

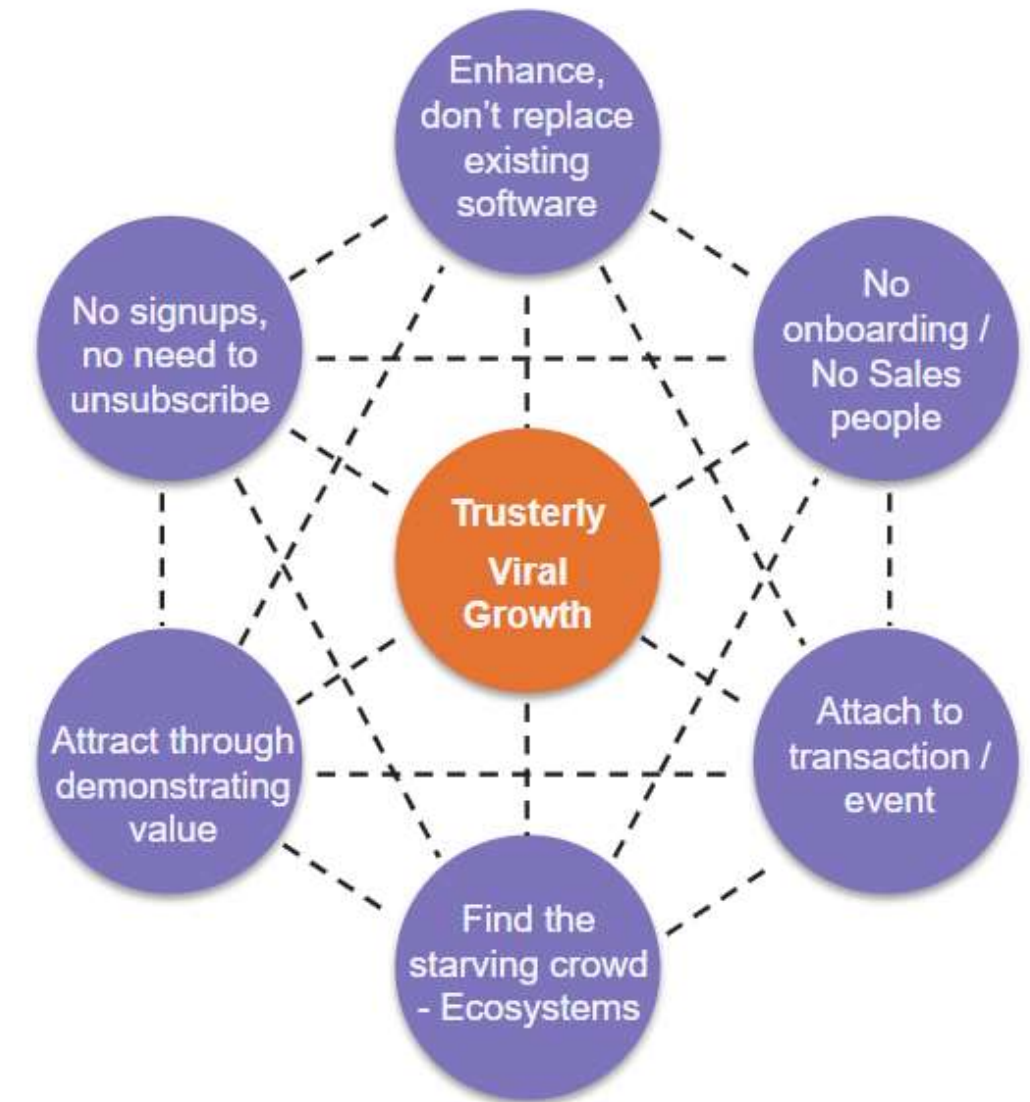


Business Model - Viral B2B SaaS

lessons learned...

Designed for generative AI from day 1 to become a Viral B2B SaaS

- Generates fresh leads through App Stores and Template / Link Sharing
- Easy adoption with existing stack that adds significant value for little effort.
- Ease of adoption and AI enhanced onboarding and public conversations - the key to going viral

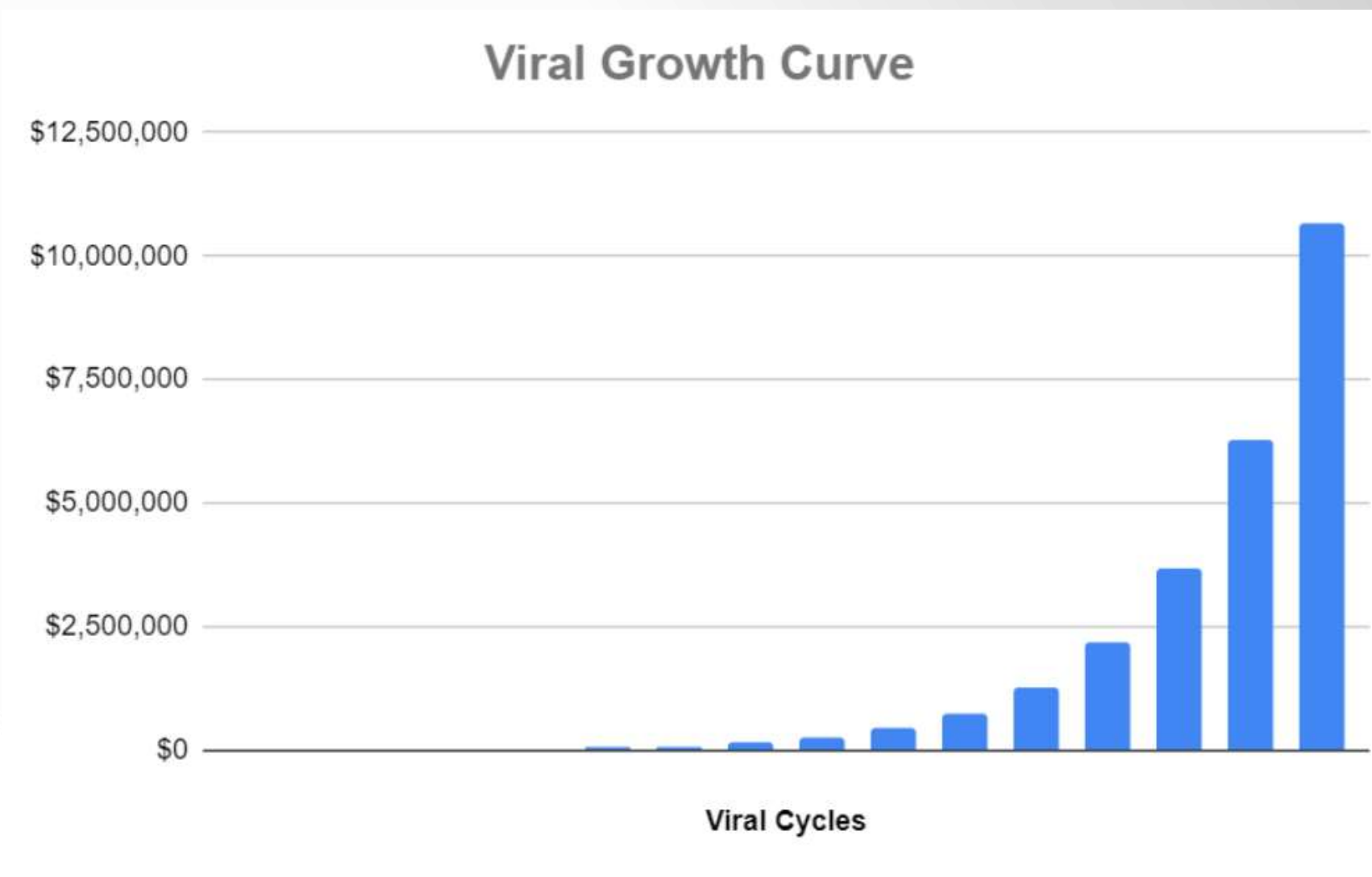




Business Model - What we designed

Built to scale revenue without scaling spend








- Trusterly generates leads by leveraging eco-systems and app stores
- Every new lead that runs a meeting introduces 17 additional potential leads
- Viral Key Metrics:
 - Meeting Attendee to Meeting Organizer Conversion
 - # of Unique Meeting Attendees / Organizer
 - VCT (Viral Cycle Time)



The average time from attending a meeting to running their first meeting defines the time between each column



All competitors from 2 years ago acquired

Market Landscape	TYPE	WHAT	WHO
 workvivo	Hybrid Employee Experience Platform	Acquired	zoom
 Solvvy	Conversational AI for Customer Support Teams	Acquired	zoom
 DOCKET	Meeting Management Software	Aquired	zoom
 HUGO	Meeting Template Database	Acquired	 Calendly
	Hybrid Meeting Enhancement	Acquired	miro
 x.ai	AI Scheduling Assistant	Acquired	Sizzabo



Strategically positioned for acquirer attraction

Ecosystems and app stores both generate leads and inform buyers.

Tier 1 Ecosystems



Tier 2 Ecosystems

