



buffer

Social, the most important trend

“the amount a user shares today is **twice** the amount they shared a year ago”











- Zuckerberg's Law



“it won't be long before Social Media Marketing will surpass SEO” - Donanza

**How do you use social
to drive traffic?**

Queue your updates

Saturday 1st October		
2:52 PM	10 Great Tweetable Quotes To Cheer You Up http://j.mp/nd6rzC	 
8:08 PM	Great list: My Favorite Tools http://j.mp/omcnEU by @EvanCarmichael	 
Sunday 2nd October		
2:52 PM	No man is useless while he has a friend. – Robert Louis http://j.mp/nd6rzC great find from @sandmaxprime	 
8:08 PM	YWe make a living by what we get, but we make a life by what we give. ~ Churchill http://j.mp/nd6rzC featuring @amitv_tweets	 
Monday 3rd October		
1:04 AM	Don't deny your feelings. They alone are what guide you through life. ~Anon http://j.mp/nd6rzC featuring @LXLee	 

Traction

- 800 Paying Users
- \$150,000 annual revenue run rate
- 97% margins
- 55,000 users, growing 40% per month
- 1.5 million updates Buffered

Milestones

- **Launched web app**
January 2011
- **55,000 users (\$150K revenue)**
October 2011
- **Launch the API**
October 2011
- **Integrated in 50 apps**
December 2011
- **100,000 users (\$288K revenue)**
January 2012
- **1 million users (\$3.6M revenue)**
January 2013

Business Model

- Freemium model with consistent 2% conversion from Free to Paid plans
- 5% churn equates to a LTV of \$240 and allows us to pay up to \$5 to acquire a free user
- At 1M users, our projected revenue is \$3.6M

Social Media Landscape

- Of 200M daily Tweets, 55% contain links
- 4 billion items shared on Facebook per day
- Zuckerberg's Law shows exponential growth of sharing
- Traffic through social is soon to surpass traffic from search

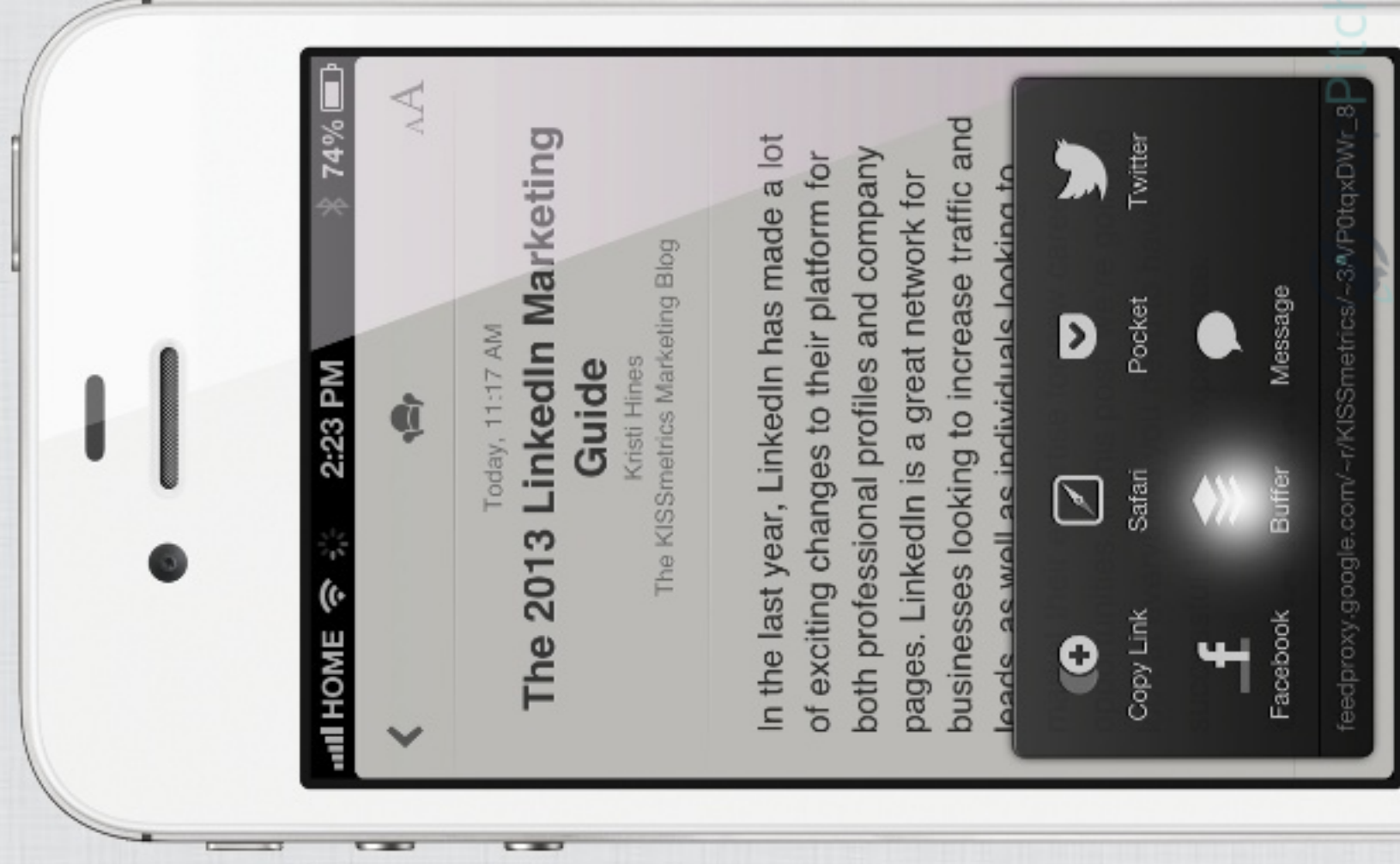
The effect of Buffering

**“Buffer Finds Tweet Scheduling
Can Increase Clicks by 200%”**



A sharing standard

- 6 integrations so far
- in talks with Reeder, Pocket and Feedly
- We plan to become the default sharing standard in any app

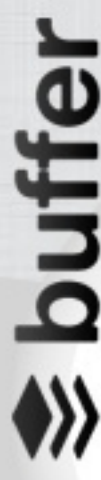


Competitive Landscape

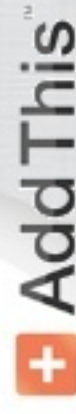


Timely

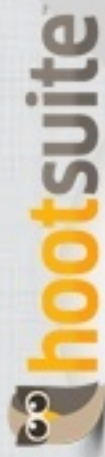
Intelligent
Sharing



Sharing
Platforms



shareaholic



Social Media
Dashboards



Scheduling
Apps



Team

Joel Gascoigne

Co-Founder, took the idea to revenue in 7 weeks, Masters in CS

Leo Widrich

Co-Founder, marketer, took Buffer from 200 to 55,000 users

Advisors

Guy Kawasaki

Former Chief Evangelist of Apple. Co-Founder of Alltop. Author of ten books

Hiten Shah

CEO / Co-Founder of KISSmetrics.
Previously started CrazyEgg & ACS



Previous Investors

AngelPad



INSPIRATION



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