

Buffer Pitch Deck

The Pitch Deck We Used To Raise \$500,000 For Our Startup

Redesigned by the Slidebean Team

Social: The most important trend

The amount of user shares today is twice the amount they shared a year ago.










Zuckerberg's law

It won't be long before social media marketing will surpass SEO

Donanza

How do you use social to drive traffic?

Queue your updates

Saturday 1st October		
2:52 PM	10 Great Tweetable Quotes To Cheer You Up http://j.mp/nd6rzC	 
8:08 PM	Great list: My Favorite Tools http://j.mp/omcnEU by @EvanCarmichael	 
Sunday 2nd October		
2:52 PM	No man is useless while he has a friend. – Robert Louis http://j.mp/nd6rzC great find from @sandmaxprime	 
8:08 PM	YWe make a living by what we get, but we make a life by what we give. ~ Churchill http://j.mp/nd6rzC featuring @amitv_tweets	 
Monday 3rd October		
1:04 AM	Don't deny your feelings. They alone are what guide you through life. ~Anon http://j.mp/nd6rzC	 

Traction

- 800 Paying Users
- \$150,000 Annual Run Rate
- 97% Margins
- 55,000 Users, growing 40% per month
- 1.5 Million Updates buffered

Milestones

- Launched web app - January 2011
- 55,000 users (\$150K revenue) - October 2011
- Launch the API - October 2011
- Integrated in 50 Apps - December 2011
- 100,000 users (\$288K revenue) - January 2012
- 1 million users (\$3.6M revenue) - January 2013

Business Model



Freemium model with consistent 2% conversion from Free to Paid plans



5% churn equates an LTV of \$240 and allows us to pay up to \$5 to acquire each user



At 1M users, our projected revenue is \$3.6M

Social Media Landscape

- Of 200M Daily Tweets, 55% contain links.
- 4 Billion items shared on Facebook every day.
- Zuckerberg's law shows exponential growth of sharing.
- Traffic from social is soon to surpass traffic from search.

The effect of buffering

Buffer finds tweet scheduling can increase clicks by 200%.

ReadWriteWeb


A sharing standard

- 6 Integrations so far.
- In talks with Reeder, Pocket and Feedly.
- We plan to become the default sharing standard in any app.




Competitive Landscape


 **hootsuite**

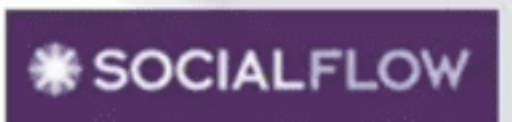
 **co tweet**

Social Media Dashboards



 **Seesmic**

 **Crowdbooster**



 **Timely** Intelligent Sharing

 **buffer**





 **buffer**



 **yoono**

Sharing Platforms

Scheduling Apps

 **twAitter** 

 **shareaholic**  **Add This**

 **SOCIAL OMPH** *Boost Your Productivity*

Team



Joel Gascoine

Co-founder, took the idea to revenue in 7 weeks. Masters in CS.



Leo Widrich

Co-founder, marketer, took Buffer from 200 to 55,000 users

Advisors:

Guy Kawasaki

Former Chief Evangelist at Apple. Co-founder of AllTop. Author of 10 books.

Hiten Shah

CEO/Co-Founder of KISSmetrics. Previously started CrazyEgg & ACS.

founders@bufferapp.com

This presentation was redesigned using
Slidebean.

slidebean.com
