



DocSend



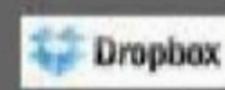
Advancing document sharing

The Team

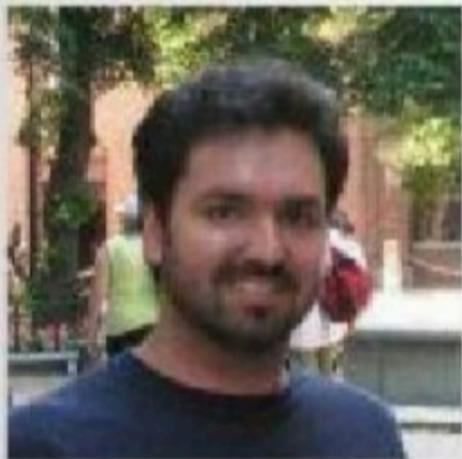
- Attended Stanford CS together and worked together as early engineers at Greystripe
- Dave and Tony were freshman roommates; Dave and Russ also roomed together in undergrad



Russ Heddleston, CEO



- Stanford BS Computer Systems, MS Computer Science, Harvard MBA
- Co-founder and COO at Pursuit.com (acq. by Facebook)
- Also at Greystripe, Dropbox, Trulia



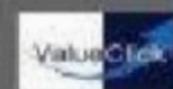
Tony Cassanego, CTO



- Stanford BS Computer Science
- Engineering Manager, Greystripe (acq. by ValueClick)
- Built doc sharing service Backboard at Inereo (acq. by Box)



Dave Koslow, CPO



- Stanford BS and MS Computer Science
- Engineering Manager, Greystripe (acq. by ValueClick)
- Also at Google, Palm

What We've Been Compared To

“Snapchat for Documents!”

“Google Analytics for Documents!”

“SalesForce plus Dropbox!”

“Dropbox plus Google Analytics!”

“Asana for pet insurance plus Palantir!”*

Today's issues with external doc sharing

Who in an organization is viewing

- Did the CEO get to see my presentation?
- Who in the organization looked at the follow up material I sent?

What are visitors engaging with

- Which pages do visitors spend the most time viewing?
- Is my document too long? Are later pages viewed less?

How to control the visitor experience

- Leverage your company's branding in the doc viewer.
- Know when it's the right time to engage the client.

Revenue Model

Freemium. Charge for branding, team, & data.

- \$10 / user / month*
- Corporate branding
- Team control & features
- Data and API access
- Advanced security
- CRM integration



* price point aimed at long tail adoption

Market Size

Data

- 17.8m sales reps on LinkedIn (9m in USA)
- 6.7m sales reps in BLS Census Data 2011

Assumptions

- 60% of LinkedIn sales reps are real
- \$250 per salesperson per year price point*
- +60% additional revenue from Marketing & IT

Result

~\$5.3 billion global market for *DocSend*

* assumes a higher price point for salespeople

The Larger Market Opportunity

DocSend falls under large and growing budgets

Customer Relationship Management

↑ \$14B market
13.5% growth

1

Business Intelligence

↑ \$12B market
16.4% growth

2

Enterprise Content Management

↑ \$14B market
13.5% growth

3

1. "Predicts 2013: CRM Goes More Cloud, Becomes an App, Has a New Leader and Changes Name", Gartner, 4 December 2012, <http://www.gartner.com/id=2264615>
2. "Market Share: All Software Markets, Worldwide, 2011", Gartner, 29 March 2012, <http://www.gartner.com/id=1969315>
3. "Market Share Analysis: Enterprise Content Management Software, Worldwide, 2011", Gartner, 19 June 2012, <http://www.gartner.com/id=2054315>

Customer Acquisition

Focus for 6 months on building and testing

Top ideas for growth after launch:

- DocSend branding in presentations
- Freemium lowers barrier to adopt
- Platform partners (SalesForce, Chrome)
- Incubators (Y Combinator, TechStars)
- Referral model (limit # of docs in free)

Start with small sales teams, then move up market

Competitive Landscape

Self Serve

Dropbox (\$795/5usr/yr)
Google Docs (\$100/user/yr)
Zoho (\$960/10usr/yr)



Direct Sales

Box ("call us", ~\$300/usr/yr)
SharePoint (\$84/user/yr)

ClearSlide (\$7680/10usr/yr)
Brainshark ("call us")
FileBoard (\$384/user/year)
SlideShark (\$149/user/yr)

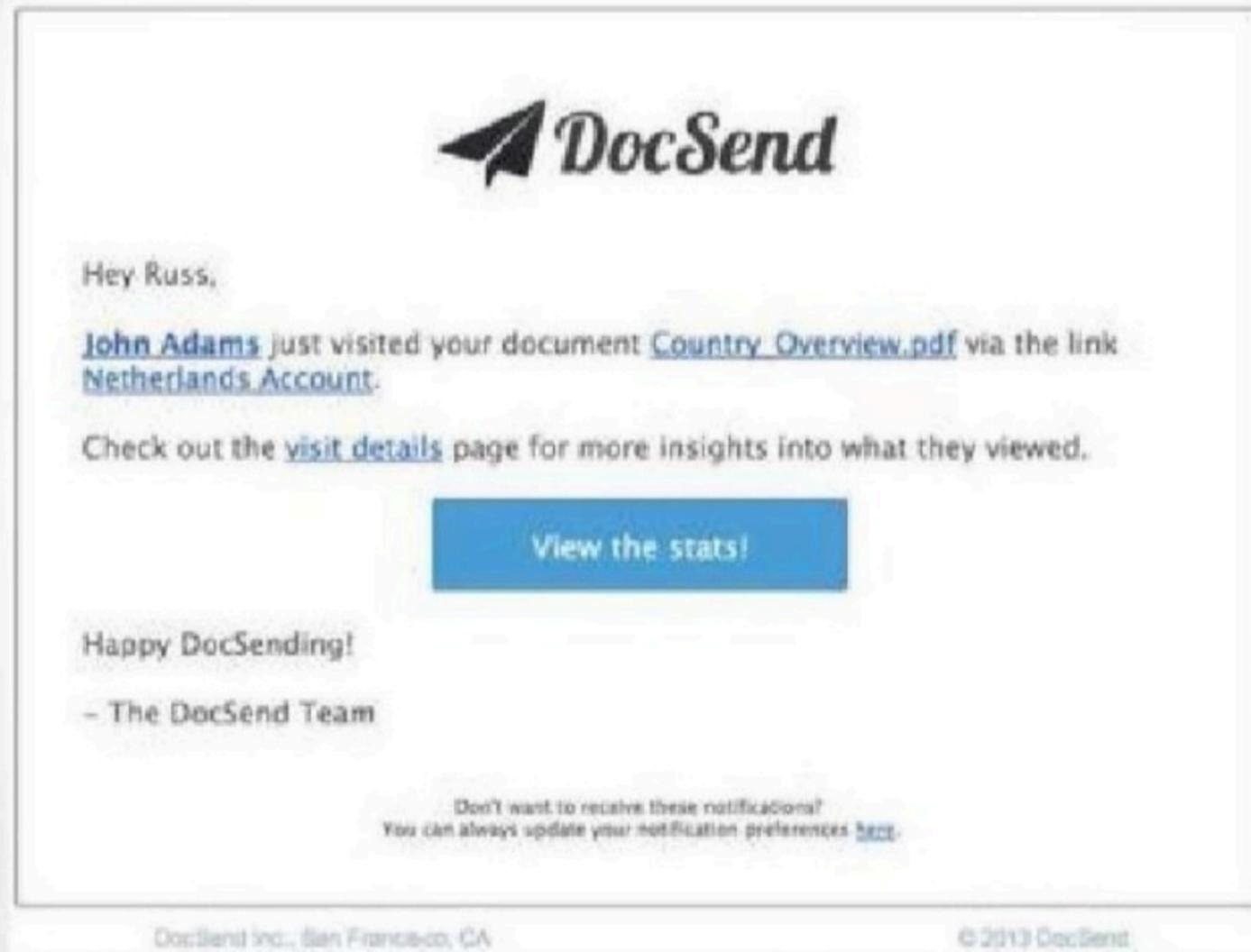
Collaboration

Sales

Product Walkthrough

Real Time Visitor Notifications

Know right when your docs are opened



The image shows a screenshot of a DocSend notification email. At the top center is the DocSend logo, which consists of a stylized paper airplane icon followed by the word "DocSend" in a bold, sans-serif font. Below the logo, the email content begins with "Hey Russ,". The main body of the email states: "[John Adams](#) just visited your document [Country_Overview.pdf](#) via the link [Netherlands.Account](#)." Below this, it says "Check out the [visit details](#) page for more insights into what they viewed." In the center of the email is a blue rectangular button with the white text "View the stats!". At the bottom of the email, it says "Happy DocSending!" followed by "- The DocSend Team". At the very bottom, there is a small line of text: "Don't want to receive these notifications? You can always update your notification preferences [here](#)." The footer of the email contains "DocSend Inc., San Francisco, CA" on the left and "© 2013 DocSend" on the right.

"From a sales perspective, I want the data fast and messy. I want real time statistics."

Rich document visitor info

See detailed info about your doc visitors

All Visits



Visitor Name	Title	Visit Duration	Source Link	Location	Connections
Tony Cassanego	CTO at DocSend	3 minutes, 45 seconds on 6/3/2013	Looked at Sales Pitch via the link Jhana Education	Lives in San Francisco, California	19 shared connections including Laura Heddeleston and Cherie Heddeleston
Dave Koslow	CPO at DocSend	3 minutes, 45 seconds on 6/3/2013	Looked at Sales Pitch via the link Jhana Education	Lives in San Francisco, California	19 shared connections including Laura Heddeleston and Cherie Heddeleston
Russ Heddeleston	CEO at DocSend	3 minutes, 45 seconds on 6/3/2013	Looked at Sales Pitch via the link Jhana Education	Lives in San Francisco, California	19 shared connections including Laura Heddeleston and Cherie Heddeleston

"Our biggest challenge is getting in front of people. This would make my job easier because I'd get to see who cares about what I'm sending out."