

# Auctio

B2B Referral management  
and tracking platform



# The Problem - Lead Generation



68%

# The Problem - Lead Quality



25%

# Team



**Ricardo Ibarra**  
**Founder**

15 years of Business Development and Sales experience. Finance degree from Georgetown University



Georgetown  
University



**Juan Pablo Lopez**  
**Chief Architect**

Developer with over 15+ years of experience. Technical lead in software architecture, security, and mobile



**Andres Martinez**  
**VP of Engineering**

Lead Developer with 5+ years of experience



**Diego Londoño**  
**Lead Developer**

Technical Lead with 8+ years of experience



**Pablo Lastra**  
**Design**

Senior Designer with 5+ years of experience

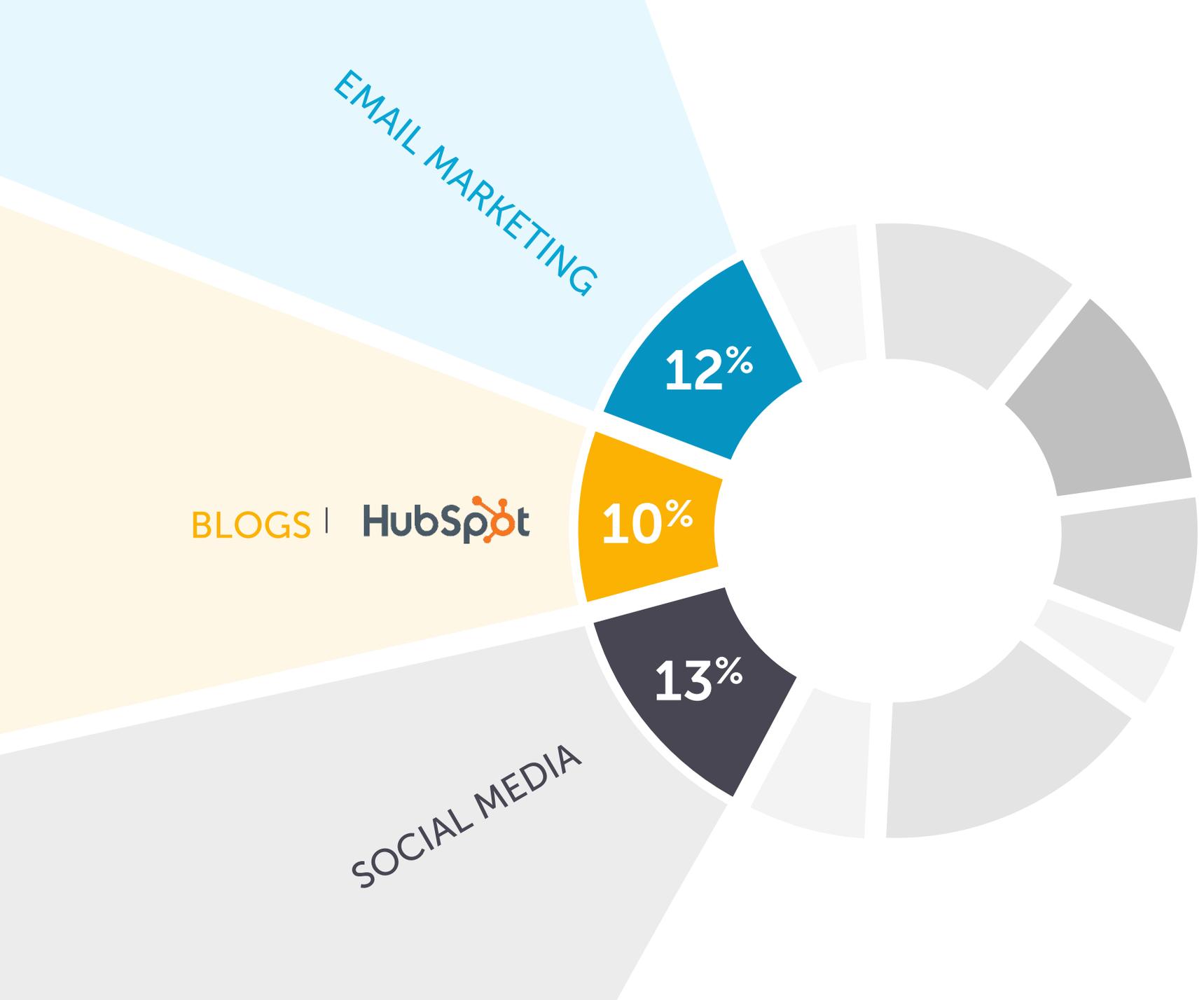
# Referrals are the Best Leads

Acquisition Channel	Conversion Rate
<b>Referral</b>	<b>3.74</b>
Partner	1.54
Inbound	1.30
Paid Marketing	1.01
Social Media	0.66
Webinar	0.55
Event	0.50
Sales Prospecting	0.31
Nurture	0.20
Email	0.19

Conversion rate  
almost

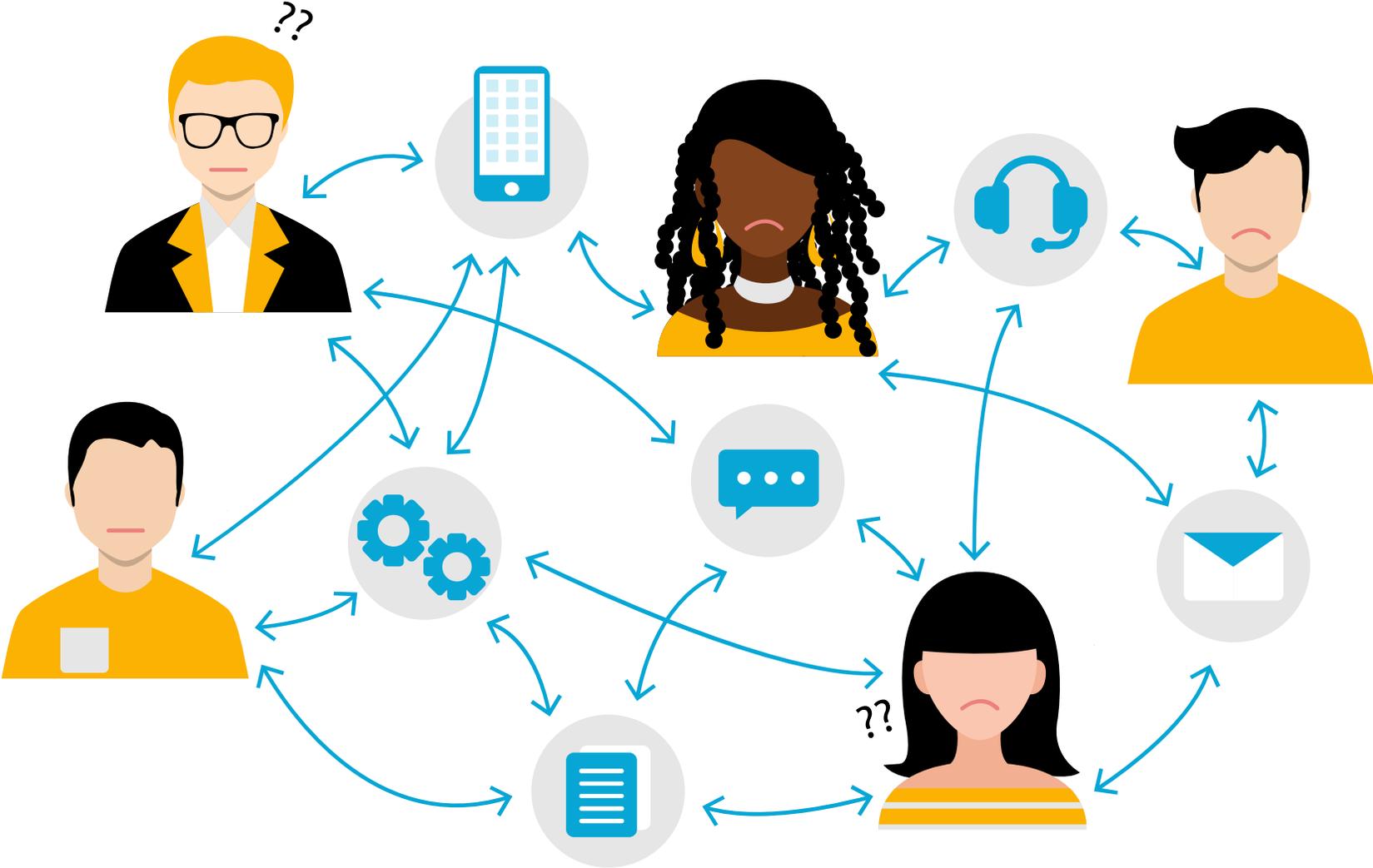
**4X**

the average across  
all channels

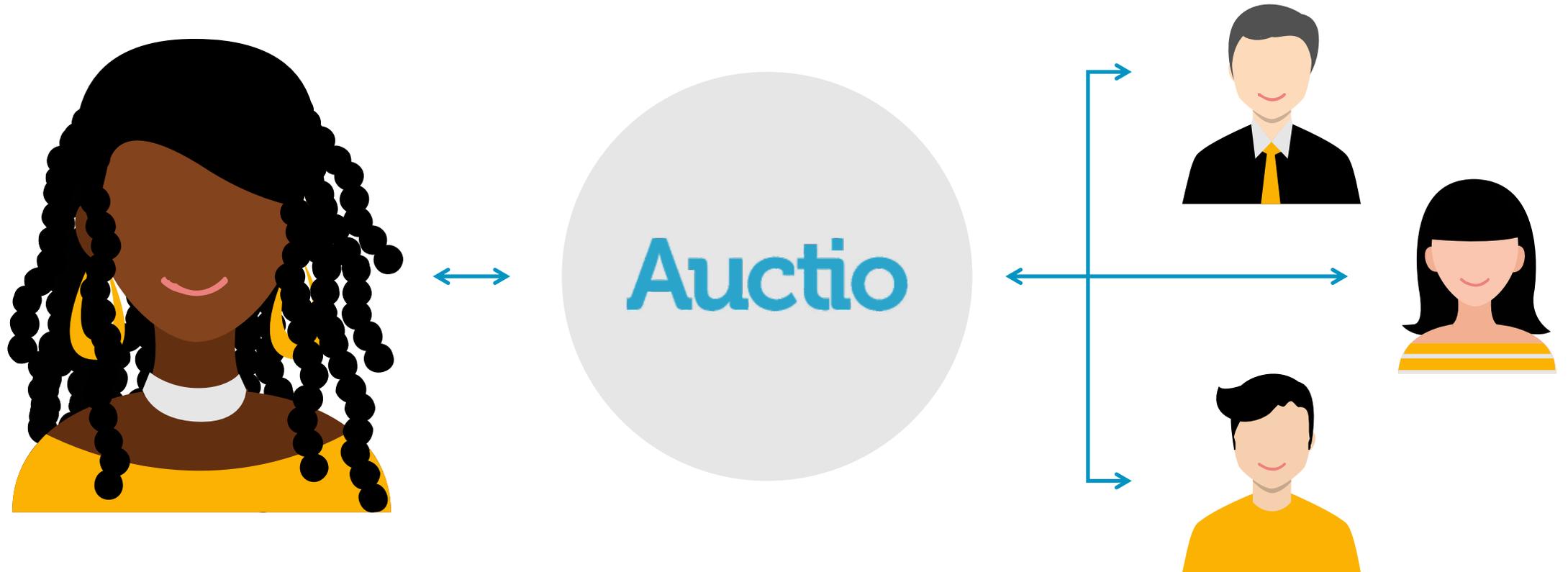


**\$162B**

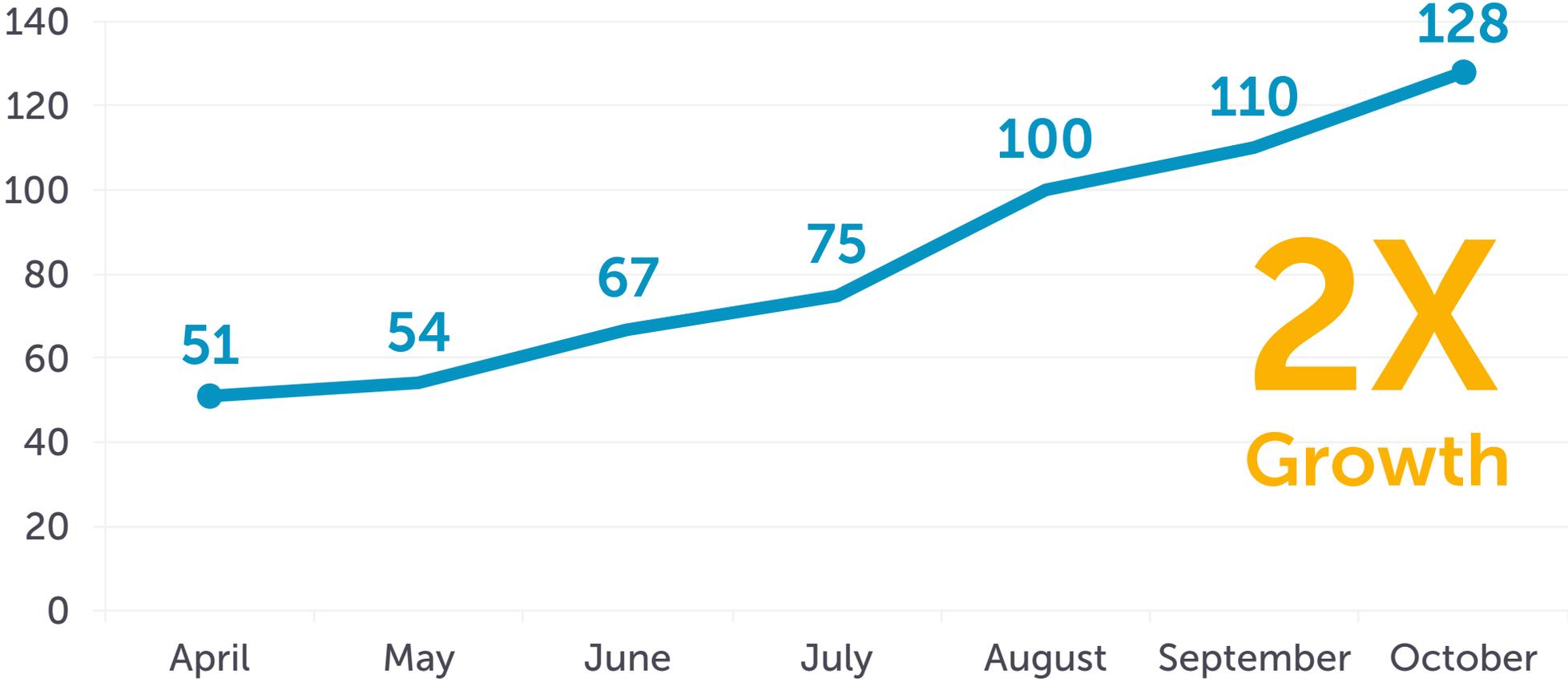
# Current Referral Process

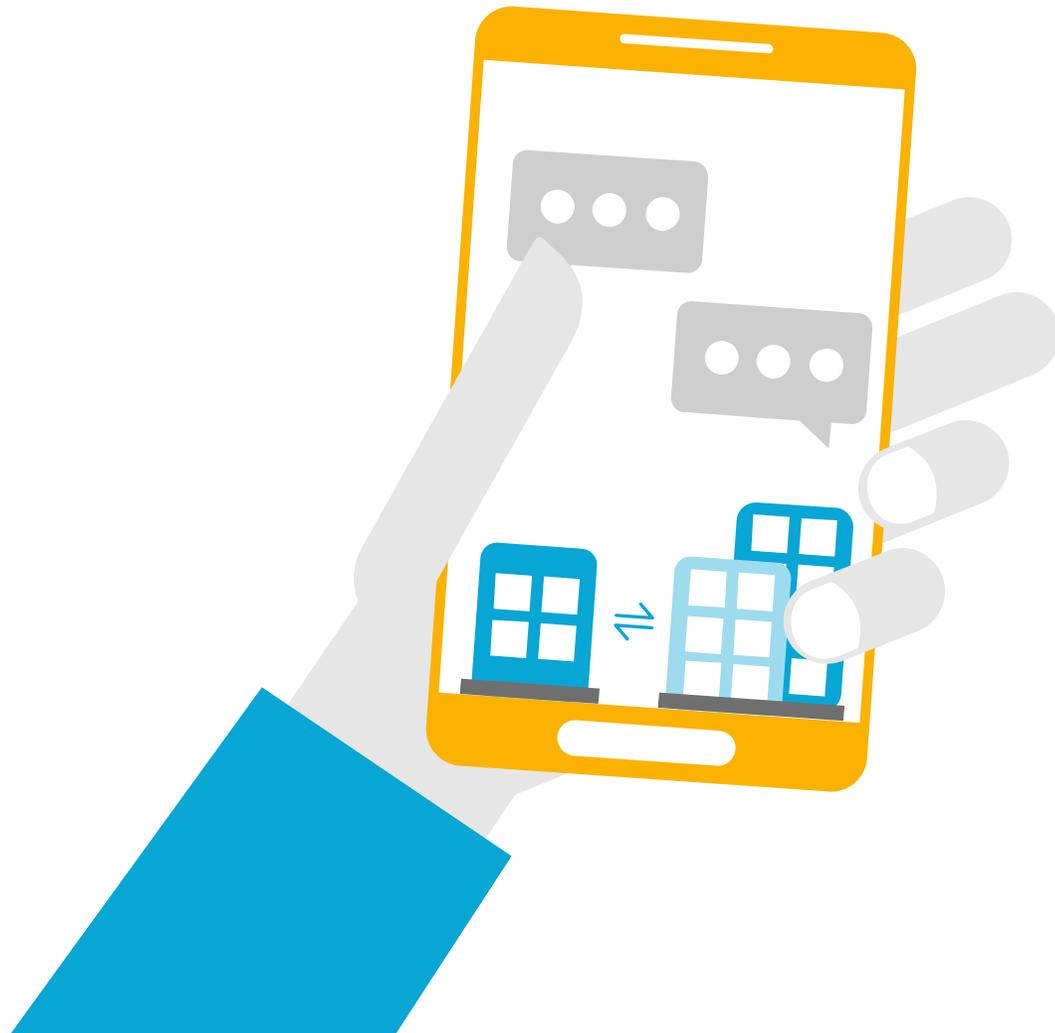


# Our Solution



# Number of Companies





Text a B2B Founder:

**“What % of your  
revenue comes from  
referrals?”**