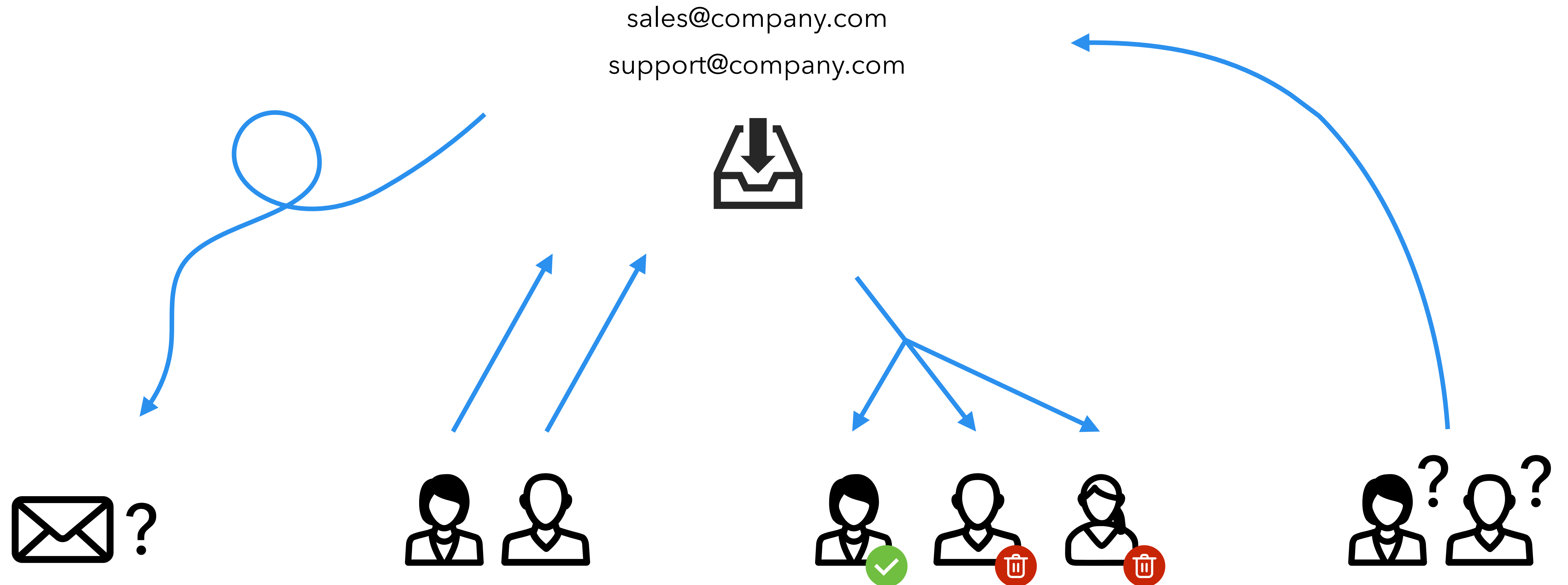




# Email was never built for teams to collaborate

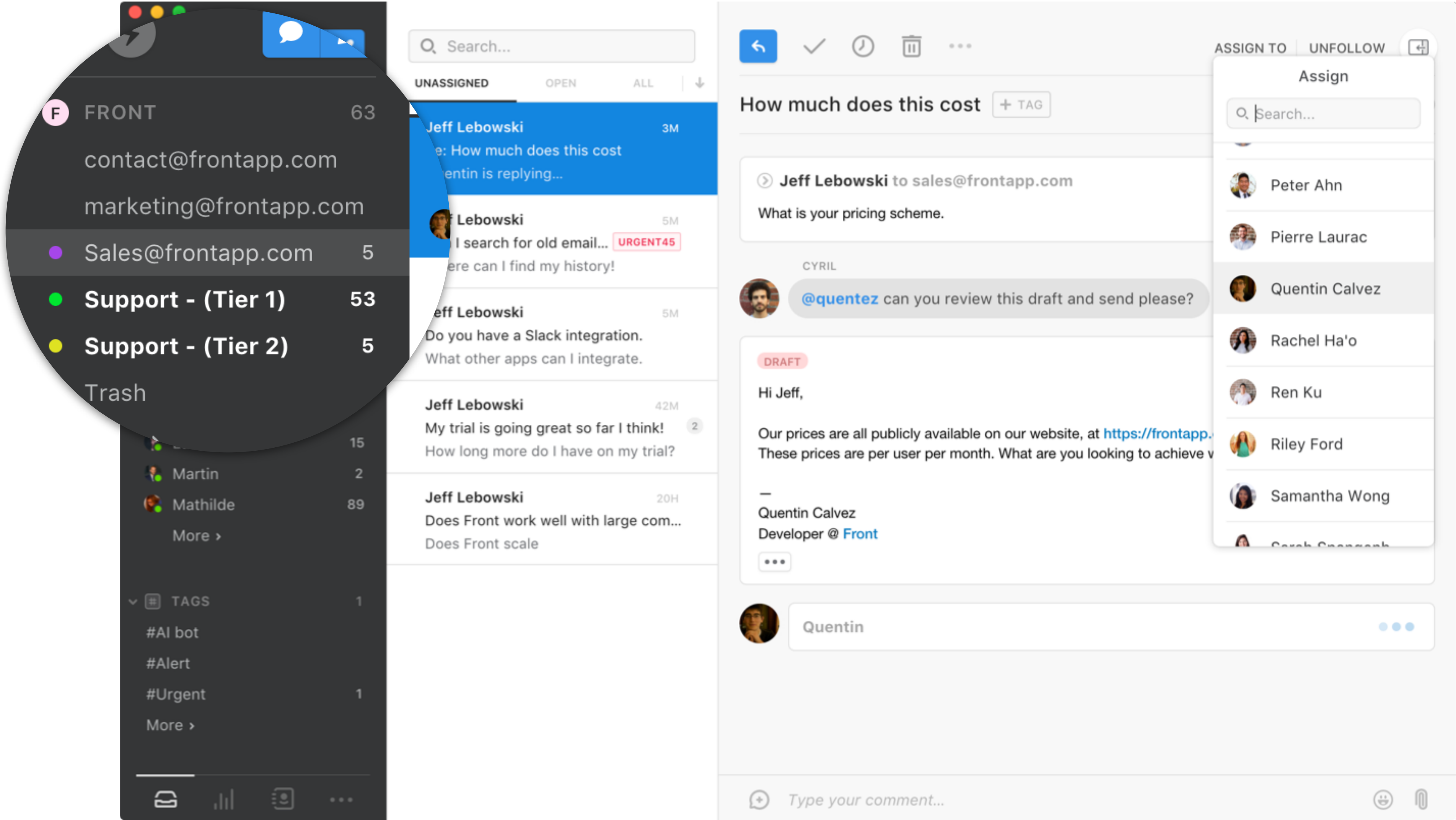


Productivity slowdown

Lost business

Bad customer experience

# So we built the first shared email client



# So we built the first shared email client

Automated rules

Canned answers

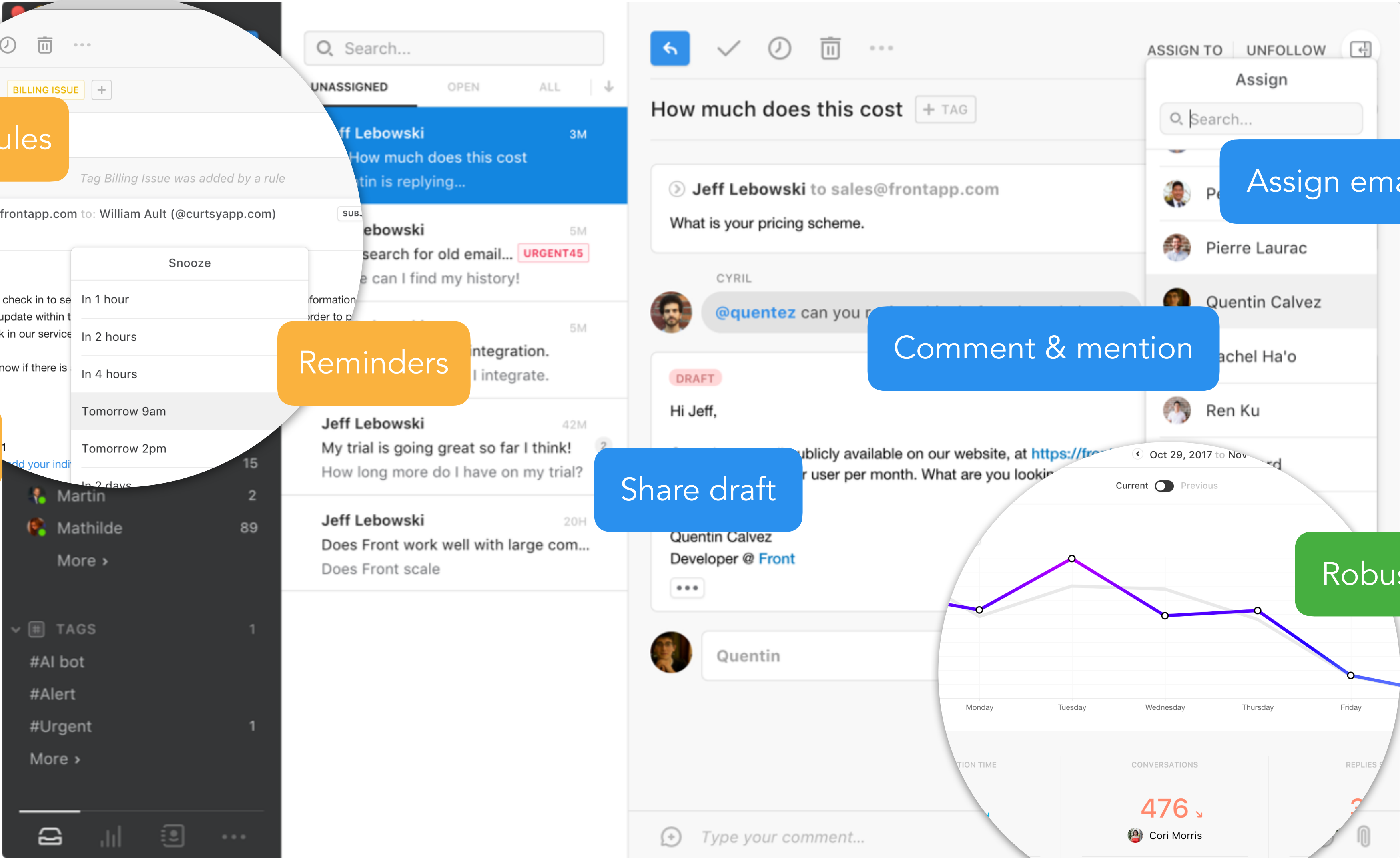
Reminders

Share draft

Comment & mention

Assign email

Robust analytics



# We rapidly broadened our value proposition

Multi-channel



Individual yet collaborative



Integrated



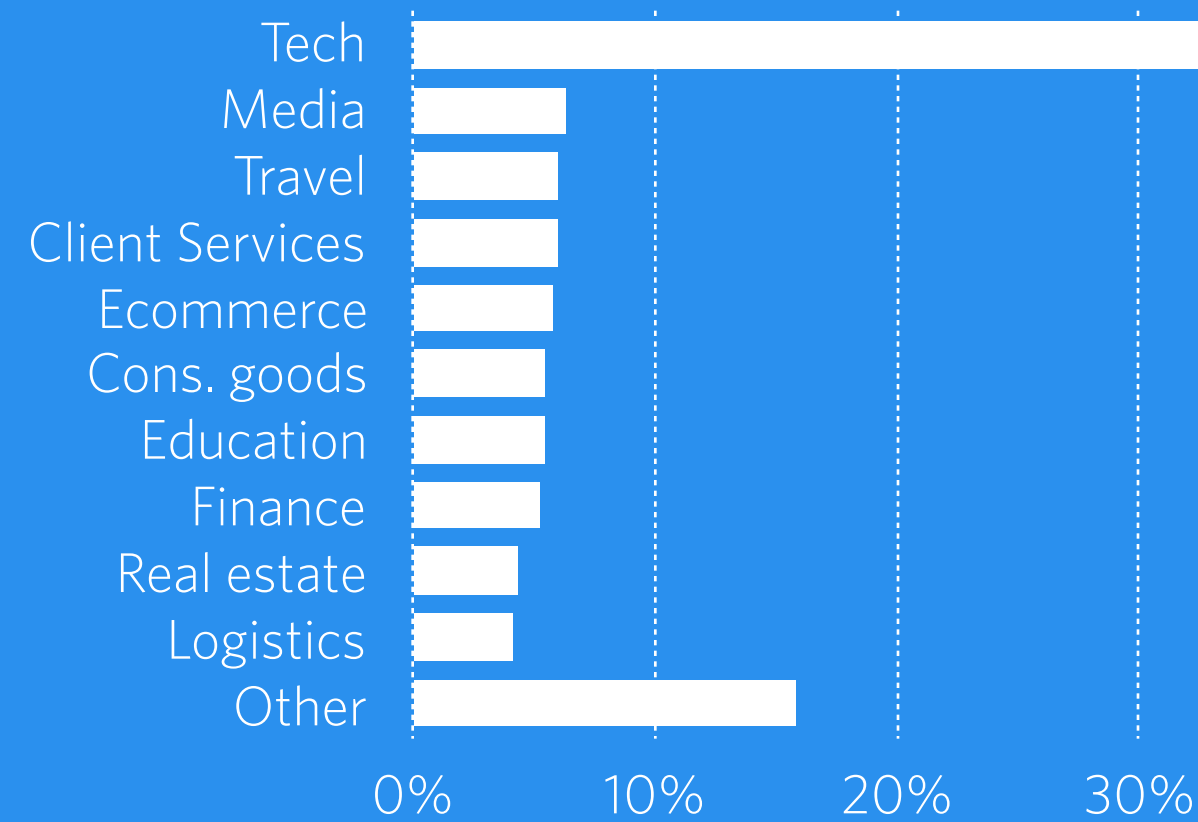
Shared Email  Collaborative Communication



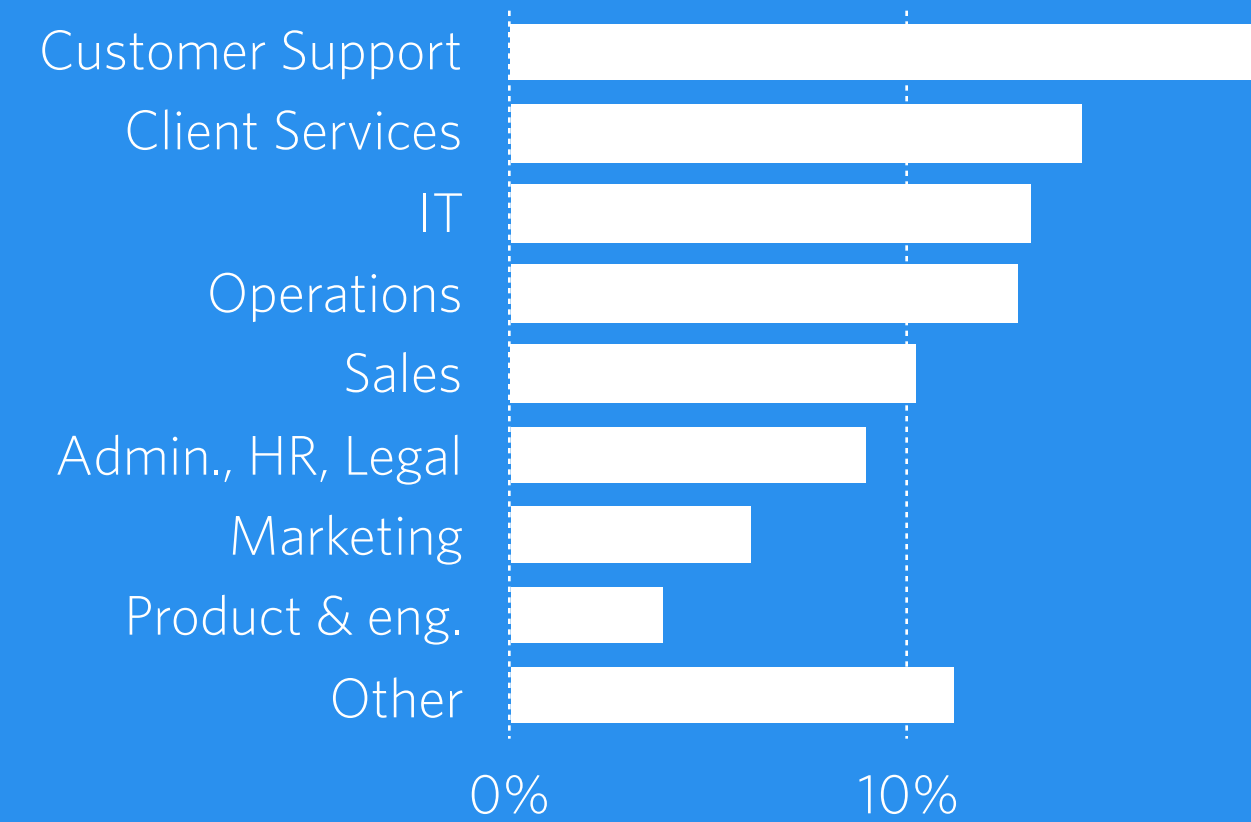
# 2300 companies use Front today



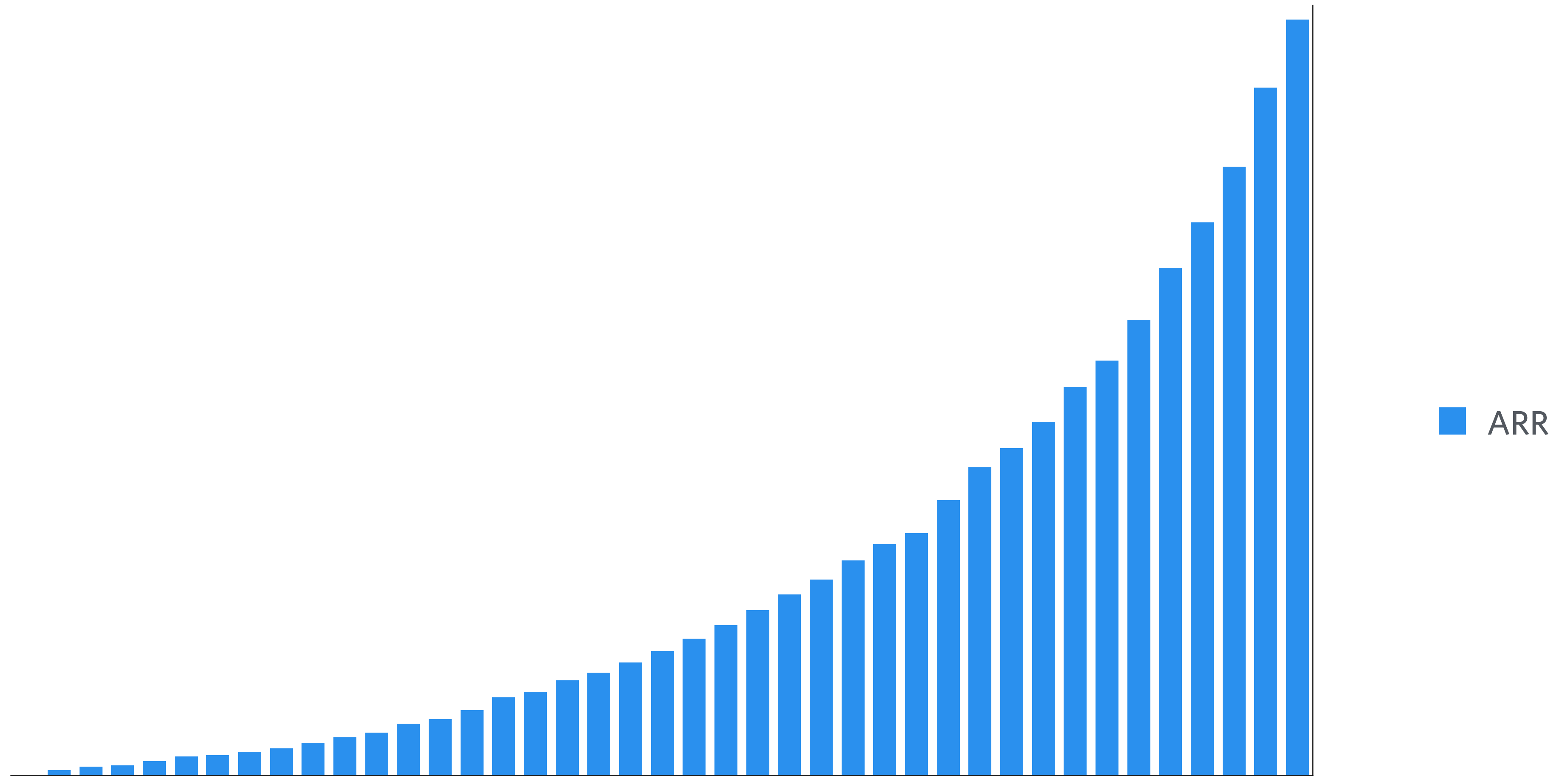
## Diversity of industries



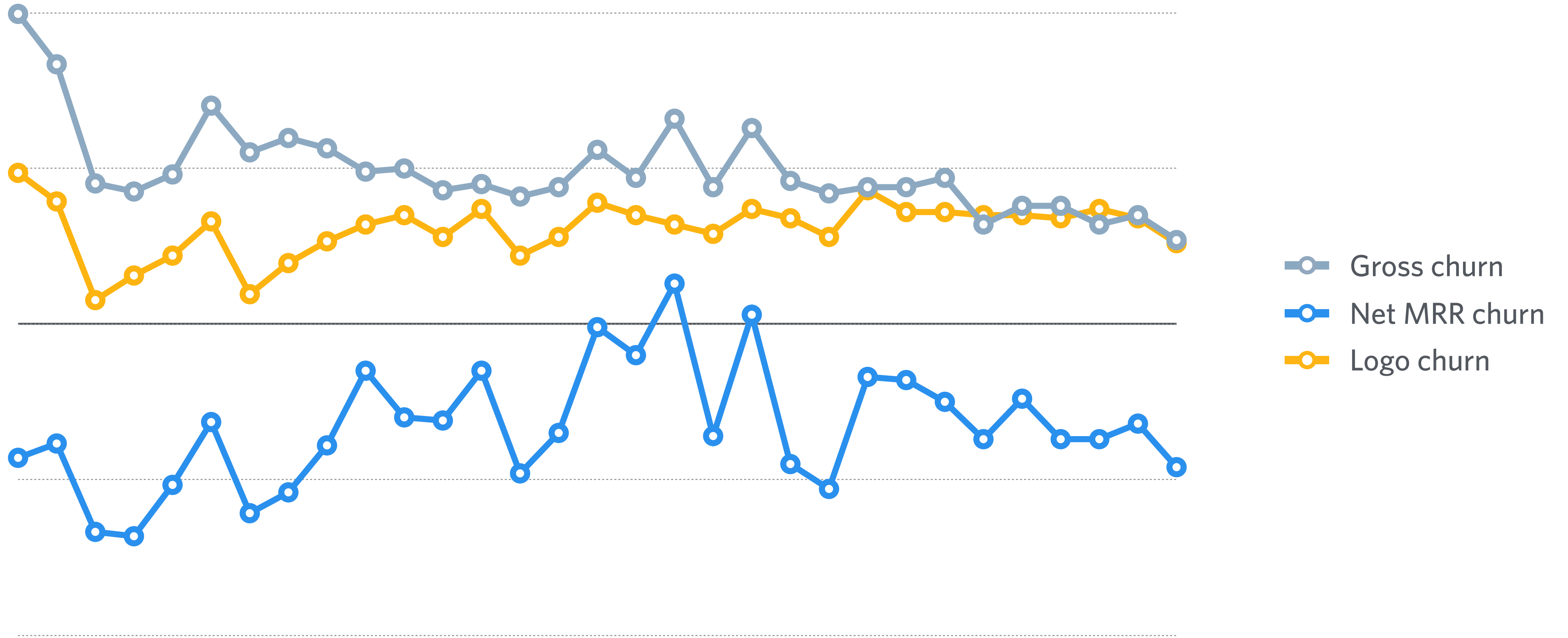
## Diversity of use-cases



# A very consistent growth of revenue

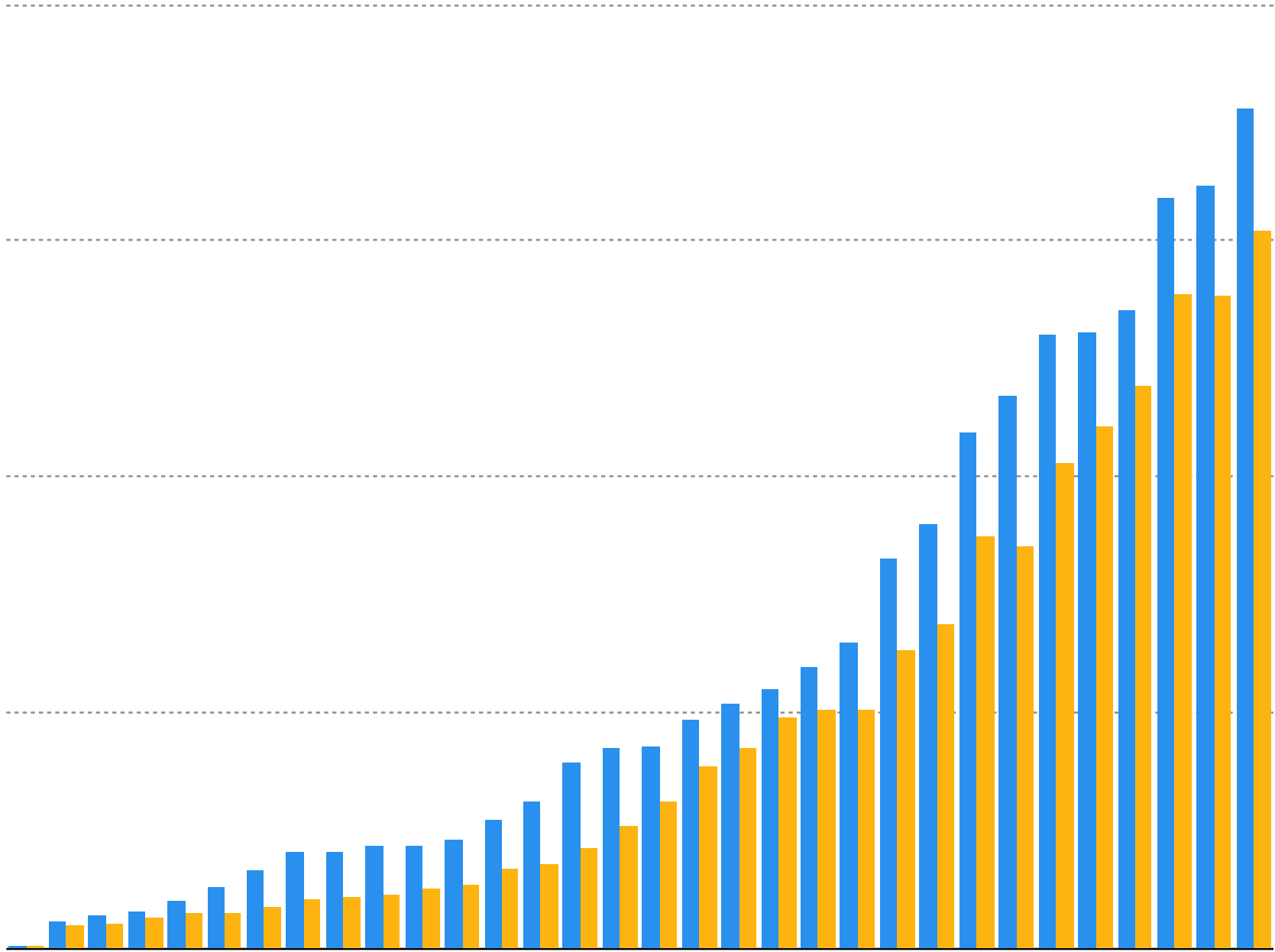


# Churn keeps trending down...

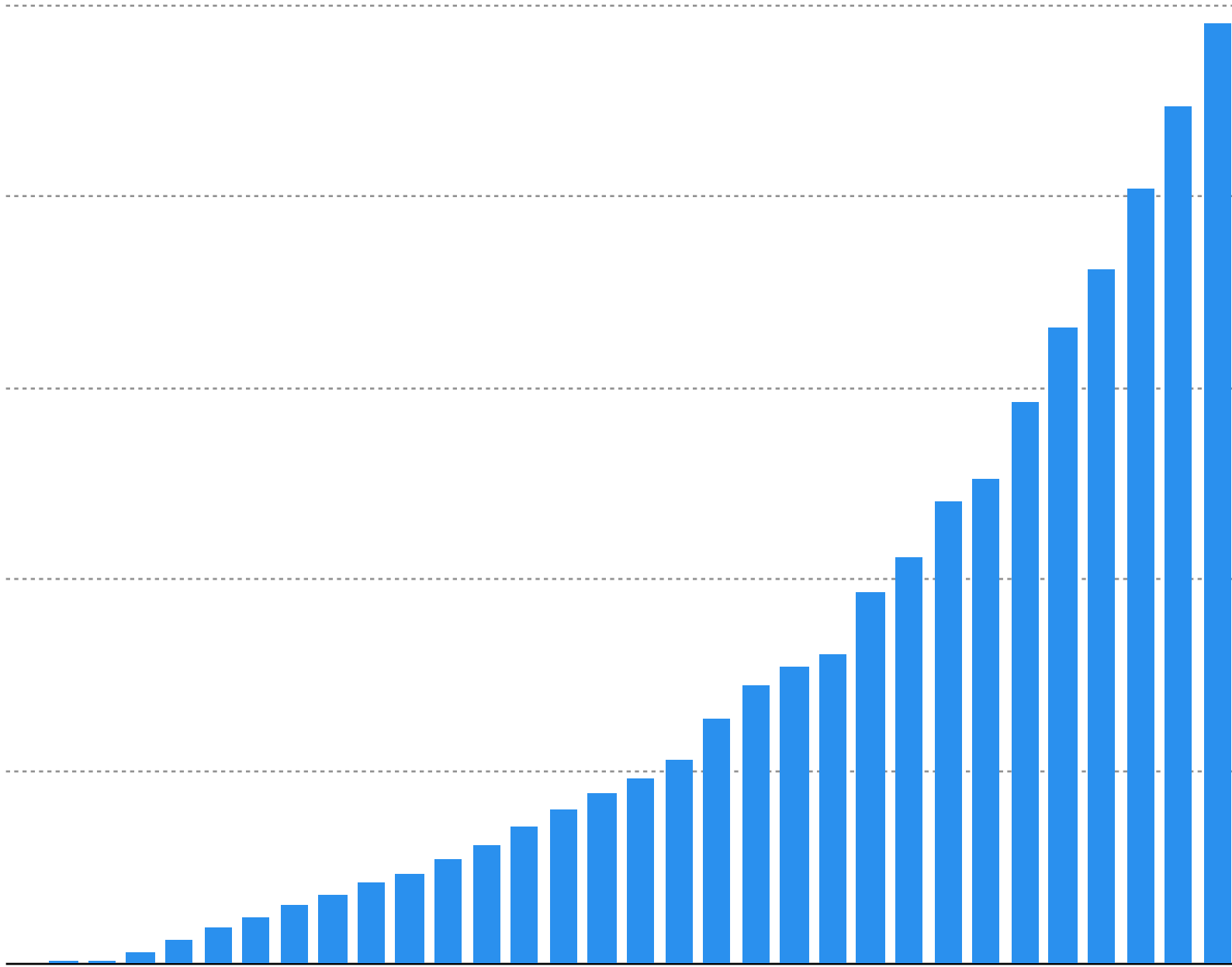




# ... while usage grows exponentially



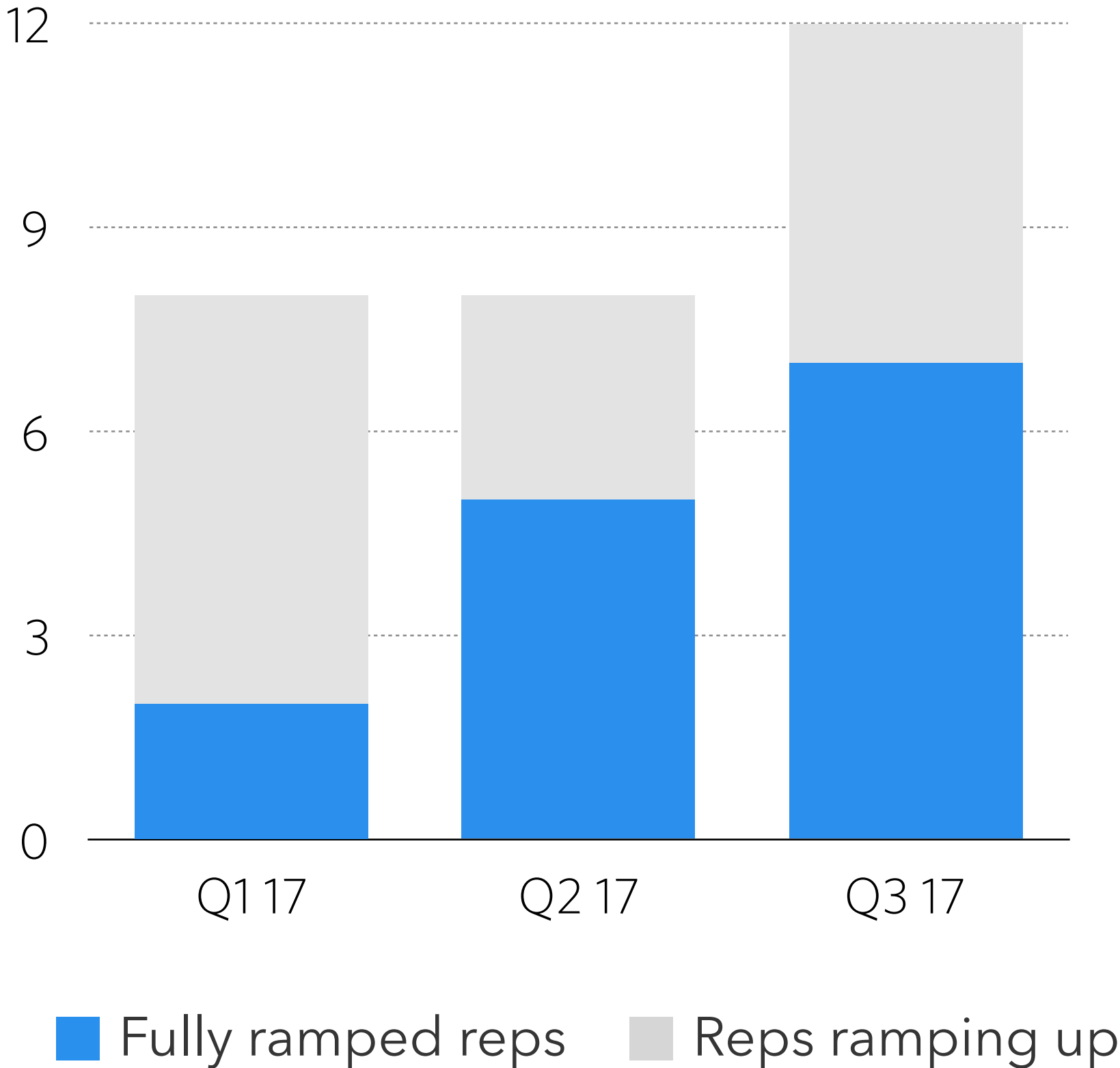
- Messages sent
- Comments & mentions



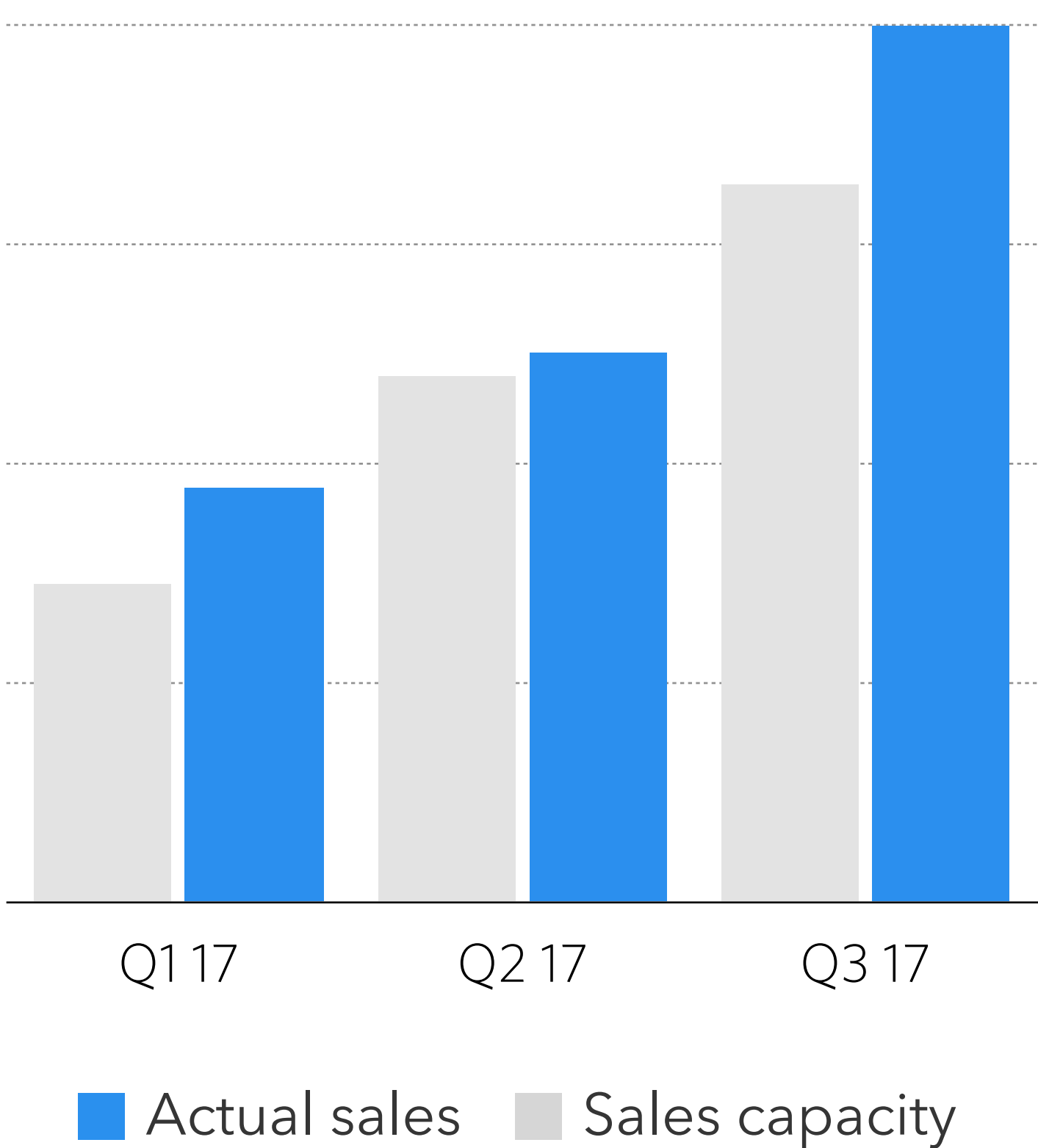
- Individual email users

# Building a predictable sales organization (1/2)

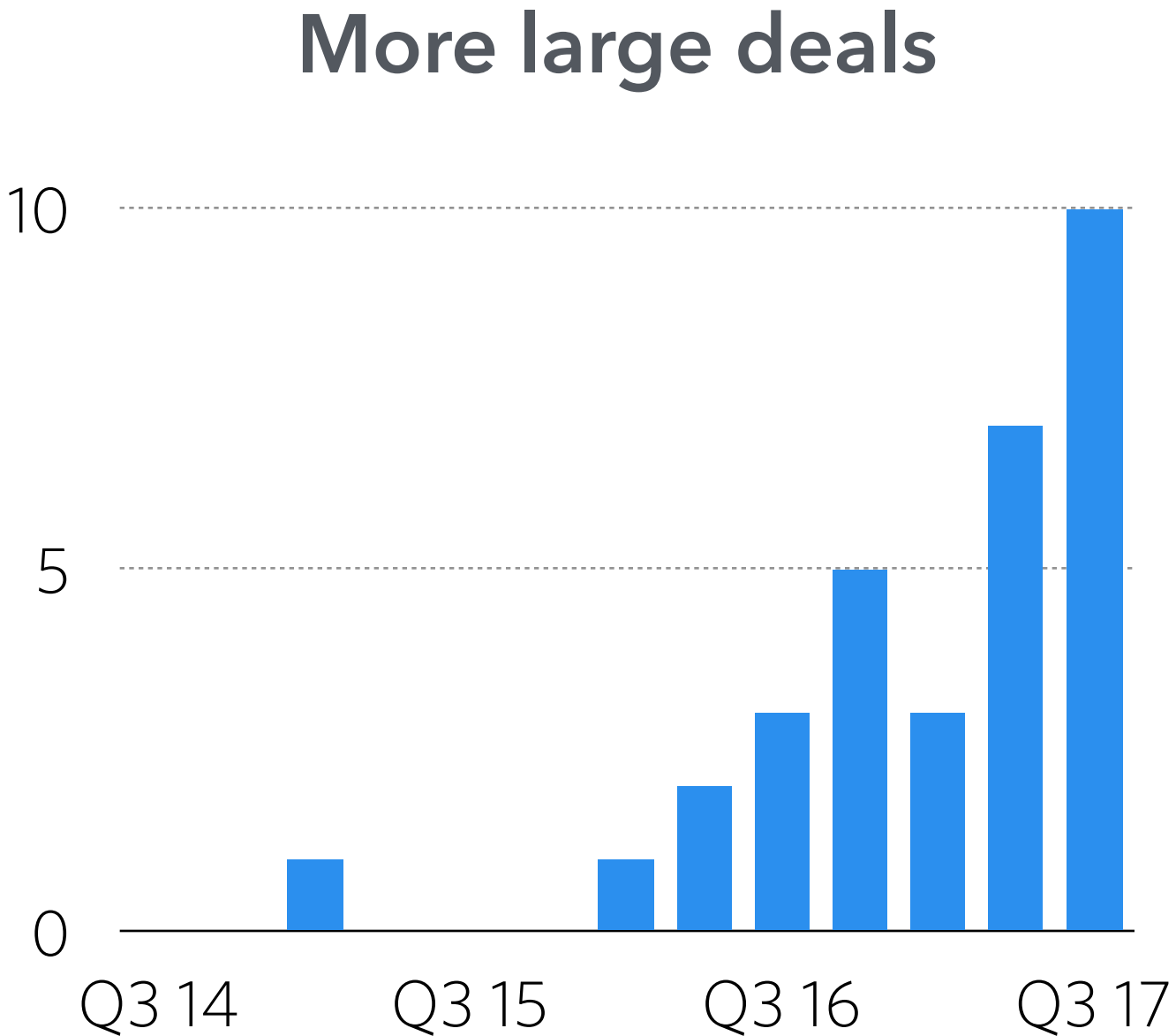
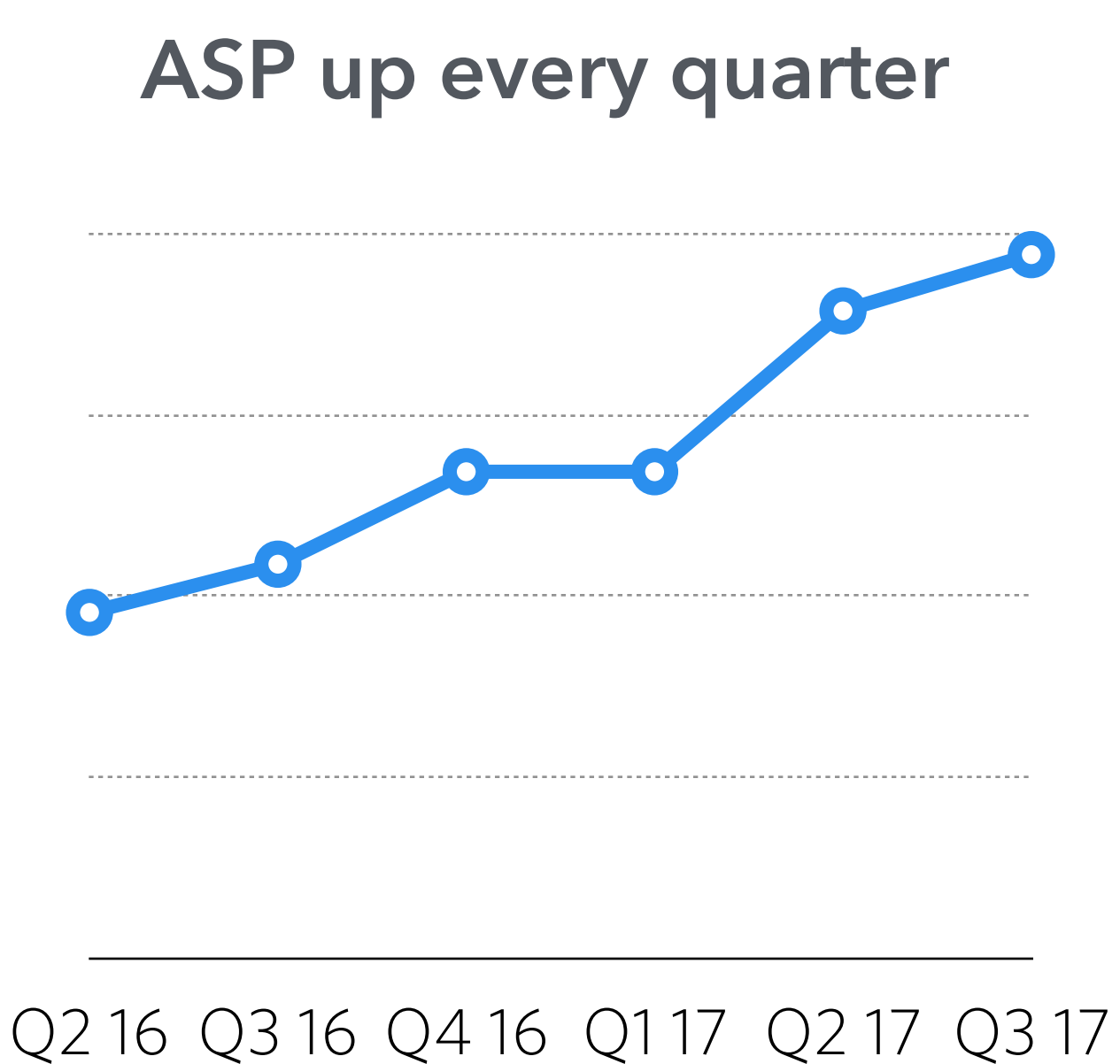
## Growing team



## Delivering above capacity



# Building a predictable sales organization (2/2)



## customer 1

Transportation  
\$xx ARR  
xx seats

## customer 2

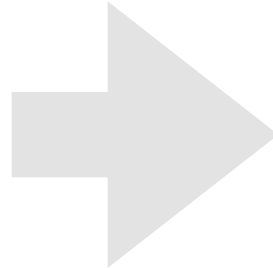
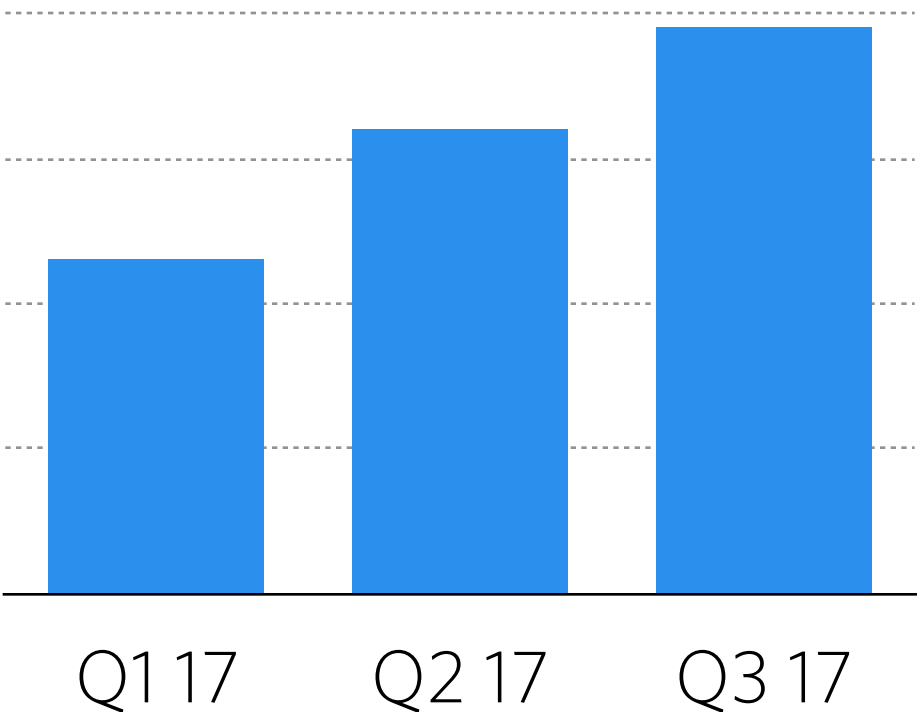
Operations Management  
\$xx ARR  
xx seats

## customer 3

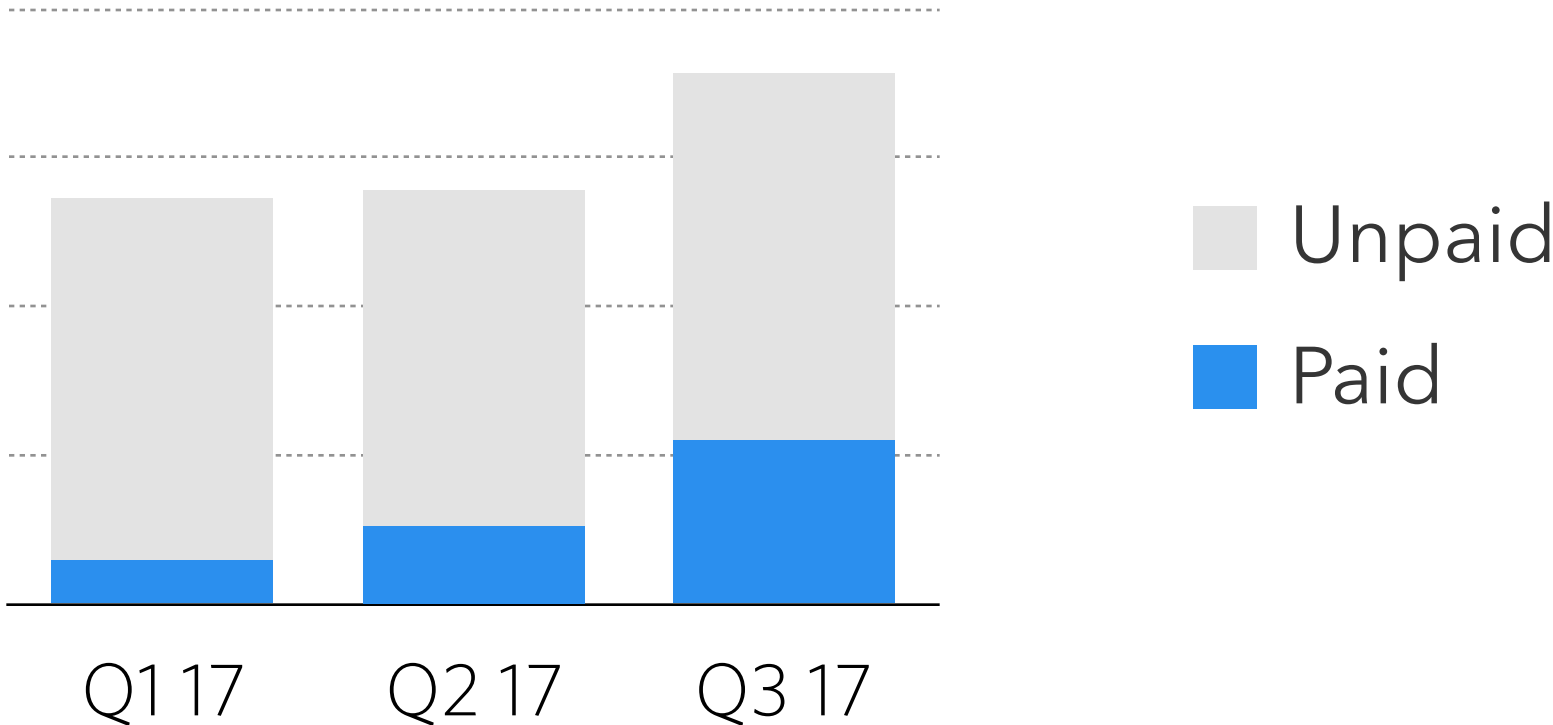
Online Retail  
\$xx ARR  
xx seats

# Building a lead generation engine from scratch

More marketing spend



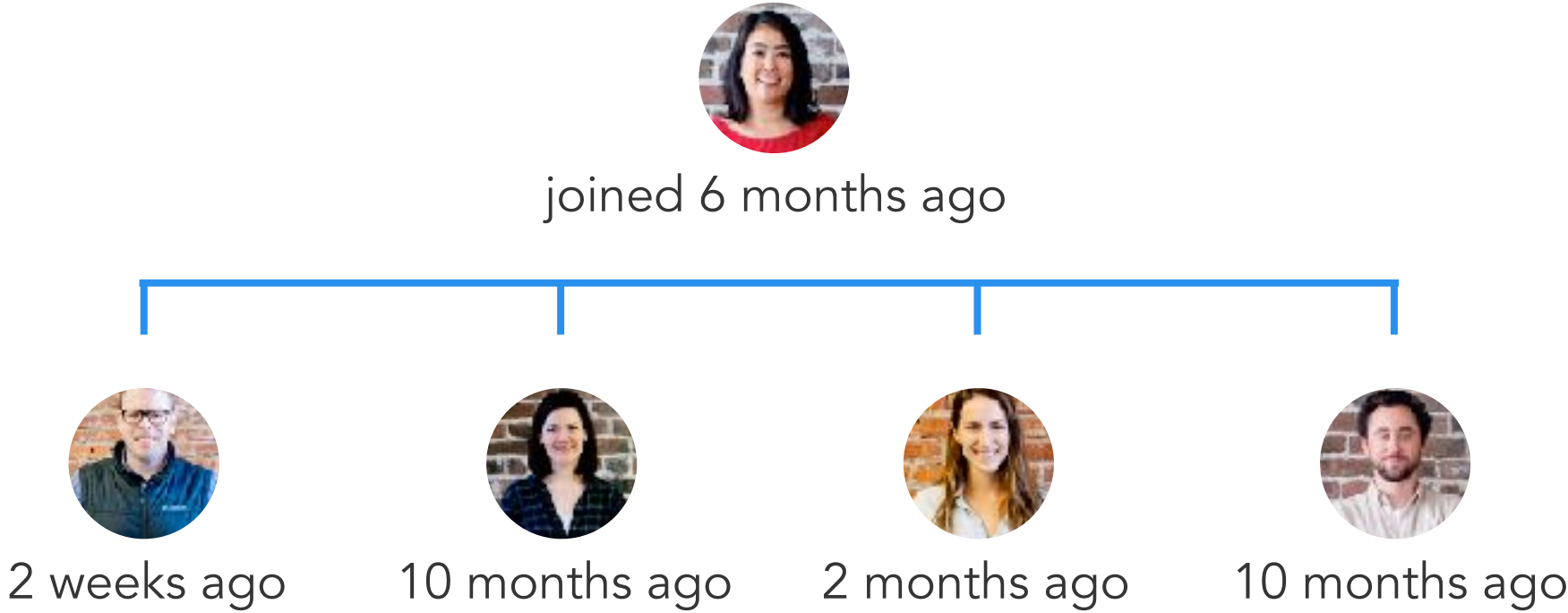
Lead growth



On a sustainable trajectory

	Q1 17	Q2 17	Q3 17
Spend as % of revenue	<b>18%</b>	<b>18%</b>	<b>19%</b>
LTV / CAC	<b>2.5</b>	<b>2.6</b>	<b>4.4</b>

The team isn't one year old

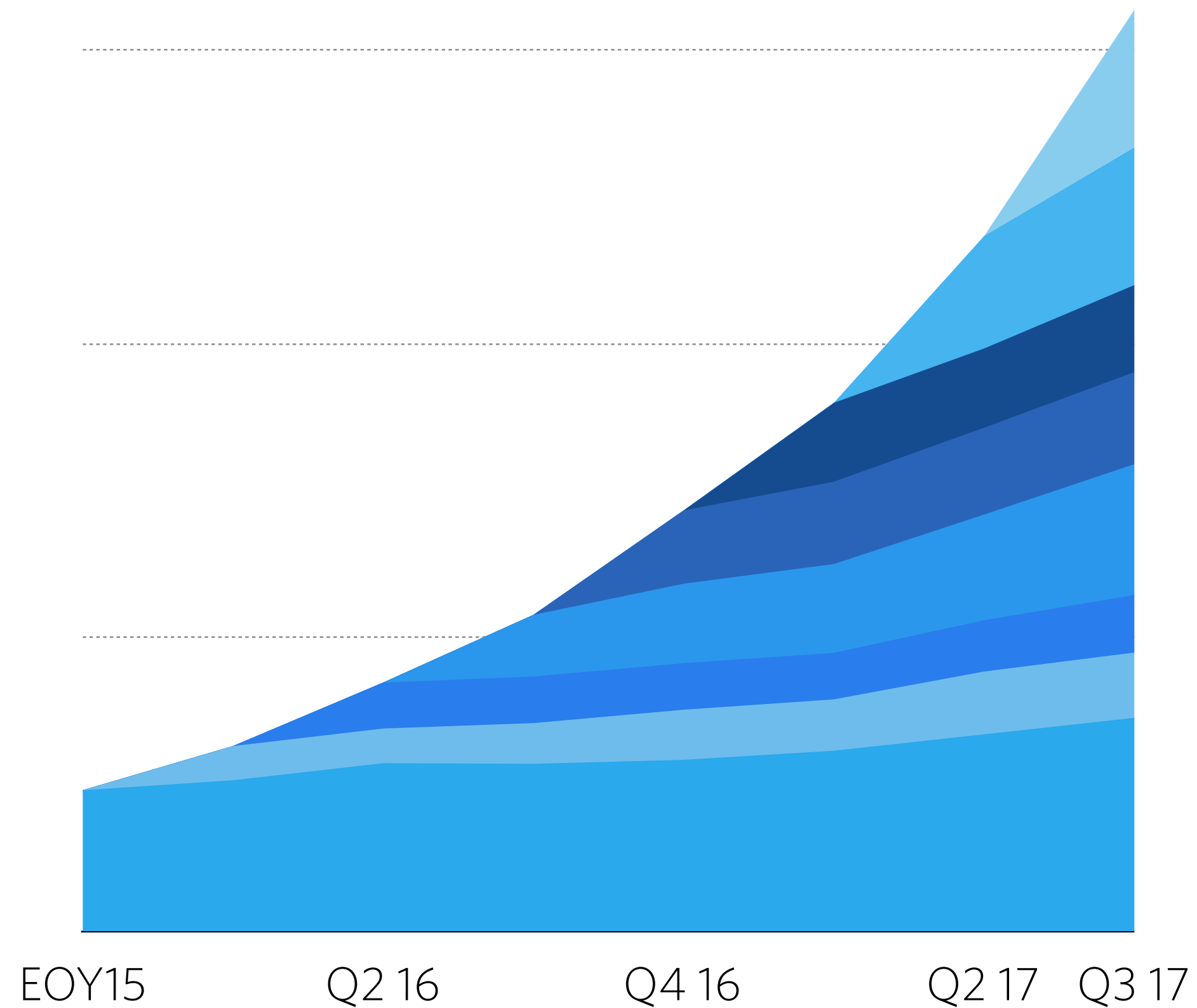


# Cohorts keep growing across all metrics

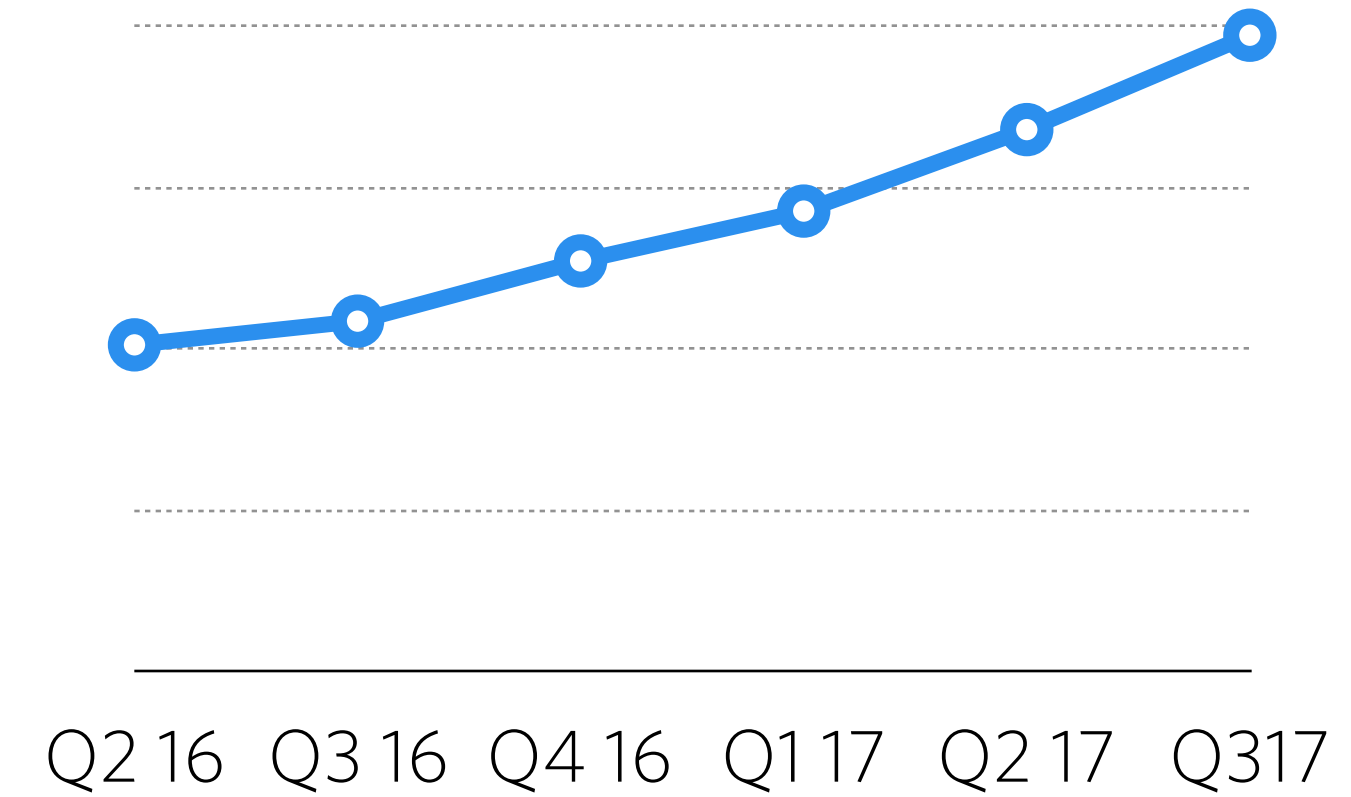
## All cohorts keep growing

**120%** net retention rate at 6 months

**150%** net retention rate at 1 year



## ACV doubled in 15 months



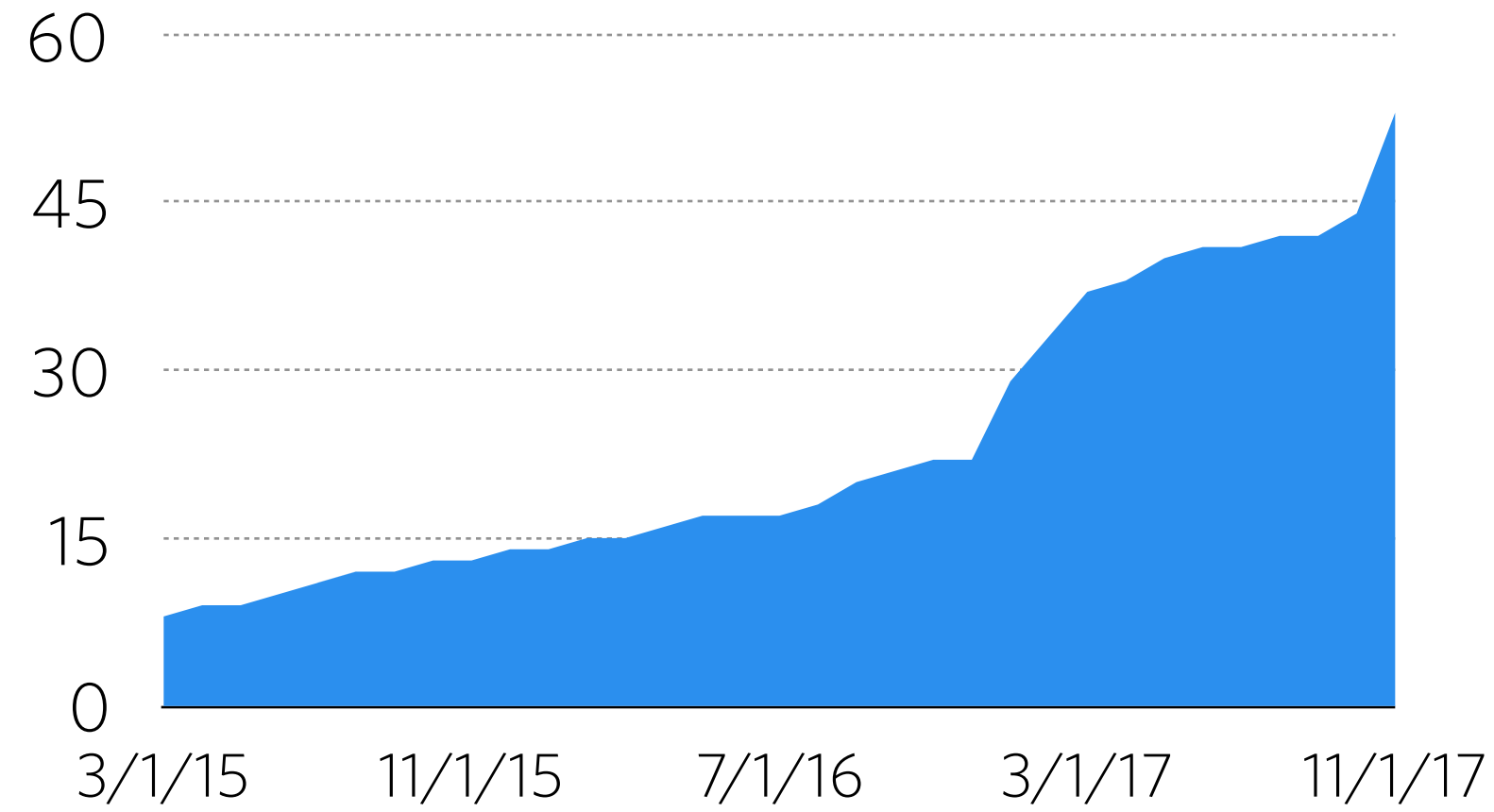
## Usage intensifies over time

**3.9x** more messages sent per user after 1 year

**4.9x** more comments written per user after 1 year

# Team growth is built upon solid foundations

## Headcount evolution



## Low attrition



## Highest Glassdoor metrics

5.0 ★★★★★

100%

Recommend to a friend

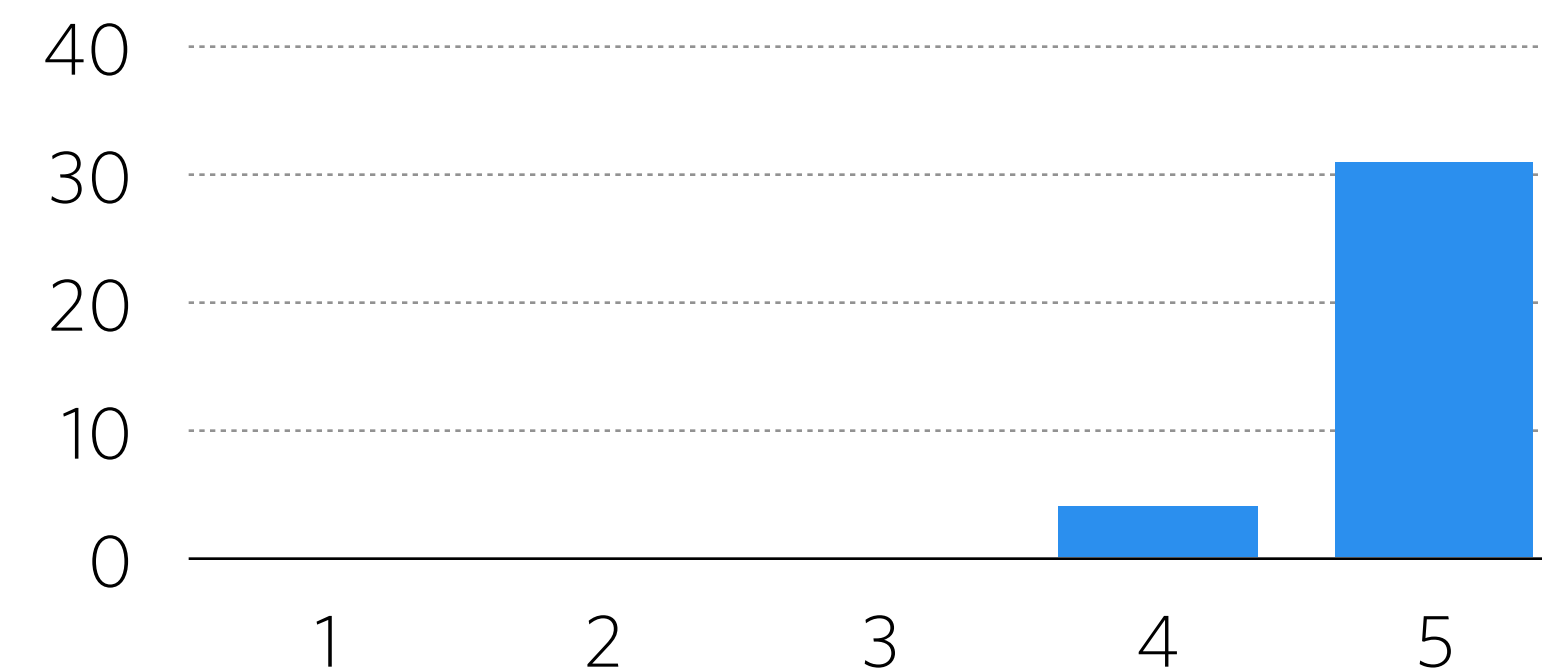
100%

Approve of CEO



Mathilde Collin  
17 Ratings

## Last team offsite ratings



# We have a track record of capital efficiency

Seed to Series A

**\$3.1m raised**

**\$xx spent**

**\$xx ARR added**

Series A to date

**\$10m raised**

**\$xx spent**

**\$xx ARR added**

Cash on hand

**\$7m left**

Runway<sup>\*</sup>

**18 months**

“Default alive”<sup>†</sup>

**Profitable in  
10 months**

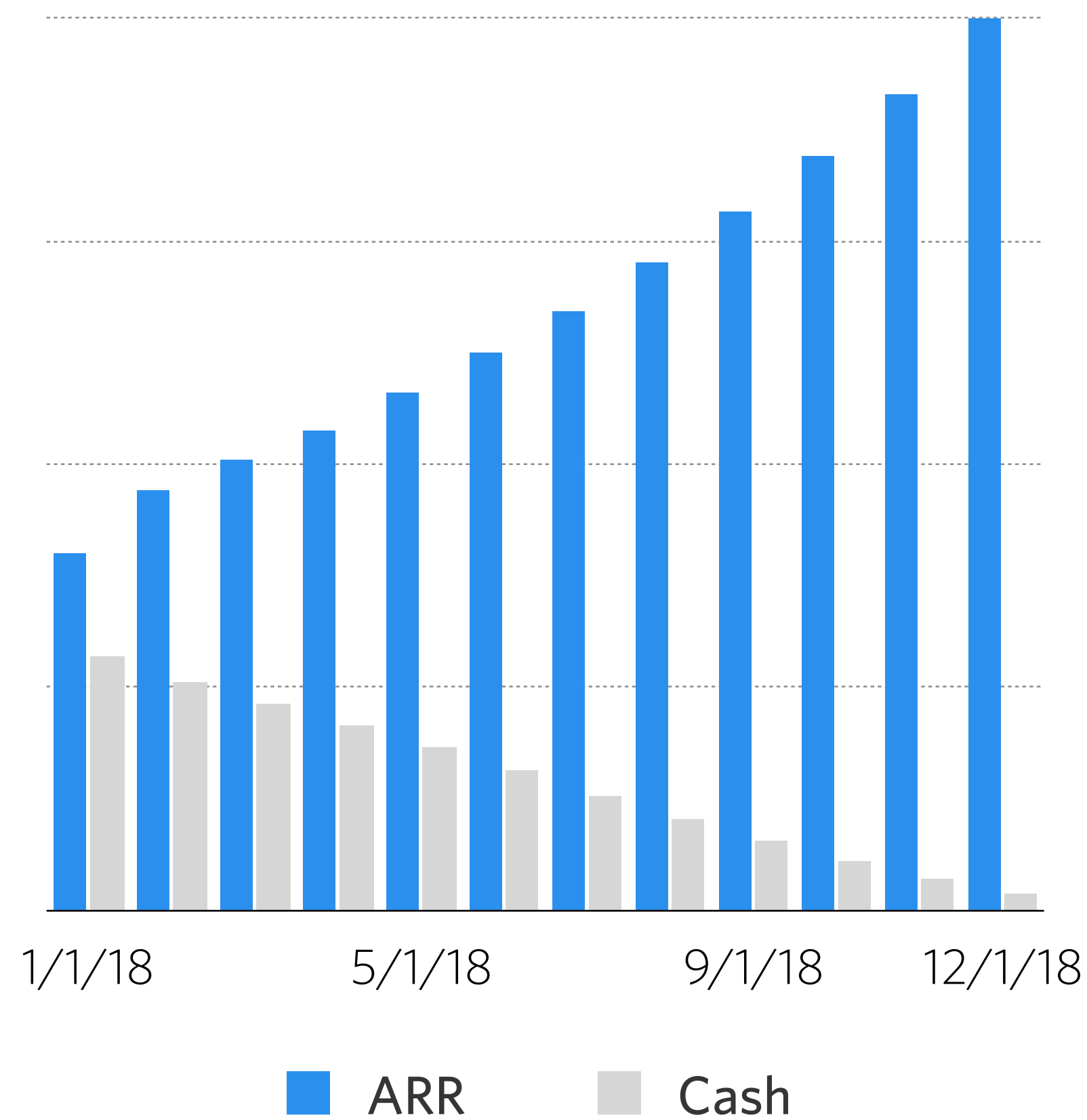
*\* assuming current spend and 0% growth*

*† assuming no hiring and 5% monthly growth*

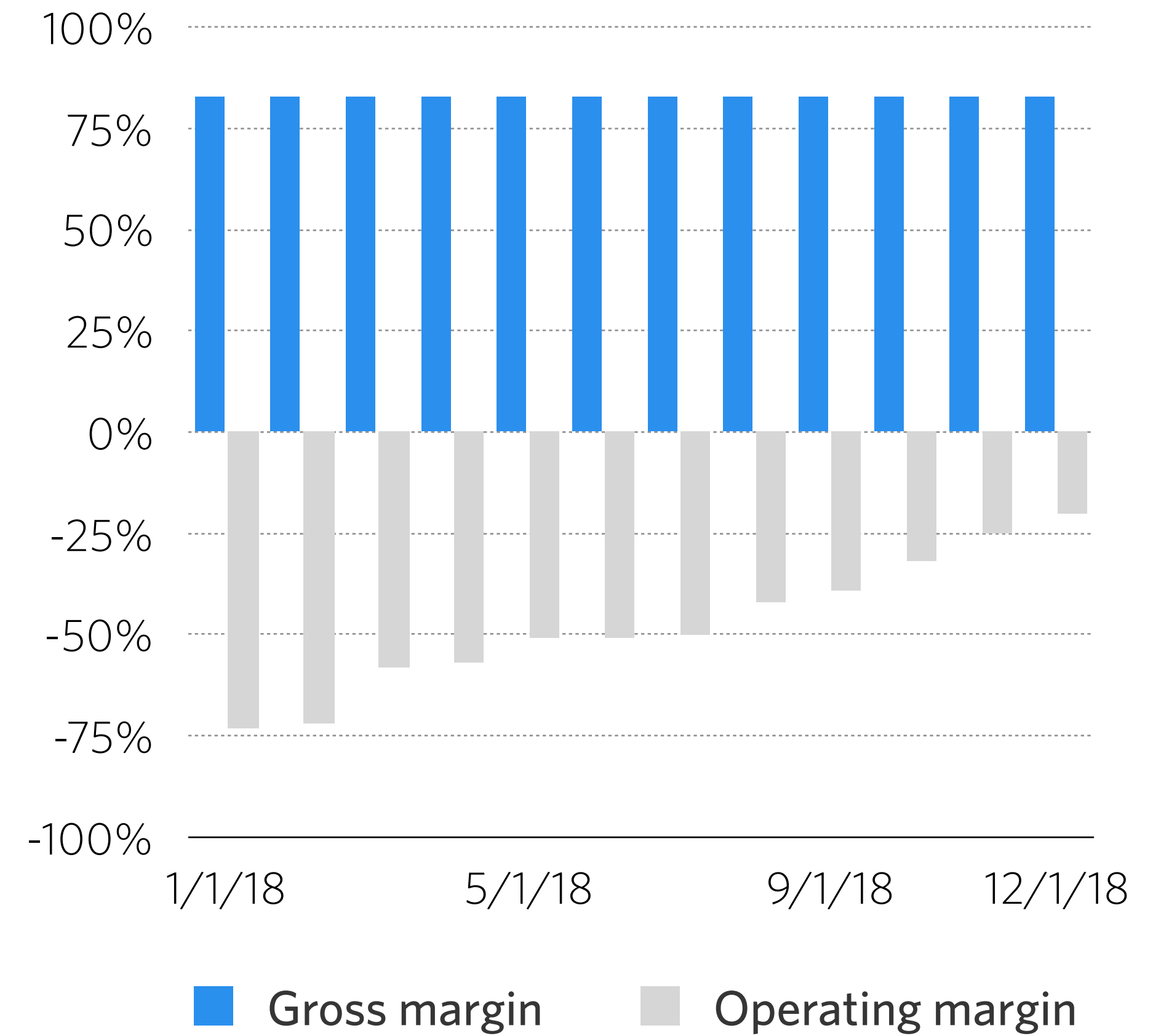


# As a business, we are in a great position

Aiming for \$xx ARR by end of 2018



Positive operating margin by end of 2019



**Where do we go from there?**

# As a product, we are in a unique position

Unreasonable stickiness

**2.5 hours**

per user per day

**64%**

DAU / MAU ratio

Access to critical data



Messages



Files

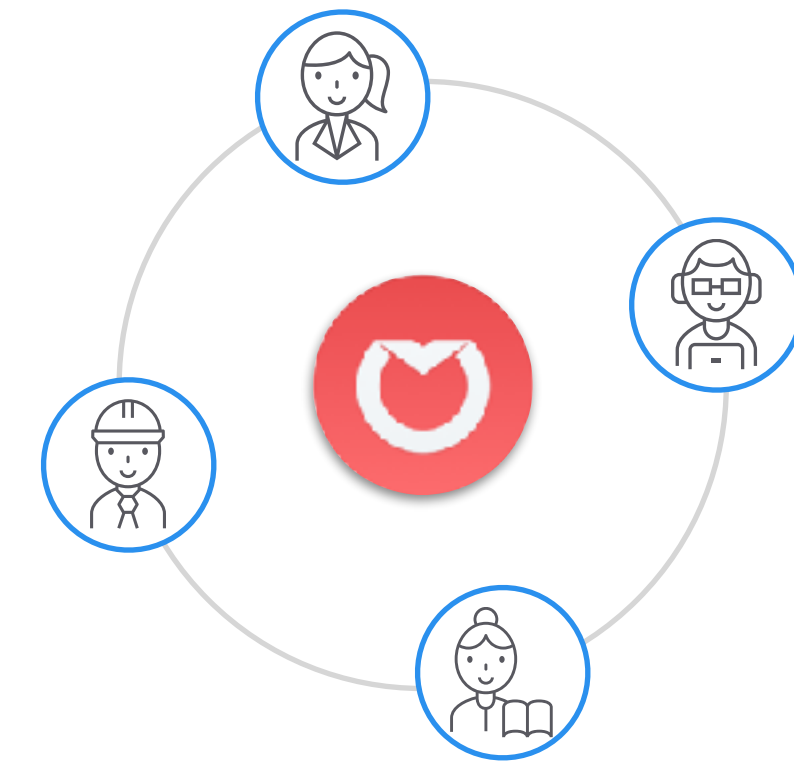


Contacts



Meetings

Relevant across all teams

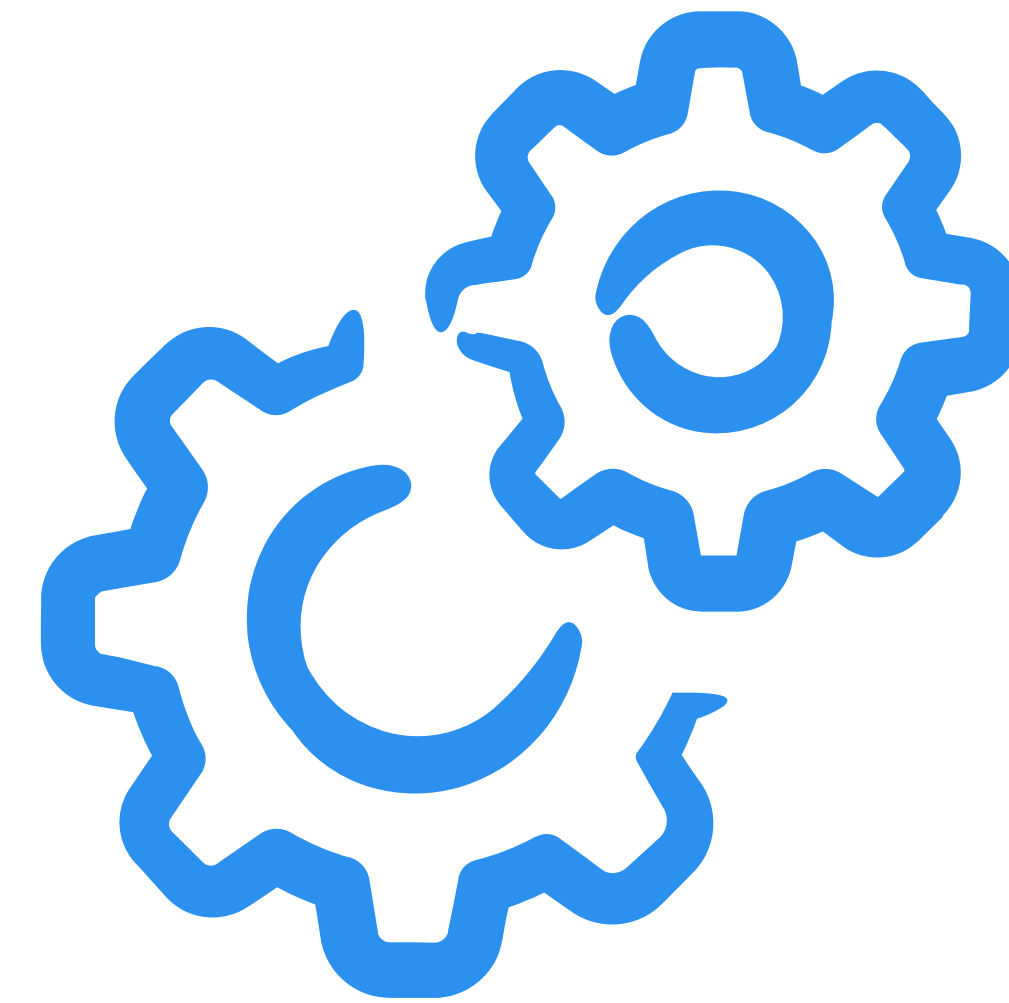


## Our two areas of focus for 2018

Add more users to make our platform more valuable



Improve our platform to make it easier to build on top of it



# Our two areas of focus for 2018

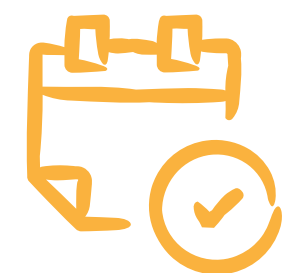
Add more users to make our platform more valuable



Maintain leadership on our core targets

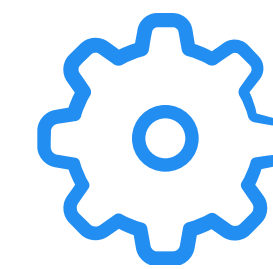


Become a great email client

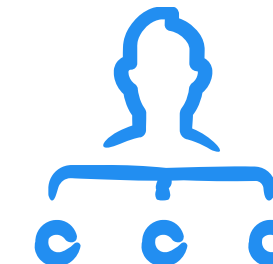


Ship products that expand our value proposition

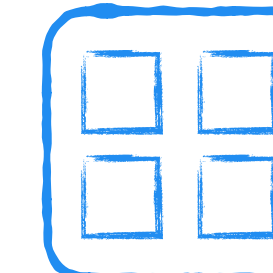
Improve our platform to make it easier to build on top of it



Ship our new Extension API



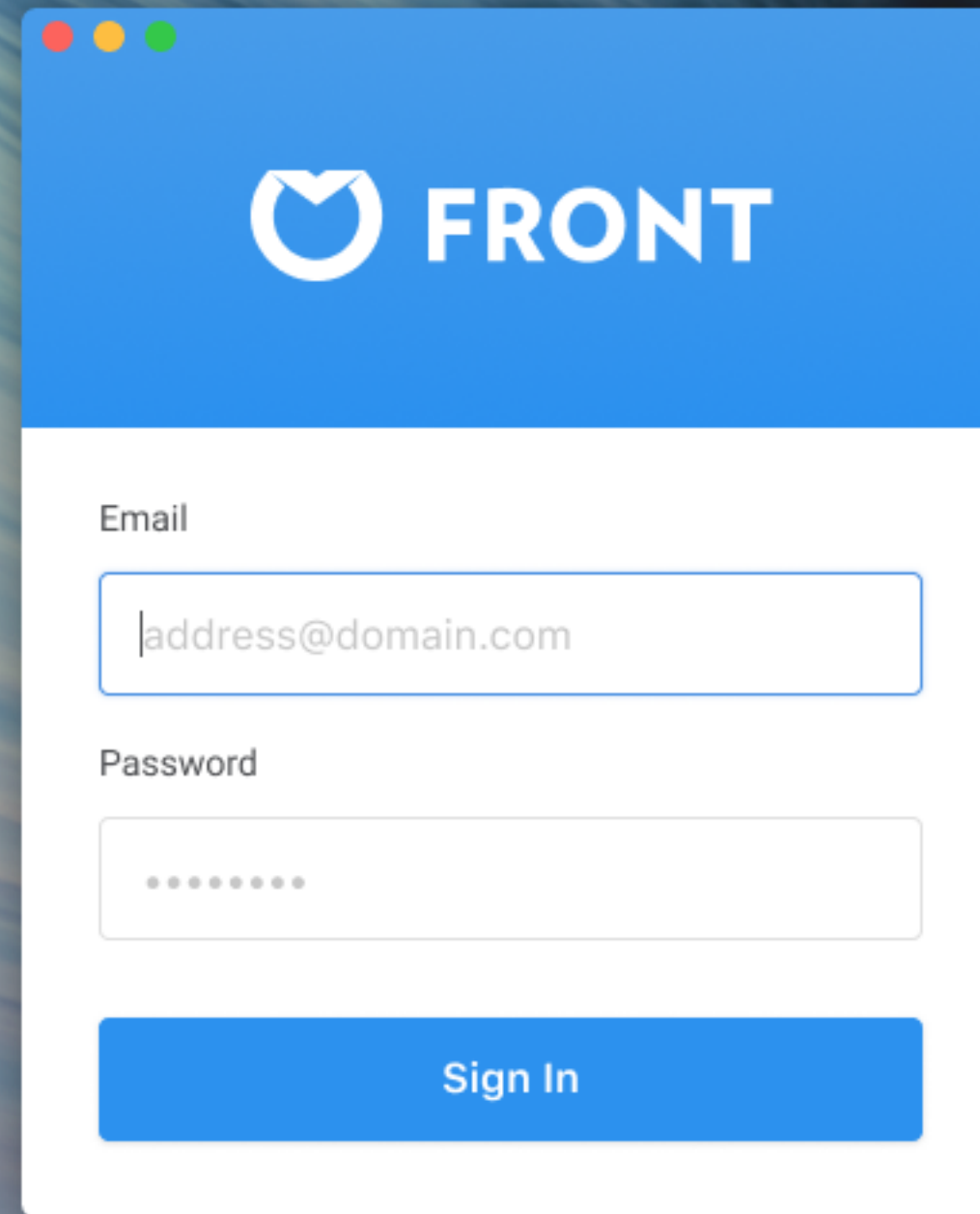
Extend our collaborative model beyond messaging



Launch an app-store, host 3rd party apps



# Long-term vision

A login form overlay with a blue header containing the 'FRONT' logo. Below the header are two input fields: 'Email' with the placeholder 'address@domain.com' and 'Password' with masked characters. A blue 'Sign In' button is at the bottom.

FRONT

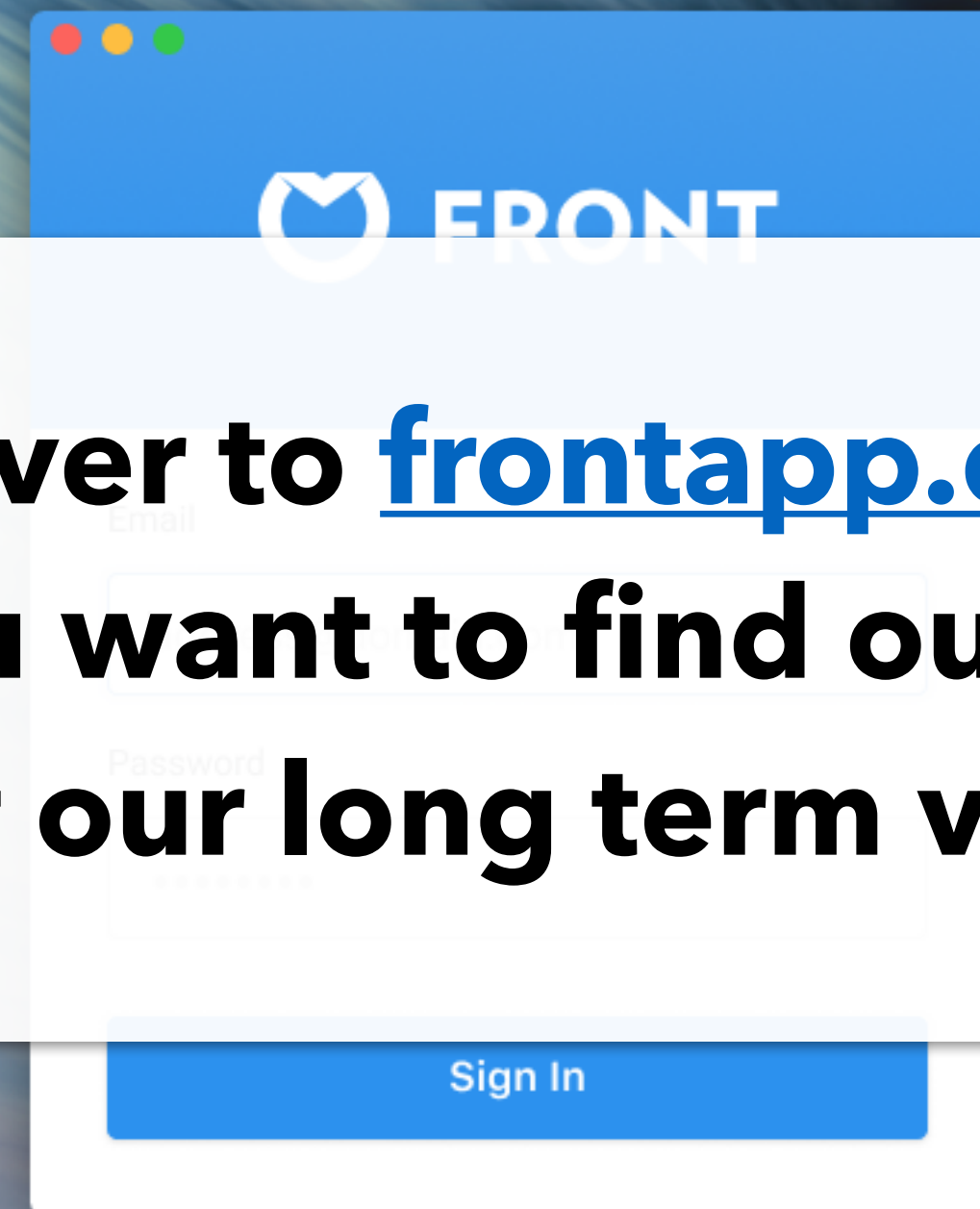
Email

Password

Sign In



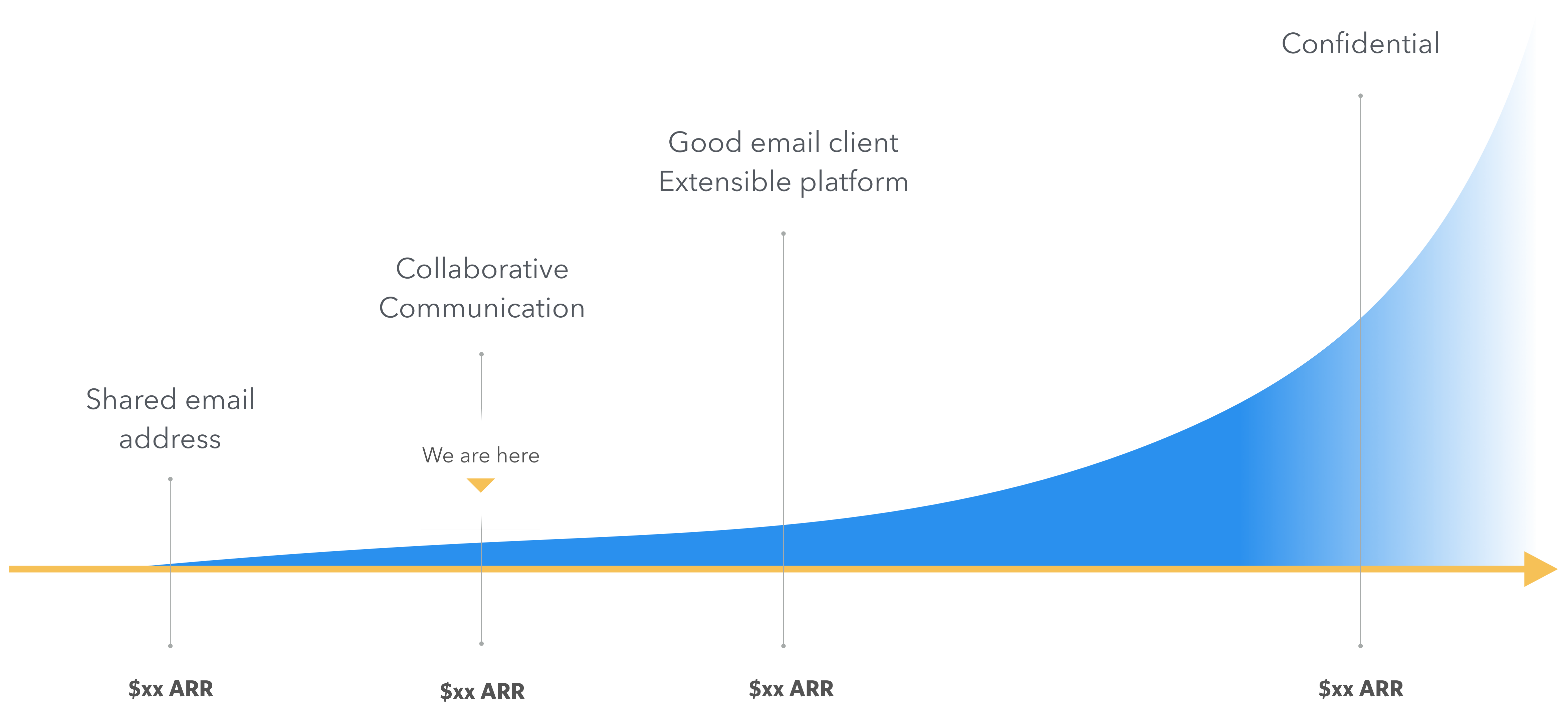
# Long-term vision



Head over to [frontapp.com/jobs](https://frontapp.com/jobs)  
if you want to find out more  
about our long term vision 😊



# Raising our Series B



**Thanks**