

Sesh

Position & Story

December 2020

Every company needs a single, clear story.



- Clearly understand the value Sesh brings and why to adopt it
- Messaging and features will always ladder up to our story & purpose
- Give guidance to our product strategy
- Drive all collateral content for product launches and marketing
- So we can talk about what we are doing and why it matters
- To make a cohesive sales process we need a story that will resonate.

"The company story *is* the company strategy."

— Ben Horowitz, Partner and Co-founder, Andreessen Horowitz

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Considering the competition...

3 clear themes emerged:

- Anti-meeting companies using async videos
- Improving agendas & calendar focused on notes taking
- All about remote or culture or very specialized

We considered all 15 current competitors + google docs, including:





Guess what?

We're the only ones transforming the **meetings** themselves.

This helped clarify our purpose.

- Yes! We believe meetings are an essential part of communicating, making great work and getting stuff done. We are doubling down on meetings!
- We have a unique approach. There's no product that's close to Sesh.

3

We honed in on the core,
overarching problems of meetings:

Stop wasting my !\$\$\$%& time.

nothing of value happens

unplanned

unproductive

unstructured

not getting credit for my ideas

boring

too many unnecessary people costs \$\$\$

too long

repetitive

people feel undervalued

uses up actual work time

disorganized

pointless

doesn't utilize talent



Our unique values

- Efficient: stay on track with time management
- Inclusive: support quieter voices and stop domination by loud ones
- Automate best practices: we make meeting hygiene easier and better



Putting it into the right words...

GOALS



- a tag line that captures meaning and makes you feel something too
- connect our value props to our product
- write content for the landing page, social, marketing and beyond



Meetings. Finally worth your time.

A new tool designed to take meetings from boring to better.

Agendas that keep time

You set the agenda and Sesh helps you stick to it. Everyone sees overall progress, so instead of going sideways, meetings finish early.

Picture your discussion

Talk Time prioritizes inclusivity by making sure no single voice dominates a meeting.

Notes minus the noise

A clean list of decisions and action items is better than a big block of text. Capture outcomes as you go, then Sesh sends the meeting summary to the team.

Meet with purpose

You set the agenda and Sesh helps you stick to it. Everyone sees overall progress, so instead of going sideways, meetings finish early.

Inclusive by design

Talk Time visualizes how much everyone has spoken, so no single voice dominates.

Organized, automatically

A clean list of decisions and action items is better than a big block of text. Capture outcomes as you go, then Sesh sends the meeting summary to the team.

Fin.

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Notes and other ideas:

Finished early, supported by the product. awareness

seeing that you'll be taking, makes you accountable, helps the meeting runner (they don't want to dominate, they want people to talk)

Seamless

boring is not the opposite of useful, opposite of fun

Sesh is software that makes meetings more seamless so they often end earlier.

Get your time back.

Bring awareness, inclusivity and efficiency to your meetings so they end early.

End meetings early.

Sesh will automate, build mindfulness and streamline your meetings so it end early.

Sesh meetings usually end 5% earlier than scheduled. Metric.

value

Stay on track

You set the agenda and Sesh helps you stick to it. Everyone sees overall progress, so instead of going sideways, meetings finish early.

Equalize the conversation

Talk Time visualizes how much everyone has spoken, so no single voice dominates. Audible dings cue when someone goes over time.

Outperform with outcomes

A clean list of decisions and action items is better than a big block of text any day. Capture outcomes as you go, and get the full meeting summary auto-sent.

Meetings is where culture happens.

Sesh is a new meeting tool designed to foster inclusivity and efficiency.

Timekeeping agendas You decide the topics, and Sesh helps you stick to them. Everyone sees overall progress, so instead of going sideways, meetings finish early.

Meeting equality Talk Time visualizes how much everyone has spoken, so no single voice dominates.

Automated management Audible dings cue when someone goes over time, so it's no longer awkward to table a conversation for later and stay on track.

Meet with purpose

Your team's time is valuable, so spend it how you intend to.

You decide the topics, and Sesh helps you stick to them. Everyone sees overall progress, so instead of going sideways, meetings finish early.

Inclusive by design

Talk Time visualizes how much everyone has spoken, so no single voice dominates. Audible dings cue when someone goes over time.

Notes minus the noise

A clean list of decisions and action items is better than a big block of text any day. And that's what Sesh generates and sends after each meeting automatically.

Meetings are where culture happens.

Sesh is a new meeting tool designed to foster inclusivity and efficiency.

Meet with purpose You decide the topics, and Sesh helps you stick to them. Everyone sees overall progress, so instead of going sideways, meetings finish early.

A level saying field Talk Time visualizes how much everyone has spoken, so no single voice dominates.

Let us do the interrupting Audible dings cue when someone goes over time, so it's no longer awkward to table a conversation for later and stay on track.

Meetings. Finally worth your time.

A new tool designed to make the substance of your meetings worthwhile.

A new tool designed to save meetings

An agenda that tells time

You decide the topics, and Sesh helps you stick to them. Everyone sees overall progress, so instead of going sideways, meetings finish early.

Inclusive, by design

Talk Time visualizes how much everyone has spoken, so no single voice dominates. Audible dings cue when someone goes over time.

Note-taking, now optional

A clean list of decisions and action items is better than a big block of text any day. And that's what Sesh generates and sends after each meeting automatically. So you can let go of notes and focus on the meeting.

A new tool designed to take meetings from boring to better.

Better meetings. It's about time.

A new tool designed to make the substance of your meetings worthwhile.

An agenda that tells time

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An agenda that tells time

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Meet with purpose

You decide the topics, and Sesh helps you stick to them. Everyone sees overall progress, so instead of going sideways, meetings finish early.

Inclusive, by design

Talk Time visualizes how much everyone has spoken, so no single voice dominates. Audible dings cue when someone goes over time.

A timer that creates balance

Talk Time visualizes how much everyone has spoken, so no single voice dominates. Audible dings cue when someone goes over time.

Note-taking, now optional

A clean list of decisions and action items is better than a big block of text any day. And that's what Sesh generates and sends after each meeting automatically. So you can let go of notes and focus on the meeting.

Outperform with outcomes

Successful meeting are the ones that achieve their outcomes. Sesh helps you capture, organize and share these outcomes--the decisions, action items, and next steps--and automatically shares with everyone after the meeting. So your meeting will actually move things forward.

Alternates

On time, every time

You set the agenda. Sesh helps you stick to it. With a plan and progress everyone can see, the team stays on track. Get through all your topics and celebrate by ending early. Your team deserves time back.

The good kind of groupthink

The best ideas can come from anywhere. Structure a brainstorming session with Sesh to get everyone's ideas on the table before narrowing down. Go wide with the confidence that you'll be able to get back on track.

Plan for spontaneity

A level saying field

With Sesh, everyone gets a say. Use Talk Time to see how much everyone is chiming in. Then, bring balance and inclusivity by inviting quieter folks to pipe up. Or, let Sesh run the show with Rounds.

Get results, not an instant replay

Just the outcomes, please

Outcomes only

No more novel-length meeting notes

A clean list of decisions and action items is better than a big block of text any day. And that's what Sesh generates and sends after each meeting automatically. So you can let go of notes and focus on results.