THE PROBLEM

Email is the most important business communication channel

215 billion

EMAILS SENT PER DAY

54%

ARE BUSINESS EMAILS

1%

YEAR-ON-YEAR GROWTH

But email is a tool designed for personal use



NOT COLLABORATIVE



BAD PRODUCTIVITY



ERROR-PRONE



THE SOLUTION

Rebuilding email, for business this time

COLLABORATIVE

INTEGRATED

UNIFIED

Company > Team > User

Analytics 3rd party integrations

All channels P 🗦 📆 🖪

All email providers

As transparent as can be

Share, assign, mention

Open API

All teams

right people, and is accounted for in the right system. A multichannel email client, where every conversation finds its way to the

COMPETITIVE LANDSCAPE





business ready







bad messaging experience







oz Outlook

Yesware



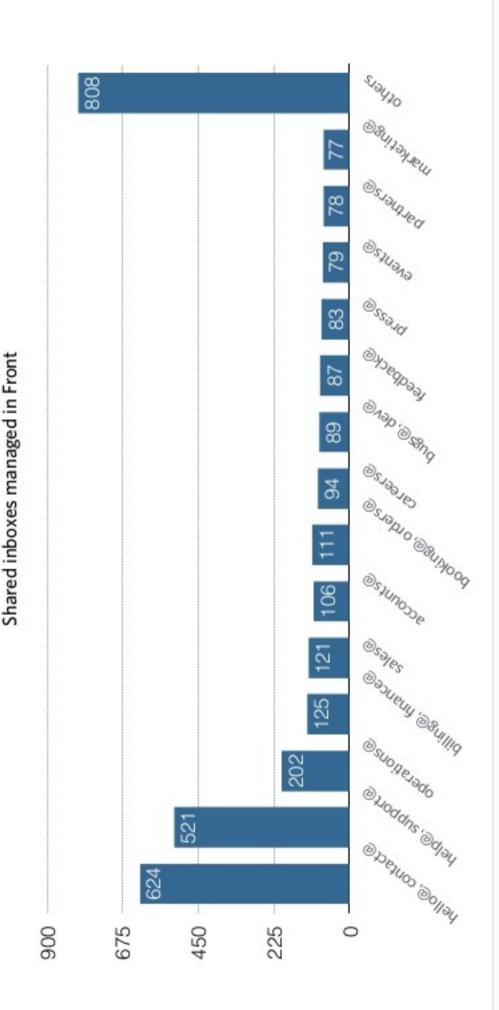








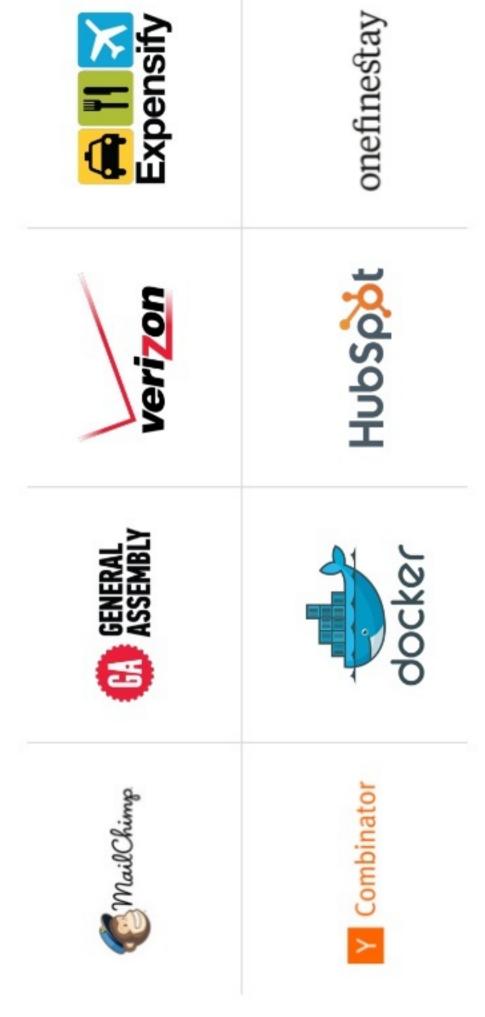
WE HAVE A HEAD START



small commitment, big pain, willingness to pay, lower expectations for MVP. TopPitchDeck Shared inboxes were the perfect wedge:

TopPitchDeck

SELECT CUSTOMERS



Front works for teams of all sizes, across many different industries.



CUSTOMERS ARE VERY SATISFIED

66 Front has a great user experience! It is extremely efficient, reliable, and easy to navigate.

Bellhops, 100 seats

66 Wouldn't go back to Gmail if you paid me.

Baroo, 20 seats

66 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.

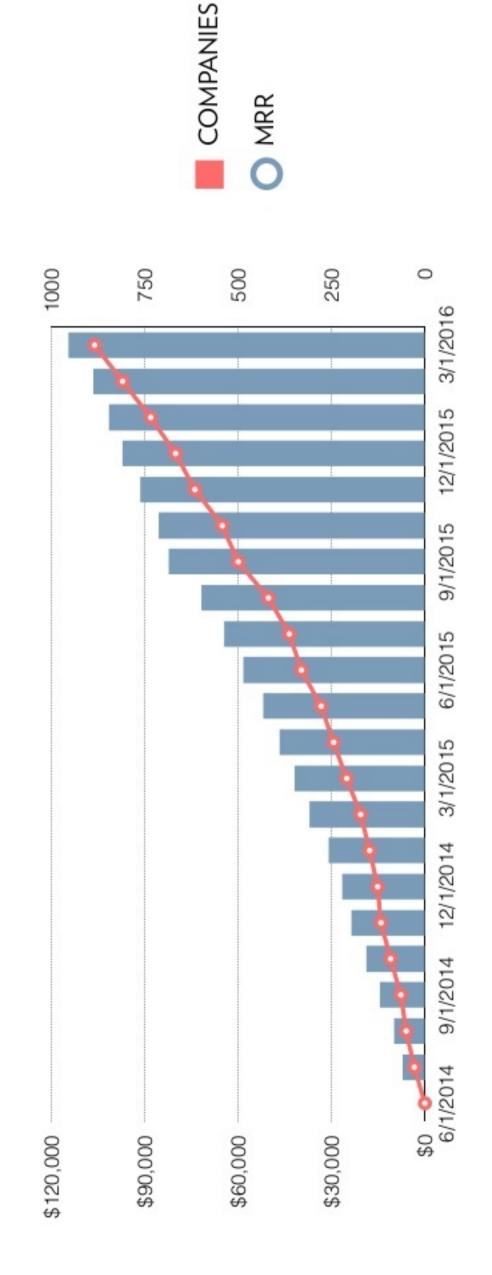
MailChimp, 4 different teams

66 I'm in love with Front!

Guillermo Rauch, this week-end



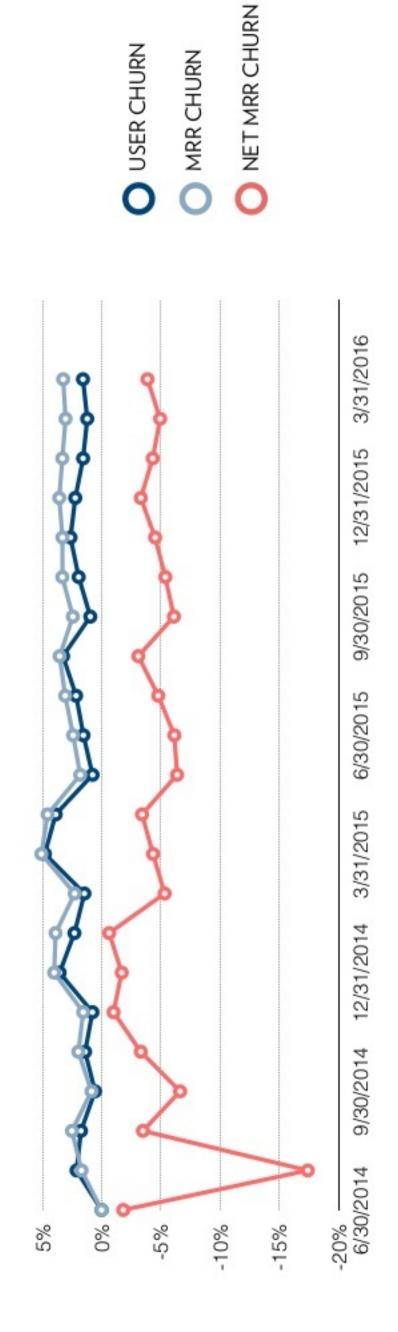
CONSISTENT ORGANIC GROWTH





MRR grew 5.4 times in the past 12 months.

LOW CHURN





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

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

70% of 2015 leads

Customer word-of-mouth

Leader on "shared inbox"

SALES

40 qualified demos / month / SDR

28% post-demo conversion

\$36k ARR added / month / AE

MARKETING

✓ Content playbook

✓ Co-marketing playbook

✓ Paid acq. unit economics

We will iterate on those and double down on the winners. We've identified repeatable strategies to acquire new customers.

WE LAND AND EXPAND

Percentage of MRR retained relative to starting month

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	18	117%	165%	88%	187%	9699																	
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150% annual expansion: the "land & expand" strategy works, TopPitchDeck

\$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



TopPitchDeck

THE RIGHT MIX OF PASSION AND EXPERIENCE



Mathilde Collin

CEO, co-founder







Laurent Perrin

CTO, co-founder





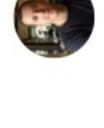
Unfair access to pool of excellent French engineers



1st sales @ box nd Topbox

Cailen D'Sa

Head of Sales

















Greg Walder

Head of Customer Success

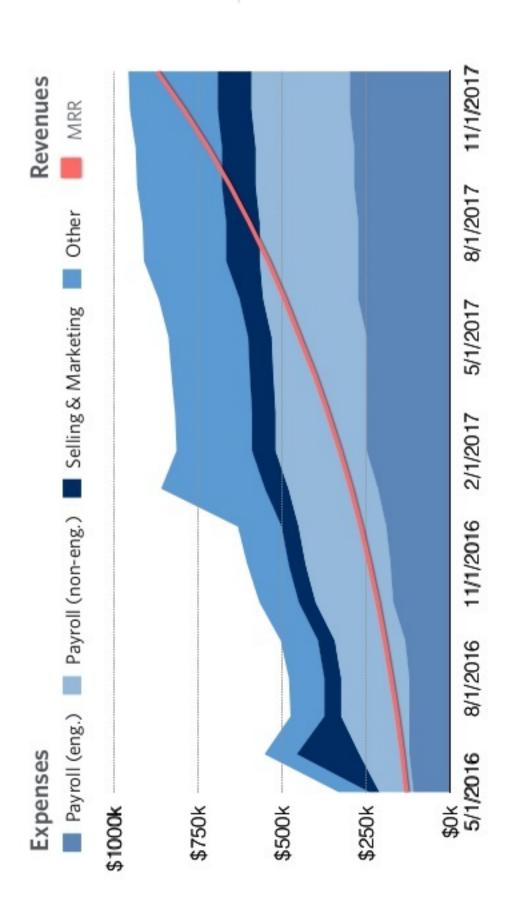
Former head of upsells @ 😿 Dropbox



THE PRODUCT ROADMAP IS CLEAR



PROJECTIONS







FUNDING

Series Seed

Series A

Now

Sept. 2014

\$3.1M

\$10M

Committed:

Stewart Butterfield

Eoghan McCabe

Led by Softtech VC

Angel investments from:

Paul Buchheit

Elad Gil

& 32 more



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.



