



siëo

Think. Build. Scale.

Preface

“The Big Idea”

We are not a traditional company.

This is not a traditional pitch deck.

We are sieo, and this is our story.

The Problem

90% of Startups Fail

And we've failed, more than once.

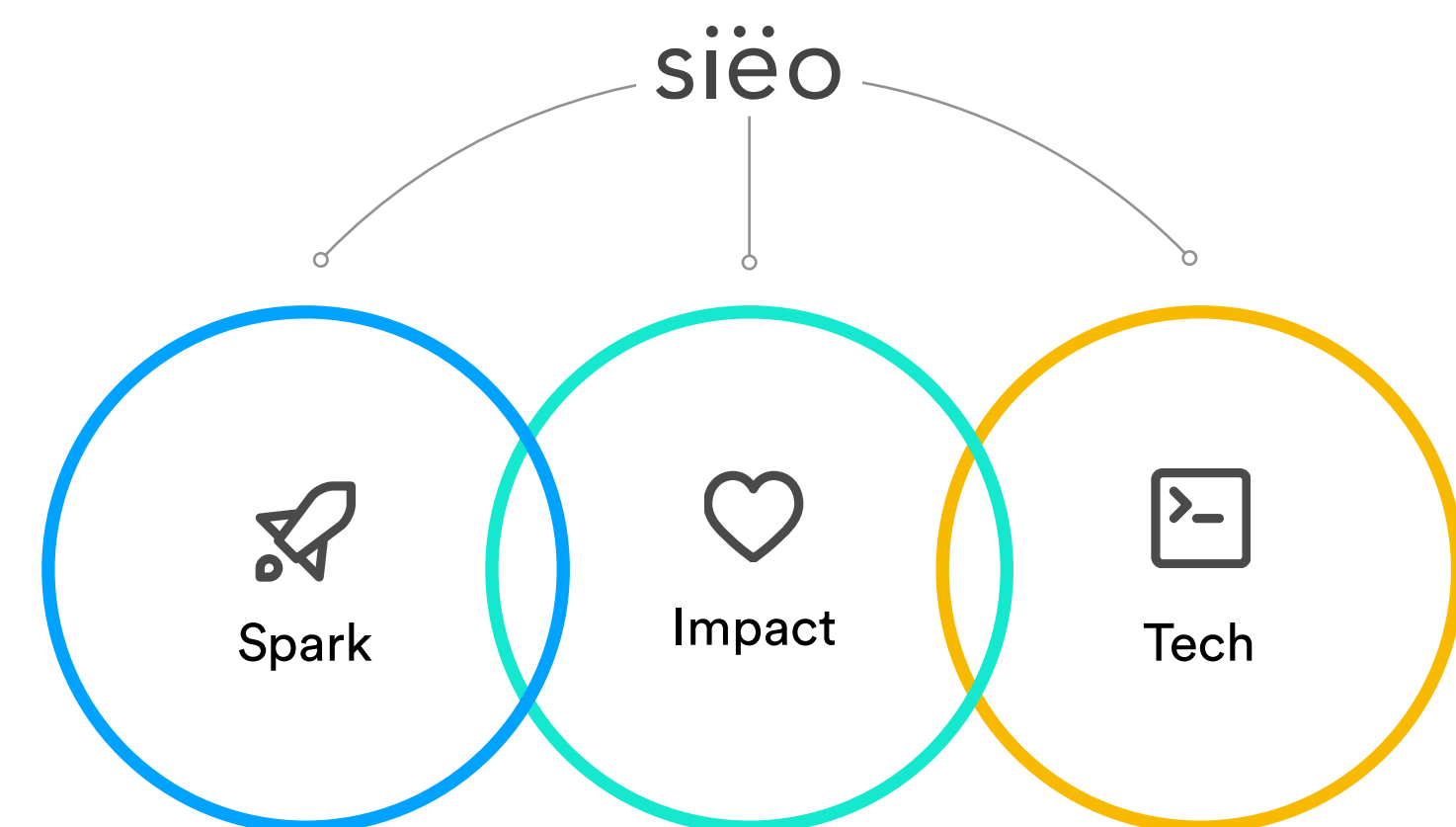
sieo is a team of serial entrepreneurs that have started and failed numerous businesses. We saw a startup ecosystem riddled with avoidable pitfalls, ultimately stunting innovation and slowing down talented founders.

The Solution

A New Way to Start Up

The all-in-one solution for entrepreneurs

We set out to reduce the startup failure rate by building a comprehensive system that custom tailors solutions for teams through every step of their entrepreneurial journey. Ultimately, we created an ecosystem for founders to thrive.



A Technical Solution

The Entrepreneurial Operating System (EOS)

Entrepreneurship is evolving. We set out to simplify the process through an integrated software-based solution to help founders start a business and avoid dangerous pitfalls.

From idea validation to investor relations, our platform would be the one stop shop for building successful business models.

THE MAIN EOS FEATURES



Investor relations



Task management



Equity-tied tasks



Legal foundation



Startup service trades



Idea validation

But we weren't ready, yet.

The idea was powerful, but premature. We lacked crucial components of what was needed to build a revolutionary platform.

WE NEEDED _____



Stronger Team



Capital



Validation

Part 1

“Helping Startups Start Up”

We had to find a way to generate revenue, expand our capabilities as a team and create a proof of concept. An idea is worthless, but execution is priceless. So, this is what we did...

Spark is born.

The MVP of the MVP

sieo Spark is a full-service startup studio that works with entrepreneurs on a paid project-basis to fill the gaps on their teams. First, we immerse ourselves in a company's vision, learning the current obstacles and future goals. We then craft a custom package designed to progress the company from Point A to Point B.

THIS HELPED US _____

- Validate the sieo concept
- Generate revenue
- Build a data-driven list of best practices



Impact comes to life.

The best way to learn is to teach.

We took our passion for helping others one step further with sieo Impact. Impact is a unique approach to startup education, focused on learning by doing. Instead of outdated textbooks and flashcards, we work directly with students so they can experience entrepreneurship from the ground up.

THIS HELPED US

- Develop ELI-5 educational content
- Support young innovators
- Learn teaching methodology for startups

girls
inc.

ORANGE
HIGH SCHOOL

Tech is back.

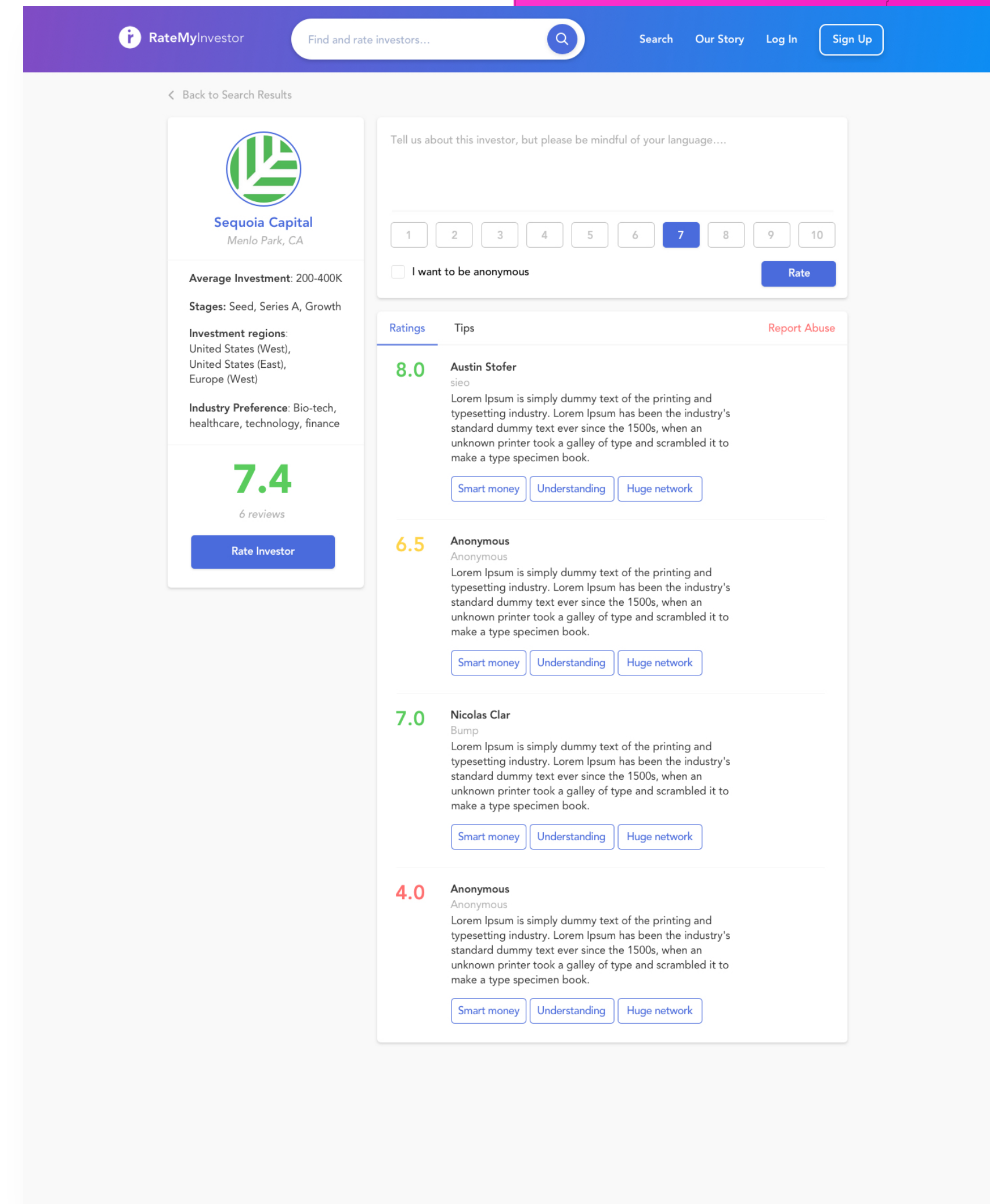
The Dashboard: Part 1 of 6

Honesty in early stage companies is paramount. RateMyInvestor is a review platform and investor portal that aims to bring transparency, accountability, and balance to the fundraising ecosystem. Working with the founder of Rate My Professors, our team is releasing this platform in early 2018.



THIS HELPED US

- Build the first piece of the dashboard
- Create an investor research tool
- Learn how to launch a tech product



Part 2

Think. Build. Scale.

We realized that there was something happening, something that we had tapped into that was beginning to take shape. sieo went from a good idea to something tangible. So, like any good entrepreneurs, we scaled.

Spark 2.0

Disrupting Traditional Consulting



Client Type

Instead of just first-time entrepreneurs, we started working with fast-growth small and medium-sized businesses.



Average Deal Size

Our typical deal increased from \$7,000 one-time payments to monthly recurring contracts and partnership equity plays in emerging spaces, like ICOs.



Team Talent

We supplemented college founders with high-level industry experts and built a team around our *WHY*, not our *what*.

MARQ

New Offerings

We built a fully white-gloved CMO offering by combining software tools and marketing specialists.

Impact 2.0

Inspiring Big Thinkers



College Classes

Taught a 7 session course at Chapman University



International Conference

Spoke at a renowned Malaysian startup event



Founders in Training

Launched a company with a group of high school students



Podcasts

Interviewed with Kylon Gienger on the Successful Dropouts Podcast



Webinars

Created crypto webinar *Word on the Block* and other course series

Where are we now?

130%

Quarterly Revenue Growth

sieo's revenue has been increasing by 130% on a quarterly basis for the past 12 months.

7 | 25 | 20

Team Expansion

We have 7 core members, 25 freelancers, and 20 strategic partners that we work with on a regular basis.

50+

Companies Impacted

Through our professional services, we have worked with more than 50 companies, 75% of which have been paying clients.

WE CREATED



Stronger Team



Capital



Validation

Part 3

“The Big Picture”

This isn't a tech company, and we won't be known for professional services. This is the beginning of an entrepreneurial movement, which has the ability to not only support, but to **empower** the next generation of innovators.

The Method



Spark

The Startup Studio: Idea to Exit

Spark will bring a more hands-on approach to company building by plugging into a team at any phase.



Impact

The Next Generation

We will empower future founders by building ed-tech that creates learning outcomes through simulated ventures.

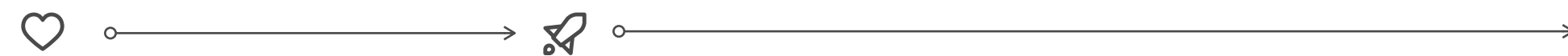


Tech

Entrepreneurial Operating System

We are building a full dashboard to validate, launch, manage and scale businesses.

THE ENTREPRENEURIAL PROCESS



Next Steps

Join us.



We're just getting started.
sieo is not just a business, it's a movement.

**This is what we have done in 18 months.
Help us build something even greater in the next 24.**