# Doorway

*Frequently Asked Questions*

*June 2025*

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# Leadership

**1. Who are the key members of Doorway's Leadership Team?**

Please refer to the below key bios.

Chase Tecimer, *Co-Founder*

Chase Tecimer is the Co-Founder and Managing Partner of Doorway. Prior to starting Doorway in 2022, Tecimer was a Director at Overton Moore Properties. Previously, he worked in direct investments at Stanhope Capital, focusing on Real Estate and Private Equity. Tecimer graduated from George Washington University with a B.A. in International Economics.

Hugh Fraser, *Co-Founder*

Hugh Fraser is the Co-Founder and Managing Partner of Doorway. Fraser has co-founded two previous companies, RoundRobin and PhoneBox App. Fraser graduated from the University of Bristol with a B.A. in Sociology.

Grace Parkerson, *Engagement Lead*

Grace Parkerson is the Engagement Lead at Doorway. Prior to joining Doorway in 2025, Parkerson was a Product Management and Investor Relations Specialist at Ares Management. Parkerson graduated from Harvard College with an A.B. in History & Literature.

Ellie James, *Designer*

Ellie James is a Designer at Doorway. Prior to joining Doorway in 2025, James was a designer at Publicis Sapient. James graduated from University of the Arts London with a B.A. in Graphic Design.

Ruby Azzizinari, *Product Advisor*

Ruby Azzizinari is a Product Advisor at Doorway. Azzizinari is currently a Principal Product Manager at Republic. Previously, she was a software engineer at AllCode and a data engineer at Good Apple. Azzizinari graduated from George Washington University with a B.S. in Information Systems and Technology Management.

**2. How is your engineering team structured?**

Doorway employs three full-time engineers headed by Matthieu Tirelli.

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# Product

3. **What are the core features and differentiators of your software?**

   Doorway is a client intelligence platform that transforms how firms measure engagement. Doorway is able to accurately gauge how individuals and groups are interacting with materials – down to the page, second, and individual – providing easy to digest, actionable insights directly to your inbox.

   *Live Profiles*

   A Doorway Live Profile is a personalized communication channel for each client to measure content relevance and engagement. Clients can share secure content directly with their relationships and receive immediate intelligence on who's engaging, for how long, and with what. Contacts can access a curated mix of secure and public materials—including newsrooms and exchange content—through one streamlined profile.

   *Newsroom*

   The Newsroom displays all publicly available content in one place, from press releases and whitepapers to market updates and firm news. It gives clients and prospects a centralized way to stay current without having to dig through emails or multiple platforms.

   *Exchange*

   The Exchange allows users to securely distribute private documents such as investment decks, quarterly updates, or due diligence materials. All access is permissioned and tracked—giving teams control and staying compliant while still being easy to use.

   *Intent Signals*

   Doorway captures real-time intent signals, surfacing which individuals are most engaged, what content they're viewing, and when they're likely to be ready for follow-up. These insights help teams prioritize outreach and tailor conversations based on actual behavior.

   *Engagement Analytics*

   Run real-time queries, learning why specific contacts and audiences prefer certain materials. Targeted insights allows you to optimize asset performance for respective contacts and audiences, informed by their behavior across all content from your account.

   *Digital Credentials*

   Doorway digital business cards are web-provisioned via email and saved directly to Apple Wallet and Google Wallet. We integrate with Office 365 to automatically sync employee

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business card data and designs into email signatures, ensuring brand consistency and ease of use across the organization.

# Competitors

4. **Who are your main competitors, and what are your key advantages over them?**

   Doorway operates in a landscape focused on sales enablement, content management, and marketing analytics. However, our approach is fundamentally different both in focus and execution.

   While most competitors offer basic engagement tracking—limited to clicks, views, and time spent—Doorway's proprietary technology delivers deeper, more actionable insights. Doorway tracks how long someone engages with each page, where they've focused, searched, and scrolled on the page, and can track behavior across multiple pieces of content for fulsome contact summaries.

   Unlike generic sales tools, Doorway is designed specifically for institutional marketing and capital raising. Our workflows, permissions, and analytics reflect the real needs of finance professionals.

   While other competitors offer digital sales or data rooms, legacy portals tend to be clunky. Doorway's interface is intuitive and mobile-optimized – designed for how clients engage today, not one year ago. Plus, there is virtually no onboarding;  with Doorway, the client simply needs to provide their logo and can begin uploading documents. Our enterprise-grade security and integrations with Salesforce, HubSpot, Seismic, and more do not require an implementation team.

   With Doorway, the more you use it, the more you learn. Our information compounds and gets smarter so you can begin optimizing your content and strengthening relationships on day one.

# Client Base

5. **What industries do you target?**

Doorway primarily targets clients in the Finance, Luxury Retail, and Pharmaceutical industries.

6. **Who is your client base?**

Doorway is currently only offering existing partners access to the Client Intelligence platform. Our customers range from large institutions (20K+ headcount) to smaller banks, asset managers, and hedge funds. We work with a handful of luxury retail and healthcare institutions as well.

# Infosecurity & Third-Party Risk Management

7. **How do you handle data security, privacy, and compliance? What are your integrations?**

Doorway maintains the highest standards in data privacy and security. We also pledge to have our practices continuously audited by an internationally respected 3rd party organization. As part of this continuous audit, we have achieved SOC 2 Type I certification via our audit partner, Ernst & Young (EY), and we are GDPR and CCPA compliant. Doorway is currently in the process of SOC 2 Type II certification.

Doorway operates in a closed-loop framework for data sharing, ensuring a Zero Trust Assurance system for our clients. We never use public URLs to store or share your employee PII, guaranteeing that 3rd parties will never have access to your data. Doorway itself only collects employee PII, never sensitive data.

Doorway utilizes SCIM 2 for secure integrations. Our core database is stored with AWS in the EU and all subprocessors are based in the EU or US.

Please see below for a list of our integrations:

Human Resources Information Systems:
- Workday

Identity Access Management:
- Okta
- Azure Entre

Content Managers:
- Adobe DAM

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- Seismic
- Box
- Sharepoint
- Diligent
- Etc.

CRMs:
- Salesforce
- HubSpot
- Deal Cloud
- Affinity
- Solitics
- Backstop
- Etc.

AI Services:
- OpenAI