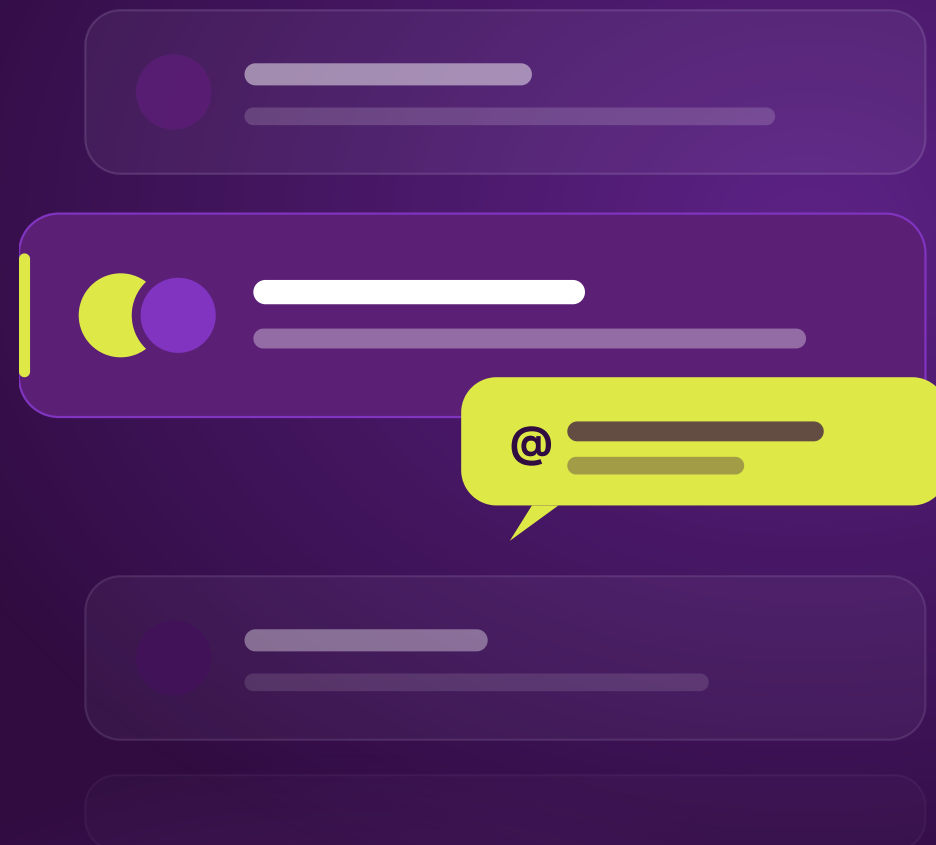


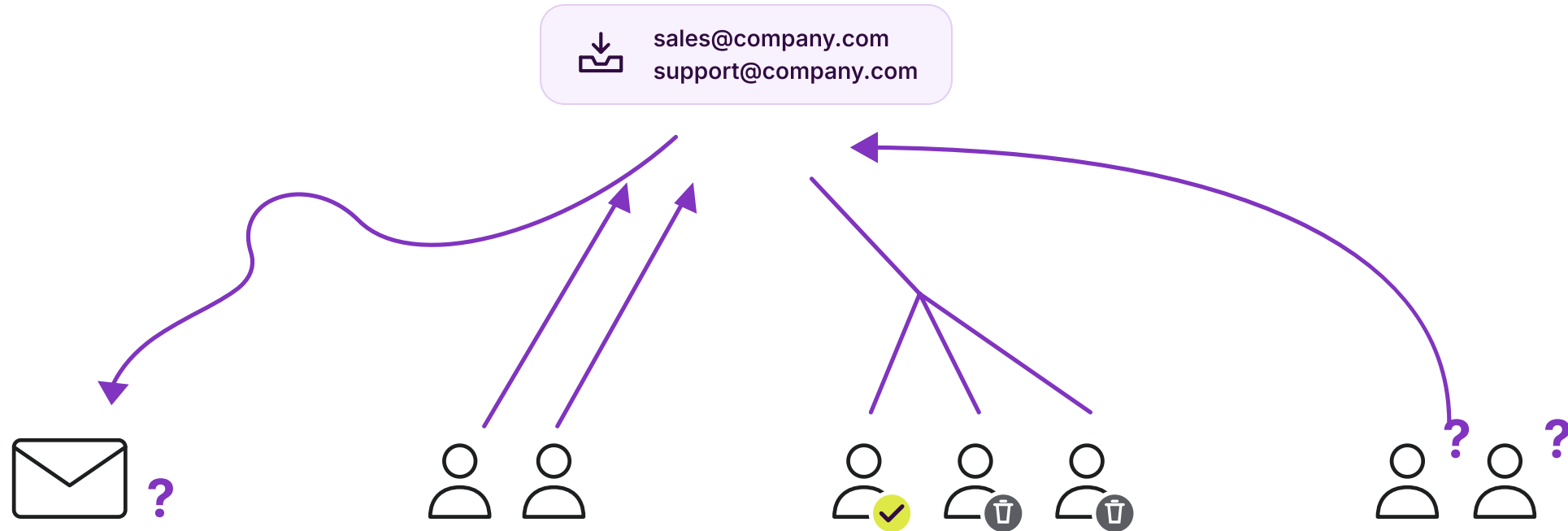
— SERIES B PITCH DECK

Series B 2018

Front's public Series B deck, redesigned in
Front's current brand by Artrix Studio.



Email was never built for teams to collaborate

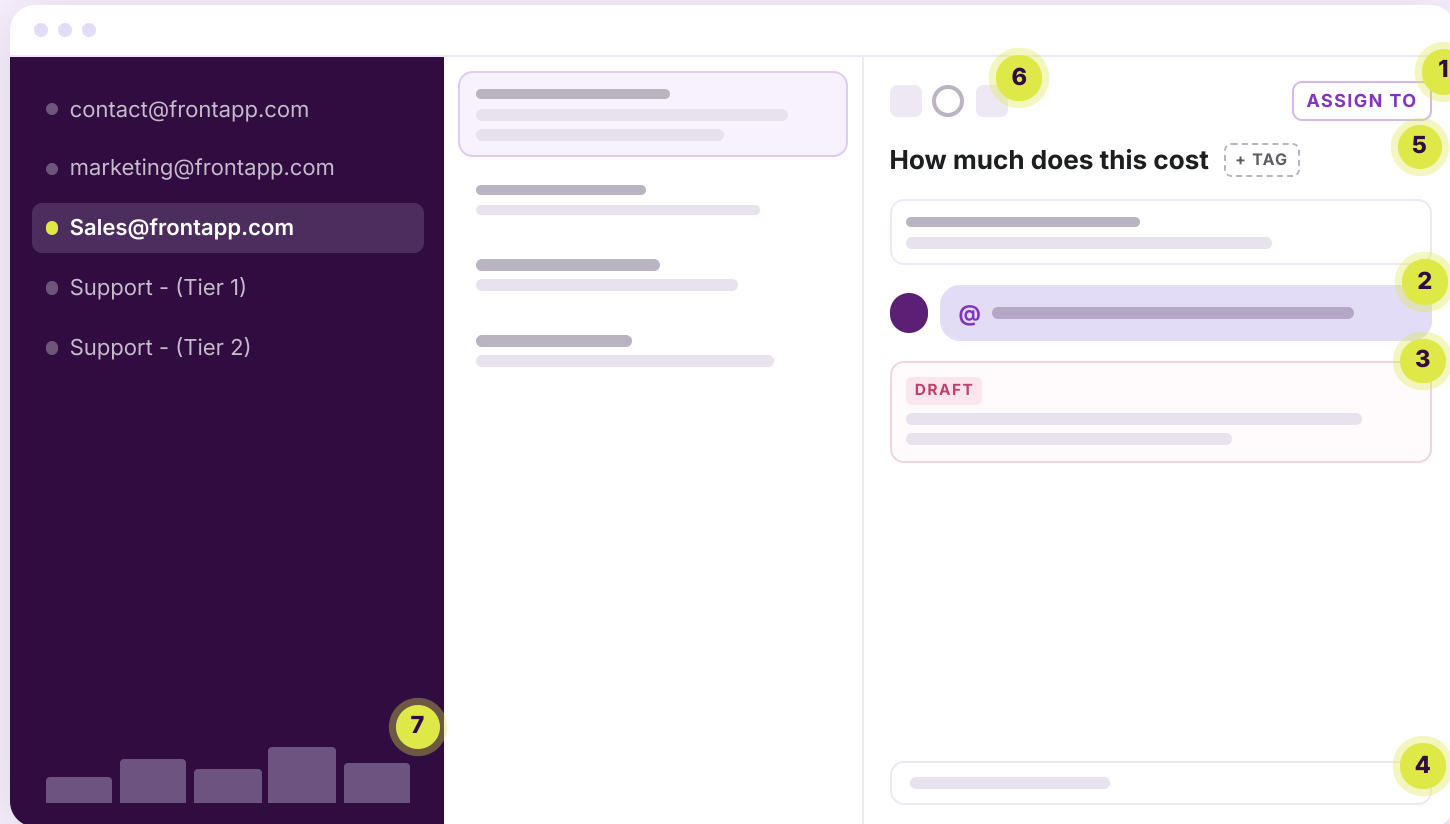


01 Productivity slowdown

02 Lost business

03 Bad customer experience

So we built the first **shared email client**



1 Assign email

2 Comment & mention

3 Share draft

4 Canned answers

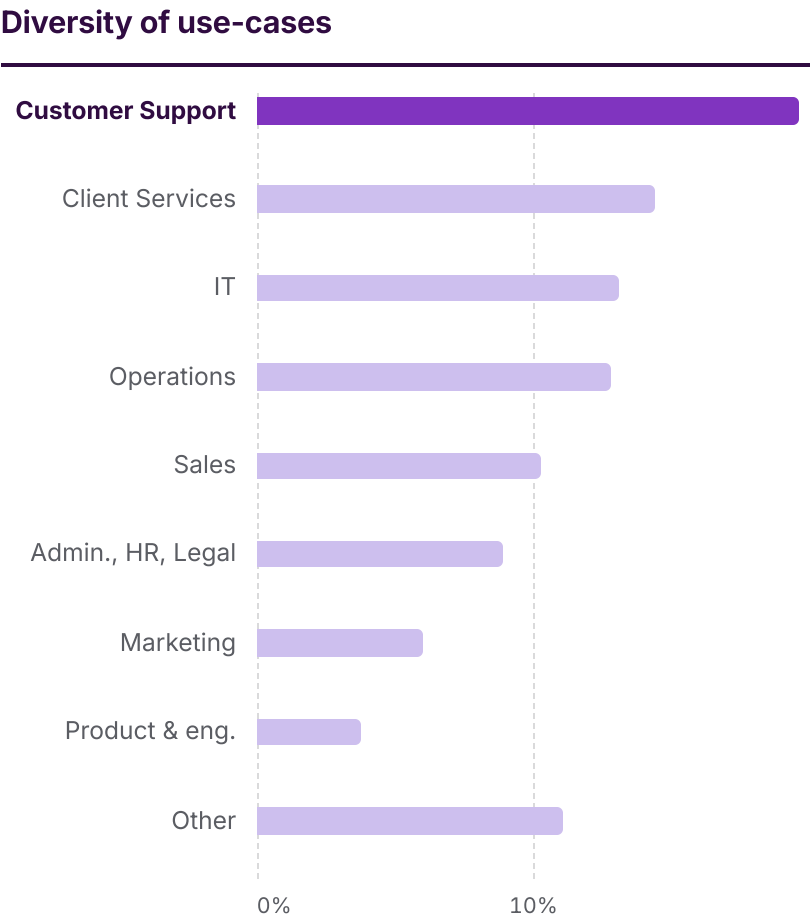
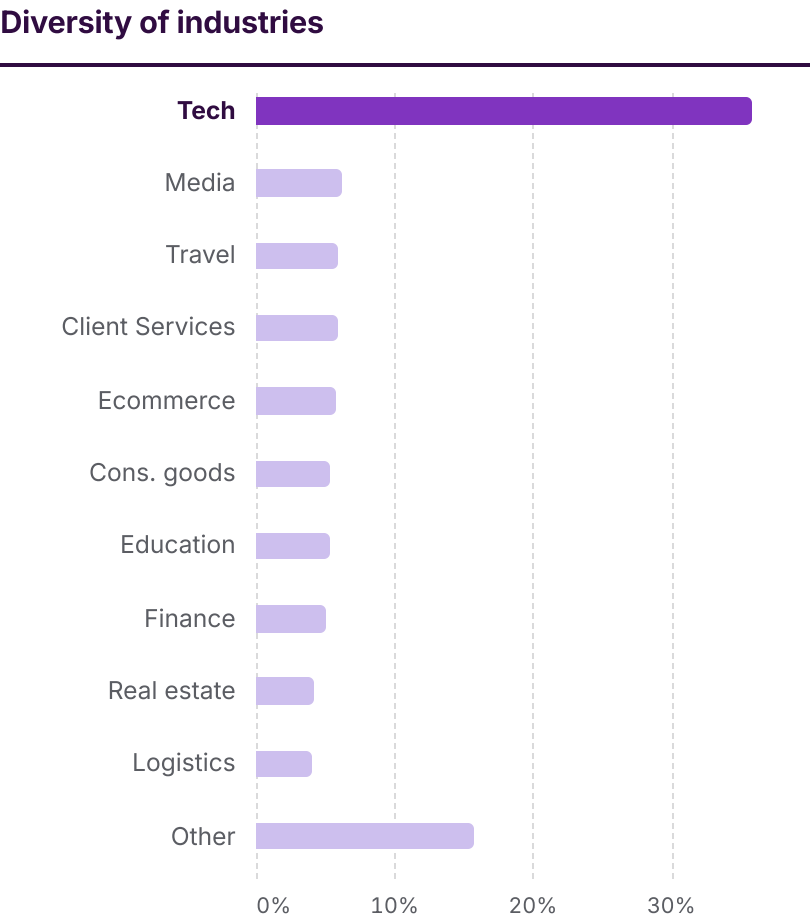
5 Automated rules

6 Reminders

7 Robust analytics

2,300 companies use Front today

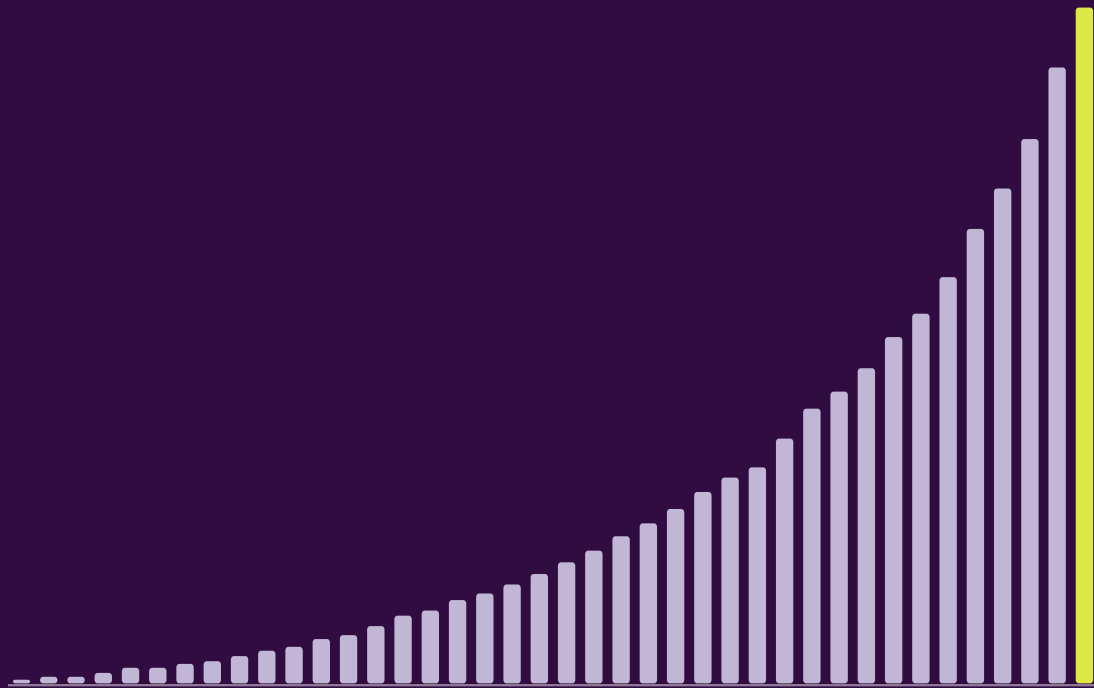
- Shopify
- LVMH
- Cisco Meraki
- HubSpot
- Zesty
- onfinestay
- General Assembly
- Oasis



Customer names set as type in place of logos. Bar lengths traced from the original; exact values not published.

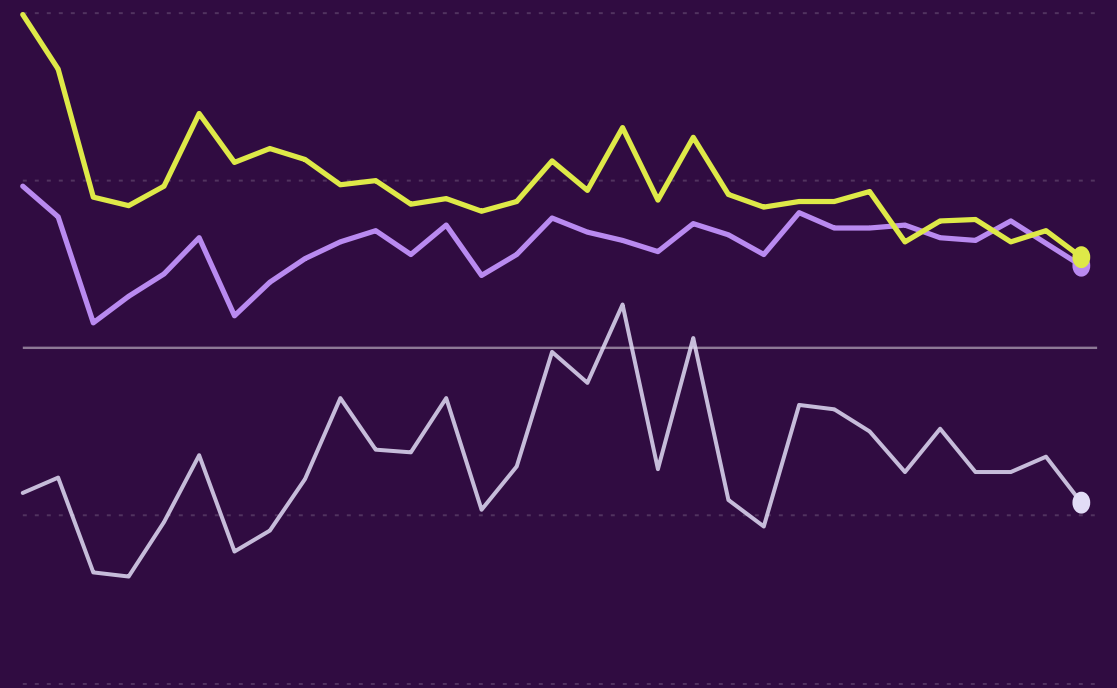
A very consistent growth of revenue, while churn keeps trending down

ARR annual recurring revenue



Churn

Gross churn Logo churn Net MRR churn



Shapes traced from the original; values not published. Periods and the solid reference line are drawn as in the original, which labels neither.

Cohorts keep growing across all metrics

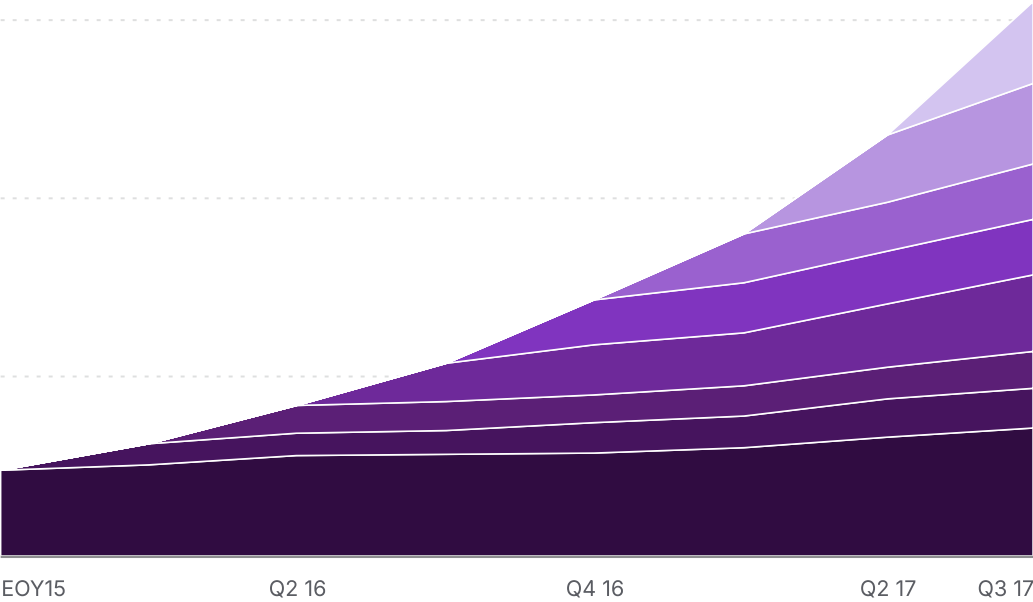
All cohorts keep growing

120%

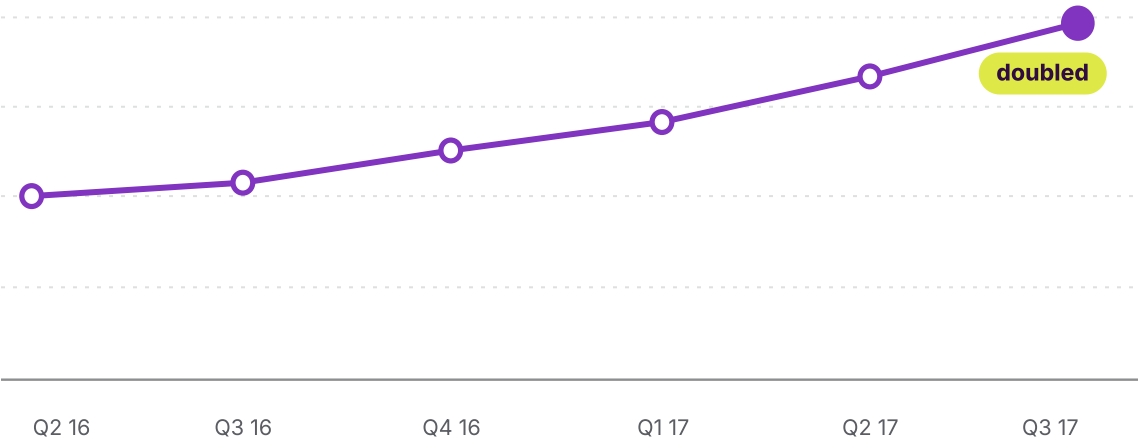
net retention rate at 6 months

150%

net retention rate at 1 year



ACV doubled in 15 months



Usage intensifies over time

3.9×

more messages sent per user after 1 year



4.9×

more comments written per user after 1 year



Chart shapes traced from the original; values not published. Small bars under 3.9× and 4.9× are drawn to those ratios.

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*

18 months

"Default alive"†

Profitable in

10 months

* Assuming current spend and 0% growth

† Assuming no hiring and 5% monthly growth

\$xx Masked by Front in the published deck

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

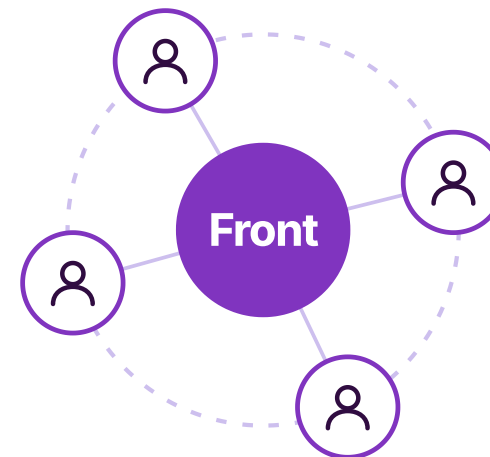


Contacts



Meetings

Relevant across all teams



Raising our **Series B**



Curve traced from the original. ARR at each stage was masked by Front (\$xx) and stays masked.

Thanks.

Original deck by Front, published by Mathilde Collin in 2018 ([SlideShare](#)).
Concept redesign by Artrix Studio.

2,300

companies use Front today

150%

net retention rate at 1 year

2.5 hours

per user per day

64%

DAU / MAU ratio