loom

Cloud-based video collaboration platform for the workplace

Digital communication continues to evolve

slack

zoom

M

but distributed teams have productivity killing pain points
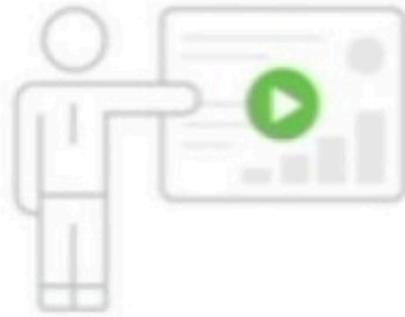
72

Notifications

⚠

Schedule conflicts

Low morale

Loom created quick videos to increase productivity

Effective

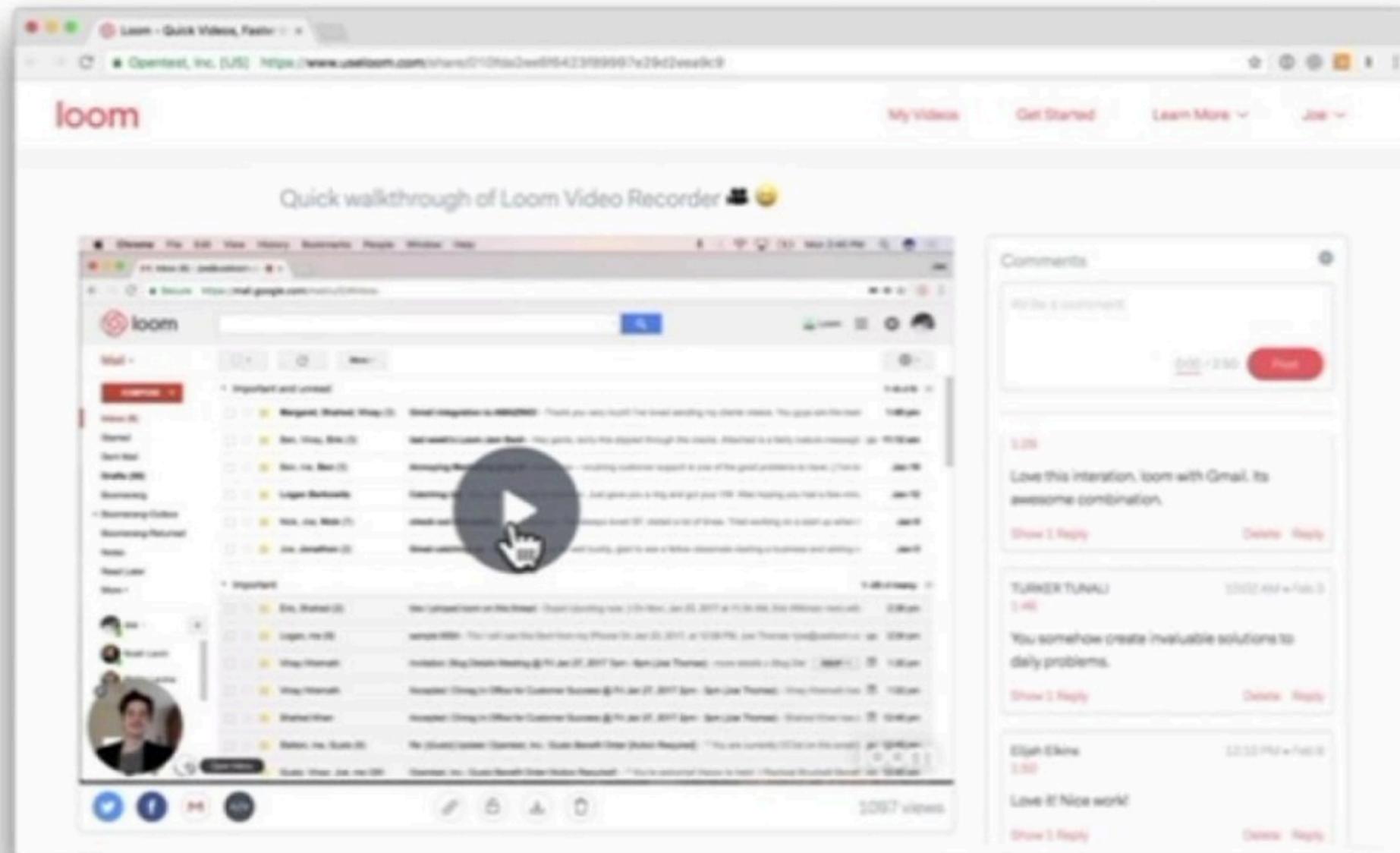Work is easier to explain over quick videos

Efficient

Team members record quick videos and watch when they need to

Expressive

Nothing beats seeing a person's face and hearing their voice

Quick videos are faster than typing
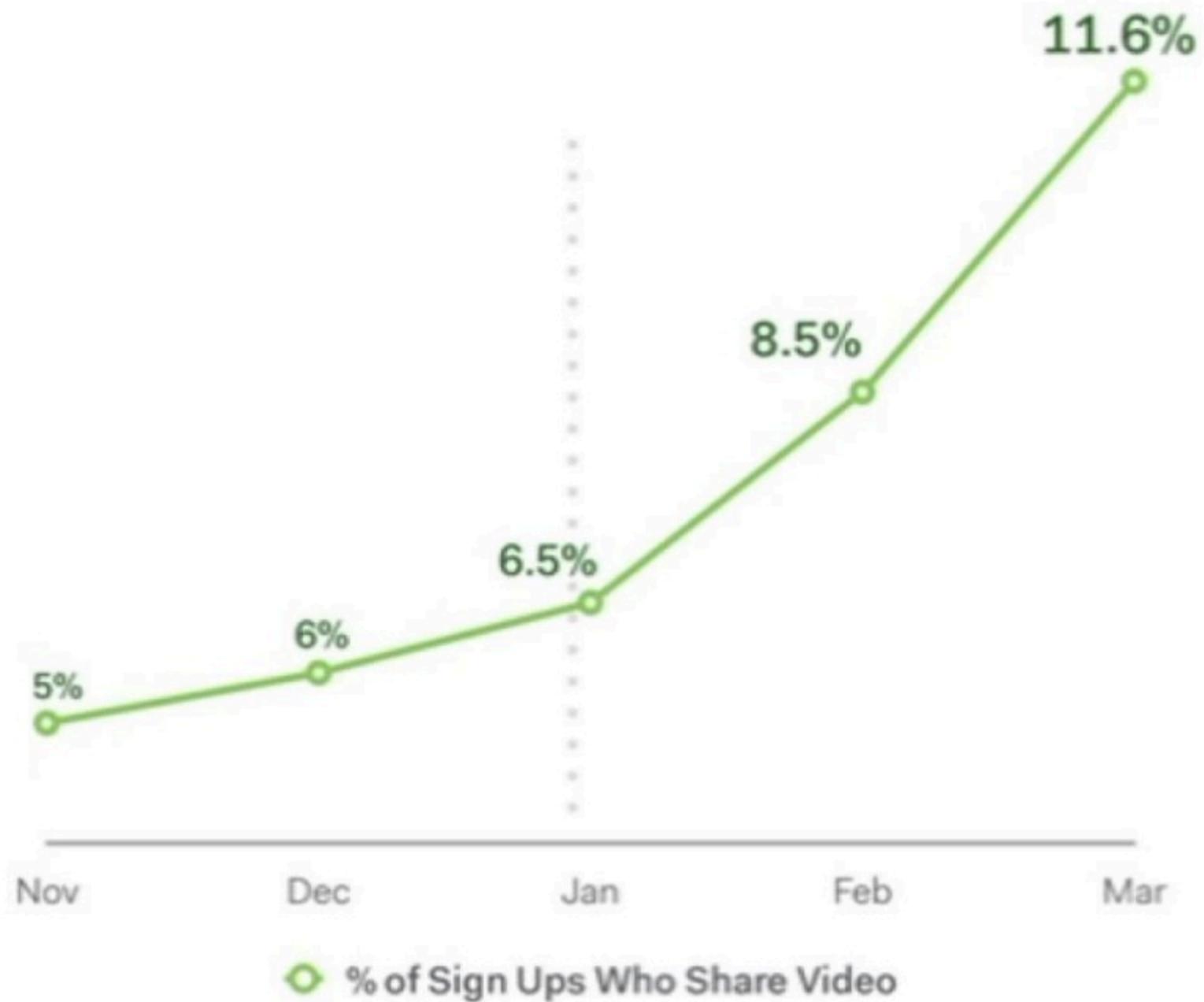
Our progress in the last 6 months

Legend:
- Mins Recorded/Month
- Weekly Active Users

Y-axis (left): Mins Recorded — 100,000; 200,000; 300,000; 400,000

Y-axis (right): WAUs — 2,750; 5,500; 8,250; 11,000

X-axis: Sept, Oct, Nov, Dec, Jan, Feb

Turning users into Loom lovers

↑**160%**

New users share a video

(our leading indicator)

34%

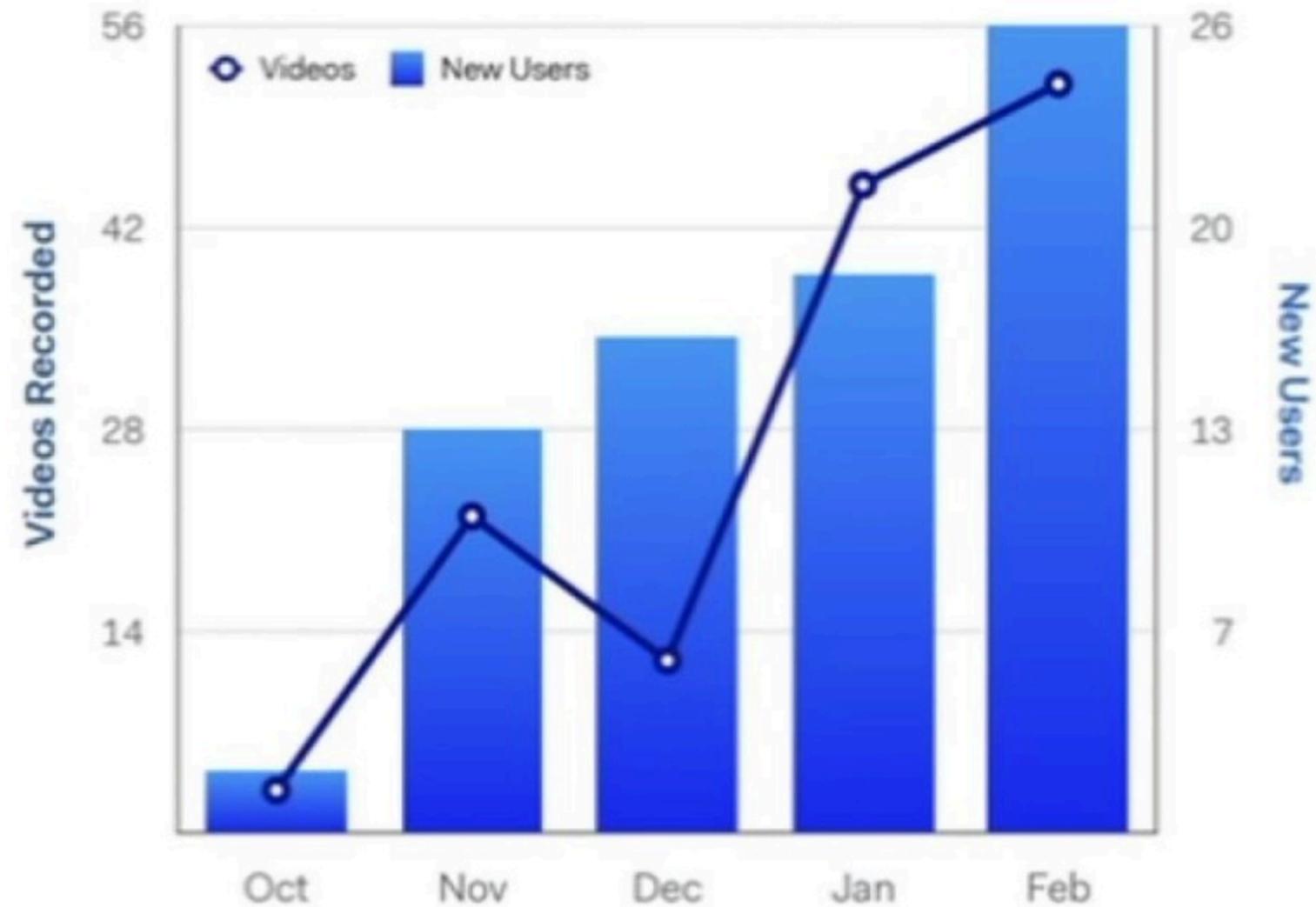**recording 18 weeks later**

(Weekly Active User)

11.6%

8.5%

6.5%

6%

5%

Nov · Dec · Jan · Feb · Mar

○ **% of Sign Ups Who Share Video**

BESTPITCHDECK.COM

CONFIDENTIAL 6

Employees at large companies are adopting Loom

Employees at large companies are adopting Loom

UBER

Google

BESTPITCHDECK.COM
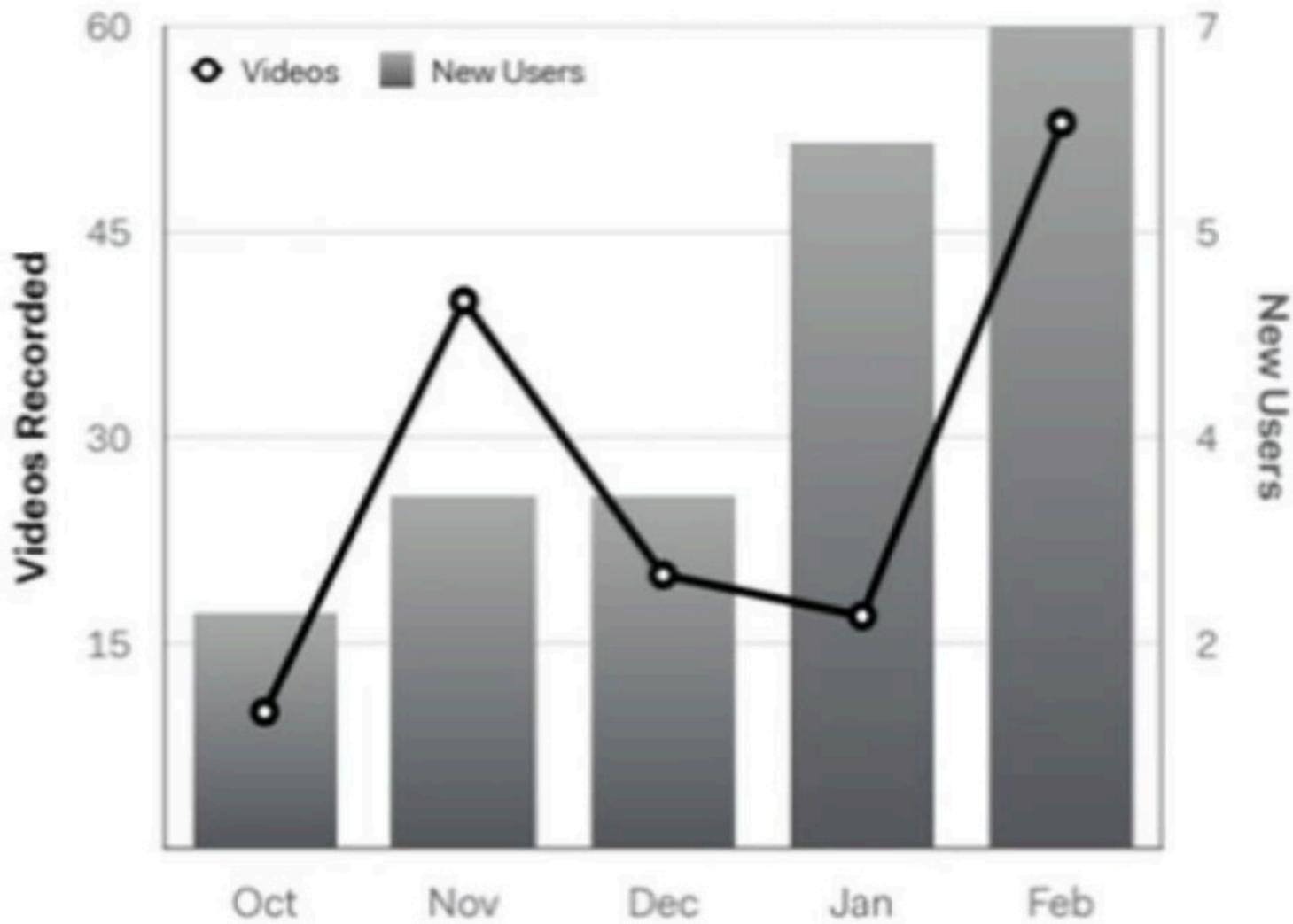
Early professional adoption of quick videos

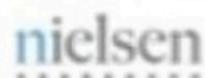**Jeff Beaumont**
Director of Support
riskalyze

945   45

Customer Success & Support

"Using video for training is **~350% faster than text and screenshot**. Clients now ask us less questions because of the preciseness of video and they can revisit it whenever they want!"

Jennifer Shin
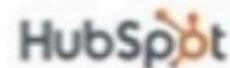Senior Data Scientist
nielsen

Analytics Consulting for Clients

720   73

Ben Ratner
Head of Growth
HubSpot

Marketing & Product Tutorials

230   38

The product roadmap is clear

	Today	Q2	Q3	Q4	Q1	Q2	Q3
Distribution			iOS		loom Desktop App	🤖	
Collaboration		Team Accounts	Branded Pages	Analytics		Workflow Automation	Begin Enterprise
Video Tech		Audio Indexing	Transcription	Client Side Transcoding	Video Storage Optimization	Filters	

Monetize June 2017

Bottom up growth, top down sale

Free

$0

limited version

Unlimited Recording time

Unlimited Storage

Team Collaboration

Organization & Folders

Limited features

Refer to access full product

Paid

$12*

per seat per month

Branded Pages

HD recordings

Transcription

Audio Indexing

Video Analytics

Team Analytics

Workflow Automation

Monetize June 2017

Pay-per-seat feature + usage model

Buyer Persona

CIO at company with at least 30 employees using Loom in 4 different time zones

Drive up CLTV

Roll out additional a la carte features from roadmap and drive up usage to hit data caps faster

Potential deals Q4 2017

LinkedIn

"We want to expand this to our entire Customer Success & Sales teams as well as using it for client and employee onboarding."

Customer Success & Sales

1822 employees

$223,000 ARR

HubSpot

"We've been using Loom for marketing page tutorials, meeting replacement, and are experimenting with personalized Sales outbound videos."

Entire Organization

1,962 employees

$240,000 ARR

Massive opportunity for asynchronous video in workplace

What encourages employees to use video?

- Easy-to-use tools **75%**
- Simple publishing of videos **59%**
- Culture that fosters video **51%**
- Centralized video management **50%**
- Training and support for tools **48%**
- Video editing tools **46%**
- CMS Integration **44%**

Trend of Employees Recording Video

- **41%** the same
- **47%** more
- **12%** less
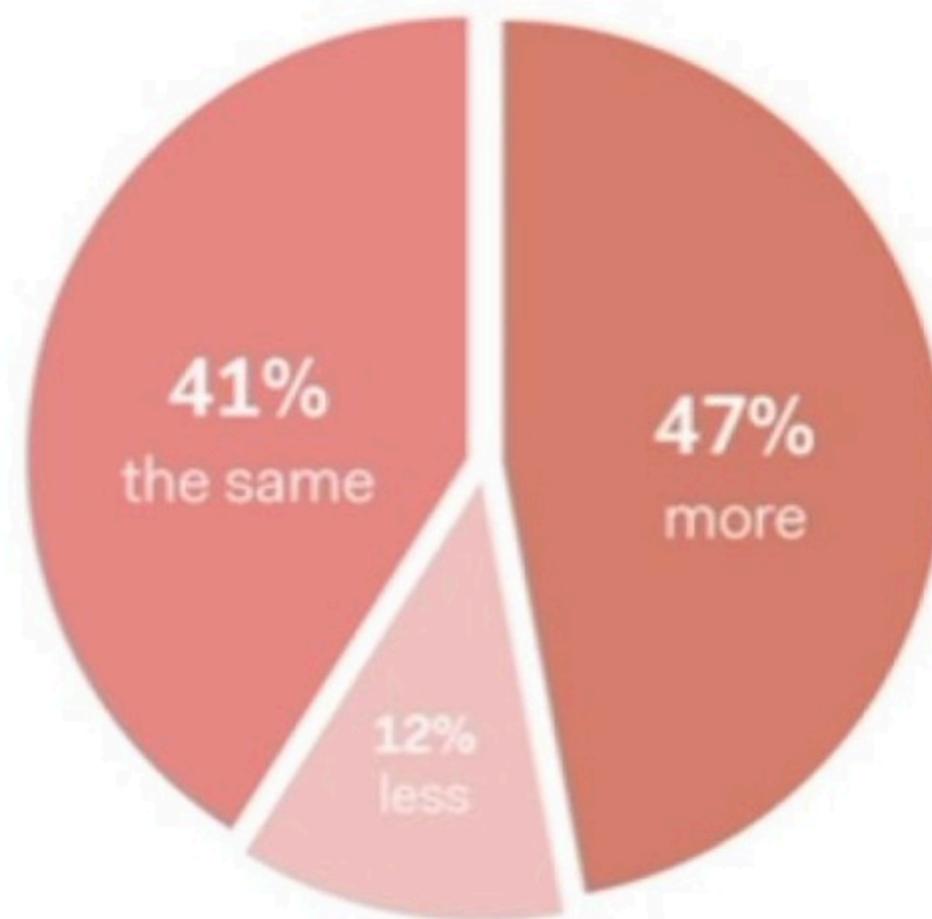
A team of product-focused founders

Joe Thomas
CEO, Co-founder
Director of Product at MyLife: $27M raised;
grew new product line from $0 to $600k MRR

Vinay Hiremath
Head of Engineering, Co-founder
Lead Engineer at Upthere: $77M raised; built
innovative video streaming and storage systems

Shahed Khan
Head of Design & BD, Co-founder
Age 19: Analyst at Upfront Ventures.
Age 18: Product Designer at Weebly