



SIROTIN
INTELLIGENCE



The Art of Communicating Value 101

*How to Communicate Value in a Way That Wins Support,
Secures Funding, and Helps You Retain and Win Clients*

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Sirotin Ventures | Sirotin Intelligence & Sirotin Ventures
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Build your messaging framework as we go

1. Scan the **QR code** to open your workshop worksheet.
2. Go to **File → Make** a copy to create your own editable version
3. **Fill it in as we go** (or on your own time). By the end, you'll have your own messaging framework.



Scan to get the worksheet



WHAT IS VALUE?

What does "value" mean to you?
Raise your 🖐️ and I will call on you.



But first... what *is* Value?



Their PAIN

What keeps them up at night



Your SOLUTION

What you actually fix



How Clearly You Connect the Two

Can they repeat it back?



VALUE

Value = Their Pain + Your Solution + How Clearly You Connect the Two

*If the person across the table can't see why it matters to them, **it doesn't count!***



Value is **NOT...**

- X Just your PRODUCT or SERVICE
- X A FEATURE list
- X A SPEC sheet
- X A DEMO with no business context
- X Talking about YOURSELF without tying it to their problem



**A founder tells a VC: "We build GPU-accelerated cloud desktops with 99.9% uptime."
What did they just communicate?**

- A** Their value proposition
- B** A product description
- C** A competitive advantage
- D** A solution to a problem



- A Their value proposition
- B A product description**
- C A competitive advantage
- D A solution to a problem

ANSWER: B. They described what they built, not what changes for the customer. That's a product description, not a value proposition.



But why should you *care*?

1

Strong ideas still get **OVERLOOKED**

A good product is NOT enough. If they can't see the value fast, they move on.

3

Your **COMPETITORS** figured this out

Teams with **WEAKER** tech win because they made the value easier to understand and defend.

2

Decisions happen **WITHOUT** you

The person you present to has to **RE-EXPLAIN** your case. If they can't, your message dies.

4

First **IMPRESSIONS** set the frame

People form opinions in 30 **SECONDS**. Lead with specs instead of value, and you've lost the frame.

Here's what you'll learn today...



How to **DEFINE** value in terms your audience actually responds to



How to **IDENTIFY** the right message before you build any content



How to **TAILOR** your message for different audiences



A **FORMULA** for turning what you built into language that moves people



How to **SPOT** when messaging is working and when it's falling apart



How to make it **EASY** for others to repeat and support your case



What percentage of early-stage pitch decks lead with features instead of value?

A About 30%

B About 50%

C About 70%

D About 90%



A About 30%

B About 50%

C About 70%

D About 90%

ANSWER: D. Most decks open with what the product does instead of why it matters. Fixing this is one of the easiest edges you can gain.

Source: Based on workshop instructor experience. Industry patterns: DocSend/Dropbox pitch deck research (2023).



Messaging, Framing & the Pre-Groundwork

Before you write anything, you must be able to answer **EACH** of these questions:



Your **ANSWERS** to these **QUESTIONS** will **DETERMINE** how clear and **CONVINCING** your message will be.

We'll use real before-and-after examples to show what changes when the groundwork is done right.



IronOrbit Data Systems

(Fictitious company created for this workshop)

WHAT THEY DO

Edge computing hardware that processes satellite data in orbit.

PRODUCT

OE-1 Module.

STAGE

Series A · 12 employees · Tucson, AZ · \$4.2M raised to date

WHY NOW

Ground stations are already maxed out. The bottleneck is processing the data once it comes down

We'll apply the 5 questions across **3 scenarios**:

Raising Funds

Selling to a Client

Internal Buy-In



First... WHO is your audience?

If you can't name **WHO** you're talking to, everything after this falls apart.

- **No... not “everyone.”** Pick the person who signs, funds, or blocks!
- **Different audiences need different messages.** A CTO hears differently than a CFO.
- **Know** their title, their day-to-day pain, and what they report on.
- If you present to the **WRONG** person the right way, **you still lose**.



WHO is your audience? It depends on the scenario.

SCENARIO A: RAISING FUNDS



Tony Stark

Founding Partner, Stark Aerospace Ventures

- Reviews 20 space deals a year (in between suit upgrades, of course)
- Built his empire on working technology
- Thinks like an engineer and decides like a CFO
- He wants a working demo before he'll hear the pitch

SCENARIO B: SELLING TO A CLIENT



Ripley

VP of Operations, TerraSight Imaging

- Runs a 24-satellite constellation (after LV-426, this is easy)
- Zero patience for theory, show her it works
- She's survived worse, but hates missed deadlines
- She wants proof that it works, and nothing else

SCENARIO C: INTERNAL BUY-IN



Captain Picard

Board Chair, IronOrbit Data Systems

- Leads a board with competing priorities
- Will hear every side, over Earl Grey, naturally
- Won't "make it so" without the numbers
- Needs a plan that's clear, defensible, and data-backed

Same company, same product, three very different people to convince.



Ripley, your VP of Operations client, tells you: **"We're losing contracts because our imagery pipeline takes six hours per pass. Most of our SLAs are under two hours."** How do you respond?



A "We built a radiation-hardened FPGA edge computing platform that processes imagery directly on-orbit."

B "The on-orbit processing market is projected to hit \$7.2 billion by 2030 – this is the space to be in."

C "What if I told you we could turn that six hours into twenty minutes – and prove it?"

D "Our team has 45 years of combined aerospace experience, we can fix that for you."



A "We built a radiation-hardened FPGA edge computing platform that processes imagery directly on-orbit."

B "The on-orbit processing market is projected to hit \$7.2 billion by 2030 – this is the space to be in."

C "What if I told you we could turn that six hours into twenty minutes – and prove it?"

D "Our team has 45 years of combined aerospace experience, we can fix that for you."

ANSWER: C. She just told you her pain! Repeat it back, then show the fix. Do NOT pitch your tech. Solve for her pain.



WHAT problem do they have?

You're not **SELLING** a product. You're naming a **PAIN** they already feel.

- **The problem** has to be THEIRS, not yours. Describe their world, not your features.
- **Use numbers and specifics.** "It's slow" means nothing. "6 hours per pass" hits.
- If they don't **NOD** when you describe the problem, **your solution won't land**.
- The best messaging makes the audience say **"that's exactly what happens to us."**



WHAT problem do they have?



Tony Stark

WHAT YOU'D SAY

✗ The market for space-based data processing is growing, and IronOrbit is well positioned to capture it.

WHAT THEY'RE ACTUALLY THINKING

*✓ I see 20 space deals a year. Most burn cash and never close a contract. **Why is IronOrbit worth betting on?***



Ripley

WHAT YOU'D SAY

✗ IronOrbit improves TerraSight's data pipeline and reduces latency.

WHAT THEY'RE ACTUALLY THINKING

*✓ My team is struggling to deliver imagery on time. If we don't improve turnaround time, **we could lose our biggest client.***



Captain Picard

WHAT YOU'D SAY

✗ We need to expand our product offering to support long-term growth.

WHAT THEY'RE ACTUALLY THINKING

*✓ We funded this company to land commercial clients. Building new products wasn't part of the plan. **Stay on course.***

Start with the pain they already recognize, and the rest of the conversation gets easier.



WHY should they care now?

Good **PROBLEMS** stay on the backlog forever. You need a reason for urgency.

- What **CHANGED?** New regulation, new competitor, a recent failure, a budget cycle.
- **URGENCY** is not hype. It's connecting your solution to a real deadline.
- “**Someday**” is where ideas go to die. Tie it to something happening this **QUARTER**.
- If there's no “**WHY NOW,**” the decision maker will say “interesting” and do nothing.



WHAT'S YOUR "WHY NOW"?

Take a second and write down your answer.

*"Why should someone act on this TODAY
instead of next quarter?"*



WHY should they care now?



Tony Stark

WHAT YOU'D SAY

✗ The market is growing fast, and we need to capitalize on it.

WHAT THEY'RE ACTUALLY THINKING

*✓ Our fund closes in six weeks. If you don't have traction by then, **we move on.***



Ripley

WHAT YOU'D SAY

✗ Edge computing is the future of satellite data processing.

WHAT THEY'RE ACTUALLY THINKING

*✓ My client's contract renews in September. If I'm still late by then, **that's a \$6 million contract gone.***



Captain Picard

WHAT YOU'D SAY

✗ Defense spending is trending up across the board.

WHAT THEY'RE ACTUALLY THINKING

*✓ If we are ITAR-ready by Q1, we can pursue a sole-source DoD opportunity worth \$9 million. **Otherwise it goes to open bid.***

People rarely decide without urgency. If there's no reason to move now, the answer is almost always "let's revisit later."



WHAT do they need to hear?

This is where your message **LIVES** or **DIES**. Say what lands, not what's true to you.

- Lead with their **PROBLEM**, not your product. They need to hear their own **PAIN** first.
- Include **PROOF**. Numbers, contracts, pilots, traction. No proof = no credibility.
- Make it **SPECIFIC** enough to feel real, short enough to remember.
- The best **MESSAGE** makes them *think*: "This person understands my world."



WHAT do they need to hear?



Tony Stark

WHAT YOU'D SAY

IronOrbit is the only company doing on-orbit processing at this level of maturity

WHAT ACTUALLY LANDS

Three customers are paying us. The hardware has been in orbit for 120 days. We need \$12M to start shipping units.



Ripley

WHAT YOU'D SAY

IronOrbit reduces data processing latency by over 90%.

WHAT ACTUALLY LANDS

We understand that your team is struggling to deliver imagery on time. We solve that by cutting processing time from hours to minutes.



Captain Picard

WHAT YOU'D SAY

We believe expanding into defense aligns with our long-term strategy

WHAT ACTUALLY LANDS

Based on our data-backed projections, pursuing this defense opportunity requires \$2M and 5 months to get ITAR-ready.

If they walk away remembering your product but not what it does for THEM, the message missed.



Captain Picard is pitching investors. One leans forward:
“Compelling vision – but what proof do you have that anyone will actually pay for this?” How should he answer?



- A “We’re sole-source eligible under ITAR – that’s a \$9M ceiling with no competitive bid.”
- B “\$4.2 million in contracted revenue from three paid pilots, two of them defense programs.”
- C “\$9M in signed LOIs from two defense programs, pending final procurement approval.”
- D “We passed TRL-6 qualification in five months – most competitors take two years.”



A “We’re sole-source eligible under ITAR – that’s a \$9M ceiling with no competitive bid.”

B “\$4.2 million in contracted revenue from three paid pilots, two of them defense programs.”

C “\$9M in signed LOIs from two defense programs, pending final procurement approval.”

D “We passed TRL-6 qualification in five months – most competitors take two years.”

ANSWER: B. LOIs can fall through. Sole-source eligibility is a door, not a deal. TRL-6 means it works – not that anyone’s buying. Contracted revenue is the only proof someone already said yes with their wallet.



CAN they repeat it?

You won't be in the **ROOM** for every decision. Your message has to **TRAVEL** without you.

- The person you **PRESENT** to has to re-sell you internally. Make it **EASY** for them.
- If they can't **EXPLAIN** what you do in one sentence, your message is too complicated.
- **TEST IT:** say your message out loud. Can a stranger **REPEAT** it back?
- The **REPEAT** test is the real test. If it doesn't pass, nothing else matters.



CAN they repeat it?



Tony Stark

WHAT YOU'D SAY

IronOrbit does something with satellites and data processing.

WHAT THEY'LL ACTUALLY SAY

They do AI processing on satellites. Hours to minutes. Already have paying customers. I want in before the round fills.



Ripley

WHAT YOU'D SAY

They're one of the edge computing vendors we looked at.

WHAT THEY'LL ACTUALLY SAY

They cut our imagery delivery from six hours to 20 minutes. We keep the TerraSight contract. I need the PO approved.



Captain Picard

WHAT YOU'D SAY

The team wants board approval to pursue a defense contract.

WHAT THEY'LL ACTUALLY SAY

*For \$2M and five months, we can pursue a \$9M DOD opportunity **without pulling focus** from the commercial business.*

The version of your pitch that lives in their head is the only one that matters.



The groundwork is done.

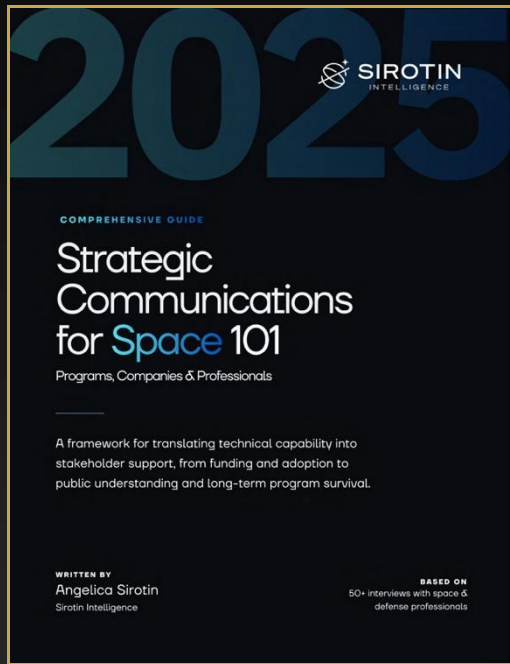
Now let's put it into practice.



*"Alright, I'm your toughest audience.
Show me what you've got."*

Tony Stark, VC

We're going to build a deck for Tony Stark.



Scan to read the full paper

BASED ON

Strategic Communications For Space 101

A framework based on 50+ interviews with space & defense professionals

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The Art of Communicating Value 101 | Angelica Sirotin



The Essential Slides

Every deck for Tony Stark needs to answer these questions.

- | | | | |
|---|-----------------------|----|------------------------|
| 1 | Cover Page | 8 | Ideal Customer Profile |
| 2 | Observation | 9 | Team |
| 3 | Problem | 10 | Validation |
| 4 | Solution | 11 | Business Model |
| 5 | How it Works | 12 | Financials |
| 6 | Market Opportunity | 13 | The Ask |
| 7 | Competitive Landscape | | |

Other slides you could include:

Technology • Risk • Go-to-Market • Roadmap • Decision

(omitted here for brevity — but worth considering for your deck)

We'll walk through a **bad version** and a **good version** of each.



Before we rebuild the deck...

Remember what we learned...

Value = Their Pain + Your Solution + How Clearly You Connect the Two

1

WHO

Know exactly who
decides

2

WHAT

Name their
specific pain

3

WHY

Create urgency to
act now

4

HEAR

Speak their
language, not
yours

5

REPEAT

Make it easy to
retell

Every slide in the deck must pass through this filter.



Which of these is NOT one of the five questions?

- A Who is your audience?
- B What features should you highlight?
- C Why should they care now?
- D Can they repeat it?



A Who is your audience?

B What features should you highlight?

C Why should they care now?

D Can they repeat it?

ANSWER: B. Features are never the starting point. The five questions: audience, problem, urgency, message, repeatability.



REMEMBER.

**Your deck is a lead generation mechanism.
It is not meant to list every little thing.**

Phase 1: INTEREST → Phase 2: CLOSING / DUE DILIGENCE

Your job is to get them from Phase 1 to Phase 2.

The deck opens the door. The conversation closes it.



Cover Page

Your three-second audition for their attention.

"I have 14 decks to review tonight. You have three seconds to tell me me why I shouldn't skip yours."

— Tony Stark

WHO + WHAT + WHY CARE

- In three seconds, they decide: keep reading or move on.
- WHO you are, WHAT makes you special, WHY they should care.
- Lead with one value proposition, three proof points, and one memorable line



1

TONY'S QUESTION

"Does this problem matter to me?"

IRONORBIT

DATA SYSTEMS, INC.

⚠ The subtitle is too long and does not quickly communicate value

Pioneering Next-Generation Radiation-Hardened Edge Computing
Solutions for On-Orbit Satellite Data Processing Applications

Dr. Emmett Brown, PhD | CEO & Co-Founder

emmett@ironorbit.io | +1 (520) 555-0142

1200 E. Speedway Blvd, Suite 430, Tucson, AZ 85721

www.ironorbit.io | LinkedIn: linkedin.com/company/ironorbit

⚠ Reserve your contact information for the very LAST slide to minimize fatigue



You just saw IronOrbit's cover page. What's the biggest problem with it?

- A** Too much text on the slide
- B** Missing a visual or product image
- C** The value proposition is too long and hard to grasp quickly
- D** The font choice is unprofessional



- A Too much text on the slide
- B Missing a visual or product image
- C The value proposition is too long and hard to grasp quickly**
- D The font choice is unprofessional

ANSWER: C. The reader should understand what IronOrbit does in a few seconds. Here, the subtitle is too long and the contact details compete for attention, so the core value doesn't land fast enough.

Source: Cremades, A. "Why the Cover Slide Is So Important." DocSend: investors spend avg. 3:44 on entire decks.

IRONORBIT

One-liner that captures
the entire company

The brain of every satellite.

Metaphor is optional but
hooks them in — they'll
remember 'brain'

On-orbit ML inference for real-time Earth observation

CAPABILITY (what you do)

OUTCOME (what changes for them)

6 hrs → 20 min

PROCESSING TIME

3

PAID PILOTS

\$58M

QUALIFIED PIPELINE

Rule of Three: proof in three numbers



Context & Observation

Set the stage before you pitch the product.

“Don’t pitch me a future I don’t believe in. Show me the world I already see – see – then show me what’s broken.”

— Tony Stark

CAPABILITY + DIFFERENTIATOR + MARKET

- What’s happening **RIGHT NOW** that makes this relevant?
- Use one sharp insight or statistic that creates tension **FAST**.
- The best context slides make the problem feel inevitable/**URGENT**.



TONY’S QUESTION

“Is this the right moment – and do I feel it?”

Industry Background & Strategic Context

⚠ Investors scan, not read. If the insight isn't in line one, they'll miss it. Remember this is a deck.

The global satellite industry generated over \$384 billion in revenue in 2023, according to the Satellite Industry Association (SIA), marking a 3.4% year-over-year increase. Within this broader market, the Earth Observation (EO) segment has emerged as one of the fastest-growing verticals, with a projected CAGR of 12.5% through 2030 (Northern Sky Research). This growth is being driven by multiple converging factors: the proliferation of small satellite constellations (with over 70,000 satellites projected to launch this decade), dramatic reductions in launch costs enabled by reusable rocket technology (SpaceX Falcon 9, Rocket Lab Electron), and expanding government and commercial demand for geospatial intelligence.

Simultaneously, the data processing challenge has reached a critical inflection point. Modern EO satellites generate between 1–5 terabytes of raw data per orbit, yet ground station contact windows typically last only 5–10 minutes per pass. This creates a fundamental bottleneck: approximately 98% of collected satellite data is never analyzed because it cannot be downlinked in time. The traditional “downlink everything, process on the ground” paradigm is breaking under the weight of data volume growth that is doubling every 18 months.

Edge computing – the practice of processing data at or near the point of collection – represents the most promising solution to this challenge. By deploying AI/ML inference capabilities directly aboard satellites, operators can process data in real-time, transmit only actionable insights, and reduce downlink bandwidth requirements by an order of magnitude. However, the space environment presents unique challenges including radiation exposure (requiring components rated to 100+ krad TID), extreme thermal cycling (–40°C to +85°C), power constraints (typically 12–30W), and the inability to physically service hardware once deployed.

⚠ Cut 80% and lead with one headline insight

Sources: SIA State of the Satellite Industry Report 2024, Northern Sky Research, Morgan Stanley Space Economy Forecast



STRATEGIC CONTEXT

AFTER

ONE central statistic that dominates and captures attention.
The key takeaway is immediately clear.

Pair the statistic with a visual for emphasis

98%

of satellite data is **deleted before anyone sees it.**

WHY NOW

70,000 satellites launching this decade. Data volumes doubling every 18 months. The downlink gap is widening, not closing.



Each square = 2% of collected data. **One** makes it to Earth.

An optional “bottom line” statement provides extra emphasis

Source: *Source: Space.com* discarded entirely.”

Satellite hardware has outpaced the infrastructure built to support it; **most of what’s captured never reaches an analyst.**



**The BEFORE context slide opens with
“\$384 billion in industry revenue.” Why doesn't that work?**

- A** The number is outdated
- B** VCs don't care about market size
- C** It tells someone else's success story – not yours
- D** It should use a chart instead



- A The number is outdated
- B VCs don't care about market size
- C It tells someone else's success story – not yours**
- D It should use a chart instead

ANSWER: C. Industry revenue is someone else's scorecard. The AFTER opens with '98% of data is deleted' – that's the gap only IronOrbit fills.



The Problem

Name their pain. Make it specific. Make it theirs.

*“Show me you understand my world better than I do – then I’ll trust you to fix it.”
to fix it.”*

— Tony Stark

THEIR PAIN + SPECIFIC NUMBER + STAKES

- Name the problem in a way that feels **REAL** to them, not abstract to you.
- Use specifics and stakes, because vague pain does not **MOVE** people
- If they do not recognize the problem as **THEIRS**, the solution won’t land



TONY’S QUESTION

***“Is this problem real
real – and is it
mine?”***

The Problem We Solve

⚠ One image + one sentence work harder than five paragraphs

1. **Data Overload** – Modern satellites generate 1–5 TB of data per orbit, but ground stations can only receive a fraction during brief 5–10 minute contact windows. Approximately 98% of collected satellite data is never analyzed, representing enormous waste of collection investment.
2. **Latency Gap** – Current ground-based processing pipelines require 6–24 hours to deliver results. For time-critical applications such as disaster response, maritime surveillance, and intelligence collection, this delay renders the data essentially useless.
3. **Bandwidth Bottleneck** – Ground station infrastructure has not kept pace with satellite data volume growth. While constellations are growing exponentially, available ground station bandwidth has remained relatively flat.
4. **Cost Inefficiency** – Operators spend millions annually on ground station time, data transmission, and ground-based compute infrastructure to process data that could be filtered on-orbit for a fraction of the cost.
5. **Security Concerns** – Transmitting raw, unprocessed satellite data to ground stations creates data sovereignty and security risks, particularly for defense and intelligence applications.

⚠ Start with the pain they feel, then explain it.





THE PROBLEM

Use their own language to frame the pain

AFTER

Most satellite data **never makes it to the ground...**

A visual explains the problem faster
and more coherently than paragraphs



SATELLITE

Captures terabytes of
multi-spectral imagery
every orbit



GROUND STATION

5–10 min contact window

98% discarded



ANALYST

Sees 2% of the data
6+ hours after capture

Use the
rule of 3
to map
out the
problem

70,000

satellites launching this decade

\$134B

invested in EO constellations

6+ hrs

capture to first insight

More ground stations treat the symptom. **The architecture is the problem.**



Which problem statement makes Tony lean forward?

A "Data overload is a growing challenge in the satellite industry."

B "Bandwidth limitations reduce satellite ROI."

C "The industry needs better downlink infrastructure."

D "98% of satellite data is deleted before anyone sees it."



A "Data overload is a growing challenge in the satellite industry."

B "Bandwidth limitations reduce satellite ROI."

C "The industry needs better downlink infrastructure."

D "98% of satellite data is deleted before anyone sees it."

ANSWER: D. One number, one sentence, silence in the room. The other three describe a category. This one makes you feel the waste.



The Solution

Now show them the fix – and make it click.

“I don’t invest in technology. I invest in before-and-after stories that make me make me say ‘finally.’”

— Tony Stark

MIRROR + ONE LINE + OUTCOME

- **MIRROR** the problem. If you said ‘6 hours,’ your solution says ‘20 minutes.’ minutes.’
- Keep the explanation **SIMPLE** enough to understand in one pass.
- Focus on what **CHANGES** for **THEM**, not a list of features.



TONY’S QUESTION

“Does this actually solve the problem you just showed me?”

Solution: The OE-1 Platform

⚠ If your investor cannot repeat it, it is too technical.

- **Heterogeneous FPGA+GPU SoC Architecture:** Xilinx Kintex UltraScale+ KU5P FPGA paired with NVIDIA Jetson Orin NX GPU module in a radiation-hardened 3U payload envelope. FPGA handles front-end signal conditioning, band registration, atmospheric correction, and georeferencing at 2.4 Gbps throughput. GPU executes neural network inference using TensorRT 8.6 runtime with INT8 quantization for optimal TOPS/watt.
- **Radiation Hardening by Design (RHBD):** Custom ASIC-level triple modular redundancy (TMR) on all critical logic paths, EDAC-protected SRAM with SEC-DED error correction, latchup-immune power regulation with automatic SET filtering. Qualified to 100 krad TID (Si) with SEL immunity to 60 MeV·cm²/mg LET threshold per MIL-STD-883 TM1019.
- **ML Model Pipeline:** Supports ONNX, TensorRT, and TFLite model formats with automatic quantization from FP32→INT8 (<0.3% mAP degradation). OTA model updates via encrypted S-band uplink (9600 baud) with SHA-256 integrity verification, sandboxed execution, automatic rollback on validation failure.
- **Interface & Integration:** SpaceWire (200 Mbps), CAN 2.0B, RS-422, LVDS. Compatible with CubeSat 3U+ and ESPA-class buses. 12W nominal / 18W peak. 0.8 kg. Operating range: -40°C to +85°C (MIL-STD-810H).

⚠ This reads like an engineering document, not a pitch

⚠ Lead with what **CHANGES** for the **CUSTOMER**, not the technical details underneath.



SOLUTION

One sentence that captures the solution

AFTER

IronOrbit processes imagery in orbit and **delivers finished intelligence to the ground.**

One flow, three steps



SATELLITE + IRONORBIT

ML inference runs on-board
Every image analyzed
before leaving orbit



SMART DOWNLINK

Only answers transmitted

50x less bandwidth



ANALYST

Receives actionable intelligence
20 minutes after capture

Three stats
mirror the
problem —
answer every
pain point

100%

of imagery analyzed

20 min

capture to insight

50x

less data downlinked

What reaches the ground is actionable intelligence, **not terabytes of raw imagery. imagery.**



How It Works

Make the complex feel inevitable.

"If you can't explain it to me in an elevator, you can't explain it to my portfolio companies either."

— Tony Stark

INPUT → PROCESS → OUTPUT

- Explain it in a way a **NON-EXPERT** can picture it **QUICKLY**.
- Show the **FLOW**, not every **INTERNAL** technical step.
- If it takes too long to **EXPLAIN**, it is too detailed for the main deck.



TONY'S QUESTION

***"Can I picture this
working in my
head?"***

How It Works: Technical Architecture

⚠ Every extra step makes the slide harder to follow.



Detailed Technical Pipeline

⚠ The audience needs the logic, not every internal step

The OE-1 module integrates with the host satellite's data bus via SpaceWire or CAN interface. Upon image capture, raw sensor data streams to the FPGA front-end, which performs real-time band registration (multi-spectral alignment to sub-pixel accuracy), atmospheric correction (on-board radiometric calibration tables updated monthly via OTA), and georeferencing (GPS/GNSS time-tagged ephemeris data). Pre-processed imagery passes to the GPU compute module via high-speed LVDS link, where neural network models execute inference in parallel across multiple tiles. The inference engine supports object detection (YOLO-v8 derivatives), semantic segmentation (U-Net variants), change detection (Siamese networks), and anomaly classification (custom architectures). Results are confidence-scored, spatially indexed, and packaged into STAC-compliant metadata containers. Only tiles exceeding the configurable confidence threshold (default: 0.85) are retained for downlink, achieving typical data reduction ratios of 20:1 to 50:1.

⚠ If you wouldn't say it out loud, move it to the appendix



That 'How It Works' slide included: 'Heterogeneous FPGA+GPU architecture rated to 100 krad TID.' Who was it actually written for?

- A A VC evaluating their 500th deck this year
- B A Congress member reviewing a funding request
- C A defense engineer running technical due diligence
- D A potential satellite operator customer



- A A VC evaluating their 500th deck this year
- B A Congress member reviewing a funding request
- C A defense engineer running technical due diligence**
- D A potential satellite operator customer

ANSWER: C. Due diligence audience, not first-look pitch. This detail belongs in an appendix or follow-up meeting.



HOW IT WORKS

Entire concept in one line

AFTER

We move the data center **into the satellite.**

Simple flow the audience
can follow

1



CAPTURE

Satellite collects multi-spectral imagery. Raw data stays on-board.

2



PROCESS

OE-1 module runs ML inference in real-time. Object detection, change analysis.

3



FILTER

Smart compression keeps actionable insights. 98% noise eliminated.

4



DELIVER

Only actionable insights reach the ground, with capture-to-insight in under 20 minutes.

4 clear
steps

Four easy steps, scannable in seconds

OPERATIONAL PERFORMANCE

<20 min

Capture to Insight

100%

Imagery Analyzed

12W

Power Draw

0.8 kg

Module Weight

Results,
not
promises

The result is faster insight, less bandwidth, **and only useful data sent to Earth.**



Market Opportunity

Size matters – but so does specificity.

“Don’t tell me the ocean is big. Tell me which fish you’re catching first– and how many you’ve already hooked.”

— Tony Stark

TAM → SAM → SOM

- Show the market you can **REALISTICALLY** win first.
- Investors care less about giant **TAMs** than about **CREDIBLE** entry points.
- Build from the segment you can **OWN**, not from the whole industry.



TONY'S QUESTION

***“Is this market real,
reachable, and
ready?”***

Market Opportunity

⚠ Top-down TAMs rarely hold up in diligence, show the path to your number

\$7.2 BILLION

Total Addressable Market by 2030

⚠ Investors care more about your realistic market entry than the size of the whole industry

- Global space economy projected to reach \$1.8 TRILLION by 2035 (Morgan Stanley)
- Edge computing in space is the next frontier of growth
- Massive demand from government and commercial sectors
- 70,000+ satellites launching this decade = huge opportunity
- Earth Observation CAGR of 12.5% through 2030
- First mover advantage in a rapidly expanding category



Build from the BOTTOM up!

...because a **\$7.2B market** is opening.

TAM,
SAM,
SOM
funnel
vision

\$7.2B

TAM

On-orbit edge computing by 2030

\$3.4B

SAM

Defense + Commercial EO

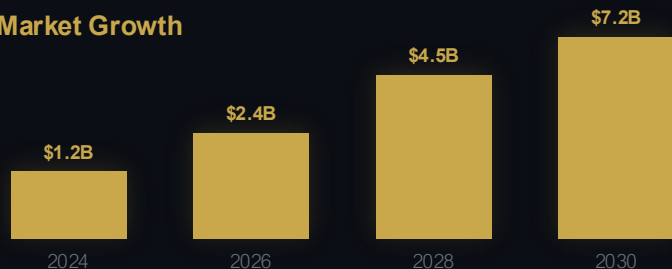
\$28M

SOM

Achievable Year 3

This is the number
they care about

Market Growth



Market Drivers

- 70,000 satellites launching this decade – each one needs compute
- DoD mandate for real-time ISR processing by 2028
- Downlink bottleneck forcing the entire industry to compute-at-edge

TAM → SAM → SOM funnel visual

On-orbit compute is becoming a given. **The real question is who operators will standardize on.**



Competitive Landscape

Show them you know the field – and why you win.

“Everyone says they’re unique. Show me the scoreboard.”

— Tony Stark

NAME + RESPECT + YOUR EDGE

- Show that you understand the alternatives **HONESTLY**.
- Make the difference **CLEAR** without pretending there is no competition.
- The strongest position is not “we are better,” it is “we are the **ONLY** ones who...”



TONY'S QUESTION

“Who else is doing this – and why will you beat them?”

Competitive Landscape

⚠ Acknowledge competitors honestly, dismissing them makes you look naïve



Competitor	Weakness	IronOrbit Advantage
Traditional Ground Processing	Slow, expensive, outdated approach	We are 20x faster
Orbital Sidekick	Limited to hyperspectral only	We do everything they do and more
Pixxel	Pre-processing only, no real ML	Not a serious competitor at our level
Build In-House	Takes 3+ years, costs \$50M+	Nobody can replicate what we've built
AWS Ground Station	Cloud-only, no edge capability	Fundamentally different architecture

Bottom line: There is no direct competitor doing what we do at our level of maturity.

⚠ “No competition” tells investors there’s no market

We are at least 2–3 years ahead of anyone in this space. Our combination of flight heritage, radiation-hardened hardware, and full ML inference capability is unmatched. Potential competitors would need \$50M+ and 3–5 years to reach our current position.



The competition slide lists several strengths. Which one should become the headline?

- A** "Proprietary ML inference engine optimized for space"
- B** "Only flight-proven company processing in orbit today"
- C** "End-to-end solution from hardware to analytics"
- D** "First mover in on-orbit edge computing"



A "Proprietary ML inference engine optimized for space"

B "Only flight-proven company processing in orbit today"

C "End-to-end solution from hardware to analytics"

D "First mover in on-orbit edge computing"

ANSWER: B. The headline should state the clearest market-facing advantage and back it with proof. "Only flight-proven company processing in orbit today" is specific, hard to copy, and earned by the table.



...and we're the only ones **processing in orbit today.**

Bold claim – but it is earned by the table

COMPANY	APPROACH	LATENCY	DATA ANALYZED	STATUS
IronOrbit	Full processing on-orbit	20 min	100%	OPERATIONAL
Traditional Ground	Full downlink + ground processing	6+ hrs	~2%	LEGACY
Orbital Sidekick	Hyperspectral + partial edge	2-4 hrs	~15%	PILOT
Pixxel	Onboard pre-processing	45 min	~30%	DEVELOPMENT
Build In-House	Custom rad-hard dev	TBD	TBD	3+ YR TIMELINE

Comparison is clear at a glance

Recap the differentiation with a strong bottom line

Every quarter we stay operational on orbit widens **a proof gap competitors still do not have.**



Ideal Customer Profile

Show me who's buying – and prove they're real.

"Big TAMs are nice. Signed contracts are better. Show me names."

— Tony Stark

TITLE + INDUSTRY + BUY CYCLE

- **NAME** your customer segments. Be specific: title, industry, buying cycle.
- Different customers buy for different reasons. Show you **UNDERSTAND** that.
- If you can't name three buyers who'd take a call tomorrow, you're too **EARLY**.



TONY'S QUESTION

"Who's actually buying this – and can I call them?"

⚠️ “Interested” and “in discussions” are too vague, show where each opportunity actually stands

BEFORE

Market Opportunity & Target Customers

Government & Defense

Primary target

We are targeting various government agencies including NRO, NGA, Space Force, and other intelligence community organizations. These agencies have expressed interest in on-orbit processing capabilities and we believe there is significant opportunity to win contracts in this space. We have had several productive conversations and expect to formalize partnerships in the coming quarters.

Commercial EO

Secondary target

The commercial Earth observation market is growing rapidly. Major constellation operators are looking for ways to reduce costs and improve data processing. We have had discussions with several operators and believe we can capture a meaningful share of this market as they look for edge computing solutions to solve their growing data challenges.

Allied Nations

Emerging opportunity

Five Eyes and NATO partners are increasingly interested in sovereign data processing solutions. We see a significant opportunity to provide our technology to allied nations seeking alternatives to traditional ground-based architectures. Early feedback has been very positive.

Total addressable pipeline: \$50-60M+ (estimated based on market conversations)

⚠️ Without dollar values, timing, or contract stage, this reads more like a target list than a pipeline.



Defense, commercial EO, and allied nations are all buying,
each through a different door.



PRIMARY

NRO / NGA

National reconnaissance depends on real-time change detection. Current 6-hour latency means threats evolve faster than intelligence tracks them. NRO and NGA have funded programs seeking on-orbit processing.

PIPELINE VALUE

\$28M

ACTIVE PROGRAMS

2



EXPANSION

Commercial EO

Planet, BlackSky, Satellogic generate more data than ground infrastructure handles. Downlink costs rising, revisit rates increasing. Economics require edge processing. Several in active procurement.

LETTERS OF INTEREST

\$18M

IN TALKS

3

SATELLOGIC BLACK(SKY)



STRATEGIC

Allied Nations

Five Eyes and NATO building sovereign EO EO capabilities. Data sovereignty requires processing on national assets. Multi-year contracts with regulatory tailwinds and procurement cycles already underway.

LETTERS OF INTEREST

\$12M

NATIONS

5

NATO
OTAN

Each segment shows
value and contract
stage

BEFORE had
general interest.
AFTER shows
qualified pipeline

\$58M in qualified pipeline **across three segments.**



Team & Leadership

Prove you're the team that can actually pull this off.

"I don't fund slide decks. I fund people who've shipped things that matter."
matter."

— Tony Stark

WHAT THEY DID + FIT + GAPS

- Show why this team is **CREDIBLE** for this **EXACT** problem.
- Lead with **WHAT** they have done, not just the **TITLES** or credentials.
- Gaps are **OK** to acknowledge. Hiding them is not.



TONY'S QUESTION

***"Have these people
people actually done
done this before?"***

Management Team

⚠ One line per person: what they BUILT, not where they studied

Dr. Emmett Brown – CEO & Co-Founder

Dr. Emmett Brown holds a PhD in Temporal Physics from Hill Valley Institute of Technology (2003). He completed his postdoctoral research at Hill Valley National Laboratory where he published 23 peer-reviewed papers on relativistic computing architectures. From 2007-2015 he led breakthrough research in high-energy flux dynamics at Brown Labs. He holds 14 patents in temporal displacement technology and high-frequency signal processing. He is a member of IEEE and AIAA. Dr. Brown successfully pivoted from consumer time travel hardware to radiation-hardened edge computing in 2021.

Dana Scully, MD – CTO & Co-Founder

Medical Doctor from Georgetown University (1990). Former FBI Special Agent assigned to the X-Files Division from 1993-2002, specializing in forensic analysis of unexplained phenomena under extreme field conditions. She holds 14 patents in radiation-hardened sensor systems and has led DARPA-funded research programs in autonomous surveillance technologies. Dr. Scully is board certified in forensic pathology and has extensive experience in scientific investigation under challenging operational environments. She brings a rigorous evidence-based approach to all technical decisions.

Morpheus – COO

MBA from the School of the Real (Zion campus, 2005). Former Captain of the Nebuchadnezzar (hovercraft class) with 15+ years in human liberation operations and organizational leadership. Expert in high-stakes decision-making under existential threat scenarios. Freed 47 minds from simulated reality. Pioneer of red pill/blue pill decision frameworks now widely adopted in management consulting. Morpheus brings extensive operational experience in environments requiring split-second resource allocation and team coordination under pressure.

Han Solo – VP Business Development

⚠ Degrees don't close deals — show what each person built

Former independent logistics contractor specializing in the Kessel Run corridor. Extensive procurement and negotiation experience under hostile conditions. Completed the Kessel Run in under 12 parsecs (competitor claims disputed). Strong relationships across multiple star systems and proven ability to build and maintain business partnerships. Previously served as freelance contractor for the Rebel Alliance. Han brings an unmatched network of contacts and a track record of closing deals that others considered impossible.
Advisory Board: Cmdr. Spock (Ret.), USS Enterprise • Dr. Ellie Arroway, SETI Institute • Rocket Raccoon, Guardians Aerospace

Built by people who've **put hardware in orbit.**

Bullets, not paragraphs

**Dr. Emmett Brown**

CEO & CO-FOUNDER

- Former flux capacitor architect, Hill Valley Institute
- PhD Temporal Physics, Hill Valley University
- 40+ papers on space-time computing architectures
- Led development of 1.21 GW power-management systems
- If you're gonna build a satellite, do it with style

**Dana Scully**

CTO & CO-FOUNDER

- MD and physicist, Georgetown University
- 14 patents in radiation-hardened ML hardware
- Former FBI Special Agent, X-Files Division
- Designed OE-1 inference pipeline. The science checks out.
- Deep expertise in proving the impossible is possible

**Morpheus**

COO

- Freed 47 minds from simulated environments
- 18 years leading operations outside the Matrix
- Former Captain, Nebuchadnezzar
- Led supply chain for \$800M+ red-pill programs
- What if I told you edge computing is real

**Han Solo**

VP BUSINESS DEV

- Former independent logistics contractor, Kessel Run
- Completed procurement in under 12 parsecs
- Built IronOrbit pipeline from zero to \$58M qualified
- Deep relationships across the Outer Rim and Core Worlds
- Never tell him the odds

Bullet points make each person scannable in 3 seconds

STRATEGIC ADVISORS

Cmdr. Spock (Ret.)

Former Science Officer, USS Enterprise

Dr. Ellie Arroway

Former Director, SETI Institute

Rocket Raccoon

Former CTO, Guardians Aerospace

On-orbit execution. Real procurement wins. **Nine-figure government contracts closed.**



The BEFORE team slide has paragraph-length bios. What did the AFTER version fix?

- A Led with what they've shipped, not where they studied
- B Fewer team members
- C Better headshot photos
- D Added an advisory board



A Led with what they've shipped, not where they studied

B Fewer team members

C Better headshot photos

D Added an advisory board

ANSWER: A. Investors fund execution, not biography. The AFTER version makes the team easier to scan and leads with relevant experience instead of academic credentials.



Validation & Traction

Proof beats promises. Every time.

“Traction is the only slide that can’t be faked. Make it count.”

— Tony Stark

HARDEST PROOF + MOMENTUM + TRAJECTORY

- Lead with your hardest **PROOF**: revenue > pilots > LOIs > meetings.
- Show what has already been **PROVEN**, not just what you believe.
- If you don’t have revenue, show technical validation and **USER** engagement.



TONY’S QUESTION

“Is this real – or is this a science project?”

Traction & Milestones

⚠ Lead with the strongest proof, then give the timeline

- **Q1 2022** – Founded IronOrbit Data Systems. Assembled core team. Began SBIR Phase I proposal.
- **Q3 2022** – Awarded SBIR Phase I (\$250K). Commenced initial prototype development.
- **Q1 2023** – Completed breadboard testing. Achieved TRL-3 (analytical/experimental proof of concept).
- **Q3 2023** – Received SBIR Phase II (\$1.5M). Began engineering model development.
- **Q1 2024** – Completed environmental qualification (thermal vacuum, vibration, radiation). TRL-5.
- **Q3 2024** – First flight unit delivered. Launched aboard SpaceX Transporter-12 rideshare.
- **Q4 2024** – Achieved TRL-6. 120+ days continuous on-orbit operation with 99.7% uptime.
- **Q1 2025** – Secured first commercial pilot. Customer discovery interviews (n=47).
- **Q3 2025** – Three paid pilots operational. \$4.2M contracted revenue. \$58M qualified pipeline.
- **Q1 2026** – Seeking Series A to scale manufacturing and go-to-market.

⚠ Your best proof point should be the **FIRST** thing they see



Over **10,000** images processed in orbit, **\$4.2M contracted and growing.**

Space
qualified
proof
upfront

TRL-6

Space Qualified

Q3 2024

First orbital
deployment

120+

Days On-Orbit

Q1 2025

TRL-6
qualification

\$4.2M

Contracted Revenue

Q3 2025

\$4.2M
contracted

**Contracted revenue,
not projections**

\$58M

Qualified Pipeline

Q1 2026

3 paid pilots
operational

“

This changes our operational tempo completely. Real-time detection from orbit means we're hours ahead of any adversary.

Program Director

US Space Force Acquisition

“

We evaluated every edge compute solution on the market. IronOrbit is the only one that actually works in the radiation environment.

VP Engineering

Major Constellation Operator

Let customer proof reinforce the case for you

These results come from operational hardware in orbit, **not simulations.**



Business Model

Show me how you make money – and why it scales.

“If I can’t explain your business model to my partners in 30 seconds, I can’t can’t champion your deal.”

— Tony Stark

WHO PAYS + HOW MUCH + HOW OFTEN

- Explain how the company makes money in **ONE** clear sentence.
- Show unit economics: LTV, CAC, margins. Numbers build **CONFIDENCE**.
- Keep it focused on what scales, compounds, or improves over **TIME**.



TONY'S QUESTION

*“Does this business
print money at scale?”
scale?”*

⚠ Pick the 3-4 metrics that prove the model

Business Model & Unit Economics

Revenue Streams

1. Hardware Sales (35%)

- OE-1 compute modules
- \$380K avg selling price
- One-time revenue

2. Software Licensing (45%)

- ML model library access
- OTA update service
- \$120K/satellite/year

3. Data Processing (20%)

- Per-image fees
- Per-GB processing
- Usage-based pricing

Unit Economics

Hardware COGS: \$142K

HW Gross Margin: 63%

Software COGS: ~\$0

SW Gross Margin: 95%+

Blended Margin: 72%

Customer LTV: \$980K

(5-year deployment)

CAC: \$85K (enterprise)

LTV: CAC Ratio: 11.5x

Payback Period: 4 months

Net Revenue Retention:

140% (expansion driven)

Key Assumptions

- 80% from repeat customers
- **Avg fleet size:** 12 satellites
- **Contract duration:** 3–5 yrs
- **Annual price escalation:** 3%
- **Hardware refresh:** 5 years
- **Support cost:** 8% of rev
- **R&D investment:** 25% of rev
- **Sales cycle:** 6–9 mo (gov)
- **Sales cycle:** 3–4 mo (comm)
- **Pipeline conv:** 15% (gov)
- **Pipeline conv:** 25% (comm)
- **Headcount:** 12→85 (Y3)
- **Office expansion:** AZ→DC→EU

⚠ **GUIDE the eyes to the metrics that matter most**



Hardware revenue funds deployment while **recurring software licenses drive long-term margins.**

Visual revenue mix —
NOT a spreadsheet

35%

NOW

Hardware Sales

- Rad-hard compute modules per-satellite
- \$380K average selling price
- 55% hardware gross margin
- One-time revenue per deployment

LTV CONTRIBUTION

\$380K

45%

Software & Licensing

- ML model library + OTA updates
- \$120K/satellite/year
- 85% software gross margin
- Recurring, compounding revenue

5-YEAR LTV PER SATELLITE

\$600K

20%

Data Processing

- Per-image / per-GB processing fees
- Usage-based pricing scales with fleet
- Near-zero marginal cost
- Grows with constellation expansion

TOTAL LTV PER SATELLITE

\$980K

Highlight the LTV that matters

Three
streams—
At a
glance

A single satellite generates \$980K in lifetime value, **with 61% of that coming after the initial hardware sale.**



Financial Projections

Paint the upside. Ground it in reality.

“Show me the hockey stick. Then show me the receipts that make it credible.”

— Tony Stark

REVENUE + MARGINS + MILESTONES

- 5-year projections, but ground Year 1–2 in signed contracts and LOIs.
- Show **PATH** to profitability. Investors need to see the break-even.
- Key metric cards > massive spreadsheets. Lead with the **STORY**.



TONY'S QUESTION

“Can this return my fund?”

Financial Projections

BEFORE

⚠ One chart with a clear upward trend beats a spreadsheet

	Year 1	Year 2	Year 3	Year 4	Year 5
Hardware Revenue	\$1.8M	\$5.4M	\$14.4M	\$24.6M	\$36.0M
Software Revenue	\$2.3M	\$8.1M	\$21.6M	\$36.9M	\$54.0M
Data Processing Rev.	\$0.9M	\$4.5M	\$12.0M	\$20.5M	\$30.0M
Total Revenue	\$5.0M	\$18.0M	\$48.0M	\$82.0M	\$120.0M
COGS	\$2.8M	\$8.1M	\$16.8M	\$24.6M	\$33.6M
Gross Profit	\$2.3M	\$9.9M	\$31.2M	\$57.4M	\$86.4M
R&D	\$5.0M	\$8.0M	\$12.0M	\$14.0M	\$16.0M
Sales & Marketing	\$3.0M	\$6.0M	\$10.0M	\$12.0M	\$14.0M
G&A	\$4.0M	\$8.0M	\$13.0M	\$16.0M	\$18.0M
Total OpEx	\$12.0M	\$22.0M	\$35.0M	\$42.0M	\$48.0M
Net Income	(\$7.0M)	(\$4.0M)	\$13.0M	\$40.0M	\$72.0M
Gross Margin	45%	55%	65%	70%	72%
Headcount	15	35	65	85	100
Satellites Deployed	5	18	45	72	100

Projections based on contracted revenue, active LOIs, pipeline conversion assumptions, and comparable company benchmarks.

⚠ Start with the number you want them to remember



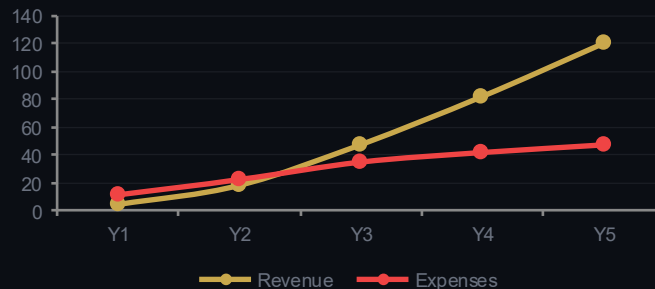
Contracted revenue and active LOIs put breakeven within **30 months of funding.**

REVENUE GROWTH

Rather than a bulky P&L
meant for an appendix, use
visuals



PATH TO PROFITABILITY



4 metrics
tell the
story

24x

5-YEAR GROWTH

Month 30

BREAKEVEN

72%

GROSS MARGIN AT SCALE

140%

NET REVENUE RETENTION

THIS is the metric they want to see

Every dollar of hardware sold unlocks five years of **recurring software revenue.**



The Ask

Be specific. Be confident. Close the loop.

“Tell me exactly what you need, what I get, and when it matters.”

— Tony Stark

AMOUNT + USE + MILESTONE

- Make the ask specific, visible, and **EASY** to understand.
- Show where **EVERY** dollar goes. Tie spending to milestones.
- End with the **VISION**: what does the world look like after this raise?



TONY'S QUESTION

***“Is this the right bet
bet at the right
price?”***

Investment Opportunity – Series A

⚠ Put your capital raise amount where they see it FIRST

- IronOrbit is seeking to raise \$30 million in Series A financing at a \$120 million pre-money valuation. This capital will be deployed across four primary areas: research and development (40%), manufacturing scale-up (30%), go-to-market expansion (20%), and general operations (10%).
- The R&D allocation will fund our next-generation OE-2 platform development, which will deliver 4x the compute performance of OE-1 while maintaining the same power and mass envelope. This is critical for supporting increasingly complex ML models and higher-resolution sensor data from next-generation satellite platforms.
- Manufacturing investment will establish a dedicated production line capable of delivering 50+ units per year, transitioning from prototype/low-rate production to full-scale manufacturing. This includes securing a larger facility, qualifying additional suppliers, and implementing automated testing.
- Go-to-market funding will expand our sales team from 2 to 12 professionals, establish a Washington DC office for government relations, and build channel partner network with major defense primes and satellite integrators.
- We believe this investment represents a compelling opportunity based on: \$58M qualified pipeline, \$4.2M contracted revenue, flight heritage de-risking the technology, strong strategic value for acquirers, and comparable exits including Planet Labs (\$2.8B), Spire Global (\$1.6B), and BlackSky (\$1.5B).

⚠ Show the capital allocation VISUALLY rather than with blocky text



THE ASK

One line that connects the raise to the mission

AFTER

\$30M to own the brain of every satellite.

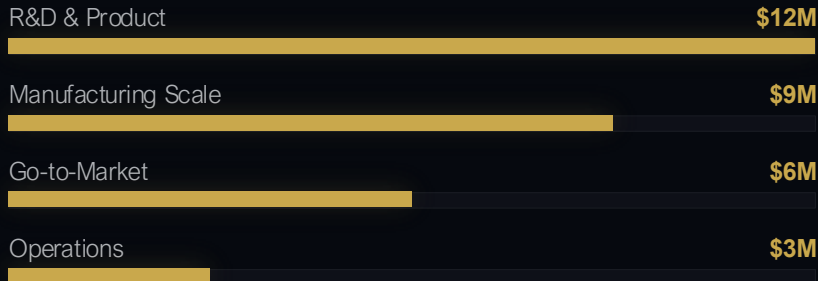
\$30M

Series A

Pre-money: **\$120M**

Use of funds shown
visually

USE OF FUNDS



Every \$
tied to a
milestone

\$58M

QUALIFIED PIPELINE

\$4.2M

CONTRACTED REVENUE

10-15x

TARGET RETURN

3

PAID PILOTS

This raise transforms proven on-orbit performance **into scaled deployment.**



What makes the **AFTER 'Ask'** slide stronger?

A One line that ties the money to the mission

B A higher valuation

C Detailed use-of-funds breakdown

D Multiple investment tiers



A One line that ties the money to the mission

B A higher valuation

C Detailed use-of-funds breakdown

D Multiple investment tiers

ANSWER: A. '\$30M to own the brain of every satellite.' The money has a purpose. The vision has a price tag. That's a close.

Lastly, end with a simple
“Contact Us” slide so that the
investor can reach out for more
detailed information.



IRONORBIT

Contact Us.

Dr. Emmett Brown

CEO & Co-Founder

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So... which company would you invest in?

IRONORBIT
DATA SYSTEMS, INC.

Pioneering Next-Generation Radiation-Hardened Edge Computing
Solutions for On-Orbit Satellite Data Processing Applications

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Sealed & Forwarded | Marked Data | CONFIDENTIAL AND PROPRIETARY



IRONORBIT
The brain of every satellite.
On-orbit ML inference for real-time Earth observation

6 hrs → 20 min PROCESSING TIME	3 PAID PILOTS	\$1.8B QUALIFIED PIPELINE
---	--	--

It's the same company...

The product, team, and numbers did NOT change. Only the way the VALUE was COMMUNICATED did.



KEY TAKEAWAYS

- 1 Value is defined by what changes for your audience because of what you do.
- 2 Every audience hears value differently. The same company may need a different story depending on WHO is in the room.
- 3 Your deck is there to generate interest. Save the depth for the follow-up conversation.
- 4 Use the formula: WHO • WHAT • WHY • HEAR • REPEAT
Answer all five before you write a single slide.
- 5 If people cannot follow the message quickly, they will not repeat it later. Simplicity is what makes it stick. LESS = MORE!

Value = Their Pain + Your Solution + How Clearly You Connect the Two

THANK YOU.

Angelica Sirotin

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SIROTIN
INTELLIGENCE

