



Cloud-based video collaboration platform for the workplace

Digital communication continues to evolve



but distributed teams have productivity killing pain points



Notifications



Schedule conflicts



Low morale

Loom created quick videos to increase productivity



Effective

Work is easier to explain over quick videos



Efficient

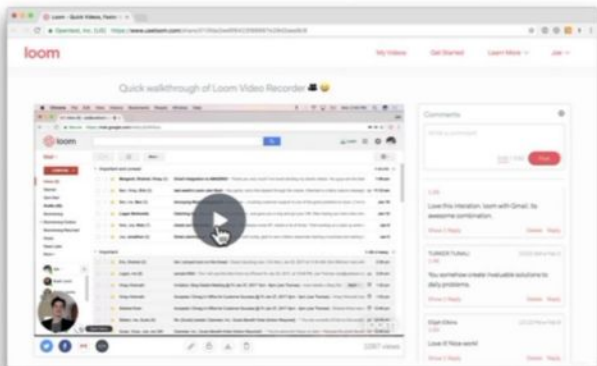
Team members record quick videos and watch when they need to



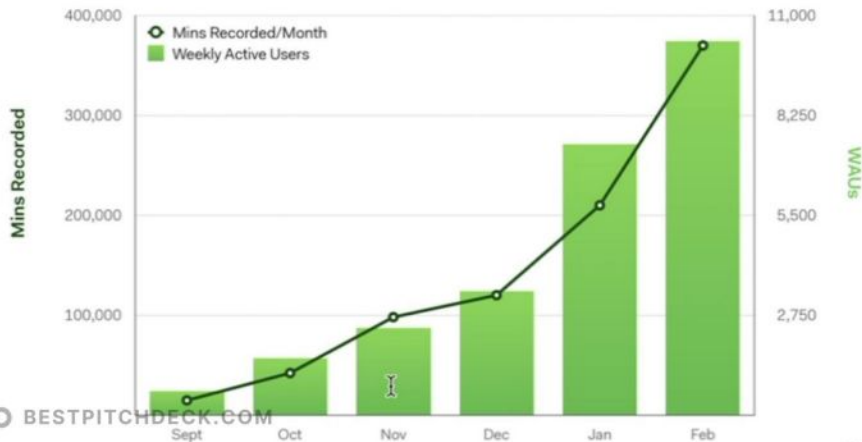
Expressive

Nothing beats seeing a person's face and hearing their voice

Quick videos are faster than typing



Our progress in the last 6 months



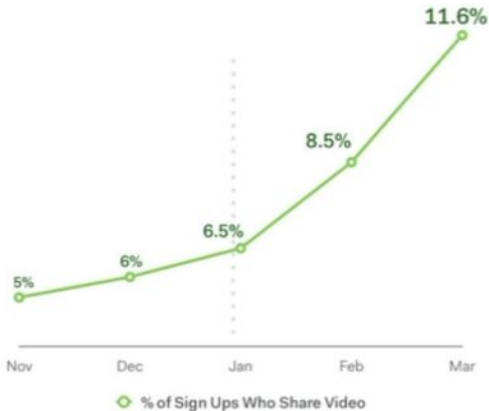
Turning users into Loom lovers

↑ 160%

New users share a video
(our leading indicator)

34%

recording 18 weeks later
(Weekly Active User)

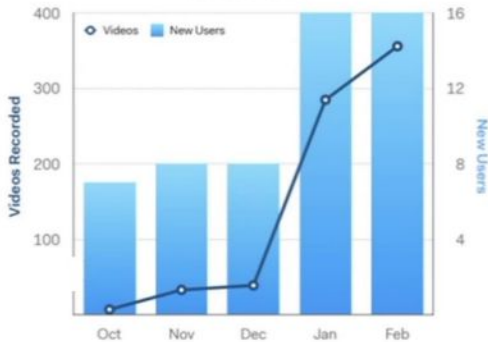


Employees at large companies are adopting Loom

HubSpot

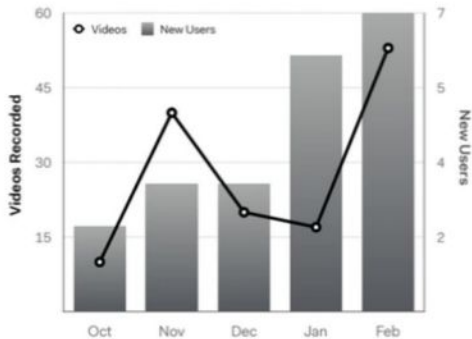


nielsen



Employees at large companies are adopting Loom

UBER



Google



Early professional adoption of quick videos



Jeff Beaumont
Director of Support



945



45

Customer Success & Support

"Using video for training is **~350% faster than text and screenshot**. Clients now ask us less questions because of the preciseness of video and they can revisit it whenever they want!"



Jennifer Shin
Senior Data Scientist



Analytics Consulting for Clients



720



73



Ben Ratner
Head of Growth



Marketing & Product Tutorials



230



38

The product roadmap is clear



Bottom up growth, top down sale

Free

\$0

limited version

Unlimited Recording time

Unlimited Storage

Team Collaboration

Organization & Folders

Limited features

Refer to access full product

Paid

\$12*

per seat per month

Branded Pages

HD recordings

Transcription

Audio Indexing

Video Analytics

Team Analytics

Workflow Automation

Monetize June 2017

Pay-per-seat feature + usage model

Buyer Persona

CIO at company with at least 30 employees
using Loom in 4 different time zones

Drive up CLTV

Roll out additional a la carte features from
roadmap and drive up usage to hit data
caps faster

Potential deals Q4 2017



"We want to expand this to our entire Customer Success & Sales teams as well as using it for client and employee onboarding."

Customer Success & Sales

1822 employees

\$223,000 ARR



"We've been using Loom for marketing page tutorials, meeting replacement, and are experimenting with personalized Sales outbound videos."

Entire Organization

1,962 employees

\$240,000 ARR

It's obvious video is huge

10B

hours of video/day



10B

videos watched/day



8B

video views/day



3B

minutes on video/day



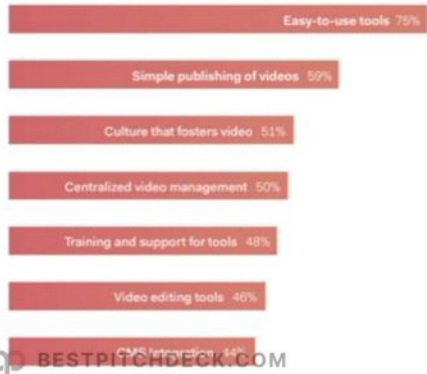
450K

total teams

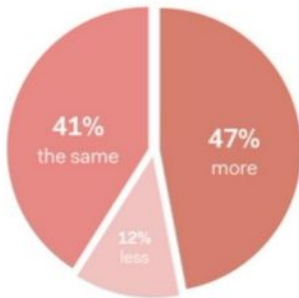
zoom

Massive opportunity for asynchronous video in workplace

What encourages employees to use video?



Trend of Employees Recording Video



A team of product-focused founders



Joe Thomas

CEO, Co-founder

Director of Product at MyLife: \$27M raised;
grew new product line from \$0 to \$600k MRR



Vinay Hiremath

Head of Engineering, Co-founder

Lead Engineer at Upthere: \$77M raised; built
innovative video streaming and storage systems



Shahed Khan

Head of Design & BD, Co-founder

Age 19: Analyst at Upfront Ventures.
Age 18: Product Designer at Weebly

Raising \$3MM

To monetize with 1,000+ teams
and progress towards Enterprise teams



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