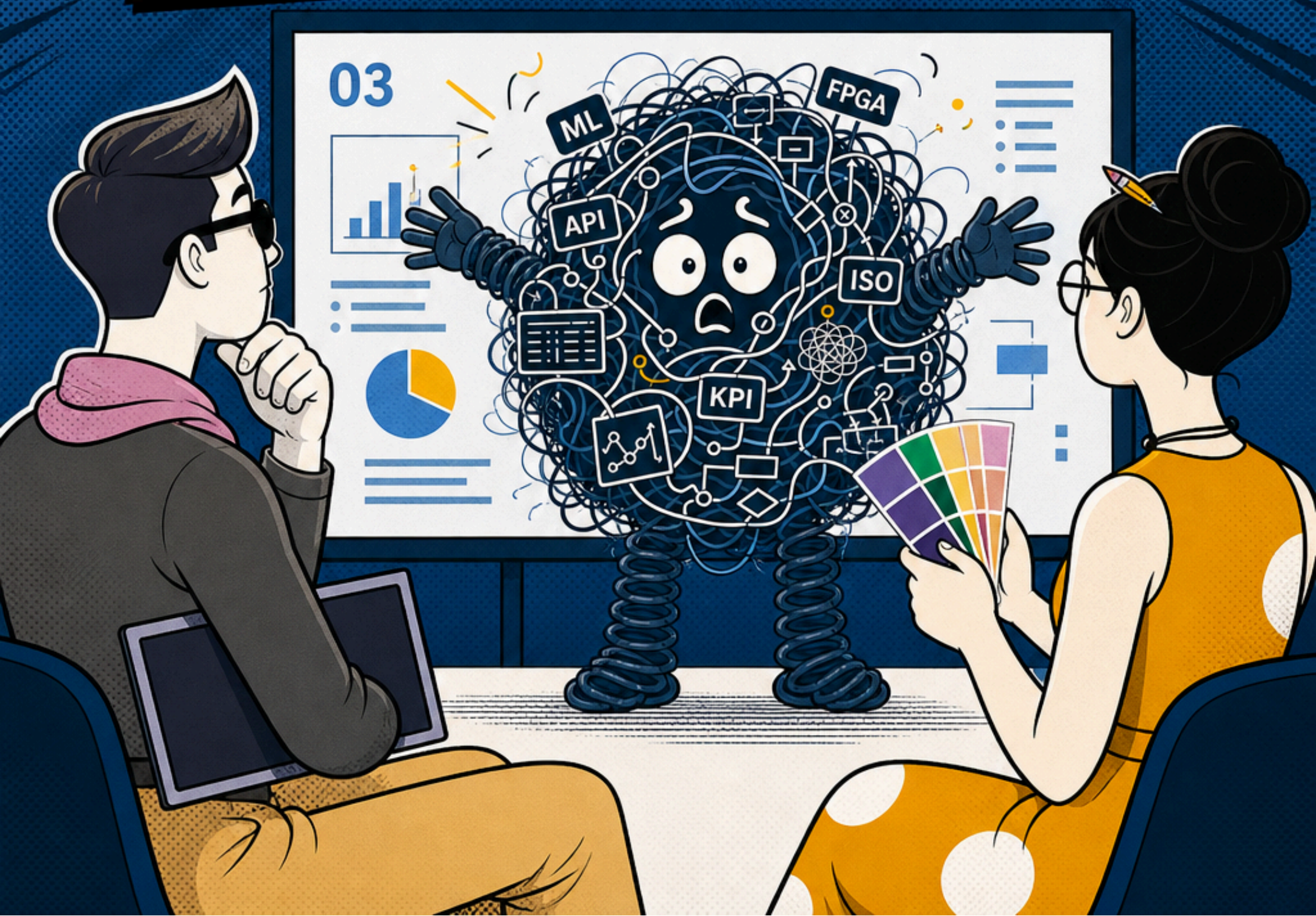


WHY INVESTORS **TUNE OUT** AFTER SLIDE THREE: **THE COGNITIVE LOAD PROBLEM**



THE DECISION IS **ALREADY MADE** BEFORE THE TECHNICAL MERIT REGISTERS



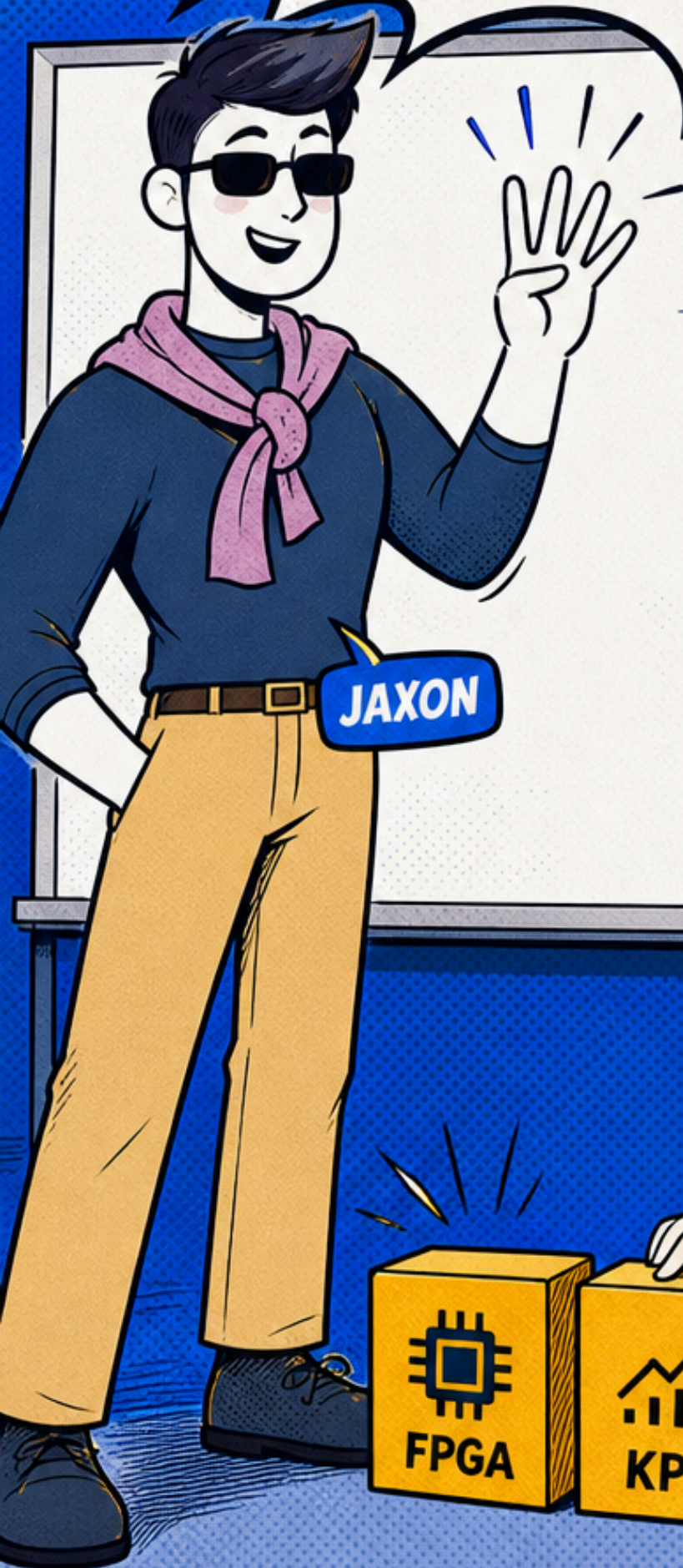
THE FIRST THREE SLIDES DECIDE *EVERYTHING*.

GET THE HUMAN PROBLEM IN FIRST —
OR YOU WON'T GET READ AT ALL.

WORKING MEMORY HOLDS ONLY **4 CHUNKS** — NOT 7

Miller's 1956 work suggested 7 chunks capacity.

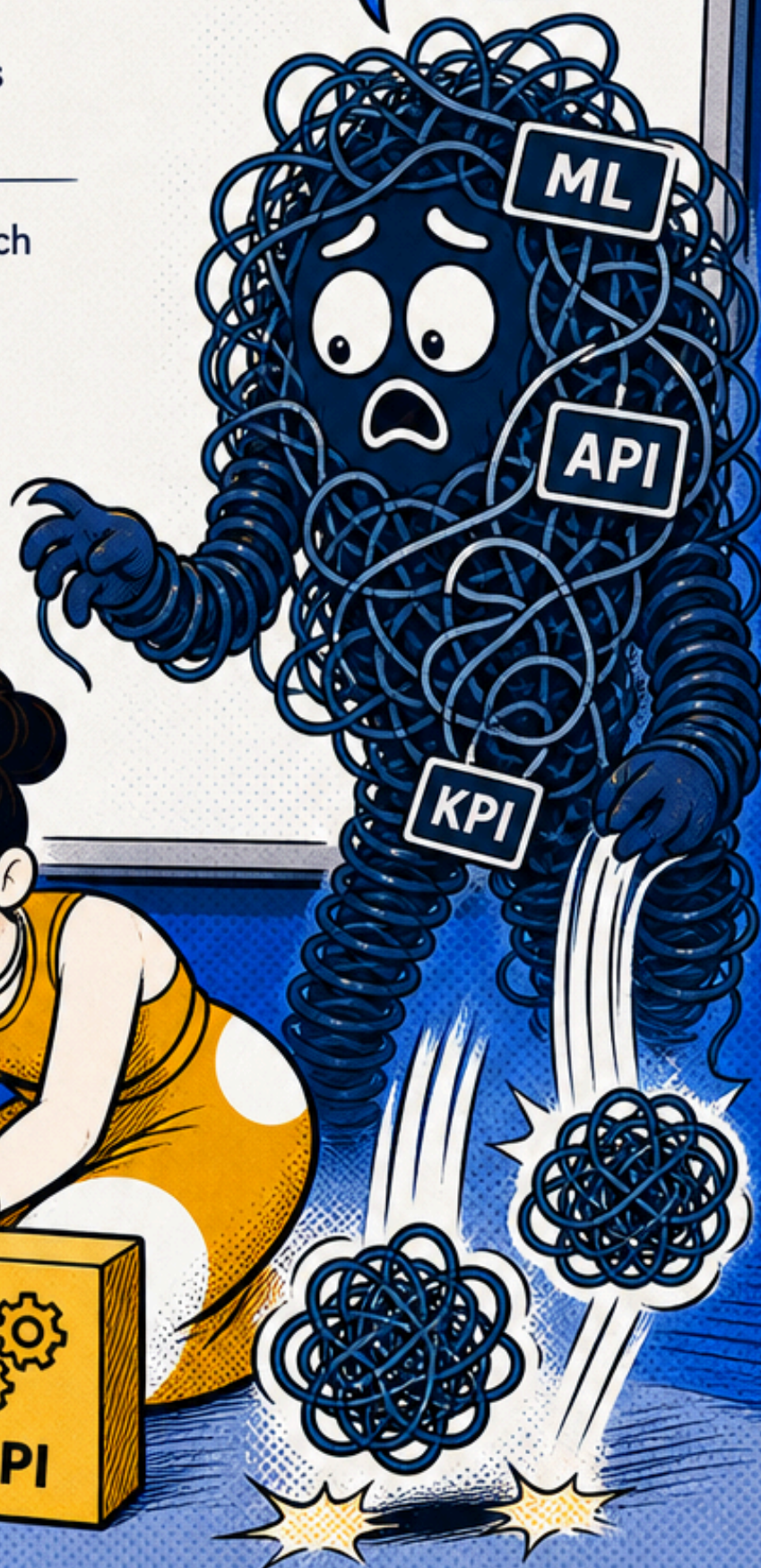
Cowan's 2001 research in Behavioral and Brain Sciences revised that limit down to roughly **4 chunks** for novel, unrelated concepts — the exact condition investors face with unfamiliar deep tech.



LILY



COMPLEXIO



SLIDE ONE ALONE CAN **MAX OUT** AN INVESTOR'S WORKING MEMORY



A TYPICAL **DEEP TECH** OPENING SLIDE CARRIES:
COMPANY NAME, TAGLINE, TECHNICAL CATEGORY
(E.G. "PHOTONIC INTEGRATED CIRCUIT-BASED LIDAR"),
MARKET VERTICAL, AND **TWO ACRONYMS**.

THAT'S **4-6 NOVEL ITEMS** —
BEFORE **THE PROBLEM** HAS EVEN BEEN NAMED.

BY SLIDE THREE, THE BRAIN STOPS PROCESSING AND STARTS DISCARDING

MORE
DETAILS!

Investors evaluating quantum sensing or synthetic biology have **no domain depth** to chunk your concepts.

After a tech overview and a jargon-dense market slide, working memory is full.

New information is dropped — not because your product is weak, but because **cognitive capacity ran out**.

MY BRAIN
IS FULL.

I CAN'T
FOLLOW
ANYMORE.



COGNITIVE OVERLOAD

KILLS ATTENTION
BEFORE YOUR BEST
EVIDENCE LANDS



JARGON DENSITY DOESN'T SIGNAL EXPERTISE TO A MULTI-SECTOR CAPITAL ALLOCATOR

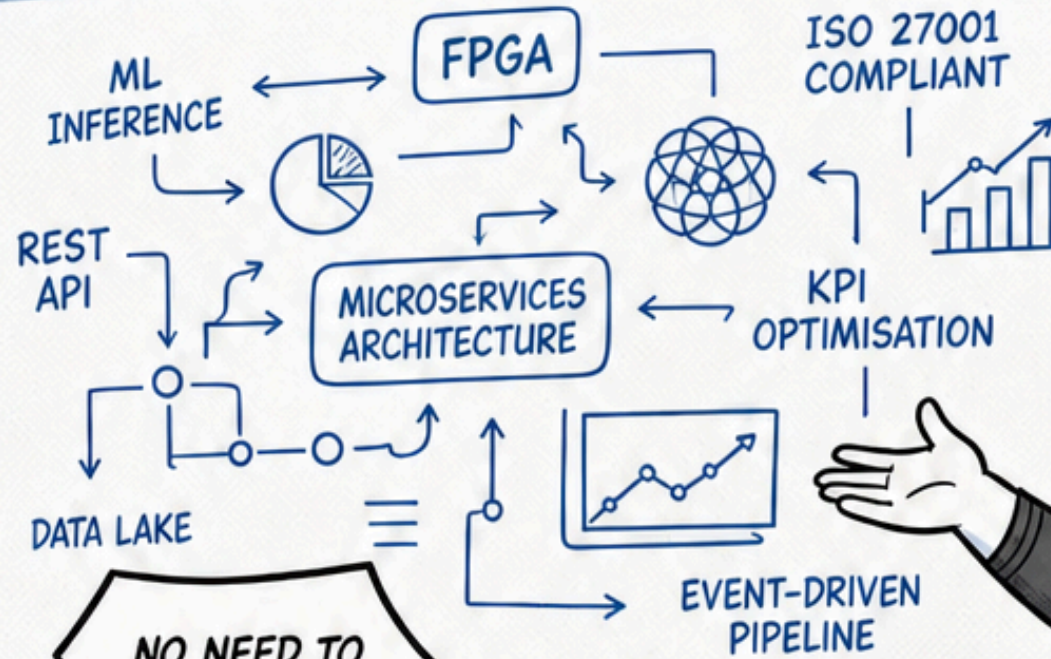


THE CURSE OF KNOWLEDGE:

WHY EXPERTS SKIP THE STEPS
NON-SPECIALISTS NEED

AS YOU CAN SEE,
OUR API ENABLES
ISO-CERTIFIED
LOW-LATENCY
FPGA INTEGRATION
THROUGH A KPI
OPTIMISED
PIPELINE.

I'M NOT SURE
I FOLLOW...
WHAT PROBLEM
ARE WE SOLVING
AGAIN?



NO NEED TO
START THERE.
IT'S OBVIOUS.

COMPLEXIO

- 1 UNDER THE PR...
- 2 WHY EX APPROA...
- 3 OUR SOF WORKS
- 4 TECHN-ARCHITEF
- 5 IMPACT & VALIDATION

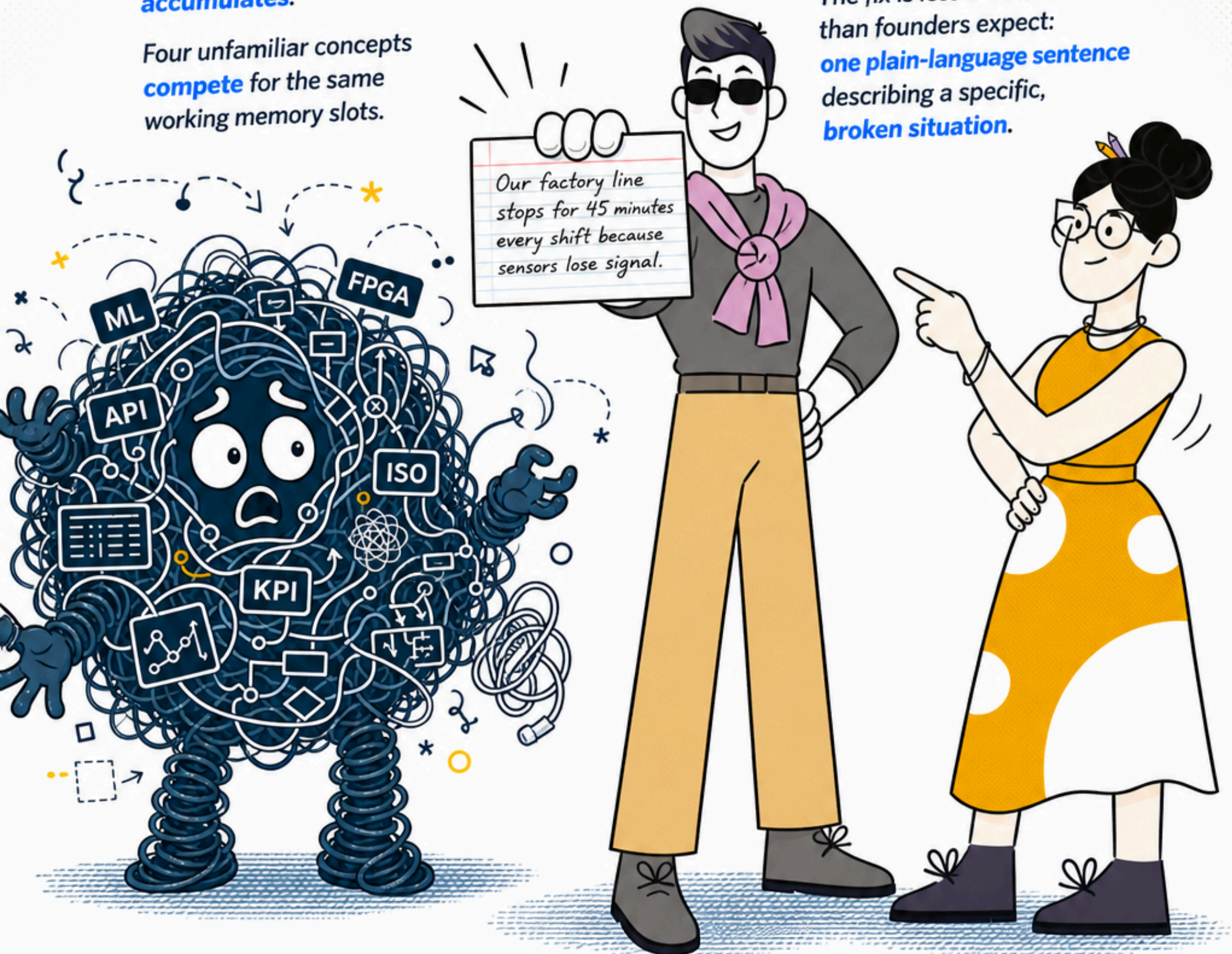
WHY INVESTORS LOSE THE THREAD IN TECHNICAL PITCHES

Without a clear opening frame, technical information simply **accumulates**.

Four unfamiliar concepts **compete** for the same working memory slots.

Nothing **anchors**.
Nothing **sticks**.

The fix is less dramatic than founders expect:
one plain-language sentence describing a specific, **broken situation**.



THE COGNITIVE JOB A PROBLEM STATEMENT ACTUALLY DOES



PROBLEM-FIRST VS. PRODUCT-FIRST: THE DIFFERENCE IN PRACTICE



WHAT MAKES A PROBLEM STATEMENT CREDIBLE, NOT JUST CLEAR



VAGUE & WEAK

"People struggle with managing data and making decisions."

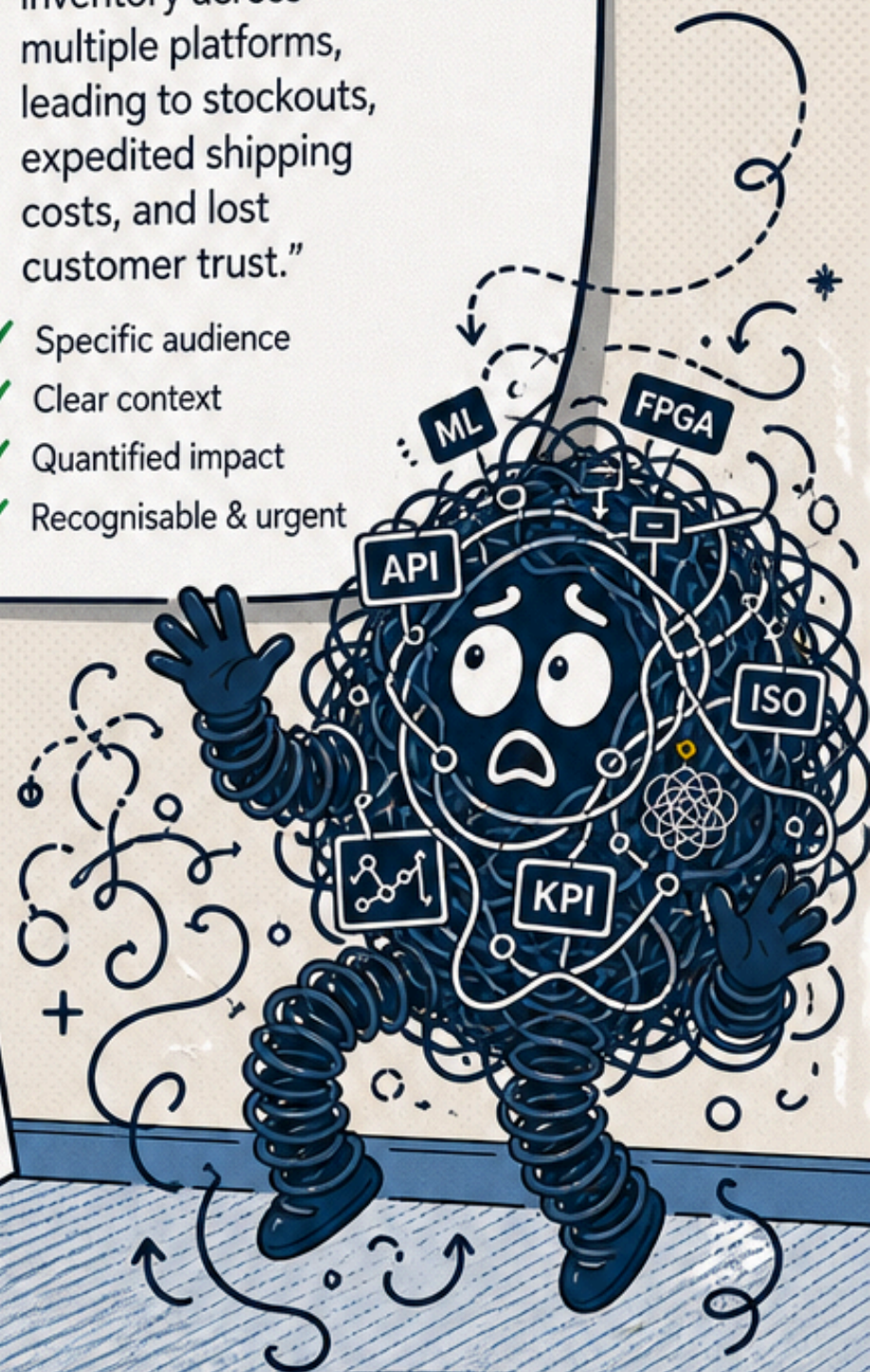
- ✗ Too broad
- ✗ No context
- ✗ No urgency
- ✗ Not audience-specific



SPECIFIC & CREDIBLE

"Operations leads in mid-sized D2C brands spend 8-10 hours/week reconciling fragmented inventory across multiple platforms, leading to stockouts, expedited shipping costs, and lost customer trust."

- ✓ Specific audience
- ✓ Clear context
- ✓ Quantified impact
- ✓ Recognisable & urgent



WHAT THIS MEANS PRACTICALLY FOR YOUR PITCH DECK

3 SLIDES.
MAXIMUM
ATTENTION.
MAXIMUM
IMPACT.

1 NAME THE PROBLEM



One sentence that names the problem in the language of the person who has it.

- ✗ No acronyms
- ✗ No category labels
- ✗ A real situation, simply described

2 YOUR SOLUTION



Not how it works technically.

What changes for the person with the problem.
One clear claim.

3 EVIDENCE THAT IT'S REAL AND WORKING



Traction, customers, data. Slides that answer "why now?" and demonstrate proof of the problem being solved in the market.

TECHNICAL DEPTH
BELONGS IN:

- ✓ APPENDIX
- ✓ DUE DILIGENCE
- ✓ FOLLOW-UP CALL WITH TECH PARTNER

???

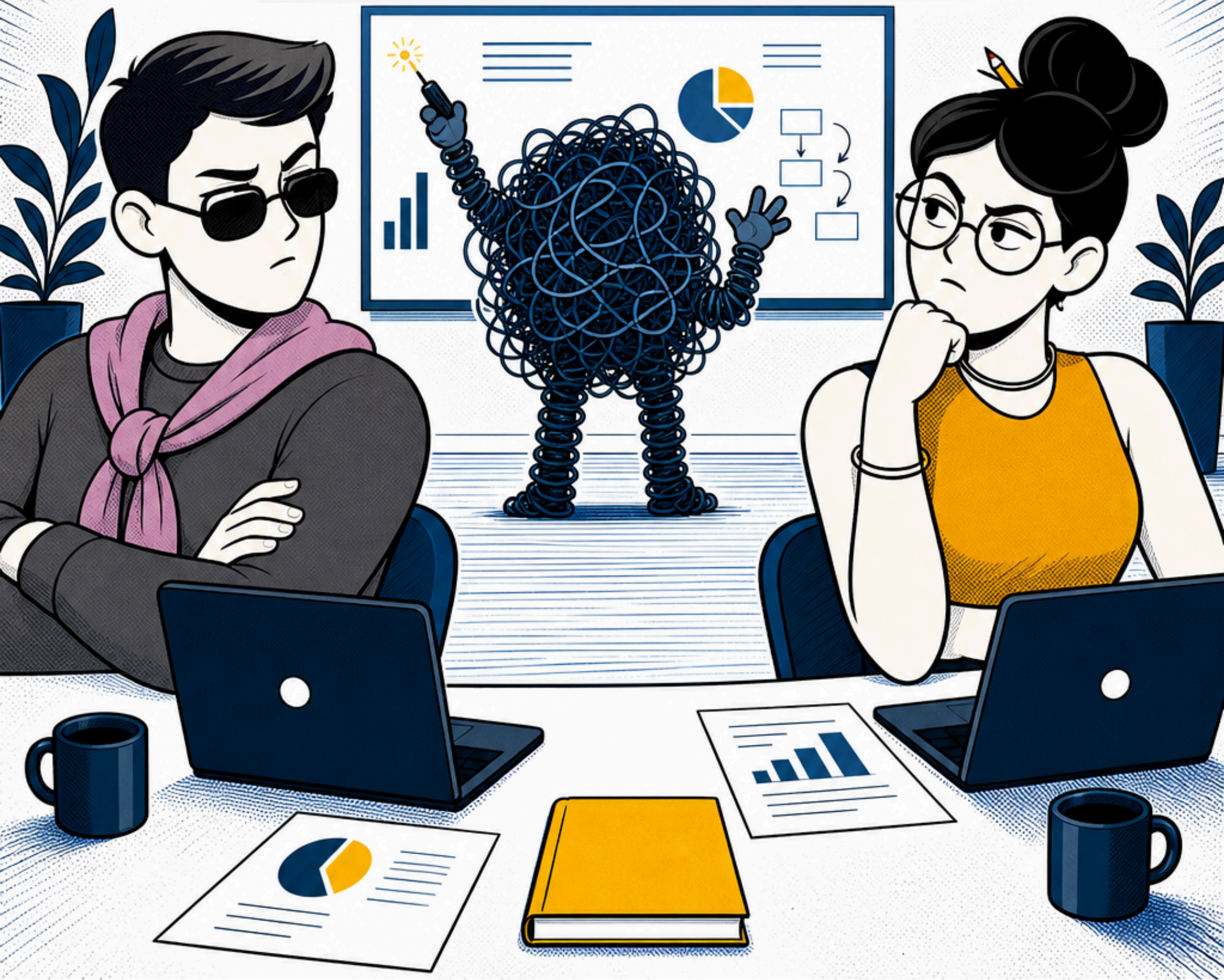
- ✓ **TEST YOUR OPENING BEFORE YOUR NEXT PITCH.** Ask someone outside your domain to read your first three slides and tell you, in their own words, what problem your company is solving and who has it. If they can't do it accurately, the cognitive load problem is still there. Fix it before you're in the room.

THE GOAL ISN'T TO MAKE INVESTORS UNDERSTAND EVERYTHING IN THREE SLIDES. It's to make them want to know more. Those are different tasks, and the second one is far more achievable inside the attention window you actually have.



The room has **already judged** you before slide one

A pitch deck is a partial solution to a comprehension problem. Even a well-structured deck still requires a founder to deliver it coherently — and the room has already made a tentative judgment before the presenter opens their mouth.

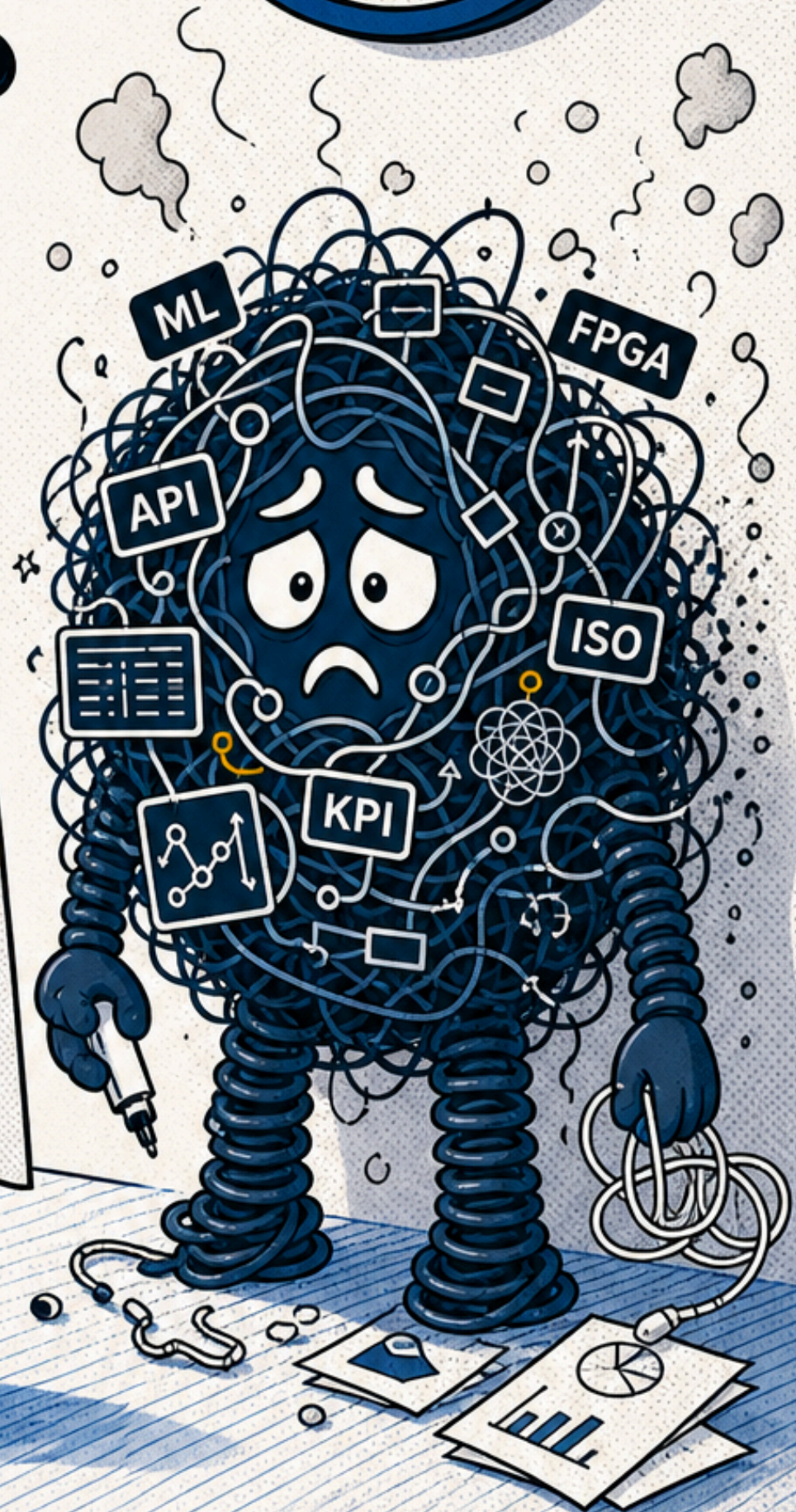


I HELP SAAS
COMPANIES TURN
COMPLEX PRODUCTS
INTO CLEAR STORIES
THAT BUILD TRUST
AND DRIVE GROWTH.

SO YOU HELP US
SAY THE RIGHT THING,
THE RIGHT WAY,
IN THE RIGHT ORDER,
SO BUYERS GET IT
FAST. GOT IT.

00:00

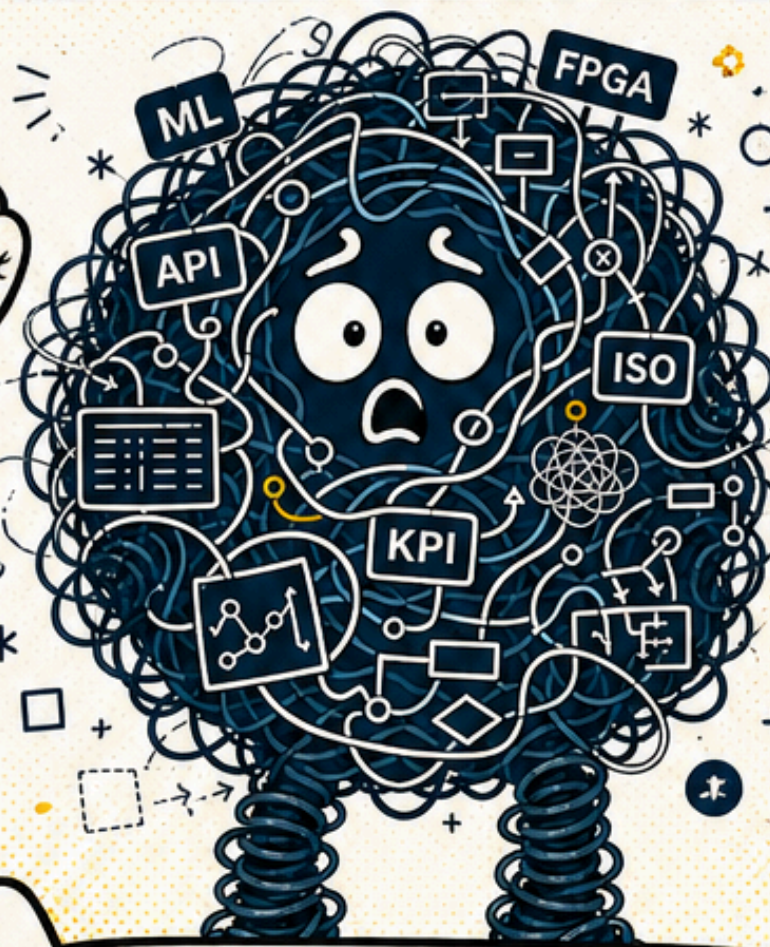
90 SECONDS



FOR DEEP TECH FOUNDERS, THE 60-SECOND VERSION IS THE HARDER CREATIVE PROBLEM

It requires genuinely interrogating what the product does for a buyer — not what it achieves technically.

Finding the human-scale version of the truth, without sacrificing accuracy, is where most founders get stuck.



If your deck relies on slides to carry the explanation, that's the place to start.



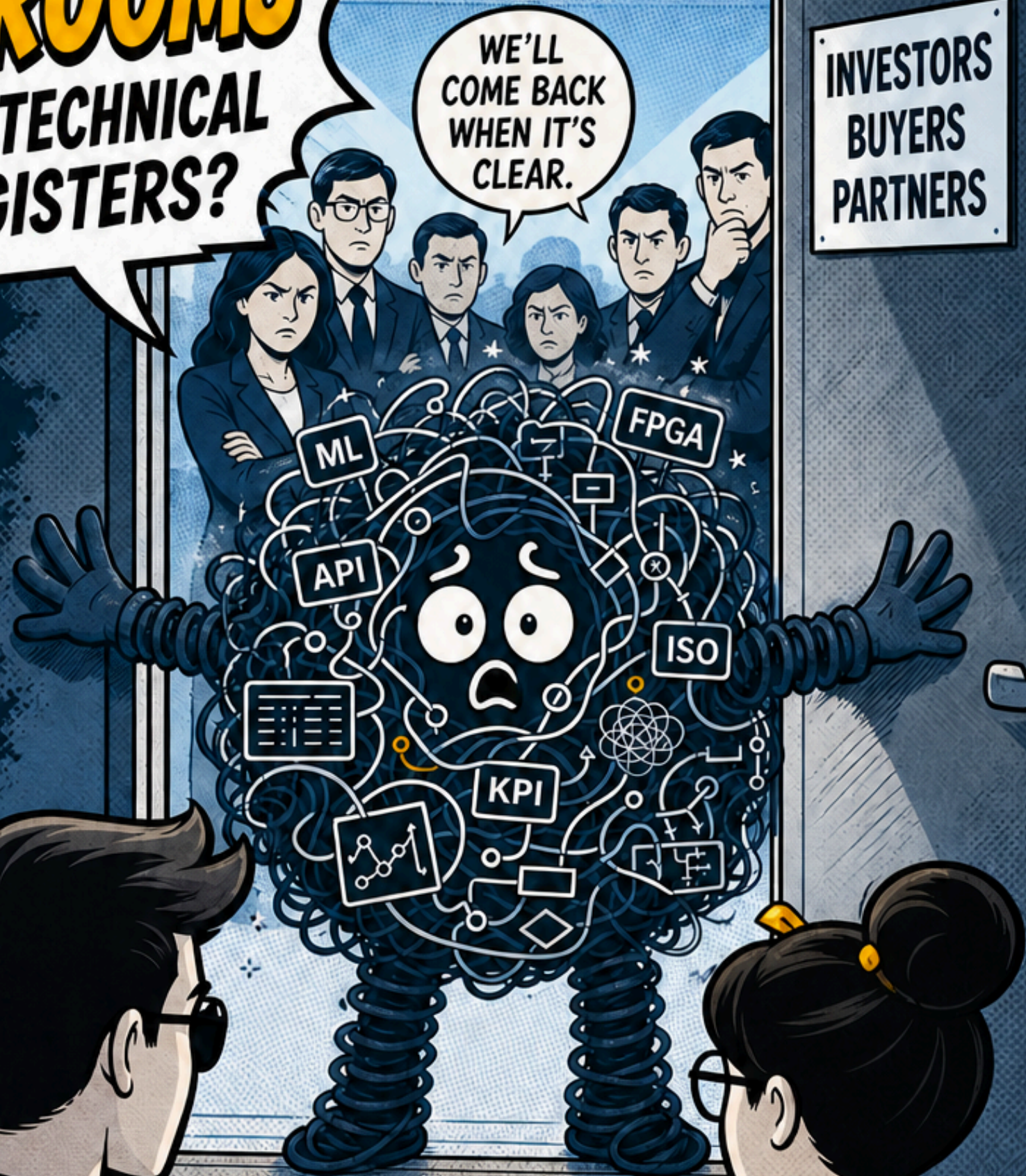
IS YOUR PRODUCT LOSING ROOMS BEFORE THE TECHNICAL MERIT REGISTERS?

At Infrairis, we work with deep tech, B2B SaaS, biotech, and hardware companies in ANZ whose biggest growth bottleneck is **comprehension**.



A 60-second explainer built with the right narrative scaffold addresses the first **90 seconds** of investor, buyer, and partner interactions.

It's usually a video, script, and brief problem. And usually **faster to fix than you think**.



TALK TO US

