



# MATTERMARK

organizing the world's business information

Organizing the world's  
business information to answer  
questions about the companies  
you want to do business with

B2B search has 3 key data points:

250M+ companies

1,000s of markets

Billions of people

## The problem:

There is no effective, reliable way for professionals to ask business questions and get credible intelligence supported by data.

- when you buy a CRM it comes empty
- everyone is re-collecting the same information
- everyone is re-creating the same spreadsheets
- 99% of knowledge workers can't afford consultants
- PDFs, reports, etc. are not structured or searchable



what is the market size of saas

Web

News

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Search tools

About 184,000 results (0.58 seconds)

## SaaS Cloud Solutions - CDW.com

Ad [www.cdw.com/Cloud](http://www.cdw.com/Cloud) ▾

End-to-End Consultation on Software as a Service Deployment at CDW.

[Application Management](#)

[Secure Your Cloud](#)

[Contact a Specialist](#)

[Risk Mitigation Methods](#)

## Gartner CRM Market Share Update: 41% Of CRM Systems ...

[www.forbes.com/.../gartners-crm-market-share-update-shows-41-...](http://www.forbes.com/.../gartners-crm-market-share-update-shows-41-...) ▾ Forbes ▾

May 6, 2014 - Gartner's latest CRM market share reports that the worldwide CRM market ... in 2013, with 41% of all systems sold in 2013 being SaaS-based.

## State of SaaS 2014 and its Challenges - Compass

[blog.startupcompass.co/2014-saas-market-outlook](http://blog.startupcompass.co/2014-saas-market-outlook) ▾

Mar 11, 2014 - Gartner forecasts the SaaS market will grow at 20% through at least ... also measures a push for profitability over growth, often limiting size.

## SaaS predictions for 2014 | PCWorld



all series a rounds in 2013

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About 65,600,000 results (0.45 seconds)

### **The Series A Round Is The New Series B Round | TechCru...**

[techcrunch.com/2013/.../the-series-a-round-is-the-new-series...](http://techcrunch.com/2013/.../the-series-a-round-is-the-new-series...) ▾ TechCrunch ▾

Jun 18, 2013 - The **Series A Round** Is The New **Series B Round** ... In my short two-year tenure as a **full-time** investor, I've seen this .... Posted Jun 18, 2013 ...

### **Bridge Rounds vs Series A Rounds - Tech Cocktail**

[tech.co/bridge-rounds-vs-series-rounds-2013-09](http://tech.co/bridge-rounds-vs-series-rounds-2013-09) ▾ Tech Cocktail ▾

Sep 16, 2013 - Sep 16, 2013 - Danny Boice for the National Edition ... of funding that comes between your seed **round** and your **full-blown Series A round**.

### **The 10 Largest Super-Sized Series A Rounds Hauled in ...**

[www.cbinsights.com/blog/series-a-venture-capitalmega-deals-2013/](http://www.cbinsights.com/blog/series-a-venture-capitalmega-deals-2013/) ▾

Mar 11, 2014 - Super-sized **Series A** transactions jumped over 200% since 2009. In 2013, already acquired AirWatch led the list of super-sized **Series As** ...

### **Behind the Series B Crunch: Profligate Entrepreneurs or ...**

[www.inc.com/.../the-series-b-crunch-and-seemingly-high-burn-rates....](http://www.inc.com/.../the-series-b-crunch-and-seemingly-high-burn-rates....) ▾ Inc. ▾



startups growing headcount 20% month over month



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News

Images

Videos

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Search tools

About 886,000 results (0.57 seconds)

### SaaS Metrics 2.0 - A Guide to Measuring and Improving ...

[www.forentrepreneurs.com/saas-metrics-2/](http://www.forentrepreneurs.com/saas-metrics-2/) ▾

Jan 16, 2013 - The faster the business decides to **grow**, the worse the losses become. ... Notice in the example graph that the five customer per **month** model ... **Startups**, on the other hand, typically find that capital is expensive in the ..... of leads and sales expense based on **headcount** but it's not perfect. .... matrixparty-20.

### SaaS Metrics - A Guide to Measuring and Improving What ...

[www.forentrepreneurs.com/saas-metrics/](http://www.forentrepreneurs.com/saas-metrics/) ▾

Feb 17, 2010 - Detailed look at what management must focus **on** to drive SaaS success. ... **MRR Monthly** Recurring Revenue: In a SaaS business, one of the ... My own rule says that **startups** need to recover their cost of customer ... **Growth**: usually a critical success factor to gaining market leadership. .... matrixparty-20.

### Google - Wikipedia, the free encyclopedia

[en.wikipedia.org/wiki/Google](http://en.wikipedia.org/wiki/Google) ▾ Wikipedia ▾

They incorporated Google as a privately held company **on** September 4, 1998. ... Rapid **growth** since incorporation has triggered a chain of products, ... around the world (as of 2007) and to process **over** one billion search requests and about 24 ... In May 2011, the

Market Research today = Google + spreadsheet

Market Research of the future = data-driven answers,  
delivered in a format professionals can use to **G.S.D.**



## Who needs a B2B search engine?

every knowledge worker in the world will benefit from the most comprehensive source for answering business questions on demand

<b>First 6 Months</b>	venture capitalists, angel investors, founders
<b>Today</b>	sales, marketing & business development professionals
<b>Tomorrow</b>	management consultants, analysts, researchers
<b>Someday</b>	investment bankers, executives, knowledge workers

30,000 VC & Private Equity Professionals

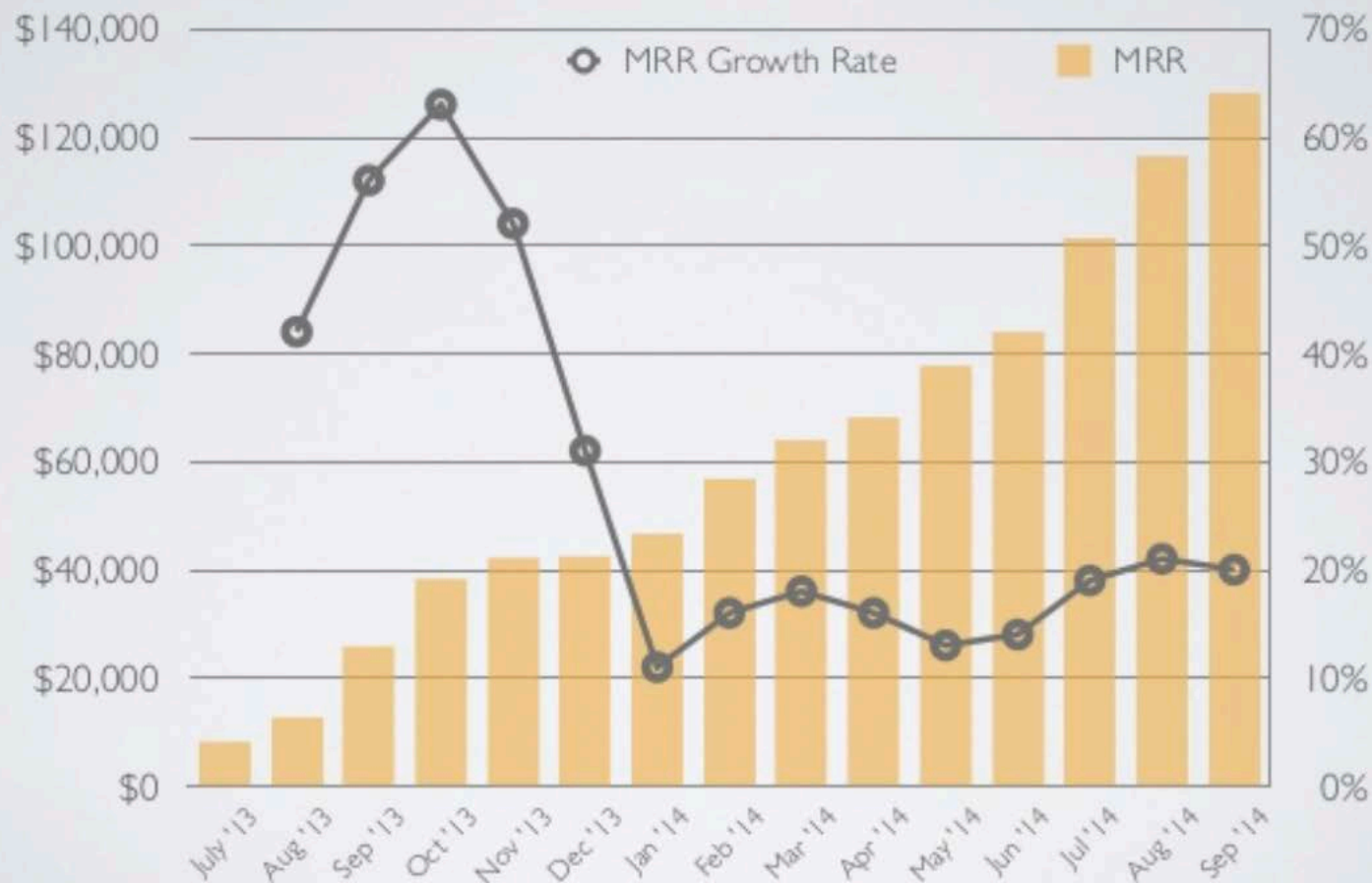
568,000 Sales Managers & Professionals

**\$3 Billion revenue opp.  
in existing verticals**

**PROSPECTING  
& LEAD  
QUALIFICATION**

# \$125K MRR

## 377% CAGR

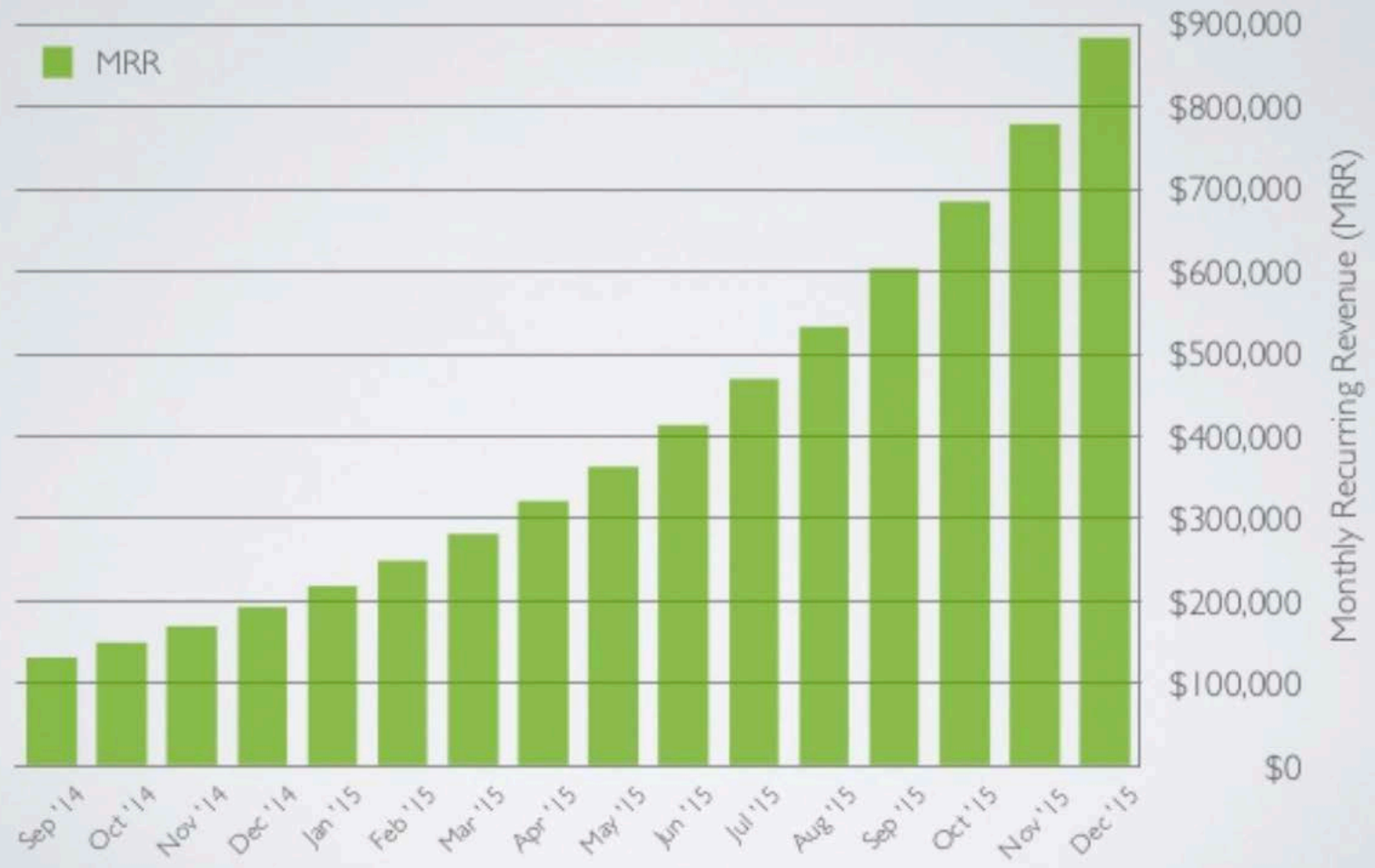


# 2015 GOAL: \$10M ARR



MATTERMARK

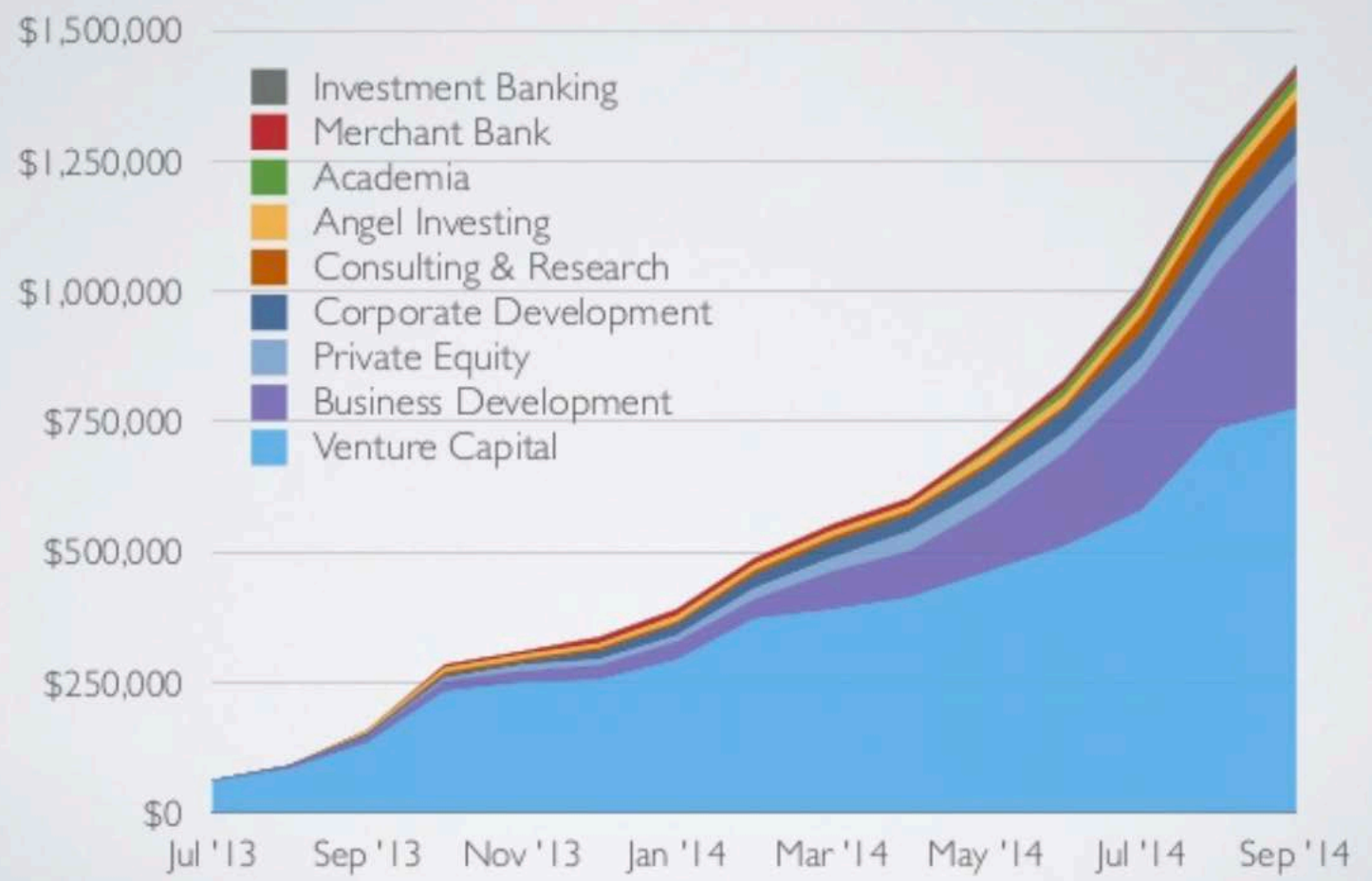
13.5% MRR GROWTH RATE



# REVENUE BY USE CASE



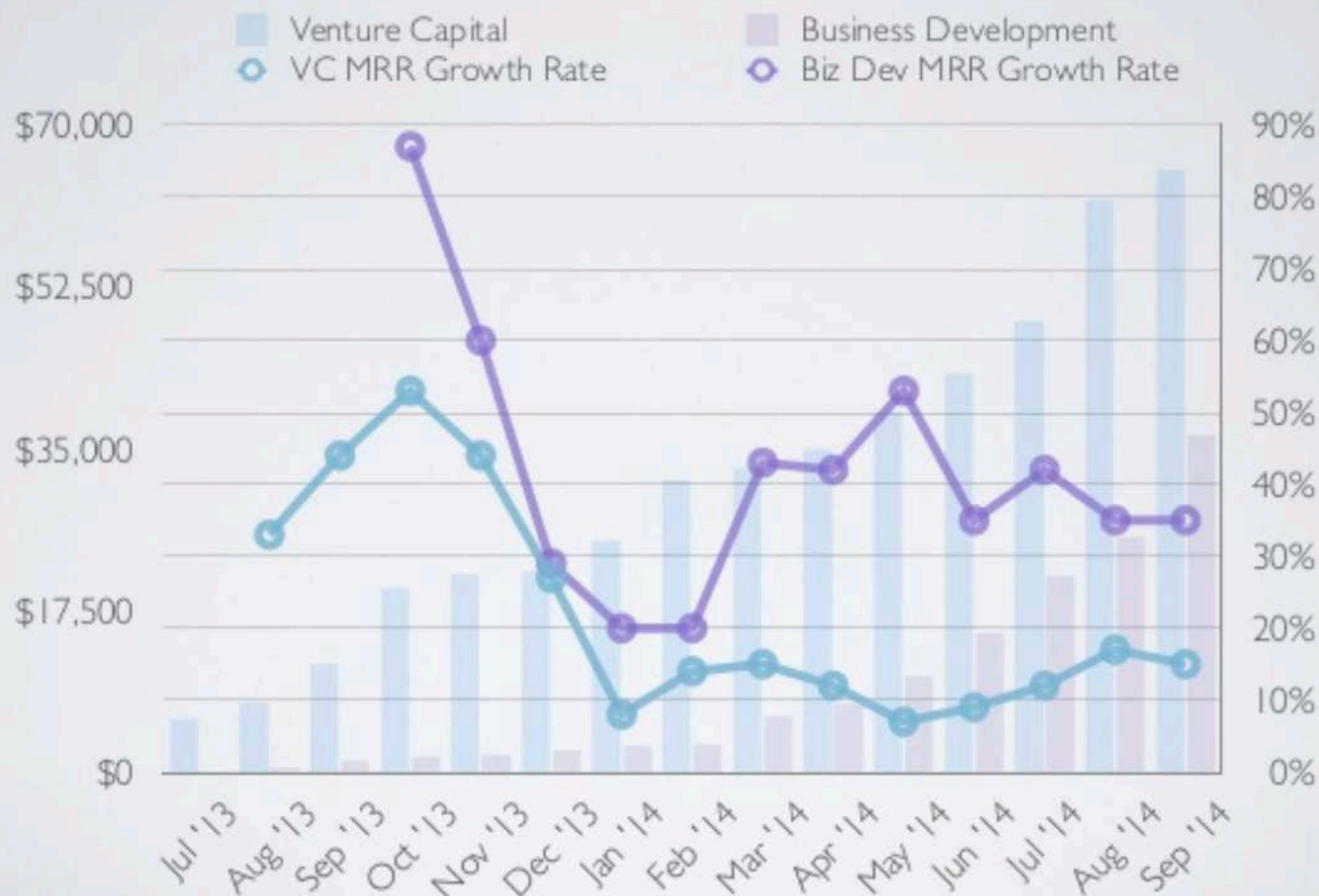
54% OF REVENUE COMES FROM VC CUSTOMERS



# ARR GROWTH RATE



BIZ DEV REVENUE IS GROWING 2-3X FASTER



# Core Questions to Answer

How do we optimize  
our supply chain?

What new vertical  
should we enter?

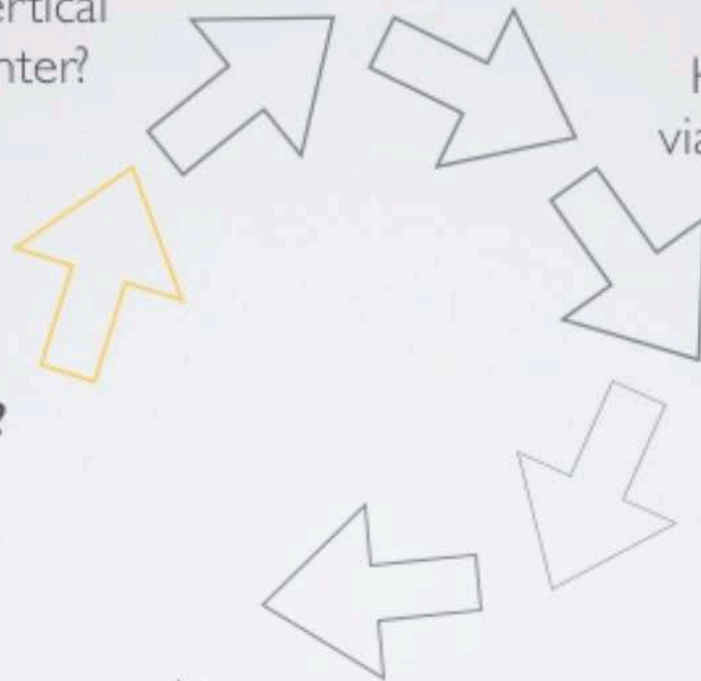
How do we optimize  
via financial instruments?

**Who should we  
do business with?**

How do I return  
value to  
shareholders?

Who do we need to  
hire/acquire to build it?

What new product  
should I build?







# MANAGEMENT CONSULTING

Suppliers  
Manufacturers  
Distributors  
Market Sizing  
Competitors

Suppliers  
Manufacturers  
Distributors

# INVESTMENT BANKING

Equities  
Bonds  
Cash Equivalents

IPO  
Dividend  
Re-investment

WHO

NEEDS IT

# BUSINESS DEVELOPMENT

Investment  
Customer  
Partner

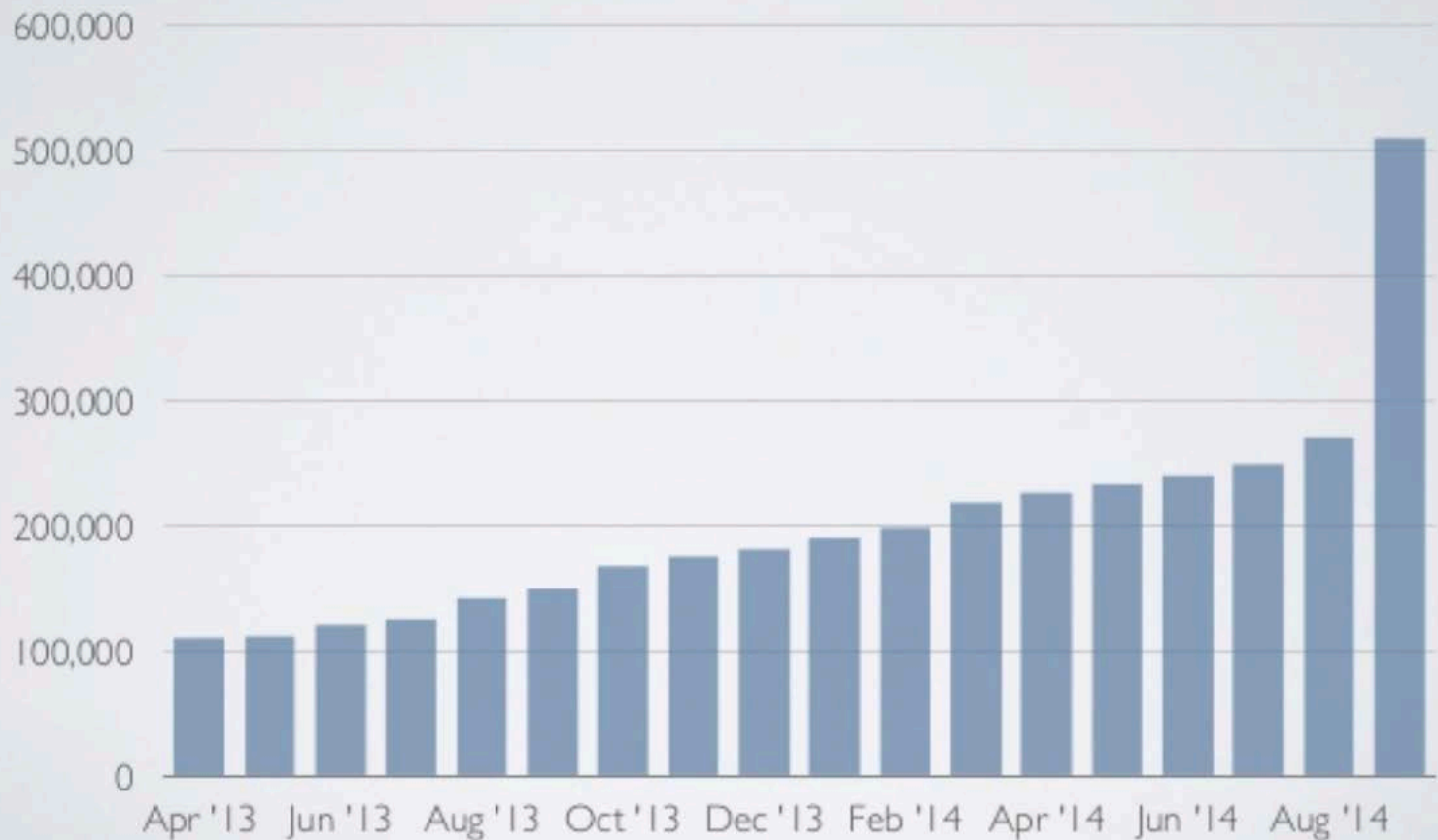
M&A  
Recruiting

# RESEARCH & DEVELOPMENT

a.k.a BUSINESS PEOPLE

# 500K+ COMPANIES

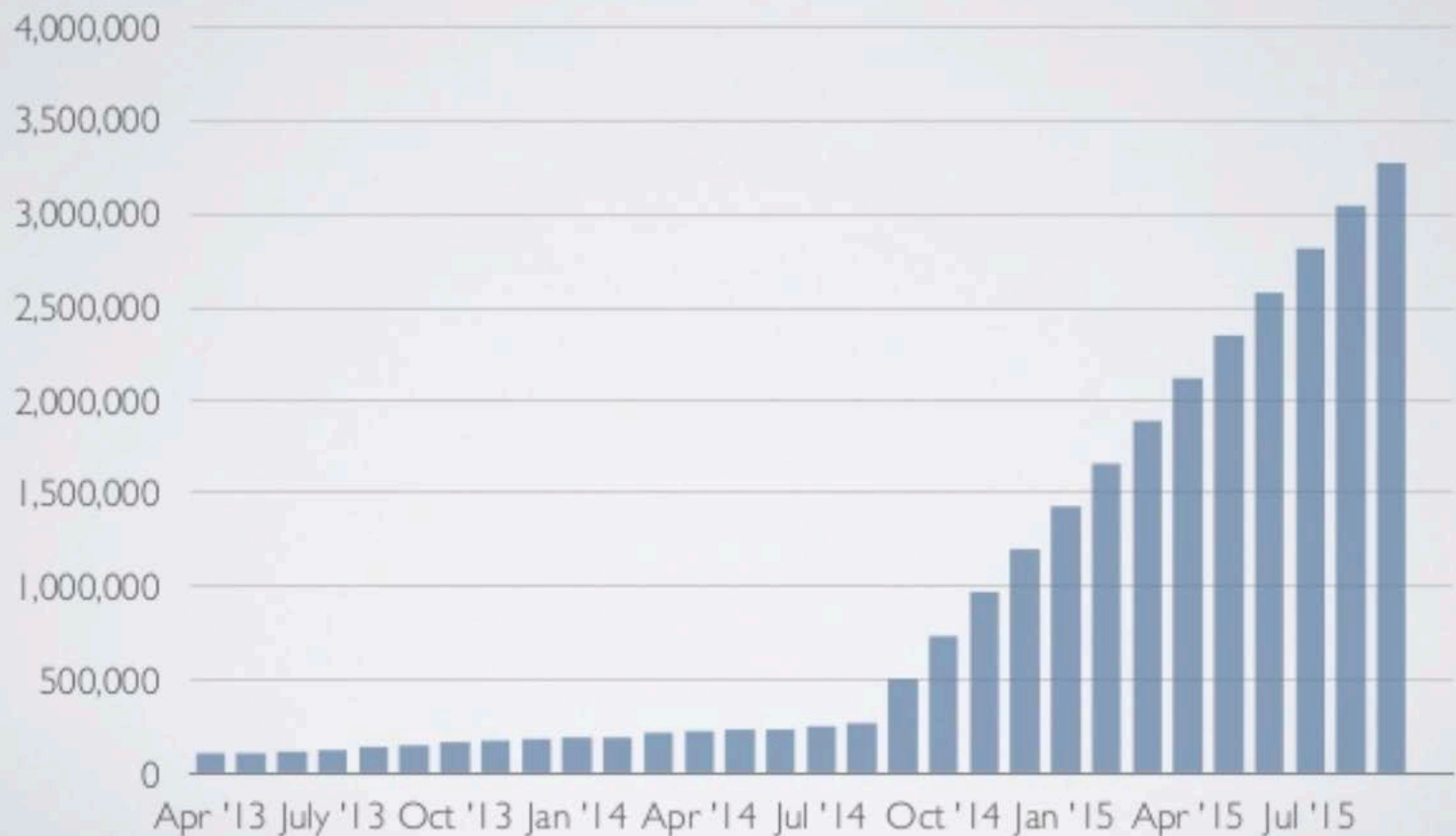
CURRENTLY TRACKED BY MATTERMARK



WE FOUND A WAY  
TO GO FASTER

# PACE: 3M COMPANIES

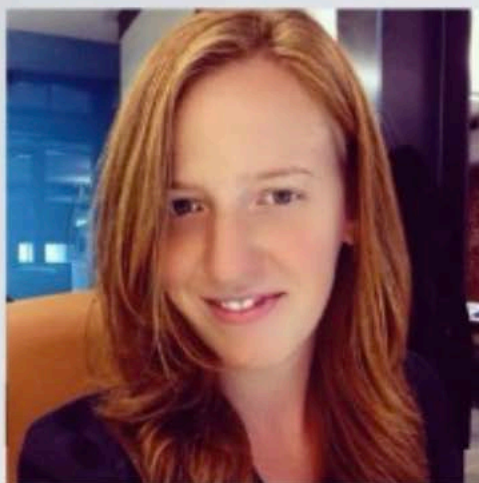
BY SEPTEMBER 2015





# LEADERSHIP TEAM

# DANIELLE MORRILL, CEO & COFOUNDER



## Director of Marketing

First employee. Build and lead the marketing teams and acquired the first 100,000 customers.



## Community Manager

Mobile location-based social checkin app started in the pre iPhone world. Among first 10 iPhone apps.



## Business Process Analyst

Automated manually processes through software.

## Reliant Consulting & Research

Financial Analyst



# KEVIN MORRILL, CTO & COFOUNDER



## **Startup Founder & Software Engineer**

Kevin cofounded health communications technology company Capito Life, cofounded Referly and worked as a software engineer for HelloSign.




## **Senior Program Manager, Sharepoint Lead Program Manager, Developer Division**

Kevin joined Microsoft in 1999 as a high school intern. He worked with the company for 10 years as an engineer and program manager across Visual Studio, .NET and Office (Sharepoint).

# ANDY SPARKS, COO & COFOUNDER



**LaunchGram** 

## **CEO & Co-founder**

Lead creation of website for tracking release of movies, TV shows and video games. Acquired by Referly (nee Mattermark) in February 2012.

# BRYAN TSAO, DIRECTOR OF PRODUCT



## Director of Product Management

Joined Kabam pre-revenue and spent 6 years helping grow the company to a \$1 Billion+ valuation. Owned P&L and product strategy for a portfolio of games with eight figure annual bookings and managed a 70 person cross-functional team.

Design

Avi

# DANIEL HAYTER, VP OF SALES



## DOW JONES

### Head of Institutional Sales, Americas

Spearheaded \$270 million business in corporate, financial, and private market products, overseeing P&L and reporting directly to CEO.

## Bloomberg

### Managing Director, Bloomberg Law Sales European Financial Markets Sales

Completed 2 of Bloomberg's largest deals, generating \$60m in revenue over 5 years

#### Sales Executives

Naveen

Ravi

#### Inside Sales

Taylor

Wade

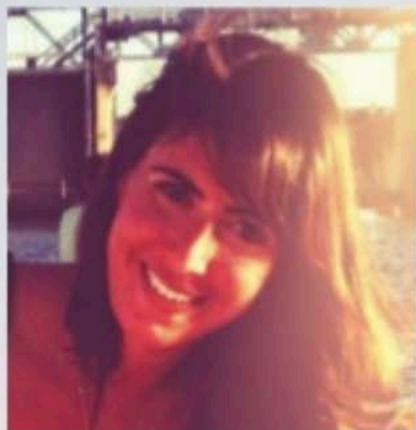
Ray

#### Account Managers

Lisa


TBH

# SARAH CATANZARO, DATA TEAM LEAD



 **Palantir**

**Embedded Analyst, New York City government**  
implemented data integration and analytics solutions  
enabling municipal agency investigations

 **Cyveillance**

**Cyber Intelligence Analyst**

**Center for Advanced Defense Studies**  
**Program Director, Multiparadigmatic**  
**Approaches to National Security**

## Data Scientists

Clare

Samiur

## Business Analysts

Kevin

Josh

## Technical Analyst

Tristan



MATTERMARK  
companies in motion