DRAFT

The team

- **Eoghan McCabe** (CEO, product, visual design), **Des Traynor** (COO, customer development, user experience design), **Ciaran Lee** (CTO, software engineering), **David Barrett** (front-end engineering).
- Prolific speakers / bloggers about software design / development and SaaS business.
- Ran **Contrast** for four years, a popular web software design consultancy.
- Launched **Qwitter** and **Exceptional** (both acquired).

The problem

- **Building meaningful relationships with customers is hard / impossible for SaaS providers** (meaningful relationships → loyal customers → profitable customers and organic growth)
- Building meaningful relationships requires: 1. customer discovery, 2. customer research, 3. customer communication, 4. relationship management
- The current tools available are complex, ineffective, not built for SaaS… **there's no one tool to do customer relationship management and messaging for SaaS providers.**
- (Even e-mail fails: generating targeted e-mail lists takes a lot of work, e-mail campaigns have terrible engagement because e-mail is out of context)

The solution

* Intercom is...
  - simple install like Google Analytics,
  - customer base browsing (e.g. signed-up today, on premium plan),
  - individual customer research (e.g. see Twitter followers, company),
  - advanced in-app messaging (user sees message on next login or at specific event and can reply to messages),
  - customer relationship management (Intercom calculates relationship metric over time and allows app owner find people who need attention).

Progress

- Product in development and testing since Jan, ready for public beta
- intercomapp.com
- *Demo*
- Private beta testers love the product, many are psyched to try it

What we're looking for

* $600k convertible note
* 18 months of runway to work on:
  - product-market fit
  - customer dev
  - early marketing efforts
  - profitability
* Plan to raise further round in 12-18 months to turn up heat on marketing

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