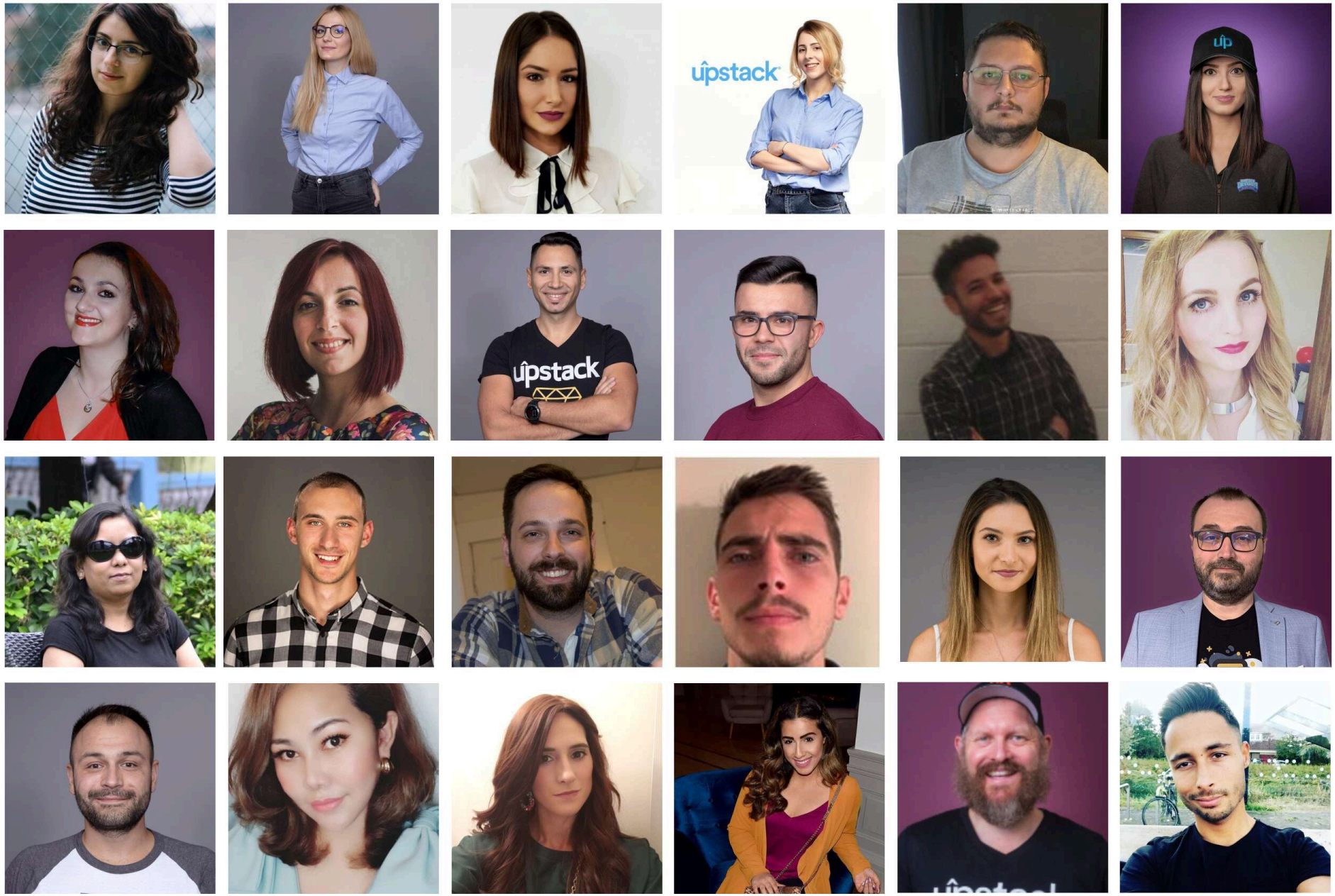

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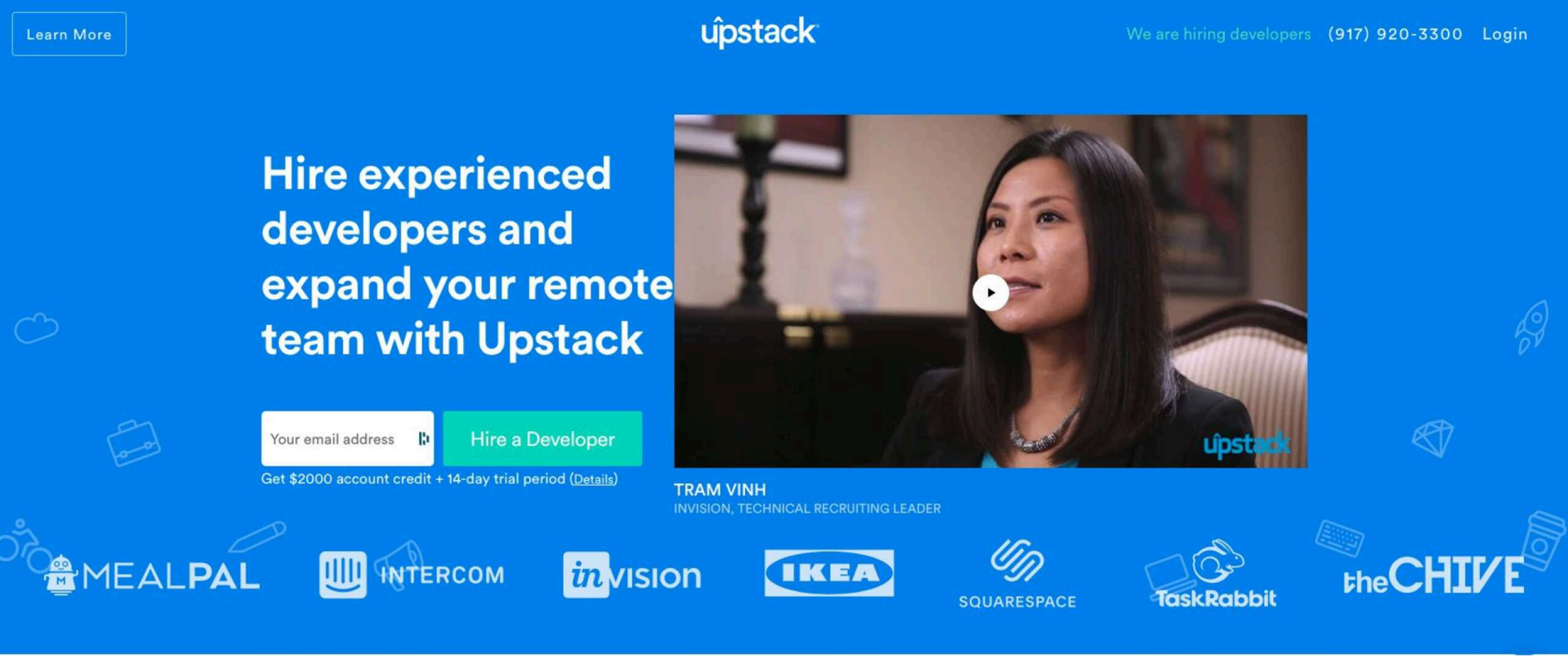
Pitch Deck – March 2021

…hiring a software developer can be painful and often take weeks or months and result in frustration and slipping roadmaps.



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…helps fast growing companies hire their next software developer from a pool of 1500+ vetted remote software developers.

MEALPAL

invision

INTERCOM

SQUARESPACE

Gartner

IKEA

theCHIVE

WATERBRIDGE

TaskRabbit

Andela

VirtualShield
You have the right to remain private.™

…our clients

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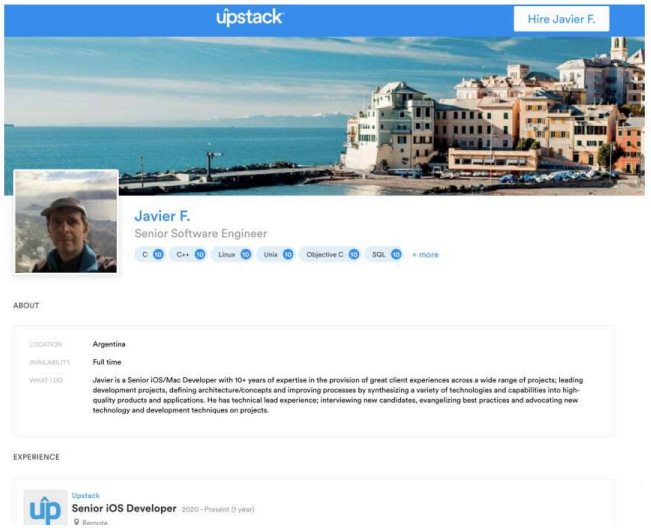
...Our tech platform: (over 5 years build time)

- ✔ Job board
- ✔ Developer Profiles
- ✔ Time tracking
- ✔ Automated matching
- ✔ International payments
- ✔ Invoicing
- ✔ Credit Card payments
- ✔ AI bot for onboarding developers
- ✔ Report + more



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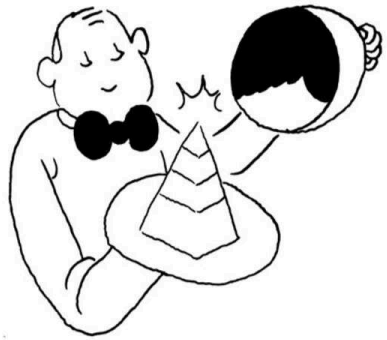

…White glove service

(yes, real humans!)

- ✔ Account executives to understa customers needs and help with setup
- ✔ Matching team selecting the perfect candidates for your hirir needs
- ✔ Customer Success manager to ensure a smooth onboarding ar engagement

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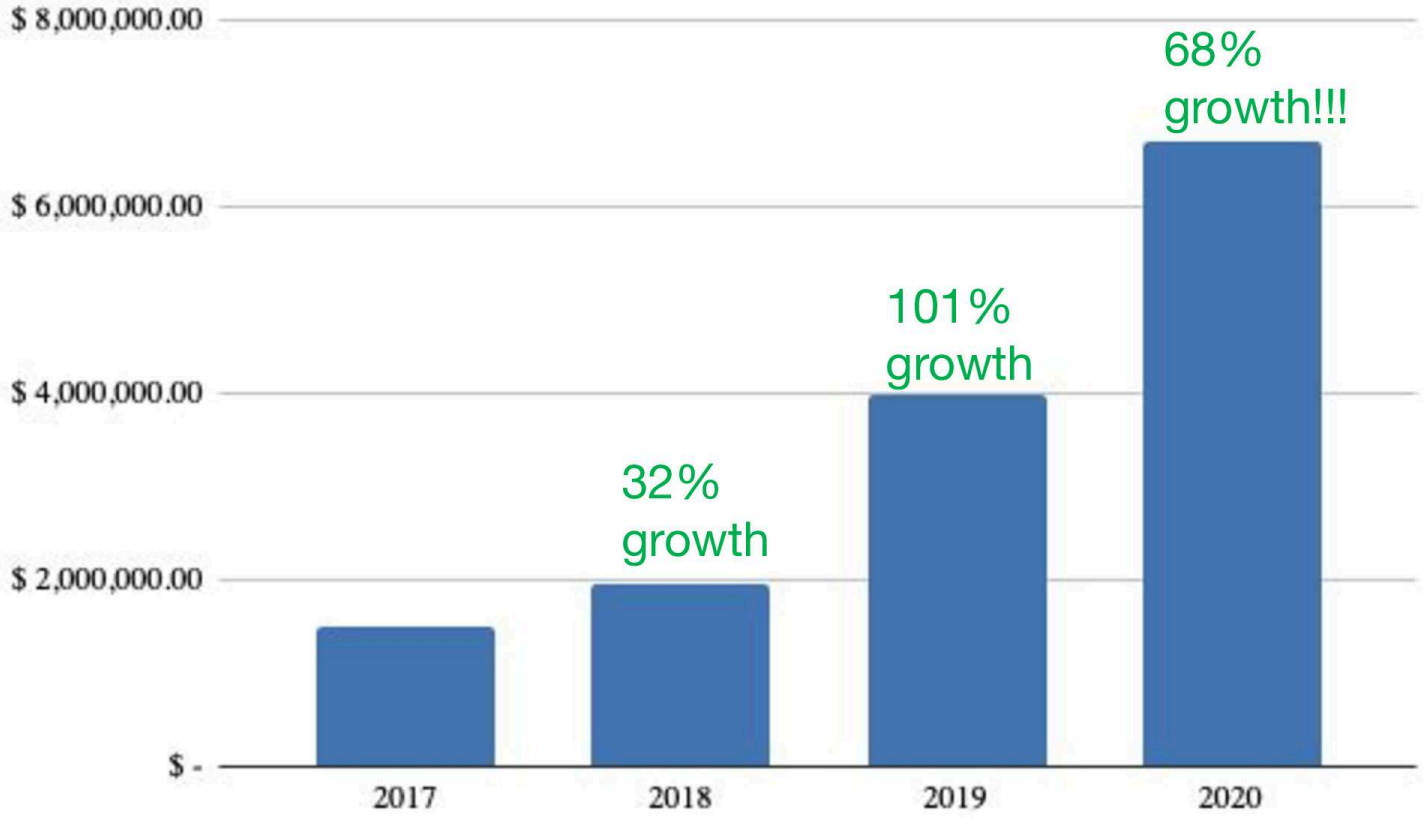
We are growing!!!

$6.93M revenue



68%

Year on Year Growth in 2020 over 2019

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340%

Growth - 2020 over 2018

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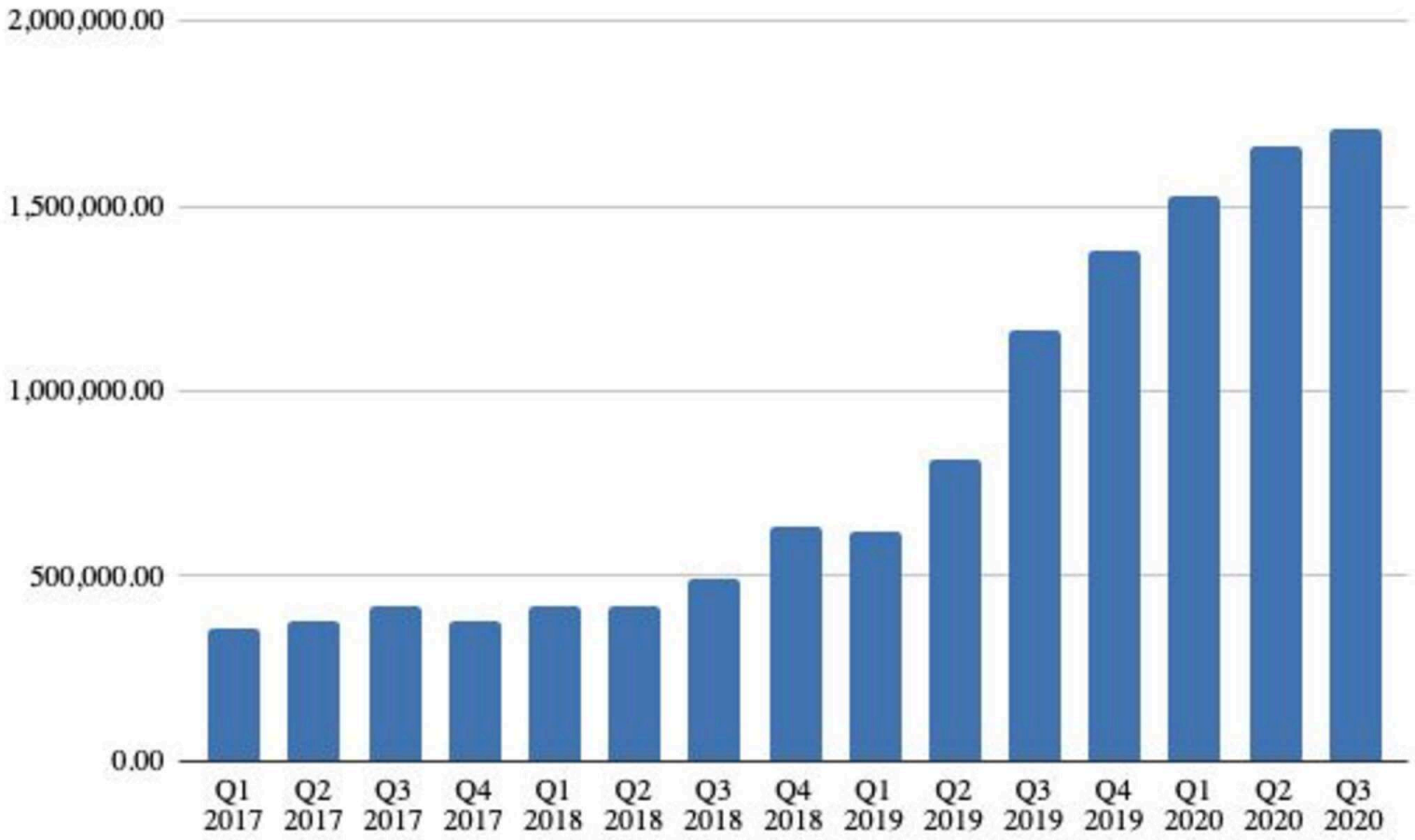

…the last 4 years - quarters

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How we make money 💰💰💰

- ✔ We charge clients a simple hourly rate for the developers working on their project
- ✔ We pay the developer an hourly rate
- ✔ We make a margin of ~37% on all invoices

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~37%

Gross Margin

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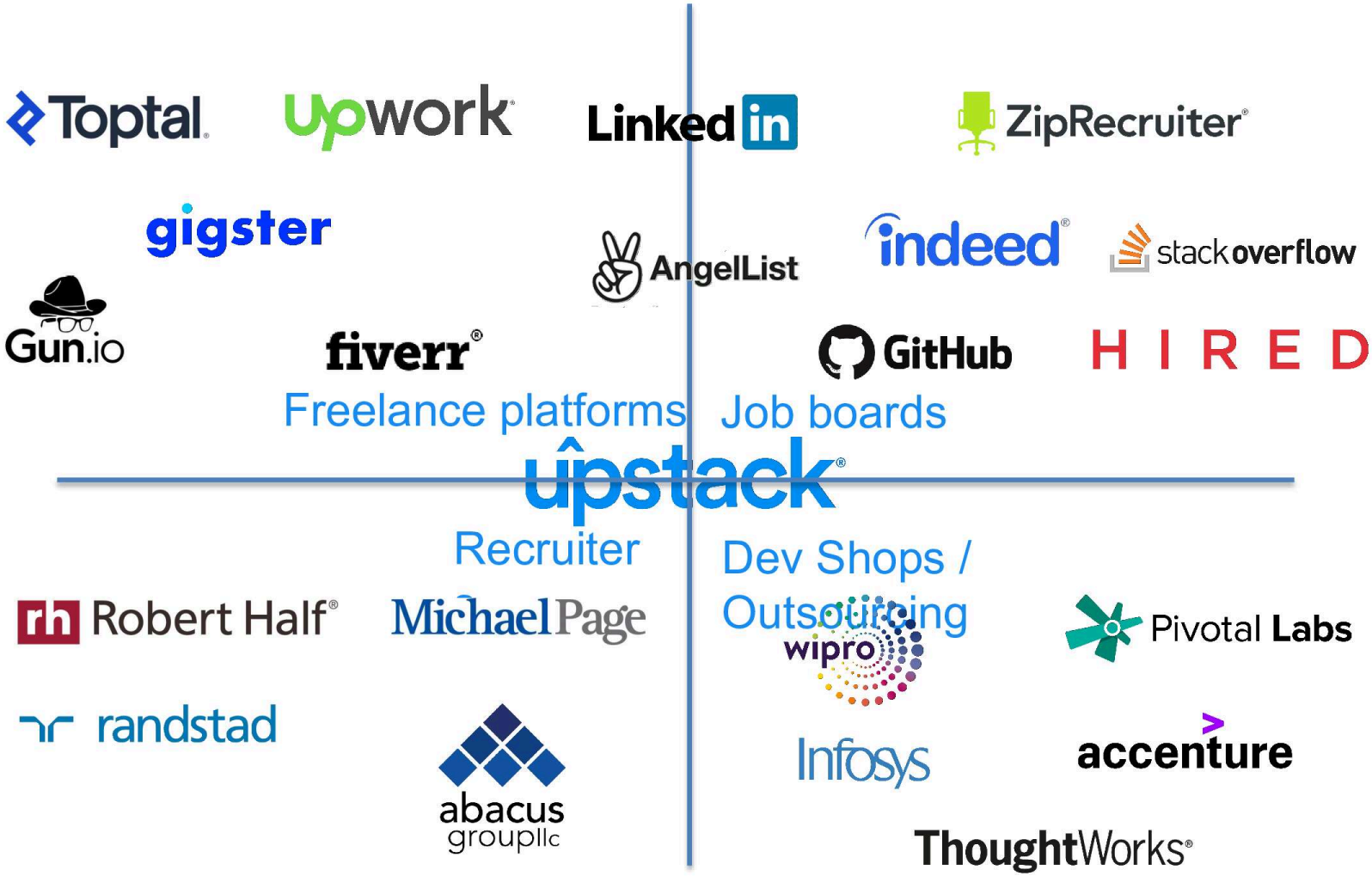

The market for hiring talent is Massive

We sit in the middle of 4 massive markets

Competitor Highlight

Toptal®

- ✔ $300M+ revenue in 2020
- ✔ 40%+ growth in 2020
- ✔ Moving into enterprise space
- ✔ Very similar business model to Upstack

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The timing is perfect

1. COVID has resulted in more companies going remote
2. Our direct competitors like TopTal ($200M+ revenue) and Upwork ($300M+ revenue) are educating the market on hiring remote
3. Big players like AngelList, LinkedIn and others are starting to move into the space
4. Upstack has the network of developers, the technology and brand

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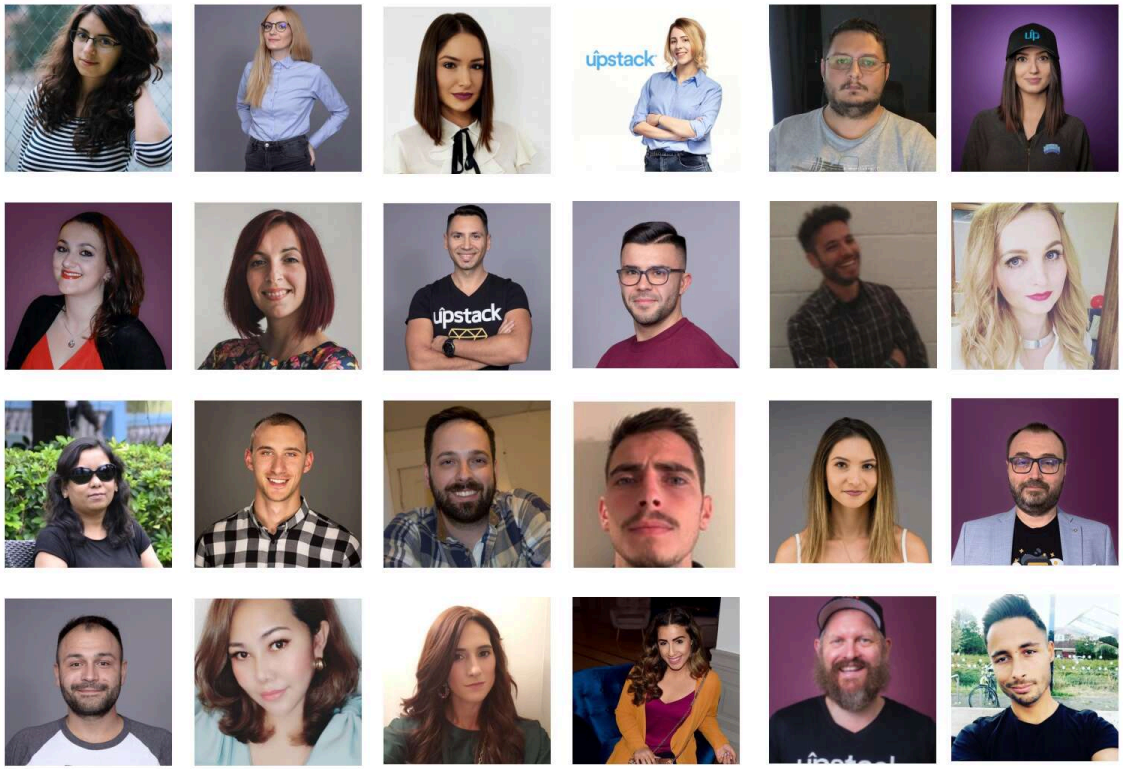

…our core team = 24 ppl

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Yossi Mlynsky – CEO

Software + Product background @ Macquarie Bank and Monster. Passionate about building great software products and delighting users with products that change the world.

Robort Bojor – CTO

Heads up the engineering team @ Upstack. Over 20 years experience in engineering with a strong passion for new technologies and building stuff!

George Cretu – COO

Operations @ Upstack. George built the talent, matching and client success teams from the ground up. Passionate about sports, outdoors and building teams!

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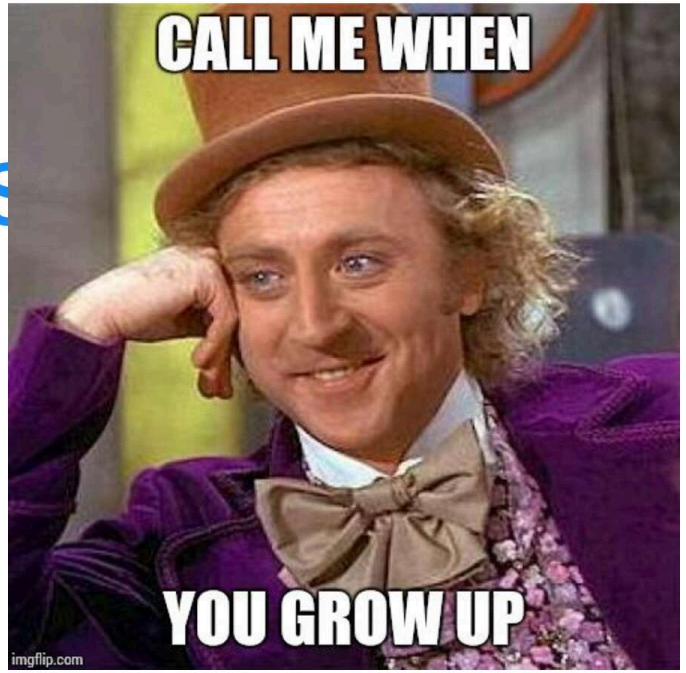
…plus Upstack software developers working on client engagements…



97

(As of March 2021, up from 81 end of 2020)

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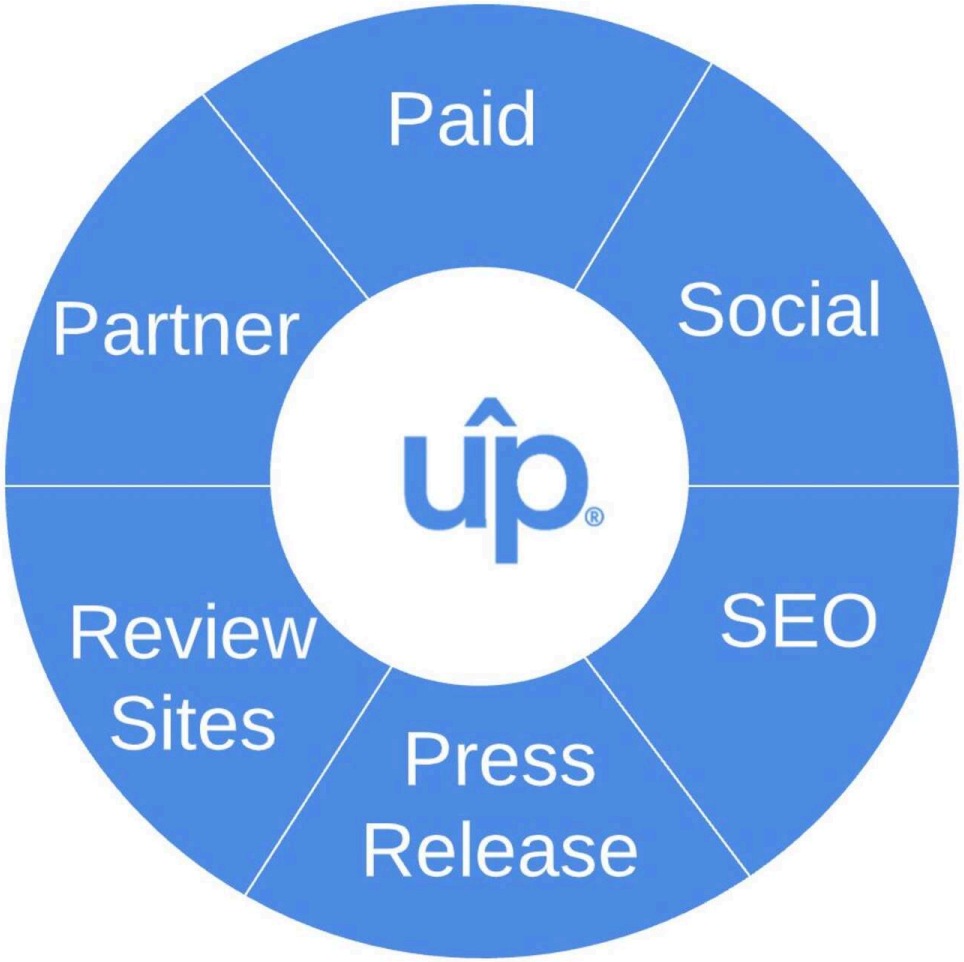


…our marketing wheel

Paid ads is our main source of new leads

2020 = $332k ad spend

$1.7M revenue from new 2020 clients (to date, and we still have 14 clients who did 151k revenue in Feb 2021)

…marketing in 2020

- Strong focus on Social Marketing

- New SEO expert joined the team

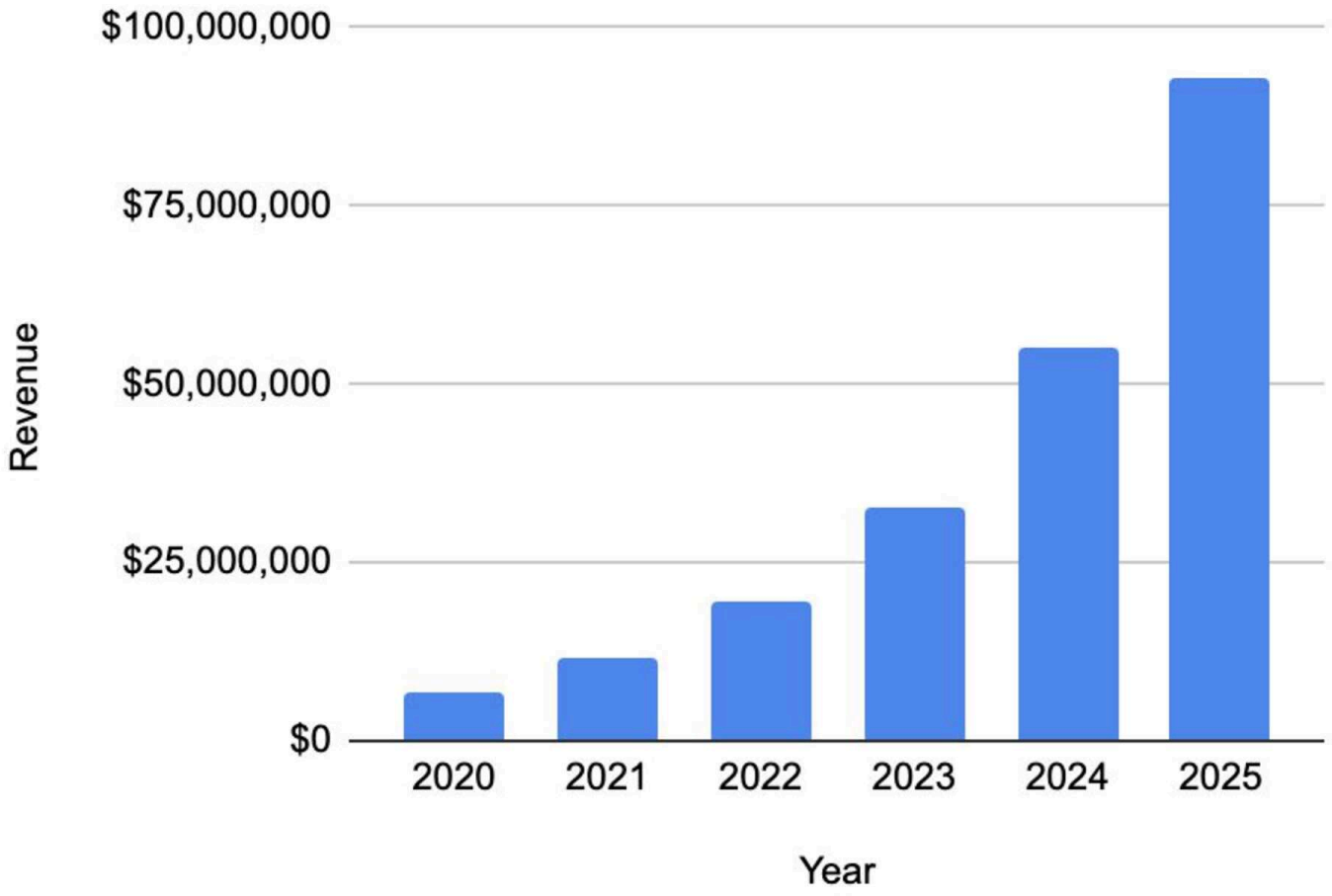
- Initial setup on review sites

- Initial launch of referral network

…2021 plan and beyond

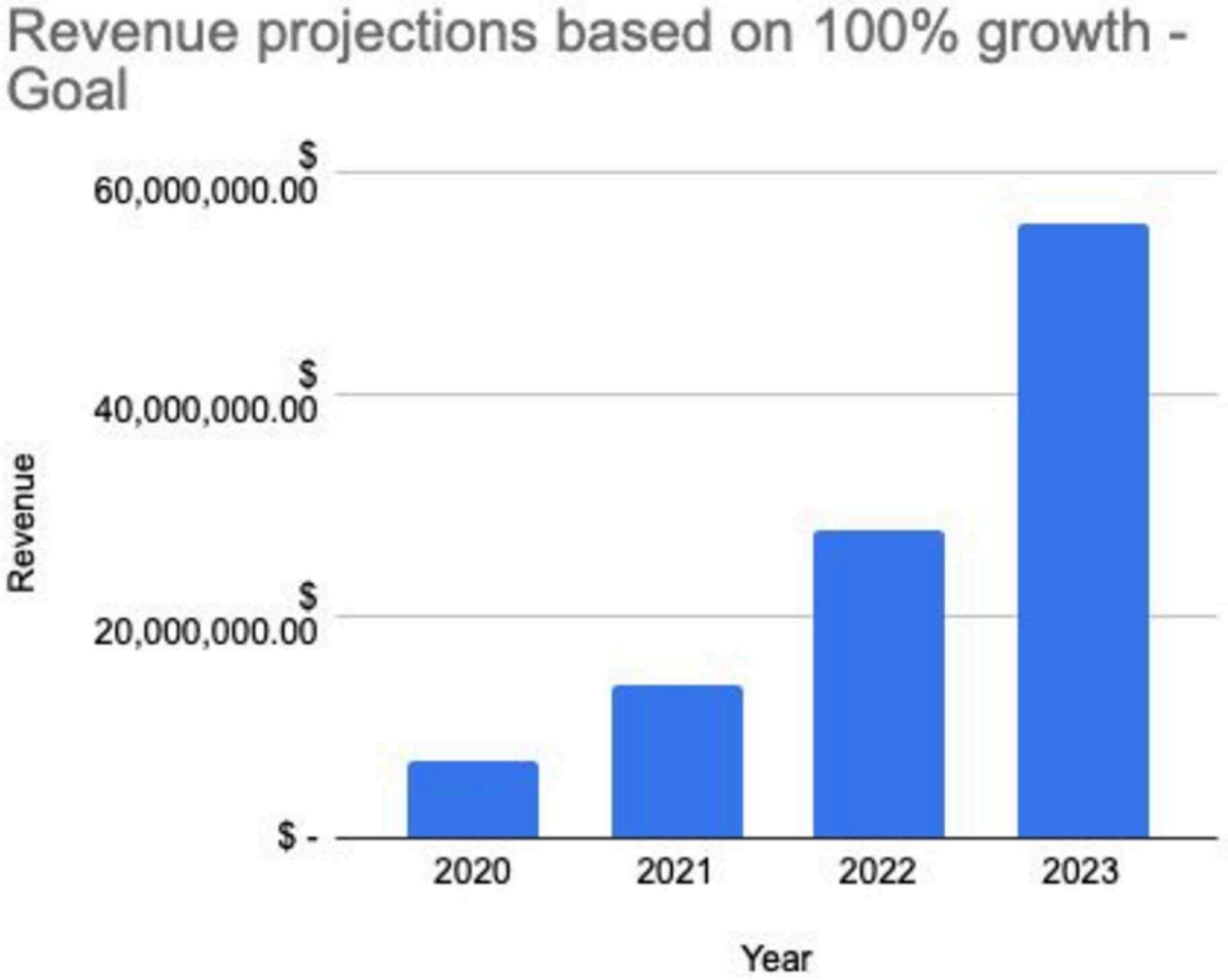
- Huge increase in paid ads
- Build out SEO and content
- Focus on Enterprise sales.
- Build out partner/referral program
- Build out developer community further.

Revenue Projections based on 68% growth - Baseline



Base Projection - $92m+ in 2025

*Please note that revenue projections cannot be guaranteed.

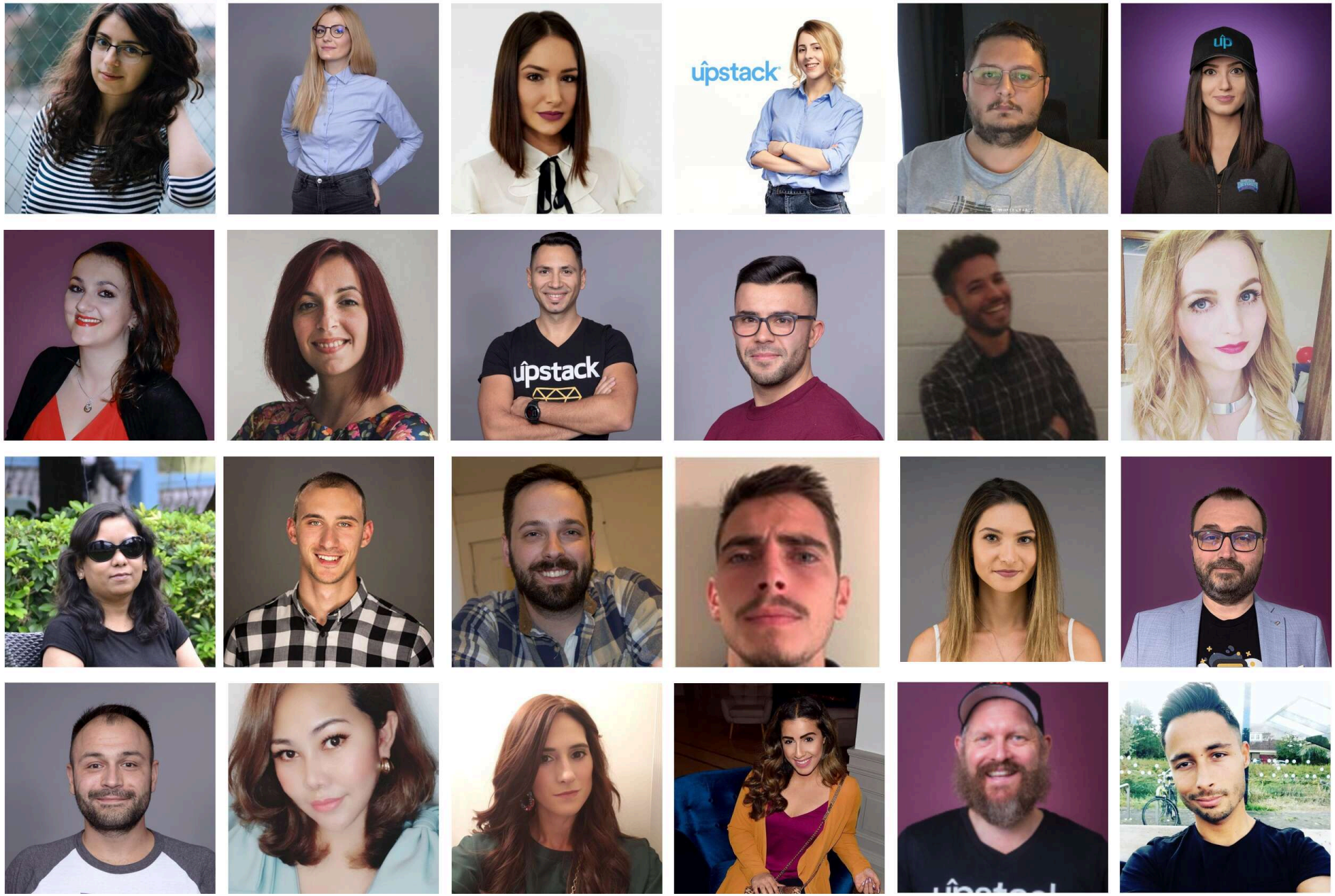


Goal Projection $100m+ in 2024

*Please note that revenue projections cannot be guaranteed.

…we are raising

- $5M (up to $1.07M of this with Wefunder)
- $100M valuation pre-money
- Main increase in spend will be paid ads and hiring sales talent
- Invest in developer community
- Move upstream to enterprise and Fortune 500 companies



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Be part of the team!