

.bubble

Taking over Software Development Through No-Code

April 2021



Software development is going to change: it will be through no-code



Software is **needed** everywhere and very **slow to build**



Limited engineering resources make coding the **universal bottleneck**



No-code offers a **faster and cheaper** alternative that lets anyone build product

The true vision for no-code

**Stop using engineers to reinvent
the wheel, only hire them for
technical innovation**



There's an opportunity to build the reference no-code platform and take over software development



No-code multiplies the **software engineering market by 100X**, turning millions of non-tech users into software builders



The **market opportunity is immense**



Most players aren't trying to realize this vision, but instead focus on limited use cases



**We are best positioned to
grab this opportunity**

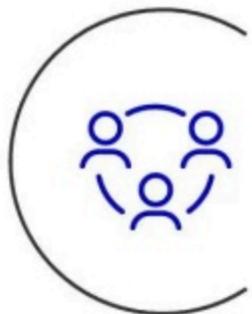
Bubble is the only platform where people build fully-functional custom experiences without code



Bubble apps aren't prototypes; you can build **full-fledged products** like Twitter, Airbnb or Upwork

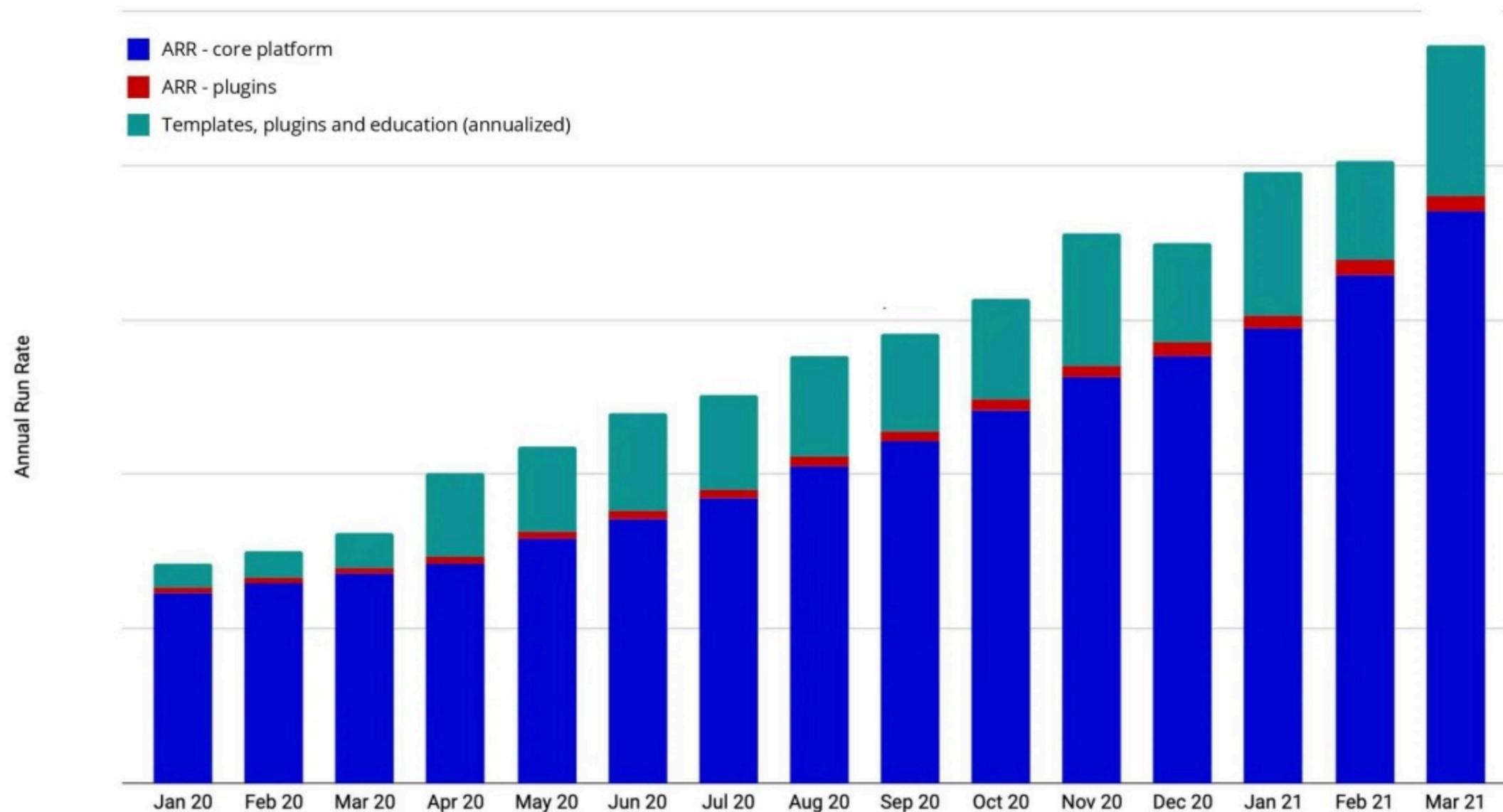


If you can use Excel, you can use Bubble. Learn it in a few hours and **launch within days**



User adoption, community engagement and growth has been **exponential** over the last 24 months

ARR is at \$XXm, growing 3X y/y and accelerating, with YY paying customers



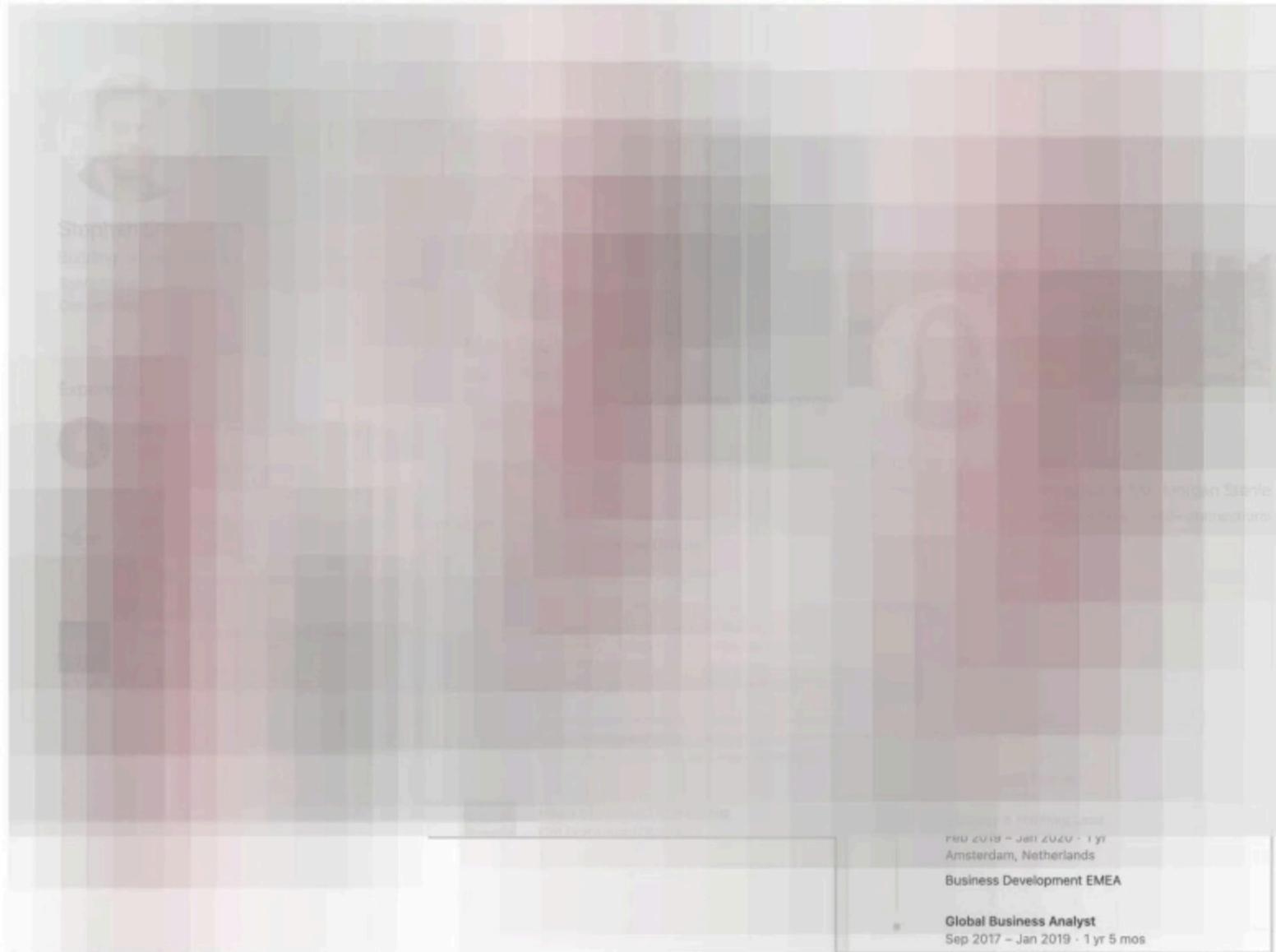
Users pay from \$25/mo to \$8k/mo

Monthly net revenue churn negative since beginning of 2021

Growth so far has been **highly capital-efficient** (net burn at \$XXm since 2020)

As a result, **many aspects haven't been optimized yet**

Our users are non-technical, business professionals in need of a product for themselves or their employer



34% of users have **never built anything** online

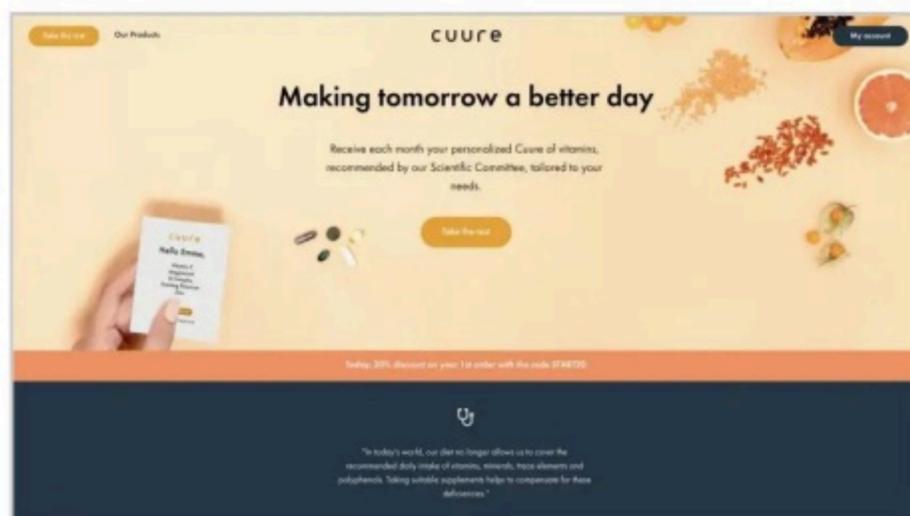
Functions/titles:

- 33% are business owners or execs
- 27% in Marketing, BD, Sales and Ops
- Only 15% are in Software, Design or Product

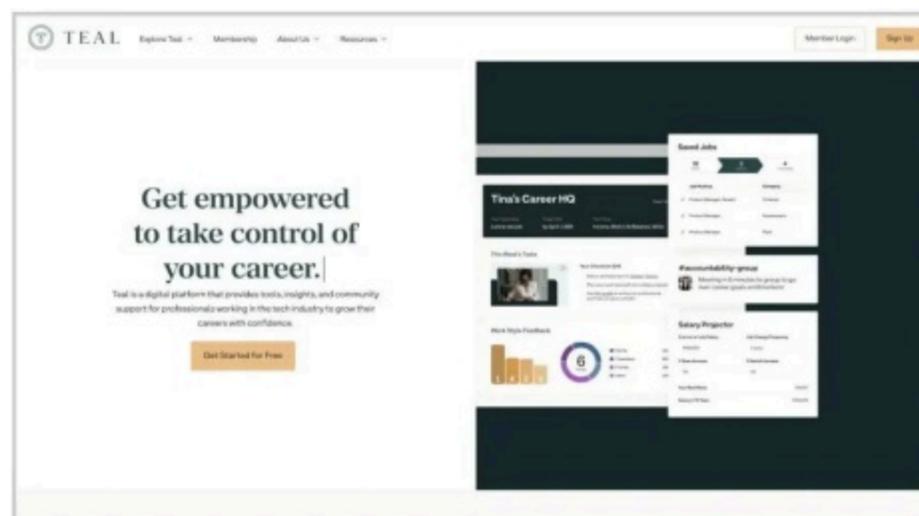
70% of the applications are **customer-facing**

This **non-technical, tech savvy** group is **expanding quickly** as the workforce becomes more digitally-native

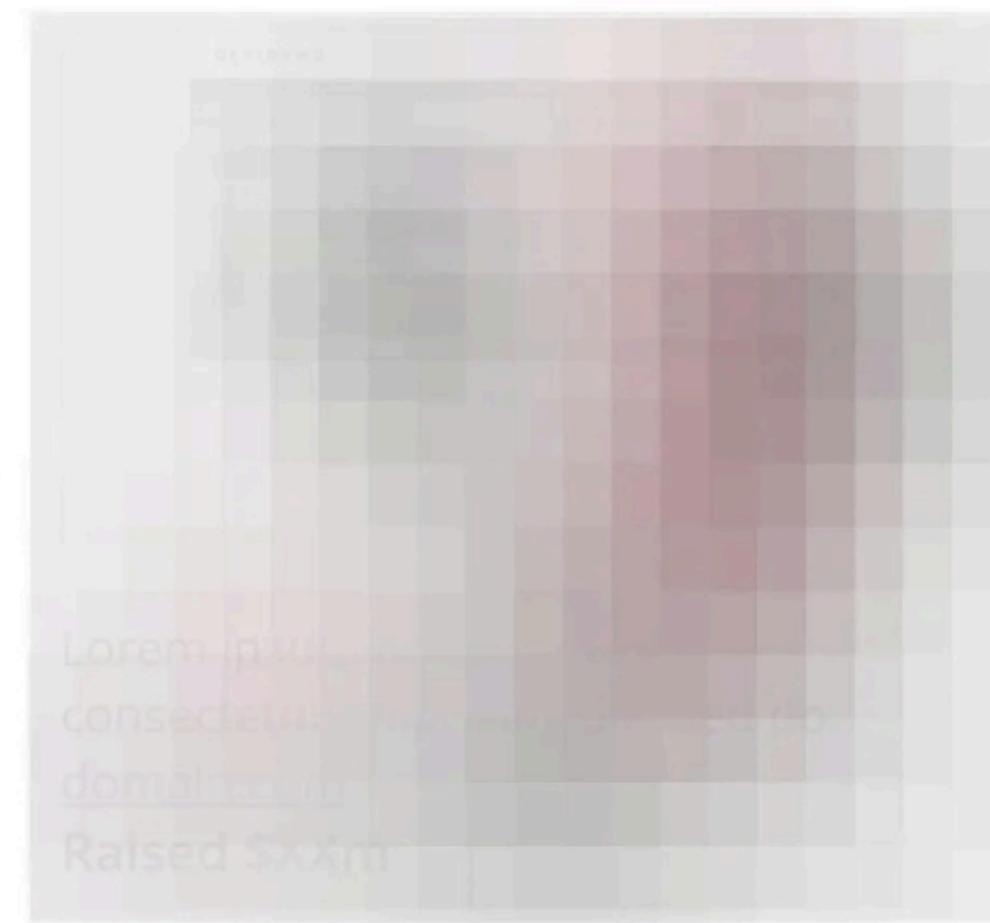
Our users get into YC, raise multi-million dollar rounds, and process billions of dollars in business volume



Cuure offers customized food & vitamin supplements - cuure.co
Raised €1.8m, ARR at €Xm after 2 years



Teal helps people land jobs by offering resume coaching, searching listings and sending applications - tealhq.com
Raised \$5m in 2020 ([TechCrunch](https://techcrunch.com))



Discover more user stories on our [blog](#)

Our community is fanatic about our product and forms a thriving ecosystem



Love for the product

Paid NPS > 70 since April 21

Users are very active on Twitter and other social networks



Engaged community

500+ posts/day

Time to first reply below 10 minutes



Thriving ecosystem

Freelance and coaching

130+ agencies listed on our agencies page

100+ Bubble bootcamp students per month

Winning the no-code space through startups



Succeeding with startups is hard but offers the greatest potential in the long term



Startups need a **production-ready general-purpose** no-code tool



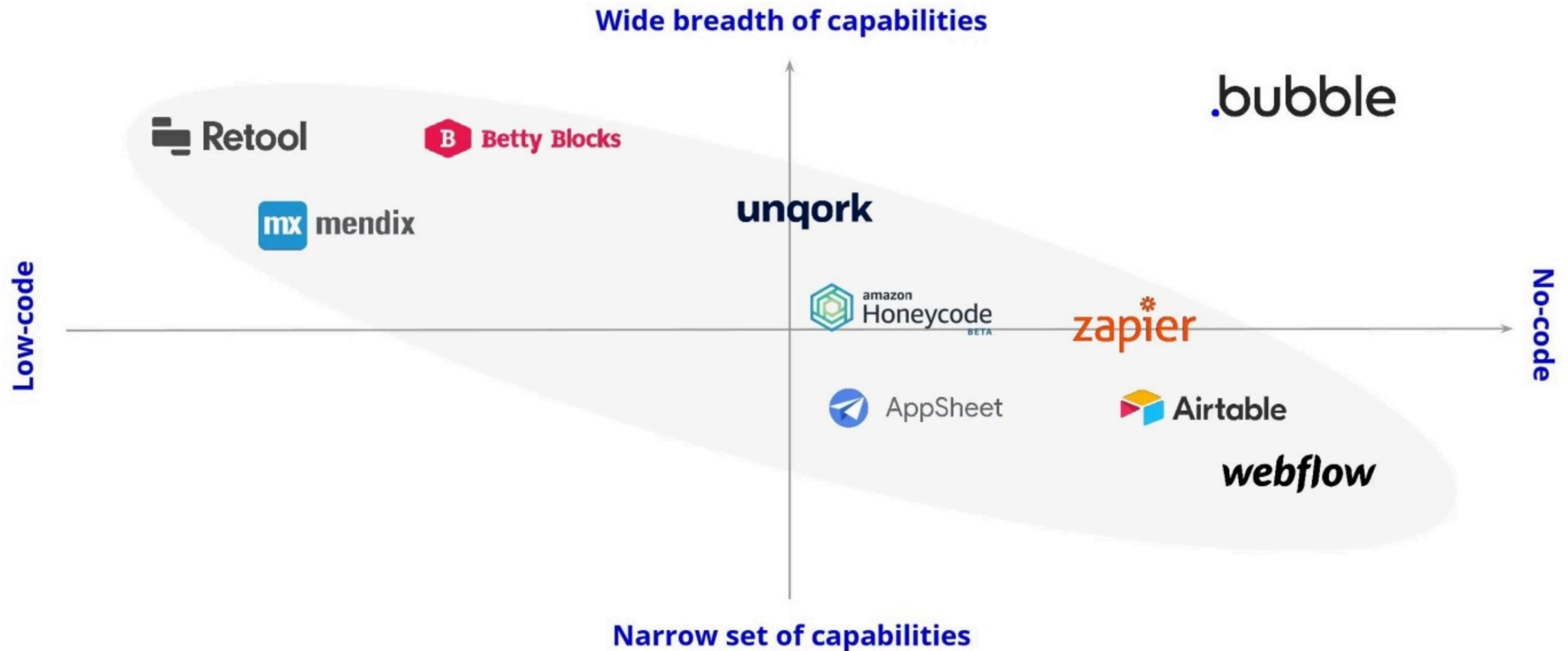
Startups make for better PR: the platform that hosts the first no-code company to IPO gets to shape the market



A B2C/Startup sales motion enables use by individuals.

Enterprises will adopt the tool with the most **employee buy-in**

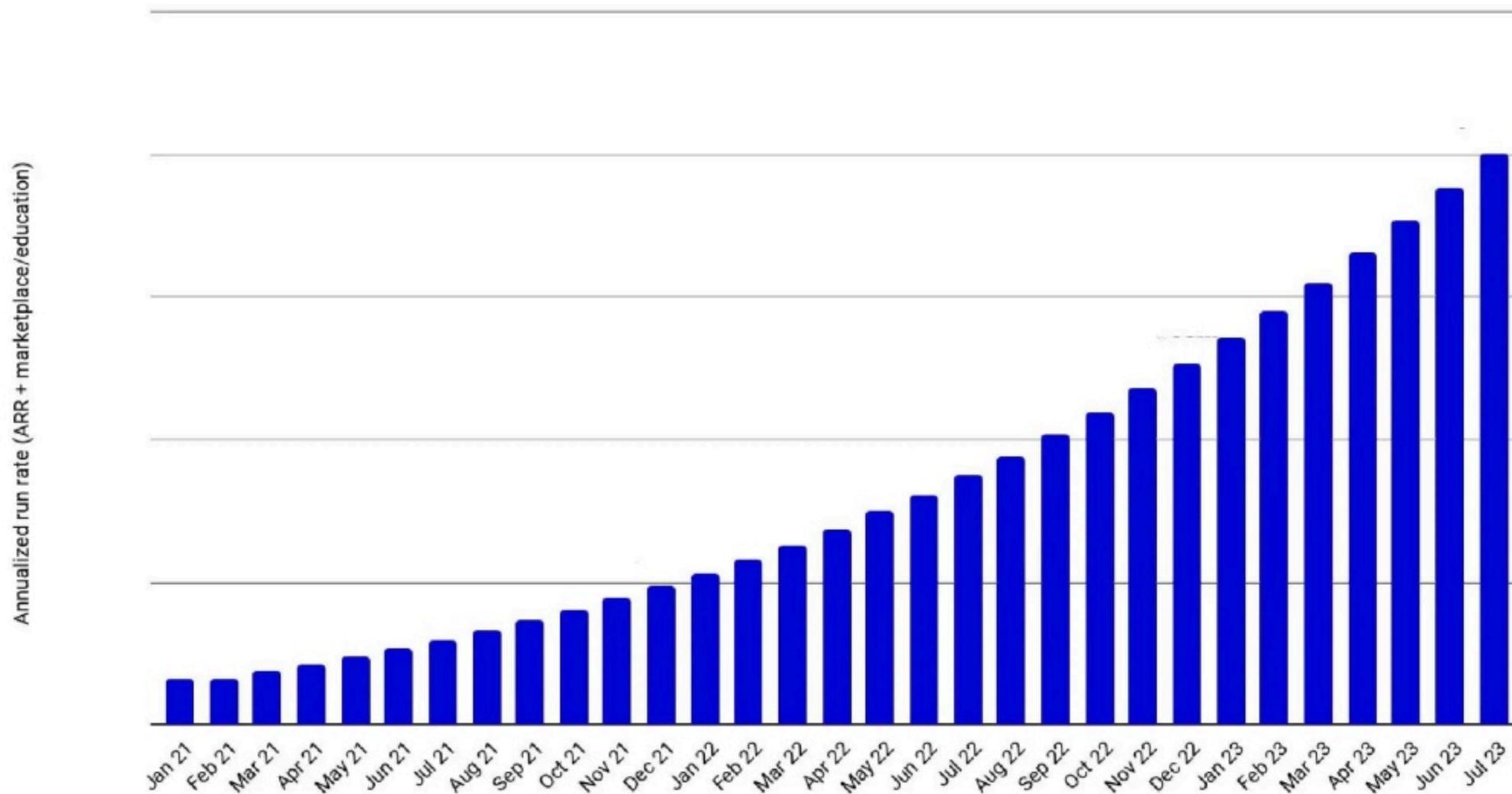
We have reached a unique sweet spot in term of flexibility and no-code



**Accelerating growth with
additional funding**



Four levers will enable us to accelerate growth to \$XXm by EO2021 and \$XXm by EO2022



We're growing 8-12% m/m, driven by awareness, partnerships and paid. **We haven't optimized many aspects of the business.**

Reducing high-end churn, investing in ease-of-learning and in marketing will **boost our growth by an additional 3 to 6% m/m.**