

SAMPLE



SYMBIOSIS

CRM, Gamified.

Investor Deck

Snapshot

Symbiosis is an innovative, interactive CRM that combines gamification features and social media integration to drive user adoption and customer loyalty.

TECHNOLOGY

- ◆ CRM platform
- ◆ Gamification platform
- ◆ Customer loyalty platform
- ◆ Contact databases with custom tagging
- ◆ Social media, email, calendar and mobile device integration
- ◆ Project management, accounting and marketing campaigns
- ◆ Sales funnels, analytics and reporting
- ◆ Security and personalization features
- ◆ Cloud-Based SaaS

KEY MANAGEMENT



Bill Johnson
CEO & Founder



Jennifer Thomas
CMO

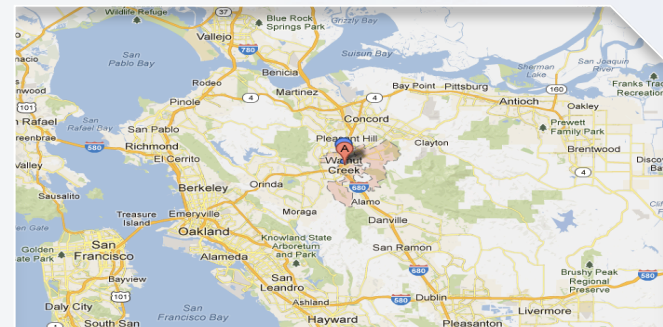


Michael Russman
CFO



John Bryant
Founder & CTO

LOCATION: WALNUT CREEK, CA



Mission

The Symbiosis mission is to help its clients improve CRM adoption rates, increase sales volumes and frequency, gain customer loyalty and decrease customer service and sales costs by providing a user friendly, innovative and powerful CRM platform.

FEATURES

- Sales Forecaster
- Real-time Data
- Call vs. Sales Tracker
- Time Clock
- Close of Sale Measurement
- Sales Coach
- Social Media Integration
- Gaming Mechanics
- Sales Records
- Contact Manager
- Customer Loyal Features

The Problem

70%

of CRMs fail
due to lack
of user
adoption.

CRM systems are costly,
and failing

Majority of sales reps
under-perform

CRMs have poor adoption rates

Difficult to obtain good referral
partners

Customers rarely engage with
companies



The Symbiosis Solution



Industry Overview

Symbiosis operates in the Cloud Computing Industry as a SaaS Provider as well as a CRM Provider.

SOFTWARE AS A SERVICE (SAAS)

- ◆ SaaS grew by 18% in 2012 to \$14.5B and is projected to reach to \$22.1B by 2015.
- ◆ SaaS leads cloud computing and is the fastest growing area of enterprise investment.

CRM SOFTWARE

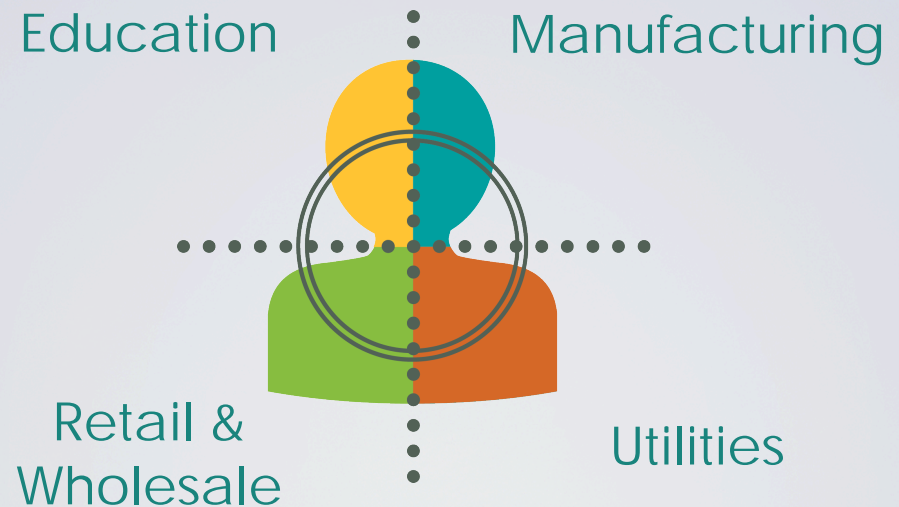
- ◆ The CRM industry is a massive \$12B global industry in 2011.
- ◆ The majority of CEOs cited CRM as the most important area of investment over the next 5 years.
- ◆ CRMs are beginning to offer robust services beyond the traditional realm, becoming multi-dimensional sales and marketing tools.

The Addressable Market

- ◆ Consists of small business and their wage and salary sales workers.
- ◆ There are over 27.9M small business in the U.S. with over 13M wage and salary sales workers.
- ◆ Companies continually search for ways to aid their sales representatives and executives with tools such as CRM software and sales training.

Target Market Segments

The majority of sales occupations fall within the following industries:



Market Overview

Competitive Overview

Symbiosis breaks the CRM mold with its unique gamification platform.

DIRECT COMPETITORS

CRMs with gamification features:

- Zurmo
- CRM Gamified
- WaveAccess

INDIRECT COMPETITORS

Web-based CRMs with features beyond traditional CRM applications:

- MindBody Online
- Zoho
- BizAutomation
- Small Business Web

Market-share leading CRMs:

- Salesforce
- Oracle
- Microsoft Dynamics
- SAP CRM

Competitive Advantages

- ◆ Symbiosis' gamification platform integrates traditional CRM features while adding gaming techniques that drive user adoption and customer loyalty along with raising referral rates, reducing cost of sales and improving customer service
- ◆ Strong social media, email, phone and app integration
- ◆ Free-technical support
- ◆ Affordable, low prices
- ◆ Easy to use and setup

Business Model

Convert online sales via a free trial demo, direct to business sales via sales representatives as well as a reseller commission model.

Online Traffic

Symbiosis projects that:

- ◆ 1% of all website visitors will convert to paid accounts immediately.
- ◆ 20% of visitors will try the free demo
- ◆ 1.5% of demo users will convert to paid accounts

Sales Reps

Symbiosis projects that:

- ◆ Sales reps close 30 small businesses, 25 medium businesses and 20 large businesses per month

Resellers

Symbiosis projects that:

- ◆ Sales reps that target resellers will sign 2 new resellers per month.
- ◆ Resellers will close 30 small businesses, 25 medium businesses and 20 large businesses per month with diminishing returns of 10% per month

Online Sales & Sales Rep Sales

- ◆ \$20/month for small business
- ◆ \$30/month for medium businesses
- ◆ \$40/month for large businesses

Reseller Sales

- ◆ Resellers earn 35% commission
- ◆ \$13/month for small business
- ◆ \$20/month for medium businesses
- ◆ \$26/month for large businesses

Website

Search Engine Optimization

Social Media Marketing

Paid Placement & Paid Inclusion

Blog & Newsletter Marketing

Inbound Linking
& Online Retargeting

Free Demo-Trial

Sponsorships

Seminars

Promotions & Special Offers

Press Releases & Public
Relations

Print Ads in Business
Publications

TV Commercials

Telemarketing
& Sales Team

Marketing Strategies

Symbiosis will implement comprehensive online and offline marketing campaigns in order to drive traffic and revenue.

Future Development

Given the fast pace of the industry, Symbiosis will continually innovate its product offering by maintaining a constant pulse on consumer trends and preferences.

Areas that the Company will monitor in the near future include:

Continual user experience improvement

Cloud-based storage

IaaS and PaaS

Cloud-security services



The Team

The knowledge, skill set and experience necessary to develop a long-lasting, profitable business.



Bill Johnson — CEO & Founder

Bill was the VP of Marketing for Sugar CRM for 5 years, helping the company grow to become a dominant player in the market. Bill's responsible for creating the vision and direction for the company, and working with the rest of the executive team to plan how this will be accomplished.



Jennifer Thomas — CMO

After 8 years of experience as a Marketing Executive at EBay, Jennifer joined the Symbiosis team in 2009 as the Chief Marketing Officer. Her major responsibilities include creating an innovative marketing strategy to meet the company's overall goals for sales and revenue. She is also responsible for overseeing the execution of the marketing strategy by the sales and marketing teams.



Michael Russman — CFO

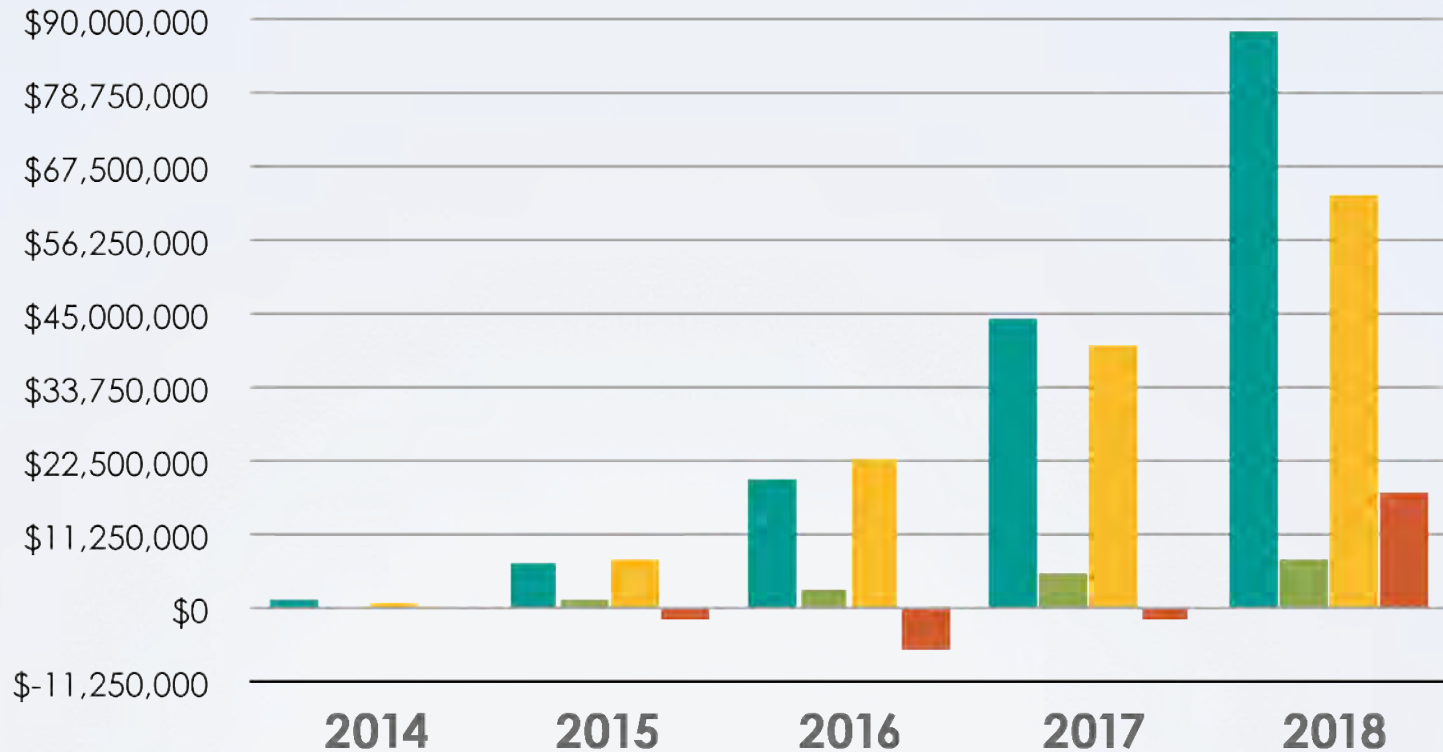
Michael has over 15 years of experience as a CFO for a variety of growing technology companies. At Symbiosis, his major responsibilities include allocating the company's resources effectively to effectively execute the company vision, with respect to the company's goals for consistent growth.



John Bryant — Founder & CTO

John brings wide ranging technological expertise and experience to the team. From 2003-2006, John was the lead UI Engineer for the CRM division at BizAutomation. John also has significant experience heading teams specialized in both front and back-end engineering. John's major responsibilities include product development and managing ongoing system improvements.

Profit & Loss



Total Sales	\$1,300,375	\$7,187,488	\$19,957,076	\$44,364,614	\$88,546,303
COGS	\$219,600	\$1,299,300	\$3,315,960	\$5,429,610	\$7,638,072
Operating Expenses	\$1,136,786	\$7,545,882	\$22,771,609	\$40,214,441	\$63,220,699
Net Profit	-\$56,011	-\$1,657,694	-\$6,130,494	-\$1,279,437	\$17,687,533

Funding Requests & Uses of Funds

\$450k
In Seed Capital

~\$150K for software development

~\$50K for office equipment,
furniture and other startup costs

~\$100K on organizational startup
expenses

~\$150K on initial public relations,
marketing and operating capital

Conclusion

Symbiosis provides an extremely profitable opportunity for investors and strategic partners.

Symbiosis features contact management, forecasting and predictive modeling, real time analytics, sales coaching and corrective measurement, cross-platform and mobile integration, interactive gaming mechanics and cloud based technology.

Symbiosis is differentiated from competitors and positioned to capture a large share of the CRM market as the platform is suited for nearly any industry and any size company. Furthermore, Symbiosis is the only platform that combines CRM, gamification features and customer loyalty programming.

Cloud-based industries such as the CRM and SaaS industries are massive and growing at rapid rates. Symbiosis' unique product, strong business model and innovative management team will allow the Company to capitalize on this immense opportunity.

Symbiosis' revenue potential is substantial with the Company projecting revenues of \$600K in year 1, \$3.2M in year 2, \$9.7M in year 3, \$20.8M in year 4 and \$42.8M in year 5.