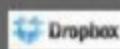# DocSend

## Advancing document sharing

# The Team

- Attended Stanford CS together and worked together as early engineers at Greystripe
- Dave and Tony were freshman roommates; Dave and Russ also roomed together in undergrad

## Russ Heddleston, CEO

- Stanford BS Computer Systems, MS Computer Science, Harvard MBA
- Co-founder and COO at Pursuit.com (acq. by Facebook)
- Also at Greystripe, Dropbox, Trulia

## Tony Cassanego, CTO

- Stanford BS Computer Science
- Engineering Manager, Greystripe (acq. by ValueClick)
- Built doc sharing service Backboard at Increo (acq. by Box)

## Dave Koslow, CPO

- Stanford BS and MS Computer Science
- Engineering Manager, Greystripe (acq. by ValueClick)
- Also at Google, Palm

# What We've Been Compared To

"Snapchat for Documents!"

"Google Analytics for Documents!"

"SalesForce plus Dropbox!"

"Dropbox plus Google Analytics!"

"Asana for pet insurance plus Palantir!"*

* ok ok, we're still waiting to hear this one

# Today's issues with external doc sharing

## Who in an organization is viewing

- Did the CEO get to see my presentation?
- Who in the organization looked at the follow up material I sent?

## What are visitors engaging with

- Which pages do visitors spend the most time viewing?
- Is my document too long?  Are later pages viewed less?

## How to control the visitor experience

- Leverage your company's branding in the doc viewer.
- Know when it's the right time to engage the client.

# Revenue Model

Freemium. Charge for branding, team, & data.

- $10 / user / month*
- Corporate branding
- Team control & features
- Data and API access
- Advanced security
- CRM integration

facebook

*Your Presentation*

*looks even better with your branding*

* price point aimed at long tail adoption

# Market Size

## Data

- 17.8m sales reps on LinkedIn (9m in USA)
- 6.7m sales reps in BLS Census Data 2011

## Assumptions

- 60% of LinkedIn sales reps are real
- $250 per salesperson per year price point*
- +60% additional revenue from Marketing & IT

## Result

**~$5.3 billion global market for *DocSend***

\* assumes a higher price point for salespeople

# The Larger Market Opportunity

## DocSend falls under large and growing budgets

| Customer Relationship Management | Business Intelligence | Enterprise Content Management |
|---|---|---|
| ↑ $14B market<br>13.5% growth | ↑ $12B market<br>16.4% growth | ↑ $14B market<br>13.5% growth |
| 1 | 2 | 3 |

1. "Predicts 2013: CRM Goes More Cloud, Becomes an App, Has a New Leader and Changes Name", Gartner, 4 December 2012, http://www.gartner.com/id=2264615
2. "Market Share: All Software Markets, Worldwide, 2011", Gartner, 29 March 2012, http://www.gartner.com/id=1969315
3. "Market Share Analysis: Enterprise Content Management Software, Worldwide, 2011", Gartner, 19 June 2012, http://www.gartner.com/id=2054315

# Customer Acquisition

Focus for 6 months on building and testing

Top ideas for growth after launch:
- DocSend branding in presentations
- Freemium lowers barrier to adopt
- Platform partners (SalesForce, Chrome)
- Incubators (Y Combinator, TechStars)
- Referral model (limit # of docs in free)

Start with small sales teams, then move up market

# Competitive Landscape

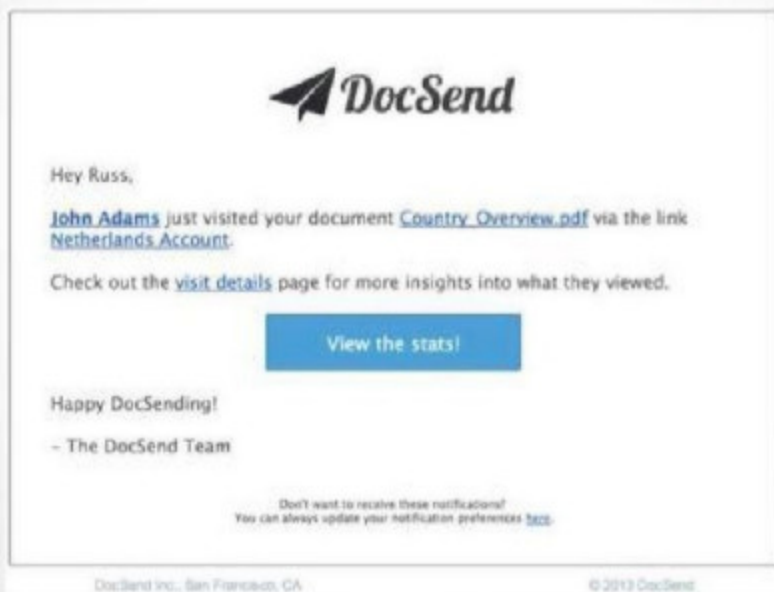|  | **Collaboration** | **Sales** |
|---|---|---|
| **Self Serve** | Dropbox ($795/5usr/yr)<br>Google Docs ($100/user/yr)<br>Zoho ($960/10usr/yr) | DocSend |
| **Direct Sales** | Box ("call us", ~$300/usr/yr)<br>SharePoint ($84/user/yr) | ClearSlide ($7680/10usr/yr)<br>Brainshark ("call us")<br>FileBoard ($384/user/year)<br>SlideShark ($149/user/yr) |

# Product Walkthrough

# Real Time Visitor Notifications

## Know right when your docs are opened



"From a sales perspective, I want the data fast and messy.  I want real time statistics."

# Rich document visitor info

## See detailed info about your doc visitors

So what does a document viewed in *DocSend* look like?

It looks just like this; we're in a *DocSend* viewer right now.

"It's a clean way to send documents to people and have analytics behind it."

# Real-time analytics

## See what visitors find most engaging



"If they're spending 3 seconds on the expensive program then maybe there's no interest there. It gives us some insight. It's very very helpful."

# Controls for limiting doc access

Support for:

- Tracking doc forwarding
- Expiration dates
- Information collection forms
  - Name
  - Email
  - Company
  - Phone
- Single-view use
- Required passcode
- Blocking downloading



Create new Link for Sales Overview USA

Required:
* Link Name
Box

Optional:
☐ Allow downloading
☑ Ask visitors for info
  ☐ Don't ask the first visitor
  ☐ Request name
  ☑ Request email
  ☐ Request company
  ☐ Request phone
☐ Set expiration date
☐ Limit to one view
☐ Require a Link passcode
☑ Active

Save    Cancel    Help

*"What we worry about is that it gets around to different VCs or being sent out to multiple people... Nothing is locked down now so that's an issue."*
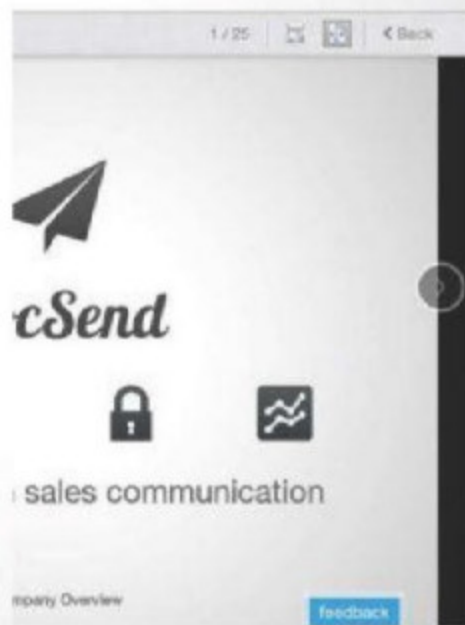
# Use your company branding



*"Having branding is a big deal.  Marketing really cares about that."*

# Engage doc visitors when they visit

## Chat with visitors in your doc



## Collect feedback and questions



*"Allowing them to give feedback as they go through the document is the most important thing."*

# It's better with mobile

- Get notifications when your documents are accessed

- Follow usage of your documents in real time; dig into the data for each visit

- Create, send, and manage your links while on the go

- A superior mobile doc viewing experience (no install)

# Example Interviews and Customers

**Kwesi Graves**

Social Media Sales @
Hearsay Social

**Sunny Manivannan**

VP Business Dev. @
Rescale

**Kevin Pong**

Interior Designer @
Ken Fulk

**Kim Cassidy**

Ad Tech Sales @
AOL

**James Ollunga**

Advertising Sales @
Mccann Worldgroup

**Shruti Challa**

Sales Strategy @
Groupon Rewards

**DocSend** is currently in beta
Interested? Send us an email

*hello@docsend.com*

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