



Youreka

Digital Assistant for Frontline Workers

Opportunity Overview (Series A)

Q1-2021



Digital Assistant for Frontline Workers

- Addressing the Skill Gap / Empowering Technicians
- AI-powered Mobile Service Apps
- No-code Dev and Deploy
- 300% Year over Year ARR Growth
- Rapidly Penetrating the Salesforce Ecosystem

The Skills Gap

Experienced humans are retiring quickly.

- 10,000 retire each day

70% of service organizations indicate they will be burdened by the loss of a retiring workforce in the next 5-10 years.

(Servicecouncil)

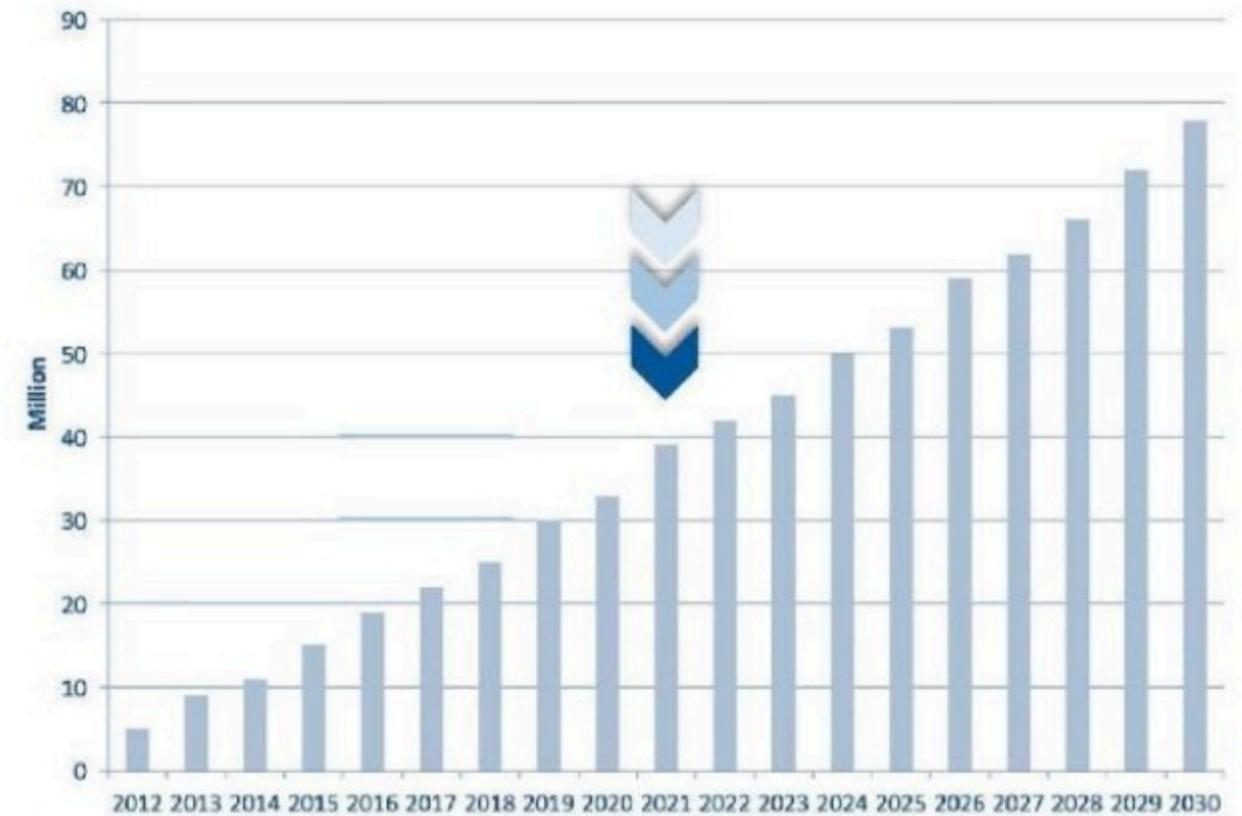
More than 40% of field service work and direct customer contact this year will be performed by non-employee technicians.

(Gartner)

Baby Boomers Over 65

2012 – 2030

MAULDIN
ECONOMICS



© Mauldin Economics 2017

A Massive & Important Market Opportunity

Every Frontline Worker will Have Mobile Digital Assistant to Help Them Be their Best

Low Code App Dev

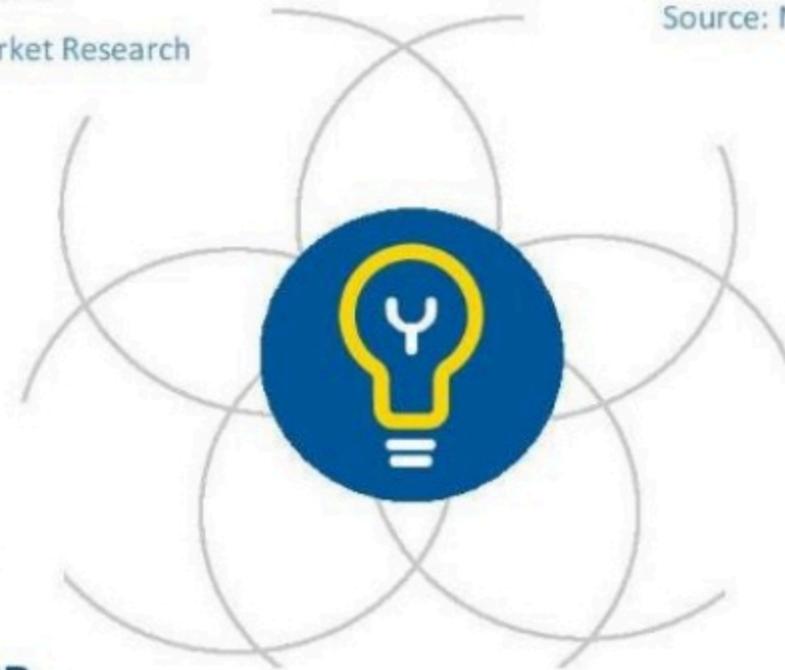
\$13B @ 31% CAGR
~40% Mobile

Source: Verified Market Research

Smart Virtual Assistants

\$4.8B @ 22% CAGR

Source: Markets and Markets



Form Automation

\$10B @ 18% CAGR

Source: Research & Markets

Connected Worker

\$3.4B @ 20% CAGR

Source: Polaris Market Research

Field Service Management

\$9B

Source: ServiceMax

Making it Real: A Stepwise Journey to Digital Assistant

Smart
Forms

+

Digitize

Complex Data Capture
Works Anywhere

Smart
Procedures

+

Automate

Guided Instruction
Complex Logic

Smart
Assistance

=

Augment

Machine Assist (AR/AI)
Next Best Action



Putting
Knowledge
to Work

Making it Easy: *No-code Development and Deployment at Scale*



Empowering Frontline Workers Across Key Industries



Health & Life
Sciences



Utilities



Oil & Gas



Public Sector



Manufacturing

← →
Health, Safety & Environment Checklists

← →
Guided Maintenance, Break-Fix & Install Procedures

← →
Equipment, Facilities & Personnel Inspections

← →
Quotes, Estimates & Field Tickets

Complementing & Filling Gaps with Salesforce Field Service



Penetrating Enterprise Accounts

Health & Life Sciences



Health Insurance Company

Utilities



Major Public Utility



Oil & Gas

Oil & Gas Supermajor



Public Sector



Manufacturing



Gulfstream



Representative Use Cases & Economics

Smart Health Assessments

Health
Insurance
Company

- Home health assessments
- Migrate from legacy field app
- 800 nurses
- 1800 point assessment
- Smart flow & recommendations
- Salesforce as strategic platform

ARR

Scaling Field Expertise



- Industrial cleaning business
- Retiring veteran workforce
- Smart site assessment app
- Upskilled 900 junior resources
- Accelerating revenue
- Salesforce as strategic platform

ARR

Modernizing Field Safety

Major
Public
Utility

- Modern safety inspections
- Following forest fire crisis
- 150 workers initial deployment
- Digitizing all field processes
- Key win vs Microsoft
- Salesforce as strategic platform

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Rapid Ramp of Public Service

UK Government


- COVID program for UK
- 7K health workers conducting daily in field health assessments
- Deployed in 6 weeks, BYOD
- One of largest data ingest projects
- Salesforce as strategic platform

ARR

Youreka in the Salesforce Ecosystem



The #1 Salesforce-Native
Smart Mobile Forms App



Top 2% of all ISV partners
on the Salesforce AppExchange



More than doubled revenue every year
for the past 3 years



1 of only 2 ISVs helping Salesforce design
the future of Salesforce Mobile



2020 SE Demo Jam Winner
best demo candy on Salesforce Platform



2021 ISV Partner Kickoff Keynote
interview with Mike Wolff, SVP Global ISV
Partners at Salesforce

Youreka vs Other Approaches to Smart Mobile Service Apps

	Low Code Mobile App Dev Players	Other Dynamic Forms Players	Mobile AR/AI Point Solutions	Mobile App Wrappers	Custom Mobile App Build
100% Salesforce Native					
Runs Anywhere (Mobile, Web, Offline)					
No Code Configuration					
Smart Mobile Forms Capabilities					
Guided Procedures					
Next Best Action, AI, AR					
Analytics & Workflow					
Industry Templates					
Enterprise Scale					

Team

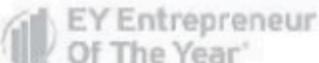
 **sonatype**
Drove \$550m sale of cloud innovator to Vista Equity

 **IBM Cloud**
Led transformation, growth, and P&L for \$1.5b
IaaS + PaaS cloud business

 **zenoss**
Led build of SaaS company valued at over \$100m

  **AT&T**
Executive with first SaaS provider, successful IPO

 **digex verizon**
Executive with first IaaS provider, successful IPO

 **accenture**
Lead software architect and CRM expert
 **EY Entrepreneur Of The Year**



Bill Karpovich
CEO

25 Years
Building Enterprise
Cloud Businesses



Greg Denicola
CFO



Ken Cavallon
CMO



Dan Bergner
Founder
Chief Product Officer

12 Years of
Product Development
on Salesforce



Shaun Goebel
Sr Dir. HR



Tom Boosinger
Founder
Sales Leadership



Mike Boosinger
SVP
Success & Services

20 Years of
Service & Success
Experience



Thank you.





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