

Rebuilding how teams collaborate: more productive, inclusive, informed



getballoon.com San Francisco CA

Technology Saas Female Founder B2B Operations

LEAD INVESTOR



Gale Wilkinson Managing Partner

We are investing in this deal for the following reasons: 1. We believe the product solves a real need in the market as bias and group dynamics affect nearly every organization 2. The company has exhibited early signs of traction with \$225k of revenue in 2020 3. There are other strong investors involved in the deal including Wavemaker, LAUNCH, Imagination Capital, and others 4. The company's head of customer success has worked as head of growth at two fast-growing startups and was involved in one acquisition 5. We believe the market is large and growing

Invested \$5,000 this round

Highlights

- 1 B2B SaaS platform unlocking ideas, feedback, and insights from a group
- 2 Eliminates group dynamics and amplifies voices
- 3 Paying customers include Amazon, Masterclass, MLB, Estee Lauder & more
- 4 Reduces meeting time by 70%
- 5 Over 80% of information shared is brand-new
- 6 Companies see high engagement, with 78% participation
- 7 Expert-created question sets and custom workflow
- 8 \$1M committed by: LAUNCH, Wavemaker, Streamlined Ventures, X Factor Ventures, Imagination Capital

Our Team

Our Team



Amanda Greenberg CEO and Co-Founder

Developed national behavior change campaigns for the U.S. CDC and EPA under then-Vice President Joe Biden. MSPH, UNC-CH Gillings School of Public Health (graduated first in class)



Noah Bornstein CTO and Co-Founder

Before founding Balloon, I was a User Experience Designer at IBM. I graduated with my Master of Human-Computer Interaction degree from Carnegie Mellon University.

Pitch



Problem

Systemic, deep-rooted organizational issues cost companies billions:

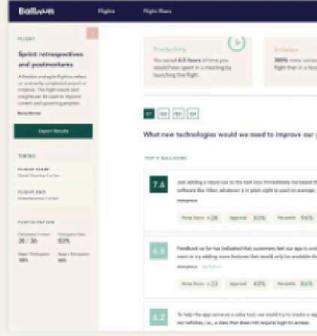
- Groupthink plagues decision-making
- People don't share their best ideas or most accurate, honest feedback
- Loud voices dominate conversations
- Leaders don't know what they don't know
- Zoom/Slack/others not built for this



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Balloun

- B2B SaaS platform
- Unlocks ideas, feedback, and insights from a group
- Eliminates group dynamics and amplifies voices
- Expert-created question sets and custom workflow with responses, collaboration, voting, and results



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Delivers high ROI and transforms companies

70%

Reduces meeting time by 70%
One flight (our custom workflow) replaces 3-10 meetings

80%

Over 80% of the information shared is brand new – it hasn't been seen or heard within a company before

78%

Companies see high engagement with 78% participation

SOME OF OUR Paying customers



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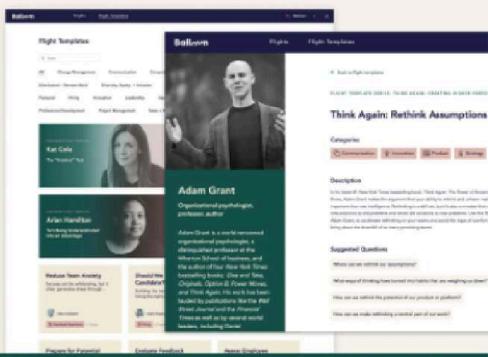
Product Flow



Use cases

MEETING REPLACEMENT Hyper-focused, efficient discussion & decision-making Scouting & Drafting - The LA Angels All-Hands - USA AMA - AWS IT Staff Meetings - Dermovork IT Lean Coffee - PayPal	MARKET RESEARCH Identify exciting challenges & new opportunities Ballpark Experience - MLB Product Improvements and New Product Ideas - AWS Challenges at Retail Locations - U.S. Cellular Q&A-Participant Feedback - U.S. Cellular	TEAM ALIGNMENT Gain alignment on key projects & decisions Candidate and Job Description Alignment - Thumbtack Alignment on Diversity, Equity & Inclusion Projects, Programs & Calendar - MasterClass OKR Creation & Alignment - The LA Angels
IDEATION + INNOVATION Gather new ideas & drive creative thinking Innovation Sprint - U.S. Cellular Dangerous Ideas - AWS Quarterly HackDay - PayPal Career Week Brainstorm - AWS	PLANNING + PRE-MORTEM Eliminate false starts Innovation Sprint Kick-off - U.S. Cellular Company-wide 2020 Planning - MasterClass Content Idea Prioritization - MT Copeland	RETROSPECTIVES Improvement planning Org-wide Retrospective - AWS Quant Review Process Postmortem - The LA Angels Engineering Retrospective - Coalition End of Year Ballpark Summit - MLB

Start with a question set or topic, developed by industry experts, or create your own



Expert-Authored Templates

- Signed partnerships w/ pre-eminent leaders, researchers, and experts
- Templates cut across all areas of business
- Templates used in-product and for public-facing growth marketing
- Rey-share and/or equity deals for promotion + referrals



Adam Goldstein · Alex Lieberman · Aubrie Pagano · Bernadette Aulestia · Betty Liu
 Cassie St.Orange · Christine Hoffbeck · Dr. Ethan Burris · Erica Brescia · Howard Tullman
 Matt Mullensweg · Peter Goldberg · Richard "Dick" Parsons · Rishad Tobaccowala
 Rowan Trolllope · Sally Thornton · Scott Kurnit · Terry Kramer

25+ Expert Authors | 20+ Categories | 100+ Templates

Core elements of each template



Delighted customers

“Balloon, we simply weren’t able to collaborate internally, but since we started using Balloon, it was like a weight was lifted. The connectivity made it so we can now discuss our customer interests, and there’s no more spinning plates. Majority of the credit for this success, Balloon handles most customer relationships for us.”

Joseph Jettabach
Principal Product Manager, AWS

“We had a lot of meeting requests. This is what we’ve been looking for. Balloon got the topics and we have been using and experiencing. Balloon has helped our organization collect feedback that we may have otherwise missed, and improved processes if we had our own organization.”

Andrew Bell
Director of Social Operations, LinkedIn

“I don’t typically write software, but Balloon is needed everywhere. I love how Balloon helps gather authentic insights without checking. One, two meetings have given systems that aren’t useful, and the second has helped back their team out of support, but Balloon overcame all of that. It’s the most effective of having customer feedback that is then aligned to by the participating groups, and policies and technical systems. Balloon helps gather insights during meetings and after meetings. AWS, NetScoutSystems, Team Mural, Creative workshops, etc.”

Audri Brown
Assistant Manager, US Cellular

“There is the key element, we all spend hours in meetings, making decisions, spinning plates, and looking for Balloon. Balloon is the best idea and makes it finally work productive, while also simplifying work.”

Carol Carpenter
CEO, Vantage

“I never in my wildest would have imagined that the top feature would be something on top of people’s minds. It allowed the owner of having a safe space and the ability to share people’s real feelings.”

Rob Williams
Head of Engineering, Carbon

“I love AMAZON. We should be using this all the time. ML, we should be using it with our business.”

Anonymous Participant
IT Marketing, US Cellular

“I’m an investor, so for many reasons, this product is amazing.”

Nathan Cooper
VP of Content, MasterCard

John Lynch
Director IT, Paycom

Go-To-Market

HORIZONTAL B2B SAAS

Bottom-up self-service
Subs starting at \$50/mo per manager

+ Top-down enterprise
Subs starting at \$35k + add ons

Buyer
Director level+, line of business

ARR

2020	2021	2022	2023	2024
\$200k	\$1.4M	\$6.6M	\$21M	\$103M

Acquisition

ORGANIC
Organic search:
SEO, 1st page
Category creation:
Content (guides, blogs, listicles, expert templates) + social + email campaigns
Referrals from Template Authors
Rev share for referrals - marketing site + social

PAID
LinkedIn:
Tentpole categories → awareness + retargeting
Search:
Concentrated ads for awareness + tests for trial
Template Author Campaigns
Ads targeting authors’ followers on LI and search

Forward-looking projections cannot be guaranteed.

Land and Expand

For top customers, average paid seat count:

3 At 3 months | 5 At 6 months | 10 At 9 months

MLB example: expansion + organic growth

LA Angels initial purchase → LA Angels enterprise expansion → MLB initial purchase → MLB enterprise expansion

AWS example: expansion + organic growth

AWS initial purchase → +3 Flight Creators → +3 new AWS teams → Collingwood Flight Creator initial purchase → \$100k+ LOI AWS enterprise expansion

Champions take us with them

Balloon was one of the first tools bought when users moved to a new company:

COPELAND

Coalition

We’re creating a new category with limited disruption and need for education

Pre-chasm signals

- ✓ Companies want to fix problem, and are paying.
- ✓ Biggest competition isn’t another company. It’s the status quo.
- ✓ No suitable pricing comps.
- ✓ Direct sales most effective.

We have product market fit

Number of people who have the problem.
Every group. Literally.

Intensity of the problem.
Costing companies \$ billions.

How well existing products solve the problem.
They don’t.

Companies want our solution.
Sales pipeline grew 30% in Q1, including Netflix, Disney, & Cisco

100
NPS - Paid users

67
NPS - Overall

Balloon Founding Team



Amanda Greenberg
CEO and Co-Founder



Noah Bornstein
CTO and Co-Founder



- Dartmouth College graduate
- MPH, UNC-CH Gillings School of Public Health (graduated first in class)
- Public health researcher in Washington, D.C.
- Developed national behavior change campaign for the U.S. CDC and DHS under then-Vice President Joe Biden
- Carnegie Mellon University graduate in Human-Computer Interaction
- Built products and apps for IBM, Bloomberg, national political campaigns, and progressive nonprofits.
- Developed a Tibetan language learning app for His Holiness the Dalai Lama

OUR INVESTORS



Matt Mulvaney
WoodPine Founder



Jason Calacanis
Early Investor Uber, Robinhood, Cals



Scott Karnik
About.com Founder



wavelength

LAUNCH



FACTOR VENTURES



\$2.1m

Series Seed
raised Aug 2019

Balloon

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We are tackling the largest, untapped opportunity in the workplace.

Balloon will be THE platform to break through the barriers of collaboration to unlock unreachable information.

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Thank You!

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Appendix



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Examples: Social Sharing by Template Authors

