



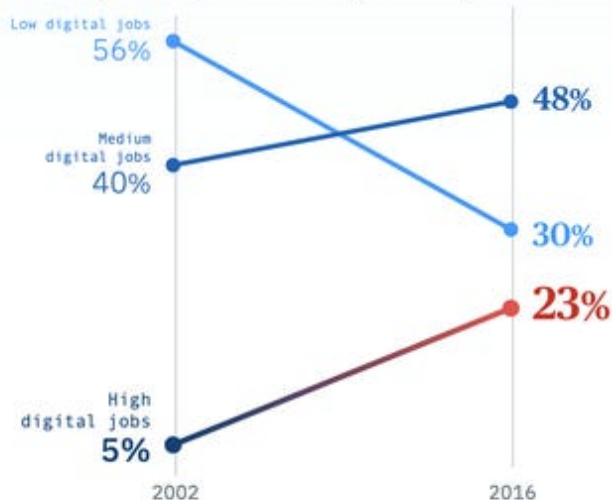
OCTOBER 2019

100 million professionals work in tech-heavy roles today, growing 12% as every business goes digital.

70% of the US workforce works in knowledge-oriented jobs.



Jobs requiring high digital skills grew by 5x in the past 15 years.



These roles involve new standards, practices, and digital workflows.

AT STARTUPS & TECH COMPANIES

Product Building and updating product roadmaps

Recruiting Writing and replicating job descriptions

Growth Creating copy for acquisition tests

Biz Ops Charting progress on a go to market plan

Sales Responding to customer objections

AND ACROSS THE KNOWLEDGE SECTOR

Consulting Replicating kickoff materials for a new client

Academia Integrating research into a final paper

Law Writing a complex partnership contract

Accounting Adjusting processes for a new business unit

Fortune 500 Creating operating manuals for business units

Engineers have platforms that help them apply best practices to their work every day.

1 Easily discover relevant code within & across orgs



2 Branch or fork from someone else's work



3 Comment, compare, & merge in a structured environment

A collage of three overlapping screenshots from a code management platform. The leftmost screenshot shows a commit history for user "sophshep" with entries "switch default" and "Merge branch". The middle screenshot shows a code diff for "app/assets/stylesheets/head" with changes in min-height, padding, position, top, and padding. The rightmost screenshot shows a "Request a review" dialog box with a text input field and a blue button labeled "sophshep Sophie Shepherd".

sophshep added commits

- switch default ✓ 29b6b15
- Merge branch ✓ e32c93d

app/assets/stylesheets/head

```
+5 -2  
1  
2 - min-height: 40px;  
3 - padding: 10px;  
4 + position: st  
5 + top: 0;  
6 + padding: 20
```

Request a review

o

sophshep Sophie Shepherd

La Mark Otto

Yet no integrated platform exists to help professionals find, use, & improve knowledge they need at work.

1

Waste time looking for reliable knowledge

2

Recreate from scratch every time

3

Struggle to maintain structure and order

Cost Calling Sales

What are the most common sales objections? How do I handle them?

Answer Follow Request

10 Answers

Connor James Drake, Husband | Writer | Sales & Entrepreneurship Coach
Answered Jan 14, 2018

This is a big question, and it's hard to answer without the specifics of your industry. That being said, I like big questions. I'll do my best to give you a quick overview of the most common objections and how you can turn those objections into conversions.

Your product/service is too expensive

Price is an early objection, and a lot of prospects will use price to hide their real objections. You need to make sure that your understanding of what's really going on

Quora Medium
Forbes HubSpot

Sales Objections NEW Q4 2019

File Edit View Insert Format Tools Add-ons Help

100% Normal text Arimo

1 2 3

Here we go again...

Google Docs Office
Dropbox Paper N

sales

Give feedback

PAGES, BLOGS AND ATTACHMENTS

- Partner Management and Field Sales
Partner Management and Field Sales
- E-a-p-esc.05 Escalation - Partner Agent Goals
Aura Operations - Servicing Materials - Updated Feb 28, 2018
- August 10, 2018
Partner Management and Field Sales - Updated Aug 10, 2018
- E-Flash Bulletin 1.4.18
Aura Operations - Servicing Materials - Updated Jan 04, 2018
- May 11, 2018
Partner Management and Field Sales - Updated May 11, 2018
- January 18, 2019
Partner Management and Field Sales - Updated Jan 18, 2019
- E-a-i-au.09 Aura - Annual Rates vs Monthly Rates
Aura Operations - Servicing Materials - Updated Feb 28, 2018

March 22, 2018

Confluence slab
GURU Slite

As a result, every company wastes valuable time and money reinventing the same knowledge toolkit.

AS AN INDIVIDUAL

Professionals spend 20% of their week on knowledge management, at a cost of

\$2,36

6

PER MONTH

AS A COMPANY

US companies spend heavily on internal knowledge tools.

\$101bn

2018 MARKET SIZE

Companies are spending more each year as the problem gets worse.

10%

ANNUAL CAGR

Global spending on learning & development is even bigger.

\$366b

2018 MARKET SIZE

Sources: 10 hours comes from the [McKinsey Global Institute report](#) on social productivity tools average tech salary in SF is \$142,000, assumes a 50-hour workweek, market share numbers come from [Statista.com](#)

n

UNTIL NOW.

Almanac is GitHub for knowledge professionals.

We build bottoms-up technology to make digital business knowledge accessible to all so that professionals can be their best selves at work.

1

Searchable knowledge that answers common questions fast

2

Branching that allows for customization without cold starts

3

Structured collaboration that prevents knowledge spaghetti

Almanac was founded by startup veterans passionate about democratizing access to digital knowledge.

OUR LEADERSHIP TEAM



Adam Nathan

Cofounder & Chief Executive Officer

Director of Product at Varo Money, Apple, & Lyft

Strategy at Hawaiian Airlines, The Bridgespan Group, & The White House

Harvard Business School



Taylor Thompson

Cofounder & Head of Knowledge Operations

Cofounder, PhamaSecure

Cofounder, Curious Learning

Consultant and Writer, Harvard Business Review

Harvard Business School



Malinda Coler

Cofounder & Head of Contributors

Director of Customer Experience, Paxio

Director of Business Operations, Insikt & iCracked

Cofounder, LessonsUp



Dan Bartlett

Cofounder & Head of Engineering

CTO, OpenSit (acquired)

CTO, School Guide UK

CTO, Alamex

Avid blogger



Eddie Wu

Head of Product Management

Director of Product, Aura

Head of Digital Experience, Capital One

University of North Carolina



Curtis Shoung

Head of Customer Development

Head of Business Development at Clara Labs

VP Growth at LifeMetrix (acquired by HootSuite)

Business Dev at awe.sm (acq. by Unified Social)

**In under six months, we've built a
robust product loved by 50 customers.**

SELECTED CUSTOMERS (INCL. FIRST MONTH TRIAL)



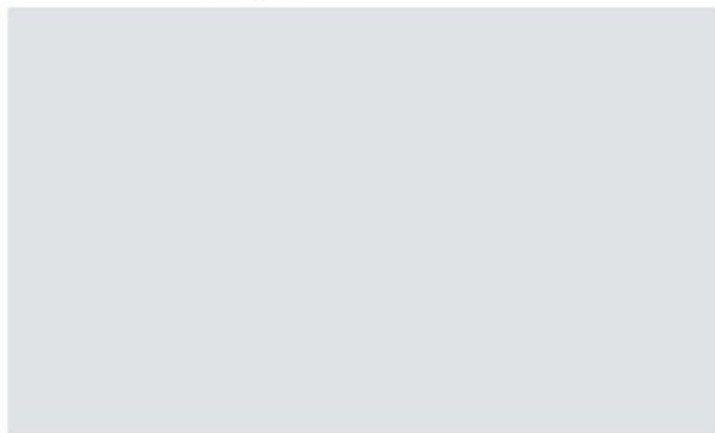
The Almanac Core makes hundreds of expert-driven guides & templates available to all.

500 guides, tools, and templates across 15 functional verticals.



100 Articles produced per month **100%** Production growth month over month

Sourced from 300 expert operators at renowned companies.



\$0 Average cost per article

All recruited without any public branding or product

Almanac allows teams to copy and link docs from the Core to build their own knowledge bases.

Bookmark, share, or copy a doc from read mode to edit mode.

Customize it to your liking with best-in-class compositional tools.

The image displays two side-by-side screenshots of the Almanac interface, illustrating the transition from a document's read mode to its edit mode. Both screenshots feature a document titled "How to Build the Perfect Hiring Process" by Lauren Johnson, Michael Johnson, Laura Preece, and Paul Shires. The document content includes a sub-header "THE RECRUITING PROCESS" and a list of three numbered points. The left screenshot shows the document in read mode, with a red box highlighting the "Make a Copy", "Bookmark", and "Share" options in the top right corner. The right screenshot shows the document in edit mode, with a red box highlighting the "Almanac / Product Management" breadcrumb and the "Source from Almanac" link. Below the document content, a toolbar offers various compositional tools: "Add Section", "Table", "Chart", "2x2", "Checklist", "Bulleted", "Numbered", "Quote", "Code", "Download", "Image", and "Comment". The bottom of the page shows the start of a section titled "The steps of the recruiting process".

Almanac ensures documents stay clean, organized, and trustworthy over time.



Comments & Assignments



Group-based Sharing



Engagement Score



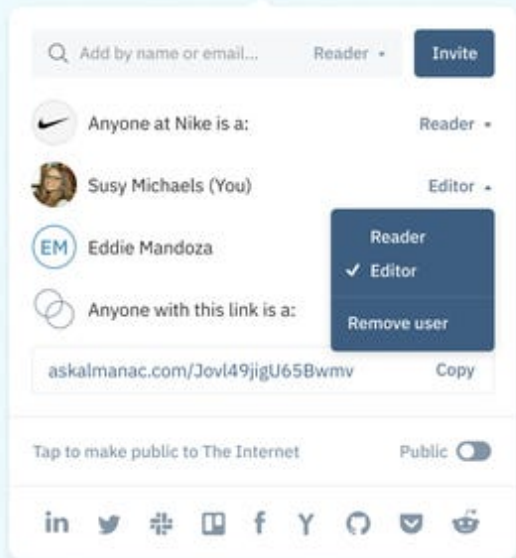
**Doc Change Log
(diff view)**



**Doc Lineage
(Version History)**



Merge Requests



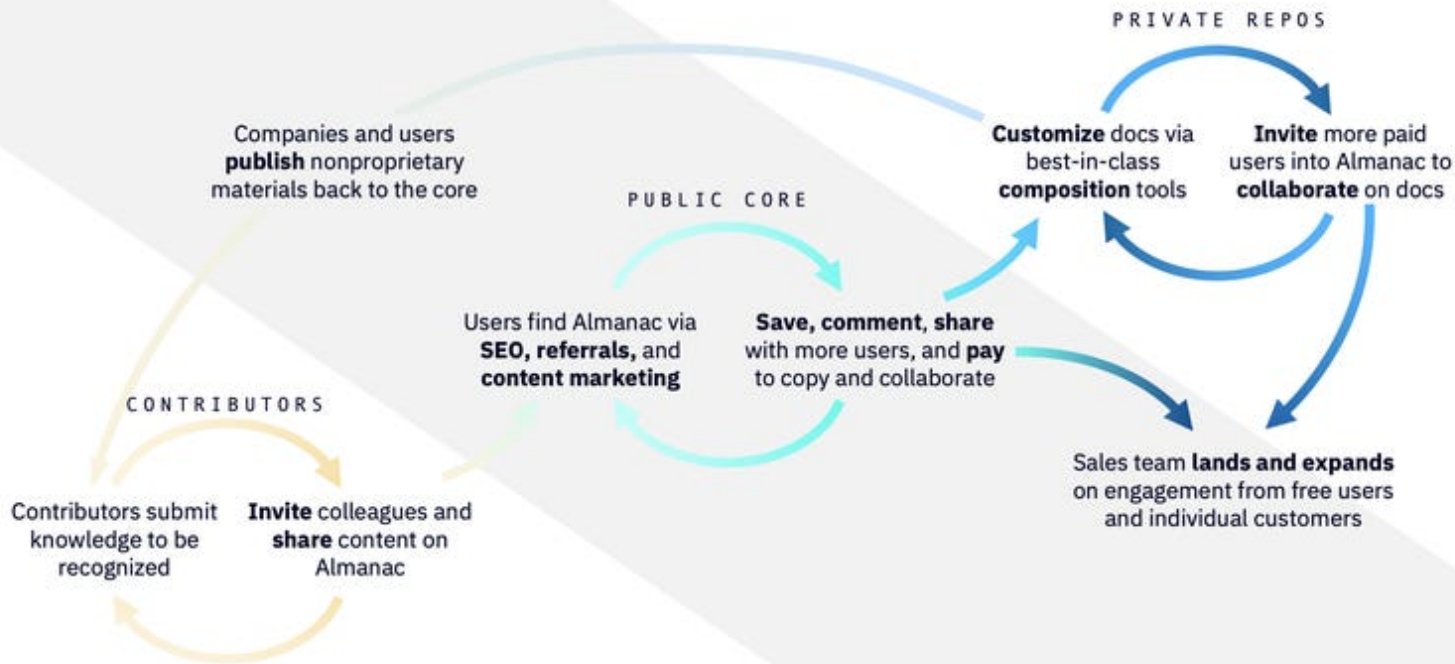
These features add up to a documentation platform that is 10x faster than today's alternatives.



Question at work



Almanac has bottoms up, organic growth loops that compound for both free and paid users.




Even before our public launch, our growth loops are already spinning.

30
% of our contributors have
contributed more than once




20
% of our customers have come
from contributor referrals

10 Average customer demos
per week (June-Aug)



of demo customers
start a paying trial



average licenses
per paying customer

Almanac integrates knowledge and productivity in a bottoms-up growth model like no other platform.



Teams can easily try Almanac and expand its use across the company.

Startup

\$5 Per user per month (\$5/month annually)

- ✓ Up to 10 users
- ✓ 100 document limit
- ✓ No read-only access

Pro

\$10 Per user per month

\$8 Per user per month billed annually

- ✓ Unlimited users
- ✓ Unlimited documents
- ✓ Unlimited read-only guests

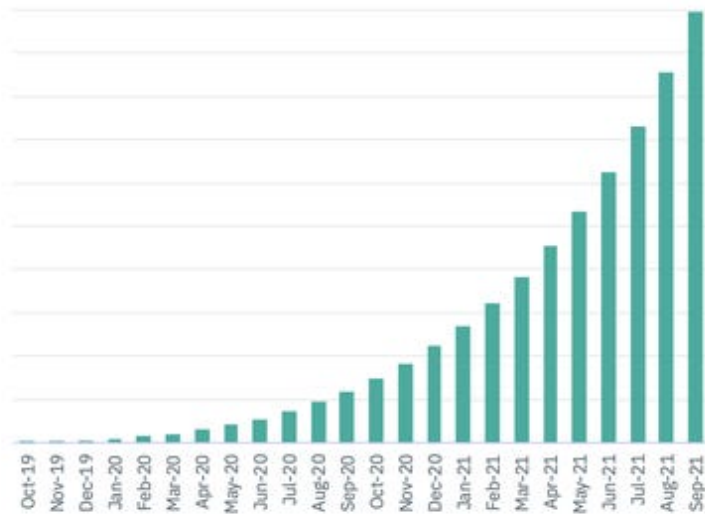
Enterprise

LICENSE TIER	LICENSE COST	DISCOUNT
50-99	\$7.50	-7%
100-199	\$7.00	-13%
250-499	\$6.50	-19%
500-999	\$6.00	-25%
1000-1900	\$5.50	-31%
2000+	\$5.00	-38%

- ✓ Annual flat subscription based on license tiers
- ✓ Enhanced security, SSO, PDF export, analytics
- ✓ Dedicated account manager

We project growing at 30%+ MoM to reach ~60K paying customers within two years.

Almanac Registered Users
OCT19 - DEC20

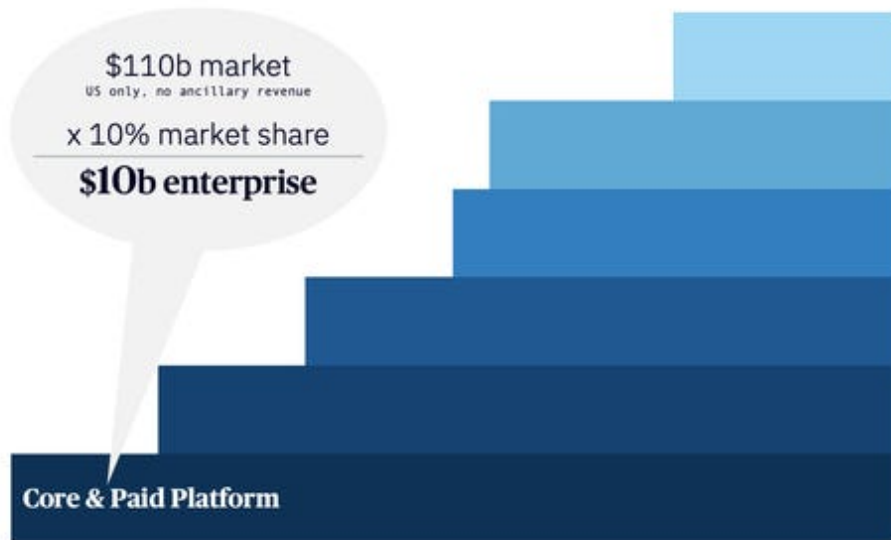


Almanac Paying Customers (Seats)
OCT19 - DEC20



Our vision is to build knowledge infrastructure for the digital economy.

PLATFORM EXPANSION



COMPARABLE PLATFORM MODELS



Our product and growth model create an extremely defensible, scalable business.

WHY ALMANAC WINS

Network effects from free users, contributors, & customers

Compounded experience curve in the Almanac Core

Integration of knowledge & productivity features

Economies of scale & switching costs within repos

Bundled services on the Almanac platform

**We're raising \$3M to build
an indispensable platform
that produces \$XM
in ARR by Q1 2021.**

Q4 2019

Copy docs inside private repositories

Group-based sharing & organization

Automated inbound contributor submission

User / contributor notifications and analytics

H1 2020

Real-time editing and collaboration

Change logs & diff comparisons

Merge request & Publish to Core

Native mobile & desktop apps

H2 2020

Deep third-party integrations

Enterprise customizations & support

Contributor consulting service

Events & conferences

Thank you. Let's get to work.



FOR MORE INFORMATION

Adam Nathan