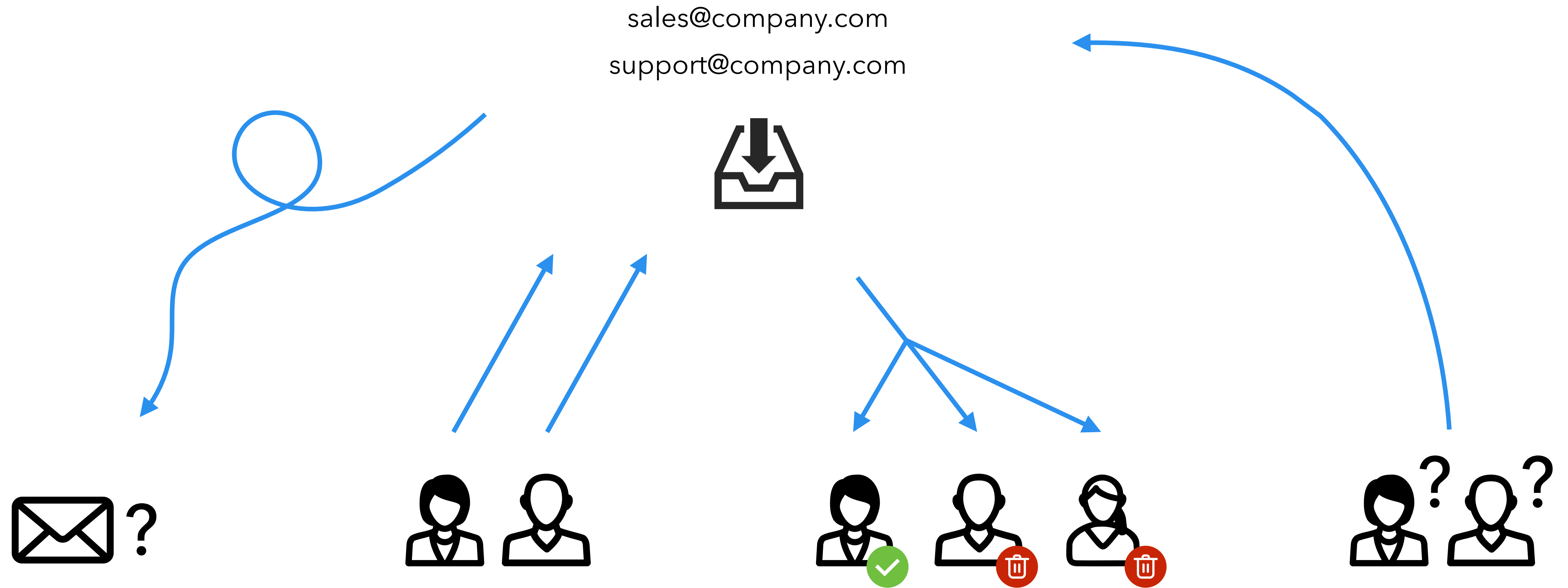




Email was never built for teams to collaborate

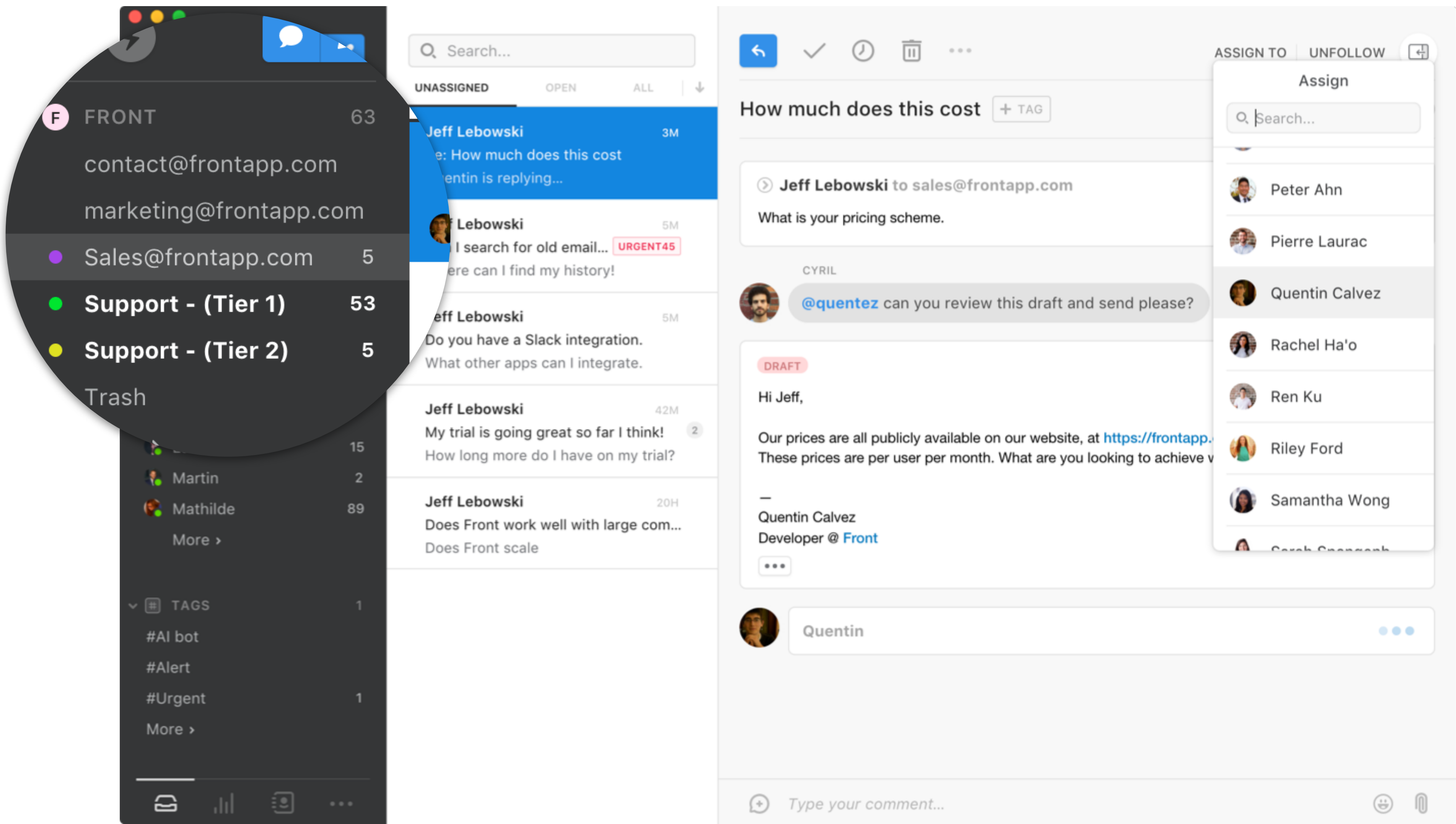


Productivity slowdown

Lost business

Bad customer experience

So we built the first shared email client



So we built the first shared email client

Automated rules

Reminders

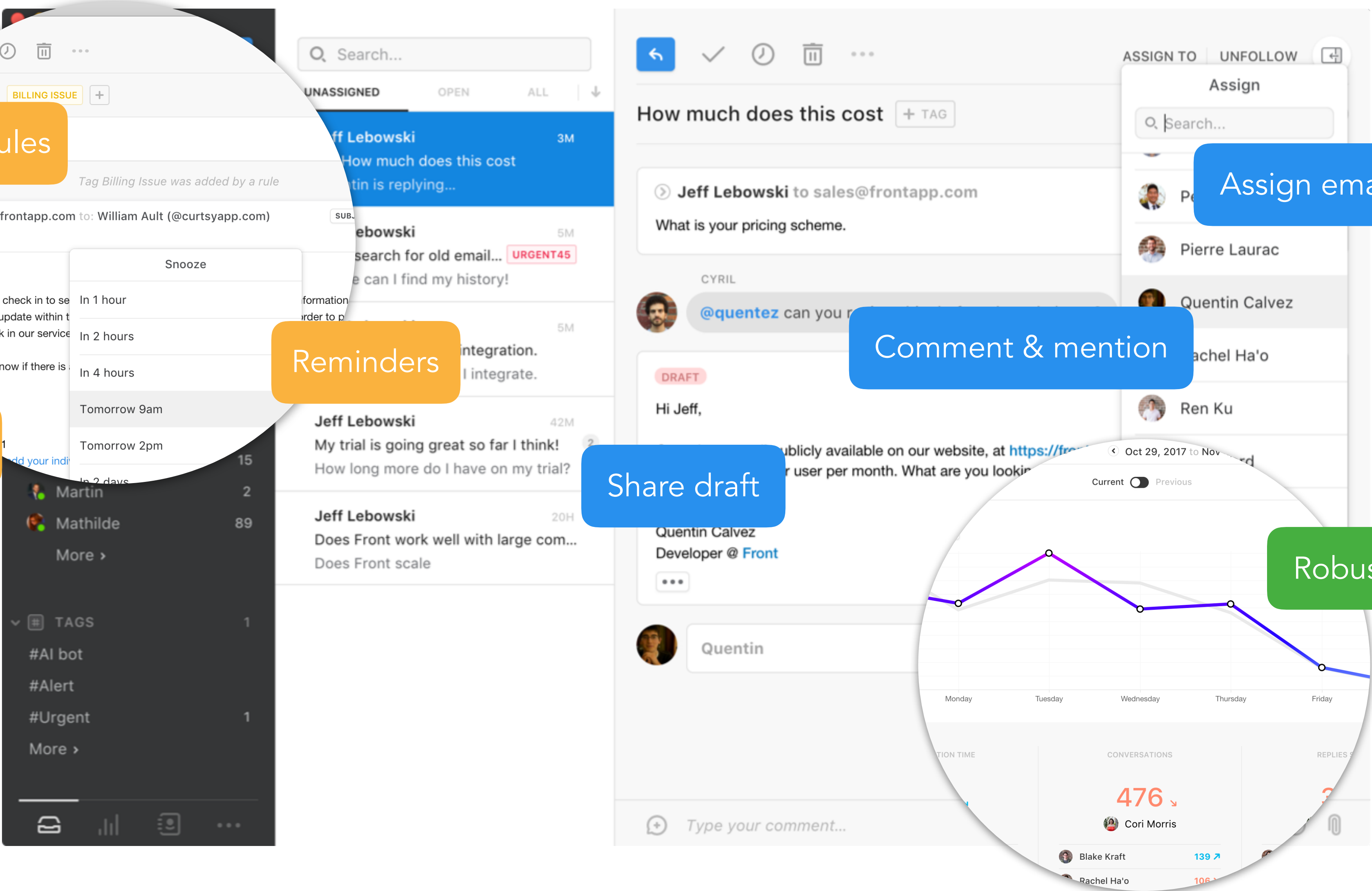
Canned answers

Assign email

Comment & mention

Share draft

Robust analytics



We rapidly broadened our value proposition

Multi-channel



Individual yet collaborative



Integrated

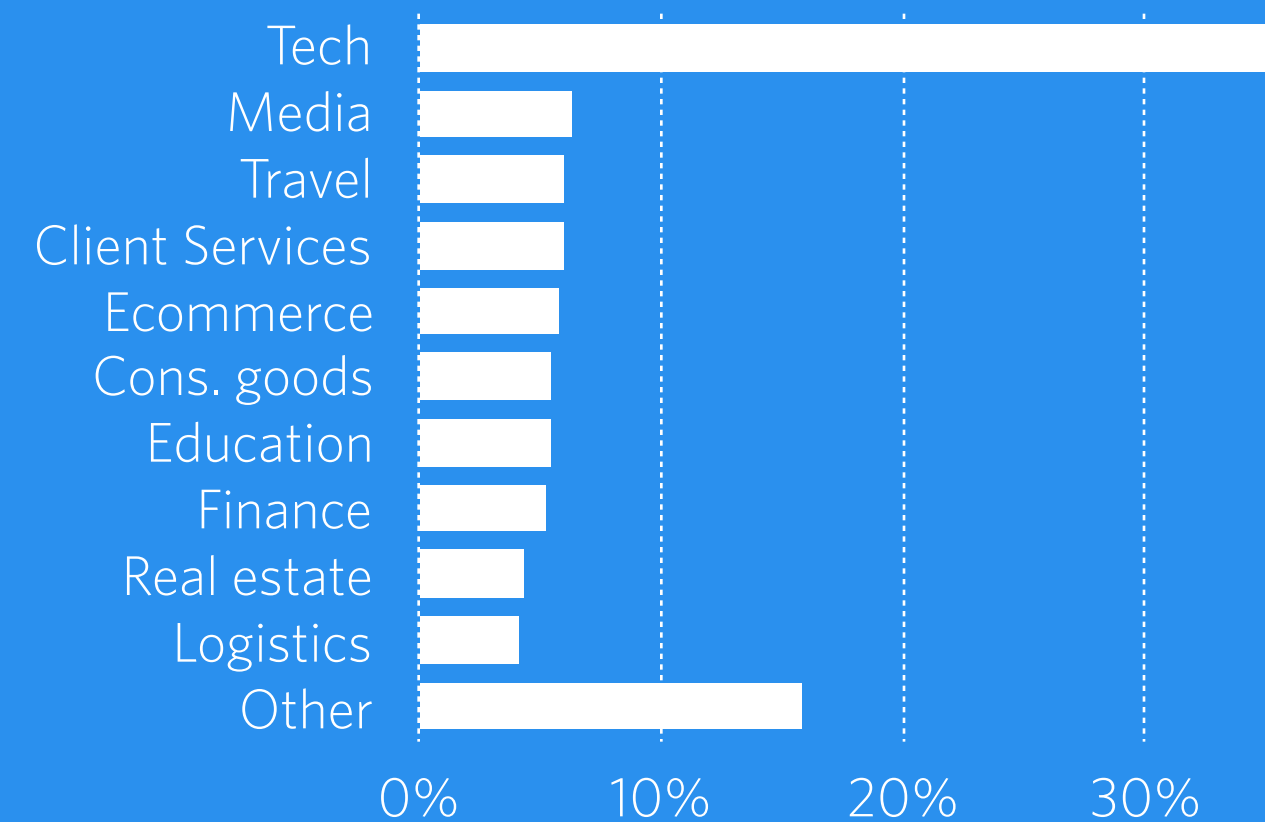


Shared Email —————> Collaborative Communication

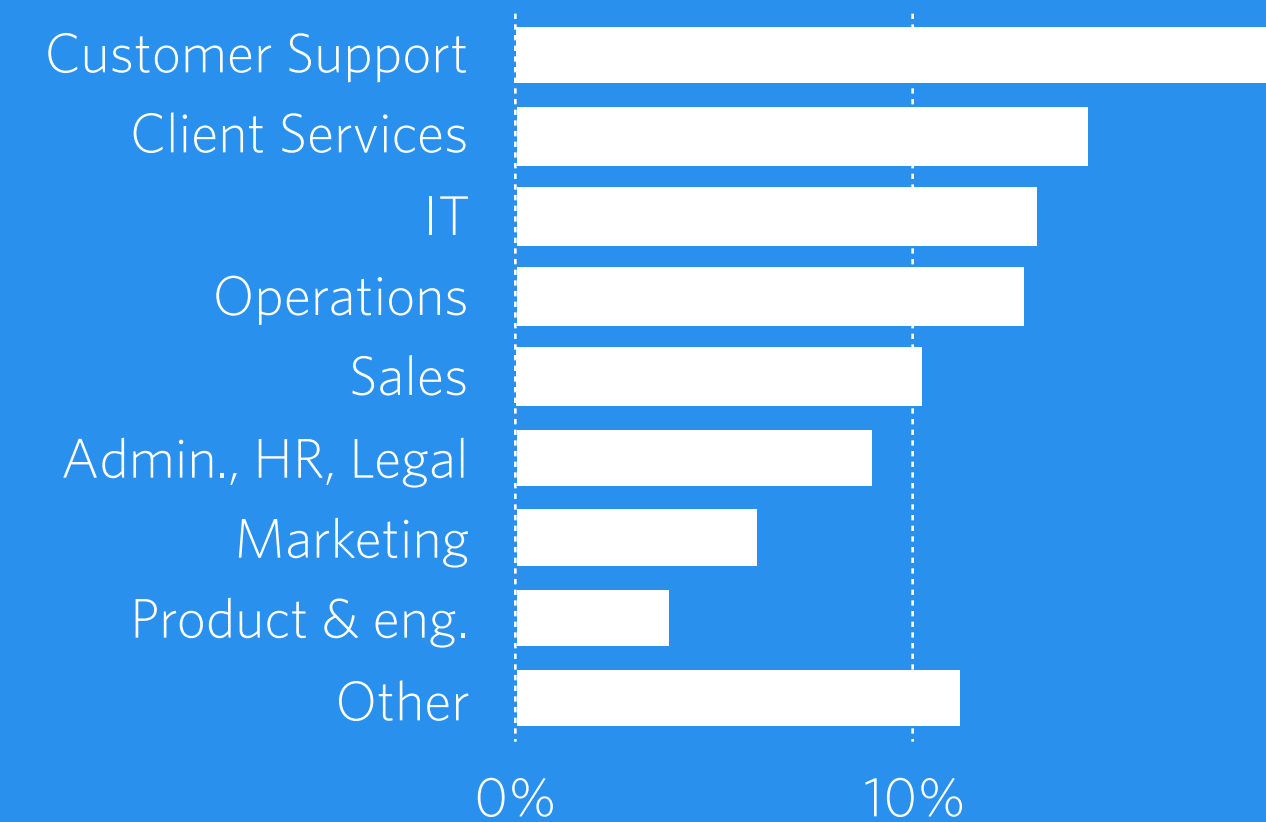
2300 companies use Front today



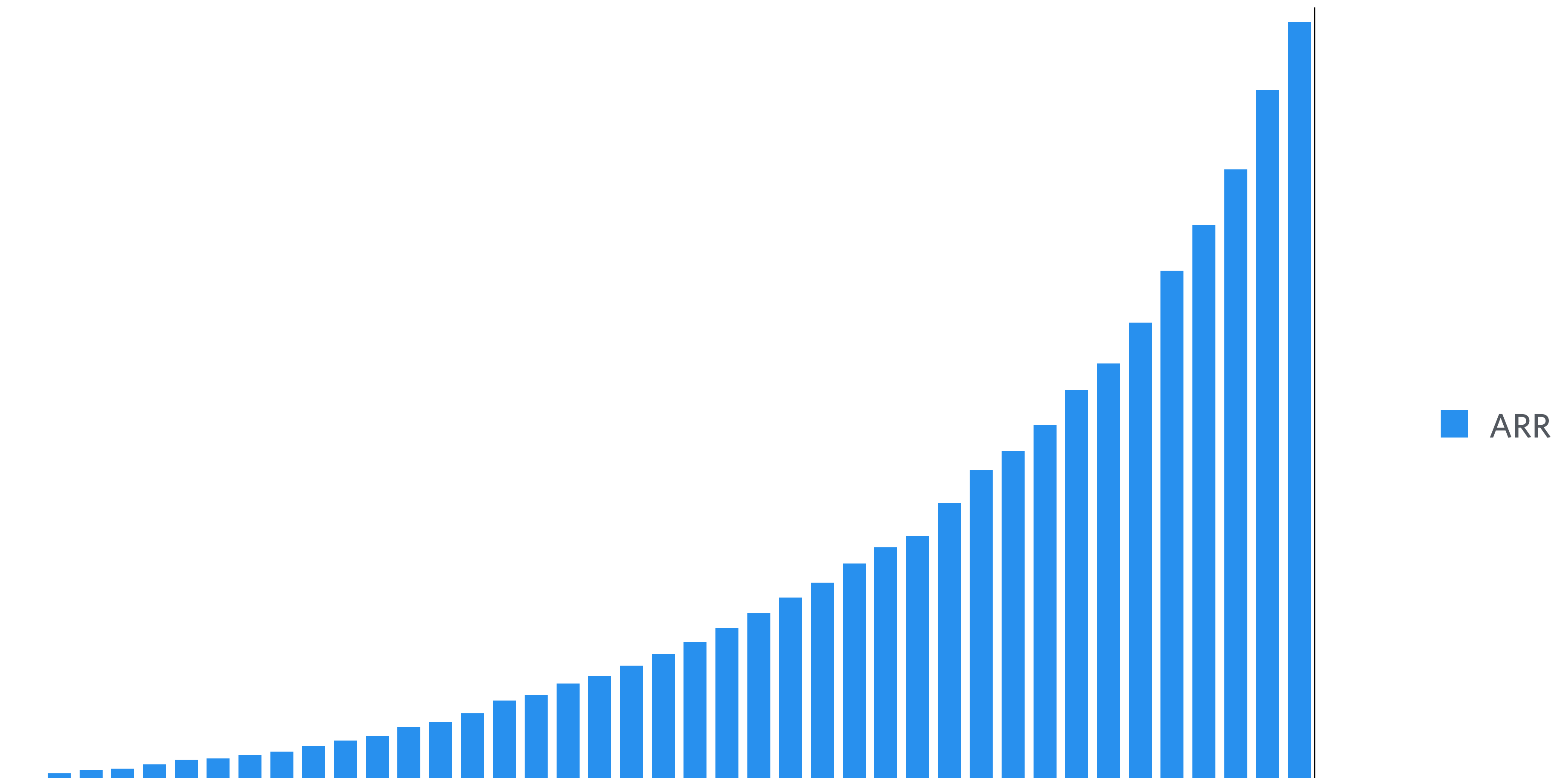
Diversity of industries



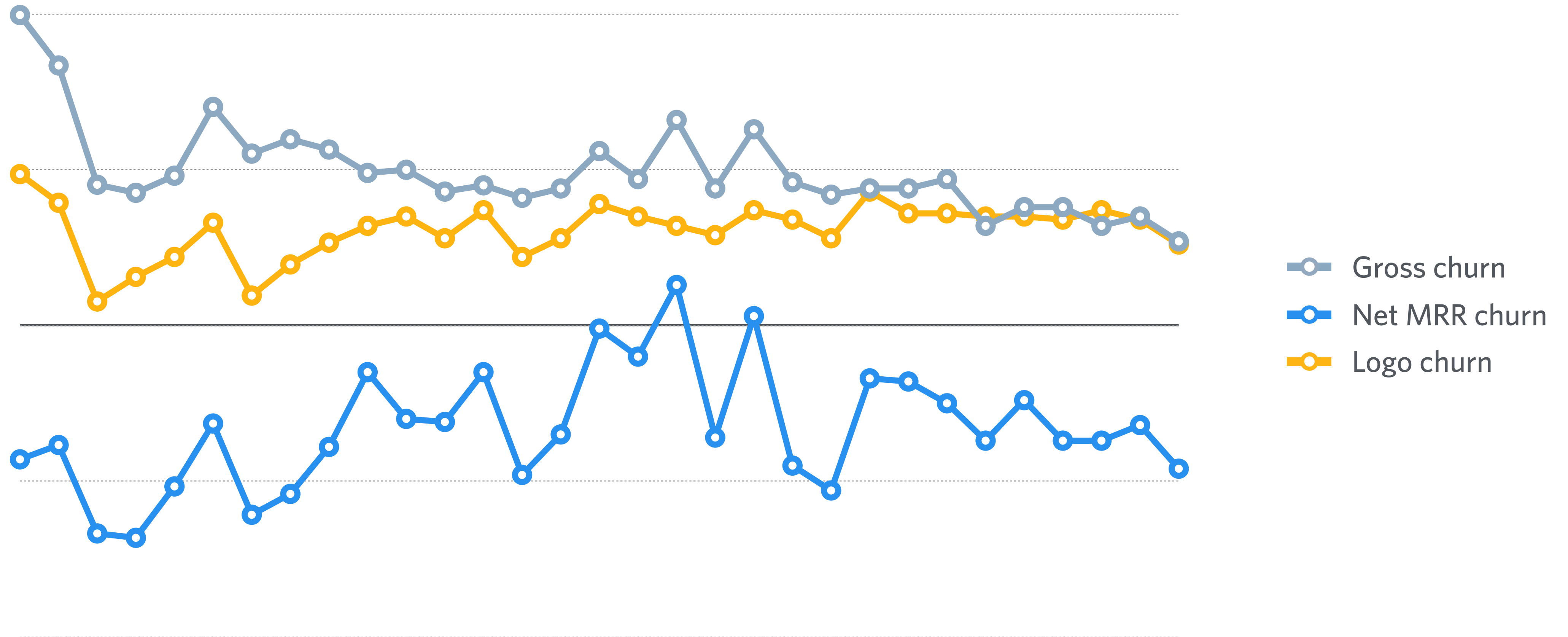
Diversity of use-cases



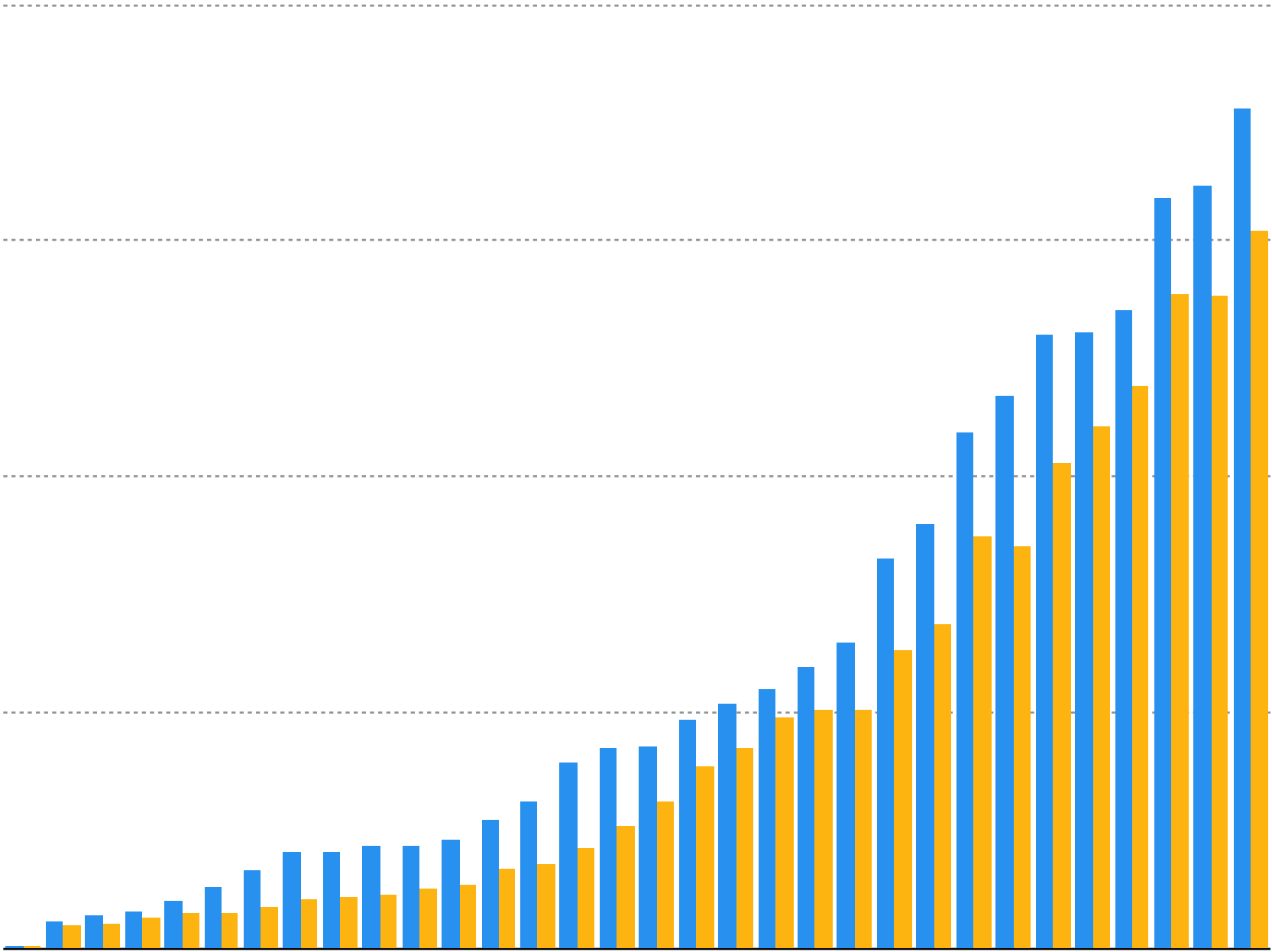
A very consistent growth of revenue



Churn keeps trending down...

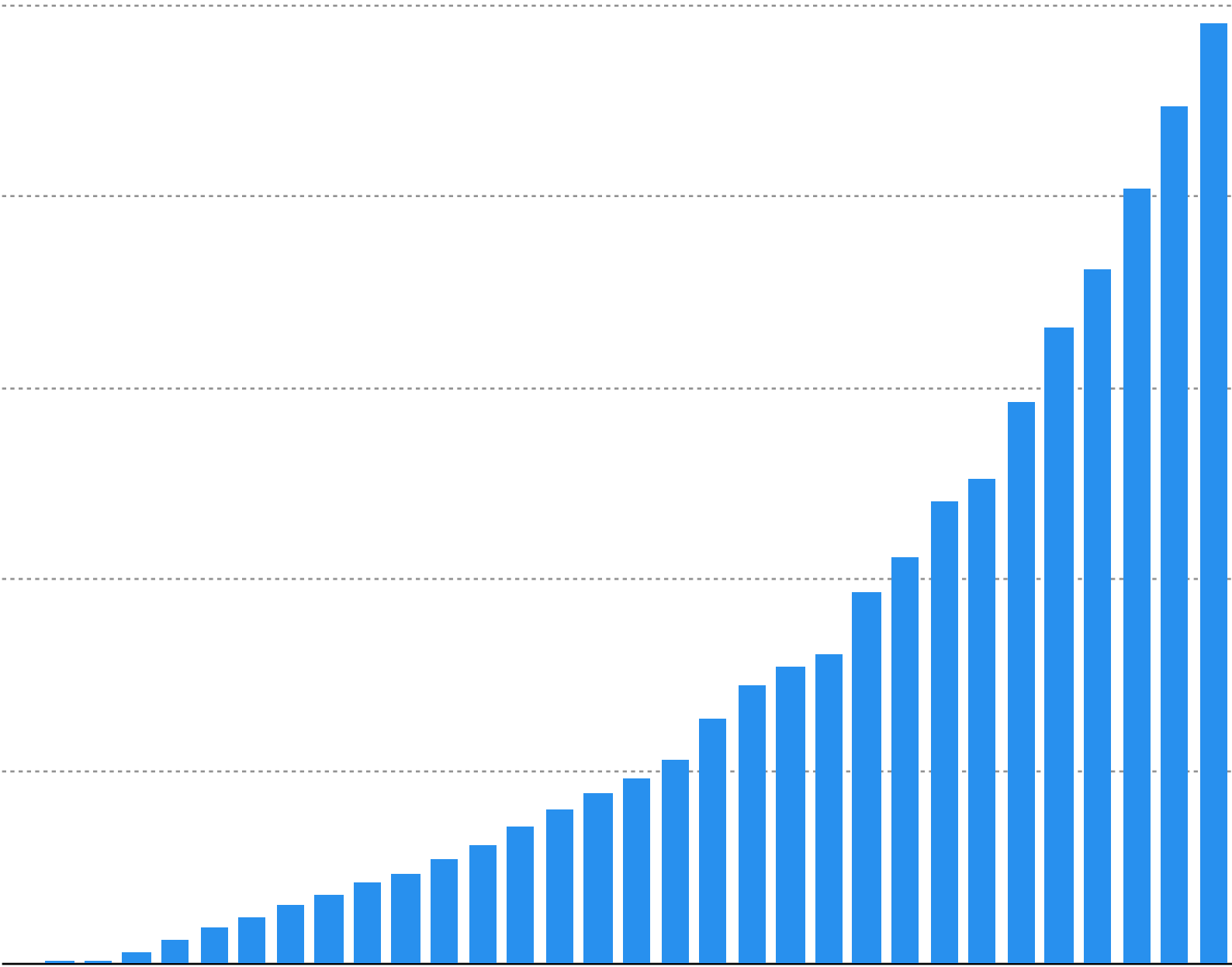


... while usage grows exponentially



Messages sent

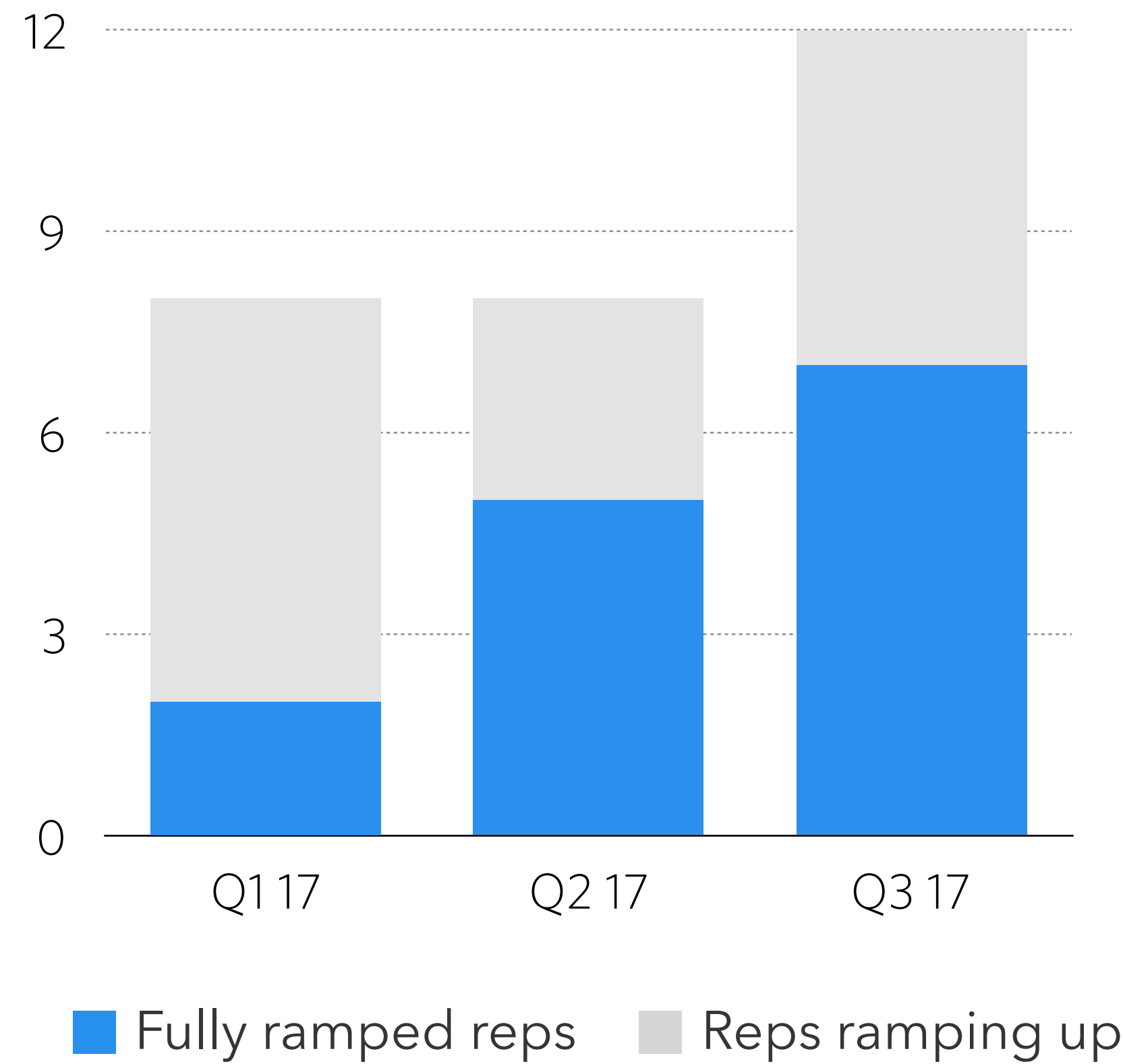
Comments & mentions



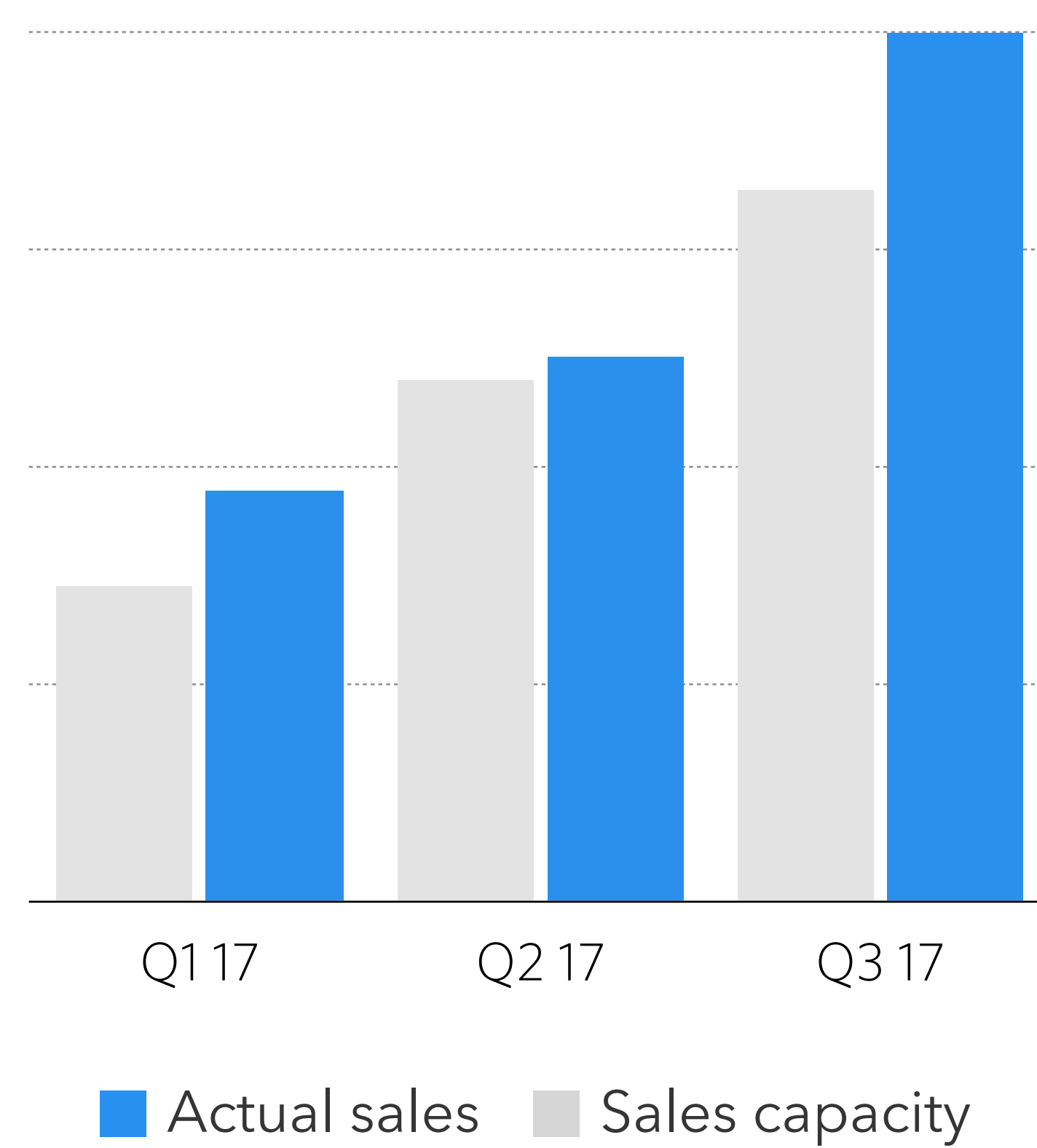
Individual email users

Building a predictable sales organization (1/2)

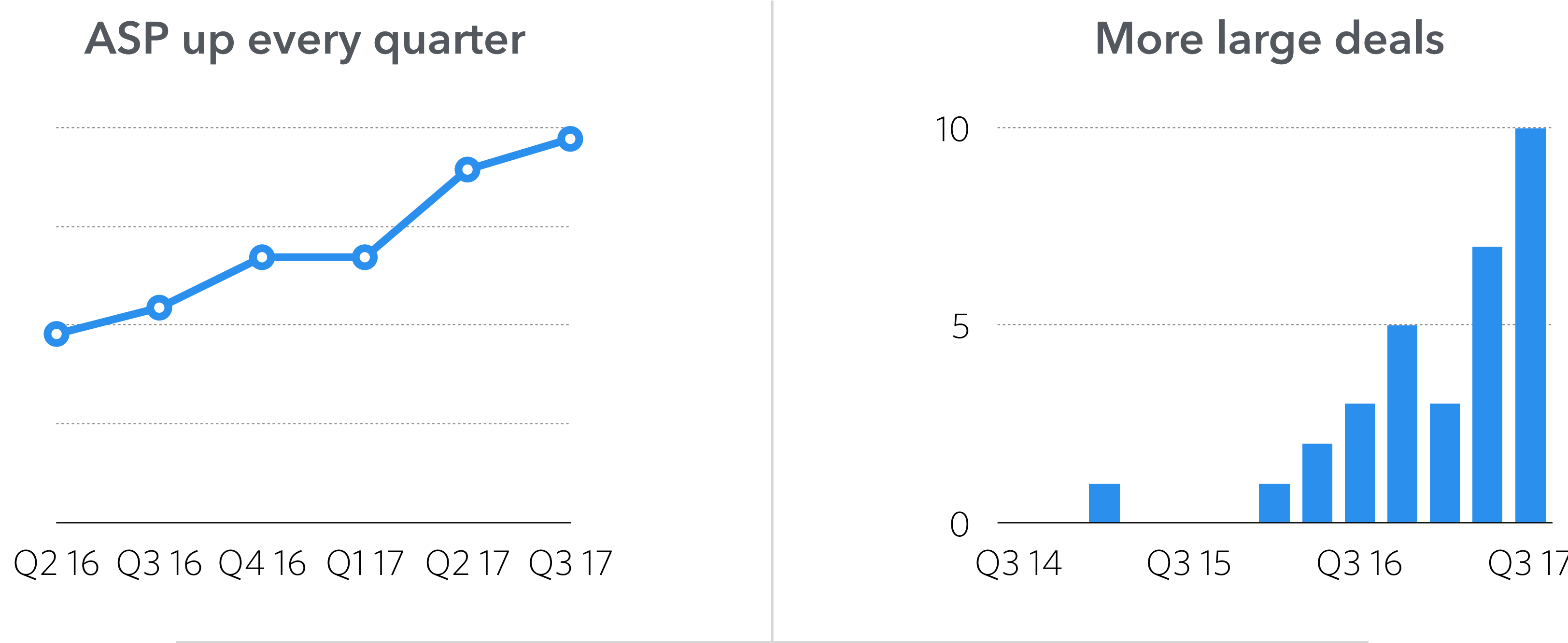
Growing team



Delivering above capacity



Building a predictable sales organization (2/2)



customer 1

Transportation

\$xx ARR

xx seats

customer 2

Operations Management

\$xx ARR

xx seats

customer 3

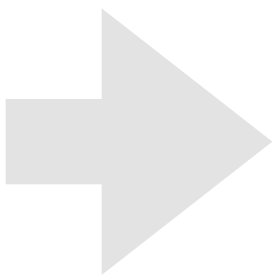
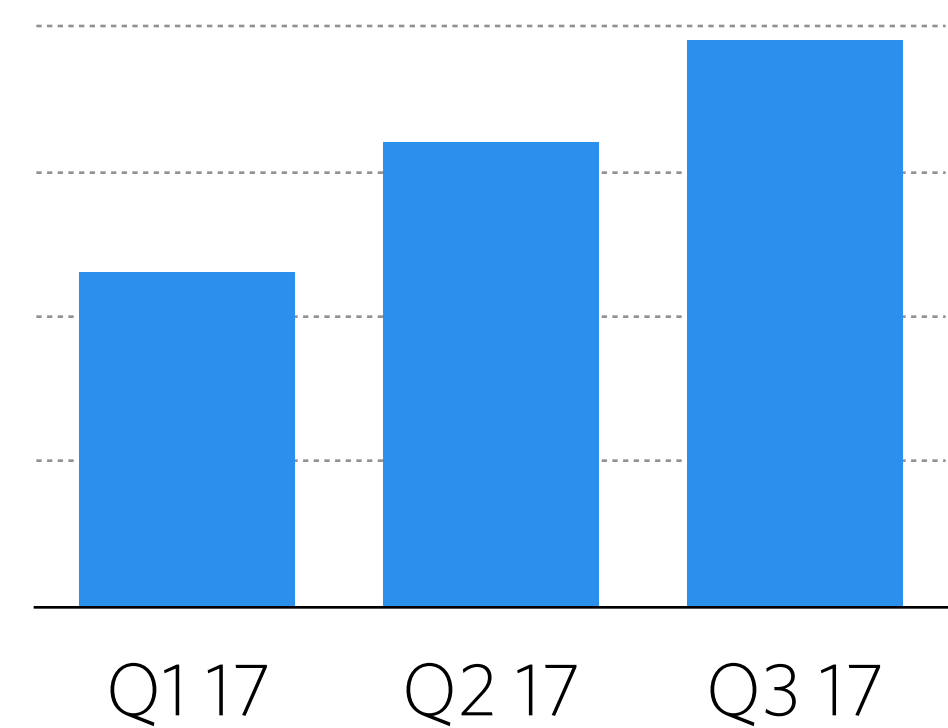
Online Retail

\$xx ARR

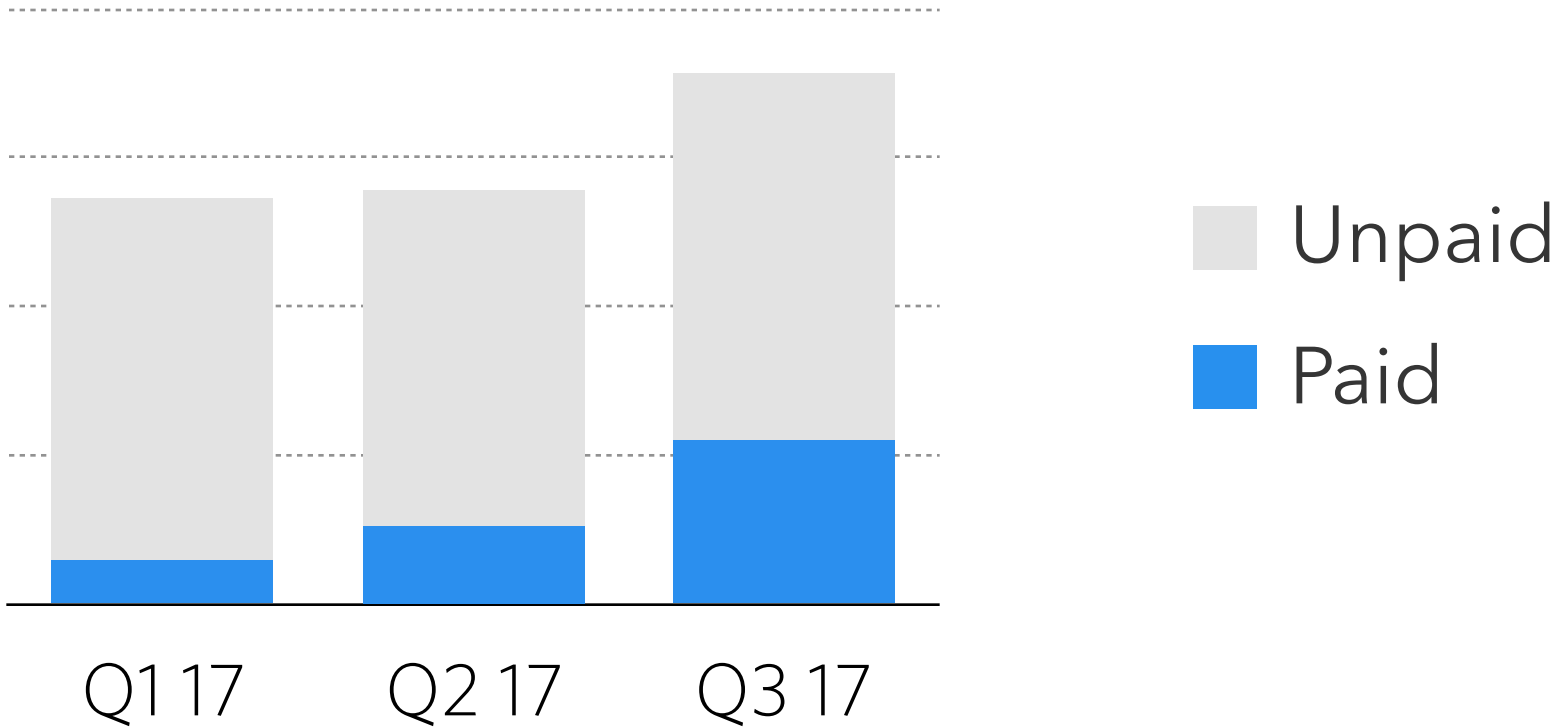
xx seats

Building a lead generation engine from scratch

More marketing spend



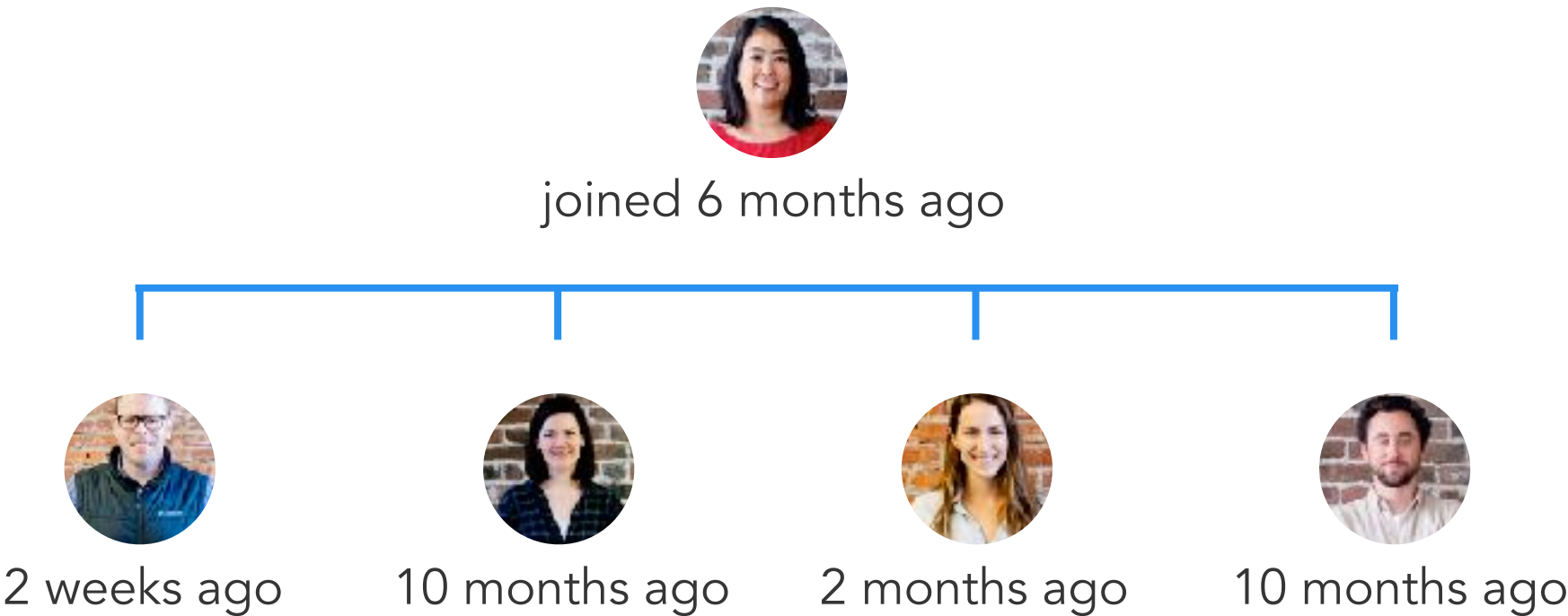
Lead growth



On a sustainable trajectory

	Q1 17	Q2 17	Q3 17
Spend as % of revenue	18%	18%	19%
LTV / CAC	2.5	2.6	4.4

The team isn't one year old

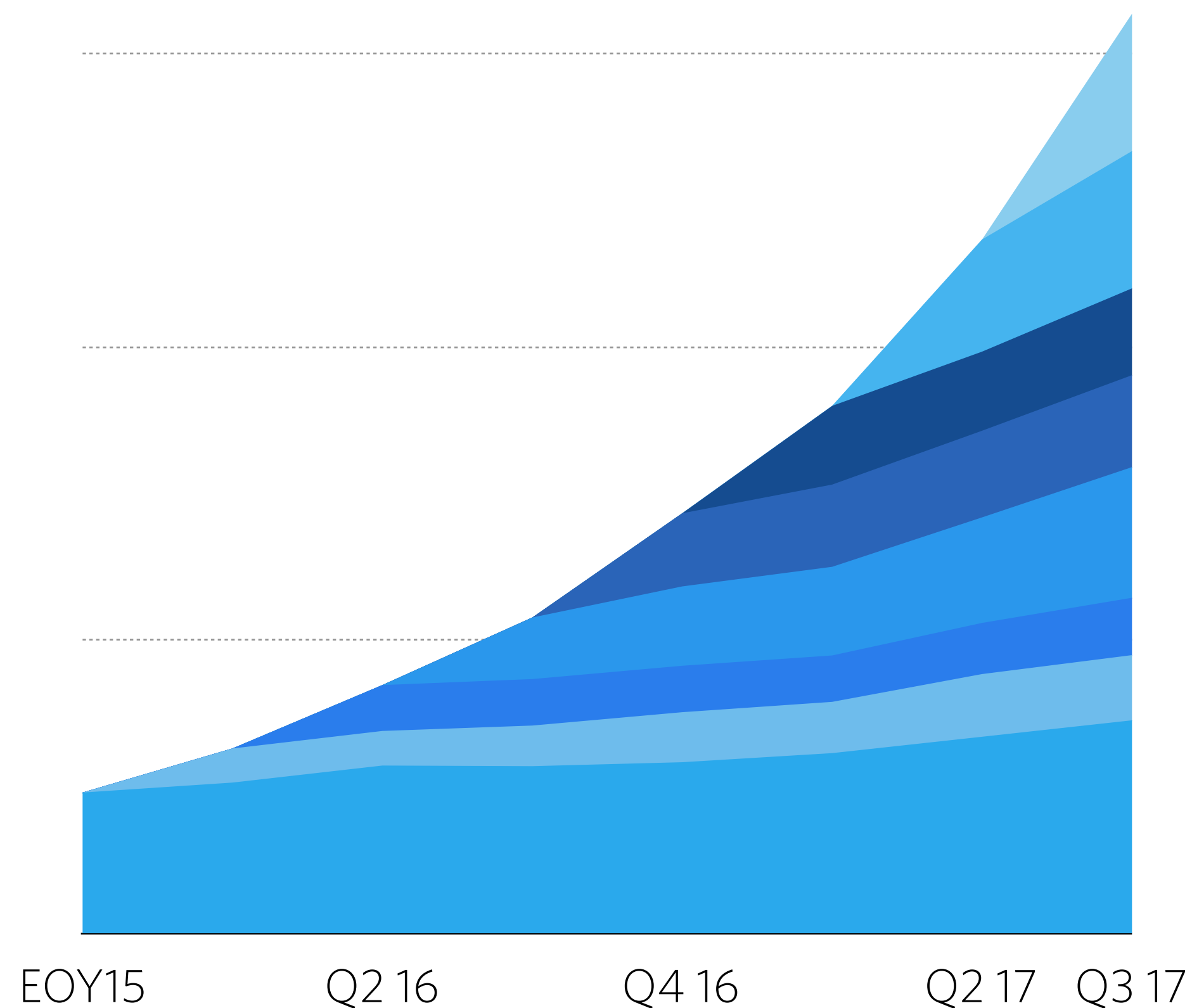


Cohorts keep growing across all metrics

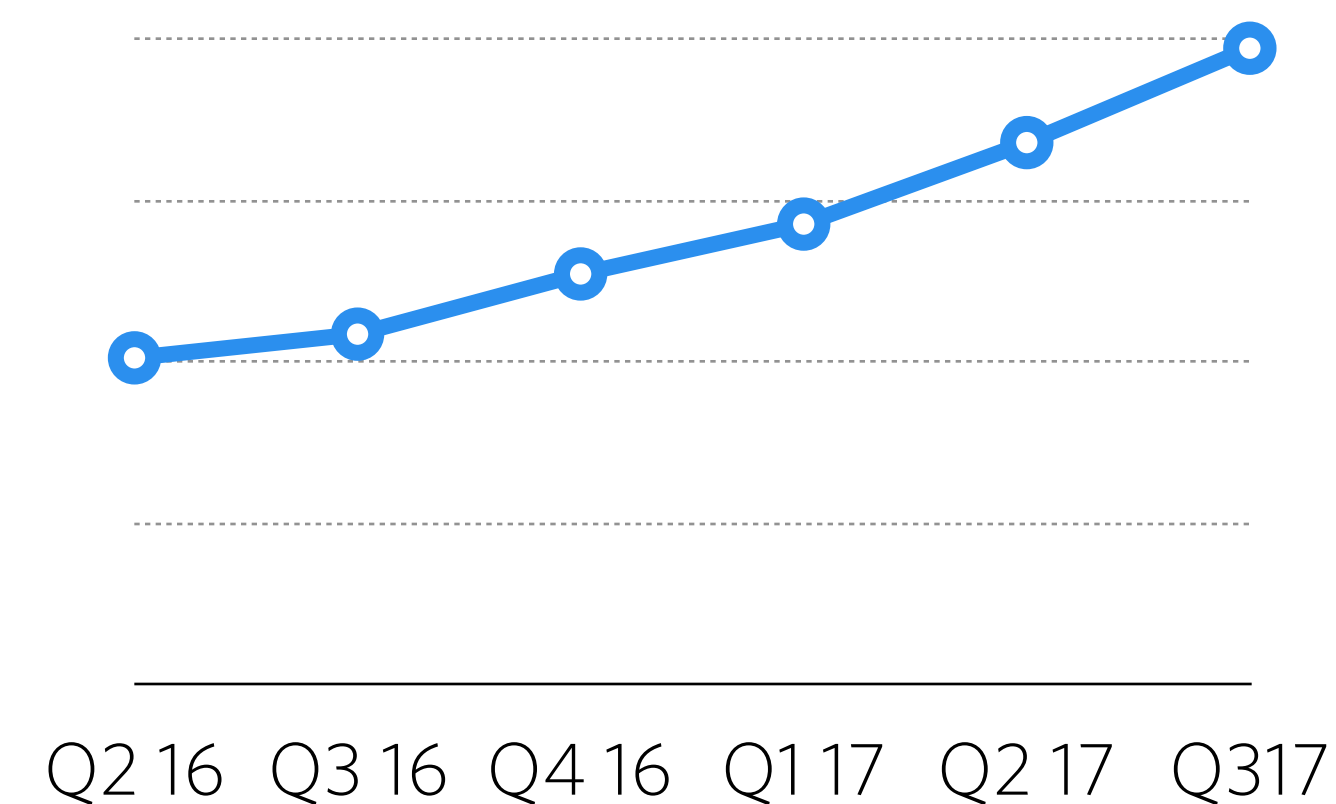
All cohorts keep growing

120% net retention rate at 6 months

150% net retention rate at 1 year



ACV doubled in 15 months



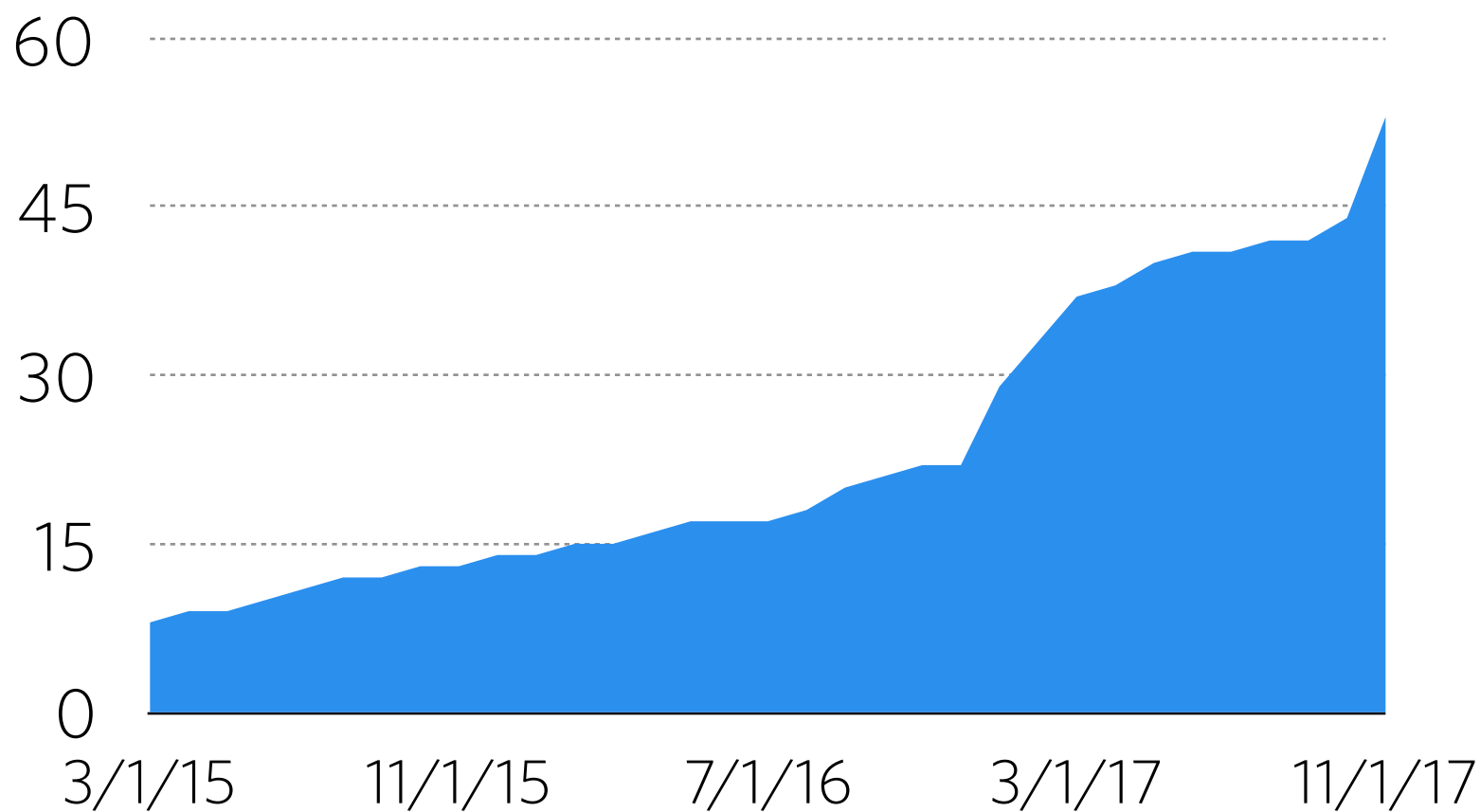
Usage intensifies over time

3.9x more messages sent per user after 1 year

4.9x more comments written per user after 1 year

Team growth is built upon solid foundations

Headcount evolution



Low attrition



Highest Glassdoor metrics

5.0 ★★★★★

100%

Recommend to a friend

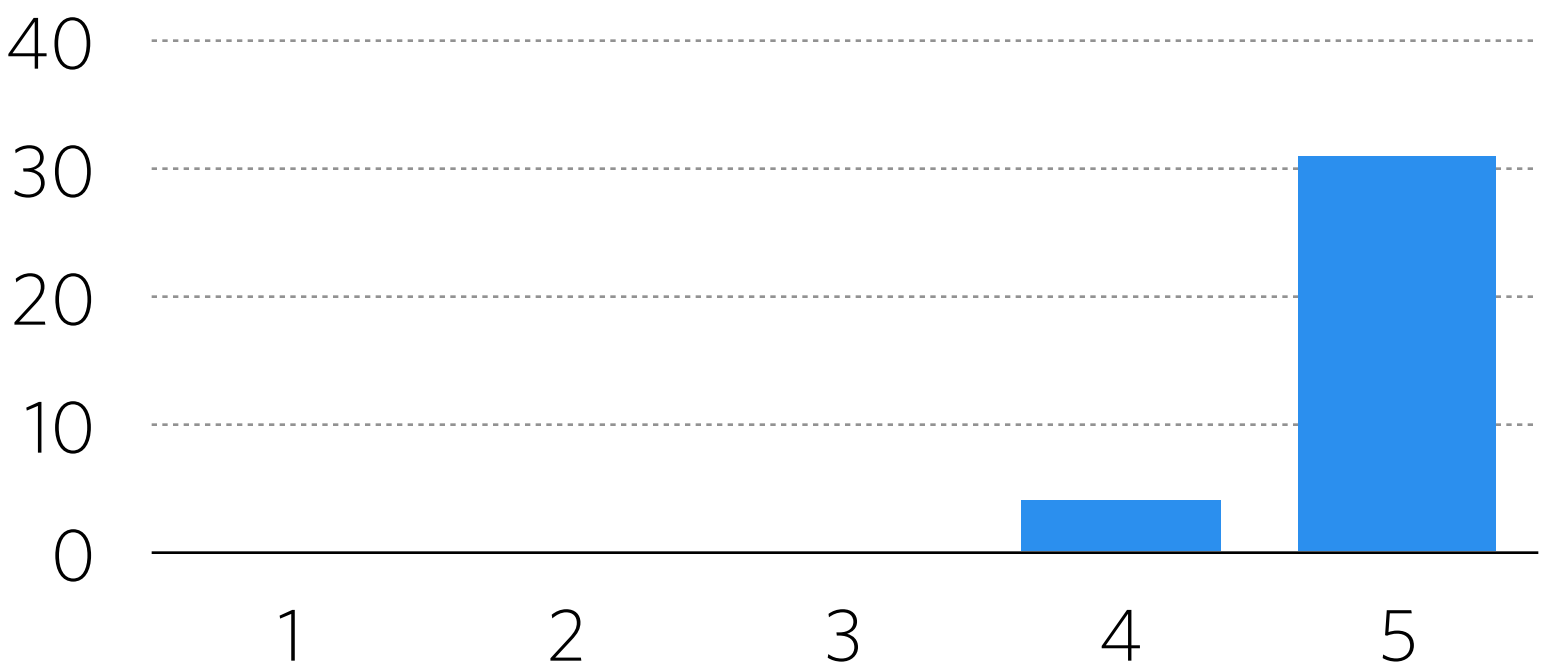
100%

Approve of CEO

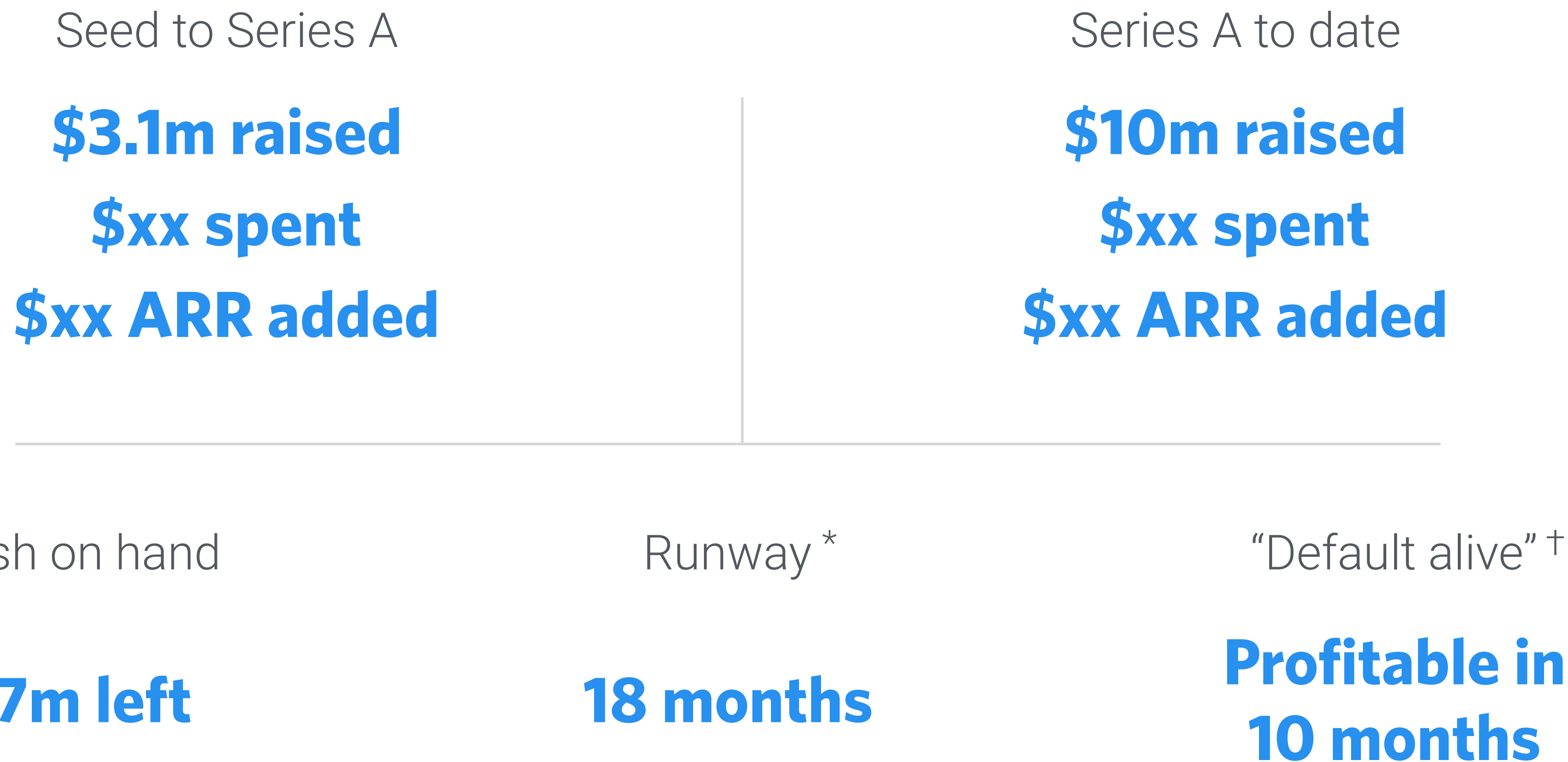


Mathilde Collin
17 Ratings

Last team offsite ratings



We have a track record of capital efficiency

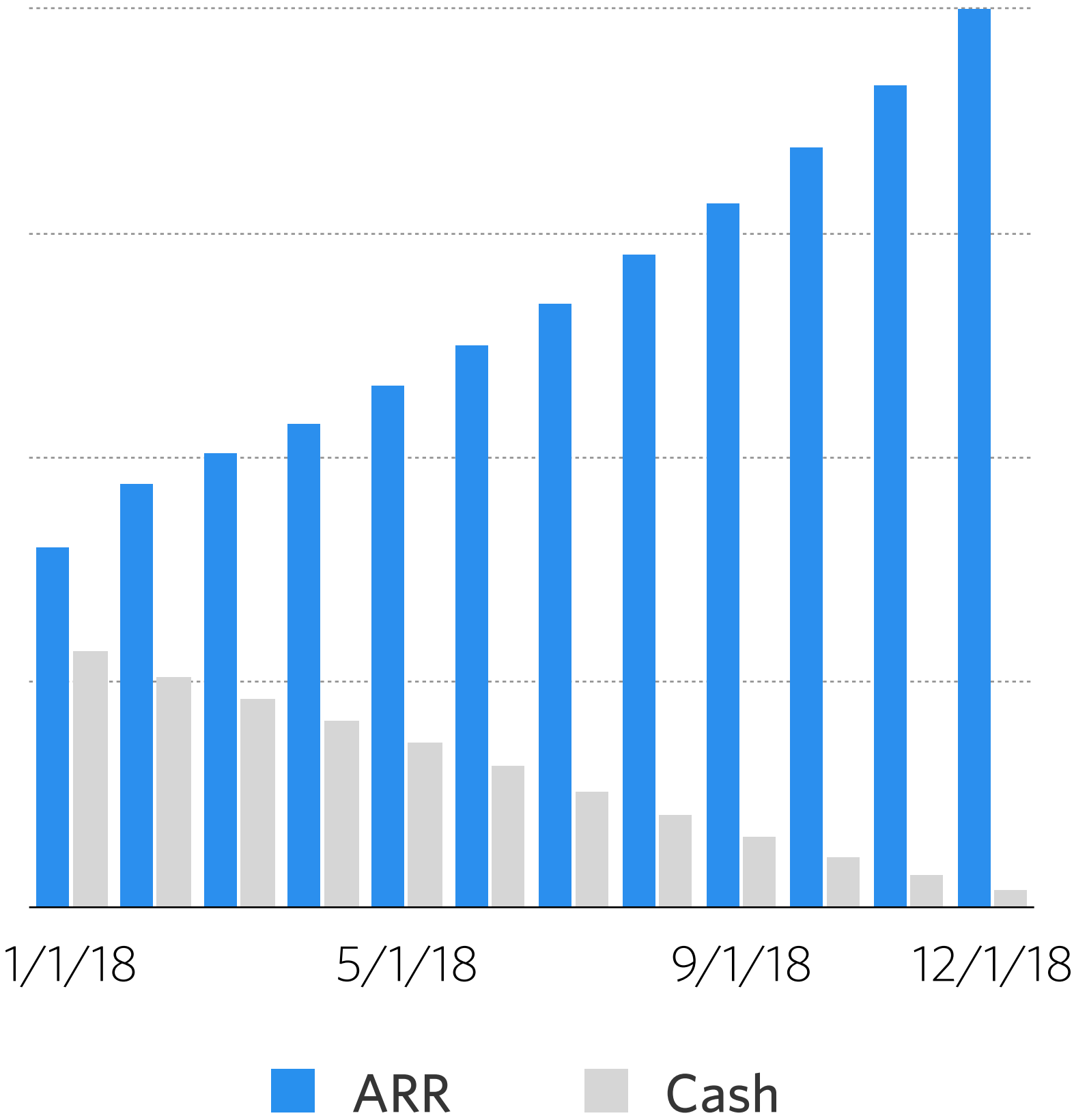


* assuming current spend and 0% growth

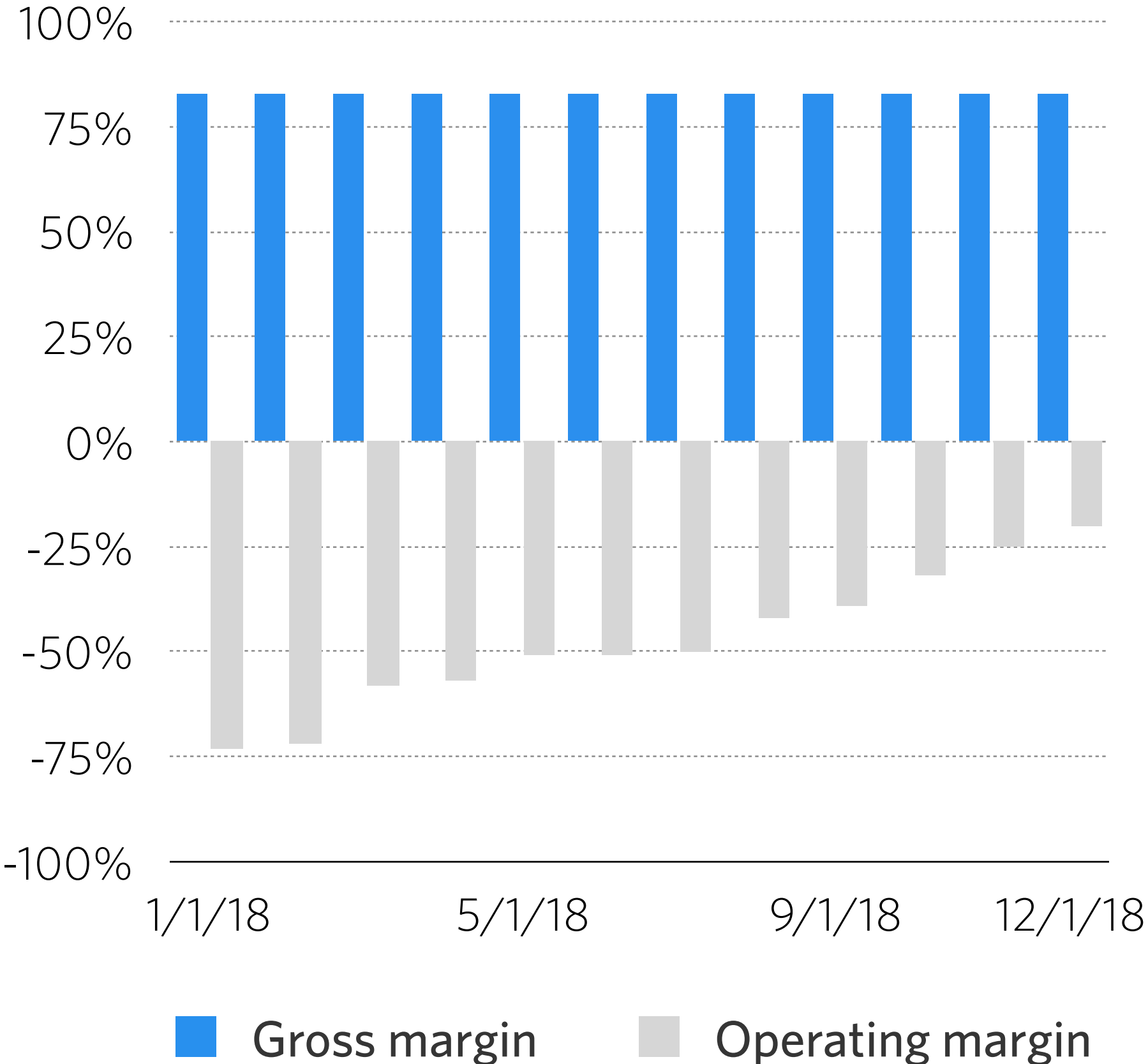
† assuming no hiring and 5% monthly growth

As a business, we are in a great position

Aiming for \$xx ARR by end of 2018



Positive operating margin by end of 2019



Where do we go from there?

As a product, we are in a unique position

Unreasonable stickiness

2.5 hours

per user per day

64%

DAU / MAU ratio

Access to critical data



Messages



Files

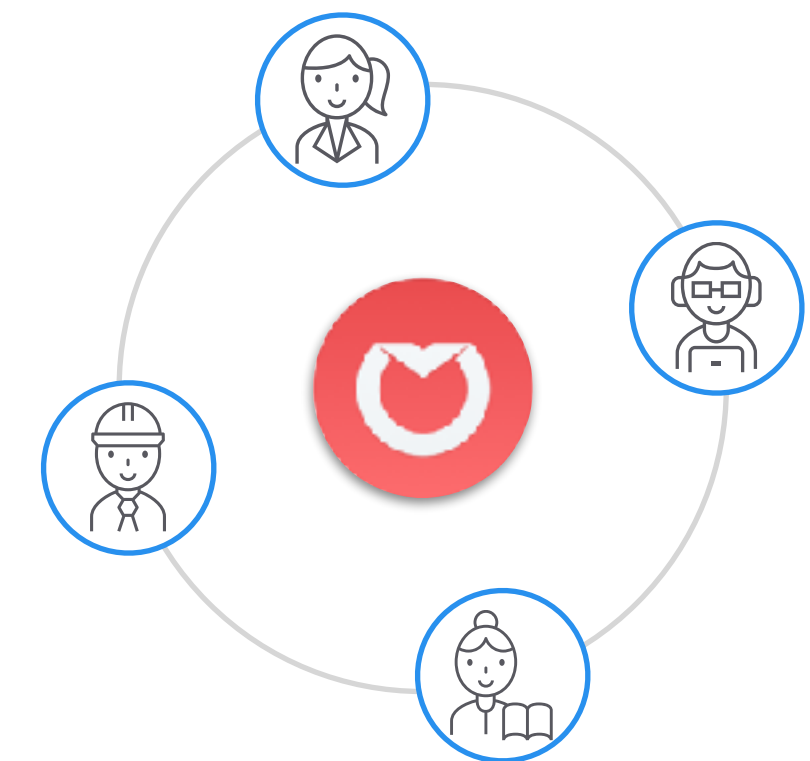


Contacts



Meetings

Relevant across all teams

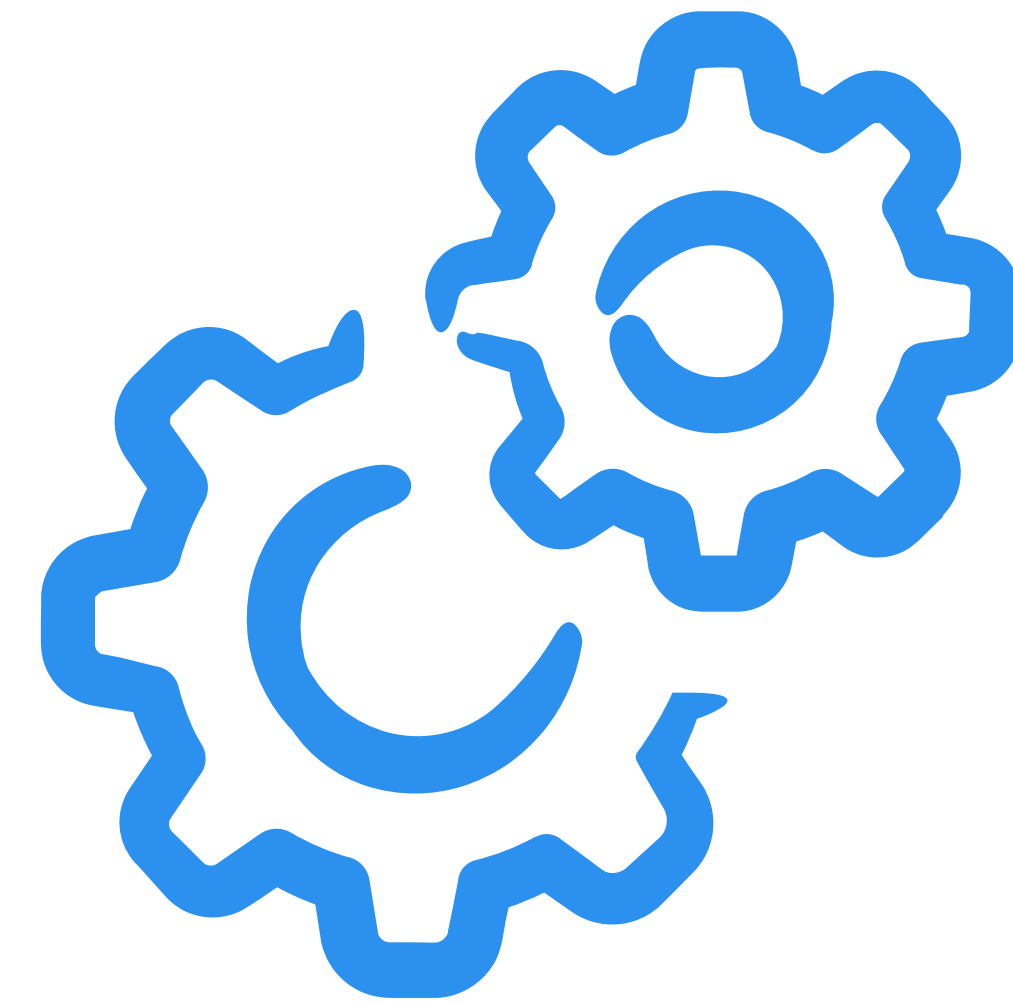


Our two areas of focus for 2018

Add more users to make our platform more valuable



Improve our platform to make it easier to build on top of it



Our two areas of focus for 2018

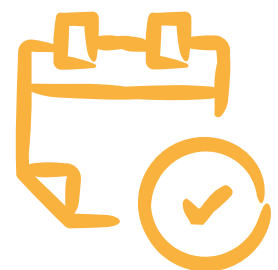
Add more users to make our platform more valuable



Maintain leadership on our core targets

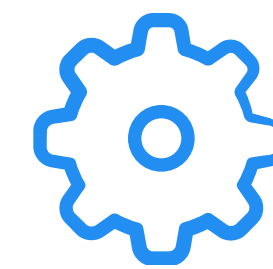


Become a great email client

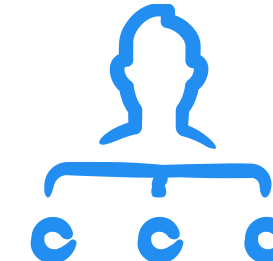


Ship products that expand our value proposition

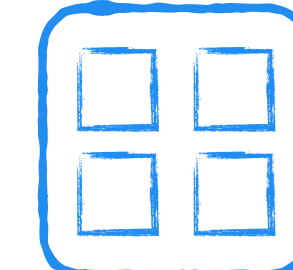
Improve our platform to make it easier to build on top of it



Ship our new Extension API

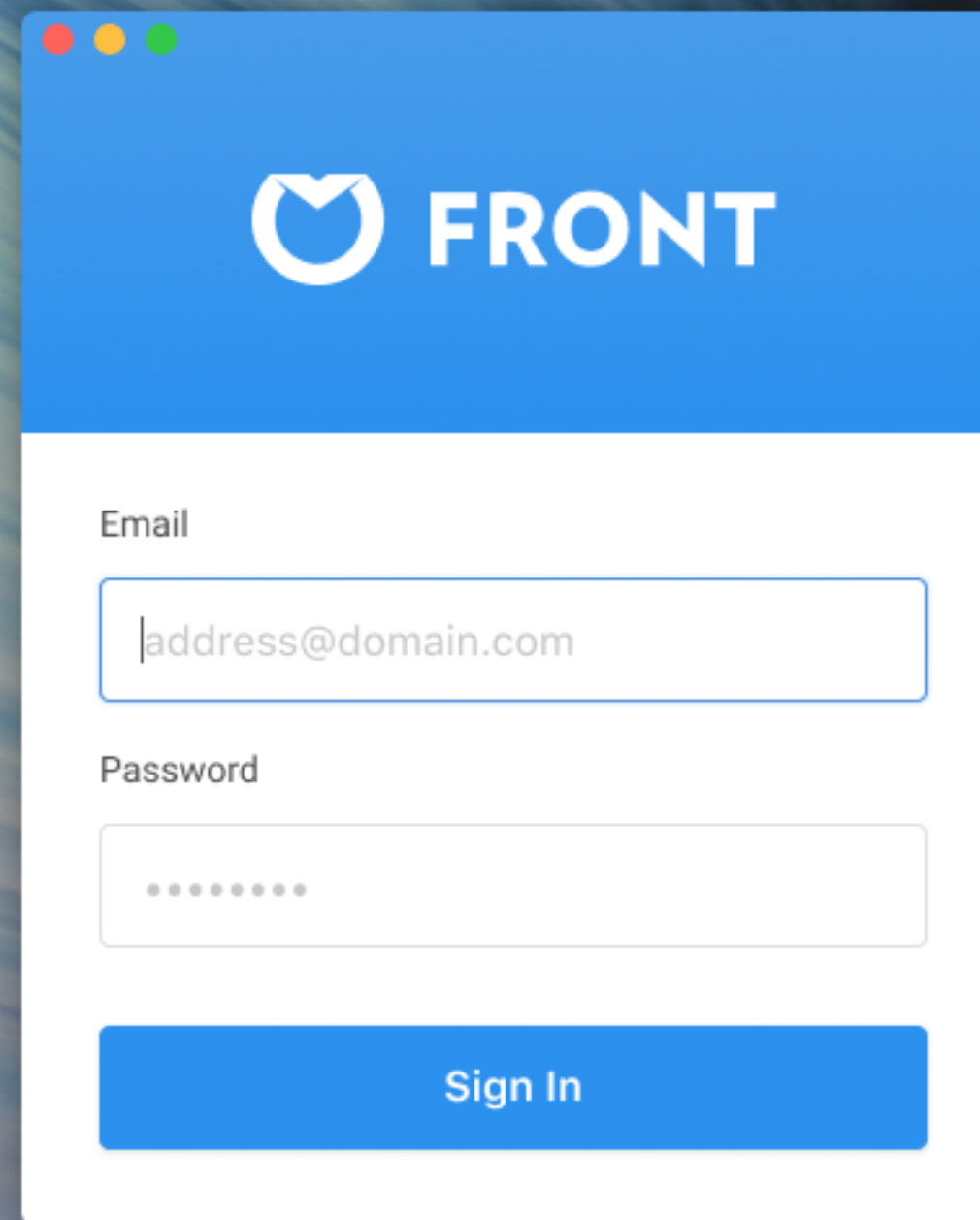


Extend our collaborative model beyond messaging



Launch an app-store, host 3rd party apps

Long-term vision

A login interface for 'FRONT' is centered on a background of ocean waves at sunset. The interface is a white card with a blue header. The header contains the 'FRONT' logo, which is a white circle with a stylized 'F' inside. Below the header, there are two input fields: 'Email' and 'Password'. The 'Email' field contains the placeholder text 'address@domain.com'. The 'Password' field is filled with ten dots. Below the input fields is a blue button with the text 'Sign In'.

Email

address@domain.com

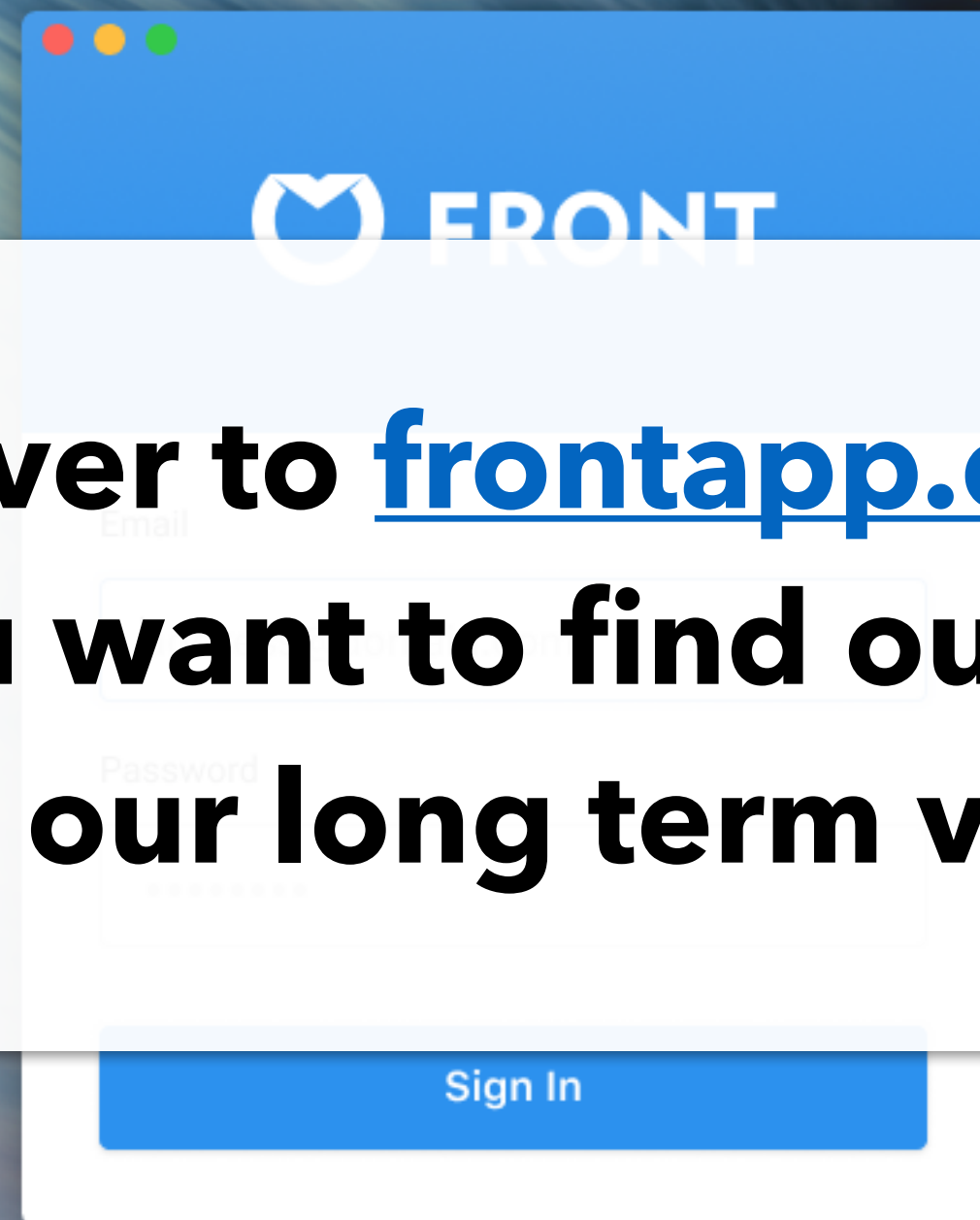
Password

.....

Sign In

Long-term vision

Head over to frontapp.com/jobs
if you want to find out more
about our long term vision 😊



Raising our Series B



Thanks