

The logo for Clap features the word "clap" in a white, lowercase, sans-serif font. To the left of the letter "c" are three red, trapezoidal shapes arranged in a fan-like pattern, pointing towards the "c".

clap

asynchronous meetings



# Less meetings. More doing.

**Asynchronous meetings** powered by Claap help you share updates, get feedback & solve problems without the need to be in the same room, at the same time.





## The Shift

Work-from-anywhere  
is the new normal

# 82%

of Company Leaders Plan to  
Allow Employees to Work  
Remotely Some of the Time

Gartner®

# “

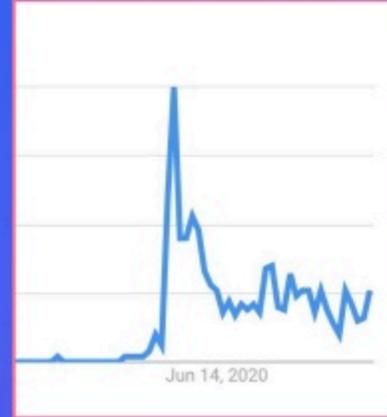
*“The future of work is a work  
anywhere, live anywhere  
environment.”*



Marc Benioff

# Problem

Back-to-back meetings  
have replaced quick  
hallway conversations

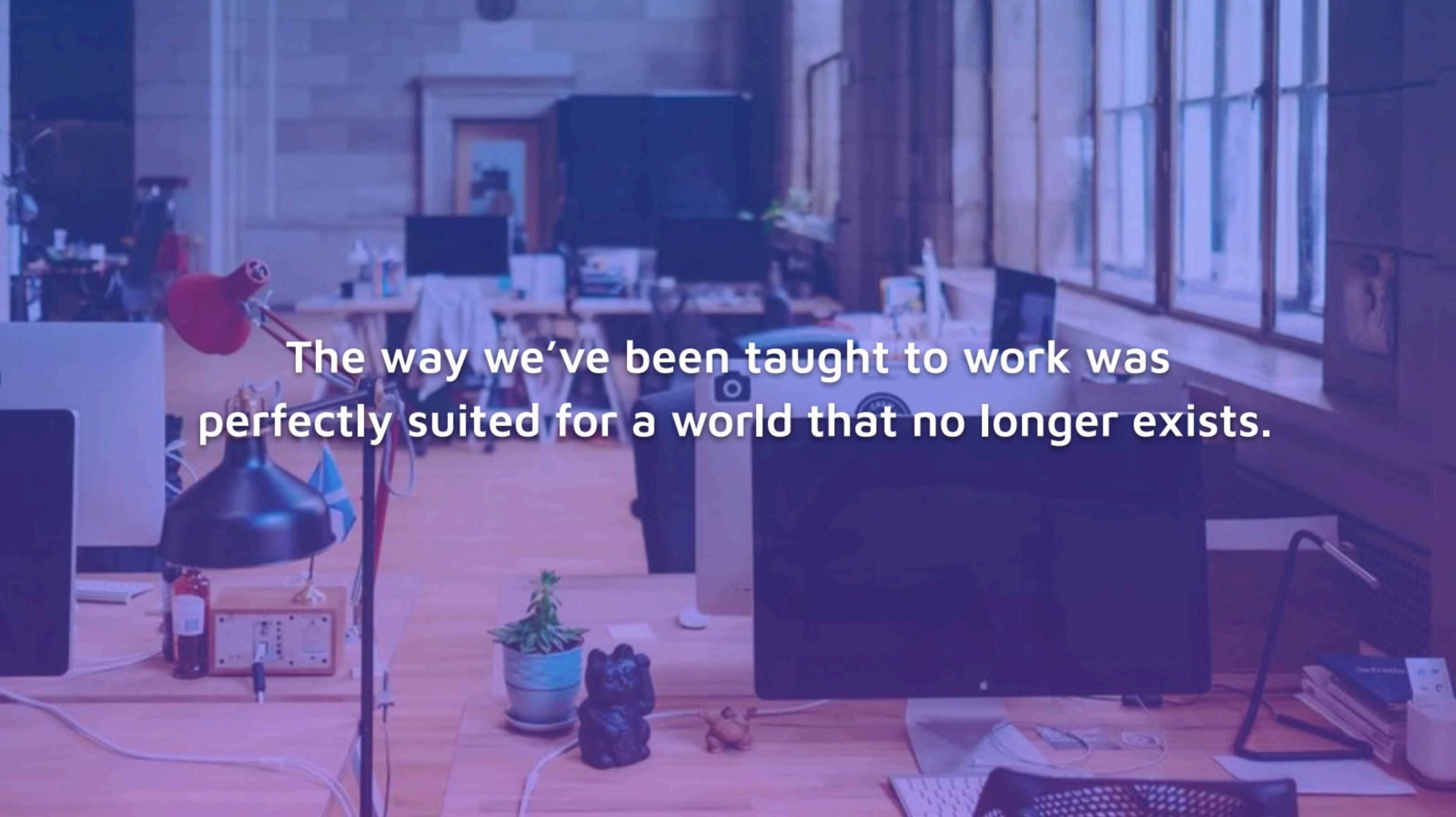


“Zoom Fatigue” search  
term appeared and is  
here to stay.  
Source: Google Trends



Google bans meetings  
for a week to help  
employees avoid burnout.  
[INC .com](https://www.inc.com)

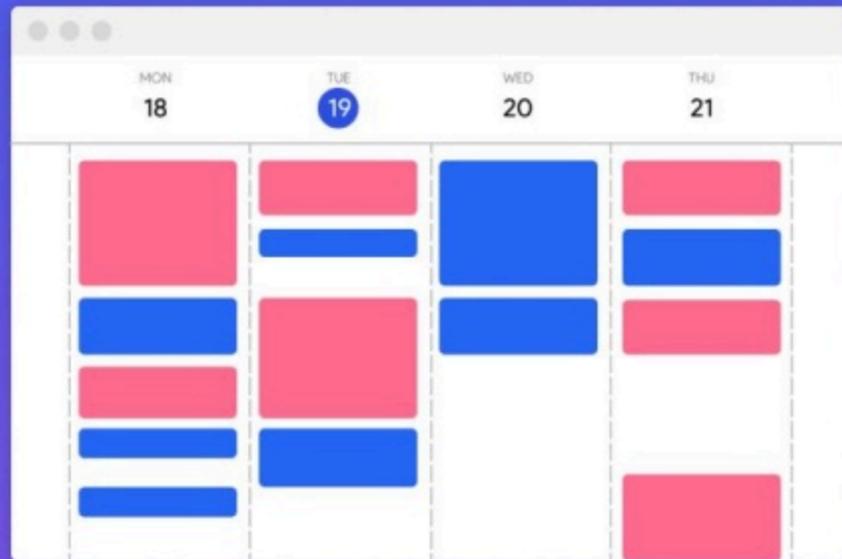
See how much time you spent in meetings over the past year here:  
[claap.io/meeting-calculator-app](https://claap.io/meeting-calculator-app)

A blurred office scene with desks, computers, and windows, overlaid with a quote. The office has a warm, slightly dim lighting. In the foreground, a desk is visible with a black lamp, a small potted plant, and a black figurine. In the background, several desks with computers and chairs are arranged in a row. Large windows are on the right side of the frame.

**The way we've been taught to work was perfectly suited for a world that no longer exists.**

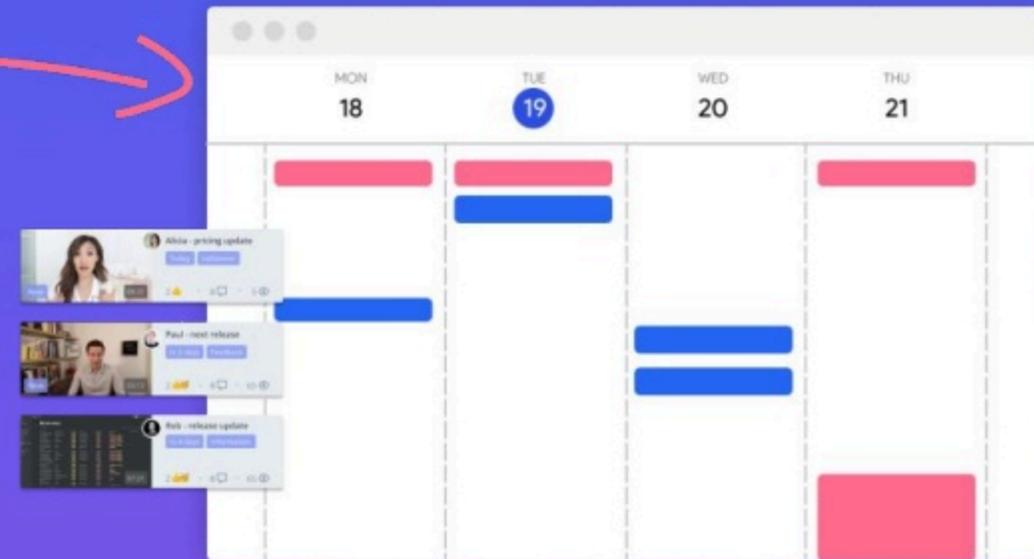
# Introducing asynchronous meeting

Share updates, get feedback and solve problems without the need to be in the same room, at the same time.



23H PER WEEK  
IN MEETINGS

MEETING  
50% USELESS



MEETING TIME  
< 10H

MEETING = ONLY  
COMPLEX TOPICS

# We replace meetings with a layer of feedback on top of your existing tools



Sheet



Doc



Slide



Figma



InVision



Miro



Tableau



Amplitude



GitHub



Ads



Campaign



More

## Claap adds:

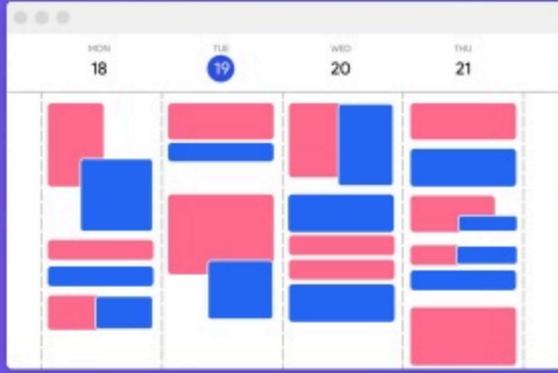
✓ **Context**  
voice, video, zoning, comments

✓ **Streamlined feedback & decisions**  
solve feedback, create channels

✓ **Accessibility**  
no need to have a seat on those tools

# Before

Calendar hell



Long & tedious

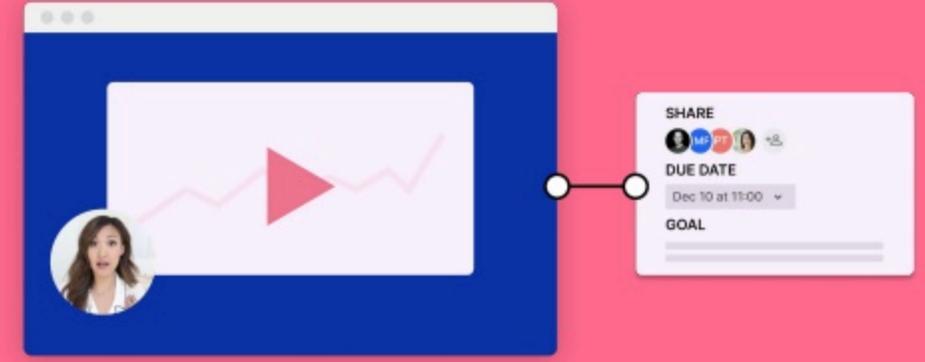


Information blackbox

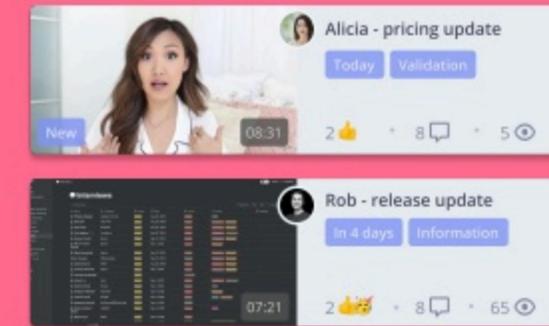


# After

Share video topics anytime



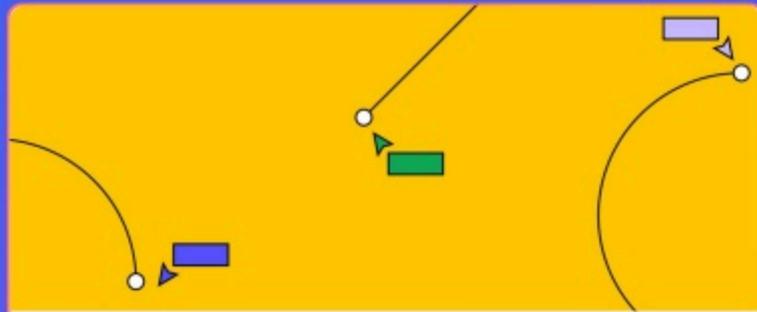
Short & actionable



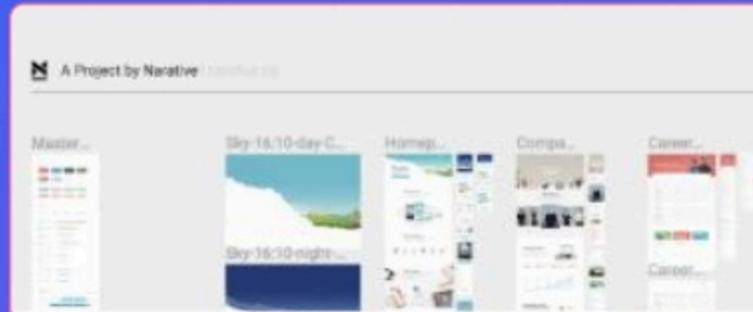
Transparent & in-context



# We start with **product teams' use cases** to max out virality & usage



**Technical & Product  
Brainstorming**



**Design  
Reviews**



**Product  
Demo/Launch**



**Issue  
Qualification**



**Performance  
Reporting**



**Customer  
Updates**

6 Active 2 Resolved

Homepage

**Martha** 6 hours ago

Good job! I wonder if we shouldn't add color to this button don't you think?

😊

**Tom** 1 hour ago

Super nice work! Not sure about this illustration. You should check with **@Rosita** if she can rework it a bit.

😊 🥰

8 replies 6 hours ago

Product page

**Tom** 1 hour ago

We should be careful about the conversion rate. Design is not the only focus here. How can we ensure we won't kill our targets with this redesign?

**Rosita** 1 hour ago

On this flow, I find the animation a bit to quick. Could you lower a bit, let's say 300ms?

😊 🥰

3 replies 6 hours ago



01:26 / 06:13 1x



Copy recorded URL



# We validated adoption through consulting missions

Since we implemented the solution, we see more engagement from teams on transversal topics. They like the video format. It's collaborative and accessible to everyone. It creates alignment and motivates teams. With minimal investment, it replaces many emails and meetings.



**Louis-Gabriel de Causans, CEO, Capcar**

Since we implemented the solution, we have saved a lot of time in gathering feedback from all stakeholders: sales, marketing, operations, etc... Anyone can contribute easily. Product communication can now be done to the entire organization without organizing too many meetings.



**Alexandre Hudavert, CPO, Capcar**

I've always had some trouble making product teams shine beyond the exec committee. We didn't have time to align all stakeholders frequently. A video tool like this helps create a direct link with all stakeholders.



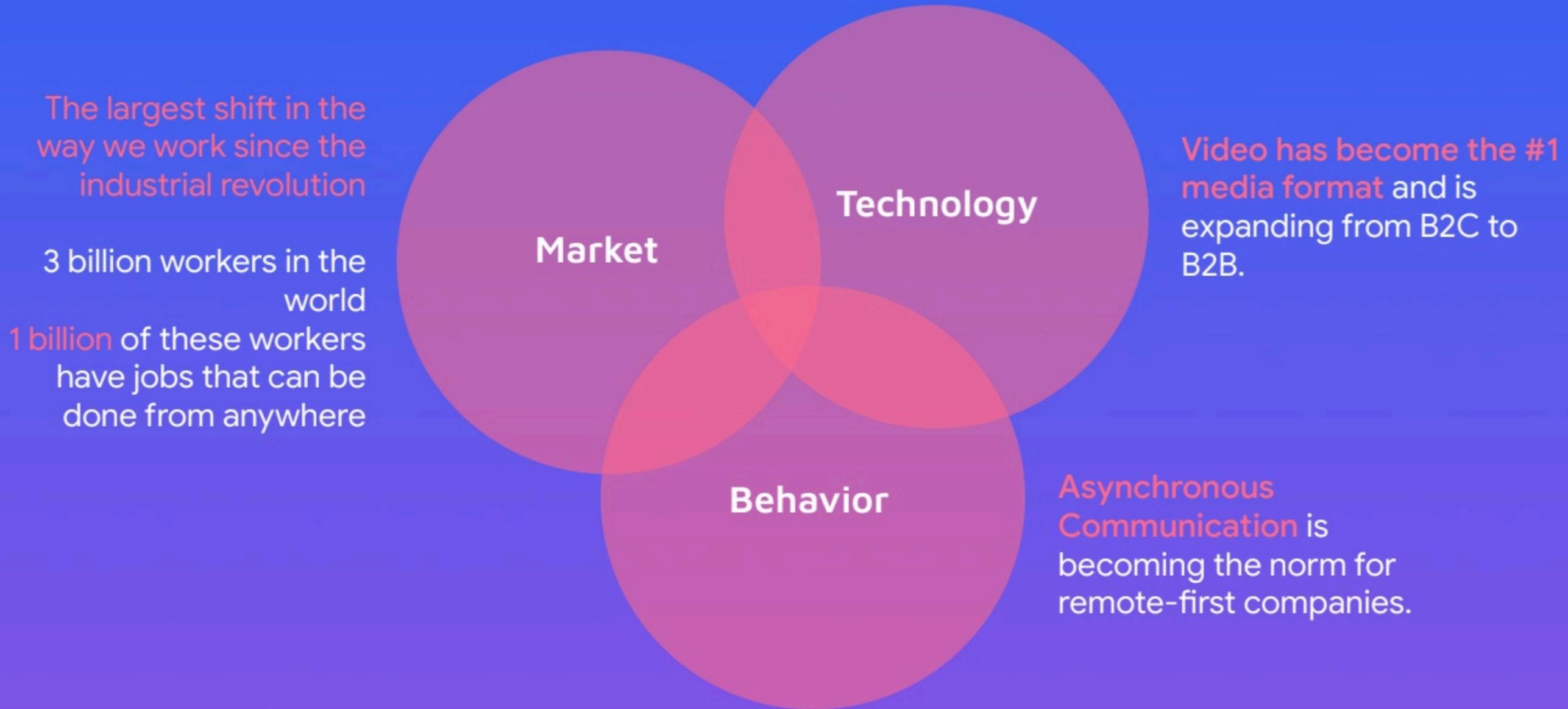
**Aymeric Balley, CPO, MoovOne**

I thought I could manage everything through asynchronous writing. We had implemented recently, it worked and I saw no interest in having a video tool. After testing it, I found it super relevant for 2 main use cases: customer updates and internal updates on new tools or processes where writing can be too complex.



**Anne-Sara Budownicz, CEO, Kactus**

# Why now?



# We target US & Europe from Day 1

## LAUNCH

## GROWTH

### TARGET

Digital SMBs

Start-up, digital agencies  
20-200 employees

Medium to Large Size Business

Distributed Tech companies  
100-1000 employees

### CHANNELS

#### Inbound

- Co-marketing series with hypergrowth tech companies (Front, 360Learning, Spendesk, Chilipiper, ...)
- Use cases stories
- Sharable content (meeting calculator)

#### Integration

- Chrome App Store

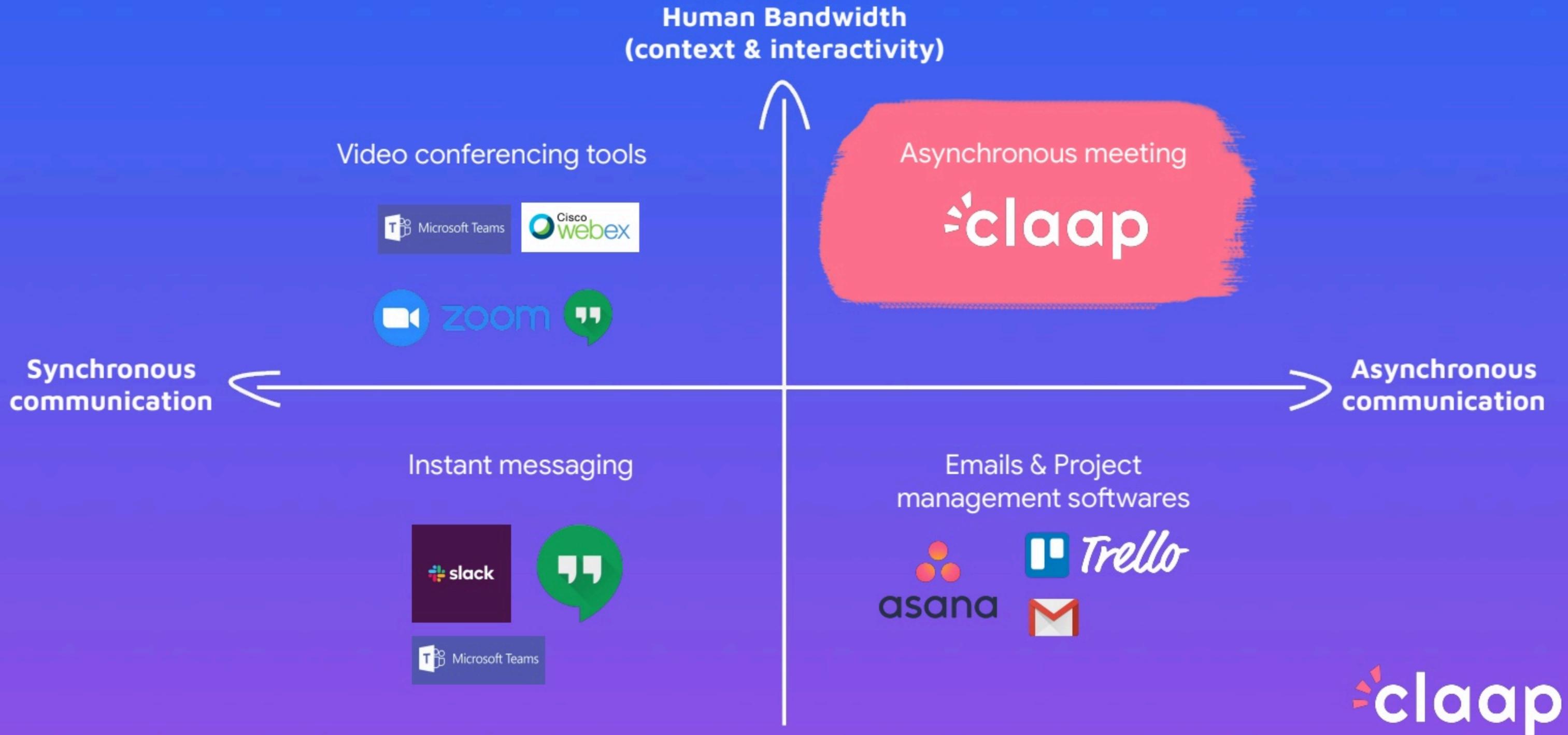
#### Referral

- Internal
- External

#### Integration

- Collaboration Software (Notion, Asana, Trello, etc...)
- Video Conferencing Software

# There's space for a new category



# Competitors

We want to own asynchronous feedback workflows

	Recording Experience	Feedback	Follow-Up & Tracking	Collaborative Workspace
 <b>loom</b>	●	◐	◐	◐
 Bubbles	●	◑	○	○
 video-sharing extensions	●	○	○	○
 <b>FELLOW</b>	○	◐	●	●
 <b>claap</b>	●	●	●	●