



openera<sup>TM</sup>  
Automated Filing for  
Everyone

[openera.com](https://openera.com)

[angel.co/openera](https://angel.co/openera)

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# 80%

Of large companies are  
using the cloud

48% of SMBs are using cloud services

## 75%

of people do not save or  
organize attachments.

## 62%

of people admit to losing files  
sent to them in attachments.

## 60%

of employees put company files  
in their personal cloud accounts.

**\$88**  
**Billion**

is spent by companies every year  
on systems that require  
employees to organize files.



14 million users  
140,000 businesses



100 million  
users



35 million users  
1.4 million paid



250 million users



425 million users  
5 million businesses



125 million users  
65,000 businesses



4.9 million users  
140,000 businesses

# Team



Peter Lalonde  
CEO

15+ years enterprise content  
management



Marc Lennox  
CTO

Co-founded & exited a \$40 million  
enterprise company



Andrew Draper  
CPO

Self-employed for 10+ years,  
knows brand & user experience like  
the back of his hand

Successfully raised a \$500K seed  
with prominent valley investors

OPENTEXT

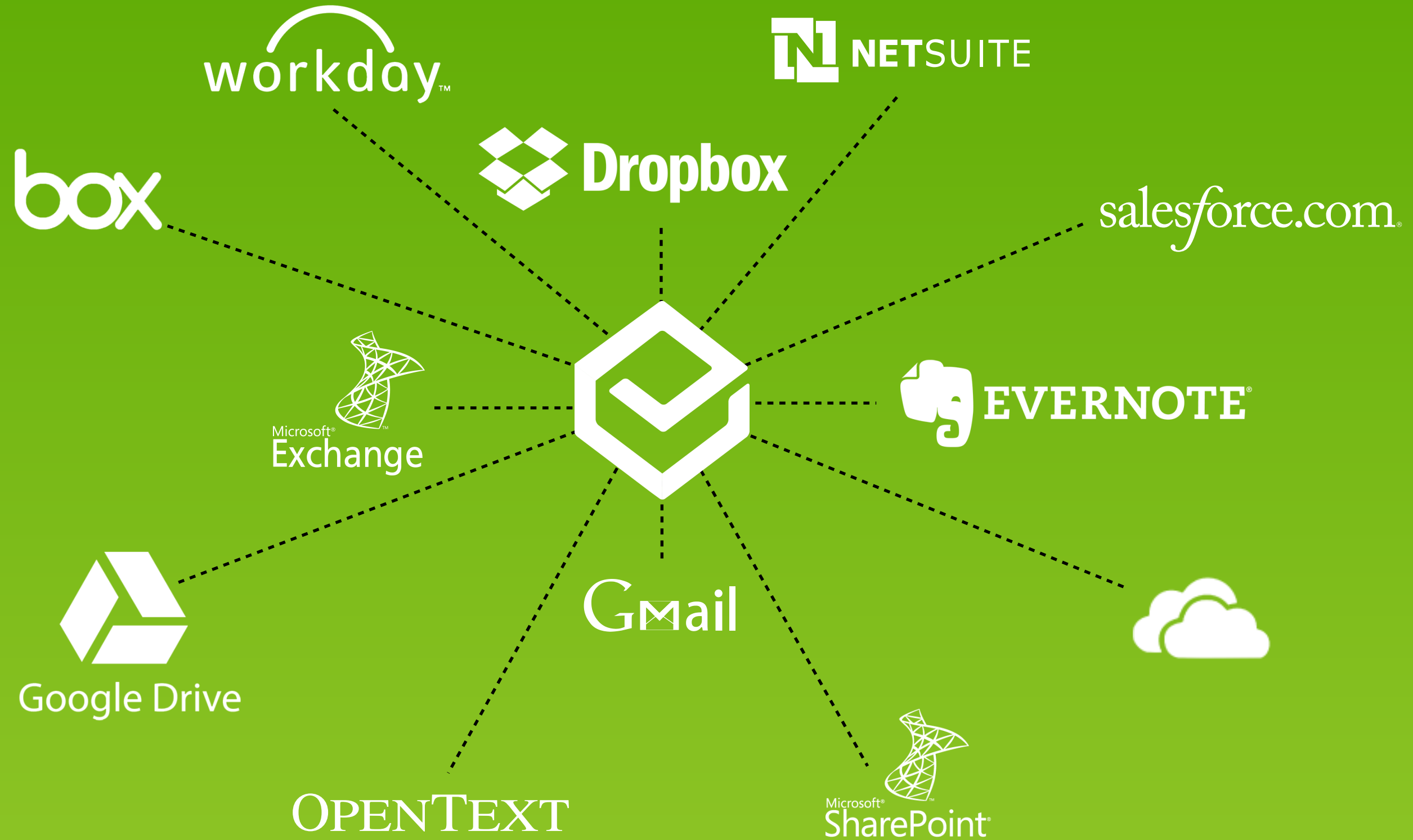
GRIDIRON  
SOFTWARE



Manpacks

*m<sup>c</sup>millan*

# Product





Auto File



Analyze



Find



# Why companies need Openera



**Eliminate Rogue Clouds**

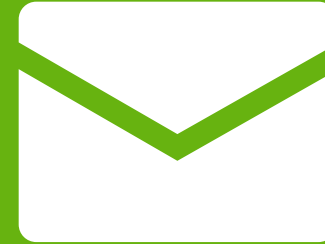


**Increase Adoption**



**Reduce Risk**

# Why individuals need Openera



**Everything important happens in email.**



**People hate filing.**



**Find Files Fast**

Over 63% of Openera users store 50+ work files in personal cloud services.



# How we make money

## Personal



+



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Free

## Pro



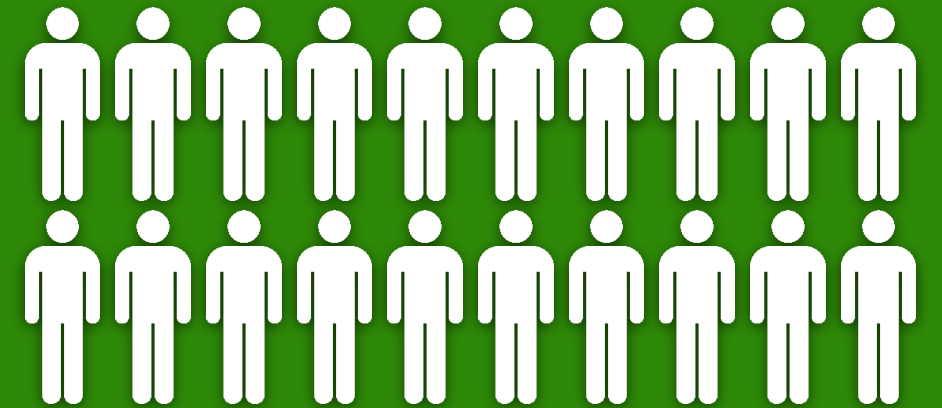
+



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\$

## Business



+



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\$\$\$

Growth

**Free/Pro**

Marketing & lead-gen to enterprise

**Enterprise Sales**

Top-down, referrals & co-selling with partners  
(Box, Workday, etc.)

**10x**

User Growth  
5,000+ Users

35

Companies



500 Users

July 2012



Today

# Validation

## Accolades



2012 Selection



ROADTOBANFF  
VENTURE FORUM  
PITCH-OFF



48hrs  
In the  
Valley

VC Choice Award



## Partners



salesforce.com



Microsoft

"Openera is essential."

-Dan O'leary - Box

## Press

VentureBeat

FINANCIAL POST

TechCrunch

techvibes

## Investors & Advisors



Harley Finkelstein



Scott Annan



Ian Jeffrey



Greg Isenberg



Rory Olson



Daniel Lieberman



David Wolfson



shopify



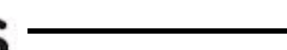
STARTUP PLAYS



FounderFuel



GOOD PEOPLE VENTURES



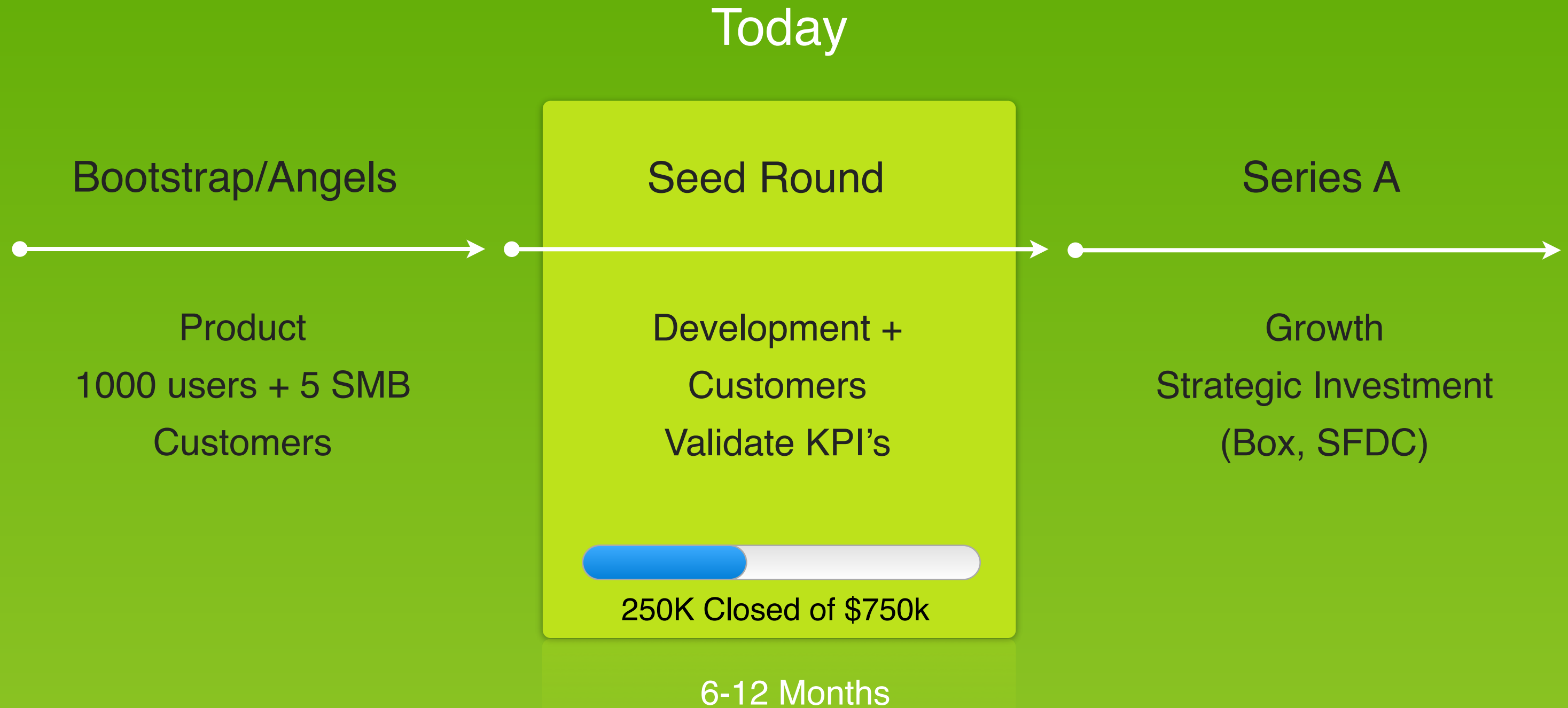
prolific.  
VENTURE CAPITAL



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# Funding objectives



# Appendixes

# Revenue Model

	2013	2014	2015	2016
Enterprise				
Small Deals (5-25 users)	25	50	250	500
Medium Deals (25-250 users)	5	25	50	150
Large Deals (250-1000 users)	1	5	25	100
Enterprise Deals (1000+ users)	0	5	15	50
Total Enterprise Revenue	CA\$112,500	CA\$1,200,000	CA\$3,750,000	CA\$12,250,000
Freemium				
Free Users	50,000	100,00	200,000	500,000
Paid Customers	2,000	4,000	8,000	20,000
Revenue	CA\$100,000	CA\$200,000	CA\$400,000	CA\$1,000,000
Total Revenue	CA\$212,500	CA\$1,400,000	CA\$4,150,000	CA\$13,250,000

## Assumptions

### Freemium

4% Paid Conversion  
(based on current cloud service data)

Revenue/user (Pro): \$50/yr

Lifetime Value: \$150/user

### Enterprise

Revenue/user: \$100/yr

Lifetime Value: \$250/user

### Avg. Deal Size

Small: \$1500

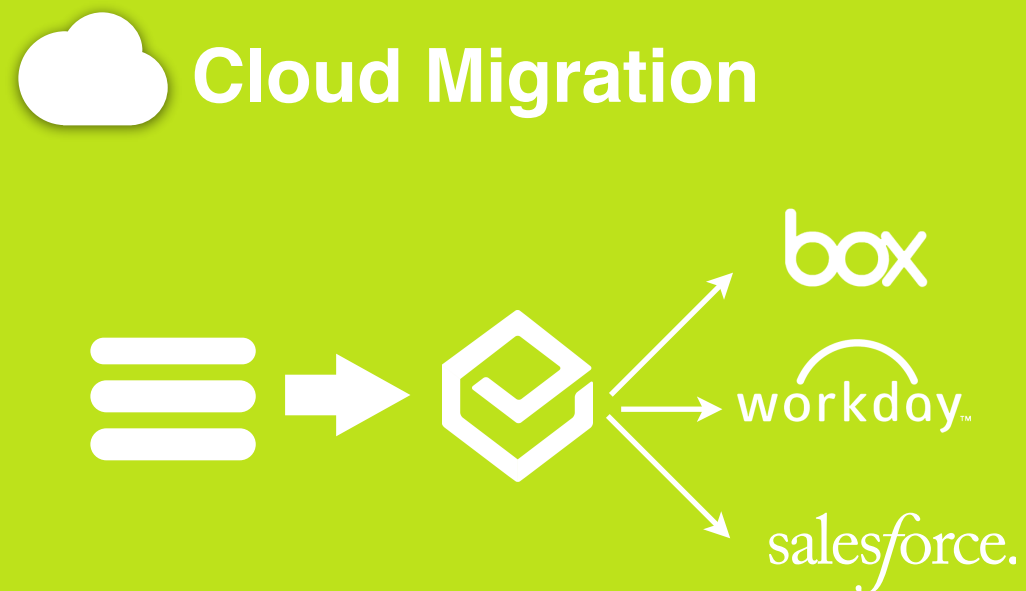
Medium: \$10,000

Large: \$25,000

Enterprise: \$150,000

# Upside Revenue Potential

Revenue Potential



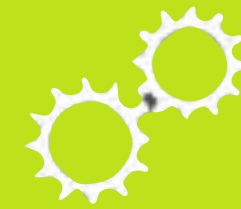
Apply corporate policy to all legacy systems and cloud services

Migrate to select folders in Box, Salesforce & Workday.

## File Archeology

Find all FedEx contracts over the last 5 years, across all systems and save them in Box/Fedex/Contracts

## High Value Applications



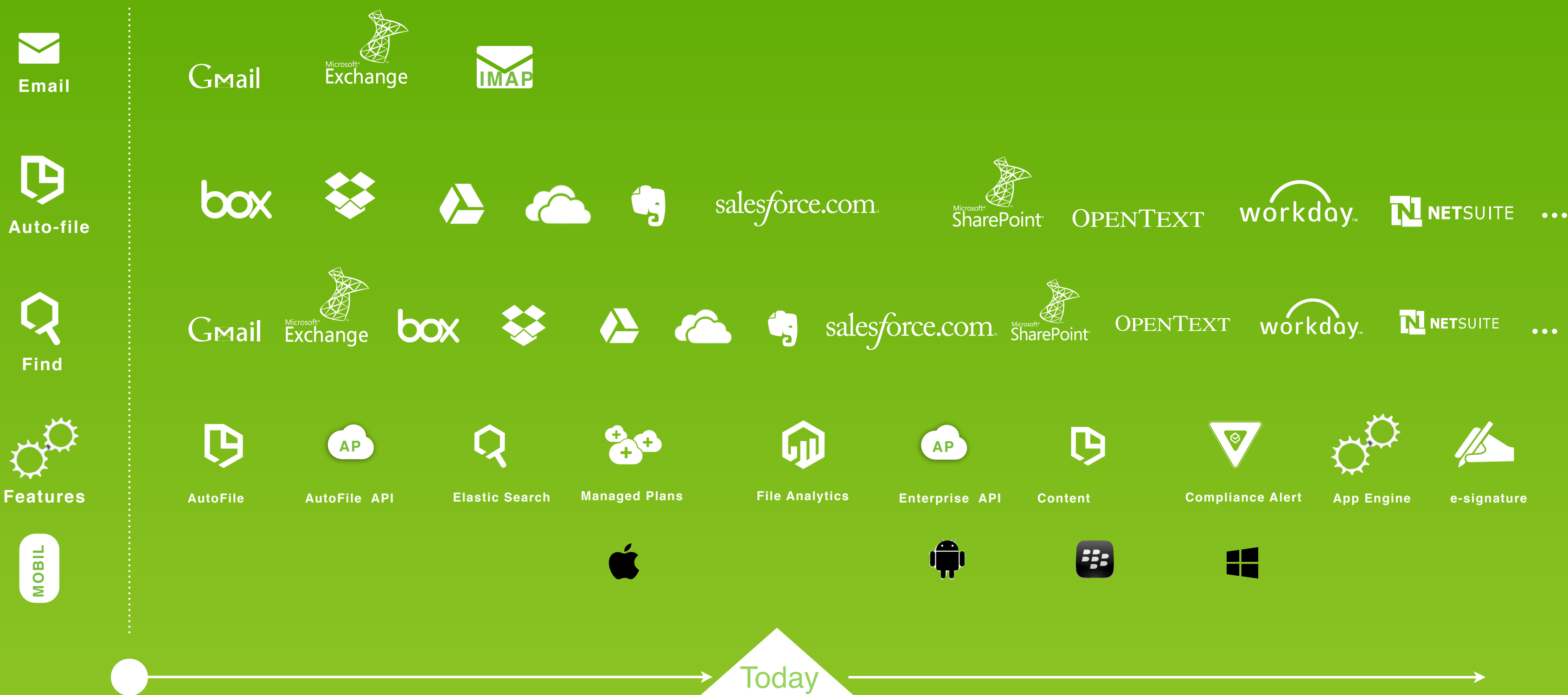
File Activity Based Analytics  
Compliance Auditing  
Activity based Sales Forecasting  
HR (Recruiting/Performance Mgmt)  
Case Management  
Practice Management  
Contract Management...

















































# Roadmap I Technology



# Roadmap I Vertical Strategy

	 Legal	 Professional Services	 Media/Advertising	 Education	 Financial	 Government	 Healthcare
Operations							
Sales							
HR							
Finance							
Compliance							
	Case/ Contract Management	Practice/ Contract Management	Brief/Media Asset Management	Application Management	Contract Management	Contract Management	Records Management

# Competition

								
Enterprise								
Exchange Integration								
Content Analysis								
100% Cloud								
Rules								
Automation (Attachments)								
Cross Cloud Search								

# Stats/Attribution

## Slide 2:

- 80% of large companies using the cloud/48% of SMB using cloud applications (<http://blog.officedrop.com/2012/07/28/8-in-10-large-companies-are-using-the-cloud/>)

- 75% of people do not save or organize attachments, resulting in 62% losing files sent to them in attachments - Microsoft (<http://www.winmatrix.com/forums/index.php?/topic/33791-microsoft-attachments-suck-use-skydrive-infographic/>)

- 48% of employees at SMB's admit to losing documents / data - <http://www.carbonite.com/en/files/carbonite-smallbiz-backup-infographic.jpg>

- 60% of companies have employees who save files in their personal cloud accounts: Source =Confidential Documents at Risk Study by the Ponemon Institute and WatchDox <http://www.reuters.com/article/2012/07/24/idUS131398+24-Jul-2012+BW20120724>

## Slide 3:

Cloud Service Customer Numbers:

Box: 14M users, 140K businesses (as of Jan 2013)

Dropbox: 100M users (as of Nov 2012)

Google: 425 Million Gmail Users / 5 Million Businesses (as of June 2012)

iCloud: 250M users (January 2013)

Evernote: 35 M users, 1.4 M paid users (July 2012)

Salesforce: Can't find solid / backed up newer numbers, but saw one article that estimated 4.9M users and 140K companies based on financial reports.

Sharepoint: Can't find solid / backed up updated numbers, other than adding the 125M users are across 65K companies.

## Other Interesting Stats:

Gartner Says That Consumers Will Store More Than a Third of Their Digital Content in the Cloud by 2016 - <http://www.gartner.com/newsroom/id/2060215>

Cloud Storage Subscriptions to See Triple Digit Growth - <http://cloudtimes.org/2012/09/14/cloud-storage-subscriptions-growth/>

Companies are not only buying into SaaS (software as a service) more than ever, they are also ripping out legacy on-premises applications and replacing them with SaaS, according to analyst firm Gartner. - [http://www.cio.com/article/722513/Gartner\\_SaaS\\_Now\\_Replacing\\_Legacy\\_Apps\\_as\\_Well\\_as\\_Extending\\_Them](http://www.cio.com/article/722513/Gartner_SaaS_Now_Replacing_Legacy_Apps_as_Well_as_Extending_Them)

Gartner: Enterprise IT Spend Will Pass \$3.6 Trillion In 2012, Cloud Investments Rise To \$109B - <http://techcrunch.com/2012/07/09/gartner-enterprise-it-spend-will-pass-3-6-trillion-in-2012-cloud-investments-rise-to-109b/>

75.9% of companies experienced significant business risks and/or compliance incidents and suffered severe consequences due to broken document processes.

[http://mds.ricoh.com/files/knowledge\\_center/IDC\\_Risk\\_WP\\_Ricoh\\_Eng.pdf](http://mds.ricoh.com/files/knowledge_center/IDC_Risk_WP_Ricoh_Eng.pdf)

60% of organizations have employees who move confidential files to Dropbox without permission  
68% of organizations have employees who attach and send confidential files from their personal web based email  
55% of organizations have employees who use public drives (Box, YouSendIt, etc..) for sharing confidential files