

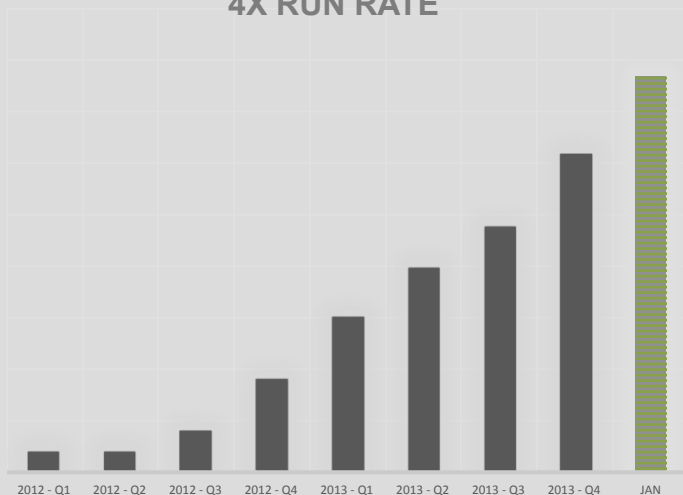
From Dev to Enterprise Sales

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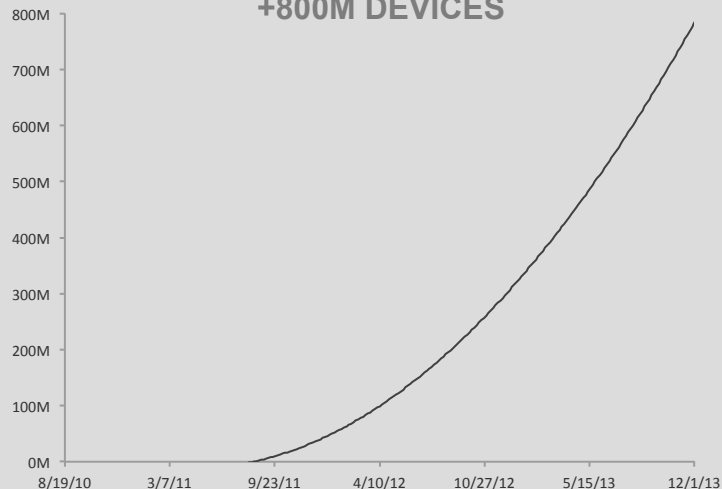
Significant Revenue Ramp

4X RUN RATE



We Operate at Scale

+800M DEVICES



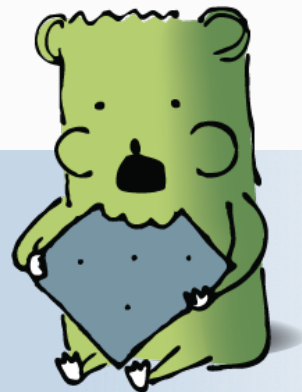
“Critticism and its technology are widely adopted and provide value to those struggling with the emerging mobile application market”

The Leading Mobile App Performance Management Solution

Run Mobile Apps Faster, Better & Smarter

Early 2011

Crittercism



A Support Platform for Mobile Apps



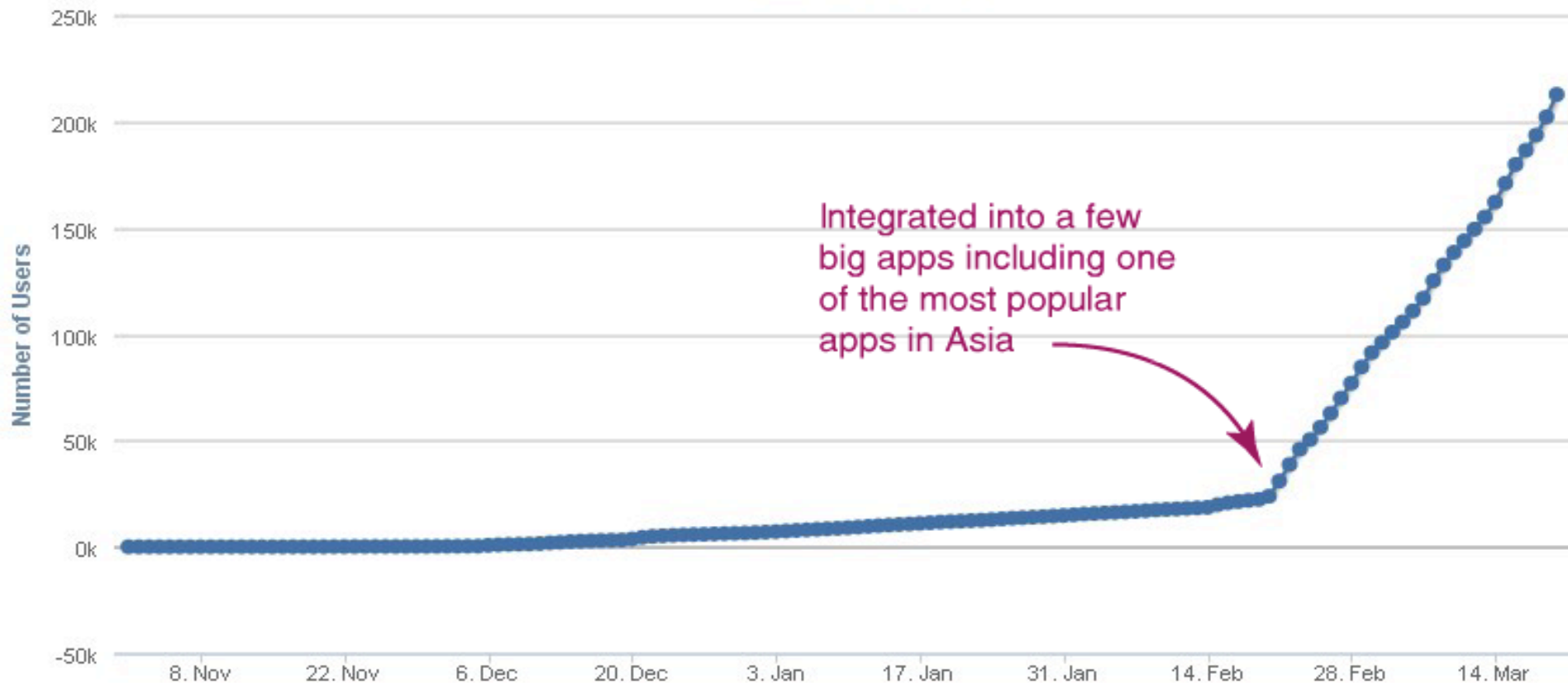
- Build product
- Get lighthouse customers
- Do unscalable things



Nov 2010 – March 2011



Number of Users





Hi Anthony,

My startup is developing a tool for iphone developers and I wanted to see if it'd be useful for iNomadics. The company is called Crittercism and we offer a support/feedback tool that can be embedded into any iphone app in 5 minutes. The idea is get better feedback, get better ratings, sell more apps. You can read more about it here: <http://www.crittercism.com>

Right now, we're in private beta but if you would like to try out our widget, you can use this beta code:

<http://www.crittercism.com/developers/signup?code=friend>

Take care,



First Paying Customers

- Dec 2011: 6 mos after launch, 12 mos after incorporating
- All invoicing / manual credit card orders
- Price testing
- Very feature-driven sales approach





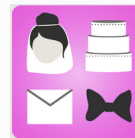
Product Market Fit

- Clear pain point that affects ALL developers
 - Some companies focus on specific verticals (“gaming SDK”)
- Find the niche communities
 - ie – Mobile is comprised of disparate communities
 - Some are platform specific
 - Android: XDA-Developers, Google Groups, Phandroid
 - iOS: Official Apple Forums, iPhoneDevSDK*
 - Some are vertical specific
 - Gaming: Unity, TouchArcade, etc
 - Others are technology specific:
 - HTML5: Appcelerator, PhoneGap, Sencha
 - Even Ruby has one: RubyMotion
- Dogfooding your own product (my wife’s app uses Crittercism ->)
- Easy product integration
 - It’s hard enough to get developers to trust your 3rd party code (which may or may not be open source)
 - Dynamic documentation includes API key, ie – docs will show Crittercism.init(“1234”);



Developer Forums

iPhone Dev SDK





- Dec 2011: BD/Sales/Marketing generalist
 - (“the non-engineer”)
- Feb 2012: Hired VP of Sales
 - Got lucky with a contract-to-hire arrangement
 - Full time May 2012
- April 2012: Hired VP of Marketing



- Land & Expand





- Our VP of Sales (our only salesperson) had a commission, but no OTE*
 - Brought in 2 junior ISRs (July & Oct '12), also no initial OTE
- Started building customer stories, moved away from feature-driven sales
- SFDC put in place
- TOS, contract negotiations





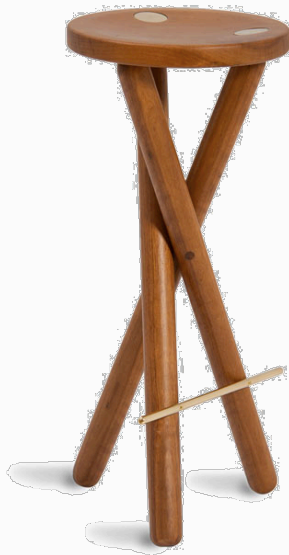
Developer Self-Service Fall of 2012

- Self service added, later removed (more on this)
- Monthly billing, in arrears
- Premium targeted long tail developers
- Enterprises targeted...

Basic	Premium	Enterprise
Free	\$50 \$25 per month per 100K MAU	Contact Us
SIGN UP NOW	FREE 30 DAY TRIAL	REQUEST A DEMO
BASIC CRASH REPORTING PACKAGE Crash Grouping Live Graphs Symbolication	PREMIUM CRASH REPORTING PACKAGE Basic package plus MAU / DAU Tracking Diagnostics	ENTERPRISE CRASH REPORTING PACKAGE Basic package plus Breadcrumbs Metadata
UNLIMITED TEAM MEMBERS	UNLIMITED TEAM MEMBERS	UNLIMITED TEAM MEMBERS
ONLINE DOCUMENTATION	EMAIL SUPPORT	PHONE SUPPORT
FULL TEAM COMMUNICATION	FULL TEAM COMMUNICATION	FULL TEAM COMMUNICATION
END-USER COMMUNICATION	END-USER COMMUNICATION	END-USER COMMUNICATION
SSL SECURITY	SSL SECURITY	SSL & ROLE-BASED SECURITY
		HANDLED EXCEPTIONS
		TRANSACTION TRACING
SIGN UP NOW	FREE 30 DAY TRIAL	REQUEST A DEMO



- 16 people in the company
- Hired first SE and RSM Dec '12 / Jan '13
 - Tried this pod structure for commission





- Built out Executive Team, including CRO
- High Velocity Sales Model
- Expanded Territories
- Start Targeting IT Operations



World Class Executive Team

Our Team



Andrew Levy
Co-founder,
CEO



Robert Kwok
Co-founder,
CTO



Frank Swain
CRO



Kalyan
Ramanathan
CMO



Lars Kamp
VP of BD



Paul Lappas
VP of Eng



John Kemmerer
CFO

Executive Experience





Complex Factors Affect App Performance



Mobile
Service

Cloud Services

Enterprise Services
(ERP, CRM, Security)



Public Cloud Services
(storage, networking, computing)



SDK Services
(social, analytics, billing)



6+ cloud services per app

WiFi/Network



400+ Carriers

Device/App/OS

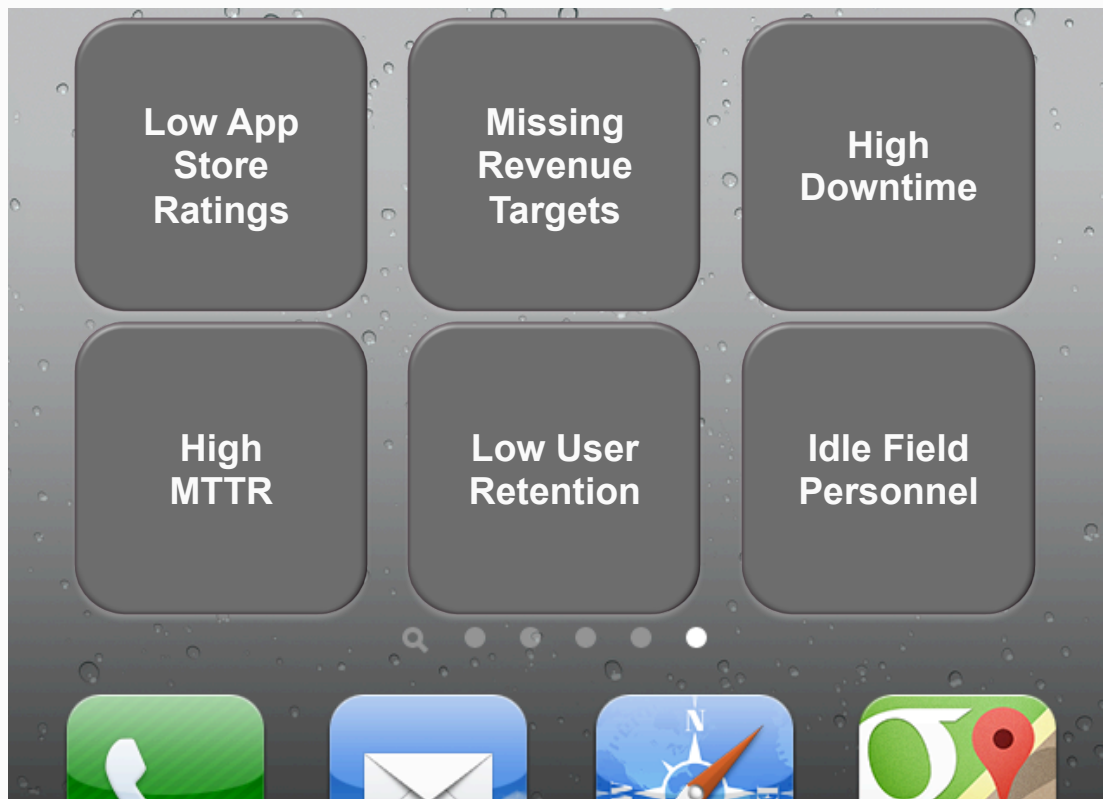


7 mobile OS, 10,000s of devices




Mobile
App



Severe Costs of Mobile Performance Issues





	Issue	Before	After	Impact
	App performance issues affecting user experience	6% downtime	<1% downtime	6x revenue improvement 7x performance improvement
	Monetize through mobile channel while creating best user experience	3% downtime across all platforms	< 0.5% downtime across all platforms	83% improvement in uptime 2 stars -> 4+ stars
	App performance management	0 crashes from test-based automation; 4 eng-hour MTTR	110+ crashes detected in 1 day; MTTR in minutes	True visibility into performance of apps
Major Retailer	Lost Transactions	30 minutes every day of lost transactions	Problem resolved	2% to minimal downtime



2011

Product, Lighthouse Customers

2012

Land & Expand

2013

High Velocity Sales, Build out Field
Teams, Territory Building

2014-15

More to come...

JAN 2013

Executive Team Expansion

JAN 2014

JAN 2015

SALES
EXPANSION

1 Sales Team

6 Sales Teams, Channels

7 Sales Teams, Channels

XX Sales Teams, YY
Channels

CUSTOMER
PROFILE

DevOps / B2C

DevOps, IT Operations / B2C & B2E



- CRO
- VP East + VP West
- Sales Operations
 - Director of Sales Ops & Enablement
 - CRM Specialist, Sales Development, and Operations
- RSM-ISR + 0.75 SE
 - Team Commission
- BDRs / ADRs / SDRs pick your acronym





Pricing Page: Still Iterating

Get 30 days of Crittercism Enterprise for free

One line of code. Five minutes to install. No credit card required.

Questions?

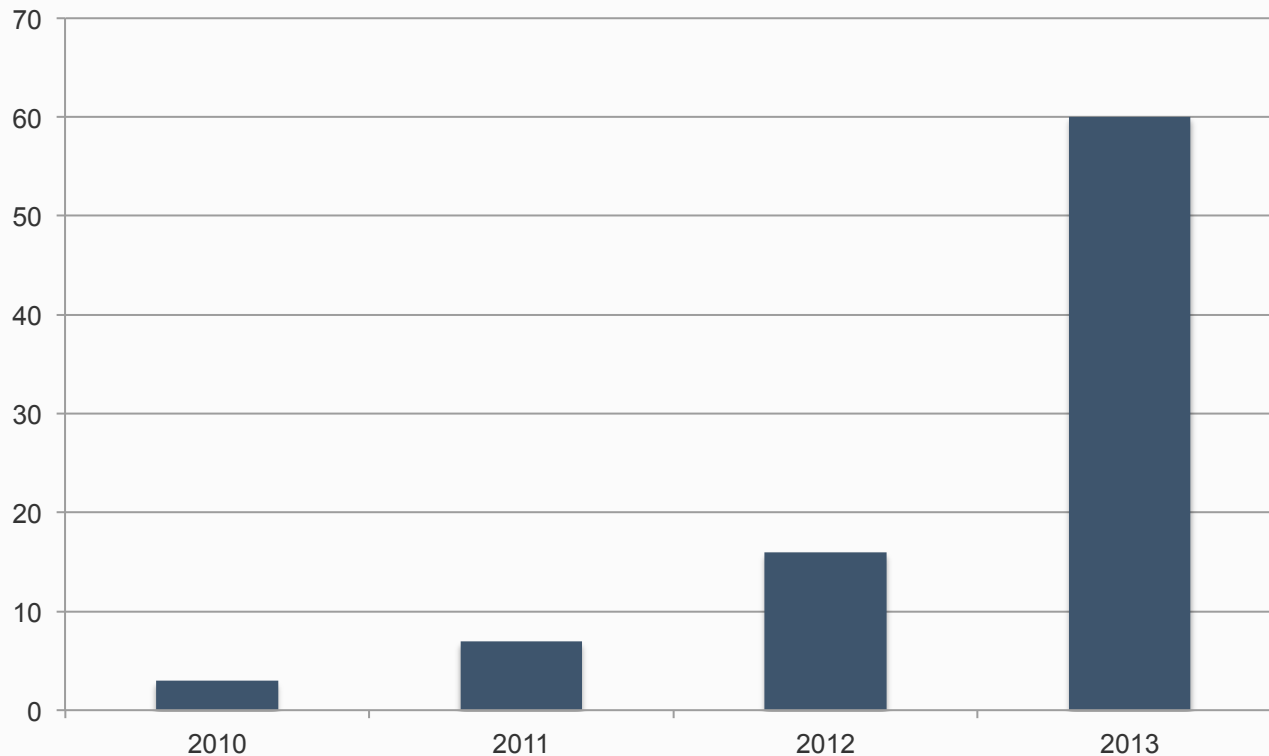
▶ [Contact us.](#)

	Basic mAPM	Professional mAPM	Enterprise mAPM
	Free START FREE TRIAL Get Started Here	Starts at \$100/mo START FREE TRIAL Great for Consumer Apps	Contact Us START FREE TRIAL Great for Enterprise Apps
Priced by	Free up to 30K Monthly Active Users	Monthly Active Users per App	per Device
Crash Details	✓	✓	✓
Live Error Graphs	✓	✓	✓
Basic Service Performance Summary	✓	✓	✓
Exception & Crash Trends		✓	✓
User & Service Breadcrumbs		✓	✓



Headcount

- Rep Ramp
- Awareness
- Engineering





Select Crittercism Customers

Technology



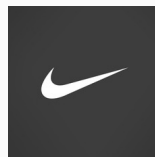
Internet



Financial



E-Commerce



Gaming



Media



Health



Thank you.