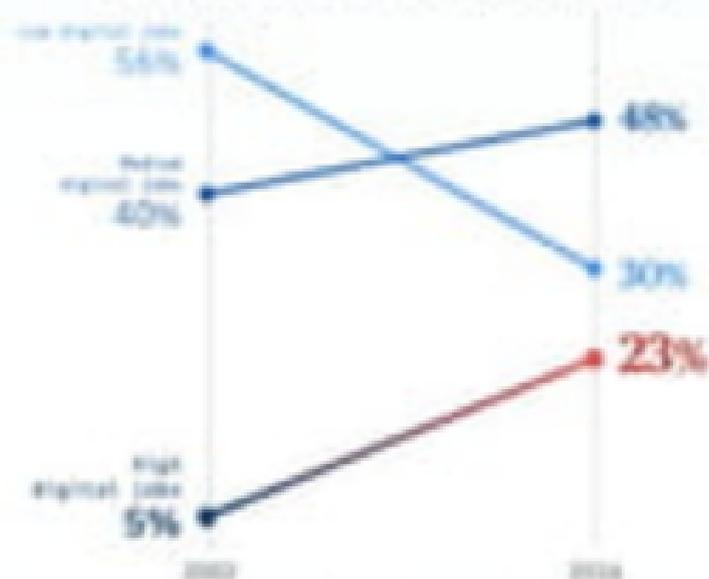


100 million professionals work in tech-heavy roles today, growing 12% as every business goes digital.

70% of the US workforce works in knowledge-oriented jobs.



Jobs requiring high digital skills grew by 5x in the past 15 years.



These roles involve new standards, practices, and digital workflows.

AT STARTUPS & TECH COMPANIES

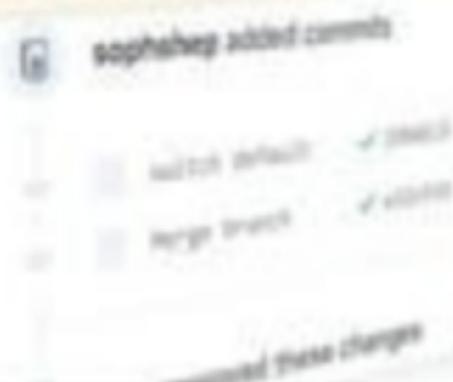
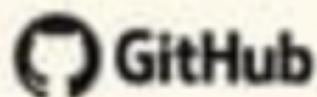
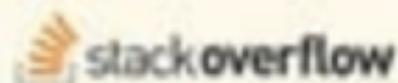
- Product** Building and updating product roadmaps
- Recruiting** Writing and replicating job descriptions
- Growth** Creating copy for acquisition tests
- Biz Ops** Charting progress on a go to market plan
- Sales** Responding to customer objections

AND ACROSS THE KNOWLEDGE SECTOR

- Consulting** Replicating kickoff materials for a new client
- Academia** Integrating research into a final paper
- Law** Writing a complex partnership contract
- Accounting** Adjusting processes for a new business unit
- Fortune 500** Creating operating manuals for business units

Engineers have platforms that help them apply best practices to their work every day.

- 1 Easily discover relevant code within & across orgs
- 2 Branch or fork from someone else's work
- 3 Comment, compare, & merge in a structured environment



Request a review



sophshep *1 hour ago*

Yet no integrated platform exists to help professionals find, use, & improve knowledge they need at work.

1

Waste time looking for reliable knowledge



Quora Medium
Forbes HubSpot

2

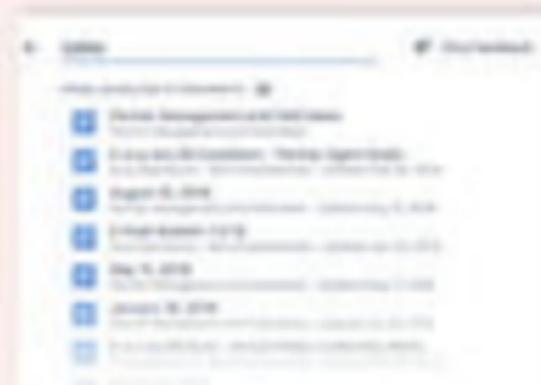
Recreate from scratch every time



Google Docs Office
Dropbox Paper N

3

Struggle to maintain structure and order



Confluence slab
GURU Site

Almanac is GitHub for knowledge professionals.

We build bottoms-up technology to make digital business knowledge accessible to all so that professionals can be their best selves at work.

1

Searchable knowledge that answers common questions fast

2

Branching that allows for customization without cold starts

3

Structured collaboration that prevents knowledge spaghetti

Almanac was founded by startup veterans passionate about democratizing access to digital knowledge.

OUR LEADERSHIP TEAM



Adam Nathan

Co-founder & Chief Executive Officer

Director of Product at Nike, Pinterest, Airbnb, & Lyft

Strategic Advisor to Amazon, The McGraw-Hill Companies, & The White House

Harvard Business School



Taylor Thompson

Co-founder & Head of Knowledge Operations

Co-founder, Phabricator

Co-founder, Curious Learning

Consultant and Writer, Harvard Business Review

Harvard Business School



Malinda Coler

Co-founder & Head of Content Strategy

Director of Customer Experience, Nike

Director of Business Operations, Intel & Oracle

Co-founder, Learning



Dan Bartlett

Co-founder & Head of Engineering

CTO, Spotify (acquired)

CTO, Intel (acquired)

CTO, Amazon

Workinger



Eddie Wu

Head of Product Management

Director of Product, Nike

Head of Digital Experience, Capital One

University of North Carolina



Curtis Shoung

Head of Customer Development

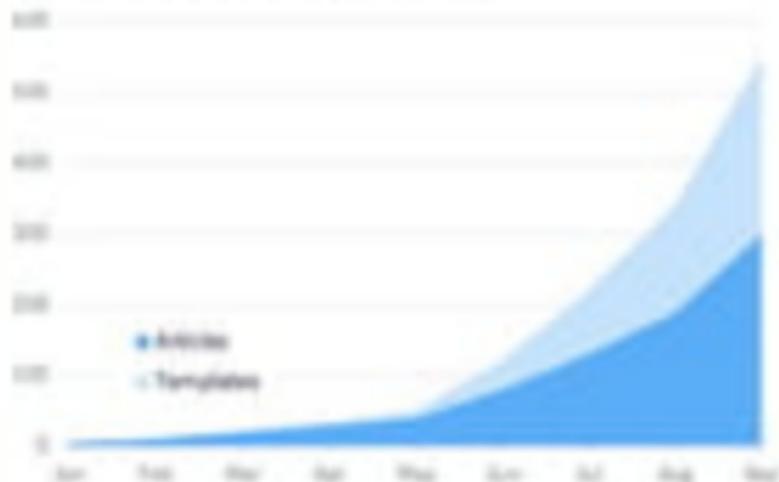
Head of Business Development at Slack (acq)

VP Growth at iStockphoto (acquired by Shutterstock)

Business Dev at Uber and Lyft, by LinkedIn (acq)

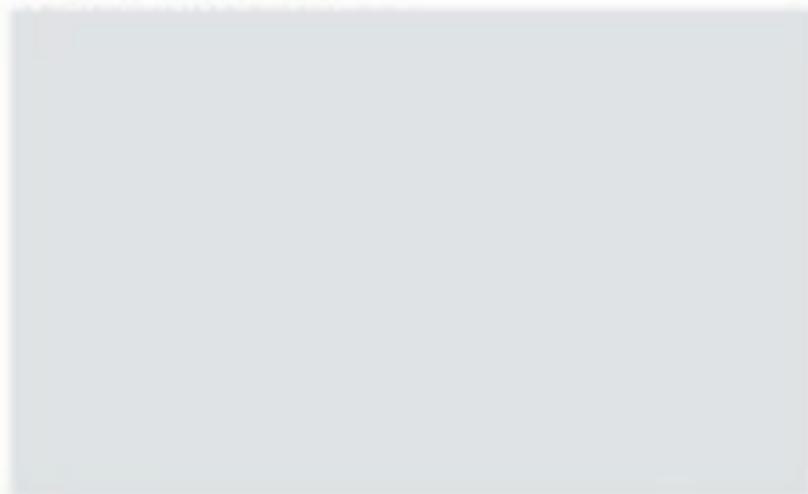
The Almanac Core makes hundreds of expert-driven guides & templates available to all.

500 guides, tools, and templates across 15 functional verticals.



100 articles produced per month **100%** production growth month over month

Sourced from 300 expert operators at renowned companies.



\$0 average cost per article

All recruited without any public branding or product

Almanac allows teams to copy and link docs from the Core to build their own knowledge bases.

Bookmark, share, or copy a doc from read mode to edit mode.

Customize it to your liking with best-in-class compositional tools.

The image displays two side-by-side screenshots of the Almanac web interface. Both screenshots show a document titled "How to Build the Perfect Hiring Process".

The left screenshot shows the document in a read mode. A red box highlights the "Share" button in the top navigation bar. Below the document content, there is a section titled "The steps of the recruiting process" with a list of items.

The right screenshot shows the document in an edit mode. A red box highlights the "Link" button in the top navigation bar. The document content is identical to the left screenshot, but the editing tools at the bottom are more prominent.

Both screenshots feature a top navigation bar with "Home", "Docs", and "Profile" buttons. The left screenshot also has a "Share" button, while the right screenshot has a "Link" button. The bottom of both screenshots shows a toolbar with various editing tools like bold, italic, link, and list.

Almanac ensures documents stay clean, organized, and trustworthy over time.



Comments & Assignments



Group-based Sharing



Engagement Score



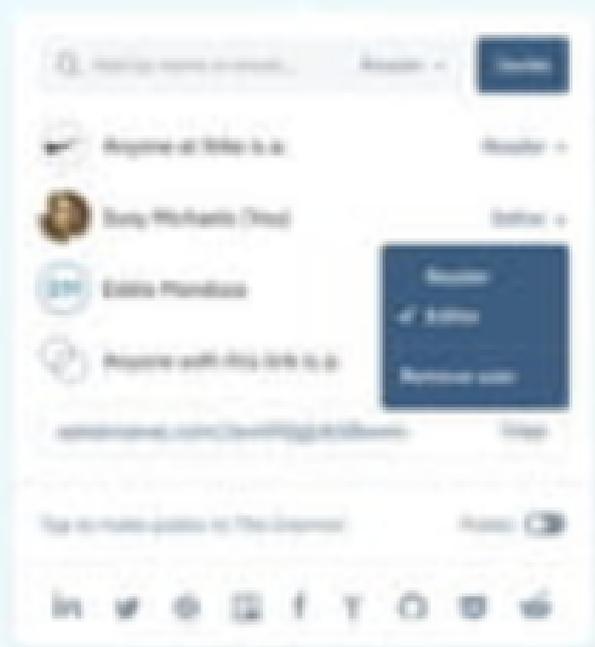
Doc Change Log
(diff view)



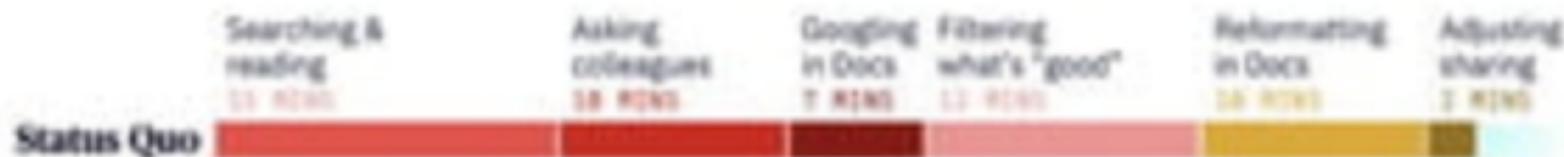
Doc Lineage
(Version History)



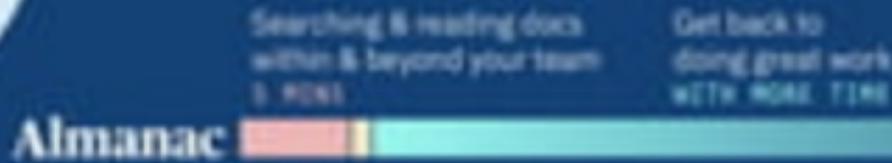
Merge Requests



These features add up to a documentation platform that is 10x faster than today's alternatives.



Question of work



Copying the best doc to your team's repository
1 MIN

Almanac has bottoms up, organic growth loops that compound for both free and paid users.



Even before our public launch, our growth loops are already spinning.

30
%
of our contributors have
contributed more than once

20
%
of our customers have come
from contributor referrals

10 Average customer demos
per week (June-Aug)

of demo customers
start a paying trial

average licenses
per paying customer

Teams can easily try Almanac and expand its use across the company.

Startup

\$5 Per user per month (billed annually)

- ✓ Up to 10 users
- ✓ 100 document limit
- ✓ No read-only access

Pro

\$10 Per user per month (billed annually)

\$8 Per user per month (billed annually)

- ✓ Unlimited users
- ✓ Unlimited documents
- ✓ Unlimited read-only guests

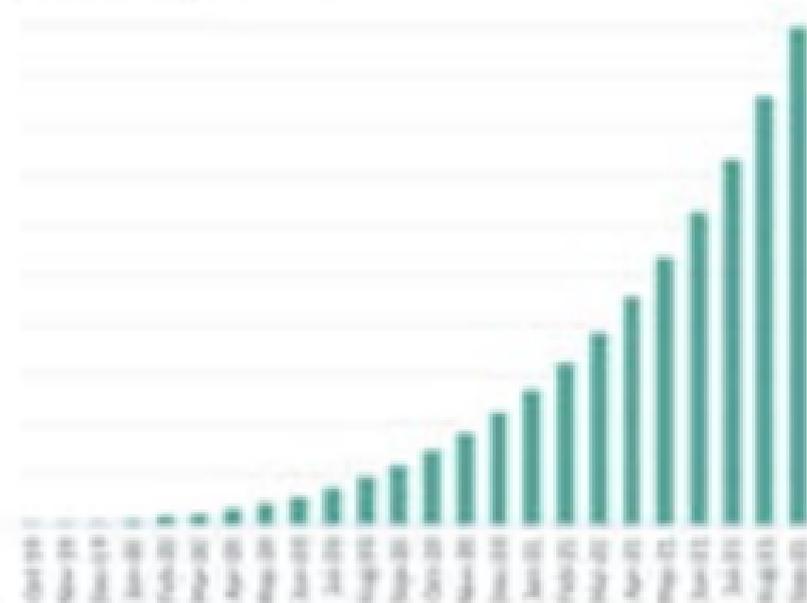
Enterprise

License Type	License Cost	Discount
50-99	\$7.50	-7%
100-199	\$7.00	-13%
250-499	\$6.50	-19%
500-999	\$6.00	-25%
1000-1900	\$5.50	-31%
2000+	\$5.00	-38%

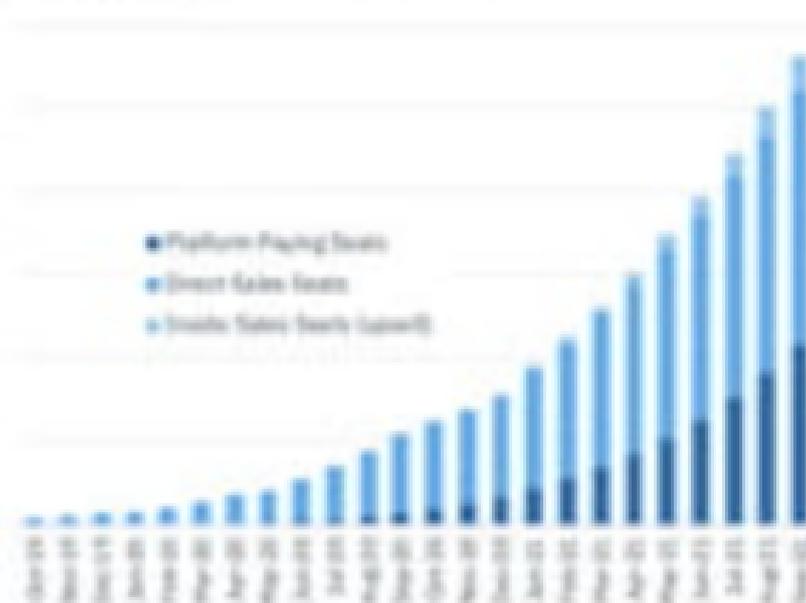
- ✓ Annual flat subscription based on license tiers
- ✓ Enhanced security, SSO, PDF export, analytics
- ✓ Dedicated account manager

We project growing at 30%+ MoM to reach -60K paying customers within two years.

Almanac Registered Users
Q1'23 - Q4'24



Almanac Paying Customers (Seats)
Q1'23 - Q4'24



Our vision is to build knowledge infrastructure for the digital economy.

PLATFORM ESTABLISH



COMPARABLE PLATFORM MODELS

 ATLASSIAN	\$3.3b	100% revenue from the Cloud
 GitHub	\$7.5b	100% revenue from the Cloud
lynda.com 	\$1.5b	100% revenue from the Cloud
 Salesforce	\$13.3b	100% revenue from the Cloud
stripe	\$35b	100% revenue from the Cloud

Our product and growth model create an extremely defensible, scalable business.

KEY ECONOMIC DRIVERS

Network effects from free users, contributors, & customers

Compounded experience curve in the Almanac Core

Integration of knowledge & productivity features

Economies of scale & switching costs within repos

Bundled services on the Almanac platform

**We're raising \$3M to build
an indispensable platform
that produces \$XM
in ARR by Q1 2021.**

Q4 - 2019

Copy docs inside private repositories

Group-based sharing & organization

Automated inbound contributor submission

User / contributor notifications and analytics

Q1 - 2020

Real-time editing and collaboration

Change logs & diff comparisons

Merge request & Publish to Core

Native mobile & desktop apps

Q2 - 2020

Deep third-party integrations

Enterprise customizations & support

Contributor consulting service

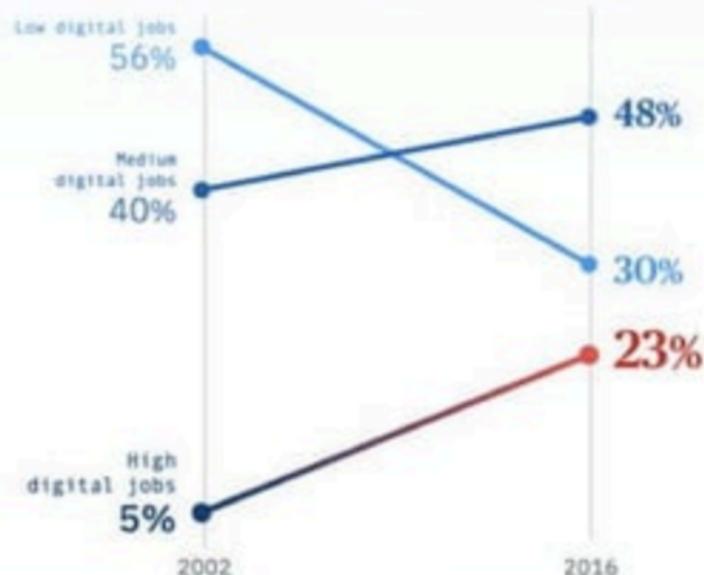
Events & conferences

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2 Branch or fork from someone else's work



3 Comment, compare, & merge in a structured environment



A collage of three overlapping screenshots from a code management platform. The top-left screenshot shows a commit history for user 'sophshep' with entries like 'switch default' and 'Merge branch'. The middle screenshot shows a diff view for 'app/assets/stylesheets/head' with line numbers 1-5 and changes like '- min-height: 40px;' and '+ position: st'. The bottom-right screenshot shows a 'Request a review' dialog box with a search input field and a blue button labeled 'sophshep Sophie Shepherd'.

Yet no integrated platform exists to help professionals find, use, & improve knowledge they need at work.

1

Waste time looking for reliable knowledge



What are the most common sales objections? How do I handle them?

10 Answers

Denise James Drake, Husband | Writer | Sales & Entrepreneurship Coach

This is a big question, and it's hard to answer without the specifics of your industry. That being said, I like big questions, so I do my best to give you a quick overview of the most common objections and how you can turn those objections into conversations.

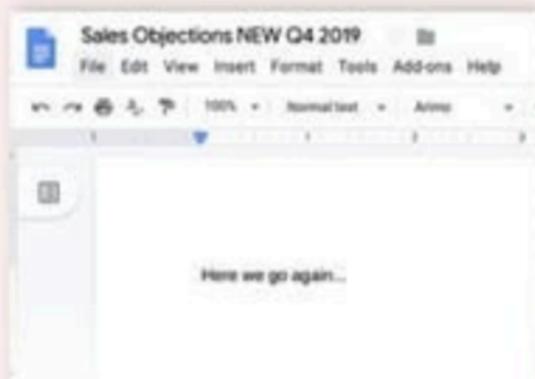
Your product/service is too expensive

There is already knowledge, and a lot of professionals will use online tools that will

Quora Medium
Forbes HubSpot

2

Recreate from scratch every time



Sales Objections NEW Q4 2019

File Edit View Insert Format Tools Add-ons Help

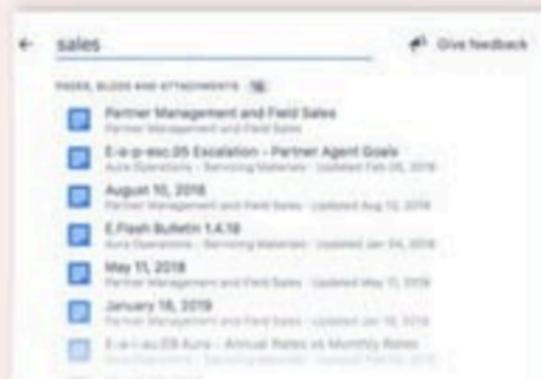
100% Normal text

Here we go again...

Google Docs Office
Dropbox Paper N

3

Struggle to maintain structure and order



sales Give feedback

- Partner Management and Field Sales
- E-4-g-ec-35 Escalation - Partner Agent Goals
- August 10, 2018
- E-Flash Bulletin 1.4.18
- May 11, 2018
- January 18, 2019
- E-4-g-ec-35 Audit - Annual Rates vs Monthly Rates

Confluence slab
GURU Slite

As a result, every company wastes valuable time and money reinventing the same knowledge toolkit.

AS AN INDIVIDUAL

Professionals spend 20% of their week on knowledge management, at a cost of

\$2,36

6

PER MONTH

AS A COMPANY

US companies spend heavily on internal knowledge tools.

\$101bn

2018 MARKET SIZE

Companies are spending more each year as the problem gets worse.

10%

ANNUAL CAGR

Global spending on learning & development is even bigger.

\$366b

2018 MARKET SIZE

Sources: 10 hours comes from the McKinsey Global Institute report on social productivity tools average best practice is 12.52.2018, assuming a 10-hour environment, market spend numbers come from Statista.com

n

UNTIL NOW.

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Searchable knowledge that answers common questions fast

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Harvard Business School



Taylor Thompson

Cofounder & Head of Knowledge Operations

Cofounder, PhamaSecure

Cofounder, Curious Learning

Consultant and Writer, Harvard Business Review

Harvard Business School



Malinda Coler

Cofounder & Head of Contributors

Director of Customer Experience, Paxie

Director of Business Operations, Insikt & iCracked

Cofounder, LessonsUp



Dan Bartlett

Cofounder & Head of Engineering

CTO, OpenSit (acquired)

CTO, School Guide UK

CTO, Alamex

Avid blogger



Eddie Wu

Head of Product Management

Director of Product, Aura

Head of Digital Experience, Capital One

University of North Carolina



Curtis Shoung

Head of Customer Development

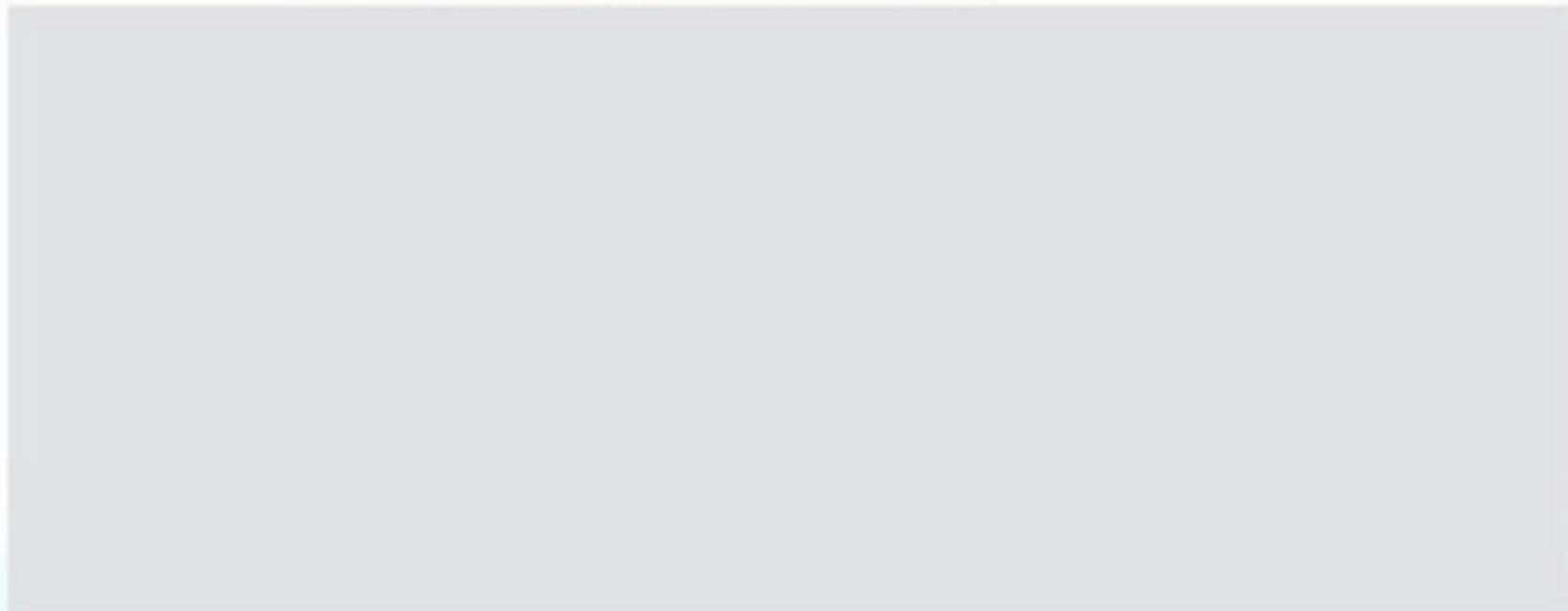
Head of Business Development at Clara Labs

VP Growth at LifeMetrix (acquired by HootSuite)

Business Dev at awe.sm (acq. by Unified Social)

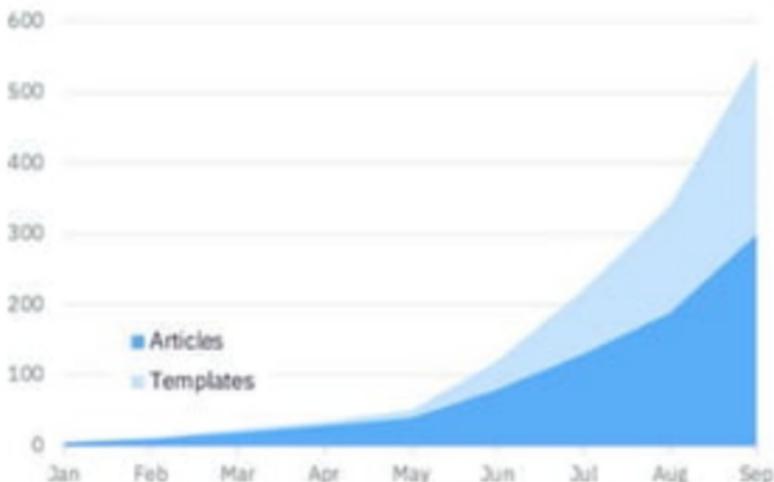
**In under six months, we've built a
robust product loved by 50 customers.**

SELECTED CUSTOMERS (INCL. FIRST MONTH TRIAL)



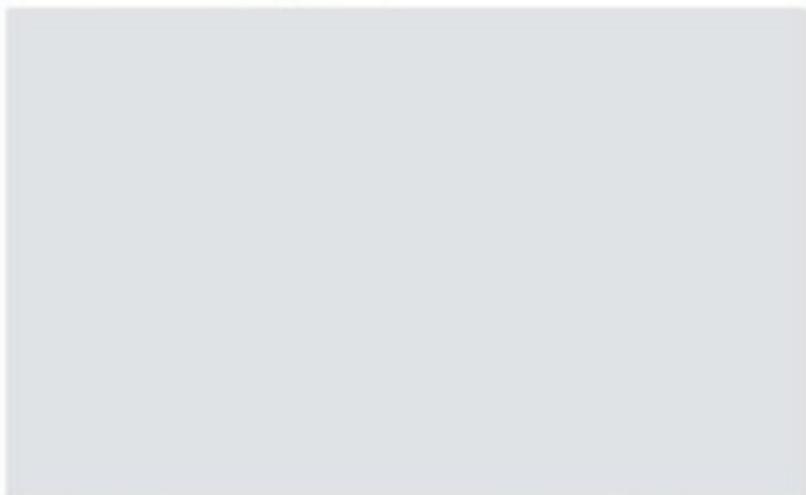
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Bookmark, share, or copy a doc from read mode to edit mode.

Customize it to your liking with best-in-class compositional tools.

The image displays two side-by-side screenshots of the Almanac interface, illustrating the transition from a document in 'Read Mode' to 'Edit Mode'.

Left Screenshot (Read Mode): Shows a document titled "How to Build the Perfect Hiring Process". The top right corner features a red box containing the "Read", "Share", and "Copy" buttons. The document content includes a sub-header "The steps of the recruiting process" and a paragraph starting with "It's commonly accepted that achieving product market fit and scaling sales and marketing are the most important conditions of a startup. But there's a third critical element beyond business that built that will allow startups to compete your ability to do".

Right Screenshot (Edit Mode): Shows the same document in edit mode. A red box highlights the "Read", "Share", and "Copy" buttons in the top right corner. A red arrow points from the "Copy" button in the left screenshot to the "Copy" button in the right screenshot. Below the document content is a toolbar with icons for "Add Section", "Table", "Chart", "2x2", "Checklist", "Bulleted", "Numbered", "Quote", "Code", "Download", "Image", and "Comment".

Almanac ensures documents stay clean, organized, and trustworthy over time.



Comments & Assignments



Group-based Sharing



Engagement Score



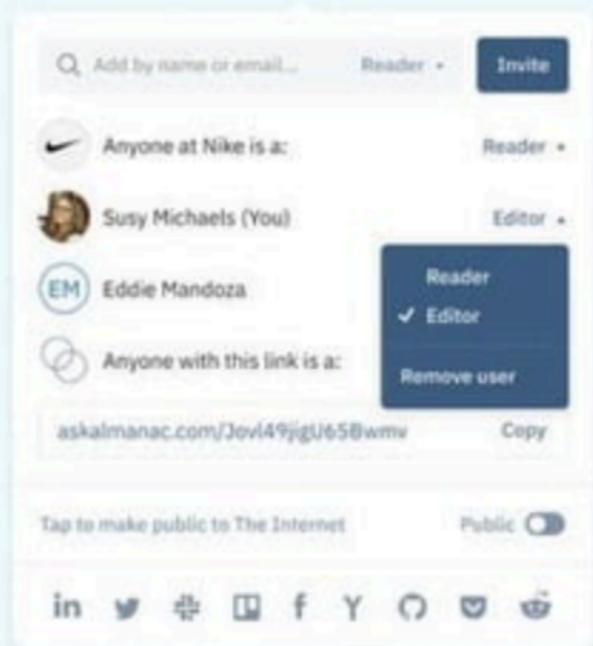
**Doc Change Log
(diff view)**



**Doc Lineage
(Version History)**



Merge Requests



These features add up to a documentation platform that is 10x faster than today's alternatives.



Status Quo

Searching &
reading
15 MINS

Asking
colleagues
10 MINS

Googling
in Docs
7 MINS

Filtering
what's "good"
12 MINS

Reformatting
in Docs
10 MINS

Adjusting
sharing
2 MINS



*Question
at work*

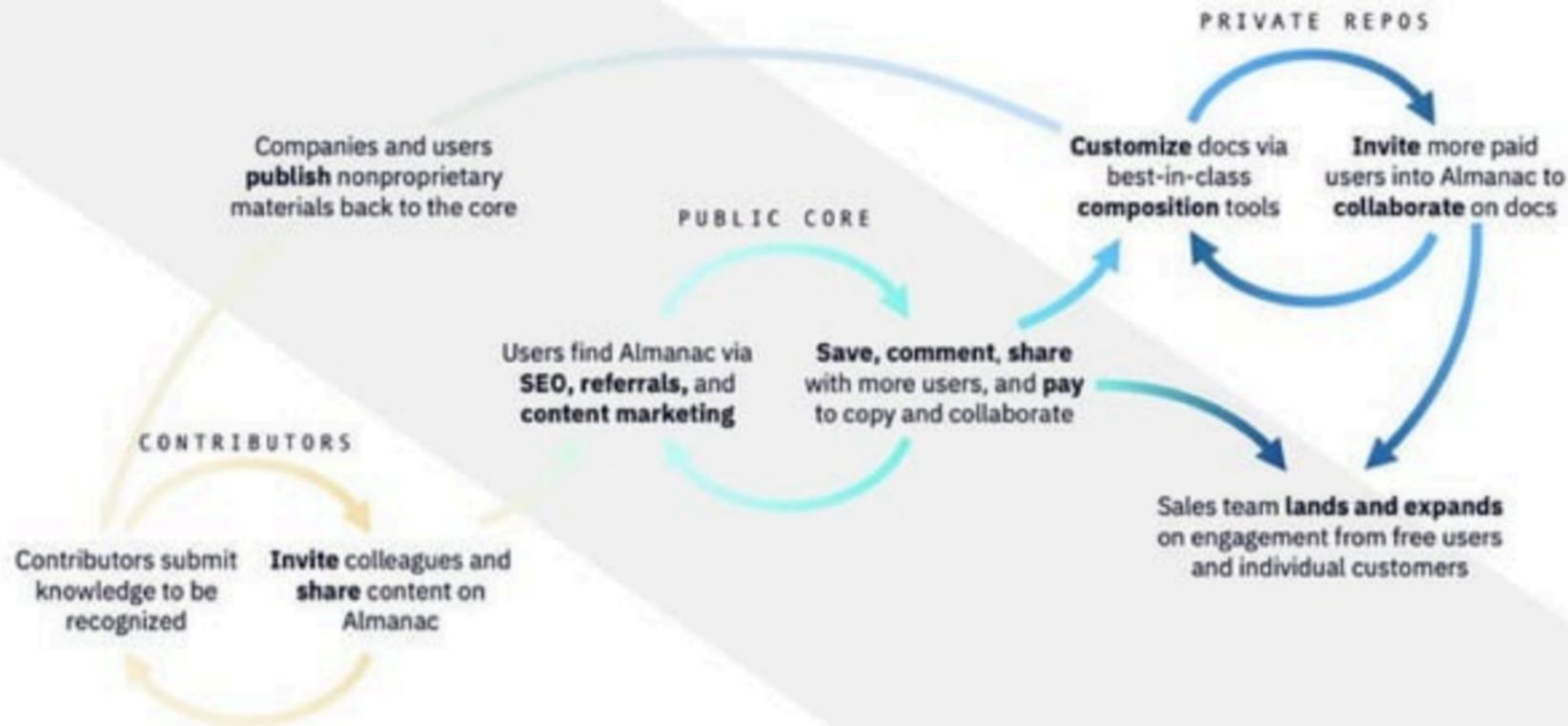
Almanac

Searching & reading docs
within & beyond your team
5 MINS

Get back to
doing great work
WITH MORE TIME

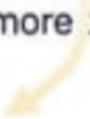
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10 Average customer demos
per week (June-Aug)



of demo customers
start a paying trial



average licenses
per paying customer

Almanac integrates knowledge and productivity in a bottoms-up growth model like no other platform.



Teams can easily try Almanac and expand its use across the company.

Startup

\$5 Per user per month (\$5/month annually)

- ✓ Up to 10 users
- ✓ 100 document limit
- ✓ No read-only access

Pro

\$10 Per user per month

\$8 Per user per month billed annually

- ✓ Unlimited users
- ✓ Unlimited documents
- ✓ Unlimited read-only guests

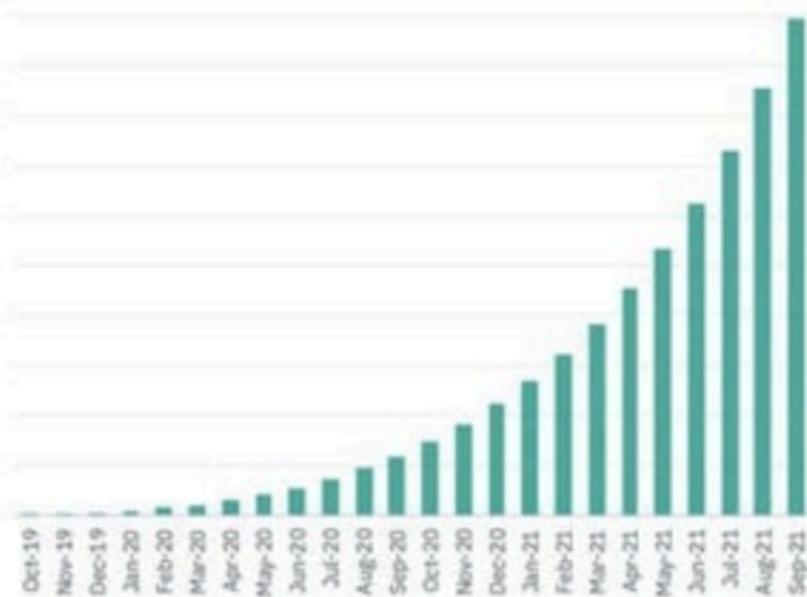
Enterprise

LICENSE TIER	LICENSE COST	DISCOUNT
50-99	\$7.50	-7%
100-199	\$7.00	-13%
250-499	\$6.50	-19%
500-999	\$6.00	-25%
1000-1900	\$5.50	-31%
2000+	\$5.00	-38%

- ✓ Annual flat subscription based on license tiers
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We project growing at 30%+ MoM to reach ~60K paying customers within two years.

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OCT19 - DEC20



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