



FRONT[®]

All your company's external communications
in one collaborative inbox.

THE PROBLEM

Email is the most important business communication channel

215 billion

EMAILS SENT PER DAY

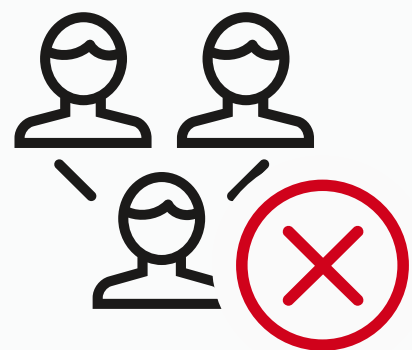
54%

ARE BUSINESS EMAILS

7%

YEAR-ON-YEAR GROWTH

But email is a tool designed for personal use



NOT COLLABORATIVE



BAD PRODUCTIVITY



ERROR-PRONE

THE SOLUTION

Rebuilding email, for business this time

COLLABORATIVE

Company > Team > User

Share, assign, mention

As transparent as can be

INTEGRATED

Analytics

3rd party integrations

Open API

UNIFIED

All email providers

All channels    

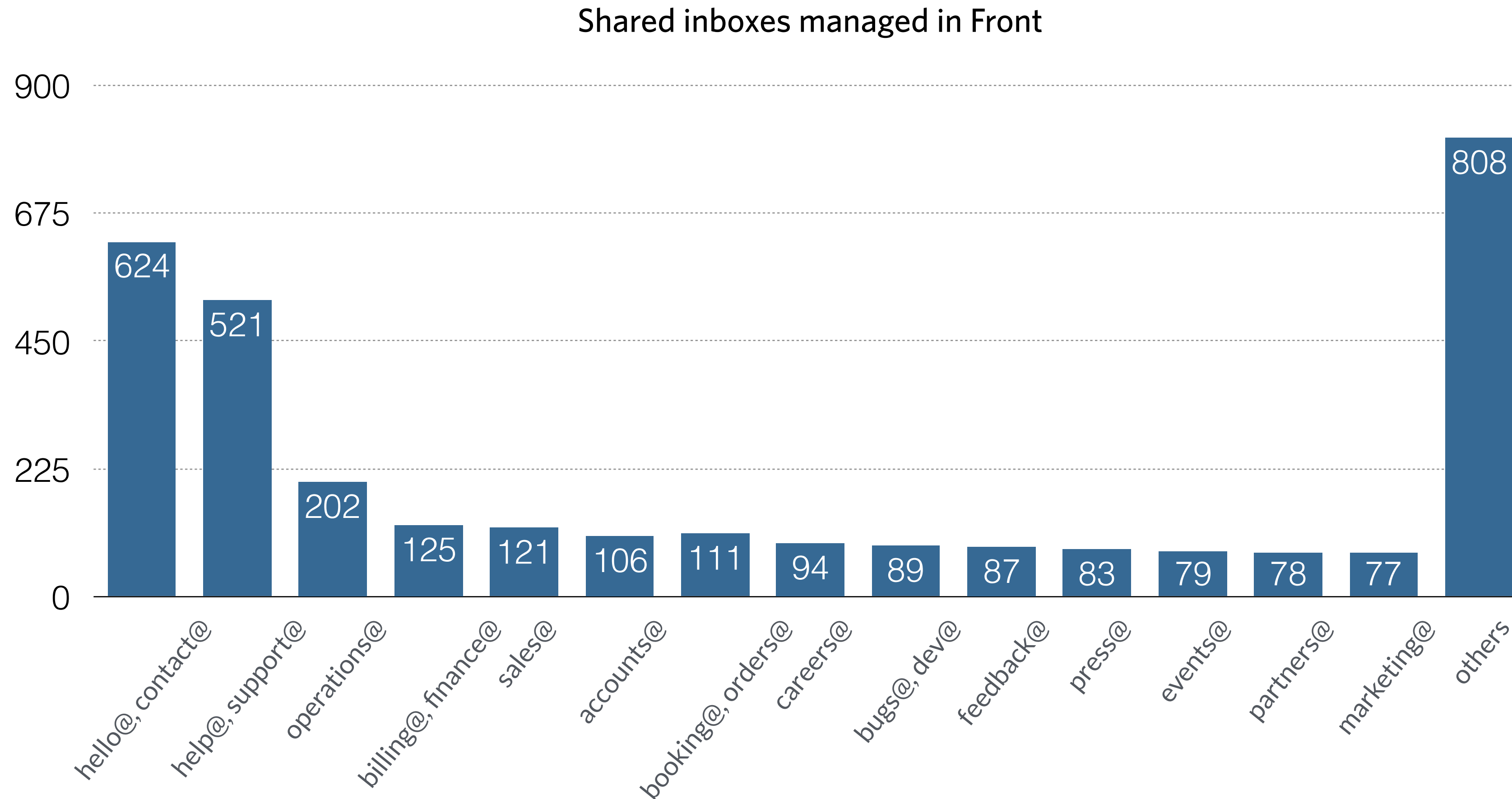
All teams

A multichannel *email* client, where every conversation finds its way to the right people, and is accounted for in the right system.

COMPETITIVE LANDSCAPE



WE HAVE A HEAD START



Shared inboxes were the perfect wedge:
small commitment, big pain, willingness to pay, lower expectations for MVP.

SELECT CUSTOMERS



Front works for teams of all sizes, across many different industries.

CUSTOMERS ARE VERY SATISFIED

“ Front has a great user experience! It is extremely efficient, reliable, and easy to navigate.

Bellhops, 100 seats

“ Wouldn't go back to Gmail if you paid me.

Baroo, 20 seats

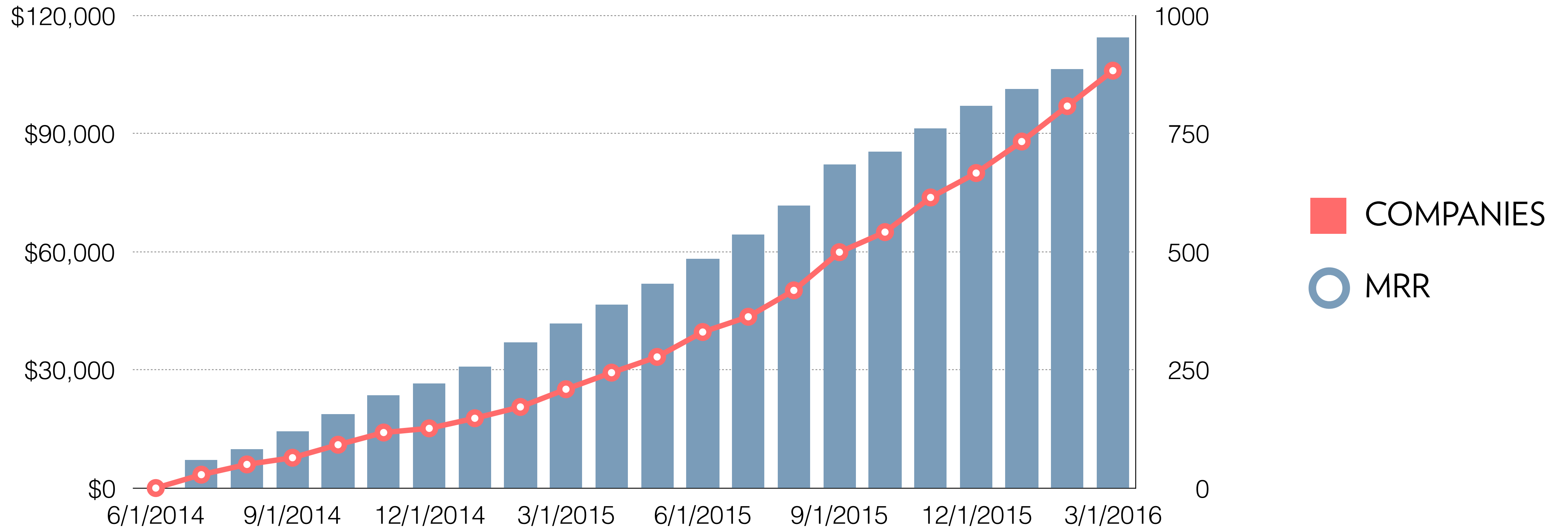
“ A wonderfully useful tool that has saved us time and energy. If an opportunity arises to recommend Front to other teams, even outside of MailChimp, it's always top of mind.

MailChimp, 4 different teams

“ I'm in love with Front!

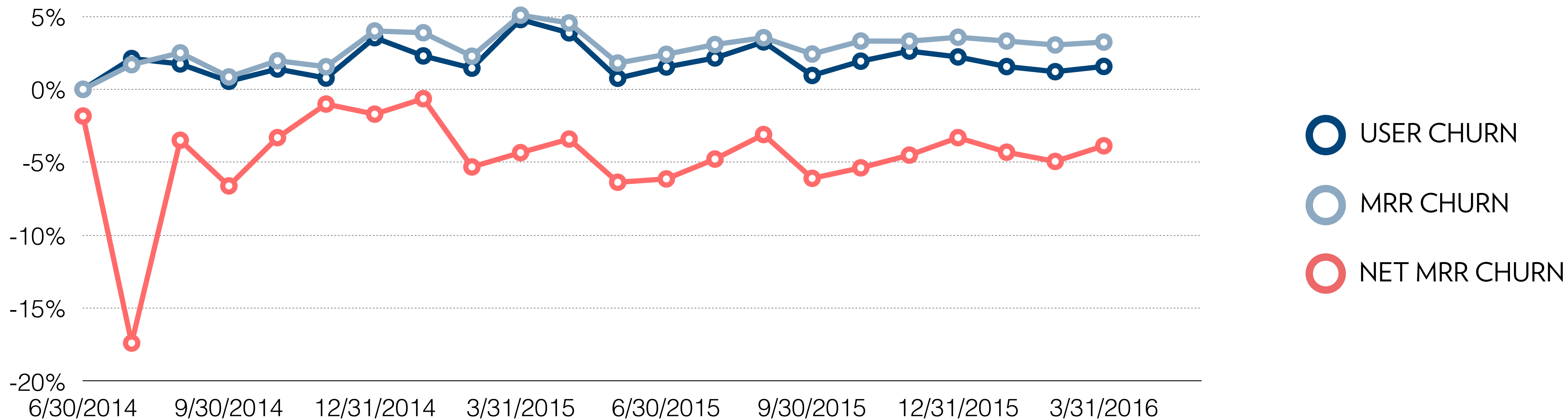
Guillermo Rauch, this week-end

CONSISTENT ORGANIC GROWTH



MRR grew 5.4 times in the past 12 months.

LOW CHURN



~3% monthly user churn, negative net MRR churn.

The background is a solid blue color. It is decorated with a variety of small, scattered geometric shapes. These include circles, squares, triangles, and semi-circles in shades of teal, orange, and light green. There are also several sets of three horizontal white lines of varying lengths, resembling a simplified barcode or a stylized 'E' shape, scattered across the background.

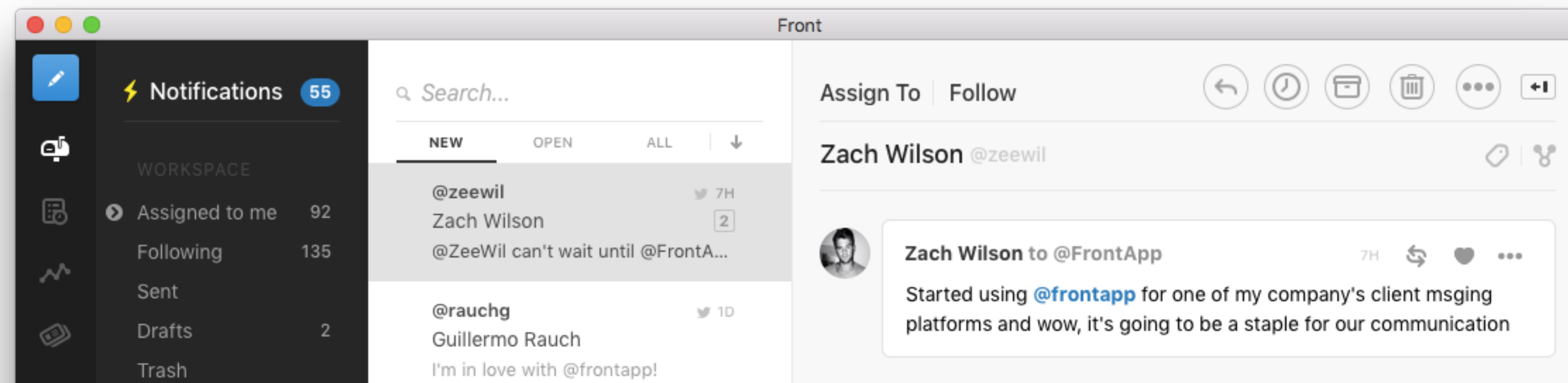
OUR FOCUS TO DATE

THE PRODUCT COMES FIRST

We're our first users
60% of payroll = Engineering
Support agents = 0

Fast iteration: frontapp.com/roadmap

No complex product lines: we only sell licences to use our only product



ACQUISITION CHANNELS

3 acquisition channels

ORGANIC GROWTH

70% of 2015 leads
Customer word-of-mouth
Leader on “shared inbox”

SALES

40 qualified demos / month / SDR
28% post-demo conversion
\$36k ARR added / month / AE

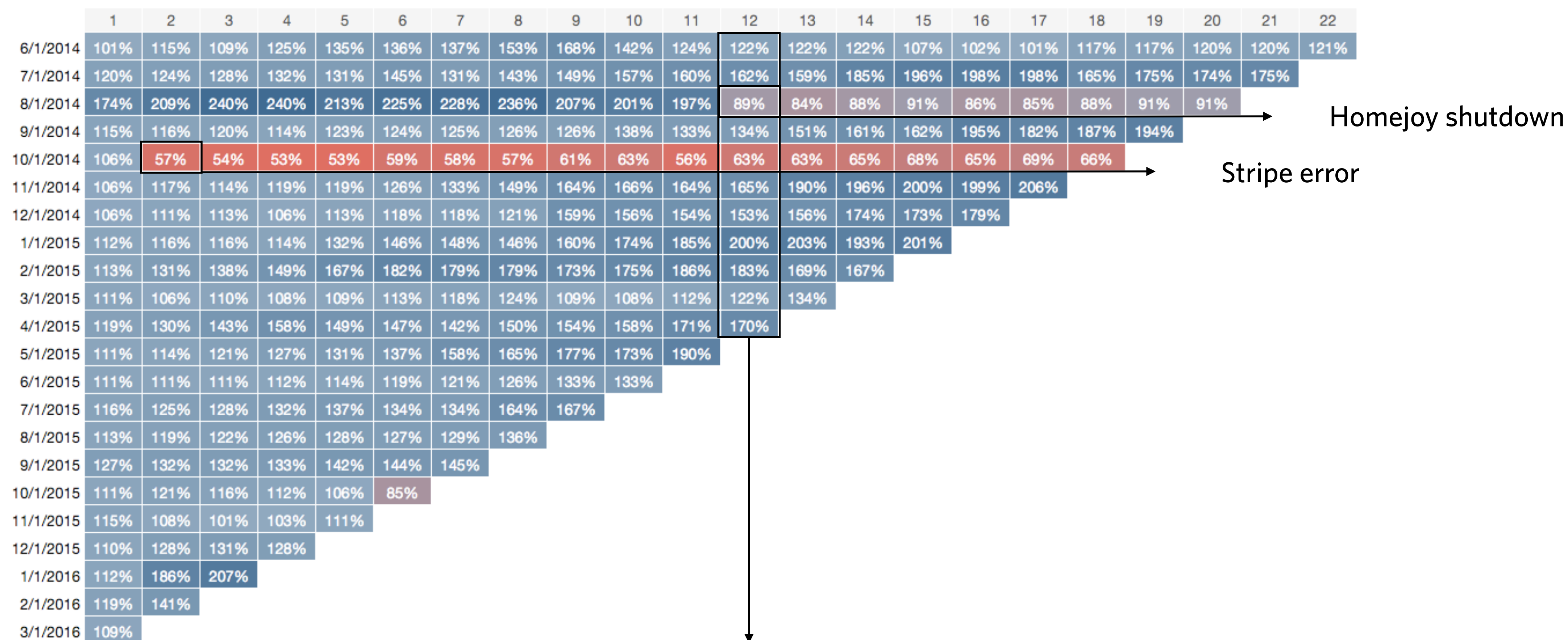
MARKETING

✓ Content playbook
✓ Co-marketing playbook
✓ Paid acq. unit economics

We've identified repeatable strategies to acquire new customers.
We will iterate on those and double down on the winners.

WE LAND AND EXPAND

Percentage of MRR retained relative to starting month



150% annual expansion: the “land & expand” strategy works.

WE'VE BEEN CAPITAL EFFICIENT

\$1.3m

Spent in 18 months to reach \$1.4m in ARR

\$1.8m

Left from last seed round

\$90k

Monthly burn

5 months

To be profitable

The background is a solid dark blue color. It is decorated with various small, scattered geometric shapes in white, orange, and teal. These shapes include circles, squares, triangles, and lines, some of which are arranged in patterns like concentric circles or horizontal lines. The overall effect is a modern, minimalist, and slightly abstract design.

RAISING \$10M SERIES A TO ACCELERATE GROWTH

THE RIGHT MIX OF PASSION AND EXPERIENCE



Mathilde Collin

CEO, co-founder



Laurent Perrin

CTO, co-founder



Cailen D'Sa

Head of Sales

1st sales @ **box**nd 

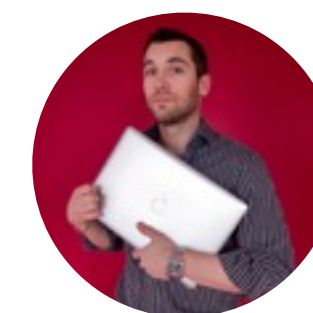
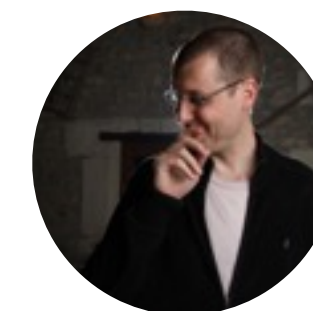


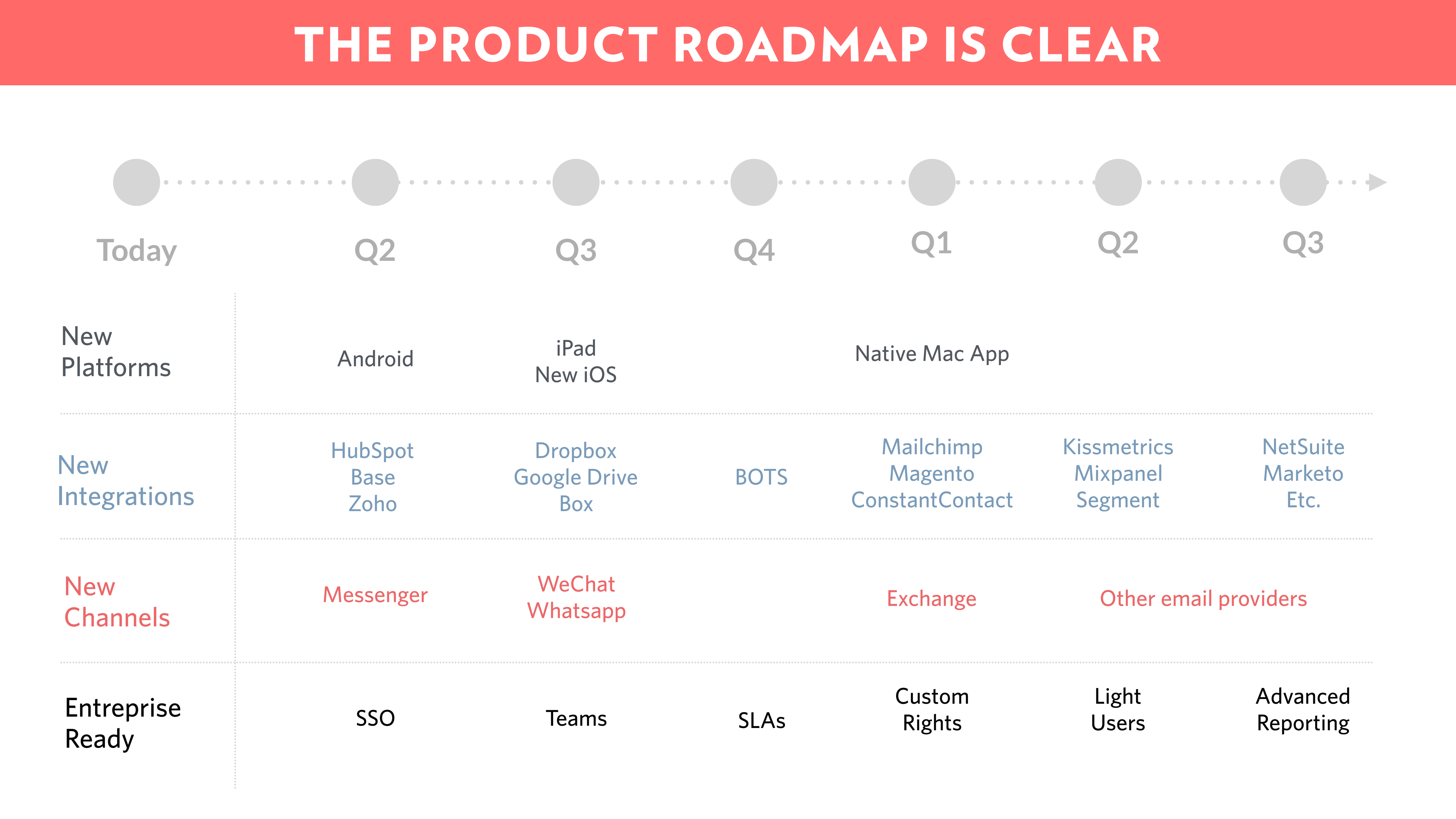
Greg Walder

Head of Customer Success

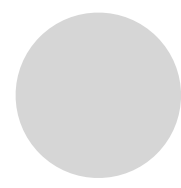
Former head of upsells @ 

Unfair access to pool of excellent French engineers





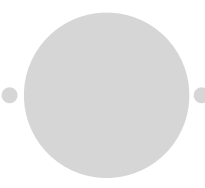
THE PRODUCT ROADMAP IS CLEAR



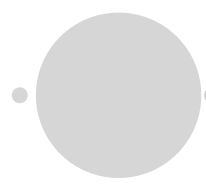
Today



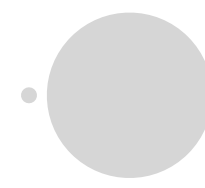
Q2



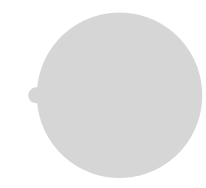
Q3



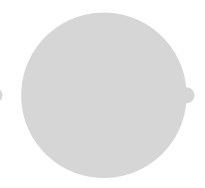
Q4



Q1



Q2



Q3



New
Platforms

Android

iPad
New iOS

Native Mac App

New
Integrations

HubSpot
Base
Zoho

Dropbox
Google Drive
Box

BOTS

Mailchimp
Magento
ConstantContact

Kissmetrics
Mixpanel
Segment

NetSuite
Marketo
Etc.

New
Channels

Messenger

WeChat
Whatsapp

Exchange

Other email providers

Enterprise
Ready

SSO

Teams

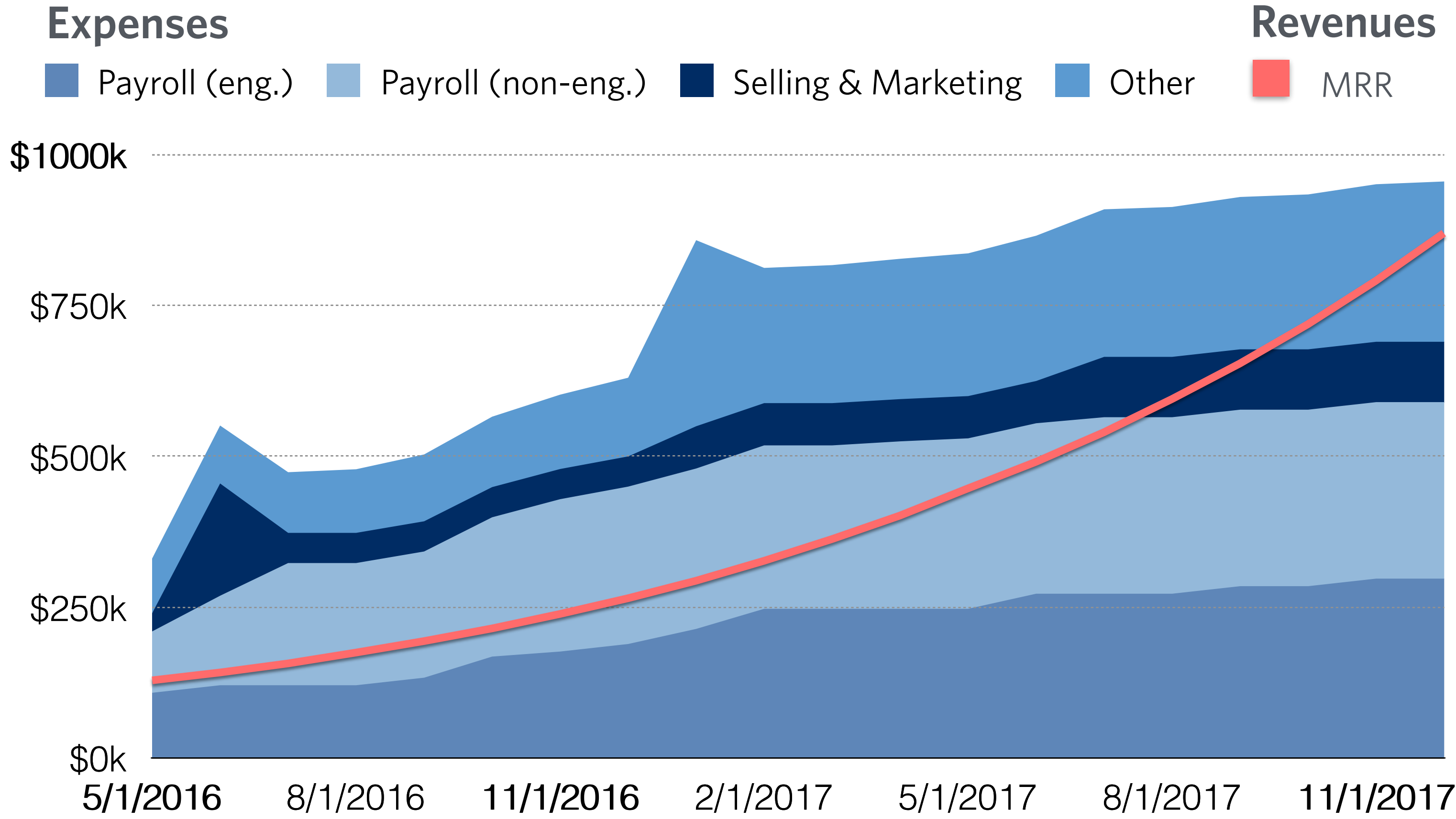
SLAs

Custom
Rights

Light
Users

Advanced
Reporting

PROJECTIONS



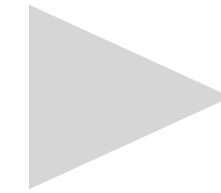
	2016	2017
ARR	\$3m	\$10m
Headcount	39	53

FUNDING

Series Seed

Sept. 2014

\$3.1M



Series A

now

\$10M

Led by Softtech VC

Angel investments from:

Paul Buchheit

Elad Gil

& 32 more

Committed:

Stewart Butterfield

Eoghan McCabe

THE OPPORTUNITY

**Slack proved that businesses are ready to buy good communication tools.
They're going after the internal communications market.**

**We're going after the bigger opportunity.
Front will own the external communications space.**

The background is a solid blue color. It is decorated with a variety of small, scattered geometric shapes. These include circles, squares, and semi-circles in shades of teal, orange, and light green. There are also several sets of three horizontal white lines of varying lengths, resembling a simplified barcode or a stylized 'E'. The shapes are distributed across the entire frame, creating a playful and modern aesthetic.

THANKS