

INVESTOR PITCH DECK

Bluebird

Longevity / Biotech

#083CA4

#062268

#083CA4 → #062268

HEADING

Mona Sans Semibold

BODY

Mona Sans Regular

The challenge

A longevity startup with a cellular age-reversal platform needed a deck that could carry a bold scientific claim into a room of skeptical investors without tipping into hype. The data was strong, but a claim that big lives or dies on whether investors believe it, so the deck had to earn trust before it asked for anything.

Our Approach

The deck follows the classic problem-to-ask arc, paced so credibility compounds. It opens on stakes, not the product. Ageing drives 80 percent of disease and costs over \$5 trillion a year, so the urgency lands before Bluebird is even mentioned. Only once the problem is established does the deck state its claim, back it with proof, then open up the market, the moat, and the money. We gave every headline number its own slide, so the 7 years, the \$9 trillion, and the \$25M each get a clean moment instead of competing.

Before

ageing drives 80% of all diseases we've found a way to reverse it ageing is healthcare's ultimate challenge and our technology is the gamechanger age related illness costs over \$5 trillion annually we're changing the story this is the title slide so make it look good and premium need an image of ageing maybe a face split old/young?? put the logo somewhere. tagline should be strong it's the first thing investors see

Ageing is driving a global health crisis 80% of global deaths are from age related diseases cancer alzheimers cardiovascular disease etc WHO says disease risk doubles every 5 years after age 50 so 2x risk every 5 yrs after 50 want this to feel urgent.

also emotional side — every family knows the pain of losing loved ones to age related illness. need some kind of chart or graph showing risk going up with age?? and maybe a photo. lots of info here not sure how to lay it out

After

Ageing drives **80%** of all diseases. We've found a way to reverse it.

Age-related illness costs over **\$5 trillion** annually. We're changing the story.

Ageing is healthcare's ultimate challenge. Our technology is the gamechanger.

Ageing is driving a global health crisis.

WHO data shows disease risk doubles every 5 years after age 50.

80% Global Deaths including cancer, Alzheimer's, cardiovascular disease, and more.

2x Risk every 5 years after 50

Every family knows the pain of losing loved ones to age-related illness.



Concept deck built to show how a high-stakes scientific claim can be structured for investors, from a \$5 trillion problem to a \$25M ask across 13 slides.

Let's structure your deck →