

# Database Software for Everyone

Series B Funding Round • March 2018

## Company Overview

### Mission

Democratize database creation by combining the simplicity of spreadsheets with the power of relational databases, enabling anyone to organize and collaborate on complex information.

### Founding Team

- 

Co-Founder A

CEO • Former Product Manager
- 

Co-Founder B

CTO • Former Software Engineer
- 

Co-Founder C

CPO • Former Designer

### Key Metrics

- 200K+

Active Users
- 80K+

Organizations
- 400%

YoY Growth
- 4.6/5

User Rating


## Series B Funding

\$52M

Series B Funding

\$185M Post-money Valuation

### Lead Investors


- 

[Lead Investor]

(Lead)

\$2.8B fund, [Company] [Company]
- 

[Early Investor]

Early-stage specialist
- 

[Strategic Investor]

[Company] [Company] , [Company]

### Use of Funds

Enterprise Sales	35%
Product Development	30%
International Expansion	20%
Marketing & Growth	15%

Goal: \$100M ARR by 2020

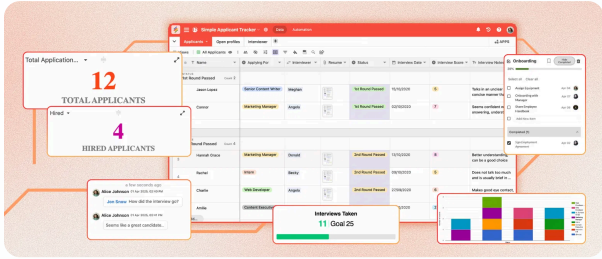
5x revenue growth in 24 months

# Databases Are Too Complex for Most People

Traditional database tools create barriers between technical and non-technical teams

## Technical Barriers

### SQL Required



95% of business users can't write SQL queries, creating dependency on technical teams.

- ✗ Complex syntax and commands
- ✗ Steep learning curve
- ✗ Error-prone for beginners
- ✗ Requires technical training

### Infrastructure Overhead

#### Setup Complexity

Weeks to configure servers, schemas, permissions

- Database server installation
- Schema design and optimization
- User permissions and security
- Backup and maintenance procedures



### High Cost Barrier

**\$50K+**

Annual enterprise database licensing

## Poor User Experience



### Intimidating Interfaces

#### User Feedback

"I need a computer science degree just to add a new field"

- Overwhelming menu structures
- Technical jargon everywhere
- No visual data representation
- Command-line interfaces
- Zero onboarding guidance



### Collaboration Breakdown

#### Team Silos

Technical vs. non-technical team divide

- ✗ No real-time collaboration
- ✗ Version control nightmares
- ✗ Email-based data sharing
- ✗ No mobile access



### Time Waste

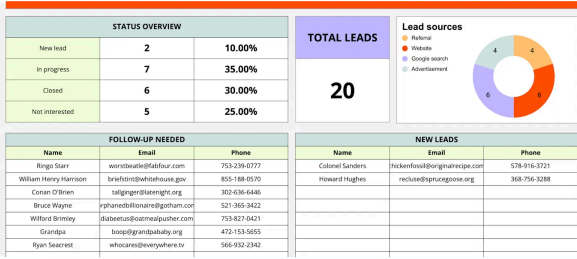
**40%**

of work time spent on data management

- Manual data entry and updates
- Waiting for IT support
- Converting between formats
- Recreating lost work

## Business Impact

### Productivity Crisis



Teams spend more time fighting tools than solving business problems.

**60%**

Time on tool management

**3 weeks**

Average setup time

**\$50K**

Lost productivity/year

**85%**

Projects delayed



### Innovation Bottleneck

#### The Real Problem

Great ideas die waiting for technical implementation

- 6-month backlogs for simple requests
- Business users can't prototype ideas
- Innovation requires IT approval
- Competitive disadvantage grows

### Massive Gap

- 30M+ SMBs need better data tools
- \$50B+ market opportunity
- No solution bridges the gap
- Winner takes massive market share

## The Core Problem



#### Too Technical

95% can't use SQL



#### Too Expensive

\$50K+ licensing



#### Too Slow

Weeks to setup



#### Poor Collaboration

Team silos



#### Desktop Only

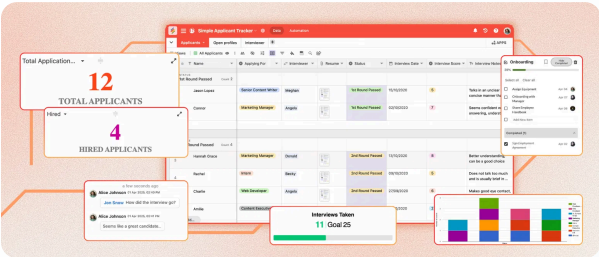
No mobile access

# The Simplicity of Spreadsheets, Power of Databases

[Company Name] combines familiar spreadsheet interface with powerful database functionality

## Familiar & Intuitive


### Spreadsheet Interface





Anyone who knows Excel can use [Company Name] immediately. No training required.


- ✓ Familiar rows and columns
- ✓ Drag and drop functionality
- ✓ Visual data representation
- ✓ Instant learning curve

### Multiple Views

**Grid View**

**Calendar**

**Kanban**

**Gallery**

Same data, different perspectives for different use cases



### Zero Code Required

Point, click, and build complex databases

## Database Power

### Rich Field Types

Text

Number

Date

Attachment

Checkbox

Select

Link

Formula

Rollup

15+ field types handle any data structure, from simple text to complex relationships

### Linked Records

#### Relational Database Power

Connect data across multiple tables seamlessly

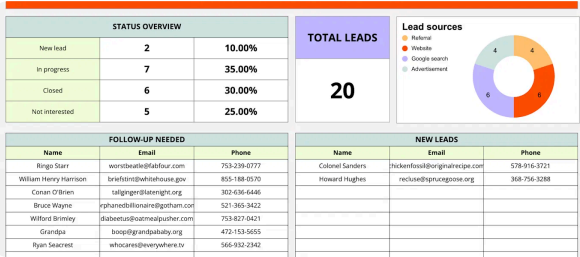
- One-to-many relationships
- Many-to-many connections
- Automatic data synchronization
- Visual relationship mapping

### Smart Automation

- ✓ Excel-like formulas
- ✓ Rollup calculations
- ✓ Conditional formatting
- ✓ Automated workflows

## Built for Teams

### Real-time Collaboration



Multiple users can edit simultaneously with live updates and conflict resolution.

- Live cursor tracking
- Comment and discussion threads
- Granular permission controls
- Activity history and audit logs

### API & Integrations

[Platform]

[Platform]

[Platform]

[Platform]

- RESTful API for developers
- 1000+ [Platform] integrations
- Webhook notifications
- Custom app development

### Mobile & Offline

#### Native Mobile Apps

iOS & Android with offline sync

- Full editing capabilities on mobile
- Offline data access and sync
- Camera integration for attachments
- Push notifications

## The Best of Both Worlds

### Traditional Spreadsheets

- ✓ Easy to use
- ✗ Limited data types
- ✗ No relationships
- ✗ Poor collaboration

[Company Name]

- ✓ Easy to use
- ✓ Rich data types
- ✓ Powerful relationships
- ✓ Real-time collaboration

### Traditional Databases

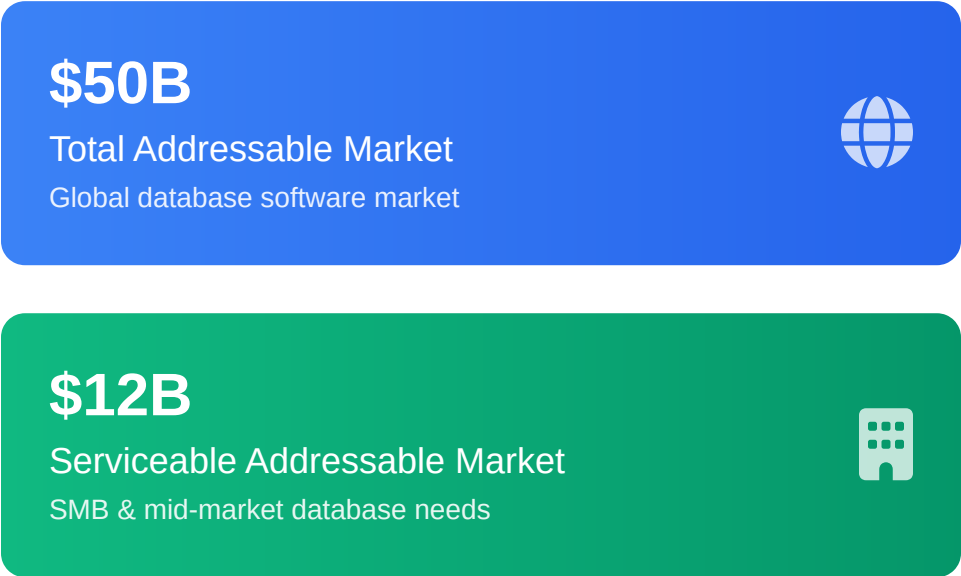
- ✗ Complex to use
- ✓ Rich data types
- ✓ Powerful relationships
- ✗ Poor collaboration

# Massive Database & Workflow Market

\$50B+ market expanding as businesses digitize operations and embrace no-code solutions

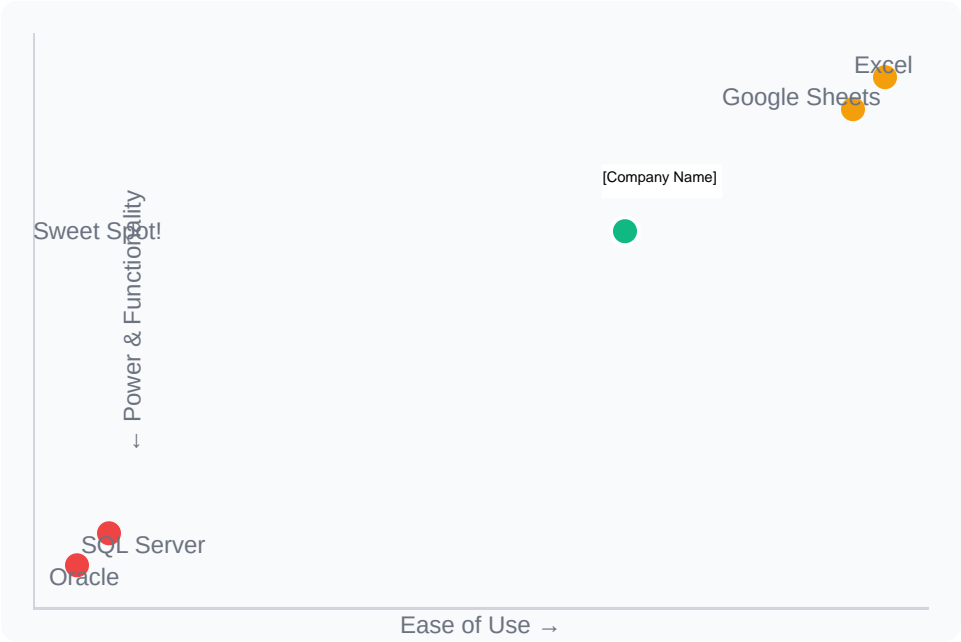
## Market Opportunity

### Market Sizing



## Competitive Landscape

### Market Positioning



### Growth Drivers

- 1 Digital Transformation**  
Businesses moving from paper to digital workflows
- 2 Remote Work**  
Need for cloud-based collaboration tools
- 3 No-Code Movement**  
Democratization of software development
- 4 SMB Growth**  
30M+ small businesses need better data tools

### Our Advantages

- ✓ First-Mover in No-Code Databases**  
Established category leadership before major competitors
- 👥 Strong Network Effects**  
More users = more templates = more value for everyone
- 📱 Mobile-First Design**  
Native mobile apps while competitors focus on desktop
- 🔌 API-First Architecture**  
Extensible platform for developers and integrations

## Market Validation

