



## INVEST IN MOTIVE

# Data-decay solutions | AI to help businesses in their sales prospecting journey

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### LEAD INVESTOR



#### Timothy KLAGHOLZ

Ultimately, the success of any business is defined by their ability to consistently generate targeted leads that culminate in actual sales and customer retention. The current sales and CRM landscape is currently driven by spam, mass-marketing, leading to poor organization and inefficient and inaccurate targeting of prospective clients. Currently, the tools available do an extremely poor and inefficient job of actually identifying appropriate leads, wasting time, money and resources and ultimately spelling the death of a business. Motive has set out to drastically streamline the sales process and it's first of its kind data authenticity verification system built through Artificial Intelligence is specifically designed to identify the right contacts for any salesforce to efficiently drive revenue. Motive was driven by their own internal struggle of identifying reliable & consistent lead sources and ways to feed sales that don't break the bank and that actually match their ideal customer profile. They've successfully ran a company and delivered this to their target market and are in the process of solving this problem themselves. Based on the strength of Motive's market penetration over the last 2 years, highly skilled and experienced team, innovative first of its kind solution to disrupt a massive industry that is growing at a 30% clip by solving data authenticity and decay so any business can connect their problems with solutions and grow, I'm proud to be a part of this mission and support Motive through its future growth objectives.

**Invested \$50,000 this round & \$400,000 previously**

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## Highlights

- 1 Motive is one of the ONLY platforms collecting & aggregating LIVE Buyer Motive Data in REAL TIME\*
- 2 Motive autonomously identifies qualified buyers up to 80% faster than our competitors\*\*
- 3 Motive cuts data, sales & marketing costs by up to 70%\*\*
- 4 Motive can increase margins by up to 50%\*\*

## Our Team



**Bobby Hill** Co-Founder + CEO

Worked in product, sales & fundraising for 2 B2B SaaS companies, Safety One & eMoney. Business degree from UVA, Captain of the Men's Lacrosse team and won a National Championship in 2011. Board member of Connect Thru Cancer.



**Henry Lihn** Co-Founder + CRO

Builds teams for seed stage and series A startups, principally on behalf of investors, and helps companies achieve growth goals (subsequent rounds or acquisition). Spent 5 months as Head of Mergers and Acquisitions for Heartland Payment Systems.



**Matt Fitzhenry** Head of Engineering

18+ years in the convergence of digital media, entertainment, and brand. Currently the CEO of Genome Digital, whose first 6 years include working with Verizon, iRobot, Maserati, United Airlines, Target, Major League Soccer, the NFL, etc.



**Jason Alan Snyder** Lead Technology + Data Scientist

Inventor, technologist, and futurist. Brings over 25 years of experience leading technology, innovation, and transformation in CRM, advertising and marketing.



**Shoshana Balistierri** Head of Operations



**Lisa Zhan-Monigan** Head of Marketing



**Lisa Lemon** Head of Growth + Account Management

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## Pitch



**motive**  
Live Data for Smart Companies



**Meet Motive**

## The ultimate bespoke data enrichment service for startups

For the past 18 months, our engineers have been building the Motive Neural Network (MNN) to help start-ups do the following:



Identify their Ideal Customer Profile (ICP)



Build robust lead lists



Eliminate data decay



Make the sales process more efficient



Convert more customers



## The problem: B2B data providers are selling dead data

Data providers are taking advantage of a product offering that is:



### Based on quantity vs. quality

Current providers that sell B2B data are incentivized to offer clients **large quantities of data that isn't validated or verified**



### Outdated or decaying

Only ~40% of lead data is **accurate** — the rest is either outdated, redundant, or tells an incomplete story for SDRs and AEs to build off



### Unregulated

Data sold by providers is unregulated resulting in **companies all over the world paying for old, inaccurate, and redundant data sets**



## How quickly does data decay?

Businesses change quickly. In just one hour:

**158**

companies will change their corporate structure

**521**

business will change their physical address

**872**

telephone numbers will change or disconnect

**1,504**

URLs are created, modified, or changed

Companies that invest in clean data are still not doing enough to prevent data decay, which leads to outdated sales strategies and inefficient sales outreach efforts.

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## How does decaying data affect businesses?

The current sales process for startups is **expensive** and **inefficient**:

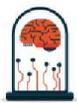


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Motive

## Our Solution: Live, enriched data from Motive

**Our database is continually enriched** to enable our clients to create targeted, high-converting marketing & sales campaigns



The **Motive Neural Network (MNN)** continuously refines itself, validating data through AI-driven processes



Search queries can be as broad and granular as our clients need; **we use our Qual-Matrix to locate niche data points** so our clients can pinpoint ideal prospects



Data is tested with internal programmatic and manual research efforts. **The result: our data has a 90% accuracy rate**



**Our customers pay based on results.** We have a first-to-market tiered pricing approach where we get paid based on results (sales conversions)

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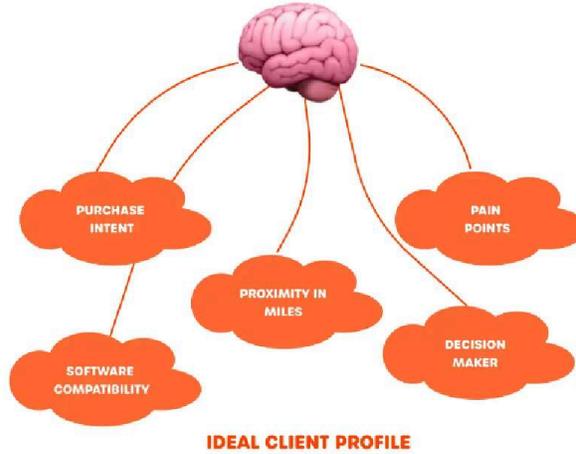
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## Utilizing our Qual-Matrix Tool

We set our customers up for success from the start

We work with our clients to create an Ideal Customer Profile (ICP). These parameters power our proprietary Qual-Matrix tool to refine their data to identify leads that are most likely to convert.

**The result:** sales and marketing campaigns are maximized and executed efficiently.



## The Motive Difference

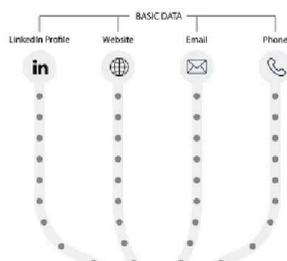
The standard sales process:

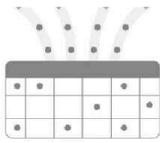


The Motive process:

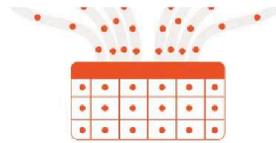


## The Value of enriched leads





Low-quality and incomplete lead data

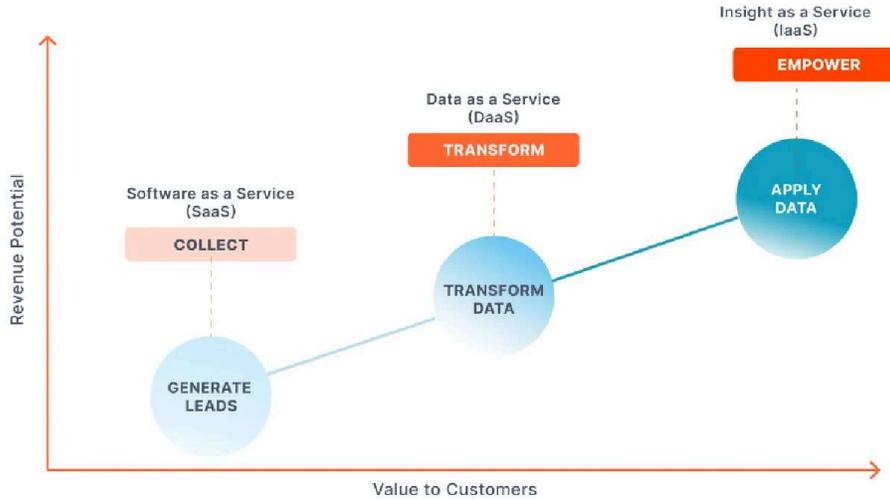


Robust, high-quality lead data

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E motive

## The Motive Difference: "The Git-Hub of B2B sales"



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## Motive Business Model: Tiered pricing model



### LMS Platform

- Outbound lead generation platform
- Touch sequence optimization
- Select list

**\$500 - \$1,500**



### DaaS

- Data enrichment
- Dashboard and data tables
- Unit economics

**Performance-Based**



### Forecasting Tool

- Seed, Series A, and Series B for VC firms
- PE firms
- Family offices

**\$35,000 - \$250,000**

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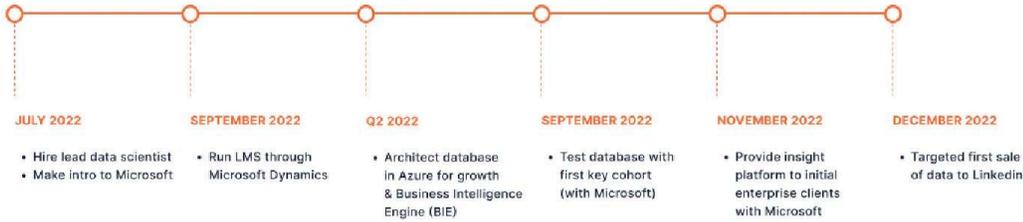
# Motive Roadmap

2022



\*Forward-looking projections can't be guaranteed.

# Strategic Partnership: Microsoft



\*Forward-looking projections can't be guaranteed.

# Motive: Revenue and Traction

MOTIVE REVENUE



**\$85,000**  
Current Monthly Revenue

**\$4,250**  
Monthly Revenue per Client

**\$3,720**  
EBITDA per Client



**42%**

Gross Profit Margin

**28%**

Average MRR Growth Rate

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\*Forward-looking projections can't be guaranteed.

**E** motive

## Motive: Acquisition strategy

COMPANY	Microsoft	salesforce	Outreach	zoominfo
MARKET CAP	\$1.684T	\$142.29B	\$489M Total Funding	\$17.83B
PRIOR ACQUISITIONS	LinkedIn: \$26B Nuance: \$19B	Slack: \$27B Tableau: \$15.7B ExactTarget: \$2.5B	SalesHacker: Private Sale	Datanyze: Private Sale Komiko: Private Sale
WHY MOTIVE?	LinkedIn does not have this data, and initial soft inquiries indicate they want it.	Salesforce wants ownership over major data integrations that keep customers in its ecosystem.	Outreach currently spams its clients; we are the competitor they want to acquire for our data and portfolio of clients.	We enrich and use Zoominfo's lead lists on behalf of clients to upgrade their lead data.

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**E** motive

## Motive: Meet our Team



**BOBBY HILL**  
Co-Founder and CEO  
[LinkedIn](#)



**LISA ZHAN**  
Head of Marketing  
[LinkedIn](#)



**JASON SNYDER**  
Lead Tech Advisor  
[LinkedIn](#)



**ALEX GRUBE**  
Head of Product  
[LinkedIn](#)



**MAX BAEHR**  
Product Advisor  
[LinkedIn](#)



**ZANDER GERONOMOS**  
Board Advisor  
[LinkedIn](#)



**PETER WEINBERG**  
Product Advisor & Investor  
[LinkedIn](#)



**NICO MICHAELSEN**  
Company Advisor



**CRAIG SPITZER**  
Tech Advisor and Investor  
[LinkedIn](#)

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# Thank you.

\*We own 2 trademark utility patents for data-decay to back up this claim.

\*\*Figures are based on our own research & experience in the marketplace trying to use what our customers provide to us.

- Market data mentioned in the above slides pulled from:  
<https://www.forbes.com/sites/blakemorgan/2019/12/16/100-stats-on-digital-transformation-and-customer-experience/?sh=1cfa02f13bf3>
- <https://www.tye.io/en/blog/crm-data-cleansing/>