



SlideHub Q2 2025 Product Webinar

July 3, 2025

Agenda

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Our approach to automation

03

What's new in Q2 2025

04

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05

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01

Welcome & introduction



Anders Thomsen

CEO & CTO, Co-founder of SlideHub



Former McKinsey consultant in Copenhagen



Started SlideHub to solve own pain, now overlook product and tech at SlideHub



Based in Copenhagen, Denmark



anders@slidehub.com

Meet our other hosts



Rune Johansen

Co-founder & Head of CS

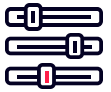


Lasse Petersen

Co-founder & COO



Focus of today: Document/presentation automation, what is new & what is next



Our approach to automation

Automate your documents and presentations with placeholders and simple forms



What's new in Q2

Explore key updates from this past quarter



Updates coming in H2 of 2025

Sneak peak into key updates coming in Q3-Q4



Question & Answer

SlideHub recap: Presentation & document management & automation software that streamlines end-user creation

End-user efficiency focused on simplicity

Powerful & data-driven content management



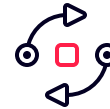
End-user



Find on-brand content
in seconds



Customize decks with
controlled automation



Manage and update
slides effortlessly



Track, measure and
improve

Works across the Office 365 (PowerPoint, Excel, Word, Outlook) suite on all devices (incl. Mac + Web)

This quarter, we focused heavily on automation to reduce manual edits and streamline repetitive workflows

End-user efficiency focused on simplicity



End-user



Find on-brand content
in seconds



Customize decks with
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Powerful & data-driven content management



Administrator



Manage and update
slides effortlessly



Track, measure and
improve

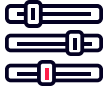
Works across the Office 365 (PowerPoint, Excel, Word, Outlook) suite on all devices (incl. Mac + Web)

02

**Our approach to document
and presentation
automation**

Two cases for document automation..

1



Reduce human error

Avoid forgetting to update the manual
[placeholders]

Avoid using incorrect and outdated data
content/slides

Minimize manual legal document drafting

2



Boost customization of client files

Research suggests a substantial uplift in
reading time and effectiveness when
customized

Customization via automation increase
efficiency and process compliance

Customization of documents and presentations is done via a number of different placeholder types



Standard text

Enable your team to quickly customize slides with key details like client name, contact details, pricing, project names, and quotes — all automatically inserted using text placeholders for fast and consistent personalization



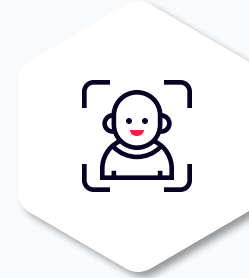
Section

Combine ready-to-use document sections like disclaimers, or legal clauses to build custom documents efficiently



Image

Instantly insert the selected image in the correct position and size without manual adjustment, making customization fast and effortless



Icon & (off-the-shelf) logo

Insert relevant company icons and logos based on client industry, location, etc. to make your presentation feel customized with minimum time investment



Date picker

Replace manual date entry with an interactive calendar picker that standardizes date formatting, reduces input errors, and creates a user-friendly experience when working with dates

End-users: Combine simple forms with free text placeholders – aim it to have forms do as much work as possible

1 End-users answer simple forms

Which country is the employee based in?

☒ Denmark ☐ Portugal

☐ Mexico ☐ Philippines

Employee Department

☐ Sales ☒ Marketing ☐ Design Service


☐ Customer Success ☐ IT

Is the contract for an executive or non-executive?

☐ Executive ☒ Non-executive

Full-time or part-time employment?

2 and fill out placeholders

 SlideHub

Employment Contract

[DATE]

07/02/2025

[EMPLOYEE NAME] ⓘ

Name of the new employee

[JOB TITLE] ⓘ

Job title of the new employee

[SUPERVISOR] ⓘ

New employee's supervisor

[START DATE] ⓘ

Goal: Use forms to inform as many relevant customizations

Content managers: Set up relevant placeholders within your document and slides

1 Placeholders

Identify which parts of the document or presentation should be customizable



FULL-TIME EMPLOYMENT AGREEMENT – [DEPARTMENT]

This Employment Agreement ("Agreement") is made on [Date], between:

- SlideHub ("Company")
 - [Employee Name] ("Employee")
-

1. POSITION & RESPONSIBILITIES

1.1 The Company employs the Employee as [Job Title], within the [Department] department, reporting to [Supervisor].

1.2 The Employee will perform all duties customary to the role and as assigned by the Company.

Content managers: Determine the forms with relevant questions and answers

2

Forms

Determine which questions we can ask end users to automatically fill the placeholders

Associated forms

No other existing forms



Supervisor Used in 2 assets   

Who will be the supervisor of the new employee?

Rune - Marketing

Anders - Product

Lasse - Sales



Employee contract Used in 2 assets   

Which country is employee based in?

Denmark

Mexico

Portugal

Executive or non-executive position?

Executive

Non-executive



Full-time or part-time employment?

Content managers: Apply logic to make the forms fill the placeholders




3 Use logic


Customize how the forms should inform and fill the placeholders


[WORK SCHEDULE & CLASSIFICATION]


Work schedule & classification  




Note: Logic is used


IF ALL  BELOW IS TRUE THEN Use spe...  5. WORK SCHEDUL... 


Employee contract: Full-time or part-time e...  MATCH ANY OF

Select 


Full-time 

IF ALL  BELOW IS TRUE THEN Use spe...  5. WORK SCHEDUL... 

Employee contract: Full-time or part-time e...  MATCH ANY OF

Select 

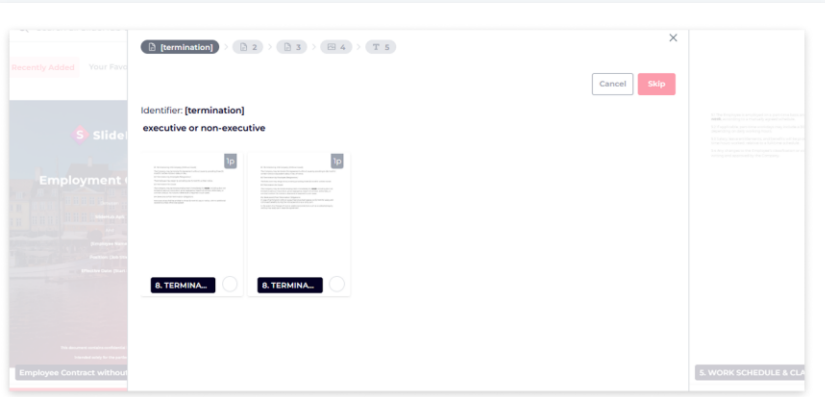
Full-time

 Create more logic

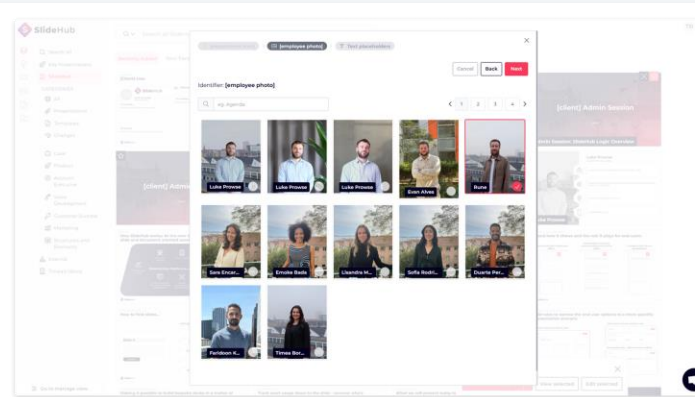
03

What's new in Q2

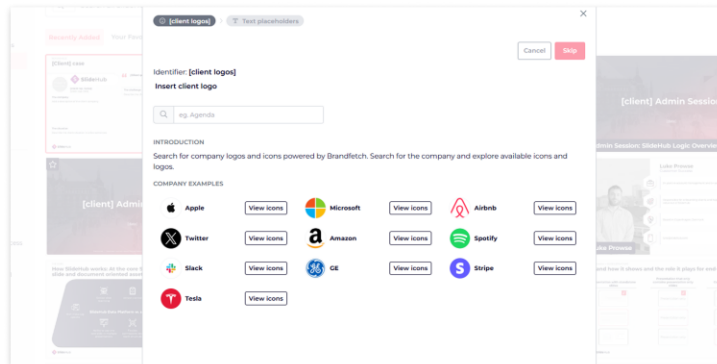
Streamline your document and presentation generation with new placeholders and automation



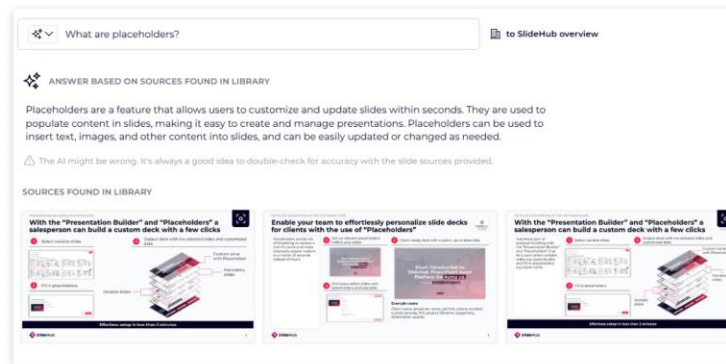
Section placeholder



Icon & image placeholder



Off-the-shelf logo placeholder



AI-enabled chat

CUSTOMIZE YOUR FILE

Cancel Continue

Who will be the supervisor of the new employee?

☒ Rune - Marketing

☐ Anders - Product

☐ Lasse - Sales

Which country is employee based in?

☒ Denmark

☐ Mexico

☐ Portugal

Executive or non-executive position?

☐ Executive

☒ Non-executive

Full-time or part-time employment?

☒ Full-time

☐ Part-time

Forms for document automation logic

**We are happy to help you set it up during a working session,
or let CS handle it for you at an additional cost**



Our Customer Success
Team would be happy to
assist you

[Click here to
schedule a call](#)

Use AI-enabled search to quickly find the information you need

Why?



To help users quickly extract information from slides



Reduce time spent searching through decks for information

What have we focused on?



Grounded in your slide content with direct references



Enabling faster slide creation through reusable knowledge



Simple user experience - just type your question or topic

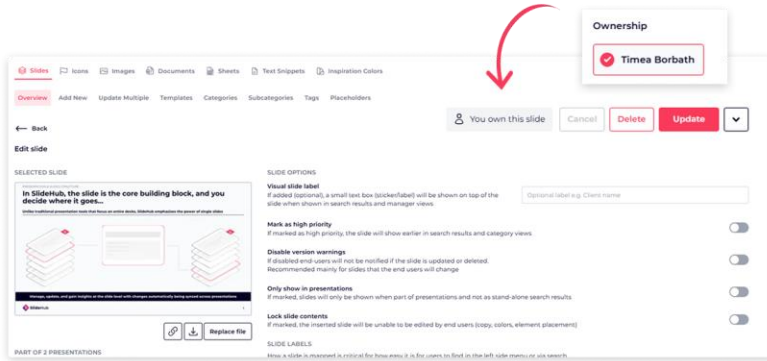




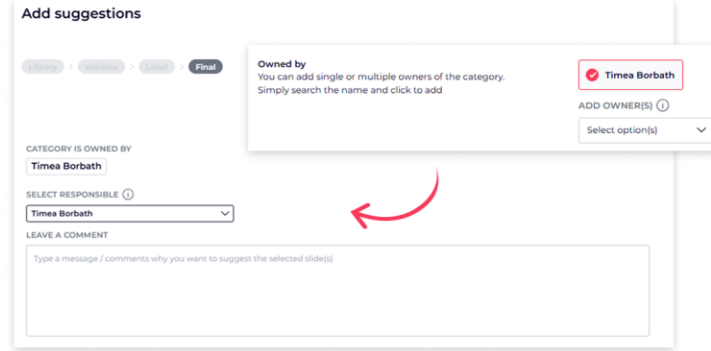
**AI-enabled
chat**



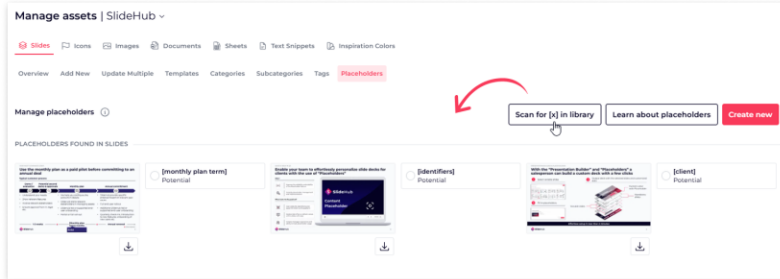
Additional highlights from Q2 releases



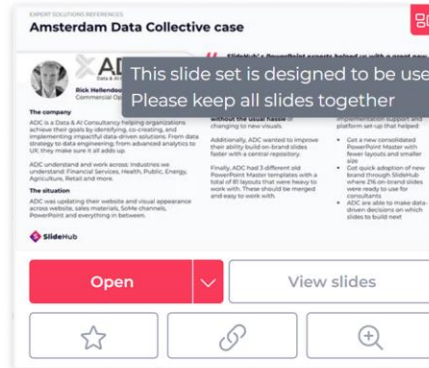
Slide ownership



Category ownership



Scan existing slides for potential placeholder identifiers



Fixed slide sets

Set up two step verification

Your company has set up the two step verification to log in. To activate it, please scan the QR code via an authenticator app your company recommended e.g. Google or Microsoft authenticator

[iOS app store](#)
[Android Google play store](#)

SCAN QR CODE



ENTER VERIFICATION CODE

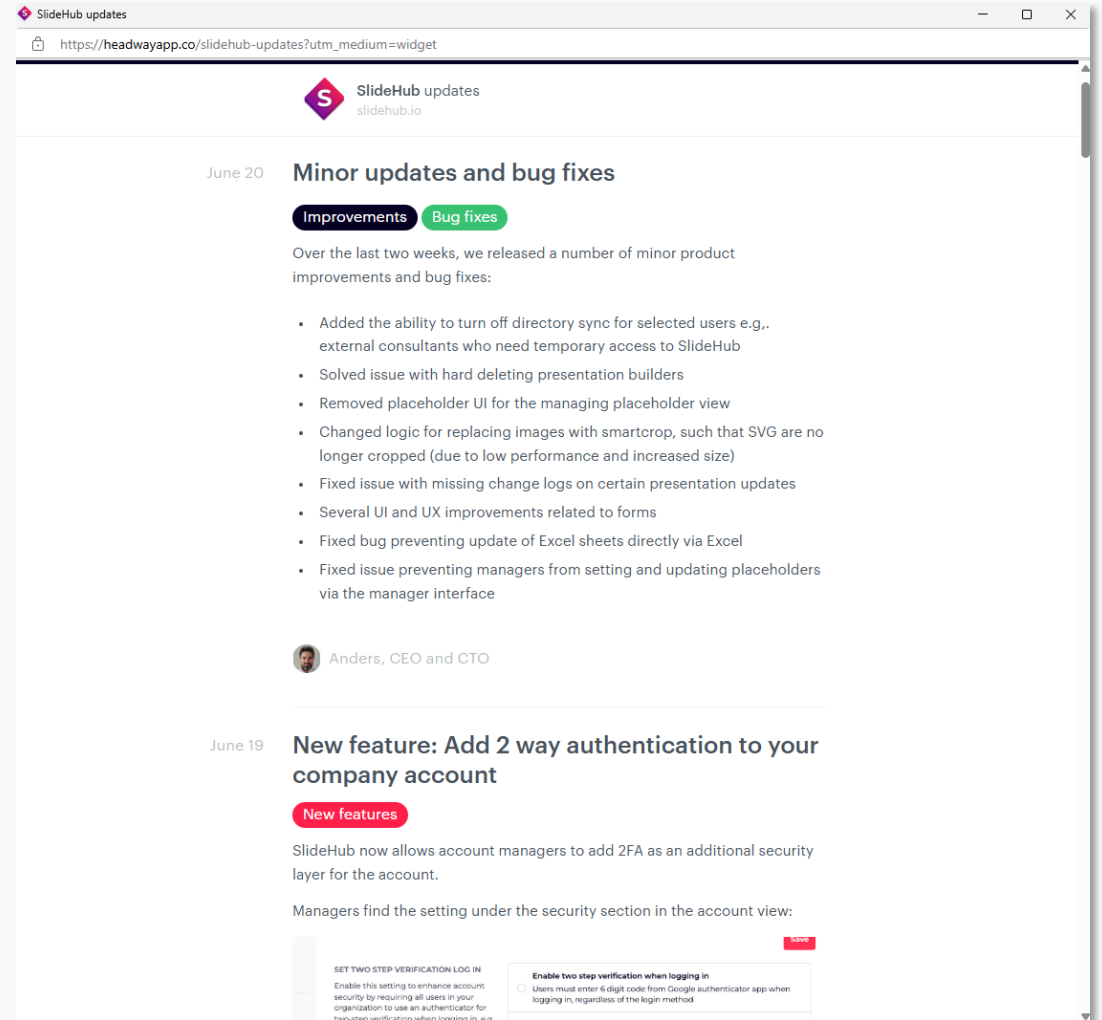
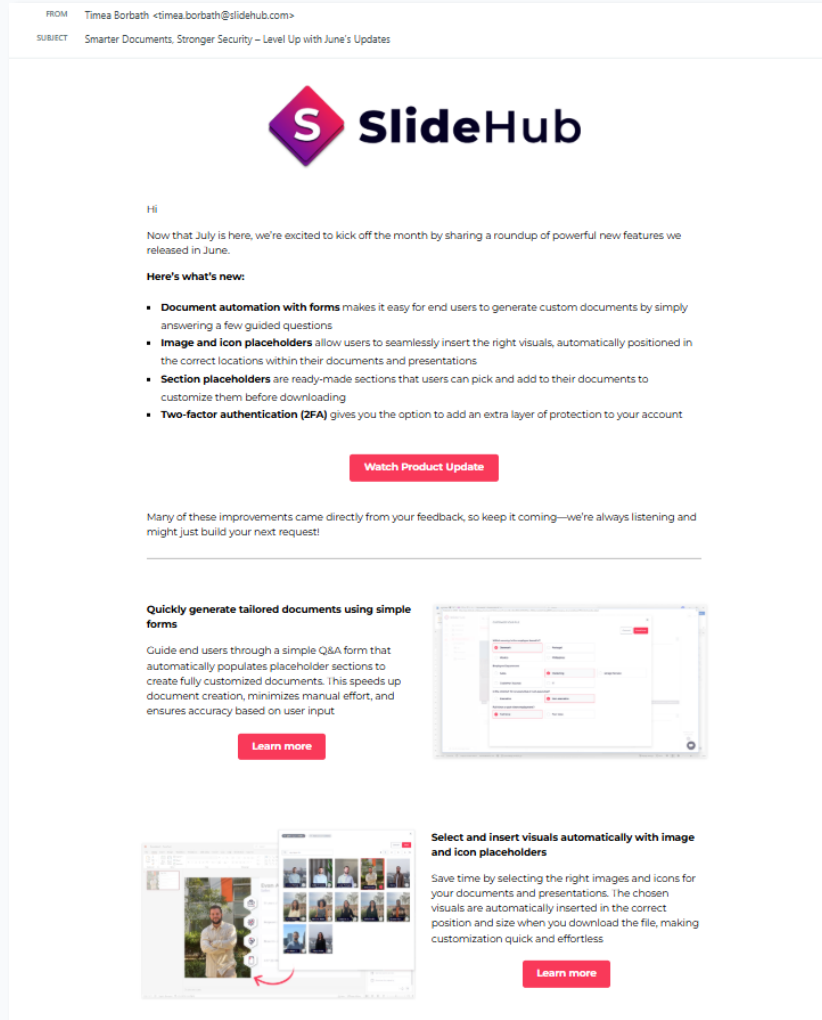
Enter 6 digits code

Validate Code

Having trouble with two-step verification?

Two-factor authentication (2FA)

Stay ahead with the monthly product updates and the Headway app



04

Updates coming in H2

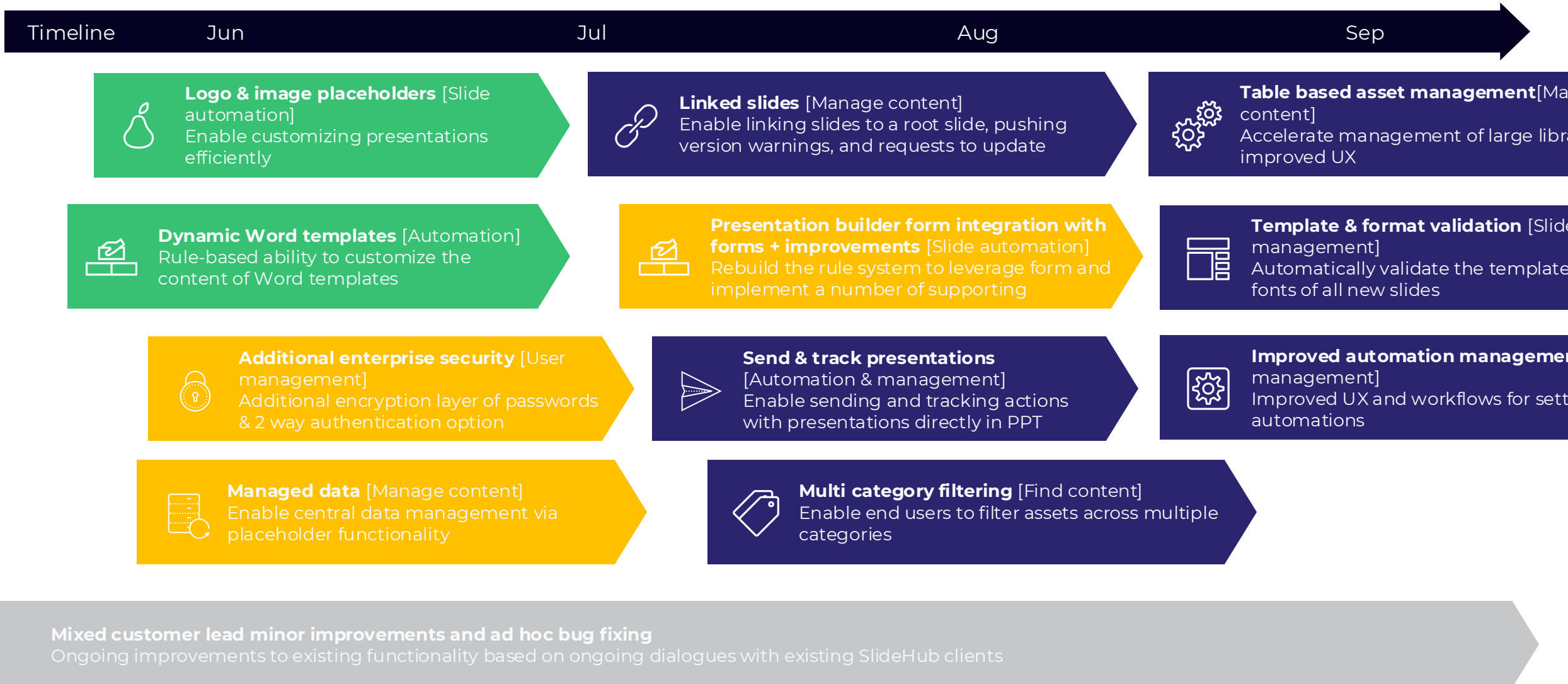
Q3 2025 external roadmap

External facing feature overview – as of July 2 2025

To be done

WIP

Done



Leverage admin-controlled data to seamlessly update information across multiple slides



Admin managed data

Quickly create mass slide version changes and ensure compliance through admin managed data type placeholders

Manage Assets | Company ▾

Slides

Icons

Images

Colors

Documents

Sheets

Text snippets

Overview

Add New

Update Multiple

Templates

Categories

Subcategories

Tags

Placeholder

← Back

Cancel

Delete

Save

Create new placeholder identifier

[Gross profit margin]
default value: 750,000 ✓
Used 0 times in 0 slide(s)

Identifier (required)

The name you define here will be the identifier to connect with slide content. *Must include symbol []

[Gross profit margin]

Description (optional)

Add an example to show up in the form when inserting slides to indicate the type of content to be filled

If your number goes below 500,000, then you must check your formular or data

Define the data type (required)

This setting controls whether end users can input data themselves or whether that responsibility is exclusively handled by an admin who manages it centrally.

End user prompt data type

☐ Regardless of existence of default value, end users can input data themselves.


Admin managed data type

☒ End users won't input data, as the data will be managed as regular content. Any changes to the data will update linked slides, and end users will be notified of the updates. e.g. FTE, No. projects

Content data (required)

Content data will display as regular content, require no end user input. If updated, linked slides will be notified.

750,000

 SlideHub

Automate personalized slide deck creation using simple user form inputs



Presentation builder with forms

Streamline the presentation-building process by letting users complete a short form that automatically selects and assembles relevant slides from variable slide groups—producing tailored documents with minimal effort

The screenshot shows the 'Edit presentation builder' interface. On the left, under 'Associated forms', there is a list of variable slide groups: 'Post-demo follow-up' (which includes 'Client location', 'Who conducted the demo?', and 'Which CS employee will help to onboard client?') and 'Client industry'. The main area displays logic rules for the 'CS representative' slide. Each rule is an 'IF ANY BELOW IS TRUE THEN' condition. The first rule has a condition 'Post-demo follow-up: Client location' and a result 'Americas'. The second rule has a condition 'Post-demo follow-up: Which CS employee will help to onboard...' and a result 'Clarissa'. The third rule has a condition 'Post-demo follow-up: Which CS employee will help to onboard...' and a result 'Esther'. The fourth rule has a condition 'Post-demo follow-up: Which CS employee will help to onboard...' and a result 'Rune'. The fifth rule has a condition 'Post-demo follow-up: Which CS employee will help to onboard...' and a result 'Luke'. A 'Create more logic' button is at the bottom.



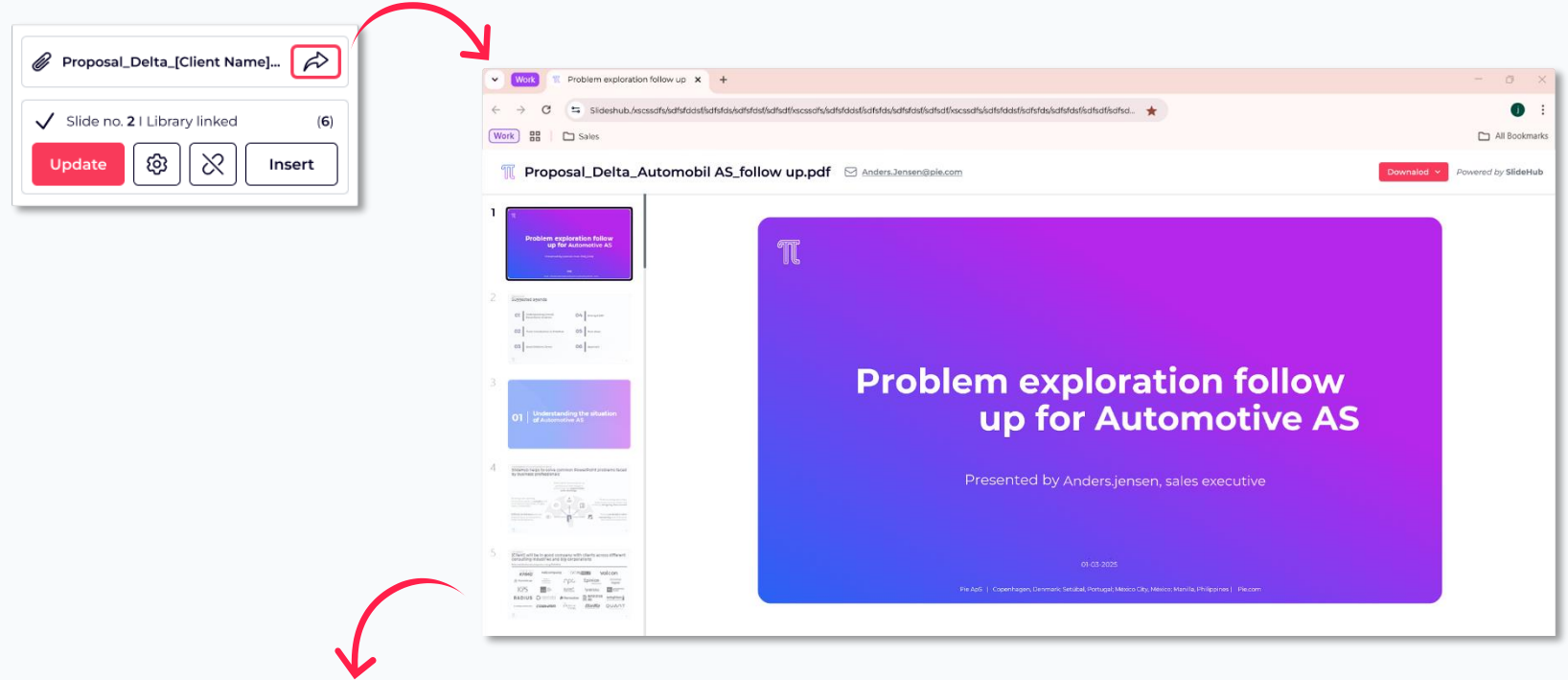
The screenshot shows the 'CUSTOMIZE YOUR FILE' user form. It has a title bar with a close button. Below the title, there is a section for 'Client location' with three radio button options: 'Europe', 'Americas', and 'Other'. Below that, there is a section for 'Client industry' with two radio button options: 'Business advisory' and 'B2B'. At the bottom right, there are buttons for 'Answer all questions', 'Cancel', and 'Continue'.

Share & track presentations and gain insights on views and downloads, even outside your organization



Send & track presentations

Client requested feature that allows for seamless file sharing with external stakeholders while providing valuable insights on views and download activity



NAME OF LINK	VIEW / DOWNLOADS	DURATION	PRESENTATION VERSION	WHO SHARED	WHEN SHARED	INTERNAL NOTE	ACTION
Problem exploration follow up_ [client name]...	3 5	8 min.	✓ Library linked 24/24	Esther lorenzo	2 hours ago	Automotive AS	Copy link Preview
Project_Alpha_Overview	0 0	n/a	✗ Not linked to library 0/24	Evan aloeso	3 days ago	Health & Clinic Aps	Copy link Preview
Proposal_Delta_[Client name]_follow up	0 3	n/a	See New version 2/24	Anders Jensen	2 weeks ago	Automotive AS	Copy link Preview

Easily refine results with multi-category filtering for faster asset discovery



Multi category filtering

Narrow down assets using multiple category filters simultaneously—improving discoverability, reducing search time, and enhancing the user experience through precise content targeting

The screenshot displays the SlideHub interface with the following details:

- Search Bar:** Contains the text "Bullet points" and a search icon.
- Filters:**
 - SLIDE TYPES:** Standalone, Presentations
 - CATEGORIES:** Bullet points (200) [selected], Processes (62), Timeline (80), Funnels (10), + 2 empty (show)
 - SUBCATEGORIES:** 2 bullet points (50), 3 bullet points (50), 4 bullet points (50), 5 bullet points (20), 6 bullet points (10), 7 bullet points (15), 8 bullet points (5), Circular (30), Vertical (20), Horizontal (10), Others (2), + 2 empty (show)
 - RELEVANT TAGS:** circle with icons (20), modern (20), boxes (20), loop (20), next steps (20), process (20), triangles (20), numbers (20)
- Filtered Slides in Company:** A grid of slide thumbnails, including one titled "Webinar".
- Left Sidebar:** Contains navigation options like "Search all", "Key presentations", "Company", "Categories", "All (250)", "Presentations", "Templates", "Updated", "Template lay...", "Bullet points" [selected], "Graphs", "Processes", "Timeline", "Funnels", "Team A", "Team B", and "Got to manager view".
- Bottom Section:** Shows a grid of additional slide thumbnails, including one titled "Build presentations faster with SlideHub's PowerPoint Asset Platform and add-on on-demand PowerPoint service".

Automate brand compliance and ensure consistency with every slide upload (1/3)



Template & format validation

Ensure seamless brand compliance with automated checks, maintaining consistency in templates, colors, and fonts when uploading new slides

File validation > **Template validation** > Shared label to all slides

Cancel Ignore **Confirm & continue**

Step 2: Validating file based on master template

Template validation progress | 1 / 5 ⓘ

Choose the matching master template to validate your file
We have preselect the master template which the most of the slides in this file is using currently.

LIBRARY'S TEMPLATES

<p>General_brand template</p> <p>Default</p> <p><input checked="" type="radio"/></p>	<p>Brand template_product_CV2025</p> <p><input type="radio"/></p>	<p>Brand template_product_CX2025</p> <p><input type="radio"/></p>
--	---	---

1.

2.

File validation > **Template validation** > Shared label to all slides

Cancel Ignore & keep all **Confirm & continue**

Step 2: Validating file based on master template

Template validation progress | 1 / 5 ⓘ

Some slides are using none master template layouts
The system found the most relevant layouts for each slide. The slide we could not find the proper fit, suggest to convert with master template default layout.

NONE VARIFIED LAYOUT SCANNED IN	KEEP THIS LAYOUT	CONVERT TO
Slide 11,14	<input type="checkbox"/>	Breaker slide layout Select layout
Slide 13,17	<input type="checkbox"/>	Content slide layout Select layout
Slide 15 ⚠ No matching layouts	<input type="checkbox"/>	Content slide layout Select layout

We could not find the relevant layout for the slide(s). Hence we choose the default layout from master template. You can also decide to keep wrong the layout as is, if the default layout is not relevant to the contents.

Automate brand compliance and ensure consistency with every slide upload (2/3)



Template & format validation

Ensure seamless brand compliance with automated checks, maintaining consistency in templates, colors, and fonts when uploading new slides

File validation > **Template validation** > Shared label to all slides

Cancel Ignore & keep all Confirm & continue

Step 2: Validating file based on master template

Template validation progress | 3 / 5 ⓘ

Some texts are using none verified master template fonts
Choose the verified font to convert the none master template verified font.

NONE VARIFIED FONT SCANNED	USED IN	KEEP THIS FONT	CONVERT TO
Arial	Slide 11	<input type="checkbox"/>	Montserrat
Calibri	Slide 11,12,13	<input type="checkbox"/>	Montserrat
Arial Narrow	Slide 11,12,13	<input type="checkbox"/>	Montserrat

3.

4.

File validation > **Template validation** > Shared label to all slides

Cancel Ignore & keep all Confirm & continue

Step 2: Validating file based on master template

Template validation progress | 4 / 5 ⓘ

Some texts/elements are using none verified master template colors
The system tried to find the closest matching verified colors from the master template. Please confirm the color and feel free to choose other verified color to convert.

NONE VARIFIED COLOR SCANNED	USED IN	KEEP THIS COLOR	CONVERT TO VERIFIED COLOR
#912224	Slide 11	<input type="checkbox"/>	Accent 4 #F93A5A
#912224	Slide 11,12,13	<input type="checkbox"/>	Accent 6 #2C18F8
#0AD91E	Slide 13,14,16	<input type="checkbox"/>	Accent 7 #2AB469

Automate brand compliance and ensure consistency with every slide upload (3/3)



Template & format validation

Ensure seamless brand compliance with automated checks, maintaining consistency in templates, colors, and fonts when uploading new slides

5.

File validation > Template validation > Shared label to all slides

CancelTest fileReplaceConfirm & continue

Step 2: Validating file based on master template

Template validation progress | 5 / 5 ⓘ

The file has been adjusted based on selected master template and the choices you have made in early steps!

Please click the Test file button and check before you continue. If you have made any changes to the file, please replace the file via Replace button.

05



Q&A

Any questions?

Want to dive in further we are more than happy to connect

Current clients



Rune Johansen

Book Customer Success

rune@slidehub.com

Potential clients



Lasse Petersen

Book a meeting

lasse.petersen@slidehub.com

Or feel free to write me any time: anders@slidehub.com

Thank you!