pathlight

Fast Facts

- We are building a new software category for an old and critically important job: management

- Why now? Work has gone digital, but management is still analog. There's finally enough data for a new platform to emerge

- We're starting with Customer Service and Sales orgs, but most other roles - from truck driving to nursing - are digitizing fast

- Top-tier user engagement and strong testimonials show that users are embracing our platform and category

- Six-figure deals, multi-year renewals, and accelerated bookings show that buyers have been waiting for this new category

- Repeat founders with previous exits, and our CCO was one of our first customers

65%	**75**%
DAU/MAU	DAU/WAU
XX	**XX**%
ARR	ARR Growth
$7mm	**18**
Raised in 2020	Headcount

# Work has gone digital, but management is still analog

Managers and their teams are spending more and more time on "toil" –
pulling data, building spreadsheets – and less time on higher value activities.

docs.google.com/spreadsheets/d/1kfwms2j63ypl7VN7Ozn1oPkuHscQEtwN_VTc8pm8-Vc/edit...

50 tools and I still need to use this spreadsheet to figure out what's going on

File Edit View Insert Format Data Tools Add-ons Help   Last edit was seconds ago

Share

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	A	January	February	March	April	May	June	July	August	J	K
1		January	February	March	April	May	June	July	August		
2	Francoise Spain	83.02%	11.23%	65.30%	41.91%	98.94%	0.94%	39.37%	29.50%		
3	Susan Powell	85.10%	44.71%	4.74%	11.84%	43.18%	93.85%	97.67%	50.32%		
4	Judith Cantrell	93.44%	25.72%	11.51%	40.44%	82.35%	4.63%	85.31%	21.51%		
5	Patricia Osborne	7.17%	50.48%	54.62%	9.41%	73.01%	16.77%	54.59%	97.95%		
6	James McGee	76.34%	2.24%	63.89%	29.30%	51.86%	33.24%	91.70%	29.88%		
7	Adam Polk	29.08%	57.63%	39.25%	44.59%	19.37%	85.20%	12.72%	79.12%		
8	Gerardo Jenkins	94.97%	94.39%	24.60%	77.99%	26.83%	0.86%	97.15%	24.03%		
9	Judith Haile	20.37%	49.14%	73.36%	44.19%	24.99%	45.73%	48.37%	45.80%		
10	Roderick Thomps	96.17%	99.17%	57.44%	88.02%	57.51%	70.59%	95.40%	13.48%		
11	Carolyn Stewart	43.95%	67.00%	96.74%	27.10%	7.42%	28.59%	75.68%	10.57%		

It's affecting company performance and personal success

Why do organizations move slowly? Why can't managers manage more than 10 people? Why can't employees manage themselves?
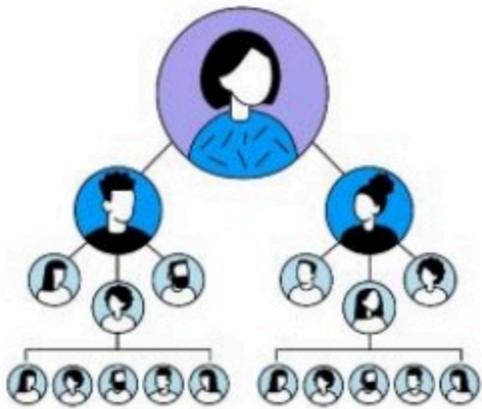
Leaders

They need to point hundreds of people in the right direction. It takes weeks of emails, meetings, dashboards, reminders, and lieutenants

Managers

They need to make their teams hit their goals. It takes hours of manual labor to track and coach, capping the number of people they can manage

Frontline employees

They need to feel in control of their careers. They don't have access to performance data nor understand how to interpret it

The conditions now exist for a platform to transform management

The rise of software makes it possible; the evolving nature of work makes it probable

There's enough data

Everything is instrumented. Data is getting more abundant, structured, and accessible each day.
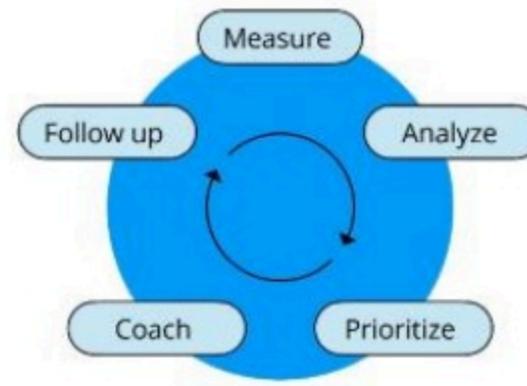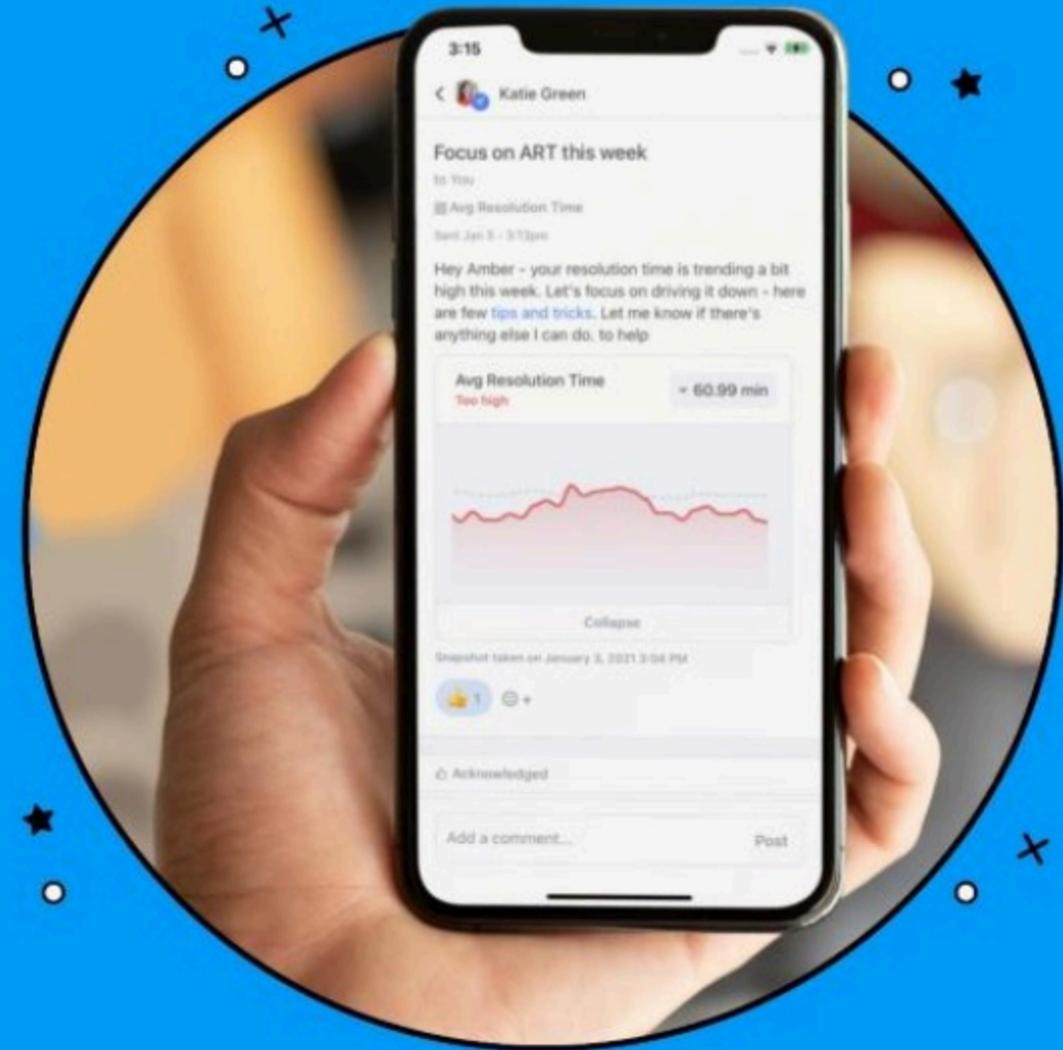
Management is standardizing

KPIs and management methods are being standardized across all data-driven roles.

The world is changing

Companies are desperately searching for ways to manage distributed teams and new generations.

Pathlight is the first Realtime Performance Management platform

Automating the science, so managers can focus on the art

The Pathlight platform streamlines the entire management process

Measure

Core data sources synced in real-time

Analyze

Instantly analyzed against goals, benchmarks, and trends

Prioritize

Recommended actions, Intelligently prioritized

Coach

One click workflows: coaching, mini-goals, agendas, tasks

Follow up

Automatic tracking and alerting

Data network effects help the system learn how to manage

One place for data

By syncing and analyzing all of your data streams in real time, Pathlight generates intelligent insights that users can immediately act on. MeUndies' award-winning CX team uses Pathlight so every agent is on the right track.

MeUndies

One place for communication

From one-click data-driven coaching to team announcements, all essential communication flows through and is tracked in Pathlight. Wonolo uses Pathlight to ensure their CX teams get the information they need to be successful.
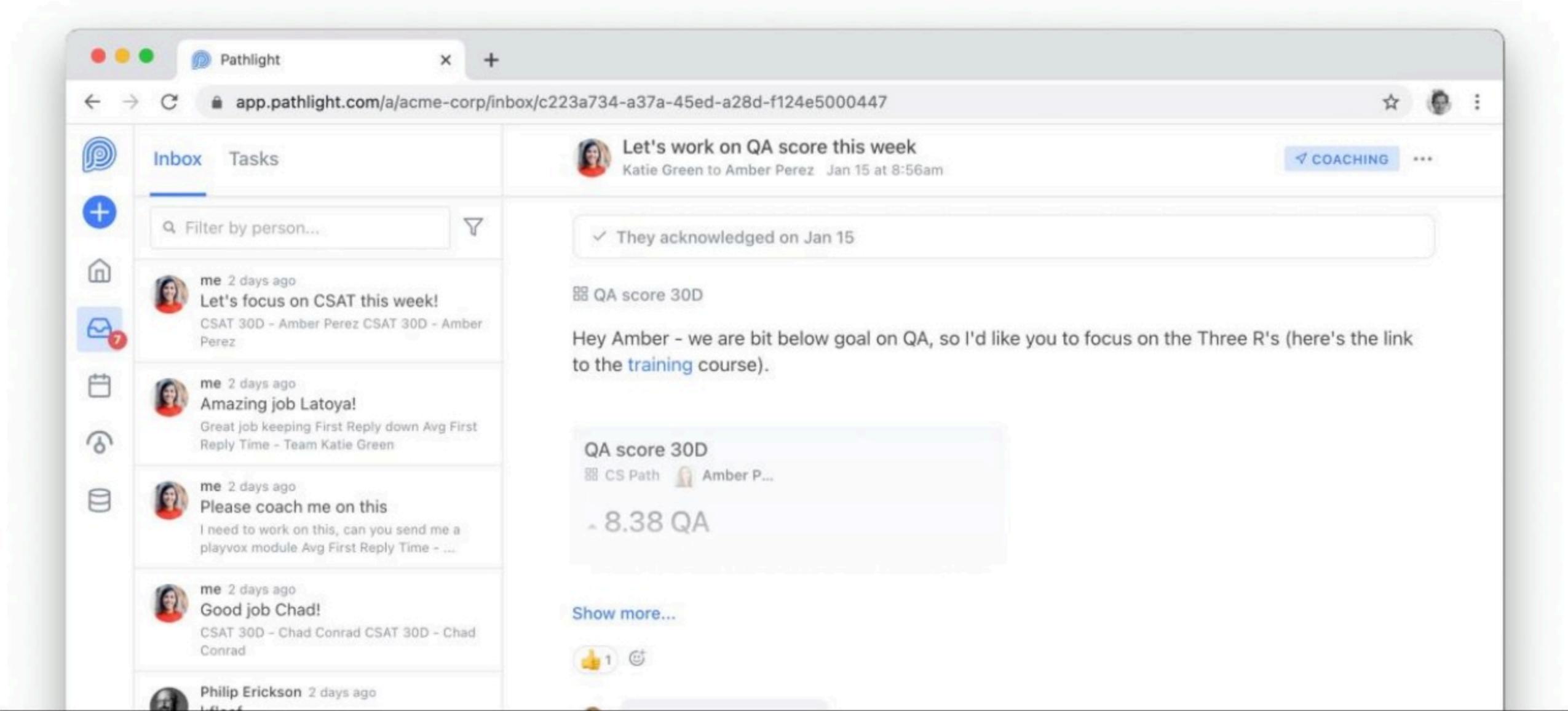
Everyone looking at the same thing

CLEAR

CLEAR uses Pathlight so that every team member around the country is pointed in the same direction. In every meeting, in every huddle, and in every home office, everyone is looking at the exact same thing.
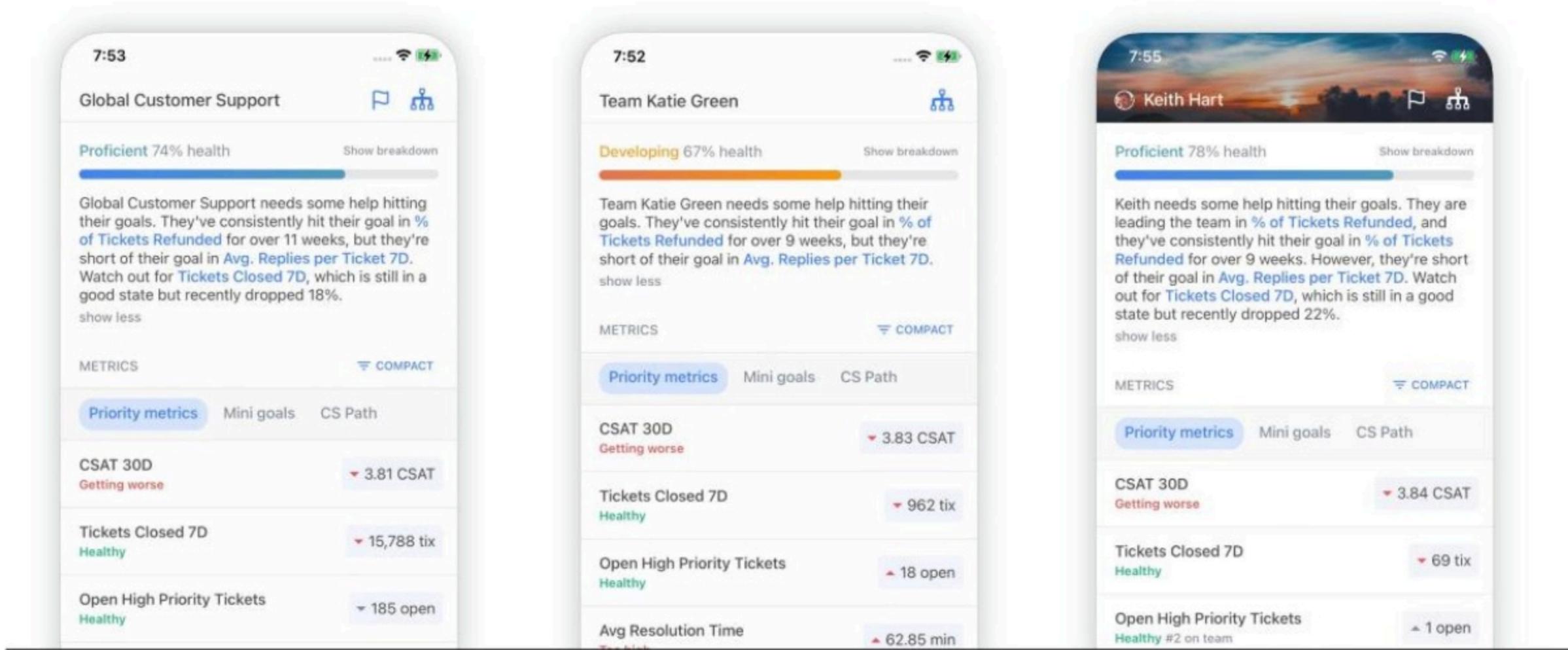
We believe that
Management is the
next $50B SaaS category
and that we have the team
and product to lead it

Repeat founders, domain experts, and top-tier investors

We are builders and believers, backed by top-tier investors like Kleiner Perkins and many leading angels

Alexander Kvamme
Cofounder & CEO
yelp Linked in

Trey Doig
Cofounder & CTO
yelp

Ramon Icasiano
Chief Customer Officer
earnin NETFLIX zynga

We have worked together for nearly a decade across multiple companies and projects. We founded our first company, SeatMe, in 2011 and sold it to Yelp in 2013. At Yelp, we saw how even a data-driven, multi-thousand person Sales/CS organization relied on manual manager labor to stay afloat. We discovered that with the digitization of work the conditions finally existed to change that and transform how we manage our teams and ourselves.

As SVP of Customer Support at Earnin, Ramon was one of Pathlight's first customers. He decided to join the team after he saw how it transformed his organization. He is a respected thought leader and previously ran CS at Zynga, Netflix, and Verizon.

Vivian Qu
Senior Software Engineer
Pinterest

Jordan Katz
Product Manager
asana

Lauren England
Customer Success
scoop

Bill Liu
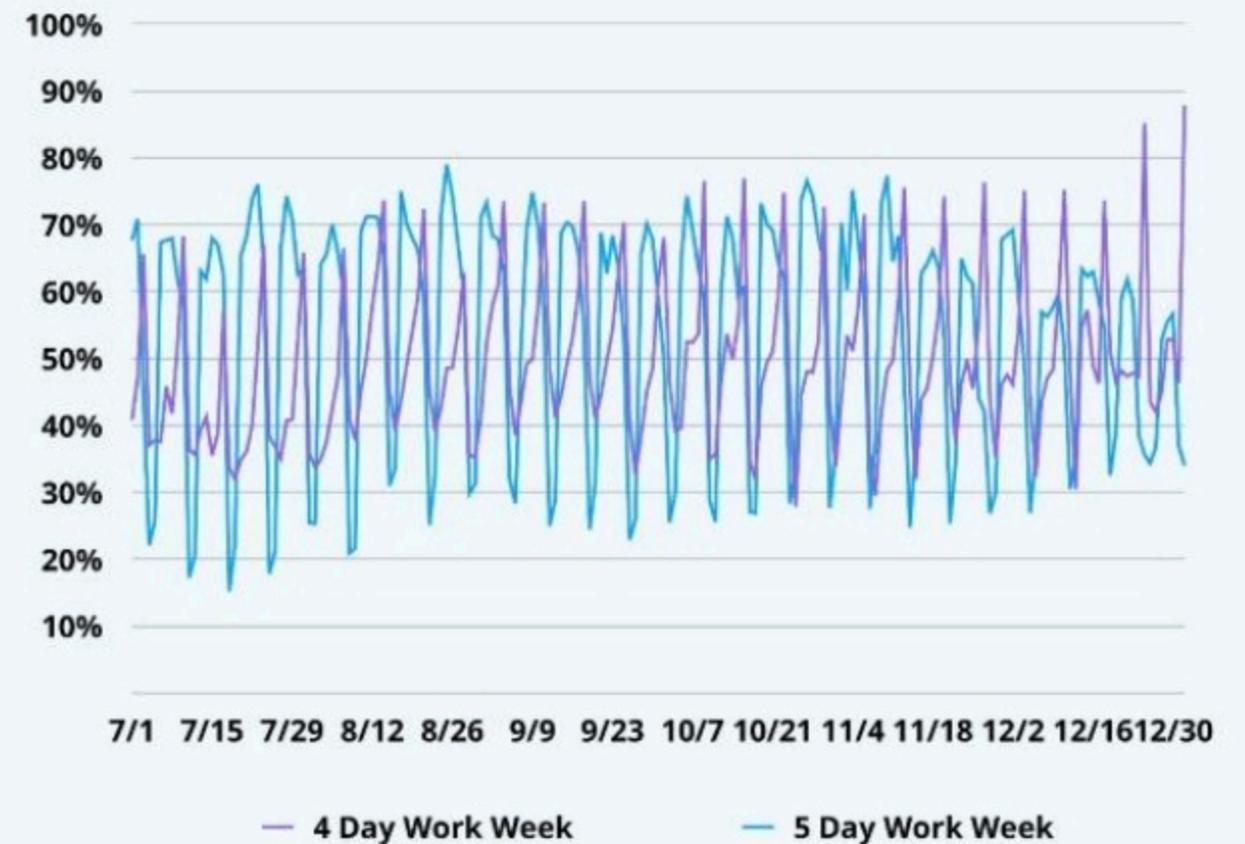Senior Software Engineer
Google

Best-in-class engagement across all accounts

Our users rely on Pathlight every day to do their job and it shows in our metrics

L7 H2 2020 (How often Pathlight is used each week)

— 4 Day Work Week   — 5 Day Work Week

DAU/MAU H2 2020

— 4 Day Work Week   — 5 Day Work Week

Six–figure deals and accelerated bookings

Customers are creating budget off-cycle in order to buy Pathlight,
and our pipeline is growing quickly

Customer Highlights

earnin™

$XX ARR

Confidential

twilio

$XX ARR

Confidential

MeUndies

$XX ARR

Confidential

CLEAR

$XX ARR

Confidential

ARR

Loved by users at every level

Regardless of function, department, or country, our users love Pathlight

"

After rolling out Pathlight to over 1,000 advocates who provide 24/7 support worldwide, we've seen our CSAT scores improve in just two months. It is an absolute must-have for customer experience teams worldwide.

– Amber Aslanian
VP of Customer Support
Earnin

"

It used to take me hours to identify issues and coach and guide my team. With Pathlight I can do all that in less than 15 minutes.

– Confidential
Director of Global Sales Development

"

Pathlight is my go-to for managing myself. Honestly, I treat it as my personal life coach and motivator— from setting up long-term goals to quick adjustments to my daily schedule. It's just there with just a simple click.

– Juan Carlos Trasmonte
Customer Service Representative
MeUndies