



Early Stage Startup Evaluation

OUR VISION: Disrupting Resource Allocation

Experienced Co-founding team with a multidisciplinary background



Raul Estrada, CEO
Economist and anthropologist. Serial entrepreneur with 20 years experience. PhD candidate in Entrepreneurship. University Professor. Director of Andalusia Demium Startups



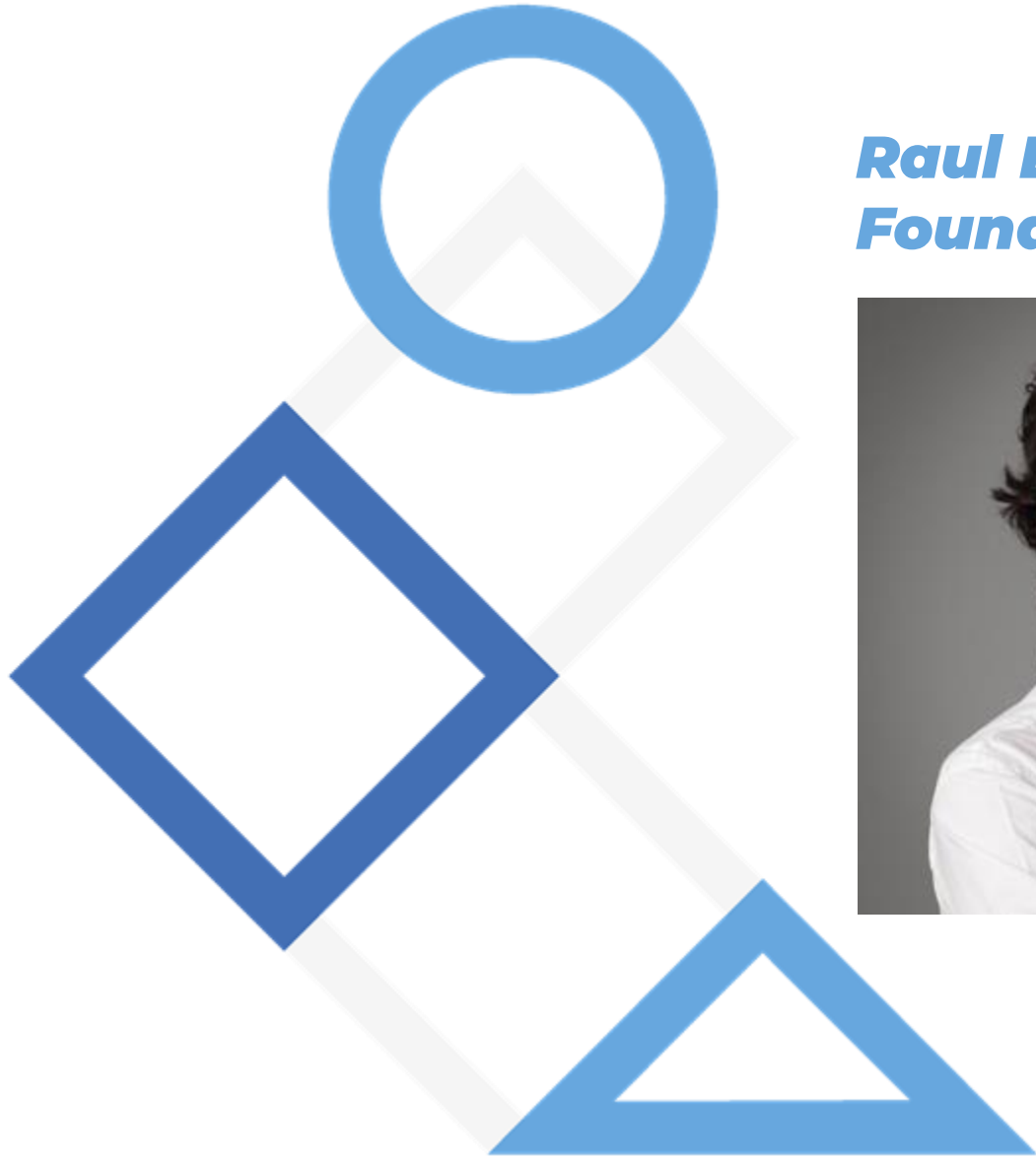
Ali Parandeh, COO
Serial Entrepreneur with 20+ years of experience in IT. Author of 5 books, with extensive experience in SaaS and Business development



Cristian Estrada, CTO
6 years of experience in Cybersecurity, SaaS development & Big Data



Frankie Carrero, CDO
20+ years experience in Artificial Intelligence. Programmer, Research scientist and university professor. Founder of BrainSIS



***Raul Estrada,
Founder & CEO***



PhD Research since 2015



PhD Research since 2015

***Enhance
Resource
Allocation***



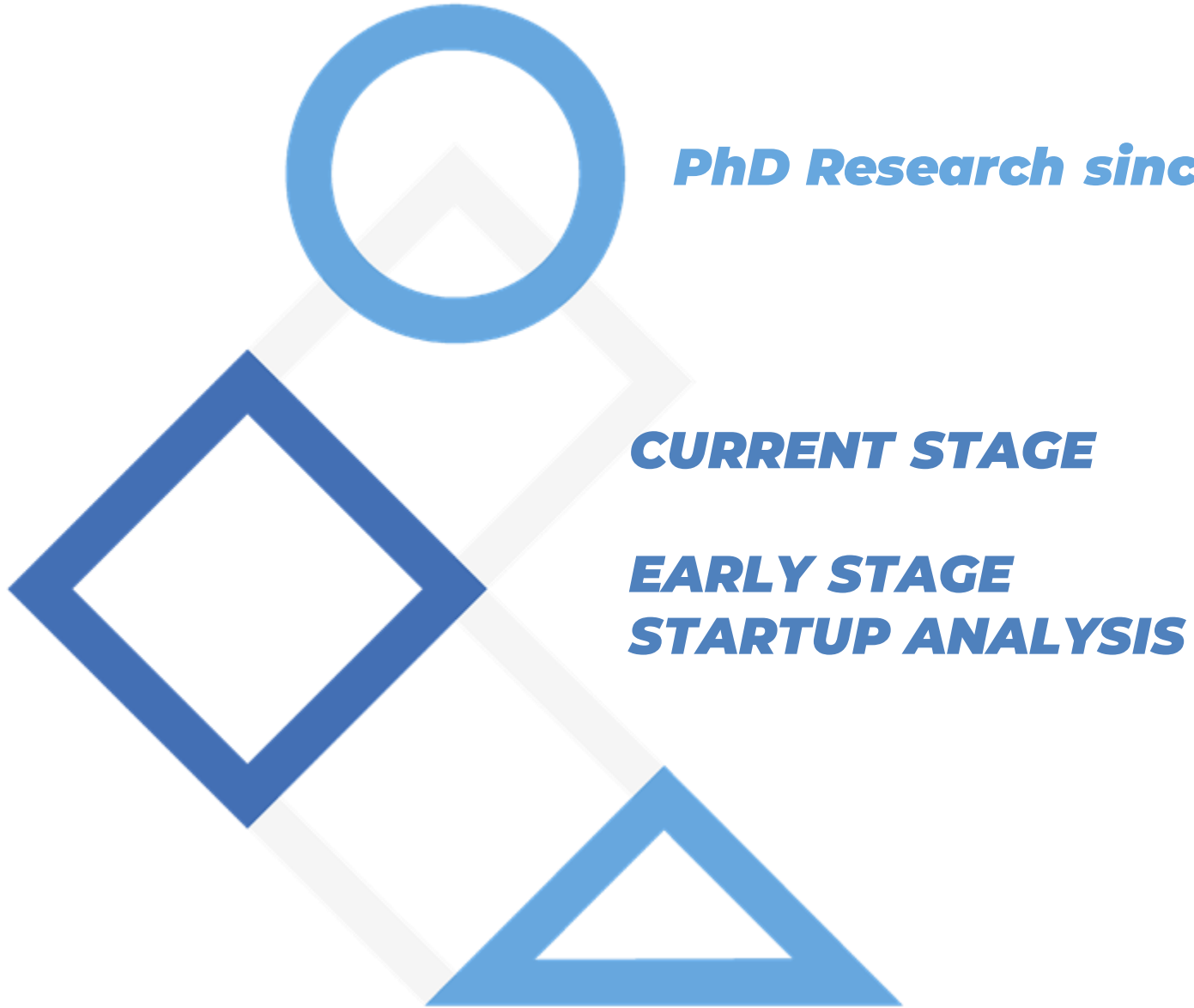
PhD Research since 2015

***Channeling
Investment
towards higher
potential projects.***

PhD Research since 2015

***Core Focus on &
gazelles & Startups.***

PhD Research since 2015



THE PROBLEM

*Early stage
project analysis is
extremely
complex*

THE PROBLEM

Most investments fail

and

*many high potential
project go unnoticed*

ROOT CAUSE

COST

ROOT CAUSE

COST

WORK LOAD

ROOT CAUSE

COST

WORK LOAD

TIME SENSITIVITY

ROOT CAUSE

COST

WORK LOAD

TIME SENSITIVITY

COMPLEXITY

To date

MotherBrain

by EQT Venture

DIG

by Inreach Venture

To date

Most others are fragmented approaches using only AI or part psychometric / academic

MotherBrain

by EQT Venture

DIG

by Inreach Venture

***Investors
INVEST in TEAM***

How do you measure?

**Team Alignment,
Compatibility,
Passion and Vision.**

OUR SOLUTION

*Combine
academically
validated knowledge
+ AI*

=

Robust AI

THE SOLUTION

*Combine
academically
validated knowledge
+ AI*

=

Robust AI

To Measure variables such as:

- Team compatibility,
- Resilience,
- Ambition,
- Passion,

We provide:

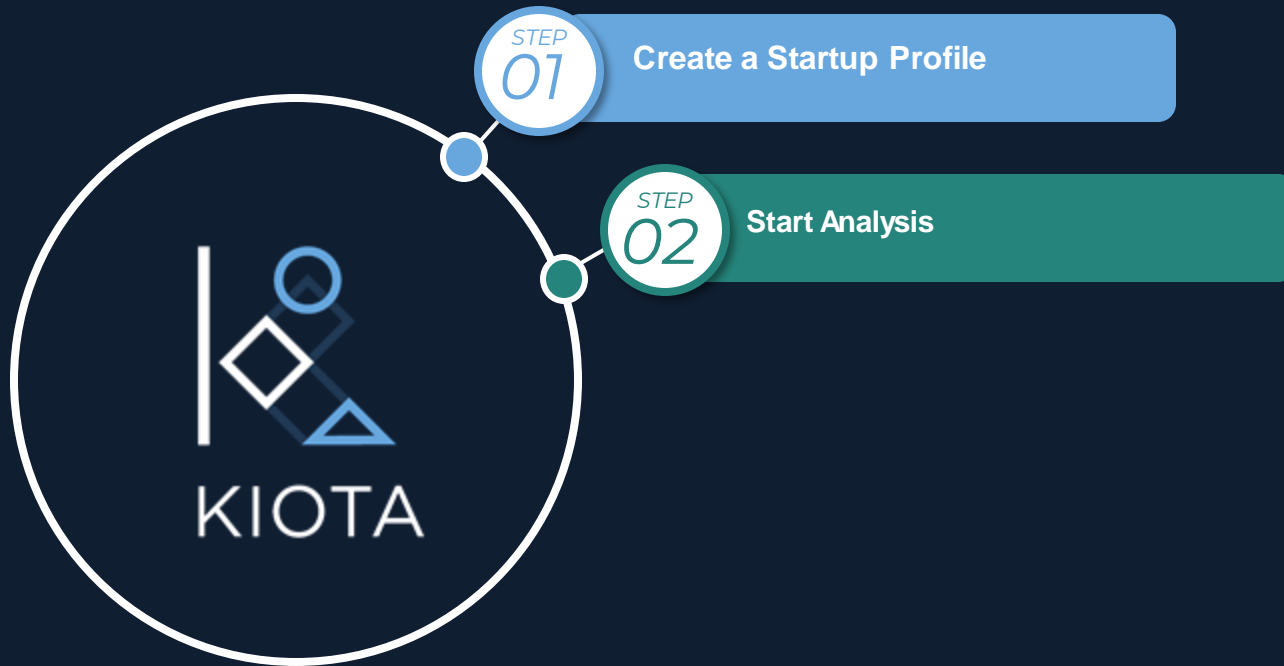
- Survival expectation
- Growth potential
- Valuation score

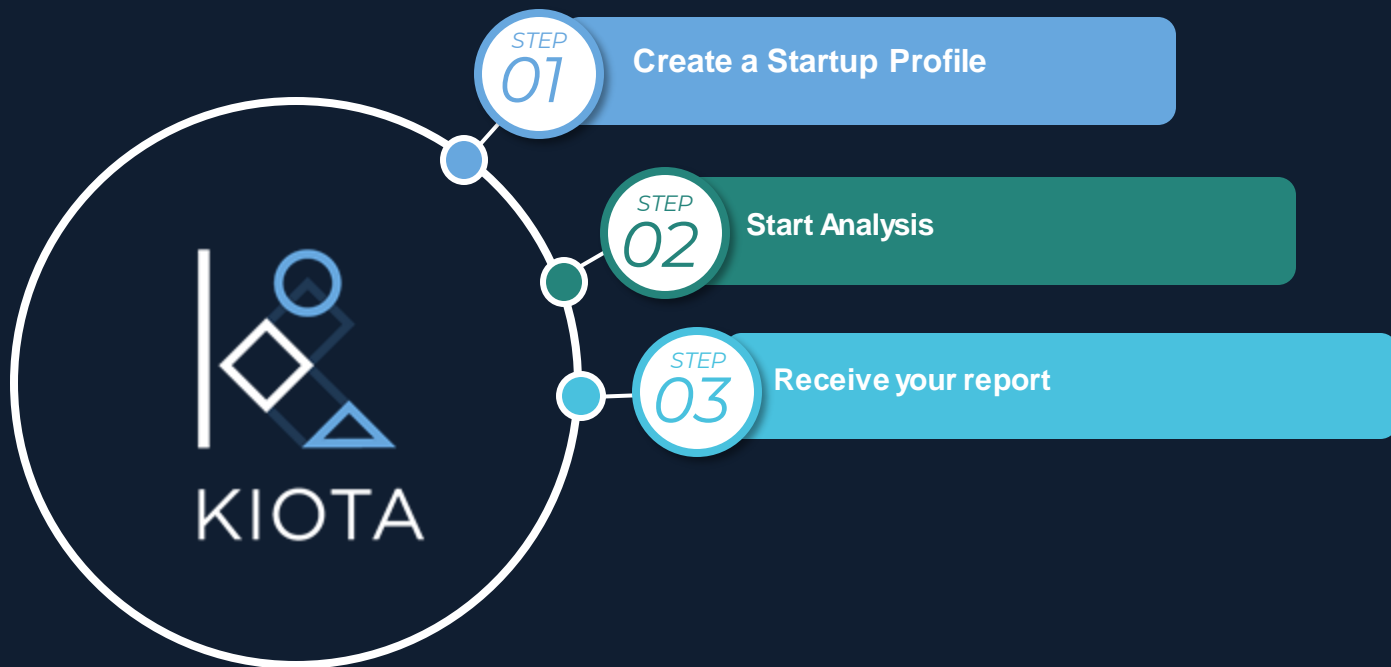
How does it work

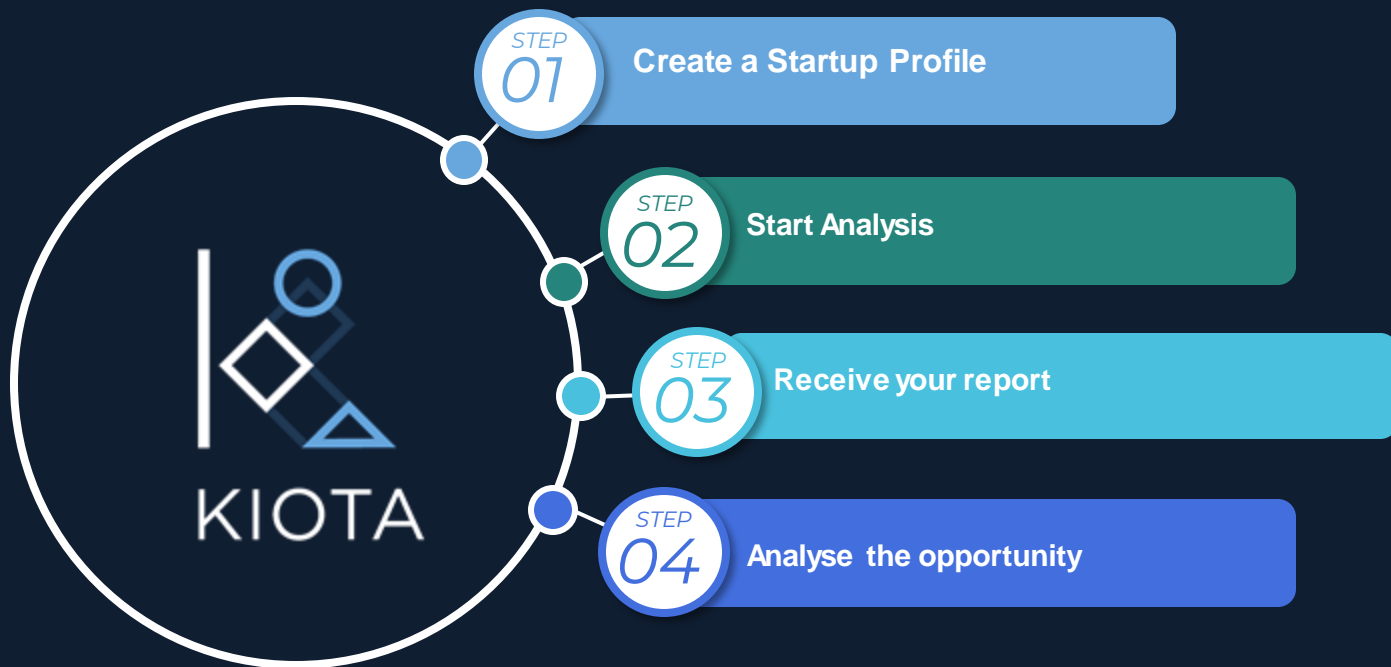
STEP
01

Create a Startup Profile

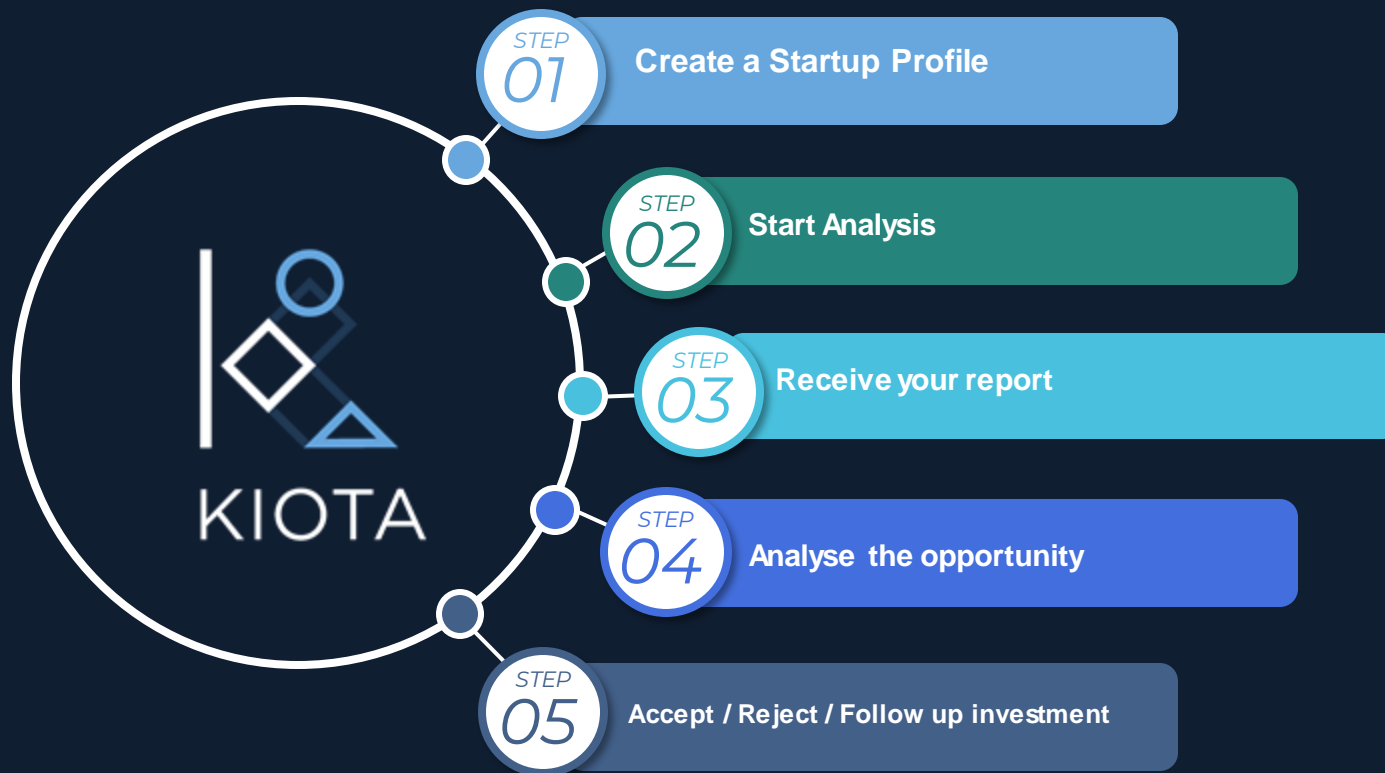








Try us, it is simple



Hi Luis,

Welcome on board!



Profile Set-Up

Personal Information 100 % completed



Social Network 100 % completed



Settings 70 % completed



Onboarding

Step 1

Edit your Profile

Set up your Profile. Kiota will extract your Academic and Professional info from your Social Networks.



Step 2

Add a company to "My Startups"

Link your company to an investor portfolio with your Investor Code. If you don't have one, Kiota will match your company with potential compatible investors.



Step 3

Fill up the Questionnaire

Fill up the Questionnaire. The data extracted from it will be analyzed by Kiota's Artificial Intelligence to score your company's viability.



Step 4

Join an investor

Link your company to an investor portfolio with your Investor Code. If you don't have one, Kiota will match your company with potential compatible investors.



Delox

Starter in: 2016

Sector: Bio Decontamination

Business Model: B2B

Project Stage: Product Market Fit

Investment Stage: Seed

Country: Spain

Evaluation Score:



Questionnaire Status: PENDING

Our report allows you to

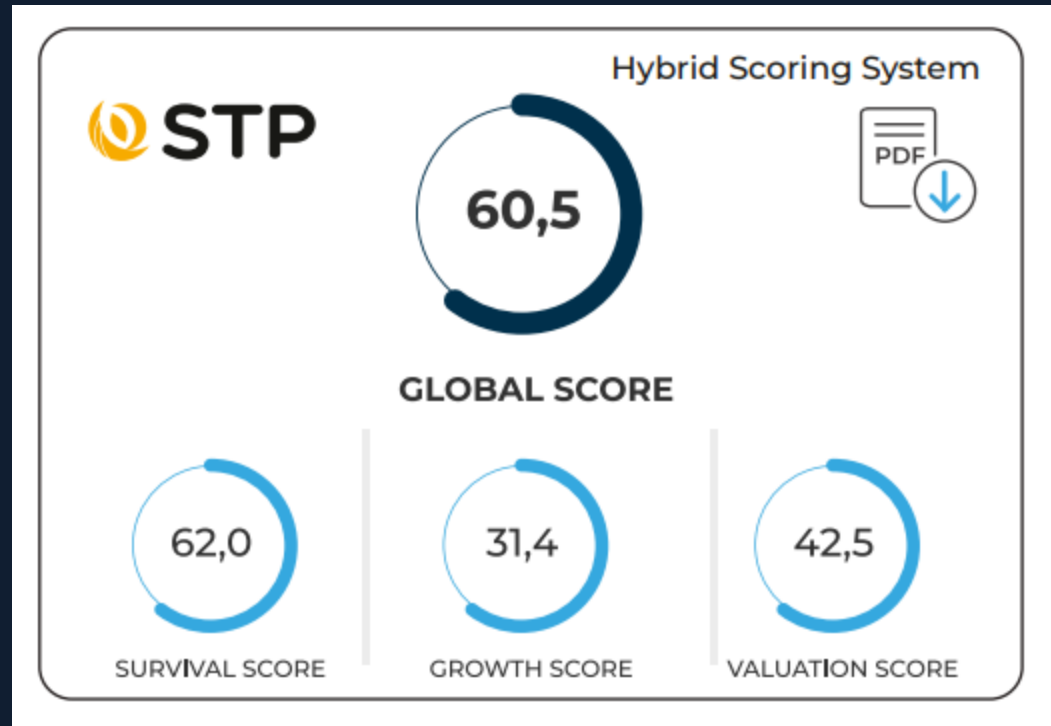
Measure variables such as:

- Team compatibility,
- Alignment,
- Resilience,
- Ambition,
- Passion,

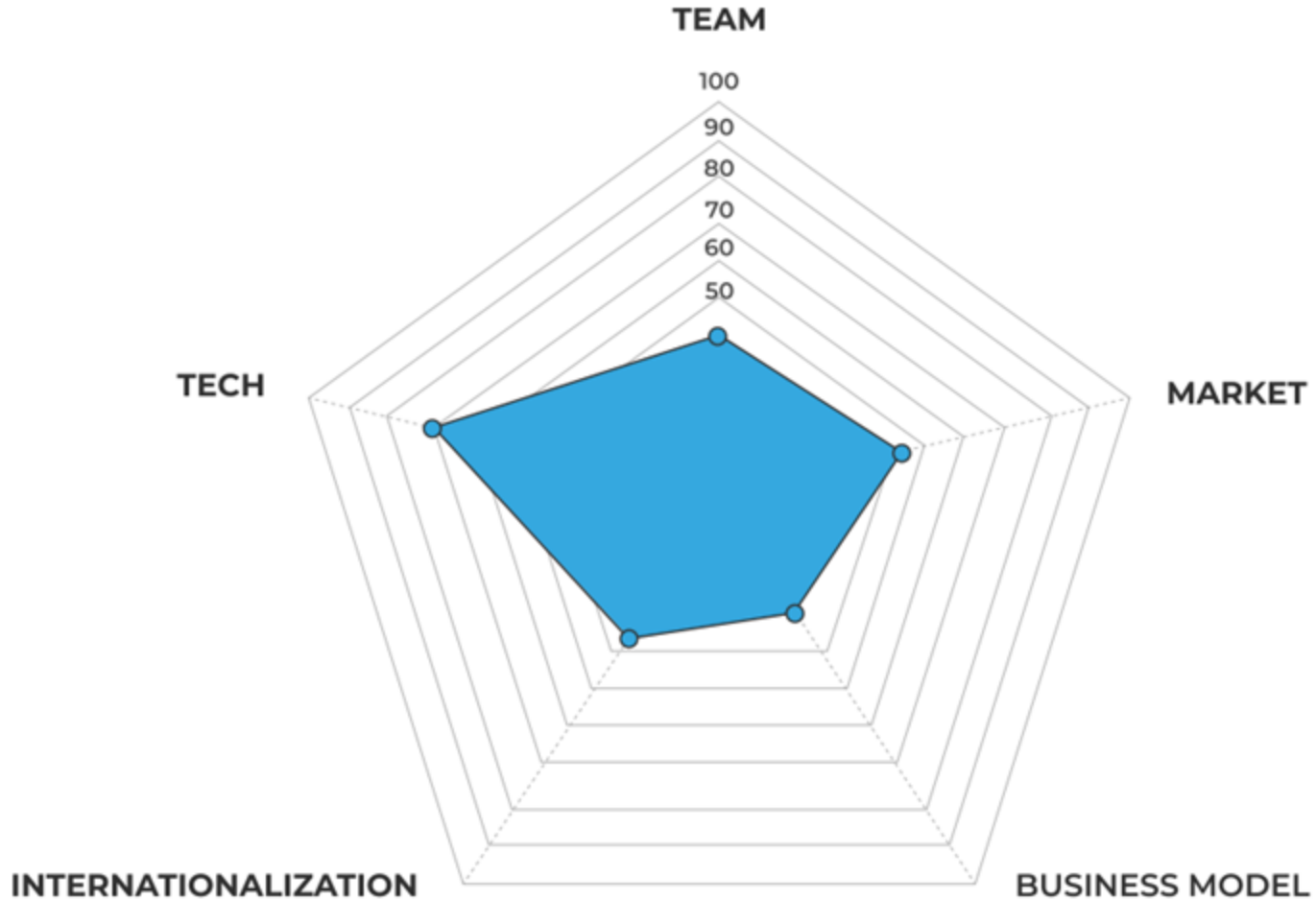


Our report provide you with

- Survival expectation
- Growth potential
- Valuation score



PROJECT DIMENSIONS

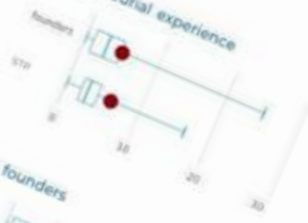


- Alguno de los fundadores no se dedica integramente al proyecto
- La fecha de comienzo del proyecto tiene un valor inconsistente
- La ciudad de incorporación tiene un valor inconsistente
- El valor de mercado tiene un valor inconsistente
- La fecha de internacionalización tiene un valor inconsistente

international experience



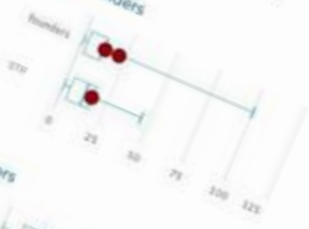
entrepreneurial experience



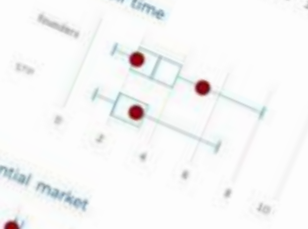
amount raised



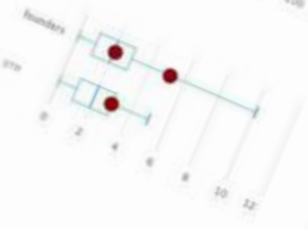
close founders



people full time



advisors



potential market



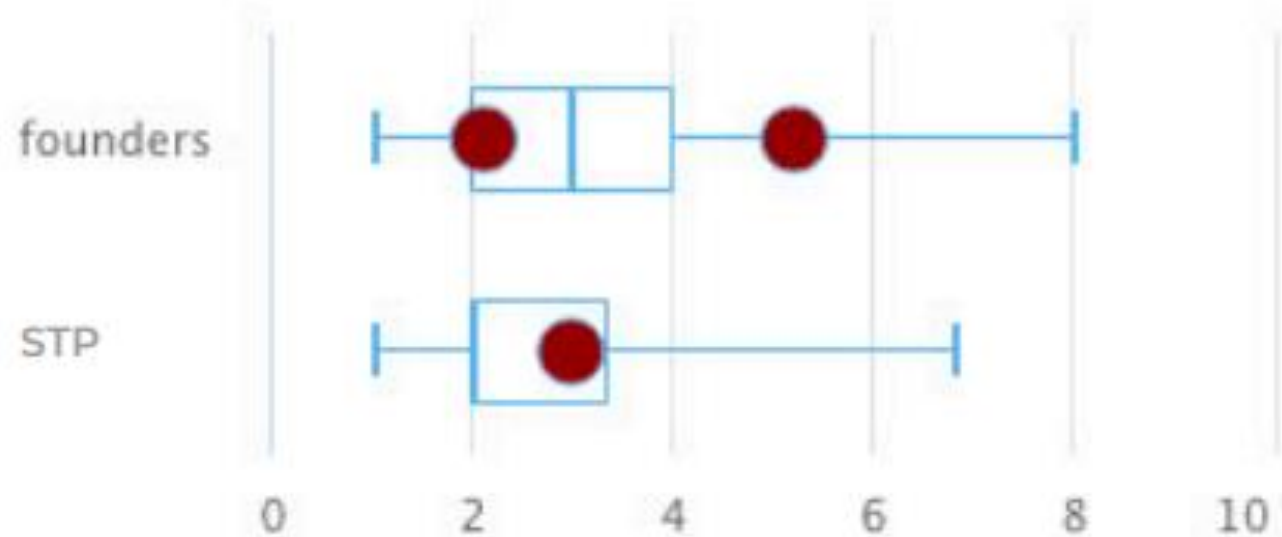


KEY INSIGHTS

- ▶ Balanced team
- ▶ Differentiated value proposition in a consolidated market
- ▶ Previous fundraising experience
- ▶ Slow traction
- ▶ Overly ambitious prospect related to current delivered achievements



people full time





Hybrid Scoring System



KEY INSIGHTS

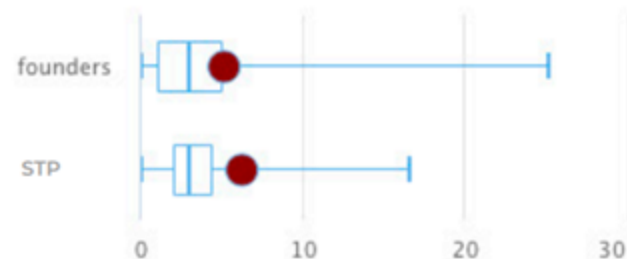
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Hybrid Scoring System



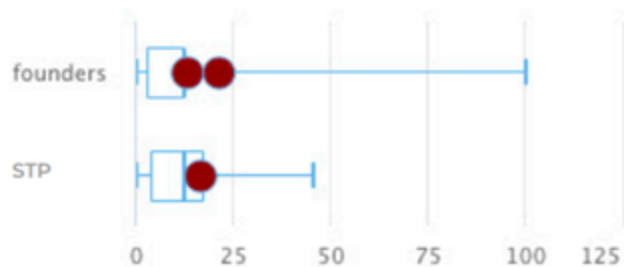
entrepreneurial experience



Hybrid Scoring System



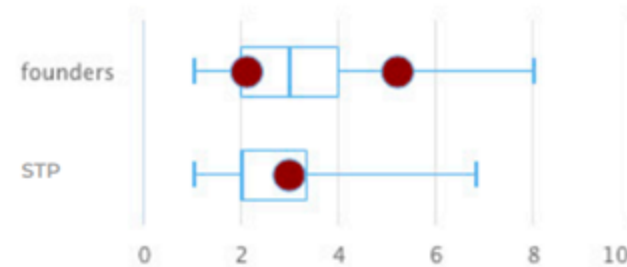
close founders

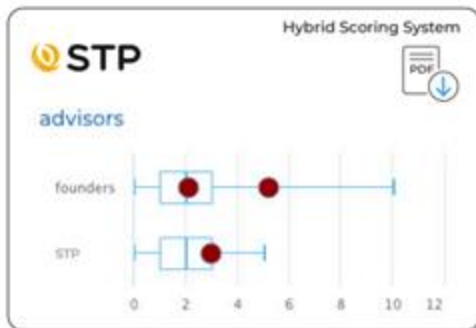
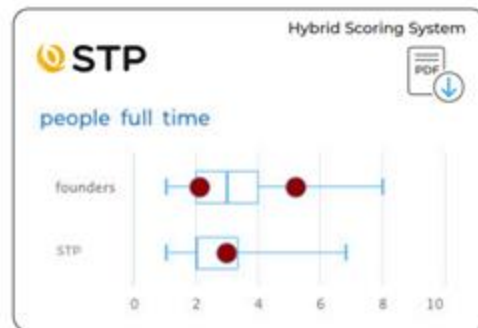
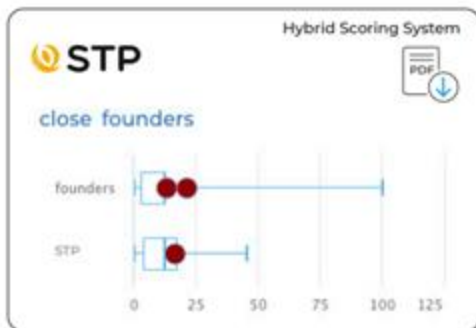
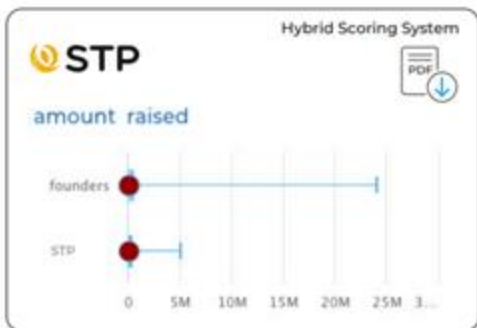
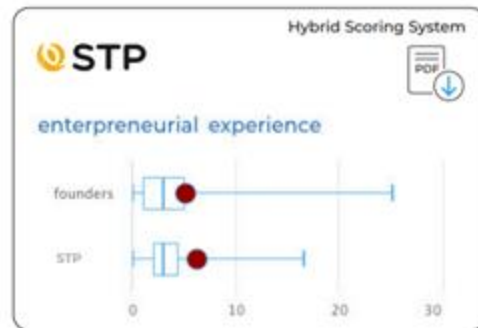


Hybrid Scoring System



people full time





***in short we
provide:***

1. *FOCUS*

Improve project
investment analysis and
decision making process
by allowing analysts to
identify hidden flaws and
concentrate in the critical
areas.

1. *FOCUS*
2. *ENHANCE*

**Measure more accurately
complex variables
importantly related with
critical potential outcomes.**



**All variables are always
interconnected.**

1. *FOCUS*
2. *ENHANCE*
3. *MAGNIFY*

**Analyse more and more
deeply**

1. *FOCUS*
2. *ENHANCE*
3. *MAGNIFY*
4. *EFFICIENCY*

**Achieve better results in
less time and at a fraction
of the cost**

To Summarize

We give every investor

A Flexible & Customizable tool.

*To Achieve **greater**
performance by analysing
millions of data points for
each project at a fraction of
the cost & time*

Upcoming & Additional Functionalities

Additional Functionalities:

Data Room + Deal Room

Investment follow up analysis & Portfolio management

Automation through Integration with Trello

Upcoming Functionalities:

Augmented Insights

Integration with Slack

Startup Discovery + Profiling & AI-powered matching

Video Pitch Analysis

Personalized Questionnaire Engine

Cross-border due diligence

THE PROBLEM

*We all know
the cost of a
FAILED
investment*

*What you don't
know*

*cost of a
missed
opportunity*

Business Model: SaaS

Feature	Premium	Platinum	Exclusive
Analytical reports / month	10	25	50
Users	5	10	15
In depth report with dedicated analysts	0	5	10
Integrate with your website	No	Yes	Yes
Monthly	€1,000	€2,500	€5,000
Annually	€10,000	€25,000	€50,000

Pay as you GO	Single	Pack 3	Pack 10
Analytical reports / month	1	3	10
	€199	€500	€1,000

Special Offer for first time users
Buy 1 Get 2 Free for just €250

- prices exclude IVA (VAT at 21%)
- In depth analysis with dedicated account manager €250/session.
- Introduce us to another Business Angel, VC, Institution or Incubator and we will give you a voucher for 3 Analytics and 1 session for an in depth report with a dedicated analyst.

Special Offer

*Offer ENDS
30 April 2020*

*Entrepreneurs
& Startups*

*Register with
us and get a 15
minute deep
analysis call-
Feedback*

Special Offer

*Offer ENDS
30 April 2020*

*Business Angels
& VCs*

*Register with us
and get 10 free
reports*

(No time limit)

We enable all investors to have
access to world class
analytical software



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Contact us