



Intercom

DRAFT

The team

- * **Eoghan McCabe** (CEO, product, visual design), **Des Traynor** (COO, customer development, user experience design), **Ciaran Lee** (CTO, software engineering), **David Barrett** (front-end engineering).
- * Prolific speakers / bloggers about software design / development and SaaS business.
- * Ran **Contrast** for four years, a popular web software design consultancy.
- * Launched **Qwitter** and **Exceptional** (both acquired).



The problem

- * **Building meaningful relationships with customers is hard / impossible for SaaS providers** (meaningful relationships → loyal customers → profitable customers and organic growth)
- * Building meaningful relationships requires: 1. customer discovery, 2. customer research, 3. customer communication, 4. relationship management
- * The current tools available are complex, ineffective, not built for SaaS... **there's no one tool to do customer relationship management and messaging for SaaS providers.**
- * (Even e-mail fails: generating targeted e-mail lists takes a lot of work, e-mail campaigns have terrible engagement because e-mail is out of context)



The solution

* Intercom is...

- simple install like Google Analytics,
- customer base browsing (e.g. signed-up today, on premium plan),
- individual customer research (e.g. see Twitter followers, company),
- advanced in-app messaging (user sees message on next login or at specific event and can reply to messages),
- customer relationship management (Intercom calculates relationship metric over time and allows app owner find people who need attention).



The market

- * **Now: SaaS providers** (\$21 billion market, \$93 billion in 2016 — Forrester)
- * Later: mobile and desktop app providers



Landscape / competitors

Social media research / management

Radian 6

Sprout Social

Hootsuite

Crowdbooster

Customer feedback / support

Userve

Tender

Get Satisfaction

Assistly

Zendesk

KISSinsights

Email campaigns

Campaign monitor

Mail Chimp

In-app messages

Hello Bar

User analytics

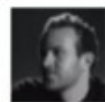
KISSmetrics

Mix Panel



Progress

- * Product in development and testing since Jan, ready for public beta
- * intercomapp.com
- * *Demo*
- * Private beta testers love the product, many are psyched to try it



@jasonfried

Jason Fried

What a fantastic product idea. Wish I'd thought of this: intercomapp.com



what we're looking for

- * \$600k convertible note
- * 18 months of runway to work on:
 - product-market fit
 - customer dev
 - early marketing efforts
 - profitability
- * Plan to raise further round in 12-18 months to turn up heat on marketing

