

WE LAND AND EXPAND



150% annual expansion: the "land & expand" strategy works.

THE RIGHT MIX OF PASSION AND EXPERIENCE



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CTO, co-founder



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Head of Sales

1st sales @  



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Head of Customer Success

Former head of upwells @ 

Unfair access to pool of excellent French engineers





FRONT

All your company's external communications
in one collaborative inbox.

THE PROBLEM

Email is the most important business communication channel

215 billion

EMAILS SENT PER DAY

54%

ARE BUSINESS EMAILS

7%

YEAR-ON-YEAR GROWTH

But email is a tool designed for personal use



NOT COLLABORATIVE



BAD PRODUCTIVITY



ERROR-PRONE

THE SOLUTION

Rebuilding email, for business this time

COLLABORATIVE

Company > Team > User
Share, assign, mention
As transparent as can be

INTEGRATED

Analytics
3rd party integrations
Open API

UNIFIED

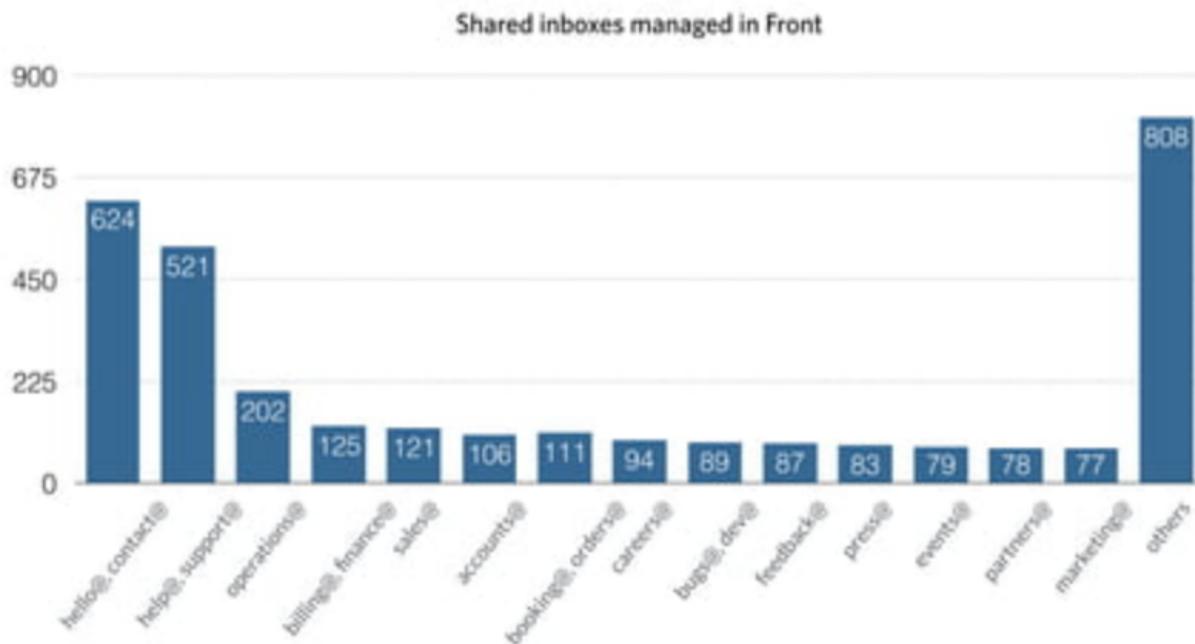
All email providers
All channels    
All teams

A multichannel *email* client, where every conversation finds its way to the right people, and is accounted for in the right system.

COMPETITIVE LANDSCAPE



WE HAVE A HEAD START



Shared inboxes were the perfect wedge:
small commitment, big pain, willingness to pay, lower expectations for MVP.

SELECT CUSTOMERS



onfinestay

Front works for teams of all sizes, across many different industries.

CUSTOMERS ARE VERY SATISFIED

“ Front has a great user experience! It is extremely efficient, reliable, and easy to navigate.

Bellhops, 100 seats

“ Wouldn't go back to Gmail if you paid me.

Baroo, 20 seats

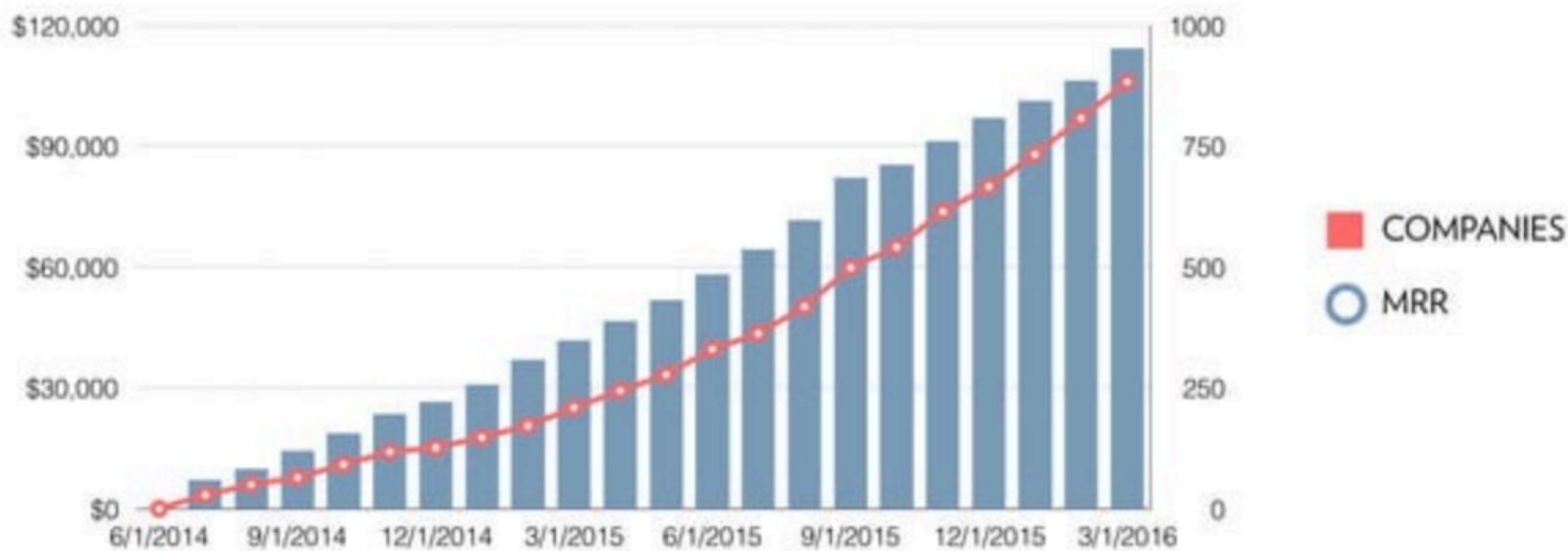
“ A wonderfully useful tool that has saved us time and energy. If an opportunity arises to recommend Front to other teams, even outside of MailChimp, it's always top of mind.

MailChimp, 4 different teams

“ I'm in love with Front!

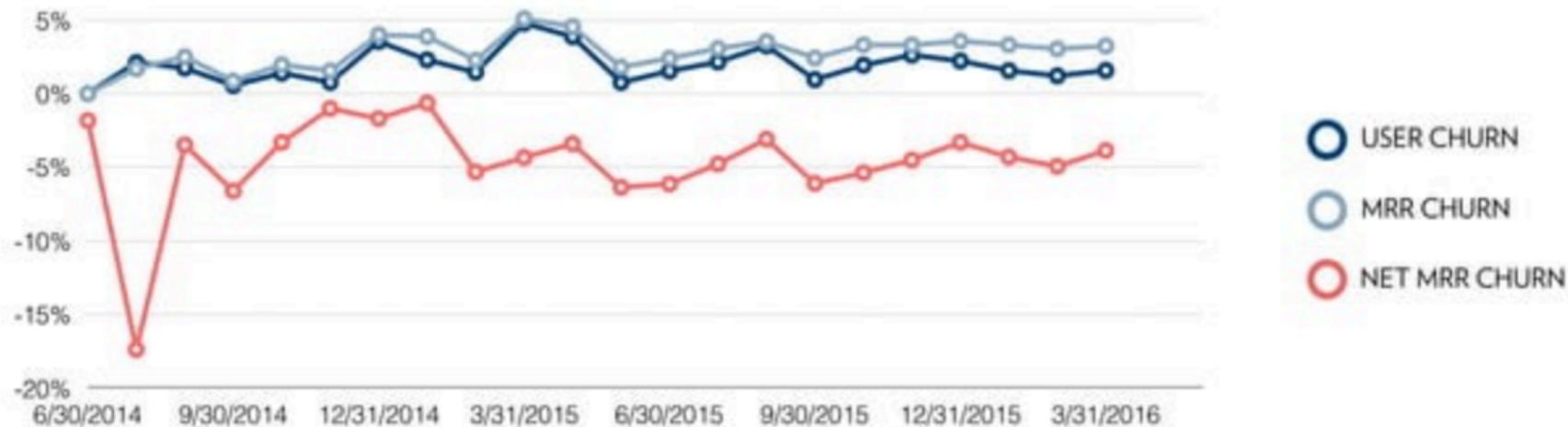
Guillermo Rauch, this week-end

CONSISTENT ORGANIC GROWTH



MRR grew 5.4 times in the past 12 months.

LOW CHURN



-3% monthly user churn, negative net MRR churn.



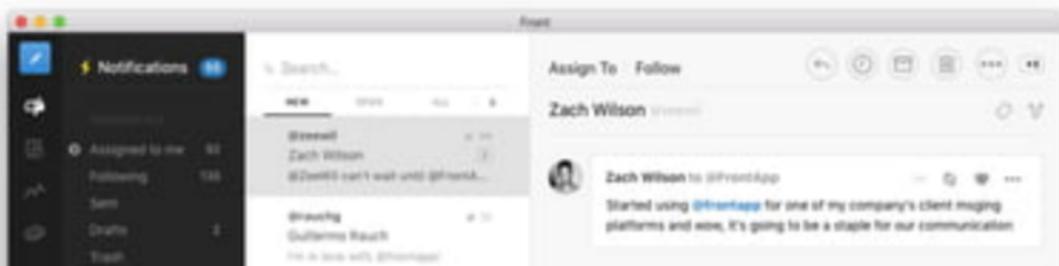
OUR FOCUS TO DATE

THE PRODUCT COMES FIRST

We're our first users
60% of payroll = Engineering
Support agents = 0

Fast iteration: frontapp.com/roadmap

No complex product lines: we only sell licences to use our only product



ACQUISITION CHANNELS

3 acquisition channels

ORGANIC GROWTH

70% of 2015 leads
Customer word-of-mouth
Leader on "shared inbox"

SALES

40 qualified demos / month / SDR
28% post-demo conversion
\$36k ARR added / month / AE

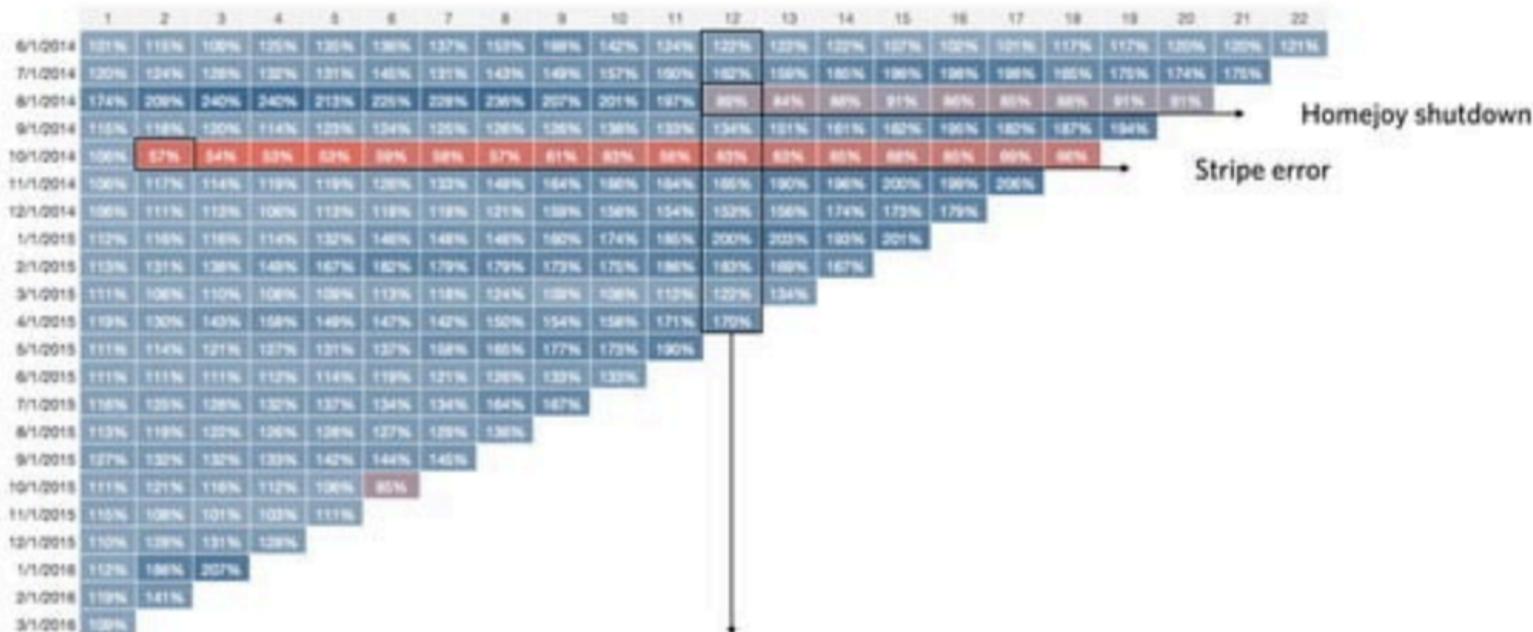
MARKETING

✓ Content playbook
✓ Co-marketing playbook
✓ Paid acq. unit economics

We've identified repeatable strategies to acquire new customers.
We will iterate on those and double down on the winners.

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Percentage of MRR retained relative to starting month



150% annual expansion: the "land & expand" strategy works.

WE'VE BEEN CAPITAL EFFICIENT

\$1.3m

Spent in 18 months to reach \$1.4m in ARR

\$1.8m

Left from last seed round

\$90k

Monthly burn

5 months

To be profitable



**RAISING \$10M SERIES A
TO ACCELERATE GROWTH**

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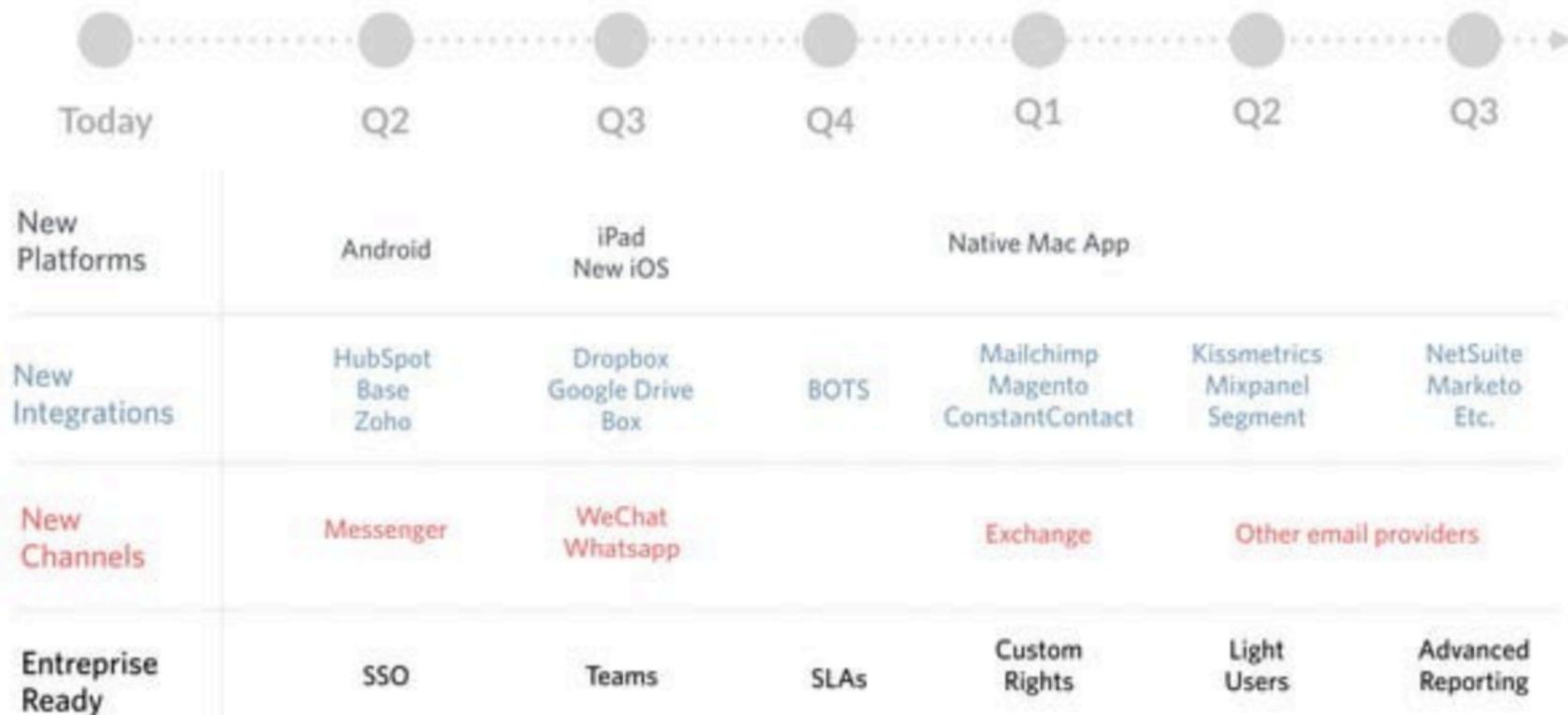
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THE PRODUCT ROADMAP IS CLEAR



PROJECTIONS



	2016	2017
ARR	\$3m	\$10m
Headcount	39	53

FUNDING

Series Seed

Sept. 2014

\$3.1M

Led by Softtech VC

Angel investments from:

Paul Buchheit

Elad Gil

& 32 more



Series A

now

\$10M

Committed:

Stewart Butterfield

Eoghan McCabe