



*Intercom*

# The team

- \* **Eoghan McCabe** (CEO, product, visual design), **Des Traynor** (COO, customer development, user experience design), **Ciaran Lee** (CTO, software engineering), **David Barrett** (front-end engineering).
- \* Prolific speakers / bloggers about software design / development and SaaS business.
- \* Ran **Contrast** for four years, a popular web software design consultancy.
- \* Launched **Qwitter** and **Exceptional** (both acquired).



# The problem

- \* **Building meaningful relationships with customers is hard / impossible for SaaS providers** (meaningful relationships → loyal customers → profitable customers and organic growth)
- \* Building meaningful relationships requires: 1. customer discovery, 2. customer research, 3. customer communication, 4. relationship management
- \* The current tools available are complex, ineffective, not built for SaaS... **there's no one tool to do customer relationship management and messaging for SaaS providers.**
- \* (Even e-mail fails: generating targeted e-mail lists takes a lot of work, e-mail campaigns have terrible engagement because e-mail is out of context)



# The solution

\* Intercom is...

- simple install like Google Analytics,
- customer base browsing (e.g. signed-up today, on premium plan),
- individual customer research (e.g. see Twitter followers, company),
- advanced in-app messaging (user sees message on next login or at specific event and can reply to messages),
- customer relationship management (Intercom calculates relationship metric over time and allows app owner find people who need attention).



# The market

- \* **Now: SaaS providers** (\$21 billion market, \$93 billion in 2016 — Forrester)
- \* Later: mobile and desktop app providers



# Landscape / competitors

## **Social media research / management**

Radian 6

Sprout Social

Hootsuite

Crowdbooster

## **Customer feedback / support**

Uservoice

Tender

Get Satisfaction

Assistly

Zendesk

KISSinsights

## **Email campaigns**

Campaign monitor

Mail Chimp

## **In-app messages**

Hello Bar

## **User analytics**

KISSmetrics

Mix Panel



# Progress

- \* Product in development and testing since Jan, ready for public beta
- \* [intercomapp.com](http://intercomapp.com)
- \* *Demo*
- \* Private beta testers love the product, many are psyched to try it



@jasonfried

Jason Fried

What a fantastic product idea. Wish I'd thought of this: [intercomapp.com](http://intercomapp.com)



# what we're looking for

- \* \$600k convertible note
- \* 18 months of runway to work on:
  - product-market fit
  - customer dev
  - early marketing efforts
  - profitability
- \* Plan to raise further round in 12-18 months to turn up heat on marketing





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