

Profitably

Sample
Fundraising Deck

Profitably is like Salesforce.com...for Finance

We have a team, a market, and a product _____



4 full time team members

\$x.x Billion addressable market

Sept. 2010 minimum viable product launch

We have traction _____

> XXX small businesses
signed up to date

> XXX channel partners looking to
deploy with their clients

We are raising funds _____

\$XXX being raised to support
product/market fit

Adam Neary
CEO



- Vice President at AlixPartners
- Head of BI at Concentra
- Manager at A.T. Kearney

Francis Hwang
CTO



- Lead Engineer at Diversion Media
- Director of Technology at Rhizome
- Founder of Gotham Ruby Conference and NYC.rb

Chad Pugh
UX & Visual Design

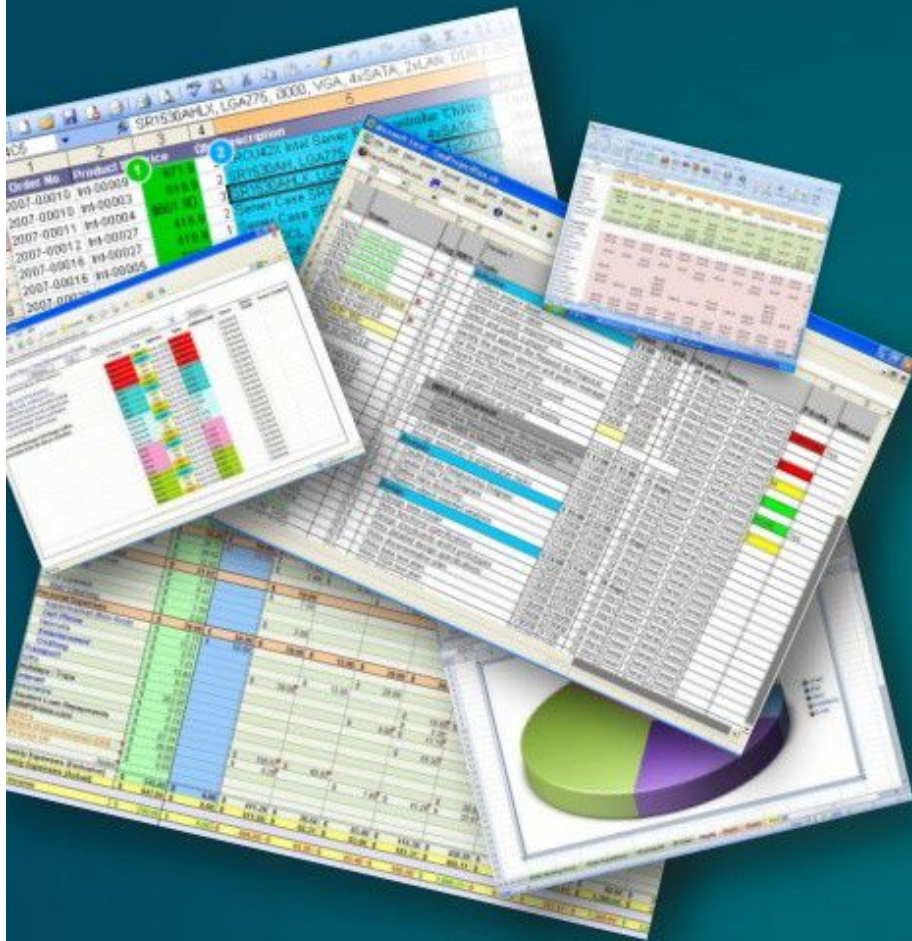


- UX & Visual Design at Hot Potato
- UX & Visual Design at Knowmore
- Illustration and UX at Vimeo

Graham Siener
VP of Customer Dev.



- COO at Cape Systems
- Dir. of Tech. at The Island School
- Director of Special Projects at Cape Eleuthera Institute
- Sr. Consultant at Arcadia Solutions



Finance is currently
an Excel nightmare.

The Code Shop

Profitably

Your Customers Your Employees

View my Customers

The chart shows a dot for each of your customers. This is a quick, easy way to understand who is making you money and how much volume you're doing with them.

Customer Segments: ● Newer (to 2015) ● Older (to 2015)

Customer 3018
Profitably: 38.34%
Sales Volume: \$55,520
Click for details

Customer 3015

View P&L for Customer 3016

The Profit and Loss report is an itemization of all revenues and expenses for this customer over time. It gives a snapshot of important revenue categories and the expenses associated with these (such as freight, etc).

Cost Segmentation for Customer 3016

Category	Value
Revenue	\$55,520
People	\$8,145
Services	\$9,068
Goods	\$18,408
Profit	\$9,900

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Profitably

Profitably is faster,
easier, and simpler.

Profitably is like Salesforce.com...for Finance

Profitably

Finance Automation

- Finance workflow
- Cash management
- Budgeting/forecasting
- Profitability, P&L
- Benchmarking

Targets VP of Finance



Salesforce Automation

- Sales workflow
- Leads management
- Pipeline forecasting
- Email automation
- Sales analytics

Targets VP of Sales



Marketing Automation

- Marketing workflow
- SEO tools
- Content mgt
- Blog platform
- Marketing analytics

Targets VP of Marketing



Support Automation

- Support workflow
- Ticket management
- Forums & feedback
- Knowledge base
- Support analytics

Targets Support Team

There is a ~\$xB market among firms of size 5-99



1-4

x.xM¹

\$xxxk¹

\$xxx/mo

\$x.xB

Accounting software suffices



Firm size: 5-99

x.xM businesses¹

\$x.xM¹ avg rev.

\$xxx/mo price point

\$x.xB market

Profitably



100-499

xxxk¹

\$xxxM¹

\$xxx/mo

\$x.xB

Customized analytical solutions



500+

xxxk¹

\$x.xB¹

\$xxx/mo

\$x.xB²

Enterprise BI and ERP solutions

Customer lifetime value drives customer acquisition



Our "[channel 2]" channel is performing best, driving deepest engagement at scale.

Channel 1

- High volume, low cost
- Long-term focus

Channel 2

- Moderate volume & cost
- Deeper engagement

Channel 3

- Low volume, low cost
- Short-term focus

Channel 4

- High volume, high cost
- Currently being tested

Channel 5

- High volume, high cost
- Currently being tested



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Channel 4

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Channel 5

- High volume, high cost
- Currently being tested



Initial traction has been fantastic.



COMPUTERWORLD



"What's really exciting about Profitably is that they are taking [app in the cloud] concepts and bringing them to millions of small businesses...

These businesses have a wealth of data sitting latent on their desktops, and Profitably is poised to unlock that value for these businesses."

Matt Marshall
Editor and CEO
VentureBeat

VentureBeat

(The press loves Profitably!)

> **XXX**
small businesses
signed up to date

> **XXX**
channel partners (CPAs,
accountants, bookkeepers...)
have expressed an interest in
deploying with their clients

We short circuit the process by partnering with **Intuit**, the makers of QuickBooks

“ [Quote removed]

Of ~6M businesses in the US,
4M use QuickBooks
as their accounting software.



[Name removed]
Director / Business Leader
Intuit Partner Platform

Achieved to date:

- ✓ Founding team
- ✓ Intuit partnership
- ✓ Live product shipped
- ✓ xxx businesses signed up
- ✓ Revenue streams initiated
- ✓ Seed round teed up

With seed funding:

- Product/market fit
- Customer acq. channel data
- xxx paying customers
- \$xxx run-rate annual revenue
- Validate CAC vs. LTV
- Series A teed up



Seed round specifics

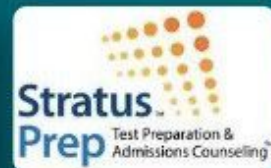
- \$xxx committed
- \$xxx target (\$xxx ideal)
- \$25k Minimum Participation
- **\$x.x MM Pre-Money Valuation**
- Option Pool of x% out of Pre-Money
- Pro Rata Rights for Investors
- Founder Vesting (4 years)
- Standard NVCA terms
- **Target close date: February 22**

Profitably

Appendix

“ It’s all but impossible for businesses like mine to quantify **customer acquisition costs**, since our prospects often have multiple touch points during the sales cycle, both online and offline.

This is the absolute top priority for my business, and Profitably is all over it. ”



Shawn O'Connor
President and Founder
Stratus Prep

Profitably



We don't make
Accounting software

QuickBooks
Xero, NetSuite
Outright
Indinero
(They make better partners)

We don't do
Business Intelligence

Metricly, GoodData
YouCalc, Indicee
QlikView, PivotLink
Birst, Pentaho
CloudEra
SAS, Microstrategy



Manual Analysis

Analysis dictated that we kill the "freemium" model

Freemium subscription model

Abandoned

Current

Tiered monthly subscription model

Future

Affiliate revenue from strategic partners

Free "satellite" product (business diagnostic)

\$XXX-XXX

Est. Customer Annual Value

\$XXX-XXX

Est. Customer Lifetime Value