

Fibery 

**Fibery is a connected
workspace for startups**

Problems



Companies use toomany
poorly connected work
management tools.

There are many work
processes that do
not have tools to
support them.

Too many existing work
management tools do not
scale with a company,
forcing a painful
migrationevery couple of
years.

COMPANY LIFE CYCLE WITH CURRENT TOOLS

 Trello
 Google Docs

 Basecamp
 Google Docs

 asana
 Aha!
 Dovetail
 Google Docs

 Jira
 Confluence
 G Suite
 Aha!
 pipedrive
 zendesk

 Office 365
 TFS
 Aha!
 zendesk
 G Suite
 pipedrive

START

1 YEAR

3 YEARS

5 YEARS

N YEARS

Solution



Fibery is a connected all-in-one workspace for product teams & startups. Companies integrate Fibery at an early stage - Fibery grows with the company as it scales, replacing many scattered tools in the process.

COMPANY LIFE CYCLE WITH FIBERY



START

4 PEOPLE



1 YEAR

10 PEOPLE



3 YEARS

60 PEOPLE



5 YEARS

100 PEOPLE



N YEARS

100+ PEOPLE

Market size

\$30B*Software

No code



Fibery*



coda



Airtable

development



Jira



Linear

Work
management



asana



Trello

Help
desk



zendesk

Product
Management

Aha!



productboard

CRM



salesforce

pipedrive

Knowledge
management



Confluence



G Suite



Spreadsheets



Docs

Customer
Success



Dovetail

OKR



perdoo

Competitors

Traditional tools

2000-now
poor flexibility

great work management
one process



\$200B+
capitalization



\$100B

\$0.5B

\$20B

\$14B

No-code tools



2015-now

great flexibility

poor work management
many processes



\$30B+
capitalization



\$10B

\$6B

\$1.5B

capitalization

Fibery vs. competitors



Connected
processes



Notion

Best Wiki



Airtable

Best Tables



coda

Automations
& integrations

Great work management



Great flexibility



Connected processes for the whole company



Unique processes with no code



Scalability for 100+ people



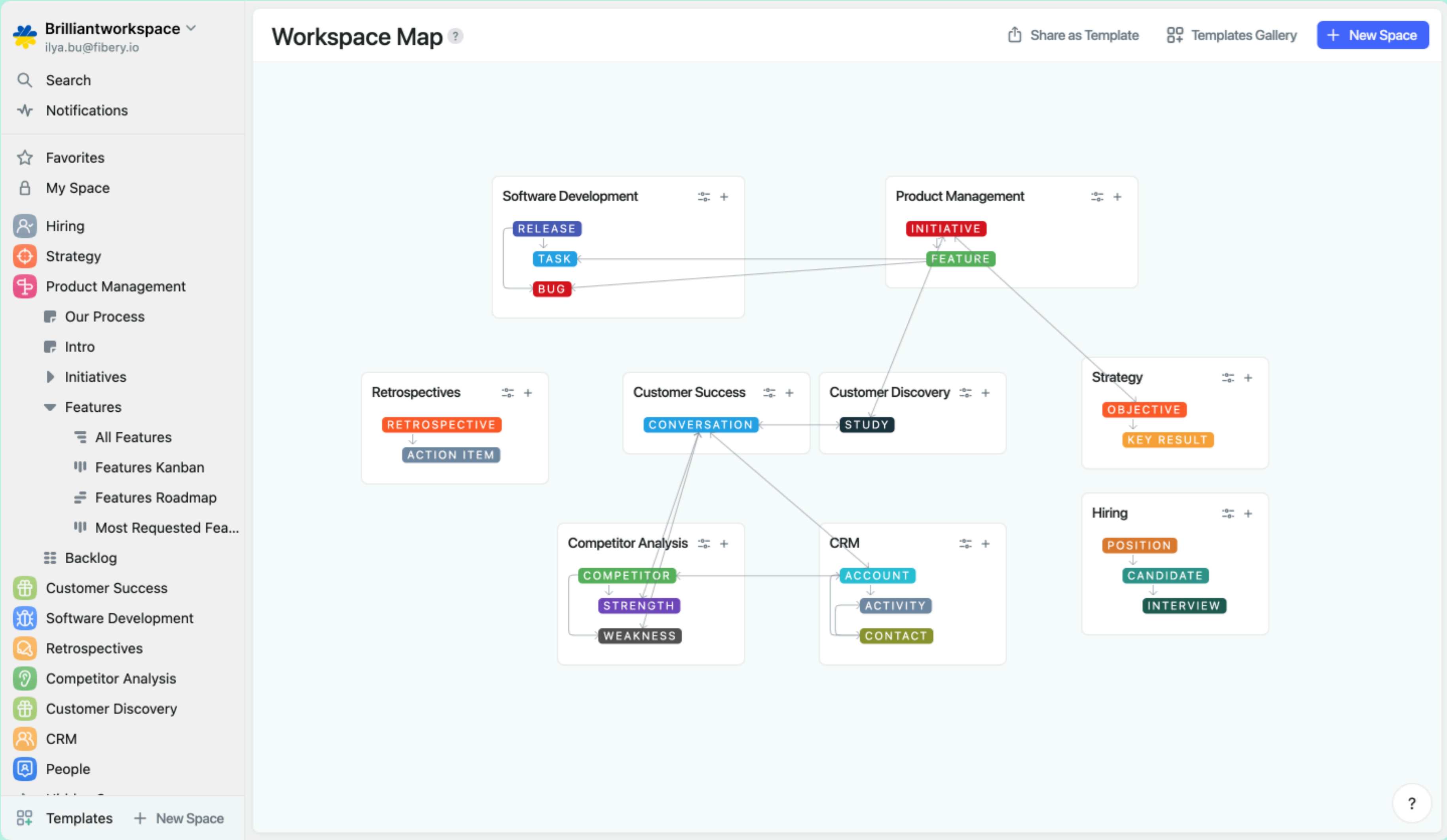
Product

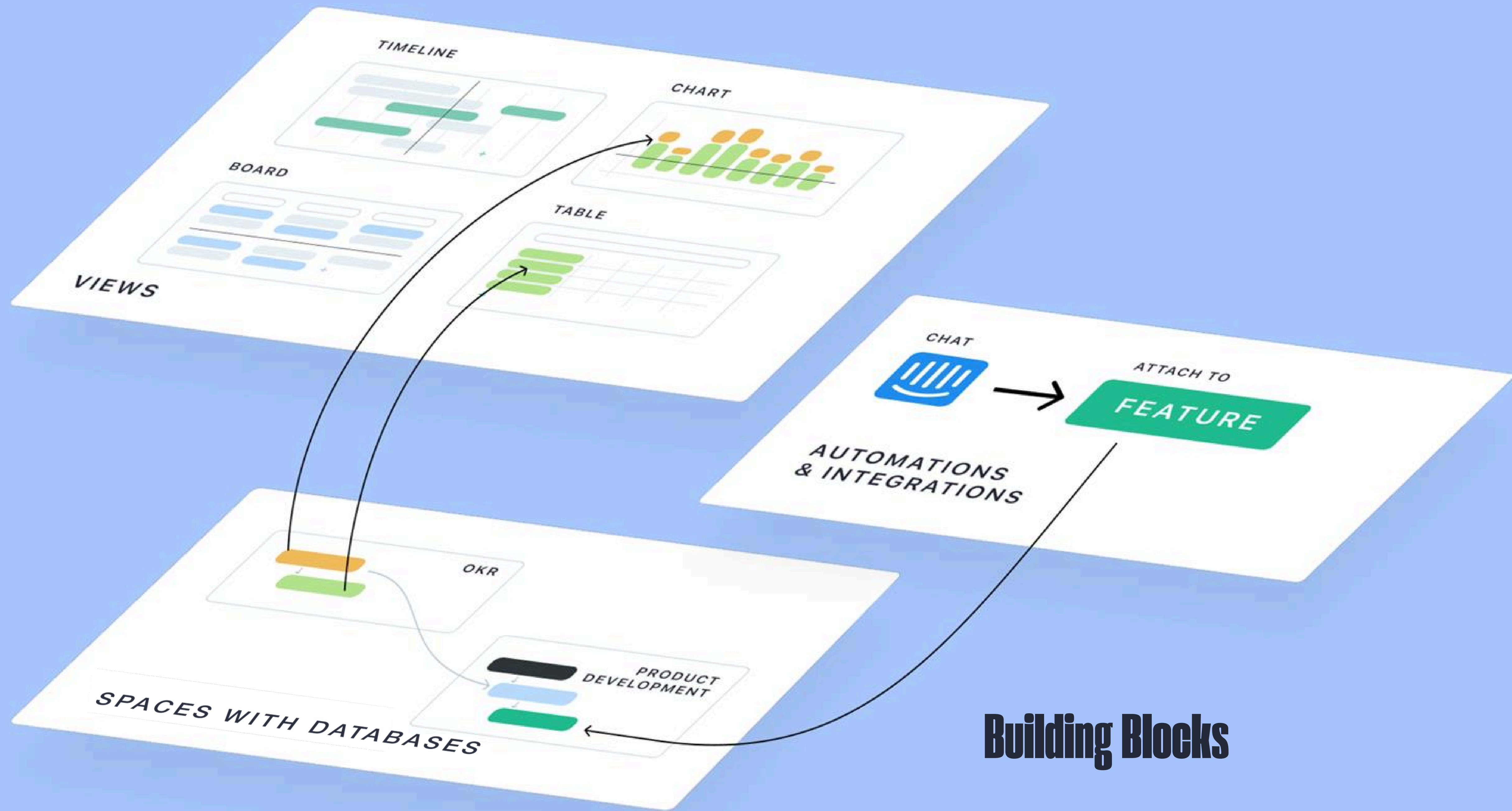


We've solved many technical problems often faced in workplace management by creating:

1. Connected spaces

2. Customizable business domains





Building Blocks

Feedback



“

When we finally discovered Fibery, it was amazing how quickly we were able to adapt the tool to our processes, within only a few hours. At last we felt that we could support all of the entities and attributes important to us while centralizing the data.

Fibery has absolutely assisted us in helping us fine-tune

our processes



Product & Growth Director at Plex

while keeping communication and visibility

high.”

“

I stopped even looking for different tools for specific tasks or problems, as I know I can build it in Fibery and it will live in one ecosystem connected to all my data.”



Anton Oparenko

“

We love iteration and continuous improvement internally, so Fibery gives us the flexibility to easily play without getting bogged down. We use it to replace Jira, Confluence, and Trello-style tools.”



Henry Franks
Chief Software Officer at PowerX



Rated 4.8 on G2

Go-to-market strategy

product teams & startups

Connected all-in-one workspace for



Replace several poorly connected tools



+ Generic tools



Integrate with specialized tools



Channels: content marketing, partners, word of mouth, CPC

Business model



Revenue model

SaaS for SMB

Marketing

**Inbound marketing, partners network,
strong customer success team**

Price

~\$10 per user per month.

Free for individuals. Free for 1 year for startups
with ARR < ours (currently \$350K).

Expected average account size

20-30 users

Expected LTV

~\$7K (3 years LT)

Current metrics



Largest customer ARR

Lemonade, 300 users

Paid accounts Average paid

\$350K

account size Active company

180

accounts 6 months churn logo

15 users / ~\$2,000 ARR

400

/ revenue

Logo 6% / revenue 4%

History



Fibery was a Targetprocess spin-off started in Jan 2017 by a team of 6.

Targetprocess
is an enterprise
agile planning tool



Jan 2017  started with a 6-people team

Feb 2019 Apr 2020  private beta

Feb 2021  official launch

Jun 2021—  Fibery for product teams launch

Targetprocess  \$3.1M Seed round. Separation from



Feb 2022 — \$350K ARR

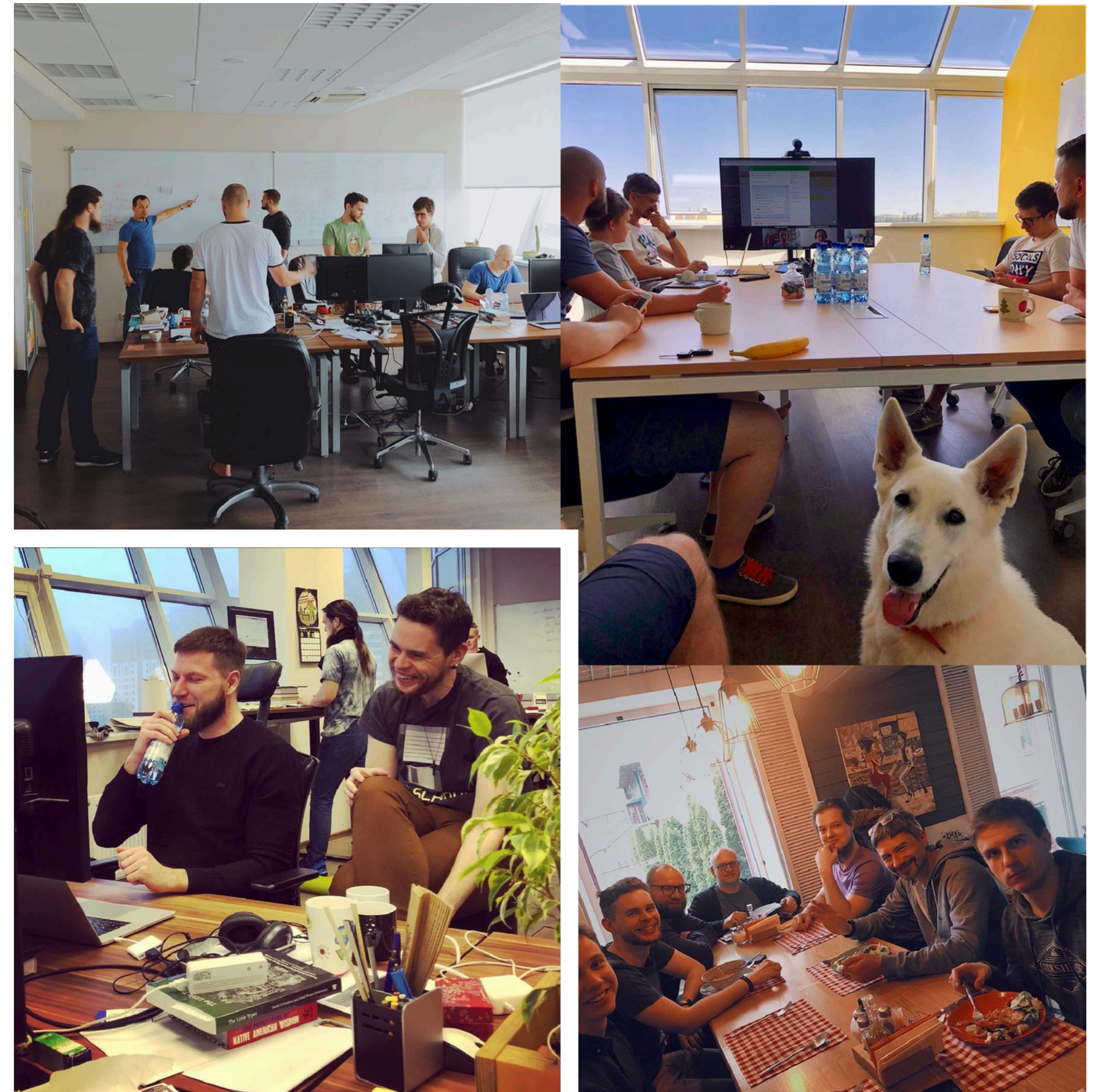
Team



Fibery has 25 employees in total working remotely across Europe.

We have a strong R&D team comprised of 15 developers and designers with an average of 10+ years experience in the work management market.

Michael Dubakov, Founder & CEO
ex. Targetprocess Founder & CEO (2004)
<https://twitter.com/mdubakov>



Plans



We are looking for a ~\$4.5M round and are planning to use it to:

Build a strong marketing team.

Setup and improve channels: partners network, community, content marketing, influencers, and word of mouth.

Launch Fibery 2.0 in August/September 2023 with streamlined use cases for product teams.

Have ~\$5K MRR and ~\$1M ARR till Dec 2023. Have \$2-3M ARR in Dec 2024.

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