



openera™
Automated Filing for
Everyone

openera.com

angel.co/openera

peter@openera.com

80%

Of large companies are using the cloud

48% of SMBs are using cloud services

75%

of people do not save or organize attachments.

62%

of people admit to losing files sent to them in attachments.

60%

of employees put company files in their personal cloud accounts.

\$88 Billion



14 million users
140,000 businesses



100 million users



35 million users
1.4 million paid



250 million users



425 million users
5 million businesses



125 million users
65,000 businesses



4.9 million users
140,000 businesses

is spent by companies every year
on systems that require
employees to organize files.

Team



Peter Lalonde
CEO

15+ years enterprise content management

OPENTEXT

GRIDIRON
SOFTWARE



Marc Lennox
CTO

Co-founded & exited a \$40 million enterprise company



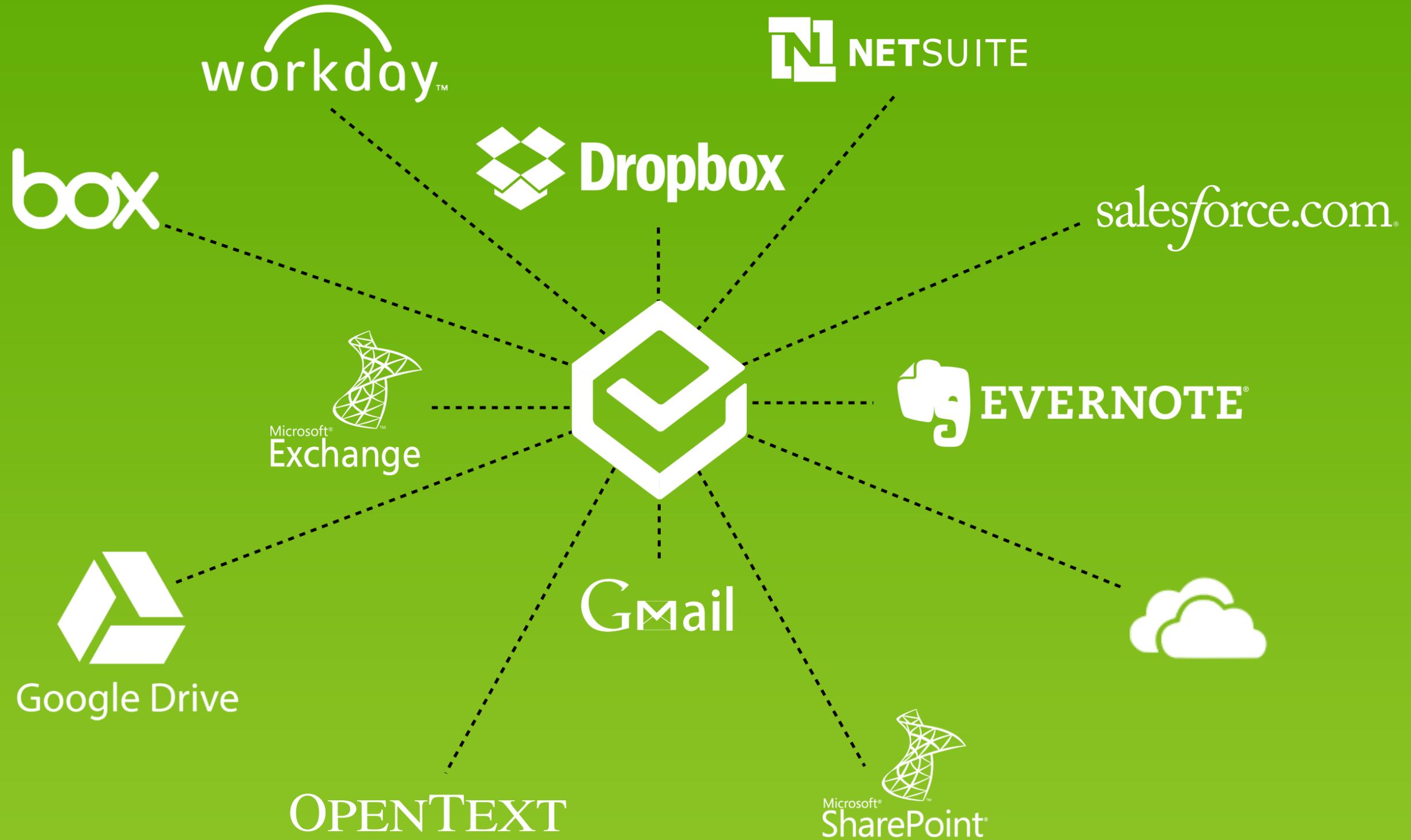
Andrew Draper
CPO

Self-employed for 10+ years, knows brand & user experience like the back of his hand

Successfully raised a \$500K seed with prominent valley investors



Product





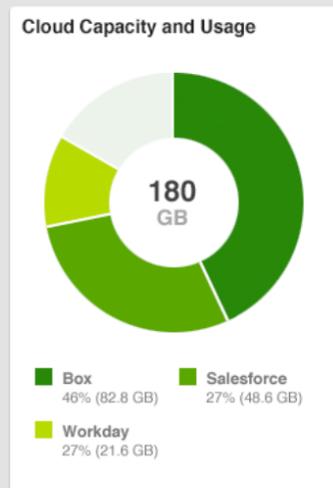
Auto File



Analyze



Find



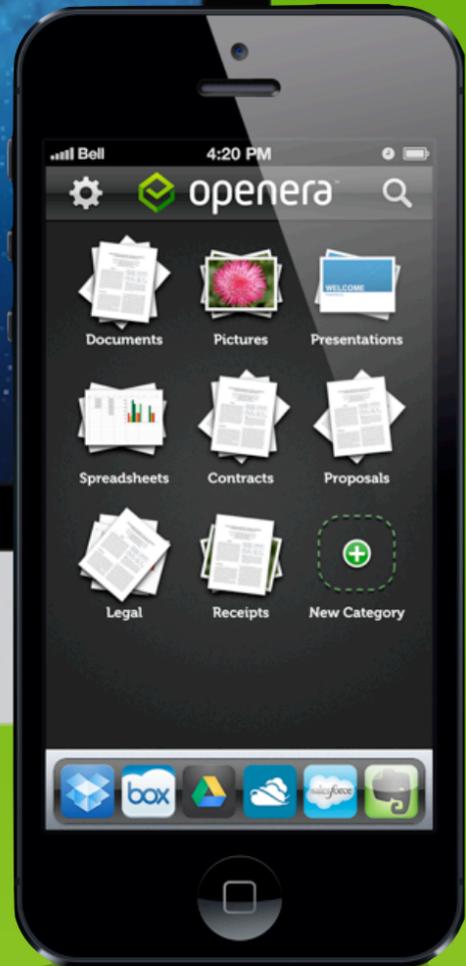
- ### Notifications
- Invoice from Fedex put in Box 2 minutes ago
 - Presentation from "peter@openera.com" put in Box in "oe Presentations" folder 36 minutes ago
 - PDF from "accounts@openera.com" of "2012 Financials" put in Salesforce in "Spreadsheets" folder 3 hours ago
 - Image from Evernote called "Whiteboard Brainstorming Jan 6, 2013" put in Dropbox in "Images" folder Yesterday
 - Document from Dropbox called "Company Secrets" moved from Dropbox to Box 2 days ago

- ### Users (258)
- Andrew Draper 276,433 Files
 - Peter Lalonde 47,432 Files
 - Krissie Thornton 6,473 Files

- ### Categories (17)
- Presentations 276,433 Files
 - Spreadsheets 196,321 Files
 - Invoices 172,649 Files
 - Company Secrets 42 Files

- ### Compliance Alerts (23)
- Internal document emailed outside of company by Peter Lalonde 2 minutes ago
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- ### Action Items (8)
- PAY Invoice from Fedex put in Box 2 minutes ago
 - SIGN Contract from United Artists put in Box 1 day ago
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Why companies need Openera



Eliminate Rogue Clouds

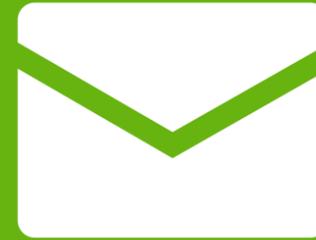


Increase Adoption



Reduce Risk

Why individuals need Openera



Everything important happens in email.



People hate filing.



Find Files Fast

Over 63% of Openera users store 50+ work files in personal cloud services.

How we make money

Personal



+



Free

Pro

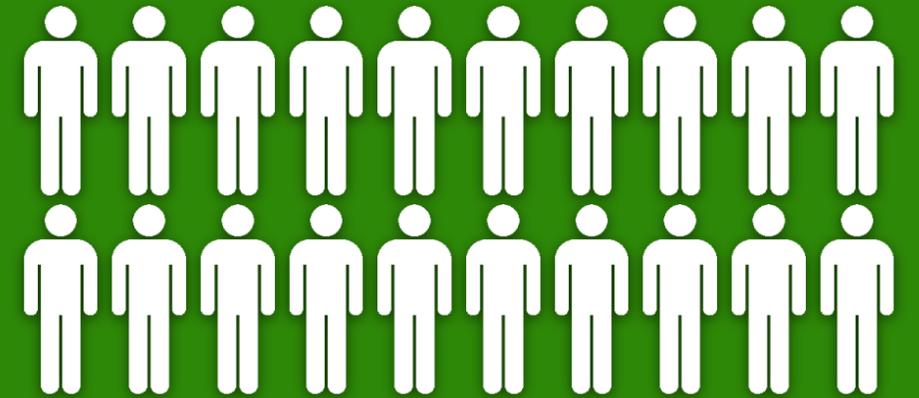


+



\$

Business



+



\$\$\$

Growth

Free/Pro

Marketing & lead-gen to enterprise

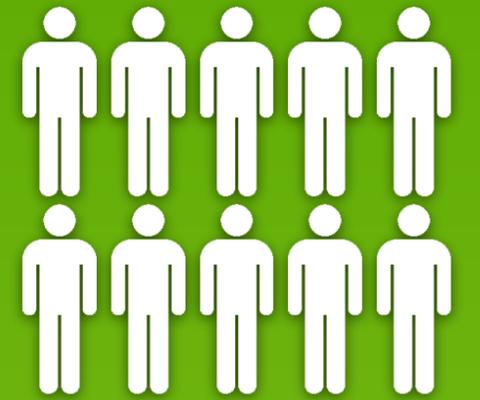
Enterprise Sales

Top-down, referrals & co-selling with partners
(Box, Workday, etc.)

10x

User Growth
5,000+ Users

35
Companies



500 Users

July 2012



Today

Validation

Accolades



Partners



"Openera is essential."
-Dan O'leary - Box

Press



Investors & Advisors



Harley Finkelstein



Scott Annan



Ian Jeffrey



Greg Isenberg



Rory Olson



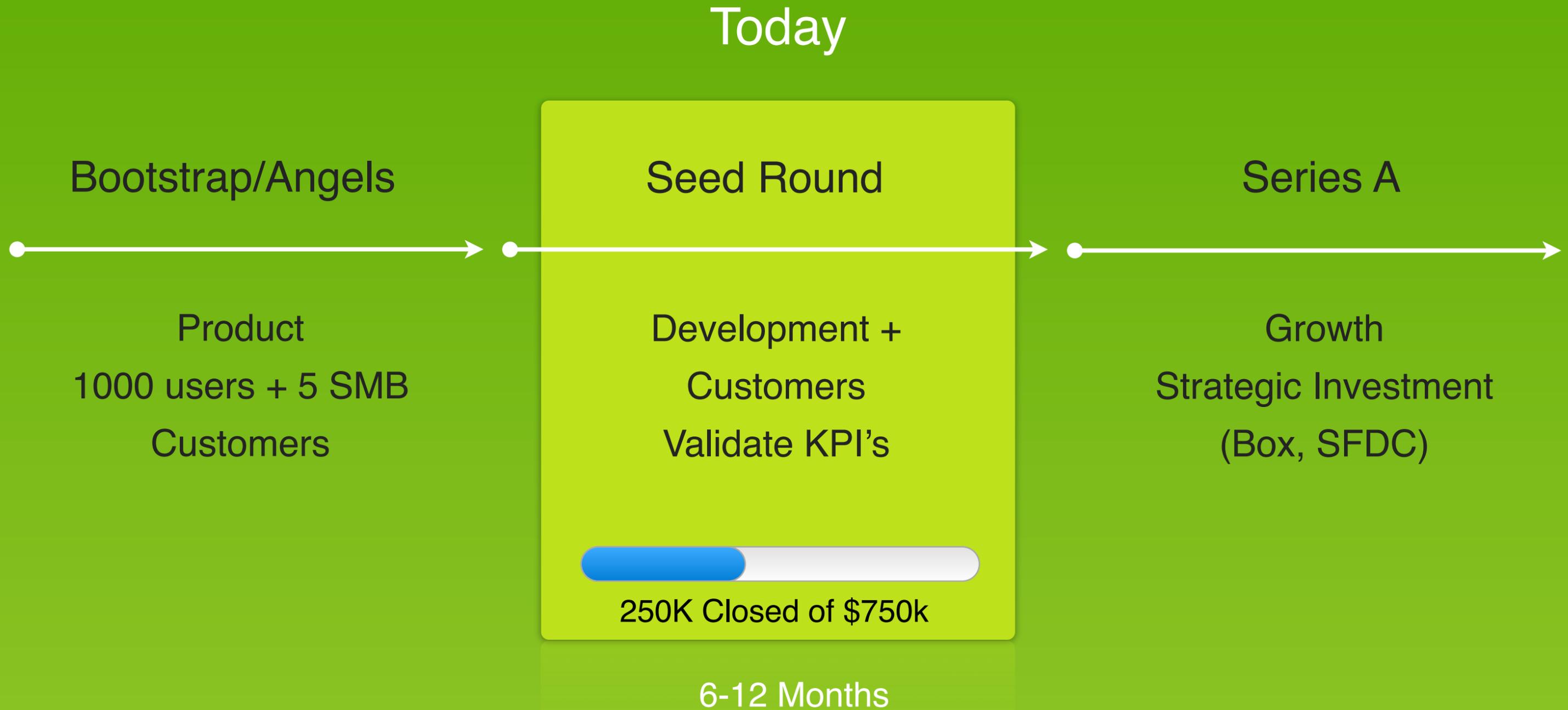
Daniel Lieberman



David Wolfson



Funding objectives



Appendixes

Revenue Model

| | 2013 | 2014 | 2015 | 2016 |
|---------------------------------|--------------------|----------------------|----------------------|-----------------------|
| Enterprise | | | | |
| Small Deals (5-25 users) | 25 | 50 | 250 | 500 |
| Medium Deals (25-250 users) | 5 | 25 | 50 | 150 |
| Large Deals (250-1000 users) | 1 | 5 | 25 | 100 |
| Enterprise Deals (1000+ users) | 0 | 5 | 15 | 50 |
| Total Enterprise Revenue | CA\$112,500 | CA\$1,200,000 | CA\$3,750,000 | CA\$12,250,000 |
| Freemium | | | | |
| Free Users | 50,000 | 100,00 | 200,000 | 500,000 |
| Paid Customers | 2,000 | 4,000 | 8,000 | 20,000 |
| Revenue | CA\$100,000 | CA\$200,000 | CA\$400,000 | CA\$1,000,000 |
| Total Revenue | CA\$212,500 | CA\$1,400,000 | CA\$4,150,000 | CA\$13,250,000 |

Assumptions

Freemium

4% Paid Conversion
(based on current cloud service data)

Revenue/user (Pro): \$50/yr

Lifetime Value: \$150/user

Enterprise

Revenue/user: \$100/yr

Lifetime Value: \$250/user

Avg. Deal Size

Small: \$1500

Medium: \$10,000

Large: \$25,000

Enterprise: \$150,000

Upside Revenue Potential

Revenue Potential



Cloud Migration

Apply corporate policy to all legacy systems and cloud services

Migrate to select folders in Box, Salesforce & Workday.

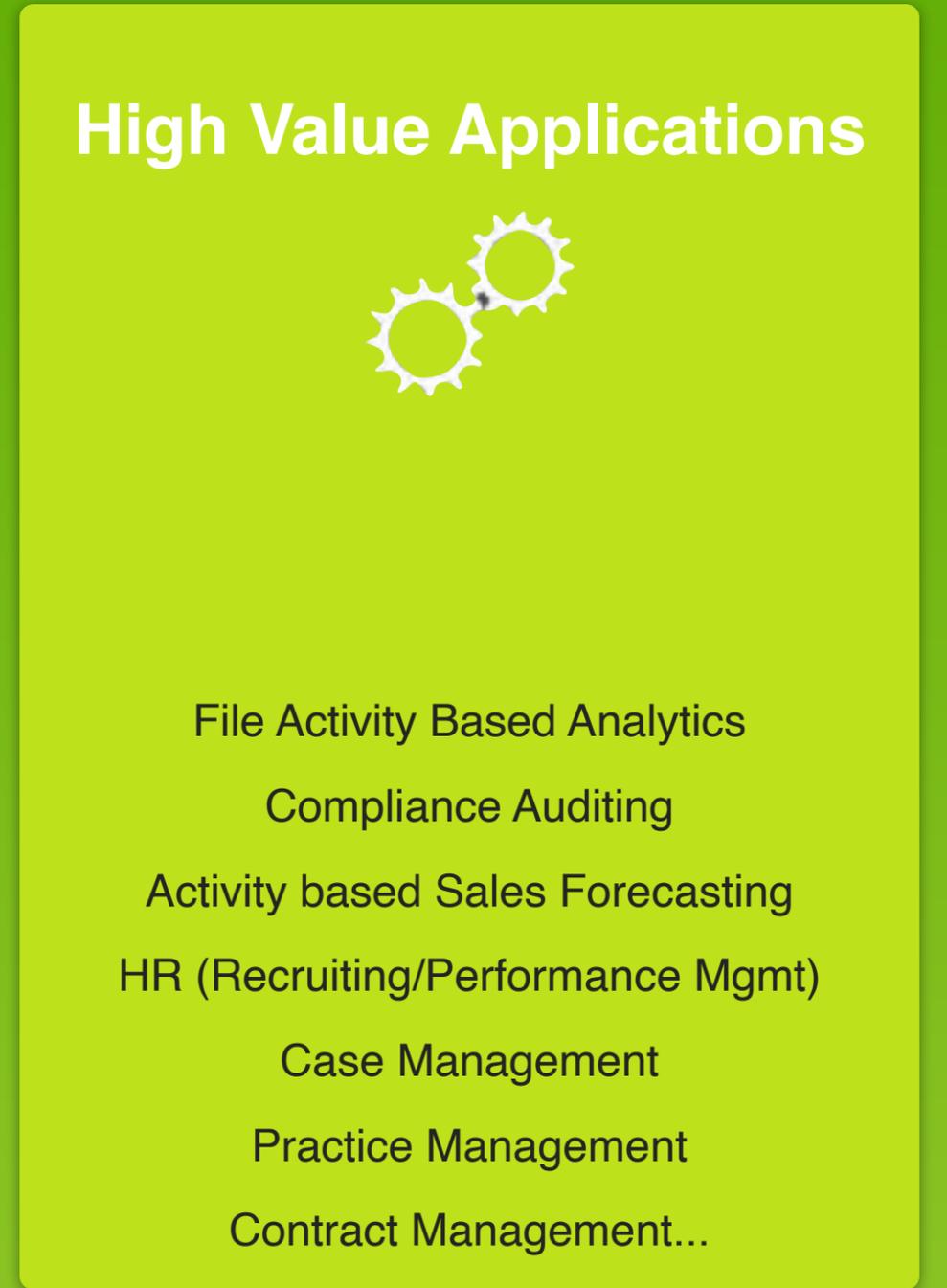
The diagram shows a cloud icon, a menu icon, and an arrow pointing to a central icon, which then branches into arrows pointing to Box, Workday, and Salesforce logos.



File Archeology

Find all FedEx contracts over the last 5 years, across all systems and save them in Box/Fedex/Contracts

The diagram shows an envelope icon next to the title.

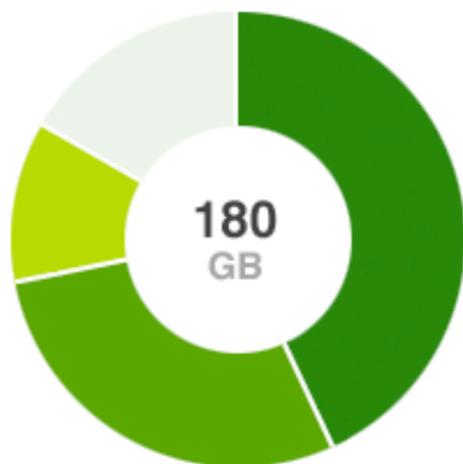


High Value Applications

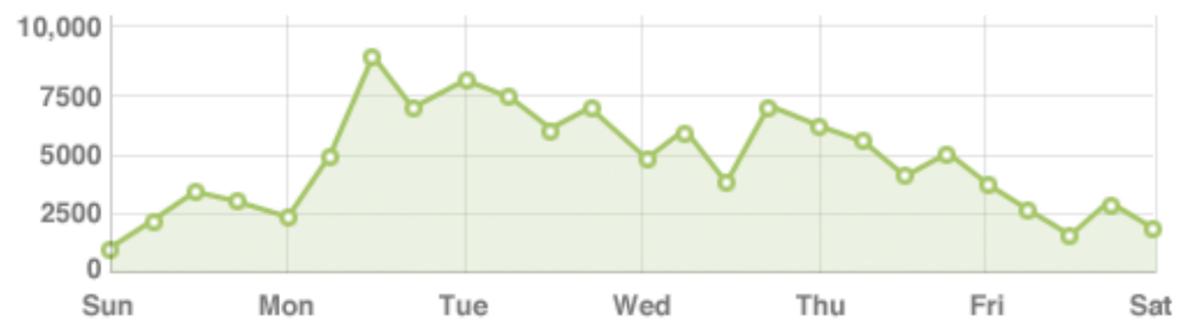
- File Activity Based Analytics
- Compliance Auditing
- Activity based Sales Forecasting
- HR (Recruiting/Performance Mgmt)
- Case Management
- Practice Management
- Contract Management...

The diagram features two interlocking gears.

Cloud Capacity and Usage



File Traffic



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File Locations



Files In/Out



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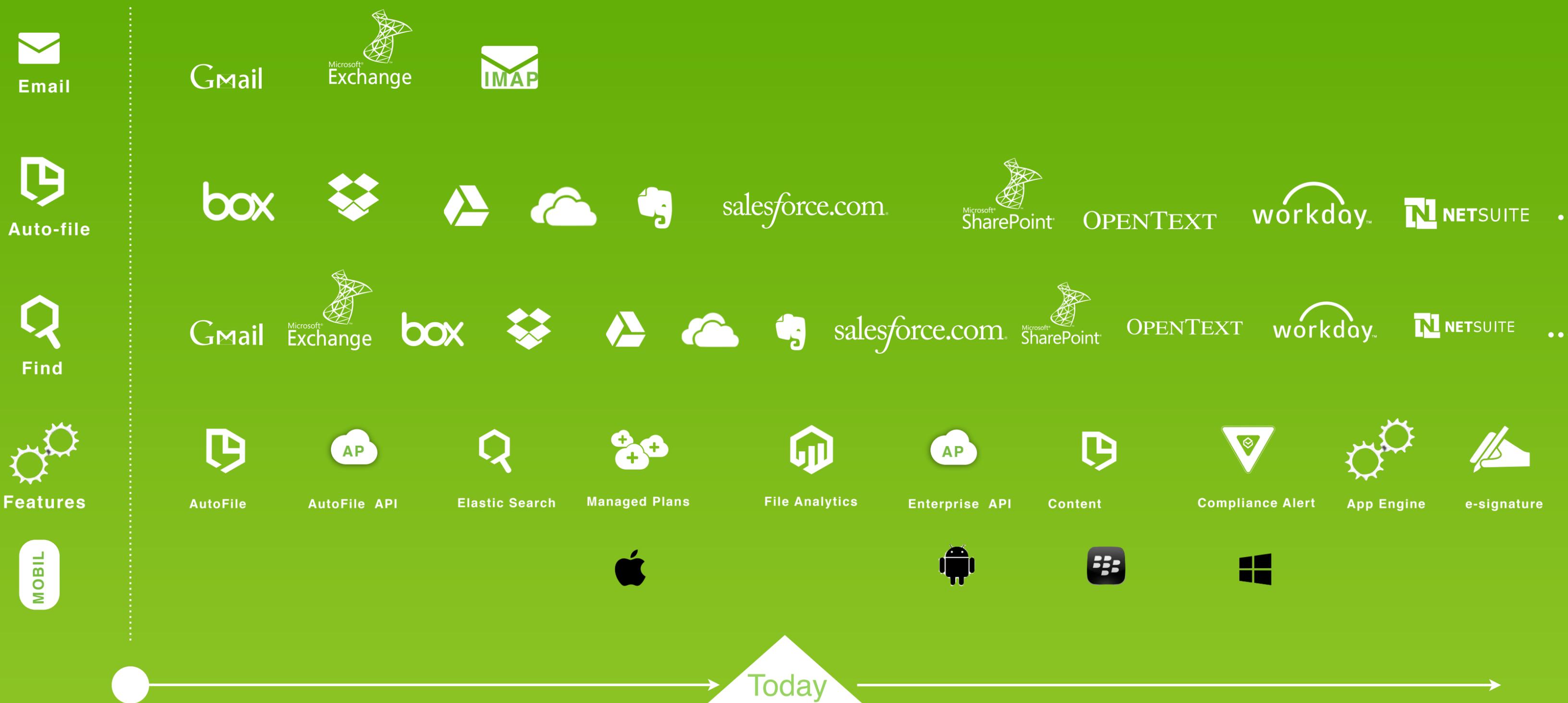
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Roadmap | Technology



Roadmap | Vertical Strategy



Legal



Professional Services



Media/Advertising



Education



Financial



Government



Healthcare

Operations



Sales



HR



Finance



Compliance



Case/
Contract
Management

Practice/
Contract
Management

Brief/Media
Asset
Management

Application
Management

Contract
Management

Contract
Management

Records
Management

Competition

| |  |  |  |  |  |  |  |  |
|--------------------------|---|---|---|---|---|---|---|---|
| Enterprise | 🎯 | | | | | | 🎯 | 🎯 |
| Exchange Integration | 🎯 | | | | | | | |
| Content Analysis | 🎯 | | | | | | | |
| 100% Cloud | 🎯 | 🎯 | 🎯 | | 🎯 | 🎯 | | |
| Rules | 🎯 | 🎯 | 🎯 | 🎯 | 🎯 | 🎯 | 🎯 | 🎯 |
| Automation (Attachments) | 🎯 | 🎯 | 🎯 | 🎯 | 🎯 | | 🎯 | 🎯 |
| Cross Cloud Search | 🎯 | 🎯 | 🎯 | 🎯 | 🎯 | 🎯 | 🎯 | 🎯 |

Stats/Attribution

Slide 2:

- 80% of large companies using the cloud/48% of SMB using cloud applications (<http://blog.officedrop.com/2012/07/28/8-in-10-large-companies-are-using-the-cloud/>)

- 75% of people do not save or organize attachments, resulting in 62% losing files sent to them in attachments - Microsoft (<http://www.winmatrix.com/forums/index.php?/topic/33791-microsoft-attachments-suck-use-skydrive-infographic/>)

- 48% of employees at SMB's admit to losing documents / data - <http://www.carbonite.com/en/files/carbonite-smallbiz-backup-infographic.jpg>

- 60% of companies have employees who save files in their personal cloud accounts: Source =Confidential Documents at Risk Study by the Ponemon Institute and WatchDox <http://www.reuters.com/article/2012/07/24/idUS131398+24-Jul-2012+BW20120724>

Slide 3:

Cloud Service Customer Numbers:

Box: 14M users, 140K businesses (as of Jan 2013)

Dropbox: 100M users (as of Nov 2012)

Google: 425 Million Gmail Users / 5 Million Businesses (as of June 2012)

iCloud: 250M users (January 2013)

Evernote: 35 M users, 1.4 M paid users (July 2012)

Salesforce: Can't find solid / backed up newer numbers, but saw one article that estimated 4.9M users and 140K companies based on financial reports.

Sharepoint: Can't find solid / backed up updated numbers, other than adding the 125M users are across 65K companies.

Other Interesting Stats:

Gartner Says That Consumers Will Store More Than a Third of Their Digital Content in the Cloud by 2016 - <http://www.gartner.com/newsroom/id/2060215>

Cloud Storage Subscriptions to See Triple Digit Growth - <http://cloudtimes.org/2012/09/14/cloud-storage-subscriptions-growth/>

Companies are not only buying into SaaS (software as a service) more than ever, they are also ripping out legacy on-premises applications and replacing them with SaaS, according to analyst firm Gartner. - http://www.cio.com/article/722513/Gartner_SaaS_Now_Replacing_Legacy_Apps_as_Well_as_Extending_Them

Gartner: Enterprise IT Spend Will Pass \$3.6 Trillion In 2012, Cloud Investments Rise To \$109B - <http://techcrunch.com/2012/07/09/gartner-enterprise-it-spend-will-pass-3-6-trillion-in-2012-cloud-investments-rise-to-109b/>

75.9% of companies experienced significant business risks and/or compliance incidents and suffered severe consequences due to broken document processes.

http://mds.ricoh.com/files/knowledge_center/IDC_Risk_WP_Ricoh_Eng.pdf

60% of organizations have employees who move confidential files to Dropbox without permission
68% of organizations have employees who attach and send confidential files from their personal web based email
55% of organizations have employees who use public drives (Box, YouSendIt, etc..) for sharing confidential files