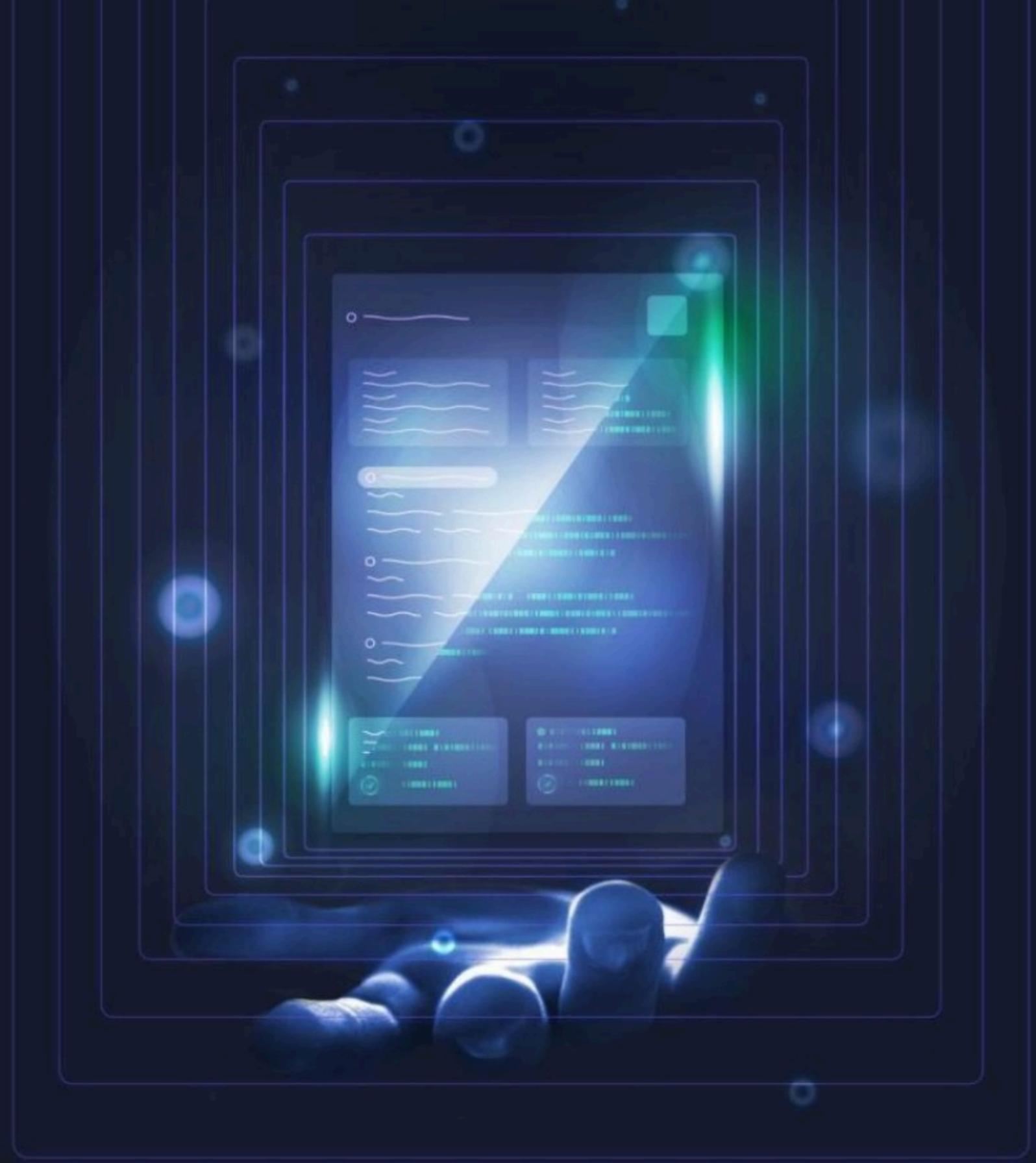# Contractbook

A smarter way to work with contracts

December 2020

The problem: deep rooted pain in contract management

Sales and legal professionals do not have a client-centric tool to manage contracts in a cost efficient way

That creates deep issues

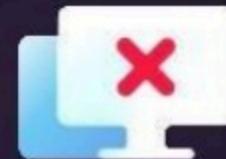### Client Centricity

Lack of insight + Contractual Risk

Slow

Obscure Management of Contracts

Expensive

High Allocation of Internal Resources

Inefficient

Hard to Enforce Internal Control

The solution: bringing an intelligent and unified experience to contract collaboration, execution and automation

Contractbook

replaces:

1. Contract Drafter	2. Editor/collaboration	3. Signature	4. Storage	5. Task management
Replacing:	Replacing:	Replacing:	Replacing:	Replacing:

Contractbook

The Legal Automation Platform for the remote generation

Why us?

Like Salesforce is for sales reps and Xero is for accountants, we're award-winning software, disrupting a massive market opportunity and demonstrating significant early traction.

The PDF is dead, contracts should be stored as metadata

Digital Contracts Today

Current digital contracting solutions convert contracts into PDFs, where details, audits, and metadata is completely lost

PDFs are almost as useless as paper contracts with no ability to analyze or backwards compatibility -- PDF is a dying format

Digital Contracts of Tomorrow

Contractbook stores contracts as raw JSON with historical metadata, just like any other form of data in today's cloud solutions

This serialized data allows the introduction of AI and comprehensive analysis for organizations with large volumes of contracts

Allowing AI to Enable Automation Features

Pattern Identification

Analytics

Issue Prevention

Smart Reminders

Contractbook

Our ARR has grown nearly 4x year-over-year

4x

Bar chart quarters: Q1'19, Q2'19, Q3'19, Q4'19, Q1'20, Q2'20, Q3'20, Q4'20, Q1'21, Q2'21, Q3'21
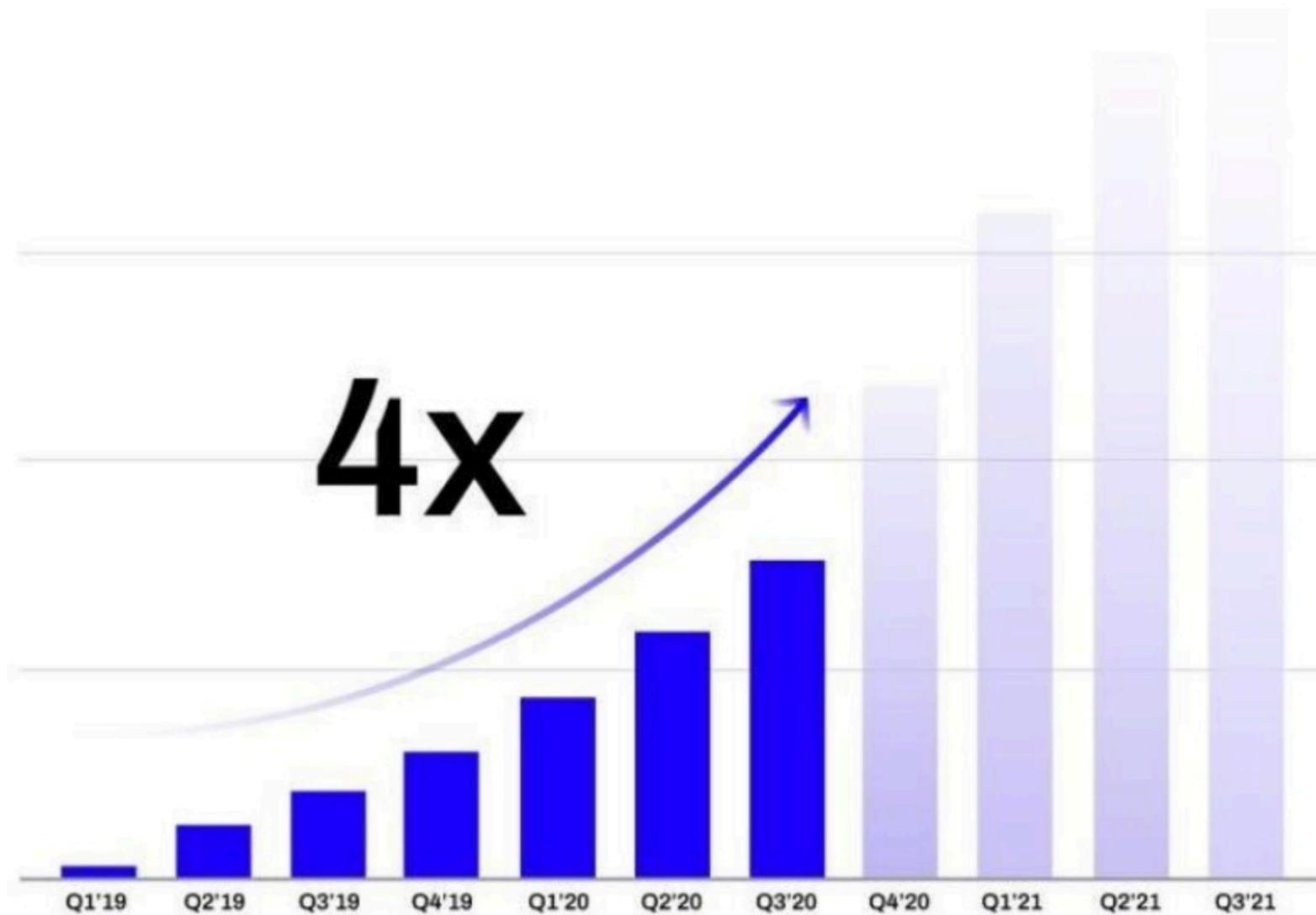
+300%
YoY Revenue Growth

110%
Net Dollar Retention

+81%
Inbound Bookings

Contractbook
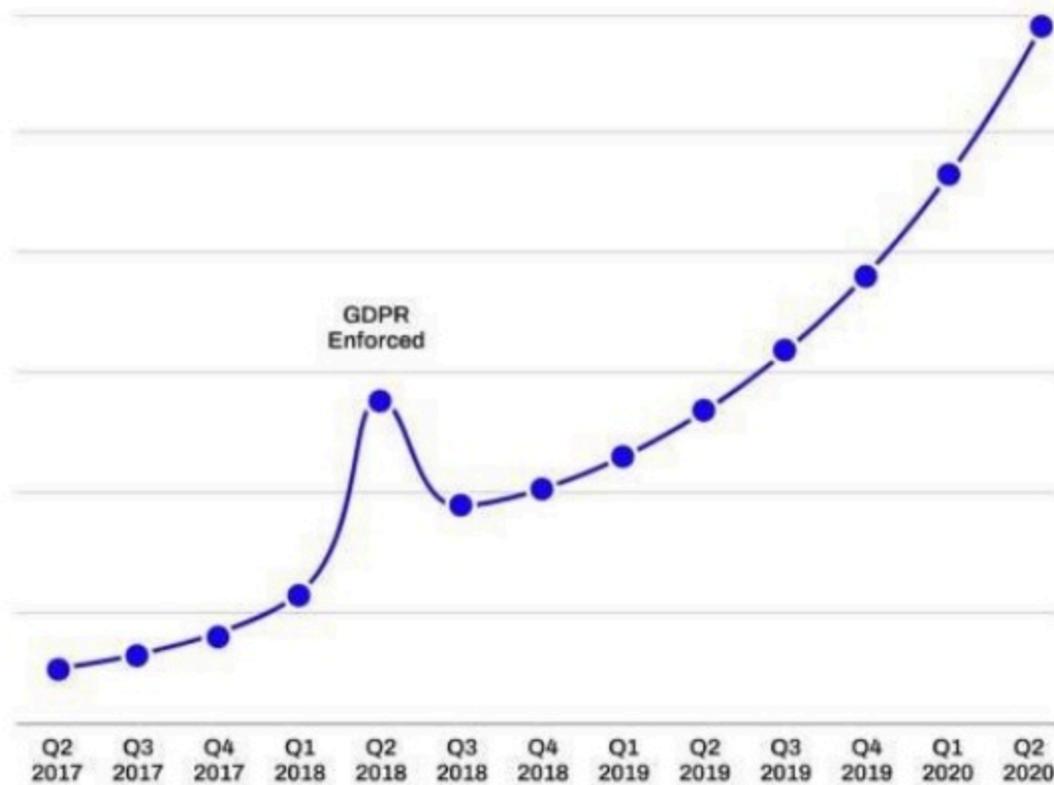
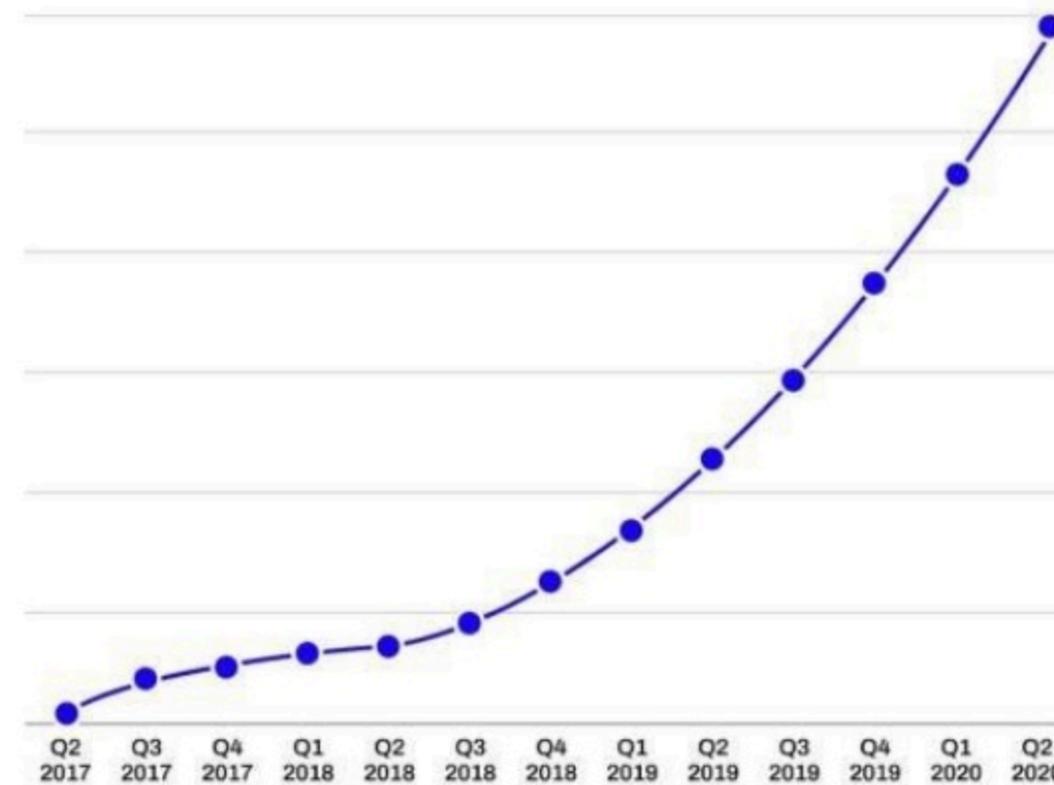# ... and our usage is accelerating

Enabling contract creation has been the initial wedge into the broader contract lifecycle...

Contracts created

Contracts stored (uploaded)

... with the vision becoming reality in the last year, realizing a **+5x** increase in contracts stored on the Contractbook platform. The organic usage of the platform is growing 22% quarter over quarter.

Contractbook

Customers love Contractbook!

"Contractbook enables me to keep track of all my contracts"

"Contractbook improves our customer relations"

"It takes me just 2-3 minutes to create and send a contract"

"Contract automation is a way to future-proof my business"

HI FIVE FITNESS
by fitness1

Webbler

MUTEBOX

FRANKLY
JUICE

Contractbook

Untapped market potential exists among SMEs for digital contract management

53.9M

US & EU SMEs

x

$2.3K

Annual ASP

=

$124B

TAM

| Europe | 25.1M |
| U.S. | 28.8M |
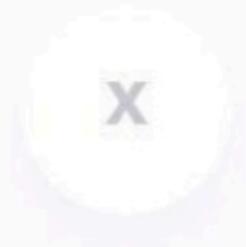
Realized ASP today
+104% 2020 YTD

Contractbook

Contractbook is uniquely positioned in its space

Ease of Implementation

Typically under an hour, low-friction setup for customers to onboard

Immediate Value

Simplification and storage proves value at the outset, even with a few contracts

Self-Service for SMBs

Unparalleled features, creating a business critical product for the long-tail

Geographic Edge

Limited competition in Europe, and ability to quickly deploy in the US

Contractbook

Strong team, investors and advisers

Founders

Niels Martin Brochner (CEO and co-founder)
Education: BA and Master of Arts, Int. Management from Westminster Business School, London.

Jarek Owczarek (CPO and co-founder)
Education: BA in Digital Concept Dev. from Copenhagen School of Design & Technology.

Viktor Heide (COO and co-founder)
Education: AP Degree in Service Economy from Copenhagen Business Academy.

Distributed team

With the founders and founding team based in Copenhagen, Denmark, our team is 60+ strong with engineers, sales and support spread throughout Europe.

We started our careers as product designers and have evolved into a customer-first software company looking to automate legal processes with SMEs worldwide.

Investors and advisers

Darian Shirazi
GP @ Gradient Ventures

Lars Floe Nielsen
Founder of SiteCore (acquired for $1B+)

Mary D'Onofrio
Vice President @ Bessemer Venture Partners

Eric Lagier
Managing Partner @ byFounders

Tim Schumacher
Founder of Sedo.com

David Cowan
Partner @ Bessemer Venture Partners

Contractbook

Raising funds to expand sales internationally

Series Seed
October 2019

$4M

Gradient Ventures   byFounders

Series A
Now

$9.4M

Bessemer Venture Partners   Gradient Ventures

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