Pitch deck storyline

Kestrel Shop Systems · Seed round · Six slides with speaker notes

SLIDE 1. THE PROBLEM

On the slide: A fabrication shop loses one day in six to drawings that changed after the cut list was printed.

Speaker notes: Open with the shop floor, not the software. Every person in the room has seen a pallet of parts built to yesterday's drawing. Give the number, then stop talking and let them picture it.

SLIDE 2. WHY IT KEEPS HAPPENING

On the slide: The drawing lives in the office. The cut list lives on paper. Nothing connects them.

Speaker notes: This is the turn. The problem is a gap between two systems, and nobody owns the gap. Do not name the product yet.

SLIDE 3. THE SOLUTION

On the slide: Kestrel reads the approved drawing and updates the cut list at the saw, the minute a revision is released.

Speaker notes: One sentence, then the thirty-second demo. Show a revision landing on the tablet at the saw. Resist the feature list.

SLIDE 4. THE MARKET

On the slide: 9,000 architectural metal and glass shops in North America. Most still run on printed cut lists.

Speaker notes: Build the market from the bottom up: shops, seats per shop, price per seat. Investors trust arithmetic they can redo on a napkin.

SLIDE 5. TRACTION AND TEAM

On the slide: Eleven paying shops. Zero churn in fourteen months. Founders with twenty years on shop floors.

Speaker notes: Name one customer and what changed for them. Then the team: why these people, and what they got wrong the first time.

SLIDE 6. THE ASK

On the slide: A seed round to reach 150 shops in eighteen months.

Speaker notes: State the amount, what it buys, and the milestone it reaches. End on the shop from slide one, with the pallet built right.