

Yesterday was
NOTHING like today



So how can businesses be
READY FOR TOMORROW?





We are living in times of Exponential Change

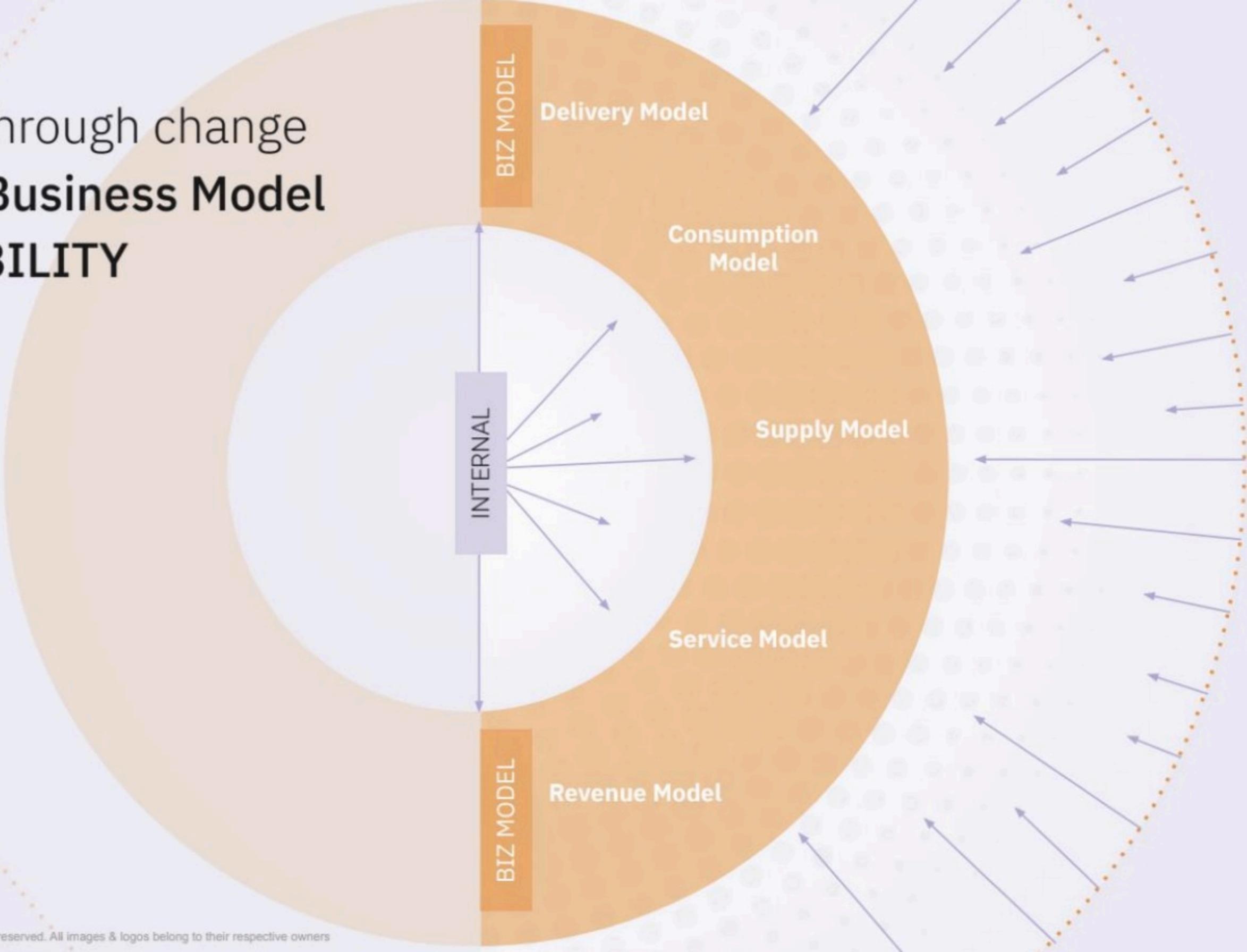
About half of S&P 500 companies will be replaced over the next ten years.



• Entertainment	TV	NETFLIX
• Commute	Taxi	Uber
• Shopping	Superstore	amazon
• Education	University	coursera
• Workplace	Location	ZOOM
• Messaging	Email	slack
• Assistant	Person	amazon alexa

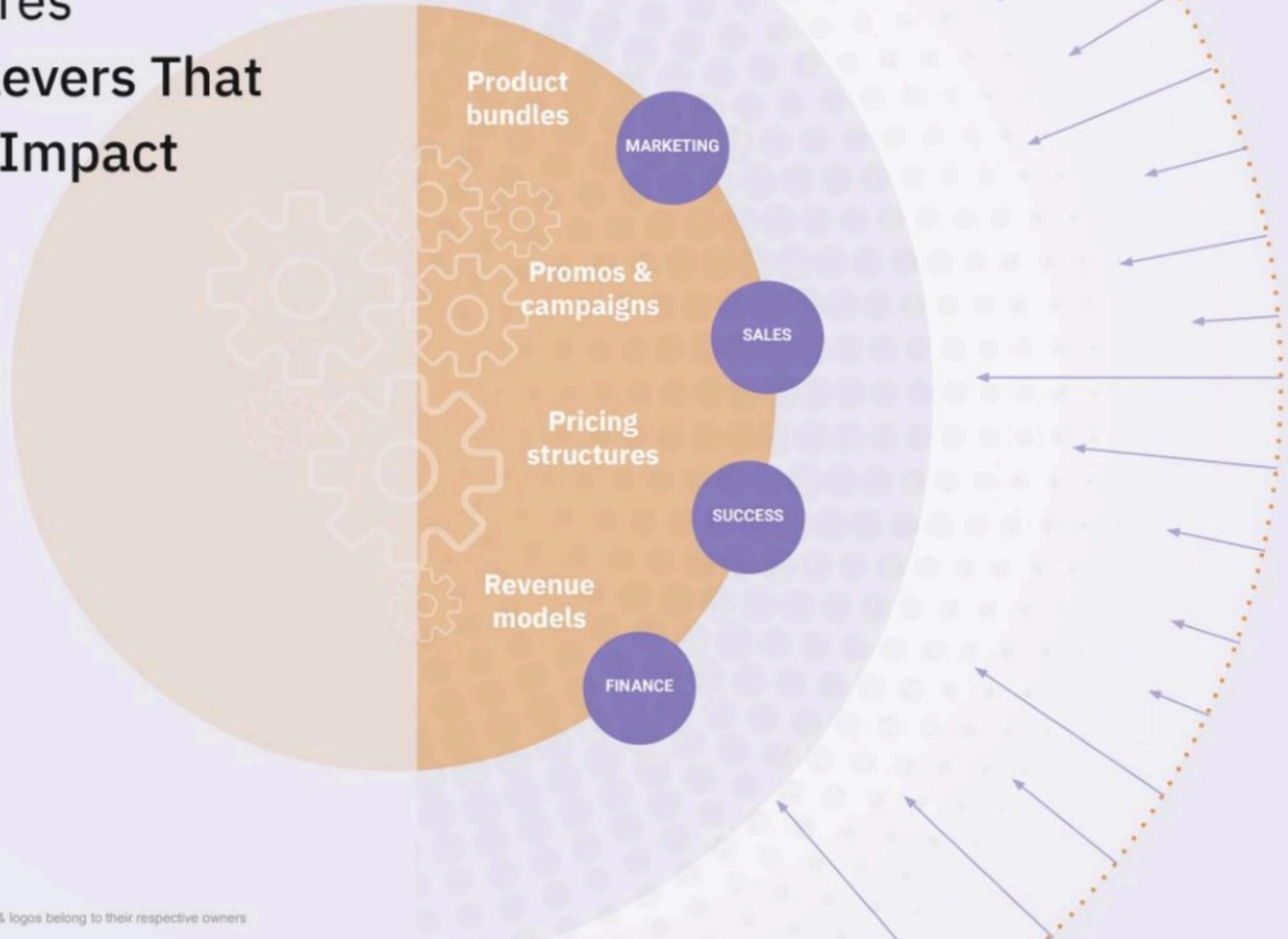


Thriving through change requires **Business Model ADAPTABILITY**





Adapting requires Tuning Minor Levers That Make Massive Impact



Businesses that adapt Grow 3x Faster

MOVE FAST



EXPERIMENT MORE



CHANGE BIZ MODELS



The New York Times

Print Ad
revenues



Paywalled
subscriptions

5 Mn +

Subscribers

800 Mn +

Annual digital revenues



Chargebee

Designed to enable **ADAPTABILITY**

Agile experiment engine

Billing lifecycle automation

Flexible and extensible platform

Real time revenue telemetry





Trusted by the Change Makers Of Today & Tomorrow...

20,000+

High growth businesses

410+

Business model iterations

\$3 Bn+

ARR enabled via new models





MakeSpace Scaled into 31 new markets in 1 year with Chargebee

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"When you build anything as complex as billing, it is inherent that you won't be able to build all of the complex requirements your team desires. Switching to Chargebee has been a big upgrade for us. You are solving the problems we would have a year from now."



Who: Self storage provider offering consumer & business storage.

Why: Rapidly expanding into new markets; needed a system to handle & automate complex pricing variations at scale.

Unexpected Development: Office closures in last 6 months opened a new opportunity for businesses to utilize MakeSpace's on-demand storage.

Capturing Opportunity: MakeSpace imagines, tested and deployed business solutions within a week.

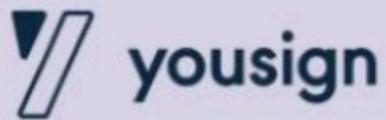
Impact: MakeSpace has been able to scale to 31 new markets over the last year, continuing its hyper-growth trajectory.



Yousign grew their customer base by 2X in 6 months with Chargebee

“

It is a long road to dominating the entire European union but Chargebee has already done the groundwork. When we make a strategic decision to move into a new region, there is nothing that can delay our expansion.



Who: Leading European e-signature provider.

Why: Hyper-growth needed a solution to implement hybrid pricing, gate features, experiment with acquisition & enable global expansion.

Unexpected Development: Surge in demand required navigating complex language, regulation & payment preferences within Europe.

Capturing Opportunity: Yousign launches a series of new plans including a plan dedicated for the booming Notaries market.

Impact: Yousign has doubled its customer base, including 10% MRR addition in 2 months from plans designed for its new markets.



Business use Chargebee to launch, experiment & scale Strategies that keep their Business Model Adaptive



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