



**Chronicle**  
PITCH DECK



## Mayuresh Patole

PRODUCT / DESIGN

Mayuresh is an experienced venture builder with a unique combination of design skills and analytical business thinking.

His past experience includes BCG, Digital Ventures in addition to working with 20+ startups to design and take their product to market.

Known for his 'interactive presentations', Mayuresh has trained multiple students, professionals in presentation design and storytelling.

[LinkedIn](#)

## Tejas Gawande

CUSTOMER / GROWTH

Tejas brings deep expertise in customer and go to market. His past experience include incubating retail and eCommerce across 10 APAC countries with Asia's largest luxury retailer. He built tech products to streamline pricing, demand planning, and design across 100+ online stores.

Tejas worked in strategy consulting with Monitor Deloitte and Doblin, Deloitte's design-thinking arm.

[LinkedIn](#)

OUR VISION

# Our vision is to change the way stories are told.

CHRONICLE IS BACKED BY

## Accel

Angel investors include some of the best operators, leaders from top product companies across the globe



Apple



Stripe



Slack



Twitch



Facebook



Google



Superhuman



Lattice



Intercom



Invision

## FRICTION

**Presentations today  
are time consuming ⌚  
and deliver output that  
is not engaging 💩**



### **Pixel-level design choices**

Users are inundated with too many design choices which makes creation of presentations time consuming



### **Design burden on users**

Visualising complex information is hard and does not come naturally to users leading to suboptimal output



### **An archaic experience from the 80s**

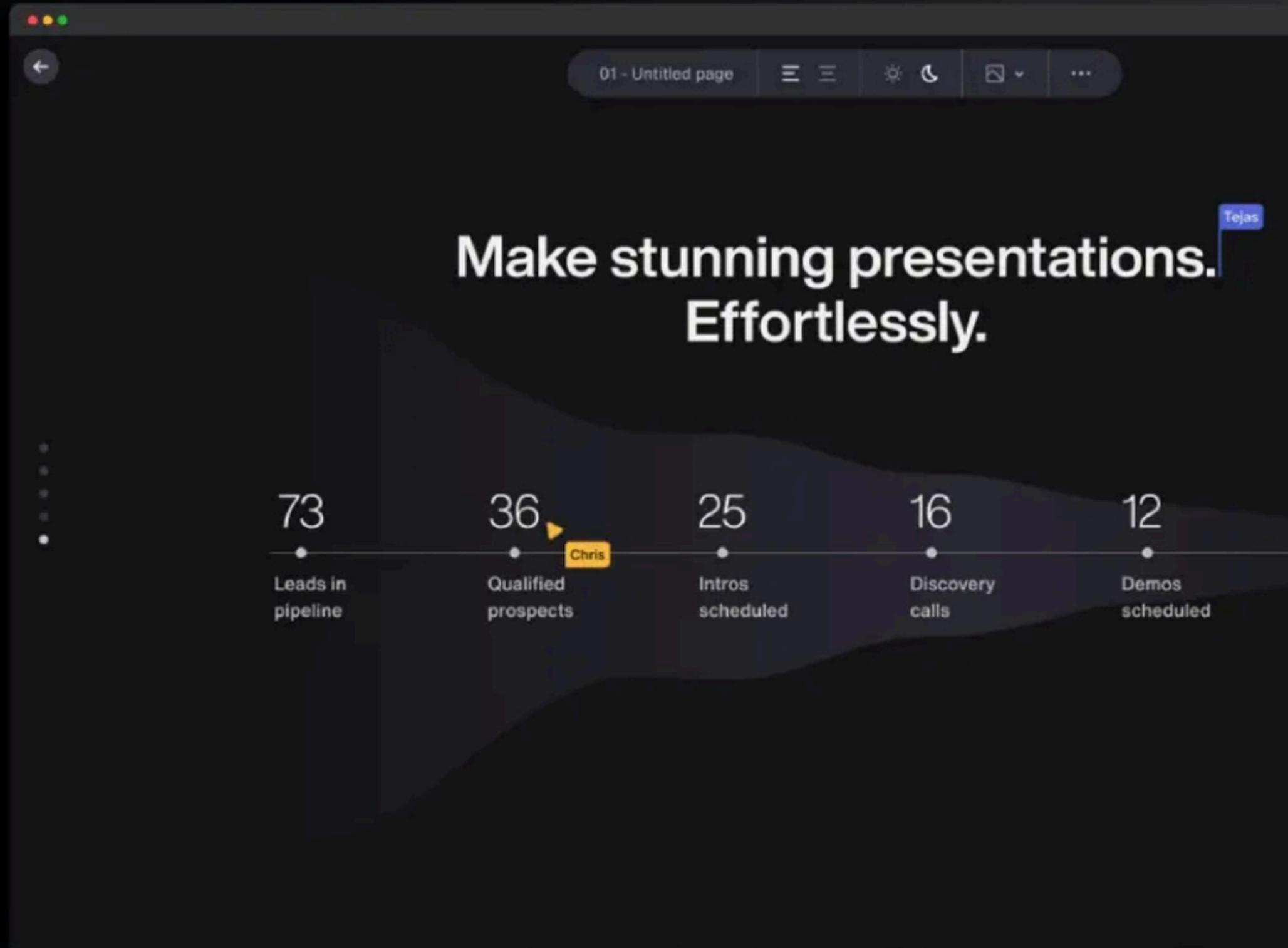
Slide format is inherently static and unsuitable for Gen-Z users who expect a delightful experience

INTRODUCING

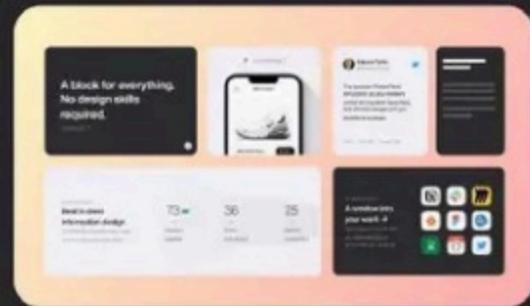
# Chronicle

An ultra fast and convenient presentation format designed for modern teams

[▶ Watch the product demo ↗](#)

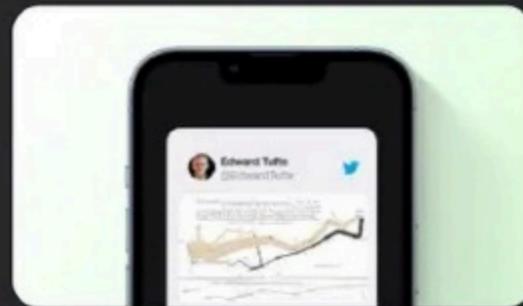


# Designed for modern teams to create impressive presentations 50x faster



## BLOCKS

Create faster with pre-designed blocks



## MOBILE CONSUMPTION

Create delightful mobile first presentations



## TEMPLATES

Start closer to the finish line with use case templates



## REAL TIME COLLABORATION

Collaborate with your team to tell powerful stories

## EMBEDS AND INTEGRATIONS

Seamlessly link with 100s of tools you use everyday



GO TO MARKET STRATEGY

# Chronicle has built-in distribution loops that drive product-led-growth

As a starting point, we are focussing on select use cases (pitch decks, all hands) within a few enterprises.

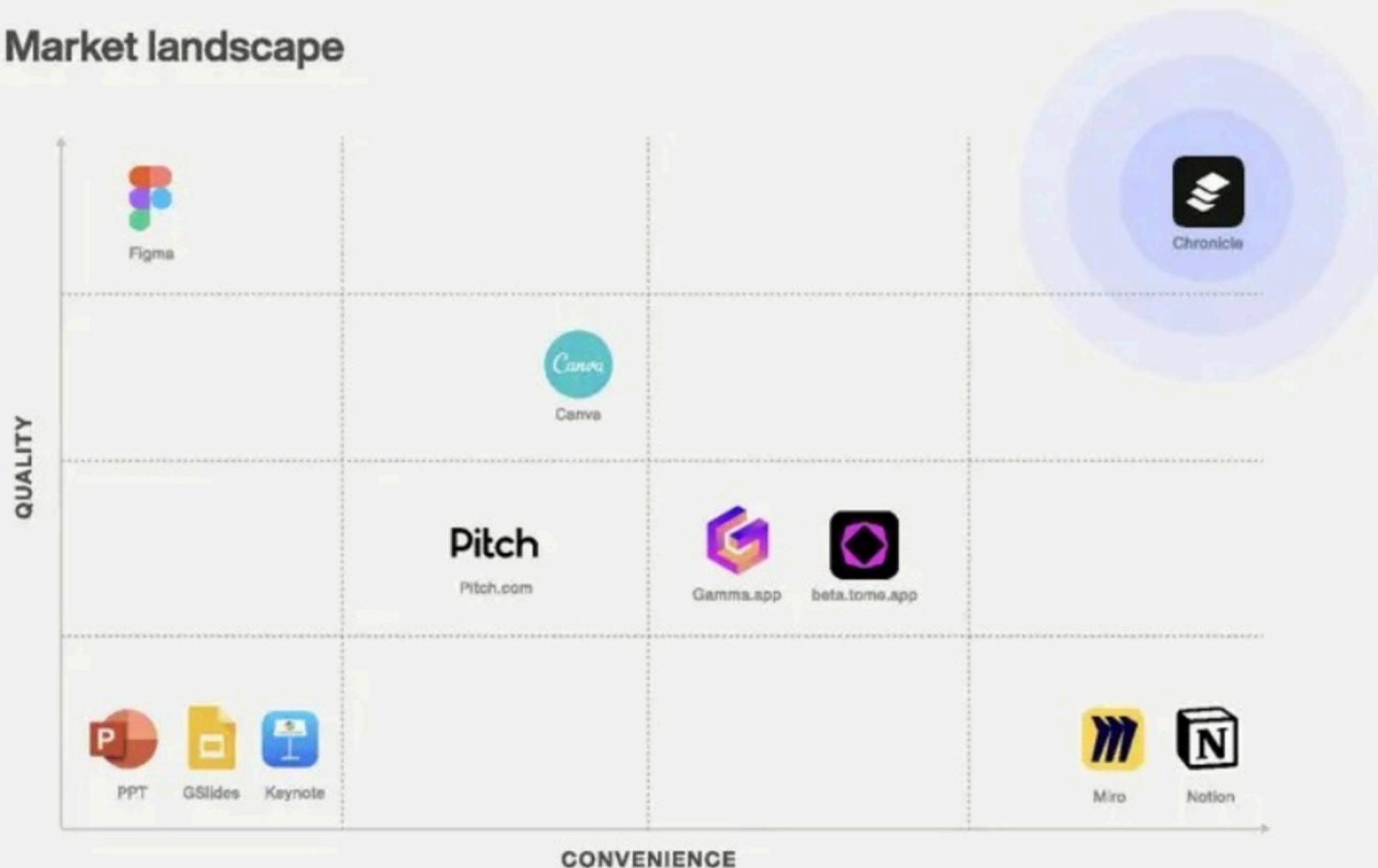


\*based on preliminary beta testing

## COMPETITIVE LANDSCAPE

# Chronicle outperforms existing alternatives on convenience as well as quality of output

## Market landscape



COMPARED TO  

## 50x faster and convenient

By eliminating pixel level design choices, Chronicle becomes 50x faster in creation

COMPARED TO  Pitch

## Novel interactive format

Chronicle's interactive format is more engaging compared to the static slide format used by tools like Canva, Pitch

COMPARED TO    

## Purpose built for storytelling

Chronicle is designed for modern storytelling and enables world class information design in contrast to docs or visual presentations

# We are seeing early signs of validation of product and distribution

**50x faster and convenient**  
compared to existing solutions



**Saumil Tripathi**  
PMM at Google

"Chronicle's creation experience is so simple and fast that I can start creating an update for my team just a few minutes before my check-in.  
It's a **game changer.**"

**Output quality among top 5%**  
across all the decks produced



**Alex Logan**  
Founder at Cecil

"This is impressive *and* convenient - difficult to create this output so quickly without Chronicle. After the pitch deck and all hands, surely keen to try out more use cases."

**4-5 additional users** for each  
onboarded users



**Tanmay Jain**  
PM at Chefprep

"Just sunk in how convenient this is. Can you please add:  
josh@chefprep.com.au (CEO)  
maddi@chefprep.com.au  
elle@chefprep.com.au"



# Thank you

Say hello → [mayuresh@chroniclehq.com](mailto:mayuresh@chroniclehq.com)



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