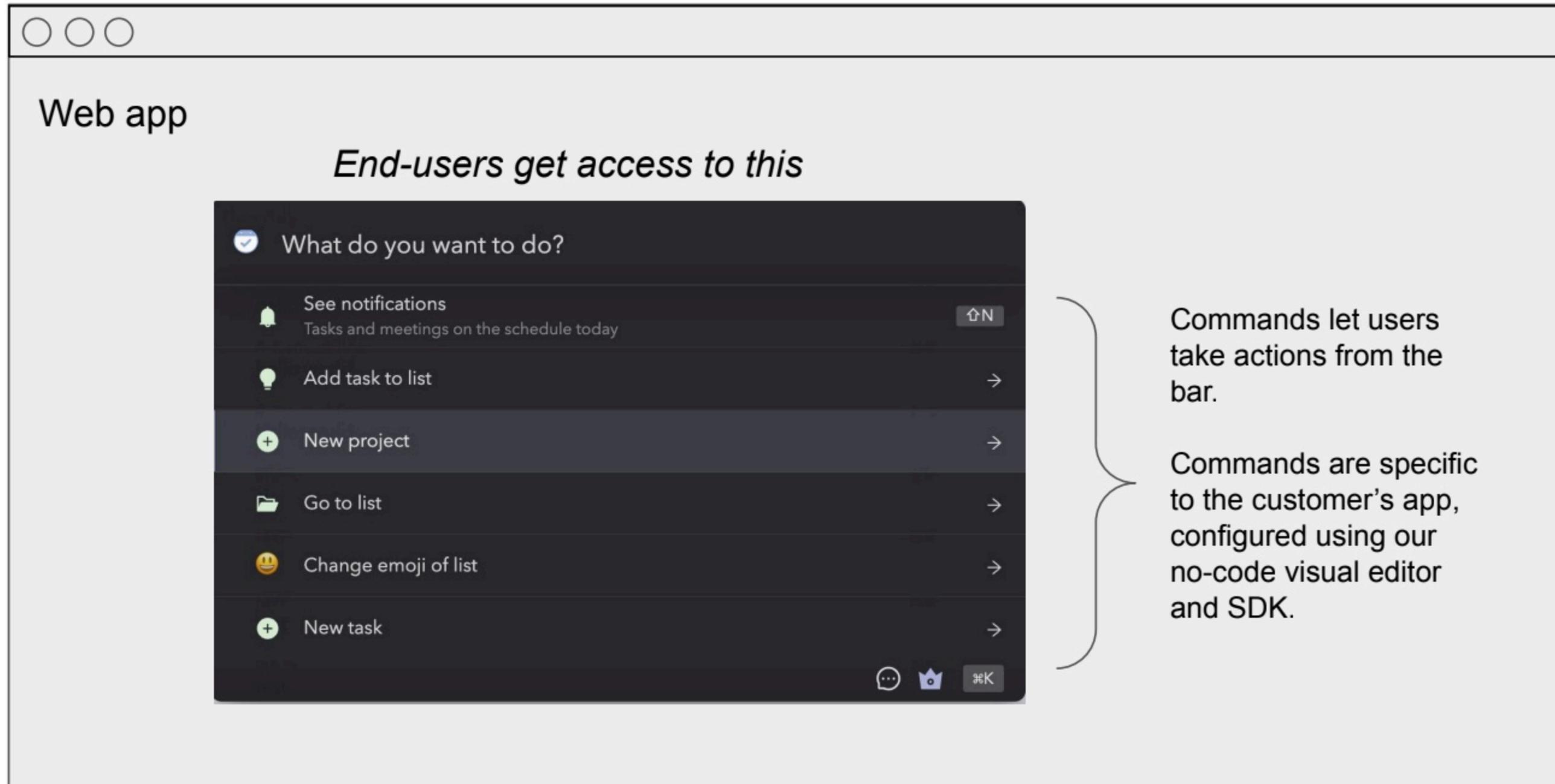# Command Bar

Our product: Command Bar is a search-based interface for interacting with software. We enable web apps to configure command bars for their applications in minutes, leveling up their UX.

Web app

End-users get access to this

	What do you want to do?	
🔔	**See notifications** Tasks and meetings on the schedule today	⇧N
💡	Add task to list	→
⊕	New project	→
📂	Go to list	→
😃	Change emoji of list	→
⊕	New task	→

💬 👑 ⌘K

Commands let users take actions from the bar.

Commands are specific to the customer's app, configured using our no-code visual editor and SDK.

[Demo](#)

Our thesis

1   Our product creates substantial value for customers

- **(A)**   UIs have known problems; we provide a product to address several of these problems
- Our product:
    - **improves onboarding and feature discovery** → Better new user UX → Improved conversion
    - Makes an app **faster to use and navigate** → Better existing user UX → Improved retention + less support
    - More scalable UI (fewer buttons) → Less dev + design time
    - Identifies **user intent** → Identify user confusion + new feature ideas → better product + better customer success
- **(B)**   Our product is meaningfully better than what can be built in house

2   It is broadly useful for end users and will become a standard across software

- **Many web apps** have user confusion problems; heuristic = if you have a help center, you have confusion problems

    All websites want to improve conversion, retention, and understand what users are trying to do
- We believe commands bars will be broadly usable (we're taking the familiar paradigm of search and adding commands as a type of result) and therefore will become as commonplace as in-app chat

3   Product is hard to build well → we can capture a substantial % of the value we create via SaaS pricing

- Value we create is relatively easy to measure and hard to deliver in-house
- Early market signal: customer with ~$30k of MRR and ~10k MAUs paying us $500 / month
- Algolia (custom in-app search) price point for enterprise customers: ~$20-$40k ACV

4   Through durable competitive advantages, we can create enterprise value

- Product is hard to replace (once installed, commands all live inside our tool + past search data makes search better)
- Product is customer-facing → brand authority is important
- Opportunity to take advantage of in-app real estate to bundle other "UI as a service" functionality

Lots of vendors help web apps paper over suboptimal UIs

Suboptimal UIs
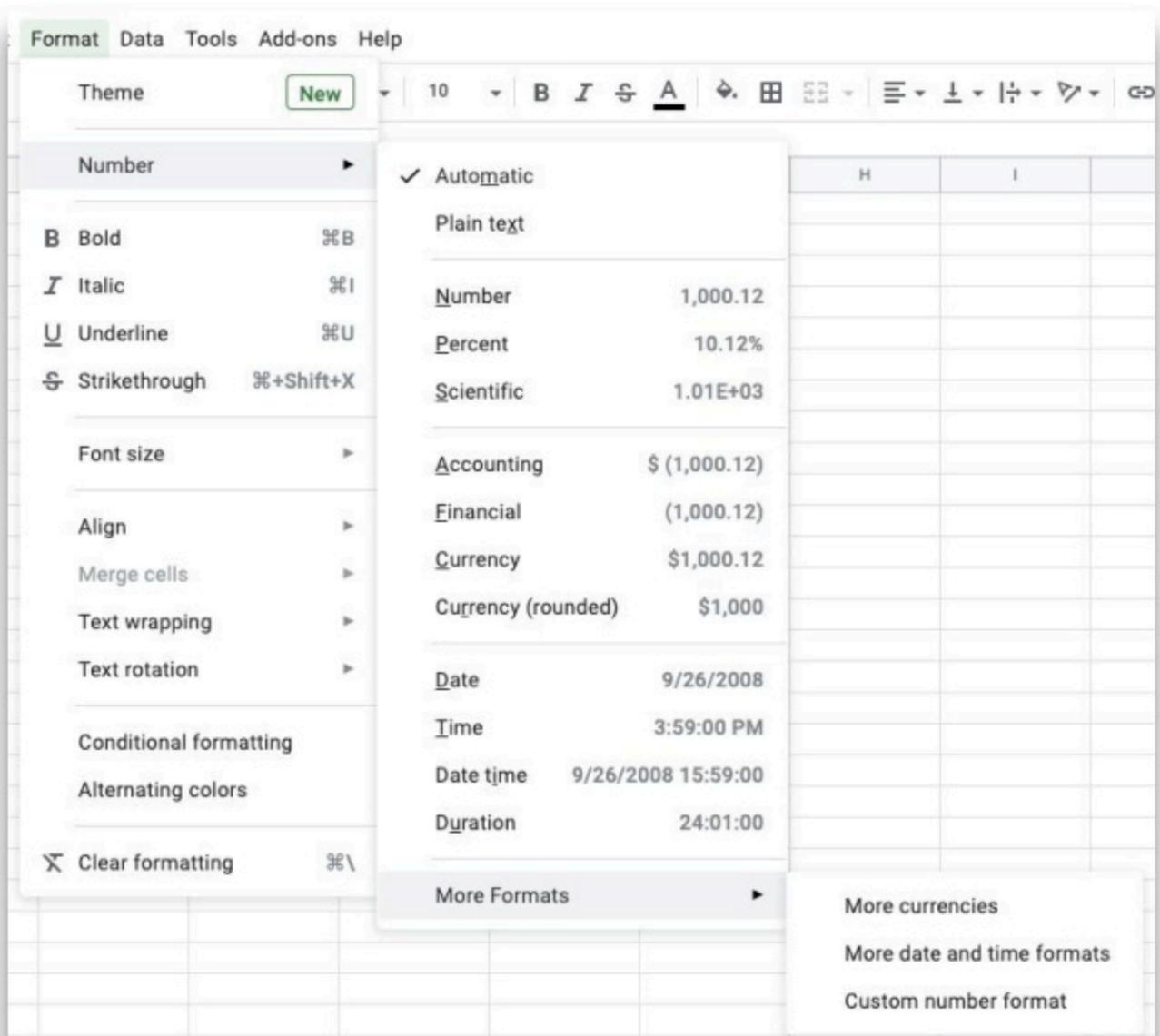
It's hard to design powerful GUIs that are easy to use → user confusion → hurts conversion and retention

This problem supports large markets

Solution	Example	Problem
Product tours	WalkMe	Labor-intensive to create. Brittle (break with UI changes)
In-app help	Zendesk	Requires a lot of effort on behalf of the user (find the doc you're looking for and read it)
In-app chat	Intercom	Often slow, high friction (especially for introverts)
Friction monitoring	Fullstory	Good for finding bugs, hard to understand user intent
RPA	Google Duplex	Labor-intensive to create. Brittle (break with UI changes)

Build vs. buy

Our Command Bar is meaningfully better than what most companies can (or should) build in house

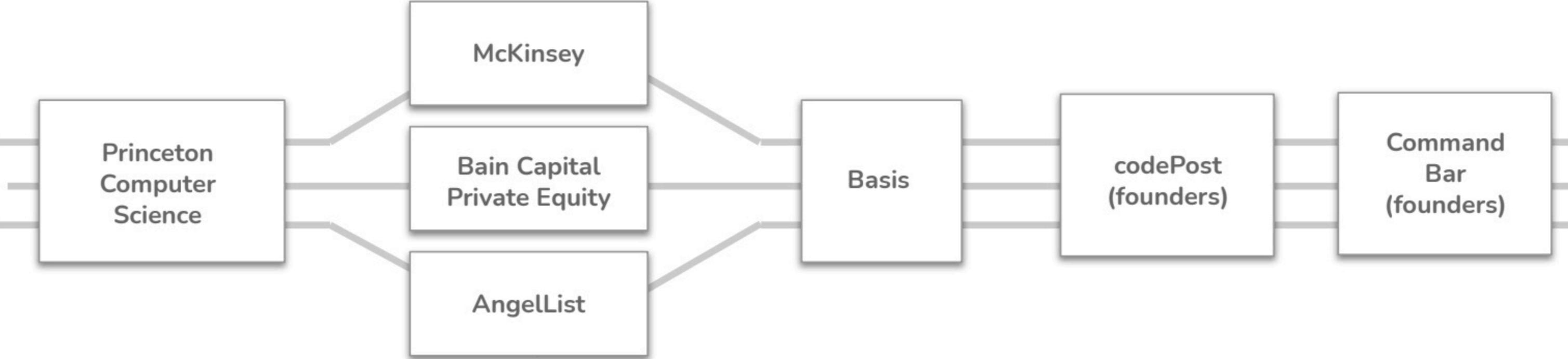|	DIY	Command Bar
Purpose	Navigation (few commands)	User can rely on it to do or find most things within an app
Configuration / Maintenance	Changes require code changes	No-code interface for most changes
Search	Basic	Natural language, ranking
Personalization	None	Context-aware ("What commands are most relevant to me right now")
Logs	none	Logs track user intent and improve NLP

By making it easier to build a Command Bar that users can rely upon, we unlock a virtuous cycle

Users rely on Command Bar

Higher search hit rate

More search and usage data

Better command bar
(more commands, better search hit rate, anticipates commands users might want)
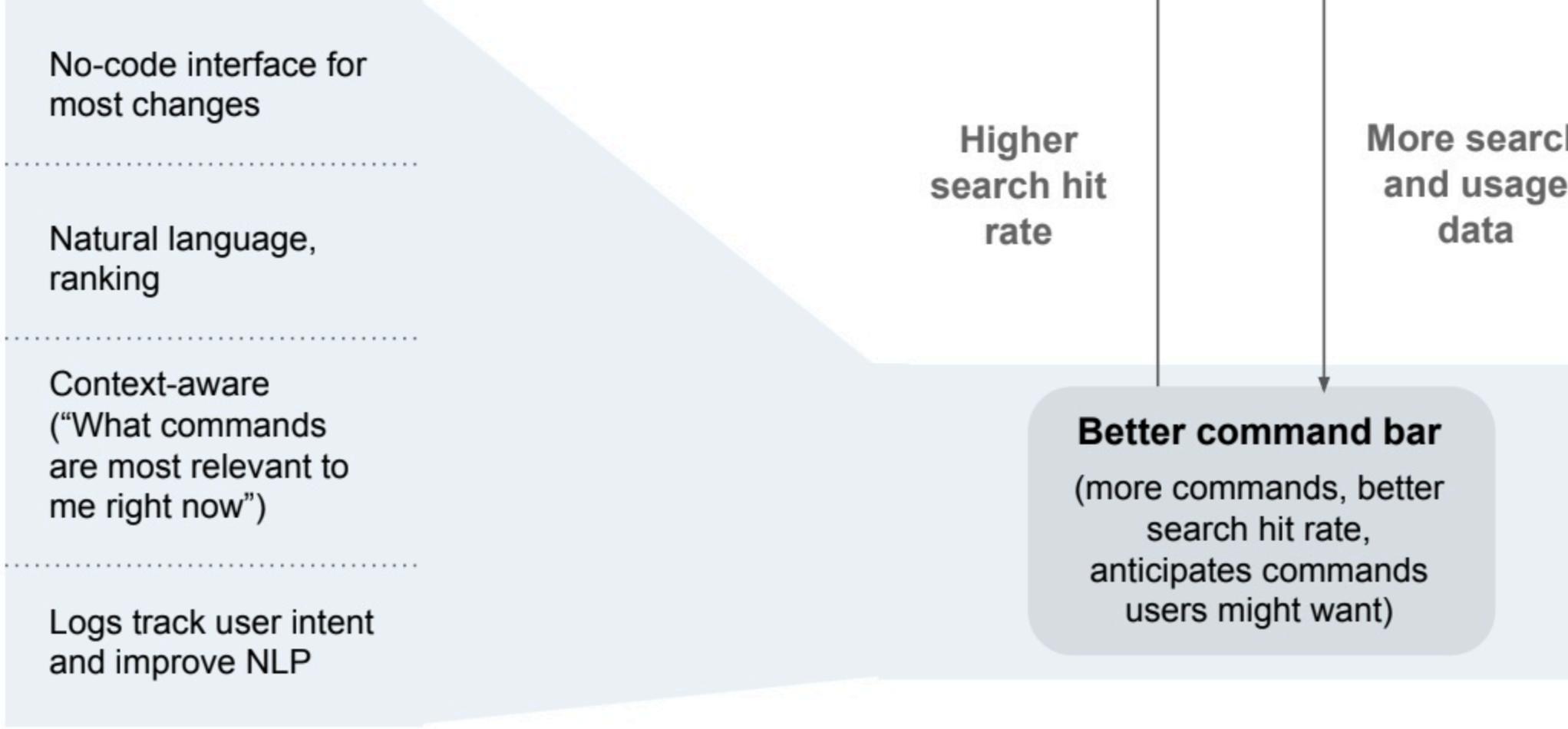
Team: We've known each other for 8 years and have spent the bulk of that time working together

```
Princeton Computer Science ──┬── McKinsey ──┐
                             │              │
                             ├── Bain Capital Private Equity ── Basis ── codePost (founders) ── Command Bar (founders)
                             │              │
                             └── AngelList ─┘
```