



Social, the most important trend

“the amount a user shares today is **twice** the amount they shared a year ago”

- Zuckerberg's Law



“it won't be long before Social Media Marketing will surpass SEO” - Donanza

**How do you use social
to drive traffic?**

Queue your updates

Saturday 1st October

2:52 PM 10 Great Tweetable Quotes To Cheer You Up <http://j.mp/nd6rzC>



8:08 PM Great list: My Favorite Tools <http://j.mp/omcnEU> by @EvanCarmichael



Sunday 2nd October

2:52 PM No man is useless while he has a friend. – Robert Louis <http://j.mp/nd6rzC> great find from @sandmaxprime



8:08 PM YWe make a living by what we get, but we make a life by what we give. – Churchill <http://j.mp/nd6rzC> featuring @amity_tweets



Monday 3rd October

1:04 AM Don't deny your feelings. They alone are what guide you through life. –Anon <http://j.mp/nd6rzC> featuring @LXLee



Traction

- 800 Paying Users
 - \$150,000 annual revenue run rate
 - 97% margins
 - 55,000 users, growing 40% per month
 - 1.5 million updates Buffered
- 
- A green line graph is plotted on a light gray grid. The line starts near the bottom left and curves upwards at an increasing rate, ending near the top right corner of the grid. There are small green circles at the start and end of the line, indicating data points.

Milestones

- **Launched web app**
January 2011
- **55,000 users (\$150K revenue)**
October 2011
- **Launch the API**
October 2011
- **Integrated in 50 apps**
December 2011
- **100,000 users (\$288K revenue)**
January 2012
- **1 million users (\$3.6M revenue)**
January 2013

Business Model

- **Freemium model with consistent 2% conversion from Free to Paid plans**
- **5% churn equates to a LTV of \$240 and allows us to pay up to \$5 to acquire a free user**
- **At 1M users, our projected revenue is \$3.6M**

Social Media Landscape

- Of 200M daily Tweets, 55% contain links
- 4 billion items shared on Facebook per day
- Zuckerberg's Law shows exponential growth of sharing
- Traffic through social is soon to surpass traffic from search

The effect of Buffering

**“Buffer Finds Tweet Scheduling
Can Increase Clicks by 200%”**



A sharing standard

- 6 integrations so far
- in talks with Reeder, Pocket and Feedly
- We plan to become the default sharing standard in any app



Competitive Landscape



co tweet

Social Media
Dashboards



Seesmic

twuffer

Scheduling
Apps



twAitter

SOCIAL OOMPH

facebook.

Google+
twitter

Linked in.

Crowdboost

SOCIALFLOW

Timely

Intelligent
Sharing

buffer

buffer

yono

Sharing
Platforms

shareaholic

Add This

Team

Joel Gascoigne

Co-Founder, took the idea to revenue in 7 weeks, Masters in CS

Leo Widrich

Co-Founder, marketer, took Buffer from 200 to 55,000 users

Advisors

Guy Kawasaki

Former Chief Evangelist of Apple. Co-Founder of Alltop. Author of ten books

Hiten Shah

CEO / Co-Founder of KISSmetrics.
Previously started CrazyEgg & ACS

Previous Investors

AngelPad



INSPIRATION





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