



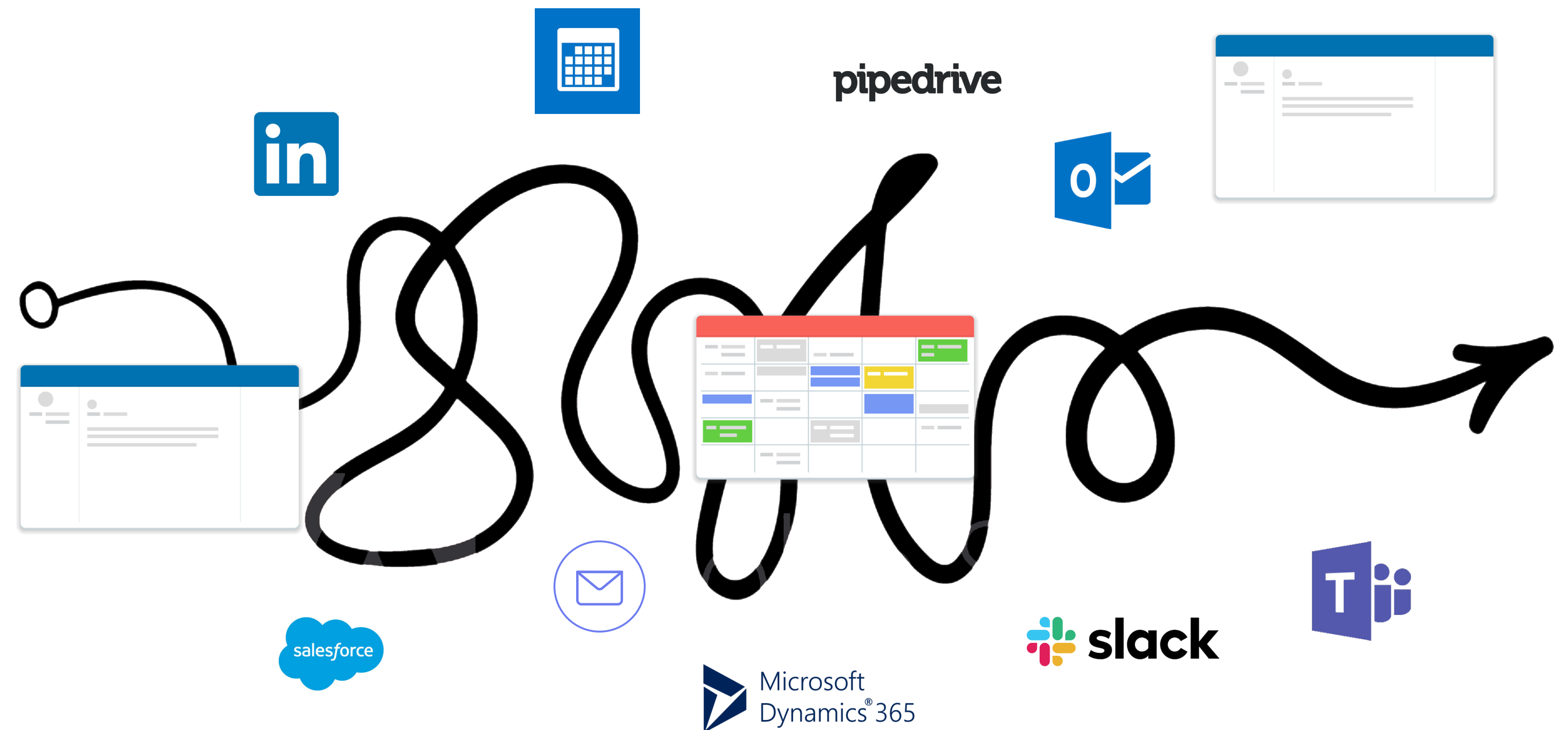
Relationship productivity for business professionals



## Problem

**This, is how professionals prepare for emails, calls and meetings every single day**

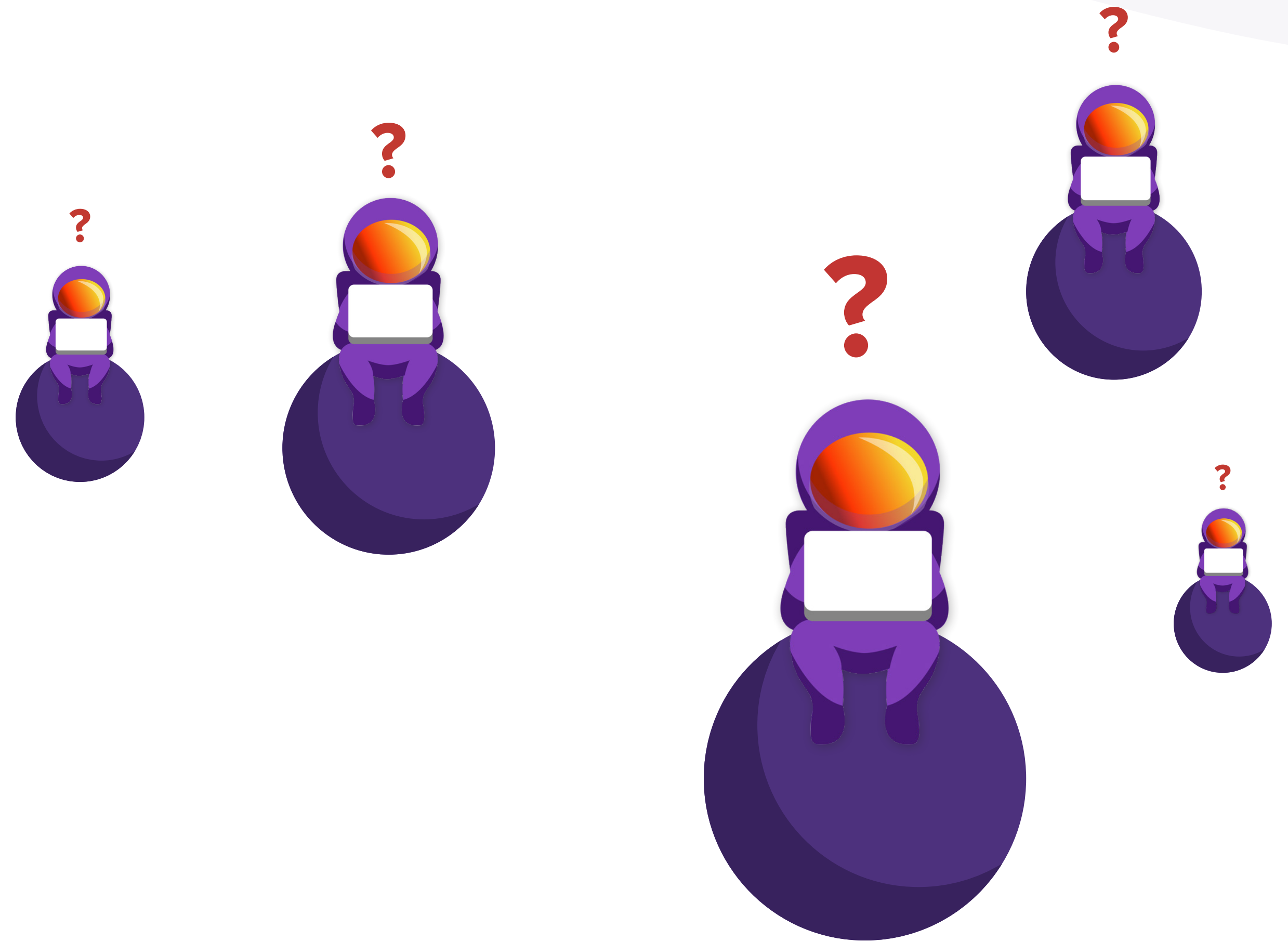
1. Search through inbox
  2. Search through calendar
  3. View LinkedIn profiles
  4. Check for notes
  5. Check internal messaging app
  6. Search in CRM
  7. View project management tool
- etc...



## Problem

# Siloed relationship information leads to :

- ✗ Limited information known
- ✗ 3 hours/week lost managing data
- ✗ 30% of opportunities missed
- ✗ Inefficient project workflows
- ✗ No team collaboration on contacts



# Traction after only 2 months

✓ \$0 ⇒ \$40,000 ARR



✓ 32 deals in discussion \$200,000 ARR

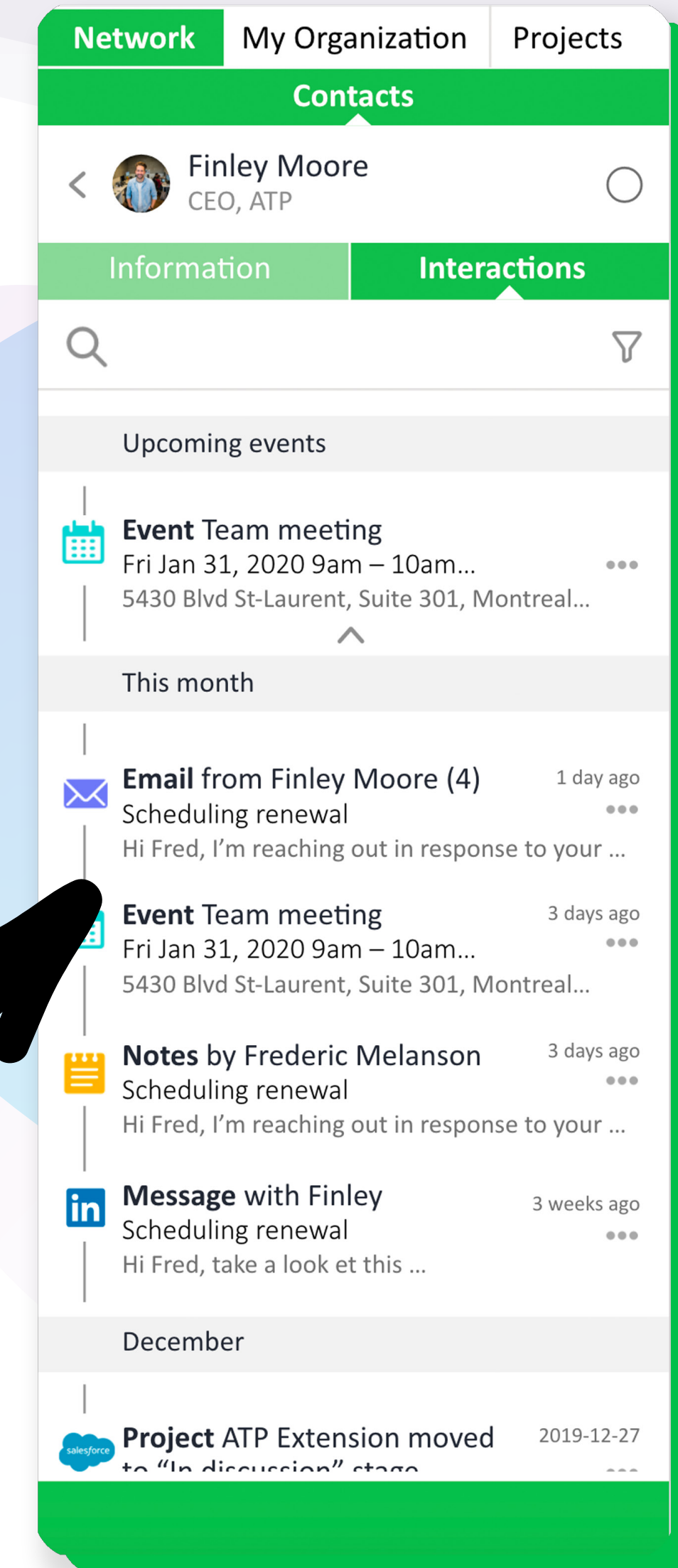
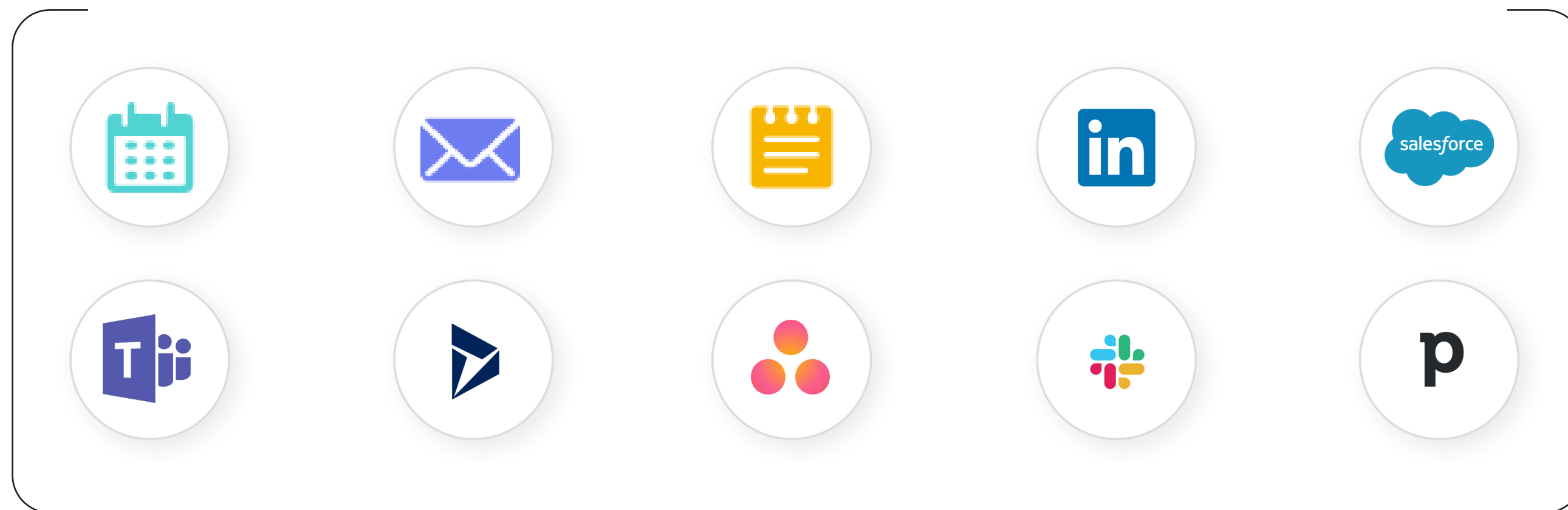


✓ Pilot project with one of the top banks in Canada



## Solution

**Bliinx aggregates all business interactions into one timeline in Office 365**



## Why Businesses love us

# Company-wide relationship insights available to everyone

- ✓ Who do we know at \_\_\_\_\_?
- ✓ Who interacted with \_\_\_\_\_ recently?
- ✓ \_\_\_\_\_ is a decision maker!
- ✓ You should follow-up with people in project \_\_\_\_\_

The screenshot displays the Bliinx interface with three tabs: Network, My Organization, and Projects. The Projects tab is active, showing the 'ATP project' with 1 colleague and 2 contacts. Below the tabs, there are sections for 'Information' and 'Interactions'. The 'Interactions' section lists team members: Jean Atoyan (CFO, Bliinx), Jane Daly (Direct Paradigm Syner), and Mary Lin (Lead Ideation, Bliinx). A callout bubble points to the interactions section, stating: 'Follow teams interactions on projects, clients, partners.' Below this, there are sections for 'Upcoming events' and 'Today'. The 'Today' section shows a message from Jane Daly to Jean Atoyan, Charles Patenaude, Cindy Kim, John Smith, and Richard Martin, dated 1:26 PM. Below the message, there is a calendar icon and the text 'Jean Atoyan, John Smith... Jan 31 9AM-10AM'. At the bottom, there is a section for 'By Jean Atoyan' dated 1:26 PM. The interface is illustrated with two green figures on the left and one purple figure on the right, all looking at the screen.

# Business Relationships Opportunity North America

1M Businesses  
using Office 365

Enterprise  
~ 500 employees

  
**\$36B** /year

 +   
**\$80B** /year

SMB  
~ 20 employees

  
**\$4B** /year

 +   
**\$9B** /year

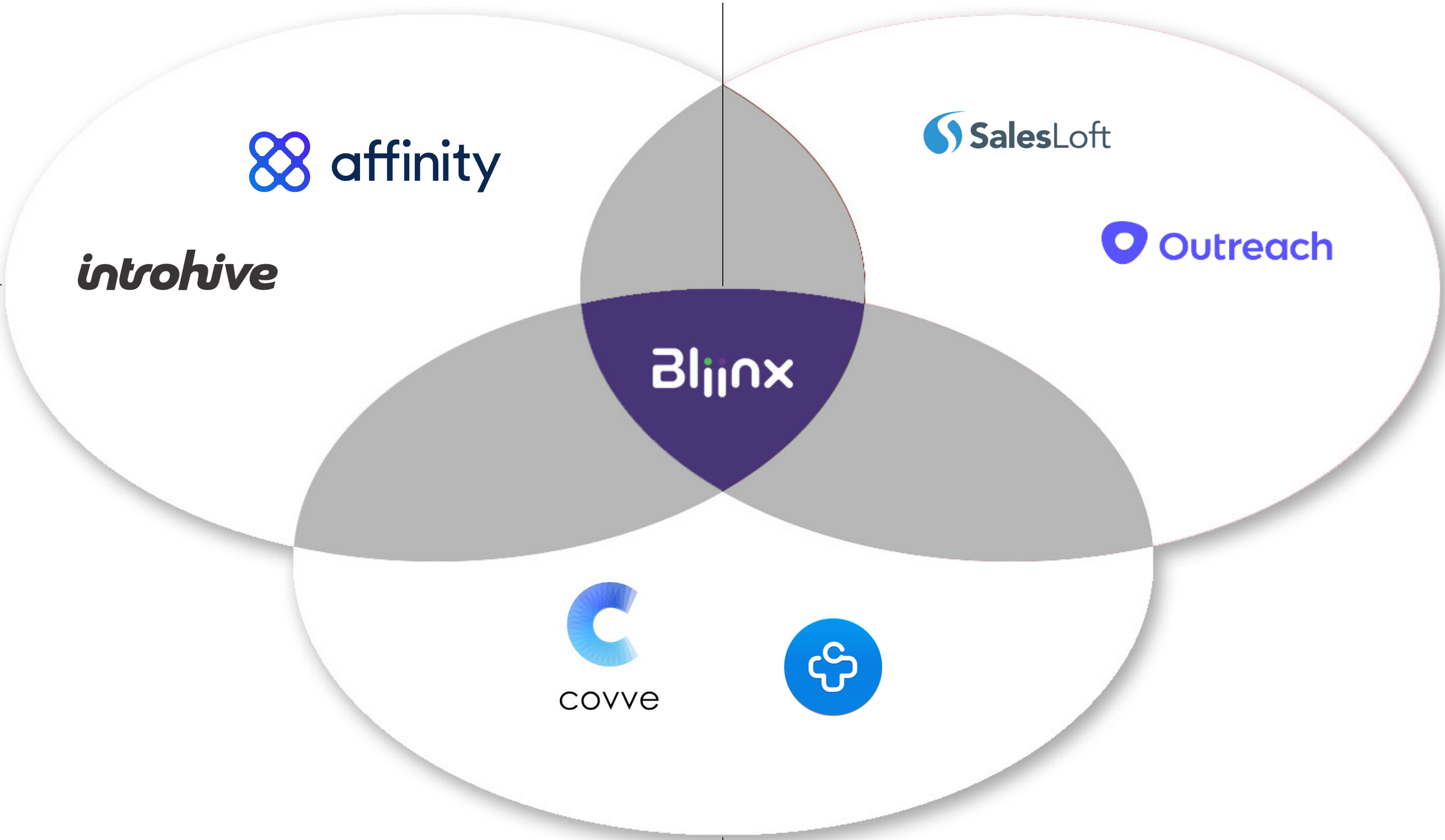
Initial Market Focus

Professional  
& Financial  
services  
**\$1.8B** /year

Source: Zoominfo 2020 - NAICS 2019

# Competitive Landscape

- ✗ Limited Data Sources
- ✗ Depend on CRM
- ✗ Poor UX



- ✓ Integrated in Workflow
- ✓ Easy to Use
- ✓ Better Insights
- ✓ Collaboration in Teams

- ✗ For Sales Only
- ✗ Complex

- ✗ Lack of Integration
- ✗ No Collaboration
- ✗ Security

# Customer Acquisition

## Direct Sales

✓ 20% trial rate

**\$200 CAC**  
**\$4,000 avg ARR**



## Channel partners

✓ Clients

**innovitech**  
innovation - vision - technologie

TALSOM

**Alithya** 

## Bottom-up

In validation/testing

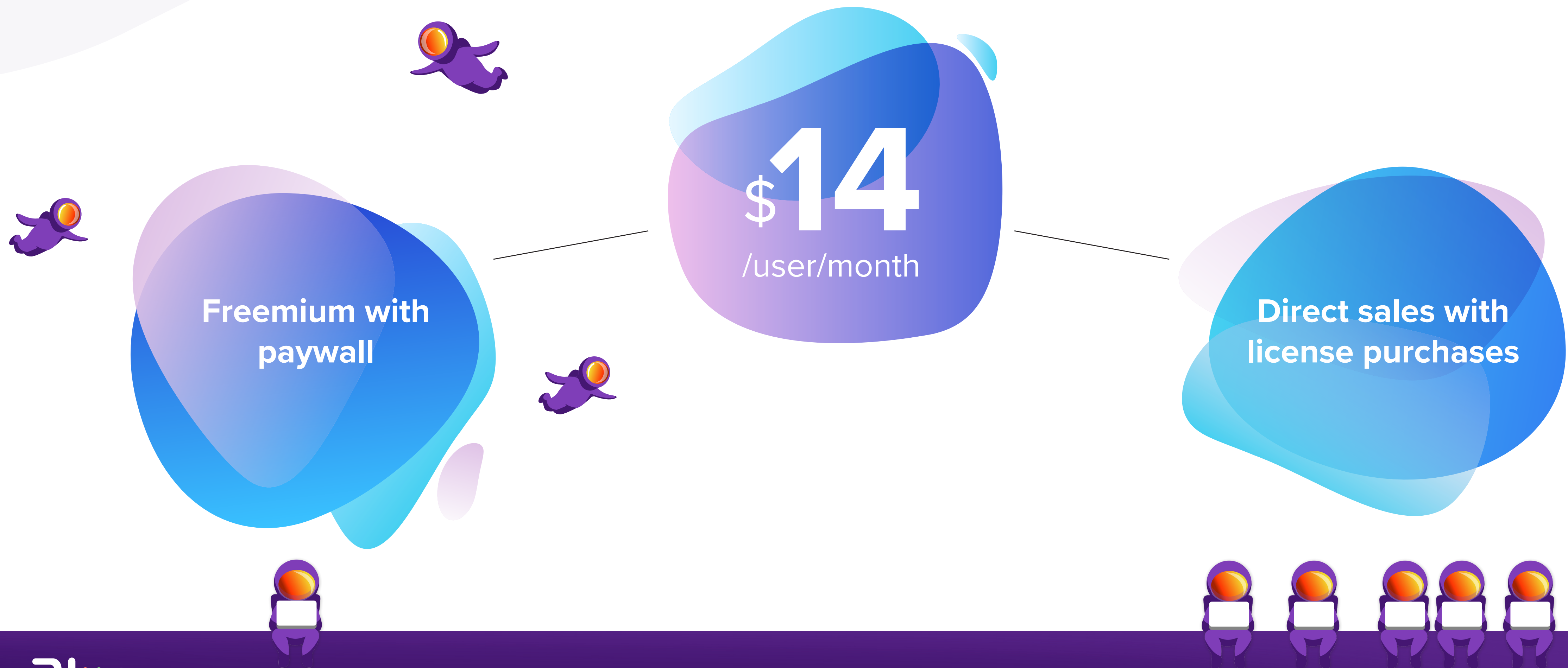
**\$40 CAC**  
**\$120 avg ARR**

 Google Ads

**facebook** Ads

**Linked in** ads

# Business Model



# Team

## Founders



**Fred** - CEO

- Leader in EQ, RQ and Business Dev
- Founded @WeeSound



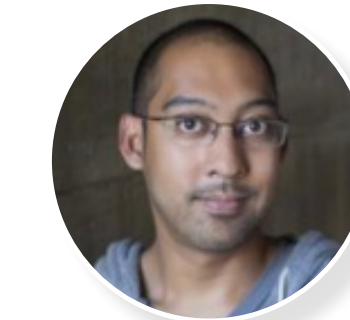
**Nathan** - CTO

- Former Ubisoft & Google engineer
- Built & Sold 3D development project in 2016



**Stephane** - CMO

- 15 years in advertising / Art Director
- 3 years helping tech firms with branding & UI/UX



**Gabriel Sundaram**

COO, and Head of Growth at bus.com.



**Ian Jeffrey**

CEO of Breathe Life and founder at Password Box (Acquired by Intel)



**Armando Biondi**

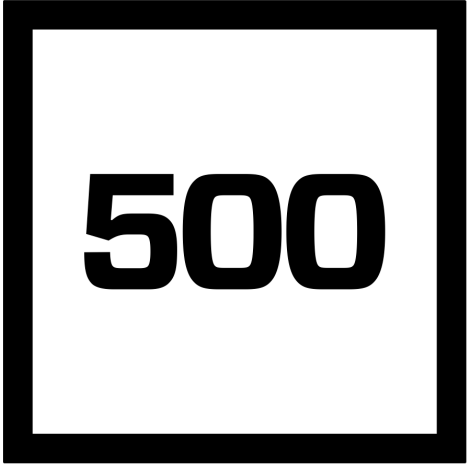
Head of growth at MailUp Group and founder of AdEspresso (Acquired by Hootsuite)



# Our Investors



**Panache Ventures**  
Most active Seed fund in Canada



**500 startups**  
San Francisco



**Management consulting firm**  
& Bliinx's client



**Armando Biondi**  
Head of growth at MailUp Group  
and founder of AdEspresso  
(Acquired by Hootsuite)



**Rémy Thérien**  
Founder and Chairman, Croesus



**Anthony Rjeily**  
Digital Innovation Partner, EY



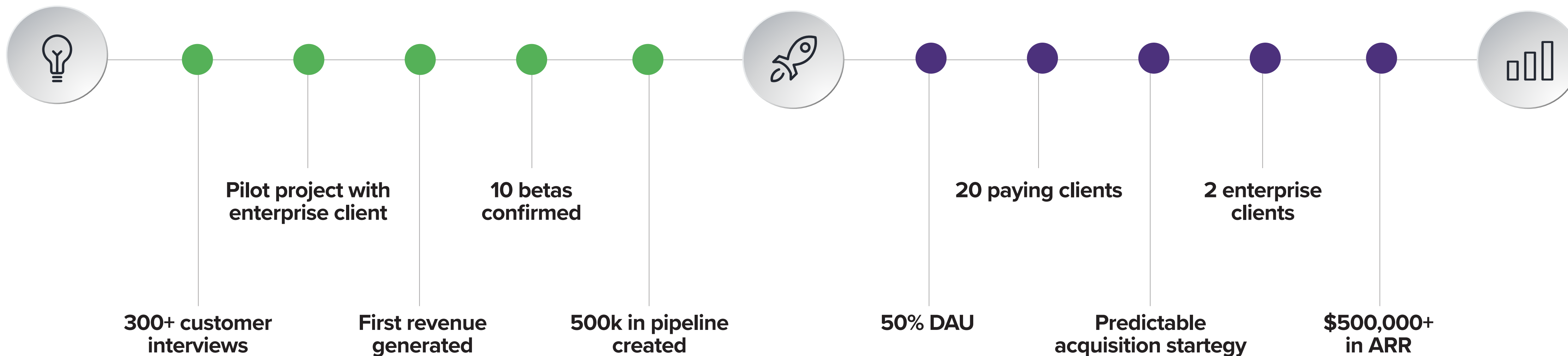
# Timeline

Runway : 18 months

Q1 2020  
Proof of concept

Q2 2020  
Pre-Seed

Q4 2021  
Seed round





# Relationship Productivity for Business Professionals



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