

Deck

DAY ONE VENTURES

DISCLAIMER

The information set forth in this presentation (including any written materials provided herewith) is proprietary and shall be maintained in strict confidence. Each recipient hereof acknowledges and agrees that the contents of this presentation (i) constitute proprietary and confidential information that Day One Ventures Fund I, L.P. (together with its affiliates, "Day One Ventures") derive independent economic value from not being generally known and (ii) are the subject of reasonable efforts to maintain their secrecy. The recipient further agrees that the contents of this document are a trade secret, the disclosure of which is likely to cause substantial and irreparable competitive harm to Day One Ventures. Any reproduction or distribution of this document, in whole or in part, or the disclosure of its contents, without the prior written consent of Day One Ventures, is prohibited.

This document contains various estimates of financial information and valuation of securities. While all such information is presented based on the exercise of Day One Ventures's reasonable judgment, there can be no assurance that such information will prove to be accurate or that such valuations reflect the true fair market value of the securities referenced or the ultimately proceeds that will be realized, if any, from future dispositions of such securities. In addition, certain factual statements made herein are based on information from various sources prepared by other parties. While such sources are believed by Day One Ventures to be reliable, Day One Ventures does not assume any responsibility for the accuracy or completeness of such information.

WE WORKED WITH



PRIOR INVESTMENTS

SUPERHUMAN

DigitalGenius

domuso
EMPOWERING RENTERS

 **arcus**

PUBLIC
GOODS



NEUROHACKER
COLLECTIVE



Pillar

 LAB FELLOWS

 **CATALOG**

 HOLLOWAY

futurefamily

Zestful



 **HYP3R**

 AnyRoad

 **nebia**


CATALOG
INFINITE DATA ARCHIVES

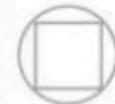
 Truebill

 Openland

ACQUIRED.IO

FABLE

winnie

 Invisible

 octi

 HOME61

Knowhere



Portal

 MONSCIERGE

INVESTING IN PRODUCTS PEOPLE LOVE

Josh Mobley Music
@joshmobleymusic

Follow

I would almost do the sound design for free. This app pays for itself: Truebill Expense, Bill Tracker by Truebill, Inc.



Truebill Budget & Bill Tracker

• NBC: This Startup Is Helping People Find Forgotten Money •
• CNN: How To Shave Hundreds Off Your Credit Card Bill •
• Fortune: There's Now A Startup To Help You Cancel All Those ...
4.5/5.0 stars - 7,506 ratings

7:02 PM - 23 May 2018

Ryan Hoover ✓
@rrhoover

Following

New AR app just raised \$7.5M:
producthunt.com/posts/octi

Seems like VCs are more comfortable backing consumer AR now more than ever. Anyone have data on this?



Heather Olivas

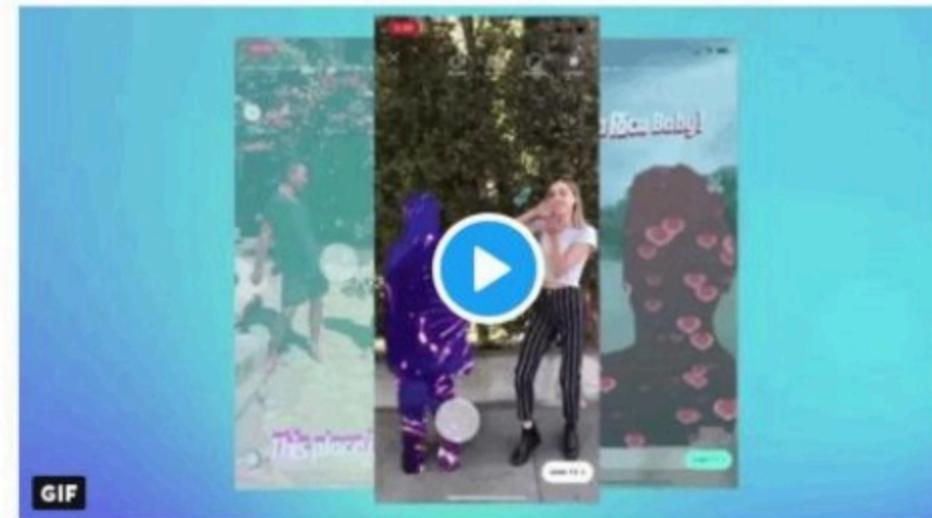
January 17 at 3:59pm · Surprise, AZ

If you are considering going with Future Family for financing. PLEASE DO!! They have gone above and beyond anything I ever expected and I keep getting these little surprises.

Product Hunt ✓
@ProductHunt

Follow

Turn your videos into creative moments ✨
producthunt.com/posts/octi



Thank you for this app!

Jul 14, 2018

★★★★★
NicoleFreakinRules

My father lost his hearing in February of 2018, and without this app we wouldn't have been able to communicate with him to the level that this app allowed. Ava gave him the ability to communicate with his doctors, audiologists and attend church. I can't ... more

I am Deaf

Nov 22, 2017

★★★★★
Jamie Broughton

I have been using Ava for quite awhile now and would recommend it to just about anyone who is either deaf or works with the deaf or hard of hearing. This app has helped me in more ways than I can write in just one review, it has had its glitches but the developm... more

Marie Stacy

December 11, 2017

Attention!!! Anyone that needs help with financing. !!
Please look and share.

I asked awhile back if anyone used future family for financing. Well, they are legit I have had the most amazing experience with them this round. They have a nurse concierge that is like a best friend holding your hand. In the beginning, I thought I wouldn't like it. But I swear. She is my rock.

My financing was \$12,100 for ivf and PGS testing and \$1,000 in Meds. Which is what I asked for because my health insurance covered it. It was just a co pay I paid for.

The only thing they do is a credit check. Below a 680 you put 20% down. Above 680 it's zero down. My husband and I are paying \$175 a month.

I wanna tell you. This is the most amazing company I've ever borrowed money from. I thought it was a scam because it was too easy.

Anyways. For my retrieval. I came home to some beautiful flowers and an awesome note.

Please if you need financing. Use them. You won't regret it.

Steve Schlafman 🌐 @schlaf · Jun 1

I just started using @SuperhumanCo for email. Wow. This is really the best email experience. What in the world have I been waiting for? Exceeding expectations.

Blake Eastman @Blakeeastman · 6h

Really loving @SuperhumanCo it has inspired me to get rid of the mouse for more then just email. Also, it's just so fast I am shaving years off my life!

Sam Gerstenzang @gerstenzang · 17 Oct 2017

Superhuman is a 10x better email client for me. I don't think I can ever go back. @rahulvohra

PORTFOLIO EXITS

ACQUIRED.IO

Acquired.io, SaaS product for mobile marketers, has been acquired by Adjust, a company that offers a unified mobile marketing platform.



 **FEASTLY**

Feastly, a global marketplace for chefs, has been acquired by ChefsFeed, a media company focused on food and drinks that is frequently cited as the “Anti-Yelp” for its expert food reviews.



ANGEL PORTFOLIO

- Piper: Managed all PR efforts leading to 100+ publications and brought 4 new investors on board.
- MEL Science: Led PR efforts resulting in 50+ publications in Forbes, Engadget, Huffington Post, TechCrunch and other media, enforcing sales of the product.
- NtechLab: Masha managed all PR efforts, generating 100+ publications in BuzzFeed, WSJ, Bloomberg, TechCrunch and other leading international media, which led to 600+ international B2B inbound leads.



INVESTED ON May 2016

EXIT ON October 2017

RETURN 10.5X

DigitalGenius



Chatfuel



ACQUIRED.IO

Privacy



TEAMDOM

TEAM MEMBERS



MASHA DROKOVA

Founder and General Partner at Day One Ventures. Before launching Day One, she was an angel investor and founder of a PR studio that worked with companies like WeWork, Houzz, HotelTonight, Gett, and Toptal. She was named by Business Insider as a top 50 PR pro in tech. Masha has a deep love for our earth and serves as an advisor to Oceanic, a non-profit using VR to bring attention to issues impacting our oceans.



NATALIE ISSA

Head of Communications at Day One Ventures, where she helps portfolio companies craft and tell their stories. Natalie is passionate about emerging technologies, having previously worked with companies like Baidu's AI Group, D-Wave Systems, Drive.ai, EchoPixel, and Woopra. She comes from a big, chaotic Lebanese family and loves every minute of it.



CJ HUNTZINGER

Director of Communications at Day One Ventures, where he builds Day One's east coast presence and conducts PR for the portfolio companies. He previously worked at SparkPR and Brew where the team managed PR for brands such as Lemonade, SmartThings, and Red Bull Radio. He loves tracking shifts in consumer perception towards technology and watching the collision of our online and offline worlds.



YURY MOLODTSOV

Analyst at Day One Ventures where he evaluates potential deals and identifies key market trends. He has analyzed more than 4,000 companies to determine their market viability and potential for success. Yury holds a degree in applied mathematics and physics. Earlier he also worked in the aerospace industry and has a passion for futuristic projects.

ADVISORS



JOEL ENGLANDER

Head of Google Cloud startup program. Investor at Blumberg Capital and Redpoint. He has invested in over 50 startups across sectors and has over a decade of seed stage investing and operations experience. He was one of the first investors in Instacart.



ILYA ZUBAREV

Senior Partner at Runa Capital. Ilya has more than 20 years of experience as serial entrepreneur and investor. He is a co-founder of several global enterprise software companies including Acronis, Parallels, Rolsen and Acumatica.



SERGUEI BELOUSSOV

A serial entrepreneur, the co-founder, CEO and chairman of the board of Acronis, a global data protection company, and the senior founding partner of Runa Capital, a technology investment firm.



RICCARDO DI BLASIO

With the last 8 years spent in Silicon Valley, Di Blasio accrued more than 25+ years in the technology industry with key executive roles at companies like EMC Corp. and VMware and currently running global partner sales for cloud platforms at DXC Technology.



LUIS A. NAVIA

Luis has served on Verizon's Content Strategy and Acquisitions Team focused on emerging technology and digital media. He also has worked for Fortune 50 Companies, as a primary delegate manager for a Presidential nominee, and led multiple events with TEDx.

INVESTMENT FOCUS

STAGE

We focus at the investment stages when we can bring the massive impact with our expertise.



AREAS

We look for the hard-to-imitate projects in the emerging technology fields.



LOCATIONS

We invest in companies focused on the US and European markets.



INVESTMENT AREAS



AI/ML

- The global enterprise Artificial Intelligence (AI) market to grow from \$845.4 million in 2017 to \$6,141.5 million by 2022 (Research and Markets).
- Tech giants have built their own cloud platforms (AWS, Google Cloud, Microsoft Azure), invested in hardware for machine learning (TPU) and buy startups using it.
- Google released their core ML frameworks in open source (Tensorflow).
- Companies that get access to proprietary datasets earlier get a competitive advantage now.

DigitalGenius



Knowhere



VR/AR

- The global AR market is expected to grow from \$11.14 billion in 2018 to \$60.55 billion by 2023 whereas the VR market is expected to grow from \$7.90 Billion in 2018 to \$34.08 Billion by 2023 (Markets & Markets).
- Big corporations and venture firms fund the development of the foundational tech (Oculus, Magic Leap, Microsoft HoloLens, etc) that can be utilized by pioneering companies.

FABLE



FINTECH

- The global Fintech funding exceeded \$31 billion in 2017 (KPMG), where the US generally accounted for almost two-thirds of the global funding.
- While SoFi and a few other companies basically dominate the general lending making acquisition through digital advertising inefficient, new companies are entering the market by building products targeted at specific industries and thriving on their exclusive access to data and potential customers.

futurefamily



domuso
EMPOWERING RENTERS



INVESTMENT AREAS



CONSUMER

- Advances in tech enable new companies to enter old markets with radically superior products.
- Business-to-consumer subscription businesses have attracted more than 11 million U.S. subscribers in 2017, and the industry as a whole has been growing at 200% annually since 2011 (SubscriptionCommerceInsider).
- Direct-to-consumer model allows to companies rely on delivery and save costs, while also lowering the overall user acquisition costs.

SUPERHUMAN

PUBLIC
GOODS



IMPACT

- Impactful companies are the ones whose mission is to create revenue by meaningfully improving the world and aligning incentives around positive impact.
- Technology businesses with experienced teams have a better chance of solving those issues, their advantages allow them to outperform traditional tech companies as an investment vehicle. Their mission helps them attract the best talent and build a movement of loyal followers.

 **nebia**



 **HOLLOWAY**



MARKETPLACES

- Marketplaces disrupt traditional business models while modern technologies create great opportunities for customer-oriented products - we've worked a lot with these types of businesses and know how they develop and scale.
- Some of the older industries, such as real estate in the US, are so big that they likely won't be ever monopolized by any tech company, enabling multiple players differentiated by niche and locations.

 **HOME61**

 **FEASTLY**

WHAT WE LOOK FOR

POTENTIAL \$1+ billion valuation

SUFFICIENT MARKET TAM of a few billions at least

SCALABLE BUSINESS MODEL Solving a major pain point with a clear monetization strategy

VIABLE UNIT ECONOMICS High LTV/CAC combined with unique acquisition channels

TRACTION The idea is proven directly by the market

TOP-NOTCH TEAM An experienced team with excellent execution

DEFENSIBLE PRODUCT Network effects, unique industry knowledge, and patentability

CLEAR EXIT OPPORTUNITIES A clear path to M&A or IPO

FITS OUR VISION Day One culture

WHAT IS DAY ONE

Every company we invest in embodies the Day One spirit.

CUSTOMER OBSESSION Great companies are built around their customers's needs

DECISIVENESS You need to make quality decisions, and you need to make them fast

FOLLOW EXTERNAL TRENDS Watch the real world - experiment, try and fail, but follow reality

FOCUS ON PRODUCT The unicorns we know always put their product first

EXCELLENCE High standards

EMPATHY Good founders appreciate people and treat everyone fairly

PR WORTHY The company should be at the point where PR and marketing will truly move the needle

OUR DEALFLOW

Dealflow

OPPORTUNITIES 200-250 per month

DUE DILIGENCE 10-15 per month

INVESTMENTS 1-2 per month

Sources

Organic	Network	Co-investors
Inbound	Friends	VC Funds
Proactive	Founders	Accelerators
	Executives	Angels
	Influencers	
	Reporters	

