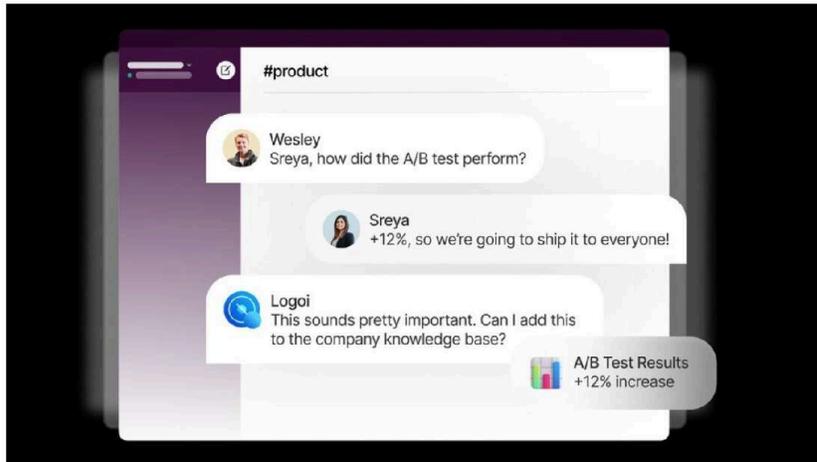


Logoi is building the knowledge extraction & validation engine



logoi.io Santa Barbara California

Technology Female Founder B2B AI

LEAD INVESTOR

 **Gale Wilkinson**

I am investing in Logoi because the team is comprised of strong operators + experienced advisors, the MVP product has been built and launched to an initial group of pilot customers, and the market timing for a knowledge transfer tool such as Logoi is ideal given the recent wave of tech layoffs. Logoi has strong conversational AI models through its use of GPT-3; the company's platform helps reduce more manual work from end users compared to other competitive platforms in this space. With the recent popularity of GPT-3 based tools, Logoi's IP strategy will help protect its specific use of the technology.

Invested \$1,000 this round

Highlights

- 1 Novel approach to solving a long-standing problem almost every business faces
- 2 \$260 billion dollar market potential
- 3 Scalable SaaS meets game-changing deep-tech
- 4 Strong defensibility with a double moat
- 5 Female-led company w/2x Ph.D. trained language experts as founders
- 6 Marketer who led early growth for Square (IPO), eero (Amazon), Rylo (VSCO) & Oura (>\$1B valuation).
- 7 Stanford-StartX, Berkeley-SkyDeck & Techstars affiliated
- 8 VC commitments from First Row, Crosscut, Greylock, Full Circle, 27V, The Fund & Overton.

Our Team



Sara Sieteski

Built the Haas Digital team and all its educational products from the ground up (grossing \$10M+ in revenue over 4 years), supported remote instruction during COVID and won team of the year (2020-21), and launched the edtech version of Logoi the same year.



Allen Romano Chief Product Officer

Founded and ran the Digital Humanities graduate program and DH Lab at Florida state University, serving as an interdisciplinary hub for research, teaching and technical training.



Matt O'Day Head of Marketing

Led early growth for Square (IPO), eero (Amazon), Rylo (VSCO) & Oura (current \$1B+ valuation). If you've heard of any of these brands, I likely had a hand in it. Also 21x rec hockey champion & retired University of Michigan hockey TV analyst (Go Blue!).

Pitch



THE KNOWLEDGE EXTRACTION & VALIDATION ENGINE

DON'T INVEST IN A GPT-HYPE COMPANY

Invest in a company addressing a massive, costly, and chronically unsolved problem that plagues almost every business.
Invest in a founding team that has backgrounds in linguistics, learning science, and building successful, scalable, data-centered companies.
Invest in a future where the robots help support humans, replace knowledge workers.
Invest in the evolution of the new knowledge worker.

COMPANIES LOSE BILLIONS OF DOLLARS ANNUALLY DUE TO EMPLOYEE CHURN AND KNOWLEDGE LOSS.

- EMPLOYEE EXITS**
Almost 50% of knowledge is lost.
Cost to companies: \$11 billion in aggregate per year.
- INEFFICIENCIES**
19 hours/week wasted per employee (avg) waiting on, searching for, or recreating knowledge (often in correctly).
\$2.4M lost annually per 1,000 employees.
- NEW HIRES**
Up to 2.5% total annual revenue loss due to new hire learning curves.

3

COMPANIES *THINK* THEY HAVE A *SEARCH & ACCESS* PROBLEM AROUND KNOWLEDGE.

Your company's single source of truth

Uploading is obsolete: Lucy automates data indexing.

Lucy has indexed over 60 million pages of content from thousands of sources.

Know what your company knows, instantly.

Clean next-generation AI searches across all your company's apps to help you find exactly what you need and discover the things you should know.

BUT MOST KNOWLEDGE IS ACTUALLY HIDDEN OR NOT EASILY CATALOGUED.



VS.





20%

EXPLICIT KNOWLEDGE
Can be easily captured using documentation.

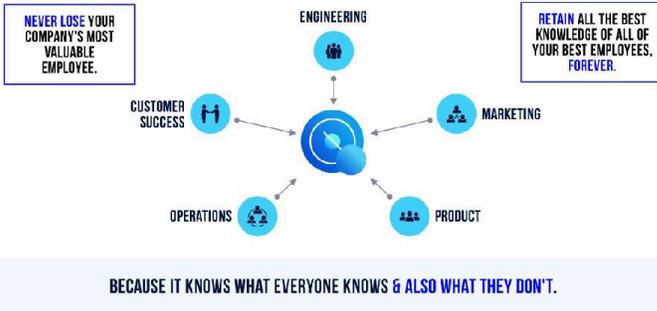


80%

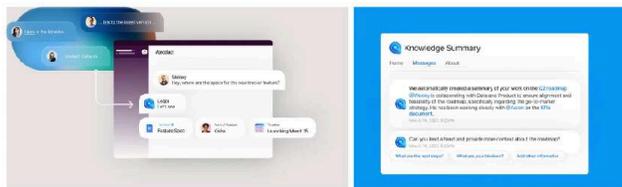
TACIT KNOWLEDGE
Domain-specific expertise, insights, intuition & feel.
Frequently trapped in people's heads & constantly evolving as business environments change.

LLMS ARE ONLY AS GOOD AS THE DATA THEY CAN TRAIN ON.

LOGOI IS A COMPANY'S MOST VALUABLE EMPLOYEE.



LOGOI AUTOMATICALLY ANALYZES CONVERSATION & ASKS TARGETED QUESTIONS TO PROACTIVELY CORRECT FOR KNOWLEDGE GAPS & BLOCKERS.



CREATING ALWAYS UP-TO-DATE, HALLUCINATION-FREE RECORDS.

4XING THE AMOUNT OF AVAILABLE KNOWLEDGE WITHIN AN ORGANIZATION.



PROVIDING FREQUENT INSIGHTS TO HELP LEADERSHIP SPRINT FORWARD OR PIVOT WITH EASE.

LOGOI EVOLVES TO ACT LIKE A TRANSLATOR ACROSS KNOWLEDGE DOMAINS.

“I NEED TO KNOW THE EFFECTIVENESS OF OUR PAID SPEND ON SOCIAL.”



SREYA

“I THINK YOU'RE LOOKING FOR THE CURRENT CUSTOMER ACQUISITION COST.”



LOGOI

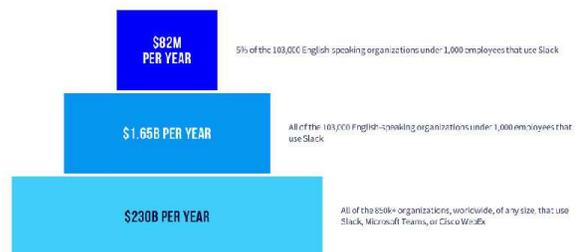
UNDERSTANDING THE TRUE INTENT OF QUESTIONS & UPSKILLING CROSS-FUNCTIONAL COMMUNICATION.

GTM BUSINESS MODEL (B2B SAAS)

| | PILOT/20+ SIGNED LOIS (DESIGN PARTNERS) | | PHASE 2 RFP (55+ ON WAITLIST) | |
|--------------|---|---|--|--|
| | Starter | Growth | Scale | |
| Company Size | up to 30 | 31-200 | 201-1000 | |
| Buyer | Founders | Founders | CTO/CIO; Head of People/HR | |
| Pricing | \$5/user/mo | \$10/user/mo | \$15/user/mo | |
| Features | Slackbot | Slackbot + enhanced individual indexing & discoverability | Slackbot/Teams app + advanced analytics features | |

10

MARKET SIZING



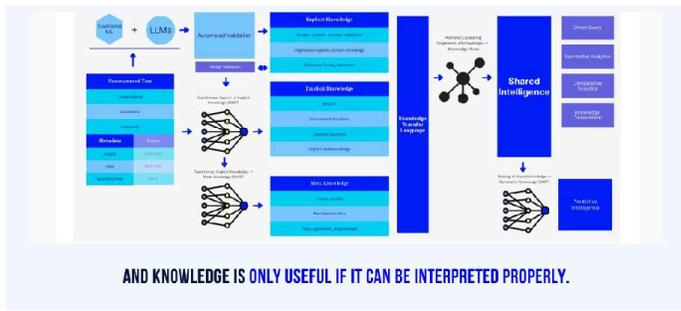
11

LOGOI LEVERAGES GENERATIVE AI TO BUILD A GENERAL AI, BUT IS NOT RELIANT ON ONE VENDOR FOR MODELING.



ENGINEERED WITH A FLEXIBLE AND TARGETED ML PIPELINE VS. BULKY INGEST.

KNOWLEDGE IS NOT JUST DATA - IT'S ABOUT THE CONNECTIONS BETWEEN DATA LAYERS.



WE KNOW THIS BECAUSE WE ARE LANGUAGE & LEARNING SCIENCE EXPERTS.



DR. SARA SIETESKI
Co-Founder & CEO

Incubated Within: 



DR. ALLEN ROMANO
Co-Founder, Product/Engineering

Active Community Members: 



MATT O'DAY
Marketing

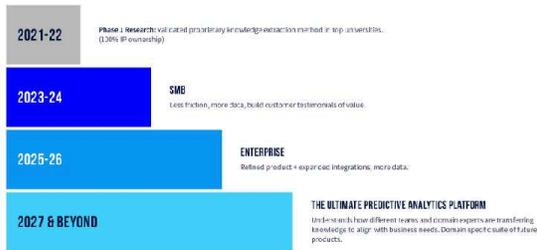
Logoi, etc. 



MARK CRAGER
StartX Advisor, Founder & Managing Partner of Invest Stage Partners

WHO BUILT ONLINE KNOWLEDGE SHARING PRODUCTS WHICH GENERATED MILLIONS IN B2B & B2C REVENUE.

SCALING & EVOLVING LOGOI.



13

Forward looking projections cannot be guaranteed.

OUR ASK: \$1M PRE-SEED

WHAT WE CAN ACCOMPLISH:

BEGIN DEVELOPMENT OF DOMAIN SPECIFIC DATA MODELS FOR SMB

REACH PROFITABILITY BY APRIL 2024 & \$100K MRR BY DEC 2024

EXPAND ENGINEERING TO BUILD OUT ENTERPRISE-LEVEL INTEGRATIONS

TARGET CLOSE: MARCH 2023 | TERMS: \$7M CAP POST-MONEY SAFE

PREVIOUS ANGEL ROUND: \$225K | TERMS: \$6M CAP PRE-MONEY SAFE

CONTACT: SARIA@LOGOI.ID

Forward looking projections cannot be guaranteed. Logoi is allocating a portion of this round to Wefunder investors.

