



# unitonomy

Unitonomy software & AI products  
help colleagues communicate &  
perform together better.

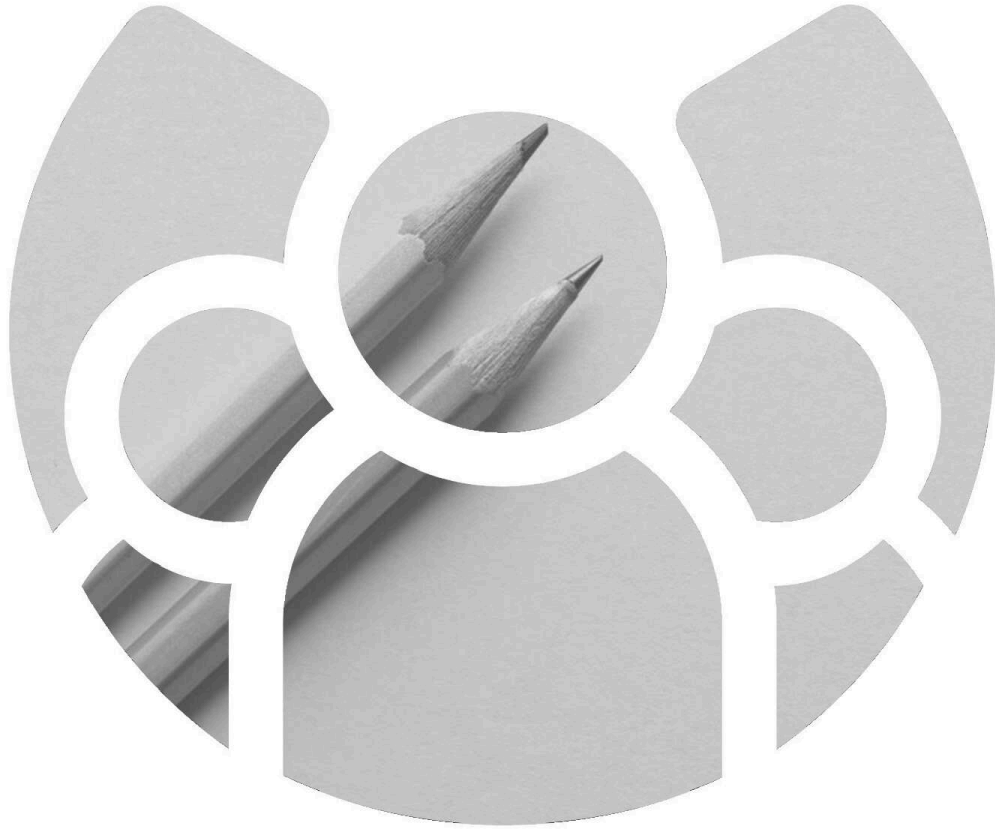


FOUNDER CHARLEY MILLER



# Touchcast

- **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



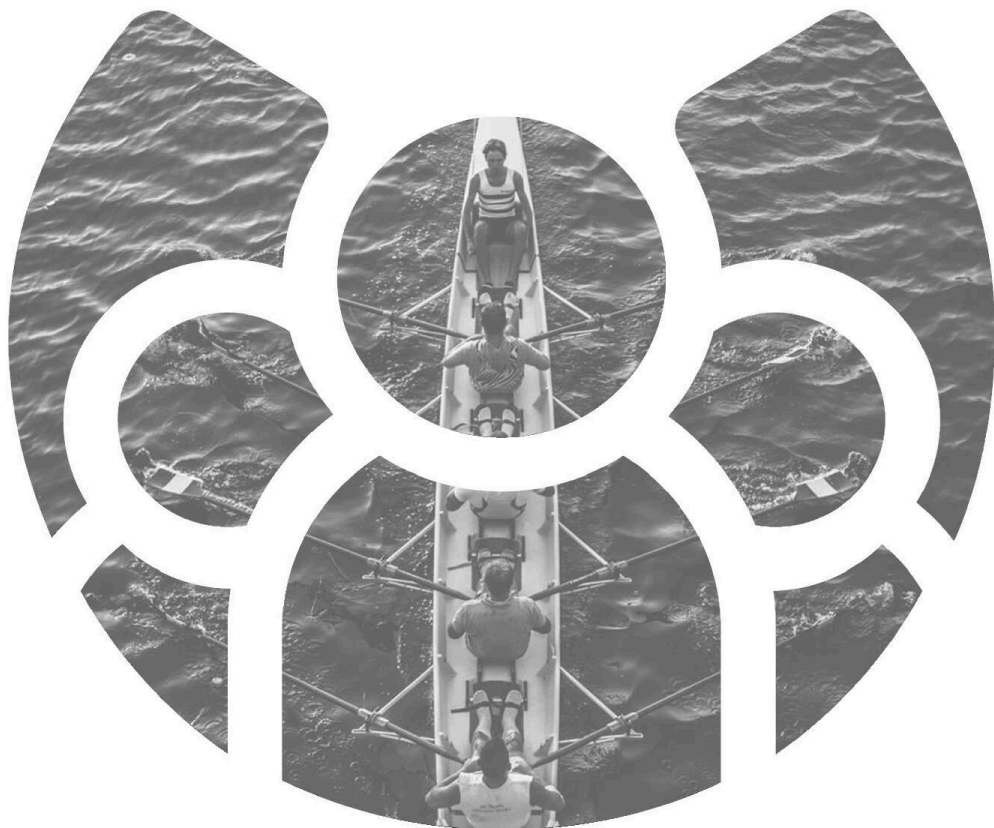
manual



automatic



self-driving



## BETA PRODUCTS



**GetCommit**

knowledge transfer for organizations



**Glvvv**

knowledge transfer for individuals



**OrgVitals**

people & culture analytics





## PROBLEM

**SOFTWARE  
FRAGMENTATION  
DISRUPTS  
KNOWLEDGE  
TRANSFER.  
THE CURE IS NOT  
MORE MESSAGES  
& MEETINGS.**



GETCOMMIT SOLUTION

**HELP COMPANIES  
LEVERAGE AI TO  
BETTER CONNECT  
COLLEAGUES TO  
KNOWLEDGE AND  
TO EACH OTHER.**



GetCommit



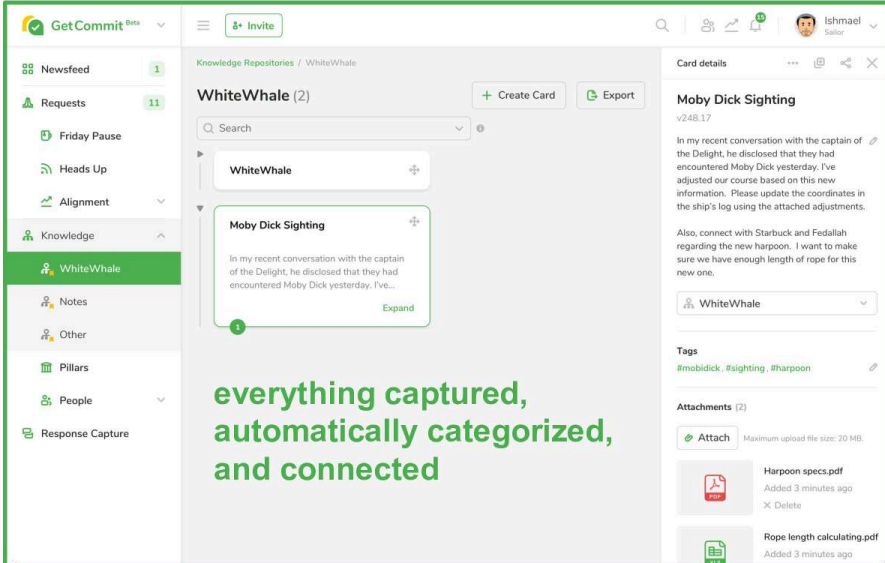
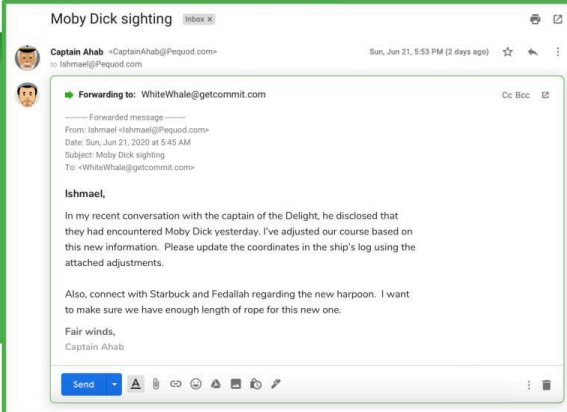
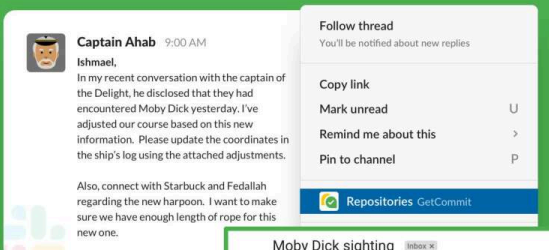
# KNOWLEDGE TRANSFER FOR ORGANIZATIONS

- Current 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
- Knowledge capture helps companies prepare to leverage AI
- Holy grail is when our AI accurately answers employee questions

# Get Commit

**Forward from:**

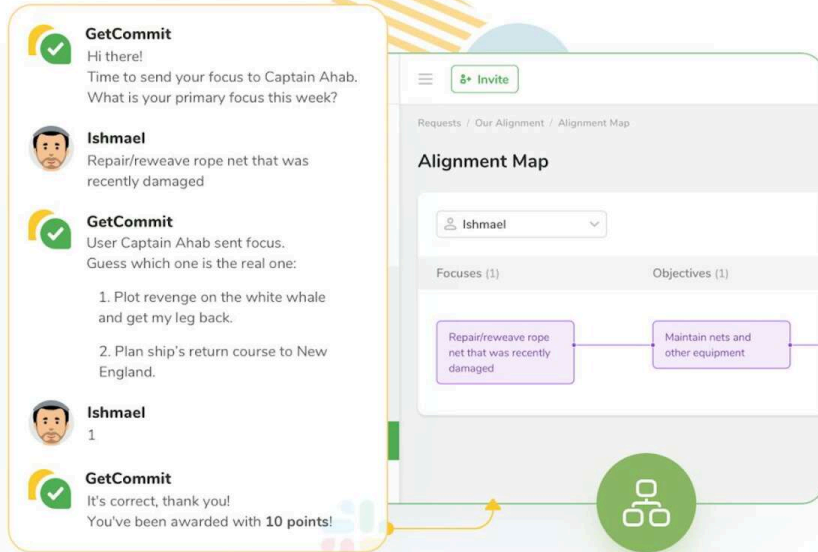
- Slack
- email
- anywhere



**everything captured,  
automatically categorized,  
and connected**

# KNOWLEDGE REPOSITORIES

# GetCommit



The screenshot shows a chat window on the left and an 'Alignment Map' interface on the right. The chat window contains the following messages:

- GetCommit:** Hi there!  
Time to send your focus to Captain Ahab.  
What is your primary focus this week?
- Ishmael:** Repair/reweave rope net that was recently damaged
- GetCommit:** User Captain Ahab sent focus.  
Guess which one is the real one:
  - 1. Plot revenge on the white whale and get my leg back.
  - 2. Plan ship's return course to New England.
- Ishmael:** 1
- GetCommit:** It's correct, thank you!  
You've been awarded with 10 points!

The 'Alignment Map' interface shows a dropdown menu with 'Ishmael' selected. Below it, there are two columns: 'Focuses (1)' and 'Objectives (1)'. The 'Focuses' column contains a box with the text 'Repair/reweave rope net that was recently damaged'. The 'Objectives' column contains a box with the text 'Maintain nets and other equipment'. A blue arrow points from the focus box to the objective box. At the bottom of the interface, there is a green circular icon with a white hierarchy symbol.

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

## BUDDY SYSTEM



# GetCommit

## COMPETITION

Low Cost

High Cost

Startups



Free

~\$3

~\$6

~\$9

~\$12

~\$15

Ask

Incumbents



-  augmented communication
-  knowledge transfer
-  announcement feeds



## PROBLEM

**PEOPLE EMAIL  
THEMSELVES  
IMPORTANT  
THINGS. THOSE  
THINGS GET LOST.  
DISORGANIZATION  
AFFECTS  
COLLEAGUES.**



GLVVV SOLUTION

**AN INBOX THAT'S  
JUST FOR YOU  
THAT AUTO  
ORGANIZES THE  
INFORMATION.**



Glvvv





## KNOWLEDGE CAPTURE FOR INDIVIDUALS

Email is the fastest way to send a reminder to future-you (from any app, from anywhere). The problem is your email inbox was designed to respond to others. Not to help you manage *you*.

Email anything to @Glvvv.com. Glvvv catches it and does the rest.

- Uses same technology as GetCommit with email mechanic and networked repositories
- Glvvv draws connections between the information you want preserved



# Glvvv

## COMPETITION: INFORMATION CAPTURE FOR INDIVIDUALS

Low Cost

High Cost

Startups

Smart  
Bookmarking

 my mind

histre

 Roam RESEARCH



Smart Email

 pocket

 OmniFocus

Smart Notes

 Trello

 Evernote

NOTE /  
DOCUMENT  
APPS

FREE EMAIL  
INBOXES

BASIC  
REMINDERS /  
TODO APPS

Incumbents



## PROBLEM

**THERE'S NO  
SOFTWARE THAT  
ASSESSES  
COLLABORATION.  
YOU CANNOT  
IMPROVE WHAT  
YOU DON'T  
MEASURE.**



ORGVITALS SOLUTION

**AUTOMATE  
PROVEN METHODS  
TO ASSESS  
CULTURE AND  
EMPLOYEE  
COLLABORATIVE  
PERFORMANCE.**





## PEOPLE & CULTURE ANALYTICS

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**

9:05 AM

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

**Employee Summary**

Captain Ahab

Based on Potential & Performance Data, this person is **valuable** and **burning out**.

**Current Focus**  
Designing a new harpoon that will withstand the extreme cunning and force of the White Whale.  
Ahab's alignment map

**Unintony points**  
17  
Ranking out of 45

**Role Description**  
As captain of the Pequod, I oversee the vessel's whale-hunting expeditions and the management of the crew.

**Aspiration**  
Eventually hunting down Moby Dick.

**Overall Assessment Matrix**  
11  
Ranking out of 45

**Employee Performance**

Captain Ahab

The data signals this person's collaborative performance is trending **positively**.

**Contribution Matrix**

**Engagement**  
2.8 avg

**Connectedness**  
2.7 avg

**Stress**  
3 avg

**Capacity**  
2.9 avg

**Collaboration Performance Matrix**  
7  
Ranking out of 45

**Employee Potential**

Captain Ahab

The data signals this person is trending **positively** as demonstrating potential.

**Knowledge Matrix**

**Adaptability**  
28  
Ranking out of 45

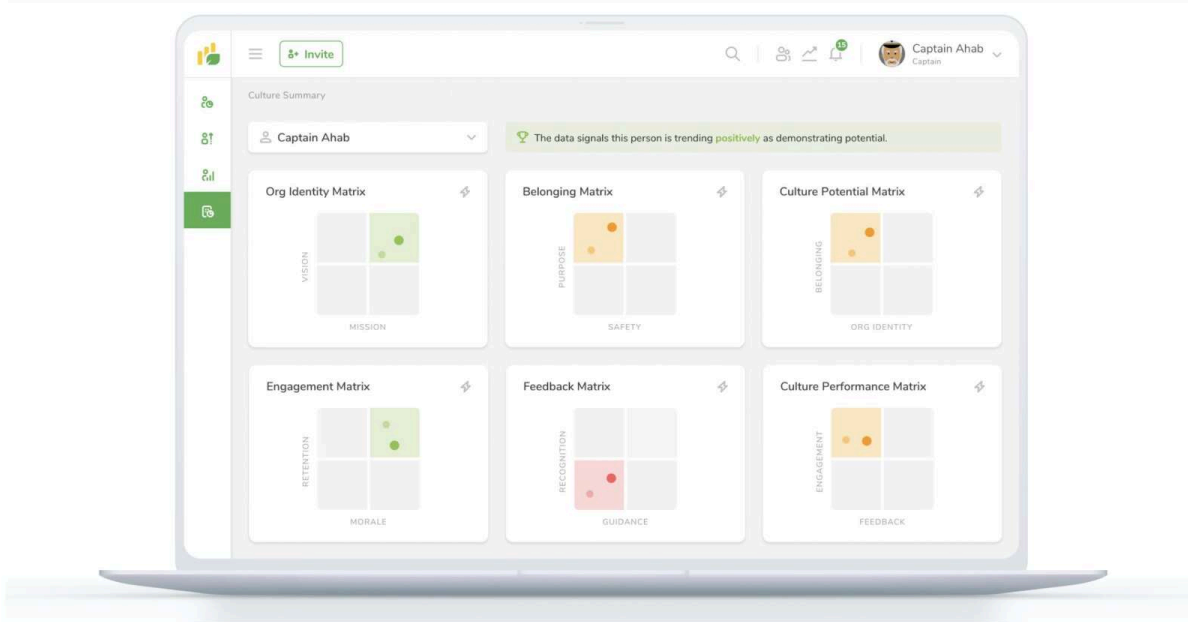
**Growth Potential**  
17  
Ranking out of 45

**Professional Identity Matrix**

**Network Position**

**Collaboration Potential Matrix**  
3  
Ranking out of 45

## PEOPLE ANALYTICS

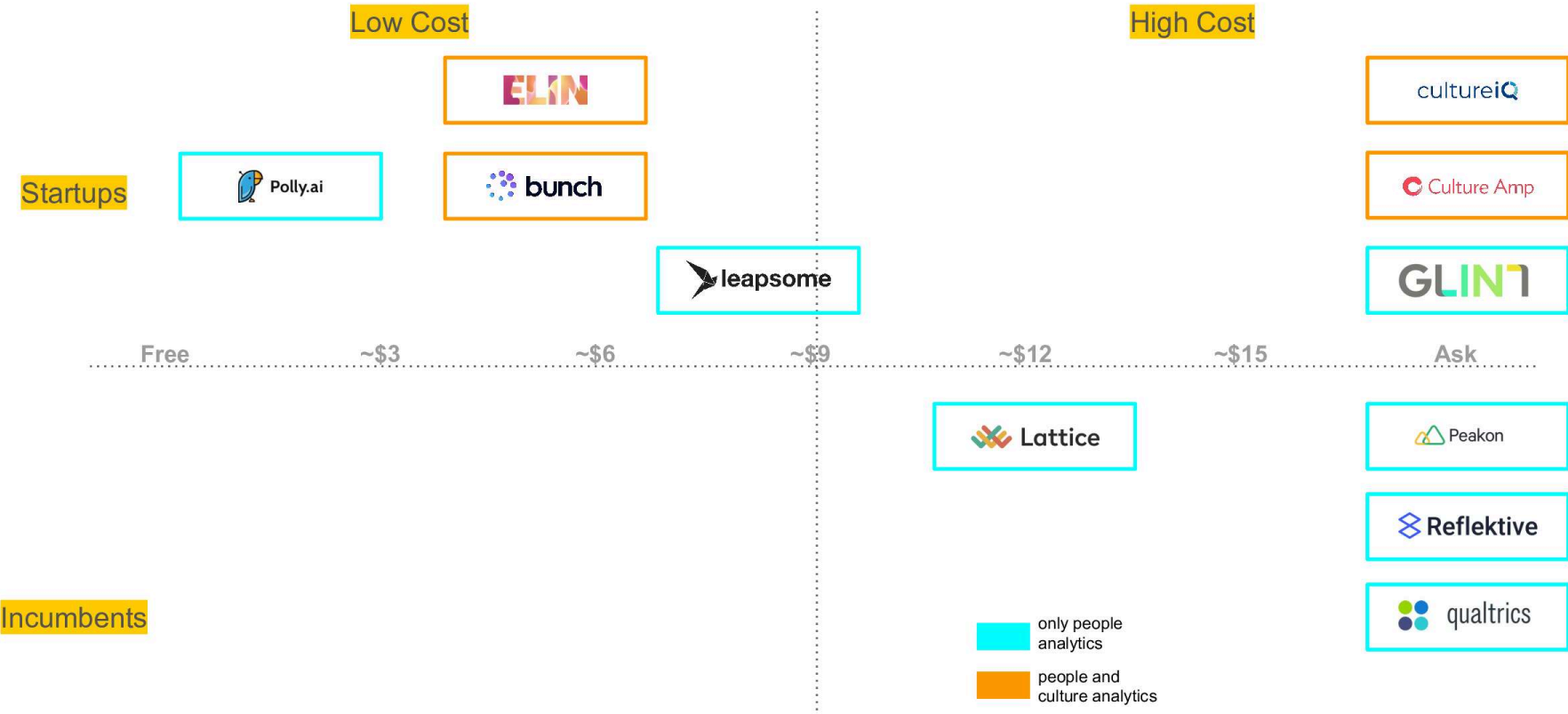


# CULTURE ANALYTICS



# OrgVitals

## COMPETITION: PEOPLE & CULTURE ANALYTICS



# TEAM EXPERTISE

Charley Miller  
CEO, previously co-founder TouchCast

Max Nechypurenko  
CTO

Additional Tech (8)  
Based in Ukraine.

FT  
PT

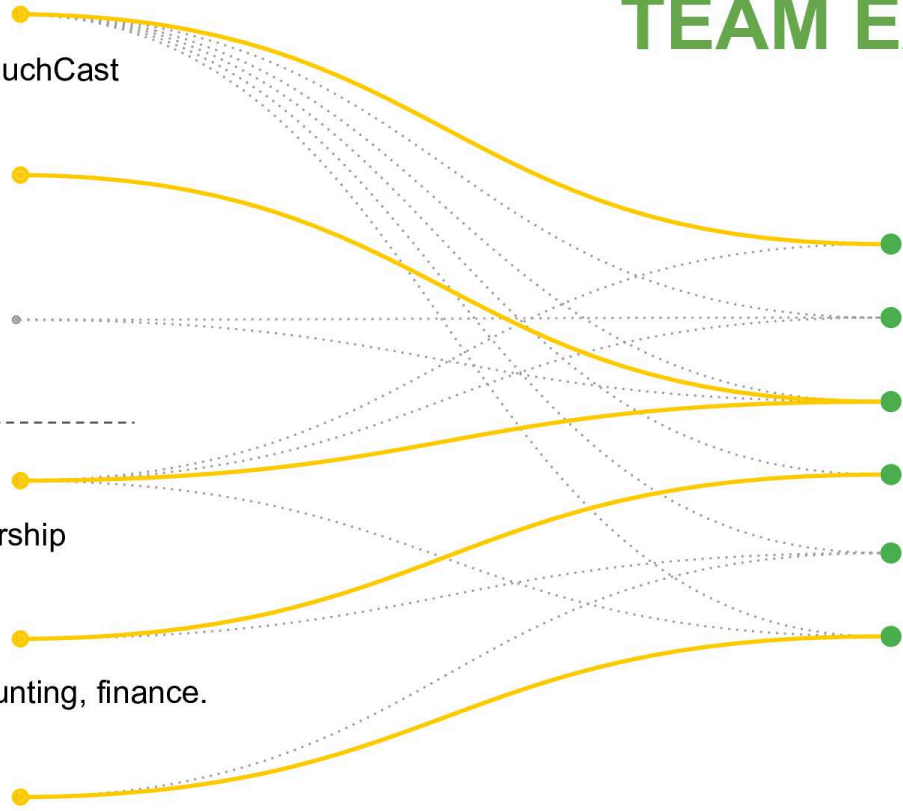
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Chris Deaner  
Founding investor; tech mentorship

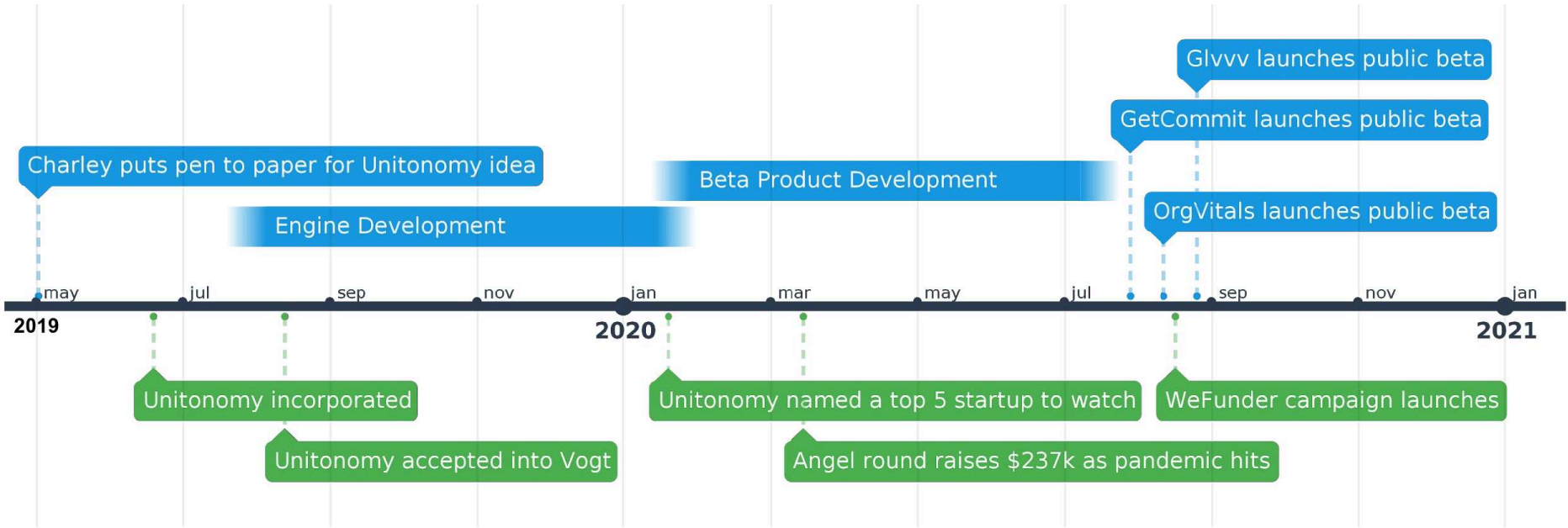
Mike Mooney  
Founding investor; legal, accounting, finance.

Brittain Skinner  
Marketing & partnerships

- product
- UX / games
- tech
- operations
- sales
- marketing



# TIMELINE



# 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.

# MODEL

For every product, we charge \$5 per employee, per month in a classic B2B SaaS model (\$4 for an annual subscription).

We offer a 14 day trial for an organization to understand the product.

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

To scale sales, we are using FirstPromoter with a playbook to incentivize part-timers to target and chase prospective customers.

Our business model is to initially sell to small orgs and then grow to target medium orgs and eventually enterprise.

# INVESTMENT

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

We look to raise \$265k+ in Q3 to:

- Refine products based on customer feedback
- Develop our sales process
- Build awareness through experiments
- Implement AI/ML



**THANK YOU**

[charley.miller@unitonomy.com](mailto:charley.miller@unitonomy.com)



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