

What does your current pricing model look like for clients outside of FPG?

Pricing is SaaS; we charge a monthly platform fee for access to our research platform + usage fees based on the amount of feedback a company needs.

Example:

Normal Client would pay:

\$200 / month for platform access + so initial credits (for responses)

+ \$0.10 per additional response which they use outside of their credits that are given each month

How much does it cost to keep a user around compared to how much you make off of a user? I know it's still early in the customer acquisition process, but it'll be good to have some idea of what the unit economics look like (LTV of a customer/(CAC a customer + cost of a user in gift cards))

Because of our partnership with Focus Pointe Global, our CAC for users is \$0.00. (The first 1.5 million respondents we onboard). When a user invites their friend, we pay a small bonus worth the equivalent of \$0.50. For each response a user gives, they're granted 5 points or the equivalent of \$0.05. Our clients pay at least \$0.10 per response, so we may a decent margin of each response as well.

How has user acquisition gone outside of the initial starting base from FPG?

Because of our pilot and planned public launch which is set for May 2-4th at the Collision Conference, we've kept user onboarding exclusively to FPG, which has been a minimum as we currently are not running extensive campaigns.

We have found many users do invite their friends, which has in turn grown our database.

What are the incentives of a user to stick around? They're getting 5 cents per answer right now—have you done testing to explore if this is sufficient compensation?

We have actually done our own research on the respondents we on-boarded (2,500 users) to see if they believe this is sufficient. Because of the simplicity of swiping your finger, \$0.05 is plenty to keep a user on the app and is actually above average for such a simple campaign. Since some campaigns include up to 5 or more questions, you can see how with volume it makes sense for a user to continue giving feedback and in turn make a decent bit of cash.

What key hires will you need to make?

With the closing of our seed round, I plan to hire both a Head of Product to focus on product development and our extensive roadmap and 1 - 2 sales development reps (both with focusses on specific markets/use cases).

What are your future goals in terms of product/sales?

Our sales goal for 2017 is \$600,000 in ARR, to hit this we will need to have built up our MRR numbers to \$50,000 MRR by December 2017, which I believe with our product roadmap and fundraising plans, is a lofty but achievable goal.