



FRONT

All your company's external
communications in one collaborative inbox.

THE PROBLEM

Email is the most important business communication channel

215 billion

EMAILS SENT PER DAY

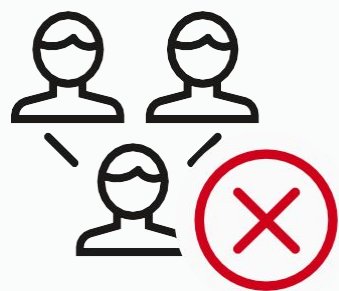
54%

ARE BUSINESS EMAILS

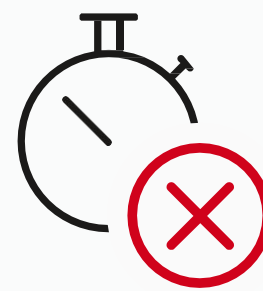
7%

YEAR-ON-YEAR GROWTH

But email is a tool designed for personal use



NOT COLLABORATIVE



BAD PRODUCTIVITY



ERROR-PRONE

THE SOLUTION

Rebuilding email, for business this time

COLLABORATIVE

Company > Team > User Share,
assign, mention As transparent
as can be

INTEGRATED

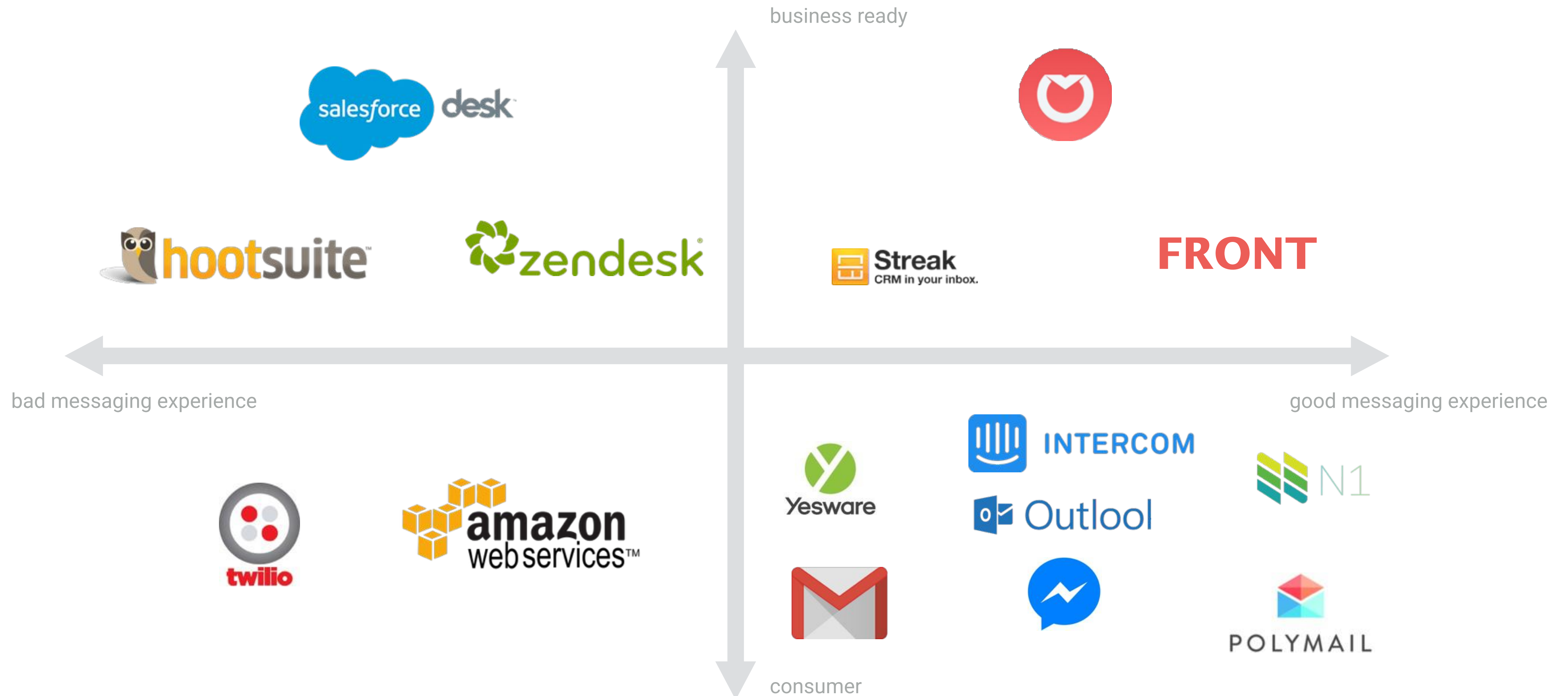
Analytics
3rd party integrations
Open API

UNIFIED

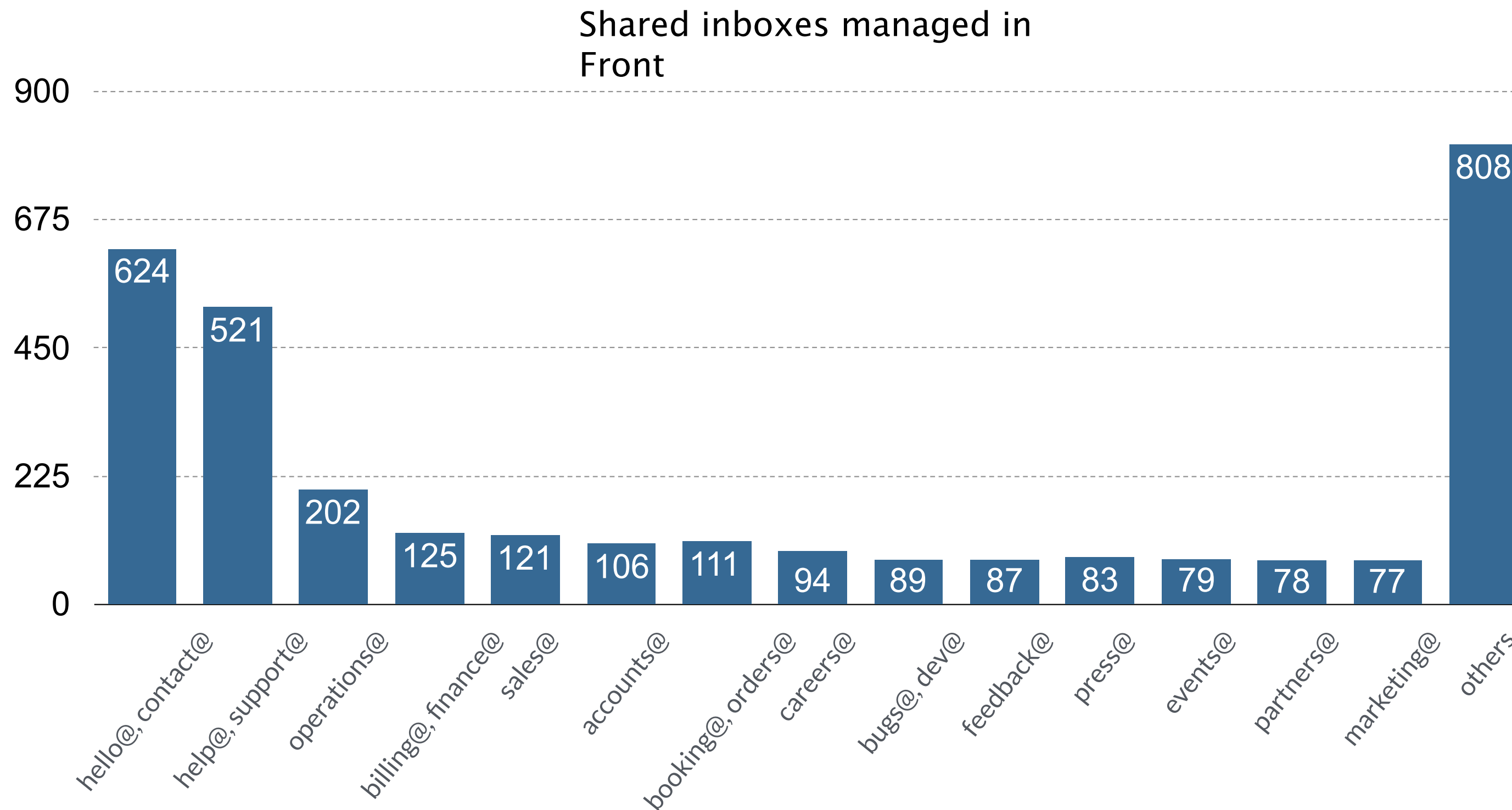
All email providers All
channels    
All teams

A multichannel *email* client, where every conversation finds its way to the right people, and is accounted for in the right system.

COMPETITIVE LANDSCAPE

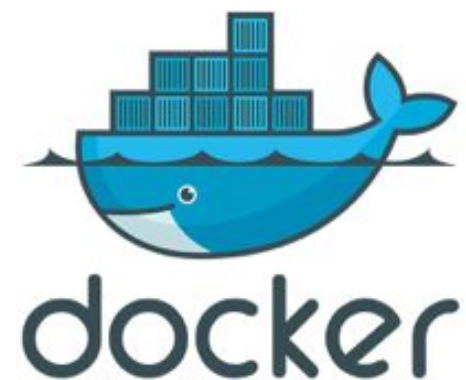


WE HAVE A HEAD START



Shared inboxes were the perfect wedge:
small commitment, big pain, willingness to pay, lower expectations for MVP.

SELECT CUSTOMERS



Front works for teams of all sizes, across many different industries.

CUSTOMERS ARE VERY SATISFIED

“ Front has a great user experience! It is extremely efficient, reliable, and easy to navigate.

Bellhops, 100 seats

Baroo, 20 seats

“ Wouldn't go back to Gmail if you paid me.

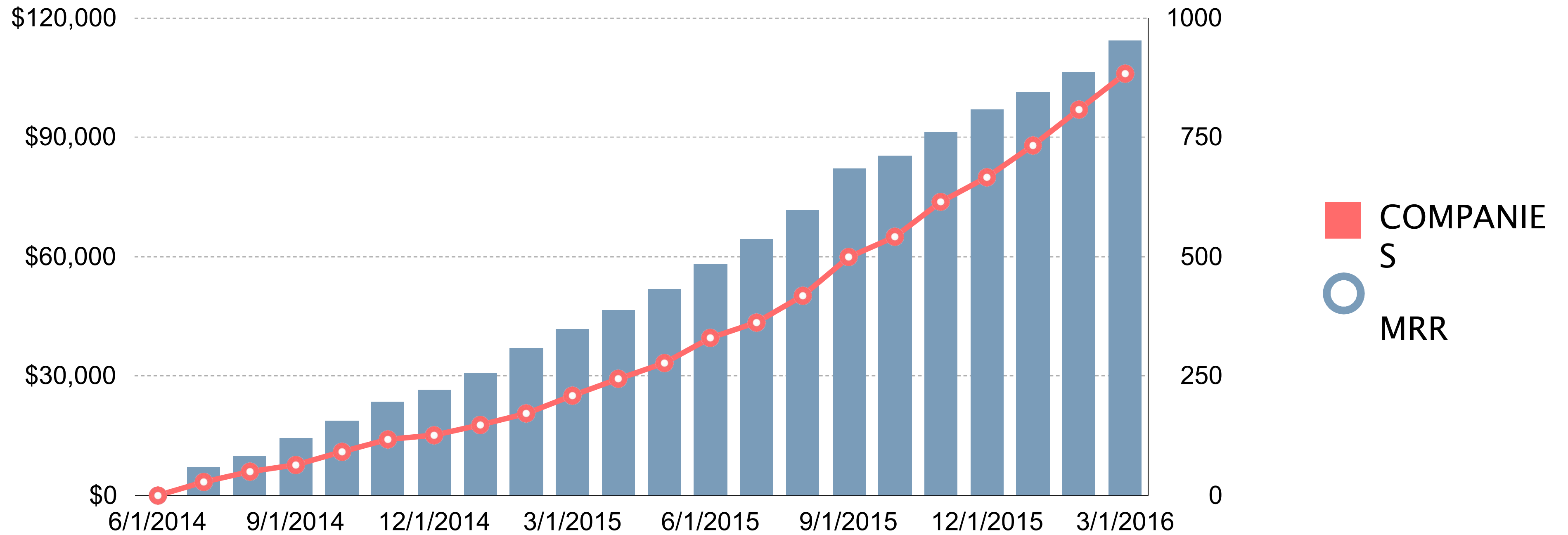
“ A wonderfully useful tool that has saved us time and energy. If an opportunity arises to recommend Front to other teams, even outside of MailChimp, it's always top of mind.

MailChimp, 4 different teams

“ I'm in love with Front!

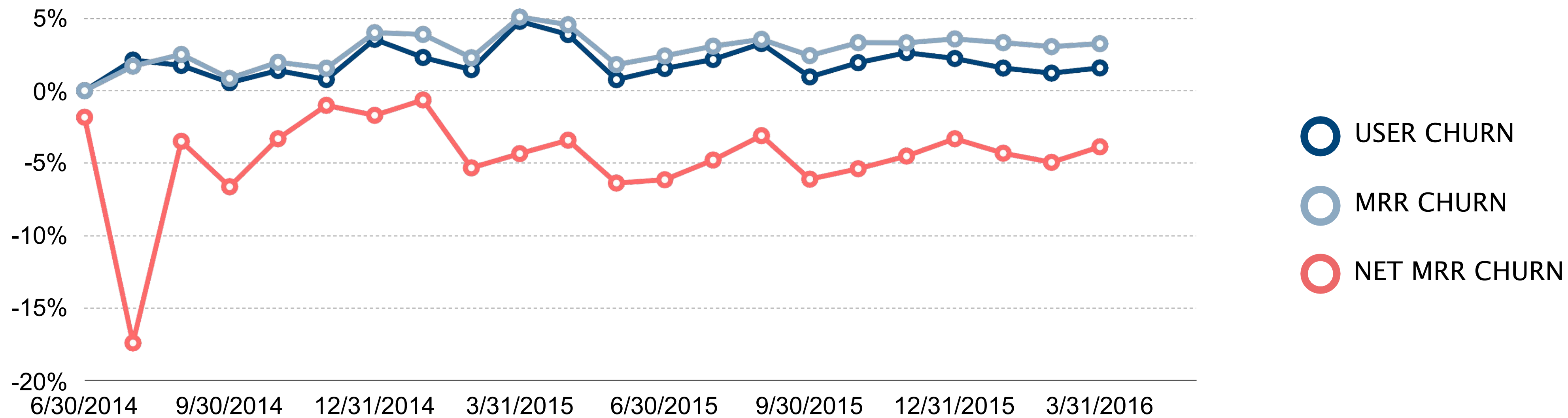
Guillermo Rauch, this week-end

CONSISTENT ORGANIC GROWTH



MRR grew 5.4 times in the past 12 months.

LOW CHURN



~3% monthly user churn, negative net MRR churn.

The background is a solid dark blue color. It is decorated with numerous small, scattered geometric shapes in white, orange, and light green. These shapes include circles, squares, triangles, and semi-circles. Some of the white shapes are concentric circles, resembling targets. A faint, dark blue shadow of the text 'OUR FOCUS TO DATE' is visible behind the main white text.

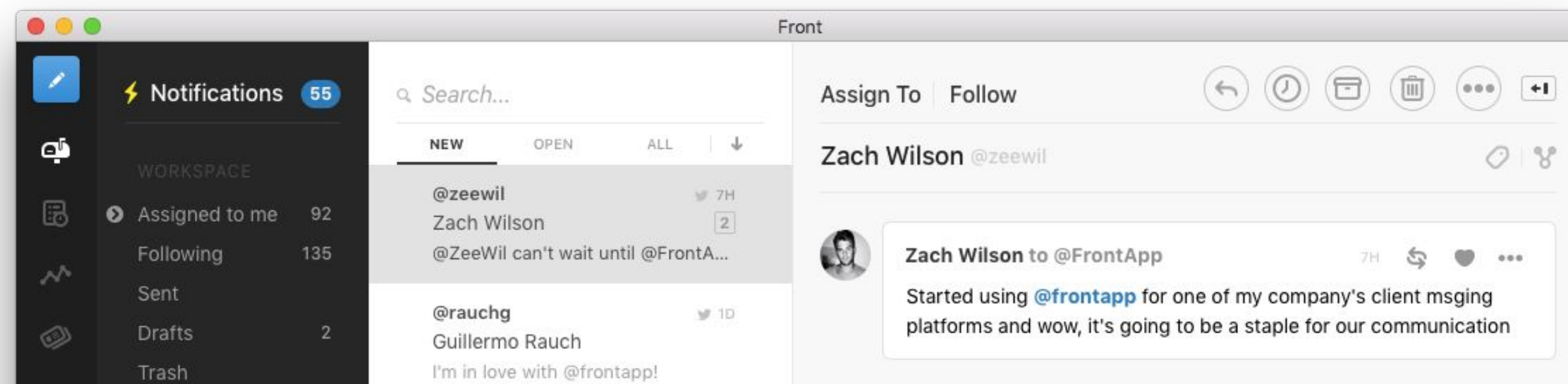
OUR FOCUS TO DATE

THE PRODUCT COMES FIRST

We're our first users 60%
of payroll = Engineering
Support agents = 0

Fast iteration: frontapp.com/roadmap

*No complex product lines: we only sell licences to use
our only product*



ACQUISITION CHANNELS

3 acquisition channels

ORGANIC GROWTH

70% of 2015 leads
Customer
word-of-mouth Leader
on “shared inbox”

SALES

40 qualified demos / month /
SDR 28% post-demo conversion
\$36k ARR added / month / AE

MARKETING

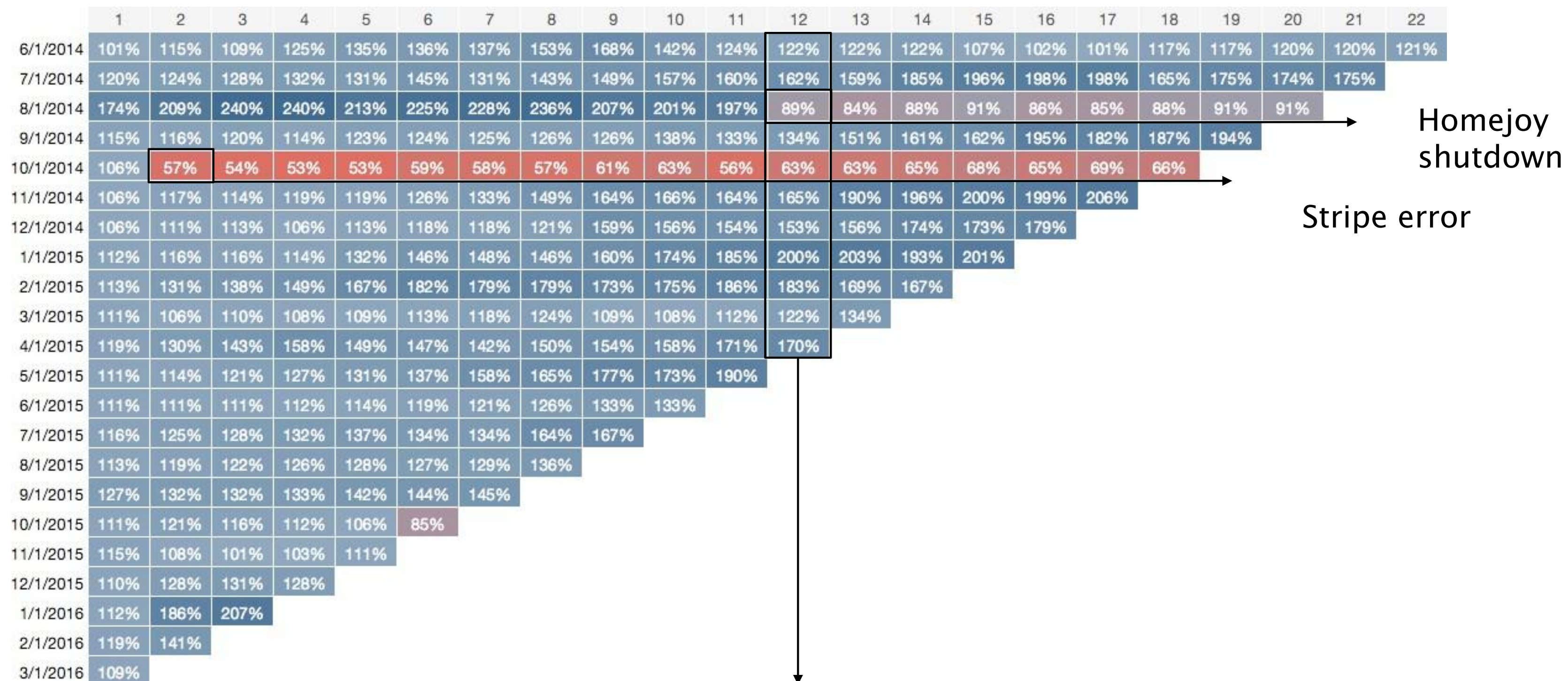
- Content playbook
- Co-marketing playbook
- Paid acq. unit economics

We’ve identified repeatable strategies to acquire new customers.

We will iterate on those and double down on the inner.

WE LAND AND EXPAND

Percentage of MRR retained relative to starting month



150% annual expansion: the “land & expand” strategy works.

WE'VE BEEN CAPITAL EFFICIENT

\$1.3m

**Spent in 18 months to reach
\$1.4m in ARR**

\$1.8m

Left from last seed round

\$90k

Monthly burn

5 months

To be profitable

The background is a solid dark blue color. It is decorated with various small, scattered geometric shapes in white, orange, and light green. These shapes include circles, squares, triangles, and semi-circles. Some of the white shapes are concentric circles, resembling targets. The overall aesthetic is modern and minimalist.

RAISING \$10M SERIES A TO ACCELERATE GROWTH

THE RIGHT MIX OF PASSION AND EXPERIENCE



Mathilde Collin

CEO, co-founder



Laurent Perrin

CTO, co-founder



Cailen D'Sa

Head of Sales

1st sales @  and  **Dropbox**

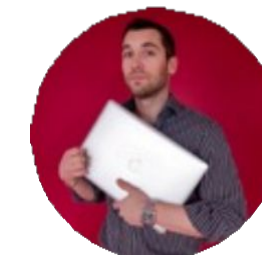


Greg Walder

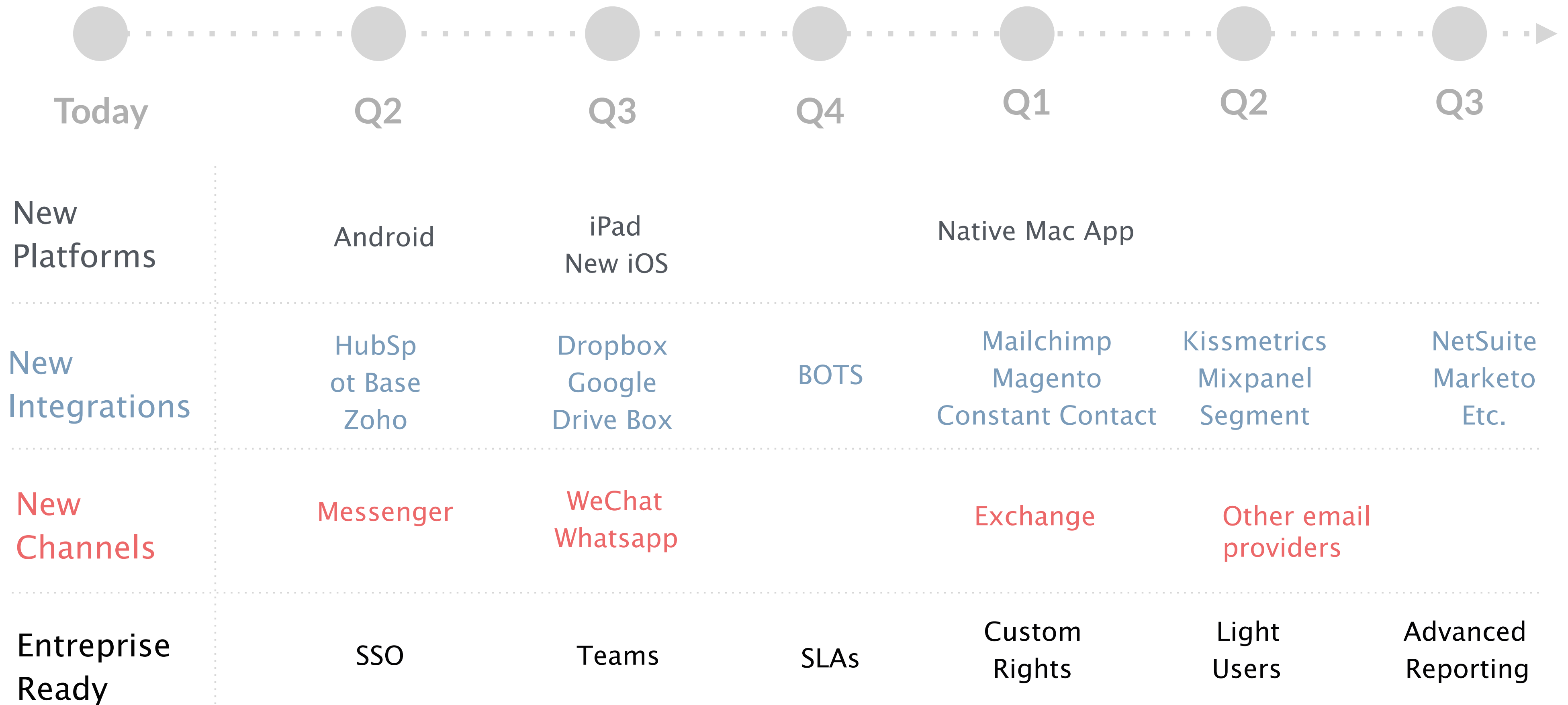
Head of Customer Success

Former head of upsells @  **Dropbox**

Unfair access to pool of excellent French engineers



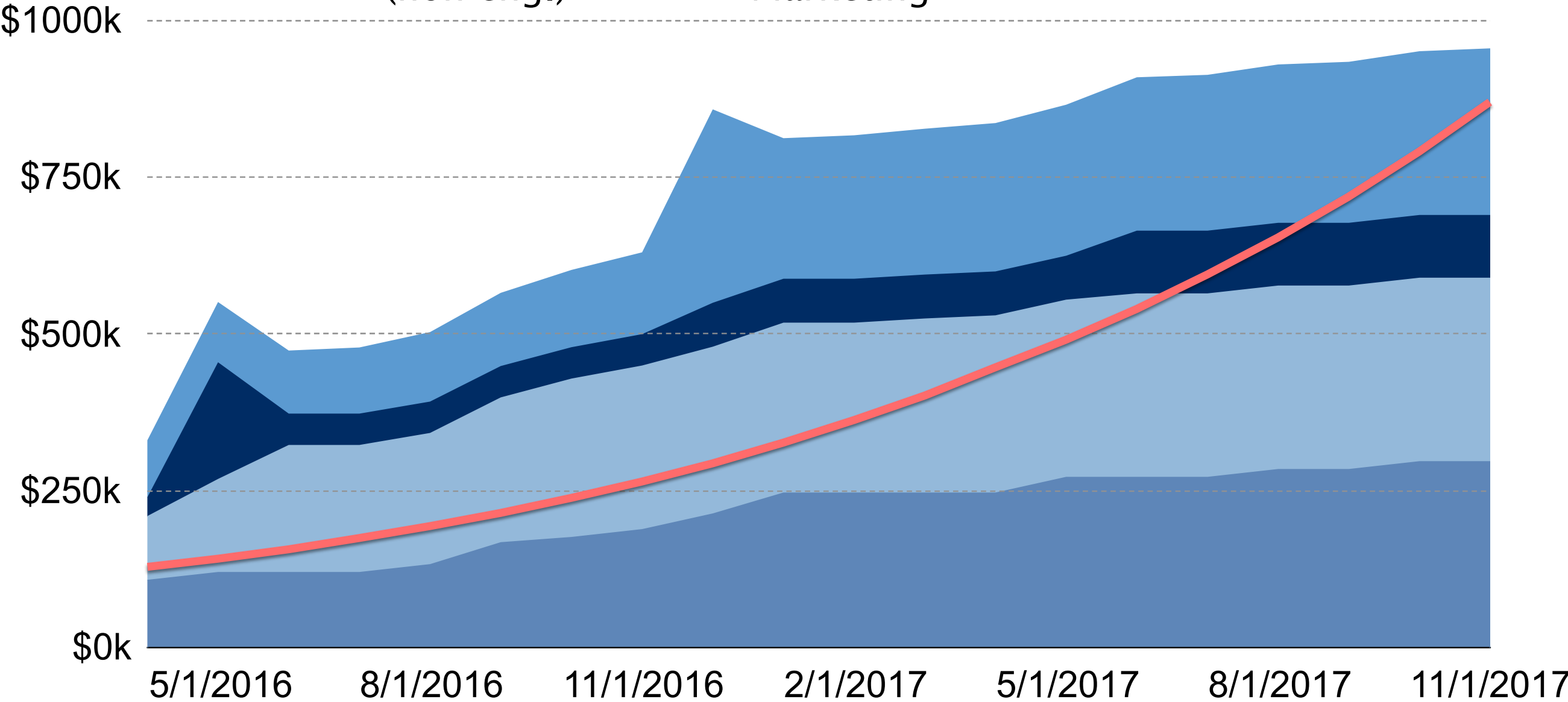
THE PRODUCT ROADMAP IS CLEAR



PROJECTIONS

Expenses

■ Payroll (eng.) ■ Payroll (non-eng.) ■ Selling & Marketing ■ Other ■ MRR



Revenues

	2016	2017
ARR	\$3m	\$10m
Headcount	39	53

FUNDING

Series Seed

Sept. 2014

\$3.1M



Series A

now

\$10M

Led by Softtech VC Angel
investments from: Paul Buchheit

Elad Gil
& 32 more

Committed:
Stewart Butterfield
Eoghan McCabe

THE OPPORTUNITY

Slack proved that businesses are ready to buy good communication tools.

They're going after the internal communications market.

We're going after the bigger opportunity.

Front will own the external communications space.

The background is a solid blue color. It is decorated with a variety of small, scattered geometric shapes. These include circles, squares, and quarter-circles in three colors: teal, orange, and light green. Some of the shapes are white outlines, such as concentric circles and horizontal lines. The shapes are distributed across the entire background, creating a modern, abstract pattern.

THANKS