




Bridging the Frontline and Corporate Office

For Red Kettle


Proprietary and Confidential

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



NEWS ▾

EVENTS ▾

RESEARCH ▾

Sign up

Login



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

Harvard
Business
Review

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

MARKET RESEARCH

Listen to Your Employees, Not Just Your Customers

by Beth Benjamin

AUGUST 15, 2016



Bloomberg

Markets

Tech

Pursuits

Politics

Opinion

Businessweek

Why Retailers Are Suddenly Desperate to Keep Their Least-Valuable Workers

Proprietary and Confidential



The Ideal Solution

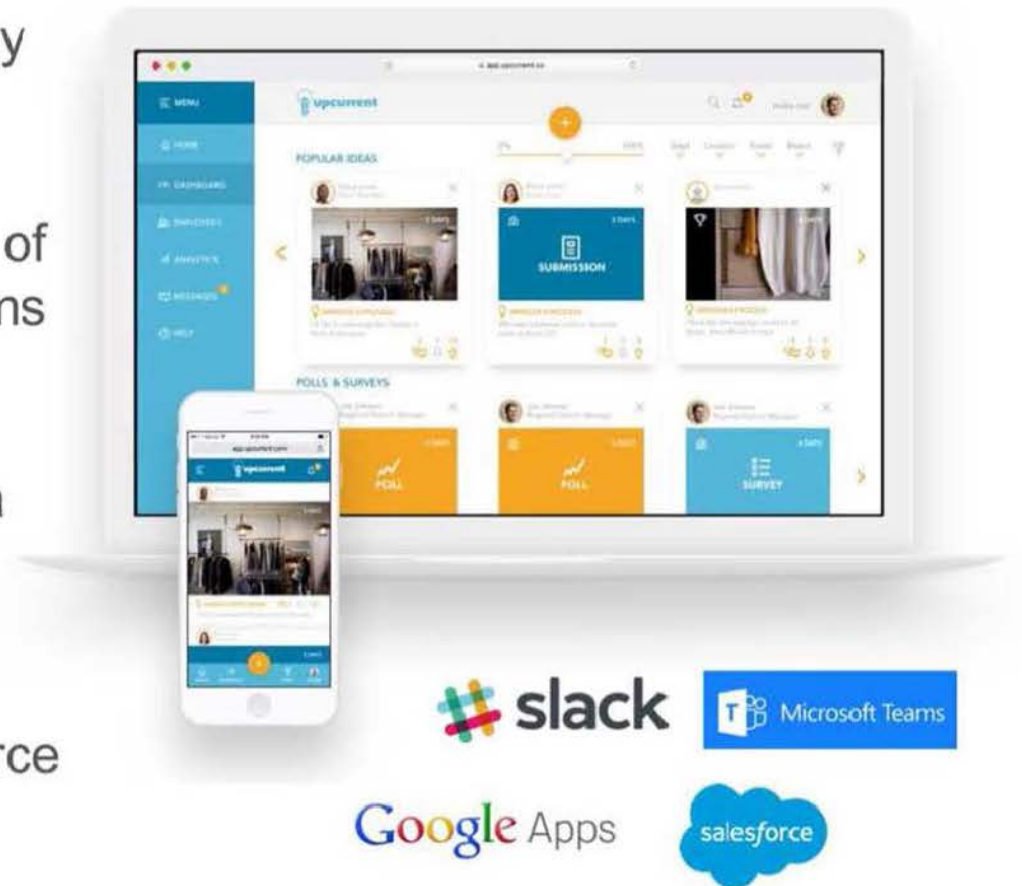
Uncovers vital information and ideas from the frontline at scale

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

- \$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

Rapid growth, strong exit

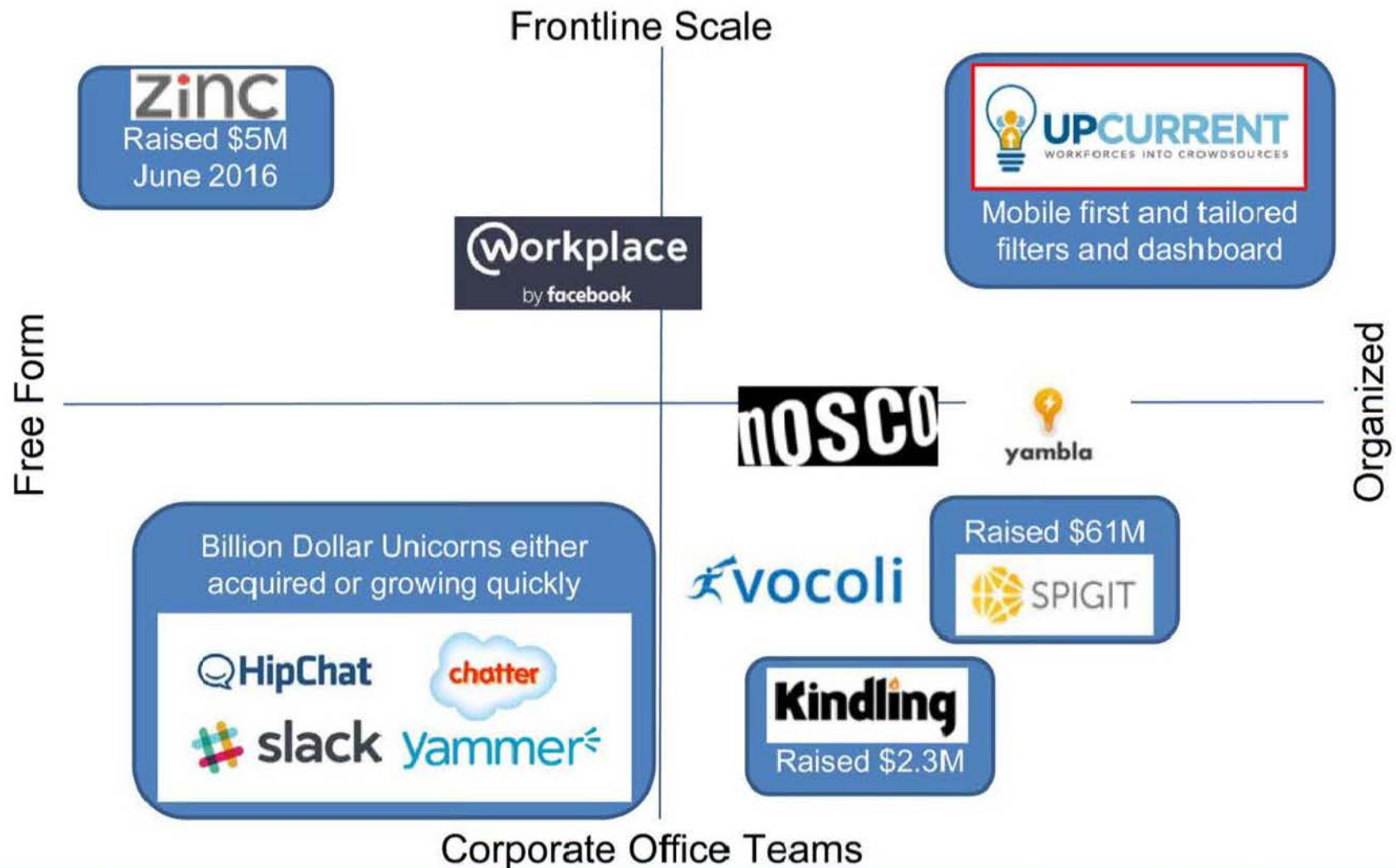
- Onboarding Pilot Programs
- Disruptive Enterprise Product for an underserved market
- Entering hot enterprise markets – CRM, HR, Comms and Collaboration

“...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

Value Prop

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!

Sankar Patel
CEO & Founder
(415) 572-5926
sankarpatel@up-current.com
UpCurrent.co

Appendix

Product Strategy

Front line Focus



Includes
Everyone



Recognize
& Reward

Uncover Critical
Information



Extract Actionable
Information



Discover New
Talent

Fit into everyday
work patterns

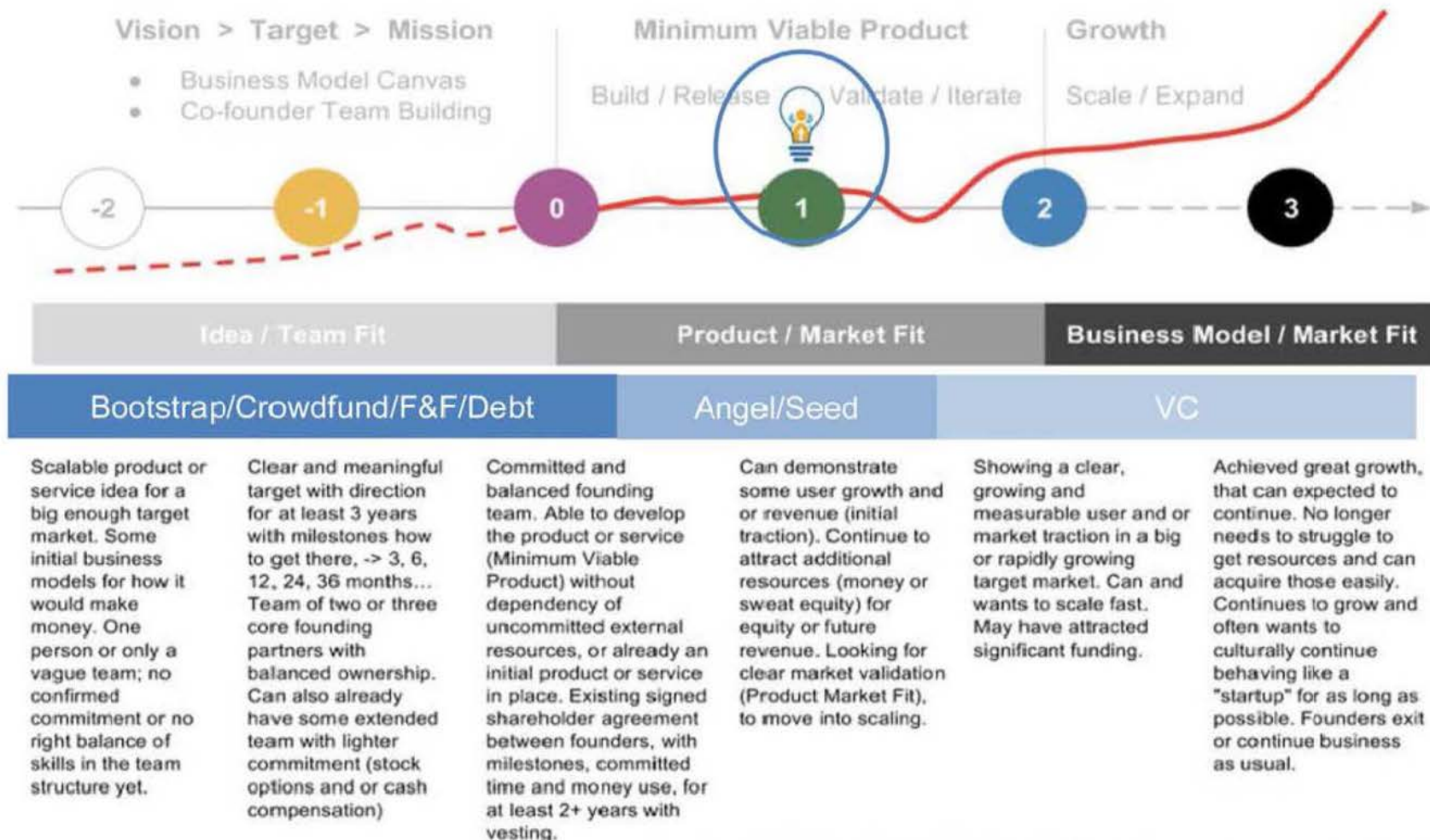


Mobile
First



Integration with
Existing Systems

Where We are Today



www.startupcommons.org

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.



Proprietary and Confidential

