

friday

# Адаптация новых сотрудников через ботов в корп мессенджерах



# Потери в США: \$1.1 трлн в год

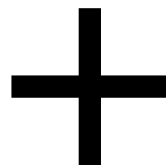
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# Решение

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Пошаговые  
инструкции для новичков



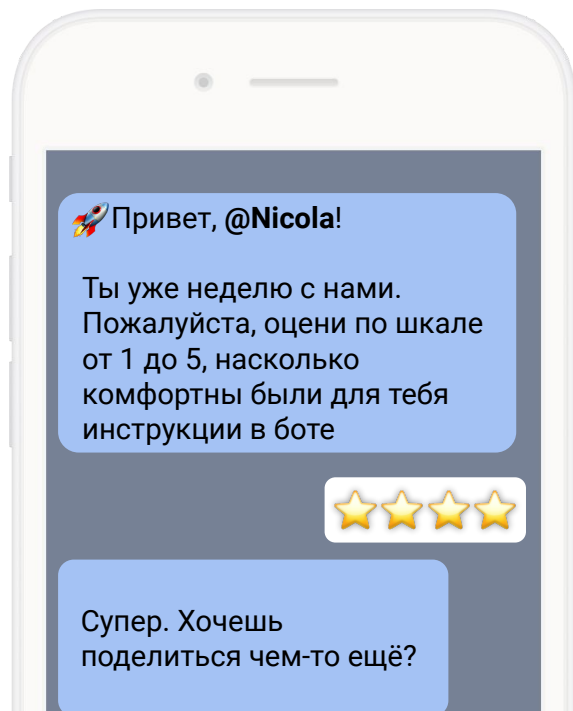
Форсированные  
встречи с коллегами



# Всё в мессенджере



## инструкции



## социализация



# Растём на 15-25% в месяц

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Крупные

Стартапы

Yandex



MTS

Skillbox

ВТБ

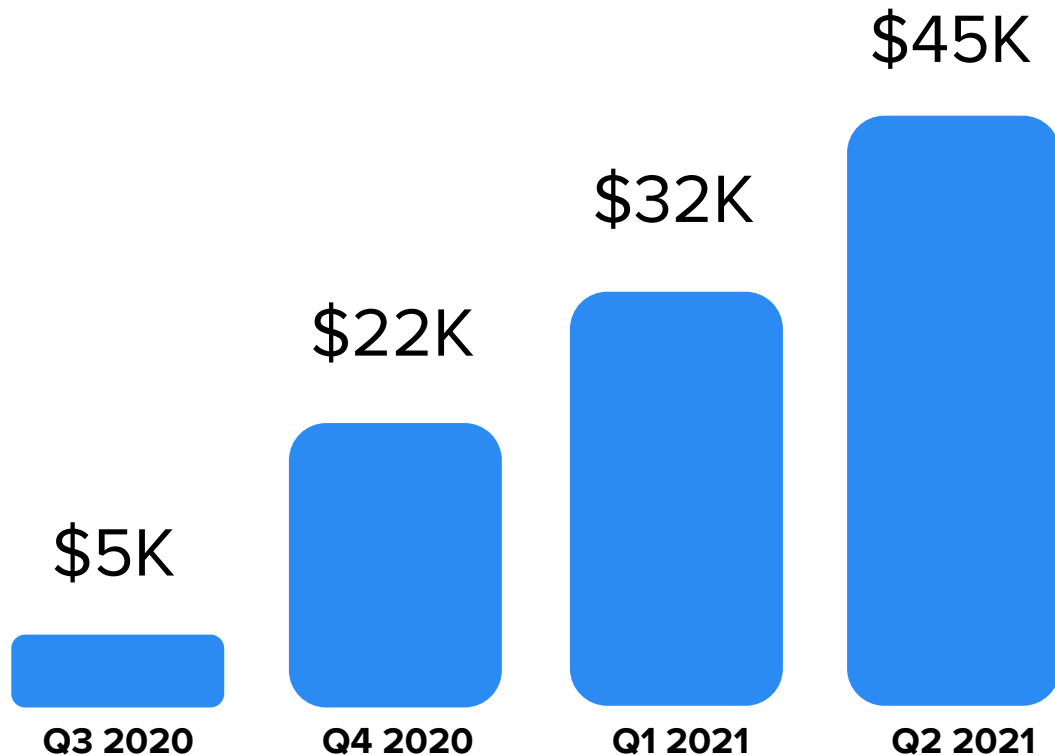
netwrix

Raiffeisen BANK

Uploadcare

M.Video

2GIS



(прогноз, исходя из пайплайна)

**TAM: \$8B**

Онбординг и повышение вовлечённости

**SAM: \$744M**

Онбординг в мессенджерах

**SOM \$120M**

# Глубоко технологичная команда

Знакомы с 2002, совместные проекты с 2015

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**Dmitry Kalupin**

CEO



**Darya Dubrova**

COO



**Igor Bakutin**

CTO



**Andrey Breslav**

Investor & Advisor



St Petersburg  
University



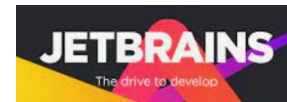
St Petersburg  
University



**DataArt**



**Kotlin**



+ команда из



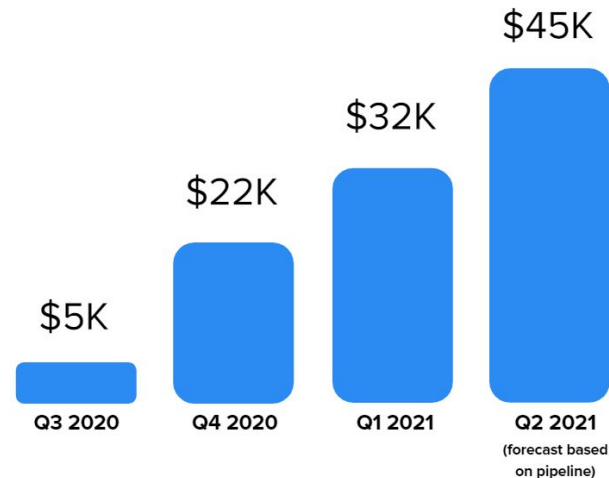
**Yandex**

**skyeng**

# Поднимаем seed



- Мощная опытная команда
- Наша третья компания
- Идеальный тайминг по трендам
- Быстро растём и идём на Запад





2021

1. Startups  
Series B, C

SDR (LinkedIn / Email) → AE (demo) → Upsale

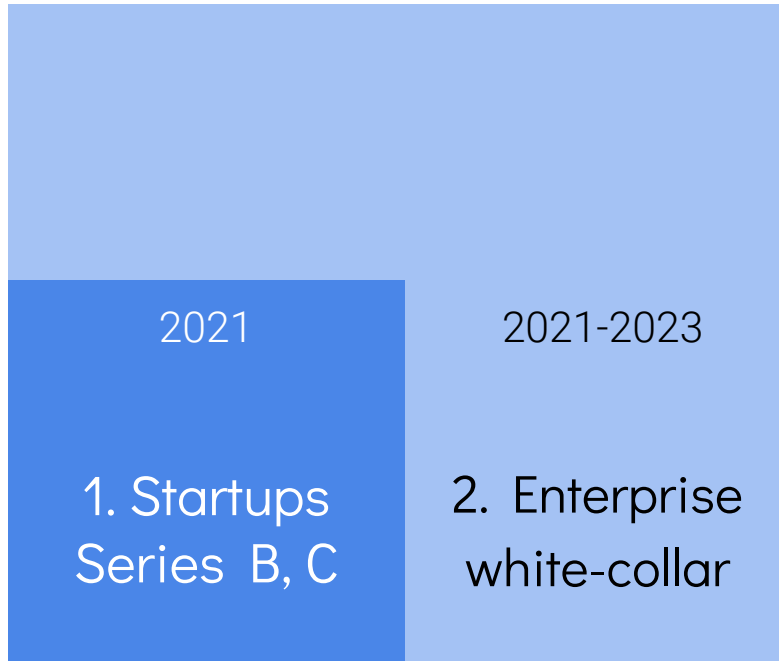
Partners who sell to HR

Marketplaces: Slack, MS Teams, Salesforce, Atlassian

Integrations with top HR software

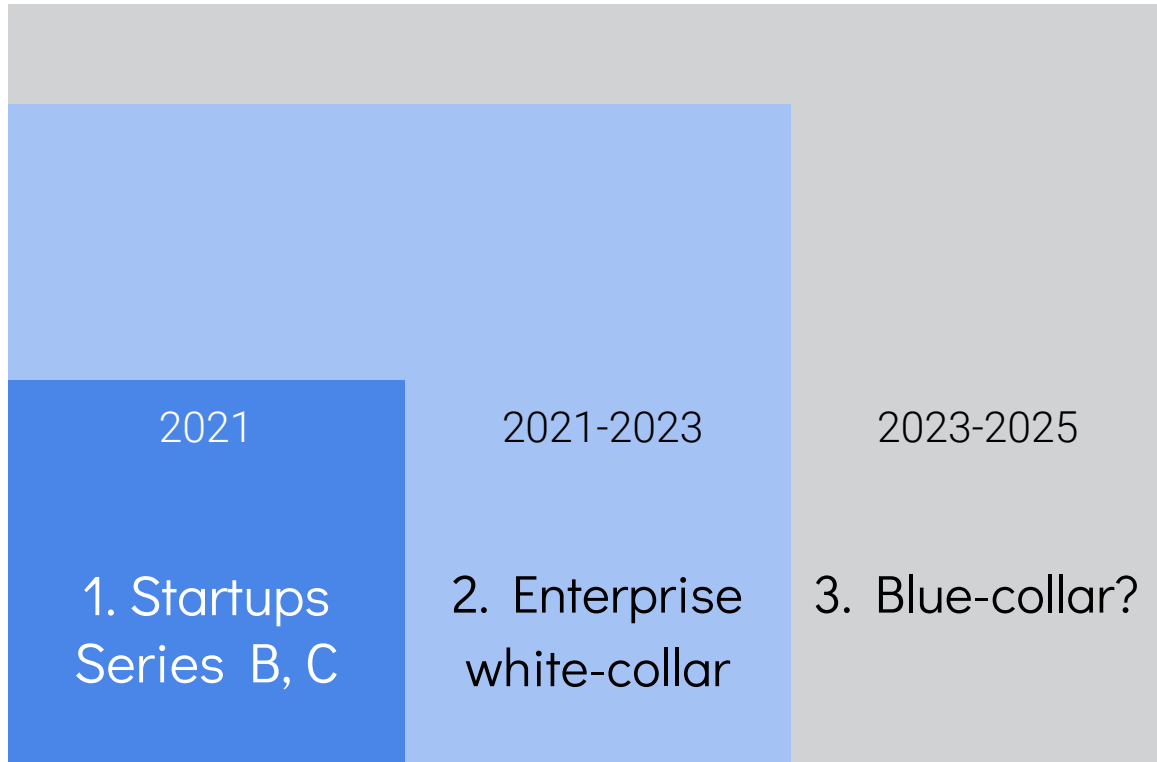
# Go-to-market

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# Go-to-market

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# Financial model

How to build a unicorn

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## Pricing in 2021:

-Growing client: **\$5-30k/year**

-Large client: **\$15-70k/year**

**1,000** medium × **500** users × **\$10**/user/month +

+ **100** large × **5,000** users × **\$10**/user/month

= **\$120M**/y

A solid blue square containing white text.

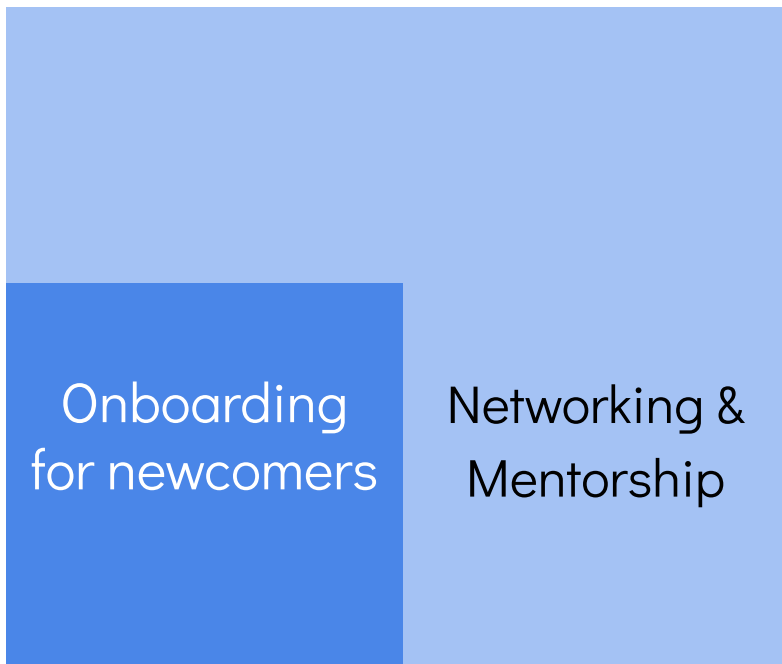
## Onboarding for newcomers

Onboarding processes were badly hit by remote

Remote is here to stay

It's easy to initially sell onboarding on our platform

# Product expansion



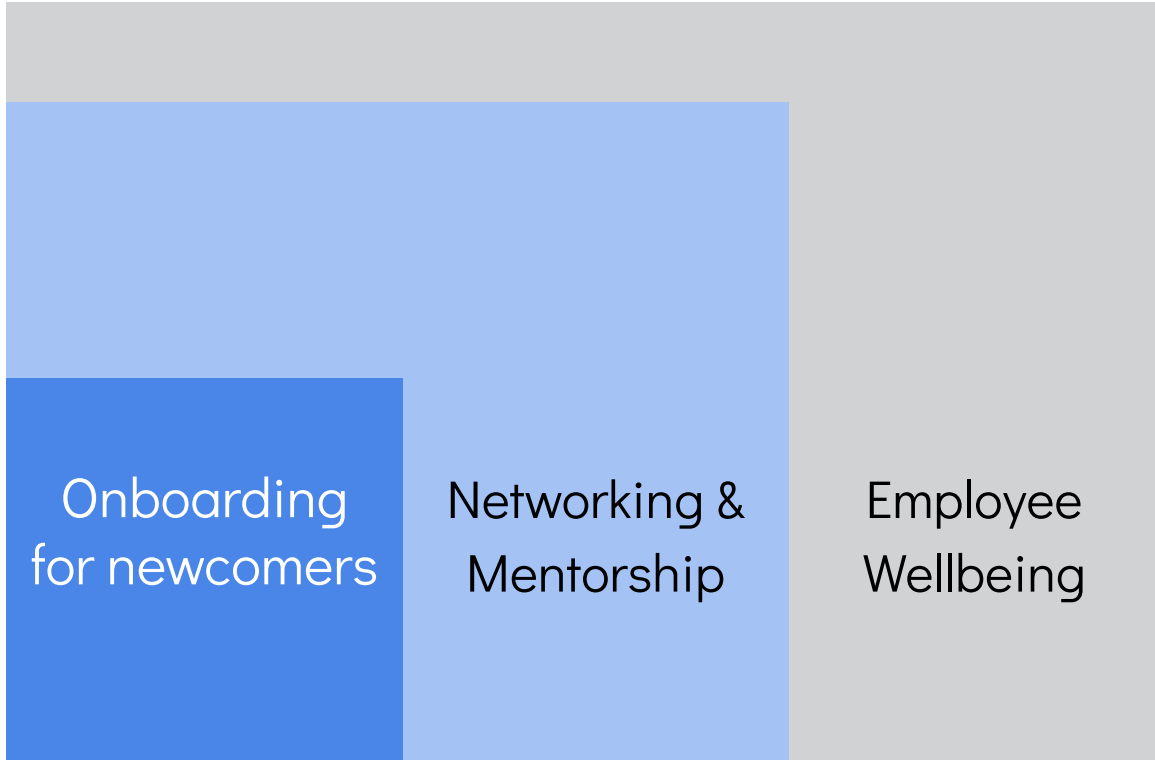
Onboarding  
for newcomers

Networking &  
Mentorship

We're already selling mentorship and networking automation to companies that initially bought onboarding automation

# Product expansion

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Onboarding  
for newcomers

Networking &  
Mentorship

Employee  
Wellbeing

Friday will become  
a full employee  
wellbeing platform

# Competitors

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**donut**

**\$12M raised**

"Really good at customizing in Slack"



**Typelane**

**Typelane**

**\$800k raised**

"Fast integrations with HR-services"



**AHOY TEAM**

**€500k raised**

"Seamless integrations with any tools"

