



CHILI PIPER

Inbound Conversion Platform

Series B Investor Deck

B2B Marketing Teams Are Under More Pressure Than Ever to Generate Revenue

Outbound is becoming less effective. Companies are relying more heavily on inbound marketing to generate pipeline.

But marketers are struggling to convert inbound leads.

60%

of tech marketers said they are under a **lot of pressure** to deliver pipeline and revenue. ([source](#))

86%

say the pressure has **become worse** in the last 12 to 18 months. ([source](#))

79%

of marketing leads never convert into sales. ([source](#))



We're Forgetting The Most Critical Conversion Point

B2B marketers spend all their time trying to improve inbound conversion rates, but miss the most important conversion point — passing the baton from marketing to sales.

Slow lead response times are killing inbound conversion rates.

42 hours

is the average lead response time for B2B. [\(source\)](#)

73%

of leads never get contacted. [\(source\)](#)

30%

30% of your leads will choose one of your competitors if you don't respond. [\(source\)](#)



The Goal: Connect With Leads Instantly

Increasing your speed to lead is the most important thing you can do to improve your inbound conversion rates.

50%

of leads go with the vendor that responds first.

[\(source\)](#)

9x

more likely to convert web leads when you respond in 5 minutes. [\(source\)](#)



Problem: Too Much Friction in The Inbound Conversion Process

- **Qualification** - Using humans to qualify leads
- **Routing** - Routing leads using spreadsheets
- **Scheduling** - Too many back-and-forth emails
- **Handoff** - Transferring leads from SDRs to AEs

60%

of inbound leads are **lost** due to slow follow up and friction in the buying process.

Request a Personalized Demo

Thank you for reaching out!

We'll be in touch with you shortly.

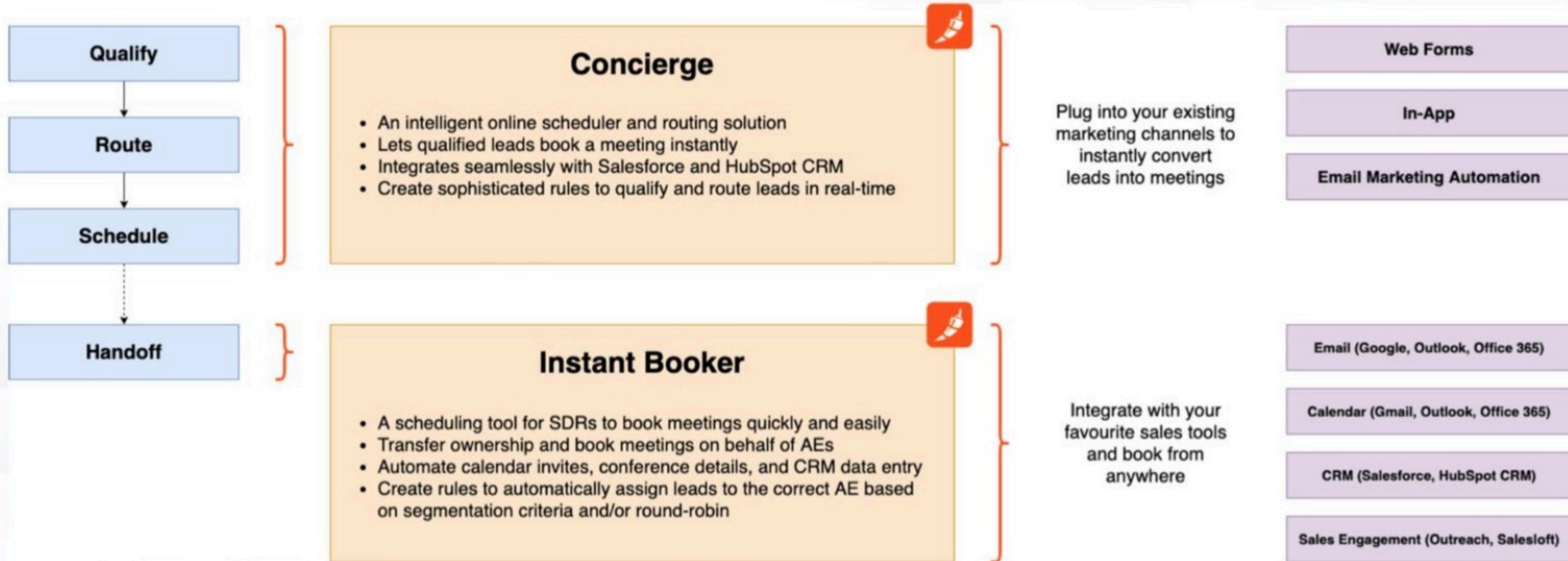
In the meantime, check out some of our best ABM resources below.

I read and agree to the AcademyOcean's [Privacy Policy](#) and [Terms of Use](#)

Request a Demo

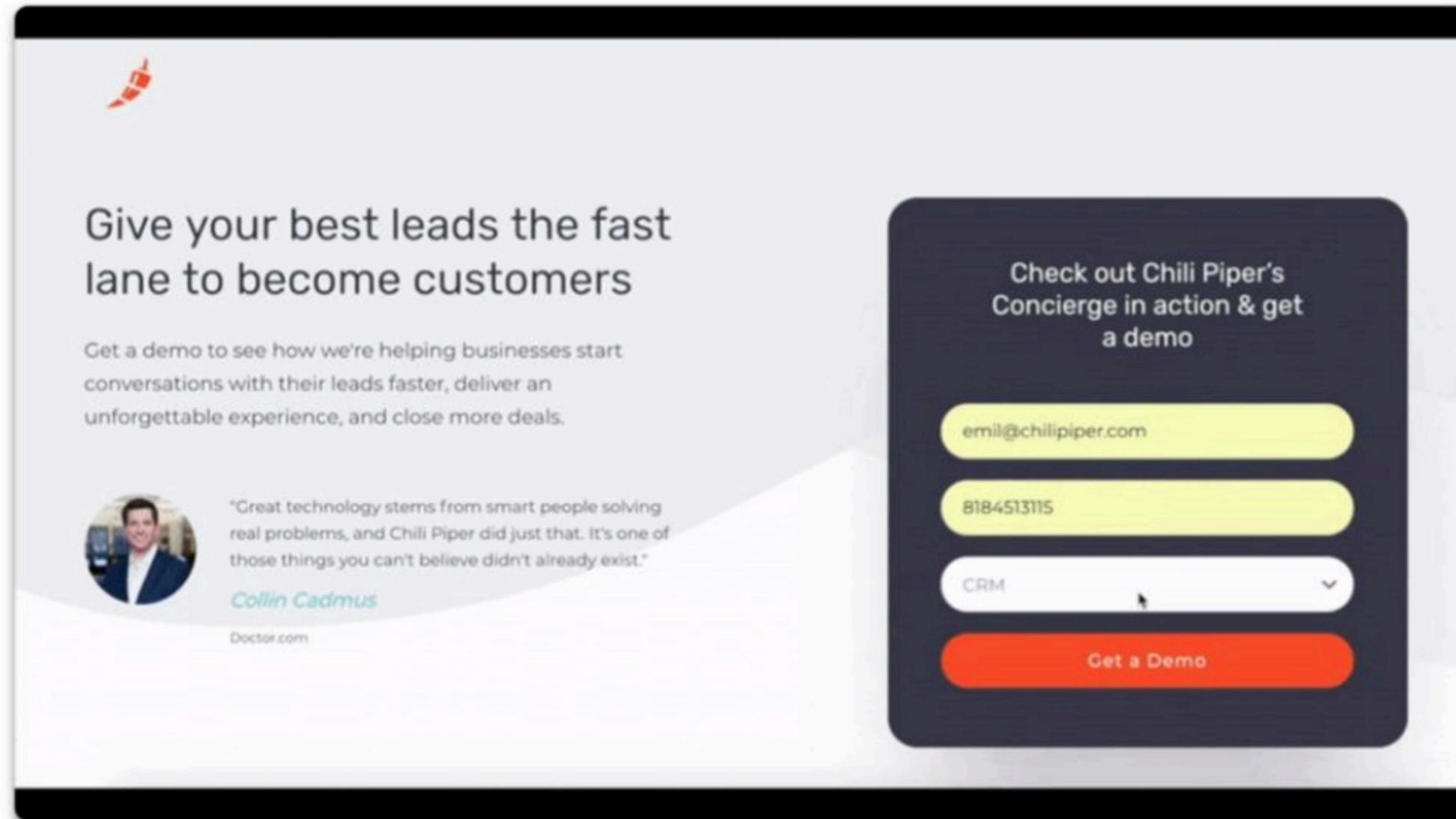


Solution: An inbound conversion platform that makes your speed to lead *instant*



Solution: Concierge

Instantly qualify, route, and connect inbound leads



The screenshot shows a landing page for Chili Piper's Concierge service. On the left, there is a testimonial from Collin Cadmus of Doctor.com, stating: "Great technology stems from smart people solving real problems, and Chili Piper did just that. It's one of those things you can't believe didn't already exist." The main headline reads: "Give your best leads the fast lane to become customers". Below this, it says: "Get a demo to see how we're helping businesses start conversations with their leads faster, deliver an unforgettable experience, and close more deals." On the right, there is a dark blue rounded rectangle containing a form titled "Check out Chili Piper's Concierge in action & get a demo". The form has three input fields: an email field with "emil@chilipiper.com", a phone number field with "8184513115", and a CRM dropdown menu currently showing "CRM". Below the form is a red "Get a Demo" button.

Prospect submits a meeting request



Lead is qualified & routed in real time



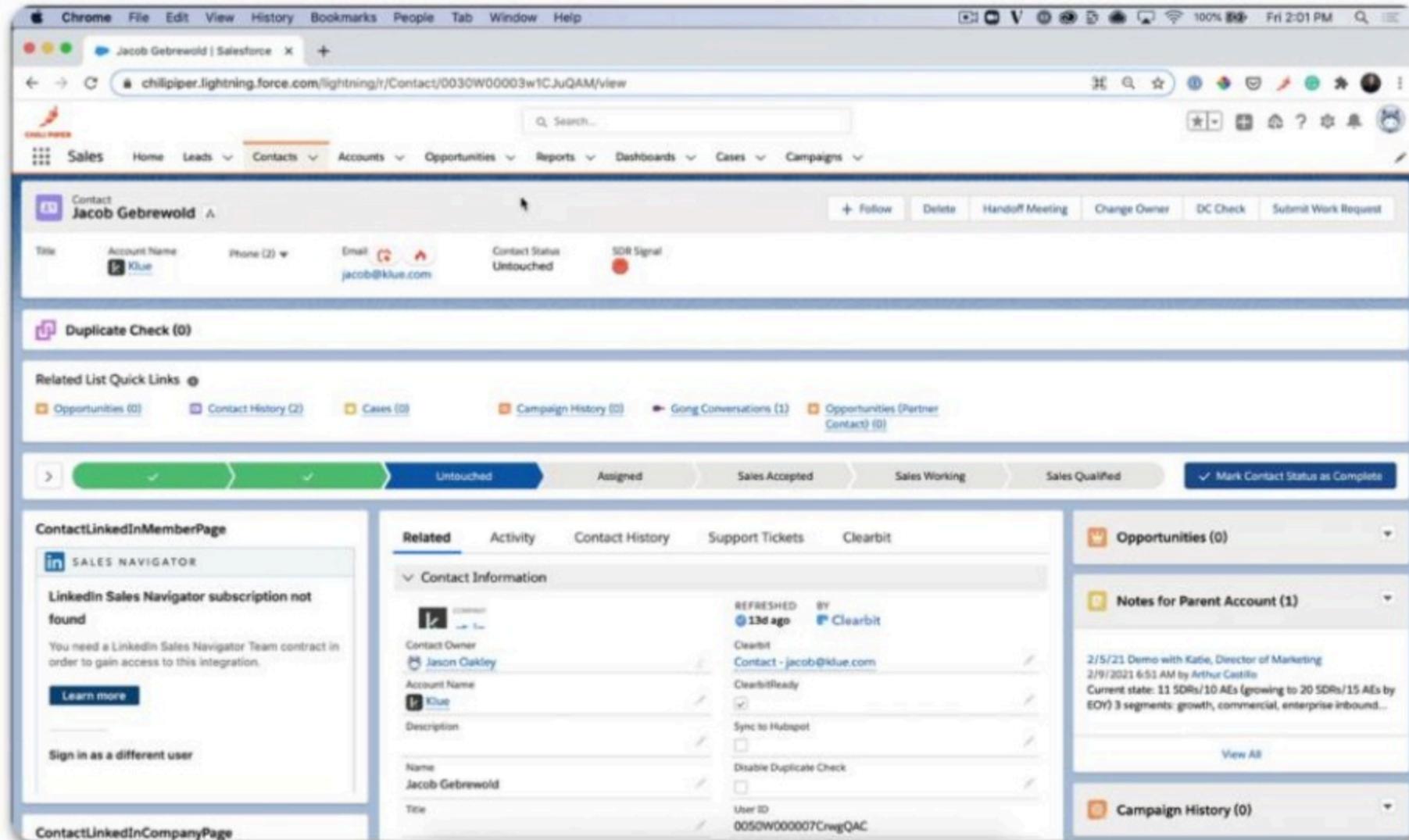
Prospect can immediately book time w/ assigned rep



**CONVERSION RATE
DOUBLES**

Solution: Instant Booker

Fast, error-free handoff scheduling



Install the extension in
Chrome or Outlook



Book handoff meetings in
one click from anywhere



Embed suggested times in
emails to make booking easy



**BOOK MORE
MEETINGS, FASTER**



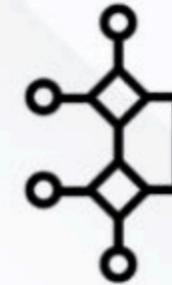
We're Just Getting Started

We plan to broaden our product offering to cover all points of entry for an inbound lead, allowing our customers to centralize all their routing and qualification efforts into one platform.



In-Person Events

Making it easy to book, manage, and track meetings before, during, and after in-person events.



Stand-Alone Lead Distribution

A way to quickly and easily route leads that come from less immediate sources, like content downloads, webinars, lead sharing, etc.



We're Building the #1 Inbound Conversion Solution for High-Growth Companies

"Right after we implemented Chili Piper we saw a 50% lift in inbound meetings booked. We now see 5x as many meetings as we did before starting with Chili Piper and our revenue is around 300% - even with half the size of the sales team."



Krishan Patel

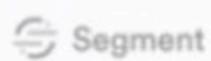
Head of Product and Growth @ Apollo



Neil Rongstad

VP of Growth @ ChowNow

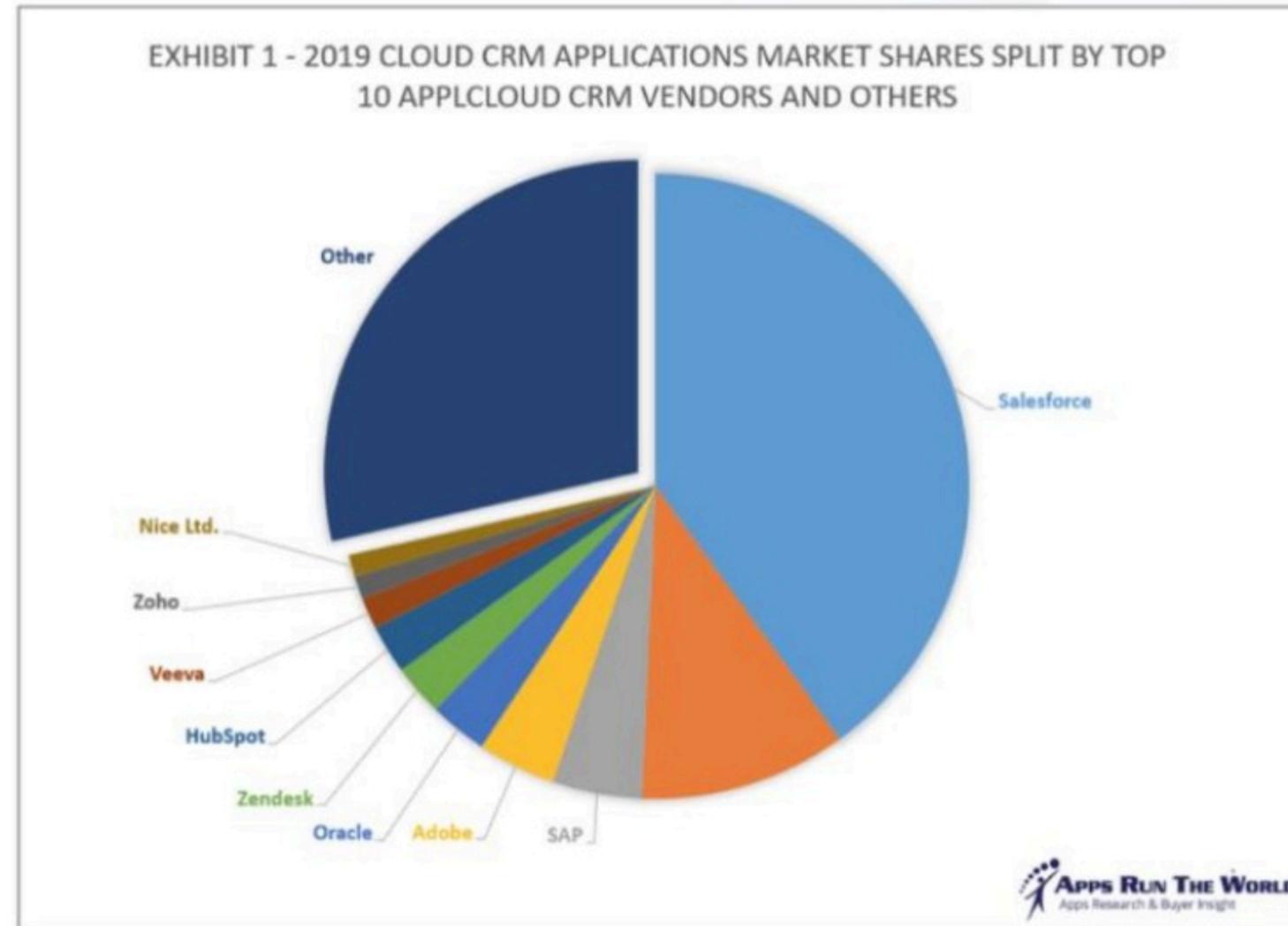
"When a lead books through Chili Piper it converts at a higher rate, about 4x of what we saw before... The change that we're seeing is what we call the Chili Piper effect."





Our TAM is More Than \$7B

Our Ideal Customer Profile is the 150,000 B2B companies on Salesforce plus more than half a million on other CRMs; at our current \$12K ACV, that's a \$7.8Bn TAM





Competing Alternatives and Differentiation

Scheduling Tools

 Calendly  ScheduleOnce

 you can book me

Chat Tools

 DRIFT  ACQUIRE

 QUALIFIED

Web Form integrations

Concierge integrates with every web form, including major MAP platforms like Eloqua, Pardot, Hubspot, and Marketo. No other vendor can instantly qualify, route, and schedule off a web form.

Stronger CRM integrations

Native CRM connections are core to our platform. We built Chili Piper from day one to integrate seamlessly with Salesforce. Customers can expect less bugs and deeper functionality.

Real-time routing based on CRM data

Our routing is more sophisticated and capable of handling layered segmentation, account ownership, and round-robin.

Traction: ARR Doubling YoY

We bootstrapped until our Seed Round in January 2019; Growth is continuing in spite of COVID-19



141% Net revenue Retention



Low End
(currently not well served, yet we get interest)

<10 seats

>=10 seats

High End
Large teams
Complex scheduling needs

Revenue	12% of total
Net \$ Retention	+76%
Annual Logo Churn	-57%
CLV	\$4K
CLV/CAC	0.3



Revenue	88% of total
Net \$ Retention	+159%
Annual Logo Churn	-13%
CLV	\$130K
CLV/CAC	9.7

The low end business will be addressed next

*Our **core business** is doing **great***

Our Executive Team

Our leadership team is in place to scale to IPO



Santiago Arias
CTO



Alina Vandenberghe
CPO & Co-Founder



Nicolas Vandenberghe
CEO



Gemma
Espirana-Cipriani
VP of CS



Julien Duhaubois
VP Sales EMEA

OUR BROADER TEAM

134

Employees

22

Cities

84

Countries