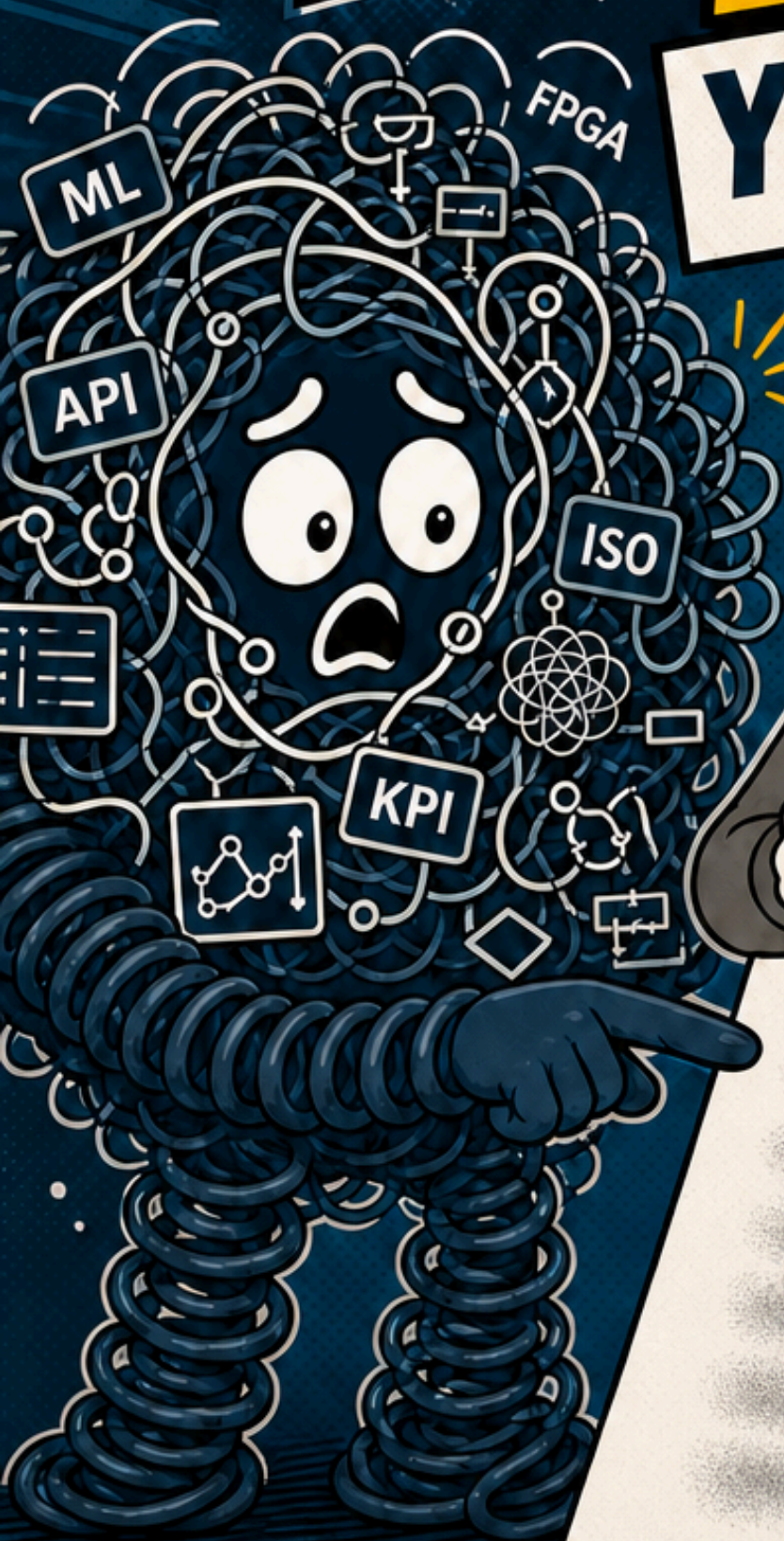


7 PHRASES THAT QUIETLY KILL

YOUR INVESTOR PITCH



1.

"WE'RE DISRUPTING
THE [INDUSTRY] SPACE"

INVESTORS
HEAR BUZZWORDS.
NOT **BUSINESS**.

~~DISRUPTIVE~~



MECHANISM
OF ACTION?



BEACHHEAD
CUSTOMER?



WHY
YOU WIN?

REPLACE
ABSTRACTION
WITH **PRECISION**.

SAY THIS INSTEAD:

CUTS COMPLIANCE AUDIT PREP TIME
FROM **6 WEEKS** TO **3 DAYS**
FOR FINANCIAL SERVICES FIRMS.

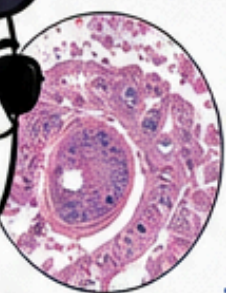


2. "AI-POWERED"

SPECIFIC.
MEASURABLE.
MOAT-BUILDING.

EXPLAIN
THE MECHANISM.
SHOW THE EDGE.

VAGUE CLAIMS
DON'T EARN
FOLLOW-UPS.



94%
CONCORDANCE

40 SEC



PROPRIETARY
MODEL ARCHITECTURE

INPUT
(SLIDE)

ENCODER
(ViT)

ATTENTION
BLOCKS

DIAGNOSTIC
HEAD



EDGE:

- ✓ DOMAIN-FINE-TUNED
- ✓ CURATED DATASETS
- ✓ PROPRIETARY PIPELINES
- ✓ CONTINUOUS LEARNING

LILY

AI-
POWERED.

COMPLEXIO

IF AI IS GENUINELY CORE,
DESCRIBE THE **SPECIFIC
CAPABILITY** IT ENABLES
THAT WASN'T POSSIBLE
BEFORE.

"OUR MODEL PROCESSES
HISTOPATHOLOGY SLIDES
IN **40 SECONDS** WITH
94% DIAGNOSTIC
CONCORDANCE" IS
FUNDABLE.

"AI-POWERED
DIAGNOSTICS" IS
WALLPAPER.

3. THERE'S NO REAL COMPETITION

EVERY PRODUCT
COMPETES WITH
SOMETHING.

COMPETITORS & ALTERNATIVES



THE SPREADSHEET
STATUS QUO



MANUAL PROCESS
IN-HOUSE WORKAROUND



INCUMBENT VENDOR
EMBEDDED, EVEN IF
TERRIBLE



EMERGING SOLUTIONS
INDIRECT/INDIRECT
COMPETITION



WIN ON A SPECIFIC DIMENSION.
THEN, **MOVE ON.**



4. "WE THINK THIS COULD BE BIG" (AND OTHER HEDGING PHRASES)

OUR INITIAL TARGET IS THE **4,200** MID-MARKET FINANCIAL SERVICES FIRMS IN ANZ...

TARGET: **4,200**
MID-MARKET FINANCIAL
SERVICES FIRMS IN ANZ

CLOSED CLIENTS



WE'VE CLOSED
✓ 11 OF THEM
IN **SIX MONTHS.**

TARGET: **4,200**
ANZ MID-MARKET
FIN SERVICES
CLOSED: **11**
MONTHS: **6**
CAC PAYBACK:
4.2 MONTHS

"WE THINK..."

"COULD..."

"MIGHT..."

"POTENTIALLY..."

"LEVERAGE..."

"DISRUPT..."

WHAT HEDGING COMMUNICATES IS SOMETHING DIFFERENT: THAT THE FOUNDER ISN'T YET COMMITTED TO THE CLAIM THEY'RE MAKING.

THE FIX ISN'T FALSE CERTAINTY. IT'S SPECIFICITY.

VAGUE:

"WE THINK THE MARKET COULD BE LARGE."



SPECIFIC:

"OUR INITIAL TARGET IS THE 4,200 MID-MARKET FINANCIAL SERVICES FIRMS IN ANZ THAT STILL RUN COMPLIANCE AUDITS MANUALLY — WE'VE CLOSED 11 OF THEM IN SIX MONTHS."



IN A PITCH SETTING, LEANING HEAVILY ON TERMS LIKE "LEVERAGE" OR "DISRUPT" CAN READ AS A SUBSTITUTE FOR SUBSTANCE RATHER THAN EVIDENCE OF EXPERTISE.

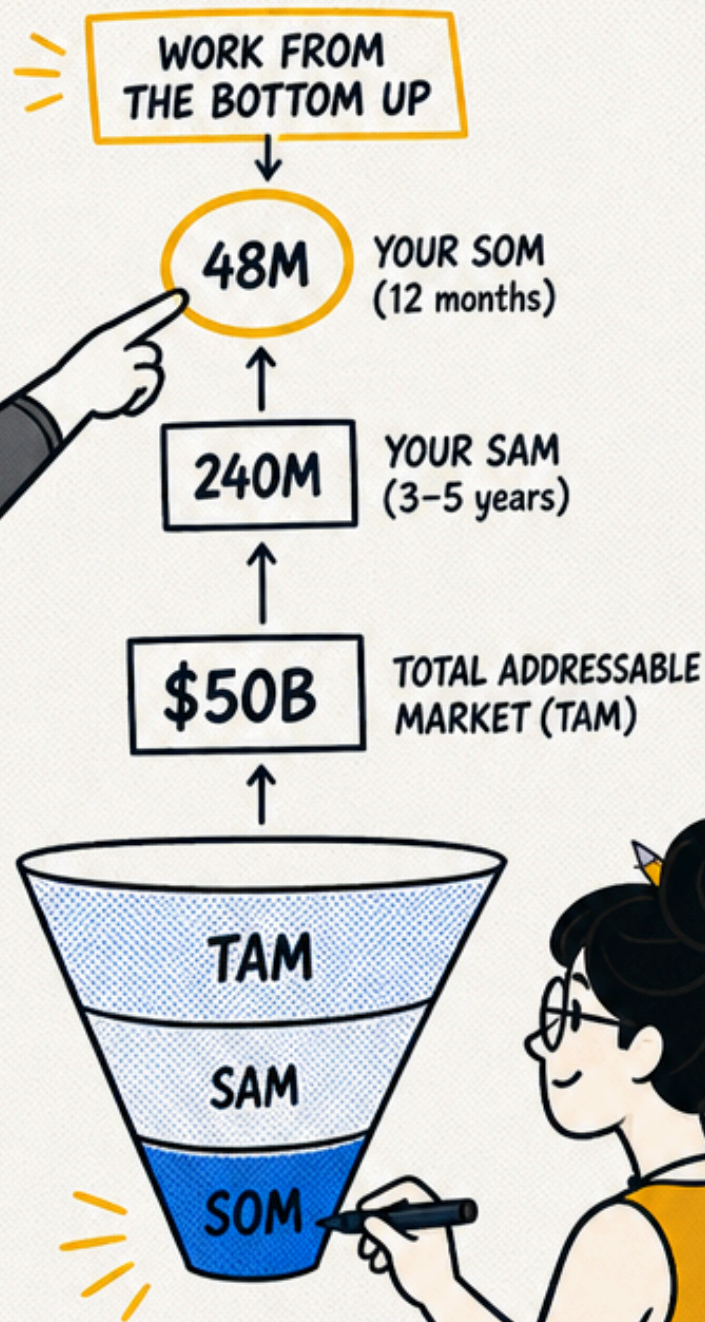


FOUNDERS WHO REACH FOR JARGON IN INVESTOR CONVERSATIONS OFTEN DO SO WHEN THEY'RE LEAST CONFIDENT IN THE UNDERLYING CLAIM.



INVESTORS WANT TO FEEL THAT THE FOUNDER IS HUNGRY, DRIVEN, AND DEEPLY CONNECTED TO THEIR MISSION.

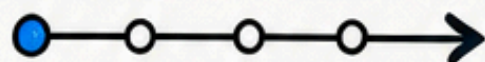
5. "WE'RE TARGETING A \$50 BILLION MARKET"



6. "WE HAVE FIRST-MOVER ADVANTAGE"

BEING FIRST IS A **TIMING** OBSERVATION, NOT A **DEFENSIBILITY** ARGUMENT.

FIRST



WHERE'S THE **MOAT**?

ML
API

FPGA

ISO

KPI

MOAT

"DESCRIBE THE **MECHANISM**, NOT THE TIMING.

"OUR PLATFORM HAS INGESTED 47 MILLION DE-IDENTIFIED PATIENT RECORDS UNDER EXCLUSIVE DATA AGREEMENTS WITH THREE HOSPITAL NETWORKS."

THAT'S A **MOAT**.

"WE'RE THE FIRST TO MARKET" IS JUST A **STARTING GUN**.

7

THIS IS A **NO-BRAINER** FOR [CUSTOMER TYPE]

NO-BRAINER



ASSERTS,
DOESN'T PROVE



DISMISSES
REAL CUSTOMER FRICTION



IF IT ~~WERE~~ A NO-BRAINER,
THEY WOULD ALREADY
HAVE BOUGHT.



YOU'RE IN A FUNDING PITCH.
YOU NEED CAPITAL TO
ACQUIRE CUSTOMERS.
**ACQUISITION ISN'T
EFFORTLESS.**

THE SUBSTITUTE: EVIDENCE OF BUYING BEHAVIOUR



HOW MANY CUSTOMERS
HAVE ALREADY BOUGHT?



HOW LONG DID THEIR
SALES CYCLE TAKE?

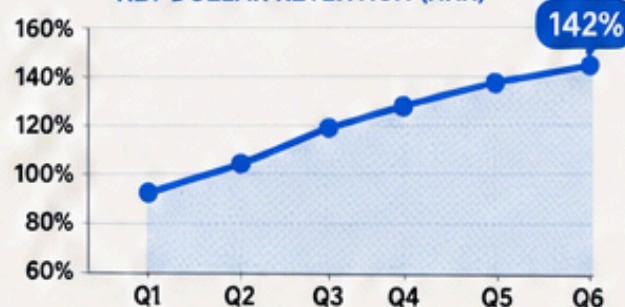


WHAT WAS THE PRIMARY
OBJECTION AND HOW DID
YOU OVERCOME IT?



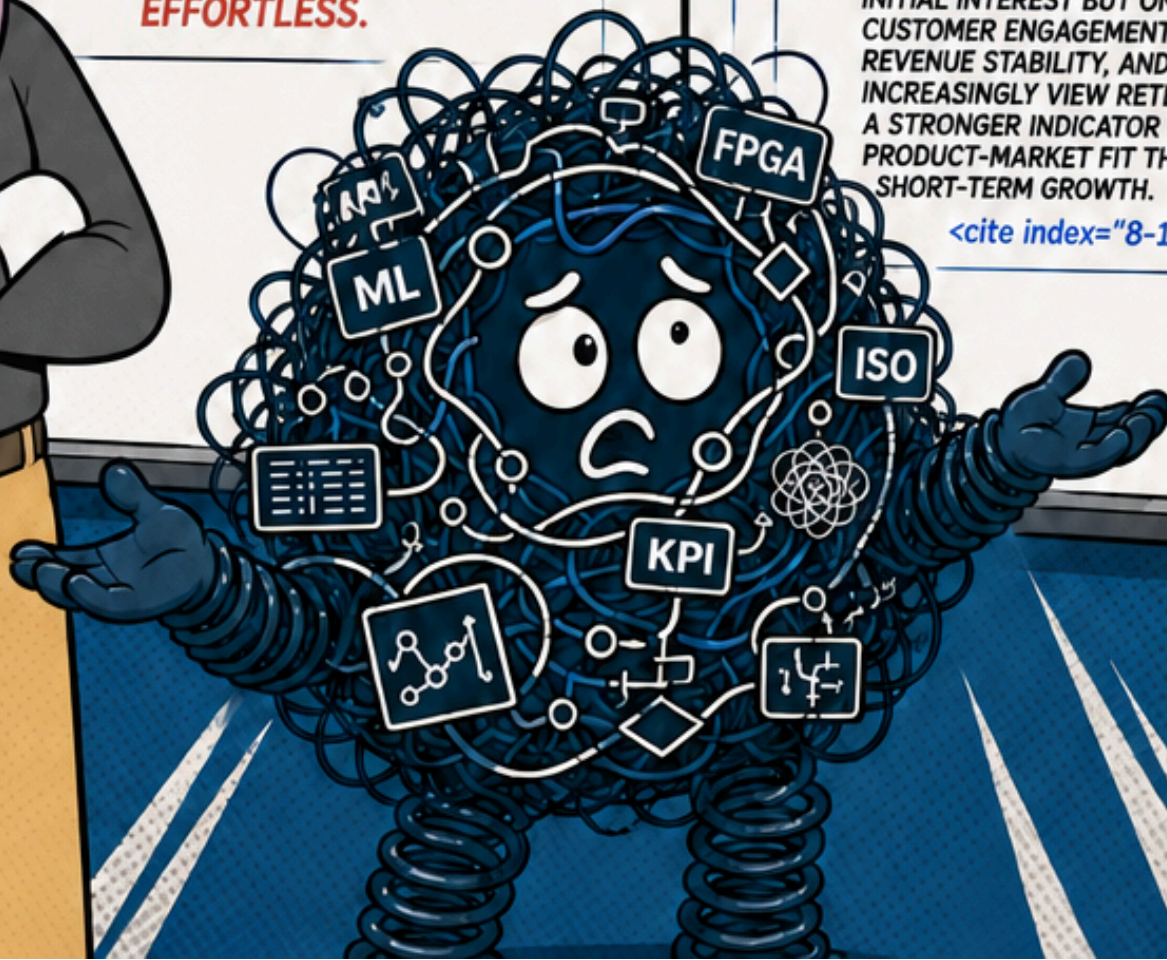
WHAT'S YOUR
CURRENT NRR?

NET DOLLAR RETENTION (NRR)



RETENTION METRICS AND NET DOLLAR RETENTION TRENDS SHOW NOT JUST INITIAL INTEREST BUT ONGOING CUSTOMER ENGAGEMENT AND REVENUE STABILITY, AND INVESTORS INCREASINGLY VIEW RETENTION AS A STRONGER INDICATOR OF PRODUCT-MARKET FIT THAN SHORT-TERM GROWTH.

`<cite index="8-1,8-2,8-3">`



HOW ONE **BAD PHRASE** DERAILS THE WHOLE ROOM

UNCLEAR
LANGUAGE TRIGGERS
A QUESTION THAT
INTERRUPTS
THE ARC.

THE HUMAN BRAIN
REMEMBERS STORIES
BETTER THAN
DATA POINTS.

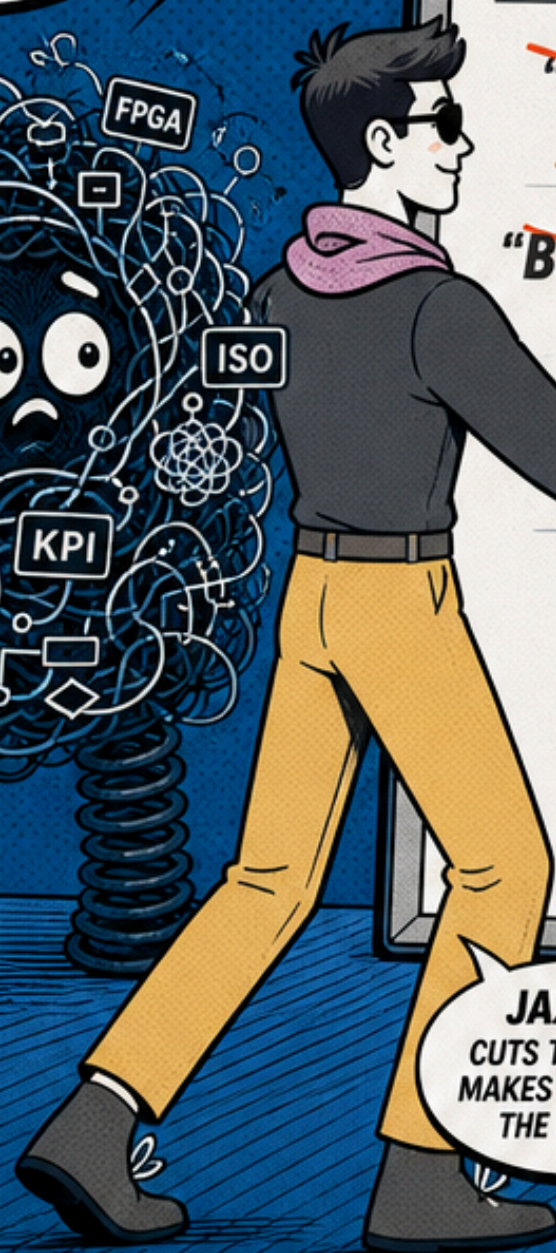


WHEN UNCLEAR LANGUAGE
INTERRUPTS THE STORY,
WHAT THE INVESTOR REMEMBERS IS
CONFUSION, NOT THE PRODUCT.

THIS IS WHY THE HIGHEST-PERFORMING PITCHES
AREN'T THE SIMPLEST ONES.
THEY'RE THE **MOST PRECISE** ONES.

THE ANTIDOTE ISN'T SIMPLIFICATION. IT'S PRECISION.

COMPLEXIO
ALWAYS WATCHING
THE STANDARD.



JAXON
CUTS THE NOISE.
MAKES ROOM FOR
THE SIGNAL.

VAGUE (FUZZY PHRASE)

~~"AI-DRIVEN"~~

~~"BEST-IN-CLASS"~~

~~"SCALABLE"~~

~~"DISRUPTIVE"~~

~~"TRUSTED"~~

PRECISE (SPECIFIC & VERIFIABLE)

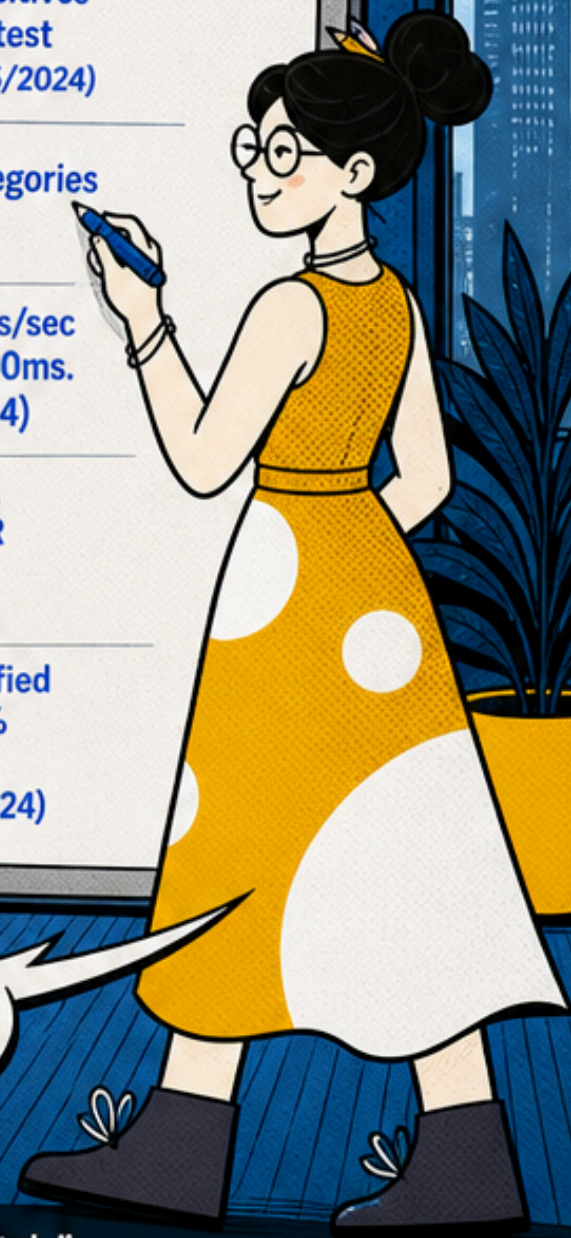
Reduces false positives
by 37% on 1.2M test
cases. (Internal, 05/2024)

#1 on G2 in 3 categories
(Spring 2024).

Handles 10M events/sec
at p99 latency < 120ms.
(Load test, 04/2024)

\$2.7B TAM in 2024,
growing 28% CAGR
through 2029.
(Gartner, 02/2024)

SOC 2 Type II certified
(03/2024); 99.99%
uptime, LTM.
(Statuspage, 05/2024)



LILY
REPLACES HYPE
WITH HARD FACTS.

There's a common piece of advice given to deep tech founders: "simplify your pitch." It's not wrong, but it's incomplete. The founders who consistently close rounds don't strip out the complexity — they **replace fuzzy language with specific mechanisms**.



For every phrase you're currently using in your pitch, ask one question: **"What is the specific, verifiable thing this phrase is trying to communicate?"** If you can answer that question, say the answer instead of the phrase.



MAKE EVERY SLIDE COUNT: INCLUDE DATA. EXACT DATES. QUANTIFIED METRICS. CLEAR SOURCES. THAT STANDARD APPLIES TO EVERY WORD TOO.



THE 60-SECOND TEST

Here's a ~~practical~~ audit. Read your current pitch opening out loud. Remove every phrase that a competitor could use ~~without~~ lying. Remove ~~every~~ adjective that ~~doesn't~~ have a ~~number~~ next to it. Remove ~~every~~ claim that requires a ~~follow-up~~ question to become ~~credible~~.

What's left is the foundation of a fundable ~~narrative~~.

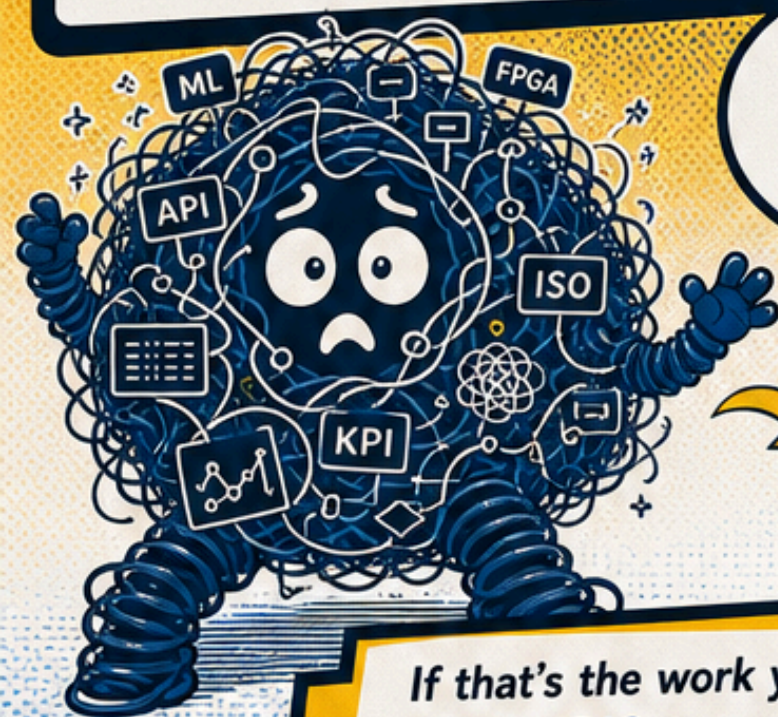
If it feels thin, ~~the problem~~ isn't that you need ~~better~~ words. It's that the underlying story hasn't been built from the ~~right~~ raw materials: a specific mechanism, a measurable outcome, a named customer segment, and a ~~defensible reason~~ ~~why you win~~.

That story exists in your product. Getting it out ~~clearly~~ — in 60 seconds, without triggering the ~~wrong~~ questions — is ~~the work~~.

READING OUT LOUD, JAXON.

CUTTING WHAT DOESN'T EARN ITS PLACE, LILY.

SHRINKING WITH EVERY DELETION, COMPLEXIO.



If that's the work you're currently stuck on, **INFRAIRIS** helps ANZ deep tech and B2B founders turn a 30-minute technical briefing into a 60-second explainer that makes the product click before you open your mouth. [Take a look.](#)



INFRAIRIS

