



Investor Presentation

May 2020



Mission

Reinventing the way ordinary people work
with data and numbers



... a journey that begins with spreadsheets.

Every organization has a “spreadsheet fabric”

Every organization has an assemblage of spreadsheets that **drive processes**, guide **planning** and **decision-making**, and **influence operations** at all levels.

Combined this “[spreadsheet fabric](#)” holds the majority of each organization’s proprietary business logic and data.

Spreadsheets are knowledge workers’ default answer to the question “[How can I get things done NOW?](#)”, serving as:

- Small databases.
- Models, planning and analysis.
- Simple business processes.

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No software has had as much [impact on business](#) or the [history](#) of business computing as the spreadsheet.

Approximately
1 billion people
use spreadsheets

GRID estimates

Excel is the
#1 computer skill
sought in job ads

Indeed.com

Excel alone amounts to
~2% of all computer time
in the World

RescueTime

But the fabric is torn

No administration or governance

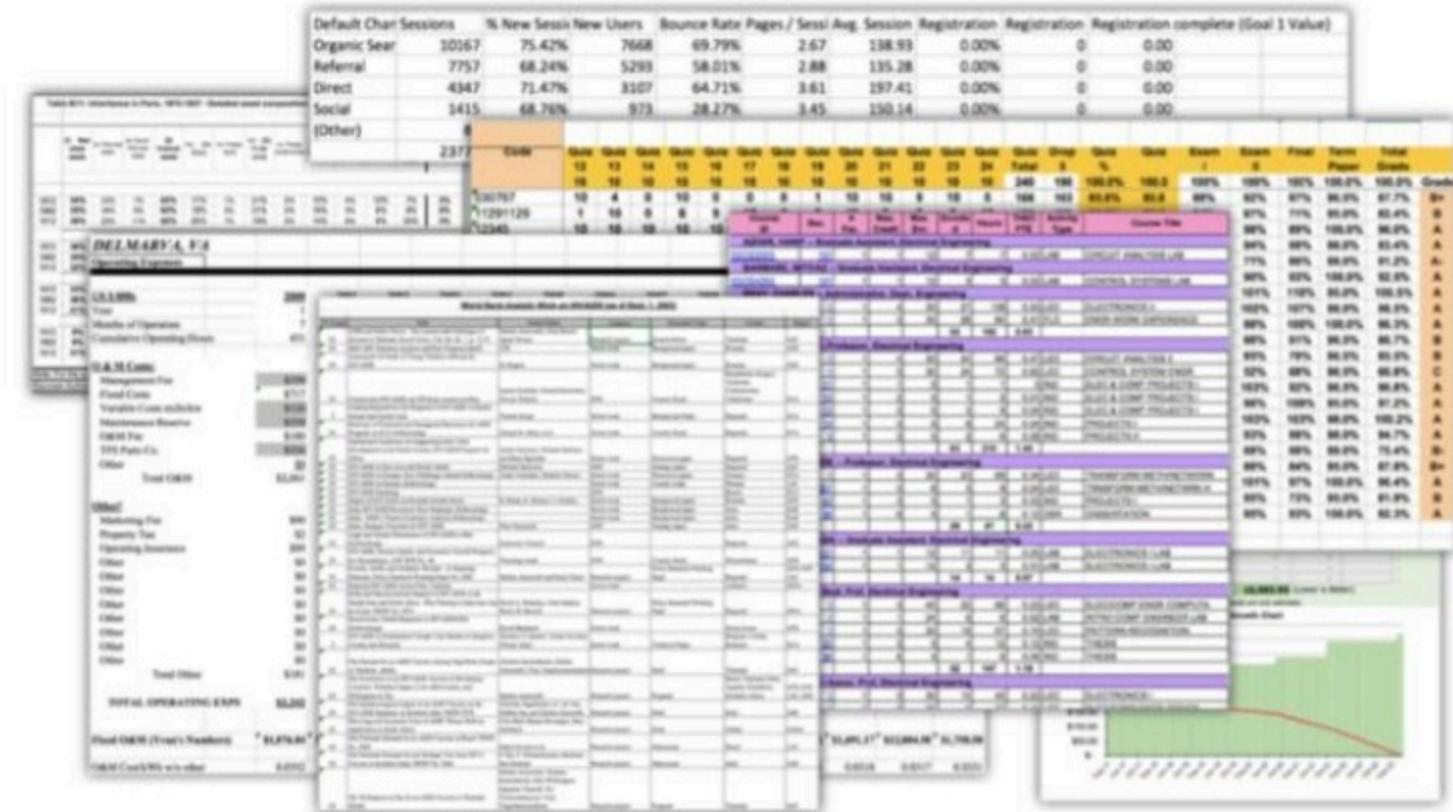
Organizations have little insight into or control over their spreadsheets, missing crucial aspects such as:

- Access control
- Audit trails
- Quality assurance
- Version control
- Archiving and discoverability

Not built to share

While most spreadsheets are made to share and collaborate on, current spreadsheet software is not built to facilitate that.

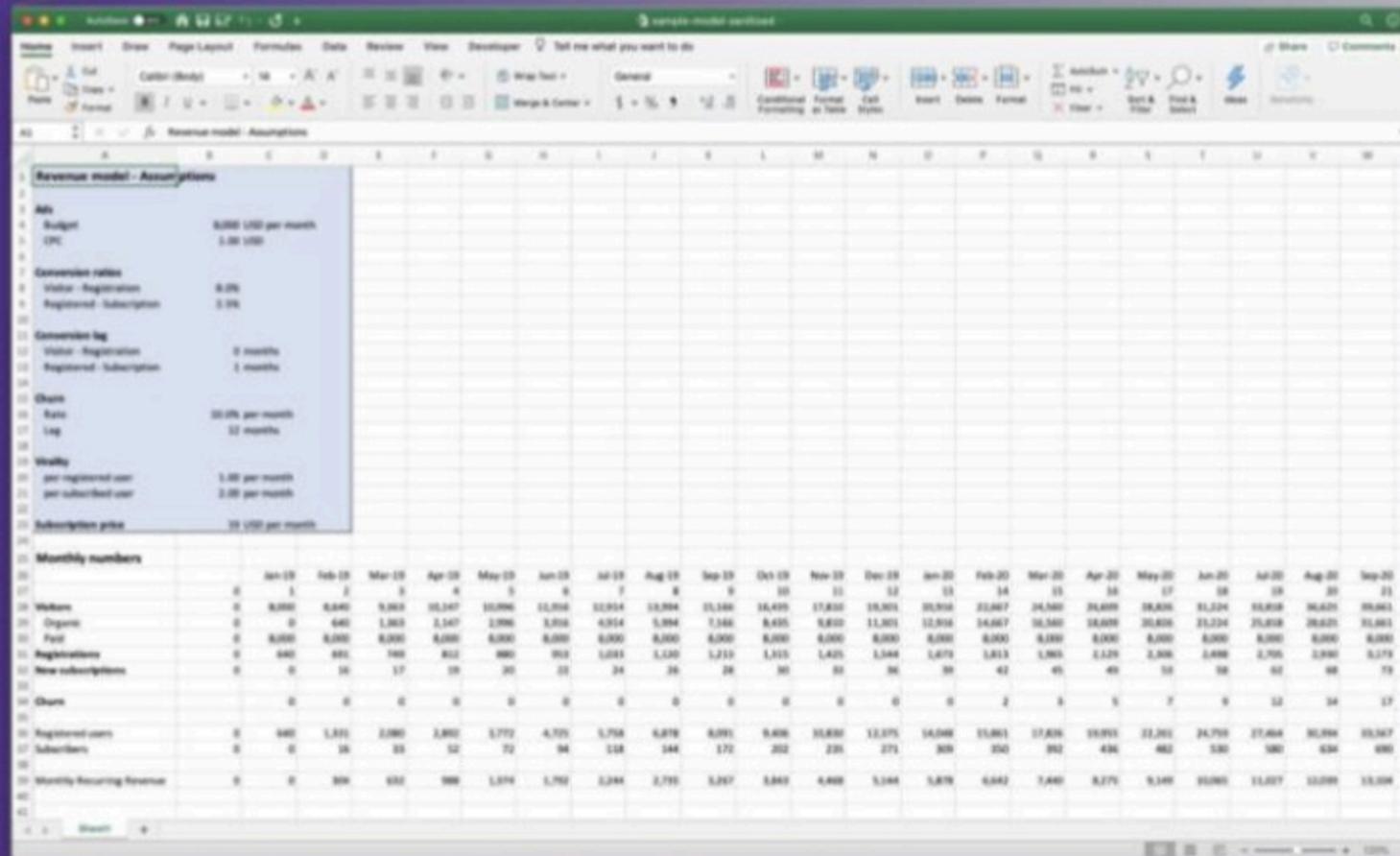
The vast majority of spreadsheet sharing happens through **email attachments** or copy-paste into **PowerPoints** and **PDFs**, only further complicating the administrative issues.



Spreadsheet users that share their spreadsheets with others:

88%

Dartmouth College



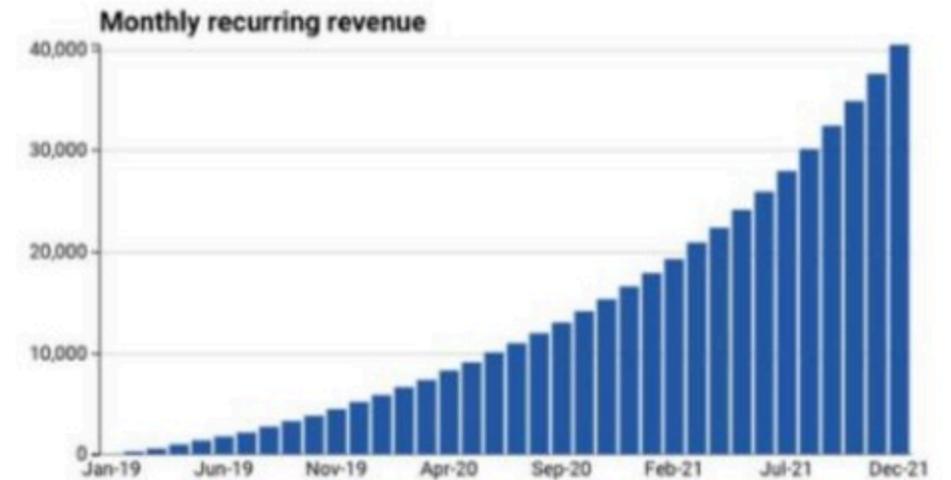
Hjalmar Gislason

Curious about data, technology, media, the universe and everything. Founder of 5 software companies, including this one :)

Sep 24, 2019 ♥ 0 👁 106

Project X revenue model

This model exposes key assumptions in Project X's revenue model and allows you to adjust them based on your own.



Annual recurring run rate on month 36: 486,168

Ads

Budget

8000

Cost per click

1.00

Conversion ratios

Visitor - Registration

8.0%

Registered - Subscription

2.5%

Churn

Rate (per month)

10.0%

Virality

per registered user

1.00

per subscribed user

2.00

Product progression

2020: Basic / Pro

- Single author, multiple viewers
- Secure sharing
- Live updates from cloud workbooks

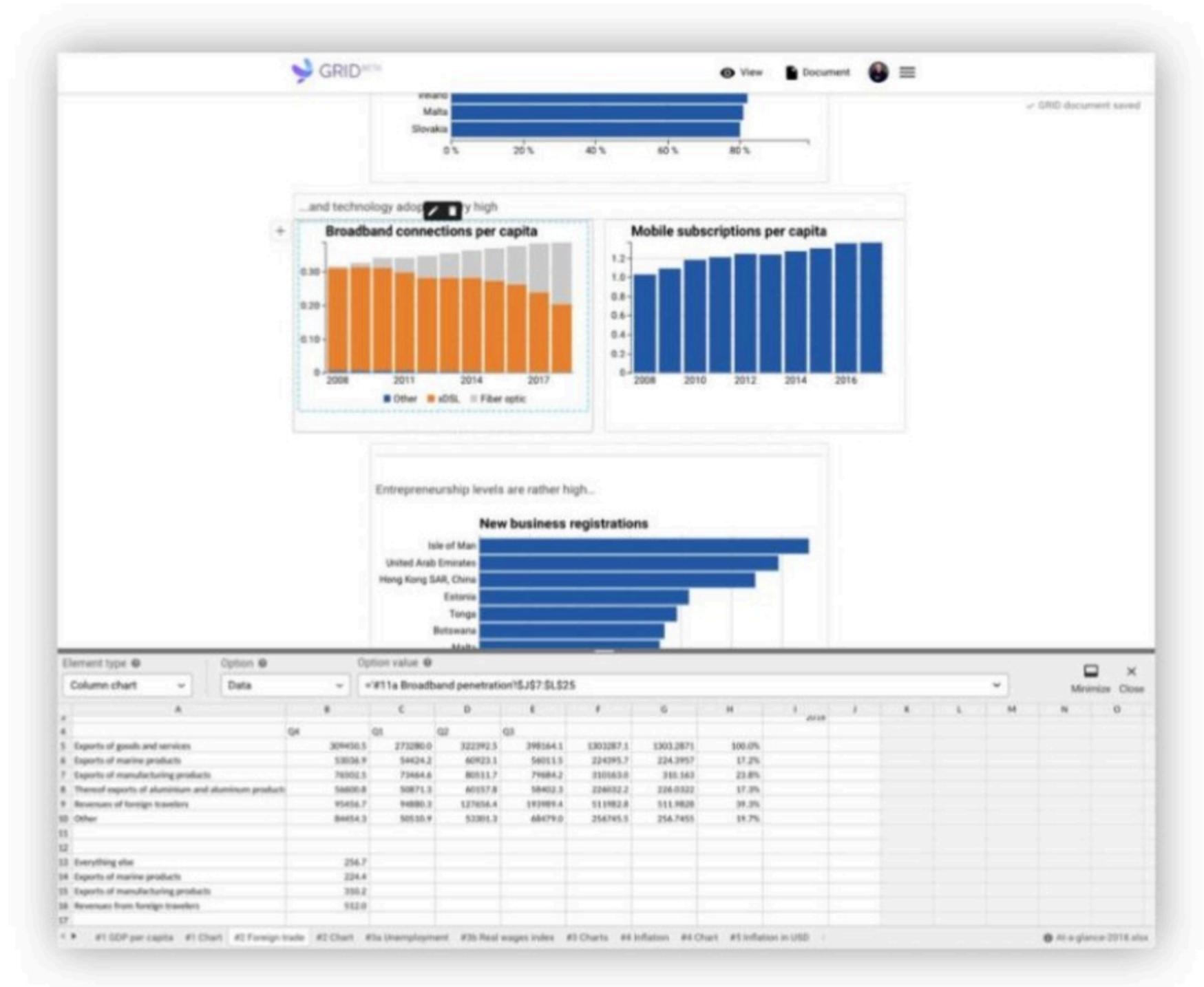


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Technology

GRID has solved 3 hard technical problems, providing significant differentiation and moat:

- *Redacted*
- **A WYSIWYG editor** empowering everyday spreadsheet users to build modern, interactive web documents on top of their spreadsheets.
- **Direct connection with cloud-based workbooks**, immediately reflecting any updates in linked GRID documents.



Competition

Healthy competition on the product side, but with clear differentiation, leveraging:

- **...existing spreadsheet skills** and assets.
- **...existing workflows** and ways-of-working.

When it comes to reporting and sharing visual narratives from spreadsheets - particularly spreadsheet models - GRID owns the stage.

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The real competition is with traditional ways of distributing spreadsheets: **Email attachments** and **copy-paste** into PPT and PDF.

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Go-to-Market

The initial pro offering is an attractively priced SaaS subscription on a freemium model, sold in self-service using fully digital customer acquisition.

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Initial product offering

GRID empowers everyday spreadsheet users to build visual and **interactive narratives** on top of **existing spreadsheets**.

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The vast majority of spreadsheet sharing happens through **email attachments** or copy-paste into **PowerPoints** and **PDFs**.

But when sharing spreadsheets, their creators face tradeoffs between:

- Level of *narrative and guidance*.
- *Interactivity* of models.
- *Mobile* friendliness.
- *Control* and *access*.
- *Time spent* on preparation and ease of *updates*.

GRID delivers on all of the above, saving time and improving collaboration.

GRID - the new face of spreadsheets

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Team

The GRID team is a group of experienced software innovators, most with 10-20 years experience in building end-user software and taking it to market.



Hjalmar Gislason
Founder and CEO

Hjalmar previously served as VP of Product Management at Qlik in Boston. Hjalmar was Founder and CEO of DataMarket, founded in 2008 and sold to Qlik in 2014. A career data nerd and entrepreneur, GRID is his 5th company as a founder.



Thorsteinn Yngvi Gudmundsson
Co-founder, VP of Operations

An MBA & ICT leader with 20 years of experience focused on building new ventures internationally. Has held positions as a CEO, GTM lead, VP Operations, Finance lead, Product manager & Board Director.



Eva Steingrimsdottir
Director of Software Development
(team of 9)



Alexandra Bjargardottir
Director of Growth
(team of 3)



Borgar Thorsteinsson
Co-founder - front-end, spreadsheet engine



Steinn Eldjarn
Co-founder - server, cloud



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