Profitably

Sample Fundraising Deck

Profit*ably* is like Salesforce.com…for Finance

We have a team, a market, and a product

4 full time team members

$x.x Billion addressable market

Sept. 2010 minimum viable product launch

We have traction

> XXX **small businesses** signed up to date

> XXX **channel partners** looking to deploy with their clients

We are raising funds

$XXX being raised to support product/market fit

Adam Neary
CEO

- Vice President at AlixPartners
- Head of BI at Concentra
- Manager at A.T. Kearney

Francis Hwang
CTO

- Lead Engineer at Diversion Media
- Director of Technology at Rhizome
- Founder of Gotham Ruby Conference and NYC.rb
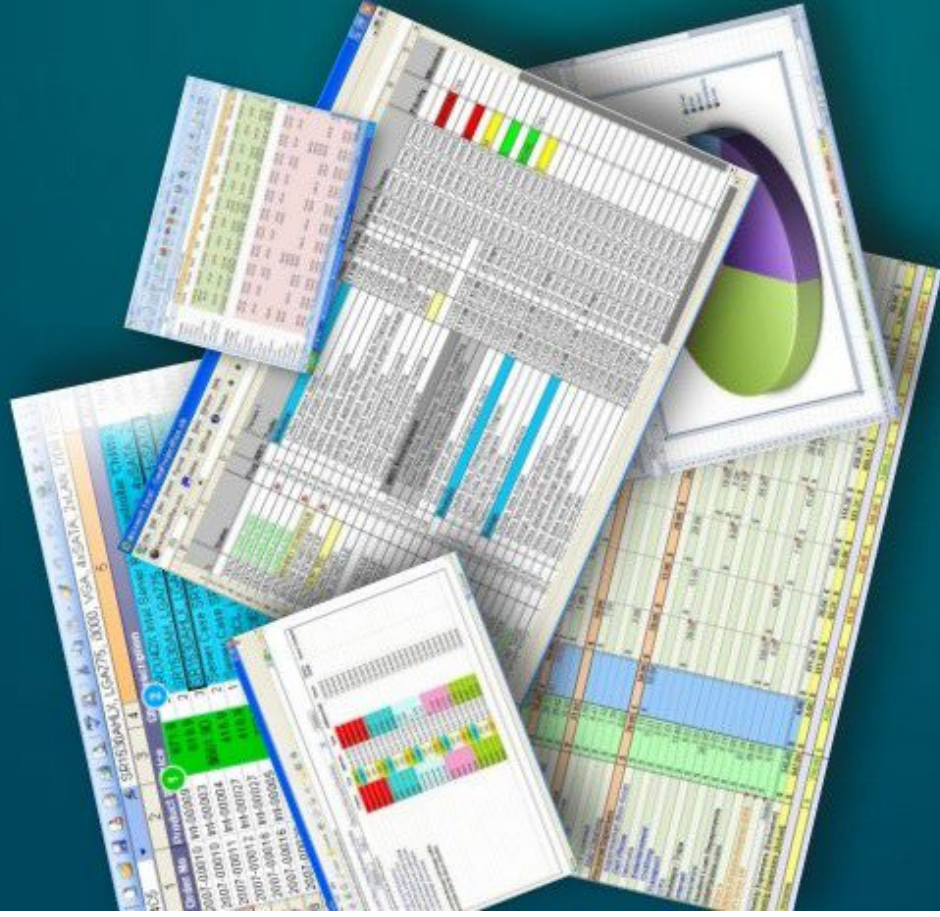
Chad Pugh
UX & Visual Design

- UX & Visual Design at Hot Potato
- UX & Visual Design at Knowmore
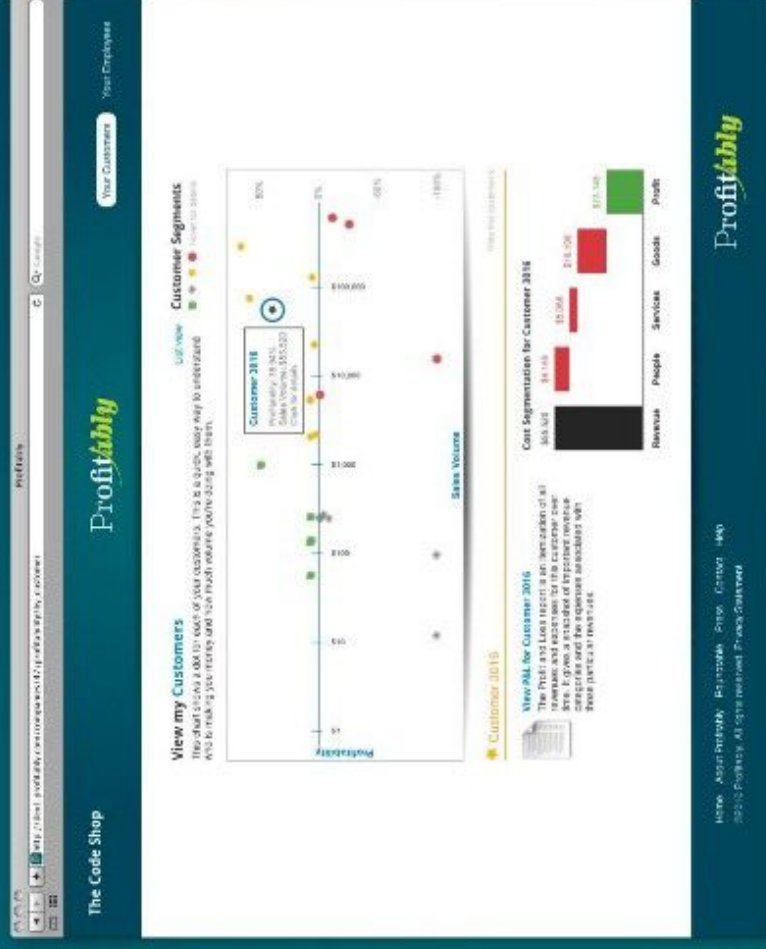- Illustration and UX at Vimeo

Graham Siener
VP of Customer Dev.

- COO at Cape Systems
- Dir. of Tech. at The Island School
- Director of Special Projects at Cape Eleuthera Institute
- Sr. Consultant at Arcadia Solutions

Finance is currently
an Excel nightmare.

Profit*ably* is faster,
easier, and simpler.

TheSolutioneck

Profit*ably*

Profit*ably* is like Salesforce.com…for Finance

Profit*ably*	**Salesforce**	**HubSpot**	**zendesk** LOVE YOUR HELP DESK
Finance Automation	Salesforce Automation	Marketing Automation	Support Automation
• Finanace workflow • Cash management • Budgeting/forecasting • Profitability, P&L • Benchmarking	• Sales workflow • Leads management • Pipeline forecasting • Email automation • Sales analytics	• Marketing workflow • SEO tools • Content mgt • Blog platform • Marketing analytics	• Support workflow • Ticket management • Forums & feedback • Knowledge base • Support analytics
Targets VP of Finance	Targets VP of Sales	Targets VP of Marketing	Targets Support Team

Profit*ably*

There is a ~$xB market among firms of size 5-99

1-4	Firm size: 5-99	100-499	500+
x.xM[1]	x.xxM[1] businesses[1]	xxxk[1]	xxxk[1]
$xxxk[1]	$x.xxM[1] avg rev.	$xxxM[1]	$x.xB[1]
$xxx/mo	$xxx/mo price point	$xxx/mo	$xxx/mo
$x.xB	$x.xB market	$x.xB	$x.xB[2]
Accounting software suffices		Customized analytical solutions	Enterprise BI and ERP solutions

Profitably

The Marketeck

Customer lifetime value drives customer acquisition

~$XXX-XXX Customer Lifetime Value

- Outbound marketing
- High-touch sales

- Free "satellite" product (future)
- Touchless conversion
- Inbound marketing
- Net promoter score
- Referrals

- Tiered pricing
- Recurring subscriptions
- Regular affiliate revenue
- "White label" edition

- Customer churn
- Inactive customers

~$XXX-XXX Customer Acquisition Costs

Our "[channel 2]" channel is performing best, driving deepest engagement at scale.

Channel 1
- High volume, low cost
- Long-term focus

Channel 2
- Moderate volume & cost
- Deeper engagement

Channel 3
- Low volume, low cost
- Short-term focus

Channel 4
- High volume, high cost
- Currently being tested

Channel 5
- High volume, high cost
- Currently being tested

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	Lead	Sign-up	Engaged
	11,140	288	22

ChannelStrategyeck

Profit*Ably*

Initial traction has been been fantastic.

The Boston Globe | Stompbleizer | BUSINESS INSIDER | COMPUTERWORLD | Forbes

> **XXX**
small businesses
signed up to date

> **XXX**
channel partners (CPAs,
accountants, bookeepers...)
have expressed an interest in
deploying with their clients

"What's really exciting about Profitably is that
they are taking [app in the cloud] concepts
and bringing them to millions of small
businesses...

These businesses have a wealth of data sitting
latent on their desktops, and Profitably is
poised to unlock that value for these
businesses."

Matt Marshall
Editor and CEO
VentureBeat

VentureBeat

(The press loves Profitably!)

Profit*ably*

We short circuit the process by partnering with **Intuit**, the makers of QuickBooks

❝ [Quote removed]

Of ~6M businesses in the US, **4M use QuickBooks** as their accounting software.

inTuiT ®

[Name removed]
Director / Business Leader
Intuit Partner Platform

Achieved to date:

✓ Founding team

✓ Intuit partnership

✓ Live product shipped

✓ xxx businesses signed up

✓ Revenue streams initiated

✓ Seed round teed up

With seed funding:

○ Product/market fit

○ Customer acq. channel data

○ xxx paying customers

○ $xxx run-rate annual revenue

○ Validate CAC vs. LTV

○ Series A teed up

$xxx
raised to date

Feb 2011
Seed Round

$xxx
seed investment
sought

Series A
~Q1 2012

Profit**Ably**

Seed round specifics

- $xxx committed
- $xxx target ($xxx ideal)
- $25k Minimum Participation
- **$x.x MM Pre-Money Valuation**
- Option Pool of x% out of Pre-Money
- Pro Rata Rights for Investors
- Founder Vesting (4 years)
- Standard NVCA terms
- **Target close date: February 22**

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Appendix

" It's all but impossible for businesses like mine to quantify **customer acquisition costs,** since our prospects often have multiple touch points during the sales cycle, both online and offline.

This is the absolute top priority for my business, and Profitably is all over it. "

Stratus Prep
Test Preparation & Admissions Counseling

Shawn O'Connor
President and Founder
Stratus Prep

Analysis dictated that we kill the "freemium" model

Freemium subscription model
~~Abandoned~~
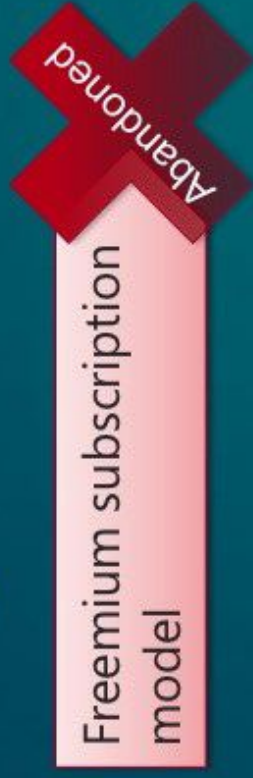
Current — Tiered monthly subscription model

Future — Affiliate revenue from strategic partners

Free "satellite" product (business diagnostic)

$xxx–xxx
Est. Customer Annual Value

$xxx–xxx
Est. Customer Lifetime Value