klue

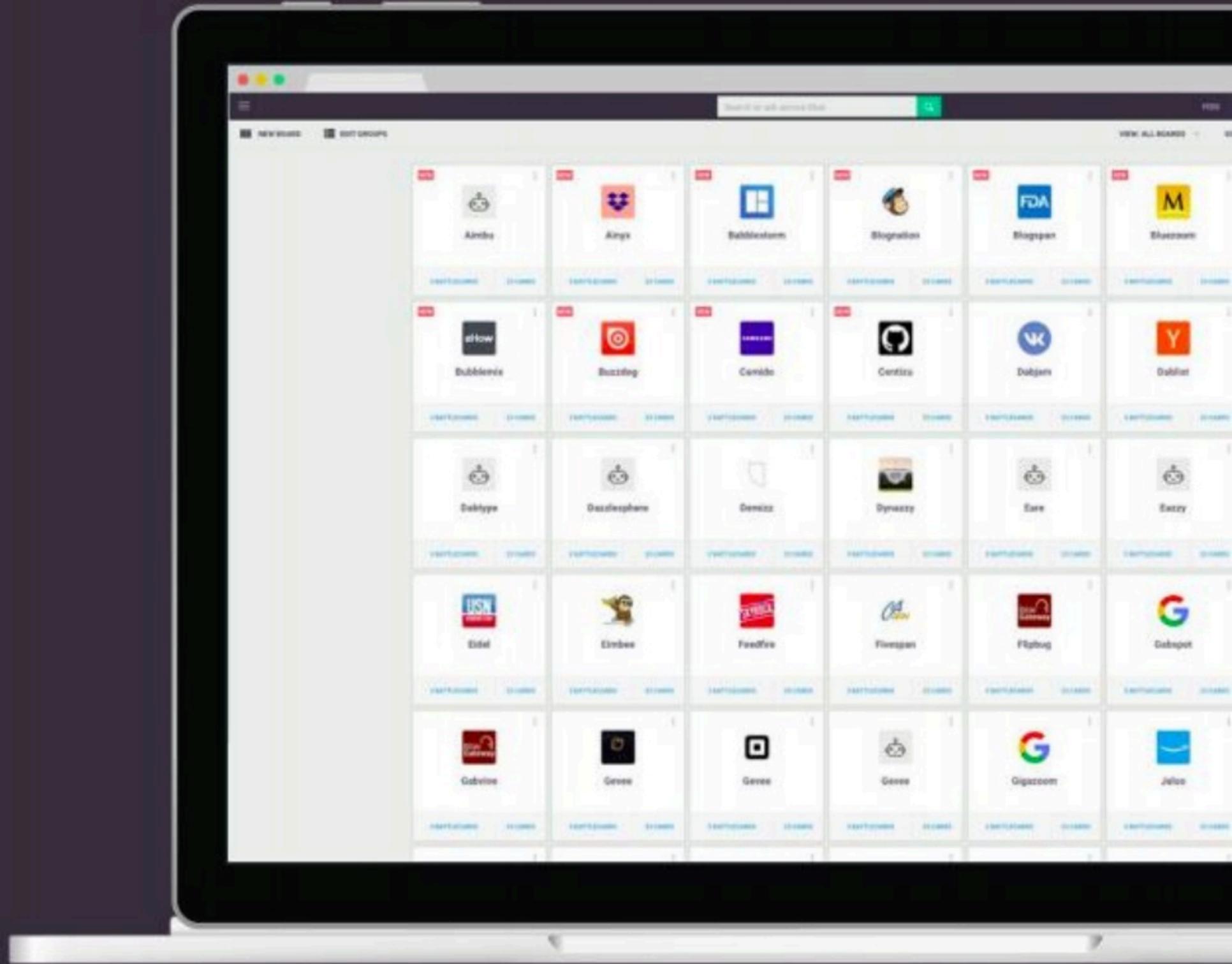## Competitive intelligence collected effortlessly, curated painlessly, and delivered to your teams to win more deals.

Intelligence that wins business.

Led by an **Experienced Team**

Jason Smith, CEO

5x Founder, Fmr President of customer intelligence SaaS from **startup to $50m**

Co-founder, 100 person Web Applications co **acquired by TELUS** (NYSE: TU)

VISIONCRITICAL®

Sarathy Naicker, CTO

Developed PureMessage anti-spam product used by **100m+ people**

Fmr **Chief Technologist** of Sophos
Co-wrote **Perl**

SOPHOS

*40+ people. Average **10+ yrs experience each***

Customer Success
Hootsuite

Product
VISIONCRITICAL®

Sales
salesforce

Product Marketing
Hootsuite

Engineering, ML
Ipsos

Engineering, Frontend
TELUS

Market **creation** and **disruption**

100m+ companies. All have competitors.

$3.4B
Obtainable Market

*150k businesses w/ 100+ Ee's
US & Canada only*

$10B
Serviceable Market

*1.5M businesses w/ 50+ Ee's
NA & Europe*

$38B
Addressable Market

*5M businesses w/ 50+ Ee's
Worldwide*

Adjacent Markets:
$28b Business Intelligence
$43b Enterprise Content Management
$12b Learning Management
$47b Market Intelligence

To date, we've helped salespeople, and the teams that enable them, **leverage competitive intelligence to win more business.**

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Think of everything companies are **doing right now.**

Responding to crisis.
Hiring and firing talent.
Winning clients.
Losing clients.
Offering discounts.
Refining messaging.
Launching new products.
Getting investment.
Adding services.
Acquiring.
Setting growth targets.
Exceeding quota.
Partnering.
Speaking at conferences.
Responding to customer complaints.
Pushing case studies.
Advertising.

So are their competitors.

Why Now?

Growing Market Forces

Competition is **increasing across every category**

2011 — 150 Companies

2019 — 7000 Companies

Explosion of **digital footprints**

Data Explosion — The digital universe is set to increase **10-fold** by 2025 — **153** zettabytes by 2025

Companies disrupted **faster**

Since 2000, **52%** of companies in the Fortune 500 have either gone bankrupt, been acquired, or now cease to exist.

72% are vulnerable to disruption within three years

54% of CxOs expect more competition from outside their industry

Prospects and 10x more educated about their market and choices, often know more about competitors than your salespeople do.

Machine Learning and API's = data and curation increasingly accessible

Clunky Process Inside Companies Today

Collection & **Curation** is slow, inefficient and incomplete. Intel scattered across **web + internal systems**

Consumption = another deck
Intel buried in 30 page decks on sharepoint.
Foxhunt for answers. Often out of date.
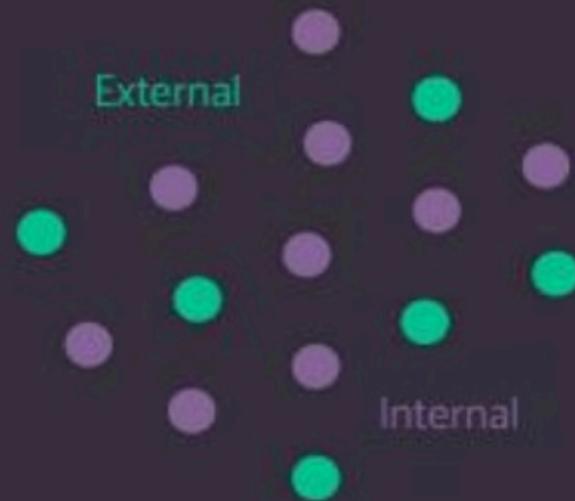Duplicative "who has info on..." chats.

Results in lost deals, churn to competition and **internal friction**

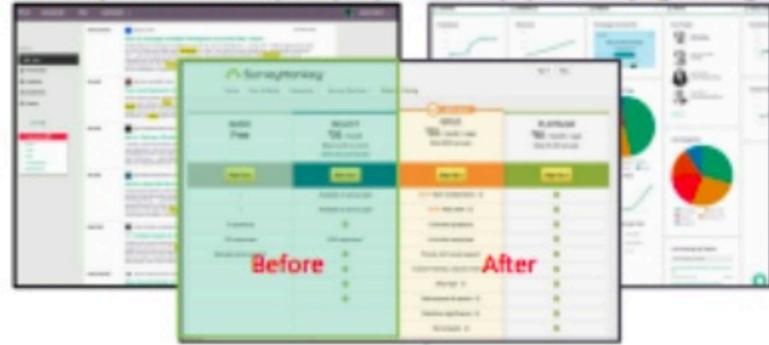# Klue Competitive Enablement Platform

Collect

Curate

Consume

External

Internal

BATTLECARDS

WHY WE WIN

System of record for compete content.

Best of web + best employee intel into embeddable insight cards

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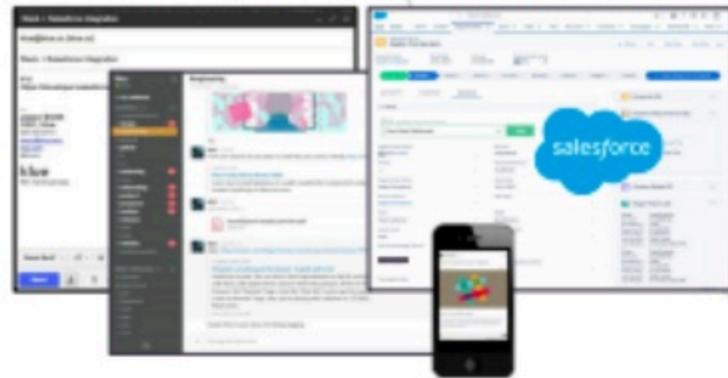# Klue Competitive Enablement Platform

External Sources

3m+/day news, reviews, jobs, people, videos, papers, webpage changes

Internal Sources

Emails, slack, SFDC, comments in klue, chrome extension, app

ML + Human

Boards + Battlecards + Embeddable Insight Cards

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100's of companies using Klue today

shopify Red Hat CISCO SurveyMonkey (Nike)

Value for Product Marketers: Efficiency
(and broader and deeper competitive coverage)

⬆ **8x**

competitor coverage with same team

DELL

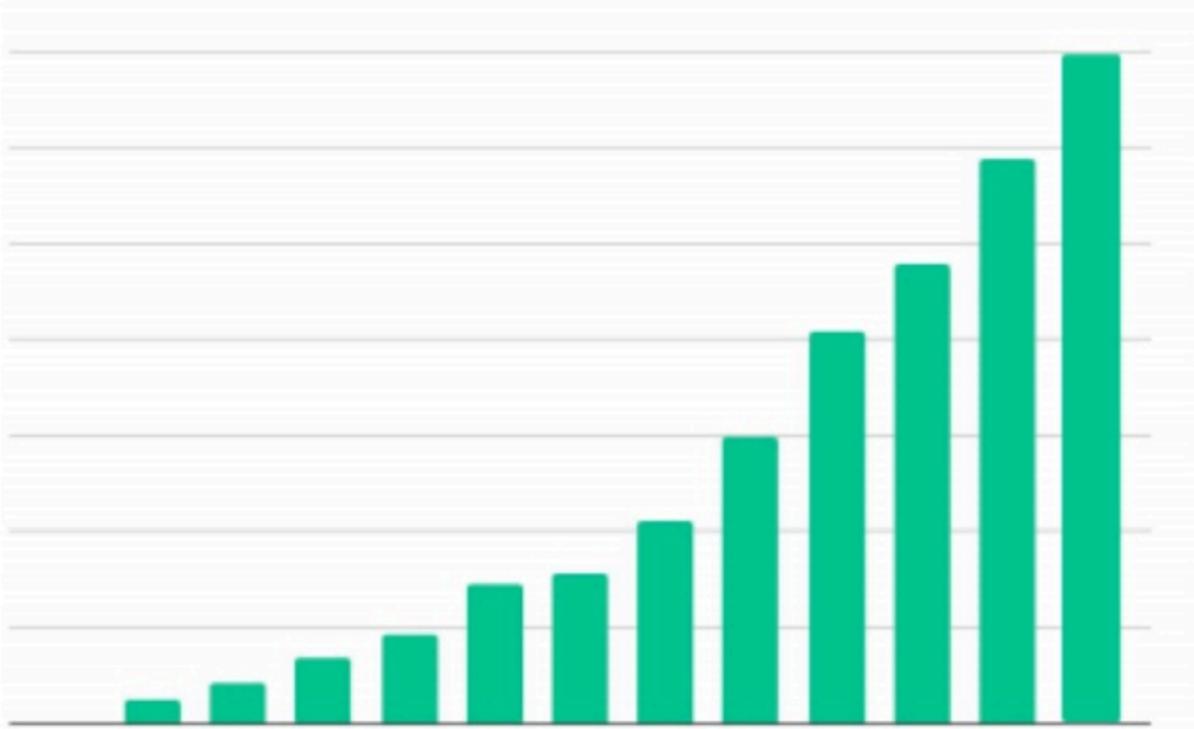## Value for Sales: Effectiveness

⬆ **16%**

competitive win rates (QoQ)

K2

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Consistent revenue growth and market validation

Gartner Cool Vendor in Sales and
Channel Enablement

FORRESTER® Strong Performer in Market and
Competitive Intelligence

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And we've been capital efficient

$4m
Funding Raised
(Angel + Seed in USD)

$Xm
Cash on hand
(Current in USD)

$XXk
Monthly burn
(Current in USD)

9 months
CAC Payback
(Fully GM burdened)

4.3x
BVP Efficiency Score
(Net New ARR/Burn)

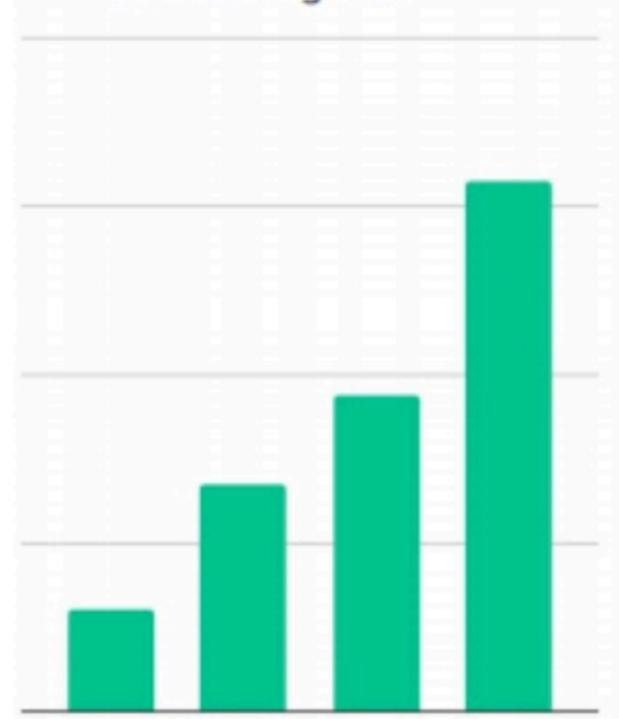| GOOD	BETTER	BEST
< 0.5x	0.5x – 1.5x	>1.5x

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Deal sizes are increasing

ACV's increasing

Year ending ACV

2018 Milestones
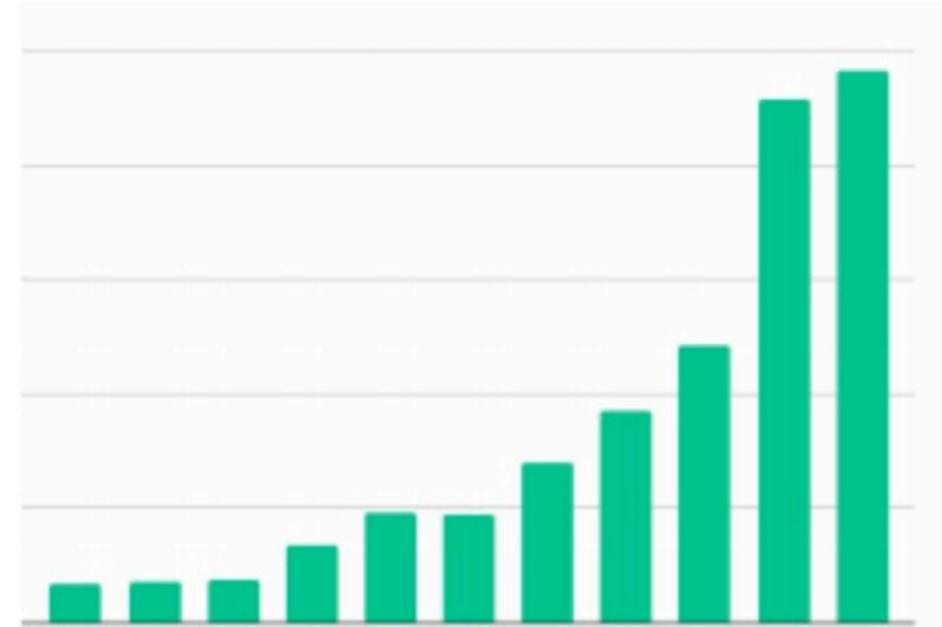**First $XXk** new client
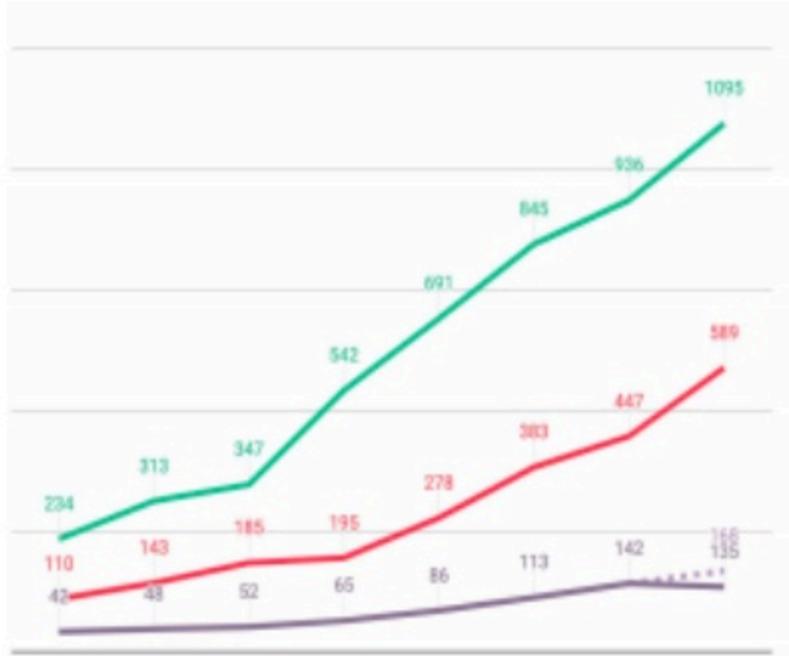**First $XXXk** expansion client

2019 Milestones
First $XXXk new client
First $XXXk expansion client

2020 Goals
First $XXXk new client
First $XXXk expansion client

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Our GTM approach is working
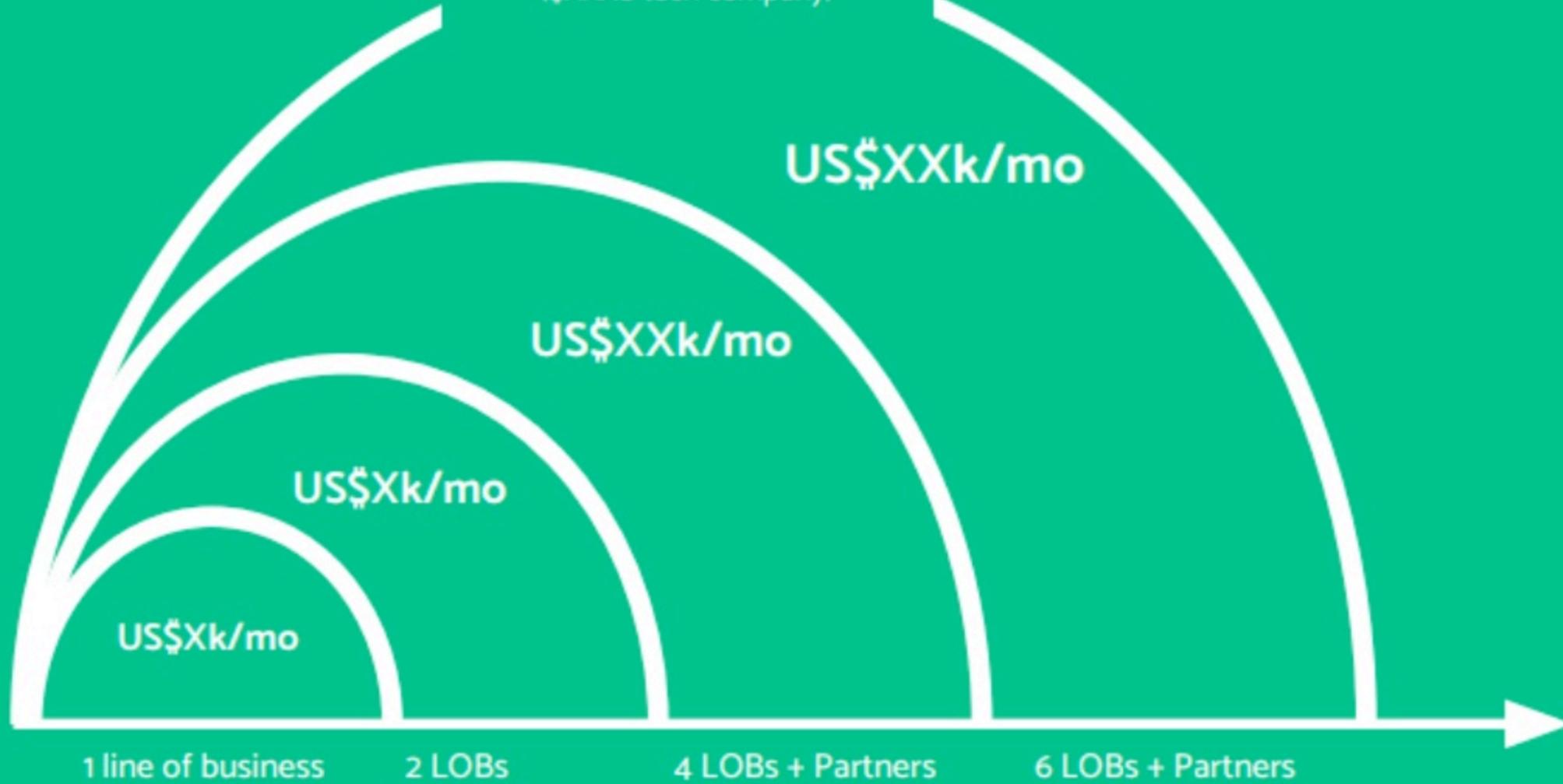

100%
Inside Sales

🚫 Pilots

Multiple verticals
Multiple departments

Tech, Manufacturing, Health, Financial, CPG,
Retail, Consulting, Sales, Product, Strategy,
Marketing, Customer Success

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Proven **enterprise expansion** with opportunities on horizon

Growth over X years
($XXXb tech company)

US$XXk/mo

US$XXk/mo

US$Xk/mo

US$Xk/mo

1 line of business   2 LOBs   4 LOBs + Partners   6 LOBs + Partners

Logo   *Logo*

Logo   *Logo*

Logo   *Logo*

Logo   *Logo*

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