



The Future of Product Management

Investor Pitch Deck - 2021

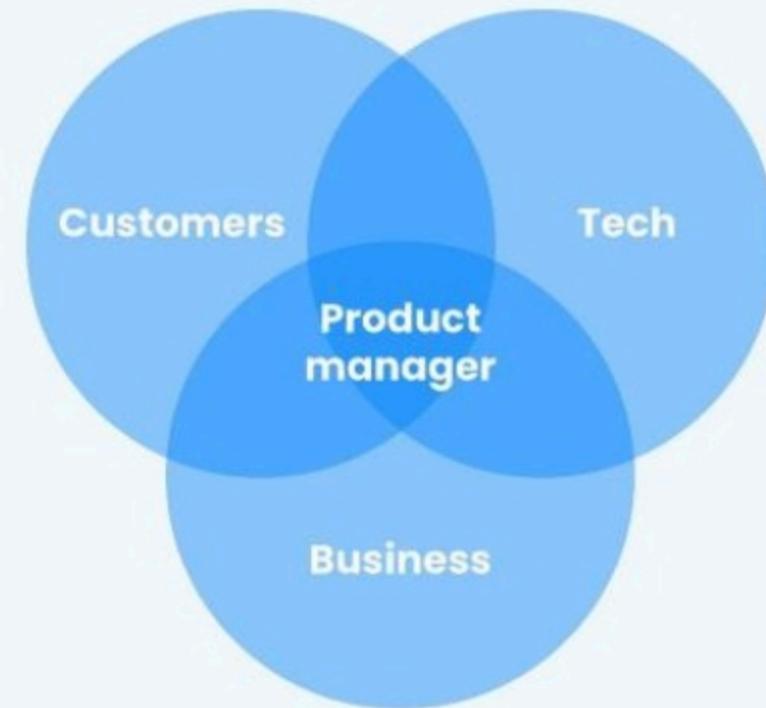


Product management at the heart of digital transformation



Today, software is the lifeblood of ALL major companies; some recognize it and some not yet

At the core of this change are **product managers, connecting customers to technology**



What does this mean going forward?



“80% of IT organizations will experience radical restructuring with the mission to embrace the product management operating model.”

Gartner

Companies that don't transform to be product management organizations
– will be left behind

Product managers need vital tools to optimize their crucial expanding roles
– in order to stay competitive

The problem: digital product management needs dedicated tools



Suboptimal project management tools and methods invariably lead to ineffective systems – and failing products.



Disconnected tools

Create duplicative work across tools, scalability and data-access issues



Massive knowledge gap

Lack of ability to disseminate product knowledge at scale



Mistrust

A breakdown in trust and confidence between business and technology units

Our solution: end-to-end platform for digital product teams



A product management platform built for the ENTIRE team
in this age of digital transformation



A unified 'go-to' system
for all product work and
data



Deliver product
knowledge and
process at scale



A collaborative
product space to rally
the entire company

Our approach: a product system-of-record



Craft is a collaborative and transparent platform:

Powerful set of tools

Single source of truth for product

Integrated to existing processes



Why now



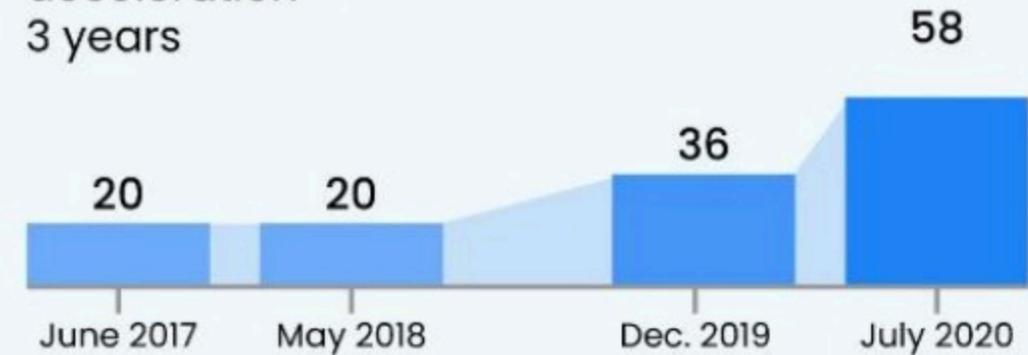
"By 2023, over 75% of product managers will leverage product management and roadmapping tools to improve planning and communication among IT and business stakeholders."

Gartner

The COVID-19 crisis has accelerated the digitization of customer interactions by several years.

Global Adoption acceleration¹
3 years

¹Years ahead of the average rate of adoption from 2017 to 2019.



"Digital adoption has taken a quantum leap at both the organizational and industry levels; 60% of customers interactions are now digital"

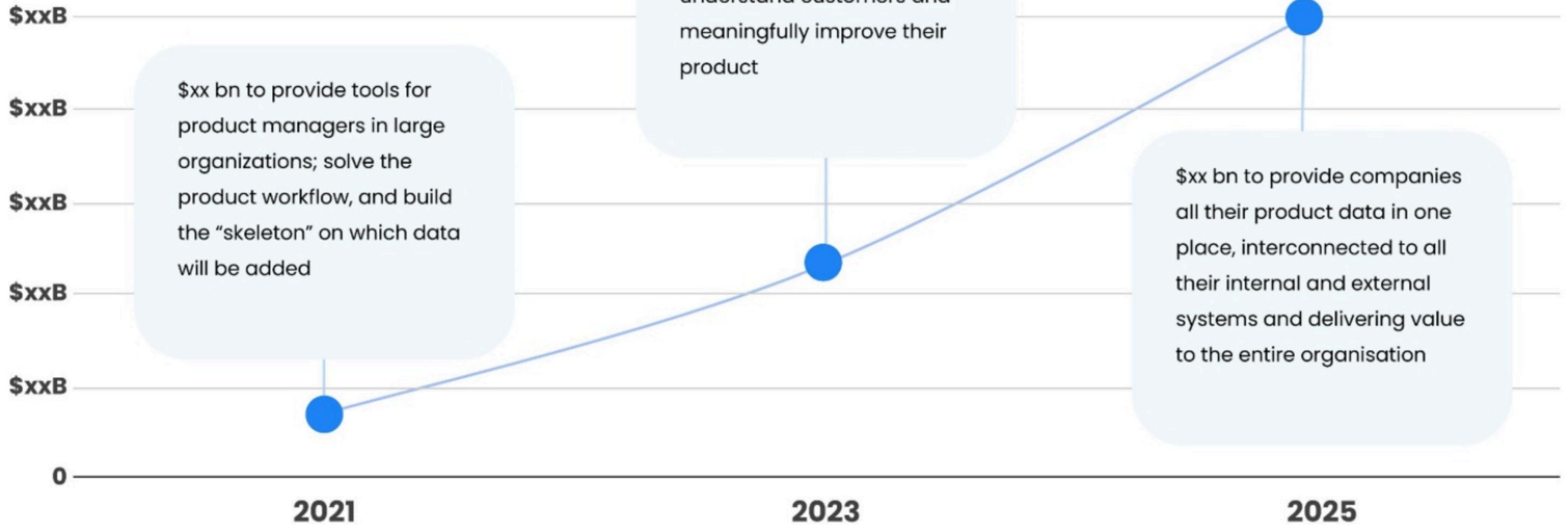
McKinsey
& Company



\$XX bn TAM as a new market unveils itself



TAM



Go-to-market



Joint inside sales and CS, within a self-service environment



Inbound Lead Gen

Paid and organic (50/50) channels driving sign-ups and MQLs

Transition to SQL via email and in-app outreach to relevant prospects

Opportunistic outbound via outsourced SDR and events



Segmented Sales Approach

Large value customers are routed to light/full POC approach involving CS

Small value customers are routed to transactional sales path



High Touch Onboarding

Enterprise success plan to support large scale deals (e.g. Kimberly-Clark, Fannie Mae)

Connect to additional teams in the company to further expand in the org

Our team



Elad Simon

Co-Founder, CEO



*Head of SMB
Marketing, EMEA*



*VP SMB and
Media Ops*



Roni Ben-Aharon

Co-Founder, CPO & CTO



*Head of
Wix Insights*



*Machine Learning
Product Manager*

Our Advisory team



Amir Shevat

CPO, Reshuffle



Asaf Gover

VP Product, Taboola



Roi Carmel

CEO, Spotlight.ai





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Thank you!





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