

cloud Customer Communication Management (CCM)

We are developing the first cloud customer communication management (CCM) platform.

CCM technology allows companies to automate the creation, management and of delivery complex, dynamic communications via the customer's preferred channel. **Our goal is to make CCM easy, accessible and affordable using the cloud model** in the same way Constant Contact made email marketing a tool for every business. Why is this important? On-premise CCM is a **\$1B category** growing @ 9%. Thousands of large companies have implemented CCM technology. Customers' expectations are higher. **Smaller companies need CCM technology to compete** especially when complex reports and communications are core to the customer experience. **the factory Cloud CCM will level the playing field. On-premise CCM leader EMC is a key technology and market development partner.**

customer perception with CCM
 innovative, unique, creative, organized, efficient, collaborative

customer perception without CCM
 arrogant, generic, slow, inflexible, backward, unresponsive

current market environment

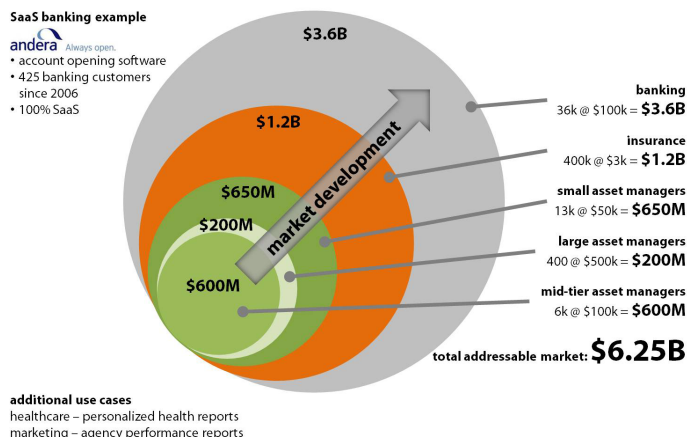
CCM adoption: CCM is already a \$1B emerging on-premise software category with companies ranging from HP to Xerox entering the market through acquisition.

SaaS adoption: Companies in all key segments are now rapidly adopting SaaS solutions both from SaaS pure plays (e.g. Salesforce.com) and existing enterprise software players.

market opportunities: The best fit opportunities are in segments with complex, dynamic communications needs. Multiple use cases have already been established in the on premise CCM market. Asset management is the first target segment with opportunities existing in banking and insurance.

emerging opportunities: New use cases for Cloud CCM including healthcare (e.g. personalized health reports) and services (e.g. marketing agency performance reports).

addressable market



customer value proposition



business model

edition	basic	professional	enterprise
log ins	1	5	50
monthly fee	\$5k	\$8k	\$24k
functionality	limited	full	customized

services: \$2k per day
support: 8 x 8 email & phone with community portal
trial: basic edition available as a 30 day trial

team

satish boppana | technology & operations

Satish developed some of the largest mission critical systems on Wall Street with a software start up and led US operations for niche CCM competitor. *MBA / MS Software Eng.*

phil rogers | business development

Phil made a career of bringing new businesses and products to market including leading business development for a \$50M rewards firm and co-founding a \$10M international trading firm. He also was a divisional GM for a SaaS firm. *MBA / M Law*

The founding team offers an **ideal set of complementary skills and experience**. The **EMC partnership** and the launch of **the factory CCM** solution shows the ability to execute. With the right partner, this team can create a business that can lead the Cloud CCM category.

contact: john doe - co-founder | xxx-xxx-xxxx | e-mail address:

stage: pre revenue | CCM 1.0 platform available | seed: 250K (convertible note) | series A: \$4.5M (mid 2011)

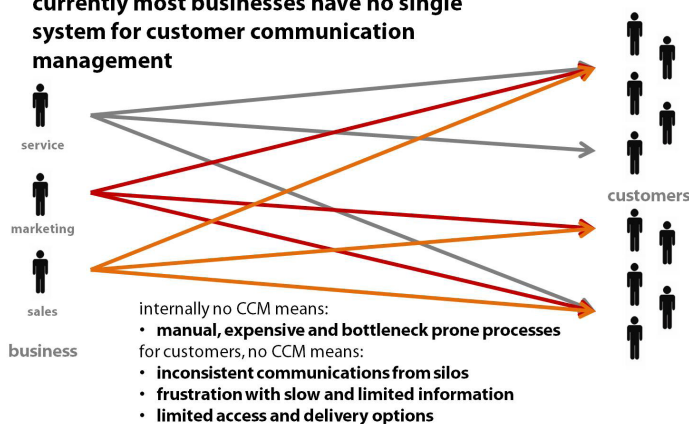
advisors / key partners: WilmerHale | **EMC**



telephone:
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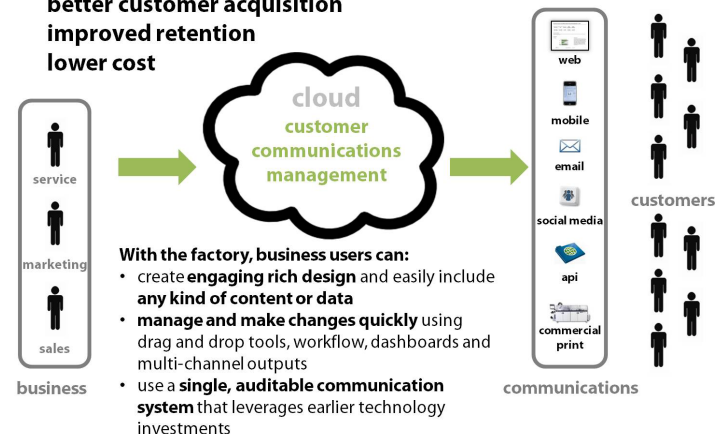
problem

currently most businesses have no single system for customer communication management



solution

better customer acquisition
improved retention
lower cost



sales strategy and pipeline

sales strategy				
business size	channel	phase 1 (2011)	phase 2 (2012)	phase 3 (2013)
small	direct			client communication factory
medium / large	direct	client communication factory		
	indirect	EMC		VARs
marketing & sales		inbound / hybrid inside sales		

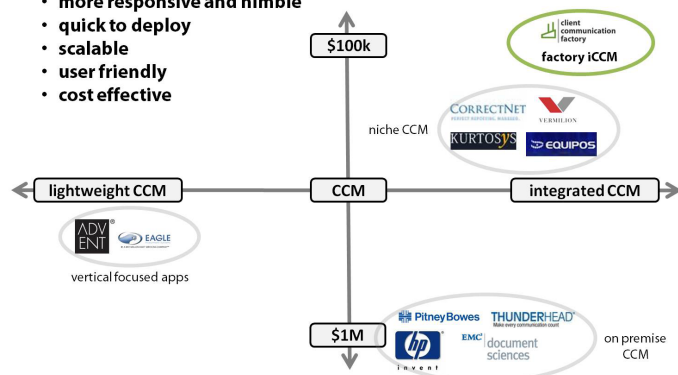
pipeline				
opportunity	channel	type	stage	value (3 year term)
State Street	direct	reporting	discovery	\$90k (pilot)
Mellon Capital	direct	marketing	demo	\$288k
Fort Washington	EMC	reporting	discovery	\$216k
Wellington	EMC	reporting	discovery	\$288k

Fort Washington fits our ideal customer profile. They have already implemented a SaaS CRM. Winning contracts with large, brand name asset managers will help us penetrate the mid tier.

competition

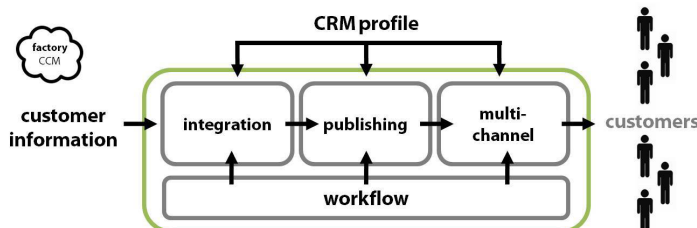
the factory - the first Cloud CCM platform

- feature rich
- more responsive and nimble
- quick to deploy
- scalable
- user friendly
- cost effective



operational model

the factory Cloud CCM has inherent operational advantages that flow directly to customer benefits from the ability to rapidly deploy through to a significantly lower cost of ownership. Our goal is to **delight the customer** with an exceptional user experience while also maintaining the highest level of security. The objective is to make **the factory CCM** fully self service over time. We plan to have a development and operations center in India.



financing - \$250k seed / \$4.5M Series A (mid 2011)

	2011	2012	2013	2014	2015
Clients	6	25	61	149	320
Recurring revenues	216,000	1,280,000	4,370,000	11,020,000	21,280,000
Bookings	1,080,000	4,415,600	11,207,300	28,197,000	58,070,250
Gross Margin	0%	10%	42%	56%	64%
Net Income	(639,400)	(1,448,000)	(307,000)	2,726,000	5,510,400
Burn rate (incl. R & D)	(731,437)	(2,015,137)	(1,305,303)	1,205,830	3,615,600

Funding: \$250k / 6 months
Investment would create value by:

- funding two implementations and initial platform development
- initiating inside sales program and develop EMC channel
- securing key software licenses and putting base infrastructure in place



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email:
web: