

friday

Адаптация новых сотрудников через ботов в корп мессенджерах



Потери в США: \$1.1 трлн в год

friday

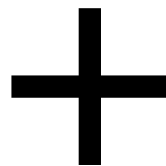


Sources: HBR 2019, Sapling 2021, Perspectives on Psychological Science 2015

Решение



Пошаговые
инструкции для новичков



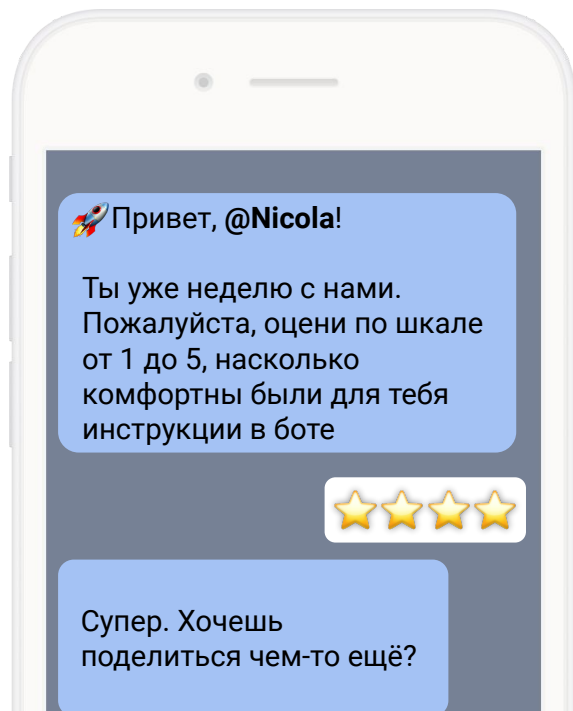
Форсированные
встречи с коллегами



Всё в мессенджере



инструкции



социализация



Растём на 15-25% в месяц

friday

Крупные

Стартапы

Yandex



MTS

Skillbox

ВТБ

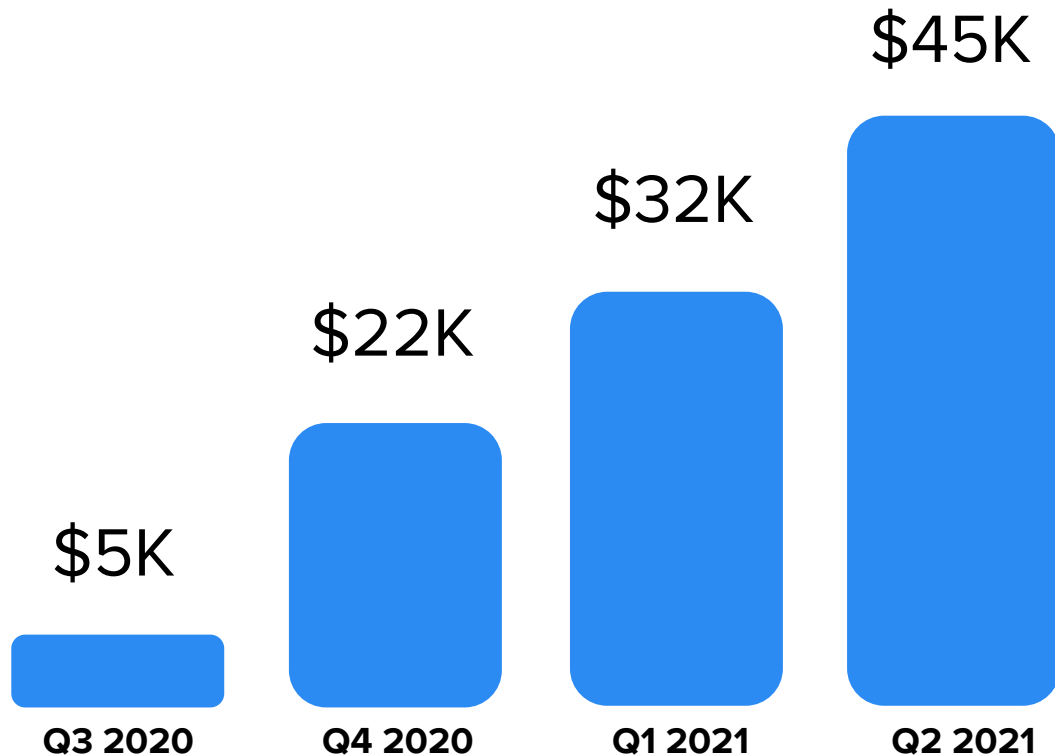
netwrix

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

friday



Dmitry Kalupin

CEO



Darya Dubrova

COO



Igor Bakutin

CTO



Andrey Breslav

Investor & Advisor



St Petersburg
University



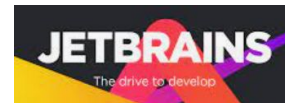
St Petersburg
University



DataArt



Kotlin



+ команда из



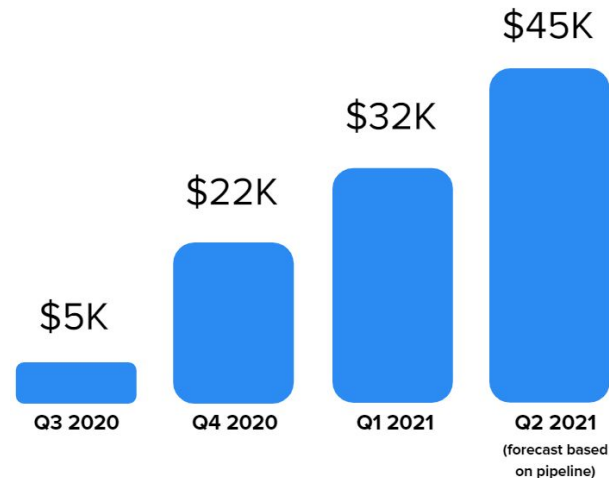
Yandex



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

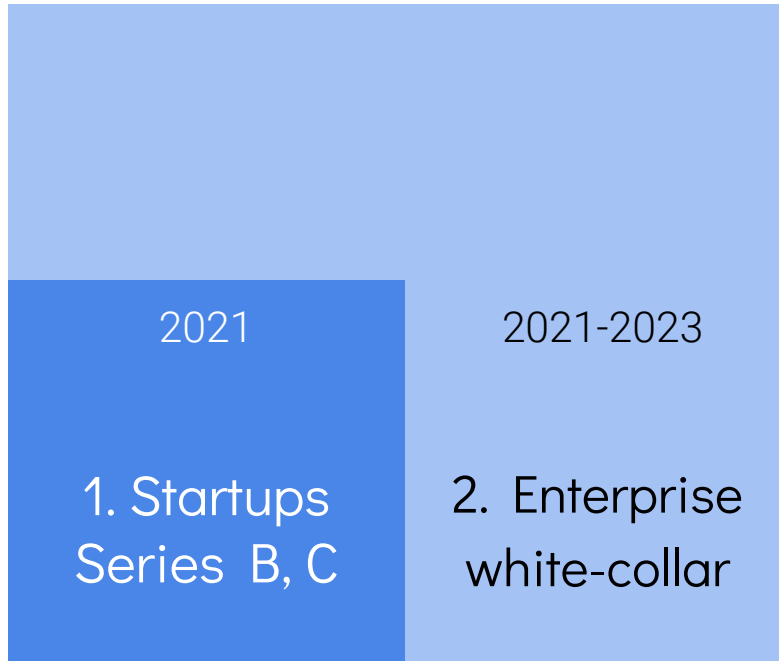
Partners who sell to HR

Marketplaces: Slack, MS Teams, Salesforce, Atlassian

Integrations with top HR software

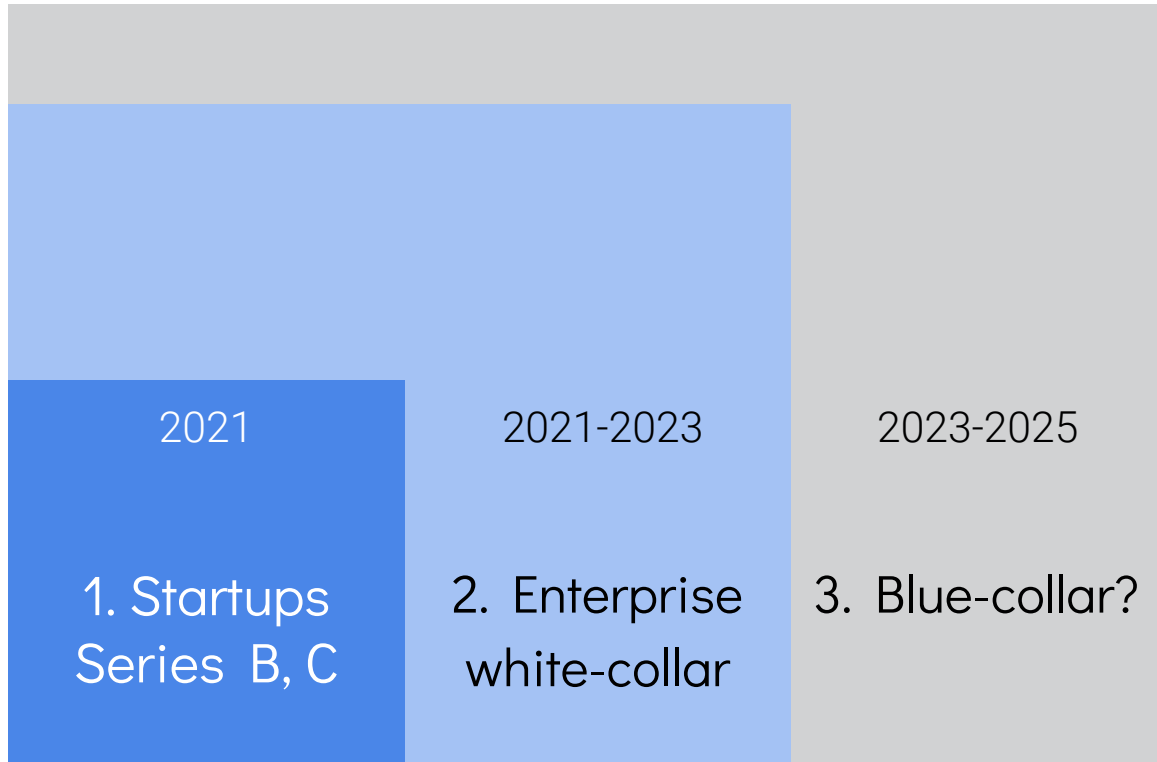
Go-to-market

friday



Go-to-market

friday



Financial model

How to build a unicorn



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.

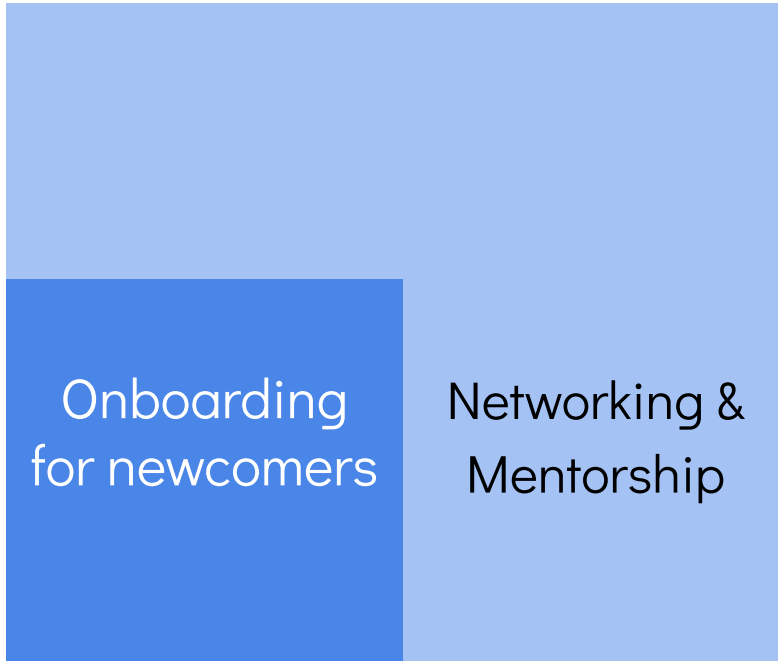
Onboarding for newcomers

Onboarding processes were badly hit by remote

Remote is here to stay

It's easy to initially sell onboarding on our platform

Product expansion



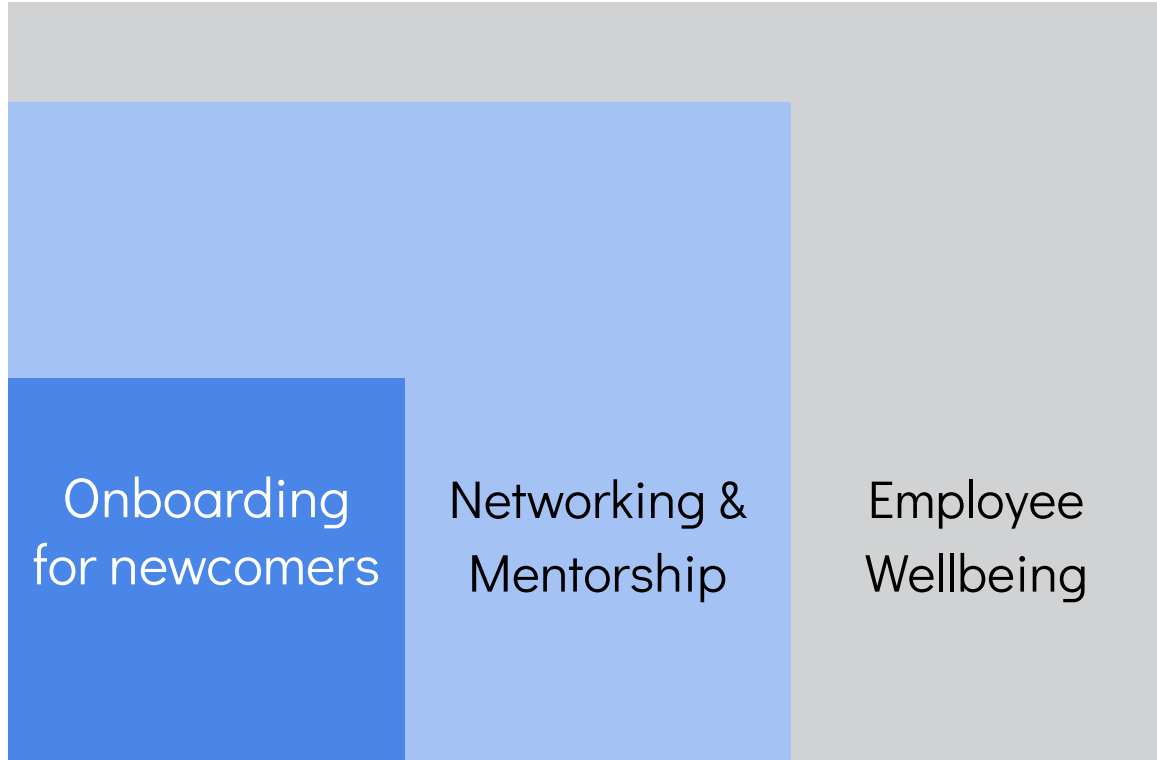
Onboarding
for newcomers

Networking &
Mentorship

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

Product expansion

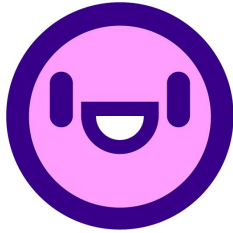
friday



Friday will become
a full employee
wellbeing platform

Competitors

friday



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"

