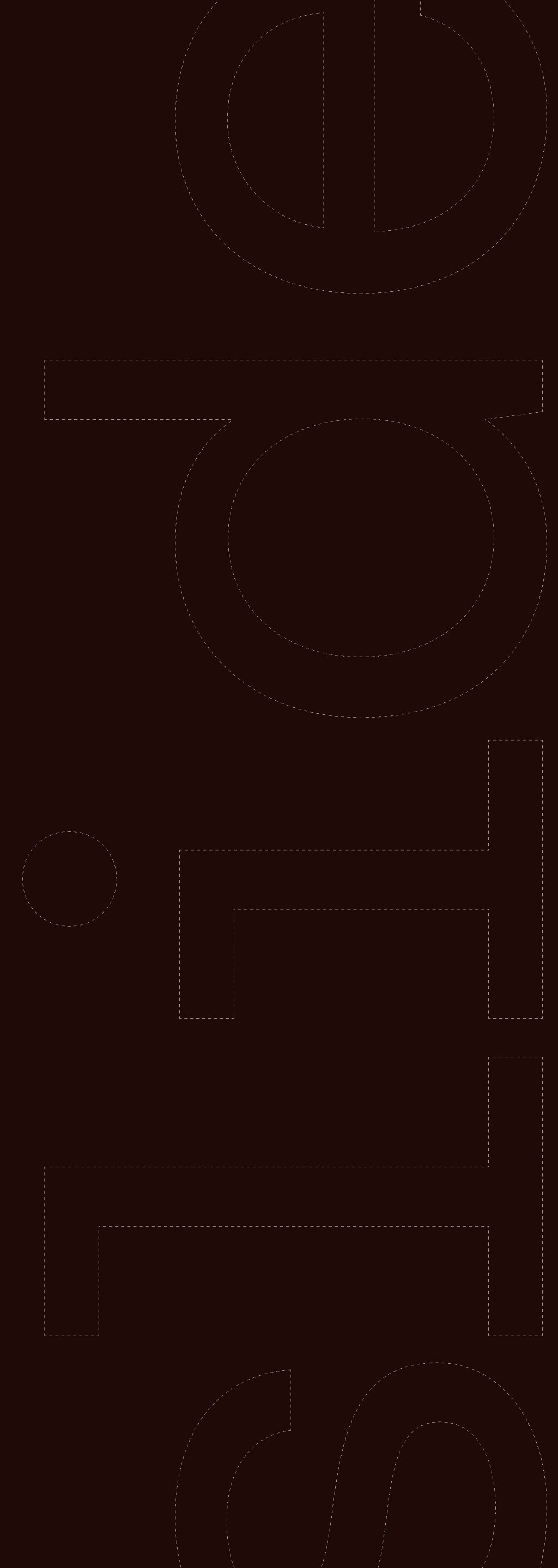


# GREAT SLIDES, WHEN YOU NEED THEM.

The Presentation Design Agency for (Funded) Startups

overslide<sup>+</sup>



overslide

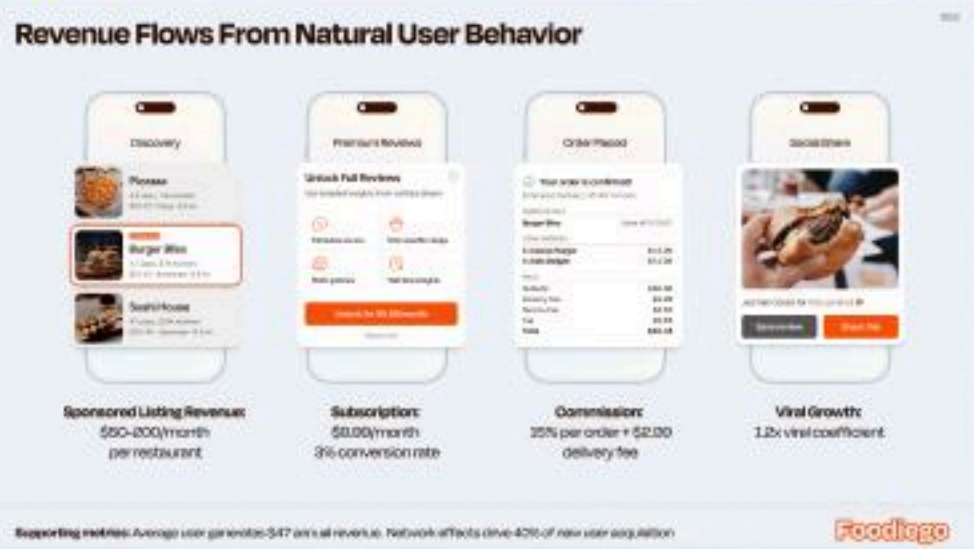
The four ways [redacted] transforms how your team works

- Less context-switching**  
Surface F12s, messages, and links (intelligently across Slack, Notion, Zoom, and more) - no more tab drama.
- Smarter daily planning**  
Automatically generates a focused daily agenda based on past meetings, deadlines, and energy peaks.
- Automated follow-ups**  
Never miss the ball: [redacted] tracks open threads and follows you up.
- Instant team insights**  
Summarize standups, track goals, and stay aligned without micromanaging. (Availability: Not today.)



Corporate Travel Management

LHR CDG AMS FRA  
MAD BCN FCO MUC  
LGW CPH ZRH BRU  
DUB VIE WAW OSL  
LIS HEL ATH IST ETC.



Creative Freedom Is Learned Young

When we're young, no one hands us red lines for creativity. We explore. We mess up. We learn. And "yes" is 20 times louder than "no".

That's our curiosity, the freedom to make without fear, but it shrinks as we grow up. And it's what most needs to be lost as they "grow up".

If your team's creativity has diminished, look at the environment, not the talent. Creativity, like judgment, erodes gradually. They often like the same rules as we once relearned.

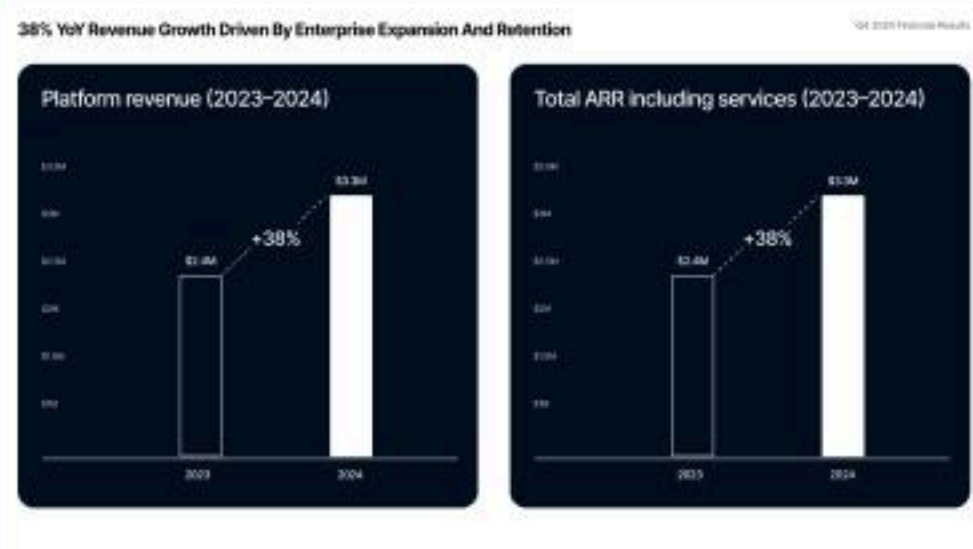
But when people feel safe to experiment, to fail, to try variations, the magic gets back, bubbles more freedom.

**Creativity begins where permission exists.**



Table of Contents

- 01 MANIFESTO
- 02 CONTEXT
- 03 WHAT WE DO
- 04 WHY IT MATTERS NOW
- 05 FOUNDERS
- 06 PARTNERSHIP
- 07 CONTACT



Innovation doesn't come from one big idea. It comes from a system of small, connected ones.

Whether we're participating in an exciting flow of returning our pricing engine, we aim to have a fast and lean feedback loop. Each team leads the way. Each team becomes infrastructure.

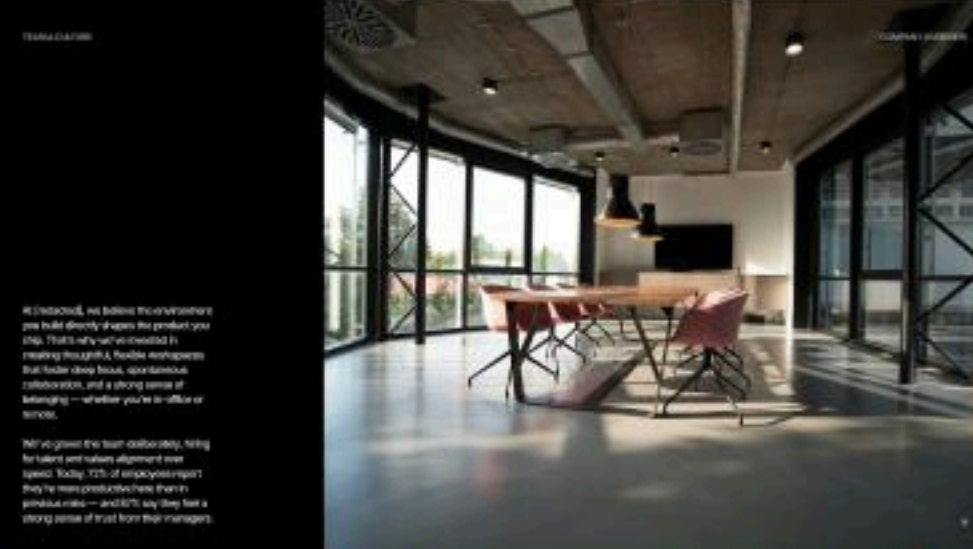


Where we go shapes what we build

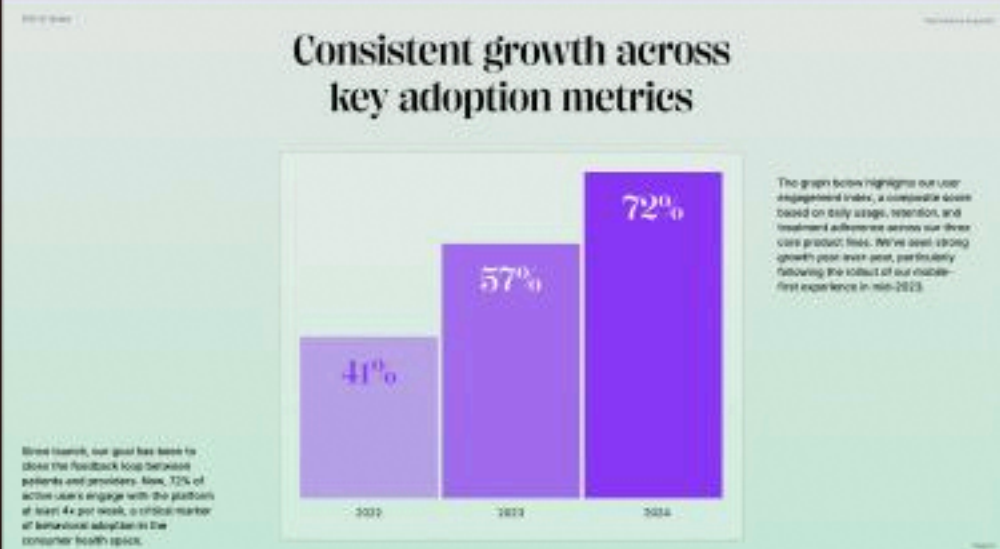
The natural world isn't just our teacher; it's our blueprint. Every product we create is designed to adapt, evolve, and move with the environment, not against it.

Our design process is rooted in nature, and everything that exists begins to find purpose, each component is born from the other, and we build a system.

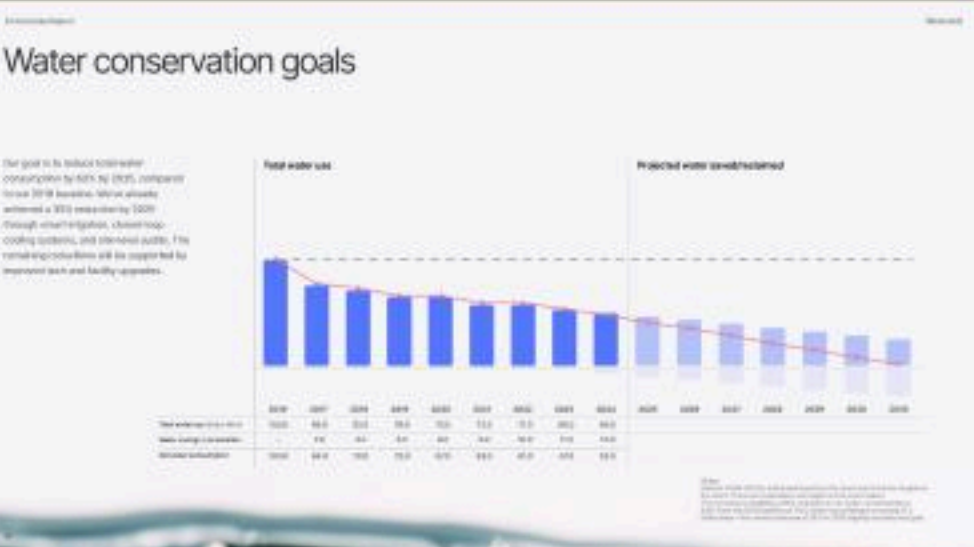
02 Retrospective 2024



Within the first two weeks, we saw a 40% drop in internal support tickets related to data access. Onboarding is smoother, our teams are more self-sufficient, and we've saved hours every week on handovers.



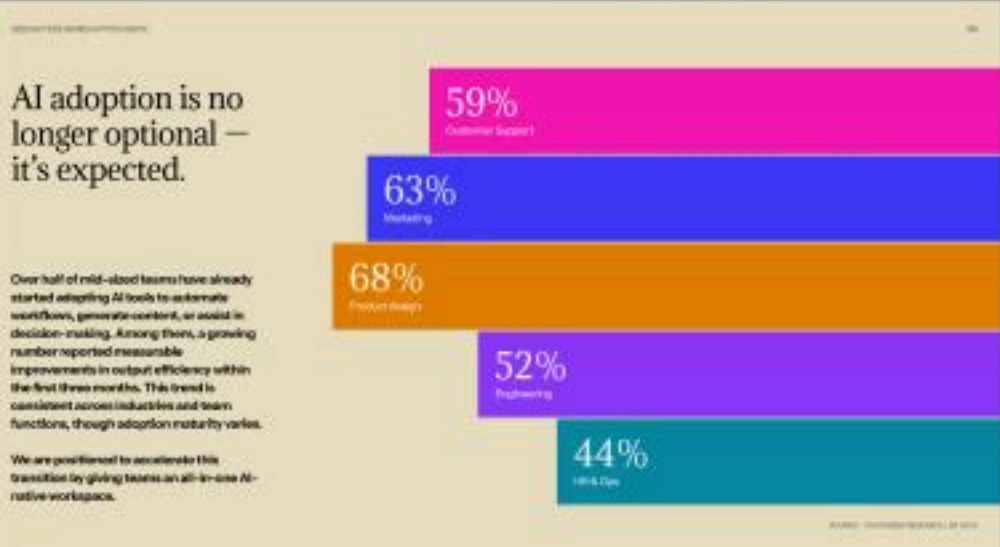
hello



We didn't just ship features. We built momentum.

This year was about more than growth — it was about building systems that compound. From cross-functional tooling to faster deployment pipelines, our teams worked like modular units: aligned, nimble, and driven by curiosity.

Culture Survey 2024



This is how [redacted] changes the way work flows

YOUR TIME IS  
WORTH MORE THAN  
FORMATTING  
SLIDES.

Partner with someone who handles the slides so you can focus on building.

# FOR FOUNDERS WHO'VE OUTGROWN DIY

- ① You're a funded startup (seed to Series A) with serious growth goals
- ② Want to work directly with a founder, not a big agency
- ③ High-stakes presentations that need to win (fundraising, sales, etc.)
- ④ You care about design AND strategy
- ⑤ Ready to invest in decks that secure funding or drive revenue

# HOW WE WORK TOGETHER

## ESSENTIALS

\$5,000

Polish what you've got.

- Visual redesign
- Sub-week turnaround

## BUILD

\$10,000+

Rebuild from the ground up.

- Complete restructure
- Narrative feedback & refinement
- ~2 week turnaround

## TRANSFORM

\$30,000+

Build a presentation system.

- Custom visual system
- Modular template creation
- 4+ week turnaround

## ONGOING

\$8,500/mo.

Presentation support, on tap.

- Sales decks, investor updates, one-pagers
- Available after we've worked together once
- Priority turnaround
- 2-month minimum (then month-to-month)

# GREAT SLIDES. CLEAR STORIES.

## SALES PRESENTATIONS THAT CLOSE DEALS

Customer-focused story.  
Proof that resonates.  
Calls to action that work.

## FUNDRAISING DECKS THAT SECURE MEETINGS

Clear narrative.  
Compelling visuals.  
Investor-ready flow.

## UPDATE DECKS THAT ALIGN

Clear progress narrative.  
Metrics that matter.  
Everyone on the same page.

# FAST ITERATION. BETTER STORY. DIFFERENT OUTCOME.

**PAYFLOW**

**Our Growth & Results**

- \$1.8M Annual Recurring Revenue**
- 450** SMB Customers
- 87%** monthly growth rate
- 94%** retention rate
- \$4k/month** Average contract value
- 6 mo.** sales cycle
- Featured in CFO Magazine

**BEFORE**

Confusing metrics and bullet points that don't tell a story. Investors struggle to understand the real traction and impact.

**PITCH DECK**

**ARR grew 9x in 18 months with strong unit economics.**

**\$1.8M**  
Annual Recurring Revenue

<b>450</b> SMB Customers	<b>85%</b> MoM Growth	<b>94%</b> Customer Retention
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<b>\$4K</b> Avg Contract Value	<b>6 Mo.</b> Avg Sales Cycles
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**AFTER**

**TRACTION**


**Monthly Recurring Revenue**

Clear narrative with focused metrics that actually matter. Visual hierarchy guides investors through your growth story without effort.


# FAST ITERATION. BETTER STORY. DIFFERENT OUTCOME.

## Remote Work Mental Health Issues

- Remote work causes isolation and loneliness
- Employee burnout rates are increasing
- Mental health problems affect productivity
- Companies struggle to identify at-risk employees
- Traditional wellness programs don't work remotely
- Managers lack visibility into team wellbeing
- Reactive mental health support is too late
- Employee turnover costs companies money



ThrivePoint™



MENTAL  
HEALTH  
MATTERS


BEFORE
3

Boring bullet points that list obvious problems. Investors see issues they already know about but don't feel urgency to solve them right now.

Pitch Deck

Sarah, our top performer.  
She's left the company.  
\$150K replacement cost.

**1 in 4 remote workers  
quit due to isolation**

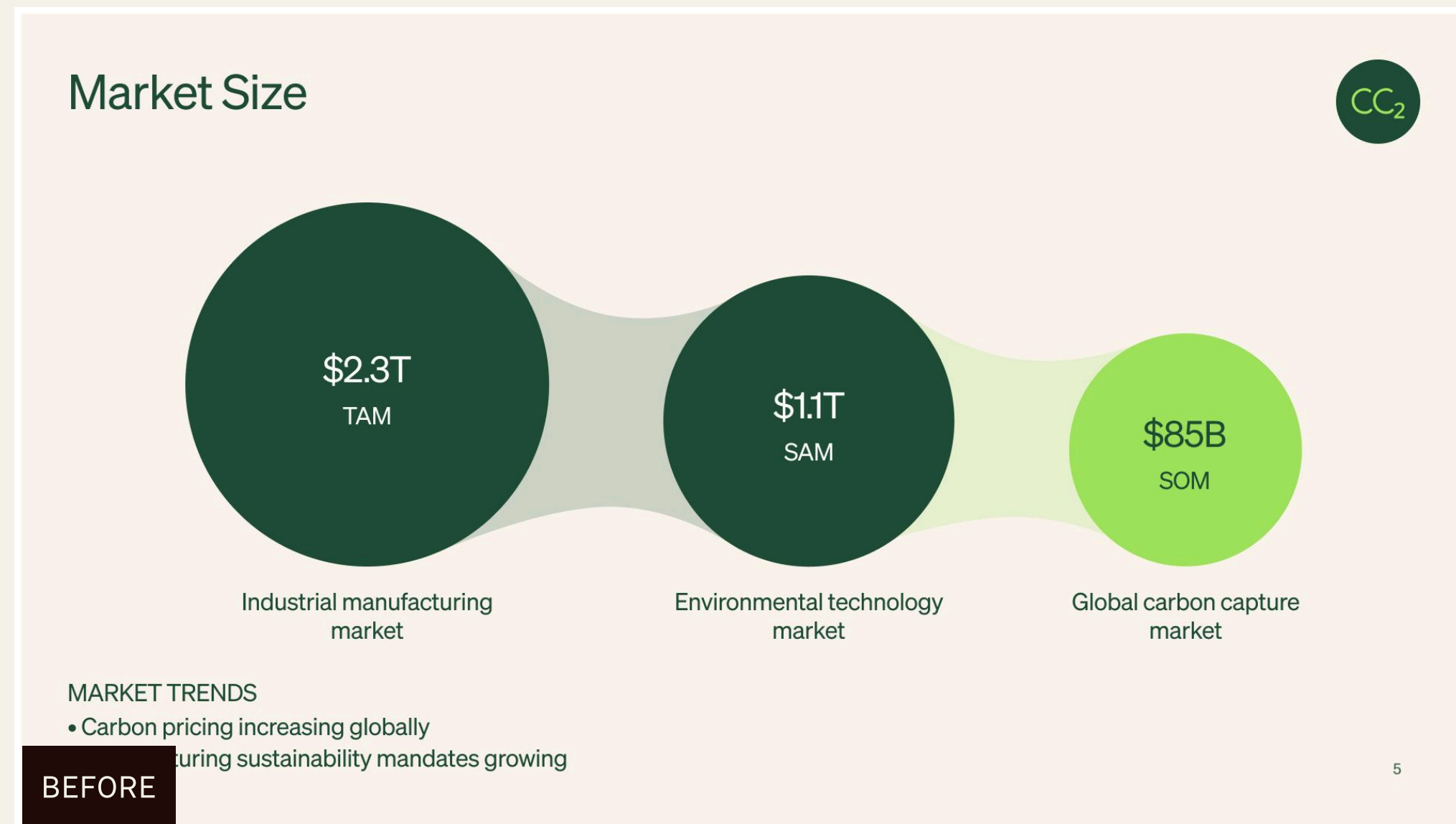


ThrivePoint™

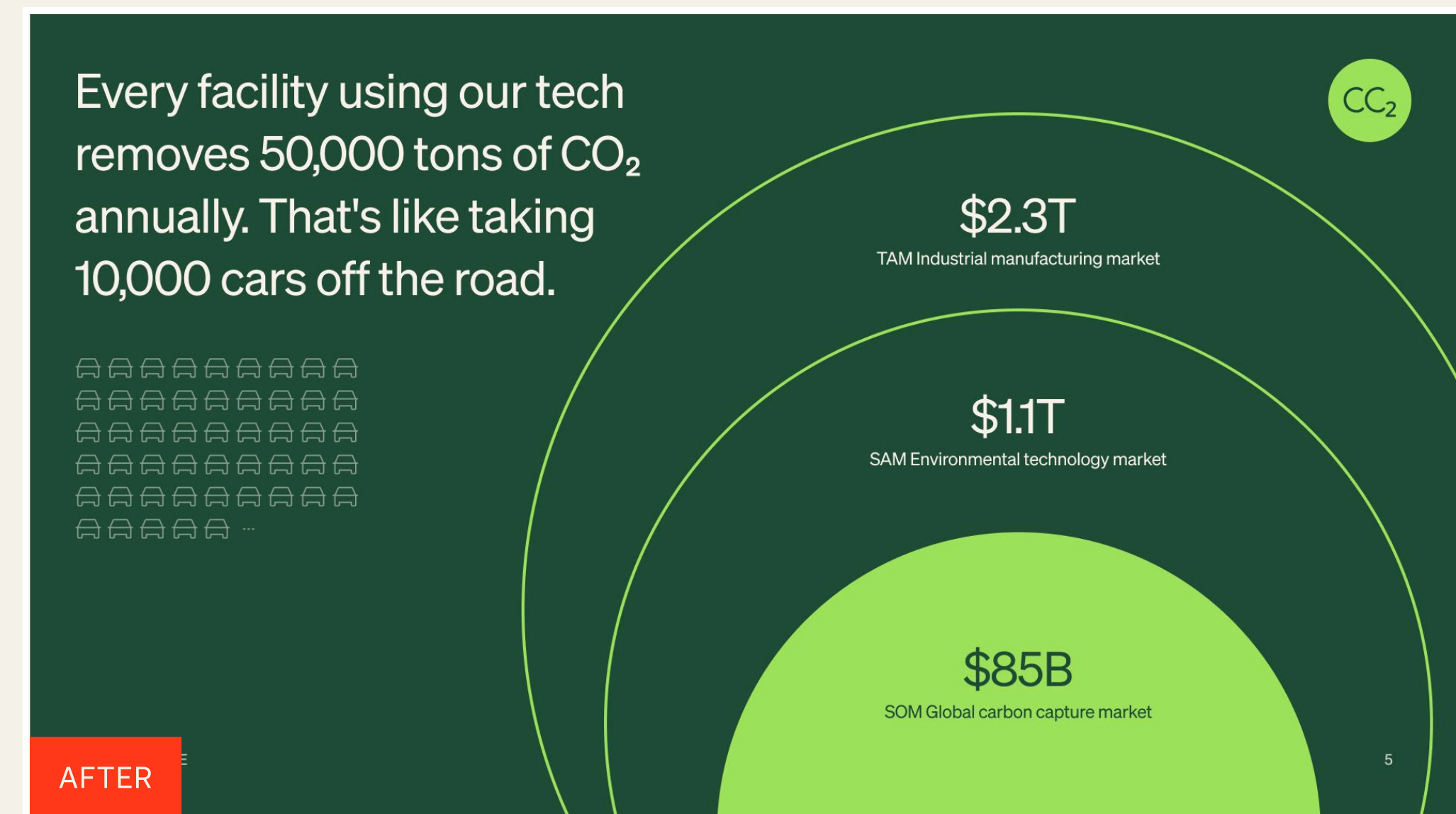
AFTER

Personal story that creates emotional connection. HR investors immediately picture this happening at their portfolio companies and want to prevent it.

# FAST ITERATION. BETTER STORY. DIFFERENT OUTCOME.



Big numbers without context that don't mean anything. Investors see market size but can't understand why this moment matters or how you win.



Impact-first narrative that makes market size meaningful. Climate investors see world-changing potential before they think about returns.

# DIRECT ACCESS. RAPID ITERATION.

## MOST AGENCIES

Formal process,  
scheduled check-ins

- Slow revision cycles
- Weekly check-ins at best
- Rigid project phases
- Long onboarding processes

## OVERSLIDE

Direct access,  
collaborative sprints

- Fast feedback loops
- Direct access via Slack/WhatsApp
- Sprint methodology with rapid iteration
- Projects start within days (or less)

# WHAT TO EXPECT\*

## WHAT'S YOUR APPROACH?

Quick turnaround, strategic thinking. Every slide serves your story and supports your business goals.

## HOW QUICKLY CAN WE START?

Projects begin the following Monday (based on availability). Urgent projects prioritized.

## HOW WE WORK TOGETHER

Most engagements start with ESSENTIALS to ensure we're a good fit, then evolve to ONGOING support for companies with regular presentation needs.

## HOW DO WE COMMUNICATE?

Direct access to me over Slack or Whatsapp throughout the project. Regular sync calls. We move fast in sprint mode.

## WHAT IF WE DON'T HAVE BRAND GUIDELINES?

No problem. Most startups don't. I'll work with what you have to create a cohesive presentation style.

## DO YOU SIGN NDAS?

Absolutely. Most of my work is under NDA. Your confidential information stays confidential.

\*ASIDE FROM A GREAT WORKING  
COLLABORATION AND RESULTS



## ABOUT MAX

I've been designing products for two decades (yes, I'm that old). Worked with big brands, startups, and everything in between. Some projects were amazing, others taught me what not to do (the hard way).

Now I help startups tell their stories clearly because great ideas deserve great design.

My approach: Figure out what you're actually trying to say, then make it happen fast.

Learn more at [maxmarele.com](https://maxmarele.com)

# READY TO SEE WHAT'S POSSIBLE?

## BOOK A 15-MINUTE INTRO CALL

We'll discuss your presentation needs  
and how I might be able to help.

No pitch. No pressure.

[OPEN CALENDER →](#)

overslide

LET'S DO THIS!

Max Marele, Founder  
max@overslide.co

