unitonomy
Software & AI augmenting knowledge workers to improve productivity, communication & culture.
- Co-founded Touchcast & Head of Product for 7 years
- Internal communication video systems for enterprise customers
- AI (ML/NLP) processing
- Customers include big banks, big pharma, Accenture, Unilever...
- Grew remote team to 100+ in 7 timezones
- Co-inventor on 3 patents
UNITONOMY INSIGHT

MOST COMPANIES KNOW AI AND CULTURE ARE COMPETITIVE ADVANTAGES. FEW ARE PREPARED TO LEVERAGE EITHER.
OUR FOCUS
HELP COMPANIES CHANGE THEIR CULTURE WITH AI & SOFTWARE THAT AUGMENT INTERNAL COMMUNICATION.
THE MOUNTAIN WE’RE CLIMBING

WE ASPIRE TO DEFINE CULTURE MANAGEMENT SOFTWARE BASED ON HOW AI WILL ASSIST KNOWLEDGE WORKERS.
COMPETITIVE ADVANTAGE

WE BUILT A SOPHISTICATED ENGINE TO AUGMENT COMMUNICATION ACROSS TOOLS COMPANIES ALREADY USE.
THE UNITONOMY ENGINE

**CAPTURE**

**PUSH**
Users one-click push knowledge into Unitonomy systems

**PULL**
Unitonomy systems pull knowledge out of users

**SCAN**
Unitonomy A.I. scans and digests knowledge automatically

**ORGANIZE**

**BASIC**
Users effortlessly categorize information at point of sharing

**INTERMEDIATE**
Unitonomy systems suggest connections across information

**ADVANCED**
Unitonomy A.I. organizes all info and produces knowledge briefs

**CAPTURE**
manual

**ORGANIZE**
automatic

**ADVANCED**
self-driving
solves knowledge transfer for teams

solves knowing how employees feel about the culture

solves emailing yourself reminders
OUR LEAD PRODUCT IS GLVVF
EMAIL YOURSELF ANYTHING TO @GLVVF.COM AND GLVVF AUTO ORGANIZES EVERYTHING.
UNBUNDLING “EMAILING YOURSELF”

- Email is the fastest way to send a note or reminder to future-you (from any device, from any app, from anywhere).
- The problem is your email inbox was designed to respond to others. Not to help you manage your reminders and notes to yourself.
- Email anything to @Glvvv.com. Glvvv catches it and does the rest.
- Glvvv draws connections between the information you want preserved to make it easy to track and find.
Research from Microsoft shows 81% of knowledge workers (~1B worldwide) habitually email themselves. 1/3rd of these people do it every week and 3 out of 4 people do it every month. 22% of people who email themselves send 3 or more emails a week (8% send more than 1 email to themselves a day).

One investor called Glvvy “a lightning bolt wedge into the workplace.”
COMPETITION: INFORMATION CAPTURE FOR INDIVIDUALS

Low Cost

Startups

- Smart Bookmarking
- histre

Incumbents

- NOTE / DOCUMENT APPS
- FREE EMAIL INBOXES

- Basic Reminders / TODO APPS

High Cost

- Smart Email

- Smart Notes
- OmFiFocus
- Trello
- Evernote
GETCOMMIT SOLUTION
HELP COMPANIES LEVERAGE AI TO BETTER CONNECT COLLEAGUES TO KNOWLEDGE AND TO EACH OTHER.
GetCommit

KNOWLEDGE TRANSFER FOR ORGANIZATIONS

- Built on same code as Glvvy -- just oriented for teams
- Connects colleagues to knowledge and each other
- System runs two methods to capture knowledge:
  - Repositories
    - Modeled after committing code to shared git repos
    - Users PUSH info from any tool
  - Buddy System
    - Modeled after consultant best practices
    - Prompts PULL info from colleagues
- All commits automatically categorized and connected
- Holy grail is when our AI accurately answers employee questions
KNOWLEDGE REPOSITORIES

Forward from:
- Slack
- email
- anywhere

everything captured, automatically categorized, and connected
GetCommit

BUDDY SYSTEM

1. Ismael gets a question about his focus for the week.
2. He responds and maps his focus to a larger objective.
3. Then Ismael is quizzed on his current partner Captain Ahab. From a list, Ismael is challenged to pick the real focus that Ahab submitted.
4. Through the buddy system, Ismael and Ahab score points for these quizzes and participation.
5. Inside GetCommit, any colleague can see what someone is focused on and why.
GetCommit

Low Cost

- donut
- friday
- Humble Dot
- Kipwise
- blink

Startups

Free ~$3 ~$6

High Cost

- Tettra
- GURU
- shelf
- Dynamic Signal
- vocoli
- everyone social

Incumbents

~$9 ~$12 ~$15 Ask

- Confluence
- SharePoint
- Quip
- Bloomfire

COMPETITION

augmented communication knowledge transfer announcement feeds
ORGVITALS SOLUTION

AUTOMATE PROVEN METHODS TO ASSESS CULTURE AND EMPLOYEE COLLABORATIVE PERFORMANCE.
Traditional people & culture analytics are overpriced, tedious and ripe for disruption. OrgVitals rethinks these assessments.

- research-backed system developed with Dr. Brad Shuck
- uniquely assesses individual performance as a collaborator
- uniquely maps employee experience sentiment for remote worker context
- automated data insights
- sales GTM targets HR teams in companies 50-500 employees
OrgVitals

Ishmael
never gets upset during intense meetings.

Strongly Disagree  Somewhat Disagree
Neither Agree nor Disagree  Somewhat Agree  Strongly Agree

Captain Ahab

9:07 AM

Strongly Agree

OrgVitals

9:08 AM

Thanks for participation 👍
You’ve been rewarded 12 points
OrgVitals

People Analytics

Employee Performance

Knowledge Matrix

Adaptability

Growth Potential
CULTURE ANALYTICS
COMPETITION: PEOPLE & CULTURE ANALYTICS

- **Low Cost**
  - Startups: Polly.ai, bunch, leapsome
  - Free, ~$3, ~$6, ~$9

- **High Cost**
  - Incumbents: cultureiQ, Culture Amp, GLINT, Lattice, Peakon, Reflektive, qualtrics
  - ~$12, ~$15, Ask

- Only people analytics
- People and culture analytics
EARLY VALIDATION

Through our private alpha period, we’ve worked hard to plant the seeds of awareness:

● Vogt Award winner (link)
● Pioneer global top-10 (link)
● Named 1 of 5 startups to watch in 2020 (link)
MARKET

TAM for our product:

- 60m knowledge workers in the U.S. / ~1B in the world
- 40% of the workforce is now distributed
- Remote work job openings are growing 20% YOY

Go to market strategy is to target fast adopters: small, growing tech companies hiring remote. Then pursue 100-500 person size companies and prove value. Then tackle enterprise to scale the operation.
For every product, we charge $5 per employee, per month in a classic B2B SaaS model ($4 for an annual subscription) complemented by a freemium model.

To scale awareness, our core strategy to offer and promote free tools.
INVESTMENT

We’ve raised $235k on a rolling SAFE. We paused fundraising when the pandemic hit.

We look to raise $250k+ in Q3 to:

● Refine products based on customer feedback
● Develop our sales process
● Build awareness through targeted campaigns
● Further develop AI with machine learning and natural language processing
● Protecting our IP
THANK YOU

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