

How Resemolnet Raised €1.3M from VCs to Revolutionize Travel-Tech



Project Overview

Company Resemolnet	Founder Einar Halldin	Project Scope Development of an investor-ready pitch deck for early-stage VC round
Industry Travel-Tech	Location Sweden	Outcome Successfully secured €1.3 million in funding in early-stage VC round

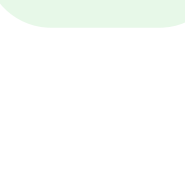
The Challenge

Resemolnet was born from founder Einar Halldin's firsthand frustration running More Sailing, where outdated systems made bookings and operations inefficient. He built Resemolnet as a cloud-based, AI-driven platform to streamline travel businesses like his.

However, conveying this vision to investors required a pitch deck that could effectively communicate the market need, the innovative solution, and the growth potential of Resemolnet.



Our Process



Strategic Alignment

We conducted comprehensive research to understand:

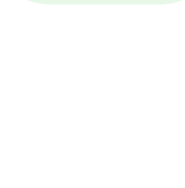
- Grounded the deck in the founder's firsthand operational insight to build credibility.
- Shifted positioning from a helpful tool to a scalable, venture-backable SaaS.
- Used TurboContent™ to frame the story around investor logic and market timing.



Content Refinement

Crafted a strong story that highlighted:

- Simplified technical language around automation and integrations for clarity.
- Crafted the copy that guided the investor through the problem and solution flow.
- Highlighted revenue model and expansion potential in a way that de-risked the early stage.



Visual Design

Developed a visually engaging pitch deck that:

- Designed modular product visuals to show system capabilities at a glance.
- Created clean, trust-building layouts that mirrored the simplicity of the platform itself.
- Used soft color cues and subtle nautical nods to connect the design to the travel DNA.



The Solution

The final pitch deck effectively communicated RockED's value proposition, combining clear messaging with strategic visuals. Key features included:

#1

A clear and compelling narrative that framed the problem and solution using relatable, real-world scenarios from the travel sector.

#2

Industry context and supporting data that emphasized the growing demand for streamlined, AI-powered tools in travel operations.

#3

Transparent financial outlook with detailed forecasts, revenue assumptions, and clearly defined investment needs.

#4

A forward-looking roadmap highlighting major product milestones, future integrations, and scalability across adjacent markets.

Results & Impact

Einar and his team at Resemolnet successfully raised €1.3 million in funding

2 Weeks

to Rebuild the Pitch

Strategic Partnership

with RedSix to Support Growth

May 2025

Recent Raise of SEK 8M

“Their effort and dedication were evident in the excellent quality of the final delivery. Communication was smooth and efficient throughout the process, and they consistently met all deadlines.”

- Einar

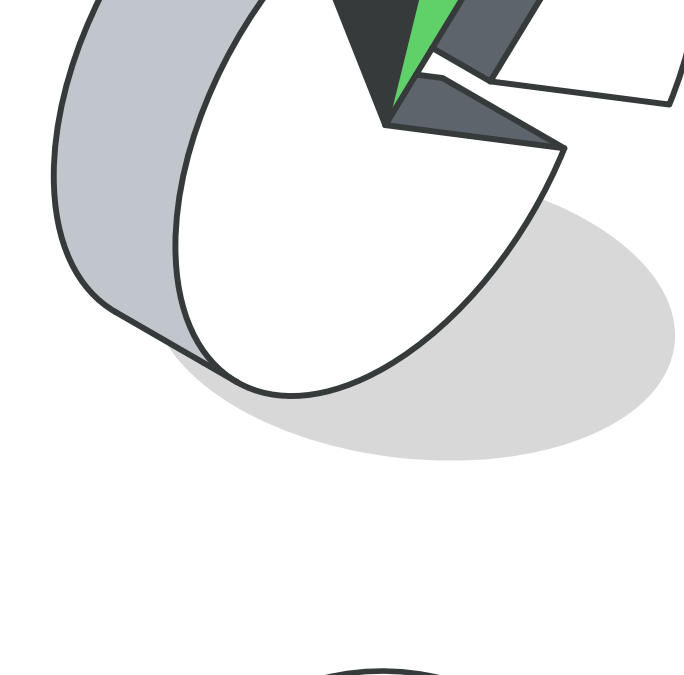
Strategic Insights

1. Content & Storytelling - Powered by TurboContent™

Our work with Resemolnet went far beyond “making a pitch deck.” It was a blend of strategic storytelling and intentional design - two elements that, when executed together, turn a deck into a funding catalyst.

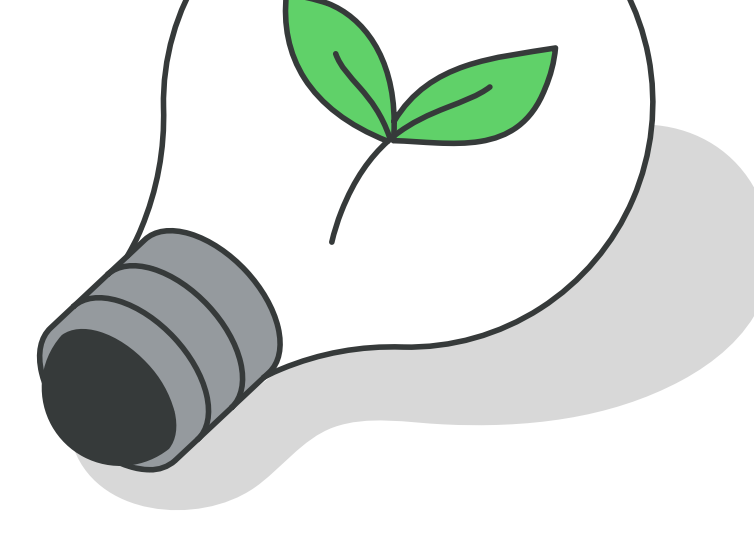
Operator Insight → Market Opportunity

Resemolnet was built from real-world pain points. But for investors, that personal experience had to become proof of a widespread market need. We framed the story not just around the founder's frustration, but the untapped opportunity across the travel SMB sector.



From "AI Buzzword" to Tangible Differentiator

We went beyond just stating “AI-driven.” Instead, we detailed what the AI actually did - automated workflows, predictive availability, real-time syncing and why it created operational leverage. This added legitimacy to the tech story.



Mapping the Market Gap Visually

Rather than just telling investors that Resemolnet was unique, we showed it using a quadrant-based competitive map and feature comparison. This provided an immediate visual anchor for how Resemolnet fit into the broader ecosystem.



Investors Fund Milestones, Not Dreams

We turned the vision into a clear staged roadmap - early pilots, API integrations, revenue ramp-up targets. This helped frame the €1.3M raise as a bridge to traction, not just burn.

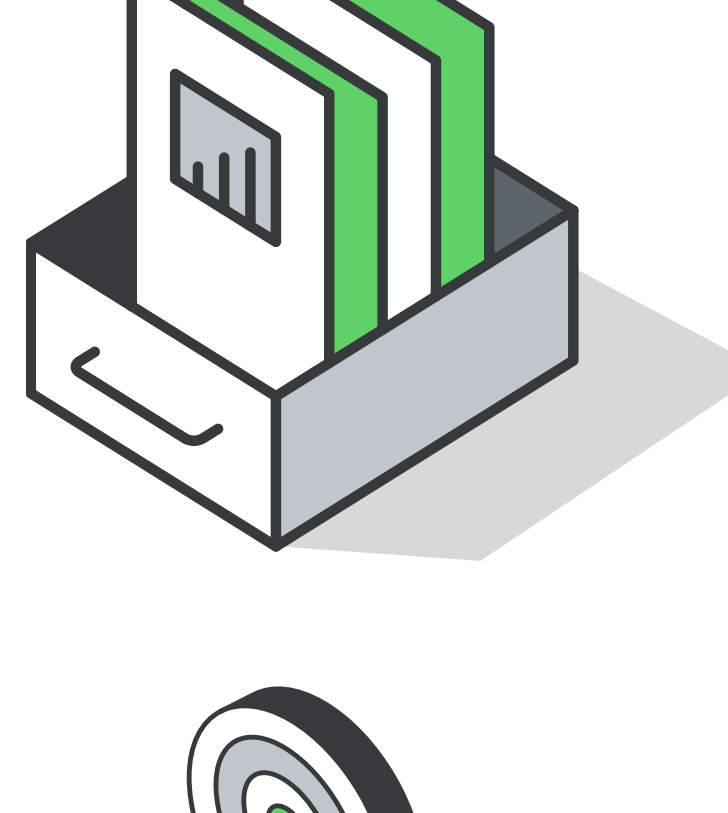


2. Design Psychology - Reducing Investor Friction

By combining investor logic with design empathy, we positioned Resemolnet as both visionary and venture-ready. That's what moves a deck from “well-designed” to “funded.”

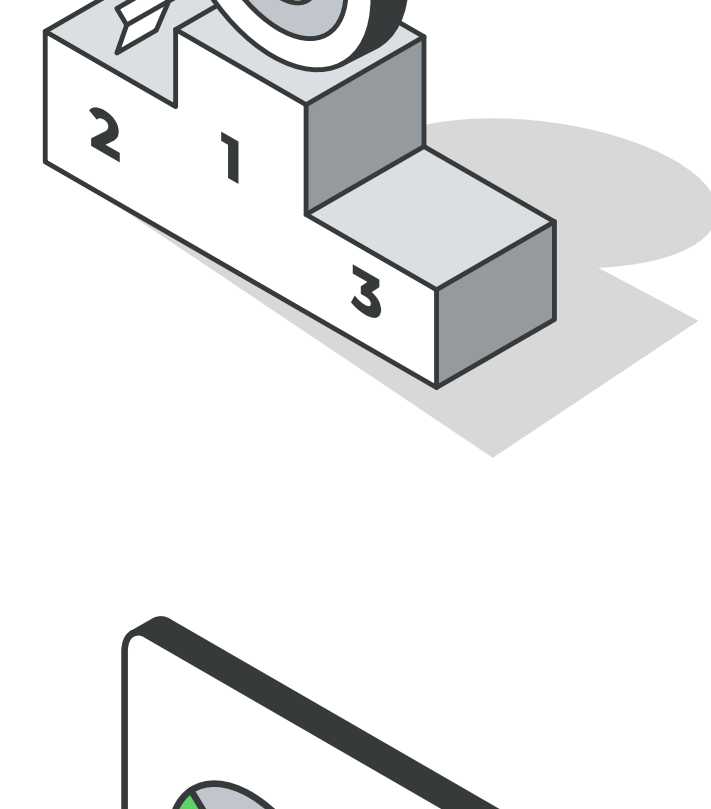
Structure That Creates Certainty

Every slide was built with tight hierarchy: one insight per slide, bold headers, clean supporting visuals. This allowed even skim-readers to walk away with clarity, fast.



Design That Signals Operational Excellence

While most travel-tech presentations feel clunky or corporate, we used a modern aesthetic-neutral tones, intuitive layout, understated motion cues to create a feeling of calm control. The result? The deck felt like it came from a startup already ahead of the curve.



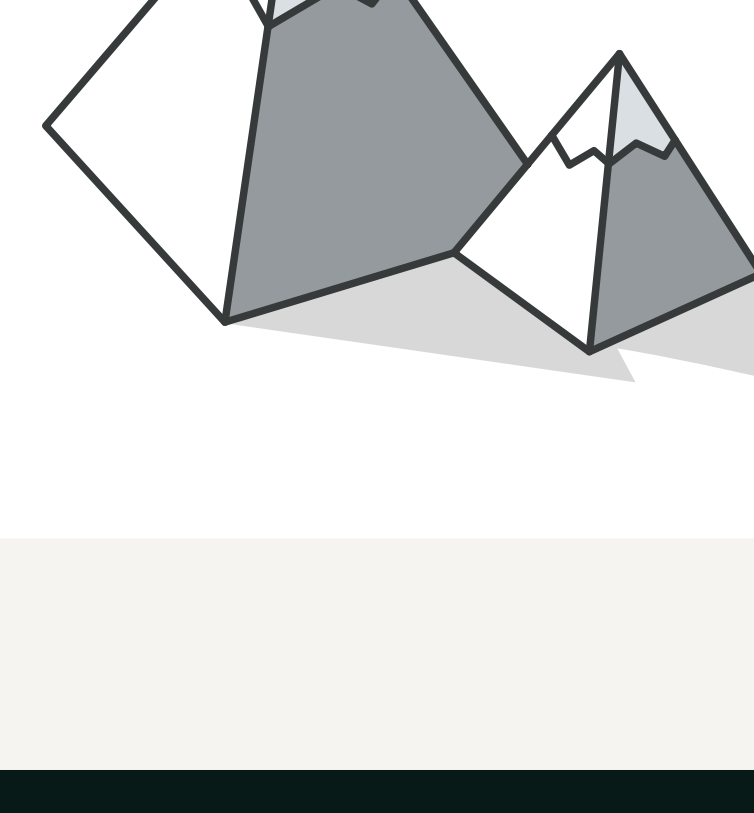
Visual Familiarity Builds Trust

We intentionally followed a familiar narrative arc (Problem → Solution → Market → Product → Team → Ask), reinforced by recurring design motifs. This gave investors subconscious signals of reliability and polish.



Design as a Signal, Not Just a Style

The quality of the deck wasn't just decoration - it was a reflection of the team's attention to detail. In early-stage funding, perception equals confidence, and confidence opens doors.



Ready to get started?

Get investor-ready without guesswork

✔ Strategy call + pitch audit

✔ Pitch deck content + design

✔ Financials, one-pager, Q&A prep

✔ Done in 30 days or less

✔ 10% off if you join in 48 hours

Contact us