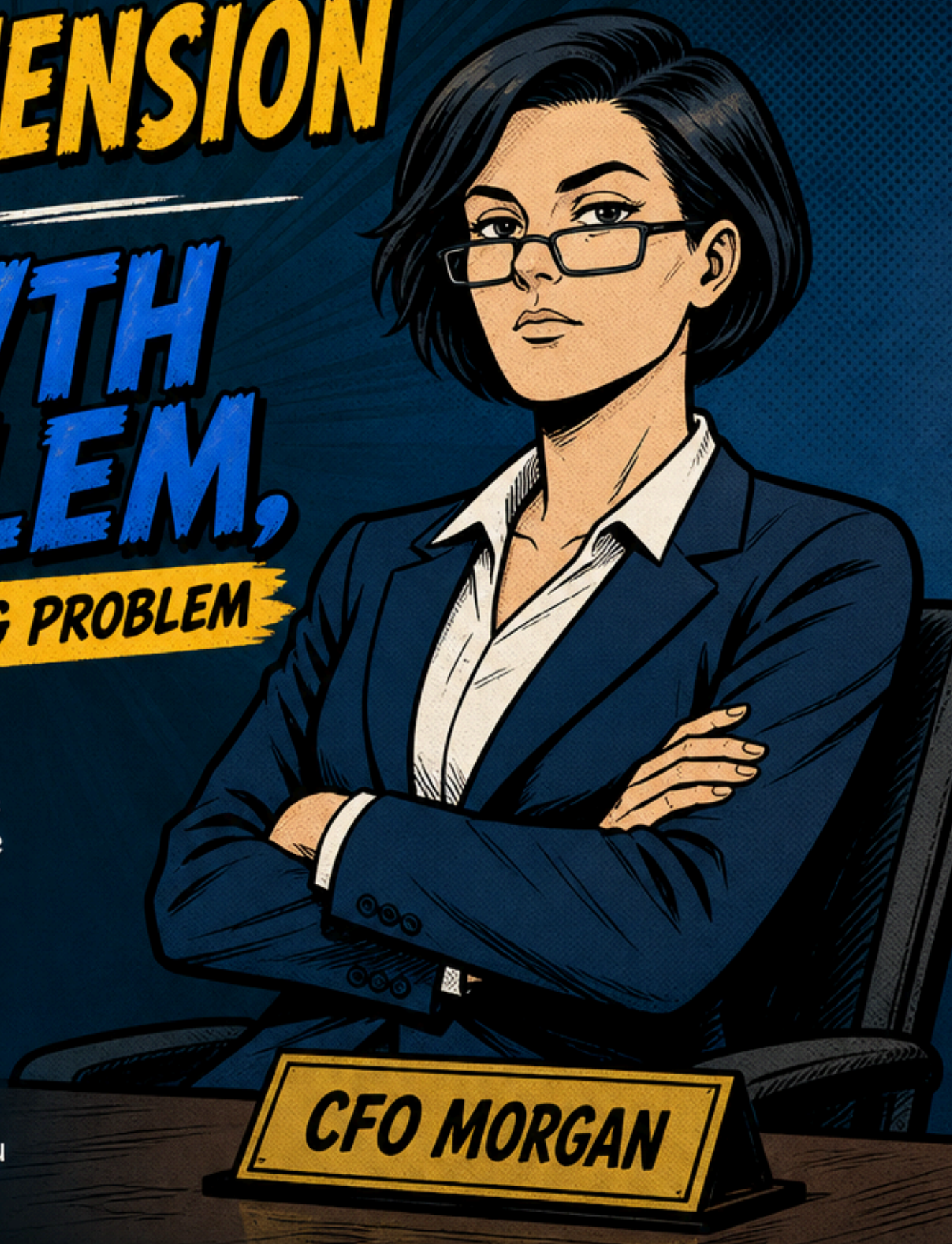
IS A

GROWTH PROBLEM,

NOT A MARKETING PROBLEM

Most founders treat this as a **branding issue**. They refresh the website, rewrite the tagline, hire a designer. None of it works, because the real problem isn't aesthetic.

It's that non-technical decision makers, investors, procurement leads, enterprise buyers, **can't form a mental model** of what you actually do in the time you have their attention.



30 SECONDS

PITCH DECK



ON A PITCH DECK

90 SECONDS



ON A LANDING PAGE BEFORE SOMEONE BOUNCES

1 FORWARDED EMAIL



TO SOMEONE WHO WASN'T IN THE ROOM

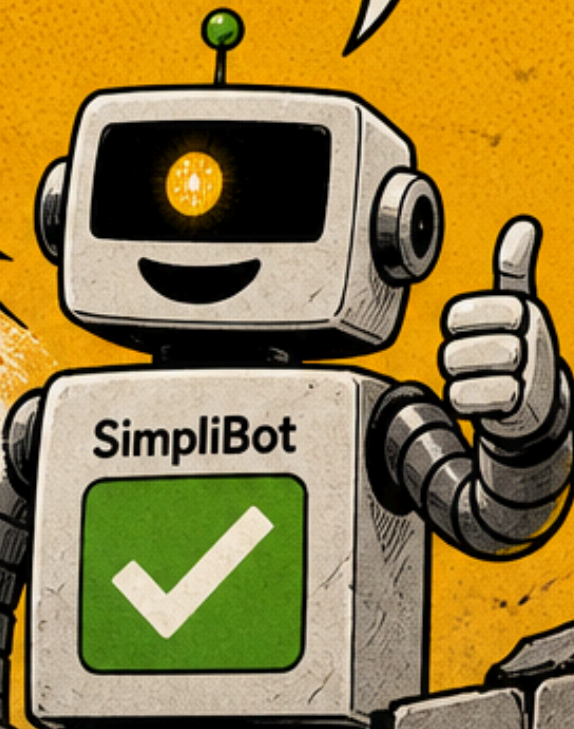
IF YOUR PRODUCT CAN'T EXPLAIN ITSELF IN THAT WINDOW, YOU'RE **NOT EVEN IN THE CONVERSATION.**

GENERIC AGENCIES DON'T GET IT.

AI TOOLS DON'T SOLVE IT.

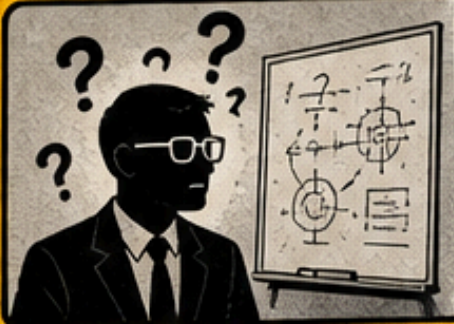
The obvious fix is an explainer video.
And that's where most tech companies
hit the **next wall**.

WE LOOK SIMPLE.
WE EXPLAIN SIMPLE.
WE WIN.



Traditional motion graphics agencies quote you **\$15k-\$50k** and a **6-12 week timeline**.

By the time they deliver, your Series A window has closed or the product has changed.



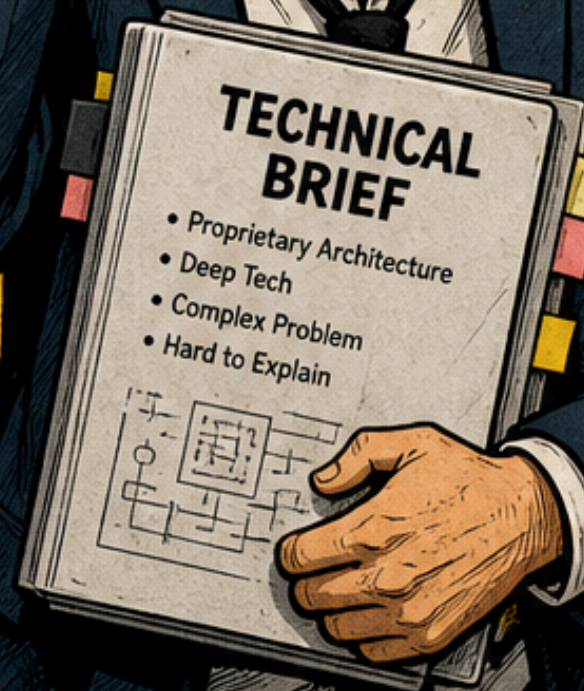
Worse, they **don't understand the tech**.

You spend more time educating the studio than you do reviewing their work.

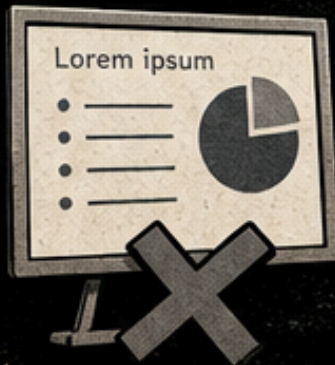


Pure AI video tools, Sora, Runway, Veo, are genuinely impressive, but they produce **visuals without narrative**.

A beautiful animation that doesn't explain anything is still useless to a confused investor.



THE
NEXT
WALL
→



THE RESULT IS THAT MOST DEEP TECH COMPANIES
END UP WITH EITHER **NOTHING**,
OR SOMETHING THAT LOOKS LIKE
IT WAS MADE IN **POWERPOINT**,
OR A **SIX-FIGURE AGENCY OUTPUT**
THAT STILL **MISSES THE POINT**.



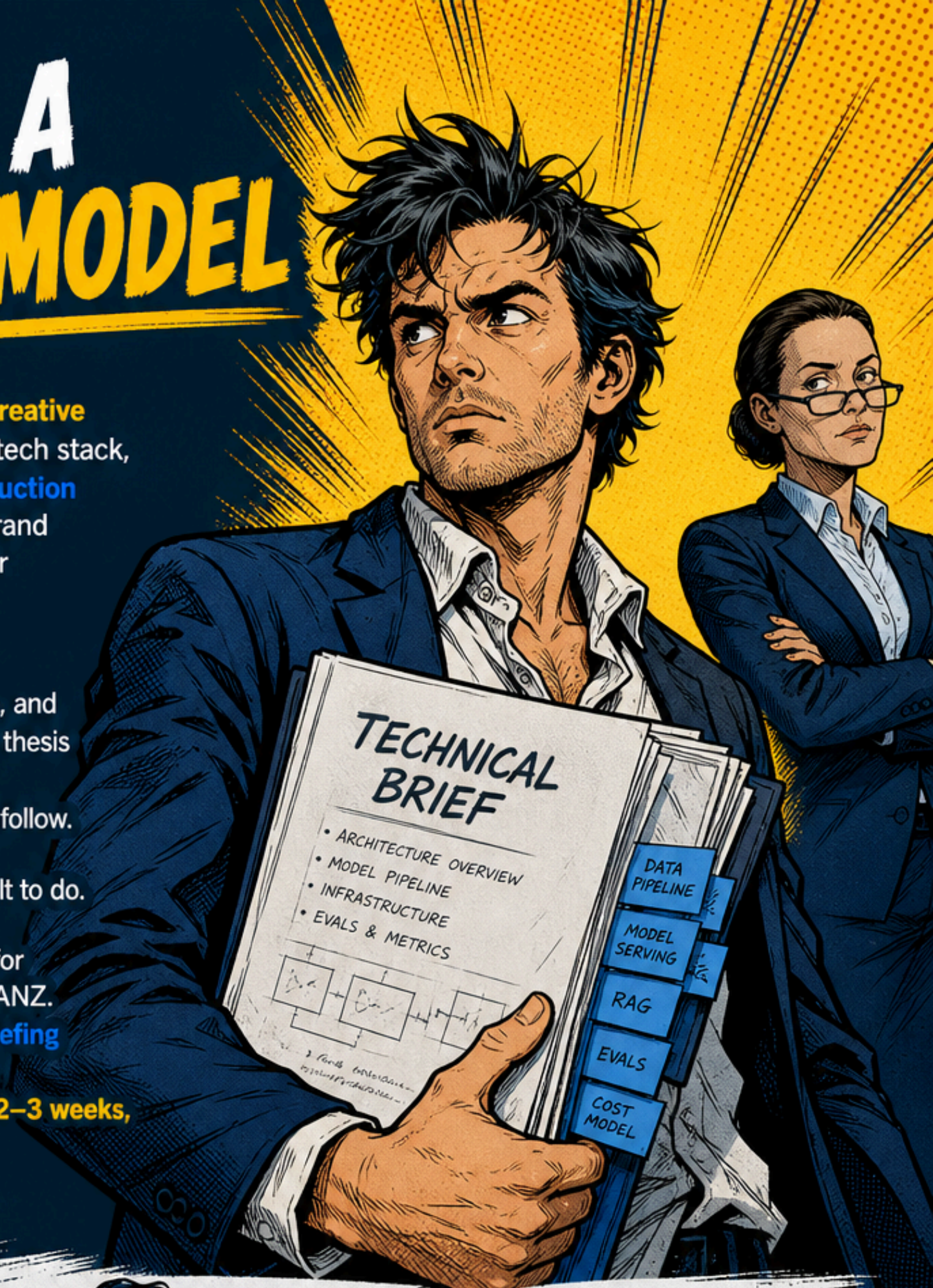
THERE'S A BETTER MODEL

What actually works is a **senior creative director** who understands your tech stack, paired with an **AI-powered production system** that moves fast. Not a brand designer who needs a three-hour onboarding on what an LLM is.

Someone who's shipped product, understands technical architecture, and knows how to translate a complex thesis into a **60-second narrative** a superannuation fund manager can follow.

That's exactly what **Infracris** was built to do.

We're an agentic explainer studio for deep tech and B2B companies in ANZ. We take a **30-minute technical briefing** and turn it into a broadcast-quality **60-second animated explainer** in **2-3 weeks**, at a fraction of what a traditional agency charges.



THE **AI HANDLES PRODUCTION.**



THE **CREATIVE DIRECTOR HANDLES CLARITY.**



YOU GET **BOTH.**

IF YOUR PRODUCT IS **TOO COMPLEX** TO EXPLAIN, THAT'S THE PROBLEM TO SOLVE



Not the
features.



Not the
pricing.



Not the
website copy.

The single highest-leverage thing most deep tech founders can do before a fundraise, a product launch, or an enterprise sales cycle is **make their product instantly understandable.**

**THAT'S WHAT
WE'RE HERE FOR.**



**CFO
MORGAN**

FOUNDERALEX



Infrairis

<https://startups.infrairis.com>