

Drive Business by Finding the Humans in Your Data





This is me.

I've founded one startup and developed critical technology for four others, including a Y-Combinator company

Two Carnegie Mellon graduate degrees: an MBA and a MS from the School of Computer Science

I'm an NSF Fellow, a Jack Kent Cooke Fellow and a Swartz Entrepreneurial Fellow

I'm also mom to 11 year old Ada

Our first software tester



Industries without AI-Driven Processes are missing out on \$13 Trillion in gains by 2030

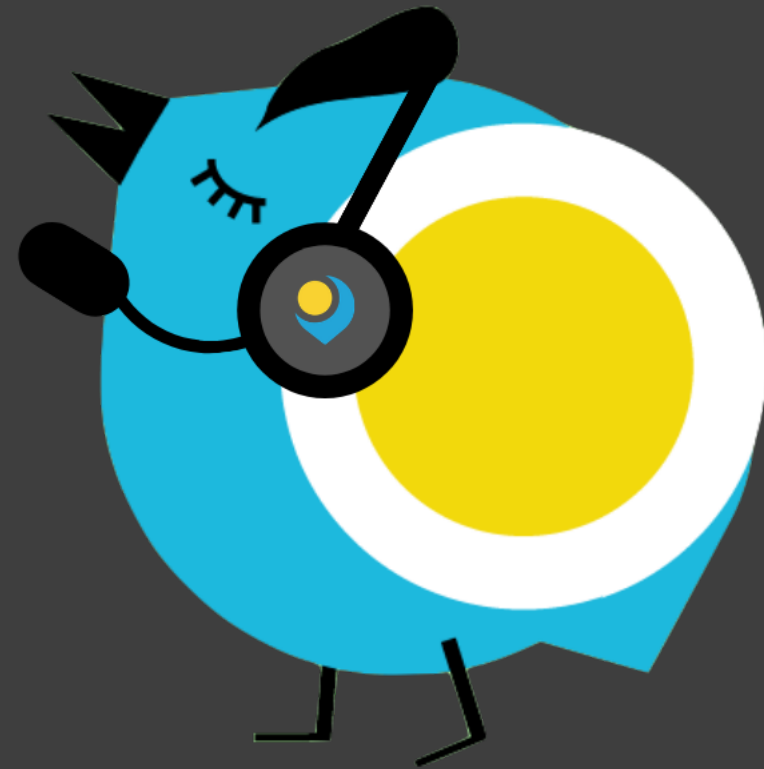
Major Obstacles:

- Staffing AI Expertise
- Infrastructure
- Time to Results
- Regulations
- Cybersecurity

BlastPoint is the AI Platform solution for organizations who need results fast without major investments in staffing or IT infrastructure

Major Obstacles:

- ~~Staffing AI Expertise~~
- ~~Infrastructure~~
- ~~Time to Results~~
- ~~Regulations~~
- ~~Cybersecurity~~



We enable highly-regulated industries to understand what drives customers at a rooftop level.

Who is likely to buy an electric vehicle in the next two years?



Green Values

Environmental Donor

Loves Facebook



Always Prepared

Worried about Grid Stability

Loves the outdoors

Responds to Emails

RESULTS FROM OUR PARTNERS

Up to
1020%
engagement
boost over industry
benchmarks

Up to
20%
increase in
program enrollment

Up to
47%
payment-in-full rates
from delinquent
customers

61%
new prospects
discovered for
customer acquisition

CSAT Boost
with lower-income
customers

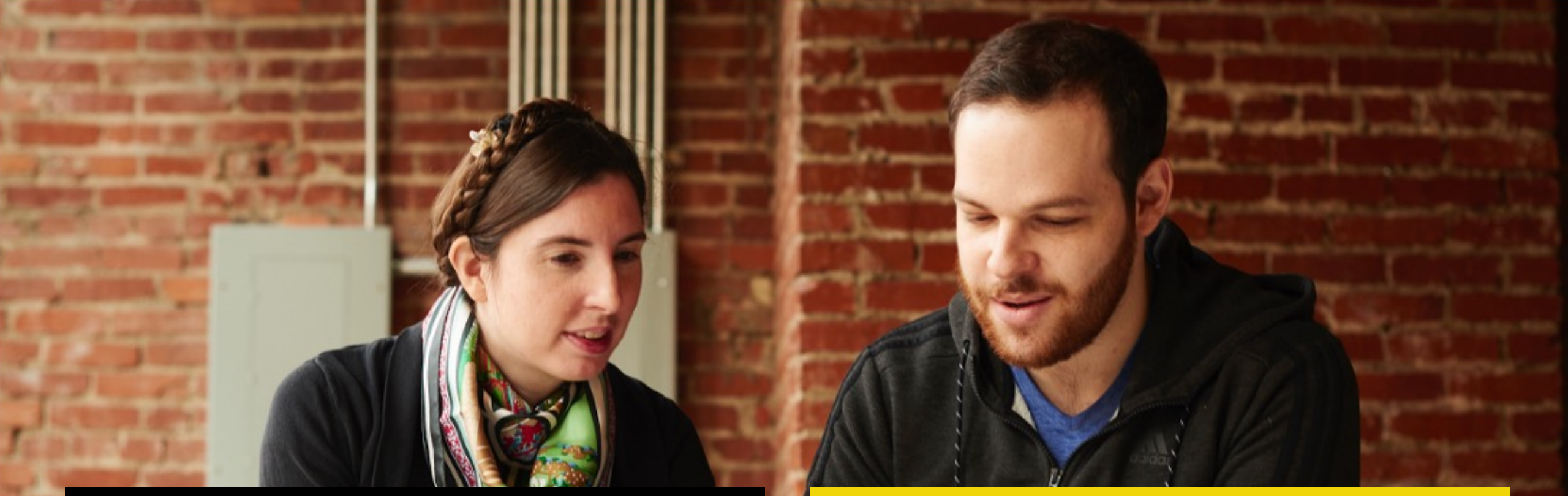


UPMC

ORACLE



BlastPoint started out as a class project



Alison | *Visionary*



Carnegie Mellon University
School of Computer Science

Tomer | *Architect*

Electrical & Computer
ENGINEERING

CMU Resources we utilized

- Project Olympus
- The Library
- The Swartz Center
- EIR
- The McGinnis Competition
- VCIC
- Connects workshops
- The Lobby
- 99 Tartans
- Your Professors
- CMU Alumni
- Pittsburgh in general
- The CMU Silicon Valley Trek
- Classmates
- The leadership center
- **So many things that I wished we had five years ago...**

CMU Resources we utilized

- **The Swartz Fellowship**

I'm smart
?????
Profit!

Don't Do
It

Do It

Certainty of
responsibilities

Certainty of job

Health Insurance

Sanity

Long-term
rewards

Fulfillment/Mission

Control



A good team is the only thing that can make up your personal shortcomings.

**We started our company with literally
nothing other than our experience.**

How we found our target industries

Seems Good

“This is amazing technology”

“You are a genius”

“You are going to be rich”

“This looks great, guys”

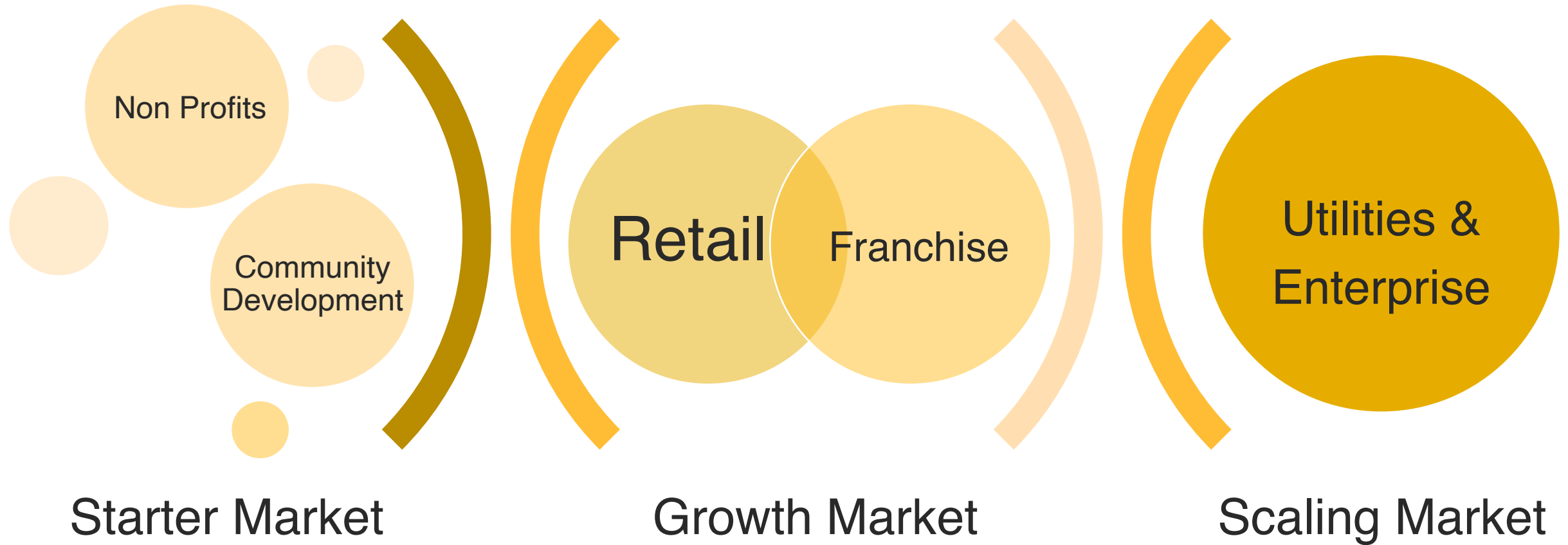
Actually Good

“When can I have it?”

“How much does it cost?”

“Please take my money now”

Expanding our verticals was a process



Our Corporate Partners are Amazing!



BlastPoint @blastpointinc · Jul 29

Time is running out - sign up for our Aug. 1 franchising **webinar** today!

Chris Kelleher, VP of Franchise Development and Operations at @celebree, will provide insider advice about #franchise development. Don't miss it!

blastpoint.co/blog/franchisi...



7
44 for making me feel welcome for the ways wonderful to visit one of the gh tech landscape. Looking forward to



5



BlastPoint @blastpointinc · Oct 2

"A tech savvy, environmentally-conscious Millennial as the typical Modern Energy Consumer is a false stereotype. The truth is, it's everyone. By understanding unique customer segments you can frame programs & services in a way that truly matters to them." -Tomer Borenstein, CTO



BlastPoint
@blastpointinc

Many thanks to William Sapon of Peoples Natural Gas for joining us yesterday to share his wisdom on #datavisualization & #alternativefuels in our latest info-packed webinar! If you missed us live, catch the replay as soon as it's available! buff.ly/2nUOIZ1

12:00 PM · Sep 27, 2019 · [Buffer](#)

Pitching gives you wings

Competitions

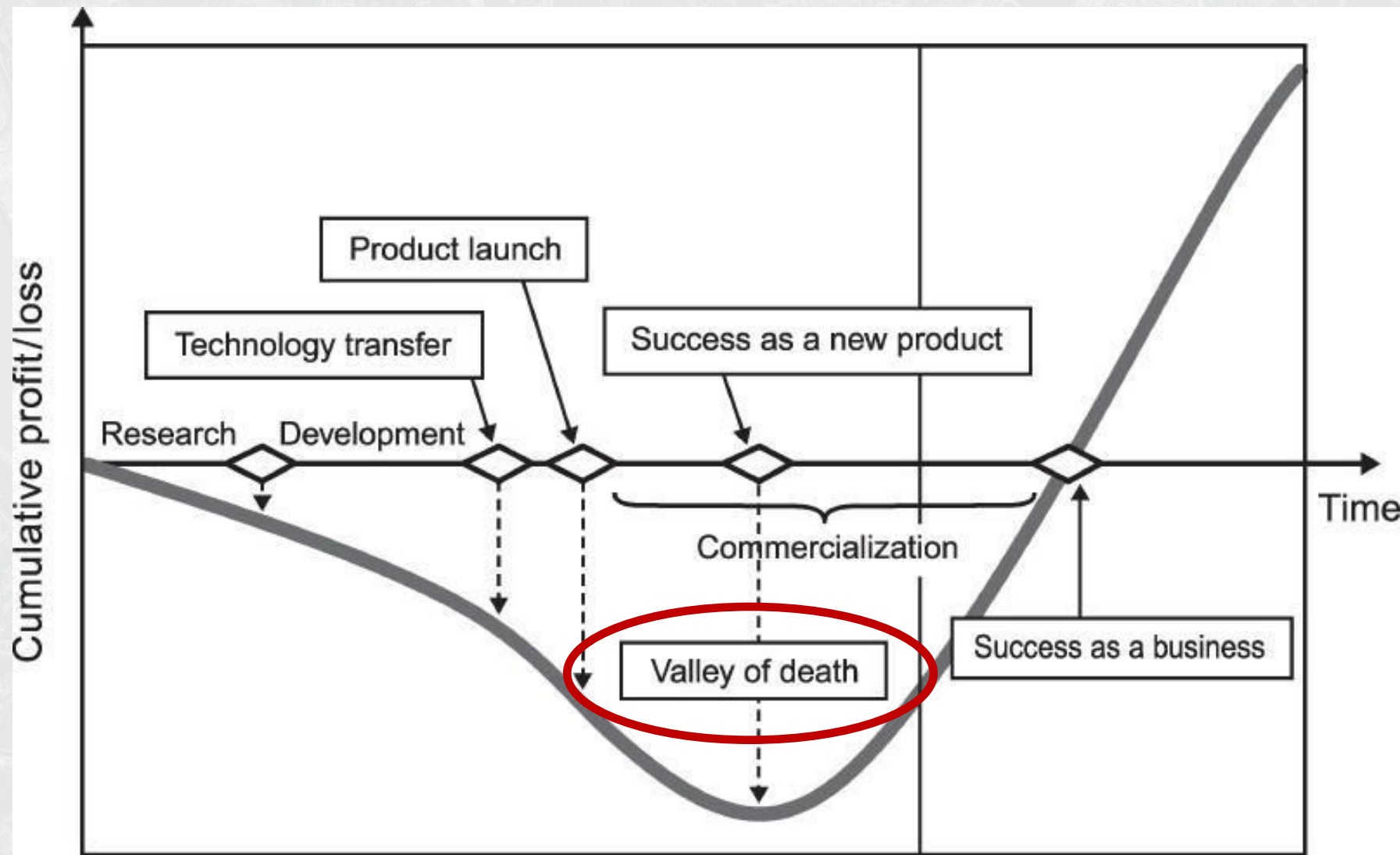
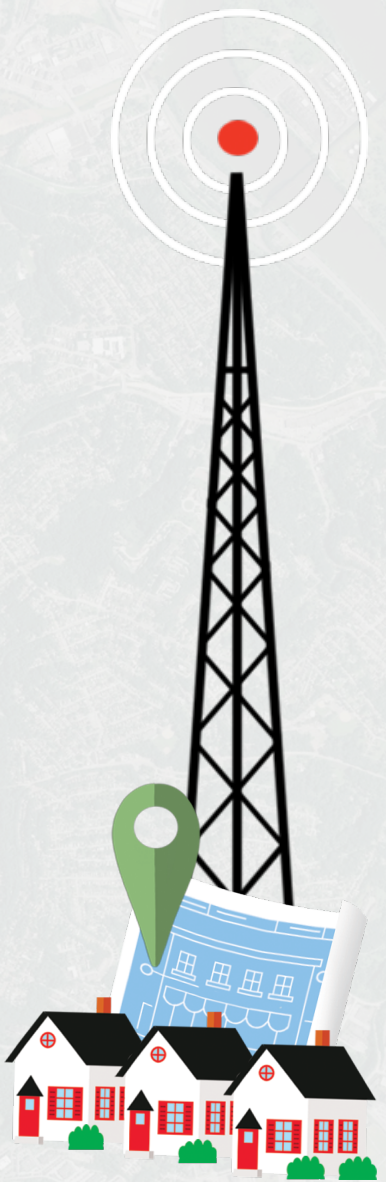
Sales

Investment

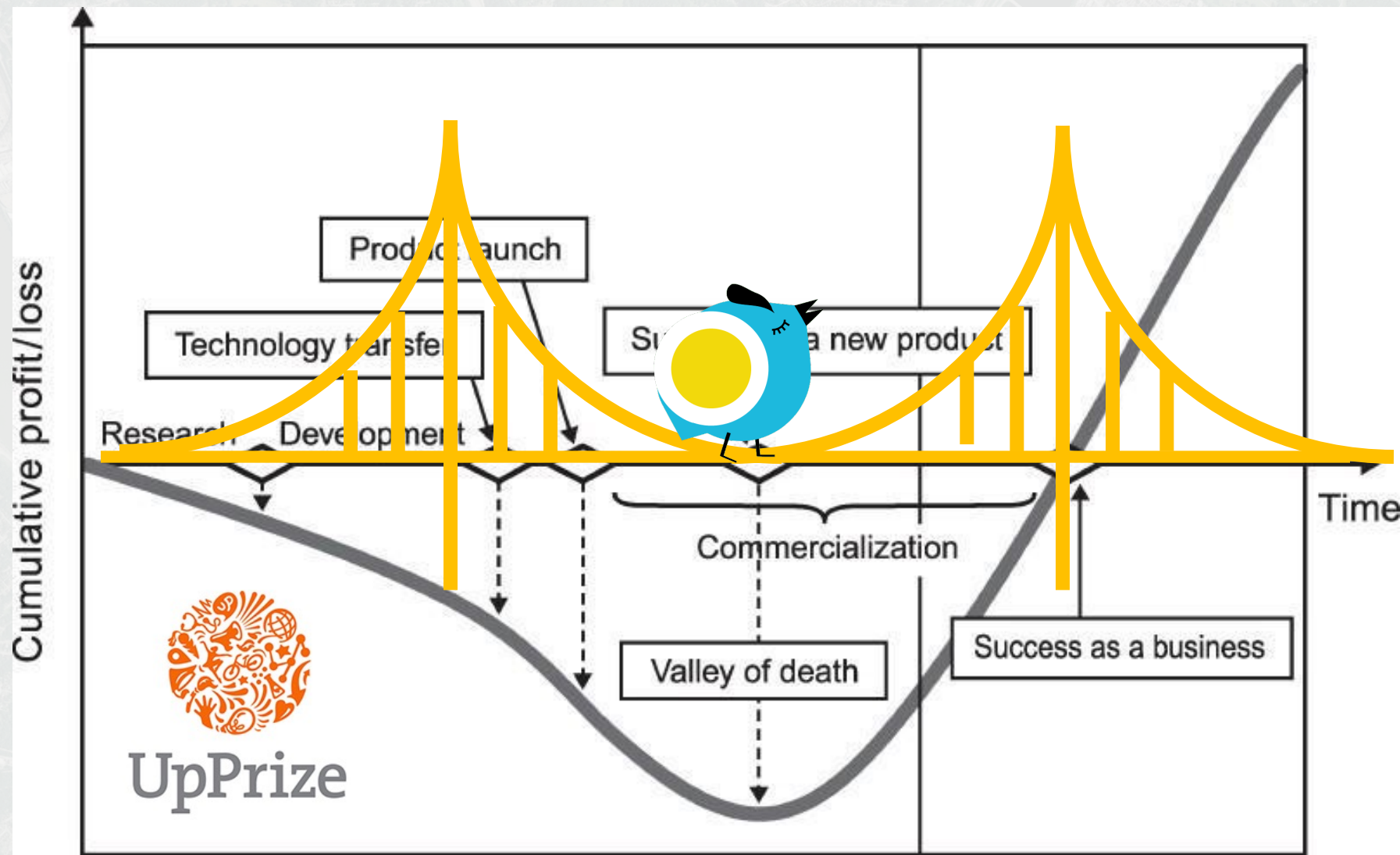
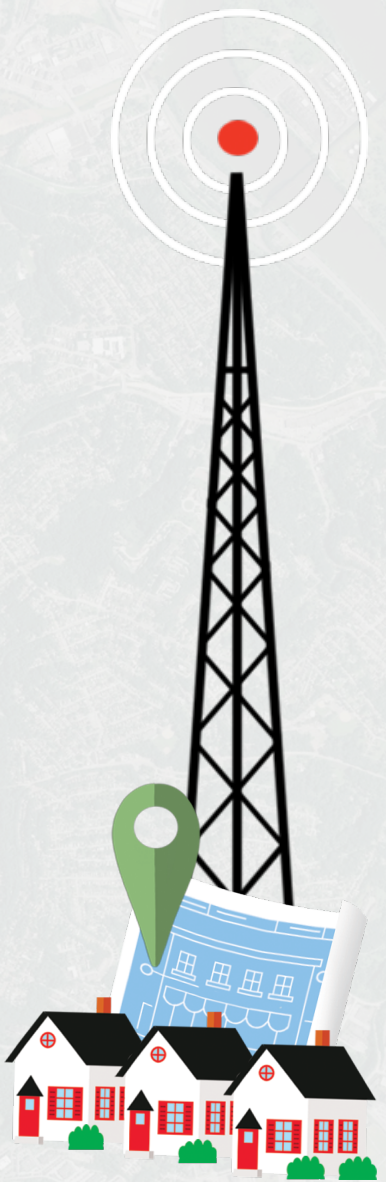
Hiring

Network &
Advisors

**What is your
audience? Why
are they
important?**



Ozawa and Miyazaki, 2006



Ozawa and Miyazaki, 2006

2017 VC Dollar Spend

**All male
founding team**

\$66.9B

**Mixed gender
founding team**

\$10.3B

**All female
founding team**

\$1.9B

2.4%

15.4%

Our first
capital came
from pitching





BlastPoint

Thank you for joining us.

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