



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

THE SOLUTION

Rebuilding email, for business this time





COLLABORATIVE

Company > Team > User
Share, assign, mention
As transparent as can be

INTEGRATED

Analytics
3rd party integrations
Open API

UNIFIED

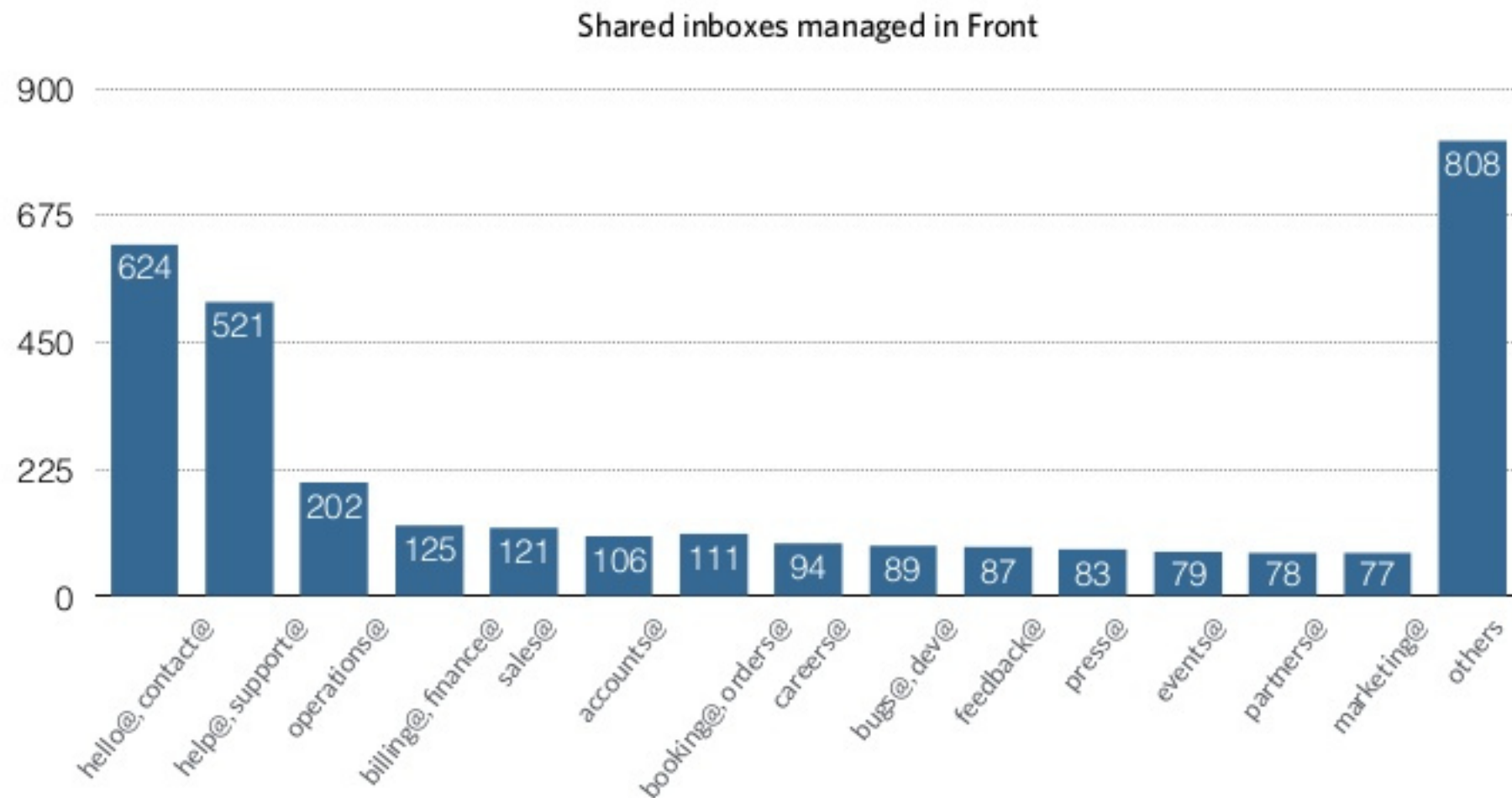
All email providers
All channels    
All teams

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

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

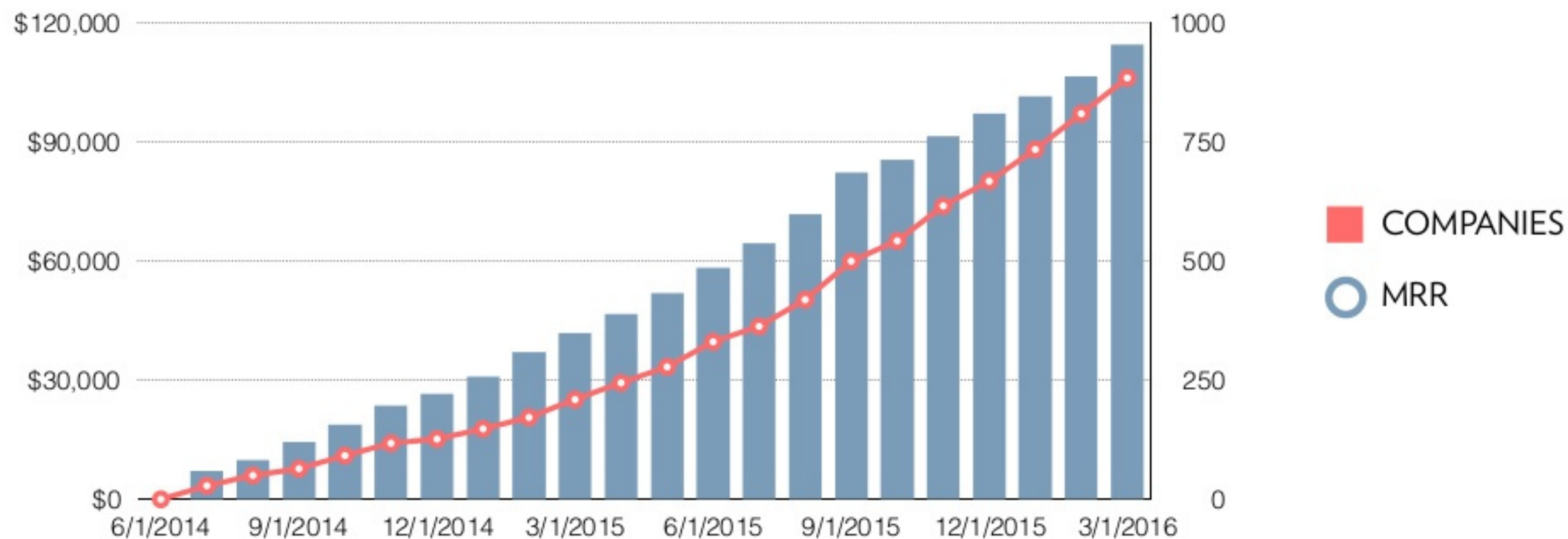
“ A wonderfully useful tool that has saved us time and energy. If an opportunity arises to recommend Front to other teams, even outside of MailChimp, it's always top of mind.

MailChimp, 4 different teams

“ I'm in love with Front!

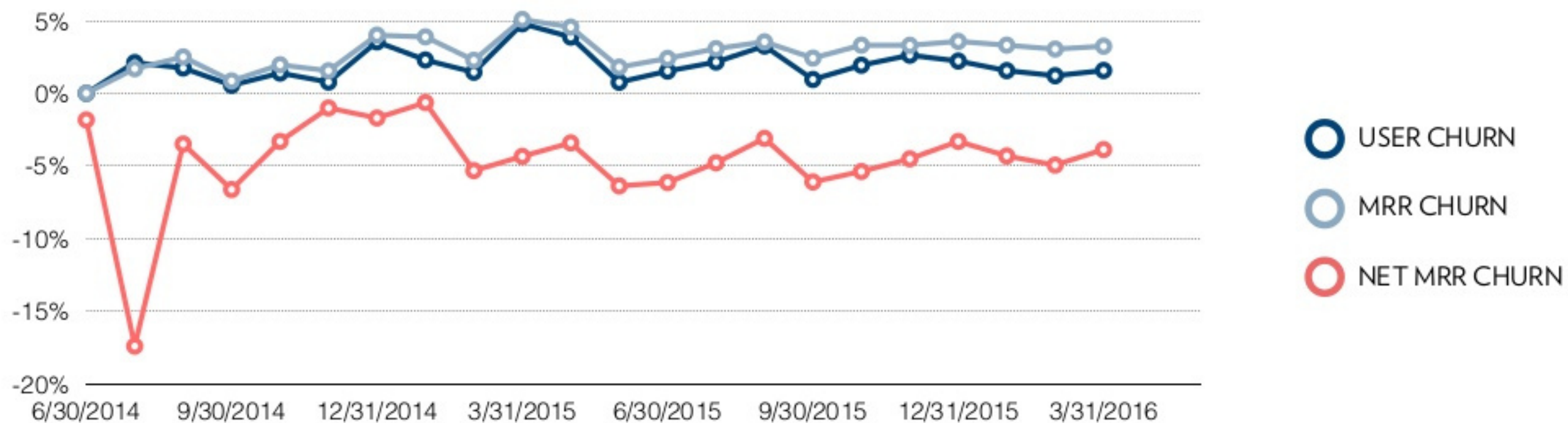
Guillermo Rauch, this week-end

CONSISTENT ORGANIC GROWTH



MRR grew 5.4 times in the past 12 months.

LOW CHURN



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

The background is a solid blue color. It is decorated with a variety of small, scattered geometric shapes. These include circles, squares, triangles, and semi-circles in colors like orange, teal, and light green. There are also some white concentric circles and horizontal lines scattered throughout the design.

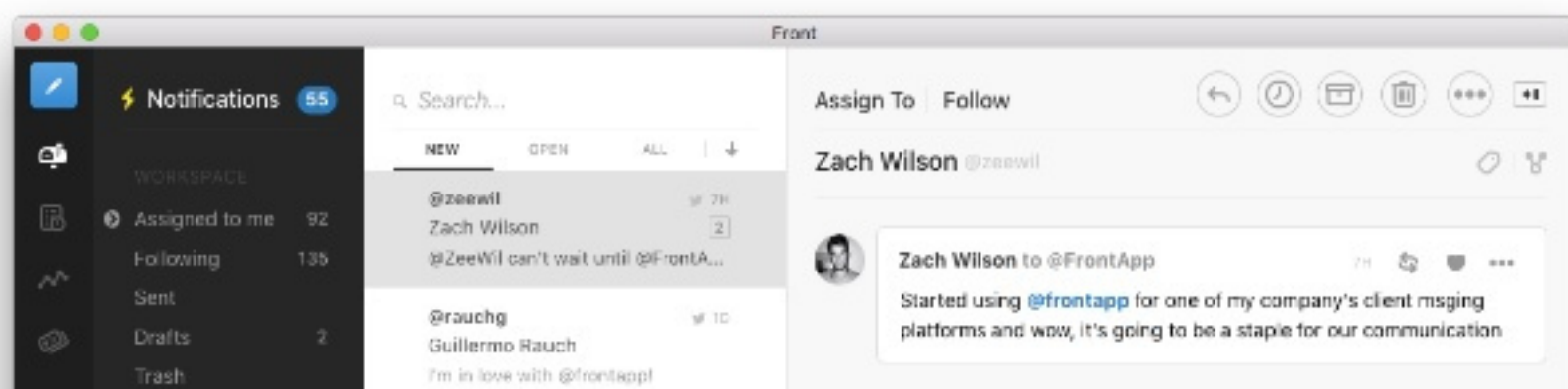
OUR FOCUS TO DATE

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

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'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

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
6/1/2014	101%	115%	109%	125%	135%	136%	137%	153%	168%	142%	124%	122%	122%	122%	107%	102%	101%	117%	117%	120%	120%	121%
7/1/2014	120%	124%	128%	132%	131%	145%	131%	143%	149%	157%	160%	162%	159%	185%	196%	198%	198%	165%	175%	174%	175%	
8/1/2014	174%	209%	240%	240%	213%	225%	228%	238%	207%	201%	197%	89%	84%	88%	91%	88%	85%	88%	91%	91%		
9/1/2014	115%	116%	120%	114%	123%	124%	125%	126%	126%	138%	133%	134%	151%	161%	162%	195%	182%	187%	194%			
10/1/2014	106%	57%	54%	53%	53%	59%	58%	57%	61%	63%	56%	63%	63%	65%	68%	65%	69%	66%				
11/1/2014	106%	117%	114%	119%	119%	126%	133%	149%	164%	168%	164%	165%	190%	196%	200%	199%	206%					
12/1/2014	106%	111%	113%	106%	113%	118%	118%	121%	159%	156%	154%	153%	156%	174%	173%	179%						
1/1/2015	112%	116%	116%	114%	132%	146%	148%	146%	160%	174%	185%	200%	203%	193%	201%							
2/1/2015	113%	131%	138%	149%	167%	182%	179%	179%	173%	175%	186%	183%	169%	167%								
3/1/2015	111%	106%	110%	108%	109%	113%	118%	124%	109%	108%	112%	122%	134%									
4/1/2015	119%	130%	143%	158%	149%	147%	142%	150%	154%	158%	171%	170%										
5/1/2015	111%	114%	121%	127%	131%	137%	158%	165%	177%	173%	190%											
6/1/2015	111%	111%	111%	112%	114%	119%	121%	126%	133%	133%												
7/1/2015	116%	125%	128%	132%	137%	134%	134%	164%	167%													
8/1/2015	113%	119%	122%	126%	128%	127%	129%	136%														
9/1/2015	127%	132%	132%	133%	142%	144%	145%															
10/1/2015	111%	121%	116%	112%	106%	85%																
11/1/2015	115%	108%	101%	103%	111%																	
12/1/2015	110%	128%	131%	128%																		
1/1/2016	112%	186%	207%																			
2/1/2016	119%	141%																				
3/1/2016	109%																					

Big customer shut down

Stripe error

150% annual expansion: the "land & expand" strategy works.

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

The background is a solid dark blue color. It is decorated with various small, colorful geometric shapes scattered across the surface. These shapes include small squares, circles, triangles, and semi-circles in shades of teal, orange, and light green. Some of these shapes are accompanied by concentric circles or horizontal lines, creating a pattern reminiscent of confetti or a starry night sky.

RAISING \$10M SERIES A TO ACCELERATE GROWTH

THE RIGHT MIX OF PASSION AND EXPERIENCE



Mathilde Collin

CEO, co-founder



Laurent Perrin

CTO, co-founder



Cailen D'Sa

Head of Sales

1st sales @ **box**nd 

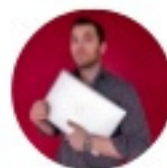


Greg Walder

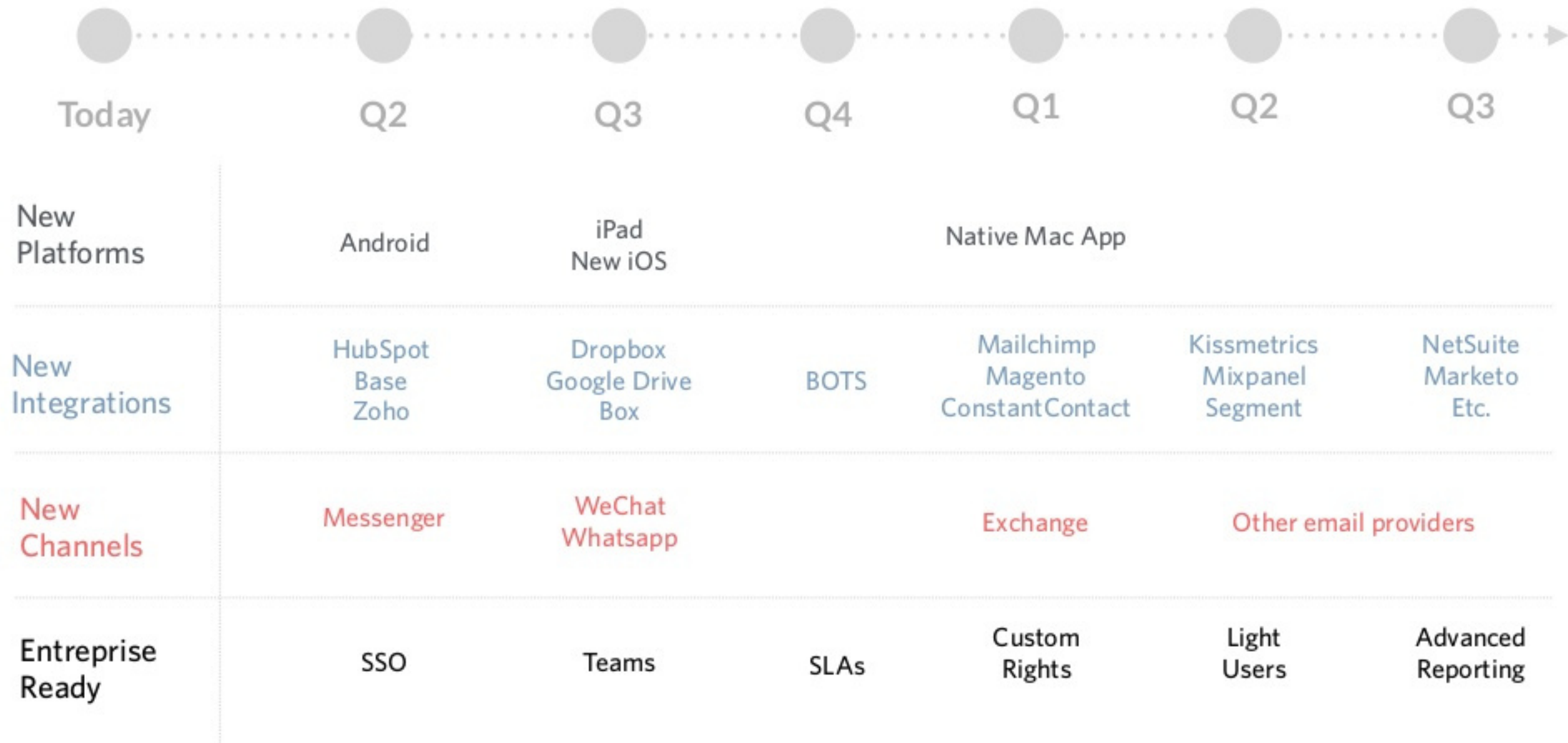
Head of Customer Success

Former head of upsells @ 

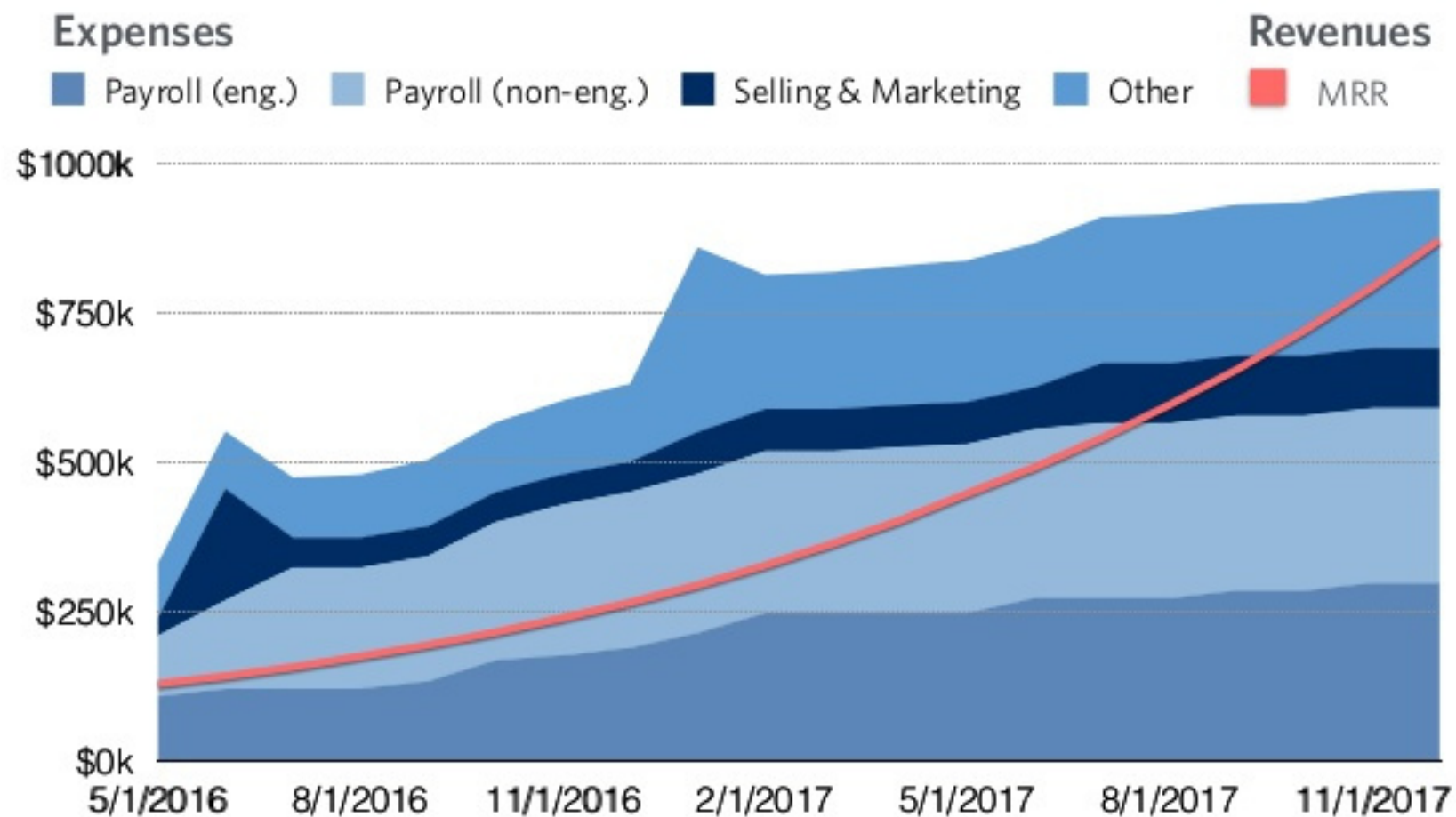
Unfair access to pool of excellent French engineers



THE PRODUCT ROADMAP IS CLEAR



PROJECTIONS



	2016	2017
ARR	\$3m	\$10m
Headcount	39	53

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

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.**

The background is a solid blue color. It is decorated with a variety of small, scattered geometric shapes. These include circles, squares, triangles, and semi-circles in colors like orange, teal, and light green. There are also some white concentric circles and horizontal line patterns. The word "THANKS" is centered in the middle of the image in a large, white, bold, sans-serif font.

THANKS