



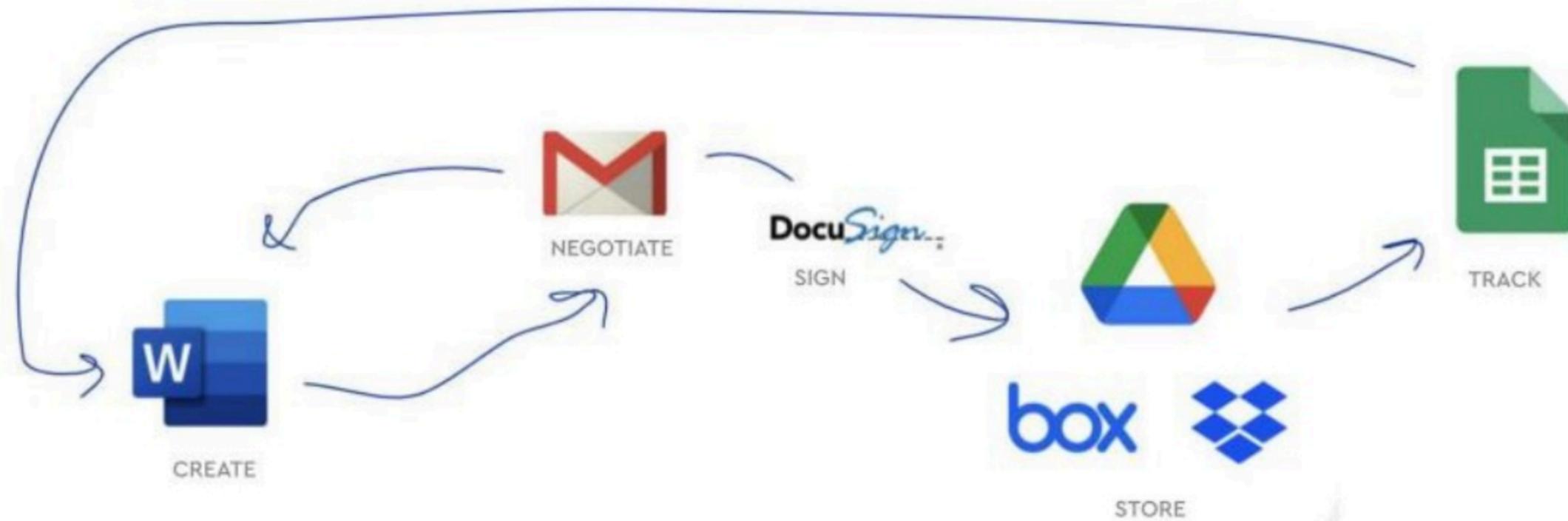
# juro

All-in-one contract automation.

[www.juro.com](http://www.juro.com)

# It takes ~5 tools to process just one contract

With contracts initiated in MS Word as the default, since its invention in 1983



# Initiating contracts in MS Word files compounds the pain



## Desktop-based

→ Modern information workers gravitate to the browser

## Uncollaborative

→ Contracts are multiplayer, Word is not

## Unstructured

→ Downstream data problems are common

# We're making contracts browser-native

Basing our all-in-one platform around a unique editor that's built on a structured data model



## SOLUTIONS

### 1. Self-serve automation

→ Initiate contracts from integrated tools

### 2. Collaborative workflow

→ Make updates and approve contracts

### 3. Data-rich repository

→ Query your contract data in real time

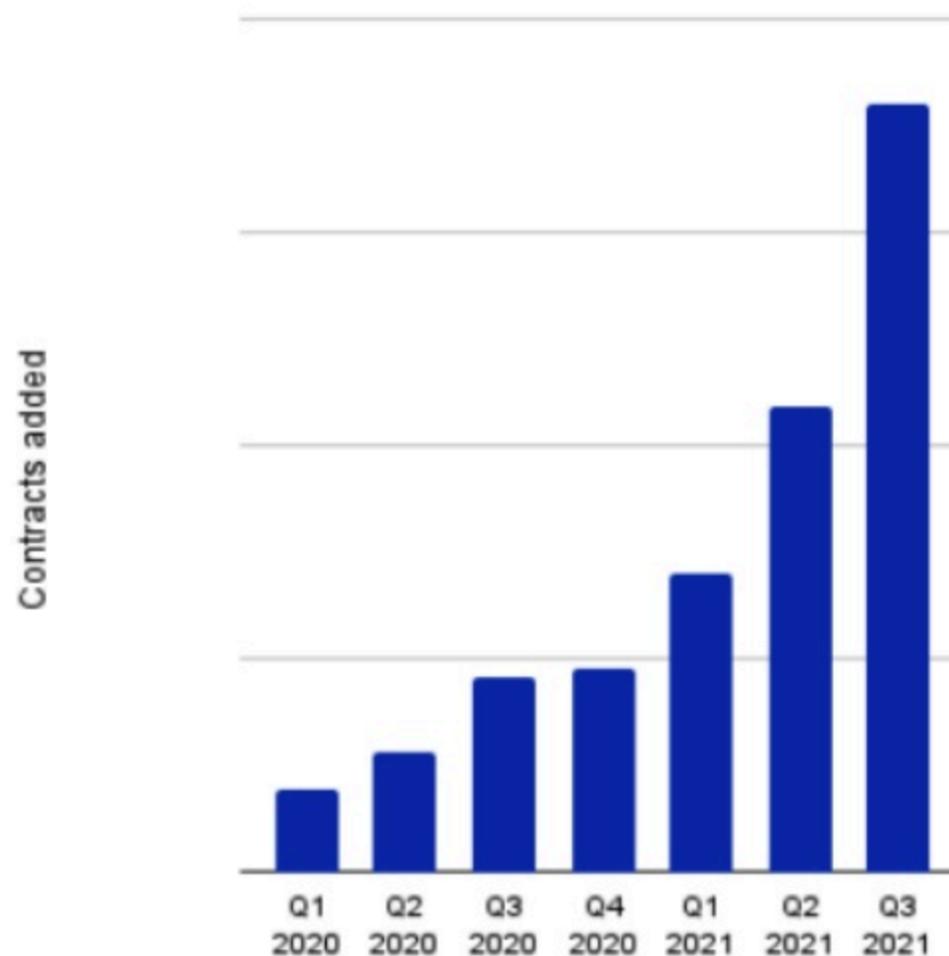
# Companies are switching to Juro's browser-native format

**250k+**

Contracts added in 12 months

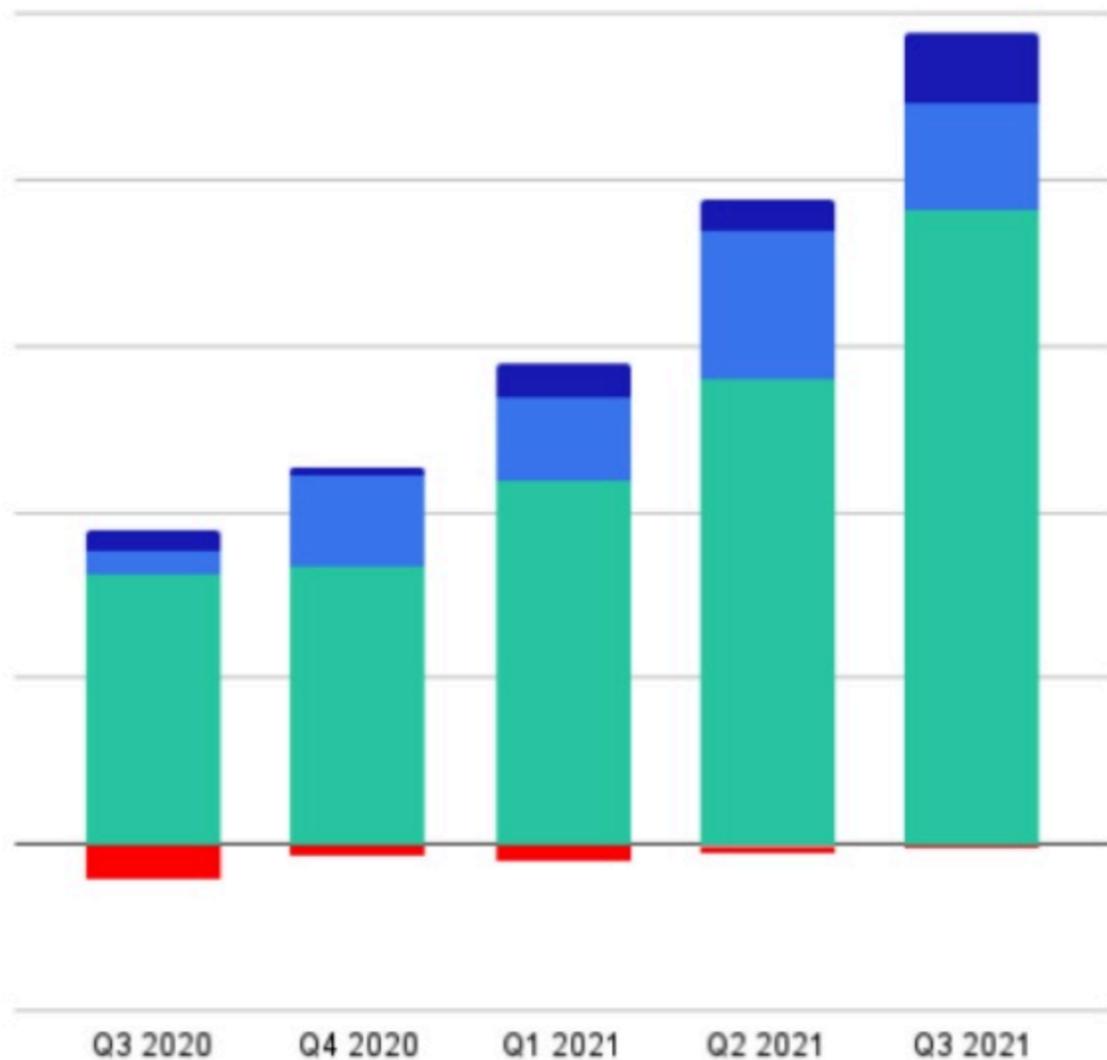
**26.5%**

Growth in contracts added m/m



# ARR is at \$XXm+, growing predictably and sustainably

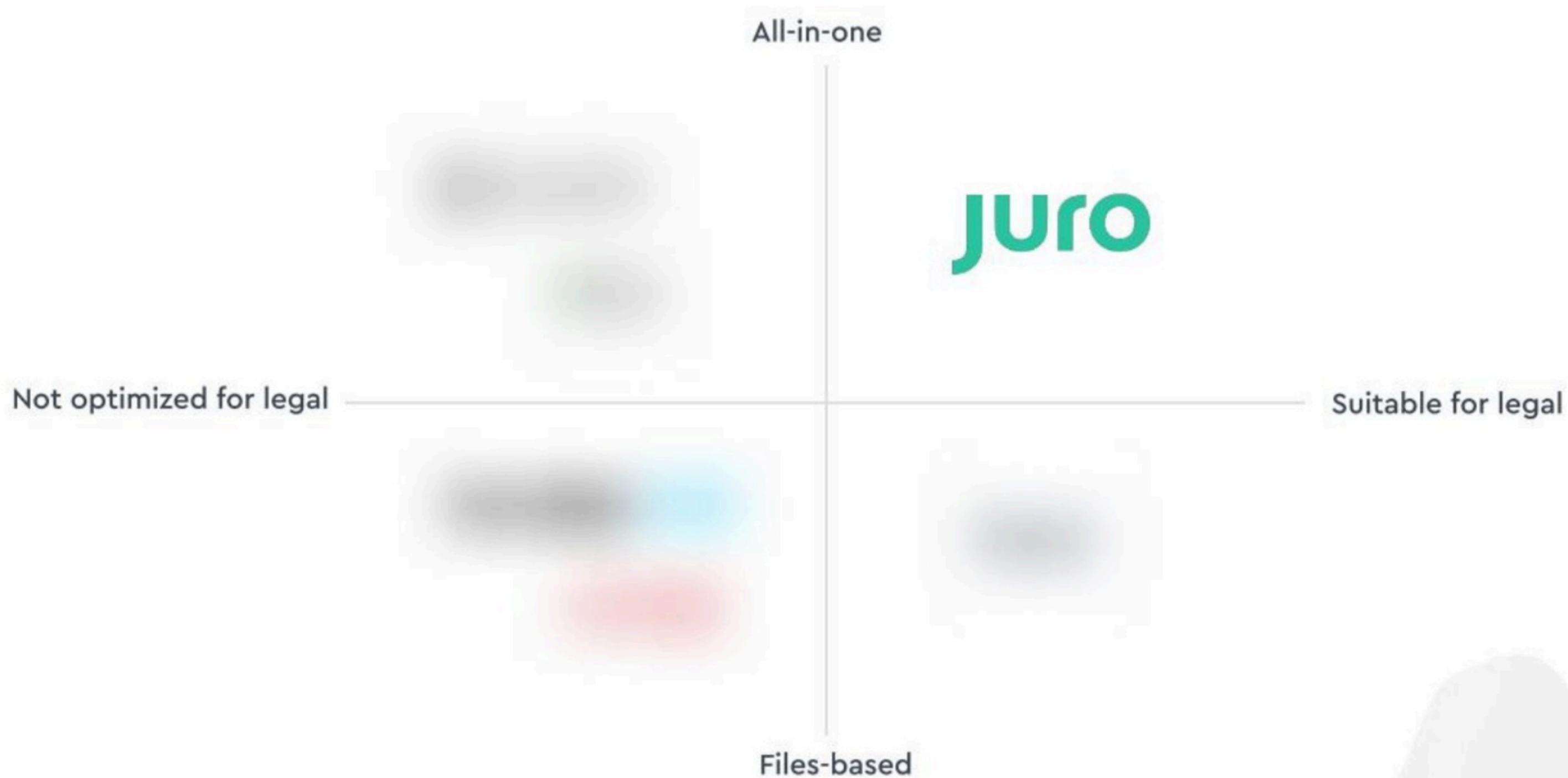
Expansion New business Churn Contraction Existing ARR



**3x**  
Net ARR growth y/y

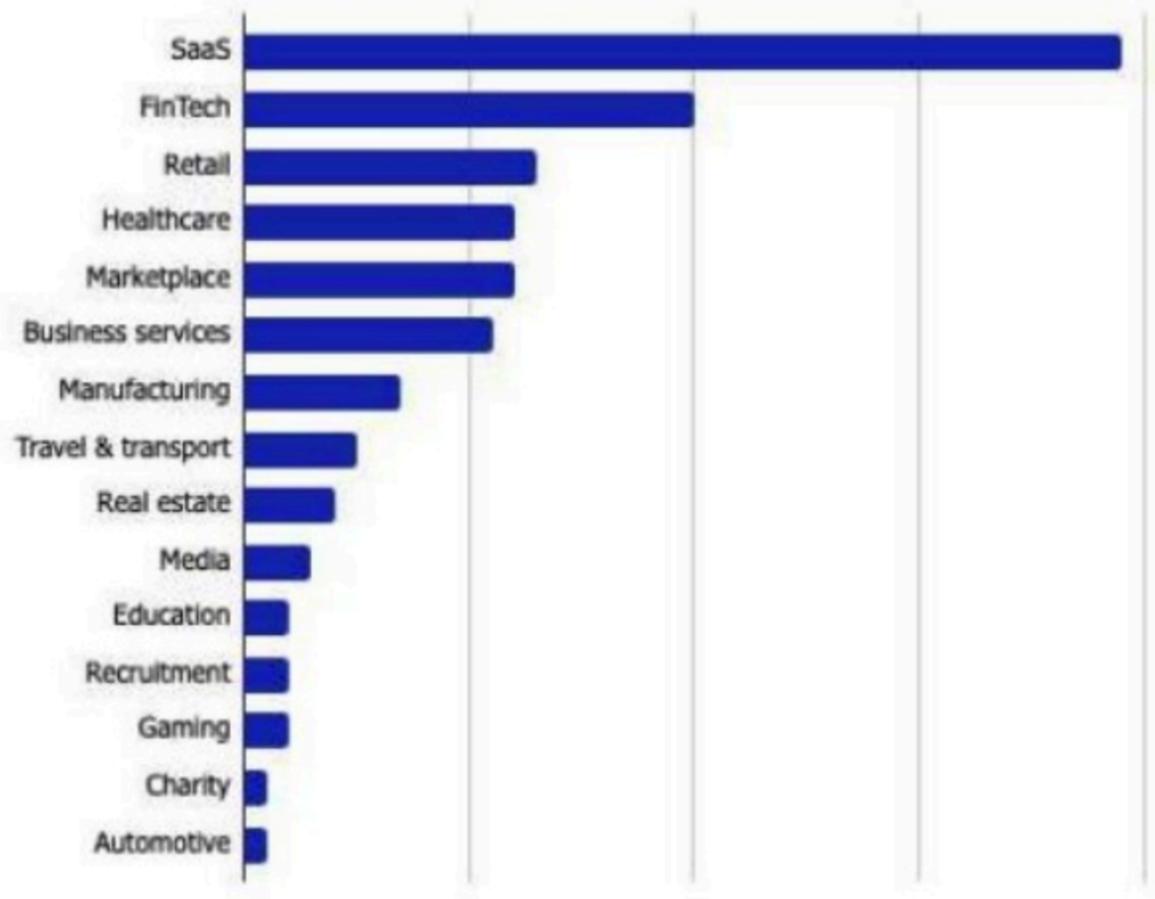
**1xx%**  
12-month net dollar retention

# We're the only all-in-one system adopted by legal teams

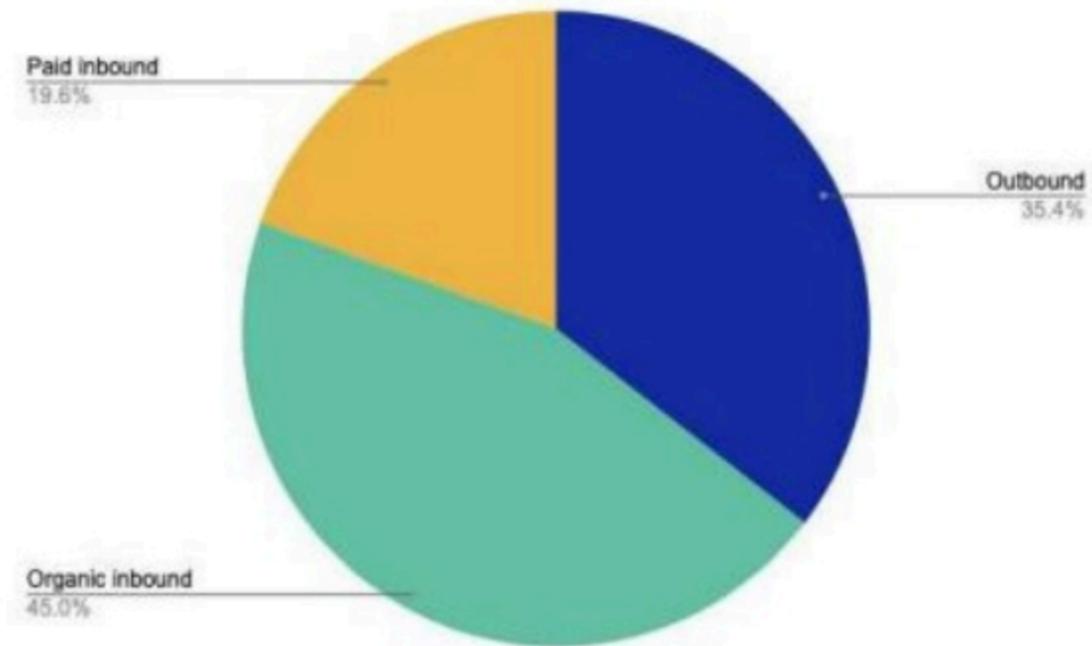


# We have a repeatable GTM engine, driven by inbound

# CUSTOMERS BY INDUSTRY



2021 SQLs BY CHANNEL

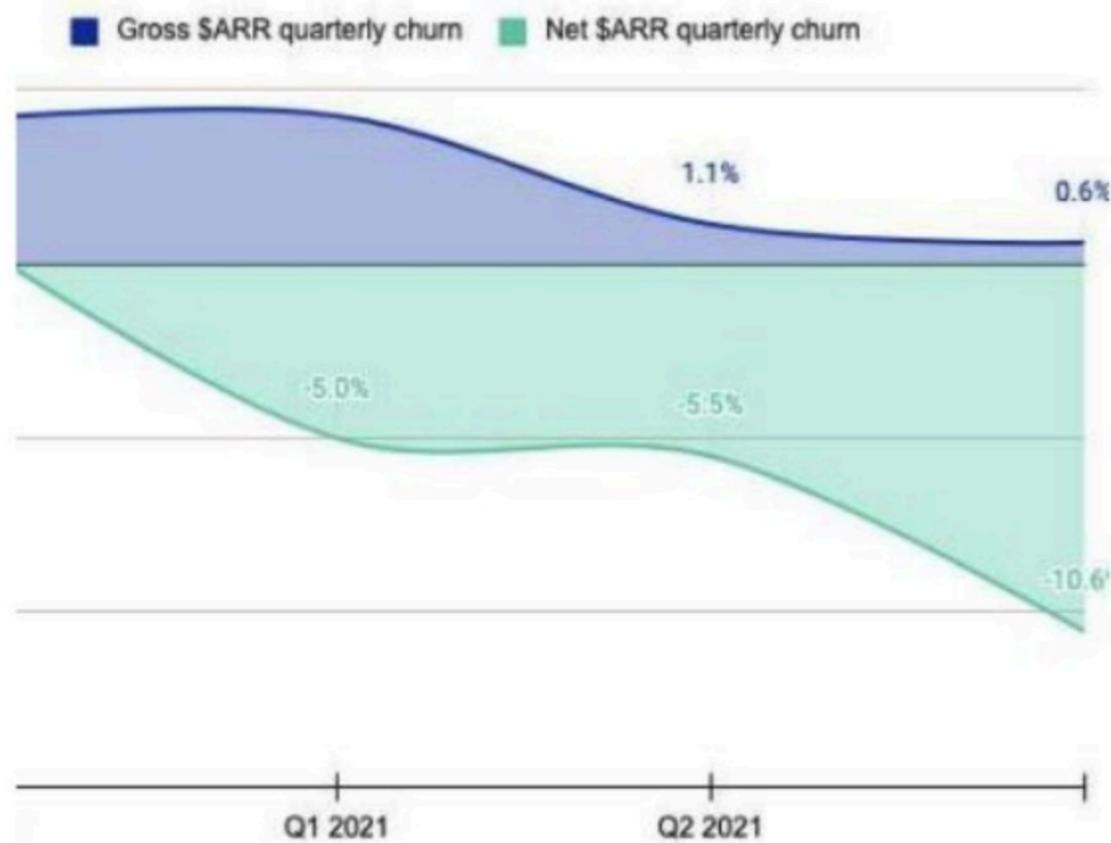


TYPICAL CUSTOMERS



# While churn is trending strongly downwards

With both high gross retention and high net dollar retention



**XX%**  
Gross \$ARR retention y/y

**XX%**  
Net \$ARR expansion m/m

# Our community of champions compounds growth



 Julie N.  
★★★★★ May 25  
**"Excellent contract management tool for scaling start-ups"**  
Read more  
Posted on [G2](#)

 Matthew U.  
★★★★★ May 24  
**"Contract management and negotiations made easy"**  
Juro is great at making contract  
Read more  
Posted on [G2](#)

 User in Retail  
★★★★★ May 11  
**"Excellent piece of legal tech"**  
The layout and structure of Juro mean it is accessible and  
Read more  
Posted on [G2](#)

72  
NPS

 Charlotte F.  
★★★★★ May 11  
**"All-in-one solution"**  
Their solution is flexible to our needs and contracts, and  
Read more  
Posted on [G2](#)

 Lou Ann B.  
★★★★★ January 25  
**"So helpful."**  
That it gives me an online alternative that is very easy for  
Read more  
Posted on [G2](#)

 Liselott L.  
★★★★★ Nov 30  
**"The future is here!"**  
Easy to learn, intuitive GUI, anyone can use it without  
Read more  
Posted on [G2](#)

550+  
Community group members

...with a real return for their bet on us



"Up to 30 per cent of the legal function's time is won back through not having to do low-value tasks. We're doing the work we were trained to do, as opposed to admin work that anyone can do."

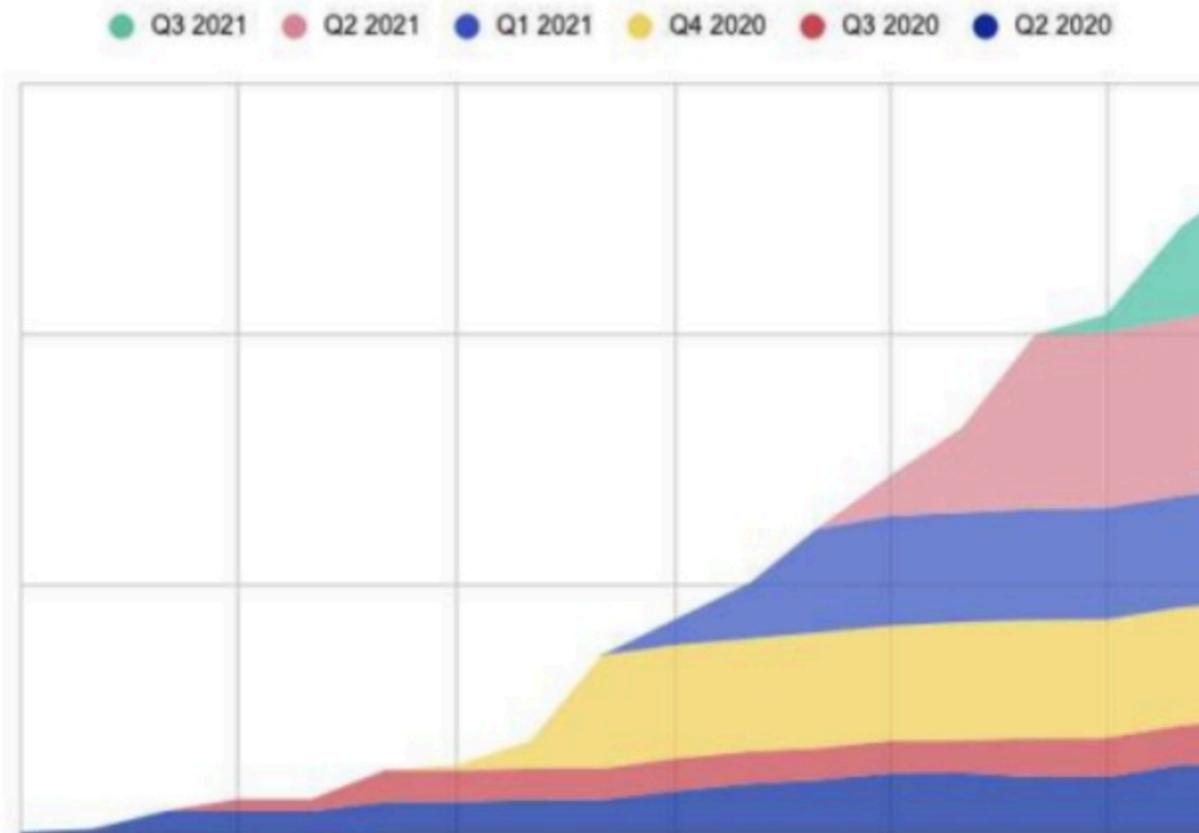
Michael Haynes, Head of Legal

**CAZOO**

# Helping us grow ARR with a land/expand motion

Often scaling revenue as more contracts are added

## QUARTERLY \$ARR COHORTS



## EXPANSION CASE STUDIES

\$XXXk ARR (XX% growth)

\$XXXk ARR (XXX% growth)

\$XXXk ARR (XXX% growth)

# We have an experienced team on board and engaged

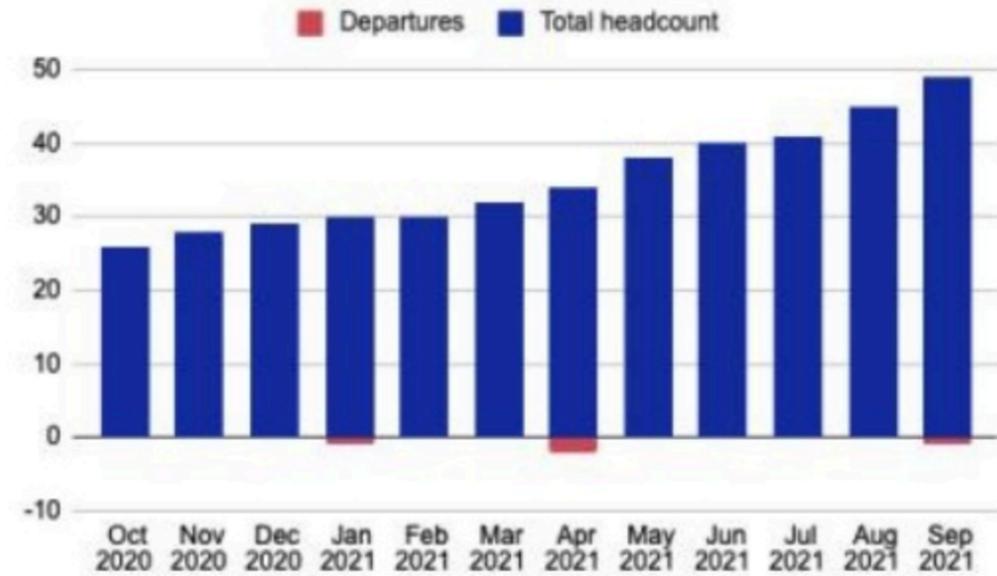
**Richard Mabey**

Co-founder, CEO  
Freshfields, LegalZoom



**Pavel Kovalevich**

Co-founder, CPO  
Accenture IT, IdeaPort



GLASSDOOR

5.0 ★★★★★



**94**  
Employee NPS

# With a track record of capital efficiency

1:1

ARR added / net cash burn

0.9

Gross sales efficiency

## And the right partners on board since inception

Seedcamp



2016 – \$750k

Seedcamp

Paul Forster (Indeed)

Michael Pennington, (Gumtree)

+ 6 other angels



2018 – \$2m

Point Nine Capital

Seedcamp

Taavet Hinrikus (Wise)

+ various angel follow-on



2020 – \$5.25m

Union Square Ventures

Point Nine Capital

Seedcamp

(oversubscribed)

# And a wider aim to become the default way to agree terms

While DocuSign owns eSignature for files, we will change the paradigm for contract collaboration

2021

2022

The future



## 1 SINGLE PLAYER System of automation

Automation tools for simple, routine contract workflows.

## 2 MULTIPLAYER System of record

Enable handling of all contracts in Juro across teams.

## 3

