

Supernormal



Never take notes again.

Supernormal automatically takes meeting notes for Google Meet.



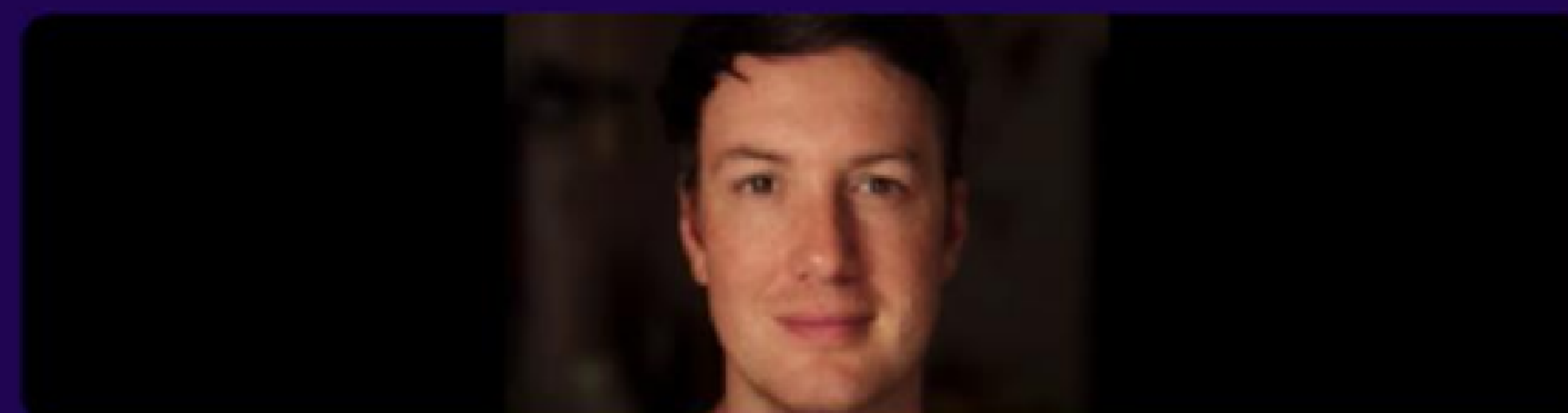
Supernormal is the System of Record for digitized meetings, an entirely new class of foundational data.

Expertise in ML products and bottom up SaaS

Team

Colin Treseler

Co-founder | previously running ML teams for FB & IG, Klarna



Fabian Perez

Co-founder | previously Director Design and Engineering @ Github, Splice



Jim Kleban, ML PhD

Head of ML | previously ML at Stripe, Facebook, Microsoft



Julio Ody

Full Stack Engineer | open source author and contributor for over 10 years



A lack of meeting notes costs businesses \$10,000 per employee annually

Duplicate meetings

Lack of notes and shareable information increases meeting duplicates by 25%

FYI and non-critical roles

The average person can skip over 20% of their meetings if they had an alternative way to stay informed

Supernormal 1.0

Bootstrapped to 60,000 hours of annotated meetings



Supernormal ☰

- ✓ Action item
- 💡 Insight
- 🔖 Bookmark
- 🕒 Pain point

● Recording 4:27

Supernormal 2.0

The first platform delivering human-grade notes, powered by the latest in AI technology.



Frictionless

Ambient Capture

Supernormal will automatically take notes, without any user input for Google Meet, Zoom and Teams in beta testing.

Intelligent

Human grade accuracy

8.2/10 notes are indistinguishable from human written benchmarks

Fast

Realtime

Our custom built, realtime processing protocol delivers a full recording, transcript and AI crafted notes in less than 2 seconds after your meeting.

DEMO TIME

If you are consuming this async - consider downloading [Supernormal for Chrome](#) and capture your next Google Meet.

ACTION ITEM

@Colin to share the pitch deck with the team

Share deck



ACTION ITEM

@Jim to schedule follow up with @Lisa

ACTION ITEM

@Fabian to send email to all users

ACTION ITEM

@Lisa to meet with @Craig

ACTION ITEM

@Kat to send a follow up email to Proverb

To: team@supernormal.com
From: colin@supernormal.com

Team,
Here's the pitch deck from today's sync.



Supernormal Seed Pitch Deck
<https://slides.google.com/>

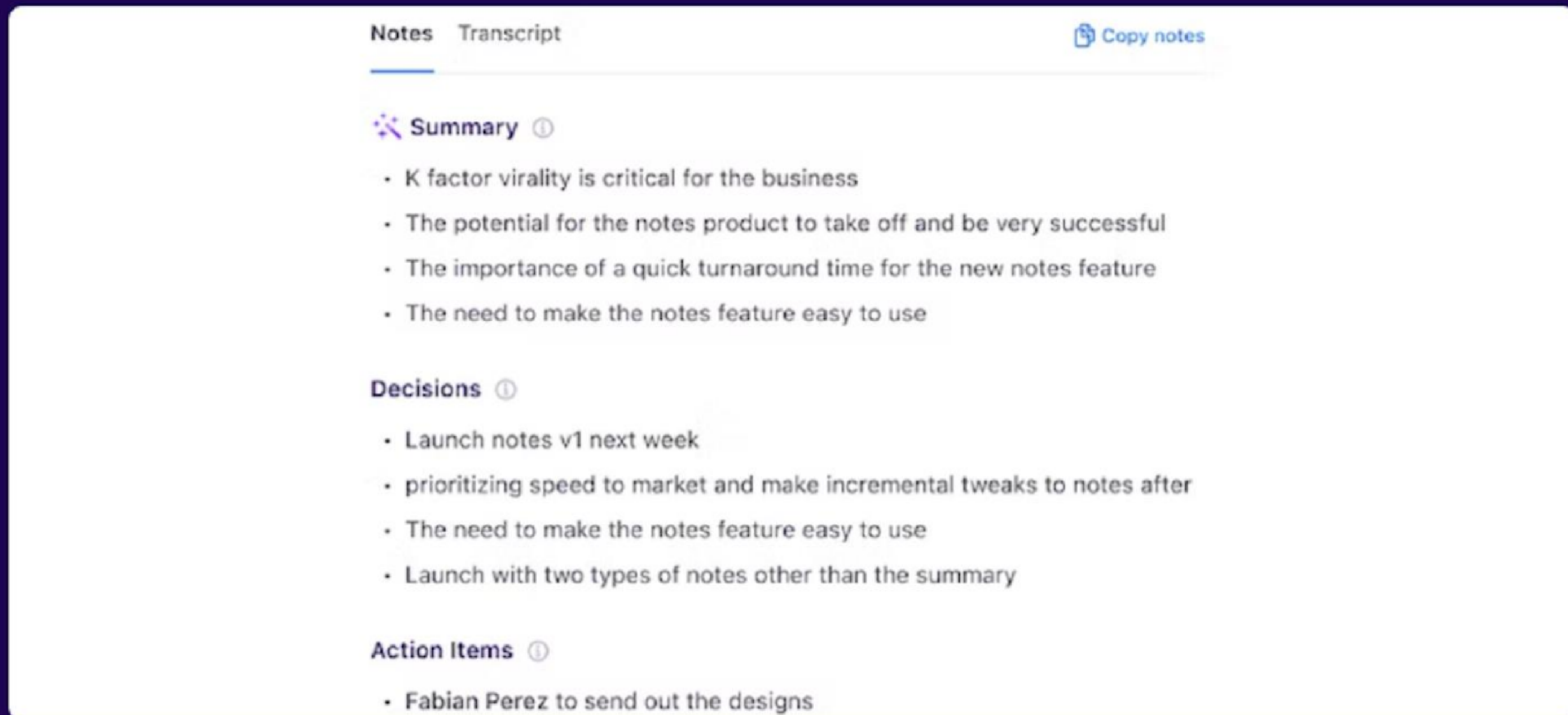
Send →



Highly extensible

Notes are in Sections (Summary, Decisions, Action Items, etc)

You can think of a section as a prompt that we run through a fine-tuned version of our base model.



The screenshot shows a user interface for a notes application. At the top, there are tabs for "Notes" and "Transcript", and a "Copy notes" button. The main content is organized into sections:

- Summary** (indicated by a star icon and a help icon):
 - K factor virality is critical for the business
 - The potential for the notes product to take off and be very successful
 - The importance of a quick turnaround time for the new notes feature
 - The need to make the notes feature easy to use
- Decisions** (indicated by a help icon):
 - Launch notes v1 next week
 - prioritizing speed to market and make incremental tweaks to notes after
 - The need to make the notes feature easy to use
 - Launch with two types of notes other than the summary
- Action Items** (indicated by a help icon):
 - Fabian Perez to send out the designs

Personal Use → Team → Organization

Avg paying organization has 5 seats in the first week, doubling every 10 days.

The screenshot shows the Supernormal web application interface. At the top left is the logo 'SUPERNORMAL'. A search bar contains the text 'Search recordings and transcripts'. On the right, there are buttons for 'Import', 'Record', a notification bell, and a user profile for 'Julio'. A left sidebar lists navigation options: 'Personal', 'Your recordings', 'Shared with you', 'Acme Corporation', 'Customer Development', 'Engineering', 'Product', and 'Team'. The main content area is titled 'Acme Corp / Teams / Product Team' and includes buttons for 'Invite teammates' and 'Catch up'. The team name 'Product Team' is displayed with a group icon. A description states: 'All things product! The team meets on Mondays and Wednesdays for catch-up syncs. XFN partners welcome on Fridays. Reach out to team lead @jtk for help.' Below this is a section for 'Week of October 24' containing three categories: 'Decisions' (two checked items), 'Action Items' (four unchecked items), and 'Blockers' (two unchecked items). To the right, a 'Meeting notes' section lists three meetings: 'Team Sync' on Oct 26, 'Eng / Product Sync' on Oct 25, and 'Team Sync' on Oct 24.

Decisions

- Build a side-by-side comparison tool for checking modified prompts
- Ship decisions to everyone

Action Items

- @Jim Work on better chunking for sentences
- @Jim Sync with Fabian Perez on the right way to fix the broken chunk sizes
- @Fabian Share the notes with Alex Schleifer
- @Fabian Track the average number of days it takes to get to the third recording and to see how quickly people are getting to that

Blockers

- @Julio Waiting on Chrome Store to approve 0.26.16 for release
- @Julio Waiting on design for new recording panel

Meeting notes

- OCT 26 **Team Sync** Julio, Colin, & Jim attended
- OCT 25 **Eng / Product Sync** Colin & Laura attended
- OCT 24 **Team Sync** All attendees present



Impact and Traction

Delivered \$600K in productivity gains over the last 3 months.



High conversion

48% sign up to aha moment conversion

Sticky and engaged

72% DAU/MAU

Several times a day

3.8 avg recordings per day

Bottom up GTM

125 paying teams in a month

Some of our customers

NETFLIX

 **clover**

 **wayfair**

 **salesforce**

TNW

 **PILLAR**

 **exness**

 **VEOLIA**
WATER

 **HEADSET**



Why Now

The Macro AI environment

Meetings continue to dominate

No one on the market has a completely automatic solution



The Raise

Targeting \$4M ARR with 200K+ DAU

Committed

EQT Ventures (pre-seed investor) @ \$1M+

Angels @ \$200k

- **Jehad Affoneh** (Toast CDO)
- **Nir Eyal** (Hooked)
- **Mick Johnson** (Head of News Feed FB)
- **Alex Schleifer** (fmr CDO Airbnb)
- **Josh Brewer** (fmr. Principal Designer @ Twitter)
- **David Helgason** (Unity founder)
- **Siddharth Khullar** (Apple M series ML)
- **Boris Nordenstrom**
- **Haraldur Thorleifsson** (Twitter Design)

The process

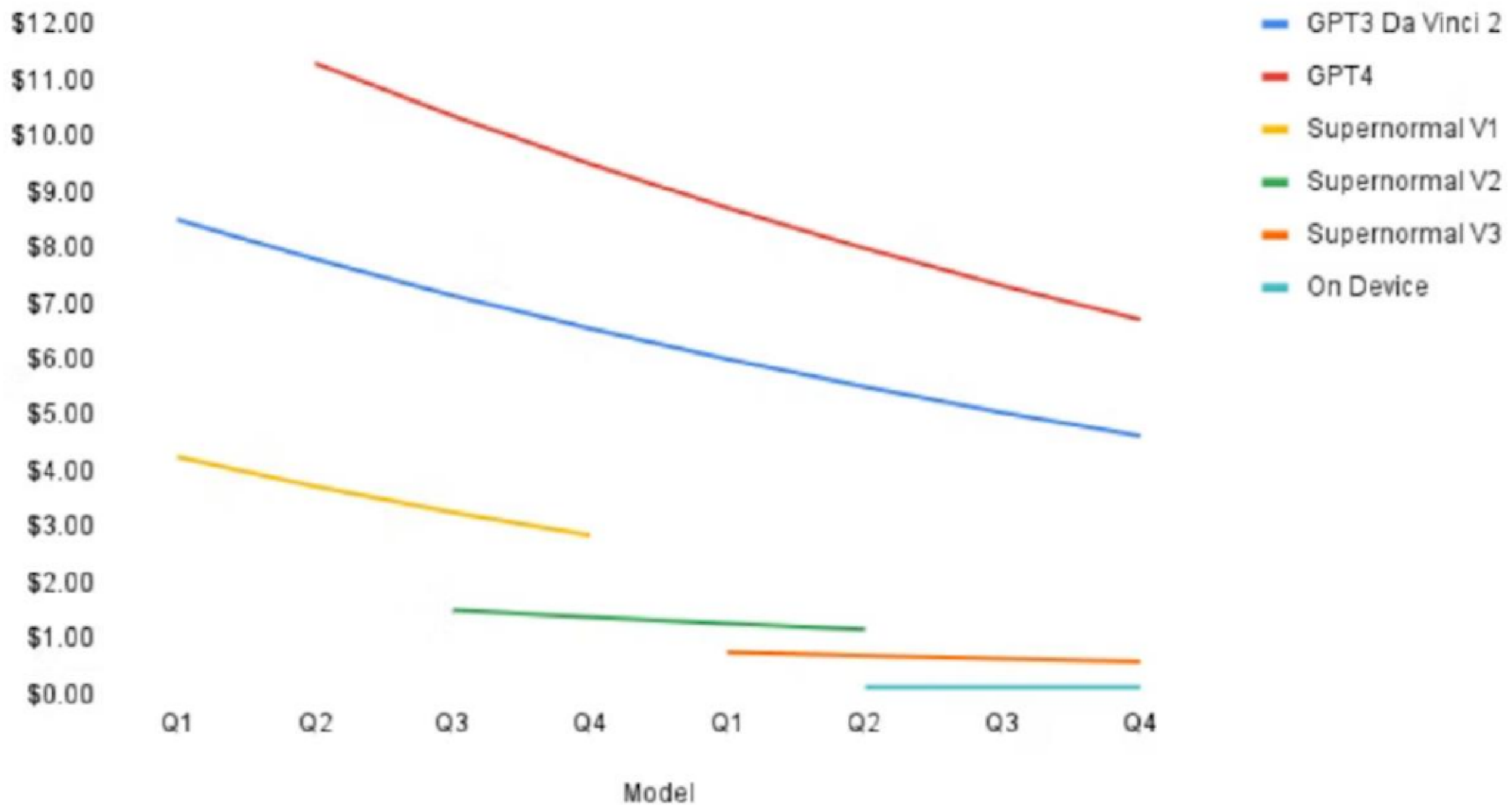
Round 1, 2, 3 conversations with Supernormal up until November 11

Accepting term sheets from Nov 4

Round finalized November 15



Cost per recorded hour across models at a fixed benchmark



Feedback

Here's what our early customers are saying about us:



ria.run/ @realriapacheco · Oct 7

Replying to @ctres


I haven't been blown away from a product like this in a really long time. I'm now a paying customer and ... if this doesn't take off in the next month... it will lol. Absolutely phenomenal work. It is unreal!

 **Jay @ Ascential**

"Truly game changing. I sent the notes to my boss and she couldn't believe that I didn't write them. My team of 10 are all joining today. We also have switched to Google Meet from Zoom. We canceled our Zoom business plan because we now have everything we need in Google Meet."

 **Ted @Anonos**

"In my first month, I recorded 78 meetings. Supernormal has saved me countless hours of effort."

 **Margaret @Willa**

"I am so stunned by the notes! They just appeared and are exactly what I was going to write."

 **Andrew @The Hope Factory**

"I rolled out Supernormal with my entire company. The team has been incredibly responsive and built an integration to Pipedrive for us."

Go-to-market

The quick tour of our GTM

Market Size

\$22b

Total Addressable Market

\$12b

Serviceable Addressable Market

\$250m

Early Target Market (Google Meet)

Bottoms Up Approach

Anyone in an organization can start using Supernormal for their internal and external conversations.

Strong K Factor

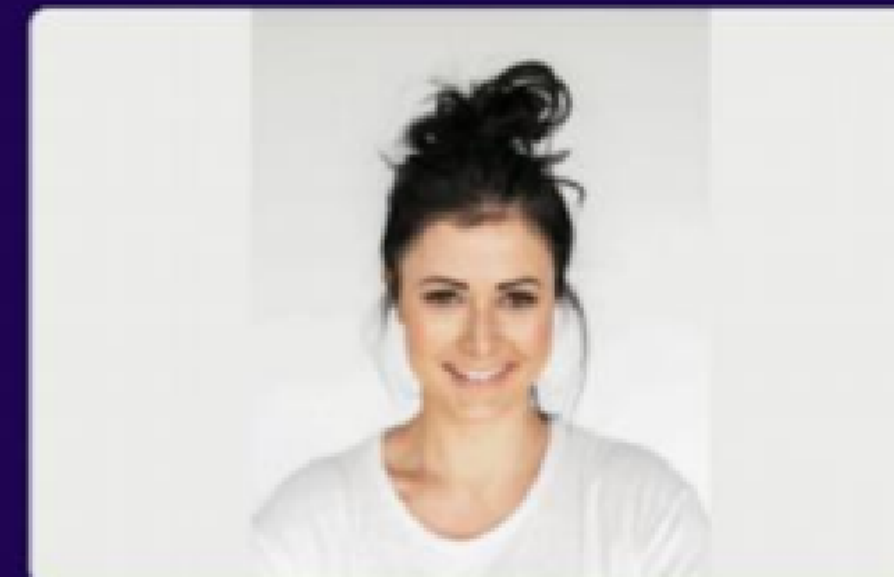
Meeting notes are inherently viral when they are objectively captured. Personal notes don't get shared but AI meeting notes do.

Vertical by vertical

Sales + CS, Design, Operations, HR, Finance. Full stack from performance marketing through specialized sections.

ICP

- Works at a Google Workspace company
- Has 3-5 meetings per day
- Is a Team lead (most often the note takers)
- Manages project, product, engineering (tech)



Buyer Personas

Chris, 34

Education: Bachelor's in HCI
Occupation: Designer
Location: New York City, NY



Sam, 28

Education: Bachelor's in Marketing
Occupation: Marketing Manager
Location: Sydney, Australia

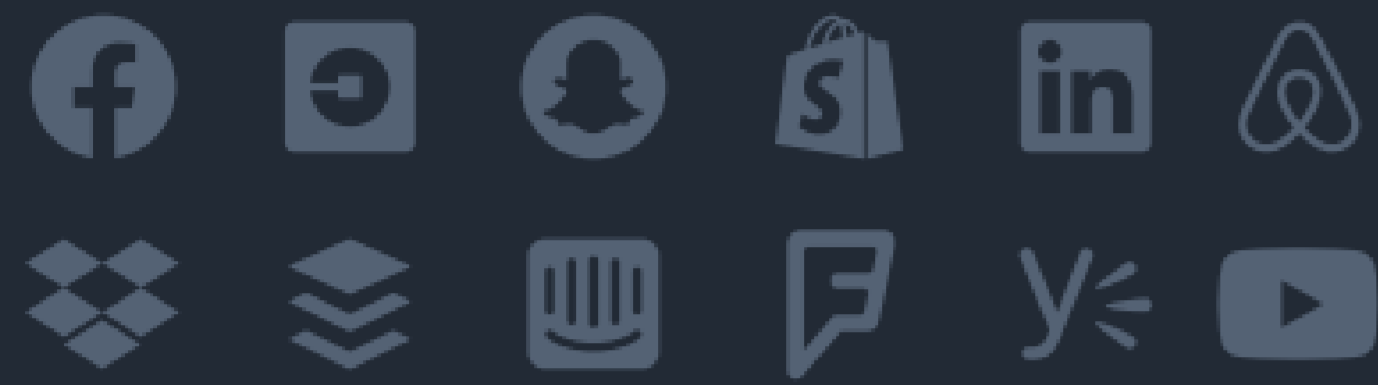


Kian, 32

Education: Bachelor's in Biochemistry
Occupation: Customer Success Manager
Location: San Francisco, CA







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