



momentum

[momentum.io](https://momentum.io)

**As companies close  
bigger deals, enterprise selling  
becomes highly collaborative  
and the motions get more  
complex.**



**But keeping track of the deal  
cycle is chaotic and messy.  
Operationalizing becomes a  
major challenge.**



#1

Reps are too busy to capture CRM data

#2

Senior team members spend precious time onboarding new reps

#3

Deal desk is too slow - or moving fast with no auditability

#4

Establishing best practices is neglected

#5

Visualizing and measuring internal activities is impossible

**More growth →  
more challenges**



How do you **operationalize**  
sales motions **proactively**  
while staying lean and fast?



**Momentum is a no-code  
collaboration platform to  
operationalize sales.**



**We give modern sales teams the  
building blocks to create rich,  
automated workflows.**



# Next-Gen Revenue Operations

**Real-time  
collaboration**

Nimble and organized  
communication

**Integrating  
key tools**

Sales-first building  
blocks

**Turn-key  
recipes**

Pre-built for modern  
best practices

**Highly  
customizable**

Our recipes, tailored  
for your motions



# Momentum enables

- ▶ Collaboration on deals
- ▶ Rep coaching and onboarding
- ▶ Unlocking internal experts
- ▶ Enabling best practices



## Momentum

Your next meeting with **Disney Opportunity** is Tomorrow at 9am PST



### Attendees



**John Doe** - Enterprise Account Executive

LinkedIn

**Rick Carlson** - VP of Sales Operations

LinkedIn

**Jane Smith** - VP of Sales US East

LinkedIn

Your team members attending:



### 🏁 Outstanding Milestones

- The Customer has agreed to completing a mutual plan
- The customer has agreed to begin a Technical Evaluation/POV Workshop.

Post a Game Plan



# How It Works

- ▶ Smart Deal Rooms
- ▶ Meeting Game Plan
- ▶ Deal Playbook
- ▶ Deal Desk
- ▶ Deal Assist

 **Momentum** APP 10:37 AM  
Welcome to the discussion channel for **Lending Bank Team License**

 **Momentum** APP  
Next Step updated to: setup a demo meeting

 **Momentum** APP  
Amount updated to: \$50,000

salesforce



# Why now?



## **The arrival of distributed work.**

Tools like Slack are fundamental to how work gets done.

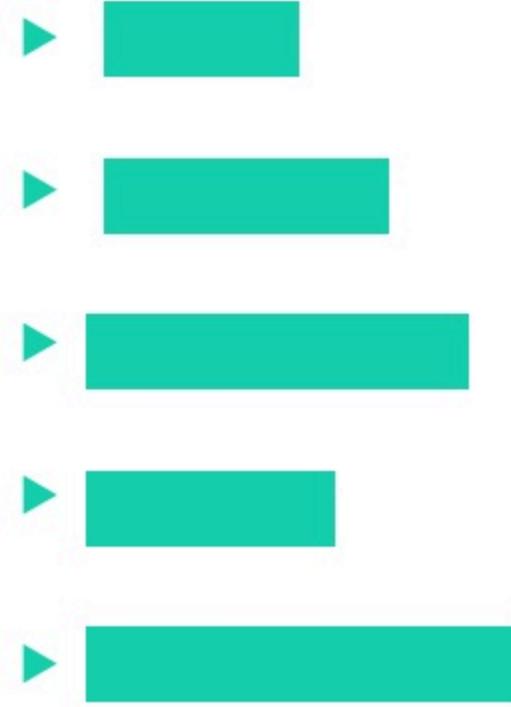


## **The digitization of sales.**

SaaS sales happen online and need a high degree of collaboration with marketing, product, engineering, finance and legal.



# Early Traction is Promising



ARR  
**redacted**



# User



**Agatha Stopnicki** · 2nd

Zero Trust Solution for the Work from Anywhere Era

4d · 



It's been one of the highlights of my Twingate career to work with the amazing team over at Momentum. The product they've built is breaking down barriers for sales organizations by optimizing every step of the sales process and facilitating internal communication between stakeholders. The video below featuring [Tony](#), [Peter](#), and yours truly, gives you a look into how we use their solution @ [Twingate](#) and why we love it!

[Santiago Suarez Ordoñez](#), [Ashley Wilson](#), [Moiz Virani](#) and the rest of the Momentum team have been the greatest of partners and they're only just getting started!



**Dane Matheson** 2:04 PM

Really impressive team! great product, look forward to diving in.

 3  1  1 

 hopin is in this channel



Thread  
[#sales](#)



**Michael Wilde** 

Today at 8:23 AM

What's really awesome about Momentum is I closed out that renewal with Momentum, from Slack, in my truck on the side of the road taking my daughter to breakfast on the last day of school. didn't need even have to open the Salesforce app. So stoked. (edited)

 5  3 

4 replies



**Peter Ahn** · 1st

Head of Enterprise at Twingate

5d ...

Working with your team has been a dream [Santiago](#)! Your attention to detail, vision, and empathy are all evident in your approach and the world class product you're building. Thank you to you, [Moiz](#), [Ashley](#), and the rest of the team for helping us support & engage our customers 🙏

Like ·   4 | Reply



**\$16B**

Salesforce Sales Cloud



Low code application  
development platforms

**\$13.8B**

(source: Gartner)

**Low code for  
sales is a huge  
opportunity**



# Team & Investors



**Santiago Suarez Ordonez**

CEO



**Moiz Virani**

CTO



**Ashley Wilson**

COO



**Zhenya Loginov**

HEAD OF REVENUE

miro



**Oliver Jay**

CRO

asana

