

# scalestack »»

All-In-One AI-powered Sales Ops Platform



## Elio Narciso

**CEO** · 4X founder with 2 exits · ex-AWS · MIT Grad

- Started and sold two companies in the **mobile internet** space.
- Built a global GTM program for startups at **AWS** —supporting ventures like Notion, Webflow and Zapier.



## Alex Prioni

**COO** · 2X founder

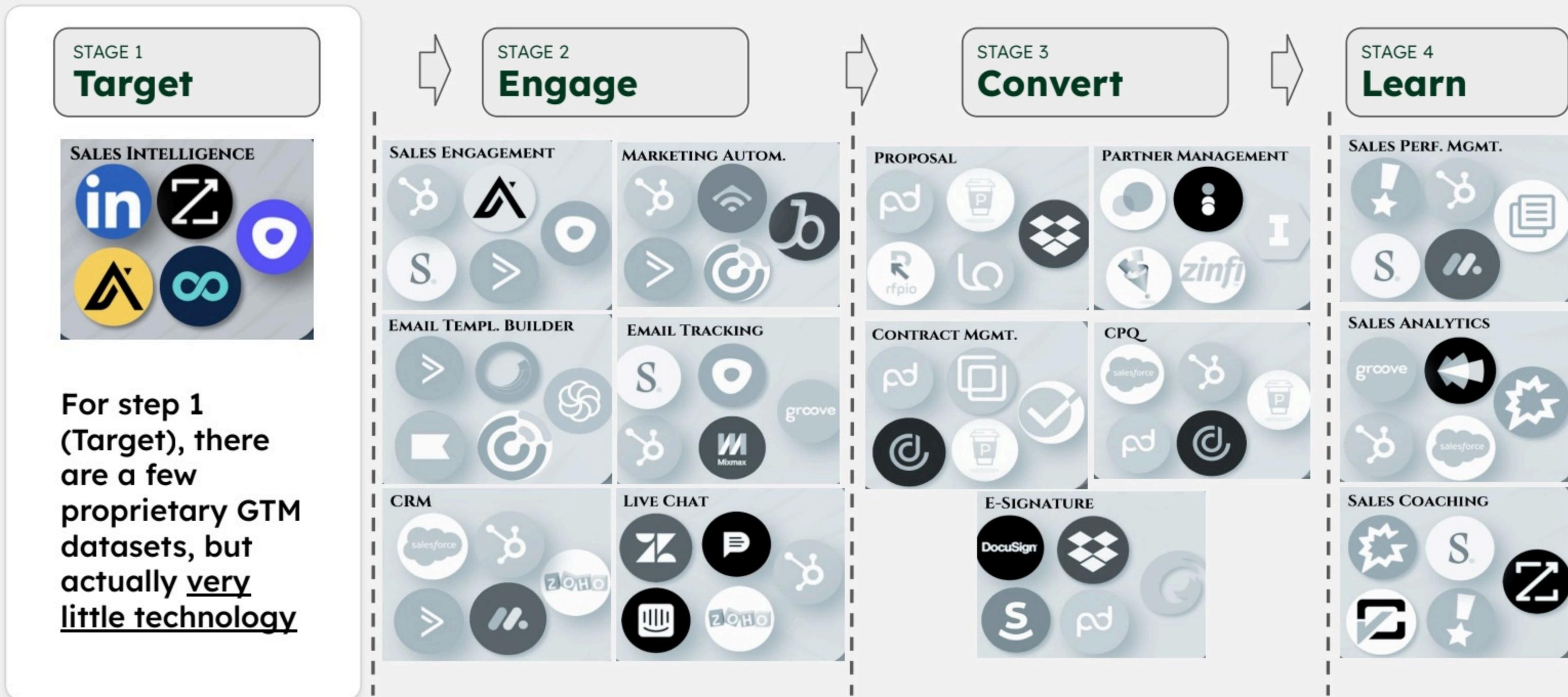
- Co-founded a **SaaS** design biz that reached PMF and \$1M in ARR in <2 years.
- Before that, led product at two startups. Obsessed with productivity and automation, using software.

## scalestack »

- ~\$XXXK in SaaS revenues in 2022
- ~\$XXXK in ARR now (Jul 2023)
- Marquee customers include MongoDB (already renewed) and Typeform (recently signed)
- Strong pipeline, with expansion and new

Fragmented, low NPS sales tech market

# Target Stage in sales remains archaic and underdeveloped



\* Source: The Startup Sales Stack Report, by Bowery Capital

## Inefficiency

**Sales teams spend most of their time** manually researching, organizing and updating GTM data (top B2B companies haven't figured it out)

### Messy CRMs

Lots of manual work to find the right target

GTM Data sets talk to the CRM but don't talk to each other

Low data quality

**92%** of reps say that their data is **not sufficiently accurate, reliable or usable**

AND - leaders make territory mapping, account allocation and planning decisions based on bad data in their CRM

A relevant, and worried buyer

**Sales and marketing ops** - who own data curation and pipeline generation - **are losing sleep on this problem**

Growing functions within the enterprise and beyond, with budgets and meaningful missions, visible to CEOs

Our solution

Scalestack AI brings all of your GTM data together, suggests prioritized actions and helps your reps execute your sales plays with context.

Unlocks a new level of sales productivity (efficiency) and generates more pipeline (quality)

**Daily, >XK of reps across X customers  
are being more productive in sales  
(better + more pipeline)**

and are closing millions of \$ more worth of business thanks to better insights, prioritization and allocation.



**nflux**

Typeform

**instal**



RENTROOM

**trgt.**

## CUSTOMER STORY

**Before scalestack**

Mongo **relied on an offshore team** to manually gather intelligence for their CRM from 3rd party data. Data **was often stale**, inaccurate, incomplete, and limited.

**After scalestack**

Mongo now gets a **unified view** of all their target accounts and prospects; automated integrations with data sources; **always fresh, well-prioritized data**.

**EFFICIENCY AND  
QUALITY**



“

Since working with Scalestack, the accounts we've closed have resulted in **over \$XXM in revenues**—an impressive ROI for our investment!



**James Underhill**

Senior Director, Sales Operations  
and Strategy MongoDB

# Product / How it works

## Universal APIs: APIs and integrations with sales modules

**Integrations**  
Your favorite tools in one place — connect with the tools your team uses every day and improve your work.

**HubSpot**  
HubSpot is a CRM platform with all the software, integrations, and resources you need to control your marketing, sales, content management, and customer service.

**Apollo.io**  
Search and target over 250 million prospects with our all-in-one platform or via other sales engagement tools.

**ZoomInfo**  
Get the B2B data and software you need to connect your operating system.

## Data orchestration and enrichment, in context (e.g. ICP)

Company	City	Country	Territory	Employees	Tech Stack	Sales Operations Professionals	Sales Operations Jobs	Sales Operations YoY Growth
ZipRecruiter		US	United States	1,599	Discover	144	Z	25.22%
New Relic, Inc.	San Francisco, CA	US						
Tenable	Beltsville, MD							
Vonage	Princeton, NJ							
SentinelOne	Santa Clara, CA							
Solera, Inc.	Irving, TX							
Rapid7	Boston, MA							
Cisco Meraki	San Francisco, CA							
Datadog	San Francisco, CA							
HashiCorp	San Francisco, CA							
Extreme Networks	San Jose, CA							
Blackbaud	Conestoga, SC							
MuleSoft	San Francisco, CA							

## AI ties it together - workload prioritization and data usability

**Insights**

**Top 5 Accounts you should be paying attention to**

Company	Reason
Scalestack	Funded by Forum Ventures
Rippling	Recently promoted Matt Plank to CRO
Energy Dome	Tech industry with CO2 Battery™ in Series B funding stage.
M3ter	Tech company offers usage-based pricing for SaaS, raised Series A funding.
Wayhome	Real Estate company with digital product in Series A funding stage.

**Top 5 Leads you should connect with**

Name	Job Title	Reason
Joseph Crowford	Senior Sales Ops Manager	Eze connected
Blake Adkins	Area Sales Manager	Recently hired
Vanessa Moss	Senior Sales Manager	Alex connected
Calvin Mung	Sales Specialist	Recently in the news
Bob Barris	SVP of Sales	Recently promoted

**Scalestack AI**

The company with the highest AI/ML team increase currently is **Apple** with a **28%** increase.

I need a contact with this company.

**Vanessa Moss** is a good candidate, given that **Alex** connected with her. You need me to write an email to her?

How many people work at Rippling and who is their CRO?

According to their website, Rippling currently employs over 500 people and their Chief Revenue Officer is Matt Plank.

What's his LinkedIn?

The LinkedIn profile of Rippling's Chief Revenue Officer, Matt Plank, can be found here: <https://www.linkedin.com/in/matthewplank/>

What's his email?

Matt Plank's email is: [mattplank@rippling.com](mailto:mattplank@rippling.com)

Ask me anything!

# Scalestack GenAI for Sales

**Company or leads prioritization** (news, job postings, Crunchbase etc.)

**Support for message personalization** (news, LinkedIn, ICP context from CRM etc.)

The screenshot displays the 'Insights' dashboard with two main sections:

- Top 5 Accounts you should be paying attention to:** A table listing companies and reasons for interest.
- Top 5 Leads you should connect with:** A table listing sales professionals and reasons for connection.

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Energy Dome matches ICP: tech industry with CO2 Battery™ digital product, in Series B funding stage.

The company in the article is interesting based on the ICP. The company is in the tech industry, has a digital product (CO2 Battery™), and is in the Series B funding stage, which aligns with the ICP criteria.

The CRO of Dataiku.com is Romain Fouache (romain.fouache@dataiku.com, <http://www.linkedin.com/in/romain-fouache>).

**Finding information about companies** (Apollo, Zoominfo, LTI etc.)

**Suggesting actionable steps in the sales process** (Sales plays, ICP, news, etc.)

# \$56B+

## TOTAL MARKET OPPORTUNITY (INITIAL/ONLY ON TARGETING)

**TODAY**

Core: B2B enterprise-tech, late stage / recently IPO'd growth-focused company; 300-5,000 employees, with sales ops and GTM teams.

**13K B2B companies with 500+ employees. ACV \$200K+ → \$2.6B**

**2-3  
YEARS**

Core: B2B companies with 100-300 employees, fast growing tech startups Series B+, with PMF, repeatable sales motion and sales team size 20+

**156K B2B companies with 50-500 employees. ACV \$100K → 15.6B**

**3-5  
YEARS**

Core: B2B companies with 20-50 employees that have already adopted a CRM and have a professionally-run sales team

**755K B2B companies with 10-50 employees. ACV \$50K → \$37.8B**

## Scalestack differentiation vs.:

### CRMs



Everyone uses CRMs—but it's where data goes to die. **Scalestack connects your sales ops data, ensures quality and generates actionable insights for your sales reps.**

### S&M automation



Tools like Outreach.io speed up pipeline generation and growth, but focus on the bottom of the sales funnel: they assume you already have good data. **Scalestack focuses on automating the top of sales funnel (e.g. sales research) and helps your reps being more productive during the first critical stage of sales ('target').**

### S&M Intelligence, Contact and Intent Data Sets



Proprietary data sets like Zoominfo that reps use for their sales research today. The datasets are generic and horizontal: everyone gets access to the same data. Exporting and integrating datasets requires engineering. **Scalestack universal API combines multiple sources to create datasets based on context about your sales motion, your ICP.**