



Bridging the Frontline and Corporate Office

For Red Kettle

The Problem



Executives in bottom heavy organizations are unable to get vital information from their frontlines

The result: frontline crisis, misaligned policies, inefficient processes, disengaged employees, and lost revenue

The Problem

VB

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A lesson from Amazon: Make sure your CEO's not out of touch with frontline staff

CAROLYN BETTS, BETTS RECRUITING AUGUST 23, 2015 1:00 PM

TAGS: AMAZON, CAROLYN BETTS, HIRING

≡ BUSINESS INSIDER

RETAIL

Walmart, Target, and TJ Maxx are facing a worker crisis



Hayley Peterson
Oct 23, 2015, 10:41 AM 27,737 4

Harvard Business Review

LEADERSHIP

The Frontline Advantage

by Fred Hassan

FROM THE MAY 2011 ISSUE

Proprietary and Confidential

Harvard Business Review

MARKET RESEARCH

Listen to Your Employees, Not Just Your Customers

by Beth Benjamin

AUGUST 15, 2014

Bloomberg

Markets Tech Pursuits Politics Opinion Businessweek



upcurrent

The Ideal Solution

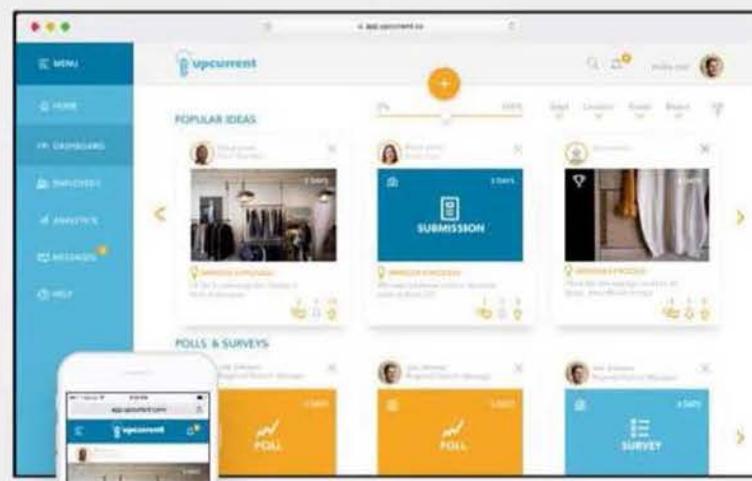
Uncovers vital information and ideas from the frontline at scale

Let executives identify inefficiencies, policy misalignments, brewing crises and emerging business opportunities from the bottom up

Increases retention and recruitment of millennial employees

UpCurrent

- Gathers and organizes vital information into easy to use display
- Send quick polls and surveys
- Deliver and track announcements of critical information to frontline teams
- G Suite, Slack, MS Teams and Salesforce integrated to become a natural part of everyday work
- Points earning, rewards and recognition for the modern workforce



Early Traction

Currently launching or negotiating pilot programs with:



"We want to know what our drivers and collectors are hearing everyday from our customers" – Jafer Paterson, EVP



388 TOWNSEND
HOA



"We're 90% efficient. We need our frontline team to help us find that last 10%" – Ken Heller VP New Operations Development

Aol.

WSJ



The Market



Large underserved market



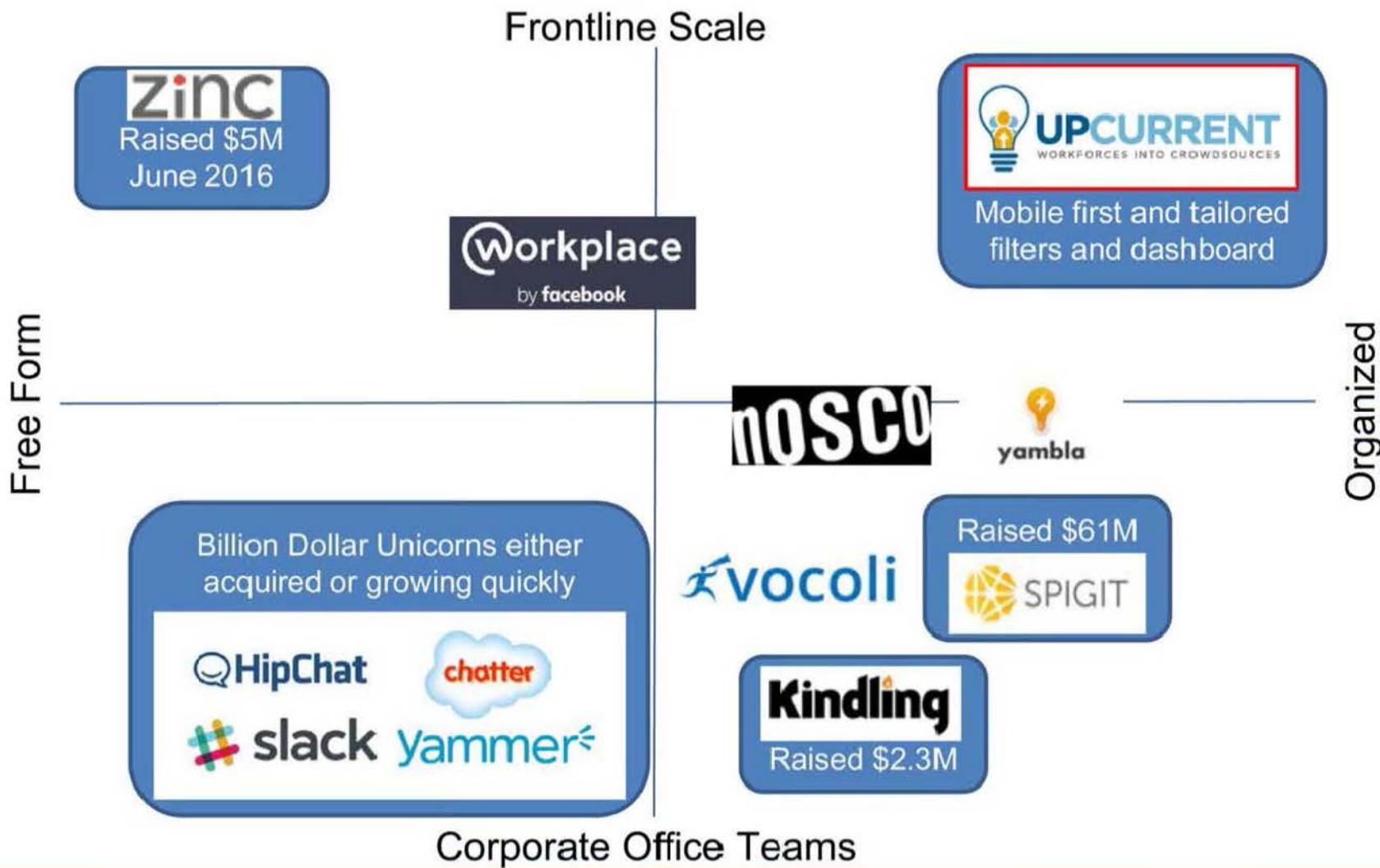
Rapid growth, strong exit

- \$38 Billion Unified Communications and Collaboration (UC&C) Market
 - (IDC 2015)
- Target Market made up of
 - 12,000 companies in the US
 - 45 million employees
- Onboarding Pilot Programs
- Disruptive Enterprise Product for an underserved market
- Entering hot enterprise markets – CRM, HR, Comms and Collaboration

“...businesses are typically throwing away around 1,800 ideas every year...the problem is a lack process, coupled with a failure to create an environment where employees are encouraged to contribute”

— Forbes “A Fond Farewell To The Suggestion Box: Disrupting Innovation Management”
OCT 13, 2015

Competition Matrix



Business Model



Critical information flow from the front line

- Reduced employee turnover
- Increased productivity and revenue

Target Markets

Bottom Heavy Organizations

- Mid to High End Retail
- Logistics
- Growing Sales Orgs
- Ad Agencies

Revenue Model

SaaS
+\$5/month/seat

- Managed services
- Rewards plan upsell

Sales Strategy

Account based marketing/sales structure

- Test freemium model



Our Team

- 40+ year of frontline and team management experience
- Retail, sales, technology and user engagement expertise
- Solving a problem we have personally experienced



Sankar Patel
CEO & Founder

- Investor, Advisor
- Startup Veteran
- Ad Agencies, SaaS startup



Bill Drury
CoFounder/CTO

- Founder/CoFounder/CTO
- Advisor
- Startup Veteran
- Studio CTO at Zynga



James Piper
Head of Sales

- Experienced Sales Team Builder
- Entrepreneur
- Sales leader at Millennial Media

Advisory Team



Ramana Rao

Technical Advisor

- MIT
- Xerox Park
- Founder/Cofounder
- CTO



Pierre Wolff

Advisor

- Entrepreneur
- Advisor
- Startup Veteran



Reena Jadhav

Advisor

- Harvard and Wharton
- Serial Entrepreneur/Founder
- Mentor in Residence TFG



Garth Holsinger

Strategic Investor

- SVP & EIR at Bionic Solution
- WeWork Innovation Consultant



Scot Gensler

Advisor

- University of Michigan
- Startup Veteran



Ashley Peterson

Advisor

- ADP
- Workforce Management Consultant

The Ask

Seed Round

- \$100K-\$500k raised through the Dreamfunded.com Crowdfunding portal.

Deliverables

- Launching 4 clients in first 6 months
- Building out team - customer success, sales, development
- MRR/ARR \$100K/\$1.2M
- 2 Highly referenceable enterprise customers
- Identify industries of focus

Thank You!

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Proprietary and Confidential



Appendix

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Product Strategy

Front line Focus



Includes
Everyone

Uncover Critical
Information



Extract Actionable
Information

Fit into everyday
work patterns



Mobile
First



Recognize
& Reward

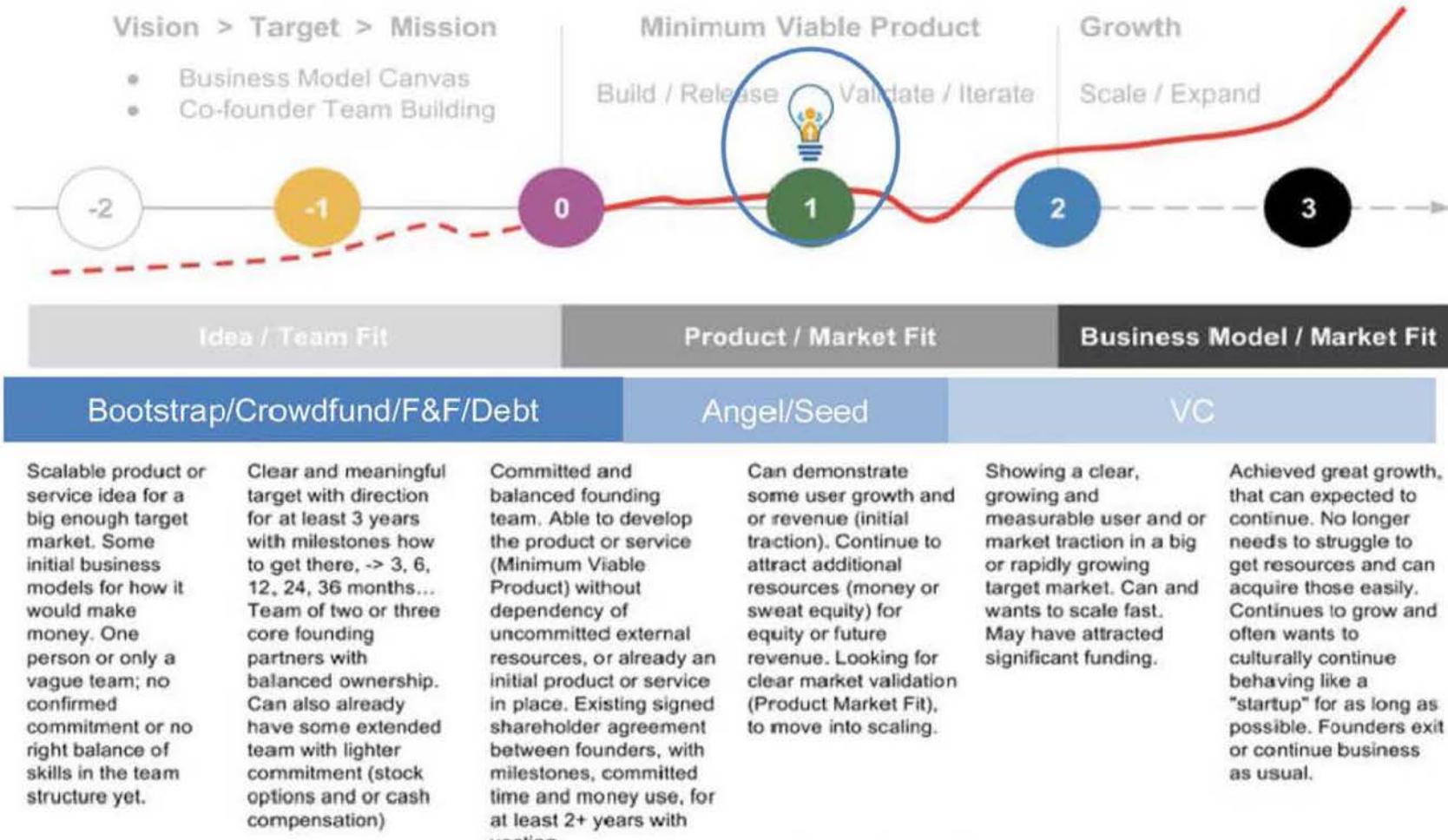


Discover New
Talent



Integration with
Existing Systems

Where We are Today



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