

01

Problem

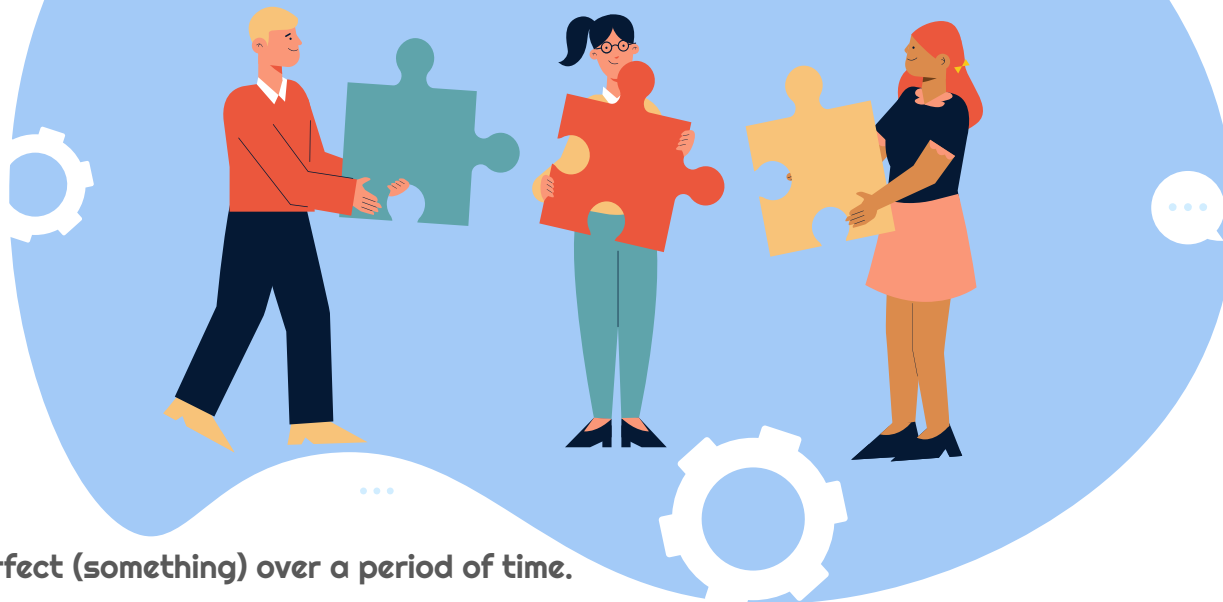


Problem??

1. Early-stage startup founders focus on increasing their customer base but miss out on how customers perceive them.
2. Top executives lose sight of important metrics/KPIs while working on numerous parallel engagements.
3. Mid-size companies have high performing individuals but lack the ability to bring them together to do extraordinary work. Are they missing something?



Unleash your performance through power of SaaS



/Hone - refine or perfect (something) over a period of time.

/Est - Estimate

Honest - free of deceit and untruthfulness; sincere.

OUR TEAM



Rajesh

Customer Success



Pratik

Marketing Manager



Shweta Rawat

Engineering Manager



Umesh Reddy

Product Manager



Harsha

CEO

VISION

We envision a world in which every organization is growing at an exponential rate.

MISSION

To democratize the power of software so organizations can easily understand their holistic performance which enables them to scale exponentially





02

CUSTOMERS

Customer Stories

Getting the right people:

"Many Startup CTOs are not that experienced. Hire people who knows more than you." - **Jesse Teraharne, CEO of Tarot Analytics.**

"It is so much faster with an experienced partner than a newbie team" - **Ali Omar, Chief of Product, Project Caleido.**

Understand Customer expectation:

"As the product owner/entrepreneurs, we tend to always know what 'needs' to be developed, or certain features that 'must-have'. You need to listen to your team, also make sure what you want in the product is the same as what customer wants." - **John Biedermann, Founder CEO SimplyFundraisingCRM**

"Wonder what your customer really want? Ask, Don't tell." - **Lisa Stone, Cofounder CEO BlogHer.**

Delivery & feedback:

"If you are working on a product that is going to be customer facing, then feedback is invaluable. You should be out there being brave, talking to people and asking for feedback as much as possible." - **Emily Brooke, Cofounder Blaze.**

"Testing, testing, testing. Make sure your developers and development processes give you good unit test coverage from day one. Then make sure you have procedure to test everything else. You want to discover the bugs in your software, not customers"- **Ed Ireson, Cofounder Jog.AI**

Early Adopters to successive buyers

Small size startups

- We want to start nimble with small startups with employee strength less than 50.
- They might have just launched their product and trying to acquire new customers aggressively.
- Due to great resignation phase, they are also struggling to retain their employees who possess the niche knowledge and development skills to built and manage their product.
- The need a standardized process and knowledge to benchmark their deliveries and also unsolicited feedbacks from their customers.
- All kind of feedbacks (positive or negative) need to be analyzed to filter out the most impactful ones which to take back for development.

Mid and Big Startups, companies:

- Once we gain business momentum, expertise and good customer base- we want to target mid and large organizations grappling with the issues highlighted in the challenges section.
- We would offer our SasS offering as well as proven standardized framework to help organization deliver more values to their customer.
- Our leading methodologies would prescribe exactly what more they can do to ensure their continued success and gain more market share that they currently have.

Learning from Customer Research

We researched pain points of start-ups and spoke to few and following 8 are their biggest impediments:

- Fierce Competition
- Winning Trust of Customers
- Employee retention, engagement and productivity
- Information silos across the organization impede collaboration, hamper efficiency
- Efficient Marketing strategy
- Partnership Decision Making
- Financial Management
- Unrealistic Expectations

Our product cannot solve all but we can solve the top 5 of their biggest challenges.

Personas



Barry - CEO

Age: 40-50

Experience: 20+

Education: MS, MBA

Lifestyle: Busy & motivated

Goal: I want to scale my company by 10x

Challenges: Slow digital transformation and Customer retention

Values: Ambitious, Good networking, Impatient



Aman - VP

Age: 35-40

Experience: 15+

Education: MBA

Lifestyle: Passionate, Organized

Goal: Attracts more customers to increase portfolio

Challenges: Staying on top of all the projects and Retaining right talent.



Sally- SDE

Age: 20-25

Experience: 2+

Education: BSc

Lifestyle: Thrilled about innovation culture, introvert

Goal: Develop more skill set to get promoted

Challenges: Not finding enough Support from working environment, forced to work on repetitive modules.

Customer Journey



Awareness:

Customer searches for an answer to a problem and becomes aware of our organization and our products or services.

Consideration:

Customer weighs our offerings that could solve their problem.

Purchase:

Customer decides and purchases our Product.

Website: Explore plans and Start using community for free

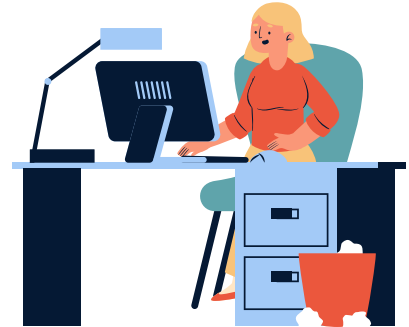
Retention: Our organization's Sales team keep the customer engaged through Steering committee meetings, continuous improvement opportunity initiative, phone calls.

Consideration:

Customer weighs our offerings that could solve their problem.

03

Solution & Feature Introduction



Feature Intro and Solution

1. **Customer Happiness Index** - Assess the customers and how they are perceiving about company brand and its solutions. Based on that, we provide customer happiness index score and suggestions to improve it.
2. **Employee Alignment** - Align individual's achievements with the organisation's success.
3. **Project Metrics** - Integrating with third party apps to provide bird's-eye view of your project's insights.



How customer life is improved

Customer Happiness Index:

- Getting keen insights on how the customers view them as a brand.
- Helps companies understand the expectations of customers in a more effective way and work out those areas where they are lacking.

Employee Alignment :

- Employees have better understanding on their individual responsibilities, skills and talent according to company's expectation
- Leaders can manage their teams and team members in a more effective way.

Project Metrics:

- Top executives have ease in accessing and understanding success metrics of various product / project in a single portal and how the company is doing as a whole.

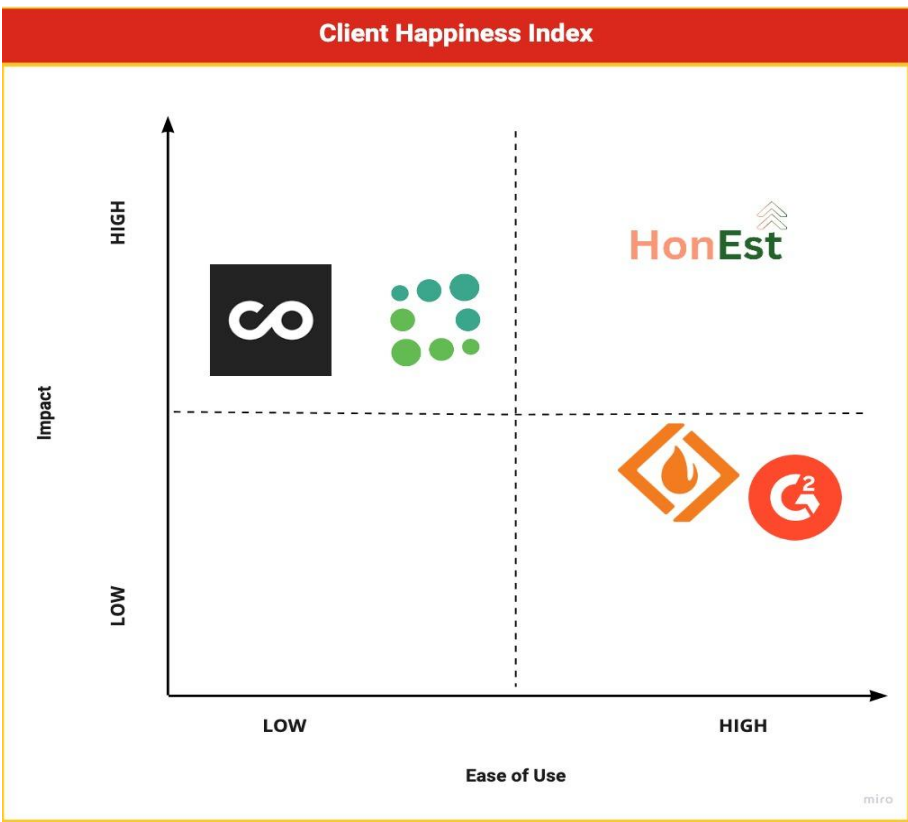






04

Market Research

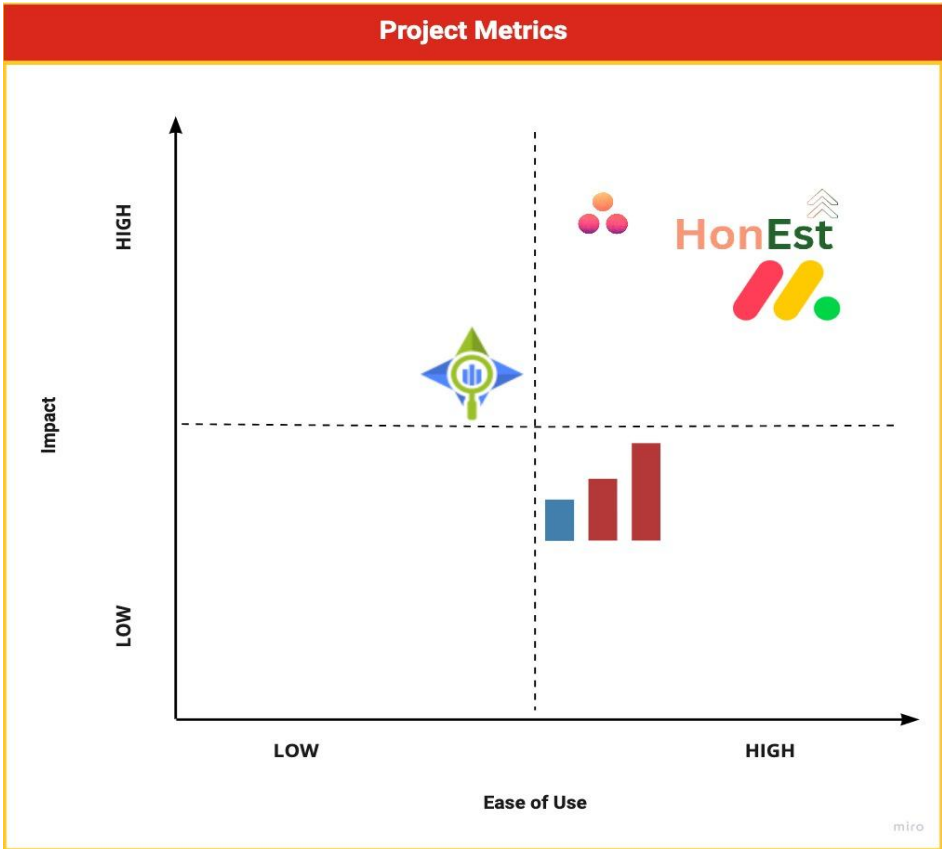






Competitor Matrix – Client Happiness Index



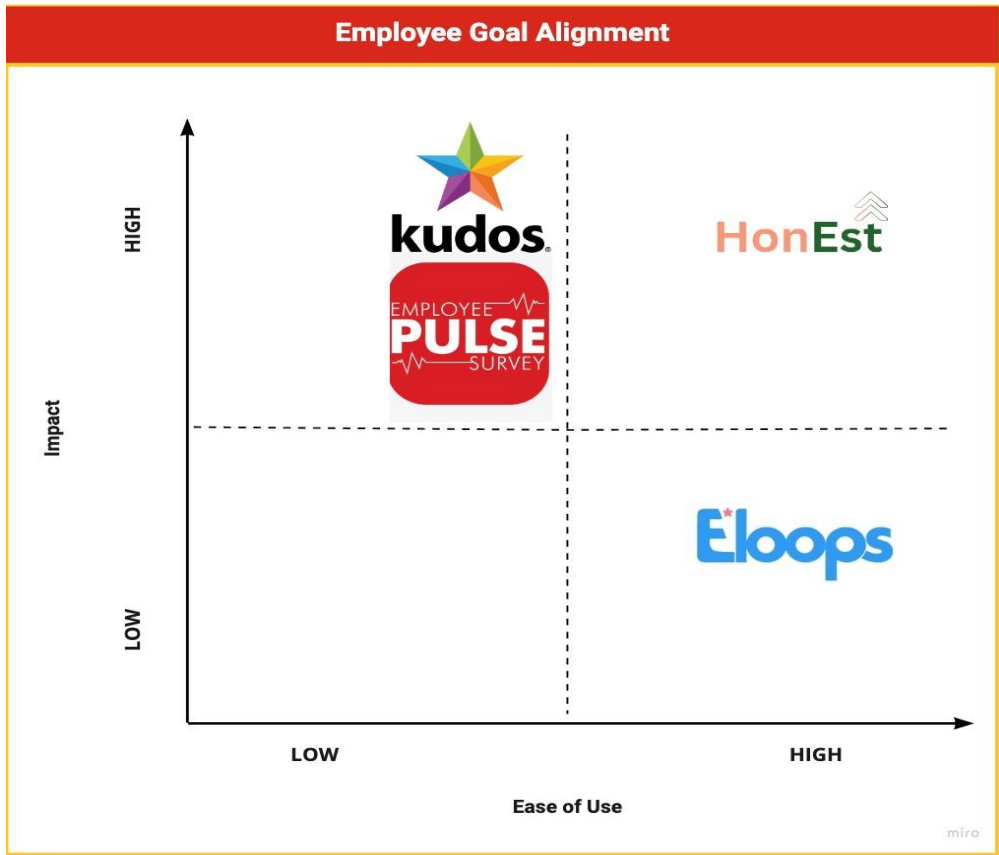
| Competitors | |
|-------------------------------------------------------------------------------------|-------------|
|  | sourceforge |
|  | churnZero |
|  | Totango |
|  | g2 |




Competitor Matrix – Project Metrics



| Competitors | |
|-------------------------------------------------------------------------------------|------------|
|  | Monday.com |
|  | Asana |
|  | easyBI |
|  | Agilis LT |

Competitor Matrix – Employee Alignment



| Competitors | |
|-------------------------------------------------------------------------------------|---------------|
|  | Pulse Surveys |
|  | Kudos |
|  | Eloops |

Differentiator

- Offer Suggestions with analysis on CHI
- Tracking of these suggestions
- Personal Growth Plans for each employee based on EHI
- Integrate everything in place
- Provide a 360 Degree View



05



Product

Positioning

HonEst offers unique value proposition to the small and mid-size companies to accelerate their growth. HonEst assesses company and create a 360 degree view of it's offerings- from customer to deliveries, from employees to projects. Keeping automation at our heart, HonEst fast forward your company success goals by evaluating your company through numerous industry benchmarks. With the help of our thought leadership and scientific methods- we provide you actionable insights to improve. HonEst is the path to become better you, for tomorrow.



Pricing

Community

Great for company in early stages

Features

- Basic Customer Happiness Index

Free for 1 Month

Starter

Great for company in post early startup stage

Features

- Customer Happiness Index
- Projects Metrics

\$1000/mo

Growth

Great for Mid Size companies

Features

- Customer Happiness Index
- Happiness Index
- Project Metrics

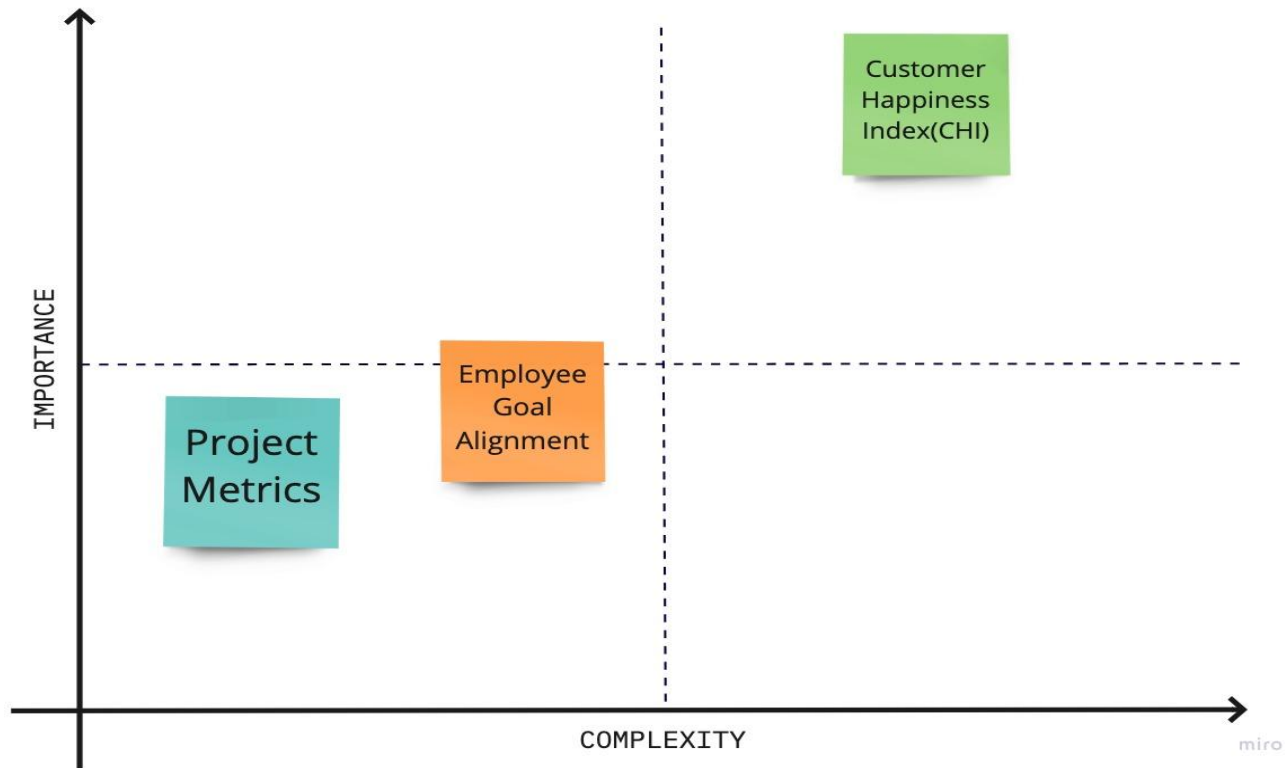
Custom Quote

06

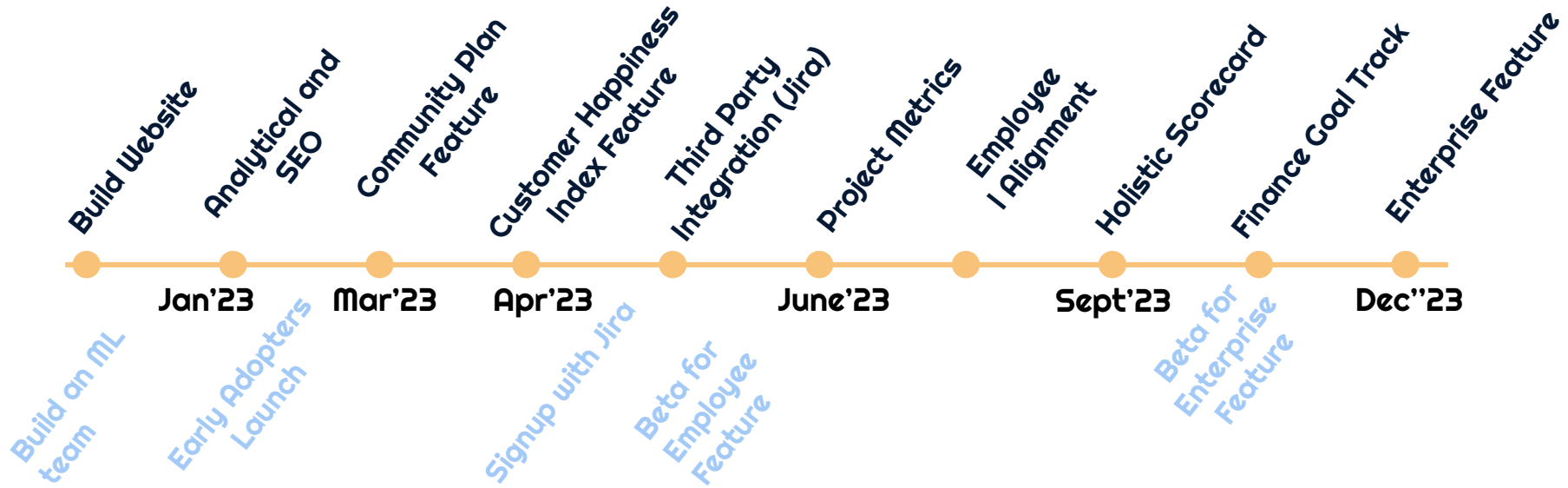
Roadmap



Feature Prioritization Matrix



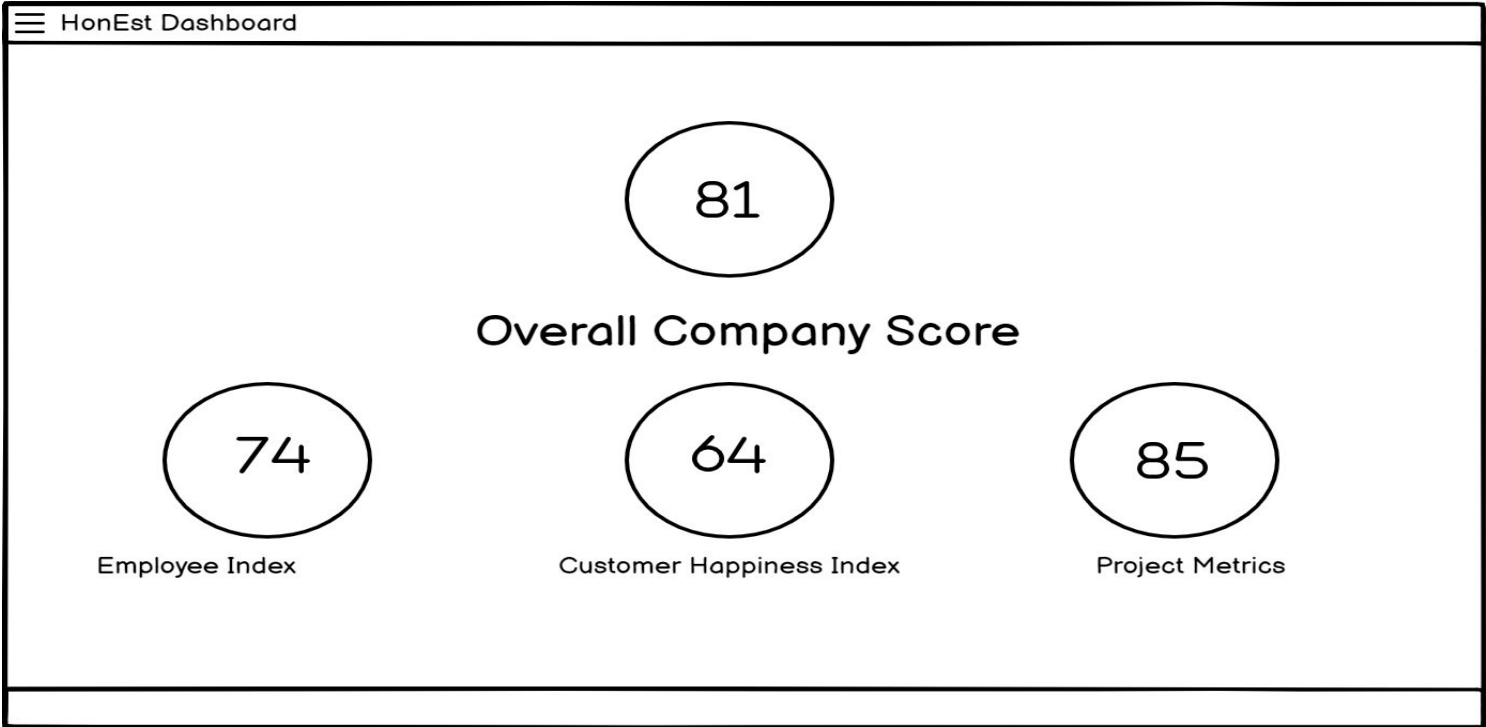
Roadmap



Thank You



Dashboard



THANKS!

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**



Customer Journey (marketing & influencing customers)

- Promotional Events- Upon launching our product, HonEst plans to hold weekly events where separate groups of Startups to be invited for events held at the Business hubs or banquet halls at popular places. One of these events will be for local area business clubs, start up role models/influencer who will post their experience on social media, promoting our brand to their thousands of followers.
- Social Media Manager-we will hire a social media manager. This person will actively interact with CXOs of small companies, angel investors and potential customers on Twitter, Instagram, and Facebook. The social media manager will promote the benefits and features of HonEst and answer any questions from customers. Her objective will be to build relationships with consumers.
- Media- Apart from television and radio ads, social media marketing will be used in addition. As most social media users tend to view these ads as more precise than sponsored search ads, paid advertisements will be posted on social media networks. As we grow and turn higher profits, we will increase the use of this kind of advertising. HonEst will run YouTube and Instagram Ads specifically with messaging around automated capability of tracking delivery metrics etc.
- Specialized Kiosks - Once a week, we will host a kiosk on the central locations of start up companies offices (DFW, Silicon valley, NYC) giving the knowledge of our operations and explaining our key differentiators from peer companies.
- T-shirts, Flyers and more- Team members will be encouraged to dress in t-shirts with the company logo and all company vehicles will have the logo as well to spread the word. . We will be passing out informational flyers in specific areas around busy spots and offices to ensure the word gets out about our product. Depending on the prospect of the coming 2 quarters, we may sponsor corporate competitions such as Marathon, cycle sport, basketball, football etc. as part of advertising campaign.