

SALESTIM

EMPOWER EVERY
SALES
PROFESSIONAL
TO ACHIEVE
MORE WITH AI



alven

The Problem

B2B Sales Professional spend almost 50% of their time on useless and repetitive tasks



- Meetings preparation
- Notes taking / sharing
- Proposals team mgmt.
- Pipe cleaning
- Contacts management
- ...



- Slow proposal development
- Low forecast accuracy
- Collaboration across departments
- Low CRM info accuracy



- Significant investments in both Salesforce CRM and Office 365
- Poor ROI due to the lack of integration
- Expensive custom apps

CRM is still just forms on a Database, turning sales reps into data-entry robots.

The screenshot shows the 'act!' CRM interface. It features a top menu bar with options like File, Edit, View, Lookup, Contacts, Schedule, Write, Reports, Tools, and Smarthing. Below this is a 'Business Card' form for a contact named 'Chris Huffman'. The form includes fields for Address (15 East 54th St, Suite 300, New York, NY 10008), Phone (212-555-2485), Email (Chris@act!techno.com), and a 'Status' dropdown set to 'Employee'. A 'Latest Activities' section shows a list of events with columns for Date, Time, Priority, and Description. The interface is characterized by a dense, text-heavy layout typical of early database-driven applications.



1980s

Rolodex

The screenshot displays the Oracle Siebel CRM interface. The top navigation bar includes 'File', 'Edit', 'View', 'Navigate', 'Query', 'Tools', and 'Help'. Below this is a 'My Accounts' table with columns for Account Name, Site, Main Phone #, Status, URL, DUNS #, Team Space, and Industries. The table lists several accounts, including Marriott International H HQ, 3Com, 3Com Distribution, 3Com Research, 9 Telecom, AMCO Communications, Acer America, Inc., Acer Stores, Aegis, and Air France. Below the table, a detailed view for 'Marriott International HQ' is shown, including fields for Account Name, Site (HQ), Address (10400 Fernwood Rd.), City (Bethesda), State (MD), Zip Code (20817), Main Phone #, Main Fax #, and Industries (hotels & motels).



1990s

CRM

The screenshot shows the Salesforce CRM interface. It features a top navigation bar with 'File', 'Edit', 'View', 'Insert', 'Format', 'Data', 'Tools', and 'Add-ons'. Below this is a 'Salesforce Opportunities' table with columns for NAME, AMOUNT, CLOSE DATE, STAGE, and PRIORITY. The table lists several opportunities, including Edge SLA, Grand Hotels Kitchen Generator, Express Logistics Portable Truck Generators, Express Logistics SLA, Express Logistics Standby Generator, University of AZ Installations, University of AZ Portable Generators, United Oil Emergency Generators, United Oil Standby Generators, United Oil Installation EMEA, United Oil Installation, United Oil Plant Standby Generators, United Oil Refinery Generators, United Oil Refinery Generators SA, United Oil SLA, and Genepoint Standby Generator.



2000s

Cloud CRM

Enters SalesTim

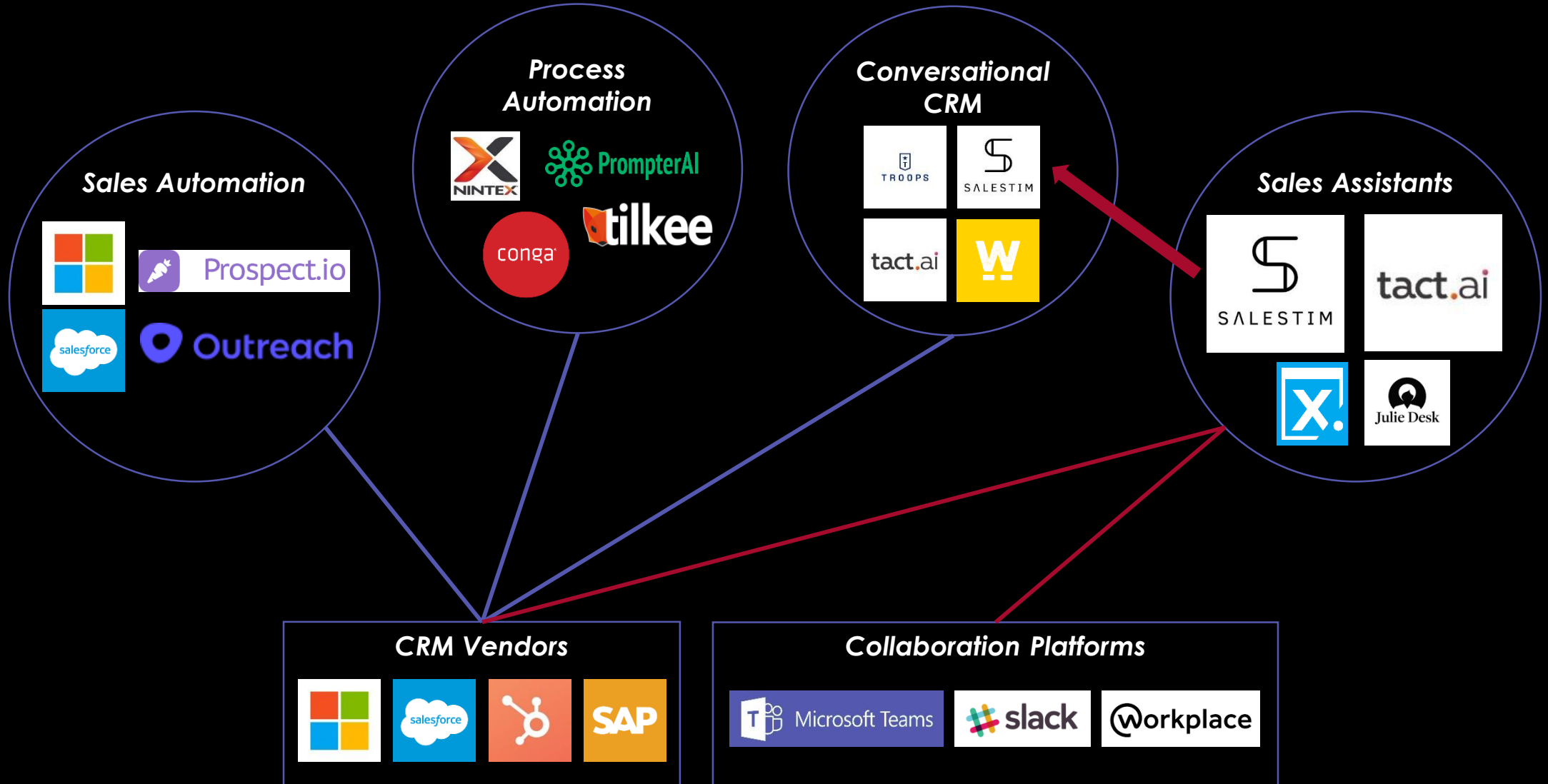
SalesTim AI Assistant helps Sales Reps to reduce email overload and spend more time actually selling, by automating:

1. Meetings preparation
2. Notes taking and sharing
3. Contacts management
4. Pipe cleaning
5. Sales Proposal creation process

No additional tool, it's seamlessly integrated with Salesforce and Microsoft Teams.

Competitive Landscape

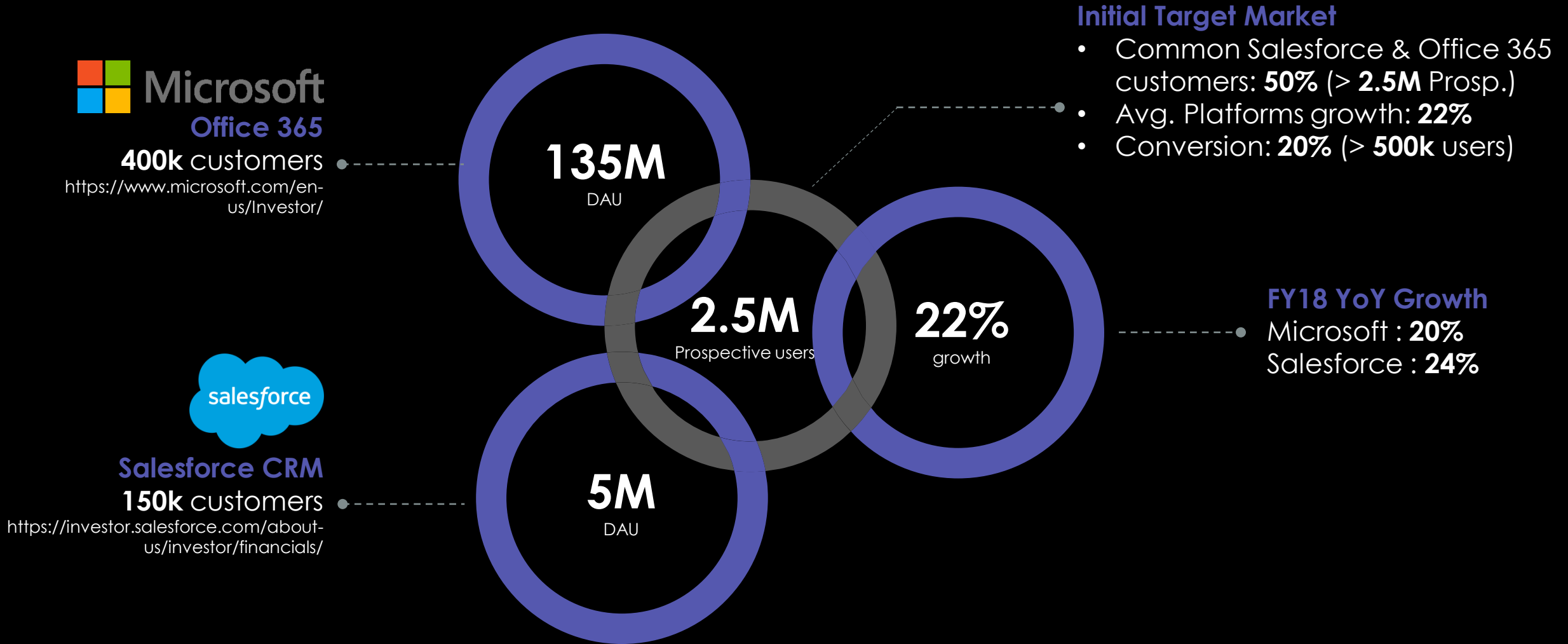
Integrators



Intelligent Sales Assistant is the perfect wedge

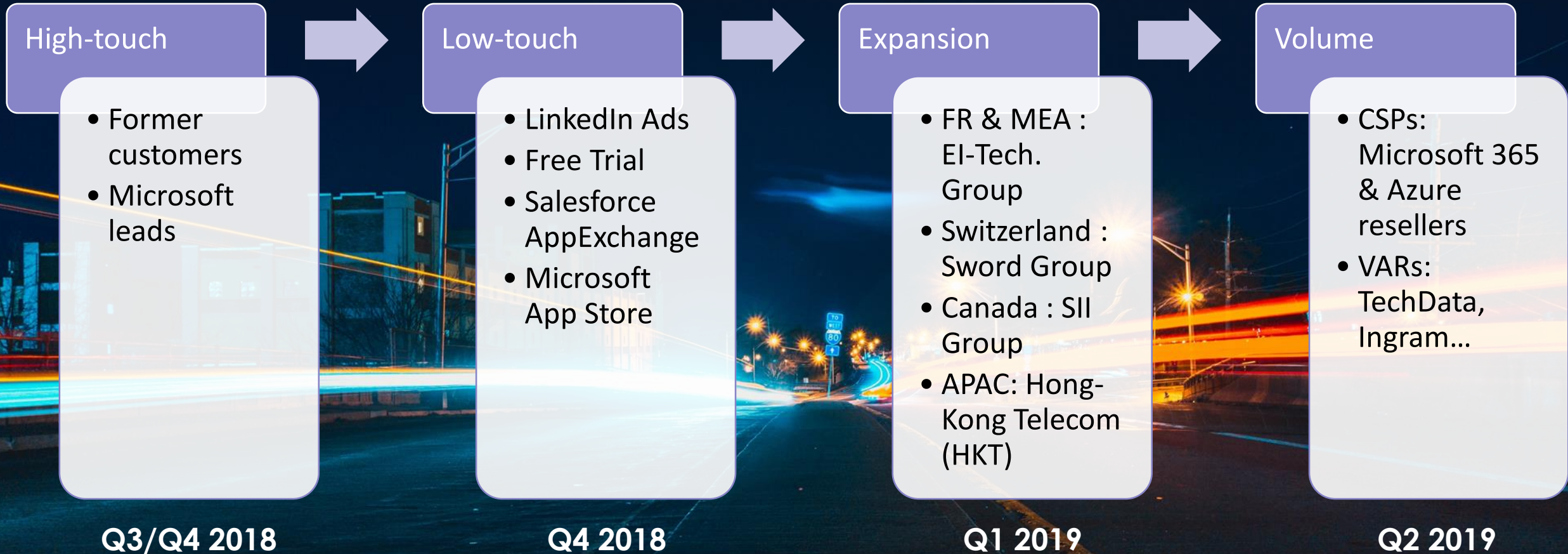
Small Commitment / Big Pain
Willingness to Pay & Demonstrable ROI
Easy to Use, Easy to Sell

Where to Play



Focus on the market leaders > Yearly Addressable Market: 2.5M Users

Distribution Strategy



Microsoft Loves Us

Strike Back
Strike back after a CRM bid loss
Pave the future for winbacks

Protect
Salesforce marketing & co-sell operations



slack

@workplace
by facebook

salesforce

1
2
3
4
SalesTim is the best
“compete”
solution for
Microsoft




































Sell

Sell O365 to Salesforce customers
Upsell Power BI, PowerApps, Flow...

Develop

Speed up Teams adoption
« Off the shelf » pilot program
Improve O365 workloads usage (SP, SfB)
Hosted on Azure AI platform

SalesTim is already seen as a major “compete” solution against Salesforce, Slack and Facebook

 Engie	 Talentsoft	 Ingenico Group
 AXA	 L'Oréal	 AKKA
 Criteo	 MeilleurTaux.com	 Schneider Electric
 CFAO Group	 spie	 PagesJaunes
 General Electric Company	 Apax Partners MidMarket	 Adecco
 UGC	 LVMH	
 Deloitte Touche Tohmatsu In...	 Dimension Data	
 Generali France	 Bel Group	
 Accenture	 Candriam	
 Elior Group	 KCOM	
 Capgemini	 VINCI Energies	
 Nestle	 Dailymotion	
 Altran	 The Global Fund	
 Open	 Groupe Monnoyeur	
 Soufflet Group	 Ayming	

Current Pipeline

Top Active Leads

L'Oréal, Schneider Electric, Altran, Elior, TalentSoft, Cap Gemini

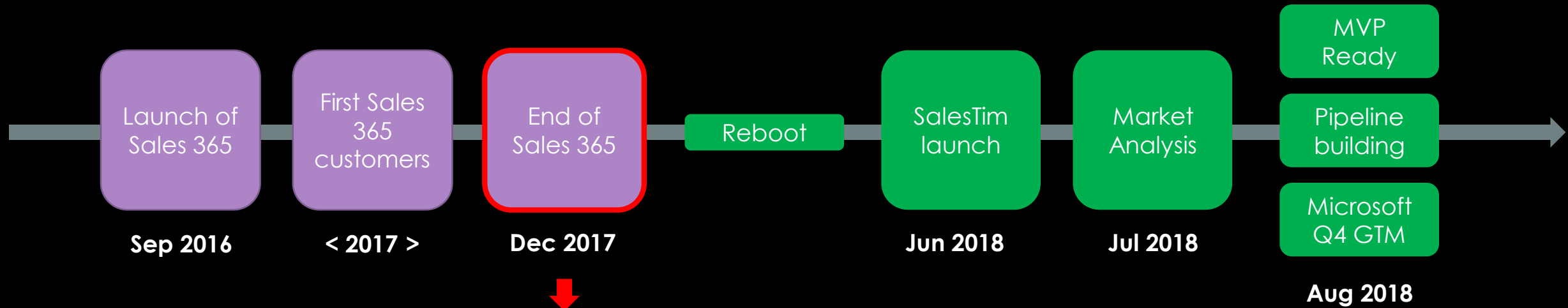
Est. Pipe Valuation

- Model: Monthly subscription per user
- Pricing: From \$5 to \$30 / month / user
- 100k potential users

> €1.5M YRR

SalesTim fits for teams of all sizes, across many industries

Milestones



Lessons learned:

- Inconsistent business model for a consulting company
- Lack of commitment & funding

Where are we going

Q4 2018

Q1 2019

Q2 2019

Q3 2019



Team	Founder 1 Sales / CSM 1 CTO 1 Dev / Support			2 Inside Sales 1 Pre Sales / CSM 2 devs > Seattle Office
Goals	MVP > Production 5 Pilot programs	5k DAU	15k DAU	25k DAU €1.5M ARR
Product	LinkedIn integration	Multi-CRM integrations	Advanced Governance	SalesTim as a platform

The opportunity

The ubiquitous presence and growing intelligence of voice assistants like Alexa, Siri, and Google Home are making this a key capability that innovative companies need to be ahead of not only for their customers but also for the future of their workforce.

→ We're going after a **bigger opportunity,**
own the conversational CRM UX

The right mix of passion and experience



Guillaume Meyer
Founder & CEO

Founded 4 IT
companies,
Grown ERYEM from 0
to €3M / 30p in 3 years



[/guillaumemeyer](#)



Sarah Caubet
Marketing & Sales

Microsoft &
Salesforce Solution
Sales Specialist for
5 years



[/sarah-caubet](#)



Aymen Bentaleb
CTO

AI / ML Expert,
Microsoft
Architect for 10
years



[/aymen-bentaleb](#)

Advisors



Bechara Raad
CEO of EI-Technologies, biggest
Salesforce integrator in France & MEA
[in](#) [/bechara-raad](#)



Zahi Moussalli
Enterprise Client Director for 10 years
at Microsoft
[in](#) [/zmoussalli](#)

Exit Strategy



Collab / BPM ISV

- Expand customer base and portfolio



Microsoft

- Increase upsell
- Expand CRM footprint
- Leverage LinkedIn



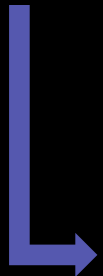
LoB ISV

- Develop AI services for their own LoB solutions



Integrators

- Asset-based consulting
- Speed-up pilot programs



ISV from the Microsoft ecosystem are in a constant pivot strategy due to the frequent Microsoft bold moves and increasing release rate.



SALESTIM

APPENDIX



Product Roadmap



Integrations



Microsoft Flow



LinkedIn



Dynamics 365



Other CRM...

AI Domains

Multilingual Platform
Conversational CRM

Expertise
Recommendation

Telephony Integration
Leads recommendation

Activities
Recommendations

Enterprise Ready

GDPR & CNIL compliant

Multi-subsidiaries

Advanced Governance

Advanced Analytics

Alternative Revenue Streams

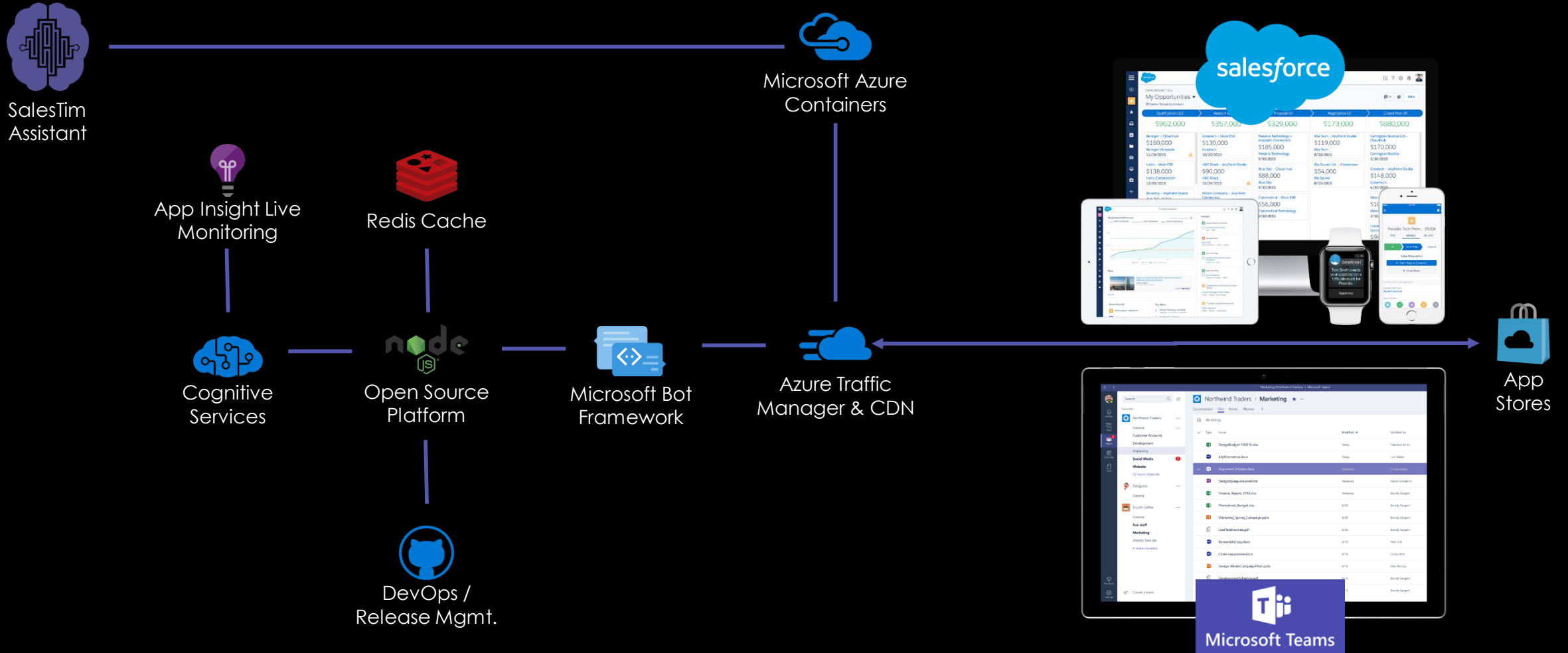
1 Diversification through integration with other CRM:



2 Integration / Bundle with Sales productivity tools / AI assistants:

- DocuSign, Adobe Sign, Tilkee, Sales Navigator
- *K2, Nintex, Conga*
- *X.ai, Cien, Exceed.ai, MixMax, Julie Desk*
- ...

Technology Overview



Focus on Scalability, resiliency, platform independence and cost efficiency