



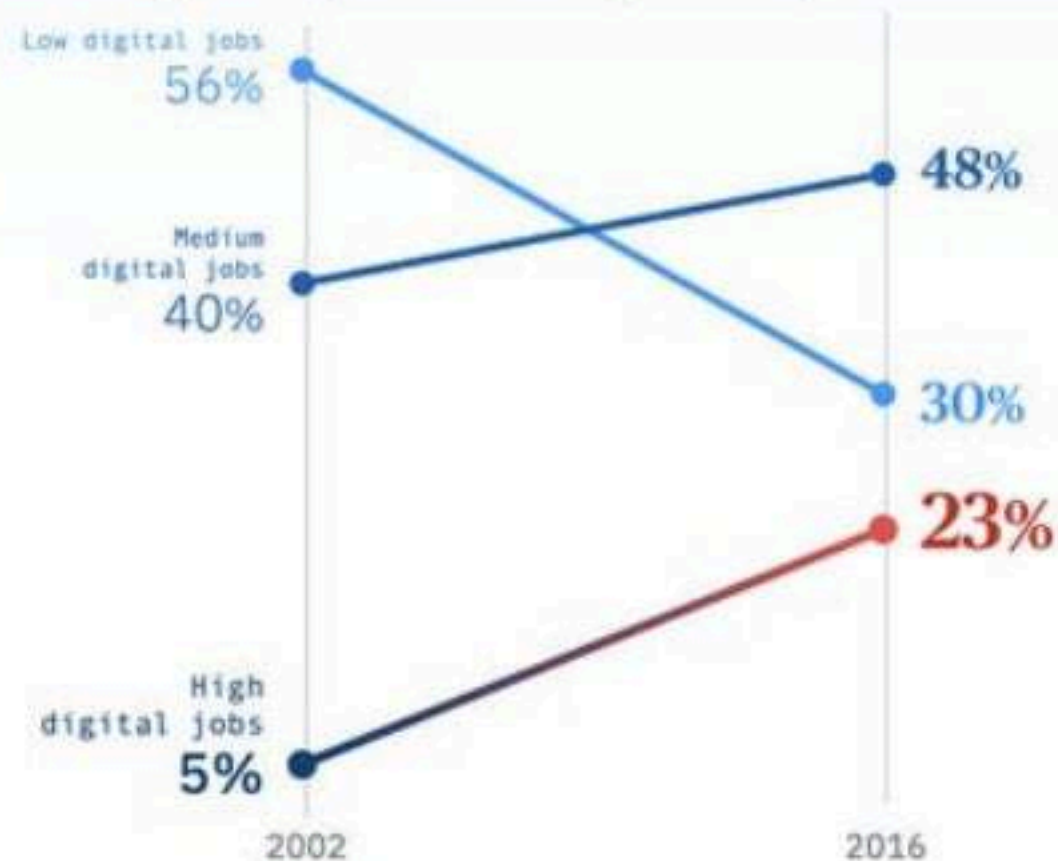
OCTOBER 2019

# 100 million professionals work in tech-heavy roles today, growing 12% as every business goes digital.

70% of the US workforce works in knowledge-oriented jobs.



Jobs requiring high digital skills grew by 5x in the past 15 years.



# These roles involve new standards, practices, and digital workflows.

## AT STARTUPS & TECH COMPANIES

**Product** Building and updating product roadmaps

**Recruiting** Writing and replicating job descriptions

**Growth** Creating copy for acquisition tests

**Biz Ops** Charting progress on a go to market plan

**Sales** Responding to customer objections

## AND ACROSS THE KNOWLEDGE SECTOR

**Consulting** Replicating kickoff materials for a new client

**Academia** Integrating research into a final paper

**Law** Writing a complex partnership contract

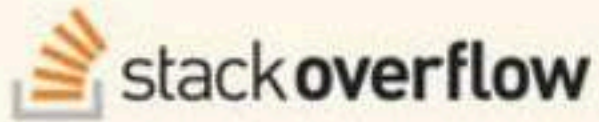
**Accounting** Adjusting processes for a new business unit

**Fortune 500** Creating operating manuals for business units



# Engineers have platforms that help them apply best practices to their work every day.

1 Easily discover relevant code within & across orgs



2 Branch or fork from someone else's work



3 Comment, compare, & merge in a structured environment



# Yet no integrated platform exists to help professionals find, use, & improve knowledge they need at work.

1

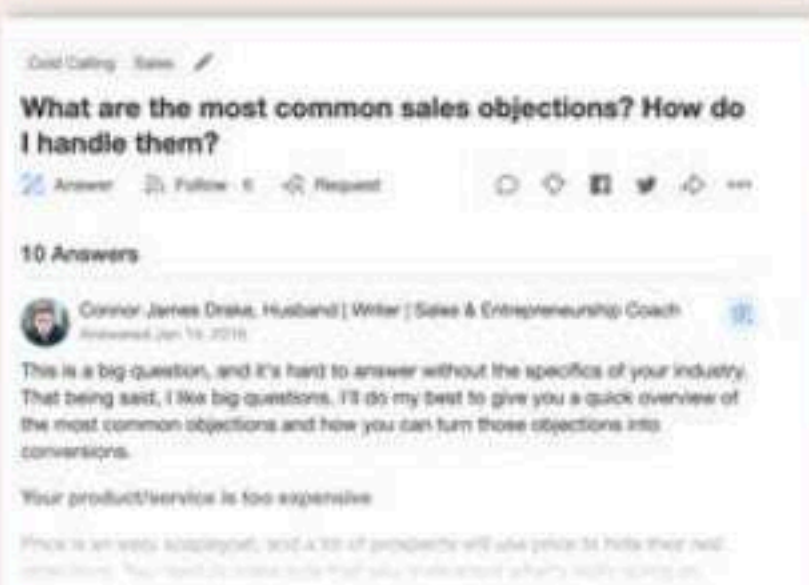
Waste time looking for reliable knowledge

2

Recreate from scratch every time

3

Struggle to maintain structure and order

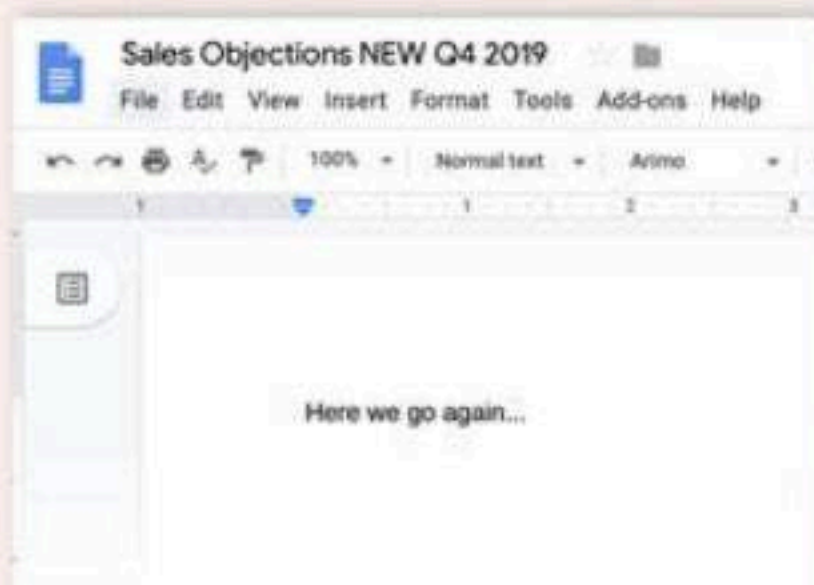


Quora

Medium

Forbes

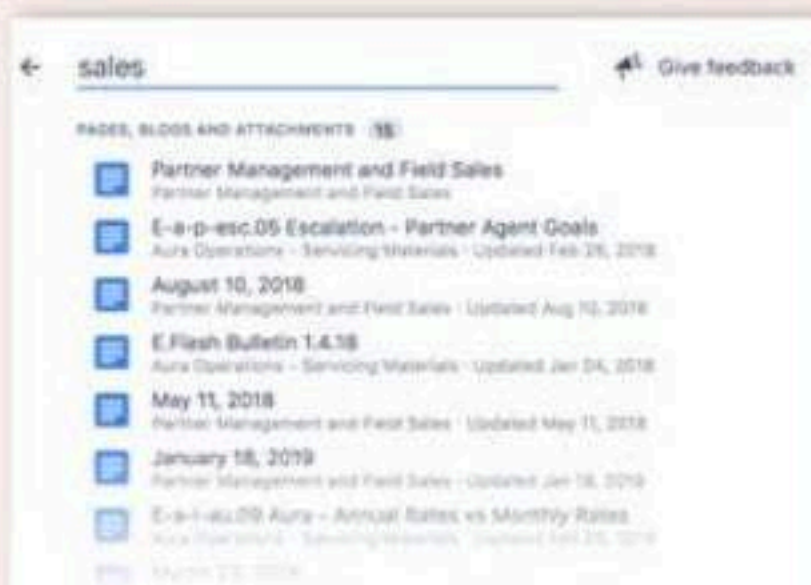
HubSpot



Google Docs

Office

Dropbox Paper



Confluence

slab

GURU



Slite



**As a result, every company wastes valuable time and money reinventing the same knowledge toolkit.**

AS AN INDIVIDUAL

Professionals spend 20% of their week on knowledge management, at a cost of

**\$2,36**

**6**

PER MONTH

AS A COMPANY

US companies spend heavily on internal knowledge tools.

**\$101bn**

2018 MARKET SIZE

Companies are spending more each year as the problem gets worse.

**10%**

ANNUAL CAGR

Global spending on learning & development is even bigger.

**\$366b**

2018 MARKET SIZE

Sources: 10 hours comes from the McKinsey Global Institute report on social productivity tools average tech salary in SF is \$162,000; assumes a 50-hour workweek; market share numbers come from Statista.com

**n**

UNTIL NOW.

# Almanac is GitHub for knowledge professionals.

We build bottoms-up technology to make  
digital business knowledge accessible to all  
so that professionals can be their best selves at work.

1

**Searchable knowledge that  
answers common questions fast**

2

**Branching that allows for  
customization without cold  
starts**

3

**Structured collaboration that  
prevents knowledge spaghetti**



# Almanac was founded by startup veterans passionate about democratizing access to digital knowledge.

## OUR LEADERSHIP TEAM



**Adam Nathan**

Cofounder & Chief Executive Officer

Director of Product at Varo Money, Apple, & Lyft

Strategy at Hawaiian Airlines, The Bridgespan Group, & The White House

Harvard Business School



**Taylor Thompson**

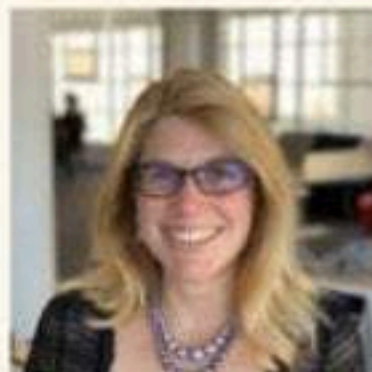
Cofounder & Head of Knowledge Operations

Cofounder, PhamaSecure

Cofounder, Curious Learning

Consultant and Writer, Harvard Business Review

Harvard Business School



**Malinda Coler**

Cofounder & Head of Contributors

Director of Customer Experience, Paxio

Director of Business Operations, Insikt & iCracked

Cofounder, LessonsUp



**Dan Bartlett**

Cofounder & Head of Engineering

CTO, OpenSit (acquired)

CTO, School Guide UK

CTO, Alamex

Avid blogger



**Eddie Wu**

Head of Product Management

Director of Product, Aura

Head of Digital Experience, Capital One

University of North Carolina



**Curtis Shoung**

Head of Customer Development

Head of Business Development at Clara Labs

VP Growth at LifeMetric (acquired by HootSuite)

Business Dev at awe.sm (acq. by Unified Social)



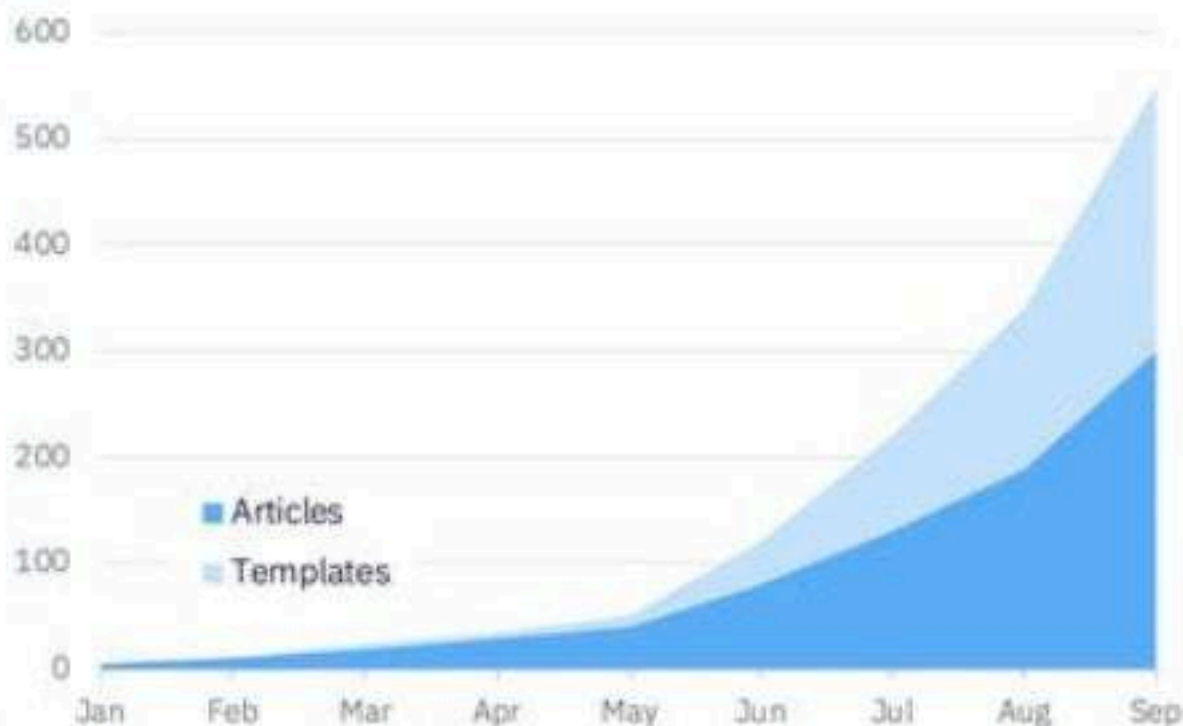
**In under six months, we've built a  
robust product loved by 50 customers.**

SELECTED CUSTOMERS (INCL. FIRST MONTH TRIAL)



# The Almanac Core makes hundreds of expert-driven guides & templates available to all.

500 guides, tools, and templates across 15 functional verticals.



**100** Articles produced per month      **100%** Production growth month over month

Sourced from 300 expert operators at renowned companies.



**\$0** Average cost per article

All recruited without any public branding or product





# Almanac ensures documents stay clean, organized, and trustworthy over time.



**Comments & Assignments**



**Group-based Sharing**



**Engagement Score**



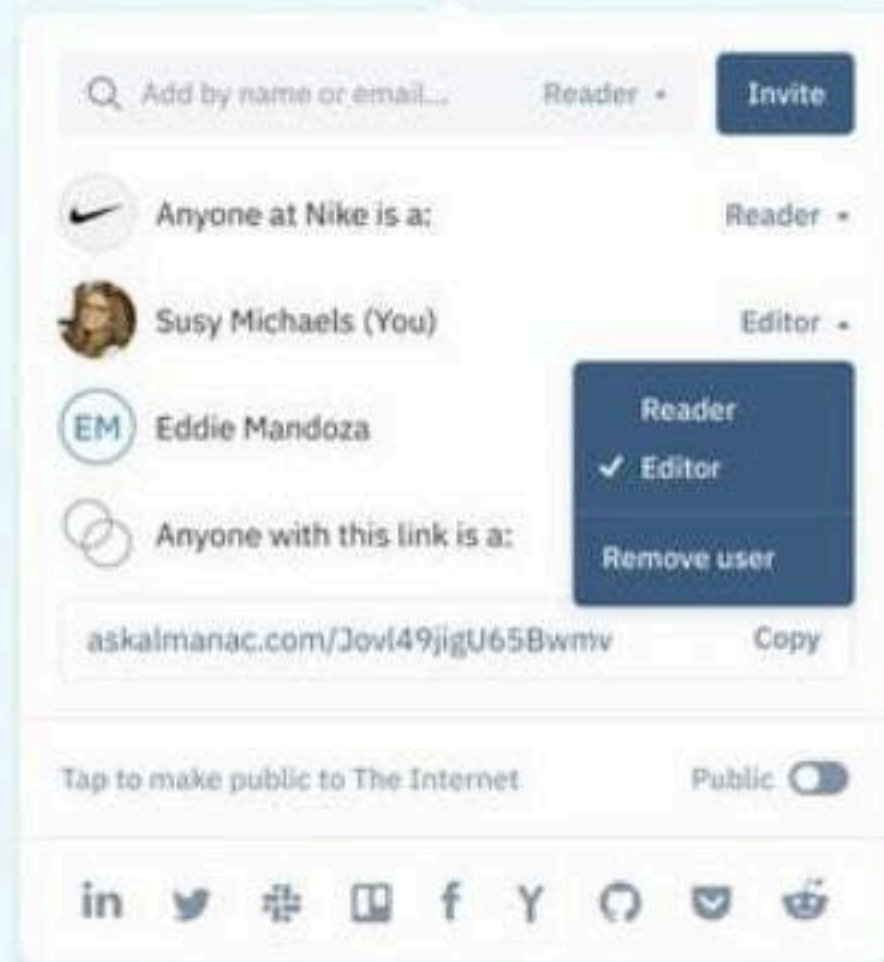
**Doc Change Log  
(diff view)**



**Doc Lineage  
(Version History)**



**Merge Requests**

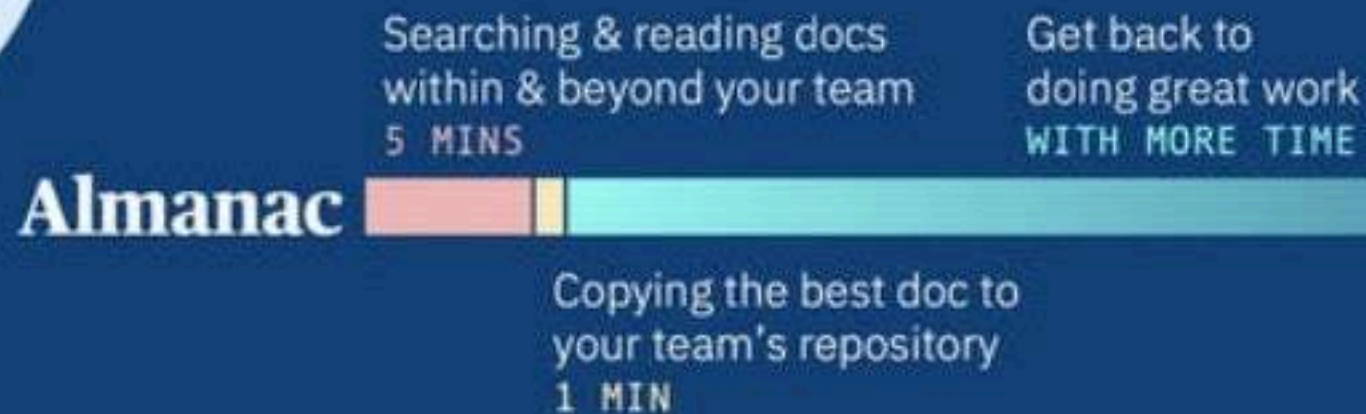




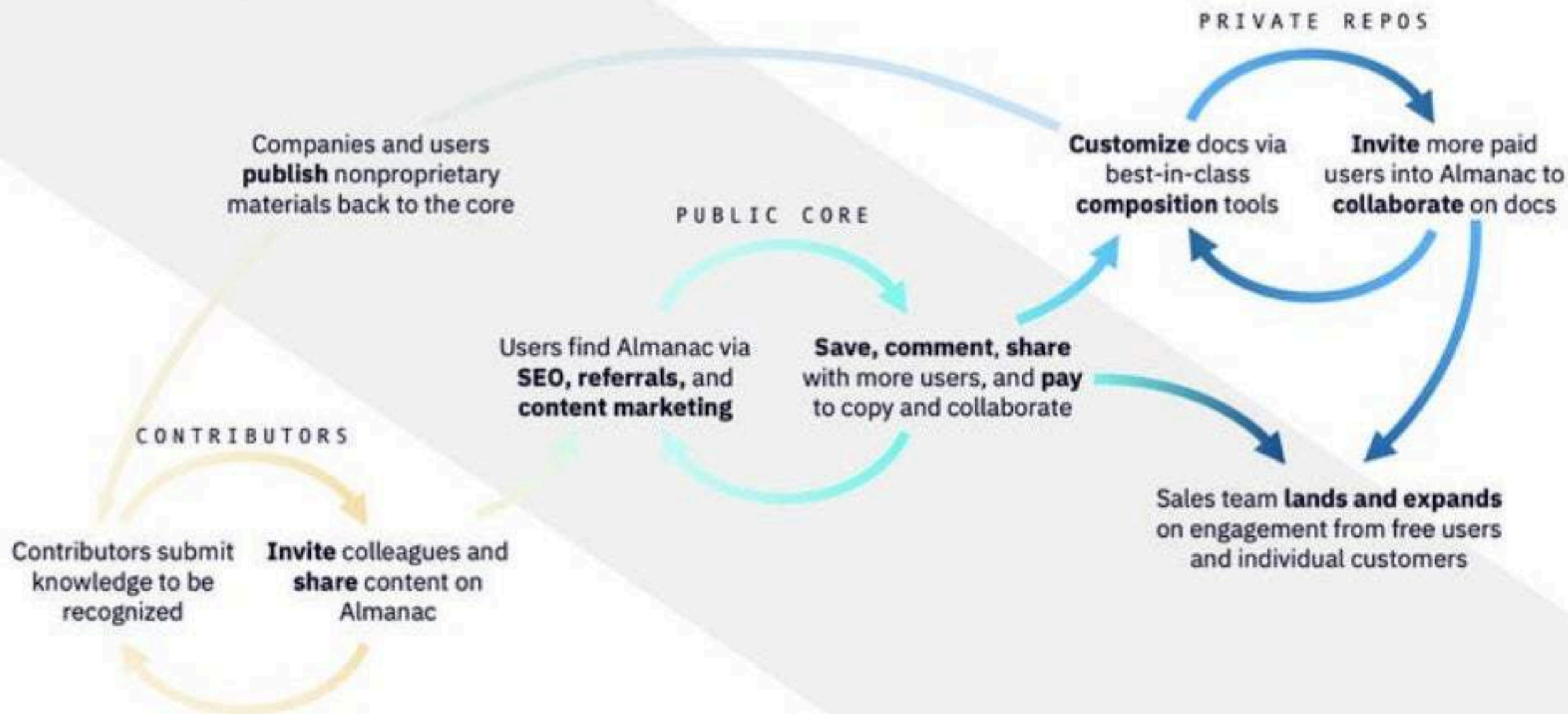
# These features add up to a documentation platform that is 10x faster than today's alternatives.



Question  
at work



# Almanac has bottoms up, organic growth loops that compound for both free and paid users.





## Even before our public launch, our growth loops are already spinning.

30  
%

of our contributors have  
contributed more than once

20  
%

of our customers have come  
from contributor referrals

10

Average customer demos  
per week (June-Aug)

of demo customers  
start a paying trial

average licenses  
per paying customer

# Almanac integrates knowledge and productivity in a bottoms-up growth model like no other platform.





# Teams can easily try Almanac and expand its use across the company.

## Startup

**\$5** Per user  
per month  
(\$5/month  
annually)

- ✓ Up to 10 users
- ✓ 100 document limit
- ✓ No read-only access

## Pro

**\$10** Per user  
per month

**\$8** Per user per month  
billed annually

- ✓ Unlimited users
- ✓ Unlimited documents
- ✓ Unlimited read-only guests

## Enterprise

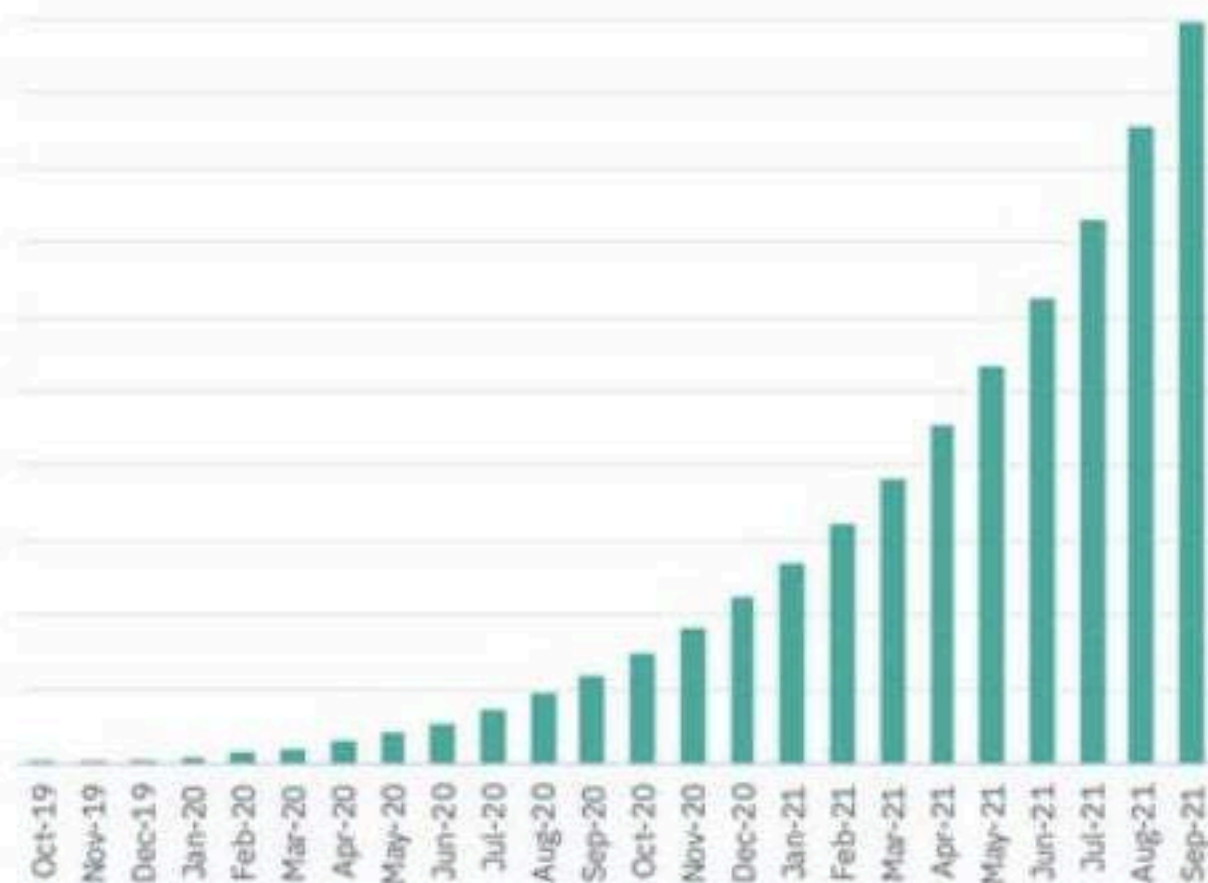
LICENSE TIER	LICENSE COST	DISCOUNT
50-99	\$7.50	-7%
100-199	\$7.00	-13%
250-499	\$6.50	-19%
500-999	\$6.00	-25%
1000-1900	\$5.50	-31%
2000+	\$5.00	-38%

- ✓ Annual flat subscription based on license tiers
- ✓ Enhanced security, SSO, PDF export, analytics
- ✓ Dedicated account manager

# We project growing at 30%+ MoM to reach ~60K paying customers within two years.

Almanac Registered Users

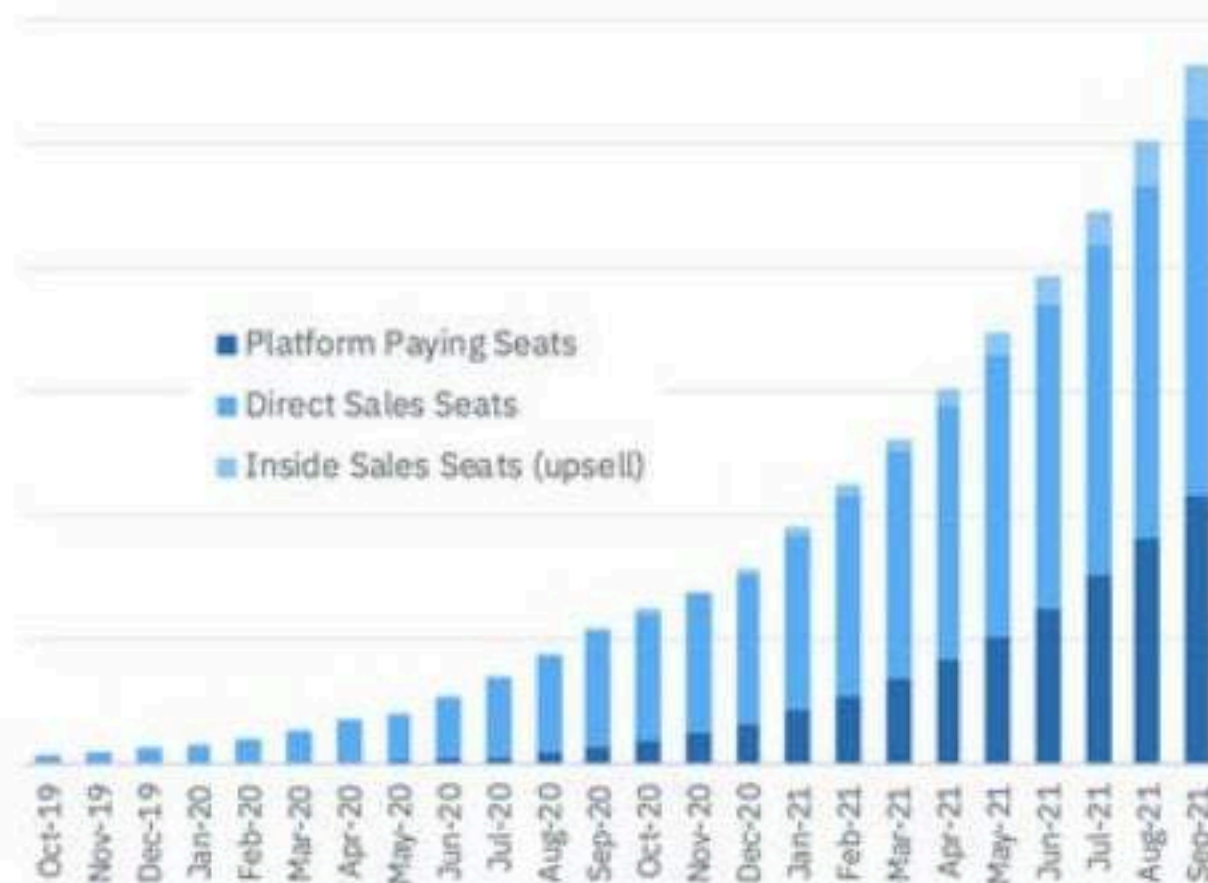
OCT19 - DEC20



Source: Almanac Growth Forecast, September 2019

Almanac Paying Customers (Seats)

OCT19 - DEC20

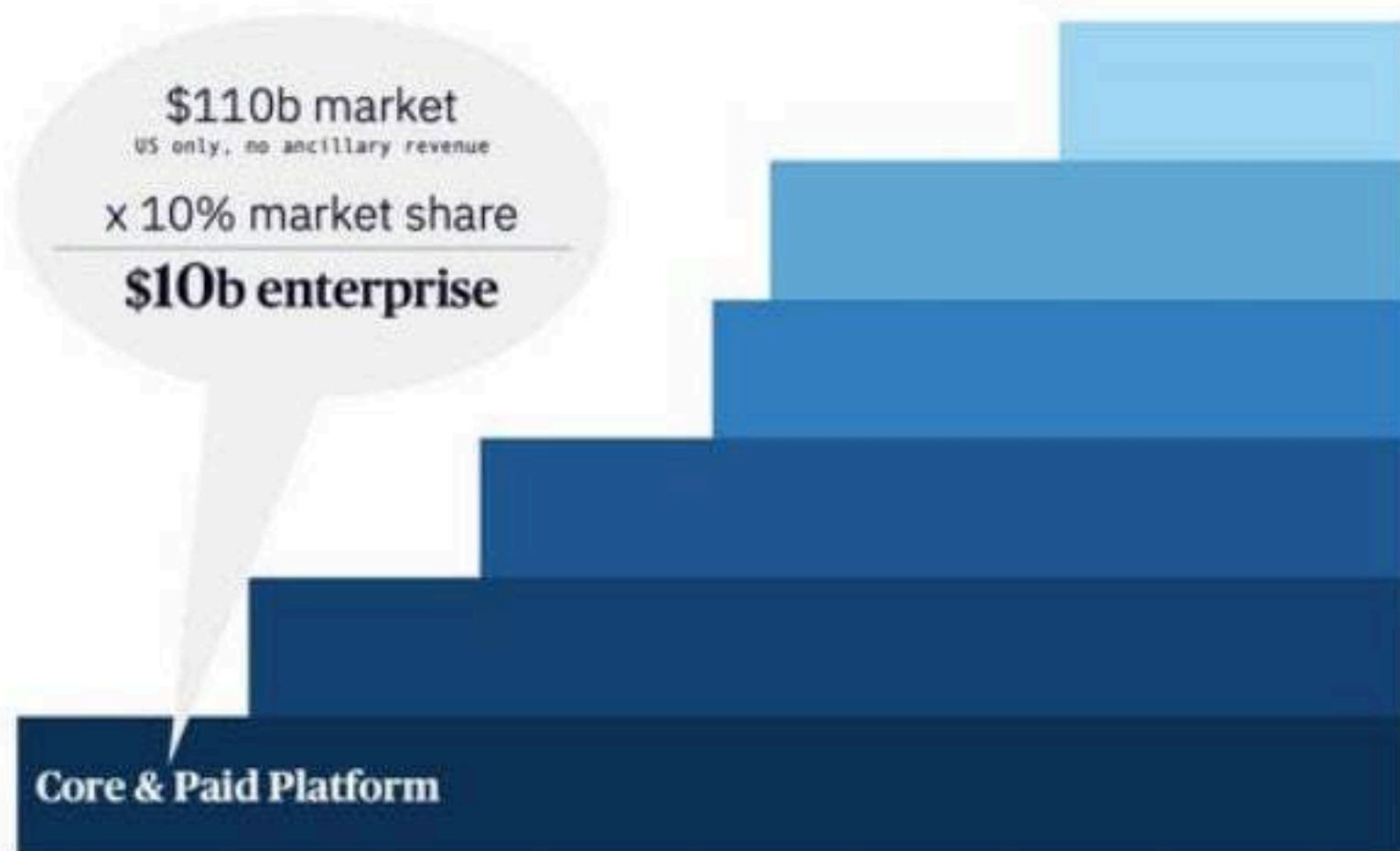


Note: Paying Customers includes customers in their free (30 day) trials



# Our vision is to build knowledge infrastructure for the digital economy.

## PLATFORM EXPANSION



## COMPARABLE PLATFORM MODELS

 <b>ATLASSIAN</b>	<b>\$3.3b</b>	2017 Revenue 37% Rev CAGR 3,600 employees
 <b>GitHub</b>	<b>\$7.5b</b>	acquisition by Microsoft in 2018 \$350M revenue
<b>lynda.com</b> 	<b>\$1.5b</b>	Acquisition by LinkedIn in 2015 \$150M revenue
 <b>salesforce</b>	<b>\$13.3b</b>	2019 revenue 75% margins 35,000 employees
<b>stripe</b>	<b>\$35b</b>	2019 valuation 1700 employees

# **Our product and growth model create an extremely defensible, scalable business.**

## WHY ALMANAC WINS

Network effects  
from free users,  
contributors, &  
customers

Compounded  
experience  
curve in the  
Almanac Core

Integration of  
knowledge &  
productivity  
features

Economies of  
scale &  
switching costs  
within repos

Bundled  
services on  
the Almanac  
platform



**We're raising \$3M to build  
an indispensable platform  
that produces \$XM  
in ARR by Q1 2021.**

#### Q4 2019

Copy docs inside private repositories

Group-based sharing & organization

Automated inbound contributor submission

User / contributor notifications and analytics

#### H1 2020

Real-time editing and collaboration

Change logs & diff comparisons

Merge request & Publish to Core

Native mobile & desktop apps

#### H2 2020

Deep third-party integrations

Enterprise customizations & support

Contributor consulting service

Events & conferences

**Thank you. Let's get to work.**



FOR MORE INFORMATION

**Adam Nathan**