EQUALS

A modern spreadsheet for modern analysis
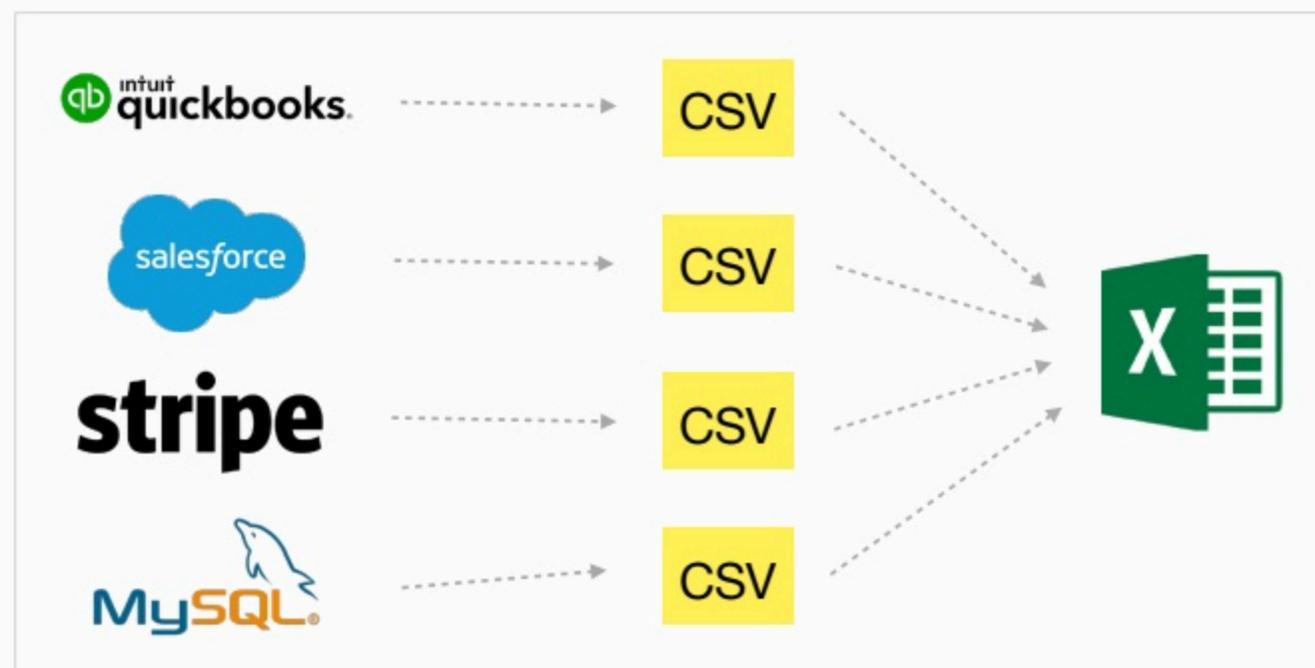
Two problems with spreadsheets

Not connected to live data. No team workflows.

1. Not connected to live data

Today's spreadsheets live in a silo.

To get data into a spreadsheet is slow, frustrating, and error-prone. Analyses are immediately static and out-of-date.
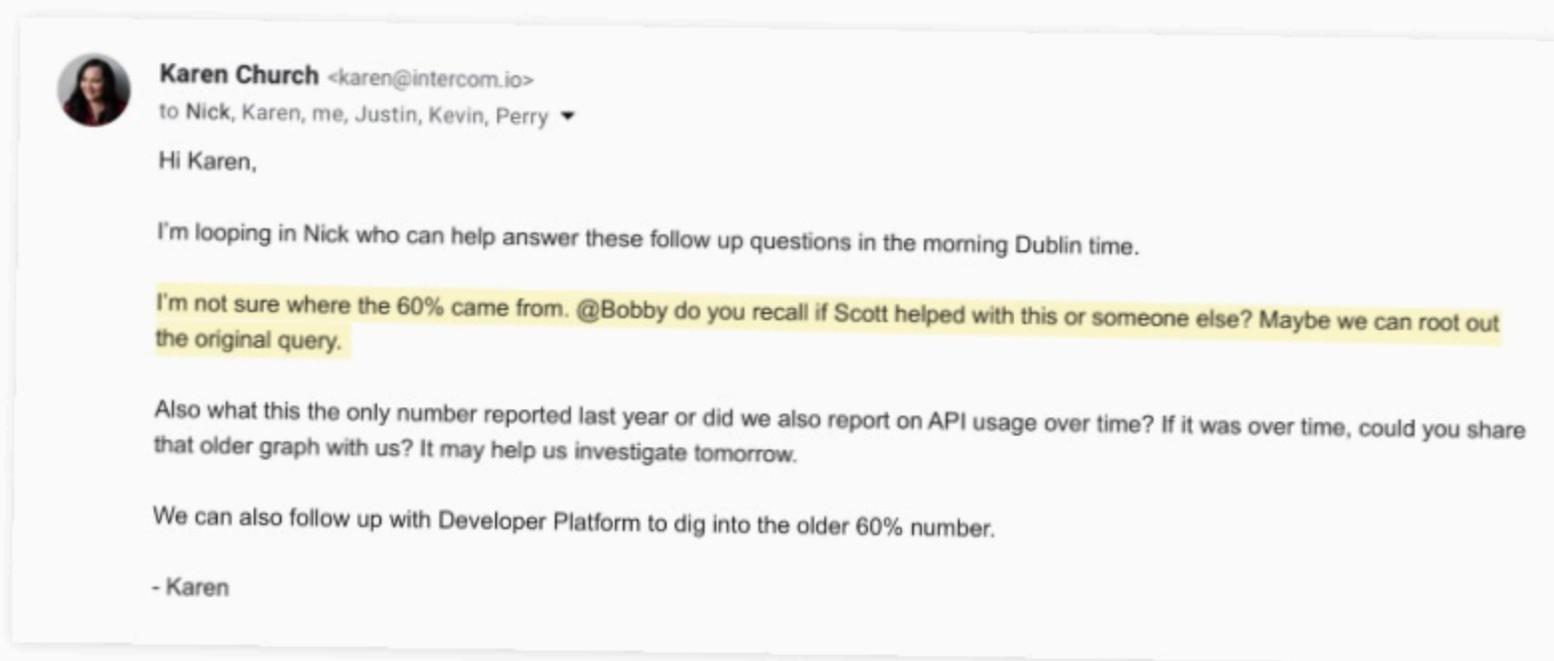

Steps for starting a simple SaaS revenue model, repeat whenever data changes.

2. No team workflows

In today's spreadsheets there's no record of how an analysis comes together or how it evolves.

I have hundreds of emails like the one on the right.

Karen Church <karen@intercom.io>
to Nick, Karen, me, Justin, Kevin, Perry ▾

Hi Karen,

I'm looping in Nick who can help answer these follow up questions in the morning Dublin time.

I'm not sure where the 60% came from. @Bobby do you recall if Scott helped with this or someone else? Maybe we can root out the original query.

Also what this the only number reported last year or did we also report on API usage over time? If it was over time, could you share that older graph with us? It may help us investigate tomorrow.

We can also follow up with Developer Platform to dig into the older 60% number.

- Karen

Why this matters: our mission

To empower businesses to make good decisions.

No one solves these problems

Excel and Google Sheets

Too horizontal, have to support long tail of use-cases.

Business Intelligence tools

Designed for regular reporting, not analysis. Always used alongside Excel or Sheets.

Coda / Notion / Airtable / Smartsheets

Not for analysis.

Solution: Equals

A new vertically integrated spreadsheet, built around two pillars:

1. Data	2. Team workflows
Data sheets w/ SQL.	Trace: get to source of a number.
Data sheets w/ Stripe, Netsuite, etc.	"Git model" for changes.
Scheduled and versioned updates.	Shared queries and formulas.

Modern spreadsheet

Cloud based. Sign up and get going in minutes. Targeted subset of excel functionality.

V1: Equals

A new vertically integrated spreadsheet, built around two pillars:

1. Data	2. Team workflows
Data sheets w/ SQL.	Trace: get to source of a number.
Data sheets w/ Stripe, Netsuite, etc.	"Git model" for changes.
Scheduled and versioned updates.	Shared queries and formulas.

Modern spreadsheet

Cloud based. Sign up and get going in minutes. Targeted subset of excel functionality.

Founders

Bobby Pinero, Chief Executive Officer

As a member of the Exec team, scaled Intercom from $1M ARR to $180M+ ARR. Over 7 years, built and led FP&A, Accounting, Business Operations, Business Analytics, Product Analytics, Data Engineering, and Legal.

Ben McRedmond, Chief Product Officer

First employee at Intercom. As member of exec team, led Growth from $1M to $50M ARR. Scaled Growth to 30+ engineers, designers, product managers. After Intercom founded Consider, an email startup (2017-2020).

Plan

We are raising a seed round of around $4M:

- To fund an initial team for 24 months.

- To build V1 and demonstrate product market fit with a small number of paying users who deeply use the product.

Beyond this, we will raise again to invest further into product development and marketing working towards a product that every business can use.

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