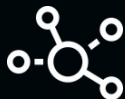




THEFUTUREOFSOFTWARESUPPLYCHAINS

EAT SLEEP BREATHE CLOUD

EVERYTHING WE DO, WE DO TO **MAKE DEVELOPERS LIVES EASIER**



Leading **Cloud-Native + Best-in-Breed** Software Supply Chain Service



REDACTED

Avg Rating **REDACTED**



REDACTED#



\$ 50 Billion+
Total Addressable Market



\$ REDACTED
Upto End of May 2021



3X
ARR Growth in 2020
10% MoM



REDACTED%



½ Billion

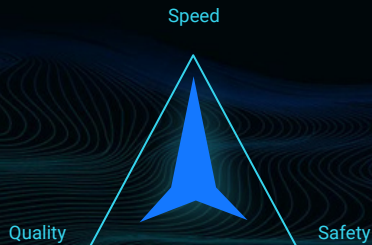
Past 3 Months

* \$REDACTED ARR in April, and
~\$REDACTED+ in June.

Modern software is exploding in complexity, and almost all of it is **not controlled by you**.

Developers need to deliver value, faster and further. The only way to achieve this is to depend on developers, software and services outside of your control.

Distributing software at-scale compounds the complexity, and difficulty, and the push to focus on **speed** of delivery is often at the sacrifice of **quality and safety**.



The average number of indirect dependencies per project is 500+; at 5+ contributors per dependency, that is **2,500+ outsider developers** you don't know.



91% of projects have exploitable, out-of-date or unmaintained dependencies; also, **7 out of 10 lines** of source code comes from external sources.



By 2023, **40% of orgs will ship code daily**, vs. 3% in 2019. Orgs are shifting to Cloud and DevOps, turning this into a large-scale distribution problem.



Delivering software at-speed without safety, is like **racing in the dark with no seat belt**.

Software delivered without controls is likely to be exploitable, opening it to **supply-chain attacks** on you or others.

Without traceability or visibility, you may not even know it has happened. The impact may be a **total loss of assets or trust**.

Ultimately, the software supply chain is completely broken.

A supply-chain attack on SolarWinds resulted in companies like FireEye being critically **compromised** by the SUNBURST trojan horse.



Monday.com disclosed that their intellectual property was **stolen** via a CodeCov supply-chain attack that has affected countless companies.



Everything is distributed: your infrastructure, teams, access & security. Software distribution bottlenecks create software delivery bottlenecks.



Logistics for a Cloud-enabled world requires a **Cloud-Native Software Supply Chain**.

CI/CD and DevOps are part of modern software supply chains, but a **truly holistic** view from source to delivery is required. A solution that powers global infrastructure at-scale, and provides criticality of performance, observability and isolation. A **logistics**-based smart CDN that offers controls and insights; a software-aware Package Distribution Network (PDN).

President Biden's administration issued an executive order to **strengthen and protect supply chains**; a "certified hub" could lead the way.

GitHub acknowledges the supply chain is far more than source code, and is **anything that touches your software**, including other supply chains.

The 5 Traits of a Trusted Distribution Mechanisms include: being fast, secure, global, scalable and simple. The **future of distribution** is at the edge.



Cloudsmith is solving the **future of logistics** by evolving the **Package Management** of today.

Today, we are **mission critical**; securely delivering from software supply-chains at-scale and at-speed. The last line of defense. Tomorrow, we're building a deep understanding of the fabric of all software and dependencies, known as **The Mesh**. Offering insights and control into **all interconnected supply chains** beyond yours; a worldview of the global Software Bill of Materials.

OBSERVABILITY

A tight feedback loop of supply-chain knowing.

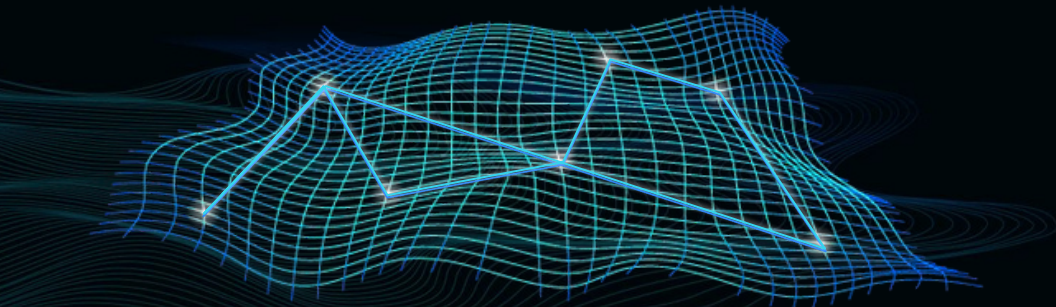
CONTROL

Delivering at-speed with maximum safety/quality.

PERFORMANCE

Highly available, performant, secured & compliant.

CORE ATTRIBUTES OF PACKAGE MANAGEMENT





“ The on-prem infrastructure we ran was brittle and we spent too much time maintaining it. Cloudsmith was the only vendor that covered all the bases and are exceptionally responsive to the challenges we face, solving the complexity of our software supply chain.”

Darren Worrall
Staff Production Engineer

Killer Use-Case: Centralising all dev teams/technologies (e.g. Ruby, Java, Docker) into one controlled + managed place, in the Cloud, accessible anywhere in the world.

SCALE

Aligns with goals of securing the supply chain at-scale, plus global infrastructure.

COLLABORATION

Much more collaborative, allowing expansion to all developer teams.

TCO REALLOCATION

Massive reduction of burden on staff, allowing a lift and shift of TCO elsewhere.

\$REDACTED



\$REDACTED

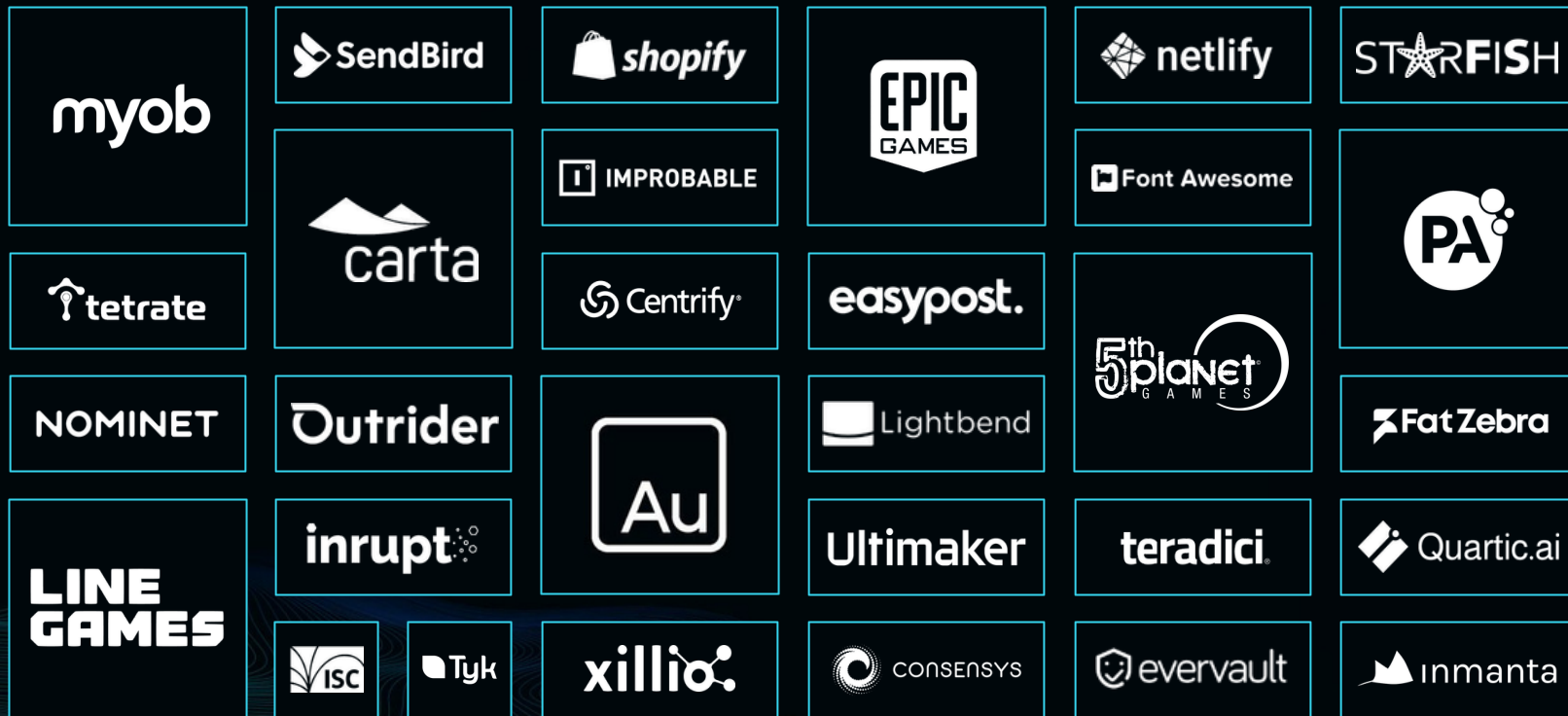
KEY BENEFITS

INITIAL DEAL SIZE (ACV)

EXPECTED GROWTH YEAR 1

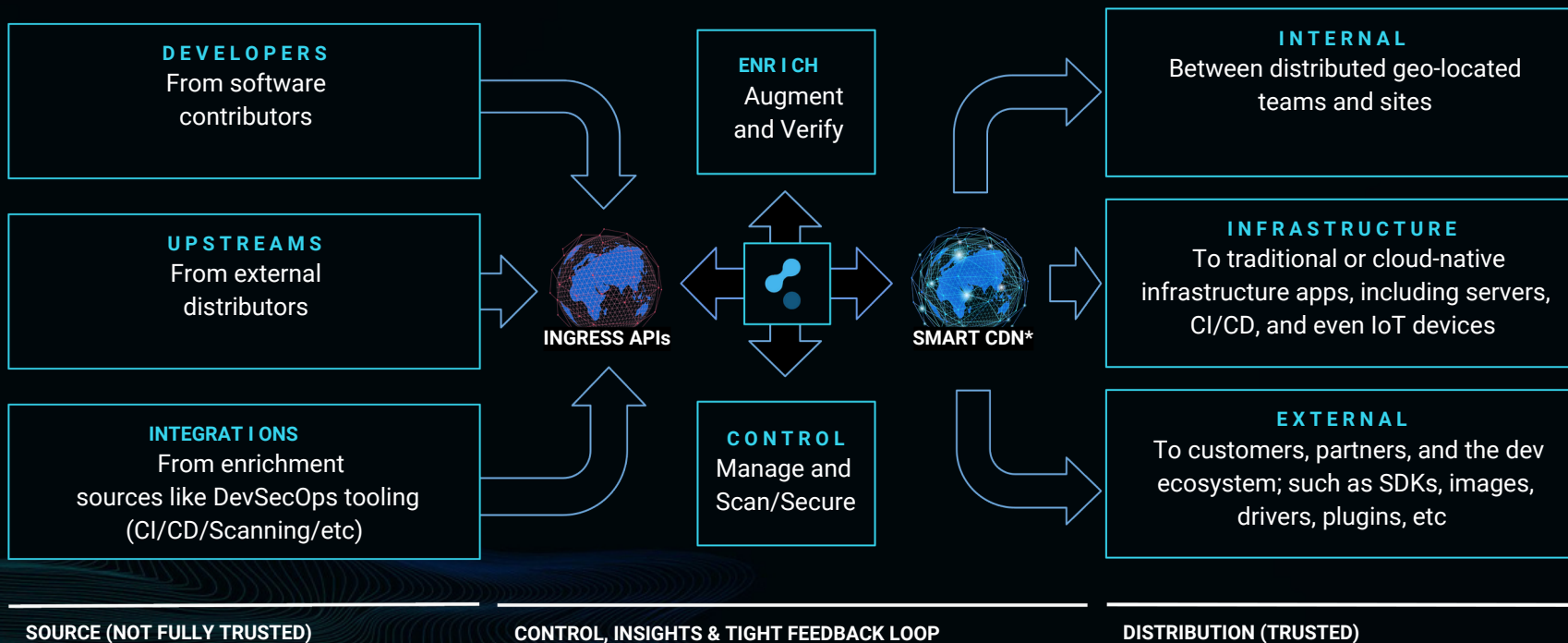
ACCUMULATING TRUST

Over REDACTED# customers distributing to millions.



PRODUCT

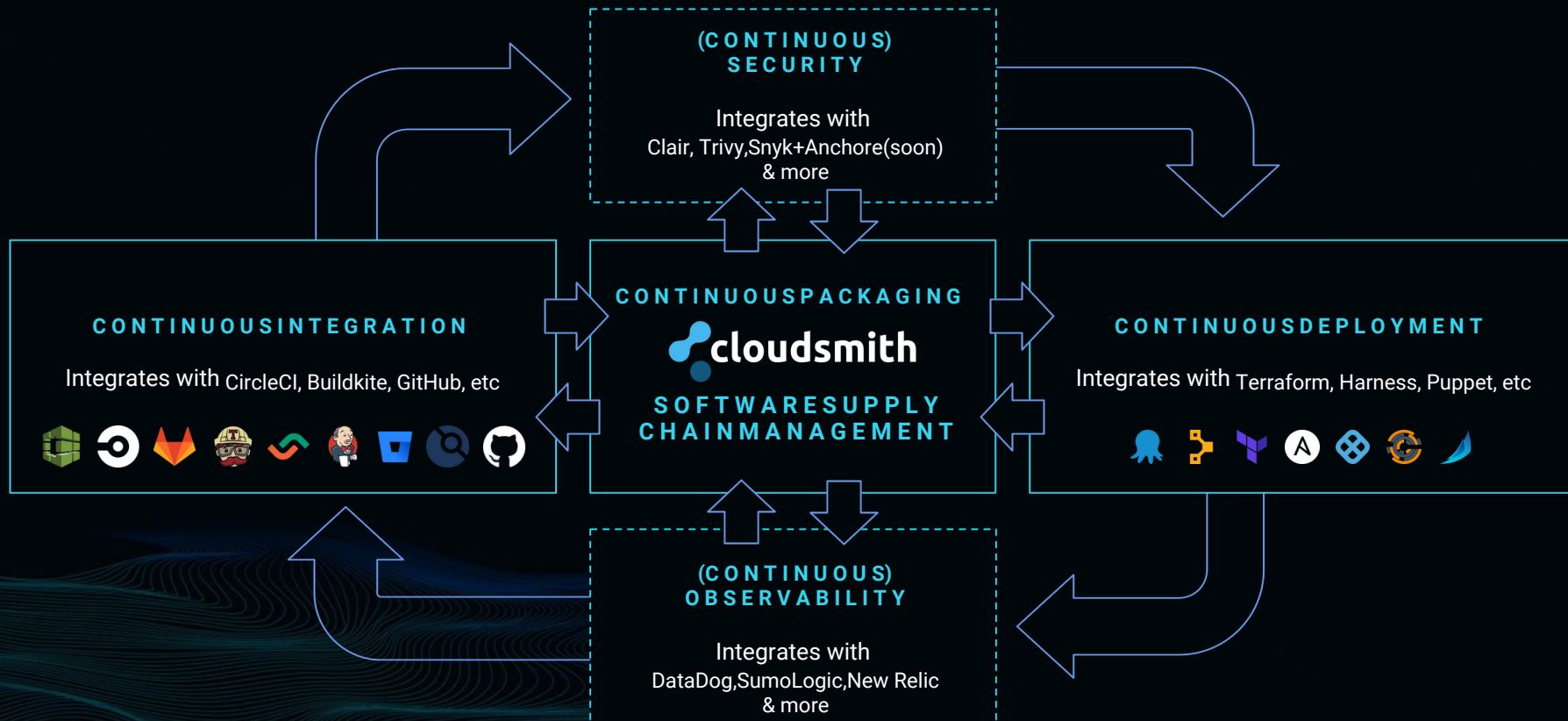
Cloudsmith covers the holistic software supply chain, delivery, from source to distribution.



* Cloudsmith is mission critical, with a 99.99%+ availability uptime (past 3 months).

ECOSYSTEM

Frictionless fast feedback within a hub of best-in-breed services.



POSITIONING - TODAY+TOMORROW

Category-defining technology for the next decade.



CLOUDSMITH

JFROG, SONATYPE

GITHUB, PACKAGECLOUD



FUTURE

The Mesh - connecting the fabric between all software, globally

Software Intelligence - mining crucial software insights with deep learning

Global Infrastructure - globally managed infrastructure for all distribution

Smart Edge Distribution - intelligently connecting producers and consumers

Security & Licence Compliance - securing the supply from source to delivery

Upstreams & Caching - isolating and protecting from unstable environments

Storage & Retrieval - the most basic functionality of package management

CLOUDSMITH NOW

	CUSTOMERS	ACV	ARR		ARR = SUBSCRIPTION (LEFT) + ON-DEMAND(RIGHT)	
ULTRA	REDACTED#	\$REDACTED	\$REDACTED	59%	\$REDACTED	\$REDACTED
VELOCITY SELF-SERVE	REDACTED#	\$REDACTED	\$REDACTED	23%	\$REDACTED	\$REDACTED
TEAM SELF-SERVE	REDACTED#	\$REDACTED	\$REDACTED	18%	\$REDACTED	\$REDACTED
	REDACTED#	\$REDACTED	\$REDACTED		\$REDACTED = \$REDACTED + \$REDACTED	

STRATEGIC SALES

ENTERPRISE

Account Based Marketing (ABM) led, with sales prospecting and ICP spearfishing. Customers are guided through the sales process and supported with Pre-Sales and Customer Success. High touch. High growth potential.

MID-MARKET / TARGET ICP

ULTRA

Content-based Marketing led, inbound & organic, land and expand. Low touch.

SELF-SERVE

VELOCITY

Customers supported with:

TEAM

- Community support
- Awesome contextual documentation
- Tutorial videos
- Discoverable APIs
- Frictionless onboarding / adoption

SUBSCRIPTION PLANS

ICP TARGETTING

How we target customers and spearfish for developers.



TAM

All Software Companies
Significant greenfield opportunities

\$ 500 Billion

TOTAL ADDRESSABLE MARKET

SOM

Scaling level of complexity
R&D size of 50 and more developers
Portfolio of products & technologies
Distributing at-scale locally or remotely
Multiple development teams
Multiple development centres
Heavy reliance on pipeline automation
Uses infrastructure-as-code tooling
Uses security or source control tooling

\$ 100 Billion

SERVICE OBTAINABLE MARKET

ICP

Dedicated DevOps function or teams
Dedicated Security function or teams
Key people "DevOps Lead" and "CISO"

SPEARFISHING

Competitor names in job listings
Competitor names in LinkedIn
CI/CD technologies in jobs and profiles

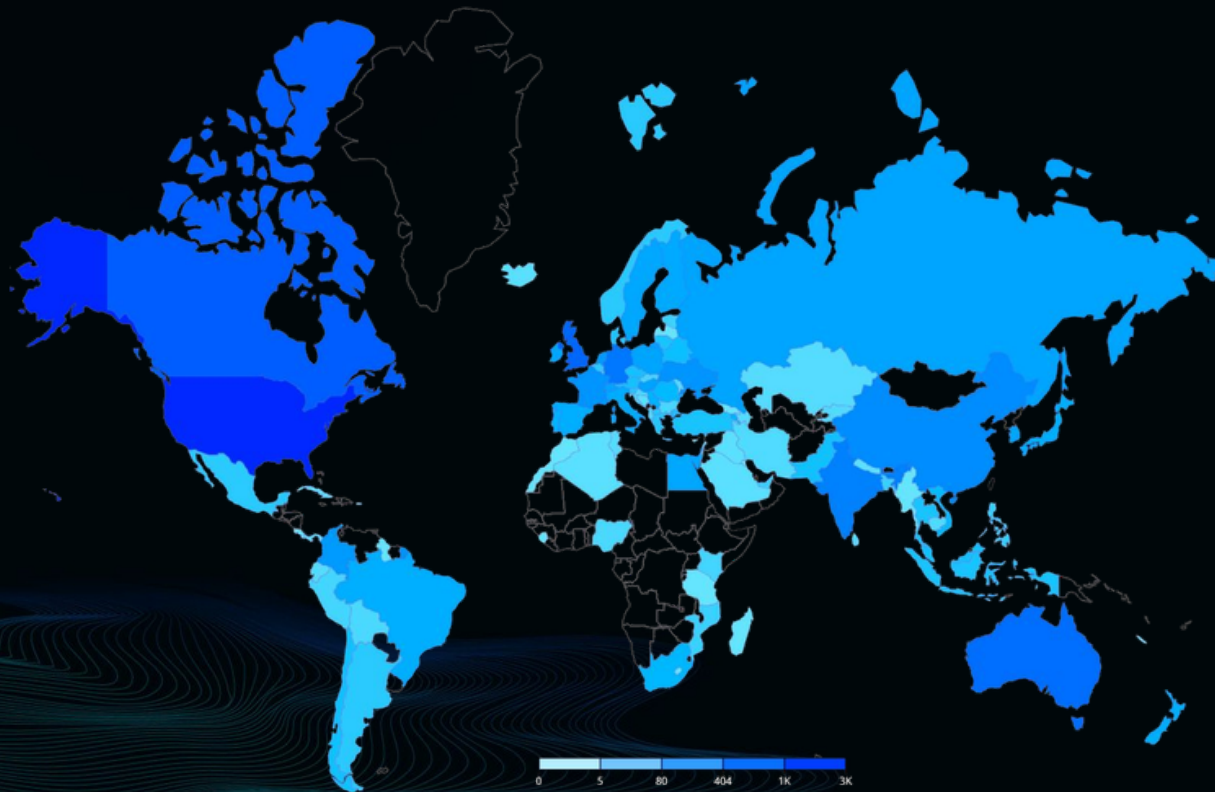
\$ 50 Billion*

IDEAL CUSTOMER PROFILE

* JFrog state a 1% capture of a (partial overlap) \$22bn addressable market, and of that, only 23% is within the Cloud-based market.

GEOGRAPHIC MARKET PENETRATION

Servicing customers across the globe. Targeting North America, Europe and Australia.



ACTIVE USERS / APRIL-MAY 2021



Uptime
99.99%+
Past 3 Months



Total Sessions
REDACTED
Past 1 Month

TRACTIONMETRICS

3x YoY, 10% MoM.



ALL
CUSTOMERS

\$REDACTED
ARR

REDACTED+
Customers

REDACTED
NPS
Avg Rating **XX**

REDACTED%
NRR

ULTRA-ONLY
CUSTOMERS

\$REDACTED
CAC (Net New)

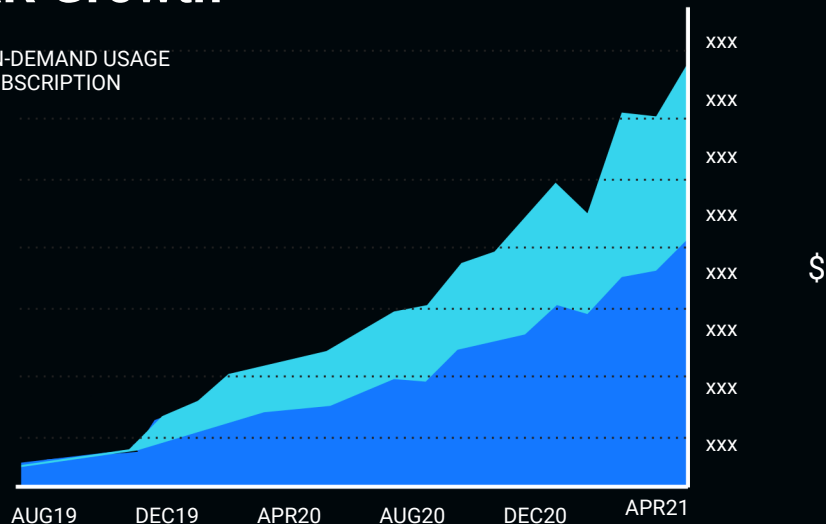
\$REDACTED
LTV

X months

\$REDACTED
ACV

ARR Growth

- ON-DEMAND USAGE
- SUBSCRIPTION



FORECAST METRICS

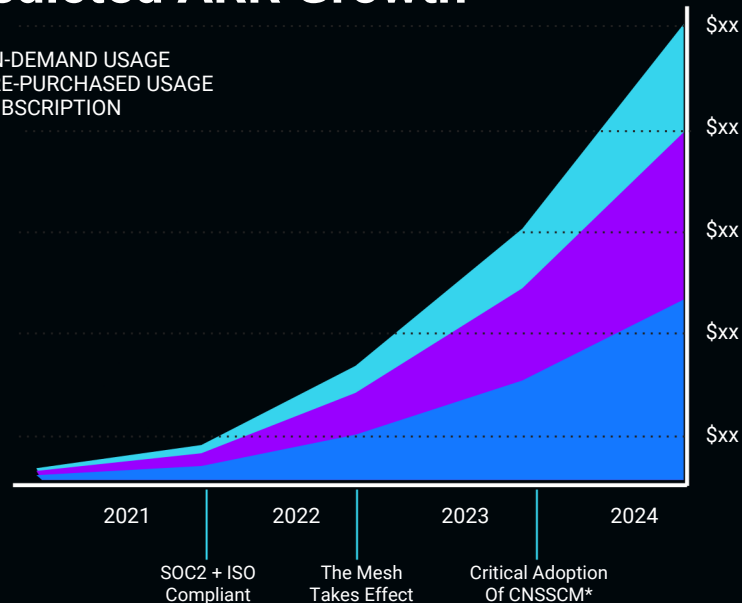
Capturing mid-market and then enterprise value.



2024	REDACTED	\$REDACTED ACV
2023	REDACTED	\$REDACTED ACV
2022	REDACTED	\$REDACTED ACV
2021	REDACTED	\$REDACTED ACV

Predicted ARR Growth

- ON-DEMAND USAGE
- PRE-PURCHASED USAGE
- SUBSCRIPTION



^ A blend between Enterprise, mid-market and self-service.
Our sweet spot is to target \$100-150k ACV for the mid-market at base.

* CNSSCM: Cloud-Native Software Supply Chain Management

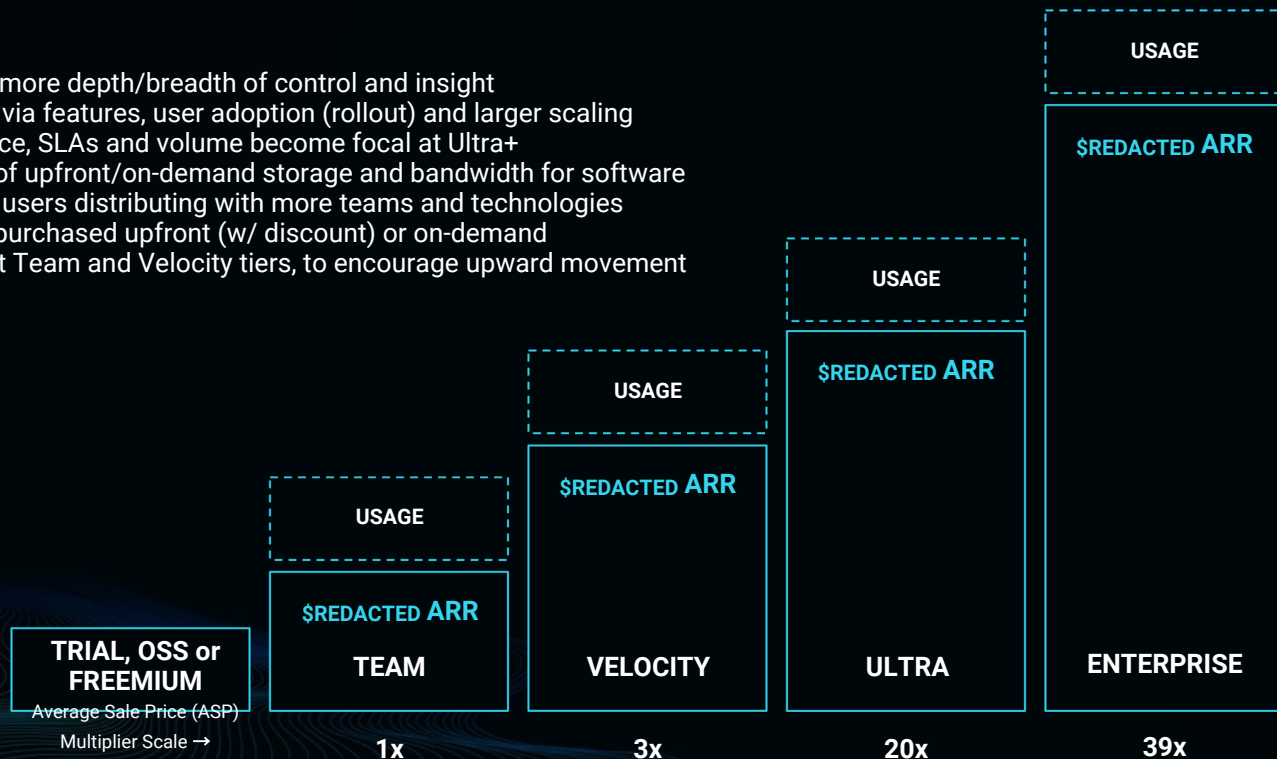
PRICING

Subscription model scaling with usage-based pricing.



KEY ATTRIBUTES

- Each tier provides more depth/breadth of control and insight
- Upwards pressure via features, user adoption (rollout) and larger scaling
- Security, compliance, SLAs and volume become focal at Ultra+
- Usage comprises of upfront/on-demand storage and bandwidth for software
- Usage is driven by users distributing with more teams and technologies
- Usage can be pre-purchased upfront (w/ discount) or on-demand
- Usage is capped at Team and Velocity tiers, to encourage upward movement



PARTNERS

Driving category-redefining thinking with our partners.



DRIVING ADOPTION

We are targeting webinars, events, guest blog posts, and deeper technology integrations; building and integrating with best-in-breed. We are also in the process of sponsoring companies like StackStorm, RabbitMQ and Adoptium; prominent widely adopted and respected technology providers. Our Cloud-Native nature provides a natural opportunity to join the CNCF; to contribute to the community, and drive awareness.

 **ATLASSIAN**

 **Buildkite**

 **CLOUD NATIVE**
COMPUTING FOUNDATION

 **circleci**

 **RabbitMQ**

 **HashiCorp**

 **StackStorm**

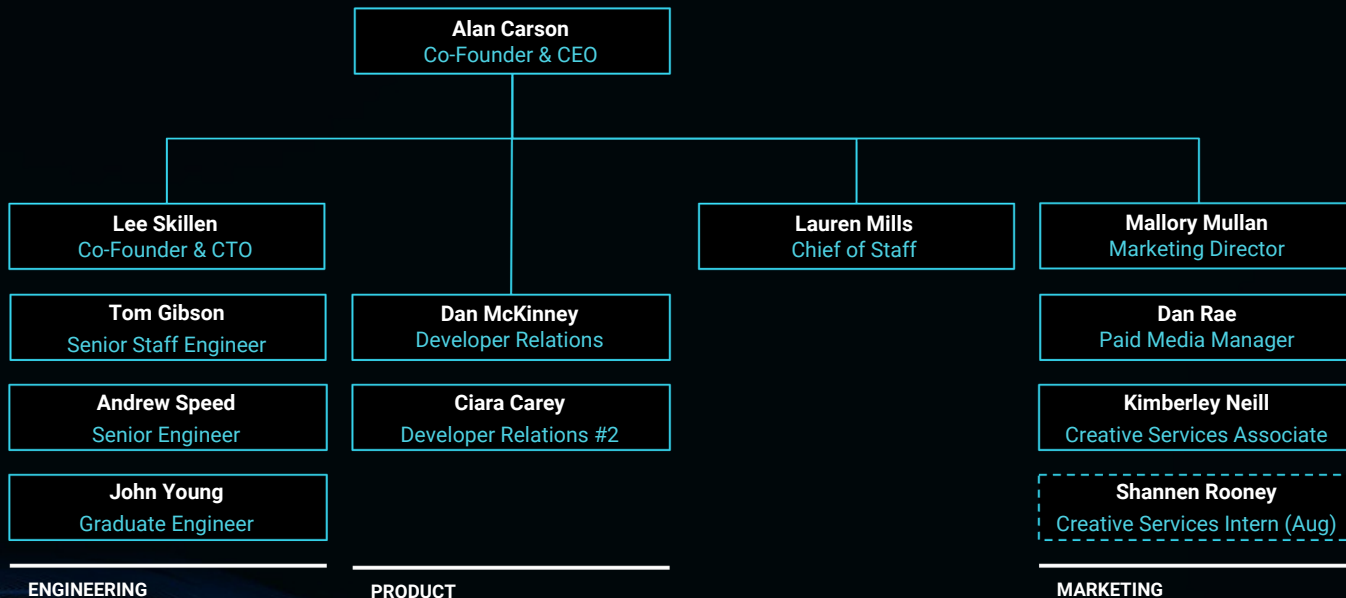
 **snyk**

 **ADOPTIUM**

ACTIVE

TARGET AFFILIATIONS

ORGANISATIONCHART



PEOPLE

We have built a business around a world-class team.



CORE TEAM

Mallory Mullan

Marketing — Adobe, Deloitte

Dan Rae

Marketing — CyberArk, Unitrends

Dan McKinney

Developer Relations — NYSE, Neueda

Ciara Carey

Developer Relations — FireEye, HP

Thomas Gibson

Engineering — NYSE, Neueda

Andrew Speed

Engineering — Shopkeep, SAP

Alan Carson

Co-Founder & CEO

Over 20 years experience architecting and building software in enterprises and start-ups. Alan led an international team at NYSE that built and deployed 100+ software products over 3 years - transforming their management and delivery processes, worldwide.

BOARD

Steve Collins

CTO — King, Swrve, Havok

ADVISORS

Sarah Friar

Michael Black

CEO — Nextdoor, Square

CFO — Clavis, Ammeon

Lee Skillen

Co-Founder & CTO

High performance computing and security software engineer with 20 years experience. Lee spent 10 years architecting, building and running Newzbin, which was the world's leading Usenet search engine with 120k subscribers, 200m hits per month and over £1.2m ARR.

USE OF FUNDS

The future of building a world-class developer tool business.



KEY SENIOR HIRES

CRO / VP of Growth

VP of Engineering

VP of Product

VP of Security

Head of Customer Success

Head of Talent

KEY GOALS

- Build The Mesh and deeper roadmap-based technology
- Build out repeatable sales function
- Build out marketing team around current Head of Marketing
- Build out engineering, security and success teams
- Achieve ISO27001 & SOC2 certification for the platform
- Join the Cloud-Native Computing Foundation (CNCF)

PROPORTIONAL SPEND



RAISING SERIES A

We want top investors who share our passion for Cloud-Native Developer Tools.



Today, Cloudsmith is a best-in-breed for Package Management and DevOps, building the future of logistics with [The Mesh](#) and [Cloud-Native Software Supply Chains](#).

We have already built something incredible with a very small amount of leverage. And we know where “the puck” is going.

Every company is a software company; and with Cloud-Native this is a blue ocean* opportunity to own a high-growth segment.

[Imagine](#) where we could go from here.

Frontline

MMC

techstart

JOIN OUR EXISTING INVESTORS

* Again: JFrog have a 0.5% capture of a \$50bn addressable market, and of that, only 23% of their business is within the Cloud-based market.

THANKYOU



Questions?

Alan Carson, CEO
alan@cloudsmith.com

Lee Skillen, CTO
lee@cloudsmith.com

Appendix

ROADMAP

Focus. Build. Execute.



Building out the fabric of The Mesh (deep learning, mining and graph theory).

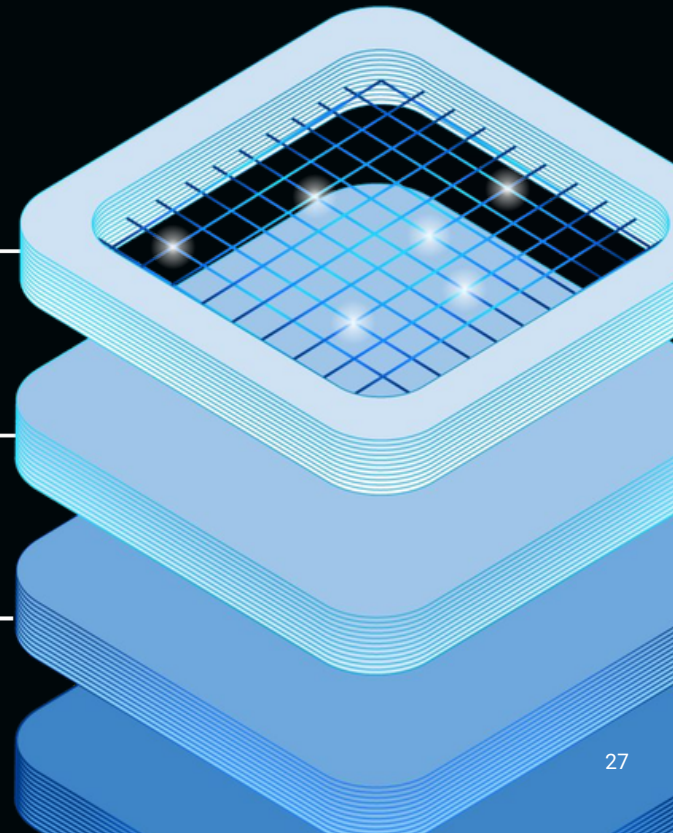
FUTURE - YEAR OF THE MESH

Building out smart edge capabilities, and detailed intelligence insights.

TOMORROW - YEAR OF THE INTELLIGENCE

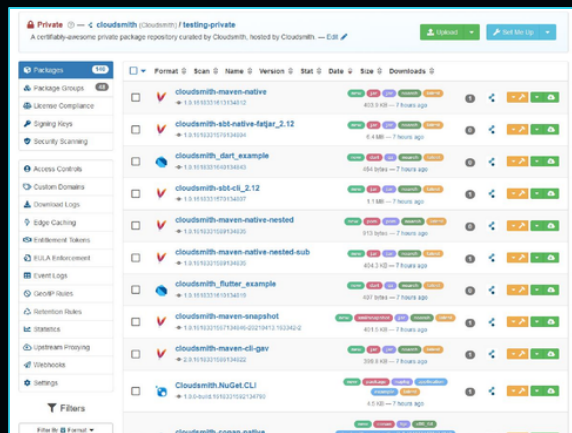
Building out a fully-certified platform. Focus on compliance and controls.

CURRENT - YEAR OF THE COMPLIANCE

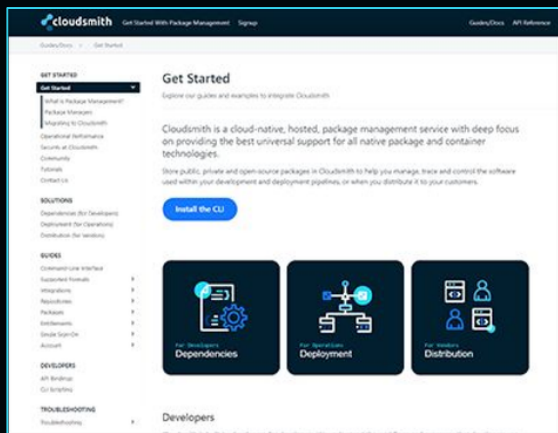


PRODUCT

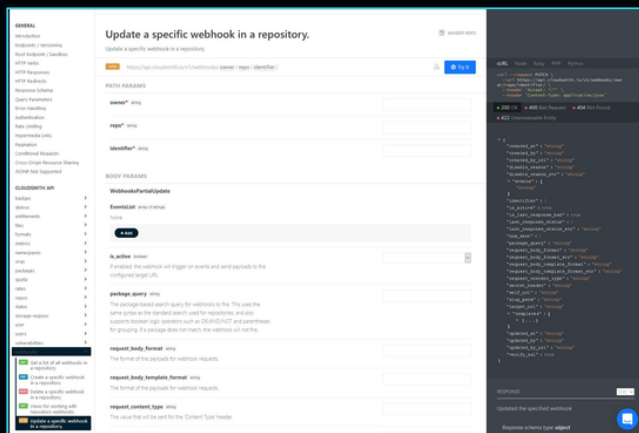
We've built universal support for 23+ formats, a discoverable API and great documentation.



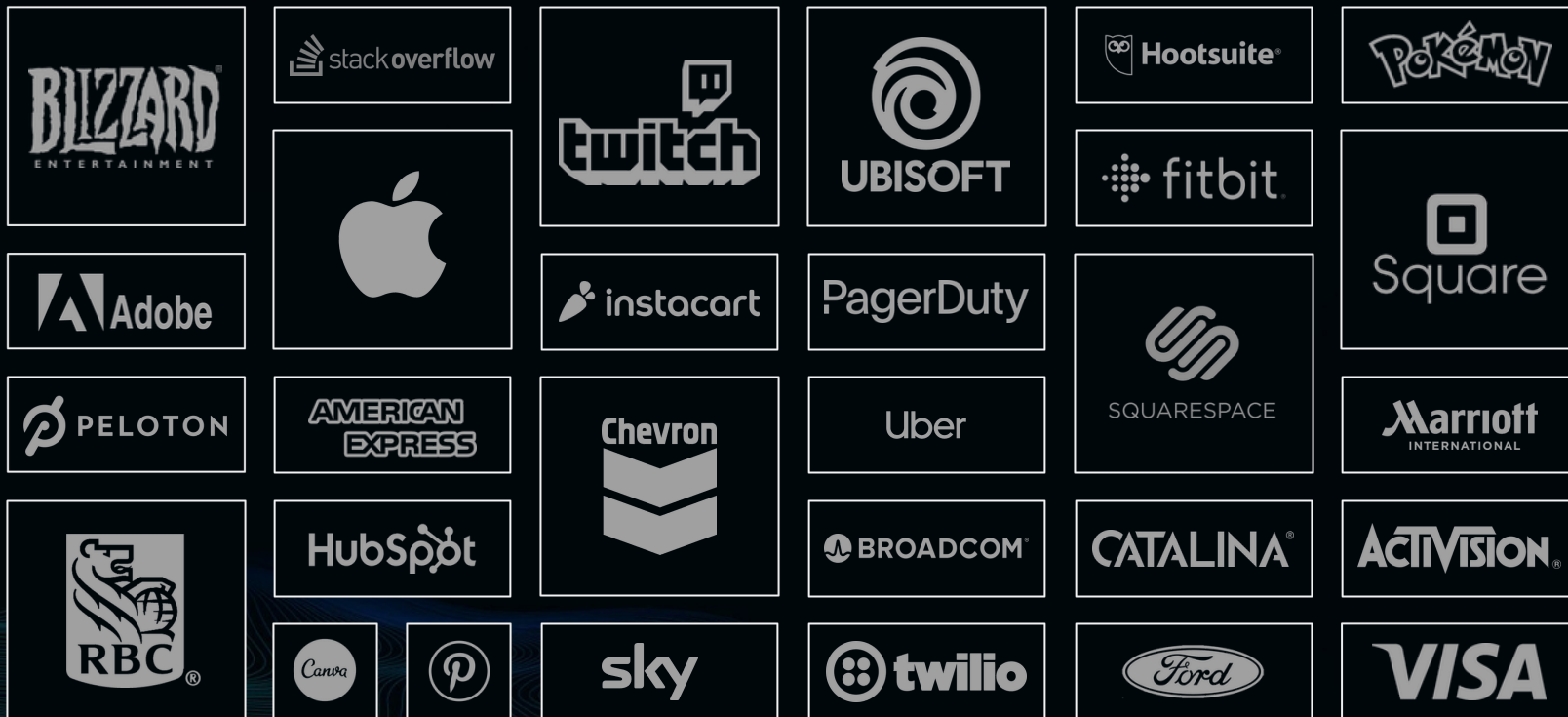
WEB UI



AWESOME DOCUMENTATION

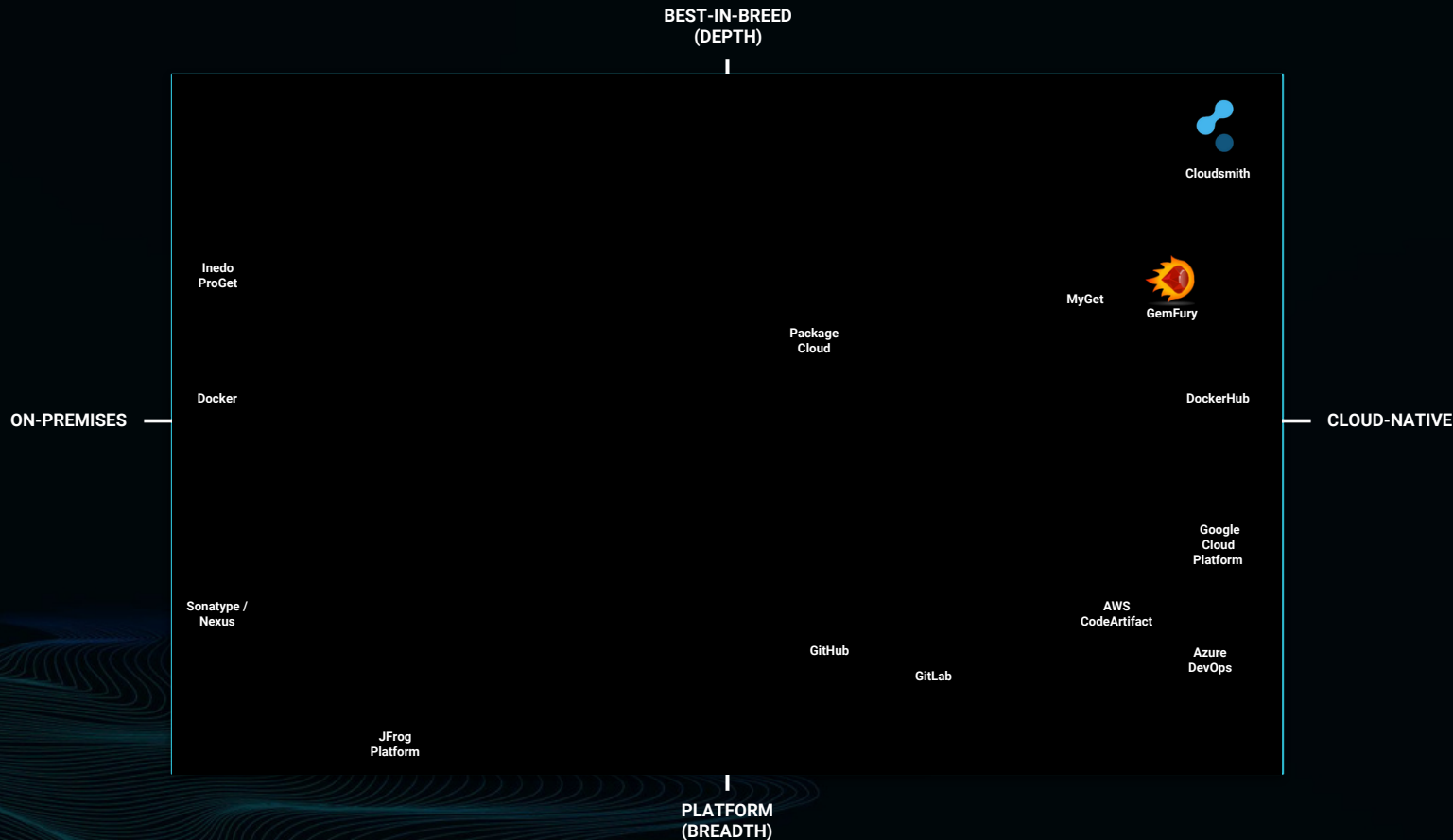


DISCOVERABLE API



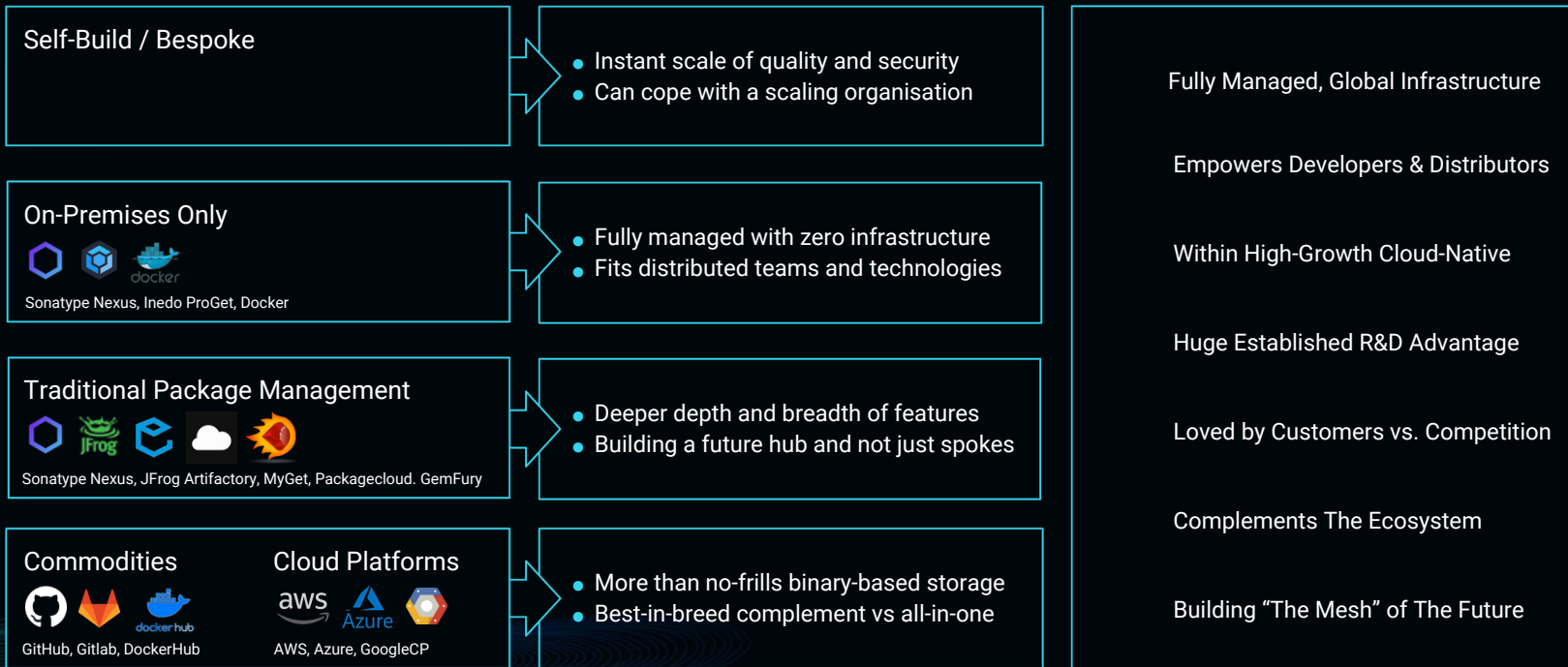
COMPETITIVE QUADRANT

On-Premises vs Cloud-Native. Platform vs Best-in-Breed.



WHY WE WIN

The market is moving towards our position.



WE COMPETE AGAINST

WHY CUSTOMERS CHOOSE CLOUDSMITH

CATEGORY-DEFINING PLATFORM

We get asked a lot of questions, but the one we like the most is:

“What’s your dream?”

The answer is **simple**.

To stop any single developer, anywhere in the world, on the street, and ask:

**“Can you tell me about your
software supply chain?”**

If they can answer that it is something they think about daily, and use software supply chain tooling like Cloudsmith to manage and understand it, then:

We have won.

COMPETITIVE PRICING

How we compare on pricing...



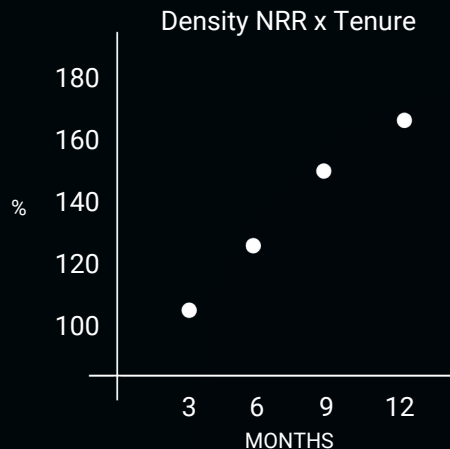
Addendums

NET REVENUE RETENTION - XXX %

Customers don't churn. They grow.



		Cohort x Months					
Cohort	t	Q2-	0	3	6	9	12
19+	Earlier		XXX%	XXX%	XXX%	XXX%	XXX%
Q3-19	Q4-19		XXX%	XXX%	XXX%	XXX%	XXX%
Q1-20	Q2-20		XXX%	XXX%	XXX%	XXX%	XXX%
Q3-20	Q4-20		XXX%	XXX%	XXX%	XXX%	XXX%
Q1-21	Q2-21		XXX%	XXX%	XXX%	XXX%	XXX%
			XXX%	XXX%	XXX%	XXX%	
			XXX%	XXX%	XXX%		
			XXX%	XXX%			
			XXX%				
			XXX%				



GROSSMARGIN-PROJECTION/PLAN

Investing for technology upfront with incredible room to scale.



KEYPOINTS

- Upfront technology spend in globally geo-distributed fault-tolerant infrastructure.
- Ever-present opportunities to optimise infrastructure and reduce costs, such as:
 - Utilising more cost-effective upfront purchasing of infrastructure.
 - Utilising more spot/scaling instances, replacing some of the dedicated instances.
 - Rolling out additional serverless infrastructure, to replace remaining EC2 instances.
- Infrastructure costs to remain relatively flat; doesn't need to scale with customers.
- Distribution costs scale independently and lower than revenue, which has a 5-10x margin.
- Continued qualification for further AWS discounts; leveraging economies of scale.
- Overall, target of 80%+ gross margin is achievable short-term (w/ ARR); long-term is 85%+.

SHORT-TERM TARGET

XX%+

XX%

Non-Payroll COGS

XX%

Payroll COGS

NOW

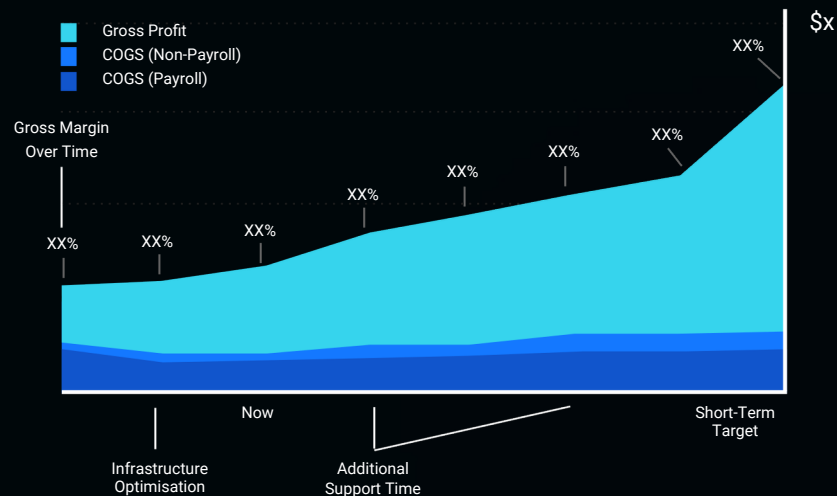
~XX%

XX%

Non-Payroll COGS

XX%

Payroll COGS



100+ Pitch decks for Startup

Explore 100+ founder tested pitch deck templates designed to help startups raise capital.



Careem

Uber



♥ babylist

shopify



barcoo

Square

capacity

alan

sky
mind

HealthJoy

airbnb

SendGrid