

The image features a solid blue background. In the upper left and lower right corners, there are large, overlapping white circles. The word "knak." is centered in the middle of the image in a white, lowercase, sans-serif font. The period at the end of the word is a small dot.

**knak.**

# Marketing teams have a problem

Every business uses email and landing pages as a critical part of their marketing mix. But the marketing automation platforms they rely on are outdated when it comes to creating them. They're templated, rigid, stodgy, and hard to use.

This means enterprise marketing teams need to lean on outside agencies to design and hand-code emails and landing pages that are up to snuff for their brands. It's time consuming and expensive. It slows down their marketing efforts dramatically, saps their budgets, and is a universal point of frustration.

# Enter Knak

**Knak is the first campaign creation platform built for enterprise marketing teams to use in house.**

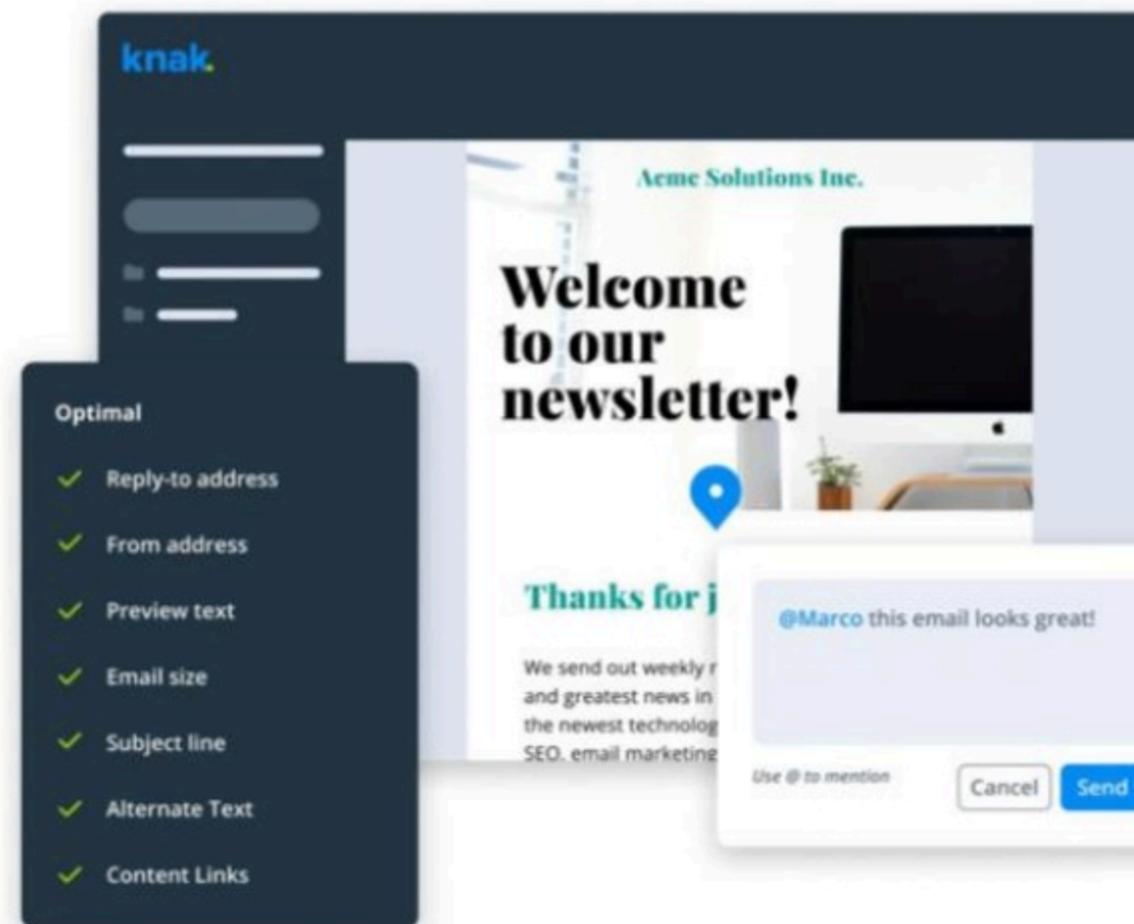
Our drag-and-drop platform lets anyone create beautiful, on-brand emails and landing pages in minutes, with no coding or outside help required. Plus, it integrates seamlessly with all the major marketing automation platforms.

Knak returns creative control to marketing teams, saves them a lot of money, and gives them the agility to get to market up to 95% faster.



# Where we're at

Knak is a fast-growing, Ottawa-based SaaS company looking for investment to help with hiring velocity and to accelerate go-to-market.

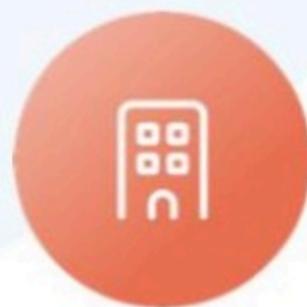


# Company overview



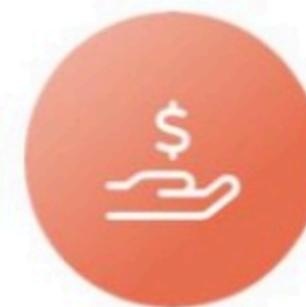
## TYPE

SaaS, MarTech, Enterprise



## HQ

Ottawa, Ontario, Canada



## EXTERNAL FUNDING

\$0

# Market dynamics

- Unprecedented interest in digital marketing channels
- Email marketing is the #1 digital marketing channel
- Traditionally hard to do well at scale
- Legacy marketing automation solutions are decades old

# Our solution

- A 100% codeless marketing platform
- A SaaS campaign creation platform focused on enterprise marketing teams

# Leadership team



**Pierce Ujjainwalla**  
**Co-Founder & CEO**

Serial entrepreneur

Deep MarTech industry  
knowledge and network

Consulted hundreds of  
enterprise clients including  
IBM, Microsoft, NVIDIA, SAP

Former 4X Marketo champion



**Brendan Farnand**  
**Co-Founder & COO**

Career enterprise marketer

Led global MAP  
implementation and founded  
marketing operations  
practice at Trend Micro

Lived in our customers'  
shoes for years



**Patrick Proulx**  
**Co-Founder & CTO**

Career full-stack developer

*True 10X Developer*

Technology founder of Knak

Led development for  
multiple startups



**Chris Davies**  
**Chief Creative Officer**

Career marketer and agency  
creative director

Dozens of creative accolades

Champion of in-house  
creativity

Fuelling the post-agency  
revolution

# The Knak magic



Codeless, enterprise,  
agnostic, integrated



Future-proof  
campaigns



Integrate with any  
tech stack



Control branding at the  
asset creation level



Built with the latest and  
greatest technology



# Why now?

- Agencies are too expensive and too slow to market
- Covid has made collaborating with remote teams critical
- Enterprise tools are too complex and burdensome to use
- Marketing needs to be the most agile department
- We've achieved product-market fit and have reliable data
- We know where spending the money will make the most impact

# Market size

**\$25.1B**

Marketing automation market estimated at \$15.6B in 2019 and **\$25.1B by 2023**

**\$1K-75K**

Manual email creation by agencies is a massive market **(\$1k-\$75k per email)**

**100%**

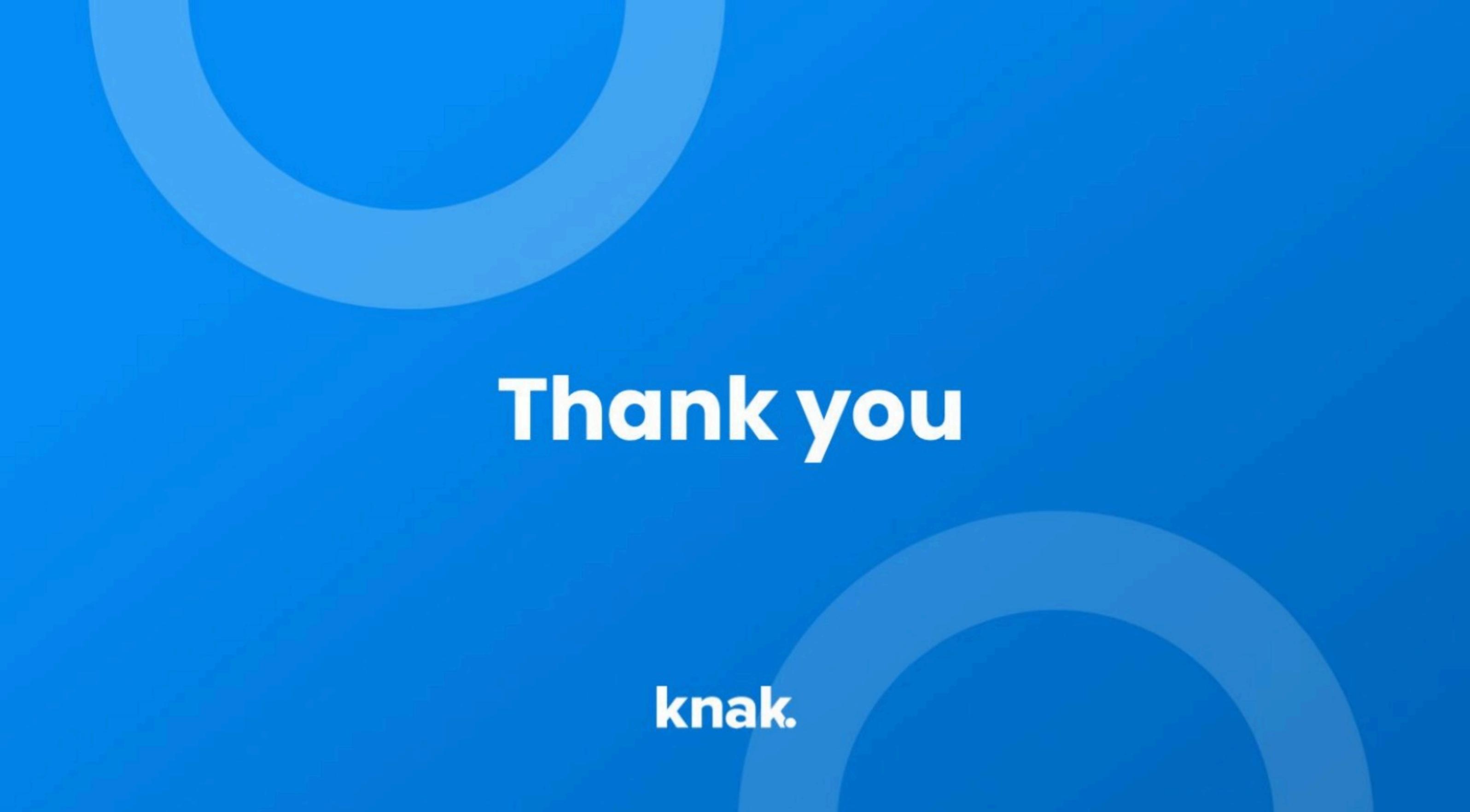
**Every business in the world** creates and sends email

# Our ask

Looking to  
raise \$25M USD

## Planned investments

- New headcount
- Marketing
- New office
- War chest



**Thank you**

**knak.**



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