

# Clients



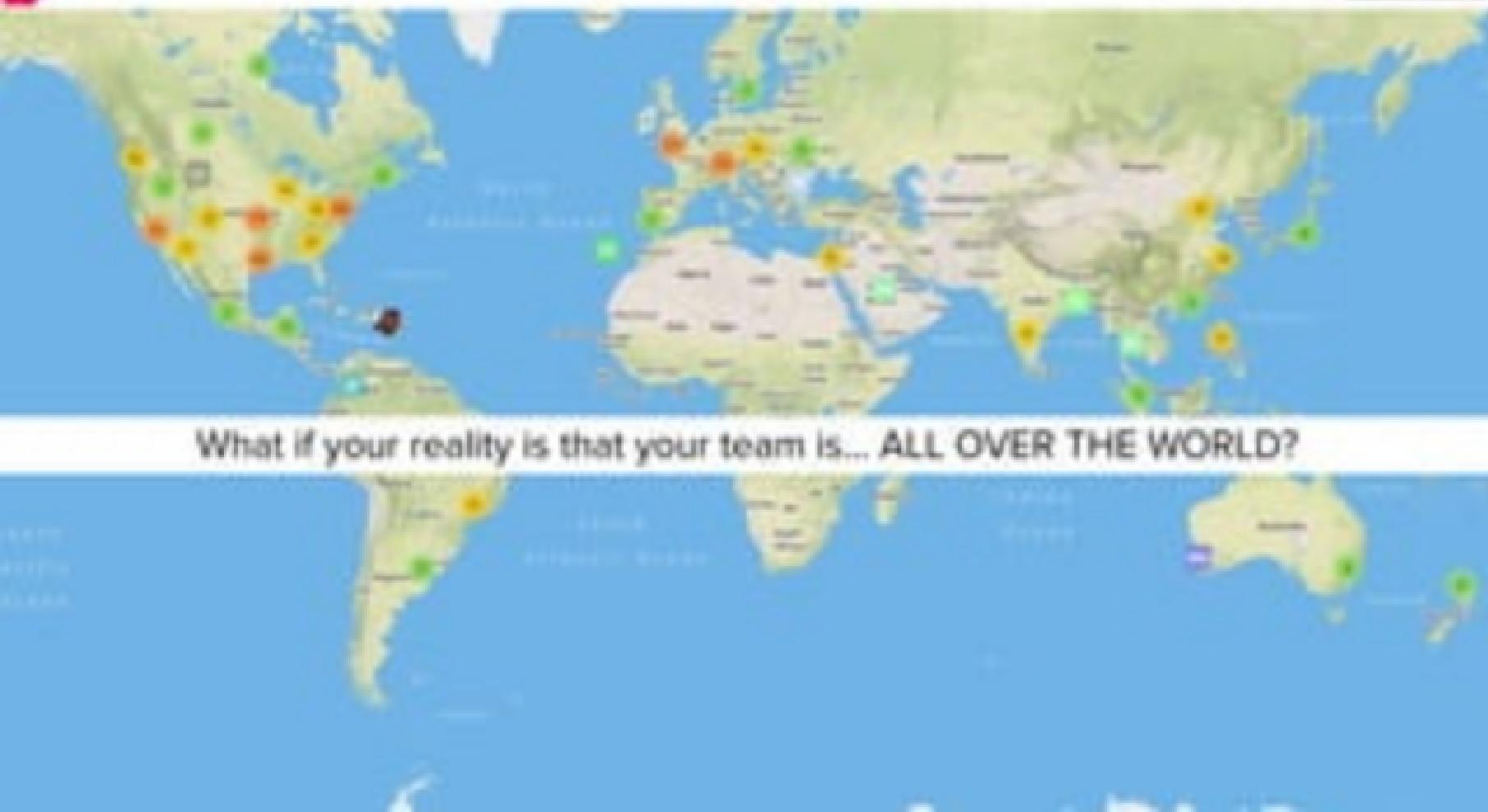
"MURAL has been a great asset in deploying IBM Design Thinking across the company. We have hundreds of globally-distributed teams collaborating daily using the tool."



Phil Gilbert, Head of IBM Design







What if your reality is that your team is... **ALL OVER THE WORLD?**



travel a lot to collaborate in the same location

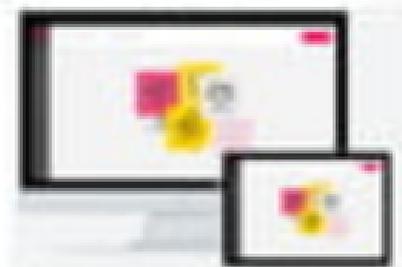


send pictures of whiteboards & point video cameras



hack productivity & collaboration software that is too structured

COOL TECH.  
REALLY.



Flexible Structure Digital Whiteboards



Continuous Collaboration

## Summary

Seed funded with \$2M from global investors



Nxtp Labs

IDEO



- **Visual Collaboration** growing due to Design Thinking & Experience Design
- **Remote work** growing due to distributed teams & digital nomads
- **Large Touchscreens** coming to every project room



A grayscale background image of a person's hands writing on a whiteboard. The whiteboard is covered with numerous sticky notes of various colors (pink, grey, white) and handwritten text. The person is using a black marker. The overall scene suggests a collaborative workspace or a meeting.

**M U R A L**

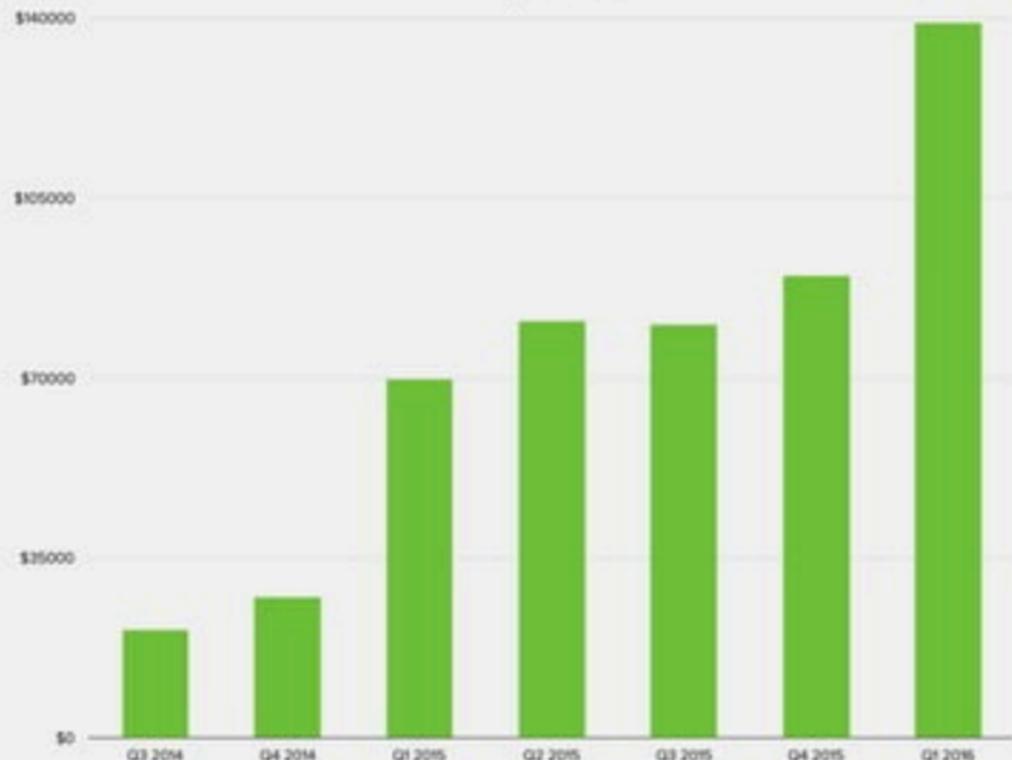
Collaborate Visually from Anywhere

founders@mural.co // [angel.co/mural](https://angel.co/mural)



# Recurring Sales

MRR per Quarter



**\$1.6M ARR**  
**95% y/y growth**

## Clients





Houghton Mifflin Harcourt



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Project Rooms help us create, have a shared vision and memory as a team





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Area	Objective	Key Performance Indicators (KPIs)	Current Status	Next Steps	Responsible Party	Timeline
Product Development	Launch new feature X	Feature completion rate, User testing scores	75% complete	Finalize design, Conduct user testing	John Doe	Q3 2023
Marketing	Increase website traffic	Website visits, Conversion rate	10% increase	Implement SEO strategy, Launch email campaign	Jane Smith	Ongoing
Customer Support	Reduce response time	Average response time, Customer satisfaction	15% reduction	Implement chatbot, Hire additional support staff	Mike Johnson	Q4 2023
Finance	Improve profit margins	Operating profit, Net income	5% improvement	Optimize operational costs, Review pricing strategy	Sarah Lee	Q1 2024

Category	1	2	3	4	5
Customer Satisfaction	😊	😊😊	😊😊😊	😊😊😊😊	😊😊😊😊😊
Employee Engagement	😊	😊😊	😊😊😊	😊😊😊😊	😊😊😊😊😊

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# Team



Second time entrepreneurs with world class team that has gone through a Startup in Residence program in leading design firm IDEO



Mariano Suarez-Battan

CEO

2x entrepreneur. Sold Videogames Publisher to Playdom/Disney



Patricio Jutard

Head of Product

Videogame scaled to 1M DAUs. Managed team of 40 developers and designers.



Jim Kalbach

Head of Success & Education

20y+ design veteran, O'Reilly author, workshop facilitator, ex Citrix & Razorfish.



Celeste Olivieri

Head of Product Design

15y+ design veteran & usability expert for enterprise customers



Johnny Halife

Head of Tech & Engineering

10y+ Tech veteran that worked on high performing products in Microsoft



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>Nxtp.Labs

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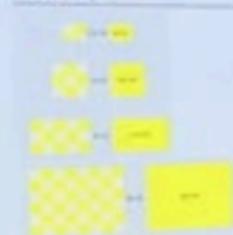


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# VISUAL SYSTEM SIMPLIFIED

## MODULES

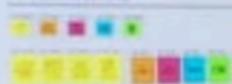


## HIERARCHY & VISUALS

### DEFAULTS



### PLANT VISUALS (DEFAULTS)



## GRID

