

Problem

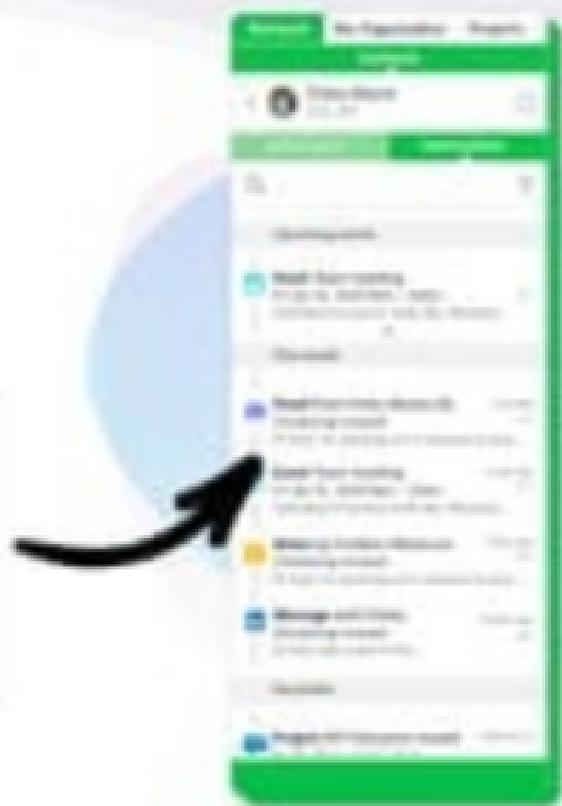
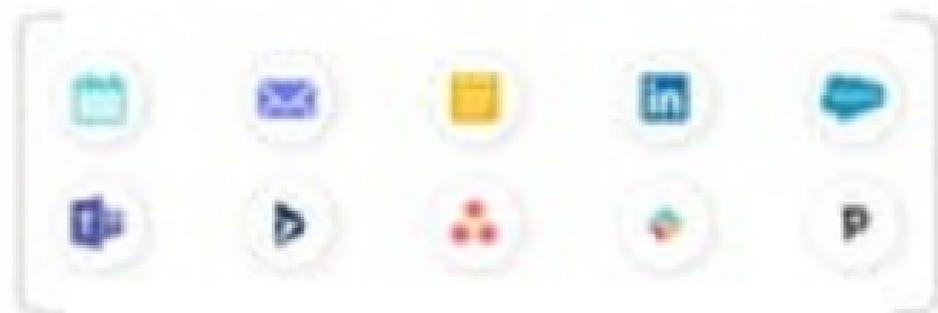
This, is how professionals prepare for emails, calls and meetings every single day

1. Search through inbox
2. Search through calendar
3. View LinkedIn profiles
4. Check for notes
5. Check internal messaging app
6. Search in CRM
7. View project management tool
- etc...



Solution

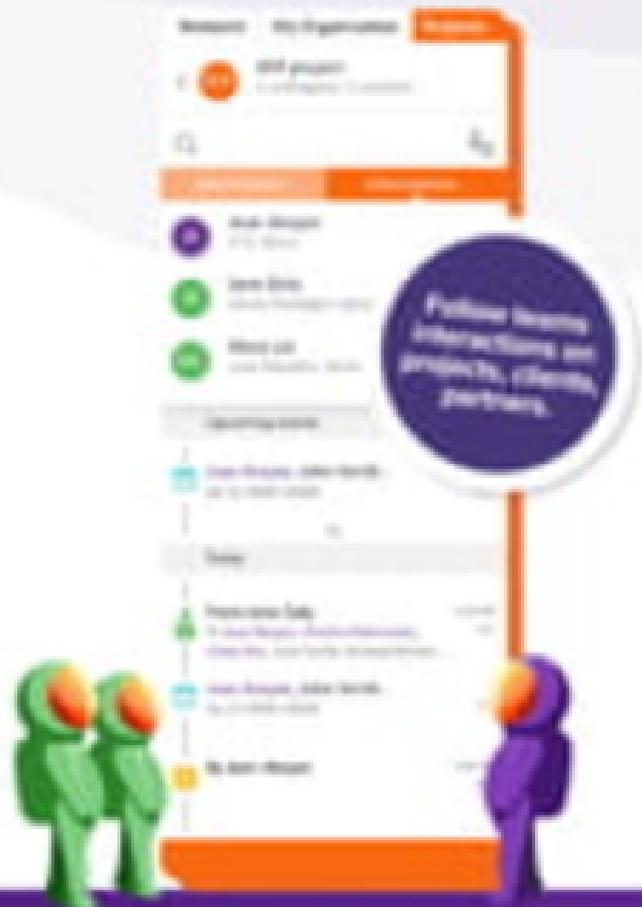
Blinx aggregates all business interactions into one timeline in Office 365



Why Businesses love us

Company-wide relationship insights available to everyone

- ✓ Who do we know at _____?
- ✓ Who interacted with _____ recently?
- ✓ _____ is a decision maker!
- ✓ You should follow-up with people in project _____



Blijinx

Relationship productivity for business professionals



Problem

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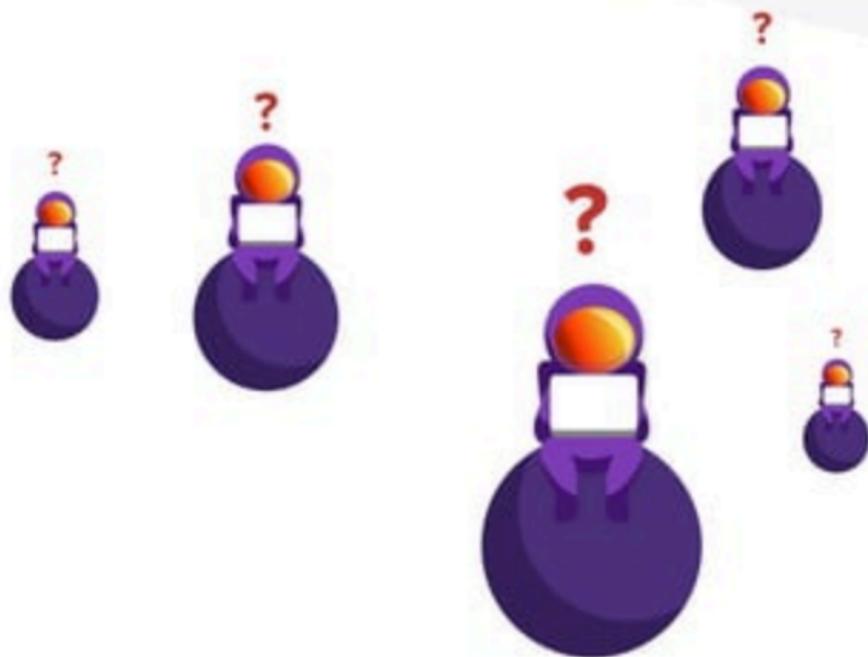
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Problem

Siloed relationship information leads to :

- ✗ Limited information known
- ✗ 3 hours/week lost managing data
- ✗ 30% of opportunities missed
- ✗ Inefficient project workflows
- ✗ No team collaboration on contacts



Traction after only 2 months

- ✓ \$0 ⇨ \$40,000 ARR

innovitech

CPA

- ✓ 32 deals in discussion \$200,000 ARR

Alithya

TALSOM

HR
w/ze

meWS

MONT-ROY

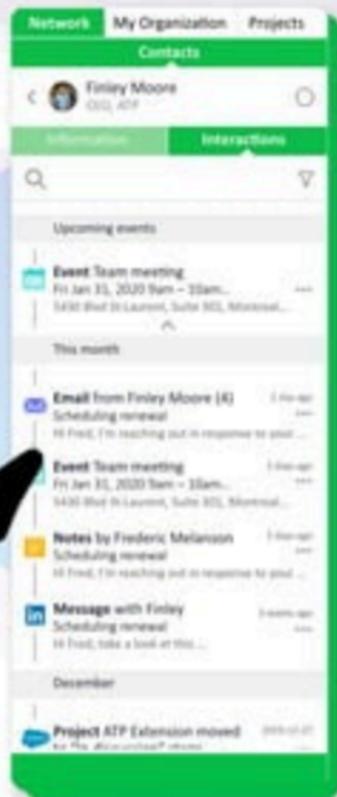
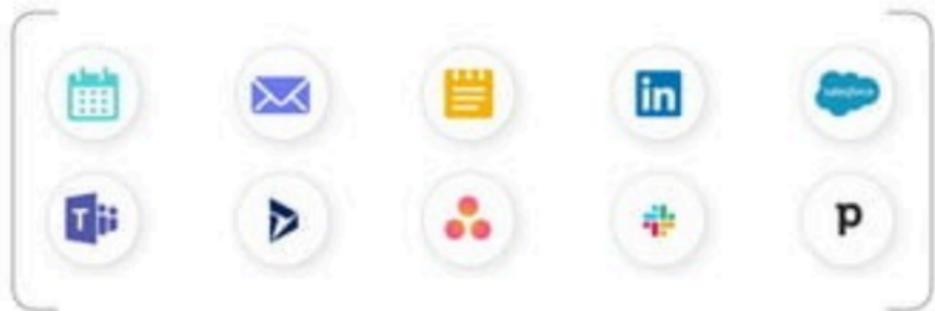
RENNO & CO

- ✓ Pilot project with one of the top banks in Canada



Solution

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The screenshot shows a mobile application interface for a project named 'ATP project'. At the top, there are tabs for 'Network', 'My Organization', and 'Projects', with 'Projects' being the active tab. Below the tabs, it says 'ATP project' and '1 colleagues, 2 contacts'. There is a search icon and a refresh icon. Below that, there are two main sections: 'Information' and 'Interactions', with 'Interactions' being the active section. Under 'Interactions', there are three team members listed: Jean Atoyan (CEO, Sales), Jane Daly (Direct Paradigm Syner), and Mary Lin (Lead Education, Sales). Below the team members, there is a section for 'Upcoming events' with one event listed: 'Jean Atoyan, John Smith...' on Jan 31 10AM-12PM. Below that, there is a section for 'Today' with two messages: 'From Jane Daly' (To Jean Atoyan, Charles Fataoude, Cindy Kim, John Smith, Howard Martin...) and 'By Jean Atoyan' (To Jean Atoyan, John Smith...). At the bottom of the screenshot, there are three stylized human figures: two green ones on the left and one purple one on the right, all with orange heads.

Follow teams interactions on projects, clients, partners.

Business Relationships Opportunity North America

1M Businesses
using Office 365

Enterprise
~ 500 employees


\$36B /year

 + 
\$80B /year

SMB
~ 20 employees


\$4B /year

 + 
\$9B /year

Initial Market Focus

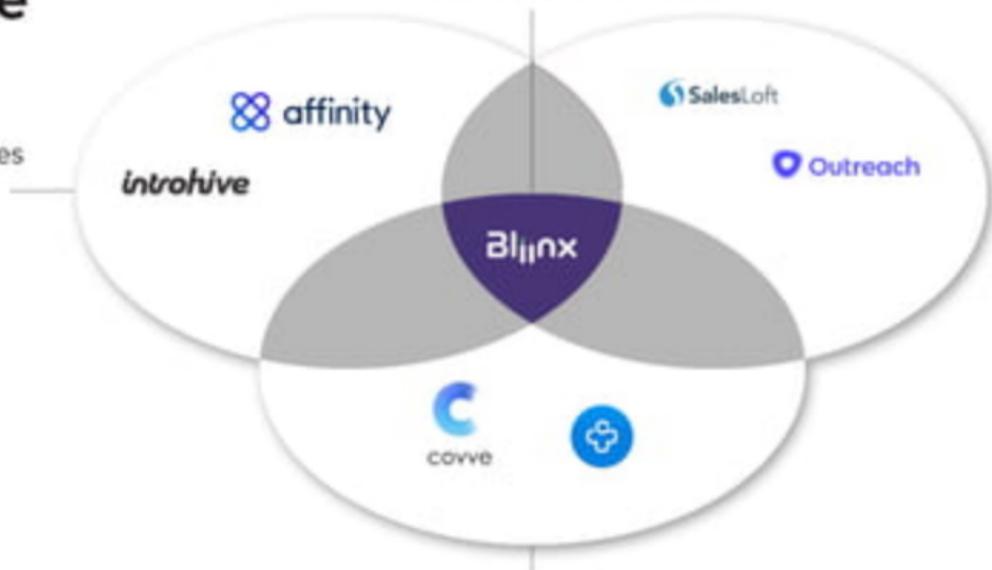
Professional
& Financial
services
\$1.8B /year

Source: Zoominfo 2020 - NAICS 2019

Competitive Landscape

- ✓ Integrated in Workflow
- ✓ Easy to Use
- ✓ Better Insights
- ✓ Collaboration in Teams

- ✗ Limited Data Sources
- ✗ Depend on CRM
- ✗ Poor UX



- ✗ For Sales Only
- ✗ Complex

- ✗ Lack of Integration
- ✗ No Collaboration
- ✗ Security

Customer Acquisition

Direct Sales

✓ 20% trial rate

\$200 CAC
\$4,000 avg ARR



Channel partners

✓ Clients

innovitech

TALSOM

Alithya*

Bottom-up

In validation/testing

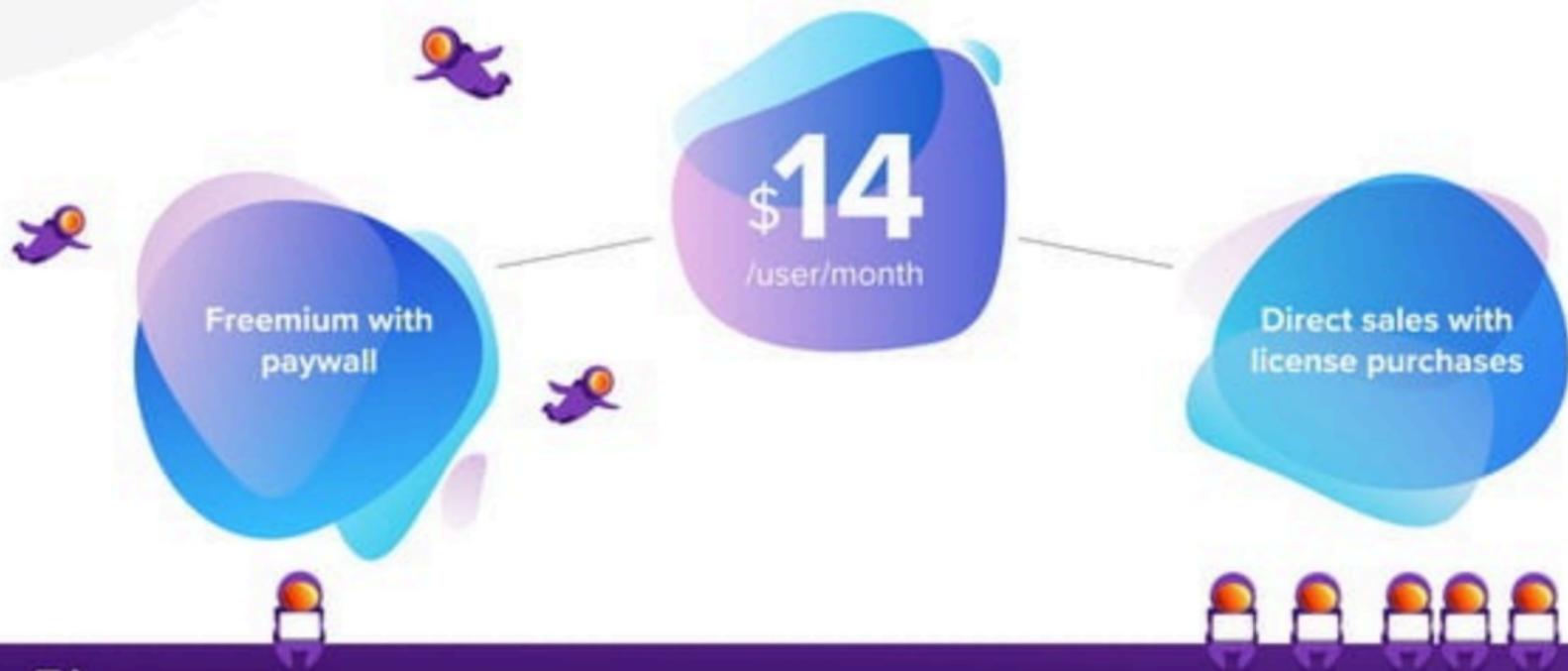
\$40 CAC
\$120 avg ARR

Google Ads

facebook Ads

Linked in ads

Business Model



Team

Founders



Fred - CEO

- Leader in EQ, RQ and Business Dev
- Founded @WeeSound

WeeSound  McGill



Nathan - CTO

- Former Ubisoft & Google engineer
- Built & Sold 3D development project in 2016

Google  UBISOFT



Stephane - CMO

- 15 years in advertising / Art Director
- 3 years helping tech firms with branding & UI/UX

 
CINQE DU SOLEIL

Advisors



Gabriel Sundaram

COO, and Head of Growth at bus.com





Ian Jeffrey

CEO of Breathe Life and founder at Password Box (Acquired by Intel)





Armando Biondi

Head of growth at MailUp Group and founder of AdEspresso (Acquired by Hootsuite)



Our Investors



Panache Ventures
Most active Seed fund in Canada



500 startups
San Francisco

innovitech
Innovation - vision - technology

Management consulting firm
& Blinx's client



Armando Biondi

Head of growth at MailUp Group
and founder of AdEspresso
(Acquired by Hootsuite)

[AdEspresso](#)



Rémy Thérien

Founder and Chairman, Croesus

 **CROESUS**



Anthony Rjeily

Digital Innovation Partner, EY



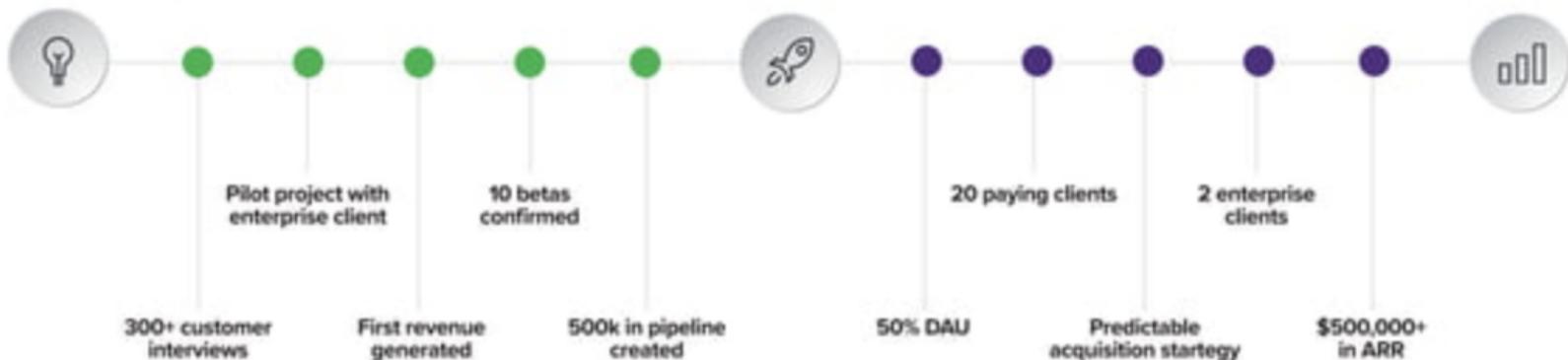
Timeline

Runway : 18 months

Q1 2020
Proof of concept

Q2 2020
Pre-Seed

Q4 2021
Seed round



Bliinx

Relationship Productivity
for Business Professionals



Frederic Melanson
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