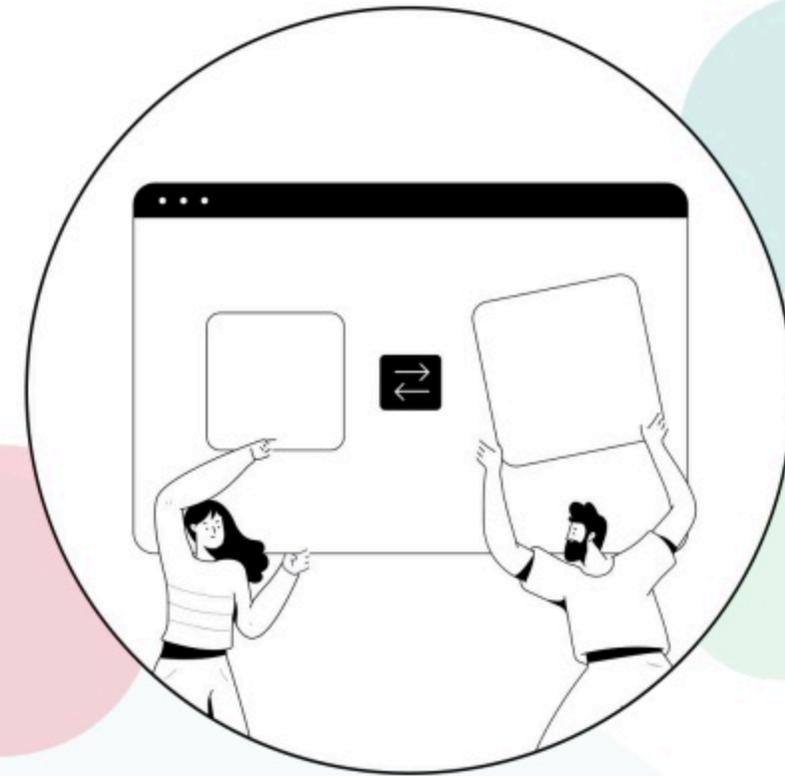




A no-code, 2-way integration platform for the future of work

Empowering business users with workflows to unite tools, teams and organizations

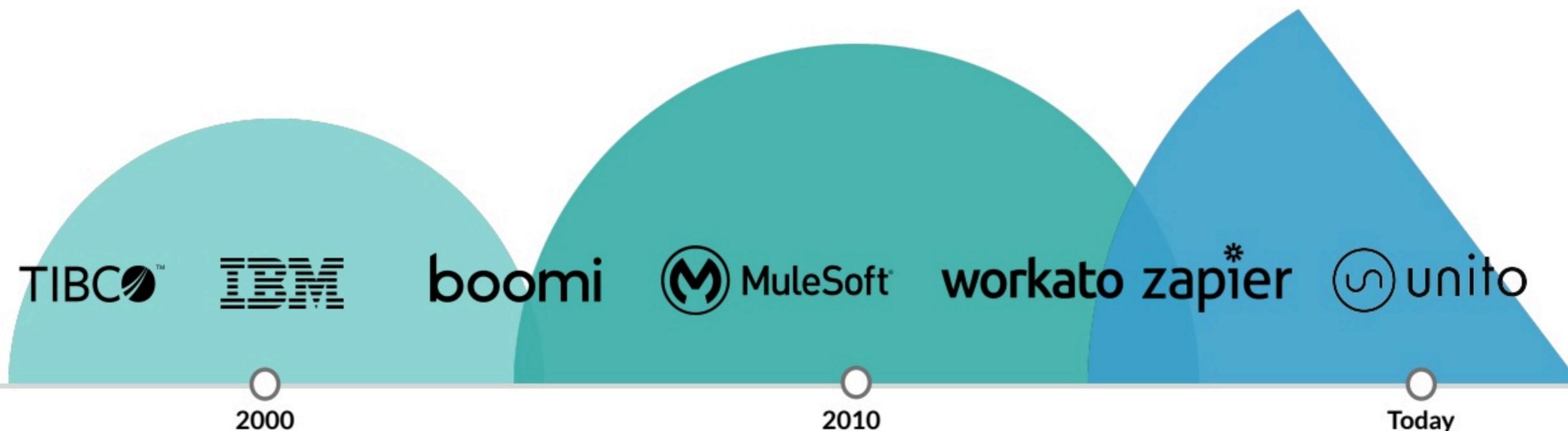




Unito highlights

- ✓ Proven connector playbook, now expanding fast
- ✓ Highly differentiated integration platform
16x improvement over current offerings
- ✓ Team of 65 in Montreal with a 5-star Glassdoor rating
- ✓ Opportunity to take over the next integration market

The integration platform market is flipping again



Wave 1: On-Prem

- Integrates on-prem for central IT
- 1 way
- IT deployment + SIs: months-long + \$\$\$

Wave 2: SaaSification

- Integrates on-prem & cloud for line-of-business-IT
- 1 way
- IT deployment + pro services: weeks-long + \$\$

Wave 3: Democratization

- Integrates productivity SaaS for and by knowledge workers
- 1 way & 2 way
- No deployment / business user setup: hours-long + \$0

All integration players use the same **primitive paradigm**:
if **TRIGGER** then **ACTION**

zapier

tray.io

MuleSoft

workato

IFTTT

automate.io

snapLogic

Microsoft

n8n.io

integromat

informatica

Boomi

integrately

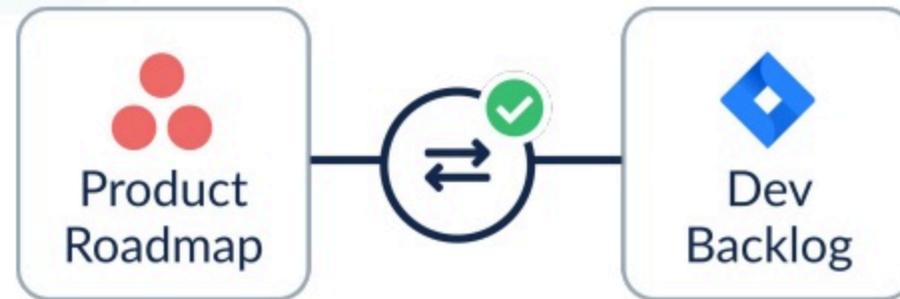
process.st

nintex

tonkean

Unito was architected on a **SYNC** integration paradigm

A single 2-way flow in Unito



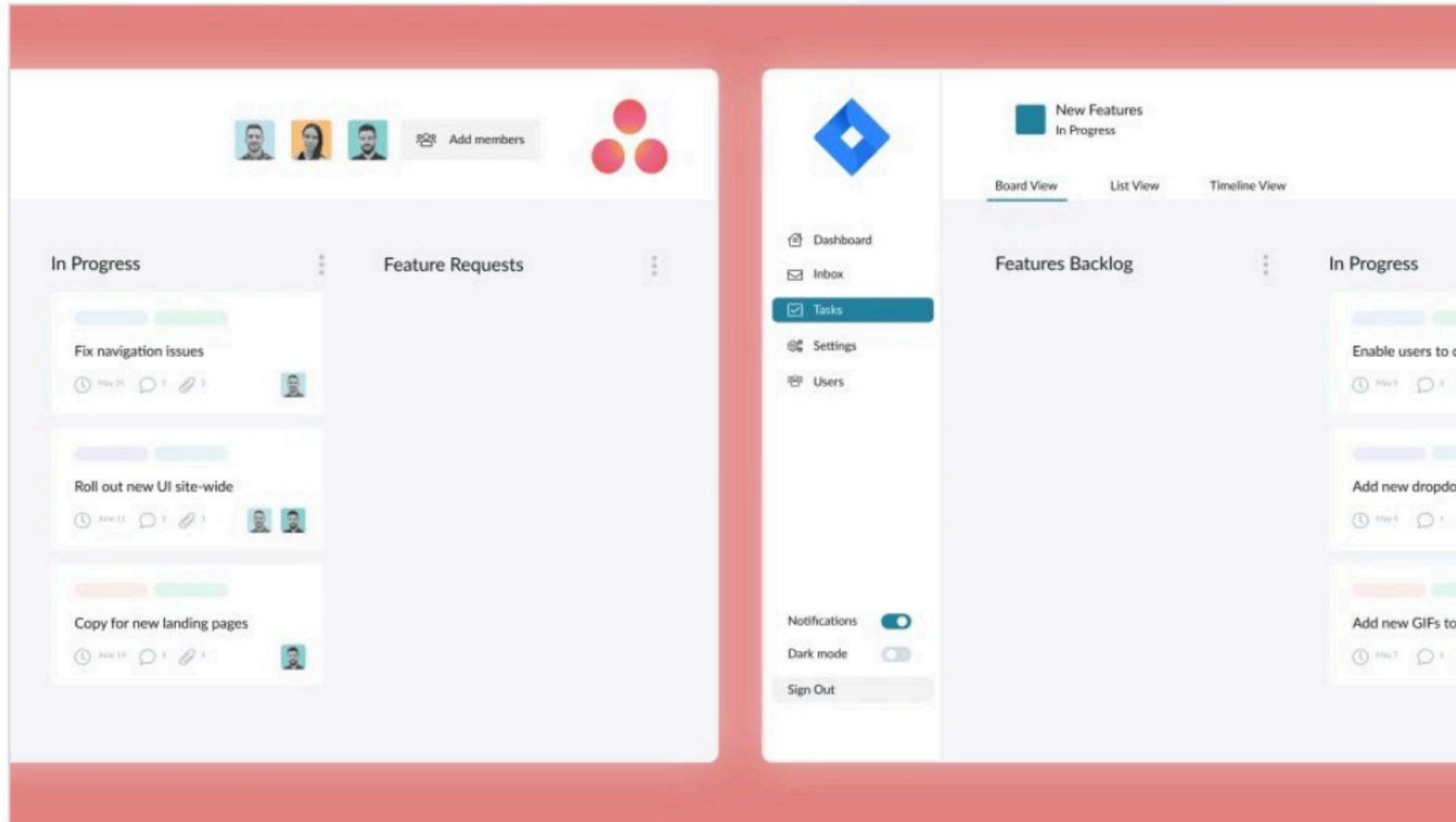
= 16 zaps in Zapier
(16 triggers + actions)

*Integrations are brittle
and unmaintainable
because of this complexity*

Order of Magnitude
Simpler and more powerful

SYNC makes SaaS plug & play

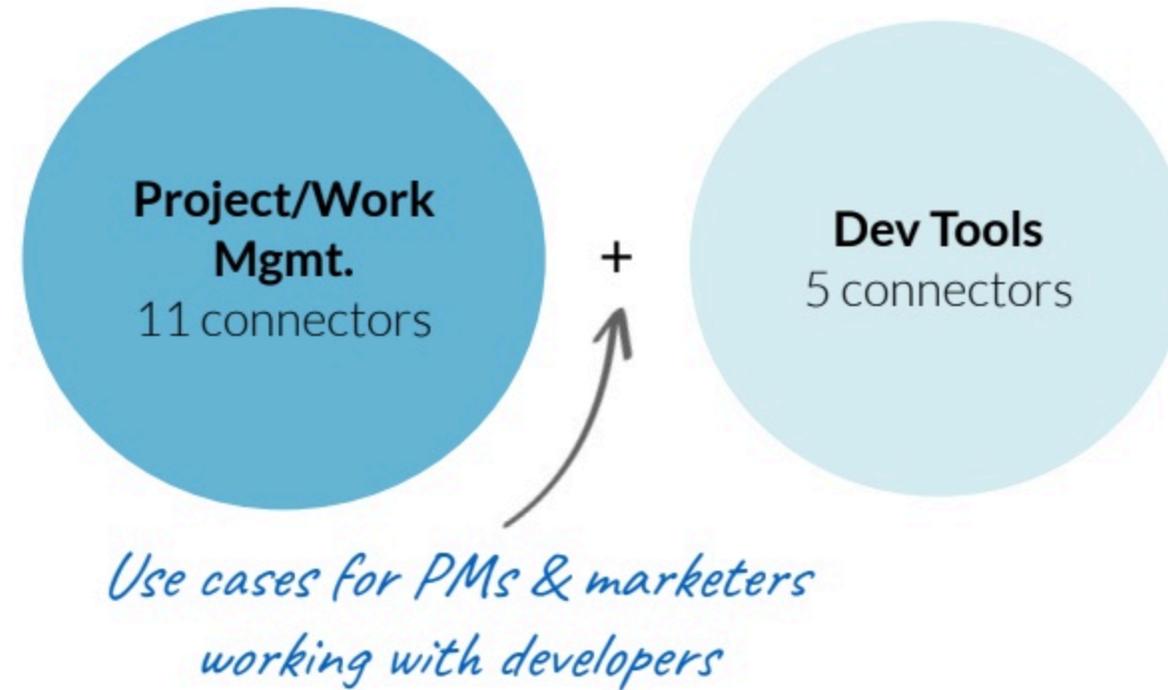
for any business user, working from anywhere



A project manager in  **Asana** is collaborating with a developer in  **Jira** as if they were both in the same tool

[Browse case studies](#) | [Watch this get setup in Unito](#) | [Watch an attempt with Zapier](#)

We built and battle-tested our **SYNC** platform on niche use cases we knew well



We solved all the really hard technical challenges of SYNC

Specialized algorithms for multi-tool work graphs

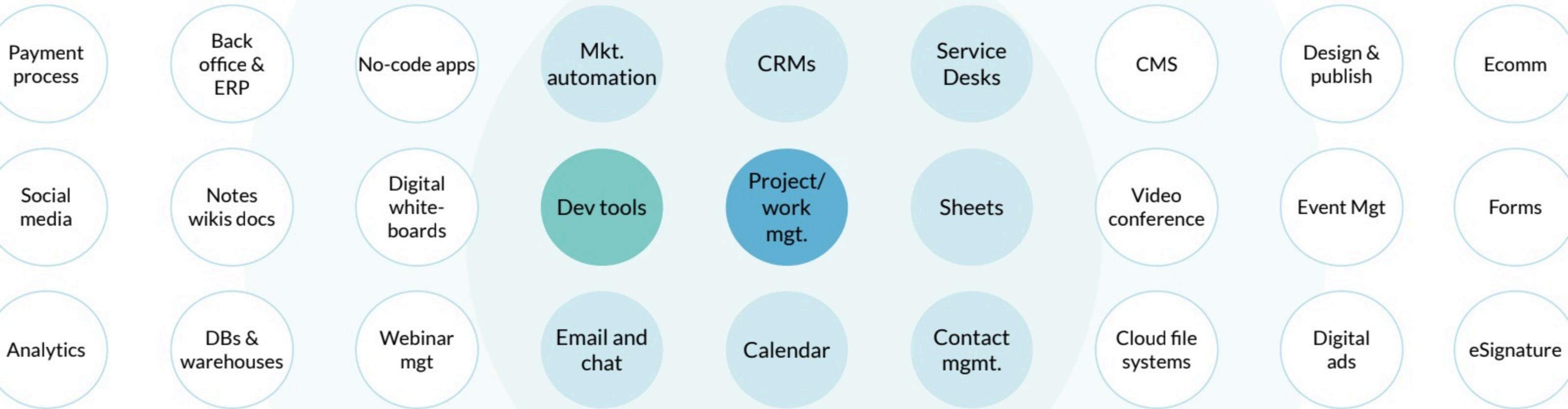
- 1-way, 2-way, n-way sync
- Multi-hop sync
- Cycle/loop detection and resolution
- Concurrent change resolution & sub-field merging

2-way synch for complex data types

- Lossless rich text formatting across markup languages
- Auto user matching to sync user fields (assignees, mentions, etc)
- Object hierarchy support for comments, activities, sub-tasks, etc
- Auto multi-value mapping for tags/labels, statuses, etc

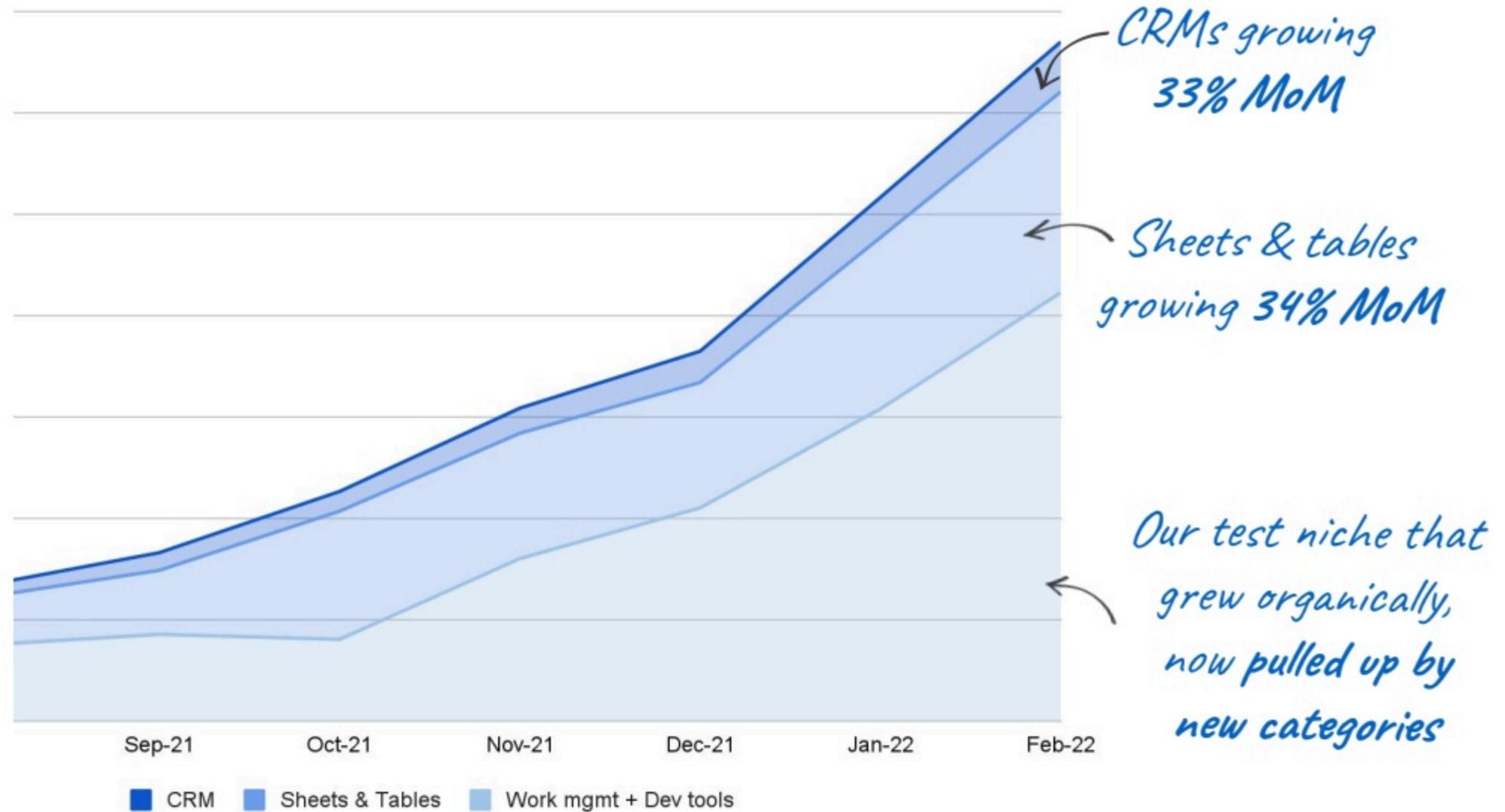
6-months ago we broke out of our niche

started building **SYNC** connectors category-by-category

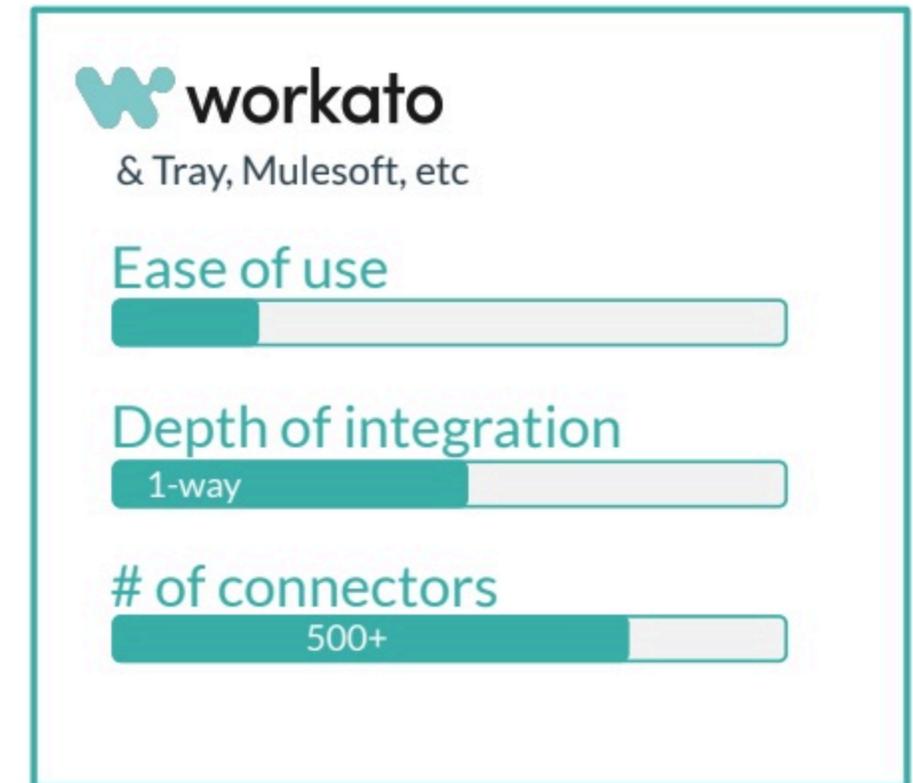
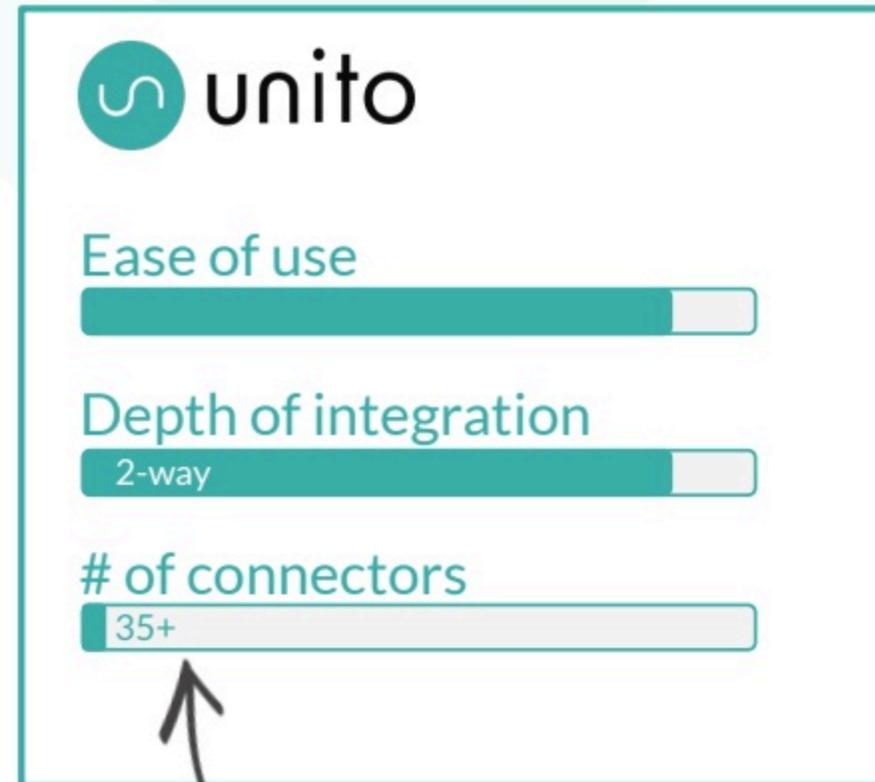
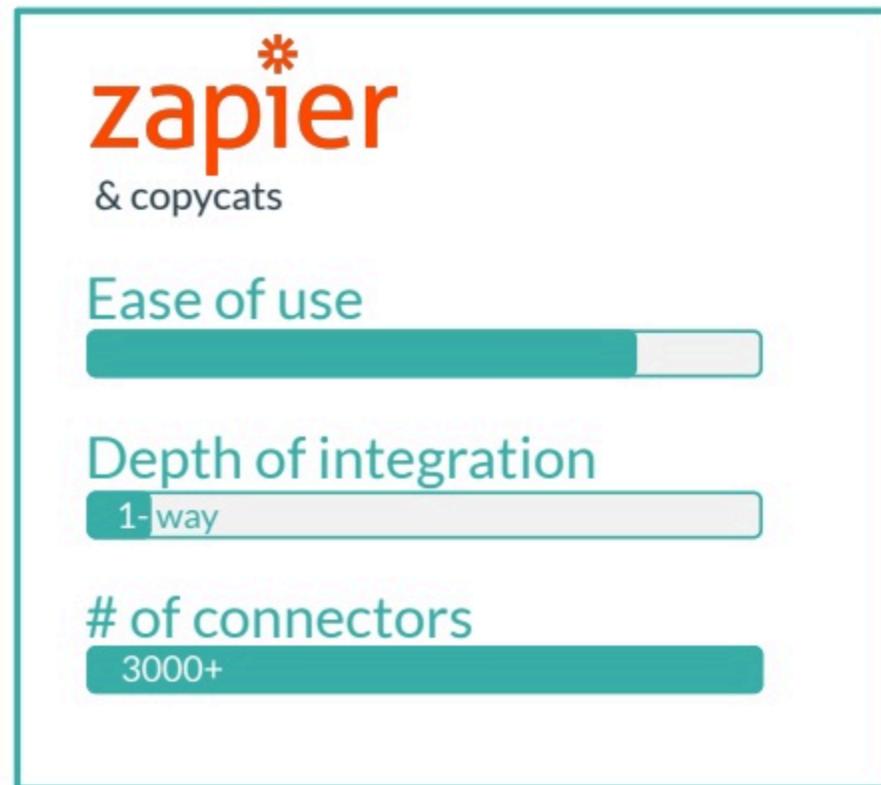


To **unite work** across the entire digital productivity suite of business

We've proven growth compounds with new categories



SYNC uniquely positions Unito



*Opportunity
to take over the
integration market*

A values-driven team, based in Montreal



Marc Boscher

CEO & Co-founder

Driving products for 20 years.
Built a culture to attract talent.



Eryk Warren

CTO & Co-founder

25 years in tech, 10 years in valley with 2 exits



Vanessa Dreifuss

VP Product & Marketing

Multifaceted leader. 15 years in tech (B2C & B2B)



Marie-Rose Rioux

CFO & BizOps

Accompanied growth from Series A to multinational, 2 exits



Staff

60

Glassdoor

5 ★

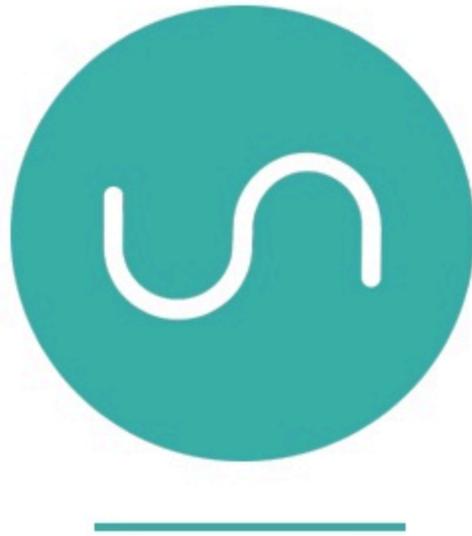


Recommend to a Friend



Approve of CEO

[our better workplace toolkit](#)



- ✓ Highly differentiated integration platform
- ✓ 16x improvement over current offerings
- ✓ Proven connector expansion playbook
- Opportunity to take over the next integration market
- Let's unite work across the entire digital productivity suite of business



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