



MATTERMARK

organizing the world's business information



MATTERMARK

Organizing the world's
business information to answer
questions about the companies
you want to do business with



B2B search has 3 key data points:

250M+ companies

1,000s of markets

Billions of people



The problem:

There is no effective, reliable way for professionals to ask business questions and get credible intelligence supported by data.

- when you buy a CRM it comes empty
- everyone is re-collecting the same information
- everyone is re-creating the same spreadsheets
- 99% of knowledge workers can't afford consultants
- PDFs, reports, etc. are not structured or searchable



what is the market size of saas

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SaaS Cloud Solutions - CDW.com

Ad www.cdw.com/Cloud ▾

End-to-End Consultation on Software as a Service Deployment at CDW.

[Application Management](#)

[Secure Your Cloud](#)

[Contact a Specialist](#)

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Gartner CRM Market Share Update: 41% Of CRM Systems ...

www.forbes.com/.../gartners-crm-market-share-update-shows-41-... ▾ [Forbes](#) ▾

May 6, 2014 - Gartner's latest CRM market share reports that the worldwide CRM market ... in 2013, with 41% of all systems sold in 2013 being SaaS-based.

State of SaaS 2014 and its Challenges - Compass

blog.startupcompass.co/2014-saas-market-outlook ▾

Mar 11, 2014 - Gartner forecasts the SaaS market will grow at 20% through at least ... also measures a push for profitability over growth, often limiting size.

SaaS predictions for 2014 | PCWorld

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About 65,600,000 results (0.45 seconds)

[The Series A Round Is The New Series B Round | TechCru...](#)

techcrunch.com/2013/.../the-series-a-round-is-the-new-series... ▾ TechCrunch ▾

Jun 18, 2013 - The Series A Round Is The New Series B Round ... In my short two-year tenure as a full-time investor, I've seen this Posted Jun 18, 2013 ...

[Bridge Rounds vs Series A Rounds - Tech Cocktail](#)

tech.co/bridge-rounds-vs-series-rounds-2013-09 ▾ Tech Cocktail ▾

Sep 16, 2013 - Sep 16, 2013 - Danny Boice for the National Edition ... of funding that comes between your seed round and your full-blown Series A round.

[The 10 Largest Super-Sized Series A Rounds Hauled in ...](#)

www.cbinsights.com/blog/series-a-venture-capitalmega-deals-2013/ ▾

Mar 11, 2014 - Super-sized Series A transactions jumped over 200% since 2009. In 2013, already acquired AirWatch led the list of super-sized Series As ...

[Behind the Series B Crunch: Profligate Entrepreneurs or ...](#)

www.inc.com/.../the-series-b-crunch-and-seemingly-high-burn-rates.... ▾ Inc. ▾



startups growing headcount 20% month over month



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SaaS Metrics 2.0 - A Guide to Measuring and Improving ...

www.forentrepreneurs.com/saas-metrics-2/ ▾

Jan 16, 2013 - The faster the business decides to **grow**, the worse the losses become. ... Notice in the example graph that the five customer per **month** model ... **Startups**, on the other hand, typically find that capital is expensive in the of leads and sales expense based **on headcount** but it's not perfect. matrixparty-20.

SaaS Metrics - A Guide to Measuring and Improving What ...

www.forentrepreneurs.com/saas-metrics/ ▾

Feb 17, 2010 - Detailed look at what management must focus **on** to drive SaaS success. ... **MRR** Monthly Recurring Revenue: In a SaaS business, one of the ... My own rule says that **startups** need to recover their cost of customer ... **Growth**: usually a critical success factor to gaining market leadership. matrixparty-20.

Google - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Google ▾ Wikipedia ▾

They incorporated Google as a privately held company **on** September 4, 1998. ... Rapid **growth** since incorporation has triggered a chain of products, ... around the world (as of 2007) and to process **over** one billion search requests and about 24 ... In May 2011, the



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Market Research today = Google + spreadsheet

Market Research of the future = data-driven answers,
delivered in a format professionals can use to **G.S.D.**



Who needs a B2B search engine?

every knowledge worker in the world will benefit from the most comprehensive source for answering business questions on demand

| | |
|-----------------------|---|
| First 6 Months | venture capitalists, angel investors, founders |
| Today | sales, marketing & business development professionals |
| Tomorrow | management consultants, analysts, researchers |
| Someday | investment bankers, executives, knowledge workers |

30,000 VC & Private Equity Professionals

568,000 Sales Managers & Professionals

**\$3 Billion revenue opp.
in existing verticals**

**PROSPECTING
& LEAD
QUALIFICATION**

\$125K MRR

377% CAGR



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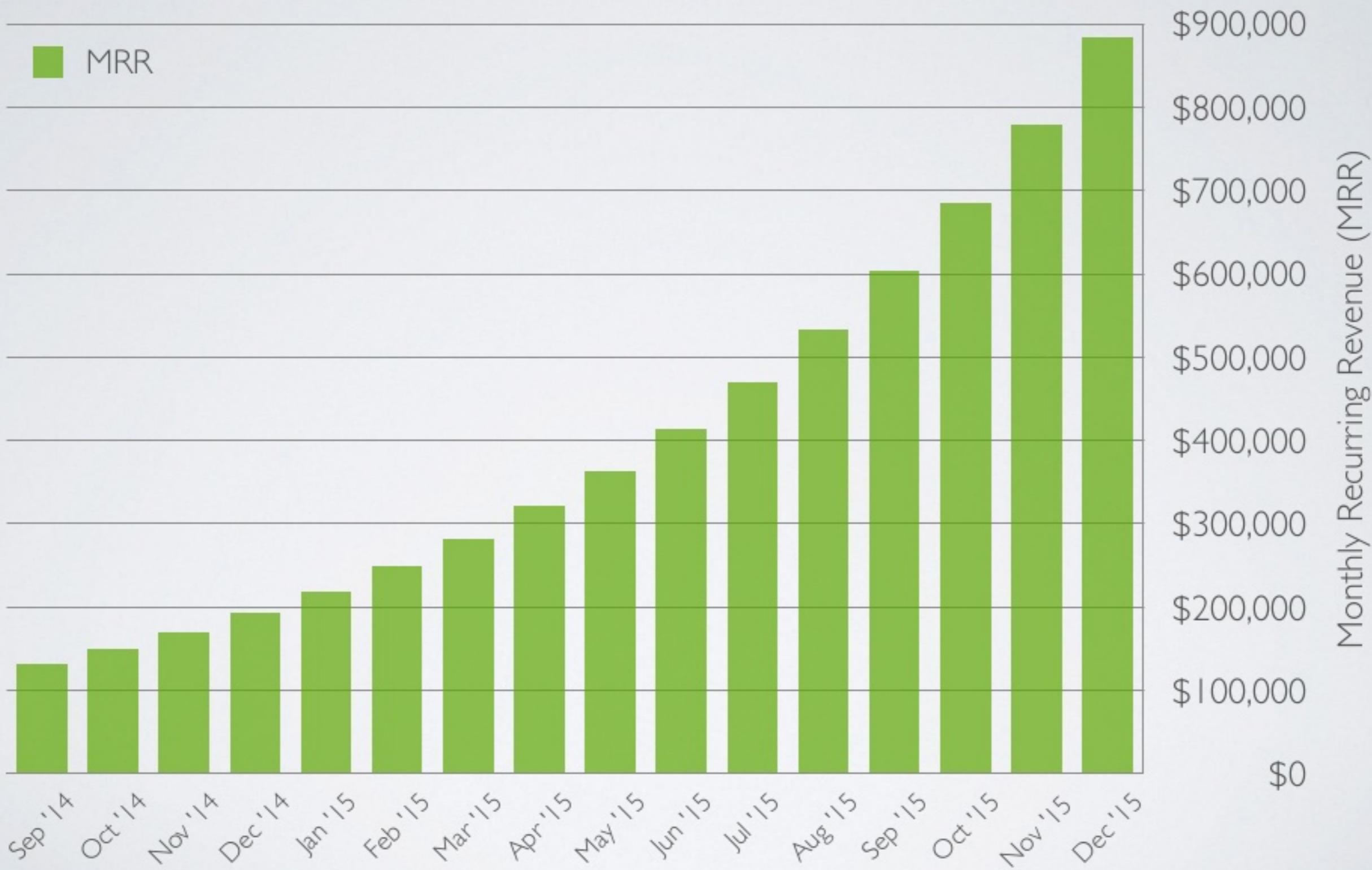


2015 GOAL: \$10M ARR



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13.5% MRR GROWTH RATE

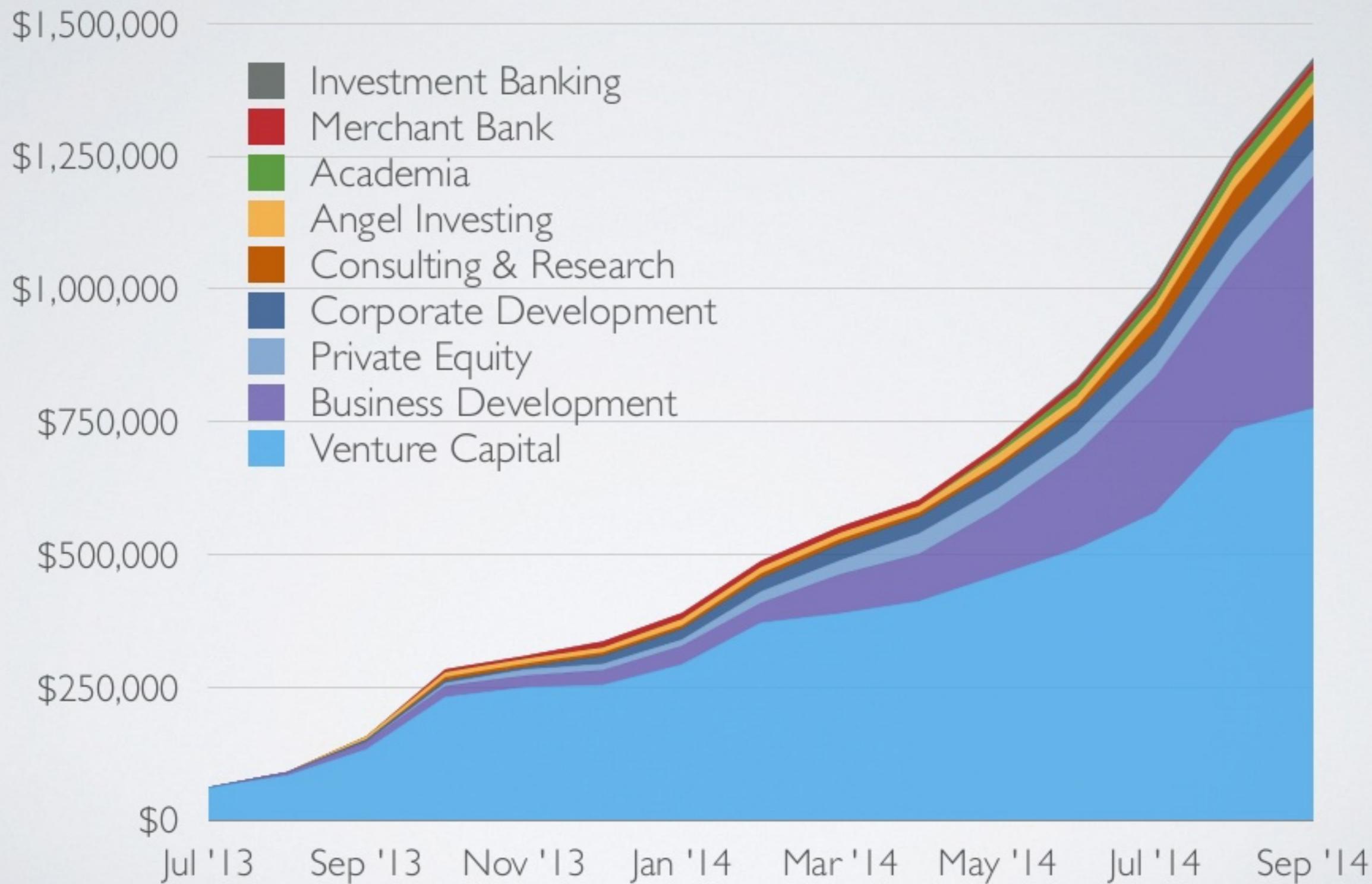


REVENUE BY USE CASE



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54% OF REVENUE COMES FROM VC CUSTOMERS

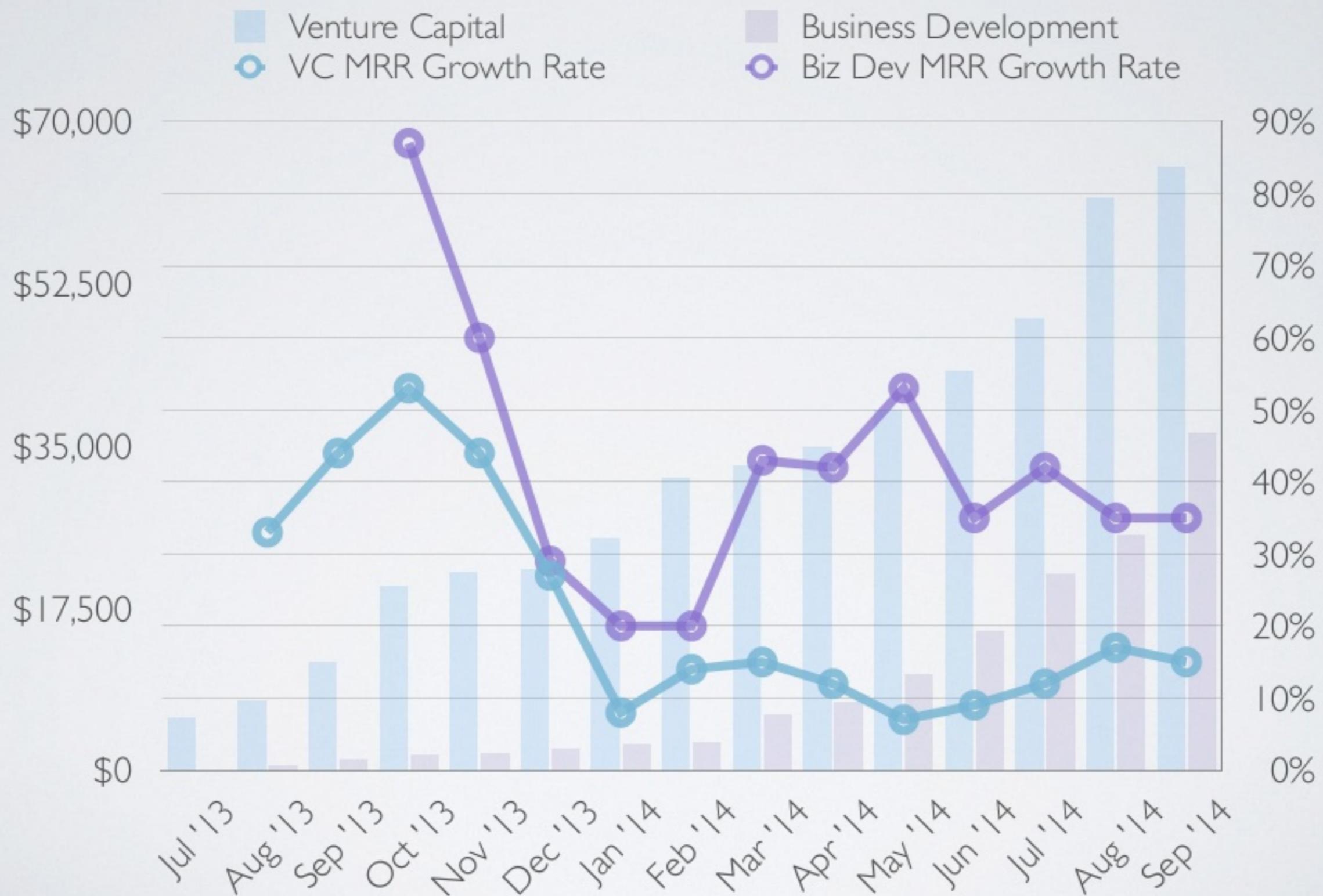


ARR GROWTH RATE



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BIZ DEV REVENUE IS GROWING 2-3X FASTER





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Core Questions to Answer

How do we optimize
our supply chain?

What new vertical
should we enter?

How do we optimize
via financial instruments?

**Who should we
do business with?**

Who do we need to
hire/acquire to build it?

What new product
should I build?

How do I return
value to
shareholders?



BUSINESS DEVELOPMENT

M&A
Recruiting
Customer
Partner
Investment
Competitors
Market Sizing
Pricing

MANAGEMENT CONSULTING

Suppliers
Manufacturers
Distributors

RESEARCH & DEVELOPMENT

New Product
Development
Process Improvement

WHO NEEDS IT

INVESTMENT BANKING

Equities
Bonds
Cash Equivalents
IPO
Dividend
Re-investment

a.k.a BUSINESS PEOPLE

BUSINESS
DEVELOPMENT

M&A
Recruiting

RESEARCH &
DEVELOPMENT

MANAGEMENT
CONSULTING

Competitors

Suppliers

Manufacturers

Partners

Equities
Bonds

Cash Equivalents

INVESTMENT

BANKING

IPO

Dividend

Re-investment

WHO
NEEDS IT?

500K+ COMPANIES

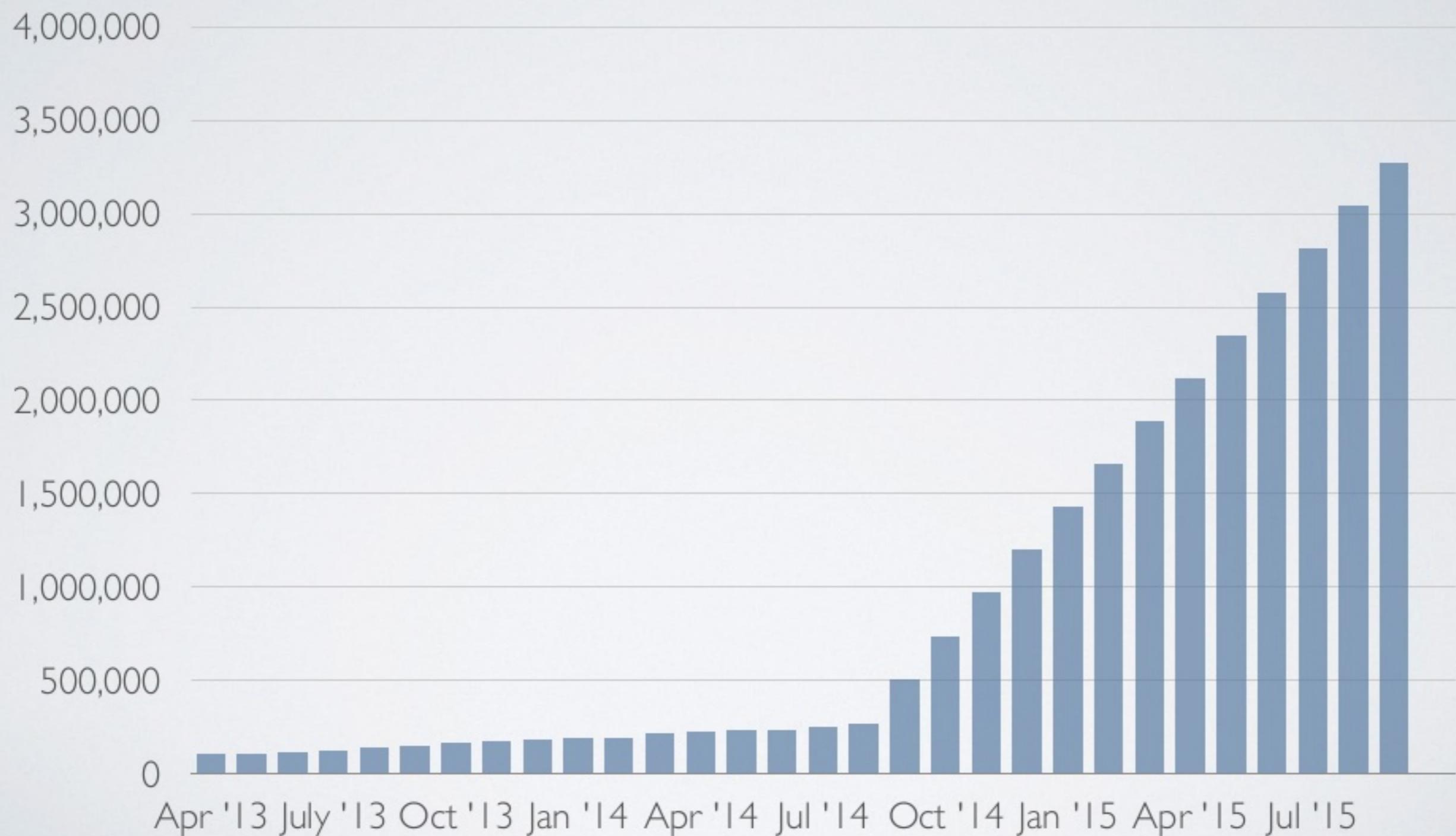
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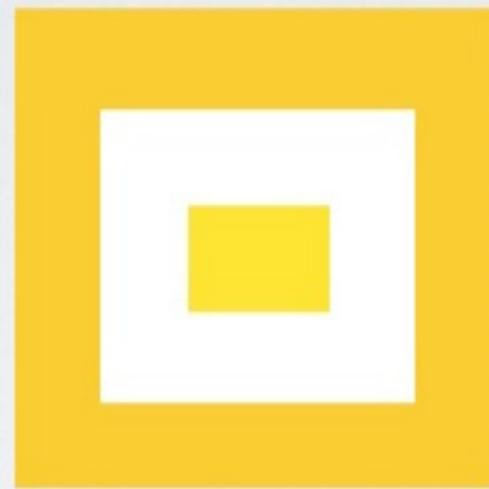


WE FOUND A WAY
TO GO FASTER

PACE: 3M COMPANIES

BY SEPTEMBER 2015





LEADERSHIP TEAM

DANIELLE MORRILL, CEO & COFOUNDER



Director of Marketing

First employee. Build and lead the marketing teams and acquired the first 100,000 customers.



Community Manager

Mobile location-based social checkin app started in the pre iPhone world. Among first 10 iPhone apps.



Business Process Analyst

Automated manually processes through software.

Reliant Consulting & Research

Financial Analyst

KEVIN MORRILL, CTO & COFOUNDER



Startup Founder & Software Engineer

Kevin cofounded health communications technology company Capito Life, cofounded Referly and worked as a software engineer for HelloSign.



Senior Program Manager, Sharepoint Lead Program Manager, Developer Division

Kevin joined Microsoft in 1999 as a high school intern. He worked with the company for 10 years as an engineer and program manager across Visual Studio, .NET and Office (Sharepoint).

ANDY SPARKS, COO & COFOUNDER



LaunchGram 

CEO & Cofounder

Lead creation of website for tracking release of movies, TV shows and video games. Acquired by Referly (nee Mattermark) in February 2012.

BRYAN TSAO, DIRECTOR OF PRODUCT



Director of Product Management

Joined Kabam pre-revenue and spent 6 years helping grow the company to a \$1 Billion+ valuation. Owned P&L and product strategy for a portfolio of games with eight figure annual bookings and managed a 70 person cross-functional team.

Design

Avi

DANIEL HAYTER, VP OF SALES



DOW JONES

Head of Institutional Sales, Americas

Spearheaded \$270 million business in corporate, financial, and private market products, overseeing P&L and reporting directly to CEO.

Bloomberg

Managing Director, Bloomberg Law Sales European Financial Markets Sales

Completed 2 of Bloomberg's largest deals, generating \$60m in revenue over 5 years

Sales Executives

Naveen

Ravi

Inside Sales

Taylor

Wade

Ray

Account Managers

Lisa

TBH

SARAH CATANZARO, DATA TEAM LEAD



Embedded Analyst, New York City government

implemented data integration and analytics solutions
enabling municipal agency investigations



Cyveillance

Cyber Intelligence Analyst

Center for Advanced Defense Studies

**Program Director, Multiparadigmatic
Approaches to National Security**

Data Scientists

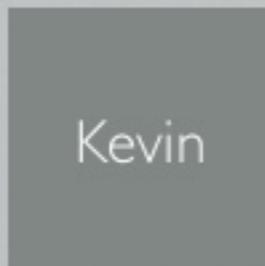


Clare

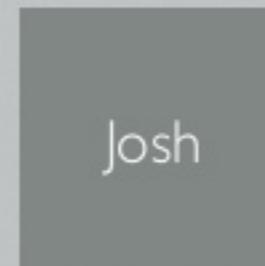


Samiur

Business Analysts

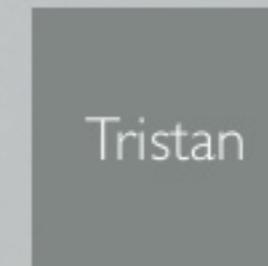


Kevin



Josh

Technical Analyst



Tristan



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companies in motion