

Reply

Board Presentation

April 21, 2016

Agenda

1. Welcome
2. State of the Company
3. Staffing Report
4. Dashboard
5. Financials
6. Key Accomplishments
7. Key Challenges
8. Product Development Roadmap
9. Business Development Roadmap
10. Marketing Roadmap

Welcome

- Provide audience with 360 degrees overview of Reply business operations
- Provide suggestions on what could be improved
- Provide suggestions on solving current business challenges

State of the Company

Cash in the bank: \$ 392,109

Average monthly burn rate: \$ 10,000

Go back to profitability target: Sept. 1, 2016

MRR: \$ 32,560

Churn rate: 10%

Registered Users: 5,124

Monthly active users: 1,063

Paying users: ~700

Paying accounts (companies): 376

Expected MRR Growth rate in April: 15% (previous months 20%, 50%, 40%)

Staffing

Dep't	Actual	Planned
R & D	8	10
Sales	3	3
Marketing	2	3
Support	2	3
Ops	2	2
Admin / C-level	2	2
Total	19	22

Key Open hires:

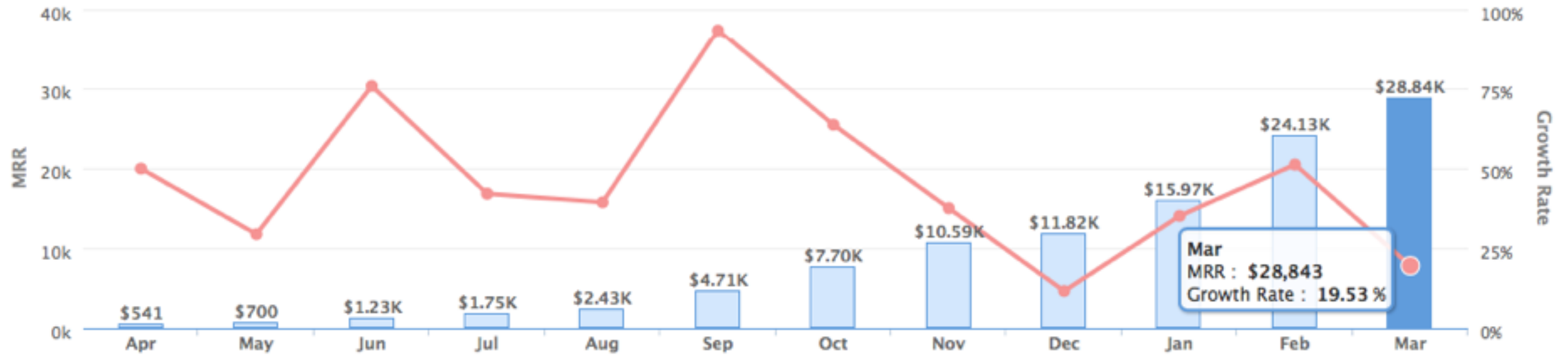
Senior Developer
Senior Developer
Email Marketer

Dashboard

MRR ?

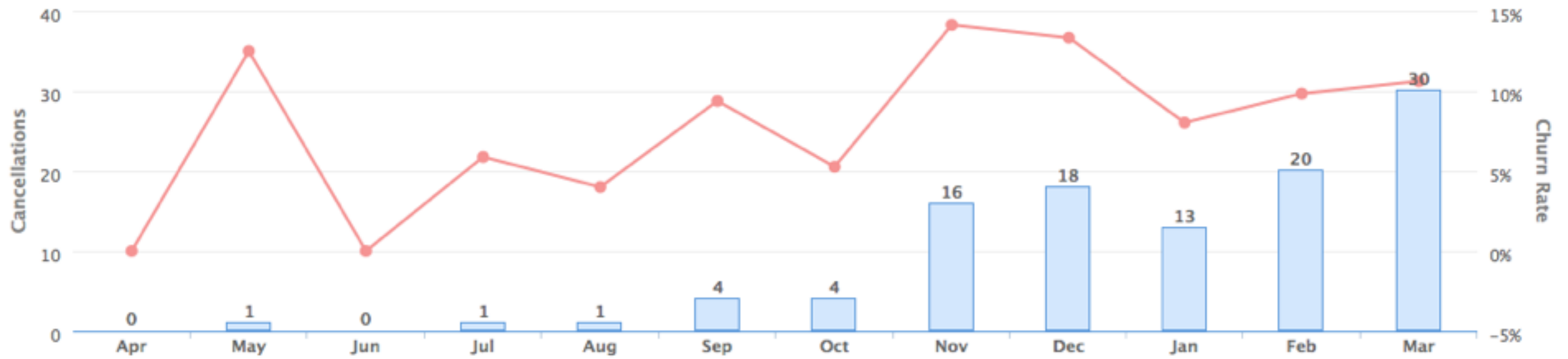
\$32.56K

Current



Dashboard

Churn Rate [?](#)



Financials

Month	Jan	Feb	Mar	Apr
Salaries	16,200	16,500	29,100	34,442
Hosting	600	600	710	100
Hosting (120K Azure credit from Bizsapk)				
Marketing (paid aquisition)				3,363
Computer & Office Equipment			1,040	4,624
Automobile Expense Transactions			985	600
Business License & Fees Transactions			10	43
Other Expense			50	
Other expences (office, software)			1,796	
Miscellaneous				10
Dues & Subscriptions		1,980	1,796	141
Legal			3,961	
Payent Processing (Stripe - 2,9% fee)				
Bank Service / Money Transfer (~2%)		48	166	113
Salaries in Xero				
Business taxes				
Revenue	17,598	23,469	27,145	33,500
Expences	16,800	19,127	39,614	43,436
EBIT	798	4,342	(12,469)	(9,936)
Target Growth	15,000	18,000	21,000	30,000

Key Accomplishments

- Hired 3 people to Canadian office (Sales, SDR, Customer Success)
- Hired 5 people to Ukrainian office (Product Manager, Three QA, Marketer)
- Passed 30K MRR mark
- Launched first ebook on outbound sales and successfully market it (1200 downloads)
- Set up product development process

Key Challenges

- Hire two more great and fanatic software engineers.
- Release a new version of product.
- Ensure we build the best product possible, still fast, innovate and take leadership position on a market.
- Setup well-oiled machine that is ready to scale. Product Development & Marketing & Sales.

Product Roadmap

- Release new version
- Release Finder functionality (lead generation)
- Release Salesforce and Pipedrive integration
- Develop Outlook and simple Office 365 plugins
- Design simple Pipeline and Tasks functionality

Biz Dev Roadmap

- Newly hired SDR book 20 meeting per week for Sales Rep
- Hire one more sales rep
- Setup Customer Success process.
- Connect with top 100 sales schools in the world. Provide Reply for free to their students

Marketing Roadmap

- Hire Email Marketer. Setup consistent content marketing process.
- Grow number of inbound leads per month grew from 650 to 900 in May.
- Setup consistent content creation process (hire 2 Quora writers, one blog writer).
- Launch PPC campaign (\$1000-2000 starting budget) and track ROI.
- Improve SEO. Implement suggestion of our SEO expert.

Questions?