

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

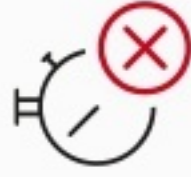
7%

YEAR-ON-YEAR GROWTH

But email is a tool designed for personal use



NOT COLLABORATIVE



BAD PRODUCTIVITY







ERROR-PRONE



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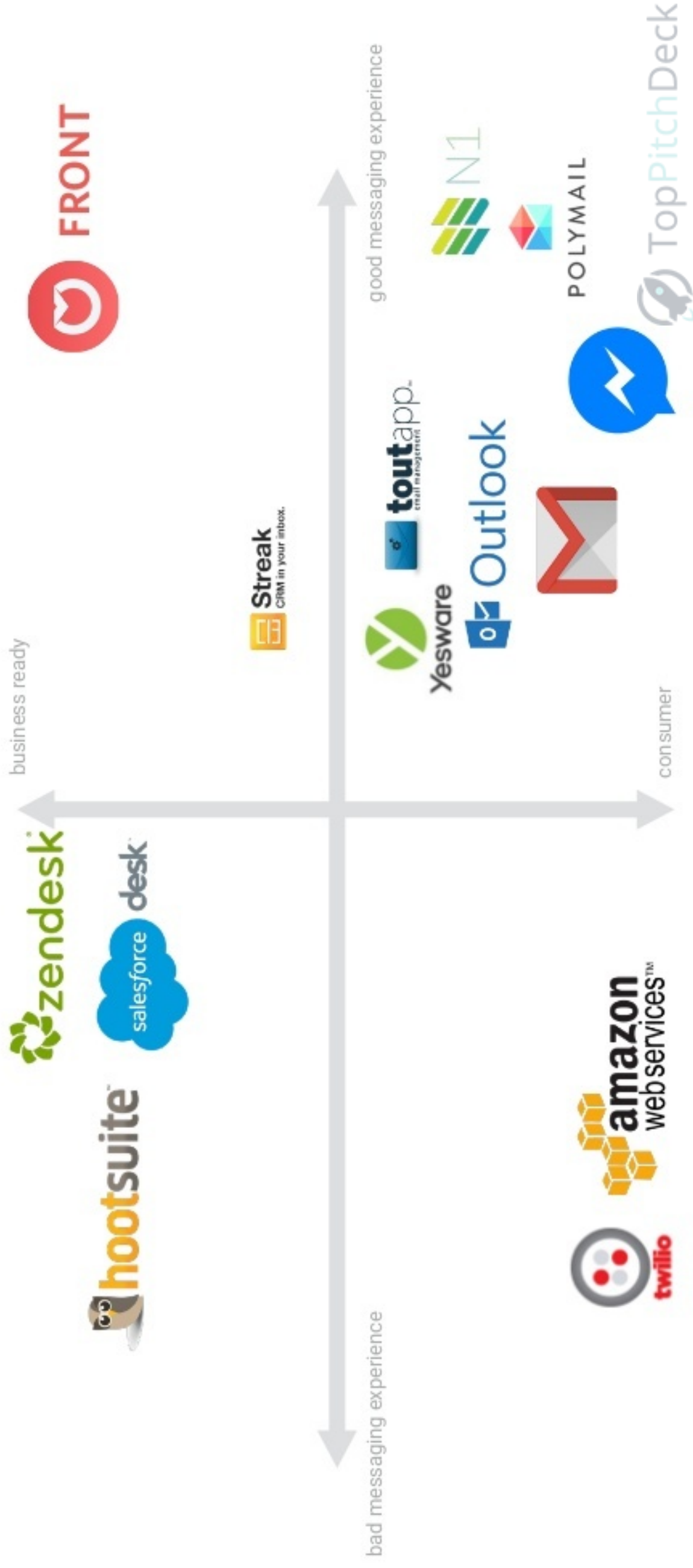
THE SOLUTION

Rebuilding email, for business this time

COLLABORATIVE	INTEGRATED	UNIFIED
Company > Team > User	Analytics	All email providers
Share, assign, mention	3rd party integrations	All channels    
As transparent as can be	Open API	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 managed in Front



Shared inboxes were the perfect wedge:

small commitment, big pain, willingness to pay, lower expectations for MVP.



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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

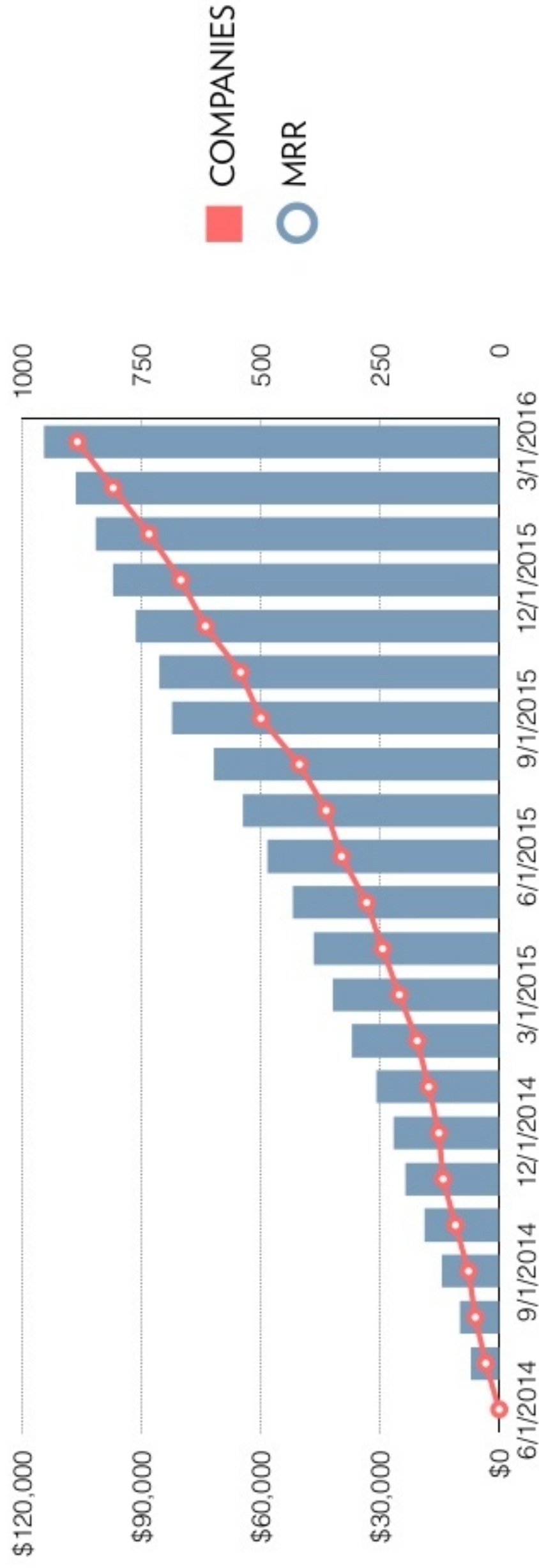
“ A wonderfully useful tool that has saved us time and energy. If an opportunity arises to recommend Front to other teams, even outside of MailChimp, it's always top of mind.

MailChimp, 4 different teams

“ I'm in love with Front!

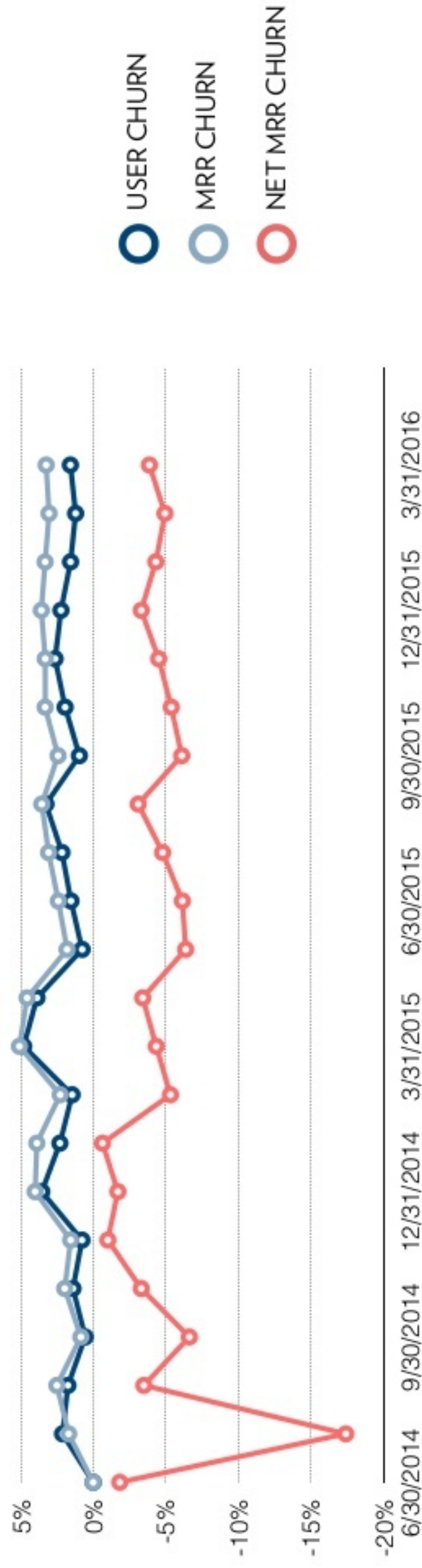
Guillermo Rauch, this week-end

CONSISTENT ORGANIC GROWTH



MRR grew 5.4 times in the past 12 months.

LOW CHURN



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

OUR FOCUS TO DATE

THE PRODUCT COMES FIRST

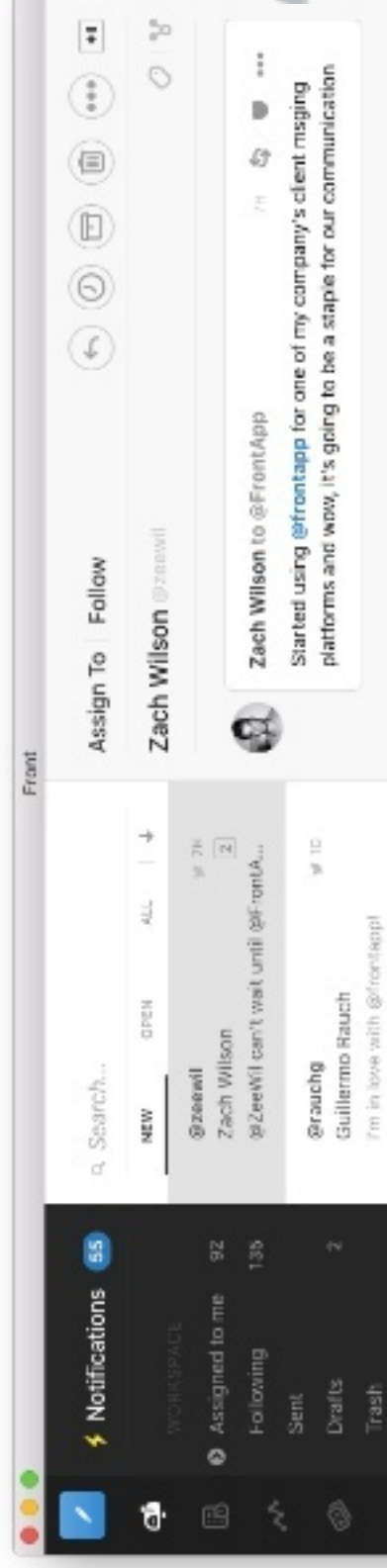
We're our first users

60% of payroll = Engineering

Support agents = 0

Fast iteration: frontapp.com/roadmap

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



ACQUISITION CHANNELS

3 acquisition channels

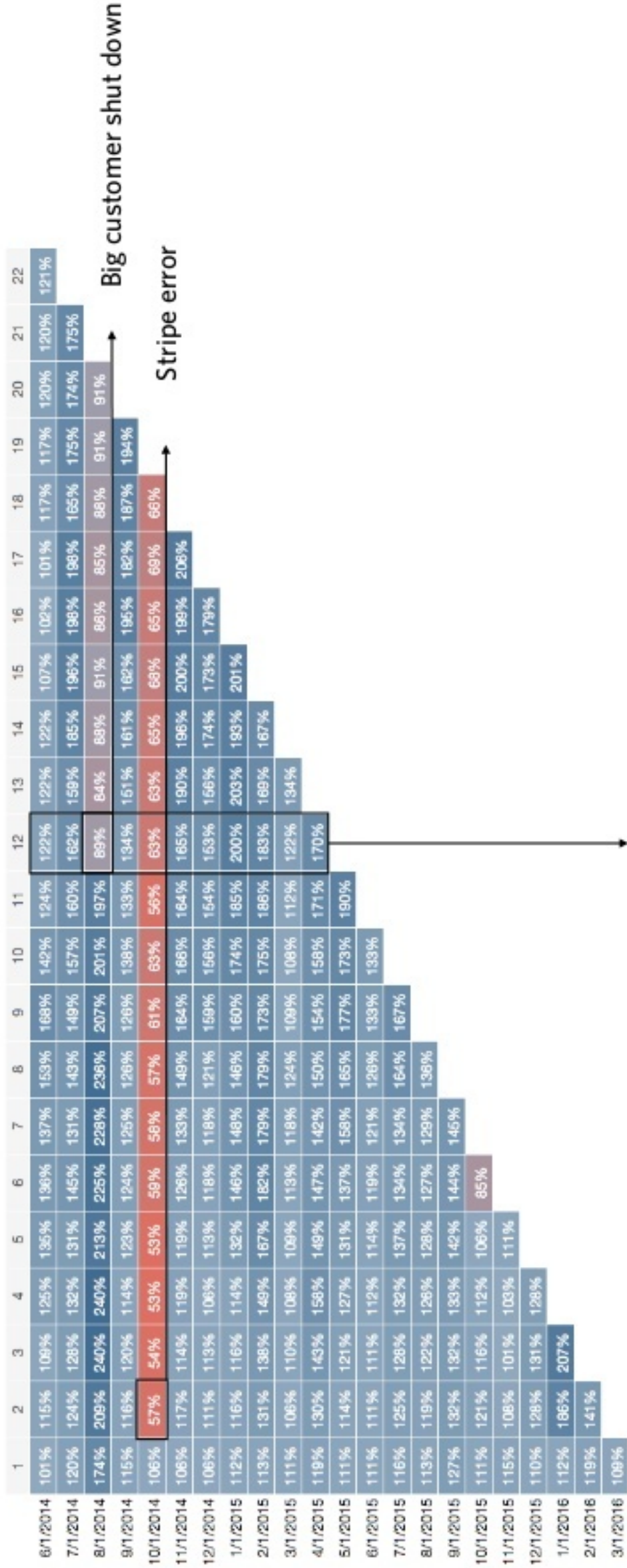
ORGANIC GROWTH	SALES	MARKETING
70% of 2015 leads	40 qualified demos / month / SDR	✓ Content playbook
Customer word-of-mouth	28% post-demo conversion	✓ Co-marketing playbook
Leader on “shared inbox”	\$36k ARR added / month / AE	✓ Paid acq. unit economics

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.



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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

RAISING \$10M SERIES A TO ACCELERATE GROWTH

THE RIGHT MIX OF PASSION AND EXPERIENCE



Mathilde Collin

CEO, co-founder



**ÉCOLE
POLYTECHNIQUE**
ParisTech



Laurent Perrin

CTO, co-founder



Cailen D'Sa

Head of Sales

1st sales @ **box**nd



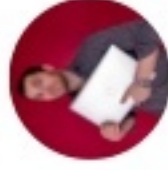
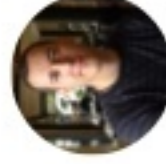
Greg Walder

Head of Customer Success

Former head of upsells @



Unfair access to pool of excellent French engineers



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THE PRODUCT ROADMAP IS CLEAR

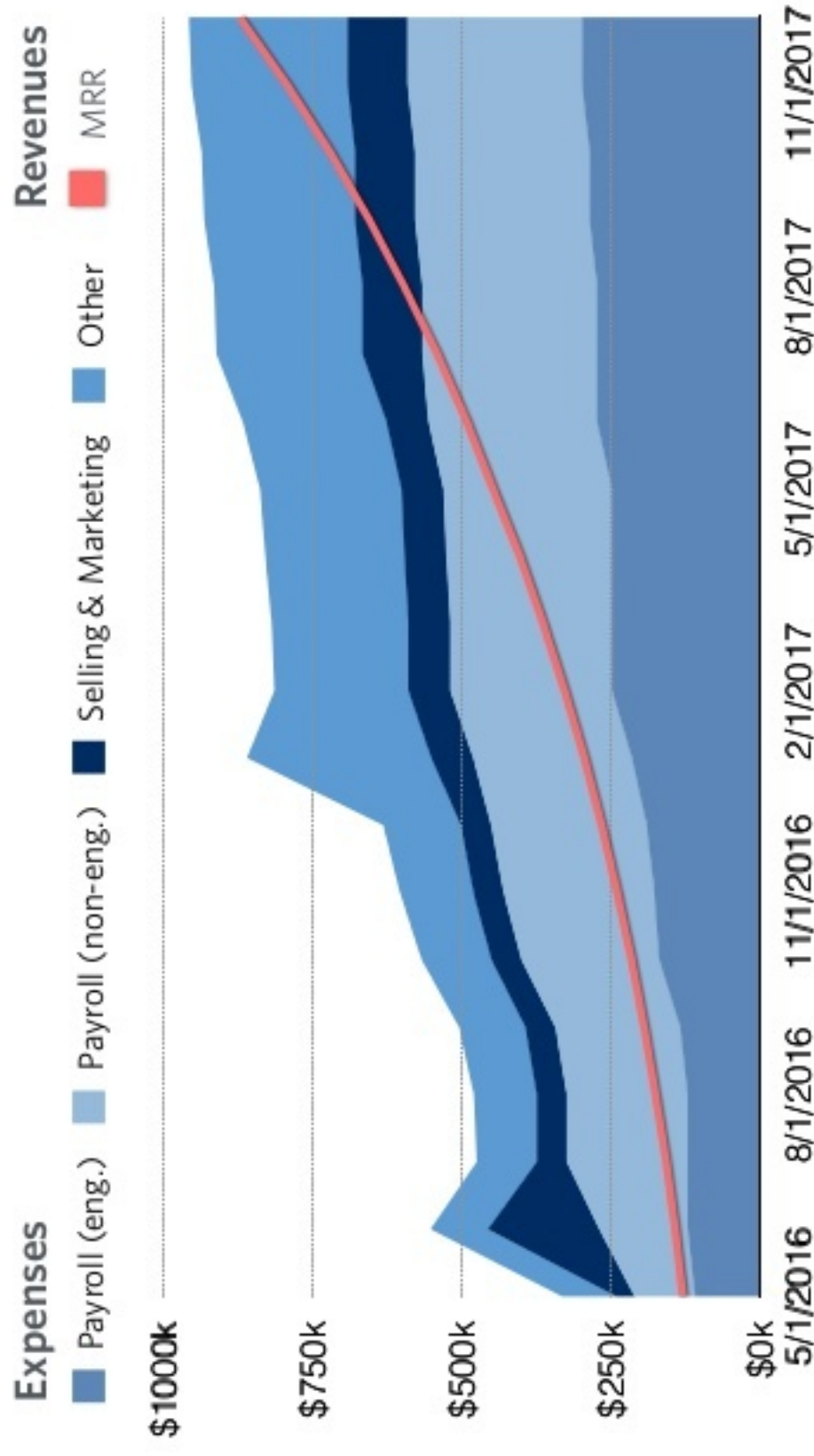


New Platforms	Android	iPad New iOS	Native Mac App		
New Integrations	HubSpot Base Zoho	Dropbox Google Drive Box	BOTS	Mailchimp Magento ConstantContact	Kissmetrics Mixpanel Segment NetSuite Marketo Etc.
New Channels	Messenger	WeChat Whatsapp	Exchange Other email providers		
Enterprise Ready	SSO	Teams	SLAs	Custom Rights	Light Users Advanced Reporting

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PROJECTIONS



2016

2017

ARR

\$3m

\$10m

Headcount

39

53



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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



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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.

THANKS