



WHAT IS IT?

A SaaS platform for measurable, repeatable prediction of startup success.

THE PROBLEM

Tech startups are easy to build, but too many have no viable market.

9 out of **10** startups fail.

- Forbes

42% fail because no one wants what they are building.

- Crunchbase

10% of startups fail in the first year.

- Forbes

Accelerators and incubators don't have better failure rates.

- Business Insider

95% of applicants to accelerators and incubators each year are turned away with no further opportunity or plan. - Forbes



THE SOLUTION

Predictive analytics for viability and success BEFORE entrepreneurs and stakeholders spend time and money.

“Tech startups are the modern gold rush, founders and early-stage stakeholders are the prospectors... Precursa is the shovel!”

MARKET SIZE

- 1.35M new tech startups annually worldwide
- 7k incubators and accelerators worldwide
- 1,800 VC firms worldwide
- \$6.3B market - \$1.4B addressable in tech-specific
- 2k tech-focused incubators and accelerators
- 1k tech-focused VC firms
- 1M entrepreneurs looking to de-risk their startups

INVESTMENT OPPORTUNITY

Be the lead investor in the \$500k pre-seed round.

Use of Funds

- ▶ Platform :: \$215k
(Design, UX, software development, R&D for AI/ML/algorithms)
- ▶ Content :: \$95k
(Idea roadmap, video, audio, inset educational content)
- ▶ Customer Acquisition :: \$110k
(Direct sales, advertising, social media, podcast)
- ▶ Operations :: \$75k
(Customer experience, infrastructure, finance, security)

Terms

- ▶ SAFE
- ▶ Guaranteed Valuation Cap: \$5M
- ▶ Discount for \$100k+ Investors

Runway

- ▶ 9-12 months
- ▶ Revenue during this time: \$255k-450k

MVP Launch

- ▶ Fall, 2021