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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.
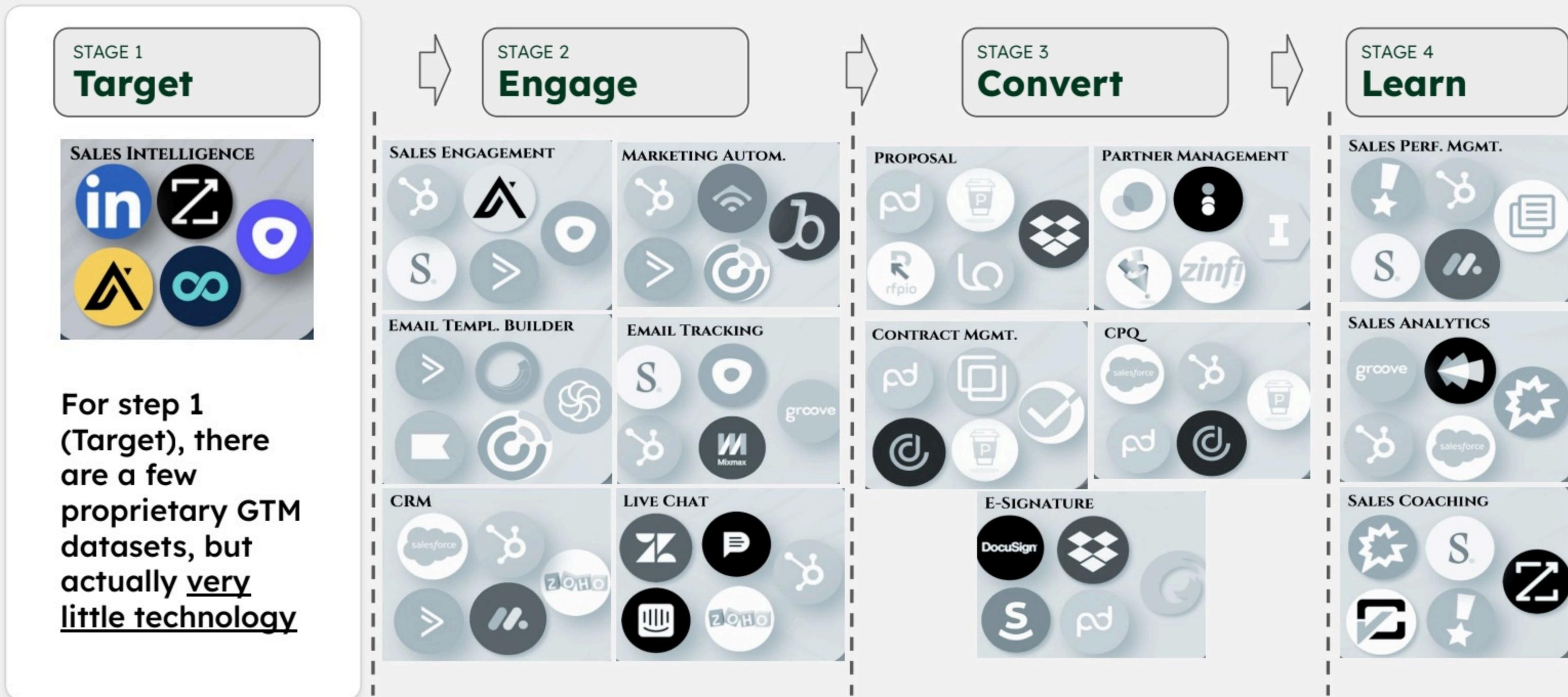
Alex Prioni

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.

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- ~$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

STAGE 1
Target

STAGE 2
Engage

STAGE 3
Convert

STAGE 4
Learn

SALES INTELLIGENCE

For step 1 (Target), there are a few proprietary GTM datasets, but actually <u>very little technology</u>

SALES ENGAGEMENT

MARKETING AUTOM.

EMAIL TEMPL. BUILDER

EMAIL TRACKING

CRM

LIVE CHAT

PROPOSAL

PARTNER MANAGEMENT

CONTRACT MGMT.

CPQ

E-SIGNATURE

SALES PERF. MGMT.

SALES ANALYTICS

SALES COACHING

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

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.

mongoDB. nflux Typeform instal ○ RENTROOM trgt.

CUSTOMER STORY

mongoDB.

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

CUSTOMER STORY

mongoDB.

"

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

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

AI ties it together - workload prioritization and data usability

Scalestack GenAI for Sales

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

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

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

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

13

$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.**