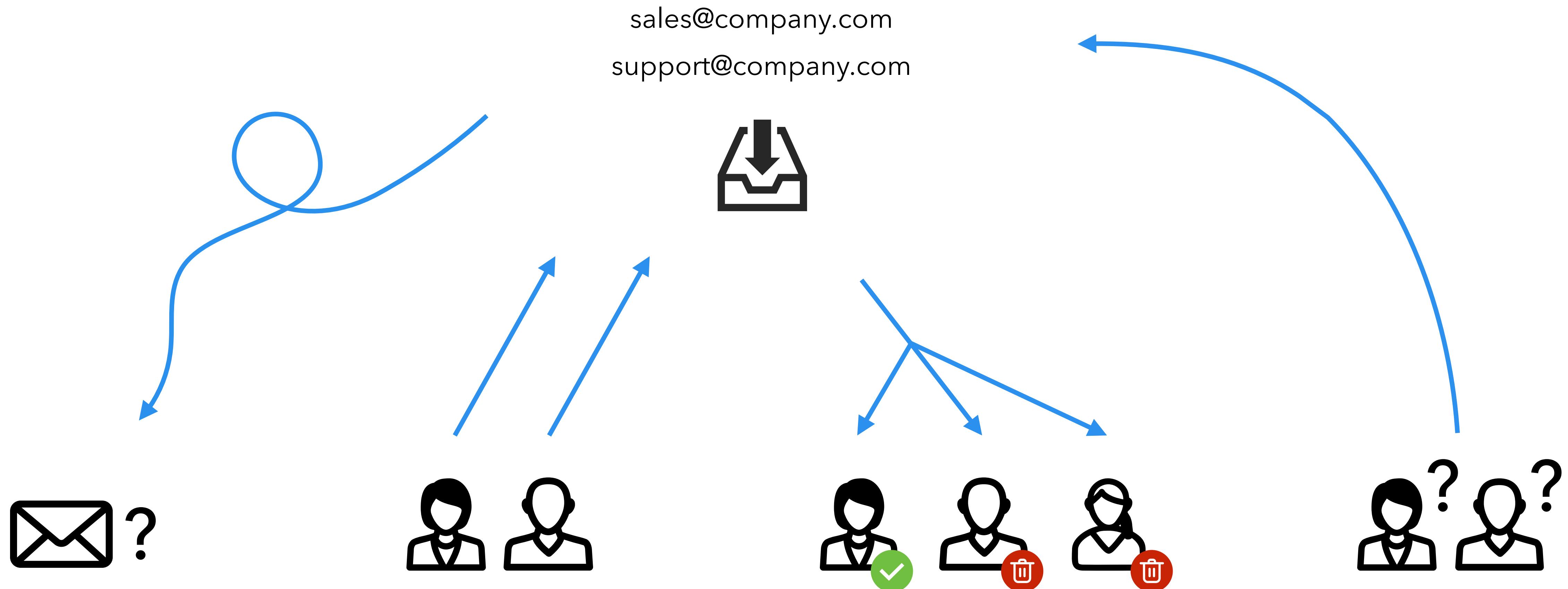




Email was never built for teams to collaborate

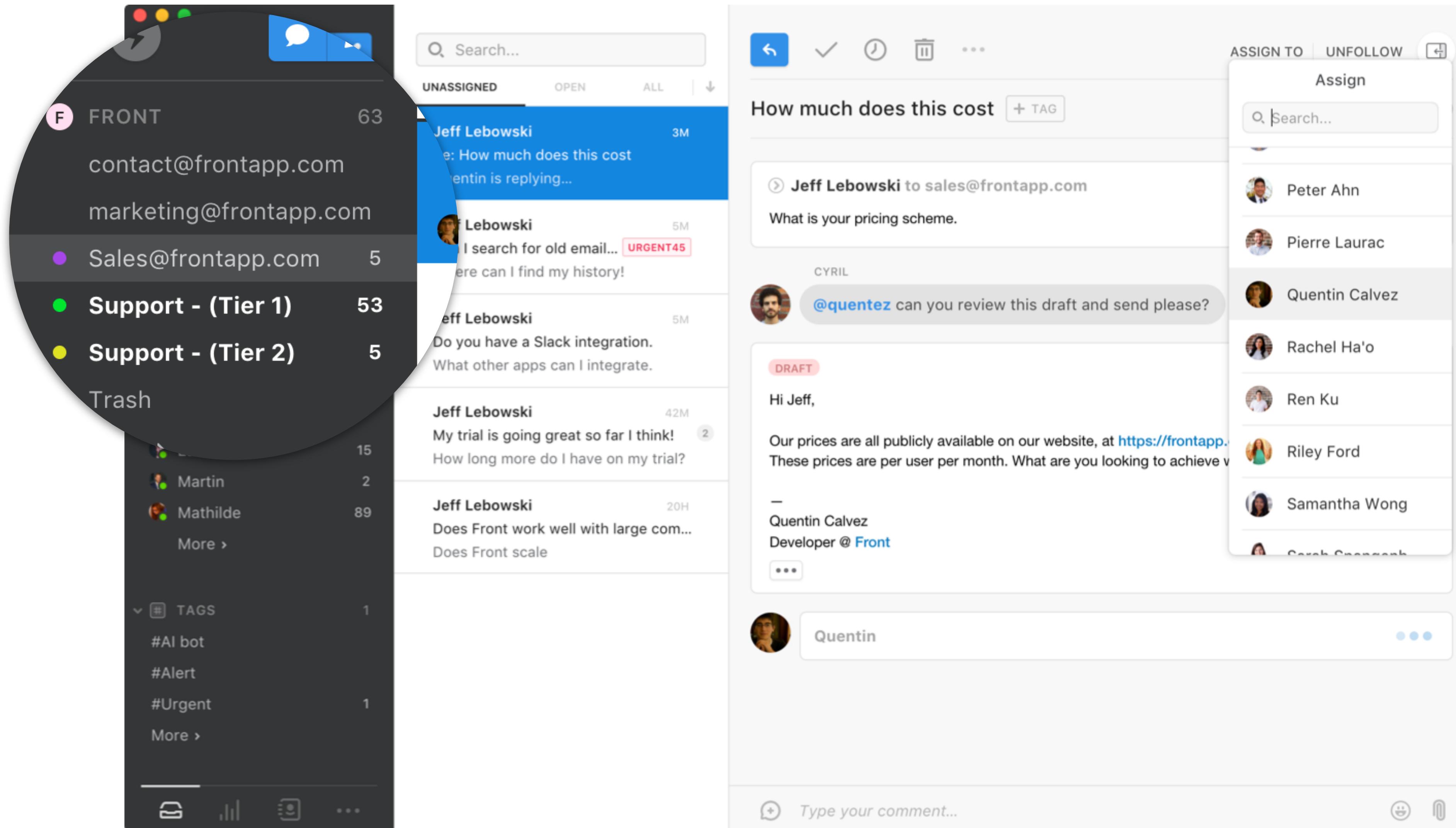


Productivity slowdown

Lost business

Bad customer experience

So we built the first shared email client



So we built the first shared email client

The image shows a screenshot of the Front shared email client interface, highlighting several key features:

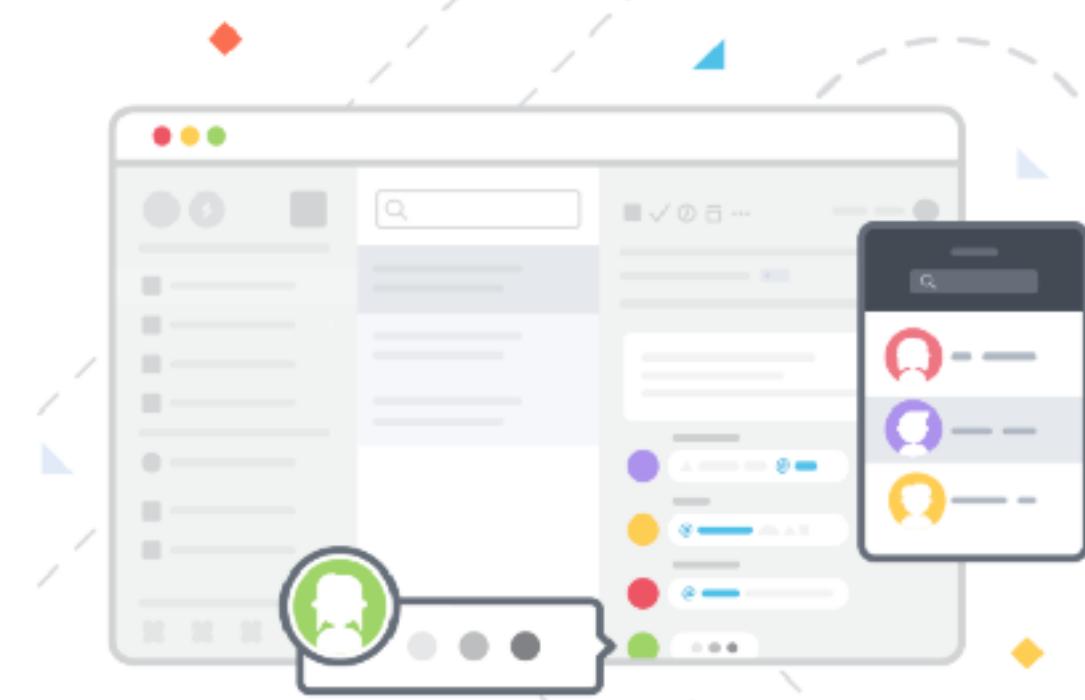
- Automated rules**: A yellow callout points to a rule card for a "Billing error" tag, which was added by a rule.
- Canned answers**: A yellow callout points to a sidebar containing pre-written responses for common customer inquiries.
- Reminders**: A yellow callout points to a snooze menu for a specific email thread.
- Share draft**: A blue callout points to a draft message being shared with others.
- Assign email**: A blue callout points to the "Assign To" feature in the top right corner of a message screen.
- Comment & mention**: A blue callout points to a message thread where a user is mentioned.
- Robust analytics**: A green callout points to a circular chart showing conversational trends over a week, with a value of 476 highlighted.

We rapidly broadened our value proposition

Multi-channel



Individual yet collaborative



Integrated



Shared Email

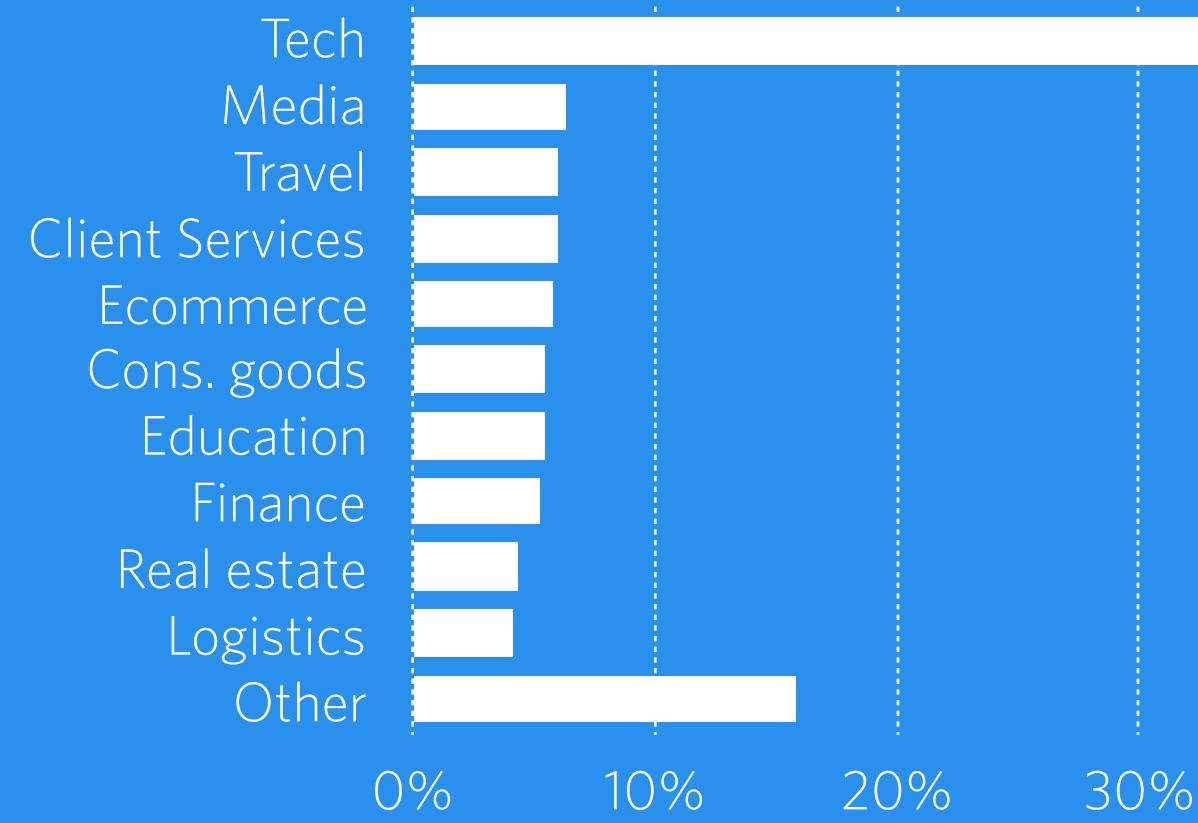


Collaborative Communication

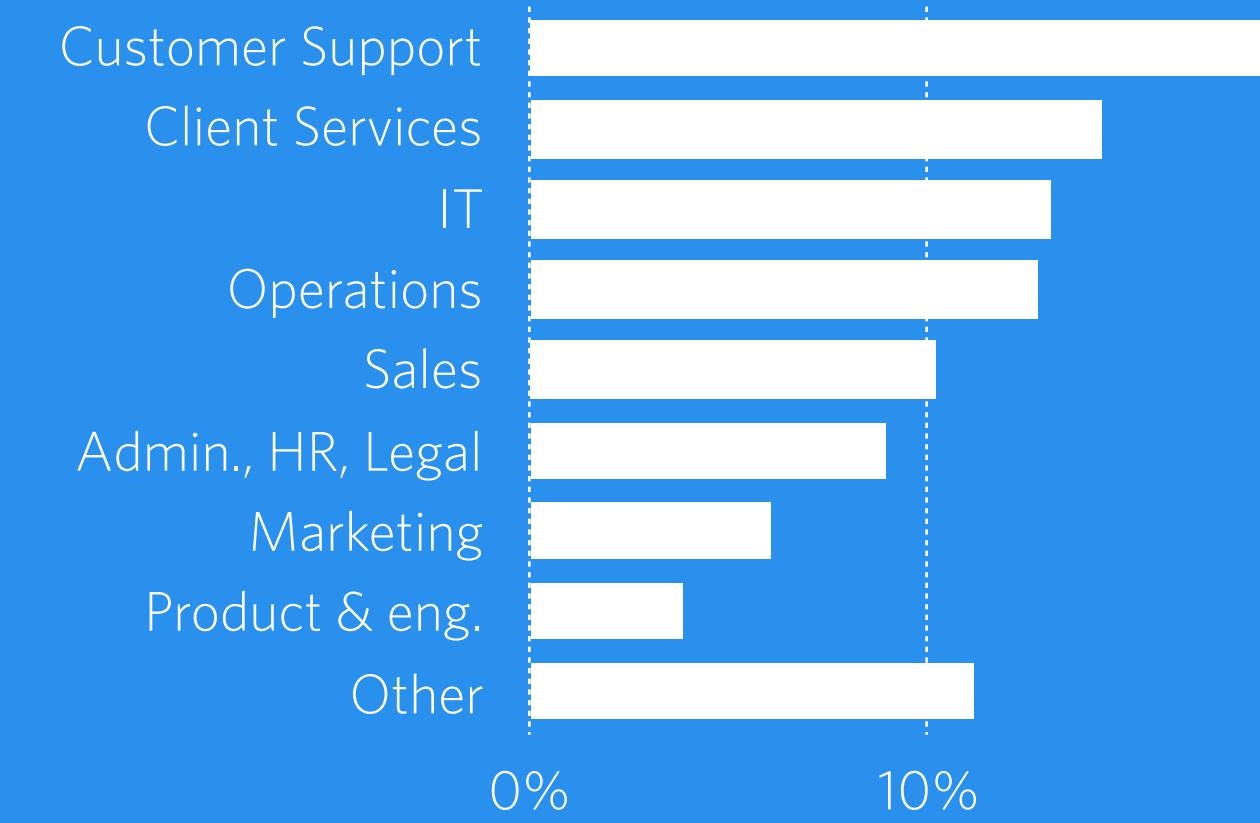
2300 companies use Front today



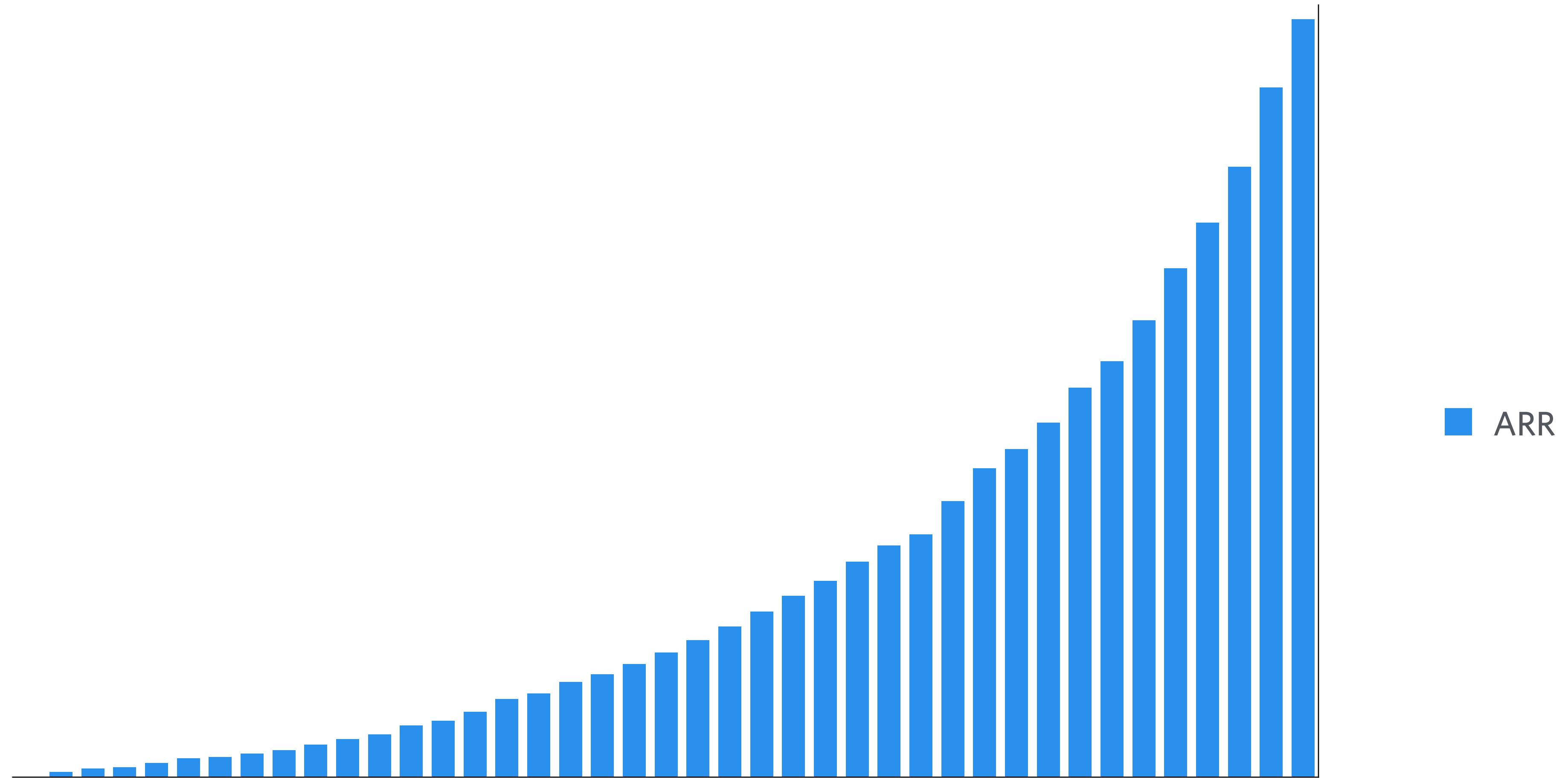
Diversity of industries



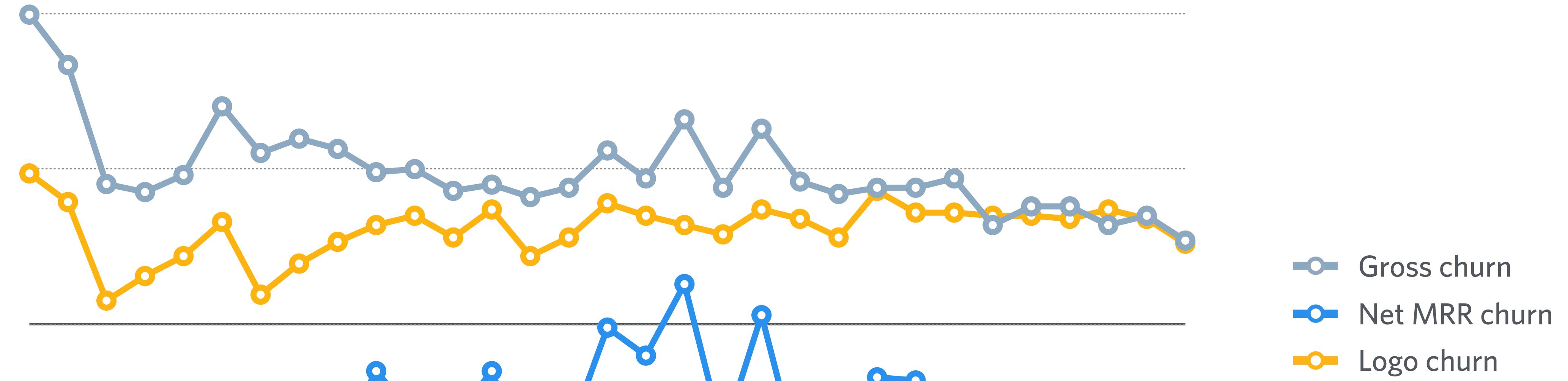
Diversity of use-cases



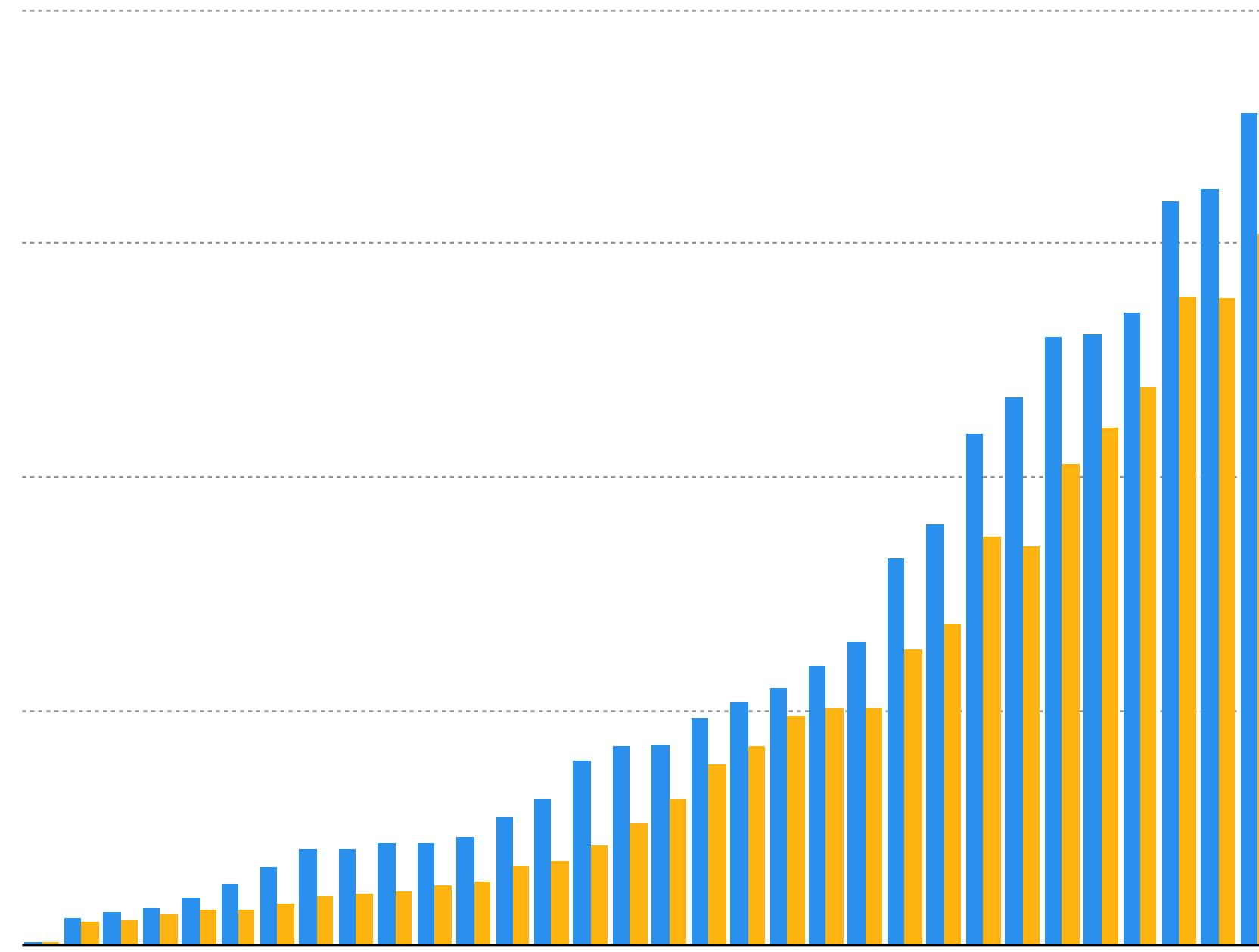
A very consistent growth of revenue



Churn keeps trending down...

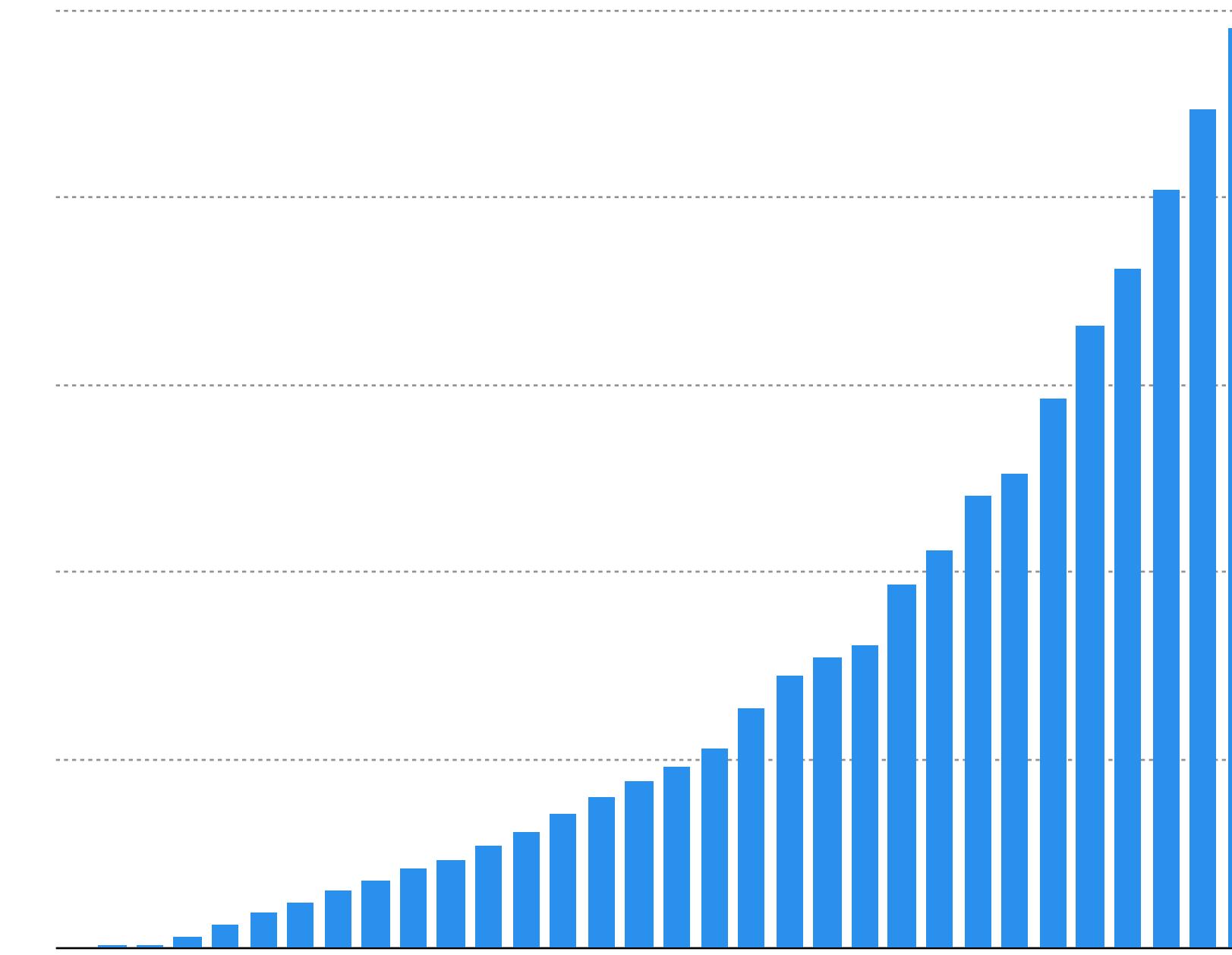


... while usage grows exponentially



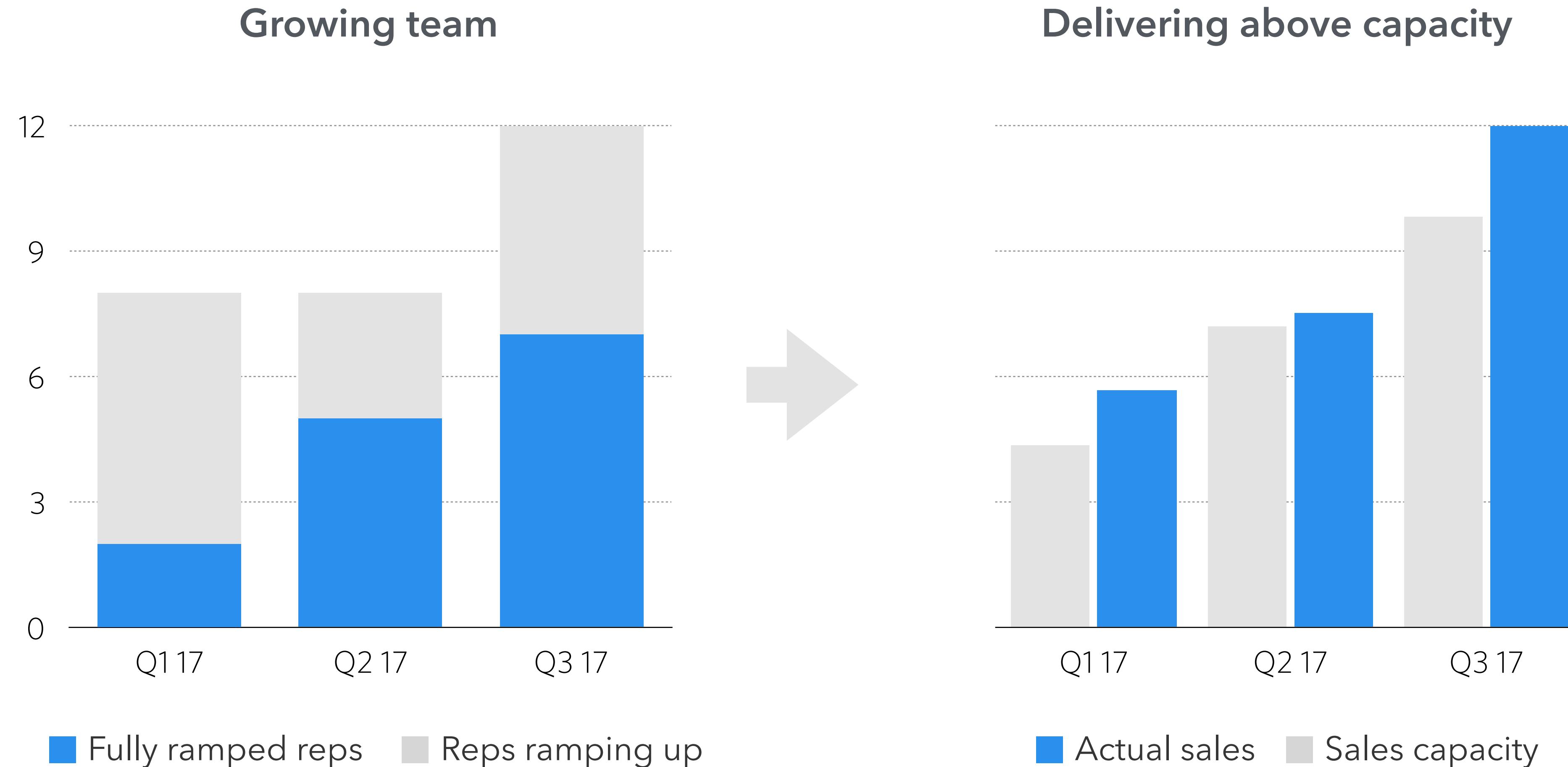
■ Messages sent

■ Comments & mentions



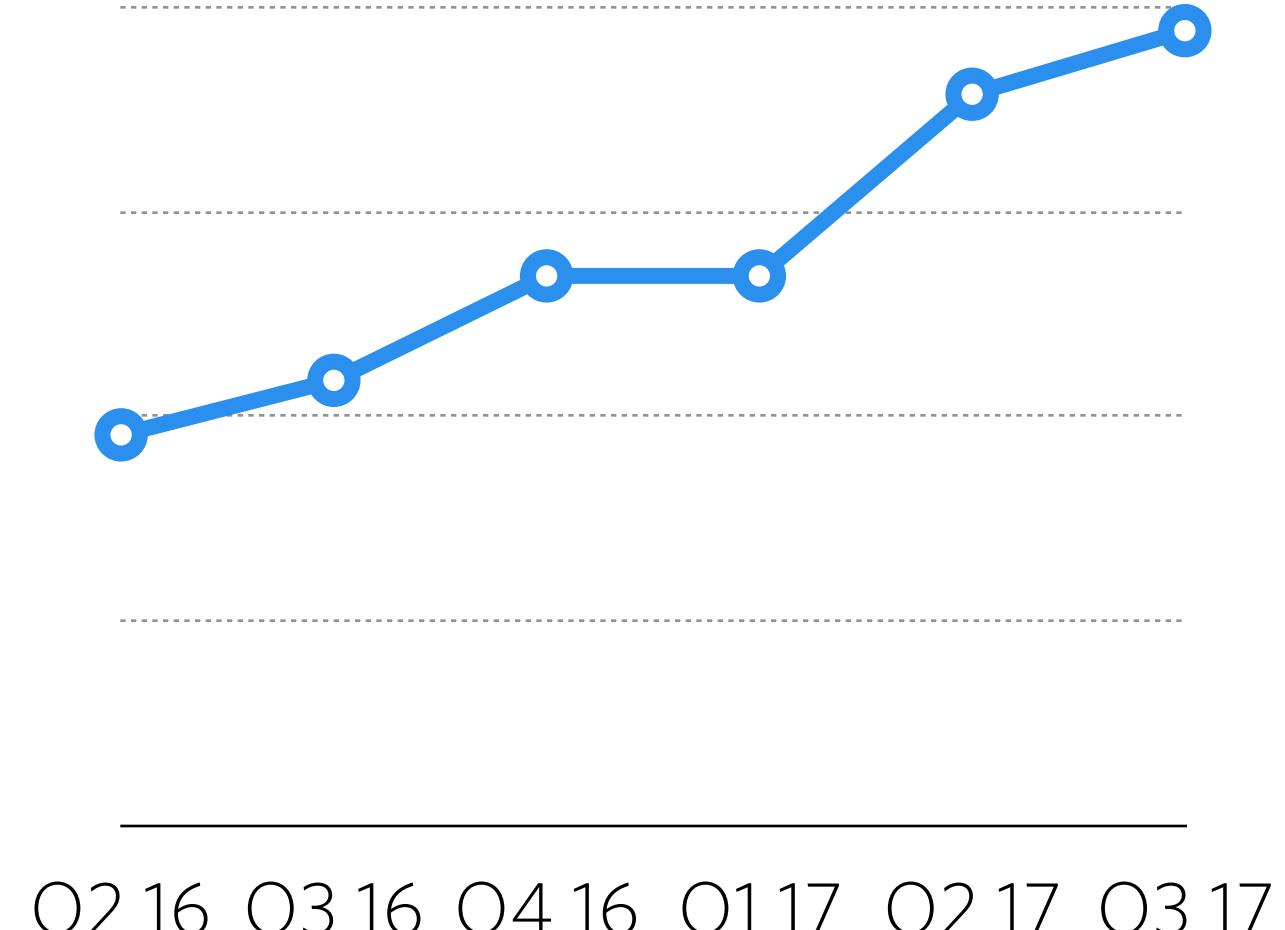
■ Individual email users

Building a predictable sales organization (1/2)

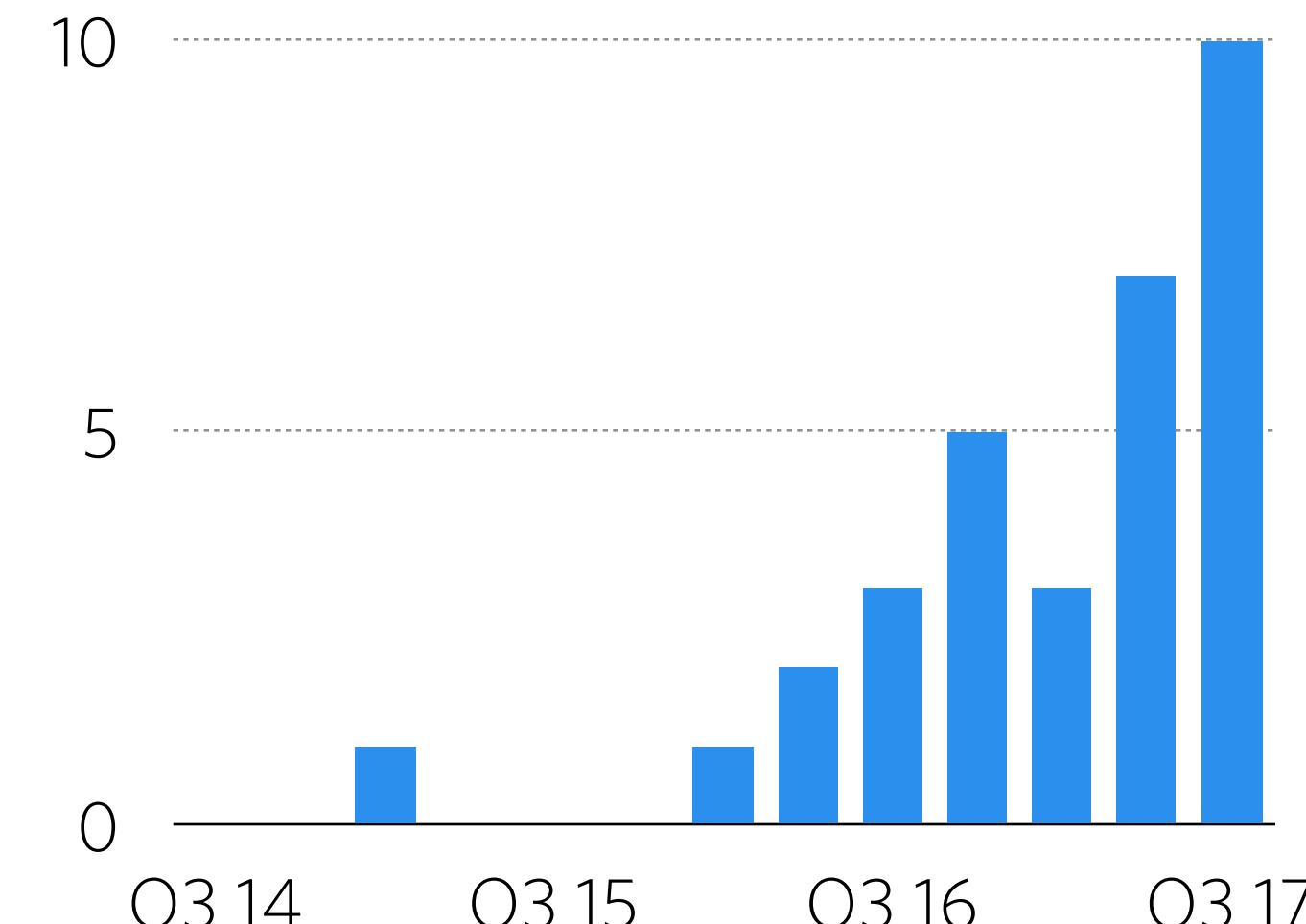


Building a predictable sales organization (2/2)

ASP up every quarter



More large deals



customer 1

Transportation

\$xx ARR

xx seats

customer 2

Operations Management

\$xx ARR

xx seats

customer 3

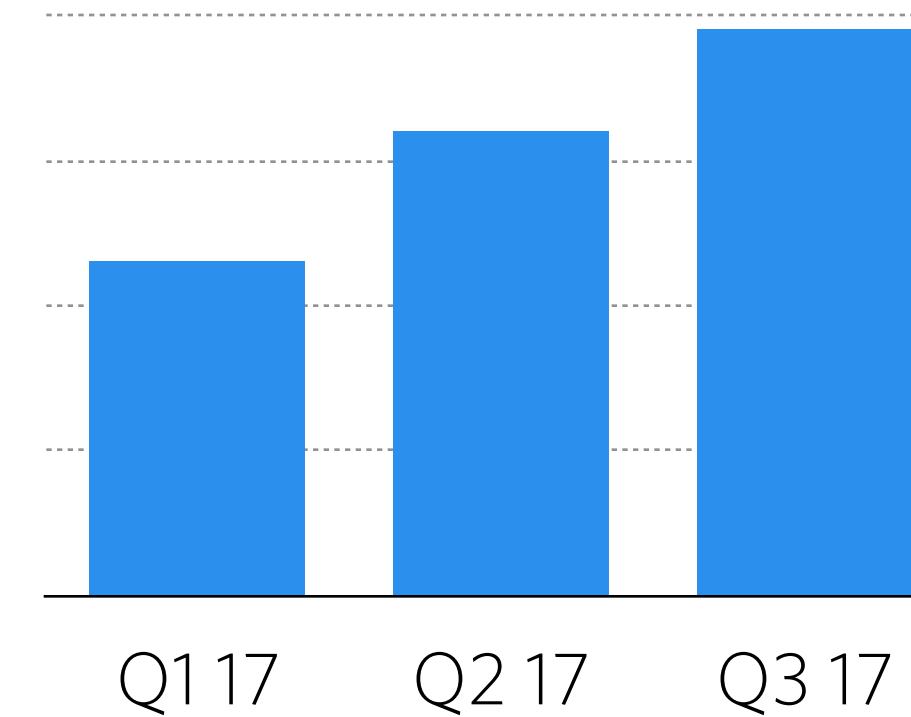
Online Retail

\$xx ARR

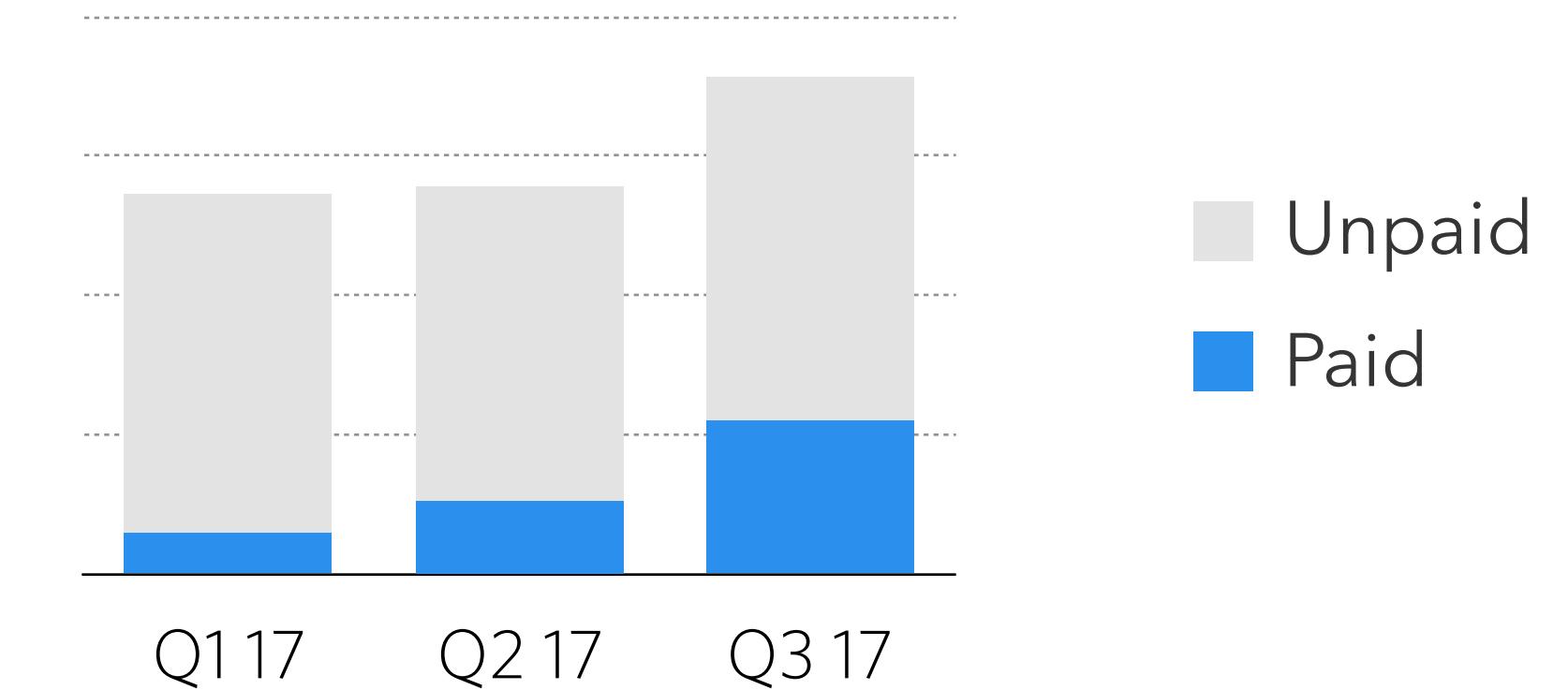
xx seats

Building a lead generation engine from scratch

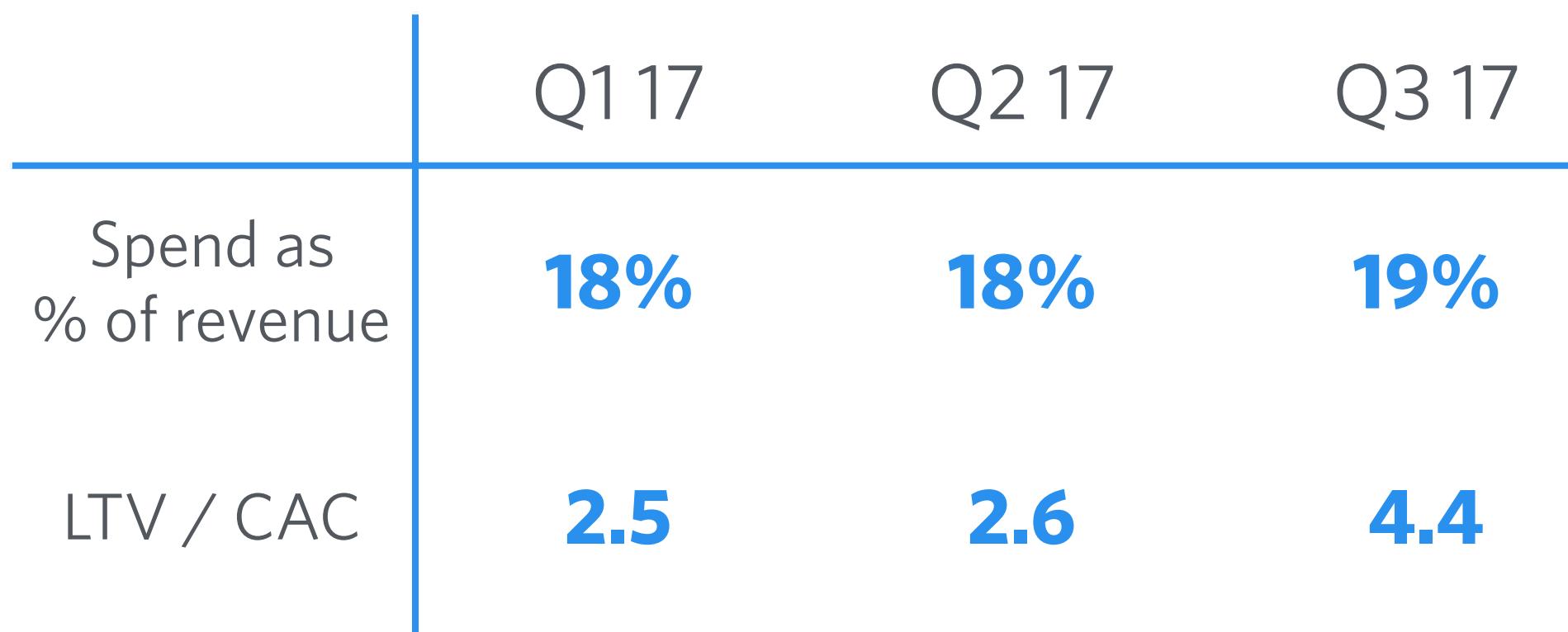
More marketing spend



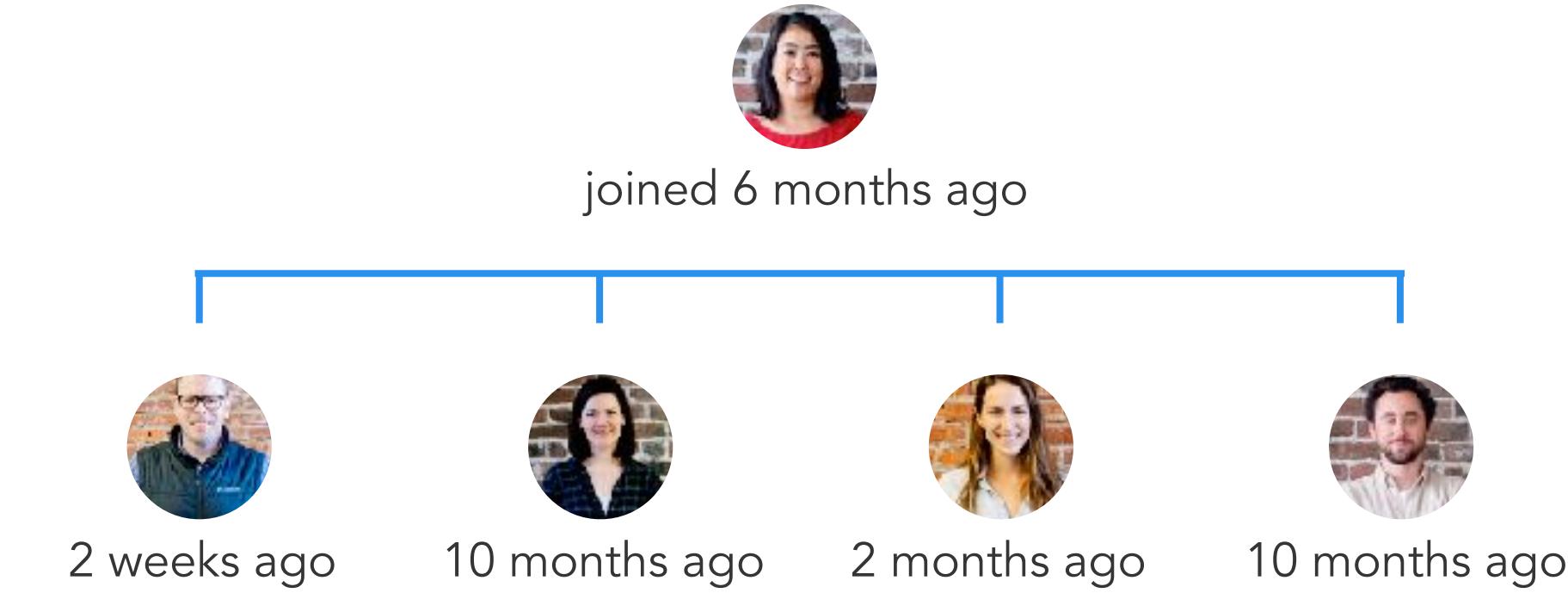
Lead growth



On a sustainable trajectory



The team isn't one year old

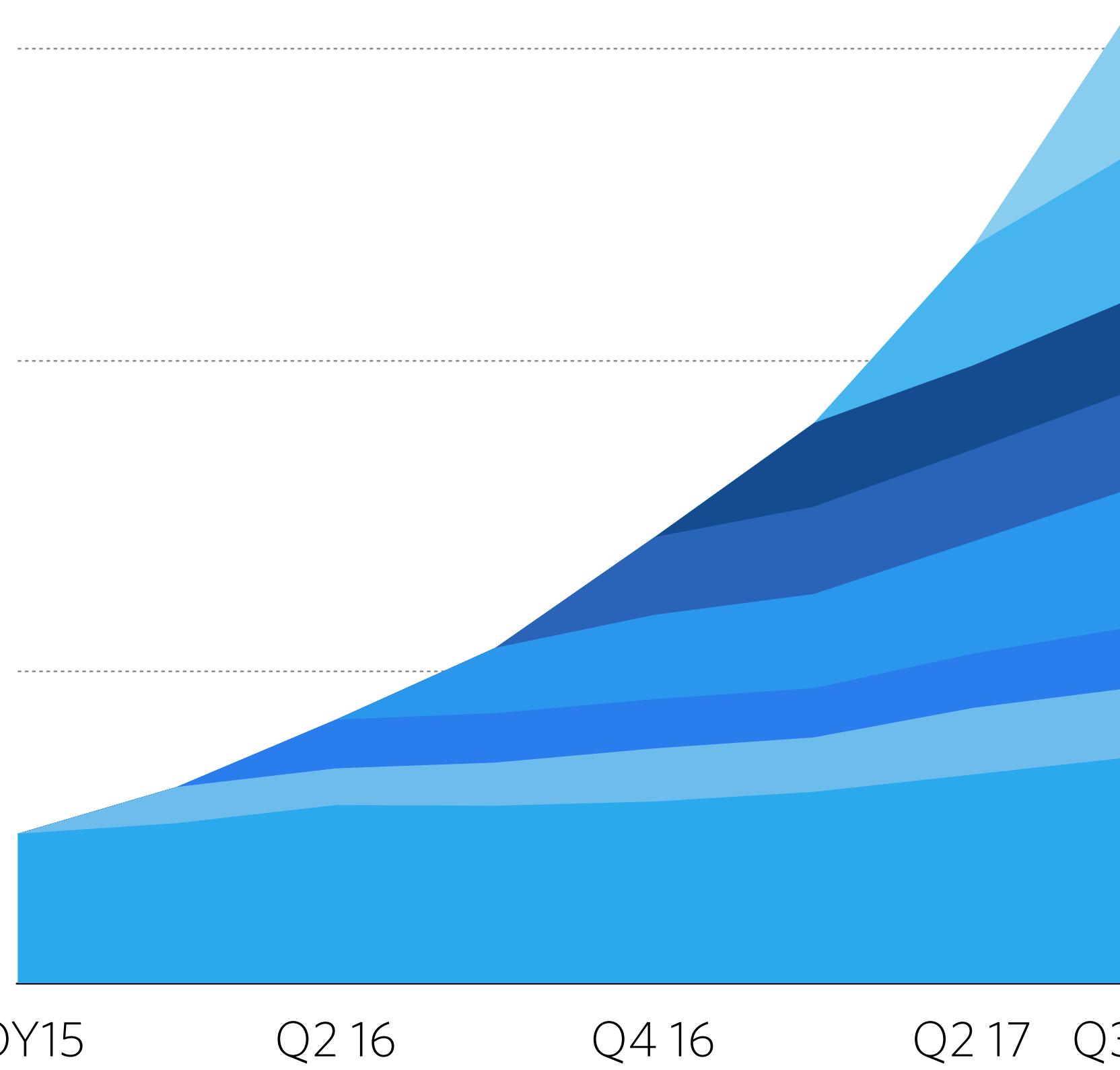


Cohorts keep growing across all metrics

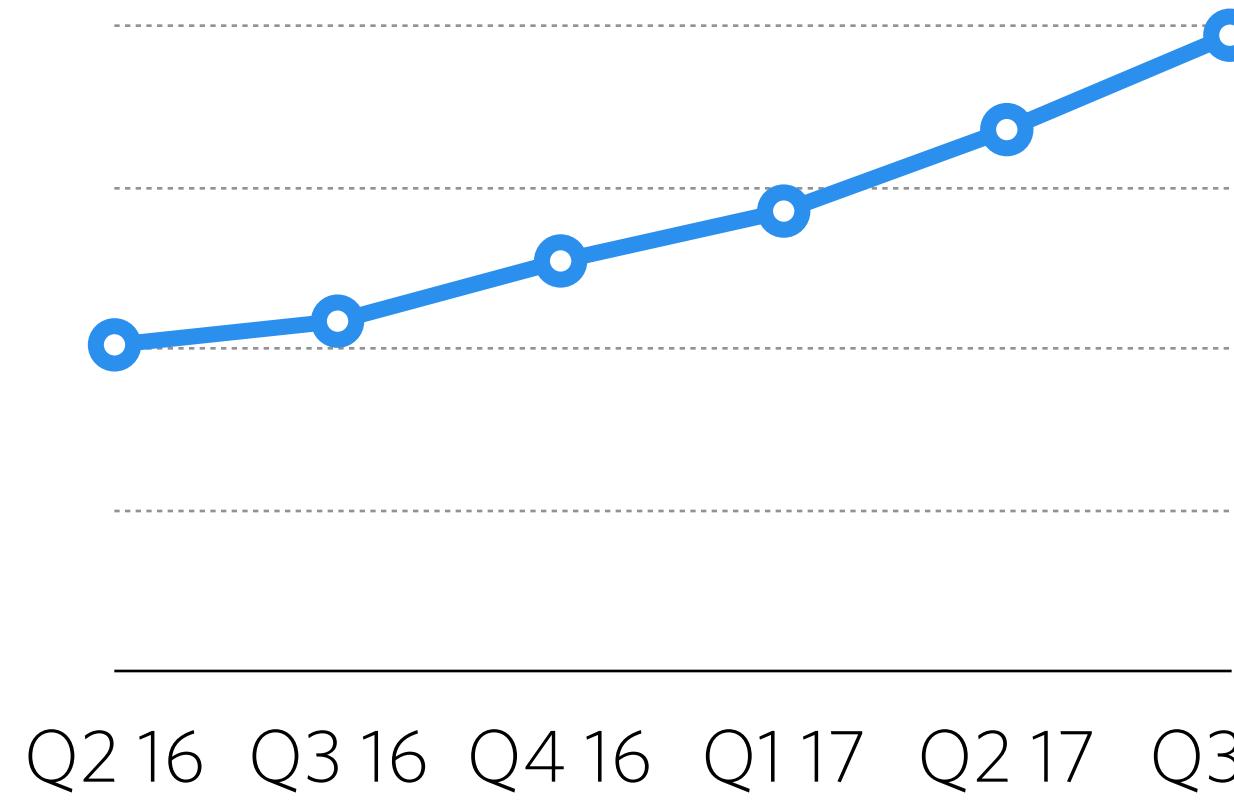
All cohorts keep growing

120% net retention rate at 6 months

150% net retention rate at 1 year



ACV doubled in 15 months



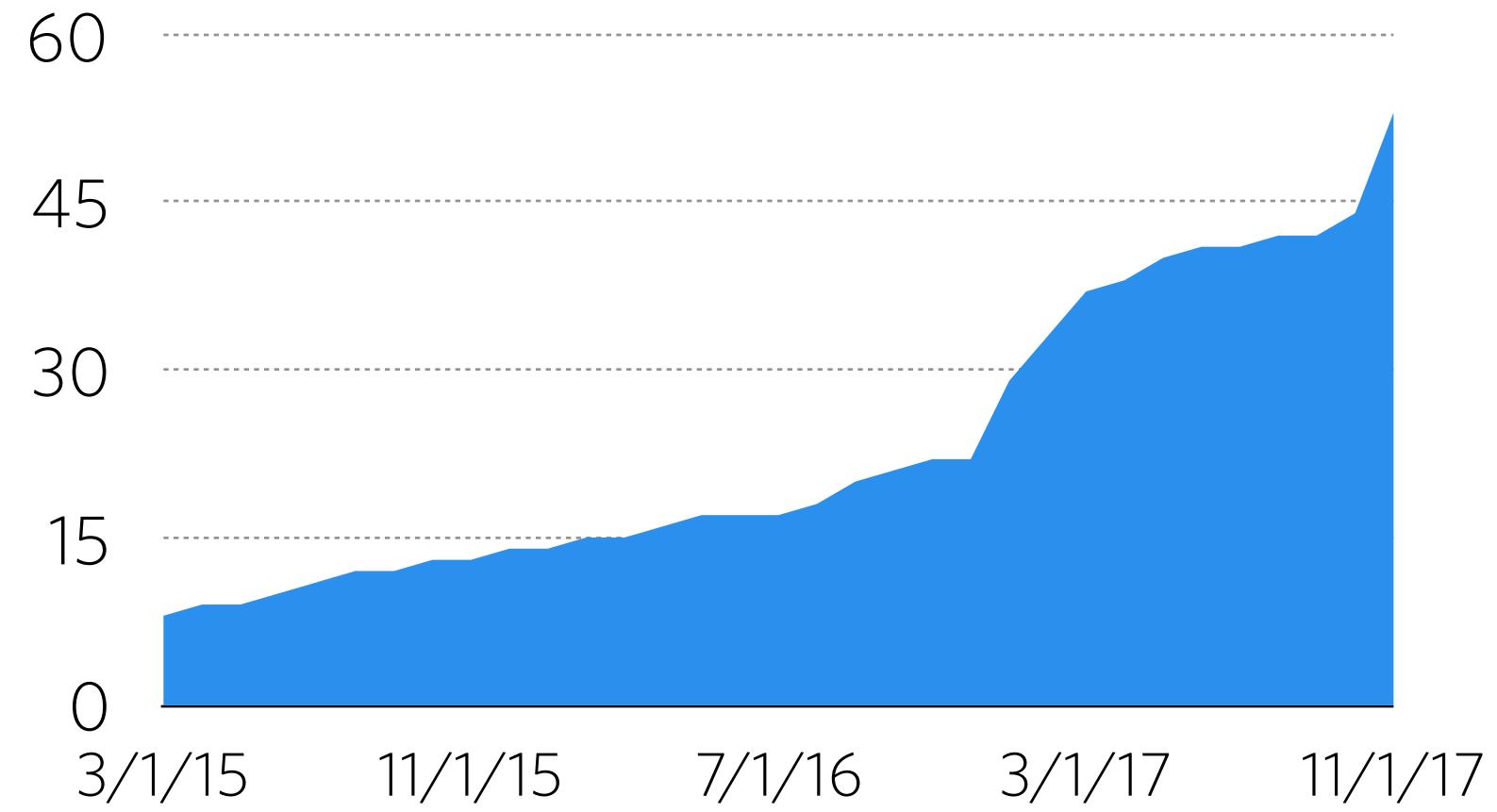
Usage intensifies over time

3.9x more messages sent per user after 1 year

4.9x more comments written per user after 1 year

Team growth is built upon solid foundations

Headcount evolution



Low attrition



voluntary departures among
employed for more than 3 months

Highest Glassdoor metrics

5.0



Recommend
to a friend

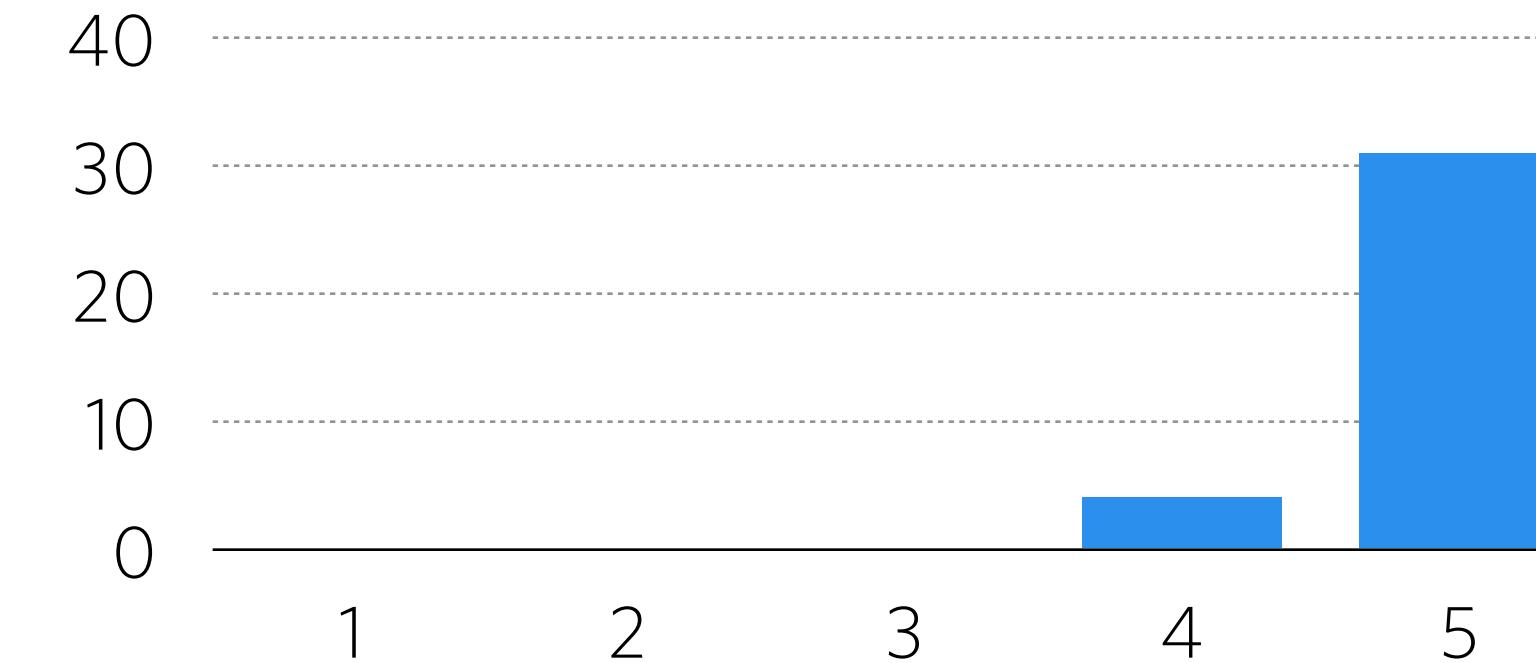


Approve
of CEO



Mathilde
Collin
17 Ratings

Last team offsite ratings



We have a track record of capital efficiency

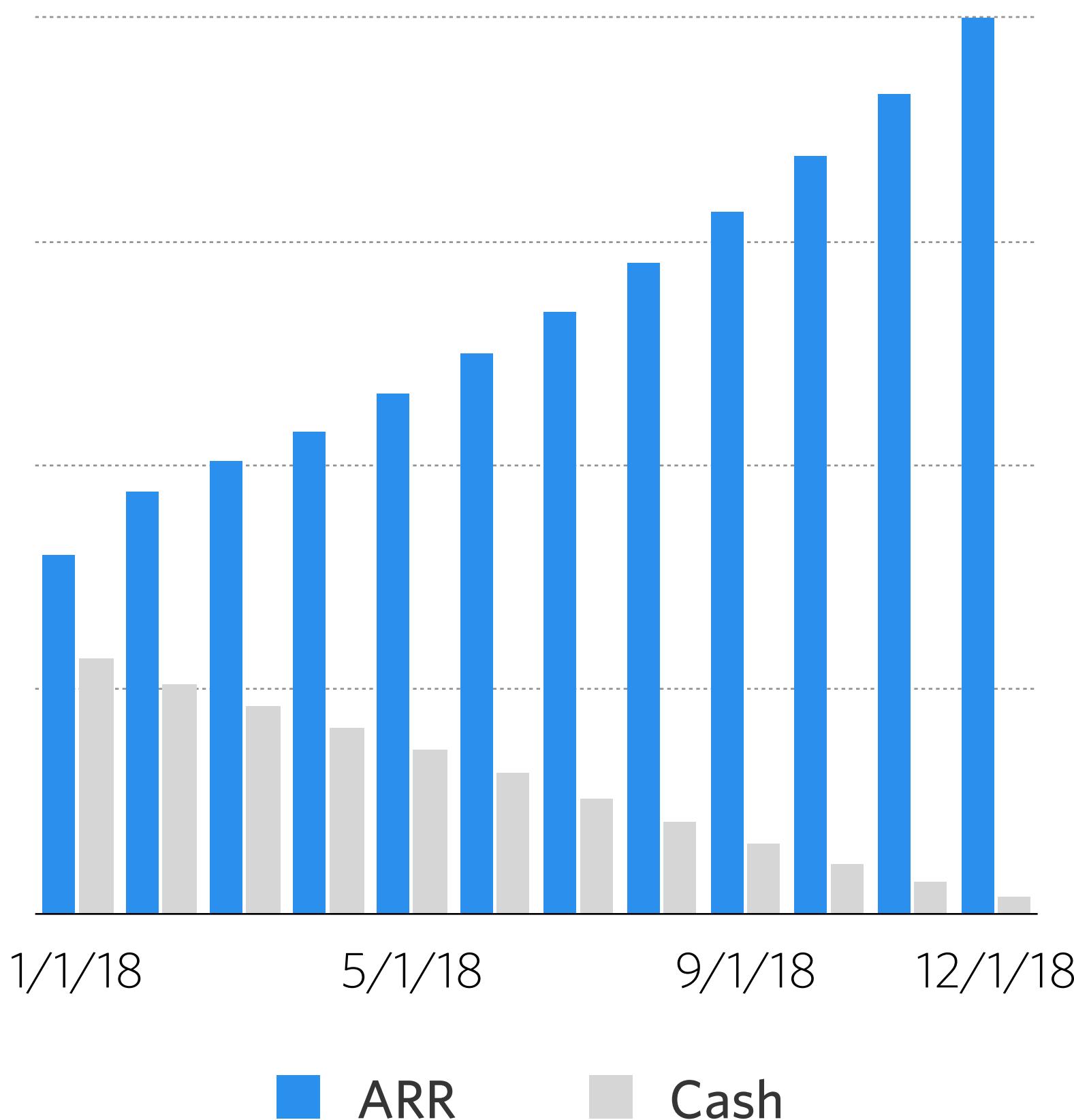
Seed to Series A		Series A to date
\$3.1m raised		\$10m raised
\$xx spent		\$xx spent
\$xx ARR added		\$xx ARR added
Cash on hand	Runway *	"Default alive" †
\$7m left	18 months	Profitable in 10 months

* assuming current spend and 0% growth

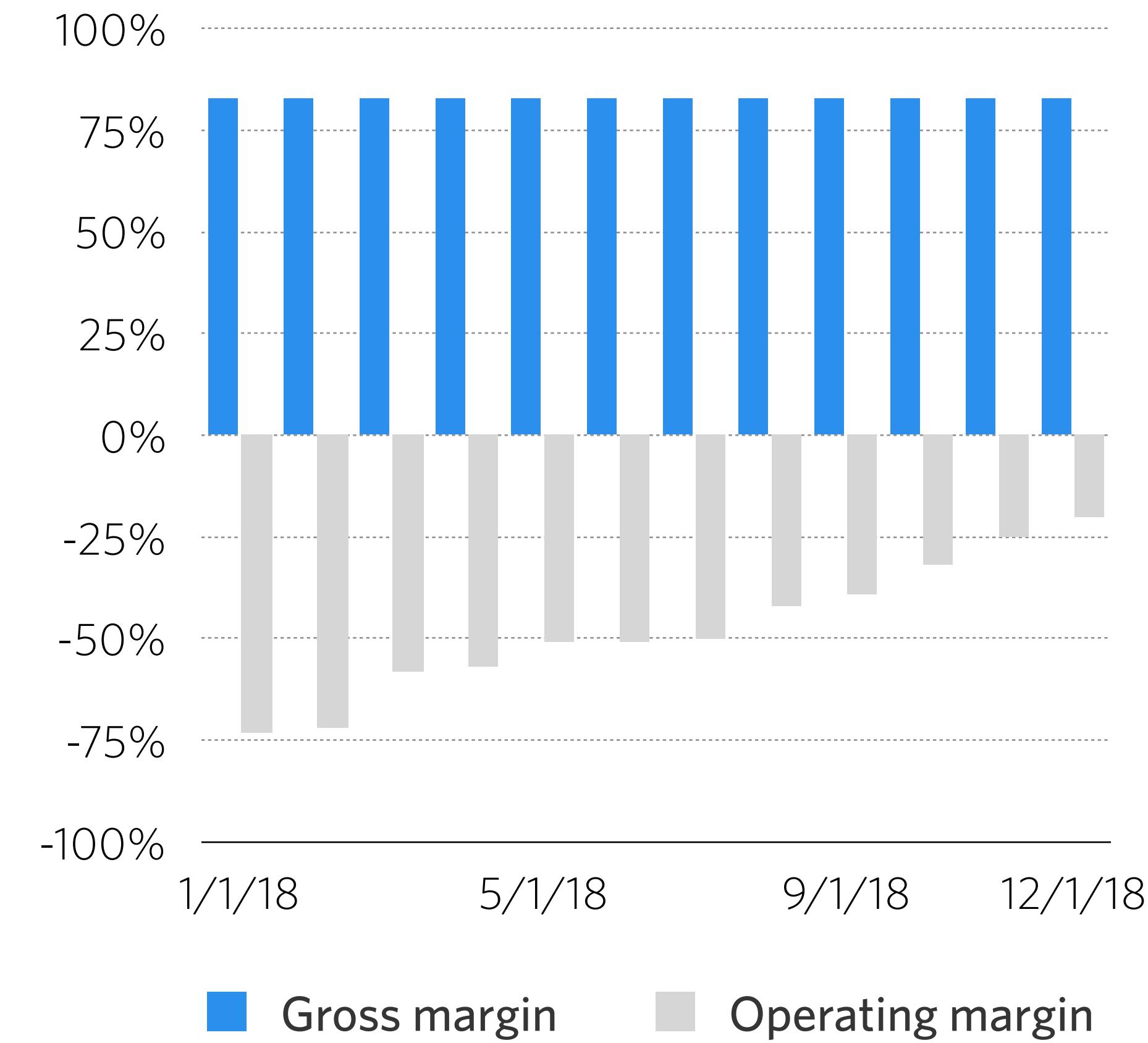
† assuming no hiring and 5% monthly growth

As a business, we are in a great position

Aiming for \$xx ARR by end of 2018



Positive operating margin by end of 2019



Where do we go from there?

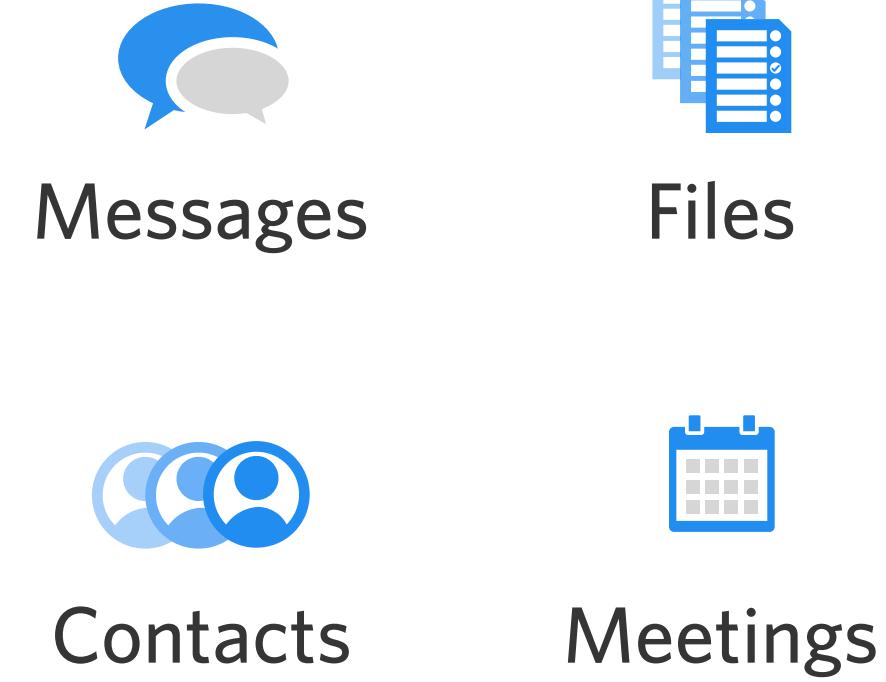
As a product, we are in a unique position

Unreasonable stickiness

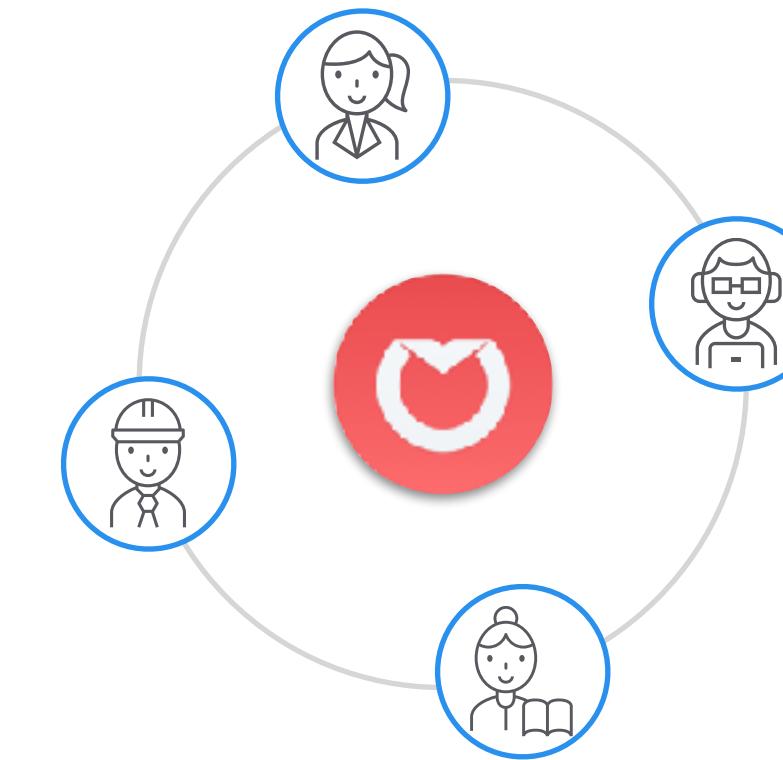
2.5 hours
per user per day

64%
DAU / MAU ratio

Access to critical data



Relevant across all teams

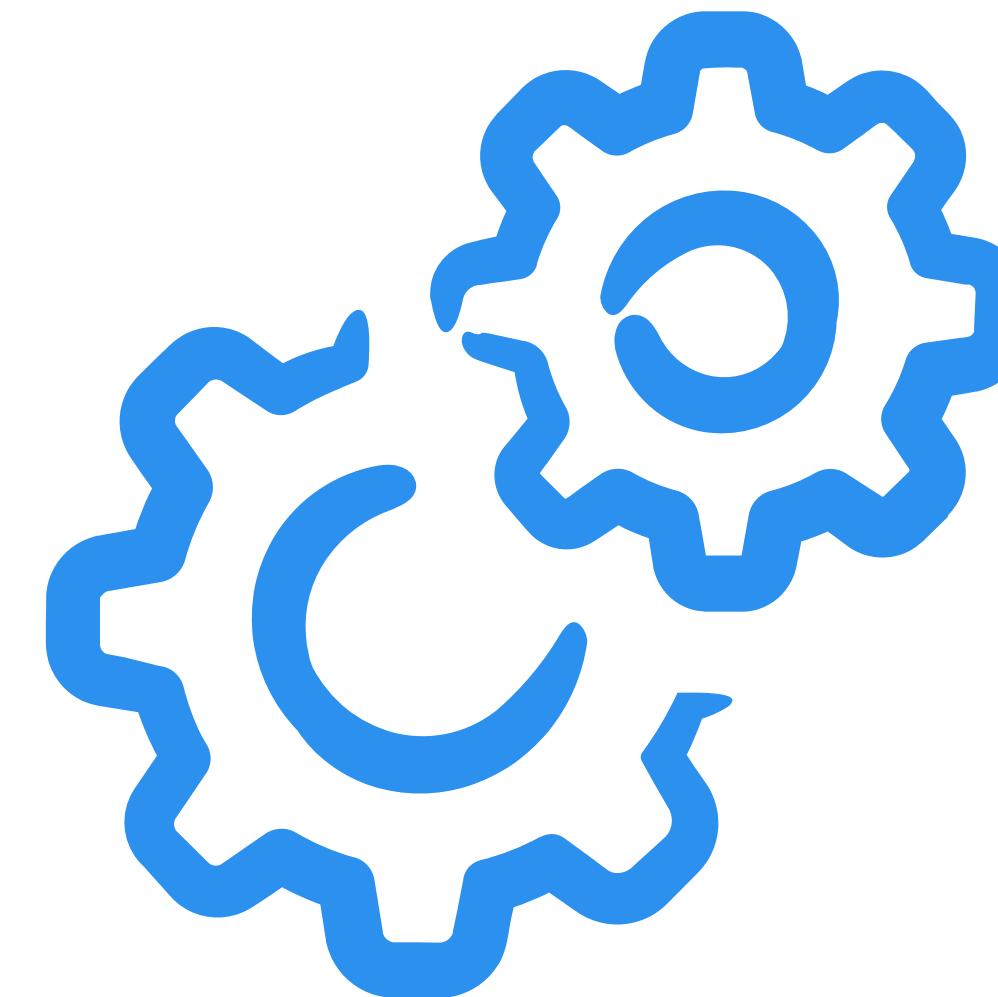


Our two areas of focus for 2018

Add more users to make our platform more valuable



Improve our platform to make it easier to build on top of it

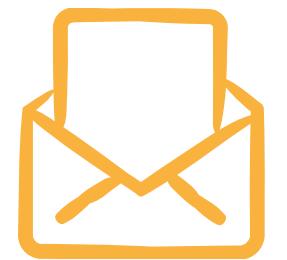


Our two areas of focus for 2018

Add more users to make our platform more valuable



Maintain leadership on our core targets

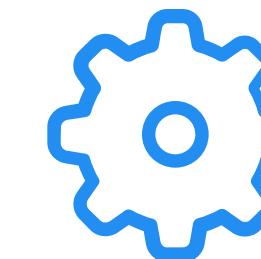


Become a great email client

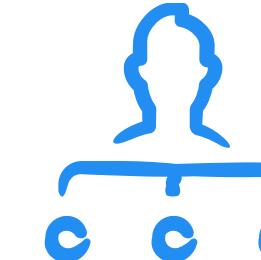


Ship products that expand our value proposition

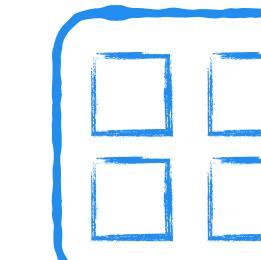
Improve our platform to make it easier to build on top of it



Ship our new Extension API

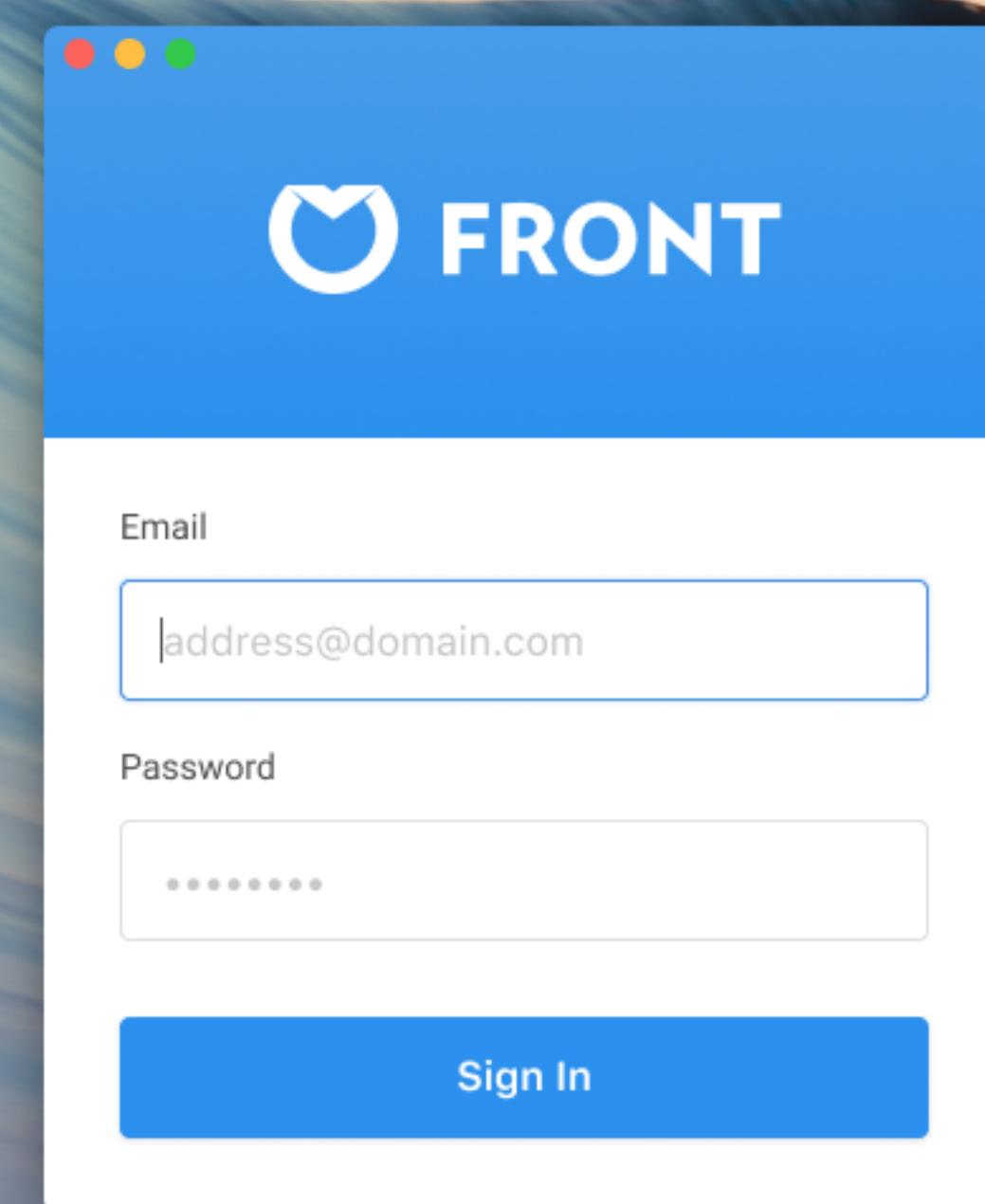


Extend our collaborative model beyond messaging



Launch an app-store, host 3rd party apps

Long-term vision



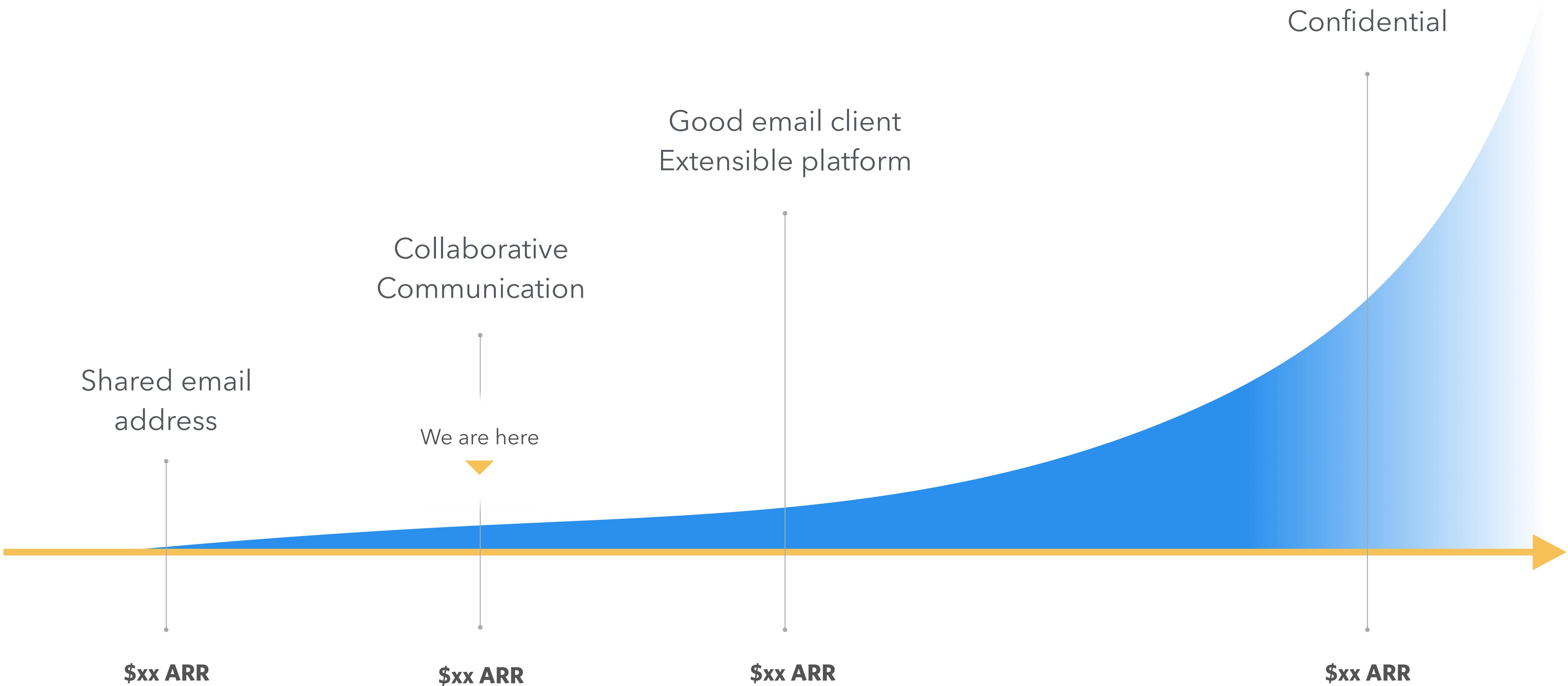
Long-term vision



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if you want to find out more
about our long term vision 😊**

Sign In

Raising our Series B



Thanks