Souffer

Social, the most important trend

"the amount a user shares today is twice the amount they shared a year ago"

- Zuckerberg's Law

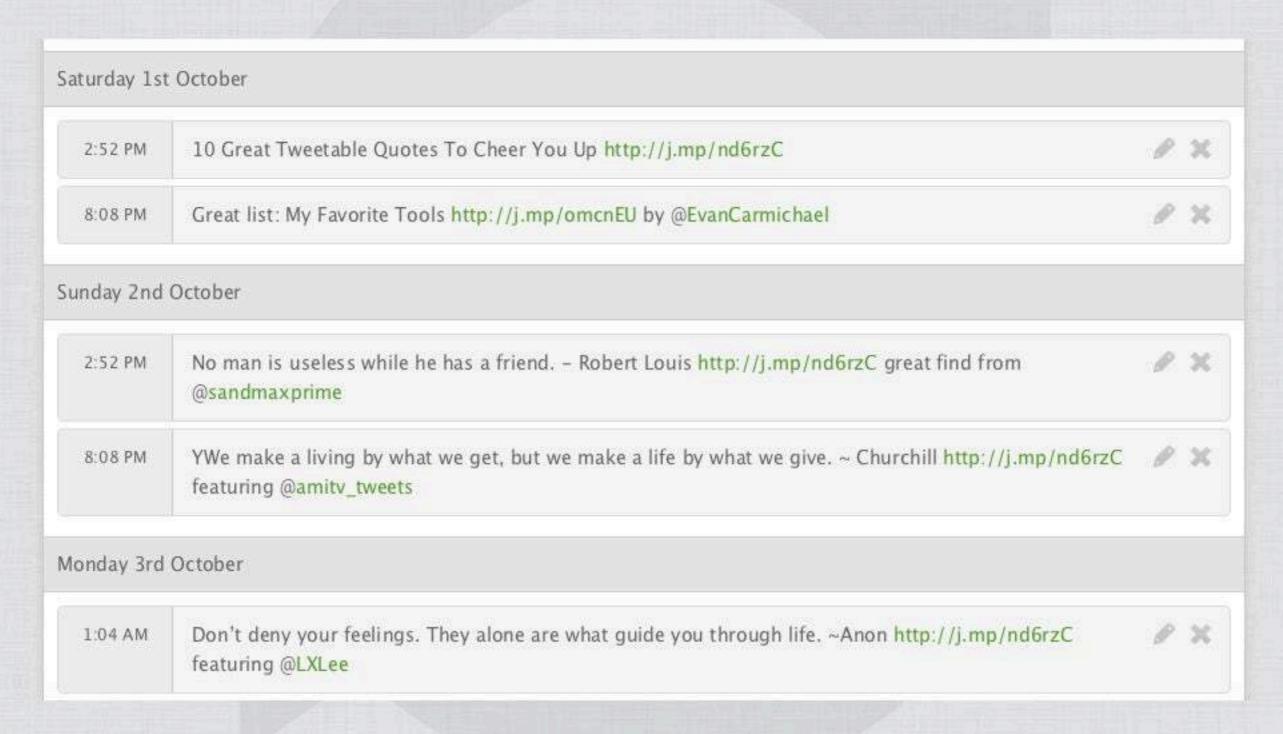


"it won't be long before Social Media Marketing will surpass SEO" - Donanza



How do you use social to drive traffic?

Queue your updates





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
- 55,000 users (\$150K revenue)
- Launch the API

October 2011

- Integrated in 50 apps
- 100,000 users (\$288K revenue)
- 1 million users (\$3.6M revenue)



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









Social Media Dashboards

Seesmic



Competitive Landscape





(Timely

Intelligent Sharing





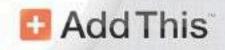






Sharing Platforms

shareah lic





Scheduling Apps





Team

Joel Gascoigne

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

Leo Widrich

Co-Founder, marketeer, 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











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