

GetAccept

The all-in-one solution where B2B sales happen,
in a natural way

Pitch Deck B-round

Successful entrepreneurs with passion for sales

We know sales and have built the product for ourselves

Founders



Samir Smajic
CEO

Previously VP of Product at Lime, listed \$500m CRM business



Mathias Thulin
Chief Strategy Officer

Previously CEO and Co-founder of ProspectEye (M&A exit 2013)



Jonas Blanck
CTO

Previously built 3 companies, two of which got acquired in 2013 & 2017



Carl Carell
US Country Manager

Previously partner and founder of Adsensius Sales Consulting

Backed by
 **Combinator**

Management



Frida Ahrenby
VP of Marketing

Previously CMO @Bambora, ~\$1.5bn exit



Jakob Bignert
VP of Product

Previously Head of Product, led product from Series B-E



Anders Holmberg
CSO

15 years of experience as sales leader



Rasmus Areskoug
VP of Finance

Previously Growth Investor



Johan Krantz
COO

10 years of experience in operations as a leader



Successful entrepreneurs with passion for sales

We know sales and have built the product for ourselves

Board



Samir Smajic
CEO

Founder Board member



Mathias Thulin
Chief Strategy Officer
Founder Chairman



Bill Macaitis
Board Member

CMO & CRO, 5 exits



Thomas Rubens
DN Capital

Partner at



Advisors & Investors



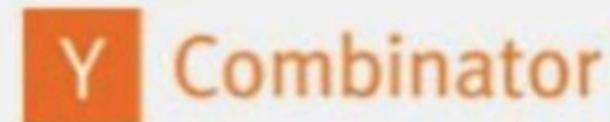
Peter Sterky
Early investor & advisor
Former CFO & COO at



Magnus Emilsson
Early investor & advisor
Serial entrepreneur &
investor

NA-KD Tradedoubler

Backed by



Majority of deals in B2B sales go dark

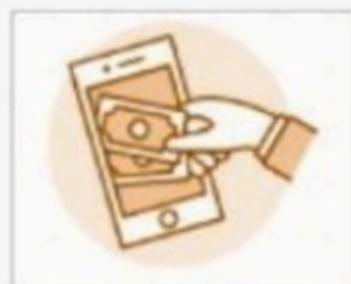
60%

Of B2B Deals Go Dark

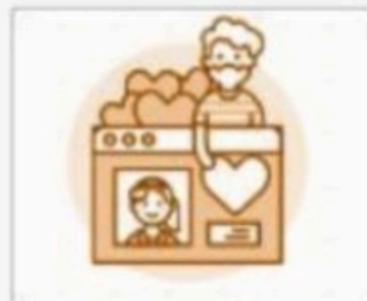
24% Won | 16% Lost

That's a lot of lost money...

Sales reps struggle to deliver a good buying experience as B2B sales move online



Sales reps struggle to build relationships online



The best buyer experience wins



Sales reps spend less than 36%* of their time selling

*Forbes, Why Sales Reps Spend Less Than 36% Of Time Selling (And Less Than 18% In CRM) 2018-0110

Most SMB sales teams are still using a legacy toolbox

1 Stone age sales toolbox



CRM



Email



Phone



Fax



Manual signing

2 Legacy sales toolbox



CRM



Email



Video Conference



Electronic Signature

3 Sales enablement toolbox



----- and -----

Video: to personalize and engage

Live chat: to communicate through new channels

Engagement tracking: to understand the decision process and initiate outreach with impeccable timing

Sales content hub: to share the right information at the right moment

Proposal generation: to create stunning proposals and quotes in minutes

Contract negotiation: to collaborate and amend contracts in real time

and the list goes on ...

GetAccept is the all-in-one solution to sell online

The one tool you need to be able to sell remotely and digitally, after you have a CRM



The must-have solution for any sales team

GetAccept, the place where B2B sales happen in a natural way



CRM

GetAccept integrates to the existing sales tech stack



pipedrive

freshsales



Customers experience high, quick and tangible ROI

GetAccept removes friction, enabling sellers to deliver a best-in-class buyer experience

Instant time to value



Shorter sales cycles

GetAccept removes friction in the buying process, making it easier for the buyer to say yes



Increased win rate

GetAccept enables sales reps to be personal and available, which improves win rate with double digit percentage points

*GetAccept's solution gives our sales reps the tools to build and nurture relationship beyond and on top of our traditional CRM. It's driving engagement and **10% higher win rates**.*

Customer X,
Head of Operational Excellence

*By sending engaging videos, tracking buyer engagement and using the built in eSign we have **proven shorter sales cycles** and more efficient reps to a fraction of the cost. All integrated to Freshsales CRM*

Customer Y
Senior Vice President of Global Sales

Serving more than xxxxx customers including

SAMSUNG

SIEMENS

Sig@str

Chargebee

STANLEY.
Security



Best-in-class retention for SMB

High customer satisfaction and ROI have enabled us to show best-in-class retention metrics

Y1 Net \$ Retention

XX%

Y2 Net \$ Retention

XX%

**Y1 Gross \$
Retention**

XX%

Major shift in spend to sales tools for inside & remote reps

Buyers prioritize tools that enable them to continue to do business in the new era of sales



■ TAM Sales Tools ■ Market share for inside and remote sales tools

2010-2019

Long-Term Market Tailwind

B2B sales has been moving online for the last decade

2020

Market Inflection Point

COVID-19 accelerates the shift from field to inside & remote sales. As 90% of all B2B sales reps work online, more companies have to prioritize remote sales tools*

Now

Paradigm Shift in B2B Sales

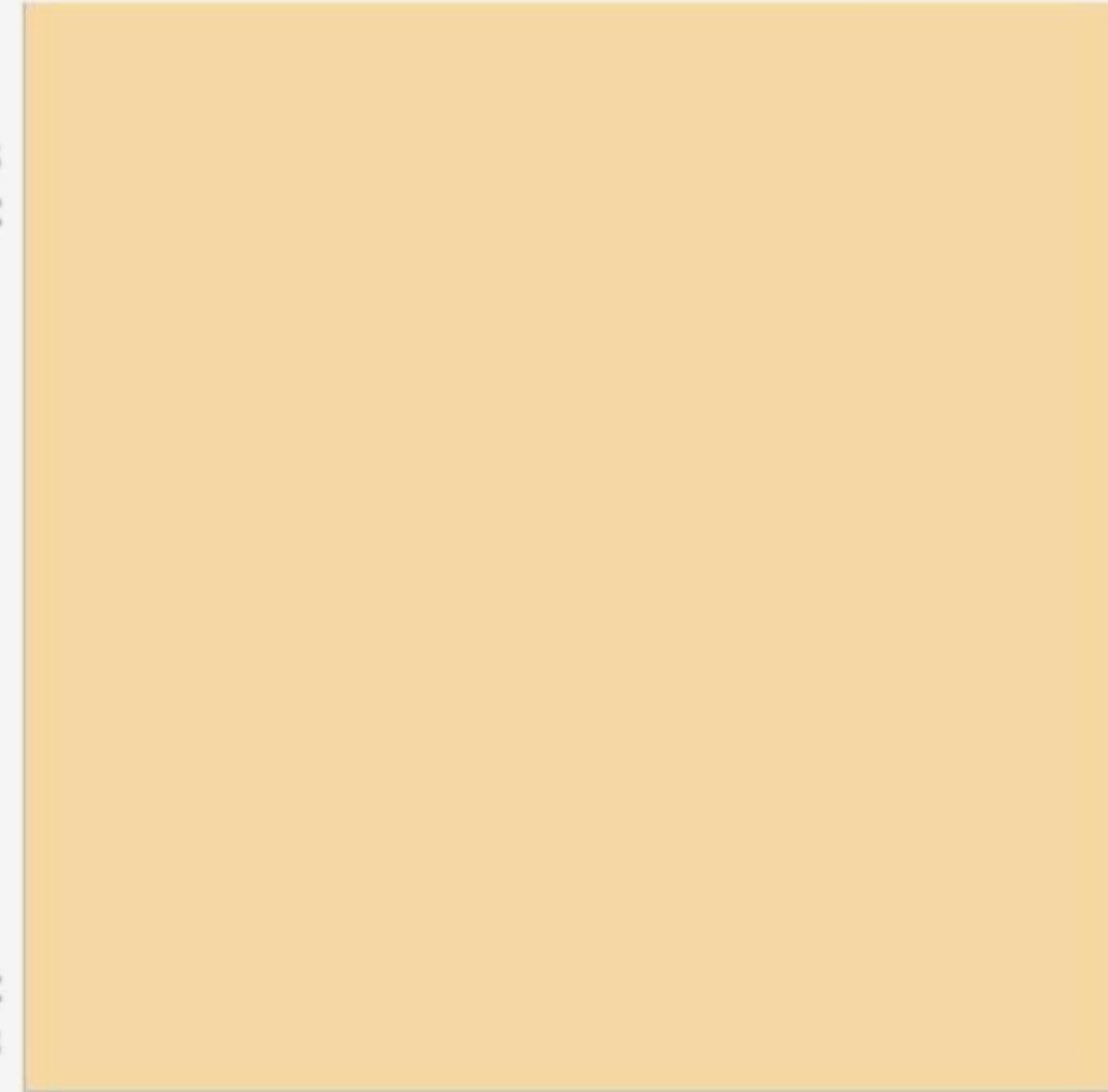
Virtual selling is here to stay. A remarkable 23% of all CSOs reported plans to permanently shift field sales to virtual sales roles and another 36% said they were unsure.*

*Gartner, Framework to Enable Effective Virtual Selling, 2020-07-07

SMB Sales Enablement is an underserved market

All-In-One Sales Enablement

Point Solutions



Enterprise — Mid / SMB — Micro SMB



GetAccept is well positioned to dominate the Sales Engagement category



High and capital efficient growth



Capital efficient growth

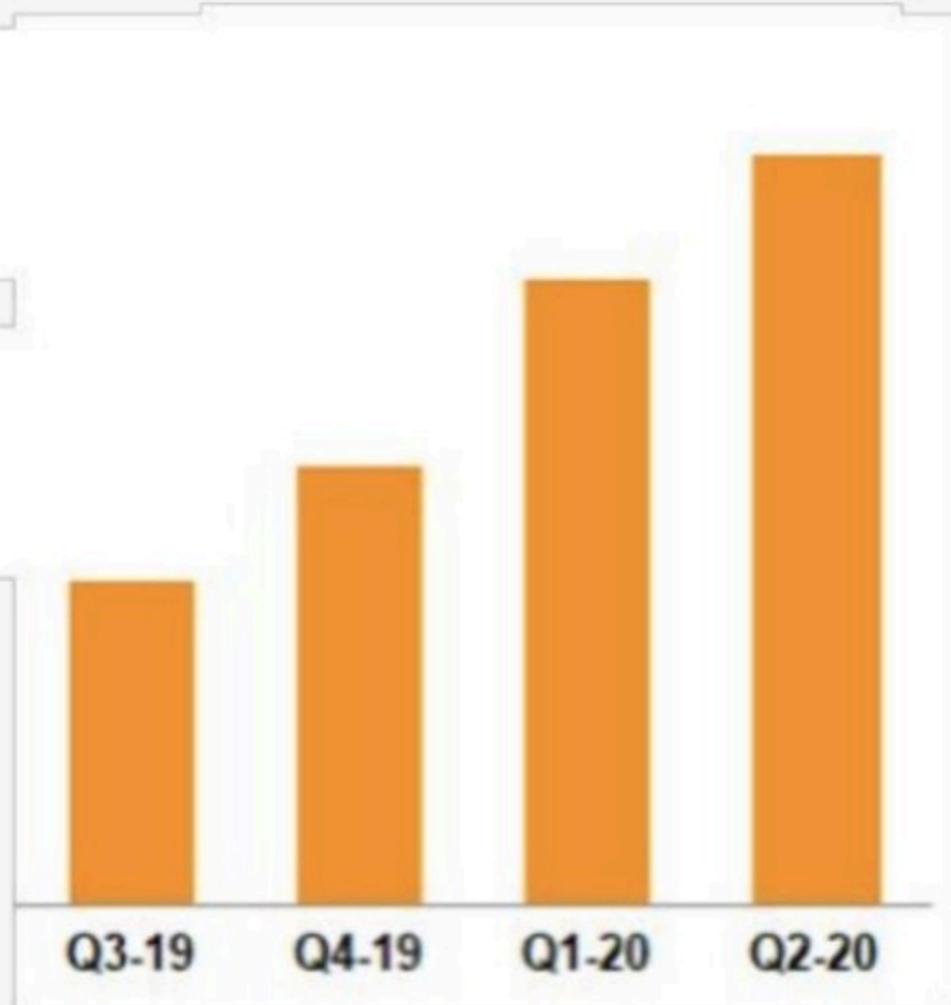
- At ~\$xxM ARR with total lifetime burn of ~\$xxM
- Growing ~xxx% YoY
- Cash flow positive for XX months

Key growth vectors growing rapidly

- Inbound channel growing ~xx% YoY
- New markets (EU & US) growing x.x x YoY at ~\$xxM ARR

GTM: Inbound channel is growing rapidly

ARR Bookings from inbound channel



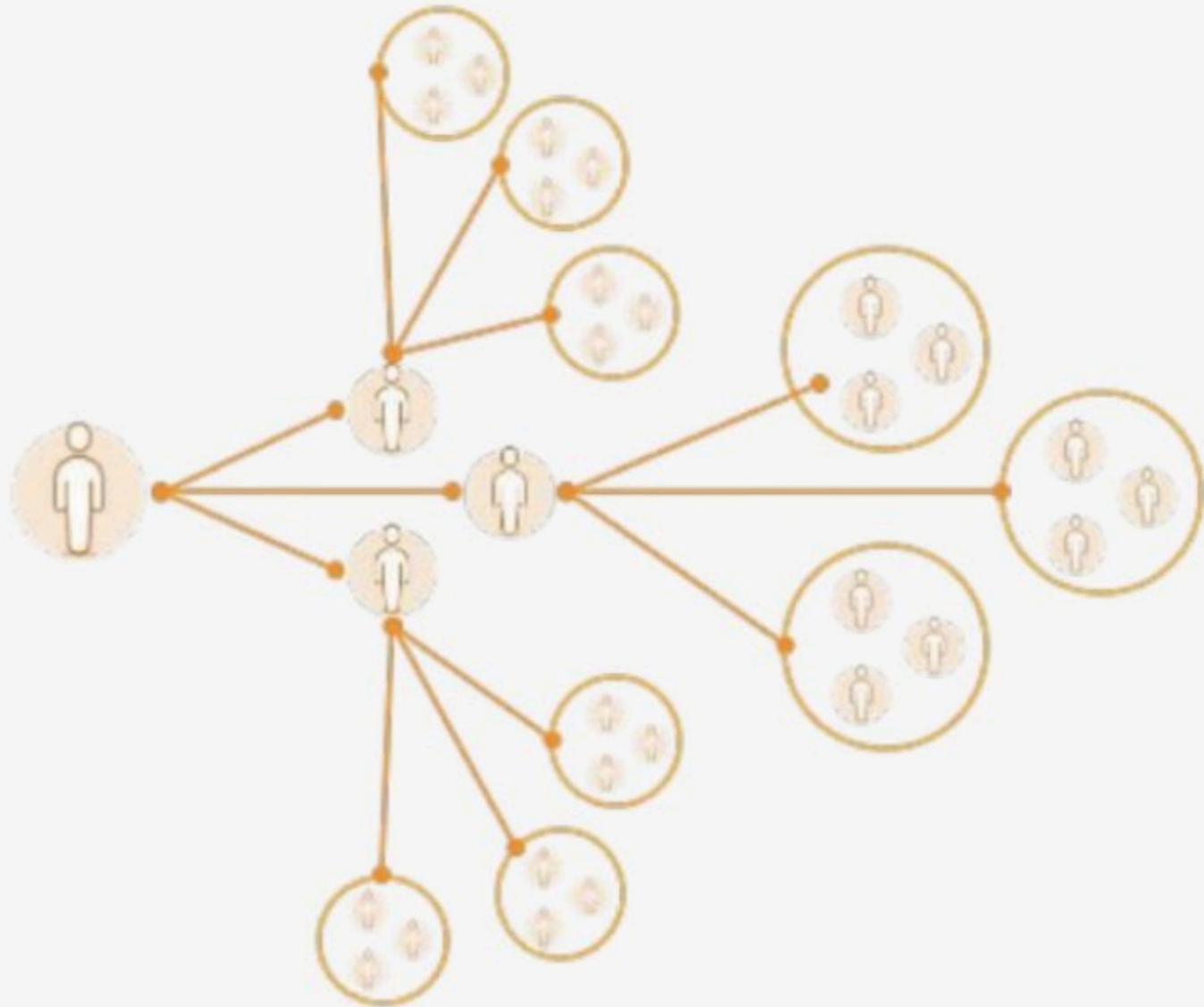
Rapidly growing inbound acquisition channel

- Inbound now accounts for ~XX% of new customers
- ~XX% from free sources

Inherent product virality is key driver for inbound

- ~XX% of new inbound ARR from Direct Traffic as measured by first touch attribution
- Once we reach a certain number of customers in new geos we see inbound MQLs coming from direct traffic

Inherent product virality: a massive untapped potential



High cross-company virality with massive potential

$$X \times X \times Y = ZZ$$

Shared dealrooms
per month per user

Stakeholders
per deal

Stakeholders exposed
/user /month

The team has seen the movie before



 **Evernote**

From 0 - 6M users - In 3 years



 **slack**

From 0 - 7M users - in 4 years