

Pitch Deck Review

Hermes Soft Technologies

Hi, HermesSoft Technologies

We have reviewed your pitch deck which you circulated, its unfortunate that we will not be proceeding to take stage in your raise for now, however we are happy to stay informed of your progress through your investor update emails, you can copy us updates@africaain.com

We have taken some time to review your pitch deck, and the second page is our feedback loop, which highlight areas we feel should have been addressed in your pitch deck and might be of your best interest to address as you approach other investors.

All the best in building your startup

Regards

AfricaAIN

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Pitch Deck Review: Hermes Soft Technologies			
Section	Review Comment	Score	Action Plans
Design	The presentation isn't appealing to follow and read. The pictures used do not relate to maybe what's on the ground or realistically what could be achieved.		1. Make use of design templates i.e on Canva, PowerPoint.
Purpose	Not enough pointers to the purpose of why you are doing this.		2. Demonstrate a bigger purpose.
Problem	Drug discovery is a big problem globally, we have seen this during the Covid19 period, however we feel there is need to be specific on your area of competence in drug discovery field		1. Narrow your focus i.e drugs for which diseases.
Solution	Yes, AI is rapidly transforming the drug discovery, however your solution is too generic.		1. Be specific on what you are focusing on.
Product	There is no exhibit of how your solution works, yes, we know AI will help solve a lot of things but a demo even just how you have leverage AI so far in your startup i.e to identify names of drugs etc		1. Provide a simple prototype within your field.
Why Now	You didn't demonstrate this		1. Layout facts of why AI will enable what you are proposing.
Market Size	Define your SOM market size, because that's what we focus on first to understand your market share 'current and projected' to understand execution capabilities.		1. SOM Market Size – back this up.
Competition	There is no understanding of your competition		1. Draft a competitor map 'XY Graph'
Go To Market	First there is no SOM hence the Go To Market to achieve a desirable market share from the SOM.		1. Outline your GTM for the SOM.
Revenue Model	This is not clear how you will achieve the figures, and the revenue targets are unrealistic to achieve i.e 2024 we are already in H2 and you are targeting \$6.5m yet there is nil revenue so far.		1. Realistic targets
Traction	No traction has been exhibited even from a simple solution i.e AI to find drug names etc		1. Demonstrate traction, i.e partnerships.
Funds & Pricing	Very few startups have raised \$10million for the first time, without and proven experience and it's beyond our ticket size. There is no pricing dynamics i.e \$10m for what equity.		1. Price the deal
Road Map	The road map is not SMART 'Specific, Measurable, Attainable, Realistic and Time based'		1. Develop a SMART Road map
Team	Fair profile 'combining both business acumen and industry experience' but there is need for co-founders to pull this out especially given the extreme need for talent on drug discovery 'the team should be both from the drug industry and tech'		1. Technical Co-Founders 2. Allocate equity to co-founders to attract the best in class.
Appendix			
i. Market Size	Showcase understanding your market – intensively & extensively		1. A slide indicating both SOM & SAM
ii. Financial	No financials were attached		2. Attach financials