

Blijnx

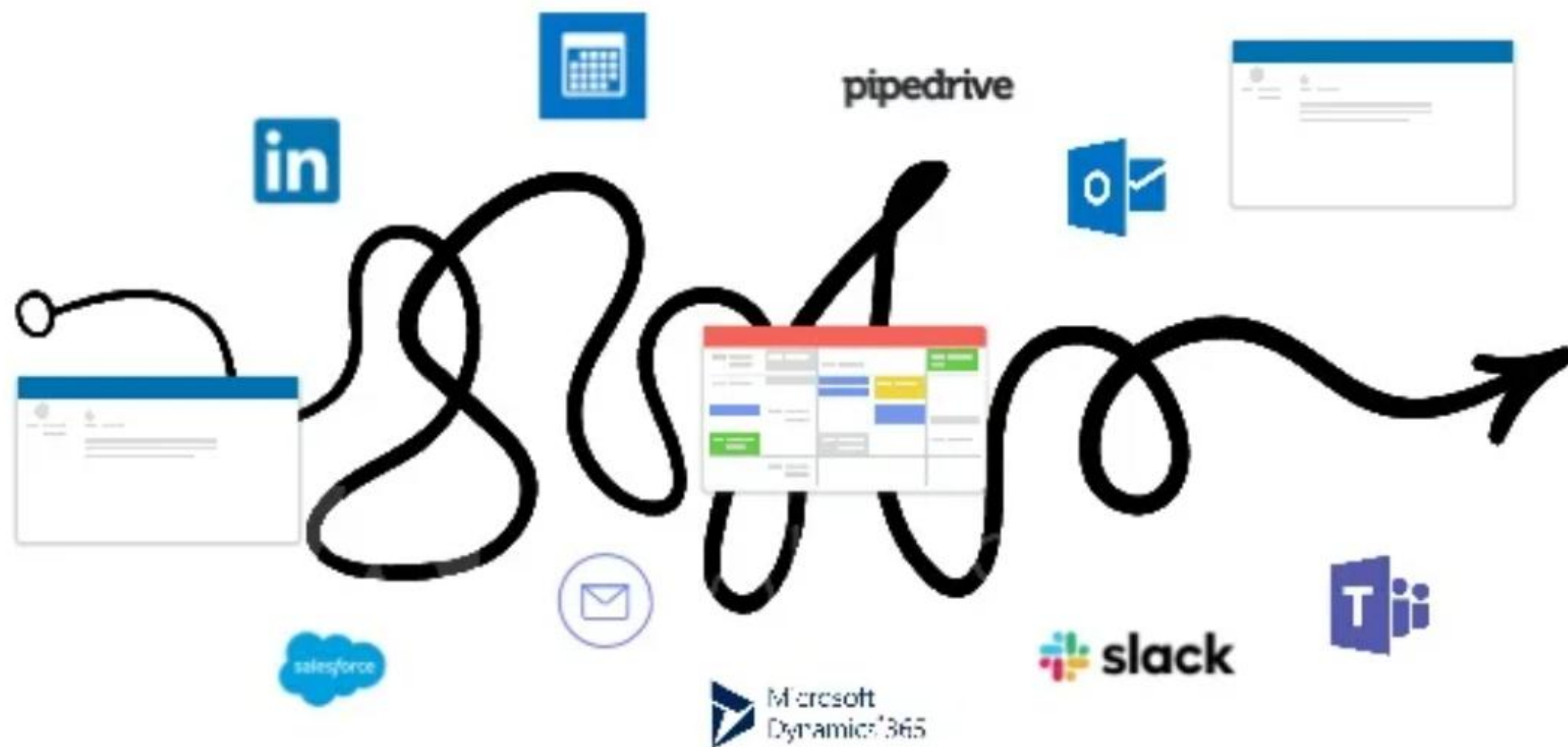
Relationship productivity for business professionals



Problem

This, is how professionals prepare for emails, calls and meetings every single day

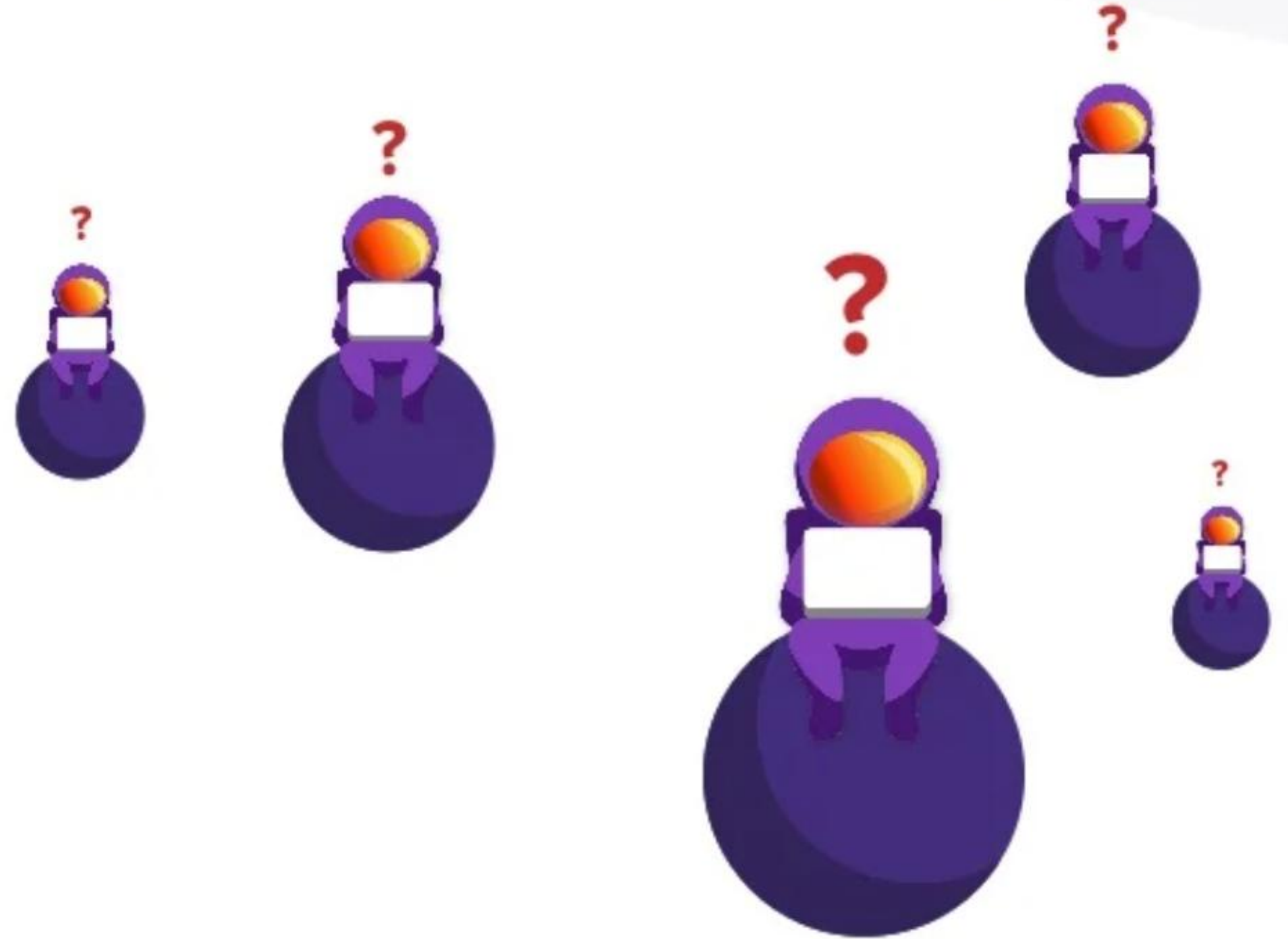
1. Search through inbox
2. Search through calendar
3. View LinkedIn profiles
4. Check for notes
5. Check internal messaging app
6. Search in CRM
7. View project management tool
etc...



Problem

Siloed relationship information leads to :

- ✗ Limited information known
- ✗ 3 hours/week lost managing data
- ✗ 30% of opportunities missed
- ✗ Inefficient project workflows
- ✗ No team collaboration on contacts



Traction after only 2 months

✓ **\$0 ⇒ \$40,000 ARR**

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Innovation · Vision · Technology

CPA
Chartered Professional Accountants

✓ **32 deals in discussion \$200,000 ARR**

Alithya

TALSOM

HR
w/ze

mews
PARTNERS

MONT-ROY
LIVESTOCK

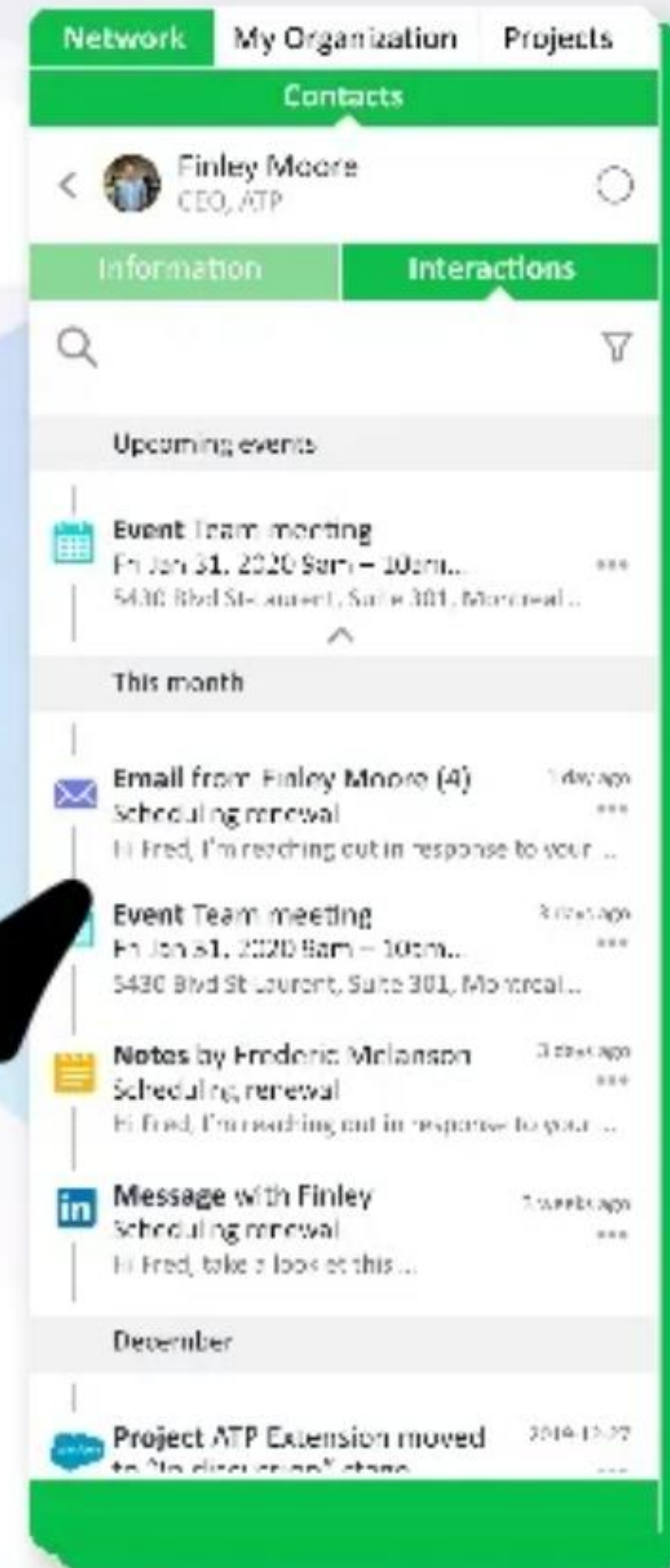
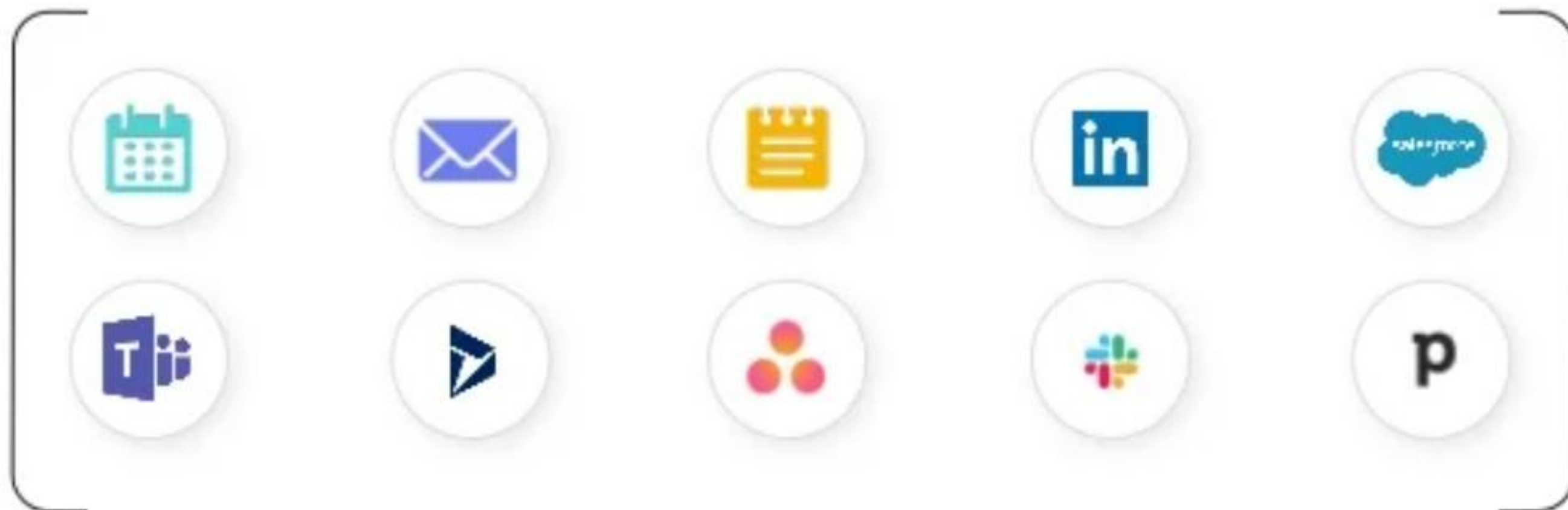
RENNO & CO

✓ **Pilot project with one of the top banks in Canada**



Solution

Bliinx aggregates all business interactions into one timeline in Office 365



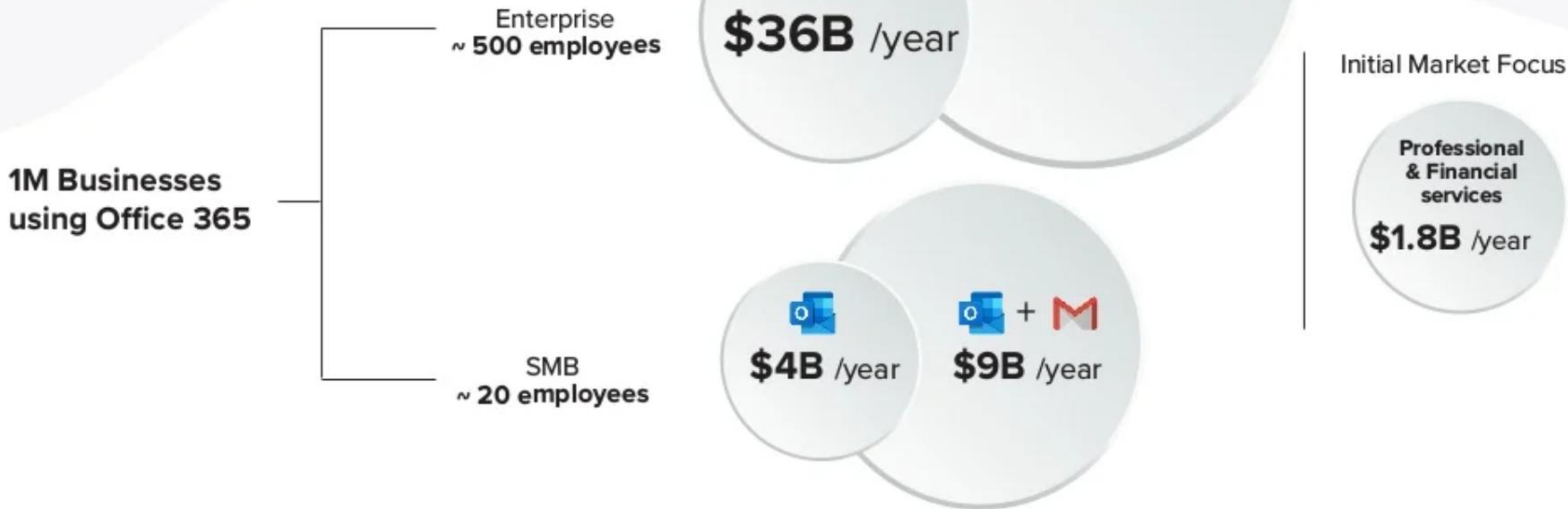
Why Businesses love us

Company-wide relationship insights available to everyone

- ✓ Who do we know at _____?
- ✓ Who interacted with _____ recently?
- ✓ _____ is a decision maker!
- ✓ You should follow-up with people in project _____

The screenshot displays the Bliinx interface for the 'ATP project'. At the top, there are tabs for 'Network', 'My Organization', and 'Projects', with 'Projects' being the active tab. Below the tabs, a header shows 'ATP project' with a sub-header '1 colleagues, 2 contacts'. A search bar and a plus icon are also present. The main content area is divided into 'Information' and 'Interactions' tabs. Under 'Information', there is a list of team members: Jean Atoyan (CFO, Bliinx), Jane Daly (Direct Paradigm Syner), and Mary Lin (Lead Ideation, Bliinx). Below this, there is a section for 'Upcoming events' showing a calendar icon and a date range 'Jan 31 9AM-10AM'. The 'Today' section shows a list of interactions: 'From Jane Daly' (1:26 PM) with a list of recipients, and 'By Jean Atoyan' (1:26 PM). A large blue circle on the right side of the interface contains the text 'Follow teams interactions on projects, clients, partners.' At the bottom, there are three stylized human figures: two green figures on the left and one purple figure on the right, all looking at the interface.

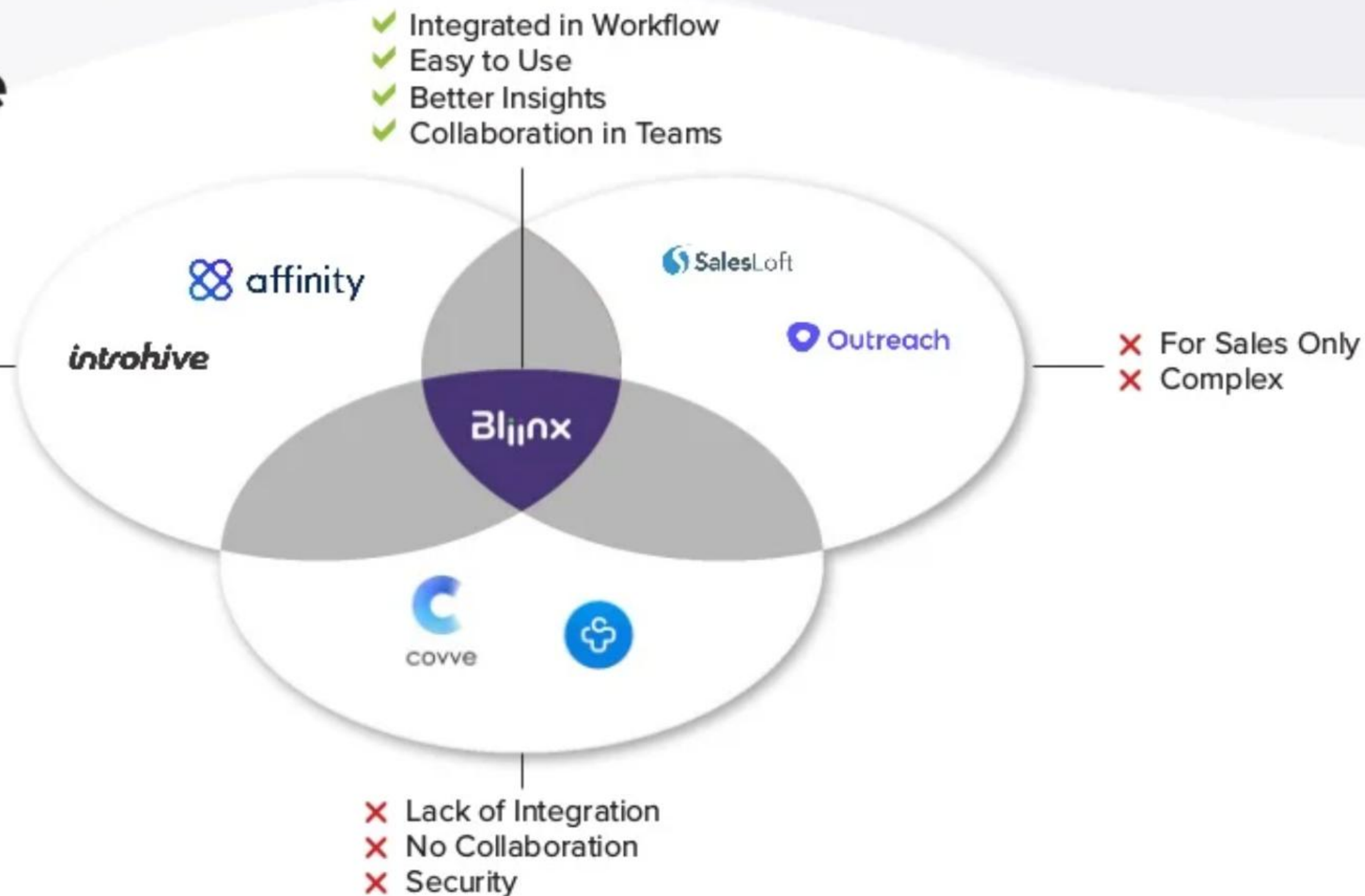
Business Relationships Opportunity North America



Source: Zoominfo 2020 - NAICS 2019

Competitive Landscape

- ✗ Limited Data Sources
- ✗ Depend on CRM
- ✗ Poor UX



Customer Acquisition

Direct Sales

✓ 20% trial rate

\$200 CAC
\$4,000 avg ARR



Channel partners

✓ Clients

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Bottom-up

In validation/testing

\$40 CAC
\$120 avg ARR

 Google Ads

facebook Ads

Linked in ads

Business Model



Team

Founders



Fred - CEO

- Leader in EQ, RQ and Business Dev
- Founded @WeeSound



Nathan - CTO

- Former Ubisoft & Google engineer
- Built & Sold 3D development project in 2016



Stephane - CMO

- 15 years in advertising / Art Director
- 3 years helping tech firms with branding & UI/UX



Advisors



Gabriel Sundaram

COO, and Head of Growth at bus.com.



Ian Jeffrey

CEO of Breathe Life and founder at Password Box (Acquired by Intel)



Armando Biondi

Head of growth at MailUp Group and founder of AdEspresso (Acquired by Hootsuite)



Our Investors



Panache Ventures
Most active Seed fund in Canada



500 startups
San Francisco



Management consulting firm
& Bliinx's client



Armando Biondi

Head of growth at MailUp Group
and founder of AdEspresso
(Acquired by Hootsuite)



Rémy Thérien

Founder and Chairman, Croesus



Anthony Rjeily

Digital Innovation Partner, EY



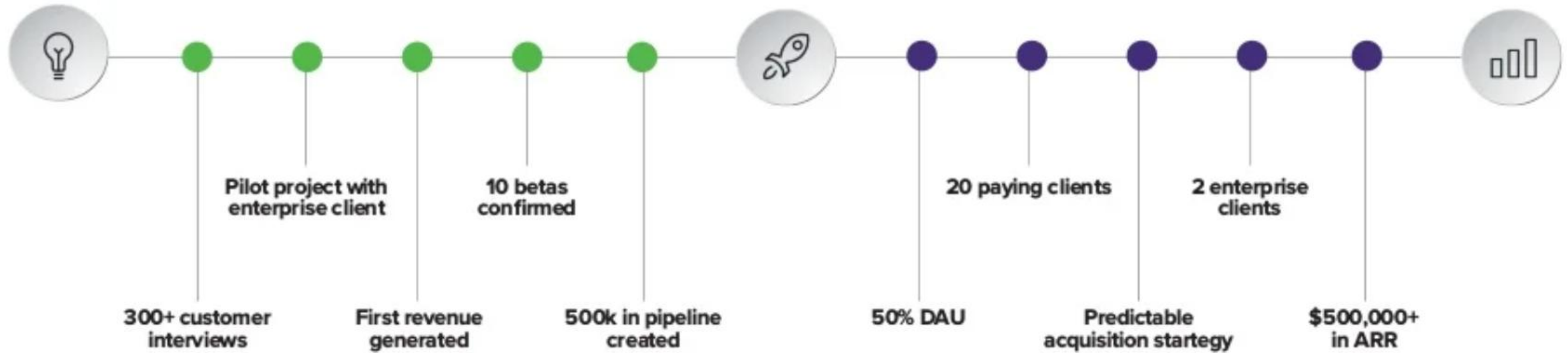
Timeline

Runway : 18 months

Q1 2020
Proof of concept

Q2 2020
Pre-Seed

Q4 2021
Seed round





Relationship Productivity for Business Professionals



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