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SLIDE 1: Rivet - The Unified Data Fabric for Modern Enterprise. Scaling your data connectivity without scaling your engineering headcount.

SLIDE 2: Current State of Data Integration. Most companies are drowning in custom scripts. 70% of engineering time is spent on maintenance, not innovation. The "Integration Debt" is stifling growth.

SLIDE 3: The Rivet Vision. We believe data should move as fast as your business logic. Our mission is to democratize complex data pipelines through a resilient, low-code infrastructure.

SLIDE 4: Executive Summary. Rivet provides a B2B data integration platform that bridges the gap between SaaS silos, legacy databases, and real-time streaming services.

SLIDE 5: Our Ideal Customer Profile (ICP). Primary: Series B+ Tech Companies. Secondary: Mid-market Financial Services. Tertiary: E-commerce platforms with multi-channel distribution.

SLIDE 6: The Buyer Personas. The Data Engineer (The Builder), The CTO (The Visionary), The Product Manager (The Beneficiary).

SLIDE 7: Pain Point 1: Data Silos. Marketing has the leads, Sales has the CRM, but Finance has the truth. None of them talk to each other in real-time.

SLIDE 8: Pain Point 2: Fragile Pipelines. API changes break custom code. When a source schema updates, downstream analytics fail, leading to bad business decisions.

SLIDE 9: Pain Point 3: Talent Scarcity. You can’t hire enough data engineers to keep up with the backlog of integration requests.

SLIDE 10: Introducing Rivet. The first "Schema-Aware" integration engine that self-heals when data structures change.

SLIDE 11: Core Pillar 1: Resilience. Our proprietary "Shadow Schema" technology predicts upstream changes and alerts users before the pipeline breaks.

SLIDE 12: Core Pillar 2: Velocity. Deploy a production-ready connector in minutes, not weeks. Pre-built templates for 200+ enterprise applications.

SLIDE 13: Core Pillar 3: Governance. Full lineage tracking. Know exactly where every byte of data came from and who touched it. SOC2 Type II and GDPR compliant out of the box.

SLIDE 14: Messaging Framework - The "Engine" Metaphor. If data is the fuel, Rivet is the high-performance engine that ensures zero waste and maximum horsepower.

SLIDE 15: Value Proposition: For Data Engineers. "Stop writing boilerplate. Start building architecture." Move from being a "plumber" to being an "architect."

SLIDE 16: Value Proposition: For CTOs. "Predictable costs, zero technical debt." Reduce the TCO (Total Cost of Ownership) of your data stack by 40%.

SLIDE 17: Competitive Landscape. Rivet vs. Legacy ETL (Informatica/Talend) - We are faster and cheaper. Rivet vs. Point-to-Point (Zapier/Make) - We are more robust and enterprise-grade.

SLIDE 18: The Rivet Differentiator: Bidirectional Sync. Most tools only push data. We sync it, ensuring "Source of Truth" consistency across all platforms.

SLIDE 19: Feature Deep Dive: The Logic Builder. A drag-and-drop interface for complex transformations (joins, filters, lookups) without writing SQL.

SLIDE 20: Feature Deep Dive: Real-time Webhooks. Sub-second latency for mission-critical operations like inventory updates or fraud detection.

SLIDE 21: Feature Deep Dive: Custom Connector SDK. For those 5% of cases where you need something unique, use our Python/TypeScript SDK to build it once and reuse it forever.

SLIDE 22: Proof Point: FinTech Success. "GlobalPay reduced their reconciliation time from 4 days to 4 minutes using Rivet’s automated ledger sync."

SLIDE 23: Proof Point: E-commerce Scale. "TrendBox handled 10x traffic during Black Friday without a single pipeline failure using Rivet s auto-scaling infrastructure."

SLIDE 24: Proof Point: SaaS Efficiency. "SaaSCo saved $450k in annual engineering salaries by migrating 50 custom integrations to Rivet."

SLIDE 25: Implementation Roadmap. Week 1: Audit & Discovery. Week 2: Initial Pilot. Week 3: Production Rollout. Week 4: Optimization & Training.

SLIDE 26: The "Integration Maturity Model." Level 1: Manual/Ad-hoc. Level 2: Scripted. Level 3: Managed (Rivet). Level 4: Optimized/Autonomous.

SLIDE 27: Pricing Philosophy. Transparent, volume-based pricing. No hidden "connector fees." We grow as your data grows.

SLIDE 28: Security Architecture. End-to-end encryption. No PII storage on Rivet servers. Role-based access control (RBAC).

SLIDE 29: Ecosystem Partners. We work seamlessly with Snowflake, BigQuery, Databricks, Salesforce, and AWS.

SLIDE 30: The Future of Rivet. AI-assisted mapping. Using LLMs to automatically map source fields to target schemas with 99% accuracy.

SLIDE 31: Case Study: Legacy Transformation. How a 50-year-old manufacturing firm moved their ERP data to the cloud in under 3 months.

SLIDE 32: ROI Calculator. Input your engineering hourly rate and number of integrations to see how much Rivet saves you per year.

SLIDE 33: Objection Handling: "We can build this ourselves." Response: "Building is easy; maintaining is the nightmare. Do you want your best devs fixing APIs or building features?"

SLIDE 34: Objection Handling: "Security/Compliance." Response: "We are built for the most regulated industries. Here is our trust center link."

SLIDE 35: Sales Enablement: The Discovery Call. Key questions to ask to uncover the "Integration Debt" pain.

SLIDE 36: Marketing Strategy: Content Pillars. Resilience, Velocity, Governance, and The Future of Data.

SLIDE 37: Community and Support. 24/7 Slack support, dedicated Success Manager, and a thriving developer forum.

SLIDE 38: Customer Testimonials. "Rivet is the ’set it and forget it’ layer we’ve been looking for for a decade." - CTO, Neobank.

SLIDE 39: Call to Action. Book a technical deep dive or start a 14-day proof of concept today.

SLIDE 40: Rivet. Connecting the world’s data. One pipeline at a time. Thank you.