

Case Study

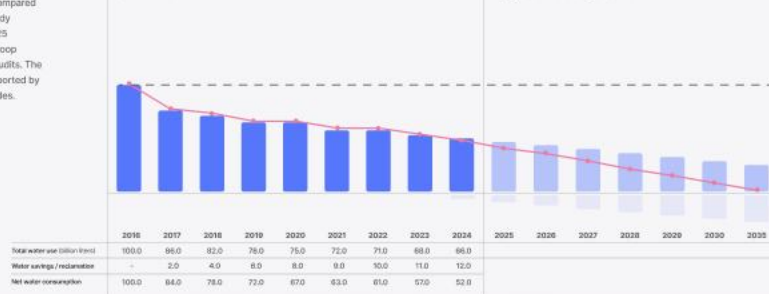
This case study looks at how [redacted] have contributed to flourishing local economies and communities.

Source: Unsplash

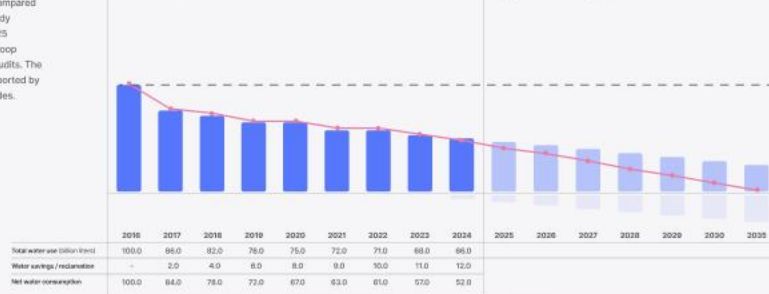
Water conservation goals

Our goal is to reduce total water consumption by 60% by 2035, compared to our 2018 baseline. We've already achieved a 35% reduction by 2025 through smart irrigation, closed-loop cooling systems, and site-level audits. The remaining reductions will be supported by improved tech and facility upgrades.

Total water use



Projected water saved/reclaimed



Notes: (1) 2025-2035 is a projection based on current trends and planned investments. (2) The 2025-2035 projection is based on the assumption that the company will continue to invest in water conservation technology and practices. (3) The 2025-2035 projection is based on the assumption that the company will continue to invest in water conservation technology and practices.

Every facility using our tech removes 50,000 tons of CO₂ annually. That's like taking 10,000 cars off the road.

MARKET SIZE



USED BY OFFICE LANDLORDS AND BROKERS TO LEASE 5× FASTER

[REDACTED] creates Intelligent 3D Space Planning for office space, in hours, not weeks.

- 01 Creates on-demand, interactive 3D space plans for any office space.
- 02 Gives clarity and aligns stakeholders' different visions using 3D & AI.
- 03 Drives faster decision-making using behavior analytics.

One month faster - over \$1B in rental revenue across North America

The only 3D Space Planning solution designed for the leasing process.



Corporate Travel Management

As a Travel Management Company (TMC), we provide integrated solutions for your business travel, covering advanced technology with the expertise of our highly trained and dedicated tourism specialists. We ensure a seamless and secure travel experience, providing you with the best solutions for every aspect of your journey, including accommodation, ground transportation, and international air travel. From car rentals, medical insurance, and visa facilitation.

Your account manager will coordinate and monitor your account to our service, ensuring that all your employees benefit from personalized offers while adhering to your company's policies and Service Level Agreements (SLAs).

ARR grew 9x in 18 months with strong unit economics.

\$1.8M
Annual Recurring Revenue

450 SaaS Customers
85% MRR Growth
94% Customer Retention

\$4K Avg Contract Value
6 Mo. Avg Sales Cycles

Monthly Recurring Revenue

Month	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024
MRR (\$)	0	2,000	4,000	6,000	8,000	10,000

Creative Freedom Is Learned Young

When we're young, no one hands us a rulebook for creativity. We explore. We messes. Ask "what if?" 20 times a day.

That raw curiosity, the freedom to make without fear, isn't childish; it's foundational. And it's what most teams lose as they "grow up."

If your team's creativity feels blocked, look at the environment, not the talent. Deadlines, fear of judgment, endless approvals... they stifle the same instincts we once celebrated.

But when people feel safe to experiment, to fail, to try weird ideas, the work gets better, bolder, more human.

That's not just "fun." That's strategy. Leaders set the tone. Are you modeling freedom, or control? Curiosity, or correctness?

The best creative cultures are not the most polished; they're the most playful.

So, here's the challenge: Design a team culture that feels more like a studio, less like a system. Because creativity isn't just a skill; it's a state.

Creativity begins where permission exists.

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'25 ANNUAL REPORT

38% YoY Revenue Growth Driven By Enterprise Expansion And Retention

Platform revenue (2023-2024)

Year	2023	2024
Platform revenue (\$M)	\$2.4M	\$3.3M

Total ARR including services (2023-2024)

Year	2023	2024
Total ARR (\$M)	\$2.4M	\$3.3M

[Logo] / Impact Report 2025

Where we go shapes what we build

The natural world isn't just our backdrop; it's our blueprint. Every product we create is designed to adapt, endure, and move with the environment, not against it.

Our design process is rooted in texture, contrast, and seasonality. From alpine ridges to forest canopies, each collection is born from time spent outside, not behind a screen.

From forests to fields, we're inspired by the natural world.

From forests to fields, we're inspired by the natural world.

Sarah, our top performer. She's left the company. \$150K replacement cost.

1 in 4 remote workers quit due to isolation

We didn't just ship features. We built momentum.

Within the first two weeks, we saw a 40% drop in internal support tickets related to data access. Onboarding is smoother, our teams are more self-sufficient, and we've saved hours every week on handovers

— [Redacted], Head of Product Enablement

Support requests resolved faster

We didn't just ship features. We built momentum.

This year was about more than growth — it was about building systems that compound. From cross-functional tooling to faster deployment pipelines, our teams worked like modular units: aligned, nimble, and driven by curiosity.

Consistent growth across key adoption metrics

Year	2023	2024	2025
Adoption Rate (%)	41%	57%	72%

The graph below highlights our user engagement metrics, a composite score based on daily usage, retention, and repeat purchase rates across our three core product lines. We've seen strong growth year-over-year, particularly following the rollout of our modular first experience in mid-2023.

Since launch, our goal has been to reduce the feedback loop between product and customer. Now, 70% of active users engage with the platform at least 5x per week, a critical indicator of behavioral adoption in the consumer health space.

This is how [redacted] changes the way work flows

In a world where speed and clarity are competitive advantages, [redacted] acts as an invisible layer across your systems — quietly surfacing what matters, automating what doesn't, and adapting to the way your team already works. No dashboards, no micromanagement, no extra tools.

Intelligent triage

Automatically sorts signals from noise — prioritizing tasks, alerts, and updates across tools in real time.

Continuous optimization

Leans from every interaction to make future recommendations faster, smarter, and more personalized.

Seamless integration

Works natively across your existing stack — from Slack to Jira to Notion — without configuration or friction.

The four ways [redacted] transforms how your team works

- Less context-switching**
Surface files, messages, and tasks instantly across Slack, Notion, Drive, and more — so never two clicks.
- Smarter daily planning**
Automatically generates a focused daily agenda based on your meetings, deadlines, and energy peaks.
- Automated follow-ups**
Never drop the ball: [redacted] tracks open threads and nudges you with smart reminders.
- Instant team insights**
Summarize standups, track goals, and stay aligned without micromanaging. Availability, not roles.

Revenue for Q4 2024 was \$23 million

Quarter	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024		
Revenue (\$M)	\$4.5M	\$7.5M	\$9M	\$14M	\$17M	\$19M	\$23M

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42% Somewhat ready, but need guidance

26% Not ready at all

22% Already experimenting

8% Fully aligned

2% Not sure

68% of designers say they feel unprepared for the shift to AI-integrated workflows.

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Scaling efficiently through automation and demand precision

\$15,000
Avg. monthly savings per warehouse after [redacted] deployment

720,000+
Inventory touchpoints tracked in real-time via our sensor network

31%
OxO increase in predictive reorder accuracy

[redacted] platform continues to prove its value in helping customers reduce waste, accelerate fulfillment, and increase visibility across the supply chain. With strong onboarding from new mid-market clients and expanded usage across existing contracts, we're seeing efficiency compound — both operationally and financially.

Thanks to recent updates in our routing algorithm and sensor calibration models, median deployment time dropped by 22%, driving faster ROI and stickier customer relationships.

AI adoption is no longer optional — it's expected.

Over half of mid-sized teams have already started adopting AI tools to automate workflows, generate content, or assist in decision-making. Among them, a growing number reported measurable improvements in output efficiency within the first three months. This trend is consistent across industries and team functions, though adoption maturity varies.

We are positioned to accelerate this transition by giving teams an all-in-one AI-native workspace.

59% Customer support
63% Marketing
68% Product design
52% Engineering
44% HR & Ops

01 Summary

02 Financials

03 Key Insights

04 Forecast

05 Conclusions

YOUR TIME IS
WORTH MORE THAN
FORMATTING
SLIDES.

Partner with someone who handles the slides so you can focus on building.

FOR FOUNDERS WHO'VE OUTGROWN DIY.

- ① You're a funded startup (seed to Series A) with serious growth goals
- ② Want to work directly with a founder, not a big agency
- ③ High-stakes presentations that need to win (fundraising, sales, etc.)
- ④ You care about design AND strategy
- ⑤ Ready to invest in decks that secure funding or drive revenue

HOW WE WORK TOGETHER

DECK

\$5,000

One deck, designed from the content you already have. Your narrative stays as it is and the slides get rebuilt around it. Built in the tool your team already uses, so it stays editable after handover.

— One week

One deck: fundraising, sales, board or internal
Designed from the content you already have

STORY

\$10,000+

One deck, rebuilt from the story up. We work out the narrative and the structure together first, then I design it end to end, including the charts and diagrams the argument needs.

— Two weeks

Narrative and structure reworked with you
Designed end to end, not restyled

SYSTEM

\$30,000+

A presentation system your team runs without me: a template for each kind of deck you present, a modular slide library to build from, and a handover, either a written guide or up to 30 days with me on Slack.

— Four weeks and up

One to five or more deck types
Brand system, extended or built from scratch

Urgent work can sometimes jump the queue. Clearing that space runs at a priority rate, agreed before anything starts.

EVERY SYSTEM IS SCOPED TO THE TEAM USING IT.

Deck types in the system One → Five or more

Modular slide library 30 → 150+

Illustration and data viz Light → Full

Brand system Exists → Built from scratch

Handover Written guide → 30 days on Slack

Your team owns the system and makes their own decks from it.

When something high-stakes comes up, Retainer picks it up from there.

PRESENTATION SUPPORT, ON TAP.

Sales decks, investor updates, one-pagers, whatever the month actually needs, at priority turnaround. Available to companies I've already worked with once.

RETAINER

\$8,500/mo.

Two-month minimum, then month-to-month.

Turnaround	Priority
Access	Direct, Slack or WhatsApp
Capacity	Three clients at a time

GREAT SLIDES. CLEAR STORIES.

SALES PRESENTATIONS THAT CLOSE DEALS

Customer-focused story.
Proof that resonates.
Calls to action that work.

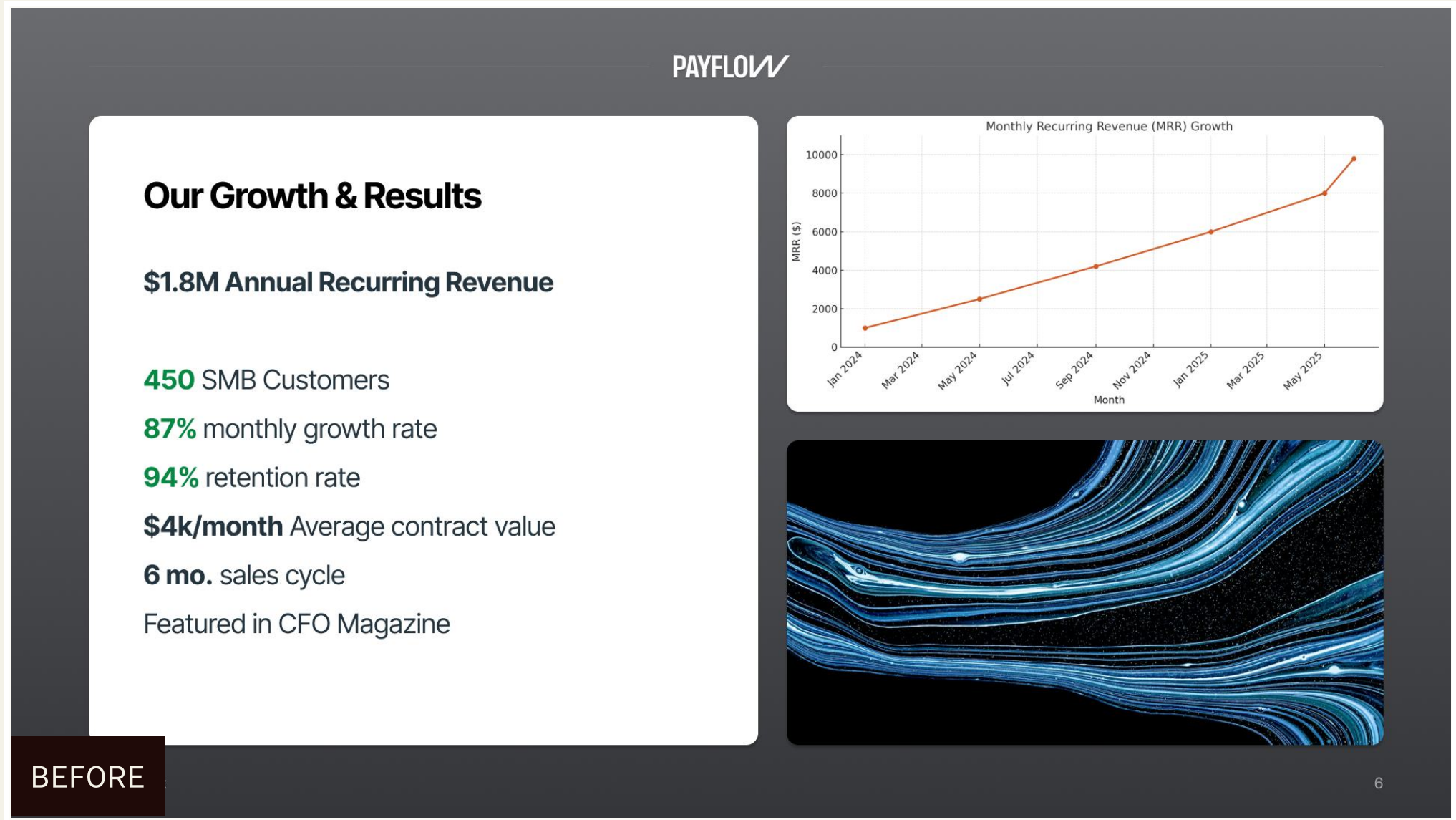
FUNDRAISING DECKS THAT SECURE MEETINGS

Clear narrative.
Compelling visuals.
Investor-ready flow.

UPDATE DECKS THAT ALIGN

Clear progress narrative.
Metrics that matter.
Everyone on the same page.

FAST ITERATION. BETTER STORY. DIFFERENT OUTCOME.



Confusing metrics and bullet points that don't tell a story. Investors struggle to understand the real traction and impact.



Clear narrative with focused metrics that actually matter. Visual hierarchy guides investors through your growth story without effort.

FAST ITERATION. BETTER STORY. DIFFERENT OUTCOME.

Remote Work Mental Health Issues

- Remote work causes isolation and loneliness
- Employee burnout rates are increasing
- Mental health problems affect productivity
- Companies struggle to identify at-risk employees
- Traditional wellness programs don't work remotely
- Managers lack visibility into team wellbeing
- Reactive mental health support is too late
- Employee turnover costs companies money



ThrivePoint™

BEFORE

3

Boring bullet points that list obvious problems. Investors see issues they already know about but don't feel urgency to solve them right now.

Pitch Deck

ThrivePoint™

Sarah, our top performer.
She's left the company.
\$150K replacement cost.

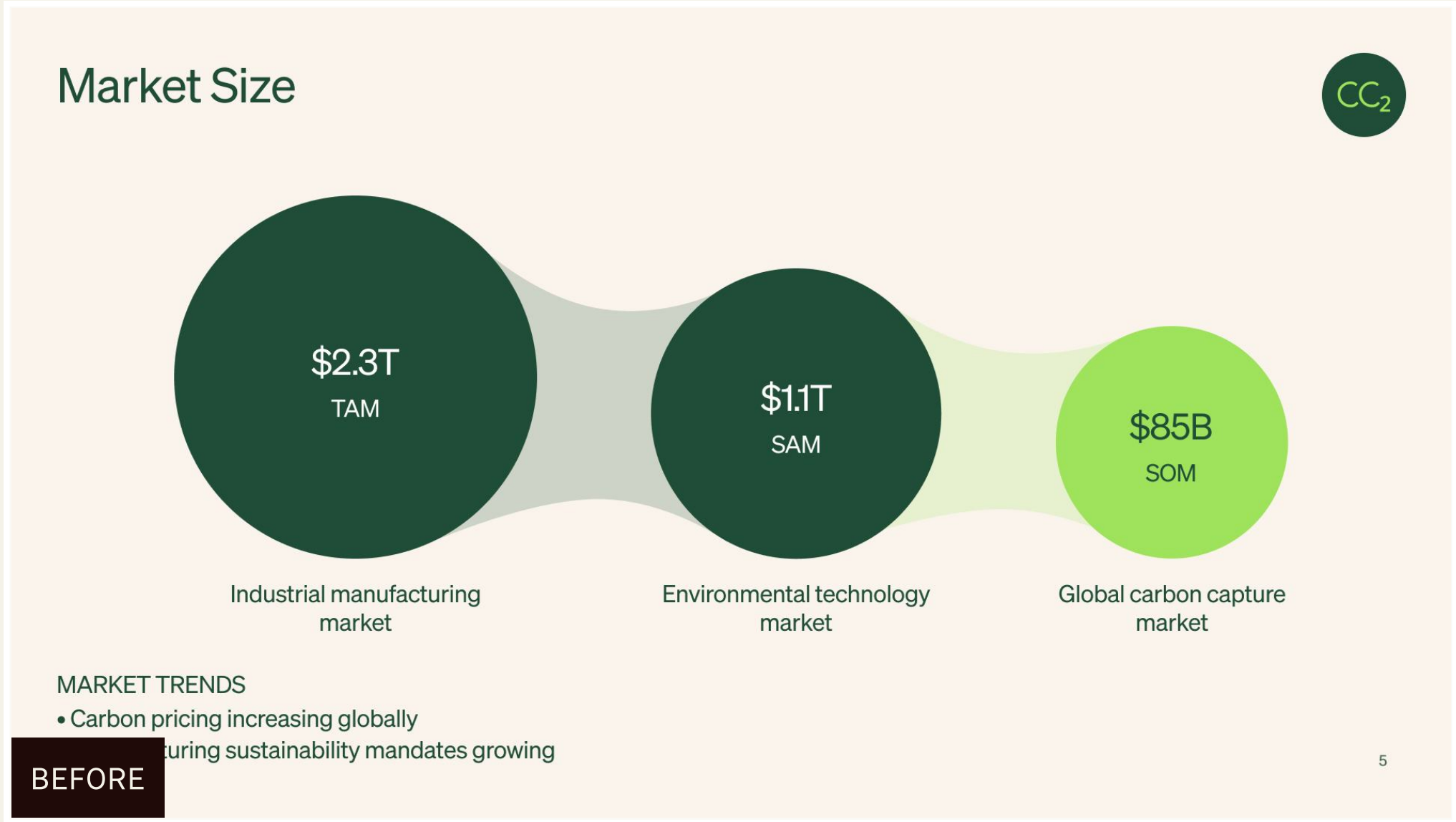
**1 in 4 remote workers
quit due to isolation**



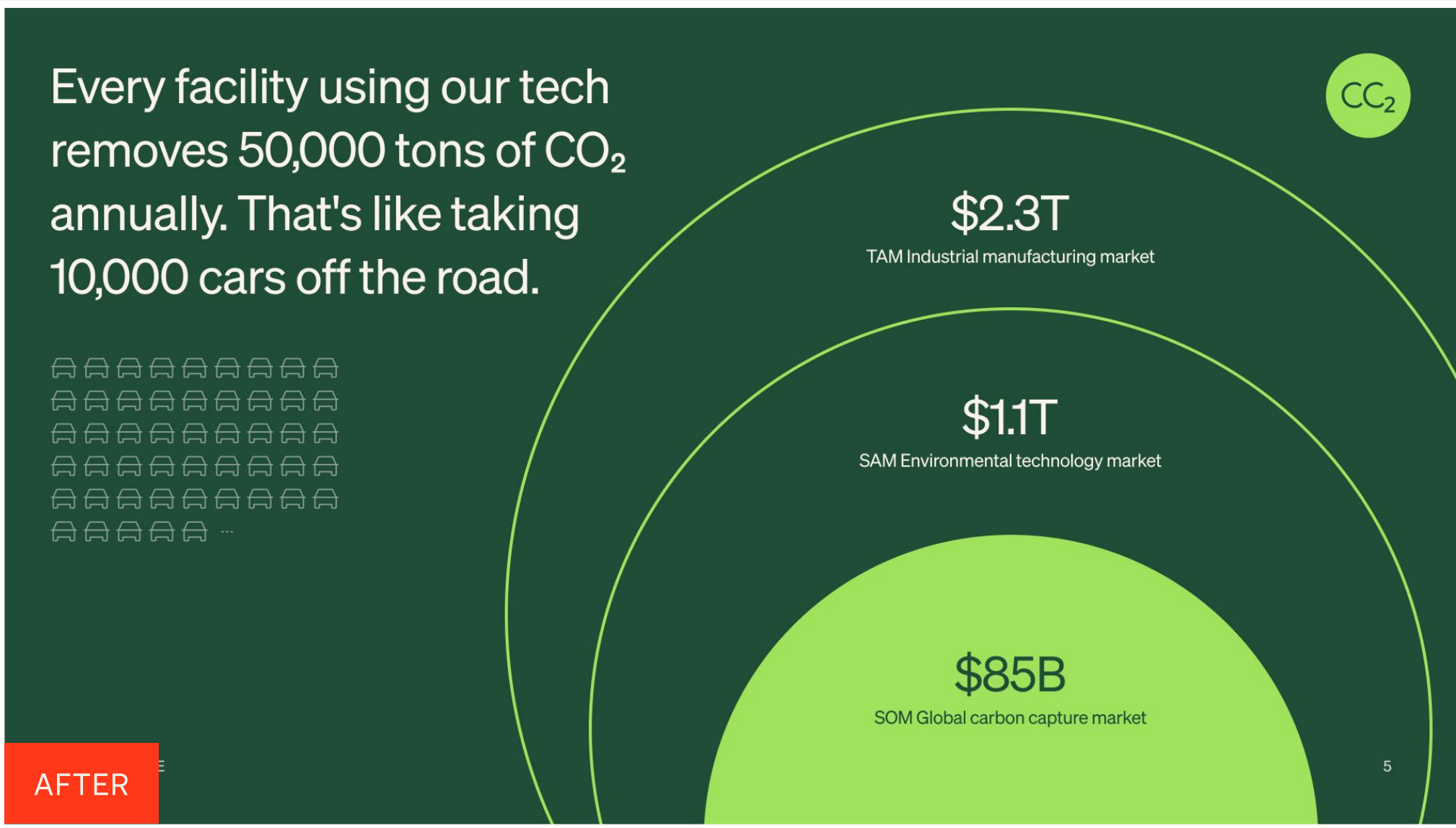
AFTER

Personal story that creates emotional connection. HR investors immediately picture this happening at their portfolio companies and want to prevent it.

FAST ITERATION. BETTER STORY. DIFFERENT OUTCOME.



Big numbers without context that don't mean anything. Investors see market size but can't understand why this moment matters or how you win.



Impact-first narrative that makes market size meaningful. Climate investors see world-changing potential before they think about returns.

DIRECT ACCESS. RAPID ITERATION.

MOST AGENCIES

Formal process,
scheduled check-ins

- Slow revision cycles
- Weekly check-ins at best
- Rigid project phases
- Long onboarding processes

OVERSLIDE

Direct access,
collaborative sprints

- Fast feedback loops
- Direct access via Slack/WhatsApp
- Sprint methodology with rapid iteration
- Projects start within days (or less)

WHAT TO EXPECT*

WHAT'S YOUR APPROACH?

Quick turnaround, strategic thinking. Every slide serves your story and supports your business goals.

HOW QUICKLY CAN WE START?

Subject to availability, currently Q4 2026. Sooner is possible. It prices differently.

HOW WE WORK TOGETHER

Most engagements start with ESSENTIALS to ensure we're a good fit, then evolve to ONGOING support for companies with regular presentation needs.

HOW DO WE COMMUNICATE?

Direct access to me over Slack or Whatsapp throughout the project. Regular sync calls. We move fast in sprint mode.

WHAT IF WE DON'T HAVE BRAND GUIDELINES?

No problem. Most startups don't. I'll work with what you have to create a cohesive presentation style.

DO YOU SIGN NDAS?

Absolutely. Most of my work is under NDA. Your confidential information stays confidential.

*ASIDE FROM A GREAT WORKING
COLLABORATION AND RESULTS



ABOUT MAX

I've been designing products for two decades (yes, I'm that old). Worked with big brands, startups, and everything in between. Some projects were amazing, others taught me what not to do (the hard way).

Now I help startups tell their stories clearly because great ideas deserve great design.

My approach: Figure out what you're actually trying to say, then make it happen fast.

Learn more at maxmarele.com

READY TO SEE WHAT'S POSSIBLE?

BOOK A 30-MINUTE INTRO CALL

We'll discuss your presentation needs
and how I might be able to help.

No pitch. No pressure.

[OPEN CALENDAR →](#)

overslide

LET'S DO THIS!

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