



MATTERMARK

organizing the world's business information

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

Mattermark is Google for Business People

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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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About 184,000 results (0.58 seconds)

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](#)

[Risk Mitigation Methods](#)

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

www.forbes.com/gartner-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





all series a rounds in 2013

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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-capital-mega-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 A** ...

Behind the Series B Crunch: Profligate Entrepreneurs or  www.inc.com/.../the-series-b-crunch-and-seemingly-high-burn-rates... Inc. ▾

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About 886,000 results (0.57 seconds)

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

www.entrepreneurs.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.entrepreneurs.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 May 2011, the 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 VCs & Private Equity Professionals

568,000 Sales Managers & Professionals

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

PROSPECTING
& LEAD
QUALIFICATION

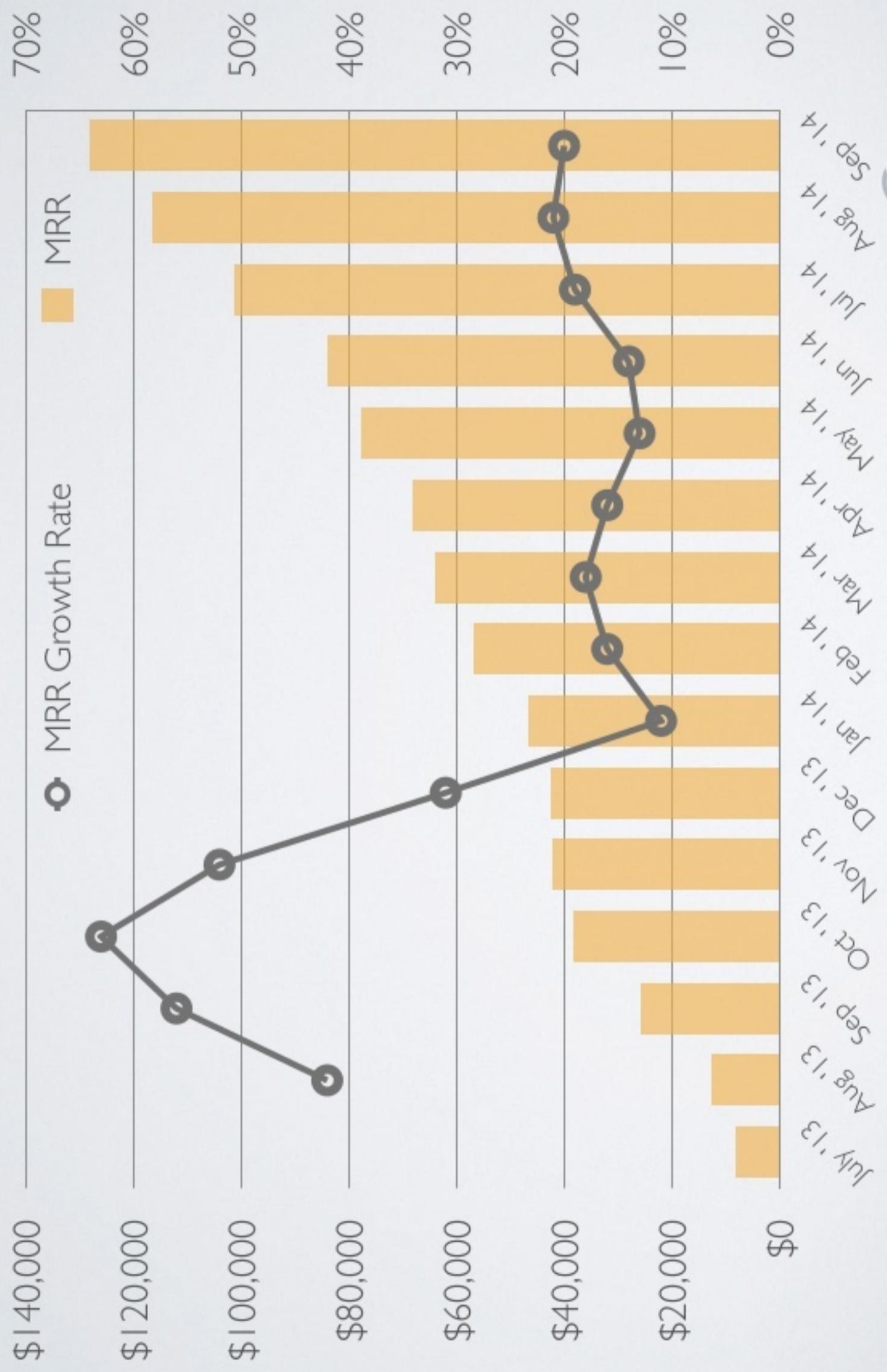


\$125K MRR

377% CAGR

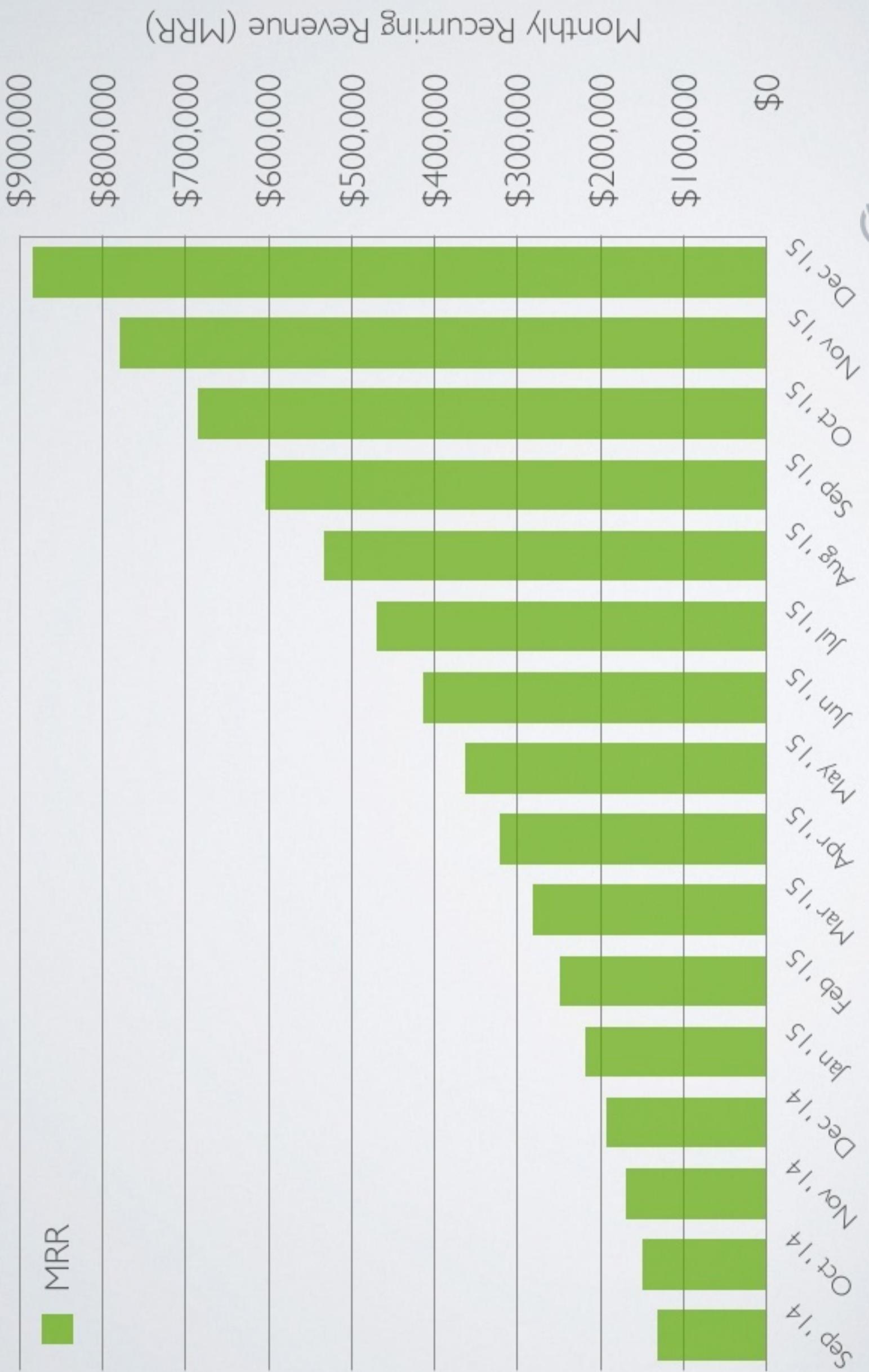


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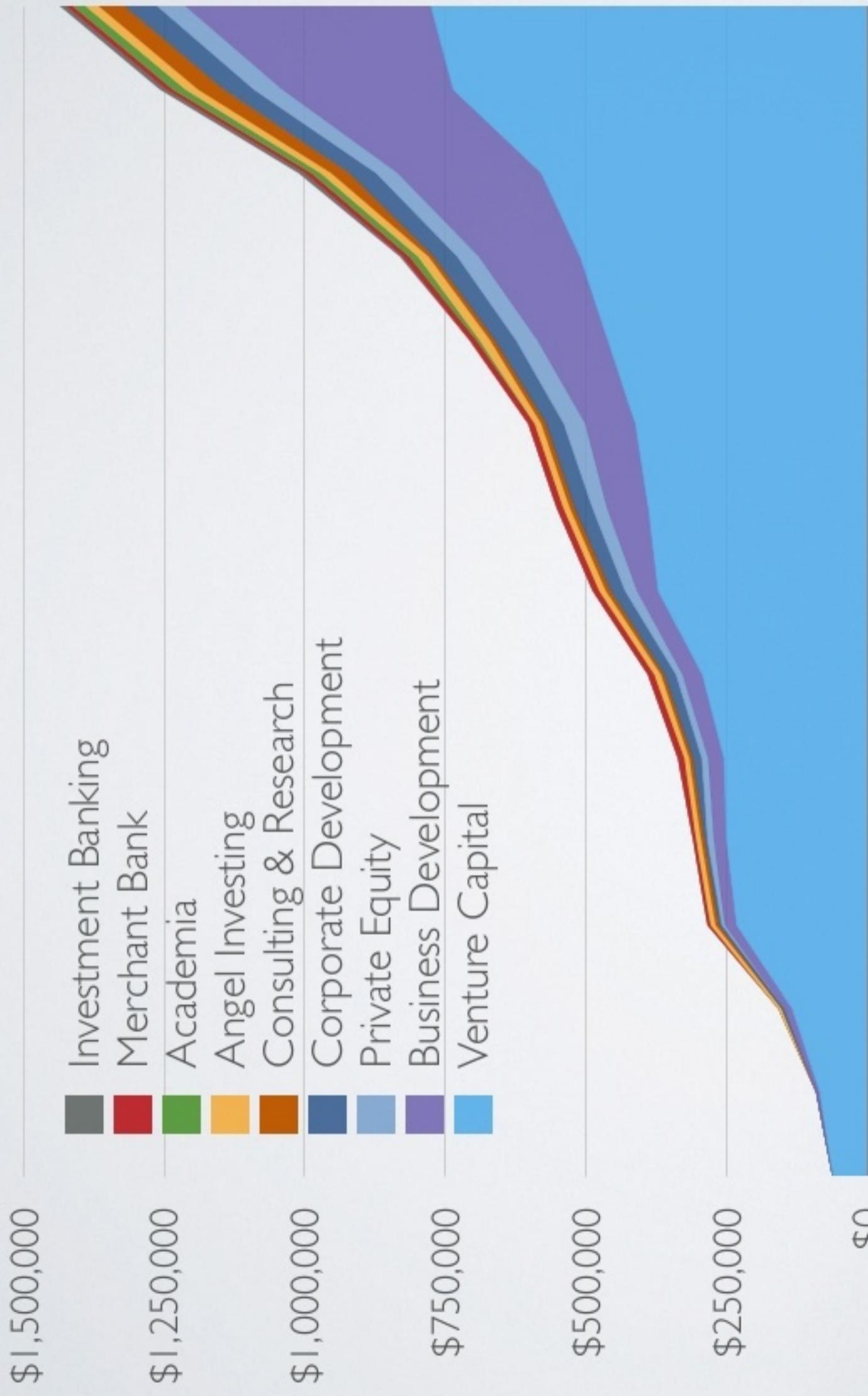
2015 GOAL: \$10M ARR

| 3.5% MRR GROWTH RATE



REVENUE BY USE CASE

54% OF REVENUE COMES FROM VVC CUSTOMERS



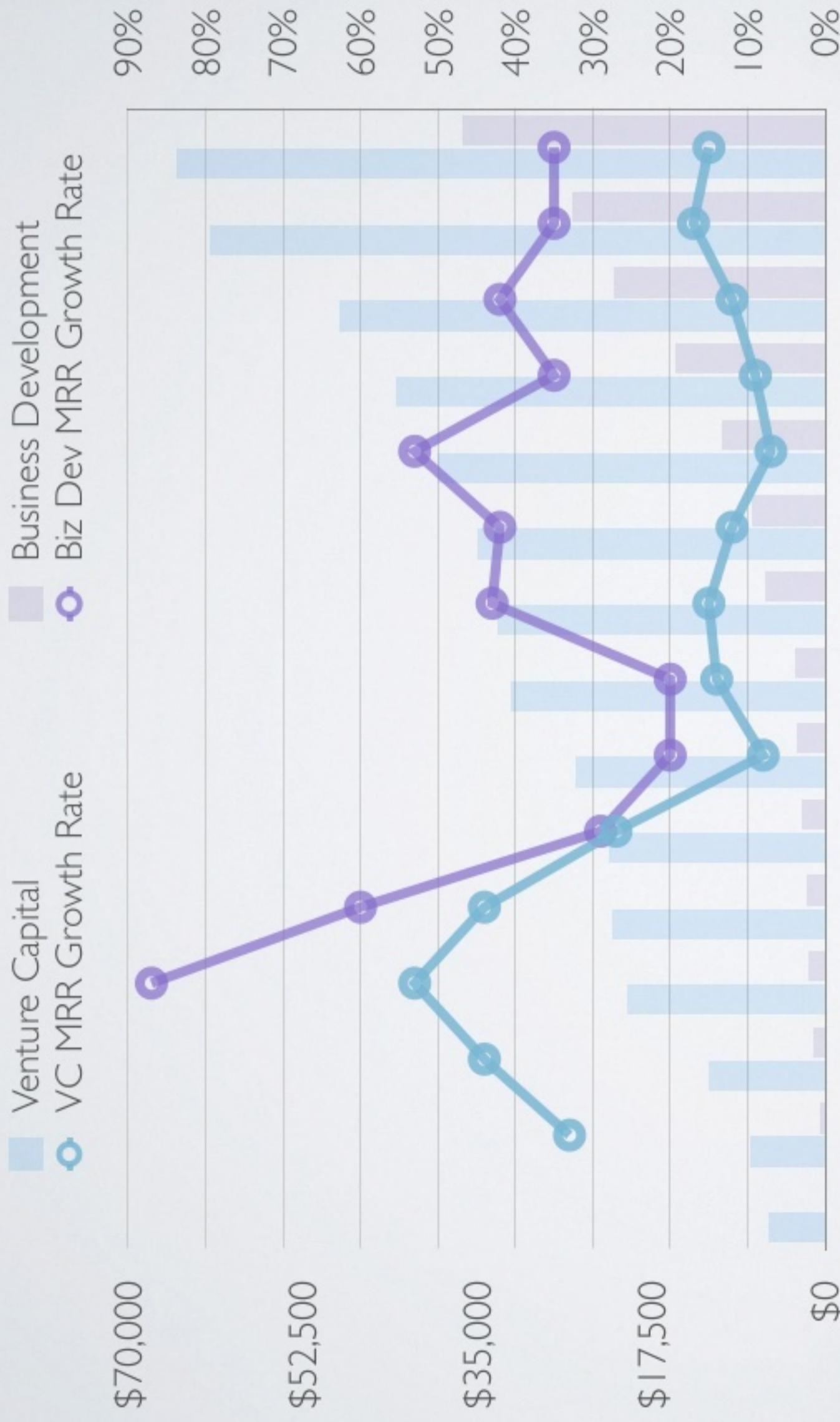
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Jul '14 Sep '14 May '14 Jul '14 Sep '14



ARR GROWTH RATE

BIZ DEV REVENUE IS GROWING 2-3X FASTER





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?**

How do I return
value to
shareholders?

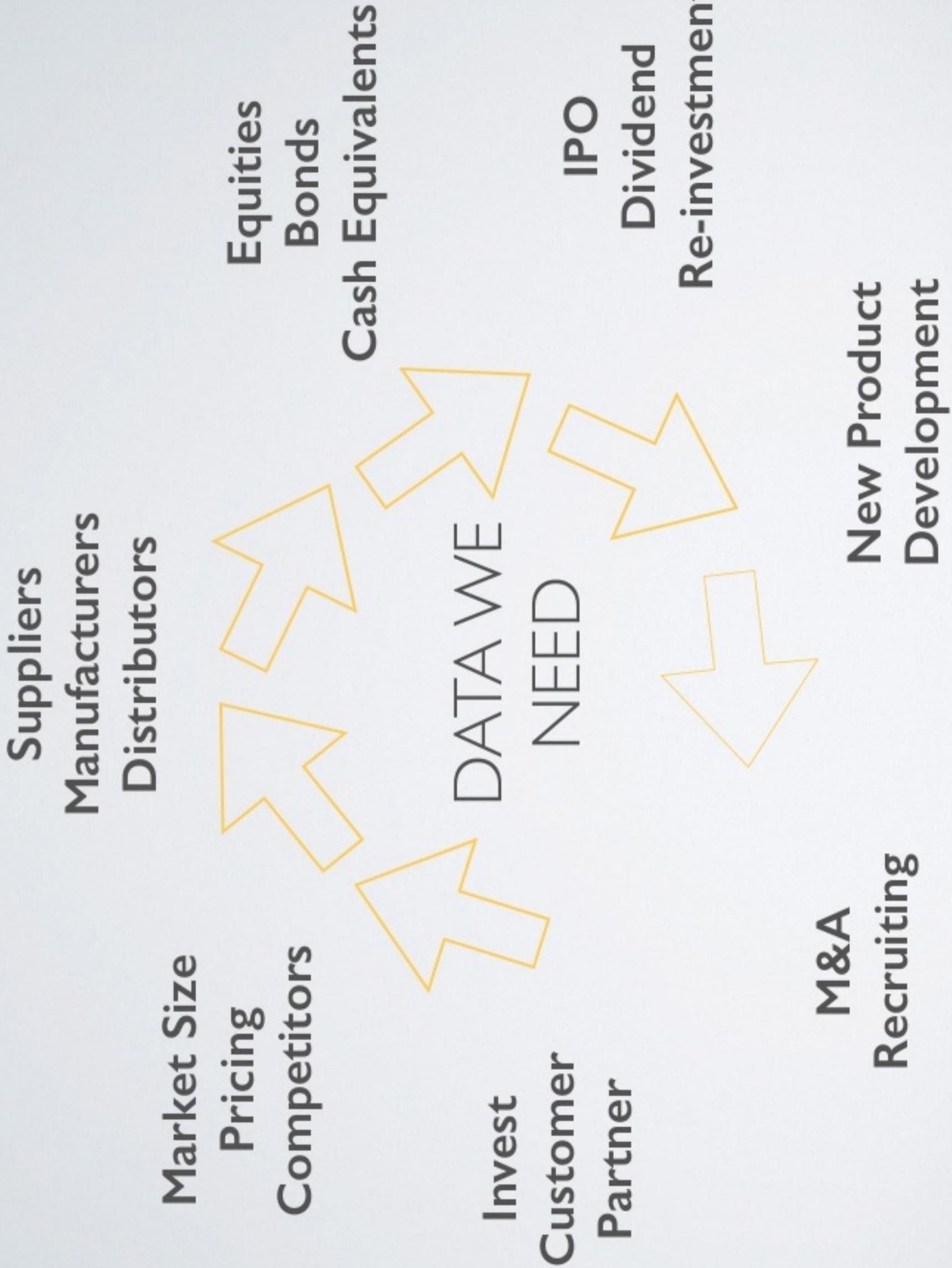


Who do we need to
hire/acquire to build it?

What new product
should I build?

Financial Health

Key Metrics



MANAGEMENT CONSULTING

Market Sizing
Competitors

Suppliers

Manufacturers

Equities
Bonds
Cash Equivalents

INVESTMENT
BANKING

WHO
NEEDS IT

Investment

Customer

Partner

BUSINESS

DEVELOPMENT

M&A
Recruiting

RESEARCH &
DEVELOPMENT

IPO
Dividend
Re-investment

MANAGEMENT CONSULTING

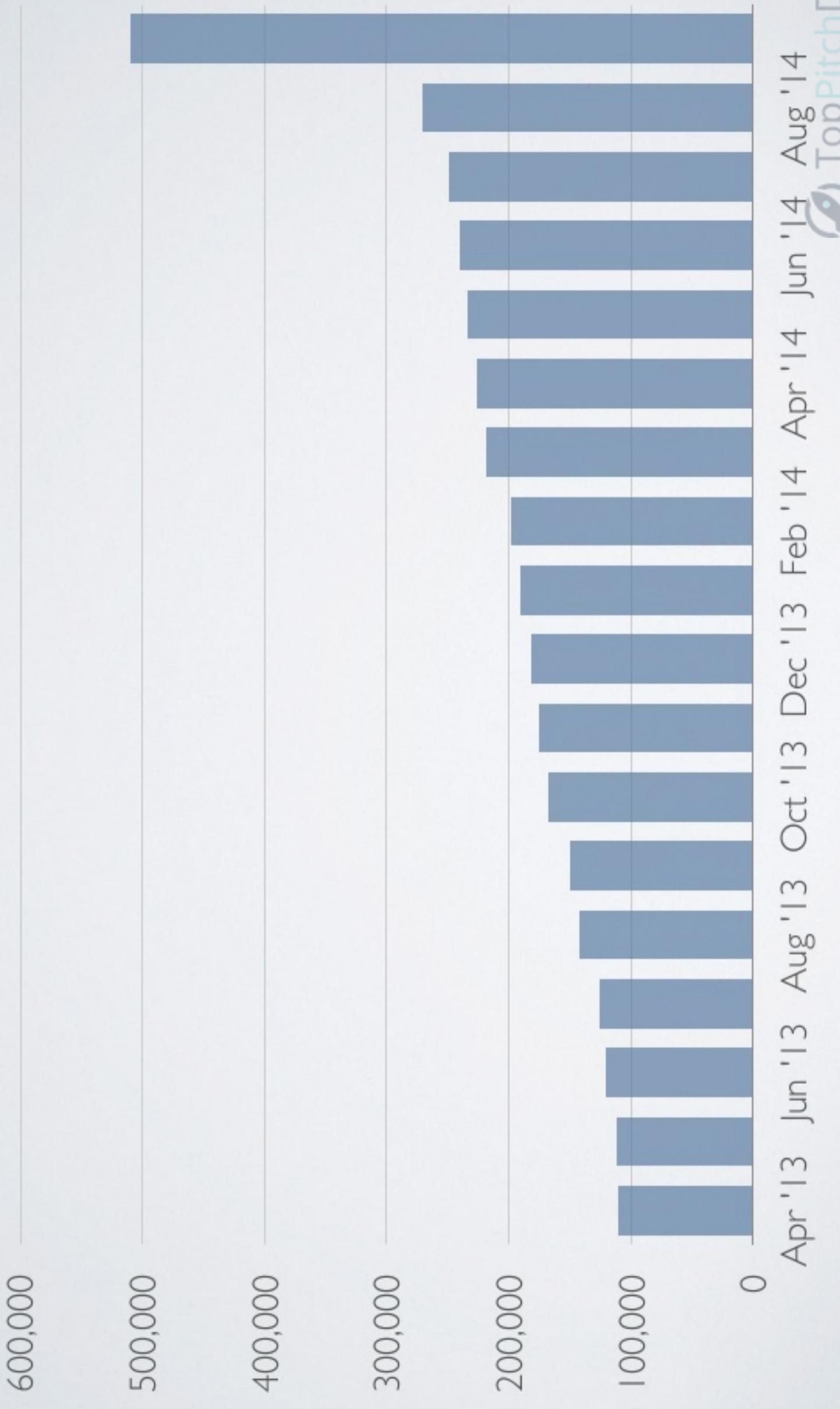
Market Research
Competitors
Suppliers
Manufacturers

a.k.a BUSINESS PEOPLE

INVESTMENT
RESEARCH & DEVELOPMENT
BUSINESS DEVELOPMENT
M&A
Recruiting



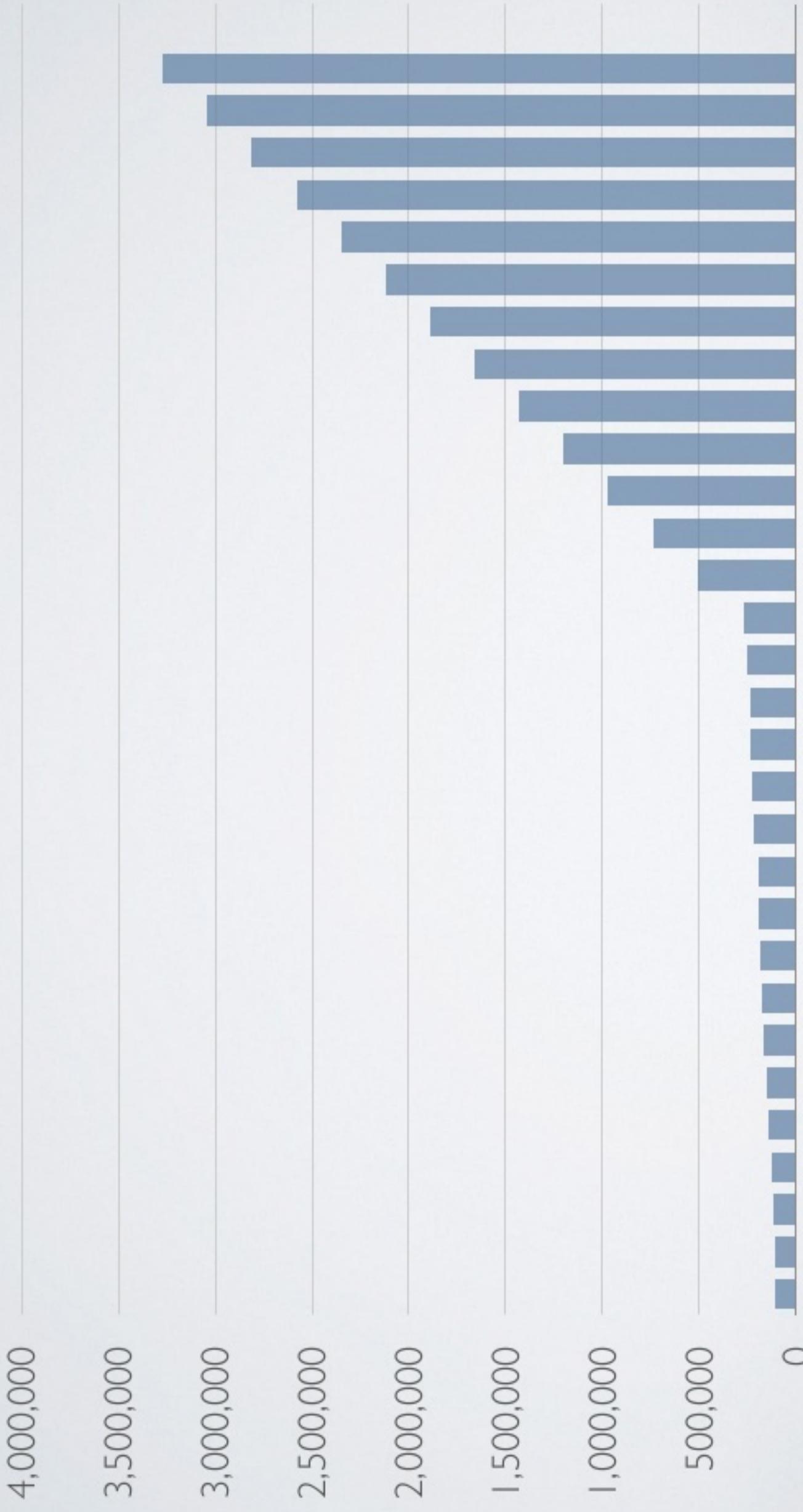
500K+ COMPANIES CURRENTLY TRACKED BY MATTERMARK



WE FOUND A WAY
TO GO FASTER

PAGE: 3M COMPANIES

BY SEPTEMBER 2015





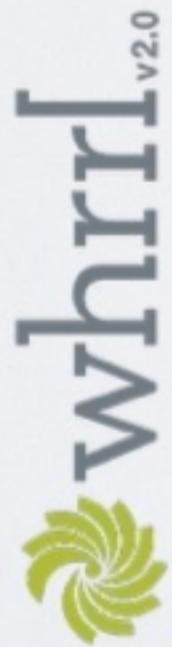
LEADERSHIP TEAM

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.



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
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Account Managers

Lisa	TBH
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SARAH CATANZARO, DATA TEAM LEAD



Palantir

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

Business Analysts

Technical Analyst

Data Scientists

Clare

Samiur

Josh

Kevin

Tristan



TopPitchDeck



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companies in motion