

Deck

DAY ONE VENTURES

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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
RENTAL DATA ARCHIVE

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



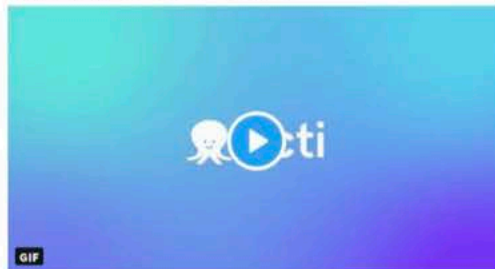
Ryan Hoover

@rhuover

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.

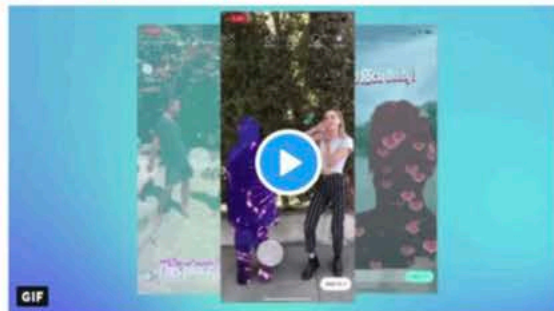


Product Hunt

@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 than 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.

@rahulvotra

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, 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.

ARTIFICIAL INTELLIGENCE

VIRTUAL REALITY

CONSUMER

FINTECH

EDTECH

MARKETPLACES

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 REALTY



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	



WE INVEST WITH

VC Funds



SOCIALCAPITAL



BENCHMARK

SEQUOIA 

ANDREESSEN
HOROWITZ



GREYCROFT

Angel Investors

- Jason Calacanis
Jason's Syndicate
- Sam Altman
YCombinator
- Paul Buchheit
Creator of Gmail
- Naval Ravikant
Founder of AngelList
- Daniel Ek
CEO of Spotify
- Dharmesh Shah
CTO of HubSpot
- David Cancel
Founder of Drift
- Eoghan McCabe
CEO of Intercom
- Des Traynor
Co-founder of Intercom
- John Collison
Co-founder of Stripe
- Steve Case
Co-founder of AOL
- Brad Garlinghouse
CEO of Ripple
- Tikhon Bernstam
Founder of Parse
- Greg Silverman
EVP of Warner Brothers
- Josh Guttman
Partner at SoftBank
- Niv Dror
Ex-Marketing at Product Hunt
- Alex Moore
Founding Engineer at Palantir
- Howard Morgan
Co-founder of First Round Capital
- Charles Songhurst
Founder of Katana Capital
- Lee Linden
Founder of Karma (acq. by Facebook)
- Mark Pincus
Founder of Zynga
- Siraj Khaliq
Partner at Atomico

LANDSCAPE IS CHANGING

VCs are quickly becoming an unnecessary middleman unless they bring value beyond a check. Venture capital money is now a commodity and the competition for the best deals has risen dramatically.

KEY SIGNS

1

Startups have preferred to raise \$5.6B via Initial Coin Offerings in 2017

2

SoftBank has launched its \$100B Vision Fund that might change the entire industry

3

The volume of VC funding grew in 2017, but the number of deals decreased

4

Most of VC funds are doing spray paint instead of picking the best deals

EFFECTS

1

The best founders are very picky regarding the investors they partner with

2

Access to the best deals is limited, need to be a top firm or a clear value-add

3

The funding rounds have become extremely competitive

At [Day One Ventures], we are creating the most founder-centric venture capital firm. We invest in early-stage tech companies and spearhead their communications.

We view our communications help as our product. We run a few dozens of processes in a particular way to ensure that we provide our founders with the best PR support they can find.

As a result we build meaningful and mutually beneficial relations with the founders. That helps us to enter the most competitive deals, being invited to co-invest with the leading funds and receiving a great organic dealflow.



VALUE OF PR

High-quality communications and PR support companies in multiple ways:

- 1 Attract customers
- 2 Attract across partners and investors
- 3 Validate the expert reputation
- 4 Help to compete
- 5 Hire the best talent

The most startups neglect this opportunity:

- Founders don't have significant experience with PR
- PR agencies are expensive (~\$10-30k per month)
- Negative experience from low-quality PR freelancers



TESLA

Tesla has never bought an advertisement yet audiences consistently discuss the company and its products, increasing their visibility and brand.

- Elon is active on social media and gives news media interviews seemingly every day. He built an expert reputation in the areas such as machine intelligence and became a regular speaker.
- All their events are created with media in mind which enables space launches of their cars.



Robinhood was founded in 2013 and without any digital marketing it got to \$5.6 billion in valuation and has over 2 million customers.

- Robinhood achieved that by doing high-quality communications that explained the advantages of their superior product and attracted the millennial audience that wasn't satisfied with existing old-fashioned solutions.
- Only now the company started to focus on digital marketing.

HOW WE HELP

We take an active role in helping our portfolio companies through marketing and communications.

When onboarding a new portfolio company, we follow the specific process to launch their media presence.

BUSINESS OBJECTIVES

We learn about the objectives of the company for the next year

JUMP OFF LIST

We collect the materials we use as background for messaging and announcements

MESSAGING

We draft a messaging document outlining the company's story

MEDIA

We pitch the reporters and secure publications

PORTFOLIO COVERAGE HIGHLIGHTS

TC TechCrunch

"News startup Knowhere aims to break through partisan echo chambers"

FINANCIAL TIMES

"Driverless cars: mapping the trouble ahead"

VentureBeat

"DigitalGenius raises \$14.75 million to bring artificial intelligence to customer service"

TIME

"This App Promised to Help Me Save Money by Shaving Down My Bills."

Forbes

"You Should Build A Desktop PC With Your Kids...Seriously, A Desktop"

BuzzFeed

"5 Interesting Ways Mobile App Marketing Will Change Over The Next 5 Years"

FUND'S COVERAGE



"They will look for "compelling stories where PR can truly impact the company by empowering the team, amplifying their vision, and accelerating growth as a result."



"Masha knows a lot of people," said Serguei Belousov, a senior investing partner at venture firm Runa Capital <...> "She is good in that she gets access to very good startups."



"Day One Ventures stands out from many other early-stage firms handling public relations for its portfolio companies..."



"Day One Ventures is unusual in that not only is it female-led but it also provides marketing and public relations services to companies it invests in."



"Droková is currently testing the investing/PR hybrid model, with plans to replicate it for different types of expertise, such as legal and recruiting."



"San Francisco-based seed and Series A investor Day One Ventures came out of stealth and announced its launch."

WHAT OUR FOUNDERS SAY ABOUT DAY ONE



DAMIAN LANGERE, CEO @ DOMUSO

"Day One Ventures has been one of our most helpful investors. When they invest in a company, they truly back the founders by actively providing not just communications expertise, but results. Since working with Day One, we've received high impact press coverage, gained access to top-tier professional events, and made new connections that have accelerated our growth. As a founder, you feel that they are there for you from the beginning until the very end."



MIKHAIL NAUMOV, PRESIDENT @ DIGITALGENIUS

"Day One is one of the most helpful partners. In addition to usual support provided by venture capital firms, Day One takes an active role in helping portfolio companies develop a communications strategy, secure key media coverage, and amplify their message during critical points in the company's growth cycle."



OLIVIER GRINDA, CEO @ HOME61

"Day One Ventures worked with us not only as an investor, but as a true partner, helping us grow through communications. The team has secured coverage for us in top-tier press, collaborated with us to refine our messaging, and took an active role in our public relations strategy. They know how to use communications to open up new opportunities for their portfolio companies."



ANDREW KOURI, CEO @ LVL5

"Working with the folks at Day One Ventures has been an incredible privilege for Lvl5 and for me. They really make a point to get to know me as a founder and support me in ways that other investors don't. If you're fortunate enough to have Day One invest in your company, their backing extends far beyond the check - the team is comprised of top-notch PR experts, well-connected to entrepreneurs across the globe, and determined to help in any way possible. I consider myself very lucky to have Day One on my side."

WHAT OUR FOUNDERS SAY ABOUT DAY ONE



YAHYA MOKHTARZADA, CEO @ TRUEBILL

"Day One Ventures is outstanding when it comes to their ability and willingness to provide support at an operational level. The team took an active role in helping us with communications not just by providing strategic advice, but by directly securing coverage for us in top-tier media. As the founder of a Day One portfolio company, you feel like the firm is always on your side. They don't dictate what you should do but act as a true partner working toward the same goal - growing your company."



ANDREY KAZAKOV, CEO @ ACQUIRED

"We are lucky and blessed to have Day One Ventures as our investors. They are amazing partners that help with all aspects of our business and handle PR and communications like no other - it really makes us stand out in the industry."



NATHANIEL BARLING, CEO @ KNOWHERE NEWS

"Already a hugely valuable seed investor, in the run up to and since our April 2018 launch, Day One Ventures have become an integral part of our team. Their PR counsel has been second to none in both strategic input and execution. Communications with the team have been seamless, enabling us to build a powerful and nuanced message in a particularly short time-frame, resulting in a press response that exceeded expectations. It's a privilege to be working with Natalie and Masha and I'm looking forward to continuing to build our story, brand, and position in the public consciousness alongside them."

BIG VISION

We have started with communications and we plan to provide our portfolio companies with services in other areas to ensure their success.



PRODUCT



GO-TO-MARKET



RECRUITING



DESIGN



KEY TERMS

FUND NAME	Day One Ventures
MAIN OFFICE	San Francisco
GENERAL PARTNER	Masha Drokova
FUND SIZE	\$30 million
CASH PAYBACK PERIOD	5 years plain
FUND TERM	Close-ended, 10+1+1 years
INVESTMENT PERIOD	4 years
MANAGEMENT FEE	2.5% on committed capital during investment period, then on net invested capital
CARRIED INTEREST	20%
REPORTING	Quarterly unaudited financials & business update, annual audited financials

