

HoneyBook

**CHA
CHING!**

ITEMS	PRICE
Lounger couch and tables Vintage chrome lounge and two tea tables.	\$1,600
Outdoor dining set Vintage bamboo 8 seater with glass top and umbrellas.	\$800
Installation and breakdown Team will arrive 2 hours prior to event for set up.	\$900
Subtotal	\$3,300
Tax	\$239
Grand total	\$3,539

Home Projects Tools People Opportunities

Good afternoon, Katie
A quick lunch break to recharge, then back to HoneyBook to take charge!

PROJECTS
5 new inquiries
Amy Jones's project
Daniel's redesign project
VIEW ALL
10 projects with new activity
Oran design project
Natalie home design
Lior's new website design
VIEW ALL

CALENDAR
2 scheduled events today
10 scheduled events this week

BOOKKEEPING
2 payments overdue
4 payments paid in the last week

More Tools
Templates Contact Form Workflows Time
Library Batch email Referrals Mobile

@HoneyBook



Every 7 sec.
a project is created

Every 18 sec.
a project is booked

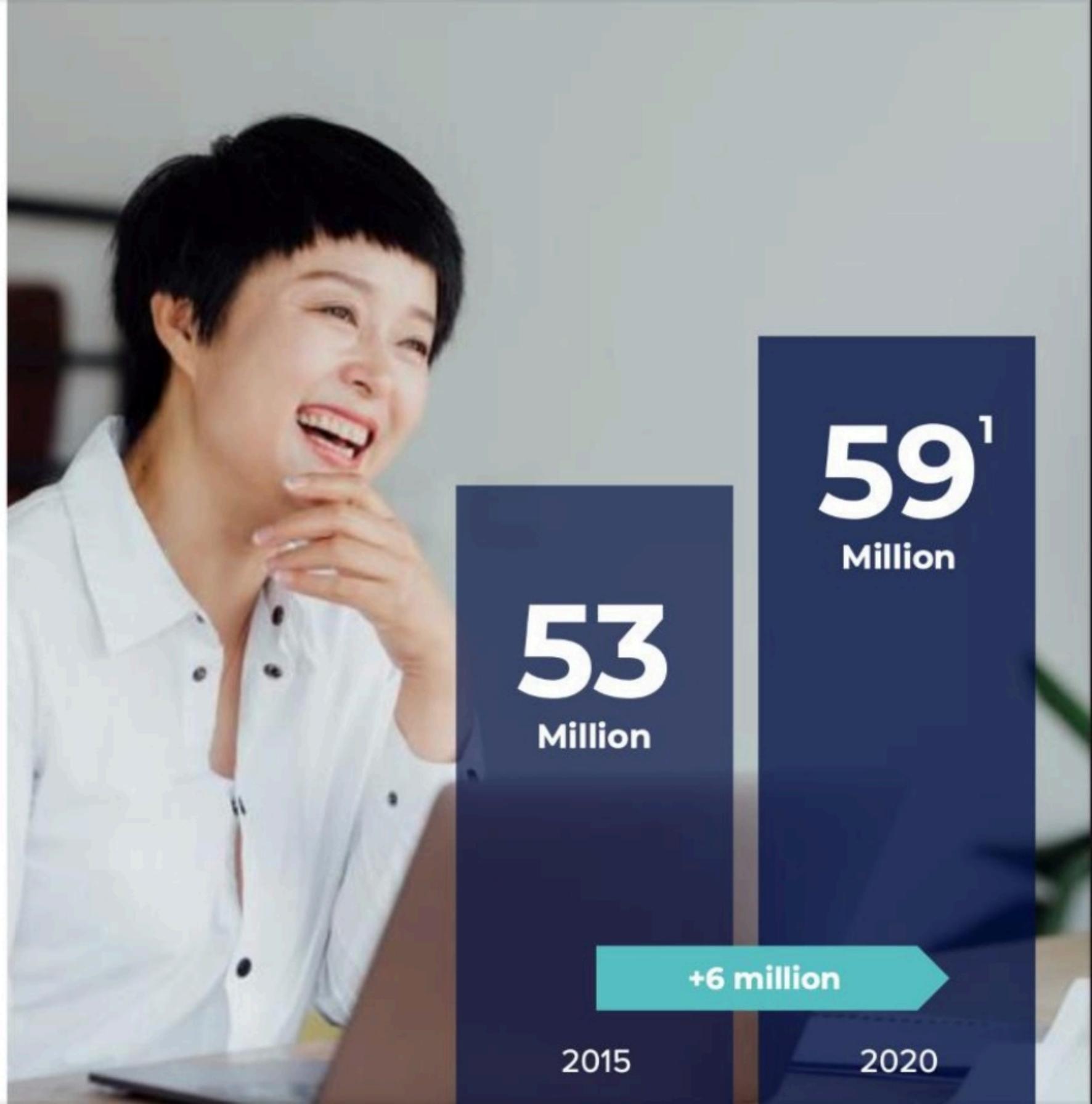
Small Business management reinvented

59 million Americans freelanced last year¹

Representing **36%** of the U.S.
workforce, they earned an estimated
\$1.2 trillion last year²

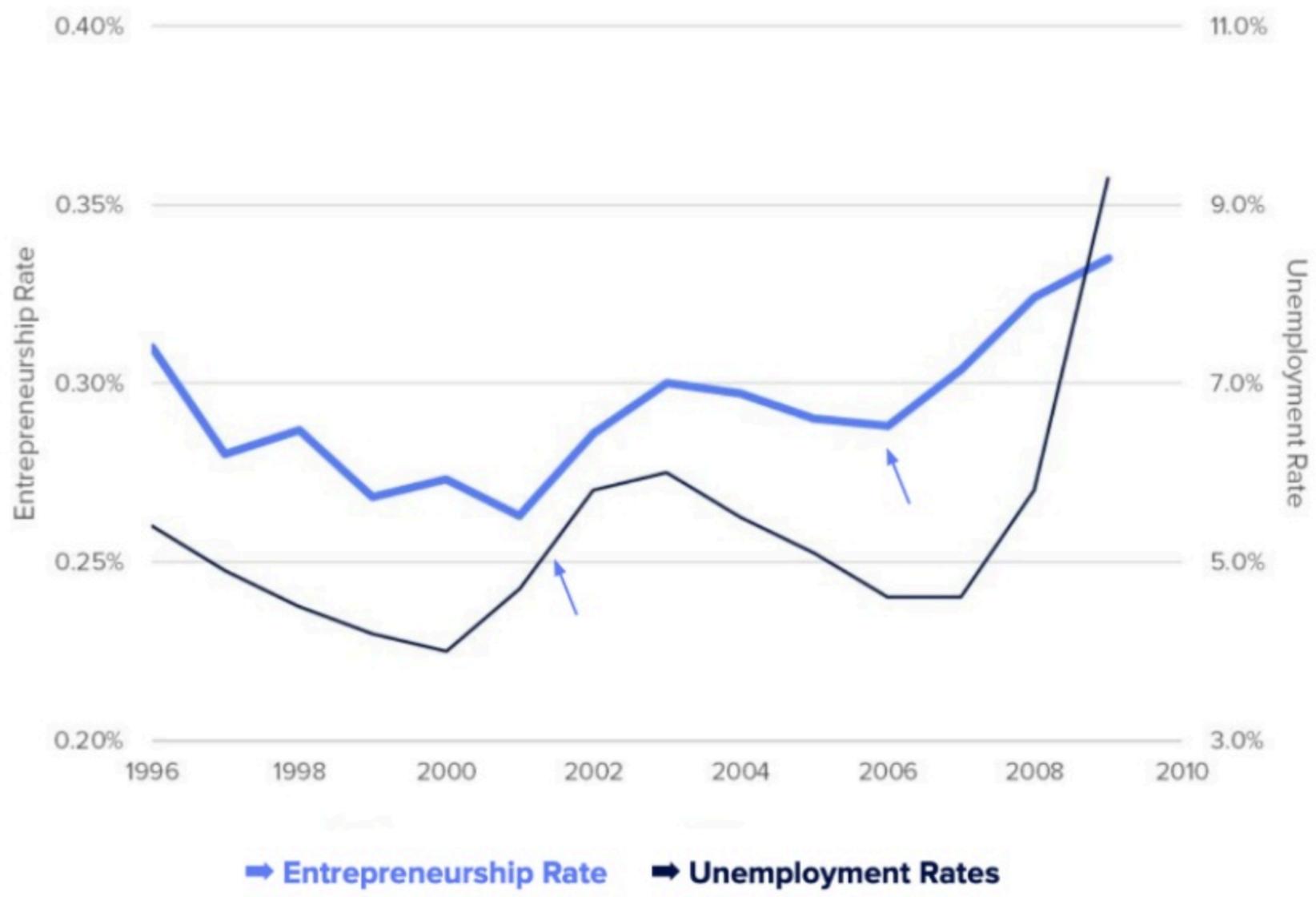
1 - <https://www.upwork.com/l/freelance-forward>

2 - <https://www.mbopartners.com/state-of-independence/>

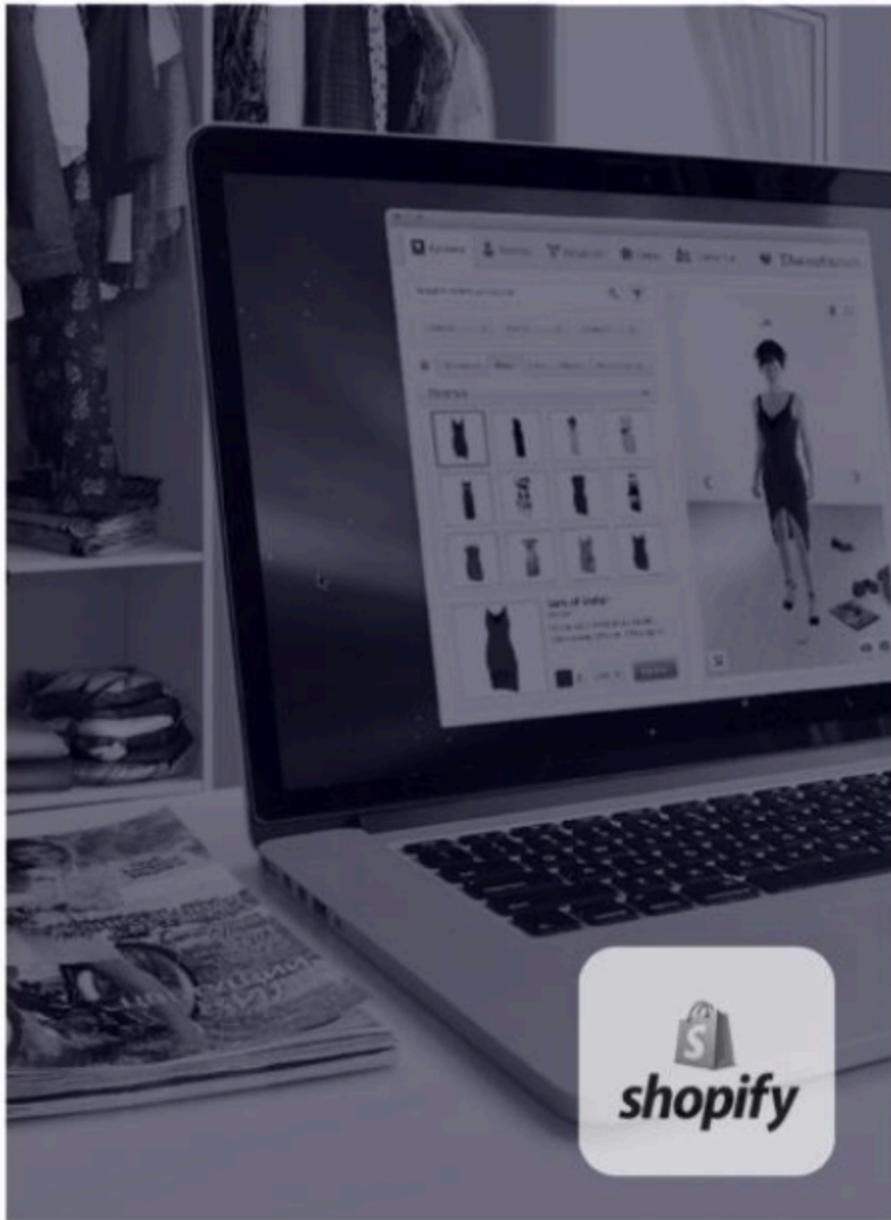


A boom in entrepreneurship

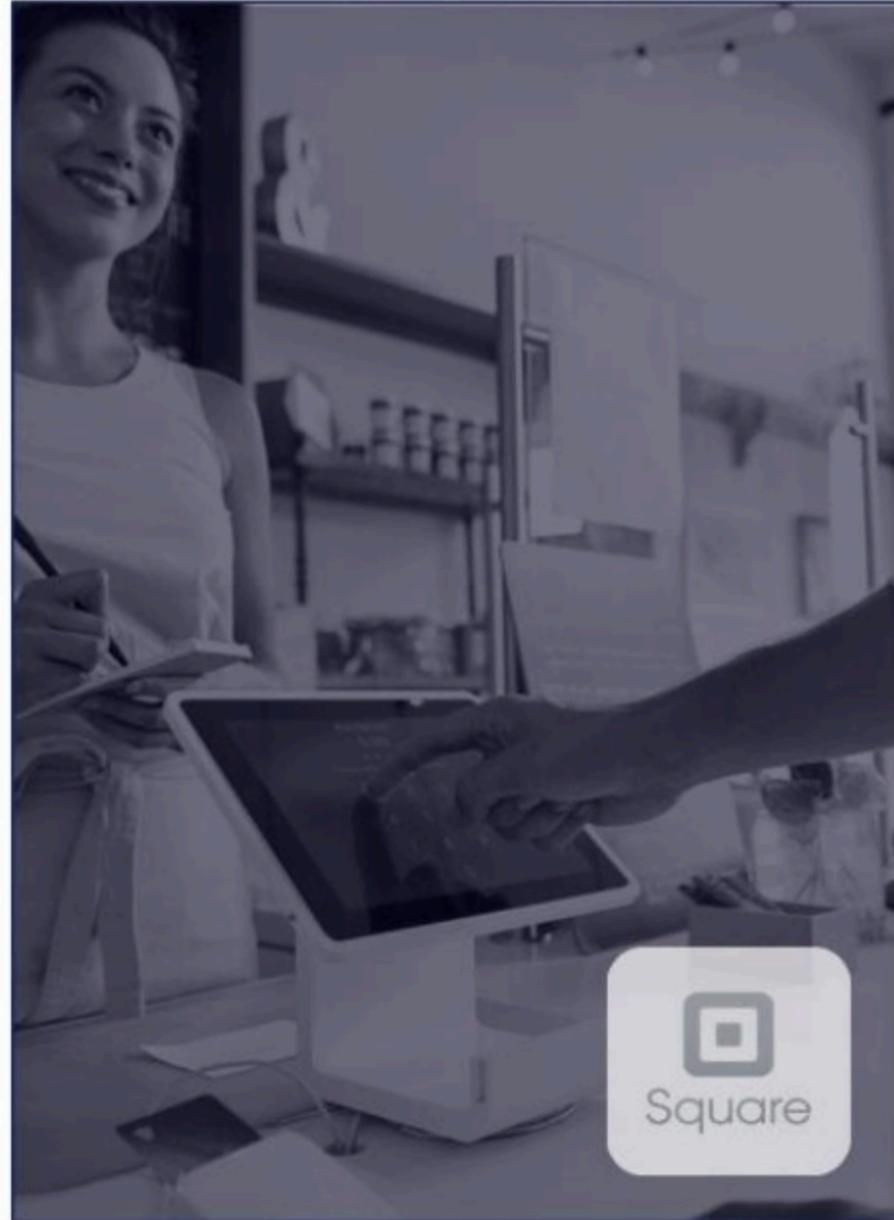
As unemployment rates increased through the recessions in 2000 and 2008, rates of **entrepreneurship** also spiked.



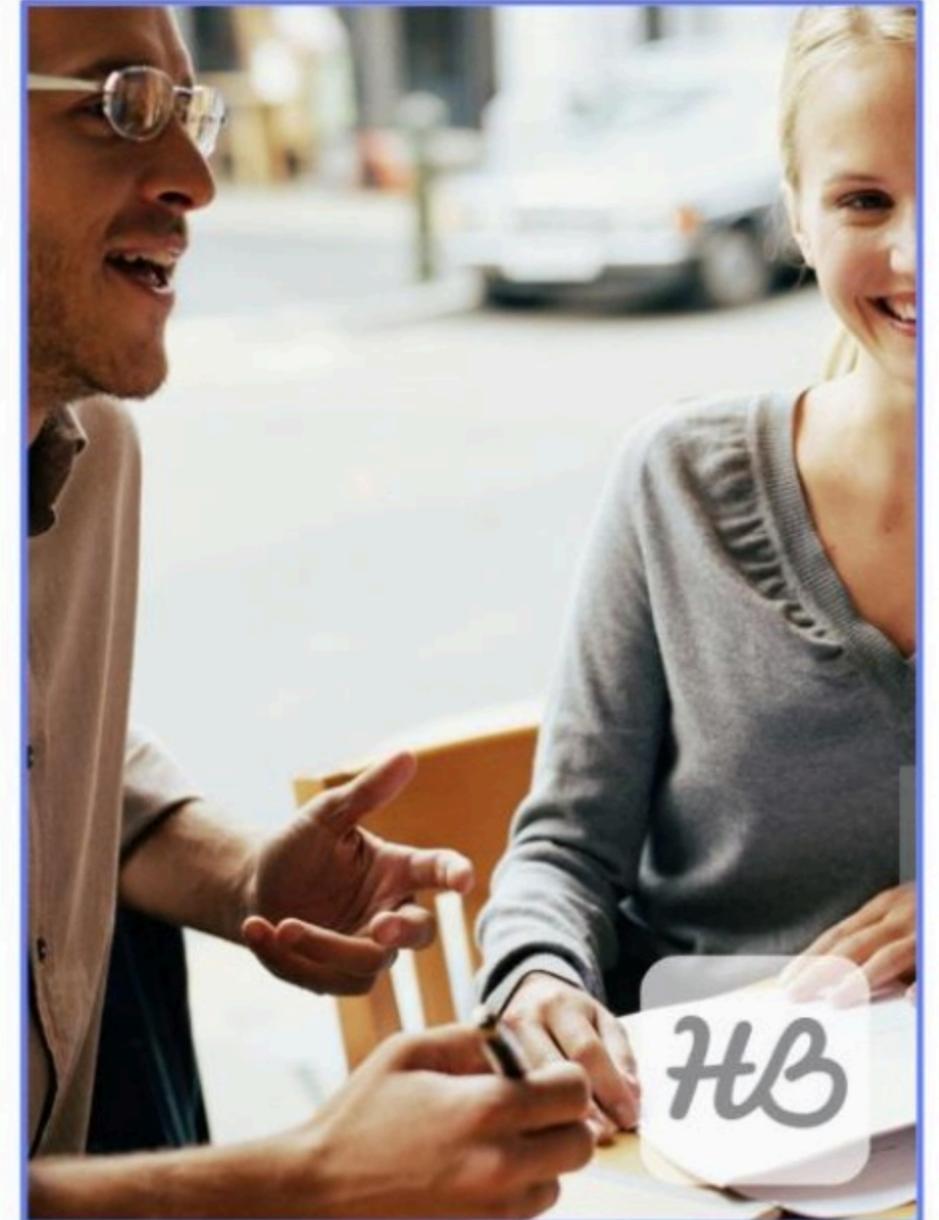
Source: "Entrepreneurship, Economic Conditions, and the Great Recession" by the Journal of Economics & Management Strategy, 2013.



Online Store



Physical Store

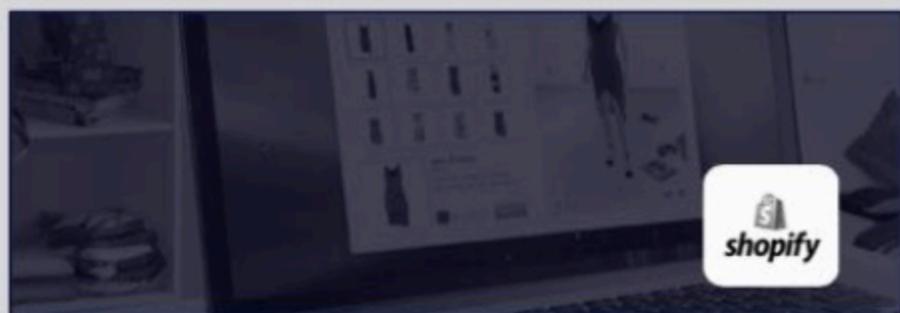


No Store

We're addressing the largest category
Service-based businesses
represent **50% of freelance**
work*

30M
Sell Services

17M
Sell Goods



Online Store



Physical Store



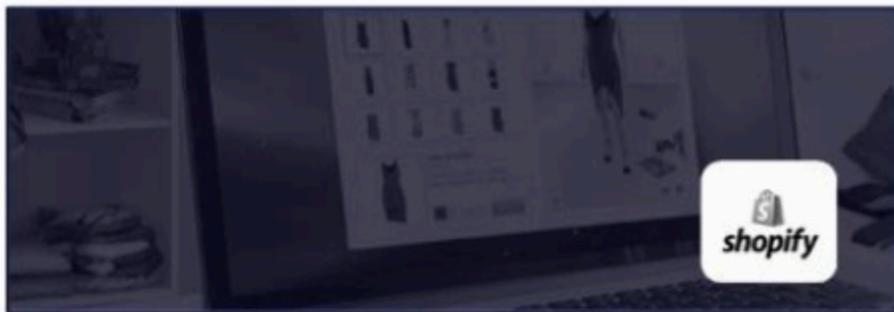
No Store

Their inventory is time

30M

Sell Services

Marketers ▪ Photographers ▪ Graphic Designers ▪ Business Consultants ▪ Musicians ▪ Web Designers ▪ Planners ▪ Cinematographers ▪ Visual Artists ▪ Makers & Artisans ▪ Coaches ▪ Stationers ▪ Caterers Calligraphers ▪ Hair ▪ Makeup ▪ Florists ▪ Interior Designers ▪ Software Developers ▪ Copywriting ▪ Accounting ▪ Architects ▪ Sports Agents ▪ Entertainment ▪ Advertising Agencies ▪ Market Researchers ▪ Dog Training ▪ Doula ▪ Decorator ▪ PR Firms ▪ Translation Services ▪ Landscape Designers ▪ Book Publishing ▪ Administrative ...



Online Store



Physical Store

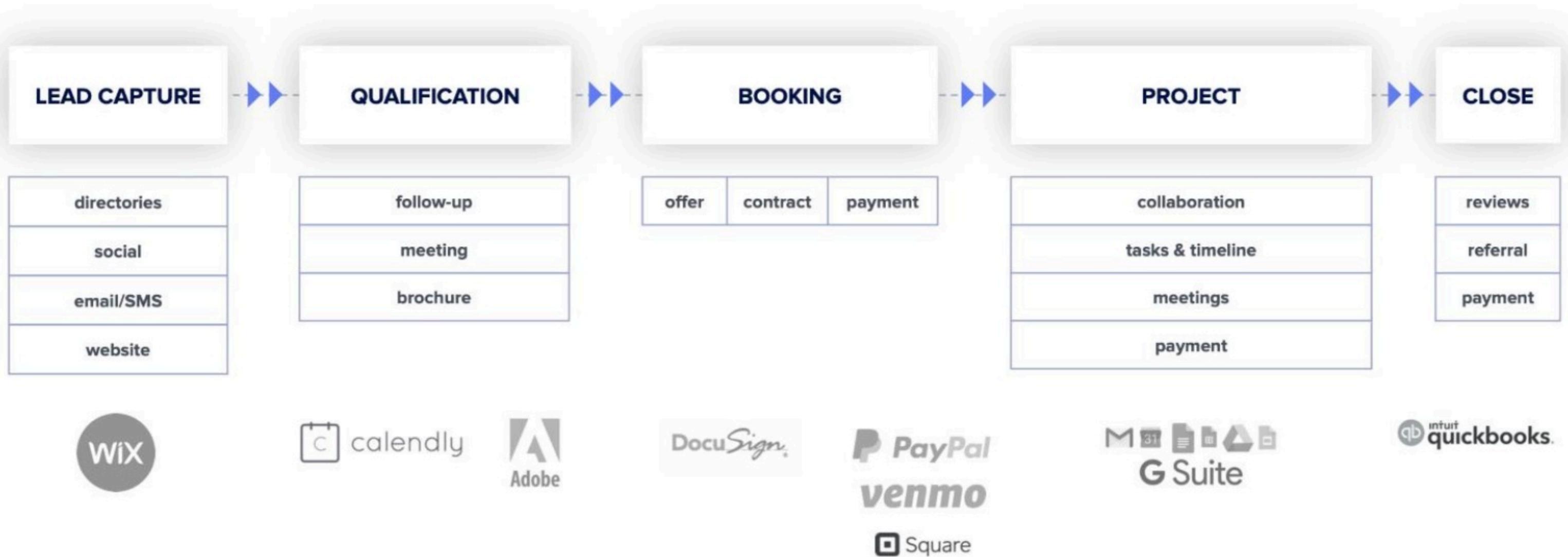


No Store

**They spend
most of their
time on client
& business
management**



Point solutions lead to a fragmented process for members and clients



Although many of these points solutions are great at what they do, trying to stitch them together into an integrated experience is nearly impossible for small businesses to manage and the fragmented experience is not appealing to their clients either

BEFORE

lead management

proposals

scheduling

contracts

invoicing

payments

service
20%

AFTER

HoneyBook

service
80%



Pay-as-you-grow Business Model



Our revenue model combines subscriptions and transactions so as our members' business grows, our revenue grows. As a result, our average dollar retention rate is well over 100%

Subscription Revenue

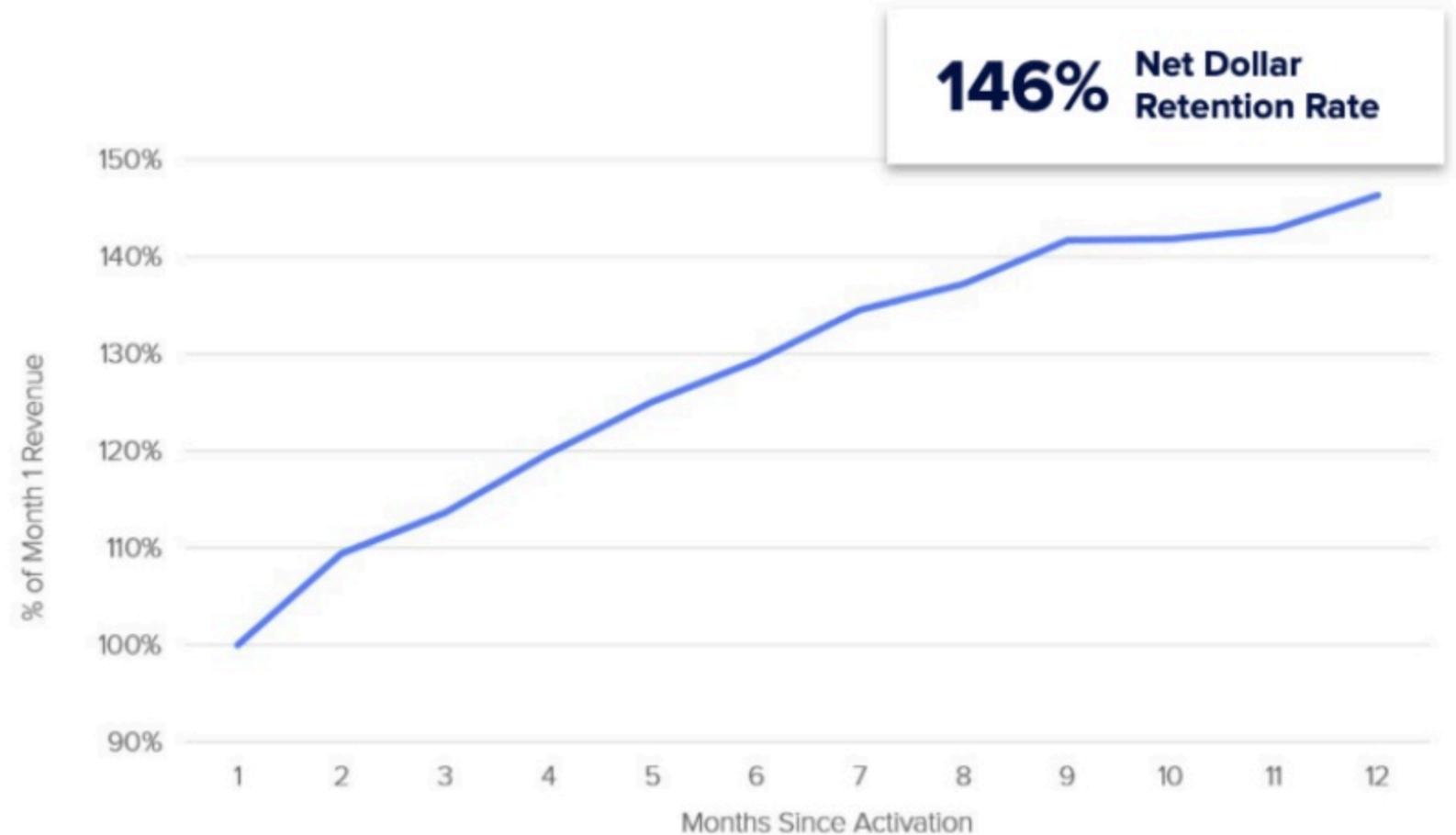
\$40 /Month

Transaction Revenue

3% Card fee

Best in Class Dollar Retention

Average of all cohorts older than 1 year:
Revenue generated from a specific cohort as a % of their revenue in month 1



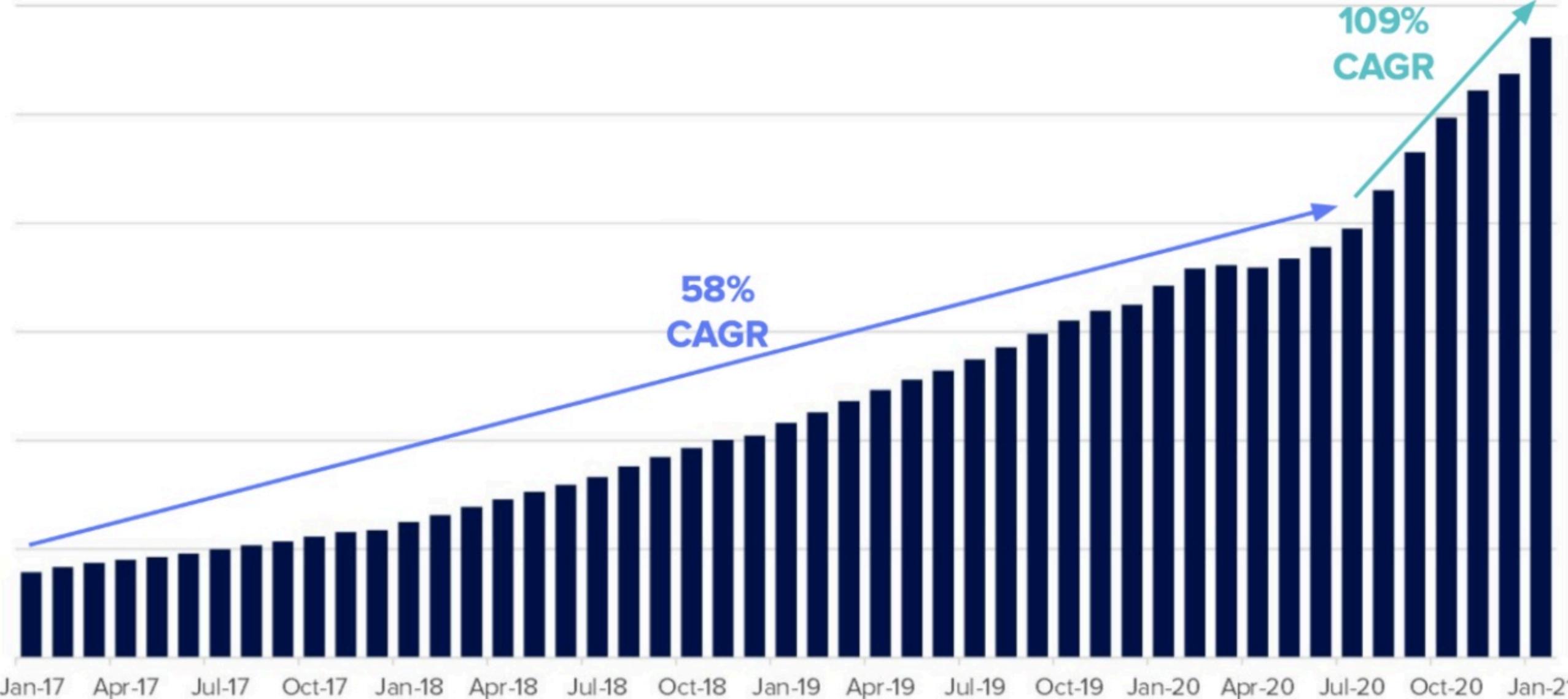
Median Dollar Retention Rate For Public Companies*: 117%	shopify 100%	bill.com 121%
--	---------------------	----------------------

*<https://www.meritechcapital.com/public-comparables/enterprise#OperatingMetrics>

Active members crossed an inflection point in July 2020

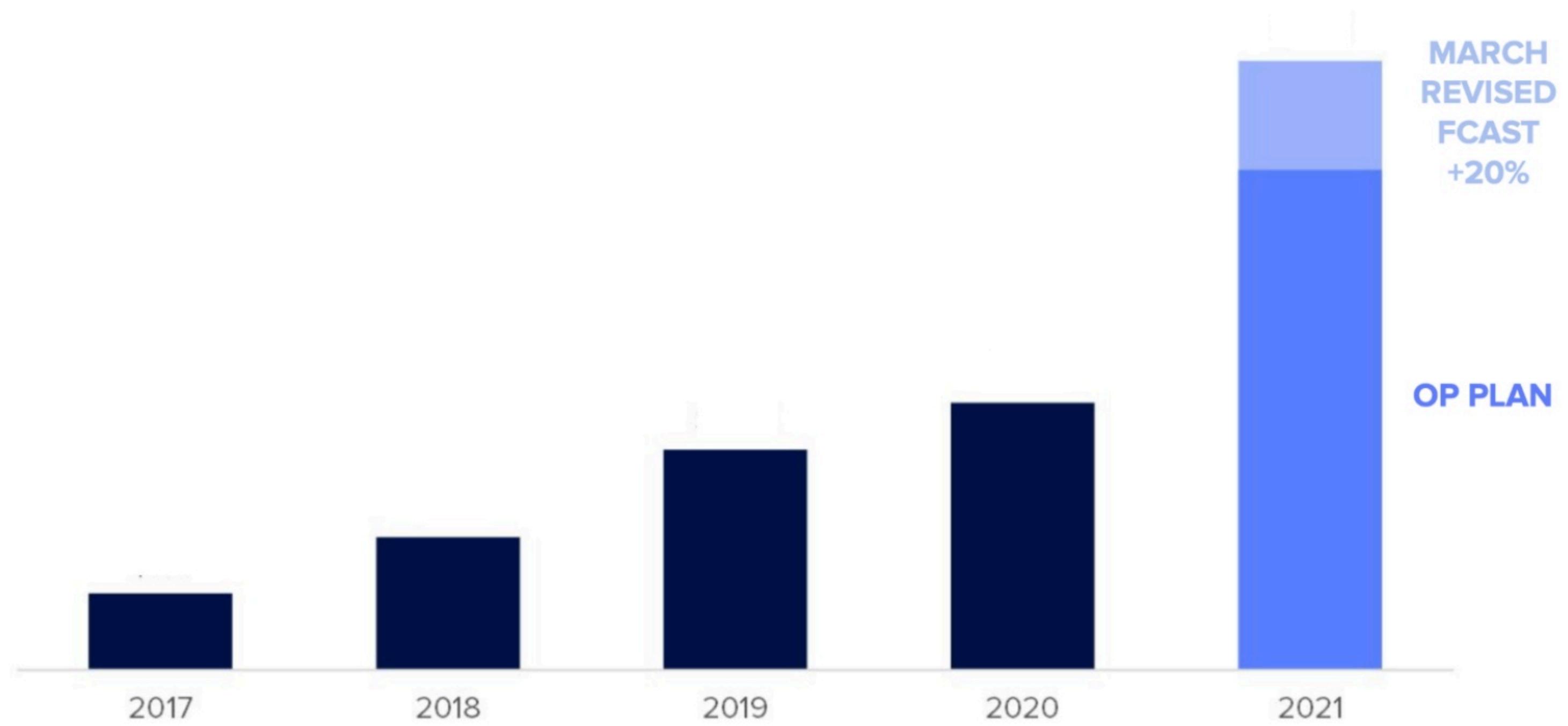


Monthly Active Members



This inflection point is driving GAAP revenue growth from 2020 to 2021

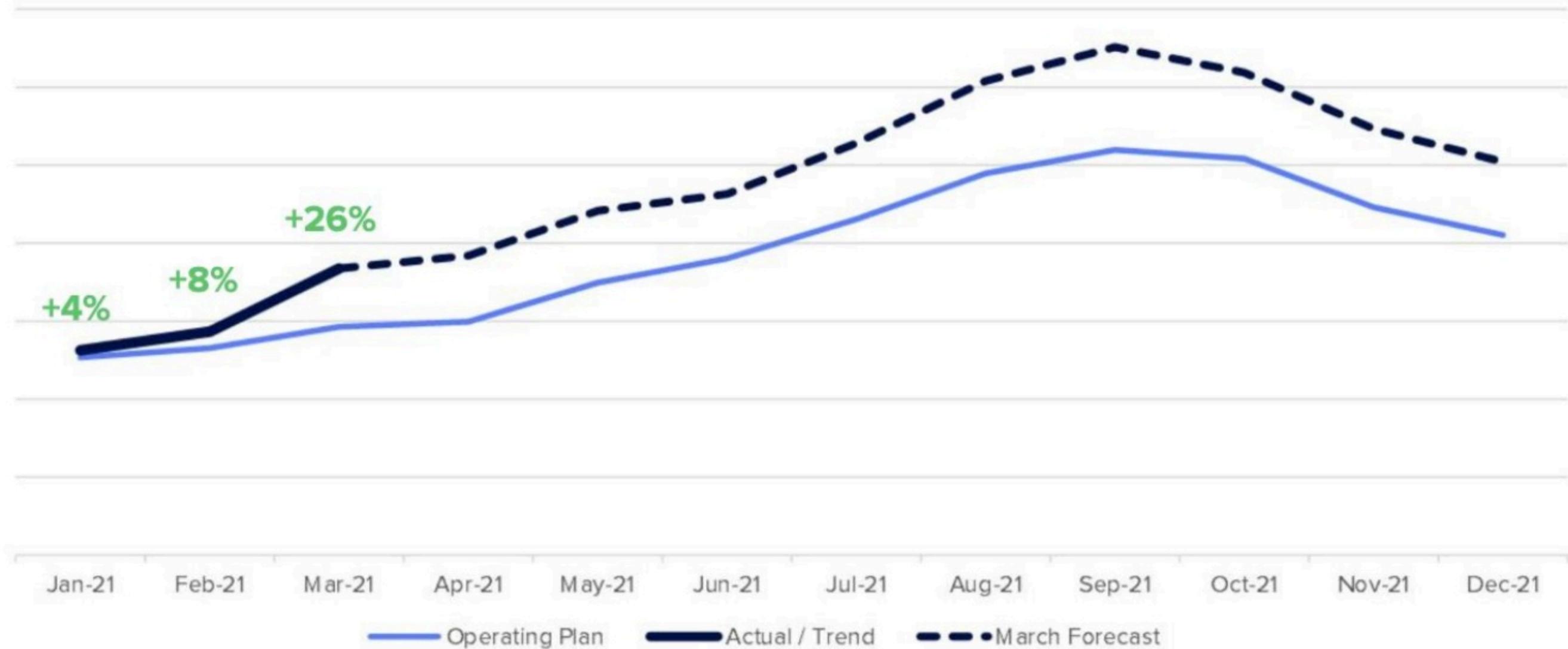
HB



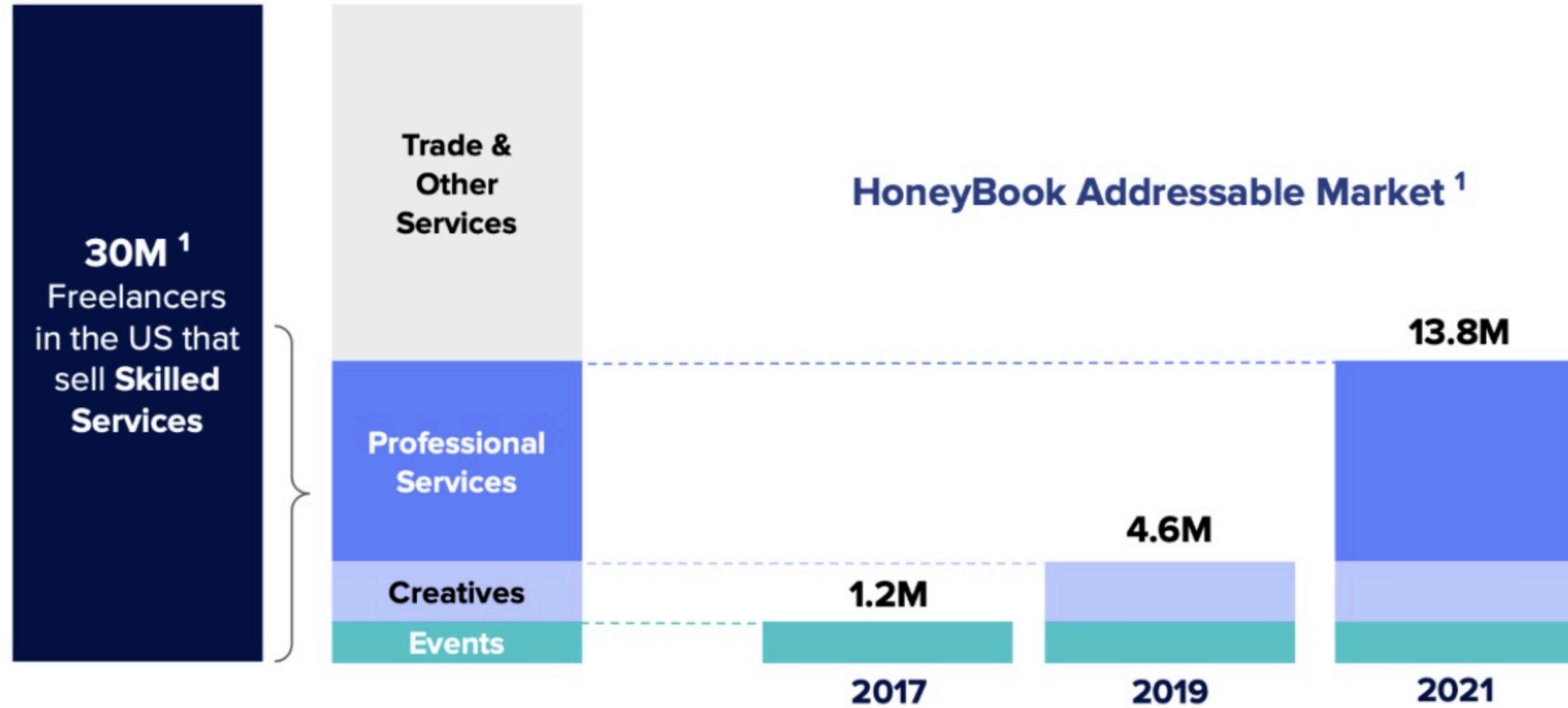
In the first three months of the year we are already on pace to beat that plan and are accelerating ahead of it



2021 Performance vs. Operating Plan (\$M)



By expanding our vertical focus beyond creatives, we increased our addressable market by 3x



1. <https://www.upwork.com/i/freelancing-in-america/2019/> and internal company analysis