

BoostUp[↑]

**The First *Contextual*
Revenue Intelligence Platform
Powered by Unstructured Data**

Built for the Digital Sales Era

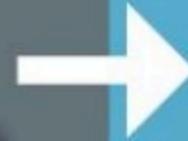


Sales is Digital. CRMs are No Longer Enough.

Status Quo

Manually Inputted
Data in the CRM

biased. late. half truth.



New paradigm

Automatic Extraction
of All Digital Data

*truth. automated.
real-time.*



Customer Facing Work Has Become DIGITAL with Exponential Data Explosion in DISCONNECTED Workflows

2000-2015
Limited Data Era



- Digital Work
- Few APIs
- Expensive Transcription
- Office 365 APIs Not Mainstream

2016-2020
API Era



- APIs Opened Up
- Disconnected Data
- High Noise/Signal
- Single Use Case Apps

2020s
Connected Data Era

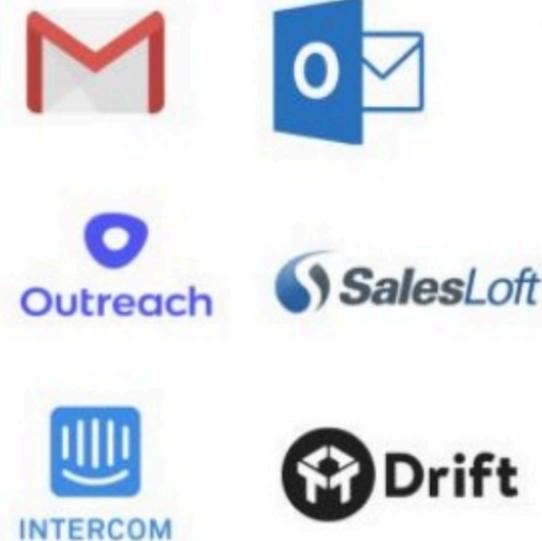


- More Remote Buying/Selling
- Pre-connected Data
- Accurate Data
- Data Platform Play vs. Single Use Case Play

Available Digital Data has Exploded

DIGITAL Work Data has Exploded. Remains Disconnected & Noisy

Email, Cal & IM



Voice & Video



Contacts/Leads



Product



Support



**BoostUp is the New Analytical System of Record Unifying
All Data in One Place**

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Transactional
Systems of
Record



BoostUp is the New Analytical System of Record Unifying All Data in One Place

End User
Engagement
Layer



Transactional
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End User Engagement Layer



Analytical System of Record



Transactional Systems of Record



Product: First Remote Control Panel for the Digital Sales

The screenshot displays the BoostUp CRM interface. At the top, there is a search bar and a settings icon. Below the search bar, there are tabs for 'Opportunities' and 'Recommendations'. A filter for 'Closing in: Current Quarter' is visible. The main area shows a list of sales opportunities with columns for Deal name, Category, Risk Score, Probability, Confidence, Deal Amount, and Close Date. A callout box highlights the 'Acme Inc' opportunity, showing a 'Commit' status, a '75 High' risk score, and a 'Medium' confidence level. A tooltip for the deal amount shows a 'Previous deal amount' of \$22,000. A sidebar on the left contains various navigation icons. A large blue circle highlights the 'Acme Inc' row and its associated callout box.

Deal name	Category	Risk Score	Probability	Confidence	Deal Amount	Close Date
Sterling Cooper AE: Chris Lewis	Commit	Medium	70%	High	\$65,000 ▲	31st Mar 2020
Acme Inc AE: Chris Lewis	Commit	75 High	90%	Medium	\$55,000 ▼	31 Mar 2020
Oscorp AE: Chris Lewis				Low	\$30,500 ▲	31st Mar 2020
Gekko & Co AE: Chris Lewis				High	\$60,000 ▲	31st Mar 2020
Wayne Enterprises AE: Chris Lewis				High	\$25,000 ▼	31st Mar 2020
Hooli AE: Chris Lewis				Low	\$22,000	31st Mar 2020
Polycon AE: Chris Lewis				Medium	\$45,000 ▼	31st Mar 2020
Axe Capital AE: Chris Lewis			80%	Low	\$30,500 ▲	31st Mar 2020
Duff Corp AE: Chris Lewis			60%	Medium	\$25,000 ▼	31st Mar 2020

Recent Negative sentiment from the Decision Maker (CIO)

Multiple pricing & budget objections mentioned last week

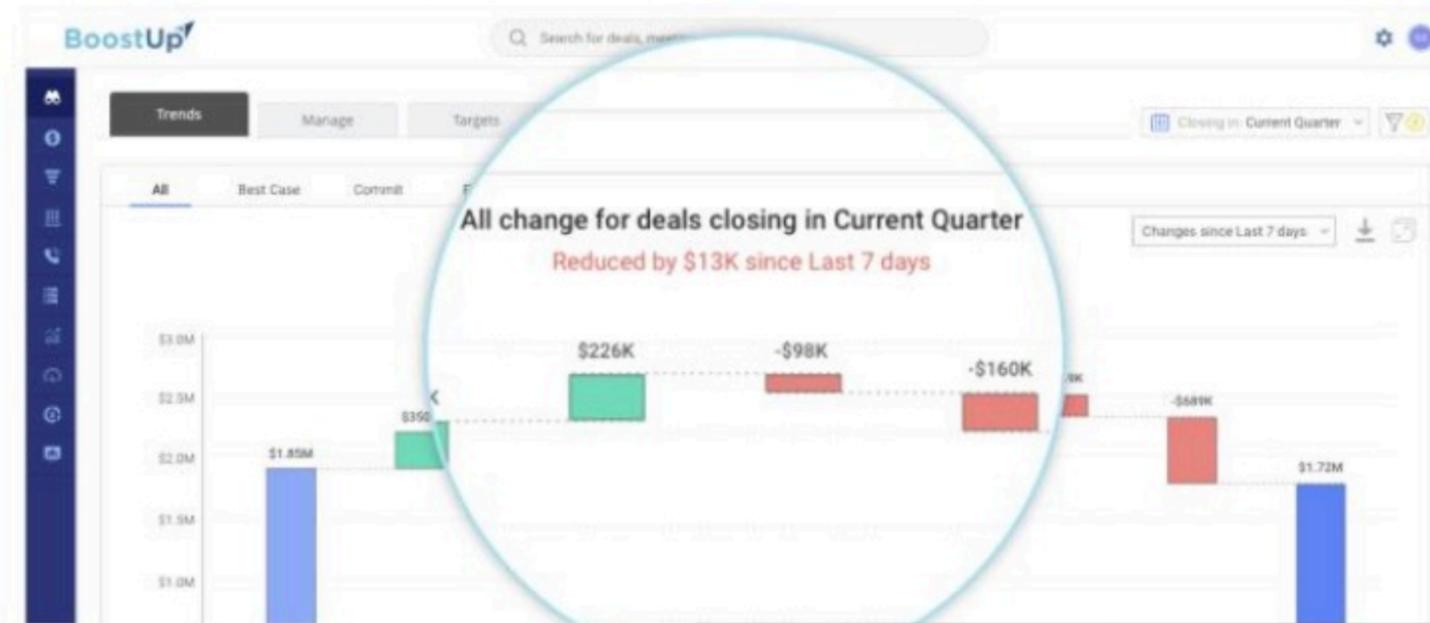
Weak relationship with IT

Only 2 strong relationships with a Director & End User

last engaged for last 2 weeks

Previous deal amount \$22,000

And The First Forecasting AI Powered by Contextual Data



BoostUp

Search for deals, meetings and calls

Trends Manage Targets

My Forecast: \$12,530,000

Target: \$5.25M

Booked (27 Deals): \$2.75M

Submitted Forecast: \$4.18M

Forecast by Seller

SELLER	TARGET	COMMIT	BEST CASE	PIPELINE	ALL ACTIVE
Eric Mall	\$750,000	\$220,000	\$400,000	\$890,000	\$730,000
John Thomson	\$750,000	\$220,000	\$380,000	\$810,000	\$705,000
James Everstone	\$750,000	\$250,000	\$360,000	\$825,000	\$680,000
Emily Johnson	\$750,000	\$260,000	\$340,000	\$840,000	\$660,000
Kelley Zeigs	\$750,000	\$260,000	\$340,000	\$840,000	\$660,000
Jack Crawford	\$750,000	\$260,000	\$340,000	\$840,000	\$660,000
Daisy Powell	\$750,000	\$260,000	\$340,000	\$840,000	\$660,000
Total	\$4,225,000	\$2,750,000	\$4,130,000	\$4,725,000	\$4,180,000

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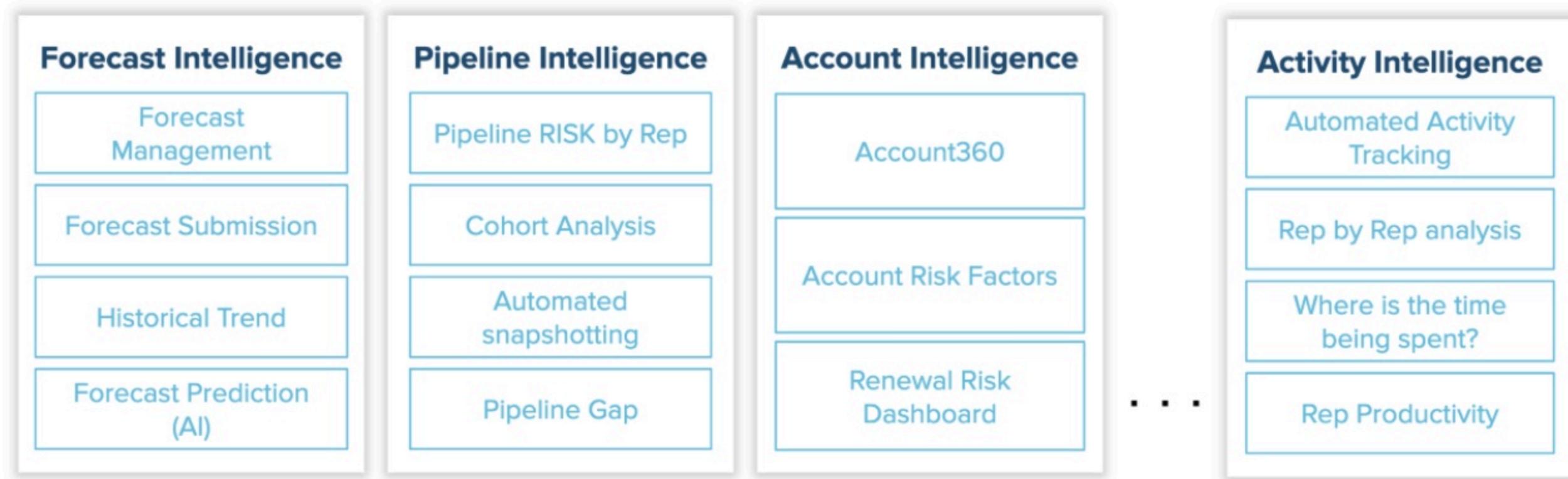
Search for deals, meetings and calls

Current Deals (11) Changed Deals (11)

Eric Mall: Commit (11 Deals)

DEAL NAME	ACCOUNT NAME	ENGAGEMENT	CATEGORY	STAGE	CLOSE DATE	AMOUNT
Acme Sales Team	Acme Inc.	84 High	Commit Best Case	Decision	30 Jul '20	\$75,000
Starling Cooper North	Starling Cooper	80	Commit Best Case	Decision	30 Jul '20	\$60,000
Gelko & Co	Gelko & Co	7	Commit Best Case	Decision	30 Jul '20	\$60,000
Hovell Sales Team	Hovell Inc.	7	Omitted Commit	Open	30 Jul '20	\$60,000
Wonka Industries	Wonka Industries	55	Pipeline Commit	Open	30 Jul '20	\$60,000
Wayne Enterprises South	Wayne Enterprises	30 Low	Pipeline Commit	Open	30 Jun '20	\$60,000
Duff Corp Sales	Duff Corp	41 Medium	Commit	Decision	30 Jul '20	\$60,000
Bubba Gump	Bubba Gump	30 Low	Commit	Decision	30 Jul '20	\$40,000
Osweg Sales North	Osweg	22 Low	Commit	Decision	30 Jul '20	\$50,000
Polygon	Polygon	20 Low	Commit	Decision	30 Jul '20	\$80,000

BoostUp Consolidates Today's Fragmented Revenue Intelligence Market



BoostUp – “Enterprise Revenue Data Platform”



BoostUp Impacts Various CRO Functions



Forecast Management

What can I do to hit my number this quarter?



Deal & Account Management

What is really going on in this deal & account?



QBRs

What worked & didn't work. Why are we winning and losing deals?



Ramp & Readiness

How effective are my managers and reps? Are they spending time on right activities?



Annual Planning

How to assign accounts and territories to improve coverage and maximize returns?



Performance Assessments

Are my reps following the playbook consistently?

Traction: 3X Growth Since Jan 1st, 2020

branch

 *iterable*

Toluna 

perimeter 

 COGNITE

 RANCHER

 **NetApp**

 GRAND ROUNDS

DEALPATH

Global Sales TAM: 38K B2B Companies Representing \$6.6B

Revenue Team Size	Global Companies	ACV	TAM
50-100	20,118	\$75.000	\$1.5B
101-250	11,158	\$200.000	\$1.8B
251-500	3,638	\$300.000	\$1.1B
501-1000	1,782	\$500.000	\$1B
1000+	1,622	\$1,000,000	\$1.6B

BoostUp is in a vast horizontal market. More & more B2B companies are selling digitally. Our addressable market includes any B2B company where sellers/CSMs interact with customers remotely via digital communication channels.

Founding Team With Unique Consumer + Enterprise DNA

Balanced DNA of large-scale consumer data, AI & sales



Sharad Verma

CEO and Co-Founder

- Search AI 
- Founder/CEO 
- VP Products 



Amit Sasturkar

CTO and Co-Founder

- Search Engineer 
- Founder/CTO 
- Search Engineer 



Neel Kamal

CCO and Co-Founder

- VP Sales 
- Sales 
- Sales Engineer 