



# FRONT

All your company's external communications  
in one collaborative inbox.

# THE PROBLEM

Email is the most important business communication channel

**215 billion**

EMAILS SENT PER DAY

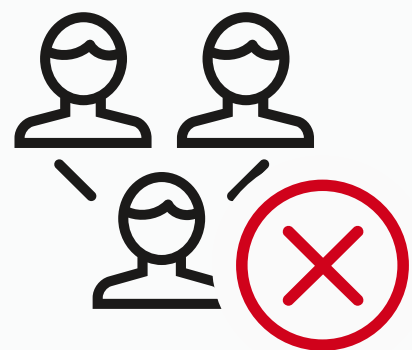
**54%**

ARE BUSINESS EMAILS

**7%**

YEAR-ON-YEAR GROWTH

But email is a tool designed for personal use



NOT COLLABORATIVE



BAD PRODUCTIVITY



ERROR-PRONE

# THE SOLUTION

## Rebuilding email, for business this time

### COLLABORATIVE

Company > Team > User

Share, assign, mention

As transparent as can be

### INTEGRATED

Analytics

3rd party integrations

Open API

### UNIFIED

All email providers

All channels    

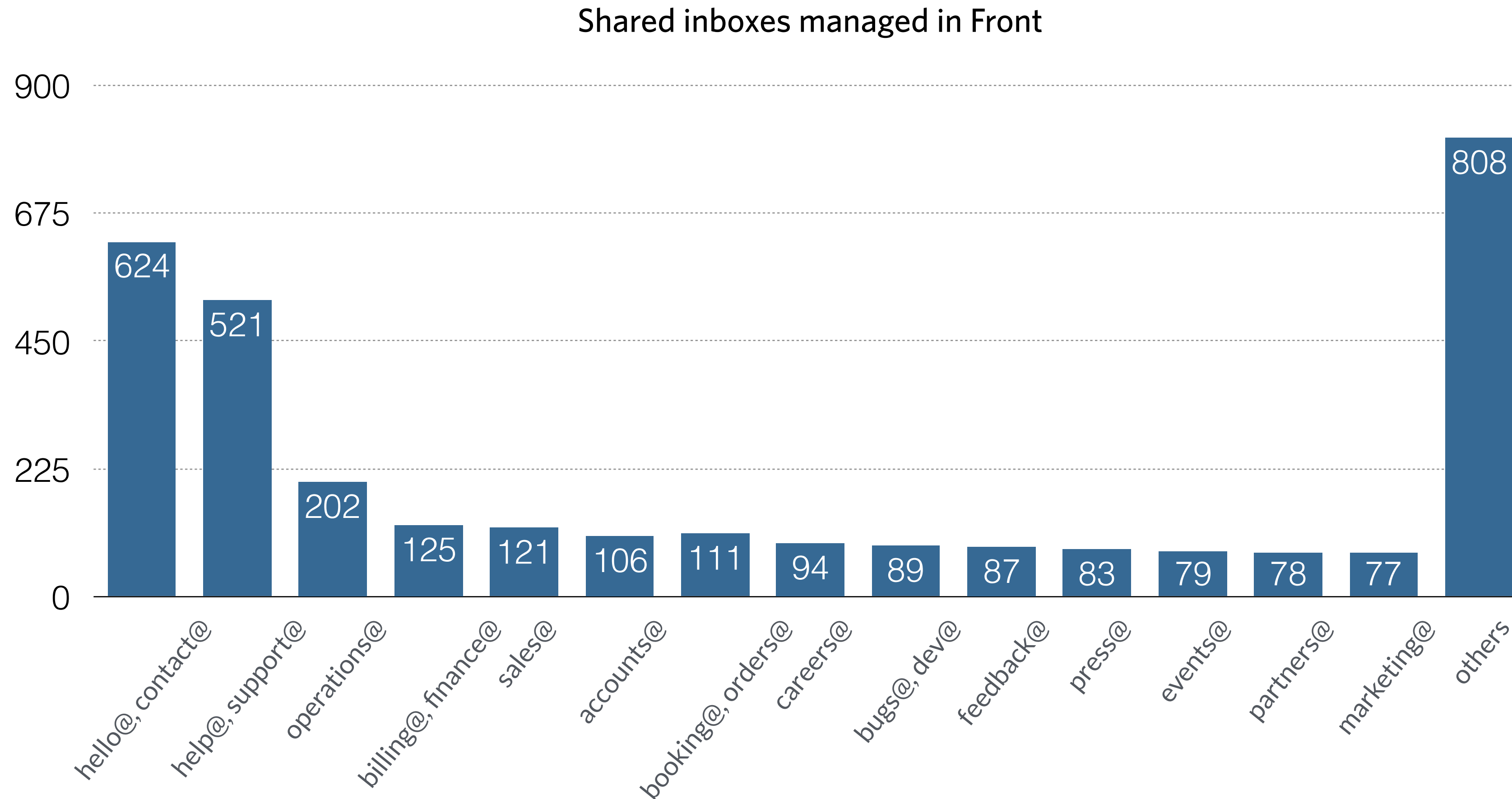
All teams

A multichannel *email* client, where every conversation finds its way to the right people, and is accounted for in the right system.

# COMPETITIVE LANDSCAPE



# WE HAVE A HEAD START



Shared inboxes were the perfect wedge:  
small commitment, big pain, willingness to pay, lower expectations for MVP.

# SELECT CUSTOMERS



Front works for teams of all sizes, across many different industries.

# CUSTOMERS ARE VERY SATISFIED

*“ Front has a great user experience! It is extremely efficient, reliable, and easy to navigate.*

Bellhops, 100 seats

*“ Wouldn't go back to Gmail if you paid me.*

Baroo, 20 seats

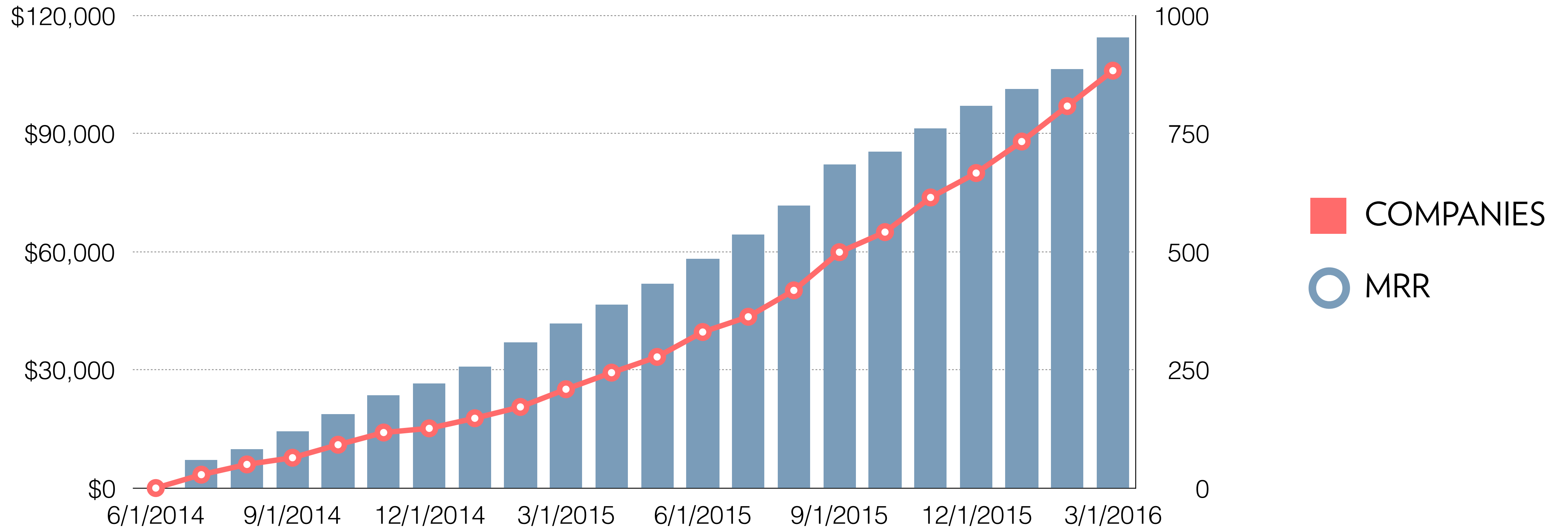
*“ A wonderfully useful tool that has saved us time and energy. If an opportunity arises to recommend Front to other teams, even outside of MailChimp, it's always top of mind.*

MailChimp, 4 different teams

*“ I'm in love with Front!*

Guillermo Rauch, this week-end

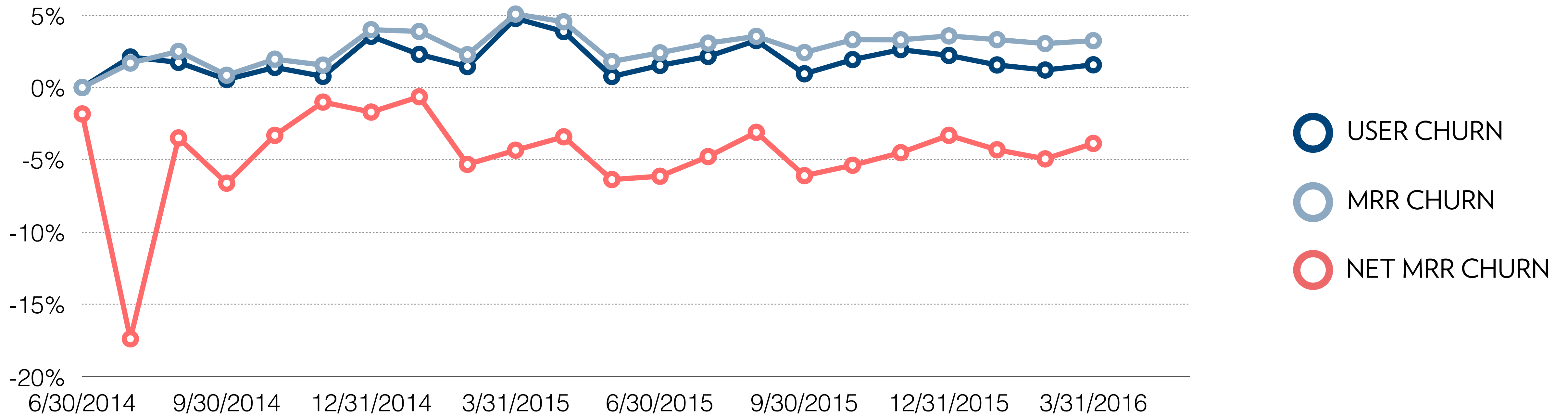
# CONSISTENT ORGANIC GROWTH



MRR grew 5.4 times in the past 12 months.



# LOW CHURN



~3% monthly user churn, negative net MRR churn.

The background is a solid blue color. It is decorated with a variety of small, scattered geometric shapes. These include circles, squares, triangles, and semi-circles in shades of teal, orange, and light green. There are also several sets of three horizontal white lines of varying lengths, resembling a simplified barcode or a stylized 'E'.

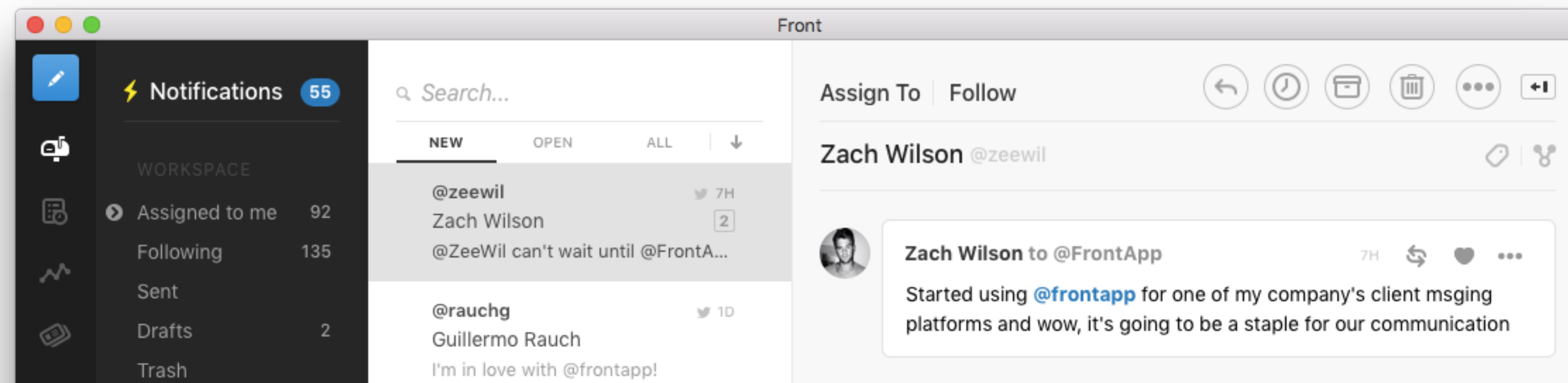
# OUR FOCUS TO DATE

# THE PRODUCT COMES FIRST

We're our first users  
60% of payroll = Engineering  
Support agents = 0

*Fast iteration: [frontapp.com/roadmap](https://frontapp.com/roadmap)*

*No complex product lines: we only sell licences to use our only product*



# ACQUISITION CHANNELS

## 3 acquisition channels

### ORGANIC GROWTH

70% of 2015 leads  
Customer word-of-mouth  
Leader on “shared inbox”

### SALES

40 qualified demos / month / SDR  
28% post-demo conversion  
\$36k ARR added / month / AE

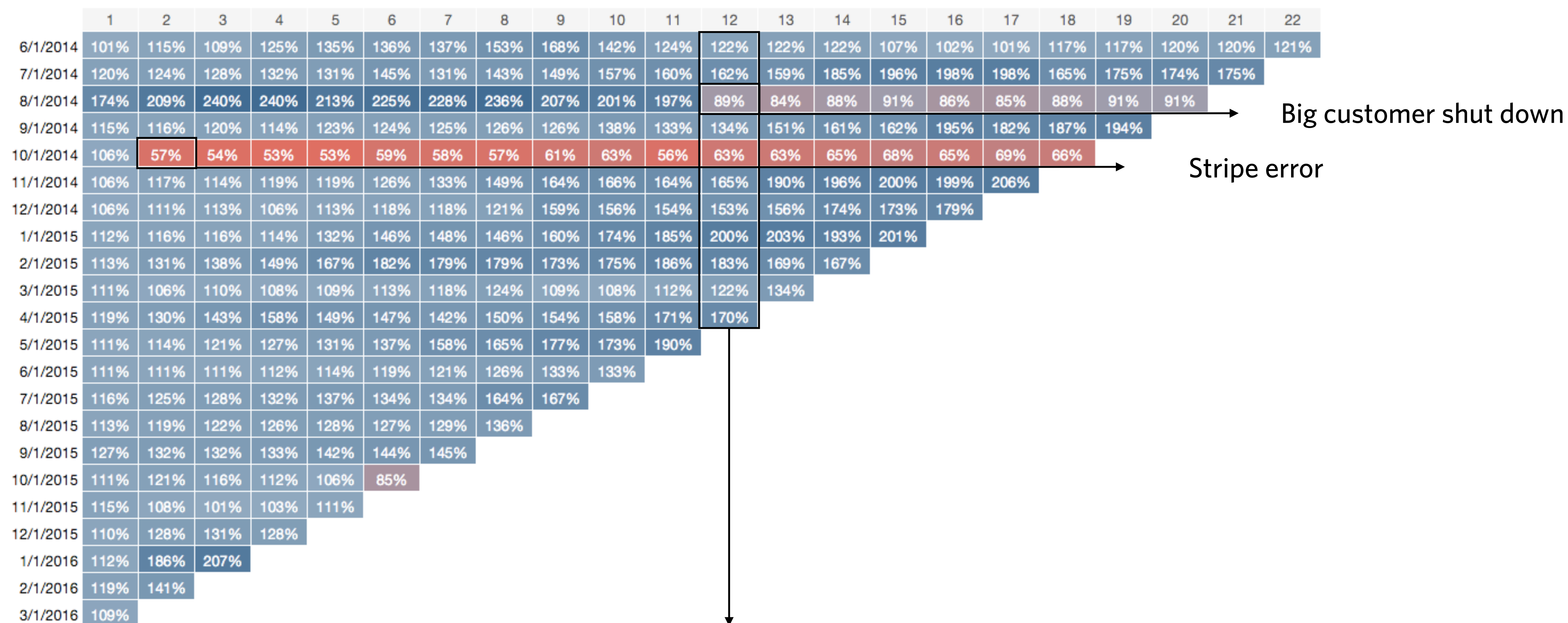
### MARKETING

✓ Content playbook  
✓ Co-marketing playbook  
✓ Paid acq. unit economics

We've identified repeatable strategies to acquire new customers.  
We will iterate on those and double down on the winners.

# WE LAND AND EXPAND

Percentage of MRR retained relative to starting month



150% annual expansion: the “land & expand” strategy works.

# WE'VE BEEN CAPITAL EFFICIENT

**\$1.3m**

Spent in 18 months to reach \$1.4m in ARR

**\$1.8m**

Left from last seed round

**\$90k**

Monthly burn

**5 months**

To be profitable



The background is a solid dark blue color. It is decorated with various small, scattered geometric shapes in white, orange, and teal. These shapes include circles, squares, triangles, and lines, some of which are arranged in patterns like concentric circles or horizontal lines. The overall effect is a modern, minimalist, and slightly abstract design.

# RAISING \$10M SERIES A TO ACCELERATE GROWTH

# THE RIGHT MIX OF PASSION AND EXPERIENCE



**Mathilde Collin**

*CEO, co-founder*



**Laurent Perrin**

*CTO, co-founder*



**Cailen D'Sa**

*Head of Sales*

1st sales @ **box**nd 

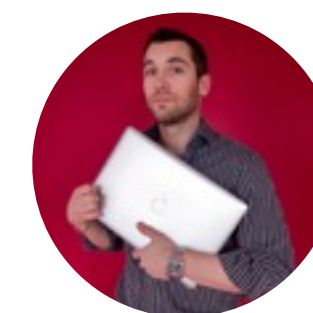
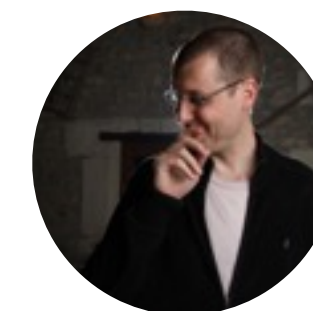


**Greg Walder**

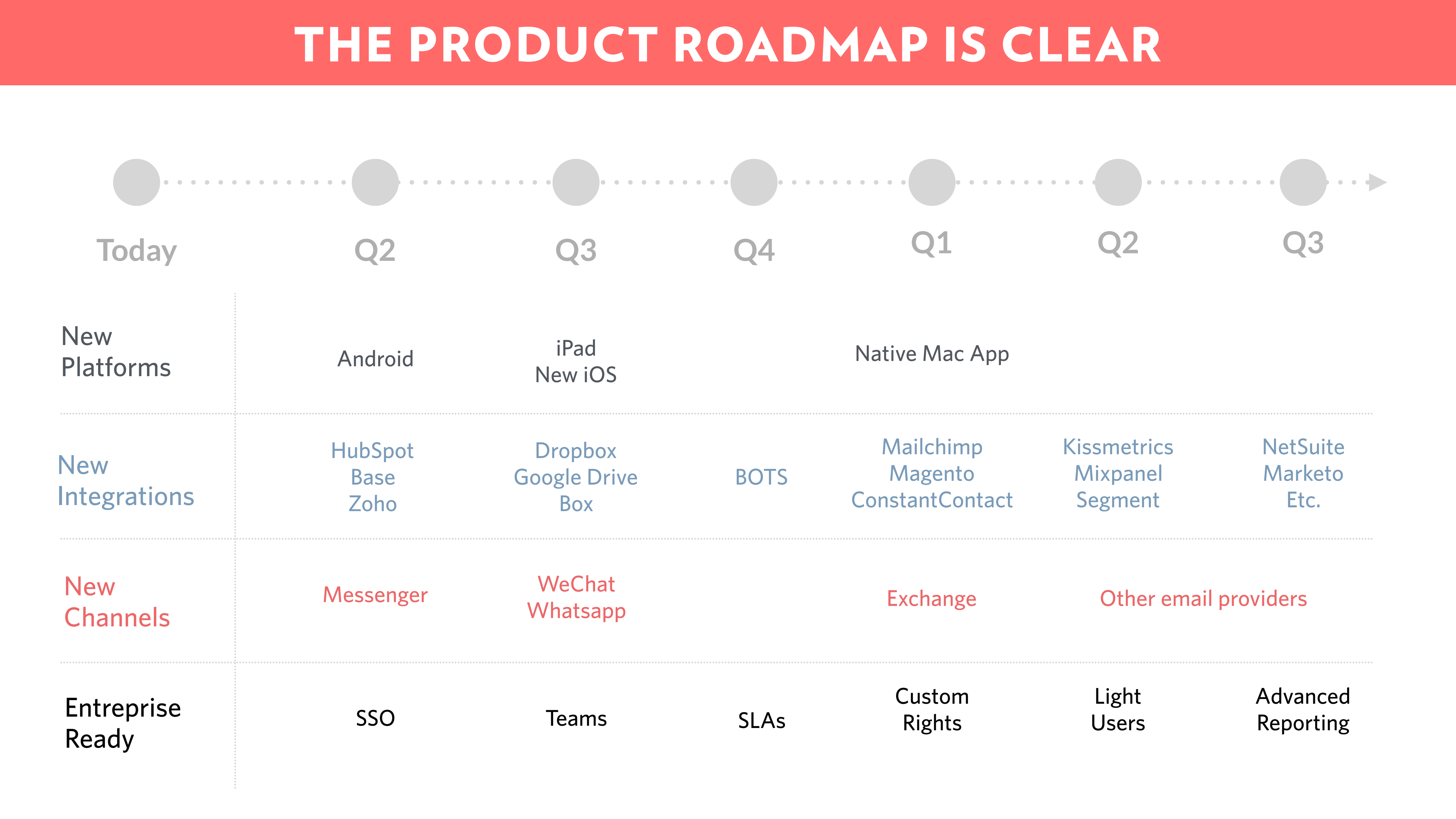
*Head of Customer Success*

Former head of upsells @ 

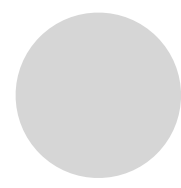
Unfair access to pool of excellent French engineers







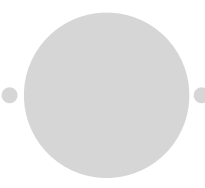
# THE PRODUCT ROADMAP IS CLEAR



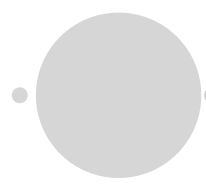
Today



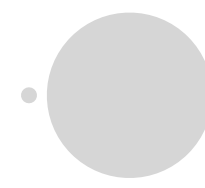
Q2



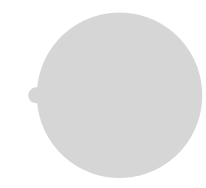
Q3



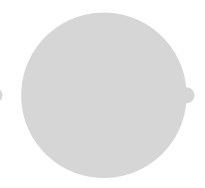
Q4



Q1



Q2



Q3



New  
Platforms

Android

iPad  
New iOS

Native Mac App

New  
Integrations

HubSpot  
Base  
Zoho

Dropbox  
Google Drive  
Box

BOTS

Mailchimp  
Magento  
ConstantContact

Kissmetrics  
Mixpanel  
Segment

NetSuite  
Marketo  
Etc.

New  
Channels

Messenger

WeChat  
Whatsapp

Exchange

Other email providers

Enterprise  
Ready

SSO

Teams

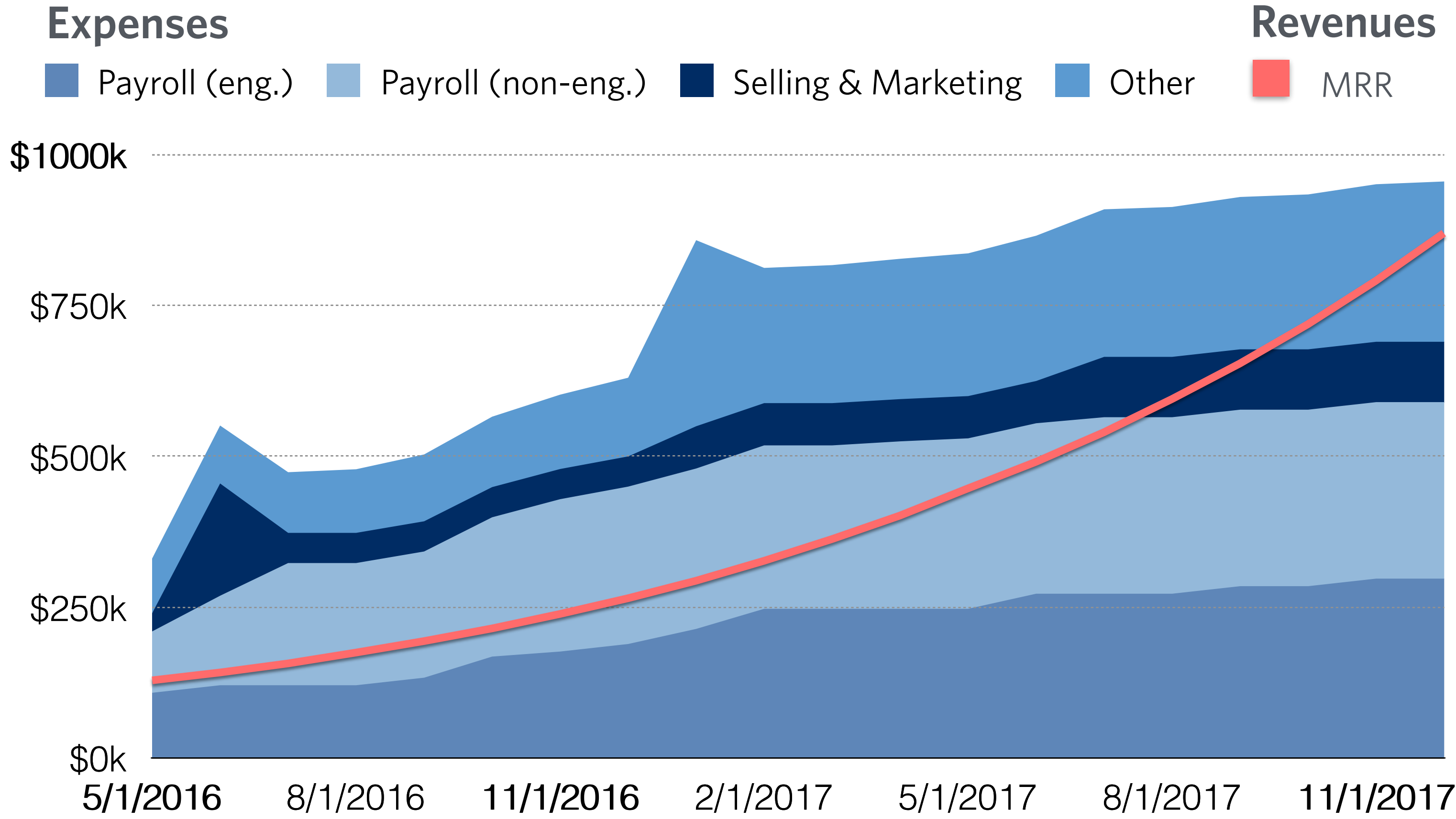
SLAs

Custom  
Rights

Light  
Users

Advanced  
Reporting

# PROJECTIONS



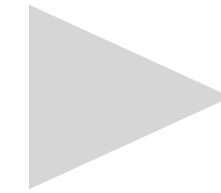
	2016	2017
ARR	\$3m	\$10m
Headcount	39	53

# FUNDING

## Series Seed

*Sept. 2014*

**\$3.1M**



## Series A

*now*

**\$10M**

Led by Softtech VC

Angel investments from:

Paul Buchheit

Elad Gil

& 32 more

Committed:

Stewart Butterfield

Eoghan McCabe

# THE OPPORTUNITY

**Slack proved that businesses are ready to buy good communication tools.  
They're going after the internal communications market.**

**We're going after the bigger opportunity.  
Front will own the external communications space.**

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# THANKS